

National Tracking Poll #191056
October 24-27, 2019

Crosstabulation Results

Methodology:

This poll was conducted between October 24-October 27, 2019 among a national sample of 2329 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, 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 IHS1: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Adults	14% (323)	6% (136)	9% (208)	18% (413)	46% (1060)	8% (189)	2329
Gender: Male	13% (149)	7% (81)	9% (101)	21% (233)	41% (465)	8% (95)	1124
Gender: Female	14% (174)	5% (55)	9% (107)	15% (180)	49% (595)	8% (93)	1205
Age: 18-29	20% (93)	9% (44)	10% (49)	9% (42)	42% (197)	10% (47)	471
Age: 30-44	13% (78)	6% (36)	8% (47)	18% (109)	46% (276)	9% (54)	601
Age: 45-54	12% (46)	4% (15)	6% (25)	23% (91)	48% (188)	6% (25)	388
Age: 55-64	11% (46)	4% (18)	9% (35)	24% (97)	46% (185)	6% (25)	407
Age: 65+	13% (60)	5% (24)	11% (52)	16% (74)	46% (215)	8% (37)	462
Generation Z: 18-22	27% (53)	12% (23)	11% (22)	6% (11)	30% (59)	15% (30)	197
Millennial: Age 23-38	13% (86)	7% (48)	9% (57)	16% (102)	48% (311)	8% (50)	654
Generation X: Age 39-54	13% (79)	4% (23)	7% (42)	21% (129)	48% (290)	8% (47)	609
Boomers: Age 55-73	13% (97)	4% (31)	10% (79)	20% (154)	47% (358)	6% (49)	769
PID: Dem (no lean)	14% (111)	7% (52)	10% (79)	17% (135)	45% (359)	8% (60)	794
PID: Ind (no lean)	14% (114)	6% (51)	8% (67)	18% (151)	44% (369)	11% (90)	842
PID: Rep (no lean)	14% (99)	5% (34)	9% (61)	18% (127)	48% (333)	6% (39)	693
PID/Gender: Dem Men	15% (52)	8% (30)	12% (42)	22% (80)	36% (129)	7% (24)	358
PID/Gender: Dem Women	13% (58)	5% (22)	8% (37)	12% (54)	53% (230)	8% (35)	436
PID/Gender: Ind Men	10% (44)	7% (31)	7% (31)	21% (88)	43% (180)	11% (47)	422
PID/Gender: Ind Women	17% (70)	5% (20)	9% (36)	15% (63)	45% (189)	10% (42)	420
PID/Gender: Rep Men	15% (53)	6% (20)	8% (28)	19% (64)	45% (156)	7% (24)	344
PID/Gender: Rep Women	13% (45)	4% (13)	10% (34)	18% (63)	51% (177)	5% (16)	348
Ideo: Liberal (1-3)	13% (75)	7% (41)	11% (68)	16% (98)	47% (282)	6% (38)	602
Ideo: Moderate (4)	13% (78)	6% (35)	9% (49)	19% (112)	45% (257)	8% (45)	576
Ideo: Conservative (5-7)	14% (110)	6% (47)	9% (69)	19% (153)	47% (370)	6% (47)	795
Educ: < College	16% (253)	6% (91)	7% (118)	15% (234)	47% (758)	9% (148)	1601
Educ: Bachelors degree	10% (47)	6% (27)	10% (49)	25% (119)	43% (201)	6% (28)	470
Educ: Post-grad	9% (23)	7% (19)	16% (41)	23% (60)	39% (101)	5% (13)	258

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Table IHS1: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Adults	14% (323)	6% (136)	9% (208)	18% (413)	46% (1060)	8% (189)	2329
Income: Under 50k	18% (227)	5% (68)	6% (82)	13% (171)	47% (602)	11% (144)	1293
Income: 50k-100k	11% (78)	7% (48)	10% (75)	22% (157)	47% (343)	4% (29)	731
Income: 100k+	6% (18)	7% (20)	17% (51)	28% (85)	38% (115)	5% (15)	304
Ethnicity: White	13% (246)	6% (111)	9% (160)	18% (328)	46% (834)	8% (144)	1823
Ethnicity: Hispanic	16% (60)	5% (19)	12% (43)	13% (49)	46% (170)	8% (29)	370
Ethnicity: Afr. Am.	17% (50)	7% (21)	7% (19)	18% (54)	43% (124)	8% (22)	290
Ethnicity: Other	12% (27)	2% (5)	13% (28)	15% (31)	47% (102)	11% (23)	216
All Christian	13% (134)	5% (51)	9% (95)	19% (190)	48% (480)	6% (58)	1008
All Non-Christian	21% (22)	8% (8)	9% (9)	23% (24)	30% (31)	8% (8)	102
Atheist	19% (19)	9% (10)	9% (10)	16% (16)	35% (36)	12% (13)	104
Agnostic/Nothing in particular	13% (148)	6% (67)	8% (94)	16% (183)	46% (513)	10% (110)	1116
Religious Non-Protestant/Catholic	21% (25)	7% (8)	9% (12)	21% (26)	33% (41)	9% (10)	122
Evangelical	15% (96)	5% (30)	7% (46)	17% (113)	52% (337)	4% (27)	649
Non-Evangelical	13% (106)	5% (44)	9% (79)	19% (158)	46% (385)	7% (62)	835
Community: Urban	14% (79)	7% (41)	11% (60)	17% (96)	42% (235)	9% (51)	563
Community: Suburban	13% (145)	5% (58)	10% (109)	19% (215)	46% (514)	7% (83)	1124
Community: Rural	16% (100)	6% (37)	6% (38)	16% (102)	48% (310)	8% (55)	642
Employ: Private Sector	10% (71)	7% (48)	9% (63)	26% (186)	46% (329)	3% (22)	718
Employ: Government	11% (15)	5% (7)	10% (14)	22% (30)	50% (68)	1% (2)	136
Employ: Self-Employed	12% (23)	6% (11)	8% (15)	20% (37)	43% (82)	11% (21)	189
Employ: Homemaker	18% (34)	4% (7)	3% (6)	15% (30)	51% (98)	9% (18)	195
Employ: Retired	14% (76)	5% (28)	12% (66)	14% (78)	45% (244)	9% (47)	539
Employ: Unemployed	24% (56)	5% (13)	8% (19)	10% (24)	38% (92)	15% (36)	240
Employ: Other	12% (25)	5% (10)	6% (12)	11% (25)	52% (111)	14% (30)	214
Military HH: Yes	11% (45)	5% (19)	12% (49)	20% (82)	45% (185)	8% (34)	414
Military HH: No	14% (278)	6% (117)	8% (159)	17% (331)	46% (875)	8% (155)	1915
RD/WT: Right Direction	14% (123)	5% (47)	10% (83)	18% (156)	46% (404)	6% (56)	871
RD/WT: Wrong Track	14% (200)	6% (89)	9% (125)	18% (256)	45% (656)	9% (132)	1458
Trump Job Approve	15% (140)	5% (49)	9% (86)	17% (158)	48% (448)	6% (54)	936
Trump Job Disapprove	13% (169)	7% (83)	9% (114)	19% (237)	44% (556)	8% (103)	1261

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Table IHS1: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Adults	14% (323)	6% (136)	9% (208)	18% (413)	46% (1060)	8% (189)	2329
Trump Job Strongly Approve	15% (77)	5% (24)	9% (46)	15% (77)	49% (244)	7% (33)	501
Trump Job Somewhat Approve	14% (63)	6% (26)	9% (40)	19% (81)	47% (204)	5% (21)	435
Trump Job Somewhat Disapprove	11% (36)	9% (28)	7% (24)	19% (59)	44% (140)	10% (31)	318
Trump Job Strongly Disapprove	14% (133)	6% (55)	10% (90)	19% (177)	44% (416)	8% (71)	943
Favorable of Trump	15% (136)	6% (52)	8% (73)	17% (151)	49% (441)	6% (57)	910
Unfavorable of Trump	12% (157)	6% (77)	10% (126)	19% (242)	45% (569)	8% (96)	1267
Very Favorable of Trump	16% (87)	6% (32)	8% (41)	14% (78)	48% (261)	7% (40)	540
Somewhat Favorable of Trump	13% (48)	5% (20)	8% (31)	20% (73)	49% (180)	5% (17)	370
Somewhat Unfavorable of Trump	11% (30)	5% (14)	8% (21)	20% (52)	48% (127)	8% (21)	265
Very Unfavorable of Trump	13% (127)	6% (63)	10% (105)	19% (190)	44% (442)	8% (76)	1002
#1 Issue: Economy	13% (75)	6% (33)	8% (48)	21% (124)	47% (280)	6% (36)	597
#1 Issue: Security	13% (60)	5% (21)	10% (43)	17% (77)	47% (211)	8% (36)	447
#1 Issue: Health Care	13% (51)	7% (28)	9% (34)	20% (79)	45% (178)	7% (26)	396
#1 Issue: Medicare / Social Security	14% (51)	6% (21)	9% (32)	18% (65)	46% (164)	8% (27)	360
#1 Issue: Women's Issues	22% (32)	7% (9)	7% (10)	9% (12)	43% (61)	13% (19)	143
#1 Issue: Education	11% (14)	10% (13)	8% (10)	10% (13)	47% (59)	13% (16)	125
#1 Issue: Energy	19% (28)	7% (9)	11% (16)	15% (22)	40% (56)	8% (11)	141
#1 Issue: Other	11% (13)	1% (1)	12% (14)	18% (22)	43% (52)	14% (17)	119
2018 House Vote: Democrat	11% (89)	6% (47)	11% (86)	19% (152)	45% (354)	8% (61)	789
2018 House Vote: Republican	15% (107)	6% (41)	9% (66)	20% (145)	46% (330)	5% (33)	722
2018 House Vote: Someone else	11% (12)	7% (8)	14% (16)	21% (23)	38% (41)	8% (9)	109
2016 Vote: Hillary Clinton	13% (96)	6% (41)	11% (81)	20% (143)	44% (319)	6% (46)	726
2016 Vote: Donald Trump	14% (101)	6% (45)	8% (57)	19% (137)	47% (344)	6% (47)	730
2016 Vote: Other	8% (14)	5% (10)	10% (19)	24% (44)	44% (82)	9% (16)	184
2016 Vote: Didn't Vote	16% (111)	6% (40)	7% (51)	13% (88)	46% (315)	11% (79)	685
Voted in 2014: Yes	12% (167)	5% (71)	10% (136)	22% (301)	46% (635)	6% (85)	1395
Voted in 2014: No	17% (157)	7% (65)	8% (71)	12% (112)	45% (425)	11% (104)	934
2012 Vote: Barack Obama	12% (105)	5% (42)	11% (96)	20% (167)	45% (384)	7% (60)	854
2012 Vote: Mitt Romney	13% (71)	5% (30)	8% (45)	22% (119)	48% (267)	4% (21)	553
2012 Vote: Other	8% (7)	6% (6)	9% (8)	24% (21)	42% (37)	10% (9)	88
2012 Vote: Didn't Vote	17% (140)	7% (59)	7% (59)	12% (103)	44% (367)	12% (98)	825

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Table IHS1: When it comes to saving and spending money, which of the following do you consider your top priority?

Demographic	Shopping	Dining out	Traveling	Saving for retirement	Paying down debt	None of the above	Total N
Adults	14% (323)	6% (136)	9% (208)	18% (413)	46% (1060)	8% (189)	2329
4-Region: Northeast	11% (45)	7% (29)	10% (40)	20% (85)	46% (193)	6% (25)	417
4-Region: Midwest	14% (69)	5% (23)	8% (38)	17% (85)	45% (218)	12% (56)	489
4-Region: South	13% (115)	7% (63)	8% (72)	17% (152)	47% (410)	7% (61)	873
4-Region: West	17% (94)	4% (21)	10% (58)	17% (92)	43% (239)	8% (47)	550

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

Table IHS2: Do you tend to shop more:

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(567)	44%	(1022)	29%	(676)	3%	(64)	2329
Gender: Male	26%	(293)	44%	(498)	27%	(302)	3%	(31)	1124
Gender: Female	23%	(273)	44%	(524)	31%	(374)	3%	(33)	1205
Age: 18-29	28%	(131)	40%	(190)	29%	(139)	2%	(11)	471
Age: 30-44	29%	(172)	37%	(222)	31%	(184)	4%	(24)	601
Age: 45-54	27%	(103)	40%	(157)	30%	(116)	3%	(13)	388
Age: 55-64	16%	(65)	53%	(214)	29%	(119)	2%	(8)	407
Age: 65+	21%	(96)	52%	(240)	26%	(118)	2%	(8)	462
Generation Z: 18-22	23%	(46)	41%	(80)	31%	(62)	5%	(9)	197
Millennial: Age 23-38	29%	(191)	36%	(234)	33%	(213)	2%	(15)	654
Generation X: Age 39-54	28%	(169)	42%	(254)	27%	(163)	4%	(23)	609
Boomers: Age 55-73	19%	(145)	51%	(392)	28%	(216)	2%	(15)	769
PID: Dem (no lean)	25%	(201)	45%	(358)	27%	(215)	3%	(21)	794
PID: Ind (no lean)	22%	(183)	45%	(378)	29%	(246)	4%	(35)	842
PID: Rep (no lean)	26%	(183)	41%	(287)	31%	(215)	1%	(9)	693
PID/Gender: Dem Men	29%	(105)	45%	(160)	23%	(83)	3%	(11)	358
PID/Gender: Dem Women	22%	(96)	45%	(198)	30%	(133)	2%	(10)	436
PID/Gender: Ind Men	22%	(93)	46%	(193)	29%	(121)	4%	(15)	422
PID/Gender: Ind Women	22%	(90)	44%	(185)	30%	(125)	5%	(20)	420
PID/Gender: Rep Men	28%	(96)	42%	(145)	29%	(99)	1%	(5)	344
PID/Gender: Rep Women	25%	(87)	41%	(141)	33%	(116)	1%	(4)	348
Ideo: Liberal (1-3)	31%	(186)	39%	(237)	29%	(176)	—	(2)	602
Ideo: Moderate (4)	22%	(127)	48%	(276)	28%	(160)	2%	(13)	576
Ideo: Conservative (5-7)	26%	(207)	42%	(334)	31%	(243)	2%	(12)	795
Educ: < College	21%	(344)	46%	(739)	29%	(463)	3%	(55)	1601
Educ: Bachelors degree	29%	(137)	41%	(194)	29%	(136)	1%	(4)	470
Educ: Post-grad	33%	(86)	35%	(89)	30%	(77)	2%	(5)	258
Income: Under 50k	20%	(253)	50%	(650)	26%	(335)	4%	(54)	1293
Income: 50k-100k	27%	(199)	38%	(281)	33%	(244)	1%	(7)	731
Income: 100k+	37%	(114)	30%	(91)	32%	(97)	1%	(2)	304
Ethnicity: White	25%	(456)	44%	(795)	29%	(526)	2%	(45)	1823
Ethnicity: Hispanic	22%	(81)	43%	(158)	34%	(125)	2%	(6)	370

Continued on next page

Table IHS2: Do you tend to shop more:

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(567)	44%	(1022)	29%	(676)	3%	(64)	2329
Ethnicity: Afr. Am.	25%	(71)	44%	(129)	28%	(82)	3%	(9)	290
Ethnicity: Other	18%	(39)	46%	(98)	31%	(68)	5%	(11)	216
All Christian	24%	(242)	45%	(456)	29%	(292)	2%	(17)	1008
All Non-Christian	27%	(27)	39%	(39)	31%	(31)	4%	(4)	102
Atheist	38%	(39)	29%	(30)	32%	(33)	1%	(1)	104
Agnostic/Nothing in particular	23%	(258)	44%	(496)	29%	(319)	4%	(42)	1116
Religious Non-Protestant/Catholic	25%	(30)	41%	(50)	31%	(37)	3%	(4)	122
Evangelical	22%	(142)	45%	(294)	31%	(200)	2%	(13)	649
Non-Evangelical	24%	(203)	44%	(364)	30%	(253)	2%	(16)	835
Community: Urban	24%	(133)	45%	(253)	28%	(160)	3%	(17)	563
Community: Suburban	25%	(282)	43%	(483)	29%	(327)	3%	(32)	1124
Community: Rural	24%	(152)	45%	(286)	29%	(189)	2%	(15)	642
Employ: Private Sector	28%	(200)	39%	(278)	33%	(235)	1%	(5)	718
Employ: Government	32%	(44)	39%	(53)	27%	(36)	2%	(3)	136
Employ: Self-Employed	30%	(56)	35%	(66)	31%	(59)	4%	(8)	189
Employ: Homemaker	22%	(44)	43%	(83)	32%	(63)	3%	(5)	195
Employ: Retired	19%	(103)	52%	(282)	26%	(143)	2%	(12)	539
Employ: Unemployed	19%	(45)	45%	(108)	31%	(74)	5%	(12)	240
Employ: Other	20%	(42)	55%	(118)	16%	(35)	9%	(19)	214
Military HH: Yes	24%	(100)	41%	(169)	31%	(130)	3%	(14)	414
Military HH: No	24%	(467)	45%	(853)	29%	(546)	3%	(50)	1915
RD/WT: Right Direction	24%	(209)	45%	(395)	29%	(251)	2%	(14)	871
RD/WT: Wrong Track	24%	(357)	43%	(627)	29%	(425)	3%	(50)	1458
Trump Job Approve	24%	(228)	43%	(404)	30%	(284)	2%	(20)	936
Trump Job Disapprove	25%	(319)	44%	(553)	29%	(362)	2%	(26)	1261
Trump Job Strongly Approve	23%	(116)	45%	(225)	30%	(151)	2%	(9)	501
Trump Job Somewhat Approve	26%	(113)	41%	(179)	30%	(132)	3%	(11)	435
Trump Job Somewhat Disapprove	27%	(86)	45%	(144)	25%	(81)	2%	(7)	318
Trump Job Strongly Disapprove	25%	(232)	43%	(410)	30%	(281)	2%	(20)	943
Favorable of Trump	25%	(223)	44%	(397)	30%	(270)	2%	(20)	910
Unfavorable of Trump	25%	(318)	44%	(558)	29%	(373)	2%	(19)	1267

Continued on next page

Table IHS2: Do you tend to shop more:

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(567)	44%	(1022)	29%	(676)	3%	(64)	2329
Very Favorable of Trump	24%	(128)	43%	(232)	31%	(166)	3%	(14)	540
Somewhat Favorable of Trump	26%	(96)	45%	(165)	28%	(104)	2%	(6)	370
Somewhat Unfavorable of Trump	25%	(66)	45%	(118)	29%	(78)	1%	(3)	265
Very Unfavorable of Trump	25%	(251)	44%	(439)	29%	(295)	2%	(16)	1002
#1 Issue: Economy	25%	(148)	43%	(255)	30%	(179)	2%	(15)	597
#1 Issue: Security	24%	(107)	45%	(200)	28%	(127)	3%	(13)	447
#1 Issue: Health Care	30%	(120)	38%	(149)	31%	(121)	2%	(6)	396
#1 Issue: Medicare / Social Security	17%	(63)	55%	(197)	24%	(88)	4%	(13)	360
#1 Issue: Women's Issues	22%	(32)	48%	(69)	27%	(39)	2%	(3)	143
#1 Issue: Education	27%	(33)	39%	(49)	30%	(37)	4%	(5)	125
#1 Issue: Energy	31%	(43)	33%	(47)	33%	(47)	3%	(5)	141
#1 Issue: Other	17%	(21)	47%	(56)	32%	(38)	3%	(4)	119
2018 House Vote: Democrat	26%	(204)	44%	(350)	28%	(219)	2%	(16)	789
2018 House Vote: Republican	25%	(180)	42%	(306)	32%	(229)	1%	(7)	722
2018 House Vote: Someone else	24%	(26)	36%	(40)	36%	(39)	4%	(5)	109
2016 Vote: Hillary Clinton	28%	(202)	43%	(311)	28%	(202)	2%	(12)	726
2016 Vote: Donald Trump	23%	(169)	43%	(310)	33%	(242)	1%	(9)	730
2016 Vote: Other	22%	(40)	47%	(87)	28%	(52)	3%	(5)	184
2016 Vote: Didn't Vote	23%	(156)	45%	(310)	26%	(180)	6%	(39)	685
Voted in 2014: Yes	25%	(344)	44%	(616)	29%	(411)	2%	(24)	1395
Voted in 2014: No	24%	(222)	44%	(407)	28%	(265)	4%	(40)	934
2012 Vote: Barack Obama	27%	(229)	44%	(373)	28%	(237)	2%	(16)	854
2012 Vote: Mitt Romney	23%	(126)	45%	(250)	31%	(172)	1%	(4)	553
2012 Vote: Other	28%	(24)	36%	(31)	32%	(28)	5%	(4)	88
2012 Vote: Didn't Vote	23%	(187)	44%	(360)	29%	(238)	5%	(40)	825
4-Region: Northeast	30%	(125)	37%	(152)	31%	(130)	2%	(10)	417
4-Region: Midwest	24%	(118)	47%	(231)	25%	(122)	4%	(19)	489
4-Region: South	24%	(208)	45%	(395)	28%	(245)	3%	(25)	873
4-Region: West	21%	(116)	44%	(244)	33%	(180)	2%	(11)	550

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

Table IHS3: *And, when it comes to holiday shopping specifically, do you tend to shop more:*

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	33%	(759)	33%	(769)	29%	(674)	5%	(126)	2329
Gender: Male	32%	(363)	35%	(398)	27%	(300)	6%	(63)	1124
Gender: Female	33%	(397)	31%	(371)	31%	(374)	5%	(63)	1205
Age: 18-29	30%	(140)	34%	(160)	31%	(147)	5%	(24)	471
Age: 30-44	36%	(219)	30%	(180)	28%	(169)	6%	(34)	601
Age: 45-54	36%	(139)	27%	(107)	32%	(124)	5%	(19)	388
Age: 55-64	28%	(116)	37%	(149)	30%	(121)	5%	(21)	407
Age: 65+	32%	(146)	38%	(174)	24%	(113)	6%	(29)	462
Generation Z: 18-22	24%	(47)	41%	(81)	26%	(52)	9%	(18)	197
Millennial: Age 23-38	35%	(231)	29%	(190)	33%	(214)	3%	(19)	654
Generation X: Age 39-54	36%	(220)	29%	(176)	29%	(175)	7%	(40)	609
Boomers: Age 55-73	30%	(234)	37%	(282)	27%	(209)	6%	(43)	769
PID: Dem (no lean)	32%	(250)	34%	(268)	30%	(234)	5%	(42)	794
PID: Ind (no lean)	31%	(260)	34%	(289)	28%	(235)	7%	(58)	842
PID: Rep (no lean)	36%	(249)	31%	(213)	30%	(205)	4%	(26)	693
PID/Gender: Dem Men	31%	(112)	35%	(126)	28%	(101)	5%	(19)	358
PID/Gender: Dem Women	32%	(138)	32%	(141)	31%	(134)	5%	(23)	436
PID/Gender: Ind Men	31%	(132)	36%	(153)	25%	(106)	7%	(30)	422
PID/Gender: Ind Women	31%	(128)	32%	(135)	31%	(129)	7%	(28)	420
PID/Gender: Rep Men	34%	(119)	34%	(119)	27%	(93)	4%	(14)	344
PID/Gender: Rep Women	37%	(130)	27%	(95)	32%	(112)	3%	(12)	348
Ideo: Liberal (1-3)	37%	(225)	30%	(178)	30%	(180)	3%	(18)	602
Ideo: Moderate (4)	31%	(179)	35%	(203)	29%	(170)	4%	(24)	576
Ideo: Conservative (5-7)	36%	(290)	31%	(249)	29%	(232)	3%	(25)	795
Educ: < College	30%	(475)	35%	(557)	29%	(468)	6%	(101)	1601
Educ: Bachelors degree	37%	(172)	31%	(148)	28%	(134)	3%	(16)	470
Educ: Post-grad	43%	(112)	25%	(65)	28%	(73)	4%	(9)	258
Income: Under 50k	27%	(354)	38%	(491)	27%	(346)	8%	(102)	1293
Income: 50k-100k	35%	(259)	29%	(212)	33%	(244)	2%	(16)	731
Income: 100k+	48%	(146)	22%	(67)	27%	(83)	3%	(8)	304
Ethnicity: White	34%	(616)	33%	(606)	28%	(516)	5%	(85)	1823
Ethnicity: Hispanic	26%	(97)	38%	(139)	33%	(122)	3%	(12)	370

Continued on next page

Table IHS3: *And, when it comes to holiday shopping specifically, do you tend to shop more:*

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	33%	(759)	33%	(769)	29%	(674)	5%	(126)	2329
Ethnicity: Afr. Am.	31%	(89)	33%	(96)	29%	(84)	8%	(22)	290
Ethnicity: Other	25%	(55)	31%	(68)	35%	(75)	9%	(19)	216
All Christian	33%	(336)	32%	(326)	31%	(314)	3%	(32)	1008
All Non-Christian	30%	(31)	33%	(34)	25%	(25)	11%	(12)	102
Atheist	49%	(51)	20%	(21)	28%	(29)	3%	(4)	104
Agnostic/Nothing in particular	31%	(342)	35%	(389)	27%	(306)	7%	(79)	1116
Religious Non-Protestant/Catholic	30%	(36)	37%	(45)	23%	(29)	9%	(12)	122
Evangelical	30%	(193)	35%	(228)	31%	(200)	4%	(29)	649
Non-Evangelical	34%	(280)	31%	(259)	32%	(264)	4%	(32)	835
Community: Urban	30%	(167)	37%	(207)	28%	(159)	5%	(30)	563
Community: Suburban	33%	(372)	32%	(360)	29%	(331)	5%	(61)	1124
Community: Rural	34%	(221)	31%	(202)	29%	(185)	5%	(35)	642
Employ: Private Sector	38%	(270)	29%	(205)	31%	(221)	3%	(22)	718
Employ: Government	36%	(48)	33%	(45)	29%	(39)	2%	(3)	136
Employ: Self-Employed	40%	(76)	33%	(62)	24%	(45)	3%	(6)	189
Employ: Homemaker	28%	(55)	28%	(54)	40%	(79)	4%	(7)	195
Employ: Retired	29%	(155)	39%	(211)	26%	(143)	6%	(31)	539
Employ: Unemployed	26%	(63)	35%	(84)	27%	(65)	12%	(28)	240
Employ: Other	27%	(57)	34%	(73)	27%	(58)	12%	(26)	214
Military HH: Yes	35%	(146)	31%	(127)	28%	(116)	6%	(25)	414
Military HH: No	32%	(614)	34%	(642)	29%	(559)	5%	(101)	1915
RD/WT: Right Direction	32%	(276)	35%	(303)	30%	(258)	4%	(34)	871
RD/WT: Wrong Track	33%	(484)	32%	(466)	29%	(417)	6%	(92)	1458
Trump Job Approve	34%	(318)	33%	(311)	28%	(266)	4%	(41)	936
Trump Job Disapprove	33%	(418)	32%	(406)	29%	(372)	5%	(65)	1261
Trump Job Strongly Approve	32%	(160)	36%	(182)	28%	(140)	4%	(19)	501
Trump Job Somewhat Approve	36%	(159)	30%	(128)	29%	(126)	5%	(22)	435
Trump Job Somewhat Disapprove	30%	(96)	35%	(110)	31%	(99)	4%	(13)	318
Trump Job Strongly Disapprove	34%	(322)	31%	(296)	29%	(273)	6%	(52)	943
Favorable of Trump	34%	(311)	33%	(298)	29%	(262)	4%	(39)	910
Unfavorable of Trump	33%	(414)	33%	(412)	30%	(384)	5%	(58)	1267

Continued on next page

Table IHS3: *And, when it comes to holiday shopping specifically, do you tend to shop more:*

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	33%	(759)	33%	(769)	29%	(674)	5%	(126)	2329
Very Favorable of Trump	31%	(166)	34%	(184)	31%	(165)	5%	(24)	540
Somewhat Favorable of Trump	39%	(144)	31%	(113)	26%	(98)	4%	(15)	370
Somewhat Unfavorable of Trump	28%	(74)	38%	(101)	30%	(80)	4%	(11)	265
Very Unfavorable of Trump	34%	(340)	31%	(311)	30%	(304)	5%	(47)	1002
#1 Issue: Economy	35%	(206)	31%	(188)	30%	(181)	4%	(22)	597
#1 Issue: Security	36%	(160)	30%	(135)	28%	(125)	6%	(26)	447
#1 Issue: Health Care	38%	(151)	29%	(116)	29%	(113)	4%	(17)	396
#1 Issue: Medicare / Social Security	25%	(91)	44%	(157)	25%	(91)	6%	(21)	360
#1 Issue: Women's Issues	33%	(47)	30%	(43)	29%	(42)	8%	(12)	143
#1 Issue: Education	26%	(32)	35%	(44)	31%	(39)	8%	(9)	125
#1 Issue: Energy	28%	(40)	33%	(47)	32%	(45)	6%	(9)	141
#1 Issue: Other	26%	(31)	33%	(39)	32%	(38)	9%	(10)	119
2018 House Vote: Democrat	33%	(261)	33%	(258)	30%	(238)	4%	(33)	789
2018 House Vote: Republican	37%	(265)	31%	(223)	30%	(215)	2%	(18)	722
2018 House Vote: Someone else	34%	(37)	33%	(36)	27%	(30)	6%	(7)	109
2016 Vote: Hillary Clinton	34%	(249)	32%	(229)	30%	(219)	4%	(29)	726
2016 Vote: Donald Trump	35%	(255)	31%	(227)	31%	(224)	3%	(24)	730
2016 Vote: Other	38%	(70)	32%	(58)	25%	(47)	5%	(9)	184
2016 Vote: Didn't Vote	27%	(184)	37%	(252)	27%	(184)	9%	(65)	685
Voted in 2014: Yes	34%	(476)	32%	(447)	30%	(424)	3%	(48)	1395
Voted in 2014: No	30%	(284)	35%	(322)	27%	(250)	8%	(78)	934
2012 Vote: Barack Obama	35%	(295)	32%	(277)	29%	(251)	4%	(31)	854
2012 Vote: Mitt Romney	36%	(198)	32%	(175)	29%	(161)	3%	(18)	553
2012 Vote: Other	36%	(32)	24%	(21)	32%	(29)	8%	(7)	88
2012 Vote: Didn't Vote	28%	(234)	36%	(293)	28%	(229)	8%	(70)	825
4-Region: Northeast	36%	(149)	27%	(113)	32%	(135)	5%	(19)	417
4-Region: Midwest	33%	(163)	35%	(170)	26%	(126)	6%	(31)	489
4-Region: South	31%	(267)	35%	(306)	29%	(253)	5%	(46)	873
4-Region: West	33%	(180)	33%	(181)	29%	(161)	5%	(30)	550

