



National Tracking Poll #190513  
May 03-05, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted from May 03-05, 2019, among a national sample of 2200 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 CNBC1: What is your credit score?**

Demographic	Less than 500	500 – 599	600 – 699	700 or higher	I have never checked my credit score	I have checked my credit score but don't remember it	Don't know / No opinion	Total N
Adults	7% (158)	13% (277)	19% (421)	38% (846)	7% (156)	5% (117)	10% (226)	2200
Gender: Male	5% (52)	11% (116)	19% (202)	45% (483)	8% (81)	4% (47)	8% (82)	1062
Gender: Female	9% (106)	14% (161)	19% (219)	32% (363)	7% (75)	6% (70)	13% (144)	1138
Age: 18-29	10% (48)	13% (64)	19% (90)	19% (88)	14% (65)	9% (44)	16% (75)	475
Age: 30-44	10% (53)	18% (96)	25% (136)	30% (163)	4% (22)	5% (25)	8% (44)	538
Age: 45-54	9% (36)	16% (61)	19% (73)	33% (130)	7% (28)	4% (16)	11% (45)	391
Age: 55-64	4% (14)	12% (42)	19% (68)	46% (166)	5% (17)	5% (19)	10% (35)	360
Age: 65+	1% (6)	3% (14)	12% (54)	68% (298)	6% (24)	3% (13)	6% (28)	436
Generation Z: 18-21	7% (13)	4% (8)	12% (24)	12% (22)	24% (45)	12% (22)	28% (54)	189
Millennial: Age 22-37	10% (59)	19% (106)	24% (137)	25% (142)	6% (34)	7% (41)	8% (46)	566
Generation X: Age 38-53	10% (65)	16% (102)	22% (135)	33% (203)	6% (36)	3% (20)	10% (61)	622
Boomers: Age 54-72	3% (19)	8% (59)	16% (115)	57% (398)	4% (30)	4% (28)	8% (55)	703
PID: Dem (no lean)	6% (47)	16% (121)	21% (162)	33% (251)	7% (54)	5% (38)	11% (87)	761
PID: Ind (no lean)	10% (76)	11% (84)	18% (136)	35% (272)	9% (69)	6% (50)	12% (90)	777
PID: Rep (no lean)	5% (34)	11% (72)	19% (123)	49% (322)	5% (33)	4% (29)	7% (49)	662
PID/Gender: Dem Men	5% (18)	17% (56)	24% (79)	36% (122)	7% (23)	3% (10)	8% (28)	336
PID/Gender: Dem Women	7% (29)	15% (65)	20% (83)	30% (130)	7% (31)	6% (27)	14% (59)	425
PID/Gender: Ind Men	6% (21)	7% (27)	18% (68)	44% (165)	10% (38)	6% (24)	9% (35)	378
PID/Gender: Ind Women	14% (55)	14% (57)	17% (68)	27% (107)	8% (31)	7% (26)	14% (54)	399
PID/Gender: Rep Men	4% (13)	10% (33)	16% (54)	56% (197)	6% (20)	4% (13)	5% (18)	348
PID/Gender: Rep Women	7% (22)	12% (39)	22% (68)	40% (126)	4% (13)	5% (16)	10% (31)	314
Ideo: Liberal (1-3)	7% (46)	16% (106)	21% (142)	36% (238)	7% (45)	5% (31)	9% (61)	670
Ideo: Moderate (4)	7% (34)	11% (56)	18% (90)	40% (205)	8% (43)	7% (38)	9% (45)	510
Ideo: Conservative (5-7)	4% (30)	9% (64)	19% (137)	51% (365)	5% (36)	5% (32)	8% (56)	721

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**Table CNBC1: What is your credit score?**

Demographic					I have never	I have			Total N
	Less than 500	500 – 599	600 – 699	700 or higher	checked my credit score	checked my credit score but don't remember it	Don't know / No opinion		
Adults	7% (158)	13% (277)	19% (421)	38% (846)	7% (156)	5% (117)	10% (226)	2200	
Educ: < College	9% (140)	15% (230)	21% (319)	28% (426)	8% (126)	6% (90)	12% (181)	1512	
Educ: Bachelors degree	3% (14)	8% (35)	16% (72)	57% (252)	6% (25)	3% (15)	7% (31)	444	
Educ: Post-grad	1% (3)	5% (12)	12% (30)	69% (167)	2% (6)	5% (12)	6% (14)	244	
Income: Under 50k	11% (142)	18% (221)	19% (233)	24% (300)	10% (122)	6% (73)	12% (154)	1244	
Income: 50k-100k	2% (15)	7% (42)	23% (145)	51% (325)	4% (24)	5% (35)	9% (56)	641	
Income: 100k+	— (1)	4% (14)	14% (44)	70% (222)	3% (10)	3% (9)	5% (16)	315	
Ethnicity: White	8% (129)	11% (186)	19% (323)	42% (731)	6% (107)	4% (72)	10% (174)	1722	
Ethnicity: Hispanic	9% (31)	13% (47)	25% (88)	29% (102)	8% (27)	5% (16)	11% (39)	349	
Ethnicity: Afr. Am.	7% (19)	25% (68)	22% (62)	15% (42)	10% (27)	11% (30)	10% (27)	274	
Ethnicity: Other	5% (9)	11% (23)	18% (36)	36% (73)	11% (23)	7% (14)	12% (25)	204	
Relig: Protestant	5% (19)	10% (43)	19% (81)	52% (224)	4% (19)	3% (14)	6% (27)	428	
Relig: Roman Catholic	6% (24)	10% (42)	20% (88)	48% (206)	5% (22)	4% (18)	7% (30)	431	
Relig: Ath./Agn./None	6% (44)	13% (89)	18% (123)	33% (227)	10% (66)	5% (38)	15% (105)	692	
Relig: Something Else	11% (42)	13% (49)	20% (75)	34% (129)	8% (32)	6% (21)	9% (33)	380	
Relig: Jewish	2% (1)	8% (4)	11% (5)	66% (29)	4% (2)	2% (1)	8% (4)	45	
Relig: Evangelical	8% (41)	16% (85)	20% (110)	34% (187)	7% (36)	7% (36)	9% (48)	543	
Relig: Non-Evang. Catholics	5% (31)	9% (54)	19% (114)	52% (302)	4% (23)	4% (21)	7% (40)	585	
Relig: All Christian	6% (72)	12% (139)	20% (224)	43% (489)	5% (58)	5% (58)	8% (88)	1128	
Relig: All Non-Christian	8% (86)	13% (138)	18% (197)	33% (357)	9% (98)	5% (59)	13% (137)	1072	
Community: Urban	10% (49)	11% (57)	22% (112)	33% (166)	9% (47)	6% (32)	9% (45)	509	
Community: Suburban	6% (64)	11% (124)	19% (210)	44% (481)	5% (55)	5% (52)	11% (117)	1104	
Community: Rural	8% (44)	16% (96)	17% (99)	34% (198)	9% (54)	5% (32)	11% (64)	586	

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Table CNBC1: What is your credit score?

Demographic	Less than 500	500 – 599	600 – 699	700 or higher	I have never checked my credit score	I have checked my credit score but don't remember it	Don't know / No opinion	Total N
Adults	7% (158)	13% (277)	19% (421)	38% (846)	7% (156)	5% (117)	10% (226)	2200
Employ: Private Sector	6% (45)	14% (97)	21% (150)	44% (313)	4% (28)	5% (38)	5% (34)	704
Employ: Government	3% (4)	12% (18)	25% (38)	50% (75)	1% (2)	3% (4)	6% (9)	151
Employ: Self-Employed	6% (13)	11% (23)	18% (38)	37% (75)	10% (20)	6% (12)	11% (23)	204
Employ: Homemaker	13% (20)	10% (15)	23% (35)	20% (31)	8% (13)	9% (14)	16% (25)	153
Employ: Student	1% (2)	10% (14)	14% (20)	19% (26)	22% (31)	8% (11)	26% (36)	140
Employ: Retired	2% (11)	6% (27)	14% (63)	62% (280)	5% (21)	3% (15)	8% (37)	454
Employ: Unemployed	11% (19)	20% (35)	19% (32)	11% (18)	13% (22)	5% (9)	21% (37)	172
Employ: Other	20% (44)	21% (48)	20% (46)	12% (28)	9% (19)	6% (14)	11% (25)	223
Military HH: Yes	3% (11)	10% (34)	18% (65)	51% (184)	4% (15)	7% (24)	7% (26)	360
Military HH: No	8% (147)	13% (242)	19% (356)	36% (662)	8% (141)	5% (93)	11% (200)	1840
RD/WT: Right Direction	6% (52)	12% (102)	20% (166)	44% (374)	6% (52)	4% (33)	9% (73)	853
RD/WT: Wrong Track	8% (105)	13% (175)	19% (255)	35% (472)	8% (104)	6% (83)	11% (153)	1347
Trump Job Approve	7% (64)	11% (101)	20% (179)	43% (386)	6% (52)	4% (39)	8% (69)	889
Trump Job Disapprove	7% (83)	14% (160)	18% (211)	37% (442)	9% (101)	5% (65)	10% (119)	1181
Trump Job Strongly Approve	7% (32)	11% (53)	21% (97)	45% (212)	6% (27)	3% (15)	7% (32)	467
Trump Job Somewhat Approve	8% (32)	11% (48)	19% (82)	41% (174)	6% (25)	6% (24)	9% (36)	421
Trump Job Somewhat Disapprove	6% (19)	16% (46)	17% (48)	35% (101)	10% (29)	4% (13)	11% (33)	288
Trump Job Strongly Disapprove	7% (64)	13% (114)	18% (163)	38% (341)	8% (73)	6% (52)	10% (86)	893
Favorable of Trump	6% (56)	11% (93)	20% (178)	45% (393)	6% (48)	4% (38)	8% (67)	873
Unfavorable of Trump	7% (84)	14% (165)	18% (210)	37% (427)	8% (92)	6% (65)	10% (122)	1165
Very Favorable of Trump	7% (38)	11% (59)	21% (108)	43% (226)	6% (31)	4% (19)	8% (40)	521
Somewhat Favorable of Trump	5% (18)	10% (34)	20% (69)	47% (167)	5% (18)	5% (19)	8% (27)	352
Somewhat Unfavorable of Trump	7% (17)	15% (35)	15% (34)	37% (84)	7% (16)	5% (12)	13% (30)	228
Very Unfavorable of Trump	7% (67)	14% (130)	19% (176)	37% (344)	8% (76)	6% (53)	10% (92)	937

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Demographic	Less than 500	500 – 599	600 – 699	700 or higher	I have never checked my credit score	I have checked my credit score but don't remember it	Don't know / No opinion	Total N
Adults	7% (158)	13% (277)	19% (421)	38% (846)	7% (156)	5% (117)	10% (226)	2200
#1 Issue: Economy	8% (44)	16% (95)	23% (130)	36% (210)	5% (28)	5% (30)	7% (39)	575
#1 Issue: Security	5% (21)	8% (34)	17% (77)	48% (211)	9% (40)	5% (23)	9% (38)	444
#1 Issue: Health Care	10% (42)	16% (68)	17% (74)	37% (159)	7% (28)	4% (19)	9% (41)	431
#1 Issue: Medicare / Social Security	5% (15)	10% (26)	17% (46)	47% (129)	5% (13)	4% (11)	11% (31)	272
#1 Issue: Women's Issues	9% (10)	14% (16)	20% (22)	20% (23)	10% (11)	5% (6)	21% (24)	114
#1 Issue: Education	8% (11)	5% (7)	21% (29)	33% (46)	7% (10)	11% (15)	17% (24)	142
#1 Issue: Energy	8% (9)	15% (19)	18% (22)	33% (40)	11% (13)	5% (6)	9% (11)	120
#1 Issue: Other	5% (5)	12% (12)	20% (21)	27% (28)	12% (13)	6% (6)	18% (18)	102
2018 House Vote: Democrat	5% (42)	13% (103)	22% (168)	42% (323)	5% (42)	4% (32)	8% (59)	768
2018 House Vote: Republican	4% (26)	7% (48)	19% (129)	56% (388)	5% (32)	4% (28)	6% (39)	690
2018 House Vote: Someone else	7% (7)	12% (12)	18% (18)	35% (34)	5% (5)	9% (9)	13% (13)	96
2018 House Vote: Didnt Vote	13% (83)	18% (113)	17% (107)	15% (98)	12% (76)	7% (48)	18% (114)	639
2016 Vote: Hillary Clinton	4% (27)	15% (103)	21% (144)	44% (296)	5% (33)	4% (24)	7% (46)	673
2016 Vote: Donald Trump	5% (32)	9% (64)	20% (135)	53% (363)	4% (29)	3% (24)	6% (38)	685
2016 Vote: Someone else	8% (12)	8% (14)	16% (25)	43% (70)	4% (7)	9% (14)	13% (20)	161
2016 Vote: Didnt Vote	13% (86)	14% (97)	18% (118)	17% (116)	13% (86)	8% (54)	17% (116)	673
Voted in 2014: Yes	5% (64)	12% (155)	19% (259)	49% (654)	4% (54)	4% (58)	7% (95)	1338
Voted in 2014: No	11% (93)	14% (122)	19% (162)	22% (192)	12% (102)	7% (59)	15% (131)	862
2012 Vote: Barack Obama	6% (44)	15% (120)	21% (167)	41% (327)	5% (42)	4% (31)	8% (66)	797
2012 Vote: Mitt Romney	4% (19)	7% (38)	16% (87)	58% (309)	4% (22)	4% (23)	6% (34)	531
2012 Vote: Other	5% (4)	8% (7)	25% (21)	47% (40)	2% (1)	4% (3)	8% (7)	85
2012 Vote: Didn't Vote	11% (89)	14% (112)	19% (146)	21% (165)	12% (91)	8% (59)	15% (118)	781
4-Region: Northeast	7% (27)	11% (44)	16% (63)	42% (165)	8% (32)	8% (31)	8% (30)	394
4-Region: Midwest	7% (31)	14% (64)	17% (80)	41% (187)	7% (33)	3% (15)	11% (53)	462
4-Region: South	8% (69)	14% (119)	20% (162)	36% (296)	7% (56)	5% (40)	10% (81)	824
4-Region: West	6% (30)	10% (50)	22% (116)	38% (197)	7% (35)	6% (30)	12% (62)	520
No CC	16% (115)	20% (146)	14% (102)	11% (77)	13% (93)	7% (52)	20% (142)	728

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

**Table CNBC2:** [AMONG RESPONDENTS WHO KNOW THEIR CREDIT SCORE OR HAVE CHECKED IT BEFORE] And about how often do you check your credit score?

Demographic	Every day	A couple times a week	Once a week	A couple times a month	Once a month	A couple times a year	Once a year	Don't know / No opinion	Total N
Adults	2% (44)	4% (80)	6% (115)	14% (254)	23% (426)	24% (437)	16% (297)	9% (165)	1818
Gender: Male	2% (22)	5% (41)	7% (67)	15% (133)	24% (220)	25% (220)	15% (138)	6% (58)	899
Gender: Female	2% (22)	4% (40)	5% (48)	13% (121)	22% (206)	24% (216)	17% (159)	12% (107)	919
Age: 18-29	6% (21)	12% (39)	9% (30)	16% (55)	19% (65)	18% (61)	11% (38)	8% (26)	334
Age: 30-44	4% (17)	4% (17)	7% (35)	15% (72)	21% (97)	25% (117)	16% (74)	9% (44)	472
Age: 45-54	1% (2)	3% (10)	6% (20)	9% (28)	21% (66)	28% (88)	22% (70)	11% (33)	318
Age: 55-64	— (1)	3% (8)	4% (13)	16% (49)	28% (85)	22% (68)	20% (61)	8% (24)	309
Age: 65+	1% (4)	2% (6)	4% (17)	13% (51)	29% (113)	27% (102)	14% (54)	10% (38)	384
Generation Z: 18-21	7% (6)	15% (14)	9% (8)	16% (14)	14% (13)	17% (15)	13% (12)	9% (8)	90
Millennial: Age 22-37	6% (27)	8% (37)	8% (41)	16% (80)	21% (100)	21% (103)	12% (60)	8% (38)	485
Generation X: Age 38-53	1% (7)	3% (16)	7% (35)	11% (56)	21% (110)	27% (143)	20% (103)	11% (56)	526
Boomers: Age 54-72	1% (4)	2% (12)	4% (24)	15% (93)	28% (176)	24% (151)	17% (108)	8% (50)	619
PID: Dem (no lean)	2% (12)	5% (30)	7% (46)	15% (96)	23% (140)	23% (144)	17% (106)	7% (46)	619
PID: Ind (no lean)	4% (23)	5% (28)	5% (30)	16% (96)	24% (151)	21% (128)	15% (94)	11% (68)	618
PID: Rep (no lean)	2% (9)	4% (22)	7% (39)	11% (62)	23% (136)	28% (165)	17% (97)	9% (50)	581
PID/Gender: Dem Men	2% (5)	5% (14)	9% (24)	15% (43)	25% (72)	23% (65)	16% (44)	6% (17)	285
PID/Gender: Dem Women	2% (7)	5% (16)	6% (21)	16% (53)	20% (68)	24% (79)	18% (62)	8% (28)	334
PID/Gender: Ind Men	4% (11)	5% (14)	5% (16)	18% (54)	23% (71)	23% (69)	15% (46)	8% (24)	304
PID/Gender: Ind Women	4% (12)	5% (14)	4% (14)	13% (42)	25% (80)	19% (59)	15% (48)	14% (45)	314
PID/Gender: Rep Men	2% (7)	4% (12)	9% (26)	12% (36)	25% (77)	28% (87)	15% (48)	5% (17)	310
PID/Gender: Rep Women	1% (2)	4% (10)	5% (13)	10% (26)	22% (59)	29% (78)	18% (50)	12% (34)	271
Ideo: Liberal (1-3)	2% (13)	4% (24)	6% (34)	14% (79)	25% (139)	28% (156)	16% (88)	5% (31)	564
Ideo: Moderate (4)	3% (11)	5% (19)	7% (31)	12% (50)	24% (100)	23% (96)	17% (73)	10% (42)	422
Ideo: Conservative (5-7)	2% (14)	4% (25)	7% (43)	14% (89)	24% (151)	24% (151)	17% (107)	8% (48)	629
Educ: < College	3% (38)	5% (61)	7% (80)	14% (169)	23% (283)	21% (251)	16% (191)	11% (133)	1205
Educ: Bachelors degree	1% (4)	4% (14)	7% (27)	13% (52)	23% (89)	31% (119)	17% (65)	5% (18)	389
Educ: Post-grad	1% (2)	2% (5)	3% (8)	15% (34)	24% (54)	30% (67)	18% (41)	6% (13)	224

Continued on next page

**Table CNBC2:** [AMONG RESPONDENTS WHO KNOW THEIR CREDIT SCORE OR HAVE CHECKED IT BEFORE] And about how often do you check your credit score?

Demographic	Every day	A couple times a week	Once a week	A couple times a month	Once a month	A couple times a year	Once a year	Don't know / No opinion	Total N
Adults	2% (44)	4% (80)	6% (115)	14% (254)	23% (426)	24% (437)	16% (297)	9% (165)	1818
Income: Under 50k	3% (27)	4% (43)	6% (58)	15% (149)	22% (214)	21% (207)	16% (157)	12% (113)	968
Income: 50k-100k	3% (15)	5% (29)	7% (37)	13% (73)	26% (146)	24% (137)	16% (87)	7% (37)	561
Income: 100k+	1% (2)	3% (9)	7% (19)	11% (32)	23% (66)	32% (93)	18% (53)	5% (15)	289
Ethnicity: White	2% (28)	4% (58)	6% (91)	13% (191)	24% (351)	25% (354)	17% (243)	9% (125)	1441
Ethnicity: Hispanic	6% (16)	7% (21)	9% (25)	19% (53)	17% (50)	22% (63)	13% (38)	7% (19)	284
Ethnicity: Afr. Am.	4% (9)	5% (12)	8% (17)	17% (38)	22% (48)	22% (48)	11% (23)	12% (26)	221
Ethnicity: Other	4% (7)	6% (10)	4% (7)	16% (25)	18% (27)	22% (35)	20% (31)	9% (14)	156
Relig: Protestant	2% (7)	2% (9)	7% (25)	12% (46)	24% (91)	26% (100)	17% (64)	10% (40)	382
Relig: Roman Catholic	3% (13)	4% (14)	4% (17)	14% (53)	25% (95)	25% (93)	18% (67)	7% (26)	378
Relig: Ath./Agn./None	3% (13)	5% (27)	6% (29)	15% (78)	27% (138)	23% (118)	15% (76)	8% (42)	521
Relig: Something Else	3% (9)	6% (19)	8% (25)	12% (39)	21% (65)	28% (87)	14% (45)	8% (25)	316
Relig: Jewish	— (0)	2% (1)	8% (3)	11% (4)	23% (9)	32% (13)	21% (8)	3% (1)	39
Relig: Evangelical	2% (7)	5% (23)	7% (32)	15% (67)	21% (96)	19% (89)	21% (95)	11% (50)	459
Relig: Non-Evang. Catholics	3% (15)	2% (11)	5% (28)	13% (70)	24% (126)	27% (143)	16% (82)	9% (47)	522
Relig: All Christian	2% (22)	4% (34)	6% (60)	14% (137)	23% (222)	24% (232)	18% (176)	10% (97)	981
Relig: All Non-Christian	3% (22)	5% (46)	6% (54)	14% (117)	24% (204)	25% (205)	14% (121)	8% (67)	837
Community: Urban	4% (17)	7% (27)	7% (28)	15% (63)	23% (95)	25% (104)	10% (43)	9% (38)	417
Community: Suburban	2% (19)	4% (41)	6% (60)	15% (137)	25% (234)	24% (224)	16% (146)	7% (70)	932
Community: Rural	2% (7)	3% (12)	6% (26)	11% (54)	21% (97)	23% (108)	23% (107)	12% (57)	469
Employ: Private Sector	1% (9)	3% (18)	7% (47)	15% (94)	23% (150)	26% (169)	18% (114)	6% (40)	642
Employ: Government	3% (4)	8% (11)	6% (8)	21% (29)	20% (28)	25% (34)	13% (19)	4% (6)	140
Employ: Self-Employed	4% (7)	4% (6)	7% (11)	17% (28)	22% (36)	20% (33)	17% (28)	8% (13)	161
Employ: Homemaker	4% (5)	5% (6)	2% (3)	8% (9)	22% (26)	21% (25)	18% (20)	19% (22)	115
Employ: Student	9% (6)	13% (9)	5% (3)	23% (17)	20% (15)	17% (12)	12% (9)	2% (2)	73
Employ: Retired	1% (4)	2% (9)	5% (20)	13% (51)	30% (119)	25% (98)	14% (57)	10% (38)	396
Employ: Unemployed	3% (4)	4% (4)	9% (11)	12% (14)	19% (21)	16% (18)	25% (29)	11% (12)	113
Employ: Other	3% (6)	9% (16)	6% (11)	7% (13)	18% (32)	26% (47)	12% (21)	18% (32)	179
Military HH: Yes	4% (12)	4% (12)	6% (18)	12% (39)	25% (81)	24% (77)	15% (46)	10% (32)	318
Military HH: No	2% (32)	5% (68)	6% (97)	14% (215)	23% (345)	24% (360)	17% (251)	9% (132)	1500

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**Table CNBC2:** [AMONG RESPONDENTS WHO KNOW THEIR CREDIT SCORE OR HAVE CHECKED IT BEFORE] And about how often do you check your credit score?

Demographic	Every day	A couple times a week	Once a week	A couple times a month	Once a month	A couple times a year	Once a year	Don't know / No opinion	Total N
Adults	2% (44)	4% (80)	6% (115)	14% (254)	23% (426)	24% (437)	16% (297)	9% (165)	1818
RD/WT: Right Direction	3% (22)	5% (38)	7% (53)	12% (85)	25% (182)	23% (170)	15% (112)	9% (65)	728
RD/WT: Wrong Track	2% (22)	4% (42)	6% (62)	15% (169)	22% (244)	24% (267)	17% (185)	9% (99)	1090
Trump Job Approve	3% (20)	5% (40)	8% (58)	11% (86)	24% (184)	23% (180)	16% (125)	10% (76)	768
Trump Job Disapprove	2% (20)	4% (38)	6% (56)	16% (155)	23% (221)	25% (242)	17% (159)	7% (71)	961
Trump Job Strongly Approve	3% (10)	6% (24)	9% (38)	11% (43)	23% (92)	23% (92)	16% (66)	10% (42)	408
Trump Job Somewhat Approve	3% (10)	4% (16)	6% (20)	12% (42)	26% (92)	24% (88)	16% (59)	9% (33)	360
Trump Job Somewhat Disapprove	4% (9)	4% (8)	7% (16)	15% (33)	20% (45)	23% (51)	21% (48)	7% (16)	227
Trump Job Strongly Disapprove	1% (10)	4% (30)	5% (40)	17% (122)	24% (176)	26% (190)	15% (110)	8% (56)	734
Favorable of Trump	4% (27)	4% (34)	7% (52)	12% (90)	23% (174)	25% (187)	16% (121)	10% (72)	757
Unfavorable of Trump	2% (16)	4% (41)	6% (58)	16% (151)	24% (229)	24% (228)	17% (160)	7% (68)	951
Very Favorable of Trump	3% (14)	5% (23)	7% (33)	13% (58)	21% (94)	24% (108)	15% (69)	11% (51)	450
Somewhat Favorable of Trump	4% (13)	3% (10)	6% (19)	11% (32)	26% (79)	26% (79)	17% (53)	7% (22)	307
Somewhat Unfavorable of Trump	2% (3)	5% (9)	5% (9)	13% (23)	23% (42)	21% (39)	24% (44)	7% (13)	181
Very Unfavorable of Trump	2% (13)	4% (32)	6% (49)	17% (128)	24% (187)	25% (189)	15% (117)	7% (55)	770
#1 Issue: Economy	2% (10)	5% (24)	7% (35)	13% (68)	22% (111)	25% (125)	19% (94)	8% (42)	508
#1 Issue: Security	— (1)	5% (19)	7% (24)	14% (52)	24% (89)	23% (86)	18% (66)	8% (30)	367
#1 Issue: Health Care	3% (11)	5% (16)	7% (27)	15% (53)	23% (83)	24% (86)	15% (55)	9% (31)	362
#1 Issue: Medicare / Social Security	2% (5)	3% (7)	3% (8)	14% (31)	29% (65)	27% (62)	11% (25)	10% (24)	227
#1 Issue: Women's Issues	12% (10)	2% (1)	9% (7)	12% (9)	14% (11)	21% (17)	20% (16)	10% (8)	78
#1 Issue: Education	3% (4)	4% (4)	7% (8)	20% (22)	19% (21)	25% (27)	14% (15)	8% (9)	108
#1 Issue: Energy	4% (4)	7% (7)	6% (5)	10% (10)	26% (24)	25% (24)	14% (13)	8% (8)	96
#1 Issue: Other	— (0)	1% (1)	1% (1)	14% (10)	31% (22)	15% (11)	19% (13)	19% (14)	71
2018 House Vote: Democrat	2% (12)	4% (26)	7% (46)	16% (104)	26% (173)	24% (164)	16% (109)	5% (35)	668
2018 House Vote: Republican	2% (15)	3% (19)	6% (39)	12% (73)	24% (150)	27% (170)	17% (103)	8% (50)	619
2018 House Vote: Someone else	6% (5)	5% (4)	4% (3)	17% (13)	25% (19)	18% (14)	16% (13)	10% (8)	79
2018 House Vote: Didnt Vote	3% (13)	7% (31)	6% (27)	14% (64)	18% (83)	19% (87)	16% (72)	16% (72)	448

Continued on next page

**Table CNBC2:** [AMONG RESPONDENTS WHO KNOW THEIR CREDIT SCORE OR HAVE CHECKED IT BEFORE] And about how often do you check your credit score?

Demographic	Every day	A couple times a week	Once a week	A couple times a month	Once a month	A couple times a year	Once a year	Don't know / No opinion	Total N
Adults	2% (44)	4% (80)	6% (115)	14% (254)	23% (426)	24% (437)	16% (297)	9% (165)	1818
2016 Vote: Hillary Clinton	2% (11)	4% (25)	7% (39)	16% (94)	24% (141)	25% (146)	16% (93)	7% (44)	593
2016 Vote: Donald Trump	2% (14)	3% (19)	6% (39)	14% (84)	25% (152)	25% (155)	18% (109)	7% (46)	617
2016 Vote: Someone else	1% (1)	5% (6)	3% (4)	12% (16)	27% (36)	26% (35)	22% (29)	5% (6)	134
2016 Vote: Didnt Vote	4% (17)	6% (30)	7% (32)	13% (61)	20% (95)	21% (101)	14% (65)	15% (69)	471
Voted in 2014: Yes	2% (20)	4% (44)	6% (69)	13% (156)	25% (296)	26% (311)	18% (209)	7% (85)	1190
Voted in 2014: No	4% (24)	6% (37)	7% (45)	16% (99)	21% (131)	20% (126)	14% (88)	13% (80)	628
2012 Vote: Barack Obama	2% (16)	4% (26)	6% (40)	14% (96)	24% (167)	26% (177)	17% (120)	7% (46)	688
2012 Vote: Mitt Romney	1% (5)	4% (17)	6% (29)	12% (55)	26% (121)	26% (124)	17% (82)	9% (41)	475
2012 Vote: Other	— (0)	— (0)	7% (5)	19% (15)	16% (12)	29% (22)	19% (15)	10% (7)	77
2012 Vote: Didn't Vote	4% (23)	6% (37)	7% (41)	15% (87)	21% (122)	20% (113)	14% (80)	12% (70)	572
4-Region: Northeast	2% (8)	4% (12)	5% (16)	12% (38)	26% (84)	25% (82)	15% (49)	13% (42)	331
4-Region: Midwest	2% (7)	5% (20)	6% (22)	13% (50)	21% (79)	26% (98)	19% (70)	8% (31)	377
4-Region: South	2% (16)	5% (31)	8% (52)	15% (102)	24% (163)	22% (154)	16% (111)	8% (58)	687
4-Region: West	3% (13)	4% (16)	6% (26)	15% (64)	24% (100)	24% (103)	16% (67)	8% (35)	423
No CC	1% (7)	5% (22)	4% (21)	14% (68)	17% (84)	25% (122)	17% (83)	17% (85)	493

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

**Table CNBC3\_1:** Please state whether you currently do the following:  
Check my financial accounts for fraud or unusual activity

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	74% (1627)	18% (392)	8% (180)	2200
Gender: Male	76% (809)	17% (179)	7% (74)	1062
Gender: Female	72% (818)	19% (214)	9% (106)	1138
Age: 18-29	67% (318)	21% (100)	12% (57)	475
Age: 30-44	71% (380)	20% (105)	10% (53)	538
Age: 45-54	71% (276)	21% (82)	8% (33)	391
Age: 55-64	79% (284)	16% (56)	6% (20)	360
Age: 65+	85% (370)	11% (49)	4% (17)	436
Generation Z: 18-21	59% (112)	21% (39)	20% (37)	189
Millennial: Age 22-37	71% (402)	21% (119)	8% (45)	566
Generation X: Age 38-53	70% (437)	20% (125)	10% (61)	622
Boomers: Age 54-72	82% (577)	13% (94)	5% (32)	703
PID: Dem (no lean)	74% (561)	20% (149)	7% (51)	761
PID: Ind (no lean)	70% (542)	18% (138)	13% (97)	777
PID: Rep (no lean)	79% (524)	16% (106)	5% (33)	662
PID/Gender: Dem Men	75% (251)	18% (59)	8% (26)	336
PID/Gender: Dem Women	73% (311)	21% (90)	6% (25)	425
PID/Gender: Ind Men	74% (280)	16% (59)	10% (39)	378
PID/Gender: Ind Women	66% (262)	20% (79)	15% (58)	399
PID/Gender: Rep Men	80% (278)	17% (60)	3% (9)	348
PID/Gender: Rep Women	78% (246)	14% (46)	7% (23)	314
Ideo: Liberal (1-3)	75% (500)	19% (125)	7% (46)	670
Ideo: Moderate (4)	76% (389)	16% (82)	8% (39)	510
Ideo: Conservative (5-7)	79% (571)	16% (115)	5% (36)	721
Educ: < College	70% (1051)	20% (304)	10% (157)	1512
Educ: Bachelors degree	82% (365)	14% (63)	4% (16)	444
Educ: Post-grad	87% (212)	11% (26)	3% (7)	244

Continued on next page

**Table CNBC3\_1:** Please state whether you currently do the following:  
 Check my financial accounts for fraud or unusual activity

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	74% (1627)	18% (392)	8% (180)	2200
Income: Under 50k	66% (819)	22% (276)	12% (149)	1244
Income: 50k-100k	83% (535)	13% (87)	3% (20)	641
Income: 100k+	87% (274)	9% (29)	4% (11)	315
Ethnicity: White	76% (1305)	17% (295)	7% (122)	1722
Ethnicity: Hispanic	75% (261)	14% (50)	11% (38)	349
Ethnicity: Afr. Am.	65% (179)	23% (62)	12% (32)	274
Ethnicity: Other	70% (143)	17% (35)	13% (26)	204
Relig: Protestant	83% (357)	14% (60)	3% (12)	428
Relig: Roman Catholic	80% (343)	14% (62)	6% (26)	431
Relig: Ath./Agn./None	69% (476)	20% (137)	11% (79)	692
Relig: Something Else	67% (256)	22% (83)	11% (41)	380
Relig: Jewish	82% (37)	14% (6)	4% (2)	45
Relig: Evangelical	78% (422)	16% (89)	6% (33)	543
Relig: Non-Evang. Catholics	81% (474)	14% (83)	5% (28)	585
Relig: All Christian	79% (895)	15% (172)	5% (61)	1128
Relig: All Non-Christian	68% (732)	21% (220)	11% (120)	1072
Community: Urban	72% (366)	18% (91)	10% (53)	509
Community: Suburban	77% (852)	16% (181)	6% (72)	1104
Community: Rural	70% (410)	20% (120)	10% (56)	586
Employ: Private Sector	78% (551)	18% (125)	4% (28)	704
Employ: Government	85% (129)	9% (14)	6% (9)	151
Employ: Self-Employed	73% (149)	19% (38)	8% (17)	204
Employ: Homemaker	63% (97)	21% (33)	16% (24)	153
Employ: Student	75% (104)	15% (21)	10% (14)	140
Employ: Retired	84% (382)	12% (53)	4% (18)	454
Employ: Unemployed	47% (81)	32% (54)	21% (36)	172
Employ: Other	60% (135)	24% (54)	15% (34)	223
Military HH: Yes	83% (299)	14% (49)	3% (12)	360
Military HH: No	72% (1329)	19% (343)	9% (168)	1840

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**Table CNBC3\_1:** Please state whether you currently do the following:  
Check my financial accounts for fraud or unusual activity

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	74% (1627)	18% (392)	8% (180)	2200
RD/WT: Right Direction	77% (661)	16% (135)	7% (57)	853
RD/WT: Wrong Track	72% (967)	19% (257)	9% (124)	1347
Trump Job Approve	78% (697)	16% (140)	6% (52)	889
Trump Job Disapprove	74% (876)	19% (222)	7% (84)	1181
Trump Job Strongly Approve	76% (356)	19% (89)	5% (22)	467
Trump Job Somewhat Approve	81% (341)	12% (51)	7% (30)	421
Trump Job Somewhat Disapprove	69% (200)	21% (61)	10% (28)	288
Trump Job Strongly Disapprove	76% (676)	18% (161)	6% (56)	893
Favorable of Trump	79% (686)	15% (135)	6% (52)	873
Unfavorable of Trump	75% (878)	19% (218)	6% (69)	1165
Very Favorable of Trump	78% (406)	16% (84)	6% (30)	521
Somewhat Favorable of Trump	80% (280)	14% (50)	6% (21)	352
Somewhat Unfavorable of Trump	74% (169)	21% (48)	5% (11)	228
Very Unfavorable of Trump	76% (708)	18% (170)	6% (59)	937
#1 Issue: Economy	80% (461)	15% (85)	5% (29)	575
#1 Issue: Security	78% (346)	15% (66)	7% (32)	444
#1 Issue: Health Care	72% (309)	21% (91)	7% (31)	431
#1 Issue: Medicare / Social Security	78% (211)	15% (42)	7% (18)	272
#1 Issue: Women's Issues	63% (71)	22% (25)	16% (18)	114
#1 Issue: Education	67% (95)	19% (27)	13% (19)	142
#1 Issue: Energy	66% (79)	24% (29)	10% (12)	120
#1 Issue: Other	53% (54)	27% (27)	20% (20)	102
2018 House Vote: Democrat	78% (603)	17% (130)	5% (36)	768
2018 House Vote: Republican	83% (570)	14% (96)	4% (24)	690
2018 House Vote: Someone else	78% (75)	13% (13)	9% (9)	96
2018 House Vote: Didnt Vote	59% (376)	24% (152)	17% (110)	639
2016 Vote: Hillary Clinton	79% (530)	16% (110)	5% (33)	673
2016 Vote: Donald Trump	82% (562)	14% (95)	4% (28)	685
2016 Vote: Someone else	78% (125)	16% (25)	7% (11)	161
2016 Vote: Didnt Vote	60% (404)	24% (163)	16% (107)	673

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**Table CNBC3\_1:** Please state whether you currently do the following:  
 Check my financial accounts for fraud or unusual activity

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	74% (1627)	18% (392)	8% (180)	2200
Voted in 2014: Yes	80% (1073)	15% (207)	4% (59)	1338
Voted in 2014: No	64% (555)	22% (185)	14% (122)	862
2012 Vote: Barack Obama	77% (614)	17% (138)	6% (44)	797
2012 Vote: Mitt Romney	83% (440)	14% (76)	3% (15)	531
2012 Vote: Other	85% (72)	9% (8)	6% (5)	85
2012 Vote: Didn't Vote	63% (494)	22% (170)	15% (117)	781
4-Region: Northeast	73% (287)	19% (74)	8% (33)	394
4-Region: Midwest	70% (323)	21% (99)	9% (41)	462
4-Region: South	75% (620)	17% (136)	8% (68)	824
4-Region: West	77% (398)	16% (84)	7% (39)	520
No CC	59% (430)	25% (179)	16% (119)	728

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

**Table CNBC3\_2: Please state whether you currently do the following:**  
*Save for a vacation*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1073)	43% (943)	8% (183)	2200
Gender: Male	50% (529)	44% (465)	6% (68)	1062
Gender: Female	48% (544)	42% (478)	10% (116)	1138
Age: 18-29	50% (236)	39% (187)	11% (52)	475
Age: 30-44	49% (264)	43% (232)	8% (43)	538
Age: 45-54	48% (189)	41% (160)	11% (42)	391
Age: 55-64	51% (182)	43% (153)	7% (25)	360
Age: 65+	46% (202)	49% (212)	5% (22)	436
Generation Z: 18-21	43% (80)	39% (73)	19% (35)	189
Millennial: Age 22-37	52% (294)	41% (230)	7% (42)	566
Generation X: Age 38-53	48% (302)	42% (263)	9% (57)	622
Boomers: Age 54-72	50% (353)	44% (308)	6% (43)	703
PID: Dem (no lean)	50% (379)	43% (327)	7% (55)	761
PID: Ind (no lean)	43% (335)	46% (356)	11% (85)	777
PID: Rep (no lean)	54% (359)	39% (261)	6% (43)	662
PID/Gender: Dem Men	48% (162)	47% (158)	5% (16)	336
PID/Gender: Dem Women	51% (217)	40% (169)	9% (39)	425
PID/Gender: Ind Men	45% (171)	46% (175)	8% (32)	378
PID/Gender: Ind Women	41% (164)	45% (181)	13% (53)	399
PID/Gender: Rep Men	56% (196)	38% (133)	6% (19)	348
PID/Gender: Rep Women	52% (163)	41% (128)	7% (23)	314
Ideo: Liberal (1-3)	52% (348)	42% (283)	6% (39)	670
Ideo: Moderate (4)	47% (238)	45% (228)	9% (45)	510
Ideo: Conservative (5-7)	54% (392)	40% (288)	6% (42)	721
Educ: < College	44% (663)	46% (698)	10% (151)	1512
Educ: Bachelors degree	59% (264)	36% (159)	5% (21)	444
Educ: Post-grad	60% (146)	36% (87)	4% (11)	244

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**Table CNBC3\_2:** Please state whether you currently do the following:  
Save for a vacation

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1073)	43% (943)	8% (183)	2200
Income: Under 50k	36% (454)	52% (644)	12% (145)	1244
Income: 50k-100k	62% (397)	33% (215)	5% (29)	641
Income: 100k+	71% (222)	27% (84)	3% (9)	315
Ethnicity: White	49% (847)	44% (756)	7% (119)	1722
Ethnicity: Hispanic	52% (180)	38% (131)	11% (38)	349
Ethnicity: Afr. Am.	46% (128)	40% (109)	14% (37)	274
Ethnicity: Other	49% (99)	38% (78)	13% (27)	204
Relig: Protestant	51% (218)	44% (189)	5% (22)	428
Relig: Roman Catholic	54% (233)	40% (172)	6% (25)	431
Relig: Ath./Agn./None	45% (312)	45% (312)	10% (68)	692
Relig: Something Else	47% (177)	44% (166)	10% (36)	380
Relig: Jewish	50% (23)	46% (20)	4% (2)	45
Relig: Evangelical	50% (269)	40% (219)	10% (55)	543
Relig: Non-Evang. Catholics	54% (314)	42% (246)	4% (25)	585
Relig: All Christian	52% (584)	41% (465)	7% (79)	1128
Relig: All Non-Christian	46% (489)	45% (479)	10% (104)	1072
Community: Urban	47% (237)	44% (223)	10% (48)	509
Community: Suburban	52% (569)	41% (458)	7% (77)	1104
Community: Rural	45% (267)	45% (263)	10% (57)	586
Employ: Private Sector	58% (410)	38% (264)	4% (30)	704
Employ: Government	62% (93)	33% (49)	6% (9)	151
Employ: Self-Employed	47% (96)	45% (92)	8% (16)	204
Employ: Homemaker	35% (54)	53% (81)	12% (18)	153
Employ: Student	54% (75)	35% (49)	11% (16)	140
Employ: Retired	46% (210)	48% (216)	6% (27)	454
Employ: Unemployed	29% (51)	51% (88)	20% (34)	172
Employ: Other	38% (86)	46% (104)	15% (34)	223
Military HH: Yes	51% (184)	45% (160)	4% (15)	360
Military HH: No	48% (889)	43% (783)	9% (168)	1840

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**Table CNBC3\_2:** Please state whether you currently do the following:  
Save for a vacation

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1073)	43% (943)	8% (183)	2200
RD/WT: Right Direction	51% (435)	41% (353)	8% (65)	853
RD/WT: Wrong Track	47% (639)	44% (591)	9% (118)	1347
Trump Job Approve	51% (450)	43% (378)	7% (61)	889
Trump Job Disapprove	50% (589)	43% (504)	7% (88)	1181
Trump Job Strongly Approve	53% (249)	40% (189)	6% (30)	467
Trump Job Somewhat Approve	48% (202)	45% (189)	7% (31)	421
Trump Job Somewhat Disapprove	51% (146)	40% (117)	9% (26)	288
Trump Job Strongly Disapprove	50% (443)	43% (388)	7% (62)	893
Favorable of Trump	53% (463)	41% (360)	6% (50)	873
Unfavorable of Trump	49% (572)	44% (515)	7% (78)	1165
Very Favorable of Trump	53% (278)	40% (210)	6% (32)	521
Somewhat Favorable of Trump	52% (184)	43% (150)	5% (17)	352
Somewhat Unfavorable of Trump	53% (120)	40% (92)	7% (16)	228
Very Unfavorable of Trump	48% (452)	45% (423)	7% (62)	937
#1 Issue: Economy	50% (290)	44% (251)	6% (34)	575
#1 Issue: Security	52% (230)	39% (171)	10% (43)	444
#1 Issue: Health Care	47% (201)	46% (199)	7% (32)	431
#1 Issue: Medicare / Social Security	44% (120)	50% (136)	6% (16)	272
#1 Issue: Women's Issues	62% (70)	23% (26)	15% (17)	114
#1 Issue: Education	54% (76)	38% (53)	9% (12)	142
#1 Issue: Energy	49% (59)	43% (51)	8% (10)	120
#1 Issue: Other	28% (28)	54% (55)	19% (19)	102
2018 House Vote: Democrat	54% (411)	41% (312)	6% (45)	768
2018 House Vote: Republican	57% (391)	38% (262)	5% (38)	690
2018 House Vote: Someone else	41% (39)	47% (45)	12% (12)	96
2018 House Vote: Didnt Vote	36% (229)	50% (321)	14% (89)	639
2016 Vote: Hillary Clinton	54% (361)	40% (270)	6% (42)	673
2016 Vote: Donald Trump	55% (377)	40% (271)	5% (36)	685
2016 Vote: Someone else	54% (87)	40% (65)	6% (10)	161
2016 Vote: Didnt Vote	37% (246)	49% (333)	14% (94)	673

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**Table CNBC3\_2:** Please state whether you currently do the following:  
 Save for a vacation

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	49%	(1073)	43%	(943)	8%	(183)	2200
Voted in 2014: Yes	54%	(716)	41%	(547)	6%	(75)	1338
Voted in 2014: No	41%	(357)	46%	(396)	13%	(108)	862
2012 Vote: Barack Obama	49%	(392)	44%	(347)	7%	(58)	797
2012 Vote: Mitt Romney	58%	(309)	38%	(200)	4%	(21)	531
2012 Vote: Other	43%	(37)	51%	(43)	6%	(5)	85
2012 Vote: Didn't Vote	42%	(330)	45%	(352)	13%	(99)	781
4-Region: Northeast	46%	(179)	44%	(175)	10%	(39)	394
4-Region: Midwest	47%	(216)	46%	(214)	7%	(32)	462
4-Region: South	50%	(409)	42%	(346)	8%	(70)	824
4-Region: West	52%	(269)	40%	(209)	8%	(42)	520
No CC	35%	(256)	49%	(360)	15%	(112)	728

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

**Table CNBC3\_3:** Please state whether you currently do the following:

Save for a home

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	25%	(554)	64%	(1413)	11%	(234)	2200
Gender: Male	27%	(283)	65%	(690)	8%	(88)	1062
Gender: Female	24%	(270)	63%	(722)	13%	(146)	1138
Age: 18-29	44%	(206)	46%	(217)	11%	(51)	475
Age: 30-44	32%	(172)	58%	(314)	10%	(52)	538
Age: 45-54	21%	(83)	67%	(262)	12%	(45)	391
Age: 55-64	16%	(58)	72%	(258)	12%	(44)	360
Age: 65+	8%	(34)	83%	(361)	10%	(42)	436
Generation Z: 18-21	47%	(89)	34%	(64)	19%	(35)	189
Millennial: Age 22-37	37%	(211)	54%	(308)	8%	(47)	566
Generation X: Age 38-53	25%	(155)	65%	(402)	10%	(65)	622
Boomers: Age 54-72	13%	(91)	77%	(540)	10%	(72)	703
PID: Dem (no lean)	28%	(210)	63%	(476)	10%	(75)	761
PID: Ind (no lean)	25%	(192)	63%	(491)	12%	(95)	777
PID: Rep (no lean)	23%	(152)	67%	(446)	10%	(64)	662
PID/Gender: Dem Men	27%	(90)	64%	(214)	10%	(32)	336
PID/Gender: Dem Women	28%	(121)	62%	(262)	10%	(43)	425
PID/Gender: Ind Men	28%	(105)	62%	(235)	10%	(38)	378
PID/Gender: Ind Women	22%	(87)	64%	(255)	14%	(57)	399
PID/Gender: Rep Men	26%	(89)	69%	(241)	5%	(18)	348
PID/Gender: Rep Women	20%	(63)	65%	(205)	15%	(46)	314
Ideo: Liberal (1-3)	28%	(188)	64%	(426)	8%	(56)	670
Ideo: Moderate (4)	25%	(127)	63%	(324)	12%	(60)	510
Ideo: Conservative (5-7)	23%	(168)	68%	(489)	9%	(64)	721
Educ: < College	26%	(386)	63%	(950)	12%	(176)	1512
Educ: Bachelors degree	25%	(112)	65%	(290)	10%	(42)	444
Educ: Post-grad	23%	(56)	71%	(173)	6%	(15)	244

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**Table CNBC3\_3:** Please state whether you currently do the following:  
 Save for a home

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	25% (554)	64% (1413)	11% (234)	2200
Income: Under 50k	23% (289)	64% (798)	13% (158)	1244
Income: 50k-100k	27% (176)	64% (411)	8% (55)	641
Income: 100k+	28% (89)	65% (205)	7% (21)	315
Ethnicity: White	22% (385)	69% (1182)	9% (156)	1722
Ethnicity: Hispanic	38% (134)	51% (178)	11% (38)	349
Ethnicity: Afr. Am.	35% (96)	50% (137)	15% (42)	274
Ethnicity: Other	36% (73)	46% (95)	18% (36)	204
Relig: Protestant	16% (69)	76% (328)	7% (32)	428
Relig: Roman Catholic	29% (126)	62% (268)	8% (36)	431
Relig: Ath./Agn./None	25% (176)	63% (433)	12% (83)	692
Relig: Something Else	28% (107)	60% (229)	12% (44)	380
Relig: Jewish	13% (6)	78% (35)	8% (4)	45
Relig: Evangelical	26% (139)	62% (338)	12% (67)	543
Relig: Non-Evang. Catholics	23% (133)	71% (412)	7% (40)	585
Relig: All Christian	24% (271)	67% (751)	9% (106)	1128
Relig: All Non-Christian	26% (282)	62% (662)	12% (127)	1072
Community: Urban	32% (161)	59% (300)	9% (48)	509
Community: Suburban	25% (271)	65% (721)	10% (113)	1104
Community: Rural	21% (121)	67% (393)	12% (73)	586
Employ: Private Sector	29% (202)	66% (462)	6% (40)	704
Employ: Government	31% (47)	59% (89)	10% (14)	151
Employ: Self-Employed	36% (74)	55% (112)	9% (18)	204
Employ: Homemaker	20% (30)	67% (102)	14% (21)	153
Employ: Student	43% (61)	45% (63)	11% (16)	140
Employ: Retired	11% (51)	77% (350)	11% (52)	454
Employ: Unemployed	21% (36)	57% (99)	22% (37)	172
Employ: Other	24% (53)	61% (135)	16% (35)	223
Military HH: Yes	20% (73)	73% (261)	7% (26)	360
Military HH: No	26% (481)	63% (1152)	11% (208)	1840

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**Table CNBC3\_3:** Please state whether you currently do the following:

Save for a home

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	25% (554)	64% (1413)	11% (234)	2200
RD/WT: Right Direction	26% (218)	64% (548)	10% (87)	853
RD/WT: Wrong Track	25% (336)	64% (865)	11% (146)	1347
Trump Job Approve	24% (216)	66% (587)	10% (85)	889
Trump Job Disapprove	26% (302)	65% (766)	10% (112)	1181
Trump Job Strongly Approve	24% (114)	66% (311)	9% (42)	467
Trump Job Somewhat Approve	24% (102)	66% (276)	10% (43)	421
Trump Job Somewhat Disapprove	29% (84)	62% (179)	9% (24)	288
Trump Job Strongly Disapprove	24% (218)	66% (587)	10% (88)	893
Favorable of Trump	25% (215)	66% (576)	9% (82)	873
Unfavorable of Trump	26% (300)	66% (771)	8% (94)	1165
Very Favorable of Trump	26% (135)	64% (332)	10% (54)	521
Somewhat Favorable of Trump	23% (80)	69% (243)	8% (28)	352
Somewhat Unfavorable of Trump	33% (75)	62% (142)	5% (12)	228
Very Unfavorable of Trump	24% (225)	67% (629)	9% (83)	937
#1 Issue: Economy	29% (168)	62% (355)	9% (52)	575
#1 Issue: Security	21% (94)	67% (300)	11% (51)	444
#1 Issue: Health Care	25% (107)	65% (280)	10% (44)	431
#1 Issue: Medicare / Social Security	14% (37)	76% (206)	10% (28)	272
#1 Issue: Women's Issues	38% (43)	51% (58)	10% (12)	114
#1 Issue: Education	33% (47)	58% (83)	8% (12)	142
#1 Issue: Energy	30% (36)	60% (73)	10% (12)	120
#1 Issue: Other	21% (22)	57% (58)	22% (22)	102
2018 House Vote: Democrat	25% (188)	66% (510)	9% (70)	768
2018 House Vote: Republican	25% (173)	67% (460)	8% (57)	690
2018 House Vote: Someone else	19% (18)	69% (67)	12% (11)	96
2018 House Vote: Didnt Vote	27% (173)	58% (372)	15% (94)	639
2016 Vote: Hillary Clinton	25% (170)	66% (445)	9% (58)	673
2016 Vote: Donald Trump	21% (141)	70% (480)	9% (64)	685
2016 Vote: Someone else	23% (36)	68% (110)	9% (14)	161
2016 Vote: Didnt Vote	30% (202)	56% (375)	14% (96)	673

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**Table CNBC3\_3:** Please state whether you currently do the following:  
 Save for a home

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	25% (554)	64% (1413)	11% (234)	2200
Voted in 2014: Yes	21% (286)	69% (928)	9% (124)	1338
Voted in 2014: No	31% (267)	56% (485)	13% (109)	862
2012 Vote: Barack Obama	22% (177)	68% (538)	10% (81)	797
2012 Vote: Mitt Romney	19% (102)	73% (385)	8% (43)	531
2012 Vote: Other	21% (18)	69% (59)	9% (8)	85
2012 Vote: Didn't Vote	33% (255)	55% (426)	13% (100)	781
4-Region: Northeast	21% (82)	67% (265)	12% (46)	394
4-Region: Midwest	24% (113)	67% (307)	9% (42)	462
4-Region: South	25% (210)	64% (524)	11% (91)	824
4-Region: West	29% (149)	61% (317)	11% (55)	520
No CC	26% (191)	59% (433)	14% (104)	728

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

**Table CNBC3\_4:** Please state whether you currently do the following:  
Save for my child or children's education

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	23% (497)	60% (1329)	17% (374)	2200
Gender: Male	24% (256)	61% (647)	15% (158)	1062
Gender: Female	21% (240)	60% (682)	19% (216)	1138
Age: 18-29	25% (117)	56% (265)	19% (92)	475
Age: 30-44	37% (197)	49% (263)	15% (78)	538
Age: 45-54	25% (100)	56% (218)	19% (73)	391
Age: 55-64	15% (54)	67% (243)	18% (63)	360
Age: 65+	7% (29)	78% (341)	15% (66)	436
Generation Z: 18-21	23% (44)	51% (96)	26% (49)	189
Millennial: Age 22-37	30% (168)	54% (306)	16% (92)	566
Generation X: Age 38-53	31% (196)	52% (324)	17% (103)	622
Boomers: Age 54-72	12% (83)	73% (511)	16% (110)	703
PID: Dem (no lean)	22% (166)	63% (479)	15% (116)	761
PID: Ind (no lean)	22% (168)	58% (450)	20% (159)	777
PID: Rep (no lean)	25% (163)	60% (400)	15% (99)	662
PID/Gender: Dem Men	21% (70)	63% (212)	16% (53)	336
PID/Gender: Dem Women	23% (96)	63% (267)	15% (63)	425
PID/Gender: Ind Men	23% (88)	59% (223)	18% (67)	378
PID/Gender: Ind Women	20% (80)	57% (227)	23% (92)	399
PID/Gender: Rep Men	28% (98)	61% (212)	11% (38)	348
PID/Gender: Rep Women	21% (65)	60% (188)	19% (61)	314
Ideo: Liberal (1-3)	23% (152)	63% (421)	14% (97)	670
Ideo: Moderate (4)	26% (131)	57% (289)	18% (90)	510
Ideo: Conservative (5-7)	20% (147)	64% (463)	15% (112)	721
Educ: < College	19% (292)	62% (943)	18% (277)	1512
Educ: Bachelors degree	31% (137)	56% (250)	13% (57)	444
Educ: Post-grad	28% (68)	56% (137)	16% (39)	244

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**Table CNBC3\_4:** Please state whether you currently do the following:  
 Save for my child or children's education

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	23% (497)	60% (1329)	17% (374)	2200
Income: Under 50k	17% (210)	63% (781)	20% (253)	1244
Income: 50k-100k	26% (165)	62% (398)	12% (79)	641
Income: 100k+	39% (123)	48% (150)	13% (42)	315
Ethnicity: White	20% (351)	64% (1098)	16% (273)	1722
Ethnicity: Hispanic	28% (96)	55% (193)	17% (60)	349
Ethnicity: Afr. Am.	33% (91)	48% (132)	19% (51)	274
Ethnicity: Other	27% (54)	49% (99)	25% (50)	204
Relig: Protestant	18% (76)	68% (292)	14% (61)	428
Relig: Roman Catholic	27% (116)	57% (247)	15% (67)	431
Relig: Ath./Agn./None	21% (143)	59% (411)	20% (138)	692
Relig: Something Else	24% (92)	57% (217)	19% (71)	380
Relig: Jewish	15% (7)	69% (31)	16% (7)	45
Relig: Evangelical	24% (130)	61% (332)	15% (82)	543
Relig: Non-Evang. Catholics	22% (132)	63% (370)	14% (83)	585
Relig: All Christian	23% (262)	62% (702)	15% (165)	1128
Relig: All Non-Christian	22% (235)	59% (628)	19% (209)	1072
Community: Urban	26% (131)	57% (290)	17% (88)	509
Community: Suburban	23% (250)	61% (668)	17% (186)	1104
Community: Rural	20% (116)	63% (371)	17% (100)	586
Employ: Private Sector	29% (202)	59% (416)	12% (85)	704
Employ: Government	36% (54)	46% (69)	18% (27)	151
Employ: Self-Employed	26% (52)	56% (114)	19% (38)	204
Employ: Homemaker	30% (46)	52% (79)	18% (27)	153
Employ: Student	25% (34)	60% (84)	15% (21)	140
Employ: Retired	9% (41)	74% (335)	17% (77)	454
Employ: Unemployed	14% (24)	59% (102)	27% (46)	172
Employ: Other	19% (42)	58% (129)	23% (52)	223
Military HH: Yes	21% (77)	68% (244)	11% (39)	360
Military HH: No	23% (420)	59% (1085)	18% (335)	1840

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**Table CNBC3\_4:** Please state whether you currently do the following:  
Save for my child or children's education

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	23% (497)	60% (1329)	17% (374)	2200
RD/WT: Right Direction	24% (208)	58% (498)	17% (147)	853
RD/WT: Wrong Track	21% (289)	62% (832)	17% (227)	1347
Trump Job Approve	22% (199)	61% (542)	17% (148)	889
Trump Job Disapprove	24% (278)	61% (723)	15% (180)	1181
Trump Job Strongly Approve	22% (102)	61% (286)	17% (80)	467
Trump Job Somewhat Approve	23% (97)	61% (256)	16% (68)	421
Trump Job Somewhat Disapprove	24% (70)	59% (170)	17% (48)	288
Trump Job Strongly Disapprove	23% (208)	62% (553)	15% (132)	893
Favorable of Trump	23% (200)	62% (537)	16% (136)	873
Unfavorable of Trump	24% (279)	62% (727)	14% (160)	1165
Very Favorable of Trump	22% (113)	61% (316)	18% (92)	521
Somewhat Favorable of Trump	25% (87)	63% (221)	13% (44)	352
Somewhat Unfavorable of Trump	27% (62)	61% (138)	12% (27)	228
Very Unfavorable of Trump	23% (217)	63% (589)	14% (132)	937
#1 Issue: Economy	28% (158)	58% (333)	15% (84)	575
#1 Issue: Security	22% (96)	59% (261)	20% (87)	444
#1 Issue: Health Care	22% (94)	63% (271)	15% (66)	431
#1 Issue: Medicare / Social Security	10% (27)	71% (193)	19% (52)	272
#1 Issue: Women's Issues	30% (34)	55% (63)	15% (17)	114
#1 Issue: Education	35% (49)	53% (75)	13% (18)	142
#1 Issue: Energy	22% (26)	61% (73)	18% (21)	120
#1 Issue: Other	12% (12)	60% (62)	28% (28)	102
2018 House Vote: Democrat	24% (182)	62% (479)	14% (108)	768
2018 House Vote: Republican	24% (166)	61% (422)	15% (102)	690
2018 House Vote: Someone else	18% (18)	62% (59)	20% (19)	96
2018 House Vote: Didnt Vote	20% (130)	57% (366)	22% (143)	639
2016 Vote: Hillary Clinton	25% (170)	60% (405)	14% (97)	673
2016 Vote: Donald Trump	24% (162)	64% (436)	13% (86)	685
2016 Vote: Someone else	24% (39)	63% (102)	12% (20)	161
2016 Vote: Didnt Vote	18% (124)	57% (384)	24% (165)	673

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**Table CNBC3\_4:** Please state whether you currently do the following:  
 Save for my child or children's education

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	23% (497)	60% (1329)	17% (374)	2200
Voted in 2014: Yes	25% (331)	61% (812)	15% (195)	1338
Voted in 2014: No	19% (165)	60% (517)	21% (179)	862
2012 Vote: Barack Obama	24% (189)	61% (486)	15% (121)	797
2012 Vote: Mitt Romney	23% (124)	63% (332)	14% (75)	531
2012 Vote: Other	24% (20)	65% (55)	11% (10)	85
2012 Vote: Didn't Vote	21% (162)	58% (452)	21% (167)	781
4-Region: Northeast	21% (83)	60% (237)	19% (73)	394
4-Region: Midwest	22% (104)	65% (300)	13% (59)	462
4-Region: South	25% (205)	58% (475)	18% (145)	824
4-Region: West	20% (105)	61% (318)	19% (97)	520
No CC	20% (147)	59% (433)	20% (148)	728

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

**Table CNBC3\_5:** Please state whether you currently do the following:  
Save throughout the year for holiday shopping

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	41% (892)	50% (1110)	9% (198)	2200
Gender: Male	38% (406)	55% (579)	7% (77)	1062
Gender: Female	43% (486)	47% (531)	11% (121)	1138
Age: 18-29	43% (202)	47% (225)	10% (48)	475
Age: 30-44	43% (230)	48% (256)	10% (52)	538
Age: 45-54	38% (148)	51% (199)	11% (44)	391
Age: 55-64	41% (146)	52% (187)	7% (26)	360
Age: 65+	38% (166)	56% (243)	6% (28)	436
Generation Z: 18-21	43% (82)	38% (72)	18% (35)	189
Millennial: Age 22-37	42% (237)	51% (289)	7% (40)	566
Generation X: Age 38-53	41% (252)	48% (301)	11% (69)	622
Boomers: Age 54-72	40% (279)	54% (382)	6% (43)	703
PID: Dem (no lean)	43% (329)	49% (374)	8% (57)	761
PID: Ind (no lean)	35% (274)	53% (411)	12% (93)	777
PID: Rep (no lean)	44% (289)	49% (325)	7% (48)	662
PID/Gender: Dem Men	39% (132)	53% (179)	7% (25)	336
PID/Gender: Dem Women	46% (197)	46% (195)	8% (33)	425
PID/Gender: Ind Men	34% (130)	56% (210)	10% (37)	378
PID/Gender: Ind Women	36% (143)	50% (200)	14% (55)	399
PID/Gender: Rep Men	41% (144)	55% (190)	4% (15)	348
PID/Gender: Rep Women	46% (146)	43% (135)	11% (34)	314
Ideo: Liberal (1-3)	44% (292)	50% (335)	6% (43)	670
Ideo: Moderate (4)	39% (201)	52% (263)	9% (46)	510
Ideo: Conservative (5-7)	42% (306)	51% (368)	7% (48)	721
Educ: < College	40% (608)	49% (747)	10% (158)	1512
Educ: Bachelors degree	41% (180)	53% (237)	6% (27)	444
Educ: Post-grad	43% (104)	52% (126)	6% (14)	244

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**Table CNBC3\_5:** Please state whether you currently do the following:  
Save throughout the year for holiday shopping

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	41% (892)	50% (1110)	9% (198)	2200
Income: Under 50k	36% (450)	52% (642)	12% (152)	1244
Income: 50k-100k	44% (282)	51% (327)	5% (33)	641
Income: 100k+	51% (160)	45% (141)	4% (13)	315
Ethnicity: White	40% (683)	52% (901)	8% (137)	1722
Ethnicity: Hispanic	47% (163)	42% (148)	11% (38)	349
Ethnicity: Afr. Am.	43% (117)	45% (124)	12% (33)	274
Ethnicity: Other	45% (91)	42% (85)	14% (28)	204
Relig: Protestant	40% (173)	53% (229)	6% (27)	428
Relig: Roman Catholic	48% (209)	46% (198)	6% (24)	431
Relig: Ath./Agn./None	37% (254)	53% (364)	11% (74)	692
Relig: Something Else	36% (137)	51% (195)	13% (48)	380
Relig: Jewish	27% (12)	67% (30)	6% (3)	45
Relig: Evangelical	45% (245)	47% (254)	8% (45)	543
Relig: Non-Evang. Catholics	44% (257)	51% (297)	5% (31)	585
Relig: All Christian	44% (501)	49% (551)	7% (76)	1128
Relig: All Non-Christian	36% (391)	52% (559)	11% (122)	1072
Community: Urban	40% (205)	51% (259)	9% (45)	509
Community: Suburban	41% (450)	51% (564)	8% (91)	1104
Community: Rural	40% (237)	49% (287)	11% (62)	586
Employ: Private Sector	44% (312)	51% (356)	5% (36)	704
Employ: Government	49% (74)	44% (66)	7% (11)	151
Employ: Self-Employed	37% (76)	52% (105)	11% (23)	204
Employ: Homemaker	42% (64)	46% (71)	12% (18)	153
Employ: Student	43% (60)	48% (67)	9% (13)	140
Employ: Retired	39% (177)	54% (245)	7% (32)	454
Employ: Unemployed	30% (52)	51% (87)	19% (32)	172
Employ: Other	34% (77)	51% (113)	15% (34)	223
Military HH: Yes	40% (145)	54% (195)	5% (19)	360
Military HH: No	41% (747)	50% (915)	10% (179)	1840

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**Table CNBC3\_5:** Please state whether you currently do the following:  
Save throughout the year for holiday shopping

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	41% (892)	50% (1110)	9% (198)	2200
RD/WT: Right Direction	43% (364)	49% (414)	9% (74)	853
RD/WT: Wrong Track	39% (528)	52% (696)	9% (124)	1347
Trump Job Approve	42% (374)	50% (445)	8% (70)	889
Trump Job Disapprove	41% (484)	52% (609)	7% (88)	1181
Trump Job Strongly Approve	44% (208)	50% (233)	6% (27)	467
Trump Job Somewhat Approve	39% (166)	50% (212)	10% (43)	421
Trump Job Somewhat Disapprove	41% (117)	49% (141)	10% (30)	288
Trump Job Strongly Disapprove	41% (367)	52% (467)	7% (58)	893
Favorable of Trump	43% (378)	50% (433)	7% (61)	873
Unfavorable of Trump	41% (473)	53% (612)	7% (80)	1165
Very Favorable of Trump	44% (227)	49% (256)	7% (38)	521
Somewhat Favorable of Trump	43% (152)	50% (177)	7% (23)	352
Somewhat Unfavorable of Trump	42% (96)	49% (112)	9% (20)	228
Very Unfavorable of Trump	40% (377)	53% (500)	6% (60)	937
#1 Issue: Economy	41% (234)	54% (309)	6% (32)	575
#1 Issue: Security	43% (193)	47% (207)	10% (44)	444
#1 Issue: Health Care	40% (172)	52% (225)	8% (34)	431
#1 Issue: Medicare / Social Security	39% (107)	49% (134)	12% (31)	272
#1 Issue: Women's Issues	45% (51)	41% (46)	14% (16)	114
#1 Issue: Education	47% (67)	43% (61)	9% (13)	142
#1 Issue: Energy	33% (40)	59% (70)	8% (10)	120
#1 Issue: Other	28% (28)	55% (56)	17% (18)	102
2018 House Vote: Democrat	42% (322)	52% (398)	6% (49)	768
2018 House Vote: Republican	46% (318)	48% (329)	6% (43)	690
2018 House Vote: Someone else	33% (32)	54% (52)	13% (13)	96
2018 House Vote: Didnt Vote	34% (219)	51% (326)	15% (93)	639
2016 Vote: Hillary Clinton	43% (292)	51% (341)	6% (40)	673
2016 Vote: Donald Trump	45% (311)	48% (332)	6% (42)	685
2016 Vote: Someone else	36% (58)	54% (87)	10% (16)	161
2016 Vote: Didnt Vote	34% (230)	52% (349)	14% (94)	673

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**Table CNBC3\_5:** Please state whether you currently do the following:  
 Save throughout the year for holiday shopping

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	41% (892)	50% (1110)	9% (198)	2200
Voted in 2014: Yes	42% (568)	51% (681)	7% (90)	1338
Voted in 2014: No	38% (324)	50% (429)	13% (109)	862
2012 Vote: Barack Obama	39% (310)	53% (425)	8% (61)	797
2012 Vote: Mitt Romney	44% (236)	49% (262)	6% (33)	531
2012 Vote: Other	43% (37)	51% (43)	6% (5)	85
2012 Vote: Didn't Vote	39% (307)	48% (376)	13% (98)	781
4-Region: Northeast	39% (154)	50% (197)	11% (43)	394
4-Region: Midwest	41% (190)	51% (234)	8% (38)	462
4-Region: South	42% (345)	50% (408)	9% (71)	824
4-Region: West	39% (203)	52% (271)	9% (46)	520
No CC	36% (260)	49% (357)	15% (112)	728

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

**Table CNBC3\_6:** Please state whether you currently do the following:

Set savings goals

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	57% (1259)	34% (742)	9% (199)	2200
Gender: Male	57% (601)	36% (381)	8% (80)	1062
Gender: Female	58% (657)	32% (361)	11% (120)	1138
Age: 18-29	68% (322)	23% (110)	9% (42)	475
Age: 30-44	61% (329)	30% (164)	8% (45)	538
Age: 45-54	48% (188)	40% (158)	11% (45)	391
Age: 55-64	58% (209)	33% (119)	9% (32)	360
Age: 65+	48% (211)	44% (190)	8% (36)	436
Generation Z: 18-21	63% (119)	22% (42)	15% (28)	189
Millennial: Age 22-37	67% (381)	26% (147)	7% (38)	566
Generation X: Age 38-53	52% (325)	37% (231)	11% (66)	622
Boomers: Age 54-72	54% (383)	37% (262)	8% (59)	703
PID: Dem (no lean)	59% (449)	33% (252)	8% (60)	761
PID: Ind (no lean)	55% (427)	33% (253)	12% (97)	777
PID: Rep (no lean)	58% (383)	36% (237)	6% (43)	662
PID/Gender: Dem Men	58% (196)	35% (117)	7% (23)	336
PID/Gender: Dem Women	60% (253)	32% (135)	9% (37)	425
PID/Gender: Ind Men	54% (204)	36% (135)	10% (39)	378
PID/Gender: Ind Women	56% (223)	30% (118)	15% (58)	399
PID/Gender: Rep Men	58% (202)	37% (128)	5% (18)	348
PID/Gender: Rep Women	58% (181)	35% (109)	8% (25)	314
Ideo: Liberal (1-3)	62% (416)	32% (212)	6% (42)	670
Ideo: Moderate (4)	56% (284)	34% (176)	10% (51)	510
Ideo: Conservative (5-7)	58% (417)	35% (254)	7% (51)	721
Educ: < College	54% (817)	35% (530)	11% (165)	1512
Educ: Bachelors degree	63% (280)	31% (136)	6% (27)	444
Educ: Post-grad	66% (161)	31% (76)	3% (7)	244

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**Table CNBC3\_6:** Please state whether you currently do the following:  
Set savings goals

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	57% (1259)	34% (742)	9% (199)	2200
Income: Under 50k	51% (634)	37% (458)	12% (152)	1244
Income: 50k-100k	63% (406)	32% (203)	5% (32)	641
Income: 100k+	70% (219)	25% (80)	5% (16)	315
Ethnicity: White	56% (966)	36% (620)	8% (136)	1722
Ethnicity: Hispanic	65% (228)	25% (88)	10% (33)	349
Ethnicity: Afr. Am.	64% (176)	23% (64)	12% (34)	274
Ethnicity: Other	57% (117)	28% (57)	15% (30)	204
Relig: Protestant	57% (245)	35% (151)	8% (33)	428
Relig: Roman Catholic	60% (258)	33% (141)	7% (32)	431
Relig: Ath./Agn./None	53% (369)	36% (249)	11% (74)	692
Relig: Something Else	59% (225)	31% (117)	10% (38)	380
Relig: Jewish	45% (20)	51% (23)	4% (2)	45
Relig: Evangelical	60% (327)	31% (169)	9% (48)	543
Relig: Non-Evang. Catholics	58% (338)	35% (207)	7% (40)	585
Relig: All Christian	59% (664)	33% (376)	8% (88)	1128
Relig: All Non-Christian	55% (595)	34% (366)	10% (111)	1072
Community: Urban	62% (318)	28% (142)	10% (49)	509
Community: Suburban	59% (648)	33% (368)	8% (88)	1104
Community: Rural	50% (293)	39% (231)	11% (62)	586
Employ: Private Sector	60% (423)	34% (242)	6% (39)	704
Employ: Government	65% (98)	27% (41)	8% (12)	151
Employ: Self-Employed	66% (135)	27% (55)	7% (14)	204
Employ: Homemaker	47% (73)	38% (59)	14% (22)	153
Employ: Student	72% (100)	20% (28)	9% (12)	140
Employ: Retired	52% (238)	39% (176)	9% (39)	454
Employ: Unemployed	49% (84)	34% (58)	18% (30)	172
Employ: Other	49% (109)	38% (84)	13% (30)	223
Military HH: Yes	55% (197)	40% (143)	5% (19)	360
Military HH: No	58% (1062)	33% (599)	10% (180)	1840

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**Table CNBC3\_6:** Please state whether you currently do the following:

Set savings goals

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	57% (1259)	34% (742)	9% (199)	2200
RD/WT: Right Direction	56% (476)	35% (300)	9% (77)	853
RD/WT: Wrong Track	58% (783)	33% (442)	9% (123)	1347
Trump Job Approve	56% (496)	36% (324)	8% (69)	889
Trump Job Disapprove	60% (703)	33% (387)	8% (90)	1181
Trump Job Strongly Approve	57% (268)	37% (173)	6% (27)	467
Trump Job Somewhat Approve	54% (228)	36% (151)	10% (42)	421
Trump Job Somewhat Disapprove	55% (158)	35% (102)	10% (29)	288
Trump Job Strongly Disapprove	61% (546)	32% (285)	7% (62)	893
Favorable of Trump	57% (498)	36% (314)	7% (61)	873
Unfavorable of Trump	61% (705)	32% (379)	7% (81)	1165
Very Favorable of Trump	55% (289)	37% (193)	7% (39)	521
Somewhat Favorable of Trump	59% (209)	34% (121)	6% (22)	352
Somewhat Unfavorable of Trump	61% (138)	33% (75)	6% (15)	228
Very Unfavorable of Trump	60% (567)	32% (304)	7% (67)	937
#1 Issue: Economy	59% (342)	34% (196)	7% (37)	575
#1 Issue: Security	55% (246)	35% (156)	10% (43)	444
#1 Issue: Health Care	58% (250)	34% (146)	8% (36)	431
#1 Issue: Medicare / Social Security	51% (140)	40% (109)	9% (23)	272
#1 Issue: Women's Issues	64% (73)	22% (25)	14% (16)	114
#1 Issue: Education	66% (93)	25% (35)	9% (13)	142
#1 Issue: Energy	59% (71)	31% (37)	10% (12)	120
#1 Issue: Other	44% (45)	38% (39)	18% (19)	102
2018 House Vote: Democrat	57% (441)	35% (272)	7% (56)	768
2018 House Vote: Republican	60% (413)	34% (238)	6% (39)	690
2018 House Vote: Someone else	60% (58)	29% (28)	11% (11)	96
2018 House Vote: Didnt Vote	54% (343)	32% (203)	15% (93)	639
2016 Vote: Hillary Clinton	58% (390)	36% (241)	6% (41)	673
2016 Vote: Donald Trump	57% (387)	37% (253)	6% (44)	685
2016 Vote: Someone else	59% (95)	32% (52)	9% (14)	161
2016 Vote: Didnt Vote	57% (381)	29% (195)	15% (98)	673