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

Table IHS4_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know / No opinion	Total N
Adults	75% (1735)	18% (428)	4% (83)	1% (20)	3% (63)	2329
Gender: Male	72% (812)	20% (224)	4% (46)	1% (13)	3% (29)	1124
Gender: Female	77% (924)	17% (204)	3% (36)	1% (7)	3% (34)	1205
Age: 18-29	84% (394)	9% (42)	3% (14)	— (1)	4% (20)	471
Age: 30-44	78% (466)	14% (87)	3% (15)	1% (7)	4% (26)	601
Age: 45-54	76% (293)	18% (72)	4% (15)	— (1)	2% (8)	388
Age: 55-64	72% (291)	23% (92)	3% (13)	1% (6)	1% (5)	407
Age: 65+	63% (291)	29% (136)	6% (26)	1% (5)	1% (4)	462
Generation Z: 18-22	79% (157)	7% (15)	5% (10)	1% (1)	8% (15)	197
Millennial: Age 23-38	82% (538)	13% (83)	2% (13)	— (3)	3% (17)	654
Generation X: Age 39-54	75% (458)	17% (103)	3% (21)	1% (5)	4% (22)	609
Boomers: Age 55-73	69% (531)	24% (188)	4% (32)	1% (10)	1% (9)	769
PID: Dem (no lean)	77% (609)	16% (130)	4% (32)	1% (5)	2% (19)	794
PID: Ind (no lean)	74% (625)	17% (140)	4% (36)	1% (10)	4% (31)	842
PID: Rep (no lean)	72% (501)	23% (158)	2% (15)	1% (5)	2% (14)	693
PID/Gender: Dem Men	77% (275)	16% (59)	4% (15)	1% (2)	2% (7)	358
PID/Gender: Dem Women	76% (334)	16% (72)	4% (17)	1% (3)	3% (12)	436
PID/Gender: Ind Men	70% (296)	20% (83)	5% (22)	2% (8)	3% (13)	422
PID/Gender: Ind Women	78% (329)	14% (57)	3% (14)	1% (2)	4% (18)	420
PID/Gender: Rep Men	70% (240)	24% (83)	3% (9)	1% (3)	3% (10)	344
PID/Gender: Rep Women	75% (261)	22% (75)	2% (6)	1% (2)	1% (4)	348
Ideo: Liberal (1-3)	78% (469)	16% (94)	4% (26)	1% (4)	1% (8)	602
Ideo: Moderate (4)	77% (441)	18% (104)	4% (25)	— (3)	1% (3)	576
Ideo: Conservative (5-7)	73% (578)	23% (186)	3% (21)	1% (5)	1% (6)	795
Educ: < College	75% (1194)	17% (277)	4% (60)	1% (16)	3% (53)	1601
Educ: Bachelors degree	74% (347)	22% (103)	3% (13)	— (2)	1% (5)	470
Educ: Post-grad	75% (194)	19% (48)	4% (9)	1% (2)	2% (4)	258
Income: Under 50k	73% (945)	17% (226)	4% (53)	1% (13)	4% (55)	1293
Income: 50k-100k	75% (547)	21% (151)	3% (20)	1% (6)	1% (7)	731
Income: 100k+	80% (243)	17% (51)	3% (9)	— (1)	— (1)	304
Ethnicity: White	74% (1351)	19% (350)	3% (61)	1% (17)	2% (43)	1823

Continued on next page

Table IHS4_1: How familiar are you with each of the following?*Black Friday*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't know / No opinion		Total N
Adults	75%	(1735)	18%	(428)	4%	(83)	1%	(20)	3%	(63)	2329
Ethnicity: Hispanic	82%	(303)	11%	(41)	5%	(18)	—	(1)	2%	(7)	370
Ethnicity: Afr. Am.	76%	(220)	17%	(49)	4%	(11)	—	(1)	3%	(10)	290
Ethnicity: Other	76%	(164)	13%	(29)	5%	(10)	1%	(2)	5%	(10)	216
All Christian	73%	(739)	20%	(206)	4%	(41)	1%	(8)	1%	(14)	1008
All Non-Christian	84%	(85)	9%	(9)	3%	(3)	—	(0)	4%	(4)	102
Atheist	76%	(79)	19%	(20)	2%	(2)	—	(0)	3%	(3)	104
Agnostic/Nothing in particular	75%	(832)	17%	(193)	3%	(37)	1%	(12)	4%	(42)	1116
Religious Non-Protestant/Catholic	82%	(100)	10%	(12)	3%	(4)	—	(0)	5%	(6)	122
Evangelical	77%	(503)	18%	(118)	3%	(18)	—	(3)	1%	(8)	649
Non-Evangelical	74%	(619)	20%	(166)	3%	(28)	1%	(4)	2%	(17)	835
Community: Urban	73%	(414)	17%	(96)	5%	(31)	—	(2)	4%	(20)	563
Community: Suburban	76%	(859)	18%	(200)	3%	(35)	1%	(11)	2%	(18)	1124
Community: Rural	72%	(462)	21%	(133)	3%	(17)	1%	(6)	4%	(24)	642
Employ: Private Sector	79%	(566)	17%	(121)	3%	(19)	—	(3)	1%	(10)	718
Employ: Government	80%	(109)	12%	(16)	4%	(6)	1%	(1)	3%	(4)	136
Employ: Self-Employed	75%	(142)	20%	(37)	4%	(7)	1%	(2)	—	(1)	189
Employ: Homemaker	80%	(155)	13%	(25)	3%	(6)	1%	(2)	3%	(7)	195
Employ: Retired	66%	(354)	27%	(145)	5%	(27)	1%	(7)	1%	(6)	539
Employ: Unemployed	72%	(173)	16%	(39)	4%	(9)	1%	(3)	7%	(16)	240
Employ: Other	75%	(160)	14%	(31)	3%	(6)	1%	(1)	7%	(16)	214
Military HH: Yes	72%	(299)	21%	(86)	5%	(19)	1%	(4)	1%	(6)	414
Military HH: No	75%	(1436)	18%	(342)	3%	(64)	1%	(16)	3%	(57)	1915
RD/WT: Right Direction	72%	(625)	21%	(186)	4%	(33)	1%	(7)	2%	(18)	871
RD/WT: Wrong Track	76%	(1110)	17%	(242)	3%	(49)	1%	(12)	3%	(45)	1458
Trump Job Approve	72%	(677)	21%	(201)	3%	(31)	1%	(9)	2%	(20)	936
Trump Job Disapprove	77%	(975)	17%	(210)	4%	(44)	1%	(9)	2%	(23)	1261
Trump Job Strongly Approve	73%	(365)	20%	(99)	4%	(20)	1%	(5)	2%	(12)	501
Trump Job Somewhat Approve	72%	(311)	23%	(102)	2%	(11)	1%	(4)	2%	(8)	435
Trump Job Somewhat Disapprove	72%	(229)	21%	(68)	4%	(12)	1%	(3)	2%	(6)	318
Trump Job Strongly Disapprove	79%	(746)	15%	(142)	3%	(33)	1%	(6)	2%	(17)	943

Continued on next page

**Table IHS4_1: How familiar are you with each of the following?
Black Friday**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't know / No opinion		Total N
Adults	75%	(1735)	18%	(428)	4%	(83)	1%	(20)	3%	(63)	2329
Favorable of Trump	73%	(665)	22%	(200)	2%	(21)	1%	(6)	2%	(17)	910
Unfavorable of Trump	78%	(984)	16%	(206)	4%	(54)	1%	(10)	1%	(13)	1267
Very Favorable of Trump	76%	(408)	19%	(100)	2%	(13)	1%	(5)	3%	(14)	540
Somewhat Favorable of Trump	69%	(257)	27%	(100)	2%	(8)	—	(1)	1%	(4)	370
Somewhat Unfavorable of Trump	72%	(191)	20%	(54)	5%	(14)	—	(1)	2%	(5)	265
Very Unfavorable of Trump	79%	(793)	15%	(152)	4%	(40)	1%	(9)	1%	(8)	1002
#1 Issue: Economy	80%	(478)	15%	(92)	2%	(13)	1%	(5)	1%	(8)	597
#1 Issue: Security	71%	(316)	23%	(104)	3%	(14)	1%	(3)	2%	(10)	447
#1 Issue: Health Care	76%	(302)	18%	(70)	4%	(15)	—	(1)	2%	(8)	396
#1 Issue: Medicare / Social Security	65%	(235)	25%	(90)	6%	(22)	1%	(3)	3%	(10)	360
#1 Issue: Women's Issues	76%	(109)	11%	(16)	3%	(5)	2%	(3)	7%	(11)	143
#1 Issue: Education	75%	(93)	14%	(18)	5%	(6)	—	(0)	6%	(8)	125
#1 Issue: Energy	84%	(119)	10%	(14)	3%	(5)	—	(0)	3%	(5)	141
#1 Issue: Other	70%	(84)	21%	(25)	3%	(4)	3%	(4)	3%	(4)	119
2018 House Vote: Democrat	76%	(603)	18%	(142)	4%	(35)	—	(3)	1%	(7)	789
2018 House Vote: Republican	73%	(530)	22%	(160)	3%	(23)	1%	(5)	1%	(5)	722
2018 House Vote: Someone else	78%	(85)	14%	(15)	2%	(2)	4%	(4)	3%	(3)	109
2016 Vote: Hillary Clinton	79%	(572)	16%	(119)	4%	(26)	—	(3)	1%	(6)	726
2016 Vote: Donald Trump	73%	(534)	22%	(160)	3%	(23)	1%	(7)	1%	(7)	730
2016 Vote: Other	72%	(132)	23%	(42)	4%	(7)	1%	(2)	1%	(2)	184
2016 Vote: Didn't Vote	73%	(497)	15%	(105)	4%	(26)	1%	(9)	7%	(49)	685
Voted in 2014: Yes	76%	(1058)	19%	(267)	3%	(49)	1%	(10)	1%	(12)	1395
Voted in 2014: No	72%	(677)	17%	(161)	4%	(34)	1%	(10)	6%	(52)	934
2012 Vote: Barack Obama	77%	(656)	18%	(155)	3%	(30)	1%	(5)	1%	(8)	854
2012 Vote: Mitt Romney	71%	(393)	24%	(132)	4%	(20)	1%	(4)	1%	(4)	553
2012 Vote: Other	77%	(68)	16%	(14)	3%	(2)	1%	(1)	3%	(3)	88
2012 Vote: Didn't Vote	74%	(613)	15%	(125)	4%	(29)	1%	(10)	6%	(49)	825

Continued on next page

Table IHS4_1: How familiar are you with each of the following?*Black Friday*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't know / No opinion		Total N
Adults	75%	(1735)	18%	(428)	4%	(83)	1%	(20)	3%	(63)	2329
4-Region: Northeast	79%	(331)	15%	(64)	3%	(14)	—	(2)	1%	(6)	417
4-Region: Midwest	72%	(352)	21%	(103)	4%	(18)	1%	(4)	3%	(12)	489
4-Region: South	75%	(655)	17%	(152)	3%	(29)	1%	(8)	3%	(29)	873
4-Region: West	72%	(398)	20%	(108)	4%	(23)	1%	(6)	3%	(15)	550

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

Table IHS4_2: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know / No opinion	Total N
Adults	56% (1313)	26% (605)	8% (176)	5% (117)	5% (118)	2329
Gender: Male	56% (626)	27% (299)	9% (98)	5% (56)	4% (45)	1124
Gender: Female	57% (687)	25% (306)	6% (78)	5% (61)	6% (73)	1205
Age: 18-29	60% (285)	18% (83)	7% (34)	8% (36)	7% (34)	471
Age: 30-44	63% (378)	22% (131)	3% (21)	5% (31)	7% (40)	601
Age: 45-54	59% (228)	23% (88)	7% (28)	6% (24)	5% (21)	388
Age: 55-64	54% (219)	32% (130)	8% (33)	2% (9)	4% (15)	407
Age: 65+	44% (204)	38% (173)	13% (60)	4% (16)	2% (8)	462
Generation Z: 18-22	58% (115)	15% (29)	7% (15)	8% (16)	12% (23)	197
Millennial: Age 23-38	65% (423)	21% (134)	5% (32)	5% (33)	5% (32)	654
Generation X: Age 39-54	58% (353)	23% (138)	6% (36)	7% (43)	7% (40)	609
Boomers: Age 55-73	51% (389)	34% (264)	10% (75)	3% (20)	3% (22)	769
PID: Dem (no lean)	60% (476)	24% (191)	6% (51)	5% (39)	5% (37)	794
PID: Ind (no lean)	52% (437)	25% (213)	8% (69)	7% (61)	7% (62)	842
PID: Rep (no lean)	58% (401)	29% (201)	8% (55)	3% (17)	3% (19)	693
PID/Gender: Dem Men	60% (214)	25% (89)	7% (25)	4% (14)	4% (16)	358
PID/Gender: Dem Women	60% (262)	23% (102)	6% (26)	6% (26)	5% (21)	436
PID/Gender: Ind Men	51% (215)	28% (119)	9% (37)	8% (33)	4% (17)	422
PID/Gender: Ind Women	53% (222)	22% (94)	8% (32)	6% (27)	11% (45)	420
PID/Gender: Rep Men	57% (197)	26% (90)	10% (36)	3% (9)	4% (13)	344
PID/Gender: Rep Women	59% (204)	32% (110)	6% (19)	2% (8)	2% (7)	348
Ideo: Liberal (1-3)	62% (374)	25% (151)	6% (36)	4% (26)	2% (14)	602
Ideo: Moderate (4)	60% (347)	26% (152)	7% (40)	4% (22)	3% (16)	576
Ideo: Conservative (5-7)	55% (439)	30% (240)	9% (72)	4% (29)	2% (16)	795
Educ: < College	55% (875)	25% (393)	8% (128)	6% (103)	6% (101)	1601
Educ: Bachelors degree	58% (273)	31% (147)	6% (30)	2% (8)	2% (11)	470
Educ: Post-grad	64% (165)	25% (65)	7% (17)	2% (6)	2% (6)	258
Income: Under 50k	50% (649)	27% (349)	8% (109)	7% (89)	7% (97)	1293
Income: 50k-100k	62% (454)	26% (188)	7% (53)	3% (19)	2% (16)	731
Income: 100k+	69% (210)	22% (68)	4% (13)	3% (8)	2% (5)	304
Ethnicity: White	57% (1041)	27% (492)	8% (137)	4% (72)	4% (80)	1823

Continued on next page

Table IHS4_2: How familiar are you with each of the following?**Cyber Monday**

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know / No opinion	Total N
Adults	56% (1313)	26% (605)	8% (176)	5% (117)	5% (118)	2329
Ethnicity: Hispanic	61% (226)	20% (73)	8% (28)	7% (25)	5% (18)	370
Ethnicity: Afr. Am.	53% (154)	19% (56)	9% (26)	10% (30)	8% (24)	290
Ethnicity: Other	55% (118)	26% (57)	6% (13)	7% (15)	6% (13)	216
All Christian	58% (581)	28% (283)	8% (76)	4% (42)	3% (25)	1008
All Non-Christian	50% (51)	26% (26)	11% (11)	9% (9)	4% (4)	102
Atheist	63% (65)	20% (21)	4% (4)	6% (6)	7% (7)	104
Agnostic/Nothing in particular	55% (615)	25% (275)	8% (85)	5% (59)	7% (81)	1116
Religious Non-Protestant/Catholic	51% (62)	27% (33)	10% (12)	9% (11)	4% (5)	122
Evangelical	57% (369)	26% (166)	9% (60)	5% (32)	3% (23)	649
Non-Evangelical	58% (484)	28% (234)	6% (53)	4% (31)	4% (33)	835
Community: Urban	52% (294)	28% (156)	9% (50)	5% (30)	6% (32)	563
Community: Suburban	60% (675)	25% (282)	6% (73)	4% (50)	4% (43)	1124
Community: Rural	54% (344)	26% (167)	8% (53)	6% (36)	7% (43)	642
Employ: Private Sector	66% (473)	23% (169)	5% (36)	3% (23)	2% (17)	718
Employ: Government	64% (87)	22% (30)	6% (8)	3% (5)	4% (5)	136
Employ: Self-Employed	56% (106)	25% (47)	9% (17)	7% (14)	3% (6)	189
Employ: Homemaker	62% (121)	23% (45)	3% (7)	4% (7)	8% (15)	195
Employ: Retired	47% (252)	35% (190)	12% (64)	3% (19)	3% (14)	539
Employ: Unemployed	47% (114)	24% (57)	7% (17)	10% (24)	12% (29)	240
Employ: Other	47% (100)	24% (52)	10% (21)	6% (13)	13% (28)	214
Military HH: Yes	52% (213)	30% (126)	9% (39)	6% (25)	2% (10)	414
Military HH: No	57% (1100)	25% (479)	7% (137)	5% (92)	6% (108)	1915
RD/WT: Right Direction	53% (460)	29% (248)	9% (81)	5% (45)	4% (37)	871
RD/WT: Wrong Track	59% (853)	24% (357)	6% (95)	5% (72)	6% (81)	1458
Trump Job Approve	53% (500)	30% (277)	9% (82)	5% (43)	4% (34)	936
Trump Job Disapprove	60% (761)	24% (298)	7% (84)	5% (59)	5% (59)	1261
Trump Job Strongly Approve	54% (270)	28% (142)	9% (44)	5% (28)	4% (18)	501
Trump Job Somewhat Approve	53% (229)	31% (135)	9% (38)	4% (16)	4% (17)	435
Trump Job Somewhat Disapprove	56% (177)	25% (80)	9% (30)	4% (14)	5% (16)	318
Trump Job Strongly Disapprove	62% (584)	23% (218)	6% (54)	5% (45)	4% (42)	943

Continued on next page

Table IHS4_2: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know / No opinion	Total N
Adults	56% (1313)	26% (605)	8% (176)	5% (117)	5% (118)	2329
Favorable of Trump	55% (497)	30% (270)	9% (79)	4% (33)	3% (31)	910
Unfavorable of Trump	61% (767)	24% (309)	6% (82)	5% (69)	3% (41)	1267
Very Favorable of Trump	59% (316)	24% (132)	9% (48)	4% (20)	4% (23)	540
Somewhat Favorable of Trump	49% (181)	37% (138)	8% (31)	3% (13)	2% (7)	370
Somewhat Unfavorable of Trump	57% (152)	26% (69)	6% (17)	7% (18)	4% (10)	265
Very Unfavorable of Trump	61% (615)	24% (240)	6% (65)	5% (51)	3% (31)	1002
#1 Issue: Economy	63% (374)	23% (138)	7% (40)	3% (20)	4% (24)	597
#1 Issue: Security	56% (249)	30% (133)	7% (32)	4% (17)	3% (16)	447
#1 Issue: Health Care	53% (210)	28% (111)	10% (38)	5% (18)	5% (19)	396
#1 Issue: Medicare / Social Security	45% (161)	30% (109)	12% (43)	8% (27)	5% (20)	360
#1 Issue: Women's Issues	58% (83)	19% (27)	4% (5)	10% (15)	10% (14)	143
#1 Issue: Education	68% (84)	14% (17)	2% (3)	7% (8)	10% (12)	125
#1 Issue: Energy	61% (87)	22% (32)	8% (12)	4% (5)	4% (6)	141
#1 Issue: Other	53% (64)	32% (38)	3% (4)	5% (6)	7% (8)	119
2018 House Vote: Democrat	63% (499)	24% (186)	7% (53)	4% (32)	2% (19)	789
2018 House Vote: Republican	57% (412)	30% (218)	8% (59)	3% (22)	2% (12)	722
2018 House Vote: Someone else	60% (65)	26% (28)	6% (7)	5% (6)	3% (3)	109
2016 Vote: Hillary Clinton	63% (458)	25% (182)	6% (40)	3% (24)	3% (22)	726
2016 Vote: Donald Trump	57% (417)	29% (210)	9% (64)	3% (22)	2% (17)	730
2016 Vote: Other	58% (107)	31% (57)	6% (10)	4% (7)	2% (3)	184
2016 Vote: Didn't Vote	48% (331)	22% (152)	9% (60)	9% (65)	11% (77)	685
Voted in 2014: Yes	61% (851)	27% (372)	7% (101)	3% (42)	2% (29)	1395
Voted in 2014: No	49% (462)	25% (233)	8% (75)	8% (75)	10% (89)	934
2012 Vote: Barack Obama	61% (522)	25% (215)	7% (62)	3% (30)	3% (26)	854
2012 Vote: Mitt Romney	58% (322)	29% (161)	9% (52)	2% (13)	1% (6)	553
2012 Vote: Other	59% (52)	31% (27)	3% (3)	3% (3)	4% (4)	88
2012 Vote: Didn't Vote	50% (414)	24% (201)	7% (56)	9% (72)	10% (83)	825

Continued on next page

Table IHS4_2: How familiar are you with each of the following?*Cyber Monday*

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't know / No opinion	Total N
Adults	56% (1313)	26% (605)	8% (176)	5% (117)	5% (118)	2329
4-Region: Northeast	66% (273)	22% (93)	7% (29)	3% (12)	2% (10)	417
4-Region: Midwest	54% (264)	30% (147)	7% (32)	4% (22)	5% (24)	489
4-Region: South	55% (483)	24% (213)	7% (65)	6% (50)	7% (62)	873
4-Region: West	53% (294)	28% (152)	9% (50)	6% (33)	4% (22)	550

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

**Table IHS5_1: Which of the following do you plan on shopping during?
Black Friday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(528)	22%	(523)	21%	(482)	24%	(566)	10%	(229)	2329
Gender: Male	23%	(257)	22%	(245)	22%	(251)	22%	(253)	10%	(117)	1124
Gender: Female	23%	(271)	23%	(277)	19%	(231)	26%	(314)	9%	(112)	1205
Age: 18-29	32%	(152)	22%	(104)	18%	(85)	17%	(78)	11%	(52)	471
Age: 30-44	28%	(166)	23%	(138)	20%	(122)	18%	(106)	11%	(69)	601
Age: 45-54	24%	(94)	25%	(95)	18%	(72)	25%	(99)	7%	(29)	388
Age: 55-64	18%	(75)	22%	(90)	20%	(83)	30%	(123)	9%	(36)	407
Age: 65+	9%	(42)	21%	(96)	26%	(121)	35%	(160)	9%	(43)	462
Generation Z: 18-22	28%	(55)	21%	(42)	20%	(40)	15%	(30)	16%	(31)	197
Millennial: Age 23-38	31%	(201)	24%	(158)	19%	(124)	17%	(113)	9%	(58)	654
Generation X: Age 39-54	26%	(157)	23%	(138)	19%	(114)	23%	(139)	10%	(61)	609
Boomers: Age 55-73	14%	(107)	22%	(169)	23%	(173)	32%	(249)	9%	(70)	769
PID: Dem (no lean)	26%	(203)	22%	(178)	21%	(167)	22%	(179)	8%	(67)	794
PID: Ind (no lean)	21%	(174)	22%	(186)	20%	(172)	24%	(203)	13%	(107)	842
PID: Rep (no lean)	22%	(151)	23%	(158)	21%	(143)	27%	(185)	8%	(55)	693
PID/Gender: Dem Men	26%	(92)	23%	(84)	24%	(85)	18%	(63)	10%	(34)	358
PID/Gender: Dem Women	25%	(111)	22%	(94)	19%	(82)	26%	(116)	8%	(33)	436
PID/Gender: Ind Men	21%	(90)	19%	(79)	22%	(95)	24%	(101)	13%	(56)	422
PID/Gender: Ind Women	20%	(84)	26%	(107)	18%	(77)	24%	(101)	12%	(50)	420
PID/Gender: Rep Men	22%	(75)	24%	(82)	21%	(71)	26%	(88)	8%	(27)	344
PID/Gender: Rep Women	22%	(76)	22%	(76)	21%	(72)	28%	(97)	8%	(28)	348
Ideo: Liberal (1-3)	22%	(133)	21%	(126)	23%	(139)	26%	(159)	7%	(45)	602
Ideo: Moderate (4)	26%	(150)	22%	(129)	23%	(130)	19%	(112)	10%	(55)	576
Ideo: Conservative (5-7)	21%	(168)	25%	(197)	20%	(162)	26%	(210)	7%	(58)	795
Educ: < College	24%	(386)	22%	(344)	20%	(313)	24%	(384)	11%	(174)	1601
Educ: Bachelors degree	21%	(97)	25%	(120)	21%	(100)	25%	(116)	8%	(38)	470
Educ: Post-grad	18%	(46)	23%	(59)	27%	(70)	26%	(66)	7%	(17)	258
Income: Under 50k	22%	(280)	21%	(273)	20%	(263)	25%	(324)	12%	(153)	1293
Income: 50k-100k	23%	(172)	26%	(189)	21%	(151)	22%	(162)	8%	(57)	731
Income: 100k+	25%	(76)	20%	(60)	22%	(68)	26%	(81)	6%	(19)	304
Ethnicity: White	20%	(368)	22%	(403)	22%	(397)	27%	(494)	9%	(161)	1823

Continued on next page

**Table IHS5_1: Which of the following do you plan on shopping during?
Black Friday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(528)	22%	(523)	21%	(482)	24%	(566)	10%	(229)	2329
Ethnicity: Hispanic	27%	(99)	24%	(90)	23%	(84)	17%	(61)	10%	(36)	370
Ethnicity: Afr. Am.	38%	(110)	23%	(66)	15%	(42)	14%	(40)	11%	(33)	290
Ethnicity: Other	23%	(50)	25%	(54)	20%	(43)	15%	(33)	17%	(36)	216
All Christian	21%	(215)	22%	(221)	23%	(232)	25%	(255)	8%	(84)	1008
All Non-Christian	24%	(24)	28%	(29)	19%	(20)	16%	(17)	12%	(12)	102
Atheist	16%	(17)	20%	(21)	25%	(26)	33%	(35)	5%	(5)	104
Agnostic/Nothing in particular	24%	(272)	23%	(252)	18%	(204)	23%	(260)	11%	(128)	1116
Religious Non-Protestant/Catholic	24%	(29)	27%	(33)	20%	(24)	18%	(22)	12%	(14)	122
Evangelical	29%	(188)	24%	(154)	19%	(124)	21%	(133)	8%	(49)	649
Non-Evangelical	21%	(173)	21%	(178)	22%	(183)	27%	(225)	9%	(76)	835
Community: Urban	23%	(127)	23%	(132)	20%	(112)	23%	(129)	11%	(64)	563
Community: Suburban	22%	(251)	22%	(249)	22%	(248)	25%	(275)	9%	(101)	1124
Community: Rural	23%	(150)	22%	(142)	19%	(123)	25%	(162)	10%	(65)	642
Employ: Private Sector	26%	(187)	26%	(184)	20%	(146)	21%	(150)	7%	(51)	718
Employ: Government	37%	(50)	23%	(32)	14%	(19)	16%	(21)	10%	(13)	136
Employ: Self-Employed	24%	(46)	23%	(43)	24%	(45)	22%	(42)	7%	(13)	189
Employ: Homemaker	28%	(54)	23%	(44)	18%	(34)	21%	(41)	11%	(21)	195
Employ: Retired	12%	(63)	19%	(104)	24%	(131)	35%	(191)	9%	(51)	539
Employ: Unemployed	20%	(48)	25%	(59)	19%	(45)	20%	(47)	16%	(39)	240
Employ: Other	26%	(56)	17%	(36)	19%	(41)	24%	(52)	14%	(29)	214
Military HH: Yes	20%	(83)	21%	(86)	21%	(86)	28%	(114)	11%	(45)	414
Military HH: No	23%	(445)	23%	(437)	21%	(396)	24%	(452)	10%	(185)	1915
RD/WT: Right Direction	24%	(213)	22%	(189)	20%	(174)	24%	(208)	10%	(86)	871
RD/WT: Wrong Track	22%	(315)	23%	(333)	21%	(308)	25%	(359)	10%	(144)	1458
Trump Job Approve	22%	(208)	22%	(203)	21%	(198)	25%	(238)	9%	(89)	936
Trump Job Disapprove	23%	(293)	23%	(290)	21%	(267)	24%	(306)	8%	(105)	1261
Trump Job Strongly Approve	21%	(107)	19%	(98)	22%	(108)	28%	(143)	9%	(45)	501
Trump Job Somewhat Approve	23%	(101)	24%	(106)	21%	(90)	22%	(95)	10%	(43)	435
Trump Job Somewhat Disapprove	28%	(88)	26%	(81)	20%	(62)	19%	(59)	9%	(28)	318
Trump Job Strongly Disapprove	22%	(206)	22%	(209)	22%	(205)	26%	(247)	8%	(77)	943

Continued on next page

**Table IHS5_1: Which of the following do you plan on shopping during?
Black Friday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(528)	22%	(523)	21%	(482)	24%	(566)	10%	(229)	2329
Favorable of Trump	23%	(208)	22%	(204)	20%	(184)	27%	(246)	8%	(69)	910
Unfavorable of Trump	22%	(276)	23%	(290)	23%	(288)	24%	(304)	9%	(110)	1267
Very Favorable of Trump	26%	(139)	20%	(108)	18%	(98)	28%	(151)	8%	(44)	540
Somewhat Favorable of Trump	19%	(69)	26%	(95)	23%	(86)	26%	(95)	7%	(25)	370
Somewhat Unfavorable of Trump	23%	(61)	26%	(69)	23%	(61)	17%	(45)	11%	(29)	265
Very Unfavorable of Trump	21%	(215)	22%	(221)	23%	(227)	26%	(258)	8%	(81)	1002
#1 Issue: Economy	23%	(138)	25%	(151)	21%	(126)	23%	(136)	8%	(46)	597
#1 Issue: Security	21%	(93)	23%	(105)	20%	(88)	28%	(123)	9%	(38)	447
#1 Issue: Health Care	28%	(111)	26%	(102)	19%	(74)	18%	(72)	9%	(37)	396
#1 Issue: Medicare / Social Security	16%	(58)	19%	(68)	22%	(78)	31%	(112)	12%	(43)	360
#1 Issue: Women's Issues	23%	(33)	18%	(26)	19%	(28)	29%	(42)	11%	(15)	143
#1 Issue: Education	29%	(36)	23%	(29)	21%	(27)	11%	(14)	15%	(19)	125
#1 Issue: Energy	29%	(41)	18%	(25)	25%	(35)	21%	(29)	8%	(11)	141
#1 Issue: Other	16%	(19)	14%	(17)	23%	(27)	31%	(37)	16%	(19)	119
2018 House Vote: Democrat	24%	(193)	21%	(162)	21%	(169)	25%	(200)	8%	(65)	789
2018 House Vote: Republican	21%	(152)	23%	(167)	22%	(162)	26%	(185)	8%	(56)	722
2018 House Vote: Someone else	20%	(21)	27%	(29)	21%	(23)	26%	(28)	7%	(8)	109
2016 Vote: Hillary Clinton	26%	(192)	22%	(157)	21%	(149)	25%	(178)	7%	(50)	726
2016 Vote: Donald Trump	21%	(152)	23%	(167)	22%	(159)	27%	(199)	7%	(53)	730
2016 Vote: Other	14%	(26)	21%	(39)	27%	(50)	28%	(51)	10%	(18)	184
2016 Vote: Didn't Vote	23%	(159)	23%	(160)	18%	(123)	20%	(135)	16%	(108)	685
Voted in 2014: Yes	23%	(321)	22%	(303)	22%	(304)	26%	(363)	7%	(103)	1395
Voted in 2014: No	22%	(207)	24%	(219)	19%	(178)	22%	(204)	13%	(126)	934
2012 Vote: Barack Obama	24%	(208)	23%	(195)	20%	(173)	26%	(221)	7%	(57)	854
2012 Vote: Mitt Romney	19%	(106)	22%	(120)	23%	(127)	28%	(156)	8%	(44)	553
2012 Vote: Other	15%	(13)	19%	(16)	23%	(21)	31%	(28)	11%	(10)	88
2012 Vote: Didn't Vote	24%	(198)	23%	(191)	19%	(158)	20%	(162)	14%	(116)	825

Continued on next page

**Table IHS5_1: Which of the following do you plan on shopping during?
Black Friday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	23%	(528)	22%	(523)	21%	(482)	24%	(566)	10%	(229)	2329
4-Region: Northeast	22%	(93)	21%	(89)	22%	(92)	26%	(110)	8%	(33)	417
4-Region: Midwest	20%	(96)	23%	(112)	23%	(110)	27%	(134)	8%	(37)	489
4-Region: South	26%	(227)	23%	(203)	19%	(167)	21%	(179)	11%	(95)	873
4-Region: West	20%	(112)	22%	(119)	20%	(112)	26%	(144)	11%	(63)	550

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

**Table IHS5_2: Which of the following do you plan on shopping during?
Cyber Monday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	20%	(457)	32%	(744)	20%	(457)	15%	(348)	14%	(322)	2329
Gender: Male	20%	(226)	32%	(365)	21%	(241)	14%	(160)	12%	(132)	1124
Gender: Female	19%	(231)	31%	(379)	18%	(216)	16%	(189)	16%	(190)	1205
Age: 18-29	26%	(124)	30%	(140)	17%	(78)	9%	(42)	19%	(88)	471
Age: 30-44	26%	(153)	35%	(213)	16%	(96)	9%	(53)	14%	(86)	601
Age: 45-54	17%	(67)	36%	(141)	18%	(72)	15%	(59)	13%	(50)	388
Age: 55-64	16%	(66)	31%	(125)	23%	(94)	20%	(80)	10%	(41)	407
Age: 65+	10%	(47)	27%	(126)	25%	(118)	25%	(115)	12%	(57)	462
Generation Z: 18-22	23%	(45)	28%	(55)	16%	(31)	10%	(19)	24%	(48)	197
Millennial: Age 23-38	27%	(180)	36%	(233)	16%	(106)	8%	(49)	13%	(86)	654
Generation X: Age 39-54	20%	(120)	34%	(206)	18%	(109)	14%	(85)	15%	(90)	609
Boomers: Age 55-73	14%	(105)	29%	(226)	24%	(185)	22%	(171)	11%	(83)	769
PID: Dem (no lean)	21%	(169)	36%	(282)	18%	(146)	14%	(108)	11%	(89)	794
PID: Ind (no lean)	17%	(145)	30%	(250)	19%	(156)	15%	(130)	19%	(161)	842
PID: Rep (no lean)	21%	(144)	31%	(212)	22%	(156)	16%	(110)	10%	(72)	693
PID/Gender: Dem Men	24%	(86)	36%	(128)	20%	(72)	11%	(38)	9%	(34)	358
PID/Gender: Dem Women	19%	(83)	35%	(154)	17%	(74)	16%	(70)	13%	(55)	436
PID/Gender: Ind Men	17%	(71)	30%	(125)	22%	(94)	17%	(72)	14%	(60)	422
PID/Gender: Ind Women	17%	(73)	30%	(125)	15%	(62)	14%	(58)	24%	(101)	420
PID/Gender: Rep Men	20%	(69)	32%	(111)	22%	(76)	14%	(50)	11%	(39)	344
PID/Gender: Rep Women	21%	(75)	29%	(100)	23%	(80)	17%	(60)	9%	(33)	348
Ideo: Liberal (1-3)	22%	(130)	37%	(225)	20%	(122)	12%	(75)	8%	(50)	602
Ideo: Moderate (4)	22%	(125)	32%	(185)	20%	(114)	13%	(76)	13%	(76)	576
Ideo: Conservative (5-7)	20%	(161)	32%	(257)	21%	(171)	16%	(131)	10%	(76)	795
Educ: < College	19%	(306)	30%	(475)	19%	(304)	16%	(251)	17%	(265)	1601
Educ: Bachelors degree	21%	(96)	37%	(174)	21%	(97)	14%	(66)	8%	(37)	470
Educ: Post-grad	21%	(55)	37%	(95)	22%	(56)	12%	(32)	8%	(20)	258
Income: Under 50k	17%	(220)	27%	(354)	20%	(259)	18%	(233)	18%	(227)	1293
Income: 50k-100k	23%	(169)	36%	(266)	20%	(146)	11%	(84)	9%	(66)	731
Income: 100k+	22%	(68)	41%	(124)	17%	(52)	10%	(31)	9%	(29)	304
Ethnicity: White	18%	(337)	32%	(592)	21%	(380)	16%	(292)	12%	(222)	1823

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**Table IHS5_2: Which of the following do you plan on shopping during?
Cyber Monday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	20%	(457)	32%	(744)	20%	(457)	15%	(348)	14%	(322)	2329
Ethnicity: Hispanic	21%	(79)	37%	(137)	17%	(65)	10%	(37)	14%	(53)	370
Ethnicity: Afr. Am.	26%	(77)	26%	(76)	16%	(45)	12%	(35)	20%	(57)	290
Ethnicity: Other	20%	(43)	35%	(76)	15%	(32)	10%	(21)	20%	(44)	216
All Christian	19%	(188)	32%	(324)	23%	(230)	16%	(163)	10%	(103)	1008
All Non-Christian	16%	(16)	35%	(36)	18%	(18)	9%	(9)	22%	(22)	102
Atheist	22%	(23)	36%	(37)	16%	(17)	13%	(13)	13%	(14)	104
Agnostic/Nothing in particular	21%	(230)	31%	(347)	17%	(193)	15%	(163)	16%	(183)	1116
Religious Non-Protestant/Catholic	18%	(22)	33%	(40)	21%	(25)	8%	(10)	20%	(24)	122
Evangelical	22%	(141)	31%	(202)	20%	(130)	16%	(106)	11%	(71)	649
Non-Evangelical	19%	(159)	31%	(262)	22%	(183)	15%	(128)	12%	(103)	835
Community: Urban	19%	(107)	34%	(189)	18%	(99)	15%	(85)	15%	(83)	563
Community: Suburban	21%	(235)	32%	(362)	20%	(226)	15%	(168)	12%	(133)	1124
Community: Rural	18%	(115)	30%	(193)	21%	(132)	15%	(95)	17%	(106)	642
Employ: Private Sector	27%	(192)	35%	(253)	19%	(134)	11%	(80)	8%	(59)	718
Employ: Government	26%	(36)	40%	(55)	17%	(23)	4%	(5)	12%	(16)	136
Employ: Self-Employed	18%	(34)	30%	(56)	24%	(46)	15%	(29)	12%	(23)	189
Employ: Homemaker	21%	(40)	36%	(70)	14%	(28)	11%	(22)	18%	(34)	195
Employ: Retired	11%	(57)	28%	(150)	24%	(129)	25%	(133)	13%	(69)	539
Employ: Unemployed	14%	(35)	30%	(73)	14%	(32)	16%	(39)	25%	(61)	240
Employ: Other	17%	(36)	29%	(62)	21%	(44)	16%	(34)	18%	(38)	214
Military HH: Yes	18%	(76)	28%	(118)	23%	(95)	18%	(76)	12%	(49)	414
Military HH: No	20%	(380)	33%	(627)	19%	(362)	14%	(273)	14%	(273)	1915
RD/WT: Right Direction	19%	(170)	28%	(242)	23%	(198)	17%	(145)	13%	(116)	871
RD/WT: Wrong Track	20%	(287)	34%	(502)	18%	(259)	14%	(204)	14%	(205)	1458
Trump Job Approve	20%	(189)	29%	(271)	23%	(212)	16%	(153)	12%	(112)	936
Trump Job Disapprove	20%	(254)	35%	(441)	18%	(226)	14%	(178)	13%	(162)	1261
Trump Job Strongly Approve	19%	(96)	27%	(135)	25%	(124)	19%	(93)	10%	(52)	501
Trump Job Somewhat Approve	21%	(93)	31%	(135)	20%	(88)	14%	(60)	14%	(60)	435
Trump Job Somewhat Disapprove	20%	(62)	37%	(118)	19%	(61)	11%	(34)	13%	(43)	318
Trump Job Strongly Disapprove	20%	(192)	34%	(323)	17%	(165)	15%	(144)	13%	(119)	943

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**Table IHS5_2: Which of the following do you plan on shopping during?
Cyber Monday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	20%	(457)	32%	(744)	20%	(457)	15%	(348)	14%	(322)	2329
Favorable of Trump	20%	(186)	30%	(270)	23%	(205)	17%	(152)	11%	(96)	910
Unfavorable of Trump	20%	(251)	35%	(446)	18%	(234)	14%	(179)	12%	(157)	1267
Very Favorable of Trump	22%	(119)	27%	(144)	21%	(116)	19%	(101)	11%	(59)	540
Somewhat Favorable of Trump	18%	(67)	34%	(126)	24%	(89)	14%	(51)	10%	(37)	370
Somewhat Unfavorable of Trump	18%	(47)	37%	(98)	20%	(52)	10%	(27)	16%	(41)	265
Very Unfavorable of Trump	20%	(204)	35%	(348)	18%	(182)	15%	(152)	12%	(116)	1002
#1 Issue: Economy	23%	(135)	34%	(205)	19%	(116)	12%	(71)	12%	(69)	597
#1 Issue: Security	20%	(88)	30%	(136)	22%	(100)	18%	(80)	9%	(42)	447
#1 Issue: Health Care	20%	(79)	37%	(147)	16%	(65)	12%	(47)	15%	(59)	396
#1 Issue: Medicare / Social Security	11%	(41)	27%	(99)	23%	(83)	24%	(85)	15%	(52)	360
#1 Issue: Women's Issues	22%	(31)	30%	(43)	15%	(22)	12%	(17)	22%	(31)	143
#1 Issue: Education	30%	(37)	27%	(34)	19%	(24)	9%	(11)	15%	(19)	125
#1 Issue: Energy	22%	(31)	34%	(49)	20%	(29)	8%	(11)	16%	(22)	141
#1 Issue: Other	13%	(15)	27%	(32)	16%	(19)	21%	(25)	24%	(28)	119
2018 House Vote: Democrat	23%	(183)	36%	(281)	16%	(126)	14%	(114)	11%	(85)	789
2018 House Vote: Republican	21%	(154)	30%	(217)	24%	(171)	16%	(112)	9%	(67)	722
2018 House Vote: Someone else	18%	(19)	36%	(39)	17%	(19)	17%	(18)	12%	(13)	109
2016 Vote: Hillary Clinton	22%	(163)	37%	(271)	17%	(125)	14%	(99)	9%	(68)	726
2016 Vote: Donald Trump	20%	(148)	31%	(224)	23%	(165)	17%	(123)	9%	(69)	730
2016 Vote: Other	23%	(43)	31%	(56)	21%	(39)	16%	(29)	9%	(17)	184
2016 Vote: Didn't Vote	15%	(104)	28%	(192)	18%	(126)	14%	(95)	24%	(168)	685
Voted in 2014: Yes	22%	(303)	33%	(467)	21%	(287)	15%	(215)	9%	(124)	1395
Voted in 2014: No	17%	(154)	30%	(278)	18%	(171)	14%	(133)	21%	(198)	934
2012 Vote: Barack Obama	23%	(197)	36%	(308)	17%	(145)	15%	(132)	8%	(72)	854
2012 Vote: Mitt Romney	19%	(105)	30%	(168)	24%	(135)	17%	(93)	9%	(51)	553
2012 Vote: Other	14%	(13)	29%	(26)	20%	(17)	19%	(17)	18%	(16)	88
2012 Vote: Didn't Vote	17%	(138)	29%	(242)	19%	(156)	13%	(107)	22%	(181)	825

Continued on next page

**Table IHS5_2: Which of the following do you plan on shopping during?
Cyber Monday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	20%	(457)	32%	(744)	20%	(457)	15%	(348)	14%	(322)	2329
4-Region: Northeast	24%	(99)	34%	(144)	16%	(68)	15%	(63)	10%	(43)	417
4-Region: Midwest	14%	(67)	34%	(167)	22%	(106)	20%	(96)	11%	(54)	489
4-Region: South	21%	(182)	31%	(270)	19%	(166)	13%	(114)	16%	(141)	873
4-Region: West	20%	(110)	30%	(163)	21%	(118)	14%	(76)	15%	(84)	550

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

**Table IHS5_3: Which of the following do you plan on shopping during?
The evening of Thanksgiving**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(258)	14%	(330)	25%	(589)	40%	(929)	10%	(223)	2329
Gender: Male	11%	(127)	15%	(165)	26%	(288)	39%	(440)	9%	(104)	1124
Gender: Female	11%	(131)	14%	(165)	25%	(301)	41%	(489)	10%	(119)	1205
Age: 18-29	19%	(91)	17%	(79)	26%	(124)	25%	(117)	13%	(61)	471
Age: 30-44	14%	(85)	16%	(97)	24%	(145)	34%	(203)	12%	(70)	601
Age: 45-54	9%	(35)	20%	(76)	23%	(89)	40%	(156)	8%	(32)	388
Age: 55-64	8%	(32)	11%	(44)	28%	(115)	47%	(189)	6%	(26)	407
Age: 65+	3%	(15)	7%	(34)	25%	(116)	57%	(264)	7%	(34)	462
Generation Z: 18-22	23%	(46)	17%	(33)	23%	(45)	23%	(45)	14%	(28)	197
Millennial: Age 23-38	15%	(101)	16%	(107)	26%	(170)	31%	(203)	11%	(72)	654
Generation X: Age 39-54	11%	(64)	19%	(113)	23%	(142)	37%	(227)	10%	(63)	609
Boomers: Age 55-73	6%	(45)	10%	(73)	26%	(203)	51%	(392)	7%	(56)	769
PID: Dem (no lean)	13%	(100)	16%	(125)	23%	(184)	40%	(315)	9%	(70)	794
PID: Ind (no lean)	10%	(87)	14%	(120)	28%	(235)	36%	(301)	12%	(99)	842
PID: Rep (no lean)	10%	(71)	12%	(85)	24%	(169)	45%	(313)	8%	(54)	693
PID/Gender: Dem Men	13%	(45)	16%	(59)	23%	(83)	38%	(138)	9%	(34)	358
PID/Gender: Dem Women	13%	(55)	15%	(66)	23%	(101)	41%	(178)	8%	(36)	436
PID/Gender: Ind Men	10%	(43)	14%	(58)	29%	(122)	36%	(153)	11%	(45)	422
PID/Gender: Ind Women	10%	(43)	15%	(62)	27%	(113)	35%	(148)	13%	(54)	420
PID/Gender: Rep Men	11%	(39)	14%	(48)	24%	(83)	43%	(150)	7%	(25)	344
PID/Gender: Rep Women	9%	(32)	11%	(37)	25%	(86)	47%	(163)	8%	(29)	348
Ideo: Liberal (1-3)	11%	(69)	14%	(81)	27%	(160)	44%	(266)	4%	(25)	602
Ideo: Moderate (4)	12%	(71)	18%	(101)	26%	(151)	35%	(201)	9%	(51)	576
Ideo: Conservative (5-7)	10%	(80)	12%	(96)	26%	(207)	45%	(354)	7%	(57)	795
Educ: < College	12%	(196)	15%	(238)	24%	(389)	37%	(590)	12%	(188)	1601
Educ: Bachelors degree	9%	(40)	13%	(61)	28%	(130)	46%	(216)	5%	(22)	470
Educ: Post-grad	8%	(22)	12%	(32)	27%	(69)	48%	(123)	5%	(13)	258
Income: Under 50k	12%	(150)	15%	(196)	26%	(335)	35%	(457)	12%	(154)	1293
Income: 50k-100k	10%	(74)	14%	(106)	25%	(180)	44%	(318)	7%	(53)	731
Income: 100k+	11%	(34)	9%	(28)	24%	(74)	50%	(153)	5%	(15)	304
Ethnicity: White	9%	(168)	12%	(216)	26%	(472)	45%	(813)	8%	(154)	1823

Continued on next page

**Table IHS5_3: Which of the following do you plan on shopping during?
The evening of Thanksgiving**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(258)	14%	(330)	25%	(589)	40%	(929)	10%	(223)	2329
Ethnicity: Hispanic	14%	(53)	21%	(78)	23%	(86)	32%	(117)	10%	(35)	370
Ethnicity: Afr. Am.	22%	(63)	25%	(73)	22%	(63)	19%	(56)	12%	(35)	290
Ethnicity: Other	13%	(27)	19%	(42)	25%	(53)	27%	(59)	16%	(34)	216
All Christian	8%	(85)	13%	(129)	26%	(266)	45%	(453)	7%	(74)	1008
All Non-Christian	11%	(12)	13%	(13)	22%	(23)	41%	(42)	12%	(13)	102
Atheist	7%	(8)	11%	(12)	26%	(27)	49%	(51)	6%	(7)	104
Agnostic/Nothing in particular	14%	(153)	16%	(177)	24%	(272)	34%	(383)	12%	(130)	1116
Religious Non-Protestant/Catholic	11%	(13)	13%	(15)	23%	(28)	43%	(52)	11%	(13)	122
Evangelical	14%	(91)	18%	(116)	25%	(159)	35%	(230)	8%	(54)	649
Non-Evangelical	9%	(74)	12%	(103)	27%	(227)	43%	(360)	8%	(71)	835
Community: Urban	12%	(68)	17%	(95)	23%	(127)	37%	(207)	12%	(66)	563
Community: Suburban	10%	(116)	13%	(149)	27%	(300)	42%	(473)	8%	(85)	1124
Community: Rural	11%	(73)	13%	(87)	25%	(162)	39%	(249)	11%	(72)	642
Employ: Private Sector	12%	(87)	15%	(111)	27%	(192)	39%	(280)	7%	(48)	718
Employ: Government	20%	(28)	17%	(24)	28%	(39)	26%	(36)	7%	(10)	136
Employ: Self-Employed	15%	(29)	13%	(24)	27%	(50)	39%	(73)	7%	(12)	189
Employ: Homemaker	10%	(19)	16%	(32)	25%	(50)	32%	(62)	16%	(32)	195
Employ: Retired	5%	(27)	9%	(46)	24%	(129)	55%	(295)	8%	(43)	539
Employ: Unemployed	12%	(28)	19%	(46)	19%	(45)	34%	(82)	16%	(38)	240
Employ: Other	14%	(30)	14%	(29)	27%	(58)	31%	(67)	14%	(31)	214
Military HH: Yes	9%	(39)	15%	(60)	27%	(110)	41%	(169)	8%	(35)	414
Military HH: No	11%	(219)	14%	(270)	25%	(478)	40%	(760)	10%	(188)	1915
RD/WT: Right Direction	13%	(111)	13%	(114)	25%	(217)	40%	(344)	10%	(84)	871
RD/WT: Wrong Track	10%	(147)	15%	(216)	25%	(372)	40%	(585)	10%	(139)	1458
Trump Job Approve	11%	(99)	13%	(117)	26%	(243)	42%	(394)	9%	(83)	936
Trump Job Disapprove	11%	(139)	15%	(189)	25%	(321)	40%	(507)	8%	(105)	1261
Trump Job Strongly Approve	11%	(57)	9%	(47)	23%	(116)	48%	(238)	9%	(43)	501
Trump Job Somewhat Approve	10%	(42)	16%	(70)	29%	(128)	36%	(156)	9%	(40)	435
Trump Job Somewhat Disapprove	15%	(49)	16%	(52)	35%	(110)	25%	(78)	9%	(29)	318
Trump Job Strongly Disapprove	10%	(91)	15%	(137)	22%	(211)	45%	(428)	8%	(76)	943

Continued on next page

**Table IHS5_3: Which of the following do you plan on shopping during?
The evening of Thanksgiving**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(258)	14%	(330)	25%	(589)	40%	(929)	10%	(223)	2329
Favorable of Trump	10%	(95)	12%	(113)	27%	(242)	43%	(393)	7%	(68)	910
Unfavorable of Trump	11%	(135)	15%	(191)	26%	(329)	41%	(514)	8%	(98)	1267
Very Favorable of Trump	12%	(64)	11%	(57)	23%	(124)	46%	(249)	9%	(46)	540
Somewhat Favorable of Trump	8%	(31)	15%	(56)	32%	(118)	39%	(144)	6%	(22)	370
Somewhat Unfavorable of Trump	14%	(37)	17%	(44)	32%	(85)	27%	(73)	10%	(27)	265
Very Unfavorable of Trump	10%	(98)	15%	(146)	24%	(245)	44%	(442)	7%	(71)	1002
#1 Issue: Economy	11%	(64)	17%	(100)	27%	(159)	38%	(224)	8%	(50)	597
#1 Issue: Security	11%	(47)	11%	(50)	23%	(104)	47%	(211)	8%	(34)	447
#1 Issue: Health Care	12%	(49)	18%	(73)	28%	(109)	34%	(134)	8%	(30)	396
#1 Issue: Medicare / Social Security	7%	(24)	11%	(39)	27%	(96)	44%	(157)	12%	(45)	360
#1 Issue: Women's Issues	12%	(18)	10%	(14)	23%	(33)	42%	(61)	12%	(18)	143
#1 Issue: Education	17%	(22)	21%	(26)	27%	(34)	24%	(30)	10%	(13)	125
#1 Issue: Energy	15%	(21)	13%	(19)	24%	(34)	38%	(53)	10%	(15)	141
#1 Issue: Other	12%	(14)	7%	(9)	16%	(20)	49%	(59)	16%	(19)	119
2018 House Vote: Democrat	12%	(97)	15%	(117)	22%	(173)	45%	(355)	6%	(48)	789
2018 House Vote: Republican	9%	(61)	11%	(80)	27%	(194)	46%	(331)	8%	(55)	722
2018 House Vote: Someone else	14%	(15)	14%	(15)	30%	(33)	31%	(33)	11%	(12)	109
2016 Vote: Hillary Clinton	13%	(97)	13%	(97)	24%	(172)	43%	(312)	7%	(49)	726
2016 Vote: Donald Trump	9%	(65)	12%	(86)	26%	(188)	47%	(343)	7%	(48)	730
2016 Vote: Other	8%	(14)	12%	(22)	27%	(49)	45%	(84)	8%	(15)	184
2016 Vote: Didn't Vote	12%	(83)	18%	(125)	26%	(177)	27%	(188)	16%	(111)	685
Voted in 2014: Yes	10%	(146)	13%	(179)	25%	(346)	45%	(626)	7%	(98)	1395
Voted in 2014: No	12%	(112)	16%	(151)	26%	(243)	32%	(303)	13%	(125)	934
2012 Vote: Barack Obama	12%	(106)	15%	(125)	23%	(195)	44%	(373)	6%	(55)	854
2012 Vote: Mitt Romney	7%	(38)	9%	(52)	27%	(147)	51%	(282)	6%	(33)	553
2012 Vote: Other	3%	(3)	7%	(6)	29%	(26)	46%	(41)	15%	(13)	88
2012 Vote: Didn't Vote	13%	(108)	18%	(147)	26%	(217)	28%	(232)	15%	(122)	825

Continued on next page

Table IHS5_3: Which of the following do you plan on shopping during?
The evening of Thanksgiving

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	11%	(258)	14%	(330)	25%	(589)	40%	(929)	10%	(223)	2329
4-Region: Northeast	9%	(39)	12%	(50)	26%	(106)	44%	(184)	9%	(36)	417
4-Region: Midwest	8%	(38)	15%	(74)	28%	(136)	42%	(205)	8%	(37)	489
4-Region: South	14%	(124)	17%	(147)	27%	(233)	32%	(278)	10%	(91)	873
4-Region: West	10%	(57)	11%	(59)	21%	(114)	48%	(262)	11%	(59)	550

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

Table IHS5_4: Which of the following do you plan on shopping during?
The weekend after Black Friday, November 30 – December 1, 2019

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	19%	(431)	34%	(786)	19%	(449)	16%	(371)	13%	(292)	2329
Gender: Male	19%	(208)	35%	(394)	20%	(228)	15%	(164)	12%	(131)	1124
Gender: Female	18%	(223)	33%	(393)	18%	(221)	17%	(207)	13%	(161)	1205
Age: 18-29	27%	(125)	33%	(157)	18%	(87)	10%	(48)	12%	(54)	471
Age: 30-44	23%	(136)	36%	(218)	16%	(96)	11%	(65)	14%	(85)	601
Age: 45-54	19%	(76)	39%	(151)	18%	(69)	13%	(49)	11%	(44)	388
Age: 55-64	14%	(59)	32%	(131)	20%	(80)	22%	(91)	11%	(46)	407
Age: 65+	8%	(35)	28%	(130)	25%	(116)	26%	(118)	14%	(63)	462
Generation Z: 18-22	18%	(36)	34%	(68)	20%	(39)	13%	(25)	15%	(30)	197
Millennial: Age 23-38	29%	(186)	36%	(234)	16%	(105)	9%	(61)	10%	(68)	654
Generation X: Age 39-54	19%	(115)	37%	(224)	18%	(109)	13%	(77)	14%	(85)	609
Boomers: Age 55-73	11%	(88)	31%	(237)	21%	(163)	24%	(186)	12%	(95)	769
PID: Dem (no lean)	20%	(163)	34%	(271)	19%	(154)	15%	(119)	11%	(89)	794
PID: Ind (no lean)	17%	(140)	35%	(292)	18%	(149)	16%	(136)	15%	(125)	842
PID: Rep (no lean)	19%	(129)	32%	(224)	21%	(147)	17%	(115)	11%	(78)	693
PID/Gender: Dem Men	21%	(76)	35%	(125)	20%	(73)	12%	(44)	11%	(41)	358
PID/Gender: Dem Women	20%	(86)	34%	(146)	18%	(81)	17%	(75)	11%	(48)	436
PID/Gender: Ind Men	15%	(64)	36%	(151)	21%	(87)	16%	(67)	12%	(52)	422
PID/Gender: Ind Women	18%	(75)	34%	(141)	15%	(62)	16%	(69)	17%	(73)	420
PID/Gender: Rep Men	20%	(68)	34%	(118)	20%	(68)	15%	(53)	11%	(38)	344
PID/Gender: Rep Women	18%	(61)	30%	(106)	23%	(78)	18%	(63)	11%	(40)	348
Ideo: Liberal (1-3)	19%	(112)	35%	(211)	21%	(124)	16%	(99)	9%	(56)	602
Ideo: Moderate (4)	21%	(120)	36%	(210)	19%	(108)	13%	(74)	11%	(63)	576
Ideo: Conservative (5-7)	17%	(139)	34%	(266)	21%	(170)	18%	(142)	10%	(79)	795
Educ: < College	19%	(312)	32%	(520)	18%	(291)	16%	(250)	14%	(229)	1601
Educ: Bachelors degree	16%	(77)	36%	(170)	22%	(106)	16%	(75)	9%	(42)	470
Educ: Post-grad	16%	(42)	38%	(97)	20%	(53)	18%	(46)	8%	(21)	258
Income: Under 50k	18%	(231)	31%	(400)	19%	(251)	17%	(215)	15%	(196)	1293
Income: 50k-100k	19%	(142)	37%	(273)	19%	(137)	15%	(110)	10%	(70)	731
Income: 100k+	19%	(59)	37%	(113)	20%	(61)	15%	(46)	8%	(26)	304
Ethnicity: White	16%	(298)	33%	(609)	21%	(384)	17%	(312)	12%	(220)	1823

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Table IHS5_4: Which of the following do you plan on shopping during?
The weekend after Black Friday, November 30 – December 1, 2019

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	19%	(431)	34%	(786)	19%	(449)	16%	(371)	13%	(292)	2329
Ethnicity: Hispanic	18%	(66)	42%	(154)	19%	(70)	12%	(44)	10%	(36)	370
Ethnicity: Afr. Am.	31%	(91)	35%	(101)	10%	(29)	12%	(34)	12%	(36)	290
Ethnicity: Other	19%	(42)	35%	(76)	17%	(37)	12%	(25)	17%	(36)	216
All Christian	17%	(173)	35%	(351)	21%	(208)	17%	(168)	11%	(108)	1008
All Non-Christian	19%	(20)	39%	(39)	15%	(15)	13%	(13)	15%	(15)	102
Atheist	13%	(13)	26%	(27)	31%	(32)	21%	(22)	9%	(9)	104
Agnostic/Nothing in particular	20%	(225)	33%	(369)	17%	(194)	15%	(168)	14%	(159)	1116
Religious Non-Protestant/Catholic	20%	(24)	37%	(45)	18%	(22)	10%	(13)	15%	(18)	122
Evangelical	21%	(139)	36%	(237)	18%	(114)	14%	(89)	11%	(71)	649
Non-Evangelical	18%	(146)	34%	(285)	20%	(165)	17%	(144)	11%	(95)	835
Community: Urban	17%	(96)	36%	(204)	17%	(97)	17%	(97)	12%	(69)	563
Community: Suburban	19%	(212)	34%	(381)	20%	(228)	15%	(172)	12%	(130)	1124
Community: Rural	19%	(122)	31%	(202)	19%	(124)	16%	(101)	14%	(93)	642
Employ: Private Sector	22%	(156)	39%	(282)	19%	(140)	13%	(90)	7%	(51)	718
Employ: Government	29%	(39)	42%	(57)	12%	(17)	9%	(13)	8%	(11)	136
Employ: Self-Employed	20%	(38)	35%	(67)	20%	(37)	14%	(27)	11%	(21)	189
Employ: Homemaker	23%	(44)	32%	(63)	18%	(35)	13%	(25)	14%	(27)	195
Employ: Retired	9%	(50)	28%	(150)	23%	(125)	25%	(136)	15%	(79)	539
Employ: Unemployed	18%	(44)	31%	(74)	15%	(37)	16%	(38)	20%	(47)	240
Employ: Other	21%	(46)	28%	(60)	14%	(31)	15%	(31)	21%	(46)	214
Military HH: Yes	17%	(71)	28%	(115)	25%	(104)	18%	(75)	12%	(49)	414
Military HH: No	19%	(360)	35%	(671)	18%	(346)	15%	(296)	13%	(242)	1915
RD/WT: Right Direction	19%	(169)	32%	(280)	19%	(168)	16%	(138)	13%	(115)	871
RD/WT: Wrong Track	18%	(262)	35%	(506)	19%	(281)	16%	(232)	12%	(176)	1458
Trump Job Approve	18%	(173)	33%	(305)	21%	(193)	16%	(153)	12%	(112)	936
Trump Job Disapprove	19%	(238)	35%	(446)	19%	(239)	16%	(201)	11%	(136)	1261
Trump Job Strongly Approve	19%	(95)	30%	(149)	21%	(103)	19%	(96)	11%	(56)	501
Trump Job Somewhat Approve	18%	(78)	36%	(155)	21%	(90)	13%	(56)	13%	(56)	435
Trump Job Somewhat Disapprove	22%	(71)	37%	(119)	19%	(59)	10%	(32)	12%	(38)	318
Trump Job Strongly Disapprove	18%	(168)	35%	(327)	19%	(180)	18%	(170)	10%	(98)	943

Continued on next page

Table IHS5_4: Which of the following do you plan on shopping during?
The weekend after Black Friday, November 30 – December 1, 2019