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**Table CNBC3\_6:** Please state whether you currently do the following:  
 Set savings goals

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	57% (1259)	34% (742)	9% (199)	2200
Voted in 2014: Yes	57% (760)	37% (492)	6% (86)	1338
Voted in 2014: No	58% (499)	29% (249)	13% (113)	862
2012 Vote: Barack Obama	54% (433)	37% (295)	9% (68)	797
2012 Vote: Mitt Romney	58% (308)	37% (197)	5% (26)	531
2012 Vote: Other	65% (55)	28% (24)	6% (5)	85
2012 Vote: Didn't Vote	59% (460)	28% (222)	13% (98)	781
4-Region: Northeast	53% (207)	36% (142)	12% (45)	394
4-Region: Midwest	54% (249)	39% (178)	8% (35)	462
4-Region: South	59% (483)	32% (264)	9% (78)	824
4-Region: West	62% (321)	30% (158)	8% (41)	520
No CC	51% (374)	34% (247)	15% (107)	728

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

**Table CNBC3\_7: Please state whether you currently do the following:  
Contribute to, or maintain, an emergency fund**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1077)	42% (921)	9% (202)	2200
Gender: Male	53% (558)	40% (429)	7% (75)	1062
Gender: Female	46% (518)	43% (492)	11% (128)	1138
Age: 18-29	45% (215)	44% (207)	11% (53)	475
Age: 30-44	45% (242)	46% (249)	9% (48)	538
Age: 45-54	46% (178)	42% (163)	13% (50)	391
Age: 55-64	51% (183)	43% (153)	7% (24)	360
Age: 65+	59% (259)	34% (148)	7% (29)	436
Generation Z: 18-21	47% (88)	35% (66)	18% (34)	189
Millennial: Age 22-37	45% (256)	47% (265)	8% (44)	566
Generation X: Age 38-53	44% (275)	44% (275)	12% (72)	622
Boomers: Age 54-72	54% (382)	39% (274)	7% (47)	703
PID: Dem (no lean)	48% (367)	44% (331)	8% (63)	761
PID: Ind (no lean)	45% (351)	43% (331)	12% (95)	777
PID: Rep (no lean)	54% (360)	39% (259)	7% (44)	662
PID/Gender: Dem Men	51% (170)	43% (143)	7% (22)	336
PID/Gender: Dem Women	46% (196)	44% (188)	10% (41)	425
PID/Gender: Ind Men	51% (191)	40% (150)	10% (37)	378
PID/Gender: Ind Women	40% (160)	45% (181)	15% (58)	399
PID/Gender: Rep Men	57% (197)	39% (135)	4% (16)	348
PID/Gender: Rep Women	52% (162)	39% (123)	9% (29)	314
Ideo: Liberal (1-3)	50% (333)	43% (289)	7% (48)	670
Ideo: Moderate (4)	51% (259)	41% (211)	8% (40)	510
Ideo: Conservative (5-7)	56% (406)	37% (269)	6% (47)	721
Educ: < College	42% (636)	47% (706)	11% (169)	1512
Educ: Bachelors degree	61% (273)	33% (147)	5% (24)	444
Educ: Post-grad	69% (167)	28% (68)	4% (9)	244

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**Table CNBC3\_7: Please state whether you currently do the following:  
 Contribute to, or maintain, an emergency fund**

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	49%	(1077)	42%	(921)	9%	(202)	2200
Income: Under 50k	39%	(480)	49%	(605)	13%	(159)	1244
Income: 50k-100k	58%	(373)	37%	(236)	5%	(32)	641
Income: 100k+	71%	(224)	25%	(80)	4%	(11)	315
Ethnicity: White	50%	(860)	42%	(722)	8%	(140)	1722
Ethnicity: Hispanic	48%	(167)	42%	(146)	10%	(36)	349
Ethnicity: Afr. Am.	46%	(127)	41%	(113)	13%	(34)	274
Ethnicity: Other	44%	(90)	42%	(86)	14%	(28)	204
Relig: Protestant	59%	(254)	34%	(147)	6%	(28)	428
Relig: Roman Catholic	53%	(228)	40%	(172)	7%	(31)	431
Relig: Ath./Agn./None	43%	(297)	46%	(319)	11%	(75)	692
Relig: Something Else	47%	(177)	42%	(160)	11%	(44)	380
Relig: Jewish	53%	(24)	42%	(19)	5%	(2)	45
Relig: Evangelical	52%	(280)	39%	(211)	10%	(52)	543
Relig: Non-Evang. Catholics	55%	(323)	39%	(231)	5%	(32)	585
Relig: All Christian	53%	(603)	39%	(442)	7%	(83)	1128
Relig: All Non-Christian	44%	(474)	45%	(479)	11%	(119)	1072
Community: Urban	50%	(254)	40%	(204)	10%	(50)	509
Community: Suburban	51%	(564)	41%	(451)	8%	(90)	1104
Community: Rural	44%	(259)	45%	(265)	11%	(62)	586
Employ: Private Sector	54%	(378)	41%	(292)	5%	(34)	704
Employ: Government	58%	(87)	33%	(50)	9%	(14)	151
Employ: Self-Employed	53%	(109)	39%	(79)	8%	(16)	204
Employ: Homemaker	42%	(65)	41%	(63)	17%	(25)	153
Employ: Student	50%	(70)	41%	(57)	9%	(12)	140
Employ: Retired	54%	(245)	40%	(181)	6%	(28)	454
Employ: Unemployed	25%	(43)	51%	(87)	24%	(42)	172
Employ: Other	35%	(79)	50%	(112)	14%	(32)	223
Military HH: Yes	55%	(197)	41%	(147)	4%	(15)	360
Military HH: No	48%	(880)	42%	(773)	10%	(187)	1840

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**Table CNBC3\_7: Please state whether you currently do the following:  
Contribute to, or maintain, an emergency fund**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1077)	42% (921)	9% (202)	2200
RD/WT: Right Direction	54% (458)	38% (321)	9% (73)	853
RD/WT: Wrong Track	46% (619)	44% (599)	10% (129)	1347
Trump Job Approve	53% (470)	40% (353)	7% (66)	889
Trump Job Disapprove	49% (573)	44% (515)	8% (93)	1181
Trump Job Strongly Approve	53% (247)	42% (197)	5% (24)	467
Trump Job Somewhat Approve	53% (223)	37% (156)	10% (42)	421
Trump Job Somewhat Disapprove	50% (143)	40% (116)	10% (29)	288
Trump Job Strongly Disapprove	48% (431)	45% (399)	7% (63)	893
Favorable of Trump	54% (474)	40% (348)	6% (51)	873
Unfavorable of Trump	49% (567)	44% (515)	7% (83)	1165
Very Favorable of Trump	51% (268)	42% (219)	7% (35)	521
Somewhat Favorable of Trump	59% (206)	37% (129)	5% (16)	352
Somewhat Unfavorable of Trump	51% (116)	41% (94)	8% (18)	228
Very Unfavorable of Trump	48% (451)	45% (421)	7% (65)	937
#1 Issue: Economy	51% (291)	43% (246)	7% (39)	575
#1 Issue: Security	57% (251)	35% (155)	8% (38)	444
#1 Issue: Health Care	46% (196)	45% (194)	9% (41)	431
#1 Issue: Medicare / Social Security	49% (132)	42% (115)	9% (24)	272
#1 Issue: Women's Issues	44% (50)	41% (46)	16% (18)	114
#1 Issue: Education	57% (80)	36% (51)	7% (10)	142
#1 Issue: Energy	42% (50)	49% (59)	9% (11)	120
#1 Issue: Other	25% (26)	53% (55)	22% (22)	102
2018 House Vote: Democrat	50% (385)	43% (327)	7% (56)	768
2018 House Vote: Republican	59% (404)	36% (251)	5% (36)	690
2018 House Vote: Someone else	47% (45)	44% (42)	9% (9)	96
2018 House Vote: Didnt Vote	37% (239)	47% (300)	16% (99)	639
2016 Vote: Hillary Clinton	51% (344)	41% (277)	8% (51)	673
2016 Vote: Donald Trump	57% (388)	38% (258)	6% (39)	685
2016 Vote: Someone else	58% (93)	36% (58)	6% (10)	161
2016 Vote: Didnt Vote	37% (246)	48% (326)	15% (101)	673

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**Table CNBC3\_7:** Please state whether you currently do the following:  
 Contribute to, or maintain, an emergency fund

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1077)	42% (921)	9% (202)	2200
Voted in 2014: Yes	54% (725)	39% (527)	6% (86)	1338
Voted in 2014: No	41% (352)	46% (393)	14% (117)	862
2012 Vote: Barack Obama	48% (384)	43% (345)	8% (68)	797
2012 Vote: Mitt Romney	59% (314)	36% (192)	5% (25)	531
2012 Vote: Other	51% (44)	45% (38)	4% (3)	85
2012 Vote: Didn't Vote	42% (330)	44% (345)	14% (106)	781
4-Region: Northeast	47% (186)	42% (167)	11% (41)	394
4-Region: Midwest	47% (217)	44% (205)	9% (40)	462
4-Region: South	49% (405)	42% (342)	9% (77)	824
4-Region: West	52% (269)	40% (207)	8% (43)	520
No CC	33% (238)	50% (367)	17% (123)	728

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

**Table CNBC3\_8:** Please state whether you currently do the following:  
Contribute to charitable causes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	53% (1174)	36% (790)	11% (236)	2200
Gender: Male	52% (556)	39% (411)	9% (94)	1062
Gender: Female	54% (618)	33% (379)	12% (141)	1138
Age: 18-29	40% (189)	46% (219)	14% (66)	475
Age: 30-44	49% (263)	41% (221)	10% (54)	538
Age: 45-54	52% (202)	34% (135)	14% (54)	391
Age: 55-64	59% (213)	32% (116)	8% (30)	360
Age: 65+	70% (306)	23% (99)	7% (31)	436
Generation Z: 18-21	37% (70)	40% (75)	23% (43)	189
Millennial: Age 22-37	44% (250)	47% (264)	9% (52)	566
Generation X: Age 38-53	52% (321)	36% (223)	12% (77)	622
Boomers: Age 54-72	63% (444)	29% (207)	8% (53)	703
PID: Dem (no lean)	51% (388)	39% (296)	10% (77)	761
PID: Ind (no lean)	50% (387)	36% (281)	14% (108)	777
PID: Rep (no lean)	60% (399)	32% (213)	8% (50)	662
PID/Gender: Dem Men	50% (168)	42% (140)	8% (28)	336
PID/Gender: Dem Women	52% (220)	37% (156)	11% (49)	425
PID/Gender: Ind Men	51% (194)	36% (136)	13% (48)	378
PID/Gender: Ind Women	49% (193)	36% (145)	15% (60)	399
PID/Gender: Rep Men	56% (194)	39% (136)	5% (18)	348
PID/Gender: Rep Women	65% (204)	25% (77)	10% (32)	314
Ideo: Liberal (1-3)	55% (366)	36% (244)	9% (60)	670
Ideo: Moderate (4)	56% (288)	34% (175)	9% (47)	510
Ideo: Conservative (5-7)	58% (420)	34% (246)	8% (56)	721
Educ: < College	46% (696)	41% (614)	13% (201)	1512
Educ: Bachelors degree	65% (291)	29% (128)	6% (25)	444
Educ: Post-grad	77% (187)	20% (48)	4% (9)	244

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**Table CNBC3\_8:** Please state whether you currently do the following:  
Contribute to charitable causes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	53% (1174)	36% (790)	11% (236)	2200
Income: Under 50k	42% (519)	44% (542)	15% (183)	1244
Income: 50k-100k	64% (413)	30% (191)	6% (38)	641
Income: 100k+	77% (243)	18% (57)	5% (15)	315
Ethnicity: White	57% (973)	34% (589)	9% (160)	1722
Ethnicity: Hispanic	47% (165)	40% (141)	12% (43)	349
Ethnicity: Afr. Am.	41% (113)	44% (120)	15% (41)	274
Ethnicity: Other	43% (88)	40% (82)	17% (35)	204
Relig: Protestant	71% (304)	24% (103)	5% (22)	428
Relig: Roman Catholic	60% (260)	31% (132)	9% (39)	431
Relig: Ath./Agn./None	47% (322)	39% (273)	14% (96)	692
Relig: Something Else	44% (168)	43% (164)	13% (48)	380
Relig: Jewish	70% (31)	26% (12)	4% (2)	45
Relig: Evangelical	59% (319)	32% (173)	9% (51)	543
Relig: Non-Evang. Catholics	62% (365)	31% (180)	7% (40)	585
Relig: All Christian	61% (684)	31% (353)	8% (92)	1128
Relig: All Non-Christian	46% (490)	41% (437)	13% (144)	1072
Community: Urban	51% (259)	37% (186)	13% (64)	509
Community: Suburban	56% (620)	34% (378)	10% (107)	1104
Community: Rural	50% (295)	39% (227)	11% (65)	586
Employ: Private Sector	59% (418)	35% (250)	5% (36)	704
Employ: Government	64% (96)	29% (44)	7% (10)	151
Employ: Self-Employed	59% (120)	32% (66)	9% (18)	204
Employ: Homemaker	45% (70)	38% (58)	17% (25)	153
Employ: Student	43% (60)	44% (61)	14% (19)	140
Employ: Retired	65% (293)	26% (117)	10% (44)	454
Employ: Unemployed	31% (53)	40% (68)	30% (51)	172
Employ: Other	29% (65)	56% (126)	15% (32)	223
Military HH: Yes	64% (231)	30% (108)	6% (20)	360
Military HH: No	51% (943)	37% (682)	12% (215)	1840

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**Table CNBC3\_8:** Please state whether you currently do the following:  
Contribute to charitable causes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	53% (1174)	36% (790)	11% (236)	2200
RD/WT: Right Direction	57% (482)	34% (287)	10% (84)	853
RD/WT: Wrong Track	51% (692)	37% (504)	11% (152)	1347
Trump Job Approve	56% (500)	35% (308)	9% (81)	889
Trump Job Disapprove	54% (637)	37% (436)	9% (108)	1181
Trump Job Strongly Approve	57% (267)	34% (160)	8% (39)	467
Trump Job Somewhat Approve	55% (233)	35% (147)	10% (41)	421
Trump Job Somewhat Disapprove	49% (142)	39% (113)	11% (32)	288
Trump Job Strongly Disapprove	55% (495)	36% (322)	8% (75)	893
Favorable of Trump	58% (509)	34% (293)	8% (72)	873
Unfavorable of Trump	54% (624)	38% (441)	9% (100)	1165
Very Favorable of Trump	55% (285)	35% (185)	10% (51)	521
Somewhat Favorable of Trump	63% (223)	31% (108)	6% (21)	352
Somewhat Unfavorable of Trump	46% (104)	42% (97)	12% (27)	228
Very Unfavorable of Trump	55% (520)	37% (345)	8% (73)	937
#1 Issue: Economy	51% (294)	42% (240)	7% (41)	575
#1 Issue: Security	56% (249)	34% (151)	10% (44)	444
#1 Issue: Health Care	57% (246)	34% (146)	9% (39)	431
#1 Issue: Medicare / Social Security	58% (158)	31% (84)	11% (30)	272
#1 Issue: Women's Issues	51% (58)	32% (37)	17% (19)	114
#1 Issue: Education	51% (73)	34% (49)	14% (20)	142
#1 Issue: Energy	55% (66)	33% (40)	12% (14)	120
#1 Issue: Other	30% (31)	43% (44)	27% (27)	102
2018 House Vote: Democrat	58% (442)	34% (262)	8% (64)	768
2018 House Vote: Republican	64% (439)	29% (202)	7% (49)	690
2018 House Vote: Someone else	59% (57)	31% (30)	10% (9)	96
2018 House Vote: Didnt Vote	37% (234)	46% (291)	18% (113)	639
2016 Vote: Hillary Clinton	59% (396)	34% (225)	8% (51)	673
2016 Vote: Donald Trump	62% (422)	31% (212)	7% (51)	685
2016 Vote: Someone else	64% (103)	29% (46)	8% (12)	161
2016 Vote: Didnt Vote	37% (246)	46% (307)	18% (120)	673

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**Table CNBC3\_8:** Please state whether you currently do the following:  
Contribute to charitable causes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	53% (1174)	36% (790)	11% (236)	2200
Voted in 2014: Yes	61% (822)	32% (425)	7% (92)	1338
Voted in 2014: No	41% (352)	42% (366)	17% (144)	862
2012 Vote: Barack Obama	56% (448)	35% (280)	9% (69)	797
2012 Vote: Mitt Romney	65% (347)	29% (153)	6% (31)	531
2012 Vote: Other	58% (50)	33% (28)	9% (8)	85
2012 Vote: Didn't Vote	42% (325)	42% (329)	16% (127)	781
4-Region: Northeast	59% (231)	31% (121)	11% (42)	394
4-Region: Midwest	48% (224)	41% (189)	11% (49)	462
4-Region: South	53% (435)	37% (303)	10% (86)	824
4-Region: West	55% (284)	34% (177)	11% (59)	520
No CC	38% (275)	44% (322)	18% (131)	728

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

**Table CNBC3\_9:** Please state whether you currently do the following:  
Compare spending / savings trade-offs before making a purchase

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (1295)	30% (666)	11% (239)	2200
Gender: Male	60% (642)	31% (327)	9% (93)	1062
Gender: Female	57% (653)	30% (339)	13% (147)	1138
Age: 18-29	54% (257)	32% (151)	14% (67)	475
Age: 30-44	52% (282)	36% (194)	12% (62)	538
Age: 45-54	62% (243)	27% (104)	11% (44)	391
Age: 55-64	65% (234)	27% (98)	8% (28)	360
Age: 65+	64% (279)	27% (120)	9% (38)	436
Generation Z: 18-21	53% (100)	26% (48)	22% (41)	189
Millennial: Age 22-37	52% (293)	38% (214)	10% (59)	566
Generation X: Age 38-53	59% (368)	29% (183)	12% (72)	622
Boomers: Age 54-72	66% (461)	27% (187)	8% (55)	703
PID: Dem (no lean)	56% (426)	33% (249)	11% (86)	761
PID: Ind (no lean)	57% (440)	30% (234)	13% (103)	777
PID: Rep (no lean)	65% (429)	28% (183)	8% (50)	662
PID/Gender: Dem Men	57% (192)	33% (110)	10% (35)	336
PID/Gender: Dem Women	55% (234)	33% (139)	12% (51)	425
PID/Gender: Ind Men	59% (223)	30% (115)	10% (39)	378
PID/Gender: Ind Women	54% (216)	30% (119)	16% (64)	399
PID/Gender: Rep Men	65% (227)	29% (103)	5% (19)	348
PID/Gender: Rep Women	64% (203)	26% (80)	10% (32)	314
Ideo: Liberal (1-3)	58% (389)	31% (206)	11% (75)	670
Ideo: Moderate (4)	61% (311)	30% (152)	9% (47)	510
Ideo: Conservative (5-7)	66% (474)	27% (196)	7% (52)	721
Educ: < College	53% (806)	34% (509)	13% (198)	1512
Educ: Bachelors degree	69% (304)	24% (107)	7% (33)	444
Educ: Post-grad	76% (185)	21% (51)	4% (9)	244

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**Table CNBC3\_9:** Please state whether you currently do the following:  
 Compare spending / savings trade-offs before making a purchase

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (1295)	30% (666)	11% (239)	2200
Income: Under 50k	51% (633)	35% (435)	14% (176)	1244
Income: 50k-100k	67% (432)	25% (160)	8% (50)	641
Income: 100k+	73% (230)	23% (71)	4% (13)	315
Ethnicity: White	62% (1060)	28% (491)	10% (171)	1722
Ethnicity: Hispanic	54% (188)	28% (98)	18% (63)	349
Ethnicity: Afr. Am.	43% (118)	43% (118)	14% (38)	274
Ethnicity: Other	57% (117)	28% (57)	15% (30)	204
Relig: Protestant	69% (297)	26% (111)	5% (21)	428
Relig: Roman Catholic	67% (287)	23% (101)	10% (43)	431
Relig: Ath./Agn./None	51% (354)	34% (238)	14% (100)	692
Relig: Something Else	55% (209)	33% (126)	12% (45)	380
Relig: Jewish	57% (26)	34% (15)	9% (4)	45
Relig: Evangelical	62% (339)	28% (154)	9% (50)	543
Relig: Non-Evang. Catholics	67% (393)	25% (148)	8% (44)	585
Relig: All Christian	65% (732)	27% (302)	8% (94)	1128
Relig: All Non-Christian	53% (563)	34% (364)	14% (145)	1072
Community: Urban	54% (276)	31% (160)	14% (73)	509
Community: Suburban	62% (684)	27% (304)	11% (117)	1104
Community: Rural	57% (335)	34% (202)	8% (50)	586
Employ: Private Sector	63% (442)	32% (222)	6% (40)	704
Employ: Government	66% (99)	27% (40)	8% (11)	151
Employ: Self-Employed	66% (135)	23% (47)	11% (22)	204
Employ: Homemaker	50% (77)	32% (49)	18% (27)	153
Employ: Student	58% (81)	29% (41)	12% (17)	140
Employ: Retired	64% (291)	27% (122)	9% (41)	454
Employ: Unemployed	51% (88)	29% (50)	20% (34)	172
Employ: Other	37% (82)	42% (94)	21% (47)	223
Military HH: Yes	66% (236)	28% (99)	7% (24)	360
Military HH: No	58% (1058)	31% (567)	12% (215)	1840

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**Table CNBC3\_9:** Please state whether you currently do the following:  
Compare spending / savings trade-offs before making a purchase

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (1295)	30% (666)	11% (239)	2200
RD/WT: Right Direction	63% (540)	27% (233)	9% (80)	853
RD/WT: Wrong Track	56% (755)	32% (433)	12% (160)	1347
Trump Job Approve	63% (564)	29% (259)	7% (66)	889
Trump Job Disapprove	58% (688)	31% (365)	11% (128)	1181
Trump Job Strongly Approve	65% (303)	29% (135)	6% (29)	467
Trump Job Somewhat Approve	62% (261)	29% (124)	9% (36)	421
Trump Job Somewhat Disapprove	60% (172)	29% (84)	11% (32)	288
Trump Job Strongly Disapprove	58% (516)	31% (281)	11% (96)	893
Favorable of Trump	65% (566)	28% (243)	7% (63)	873
Unfavorable of Trump	59% (682)	32% (371)	10% (112)	1165
Very Favorable of Trump	65% (336)	27% (142)	8% (43)	521
Somewhat Favorable of Trump	65% (230)	29% (102)	6% (20)	352
Somewhat Unfavorable of Trump	62% (142)	29% (66)	9% (20)	228
Very Unfavorable of Trump	58% (541)	33% (305)	10% (92)	937
#1 Issue: Economy	63% (363)	30% (175)	7% (37)	575
#1 Issue: Security	63% (281)	28% (126)	8% (37)	444
#1 Issue: Health Care	57% (244)	35% (149)	9% (38)	431
#1 Issue: Medicare / Social Security	56% (152)	26% (72)	18% (48)	272
#1 Issue: Women's Issues	53% (60)	29% (33)	18% (21)	114
#1 Issue: Education	58% (82)	27% (38)	15% (21)	142
#1 Issue: Energy	59% (70)	30% (36)	12% (14)	120
#1 Issue: Other	41% (42)	37% (38)	22% (22)	102
2018 House Vote: Democrat	60% (459)	32% (249)	8% (60)	768
2018 House Vote: Republican	67% (464)	27% (185)	6% (41)	690
2018 House Vote: Someone else	54% (52)	26% (25)	20% (19)	96
2018 House Vote: Didnt Vote	50% (317)	32% (206)	18% (117)	639
2016 Vote: Hillary Clinton	60% (407)	31% (207)	9% (59)	673
2016 Vote: Donald Trump	66% (450)	29% (198)	5% (37)	685
2016 Vote: Someone else	60% (97)	25% (41)	15% (24)	161
2016 Vote: Didnt Vote	50% (340)	33% (220)	17% (113)	673

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**Table CNBC3\_9:** Please state whether you currently do the following:  
 Compare spending / savings trade-offs before making a purchase

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (1295)	30% (666)	11% (239)	2200
Voted in 2014: Yes	62% (828)	30% (400)	8% (111)	1338
Voted in 2014: No	54% (467)	31% (266)	15% (129)	862
2012 Vote: Barack Obama	59% (466)	31% (245)	11% (85)	797
2012 Vote: Mitt Romney	67% (354)	28% (148)	6% (29)	531
2012 Vote: Other	72% (61)	21% (18)	6% (5)	85
2012 Vote: Didn't Vote	52% (410)	32% (253)	15% (119)	781
4-Region: Northeast	60% (237)	31% (123)	9% (34)	394
4-Region: Midwest	59% (273)	31% (143)	10% (46)	462
4-Region: South	57% (472)	31% (252)	12% (100)	824
4-Region: West	60% (313)	28% (148)	11% (59)	520
No CC	49% (359)	32% (236)	18% (134)	728

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

**Table CNBC3\_10:** Please state whether you currently do the following:  
Ensure my investments are diversified

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	34% (755)	42% (924)	24% (521)	2200
Gender: Male	41% (434)	39% (418)	20% (209)	1062
Gender: Female	28% (321)	44% (506)	27% (312)	1138
Age: 18-29	28% (133)	41% (197)	31% (145)	475
Age: 30-44	30% (162)	48% (258)	22% (117)	538
Age: 45-54	31% (122)	47% (184)	22% (85)	391
Age: 55-64	39% (142)	37% (133)	24% (85)	360
Age: 65+	45% (196)	35% (152)	20% (89)	436
Generation Z: 18-21	26% (50)	36% (67)	38% (72)	189
Millennial: Age 22-37	28% (158)	48% (270)	24% (138)	566
Generation X: Age 38-53	32% (200)	47% (290)	21% (132)	622
Boomers: Age 54-72	42% (293)	37% (260)	21% (150)	703
PID: Dem (no lean)	33% (249)	44% (338)	23% (173)	761
PID: Ind (no lean)	32% (245)	41% (318)	28% (214)	777
PID: Rep (no lean)	39% (261)	40% (268)	20% (134)	662
PID/Gender: Dem Men	37% (124)	43% (145)	20% (67)	336
PID/Gender: Dem Women	29% (125)	46% (194)	25% (106)	425
PID/Gender: Ind Men	41% (153)	36% (134)	24% (90)	378
PID/Gender: Ind Women	23% (92)	46% (183)	31% (123)	399
PID/Gender: Rep Men	45% (157)	40% (139)	15% (52)	348
PID/Gender: Rep Women	33% (104)	41% (129)	26% (82)	314
Ideo: Liberal (1-3)	35% (233)	43% (286)	22% (150)	670
Ideo: Moderate (4)	36% (186)	42% (214)	22% (111)	510
Ideo: Conservative (5-7)	40% (290)	39% (278)	21% (153)	721
Educ: < College	26% (390)	47% (707)	28% (416)	1512
Educ: Bachelors degree	49% (219)	34% (149)	17% (75)	444
Educ: Post-grad	60% (146)	28% (68)	12% (30)	244

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**Table CNBC3\_10:** Please state whether you currently do the following:  
 Ensure my investments are diversified

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	34% (755)	42% (924)	24% (521)	2200
Income: Under 50k	20% (254)	51% (630)	29% (360)	1244
Income: 50k-100k	48% (305)	32% (204)	21% (132)	641
Income: 100k+	62% (196)	28% (89)	9% (29)	315
Ethnicity: White	35% (611)	42% (721)	23% (390)	1722
Ethnicity: Hispanic	27% (93)	41% (143)	32% (113)	349
Ethnicity: Afr. Am.	28% (76)	44% (119)	29% (79)	274
Ethnicity: Other	34% (68)	41% (83)	26% (52)	204
Relig: Protestant	44% (187)	36% (156)	20% (85)	428
Relig: Roman Catholic	42% (179)	36% (154)	23% (98)	431
Relig: Ath./Agn./None	31% (212)	45% (310)	25% (170)	692
Relig: Something Else	28% (106)	45% (170)	27% (104)	380
Relig: Jewish	46% (21)	41% (18)	13% (6)	45
Relig: Evangelical	35% (192)	42% (229)	22% (122)	543
Relig: Non-Evang. Catholics	42% (245)	37% (216)	21% (124)	585
Relig: All Christian	39% (437)	39% (445)	22% (247)	1128
Relig: All Non-Christian	30% (318)	45% (479)	26% (274)	1072
Community: Urban	35% (179)	39% (200)	26% (131)	509
Community: Suburban	38% (416)	39% (428)	24% (261)	1104
Community: Rural	27% (161)	51% (297)	22% (129)	586
Employ: Private Sector	42% (298)	41% (289)	17% (117)	704
Employ: Government	49% (74)	33% (49)	18% (28)	151
Employ: Self-Employed	42% (85)	37% (75)	22% (44)	204
Employ: Homemaker	20% (30)	51% (78)	29% (45)	153
Employ: Student	31% (44)	40% (56)	28% (40)	140
Employ: Retired	40% (182)	37% (168)	23% (103)	454
Employ: Unemployed	9% (15)	52% (89)	40% (68)	172
Employ: Other	12% (28)	53% (119)	34% (76)	223
Military HH: Yes	42% (152)	41% (147)	17% (61)	360
Military HH: No	33% (603)	42% (777)	25% (460)	1840

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**Table CNBC3\_10:** Please state whether you currently do the following:  
Ensure my investments are diversified

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	34% (755)	42% (924)	24% (521)	2200
RD/WT: Right Direction	38% (326)	38% (322)	24% (205)	853
RD/WT: Wrong Track	32% (429)	45% (602)	23% (316)	1347
Trump Job Approve	39% (346)	39% (349)	22% (194)	889
Trump Job Disapprove	33% (395)	44% (519)	23% (267)	1181
Trump Job Strongly Approve	36% (169)	41% (190)	23% (109)	467
Trump Job Somewhat Approve	42% (177)	38% (159)	20% (85)	421
Trump Job Somewhat Disapprove	36% (103)	41% (117)	23% (68)	288
Trump Job Strongly Disapprove	33% (292)	45% (402)	22% (200)	893
Favorable of Trump	40% (347)	39% (343)	21% (183)	873
Unfavorable of Trump	33% (387)	45% (521)	22% (257)	1165
Very Favorable of Trump	36% (189)	40% (208)	24% (124)	521
Somewhat Favorable of Trump	45% (158)	38% (135)	17% (59)	352
Somewhat Unfavorable of Trump	34% (77)	43% (97)	24% (54)	228
Very Unfavorable of Trump	33% (310)	45% (424)	22% (204)	937
#1 Issue: Economy	40% (228)	41% (235)	20% (112)	575
#1 Issue: Security	37% (165)	36% (160)	27% (119)	444
#1 Issue: Health Care	32% (137)	47% (204)	21% (90)	431
#1 Issue: Medicare / Social Security	33% (88)	41% (113)	26% (71)	272
#1 Issue: Women's Issues	28% (32)	42% (48)	30% (34)	114
#1 Issue: Education	31% (44)	42% (59)	27% (38)	142
#1 Issue: Energy	39% (47)	41% (49)	20% (24)	120
#1 Issue: Other	13% (13)	56% (57)	31% (32)	102
2018 House Vote: Democrat	38% (295)	41% (312)	21% (161)	768
2018 House Vote: Republican	46% (315)	34% (236)	20% (140)	690
2018 House Vote: Someone else	28% (27)	42% (40)	30% (29)	96
2018 House Vote: Didnt Vote	18% (115)	52% (333)	30% (190)	639
2016 Vote: Hillary Clinton	38% (256)	41% (273)	21% (144)	673
2016 Vote: Donald Trump	43% (298)	38% (263)	18% (124)	685
2016 Vote: Someone else	41% (66)	39% (62)	20% (32)	161
2016 Vote: Didnt Vote	20% (134)	48% (324)	32% (215)	673

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**Table CNBC3\_10:** Please state whether you currently do the following:  
 Ensure my investments are diversified

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	34% (755)	42% (924)	24% (521)	2200
Voted in 2014: Yes	41% (555)	38% (515)	20% (268)	1338
Voted in 2014: No	23% (200)	48% (409)	29% (252)	862
2012 Vote: Barack Obama	37% (296)	41% (324)	22% (176)	797
2012 Vote: Mitt Romney	45% (239)	38% (199)	17% (92)	531
2012 Vote: Other	41% (35)	34% (29)	25% (21)	85
2012 Vote: Didn't Vote	23% (181)	47% (371)	29% (230)	781
4-Region: Northeast	38% (148)	39% (152)	24% (94)	394
4-Region: Midwest	38% (173)	43% (198)	20% (91)	462
4-Region: South	31% (253)	45% (371)	24% (200)	824
4-Region: West	35% (181)	39% (203)	26% (136)	520
No CC	19% (138)	51% (372)	30% (218)	728

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

**Table CNBC3\_11: Please state whether you currently do the following:**  
*Follow a monthly budget*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (1292)	34% (737)	8% (171)	2200
Gender: Male	58% (611)	36% (382)	7% (69)	1062
Gender: Female	60% (681)	31% (355)	9% (102)	1138
Age: 18-29	54% (256)	34% (161)	12% (58)	475
Age: 30-44	58% (312)	34% (182)	8% (44)	538
Age: 45-54	61% (239)	31% (121)	8% (31)	391
Age: 55-64	61% (221)	34% (121)	5% (19)	360
Age: 65+	60% (264)	35% (153)	4% (19)	436
Generation Z: 18-21	50% (94)	30% (56)	21% (39)	189
Millennial: Age 22-37	59% (331)	34% (192)	7% (42)	566
Generation X: Age 38-53	60% (371)	32% (199)	8% (51)	622
Boomers: Age 54-72	62% (433)	34% (238)	5% (33)	703
PID: Dem (no lean)	56% (427)	37% (284)	6% (49)	761
PID: Ind (no lean)	57% (441)	32% (251)	11% (85)	777
PID: Rep (no lean)	64% (423)	31% (202)	6% (37)	662
PID/Gender: Dem Men	54% (181)	40% (133)	7% (22)	336
PID/Gender: Dem Women	58% (246)	36% (152)	6% (27)	425
PID/Gender: Ind Men	56% (211)	36% (136)	8% (31)	378
PID/Gender: Ind Women	58% (230)	29% (115)	14% (54)	399
PID/Gender: Rep Men	63% (219)	33% (113)	5% (16)	348
PID/Gender: Rep Women	65% (205)	28% (89)	7% (21)	314
Ideo: Liberal (1-3)	59% (393)	35% (234)	6% (43)	670
Ideo: Moderate (4)	58% (295)	34% (175)	8% (40)	510
Ideo: Conservative (5-7)	64% (458)	31% (227)	5% (36)	721
Educ: < College	59% (886)	32% (485)	9% (142)	1512
Educ: Bachelors degree	59% (262)	36% (160)	5% (21)	444
Educ: Post-grad	59% (144)	38% (92)	3% (8)	244

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**Table CNBC3\_11:** Please state whether you currently do the following:  
Follow a monthly budget

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (1292)	34% (737)	8% (171)	2200
Income: Under 50k	57% (712)	32% (396)	11% (136)	1244
Income: 50k-100k	62% (396)	35% (225)	3% (21)	641
Income: 100k+	59% (184)	37% (116)	4% (14)	315
Ethnicity: White	60% (1025)	34% (583)	7% (114)	1722
Ethnicity: Hispanic	60% (210)	29% (102)	11% (37)	349
Ethnicity: Afr. Am.	57% (156)	32% (87)	11% (31)	274
Ethnicity: Other	54% (110)	33% (68)	13% (26)	204
Relig: Protestant	61% (261)	34% (145)	5% (22)	428
Relig: Roman Catholic	59% (256)	36% (153)	5% (21)	431
Relig: Ath./Agn./None	56% (390)	33% (229)	10% (72)	692
Relig: Something Else	56% (214)	36% (136)	8% (30)	380
Relig: Jewish	50% (22)	50% (22)	— (0)	45
Relig: Evangelical	66% (358)	27% (148)	7% (37)	543
Relig: Non-Evang. Catholics	56% (330)	38% (224)	5% (32)	585
Relig: All Christian	61% (688)	33% (372)	6% (68)	1128
Relig: All Non-Christian	56% (604)	34% (365)	10% (102)	1072
Community: Urban	62% (315)	29% (149)	9% (45)	509
Community: Suburban	57% (633)	36% (393)	7% (79)	1104
Community: Rural	59% (344)	33% (196)	8% (46)	586
Employ: Private Sector	59% (418)	37% (257)	4% (29)	704
Employ: Government	61% (91)	35% (52)	5% (7)	151
Employ: Self-Employed	55% (112)	37% (75)	8% (17)	204
Employ: Homemaker	68% (104)	20% (31)	12% (18)	153
Employ: Student	49% (68)	39% (54)	12% (17)	140
Employ: Retired	63% (284)	33% (151)	4% (18)	454
Employ: Unemployed	52% (89)	30% (51)	18% (31)	172
Employ: Other	57% (126)	29% (64)	15% (33)	223
Military HH: Yes	60% (215)	37% (134)	3% (10)	360
Military HH: No	58% (1077)	33% (603)	9% (161)	1840

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**Table CNBC3\_11:** Please state whether you currently do the following:  
Follow a monthly budget

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (1292)	34% (737)	8% (171)	2200
RD/WT: Right Direction	62% (531)	31% (263)	7% (59)	853
RD/WT: Wrong Track	56% (761)	35% (474)	8% (112)	1347
Trump Job Approve	63% (559)	32% (284)	5% (46)	889
Trump Job Disapprove	58% (681)	35% (410)	8% (90)	1181
Trump Job Strongly Approve	65% (303)	31% (143)	5% (21)	467
Trump Job Somewhat Approve	61% (256)	33% (141)	6% (24)	421
Trump Job Somewhat Disapprove	56% (161)	33% (94)	11% (33)	288
Trump Job Strongly Disapprove	58% (520)	35% (316)	6% (57)	893
Favorable of Trump	64% (556)	31% (272)	5% (45)	873
Unfavorable of Trump	58% (675)	36% (418)	6% (72)	1165
Very Favorable of Trump	65% (341)	29% (149)	6% (31)	521
Somewhat Favorable of Trump	61% (215)	35% (123)	4% (14)	352
Somewhat Unfavorable of Trump	64% (146)	30% (69)	6% (13)	228
Very Unfavorable of Trump	56% (529)	37% (349)	6% (59)	937
#1 Issue: Economy	57% (326)	38% (220)	5% (29)	575
#1 Issue: Security	64% (283)	29% (130)	7% (31)	444
#1 Issue: Health Care	60% (258)	33% (144)	7% (29)	431
#1 Issue: Medicare / Social Security	61% (165)	33% (90)	6% (17)	272
#1 Issue: Women's Issues	64% (72)	20% (23)	16% (19)	114
#1 Issue: Education	60% (86)	27% (38)	13% (18)	142
#1 Issue: Energy	47% (56)	45% (54)	9% (10)	120
#1 Issue: Other	45% (46)	38% (39)	17% (17)	102
2018 House Vote: Democrat	61% (465)	35% (271)	4% (32)	768
2018 House Vote: Republican	63% (435)	32% (223)	5% (32)	690
2018 House Vote: Someone else	51% (49)	38% (36)	11% (10)	96
2018 House Vote: Didnt Vote	53% (340)	32% (204)	15% (95)	639
2016 Vote: Hillary Clinton	59% (395)	37% (250)	4% (28)	673
2016 Vote: Donald Trump	62% (428)	33% (224)	5% (33)	685
2016 Vote: Someone else	62% (100)	31% (50)	7% (11)	161
2016 Vote: Didnt Vote	54% (365)	31% (211)	15% (98)	673

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**Table CNBC3\_11:** Please state whether you currently do the following:  
Follow a monthly budget

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (1292)	34% (737)	8% (171)	2200
Voted in 2014: Yes	60% (806)	35% (473)	4% (60)	1338
Voted in 2014: No	56% (486)	31% (264)	13% (111)	862
2012 Vote: Barack Obama	58% (461)	37% (295)	5% (40)	797
2012 Vote: Mitt Romney	63% (337)	33% (173)	4% (21)	531
2012 Vote: Other	59% (50)	37% (31)	4% (4)	85
2012 Vote: Didn't Vote	56% (440)	30% (235)	14% (106)	781
4-Region: Northeast	53% (208)	37% (144)	11% (42)	394
4-Region: Midwest	60% (278)	34% (159)	5% (25)	462
4-Region: South	63% (516)	29% (239)	8% (69)	824
4-Region: West	56% (291)	37% (195)	7% (35)	520
No CC	52% (380)	33% (242)	15% (106)	728

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

**Table CNBC3\_12: Please state whether you currently do the following:**  
*Pay all my bills on time*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	80% (1769)	13% (280)	7% (151)	2200
Gender: Male	81% (861)	12% (132)	6% (69)	1062
Gender: Female	80% (908)	13% (148)	7% (82)	1138
Age: 18-29	73% (348)	13% (60)	14% (66)	475
Age: 30-44	75% (401)	18% (95)	8% (42)	538
Age: 45-54	76% (299)	17% (67)	6% (25)	391
Age: 55-64	86% (311)	11% (38)	3% (11)	360
Age: 65+	94% (410)	4% (19)	2% (8)	436
Generation Z: 18-21	65% (123)	8% (14)	27% (51)	189
Millennial: Age 22-37	78% (441)	15% (88)	7% (38)	566
Generation X: Age 38-53	74% (463)	19% (116)	7% (43)	622
Boomers: Age 54-72	89% (629)	8% (57)	2% (18)	703
PID: Dem (no lean)	80% (612)	14% (107)	6% (42)	761
PID: Ind (no lean)	76% (593)	13% (102)	11% (82)	777
PID: Rep (no lean)	85% (564)	11% (71)	4% (27)	662
PID/Gender: Dem Men	78% (261)	17% (56)	6% (19)	336
PID/Gender: Dem Women	83% (351)	12% (51)	5% (23)	425
PID/Gender: Ind Men	79% (297)	11% (43)	10% (38)	378
PID/Gender: Ind Women	74% (296)	15% (59)	11% (44)	399
PID/Gender: Rep Men	87% (303)	10% (34)	3% (11)	348
PID/Gender: Rep Women	83% (261)	12% (38)	5% (16)	314
Ideo: Liberal (1-3)	81% (541)	12% (83)	7% (45)	670
Ideo: Moderate (4)	81% (413)	13% (66)	6% (31)	510
Ideo: Conservative (5-7)	86% (617)	11% (80)	3% (25)	721
Educ: < College	76% (1148)	15% (228)	9% (136)	1512
Educ: Bachelors degree	88% (392)	9% (40)	3% (12)	444
Educ: Post-grad	94% (229)	5% (12)	1% (3)	244

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**Table CNBC3\_12:** Please state whether you currently do the following:  
Pay all my bills on time

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	80% (1769)	13% (280)	7% (151)	2200
Income: Under 50k	74% (916)	17% (206)	10% (122)	1244
Income: 50k-100k	88% (563)	9% (59)	3% (20)	641
Income: 100k+	92% (290)	5% (15)	3% (9)	315
Ethnicity: White	82% (1420)	12% (205)	6% (97)	1722
Ethnicity: Hispanic	78% (271)	13% (45)	10% (33)	349
Ethnicity: Afr. Am.	70% (192)	19% (52)	11% (30)	274
Ethnicity: Other	77% (157)	11% (23)	12% (24)	204
Relig: Protestant	87% (372)	11% (48)	2% (9)	428
Relig: Roman Catholic	87% (377)	10% (42)	3% (12)	431
Relig: Ath./Agn./None	77% (532)	14% (93)	10% (66)	692
Relig: Something Else	78% (295)	13% (49)	9% (36)	380
Relig: Jewish	87% (39)	10% (4)	3% (1)	45
Relig: Evangelical	79% (429)	15% (82)	6% (32)	543
Relig: Non-Evang. Catholics	88% (512)	10% (56)	3% (17)	585
Relig: All Christian	83% (942)	12% (137)	4% (49)	1128
Relig: All Non-Christian	77% (827)	13% (142)	10% (102)	1072
Community: Urban	78% (398)	16% (83)	6% (28)	509
Community: Suburban	82% (902)	11% (125)	7% (78)	1104
Community: Rural	80% (470)	12% (72)	8% (45)	586
Employ: Private Sector	82% (577)	15% (108)	3% (19)	704
Employ: Government	91% (137)	6% (9)	3% (5)	151
Employ: Self-Employed	80% (164)	15% (31)	4% (9)	204
Employ: Homemaker	72% (111)	16% (25)	11% (17)	153
Employ: Student	79% (110)	6% (8)	15% (21)	140
Employ: Retired	93% (421)	5% (24)	2% (9)	454
Employ: Unemployed	62% (107)	17% (30)	20% (35)	172
Employ: Other	64% (143)	20% (44)	16% (37)	223
Military HH: Yes	88% (318)	10% (35)	2% (6)	360
Military HH: No	79% (1451)	13% (245)	8% (145)	1840

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**Table CNBC3\_12:** Please state whether you currently do the following:  
Pay all my bills on time

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	80% (1769)	13% (280)	7% (151)	2200
RD/WT: Right Direction	83% (710)	11% (96)	6% (47)	853
RD/WT: Wrong Track	79% (1059)	14% (184)	8% (104)	1347
Trump Job Approve	84% (747)	11% (100)	5% (42)	889
Trump Job Disapprove	80% (941)	14% (164)	6% (76)	1181
Trump Job Strongly Approve	84% (393)	12% (56)	4% (19)	467
Trump Job Somewhat Approve	84% (354)	10% (44)	6% (23)	421
Trump Job Somewhat Disapprove	76% (219)	16% (46)	8% (22)	288
Trump Job Strongly Disapprove	81% (722)	13% (117)	6% (54)	893
Favorable of Trump	84% (737)	11% (100)	4% (36)	873
Unfavorable of Trump	81% (946)	13% (155)	6% (64)	1165
Very Favorable of Trump	83% (431)	12% (64)	5% (26)	521
Somewhat Favorable of Trump	87% (306)	10% (36)	3% (10)	352
Somewhat Unfavorable of Trump	82% (187)	14% (31)	4% (9)	228
Very Unfavorable of Trump	81% (758)	13% (124)	6% (55)	937
#1 Issue: Economy	80% (460)	15% (84)	5% (31)	575
#1 Issue: Security	83% (370)	11% (50)	5% (24)	444
#1 Issue: Health Care	81% (350)	14% (59)	5% (22)	431
#1 Issue: Medicare / Social Security	85% (230)	10% (27)	5% (14)	272
#1 Issue: Women's Issues	74% (84)	9% (11)	16% (19)	114
#1 Issue: Education	76% (108)	14% (20)	10% (14)	142
#1 Issue: Energy	74% (88)	19% (23)	7% (8)	120
#1 Issue: Other	76% (78)	6% (6)	18% (19)	102
2018 House Vote: Democrat	85% (651)	12% (94)	3% (23)	768
2018 House Vote: Republican	89% (614)	8% (57)	3% (19)	690
2018 House Vote: Someone else	80% (77)	15% (14)	5% (5)	96
2018 House Vote: Didnt Vote	66% (423)	18% (114)	16% (101)	639
2016 Vote: Hillary Clinton	87% (585)	11% (71)	2% (17)	673
2016 Vote: Donald Trump	86% (591)	11% (75)	3% (19)	685
2016 Vote: Someone else	84% (135)	13% (22)	3% (4)	161
2016 Vote: Didnt Vote	67% (452)	17% (111)	16% (110)	673

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**Table CNBC3\_12:** Please state whether you currently do the following:  
 Pay all my bills on time

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	80% (1769)	13% (280)	7% (151)	2200
Voted in 2014: Yes	87% (1160)	11% (145)	3% (34)	1338
Voted in 2014: No	71% (609)	16% (135)	14% (117)	862
2012 Vote: Barack Obama	84% (670)	13% (100)	3% (26)	797
2012 Vote: Mitt Romney	89% (473)	9% (49)	2% (9)	531
2012 Vote: Other	82% (70)	16% (13)	2% (2)	85
2012 Vote: Didn't Vote	71% (551)	15% (117)	15% (114)	781
4-Region: Northeast	80% (313)	13% (51)	7% (29)	394
4-Region: Midwest	80% (372)	13% (62)	6% (29)	462
4-Region: South	80% (662)	13% (109)	6% (53)	824
4-Region: West	81% (422)	11% (57)	8% (41)	520
No CC	64% (469)	21% (155)	14% (105)	728

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

**Table CNBC3\_13:** Please state whether you currently do the following:

Do my taxes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	71% (1565)	20% (442)	9% (193)	2200
Gender: Male	72% (767)	20% (217)	7% (78)	1062
Gender: Female	70% (798)	20% (226)	10% (115)	1138
Age: 18-29	73% (347)	15% (71)	12% (56)	475
Age: 30-44	77% (413)	15% (79)	8% (45)	538
Age: 45-54	66% (259)	24% (94)	10% (38)	391
Age: 55-64	68% (245)	23% (84)	9% (32)	360
Age: 65+	69% (301)	26% (114)	5% (21)	436
Generation Z: 18-21	65% (122)	13% (25)	22% (41)	189
Millennial: Age 22-37	80% (453)	13% (76)	6% (37)	566
Generation X: Age 38-53	68% (425)	22% (135)	10% (62)	622
Boomers: Age 54-72	68% (477)	25% (178)	7% (49)	703
PID: Dem (no lean)	72% (545)	19% (146)	9% (69)	761
PID: Ind (no lean)	69% (533)	20% (158)	11% (86)	777
PID: Rep (no lean)	73% (487)	21% (138)	6% (38)	662
PID/Gender: Dem Men	73% (244)	20% (67)	7% (25)	336
PID/Gender: Dem Women	71% (301)	19% (80)	10% (44)	425
PID/Gender: Ind Men	70% (263)	20% (76)	10% (39)	378
PID/Gender: Ind Women	68% (270)	20% (82)	12% (47)	399
PID/Gender: Rep Men	75% (260)	21% (74)	4% (14)	348
PID/Gender: Rep Women	72% (227)	20% (64)	7% (24)	314
Ideo: Liberal (1-3)	75% (504)	18% (117)	7% (49)	670
Ideo: Moderate (4)	69% (350)	22% (114)	9% (46)	510
Ideo: Conservative (5-7)	73% (529)	21% (148)	6% (44)	721
Educ: < College	67% (1013)	22% (328)	11% (171)	1512
Educ: Bachelors degree	82% (363)	15% (66)	3% (15)	444
Educ: Post-grad	77% (189)	20% (48)	3% (7)	244

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**Table CNBC3\_13:** Please state whether you currently do the following:  
Do my taxes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	71% (1565)	20% (442)	9% (193)	2200
Income: Under 50k	65% (811)	23% (280)	12% (153)	1244
Income: 50k-100k	78% (502)	17% (109)	5% (30)	641
Income: 100k+	80% (252)	17% (52)	3% (10)	315
Ethnicity: White	72% (1239)	21% (361)	7% (122)	1722
Ethnicity: Hispanic	72% (251)	13% (47)	15% (51)	349
Ethnicity: Afr. Am.	64% (176)	23% (63)	13% (35)	274
Ethnicity: Other	73% (150)	9% (19)	18% (36)	204
Relig: Protestant	75% (321)	20% (88)	5% (19)	428
Relig: Roman Catholic	75% (321)	19% (82)	6% (28)	431
Relig: Ath./Agn./None	67% (465)	19% (134)	13% (93)	692
Relig: Something Else	71% (269)	21% (82)	8% (29)	380
Relig: Jewish	78% (35)	18% (8)	4% (2)	45
Relig: Evangelical	73% (396)	20% (110)	7% (37)	543
Relig: Non-Evang. Catholics	74% (435)	20% (117)	6% (33)	585
Relig: All Christian	74% (831)	20% (226)	6% (70)	1128
Relig: All Non-Christian	68% (734)	20% (216)	11% (122)	1072
Community: Urban	70% (356)	20% (103)	10% (50)	509
Community: Suburban	73% (812)	19% (209)	8% (83)	1104
Community: Rural	68% (397)	22% (130)	10% (59)	586
Employ: Private Sector	82% (580)	15% (106)	2% (17)	704
Employ: Government	85% (128)	11% (17)	3% (5)	151
Employ: Self-Employed	73% (148)	19% (39)	9% (18)	204
Employ: Homemaker	67% (102)	19% (30)	14% (22)	153
Employ: Student	76% (106)	14% (20)	10% (14)	140
Employ: Retired	64% (290)	27% (123)	9% (40)	454
Employ: Unemployed	50% (86)	26% (45)	24% (41)	172
Employ: Other	56% (125)	28% (62)	16% (37)	223
Military HH: Yes	73% (263)	23% (81)	4% (15)	360
Military HH: No	71% (1302)	20% (361)	10% (178)	1840

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**Table CNBC3\_13:** Please state whether you currently do the following:

Do my taxes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	71% (1565)	20% (442)	9% (193)	2200
RD/WT: Right Direction	73% (624)	20% (169)	7% (59)	853
RD/WT: Wrong Track	70% (941)	20% (273)	10% (133)	1347
Trump Job Approve	74% (656)	20% (180)	6% (53)	889
Trump Job Disapprove	72% (846)	20% (236)	8% (98)	1181
Trump Job Strongly Approve	73% (342)	22% (102)	5% (23)	467
Trump Job Somewhat Approve	74% (314)	18% (78)	7% (30)	421
Trump Job Somewhat Disapprove	70% (201)	21% (59)	9% (27)	288
Trump Job Strongly Disapprove	72% (645)	20% (177)	8% (71)	893
Favorable of Trump	73% (641)	21% (183)	6% (48)	873
Unfavorable of Trump	74% (860)	19% (224)	7% (81)	1165
Very Favorable of Trump	72% (374)	22% (114)	6% (32)	521
Somewhat Favorable of Trump	76% (267)	20% (69)	5% (16)	352
Somewhat Unfavorable of Trump	81% (185)	15% (34)	4% (9)	228
Very Unfavorable of Trump	72% (675)	20% (190)	8% (73)	937
#1 Issue: Economy	79% (452)	15% (89)	6% (35)	575
#1 Issue: Security	70% (312)	22% (100)	7% (32)	444
#1 Issue: Health Care	70% (303)	22% (93)	8% (35)	431
#1 Issue: Medicare / Social Security	64% (174)	26% (71)	10% (27)	272
#1 Issue: Women's Issues	65% (74)	20% (23)	15% (17)	114
#1 Issue: Education	73% (104)	15% (21)	12% (17)	142
#1 Issue: Energy	79% (95)	12% (14)	9% (11)	120
#1 Issue: Other	49% (50)	31% (32)	19% (20)	102
2018 House Vote: Democrat	75% (578)	18% (142)	6% (48)	768
2018 House Vote: Republican	75% (521)	20% (135)	5% (34)	690
2018 House Vote: Someone else	68% (66)	27% (26)	4% (4)	96
2018 House Vote: Didnt Vote	62% (394)	22% (139)	17% (106)	639
2016 Vote: Hillary Clinton	74% (500)	19% (130)	6% (42)	673
2016 Vote: Donald Trump	75% (510)	21% (144)	5% (31)	685
2016 Vote: Someone else	76% (122)	20% (32)	4% (7)	161
2016 Vote: Didnt Vote	64% (430)	20% (135)	16% (108)	673

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**Table CNBC3\_13:** Please state whether you currently do the following:  
 Do my taxes

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	71% (1565)	20% (442)	9% (193)	2200
Voted in 2014: Yes	74% (991)	21% (275)	5% (72)	1338
Voted in 2014: No	67% (574)	19% (168)	14% (120)	862
2012 Vote: Barack Obama	71% (568)	22% (171)	7% (57)	797
2012 Vote: Mitt Romney	75% (400)	20% (105)	5% (26)	531
2012 Vote: Other	74% (63)	24% (21)	2% (1)	85
2012 Vote: Didn't Vote	68% (530)	18% (143)	14% (108)	781
4-Region: Northeast	71% (278)	19% (75)	10% (40)	394
4-Region: Midwest	71% (326)	22% (101)	8% (35)	462
4-Region: South	70% (576)	21% (176)	9% (72)	824
4-Region: West	74% (385)	17% (90)	9% (46)	520
No CC	62% (450)	21% (155)	17% (123)	728

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

**Table CNBC3\_14:** Please state whether you currently do the following:  
Save for healthcare costs

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	36% (783)	53% (1175)	11% (243)	2200
Gender: Male	37% (393)	55% (579)	8% (90)	1062
Gender: Female	34% (390)	52% (595)	13% (153)	1138
Age: 18-29	35% (168)	50% (239)	14% (67)	475
Age: 30-44	34% (185)	54% (292)	11% (61)	538
Age: 45-54	30% (115)	56% (218)	15% (57)	391
Age: 55-64	37% (133)	55% (197)	8% (29)	360
Age: 65+	41% (180)	52% (228)	6% (28)	436
Generation Z: 18-21	35% (66)	43% (82)	22% (41)	189
Millennial: Age 22-37	36% (201)	55% (312)	9% (53)	566
Generation X: Age 38-53	31% (192)	55% (341)	14% (89)	622
Boomers: Age 54-72	39% (271)	54% (377)	8% (55)	703
PID: Dem (no lean)	36% (271)	55% (420)	9% (69)	761
PID: Ind (no lean)	34% (265)	51% (397)	15% (115)	777
PID: Rep (no lean)	37% (247)	54% (357)	9% (58)	662
PID/Gender: Dem Men	35% (118)	58% (193)	7% (24)	336
PID/Gender: Dem Women	36% (153)	53% (227)	11% (45)	425
PID/Gender: Ind Men	37% (141)	50% (190)	13% (47)	378
PID/Gender: Ind Women	31% (124)	52% (207)	17% (68)	399
PID/Gender: Rep Men	38% (134)	56% (196)	5% (18)	348
PID/Gender: Rep Women	36% (113)	51% (161)	13% (41)	314
Ideo: Liberal (1-3)	38% (255)	54% (360)	8% (55)	670
Ideo: Moderate (4)	38% (196)	52% (263)	10% (51)	510
Ideo: Conservative (5-7)	37% (269)	55% (394)	8% (58)	721
Educ: < College	31% (467)	56% (844)	13% (202)	1512
Educ: Bachelors degree	46% (203)	48% (211)	7% (29)	444
Educ: Post-grad	46% (113)	49% (120)	5% (11)	244

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**Table CNBC3\_14:** Please state whether you currently do the following:  
Save for healthcare costs

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	36% (783)	53% (1175)	11% (243)	2200
Income: Under 50k	29% (357)	56% (700)	15% (187)	1244
Income: 50k-100k	42% (270)	51% (327)	7% (45)	641
Income: 100k+	50% (156)	47% (148)	3% (10)	315
Ethnicity: White	36% (613)	54% (937)	10% (172)	1722
Ethnicity: Hispanic	38% (131)	48% (167)	15% (51)	349
Ethnicity: Afr. Am.	31% (86)	55% (151)	14% (37)	274
Ethnicity: Other	41% (84)	42% (86)	17% (34)	204
Relig: Protestant	41% (177)	53% (228)	5% (23)	428
Relig: Roman Catholic	40% (170)	51% (219)	9% (41)	431
Relig: Ath./Agn./None	33% (225)	54% (375)	13% (92)	692
Relig: Something Else	34% (131)	52% (197)	14% (52)	380
Relig: Jewish	45% (20)	50% (22)	5% (2)	45
Relig: Evangelical	35% (192)	54% (294)	10% (57)	543
Relig: Non-Evang. Catholics	40% (235)	53% (308)	7% (42)	585
Relig: All Christian	38% (427)	53% (603)	9% (98)	1128
Relig: All Non-Christian	33% (356)	53% (572)	13% (144)	1072
Community: Urban	36% (184)	52% (265)	12% (61)	509
Community: Suburban	37% (410)	52% (573)	11% (121)	1104
Community: Rural	32% (189)	57% (337)	10% (61)	586
Employ: Private Sector	40% (281)	54% (381)	6% (42)	704
Employ: Government	39% (59)	51% (77)	10% (14)	151
Employ: Self-Employed	37% (76)	51% (104)	12% (24)	204
Employ: Homemaker	33% (50)	51% (79)	16% (25)	153
Employ: Student	43% (60)	44% (61)	13% (18)	140
Employ: Retired	39% (175)	55% (247)	7% (31)	454
Employ: Unemployed	17% (29)	57% (98)	26% (45)	172
Employ: Other	24% (53)	57% (127)	20% (44)	223
Military HH: Yes	36% (130)	58% (209)	6% (21)	360
Military HH: No	35% (652)	52% (966)	12% (222)	1840

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**Table CNBC3\_14:** Please state whether you currently do the following:  
Save for healthcare costs

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	36% (783)	53% (1175)	11% (243)	2200
RD/WT: Right Direction	38% (327)	51% (438)	10% (88)	853
RD/WT: Wrong Track	34% (455)	55% (737)	11% (155)	1347
Trump Job Approve	38% (335)	53% (469)	10% (85)	889
Trump Job Disapprove	36% (422)	55% (648)	9% (111)	1181
Trump Job Strongly Approve	39% (182)	54% (250)	7% (35)	467
Trump Job Somewhat Approve	36% (152)	52% (219)	12% (50)	421
Trump Job Somewhat Disapprove	32% (92)	56% (162)	12% (35)	288
Trump Job Strongly Disapprove	37% (330)	54% (486)	9% (77)	893
Favorable of Trump	38% (332)	53% (466)	9% (76)	873
Unfavorable of Trump	36% (417)	56% (651)	8% (97)	1165
Very Favorable of Trump	39% (201)	51% (265)	11% (56)	521
Somewhat Favorable of Trump	37% (131)	57% (201)	6% (20)	352
Somewhat Unfavorable of Trump	34% (78)	54% (123)	11% (26)	228
Very Unfavorable of Trump	36% (338)	56% (528)	8% (71)	937
#1 Issue: Economy	35% (199)	56% (325)	9% (51)	575
#1 Issue: Security	37% (166)	52% (231)	11% (48)	444
#1 Issue: Health Care	36% (157)	55% (235)	9% (39)	431
#1 Issue: Medicare / Social Security	40% (108)	48% (130)	13% (34)	272
#1 Issue: Women's Issues	33% (38)	51% (58)	16% (18)	114
#1 Issue: Education	33% (47)	56% (79)	11% (16)	142
#1 Issue: Energy	39% (47)	50% (60)	11% (13)	120
#1 Issue: Other	21% (21)	56% (58)	23% (24)	102
2018 House Vote: Democrat	40% (309)	52% (398)	8% (61)	768
2018 House Vote: Republican	39% (269)	53% (369)	8% (52)	690
2018 House Vote: Someone else	29% (28)	56% (54)	15% (14)	96
2018 House Vote: Didnt Vote	27% (174)	55% (349)	18% (116)	639
2016 Vote: Hillary Clinton	38% (258)	53% (360)	8% (55)	673
2016 Vote: Donald Trump	39% (264)	55% (373)	7% (47)	685
2016 Vote: Someone else	39% (63)	52% (83)	9% (15)	161
2016 Vote: Didnt Vote	29% (196)	53% (358)	18% (120)	673

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**Table CNBC3\_14:** Please state whether you currently do the following:  
 Save for healthcare costs

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	36% (783)	53% (1175)	11% (243)	2200
Voted in 2014: Yes	39% (523)	53% (714)	8% (101)	1338
Voted in 2014: No	30% (260)	53% (460)	16% (142)	862
2012 Vote: Barack Obama	37% (294)	55% (437)	8% (66)	797
2012 Vote: Mitt Romney	40% (210)	53% (282)	7% (39)	531
2012 Vote: Other	35% (30)	56% (48)	9% (7)	85
2012 Vote: Didn't Vote	32% (246)	52% (404)	17% (130)	781
4-Region: Northeast	32% (127)	57% (222)	11% (44)	394
4-Region: Midwest	31% (144)	58% (270)	11% (49)	462
4-Region: South	38% (313)	52% (426)	10% (86)	824
4-Region: West	38% (198)	49% (257)	12% (65)	520
No CC	28% (202)	54% (397)	18% (130)	728

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

**Table CNBC4:** [AMONG RESPONDENTS WITH AN EMERGENCY FUND] Thinking about your emergency fund, would you say you have at least three months of living expenses saved?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (631)	36% (385)	6% (61)	1077
Gender: Male	63% (351)	33% (184)	4% (23)	558
Gender: Female	54% (280)	39% (201)	7% (38)	518
Age: 18-29	41% (89)	51% (110)	8% (17)	215
Age: 30-44	51% (124)	46% (111)	3% (6)	242
Age: 45-54	54% (97)	36% (64)	9% (17)	178
Age: 55-64	66% (121)	28% (52)	5% (10)	183
Age: 65+	77% (200)	18% (48)	4% (12)	259
Generation Z: 18-21	40% (35)	45% (40)	15% (13)	88
Millennial: Age 22-37	44% (114)	53% (135)	3% (7)	256
Generation X: Age 38-53	56% (155)	38% (104)	6% (17)	275
Boomers: Age 54-72	71% (272)	24% (92)	5% (18)	382
PID: Dem (no lean)	54% (198)	40% (145)	6% (23)	367
PID: Ind (no lean)	53% (187)	42% (147)	5% (17)	351
PID: Rep (no lean)	68% (246)	26% (92)	6% (22)	360
PID/Gender: Dem Men	52% (88)	42% (72)	6% (10)	170
PID/Gender: Dem Women	56% (110)	38% (74)	6% (13)	196
PID/Gender: Ind Men	64% (122)	33% (63)	3% (6)	191
PID/Gender: Ind Women	41% (65)	52% (84)	7% (11)	160
PID/Gender: Rep Men	71% (141)	25% (49)	4% (8)	197
PID/Gender: Rep Women	65% (105)	27% (43)	9% (14)	162
Ideo: Liberal (1-3)	55% (182)	39% (131)	6% (20)	333
Ideo: Moderate (4)	58% (150)	38% (99)	4% (10)	259
Ideo: Conservative (5-7)	67% (273)	27% (111)	5% (21)	406
Educ: < College	50% (320)	42% (270)	7% (46)	636
Educ: Bachelors degree	69% (188)	28% (77)	3% (8)	273
Educ: Post-grad	73% (123)	22% (37)	5% (8)	167

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**Table CNBC4:** [AMONG RESPONDENTS WITH AN EMERGENCY FUND] Thinking about your emergency fund, would you say you have at least three months of living expenses saved?

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	59%	(631)	36%	(385)	6%	(61)	1077
Income: Under 50k	45%	(216)	48%	(228)	7%	(35)	480
Income: 50k-100k	66%	(245)	29%	(107)	6%	(21)	373
Income: 100k+	76%	(169)	22%	(49)	2%	(5)	224
Ethnicity: White	61%	(527)	34%	(291)	5%	(42)	860
Ethnicity: Hispanic	52%	(87)	40%	(67)	8%	(13)	167
Ethnicity: Afr. Am.	37%	(47)	55%	(70)	8%	(10)	127
Ethnicity: Other	64%	(58)	26%	(23)	10%	(9)	90
Relig: Protestant	64%	(162)	33%	(83)	4%	(10)	254
Relig: Roman Catholic	67%	(153)	28%	(64)	5%	(10)	228
Relig: Ath./Agn./None	54%	(161)	39%	(116)	7%	(20)	297
Relig: Something Else	60%	(106)	36%	(63)	4%	(8)	177
Relig: Jewish	92%	(22)	8%	(2)	—	(0)	24
Relig: Evangelical	53%	(148)	39%	(108)	9%	(24)	280
Relig: Non-Evang. Catholics	67%	(216)	30%	(97)	3%	(10)	323
Relig: All Christian	60%	(363)	34%	(206)	6%	(34)	603
Relig: All Non-Christian	56%	(268)	38%	(179)	6%	(27)	474
Community: Urban	50%	(126)	45%	(115)	5%	(13)	254
Community: Suburban	64%	(362)	30%	(172)	5%	(30)	564
Community: Rural	55%	(143)	38%	(98)	7%	(18)	259
Employ: Private Sector	60%	(229)	35%	(132)	5%	(18)	378
Employ: Government	59%	(51)	39%	(34)	2%	(2)	87
Employ: Self-Employed	57%	(62)	31%	(34)	12%	(13)	109
Employ: Homemaker	43%	(28)	51%	(33)	6%	(4)	65
Employ: Student	53%	(38)	39%	(27)	8%	(5)	70
Employ: Retired	74%	(180)	22%	(53)	5%	(12)	245
Employ: Unemployed	50%	(22)	45%	(20)	5%	(2)	43
Employ: Other	28%	(22)	65%	(52)	7%	(5)	79
Military HH: Yes	65%	(129)	30%	(59)	4%	(9)	197
Military HH: No	57%	(502)	37%	(325)	6%	(53)	880

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**Table CNBC4:** [AMONG RESPONDENTS WITH AN EMERGENCY FUND] Thinking about your emergency fund, would you say you have at least three months of living expenses saved?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	59% (631)	36% (385)	6% (61)	1077
RD/WT: Right Direction	62% (283)	33% (151)	5% (24)	458
RD/WT: Wrong Track	56% (348)	38% (233)	6% (37)	619
Trump Job Approve	64% (299)	31% (146)	5% (24)	470
Trump Job Disapprove	55% (314)	40% (227)	6% (32)	573
Trump Job Strongly Approve	66% (163)	30% (73)	4% (11)	247
Trump Job Somewhat Approve	61% (137)	33% (73)	6% (13)	223
Trump Job Somewhat Disapprove	45% (64)	44% (62)	12% (16)	143
Trump Job Strongly Disapprove	58% (250)	38% (165)	4% (15)	431
Favorable of Trump	62% (294)	32% (154)	6% (26)	474
Unfavorable of Trump	57% (322)	38% (213)	6% (32)	567
Very Favorable of Trump	64% (170)	30% (80)	6% (17)	268
Somewhat Favorable of Trump	60% (124)	36% (73)	4% (9)	206
Somewhat Unfavorable of Trump	47% (54)	42% (49)	11% (13)	116
Very Unfavorable of Trump	59% (268)	36% (164)	4% (19)	451
#1 Issue: Economy	63% (184)	32% (94)	4% (12)	291
#1 Issue: Security	65% (163)	29% (74)	6% (15)	251
#1 Issue: Health Care	47% (93)	49% (96)	4% (7)	196
#1 Issue: Medicare / Social Security	67% (89)	25% (34)	8% (10)	132
#1 Issue: Women's Issues	39% (19)	48% (24)	13% (7)	50
#1 Issue: Education	37% (30)	55% (44)	7% (6)	80
#1 Issue: Energy	64% (32)	29% (14)	7% (4)	50
#1 Issue: Other	82% (21)	15% (4)	3% (1)	26
2018 House Vote: Democrat	61% (234)	36% (138)	3% (13)	385
2018 House Vote: Republican	71% (288)	24% (98)	5% (18)	404
2018 House Vote: Someone else	51% (23)	41% (19)	8% (4)	45
2018 House Vote: Didnt Vote	36% (85)	54% (128)	11% (25)	239
2016 Vote: Hillary Clinton	60% (206)	37% (126)	4% (12)	344
2016 Vote: Donald Trump	69% (268)	26% (101)	5% (18)	388
2016 Vote: Someone else	63% (59)	31% (29)	6% (6)	93
2016 Vote: Didnt Vote	40% (98)	52% (128)	8% (21)	246

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**Table CNBC4:** [AMONG RESPONDENTS WITH AN EMERGENCY FUND] Thinking about your emergency fund, would you say you have at least three months of living expenses saved?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	59%	(631)	36%	(385)	6%	(61)	1077
Voted in 2014: Yes	66%	(481)	30%	(218)	4%	(26)	725
Voted in 2014: No	43%	(150)	47%	(167)	10%	(35)	352
2012 Vote: Barack Obama	59%	(228)	37%	(141)	4%	(15)	384
2012 Vote: Mitt Romney	73%	(229)	23%	(72)	4%	(13)	314
2012 Vote: Other	65%	(28)	34%	(15)	2%	(1)	44
2012 Vote: Didn't Vote	43%	(142)	47%	(156)	10%	(32)	330
4-Region: Northeast	61%	(113)	31%	(58)	8%	(14)	186
4-Region: Midwest	56%	(121)	41%	(89)	3%	(7)	217
4-Region: South	55%	(222)	40%	(160)	6%	(23)	405
4-Region: West	65%	(175)	28%	(77)	6%	(17)	269
No CC	40%	(96)	51%	(122)	9%	(21)	238

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

**Table CNBC5: Do you currently own any credit card or charge cards?**

Demographic	Yes	No	Total N
Adults	67% (1472)	33% (728)	2200
Gender: Male	71% (756)	29% (305)	1062
Gender: Female	63% (715)	37% (423)	1138
Age: 18-29	53% (251)	47% (223)	475
Age: 30-44	62% (334)	38% (204)	538
Age: 45-54	65% (253)	35% (138)	391
Age: 55-64	73% (261)	27% (99)	360
Age: 65+	85% (372)	15% (64)	436
Generation Z: 18-21	46% (87)	54% (102)	189
Millennial: Age 22-37	58% (331)	42% (235)	566
Generation X: Age 38-53	64% (400)	36% (222)	622
Boomers: Age 54-72	79% (555)	21% (148)	703
PID: Dem (no lean)	66% (500)	34% (260)	761
PID: Ind (no lean)	63% (490)	37% (287)	777
PID: Rep (no lean)	73% (482)	27% (181)	662
PID/Gender: Dem Men	67% (226)	33% (110)	336
PID/Gender: Dem Women	65% (275)	35% (150)	425
PID/Gender: Ind Men	70% (266)	30% (112)	378
PID/Gender: Ind Women	56% (224)	44% (175)	399
PID/Gender: Rep Men	76% (264)	24% (84)	348
PID/Gender: Rep Women	69% (217)	31% (97)	314
Ideo: Liberal (1-3)	68% (457)	32% (213)	670
Ideo: Moderate (4)	64% (326)	36% (184)	510
Ideo: Conservative (5-7)	77% (552)	23% (169)	721
Educ: < College	60% (906)	40% (607)	1512
Educ: Bachelors degree	80% (357)	20% (87)	444
Educ: Post-grad	86% (210)	14% (34)	244
Income: Under 50k	56% (691)	44% (553)	1244
Income: 50k-100k	80% (514)	20% (127)	641
Income: 100k+	85% (266)	15% (48)	315
Ethnicity: White	70% (1199)	30% (523)	1722

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**Table CNBC5: Do you currently own any credit card or charge cards?**

Demographic	Yes	No	Total N
Adults	67% (1472)	33% (728)	2200
Ethnicity: Hispanic	59% (207)	41% (142)	349
Ethnicity: Afr. Am.	56% (154)	44% (120)	274
Ethnicity: Other	58% (119)	42% (85)	204
Relig: Protestant	79% (336)	21% (92)	428
Relig: Roman Catholic	78% (335)	22% (96)	431
Relig: Ath./Agn./None	61% (420)	39% (272)	692
Relig: Something Else	62% (237)	38% (143)	380
Relig: Jewish	87% (39)	13% (6)	45
Relig: Evangelical	65% (351)	35% (192)	543
Relig: Non-Evang. Catholics	79% (464)	21% (120)	585
Relig: All Christian	72% (815)	28% (313)	1128
Relig: All Non-Christian	61% (656)	39% (415)	1072
Community: Urban	61% (311)	39% (198)	509
Community: Suburban	72% (794)	28% (311)	1104
Community: Rural	63% (367)	37% (219)	586
Employ: Private Sector	76% (535)	24% (169)	704
Employ: Government	76% (114)	24% (37)	151
Employ: Self-Employed	65% (132)	35% (72)	204
Employ: Homemaker	50% (77)	50% (76)	153
Employ: Student	48% (67)	52% (73)	140
Employ: Retired	80% (362)	20% (92)	454
Employ: Unemployed	36% (62)	64% (110)	172
Employ: Other	55% (123)	45% (100)	223
Military HH: Yes	78% (279)	22% (81)	360
Military HH: No	65% (1193)	35% (648)	1840
RD/WT: Right Direction	69% (590)	31% (263)	853
RD/WT: Wrong Track	65% (882)	35% (465)	1347
Trump Job Approve	69% (614)	31% (275)	889
Trump Job Disapprove	67% (793)	33% (388)	1181

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**Table CNBC5: Do you currently own any credit card or charge cards?**

Demographic	Yes	No	Total N
Adults	67% (1472)	33% (728)	2200
Trump Job Strongly Approve	73% (339)	27% (128)	467
Trump Job Somewhat Approve	65% (275)	35% (146)	421
Trump Job Somewhat Disapprove	69% (199)	31% (89)	288
Trump Job Strongly Disapprove	67% (594)	33% (299)	893
Favorable of Trump	71% (621)	29% (252)	873
Unfavorable of Trump	67% (783)	33% (382)	1165
Very Favorable of Trump	70% (367)	30% (154)	521
Somewhat Favorable of Trump	72% (254)	28% (98)	352
Somewhat Unfavorable of Trump	67% (152)	33% (75)	228
Very Unfavorable of Trump	67% (631)	33% (306)	937
#1 Issue: Economy	70% (401)	30% (174)	575
#1 Issue: Security	73% (323)	27% (121)	444
#1 Issue: Health Care	65% (279)	35% (152)	431
#1 Issue: Medicare / Social Security	74% (200)	26% (72)	272
#1 Issue: Women's Issues	49% (56)	51% (58)	114
#1 Issue: Education	64% (90)	36% (51)	142
#1 Issue: Energy	63% (76)	37% (44)	120
#1 Issue: Other	45% (46)	55% (56)	102
2018 House Vote: Democrat	72% (554)	28% (214)	768
2018 House Vote: Republican	80% (551)	20% (139)	690
2018 House Vote: Someone else	74% (71)	26% (25)	96
2018 House Vote: Didnt Vote	46% (292)	54% (347)	639
2016 Vote: Hillary Clinton	73% (489)	27% (184)	673
2016 Vote: Donald Trump	78% (532)	22% (152)	685
2016 Vote: Someone else	74% (120)	26% (41)	161
2016 Vote: Didnt Vote	49% (327)	51% (346)	673
Voted in 2014: Yes	75% (1000)	25% (338)	1338
Voted in 2014: No	55% (472)	45% (390)	862
2012 Vote: Barack Obama	72% (575)	28% (221)	797
2012 Vote: Mitt Romney	79% (422)	21% (109)	531
2012 Vote: Other	71% (60)	29% (25)	85
2012 Vote: Didn't Vote	52% (409)	48% (372)	781

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**Table CNBC5:** Do you currently own any credit card or charge cards?

Demographic	Yes		No		Total N
Adults	67%	(1472)	33%	(728)	2200
4-Region: Northeast	70%	(274)	30%	(120)	394
4-Region: Midwest	68%	(314)	32%	(148)	462
4-Region: South	64%	(525)	36%	(299)	824
4-Region: West	69%	(358)	31%	(161)	520
No CC	—	(0)	100%	(728)	728

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

**Table CNBC6:** [AMONG RESPONDENTS WITH A CREDIT CARD] *And do you own any credit card or charge cards that allow you to earn points, credits, rewards or rebates each time you use the card?*

Demographic	Yes	No	Total N
Adults	76% (1126)	24% (346)	1472
Gender: Male	79% (600)	21% (156)	756
Gender: Female	73% (525)	27% (190)	715
Age: 18-29	65% (164)	35% (88)	251
Age: 30-44	74% (247)	26% (87)	334
Age: 45-54	75% (188)	25% (64)	253
Age: 55-64	76% (198)	24% (64)	261
Age: 65+	88% (328)	12% (44)	372
Generation Z: 18-21	54% (47)	46% (40)	87
Millennial: Age 22-37	75% (248)	25% (82)	331
Generation X: Age 38-53	73% (290)	27% (109)	400
Boomers: Age 54-72	81% (449)	19% (106)	555
PID: Dem (no lean)	76% (378)	24% (122)	500
PID: Ind (no lean)	74% (360)	26% (130)	490
PID: Rep (no lean)	80% (387)	20% (94)	482
PID/Gender: Dem Men	80% (181)	20% (44)	226
PID/Gender: Dem Women	72% (197)	28% (78)	275
PID/Gender: Ind Men	76% (202)	24% (64)	266
PID/Gender: Ind Women	71% (158)	29% (66)	224
PID/Gender: Rep Men	82% (216)	18% (48)	264
PID/Gender: Rep Women	79% (171)	21% (46)	217
Ideo: Liberal (1-3)	76% (347)	24% (110)	457
Ideo: Moderate (4)	79% (257)	21% (69)	326
Ideo: Conservative (5-7)	79% (434)	21% (118)	552
Educ: < College	71% (642)	29% (263)	906
Educ: Bachelors degree	84% (301)	16% (56)	357
Educ: Post-grad	87% (183)	13% (27)	210

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**Table CNBC6:** [AMONG RESPONDENTS WITH A CREDIT CARD] And do you own any credit card or charge cards that allow you to earn points, credits, rewards or rebates each time you use the card?

Demographic	Yes	No	Total N
Adults	76% (1126)	24% (346)	1472
Income: Under 50k	69% (479)	31% (212)	691
Income: 50k-100k	81% (416)	19% (98)	514
Income: 100k+	87% (231)	13% (36)	266
Ethnicity: White	77% (920)	23% (279)	1199
Ethnicity: Hispanic	74% (153)	26% (54)	207
Ethnicity: Afr. Am.	68% (104)	32% (50)	154
Ethnicity: Other	85% (101)	15% (18)	119
Relig: Protestant	80% (270)	20% (66)	336
Relig: Roman Catholic	82% (275)	18% (60)	335
Relig: Ath./Agn./None	74% (313)	26% (107)	420
Relig: Something Else	73% (174)	27% (63)	237
Relig: Jewish	82% (32)	18% (7)	39
Relig: Evangelical	77% (271)	23% (80)	351
Relig: Non-Evang. Catholics	79% (368)	21% (96)	464
Relig: All Christian	78% (639)	22% (176)	815
Relig: All Non-Christian	74% (486)	26% (170)	656
Community: Urban	77% (239)	23% (72)	311
Community: Suburban	77% (613)	23% (181)	794
Community: Rural	75% (274)	25% (93)	367
Employ: Private Sector	75% (403)	25% (132)	535
Employ: Government	86% (98)	14% (16)	114
Employ: Self-Employed	80% (105)	20% (27)	132
Employ: Homemaker	72% (55)	28% (22)	77
Employ: Student	72% (48)	28% (19)	67
Employ: Retired	88% (319)	12% (43)	362
Employ: Unemployed	47% (29)	53% (33)	62
Employ: Other	56% (69)	44% (55)	123
Military HH: Yes	75% (211)	25% (68)	279
Military HH: No	77% (915)	23% (278)	1193
RD/WT: Right Direction	79% (466)	21% (124)	590
RD/WT: Wrong Track	75% (660)	25% (223)	882

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**Table CNBC6:** [AMONG RESPONDENTS WITH A CREDIT CARD] *And do you own any credit card or charge cards that allow you to earn points, credits, rewards or rebates each time you use the card?*

Demographic	Yes	No	Total N
Adults	76% (1126)	24% (346)	1472
Trump Job Approve	79% (484)	21% (130)	614
Trump Job Disapprove	76% (599)	24% (194)	793
Trump Job Strongly Approve	76% (259)	24% (80)	339
Trump Job Somewhat Approve	82% (225)	18% (50)	275
Trump Job Somewhat Disapprove	71% (142)	29% (57)	199
Trump Job Strongly Disapprove	77% (457)	23% (137)	594
Favorable of Trump	79% (490)	21% (131)	621
Unfavorable of Trump	76% (596)	24% (188)	783
Very Favorable of Trump	77% (281)	23% (86)	367
Somewhat Favorable of Trump	82% (209)	18% (45)	254
Somewhat Unfavorable of Trump	70% (107)	30% (45)	152
Very Unfavorable of Trump	77% (489)	23% (142)	631
#1 Issue: Economy	75% (300)	25% (101)	401
#1 Issue: Security	78% (252)	22% (71)	323
#1 Issue: Health Care	77% (215)	23% (64)	279
#1 Issue: Medicare / Social Security	81% (163)	19% (37)	200
#1 Issue: Women's Issues	73% (41)	27% (15)	56
#1 Issue: Education	74% (67)	26% (23)	90
#1 Issue: Energy	69% (52)	31% (24)	76
#1 Issue: Other	76% (35)	24% (11)	46
2018 House Vote: Democrat	80% (441)	20% (113)	554
2018 House Vote: Republican	81% (446)	19% (105)	551
2018 House Vote: Someone else	68% (48)	32% (23)	71
2018 House Vote: Didnt Vote	64% (188)	36% (104)	292
2016 Vote: Hillary Clinton	80% (393)	20% (96)	489
2016 Vote: Donald Trump	80% (425)	20% (107)	532
2016 Vote: Someone else	75% (89)	25% (31)	120
2016 Vote: Didnt Vote	66% (217)	34% (110)	327
Voted in 2014: Yes	81% (813)	19% (187)	1000
Voted in 2014: No	66% (313)	34% (159)	472

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**Table CNBC6:** [AMONG RESPONDENTS WITH A CREDIT CARD] *And do you own any credit card or charge cards that allow you to earn points, credits, rewards or rebates each time you use the card?*

Demographic	Yes		No		Total N
Adults	76%	(1126)	24%	(346)	1472
2012 Vote: Barack Obama	79%	(452)	21%	(123)	575
2012 Vote: Mitt Romney	83%	(352)	17%	(70)	422
2012 Vote: Other	78%	(47)	22%	(13)	60
2012 Vote: Didn't Vote	66%	(269)	34%	(140)	409
4-Region: Northeast	81%	(220)	19%	(53)	274
4-Region: Midwest	75%	(236)	25%	(78)	314
4-Region: South	76%	(397)	24%	(128)	525
4-Region: West	76%	(272)	24%	(86)	358
No CC	—	(0)	—	(0)	0

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

**Table CNBC7\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Cash back credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	60% (880)	34% (498)	6% (94)	1472
Gender: Male	62% (472)	32% (245)	5% (39)	756
Gender: Female	57% (408)	35% (253)	8% (55)	715
Age: 18-29	49% (124)	41% (103)	10% (25)	251
Age: 30-44	58% (194)	34% (114)	8% (25)	334
Age: 45-54	57% (143)	37% (93)	6% (16)	253
Age: 55-64	56% (147)	39% (102)	5% (12)	261
Age: 65+	73% (271)	23% (86)	4% (16)	372
Generation Z: 18-21	49% (43)	36% (31)	15% (13)	87
Millennial: Age 22-37	54% (178)	38% (125)	8% (27)	331
Generation X: Age 38-53	56% (225)	37% (148)	7% (26)	400
Boomers: Age 54-72	64% (356)	32% (176)	4% (23)	555
PID: Dem (no lean)	62% (311)	33% (167)	4% (22)	500
PID: Ind (no lean)	57% (277)	35% (170)	9% (43)	490
PID: Rep (no lean)	61% (292)	33% (161)	6% (29)	482
PID/Gender: Dem Men	63% (143)	33% (75)	3% (8)	226
PID/Gender: Dem Women	61% (168)	33% (92)	5% (15)	275
PID/Gender: Ind Men	60% (161)	32% (85)	8% (20)	266
PID/Gender: Ind Women	52% (116)	38% (85)	10% (22)	224
PID/Gender: Rep Men	64% (168)	32% (85)	4% (11)	264
PID/Gender: Rep Women	57% (123)	35% (76)	8% (18)	217
Ideo: Liberal (1-3)	61% (278)	34% (155)	5% (24)	457
Ideo: Moderate (4)	65% (213)	31% (100)	4% (13)	326
Ideo: Conservative (5-7)	60% (331)	34% (189)	6% (33)	552
Educ: < College	54% (492)	38% (346)	8% (68)	906
Educ: Bachelors degree	66% (235)	29% (104)	5% (18)	357
Educ: Post-grad	73% (153)	23% (48)	4% (8)	210

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**Table CNBC7\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Cash back credit card

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	60%	(880)	34%	(498)	6%	(94)	1472
Income: Under 50k	54%	(375)	39%	(268)	7%	(49)	691
Income: 50k-100k	61%	(316)	32%	(163)	7%	(35)	514
Income: 100k+	71%	(189)	25%	(67)	4%	(10)	266
Ethnicity: White	60%	(713)	35%	(417)	6%	(68)	1199
Ethnicity: Hispanic	60%	(125)	34%	(69)	6%	(13)	207
Ethnicity: Afr. Am.	60%	(93)	31%	(48)	8%	(13)	154
Ethnicity: Other	62%	(73)	27%	(32)	11%	(13)	119
Relig: Protestant	62%	(209)	34%	(114)	4%	(13)	336
Relig: Roman Catholic	65%	(218)	28%	(95)	6%	(21)	335
Relig: Ath./Agn./None	56%	(235)	36%	(150)	8%	(35)	420
Relig: Something Else	66%	(155)	31%	(72)	4%	(9)	237
Relig: Jewish	82%	(32)	18%	(7)	—	(0)	39
Relig: Evangelical	57%	(201)	36%	(125)	7%	(25)	351
Relig: Non-Evang. Catholics	62%	(289)	32%	(150)	5%	(25)	464
Relig: All Christian	60%	(490)	34%	(275)	6%	(50)	815
Relig: All Non-Christian	59%	(390)	34%	(223)	7%	(44)	656
Community: Urban	62%	(192)	32%	(100)	6%	(18)	311
Community: Suburban	60%	(477)	33%	(265)	6%	(51)	794
Community: Rural	57%	(210)	36%	(133)	7%	(25)	367
Employ: Private Sector	60%	(323)	36%	(191)	4%	(21)	535
Employ: Government	63%	(72)	31%	(35)	6%	(7)	114
Employ: Self-Employed	49%	(65)	45%	(60)	5%	(7)	132
Employ: Homemaker	47%	(36)	38%	(29)	15%	(12)	77
Employ: Student	63%	(42)	19%	(13)	18%	(12)	67
Employ: Retired	73%	(263)	22%	(81)	5%	(17)	362
Employ: Unemployed	39%	(24)	52%	(32)	9%	(5)	62
Employ: Other	44%	(54)	46%	(57)	10%	(13)	123
Military HH: Yes	60%	(167)	35%	(97)	6%	(15)	279
Military HH: No	60%	(713)	34%	(401)	7%	(79)	1193

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**Table CNBC7\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Cash back credit card

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	60%	(880)	34%	(498)	6%	(94)	1472
RD/WT: Right Direction	61%	(359)	33%	(192)	7%	(39)	590
RD/WT: Wrong Track	59%	(521)	35%	(306)	6%	(55)	882
Trump Job Approve	61%	(374)	33%	(205)	6%	(35)	614
Trump Job Disapprove	59%	(471)	35%	(279)	5%	(42)	793
Trump Job Strongly Approve	59%	(200)	36%	(122)	5%	(17)	339
Trump Job Somewhat Approve	63%	(174)	30%	(83)	6%	(18)	275
Trump Job Somewhat Disapprove	55%	(108)	38%	(76)	7%	(14)	199
Trump Job Strongly Disapprove	61%	(363)	34%	(203)	5%	(28)	594
Favorable of Trump	60%	(371)	35%	(216)	5%	(34)	621
Unfavorable of Trump	61%	(479)	34%	(264)	5%	(40)	783
Very Favorable of Trump	56%	(207)	38%	(138)	6%	(22)	367
Somewhat Favorable of Trump	65%	(164)	31%	(78)	5%	(12)	254
Somewhat Unfavorable of Trump	51%	(77)	42%	(64)	7%	(11)	152
Very Unfavorable of Trump	64%	(402)	32%	(200)	5%	(29)	631
#1 Issue: Economy	58%	(233)	38%	(152)	4%	(16)	401
#1 Issue: Security	59%	(192)	35%	(112)	6%	(20)	323
#1 Issue: Health Care	64%	(178)	30%	(84)	6%	(17)	279
#1 Issue: Medicare / Social Security	65%	(129)	30%	(60)	5%	(11)	200
#1 Issue: Women's Issues	46%	(26)	46%	(26)	8%	(4)	56
#1 Issue: Education	60%	(54)	25%	(23)	15%	(13)	90
#1 Issue: Energy	58%	(44)	34%	(26)	8%	(6)	76
#1 Issue: Other	52%	(24)	33%	(15)	16%	(7)	46
2018 House Vote: Democrat	64%	(355)	32%	(179)	4%	(20)	554
2018 House Vote: Republican	64%	(353)	31%	(168)	5%	(29)	551
2018 House Vote: Someone else	57%	(41)	33%	(23)	10%	(7)	71
2018 House Vote: Didnt Vote	44%	(129)	43%	(125)	13%	(37)	292
2016 Vote: Hillary Clinton	65%	(318)	32%	(154)	3%	(16)	489
2016 Vote: Donald Trump	62%	(333)	31%	(167)	6%	(32)	532
2016 Vote: Someone else	61%	(73)	34%	(40)	6%	(7)	120
2016 Vote: Didnt Vote	47%	(153)	41%	(135)	12%	(39)	327

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**Table CNBC7\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
 Cash back credit card

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	60%	(880)	34%	(498)	6%	(94)	1472
Voted in 2014: Yes	65%	(649)	31%	(313)	4%	(38)	1000
Voted in 2014: No	49%	(231)	39%	(185)	12%	(56)	472
2012 Vote: Barack Obama	64%	(368)	32%	(184)	4%	(23)	575
2012 Vote: Mitt Romney	68%	(286)	28%	(118)	4%	(18)	422
2012 Vote: Other	51%	(31)	44%	(26)	5%	(3)	60
2012 Vote: Didn't Vote	47%	(191)	41%	(169)	12%	(50)	409
4-Region: Northeast	67%	(184)	25%	(68)	8%	(22)	274
4-Region: Midwest	58%	(181)	35%	(110)	7%	(23)	314
4-Region: South	57%	(299)	37%	(195)	6%	(31)	525
4-Region: West	60%	(216)	35%	(125)	5%	(18)	358
No CC	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC7\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
General rewards credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	48% (709)	43% (633)	9% (130)	1472
Gender: Male	47% (356)	46% (347)	7% (53)	756
Gender: Female	49% (353)	40% (285)	11% (77)	715
Age: 18-29	38% (95)	52% (130)	10% (26)	251
Age: 30-44	49% (162)	43% (144)	8% (28)	334
Age: 45-54	50% (126)	43% (108)	8% (19)	253
Age: 55-64	51% (134)	40% (104)	9% (23)	261
Age: 65+	51% (191)	39% (147)	9% (34)	372
Generation Z: 18-21	37% (32)	48% (42)	15% (13)	87
Millennial: Age 22-37	44% (146)	47% (157)	8% (28)	331
Generation X: Age 38-53	49% (196)	43% (174)	8% (30)	400
Boomers: Age 54-72	49% (271)	42% (236)	9% (48)	555
PID: Dem (no lean)	49% (246)	43% (213)	8% (41)	500
PID: Ind (no lean)	46% (225)	44% (216)	10% (50)	490
PID: Rep (no lean)	49% (238)	42% (204)	8% (39)	482
PID/Gender: Dem Men	47% (106)	46% (104)	7% (16)	226
PID/Gender: Dem Women	51% (140)	40% (109)	9% (25)	275
PID/Gender: Ind Men	47% (124)	46% (123)	7% (20)	266
PID/Gender: Ind Women	45% (101)	42% (93)	13% (30)	224
PID/Gender: Rep Men	48% (126)	46% (121)	7% (17)	264
PID/Gender: Rep Women	52% (112)	38% (83)	10% (22)	217
Ideo: Liberal (1-3)	50% (229)	42% (190)	8% (38)	457
Ideo: Moderate (4)	49% (159)	45% (145)	7% (22)	326
Ideo: Conservative (5-7)	50% (278)	43% (237)	7% (38)	552
Educ: < College	44% (403)	46% (413)	10% (90)	906
Educ: Bachelors degree	53% (189)	40% (142)	7% (25)	357
Educ: Post-grad	56% (118)	37% (77)	7% (14)	210

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**Table CNBC7\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*General rewards credit card*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	48% (709)	43% (633)	9% (130)	1472
Income: Under 50k	39% (272)	50% (343)	11% (76)	691
Income: 50k-100k	54% (278)	39% (199)	7% (37)	514
Income: 100k+	60% (159)	34% (91)	6% (17)	266
Ethnicity: White	49% (583)	43% (515)	8% (100)	1199
Ethnicity: Hispanic	53% (110)	40% (83)	7% (14)	207
Ethnicity: Afr. Am.	40% (62)	49% (76)	11% (16)	154
Ethnicity: Other	54% (64)	35% (41)	12% (14)	119
Relig: Protestant	48% (163)	43% (146)	8% (27)	336
Relig: Roman Catholic	54% (182)	37% (124)	9% (29)	335
Relig: Ath./Agn./None	47% (196)	44% (183)	10% (41)	420
Relig: Something Else	47% (110)	46% (109)	7% (17)	237
Relig: Jewish	57% (22)	41% (16)	1% (1)	39
Relig: Evangelical	47% (164)	44% (154)	10% (33)	351
Relig: Non-Evang. Catholics	51% (239)	40% (187)	8% (39)	464
Relig: All Christian	49% (402)	42% (341)	9% (72)	815
Relig: All Non-Christian	47% (307)	44% (292)	9% (58)	656
Community: Urban	43% (133)	47% (148)	10% (31)	311
Community: Suburban	52% (409)	40% (319)	8% (65)	794
Community: Rural	46% (167)	45% (165)	9% (34)	367
Employ: Private Sector	49% (265)	44% (237)	6% (34)	535
Employ: Government	56% (64)	37% (43)	7% (8)	114
Employ: Self-Employed	46% (60)	44% (58)	11% (14)	132
Employ: Homemaker	36% (28)	51% (40)	13% (10)	77
Employ: Student	43% (29)	43% (28)	14% (10)	67
Employ: Retired	53% (191)	37% (134)	10% (37)	362
Employ: Unemployed	38% (24)	54% (33)	8% (5)	62
Employ: Other	40% (49)	49% (60)	11% (14)	123
Military HH: Yes	49% (137)	43% (119)	8% (22)	279
Military HH: No	48% (572)	43% (513)	9% (108)	1193

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**Table CNBC7\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
General rewards credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	48% (709)	43% (633)	9% (130)	1472
RD/WT: Right Direction	50% (292)	42% (248)	8% (49)	590
RD/WT: Wrong Track	47% (417)	44% (384)	9% (81)	882
Trump Job Approve	50% (304)	43% (267)	7% (43)	614
Trump Job Disapprove	48% (382)	44% (347)	8% (64)	793
Trump Job Strongly Approve	49% (166)	45% (153)	6% (21)	339
Trump Job Somewhat Approve	50% (138)	41% (114)	8% (22)	275
Trump Job Somewhat Disapprove	48% (95)	42% (82)	11% (21)	199
Trump Job Strongly Disapprove	48% (288)	44% (264)	7% (42)	594
Favorable of Trump	49% (307)	44% (274)	6% (40)	621
Unfavorable of Trump	48% (380)	43% (336)	9% (68)	783
Very Favorable of Trump	47% (174)	46% (170)	6% (23)	367
Somewhat Favorable of Trump	53% (133)	41% (103)	7% (17)	254
Somewhat Unfavorable of Trump	48% (73)	43% (65)	9% (14)	152
Very Unfavorable of Trump	49% (307)	43% (270)	9% (54)	631
#1 Issue: Economy	48% (194)	46% (183)	6% (24)	401
#1 Issue: Security	53% (170)	41% (132)	6% (21)	323
#1 Issue: Health Care	47% (131)	44% (122)	9% (26)	279
#1 Issue: Medicare / Social Security	49% (98)	39% (78)	12% (24)	200
#1 Issue: Women's Issues	41% (23)	47% (26)	12% (7)	56
#1 Issue: Education	44% (40)	44% (40)	12% (11)	90
#1 Issue: Energy	47% (35)	42% (32)	12% (9)	76
#1 Issue: Other	39% (18)	41% (19)	20% (9)	46
2018 House Vote: Democrat	50% (276)	42% (233)	8% (46)	554
2018 House Vote: Republican	53% (291)	41% (226)	6% (34)	551
2018 House Vote: Someone else	46% (33)	41% (29)	13% (9)	71
2018 House Vote: Didnt Vote	37% (109)	49% (143)	14% (40)	292
2016 Vote: Hillary Clinton	51% (250)	41% (199)	8% (41)	489
2016 Vote: Donald Trump	51% (272)	42% (222)	7% (39)	532
2016 Vote: Someone else	50% (60)	41% (50)	9% (10)	120
2016 Vote: Didnt Vote	39% (126)	49% (162)	12% (40)	327

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**Table CNBC7\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*General rewards credit card*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	48%	(709)	43%	(633)	9%	(130)	1472
Voted in 2014: Yes	53%	(529)	40%	(404)	7%	(67)	1000
Voted in 2014: No	38%	(180)	48%	(228)	13%	(64)	472
2012 Vote: Barack Obama	51%	(295)	41%	(238)	7%	(43)	575
2012 Vote: Mitt Romney	55%	(232)	39%	(165)	6%	(25)	422
2012 Vote: Other	49%	(30)	46%	(28)	5%	(3)	60
2012 Vote: Didn't Vote	37%	(150)	49%	(201)	14%	(58)	409
4-Region: Northeast	48%	(131)	42%	(115)	10%	(28)	274
4-Region: Midwest	48%	(151)	43%	(136)	9%	(28)	314
4-Region: South	46%	(243)	45%	(236)	9%	(46)	525
4-Region: West	51%	(184)	41%	(146)	8%	(28)	358
No CC	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC7\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Travel rewards credit card*

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	25%	(364)	67%	(990)	8%	(118)	1472
Gender: Male	25%	(190)	68%	(515)	7%	(51)	756
Gender: Female	24%	(175)	66%	(474)	9%	(66)	715
Age: 18-29	24%	(60)	68%	(172)	8%	(20)	251
Age: 30-44	23%	(77)	69%	(229)	8%	(28)	334
Age: 45-54	22%	(56)	69%	(174)	9%	(23)	253
Age: 55-64	22%	(58)	70%	(182)	8%	(21)	261
Age: 65+	31%	(114)	62%	(232)	7%	(26)	372
Generation Z: 18-21	28%	(24)	65%	(56)	7%	(6)	87
Millennial: Age 22-37	23%	(75)	69%	(228)	9%	(28)	331
Generation X: Age 38-53	22%	(88)	69%	(277)	9%	(34)	400
Boomers: Age 54-72	28%	(154)	65%	(362)	7%	(39)	555
PID: Dem (no lean)	26%	(131)	68%	(339)	6%	(31)	500
PID: Ind (no lean)	21%	(101)	70%	(345)	9%	(44)	490
PID: Rep (no lean)	28%	(132)	64%	(306)	9%	(43)	482
PID/Gender: Dem Men	26%	(58)	68%	(154)	6%	(14)	226
PID/Gender: Dem Women	27%	(73)	67%	(184)	6%	(17)	275
PID/Gender: Ind Men	22%	(60)	71%	(189)	7%	(18)	266
PID/Gender: Ind Women	19%	(42)	70%	(156)	11%	(26)	224
PID/Gender: Rep Men	27%	(72)	65%	(172)	7%	(20)	264
PID/Gender: Rep Women	28%	(60)	62%	(134)	11%	(23)	217
Ideo: Liberal (1-3)	26%	(121)	67%	(305)	7%	(32)	457
Ideo: Moderate (4)	29%	(94)	65%	(213)	6%	(19)	326
Ideo: Conservative (5-7)	24%	(131)	70%	(385)	7%	(37)	552
Educ: < College	19%	(168)	72%	(652)	9%	(85)	906
Educ: Bachelors degree	31%	(109)	63%	(224)	6%	(23)	357
Educ: Post-grad	41%	(87)	54%	(113)	5%	(10)	210

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**Table CNBC7\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Travel rewards credit card*

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	25%	(364)	67%	(990)	8%	(118)	1472
Income: Under 50k	15%	(106)	74%	(514)	10%	(71)	691
Income: 50k-100k	26%	(133)	68%	(348)	6%	(33)	514
Income: 100k+	47%	(126)	48%	(127)	5%	(13)	266
Ethnicity: White	24%	(289)	68%	(820)	8%	(90)	1199
Ethnicity: Hispanic	21%	(44)	71%	(146)	8%	(16)	207
Ethnicity: Afr. Am.	26%	(40)	66%	(101)	9%	(13)	154
Ethnicity: Other	30%	(36)	57%	(68)	12%	(14)	119
Relig: Protestant	24%	(81)	69%	(230)	8%	(25)	336
Relig: Roman Catholic	25%	(85)	68%	(226)	7%	(24)	335
Relig: Ath./Agn./None	28%	(120)	63%	(265)	8%	(35)	420
Relig: Something Else	25%	(59)	69%	(164)	6%	(13)	237
Relig: Jewish	38%	(15)	62%	(24)	—	(0)	39
Relig: Evangelical	22%	(77)	68%	(240)	10%	(34)	351
Relig: Non-Evang. Catholics	23%	(109)	69%	(320)	8%	(35)	464
Relig: All Christian	23%	(186)	69%	(560)	8%	(69)	815
Relig: All Non-Christian	27%	(179)	65%	(429)	7%	(48)	656
Community: Urban	31%	(96)	60%	(186)	9%	(29)	311
Community: Suburban	26%	(205)	67%	(529)	8%	(60)	794
Community: Rural	17%	(64)	75%	(275)	8%	(29)	367
Employ: Private Sector	25%	(132)	69%	(369)	6%	(34)	535
Employ: Government	29%	(33)	62%	(71)	8%	(10)	114
Employ: Self-Employed	29%	(38)	65%	(86)	6%	(8)	132
Employ: Homemaker	22%	(17)	64%	(50)	14%	(10)	77
Employ: Student	28%	(18)	64%	(43)	9%	(6)	67
Employ: Retired	28%	(100)	66%	(237)	7%	(25)	362
Employ: Unemployed	14%	(9)	75%	(46)	11%	(7)	62
Employ: Other	14%	(17)	71%	(88)	15%	(19)	123
Military HH: Yes	24%	(68)	67%	(188)	8%	(23)	279
Military HH: No	25%	(296)	67%	(802)	8%	(94)	1193

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**Table CNBC7\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Travel rewards credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	25% (364)	67% (990)	8% (118)	1472
RD/WT: Right Direction	25% (146)	67% (393)	9% (50)	590
RD/WT: Wrong Track	25% (219)	68% (596)	8% (67)	882
Trump Job Approve	27% (163)	66% (403)	8% (48)	614
Trump Job Disapprove	24% (187)	70% (555)	6% (51)	793
Trump Job Strongly Approve	24% (80)	69% (235)	7% (25)	339
Trump Job Somewhat Approve	30% (83)	61% (168)	9% (24)	275
Trump Job Somewhat Disapprove	23% (45)	68% (135)	9% (19)	199
Trump Job Strongly Disapprove	24% (142)	71% (420)	5% (32)	594
Favorable of Trump	25% (155)	68% (421)	7% (45)	621
Unfavorable of Trump	25% (196)	68% (535)	7% (53)	783
Very Favorable of Trump	21% (77)	71% (262)	8% (28)	367
Somewhat Favorable of Trump	31% (78)	63% (159)	7% (17)	254
Somewhat Unfavorable of Trump	23% (34)	67% (103)	10% (15)	152
Very Unfavorable of Trump	26% (161)	68% (432)	6% (38)	631
#1 Issue: Economy	26% (103)	68% (275)	6% (24)	401
#1 Issue: Security	23% (74)	69% (223)	8% (26)	323
#1 Issue: Health Care	25% (70)	66% (185)	9% (24)	279
#1 Issue: Medicare / Social Security	25% (50)	67% (134)	8% (16)	200
#1 Issue: Women's Issues	30% (17)	61% (34)	9% (5)	56
#1 Issue: Education	19% (17)	68% (61)	13% (11)	90
#1 Issue: Energy	31% (23)	62% (47)	8% (6)	76
#1 Issue: Other	21% (10)	67% (31)	12% (5)	46
2018 House Vote: Democrat	26% (146)	67% (373)	6% (35)	554
2018 House Vote: Republican	29% (158)	65% (359)	6% (35)	551
2018 House Vote: Someone else	12% (9)	72% (51)	15% (11)	71
2018 House Vote: Didnt Vote	18% (51)	70% (205)	12% (36)	292
2016 Vote: Hillary Clinton	28% (136)	66% (321)	7% (32)	489
2016 Vote: Donald Trump	26% (140)	66% (349)	8% (43)	532
2016 Vote: Someone else	22% (26)	72% (87)	6% (7)	120
2016 Vote: Didnt Vote	18% (60)	71% (232)	11% (35)	327

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**Table CNBC7\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Travel rewards credit card*

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	25%	(364)	67%	(990)	8%	(118)	1472
Voted in 2014: Yes	27%	(275)	66%	(663)	6%	(63)	1000
Voted in 2014: No	19%	(90)	69%	(327)	12%	(55)	472
2012 Vote: Barack Obama	25%	(146)	67%	(388)	7%	(41)	575
2012 Vote: Mitt Romney	28%	(120)	66%	(277)	6%	(25)	422
2012 Vote: Other	27%	(16)	69%	(42)	4%	(2)	60
2012 Vote: Didn't Vote	20%	(81)	68%	(280)	12%	(48)	409
4-Region: Northeast	24%	(65)	69%	(189)	7%	(19)	274
4-Region: Midwest	21%	(65)	71%	(223)	8%	(26)	314
4-Region: South	24%	(127)	67%	(354)	8%	(44)	525
4-Region: West	30%	(108)	62%	(223)	8%	(28)	358
No CC	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC7\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Low interest credit card*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (469)	54% (802)	14% (201)	1472
Gender: Male	30% (225)	57% (430)	13% (101)	756
Gender: Female	34% (244)	52% (372)	14% (100)	715
Age: 18-29	31% (78)	56% (140)	13% (33)	251
Age: 30-44	29% (97)	60% (201)	11% (36)	334
Age: 45-54	33% (83)	56% (140)	12% (29)	253
Age: 55-64	34% (89)	54% (141)	12% (31)	261
Age: 65+	33% (121)	48% (179)	19% (72)	372
Generation Z: 18-21	26% (22)	56% (49)	18% (16)	87
Millennial: Age 22-37	30% (100)	59% (195)	11% (36)	331
Generation X: Age 38-53	32% (128)	57% (228)	11% (43)	400
Boomers: Age 54-72	35% (193)	51% (286)	14% (76)	555
PID: Dem (no lean)	32% (160)	56% (279)	12% (62)	500
PID: Ind (no lean)	32% (159)	54% (263)	14% (68)	490
PID: Rep (no lean)	31% (150)	54% (261)	15% (71)	482
PID/Gender: Dem Men	26% (58)	59% (133)	15% (34)	226
PID/Gender: Dem Women	37% (101)	53% (145)	10% (28)	275
PID/Gender: Ind Men	34% (89)	55% (147)	11% (30)	266
PID/Gender: Ind Women	31% (70)	52% (115)	17% (39)	224
PID/Gender: Rep Men	29% (77)	57% (150)	14% (37)	264
PID/Gender: Rep Women	34% (73)	51% (111)	15% (33)	217
Ideo: Liberal (1-3)	34% (154)	54% (248)	12% (55)	457
Ideo: Moderate (4)	35% (113)	54% (177)	11% (37)	326
Ideo: Conservative (5-7)	31% (169)	55% (303)	14% (80)	552
Educ: < College	32% (292)	54% (486)	14% (128)	906
Educ: Bachelors degree	31% (110)	56% (200)	13% (46)	357
Educ: Post-grad	32% (67)	55% (116)	13% (27)	210

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**Table CNBC7\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Low interest credit card*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (469)	54% (802)	14% (201)	1472
Income: Under 50k	28% (193)	56% (389)	16% (109)	691
Income: 50k-100k	36% (187)	52% (268)	11% (59)	514
Income: 100k+	33% (89)	54% (145)	12% (33)	266
Ethnicity: White	32% (379)	55% (662)	13% (158)	1199
Ethnicity: Hispanic	32% (67)	57% (118)	11% (23)	207
Ethnicity: Afr. Am.	36% (56)	47% (72)	17% (26)	154
Ethnicity: Other	29% (34)	57% (68)	14% (17)	119
Relig: Protestant	29% (96)	56% (190)	15% (50)	336
Relig: Roman Catholic	29% (97)	58% (195)	13% (42)	335
Relig: Ath./Agn./None	34% (143)	50% (211)	16% (66)	420
Relig: Something Else	35% (83)	55% (130)	10% (23)	237
Relig: Jewish	31% (12)	56% (22)	13% (5)	39
Relig: Evangelical	33% (116)	53% (185)	14% (50)	351
Relig: Non-Evang. Catholics	27% (127)	59% (276)	13% (62)	464
Relig: All Christian	30% (243)	57% (461)	14% (112)	815
Relig: All Non-Christian	34% (226)	52% (341)	14% (89)	656
Community: Urban	27% (84)	58% (179)	15% (47)	311
Community: Suburban	34% (273)	53% (419)	13% (102)	794
Community: Rural	30% (112)	55% (204)	14% (52)	367
Employ: Private Sector	33% (174)	58% (310)	10% (51)	535
Employ: Government	34% (39)	55% (63)	11% (12)	114
Employ: Self-Employed	30% (39)	57% (76)	13% (17)	132
Employ: Homemaker	33% (25)	53% (41)	15% (11)	77
Employ: Student	34% (23)	46% (30)	21% (14)	67
Employ: Retired	34% (125)	47% (169)	19% (69)	362
Employ: Unemployed	19% (12)	67% (41)	14% (9)	62
Employ: Other	26% (32)	59% (73)	15% (18)	123
Military HH: Yes	38% (107)	50% (139)	12% (33)	279
Military HH: No	30% (362)	56% (663)	14% (168)	1193

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**Table CNBC7\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Low interest credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (469)	54% (802)	14% (201)	1472
RD/WT: Right Direction	33% (194)	53% (311)	14% (85)	590
RD/WT: Wrong Track	31% (275)	56% (491)	13% (116)	882
Trump Job Approve	32% (198)	55% (339)	13% (77)	614
Trump Job Disapprove	32% (250)	56% (443)	12% (99)	793
Trump Job Strongly Approve	35% (120)	52% (176)	13% (44)	339
Trump Job Somewhat Approve	28% (78)	59% (163)	12% (33)	275
Trump Job Somewhat Disapprove	30% (59)	57% (113)	13% (26)	199
Trump Job Strongly Disapprove	32% (191)	56% (330)	12% (72)	594
Favorable of Trump	31% (194)	56% (350)	12% (77)	621
Unfavorable of Trump	33% (259)	55% (428)	12% (96)	783
Very Favorable of Trump	33% (120)	54% (197)	14% (50)	367
Somewhat Favorable of Trump	29% (74)	60% (152)	11% (27)	254
Somewhat Unfavorable of Trump	33% (50)	49% (75)	18% (27)	152
Very Unfavorable of Trump	33% (209)	56% (353)	11% (69)	631
#1 Issue: Economy	30% (119)	59% (238)	11% (45)	401
#1 Issue: Security	33% (106)	54% (174)	13% (43)	323
#1 Issue: Health Care	31% (87)	55% (153)	14% (39)	279
#1 Issue: Medicare / Social Security	36% (73)	47% (94)	17% (33)	200
#1 Issue: Women's Issues	28% (16)	58% (33)	13% (8)	56
#1 Issue: Education	38% (34)	43% (39)	19% (17)	90
#1 Issue: Energy	32% (24)	60% (45)	9% (7)	76
#1 Issue: Other	22% (10)	57% (26)	21% (10)	46
2018 House Vote: Democrat	35% (191)	54% (297)	12% (66)	554
2018 House Vote: Republican	34% (185)	54% (295)	13% (71)	551
2018 House Vote: Someone else	34% (24)	48% (34)	18% (13)	71
2018 House Vote: Didnt Vote	23% (69)	60% (174)	17% (49)	292
2016 Vote: Hillary Clinton	33% (161)	55% (267)	12% (61)	489
2016 Vote: Donald Trump	32% (173)	53% (285)	14% (75)	532
2016 Vote: Someone else	43% (52)	44% (53)	13% (15)	120
2016 Vote: Didnt Vote	25% (81)	60% (197)	15% (49)	327

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**Table CNBC7\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Low interest credit card*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	32%	(469)	54%	(802)	14%	(201)	1472
Voted in 2014: Yes	35%	(350)	52%	(522)	13%	(128)	1000
Voted in 2014: No	25%	(119)	59%	(281)	15%	(73)	472
2012 Vote: Barack Obama	34%	(195)	54%	(310)	12%	(70)	575
2012 Vote: Mitt Romney	36%	(152)	50%	(211)	14%	(58)	422
2012 Vote: Other	26%	(16)	63%	(38)	10%	(6)	60
2012 Vote: Didn't Vote	26%	(105)	59%	(239)	16%	(65)	409
4-Region: Northeast	26%	(72)	60%	(164)	14%	(37)	274
4-Region: Midwest	35%	(110)	52%	(164)	13%	(41)	314
4-Region: South	33%	(175)	51%	(268)	16%	(82)	525
4-Region: West	31%	(112)	57%	(206)	11%	(41)	358
No CC	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC7\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Balance transfer credit card*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	22% (324)	65% (953)	13% (194)	1472
Gender: Male	21% (160)	68% (513)	11% (83)	756
Gender: Female	23% (164)	62% (440)	16% (111)	715
Age: 18-29	22% (55)	63% (158)	15% (39)	251
Age: 30-44	22% (75)	66% (220)	12% (39)	334
Age: 45-54	21% (52)	68% (172)	11% (29)	253
Age: 55-64	22% (58)	66% (172)	12% (32)	261
Age: 65+	23% (84)	62% (232)	15% (56)	372
Generation Z: 18-21	25% (22)	59% (52)	16% (14)	87
Millennial: Age 22-37	22% (73)	64% (212)	14% (45)	331
Generation X: Age 38-53	21% (83)	68% (271)	12% (46)	400
Boomers: Age 54-72	23% (127)	65% (359)	12% (68)	555
PID: Dem (no lean)	24% (118)	64% (318)	13% (64)	500
PID: Ind (no lean)	20% (99)	66% (323)	14% (68)	490
PID: Rep (no lean)	22% (107)	65% (312)	13% (62)	482
PID/Gender: Dem Men	25% (56)	64% (145)	11% (24)	226
PID/Gender: Dem Women	23% (62)	63% (172)	15% (40)	275
PID/Gender: Ind Men	18% (48)	71% (189)	11% (30)	266
PID/Gender: Ind Women	23% (50)	60% (135)	17% (39)	224
PID/Gender: Rep Men	21% (56)	68% (179)	11% (29)	264
PID/Gender: Rep Women	24% (52)	61% (133)	15% (32)	217
Ideo: Liberal (1-3)	22% (101)	65% (296)	13% (60)	457
Ideo: Moderate (4)	24% (78)	62% (204)	14% (44)	326
Ideo: Conservative (5-7)	21% (114)	69% (381)	10% (57)	552
Educ: < College	22% (196)	64% (580)	14% (129)	906
Educ: Bachelors degree	23% (82)	65% (232)	12% (43)	357
Educ: Post-grad	22% (46)	67% (141)	11% (22)	210

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**Table CNBC7\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Balance transfer credit card*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	22% (324)	65% (953)	13% (194)	1472
Income: Under 50k	20% (141)	65% (446)	15% (104)	691
Income: 50k-100k	25% (127)	65% (335)	10% (53)	514
Income: 100k+	21% (57)	65% (173)	14% (37)	266
Ethnicity: White	21% (252)	66% (796)	13% (151)	1199
Ethnicity: Hispanic	26% (53)	62% (128)	13% (26)	207
Ethnicity: Afr. Am.	33% (51)	54% (84)	13% (19)	154
Ethnicity: Other	18% (21)	62% (73)	20% (24)	119
Relig: Protestant	18% (62)	70% (236)	11% (38)	336
Relig: Roman Catholic	25% (84)	62% (207)	13% (44)	335
Relig: Ath./Agn./None	21% (88)	64% (269)	15% (63)	420
Relig: Something Else	23% (54)	66% (156)	11% (27)	237
Relig: Jewish	29% (11)	58% (22)	13% (5)	39
Relig: Evangelical	23% (81)	64% (226)	12% (43)	351
Relig: Non-Evang. Catholics	22% (100)	65% (303)	13% (61)	464
Relig: All Christian	22% (182)	65% (529)	13% (105)	815
Relig: All Non-Christian	22% (142)	65% (424)	14% (90)	656
Community: Urban	22% (70)	65% (202)	13% (39)	311
Community: Suburban	22% (176)	64% (511)	13% (106)	794
Community: Rural	21% (78)	65% (240)	13% (49)	367
Employ: Private Sector	24% (126)	66% (355)	10% (54)	535
Employ: Government	23% (27)	67% (76)	10% (11)	114
Employ: Self-Employed	19% (25)	72% (95)	9% (12)	132
Employ: Homemaker	10% (8)	70% (54)	21% (16)	77
Employ: Student	28% (19)	51% (34)	21% (14)	67
Employ: Retired	25% (89)	60% (216)	16% (57)	362
Employ: Unemployed	7% (4)	74% (45)	20% (12)	62
Employ: Other	22% (27)	64% (79)	14% (17)	123
Military HH: Yes	24% (67)	67% (186)	10% (27)	279
Military HH: No	22% (257)	64% (768)	14% (168)	1193

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**Table CNBC7\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Balance transfer credit card*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	22% (324)	65% (953)	13% (194)	1472
RD/WT: Right Direction	24% (143)	63% (370)	13% (76)	590
RD/WT: Wrong Track	20% (181)	66% (583)	13% (118)	882
Trump Job Approve	24% (146)	64% (395)	12% (73)	614
Trump Job Disapprove	20% (161)	67% (535)	12% (97)	793
Trump Job Strongly Approve	25% (84)	64% (216)	12% (40)	339
Trump Job Somewhat Approve	23% (62)	65% (179)	12% (34)	275
Trump Job Somewhat Disapprove	18% (35)	68% (136)	14% (27)	199
Trump Job Strongly Disapprove	21% (126)	67% (399)	12% (70)	594
Favorable of Trump	23% (143)	66% (407)	11% (71)	621
Unfavorable of Trump	21% (166)	66% (519)	13% (98)	783
Very Favorable of Trump	23% (85)	65% (240)	12% (42)	367
Somewhat Favorable of Trump	23% (58)	66% (167)	11% (29)	254
Somewhat Unfavorable of Trump	18% (27)	67% (102)	15% (23)	152
Very Unfavorable of Trump	22% (139)	66% (417)	12% (75)	631
#1 Issue: Economy	18% (71)	71% (283)	12% (48)	401
#1 Issue: Security	22% (71)	68% (219)	10% (33)	323
#1 Issue: Health Care	24% (67)	61% (170)	15% (41)	279
#1 Issue: Medicare / Social Security	24% (49)	60% (121)	15% (31)	200
#1 Issue: Women's Issues	22% (13)	64% (36)	14% (8)	56
#1 Issue: Education	26% (24)	54% (49)	20% (18)	90
#1 Issue: Energy	27% (21)	63% (48)	10% (8)	76
#1 Issue: Other	21% (10)	61% (28)	18% (8)	46
2018 House Vote: Democrat	22% (124)	65% (360)	13% (71)	554
2018 House Vote: Republican	23% (128)	66% (361)	11% (61)	551
2018 House Vote: Someone else	15% (11)	64% (46)	20% (14)	71
2018 House Vote: Didnt Vote	20% (60)	63% (185)	16% (47)	292
2016 Vote: Hillary Clinton	23% (111)	64% (314)	13% (64)	489
2016 Vote: Donald Trump	22% (118)	65% (346)	13% (68)	532
2016 Vote: Someone else	26% (31)	64% (76)	10% (13)	120
2016 Vote: Didnt Vote	19% (62)	66% (216)	15% (49)	327

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**Table CNBC7\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
*Balance transfer credit card*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	22%	(324)	65%	(953)	13%	(194)	1472
Voted in 2014: Yes	22%	(224)	65%	(653)	12%	(124)	1000
Voted in 2014: No	21%	(100)	64%	(301)	15%	(71)	472
2012 Vote: Barack Obama	23%	(133)	64%	(371)	12%	(71)	575
2012 Vote: Mitt Romney	21%	(90)	65%	(276)	13%	(56)	422
2012 Vote: Other	23%	(14)	71%	(43)	5%	(3)	60
2012 Vote: Didn't Vote	21%	(86)	63%	(259)	16%	(64)	409
4-Region: Northeast	18%	(48)	68%	(187)	14%	(38)	274
4-Region: Midwest	22%	(68)	64%	(200)	15%	(46)	314
4-Region: South	23%	(120)	65%	(343)	12%	(63)	525
4-Region: West	25%	(88)	62%	(224)	13%	(47)	358
No CC	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC7\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?  
Secured credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	30% (443)	55% (816)	14% (213)	1472
Gender: Male	27% (206)	61% (458)	12% (93)	756
Gender: Female	33% (237)	50% (358)	17% (120)	715
Age: 18-29	40% (101)	46% (116)	13% (34)	251
Age: 30-44	34% (113)	53% (177)	13% (44)	334
Age: 45-54	26% (65)	59% (149)	16% (40)	253
Age: 55-64	28% (74)	60% (156)	12% (31)	261
Age: 65+	24% (90)	59% (218)	17% (65)	372
Generation Z: 18-21	37% (32)	49% (43)	14% (12)	87
Millennial: Age 22-37	40% (132)	46% (153)	14% (47)	331
Generation X: Age 38-53	27% (107)	59% (235)	14% (57)	400
Boomers: Age 54-72	26% (144)	60% (335)	14% (76)	555
PID: Dem (no lean)	33% (167)	54% (270)	13% (64)	500
PID: Ind (no lean)	30% (148)	54% (264)	16% (79)	490
PID: Rep (no lean)	27% (128)	59% (283)	15% (70)	482
PID/Gender: Dem Men	32% (71)	57% (129)	11% (25)	226
PID/Gender: Dem Women	35% (96)	51% (141)	14% (38)	275
PID/Gender: Ind Men	28% (76)	59% (157)	13% (33)	266
PID/Gender: Ind Women	32% (72)	47% (106)	20% (45)	224
PID/Gender: Rep Men	22% (59)	65% (171)	13% (34)	264
PID/Gender: Rep Women	32% (69)	51% (112)	17% (36)	217
Ideo: Liberal (1-3)	31% (143)	56% (256)	13% (59)	457
Ideo: Moderate (4)	29% (96)	57% (184)	14% (46)	326
Ideo: Conservative (5-7)	29% (162)	57% (314)	14% (76)	552
Educ: < College	33% (296)	54% (487)	14% (123)	906
Educ: Bachelors degree	28% (98)	58% (205)	15% (53)	357
Educ: Post-grad	23% (48)	59% (124)	18% (37)	210

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**Table CNBC7\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?  
Secured credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	30% (443)	55% (816)	14% (213)	1472
Income: Under 50k	32% (223)	54% (376)	13% (91)	691
Income: 50k-100k	28% (142)	56% (289)	16% (84)	514
Income: 100k+	29% (78)	57% (151)	14% (38)	266
Ethnicity: White	27% (323)	58% (692)	15% (184)	1199
Ethnicity: Hispanic	40% (83)	52% (107)	8% (17)	207
Ethnicity: Afr. Am.	44% (68)	48% (74)	8% (12)	154
Ethnicity: Other	43% (52)	42% (50)	14% (17)	119
Relig: Protestant	21% (70)	63% (212)	16% (55)	336
Relig: Roman Catholic	36% (121)	50% (166)	14% (48)	335
Relig: Ath./Agn./None	28% (116)	56% (235)	16% (68)	420
Relig: Something Else	28% (65)	62% (146)	11% (26)	237
Relig: Jewish	8% (3)	82% (32)	10% (4)	39
Relig: Evangelical	37% (129)	51% (178)	13% (44)	351
Relig: Non-Evang. Catholics	28% (132)	56% (258)	16% (75)	464
Relig: All Christian	32% (261)	53% (435)	15% (119)	815
Relig: All Non-Christian	28% (182)	58% (381)	14% (94)	656
Community: Urban	32% (100)	55% (170)	13% (40)	311
Community: Suburban	28% (222)	57% (455)	15% (117)	794
Community: Rural	33% (120)	52% (191)	15% (56)	367
Employ: Private Sector	30% (158)	57% (303)	14% (74)	535
Employ: Government	31% (35)	56% (64)	13% (15)	114
Employ: Self-Employed	33% (43)	57% (75)	10% (14)	132
Employ: Homemaker	37% (29)	38% (29)	25% (19)	77
Employ: Student	41% (27)	42% (28)	18% (12)	67
Employ: Retired	24% (89)	59% (212)	17% (61)	362
Employ: Unemployed	35% (22)	60% (37)	5% (3)	62
Employ: Other	32% (39)	56% (68)	13% (15)	123
Military HH: Yes	25% (71)	59% (164)	16% (44)	279
Military HH: No	31% (372)	55% (652)	14% (169)	1193

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**Table CNBC7\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?  
Secured credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	30% (443)	55% (816)	14% (213)	1472
RD/WT: Right Direction	28% (167)	57% (337)	14% (85)	590
RD/WT: Wrong Track	31% (276)	54% (479)	14% (128)	882
Trump Job Approve	28% (171)	58% (358)	14% (85)	614
Trump Job Disapprove	31% (248)	55% (439)	13% (106)	793
Trump Job Strongly Approve	30% (102)	58% (195)	12% (42)	339
Trump Job Somewhat Approve	25% (68)	59% (163)	16% (44)	275
Trump Job Somewhat Disapprove	32% (64)	54% (107)	14% (27)	199
Trump Job Strongly Disapprove	31% (183)	56% (333)	13% (78)	594
Favorable of Trump	27% (171)	60% (372)	13% (78)	621
Unfavorable of Trump	32% (252)	53% (418)	14% (113)	783
Very Favorable of Trump	29% (106)	59% (215)	13% (46)	367
Somewhat Favorable of Trump	26% (65)	62% (157)	12% (32)	254
Somewhat Unfavorable of Trump	37% (57)	46% (70)	17% (26)	152
Very Unfavorable of Trump	31% (195)	55% (349)	14% (87)	631
#1 Issue: Economy	34% (135)	56% (223)	11% (43)	401
#1 Issue: Security	32% (103)	55% (179)	13% (41)	323
#1 Issue: Health Care	24% (67)	57% (160)	19% (52)	279
#1 Issue: Medicare / Social Security	26% (51)	60% (120)	14% (29)	200
#1 Issue: Women's Issues	22% (12)	60% (34)	18% (10)	56
#1 Issue: Education	40% (36)	46% (41)	15% (13)	90
#1 Issue: Energy	33% (25)	50% (38)	17% (13)	76
#1 Issue: Other	28% (13)	47% (22)	25% (12)	46
2018 House Vote: Democrat	32% (176)	55% (305)	13% (73)	554
2018 House Vote: Republican	27% (151)	60% (330)	13% (70)	551
2018 House Vote: Someone else	29% (20)	44% (31)	28% (20)	71
2018 House Vote: Didnt Vote	33% (95)	51% (148)	17% (49)	292
2016 Vote: Hillary Clinton	29% (142)	57% (277)	14% (70)	489
2016 Vote: Donald Trump	28% (149)	59% (313)	13% (70)	532
2016 Vote: Someone else	30% (37)	56% (67)	14% (17)	120
2016 Vote: Didnt Vote	35% (114)	48% (159)	17% (55)	327

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**Table CNBC7\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?  
Secured credit card

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	30%	(443)	55%	(816)	14%	(213)	1472
Voted in 2014: Yes	29%	(288)	58%	(577)	14%	(135)	1000
Voted in 2014: No	33%	(155)	51%	(239)	16%	(78)	472
2012 Vote: Barack Obama	31%	(178)	55%	(314)	14%	(83)	575
2012 Vote: Mitt Romney	25%	(104)	62%	(264)	13%	(54)	422
2012 Vote: Other	29%	(18)	60%	(36)	11%	(7)	60
2012 Vote: Didn't Vote	35%	(143)	49%	(198)	17%	(68)	409
4-Region: Northeast	30%	(81)	54%	(148)	16%	(45)	274
4-Region: Midwest	30%	(93)	53%	(166)	17%	(54)	314
4-Region: South	30%	(160)	57%	(299)	13%	(67)	525
4-Region: West	30%	(109)	57%	(203)	13%	(46)	358
No CC	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC7\_7: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Store or retail credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	50% (739)	45% (666)	5% (67)	1472
Gender: Male	45% (339)	51% (383)	5% (35)	756
Gender: Female	56% (400)	40% (283)	4% (32)	715
Age: 18-29	38% (95)	54% (135)	8% (21)	251
Age: 30-44	45% (151)	49% (164)	6% (19)	334
Age: 45-54	57% (143)	39% (98)	5% (11)	253
Age: 55-64	52% (135)	46% (121)	2% (5)	261
Age: 65+	58% (214)	40% (148)	3% (10)	372
Generation Z: 18-21	24% (21)	61% (53)	15% (13)	87
Millennial: Age 22-37	46% (152)	48% (158)	6% (21)	331
Generation X: Age 38-53	51% (205)	44% (177)	4% (18)	400
Boomers: Age 54-72	54% (301)	44% (242)	2% (12)	555
PID: Dem (no lean)	51% (255)	45% (226)	4% (19)	500
PID: Ind (no lean)	49% (238)	46% (224)	6% (29)	490
PID: Rep (no lean)	51% (247)	45% (216)	4% (19)	482
PID/Gender: Dem Men	46% (104)	50% (113)	4% (8)	226
PID/Gender: Dem Women	55% (151)	41% (113)	4% (11)	275
PID/Gender: Ind Men	43% (116)	50% (134)	6% (17)	266
PID/Gender: Ind Women	54% (122)	40% (90)	5% (12)	224
PID/Gender: Rep Men	45% (119)	51% (136)	3% (9)	264
PID/Gender: Rep Women	59% (127)	37% (80)	5% (10)	217
Ideo: Liberal (1-3)	50% (227)	46% (211)	4% (19)	457
Ideo: Moderate (4)	50% (161)	48% (155)	3% (10)	326
Ideo: Conservative (5-7)	52% (285)	45% (251)	3% (17)	552
Educ: < College	50% (455)	45% (403)	5% (48)	906
Educ: Bachelors degree	49% (174)	48% (170)	3% (12)	357
Educ: Post-grad	53% (110)	45% (93)	3% (6)	210

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**Table CNBC7\_7: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Store or retail credit card

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	50%	(739)	45%	(666)	5%	(67)	1472
Income: Under 50k	46%	(315)	49%	(338)	5%	(38)	691
Income: 50k-100k	54%	(280)	41%	(213)	4%	(22)	514
Income: 100k+	54%	(144)	43%	(115)	3%	(7)	266
Ethnicity: White	52%	(623)	44%	(530)	4%	(46)	1199
Ethnicity: Hispanic	54%	(112)	41%	(85)	4%	(9)	207
Ethnicity: Afr. Am.	45%	(70)	47%	(73)	7%	(11)	154
Ethnicity: Other	39%	(46)	53%	(63)	8%	(10)	119
Relig: Protestant	50%	(167)	48%	(162)	2%	(7)	336
Relig: Roman Catholic	52%	(173)	45%	(151)	3%	(11)	335
Relig: Ath./Agn./None	49%	(205)	44%	(186)	7%	(29)	420
Relig: Something Else	51%	(121)	43%	(103)	6%	(13)	237
Relig: Jewish	47%	(18)	52%	(20)	1%	(1)	39
Relig: Evangelical	51%	(180)	45%	(158)	4%	(13)	351
Relig: Non-Evang. Catholics	50%	(233)	47%	(220)	3%	(12)	464
Relig: All Christian	51%	(413)	46%	(378)	3%	(25)	815
Relig: All Non-Christian	50%	(326)	44%	(288)	6%	(42)	656
Community: Urban	46%	(144)	48%	(149)	6%	(19)	311
Community: Suburban	51%	(403)	45%	(359)	4%	(31)	794
Community: Rural	52%	(192)	43%	(158)	5%	(17)	367
Employ: Private Sector	53%	(285)	43%	(231)	4%	(19)	535
Employ: Government	46%	(53)	50%	(58)	3%	(4)	114
Employ: Self-Employed	44%	(58)	51%	(68)	5%	(6)	132
Employ: Homemaker	45%	(35)	49%	(38)	7%	(5)	77
Employ: Student	44%	(29)	46%	(30)	11%	(7)	67
Employ: Retired	57%	(206)	40%	(145)	3%	(10)	362
Employ: Unemployed	37%	(23)	59%	(37)	3%	(2)	62
Employ: Other	41%	(50)	48%	(60)	11%	(14)	123
Military HH: Yes	55%	(155)	42%	(117)	3%	(7)	279
Military HH: No	49%	(584)	46%	(549)	5%	(59)	1193

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**Table CNBC7\_7: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Store or retail credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	50% (739)	45% (666)	5% (67)	1472
RD/WT: Right Direction	51% (301)	45% (264)	4% (25)	590
RD/WT: Wrong Track	50% (438)	46% (402)	5% (42)	882
Trump Job Approve	52% (320)	44% (269)	4% (24)	614
Trump Job Disapprove	49% (389)	47% (376)	4% (28)	793
Trump Job Strongly Approve	52% (175)	46% (156)	3% (9)	339
Trump Job Somewhat Approve	53% (145)	41% (113)	6% (16)	275
Trump Job Somewhat Disapprove	53% (104)	43% (86)	4% (8)	199
Trump Job Strongly Disapprove	48% (285)	49% (289)	3% (20)	594
Favorable of Trump	53% (329)	44% (271)	3% (21)	621
Unfavorable of Trump	49% (385)	47% (371)	4% (28)	783
Very Favorable of Trump	51% (189)	46% (169)	3% (10)	367
Somewhat Favorable of Trump	55% (141)	40% (102)	4% (11)	254
Somewhat Unfavorable of Trump	53% (80)	45% (69)	2% (3)	152
Very Unfavorable of Trump	48% (305)	48% (302)	4% (24)	631
#1 Issue: Economy	48% (193)	49% (196)	3% (12)	401
#1 Issue: Security	51% (164)	47% (153)	2% (6)	323
#1 Issue: Health Care	51% (142)	44% (122)	5% (15)	279
#1 Issue: Medicare / Social Security	56% (112)	41% (82)	3% (6)	200
#1 Issue: Women's Issues	49% (28)	39% (22)	12% (7)	56
#1 Issue: Education	49% (44)	43% (39)	9% (8)	90
#1 Issue: Energy	49% (38)	45% (34)	6% (4)	76
#1 Issue: Other	42% (20)	39% (18)	18% (8)	46
2018 House Vote: Democrat	50% (276)	47% (261)	3% (17)	554
2018 House Vote: Republican	51% (282)	45% (250)	3% (18)	551
2018 House Vote: Someone else	60% (43)	34% (24)	6% (4)	71
2018 House Vote: Didnt Vote	47% (137)	44% (128)	9% (27)	292
2016 Vote: Hillary Clinton	50% (245)	47% (230)	3% (14)	489
2016 Vote: Donald Trump	53% (283)	44% (233)	3% (16)	532
2016 Vote: Someone else	53% (64)	43% (52)	4% (5)	120
2016 Vote: Didnt Vote	45% (146)	46% (151)	9% (31)	327

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**Table CNBC7\_7: [AMONG RESPONDENTS WITH A CREDIT CARD] And specifically, do you have any of the following types of credit cards?**  
Store or retail credit card

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	50% (739)	45% (666)	5% (67)	1472
Voted in 2014: Yes	52% (524)	45% (448)	3% (28)	1000
Voted in 2014: No	46% (215)	46% (218)	8% (38)	472
2012 Vote: Barack Obama	50% (287)	47% (271)	3% (17)	575
2012 Vote: Mitt Romney	54% (230)	43% (182)	2% (11)	422
2012 Vote: Other	54% (32)	45% (27)	2% (1)	60
2012 Vote: Didn't Vote	45% (184)	46% (187)	9% (38)	409
4-Region: Northeast	52% (143)	41% (114)	6% (17)	274
4-Region: Midwest	56% (177)	40% (126)	4% (11)	314
4-Region: South	45% (239)	50% (264)	4% (23)	525
4-Region: West	50% (180)	45% (163)	4% (15)	358
No CC	— (0)	— (0)	— (0)	0

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

**Table CNBC8\_1: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I'm worried about privacy*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	18%	(130)	16%	(119)	46%	(335)	20%	(144)	728
Gender: Male	14%	(44)	16%	(49)	49%	(150)	21%	(63)	305
Gender: Female	20%	(86)	17%	(71)	44%	(185)	19%	(81)	423
Age: 18-29	22%	(50)	16%	(36)	46%	(103)	15%	(34)	223
Age: 30-44	18%	(37)	20%	(40)	42%	(86)	20%	(41)	204
Age: 45-54	13%	(18)	17%	(24)	40%	(55)	30%	(41)	138
Age: 55-64	11%	(11)	10%	(10)	60%	(59)	19%	(19)	99
Age: 65+	24%	(15)	15%	(9)	48%	(31)	13%	(8)	64
Generation Z: 18-21	23%	(23)	12%	(12)	45%	(46)	20%	(21)	102
Millennial: Age 22-37	18%	(42)	20%	(48)	47%	(110)	15%	(36)	235
Generation X: Age 38-53	17%	(37)	17%	(38)	40%	(88)	27%	(60)	222
Boomers: Age 54-72	17%	(25)	11%	(16)	57%	(85)	15%	(23)	148
PID: Dem (no lean)	21%	(54)	13%	(33)	47%	(123)	20%	(51)	260
PID: Ind (no lean)	19%	(54)	16%	(47)	41%	(119)	23%	(67)	287
PID: Rep (no lean)	12%	(22)	22%	(39)	52%	(93)	15%	(26)	181
PID/Gender: Dem Men	19%	(21)	14%	(15)	50%	(55)	18%	(20)	110
PID/Gender: Dem Women	22%	(33)	12%	(18)	46%	(69)	20%	(31)	150
PID/Gender: Ind Men	14%	(15)	18%	(20)	43%	(48)	25%	(28)	112
PID/Gender: Ind Women	22%	(39)	15%	(27)	40%	(70)	22%	(39)	175
PID/Gender: Rep Men	10%	(8)	16%	(13)	56%	(47)	19%	(15)	84
PID/Gender: Rep Women	15%	(14)	27%	(26)	48%	(46)	11%	(11)	97
Ideo: Liberal (1-3)	13%	(29)	16%	(34)	53%	(113)	17%	(36)	213
Ideo: Moderate (4)	21%	(39)	19%	(36)	46%	(84)	14%	(25)	184
Ideo: Conservative (5-7)	17%	(29)	17%	(28)	50%	(85)	15%	(26)	169
Educ: < College	19%	(112)	16%	(94)	45%	(271)	21%	(129)	607
Educ: Bachelors degree	16%	(14)	22%	(19)	47%	(41)	14%	(12)	87
Educ: Post-grad	11%	(4)	16%	(6)	67%	(23)	6%	(2)	34

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**Table CNBC8\_1:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I'm worried about privacy*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	18%	(130)	16%	(119)	46%	(335)	20%	(144)	728
Income: Under 50k	18%	(99)	16%	(87)	43%	(237)	24%	(131)	553
Income: 50k-100k	19%	(24)	20%	(26)	52%	(66)	9%	(11)	127
Income: 100k+	15%	(7)	15%	(7)	67%	(32)	3%	(2)	48
Ethnicity: White	15%	(79)	17%	(90)	49%	(255)	19%	(99)	523
Ethnicity: Hispanic	17%	(24)	21%	(30)	44%	(62)	18%	(26)	142
Ethnicity: Afr. Am.	26%	(31)	13%	(16)	42%	(50)	19%	(23)	120
Ethnicity: Other	23%	(20)	16%	(13)	35%	(30)	26%	(22)	85
Relig: Protestant	18%	(16)	26%	(24)	44%	(41)	12%	(11)	92
Relig: Roman Catholic	13%	(12)	16%	(15)	56%	(54)	15%	(14)	96
Relig: Ath./Agn./None	19%	(52)	19%	(51)	40%	(109)	22%	(61)	272
Relig: Something Else	17%	(24)	13%	(19)	45%	(64)	26%	(37)	143
Relig: Jewish	—	(0)	—	(0)	62%	(4)	38%	(2)	6
Relig: Evangelical	18%	(34)	15%	(28)	50%	(97)	17%	(33)	192
Relig: Non-Evang. Catholics	17%	(20)	18%	(22)	55%	(66)	11%	(13)	120
Relig: All Christian	17%	(54)	16%	(50)	52%	(163)	15%	(46)	313
Relig: All Non-Christian	18%	(76)	17%	(70)	42%	(172)	23%	(98)	415
Community: Urban	19%	(37)	18%	(36)	45%	(88)	19%	(37)	198
Community: Suburban	16%	(51)	16%	(49)	49%	(151)	19%	(60)	311
Community: Rural	19%	(42)	16%	(35)	44%	(96)	21%	(46)	219
Employ: Private Sector	14%	(24)	21%	(35)	53%	(90)	12%	(20)	169
Employ: Government	23%	(8)	22%	(8)	41%	(15)	14%	(5)	37
Employ: Self-Employed	16%	(11)	20%	(15)	47%	(34)	17%	(12)	72
Employ: Homemaker	21%	(16)	22%	(17)	39%	(30)	18%	(13)	76
Employ: Student	28%	(21)	11%	(8)	51%	(37)	10%	(7)	73
Employ: Retired	12%	(11)	14%	(13)	53%	(49)	21%	(19)	92
Employ: Unemployed	19%	(21)	14%	(15)	40%	(44)	27%	(30)	110
Employ: Other	18%	(18)	8%	(8)	37%	(37)	37%	(37)	100
Military HH: Yes	19%	(16)	21%	(17)	50%	(40)	10%	(8)	81
Military HH: No	18%	(114)	16%	(103)	45%	(295)	21%	(136)	648

Continued on next page

**Table CNBC8\_1: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I'm worried about privacy*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	18%	(130)	16%	(119)	46%	(335)	20%	(144)	728
RD/WT: Right Direction	19%	(49)	18%	(48)	47%	(123)	16%	(43)	263
RD/WT: Wrong Track	17%	(81)	15%	(71)	46%	(212)	22%	(100)	465
Trump Job Approve	13%	(36)	19%	(52)	51%	(140)	17%	(47)	275
Trump Job Disapprove	19%	(74)	15%	(59)	47%	(181)	19%	(74)	388
Trump Job Strongly Approve	16%	(21)	19%	(24)	51%	(65)	14%	(18)	128
Trump Job Somewhat Approve	11%	(15)	19%	(28)	51%	(75)	19%	(29)	146
Trump Job Somewhat Disapprove	24%	(21)	12%	(10)	43%	(38)	22%	(20)	89
Trump Job Strongly Disapprove	18%	(53)	16%	(49)	48%	(143)	18%	(54)	299
Favorable of Trump	16%	(41)	20%	(49)	49%	(125)	15%	(37)	252
Unfavorable of Trump	18%	(71)	16%	(62)	48%	(183)	17%	(66)	382
Very Favorable of Trump	13%	(20)	19%	(29)	53%	(81)	16%	(24)	154
Somewhat Favorable of Trump	22%	(21)	21%	(21)	44%	(44)	13%	(13)	98
Somewhat Unfavorable of Trump	14%	(11)	20%	(15)	52%	(39)	14%	(10)	75
Very Unfavorable of Trump	20%	(60)	15%	(47)	47%	(144)	18%	(56)	306
#1 Issue: Economy	15%	(25)	15%	(27)	50%	(87)	20%	(34)	174
#1 Issue: Security	24%	(29)	14%	(17)	44%	(54)	18%	(22)	121
#1 Issue: Health Care	17%	(26)	16%	(24)	50%	(76)	17%	(26)	152
#1 Issue: Medicare / Social Security	15%	(11)	35%	(25)	41%	(29)	10%	(7)	72
#1 Issue: Women's Issues	21%	(12)	13%	(8)	40%	(23)	26%	(15)	58
#1 Issue: Education	25%	(13)	14%	(7)	54%	(28)	7%	(3)	51
#1 Issue: Energy	16%	(7)	16%	(7)	34%	(15)	34%	(15)	44
#1 Issue: Other	13%	(7)	8%	(5)	42%	(24)	37%	(20)	56
2018 House Vote: Democrat	18%	(39)	16%	(34)	48%	(103)	18%	(39)	214
2018 House Vote: Republican	14%	(19)	21%	(29)	49%	(69)	16%	(23)	139
2018 House Vote: Someone else	29%	(7)	15%	(4)	33%	(8)	23%	(6)	25
2018 House Vote: Didnt Vote	19%	(65)	15%	(53)	44%	(154)	22%	(75)	347

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**Table CNBC8\_1:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I'm worried about privacy*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	18%	(130)	16%	(119)	46%	(335)	20%	(144)	728
2016 Vote: Hillary Clinton	21%	(39)	14%	(25)	45%	(83)	20%	(36)	184
2016 Vote: Donald Trump	14%	(22)	19%	(29)	53%	(81)	14%	(21)	152
2016 Vote: Someone else	22%	(9)	16%	(7)	43%	(18)	20%	(8)	41
2016 Vote: Didn't Vote	17%	(59)	16%	(55)	44%	(153)	23%	(78)	346
Voted in 2014: Yes	17%	(58)	18%	(63)	44%	(150)	20%	(68)	338
Voted in 2014: No	18%	(72)	15%	(57)	48%	(185)	19%	(76)	390
2012 Vote: Barack Obama	19%	(43)	15%	(32)	44%	(97)	22%	(49)	221
2012 Vote: Mitt Romney	13%	(14)	21%	(23)	49%	(54)	17%	(19)	109
2012 Vote: Other	23%	(6)	29%	(7)	42%	(10)	6%	(2)	25
2012 Vote: Didn't Vote	18%	(67)	15%	(57)	47%	(173)	20%	(75)	372
4-Region: Northeast	21%	(25)	16%	(19)	40%	(48)	23%	(28)	120
4-Region: Midwest	15%	(22)	12%	(18)	46%	(68)	27%	(40)	148
4-Region: South	16%	(48)	17%	(52)	51%	(154)	15%	(46)	299
4-Region: West	22%	(35)	19%	(31)	40%	(65)	19%	(30)	161
No CC	18%	(130)	16%	(119)	46%	(335)	20%	(144)	728

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

**Table CNBC8\_2: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I don't want to accrue debt*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	46%	(335)	13%	(96)	21%	(153)	20%	(143)	728
Gender: Male	45%	(137)	13%	(40)	23%	(69)	19%	(59)	305
Gender: Female	47%	(198)	13%	(56)	20%	(84)	20%	(85)	423
Age: 18-29	51%	(115)	14%	(30)	18%	(41)	17%	(37)	223
Age: 30-44	42%	(86)	14%	(28)	24%	(48)	20%	(42)	204
Age: 45-54	39%	(54)	12%	(17)	22%	(30)	26%	(37)	138
Age: 55-64	47%	(46)	11%	(11)	23%	(23)	19%	(19)	99
Age: 65+	52%	(33)	16%	(10)	18%	(11)	15%	(9)	64
Generation Z: 18-21	45%	(45)	10%	(10)	22%	(22)	24%	(24)	102
Millennial: Age 22-37	48%	(113)	15%	(36)	21%	(50)	15%	(35)	235
Generation X: Age 38-53	42%	(93)	13%	(28)	20%	(45)	25%	(56)	222
Boomers: Age 54-72	49%	(72)	14%	(21)	22%	(32)	16%	(23)	148
PID: Dem (no lean)	49%	(127)	15%	(39)	22%	(57)	15%	(38)	260
PID: Ind (no lean)	42%	(120)	11%	(31)	23%	(65)	25%	(71)	287
PID: Rep (no lean)	49%	(89)	15%	(27)	17%	(31)	19%	(34)	181
PID/Gender: Dem Men	52%	(57)	15%	(17)	23%	(25)	10%	(11)	110
PID/Gender: Dem Women	46%	(69)	15%	(22)	22%	(32)	18%	(27)	150
PID/Gender: Ind Men	44%	(49)	8%	(9)	25%	(28)	23%	(26)	112
PID/Gender: Ind Women	40%	(71)	13%	(23)	21%	(36)	26%	(45)	175
PID/Gender: Rep Men	37%	(31)	17%	(15)	19%	(16)	26%	(22)	84
PID/Gender: Rep Women	59%	(58)	12%	(12)	16%	(15)	13%	(13)	97
Ideo: Liberal (1-3)	50%	(106)	12%	(26)	23%	(48)	16%	(34)	213
Ideo: Moderate (4)	43%	(79)	15%	(28)	28%	(52)	14%	(25)	184
Ideo: Conservative (5-7)	54%	(91)	15%	(25)	14%	(23)	18%	(30)	169
Educ: < College	45%	(271)	13%	(79)	22%	(131)	21%	(125)	607
Educ: Bachelors degree	49%	(42)	14%	(13)	18%	(16)	19%	(17)	87
Educ: Post-grad	63%	(22)	14%	(5)	19%	(7)	4%	(1)	34