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	19%	(431)	34%	(786)	19%	(449)	16%	(371)	13%	(292)	2329
Favorable of Trump	18%	(163)	33%	(297)	21%	(190)	17%	(155)	11%	(105)	910
Unfavorable of Trump	18%	(232)	36%	(458)	20%	(248)	16%	(199)	10%	(130)	1267
Very Favorable of Trump	20%	(109)	29%	(154)	19%	(105)	20%	(107)	12%	(64)	540
Somewhat Favorable of Trump	15%	(54)	39%	(143)	23%	(85)	13%	(48)	11%	(40)	370
Somewhat Unfavorable of Trump	20%	(53)	41%	(108)	17%	(44)	9%	(24)	13%	(36)	265
Very Unfavorable of Trump	18%	(179)	35%	(350)	20%	(204)	17%	(175)	9%	(94)	1002
#1 Issue: Economy	17%	(103)	40%	(238)	21%	(124)	12%	(73)	10%	(59)	597
#1 Issue: Security	19%	(84)	33%	(147)	18%	(81)	21%	(92)	10%	(43)	447
#1 Issue: Health Care	23%	(91)	36%	(142)	18%	(71)	13%	(50)	11%	(42)	396
#1 Issue: Medicare / Social Security	14%	(51)	27%	(97)	21%	(77)	21%	(76)	17%	(59)	360
#1 Issue: Women's Issues	18%	(25)	30%	(43)	18%	(26)	18%	(26)	16%	(24)	143
#1 Issue: Education	25%	(31)	31%	(38)	17%	(21)	9%	(11)	19%	(24)	125
#1 Issue: Energy	21%	(30)	34%	(48)	20%	(28)	12%	(17)	13%	(19)	141
#1 Issue: Other	14%	(16)	27%	(32)	18%	(22)	22%	(26)	19%	(23)	119
2018 House Vote: Democrat	20%	(159)	35%	(276)	18%	(144)	17%	(133)	10%	(77)	789
2018 House Vote: Republican	17%	(123)	34%	(248)	22%	(157)	16%	(112)	11%	(82)	722
2018 House Vote: Someone else	15%	(17)	39%	(42)	22%	(24)	16%	(17)	9%	(10)	109
2016 Vote: Hillary Clinton	21%	(155)	38%	(273)	18%	(128)	16%	(113)	8%	(57)	726
2016 Vote: Donald Trump	16%	(119)	33%	(244)	21%	(155)	18%	(130)	11%	(82)	730
2016 Vote: Other	16%	(30)	32%	(58)	22%	(40)	17%	(32)	13%	(24)	184
2016 Vote: Didn't Vote	19%	(127)	31%	(211)	18%	(124)	14%	(94)	19%	(129)	685
Voted in 2014: Yes	20%	(275)	33%	(460)	20%	(284)	17%	(237)	10%	(139)	1395
Voted in 2014: No	17%	(156)	35%	(326)	18%	(165)	14%	(133)	16%	(152)	934
2012 Vote: Barack Obama	21%	(178)	35%	(298)	19%	(159)	16%	(140)	9%	(80)	854
2012 Vote: Mitt Romney	15%	(84)	34%	(186)	21%	(117)	18%	(102)	11%	(62)	553
2012 Vote: Other	9%	(8)	32%	(28)	26%	(23)	17%	(15)	16%	(15)	88
2012 Vote: Didn't Vote	19%	(158)	33%	(273)	18%	(149)	13%	(111)	16%	(134)	825

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Table IHS5_4: Which of the following do you plan on shopping during?
The weekend after Black Friday, November 30 – December 1, 2019

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	19%	(431)	34%	(786)	19%	(449)	16%	(371)	13%	(292)	2329
4-Region: Northeast	19%	(79)	36%	(150)	18%	(74)	17%	(71)	10%	(42)	417
4-Region: Midwest	17%	(81)	33%	(160)	22%	(109)	18%	(89)	10%	(51)	489
4-Region: South	21%	(181)	32%	(283)	19%	(164)	14%	(121)	14%	(122)	873
4-Region: West	16%	(89)	35%	(193)	18%	(102)	16%	(90)	14%	(76)	550

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

Table IHS6: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Adults	44%	(1034)	56%	(1295)	2329
Gender: Male	43%	(484)	57%	(640)	1124
Gender: Female	46%	(550)	54%	(655)	1205
Age: 18-29	52%	(244)	48%	(227)	471
Age: 30-44	44%	(262)	56%	(339)	601
Age: 45-54	46%	(179)	54%	(210)	388
Age: 55-64	42%	(170)	58%	(236)	407
Age: 65+	39%	(178)	61%	(283)	462
Generation Z: 18-22	55%	(109)	45%	(89)	197
Millennial: Age 23-38	44%	(290)	56%	(364)	654
Generation X: Age 39-54	47%	(287)	53%	(323)	609
Boomers: Age 55-73	41%	(315)	59%	(454)	769
PID: Dem (no lean)	46%	(364)	54%	(430)	794
PID: Ind (no lean)	45%	(377)	55%	(465)	842
PID: Rep (no lean)	42%	(293)	58%	(400)	693
PID/Gender: Dem Men	44%	(158)	56%	(200)	358
PID/Gender: Dem Women	47%	(206)	53%	(230)	436
PID/Gender: Ind Men	43%	(182)	57%	(240)	422
PID/Gender: Ind Women	46%	(195)	54%	(225)	420
PID/Gender: Rep Men	42%	(144)	58%	(201)	344
PID/Gender: Rep Women	43%	(149)	57%	(200)	348
Ideo: Liberal (1-3)	39%	(233)	61%	(369)	602
Ideo: Moderate (4)	44%	(253)	56%	(322)	576
Ideo: Conservative (5-7)	44%	(348)	56%	(447)	795
Educ: < College	48%	(769)	52%	(832)	1601
Educ: Bachelors degree	36%	(170)	64%	(300)	470
Educ: Post-grad	37%	(95)	63%	(164)	258
Income: Under 50k	49%	(627)	51%	(666)	1293
Income: 50k-100k	39%	(287)	61%	(445)	731
Income: 100k+	39%	(120)	61%	(185)	304
Ethnicity: White	41%	(742)	59%	(1081)	1823
Ethnicity: Hispanic	47%	(175)	53%	(195)	370
Ethnicity: Afr. Am.	62%	(181)	38%	(109)	290

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Table IHS6: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Adults	44%	(1034)	56%	(1295)	2329
Ethnicity: Other	51%	(111)	49%	(105)	216
All Christian	43%	(429)	57%	(579)	1008
All Non-Christian	50%	(51)	50%	(51)	102
Atheist	31%	(32)	69%	(72)	104
Agnostic/Nothing in particular	47%	(522)	53%	(594)	1116
Religious Non-Protestant/Catholic	50%	(61)	50%	(61)	122
Evangelical	51%	(330)	49%	(320)	649
Non-Evangelical	40%	(337)	60%	(498)	835
Community: Urban	46%	(261)	54%	(302)	563
Community: Suburban	42%	(472)	58%	(652)	1124
Community: Rural	47%	(301)	53%	(341)	642
Employ: Private Sector	43%	(307)	57%	(412)	718
Employ: Government	48%	(65)	52%	(71)	136
Employ: Self-Employed	43%	(80)	57%	(109)	189
Employ: Homemaker	51%	(100)	49%	(95)	195
Employ: Retired	39%	(209)	61%	(330)	539
Employ: Unemployed	48%	(115)	52%	(124)	240
Employ: Other	52%	(111)	48%	(103)	214
Military HH: Yes	41%	(170)	59%	(244)	414
Military HH: No	45%	(864)	55%	(1051)	1915
RD/WT: Right Direction	46%	(404)	54%	(466)	871
RD/WT: Wrong Track	43%	(630)	57%	(829)	1458
Trump Job Approve	44%	(409)	56%	(527)	936
Trump Job Disapprove	43%	(539)	57%	(721)	1261
Trump Job Strongly Approve	43%	(218)	57%	(283)	501
Trump Job Somewhat Approve	44%	(192)	56%	(244)	435
Trump Job Somewhat Disapprove	46%	(147)	54%	(171)	318
Trump Job Strongly Disapprove	42%	(393)	58%	(550)	943
Favorable of Trump	43%	(394)	57%	(516)	910
Unfavorable of Trump	42%	(533)	58%	(734)	1267

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Table IHS6: *And, if you had to choose to shop at only one of the following, which would you shop during?*

Demographic	Black Friday		Cyber Monday		Total N
Adults	44%	(1034)	56%	(1295)	2329
Very Favorable of Trump	46%	(246)	54%	(294)	540
Somewhat Favorable of Trump	40%	(148)	60%	(222)	370
Somewhat Unfavorable of Trump	42%	(111)	58%	(154)	265
Very Unfavorable of Trump	42%	(422)	58%	(580)	1002
#1 Issue: Economy	41%	(245)	59%	(352)	597
#1 Issue: Security	40%	(179)	60%	(268)	447
#1 Issue: Health Care	50%	(197)	50%	(199)	396
#1 Issue: Medicare / Social Security	50%	(181)	50%	(179)	360
#1 Issue: Women's Issues	48%	(68)	52%	(75)	143
#1 Issue: Education	47%	(59)	53%	(66)	125
#1 Issue: Energy	42%	(59)	58%	(82)	141
#1 Issue: Other	38%	(45)	62%	(74)	119
2018 House Vote: Democrat	41%	(322)	59%	(467)	789
2018 House Vote: Republican	41%	(293)	59%	(429)	722
2018 House Vote: Someone else	39%	(43)	61%	(66)	109
2016 Vote: Hillary Clinton	40%	(287)	60%	(439)	726
2016 Vote: Donald Trump	43%	(312)	57%	(418)	730
2016 Vote: Other	30%	(56)	70%	(128)	184
2016 Vote: Didn't Vote	55%	(377)	45%	(308)	685
Voted in 2014: Yes	41%	(570)	59%	(826)	1395
Voted in 2014: No	50%	(464)	50%	(470)	934
2012 Vote: Barack Obama	41%	(348)	59%	(506)	854
2012 Vote: Mitt Romney	41%	(225)	59%	(327)	553
2012 Vote: Other	32%	(28)	68%	(60)	88
2012 Vote: Didn't Vote	52%	(428)	48%	(397)	825
4-Region: Northeast	39%	(164)	61%	(253)	417
4-Region: Midwest	43%	(212)	57%	(278)	489
4-Region: South	50%	(435)	50%	(437)	873
4-Region: West	41%	(223)	59%	(327)	550

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

Table IHS7: Do you have a budget for your holiday spending?

Demographic	Yes		No		Total N
Adults	57%	(1322)	43%	(1007)	2329
Gender: Male	53%	(601)	47%	(524)	1124
Gender: Female	60%	(722)	40%	(483)	1205
Age: 18-29	58%	(271)	42%	(200)	471
Age: 30-44	59%	(358)	41%	(244)	601
Age: 45-54	56%	(219)	44%	(170)	388
Age: 55-64	62%	(252)	38%	(155)	407
Age: 65+	48%	(223)	52%	(239)	462
Generation Z: 18-22	55%	(109)	45%	(88)	197
Millennial: Age 23-38	57%	(373)	43%	(281)	654
Generation X: Age 39-54	60%	(365)	40%	(244)	609
Boomers: Age 55-73	57%	(437)	43%	(332)	769
PID: Dem (no lean)	55%	(438)	45%	(357)	794
PID: Ind (no lean)	57%	(477)	43%	(365)	842
PID: Rep (no lean)	59%	(408)	41%	(285)	693
PID/Gender: Dem Men	52%	(187)	48%	(171)	358
PID/Gender: Dem Women	58%	(251)	42%	(185)	436
PID/Gender: Ind Men	52%	(221)	48%	(200)	422
PID/Gender: Ind Women	61%	(256)	39%	(165)	420
PID/Gender: Rep Men	56%	(192)	44%	(152)	344
PID/Gender: Rep Women	62%	(215)	38%	(133)	348
Ideo: Liberal (1-3)	55%	(334)	45%	(268)	602
Ideo: Moderate (4)	57%	(327)	43%	(248)	576
Ideo: Conservative (5-7)	59%	(469)	41%	(326)	795
Educ: < College	59%	(939)	41%	(662)	1601
Educ: Bachelors degree	54%	(252)	46%	(218)	470
Educ: Post-grad	51%	(132)	49%	(126)	258
Income: Under 50k	58%	(755)	42%	(538)	1293
Income: 50k-100k	58%	(422)	42%	(309)	731
Income: 100k+	48%	(145)	52%	(159)	304
Ethnicity: White	57%	(1035)	43%	(788)	1823
Ethnicity: Hispanic	57%	(209)	43%	(160)	370
Ethnicity: Afr. Am.	56%	(163)	44%	(127)	290

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Table IHS7: Do you have a budget for your holiday spending?

Demographic	Yes		No		Total N
Adults	57%	(1322)	43%	(1007)	2329
Ethnicity: Other	58%	(125)	42%	(91)	216
All Christian	57%	(579)	43%	(428)	1008
All Non-Christian	43%	(44)	57%	(58)	102
Atheist	58%	(60)	42%	(44)	104
Agnostic/Nothing in particular	57%	(639)	43%	(477)	1116
Religious Non-Protestant/Catholic	45%	(55)	55%	(67)	122
Evangelical	60%	(388)	40%	(261)	649
Non-Evangelical	56%	(464)	44%	(371)	835
Community: Urban	56%	(318)	44%	(245)	563
Community: Suburban	54%	(611)	46%	(513)	1124
Community: Rural	61%	(394)	39%	(248)	642
Employ: Private Sector	59%	(420)	41%	(298)	718
Employ: Government	61%	(82)	39%	(53)	136
Employ: Self-Employed	62%	(118)	38%	(71)	189
Employ: Homemaker	61%	(119)	39%	(75)	195
Employ: Retired	53%	(287)	47%	(252)	539
Employ: Unemployed	48%	(115)	52%	(124)	240
Employ: Other	59%	(127)	41%	(87)	214
Military HH: Yes	54%	(225)	46%	(189)	414
Military HH: No	57%	(1097)	43%	(818)	1915
RD/WT: Right Direction	58%	(502)	42%	(368)	871
RD/WT: Wrong Track	56%	(820)	44%	(638)	1458
Trump Job Approve	60%	(561)	40%	(375)	936
Trump Job Disapprove	55%	(688)	45%	(573)	1261
Trump Job Strongly Approve	61%	(304)	39%	(197)	501
Trump Job Somewhat Approve	59%	(257)	41%	(179)	435
Trump Job Somewhat Disapprove	60%	(189)	40%	(128)	318
Trump Job Strongly Disapprove	53%	(499)	47%	(444)	943
Favorable of Trump	59%	(540)	41%	(370)	910
Unfavorable of Trump	55%	(694)	45%	(573)	1267

Continued on next page

Table IHS7: Do you have a budget for your holiday spending?

Demographic	Yes		No		Total N
Adults	57%	(1322)	43%	(1007)	2329
Very Favorable of Trump	59%	(318)	41%	(222)	540
Somewhat Favorable of Trump	60%	(222)	40%	(149)	370
Somewhat Unfavorable of Trump	61%	(162)	39%	(103)	265
Very Unfavorable of Trump	53%	(532)	47%	(470)	1002
#1 Issue: Economy	59%	(349)	41%	(248)	597
#1 Issue: Security	57%	(254)	43%	(193)	447
#1 Issue: Health Care	60%	(238)	40%	(158)	396
#1 Issue: Medicare / Social Security	51%	(184)	49%	(176)	360
#1 Issue: Women's Issues	58%	(83)	42%	(60)	143
#1 Issue: Education	49%	(61)	51%	(64)	125
#1 Issue: Energy	61%	(86)	39%	(56)	141
#1 Issue: Other	56%	(66)	44%	(53)	119
2018 House Vote: Democrat	55%	(432)	45%	(358)	789
2018 House Vote: Republican	60%	(433)	40%	(289)	722
2018 House Vote: Someone else	58%	(63)	42%	(46)	109
2016 Vote: Hillary Clinton	53%	(388)	47%	(338)	726
2016 Vote: Donald Trump	59%	(433)	41%	(297)	730
2016 Vote: Other	62%	(114)	38%	(70)	184
2016 Vote: Didn't Vote	56%	(385)	44%	(300)	685
Voted in 2014: Yes	58%	(807)	42%	(588)	1395
Voted in 2014: No	55%	(515)	45%	(418)	934
2012 Vote: Barack Obama	56%	(480)	44%	(374)	854
2012 Vote: Mitt Romney	60%	(330)	40%	(223)	553
2012 Vote: Other	61%	(54)	39%	(34)	88
2012 Vote: Didn't Vote	55%	(453)	45%	(372)	825
4-Region: Northeast	55%	(227)	45%	(189)	417
4-Region: Midwest	61%	(297)	39%	(192)	489
4-Region: South	57%	(496)	43%	(376)	873
4-Region: West	55%	(302)	45%	(249)	550

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

Table IHS8: And, are you planning to spend more or less on holiday shopping this year than you did last year?

Demographic	Spend more		Spend less		Spend about the same		Don't know/No opinion		Total N
Adults	14%	(328)	29%	(665)	49%	(1132)	9%	(204)	2329
Gender: Male	16%	(183)	26%	(296)	49%	(556)	8%	(89)	1124
Gender: Female	12%	(145)	31%	(369)	48%	(576)	10%	(115)	1205
Age: 18-29	20%	(93)	28%	(133)	40%	(188)	12%	(57)	471
Age: 30-44	18%	(105)	30%	(179)	43%	(257)	10%	(60)	601
Age: 45-54	13%	(49)	31%	(120)	49%	(189)	8%	(30)	388
Age: 55-64	9%	(38)	28%	(115)	55%	(224)	7%	(30)	407
Age: 65+	9%	(43)	25%	(117)	59%	(274)	6%	(27)	462
Generation Z: 18-22	18%	(35)	29%	(57)	36%	(71)	17%	(34)	197
Millennial: Age 23-38	19%	(125)	31%	(202)	42%	(275)	8%	(51)	654
Generation X: Age 39-54	14%	(87)	28%	(173)	47%	(287)	10%	(62)	609
Boomers: Age 55-73	9%	(71)	27%	(204)	57%	(440)	7%	(53)	769
PID: Dem (no lean)	14%	(110)	32%	(256)	46%	(369)	7%	(59)	794
PID: Ind (no lean)	13%	(112)	27%	(228)	47%	(393)	13%	(109)	842
PID: Rep (no lean)	15%	(106)	26%	(181)	53%	(369)	5%	(36)	693
PID/Gender: Dem Men	16%	(57)	30%	(109)	47%	(169)	6%	(23)	358
PID/Gender: Dem Women	12%	(53)	34%	(148)	46%	(200)	8%	(36)	436
PID/Gender: Ind Men	12%	(52)	27%	(114)	49%	(207)	11%	(48)	422
PID/Gender: Ind Women	14%	(60)	27%	(113)	44%	(186)	14%	(60)	420
PID/Gender: Rep Men	22%	(74)	21%	(73)	52%	(180)	5%	(18)	344
PID/Gender: Rep Women	9%	(32)	31%	(108)	54%	(190)	5%	(19)	348
Ideo: Liberal (1-3)	13%	(79)	36%	(215)	46%	(275)	5%	(33)	602
Ideo: Moderate (4)	14%	(81)	26%	(147)	55%	(314)	6%	(34)	576
Ideo: Conservative (5-7)	15%	(121)	25%	(202)	53%	(424)	6%	(49)	795
Educ: < College	15%	(241)	29%	(471)	45%	(717)	11%	(171)	1601
Educ: Bachelors degree	12%	(56)	27%	(128)	56%	(265)	5%	(22)	470
Educ: Post-grad	12%	(32)	26%	(66)	58%	(150)	4%	(11)	258
Income: Under 50k	13%	(166)	31%	(401)	45%	(580)	11%	(147)	1293
Income: 50k-100k	16%	(117)	28%	(206)	50%	(369)	5%	(40)	731
Income: 100k+	15%	(46)	19%	(58)	60%	(183)	6%	(18)	304
Ethnicity: White	13%	(244)	28%	(517)	51%	(938)	7%	(123)	1823
Ethnicity: Hispanic	17%	(63)	33%	(124)	41%	(151)	9%	(33)	370

Continued on next page

Table IHS8: *And, are you planning to spend more or less on holiday shopping this year than you did last year?*

Demographic	Spend more		Spend less		Spend about the same		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(328)	29%	(665)	49%	(1132)	9%	(204)	2329
Ethnicity: Afr. Am.	17%	(51)	27%	(80)	39%	(113)	16%	(47)	290
Ethnicity: Other	16%	(33)	32%	(68)	37%	(81)	16%	(34)	216
All Christian	13%	(127)	25%	(249)	58%	(581)	5%	(50)	1008
All Non-Christian	15%	(15)	22%	(23)	48%	(48)	15%	(15)	102
Atheist	19%	(20)	36%	(38)	42%	(43)	3%	(3)	104
Agnostic/Nothing in particular	15%	(166)	32%	(355)	41%	(459)	12%	(135)	1116
Religious Non-Protestant/Catholic	15%	(18)	24%	(29)	48%	(59)	13%	(16)	122
Evangelical	17%	(108)	27%	(177)	48%	(310)	8%	(54)	649
Non-Evangelical	13%	(105)	25%	(211)	55%	(456)	7%	(62)	835
Community: Urban	16%	(91)	30%	(169)	43%	(243)	11%	(60)	563
Community: Suburban	14%	(161)	27%	(301)	50%	(564)	9%	(98)	1124
Community: Rural	12%	(76)	30%	(195)	51%	(325)	7%	(46)	642
Employ: Private Sector	17%	(121)	28%	(203)	49%	(354)	6%	(41)	718
Employ: Government	13%	(17)	30%	(41)	53%	(73)	4%	(5)	136
Employ: Self-Employed	14%	(27)	30%	(57)	49%	(93)	7%	(12)	189
Employ: Homemaker	12%	(24)	32%	(63)	44%	(86)	11%	(21)	195
Employ: Retired	10%	(54)	26%	(142)	59%	(316)	5%	(27)	539
Employ: Unemployed	13%	(31)	29%	(70)	36%	(86)	22%	(53)	240
Employ: Other	18%	(39)	25%	(54)	39%	(84)	17%	(37)	214
Military HH: Yes	16%	(65)	28%	(117)	49%	(203)	7%	(29)	414
Military HH: No	14%	(264)	29%	(548)	48%	(929)	9%	(175)	1915
RD/WT: Right Direction	17%	(147)	25%	(217)	50%	(439)	8%	(68)	871
RD/WT: Wrong Track	12%	(182)	31%	(448)	48%	(693)	9%	(135)	1458
Trump Job Approve	16%	(149)	26%	(240)	52%	(488)	6%	(59)	936
Trump Job Disapprove	13%	(159)	31%	(393)	47%	(598)	9%	(112)	1261
Trump Job Strongly Approve	18%	(92)	26%	(129)	51%	(257)	5%	(23)	501
Trump Job Somewhat Approve	13%	(57)	26%	(111)	53%	(231)	8%	(36)	435
Trump Job Somewhat Disapprove	13%	(42)	32%	(102)	48%	(151)	7%	(22)	318
Trump Job Strongly Disapprove	12%	(116)	31%	(291)	47%	(446)	9%	(89)	943
Favorable of Trump	17%	(154)	26%	(233)	52%	(470)	6%	(53)	910
Unfavorable of Trump	12%	(152)	31%	(394)	48%	(611)	9%	(110)	1267

Continued on next page

Table IHS8: And, are you planning to spend more or less on holiday shopping this year than you did last year?

Demographic	Spend more		Spend less		Spend about the same		Don't know/No opinion		Total N
Adults	14%	(328)	29%	(665)	49%	(1132)	9%	(204)	2329
Very Favorable of Trump	18%	(99)	27%	(145)	49%	(267)	5%	(29)	540
Somewhat Favorable of Trump	15%	(55)	24%	(88)	55%	(203)	7%	(24)	370
Somewhat Unfavorable of Trump	12%	(32)	26%	(69)	53%	(141)	9%	(23)	265
Very Unfavorable of Trump	12%	(119)	32%	(324)	47%	(471)	9%	(87)	1002
#1 Issue: Economy	16%	(97)	27%	(158)	47%	(279)	10%	(62)	597
#1 Issue: Security	16%	(73)	24%	(106)	54%	(243)	6%	(25)	447
#1 Issue: Health Care	15%	(58)	33%	(131)	46%	(183)	6%	(24)	396
#1 Issue: Medicare / Social Security	10%	(35)	32%	(116)	49%	(176)	9%	(33)	360
#1 Issue: Women's Issues	10%	(14)	29%	(41)	49%	(70)	13%	(18)	143
#1 Issue: Education	12%	(15)	31%	(39)	44%	(54)	13%	(17)	125
#1 Issue: Energy	14%	(20)	26%	(37)	53%	(75)	6%	(9)	141
#1 Issue: Other	14%	(17)	30%	(36)	43%	(51)	13%	(15)	119
2018 House Vote: Democrat	12%	(98)	31%	(244)	50%	(395)	7%	(51)	789
2018 House Vote: Republican	16%	(113)	26%	(185)	55%	(397)	4%	(27)	722
2018 House Vote: Someone else	17%	(19)	33%	(35)	40%	(43)	10%	(11)	109
2016 Vote: Hillary Clinton	13%	(94)	30%	(219)	49%	(359)	8%	(54)	726
2016 Vote: Donald Trump	16%	(113)	26%	(188)	55%	(401)	4%	(28)	730
2016 Vote: Other	17%	(30)	29%	(53)	46%	(84)	9%	(16)	184
2016 Vote: Didn't Vote	13%	(90)	30%	(205)	42%	(284)	15%	(105)	685
Voted in 2014: Yes	14%	(196)	28%	(387)	53%	(737)	5%	(74)	1395
Voted in 2014: No	14%	(132)	30%	(278)	42%	(395)	14%	(129)	934
2012 Vote: Barack Obama	13%	(113)	32%	(270)	49%	(418)	6%	(53)	854
2012 Vote: Mitt Romney	12%	(68)	25%	(136)	60%	(333)	3%	(16)	553
2012 Vote: Other	18%	(16)	26%	(23)	49%	(43)	8%	(7)	88
2012 Vote: Didn't Vote	16%	(132)	28%	(230)	41%	(334)	16%	(129)	825
4-Region: Northeast	15%	(63)	28%	(116)	49%	(205)	8%	(33)	417
4-Region: Midwest	10%	(49)	29%	(141)	54%	(265)	7%	(34)	489
4-Region: South	14%	(125)	28%	(243)	48%	(419)	10%	(86)	873
4-Region: West	17%	(92)	30%	(164)	44%	(244)	9%	(51)	550

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

Table IHS9_1NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 My income is higher

Demographic	Selected		Not Selected		Total N
Adults	50%	(164)	50%	(165)	328
Gender: Male	54%	(99)	46%	(85)	183
Gender: Female	45%	(65)	55%	(80)	145
Age: 18-29	54%	(50)	46%	(43)	93
Age: 30-44	49%	(52)	51%	(54)	105
Millennial: Age 23-38	51%	(64)	49%	(62)	125
Generation X: Age 39-54	51%	(44)	49%	(43)	87
Boomers: Age 55-73	46%	(33)	54%	(39)	71
PID: Dem (no lean)	43%	(47)	57%	(63)	110
PID: Ind (no lean)	50%	(56)	50%	(56)	112
PID: Rep (no lean)	57%	(60)	43%	(46)	106
PID/Gender: Dem Men	46%	(26)	54%	(31)	57
PID/Gender: Dem Women	39%	(21)	61%	(32)	53
PID/Gender: Ind Men	57%	(30)	43%	(22)	52
PID/Gender: Ind Women	44%	(27)	56%	(33)	60
PID/Gender: Rep Men	57%	(42)	43%	(32)	74
Ideo: Liberal (1-3)	56%	(45)	44%	(35)	79
Ideo: Moderate (4)	43%	(35)	57%	(46)	81
Ideo: Conservative (5-7)	53%	(64)	47%	(58)	121
Educ: < College	48%	(116)	52%	(125)	241
Educ: Bachelors degree	66%	(37)	34%	(19)	56
Income: Under 50k	44%	(73)	56%	(92)	166
Income: 50k-100k	57%	(67)	43%	(50)	117
Ethnicity: White	55%	(133)	45%	(111)	244
Ethnicity: Hispanic	51%	(32)	49%	(30)	63
Ethnicity: Afr. Am.	38%	(19)	62%	(32)	51
All Christian	44%	(56)	56%	(71)	127
Agnostic/Nothing in particular	53%	(89)	47%	(77)	166
Evangelical	49%	(53)	51%	(55)	108
Non-Evangelical	43%	(46)	57%	(60)	105

Continued on next page

Table IHS9_1NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
My income is higher

Demographic	Selected		Not Selected		Total N
Adults	50%	(164)	50%	(165)	328
Community: Urban	47%	(43)	53%	(48)	91
Community: Suburban	48%	(77)	52%	(84)	161
Community: Rural	58%	(44)	42%	(32)	76
Employ: Private Sector	64%	(78)	36%	(43)	121
Employ: Retired	28%	(15)	72%	(39)	54
Military HH: Yes	51%	(33)	49%	(32)	65
Military HH: No	50%	(131)	50%	(133)	264
RD/WT: Right Direction	51%	(75)	49%	(71)	147
RD/WT: Wrong Track	49%	(88)	51%	(93)	182
Trump Job Approve	56%	(83)	44%	(66)	149
Trump Job Disapprove	46%	(73)	54%	(85)	159
Trump Job Strongly Approve	50%	(46)	50%	(46)	92
Trump Job Somewhat Approve	65%	(37)	35%	(20)	57
Trump Job Strongly Disapprove	51%	(60)	49%	(57)	116
Favorable of Trump	51%	(78)	49%	(76)	154
Unfavorable of Trump	49%	(75)	51%	(77)	152
Very Favorable of Trump	48%	(48)	52%	(51)	99
Somewhat Favorable of Trump	56%	(30)	44%	(24)	55
Very Unfavorable of Trump	52%	(61)	48%	(58)	119
#1 Issue: Economy	49%	(48)	51%	(49)	97
#1 Issue: Security	56%	(41)	44%	(32)	73
#1 Issue: Health Care	52%	(30)	48%	(28)	58
2018 House Vote: Democrat	50%	(49)	50%	(49)	98
2018 House Vote: Republican	50%	(56)	50%	(56)	113
2016 Vote: Hillary Clinton	55%	(52)	45%	(43)	94
2016 Vote: Donald Trump	52%	(58)	48%	(55)	113
2016 Vote: Didn't Vote	47%	(43)	53%	(47)	90
Voted in 2014: Yes	50%	(98)	50%	(99)	196
Voted in 2014: No	50%	(66)	50%	(66)	132

Continued on next page

Table IHS9_1NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
My income is higher

Demographic	Selected		Not Selected		Total N
Adults	50%	(164)	50%	(165)	328
2012 Vote: Barack Obama	57%	(65)	43%	(48)	113
2012 Vote: Mitt Romney	45%	(30)	55%	(38)	68
2012 Vote: Didn't Vote	46%	(60)	54%	(71)	132
4-Region: Northeast	50%	(31)	50%	(31)	63
4-Region: South	53%	(66)	47%	(59)	125
4-Region: West	45%	(41)	55%	(50)	92

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

Table IHS9_2NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
The economy is in better shape

Demographic	Selected		Not Selected		Total N
Adults	29%	(94)	71%	(234)	328
Gender: Male	36%	(65)	64%	(118)	183
Gender: Female	20%	(29)	80%	(116)	145
Age: 18-29	10%	(10)	90%	(83)	93
Age: 30-44	27%	(29)	73%	(77)	105
Millennial: Age 23-38	19%	(24)	81%	(101)	125
Generation X: Age 39-54	35%	(30)	65%	(57)	87
Boomers: Age 55-73	46%	(33)	54%	(38)	71
PID: Dem (no lean)	13%	(15)	87%	(95)	110
PID: Ind (no lean)	22%	(24)	78%	(88)	112
PID: Rep (no lean)	52%	(56)	48%	(51)	106
PID/Gender: Dem Men	15%	(9)	85%	(49)	57
PID/Gender: Dem Women	11%	(6)	89%	(47)	53
PID/Gender: Ind Men	29%	(15)	71%	(37)	52
PID/Gender: Ind Women	15%	(9)	85%	(51)	60
PID/Gender: Rep Men	56%	(42)	44%	(33)	74
Ideo: Liberal (1-3)	10%	(8)	90%	(72)	79
Ideo: Moderate (4)	21%	(17)	79%	(64)	81
Ideo: Conservative (5-7)	49%	(60)	51%	(61)	121
Educ: < College	28%	(67)	72%	(174)	241
Educ: Bachelors degree	26%	(15)	74%	(41)	56
Income: Under 50k	26%	(42)	74%	(123)	166
Income: 50k-100k	32%	(37)	68%	(80)	117
Ethnicity: White	35%	(85)	65%	(159)	244
Ethnicity: Hispanic	35%	(22)	65%	(41)	63
Ethnicity: Afr. Am.	3%	(2)	97%	(49)	51
All Christian	40%	(51)	60%	(76)	127
Agnostic/Nothing in particular	21%	(35)	79%	(131)	166
Evangelical	32%	(34)	68%	(73)	108
Non-Evangelical	35%	(37)	65%	(68)	105