Continued on next page

**Table CNBC8\_2:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
 I don't want to accrue debt

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	46%	(335)	13%	(96)	21%	(153)	20%	(143)	728
Income: Under 50k	44%	(241)	13%	(70)	20%	(110)	24%	(132)	553
Income: 50k-100k	55%	(69)	15%	(20)	22%	(28)	8%	(10)	127
Income: 100k+	51%	(25)	14%	(7)	31%	(15)	3%	(2)	48
Ethnicity: White	46%	(243)	15%	(79)	21%	(112)	17%	(89)	523
Ethnicity: Hispanic	49%	(69)	16%	(23)	19%	(27)	16%	(23)	142
Ethnicity: Afr. Am.	43%	(52)	9%	(11)	23%	(27)	25%	(30)	120
Ethnicity: Other	48%	(41)	7%	(6)	17%	(14)	28%	(24)	85
Relig: Protestant	65%	(60)	10%	(9)	16%	(15)	9%	(9)	92
Relig: Roman Catholic	44%	(43)	14%	(13)	24%	(23)	18%	(17)	96
Relig: Ath./Agn./None	44%	(120)	14%	(37)	17%	(46)	25%	(68)	272
Relig: Something Else	40%	(57)	14%	(21)	26%	(37)	20%	(29)	143
Relig: Jewish	23%	(1)	—	(0)	38%	(2)	38%	(2)	6
Relig: Evangelical	50%	(96)	11%	(21)	23%	(44)	16%	(31)	192
Relig: Non-Evang. Catholics	51%	(62)	14%	(17)	22%	(27)	13%	(15)	120
Relig: All Christian	50%	(158)	12%	(38)	23%	(71)	15%	(46)	313
Relig: All Non-Christian	43%	(178)	14%	(58)	20%	(83)	23%	(97)	415
Community: Urban	44%	(88)	16%	(31)	25%	(49)	15%	(30)	198
Community: Suburban	46%	(144)	14%	(43)	19%	(59)	21%	(65)	311
Community: Rural	47%	(104)	10%	(23)	20%	(45)	22%	(48)	219
Employ: Private Sector	56%	(94)	12%	(20)	20%	(34)	12%	(21)	169
Employ: Government	58%	(21)	12%	(4)	13%	(5)	17%	(6)	37
Employ: Self-Employed	39%	(28)	29%	(21)	18%	(13)	14%	(10)	72
Employ: Homemaker	55%	(42)	9%	(6)	23%	(17)	14%	(11)	76
Employ: Student	58%	(43)	12%	(9)	18%	(13)	11%	(8)	73
Employ: Retired	44%	(40)	14%	(13)	21%	(19)	20%	(19)	92
Employ: Unemployed	33%	(36)	14%	(16)	28%	(31)	25%	(28)	110
Employ: Other	31%	(31)	7%	(7)	21%	(21)	41%	(41)	100
Military HH: Yes	47%	(38)	11%	(9)	28%	(23)	14%	(11)	81
Military HH: No	46%	(297)	13%	(87)	20%	(131)	20%	(132)	648

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**Table CNBC8\_2: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I don't want to accrue debt*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	46%	(335)	13%	(96)	21%	(153)	20%	(143)	728
RD/WT: Right Direction	46%	(122)	16%	(42)	19%	(49)	19%	(50)	263
RD/WT: Wrong Track	46%	(213)	12%	(55)	22%	(104)	20%	(93)	465
Trump Job Approve	45%	(125)	17%	(46)	21%	(58)	17%	(45)	275
Trump Job Disapprove	49%	(190)	11%	(44)	22%	(86)	18%	(68)	388
Trump Job Strongly Approve	52%	(67)	9%	(12)	20%	(26)	18%	(23)	128
Trump Job Somewhat Approve	40%	(58)	24%	(34)	22%	(32)	15%	(22)	146
Trump Job Somewhat Disapprove	41%	(37)	12%	(11)	25%	(22)	22%	(19)	89
Trump Job Strongly Disapprove	51%	(153)	11%	(33)	21%	(64)	16%	(49)	299
Favorable of Trump	51%	(128)	14%	(36)	19%	(49)	15%	(39)	252
Unfavorable of Trump	49%	(187)	14%	(55)	21%	(80)	16%	(60)	382
Very Favorable of Trump	53%	(81)	11%	(17)	18%	(27)	18%	(28)	154
Somewhat Favorable of Trump	48%	(47)	19%	(19)	22%	(22)	11%	(11)	98
Somewhat Unfavorable of Trump	39%	(29)	23%	(18)	26%	(20)	12%	(9)	75
Very Unfavorable of Trump	51%	(157)	12%	(38)	20%	(61)	17%	(51)	306
#1 Issue: Economy	47%	(83)	11%	(20)	22%	(39)	19%	(33)	174
#1 Issue: Security	51%	(62)	15%	(18)	13%	(16)	21%	(26)	121
#1 Issue: Health Care	49%	(74)	9%	(13)	28%	(42)	15%	(23)	152
#1 Issue: Medicare / Social Security	53%	(38)	20%	(15)	16%	(11)	11%	(8)	72
#1 Issue: Women's Issues	52%	(30)	16%	(9)	17%	(10)	14%	(8)	58
#1 Issue: Education	29%	(15)	20%	(10)	34%	(17)	17%	(9)	51
#1 Issue: Energy	37%	(16)	12%	(5)	21%	(9)	30%	(13)	44
#1 Issue: Other	32%	(18)	11%	(6)	15%	(8)	42%	(24)	56
2018 House Vote: Democrat	48%	(104)	16%	(35)	19%	(41)	16%	(34)	214
2018 House Vote: Republican	47%	(66)	16%	(22)	18%	(25)	19%	(26)	139
2018 House Vote: Someone else	48%	(12)	19%	(5)	18%	(5)	15%	(4)	25
2018 House Vote: Didnt Vote	44%	(153)	10%	(34)	24%	(82)	23%	(78)	347

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**Table CNBC8\_2:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
I don't want to accrue debt

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	46%	(335)	13%	(96)	21%	(153)	20%	(143)	728
2016 Vote: Hillary Clinton	45%	(83)	19%	(35)	20%	(36)	16%	(29)	184
2016 Vote: Donald Trump	51%	(78)	12%	(19)	20%	(30)	17%	(25)	152
2016 Vote: Someone else	56%	(23)	11%	(4)	15%	(6)	18%	(7)	41
2016 Vote: Didnt Vote	43%	(150)	10%	(34)	23%	(81)	23%	(81)	346
Voted in 2014: Yes	47%	(158)	15%	(51)	21%	(71)	17%	(59)	338
Voted in 2014: No	46%	(178)	12%	(45)	21%	(83)	22%	(84)	390
2012 Vote: Barack Obama	46%	(101)	17%	(38)	19%	(42)	18%	(40)	221
2012 Vote: Mitt Romney	50%	(54)	11%	(12)	21%	(23)	18%	(19)	109
2012 Vote: Other	43%	(11)	13%	(3)	27%	(7)	17%	(4)	25
2012 Vote: Didn't Vote	46%	(170)	11%	(42)	22%	(81)	21%	(79)	372
4-Region: Northeast	44%	(53)	15%	(18)	17%	(20)	24%	(29)	120
4-Region: Midwest	43%	(64)	5%	(8)	25%	(37)	27%	(40)	148
4-Region: South	46%	(137)	15%	(45)	22%	(67)	17%	(50)	299
4-Region: West	51%	(82)	16%	(25)	19%	(30)	15%	(25)	161
No CC	46%	(335)	13%	(96)	21%	(153)	20%	(143)	728

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

**Table CNBC8\_3:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I prefer other payment methods like a debit card or cash*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	49%	(358)	17%	(126)	18%	(132)	16%	(113)	728
Gender: Male	47%	(144)	20%	(61)	17%	(52)	16%	(50)	305
Gender: Female	51%	(214)	15%	(65)	19%	(80)	15%	(63)	423
Age: 18-29	52%	(117)	16%	(35)	17%	(38)	15%	(34)	223
Age: 30-44	46%	(94)	17%	(36)	20%	(40)	17%	(34)	204
Age: 45-54	36%	(49)	25%	(35)	20%	(27)	19%	(26)	138
Age: 55-64	60%	(59)	13%	(13)	15%	(15)	12%	(12)	99
Age: 65+	59%	(38)	11%	(7)	18%	(12)	11%	(7)	64
Generation Z: 18-21	42%	(43)	14%	(14)	19%	(20)	25%	(25)	102
Millennial: Age 22-37	52%	(121)	19%	(44)	18%	(43)	11%	(27)	235
Generation X: Age 38-53	42%	(93)	20%	(45)	19%	(43)	19%	(42)	222
Boomers: Age 54-72	62%	(92)	13%	(19)	16%	(24)	10%	(14)	148
PID: Dem (no lean)	48%	(124)	16%	(42)	22%	(58)	14%	(36)	260
PID: Ind (no lean)	48%	(139)	15%	(44)	16%	(45)	21%	(59)	287
PID: Rep (no lean)	52%	(95)	22%	(40)	16%	(28)	10%	(18)	181
PID/Gender: Dem Men	48%	(53)	21%	(23)	20%	(22)	11%	(12)	110
PID/Gender: Dem Women	47%	(71)	13%	(19)	24%	(36)	16%	(24)	150
PID/Gender: Ind Men	48%	(53)	17%	(19)	15%	(17)	21%	(23)	112
PID/Gender: Ind Women	49%	(86)	14%	(25)	16%	(29)	21%	(36)	175
PID/Gender: Rep Men	44%	(37)	23%	(19)	16%	(13)	17%	(14)	84
PID/Gender: Rep Women	59%	(57)	21%	(21)	16%	(15)	4%	(4)	97
Ideo: Liberal (1-3)	47%	(100)	20%	(43)	20%	(43)	13%	(27)	213
Ideo: Moderate (4)	50%	(93)	16%	(29)	22%	(41)	12%	(22)	184
Ideo: Conservative (5-7)	58%	(98)	18%	(30)	12%	(21)	12%	(21)	169
Educ: < College	48%	(292)	18%	(106)	18%	(109)	16%	(99)	607
Educ: Bachelors degree	54%	(47)	14%	(13)	18%	(16)	13%	(12)	87
Educ: Post-grad	53%	(18)	20%	(7)	21%	(7)	6%	(2)	34

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**Table CNBC8\_3:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I prefer other payment methods like a debit card or cash*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	49%	(358)	17%	(126)	18%	(132)	16%	(113)	728
Income: Under 50k	47%	(262)	17%	(95)	17%	(95)	18%	(101)	553
Income: 50k-100k	57%	(72)	17%	(22)	18%	(23)	8%	(11)	127
Income: 100k+	49%	(23)	19%	(9)	29%	(14)	3%	(2)	48
Ethnicity: White	50%	(262)	16%	(85)	20%	(105)	14%	(71)	523
Ethnicity: Hispanic	41%	(59)	26%	(38)	20%	(28)	13%	(18)	142
Ethnicity: Afr. Am.	55%	(66)	12%	(14)	15%	(18)	18%	(21)	120
Ethnicity: Other	34%	(29)	31%	(26)	11%	(9)	24%	(21)	85
Relig: Protestant	69%	(64)	9%	(8)	15%	(14)	7%	(6)	92
Relig: Roman Catholic	54%	(52)	22%	(21)	14%	(13)	10%	(10)	96
Relig: Ath./Agn./None	43%	(116)	19%	(52)	18%	(49)	20%	(55)	272
Relig: Something Else	40%	(58)	18%	(26)	23%	(33)	18%	(26)	143
Relig: Jewish	20%	(1)	—	(0)	41%	(2)	38%	(2)	6
Relig: Evangelical	57%	(109)	13%	(26)	19%	(36)	11%	(22)	192
Relig: Non-Evang. Catholics	62%	(75)	18%	(22)	11%	(13)	8%	(10)	120
Relig: All Christian	59%	(184)	15%	(48)	16%	(49)	10%	(32)	313
Relig: All Non-Christian	42%	(174)	19%	(78)	20%	(82)	20%	(81)	415
Community: Urban	53%	(104)	16%	(32)	19%	(37)	13%	(25)	198
Community: Suburban	47%	(148)	20%	(61)	15%	(48)	17%	(54)	311
Community: Rural	48%	(106)	15%	(33)	21%	(47)	15%	(34)	219
Employ: Private Sector	57%	(96)	15%	(26)	19%	(32)	9%	(15)	169
Employ: Government	50%	(18)	27%	(10)	8%	(3)	15%	(6)	37
Employ: Self-Employed	55%	(40)	20%	(15)	13%	(9)	12%	(8)	72
Employ: Homemaker	47%	(36)	19%	(15)	20%	(15)	14%	(10)	76
Employ: Student	50%	(37)	20%	(14)	18%	(13)	12%	(9)	73
Employ: Retired	51%	(47)	20%	(18)	16%	(14)	13%	(12)	92
Employ: Unemployed	43%	(48)	15%	(16)	20%	(22)	22%	(25)	110
Employ: Other	36%	(36)	12%	(12)	24%	(24)	29%	(29)	100
Military HH: Yes	55%	(44)	14%	(11)	20%	(17)	11%	(9)	81
Military HH: No	48%	(313)	18%	(115)	18%	(115)	16%	(104)	648

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**Table CNBC8\_3: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I prefer other payment methods like a debit card or cash*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	49%	(358)	17%	(126)	18%	(132)	16%	(113)	728
RD/WT: Right Direction	53%	(138)	18%	(48)	17%	(44)	12%	(33)	263
RD/WT: Wrong Track	47%	(219)	17%	(77)	19%	(88)	17%	(80)	465
Trump Job Approve	48%	(133)	22%	(60)	20%	(54)	10%	(28)	275
Trump Job Disapprove	52%	(202)	15%	(59)	18%	(69)	15%	(59)	388
Trump Job Strongly Approve	54%	(69)	18%	(24)	18%	(23)	10%	(13)	128
Trump Job Somewhat Approve	44%	(64)	25%	(37)	21%	(31)	10%	(15)	146
Trump Job Somewhat Disapprove	45%	(40)	13%	(11)	22%	(20)	20%	(18)	89
Trump Job Strongly Disapprove	54%	(162)	16%	(47)	16%	(49)	14%	(41)	299
Favorable of Trump	56%	(141)	18%	(45)	17%	(42)	10%	(24)	252
Unfavorable of Trump	51%	(195)	18%	(67)	19%	(72)	12%	(47)	382
Very Favorable of Trump	57%	(87)	20%	(31)	13%	(19)	11%	(16)	154
Somewhat Favorable of Trump	55%	(54)	15%	(14)	23%	(23)	8%	(8)	98
Somewhat Unfavorable of Trump	37%	(28)	27%	(20)	30%	(23)	6%	(4)	75
Very Unfavorable of Trump	55%	(167)	15%	(47)	16%	(49)	14%	(43)	306
#1 Issue: Economy	52%	(91)	12%	(22)	22%	(38)	13%	(23)	174
#1 Issue: Security	55%	(66)	19%	(23)	12%	(14)	15%	(18)	121
#1 Issue: Health Care	51%	(78)	13%	(21)	23%	(36)	12%	(18)	152
#1 Issue: Medicare / Social Security	55%	(39)	28%	(20)	12%	(9)	4%	(3)	72
#1 Issue: Women's Issues	42%	(24)	23%	(13)	17%	(10)	19%	(11)	58
#1 Issue: Education	48%	(25)	17%	(9)	24%	(12)	11%	(6)	51
#1 Issue: Energy	37%	(17)	17%	(8)	13%	(6)	32%	(14)	44
#1 Issue: Other	31%	(17)	20%	(11)	13%	(7)	36%	(20)	56
2018 House Vote: Democrat	50%	(107)	19%	(42)	17%	(37)	13%	(28)	214
2018 House Vote: Republican	55%	(76)	21%	(29)	15%	(20)	10%	(13)	139
2018 House Vote: Someone else	59%	(15)	12%	(3)	15%	(4)	14%	(3)	25
2018 House Vote: Didnt Vote	46%	(158)	15%	(52)	20%	(70)	19%	(66)	347

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**Table CNBC8\_3:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I prefer other payment methods like a debit card or cash*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	49%	(358)	17%	(126)	18%	(132)	16%	(113)	728
2016 Vote: Hillary Clinton	52%	(96)	19%	(35)	18%	(33)	11%	(20)	184
2016 Vote: Donald Trump	58%	(88)	18%	(28)	15%	(23)	9%	(14)	152
2016 Vote: Someone else	68%	(28)	7%	(3)	13%	(5)	13%	(5)	41
2016 Vote: Didn't Vote	42%	(145)	16%	(56)	21%	(71)	21%	(74)	346
Voted in 2014: Yes	52%	(177)	17%	(59)	18%	(61)	12%	(42)	338
Voted in 2014: No	46%	(180)	17%	(67)	18%	(71)	18%	(71)	390
2012 Vote: Barack Obama	53%	(118)	17%	(38)	16%	(35)	14%	(30)	221
2012 Vote: Mitt Romney	49%	(53)	22%	(24)	18%	(20)	10%	(11)	109
2012 Vote: Other	66%	(16)	17%	(4)	14%	(4)	3%	(1)	25
2012 Vote: Didn't Vote	45%	(169)	16%	(59)	20%	(73)	19%	(71)	372
4-Region: Northeast	49%	(58)	13%	(15)	19%	(23)	19%	(23)	120
4-Region: Midwest	49%	(73)	12%	(17)	23%	(33)	17%	(25)	148
4-Region: South	48%	(143)	18%	(54)	20%	(60)	14%	(41)	299
4-Region: West	52%	(83)	24%	(39)	9%	(15)	15%	(24)	161
No CC	49%	(358)	17%	(126)	18%	(132)	16%	(113)	728

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

**Table CNBC8\_4:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*Credit cards don't offer enough benefits*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	14%	(102)	15%	(106)	47%	(344)	24%	(176)	728
Gender: Male	15%	(46)	14%	(43)	49%	(150)	22%	(67)	305
Gender: Female	13%	(56)	15%	(63)	46%	(194)	26%	(109)	423
Age: 18-29	16%	(35)	19%	(42)	45%	(101)	20%	(45)	223
Age: 30-44	19%	(38)	13%	(27)	47%	(95)	22%	(44)	204
Age: 45-54	10%	(14)	12%	(16)	40%	(56)	38%	(52)	138
Age: 55-64	5%	(5)	10%	(10)	60%	(59)	25%	(25)	99
Age: 65+	15%	(10)	17%	(11)	51%	(33)	16%	(11)	64
Generation Z: 18-21	7%	(7)	16%	(17)	49%	(49)	28%	(28)	102
Millennial: Age 22-37	21%	(48)	18%	(42)	44%	(104)	17%	(41)	235
Generation X: Age 38-53	14%	(31)	11%	(24)	43%	(96)	32%	(72)	222
Boomers: Age 54-72	9%	(13)	14%	(21)	57%	(84)	21%	(30)	148
PID: Dem (no lean)	16%	(42)	11%	(29)	53%	(137)	20%	(53)	260
PID: Ind (no lean)	15%	(43)	15%	(43)	40%	(114)	30%	(86)	287
PID: Rep (no lean)	9%	(17)	19%	(35)	51%	(93)	20%	(37)	181
PID/Gender: Dem Men	15%	(16)	12%	(14)	57%	(63)	16%	(17)	110
PID/Gender: Dem Women	17%	(26)	10%	(15)	49%	(74)	24%	(36)	150
PID/Gender: Ind Men	21%	(23)	17%	(19)	34%	(38)	28%	(31)	112
PID/Gender: Ind Women	12%	(20)	13%	(24)	43%	(76)	31%	(55)	175
PID/Gender: Rep Men	8%	(6)	12%	(10)	58%	(49)	22%	(19)	84
PID/Gender: Rep Women	11%	(10)	25%	(25)	45%	(44)	19%	(18)	97
Ideo: Liberal (1-3)	15%	(32)	13%	(29)	51%	(109)	20%	(43)	213
Ideo: Moderate (4)	17%	(31)	20%	(36)	48%	(89)	15%	(28)	184
Ideo: Conservative (5-7)	10%	(17)	17%	(29)	52%	(89)	20%	(34)	169
Educ: < College	15%	(90)	13%	(79)	47%	(285)	25%	(152)	607
Educ: Bachelors degree	7%	(6)	26%	(23)	46%	(40)	21%	(19)	87
Educ: Post-grad	16%	(5)	13%	(4)	57%	(20)	14%	(5)	34

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**Table CNBC8\_4:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*Credit cards don't offer enough benefits*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	14%	(102)	15%	(106)	47%	(344)	24%	(176)	728
Income: Under 50k	16%	(87)	13%	(73)	43%	(235)	29%	(158)	553
Income: 50k-100k	8%	(10)	19%	(24)	59%	(76)	13%	(17)	127
Income: 100k+	9%	(4)	19%	(9)	69%	(33)	3%	(2)	48
Ethnicity: White	12%	(63)	15%	(78)	49%	(258)	24%	(125)	523
Ethnicity: Hispanic	15%	(21)	15%	(21)	51%	(72)	20%	(28)	142
Ethnicity: Afr. Am.	17%	(20)	14%	(17)	45%	(54)	24%	(29)	120
Ethnicity: Other	22%	(18)	14%	(12)	38%	(32)	27%	(23)	85
Relig: Protestant	6%	(6)	22%	(20)	51%	(47)	21%	(19)	92
Relig: Roman Catholic	16%	(15)	9%	(9)	57%	(55)	18%	(17)	96
Relig: Ath./Agn./None	16%	(43)	16%	(44)	40%	(109)	28%	(75)	272
Relig: Something Else	13%	(18)	14%	(21)	47%	(67)	26%	(37)	143
Relig: Jewish	—	(0)	—	(0)	62%	(4)	38%	(2)	6
Relig: Evangelical	13%	(24)	14%	(26)	51%	(98)	23%	(44)	192
Relig: Non-Evang. Catholics	13%	(16)	12%	(15)	58%	(70)	16%	(20)	120
Relig: All Christian	13%	(40)	13%	(41)	54%	(168)	20%	(64)	313
Relig: All Non-Christian	15%	(62)	16%	(65)	42%	(176)	27%	(112)	415
Community: Urban	17%	(33)	13%	(26)	50%	(100)	20%	(40)	198
Community: Suburban	14%	(42)	16%	(49)	46%	(143)	25%	(77)	311
Community: Rural	12%	(27)	14%	(31)	46%	(101)	27%	(60)	219
Employ: Private Sector	12%	(20)	19%	(31)	53%	(89)	17%	(29)	169
Employ: Government	15%	(5)	22%	(8)	47%	(17)	17%	(6)	37
Employ: Self-Employed	26%	(19)	12%	(8)	42%	(31)	20%	(15)	72
Employ: Homemaker	17%	(13)	20%	(15)	40%	(31)	23%	(17)	76
Employ: Student	16%	(12)	17%	(13)	51%	(37)	16%	(12)	73
Employ: Retired	12%	(11)	11%	(10)	56%	(52)	21%	(19)	92
Employ: Unemployed	9%	(10)	15%	(17)	42%	(46)	34%	(38)	110
Employ: Other	13%	(13)	4%	(4)	42%	(42)	40%	(40)	100
Military HH: Yes	17%	(14)	15%	(12)	48%	(39)	20%	(16)	81
Military HH: No	14%	(88)	15%	(94)	47%	(305)	25%	(160)	648

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**Table CNBC8\_4:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*Credit cards don't offer enough benefits*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	14%	(102)	15%	(106)	47%	(344)	24%	(176)	728
RD/WT: Right Direction	13%	(33)	16%	(41)	48%	(125)	24%	(63)	263
RD/WT: Wrong Track	15%	(69)	14%	(65)	47%	(219)	24%	(113)	465
Trump Job Approve	12%	(33)	16%	(45)	50%	(136)	22%	(61)	275
Trump Job Disapprove	16%	(62)	14%	(54)	49%	(191)	21%	(81)	388
Trump Job Strongly Approve	12%	(16)	18%	(23)	50%	(64)	20%	(26)	128
Trump Job Somewhat Approve	12%	(17)	15%	(22)	49%	(72)	24%	(35)	146
Trump Job Somewhat Disapprove	11%	(10)	14%	(13)	49%	(44)	26%	(23)	89
Trump Job Strongly Disapprove	17%	(52)	14%	(41)	49%	(147)	19%	(58)	299
Favorable of Trump	12%	(29)	18%	(45)	51%	(128)	20%	(50)	252
Unfavorable of Trump	15%	(56)	15%	(55)	50%	(193)	20%	(78)	382
Very Favorable of Trump	13%	(21)	18%	(28)	48%	(74)	21%	(32)	154
Somewhat Favorable of Trump	9%	(8)	18%	(17)	55%	(54)	18%	(18)	98
Somewhat Unfavorable of Trump	7%	(5)	16%	(12)	53%	(40)	24%	(18)	75
Very Unfavorable of Trump	17%	(51)	14%	(43)	50%	(153)	19%	(59)	306
#1 Issue: Economy	13%	(22)	14%	(24)	53%	(92)	21%	(36)	174
#1 Issue: Security	15%	(18)	21%	(26)	40%	(49)	24%	(29)	121
#1 Issue: Health Care	17%	(27)	14%	(22)	48%	(73)	20%	(31)	152
#1 Issue: Medicare / Social Security	16%	(12)	20%	(15)	48%	(34)	16%	(11)	72
#1 Issue: Women's Issues	17%	(10)	7%	(4)	44%	(25)	32%	(18)	58
#1 Issue: Education	10%	(5)	13%	(6)	57%	(29)	20%	(10)	51
#1 Issue: Energy	11%	(5)	12%	(5)	37%	(16)	40%	(18)	44
#1 Issue: Other	7%	(4)	7%	(4)	44%	(24)	42%	(23)	56
2018 House Vote: Democrat	15%	(33)	14%	(30)	49%	(106)	21%	(45)	214
2018 House Vote: Republican	12%	(17)	16%	(22)	52%	(72)	20%	(28)	139
2018 House Vote: Someone else	8%	(2)	29%	(7)	35%	(9)	27%	(7)	25
2018 House Vote: Didnt Vote	15%	(50)	13%	(46)	45%	(156)	27%	(94)	347

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**Table CNBC8\_4:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
*Credit cards don't offer enough benefits*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	14%	(102)	15%	(106)	47%	(344)	24%	(176)	728
2016 Vote: Hillary Clinton	15%	(28)	16%	(30)	49%	(90)	20%	(36)	184
2016 Vote: Donald Trump	13%	(20)	18%	(28)	49%	(74)	20%	(30)	152
2016 Vote: Someone else	18%	(7)	17%	(7)	46%	(19)	19%	(8)	41
2016 Vote: Didnt Vote	13%	(46)	12%	(42)	45%	(157)	29%	(102)	346
Voted in 2014: Yes	17%	(56)	15%	(50)	46%	(157)	22%	(75)	338
Voted in 2014: No	12%	(46)	15%	(57)	48%	(187)	26%	(101)	390
2012 Vote: Barack Obama	18%	(39)	13%	(29)	45%	(100)	24%	(53)	221
2012 Vote: Mitt Romney	8%	(9)	14%	(15)	59%	(65)	19%	(20)	109
2012 Vote: Other	27%	(7)	18%	(4)	24%	(6)	31%	(8)	25
2012 Vote: Didn't Vote	13%	(48)	15%	(57)	46%	(173)	25%	(94)	372
4-Region: Northeast	9%	(10)	14%	(17)	46%	(55)	31%	(38)	120
4-Region: Midwest	15%	(21)	13%	(19)	43%	(63)	30%	(44)	148
4-Region: South	13%	(39)	15%	(44)	53%	(158)	19%	(58)	299
4-Region: West	19%	(31)	16%	(26)	42%	(68)	23%	(36)	161
No CC	14%	(102)	15%	(106)	47%	(344)	24%	(176)	728

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

**Table CNBC8\_5: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I don't know how to sign up for a credit card*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	6%	(44)	8%	(59)	65%	(472)	21%	(154)	728
Gender: Male	5%	(16)	11%	(33)	62%	(189)	22%	(67)	305
Gender: Female	7%	(28)	6%	(25)	67%	(282)	21%	(87)	423
Age: 18-29	9%	(20)	13%	(29)	59%	(131)	19%	(43)	223
Age: 30-44	5%	(9)	7%	(14)	66%	(134)	23%	(47)	204
Age: 45-54	3%	(4)	9%	(12)	64%	(89)	24%	(33)	138
Age: 55-64	3%	(3)	1%	(1)	74%	(74)	22%	(22)	99
Age: 65+	12%	(8)	3%	(2)	69%	(45)	15%	(9)	64
Generation Z: 18-21	8%	(8)	17%	(17)	45%	(46)	30%	(30)	102
Millennial: Age 22-37	7%	(17)	9%	(21)	69%	(161)	15%	(36)	235
Generation X: Age 38-53	4%	(9)	7%	(16)	64%	(142)	25%	(56)	222
Boomers: Age 54-72	4%	(6)	3%	(5)	74%	(110)	19%	(28)	148
PID: Dem (no lean)	7%	(19)	13%	(33)	65%	(170)	15%	(39)	260
PID: Ind (no lean)	4%	(13)	6%	(17)	61%	(175)	28%	(82)	287
PID: Rep (no lean)	7%	(13)	5%	(9)	70%	(126)	18%	(33)	181
PID/Gender: Dem Men	6%	(6)	18%	(20)	64%	(71)	12%	(13)	110
PID/Gender: Dem Women	8%	(13)	8%	(13)	66%	(99)	17%	(26)	150
PID/Gender: Ind Men	4%	(4)	8%	(9)	61%	(68)	28%	(31)	112
PID/Gender: Ind Women	5%	(9)	5%	(8)	61%	(108)	29%	(50)	175
PID/Gender: Rep Men	7%	(6)	6%	(5)	61%	(51)	27%	(22)	84
PID/Gender: Rep Women	7%	(7)	4%	(4)	78%	(76)	11%	(11)	97
Ideo: Liberal (1-3)	7%	(15)	8%	(16)	68%	(144)	17%	(37)	213
Ideo: Moderate (4)	4%	(6)	14%	(25)	67%	(124)	15%	(28)	184
Ideo: Conservative (5-7)	7%	(12)	4%	(7)	70%	(118)	20%	(33)	169
Educ: < College	7%	(42)	8%	(50)	63%	(382)	22%	(132)	607
Educ: Bachelors degree	2%	(2)	7%	(6)	70%	(61)	20%	(18)	87
Educ: Post-grad	—	(0)	6%	(2)	82%	(28)	12%	(4)	34

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**Table CNBC8\_5: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I don't know how to sign up for a credit card*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(44)	8%	(59)	65%	(472)	21%	(154)	728
Income: Under 50k	7%	(38)	9%	(48)	60%	(330)	25%	(137)	553
Income: 50k-100k	5%	(6)	3%	(4)	80%	(102)	12%	(15)	127
Income: 100k+	—	(0)	13%	(6)	82%	(40)	4%	(2)	48
Ethnicity: White	6%	(29)	7%	(35)	69%	(362)	19%	(97)	523
Ethnicity: Hispanic	8%	(11)	10%	(14)	65%	(93)	17%	(25)	142
Ethnicity: Afr. Am.	6%	(7)	12%	(14)	56%	(67)	26%	(31)	120
Ethnicity: Other	9%	(7)	12%	(10)	49%	(42)	30%	(26)	85
Relig: Protestant	4%	(3)	5%	(5)	77%	(71)	14%	(13)	92
Relig: Roman Catholic	6%	(5)	6%	(6)	69%	(67)	19%	(18)	96
Relig: Ath./Agn./None	4%	(11)	10%	(26)	61%	(167)	25%	(68)	272
Relig: Something Else	6%	(9)	12%	(17)	61%	(87)	21%	(30)	143
Relig: Jewish	—	(0)	—	(0)	62%	(4)	38%	(2)	6
Relig: Evangelical	10%	(20)	4%	(8)	66%	(127)	19%	(37)	192
Relig: Non-Evang. Catholics	4%	(4)	6%	(8)	75%	(90)	15%	(18)	120
Relig: All Christian	8%	(24)	5%	(16)	69%	(217)	18%	(56)	313
Relig: All Non-Christian	5%	(20)	10%	(43)	61%	(254)	24%	(98)	415
Community: Urban	8%	(15)	10%	(19)	67%	(133)	15%	(30)	198
Community: Suburban	5%	(17)	8%	(26)	65%	(201)	22%	(67)	311
Community: Rural	5%	(12)	6%	(13)	63%	(138)	26%	(56)	219
Employ: Private Sector	4%	(7)	9%	(15)	74%	(126)	12%	(21)	169
Employ: Government	16%	(6)	9%	(3)	60%	(22)	15%	(6)	37
Employ: Self-Employed	4%	(3)	12%	(9)	67%	(49)	17%	(12)	72
Employ: Homemaker	5%	(4)	2%	(1)	76%	(57)	18%	(13)	76
Employ: Student	7%	(5)	20%	(15)	55%	(40)	18%	(13)	73
Employ: Retired	4%	(4)	3%	(3)	71%	(65)	21%	(20)	92
Employ: Unemployed	6%	(6)	3%	(3)	60%	(67)	31%	(34)	110
Employ: Other	9%	(9)	9%	(9)	47%	(47)	35%	(35)	100
Military HH: Yes	9%	(7)	5%	(4)	70%	(57)	16%	(13)	81
Military HH: No	6%	(37)	8%	(55)	64%	(415)	22%	(141)	648

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**Table CNBC8\_5: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I don't know how to sign up for a credit card*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	6%	(44)	8%	(59)	65%	(472)	21%	(154)	728
RD/WT: Right Direction	8%	(21)	7%	(18)	64%	(169)	20%	(54)	263
RD/WT: Wrong Track	5%	(23)	9%	(40)	65%	(302)	22%	(100)	465
Trump Job Approve	5%	(14)	7%	(19)	69%	(190)	19%	(52)	275
Trump Job Disapprove	7%	(27)	10%	(37)	66%	(255)	18%	(68)	388
Trump Job Strongly Approve	7%	(9)	2%	(2)	71%	(91)	20%	(26)	128
Trump Job Somewhat Approve	4%	(5)	12%	(17)	67%	(99)	17%	(25)	146
Trump Job Somewhat Disapprove	5%	(4)	14%	(13)	59%	(53)	22%	(20)	89
Trump Job Strongly Disapprove	8%	(23)	8%	(24)	68%	(203)	16%	(49)	299
Favorable of Trump	5%	(13)	8%	(20)	69%	(174)	18%	(45)	252
Unfavorable of Trump	7%	(28)	9%	(34)	68%	(260)	16%	(59)	382
Very Favorable of Trump	8%	(12)	1%	(2)	70%	(108)	21%	(32)	154
Somewhat Favorable of Trump	1%	(1)	18%	(18)	68%	(67)	13%	(13)	98
Somewhat Unfavorable of Trump	6%	(5)	10%	(7)	72%	(54)	12%	(9)	75
Very Unfavorable of Trump	8%	(23)	9%	(27)	67%	(207)	16%	(50)	306
#1 Issue: Economy	3%	(5)	10%	(17)	70%	(123)	17%	(30)	174
#1 Issue: Security	7%	(8)	10%	(12)	61%	(74)	22%	(27)	121
#1 Issue: Health Care	7%	(11)	5%	(8)	74%	(112)	14%	(22)	152
#1 Issue: Medicare / Social Security	11%	(8)	7%	(5)	65%	(47)	18%	(13)	72
#1 Issue: Women's Issues	5%	(3)	5%	(3)	73%	(42)	18%	(10)	58
#1 Issue: Education	7%	(4)	18%	(9)	60%	(31)	15%	(8)	51
#1 Issue: Energy	7%	(3)	12%	(5)	43%	(19)	39%	(17)	44
#1 Issue: Other	5%	(3)	1%	(1)	44%	(25)	50%	(28)	56
2018 House Vote: Democrat	7%	(16)	10%	(21)	67%	(144)	16%	(33)	214
2018 House Vote: Republican	3%	(4)	6%	(8)	72%	(100)	19%	(27)	139
2018 House Vote: Someone else	2%	(1)	—	(0)	69%	(17)	29%	(7)	25
2018 House Vote: Didnt Vote	7%	(24)	8%	(29)	60%	(209)	24%	(85)	347

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**Table CNBC8\_5:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I don't know how to sign up for a credit card*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	6%	(44)	8%	(59)	65%	(472)	21%	(154)	728
2016 Vote: Hillary Clinton	5%	(9)	13%	(23)	69%	(127)	14%	(25)	184
2016 Vote: Donald Trump	4%	(6)	4%	(7)	75%	(114)	17%	(26)	152
2016 Vote: Someone else	7%	(3)	2%	(1)	66%	(27)	25%	(10)	41
2016 Vote: Didn't Vote	7%	(26)	8%	(28)	58%	(200)	27%	(93)	346
Voted in 2014: Yes	5%	(19)	8%	(28)	69%	(232)	18%	(59)	338
Voted in 2014: No	7%	(25)	8%	(30)	61%	(240)	24%	(95)	390
2012 Vote: Barack Obama	5%	(11)	10%	(23)	67%	(147)	18%	(40)	221
2012 Vote: Mitt Romney	4%	(4)	1%	(1)	76%	(83)	19%	(21)	109
2012 Vote: Other	8%	(2)	10%	(2)	68%	(17)	15%	(4)	25
2012 Vote: Didn't Vote	7%	(27)	9%	(32)	60%	(224)	24%	(89)	372
4-Region: Northeast	3%	(4)	5%	(6)	61%	(73)	30%	(36)	120
4-Region: Midwest	2%	(3)	10%	(14)	67%	(99)	22%	(32)	148
4-Region: South	6%	(17)	8%	(24)	67%	(200)	19%	(58)	299
4-Region: West	13%	(20)	9%	(14)	61%	(99)	17%	(28)	161
No CC	6%	(44)	8%	(59)	65%	(472)	21%	(154)	728

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

**Table CNBC8\_6:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I don't trust banks*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	12%	(88)	13%	(96)	55%	(400)	20%	(144)	728
Gender: Male	10%	(31)	15%	(46)	54%	(166)	21%	(63)	305
Gender: Female	14%	(57)	12%	(49)	55%	(235)	19%	(82)	423
Age: 18-29	14%	(30)	17%	(37)	54%	(121)	15%	(34)	223
Age: 30-44	16%	(32)	12%	(24)	54%	(109)	19%	(39)	204
Age: 45-54	7%	(9)	14%	(19)	49%	(67)	31%	(43)	138
Age: 55-64	13%	(13)	10%	(10)	59%	(58)	19%	(18)	99
Age: 65+	6%	(4)	8%	(5)	69%	(44)	17%	(11)	64
Generation Z: 18-21	10%	(10)	21%	(22)	46%	(47)	22%	(23)	102
Millennial: Age 22-37	16%	(37)	13%	(30)	57%	(135)	14%	(33)	235
Generation X: Age 38-53	11%	(24)	12%	(27)	50%	(111)	27%	(60)	222
Boomers: Age 54-72	11%	(17)	11%	(16)	62%	(91)	16%	(24)	148
PID: Dem (no lean)	13%	(35)	13%	(35)	54%	(141)	19%	(50)	260
PID: Ind (no lean)	13%	(37)	14%	(39)	50%	(143)	24%	(68)	287
PID: Rep (no lean)	9%	(16)	12%	(22)	64%	(116)	15%	(27)	181
PID/Gender: Dem Men	15%	(16)	17%	(18)	53%	(58)	15%	(17)	110
PID/Gender: Dem Women	12%	(18)	11%	(16)	55%	(83)	22%	(33)	150
PID/Gender: Ind Men	8%	(9)	15%	(17)	50%	(56)	26%	(29)	112
PID/Gender: Ind Women	16%	(28)	13%	(23)	49%	(86)	22%	(38)	175
PID/Gender: Rep Men	6%	(5)	14%	(11)	61%	(51)	20%	(16)	84
PID/Gender: Rep Women	12%	(11)	11%	(10)	67%	(65)	11%	(10)	97
Ideo: Liberal (1-3)	9%	(19)	15%	(32)	60%	(128)	16%	(35)	213
Ideo: Moderate (4)	14%	(25)	12%	(23)	58%	(106)	16%	(30)	184
Ideo: Conservative (5-7)	11%	(19)	12%	(21)	62%	(105)	14%	(24)	169
Educ: < College	13%	(82)	12%	(74)	53%	(324)	21%	(127)	607
Educ: Bachelors degree	6%	(5)	18%	(15)	59%	(52)	17%	(15)	87
Educ: Post-grad	3%	(1)	16%	(6)	72%	(25)	8%	(3)	34

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**Table CNBC8\_6:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
I don't trust banks

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	12%	(88)	13%	(96)	55%	(400)	20%	(144)	728
Income: Under 50k	13%	(69)	13%	(74)	51%	(280)	23%	(130)	553
Income: 50k-100k	11%	(14)	10%	(13)	69%	(88)	10%	(13)	127
Income: 100k+	10%	(5)	18%	(9)	69%	(33)	3%	(2)	48
Ethnicity: White	11%	(57)	13%	(68)	57%	(300)	19%	(97)	523
Ethnicity: Hispanic	19%	(28)	15%	(21)	48%	(68)	18%	(25)	142
Ethnicity: Afr. Am.	15%	(18)	12%	(14)	49%	(58)	25%	(30)	120
Ethnicity: Other	15%	(13)	15%	(13)	49%	(42)	21%	(17)	85
Relig: Protestant	10%	(9)	9%	(8)	68%	(62)	13%	(12)	92
Relig: Roman Catholic	10%	(10)	14%	(13)	61%	(58)	15%	(15)	96
Relig: Ath./Agn./None	15%	(41)	12%	(34)	50%	(135)	23%	(62)	272
Relig: Something Else	7%	(9)	15%	(21)	53%	(75)	26%	(38)	143
Relig: Jewish	—	(0)	14%	(1)	47%	(3)	38%	(2)	6
Relig: Evangelical	13%	(25)	14%	(26)	57%	(111)	16%	(30)	192
Relig: Non-Evang. Catholics	10%	(12)	12%	(14)	66%	(79)	12%	(15)	120
Relig: All Christian	12%	(37)	13%	(41)	61%	(190)	14%	(45)	313
Relig: All Non-Christian	12%	(51)	13%	(55)	51%	(211)	24%	(99)	415
Community: Urban	18%	(35)	7%	(14)	56%	(111)	19%	(37)	198
Community: Suburban	9%	(27)	13%	(39)	58%	(181)	20%	(63)	311
Community: Rural	12%	(26)	19%	(42)	49%	(108)	20%	(44)	219
Employ: Private Sector	9%	(16)	16%	(26)	63%	(106)	12%	(21)	169
Employ: Government	15%	(6)	23%	(8)	47%	(17)	14%	(5)	37
Employ: Self-Employed	14%	(10)	12%	(9)	55%	(40)	19%	(14)	72
Employ: Homemaker	20%	(15)	12%	(9)	51%	(39)	17%	(13)	76
Employ: Student	16%	(12)	20%	(14)	54%	(39)	10%	(8)	73
Employ: Retired	2%	(2)	11%	(10)	65%	(59)	22%	(20)	92
Employ: Unemployed	14%	(15)	9%	(10)	52%	(58)	25%	(28)	110
Employ: Other	12%	(12)	9%	(9)	43%	(43)	36%	(36)	100
Military HH: Yes	10%	(8)	17%	(14)	54%	(44)	18%	(15)	81
Military HH: No	12%	(80)	13%	(82)	55%	(356)	20%	(130)	648

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**Table CNBC8\_6:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
I don't trust banks

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	12%	(88)	13%	(96)	55%	(400)	20%	(144)	728
RD/WT: Right Direction	14%	(37)	13%	(34)	56%	(148)	17%	(44)	263
RD/WT: Wrong Track	11%	(51)	13%	(62)	54%	(252)	22%	(101)	465
Trump Job Approve	9%	(23)	14%	(37)	61%	(167)	17%	(46)	275
Trump Job Disapprove	15%	(57)	13%	(50)	54%	(208)	19%	(73)	388
Trump Job Strongly Approve	14%	(18)	14%	(18)	58%	(74)	14%	(18)	128
Trump Job Somewhat Approve	4%	(6)	13%	(19)	64%	(93)	20%	(29)	146
Trump Job Somewhat Disapprove	14%	(12)	19%	(17)	43%	(39)	24%	(22)	89
Trump Job Strongly Disapprove	15%	(45)	11%	(33)	57%	(170)	17%	(52)	299
Favorable of Trump	12%	(30)	13%	(32)	60%	(152)	15%	(38)	252
Unfavorable of Trump	13%	(49)	14%	(54)	56%	(215)	17%	(64)	382
Very Favorable of Trump	12%	(18)	12%	(18)	62%	(95)	15%	(23)	154
Somewhat Favorable of Trump	12%	(12)	14%	(14)	58%	(57)	15%	(15)	98
Somewhat Unfavorable of Trump	5%	(4)	26%	(20)	52%	(39)	16%	(12)	75
Very Unfavorable of Trump	15%	(45)	11%	(34)	57%	(176)	17%	(52)	306
#1 Issue: Economy	9%	(16)	12%	(20)	61%	(107)	18%	(31)	174
#1 Issue: Security	12%	(15)	18%	(22)	51%	(62)	18%	(22)	121
#1 Issue: Health Care	14%	(21)	11%	(17)	58%	(88)	17%	(26)	152
#1 Issue: Medicare / Social Security	13%	(9)	18%	(13)	56%	(40)	12%	(9)	72
#1 Issue: Women's Issues	11%	(6)	12%	(7)	48%	(28)	29%	(16)	58
#1 Issue: Education	24%	(12)	7%	(4)	61%	(31)	8%	(4)	51
#1 Issue: Energy	12%	(5)	12%	(5)	43%	(19)	34%	(15)	44
#1 Issue: Other	5%	(3)	14%	(8)	45%	(25)	37%	(21)	56
2018 House Vote: Democrat	13%	(29)	12%	(26)	55%	(117)	20%	(42)	214
2018 House Vote: Republican	7%	(10)	11%	(16)	66%	(91)	16%	(22)	139
2018 House Vote: Someone else	14%	(3)	12%	(3)	43%	(11)	31%	(8)	25
2018 House Vote: Didnt Vote	13%	(46)	14%	(49)	52%	(181)	21%	(71)	347

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**Table CNBC8\_6:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
I don't trust banks

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	12%	(88)	13%	(96)	55%	(400)	20%	(144)	728
2016 Vote: Hillary Clinton	15%	(27)	12%	(22)	52%	(95)	21%	(39)	184
2016 Vote: Donald Trump	10%	(15)	11%	(17)	66%	(100)	13%	(20)	152
2016 Vote: Someone else	10%	(4)	13%	(5)	59%	(24)	18%	(8)	41
2016 Vote: Didnt Vote	12%	(41)	15%	(51)	51%	(176)	22%	(78)	346
Voted in 2014: Yes	11%	(36)	11%	(36)	57%	(194)	21%	(72)	338
Voted in 2014: No	13%	(52)	15%	(59)	53%	(207)	19%	(72)	390
2012 Vote: Barack Obama	12%	(27)	11%	(23)	54%	(118)	24%	(52)	221
2012 Vote: Mitt Romney	11%	(12)	5%	(6)	70%	(76)	14%	(16)	109
2012 Vote: Other	5%	(1)	26%	(6)	58%	(14)	12%	(3)	25
2012 Vote: Didn't Vote	13%	(48)	16%	(60)	51%	(191)	20%	(73)	372
4-Region: Northeast	10%	(12)	12%	(14)	51%	(61)	27%	(32)	120
4-Region: Midwest	8%	(12)	12%	(18)	56%	(83)	24%	(36)	148
4-Region: South	11%	(34)	13%	(39)	60%	(180)	15%	(46)	299
4-Region: West	19%	(30)	15%	(24)	47%	(76)	19%	(31)	161
No CC	12%	(88)	13%	(96)	55%	(400)	20%	(144)	728

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

**Table CNBC8\_7: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*Interest rates are too high on credit cards*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	40%	(291)	16%	(117)	23%	(164)	21%	(155)	728
Gender: Male	37%	(114)	18%	(54)	24%	(74)	21%	(64)	305
Gender: Female	42%	(177)	15%	(63)	21%	(91)	22%	(91)	423
Age: 18-29	35%	(79)	18%	(41)	26%	(57)	21%	(46)	223
Age: 30-44	43%	(87)	16%	(32)	22%	(44)	20%	(40)	204
Age: 45-54	35%	(48)	15%	(21)	20%	(28)	29%	(40)	138
Age: 55-64	48%	(47)	16%	(16)	19%	(19)	17%	(17)	99
Age: 65+	47%	(30)	11%	(7)	24%	(16)	18%	(11)	64
Generation Z: 18-21	19%	(19)	22%	(22)	31%	(31)	29%	(29)	102
Millennial: Age 22-37	43%	(101)	16%	(38)	23%	(55)	17%	(41)	235
Generation X: Age 38-53	41%	(91)	15%	(33)	19%	(42)	26%	(57)	222
Boomers: Age 54-72	47%	(70)	16%	(24)	22%	(33)	15%	(22)	148
PID: Dem (no lean)	38%	(100)	16%	(42)	27%	(69)	19%	(49)	260
PID: Ind (no lean)	41%	(117)	12%	(36)	20%	(58)	27%	(76)	287
PID: Rep (no lean)	41%	(74)	22%	(40)	20%	(37)	17%	(30)	181
PID/Gender: Dem Men	41%	(46)	17%	(19)	28%	(31)	14%	(15)	110
PID/Gender: Dem Women	36%	(55)	16%	(23)	26%	(38)	23%	(34)	150
PID/Gender: Ind Men	39%	(44)	10%	(12)	23%	(25)	27%	(31)	112
PID/Gender: Ind Women	42%	(73)	14%	(24)	19%	(33)	26%	(46)	175
PID/Gender: Rep Men	29%	(24)	28%	(24)	21%	(17)	22%	(18)	84
PID/Gender: Rep Women	51%	(50)	17%	(16)	20%	(20)	12%	(12)	97
Ideo: Liberal (1-3)	37%	(78)	17%	(36)	25%	(52)	22%	(47)	213
Ideo: Moderate (4)	39%	(72)	19%	(36)	28%	(51)	14%	(26)	184
Ideo: Conservative (5-7)	48%	(81)	16%	(27)	20%	(34)	16%	(27)	169
Educ: < College	39%	(236)	16%	(94)	23%	(140)	23%	(137)	607
Educ: Bachelors degree	48%	(42)	13%	(12)	21%	(18)	18%	(16)	87
Educ: Post-grad	40%	(14)	34%	(12)	18%	(6)	8%	(3)	34

Continued on next page

**Table CNBC8\_7: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*Interest rates are too high on credit cards*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	40%	(291)	16%	(117)	23%	(164)	21%	(155)	728
Income: Under 50k	39%	(217)	15%	(84)	21%	(113)	25%	(138)	553
Income: 50k-100k	44%	(56)	19%	(24)	26%	(33)	12%	(15)	127
Income: 100k+	39%	(19)	19%	(9)	38%	(18)	4%	(2)	48
Ethnicity: White	41%	(213)	16%	(82)	24%	(127)	19%	(101)	523
Ethnicity: Hispanic	45%	(64)	18%	(26)	17%	(24)	20%	(29)	142
Ethnicity: Afr. Am.	40%	(48)	14%	(17)	23%	(28)	22%	(27)	120
Ethnicity: Other	35%	(30)	21%	(18)	11%	(9)	32%	(27)	85
Relig: Protestant	53%	(48)	19%	(17)	19%	(17)	10%	(9)	92
Relig: Roman Catholic	47%	(45)	16%	(16)	23%	(22)	15%	(14)	96
Relig: Ath./Agn./None	37%	(101)	18%	(48)	20%	(54)	25%	(69)	272
Relig: Something Else	33%	(47)	15%	(21)	28%	(40)	25%	(36)	143
Relig: Jewish	14%	(1)	—	(0)	47%	(3)	38%	(2)	6
Relig: Evangelical	44%	(84)	14%	(27)	23%	(45)	19%	(36)	192
Relig: Non-Evang. Catholics	49%	(59)	18%	(21)	21%	(26)	12%	(14)	120
Relig: All Christian	46%	(144)	15%	(48)	23%	(70)	16%	(51)	313
Relig: All Non-Christian	36%	(148)	17%	(69)	23%	(94)	25%	(104)	415
Community: Urban	43%	(86)	15%	(29)	24%	(47)	18%	(36)	198
Community: Suburban	36%	(112)	18%	(57)	23%	(72)	23%	(70)	311
Community: Rural	43%	(94)	14%	(32)	20%	(44)	22%	(49)	219
Employ: Private Sector	45%	(76)	19%	(32)	23%	(39)	13%	(22)	169
Employ: Government	53%	(19)	20%	(7)	13%	(5)	13%	(5)	37
Employ: Self-Employed	35%	(26)	26%	(18)	20%	(14)	19%	(14)	72
Employ: Homemaker	48%	(36)	12%	(9)	22%	(17)	18%	(14)	76
Employ: Student	33%	(24)	23%	(17)	25%	(18)	19%	(14)	73
Employ: Retired	41%	(38)	19%	(17)	22%	(20)	18%	(16)	92
Employ: Unemployed	40%	(44)	9%	(9)	23%	(25)	29%	(32)	110
Employ: Other	28%	(28)	6%	(6)	26%	(26)	39%	(39)	100
Military HH: Yes	44%	(36)	13%	(11)	30%	(24)	12%	(10)	81
Military HH: No	39%	(256)	16%	(107)	22%	(140)	22%	(145)	648

Continued on next page

**Table CNBC8\_7: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*Interest rates are too high on credit cards*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	40%	(291)	16%	(117)	23%	(164)	21%	(155)	728
RD/WT: Right Direction	44%	(115)	18%	(48)	20%	(54)	17%	(46)	263
RD/WT: Wrong Track	38%	(176)	15%	(69)	24%	(110)	24%	(110)	465
Trump Job Approve	42%	(114)	18%	(48)	22%	(61)	19%	(51)	275
Trump Job Disapprove	41%	(160)	15%	(59)	24%	(94)	19%	(74)	388
Trump Job Strongly Approve	47%	(60)	16%	(21)	21%	(27)	15%	(20)	128
Trump Job Somewhat Approve	37%	(54)	19%	(27)	23%	(34)	21%	(31)	146
Trump Job Somewhat Disapprove	33%	(30)	19%	(17)	27%	(24)	21%	(19)	89
Trump Job Strongly Disapprove	44%	(131)	14%	(42)	23%	(70)	19%	(55)	299
Favorable of Trump	46%	(115)	21%	(53)	20%	(50)	14%	(34)	252
Unfavorable of Trump	39%	(150)	16%	(60)	25%	(96)	20%	(76)	382
Very Favorable of Trump	47%	(72)	18%	(28)	20%	(31)	15%	(23)	154
Somewhat Favorable of Trump	44%	(44)	25%	(24)	19%	(19)	11%	(11)	98
Somewhat Unfavorable of Trump	34%	(26)	17%	(13)	28%	(21)	21%	(15)	75
Very Unfavorable of Trump	41%	(124)	15%	(47)	24%	(75)	20%	(61)	306
#1 Issue: Economy	46%	(80)	13%	(22)	23%	(41)	18%	(31)	174
#1 Issue: Security	44%	(53)	17%	(21)	19%	(23)	20%	(24)	121
#1 Issue: Health Care	46%	(71)	15%	(23)	25%	(38)	13%	(20)	152
#1 Issue: Medicare / Social Security	44%	(32)	21%	(15)	15%	(11)	20%	(14)	72
#1 Issue: Women's Issues	33%	(19)	12%	(7)	25%	(15)	29%	(17)	58
#1 Issue: Education	20%	(10)	29%	(15)	32%	(16)	18%	(9)	51
#1 Issue: Energy	28%	(13)	15%	(7)	19%	(8)	37%	(17)	44
#1 Issue: Other	27%	(15)	12%	(7)	22%	(12)	39%	(22)	56
2018 House Vote: Democrat	39%	(84)	16%	(35)	23%	(50)	21%	(45)	214
2018 House Vote: Republican	42%	(59)	19%	(27)	25%	(35)	13%	(18)	139
2018 House Vote: Someone else	43%	(11)	18%	(5)	24%	(6)	15%	(4)	25
2018 House Vote: Didnt Vote	40%	(138)	15%	(50)	21%	(73)	25%	(86)	347

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**Table CNBC8\_7: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*Interest rates are too high on credit cards*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	40%	(291)	16%	(117)	23%	(164)	21%	(155)	728
2016 Vote: Hillary Clinton	41%	(76)	19%	(34)	23%	(42)	17%	(32)	184
2016 Vote: Donald Trump	49%	(75)	14%	(22)	24%	(37)	12%	(18)	152
2016 Vote: Someone else	42%	(17)	19%	(8)	21%	(9)	18%	(7)	41
2016 Vote: Didnt Vote	35%	(122)	14%	(50)	22%	(77)	28%	(97)	346
Voted in 2014: Yes	41%	(140)	17%	(58)	23%	(79)	18%	(62)	338
Voted in 2014: No	39%	(152)	15%	(60)	22%	(86)	24%	(93)	390
2012 Vote: Barack Obama	41%	(91)	18%	(39)	19%	(43)	21%	(48)	221
2012 Vote: Mitt Romney	39%	(43)	20%	(22)	27%	(29)	14%	(16)	109
2012 Vote: Other	47%	(12)	15%	(4)	32%	(8)	6%	(2)	25
2012 Vote: Didn't Vote	39%	(145)	14%	(53)	23%	(84)	24%	(90)	372
4-Region: Northeast	34%	(41)	14%	(17)	27%	(33)	24%	(29)	120
4-Region: Midwest	43%	(64)	15%	(22)	21%	(31)	22%	(32)	148
4-Region: South	41%	(122)	16%	(48)	24%	(72)	19%	(57)	299
4-Region: West	40%	(64)	19%	(31)	18%	(29)	23%	(37)	161
No CC	40%	(291)	16%	(117)	23%	(164)	21%	(155)	728

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

**Table CNBC8\_8:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*Fees are too high on credit cards*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	41%	(295)	17%	(124)	25%	(179)	18%	(130)	728
Gender: Male	38%	(117)	17%	(53)	25%	(76)	19%	(59)	305
Gender: Female	42%	(178)	17%	(70)	24%	(103)	17%	(71)	423
Age: 18-29	40%	(89)	16%	(36)	28%	(62)	16%	(36)	223
Age: 30-44	42%	(85)	17%	(36)	21%	(43)	20%	(41)	204
Age: 45-54	35%	(48)	19%	(26)	23%	(32)	23%	(31)	138
Age: 55-64	48%	(47)	14%	(14)	24%	(24)	14%	(14)	99
Age: 65+	40%	(26)	17%	(11)	29%	(19)	13%	(8)	64
Generation Z: 18-21	29%	(30)	10%	(10)	36%	(37)	25%	(25)	102
Millennial: Age 22-37	43%	(101)	20%	(47)	23%	(54)	14%	(33)	235
Generation X: Age 38-53	40%	(89)	18%	(40)	20%	(44)	22%	(50)	222
Boomers: Age 54-72	46%	(68)	16%	(24)	27%	(40)	12%	(17)	148
PID: Dem (no lean)	36%	(94)	21%	(56)	28%	(73)	14%	(38)	260
PID: Ind (no lean)	45%	(128)	11%	(32)	21%	(61)	23%	(66)	287
PID: Rep (no lean)	40%	(73)	20%	(36)	25%	(46)	14%	(26)	181
PID/Gender: Dem Men	38%	(42)	19%	(21)	30%	(32)	13%	(14)	110
PID/Gender: Dem Women	35%	(52)	23%	(34)	27%	(40)	15%	(23)	150
PID/Gender: Ind Men	44%	(49)	11%	(12)	18%	(20)	27%	(30)	112
PID/Gender: Ind Women	45%	(79)	11%	(20)	23%	(41)	21%	(36)	175
PID/Gender: Rep Men	31%	(26)	24%	(20)	29%	(24)	17%	(14)	84
PID/Gender: Rep Women	49%	(47)	17%	(16)	23%	(22)	12%	(12)	97
Ideo: Liberal (1-3)	36%	(77)	19%	(40)	29%	(61)	16%	(34)	213
Ideo: Moderate (4)	43%	(79)	18%	(32)	27%	(50)	13%	(23)	184
Ideo: Conservative (5-7)	46%	(77)	15%	(26)	25%	(43)	14%	(23)	169
Educ: < College	41%	(248)	16%	(95)	25%	(150)	19%	(113)	607
Educ: Bachelors degree	39%	(34)	21%	(18)	23%	(20)	17%	(15)	87
Educ: Post-grad	38%	(13)	28%	(10)	27%	(9)	6%	(2)	34

Continued on next page

**Table CNBC8\_8:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

Fees are too high on credit cards

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	41%	(295)	17%	(124)	25%	(179)	18%	(130)	728
Income: Under 50k	40%	(221)	16%	(88)	23%	(126)	21%	(117)	553
Income: 50k-100k	45%	(58)	19%	(24)	28%	(35)	9%	(11)	127
Income: 100k+	34%	(16)	24%	(12)	38%	(18)	5%	(2)	48
Ethnicity: White	40%	(209)	18%	(93)	26%	(135)	16%	(86)	523
Ethnicity: Hispanic	47%	(67)	14%	(20)	26%	(37)	13%	(18)	142
Ethnicity: Afr. Am.	42%	(50)	17%	(21)	22%	(26)	19%	(23)	120
Ethnicity: Other	42%	(36)	12%	(10)	22%	(18)	24%	(21)	85
Relig: Protestant	47%	(44)	22%	(20)	23%	(21)	8%	(7)	92
Relig: Roman Catholic	41%	(40)	15%	(14)	30%	(29)	14%	(14)	96
Relig: Ath./Agn./None	38%	(104)	17%	(45)	23%	(61)	23%	(62)	272
Relig: Something Else	33%	(48)	20%	(28)	29%	(41)	18%	(26)	143
Relig: Jewish	9%	(1)	14%	(1)	38%	(2)	38%	(2)	6
Relig: Evangelical	48%	(93)	15%	(29)	22%	(41)	15%	(29)	192
Relig: Non-Evang. Catholics	42%	(51)	17%	(21)	30%	(36)	11%	(13)	120
Relig: All Christian	46%	(144)	16%	(50)	25%	(77)	13%	(42)	313
Relig: All Non-Christian	36%	(151)	18%	(73)	25%	(102)	21%	(88)	415
Community: Urban	43%	(86)	14%	(28)	29%	(57)	14%	(28)	198
Community: Suburban	38%	(117)	20%	(63)	24%	(74)	18%	(57)	311
Community: Rural	42%	(92)	15%	(33)	22%	(49)	21%	(45)	219
Employ: Private Sector	41%	(69)	23%	(39)	25%	(42)	11%	(18)	169
Employ: Government	49%	(18)	21%	(8)	14%	(5)	17%	(6)	37
Employ: Self-Employed	42%	(31)	22%	(16)	20%	(14)	16%	(11)	72
Employ: Homemaker	49%	(38)	11%	(9)	23%	(17)	17%	(13)	76
Employ: Student	45%	(33)	13%	(10)	29%	(21)	12%	(9)	73
Employ: Retired	39%	(36)	17%	(15)	30%	(27)	15%	(13)	92
Employ: Unemployed	38%	(41)	13%	(14)	24%	(26)	26%	(28)	110
Employ: Other	30%	(30)	13%	(13)	26%	(26)	31%	(31)	100
Military HH: Yes	44%	(35)	18%	(15)	28%	(22)	10%	(8)	81
Military HH: No	40%	(260)	17%	(109)	24%	(157)	19%	(122)	648

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**Table CNBC8\_8:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

Fees are too high on credit cards

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	41%	(295)	17%	(124)	25%	(179)	18%	(130)	728
RD/WT: Right Direction	45%	(120)	16%	(43)	22%	(57)	16%	(43)	263
RD/WT: Wrong Track	38%	(176)	17%	(80)	26%	(123)	19%	(87)	465
Trump Job Approve	43%	(119)	18%	(49)	24%	(66)	15%	(41)	275
Trump Job Disapprove	40%	(155)	17%	(66)	27%	(106)	16%	(62)	388
Trump Job Strongly Approve	41%	(53)	19%	(24)	23%	(30)	17%	(22)	128
Trump Job Somewhat Approve	45%	(66)	17%	(25)	25%	(36)	13%	(19)	146
Trump Job Somewhat Disapprove	35%	(32)	15%	(13)	29%	(26)	21%	(18)	89
Trump Job Strongly Disapprove	41%	(123)	18%	(53)	27%	(79)	15%	(44)	299
Favorable of Trump	44%	(111)	20%	(50)	22%	(55)	14%	(36)	252
Unfavorable of Trump	40%	(155)	17%	(64)	29%	(110)	14%	(53)	382
Very Favorable of Trump	42%	(64)	19%	(30)	22%	(34)	17%	(26)	154
Somewhat Favorable of Trump	48%	(47)	21%	(20)	22%	(21)	10%	(10)	98
Somewhat Unfavorable of Trump	33%	(24)	23%	(17)	32%	(24)	13%	(10)	75
Very Unfavorable of Trump	42%	(130)	15%	(47)	28%	(86)	14%	(44)	306
#1 Issue: Economy	45%	(78)	16%	(28)	23%	(40)	16%	(28)	174
#1 Issue: Security	43%	(52)	17%	(21)	20%	(25)	20%	(24)	121
#1 Issue: Health Care	42%	(64)	16%	(24)	27%	(41)	15%	(23)	152
#1 Issue: Medicare / Social Security	50%	(36)	20%	(14)	23%	(16)	8%	(6)	72
#1 Issue: Women's Issues	33%	(19)	21%	(12)	29%	(16)	18%	(10)	58
#1 Issue: Education	33%	(17)	20%	(10)	34%	(18)	13%	(7)	51
#1 Issue: Energy	29%	(13)	21%	(9)	22%	(10)	28%	(12)	44
#1 Issue: Other	29%	(16)	10%	(6)	24%	(13)	37%	(20)	56
2018 House Vote: Democrat	42%	(91)	19%	(41)	23%	(49)	16%	(33)	214
2018 House Vote: Republican	41%	(57)	20%	(28)	27%	(37)	12%	(17)	139
2018 House Vote: Someone else	37%	(9)	20%	(5)	25%	(6)	18%	(4)	25
2018 House Vote: Didnt Vote	39%	(136)	14%	(50)	25%	(86)	22%	(75)	347

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**Table CNBC8\_8:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*Fees are too high on credit cards*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	41%	(295)	17%	(124)	25%	(179)	18%	(130)	728
2016 Vote: Hillary Clinton	40%	(74)	23%	(42)	24%	(43)	13%	(24)	184
2016 Vote: Donald Trump	45%	(69)	21%	(33)	21%	(33)	12%	(18)	152
2016 Vote: Someone else	48%	(20)	16%	(7)	22%	(9)	13%	(5)	41
2016 Vote: Didn't Vote	38%	(131)	12%	(42)	26%	(91)	24%	(82)	346
Voted in 2014: Yes	42%	(142)	21%	(71)	23%	(78)	14%	(48)	338
Voted in 2014: No	39%	(153)	14%	(53)	26%	(102)	21%	(82)	390
2012 Vote: Barack Obama	40%	(89)	23%	(52)	20%	(45)	16%	(35)	221
2012 Vote: Mitt Romney	40%	(44)	16%	(17)	29%	(32)	15%	(16)	109
2012 Vote: Other	49%	(12)	15%	(4)	25%	(6)	11%	(3)	25
2012 Vote: Didn't Vote	40%	(149)	14%	(51)	26%	(96)	21%	(76)	372
4-Region: Northeast	31%	(37)	18%	(21)	29%	(35)	22%	(26)	120
4-Region: Midwest	38%	(57)	13%	(20)	26%	(38)	23%	(33)	148
4-Region: South	40%	(121)	17%	(52)	26%	(79)	16%	(47)	299
4-Region: West	50%	(80)	19%	(31)	17%	(27)	14%	(23)	161
No CC	41%	(295)	17%	(124)	25%	(179)	18%	(130)	728

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

**Table CNBC8\_9:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I have too much debt already*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	26%	(190)	13%	(98)	40%	(293)	20%	(147)	728
Gender: Male	26%	(79)	14%	(43)	40%	(123)	20%	(61)	305
Gender: Female	26%	(111)	13%	(55)	40%	(171)	20%	(86)	423
Age: 18-29	24%	(54)	11%	(24)	46%	(102)	19%	(42)	223
Age: 30-44	33%	(67)	17%	(35)	30%	(61)	20%	(40)	204
Age: 45-54	23%	(32)	11%	(16)	40%	(56)	25%	(35)	138
Age: 55-64	23%	(23)	14%	(14)	43%	(42)	20%	(20)	99
Age: 65+	21%	(14)	14%	(9)	51%	(32)	15%	(9)	64
Generation Z: 18-21	5%	(6)	9%	(9)	59%	(60)	26%	(27)	102
Millennial: Age 22-37	35%	(81)	14%	(33)	36%	(84)	15%	(36)	235
Generation X: Age 38-53	30%	(67)	14%	(31)	32%	(70)	24%	(54)	222
Boomers: Age 54-72	23%	(34)	15%	(22)	46%	(68)	16%	(24)	148
PID: Dem (no lean)	29%	(75)	14%	(36)	42%	(108)	16%	(41)	260
PID: Ind (no lean)	27%	(78)	10%	(30)	36%	(105)	26%	(75)	287
PID: Rep (no lean)	21%	(38)	18%	(32)	44%	(80)	17%	(31)	181
PID/Gender: Dem Men	33%	(36)	12%	(13)	39%	(43)	15%	(17)	110
PID/Gender: Dem Women	26%	(39)	15%	(23)	43%	(65)	16%	(24)	150
PID/Gender: Ind Men	29%	(32)	13%	(14)	35%	(39)	24%	(27)	112
PID/Gender: Ind Women	26%	(46)	9%	(15)	38%	(66)	27%	(48)	175
PID/Gender: Rep Men	13%	(11)	18%	(15)	49%	(41)	20%	(17)	84
PID/Gender: Rep Women	28%	(27)	17%	(17)	41%	(40)	14%	(14)	97
Ideo: Liberal (1-3)	26%	(54)	13%	(28)	46%	(98)	15%	(32)	213
Ideo: Moderate (4)	24%	(45)	19%	(35)	43%	(79)	14%	(26)	184
Ideo: Conservative (5-7)	25%	(42)	13%	(22)	44%	(74)	18%	(30)	169
Educ: < College	26%	(158)	13%	(81)	39%	(239)	21%	(129)	607
Educ: Bachelors degree	27%	(24)	14%	(12)	42%	(36)	18%	(15)	87
Educ: Post-grad	24%	(8)	16%	(5)	53%	(18)	7%	(2)	34

Continued on next page

**Table CNBC8\_9:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
I have too much debt already

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	26%	(190)	13%	(98)	40%	(293)	20%	(147)	728
Income: Under 50k	28%	(155)	13%	(69)	35%	(195)	24%	(134)	553
Income: 50k-100k	20%	(26)	13%	(17)	58%	(74)	9%	(11)	127
Income: 100k+	20%	(10)	24%	(12)	52%	(25)	3%	(2)	48
Ethnicity: White	26%	(138)	13%	(68)	42%	(221)	18%	(96)	523
Ethnicity: Hispanic	32%	(46)	19%	(27)	34%	(49)	14%	(20)	142
Ethnicity: Afr. Am.	26%	(31)	13%	(16)	39%	(46)	22%	(26)	120
Ethnicity: Other	24%	(21)	16%	(14)	30%	(26)	29%	(25)	85
Relig: Protestant	30%	(27)	12%	(11)	46%	(43)	11%	(11)	92
Relig: Roman Catholic	21%	(21)	29%	(28)	38%	(36)	12%	(12)	96
Relig: Ath./Agn./None	28%	(75)	7%	(20)	39%	(107)	26%	(70)	272
Relig: Something Else	22%	(31)	19%	(27)	35%	(51)	24%	(35)	143
Relig: Jewish	14%	(1)	—	(0)	47%	(3)	38%	(2)	6
Relig: Evangelical	28%	(55)	13%	(25)	42%	(82)	16%	(32)	192
Relig: Non-Evang. Catholics	24%	(29)	22%	(26)	45%	(54)	9%	(10)	120
Relig: All Christian	27%	(84)	16%	(51)	43%	(136)	13%	(42)	313
Relig: All Non-Christian	26%	(106)	11%	(47)	38%	(158)	25%	(105)	415
Community: Urban	32%	(63)	13%	(25)	38%	(75)	17%	(34)	198
Community: Suburban	24%	(73)	16%	(49)	41%	(128)	19%	(61)	311
Community: Rural	25%	(54)	11%	(24)	41%	(90)	24%	(52)	219
Employ: Private Sector	34%	(57)	17%	(29)	36%	(60)	14%	(23)	169
Employ: Government	43%	(16)	17%	(6)	23%	(9)	17%	(6)	37
Employ: Self-Employed	21%	(15)	11%	(8)	55%	(40)	13%	(10)	72
Employ: Homemaker	36%	(27)	10%	(8)	35%	(27)	19%	(14)	76
Employ: Student	9%	(7)	17%	(13)	59%	(43)	15%	(11)	73
Employ: Retired	16%	(14)	18%	(16)	48%	(44)	18%	(16)	92
Employ: Unemployed	29%	(32)	11%	(12)	36%	(39)	24%	(26)	110
Employ: Other	22%	(22)	6%	(6)	31%	(31)	40%	(40)	100
Military HH: Yes	28%	(23)	16%	(13)	40%	(32)	16%	(13)	81
Military HH: No	26%	(167)	13%	(85)	40%	(261)	21%	(134)	648

Continued on next page

**Table CNBC8\_9: [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?**

*I have too much debt already*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	26%	(190)	13%	(98)	40%	(293)	20%	(147)	728
RD/WT: Right Direction	28%	(72)	15%	(39)	38%	(100)	20%	(52)	263
RD/WT: Wrong Track	25%	(118)	13%	(59)	42%	(194)	20%	(95)	465
Trump Job Approve	28%	(77)	16%	(45)	41%	(111)	15%	(42)	275
Trump Job Disapprove	27%	(104)	12%	(48)	43%	(167)	18%	(70)	388
Trump Job Strongly Approve	25%	(32)	16%	(21)	41%	(52)	18%	(23)	128
Trump Job Somewhat Approve	30%	(44)	16%	(24)	40%	(59)	13%	(19)	146
Trump Job Somewhat Disapprove	25%	(22)	12%	(11)	43%	(39)	20%	(18)	89
Trump Job Strongly Disapprove	27%	(81)	12%	(37)	43%	(128)	18%	(52)	299
Favorable of Trump	28%	(70)	16%	(41)	41%	(104)	15%	(37)	252
Unfavorable of Trump	28%	(107)	14%	(54)	42%	(160)	16%	(60)	382
Very Favorable of Trump	29%	(45)	12%	(19)	40%	(62)	18%	(28)	154
Somewhat Favorable of Trump	26%	(25)	22%	(22)	43%	(42)	9%	(9)	98
Somewhat Unfavorable of Trump	23%	(17)	23%	(17)	45%	(34)	9%	(7)	75
Very Unfavorable of Trump	29%	(89)	12%	(37)	41%	(127)	17%	(53)	306
#1 Issue: Economy	35%	(61)	12%	(20)	36%	(62)	18%	(31)	174
#1 Issue: Security	26%	(31)	14%	(17)	37%	(45)	24%	(29)	121
#1 Issue: Health Care	29%	(45)	6%	(9)	48%	(73)	17%	(25)	152
#1 Issue: Medicare / Social Security	18%	(13)	24%	(18)	46%	(33)	12%	(9)	72
#1 Issue: Women's Issues	18%	(11)	21%	(12)	50%	(29)	11%	(7)	58
#1 Issue: Education	26%	(13)	18%	(9)	41%	(21)	15%	(8)	51
#1 Issue: Energy	20%	(9)	11%	(5)	33%	(15)	36%	(16)	44
#1 Issue: Other	15%	(8)	14%	(8)	30%	(17)	41%	(23)	56
2018 House Vote: Democrat	28%	(59)	17%	(36)	40%	(85)	16%	(35)	214
2018 House Vote: Republican	23%	(32)	16%	(22)	45%	(63)	16%	(22)	139
2018 House Vote: Someone else	12%	(3)	9%	(2)	53%	(13)	26%	(7)	25
2018 House Vote: Didnt Vote	28%	(96)	11%	(38)	38%	(131)	24%	(82)	347