Continued on next page

Table IHS9_2NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 The economy is in better shape

Demographic	Selected		Not Selected		Total N
Adults	29%	(94)	71%	(234)	328
Community: Urban	27%	(25)	73%	(66)	91
Community: Suburban	29%	(46)	71%	(115)	161
Community: Rural	30%	(23)	70%	(53)	76
Employ: Private Sector	30%	(36)	70%	(85)	121
Employ: Retired	47%	(25)	53%	(29)	54
Military HH: Yes	36%	(23)	64%	(42)	65
Military HH: No	27%	(71)	73%	(192)	264
RD/WT: Right Direction	52%	(77)	48%	(70)	147
RD/WT: Wrong Track	10%	(18)	90%	(164)	182
Trump Job Approve	48%	(71)	52%	(78)	149
Trump Job Disapprove	14%	(22)	86%	(137)	159
Trump Job Strongly Approve	62%	(57)	38%	(35)	92
Trump Job Somewhat Approve	25%	(14)	75%	(43)	57
Trump Job Strongly Disapprove	9%	(11)	91%	(105)	116
Favorable of Trump	47%	(72)	53%	(82)	154
Unfavorable of Trump	12%	(19)	88%	(133)	152
Very Favorable of Trump	62%	(61)	38%	(38)	99
Somewhat Favorable of Trump	19%	(10)	81%	(44)	55
Very Unfavorable of Trump	8%	(9)	92%	(110)	119
#1 Issue: Economy	31%	(30)	69%	(67)	97
#1 Issue: Security	51%	(37)	49%	(36)	73
#1 Issue: Health Care	12%	(7)	88%	(51)	58
2018 House Vote: Democrat	14%	(13)	86%	(85)	98
2018 House Vote: Republican	51%	(58)	49%	(55)	113
2016 Vote: Hillary Clinton	16%	(15)	84%	(80)	94
2016 Vote: Donald Trump	55%	(62)	45%	(51)	113
2016 Vote: Didn't Vote	13%	(12)	87%	(78)	90
Voted in 2014: Yes	35%	(69)	65%	(128)	196
Voted in 2014: No	19%	(26)	81%	(106)	132

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Table IHS9_2NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
The economy is in better shape

Demographic	Selected		Not Selected		Total N
Adults	29%	(94)	71%	(234)	328
2012 Vote: Barack Obama	19%	(22)	81%	(91)	113
2012 Vote: Mitt Romney	49%	(33)	51%	(35)	68
2012 Vote: Didn't Vote	25%	(33)	75%	(98)	132
4-Region: Northeast	33%	(21)	67%	(42)	63
4-Region: South	26%	(33)	74%	(92)	125
4-Region: West	32%	(30)	68%	(62)	92

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

Table IHS9_3NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 My family has grown, or I have more family/friends to buy for

Demographic	Selected	Not Selected	Total N
Adults	38% (125)	62% (203)	328
Gender: Male	32% (59)	68% (124)	183
Gender: Female	46% (66)	54% (79)	145
Age: 18-29	51% (47)	49% (46)	93
Age: 30-44	36% (38)	64% (68)	105
Millennial: Age 23-38	46% (57)	54% (68)	125
Generation X: Age 39-54	28% (24)	72% (62)	87
Boomers: Age 55-73	33% (23)	67% (48)	71
PID: Dem (no lean)	45% (49)	55% (61)	110
PID: Ind (no lean)	39% (44)	61% (68)	112
PID: Rep (no lean)	31% (32)	69% (74)	106
PID/Gender: Dem Men	41% (23)	59% (34)	57
PID/Gender: Dem Women	48% (26)	52% (27)	53
PID/Gender: Ind Men	31% (16)	69% (36)	52
PID/Gender: Ind Women	47% (28)	53% (32)	60
PID/Gender: Rep Men	27% (20)	73% (54)	74
Ideo: Liberal (1-3)	44% (35)	56% (44)	79
Ideo: Moderate (4)	44% (35)	56% (45)	81
Ideo: Conservative (5-7)	28% (34)	72% (88)	121
Educ: < College	41% (100)	59% (141)	241
Educ: Bachelors degree	23% (13)	77% (43)	56
Income: Under 50k	40% (67)	60% (99)	166
Income: 50k-100k	34% (40)	66% (77)	117
Ethnicity: White	34% (84)	66% (160)	244
Ethnicity: Hispanic	42% (27)	58% (36)	63
Ethnicity: Afr. Am.	42% (22)	58% (29)	51
All Christian	43% (55)	57% (72)	127
Agnostic/Nothing in particular	38% (63)	62% (104)	166
Evangelical	34% (36)	66% (72)	108
Non-Evangelical	46% (48)	54% (57)	105

Continued on next page

Table IHS9_3NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
My family has grown, or I have more family/friends to buy for

Demographic	Selected		Not Selected		Total N
Adults	38%	(125)	62%	(203)	328
Community: Urban	42%	(38)	58%	(53)	91
Community: Suburban	37%	(60)	63%	(101)	161
Community: Rural	36%	(27)	64%	(49)	76
Employ: Private Sector	32%	(38)	68%	(83)	121
Employ: Retired	45%	(24)	55%	(29)	54
Military HH: Yes	33%	(22)	67%	(43)	65
Military HH: No	39%	(104)	61%	(160)	264
RD/WT: Right Direction	26%	(38)	74%	(109)	147
RD/WT: Wrong Track	48%	(87)	52%	(94)	182
Trump Job Approve	27%	(40)	73%	(109)	149
Trump Job Disapprove	46%	(74)	54%	(85)	159
Trump Job Strongly Approve	24%	(22)	76%	(70)	92
Trump Job Somewhat Approve	31%	(18)	69%	(39)	57
Trump Job Strongly Disapprove	47%	(54)	53%	(62)	116
Favorable of Trump	29%	(45)	71%	(108)	154
Unfavorable of Trump	47%	(72)	53%	(80)	152
Very Favorable of Trump	24%	(24)	76%	(75)	99
Somewhat Favorable of Trump	39%	(21)	61%	(33)	55
Very Unfavorable of Trump	46%	(55)	54%	(64)	119
#1 Issue: Economy	44%	(42)	56%	(55)	97
#1 Issue: Security	26%	(19)	74%	(54)	73
#1 Issue: Health Care	34%	(19)	66%	(38)	58
2018 House Vote: Democrat	42%	(41)	58%	(57)	98
2018 House Vote: Republican	27%	(31)	73%	(82)	113
2016 Vote: Hillary Clinton	42%	(40)	58%	(54)	94
2016 Vote: Donald Trump	23%	(27)	77%	(87)	113
2016 Vote: Didn't Vote	45%	(41)	55%	(49)	90
Voted in 2014: Yes	35%	(68)	65%	(128)	196
Voted in 2014: No	43%	(57)	57%	(75)	132

Continued on next page

Table IHS9_3NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 My family has grown, or I have more family/friends to buy for

Demographic	Selected		Not Selected		Total N
Adults	38%	(125)	62%	(203)	328
2012 Vote: Barack Obama	37%	(42)	63%	(71)	113
2012 Vote: Mitt Romney	31%	(21)	69%	(47)	68
2012 Vote: Didn't Vote	41%	(54)	59%	(78)	132
4-Region: Northeast	34%	(21)	66%	(42)	63
4-Region: South	43%	(54)	57%	(71)	125
4-Region: West	39%	(36)	61%	(56)	92

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

Table IHS9_4NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
I expect to have higher income or a promotion soon

Demographic	Selected		Not Selected		Total N
Adults	23%	(77)	77%	(251)	328
Gender: Male	24%	(44)	76%	(140)	183
Gender: Female	23%	(33)	77%	(112)	145
Age: 18-29	28%	(26)	72%	(67)	93
Age: 30-44	29%	(30)	71%	(75)	105
Millennial: Age 23-38	25%	(31)	75%	(94)	125
Generation X: Age 39-54	30%	(26)	70%	(61)	87
Boomers: Age 55-73	13%	(9)	87%	(62)	71
PID: Dem (no lean)	26%	(29)	74%	(81)	110
PID: Ind (no lean)	25%	(27)	75%	(85)	112
PID: Rep (no lean)	19%	(21)	81%	(86)	106
PID/Gender: Dem Men	26%	(15)	74%	(42)	57
PID/Gender: Dem Women	27%	(14)	73%	(39)	53
PID/Gender: Ind Men	26%	(13)	74%	(39)	52
PID/Gender: Ind Women	23%	(14)	77%	(46)	60
PID/Gender: Rep Men	21%	(16)	79%	(59)	74
Ideo: Liberal (1-3)	27%	(21)	73%	(58)	79
Ideo: Moderate (4)	24%	(19)	76%	(61)	81
Ideo: Conservative (5-7)	19%	(23)	81%	(98)	121
Educ: < College	21%	(51)	79%	(190)	241
Educ: Bachelors degree	35%	(20)	65%	(36)	56
Income: Under 50k	24%	(40)	76%	(126)	166
Income: 50k-100k	24%	(28)	76%	(89)	117
Ethnicity: White	22%	(54)	78%	(190)	244
Ethnicity: Hispanic	23%	(14)	77%	(48)	63
Ethnicity: Afr. Am.	35%	(18)	65%	(33)	51
All Christian	14%	(17)	86%	(110)	127
Agnostic/Nothing in particular	30%	(50)	70%	(116)	166
Evangelical	17%	(19)	83%	(89)	108
Non-Evangelical	20%	(21)	80%	(84)	105

Continued on next page

Table IHS9_4NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 I expect to have higher income or a promotion soon

Demographic	Selected		Not Selected		Total N
Adults	23%	(77)	77%	(251)	328
Community: Urban	27%	(25)	73%	(66)	91
Community: Suburban	23%	(37)	77%	(124)	161
Community: Rural	19%	(15)	81%	(61)	76
Employ: Private Sector	27%	(33)	73%	(88)	121
Employ: Retired	9%	(5)	91%	(49)	54
Military HH: Yes	22%	(14)	78%	(51)	65
Military HH: No	24%	(63)	76%	(201)	264
RD/WT: Right Direction	20%	(30)	80%	(117)	147
RD/WT: Wrong Track	26%	(48)	74%	(134)	182
Trump Job Approve	22%	(32)	78%	(117)	149
Trump Job Disapprove	23%	(36)	77%	(123)	159
Trump Job Strongly Approve	18%	(17)	82%	(75)	92
Trump Job Somewhat Approve	27%	(16)	73%	(41)	57
Trump Job Strongly Disapprove	24%	(28)	76%	(89)	116
Favorable of Trump	22%	(35)	78%	(119)	154
Unfavorable of Trump	24%	(36)	76%	(116)	152
Very Favorable of Trump	16%	(16)	84%	(83)	99
Somewhat Favorable of Trump	34%	(19)	66%	(36)	55
Very Unfavorable of Trump	27%	(32)	73%	(87)	119
#1 Issue: Economy	23%	(22)	77%	(75)	97
#1 Issue: Security	22%	(16)	78%	(57)	73
#1 Issue: Health Care	20%	(11)	80%	(46)	58
2018 House Vote: Democrat	25%	(24)	75%	(74)	98
2018 House Vote: Republican	21%	(24)	79%	(89)	113
2016 Vote: Hillary Clinton	27%	(25)	73%	(69)	94
2016 Vote: Donald Trump	19%	(21)	81%	(92)	113
2016 Vote: Didn't Vote	27%	(24)	73%	(66)	90
Voted in 2014: Yes	22%	(43)	78%	(154)	196
Voted in 2014: No	26%	(34)	74%	(98)	132

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Table IHS9_4NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
I expect to have higher income or a promotion soon

Demographic	Selected		Not Selected		Total N
Adults	23%	(77)	77%	(251)	328
2012 Vote: Barack Obama	22%	(25)	78%	(88)	113
2012 Vote: Mitt Romney	25%	(17)	75%	(51)	68
2012 Vote: Didn't Vote	25%	(33)	75%	(99)	132
4-Region: Northeast	21%	(13)	79%	(49)	63
4-Region: South	19%	(23)	81%	(102)	125
4-Region: West	25%	(23)	75%	(69)	92

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

Table IHS9_5NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 There are more good deals than there were last year

Demographic	Selected		Not Selected		Total N
Adults	32%	(106)	68%	(222)	328
Gender: Male	30%	(54)	70%	(129)	183
Gender: Female	36%	(52)	64%	(93)	145
Age: 18-29	31%	(29)	69%	(64)	93
Age: 30-44	34%	(36)	66%	(69)	105
Millennial: Age 23-38	32%	(40)	68%	(85)	125
Generation X: Age 39-54	28%	(24)	72%	(62)	87
Boomers: Age 55-73	30%	(22)	70%	(50)	71
PID: Dem (no lean)	41%	(45)	59%	(65)	110
PID: Ind (no lean)	29%	(33)	71%	(80)	112
PID: Rep (no lean)	26%	(28)	74%	(78)	106
PID/Gender: Dem Men	35%	(20)	65%	(37)	57
PID/Gender: Dem Women	48%	(25)	52%	(27)	53
PID/Gender: Ind Men	25%	(13)	75%	(39)	52
PID/Gender: Ind Women	32%	(19)	68%	(41)	60
PID/Gender: Rep Men	29%	(21)	71%	(53)	74
Ideo: Liberal (1-3)	38%	(30)	62%	(49)	79
Ideo: Moderate (4)	37%	(29)	63%	(51)	81
Ideo: Conservative (5-7)	27%	(33)	73%	(88)	121
Educ: < College	33%	(79)	67%	(161)	241
Educ: Bachelors degree	28%	(15)	72%	(40)	56
Income: Under 50k	35%	(57)	65%	(108)	166
Income: 50k-100k	31%	(36)	69%	(80)	117
Ethnicity: White	29%	(71)	71%	(173)	244
Ethnicity: Hispanic	28%	(18)	72%	(45)	63
Ethnicity: Afr. Am.	50%	(25)	50%	(25)	51
All Christian	32%	(41)	68%	(86)	127
Agnostic/Nothing in particular	33%	(55)	67%	(111)	166
Evangelical	39%	(42)	61%	(66)	108
Non-Evangelical	32%	(34)	68%	(71)	105

Continued on next page

Table IHS9_5NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
There are more good deals than there were last year

Demographic	Selected		Not Selected		Total N
Adults	32%	(106)	68%	(222)	328
Community: Urban	32%	(29)	68%	(62)	91
Community: Suburban	34%	(55)	66%	(106)	161
Community: Rural	29%	(22)	71%	(54)	76
Employ: Private Sector	25%	(30)	75%	(91)	121
Employ: Retired	42%	(22)	58%	(31)	54
Military HH: Yes	25%	(16)	75%	(48)	65
Military HH: No	34%	(90)	66%	(174)	264
RD/WT: Right Direction	31%	(45)	69%	(101)	147
RD/WT: Wrong Track	33%	(61)	67%	(121)	182
Trump Job Approve	27%	(40)	73%	(109)	149
Trump Job Disapprove	38%	(60)	62%	(99)	159
Trump Job Strongly Approve	22%	(20)	78%	(72)	92
Trump Job Somewhat Approve	35%	(20)	65%	(37)	57
Trump Job Strongly Disapprove	36%	(42)	64%	(74)	116
Favorable of Trump	28%	(43)	72%	(110)	154
Unfavorable of Trump	36%	(55)	64%	(97)	152
Very Favorable of Trump	26%	(26)	74%	(74)	99
Somewhat Favorable of Trump	33%	(18)	67%	(37)	55
Very Unfavorable of Trump	36%	(43)	64%	(76)	119
#1 Issue: Economy	30%	(29)	70%	(68)	97
#1 Issue: Security	27%	(20)	73%	(53)	73
#1 Issue: Health Care	44%	(26)	56%	(32)	58
2018 House Vote: Democrat	42%	(41)	58%	(57)	98
2018 House Vote: Republican	28%	(32)	72%	(81)	113
2016 Vote: Hillary Clinton	31%	(29)	69%	(65)	94
2016 Vote: Donald Trump	30%	(34)	70%	(80)	113
2016 Vote: Didn't Vote	31%	(28)	69%	(63)	90
Voted in 2014: Yes	34%	(67)	66%	(130)	196
Voted in 2014: No	30%	(39)	70%	(93)	132

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Table IHS9_5NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 There are more good deals than there were last year

Demographic	Selected		Not Selected		Total N
Adults	32%	(106)	68%	(222)	328
2012 Vote: Barack Obama	36%	(41)	64%	(72)	113
2012 Vote: Mitt Romney	30%	(20)	70%	(47)	68
2012 Vote: Didn't Vote	30%	(40)	70%	(92)	132
4-Region: Northeast	34%	(22)	66%	(41)	63
4-Region: South	30%	(38)	70%	(87)	125
4-Region: West	29%	(26)	71%	(65)	92

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

Table IHS9_6NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
My stock market investments have increased

Demographic	Selected		Not Selected		Total N
Adults	7%	(24)	93%	(304)	328
Gender: Male	9%	(16)	91%	(167)	183
Gender: Female	5%	(8)	95%	(137)	145
Age: 18-29	4%	(4)	96%	(89)	93
Age: 30-44	9%	(9)	91%	(96)	105
Millennial: Age 23-38	6%	(7)	94%	(118)	125
Generation X: Age 39-54	9%	(8)	91%	(79)	87
Boomers: Age 55-73	9%	(7)	91%	(65)	71
PID: Dem (no lean)	7%	(7)	93%	(103)	110
PID: Ind (no lean)	8%	(9)	92%	(103)	112
PID: Rep (no lean)	7%	(7)	93%	(99)	106
PID/Gender: Dem Men	11%	(6)	89%	(51)	57
PID/Gender: Dem Women	3%	(1)	97%	(51)	53
PID/Gender: Ind Men	12%	(6)	88%	(46)	52
PID/Gender: Ind Women	5%	(3)	95%	(57)	60
PID/Gender: Rep Men	6%	(4)	94%	(70)	74
Ideo: Liberal (1-3)	7%	(6)	93%	(74)	79
Ideo: Moderate (4)	7%	(6)	93%	(75)	81
Ideo: Conservative (5-7)	10%	(12)	90%	(110)	121
Educ: < College	6%	(16)	94%	(225)	241
Educ: Bachelors degree	9%	(5)	91%	(51)	56
Income: Under 50k	5%	(9)	95%	(157)	166
Income: 50k-100k	8%	(10)	92%	(107)	117
Ethnicity: White	7%	(17)	93%	(227)	244
Ethnicity: Hispanic	9%	(6)	91%	(57)	63
Ethnicity: Afr. Am.	8%	(4)	92%	(47)	51
All Christian	10%	(12)	90%	(115)	127
Agnostic/Nothing in particular	5%	(8)	95%	(158)	166
Evangelical	6%	(7)	94%	(101)	108
Non-Evangelical	7%	(7)	93%	(98)	105

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Table IHS9_6NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 My stock market investments have increased

Demographic	Selected		Not Selected		Total N
Adults	7%	(24)	93%	(304)	328
Community: Urban	7%	(7)	93%	(84)	91
Community: Suburban	10%	(16)	90%	(145)	161
Community: Rural	2%	(2)	98%	(75)	76
Employ: Private Sector	11%	(13)	89%	(108)	121
Employ: Retired	7%	(4)	93%	(50)	54
Military HH: Yes	10%	(7)	90%	(58)	65
Military HH: No	7%	(17)	93%	(246)	264
RD/WT: Right Direction	9%	(14)	91%	(133)	147
RD/WT: Wrong Track	6%	(11)	94%	(171)	182
Trump Job Approve	8%	(12)	92%	(137)	149
Trump Job Disapprove	8%	(12)	92%	(146)	159
Trump Job Strongly Approve	11%	(10)	89%	(82)	92
Trump Job Somewhat Approve	3%	(2)	97%	(55)	57
Trump Job Strongly Disapprove	8%	(9)	92%	(107)	116
Favorable of Trump	10%	(15)	90%	(139)	154
Unfavorable of Trump	6%	(9)	94%	(143)	152
Very Favorable of Trump	11%	(11)	89%	(88)	99
Somewhat Favorable of Trump	8%	(4)	92%	(50)	55
Very Unfavorable of Trump	5%	(6)	95%	(113)	119
#1 Issue: Economy	10%	(10)	90%	(87)	97
#1 Issue: Security	6%	(4)	94%	(69)	73
#1 Issue: Health Care	8%	(5)	92%	(53)	58
2018 House Vote: Democrat	6%	(6)	94%	(92)	98
2018 House Vote: Republican	10%	(11)	90%	(102)	113
2016 Vote: Hillary Clinton	11%	(10)	89%	(84)	94
2016 Vote: Donald Trump	9%	(10)	91%	(104)	113
2016 Vote: Didn't Vote	5%	(4)	95%	(86)	90
Voted in 2014: Yes	9%	(18)	91%	(179)	196
Voted in 2014: No	5%	(6)	95%	(126)	132

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Table IHS9_6NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
My stock market investments have increased

Demographic	Selected		Not Selected		Total N
Adults	7%	(24)	93%	(304)	328
2012 Vote: Barack Obama	11%	(12)	89%	(101)	113
2012 Vote: Mitt Romney	7%	(5)	93%	(63)	68
2012 Vote: Didn't Vote	6%	(7)	94%	(125)	132
4-Region: Northeast	10%	(6)	90%	(56)	63
4-Region: South	7%	(8)	93%	(117)	125
4-Region: West	8%	(7)	92%	(84)	92

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

Table IHS9_7NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 The cost of necessities, such as food, rent, clothing have gone down

Demographic	Selected		Not Selected		Total N
Adults	9%	(30)	91%	(298)	328
Gender: Male	9%	(16)	91%	(167)	183
Gender: Female	10%	(14)	90%	(131)	145
Age: 18-29	13%	(12)	87%	(81)	93
Age: 30-44	7%	(7)	93%	(98)	105
Millennial: Age 23-38	10%	(12)	90%	(113)	125
Generation X: Age 39-54	9%	(8)	91%	(79)	87
Boomers: Age 55-73	6%	(5)	94%	(67)	71
PID: Dem (no lean)	10%	(11)	90%	(99)	110
PID: Ind (no lean)	14%	(16)	86%	(96)	112
PID: Rep (no lean)	3%	(3)	97%	(103)	106
PID/Gender: Dem Men	13%	(7)	87%	(50)	57
PID/Gender: Dem Women	7%	(4)	93%	(49)	53
PID/Gender: Ind Men	13%	(7)	87%	(45)	52
PID/Gender: Ind Women	15%	(9)	85%	(51)	60
PID/Gender: Rep Men	3%	(2)	97%	(72)	74
Ideo: Liberal (1-3)	8%	(6)	92%	(73)	79
Ideo: Moderate (4)	9%	(7)	91%	(73)	81
Ideo: Conservative (5-7)	9%	(11)	91%	(111)	121
Educ: < College	11%	(27)	89%	(214)	241
Educ: Bachelors degree	3%	(2)	97%	(54)	56
Income: Under 50k	13%	(22)	87%	(144)	166
Income: 50k-100k	5%	(5)	95%	(111)	117
Ethnicity: White	7%	(18)	93%	(226)	244
Ethnicity: Hispanic	11%	(7)	89%	(56)	63
Ethnicity: Afr. Am.	14%	(7)	86%	(44)	51
All Christian	10%	(13)	90%	(114)	127
Agnostic/Nothing in particular	8%	(13)	92%	(153)	166
Evangelical	11%	(12)	89%	(96)	108
Non-Evangelical	7%	(7)	93%	(98)	105

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Table IHS9_7NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
The cost of necessities, such as food, rent, clothing have gone down

Demographic	Selected		Not Selected		Total N
Adults	9%	(30)	91%	(298)	328
Community: Urban	5%	(4)	95%	(87)	91
Community: Suburban	11%	(18)	89%	(144)	161
Community: Rural	11%	(8)	89%	(68)	76
Employ: Private Sector	5%	(6)	95%	(115)	121
Employ: Retired	5%	(2)	95%	(51)	54
Military HH: Yes	14%	(9)	86%	(56)	65
Military HH: No	8%	(21)	92%	(243)	264
RD/WT: Right Direction	5%	(8)	95%	(139)	147
RD/WT: Wrong Track	12%	(22)	88%	(159)	182
Trump Job Approve	7%	(10)	93%	(138)	149
Trump Job Disapprove	12%	(18)	88%	(140)	159
Trump Job Strongly Approve	8%	(8)	92%	(84)	92
Trump Job Somewhat Approve	5%	(3)	95%	(54)	57
Trump Job Strongly Disapprove	11%	(13)	89%	(103)	116
Favorable of Trump	7%	(10)	93%	(143)	154
Unfavorable of Trump	11%	(17)	89%	(134)	152
Very Favorable of Trump	7%	(7)	93%	(93)	99
Somewhat Favorable of Trump	7%	(4)	93%	(51)	55
Very Unfavorable of Trump	13%	(16)	87%	(104)	119
#1 Issue: Economy	7%	(7)	93%	(90)	97
#1 Issue: Security	2%	(1)	98%	(72)	73
#1 Issue: Health Care	15%	(9)	85%	(49)	58
2018 House Vote: Democrat	9%	(9)	91%	(89)	98
2018 House Vote: Republican	4%	(4)	96%	(108)	113
2016 Vote: Hillary Clinton	9%	(8)	91%	(86)	94
2016 Vote: Donald Trump	6%	(7)	94%	(107)	113
2016 Vote: Didn't Vote	16%	(14)	84%	(76)	90
Voted in 2014: Yes	6%	(12)	94%	(184)	196
Voted in 2014: No	13%	(18)	87%	(114)	132

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Table IHS9_7NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
The cost of necessities, such as food, rent, clothing have gone down

Demographic	Selected		Not Selected		Total N
Adults	9%	(30)	91%	(298)	328
2012 Vote: Barack Obama	6%	(7)	94%	(106)	113
2012 Vote: Mitt Romney	5%	(3)	95%	(64)	68
2012 Vote: Didn't Vote	14%	(19)	86%	(113)	132
4-Region: Northeast	8%	(5)	92%	(58)	63
4-Region: South	9%	(12)	91%	(113)	125
4-Region: West	13%	(12)	87%	(80)	92

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

Table IHS9_8NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	11%	(36)	89%	(293)	328
Gender: Male	7%	(12)	93%	(171)	183
Gender: Female	16%	(24)	84%	(121)	145
Age: 18-29	9%	(8)	91%	(85)	93
Age: 30-44	9%	(10)	91%	(95)	105
Millennial: Age 23-38	12%	(15)	88%	(110)	125
Generation X: Age 39-54	11%	(9)	89%	(77)	87
Boomers: Age 55-73	16%	(11)	84%	(60)	71
PID: Dem (no lean)	15%	(16)	85%	(94)	110
PID: Ind (no lean)	13%	(14)	87%	(98)	112
PID: Rep (no lean)	5%	(5)	95%	(101)	106
PID/Gender: Dem Men	13%	(8)	87%	(50)	57
PID/Gender: Dem Women	16%	(9)	84%	(44)	53
PID/Gender: Ind Men	7%	(4)	93%	(48)	52
PID/Gender: Ind Women	18%	(11)	82%	(49)	60
PID/Gender: Rep Men	1%	(1)	99%	(73)	74
Ideo: Liberal (1-3)	10%	(8)	90%	(71)	79
Ideo: Moderate (4)	15%	(12)	85%	(68)	81
Ideo: Conservative (5-7)	5%	(6)	95%	(115)	121
Educ: < College	11%	(26)	89%	(215)	241
Educ: Bachelors degree	9%	(5)	91%	(51)	56
Income: Under 50k	13%	(21)	87%	(145)	166
Income: 50k-100k	9%	(10)	91%	(106)	117
Ethnicity: White	11%	(26)	89%	(218)	244
Ethnicity: Hispanic	—	(0)	100%	(63)	63
Ethnicity: Afr. Am.	10%	(5)	90%	(46)	51
All Christian	7%	(9)	93%	(118)	127
Agnostic/Nothing in particular	13%	(21)	87%	(145)	166
Evangelical	12%	(13)	88%	(95)	108
Non-Evangelical	10%	(10)	90%	(95)	105

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Table IHS9_8NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
 Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	11%	(36)	89%	(293)	328
Community: Urban	12%	(11)	88%	(80)	91
Community: Suburban	8%	(14)	92%	(148)	161
Community: Rural	15%	(11)	85%	(65)	76
Employ: Private Sector	6%	(7)	94%	(114)	121
Employ: Retired	17%	(9)	83%	(45)	54
Military HH: Yes	8%	(5)	92%	(59)	65
Military HH: No	12%	(31)	88%	(233)	264
RD/WT: Right Direction	5%	(7)	95%	(140)	147
RD/WT: Wrong Track	16%	(29)	84%	(153)	182
Trump Job Approve	6%	(9)	94%	(140)	149
Trump Job Disapprove	14%	(22)	86%	(136)	159
Trump Job Strongly Approve	5%	(4)	95%	(88)	92
Trump Job Somewhat Approve	8%	(4)	92%	(52)	57
Trump Job Strongly Disapprove	14%	(16)	86%	(100)	116
Favorable of Trump	6%	(9)	94%	(145)	154
Unfavorable of Trump	14%	(21)	86%	(131)	152
Very Favorable of Trump	6%	(6)	94%	(93)	99
Somewhat Favorable of Trump	5%	(3)	95%	(52)	55
Very Unfavorable of Trump	13%	(15)	87%	(104)	119
#1 Issue: Economy	6%	(6)	94%	(91)	97
#1 Issue: Security	10%	(7)	90%	(66)	73
#1 Issue: Health Care	15%	(9)	85%	(49)	58
2018 House Vote: Democrat	12%	(12)	88%	(86)	98
2018 House Vote: Republican	9%	(10)	91%	(103)	113
2016 Vote: Hillary Clinton	10%	(10)	90%	(85)	94
2016 Vote: Donald Trump	7%	(8)	93%	(105)	113
2016 Vote: Didn't Vote	16%	(14)	84%	(76)	90
Voted in 2014: Yes	9%	(19)	91%	(178)	196
Voted in 2014: No	13%	(17)	87%	(115)	132

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Table IHS9_8NET: What would you say are the top reasons you are spending more on holiday shopping this year? Please select two reasons:
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	11%	(36)	89%	(293)	328
2012 Vote: Barack Obama	11%	(13)	89%	(100)	113
2012 Vote: Mitt Romney	8%	(6)	92%	(62)	68
2012 Vote: Didn't Vote	13%	(17)	87%	(115)	132
4-Region: Northeast	9%	(6)	91%	(57)	63
4-Region: South	12%	(15)	88%	(110)	125
4-Region: West	10%	(9)	90%	(82)	92

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

Table IHS10_1NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 My income has stayed the same or gone down

Demographic	Selected		Not Selected		Total N
Adults	27%	(181)	73%	(484)	665
Gender: Male	24%	(71)	76%	(225)	296
Gender: Female	30%	(110)	70%	(258)	369
Age: 18-29	22%	(29)	78%	(104)	133
Age: 30-44	29%	(51)	71%	(128)	179
Age: 45-54	29%	(35)	71%	(85)	120
Age: 55-64	24%	(27)	76%	(88)	115
Age: 65+	33%	(39)	67%	(79)	117
Generation Z: 18-22	25%	(14)	75%	(43)	57
Millennial: Age 23-38	25%	(52)	75%	(151)	202
Generation X: Age 39-54	29%	(50)	71%	(124)	173
Boomers: Age 55-73	26%	(54)	74%	(150)	204
PID: Dem (no lean)	28%	(71)	72%	(186)	256
PID: Ind (no lean)	29%	(66)	71%	(161)	228
PID: Rep (no lean)	24%	(44)	76%	(137)	181
PID/Gender: Dem Men	19%	(20)	81%	(88)	109
PID/Gender: Dem Women	34%	(50)	66%	(97)	148
PID/Gender: Ind Men	28%	(32)	72%	(82)	114
PID/Gender: Ind Women	30%	(34)	70%	(79)	113
PID/Gender: Rep Men	25%	(18)	75%	(55)	73
PID/Gender: Rep Women	24%	(26)	76%	(82)	108
Ideo: Liberal (1-3)	31%	(66)	69%	(149)	215
Ideo: Moderate (4)	25%	(37)	75%	(110)	147
Ideo: Conservative (5-7)	23%	(47)	77%	(155)	202
Educ: < College	30%	(142)	70%	(330)	471
Educ: Bachelors degree	18%	(23)	82%	(105)	128
Educ: Post-grad	25%	(16)	75%	(50)	66
Income: Under 50k	29%	(116)	71%	(285)	401
Income: 50k-100k	25%	(52)	75%	(155)	206
Income: 100k+	24%	(14)	76%	(44)	58
Ethnicity: White	29%	(151)	71%	(366)	517
Ethnicity: Hispanic	19%	(23)	81%	(100)	124

Continued on next page

Table IHS10_1NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
My income has stayed the same or gone down

Demographic	Selected		Not Selected		Total N
Adults	27%	(181)	73%	(484)	665
Ethnicity: Afr. Am.	20%	(16)	80%	(64)	80
Ethnicity: Other	22%	(15)	78%	(53)	68
All Christian	29%	(71)	71%	(178)	249
Agnostic/Nothing in particular	28%	(100)	72%	(255)	355
Evangelical	31%	(54)	69%	(123)	177
Non-Evangelical	26%	(56)	74%	(156)	211
Community: Urban	22%	(37)	78%	(132)	169
Community: Suburban	30%	(90)	70%	(211)	301
Community: Rural	28%	(54)	72%	(141)	195
Employ: Private Sector	23%	(46)	77%	(157)	203
Employ: Self-Employed	29%	(17)	71%	(40)	57
Employ: Homemaker	34%	(21)	66%	(42)	63
Employ: Retired	28%	(40)	72%	(102)	142
Employ: Unemployed	24%	(17)	76%	(53)	70
Employ: Other	45%	(24)	55%	(30)	54
Military HH: Yes	25%	(29)	75%	(88)	117
Military HH: No	28%	(152)	72%	(396)	548
RD/WT: Right Direction	24%	(51)	76%	(165)	217
RD/WT: Wrong Track	29%	(130)	71%	(318)	448
Trump Job Approve	25%	(61)	75%	(179)	240
Trump Job Disapprove	30%	(116)	70%	(277)	393
Trump Job Strongly Approve	24%	(30)	76%	(99)	129
Trump Job Somewhat Approve	28%	(31)	72%	(80)	111
Trump Job Somewhat Disapprove	24%	(24)	76%	(78)	102
Trump Job Strongly Disapprove	32%	(92)	68%	(199)	291
Favorable of Trump	24%	(57)	76%	(176)	233
Unfavorable of Trump	29%	(116)	71%	(278)	394
Very Favorable of Trump	22%	(32)	78%	(113)	145
Somewhat Favorable of Trump	28%	(25)	72%	(63)	88
Somewhat Unfavorable of Trump	28%	(20)	72%	(50)	69
Very Unfavorable of Trump	30%	(96)	70%	(228)	324

Continued on next page

Table IHS10_1NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 My income has stayed the same or gone down

Demographic	Selected		Not Selected		Total N
Adults	27%	(181)	73%	(484)	665
#1 Issue: Economy	26%	(41)	74%	(118)	158
#1 Issue: Security	28%	(30)	72%	(76)	106
#1 Issue: Health Care	27%	(35)	73%	(96)	131
#1 Issue: Medicare / Social Security	35%	(40)	65%	(76)	116
2018 House Vote: Democrat	26%	(63)	74%	(181)	244
2018 House Vote: Republican	24%	(45)	76%	(140)	185
2016 Vote: Hillary Clinton	26%	(56)	74%	(163)	219
2016 Vote: Donald Trump	23%	(43)	77%	(145)	188
2016 Vote: Other	32%	(17)	68%	(36)	53
2016 Vote: Didn't Vote	32%	(65)	68%	(140)	205
Voted in 2014: Yes	23%	(90)	77%	(298)	387
Voted in 2014: No	33%	(91)	67%	(186)	278
2012 Vote: Barack Obama	27%	(74)	73%	(196)	270
2012 Vote: Mitt Romney	25%	(34)	75%	(103)	136
2012 Vote: Didn't Vote	28%	(65)	72%	(165)	230
4-Region: Northeast	25%	(29)	75%	(87)	116
4-Region: Midwest	27%	(39)	73%	(103)	141
4-Region: South	27%	(65)	73%	(178)	243
4-Region: West	29%	(48)	71%	(116)	164

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

Table IHS10_2NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I'm worried about an economic downturn or stock market crash

Demographic	Selected		Not Selected		Total N
Adults	5%	(35)	95%	(630)	665
Gender: Male	7%	(21)	93%	(275)	296
Gender: Female	4%	(13)	96%	(356)	369
Age: 18-29	4%	(5)	96%	(129)	133
Age: 30-44	4%	(7)	96%	(172)	179
Age: 45-54	8%	(9)	92%	(111)	120
Age: 55-64	6%	(7)	94%	(109)	115
Age: 65+	5%	(6)	95%	(111)	117
Generation Z: 18-22	4%	(2)	96%	(55)	57
Millennial: Age 23-38	4%	(7)	96%	(195)	202
Generation X: Age 39-54	7%	(12)	93%	(162)	173
Boomers: Age 55-73	6%	(12)	94%	(192)	204
PID: Dem (no lean)	8%	(20)	92%	(236)	256
PID: Ind (no lean)	4%	(10)	96%	(218)	228
PID: Rep (no lean)	2%	(4)	98%	(177)	181
PID/Gender: Dem Men	11%	(12)	89%	(96)	109
PID/Gender: Dem Women	5%	(8)	95%	(139)	148
PID/Gender: Ind Men	6%	(6)	94%	(108)	114
PID/Gender: Ind Women	3%	(3)	97%	(110)	113
PID/Gender: Rep Men	3%	(3)	97%	(71)	73
PID/Gender: Rep Women	2%	(2)	98%	(106)	108
Ideo: Liberal (1-3)	8%	(17)	92%	(198)	215
Ideo: Moderate (4)	4%	(5)	96%	(142)	147
Ideo: Conservative (5-7)	5%	(11)	95%	(191)	202
Educ: < College	4%	(18)	96%	(454)	471
Educ: Bachelors degree	8%	(11)	92%	(117)	128
Educ: Post-grad	9%	(6)	91%	(60)	66
Income: Under 50k	5%	(20)	95%	(381)	401
Income: 50k-100k	4%	(8)	96%	(198)	206
Income: 100k+	11%	(6)	89%	(51)	58
Ethnicity: White	4%	(23)	96%	(494)	517
Ethnicity: Hispanic	11%	(13)	89%	(111)	124

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Table IHS10_2NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I'm worried about an economic downturn or stock market crash

Demographic	Selected		Not Selected		Total N
Adults	5%	(35)	95%	(630)	665
Ethnicity: Afr. Am.	2%	(2)	98%	(78)	80
Ethnicity: Other	14%	(10)	86%	(58)	68
All Christian	6%	(15)	94%	(234)	249
Agnostic/Nothing in particular	5%	(17)	95%	(339)	355
Evangelical	4%	(7)	96%	(170)	177
Non-Evangelical	6%	(13)	94%	(199)	211
Community: Urban	8%	(14)	92%	(155)	169
Community: Suburban	5%	(15)	95%	(286)	301
Community: Rural	3%	(6)	97%	(189)	195
Employ: Private Sector	5%	(10)	95%	(193)	203
Employ: Self-Employed	11%	(6)	89%	(51)	57
Employ: Homemaker	2%	(1)	98%	(62)	63
Employ: Retired	8%	(11)	92%	(131)	142
Employ: Unemployed	2%	(2)	98%	(68)	70
Employ: Other	7%	(4)	93%	(51)	54
Military HH: Yes	7%	(9)	93%	(109)	117
Military HH: No	5%	(26)	95%	(522)	548
RD/WT: Right Direction	1%	(3)	99%	(214)	217
RD/WT: Wrong Track	7%	(32)	93%	(417)	448
Trump Job Approve	3%	(6)	97%	(234)	240
Trump Job Disapprove	7%	(26)	93%	(367)	393
Trump Job Strongly Approve	2%	(3)	98%	(126)	129
Trump Job Somewhat Approve	3%	(3)	97%	(108)	111
Trump Job Somewhat Disapprove	4%	(4)	96%	(98)	102
Trump Job Strongly Disapprove	7%	(21)	93%	(270)	291
Favorable of Trump	3%	(7)	97%	(227)	233
Unfavorable of Trump	6%	(25)	94%	(368)	394
Very Favorable of Trump	2%	(3)	98%	(142)	145
Somewhat Favorable of Trump	4%	(3)	96%	(85)	88
Somewhat Unfavorable of Trump	3%	(2)	97%	(68)	69
Very Unfavorable of Trump	7%	(24)	93%	(301)	324

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Table IHS10_2NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I'm worried about an economic downturn or stock market crash

Demographic	Selected		Not Selected		Total N
Adults	5%	(35)	95%	(630)	665
#1 Issue: Economy	7%	(12)	93%	(147)	158
#1 Issue: Security	1%	(1)	99%	(106)	106
#1 Issue: Health Care	6%	(8)	94%	(123)	131
#1 Issue: Medicare / Social Security	4%	(5)	96%	(111)	116
2018 House Vote: Democrat	9%	(21)	91%	(223)	244
2018 House Vote: Republican	2%	(3)	98%	(181)	185
2016 Vote: Hillary Clinton	8%	(18)	92%	(201)	219
2016 Vote: Donald Trump	2%	(4)	98%	(184)	188
2016 Vote: Other	7%	(4)	93%	(49)	53
2016 Vote: Didn't Vote	4%	(8)	96%	(197)	205
Voted in 2014: Yes	7%	(26)	93%	(361)	387
Voted in 2014: No	3%	(8)	97%	(269)	278
2012 Vote: Barack Obama	7%	(19)	93%	(251)	270
2012 Vote: Mitt Romney	3%	(4)	97%	(133)	136
2012 Vote: Didn't Vote	5%	(11)	95%	(219)	230
4-Region: Northeast	8%	(9)	92%	(108)	116
4-Region: Midwest	3%	(5)	97%	(137)	141
4-Region: South	6%	(13)	94%	(229)	243
4-Region: West	5%	(8)	95%	(157)	164

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

Table IHS10_3NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I am giving fewer gifts to my family

Demographic	Selected		Not Selected		Total N
Adults	19%	(127)	81%	(538)	665
Gender: Male	19%	(56)	81%	(240)	296
Gender: Female	19%	(71)	81%	(297)	369
Age: 18-29	9%	(12)	91%	(121)	133
Age: 30-44	16%	(28)	84%	(151)	179
Age: 45-54	21%	(25)	79%	(95)	120
Age: 55-64	28%	(32)	72%	(83)	115
Age: 65+	25%	(30)	75%	(88)	117
Generation Z: 18-22	13%	(7)	87%	(50)	57
Millennial: Age 23-38	12%	(25)	88%	(178)	202
Generation X: Age 39-54	20%	(34)	80%	(139)	173
Boomers: Age 55-73	27%	(55)	73%	(149)	204
PID: Dem (no lean)	22%	(57)	78%	(200)	256
PID: Ind (no lean)	12%	(27)	88%	(201)	228
PID: Rep (no lean)	24%	(44)	76%	(137)	181
PID/Gender: Dem Men	22%	(24)	78%	(85)	109
PID/Gender: Dem Women	22%	(33)	78%	(115)	148
PID/Gender: Ind Men	11%	(12)	89%	(102)	114
PID/Gender: Ind Women	13%	(15)	87%	(99)	113
PID/Gender: Rep Men	27%	(20)	73%	(53)	73
PID/Gender: Rep Women	22%	(24)	78%	(84)	108
Ideo: Liberal (1-3)	16%	(35)	84%	(180)	215
Ideo: Moderate (4)	25%	(37)	75%	(110)	147
Ideo: Conservative (5-7)	23%	(47)	77%	(155)	202
Educ: < College	19%	(89)	81%	(382)	471
Educ: Bachelors degree	20%	(26)	80%	(101)	128
Educ: Post-grad	18%	(12)	82%	(54)	66
Income: Under 50k	17%	(70)	83%	(331)	401
Income: 50k-100k	23%	(47)	77%	(159)	206
Income: 100k+	18%	(10)	82%	(47)	58
Ethnicity: White	19%	(100)	81%	(417)	517
Ethnicity: Hispanic	17%	(22)	83%	(102)	124

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Table IHS10_3NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I am giving fewer gifts to my family

Demographic	Selected		Not Selected		Total N
Adults	19%	(127)	81%	(538)	665
Ethnicity: Afr. Am.	22%	(17)	78%	(62)	80
Ethnicity: Other	14%	(10)	86%	(58)	68
All Christian	23%	(57)	77%	(192)	249
Agnostic/Nothing in particular	18%	(65)	82%	(291)	355
Evangelical	19%	(34)	81%	(143)	177
Non-Evangelical	25%	(52)	75%	(159)	211
Community: Urban	21%	(35)	79%	(134)	169
Community: Suburban	19%	(57)	81%	(244)	301
Community: Rural	18%	(36)	82%	(159)	195
Employ: Private Sector	21%	(42)	79%	(161)	203
Employ: Self-Employed	15%	(9)	85%	(49)	57
Employ: Homemaker	20%	(12)	80%	(51)	63
Employ: Retired	23%	(33)	77%	(110)	142
Employ: Unemployed	24%	(16)	76%	(53)	70
Employ: Other	8%	(5)	92%	(50)	54
Military HH: Yes	24%	(28)	76%	(89)	117
Military HH: No	18%	(99)	82%	(448)	548
RD/WT: Right Direction	25%	(55)	75%	(162)	217
RD/WT: Wrong Track	16%	(72)	84%	(376)	448
Trump Job Approve	22%	(54)	78%	(186)	240
Trump Job Disapprove	17%	(68)	83%	(324)	393
Trump Job Strongly Approve	22%	(29)	78%	(100)	129
Trump Job Somewhat Approve	22%	(25)	78%	(86)	111
Trump Job Somewhat Disapprove	16%	(16)	84%	(85)	102
Trump Job Strongly Disapprove	18%	(52)	82%	(239)	291
Favorable of Trump	22%	(52)	78%	(181)	233
Unfavorable of Trump	18%	(71)	82%	(323)	394
Very Favorable of Trump	21%	(31)	79%	(114)	145
Somewhat Favorable of Trump	24%	(21)	76%	(67)	88
Somewhat Unfavorable of Trump	19%	(13)	81%	(56)	69
Very Unfavorable of Trump	18%	(58)	82%	(267)	324

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Table IHS10_3NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I am giving fewer gifts to my family

Demographic	Selected		Not Selected		Total N
Adults	19%	(127)	81%	(538)	665
#1 Issue: Economy	19%	(30)	81%	(128)	158
#1 Issue: Security	25%	(27)	75%	(79)	106
#1 Issue: Health Care	21%	(27)	79%	(104)	131
#1 Issue: Medicare / Social Security	21%	(24)	79%	(92)	116
2018 House Vote: Democrat	24%	(58)	76%	(186)	244
2018 House Vote: Republican	22%	(41)	78%	(144)	185
2016 Vote: Hillary Clinton	23%	(51)	77%	(168)	219
2016 Vote: Donald Trump	25%	(47)	75%	(140)	188
2016 Vote: Other	9%	(5)	91%	(48)	53
2016 Vote: Didn't Vote	12%	(24)	88%	(181)	205
Voted in 2014: Yes	25%	(97)	75%	(290)	387
Voted in 2014: No	11%	(30)	89%	(247)	278
2012 Vote: Barack Obama	26%	(69)	74%	(200)	270
2012 Vote: Mitt Romney	22%	(30)	78%	(106)	136
2012 Vote: Didn't Vote	11%	(24)	89%	(206)	230
4-Region: Northeast	21%	(24)	79%	(92)	116
4-Region: Midwest	18%	(25)	82%	(116)	141
4-Region: South	19%	(47)	81%	(196)	243
4-Region: West	19%	(31)	81%	(133)	164

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

Table IHS10_4NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I expect to have lower income or lose my job soon

Demographic	Selected		Not Selected		Total N
Adults	12%	(79)	88%	(586)	665
Gender: Male	13%	(39)	87%	(258)	296
Gender: Female	11%	(40)	89%	(329)	369
Age: 18-29	13%	(18)	87%	(116)	133
Age: 30-44	16%	(29)	84%	(150)	179
Age: 45-54	14%	(17)	86%	(103)	120
Age: 55-64	7%	(8)	93%	(108)	115
Age: 65+	7%	(8)	93%	(110)	117
Generation Z: 18-22	14%	(8)	86%	(49)	57
Millennial: Age 23-38	16%	(31)	84%	(171)	202
Generation X: Age 39-54	14%	(24)	86%	(150)	173
Boomers: Age 55-73	6%	(13)	94%	(191)	204
PID: Dem (no lean)	11%	(28)	89%	(228)	256
PID: Ind (no lean)	16%	(35)	84%	(192)	228
PID: Rep (no lean)	9%	(16)	91%	(166)	181
PID/Gender: Dem Men	13%	(14)	87%	(95)	109
PID/Gender: Dem Women	10%	(14)	90%	(133)	148
PID/Gender: Ind Men	17%	(20)	83%	(95)	114
PID/Gender: Ind Women	14%	(16)	86%	(98)	113
PID/Gender: Rep Men	7%	(5)	93%	(68)	73
PID/Gender: Rep Women	10%	(11)	90%	(97)	108
Ideo: Liberal (1-3)	13%	(28)	87%	(187)	215
Ideo: Moderate (4)	14%	(20)	86%	(127)	147
Ideo: Conservative (5-7)	10%	(20)	90%	(181)	202
Educ: < College	13%	(63)	87%	(408)	471
Educ: Bachelors degree	9%	(11)	91%	(117)	128
Educ: Post-grad	8%	(5)	92%	(61)	66
Income: Under 50k	14%	(56)	86%	(345)	401
Income: 50k-100k	8%	(17)	92%	(189)	206
Income: 100k+	9%	(5)	91%	(52)	58
Ethnicity: White	12%	(62)	88%	(456)	517
Ethnicity: Hispanic	8%	(10)	92%	(114)	124

Continued on next page

Table IHS10_4NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I expect to have lower income or lose my job soon

Demographic	Selected		Not Selected		Total N
Adults	12%	(79)	88%	(586)	665
Ethnicity: Afr. Am.	11%	(9)	89%	(71)	80
Ethnicity: Other	12%	(8)	88%	(60)	68
All Christian	8%	(20)	92%	(230)	249
Agnostic/Nothing in particular	14%	(49)	86%	(307)	355
Evangelical	9%	(16)	91%	(161)	177
Non-Evangelical	10%	(20)	90%	(191)	211
Community: Urban	8%	(14)	92%	(155)	169
Community: Suburban	11%	(33)	89%	(268)	301
Community: Rural	16%	(32)	84%	(163)	195
Employ: Private Sector	8%	(16)	92%	(186)	203
Employ: Self-Employed	14%	(8)	86%	(49)	57
Employ: Homemaker	7%	(4)	93%	(59)	63
Employ: Retired	8%	(11)	92%	(131)	142
Employ: Unemployed	30%	(21)	70%	(49)	70
Employ: Other	20%	(11)	80%	(43)	54
Military HH: Yes	11%	(13)	89%	(104)	117
Military HH: No	12%	(66)	88%	(482)	548
RD/WT: Right Direction	10%	(22)	90%	(195)	217
RD/WT: Wrong Track	13%	(57)	87%	(391)	448
Trump Job Approve	11%	(26)	89%	(214)	240
Trump Job Disapprove	11%	(45)	89%	(348)	393
Trump Job Strongly Approve	10%	(13)	90%	(116)	129
Trump Job Somewhat Approve	12%	(13)	88%	(98)	111
Trump Job Somewhat Disapprove	15%	(16)	85%	(86)	102
Trump Job Strongly Disapprove	10%	(29)	90%	(261)	291
Favorable of Trump	13%	(29)	87%	(204)	233
Unfavorable of Trump	10%	(40)	90%	(354)	394
Very Favorable of Trump	10%	(14)	90%	(131)	145
Somewhat Favorable of Trump	17%	(15)	83%	(73)	88
Somewhat Unfavorable of Trump	12%	(8)	88%	(61)	69
Very Unfavorable of Trump	10%	(31)	90%	(293)	324

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Table IHS10_4NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I expect to have lower income or lose my job soon

Demographic	Selected		Not Selected		Total N
Adults	12%	(79)	88%	(586)	665
#1 Issue: Economy	17%	(27)	83%	(132)	158
#1 Issue: Security	10%	(10)	90%	(96)	106
#1 Issue: Health Care	11%	(15)	89%	(116)	131
#1 Issue: Medicare / Social Security	9%	(10)	91%	(106)	116
2018 House Vote: Democrat	11%	(27)	89%	(218)	244
2018 House Vote: Republican	9%	(16)	91%	(169)	185
2016 Vote: Hillary Clinton	8%	(18)	92%	(200)	219
2016 Vote: Donald Trump	11%	(20)	89%	(168)	188
2016 Vote: Other	21%	(11)	79%	(42)	53
2016 Vote: Didn't Vote	15%	(30)	85%	(176)	205
Voted in 2014: Yes	10%	(38)	90%	(349)	387
Voted in 2014: No	15%	(41)	85%	(237)	278
2012 Vote: Barack Obama	8%	(21)	92%	(249)	270
2012 Vote: Mitt Romney	14%	(19)	86%	(118)	136
2012 Vote: Didn't Vote	15%	(36)	85%	(195)	230
4-Region: Northeast	11%	(12)	89%	(104)	116
4-Region: Midwest	14%	(20)	86%	(122)	141
4-Region: South	12%	(29)	88%	(213)	243
4-Region: West	11%	(18)	89%	(147)	164

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

Table IHS10_5NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I'm trying to save money

Demographic	Selected		Not Selected		Total N
Adults	49%	(326)	51%	(339)	665
Gender: Male	49%	(145)	51%	(151)	296
Gender: Female	49%	(181)	51%	(188)	369
Age: 18-29	65%	(86)	35%	(47)	133
Age: 30-44	56%	(101)	44%	(79)	179
Age: 45-54	43%	(52)	57%	(68)	120
Age: 55-64	38%	(44)	62%	(71)	115
Age: 65+	37%	(43)	63%	(74)	117
Generation Z: 18-22	58%	(33)	42%	(24)	57
Millennial: Age 23-38	60%	(121)	40%	(81)	202
Generation X: Age 39-54	49%	(85)	51%	(88)	173
Boomers: Age 55-73	39%	(80)	61%	(125)	204
PID: Dem (no lean)	50%	(129)	50%	(128)	256
PID: Ind (no lean)	50%	(114)	50%	(114)	228
PID: Rep (no lean)	46%	(84)	54%	(97)	181
PID/Gender: Dem Men	58%	(63)	42%	(45)	109
PID/Gender: Dem Women	44%	(65)	56%	(82)	148
PID/Gender: Ind Men	40%	(46)	60%	(68)	114
PID/Gender: Ind Women	60%	(68)	40%	(46)	113
PID/Gender: Rep Men	49%	(36)	51%	(38)	73
PID/Gender: Rep Women	45%	(48)	55%	(60)	108
Ideo: Liberal (1-3)	47%	(102)	53%	(113)	215
Ideo: Moderate (4)	46%	(68)	54%	(79)	147
Ideo: Conservative (5-7)	46%	(93)	54%	(108)	202
Educ: < College	48%	(228)	52%	(243)	471
Educ: Bachelors degree	46%	(59)	54%	(68)	128
Educ: Post-grad	59%	(39)	41%	(27)	66
Income: Under 50k	48%	(192)	52%	(209)	401
Income: 50k-100k	50%	(104)	50%	(102)	206
Income: 100k+	53%	(31)	47%	(27)	58
Ethnicity: White	47%	(244)	53%	(273)	517
Ethnicity: Hispanic	58%	(72)	42%	(51)	124

Continued on next page

Table IHS10_5NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I'm trying to save money

Demographic	Selected		Not Selected		Total N
Adults	49%	(326)	51%	(339)	665
Ethnicity: Afr. Am.	63%	(51)	37%	(29)	80
Ethnicity: Other	46%	(32)	54%	(36)	68
All Christian	41%	(101)	59%	(148)	249
Agnostic/Nothing in particular	53%	(187)	47%	(169)	355
Evangelical	46%	(82)	54%	(95)	177
Non-Evangelical	46%	(98)	54%	(113)	211
Community: Urban	51%	(87)	49%	(83)	169
Community: Suburban	50%	(151)	50%	(149)	301
Community: Rural	45%	(89)	55%	(107)	195
Employ: Private Sector	53%	(107)	47%	(96)	203
Employ: Self-Employed	54%	(31)	46%	(27)	57
Employ: Homemaker	50%	(31)	50%	(32)	63
Employ: Retired	36%	(51)	64%	(92)	142
Employ: Unemployed	57%	(40)	43%	(30)	70
Employ: Other	37%	(20)	63%	(34)	54
Military HH: Yes	39%	(46)	61%	(71)	117
Military HH: No	51%	(280)	49%	(267)	548
RD/WT: Right Direction	54%	(117)	46%	(100)	217
RD/WT: Wrong Track	47%	(209)	53%	(239)	448
Trump Job Approve	49%	(117)	51%	(123)	240
Trump Job Disapprove	48%	(187)	52%	(206)	393
Trump Job Strongly Approve	49%	(63)	51%	(66)	129
Trump Job Somewhat Approve	48%	(54)	52%	(57)	111
Trump Job Somewhat Disapprove	56%	(57)	44%	(45)	102
Trump Job Strongly Disapprove	45%	(130)	55%	(161)	291
Favorable of Trump	48%	(111)	52%	(122)	233
Unfavorable of Trump	47%	(187)	53%	(207)	394
Very Favorable of Trump	48%	(70)	52%	(75)	145
Somewhat Favorable of Trump	47%	(41)	53%	(47)	88
Somewhat Unfavorable of Trump	50%	(35)	50%	(35)	69
Very Unfavorable of Trump	47%	(152)	53%	(173)	324

Continued on next page

Table IHS10_5NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I'm trying to save money

Demographic	Selected		Not Selected		Total N
Adults	49%	(326)	51%	(339)	665
#1 Issue: Economy	47%	(74)	53%	(84)	158
#1 Issue: Security	53%	(56)	47%	(50)	106
#1 Issue: Health Care	52%	(68)	48%	(63)	131
#1 Issue: Medicare / Social Security	38%	(44)	62%	(72)	116
2018 House Vote: Democrat	48%	(118)	52%	(126)	244
2018 House Vote: Republican	47%	(87)	53%	(97)	185
2016 Vote: Hillary Clinton	51%	(112)	49%	(107)	219
2016 Vote: Donald Trump	42%	(79)	58%	(109)	188
2016 Vote: Other	43%	(23)	57%	(30)	53
2016 Vote: Didn't Vote	55%	(113)	45%	(92)	205
Voted in 2014: Yes	49%	(188)	51%	(199)	387
Voted in 2014: No	50%	(138)	50%	(139)	278
2012 Vote: Barack Obama	49%	(131)	51%	(139)	270
2012 Vote: Mitt Romney	43%	(59)	57%	(77)	136
2012 Vote: Didn't Vote	56%	(130)	44%	(100)	230
4-Region: Northeast	52%	(61)	48%	(56)	116
4-Region: Midwest	48%	(67)	52%	(74)	141
4-Region: South	47%	(113)	53%	(130)	243
4-Region: West	52%	(85)	48%	(79)	164

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

Table IHS10_6NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I'm trying to pay down debt

Demographic	Selected		Not Selected		Total N
Adults	38%	(251)	62%	(414)	665
Gender: Male	41%	(120)	59%	(176)	296
Gender: Female	35%	(131)	65%	(238)	369
Age: 18-29	33%	(43)	67%	(90)	133
Age: 30-44	36%	(65)	64%	(114)	179
Age: 45-54	44%	(53)	56%	(67)	120
Age: 55-64	38%	(44)	62%	(71)	115
Age: 65+	39%	(46)	61%	(71)	117
Generation Z: 18-22	25%	(14)	75%	(43)	57
Millennial: Age 23-38	35%	(71)	65%	(131)	202
Generation X: Age 39-54	44%	(76)	56%	(98)	173
Boomers: Age 55-73	38%	(77)	62%	(127)	204
PID: Dem (no lean)	35%	(91)	65%	(165)	256
PID: Ind (no lean)	35%	(80)	65%	(148)	228
PID: Rep (no lean)	44%	(80)	56%	(101)	181
PID/Gender: Dem Men	34%	(37)	66%	(71)	109
PID/Gender: Dem Women	36%	(53)	64%	(94)	148
PID/Gender: Ind Men	40%	(46)	60%	(68)	114
PID/Gender: Ind Women	30%	(34)	70%	(79)	113
PID/Gender: Rep Men	51%	(37)	49%	(36)	73
PID/Gender: Rep Women	40%	(43)	60%	(65)	108
Ideo: Liberal (1-3)	36%	(76)	64%	(139)	215
Ideo: Moderate (4)	39%	(58)	61%	(89)	147
Ideo: Conservative (5-7)	42%	(85)	58%	(117)	202
Educ: < College	34%	(160)	66%	(311)	471
Educ: Bachelors degree	48%	(62)	52%	(66)	128
Educ: Post-grad	44%	(29)	56%	(37)	66
Income: Under 50k	33%	(132)	67%	(269)	401
Income: 50k-100k	45%	(92)	55%	(114)	206
Income: 100k+	47%	(27)	53%	(31)	58
Ethnicity: White	39%	(200)	61%	(317)	517
Ethnicity: Hispanic	36%	(45)	64%	(79)	124

Continued on next page

Table IHS10_6NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I'm trying to pay down debt

Demographic	Selected		Not Selected		Total N
Adults	38%	(251)	62%	(414)	665
Ethnicity: Afr. Am.	37%	(29)	63%	(50)	80
Ethnicity: Other	32%	(22)	68%	(46)	68
All Christian	45%	(112)	55%	(137)	249
Agnostic/Nothing in particular	33%	(116)	67%	(239)	355
Evangelical	45%	(79)	55%	(98)	177
Non-Evangelical	39%	(83)	61%	(128)	211
Community: Urban	40%	(67)	60%	(102)	169
Community: Suburban	37%	(112)	63%	(188)	301
Community: Rural	36%	(71)	64%	(124)	195
Employ: Private Sector	47%	(96)	53%	(107)	203
Employ: Self-Employed	23%	(13)	77%	(44)	57
Employ: Homemaker	36%	(23)	64%	(40)	63
Employ: Retired	41%	(58)	59%	(85)	142
Employ: Unemployed	24%	(17)	76%	(53)	70
Employ: Other	37%	(20)	63%	(34)	54
Military HH: Yes	40%	(47)	60%	(70)	117
Military HH: No	37%	(204)	63%	(344)	548
RD/WT: Right Direction	43%	(94)	57%	(123)	217
RD/WT: Wrong Track	35%	(157)	65%	(291)	448
Trump Job Approve	43%	(104)	57%	(136)	240
Trump Job Disapprove	34%	(135)	66%	(258)	393
Trump Job Strongly Approve	46%	(59)	54%	(70)	129
Trump Job Somewhat Approve	40%	(45)	60%	(66)	111
Trump Job Somewhat Disapprove	31%	(32)	69%	(70)	102
Trump Job Strongly Disapprove	36%	(103)	64%	(187)	291
Favorable of Trump	43%	(100)	57%	(133)	233
Unfavorable of Trump	36%	(141)	64%	(253)	394
Very Favorable of Trump	43%	(63)	57%	(82)	145
Somewhat Favorable of Trump	43%	(38)	57%	(51)	88
Somewhat Unfavorable of Trump	39%	(27)	61%	(42)	69
Very Unfavorable of Trump	35%	(114)	65%	(211)	324