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**Table CNBC8\_9:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I have too much debt already*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	26%	(190)	13%	(98)	40%	(293)	20%	(147)	728
2016 Vote: Hillary Clinton	26%	(49)	19%	(34)	39%	(71)	16%	(30)	184
2016 Vote: Donald Trump	26%	(40)	17%	(26)	41%	(62)	15%	(23)	152
2016 Vote: Someone else	28%	(11)	11%	(4)	43%	(18)	18%	(7)	41
2016 Vote: Didn't Vote	26%	(88)	10%	(33)	40%	(139)	25%	(86)	346
Voted in 2014: Yes	28%	(95)	16%	(53)	39%	(131)	18%	(59)	338
Voted in 2014: No	24%	(95)	12%	(45)	42%	(162)	22%	(87)	390
2012 Vote: Barack Obama	30%	(66)	18%	(39)	35%	(78)	17%	(38)	221
2012 Vote: Mitt Romney	19%	(21)	13%	(14)	50%	(55)	17%	(19)	109
2012 Vote: Other	45%	(11)	7%	(2)	31%	(8)	17%	(4)	25
2012 Vote: Didn't Vote	25%	(92)	11%	(43)	41%	(152)	23%	(85)	372
4-Region: Northeast	25%	(30)	9%	(10)	45%	(54)	21%	(26)	120
4-Region: Midwest	26%	(39)	9%	(13)	40%	(59)	25%	(37)	148
4-Region: South	23%	(70)	14%	(43)	44%	(133)	18%	(53)	299
4-Region: West	32%	(52)	19%	(31)	30%	(48)	19%	(31)	161
No CC	26%	(190)	13%	(98)	40%	(293)	20%	(147)	728

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

**Table CNBC8\_10:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I don't qualify for the credit card I want*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	24%	(175)	12%	(91)	43%	(315)	20%	(148)	728
Gender: Male	24%	(73)	14%	(42)	41%	(126)	21%	(64)	305
Gender: Female	24%	(102)	11%	(48)	45%	(189)	20%	(84)	423
Age: 18-29	18%	(39)	15%	(34)	48%	(108)	19%	(42)	223
Age: 30-44	32%	(66)	9%	(19)	37%	(75)	21%	(44)	204
Age: 45-54	29%	(41)	10%	(14)	38%	(52)	23%	(31)	138
Age: 55-64	17%	(17)	20%	(20)	44%	(43)	18%	(18)	99
Age: 65+	17%	(11)	5%	(3)	58%	(37)	20%	(13)	64
Generation Z: 18-21	3%	(3)	16%	(16)	52%	(53)	29%	(29)	102
Millennial: Age 22-37	31%	(73)	13%	(31)	41%	(96)	15%	(35)	235
Generation X: Age 38-53	31%	(68)	9%	(20)	37%	(82)	24%	(53)	222
Boomers: Age 54-72	17%	(26)	16%	(24)	50%	(73)	17%	(25)	148
PID: Dem (no lean)	23%	(60)	14%	(37)	48%	(124)	15%	(38)	260
PID: Ind (no lean)	25%	(72)	11%	(32)	36%	(104)	27%	(78)	287
PID: Rep (no lean)	23%	(42)	12%	(21)	48%	(87)	17%	(31)	181
PID/Gender: Dem Men	24%	(27)	17%	(18)	46%	(51)	12%	(14)	110
PID/Gender: Dem Women	22%	(34)	12%	(19)	49%	(73)	16%	(25)	150
PID/Gender: Ind Men	29%	(33)	11%	(13)	31%	(35)	28%	(31)	112
PID/Gender: Ind Women	23%	(39)	11%	(20)	39%	(69)	27%	(47)	175
PID/Gender: Rep Men	16%	(14)	13%	(11)	47%	(40)	23%	(19)	84
PID/Gender: Rep Women	29%	(29)	10%	(10)	48%	(47)	12%	(12)	97
Ideo: Liberal (1-3)	23%	(49)	15%	(31)	44%	(95)	18%	(38)	213
Ideo: Moderate (4)	28%	(52)	15%	(28)	43%	(78)	14%	(26)	184
Ideo: Conservative (5-7)	17%	(29)	13%	(22)	51%	(87)	19%	(32)	169
Educ: < College	26%	(158)	12%	(74)	41%	(248)	21%	(125)	607
Educ: Bachelors degree	15%	(13)	12%	(10)	53%	(46)	21%	(18)	87
Educ: Post-grad	10%	(3)	18%	(6)	60%	(21)	12%	(4)	34

Continued on next page

**Table CNBC8\_10:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
I don't qualify for the credit card I want

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	24%	(175)	12%	(91)	43%	(315)	20%	(148)	728
Income: Under 50k	26%	(145)	12%	(67)	38%	(212)	23%	(129)	553
Income: 50k-100k	19%	(24)	15%	(19)	53%	(67)	14%	(18)	127
Income: 100k+	13%	(6)	9%	(5)	74%	(36)	3%	(2)	48
Ethnicity: White	24%	(124)	10%	(55)	47%	(248)	19%	(97)	523
Ethnicity: Hispanic	23%	(32)	14%	(20)	47%	(67)	16%	(23)	142
Ethnicity: Afr. Am.	25%	(30)	18%	(21)	36%	(43)	22%	(26)	120
Ethnicity: Other	25%	(21)	17%	(15)	29%	(24)	29%	(25)	85
Relig: Protestant	25%	(23)	10%	(9)	49%	(45)	16%	(15)	92
Relig: Roman Catholic	29%	(28)	14%	(14)	45%	(43)	11%	(11)	96
Relig: Ath./Agn./None	23%	(61)	13%	(36)	40%	(108)	25%	(68)	272
Relig: Something Else	19%	(27)	15%	(21)	42%	(60)	24%	(35)	143
Relig: Jewish	14%	(1)	—	(0)	47%	(3)	38%	(2)	6
Relig: Evangelical	28%	(54)	11%	(22)	44%	(85)	17%	(32)	192
Relig: Non-Evang. Catholics	27%	(33)	10%	(12)	52%	(63)	11%	(13)	120
Relig: All Christian	28%	(86)	11%	(34)	47%	(148)	14%	(45)	313
Relig: All Non-Christian	21%	(88)	14%	(57)	40%	(167)	25%	(103)	415
Community: Urban	24%	(48)	13%	(27)	45%	(88)	18%	(35)	198
Community: Suburban	24%	(75)	14%	(42)	42%	(129)	21%	(65)	311
Community: Rural	24%	(52)	10%	(22)	45%	(98)	22%	(48)	219
Employ: Private Sector	25%	(42)	14%	(23)	49%	(82)	13%	(22)	169
Employ: Government	27%	(10)	20%	(7)	38%	(14)	15%	(6)	37
Employ: Self-Employed	21%	(15)	4%	(3)	55%	(40)	20%	(14)	72
Employ: Homemaker	28%	(21)	8%	(6)	44%	(34)	20%	(15)	76
Employ: Student	7%	(5)	22%	(16)	54%	(40)	17%	(13)	73
Employ: Retired	23%	(21)	13%	(12)	45%	(41)	18%	(17)	92
Employ: Unemployed	28%	(31)	10%	(11)	34%	(37)	28%	(31)	110
Employ: Other	29%	(29)	12%	(12)	27%	(27)	31%	(31)	100
Military HH: Yes	21%	(17)	13%	(11)	51%	(41)	15%	(12)	81
Military HH: No	24%	(158)	12%	(80)	42%	(274)	21%	(136)	648

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**Table CNBC8\_10:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I don't qualify for the credit card I want*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	24%	(175)	12%	(91)	43%	(315)	20%	(148)	728
RD/WT: Right Direction	24%	(63)	15%	(40)	41%	(108)	20%	(52)	263
RD/WT: Wrong Track	24%	(112)	11%	(50)	45%	(208)	21%	(96)	465
Trump Job Approve	24%	(65)	13%	(37)	45%	(125)	17%	(48)	275
Trump Job Disapprove	24%	(94)	14%	(53)	44%	(170)	18%	(72)	388
Trump Job Strongly Approve	22%	(28)	16%	(21)	43%	(55)	19%	(24)	128
Trump Job Somewhat Approve	25%	(37)	11%	(16)	47%	(69)	16%	(24)	146
Trump Job Somewhat Disapprove	20%	(18)	13%	(11)	45%	(40)	23%	(20)	89
Trump Job Strongly Disapprove	25%	(76)	14%	(41)	44%	(130)	17%	(52)	299
Favorable of Trump	24%	(60)	14%	(35)	47%	(117)	16%	(40)	252
Unfavorable of Trump	24%	(91)	14%	(52)	46%	(176)	17%	(63)	382
Very Favorable of Trump	27%	(41)	13%	(20)	42%	(65)	18%	(27)	154
Somewhat Favorable of Trump	19%	(18)	15%	(15)	53%	(52)	13%	(13)	98
Somewhat Unfavorable of Trump	20%	(15)	13%	(10)	57%	(43)	11%	(8)	75
Very Unfavorable of Trump	25%	(76)	14%	(42)	43%	(133)	18%	(55)	306
#1 Issue: Economy	29%	(50)	13%	(23)	41%	(71)	17%	(30)	174
#1 Issue: Security	18%	(22)	11%	(13)	49%	(59)	22%	(27)	121
#1 Issue: Health Care	30%	(46)	13%	(20)	42%	(64)	15%	(23)	152
#1 Issue: Medicare / Social Security	31%	(22)	17%	(12)	40%	(29)	12%	(9)	72
#1 Issue: Women's Issues	23%	(13)	8%	(5)	51%	(29)	18%	(10)	58
#1 Issue: Education	12%	(6)	14%	(7)	60%	(31)	14%	(7)	51
#1 Issue: Energy	17%	(8)	10%	(4)	34%	(15)	39%	(17)	44
#1 Issue: Other	13%	(7)	11%	(6)	33%	(18)	43%	(24)	56
2018 House Vote: Democrat	23%	(50)	18%	(39)	42%	(90)	16%	(35)	214
2018 House Vote: Republican	24%	(33)	11%	(16)	48%	(67)	17%	(23)	139
2018 House Vote: Someone else	18%	(5)	7%	(2)	43%	(11)	32%	(8)	25
2018 House Vote: Didnt Vote	25%	(87)	10%	(34)	42%	(146)	23%	(80)	347

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**Table CNBC8\_10:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?  
I don't qualify for the credit card I want

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	24%	(175)	12%	(91)	43%	(315)	20%	(148)	728
2016 Vote: Hillary Clinton	26%	(47)	17%	(32)	42%	(76)	16%	(28)	184
2016 Vote: Donald Trump	24%	(37)	13%	(19)	48%	(73)	16%	(24)	152
2016 Vote: Someone else	22%	(9)	10%	(4)	46%	(19)	22%	(9)	41
2016 Vote: Didnt Vote	23%	(81)	10%	(36)	41%	(144)	25%	(86)	346
Voted in 2014: Yes	26%	(86)	13%	(45)	43%	(146)	18%	(61)	338
Voted in 2014: No	23%	(88)	12%	(45)	43%	(169)	22%	(87)	390
2012 Vote: Barack Obama	26%	(58)	16%	(34)	40%	(88)	19%	(41)	221
2012 Vote: Mitt Romney	19%	(21)	13%	(14)	52%	(57)	15%	(17)	109
2012 Vote: Other	34%	(8)	—	(0)	46%	(12)	20%	(5)	25
2012 Vote: Didn't Vote	23%	(87)	11%	(42)	43%	(159)	23%	(84)	372
4-Region: Northeast	28%	(34)	11%	(13)	35%	(42)	26%	(32)	120
4-Region: Midwest	21%	(31)	12%	(18)	45%	(67)	22%	(33)	148
4-Region: South	25%	(74)	11%	(32)	47%	(141)	17%	(51)	299
4-Region: West	22%	(36)	17%	(28)	41%	(66)	20%	(32)	161
No CC	24%	(175)	12%	(91)	43%	(315)	20%	(148)	728

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

**Table CNBC8\_11:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I am worried about my credit score*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	24%	(171)	16%	(114)	42%	(303)	19%	(140)	728
Gender: Male	21%	(64)	14%	(42)	45%	(138)	20%	(60)	305
Gender: Female	25%	(107)	17%	(72)	39%	(165)	19%	(80)	423
Age: 18-29	32%	(72)	16%	(35)	35%	(79)	17%	(38)	223
Age: 30-44	26%	(52)	18%	(37)	37%	(75)	20%	(40)	204
Age: 45-54	16%	(22)	18%	(25)	42%	(58)	24%	(33)	138
Age: 55-64	9%	(9)	11%	(11)	59%	(58)	21%	(21)	99
Age: 65+	25%	(16)	10%	(7)	51%	(33)	14%	(9)	64
Generation Z: 18-21	20%	(21)	12%	(13)	41%	(42)	26%	(27)	102
Millennial: Age 22-37	34%	(80)	17%	(40)	35%	(81)	14%	(33)	235
Generation X: Age 38-53	20%	(45)	19%	(42)	38%	(85)	23%	(51)	222
Boomers: Age 54-72	15%	(22)	13%	(19)	56%	(83)	17%	(25)	148
PID: Dem (no lean)	28%	(73)	14%	(38)	40%	(104)	17%	(45)	260
PID: Ind (no lean)	23%	(66)	18%	(50)	35%	(101)	24%	(70)	287
PID: Rep (no lean)	18%	(32)	14%	(26)	54%	(98)	14%	(25)	181
PID/Gender: Dem Men	33%	(37)	10%	(11)	41%	(45)	16%	(17)	110
PID/Gender: Dem Women	25%	(37)	17%	(26)	40%	(60)	18%	(28)	150
PID/Gender: Ind Men	18%	(20)	16%	(18)	42%	(47)	24%	(27)	112
PID/Gender: Ind Women	26%	(46)	19%	(33)	31%	(54)	24%	(43)	175
PID/Gender: Rep Men	8%	(7)	16%	(13)	56%	(47)	19%	(16)	84
PID/Gender: Rep Women	25%	(25)	13%	(13)	52%	(51)	9%	(9)	97
Ideo: Liberal (1-3)	26%	(55)	14%	(29)	42%	(90)	18%	(38)	213
Ideo: Moderate (4)	20%	(36)	19%	(35)	46%	(85)	15%	(28)	184
Ideo: Conservative (5-7)	23%	(38)	12%	(19)	51%	(86)	15%	(25)	169
Educ: < College	24%	(143)	16%	(94)	41%	(247)	20%	(122)	607
Educ: Bachelors degree	25%	(22)	17%	(15)	42%	(37)	16%	(14)	87
Educ: Post-grad	18%	(6)	14%	(5)	56%	(19)	12%	(4)	34

Continued on next page

**Table CNBC8\_11:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I am worried about my credit score*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	24%	(171)	16%	(114)	42%	(303)	19%	(140)	728
Income: Under 50k	25%	(137)	15%	(82)	37%	(207)	23%	(127)	553
Income: 50k-100k	19%	(24)	18%	(23)	54%	(69)	9%	(11)	127
Income: 100k+	21%	(10)	18%	(9)	56%	(27)	4%	(2)	48
Ethnicity: White	20%	(106)	17%	(88)	45%	(238)	17%	(91)	523
Ethnicity: Hispanic	31%	(45)	15%	(21)	41%	(58)	13%	(18)	142
Ethnicity: Afr. Am.	31%	(38)	14%	(17)	34%	(40)	21%	(25)	120
Ethnicity: Other	33%	(28)	11%	(9)	29%	(25)	27%	(23)	85
Relig: Protestant	26%	(24)	11%	(10)	50%	(46)	13%	(12)	92
Relig: Roman Catholic	25%	(24)	13%	(12)	51%	(49)	12%	(11)	96
Relig: Ath./Agn./None	22%	(60)	19%	(52)	34%	(92)	25%	(68)	272
Relig: Something Else	23%	(33)	18%	(25)	38%	(54)	21%	(31)	143
Relig: Jewish	—	(0)	14%	(1)	47%	(3)	38%	(2)	6
Relig: Evangelical	26%	(49)	12%	(22)	49%	(93)	14%	(28)	192
Relig: Non-Evang. Catholics	24%	(28)	12%	(14)	53%	(64)	12%	(14)	120
Relig: All Christian	25%	(78)	12%	(36)	50%	(157)	13%	(42)	313
Relig: All Non-Christian	23%	(94)	19%	(78)	35%	(146)	24%	(98)	415
Community: Urban	31%	(61)	19%	(38)	36%	(71)	14%	(28)	198
Community: Suburban	21%	(67)	14%	(45)	43%	(135)	21%	(65)	311
Community: Rural	20%	(43)	14%	(31)	44%	(98)	22%	(47)	219
Employ: Private Sector	21%	(35)	20%	(34)	48%	(81)	11%	(19)	169
Employ: Government	40%	(15)	10%	(4)	34%	(13)	15%	(6)	37
Employ: Self-Employed	26%	(19)	17%	(12)	42%	(31)	14%	(10)	72
Employ: Homemaker	31%	(23)	16%	(12)	36%	(27)	18%	(14)	76
Employ: Student	29%	(21)	13%	(9)	45%	(33)	14%	(10)	73
Employ: Retired	12%	(11)	14%	(13)	51%	(46)	23%	(21)	92
Employ: Unemployed	19%	(21)	15%	(17)	42%	(46)	24%	(26)	110
Employ: Other	27%	(26)	13%	(13)	26%	(26)	34%	(34)	100
Military HH: Yes	20%	(16)	10%	(8)	53%	(43)	16%	(13)	81
Military HH: No	24%	(155)	16%	(106)	40%	(260)	20%	(127)	648

Continued on next page

**Table CNBC8\_11:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I am worried about my credit score*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	24%	(171)	16%	(114)	42%	(303)	19%	(140)	728
RD/WT: Right Direction	23%	(61)	14%	(38)	47%	(123)	16%	(41)	263
RD/WT: Wrong Track	24%	(110)	16%	(76)	39%	(180)	21%	(99)	465
Trump Job Approve	19%	(52)	17%	(45)	50%	(138)	14%	(39)	275
Trump Job Disapprove	28%	(107)	16%	(61)	38%	(148)	18%	(72)	388
Trump Job Strongly Approve	16%	(21)	15%	(19)	55%	(71)	14%	(18)	128
Trump Job Somewhat Approve	21%	(31)	18%	(26)	46%	(68)	15%	(21)	146
Trump Job Somewhat Disapprove	24%	(21)	12%	(11)	39%	(35)	25%	(22)	89
Trump Job Strongly Disapprove	29%	(86)	17%	(50)	38%	(113)	16%	(49)	299
Favorable of Trump	23%	(57)	16%	(41)	48%	(122)	13%	(32)	252
Unfavorable of Trump	25%	(97)	18%	(67)	41%	(157)	16%	(61)	382
Very Favorable of Trump	19%	(30)	13%	(21)	53%	(81)	14%	(22)	154
Somewhat Favorable of Trump	28%	(28)	21%	(20)	41%	(41)	10%	(9)	98
Somewhat Unfavorable of Trump	14%	(11)	25%	(19)	50%	(38)	10%	(7)	75
Very Unfavorable of Trump	28%	(86)	16%	(48)	39%	(119)	17%	(53)	306
#1 Issue: Economy	23%	(41)	18%	(31)	41%	(72)	17%	(30)	174
#1 Issue: Security	25%	(30)	13%	(16)	43%	(52)	19%	(23)	121
#1 Issue: Health Care	24%	(37)	15%	(23)	44%	(68)	16%	(25)	152
#1 Issue: Medicare / Social Security	24%	(17)	13%	(9)	51%	(37)	12%	(9)	72
#1 Issue: Women's Issues	34%	(20)	17%	(10)	29%	(17)	19%	(11)	58
#1 Issue: Education	23%	(12)	17%	(9)	48%	(24)	12%	(6)	51
#1 Issue: Energy	18%	(8)	20%	(9)	28%	(13)	33%	(15)	44
#1 Issue: Other	12%	(7)	12%	(7)	37%	(21)	40%	(22)	56
2018 House Vote: Democrat	27%	(58)	15%	(33)	41%	(87)	17%	(37)	214
2018 House Vote: Republican	19%	(26)	13%	(17)	56%	(78)	13%	(18)	139
2018 House Vote: Someone else	20%	(5)	29%	(7)	28%	(7)	23%	(6)	25
2018 House Vote: Didnt Vote	24%	(83)	16%	(55)	38%	(131)	22%	(78)	347

Continued on next page



**Table CNBC8\_11:** [AMONG RESPONDENTS WITHOUT A CREDIT CARD] To what extent are the following a reason you don't currently have a credit card?

*I am worried about my credit score*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	24%	(171)	16%	(114)	42%	(303)	19%	(140)	728
2016 Vote: Hillary Clinton	27%	(49)	20%	(36)	37%	(68)	17%	(31)	184
2016 Vote: Donald Trump	19%	(30)	14%	(22)	56%	(85)	11%	(16)	152
2016 Vote: Someone else	27%	(11)	15%	(6)	37%	(15)	22%	(9)	41
2016 Vote: Didnt Vote	23%	(81)	14%	(50)	38%	(132)	24%	(84)	346
Voted in 2014: Yes	24%	(80)	15%	(52)	44%	(148)	17%	(58)	338
Voted in 2014: No	23%	(91)	16%	(61)	40%	(155)	21%	(82)	390
2012 Vote: Barack Obama	24%	(53)	19%	(41)	37%	(82)	21%	(45)	221
2012 Vote: Mitt Romney	20%	(22)	10%	(11)	57%	(62)	13%	(15)	109
2012 Vote: Other	8%	(2)	16%	(4)	71%	(18)	5%	(1)	25
2012 Vote: Didn't Vote	25%	(95)	16%	(58)	38%	(141)	21%	(78)	372
4-Region: Northeast	29%	(34)	10%	(11)	38%	(46)	24%	(29)	120
4-Region: Midwest	21%	(31)	15%	(22)	41%	(61)	23%	(34)	148
4-Region: South	21%	(62)	16%	(48)	47%	(141)	16%	(48)	299
4-Region: West	27%	(44)	20%	(33)	34%	(55)	18%	(29)	161
No CC	24%	(171)	16%	(114)	42%	(303)	19%	(140)	728

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

**Table CNBC10\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To build credit**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	48%	(704)	23%	(336)	24%	(353)	5%	(79)	1472
Gender: Male	46%	(350)	26%	(200)	23%	(177)	4%	(30)	756
Gender: Female	49%	(354)	19%	(136)	25%	(176)	7%	(49)	715
Age: 18-29	69%	(173)	13%	(34)	11%	(27)	7%	(18)	251
Age: 30-44	57%	(190)	22%	(72)	15%	(50)	6%	(21)	334
Age: 45-54	46%	(116)	24%	(61)	24%	(60)	6%	(16)	253
Age: 55-64	41%	(106)	28%	(74)	27%	(71)	4%	(10)	261
Age: 65+	32%	(118)	26%	(95)	39%	(144)	4%	(15)	372
Generation Z: 18-21	61%	(53)	13%	(12)	14%	(12)	11%	(10)	87
Millennial: Age 22-37	68%	(226)	16%	(54)	10%	(34)	5%	(16)	331
Generation X: Age 38-53	49%	(194)	23%	(92)	21%	(85)	7%	(29)	400
Boomers: Age 54-72	36%	(200)	29%	(161)	31%	(174)	4%	(21)	555
PID: Dem (no lean)	53%	(266)	20%	(102)	23%	(114)	4%	(18)	500
PID: Ind (no lean)	49%	(238)	23%	(115)	22%	(107)	6%	(31)	490
PID: Rep (no lean)	41%	(200)	25%	(120)	27%	(132)	6%	(30)	482
PID/Gender: Dem Men	55%	(124)	21%	(46)	21%	(47)	4%	(8)	226
PID/Gender: Dem Women	52%	(142)	20%	(55)	24%	(67)	3%	(10)	275
PID/Gender: Ind Men	47%	(125)	27%	(73)	20%	(54)	5%	(14)	266
PID/Gender: Ind Women	50%	(112)	19%	(42)	24%	(53)	8%	(17)	224
PID/Gender: Rep Men	38%	(100)	30%	(80)	29%	(76)	3%	(8)	264
PID/Gender: Rep Women	46%	(99)	18%	(39)	26%	(56)	10%	(22)	217
Ideo: Liberal (1-3)	51%	(232)	23%	(106)	23%	(105)	3%	(14)	457
Ideo: Moderate (4)	52%	(170)	17%	(56)	27%	(87)	4%	(13)	326
Ideo: Conservative (5-7)	41%	(228)	28%	(157)	26%	(142)	5%	(26)	552
Educ: < College	50%	(456)	23%	(205)	20%	(182)	7%	(63)	906
Educ: Bachelors degree	46%	(163)	24%	(86)	27%	(97)	3%	(11)	357
Educ: Post-grad	40%	(84)	22%	(46)	35%	(74)	3%	(6)	210

Continued on next page

**Table CNBC10\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To build credit**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	48%	(704)	23%	(336)	24%	(353)	5%	(79)	1472
Income: Under 50k	52%	(360)	19%	(135)	21%	(147)	7%	(50)	691
Income: 50k-100k	46%	(234)	25%	(126)	26%	(133)	4%	(20)	514
Income: 100k+	41%	(110)	28%	(75)	27%	(73)	3%	(9)	266
Ethnicity: White	45%	(541)	25%	(297)	25%	(305)	5%	(56)	1199
Ethnicity: Hispanic	60%	(125)	16%	(33)	17%	(34)	7%	(15)	207
Ethnicity: Afr. Am.	62%	(95)	13%	(20)	19%	(30)	6%	(9)	154
Ethnicity: Other	57%	(68)	16%	(19)	15%	(18)	12%	(14)	119
Relig: Protestant	42%	(142)	24%	(80)	29%	(96)	5%	(18)	336
Relig: Roman Catholic	46%	(155)	22%	(75)	26%	(87)	5%	(17)	335
Relig: Ath./Agn./None	48%	(203)	26%	(107)	21%	(88)	5%	(22)	420
Relig: Something Else	52%	(123)	20%	(48)	24%	(57)	3%	(8)	237
Relig: Jewish	40%	(15)	31%	(12)	30%	(12)	—	(0)	39
Relig: Evangelical	49%	(171)	21%	(73)	23%	(79)	8%	(27)	351
Relig: Non-Evang. Catholics	44%	(206)	23%	(108)	28%	(128)	5%	(22)	464
Relig: All Christian	46%	(377)	22%	(181)	25%	(208)	6%	(49)	815
Relig: All Non-Christian	50%	(326)	24%	(155)	22%	(145)	5%	(30)	656
Community: Urban	53%	(165)	21%	(66)	21%	(65)	5%	(15)	311
Community: Suburban	46%	(362)	23%	(183)	26%	(209)	5%	(40)	794
Community: Rural	48%	(177)	24%	(87)	22%	(79)	7%	(24)	367
Employ: Private Sector	48%	(255)	27%	(144)	21%	(112)	4%	(23)	535
Employ: Government	50%	(57)	19%	(22)	25%	(29)	6%	(6)	114
Employ: Self-Employed	53%	(70)	23%	(31)	20%	(26)	4%	(6)	132
Employ: Homemaker	46%	(36)	23%	(18)	25%	(20)	6%	(4)	77
Employ: Student	63%	(42)	22%	(15)	9%	(6)	5%	(3)	67
Employ: Retired	38%	(137)	24%	(86)	35%	(126)	4%	(13)	362
Employ: Unemployed	54%	(34)	14%	(8)	19%	(12)	13%	(8)	62
Employ: Other	59%	(73)	10%	(12)	19%	(23)	12%	(15)	123
Military HH: Yes	45%	(125)	26%	(74)	25%	(71)	4%	(10)	279
Military HH: No	49%	(579)	22%	(263)	24%	(282)	6%	(69)	1193

Continued on next page

**Table CNBC10\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To build credit**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	48%	(704)	23%	(336)	24%	(353)	5%	(79)	1472
RD/WT: Right Direction	45%	(268)	25%	(149)	24%	(143)	5%	(29)	590
RD/WT: Wrong Track	49%	(435)	21%	(187)	24%	(210)	6%	(50)	882
Trump Job Approve	46%	(281)	25%	(153)	25%	(154)	4%	(27)	614
Trump Job Disapprove	50%	(394)	22%	(174)	24%	(190)	4%	(35)	793
Trump Job Strongly Approve	44%	(149)	25%	(84)	27%	(93)	4%	(14)	339
Trump Job Somewhat Approve	48%	(132)	25%	(69)	22%	(61)	5%	(12)	275
Trump Job Somewhat Disapprove	51%	(101)	22%	(44)	23%	(46)	4%	(8)	199
Trump Job Strongly Disapprove	49%	(294)	22%	(130)	24%	(144)	5%	(27)	594
Favorable of Trump	46%	(286)	24%	(149)	26%	(160)	4%	(26)	621
Unfavorable of Trump	50%	(395)	23%	(180)	24%	(185)	3%	(24)	783
Very Favorable of Trump	45%	(164)	23%	(86)	27%	(99)	5%	(18)	367
Somewhat Favorable of Trump	48%	(122)	25%	(63)	24%	(61)	3%	(8)	254
Somewhat Unfavorable of Trump	49%	(75)	22%	(34)	27%	(42)	1%	(2)	152
Very Unfavorable of Trump	51%	(320)	23%	(146)	23%	(144)	3%	(22)	631
#1 Issue: Economy	49%	(198)	24%	(97)	22%	(88)	5%	(19)	401
#1 Issue: Security	44%	(142)	27%	(86)	26%	(85)	3%	(10)	323
#1 Issue: Health Care	52%	(145)	21%	(58)	22%	(60)	5%	(15)	279
#1 Issue: Medicare / Social Security	40%	(79)	20%	(41)	34%	(68)	6%	(12)	200
#1 Issue: Women's Issues	58%	(33)	12%	(7)	25%	(14)	5%	(3)	56
#1 Issue: Education	59%	(53)	21%	(19)	13%	(11)	7%	(6)	90
#1 Issue: Energy	51%	(39)	24%	(19)	20%	(15)	4%	(3)	76
#1 Issue: Other	34%	(16)	22%	(10)	23%	(11)	21%	(10)	46
2018 House Vote: Democrat	50%	(275)	23%	(130)	25%	(137)	2%	(13)	554
2018 House Vote: Republican	42%	(231)	25%	(136)	27%	(151)	6%	(32)	551
2018 House Vote: Someone else	45%	(32)	18%	(13)	25%	(18)	12%	(8)	71
2018 House Vote: Didnt Vote	56%	(165)	19%	(56)	15%	(45)	9%	(26)	292
2016 Vote: Hillary Clinton	47%	(228)	24%	(116)	26%	(126)	4%	(18)	489
2016 Vote: Donald Trump	41%	(220)	25%	(136)	28%	(148)	5%	(28)	532
2016 Vote: Someone else	42%	(50)	22%	(27)	30%	(36)	6%	(7)	120
2016 Vote: Didnt Vote	62%	(203)	17%	(56)	13%	(43)	8%	(26)	327

Continued on next page

**Table CNBC10\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To build credit**

<b>Demographic</b>	<b>A major reason</b>		<b>A minor reason</b>		<b>Not a reason</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	48%	(704)	23%	(336)	24%	(353)	5%	(79)	1472
Voted in 2014: Yes	42%	(424)	25%	(252)	28%	(282)	4%	(43)	1000
Voted in 2014: No	59%	(280)	18%	(84)	15%	(72)	8%	(36)	472
2012 Vote: Barack Obama	47%	(273)	23%	(133)	26%	(152)	3%	(17)	575
2012 Vote: Mitt Romney	37%	(158)	28%	(117)	29%	(122)	6%	(24)	422
2012 Vote: Other	42%	(26)	25%	(15)	24%	(15)	8%	(5)	60
2012 Vote: Didn't Vote	60%	(245)	16%	(67)	16%	(64)	8%	(33)	409
4-Region: Northeast	46%	(126)	22%	(61)	25%	(70)	6%	(17)	274
4-Region: Midwest	41%	(128)	25%	(78)	28%	(88)	6%	(20)	314
4-Region: South	53%	(281)	21%	(111)	21%	(108)	5%	(25)	525
4-Region: West	47%	(168)	24%	(86)	24%	(87)	5%	(16)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC10\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?**  
To earn rewards

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	39%	(574)	25%	(371)	30%	(437)	6%	(90)	1472
Gender: Male	39%	(295)	26%	(200)	29%	(223)	5%	(38)	756
Gender: Female	39%	(278)	24%	(171)	30%	(214)	7%	(52)	715
Age: 18-29	32%	(81)	26%	(66)	32%	(80)	10%	(24)	251
Age: 30-44	38%	(128)	25%	(84)	29%	(98)	7%	(24)	334
Age: 45-54	38%	(96)	23%	(59)	31%	(80)	7%	(18)	253
Age: 55-64	38%	(100)	22%	(57)	36%	(93)	4%	(10)	261
Age: 65+	45%	(167)	28%	(105)	23%	(87)	4%	(14)	372
Generation Z: 18-21	26%	(22)	27%	(23)	37%	(32)	11%	(9)	87
Millennial: Age 22-37	38%	(127)	26%	(87)	28%	(92)	8%	(26)	331
Generation X: Age 38-53	38%	(151)	23%	(94)	31%	(125)	8%	(31)	400
Boomers: Age 54-72	40%	(221)	26%	(142)	30%	(168)	4%	(24)	555
PID: Dem (no lean)	40%	(201)	27%	(135)	27%	(136)	6%	(28)	500
PID: Ind (no lean)	33%	(162)	27%	(131)	32%	(156)	8%	(41)	490
PID: Rep (no lean)	44%	(211)	22%	(104)	30%	(145)	5%	(22)	482
PID/Gender: Dem Men	43%	(97)	25%	(57)	26%	(58)	6%	(13)	226
PID/Gender: Dem Women	38%	(104)	29%	(78)	28%	(78)	5%	(14)	275
PID/Gender: Ind Men	32%	(85)	31%	(83)	31%	(82)	6%	(17)	266
PID/Gender: Ind Women	34%	(77)	22%	(49)	33%	(74)	11%	(24)	224
PID/Gender: Rep Men	43%	(113)	23%	(61)	31%	(83)	3%	(7)	264
PID/Gender: Rep Women	45%	(97)	20%	(43)	28%	(62)	7%	(14)	217
Ideo: Liberal (1-3)	41%	(187)	27%	(123)	27%	(125)	5%	(23)	457
Ideo: Moderate (4)	41%	(135)	27%	(87)	28%	(91)	4%	(14)	326
Ideo: Conservative (5-7)	40%	(224)	25%	(138)	30%	(167)	4%	(23)	552
Educ: < College	32%	(292)	25%	(229)	34%	(311)	8%	(74)	906
Educ: Bachelors degree	48%	(171)	26%	(92)	23%	(82)	3%	(12)	357
Educ: Post-grad	53%	(111)	24%	(50)	21%	(45)	2%	(4)	210

Continued on next page

**Table CNBC10\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To earn rewards**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(574)	25%	(371)	30%	(437)	6%	(90)	1472
Income: Under 50k	30%	(210)	25%	(175)	35%	(242)	9%	(65)	691
Income: 50k-100k	43%	(220)	26%	(135)	27%	(141)	4%	(18)	514
Income: 100k+	54%	(144)	23%	(61)	20%	(54)	3%	(7)	266
Ethnicity: White	38%	(451)	27%	(325)	30%	(357)	5%	(66)	1199
Ethnicity: Hispanic	42%	(87)	26%	(53)	24%	(50)	8%	(16)	207
Ethnicity: Afr. Am.	36%	(56)	21%	(33)	34%	(52)	9%	(13)	154
Ethnicity: Other	56%	(66)	11%	(13)	24%	(29)	9%	(11)	119
Relig: Protestant	45%	(152)	24%	(82)	27%	(92)	3%	(11)	336
Relig: Roman Catholic	43%	(144)	27%	(89)	25%	(82)	6%	(19)	335
Relig: Ath./Agn./None	33%	(139)	29%	(120)	31%	(132)	7%	(29)	420
Relig: Something Else	41%	(96)	20%	(47)	34%	(81)	5%	(12)	237
Relig: Jewish	48%	(18)	24%	(9)	28%	(11)	—	(0)	39
Relig: Evangelical	39%	(136)	25%	(88)	29%	(101)	7%	(26)	351
Relig: Non-Evang. Catholics	44%	(202)	25%	(115)	26%	(123)	5%	(24)	464
Relig: All Christian	41%	(338)	25%	(204)	27%	(224)	6%	(50)	815
Relig: All Non-Christian	36%	(236)	25%	(167)	33%	(213)	6%	(40)	656
Community: Urban	41%	(129)	22%	(69)	31%	(97)	5%	(17)	311
Community: Suburban	40%	(320)	28%	(221)	26%	(204)	6%	(49)	794
Community: Rural	34%	(124)	22%	(82)	37%	(136)	7%	(25)	367
Employ: Private Sector	41%	(219)	25%	(132)	30%	(162)	4%	(22)	535
Employ: Government	51%	(58)	20%	(23)	21%	(24)	8%	(9)	114
Employ: Self-Employed	38%	(50)	26%	(35)	31%	(41)	5%	(6)	132
Employ: Homemaker	35%	(27)	21%	(16)	37%	(29)	7%	(6)	77
Employ: Student	25%	(17)	33%	(22)	36%	(24)	6%	(4)	67
Employ: Retired	44%	(160)	30%	(107)	22%	(81)	4%	(14)	362
Employ: Unemployed	25%	(15)	24%	(15)	30%	(18)	21%	(13)	62
Employ: Other	22%	(27)	17%	(21)	47%	(58)	13%	(17)	123
Military HH: Yes	38%	(106)	27%	(75)	31%	(85)	4%	(12)	279
Military HH: No	39%	(468)	25%	(296)	29%	(352)	7%	(78)	1193

Continued on next page

**Table CNBC10\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To earn rewards**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	39%	(574)	25%	(371)	30%	(437)	6%	(90)	1472
RD/WT: Right Direction	40%	(236)	25%	(148)	30%	(178)	5%	(27)	590
RD/WT: Wrong Track	38%	(338)	25%	(222)	29%	(259)	7%	(63)	882
Trump Job Approve	40%	(248)	25%	(151)	31%	(188)	4%	(27)	614
Trump Job Disapprove	38%	(303)	27%	(213)	29%	(232)	6%	(45)	793
Trump Job Strongly Approve	41%	(138)	23%	(77)	33%	(114)	3%	(11)	339
Trump Job Somewhat Approve	40%	(111)	27%	(74)	27%	(75)	6%	(15)	275
Trump Job Somewhat Disapprove	32%	(63)	28%	(55)	35%	(70)	5%	(11)	199
Trump Job Strongly Disapprove	40%	(240)	27%	(158)	27%	(162)	6%	(34)	594
Favorable of Trump	40%	(250)	25%	(152)	31%	(194)	4%	(25)	621
Unfavorable of Trump	39%	(305)	27%	(211)	29%	(231)	5%	(37)	783
Very Favorable of Trump	40%	(147)	21%	(78)	34%	(126)	4%	(16)	367
Somewhat Favorable of Trump	40%	(102)	29%	(74)	27%	(68)	4%	(9)	254
Somewhat Unfavorable of Trump	35%	(53)	23%	(35)	38%	(58)	4%	(7)	152
Very Unfavorable of Trump	40%	(252)	28%	(176)	27%	(173)	5%	(30)	631
#1 Issue: Economy	40%	(162)	23%	(94)	32%	(127)	4%	(18)	401
#1 Issue: Security	39%	(126)	26%	(85)	32%	(103)	3%	(10)	323
#1 Issue: Health Care	41%	(114)	26%	(71)	27%	(75)	7%	(19)	279
#1 Issue: Medicare / Social Security	36%	(73)	27%	(54)	28%	(56)	9%	(17)	200
#1 Issue: Women's Issues	44%	(25)	28%	(16)	22%	(12)	6%	(3)	56
#1 Issue: Education	34%	(31)	26%	(24)	33%	(30)	6%	(6)	90
#1 Issue: Energy	36%	(28)	27%	(20)	30%	(23)	7%	(5)	76
#1 Issue: Other	33%	(15)	16%	(7)	25%	(12)	25%	(12)	46
2018 House Vote: Democrat	41%	(227)	28%	(156)	27%	(148)	4%	(23)	554
2018 House Vote: Republican	43%	(239)	24%	(132)	29%	(158)	4%	(22)	551
2018 House Vote: Someone else	35%	(25)	15%	(11)	34%	(24)	16%	(11)	71
2018 House Vote: Didnt Vote	28%	(81)	25%	(72)	36%	(106)	12%	(34)	292
2016 Vote: Hillary Clinton	43%	(211)	27%	(130)	26%	(125)	5%	(23)	489
2016 Vote: Donald Trump	42%	(222)	24%	(128)	30%	(157)	5%	(25)	532
2016 Vote: Someone else	36%	(43)	23%	(28)	35%	(42)	5%	(7)	120
2016 Vote: Didnt Vote	29%	(95)	26%	(84)	34%	(112)	11%	(36)	327

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**Table CNBC10\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To earn rewards**

<b>Demographic</b>	<b>A major reason</b>		<b>A minor reason</b>		<b>Not a reason</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	39%	(574)	25%	(371)	30%	(437)	6%	(90)	1472
Voted in 2014: Yes	43%	(426)	26%	(260)	28%	(276)	4%	(39)	1000
Voted in 2014: No	31%	(148)	24%	(111)	34%	(161)	11%	(51)	472
2012 Vote: Barack Obama	40%	(232)	27%	(153)	29%	(167)	4%	(23)	575
2012 Vote: Mitt Romney	46%	(194)	26%	(110)	24%	(100)	4%	(18)	422
2012 Vote: Other	30%	(18)	20%	(12)	43%	(26)	7%	(4)	60
2012 Vote: Didn't Vote	31%	(126)	23%	(94)	35%	(145)	11%	(44)	409
4-Region: Northeast	42%	(115)	26%	(73)	25%	(68)	7%	(19)	274
4-Region: Midwest	37%	(115)	25%	(79)	33%	(103)	5%	(17)	314
4-Region: South	36%	(187)	25%	(133)	32%	(168)	7%	(37)	525
4-Region: West	44%	(158)	24%	(86)	27%	(98)	5%	(17)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC10\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To receive a discount on a purchase for opening a card**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	22%	(323)	22%	(325)	49%	(720)	7%	(104)	1472
Gender: Male	19%	(141)	24%	(185)	51%	(389)	5%	(42)	756
Gender: Female	26%	(183)	20%	(140)	46%	(330)	9%	(63)	715
Age: 18-29	24%	(59)	20%	(50)	49%	(122)	8%	(19)	251
Age: 30-44	19%	(64)	21%	(70)	51%	(171)	9%	(29)	334
Age: 45-54	27%	(69)	21%	(53)	44%	(110)	8%	(20)	253
Age: 55-64	19%	(50)	23%	(61)	51%	(134)	6%	(17)	261
Age: 65+	22%	(81)	24%	(91)	49%	(182)	5%	(19)	372
Generation Z: 18-21	23%	(20)	19%	(17)	49%	(42)	10%	(9)	87
Millennial: Age 22-37	21%	(71)	20%	(65)	51%	(167)	8%	(27)	331
Generation X: Age 38-53	25%	(99)	22%	(88)	45%	(181)	8%	(32)	400
Boomers: Age 54-72	20%	(111)	23%	(129)	51%	(283)	6%	(32)	555
PID: Dem (no lean)	22%	(109)	21%	(107)	52%	(258)	5%	(26)	500
PID: Ind (no lean)	21%	(104)	20%	(99)	48%	(236)	11%	(52)	490
PID: Rep (no lean)	23%	(110)	25%	(119)	47%	(226)	5%	(26)	482
PID/Gender: Dem Men	18%	(41)	27%	(60)	50%	(113)	5%	(12)	226
PID/Gender: Dem Women	25%	(68)	17%	(47)	53%	(145)	5%	(15)	275
PID/Gender: Ind Men	18%	(49)	23%	(62)	50%	(133)	8%	(23)	266
PID/Gender: Ind Women	25%	(55)	17%	(37)	46%	(103)	13%	(29)	224
PID/Gender: Rep Men	19%	(50)	24%	(63)	54%	(143)	3%	(7)	264
PID/Gender: Rep Women	28%	(60)	26%	(55)	38%	(83)	9%	(19)	217
Ideo: Liberal (1-3)	22%	(103)	23%	(103)	50%	(230)	5%	(22)	457
Ideo: Moderate (4)	25%	(81)	18%	(60)	51%	(166)	6%	(19)	326
Ideo: Conservative (5-7)	20%	(111)	26%	(144)	48%	(264)	6%	(34)	552
Educ: < College	20%	(184)	22%	(200)	49%	(444)	9%	(78)	906
Educ: Bachelors degree	22%	(79)	23%	(82)	49%	(174)	6%	(22)	357
Educ: Post-grad	29%	(60)	20%	(43)	49%	(102)	2%	(4)	210

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**Table CNBC10\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
 To receive a discount on a purchase for opening a card**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(323)	22%	(325)	49%	(720)	7%	(104)	1472
Income: Under 50k	19%	(131)	21%	(143)	51%	(354)	9%	(64)	691
Income: 50k-100k	24%	(126)	24%	(122)	46%	(237)	6%	(30)	514
Income: 100k+	25%	(67)	23%	(60)	48%	(129)	4%	(10)	266
Ethnicity: White	21%	(250)	23%	(276)	49%	(593)	7%	(80)	1199
Ethnicity: Hispanic	31%	(64)	18%	(38)	43%	(88)	8%	(17)	207
Ethnicity: Afr. Am.	19%	(30)	22%	(34)	50%	(77)	9%	(13)	154
Ethnicity: Other	36%	(43)	12%	(15)	42%	(50)	9%	(11)	119
Relig: Protestant	21%	(69)	25%	(85)	49%	(163)	6%	(19)	336
Relig: Roman Catholic	24%	(80)	22%	(72)	49%	(163)	6%	(19)	335
Relig: Ath./Agn./None	20%	(85)	20%	(84)	52%	(220)	7%	(31)	420
Relig: Something Else	26%	(62)	19%	(45)	49%	(116)	6%	(14)	237
Relig: Jewish	37%	(14)	13%	(5)	51%	(20)	—	(0)	39
Relig: Evangelical	21%	(75)	27%	(94)	42%	(148)	10%	(33)	351
Relig: Non-Evang. Catholics	22%	(102)	22%	(101)	51%	(235)	6%	(26)	464
Relig: All Christian	22%	(177)	24%	(195)	47%	(384)	7%	(60)	815
Relig: All Non-Christian	22%	(147)	20%	(129)	51%	(336)	7%	(44)	656
Community: Urban	19%	(59)	24%	(73)	49%	(152)	9%	(27)	311
Community: Suburban	23%	(184)	22%	(174)	48%	(384)	7%	(52)	794
Community: Rural	22%	(81)	21%	(78)	50%	(184)	7%	(25)	367
Employ: Private Sector	22%	(117)	23%	(124)	50%	(270)	5%	(24)	535
Employ: Government	28%	(32)	25%	(29)	38%	(43)	9%	(10)	114
Employ: Self-Employed	20%	(27)	25%	(33)	49%	(65)	6%	(8)	132
Employ: Homemaker	19%	(15)	21%	(16)	50%	(39)	9%	(7)	77
Employ: Student	23%	(15)	12%	(8)	59%	(40)	6%	(4)	67
Employ: Retired	20%	(74)	24%	(88)	50%	(181)	5%	(20)	362
Employ: Unemployed	18%	(11)	15%	(9)	45%	(28)	23%	(14)	62
Employ: Other	26%	(32)	15%	(18)	45%	(55)	14%	(17)	123
Military HH: Yes	21%	(57)	25%	(70)	49%	(138)	5%	(14)	279
Military HH: No	22%	(266)	21%	(255)	49%	(582)	8%	(90)	1193

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**Table CNBC10\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To receive a discount on a purchase for opening a card**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	22%	(323)	22%	(325)	49%	(720)	7%	(104)	1472
RD/WT: Right Direction	20%	(119)	24%	(142)	50%	(295)	6%	(34)	590
RD/WT: Wrong Track	23%	(204)	21%	(183)	48%	(425)	8%	(70)	882
Trump Job Approve	22%	(132)	24%	(147)	48%	(297)	6%	(38)	614
Trump Job Disapprove	23%	(179)	21%	(170)	50%	(398)	6%	(46)	793
Trump Job Strongly Approve	20%	(67)	24%	(81)	51%	(173)	5%	(18)	339
Trump Job Somewhat Approve	24%	(65)	24%	(66)	45%	(124)	7%	(20)	275
Trump Job Somewhat Disapprove	23%	(45)	20%	(39)	52%	(103)	6%	(11)	199
Trump Job Strongly Disapprove	23%	(134)	22%	(131)	50%	(294)	6%	(35)	594
Favorable of Trump	22%	(139)	24%	(149)	48%	(298)	6%	(35)	621
Unfavorable of Trump	22%	(170)	22%	(170)	51%	(403)	5%	(40)	783
Very Favorable of Trump	24%	(87)	24%	(87)	47%	(173)	5%	(20)	367
Somewhat Favorable of Trump	20%	(51)	24%	(62)	49%	(125)	6%	(15)	254
Somewhat Unfavorable of Trump	22%	(34)	22%	(34)	51%	(78)	5%	(7)	152
Very Unfavorable of Trump	22%	(137)	22%	(136)	51%	(325)	5%	(33)	631
#1 Issue: Economy	22%	(88)	23%	(94)	51%	(203)	4%	(17)	401
#1 Issue: Security	21%	(68)	23%	(75)	51%	(165)	5%	(16)	323
#1 Issue: Health Care	24%	(67)	21%	(60)	46%	(129)	8%	(23)	279
#1 Issue: Medicare / Social Security	22%	(43)	21%	(42)	48%	(96)	9%	(18)	200
#1 Issue: Women's Issues	31%	(18)	15%	(8)	43%	(24)	11%	(6)	56
#1 Issue: Education	21%	(19)	21%	(19)	50%	(45)	8%	(7)	90
#1 Issue: Energy	21%	(16)	22%	(17)	51%	(38)	6%	(5)	76
#1 Issue: Other	10%	(5)	21%	(10)	42%	(19)	27%	(12)	46
2018 House Vote: Democrat	21%	(118)	22%	(122)	52%	(289)	5%	(25)	554
2018 House Vote: Republican	22%	(121)	25%	(137)	48%	(265)	5%	(27)	551
2018 House Vote: Someone else	29%	(20)	13%	(9)	41%	(29)	18%	(13)	71
2018 House Vote: Didnt Vote	22%	(64)	19%	(56)	46%	(134)	13%	(38)	292
2016 Vote: Hillary Clinton	21%	(100)	24%	(117)	51%	(249)	5%	(23)	489
2016 Vote: Donald Trump	22%	(116)	23%	(124)	49%	(259)	6%	(34)	532
2016 Vote: Someone else	24%	(28)	20%	(25)	47%	(57)	8%	(10)	120
2016 Vote: Didnt Vote	24%	(77)	18%	(59)	47%	(155)	11%	(36)	327

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**Table CNBC10\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
To receive a discount on a purchase for opening a card**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	22%	(323)	22%	(325)	49%	(720)	7%	(104)	1472
Voted in 2014: Yes	22%	(221)	24%	(236)	49%	(490)	5%	(53)	1000
Voted in 2014: No	22%	(102)	19%	(88)	49%	(230)	11%	(51)	472
2012 Vote: Barack Obama	20%	(113)	24%	(137)	51%	(293)	6%	(32)	575
2012 Vote: Mitt Romney	24%	(100)	23%	(98)	48%	(203)	5%	(22)	422
2012 Vote: Other	18%	(11)	23%	(14)	50%	(30)	10%	(6)	60
2012 Vote: Didn't Vote	24%	(97)	18%	(75)	47%	(193)	11%	(44)	409
4-Region: Northeast	23%	(62)	25%	(69)	45%	(123)	7%	(19)	274
4-Region: Midwest	20%	(62)	25%	(79)	47%	(147)	8%	(26)	314
4-Region: South	21%	(110)	20%	(104)	52%	(272)	8%	(40)	525
4-Region: West	25%	(89)	20%	(72)	50%	(178)	5%	(19)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC10\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?**  
*Easy way to pay*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	43%	(629)	27%	(404)	24%	(351)	6%	(87)	1472
Gender: Male	45%	(340)	31%	(235)	19%	(145)	5%	(37)	756
Gender: Female	40%	(289)	24%	(169)	29%	(206)	7%	(50)	715
Age: 18-29	37%	(92)	27%	(68)	28%	(70)	8%	(21)	251
Age: 30-44	39%	(129)	27%	(91)	27%	(90)	7%	(24)	334
Age: 45-54	40%	(100)	31%	(78)	24%	(60)	6%	(15)	253
Age: 55-64	41%	(108)	29%	(76)	25%	(64)	5%	(14)	261
Age: 65+	54%	(201)	25%	(92)	18%	(66)	4%	(14)	372
Generation Z: 18-21	39%	(34)	18%	(16)	32%	(28)	11%	(9)	87
Millennial: Age 22-37	37%	(123)	28%	(92)	28%	(92)	7%	(23)	331
Generation X: Age 38-53	39%	(154)	31%	(124)	24%	(96)	6%	(26)	400
Boomers: Age 54-72	45%	(249)	28%	(157)	22%	(124)	4%	(25)	555
PID: Dem (no lean)	43%	(214)	29%	(146)	23%	(116)	5%	(24)	500
PID: Ind (no lean)	42%	(207)	25%	(123)	24%	(120)	8%	(40)	490
PID: Rep (no lean)	43%	(208)	28%	(134)	24%	(116)	5%	(23)	482
PID/Gender: Dem Men	44%	(100)	34%	(77)	17%	(38)	5%	(10)	226
PID/Gender: Dem Women	41%	(114)	25%	(69)	28%	(78)	5%	(14)	275
PID/Gender: Ind Men	45%	(119)	29%	(76)	19%	(52)	7%	(19)	266
PID/Gender: Ind Women	40%	(88)	21%	(47)	30%	(68)	9%	(20)	224
PID/Gender: Rep Men	46%	(121)	31%	(81)	21%	(55)	3%	(7)	264
PID/Gender: Rep Women	40%	(87)	25%	(53)	28%	(61)	7%	(16)	217
Ideo: Liberal (1-3)	41%	(188)	31%	(143)	23%	(106)	4%	(20)	457
Ideo: Moderate (4)	45%	(146)	26%	(85)	23%	(76)	6%	(18)	326
Ideo: Conservative (5-7)	45%	(249)	27%	(149)	24%	(132)	4%	(22)	552
Educ: < College	39%	(351)	29%	(263)	25%	(229)	7%	(63)	906
Educ: Bachelors degree	46%	(165)	27%	(96)	21%	(76)	5%	(19)	357
Educ: Post-grad	54%	(113)	22%	(45)	22%	(46)	3%	(5)	210

Continued on next page

**Table CNBC10\_4:** [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Easy way to pay

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	43%	(629)	27%	(404)	24%	(351)	6%	(87)	1472
Income: Under 50k	40%	(276)	26%	(182)	26%	(178)	8%	(56)	691
Income: 50k-100k	44%	(224)	30%	(156)	21%	(110)	5%	(24)	514
Income: 100k+	49%	(130)	25%	(66)	24%	(63)	3%	(8)	266
Ethnicity: White	43%	(510)	28%	(341)	24%	(287)	5%	(61)	1199
Ethnicity: Hispanic	49%	(100)	21%	(44)	24%	(49)	6%	(13)	207
Ethnicity: Afr. Am.	40%	(61)	25%	(39)	26%	(41)	9%	(13)	154
Ethnicity: Other	49%	(58)	20%	(24)	20%	(24)	11%	(13)	119
Relig: Protestant	46%	(153)	30%	(101)	20%	(68)	4%	(14)	336
Relig: Roman Catholic	45%	(151)	28%	(93)	23%	(75)	5%	(16)	335
Relig: Ath./Agn./None	41%	(174)	29%	(120)	23%	(95)	7%	(31)	420
Relig: Something Else	44%	(104)	22%	(53)	29%	(69)	4%	(11)	237
Relig: Jewish	58%	(23)	17%	(6)	25%	(10)	—	(0)	39
Relig: Evangelical	41%	(143)	28%	(97)	25%	(87)	7%	(24)	351
Relig: Non-Evang. Catholics	45%	(208)	29%	(134)	22%	(101)	5%	(22)	464
Relig: All Christian	43%	(352)	28%	(231)	23%	(188)	6%	(45)	815
Relig: All Non-Christian	42%	(278)	26%	(173)	25%	(164)	6%	(42)	656
Community: Urban	41%	(129)	28%	(87)	24%	(74)	7%	(21)	311
Community: Suburban	43%	(345)	27%	(213)	24%	(190)	6%	(45)	794
Community: Rural	42%	(155)	28%	(103)	24%	(87)	6%	(21)	367
Employ: Private Sector	41%	(218)	30%	(159)	25%	(132)	5%	(26)	535
Employ: Government	47%	(54)	28%	(32)	19%	(22)	6%	(7)	114
Employ: Self-Employed	53%	(70)	22%	(29)	20%	(27)	5%	(6)	132
Employ: Homemaker	36%	(28)	30%	(24)	29%	(23)	5%	(4)	77
Employ: Student	25%	(16)	28%	(18)	40%	(26)	8%	(5)	67
Employ: Retired	54%	(195)	23%	(84)	19%	(70)	4%	(13)	362
Employ: Unemployed	28%	(17)	41%	(25)	19%	(12)	13%	(8)	62
Employ: Other	26%	(32)	27%	(33)	32%	(40)	15%	(18)	123
Military HH: Yes	40%	(113)	26%	(73)	29%	(81)	4%	(12)	279
Military HH: No	43%	(517)	28%	(331)	23%	(270)	6%	(75)	1193

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**Table CNBC10\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Easy way to pay**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	43%	(629)	27%	(404)	24%	(351)	6%	(87)	1472
RD/WT: Right Direction	41%	(239)	29%	(174)	25%	(149)	5%	(27)	590
RD/WT: Wrong Track	44%	(390)	26%	(230)	23%	(202)	7%	(60)	882
Trump Job Approve	43%	(266)	27%	(165)	25%	(156)	4%	(27)	614
Trump Job Disapprove	44%	(348)	28%	(222)	23%	(181)	5%	(42)	793
Trump Job Strongly Approve	44%	(148)	26%	(88)	27%	(93)	3%	(11)	339
Trump Job Somewhat Approve	43%	(118)	28%	(78)	23%	(64)	6%	(15)	275
Trump Job Somewhat Disapprove	41%	(82)	27%	(53)	27%	(53)	5%	(10)	199
Trump Job Strongly Disapprove	45%	(265)	28%	(169)	22%	(128)	5%	(31)	594
Favorable of Trump	43%	(265)	27%	(165)	27%	(166)	4%	(24)	621
Unfavorable of Trump	44%	(348)	29%	(225)	23%	(178)	4%	(32)	783
Very Favorable of Trump	44%	(162)	25%	(94)	26%	(97)	4%	(15)	367
Somewhat Favorable of Trump	41%	(103)	28%	(72)	27%	(69)	4%	(10)	254
Somewhat Unfavorable of Trump	38%	(58)	26%	(40)	31%	(48)	4%	(7)	152
Very Unfavorable of Trump	46%	(290)	29%	(185)	21%	(130)	4%	(25)	631
#1 Issue: Economy	42%	(169)	30%	(122)	23%	(93)	4%	(17)	401
#1 Issue: Security	46%	(147)	25%	(79)	25%	(82)	5%	(15)	323
#1 Issue: Health Care	44%	(121)	29%	(80)	22%	(61)	6%	(16)	279
#1 Issue: Medicare / Social Security	44%	(88)	25%	(50)	23%	(47)	8%	(15)	200
#1 Issue: Women's Issues	47%	(26)	25%	(14)	22%	(12)	6%	(3)	56
#1 Issue: Education	35%	(31)	30%	(27)	26%	(23)	9%	(8)	90
#1 Issue: Energy	39%	(30)	25%	(19)	32%	(25)	3%	(3)	76
#1 Issue: Other	36%	(17)	24%	(11)	18%	(8)	22%	(10)	46
2018 House Vote: Democrat	45%	(251)	28%	(156)	23%	(125)	4%	(22)	554
2018 House Vote: Republican	43%	(239)	27%	(151)	25%	(137)	4%	(24)	551
2018 House Vote: Someone else	43%	(31)	17%	(12)	25%	(18)	15%	(11)	71
2018 House Vote: Didnt Vote	36%	(106)	29%	(85)	24%	(70)	11%	(31)	292
2016 Vote: Hillary Clinton	45%	(221)	27%	(133)	23%	(113)	4%	(22)	489
2016 Vote: Donald Trump	43%	(229)	29%	(153)	23%	(125)	5%	(26)	532
2016 Vote: Someone else	38%	(46)	29%	(35)	26%	(31)	7%	(9)	120
2016 Vote: Didnt Vote	40%	(132)	25%	(82)	25%	(83)	9%	(30)	327

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**Table CNBC10\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?**  
*Easy way to pay*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	43%	(629)	27%	(404)	24%	(351)	6%	(87)	1472
Voted in 2014: Yes	45%	(447)	28%	(280)	23%	(230)	4%	(44)	1000
Voted in 2014: No	39%	(182)	26%	(124)	26%	(122)	9%	(44)	472
2012 Vote: Barack Obama	44%	(256)	28%	(162)	23%	(132)	4%	(26)	575
2012 Vote: Mitt Romney	45%	(190)	29%	(122)	22%	(94)	4%	(16)	422
2012 Vote: Other	35%	(21)	26%	(16)	29%	(17)	10%	(6)	60
2012 Vote: Didn't Vote	39%	(159)	25%	(103)	26%	(108)	10%	(39)	409
4-Region: Northeast	42%	(114)	31%	(85)	20%	(55)	7%	(20)	274
4-Region: Midwest	42%	(132)	27%	(86)	25%	(78)	6%	(18)	314
4-Region: South	42%	(218)	28%	(145)	24%	(126)	7%	(36)	525
4-Region: West	46%	(165)	25%	(88)	26%	(92)	4%	(13)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC10\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?**  
*Increased purchasing power with a higher credit limit*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	23%	(336)	24%	(360)	46%	(673)	7%	(103)	1472
Gender: Male	23%	(172)	27%	(203)	45%	(340)	5%	(42)	756
Gender: Female	23%	(164)	22%	(157)	47%	(333)	9%	(62)	715
Age: 18-29	24%	(61)	22%	(56)	42%	(106)	11%	(28)	251
Age: 30-44	30%	(101)	22%	(74)	40%	(135)	7%	(24)	334
Age: 45-54	22%	(55)	28%	(72)	41%	(104)	9%	(22)	253
Age: 55-64	20%	(52)	27%	(72)	48%	(125)	5%	(13)	261
Age: 65+	18%	(67)	23%	(86)	54%	(203)	5%	(17)	372
Generation Z: 18-21	22%	(19)	15%	(13)	48%	(41)	15%	(13)	87
Millennial: Age 22-37	27%	(89)	26%	(87)	39%	(129)	8%	(27)	331
Generation X: Age 38-53	27%	(106)	24%	(95)	41%	(166)	8%	(33)	400
Boomers: Age 54-72	18%	(100)	27%	(150)	51%	(281)	4%	(25)	555
PID: Dem (no lean)	26%	(129)	27%	(135)	42%	(209)	5%	(27)	500
PID: Ind (no lean)	21%	(104)	24%	(118)	46%	(225)	9%	(43)	490
PID: Rep (no lean)	21%	(103)	22%	(107)	50%	(239)	7%	(33)	482
PID/Gender: Dem Men	28%	(63)	30%	(68)	37%	(84)	5%	(11)	226
PID/Gender: Dem Women	24%	(67)	24%	(67)	45%	(125)	6%	(17)	275
PID/Gender: Ind Men	23%	(61)	28%	(76)	42%	(111)	7%	(19)	266
PID/Gender: Ind Women	19%	(43)	19%	(43)	51%	(114)	11%	(24)	224
PID/Gender: Rep Men	18%	(49)	22%	(59)	55%	(145)	5%	(12)	264
PID/Gender: Rep Women	25%	(54)	22%	(48)	44%	(95)	10%	(21)	217
Ideo: Liberal (1-3)	27%	(123)	25%	(114)	42%	(193)	6%	(27)	457
Ideo: Moderate (4)	20%	(64)	27%	(88)	48%	(158)	5%	(17)	326
Ideo: Conservative (5-7)	23%	(126)	25%	(137)	47%	(259)	6%	(31)	552
Educ: < College	24%	(214)	24%	(221)	44%	(397)	8%	(74)	906
Educ: Bachelors degree	20%	(72)	26%	(92)	48%	(171)	6%	(22)	357
Educ: Post-grad	24%	(50)	23%	(47)	50%	(105)	3%	(7)	210

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**Table CNBC10\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Increased purchasing power with a higher credit limit**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	23%	(336)	24%	(360)	46%	(673)	7%	(103)	1472
Income: Under 50k	23%	(157)	22%	(155)	45%	(311)	10%	(69)	691
Income: 50k-100k	23%	(118)	26%	(136)	46%	(237)	4%	(23)	514
Income: 100k+	23%	(60)	26%	(69)	47%	(125)	4%	(12)	266
Ethnicity: White	21%	(250)	26%	(306)	47%	(568)	6%	(74)	1199
Ethnicity: Hispanic	29%	(59)	28%	(58)	33%	(69)	10%	(21)	207
Ethnicity: Afr. Am.	37%	(56)	20%	(30)	36%	(56)	8%	(12)	154
Ethnicity: Other	25%	(30)	20%	(23)	41%	(49)	14%	(17)	119
Relig: Protestant	22%	(75)	24%	(79)	49%	(166)	5%	(17)	336
Relig: Roman Catholic	21%	(71)	26%	(87)	46%	(153)	7%	(23)	335
Relig: Ath./Agn./None	24%	(99)	25%	(105)	44%	(186)	7%	(30)	420
Relig: Something Else	25%	(59)	20%	(47)	49%	(116)	6%	(14)	237
Relig: Jewish	23%	(9)	20%	(8)	57%	(22)	—	(0)	39
Relig: Evangelical	24%	(83)	24%	(84)	44%	(154)	9%	(30)	351
Relig: Non-Evang. Catholics	20%	(95)	26%	(123)	47%	(218)	6%	(29)	464
Relig: All Christian	22%	(178)	25%	(207)	46%	(371)	7%	(59)	815
Relig: All Non-Christian	24%	(158)	23%	(153)	46%	(302)	7%	(44)	656
Community: Urban	31%	(97)	23%	(70)	40%	(123)	7%	(21)	311
Community: Suburban	22%	(174)	24%	(188)	47%	(376)	7%	(55)	794
Community: Rural	18%	(65)	28%	(101)	47%	(174)	7%	(27)	367
Employ: Private Sector	24%	(131)	27%	(147)	43%	(228)	6%	(30)	535
Employ: Government	24%	(28)	25%	(28)	40%	(46)	11%	(13)	114
Employ: Self-Employed	34%	(44)	23%	(31)	39%	(51)	4%	(6)	132
Employ: Homemaker	18%	(14)	20%	(15)	52%	(40)	10%	(8)	77
Employ: Student	14%	(9)	28%	(19)	47%	(31)	11%	(7)	67
Employ: Retired	17%	(62)	25%	(89)	54%	(196)	4%	(14)	362
Employ: Unemployed	23%	(14)	24%	(15)	41%	(25)	13%	(8)	62
Employ: Other	27%	(33)	13%	(16)	45%	(55)	15%	(18)	123
Military HH: Yes	18%	(52)	24%	(66)	52%	(145)	6%	(16)	279
Military HH: No	24%	(284)	25%	(293)	44%	(528)	7%	(87)	1193

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**Table CNBC10\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?**  
*Increased purchasing power with a higher credit limit*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	23%	(336)	24%	(360)	46%	(673)	7%	(103)	1472
RD/WT: Right Direction	22%	(131)	26%	(156)	45%	(263)	7%	(40)	590
RD/WT: Wrong Track	23%	(205)	23%	(204)	46%	(410)	7%	(63)	882
Trump Job Approve	21%	(131)	26%	(161)	47%	(288)	6%	(34)	614
Trump Job Disapprove	23%	(186)	24%	(192)	46%	(366)	6%	(48)	793
Trump Job Strongly Approve	24%	(81)	22%	(76)	49%	(166)	5%	(16)	339
Trump Job Somewhat Approve	18%	(50)	31%	(85)	44%	(122)	6%	(18)	275
Trump Job Somewhat Disapprove	22%	(44)	26%	(52)	46%	(92)	6%	(11)	199
Trump Job Strongly Disapprove	24%	(142)	24%	(141)	46%	(274)	6%	(37)	594
Favorable of Trump	21%	(131)	26%	(162)	47%	(295)	5%	(33)	621
Unfavorable of Trump	24%	(191)	24%	(192)	46%	(361)	5%	(40)	783
Very Favorable of Trump	23%	(85)	24%	(88)	48%	(175)	5%	(20)	367
Somewhat Favorable of Trump	18%	(46)	29%	(74)	47%	(120)	5%	(14)	254
Somewhat Unfavorable of Trump	25%	(38)	26%	(39)	46%	(70)	3%	(5)	152
Very Unfavorable of Trump	24%	(153)	24%	(153)	46%	(291)	6%	(35)	631
#1 Issue: Economy	23%	(92)	26%	(104)	46%	(185)	5%	(21)	401
#1 Issue: Security	23%	(74)	19%	(61)	54%	(174)	4%	(14)	323
#1 Issue: Health Care	24%	(67)	30%	(84)	38%	(106)	8%	(22)	279
#1 Issue: Medicare / Social Security	24%	(48)	21%	(41)	48%	(97)	7%	(14)	200
#1 Issue: Women's Issues	26%	(14)	27%	(15)	41%	(23)	6%	(3)	56
#1 Issue: Education	23%	(20)	28%	(26)	39%	(35)	10%	(9)	90
#1 Issue: Energy	21%	(16)	24%	(18)	48%	(37)	7%	(5)	76
#1 Issue: Other	11%	(5)	21%	(10)	37%	(17)	31%	(14)	46
2018 House Vote: Democrat	26%	(144)	25%	(140)	44%	(247)	4%	(24)	554
2018 House Vote: Republican	20%	(110)	25%	(136)	49%	(272)	6%	(33)	551
2018 House Vote: Someone else	21%	(15)	18%	(13)	44%	(32)	17%	(12)	71
2018 House Vote: Didnt Vote	23%	(67)	24%	(70)	41%	(121)	12%	(34)	292
2016 Vote: Hillary Clinton	26%	(126)	25%	(123)	45%	(219)	4%	(21)	489
2016 Vote: Donald Trump	20%	(105)	24%	(130)	49%	(262)	7%	(36)	532
2016 Vote: Someone else	23%	(28)	22%	(27)	44%	(53)	10%	(12)	120
2016 Vote: Didnt Vote	23%	(75)	24%	(80)	42%	(139)	10%	(33)	327

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**Table CNBC10\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Increased purchasing power with a higher credit limit**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	23%	(336)	24%	(360)	46%	(673)	7%	(103)	1472
Voted in 2014: Yes	23%	(226)	24%	(245)	48%	(477)	5%	(52)	1000
Voted in 2014: No	23%	(109)	24%	(115)	41%	(196)	11%	(52)	472
2012 Vote: Barack Obama	24%	(140)	25%	(142)	46%	(266)	5%	(28)	575
2012 Vote: Mitt Romney	21%	(89)	25%	(106)	48%	(204)	6%	(23)	422
2012 Vote: Other	21%	(13)	24%	(15)	44%	(26)	11%	(6)	60
2012 Vote: Didn't Vote	23%	(93)	24%	(97)	43%	(175)	11%	(44)	409
4-Region: Northeast	22%	(61)	24%	(66)	46%	(126)	8%	(21)	274
4-Region: Midwest	19%	(59)	30%	(93)	44%	(138)	8%	(24)	314
4-Region: South	25%	(131)	20%	(105)	48%	(252)	7%	(37)	525
4-Region: West	24%	(85)	27%	(96)	44%	(157)	6%	(21)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC10\_6: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Suggested by a family member**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	11%	(156)	11%	(158)	70%	(1024)	9%	(133)	1472
Gender: Male	9%	(71)	12%	(92)	72%	(546)	6%	(47)	756
Gender: Female	12%	(85)	9%	(66)	67%	(478)	12%	(86)	715
Age: 18-29	33%	(84)	20%	(51)	39%	(97)	8%	(20)	251
Age: 30-44	9%	(29)	10%	(34)	70%	(235)	11%	(37)	334
Age: 45-54	9%	(22)	8%	(19)	74%	(187)	10%	(25)	253
Age: 55-64	2%	(6)	9%	(24)	79%	(206)	10%	(25)	261
Age: 65+	4%	(15)	8%	(30)	81%	(300)	7%	(27)	372
Generation Z: 18-21	44%	(38)	13%	(11)	33%	(29)	10%	(9)	87
Millennial: Age 22-37	19%	(62)	17%	(55)	56%	(185)	9%	(29)	331
Generation X: Age 38-53	8%	(32)	10%	(38)	72%	(286)	11%	(43)	400
Boomers: Age 54-72	3%	(17)	9%	(50)	79%	(440)	9%	(48)	555
PID: Dem (no lean)	14%	(69)	10%	(52)	68%	(339)	8%	(41)	500
PID: Ind (no lean)	10%	(48)	11%	(52)	69%	(339)	11%	(52)	490
PID: Rep (no lean)	8%	(39)	11%	(55)	72%	(346)	9%	(41)	482
PID/Gender: Dem Men	11%	(24)	14%	(31)	70%	(157)	6%	(14)	226
PID/Gender: Dem Women	16%	(44)	8%	(21)	66%	(182)	10%	(27)	275
PID/Gender: Ind Men	10%	(27)	10%	(28)	72%	(191)	8%	(21)	266
PID/Gender: Ind Women	10%	(21)	11%	(24)	66%	(147)	14%	(31)	224
PID/Gender: Rep Men	8%	(20)	13%	(34)	75%	(198)	5%	(13)	264
PID/Gender: Rep Women	9%	(19)	10%	(21)	68%	(148)	13%	(28)	217
Ideo: Liberal (1-3)	15%	(66)	13%	(58)	66%	(302)	7%	(30)	457
Ideo: Moderate (4)	10%	(33)	11%	(36)	72%	(236)	6%	(21)	326
Ideo: Conservative (5-7)	8%	(45)	9%	(51)	75%	(412)	8%	(45)	552
Educ: < College	12%	(111)	10%	(86)	67%	(611)	11%	(98)	906
Educ: Bachelors degree	8%	(27)	14%	(50)	70%	(250)	8%	(29)	357
Educ: Post-grad	9%	(18)	10%	(21)	78%	(163)	3%	(7)	210