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Table IHS10_6NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I'm trying to pay down debt

Demographic	Selected		Not Selected		Total N
Adults	38%	(251)	62%	(414)	665
#1 Issue: Economy	44%	(69)	56%	(89)	158
#1 Issue: Security	36%	(38)	64%	(68)	106
#1 Issue: Health Care	37%	(49)	63%	(82)	131
#1 Issue: Medicare / Social Security	37%	(43)	63%	(72)	116
2018 House Vote: Democrat	37%	(89)	63%	(155)	244
2018 House Vote: Republican	43%	(79)	57%	(106)	185
2016 Vote: Hillary Clinton	39%	(86)	61%	(133)	219
2016 Vote: Donald Trump	42%	(78)	58%	(110)	188
2016 Vote: Other	48%	(25)	52%	(28)	53
2016 Vote: Didn't Vote	30%	(61)	70%	(144)	205
Voted in 2014: Yes	41%	(159)	59%	(228)	387
Voted in 2014: No	33%	(92)	67%	(186)	278
2012 Vote: Barack Obama	41%	(110)	59%	(159)	270
2012 Vote: Mitt Romney	43%	(59)	57%	(78)	136
2012 Vote: Didn't Vote	29%	(66)	71%	(165)	230
4-Region: Northeast	41%	(48)	59%	(69)	116
4-Region: Midwest	32%	(45)	68%	(96)	141
4-Region: South	41%	(98)	59%	(145)	243
4-Region: West	36%	(60)	64%	(105)	164

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

Table IHS10_7NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 My stock market investments have decreased

Demographic	Selected		Not Selected		Total N
Adults	1%	(5)	99%	(660)	665
Gender: Male	1%	(4)	99%	(292)	296
Gender: Female	—	(1)	100%	(368)	369
Age: 18-29	1%	(2)	99%	(132)	133
Age: 30-44	—	(1)	100%	(178)	179
Age: 45-54	1%	(2)	99%	(118)	120
Age: 55-64	1%	(1)	99%	(114)	115
Age: 65+	—	(0)	100%	(117)	117
Generation Z: 18-22	3%	(2)	97%	(55)	57
Millennial: Age 23-38	—	(0)	100%	(202)	202
Generation X: Age 39-54	1%	(3)	99%	(171)	173
Boomers: Age 55-73	—	(1)	100%	(203)	204
PID: Dem (no lean)	1%	(2)	99%	(254)	256
PID: Ind (no lean)	1%	(2)	99%	(225)	228
PID: Rep (no lean)	1%	(1)	99%	(180)	181
PID/Gender: Dem Men	2%	(2)	98%	(107)	109
PID/Gender: Dem Women	—	(0)	100%	(148)	148
PID/Gender: Ind Men	1%	(2)	99%	(113)	114
PID/Gender: Ind Women	1%	(1)	99%	(113)	113
PID/Gender: Rep Men	1%	(1)	99%	(72)	73
PID/Gender: Rep Women	—	(0)	100%	(108)	108
Ideo: Liberal (1-3)	1%	(2)	99%	(213)	215
Ideo: Moderate (4)	—	(0)	100%	(147)	147
Ideo: Conservative (5-7)	—	(1)	100%	(201)	202
Educ: < College	1%	(4)	99%	(467)	471
Educ: Bachelors degree	1%	(1)	99%	(127)	128
Educ: Post-grad	—	(0)	100%	(66)	66
Income: Under 50k	1%	(4)	99%	(397)	401
Income: 50k-100k	—	(1)	100%	(205)	206
Income: 100k+	—	(0)	100%	(58)	58
Ethnicity: White	1%	(3)	99%	(514)	517
Ethnicity: Hispanic	—	(0)	100%	(124)	124

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Table IHS10_7NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
My stock market investments have decreased

Demographic	Selected		Not Selected		Total N
Adults	1%	(5)	99%	(660)	665
Ethnicity: Afr. Am.	2%	(2)	98%	(78)	80
Ethnicity: Other	—	(0)	100%	(68)	68
All Christian	1%	(3)	99%	(247)	249
Agnostic/Nothing in particular	1%	(3)	99%	(353)	355
Evangelical	1%	(2)	99%	(175)	177
Non-Evangelical	—	(1)	100%	(210)	211
Community: Urban	1%	(1)	99%	(168)	169
Community: Suburban	—	(1)	100%	(300)	301
Community: Rural	2%	(3)	98%	(192)	195
Employ: Private Sector	—	(1)	100%	(202)	203
Employ: Self-Employed	—	(0)	100%	(57)	57
Employ: Homemaker	—	(0)	100%	(63)	63
Employ: Retired	—	(0)	100%	(142)	142
Employ: Unemployed	3%	(2)	97%	(68)	70
Employ: Other	—	(0)	100%	(54)	54
Military HH: Yes	1%	(2)	99%	(116)	117
Military HH: No	1%	(4)	99%	(544)	548
RD/WT: Right Direction	—	(1)	100%	(216)	217
RD/WT: Wrong Track	1%	(4)	99%	(444)	448
Trump Job Approve	—	(1)	100%	(239)	240
Trump Job Disapprove	1%	(3)	99%	(390)	393
Trump Job Strongly Approve	1%	(1)	99%	(128)	129
Trump Job Somewhat Approve	—	(0)	100%	(111)	111
Trump Job Somewhat Disapprove	—	(0)	100%	(102)	102
Trump Job Strongly Disapprove	1%	(3)	99%	(288)	291
Favorable of Trump	—	(1)	100%	(232)	233
Unfavorable of Trump	1%	(4)	99%	(390)	394
Very Favorable of Trump	1%	(1)	99%	(144)	145
Somewhat Favorable of Trump	—	(0)	100%	(88)	88
Somewhat Unfavorable of Trump	2%	(2)	98%	(68)	69
Very Unfavorable of Trump	1%	(3)	99%	(322)	324

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Table IHS10_7NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 My stock market investments have decreased

Demographic	Selected		Not Selected		Total N
Adults	1%	(5)	99%	(660)	665
#1 Issue: Economy	—	(0)	100%	(158)	158
#1 Issue: Security	1%	(1)	99%	(105)	106
#1 Issue: Health Care	1%	(2)	99%	(130)	131
#1 Issue: Medicare / Social Security	—	(0)	100%	(116)	116
2018 House Vote: Democrat	1%	(2)	99%	(243)	244
2018 House Vote: Republican	1%	(3)	99%	(182)	185
2016 Vote: Hillary Clinton	1%	(2)	99%	(217)	219
2016 Vote: Donald Trump	1%	(1)	99%	(187)	188
2016 Vote: Other	—	(0)	100%	(53)	53
2016 Vote: Didn't Vote	1%	(2)	99%	(203)	205
Voted in 2014: Yes	1%	(3)	99%	(385)	387
Voted in 2014: No	1%	(2)	99%	(275)	278
2012 Vote: Barack Obama	1%	(2)	99%	(268)	270
2012 Vote: Mitt Romney	1%	(1)	99%	(135)	136
2012 Vote: Didn't Vote	1%	(2)	99%	(228)	230
4-Region: Northeast	—	(0)	100%	(116)	116
4-Region: Midwest	1%	(2)	99%	(140)	141
4-Region: South	1%	(3)	99%	(240)	243
4-Region: West	—	(1)	100%	(164)	164

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

Table IHS10_8NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
The cost of necessities, such as food, rent, clothing have increased

Demographic	Selected		Not Selected		Total N
Adults	33%	(219)	67%	(446)	665
Gender: Male	32%	(95)	68%	(201)	296
Gender: Female	34%	(124)	66%	(245)	369
Age: 18-29	28%	(37)	72%	(96)	133
Age: 30-44	34%	(61)	66%	(119)	179
Age: 45-54	27%	(32)	73%	(88)	120
Age: 55-64	37%	(43)	63%	(72)	115
Age: 65+	40%	(47)	60%	(70)	117
Generation Z: 18-22	23%	(13)	77%	(44)	57
Millennial: Age 23-38	36%	(73)	64%	(130)	202
Generation X: Age 39-54	25%	(44)	75%	(130)	173
Boomers: Age 55-73	38%	(79)	62%	(126)	204
PID: Dem (no lean)	31%	(79)	69%	(177)	256
PID: Ind (no lean)	37%	(85)	63%	(143)	228
PID: Rep (no lean)	31%	(56)	69%	(125)	181
PID/Gender: Dem Men	29%	(32)	71%	(77)	109
PID/Gender: Dem Women	32%	(47)	68%	(100)	148
PID/Gender: Ind Men	43%	(49)	57%	(66)	114
PID/Gender: Ind Women	32%	(36)	68%	(77)	113
PID/Gender: Rep Men	21%	(15)	79%	(58)	73
PID/Gender: Rep Women	38%	(41)	62%	(67)	108
Ideo: Liberal (1-3)	29%	(63)	71%	(152)	215
Ideo: Moderate (4)	39%	(57)	61%	(90)	147
Ideo: Conservative (5-7)	32%	(65)	68%	(136)	202
Educ: < College	35%	(166)	65%	(305)	471
Educ: Bachelors degree	33%	(42)	67%	(86)	128
Educ: Post-grad	17%	(11)	83%	(55)	66
Income: Under 50k	38%	(154)	62%	(247)	401
Income: 50k-100k	26%	(54)	74%	(153)	206
Income: 100k+	20%	(12)	80%	(46)	58
Ethnicity: White	32%	(167)	68%	(350)	517
Ethnicity: Hispanic	31%	(38)	69%	(85)	124

Continued on next page

Table IHS10_8NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 The cost of necessities, such as food, rent, clothing have increased

Demographic	Selected		Not Selected		Total N
Adults	33%	(219)	67%	(446)	665
Ethnicity: Afr. Am.	26%	(21)	74%	(59)	80
Ethnicity: Other	46%	(31)	54%	(37)	68
All Christian	34%	(84)	66%	(166)	249
Agnostic/Nothing in particular	34%	(119)	66%	(236)	355
Evangelical	26%	(46)	74%	(131)	177
Non-Evangelical	34%	(72)	66%	(139)	211
Community: Urban	34%	(57)	66%	(112)	169
Community: Suburban	32%	(96)	68%	(205)	301
Community: Rural	34%	(67)	66%	(128)	195
Employ: Private Sector	31%	(62)	69%	(140)	203
Employ: Self-Employed	37%	(21)	63%	(36)	57
Employ: Homemaker	36%	(22)	64%	(41)	63
Employ: Retired	44%	(62)	56%	(80)	142
Employ: Unemployed	22%	(16)	78%	(54)	70
Employ: Other	33%	(18)	67%	(37)	54
Military HH: Yes	34%	(40)	66%	(77)	117
Military HH: No	33%	(179)	67%	(368)	548
RD/WT: Right Direction	23%	(50)	77%	(166)	217
RD/WT: Wrong Track	38%	(169)	62%	(279)	448
Trump Job Approve	28%	(67)	72%	(174)	240
Trump Job Disapprove	37%	(145)	63%	(248)	393
Trump Job Strongly Approve	28%	(36)	72%	(93)	129
Trump Job Somewhat Approve	27%	(30)	73%	(81)	111
Trump Job Somewhat Disapprove	47%	(48)	53%	(54)	102
Trump Job Strongly Disapprove	33%	(97)	67%	(194)	291
Favorable of Trump	30%	(70)	70%	(164)	233
Unfavorable of Trump	35%	(139)	65%	(255)	394
Very Favorable of Trump	32%	(47)	68%	(98)	145
Somewhat Favorable of Trump	26%	(23)	74%	(66)	88
Somewhat Unfavorable of Trump	38%	(26)	62%	(43)	69
Very Unfavorable of Trump	35%	(113)	65%	(212)	324

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Table IHS10_8NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
The cost of necessities, such as food, rent, clothing have increased

Demographic	Selected		Not Selected		Total N
Adults	33%	(219)	67%	(446)	665
#1 Issue: Economy	31%	(49)	69%	(110)	158
#1 Issue: Security	30%	(31)	70%	(75)	106
#1 Issue: Health Care	27%	(36)	73%	(96)	131
#1 Issue: Medicare / Social Security	46%	(53)	54%	(62)	116
2018 House Vote: Democrat	30%	(72)	70%	(172)	244
2018 House Vote: Republican	33%	(60)	67%	(124)	185
2016 Vote: Hillary Clinton	30%	(65)	70%	(154)	219
2016 Vote: Donald Trump	37%	(69)	63%	(119)	188
2016 Vote: Other	32%	(17)	68%	(36)	53
2016 Vote: Didn't Vote	33%	(68)	67%	(137)	205
Voted in 2014: Yes	30%	(116)	70%	(271)	387
Voted in 2014: No	37%	(103)	63%	(174)	278
2012 Vote: Barack Obama	31%	(82)	69%	(187)	270
2012 Vote: Mitt Romney	32%	(43)	68%	(93)	136
2012 Vote: Didn't Vote	34%	(78)	66%	(152)	230
4-Region: Northeast	31%	(36)	69%	(80)	116
4-Region: Midwest	41%	(58)	59%	(83)	141
4-Region: South	33%	(79)	67%	(164)	243
4-Region: West	28%	(46)	72%	(118)	164

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

Table IHS10_9NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I want to give people more experiences and fewer material objects

Demographic	Selected		Not Selected		Total N
Adults	10%	(65)	90%	(600)	665
Gender: Male	8%	(23)	92%	(273)	296
Gender: Female	11%	(42)	89%	(327)	369
Age: 18-29	22%	(30)	78%	(103)	133
Age: 30-44	6%	(10)	94%	(169)	179
Age: 45-54	8%	(10)	92%	(110)	120
Age: 55-64	6%	(6)	94%	(109)	115
Age: 65+	7%	(9)	93%	(109)	117
Generation Z: 18-22	37%	(21)	63%	(36)	57
Millennial: Age 23-38	7%	(15)	93%	(187)	202
Generation X: Age 39-54	8%	(14)	92%	(159)	173
Boomers: Age 55-73	7%	(14)	93%	(191)	204
PID: Dem (no lean)	9%	(23)	91%	(233)	256
PID: Ind (no lean)	10%	(22)	90%	(206)	228
PID: Rep (no lean)	11%	(20)	89%	(162)	181
PID/Gender: Dem Men	8%	(9)	92%	(100)	109
PID/Gender: Dem Women	10%	(15)	90%	(133)	148
PID/Gender: Ind Men	5%	(6)	95%	(108)	114
PID/Gender: Ind Women	14%	(16)	86%	(97)	113
PID/Gender: Rep Men	11%	(8)	89%	(65)	73
PID/Gender: Rep Women	10%	(11)	90%	(97)	108
Ideo: Liberal (1-3)	12%	(26)	88%	(189)	215
Ideo: Moderate (4)	3%	(4)	97%	(143)	147
Ideo: Conservative (5-7)	10%	(21)	90%	(181)	202
Educ: < College	9%	(44)	91%	(427)	471
Educ: Bachelors degree	9%	(11)	91%	(116)	128
Educ: Post-grad	14%	(9)	86%	(57)	66
Income: Under 50k	8%	(33)	92%	(368)	401
Income: 50k-100k	12%	(25)	88%	(181)	206
Income: 100k+	13%	(8)	87%	(50)	58
Ethnicity: White	9%	(48)	91%	(469)	517
Ethnicity: Hispanic	15%	(18)	85%	(105)	124

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Table IHS10_9NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
I want to give people more experiences and fewer material objects

Demographic	Selected		Not Selected		Total N
Adults	10%	(65)	90%	(600)	665
Ethnicity: Afr. Am.	14%	(11)	86%	(69)	80
Ethnicity: Other	9%	(6)	91%	(62)	68
All Christian	8%	(20)	92%	(229)	249
Agnostic/Nothing in particular	9%	(33)	91%	(322)	355
Evangelical	13%	(22)	87%	(155)	177
Non-Evangelical	4%	(9)	96%	(202)	211
Community: Urban	10%	(17)	90%	(152)	169
Community: Suburban	11%	(32)	89%	(269)	301
Community: Rural	8%	(16)	92%	(179)	195
Employ: Private Sector	8%	(17)	92%	(186)	203
Employ: Self-Employed	15%	(8)	85%	(49)	57
Employ: Homemaker	13%	(8)	87%	(55)	63
Employ: Retired	5%	(7)	95%	(136)	142
Employ: Unemployed	2%	(1)	98%	(69)	70
Employ: Other	9%	(5)	91%	(49)	54
Military HH: Yes	11%	(13)	89%	(104)	117
Military HH: No	9%	(52)	91%	(496)	548
RD/WT: Right Direction	11%	(24)	89%	(192)	217
RD/WT: Wrong Track	9%	(41)	91%	(408)	448
Trump Job Approve	11%	(26)	89%	(214)	240
Trump Job Disapprove	10%	(39)	90%	(354)	393
Trump Job Strongly Approve	9%	(12)	91%	(117)	129
Trump Job Somewhat Approve	12%	(14)	88%	(97)	111
Trump Job Somewhat Disapprove	3%	(3)	97%	(99)	102
Trump Job Strongly Disapprove	12%	(36)	88%	(255)	291
Favorable of Trump	9%	(21)	91%	(212)	233
Unfavorable of Trump	11%	(43)	89%	(350)	394
Very Favorable of Trump	11%	(16)	89%	(129)	145
Somewhat Favorable of Trump	6%	(5)	94%	(83)	88
Somewhat Unfavorable of Trump	6%	(4)	94%	(65)	69
Very Unfavorable of Trump	12%	(39)	88%	(285)	324

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Table IHS10_9NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 I want to give people more experiences and fewer material objects

Demographic	Selected		Not Selected		Total N
Adults	10%	(65)	90%	(600)	665
#1 Issue: Economy	4%	(6)	96%	(152)	158
#1 Issue: Security	10%	(11)	90%	(95)	106
#1 Issue: Health Care	10%	(13)	90%	(118)	131
#1 Issue: Medicare / Social Security	6%	(6)	94%	(109)	116
2018 House Vote: Democrat	10%	(24)	90%	(220)	244
2018 House Vote: Republican	12%	(22)	88%	(162)	185
2016 Vote: Hillary Clinton	7%	(16)	93%	(203)	219
2016 Vote: Donald Trump	10%	(20)	90%	(168)	188
2016 Vote: Other	9%	(5)	91%	(48)	53
2016 Vote: Didn't Vote	12%	(25)	88%	(181)	205
Voted in 2014: Yes	8%	(32)	92%	(355)	387
Voted in 2014: No	12%	(33)	88%	(245)	278
2012 Vote: Barack Obama	7%	(18)	93%	(252)	270
2012 Vote: Mitt Romney	10%	(13)	90%	(123)	136
2012 Vote: Didn't Vote	15%	(34)	85%	(196)	230
4-Region: Northeast	7%	(9)	93%	(108)	116
4-Region: Midwest	9%	(13)	91%	(128)	141
4-Region: South	10%	(24)	90%	(219)	243
4-Region: West	12%	(19)	88%	(145)	164

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

Table IHS10_10NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	6%	(41)	94%	(624)	665
Gender: Male	6%	(18)	94%	(278)	296
Gender: Female	6%	(23)	94%	(345)	369
Age: 18-29	4%	(5)	96%	(129)	133
Age: 30-44	3%	(5)	97%	(174)	179
Age: 45-54	5%	(5)	95%	(115)	120
Age: 55-64	15%	(18)	85%	(98)	115
Age: 65+	7%	(8)	93%	(109)	117
Generation Z: 18-22	—	(0)	100%	(57)	57
Millennial: Age 23-38	5%	(9)	95%	(193)	202
Generation X: Age 39-54	3%	(6)	97%	(168)	173
Boomers: Age 55-73	12%	(25)	88%	(179)	204
PID: Dem (no lean)	5%	(14)	95%	(243)	256
PID: Ind (no lean)	6%	(13)	94%	(214)	228
PID: Rep (no lean)	8%	(14)	92%	(167)	181
PID/Gender: Dem Men	4%	(4)	96%	(104)	109
PID/Gender: Dem Women	6%	(9)	94%	(138)	148
PID/Gender: Ind Men	9%	(10)	91%	(105)	114
PID/Gender: Ind Women	3%	(4)	97%	(110)	113
PID/Gender: Rep Men	5%	(4)	95%	(69)	73
PID/Gender: Rep Women	10%	(11)	90%	(97)	108
Ideo: Liberal (1-3)	7%	(15)	93%	(200)	215
Ideo: Moderate (4)	6%	(9)	94%	(138)	147
Ideo: Conservative (5-7)	7%	(13)	93%	(188)	202
Educ: < College	6%	(28)	94%	(443)	471
Educ: Bachelors degree	7%	(9)	93%	(118)	128
Educ: Post-grad	5%	(4)	95%	(62)	66
Income: Under 50k	6%	(25)	94%	(376)	401
Income: 50k-100k	6%	(13)	94%	(193)	206
Income: 100k+	5%	(3)	95%	(55)	58
Ethnicity: White	7%	(36)	93%	(481)	517
Ethnicity: Hispanic	4%	(5)	96%	(118)	124

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Table IHS10_10NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
 Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	6%	(41)	94%	(624)	665
Ethnicity: Afr. Am.	3%	(2)	97%	(77)	80
Ethnicity: Other	4%	(3)	96%	(65)	68
All Christian	6%	(16)	94%	(234)	249
Agnostic/Nothing in particular	6%	(22)	94%	(333)	355
Evangelical	7%	(12)	93%	(165)	177
Non-Evangelical	8%	(18)	92%	(194)	211
Community: Urban	5%	(9)	95%	(160)	169
Community: Suburban	5%	(15)	95%	(285)	301
Community: Rural	9%	(17)	91%	(178)	195
Employ: Private Sector	4%	(9)	96%	(194)	203
Employ: Self-Employed	4%	(2)	96%	(55)	57
Employ: Homemaker	5%	(3)	95%	(60)	63
Employ: Retired	9%	(12)	91%	(130)	142
Employ: Unemployed	12%	(9)	88%	(61)	70
Employ: Other	4%	(2)	96%	(52)	54
Military HH: Yes	7%	(8)	93%	(110)	117
Military HH: No	6%	(33)	94%	(514)	548
RD/WT: Right Direction	7%	(15)	93%	(201)	217
RD/WT: Wrong Track	6%	(26)	94%	(422)	448
Trump Job Approve	8%	(19)	92%	(222)	240
Trump Job Disapprove	6%	(22)	94%	(371)	393
Trump Job Strongly Approve	8%	(11)	92%	(118)	129
Trump Job Somewhat Approve	7%	(8)	93%	(103)	111
Trump Job Somewhat Disapprove	3%	(3)	97%	(99)	102
Trump Job Strongly Disapprove	6%	(18)	94%	(272)	291
Favorable of Trump	8%	(19)	92%	(215)	233
Unfavorable of Trump	5%	(21)	95%	(373)	394
Very Favorable of Trump	9%	(13)	91%	(132)	145
Somewhat Favorable of Trump	7%	(6)	93%	(82)	88
Somewhat Unfavorable of Trump	2%	(1)	98%	(68)	69
Very Unfavorable of Trump	6%	(20)	94%	(305)	324

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Table IHS10_10NET: What would you say are the top reasons you are spending less on holiday shopping this year? Please select two reasons:
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	6%	(41)	94%	(624)	665
#1 Issue: Economy	6%	(9)	94%	(149)	158
#1 Issue: Security	6%	(7)	94%	(100)	106
#1 Issue: Health Care	7%	(10)	93%	(122)	131
#1 Issue: Medicare / Social Security	5%	(5)	95%	(110)	116
2018 House Vote: Democrat	6%	(14)	94%	(231)	244
2018 House Vote: Republican	7%	(13)	93%	(172)	185
2016 Vote: Hillary Clinton	6%	(14)	94%	(205)	219
2016 Vote: Donald Trump	8%	(15)	92%	(173)	188
2016 Vote: Other	—	(0)	100%	(53)	53
2016 Vote: Didn't Vote	6%	(13)	94%	(193)	205
Voted in 2014: Yes	6%	(25)	94%	(362)	387
Voted in 2014: No	6%	(16)	94%	(261)	278
2012 Vote: Barack Obama	5%	(14)	95%	(256)	270
2012 Vote: Mitt Romney	8%	(11)	92%	(125)	136
2012 Vote: Didn't Vote	6%	(13)	94%	(217)	230
4-Region: Northeast	5%	(5)	95%	(111)	116
4-Region: Midwest	6%	(9)	94%	(132)	141
4-Region: South	6%	(14)	94%	(229)	243
4-Region: West	8%	(13)	92%	(151)	164

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

Table IHS11: How much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	32% (739)	17% (396)	16% (377)	8% (190)	10% (230)	6% (129)	2% (48)	1% (33)	1% (25)	3% (69)	2% (53)	2% (40)	
Gender: Male	31% (351)	16% (176)	14% (158)	8% (89)	11% (123)	7% (82)	2% (18)	2% (17)	1% (10)	4% (43)	3% (34)	2% (24)	
Gender: Female	32% (387)	18% (220)	18% (219)	8% (101)	9% (107)	4% (48)	3% (31)	1% (16)	1% (15)	2% (26)	2% (19)	1% (16)	
Age: 18-29	28% (133)	17% (80)	16% (74)	10% (45)	9% (42)	6% (30)	3% (13)	1% (7)	1% (5)	4% (19)	2% (11)	2% (12)	
Age: 30-44	25% (151)	19% (114)	17% (104)	8% (47)	12% (71)	6% (36)	2% (13)	2% (9)	2% (13)	2% (14)	3% (18)	2% (11)	
Age: 45-54	31% (122)	13% (50)	19% (73)	8% (30)	11% (44)	7% (26)	2% (7)	2% (6)	— (1)	4% (14)	2% (6)	2% (8)	
Age: 55-64	35% (143)	16% (67)	14% (59)	10% (39)	10% (42)	5% (18)	2% (10)	1% (5)	1% (4)	2% (7)	2% (9)	1% (5)	
Age: 65+	41% (190)	18% (85)	15% (68)	6% (30)	7% (31)	4% (19)	1% (5)	1% (6)	— (2)	3% (14)	2% (9)	1% (4)	
Generation Z: 18-22	35% (69)	14% (28)	15% (29)	11% (21)	9% (18)	4% (8)	3% (7)	1% (3)	1% (3)	3% (5)	— (0)	3% (6)	
Millennial: Age 23-38	25% (163)	20% (130)	18% (116)	8% (53)	10% (63)	6% (40)	2% (14)	1% (7)	2% (11)	4% (23)	3% (21)	2% (14)	
Generation X: Age 39-54	28% (173)	14% (86)	17% (105)	8% (47)	13% (76)	7% (44)	2% (13)	2% (13)	1% (6)	3% (19)	2% (14)	2% (11)	
Boomers: Age 55-73	37% (286)	18% (136)	15% (115)	8% (60)	9% (69)	4% (33)	2% (13)	1% (9)	1% (5)	2% (18)	2% (17)	1% (8)	
PID: Dem (no lean)	27% (212)	18% (141)	18% (143)	9% (74)	11% (86)	5% (41)	2% (18)	1% (9)	1% (12)	3% (27)	3% (20)	1% (12)	
PID: Ind (no lean)	36% (305)	18% (152)	15% (123)	7% (61)	8% (67)	5% (41)	2% (15)	2% (13)	1% (8)	3% (24)	2% (13)	2% (19)	
PID: Rep (no lean)	32% (221)	15% (103)	16% (111)	8% (55)	11% (77)	7% (47)	2% (16)	2% (11)	1% (6)	3% (18)	3% (19)	1% (9)	
PID/Gender: Dem Men	24% (86)	16% (57)	16% (59)	8% (29)	12% (43)	8% (29)	2% (7)	1% (2)	2% (6)	4% (14)	4% (16)	3% (9)	
PID/Gender: Dem Women	29% (126)	19% (84)	19% (84)	10% (45)	10% (43)	3% (12)	3% (11)	1% (6)	1% (5)	3% (12)	1% (4)	1% (2)	
PID/Gender: Ind Men	38% (162)	16% (68)	13% (54)	7% (31)	9% (36)	6% (26)	1% (3)	2% (7)	— (1)	4% (16)	2% (8)	2% (8)	
PID/Gender: Ind Women	34% (143)	20% (84)	16% (69)	7% (30)	7% (31)	4% (15)	3% (11)	1% (6)	2% (7)	2% (8)	1% (5)	3% (11)	
PID/Gender: Rep Men	30% (103)	15% (51)	13% (45)	8% (28)	13% (44)	8% (26)	2% (8)	2% (8)	1% (3)	4% (13)	3% (10)	2% (6)	
PID/Gender: Rep Women	34% (118)	15% (52)	19% (66)	8% (26)	9% (33)	6% (20)	2% (8)	1% (4)	1% (3)	2% (6)	3% (9)	1% (3)	
Ideo: Liberal (1-3)	30% (179)	18% (110)	17% (102)	8% (50)	10% (57)	5% (32)	2% (12)	1% (8)	2% (11)	2% (11)	3% (18)	2% (11)	
Ideo: Moderate (4)	30% (173)	16% (94)	17% (96)	9% (51)	10% (56)	6% (34)	2% (12)	1% (5)	1% (7)	4% (23)	3% (18)	1% (6)	
Ideo: Conservative (5-7)	31% (250)	16% (130)	15% (120)	8% (65)	11% (87)	7% (53)	2% (18)	2% (16)	— (4)	3% (27)	2% (14)	1% (11)	
Educ: < College	34% (541)	18% (282)	16% (256)	8% (132)	9% (148)	5% (82)	2% (32)	1% (20)	1% (14)	3% (46)	1% (24)	1% (23)	
Educ: Bachelors degree	27% (126)	16% (74)	17% (81)	8% (37)	13% (59)	6% (27)	3% (14)	2% (8)	1% (5)	3% (12)	4% (19)	2% (8)	
Educ: Post-grad	27% (71)	15% (40)	16% (40)	8% (21)	9% (23)	8% (21)	1% (2)	2% (4)	2% (6)	4% (11)	4% (10)	4% (9)	
Income: Under 50k	41% (524)	19% (245)	15% (196)	7% (92)	8% (103)	3% (37)	2% (27)	1% (13)	1% (9)	2% (23)	1% (10)	1% (14)	
Income: 50k-100k	22% (159)	16% (115)	20% (149)	9% (66)	11% (84)	8% (61)	2% (15)	2% (12)	1% (10)	4% (30)	3% (20)	1% (10)	
Income: 100k+	18% (55)	12% (36)	11% (33)	11% (32)	14% (43)	10% (31)	2% (6)	3% (8)	2% (6)	5% (16)	7% (23)	5% (15)	
Ethnicity: White	33% (599)	17% (309)	16% (300)	8% (153)	9% (163)	6% (101)	2% (39)	1% (26)	1% (18)	3% (50)	2% (40)	1% (23)	
Ethnicity: Hispanic	30% (110)	14% (51)	16% (58)	9% (32)	11% (41)	9% (33)	2% (9)	1% (4)	2% (6)	2% (7)	2% (8)	3% (10)	
Ethnicity: Afr. Am.	27% (77)	14% (42)	15% (43)	9% (26)	13% (37)	6% (17)	2% (5)	2% (6)	1% (4)	5% (15)	3% (8)	4% (11)	
Ethnicity: Other	29% (63)	21% (45)	16% (34)	5% (11)	14% (30)	5% (11)	2% (5)	— (1)	2% (4)	2% (3)	2% (4)	2% (5)	
All Christian	30% (303)	16% (165)	17% (170)	8% (85)	9% (90)	6% (65)	3% (26)	1% (12)	1% (9)	4% (36)	3% (26)	2% (20)	
All Non-Christian	31% (32)	13% (13)	10% (11)	14% (14)	7% (7)	11% (11)	2% (2)	3% (3)	— (0)	5% (5)	3% (3)	2% (2)	
Atheist	38% (39)	17% (18)	19% (19)	5% (5)	6% (7)	4% (4)	4% (4)	2% (2)	1% (1)	2% (2)	2% (2)	— (0)	
Agnostic/Nothing in particular	33% (365)	18% (200)	16% (177)	8% (85)	11% (127)	4% (50)	1% (16)	1% (16)	1% (15)	2% (26)	2% (21)	2% (18)	
Religious Non-Protestant/Catholic	33% (40)	14% (17)	10% (13)	13% (16)	7% (8)	9% (11)	4% (4)	2% (3)	— (0)	4% (5)	3% (3)	2% (2)	
Evangelical	34% (222)	12% (78)	15% (100)	7% (48)	12% (78)	7% (44)	2% (14)	2% (10)	1% (7)	3% (17)	3% (18)	2% (13)	
Non-Evangelical	28% (236)	19% (157)	17% (146)	9% (73)	9% (78)	5% (44)	2% (18)	1% (9)	1% (9)	3% (29)	2% (19)	2% (17)	
Community: Urban	31% (175)	16% (90)	14% (77)	10% (56)	10% (55)	6% (32)	2% (10)	2% (9)	2% (11)	3% (19)	3% (18)	2% (10)	
Community: Suburban	30% (341)	17% (187)	17% (193)	8% (86)	11% (120)	6% (63)	3% (31)	1% (13)	1% (9)	3% (34)	2% (24)	2% (23)	
Community: Rural	35% (223)	18% (119)	17% (107)	7% (48)	9% (55)	5% (35)	1% (7)	2% (11)	1% (5)	2% (16)	2% (10)	1% (7)	