Continued on next page

**Table CNBC10\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Suggested by a family member

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(156)	11%	(158)	70%	(1024)	9%	(133)	1472
Income: Under 50k	12%	(83)	10%	(68)	66%	(456)	12%	(84)	691
Income: 50k-100k	9%	(47)	11%	(54)	74%	(378)	7%	(35)	514
Income: 100k+	10%	(26)	14%	(36)	71%	(190)	5%	(14)	266
Ethnicity: White	9%	(109)	10%	(119)	73%	(872)	8%	(98)	1199
Ethnicity: Hispanic	22%	(46)	14%	(30)	51%	(105)	13%	(27)	207
Ethnicity: Afr. Am.	18%	(28)	11%	(18)	60%	(93)	10%	(15)	154
Ethnicity: Other	16%	(19)	18%	(21)	50%	(59)	17%	(20)	119
Relig: Protestant	5%	(18)	10%	(33)	77%	(260)	8%	(26)	336
Relig: Roman Catholic	15%	(49)	9%	(28)	68%	(226)	9%	(32)	335
Relig: Ath./Agn./None	9%	(37)	14%	(60)	68%	(287)	9%	(36)	420
Relig: Something Else	14%	(33)	10%	(24)	68%	(162)	7%	(17)	237
Relig: Jewish	16%	(6)	11%	(4)	73%	(28)	—	(0)	39
Relig: Evangelical	11%	(39)	9%	(32)	67%	(237)	12%	(44)	351
Relig: Non-Evang. Catholics	10%	(47)	9%	(43)	73%	(338)	8%	(36)	464
Relig: All Christian	11%	(86)	9%	(74)	71%	(575)	10%	(80)	815
Relig: All Non-Christian	11%	(70)	13%	(84)	68%	(449)	8%	(54)	656
Community: Urban	12%	(36)	12%	(39)	66%	(207)	10%	(30)	311
Community: Suburban	11%	(91)	10%	(80)	70%	(553)	9%	(69)	794
Community: Rural	8%	(28)	11%	(39)	72%	(264)	10%	(35)	367
Employ: Private Sector	9%	(48)	11%	(58)	73%	(390)	7%	(39)	535
Employ: Government	8%	(9)	11%	(12)	70%	(80)	12%	(14)	114
Employ: Self-Employed	13%	(17)	14%	(18)	67%	(89)	6%	(8)	132
Employ: Homemaker	5%	(4)	14%	(11)	72%	(55)	9%	(7)	77
Employ: Student	48%	(32)	14%	(9)	33%	(22)	5%	(4)	67
Employ: Retired	4%	(16)	9%	(34)	77%	(279)	9%	(34)	362
Employ: Unemployed	18%	(11)	5%	(3)	57%	(35)	19%	(12)	62
Employ: Other	15%	(19)	11%	(13)	61%	(75)	13%	(17)	123
Military HH: Yes	7%	(21)	12%	(32)	75%	(209)	6%	(17)	279
Military HH: No	11%	(135)	11%	(126)	68%	(816)	10%	(116)	1193

Continued on next page

**Table CNBC10\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Suggested by a family member

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	11%	(156)	11%	(158)	70%	(1024)	9%	(133)	1472
RD/WT: Right Direction	11%	(67)	11%	(65)	70%	(416)	7%	(42)	590
RD/WT: Wrong Track	10%	(89)	11%	(93)	69%	(609)	10%	(91)	882
Trump Job Approve	10%	(59)	11%	(69)	72%	(440)	8%	(47)	614
Trump Job Disapprove	11%	(89)	11%	(85)	70%	(556)	8%	(62)	793
Trump Job Strongly Approve	10%	(35)	10%	(34)	72%	(245)	7%	(24)	339
Trump Job Somewhat Approve	9%	(24)	13%	(34)	71%	(195)	8%	(22)	275
Trump Job Somewhat Disapprove	12%	(24)	13%	(27)	69%	(137)	5%	(11)	199
Trump Job Strongly Disapprove	11%	(65)	10%	(58)	71%	(419)	9%	(52)	594
Favorable of Trump	10%	(61)	12%	(75)	72%	(444)	7%	(40)	621
Unfavorable of Trump	11%	(90)	10%	(78)	71%	(556)	8%	(60)	783
Very Favorable of Trump	11%	(40)	13%	(47)	70%	(259)	6%	(22)	367
Somewhat Favorable of Trump	8%	(21)	11%	(28)	73%	(186)	7%	(19)	254
Somewhat Unfavorable of Trump	11%	(17)	12%	(18)	70%	(107)	7%	(11)	152
Very Unfavorable of Trump	12%	(73)	9%	(60)	71%	(449)	8%	(49)	631
#1 Issue: Economy	14%	(55)	10%	(38)	69%	(278)	8%	(30)	401
#1 Issue: Security	9%	(29)	11%	(35)	74%	(239)	6%	(20)	323
#1 Issue: Health Care	9%	(26)	9%	(25)	73%	(204)	8%	(24)	279
#1 Issue: Medicare / Social Security	7%	(13)	6%	(12)	73%	(146)	14%	(29)	200
#1 Issue: Women's Issues	14%	(8)	23%	(13)	51%	(29)	12%	(7)	56
#1 Issue: Education	12%	(11)	15%	(13)	65%	(59)	8%	(7)	90
#1 Issue: Energy	14%	(11)	20%	(15)	59%	(45)	7%	(5)	76
#1 Issue: Other	5%	(2)	13%	(6)	55%	(26)	27%	(12)	46
2018 House Vote: Democrat	11%	(62)	10%	(56)	71%	(394)	8%	(42)	554
2018 House Vote: Republican	9%	(48)	10%	(58)	74%	(406)	7%	(40)	551
2018 House Vote: Someone else	2%	(1)	7%	(5)	76%	(54)	15%	(10)	71
2018 House Vote: Didnt Vote	15%	(44)	13%	(38)	58%	(169)	14%	(41)	292
2016 Vote: Hillary Clinton	10%	(48)	11%	(53)	72%	(353)	7%	(36)	489
2016 Vote: Donald Trump	6%	(33)	10%	(52)	76%	(403)	8%	(45)	532
2016 Vote: Someone else	8%	(10)	12%	(15)	71%	(85)	9%	(10)	120
2016 Vote: Didnt Vote	20%	(64)	12%	(39)	56%	(183)	13%	(41)	327

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**Table CNBC10\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Suggested by a family member

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	11%	(156)	11%	(158)	70%	(1024)	9%	(133)	1472
Voted in 2014: Yes	7%	(71)	10%	(101)	75%	(751)	8%	(77)	1000
Voted in 2014: No	18%	(85)	12%	(57)	58%	(273)	12%	(57)	472
2012 Vote: Barack Obama	8%	(46)	9%	(53)	75%	(432)	8%	(44)	575
2012 Vote: Mitt Romney	6%	(25)	11%	(46)	76%	(319)	8%	(32)	422
2012 Vote: Other	5%	(3)	6%	(4)	81%	(49)	8%	(5)	60
2012 Vote: Didn't Vote	20%	(82)	13%	(55)	54%	(222)	12%	(51)	409
4-Region: Northeast	6%	(17)	10%	(29)	74%	(203)	9%	(25)	274
4-Region: Midwest	7%	(21)	8%	(26)	75%	(237)	10%	(31)	314
4-Region: South	11%	(56)	12%	(62)	67%	(354)	10%	(53)	525
4-Region: West	17%	(62)	11%	(41)	64%	(230)	7%	(25)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC10\_7: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Suggested by a friend**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	4%	(64)	9%	(136)	77%	(1131)	10%	(140)	1472
Gender: Male	4%	(29)	11%	(81)	78%	(593)	7%	(54)	756
Gender: Female	5%	(35)	8%	(55)	75%	(539)	12%	(86)	715
Age: 18-29	11%	(27)	20%	(50)	60%	(150)	10%	(25)	251
Age: 30-44	5%	(15)	8%	(27)	77%	(258)	10%	(34)	334
Age: 45-54	5%	(12)	10%	(26)	75%	(190)	10%	(25)	253
Age: 55-64	2%	(5)	6%	(15)	82%	(214)	10%	(27)	261
Age: 65+	1%	(5)	5%	(19)	86%	(319)	8%	(29)	372
Generation Z: 18-21	12%	(10)	21%	(19)	52%	(45)	14%	(12)	87
Millennial: Age 22-37	8%	(26)	14%	(46)	69%	(229)	9%	(30)	331
Generation X: Age 38-53	4%	(17)	10%	(38)	76%	(305)	10%	(40)	400
Boomers: Age 54-72	1%	(8)	5%	(28)	84%	(466)	9%	(52)	555
PID: Dem (no lean)	6%	(32)	11%	(56)	73%	(365)	9%	(47)	500
PID: Ind (no lean)	4%	(19)	10%	(48)	75%	(369)	11%	(54)	490
PID: Rep (no lean)	3%	(13)	7%	(33)	83%	(397)	8%	(39)	482
PID/Gender: Dem Men	6%	(14)	14%	(31)	71%	(161)	8%	(19)	226
PID/Gender: Dem Women	6%	(18)	9%	(25)	74%	(204)	10%	(28)	275
PID/Gender: Ind Men	3%	(7)	11%	(30)	78%	(208)	8%	(21)	266
PID/Gender: Ind Women	6%	(12)	8%	(17)	72%	(160)	15%	(34)	224
PID/Gender: Rep Men	3%	(8)	7%	(19)	84%	(223)	5%	(14)	264
PID/Gender: Rep Women	2%	(5)	6%	(13)	80%	(174)	11%	(24)	217
Ideo: Liberal (1-3)	6%	(26)	11%	(52)	75%	(343)	8%	(36)	457
Ideo: Moderate (4)	4%	(13)	11%	(35)	78%	(254)	7%	(24)	326
Ideo: Conservative (5-7)	3%	(17)	7%	(38)	82%	(451)	8%	(46)	552
Educ: < College	5%	(43)	9%	(81)	75%	(678)	11%	(104)	906
Educ: Bachelors degree	4%	(15)	11%	(38)	78%	(277)	7%	(26)	357
Educ: Post-grad	3%	(6)	8%	(17)	84%	(176)	5%	(10)	210

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**Table CNBC10\_7: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Suggested by a friend**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	4%	(64)	9%	(136)	77%	(1131)	10%	(140)	1472
Income: Under 50k	4%	(31)	9%	(61)	74%	(511)	13%	(88)	691
Income: 50k-100k	5%	(24)	9%	(47)	79%	(408)	7%	(36)	514
Income: 100k+	4%	(10)	11%	(28)	80%	(212)	6%	(16)	266
Ethnicity: White	4%	(43)	8%	(93)	80%	(957)	9%	(106)	1199
Ethnicity: Hispanic	9%	(18)	12%	(26)	67%	(138)	12%	(25)	207
Ethnicity: Afr. Am.	10%	(15)	17%	(27)	62%	(96)	11%	(17)	154
Ethnicity: Other	6%	(7)	14%	(17)	66%	(79)	14%	(16)	119
Relig: Protestant	2%	(8)	6%	(21)	84%	(284)	7%	(24)	336
Relig: Roman Catholic	6%	(19)	12%	(39)	72%	(242)	10%	(34)	335
Relig: Ath./Agn./None	3%	(13)	10%	(41)	78%	(329)	9%	(37)	420
Relig: Something Else	7%	(18)	10%	(24)	74%	(174)	9%	(21)	237
Relig: Jewish	6%	(2)	6%	(2)	88%	(34)	—	(0)	39
Relig: Evangelical	4%	(15)	7%	(25)	76%	(268)	12%	(43)	351
Relig: Non-Evang. Catholics	4%	(19)	10%	(47)	77%	(360)	8%	(39)	464
Relig: All Christian	4%	(33)	9%	(72)	77%	(628)	10%	(82)	815
Relig: All Non-Christian	5%	(31)	10%	(64)	77%	(503)	9%	(58)	656
Community: Urban	7%	(22)	15%	(47)	66%	(206)	12%	(36)	311
Community: Suburban	4%	(31)	8%	(66)	80%	(632)	8%	(66)	794
Community: Rural	3%	(11)	6%	(23)	80%	(294)	11%	(39)	367
Employ: Private Sector	5%	(29)	9%	(49)	78%	(418)	7%	(40)	535
Employ: Government	3%	(4)	10%	(11)	74%	(84)	13%	(15)	114
Employ: Self-Employed	5%	(7)	13%	(17)	74%	(98)	8%	(11)	132
Employ: Homemaker	1%	(1)	11%	(8)	81%	(63)	7%	(6)	77
Employ: Student	10%	(7)	19%	(13)	63%	(42)	8%	(5)	67
Employ: Retired	1%	(5)	6%	(21)	84%	(303)	9%	(33)	362
Employ: Unemployed	5%	(3)	7%	(5)	65%	(40)	23%	(14)	62
Employ: Other	8%	(10)	11%	(13)	68%	(83)	14%	(17)	123
Military HH: Yes	2%	(6)	8%	(24)	81%	(227)	8%	(22)	279
Military HH: No	5%	(58)	9%	(113)	76%	(904)	10%	(118)	1193

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**Table CNBC10\_7: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Suggested by a friend**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	4%	(64)	9%	(136)	77%	(1131)	10%	(140)	1472
RD/WT: Right Direction	6%	(33)	8%	(48)	78%	(463)	8%	(46)	590
RD/WT: Wrong Track	4%	(32)	10%	(88)	76%	(668)	11%	(94)	882
Trump Job Approve	3%	(20)	8%	(48)	81%	(498)	8%	(48)	614
Trump Job Disapprove	5%	(37)	11%	(85)	76%	(602)	9%	(69)	793
Trump Job Strongly Approve	3%	(11)	5%	(16)	84%	(286)	8%	(26)	339
Trump Job Somewhat Approve	3%	(9)	11%	(31)	77%	(212)	8%	(22)	275
Trump Job Somewhat Disapprove	5%	(10)	13%	(25)	74%	(148)	8%	(16)	199
Trump Job Strongly Disapprove	5%	(27)	10%	(60)	76%	(454)	9%	(53)	594
Favorable of Trump	4%	(26)	8%	(50)	81%	(501)	7%	(44)	621
Unfavorable of Trump	4%	(34)	11%	(83)	77%	(605)	8%	(62)	783
Very Favorable of Trump	6%	(21)	6%	(22)	81%	(298)	7%	(27)	367
Somewhat Favorable of Trump	2%	(5)	11%	(28)	80%	(203)	7%	(18)	254
Somewhat Unfavorable of Trump	6%	(10)	10%	(16)	76%	(116)	7%	(11)	152
Very Unfavorable of Trump	4%	(24)	11%	(67)	77%	(488)	8%	(52)	631
#1 Issue: Economy	6%	(23)	9%	(37)	78%	(314)	7%	(28)	401
#1 Issue: Security	3%	(10)	6%	(19)	85%	(275)	6%	(19)	323
#1 Issue: Health Care	3%	(10)	11%	(31)	75%	(208)	11%	(30)	279
#1 Issue: Medicare / Social Security	2%	(5)	7%	(13)	77%	(154)	14%	(28)	200
#1 Issue: Women's Issues	13%	(7)	24%	(14)	51%	(29)	12%	(7)	56
#1 Issue: Education	8%	(7)	12%	(11)	70%	(63)	10%	(9)	90
#1 Issue: Energy	4%	(3)	12%	(9)	73%	(55)	11%	(8)	76
#1 Issue: Other	—	(0)	5%	(2)	70%	(32)	25%	(11)	46
2018 House Vote: Democrat	5%	(26)	10%	(55)	77%	(428)	8%	(44)	554
2018 House Vote: Republican	3%	(16)	8%	(43)	83%	(457)	7%	(36)	551
2018 House Vote: Someone else	2%	(2)	5%	(4)	75%	(53)	18%	(13)	71
2018 House Vote: Didnt Vote	7%	(21)	12%	(35)	65%	(190)	16%	(46)	292
2016 Vote: Hillary Clinton	5%	(25)	10%	(48)	77%	(378)	8%	(38)	489
2016 Vote: Donald Trump	3%	(14)	6%	(33)	83%	(440)	8%	(44)	532
2016 Vote: Someone else	4%	(5)	10%	(12)	75%	(90)	11%	(13)	120
2016 Vote: Didnt Vote	6%	(19)	13%	(43)	68%	(222)	13%	(43)	327

Continued on next page

**Table CNBC10\_7: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Suggested by a friend**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	4%	(64)	9%	(136)	77%	(1131)	10%	(140)	1472
Voted in 2014: Yes	4%	(38)	7%	(73)	81%	(811)	8%	(78)	1000
Voted in 2014: No	6%	(26)	13%	(63)	68%	(320)	13%	(62)	472
2012 Vote: Barack Obama	4%	(26)	9%	(54)	77%	(443)	9%	(52)	575
2012 Vote: Mitt Romney	2%	(9)	5%	(22)	86%	(363)	7%	(28)	422
2012 Vote: Other	5%	(3)	2%	(1)	83%	(50)	11%	(6)	60
2012 Vote: Didn't Vote	7%	(27)	14%	(59)	66%	(271)	13%	(52)	409
4-Region: Northeast	5%	(14)	10%	(27)	75%	(205)	10%	(27)	274
4-Region: Midwest	2%	(7)	9%	(27)	77%	(242)	12%	(37)	314
4-Region: South	4%	(23)	8%	(44)	76%	(401)	11%	(57)	525
4-Region: West	5%	(20)	11%	(38)	79%	(282)	5%	(19)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC10\_8: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Needed access to more funds**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	23%	(335)	22%	(330)	48%	(706)	7%	(100)	1472
Gender: Male	19%	(145)	27%	(202)	49%	(371)	5%	(39)	756
Gender: Female	27%	(190)	18%	(128)	47%	(335)	9%	(62)	715
Age: 18-29	34%	(85)	22%	(54)	36%	(90)	9%	(22)	251
Age: 30-44	30%	(102)	28%	(95)	34%	(113)	7%	(25)	334
Age: 45-54	24%	(62)	20%	(50)	48%	(121)	8%	(20)	253
Age: 55-64	17%	(45)	24%	(63)	53%	(138)	6%	(15)	261
Age: 65+	11%	(41)	18%	(69)	66%	(244)	5%	(18)	372
Generation Z: 18-21	38%	(33)	16%	(14)	35%	(30)	11%	(9)	87
Millennial: Age 22-37	31%	(102)	24%	(80)	37%	(122)	8%	(27)	331
Generation X: Age 38-53	28%	(112)	25%	(100)	40%	(158)	7%	(30)	400
Boomers: Age 54-72	15%	(81)	22%	(121)	58%	(323)	6%	(31)	555
PID: Dem (no lean)	26%	(130)	21%	(105)	48%	(240)	5%	(25)	500
PID: Ind (no lean)	22%	(109)	24%	(117)	44%	(218)	10%	(47)	490
PID: Rep (no lean)	20%	(96)	22%	(108)	52%	(249)	6%	(29)	482
PID/Gender: Dem Men	24%	(54)	25%	(57)	46%	(105)	4%	(10)	226
PID/Gender: Dem Women	28%	(76)	17%	(48)	49%	(135)	6%	(15)	275
PID/Gender: Ind Men	17%	(46)	30%	(81)	45%	(121)	7%	(19)	266
PID/Gender: Ind Women	28%	(63)	16%	(36)	44%	(98)	12%	(28)	224
PID/Gender: Rep Men	17%	(45)	24%	(64)	55%	(146)	4%	(10)	264
PID/Gender: Rep Women	24%	(51)	20%	(44)	47%	(102)	9%	(19)	217
Ideo: Liberal (1-3)	28%	(126)	22%	(99)	46%	(208)	5%	(24)	457
Ideo: Moderate (4)	19%	(63)	23%	(76)	52%	(170)	5%	(17)	326
Ideo: Conservative (5-7)	19%	(106)	24%	(132)	51%	(284)	6%	(30)	552
Educ: < College	25%	(228)	23%	(210)	44%	(398)	8%	(70)	906
Educ: Bachelors degree	22%	(79)	21%	(75)	50%	(179)	7%	(24)	357
Educ: Post-grad	13%	(28)	22%	(46)	62%	(130)	3%	(6)	210

Continued on next page

**Table CNBC10\_8:** [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Needed access to more funds

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	23%	(335)	22%	(330)	48%	(706)	7%	(100)	1472
Income: Under 50k	27%	(189)	21%	(142)	42%	(293)	10%	(66)	691
Income: 50k-100k	21%	(108)	27%	(137)	48%	(249)	4%	(21)	514
Income: 100k+	14%	(37)	19%	(51)	62%	(165)	5%	(13)	266
Ethnicity: White	21%	(255)	22%	(264)	50%	(604)	6%	(77)	1199
Ethnicity: Hispanic	33%	(68)	21%	(44)	38%	(78)	8%	(17)	207
Ethnicity: Afr. Am.	39%	(61)	23%	(35)	30%	(46)	8%	(12)	154
Ethnicity: Other	16%	(19)	27%	(32)	48%	(57)	9%	(11)	119
Relig: Protestant	15%	(50)	23%	(77)	57%	(191)	5%	(18)	336
Relig: Roman Catholic	21%	(71)	21%	(71)	51%	(171)	6%	(22)	335
Relig: Ath./Agn./None	25%	(105)	24%	(103)	44%	(185)	7%	(27)	420
Relig: Something Else	30%	(71)	17%	(41)	46%	(110)	6%	(15)	237
Relig: Jewish	20%	(8)	17%	(7)	62%	(24)	1%	(0)	39
Relig: Evangelical	20%	(71)	25%	(87)	47%	(164)	8%	(28)	351
Relig: Non-Evang. Catholics	19%	(88)	21%	(99)	53%	(247)	6%	(30)	464
Relig: All Christian	20%	(159)	23%	(186)	50%	(411)	7%	(58)	815
Relig: All Non-Christian	27%	(176)	22%	(144)	45%	(295)	6%	(42)	656
Community: Urban	24%	(75)	25%	(78)	42%	(132)	9%	(26)	311
Community: Suburban	23%	(179)	22%	(171)	50%	(394)	6%	(51)	794
Community: Rural	22%	(81)	22%	(82)	49%	(181)	6%	(23)	367
Employ: Private Sector	25%	(134)	24%	(129)	46%	(247)	5%	(25)	535
Employ: Government	18%	(20)	27%	(31)	45%	(51)	11%	(12)	114
Employ: Self-Employed	23%	(30)	26%	(34)	46%	(61)	5%	(7)	132
Employ: Homemaker	23%	(18)	18%	(14)	50%	(39)	8%	(6)	77
Employ: Student	35%	(23)	17%	(11)	40%	(27)	8%	(5)	67
Employ: Retired	14%	(50)	19%	(69)	63%	(228)	4%	(16)	362
Employ: Unemployed	28%	(17)	23%	(14)	29%	(18)	19%	(12)	62
Employ: Other	35%	(43)	22%	(28)	30%	(37)	13%	(16)	123
Military HH: Yes	20%	(57)	25%	(69)	50%	(139)	5%	(13)	279
Military HH: No	23%	(278)	22%	(261)	48%	(567)	7%	(87)	1193

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**Table CNBC10\_8: [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Needed access to more funds**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	23%	(335)	22%	(330)	48%	(706)	7%	(100)	1472
RD/WT: Right Direction	21%	(123)	24%	(143)	50%	(292)	5%	(32)	590
RD/WT: Wrong Track	24%	(212)	21%	(188)	47%	(414)	8%	(68)	882
Trump Job Approve	22%	(133)	23%	(140)	51%	(310)	5%	(31)	614
Trump Job Disapprove	24%	(192)	22%	(174)	48%	(380)	6%	(46)	793
Trump Job Strongly Approve	24%	(81)	22%	(73)	50%	(168)	5%	(17)	339
Trump Job Somewhat Approve	19%	(52)	24%	(67)	52%	(142)	5%	(14)	275
Trump Job Somewhat Disapprove	27%	(54)	27%	(53)	41%	(82)	5%	(10)	199
Trump Job Strongly Disapprove	23%	(139)	20%	(121)	50%	(298)	6%	(36)	594
Favorable of Trump	20%	(125)	24%	(146)	52%	(320)	5%	(30)	621
Unfavorable of Trump	25%	(195)	22%	(176)	48%	(374)	5%	(39)	783
Very Favorable of Trump	23%	(83)	21%	(78)	51%	(189)	5%	(17)	367
Somewhat Favorable of Trump	16%	(42)	27%	(68)	52%	(131)	5%	(12)	254
Somewhat Unfavorable of Trump	26%	(40)	22%	(34)	48%	(73)	3%	(5)	152
Very Unfavorable of Trump	25%	(155)	22%	(142)	48%	(301)	5%	(33)	631
#1 Issue: Economy	25%	(100)	24%	(98)	47%	(188)	4%	(16)	401
#1 Issue: Security	17%	(56)	22%	(70)	57%	(183)	4%	(15)	323
#1 Issue: Health Care	24%	(66)	20%	(57)	48%	(133)	8%	(23)	279
#1 Issue: Medicare / Social Security	21%	(42)	21%	(43)	50%	(99)	8%	(16)	200
#1 Issue: Women's Issues	38%	(21)	26%	(15)	26%	(15)	10%	(6)	56
#1 Issue: Education	26%	(24)	26%	(24)	39%	(35)	9%	(8)	90
#1 Issue: Energy	25%	(19)	20%	(15)	50%	(38)	5%	(4)	76
#1 Issue: Other	15%	(7)	20%	(9)	37%	(17)	28%	(13)	46
2018 House Vote: Democrat	24%	(132)	22%	(122)	50%	(276)	4%	(25)	554
2018 House Vote: Republican	20%	(109)	20%	(112)	55%	(302)	5%	(28)	551
2018 House Vote: Someone else	22%	(16)	11%	(8)	53%	(38)	14%	(10)	71
2018 House Vote: Didnt Vote	27%	(78)	30%	(88)	30%	(89)	13%	(37)	292
2016 Vote: Hillary Clinton	23%	(114)	21%	(104)	51%	(248)	5%	(22)	489
2016 Vote: Donald Trump	19%	(104)	22%	(118)	53%	(282)	5%	(29)	532
2016 Vote: Someone else	20%	(24)	17%	(21)	54%	(65)	8%	(10)	120
2016 Vote: Didnt Vote	28%	(91)	27%	(88)	34%	(110)	12%	(38)	327

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**Table CNBC10\_8:** [AMONG RESPONDENTS WITH A CREDIT CARD] To what extent were the following a reason you opened a credit card?  
Needed access to more funds

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	23%	(335)	22%	(330)	48%	(706)	7%	(100)	1472
Voted in 2014: Yes	21%	(208)	21%	(207)	54%	(536)	5%	(49)	1000
Voted in 2014: No	27%	(127)	26%	(123)	36%	(170)	11%	(52)	472
2012 Vote: Barack Obama	23%	(133)	21%	(121)	51%	(294)	5%	(26)	575
2012 Vote: Mitt Romney	17%	(73)	21%	(90)	56%	(238)	5%	(21)	422
2012 Vote: Other	21%	(12)	22%	(14)	46%	(28)	11%	(6)	60
2012 Vote: Didn't Vote	28%	(115)	26%	(105)	35%	(143)	11%	(46)	409
4-Region: Northeast	22%	(61)	23%	(62)	48%	(130)	8%	(21)	274
4-Region: Midwest	23%	(73)	21%	(67)	48%	(150)	8%	(24)	314
4-Region: South	23%	(121)	25%	(130)	45%	(236)	7%	(38)	525
4-Region: West	22%	(79)	20%	(72)	53%	(190)	5%	(17)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC11\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Suggested by a family member**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	12%	(171)	10%	(150)	71%	(1048)	7%	(103)	1472
Gender: Male	10%	(74)	11%	(81)	74%	(563)	5%	(38)	756
Gender: Female	14%	(97)	10%	(68)	68%	(485)	9%	(65)	715
Age: 18-29	31%	(79)	20%	(52)	41%	(103)	7%	(18)	251
Age: 30-44	13%	(44)	9%	(29)	70%	(232)	9%	(29)	334
Age: 45-54	9%	(22)	8%	(20)	77%	(195)	6%	(16)	253
Age: 55-64	3%	(8)	9%	(25)	82%	(215)	5%	(13)	261
Age: 65+	5%	(18)	7%	(24)	81%	(302)	7%	(27)	372
Generation Z: 18-21	42%	(36)	17%	(15)	33%	(28)	9%	(8)	87
Millennial: Age 22-37	20%	(66)	14%	(48)	58%	(192)	8%	(25)	331
Generation X: Age 38-53	10%	(41)	10%	(39)	73%	(292)	7%	(28)	400
Boomers: Age 54-72	4%	(22)	7%	(41)	83%	(458)	6%	(34)	555
PID: Dem (no lean)	14%	(71)	11%	(55)	70%	(349)	5%	(25)	500
PID: Ind (no lean)	11%	(53)	9%	(45)	71%	(349)	9%	(44)	490
PID: Rep (no lean)	10%	(47)	10%	(50)	73%	(351)	7%	(34)	482
PID/Gender: Dem Men	11%	(26)	10%	(23)	75%	(168)	4%	(8)	226
PID/Gender: Dem Women	17%	(45)	12%	(32)	66%	(181)	6%	(17)	275
PID/Gender: Ind Men	9%	(25)	11%	(30)	72%	(193)	7%	(19)	266
PID/Gender: Ind Women	13%	(28)	7%	(15)	70%	(156)	11%	(25)	224
PID/Gender: Rep Men	9%	(23)	11%	(29)	76%	(202)	4%	(10)	264
PID/Gender: Rep Women	11%	(23)	10%	(22)	68%	(149)	11%	(23)	217
Ideo: Liberal (1-3)	15%	(67)	11%	(50)	71%	(323)	4%	(17)	457
Ideo: Moderate (4)	12%	(39)	12%	(39)	73%	(237)	4%	(12)	326
Ideo: Conservative (5-7)	9%	(51)	9%	(51)	74%	(409)	8%	(42)	552
Educ: < College	12%	(108)	11%	(95)	69%	(627)	8%	(76)	906
Educ: Bachelors degree	11%	(41)	9%	(32)	74%	(264)	5%	(19)	357
Educ: Post-grad	11%	(23)	11%	(22)	75%	(157)	3%	(7)	210

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**Table CNBC11\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Suggested by a family member**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(171)	10%	(150)	71%	(1048)	7%	(103)	1472
Income: Under 50k	12%	(83)	10%	(70)	68%	(472)	10%	(66)	691
Income: 50k-100k	11%	(56)	9%	(47)	75%	(384)	5%	(27)	514
Income: 100k+	12%	(32)	12%	(33)	72%	(192)	4%	(10)	266
Ethnicity: White	10%	(115)	10%	(114)	74%	(889)	7%	(80)	1199
Ethnicity: Hispanic	20%	(42)	18%	(38)	53%	(109)	9%	(19)	207
Ethnicity: Afr. Am.	21%	(33)	11%	(17)	61%	(94)	7%	(10)	154
Ethnicity: Other	19%	(23)	16%	(19)	54%	(65)	11%	(13)	119
Relig: Protestant	6%	(20)	8%	(26)	81%	(271)	6%	(19)	336
Relig: Roman Catholic	13%	(44)	12%	(40)	68%	(227)	7%	(23)	335
Relig: Ath./Agn./None	12%	(49)	11%	(46)	70%	(294)	7%	(31)	420
Relig: Something Else	19%	(45)	9%	(22)	67%	(159)	5%	(11)	237
Relig: Jewish	19%	(7)	9%	(4)	72%	(28)	—	(0)	39
Relig: Evangelical	9%	(32)	11%	(39)	69%	(243)	10%	(36)	351
Relig: Non-Evang. Catholics	10%	(45)	9%	(43)	76%	(351)	5%	(25)	464
Relig: All Christian	9%	(77)	10%	(83)	73%	(595)	7%	(61)	815
Relig: All Non-Christian	14%	(94)	10%	(67)	69%	(454)	6%	(42)	656
Community: Urban	13%	(39)	15%	(46)	66%	(206)	7%	(20)	311
Community: Suburban	13%	(100)	8%	(64)	73%	(581)	6%	(48)	794
Community: Rural	9%	(32)	11%	(40)	71%	(261)	9%	(34)	367
Employ: Private Sector	11%	(56)	11%	(57)	75%	(399)	4%	(23)	535
Employ: Government	10%	(11)	10%	(11)	72%	(83)	8%	(9)	114
Employ: Self-Employed	16%	(21)	11%	(15)	66%	(87)	7%	(9)	132
Employ: Homemaker	7%	(5)	10%	(8)	76%	(59)	7%	(5)	77
Employ: Student	49%	(33)	18%	(12)	28%	(19)	4%	(3)	67
Employ: Retired	5%	(17)	8%	(30)	79%	(287)	8%	(28)	362
Employ: Unemployed	16%	(10)	5%	(3)	58%	(36)	20%	(13)	62
Employ: Other	14%	(17)	11%	(13)	64%	(79)	11%	(13)	123
Military HH: Yes	11%	(30)	6%	(18)	78%	(218)	5%	(13)	279
Military HH: No	12%	(141)	11%	(132)	70%	(831)	8%	(90)	1193

Continued on next page

**Table CNBC11\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Suggested by a family member**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	12%	(171)	10%	(150)	71%	(1048)	7%	(103)	1472
RD/WT: Right Direction	12%	(68)	11%	(62)	72%	(423)	6%	(36)	590
RD/WT: Wrong Track	12%	(102)	10%	(88)	71%	(625)	8%	(67)	882
Trump Job Approve	11%	(65)	11%	(66)	73%	(446)	6%	(38)	614
Trump Job Disapprove	13%	(100)	10%	(79)	72%	(570)	5%	(43)	793
Trump Job Strongly Approve	11%	(36)	10%	(35)	74%	(250)	6%	(19)	339
Trump Job Somewhat Approve	11%	(29)	11%	(31)	71%	(195)	7%	(19)	275
Trump Job Somewhat Disapprove	14%	(27)	12%	(24)	69%	(137)	5%	(10)	199
Trump Job Strongly Disapprove	12%	(73)	9%	(55)	73%	(433)	6%	(33)	594
Favorable of Trump	11%	(71)	10%	(63)	73%	(451)	6%	(36)	621
Unfavorable of Trump	12%	(93)	11%	(85)	72%	(565)	5%	(40)	783
Very Favorable of Trump	12%	(44)	10%	(38)	72%	(265)	5%	(20)	367
Somewhat Favorable of Trump	10%	(26)	10%	(25)	73%	(186)	6%	(16)	254
Somewhat Unfavorable of Trump	13%	(20)	12%	(18)	72%	(109)	3%	(5)	152
Very Unfavorable of Trump	12%	(74)	11%	(67)	72%	(456)	6%	(35)	631
#1 Issue: Economy	14%	(57)	9%	(37)	71%	(284)	6%	(23)	401
#1 Issue: Security	10%	(32)	9%	(30)	76%	(246)	5%	(16)	323
#1 Issue: Health Care	12%	(33)	9%	(24)	75%	(209)	5%	(13)	279
#1 Issue: Medicare / Social Security	7%	(14)	6%	(12)	76%	(151)	11%	(22)	200
#1 Issue: Women's Issues	18%	(10)	19%	(10)	52%	(29)	11%	(6)	56
#1 Issue: Education	14%	(13)	22%	(20)	55%	(50)	9%	(8)	90
#1 Issue: Energy	13%	(10)	14%	(10)	66%	(50)	8%	(6)	76
#1 Issue: Other	4%	(2)	14%	(7)	63%	(29)	19%	(9)	46
2018 House Vote: Democrat	12%	(66)	10%	(54)	74%	(410)	4%	(24)	554
2018 House Vote: Republican	10%	(58)	10%	(53)	74%	(410)	6%	(30)	551
2018 House Vote: Someone else	5%	(4)	3%	(2)	76%	(54)	16%	(12)	71
2018 House Vote: Didnt Vote	15%	(44)	14%	(40)	59%	(172)	12%	(36)	292

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**Table CNBC11\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Suggested by a family member**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	12%	(171)	10%	(150)	71%	(1048)	7%	(103)	1472
2016 Vote: Hillary Clinton	12%	(58)	9%	(44)	75%	(366)	4%	(20)	489
2016 Vote: Donald Trump	8%	(44)	10%	(54)	75%	(401)	6%	(34)	532
2016 Vote: Someone else	11%	(14)	10%	(12)	71%	(85)	7%	(9)	120
2016 Vote: Didnt Vote	16%	(54)	12%	(40)	60%	(195)	12%	(38)	327
Voted in 2014: Yes	9%	(90)	9%	(94)	76%	(760)	6%	(56)	1000
Voted in 2014: No	17%	(81)	12%	(56)	61%	(288)	10%	(47)	472
2012 Vote: Barack Obama	10%	(55)	8%	(48)	77%	(446)	5%	(27)	575
2012 Vote: Mitt Romney	7%	(29)	10%	(44)	76%	(322)	6%	(27)	422
2012 Vote: Other	7%	(5)	1%	(1)	82%	(49)	10%	(6)	60
2012 Vote: Didn't Vote	20%	(83)	14%	(56)	56%	(228)	10%	(42)	409
4-Region: Northeast	6%	(15)	10%	(27)	77%	(211)	7%	(20)	274
4-Region: Midwest	8%	(27)	8%	(24)	78%	(244)	6%	(19)	314
4-Region: South	13%	(66)	11%	(57)	68%	(357)	8%	(44)	525
4-Region: West	17%	(63)	12%	(41)	66%	(235)	5%	(19)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC11\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Suggested by a friend**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	5%	(78)	8%	(120)	79%	(1169)	7%	(104)	1472
Gender: Male	4%	(31)	10%	(76)	81%	(611)	5%	(38)	756
Gender: Female	7%	(47)	6%	(43)	78%	(558)	9%	(66)	715
Age: 18-29	12%	(30)	14%	(35)	66%	(165)	8%	(21)	251
Age: 30-44	6%	(21)	10%	(33)	76%	(253)	8%	(28)	334
Age: 45-54	5%	(13)	8%	(20)	81%	(206)	6%	(15)	253
Age: 55-64	2%	(6)	7%	(18)	85%	(222)	6%	(16)	261
Age: 65+	2%	(9)	4%	(14)	87%	(324)	7%	(25)	372
Generation Z: 18-21	15%	(13)	13%	(11)	60%	(52)	12%	(10)	87
Millennial: Age 22-37	9%	(28)	12%	(40)	72%	(240)	7%	(23)	331
Generation X: Age 38-53	5%	(21)	9%	(36)	79%	(314)	7%	(29)	400
Boomers: Age 54-72	2%	(12)	5%	(29)	86%	(478)	7%	(36)	555
PID: Dem (no lean)	8%	(40)	9%	(44)	77%	(385)	6%	(30)	500
PID: Ind (no lean)	6%	(30)	7%	(34)	79%	(388)	8%	(38)	490
PID: Rep (no lean)	2%	(8)	8%	(41)	82%	(396)	8%	(36)	482
PID/Gender: Dem Men	7%	(16)	10%	(23)	78%	(175)	5%	(11)	226
PID/Gender: Dem Women	9%	(24)	8%	(21)	77%	(210)	7%	(19)	275
PID/Gender: Ind Men	4%	(11)	9%	(24)	81%	(215)	6%	(17)	266
PID/Gender: Ind Women	8%	(19)	5%	(10)	77%	(173)	10%	(21)	224
PID/Gender: Rep Men	2%	(4)	11%	(29)	84%	(221)	4%	(11)	264
PID/Gender: Rep Women	2%	(4)	6%	(12)	80%	(175)	12%	(26)	217
Ideo: Liberal (1-3)	7%	(34)	8%	(39)	80%	(364)	4%	(20)	457
Ideo: Moderate (4)	6%	(20)	10%	(32)	80%	(260)	4%	(14)	326
Ideo: Conservative (5-7)	3%	(15)	7%	(38)	83%	(461)	7%	(39)	552
Educ: < College	6%	(52)	8%	(73)	78%	(704)	8%	(77)	906
Educ: Bachelors degree	5%	(16)	9%	(32)	80%	(286)	6%	(22)	357
Educ: Post-grad	5%	(10)	7%	(14)	86%	(179)	3%	(6)	210

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**Table CNBC11\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Suggested by a friend**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	5%	(78)	8%	(120)	79%	(1169)	7%	(104)	1472
Income: Under 50k	6%	(39)	9%	(59)	77%	(530)	9%	(64)	691
Income: 50k-100k	5%	(25)	8%	(41)	81%	(418)	6%	(30)	514
Income: 100k+	6%	(15)	7%	(20)	83%	(222)	4%	(10)	266
Ethnicity: White	4%	(49)	7%	(88)	82%	(984)	7%	(78)	1199
Ethnicity: Hispanic	14%	(29)	12%	(24)	67%	(139)	7%	(15)	207
Ethnicity: Afr. Am.	13%	(20)	11%	(17)	68%	(105)	8%	(12)	154
Ethnicity: Other	8%	(10)	12%	(14)	68%	(81)	12%	(14)	119
Relig: Protestant	3%	(9)	4%	(14)	88%	(297)	5%	(16)	336
Relig: Roman Catholic	6%	(19)	12%	(40)	75%	(250)	8%	(25)	335
Relig: Ath./Agn./None	5%	(20)	9%	(37)	79%	(331)	7%	(31)	420
Relig: Something Else	10%	(24)	7%	(16)	78%	(185)	5%	(12)	237
Relig: Jewish	6%	(2)	7%	(3)	79%	(31)	8%	(3)	39
Relig: Evangelical	3%	(12)	9%	(31)	78%	(272)	10%	(36)	351
Relig: Non-Evang. Catholics	5%	(22)	8%	(36)	82%	(381)	5%	(25)	464
Relig: All Christian	4%	(34)	8%	(67)	80%	(653)	8%	(61)	815
Relig: All Non-Christian	7%	(45)	8%	(53)	79%	(516)	7%	(43)	656
Community: Urban	7%	(23)	12%	(38)	75%	(232)	6%	(18)	311
Community: Suburban	5%	(39)	7%	(53)	81%	(647)	7%	(55)	794
Community: Rural	4%	(17)	8%	(28)	79%	(291)	8%	(31)	367
Employ: Private Sector	5%	(25)	9%	(50)	81%	(435)	5%	(25)	535
Employ: Government	4%	(4)	6%	(7)	81%	(93)	9%	(10)	114
Employ: Self-Employed	10%	(13)	10%	(13)	73%	(96)	8%	(10)	132
Employ: Homemaker	2%	(2)	2%	(1)	89%	(69)	7%	(5)	77
Employ: Student	15%	(10)	16%	(11)	61%	(41)	8%	(5)	67
Employ: Retired	2%	(7)	7%	(25)	84%	(305)	7%	(25)	362
Employ: Unemployed	10%	(6)	8%	(5)	67%	(41)	15%	(9)	62
Employ: Other	9%	(11)	6%	(8)	73%	(90)	11%	(14)	123
Military HH: Yes	3%	(9)	7%	(20)	84%	(235)	5%	(15)	279
Military HH: No	6%	(69)	8%	(100)	78%	(935)	7%	(89)	1193

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**Table CNBC11\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Suggested by a friend**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	5%	(78)	8%	(120)	79%	(1169)	7%	(104)	1472
RD/WT: Right Direction	5%	(30)	9%	(52)	80%	(470)	6%	(37)	590
RD/WT: Wrong Track	5%	(48)	8%	(68)	79%	(699)	8%	(68)	882
Trump Job Approve	3%	(20)	8%	(50)	83%	(509)	6%	(36)	614
Trump Job Disapprove	6%	(51)	8%	(66)	79%	(630)	6%	(46)	793
Trump Job Strongly Approve	3%	(12)	8%	(26)	83%	(283)	6%	(19)	339
Trump Job Somewhat Approve	3%	(8)	9%	(24)	82%	(226)	6%	(17)	275
Trump Job Somewhat Disapprove	6%	(11)	10%	(20)	78%	(155)	6%	(12)	199
Trump Job Strongly Disapprove	7%	(39)	8%	(45)	80%	(475)	6%	(34)	594
Favorable of Trump	4%	(25)	9%	(53)	82%	(508)	6%	(34)	621
Unfavorable of Trump	6%	(46)	8%	(64)	81%	(631)	5%	(42)	783
Very Favorable of Trump	4%	(15)	9%	(33)	80%	(295)	6%	(24)	367
Somewhat Favorable of Trump	4%	(10)	8%	(20)	84%	(213)	4%	(11)	254
Somewhat Unfavorable of Trump	7%	(11)	12%	(19)	76%	(116)	4%	(6)	152
Very Unfavorable of Trump	6%	(35)	7%	(45)	82%	(515)	6%	(36)	631
#1 Issue: Economy	7%	(28)	9%	(38)	78%	(312)	6%	(23)	401
#1 Issue: Security	3%	(9)	5%	(18)	86%	(277)	6%	(19)	323
#1 Issue: Health Care	6%	(17)	7%	(20)	80%	(224)	6%	(18)	279
#1 Issue: Medicare / Social Security	2%	(4)	7%	(13)	81%	(163)	10%	(20)	200
#1 Issue: Women's Issues	21%	(12)	12%	(7)	61%	(34)	6%	(3)	56
#1 Issue: Education	6%	(6)	11%	(10)	75%	(68)	7%	(6)	90
#1 Issue: Energy	3%	(2)	13%	(10)	76%	(58)	8%	(6)	76
#1 Issue: Other	—	(0)	8%	(4)	73%	(34)	19%	(9)	46
2018 House Vote: Democrat	6%	(34)	9%	(48)	80%	(446)	5%	(27)	554
2018 House Vote: Republican	2%	(13)	9%	(48)	83%	(457)	6%	(33)	551
2018 House Vote: Someone else	2%	(2)	5%	(3)	76%	(54)	17%	(12)	71
2018 House Vote: Didnt Vote	10%	(29)	7%	(21)	72%	(210)	11%	(32)	292

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**Table CNBC11\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Suggested by a friend**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	5%	(78)	8%	(120)	79%	(1169)	7%	(104)	1472
2016 Vote: Hillary Clinton	7%	(34)	9%	(44)	80%	(391)	4%	(21)	489
2016 Vote: Donald Trump	2%	(8)	7%	(39)	84%	(447)	7%	(38)	532
2016 Vote: Someone else	3%	(3)	6%	(8)	82%	(99)	8%	(10)	120
2016 Vote: Didnt Vote	10%	(31)	9%	(29)	71%	(233)	10%	(34)	327
Voted in 2014: Yes	3%	(32)	8%	(77)	83%	(833)	6%	(58)	1000
Voted in 2014: No	10%	(47)	9%	(42)	71%	(336)	10%	(46)	472
2012 Vote: Barack Obama	5%	(26)	8%	(45)	82%	(473)	5%	(31)	575
2012 Vote: Mitt Romney	1%	(5)	7%	(30)	85%	(360)	6%	(27)	422
2012 Vote: Other	4%	(2)	5%	(3)	82%	(49)	10%	(6)	60
2012 Vote: Didn't Vote	11%	(45)	10%	(42)	69%	(283)	10%	(39)	409
4-Region: Northeast	5%	(13)	10%	(27)	77%	(212)	8%	(22)	274
4-Region: Midwest	2%	(6)	7%	(21)	85%	(267)	7%	(21)	314
4-Region: South	5%	(25)	7%	(38)	79%	(418)	9%	(45)	525
4-Region: West	10%	(34)	9%	(34)	76%	(273)	5%	(17)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC11\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
The advertisements**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	7%	(108)	13%	(186)	72%	(1060)	8%	(117)	1472
Gender: Male	8%	(59)	15%	(113)	71%	(539)	6%	(46)	756
Gender: Female	7%	(49)	10%	(73)	73%	(521)	10%	(72)	715
Age: 18-29	10%	(25)	11%	(27)	71%	(177)	9%	(22)	251
Age: 30-44	7%	(25)	14%	(45)	69%	(231)	10%	(33)	334
Age: 45-54	9%	(22)	12%	(31)	72%	(183)	7%	(16)	253
Age: 55-64	4%	(11)	14%	(36)	76%	(198)	6%	(16)	261
Age: 65+	7%	(25)	13%	(47)	73%	(271)	8%	(29)	372
Generation Z: 18-21	10%	(9)	11%	(10)	68%	(59)	11%	(9)	87
Millennial: Age 22-37	8%	(27)	11%	(37)	71%	(236)	9%	(31)	331
Generation X: Age 38-53	9%	(37)	13%	(53)	70%	(279)	8%	(31)	400
Boomers: Age 54-72	5%	(29)	13%	(72)	75%	(418)	7%	(37)	555
PID: Dem (no lean)	9%	(45)	16%	(79)	68%	(341)	7%	(35)	500
PID: Ind (no lean)	6%	(28)	9%	(44)	76%	(373)	9%	(46)	490
PID: Rep (no lean)	7%	(35)	13%	(63)	72%	(346)	8%	(37)	482
PID/Gender: Dem Men	11%	(25)	19%	(43)	64%	(145)	6%	(13)	226
PID/Gender: Dem Women	7%	(20)	13%	(36)	71%	(196)	8%	(22)	275
PID/Gender: Ind Men	6%	(15)	11%	(30)	76%	(201)	8%	(20)	266
PID/Gender: Ind Women	6%	(13)	6%	(13)	77%	(172)	11%	(25)	224
PID/Gender: Rep Men	7%	(19)	15%	(39)	73%	(193)	5%	(13)	264
PID/Gender: Rep Women	7%	(16)	11%	(24)	71%	(153)	11%	(24)	217
Ideo: Liberal (1-3)	9%	(41)	15%	(67)	72%	(329)	4%	(20)	457
Ideo: Moderate (4)	9%	(29)	15%	(50)	70%	(230)	6%	(18)	326
Ideo: Conservative (5-7)	6%	(34)	11%	(61)	75%	(413)	8%	(45)	552
Educ: < College	7%	(61)	12%	(113)	71%	(643)	10%	(90)	906
Educ: Bachelors degree	11%	(40)	12%	(42)	71%	(253)	6%	(21)	357
Educ: Post-grad	3%	(7)	15%	(31)	78%	(164)	3%	(7)	210

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**Table CNBC11\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
The advertisements**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	7%	(108)	13%	(186)	72%	(1060)	8%	(117)	1472
Income: Under 50k	7%	(50)	13%	(87)	69%	(479)	11%	(75)	691
Income: 50k-100k	8%	(43)	12%	(60)	74%	(380)	6%	(31)	514
Income: 100k+	6%	(15)	14%	(38)	75%	(201)	4%	(12)	266
Ethnicity: White	6%	(77)	11%	(137)	75%	(895)	8%	(90)	1199
Ethnicity: Hispanic	12%	(26)	14%	(29)	63%	(131)	10%	(21)	207
Ethnicity: Afr. Am.	15%	(24)	19%	(30)	56%	(87)	9%	(13)	154
Ethnicity: Other	6%	(8)	16%	(19)	65%	(78)	12%	(14)	119
Relig: Protestant	5%	(17)	12%	(40)	78%	(261)	5%	(18)	336
Relig: Roman Catholic	9%	(30)	13%	(42)	70%	(235)	8%	(28)	335
Relig: Ath./Agn./None	6%	(25)	14%	(58)	72%	(302)	8%	(34)	420
Relig: Something Else	10%	(25)	13%	(31)	70%	(167)	6%	(14)	237
Relig: Jewish	11%	(4)	10%	(4)	73%	(28)	6%	(2)	39
Relig: Evangelical	9%	(30)	12%	(42)	68%	(239)	11%	(40)	351
Relig: Non-Evang. Catholics	6%	(29)	12%	(55)	76%	(352)	6%	(29)	464
Relig: All Christian	7%	(59)	12%	(97)	72%	(591)	8%	(69)	815
Relig: All Non-Christian	8%	(50)	14%	(89)	71%	(469)	7%	(49)	656
Community: Urban	8%	(26)	18%	(57)	66%	(205)	7%	(23)	311
Community: Suburban	8%	(65)	10%	(83)	73%	(582)	8%	(64)	794
Community: Rural	5%	(18)	12%	(46)	74%	(273)	8%	(31)	367
Employ: Private Sector	7%	(37)	14%	(77)	74%	(397)	5%	(24)	535
Employ: Government	6%	(6)	13%	(14)	74%	(84)	8%	(9)	114
Employ: Self-Employed	9%	(11)	12%	(16)	71%	(94)	8%	(10)	132
Employ: Homemaker	2%	(2)	7%	(5)	85%	(66)	6%	(5)	77
Employ: Student	10%	(7)	11%	(7)	68%	(45)	11%	(7)	67
Employ: Retired	7%	(25)	12%	(45)	72%	(259)	9%	(34)	362
Employ: Unemployed	13%	(8)	17%	(10)	50%	(31)	20%	(13)	62
Employ: Other	10%	(13)	9%	(12)	68%	(83)	13%	(16)	123
Military HH: Yes	9%	(24)	12%	(34)	73%	(205)	5%	(15)	279
Military HH: No	7%	(84)	13%	(152)	72%	(855)	9%	(102)	1193

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**Table CNBC11\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
The advertisements**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	7%	(108)	13%	(186)	72%	(1060)	8%	(117)	1472
RD/WT: Right Direction	8%	(47)	14%	(84)	71%	(419)	7%	(39)	590
RD/WT: Wrong Track	7%	(61)	12%	(102)	73%	(641)	9%	(78)	882
Trump Job Approve	6%	(39)	14%	(85)	73%	(448)	7%	(43)	614
Trump Job Disapprove	8%	(67)	12%	(95)	73%	(581)	6%	(50)	793
Trump Job Strongly Approve	7%	(23)	13%	(43)	74%	(251)	6%	(22)	339
Trump Job Somewhat Approve	6%	(16)	15%	(41)	71%	(196)	8%	(21)	275
Trump Job Somewhat Disapprove	9%	(18)	8%	(17)	76%	(151)	7%	(13)	199
Trump Job Strongly Disapprove	8%	(49)	13%	(79)	72%	(430)	6%	(37)	594
Favorable of Trump	8%	(49)	13%	(83)	72%	(449)	7%	(40)	621
Unfavorable of Trump	7%	(56)	13%	(100)	74%	(580)	6%	(47)	783
Very Favorable of Trump	9%	(34)	11%	(40)	74%	(270)	6%	(23)	367
Somewhat Favorable of Trump	6%	(14)	17%	(43)	71%	(179)	7%	(17)	254
Somewhat Unfavorable of Trump	8%	(12)	12%	(18)	76%	(116)	4%	(7)	152
Very Unfavorable of Trump	7%	(44)	13%	(82)	74%	(464)	6%	(41)	631
#1 Issue: Economy	9%	(36)	14%	(55)	71%	(286)	6%	(24)	401
#1 Issue: Security	6%	(20)	13%	(43)	75%	(242)	6%	(19)	323
#1 Issue: Health Care	7%	(20)	13%	(36)	72%	(201)	8%	(22)	279
#1 Issue: Medicare / Social Security	7%	(14)	10%	(19)	72%	(144)	11%	(23)	200
#1 Issue: Women's Issues	10%	(5)	16%	(9)	63%	(35)	11%	(6)	56
#1 Issue: Education	7%	(6)	13%	(11)	73%	(66)	8%	(7)	90
#1 Issue: Energy	3%	(2)	14%	(10)	73%	(56)	10%	(8)	76
#1 Issue: Other	10%	(5)	6%	(3)	65%	(30)	19%	(9)	46
2018 House Vote: Democrat	10%	(53)	15%	(83)	70%	(390)	5%	(29)	554
2018 House Vote: Republican	6%	(34)	12%	(64)	76%	(418)	6%	(35)	551
2018 House Vote: Someone else	1%	(1)	9%	(6)	72%	(51)	18%	(13)	71
2018 House Vote: Didnt Vote	7%	(19)	11%	(33)	68%	(200)	14%	(40)	292

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**Table CNBC11\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
The advertisements**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	7%	(108)	13%	(186)	72%	(1060)	8%	(117)	1472
2016 Vote: Hillary Clinton	10%	(48)	14%	(71)	71%	(346)	5%	(25)	489
2016 Vote: Donald Trump	6%	(33)	13%	(68)	73%	(391)	8%	(40)	532
2016 Vote: Someone else	6%	(7)	9%	(11)	76%	(91)	8%	(10)	120
2016 Vote: Didnt Vote	6%	(20)	11%	(35)	71%	(231)	13%	(41)	327
Voted in 2014: Yes	7%	(74)	14%	(139)	72%	(725)	6%	(62)	1000
Voted in 2014: No	7%	(34)	10%	(47)	71%	(335)	12%	(55)	472
2012 Vote: Barack Obama	9%	(51)	14%	(82)	71%	(408)	6%	(34)	575
2012 Vote: Mitt Romney	6%	(26)	13%	(54)	74%	(314)	7%	(28)	422
2012 Vote: Other	—	(0)	7%	(4)	83%	(50)	10%	(6)	60
2012 Vote: Didn't Vote	8%	(32)	11%	(44)	70%	(285)	12%	(48)	409
4-Region: Northeast	6%	(17)	13%	(36)	72%	(196)	9%	(25)	274
4-Region: Midwest	6%	(19)	14%	(44)	72%	(227)	8%	(24)	314
4-Region: South	7%	(35)	12%	(61)	73%	(383)	9%	(46)	525
4-Region: West	10%	(37)	13%	(45)	71%	(254)	6%	(22)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC11\_4:** [AMONG RESPONDENTS WITH A CREDIT CARD] *And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?*  
*Mail or email offer*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	16%	(232)	18%	(259)	59%	(875)	7%	(106)	1472
Gender: Male	15%	(115)	20%	(153)	59%	(447)	5%	(41)	756
Gender: Female	16%	(117)	15%	(106)	60%	(428)	9%	(65)	715
Age: 18-29	11%	(28)	13%	(32)	67%	(169)	9%	(23)	251
Age: 30-44	17%	(56)	18%	(61)	57%	(189)	8%	(28)	334
Age: 45-54	17%	(43)	19%	(48)	58%	(147)	6%	(15)	253
Age: 55-64	12%	(32)	21%	(55)	61%	(158)	6%	(17)	261
Age: 65+	20%	(73)	17%	(64)	57%	(212)	6%	(23)	372
Generation Z: 18-21	11%	(9)	18%	(15)	60%	(52)	12%	(10)	87
Millennial: Age 22-37	14%	(46)	13%	(44)	64%	(212)	9%	(28)	331
Generation X: Age 38-53	17%	(68)	20%	(78)	57%	(227)	7%	(27)	400
Boomers: Age 54-72	15%	(82)	20%	(110)	60%	(332)	6%	(31)	555
PID: Dem (no lean)	18%	(89)	21%	(105)	55%	(276)	6%	(30)	500
PID: Ind (no lean)	13%	(62)	16%	(79)	62%	(306)	9%	(43)	490
PID: Rep (no lean)	17%	(81)	16%	(75)	61%	(293)	7%	(33)	482
PID/Gender: Dem Men	17%	(39)	25%	(55)	52%	(117)	6%	(14)	226
PID/Gender: Dem Women	18%	(49)	18%	(50)	58%	(159)	6%	(16)	275
PID/Gender: Ind Men	10%	(28)	19%	(51)	64%	(170)	6%	(17)	266
PID/Gender: Ind Women	15%	(35)	12%	(27)	61%	(136)	12%	(26)	224
PID/Gender: Rep Men	18%	(48)	18%	(47)	60%	(160)	4%	(10)	264
PID/Gender: Rep Women	15%	(33)	13%	(28)	61%	(133)	10%	(23)	217
Ideo: Liberal (1-3)	15%	(69)	21%	(98)	59%	(271)	4%	(20)	457
Ideo: Moderate (4)	18%	(59)	17%	(56)	61%	(197)	4%	(13)	326
Ideo: Conservative (5-7)	16%	(90)	15%	(83)	61%	(338)	8%	(42)	552
Educ: < College	15%	(137)	16%	(148)	60%	(547)	8%	(74)	906
Educ: Bachelors degree	17%	(60)	20%	(70)	57%	(203)	7%	(23)	357
Educ: Post-grad	17%	(35)	19%	(41)	60%	(125)	4%	(9)	210

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**Table CNBC11\_4:** [AMONG RESPONDENTS WITH A CREDIT CARD] *And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?*  
*Mail or email offer*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	16%	(232)	18%	(259)	59%	(875)	7%	(106)	1472
Income: Under 50k	18%	(121)	17%	(114)	57%	(393)	9%	(63)	691
Income: 50k-100k	15%	(79)	20%	(102)	59%	(303)	6%	(30)	514
Income: 100k+	12%	(32)	16%	(43)	67%	(180)	5%	(12)	266
Ethnicity: White	16%	(197)	17%	(205)	60%	(720)	6%	(78)	1199
Ethnicity: Hispanic	15%	(32)	20%	(41)	54%	(112)	11%	(22)	207
Ethnicity: Afr. Am.	16%	(24)	21%	(33)	54%	(83)	9%	(15)	154
Ethnicity: Other	9%	(11)	18%	(22)	61%	(73)	11%	(13)	119
Relig: Protestant	18%	(61)	14%	(48)	63%	(212)	5%	(16)	336
Relig: Roman Catholic	14%	(46)	23%	(75)	57%	(189)	7%	(24)	335
Relig: Ath./Agn./None	14%	(60)	18%	(77)	60%	(250)	8%	(33)	420
Relig: Something Else	18%	(42)	15%	(35)	61%	(144)	7%	(16)	237
Relig: Jewish	27%	(10)	9%	(3)	56%	(22)	8%	(3)	39
Relig: Evangelical	19%	(67)	16%	(56)	56%	(197)	9%	(32)	351
Relig: Non-Evang. Catholics	14%	(64)	20%	(92)	61%	(285)	5%	(25)	464
Relig: All Christian	16%	(130)	18%	(147)	59%	(481)	7%	(57)	815
Relig: All Non-Christian	15%	(102)	17%	(112)	60%	(394)	7%	(49)	656
Community: Urban	16%	(51)	18%	(55)	59%	(184)	7%	(22)	311
Community: Suburban	15%	(122)	18%	(145)	60%	(473)	7%	(54)	794
Community: Rural	16%	(59)	16%	(59)	60%	(219)	8%	(30)	367
Employ: Private Sector	15%	(79)	20%	(108)	61%	(325)	4%	(22)	535
Employ: Government	14%	(16)	18%	(21)	59%	(67)	9%	(11)	114
Employ: Self-Employed	17%	(22)	17%	(22)	59%	(78)	7%	(10)	132
Employ: Homemaker	13%	(10)	13%	(10)	67%	(52)	7%	(5)	77
Employ: Student	14%	(9)	13%	(8)	67%	(45)	6%	(4)	67
Employ: Retired	20%	(71)	17%	(61)	56%	(202)	8%	(28)	362
Employ: Unemployed	11%	(6)	17%	(11)	53%	(33)	19%	(12)	62
Employ: Other	14%	(18)	14%	(17)	60%	(74)	11%	(14)	123
Military HH: Yes	18%	(50)	15%	(42)	62%	(174)	5%	(14)	279
Military HH: No	15%	(182)	18%	(217)	59%	(701)	8%	(92)	1193

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**Table CNBC11\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Mail or email offer**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	16%	(232)	18%	(259)	59%	(875)	7%	(106)	1472
RD/WT: Right Direction	17%	(102)	18%	(109)	58%	(344)	6%	(36)	590
RD/WT: Wrong Track	15%	(130)	17%	(150)	60%	(532)	8%	(70)	882
Trump Job Approve	17%	(106)	16%	(100)	61%	(372)	6%	(35)	614
Trump Job Disapprove	15%	(116)	19%	(149)	60%	(477)	6%	(51)	793
Trump Job Strongly Approve	19%	(66)	14%	(48)	61%	(207)	5%	(19)	339
Trump Job Somewhat Approve	15%	(41)	19%	(52)	60%	(165)	6%	(16)	275
Trump Job Somewhat Disapprove	12%	(23)	21%	(41)	60%	(120)	7%	(14)	199
Trump Job Strongly Disapprove	16%	(93)	18%	(107)	60%	(357)	6%	(37)	594
Favorable of Trump	16%	(102)	16%	(100)	62%	(386)	5%	(33)	621
Unfavorable of Trump	15%	(119)	20%	(154)	59%	(464)	6%	(46)	783
Very Favorable of Trump	17%	(62)	15%	(57)	63%	(231)	5%	(17)	367
Somewhat Favorable of Trump	16%	(39)	17%	(43)	61%	(155)	6%	(16)	254
Somewhat Unfavorable of Trump	13%	(19)	20%	(31)	63%	(95)	5%	(7)	152
Very Unfavorable of Trump	16%	(100)	20%	(124)	58%	(369)	6%	(39)	631
#1 Issue: Economy	13%	(53)	19%	(76)	62%	(249)	6%	(23)	401
#1 Issue: Security	19%	(63)	15%	(49)	61%	(197)	4%	(14)	323
#1 Issue: Health Care	19%	(53)	20%	(57)	54%	(151)	6%	(18)	279
#1 Issue: Medicare / Social Security	18%	(35)	17%	(34)	56%	(113)	9%	(18)	200
#1 Issue: Women's Issues	8%	(5)	17%	(10)	62%	(35)	12%	(7)	56
#1 Issue: Education	9%	(8)	19%	(17)	60%	(54)	12%	(11)	90
#1 Issue: Energy	11%	(9)	16%	(12)	66%	(50)	7%	(5)	76
#1 Issue: Other	13%	(6)	11%	(5)	57%	(26)	19%	(9)	46
2018 House Vote: Democrat	17%	(92)	20%	(110)	58%	(323)	5%	(30)	554
2018 House Vote: Republican	17%	(94)	16%	(91)	61%	(337)	5%	(29)	551
2018 House Vote: Someone else	6%	(4)	10%	(7)	67%	(48)	16%	(11)	71
2018 House Vote: Didnt Vote	14%	(41)	18%	(51)	56%	(165)	12%	(34)	292

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**Table CNBC11\_4:** [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Mail or email offer

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	16%	(232)	18%	(259)	59%	(875)	7%	(106)	1472
2016 Vote: Hillary Clinton	17%	(81)	20%	(99)	58%	(284)	5%	(24)	489
2016 Vote: Donald Trump	18%	(93)	17%	(88)	59%	(316)	7%	(35)	532
2016 Vote: Someone else	12%	(14)	16%	(20)	64%	(77)	7%	(9)	120
2016 Vote: Didnt Vote	13%	(43)	16%	(51)	60%	(198)	11%	(36)	327
Voted in 2014: Yes	17%	(171)	19%	(187)	59%	(586)	6%	(55)	1000
Voted in 2014: No	13%	(60)	15%	(72)	61%	(289)	11%	(51)	472
2012 Vote: Barack Obama	17%	(96)	21%	(121)	57%	(327)	6%	(32)	575
2012 Vote: Mitt Romney	18%	(75)	17%	(72)	59%	(250)	6%	(25)	422
2012 Vote: Other	14%	(8)	14%	(9)	64%	(39)	8%	(5)	60
2012 Vote: Didn't Vote	12%	(51)	14%	(58)	63%	(257)	10%	(43)	409
4-Region: Northeast	17%	(45)	18%	(50)	56%	(154)	9%	(25)	274
4-Region: Midwest	16%	(49)	21%	(66)	57%	(179)	6%	(20)	314
4-Region: South	15%	(78)	18%	(95)	59%	(312)	8%	(40)	525
4-Region: West	17%	(59)	13%	(48)	64%	(230)	6%	(21)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC11\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?**

Online search

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	15%	(224)	15%	(228)	62%	(913)	7%	(108)	1472
Gender: Male	17%	(130)	18%	(139)	59%	(450)	5%	(37)	756
Gender: Female	13%	(93)	12%	(88)	65%	(463)	10%	(71)	715
Age: 18-29	22%	(56)	22%	(55)	48%	(120)	9%	(21)	251
Age: 30-44	22%	(74)	16%	(54)	53%	(177)	9%	(29)	334
Age: 45-54	15%	(38)	16%	(40)	65%	(163)	5%	(12)	253
Age: 55-64	11%	(29)	17%	(43)	65%	(169)	8%	(20)	261
Age: 65+	7%	(26)	10%	(36)	76%	(284)	7%	(25)	372
Generation Z: 18-21	21%	(18)	22%	(19)	46%	(40)	11%	(10)	87
Millennial: Age 22-37	24%	(79)	20%	(65)	49%	(162)	8%	(26)	331
Generation X: Age 38-53	17%	(70)	16%	(64)	60%	(239)	7%	(26)	400
Boomers: Age 54-72	9%	(49)	13%	(72)	71%	(395)	7%	(39)	555
PID: Dem (no lean)	15%	(77)	20%	(99)	59%	(294)	6%	(30)	500
PID: Ind (no lean)	16%	(79)	14%	(70)	61%	(300)	8%	(40)	490
PID: Rep (no lean)	14%	(67)	12%	(59)	66%	(318)	8%	(37)	482
PID/Gender: Dem Men	17%	(39)	23%	(53)	55%	(125)	4%	(9)	226
PID/Gender: Dem Women	14%	(38)	17%	(46)	62%	(170)	8%	(21)	275
PID/Gender: Ind Men	17%	(45)	17%	(46)	60%	(159)	6%	(17)	266
PID/Gender: Ind Women	15%	(35)	11%	(24)	63%	(142)	10%	(23)	224
PID/Gender: Rep Men	18%	(47)	15%	(41)	63%	(167)	4%	(10)	264
PID/Gender: Rep Women	10%	(21)	8%	(18)	70%	(152)	12%	(27)	217
Ideo: Liberal (1-3)	18%	(81)	23%	(103)	56%	(255)	4%	(18)	457
Ideo: Moderate (4)	17%	(56)	13%	(44)	64%	(207)	6%	(19)	326
Ideo: Conservative (5-7)	13%	(73)	13%	(71)	67%	(371)	7%	(37)	552
Educ: < College	13%	(122)	16%	(141)	62%	(563)	9%	(80)	906
Educ: Bachelors degree	18%	(63)	17%	(60)	59%	(211)	6%	(23)	357
Educ: Post-grad	18%	(39)	13%	(27)	66%	(139)	2%	(5)	210

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**Table CNBC11\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
 Online search**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	15%	(224)	15%	(228)	62%	(913)	7%	(108)	1472
Income: Under 50k	13%	(92)	15%	(102)	63%	(434)	9%	(64)	691
Income: 50k-100k	18%	(91)	16%	(84)	60%	(309)	6%	(30)	514
Income: 100k+	16%	(41)	16%	(42)	64%	(170)	5%	(14)	266
Ethnicity: White	15%	(175)	14%	(172)	65%	(775)	6%	(76)	1199
Ethnicity: Hispanic	18%	(37)	27%	(55)	44%	(92)	11%	(23)	207
Ethnicity: Afr. Am.	22%	(33)	21%	(32)	49%	(76)	8%	(13)	154
Ethnicity: Other	13%	(15)	20%	(24)	52%	(61)	16%	(19)	119
Relig: Protestant	11%	(36)	8%	(27)	76%	(256)	5%	(17)	336
Relig: Roman Catholic	13%	(44)	19%	(63)	60%	(202)	8%	(26)	335
Relig: Ath./Agn./None	18%	(76)	17%	(70)	57%	(240)	8%	(34)	420
Relig: Something Else	21%	(50)	16%	(38)	58%	(138)	5%	(11)	237
Relig: Jewish	11%	(4)	4%	(2)	78%	(30)	6%	(2)	39
Relig: Evangelical	13%	(45)	17%	(60)	60%	(211)	10%	(35)	351
Relig: Non-Evang. Catholics	11%	(53)	13%	(60)	70%	(324)	6%	(28)	464
Relig: All Christian	12%	(98)	15%	(120)	66%	(535)	8%	(63)	815
Relig: All Non-Christian	19%	(126)	16%	(108)	58%	(378)	7%	(45)	656
Community: Urban	20%	(62)	20%	(63)	54%	(169)	5%	(17)	311
Community: Suburban	15%	(120)	15%	(118)	63%	(498)	7%	(58)	794
Community: Rural	11%	(41)	13%	(47)	67%	(246)	9%	(33)	367
Employ: Private Sector	15%	(82)	17%	(90)	64%	(342)	4%	(22)	535
Employ: Government	24%	(28)	16%	(18)	53%	(60)	7%	(8)	114
Employ: Self-Employed	19%	(26)	22%	(29)	50%	(66)	9%	(11)	132
Employ: Homemaker	14%	(11)	14%	(11)	66%	(51)	6%	(4)	77
Employ: Student	22%	(14)	31%	(21)	37%	(25)	10%	(7)	67
Employ: Retired	9%	(31)	10%	(36)	72%	(262)	9%	(33)	362
Employ: Unemployed	20%	(12)	11%	(7)	54%	(33)	15%	(9)	62
Employ: Other	16%	(19)	14%	(17)	60%	(74)	11%	(13)	123
Military HH: Yes	15%	(42)	14%	(39)	66%	(183)	5%	(14)	279
Military HH: No	15%	(181)	16%	(189)	61%	(729)	8%	(93)	1193

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**Table CNBC11\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?**  
Online search

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	15%	(224)	15%	(228)	62%	(913)	7%	(108)	1472
RD/WT: Right Direction	15%	(87)	15%	(90)	64%	(378)	6%	(35)	590
RD/WT: Wrong Track	16%	(137)	16%	(138)	61%	(535)	8%	(72)	882
Trump Job Approve	14%	(88)	14%	(86)	65%	(402)	6%	(38)	614
Trump Job Disapprove	16%	(125)	17%	(138)	61%	(483)	6%	(47)	793
Trump Job Strongly Approve	14%	(49)	16%	(54)	63%	(215)	6%	(22)	339
Trump Job Somewhat Approve	14%	(39)	12%	(33)	68%	(187)	6%	(16)	275
Trump Job Somewhat Disapprove	13%	(27)	14%	(28)	67%	(132)	6%	(12)	199
Trump Job Strongly Disapprove	17%	(98)	19%	(110)	59%	(351)	6%	(35)	594
Favorable of Trump	14%	(88)	14%	(86)	66%	(412)	6%	(35)	621
Unfavorable of Trump	16%	(126)	18%	(138)	61%	(477)	6%	(44)	783
Very Favorable of Trump	13%	(48)	14%	(53)	65%	(240)	7%	(26)	367
Somewhat Favorable of Trump	16%	(40)	13%	(33)	68%	(171)	4%	(10)	254
Somewhat Unfavorable of Trump	14%	(21)	9%	(14)	73%	(111)	4%	(6)	152
Very Unfavorable of Trump	17%	(104)	20%	(124)	58%	(365)	6%	(38)	631
#1 Issue: Economy	16%	(63)	16%	(66)	61%	(245)	7%	(28)	401
#1 Issue: Security	12%	(39)	14%	(44)	70%	(225)	5%	(15)	323
#1 Issue: Health Care	15%	(41)	19%	(54)	60%	(167)	6%	(18)	279
#1 Issue: Medicare / Social Security	9%	(17)	12%	(23)	69%	(138)	11%	(21)	200
#1 Issue: Women's Issues	31%	(17)	18%	(10)	47%	(26)	5%	(3)	56
#1 Issue: Education	22%	(20)	16%	(15)	52%	(47)	9%	(8)	90
#1 Issue: Energy	27%	(21)	15%	(12)	52%	(39)	6%	(4)	76
#1 Issue: Other	15%	(7)	10%	(5)	54%	(25)	21%	(10)	46
2018 House Vote: Democrat	17%	(94)	17%	(95)	61%	(339)	5%	(26)	554
2018 House Vote: Republican	14%	(77)	12%	(65)	68%	(375)	6%	(34)	551
2018 House Vote: Someone else	8%	(5)	8%	(6)	67%	(47)	18%	(13)	71
2018 House Vote: Didnt Vote	16%	(47)	21%	(62)	51%	(149)	12%	(34)	292

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**Table CNBC11\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Online search**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	15%	(224)	15%	(228)	62%	(913)	7%	(108)	1472
2016 Vote: Hillary Clinton	18%	(88)	16%	(80)	62%	(302)	4%	(20)	489
2016 Vote: Donald Trump	13%	(68)	13%	(67)	67%	(357)	8%	(40)	532
2016 Vote: Someone else	13%	(15)	12%	(15)	67%	(81)	8%	(9)	120
2016 Vote: Didnt Vote	16%	(52)	20%	(67)	53%	(172)	11%	(37)	327
Voted in 2014: Yes	14%	(138)	14%	(145)	66%	(659)	6%	(58)	1000
Voted in 2014: No	18%	(86)	18%	(83)	54%	(253)	11%	(50)	472
2012 Vote: Barack Obama	15%	(88)	18%	(101)	62%	(359)	5%	(28)	575
2012 Vote: Mitt Romney	11%	(46)	13%	(53)	69%	(291)	7%	(31)	422
2012 Vote: Other	15%	(9)	3%	(2)	75%	(45)	8%	(5)	60
2012 Vote: Didn't Vote	19%	(80)	18%	(72)	52%	(214)	11%	(43)	409
4-Region: Northeast	15%	(42)	16%	(45)	61%	(167)	7%	(20)	274
4-Region: Midwest	11%	(33)	15%	(48)	68%	(213)	6%	(20)	314
4-Region: South	14%	(75)	14%	(73)	63%	(331)	9%	(46)	525
4-Region: West	20%	(73)	17%	(62)	56%	(202)	6%	(22)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC11\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] *And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?*  
*Opened it at my bank*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	25%	(375)	11%	(159)	57%	(836)	7%	(102)	1472
Gender: Male	26%	(199)	13%	(95)	57%	(428)	5%	(35)	756
Gender: Female	25%	(176)	9%	(64)	57%	(408)	9%	(67)	715
Age: 18-29	35%	(88)	17%	(43)	40%	(101)	7%	(19)	251
Age: 30-44	22%	(74)	10%	(33)	59%	(197)	9%	(30)	334
Age: 45-54	22%	(56)	8%	(20)	64%	(161)	6%	(15)	253
Age: 55-64	27%	(71)	12%	(32)	55%	(143)	6%	(15)	261
Age: 65+	23%	(86)	8%	(31)	62%	(233)	6%	(22)	372
Generation Z: 18-21	35%	(31)	12%	(10)	44%	(39)	9%	(8)	87
Millennial: Age 22-37	28%	(94)	15%	(50)	48%	(159)	9%	(28)	331
Generation X: Age 38-53	23%	(91)	9%	(36)	62%	(246)	7%	(27)	400
Boomers: Age 54-72	25%	(141)	10%	(56)	59%	(325)	6%	(32)	555
PID: Dem (no lean)	27%	(135)	11%	(56)	56%	(281)	6%	(29)	500
PID: Ind (no lean)	29%	(142)	10%	(51)	52%	(257)	8%	(40)	490
PID: Rep (no lean)	21%	(99)	11%	(52)	62%	(298)	7%	(33)	482
PID/Gender: Dem Men	28%	(63)	12%	(28)	55%	(125)	5%	(11)	226
PID/Gender: Dem Women	26%	(72)	10%	(29)	57%	(156)	7%	(18)	275
PID/Gender: Ind Men	31%	(83)	10%	(26)	53%	(141)	6%	(16)	266
PID/Gender: Ind Women	26%	(59)	11%	(25)	52%	(116)	11%	(24)	224
PID/Gender: Rep Men	20%	(53)	16%	(41)	61%	(162)	3%	(8)	264
PID/Gender: Rep Women	21%	(46)	5%	(11)	63%	(136)	11%	(24)	217
Ideo: Liberal (1-3)	27%	(125)	12%	(54)	57%	(260)	4%	(18)	457
Ideo: Moderate (4)	29%	(94)	8%	(25)	59%	(193)	4%	(14)	326
Ideo: Conservative (5-7)	22%	(120)	12%	(69)	59%	(324)	7%	(40)	552
Educ: < College	26%	(235)	11%	(101)	54%	(493)	8%	(75)	906
Educ: Bachelors degree	26%	(92)	9%	(34)	59%	(210)	6%	(21)	357
Educ: Post-grad	23%	(48)	12%	(24)	63%	(133)	2%	(5)	210

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**Table CNBC11\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] *And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?*  
*Opened it at my bank*

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	25%	(375)	11%	(159)	57%	(836)	7%	(102)	1472
Income: Under 50k	26%	(183)	10%	(70)	53%	(369)	10%	(70)	691
Income: 50k-100k	24%	(124)	10%	(52)	62%	(316)	4%	(22)	514
Income: 100k+	26%	(69)	14%	(38)	56%	(150)	4%	(10)	266
Ethnicity: White	24%	(283)	11%	(126)	59%	(708)	7%	(81)	1199
Ethnicity: Hispanic	40%	(84)	10%	(21)	42%	(86)	8%	(16)	207
Ethnicity: Afr. Am.	37%	(57)	14%	(21)	43%	(67)	7%	(10)	154
Ethnicity: Other	30%	(35)	10%	(12)	51%	(61)	9%	(11)	119
Relig: Protestant	22%	(75)	9%	(32)	63%	(211)	5%	(18)	336
Relig: Roman Catholic	27%	(89)	12%	(41)	55%	(184)	6%	(21)	335
Relig: Ath./Agn./None	29%	(121)	12%	(49)	52%	(217)	8%	(32)	420
Relig: Something Else	24%	(58)	10%	(24)	60%	(142)	5%	(13)	237
Relig: Jewish	10%	(4)	9%	(3)	75%	(29)	6%	(2)	39
Relig: Evangelical	23%	(82)	11%	(37)	57%	(199)	9%	(33)	351
Relig: Non-Evang. Catholics	25%	(114)	11%	(49)	60%	(278)	5%	(24)	464
Relig: All Christian	24%	(196)	11%	(86)	58%	(476)	7%	(56)	815
Relig: All Non-Christian	27%	(179)	11%	(73)	55%	(359)	7%	(45)	656
Community: Urban	32%	(100)	12%	(39)	50%	(154)	6%	(18)	311
Community: Suburban	23%	(182)	11%	(88)	59%	(467)	7%	(56)	794
Community: Rural	25%	(93)	9%	(32)	58%	(214)	7%	(28)	367
Employ: Private Sector	25%	(135)	13%	(68)	58%	(309)	4%	(24)	535
Employ: Government	23%	(26)	11%	(13)	58%	(66)	8%	(9)	114
Employ: Self-Employed	28%	(37)	13%	(17)	52%	(69)	7%	(9)	132
Employ: Homemaker	13%	(10)	6%	(4)	74%	(57)	7%	(5)	77
Employ: Student	48%	(32)	9%	(6)	34%	(23)	8%	(6)	67
Employ: Retired	25%	(91)	9%	(33)	59%	(215)	6%	(23)	362
Employ: Unemployed	29%	(18)	12%	(7)	38%	(23)	20%	(13)	62
Employ: Other	21%	(26)	9%	(11)	59%	(73)	11%	(13)	123
Military HH: Yes	29%	(80)	10%	(29)	56%	(157)	5%	(14)	279
Military HH: No	25%	(295)	11%	(131)	57%	(679)	7%	(87)	1193

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**Table CNBC11\_6: [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Opened it at my bank**

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	25%	(375)	11%	(159)	57%	(836)	7%	(102)	1472
RD/WT: Right Direction	24%	(141)	12%	(69)	58%	(343)	6%	(37)	590
RD/WT: Wrong Track	26%	(234)	10%	(90)	56%	(493)	7%	(65)	882
Trump Job Approve	23%	(139)	11%	(66)	61%	(373)	6%	(36)	614
Trump Job Disapprove	28%	(222)	11%	(89)	55%	(440)	5%	(42)	793
Trump Job Strongly Approve	20%	(67)	12%	(40)	63%	(214)	5%	(18)	339
Trump Job Somewhat Approve	26%	(72)	9%	(26)	58%	(159)	7%	(18)	275
Trump Job Somewhat Disapprove	26%	(52)	13%	(26)	56%	(111)	5%	(10)	199
Trump Job Strongly Disapprove	29%	(170)	11%	(63)	55%	(329)	5%	(32)	594
Favorable of Trump	22%	(134)	12%	(73)	61%	(378)	6%	(36)	621
Unfavorable of Trump	30%	(231)	11%	(85)	55%	(431)	5%	(36)	783
Very Favorable of Trump	20%	(74)	12%	(44)	63%	(230)	5%	(19)	367
Somewhat Favorable of Trump	23%	(59)	12%	(29)	58%	(148)	7%	(17)	254
Somewhat Unfavorable of Trump	33%	(50)	12%	(18)	53%	(81)	2%	(3)	152
Very Unfavorable of Trump	29%	(181)	11%	(67)	55%	(350)	5%	(33)	631
#1 Issue: Economy	27%	(107)	11%	(45)	57%	(230)	5%	(19)	401
#1 Issue: Security	24%	(76)	10%	(34)	61%	(196)	5%	(17)	323
#1 Issue: Health Care	25%	(69)	11%	(30)	59%	(164)	5%	(15)	279
#1 Issue: Medicare / Social Security	25%	(49)	10%	(19)	54%	(108)	12%	(23)	200
#1 Issue: Women's Issues	26%	(15)	17%	(10)	45%	(25)	12%	(7)	56
#1 Issue: Education	33%	(30)	10%	(9)	50%	(45)	7%	(6)	90
#1 Issue: Energy	25%	(19)	11%	(9)	57%	(43)	7%	(5)	76
#1 Issue: Other	22%	(10)	8%	(4)	52%	(24)	18%	(8)	46
2018 House Vote: Democrat	28%	(157)	10%	(57)	57%	(318)	4%	(22)	554
2018 House Vote: Republican	23%	(126)	12%	(68)	60%	(328)	5%	(29)	551
2018 House Vote: Someone else	21%	(15)	10%	(7)	55%	(39)	14%	(10)	71
2018 House Vote: Didnt Vote	27%	(78)	9%	(27)	51%	(148)	14%	(40)	292

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**Table CNBC11\_6:** [AMONG RESPONDENTS WITH A CREDIT CARD] And thinking about the credit card you use most often, to what extent were the following a reason you opened that card specifically?  
Opened it at my bank

Demographic	A major reason		A minor reason		Not a reason		Don't know / No opinion		Total N
Adults	25%	(375)	11%	(159)	57%	(836)	7%	(102)	1472
2016 Vote: Hillary Clinton	26%	(128)	10%	(50)	60%	(294)	3%	(17)	489
2016 Vote: Donald Trump	22%	(118)	12%	(65)	59%	(315)	6%	(34)	532
2016 Vote: Someone else	27%	(33)	11%	(13)	56%	(67)	6%	(7)	120
2016 Vote: Didnt Vote	29%	(96)	9%	(30)	49%	(159)	13%	(42)	327
Voted in 2014: Yes	25%	(247)	10%	(103)	60%	(600)	5%	(50)	1000
Voted in 2014: No	27%	(128)	12%	(56)	50%	(236)	11%	(52)	472
2012 Vote: Barack Obama	26%	(148)	8%	(48)	62%	(354)	4%	(25)	575
2012 Vote: Mitt Romney	21%	(87)	12%	(50)	61%	(259)	6%	(26)	422
2012 Vote: Other	24%	(14)	12%	(7)	57%	(34)	8%	(5)	60
2012 Vote: Didn't Vote	31%	(125)	13%	(53)	46%	(186)	11%	(45)	409
4-Region: Northeast	24%	(66)	10%	(27)	59%	(162)	7%	(19)	274
4-Region: Midwest	23%	(73)	9%	(29)	60%	(189)	7%	(23)	314
4-Region: South	24%	(127)	12%	(64)	56%	(293)	8%	(41)	525
4-Region: West	30%	(109)	11%	(40)	53%	(191)	5%	(18)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC12:** [AMONG RESPONDENTS WITH A CREDIT CARD WITH REWARDS] *And how do you primarily redeem your credit card rewards?*

Demographic	Through a statement credit	As a direct deposit to a checking or savings account	As a gift card	Through travel credits	Through merchandise credits	Other	Don't know / No opinion	Total N
Adults	30% (340)	20% (230)	12% (130)	13% (142)	10% (116)	6% (66)	9% (100)	1126
Gender: Male	31% (185)	23% (137)	10% (60)	13% (79)	9% (51)	5% (30)	10% (57)	600
Gender: Female	30% (155)	18% (93)	13% (70)	12% (63)	12% (65)	7% (36)	8% (43)	525
Age: 18-29	22% (36)	36% (59)	7% (12)	10% (17)	10% (17)	4% (6)	10% (16)	164
Age: 30-44	29% (72)	22% (54)	10% (25)	15% (36)	10% (26)	4% (9)	10% (24)	247
Age: 45-54	33% (61)	16% (31)	13% (24)	12% (22)	10% (19)	5% (9)	12% (23)	188
Age: 55-64	31% (61)	14% (28)	11% (22)	13% (25)	11% (22)	8% (16)	12% (24)	198
Age: 65+	33% (109)	18% (58)	15% (48)	13% (42)	10% (33)	8% (26)	4% (12)	328
Generation Z: 18-21	25% (12)	31% (14)	6% (3)	16% (7)	3% (2)	8% (4)	11% (5)	47
Millennial: Age 22-37	24% (59)	31% (78)	9% (23)	12% (30)	10% (24)	3% (6)	11% (28)	248
Generation X: Age 38-53	33% (96)	18% (51)	11% (32)	13% (37)	12% (35)	5% (13)	9% (27)	290
Boomers: Age 54-72	31% (138)	16% (72)	13% (59)	14% (62)	11% (51)	7% (31)	8% (35)	449
PID: Dem (no lean)	31% (116)	24% (92)	11% (40)	13% (49)	11% (40)	4% (13)	7% (27)	378
PID: Ind (no lean)	29% (103)	19% (68)	11% (41)	11% (38)	11% (41)	8% (27)	12% (42)	360
PID: Rep (no lean)	31% (122)	18% (70)	13% (49)	14% (55)	9% (35)	7% (26)	8% (31)	387
PID/Gender: Dem Men	27% (48)	31% (57)	7% (13)	14% (26)	9% (16)	3% (6)	9% (15)	181
PID/Gender: Dem Women	34% (67)	18% (35)	14% (28)	12% (24)	13% (25)	4% (7)	6% (12)	197
PID/Gender: Ind Men	31% (64)	19% (38)	9% (18)	12% (25)	10% (20)	7% (14)	11% (23)	202
PID/Gender: Ind Women	25% (40)	19% (30)	14% (23)	8% (13)	13% (21)	8% (13)	12% (19)	158
PID/Gender: Rep Men	34% (73)	19% (42)	14% (29)	13% (29)	7% (16)	5% (10)	9% (18)	216
PID/Gender: Rep Women	29% (49)	17% (29)	12% (20)	15% (26)	11% (19)	9% (15)	7% (12)	171
Ideo: Liberal (1-3)	34% (120)	24% (84)	10% (35)	14% (48)	9% (31)	4% (16)	4% (15)	347
Ideo: Moderate (4)	27% (70)	22% (57)	13% (34)	14% (36)	10% (25)	5% (12)	9% (22)	257
Ideo: Conservative (5-7)	30% (132)	16% (71)	13% (57)	12% (53)	11% (48)	7% (32)	10% (42)	434

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**Table CNBC12:** [AMONG RESPONDENTS WITH A CREDIT CARD WITH REWARDS] And how do you primarily redeem your credit card rewards?

Demographic	Through a statement credit	As a direct deposit to a checking or savings account	As a gift card	Through travel credits	Through merchandise credits	Other	Don't know / No opinion	Total N
Adults	30% (340)	20% (230)	12% (130)	13% (142)	10% (116)	6% (66)	9% (100)	1126
Educ: < College	30% (190)	21% (134)	11% (70)	9% (56)	11% (69)	7% (44)	12% (79)	642
Educ: Bachelors degree	30% (90)	21% (64)	12% (37)	16% (48)	11% (32)	4% (12)	5% (16)	301
Educ: Post-grad	33% (60)	18% (32)	13% (23)	21% (38)	8% (16)	5% (10)	3% (5)	183
Income: Under 50k	31% (148)	23% (112)	11% (51)	6% (28)	10% (46)	7% (32)	13% (63)	479
Income: 50k-100k	29% (121)	20% (84)	13% (55)	12% (49)	12% (52)	7% (28)	7% (28)	416
Income: 100k+	31% (72)	15% (34)	11% (25)	28% (66)	8% (19)	3% (6)	4% (9)	231
Ethnicity: White	33% (301)	18% (164)	12% (113)	13% (116)	10% (88)	6% (56)	9% (82)	920
Ethnicity: Hispanic	27% (41)	29% (44)	6% (9)	15% (23)	10% (15)	1% (1)	13% (20)	153
Ethnicity: Afr. Am.	19% (20)	41% (43)	6% (7)	8% (8)	16% (17)	5% (6)	4% (4)	104
Ethnicity: Other	19% (19)	23% (23)	10% (10)	18% (18)	12% (12)	5% (5)	13% (13)	101
Relig: Protestant	34% (91)	16% (42)	14% (38)	12% (33)	10% (27)	8% (23)	6% (17)	270
Relig: Roman Catholic	31% (86)	22% (59)	14% (37)	11% (31)	10% (27)	3% (10)	9% (24)	275
Relig: Ath./Agn./None	26% (83)	20% (62)	10% (30)	16% (51)	12% (37)	6% (20)	10% (31)	313
Relig: Something Else	33% (57)	25% (44)	10% (17)	13% (23)	10% (17)	4% (8)	5% (9)	174
Relig: Jewish	28% (9)	27% (9)	9% (3)	19% (6)	10% (3)	5% (2)	2% (0)	32
Relig: Evangelical	27% (74)	21% (57)	13% (36)	9% (26)	12% (31)	7% (19)	10% (28)	271
Relig: Non-Evang. Catholics	34% (127)	18% (68)	13% (47)	12% (43)	9% (32)	5% (20)	9% (32)	368
Relig: All Christian	31% (201)	19% (124)	13% (84)	11% (68)	10% (63)	6% (39)	9% (60)	639
Relig: All Non-Christian	29% (140)	22% (106)	10% (47)	15% (74)	11% (53)	6% (27)	8% (40)	486
Community: Urban	29% (68)	28% (66)	10% (25)	14% (33)	8% (19)	3% (8)	8% (19)	239
Community: Suburban	31% (193)	19% (114)	12% (73)	14% (86)	11% (65)	6% (35)	8% (47)	613
Community: Rural	29% (80)	18% (50)	12% (33)	8% (22)	12% (32)	8% (23)	12% (33)	274

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**Table CNBC12:** [AMONG RESPONDENTS WITH A CREDIT CARD WITH REWARDS] And how do you primarily redeem your credit card rewards?

Demographic	Through a statement credit	As a direct deposit to a checking or savings account	As a gift card	Through travel credits	Through merchandise credits	Other	Don't know / No opinion	Total N
Adults	30% (340)	20% (230)	12% (130)	13% (142)	10% (116)	6% (66)	9% (100)	1126
Employ: Private Sector	31% (124)	20% (79)	11% (42)	14% (56)	13% (51)	5% (22)	7% (28)	403
Employ: Government	28% (28)	20% (20)	14% (14)	14% (14)	10% (10)	5% (5)	8% (8)	98
Employ: Self-Employed	22% (23)	23% (24)	11% (12)	17% (18)	10% (10)	4% (4)	13% (14)	105
Employ: Homemaker	29% (16)	16% (9)	9% (5)	13% (7)	9% (5)	8% (4)	16% (9)	55
Employ: Student	37% (17)	26% (13)	3% (1)	6% (3)	8% (4)	6% (3)	14% (6)	48
Employ: Retired	34% (108)	17% (53)	16% (52)	12% (37)	9% (30)	7% (23)	5% (15)	319
Employ: Unemployed	12% (3)	47% (14)	2% (1)	5% (1)	8% (2)	6% (2)	21% (6)	29
Employ: Other	30% (21)	27% (19)	5% (4)	6% (4)	7% (4)	4% (3)	21% (14)	69
Military HH: Yes	30% (62)	16% (34)	15% (31)	11% (24)	13% (27)	7% (14)	8% (17)	211
Military HH: No	30% (278)	21% (196)	11% (99)	13% (118)	10% (89)	6% (52)	9% (83)	915
RD/WT: Right Direction	32% (148)	20% (93)	12% (56)	11% (53)	9% (43)	7% (34)	8% (39)	466
RD/WT: Wrong Track	29% (193)	21% (138)	11% (74)	14% (89)	11% (73)	5% (32)	9% (61)	660
Trump Job Approve	31% (151)	18% (87)	12% (57)	13% (64)	9% (45)	7% (35)	9% (46)	484
Trump Job Disapprove	30% (179)	23% (139)	11% (69)	13% (76)	11% (68)	5% (27)	7% (41)	599
Trump Job Strongly Approve	34% (89)	17% (45)	12% (32)	12% (31)	9% (23)	7% (19)	8% (21)	259
Trump Job Somewhat Approve	28% (62)	19% (42)	11% (26)	15% (33)	10% (22)	7% (16)	11% (25)	225
Trump Job Somewhat Disapprove	25% (35)	28% (40)	11% (16)	14% (19)	9% (13)	5% (7)	8% (11)	142
Trump Job Strongly Disapprove	31% (143)	22% (99)	11% (52)	12% (56)	12% (55)	4% (20)	7% (30)	457
Favorable of Trump	31% (152)	20% (98)	11% (55)	13% (63)	9% (44)	7% (35)	9% (43)	490
Unfavorable of Trump	29% (174)	22% (129)	12% (70)	13% (76)	12% (70)	5% (30)	8% (46)	596
Very Favorable of Trump	32% (91)	20% (57)	11% (32)	11% (31)	9% (26)	7% (21)	8% (23)	281
Somewhat Favorable of Trump	29% (61)	20% (41)	11% (24)	15% (31)	8% (17)	7% (14)	10% (20)	209
Somewhat Unfavorable of Trump	21% (23)	25% (27)	12% (13)	11% (12)	15% (16)	6% (6)	10% (11)	107
Very Unfavorable of Trump	31% (151)	21% (103)	12% (57)	13% (64)	11% (54)	5% (24)	7% (36)	489

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**Table CNBC12:** [AMONG RESPONDENTS WITH A CREDIT CARD WITH REWARDS] And how do you primarily redeem your credit card rewards?

Demographic	Through a statement credit	As a direct deposit to a checking or savings account	As a gift card	Through travel credits	Through merchandise credits	Other	Don't know / No opinion	Total N
Adults	30% (340)	20% (230)	12% (130)	13% (142)	10% (116)	6% (66)	9% (100)	1126
#1 Issue: Economy	26% (77)	21% (62)	13% (40)	14% (43)	8% (25)	7% (20)	11% (34)	300
#1 Issue: Security	32% (81)	17% (43)	13% (32)	12% (30)	11% (28)	6% (16)	8% (21)	252
#1 Issue: Health Care	35% (76)	18% (39)	10% (22)	14% (31)	11% (23)	6% (12)	6% (12)	215
#1 Issue: Medicare / Social Security	33% (54)	19% (32)	15% (25)	7% (11)	10% (16)	7% (11)	9% (14)	163
#1 Issue: Women's Issues	22% (9)	34% (14)	4% (2)	12% (5)	23% (9)	3% (1)	3% (1)	41
#1 Issue: Education	32% (22)	32% (21)	6% (4)	10% (7)	10% (7)	— (0)	11% (7)	67
#1 Issue: Energy	30% (16)	27% (14)	8% (4)	18% (10)	5% (3)	5% (3)	7% (4)	52
#1 Issue: Other	18% (6)	16% (6)	7% (2)	16% (6)	15% (5)	9% (3)	19% (7)	35
2018 House Vote: Democrat	31% (138)	23% (100)	11% (51)	14% (62)	11% (50)	4% (18)	5% (24)	441
2018 House Vote: Republican	33% (147)	16% (71)	14% (62)	14% (61)	9% (38)	7% (31)	8% (37)	446
2018 House Vote: Someone else	20% (10)	24% (12)	11% (5)	6% (3)	16% (8)	13% (6)	11% (5)	48
2018 House Vote: Didnt Vote	24% (45)	25% (47)	7% (12)	9% (17)	11% (21)	6% (12)	18% (34)	188
2016 Vote: Hillary Clinton	32% (124)	21% (84)	11% (42)	15% (58)	11% (43)	5% (21)	6% (22)	393
2016 Vote: Donald Trump	33% (141)	16% (66)	14% (60)	13% (56)	9% (38)	7% (29)	8% (34)	425
2016 Vote: Someone else	24% (21)	20% (18)	13% (11)	9% (8)	16% (14)	8% (7)	9% (8)	89
2016 Vote: Didnt Vote	25% (53)	29% (62)	7% (16)	9% (20)	10% (22)	4% (9)	16% (36)	217
Voted in 2014: Yes	31% (255)	19% (153)	13% (107)	13% (108)	10% (85)	6% (51)	6% (53)	813
Voted in 2014: No	27% (85)	25% (77)	7% (23)	11% (34)	10% (32)	5% (15)	15% (47)	313
2012 Vote: Barack Obama	30% (137)	22% (99)	12% (53)	14% (64)	10% (44)	5% (22)	7% (33)	452
2012 Vote: Mitt Romney	33% (118)	16% (57)	15% (52)	13% (47)	10% (35)	7% (26)	5% (19)	352
2012 Vote: Other	33% (15)	16% (8)	10% (5)	15% (7)	10% (5)	5% (2)	11% (5)	47
2012 Vote: Didn't Vote	25% (68)	25% (67)	7% (19)	9% (24)	12% (32)	6% (16)	16% (43)	269
4-Region: Northeast	32% (71)	20% (44)	12% (26)	10% (23)	7% (15)	7% (15)	11% (25)	220
4-Region: Midwest	40% (94)	17% (40)	9% (21)	10% (25)	10% (24)	5% (13)	8% (20)	236
4-Region: South	28% (113)	20% (80)	14% (55)	12% (48)	13% (51)	6% (24)	7% (27)	397
4-Region: West	23% (62)	24% (66)	10% (29)	17% (47)	9% (26)	5% (14)	10% (28)	272
No CC	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	0

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

**Table CNBC13: [AMONG RESPONDENTS WITH A CREDIT CARD] Which of the following best describes how you signed up for your first credit card?**

Demographic	Through my bank's website	In-person at a branch of my bank	Through a bank that is not my own	Through a program at my college campus	Through a program at my high school	Through a special offer sent in the mail	Through a special offer online	At a retail store	Other, please specify:	Don't know / No opinion	Total N
Adults	10% (147)	20% (301)	4% (54)	3% (44)	1% (9)	20% (293)	14% (205)	11% (163)	4% (59)	13% (196)	1472
Gender: Male	10% (76)	19% (147)	5% (39)	3% (24)	1% (4)	20% (154)	16% (123)	9% (65)	5% (35)	12% (90)	756
Gender: Female	10% (71)	21% (153)	2% (15)	3% (21)	1% (5)	19% (139)	12% (83)	14% (98)	3% (24)	15% (105)	715
Age: 18-29	20% (50)	32% (80)	5% (12)	2% (4)	1% (4)	3% (9)	12% (29)	8% (20)	7% (17)	10% (26)	251
Age: 30-44	11% (38)	15% (51)	5% (17)	3% (11)	1% (4)	24% (80)	19% (63)	8% (27)	3% (11)	9% (31)	334
Age: 45-54	9% (24)	11% (27)	4% (9)	8% (21)	— (0)	21% (54)	18% (46)	13% (32)	4% (9)	12% (30)	253
Age: 55-64	5% (14)	26% (69)	3% (7)	1% (3)	— (0)	24% (62)	11% (29)	17% (44)	3% (8)	10% (25)	261
Age: 65+	6% (21)	20% (74)	3% (9)	1% (4)	— (2)	24% (88)	10% (38)	10% (39)	4% (13)	23% (84)	372
Generation Z: 18-21	25% (21)	27% (23)	4% (3)	— (0)	4% (3)	2% (1)	9% (8)	4% (3)	7% (6)	19% (17)	87
Millennial: Age 22-37	16% (53)	26% (86)	5% (17)	2% (5)	1% (2)	14% (46)	16% (54)	8% (27)	5% (17)	7% (24)	331
Generation X: Age 38-53	9% (35)	12% (48)	4% (18)	8% (31)	1% (3)	23% (92)	18% (73)	12% (48)	3% (13)	10% (39)	400
Boomers: Age 54-72	5% (30)	23% (130)	2% (12)	2% (9)	— (1)	23% (128)	11% (63)	13% (73)	3% (19)	16% (90)	555
PID: Dem (no lean)	12% (62)	23% (113)	3% (14)	3% (16)	1% (4)	20% (102)	12% (59)	10% (49)	5% (24)	11% (57)	500
PID: Ind (no lean)	10% (47)	20% (98)	4% (22)	2% (12)	1% (5)	17% (85)	15% (75)	13% (64)	3% (17)	13% (65)	490
PID: Rep (no lean)	8% (38)	19% (89)	4% (18)	4% (17)	— (1)	22% (106)	15% (71)	10% (49)	4% (18)	15% (74)	482
PID/Gender: Dem Men	12% (27)	21% (48)	5% (10)	3% (8)	1% (2)	21% (48)	15% (34)	6% (14)	6% (13)	10% (22)	226
PID/Gender: Dem Women	13% (34)	24% (66)	1% (4)	3% (8)	1% (2)	20% (54)	9% (26)	13% (35)	4% (12)	13% (34)	275
PID/Gender: Ind Men	10% (27)	18% (48)	6% (15)	2% (4)	1% (2)	17% (46)	18% (49)	11% (28)	4% (12)	13% (35)	266
PID/Gender: Ind Women	9% (20)	22% (50)	3% (6)	3% (7)	1% (3)	17% (39)	12% (27)	16% (36)	2% (5)	14% (31)	224
PID/Gender: Rep Men	8% (21)	19% (52)	5% (13)	4% (12)	— (0)	22% (59)	15% (40)	9% (22)	4% (11)	13% (34)	264
PID/Gender: Rep Women	8% (17)	17% (38)	2% (5)	2% (5)	— (1)	21% (47)	14% (31)	12% (27)	3% (7)	19% (40)	217
Ideo: Liberal (1-3)	10% (46)	25% (114)	3% (16)	3% (14)	1% (6)	20% (93)	12% (57)	10% (44)	5% (21)	10% (46)	457
Ideo: Moderate (4)	13% (42)	18% (58)	4% (13)	4% (11)	— (1)	21% (69)	14% (46)	10% (33)	4% (14)	11% (37)	326
Ideo: Conservative (5-7)	9% (49)	18% (101)	3% (18)	3% (17)	— (2)	20% (110)	15% (82)	13% (71)	3% (19)	15% (84)	552
Educ: < College	9% (79)	21% (187)	4% (32)	1% (8)	1% (5)	20% (185)	15% (132)	13% (115)	4% (37)	14% (126)	906
Educ: Bachelor's degree	12% (44)	18% (66)	4% (16)	6% (23)	1% (4)	19% (66)	15% (53)	9% (31)	4% (13)	11% (41)	357
Educ: Post-grad	11% (23)	23% (48)	3% (7)	6% (14)	— (1)	20% (42)	10% (20)	8% (17)	4% (9)	14% (29)	210
Income: Under 50k	9% (60)	21% (143)	4% (24)	1% (4)	1% (4)	21% (145)	14% (99)	10% (70)	5% (35)	15% (105)	691
Income: 50k-100k	9% (49)	20% (102)	4% (22)	4% (22)	— (3)	20% (102)	15% (75)	14% (70)	3% (14)	11% (58)	514
Income: 100k+	14% (38)	21% (56)	3% (8)	7% (18)	1% (2)	17% (47)	12% (31)	8% (22)	4% (10)	12% (33)	266
Ethnicity: White	8% (101)	19% (223)	4% (45)	3% (33)	1% (7)	21% (249)	15% (180)	12% (143)	4% (47)	14% (172)	1199
Ethnicity: Hispanic	18% (38)	28% (59)	3% (6)	1% (3)	1% (2)	12% (25)	15% (31)	10% (20)	3% (5)	9% (18)	207
Ethnicity: Afr. Am.	17% (27)	28% (43)	3% (5)	5% (7)	1% (2)	16% (24)	10% (16)	8% (12)	5% (7)	8% (12)	154
Ethnicity: Other	16% (19)	30% (35)	4% (4)	3% (4)	— (0)	17% (20)	9% (10)	7% (8)	4% (5)	11% (13)	119
Relig: Protestant	8% (27)	19% (65)	4% (13)	4% (14)	1% (2)	22% (75)	12% (39)	13% (42)	3% (10)	14% (49)	336
Relig: Roman Catholic	10% (32)	21% (69)	3% (12)	4% (12)	— (0)	21% (71)	13% (45)	11% (37)	4% (14)	13% (43)	335
Relig: Ath./Agn./None	12% (48)	23% (97)	4% (18)	2% (10)	1% (4)	17% (71)	14% (60)	10% (41)	5% (21)	12% (49)	420
Relig: Something Else	9% (21)	22% (53)	3% (7)	2% (5)	1% (2)	20% (47)	16% (38)	9% (21)	4% (10)	14% (32)	237
Relig: Jewish	2% (1)	17% (7)	— (0)	3% (1)	— (0)	30% (11)	14% (5)	8% (3)	5% (2)	22% (9)	39

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**Table CNBC13: [AMONG RESPONDENTS WITH A CREDIT CARD] Which of the following best describes how you signed up for your first credit card?**

Demographic	Through my bank's website	In-person at a branch of my bank	Through a bank that is not my own	Through a program at my college campus	Through a program at my high school	Through a special offer sent in the mail	Through a special offer online	At a retail store	Other, please specify:	Don't know / No opinion	Total N
Adults	10% (147)	20% (301)	4% (54)	3% (44)	1% (9)	20% (293)	14% (205)	11% (163)	4% (59)	13% (196)	1472
Relig: Evangelical	10% (35)	15% (52)	4% (15)	3% (12)	1% (3)	20% (71)	14% (48)	16% (56)	4% (13)	13% (46)	351
Relig: Non-Evang. Catholics	9% (42)	21% (99)	3% (14)	4% (17)	— (1)	22% (104)	13% (59)	10% (45)	3% (15)	15% (69)	464
Relig: All Christian	9% (77)	19% (151)	4% (29)	4% (29)	— (4)	21% (175)	13% (107)	12% (101)	3% (28)	14% (115)	815
Relig: All Non-Christian	11% (70)	23% (149)	4% (25)	2% (16)	1% (6)	18% (118)	15% (98)	9% (62)	5% (31)	12% (81)	656
Community: Urban	10% (31)	26% (82)	6% (20)	3% (11)	1% (4)	17% (51)	12% (36)	6% (19)	4% (13)	14% (43)	311
Community: Suburban	11% (88)	18% (146)	3% (23)	4% (28)	— (4)	20% (161)	14% (111)	13% (105)	4% (32)	12% (96)	794
Community: Rural	8% (28)	20% (73)	3% (11)	1% (5)	— (1)	22% (81)	16% (58)	11% (40)	4% (14)	15% (56)	367
Employ: Private Sector	9% (47)	19% (101)	5% (26)	5% (24)	1% (6)	21% (112)	15% (81)	13% (69)	4% (22)	9% (46)	535
Employ: Government	16% (18)	15% (17)	4% (5)	7% (8)	— (0)	14% (16)	20% (23)	9% (10)	5% (5)	10% (11)	114
Employ: Self-Employed	13% (18)	21% (27)	4% (5)	3% (4)	— (0)	22% (29)	9% (12)	12% (16)	4% (6)	11% (15)	132
Employ: Homemaker	6% (4)	22% (17)	3% (3)	2% (1)	— (0)	19% (15)	15% (11)	9% (7)	6% (5)	17% (13)	77
Employ: Student	28% (19)	28% (18)	5% (3)	— (0)	3% (2)	1% (1)	8% (5)	8% (5)	3% (2)	16% (11)	67
Employ: Retired	7% (25)	18% (67)	2% (8)	1% (4)	— (2)	26% (93)	9% (34)	11% (40)	4% (13)	21% (76)	362
Employ: Unemployed	7% (5)	39% (24)	2% (1)	1% (1)	— (0)	10% (6)	15% (9)	5% (3)	6% (4)	15% (9)	62
Employ: Other	9% (11)	23% (28)	2% (3)	1% (2)	— (0)	18% (22)	24% (29)	10% (13)	1% (2)	12% (15)	123
Military HH: Yes	12% (34)	21% (58)	4% (12)	2% (5)	1% (3)	20% (57)	11% (32)	12% (34)	4% (12)	11% (31)	279
Military HH: No	9% (113)	20% (242)	4% (42)	3% (39)	1% (6)	20% (236)	15% (173)	11% (129)	4% (47)	14% (164)	1193
RD/WT: Right Direction	8% (47)	20% (119)	5% (27)	3% (17)	1% (6)	19% (110)	16% (92)	11% (64)	4% (22)	15% (86)	590
RD/WT: Wrong Track	11% (100)	21% (182)	3% (27)	3% (27)	— (3)	21% (183)	13% (113)	11% (99)	4% (37)	13% (110)	882
Trump Job Approve	8% (48)	20% (122)	4% (24)	3% (20)	1% (3)	19% (118)	16% (100)	12% (75)	3% (19)	14% (84)	614
Trump Job Disapprove	11% (89)	20% (160)	3% (28)	3% (24)	1% (6)	21% (169)	12% (98)	11% (85)	5% (40)	12% (95)	793
Trump Job Strongly Approve	6% (20)	21% (71)	3% (10)	3% (12)	— (1)	18% (63)	17% (56)	12% (42)	4% (13)	15% (52)	339
Trump Job Somewhat Approve	10% (28)	19% (51)	5% (15)	3% (8)	1% (2)	20% (55)	16% (44)	12% (33)	2% (6)	12% (32)	275
Trump Job Somewhat Disapprove	10% (19)	18% (35)	5% (11)	2% (5)	1% (3)	26% (51)	14% (27)	11% (22)	4% (7)	10% (19)	199
Trump Job Strongly Disapprove	12% (70)	21% (125)	3% (17)	3% (19)	1% (3)	20% (118)	12% (71)	11% (64)	5% (32)	13% (76)	594
Favorable of Trump	7% (45)	20% (124)	4% (22)	3% (18)	1% (4)	18% (109)	17% (103)	13% (82)	4% (24)	15% (90)	621
Unfavorable of Trump	12% (93)	21% (165)	4% (32)	3% (25)	1% (5)	23% (177)	12% (93)	10% (78)	4% (34)	11% (82)	783
Very Favorable of Trump	6% (21)	22% (79)	2% (9)	3% (9)	1% (3)	18% (66)	15% (56)	13% (49)	4% (15)	16% (58)	367
Somewhat Favorable of Trump	9% (24)	18% (45)	5% (13)	3% (9)	— (1)	17% (42)	19% (47)	13% (33)	3% (9)	13% (32)	254
Somewhat Unfavorable of Trump	13% (20)	22% (34)	8% (12)	2% (3)	1% (2)	25% (39)	9% (14)	7% (11)	2% (3)	10% (15)	152
Very Unfavorable of Trump	11% (73)	21% (132)	3% (20)	4% (22)	— (3)	22% (138)	13% (79)	11% (67)	5% (31)	11% (68)	631
#1 Issue: Economy	11% (44)	19% (76)	5% (19)	4% (17)	1% (3)	18% (72)	15% (61)	14% (57)	4% (16)	9% (37)	401
#1 Issue: Security	6% (20)	21% (69)	2% (8)	3% (9)	1% (3)	23% (75)	12% (39)	11% (34)	5% (17)	15% (49)	323
#1 Issue: Health Care	12% (33)	18% (50)	4% (12)	3% (9)	— (0)	24% (67)	13% (37)	10% (28)	2% (6)	13% (37)	279
#1 Issue: Medicare / Social Security	7% (14)	20% (41)	2% (4)	1% (2)	— (1)	22% (44)	14% (27)	11% (23)	3% (6)	20% (39)	200
#1 Issue: Women's Issues	14% (8)	36% (20)	— (0)	2% (1)	— (0)	6% (4)	15% (9)	8% (5)	5% (3)	13% (8)	56
#1 Issue: Education	15% (14)	19% (17)	6% (5)	4% (4)	3% (2)	15% (14)	19% (17)	8% (7)	4% (4)	7% (6)	90
#1 Issue: Energy	15% (11)	22% (17)	4% (3)	3% (2)	— (0)	13% (10)	18% (14)	7% (6)	5% (4)	13% (10)	76
#1 Issue: Other	9% (4)	23% (10)	6% (3)	1% (1)	2% (1)	17% (8)	4% (2)	8% (4)	10% (4)	20% (9)	46
2018 House Vote: Democrat	11% (59)	20% (113)	5% (25)	4% (22)	1% (6)	21% (118)	12% (67)	11% (60)	4% (22)	11% (62)	554
2018 House Vote: Republican	7% (40)	20% (109)	3% (19)	3% (17)	— (3)	21% (116)	16% (86)	11% (58)	4% (20)	15% (83)	551
2018 House Vote: Someone else	13% (9)	15% (11)	3% (2)	2% (2)	— (0)	18% (13)	14% (10)	11% (8)	5% (3)	19% (13)	71
2018 House Vote: Didnt Vote	13% (38)	23% (68)	2% (7)	1% (3)	— (0)	15% (45)	15% (43)	13% (37)	5% (14)	12% (35)	292

Continued on next page

**Table CNBC13: [AMONG RESPONDENTS WITH A CREDIT CARD] Which of the following best describes how you signed up for your first credit card?**

Demographic	Through my bank's website	In-person at a branch of my bank	Through a bank that is not my own	Through a program at my college campus	Through a program at my high school	Through a special offer sent in the mail	Through a special offer online	At a retail store	Other, please specify:	Don't know / No opinion	Total N
Adults	10% (147)	20% (301)	4% (54)	3% (44)	1% (9)	20% (293)	14% (205)	11% (163)	4% (59)	13% (196)	1472
2016 Vote: Hillary Clinton	10% (50)	19% (93)	4% (19)	4% (18)	1% (3)	24% (116)	12% (57)	12% (56)	4% (18)	12% (59)	489
2016 Vote: Donald Trump	7% (36)	20% (105)	4% (19)	3% (16)	— (2)	21% (114)	15% (81)	12% (63)	3% (18)	15% (77)	532
2016 Vote: Someone else	16% (20)	20% (24)	1% (2)	6% (7)	— (0)	15% (18)	10% (12)	9% (10)	6% (7)	17% (21)	120
2016 Vote: Didn't Vote	13% (42)	24% (78)	4% (14)	1% (4)	1% (2)	13% (43)	17% (55)	10% (33)	5% (15)	12% (39)	327
Voted in 2014: Yes	9% (86)	19% (188)	4% (36)	4% (37)	1% (6)	22% (222)	14% (137)	11% (112)	4% (37)	14% (140)	1000
Voted in 2014: No	13% (61)	24% (113)	4% (19)	2% (8)	1% (4)	15% (71)	14% (68)	11% (51)	5% (22)	12% (56)	472
2012 Vote: Barack Obama	10% (60)	18% (105)	4% (24)	3% (18)	1% (4)	25% (145)	13% (72)	11% (61)	4% (20)	11% (65)	575
2012 Vote: Mitt Romney	5% (22)	19% (80)	3% (12)	3% (14)	— (1)	21% (89)	16% (68)	11% (46)	4% (17)	17% (73)	422
2012 Vote: Other	13% (8)	15% (9)	3% (2)	3% (2)	1% (1)	14% (9)	8% (5)	19% (11)	4% (2)	20% (12)	60
2012 Vote: Didn't Vote	14% (57)	26% (105)	4% (16)	2% (9)	1% (4)	12% (48)	15% (60)	11% (44)	5% (19)	11% (47)	409
4-Region: Northeast	6% (16)	18% (49)	5% (13)	4% (11)	— (1)	23% (63)	14% (39)	11% (31)	4% (11)	14% (39)	274
4-Region: Midwest	7% (22)	17% (52)	3% (11)	4% (11)	— (0)	24% (76)	13% (41)	12% (38)	5% (14)	16% (49)	314
4-Region: South	12% (62)	20% (107)	3% (16)	2% (12)	1% (6)	19% (99)	17% (88)	9% (49)	4% (19)	13% (67)	525
4-Region: West	13% (48)	26% (92)	4% (14)	3% (9)	1% (2)	15% (55)	10% (37)	13% (46)	4% (14)	12% (42)	358
No CC	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	0

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



**Table CNBC14:** [AMONG RESPONDENTS WITH A CREDIT CARD] Have you relied on your credit card to pay for your basic living expenses like utilities, rent, or groceries?

Demographic	Yes, I currently rely my credit card to pay for basic living expenses.		No, I don't currently rely on my credit card to pay for basic living expenses, but I have in the past.		No, I have never relied on my credit card to pay for basic living expenses.		Don't know / No opinion		Total N
Adults	24%	(353)	28%	(411)	44%	(651)	4%	(57)	1472
Gender: Male	24%	(185)	26%	(198)	46%	(349)	3%	(24)	756
Gender: Female	23%	(168)	30%	(212)	42%	(302)	5%	(34)	715
Age: 18-29	29%	(72)	32%	(81)	30%	(75)	9%	(23)	251
Age: 30-44	24%	(80)	37%	(125)	33%	(110)	6%	(19)	334
Age: 45-54	21%	(54)	32%	(81)	44%	(112)	2%	(6)	253
Age: 55-64	26%	(67)	21%	(54)	53%	(138)	1%	(2)	261
Age: 65+	21%	(79)	19%	(69)	58%	(216)	2%	(8)	372
Generation Z: 18-21	32%	(28)	25%	(22)	28%	(24)	15%	(13)	87
Millennial: Age 22-37	27%	(89)	36%	(119)	31%	(102)	6%	(20)	331
Generation X: Age 38-53	22%	(87)	34%	(137)	40%	(161)	4%	(15)	400
Boomers: Age 54-72	22%	(122)	21%	(117)	55%	(306)	2%	(10)	555
PID: Dem (no lean)	27%	(136)	32%	(159)	38%	(192)	3%	(13)	500
PID: Ind (no lean)	21%	(104)	29%	(144)	44%	(215)	5%	(27)	490
PID: Rep (no lean)	23%	(113)	22%	(107)	51%	(243)	4%	(18)	482
PID/Gender: Dem Men	29%	(65)	32%	(73)	36%	(81)	3%	(7)	226
PID/Gender: Dem Women	26%	(72)	31%	(86)	40%	(111)	2%	(6)	275
PID/Gender: Ind Men	21%	(57)	27%	(73)	47%	(126)	4%	(11)	266
PID/Gender: Ind Women	21%	(47)	32%	(71)	40%	(90)	7%	(15)	224
PID/Gender: Rep Men	24%	(64)	20%	(52)	54%	(142)	2%	(6)	264
PID/Gender: Rep Women	23%	(49)	25%	(55)	47%	(101)	6%	(12)	217
Ideo: Liberal (1-3)	23%	(107)	34%	(154)	41%	(186)	2%	(10)	457
Ideo: Moderate (4)	24%	(79)	26%	(84)	48%	(157)	2%	(5)	326
Ideo: Conservative (5-7)	23%	(128)	25%	(136)	49%	(272)	3%	(16)	552

Continued on next page

**Table CNBC14:** [AMONG RESPONDENTS WITH A CREDIT CARD] Have you relied on your credit card to pay for your basic living expenses like utilities, rent, or groceries?

Demographic	Yes, I currently rely my credit card to pay for basic living expenses.		No, I don't currently rely on my credit card to pay for basic living expenses, but I have in the past.		No, I have never relied on my credit card to pay for basic living expenses.		Don't know / No opinion		Total N
Adults	24%	(353)	28%	(411)	44%	(651)	4%	(57)	1472
Educ: < College	22%	(202)	31%	(277)	42%	(380)	5%	(47)	906
Educ: Bachelors degree	26%	(94)	25%	(90)	47%	(166)	2%	(7)	357
Educ: Post-grad	28%	(58)	21%	(44)	50%	(104)	2%	(4)	210
Income: Under 50k	25%	(170)	28%	(194)	41%	(282)	7%	(45)	691
Income: 50k-100k	23%	(120)	31%	(159)	44%	(227)	2%	(8)	514
Income: 100k+	24%	(63)	22%	(58)	53%	(141)	1%	(4)	266
Ethnicity: White	22%	(259)	28%	(331)	47%	(569)	3%	(40)	1199
Ethnicity: Hispanic	31%	(64)	28%	(59)	33%	(68)	8%	(16)	207
Ethnicity: Afr. Am.	30%	(46)	33%	(51)	32%	(49)	5%	(8)	154
Ethnicity: Other	41%	(48)	24%	(29)	27%	(33)	7%	(9)	119
Relig: Protestant	19%	(64)	26%	(87)	54%	(181)	1%	(4)	336
Relig: Roman Catholic	27%	(90)	24%	(80)	47%	(156)	2%	(8)	335
Relig: Ath./Agn./None	24%	(101)	33%	(139)	38%	(158)	5%	(22)	420
Relig: Something Else	28%	(67)	27%	(63)	40%	(95)	5%	(12)	237
Relig: Jewish	36%	(14)	23%	(9)	38%	(15)	3%	(1)	39
Relig: Evangelical	22%	(78)	26%	(90)	48%	(167)	5%	(16)	351
Relig: Non-Evang. Catholics	23%	(107)	26%	(119)	50%	(231)	2%	(8)	464
Relig: All Christian	23%	(185)	26%	(209)	49%	(398)	3%	(24)	815
Relig: All Non-Christian	26%	(168)	31%	(202)	39%	(253)	5%	(34)	656
Community: Urban	30%	(94)	30%	(93)	36%	(111)	4%	(13)	311
Community: Suburban	22%	(177)	27%	(216)	47%	(372)	4%	(28)	794
Community: Rural	22%	(82)	28%	(101)	46%	(168)	4%	(16)	367

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**Table CNBC14:** [AMONG RESPONDENTS WITH A CREDIT CARD] Have you relied on your credit card to pay for your basic living expenses like utilities, rent, or groceries?

Demographic	Yes, I currently rely my credit card to pay for basic living expenses.		No, I don't currently rely on my credit card to pay for basic living expenses, but I have in the past.		No, I have never relied on my credit card to pay for basic living expenses.		Don't know / No opinion		Total N
Adults	24%	(353)	28%	(411)	44%	(651)	4%	(57)	1472
Employ: Private Sector	21%	(110)	32%	(173)	45%	(243)	2%	(9)	535
Employ: Government	26%	(30)	25%	(29)	46%	(52)	3%	(3)	114
Employ: Self-Employed	32%	(43)	21%	(28)	43%	(57)	3%	(4)	132
Employ: Homemaker	18%	(14)	35%	(27)	40%	(31)	6%	(5)	77
Employ: Student	26%	(17)	27%	(18)	38%	(25)	9%	(6)	67
Employ: Retired	26%	(93)	19%	(69)	53%	(191)	2%	(8)	362
Employ: Unemployed	21%	(13)	41%	(25)	18%	(11)	19%	(12)	62
Employ: Other	26%	(32)	33%	(41)	32%	(40)	8%	(10)	123
Military HH: Yes	20%	(56)	29%	(80)	50%	(140)	1%	(3)	279
Military HH: No	25%	(297)	28%	(331)	43%	(511)	5%	(54)	1193
RD/WT: Right Direction	23%	(136)	24%	(140)	49%	(290)	4%	(24)	590
RD/WT: Wrong Track	25%	(217)	31%	(271)	41%	(361)	4%	(33)	882
Trump Job Approve	22%	(138)	27%	(163)	47%	(292)	4%	(22)	614
Trump Job Disapprove	25%	(201)	29%	(230)	43%	(337)	3%	(25)	793
Trump Job Strongly Approve	20%	(68)	26%	(87)	51%	(174)	3%	(11)	339
Trump Job Somewhat Approve	26%	(70)	28%	(76)	43%	(118)	4%	(11)	275
Trump Job Somewhat Disapprove	27%	(53)	31%	(62)	38%	(76)	4%	(7)	199
Trump Job Strongly Disapprove	25%	(148)	28%	(168)	44%	(261)	3%	(18)	594
Favorable of Trump	22%	(139)	25%	(158)	49%	(302)	3%	(22)	621
Unfavorable of Trump	26%	(203)	30%	(238)	41%	(325)	2%	(18)	783
Very Favorable of Trump	22%	(80)	25%	(93)	49%	(181)	4%	(14)	367
Somewhat Favorable of Trump	23%	(59)	26%	(65)	48%	(122)	3%	(8)	254
Somewhat Unfavorable of Trump	25%	(38)	25%	(38)	47%	(71)	3%	(5)	152
Very Unfavorable of Trump	26%	(165)	32%	(200)	40%	(253)	2%	(13)	631

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**Table CNBC14:** [AMONG RESPONDENTS WITH A CREDIT CARD] Have you relied on your credit card to pay for your basic living expenses like utilities, rent, or groceries?

Demographic	Yes, I currently rely my credit card to pay for basic living expenses.		No, I don't currently rely on my credit card to pay for basic living expenses, but I have in the past.		No, I have never relied on my credit card to pay for basic living expenses.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(353)	28%	(411)	44%	(651)	4%	(57)	1472
#1 Issue: Economy	22%	(90)	32%	(129)	42%	(170)	3%	(13)	401
#1 Issue: Security	23%	(74)	20%	(65)	54%	(173)	3%	(10)	323
#1 Issue: Health Care	25%	(69)	28%	(78)	44%	(122)	4%	(10)	279
#1 Issue: Medicare / Social Security	25%	(50)	21%	(42)	51%	(101)	3%	(7)	200
#1 Issue: Women's Issues	14%	(8)	46%	(26)	29%	(16)	11%	(6)	56
#1 Issue: Education	37%	(34)	33%	(30)	28%	(25)	2%	(1)	90
#1 Issue: Energy	21%	(16)	35%	(27)	38%	(29)	5%	(4)	76
#1 Issue: Other	27%	(13)	29%	(13)	30%	(14)	13%	(6)	46
2018 House Vote: Democrat	28%	(153)	30%	(165)	41%	(229)	1%	(7)	554
2018 House Vote: Republican	23%	(126)	23%	(129)	50%	(276)	4%	(20)	551
2018 House Vote: Someone else	13%	(9)	29%	(20)	55%	(39)	3%	(2)	71
2018 House Vote: Didn't Vote	22%	(63)	33%	(96)	36%	(105)	9%	(27)	292
2016 Vote: Hillary Clinton	27%	(131)	31%	(151)	41%	(201)	1%	(7)	489
2016 Vote: Donald Trump	21%	(110)	23%	(124)	52%	(278)	4%	(20)	532
2016 Vote: Someone else	23%	(27)	28%	(34)	47%	(56)	3%	(3)	120
2016 Vote: Didn't Vote	26%	(86)	31%	(101)	35%	(113)	8%	(27)	327
Voted in 2014: Yes	24%	(241)	26%	(256)	48%	(481)	2%	(23)	1000
Voted in 2014: No	24%	(112)	33%	(155)	36%	(170)	7%	(35)	472
2012 Vote: Barack Obama	27%	(155)	29%	(168)	42%	(243)	2%	(10)	575
2012 Vote: Mitt Romney	22%	(95)	23%	(97)	51%	(216)	3%	(15)	422
2012 Vote: Other	21%	(12)	17%	(10)	62%	(38)	—	(0)	60
2012 Vote: Didn't Vote	22%	(91)	33%	(134)	37%	(151)	8%	(33)	409
4-Region: Northeast	26%	(71)	25%	(69)	45%	(123)	4%	(10)	274
4-Region: Midwest	18%	(58)	27%	(85)	51%	(160)	4%	(11)	314
4-Region: South	24%	(129)	30%	(156)	41%	(217)	5%	(24)	525
4-Region: West	27%	(96)	28%	(101)	42%	(151)	3%	(12)	358
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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

**Table CNBC15:** [AMONG RESPONDENTS WITH A CREDIT CARD] Thinking back over the past year, what was the average balance on your credit per month? If you have more than one credit card, please estimate the average combined balance per month on all of your credit cards.

Demographic	\$0	\$1 - \$100	\$101 - \$500	\$501 - \$1,000	\$1,001 - \$2,500	\$2,501 - \$5,000	More than \$5,000	Don't know / No opinion	Total N
Adults	11% (168)	7% (104)	22% (330)	16% (234)	16% (233)	10% (149)	10% (145)	7% (109)	1472
Gender: Male	14% (105)	6% (44)	23% (173)	15% (111)	16% (119)	11% (86)	11% (82)	5% (37)	756
Gender: Female	9% (63)	8% (60)	22% (157)	17% (123)	16% (114)	9% (63)	9% (64)	10% (72)	715
Age: 18-29	7% (18)	13% (33)	31% (77)	13% (33)	11% (27)	7% (19)	8% (20)	9% (24)	251
Age: 30-44	6% (19)	4% (14)	24% (80)	19% (65)	15% (51)	10% (33)	12% (41)	9% (31)	334
Age: 45-54	12% (30)	9% (23)	21% (54)	15% (37)	14% (35)	10% (25)	10% (26)	9% (23)	253
Age: 55-64	14% (38)	5% (13)	25% (66)	13% (34)	14% (38)	10% (26)	12% (32)	6% (14)	261
Age: 65+	17% (64)	5% (20)	14% (53)	17% (65)	22% (82)	12% (46)	7% (26)	4% (17)	372
Generation Z: 18-21	5% (4)	11% (9)	42% (36)	13% (12)	3% (3)	6% (5)	8% (7)	12% (10)	87
Millennial: Age 22-37	7% (23)	9% (31)	24% (78)	16% (52)	16% (51)	10% (34)	10% (32)	9% (29)	331
Generation X: Age 38-53	9% (37)	7% (30)	23% (91)	16% (64)	14% (57)	9% (36)	12% (47)	9% (37)	400
Boomers: Age 54-72	15% (83)	6% (31)	20% (110)	16% (88)	18% (98)	11% (63)	10% (53)	5% (29)	555
PID: Dem (no lean)	9% (43)	8% (41)	25% (127)	19% (94)	15% (76)	9% (47)	8% (40)	6% (32)	500
PID: Ind (no lean)	12% (56)	9% (42)	21% (104)	13% (61)	15% (71)	11% (52)	12% (59)	9% (44)	490
PID: Rep (no lean)	14% (70)	4% (21)	20% (98)	16% (78)	18% (85)	10% (50)	10% (47)	7% (33)	482
PID/Gender: Dem Men	9% (21)	6% (15)	27% (62)	17% (37)	17% (39)	10% (23)	9% (20)	4% (9)	226
PID/Gender: Dem Women	8% (22)	10% (26)	24% (65)	21% (57)	14% (38)	9% (24)	7% (20)	8% (23)	275
PID/Gender: Ind Men	13% (35)	7% (19)	22% (60)	12% (31)	14% (37)	11% (30)	14% (38)	6% (16)	266
PID/Gender: Ind Women	9% (21)	10% (23)	20% (44)	14% (30)	15% (34)	10% (22)	9% (21)	12% (28)	224
PID/Gender: Rep Men	19% (49)	4% (11)	19% (52)	16% (42)	16% (43)	12% (33)	9% (23)	4% (11)	264
PID/Gender: Rep Women	9% (20)	5% (10)	22% (47)	16% (36)	19% (42)	8% (17)	11% (23)	10% (21)	217
Ideo: Liberal (1-3)	9% (41)	10% (44)	23% (105)	17% (80)	13% (60)	11% (52)	11% (51)	5% (24)	457
Ideo: Moderate (4)	13% (42)	7% (23)	24% (78)	16% (52)	16% (52)	8% (26)	10% (33)	6% (20)	326
Ideo: Conservative (5-7)	14% (78)	5% (27)	19% (103)	15% (85)	19% (102)	12% (64)	10% (53)	7% (41)	552
Educ: < College	9% (79)	9% (79)	28% (251)	17% (153)	13% (119)	8% (76)	8% (71)	9% (77)	906
Educ: Bachelors degree	14% (51)	5% (18)	16% (56)	16% (58)	19% (68)	11% (39)	13% (46)	6% (21)	357
Educ: Post-grad	18% (38)	3% (7)	11% (23)	11% (23)	22% (46)	17% (35)	13% (28)	5% (10)	210

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**Table CNBC15:** [AMONG RESPONDENTS WITH A CREDIT CARD] Thinking back over the past year, what was the average balance on your credit per month? If you have more than one credit card, please estimate the average combined balance per month on all of your credit cards.

Demographic	\$0	\$1 - \$100	\$101 - \$500	\$501 - \$1,000	\$1,001 - \$2,500	\$2,501 - \$5,000	More than \$5,000	Don't know / No opinion	Total N
Adults	11% (168)	7% (104)	22% (330)	16% (234)	16% (233)	10% (149)	10% (145)	7% (109)	1472
Income: Under 50k	10% (67)	9% (63)	31% (214)	15% (106)	12% (85)	7% (49)	7% (45)	9% (62)	691
Income: 50k-100k	12% (62)	6% (32)	17% (85)	18% (90)	19% (99)	9% (49)	12% (63)	7% (34)	514
Income: 100k+	15% (39)	3% (9)	11% (30)	14% (38)	18% (48)	19% (52)	14% (37)	5% (13)	266
Ethnicity: White	13% (154)	7% (80)	20% (236)	16% (192)	16% (186)	11% (131)	11% (131)	7% (88)	1199
Ethnicity: Hispanic	3% (7)	9% (19)	26% (54)	20% (41)	14% (28)	11% (24)	6% (12)	11% (22)	207
Ethnicity: Afr. Am.	3% (4)	11% (16)	35% (54)	17% (26)	18% (28)	6% (10)	5% (7)	6% (9)	154
Ethnicity: Other	9% (10)	6% (8)	33% (39)	13% (16)	16% (19)	7% (9)	6% (7)	10% (12)	119
Relig: Protestant	18% (61)	5% (17)	20% (68)	13% (43)	17% (56)	9% (31)	10% (35)	8% (25)	336
Relig: Roman Catholic	11% (36)	7% (22)	23% (77)	17% (57)	19% (64)	10% (34)	9% (32)	4% (12)	335
Relig: Ath./Agn./None	9% (40)	8% (35)	21% (87)	18% (74)	13% (57)	11% (46)	10% (42)	9% (38)	420
Relig: Something Else	9% (22)	6% (14)	26% (61)	17% (40)	16% (38)	11% (26)	11% (25)	5% (12)	237
Relig: Jewish	14% (5)	5% (2)	9% (4)	16% (6)	24% (9)	12% (5)	15% (6)	5% (2)	39
Relig: Evangelical	13% (44)	8% (28)	22% (77)	12% (41)	17% (61)	10% (34)	8% (29)	10% (36)	351
Relig: Non-Evang. Catholics	14% (63)	6% (26)	22% (104)	17% (79)	17% (77)	9% (43)	10% (48)	5% (23)	464
Relig: All Christian	13% (107)	7% (54)	22% (182)	15% (119)	17% (139)	9% (77)	10% (78)	7% (59)	815
Relig: All Non-Christian	9% (61)	8% (49)	23% (148)	17% (114)	14% (94)	11% (72)	10% (68)	8% (49)	656
Community: Urban	11% (34)	9% (27)	25% (77)	17% (54)	14% (42)	8% (26)	9% (29)	7% (22)	311
Community: Suburban	12% (93)	7% (53)	21% (164)	15% (118)	17% (137)	12% (91)	10% (77)	8% (60)	794
Community: Rural	11% (42)	7% (24)	24% (88)	17% (62)	15% (54)	9% (32)	11% (39)	7% (26)	367
Employ: Private Sector	9% (49)	6% (32)	23% (121)	18% (99)	15% (82)	9% (47)	13% (72)	6% (33)	535
Employ: Government	14% (16)	2% (3)	20% (22)	16% (19)	19% (22)	15% (17)	9% (10)	5% (6)	114
Employ: Self-Employed	12% (16)	13% (17)	21% (28)	13% (17)	14% (19)	12% (16)	9% (12)	6% (8)	132
Employ: Homemaker	14% (11)	10% (8)	23% (17)	9% (7)	14% (11)	11% (8)	8% (6)	12% (9)	77
Employ: Student	2% (2)	17% (11)	23% (15)	19% (12)	10% (7)	4% (3)	11% (7)	14% (9)	67
Employ: Retired	17% (61)	4% (15)	17% (60)	15% (55)	21% (75)	12% (44)	9% (31)	6% (20)	362
Employ: Unemployed	8% (5)	4% (2)	31% (19)	19% (12)	14% (9)	4% (2)	2% (1)	18% (11)	62
Employ: Other	7% (9)	13% (16)	38% (47)	11% (14)	7% (8)	9% (11)	5% (6)	10% (13)	123
Military HH: Yes	13% (36)	5% (13)	22% (61)	17% (48)	20% (56)	10% (27)	9% (24)	5% (14)	279
Military HH: No	11% (132)	8% (91)	23% (269)	16% (186)	15% (176)	10% (123)	10% (121)	8% (95)	1193

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**Table CNBC15:** [AMONG RESPONDENTS WITH A CREDIT CARD] Thinking back over the past year, what was the average balance on your credit per month? If you have more than one credit card, please estimate the average combined balance per month on all of your credit cards.

Demographic	\$0	\$1 - \$100	\$101 - \$500	\$501 - \$1,000	\$1,001 - \$2,500	\$2,501 - \$5,000	More than \$5,000	Don't know / No opinion	Total N
Adults	11% (168)	7% (104)	22% (330)	16% (234)	16% (233)	10% (149)	10% (145)	7% (109)	1472
RD/WT: Right Direction	14% (83)	5% (30)	20% (115)	16% (93)	17% (99)	10% (58)	11% (64)	8% (45)	590
RD/WT: Wrong Track	10% (85)	8% (73)	24% (214)	16% (140)	15% (133)	10% (91)	9% (81)	7% (64)	882
Trump Job Approve	13% (78)	5% (31)	20% (124)	15% (94)	17% (104)	12% (71)	11% (69)	7% (42)	614
Trump Job Disapprove	11% (86)	9% (68)	24% (188)	16% (129)	16% (126)	9% (72)	9% (73)	6% (51)	793
Trump Job Strongly Approve	14% (49)	5% (16)	20% (69)	17% (58)	17% (58)	10% (35)	10% (33)	7% (22)	339
Trump Job Somewhat Approve	11% (30)	6% (16)	20% (56)	13% (36)	17% (46)	13% (36)	13% (36)	7% (19)	275
Trump Job Somewhat Disapprove	11% (22)	8% (15)	21% (41)	17% (34)	16% (32)	6% (12)	10% (19)	12% (24)	199
Trump Job Strongly Disapprove	11% (63)	9% (53)	25% (147)	16% (95)	16% (93)	10% (61)	9% (54)	5% (28)	594
Favorable of Trump	13% (82)	5% (32)	20% (124)	15% (94)	18% (109)	12% (73)	11% (67)	6% (40)	621
Unfavorable of Trump	10% (79)	8% (65)	25% (192)	17% (132)	16% (121)	9% (70)	10% (76)	6% (47)	783
Very Favorable of Trump	13% (46)	5% (18)	21% (77)	16% (59)	18% (67)	12% (43)	9% (31)	7% (25)	367
Somewhat Favorable of Trump	14% (35)	6% (15)	19% (47)	14% (36)	16% (42)	12% (30)	14% (35)	6% (15)	254
Somewhat Unfavorable of Trump	10% (15)	7% (11)	25% (39)	12% (18)	19% (29)	6% (9)	11% (17)	9% (14)	152
Very Unfavorable of Trump	10% (64)	9% (54)	24% (153)	18% (114)	15% (93)	10% (60)	9% (59)	5% (34)	631
#1 Issue: Economy	10% (42)	7% (27)	25% (100)	15% (62)	16% (66)	10% (39)	11% (45)	5% (20)	401
#1 Issue: Security	14% (44)	7% (22)	23% (74)	14% (47)	18% (59)	9% (29)	8% (27)	6% (21)	323
#1 Issue: Health Care	9% (24)	6% (16)	22% (61)	18% (49)	14% (39)	11% (29)	14% (38)	8% (23)	279
#1 Issue: Medicare / Social Security	16% (32)	5% (11)	22% (44)	17% (34)	13% (27)	12% (24)	6% (12)	8% (15)	200
#1 Issue: Women's Issues	2% (1)	15% (8)	22% (12)	19% (10)	10% (5)	14% (8)	8% (4)	11% (6)	56
#1 Issue: Education	7% (6)	6% (6)	23% (21)	18% (16)	18% (16)	11% (10)	10% (9)	7% (6)	90
#1 Issue: Energy	16% (12)	14% (11)	16% (12)	14% (11)	15% (11)	9% (7)	8% (6)	9% (7)	76
#1 Issue: Other	15% (7)	6% (3)	12% (6)	10% (5)	21% (10)	6% (3)	7% (3)	23% (10)	46
2018 House Vote: Democrat	10% (58)	7% (36)	24% (132)	17% (94)	16% (91)	11% (62)	10% (54)	5% (27)	554
2018 House Vote: Republican	14% (78)	5% (27)	19% (104)	15% (83)	18% (102)	11% (62)	11% (59)	7% (38)	551
2018 House Vote: Someone else	12% (8)	3% (2)	23% (16)	10% (7)	13% (10)	9% (6)	13% (9)	16% (11)	71
2018 House Vote: Didnt Vote	8% (23)	13% (38)	26% (77)	17% (49)	10% (30)	6% (17)	8% (23)	11% (33)	292

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**Table CNBC15:** [AMONG RESPONDENTS WITH A CREDIT CARD] Thinking back over the past year, what was the average balance on your credit per month? If you have more than one credit card, please estimate the average combined balance per month on all of your credit cards.

Demographic	\$0	\$1 - \$100	\$101 - \$500	\$501 - \$1,000	\$1,001 - \$2,500	\$2,501 - \$5,000	More than \$5,000	Don't know / No opinion	Total N
Adults	11% (168)	7% (104)	22% (330)	16% (234)	16% (233)	10% (149)	10% (145)	7% (109)	1472
2016 Vote: Hillary Clinton	9% (46)	7% (35)	20% (100)	18% (89)	17% (81)	12% (59)	11% (52)	6% (27)	489
2016 Vote: Donald Trump	15% (80)	5% (25)	18% (94)	15% (79)	18% (97)	11% (61)	11% (60)	7% (38)	532
2016 Vote: Someone else	10% (13)	7% (8)	26% (31)	9% (11)	23% (27)	7% (9)	8% (9)	10% (12)	120
2016 Vote: Didn't Vote	9% (28)	11% (36)	32% (105)	17% (55)	9% (28)	6% (20)	7% (24)	10% (32)	327
Voted in 2014: Yes	13% (128)	6% (57)	20% (196)	15% (153)	19% (187)	12% (116)	10% (100)	6% (63)	1000
Voted in 2014: No	9% (40)	10% (47)	28% (134)	17% (81)	10% (46)	7% (33)	10% (45)	10% (46)	472
2012 Vote: Barack Obama	10% (57)	7% (39)	21% (123)	17% (100)	18% (106)	12% (67)	10% (57)	5% (26)	575
2012 Vote: Mitt Romney	17% (71)	4% (18)	17% (71)	14% (60)	19% (81)	11% (46)	11% (46)	7% (30)	422
2012 Vote: Other	5% (3)	6% (4)	24% (14)	9% (6)	15% (9)	15% (9)	12% (7)	13% (8)	60
2012 Vote: Didn't Vote	9% (36)	11% (44)	29% (120)	16% (67)	9% (36)	6% (26)	8% (35)	11% (44)	409
4-Region: Northeast	13% (36)	9% (24)	20% (54)	17% (47)	16% (43)	7% (20)	11% (31)	7% (19)	274
4-Region: Midwest	11% (33)	6% (20)	21% (68)	14% (45)	17% (52)	12% (38)	11% (34)	8% (25)	314
4-Region: South	10% (55)	6% (32)	25% (130)	15% (80)	17% (90)	9% (50)	9% (45)	8% (43)	525
4-Region: West	12% (44)	8% (29)	22% (78)	17% (61)	13% (48)	12% (42)	10% (35)	6% (22)	358
No CC	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	0

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



**Table CNBC16\_1:** [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
Credit card debt

Demographic	Yes	No	Total N
Adults	55% (809)	45% (663)	1472
Gender: Male	53% (404)	47% (352)	756
Gender: Female	57% (405)	43% (311)	715
Age: 18-29	48% (121)	52% (130)	251
Age: 30-44	67% (224)	33% (110)	334
Age: 45-54	60% (152)	40% (101)	253
Age: 55-64	58% (152)	42% (109)	261
Age: 65+	43% (159)	57% (213)	372
Generation Z: 18-21	36% (31)	64% (55)	87
Millennial: Age 22-37	59% (197)	41% (134)	331
Generation X: Age 38-53	64% (256)	36% (144)	400
Boomers: Age 54-72	52% (290)	48% (265)	555
PID: Dem (no lean)	57% (287)	43% (213)	500
PID: Ind (no lean)	55% (272)	45% (218)	490
PID: Rep (no lean)	52% (250)	48% (232)	482
PID/Gender: Dem Men	58% (130)	42% (95)	226
PID/Gender: Dem Women	57% (157)	43% (117)	275
PID/Gender: Ind Men	52% (138)	48% (129)	266
PID/Gender: Ind Women	60% (134)	40% (89)	224
PID/Gender: Rep Men	52% (137)	48% (128)	264
PID/Gender: Rep Women	52% (113)	48% (104)	217
Ideo: Liberal (1-3)	57% (262)	43% (196)	457
Ideo: Moderate (4)	51% (167)	49% (159)	326
Ideo: Conservative (5-7)	56% (311)	44% (241)	552
Educ: < College	59% (531)	41% (375)	906
Educ: Bachelors degree	53% (187)	47% (169)	357
Educ: Post-grad	43% (91)	57% (119)	210

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**Table CNBC16\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
Credit card debt**

Demographic	Yes	No	Total N
Adults	55% (809)	45% (663)	1472
Income: Under 50k	59% (408)	41% (283)	691
Income: 50k-100k	54% (276)	46% (238)	514
Income: 100k+	47% (126)	53% (141)	266
Ethnicity: White	55% (653)	45% (545)	1199
Ethnicity: Hispanic	61% (126)	39% (81)	207
Ethnicity: Afr. Am.	63% (97)	37% (57)	154
Ethnicity: Other	49% (58)	51% (60)	119
Relig: Protestant	52% (174)	48% (163)	336
Relig: Roman Catholic	52% (174)	48% (161)	335
Relig: Ath./Agn./None	55% (229)	45% (190)	420
Relig: Something Else	58% (137)	42% (100)	237
Relig: Jewish	46% (18)	54% (21)	39
Relig: Evangelical	59% (207)	41% (144)	351
Relig: Non-Evang. Catholics	51% (236)	49% (228)	464
Relig: All Christian	54% (443)	46% (372)	815
Relig: All Non-Christian	56% (366)	44% (290)	656
Community: Urban	53% (165)	47% (146)	311
Community: Suburban	55% (436)	45% (358)	794
Community: Rural	57% (208)	43% (159)	367
Employ: Private Sector	61% (326)	39% (209)	535
Employ: Government	53% (61)	47% (54)	114
Employ: Self-Employed	57% (75)	43% (57)	132
Employ: Homemaker	60% (47)	40% (31)	77
Employ: Student	38% (25)	62% (41)	67
Employ: Retired	45% (161)	55% (201)	362
Employ: Unemployed	58% (36)	42% (26)	62
Employ: Other	63% (78)	37% (45)	123
Military HH: Yes	59% (165)	41% (114)	279
Military HH: No	54% (644)	46% (549)	1193
RD/WT: Right Direction	54% (320)	46% (270)	590
RD/WT: Wrong Track	55% (489)	45% (393)	882

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**Table CNBC16\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
Credit card debt**

Demographic	Yes	No	Total N
Adults	55% (809)	45% (663)	1472
Trump Job Approve	56% (346)	44% (268)	614
Trump Job Disapprove	54% (430)	46% (363)	793
Trump Job Strongly Approve	57% (194)	43% (145)	339
Trump Job Somewhat Approve	55% (152)	45% (123)	275
Trump Job Somewhat Disapprove	50% (99)	50% (100)	199
Trump Job Strongly Disapprove	56% (331)	44% (263)	594
Favorable of Trump	56% (345)	44% (276)	621
Unfavorable of Trump	56% (438)	44% (346)	783
Very Favorable of Trump	54% (199)	46% (168)	367
Somewhat Favorable of Trump	58% (146)	42% (108)	254
Somewhat Unfavorable of Trump	46% (70)	54% (83)	152
Very Unfavorable of Trump	58% (368)	42% (263)	631
#1 Issue: Economy	58% (233)	42% (168)	401
#1 Issue: Security	55% (178)	45% (145)	323
#1 Issue: Health Care	54% (150)	46% (128)	279
#1 Issue: Medicare / Social Security	49% (99)	51% (101)	200
#1 Issue: Women's Issues	56% (32)	44% (25)	56
#1 Issue: Education	62% (56)	38% (35)	90
#1 Issue: Energy	50% (38)	50% (38)	76
#1 Issue: Other	50% (23)	50% (23)	46
2018 House Vote: Democrat	56% (308)	44% (246)	554
2018 House Vote: Republican	53% (294)	47% (258)	551
2018 House Vote: Someone else	54% (38)	46% (33)	71
2018 House Vote: Didnt Vote	58% (168)	42% (123)	292
2016 Vote: Hillary Clinton	56% (274)	44% (215)	489
2016 Vote: Donald Trump	54% (287)	46% (245)	532
2016 Vote: Someone else	51% (61)	49% (58)	120
2016 Vote: Didnt Vote	57% (185)	43% (142)	327
Voted in 2014: Yes	53% (534)	47% (466)	1000
Voted in 2014: No	58% (275)	42% (197)	472

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**Table CNBC16\_1: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
Credit card debt**

Demographic	Yes		No		Total N
Adults	55%	(809)	45%	(663)	1472
2012 Vote: Barack Obama	56%	(322)	44%	(254)	575
2012 Vote: Mitt Romney	52%	(220)	48%	(202)	422
2012 Vote: Other	61%	(37)	39%	(24)	60
2012 Vote: Didn't Vote	56%	(229)	44%	(180)	409
4-Region: Northeast	51%	(139)	49%	(135)	274
4-Region: Midwest	58%	(183)	42%	(131)	314
4-Region: South	56%	(295)	44%	(230)	525
4-Region: West	54%	(192)	46%	(166)	358
No CC	—	(0)	—	(0)	0

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

**Table CNBC16\_2:** [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
Savings account

Demographic	Yes	No	Total N
Adults	78% (1155)	22% (317)	1472
Gender: Male	80% (606)	20% (150)	756
Gender: Female	77% (549)	23% (167)	715
Age: 18-29	74% (187)	26% (64)	251
Age: 30-44	76% (255)	24% (79)	334
Age: 45-54	75% (191)	25% (62)	253
Age: 55-64	80% (209)	20% (52)	261
Age: 65+	84% (313)	16% (59)	372
Generation Z: 18-21	67% (59)	33% (28)	87
Millennial: Age 22-37	76% (252)	24% (79)	331
Generation X: Age 38-53	77% (306)	23% (94)	400
Boomers: Age 54-72	83% (459)	17% (96)	555
PID: Dem (no lean)	78% (390)	22% (110)	500
PID: Ind (no lean)	77% (379)	23% (111)	490
PID: Rep (no lean)	80% (386)	20% (95)	482
PID/Gender: Dem Men	81% (182)	19% (44)	226
PID/Gender: Dem Women	76% (208)	24% (67)	275
PID/Gender: Ind Men	80% (214)	20% (52)	266
PID/Gender: Ind Women	74% (164)	26% (59)	224
PID/Gender: Rep Men	79% (210)	21% (55)	264
PID/Gender: Rep Women	81% (176)	19% (41)	217
Ideo: Liberal (1-3)	79% (363)	21% (94)	457
Ideo: Moderate (4)	81% (264)	19% (62)	326
Ideo: Conservative (5-7)	79% (436)	21% (117)	552
Educ: < College	73% (665)	27% (241)	906
Educ: Bachelors degree	85% (302)	15% (55)	357
Educ: Post-grad	90% (188)	10% (22)	210

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**Table CNBC16\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:**

*Savings account*

Demographic	Yes	No	Total N
Adults	78% (1155)	22% (317)	1472
Income: Under 50k	67% (466)	33% (225)	691
Income: 50k-100k	86% (444)	14% (70)	514
Income: 100k+	92% (244)	8% (22)	266
Ethnicity: White	80% (955)	20% (244)	1199
Ethnicity: Hispanic	70% (146)	30% (61)	207
Ethnicity: Afr. Am.	73% (113)	27% (41)	154
Ethnicity: Other	73% (87)	27% (32)	119
Relig: Protestant	86% (288)	14% (48)	336
Relig: Roman Catholic	81% (271)	19% (63)	335
Relig: Ath./Agn./None	73% (305)	27% (114)	420
Relig: Something Else	77% (181)	23% (56)	237
Relig: Jewish	70% (27)	30% (12)	39
Relig: Evangelical	80% (281)	20% (70)	351
Relig: Non-Evang. Catholics	83% (387)	17% (77)	464
Relig: All Christian	82% (668)	18% (147)	815
Relig: All Non-Christian	74% (486)	26% (170)	656
Community: Urban	75% (234)	25% (77)	311
Community: Suburban	81% (640)	19% (153)	794
Community: Rural	76% (280)	24% (87)	367
Employ: Private Sector	85% (452)	15% (83)	535
Employ: Government	85% (97)	15% (17)	114
Employ: Self-Employed	77% (101)	23% (31)	132
Employ: Homemaker	76% (59)	24% (19)	77
Employ: Student	75% (50)	25% (17)	67
Employ: Retired	81% (293)	19% (69)	362
Employ: Unemployed	51% (31)	49% (30)	62
Employ: Other	58% (72)	42% (51)	123
Military HH: Yes	83% (232)	17% (47)	279
Military HH: No	77% (923)	23% (270)	1193
RD/WT: Right Direction	79% (466)	21% (123)	590
RD/WT: Wrong Track	78% (688)	22% (194)	882

Continued on next page

**Table CNBC16\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:**  
 Savings account

Demographic	Yes	No	Total N
Adults	78% (1155)	22% (317)	1472
Trump Job Approve	80% (491)	20% (123)	614
Trump Job Disapprove	78% (620)	22% (173)	793
Trump Job Strongly Approve	77% (262)	23% (77)	339
Trump Job Somewhat Approve	83% (229)	17% (46)	275
Trump Job Somewhat Disapprove	77% (153)	23% (45)	199
Trump Job Strongly Disapprove	79% (467)	21% (128)	594
Favorable of Trump	80% (497)	20% (124)	621
Unfavorable of Trump	79% (622)	21% (161)	783
Very Favorable of Trump	77% (284)	23% (83)	367
Somewhat Favorable of Trump	84% (213)	16% (41)	254
Somewhat Unfavorable of Trump	80% (122)	20% (30)	152
Very Unfavorable of Trump	79% (500)	21% (131)	631
#1 Issue: Economy	81% (323)	19% (78)	401
#1 Issue: Security	78% (251)	22% (72)	323
#1 Issue: Health Care	81% (227)	19% (52)	279
#1 Issue: Medicare / Social Security	78% (155)	22% (45)	200
#1 Issue: Women's Issues	67% (37)	33% (19)	56
#1 Issue: Education	80% (72)	20% (18)	90
#1 Issue: Energy	74% (56)	26% (20)	76
#1 Issue: Other	73% (34)	27% (13)	46
2018 House Vote: Democrat	80% (444)	20% (110)	554
2018 House Vote: Republican	81% (448)	19% (103)	551
2018 House Vote: Someone else	81% (58)	19% (13)	71
2018 House Vote: Didnt Vote	69% (202)	31% (90)	292
2016 Vote: Hillary Clinton	82% (401)	18% (89)	489
2016 Vote: Donald Trump	81% (433)	19% (99)	532
2016 Vote: Someone else	80% (96)	20% (24)	120
2016 Vote: Didnt Vote	68% (224)	32% (103)	327
Voted in 2014: Yes	82% (817)	18% (183)	1000
Voted in 2014: No	72% (337)	28% (134)	472

Continued on next page

**Table CNBC16\_2: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:**  
Savings account

Demographic	Yes	No	Total N
Adults	78% (1155)	22% (317)	1472
2012 Vote: Barack Obama	80% (459)	20% (117)	575
2012 Vote: Mitt Romney	82% (347)	18% (75)	422
2012 Vote: Other	82% (50)	18% (11)	60
2012 Vote: Didn't Vote	72% (295)	28% (114)	409
4-Region: Northeast	79% (217)	21% (56)	274
4-Region: Midwest	79% (247)	21% (67)	314
4-Region: South	76% (398)	24% (127)	525
4-Region: West	81% (292)	19% (67)	358
No CC	— (0)	— (0)	0

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



**Table CNBC16\_3:** [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
Student loans

Demographic	Yes	No	Total N
Adults	19% (276)	81% (1196)	1472
Gender: Male	17% (128)	83% (629)	756
Gender: Female	21% (148)	79% (567)	715
Age: 18-29	36% (91)	64% (160)	251
Age: 30-44	31% (102)	69% (232)	334
Age: 45-54	21% (53)	79% (200)	253
Age: 55-64	8% (21)	92% (240)	261
Age: 65+	2% (8)	98% (364)	372
Generation Z: 18-21	21% (19)	79% (68)	87
Millennial: Age 22-37	38% (127)	62% (204)	331
Generation X: Age 38-53	25% (100)	75% (299)	400
Boomers: Age 54-72	5% (30)	95% (525)	555
PID: Dem (no lean)	25% (127)	75% (374)	500
PID: Ind (no lean)	16% (78)	84% (412)	490
PID: Rep (no lean)	15% (71)	85% (410)	482
PID/Gender: Dem Men	23% (53)	77% (173)	226
PID/Gender: Dem Women	27% (74)	73% (201)	275
PID/Gender: Ind Men	15% (40)	85% (227)	266
PID/Gender: Ind Women	17% (38)	83% (186)	224
PID/Gender: Rep Men	13% (35)	87% (229)	264
PID/Gender: Rep Women	17% (36)	83% (181)	217
Ideo: Liberal (1-3)	27% (124)	73% (333)	457
Ideo: Moderate (4)	16% (51)	84% (275)	326
Ideo: Conservative (5-7)	12% (67)	88% (485)	552
Educ: < College	15% (137)	85% (769)	906
Educ: Bachelors degree	25% (87)	75% (269)	357
Educ: Post-grad	25% (52)	75% (158)	210

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**Table CNBC16\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:**

*Student loans*

Demographic	Yes	No	Total N
Adults	19% (276)	81% (1196)	1472
Income: Under 50k	19% (130)	81% (561)	691
Income: 50k-100k	19% (99)	81% (416)	514
Income: 100k+	18% (47)	82% (219)	266
Ethnicity: White	16% (195)	84% (1004)	1199
Ethnicity: Hispanic	24% (50)	76% (157)	207
Ethnicity: Afr. Am.	36% (56)	64% (98)	154
Ethnicity: Other	21% (25)	79% (94)	119
Relig: Protestant	13% (43)	87% (293)	336
Relig: Roman Catholic	18% (59)	82% (276)	335
Relig: Ath./Agn./None	19% (79)	81% (341)	420
Relig: Something Else	24% (56)	76% (180)	237
Relig: Jewish	21% (8)	79% (31)	39
Relig: Evangelical	18% (64)	82% (287)	351
Relig: Non-Evang. Catholics	16% (76)	84% (388)	464
Relig: All Christian	17% (140)	83% (675)	815
Relig: All Non-Christian	21% (136)	79% (521)	656
Community: Urban	22% (68)	78% (243)	311
Community: Suburban	20% (155)	80% (638)	794
Community: Rural	14% (52)	86% (315)	367
Employ: Private Sector	24% (130)	76% (405)	535
Employ: Government	25% (29)	75% (85)	114
Employ: Self-Employed	15% (19)	85% (113)	132
Employ: Homemaker	19% (15)	81% (63)	77
Employ: Student	35% (23)	65% (44)	67
Employ: Retired	2% (9)	98% (353)	362
Employ: Unemployed	27% (16)	73% (45)	62
Employ: Other	28% (35)	72% (88)	123
Military HH: Yes	14% (38)	86% (241)	279
Military HH: No	20% (238)	80% (955)	1193
RD/WT: Right Direction	14% (80)	86% (510)	590
RD/WT: Wrong Track	22% (196)	78% (686)	882

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**Table CNBC16\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:**  
Student loans

Demographic	Yes	No	Total N
Adults	19% (276)	81% (1196)	1472
Trump Job Approve	14% (86)	86% (528)	614
Trump Job Disapprove	22% (176)	78% (616)	793
Trump Job Strongly Approve	12% (41)	88% (299)	339
Trump Job Somewhat Approve	16% (45)	84% (230)	275
Trump Job Somewhat Disapprove	23% (46)	77% (153)	199
Trump Job Strongly Disapprove	22% (130)	78% (464)	594
Favorable of Trump	14% (89)	86% (532)	621
Unfavorable of Trump	22% (170)	78% (613)	783
Very Favorable of Trump	13% (47)	87% (320)	367
Somewhat Favorable of Trump	17% (42)	83% (212)	254
Somewhat Unfavorable of Trump	17% (26)	83% (126)	152
Very Unfavorable of Trump	23% (144)	77% (487)	631
#1 Issue: Economy	23% (93)	77% (308)	401
#1 Issue: Security	10% (33)	90% (290)	323
#1 Issue: Health Care	19% (52)	81% (227)	279
#1 Issue: Medicare / Social Security	5% (11)	95% (189)	200
#1 Issue: Women's Issues	29% (16)	71% (40)	56
#1 Issue: Education	48% (43)	52% (47)	90
#1 Issue: Energy	24% (18)	76% (57)	76
#1 Issue: Other	20% (9)	80% (37)	46
2018 House Vote: Democrat	23% (127)	77% (427)	554
2018 House Vote: Republican	13% (73)	87% (478)	551
2018 House Vote: Someone else	20% (14)	80% (57)	71
2018 House Vote: Didnt Vote	21% (61)	79% (231)	292
2016 Vote: Hillary Clinton	22% (109)	78% (380)	489
2016 Vote: Donald Trump	14% (74)	86% (458)	532
2016 Vote: Someone else	19% (23)	81% (97)	120
2016 Vote: Didnt Vote	21% (70)	79% (257)	327
Voted in 2014: Yes	17% (166)	83% (834)	1000
Voted in 2014: No	23% (109)	77% (362)	472

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**Table CNBC16\_3: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:**  
Student loans

Demographic	Yes		No		Total N
Adults	19%	(276)	81%	(1196)	1472
2012 Vote: Barack Obama	20%	(118)	80%	(457)	575
2012 Vote: Mitt Romney	13%	(56)	87%	(366)	422
2012 Vote: Other	16%	(9)	84%	(51)	60
2012 Vote: Didn't Vote	23%	(93)	77%	(317)	409
4-Region: Northeast	20%	(56)	80%	(218)	274
4-Region: Midwest	19%	(58)	81%	(256)	314
4-Region: South	20%	(104)	80%	(422)	525
4-Region: West	16%	(58)	84%	(301)	358
No CC	—	(0)	—	(0)	0

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

**Table CNBC16\_4:** [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
 A Roth IRA account

Demographic	Yes	No	Total N
Adults	26% (390)	74% (1082)	1472
Gender: Male	30% (227)	70% (530)	756
Gender: Female	23% (163)	77% (552)	715
Age: 18-29	18% (45)	82% (206)	251
Age: 30-44	31% (105)	69% (229)	334
Age: 45-54	26% (67)	74% (186)	253
Age: 55-64	29% (75)	71% (186)	261
Age: 65+	26% (98)	74% (275)	372
Generation Z: 18-21	6% (5)	94% (81)	87
Millennial: Age 22-37	25% (84)	75% (247)	331
Generation X: Age 38-53	31% (124)	69% (276)	400
Boomers: Age 54-72	28% (153)	72% (402)	555
PID: Dem (no lean)	26% (128)	74% (373)	500
PID: Ind (no lean)	24% (119)	76% (371)	490
PID: Rep (no lean)	30% (143)	70% (338)	482
PID/Gender: Dem Men	29% (66)	71% (159)	226
PID/Gender: Dem Women	22% (61)	78% (213)	275
PID/Gender: Ind Men	25% (67)	75% (199)	266
PID/Gender: Ind Women	23% (52)	77% (172)	224
PID/Gender: Rep Men	35% (93)	65% (172)	264
PID/Gender: Rep Women	23% (50)	77% (167)	217
Ideo: Liberal (1-3)	27% (124)	73% (333)	457
Ideo: Moderate (4)	26% (86)	74% (240)	326
Ideo: Conservative (5-7)	29% (162)	71% (390)	552
Educ: < College	19% (170)	81% (735)	906
Educ: Bachelors degree	36% (128)	64% (229)	357
Educ: Post-grad	44% (92)	56% (118)	210

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**Table CNBC16\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
A Roth IRA account**

Demographic	Yes	No	Total N
Adults	26% (390)	74% (1082)	1472
Income: Under 50k	15% (106)	85% (585)	691
Income: 50k-100k	30% (157)	70% (358)	514
Income: 100k+	48% (127)	52% (139)	266
Ethnicity: White	27% (319)	73% (880)	1199
Ethnicity: Hispanic	17% (35)	83% (172)	207
Ethnicity: Afr. Am.	24% (37)	76% (118)	154
Ethnicity: Other	29% (34)	71% (85)	119
Relig: Protestant	31% (103)	69% (233)	336
Relig: Roman Catholic	29% (96)	71% (239)	335
Relig: Ath./Agn./None	24% (101)	76% (318)	420
Relig: Something Else	27% (64)	73% (173)	237
Relig: Jewish	34% (13)	66% (26)	39
Relig: Evangelical	24% (85)	76% (266)	351
Relig: Non-Evang. Catholics	30% (139)	70% (325)	464
Relig: All Christian	28% (224)	72% (591)	815
Relig: All Non-Christian	25% (165)	75% (491)	656
Community: Urban	23% (71)	77% (240)	311
Community: Suburban	30% (241)	70% (553)	794
Community: Rural	21% (78)	79% (289)	367
Employ: Private Sector	34% (182)	66% (353)	535
Employ: Government	36% (42)	64% (73)	114
Employ: Self-Employed	29% (39)	71% (93)	132
Employ: Homemaker	20% (15)	80% (62)	77
Employ: Student	13% (9)	87% (58)	67
Employ: Retired	25% (89)	75% (273)	362
Employ: Unemployed	7% (4)	93% (57)	62
Employ: Other	8% (10)	92% (113)	123
Military HH: Yes	26% (74)	74% (205)	279
Military HH: No	26% (316)	74% (877)	1193
RD/WT: Right Direction	28% (163)	72% (427)	590
RD/WT: Wrong Track	26% (227)	74% (656)	882

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**Table CNBC16\_4:** [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
A Roth IRA account

Demographic	Yes	No	Total N
Adults	26% (390)	74% (1082)	1472
Trump Job Approve	27% (166)	73% (448)	614
Trump Job Disapprove	26% (208)	74% (584)	793
Trump Job Strongly Approve	23% (79)	77% (260)	339
Trump Job Somewhat Approve	32% (87)	68% (188)	275
Trump Job Somewhat Disapprove	29% (58)	71% (141)	199
Trump Job Strongly Disapprove	25% (151)	75% (443)	594
Favorable of Trump	27% (169)	73% (452)	621
Unfavorable of Trump	27% (212)	73% (572)	783
Very Favorable of Trump	23% (85)	77% (283)	367
Somewhat Favorable of Trump	33% (84)	67% (170)	254
Somewhat Unfavorable of Trump	27% (42)	73% (111)	152
Very Unfavorable of Trump	27% (170)	73% (461)	631
#1 Issue: Economy	32% (127)	68% (275)	401
#1 Issue: Security	27% (86)	73% (237)	323
#1 Issue: Health Care	24% (66)	76% (213)	279
#1 Issue: Medicare / Social Security	22% (45)	78% (155)	200
#1 Issue: Women's Issues	23% (13)	77% (43)	56
#1 Issue: Education	23% (21)	77% (70)	90
#1 Issue: Energy	32% (24)	68% (52)	76
#1 Issue: Other	19% (9)	81% (38)	46
2018 House Vote: Democrat	28% (155)	72% (399)	554
2018 House Vote: Republican	31% (173)	69% (378)	551
2018 House Vote: Someone else	22% (16)	78% (55)	71
2018 House Vote: Didnt Vote	15% (43)	85% (248)	292
2016 Vote: Hillary Clinton	30% (145)	70% (344)	489
2016 Vote: Donald Trump	29% (154)	71% (378)	532
2016 Vote: Someone else	34% (41)	66% (79)	120
2016 Vote: Didnt Vote	15% (48)	85% (279)	327
Voted in 2014: Yes	31% (312)	69% (688)	1000
Voted in 2014: No	16% (77)	84% (394)	472

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**Table CNBC16\_4: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
A Roth IRA account**

Demographic	Yes	No	Total N
Adults	26% (390)	74% (1082)	1472
2012 Vote: Barack Obama	30% (173)	70% (402)	575
2012 Vote: Mitt Romney	30% (126)	70% (296)	422
2012 Vote: Other	36% (22)	64% (38)	60
2012 Vote: Didn't Vote	16% (67)	84% (342)	409
4-Region: Northeast	27% (75)	73% (199)	274
4-Region: Midwest	31% (98)	69% (216)	314
4-Region: South	23% (122)	77% (404)	525
4-Region: West	27% (95)	73% (263)	358
No CC	— (0)	— (0)	0

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



**Table CNBC16\_5:** [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
 A 401K retirement plan

Demographic	Yes	No	Total N
Adults	44% (641)	56% (831)	1472
Gender: Male	47% (356)	53% (400)	756
Gender: Female	40% (285)	60% (431)	715
Age: 18-29	32% (81)	68% (171)	251
Age: 30-44	57% (190)	43% (144)	334
Age: 45-54	46% (116)	54% (137)	253
Age: 55-64	49% (129)	51% (132)	261
Age: 65+	34% (125)	66% (247)	372
Generation Z: 18-21	12% (10)	88% (77)	87
Millennial: Age 22-37	49% (161)	51% (170)	331
Generation X: Age 38-53	52% (206)	48% (194)	400
Boomers: Age 54-72	43% (239)	57% (316)	555
PID: Dem (no lean)	45% (224)	55% (276)	500
PID: Ind (no lean)	42% (207)	58% (283)	490
PID: Rep (no lean)	43% (209)	57% (272)	482
PID/Gender: Dem Men	49% (110)	51% (115)	226
PID/Gender: Dem Women	41% (114)	59% (161)	275
PID/Gender: Ind Men	44% (116)	56% (150)	266
PID/Gender: Ind Women	41% (91)	59% (133)	224
PID/Gender: Rep Men	49% (129)	51% (135)	264
PID/Gender: Rep Women	37% (80)	63% (137)	217
Ideo: Liberal (1-3)	46% (210)	54% (247)	457
Ideo: Moderate (4)	45% (148)	55% (178)	326
Ideo: Conservative (5-7)	42% (232)	58% (320)	552
Educ: < College	35% (318)	65% (588)	906
Educ: Bachelors degree	58% (209)	42% (148)	357
Educ: Post-grad	54% (114)	46% (95)	210

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**Table CNBC16\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
A 401K retirement plan**

Demographic	Yes	No	Total N
Adults	44% (641)	56% (831)	1472
Income: Under 50k	27% (188)	73% (504)	691
Income: 50k-100k	54% (280)	46% (235)	514
Income: 100k+	65% (174)	35% (93)	266
Ethnicity: White	45% (534)	55% (665)	1199
Ethnicity: Hispanic	38% (79)	62% (128)	207
Ethnicity: Afr. Am.	40% (62)	60% (93)	154
Ethnicity: Other	38% (46)	62% (73)	119
Relig: Protestant	45% (151)	55% (185)	336
Relig: Roman Catholic	48% (161)	52% (174)	335
Relig: Ath./Agn./None	41% (170)	59% (250)	420
Relig: Something Else	42% (99)	58% (138)	237
Relig: Jewish	39% (15)	61% (24)	39
Relig: Evangelical	43% (151)	57% (200)	351
Relig: Non-Evang. Catholics	48% (222)	52% (243)	464
Relig: All Christian	46% (372)	54% (443)	815
Relig: All Non-Christian	41% (269)	59% (388)	656
Community: Urban	41% (129)	59% (182)	311
Community: Suburban	47% (376)	53% (418)	794
Community: Rural	37% (136)	63% (231)	367
Employ: Private Sector	64% (343)	36% (192)	535
Employ: Government	63% (72)	37% (42)	114
Employ: Self-Employed	27% (36)	73% (96)	132
Employ: Homemaker	40% (31)	60% (47)	77
Employ: Student	17% (11)	83% (55)	67
Employ: Retired	29% (106)	71% (256)	362
Employ: Unemployed	17% (10)	83% (51)	62
Employ: Other	26% (33)	74% (91)	123
Military HH: Yes	39% (108)	61% (170)	279
Military HH: No	45% (532)	55% (661)	1193
RD/WT: Right Direction	42% (249)	58% (340)	590
RD/WT: Wrong Track	44% (392)	56% (491)	882

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**Table CNBC16\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
A 401K retirement plan**

Demographic	Yes	No	Total N
Adults	44% (641)	56% (831)	1472
Trump Job Approve	42% (258)	58% (356)	614
Trump Job Disapprove	45% (358)	55% (435)	793
Trump Job Strongly Approve	38% (129)	62% (210)	339
Trump Job Somewhat Approve	47% (129)	53% (146)	275
Trump Job Somewhat Disapprove	47% (93)	53% (106)	199
Trump Job Strongly Disapprove	45% (265)	55% (329)	594
Favorable of Trump	42% (260)	58% (360)	621
Unfavorable of Trump	46% (361)	54% (423)	783
Very Favorable of Trump	38% (141)	62% (226)	367
Somewhat Favorable of Trump	47% (119)	53% (134)	254
Somewhat Unfavorable of Trump	46% (70)	54% (83)	152
Very Unfavorable of Trump	46% (291)	54% (340)	631
#1 Issue: Economy	49% (198)	51% (203)	401
#1 Issue: Security	39% (128)	61% (195)	323
#1 Issue: Health Care	45% (125)	55% (154)	279
#1 Issue: Medicare / Social Security	35% (70)	65% (130)	200
#1 Issue: Women's Issues	36% (20)	64% (36)	56
#1 Issue: Education	50% (46)	50% (45)	90
#1 Issue: Energy	48% (37)	52% (39)	76
#1 Issue: Other	41% (19)	59% (27)	46
2018 House Vote: Democrat	49% (272)	51% (282)	554
2018 House Vote: Republican	44% (243)	56% (308)	551
2018 House Vote: Someone else	45% (32)	55% (39)	71
2018 House Vote: Didnt Vote	32% (93)	68% (199)	292
2016 Vote: Hillary Clinton	51% (247)	49% (242)	489
2016 Vote: Donald Trump	44% (233)	56% (299)	532
2016 Vote: Someone else	43% (52)	57% (68)	120
2016 Vote: Didnt Vote	32% (105)	68% (222)	327
Voted in 2014: Yes	48% (480)	52% (520)	1000
Voted in 2014: No	34% (160)	66% (311)	472

Continued on next page

**Table CNBC16\_5: [AMONG RESPONDENTS WITH A CREDIT CARD] Please state whether you currently have any of the following:  
A 401K retirement plan**

Demographic	Yes		No		Total N
Adults	44%	(641)	56%	(831)	1472
2012 Vote: Barack Obama	50%	(289)	50%	(286)	575
2012 Vote: Mitt Romney	45%	(190)	55%	(232)	422
2012 Vote: Other	51%	(31)	49%	(30)	60
2012 Vote: Didn't Vote	31%	(128)	69%	(281)	409
4-Region: Northeast	49%	(134)	51%	(140)	274
4-Region: Midwest	44%	(140)	56%	(174)	314
4-Region: South	41%	(214)	59%	(311)	525
4-Region: West	43%	(153)	57%	(206)	358
No CC	—	(0)	—	(0)	0

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

**Table CNBC17:** [AMONG RESPONDENTS WITH CREDIT CARD DEBT AND A SAVINGS ACCOUNT] *If you compared your credit card debt to your savings account, which is greater?*

Demographic	Credit card debt		Savings		I have the same amount of money in savings as credit card debt		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	52%	(328)	36%	(227)	6%	(39)	5%	(33)	627
Gender: Male	49%	(155)	43%	(136)	6%	(18)	3%	(10)	319
Gender: Female	56%	(173)	30%	(91)	7%	(21)	7%	(23)	308
Age: 18-29	51%	(50)	32%	(31)	12%	(12)	4%	(4)	98
Age: 30-44	59%	(103)	30%	(53)	7%	(12)	4%	(7)	175
Age: 45-54	59%	(63)	29%	(31)	6%	(6)	7%	(7)	107
Age: 55-64	46%	(54)	44%	(52)	2%	(3)	8%	(9)	117
Age: 65+	45%	(58)	47%	(61)	5%	(6)	4%	(5)	130
Generation Z: 18-21	36%	(9)	59%	(15)	2%	(1)	3%	(1)	25
Millennial: Age 22-37	58%	(90)	25%	(39)	14%	(21)	3%	(5)	155
Generation X: Age 38-53	59%	(111)	31%	(59)	5%	(9)	6%	(10)	189
Boomers: Age 54-72	47%	(108)	44%	(101)	3%	(8)	6%	(14)	232
PID: Dem (no lean)	55%	(120)	33%	(73)	8%	(17)	4%	(10)	219
PID: Ind (no lean)	53%	(115)	35%	(75)	5%	(11)	6%	(14)	215
PID: Rep (no lean)	48%	(92)	41%	(79)	6%	(12)	5%	(10)	193
PID/Gender: Dem Men	53%	(55)	35%	(36)	8%	(8)	3%	(4)	103
PID/Gender: Dem Women	56%	(66)	31%	(36)	7%	(9)	5%	(6)	117
PID/Gender: Ind Men	50%	(56)	43%	(49)	5%	(6)	2%	(2)	112
PID/Gender: Ind Women	58%	(59)	26%	(26)	5%	(5)	12%	(12)	103
PID/Gender: Rep Men	43%	(45)	49%	(51)	4%	(4)	5%	(5)	104
PID/Gender: Rep Women	54%	(48)	32%	(28)	9%	(8)	5%	(5)	88
Ideo: Liberal (1-3)	57%	(117)	29%	(59)	11%	(23)	3%	(7)	206
Ideo: Moderate (4)	53%	(71)	41%	(55)	3%	(4)	3%	(4)	134
Ideo: Conservative (5-7)	45%	(106)	45%	(107)	4%	(9)	6%	(13)	235

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**Table CNBC17:** [AMONG RESPONDENTS WITH CREDIT CARD DEBT AND A SAVINGS ACCOUNT] *If you compared your credit card debt to your savings account, which is greater?*

Demographic	Credit card debt		Savings		I have the same amount of money in savings as credit card debt		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	52%	(328)	36%	(227)	6%	(39)	5%	(33)	627
Educ: < College	56%	(218)	33%	(130)	6%	(24)	5%	(21)	393
Educ: Bachelors degree	48%	(74)	39%	(60)	6%	(9)	7%	(11)	153
Educ: Post-grad	44%	(36)	46%	(37)	8%	(7)	2%	(1)	81
Income: Under 50k	57%	(157)	29%	(80)	8%	(22)	7%	(19)	278
Income: 50k-100k	51%	(120)	38%	(88)	6%	(14)	5%	(11)	233
Income: 100k+	44%	(50)	51%	(58)	3%	(3)	2%	(3)	115
Ethnicity: White	51%	(265)	38%	(197)	5%	(27)	5%	(28)	517
Ethnicity: Hispanic	50%	(43)	42%	(36)	7%	(6)	2%	(2)	86
Ethnicity: Afr. Am.	66%	(45)	20%	(14)	12%	(8)	2%	(1)	68
Ethnicity: Other	43%	(18)	38%	(16)	10%	(4)	10%	(4)	42
Relig: Protestant	53%	(76)	39%	(56)	5%	(7)	3%	(5)	144
Relig: Roman Catholic	47%	(61)	41%	(53)	6%	(8)	7%	(9)	131
Relig: Ath./Agn./None	56%	(98)	34%	(60)	6%	(11)	4%	(7)	176
Relig: Something Else	51%	(53)	37%	(37)	9%	(9)	4%	(4)	103
Relig: Jewish	29%	(3)	66%	(7)	—	(0)	5%	(1)	11
Relig: Evangelical	52%	(85)	32%	(53)	9%	(14)	8%	(12)	165
Relig: Non-Evang. Catholics	50%	(93)	41%	(76)	3%	(6)	5%	(9)	184
Relig: All Christian	51%	(178)	37%	(129)	6%	(20)	6%	(22)	349
Relig: All Non-Christian	54%	(150)	35%	(97)	7%	(19)	4%	(11)	278
Community: Urban	51%	(59)	34%	(39)	11%	(13)	4%	(5)	116
Community: Suburban	51%	(179)	38%	(135)	6%	(20)	5%	(17)	350
Community: Rural	56%	(90)	33%	(53)	5%	(7)	7%	(11)	161

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**Table CNBC17: [AMONG RESPONDENTS WITH CREDIT CARD DEBT AND A SAVINGS ACCOUNT] If you compared your credit card debt to your savings account, which is greater?**

Demographic	Credit card debt		Savings		I have the same amount of money in savings as credit card debt		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	52%	(328)	36%	(227)	6%	(39)	5%	(33)	627
Employ: Private Sector	53%	(146)	36%	(99)	7%	(19)	4%	(12)	276
Employ: Government	70%	(34)	21%	(10)	6%	(3)	3%	(1)	49
Employ: Self-Employed	27%	(16)	52%	(32)	5%	(3)	16%	(10)	61
Employ: Homemaker	61%	(19)	19%	(6)	14%	(4)	5%	(2)	32
Employ: Student	52%	(9)	39%	(6)	8%	(1)	—	(0)	16
Employ: Retired	52%	(64)	42%	(53)	3%	(4)	3%	(4)	124
Employ: Unemployed	70%	(18)	30%	(8)	—	(0)	—	(0)	25
Employ: Other	50%	(22)	30%	(13)	11%	(5)	10%	(4)	44
Military HH: Yes	52%	(68)	39%	(51)	4%	(6)	5%	(6)	131
Military HH: No	52%	(260)	35%	(176)	7%	(34)	5%	(27)	496
RD/WT: Right Direction	50%	(122)	40%	(99)	5%	(13)	5%	(11)	245
RD/WT: Wrong Track	54%	(206)	33%	(128)	7%	(26)	6%	(22)	382
Trump Job Approve	51%	(137)	40%	(106)	5%	(14)	4%	(10)	268
Trump Job Disapprove	53%	(179)	35%	(116)	8%	(25)	5%	(15)	335
Trump Job Strongly Approve	52%	(76)	38%	(56)	4%	(5)	6%	(9)	146
Trump Job Somewhat Approve	51%	(62)	42%	(51)	7%	(9)	1%	(1)	122
Trump Job Somewhat Disapprove	60%	(46)	27%	(21)	9%	(7)	4%	(3)	77
Trump Job Strongly Disapprove	51%	(133)	37%	(95)	7%	(18)	5%	(12)	258
Favorable of Trump	50%	(132)	41%	(108)	6%	(16)	4%	(10)	266
Unfavorable of Trump	54%	(188)	34%	(117)	7%	(23)	5%	(19)	347
Very Favorable of Trump	49%	(75)	40%	(60)	5%	(8)	6%	(9)	153
Somewhat Favorable of Trump	50%	(57)	42%	(48)	7%	(8)	1%	(1)	113
Somewhat Unfavorable of Trump	61%	(36)	25%	(14)	7%	(4)	7%	(4)	58
Very Unfavorable of Trump	53%	(152)	36%	(103)	6%	(19)	5%	(15)	289

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**Table CNBC17: [AMONG RESPONDENTS WITH CREDIT CARD DEBT AND A SAVINGS ACCOUNT] If you compared your credit card debt to your savings account, which is greater?**

Demographic	Credit card debt		Savings		I have the same amount of money in savings as credit card debt		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	52%	(328)	36%	(227)	6%	(39)	5%	(33)	627
#1 Issue: Economy	48%	(87)	43%	(77)	5%	(9)	4%	(7)	181
#1 Issue: Security	46%	(60)	42%	(55)	4%	(6)	8%	(10)	130
#1 Issue: Health Care	62%	(79)	26%	(33)	6%	(7)	6%	(8)	127
#1 Issue: Medicare / Social Security	44%	(34)	39%	(30)	10%	(8)	6%	(5)	77
#1 Issue: Women's Issues	64%	(13)	24%	(5)	9%	(2)	3%	(1)	21
#1 Issue: Education	62%	(27)	33%	(14)	5%	(2)	—	(0)	44
#1 Issue: Energy	58%	(18)	30%	(9)	10%	(3)	2%	(1)	30
#1 Issue: Other	55%	(10)	24%	(4)	13%	(2)	7%	(1)	18
2018 House Vote: Democrat	56%	(134)	34%	(81)	8%	(20)	3%	(6)	241
2018 House Vote: Republican	47%	(108)	45%	(102)	5%	(10)	4%	(9)	230
2018 House Vote: Someone else	61%	(18)	24%	(7)	—	(0)	14%	(4)	30
2018 House Vote: Didnt Vote	54%	(67)	29%	(36)	7%	(9)	10%	(13)	126
2016 Vote: Hillary Clinton	58%	(127)	31%	(67)	9%	(19)	3%	(6)	218
2016 Vote: Donald Trump	51%	(113)	41%	(90)	3%	(7)	5%	(12)	223
2016 Vote: Someone else	39%	(19)	41%	(20)	8%	(4)	12%	(6)	49
2016 Vote: Didnt Vote	50%	(68)	36%	(50)	7%	(10)	7%	(10)	138
Voted in 2014: Yes	53%	(222)	39%	(163)	5%	(22)	3%	(13)	420
Voted in 2014: No	51%	(106)	31%	(64)	8%	(17)	10%	(20)	207
2012 Vote: Barack Obama	56%	(138)	34%	(83)	7%	(17)	3%	(8)	245
2012 Vote: Mitt Romney	51%	(89)	42%	(74)	3%	(5)	4%	(8)	176
2012 Vote: Other	39%	(11)	42%	(12)	9%	(2)	11%	(3)	28
2012 Vote: Didn't Vote	51%	(90)	33%	(57)	8%	(14)	8%	(15)	177
4-Region: Northeast	48%	(49)	35%	(36)	7%	(7)	11%	(11)	103
4-Region: Midwest	58%	(88)	33%	(51)	5%	(7)	4%	(6)	151
4-Region: South	54%	(116)	34%	(74)	8%	(17)	5%	(10)	217
4-Region: West	48%	(74)	43%	(67)	5%	(8)	4%	(6)	156
No CC	—	(0)	—	(0)	—	(0)	—	(0)	0

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



**Table CNBC18:** [AMONG RESPONDENTS WITH CREDIT CARD DEBT] Which of the following would you say most contributes to your credit card debt?

Demographic	Discretionary spending like									Total N
	Medical bills	Necessities like rent, utilities and food	Travel	clothing and entertainment	Education	Child care	Transportation	Other, please specify	Don't know/No opinion	
Adults	12% (95)	23% (188)	9% (77)	32% (263)	3% (21)	2% (14)	3% (25)	7% (57)	9% (69)	809
Gender: Male	11% (44)	23% (95)	10% (41)	33% (133)	2% (7)	1% (5)	4% (15)	7% (28)	9% (36)	404
Gender: Female	13% (51)	23% (93)	9% (36)	32% (129)	3% (14)	2% (9)	2% (10)	7% (29)	8% (34)	405
Age: 18-29	4% (5)	35% (42)	5% (6)	28% (34)	7% (9)	4% (5)	4% (5)	8% (10)	5% (7)	121
Age: 30-44	9% (19)	26% (58)	7% (16)	36% (81)	3% (7)	4% (9)	4% (8)	4% (8)	8% (19)	224
Age: 45-54	12% (19)	26% (39)	12% (18)	28% (43)	1% (1)	— (1)	3% (4)	6% (9)	11% (17)	152
Age: 55-64	16% (24)	16% (25)	6% (10)	35% (54)	2% (2)	— (0)	5% (7)	7% (11)	13% (20)	152
Age: 65+	18% (28)	15% (24)	17% (27)	32% (52)	1% (2)	— (0)	1% (1)	12% (19)	4% (7)	159
Generation Z: 18-21	2% (1)	35% (11)	— (0)	44% (14)	7% (2)	6% (2)	2% (1)	— (0)	4% (1)	31
Millennial: Age 22-37	5% (9)	30% (58)	9% (17)	31% (60)	5% (9)	3% (6)	5% (9)	6% (13)	7% (15)	197
Generation X: Age 38-53	13% (32)	26% (67)	9% (23)	31% (80)	2% (5)	2% (6)	2% (5)	6% (14)	9% (23)	256
Boomers: Age 54-72	15% (45)	15% (45)	11% (32)	33% (96)	2% (4)	— (0)	3% (10)	10% (28)	10% (30)	290
PID: Dem (no lean)	11% (33)	28% (81)	8% (22)	31% (89)	4% (11)	2% (6)	3% (8)	6% (16)	7% (21)	287
PID: Ind (no lean)	9% (25)	19% (53)	8% (21)	38% (104)	2% (5)	3% (7)	4% (11)	9% (23)	8% (22)	272
PID: Rep (no lean)	15% (37)	22% (55)	13% (33)	28% (70)	2% (4)	1% (1)	2% (6)	7% (18)	10% (26)	250
PID/Gender: Dem Men	10% (13)	26% (34)	12% (16)	29% (38)	4% (5)	1% (1)	4% (6)	5% (7)	8% (11)	130
PID/Gender: Dem Women	13% (20)	30% (47)	4% (6)	32% (51)	4% (6)	3% (5)	2% (3)	6% (9)	6% (10)	157
PID/Gender: Ind Men	9% (12)	18% (25)	7% (10)	41% (56)	— (1)	3% (4)	5% (7)	10% (13)	7% (9)	138
PID/Gender: Ind Women	10% (13)	21% (28)	8% (11)	35% (47)	4% (5)	2% (3)	4% (5)	7% (10)	10% (13)	134
PID/Gender: Rep Men	14% (19)	27% (37)	11% (15)	28% (39)	1% (1)	— (0)	2% (3)	6% (8)	11% (15)	137
PID/Gender: Rep Women	16% (18)	16% (18)	16% (18)	28% (31)	3% (3)	1% (1)	2% (3)	9% (10)	9% (11)	113
Ideo: Liberal (1-3)	11% (28)	28% (72)	8% (21)	33% (86)	4% (11)	2% (5)	3% (9)	7% (18)	5% (13)	262
Ideo: Moderate (4)	13% (21)	19% (31)	8% (14)	37% (61)	1% (2)	2% (3)	1% (1)	8% (13)	11% (19)	167
Ideo: Conservative (5-7)	12% (39)	22% (68)	13% (40)	32% (99)	2% (5)	1% (3)	4% (11)	7% (22)	8% (24)	311

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**Table CNBC18:** [AMONG RESPONDENTS WITH CREDIT CARD DEBT] Which of the following would you say most contributes to your credit card debt?

Demographic	Medical bills	Necessities like rent, utilities and food	Travel	Discretionary spending like clothing and entertainment				Other, please specify	Don't know/No opinion	Total N
				Education	Child care	Transportation				
Adults	12% (95)	23% (188)	9% (77)	32% (263)	3% (21)	2% (14)	3% (25)	7% (57)	9% (69)	809
Educ: < College	12% (63)	25% (134)	8% (44)	32% (172)	2% (12)	1% (8)	4% (19)	6% (31)	9% (48)	531
Educ: Bachelors degree	14% (25)	21% (40)	8% (15)	32% (61)	2% (5)	2% (5)	2% (4)	10% (19)	8% (14)	187
Educ: Post-grad	7% (6)	17% (15)	20% (18)	33% (30)	5% (5)	2% (2)	2% (2)	7% (6)	8% (7)	91
Income: Under 50k	14% (55)	29% (117)	7% (30)	27% (110)	2% (7)	1% (5)	4% (18)	6% (26)	10% (40)	408
Income: 50k-100k	12% (33)	21% (58)	11% (30)	34% (94)	3% (7)	3% (7)	2% (7)	8% (22)	6% (18)	276
Income: 100k+	6% (7)	11% (13)	13% (17)	47% (59)	5% (6)	2% (2)	1% (1)	7% (8)	10% (12)	126
Ethnicity: White	12% (81)	22% (145)	10% (65)	32% (211)	2% (16)	1% (5)	4% (23)	8% (50)	9% (57)	653
Ethnicity: Hispanic	8% (10)	39% (49)	8% (11)	31% (39)	5% (6)	1% (2)	2% (2)	5% (6)	1% (1)	126
Ethnicity: Afr. Am.	9% (8)	29% (28)	8% (7)	33% (32)	4% (4)	6% (6)	2% (2)	2% (2)	7% (6)	97
Ethnicity: Other	8% (5)	26% (15)	8% (4)	32% (19)	2% (1)	5% (3)	— (0)	8% (5)	10% (6)	58
Relig: Protestant	17% (30)	13% (23)	13% (23)	32% (56)	1% (1)	— (1)	4% (8)	10% (18)	9% (15)	174
Relig: Roman Catholic	9% (15)	29% (50)	11% (19)	32% (55)	4% (6)	1% (1)	1% (3)	6% (11)	8% (14)	174
Relig: Ath./Agn./None	13% (29)	23% (52)	6% (15)	35% (80)	3% (8)	3% (6)	3% (6)	7% (17)	7% (17)	229
Relig: Something Else	8% (11)	27% (37)	12% (16)	29% (40)	4% (5)	4% (5)	4% (5)	6% (9)	7% (9)	137
Relig: Jewish	26% (5)	18% (3)	5% (1)	40% (7)	— (0)	— (0)	— (0)	4% (1)	7% (1)	18
Relig: Evangelical	15% (31)	22% (46)	11% (23)	29% (60)	1% (3)	— (1)	3% (6)	7% (15)	11% (23)	207
Relig: Non-Evang. Catholics	10% (23)	23% (54)	10% (23)	35% (83)	2% (6)	1% (2)	4% (8)	7% (16)	9% (21)	236
Relig: All Christian	12% (54)	22% (99)	10% (46)	32% (143)	2% (8)	1% (3)	3% (14)	7% (31)	10% (44)	443
Relig: All Non-Christian	11% (41)	24% (89)	8% (31)	33% (120)	3% (12)	3% (11)	3% (11)	7% (26)	7% (26)	366
Community: Urban	7% (11)	32% (53)	8% (14)	31% (51)	3% (5)	2% (3)	3% (6)	6% (9)	8% (12)	165
Community: Suburban	12% (53)	21% (92)	8% (36)	35% (153)	3% (12)	2% (8)	2% (11)	8% (36)	8% (35)	436
Community: Rural	15% (31)	21% (43)	13% (27)	28% (58)	2% (3)	2% (3)	4% (9)	6% (12)	10% (22)	208

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**Table CNBC18:** [AMONG RESPONDENTS WITH CREDIT CARD DEBT] Which of the following would you say most contributes to your credit card debt?

Demographic	Medical bills	Necessities like rent, utilities and food	Travel	Discretionary spending like clothing and entertainment				Other, please specify	Don't know/No opinion	Total N
				Education	Child care	Transportation				
Adults	12% (95)	23% (188)	9% (77)	32% (263)	3% (21)	2% (14)	3% (25)	7% (57)	9% (69)	809
Employ: Private Sector	10% (32)	22% (71)	10% (31)	34% (109)	3% (8)	2% (6)	5% (16)	7% (23)	9% (29)	326
Employ: Government	6% (4)	22% (13)	14% (8)	30% (18)	2% (1)	3% (2)	9% (6)	2% (1)	12% (7)	61
Employ: Self-Employed	6% (4)	18% (14)	10% (8)	44% (33)	2% (2)	6% (5)	— (0)	5% (3)	9% (7)	75
Employ: Homemaker	12% (5)	21% (10)	5% (2)	35% (16)	1% (1)	3% (1)	— (0)	10% (5)	13% (6)	47
Employ: Student	6% (1)	48% (12)	— (0)	17% (4)	24% (6)	2% (1)	2% (1)	— (0)	— (0)	25
Employ: Retired	24% (38)	14% (23)	14% (22)	32% (52)	1% (2)	— (0)	— (1)	11% (18)	4% (6)	161
Employ: Unemployed	2% (1)	49% (18)	4% (1)	32% (11)	— (0)	— (0)	2% (1)	8% (3)	4% (1)	36
Employ: Other	12% (9)	36% (28)	4% (3)	24% (18)	2% (2)	— (0)	2% (1)	4% (3)	16% (13)	78
Military HH: Yes	9% (15)	21% (35)	15% (24)	35% (58)	2% (4)	2% (3)	1% (1)	7% (12)	8% (13)	165
Military HH: No	12% (80)	24% (153)	8% (53)	32% (204)	3% (17)	2% (11)	4% (24)	7% (45)	9% (56)	644
RD/WT: Right Direction	12% (38)	22% (69)	11% (36)	30% (96)	3% (9)	2% (6)	2% (8)	7% (22)	11% (36)	320
RD/WT: Wrong Track	12% (57)	24% (120)	8% (41)	34% (166)	2% (11)	2% (8)	4% (18)	7% (35)	7% (34)	489
Trump Job Approve	12% (43)	21% (71)	12% (43)	30% (105)	3% (11)	1% (3)	3% (12)	7% (25)	10% (34)	346
Trump Job Disapprove	11% (49)	25% (106)	8% (32)	35% (151)	2% (9)	3% (11)	3% (14)	7% (30)	6% (26)	430
Trump Job Strongly Approve	14% (27)	20% (40)	11% (21)	27% (52)	4% (7)	— (0)	3% (6)	9% (17)	13% (24)	194
Trump Job Somewhat Approve	10% (16)	21% (32)	15% (22)	35% (53)	2% (4)	2% (3)	4% (5)	5% (7)	7% (10)	152
Trump Job Somewhat Disapprove	10% (10)	29% (29)	2% (2)	38% (38)	3% (3)	3% (3)	3% (3)	1% (1)	10% (10)	99
Trump Job Strongly Disapprove	12% (39)	23% (77)	9% (30)	34% (114)	2% (6)	3% (8)	3% (11)	9% (29)	5% (16)	331
Favorable of Trump	14% (48)	21% (72)	13% (44)	28% (97)	3% (9)	1% (3)	3% (10)	8% (26)	11% (36)	345
Unfavorable of Trump	11% (47)	25% (110)	7% (32)	36% (159)	3% (11)	2% (11)	3% (15)	7% (30)	5% (23)	438
Very Favorable of Trump	16% (31)	19% (37)	12% (25)	25% (49)	3% (6)	— (0)	4% (7)	9% (19)	13% (25)	199
Somewhat Favorable of Trump	12% (17)	23% (34)	13% (19)	33% (48)	2% (3)	2% (3)	2% (3)	5% (7)	7% (11)	146
Somewhat Unfavorable of Trump	7% (5)	26% (18)	2% (1)	40% (28)	1% (1)	4% (3)	7% (5)	3% (2)	10% (7)	70
Very Unfavorable of Trump	11% (42)	25% (92)	8% (30)	36% (131)	3% (11)	2% (8)	3% (10)	8% (28)	4% (16)	368

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**Table CNBC18:** [AMONG RESPONDENTS WITH CREDIT CARD DEBT] Which of the following would you say most contributes to your credit card debt?

Demographic	Medical bills	Necessities like rent, utilities and food	Travel	Discretionary spending like clothing and entertainment				Other, please specify	Don't know/No opinion	Total N
				Education	Child care	Transportation				
Adults	12% (95)	23% (188)	9% (77)	32% (263)	3% (21)	2% (14)	3% (25)	7% (57)	9% (69)	809
#1 Issue: Economy	11% (25)	27% (62)	8% (18)	35% (81)	— (1)	2% (6)	3% (8)	8% (19)	6% (14)	233
#1 Issue: Security	9% (16)	21% (38)	14% (24)	33% (59)	1% (3)	1% (2)	2% (3)	6% (11)	13% (23)	178
#1 Issue: Health Care	15% (22)	19% (28)	9% (13)	35% (52)	1% (2)	1% (2)	3% (5)	7% (11)	10% (14)	150
#1 Issue: Medicare / Social Security	21% (21)	21% (21)	9% (9)	25% (25)	2% (2)	— (0)	1% (1)	10% (10)	10% (10)	99
#1 Issue: Women's Issues	6% (2)	32% (10)	14% (4)	28% (9)	4% (1)	2% (1)	8% (3)	4% (1)	2% (1)	32
#1 Issue: Education	8% (5)	21% (12)	6% (3)	36% (20)	12% (7)	7% (4)	3% (1)	2% (1)	6% (3)	56
#1 Issue: Energy	8% (3)	23% (9)	6% (2)	37% (14)	12% (5)	— (0)	4% (2)	7% (3)	2% (1)	38
#1 Issue: Other	3% (1)	36% (8)	9% (2)	13% (3)	3% (1)	2% (1)	14% (3)	5% (1)	14% (3)	23
2018 House Vote: Democrat	13% (40)	21% (66)	9% (29)	33% (103)	3% (10)	3% (9)	4% (11)	8% (23)	6% (17)	308
2018 House Vote: Republican	11% (34)	21% (60)	13% (40)	33% (98)	2% (6)	1% (2)	3% (9)	8% (22)	8% (23)	294
2018 House Vote: Someone else	14% (5)	18% (7)	— (0)	37% (14)	3% (1)	— (0)	— (0)	4% (2)	25% (10)	38
2018 House Vote: Didn't Vote	9% (15)	33% (55)	5% (9)	29% (48)	3% (4)	1% (2)	3% (6)	6% (10)	11% (19)	168
2016 Vote: Hillary Clinton	13% (35)	21% (58)	10% (28)	34% (93)	4% (11)	2% (7)	2% (6)	8% (23)	5% (14)	274
2016 Vote: Donald Trump	15% (42)	21% (60)	11% (30)	30% (88)	2% (6)	1% (3)	4% (11)	8% (22)	9% (26)	287
2016 Vote: Someone else	7% (5)	19% (12)	16% (10)	28% (17)	— (0)	1% (1)	5% (3)	5% (3)	18% (11)	61
2016 Vote: Didn't Vote	7% (13)	32% (59)	5% (9)	35% (65)	2% (5)	1% (2)	3% (5)	5% (9)	10% (18)	185
Voted in 2014: Yes	13% (70)	21% (111)	11% (59)	32% (169)	3% (15)	1% (6)	4% (19)	8% (44)	8% (40)	534
Voted in 2014: No	9% (24)	28% (77)	7% (18)	34% (93)	2% (6)	3% (8)	2% (7)	5% (13)	11% (29)	275
2012 Vote: Barack Obama	11% (35)	25% (82)	9% (28)	33% (105)	4% (11)	2% (8)	3% (8)	8% (25)	6% (19)	322
2012 Vote: Mitt Romney	15% (34)	18% (39)	13% (28)	32% (70)	2% (4)	— (1)	3% (8)	9% (19)	8% (18)	220
2012 Vote: Other	10% (4)	14% (5)	13% (5)	32% (12)	— (0)	— (0)	4% (2)	2% (1)	24% (9)	37
2012 Vote: Didn't Vote	10% (22)	27% (63)	7% (15)	33% (75)	3% (6)	2% (6)	3% (8)	5% (12)	10% (23)	229
4-Region: Northeast	8% (11)	19% (27)	6% (9)	38% (53)	4% (6)	2% (3)	4% (6)	6% (8)	12% (17)	139
4-Region: Midwest	11% (20)	16% (30)	17% (31)	36% (67)	3% (5)	2% (3)	4% (7)	6% (10)	6% (10)	183
4-Region: South	17% (51)	25% (74)	9% (25)	27% (81)	2% (5)	3% (8)	2% (6)	7% (20)	9% (25)	295
4-Region: West	6% (12)	30% (58)	6% (12)	32% (62)	3% (5)	— (1)	3% (7)	10% (18)	9% (17)	192

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**Table CNBC18:** [AMONG RESPONDENTS WITH CREDIT CARD DEBT] Which of the following would you say most contributes to your credit card debt?

Demographic	Medical bills	Necessities like rent, utilities and food	Travel	Discretionary spending like clothing and entertainment	Education	Child care	Transportation	Other, please specify	Don't know/No opinion	Total N
Adults No CC	12% (95) — (0)	23% (188) — (0)	9% (77) — (0)	32% (263) — (0)	3% (21) — (0)	2% (14) — (0)	3% (25) — (0)	7% (57) — (0)	9% (69) — (0)	809 0

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

**Table CNBC19:** A mobile payment app, like Google Pay or Apple Pay, allows users to pay expenses using their cell phone. Do you currently use apps like this to pay for your expenses?

Demographic	Yes	No	Total N
Adults	25% (540)	75% (1660)	2200
Gender: Male	26% (274)	74% (788)	1062
Gender: Female	23% (266)	77% (872)	1138
Age: 18-29	38% (181)	62% (294)	475
Age: 30-44	30% (163)	70% (376)	538
Age: 45-54	26% (102)	74% (289)	391
Age: 55-64	18% (63)	82% (297)	360
Age: 65+	7% (32)	93% (405)	436
Generation Z: 18-21	33% (62)	67% (126)	189
Millennial: Age 22-37	38% (212)	62% (353)	566
Generation X: Age 38-53	26% (161)	74% (461)	622
Boomers: Age 54-72	14% (101)	86% (602)	703
PID: Dem (no lean)	27% (203)	73% (557)	761
PID: Ind (no lean)	26% (200)	74% (577)	777
PID: Rep (no lean)	21% (138)	79% (525)	662
PID/Gender: Dem Men	27% (92)	73% (243)	336
PID/Gender: Dem Women	26% (111)	74% (314)	425
PID/Gender: Ind Men	26% (100)	74% (278)	378
PID/Gender: Ind Women	25% (100)	75% (299)	399
PID/Gender: Rep Men	24% (82)	76% (266)	348
PID/Gender: Rep Women	18% (56)	82% (259)	314
Ideo: Liberal (1-3)	31% (208)	69% (462)	670
Ideo: Moderate (4)	24% (121)	76% (389)	510
Ideo: Conservative (5-7)	19% (137)	81% (584)	721
Educ: < College	24% (366)	76% (1146)	1512
Educ: Bachelors degree	25% (113)	75% (331)	444
Educ: Post-grad	25% (61)	75% (183)	244

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**Table CNBC19:** A mobile payment app, like Google Pay or Apple Pay, allows users to pay expenses using their cell phone. Do you currently use apps like this to pay for your expenses?

Demographic	Yes	No	Total N
Adults	25% (540)	75% (1660)	2200
Income: Under 50k	24% (292)	76% (952)	1244
Income: 50k-100k	24% (153)	76% (488)	641
Income: 100k+	30% (95)	70% (220)	315
Ethnicity: White	22% (386)	78% (1336)	1722
Ethnicity: Hispanic	36% (127)	64% (222)	349
Ethnicity: Afr. Am.	35% (95)	65% (179)	274
Ethnicity: Other	29% (60)	71% (144)	204
Relig: Protestant	17% (73)	83% (356)	428
Relig: Roman Catholic	23% (98)	77% (332)	431
Relig: Ath./Agn./None	26% (181)	74% (511)	692
Relig: Something Else	33% (125)	67% (255)	380
Relig: Jewish	31% (14)	69% (31)	45
Relig: Evangelical	22% (118)	78% (425)	543
Relig: Non-Evang. Catholics	20% (117)	80% (468)	585
Relig: All Christian	21% (235)	79% (894)	1128
Relig: All Non-Christian	29% (306)	71% (766)	1072
Community: Urban	31% (158)	69% (351)	509
Community: Suburban	24% (263)	76% (842)	1104
Community: Rural	20% (120)	80% (467)	586
Employ: Private Sector	28% (199)	72% (505)	704
Employ: Government	28% (43)	72% (108)	151
Employ: Self-Employed	31% (63)	69% (142)	204
Employ: Homemaker	21% (32)	79% (121)	153
Employ: Student	42% (59)	58% (81)	140
Employ: Retired	9% (39)	91% (415)	454
Employ: Unemployed	22% (38)	78% (134)	172
Employ: Other	31% (68)	69% (155)	223
Military HH: Yes	21% (77)	79% (283)	360
Military HH: No	25% (463)	75% (1377)	1840
RD/WT: Right Direction	21% (183)	79% (670)	853
RD/WT: Wrong Track	27% (357)	73% (990)	1347

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**Table CNBC19:** A mobile payment app, like Google Pay or Apple Pay, allows users to pay expenses using their cell phone. Do you currently use apps like this to pay for your expenses?

Demographic	Yes	No	Total N
Adults	25% (540)	75% (1660)	2200
Trump Job Approve	22% (199)	78% (690)	889
Trump Job Disapprove	27% (314)	73% (867)	1181
Trump Job Strongly Approve	17% (80)	83% (387)	467
Trump Job Somewhat Approve	28% (119)	72% (303)	421
Trump Job Somewhat Disapprove	25% (73)	75% (215)	288
Trump Job Strongly Disapprove	27% (241)	73% (652)	893
Favorable of Trump	22% (190)	78% (683)	873
Unfavorable of Trump	27% (309)	73% (856)	1165
Very Favorable of Trump	21% (107)	79% (414)	521
Somewhat Favorable of Trump	23% (83)	77% (269)	352
Somewhat Unfavorable of Trump	27% (61)	73% (167)	228
Very Unfavorable of Trump	27% (249)	73% (689)	937
#1 Issue: Economy	31% (176)	69% (400)	575
#1 Issue: Security	17% (77)	83% (368)	444
#1 Issue: Health Care	27% (118)	73% (313)	431
#1 Issue: Medicare / Social Security	12% (32)	88% (240)	272
#1 Issue: Women's Issues	37% (42)	63% (72)	114
#1 Issue: Education	29% (41)	71% (100)	142
#1 Issue: Energy	35% (42)	65% (78)	120
#1 Issue: Other	12% (12)	88% (90)	102
2018 House Vote: Democrat	27% (209)	73% (559)	768
2018 House Vote: Republican	20% (141)	80% (549)	690
2018 House Vote: Someone else	17% (16)	83% (80)	96
2018 House Vote: Didnt Vote	27% (172)	73% (467)	639
2016 Vote: Hillary Clinton	27% (185)	73% (488)	673
2016 Vote: Donald Trump	20% (137)	80% (547)	685
2016 Vote: Someone else	25% (40)	75% (121)	161
2016 Vote: Didnt Vote	26% (178)	74% (495)	673
Voted in 2014: Yes	23% (307)	77% (1031)	1338
Voted in 2014: No	27% (234)	73% (628)	862

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**Table CNBC19:** A mobile payment app, like Google Pay or Apple Pay, allows users to pay expenses using their cell phone. Do you currently use apps like this to pay for your expenses?

Demographic	Yes	No	Total N
Adults	25% (540)	75% (1660)	2200
2012 Vote: Barack Obama	26% (205)	74% (592)	797
2012 Vote: Mitt Romney	15% (80)	85% (451)	531
2012 Vote: Other	21% (18)	79% (68)	85
2012 Vote: Didn't Vote	30% (238)	70% (543)	781
4-Region: Northeast	25% (99)	75% (294)	394
4-Region: Midwest	23% (105)	77% (358)	462
4-Region: South	24% (196)	76% (628)	824
4-Region: West	27% (140)	73% (380)	520
No CC	30% (219)	70% (509)	728

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

**Table CNBC20:** *And based on what you know, would you prefer to use a payment app or a credit card to pay for expenses?*

Demographic	I would prefer to use a payment app		I would prefer to use a credit card		I would not have a preference between using a credit card or payment app		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(316)	44%	(959)	20%	(445)	22%	(480)	2200
Gender: Male	14%	(152)	47%	(502)	20%	(214)	18%	(194)	1062
Gender: Female	14%	(164)	40%	(457)	20%	(231)	25%	(286)	1138
Age: 18-29	21%	(98)	34%	(160)	26%	(121)	20%	(95)	475
Age: 30-44	15%	(81)	36%	(192)	27%	(144)	22%	(121)	538
Age: 45-54	15%	(60)	37%	(146)	17%	(68)	30%	(116)	391
Age: 55-64	14%	(52)	48%	(172)	18%	(66)	19%	(70)	360
Age: 65+	6%	(25)	66%	(289)	10%	(45)	18%	(77)	436
Generation Z: 18-21	21%	(39)	27%	(50)	25%	(48)	27%	(51)	189
Millennial: Age 22-37	20%	(112)	36%	(205)	26%	(145)	18%	(103)	566
Generation X: Age 38-53	14%	(86)	37%	(230)	22%	(136)	27%	(170)	622
Boomers: Age 54-72	10%	(74)	55%	(389)	15%	(105)	19%	(136)	703
PID: Dem (no lean)	15%	(115)	43%	(330)	24%	(179)	18%	(137)	761
PID: Ind (no lean)	16%	(126)	38%	(293)	20%	(155)	26%	(202)	777
PID: Rep (no lean)	11%	(76)	51%	(336)	17%	(110)	21%	(141)	662
PID/Gender: Dem Men	15%	(49)	46%	(155)	25%	(84)	14%	(48)	336
PID/Gender: Dem Women	15%	(66)	41%	(175)	22%	(95)	21%	(88)	425
PID/Gender: Ind Men	18%	(66)	40%	(150)	21%	(78)	22%	(84)	378
PID/Gender: Ind Women	15%	(60)	36%	(144)	19%	(77)	30%	(118)	399
PID/Gender: Rep Men	11%	(37)	57%	(197)	15%	(52)	18%	(61)	348
PID/Gender: Rep Women	12%	(38)	44%	(138)	18%	(58)	25%	(79)	314
Ideo: Liberal (1-3)	18%	(123)	41%	(277)	25%	(166)	16%	(104)	670
Ideo: Moderate (4)	15%	(77)	44%	(225)	21%	(108)	20%	(100)	510
Ideo: Conservative (5-7)	12%	(84)	53%	(382)	17%	(125)	18%	(130)	721
Educ: < College	15%	(232)	38%	(577)	21%	(315)	26%	(387)	1512
Educ: Bachelors degree	12%	(54)	54%	(238)	20%	(90)	14%	(62)	444
Educ: Post-grad	12%	(30)	59%	(144)	16%	(39)	13%	(31)	244

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**Table CNBC20:** And based on what you know, would you prefer to use a payment app or a credit card to pay for expenses?

Demographic	I would prefer to use a payment app		I would prefer to use a credit card		I would not have a preference between using a credit card or payment app		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(316)	44%	(959)	20%	(445)	22%	(480)	2200
Income: Under 50k	15%	(184)	36%	(450)	20%	(253)	29%	(357)	1244
Income: 50k-100k	13%	(85)	52%	(332)	19%	(125)	16%	(100)	641
Income: 100k+	15%	(47)	56%	(177)	21%	(68)	7%	(23)	315
Ethnicity: White	14%	(238)	45%	(780)	19%	(326)	22%	(377)	1722
Ethnicity: Hispanic	19%	(66)	34%	(120)	24%	(84)	23%	(79)	349
Ethnicity: Afr. Am.	17%	(48)	34%	(92)	28%	(76)	21%	(58)	274
Ethnicity: Other	15%	(30)	42%	(87)	21%	(42)	22%	(45)	204
Relig: Protestant	10%	(42)	58%	(248)	14%	(62)	18%	(76)	428
Relig: Roman Catholic	13%	(58)	51%	(219)	17%	(73)	19%	(81)	431
Relig: Ath./Agn./None	14%	(99)	37%	(259)	25%	(176)	23%	(158)	692
Relig: Something Else	16%	(61)	43%	(164)	19%	(72)	22%	(83)	380
Relig: Jewish	12%	(5)	76%	(34)	6%	(3)	6%	(3)	45
Relig: Evangelical	17%	(90)	40%	(220)	19%	(101)	24%	(132)	543
Relig: Non-Evang. Catholics	11%	(66)	54%	(316)	16%	(96)	18%	(107)	585
Relig: All Christian	14%	(156)	48%	(536)	17%	(197)	21%	(239)	1128
Relig: All Non-Christian	15%	(160)	39%	(423)	23%	(248)	22%	(241)	1072
Community: Urban	15%	(75)	41%	(207)	26%	(130)	19%	(97)	509
Community: Suburban	14%	(154)	47%	(523)	18%	(196)	21%	(231)	1104
Community: Rural	15%	(87)	39%	(230)	20%	(118)	26%	(151)	586
Employ: Private Sector	13%	(95)	47%	(327)	22%	(157)	18%	(125)	704
Employ: Government	16%	(24)	54%	(82)	18%	(27)	12%	(18)	151
Employ: Self-Employed	24%	(50)	34%	(69)	18%	(37)	23%	(48)	204
Employ: Homemaker	19%	(29)	36%	(56)	22%	(33)	23%	(35)	153
Employ: Student	23%	(32)	32%	(45)	26%	(36)	19%	(27)	140
Employ: Retired	8%	(35)	61%	(279)	13%	(61)	17%	(79)	454
Employ: Unemployed	15%	(26)	23%	(39)	25%	(43)	37%	(63)	172
Employ: Other	12%	(27)	28%	(63)	22%	(50)	38%	(84)	223

Continued on next page

**Table CNBC20:** And based on what you know, would you prefer to use a payment app or a credit card to pay for expenses?

Demographic	I would prefer to use a payment app		I would prefer to use a credit card		I would not have a preference between using a credit card or payment app		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(316)	44%	(959)	20%	(445)	22%	(480)	2200
Military HH: Yes	11%	(40)	55%	(196)	17%	(62)	17%	(61)	360
Military HH: No	15%	(276)	41%	(763)	21%	(383)	23%	(419)	1840
RD/WT: Right Direction	13%	(115)	46%	(392)	18%	(158)	22%	(189)	853
RD/WT: Wrong Track	15%	(202)	42%	(567)	21%	(287)	22%	(291)	1347
Trump Job Approve	14%	(121)	47%	(416)	19%	(168)	21%	(184)	889
Trump Job Disapprove	15%	(182)	44%	(514)	22%	(258)	19%	(226)	1181
Trump Job Strongly Approve	11%	(52)	50%	(233)	18%	(84)	21%	(99)	467
Trump Job Somewhat Approve	16%	(69)	43%	(183)	20%	(84)	20%	(85)	421
Trump Job Somewhat Disapprove	15%	(42)	43%	(124)	22%	(64)	20%	(58)	288
Trump Job Strongly Disapprove	16%	(140)	44%	(390)	22%	(195)	19%	(168)	893
Favorable of Trump	14%	(119)	48%	(417)	17%	(149)	22%	(188)	873
Unfavorable of Trump	15%	(180)	44%	(508)	23%	(262)	18%	(215)	1165
Very Favorable of Trump	12%	(62)	48%	(249)	16%	(85)	24%	(124)	521
Somewhat Favorable of Trump	16%	(57)	48%	(168)	18%	(63)	18%	(64)	352
Somewhat Unfavorable of Trump	15%	(34)	41%	(93)	21%	(49)	23%	(51)	228
Very Unfavorable of Trump	15%	(145)	44%	(415)	23%	(214)	17%	(164)	937
#1 Issue: Economy	18%	(102)	43%	(249)	22%	(126)	17%	(98)	575
#1 Issue: Security	11%	(50)	47%	(211)	19%	(85)	22%	(98)	444
#1 Issue: Health Care	14%	(60)	45%	(192)	20%	(84)	22%	(95)	431
#1 Issue: Medicare / Social Security	9%	(26)	54%	(146)	13%	(36)	24%	(65)	272
#1 Issue: Women's Issues	24%	(27)	32%	(36)	26%	(30)	18%	(21)	114
#1 Issue: Education	17%	(25)	37%	(52)	27%	(38)	19%	(27)	142
#1 Issue: Energy	16%	(20)	37%	(45)	24%	(29)	22%	(27)	120
#1 Issue: Other	7%	(7)	28%	(29)	16%	(17)	48%	(49)	102
2018 House Vote: Democrat	14%	(106)	48%	(371)	22%	(166)	16%	(125)	768
2018 House Vote: Republican	10%	(72)	53%	(367)	16%	(114)	20%	(137)	690
2018 House Vote: Someone else	14%	(13)	37%	(36)	8%	(8)	41%	(39)	96
2018 House Vote: Didnt Vote	19%	(121)	29%	(184)	25%	(158)	28%	(177)	639

Continued on next page

**Table CNBC20:** And based on what you know, would you prefer to use a payment app or a credit card to pay for expenses?

Demographic	I would prefer to use a payment app		I would prefer to use a credit card		I would not have a preference between using a credit card or payment app		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(316)	44%	(959)	20%	(445)	22%	(480)	2200
2016 Vote: Hillary Clinton	14%	(93)	48%	(325)	22%	(148)	16%	(106)	673
2016 Vote: Donald Trump	11%	(78)	53%	(363)	18%	(122)	18%	(122)	685
2016 Vote: Someone else	20%	(32)	38%	(61)	15%	(25)	27%	(43)	161
2016 Vote: Didn't Vote	17%	(112)	31%	(209)	22%	(149)	30%	(203)	673
Voted in 2014: Yes	12%	(160)	51%	(684)	18%	(239)	19%	(255)	1338
Voted in 2014: No	18%	(156)	32%	(275)	24%	(206)	26%	(225)	862
2012 Vote: Barack Obama	14%	(110)	48%	(380)	21%	(164)	18%	(142)	797
2012 Vote: Mitt Romney	9%	(49)	56%	(299)	17%	(89)	18%	(93)	531
2012 Vote: Other	8%	(7)	50%	(43)	16%	(14)	26%	(22)	85
2012 Vote: Didn't Vote	19%	(150)	30%	(233)	23%	(178)	28%	(219)	781
4-Region: Northeast	13%	(49)	44%	(173)	21%	(81)	23%	(89)	394
4-Region: Midwest	14%	(66)	44%	(202)	17%	(81)	25%	(114)	462
4-Region: South	14%	(115)	40%	(329)	25%	(204)	21%	(176)	824
4-Region: West	17%	(86)	49%	(255)	15%	(79)	19%	(101)	520
No CC	21%	(154)	18%	(128)	27%	(200)	34%	(247)	728

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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	475	22%
	Age: 30-44	538	24%
	Age: 45-54	391	18%
	Age: 55-64	360	16%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-21	189	9%
	Millennial: Age 22-37	566	26%
	Generation X: Age 38-53	622	28%
	Boomers: Age 54-72	703	32%
	N	2080	
xpid3	PID: Dem (no lean)	761	35%
	PID: Ind (no lean)	777	35%
	PID: Rep (no lean)	662	30%
	N	2200	
xpidGender	PID/Gender: Dem Men	336	15%
	PID/Gender: Dem Women	425	19%
	PID/Gender: Ind Men	378	17%
	PID/Gender: Ind Women	399	18%
	PID/Gender: Rep Men	348	16%
	PID/Gender: Rep Women	314	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	670	30%
	Ideo: Moderate (4)	510	23%
	Ideo: Conservative (5-7)	721	33%
	N	1902	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1244	57%
	Income: 50k-100k	641	29%
	Income: 100k+	315	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	428	19%
	Relig: Roman Catholic	431	20%
	Relig: Ath./Agn./None	692	31%
	Relig: Something Else	380	17%
	N	1931	
xreligion1	Relig: Jewish	45	2%
xreligion2	Relig: Evangelical	543	25%
	Relig: Non-Evang. Catholics	585	27%
	N	1128	
xreligion3	Relig: All Christian	1128	51%
	Relig: All Non-Christian	1072	49%
	N	2200	
xdemUsr	Community: Urban	509	23%
	Community: Suburban	1104	50%
	Community: Rural	586	27%
	N	2200	
xdemEmploy	Employ: Private Sector	704	32%
	Employ: Government	151	7%
	Employ: Self-Employed	204	9%
	Employ: Homemaker	153	7%
	Employ: Student	140	6%
	Employ: Retired	454	21%
	Employ: Unemployed	172	8%
	Employ: Other	223	10%
	N	2200	
xdemMilHH1	Military HH: Yes	360	16%
	Military HH: No	1840	84%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	853	39%
	RD/WT: Wrong Track	1347	61%
	N	2200	
Trump_Approve	Trump Job Approve	889	40%
	Trump Job Disapprove	1181	54%
	N	2069	
Trump_Approve2	Trump Job Strongly Approve	467	21%
	Trump Job Somewhat Approve	421	19%
	Trump Job Somewhat Disapprove	288	13%
	Trump Job Strongly Disapprove	893	41%
	N	2069	
Trump_Fav	Favorable of Trump	873	40%
	Unfavorable of Trump	1165	53%
	N	2038	
Trump_Fav_FULL	Very Favorable of Trump	521	24%
	Somewhat Favorable of Trump	352	16%
	Somewhat Unfavorable of Trump	228	10%
	Very Unfavorable of Trump	937	43%
	N	2038	
xnr3	#1 Issue: Economy	575	26%
	#1 Issue: Security	444	20%
	#1 Issue: Health Care	431	20%
	#1 Issue: Medicare / Social Security	272	12%
	#1 Issue: Women's Issues	114	5%
	#1 Issue: Education	142	6%
	#1 Issue: Energy	120	5%
	#1 Issue: Other	102	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	768	35%
	2018 House Vote: Republican	690	31%
	2018 House Vote: Someone else	96	4%
	2018 House Vote: Didnt Vote	639	29%
	N	2193	
xsubVote16O	2016 Vote: Hillary Clinton	673	31%
	2016 Vote: Donald Trump	685	31%
	2016 Vote: Someone else	161	7%
	2016 Vote: Didnt Vote	673	31%
	N	2192	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1338	61%
	Voted in 2014: No	862	39%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	797	36%
	2012 Vote: Mitt Romney	531	24%
	2012 Vote: Other	85	4%
	2012 Vote: Didn't Vote	781	35%
	N	2193	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
No CC	No CC	728	33%

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