Continued on next page

Table IHS11: How much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	32% (739)	17% (396)	16% (377)	8% (190)	10% (230)	6% (129)	2% (48)	1% (33)	1% (25)	3% (69)	2% (53)	2% (40)	
Employ: Private Sector	20% (145)	14% (101)	20% (141)	9% (65)	11% (82)	8% (59)	3% (23)	2% (17)	2% (13)	3% (20)	5% (33)	2% (18)	
Employ: Government	18% (24)	13% (17)	14% (18)	15% (20)	15% (20)	12% (17)	4% (6)	2% (2)	— (0)	3% (4)	3% (4)	2% (3)	
Employ: Self-Employed	34% (65)	17% (31)	13% (25)	4% (8)	17% (32)	5% (10)	1% (2)	— (0)	1% (3)	3% (6)	1% (1)	3% (6)	
Employ: Homemaker	27% (52)	22% (42)	17% (33)	10% (20)	11% (21)	3% (6)	3% (6)	1% (2)	1% (1)	4% (8)	2% (3)	— (0)	
Employ: Retired	40% (214)	19% (103)	15% (83)	7% (36)	7% (36)	4% (22)	1% (6)	1% (7)	1% (3)	3% (15)	2% (8)	1% (3)	
Employ: Unemployed	54% (128)	17% (40)	11% (26)	5% (12)	5% (12)	1% (3)	1% (2)	— (0)	2% (4)	3% (7)	— (1)	2% (5)	
Employ: Other	35% (74)	16% (34)	18% (38)	10% (22)	11% (23)	4% (8)	— (0)	1% (2)	— (0)	4% (9)	— (1)	2% (4)	
Military HH: Yes	33% (137)	14% (57)	16% (66)	10% (41)	9% (36)	6% (25)	2% (6)	2% (8)	1% (4)	4% (15)	2% (10)	2% (8)	
Military HH: No	31% (602)	18% (338)	16% (311)	8% (149)	10% (194)	5% (105)	2% (42)	1% (25)	1% (21)	3% (54)	2% (42)	2% (31)	
RD/WT: Right Direction	31% (267)	16% (138)	16% (140)	9% (78)	10% (83)	7% (59)	2% (16)	2% (16)	1% (10)	3% (28)	3% (23)	1% (13)	
RD/WT: Wrong Track	32% (471)	18% (258)	16% (237)	8% (112)	10% (147)	5% (70)	2% (32)	1% (17)	1% (15)	3% (41)	2% (29)	2% (27)	
Trump Job Approve	33% (310)	16% (147)	15% (143)	9% (81)	10% (91)	7% (64)	2% (17)	2% (16)	1% (7)	3% (27)	2% (22)	1% (12)	
Trump Job Disapprove	30% (380)	17% (216)	17% (220)	8% (100)	10% (131)	5% (62)	2% (27)	1% (16)	1% (17)	3% (38)	2% (30)	2% (23)	
Trump Job Strongly Approve	37% (185)	14% (72)	14% (70)	9% (46)	9% (44)	6% (32)	1% (3)	2% (12)	— (2)	3% (14)	2% (11)	2% (11)	
Trump Job Somewhat Approve	29% (125)	17% (75)	17% (73)	8% (36)	11% (47)	7% (31)	3% (14)	1% (4)	1% (5)	3% (13)	2% (11)	— (1)	
Trump Job Somewhat Disapprove	24% (77)	15% (49)	20% (63)	8% (25)	13% (42)	8% (25)	1% (5)	1% (5)	2% (5)	4% (13)	2% (6)	1% (5)	
Trump Job Strongly Disapprove	32% (303)	18% (167)	17% (157)	8% (75)	9% (89)	4% (37)	2% (22)	1% (12)	1% (12)	3% (25)	3% (24)	2% (18)	
Favorable of Trump	32% (294)	16% (143)	16% (146)	8% (74)	9% (86)	7% (65)	2% (18)	2% (15)	1% (9)	3% (25)	2% (22)	1% (13)	
Unfavorable of Trump	31% (389)	18% (227)	17% (211)	8% (107)	10% (125)	5% (61)	2% (27)	1% (16)	1% (14)	3% (39)	2% (30)	2% (20)	
Very Favorable of Trump	36% (195)	15% (79)	15% (82)	9% (47)	8% (43)	6% (34)	1% (6)	2% (12)	1% (3)	3% (14)	2% (12)	2% (12)	
Somewhat Favorable of Trump	27% (99)	17% (64)	17% (65)	7% (27)	11% (42)	8% (31)	3% (11)	1% (3)	1% (5)	3% (11)	3% (10)	— (1)	
Somewhat Unfavorable of Trump	24% (64)	16% (42)	17% (45)	9% (25)	13% (35)	8% (21)	2% (5)	2% (5)	1% (3)	6% (15)	1% (4)	— (0)	
Very Unfavorable of Trump	32% (325)	18% (185)	17% (166)	8% (82)	9% (90)	4% (40)	2% (22)	1% (11)	1% (11)	2% (24)	3% (26)	2% (20)	
#1 Issue: Economy	27% (161)	17% (104)	18% (109)	8% (45)	12% (73)	5% (28)	1% (9)	1% (9)	1% (5)	3% (20)	3% (18)	3% (16)	
#1 Issue: Security	31% (140)	15% (69)	14% (61)	9% (39)	11% (49)	9% (41)	1% (6)	2% (9)	1% (5)	4% (17)	1% (5)	1% (6)	
#1 Issue: Health Care	27% (109)	18% (72)	19% (76)	10% (41)	8% (30)	5% (20)	3% (12)	1% (4)	1% (5)	3% (13)	3% (13)	— (2)	
#1 Issue: Medicare / Social Security	45% (163)	14% (51)	14% (49)	7% (24)	7% (24)	6% (21)	2% (7)	1% (3)	— (0)	2% (8)	2% (6)	1% (3)	
#1 Issue: Women's Issues	33% (48)	16% (23)	14% (20)	10% (14)	8% (11)	3% (4)	5% (7)	— (0)	1% (2)	4% (6)	5% (7)	2% (3)	
#1 Issue: Education	26% (32)	19% (24)	12% (15)	6% (7)	16% (20)	6% (7)	2% (3)	3% (4)	2% (2)	3% (4)	3% (3)	3% (4)	
#1 Issue: Energy	23% (33)	19% (27)	22% (32)	7% (10)	12% (16)	5% (7)	3% (4)	2% (3)	4% (6)	1% (1)	— (1)	2% (2)	
#1 Issue: Other	44% (52)	22% (26)	14% (16)	8% (9)	5% (6)	2% (2)	1% (1)	1% (1)	1% (1)	— (0)	1% (1)	4% (4)	
2018 House Vote: Democrat	28% (222)	17% (135)	17% (130)	10% (75)	10% (80)	5% (41)	2% (19)	1% (11)	1% (12)	4% (30)	3% (24)	1% (10)	
2018 House Vote: Republican	31% (221)	16% (113)	16% (113)	9% (65)	9% (64)	8% (59)	2% (11)	2% (16)	1% (6)	3% (23)	3% (19)	2% (12)	
2018 House Vote: Someone else	41% (44)	10% (11)	14% (15)	5% (6)	12% (13)	7% (8)	— (1)	1% (1)	1% (1)	3% (4)	1% (1)	4% (5)	
2016 Vote: Hillary Clinton	27% (194)	17% (123)	17% (126)	9% (66)	11% (83)	6% (41)	2% (13)	1% (10)	2% (11)	3% (24)	3% (23)	2% (12)	
2016 Vote: Donald Trump	31% (225)	16% (114)	15% (113)	9% (67)	9% (63)	8% (59)	2% (17)	2% (14)	1% (8)	3% (21)	2% (17)	2% (12)	
2016 Vote: Other	39% (72)	13% (25)	13% (23)	7% (13)	11% (20)	4% (7)	1% (2)	1% (2)	1% (2)	4% (7)	2% (4)	3% (5)	
2016 Vote: Didn't Vote	36% (245)	20% (134)	17% (113)	6% (44)	9% (64)	3% (22)	2% (17)	1% (6)	1% (4)	2% (17)	1% (8)	2% (11)	
Voted in 2014: Yes	30% (419)	16% (220)	16% (224)	8% (117)	10% (140)	7% (92)	2% (24)	2% (24)	1% (14)	4% (52)	3% (42)	2% (26)	
Voted in 2014: No	34% (320)	19% (175)	16% (153)	8% (73)	10% (91)	4% (37)	3% (24)	1% (9)	1% (11)	2% (17)	1% (10)	1% (14)	
2012 Vote: Barack Obama	27% (232)	18% (152)	16% (133)	8% (69)	11% (90)	7% (56)	2% (21)	2% (14)	1% (10)	4% (33)	4% (30)	2% (15)	
2012 Vote: Mitt Romney	34% (187)	15% (85)	16% (86)	8% (45)	9% (50)	6% (35)	1% (6)	2% (11)	1% (7)	3% (15)	3% (14)	2% (10)	
2012 Vote: Other	40% (35)	15% (13)	11% (10)	9% (8)	12% (10)	6% (5)	— (0)	1% (1)	2% (1)	2% (2)	1% (1)	2% (2)	
2012 Vote: Didn't Vote	34% (283)	17% (144)	18% (147)	8% (65)	10% (79)	4% (33)	3% (22)	1% (6)	1% (7)	2% (19)	1% (7)	1% (12)	

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Table IHS11: How much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	32% (739)	17% (396)	16% (377)	8% (190)	10% (230)	6% (129)	2% (48)	1% (33)	1% (25)	3% (69)	2% (53)	2% (40)	
4-Region: Northeast	24% (102)	18% (75)	17% (69)	9% (36)	12% (49)	7% (28)	3% (12)	3% (11)	1% (4)	2% (9)	4% (15)	2% (8)	
4-Region: Midwest	34% (165)	17% (83)	18% (89)	9% (44)	7% (34)	4% (18)	2% (10)	1% (6)	1% (6)	4% (21)	2% (8)	1% (6)	
4-Region: South	30% (265)	17% (146)	16% (141)	8% (70)	11% (94)	6% (53)	2% (18)	1% (9)	1% (9)	3% (28)	2% (21)	2% (17)	
4-Region: West	37% (206)	17% (92)	14% (78)	7% (40)	10% (53)	5% (30)	2% (9)	1% (6)	1% (6)	2% (12)	2% (8)	2% (10)	

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

Table IHS12: And, how much do you plan on spending in person at 'brick and mortar' stores the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	53% (1240)	19% (439)	11% (258)	5% (121)	4% (99)	3% (72)	1% (20)	1% (26)	1% (12)	1% (15)	— (8)	1% (18)	
Gender: Male	50% (561)	18% (201)	13% (148)	5% (55)	5% (53)	4% (39)	1% (13)	1% (16)	1% (11)	1% (9)	— (5)	1% (13)	
Gender: Female	56% (679)	20% (238)	9% (111)	5% (65)	4% (46)	3% (33)	1% (7)	1% (10)	— (2)	1% (7)	— (3)	— (5)	
Age: 18-29	56% (264)	16% (78)	8% (36)	7% (32)	4% (21)	3% (13)	1% (5)	2% (8)	— (2)	1% (3)	1% (2)	2% (7)	
Age: 30-44	50% (303)	19% (115)	13% (78)	4% (26)	4% (24)	5% (29)	1% (5)	1% (7)	— (2)	1% (4)	1% (3)	1% (4)	
Age: 45-54	47% (183)	21% (80)	15% (60)	4% (16)	4% (17)	3% (11)	— (1)	1% (5)	2% (7)	1% (4)	— (1)	1% (3)	
Age: 55-64	51% (207)	20% (82)	10% (42)	7% (30)	5% (21)	3% (12)	1% (5)	1% (3)	— (0)	— (2)	— (1)	1% (2)	
Age: 65+	61% (284)	18% (84)	9% (42)	4% (17)	3% (15)	2% (8)	1% (3)	1% (3)	— (1)	1% (3)	— (1)	— (2)	
Generation Z: 18-22	61% (120)	12% (24)	6% (11)	7% (14)	5% (10)	3% (5)	2% (4)	1% (2)	1% (2)	1% (2)	— (1)	1% (1)	
Millennial: Age 23-38	52% (343)	20% (131)	11% (71)	6% (36)	3% (23)	3% (18)	1% (5)	1% (9)	— (2)	— (2)	1% (4)	1% (9)	
Generation X: Age 39-54	47% (287)	19% (118)	15% (91)	4% (24)	5% (29)	5% (29)	1% (3)	2% (9)	1% (7)	1% (7)	— (2)	1% (4)	
Boomers: Age 55-73	56% (431)	20% (151)	10% (75)	5% (42)	4% (32)	2% (18)	1% (7)	1% (6)	— (1)	— (3)	— (1)	1% (4)	
PID: Dem (no lean)	50% (397)	20% (162)	11% (91)	7% (53)	4% (33)	3% (26)	1% (5)	1% (8)	1% (6)	1% (9)	— (2)	— (2)	
PID: Ind (no lean)	57% (483)	17% (142)	10% (85)	4% (31)	5% (39)	3% (25)	1% (10)	1% (9)	— (1)	1% (5)	— (3)	1% (9)	
PID: Rep (no lean)	52% (360)	19% (135)	12% (82)	5% (37)	4% (27)	3% (21)	1% (5)	1% (9)	1% (6)	— (1)	— (3)	1% (7)	
PID/Gender: Dem Men	43% (154)	21% (74)	14% (49)	7% (24)	6% (22)	3% (12)	1% (2)	2% (6)	1% (4)	2% (7)	— (2)	1% (2)	
PID/Gender: Dem Women	56% (243)	20% (88)	10% (42)	7% (29)	3% (11)	3% (14)	1% (3)	1% (2)	— (2)	1% (3)	— (0)	— (0)	
PID/Gender: Ind Men	58% (243)	16% (67)	12% (51)	3% (11)	3% (13)	4% (15)	2% (8)	1% (4)	— (1)	— (2)	1% (2)	1% (5)	
PID/Gender: Ind Women	57% (240)	18% (75)	8% (35)	5% (20)	6% (26)	2% (10)	1% (2)	1% (5)	— (0)	1% (4)	— (1)	1% (3)	
PID/Gender: Rep Men	48% (164)	17% (60)	14% (48)	6% (20)	5% (18)	4% (12)	1% (3)	2% (6)	2% (6)	— (1)	— (1)	1% (5)	
PID/Gender: Rep Women	56% (196)	22% (75)	10% (34)	5% (17)	3% (9)	3% (9)	— (1)	1% (2)	— (0)	— (0)	— (2)	1% (2)	
Ideo: Liberal (1-3)	53% (321)	22% (131)	8% (49)	7% (43)	3% (20)	3% (16)	— (1)	1% (7)	— (2)	1% (6)	— (2)	— (3)	
Ideo: Moderate (4)	50% (285)	20% (113)	13% (73)	5% (28)	5% (31)	4% (26)	1% (6)	1% (5)	1% (3)	1% (4)	— (1)	— (2)	
Ideo: Conservative (5-7)	52% (411)	18% (146)	13% (103)	4% (35)	4% (33)	3% (21)	1% (12)	2% (14)	1% (6)	— (3)	— (3)	1% (7)	
Educ: < College	55% (885)	18% (286)	11% (174)	5% (78)	4% (64)	3% (45)	1% (14)	1% (20)	1% (11)	1% (13)	— (2)	1% (9)	
Educ: Bachelors degree	49% (229)	22% (104)	11% (53)	6% (30)	5% (23)	4% (20)	1% (3)	— (0)	— (0)	— (1)	— (2)	1% (5)	
Educ: Post-grad	49% (126)	19% (49)	12% (31)	5% (12)	5% (13)	3% (7)	1% (3)	2% (6)	1% (1)	— (1)	1% (4)	2% (5)	
Income: Under 50k	61% (791)	18% (229)	9% (119)	4% (57)	3% (42)	1% (19)	1% (10)	1% (10)	— (5)	— (5)	— (1)	— (6)	
Income: 50k-100k	43% (317)	21% (156)	14% (100)	7% (48)	5% (36)	5% (37)	1% (5)	1% (9)	1% (6)	1% (7)	1% (4)	1% (5)	
Income: 100k+	43% (131)	18% (55)	13% (40)	5% (16)	7% (21)	6% (17)	1% (4)	2% (7)	— (1)	1% (4)	1% (3)	2% (7)	
Ethnicity: White	54% (977)	20% (361)	11% (197)	5% (91)	4% (73)	3% (55)	1% (12)	1% (19)	1% (11)	1% (11)	— (5)	1% (10)	
Ethnicity: Hispanic	51% (189)	21% (77)	10% (38)	5% (17)	4% (14)	5% (17)	1% (4)	2% (8)	1% (4)	— (0)	— (0)	1% (3)	
Ethnicity: Afr. Am.	49% (142)	14% (42)	14% (39)	6% (18)	5% (14)	3% (9)	3% (7)	2% (7)	— (0)	2% (5)	1% (3)	2% (5)	
Ethnicity: Other	56% (121)	17% (36)	10% (22)	6% (12)	6% (12)	4% (9)	— (0)	— (0)	— (1)	— (0)	— (0)	1% (3)	
All Christian	50% (505)	21% (215)	11% (113)	6% (58)	3% (32)	4% (37)	1% (6)	2% (16)	1% (7)	1% (7)	— (2)	1% (8)	
All Non-Christian	51% (52)	14% (14)	11% (12)	10% (10)	7% (7)	5% (5)	1% (1)	— (0)	— (0)	— (0)	1% (1)	— (0)	
Atheist	62% (64)	20% (21)	8% (9)	4% (4)	4% (4)	1% (1)	— (0)	— (0)	1% (1)	— (0)	— (0)	— (0)	
Agnostic/Nothing in particular	55% (619)	17% (189)	11% (125)	4% (48)	5% (56)	3% (29)	1% (12)	1% (10)	— (3)	1% (8)	— (5)	1% (10)	
Religious Non-Protestant/Catholic	54% (66)	13% (15)	10% (12)	10% (12)	6% (7)	5% (6)	2% (2)	— (0)	— (0)	— (0)	1% (1)	— (0)	
Evangelical	52% (338)	18% (114)	13% (82)	6% (36)	4% (28)	3% (20)	1% (4)	2% (11)	1% (6)	1% (5)	— (3)	1% (4)	
Non-Evangelical	50% (420)	23% (188)	10% (87)	5% (45)	4% (34)	4% (31)	— (3)	1% (10)	— (4)	1% (5)	— (1)	1% (7)	
Community: Urban	55% (312)	14% (80)	10% (57)	5% (30)	5% (27)	4% (23)	1% (6)	2% (12)	1% (5)	— (3)	1% (4)	1% (5)	
Community: Suburban	51% (575)	20% (223)	13% (142)	5% (62)	4% (47)	2% (28)	1% (11)	1% (10)	1% (8)	1% (8)	— (2)	1% (7)	
Community: Rural	55% (353)	21% (136)	9% (60)	4% (29)	4% (25)	3% (22)	— (2)	1% (5)	— (0)	1% (5)	— (2)	1% (5)	

Continued on next page

Table IHS12: *And, how much do you plan on spending in person at 'brick and mortar' stores the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	53%(1240)	19% (439)	11% (258)	5% (121)	4% (99)	3% (72)	1% (20)	1% (26)	1% (12)	1% (15)	— (8)	1% (18)	
Employ: Private Sector	42% (299)	21% (154)	15% (105)	6% (43)	5% (33)	5% (32)	1% (8)	2% (15)	1% (9)	1% (7)	1% (6)	1% (8)	
Employ: Government	38% (51)	20% (28)	16% (21)	9% (12)	4% (6)	4% (5)	5% (6)	2% (2)	1% (1)	— (0)	1% (1)	2% (2)	
Employ: Self-Employed	55% (104)	19% (35)	10% (19)	3% (6)	10% (20)	1% (2)	— (0)	1% (1)	— (1)	— (1)	— (0)	— (1)	
Employ: Homemaker	57% (111)	18% (35)	10% (20)	7% (14)	4% (8)	3% (6)	1% (2)	— (1)	— (0)	— (0)	— (0)	— (0)	
Employ: Retired	59% (318)	20% (109)	9% (47)	4% (23)	3% (18)	2% (9)	— (2)	— (2)	— (1)	1% (5)	— (1)	— (2)	
Employ: Unemployed	71% (169)	13% (30)	7% (17)	3% (8)	1% (2)	2% (5)	— (0)	1% (2)	1% (1)	1% (2)	— (0)	1% (2)	
Employ: Other	58% (125)	15% (31)	9% (18)	5% (10)	5% (10)	6% (12)	1% (2)	1% (3)	— (0)	— (0)	— (0)	1% (3)	
Military HH: Yes	54% (223)	18% (75)	12% (48)	6% (25)	3% (11)	3% (12)	2% (6)	2% (8)	— (1)	1% (3)	— (1)	— (1)	
Military HH: No	53% (1018)	19% (365)	11% (210)	5% (96)	5% (88)	3% (60)	1% (13)	1% (18)	1% (12)	1% (12)	— (7)	1% (17)	
RD/WT: Right Direction	50% (435)	18% (156)	13% (114)	6% (50)	4% (35)	4% (33)	1% (9)	2% (16)	1% (5)	1% (5)	— (4)	1% (9)	
RD/WT: Wrong Track	55% (805)	19% (284)	10% (144)	5% (70)	4% (64)	3% (40)	1% (11)	1% (10)	— (7)	1% (11)	— (4)	1% (9)	
Trump Job Approve	52% (488)	19% (179)	11% (107)	5% (50)	4% (37)	3% (28)	1% (10)	2% (19)	— (4)	— (2)	— (5)	1% (8)	
Trump Job Disapprove	53% (674)	19% (236)	11% (141)	5% (65)	5% (59)	3% (40)	1% (10)	1% (7)	1% (8)	1% (11)	— (2)	1% (8)	
Trump Job Strongly Approve	53% (268)	19% (95)	11% (54)	5% (25)	3% (17)	3% (15)	— (1)	2% (12)	1% (3)	— (1)	1% (3)	1% (6)	
Trump Job Somewhat Approve	51% (220)	19% (84)	12% (53)	6% (25)	5% (20)	3% (12)	2% (9)	1% (7)	— (1)	— (1)	— (1)	— (2)	
Trump Job Somewhat Disapprove	47% (151)	20% (65)	14% (44)	5% (16)	6% (17)	4% (12)	1% (2)	— (0)	1% (2)	2% (6)	— (0)	1% (2)	
Trump Job Strongly Disapprove	55% (523)	18% (171)	10% (97)	5% (49)	4% (41)	3% (28)	1% (8)	1% (7)	1% (6)	1% (5)	— (2)	1% (6)	
Favorable of Trump	51% (467)	19% (177)	12% (112)	5% (45)	4% (34)	4% (35)	1% (6)	2% (14)	1% (6)	— (2)	— (4)	1% (7)	
Unfavorable of Trump	55% (693)	19% (238)	10% (132)	5% (66)	5% (61)	2% (28)	1% (13)	1% (12)	— (6)	1% (9)	— (3)	1% (7)	
Very Favorable of Trump	53% (287)	19% (102)	12% (64)	4% (24)	3% (17)	4% (22)	— (2)	2% (8)	1% (5)	— (1)	— (2)	1% (5)	
Somewhat Favorable of Trump	49% (180)	20% (74)	13% (48)	6% (22)	5% (17)	4% (13)	1% (4)	1% (5)	— (2)	— (1)	— (2)	— (2)	
Somewhat Unfavorable of Trump	47% (125)	23% (62)	11% (29)	6% (17)	6% (17)	2% (6)	1% (2)	2% (5)	— (0)	2% (4)	— (0)	— (0)	
Very Unfavorable of Trump	57% (568)	18% (176)	10% (104)	5% (49)	4% (44)	2% (22)	1% (11)	1% (7)	1% (6)	— (4)	— (3)	1% (7)	
#1 Issue: Economy	51% (302)	19% (114)	11% (66)	6% (34)	6% (34)	4% (23)	1% (3)	1% (7)	1% (3)	1% (4)	1% (3)	1% (3)	
#1 Issue: Security	50% (223)	19% (86)	13% (59)	6% (27)	4% (20)	3% (11)	1% (4)	2% (10)	— (1)	— (1)	— (1)	1% (4)	
#1 Issue: Health Care	49% (194)	21% (82)	14% (54)	4% (15)	5% (20)	3% (12)	2% (7)	1% (3)	1% (4)	1% (4)	— (2)	— (0)	
#1 Issue: Medicare / Social Security	61% (218)	18% (64)	9% (32)	5% (16)	2% (7)	2% (9)	1% (4)	1% (5)	— (1)	1% (2)	— (0)	1% (3)	
#1 Issue: Women's Issues	60% (86)	15% (22)	9% (12)	4% (6)	5% (7)	2% (3)	1% (1)	— (0)	1% (1)	2% (2)	1% (2)	— (0)	
#1 Issue: Education	51% (64)	20% (25)	8% (9)	7% (8)	3% (3)	5% (7)	— (0)	1% (1)	2% (3)	1% (1)	— (0)	2% (3)	
#1 Issue: Energy	52% (74)	22% (32)	11% (16)	8% (11)	1% (2)	5% (6)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (1)	
#1 Issue: Other	67% (79)	12% (14)	8% (9)	3% (3)	5% (6)	1% (1)	— (0)	— (0)	— (0)	1% (1)	1% (1)	3% (4)	
2018 House Vote: Democrat	49% (391)	20% (155)	11% (90)	6% (49)	6% (43)	4% (28)	1% (9)	1% (5)	1% (4)	1% (8)	— (3)	— (2)	
2018 House Vote: Republican	50% (362)	20% (143)	12% (90)	6% (41)	3% (24)	4% (27)	— (3)	2% (16)	1% (5)	— (1)	— (3)	1% (7)	
2018 House Vote: Someone else	58% (63)	14% (15)	11% (12)	4% (4)	6% (7)	4% (4)	— (0)	— (0)	1% (1)	— (0)	1% (1)	2% (3)	
2016 Vote: Hillary Clinton	50% (365)	20% (143)	11% (79)	7% (47)	5% (34)	4% (26)	1% (5)	1% (8)	1% (6)	1% (6)	— (3)	— (3)	
2016 Vote: Donald Trump	50% (363)	20% (143)	14% (100)	5% (35)	4% (27)	3% (25)	1% (5)	2% (13)	1% (4)	— (3)	— (3)	1% (7)	
2016 Vote: Other	54% (99)	19% (35)	11% (20)	3% (6)	6% (10)	3% (5)	1% (2)	1% (1)	— (0)	— (0)	— (1)	2% (4)	
2016 Vote: Didn't Vote	60% (411)	17% (118)	9% (60)	4% (30)	4% (28)	2% (16)	1% (7)	1% (3)	— (2)	1% (6)	— (1)	1% (4)	
Voted in 2014: Yes	49% (686)	20% (279)	12% (167)	6% (81)	5% (64)	4% (50)	1% (10)	1% (19)	1% (9)	1% (9)	— (7)	1% (13)	
Voted in 2014: No	59% (554)	17% (160)	10% (91)	4% (40)	4% (35)	2% (22)	1% (9)	1% (7)	— (3)	1% (6)	— (1)	1% (5)	
2012 Vote: Barack Obama	48% (414)	21% (182)	11% (96)	5% (40)	5% (39)	5% (39)	1% (8)	1% (11)	1% (8)	1% (8)	— (3)	1% (6)	
2012 Vote: Mitt Romney	51% (284)	18% (101)	12% (68)	6% (34)	4% (21)	3% (17)	1% (3)	2% (10)	— (1)	— (3)	— (2)	1% (7)	
2012 Vote: Other	60% (53)	12% (10)	10% (9)	3% (3)	8% (7)	3% (2)	— (0)	2% (1)	— (0)	— (0)	1% (1)	2% (2)	
2012 Vote: Didn't Vote	58% (482)	18% (145)	10% (85)	5% (43)	4% (31)	2% (14)	1% (9)	— (3)	— (3)	1% (4)	— (1)	— (4)	

Continued on next page

Table IHS12: *And, how much do you plan on spending in person at 'brick and mortar' stores the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	53% (1240)	19% (439)	11% (258)	5% (121)	4% (99)	3% (72)	1% (20)	1% (26)	1% (12)	1% (15)	— (8)	1% (18)	
4-Region: Northeast	47% (196)	19% (78)	15% (62)	5% (20)	6% (25)	3% (13)	1% (2)	2% (8)	1% (5)	— (0)	1% (3)	1% (4)	
4-Region: Midwest	55% (270)	20% (97)	11% (53)	5% (25)	3% (17)	2% (12)	1% (4)	1% (2)	— (1)	1% (5)	— (1)	— (2)	
4-Region: South	52% (455)	19% (168)	12% (104)	4% (38)	4% (37)	4% (32)	1% (10)	1% (9)	— (4)	1% (5)	— (4)	1% (9)	
4-Region: West	58% (319)	17% (96)	7% (40)	7% (38)	4% (20)	3% (16)	1% (4)	1% (7)	1% (3)	1% (4)	— (0)	1% (3)	

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

Table IHS13: And, how much do you plan on spending shopping online the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	48% (1124)	22% (503)	13% (307)	5% (122)	5% (111)	3% (59)	1% (26)	1% (14)	— (11)	1% (25)	1% (13)	1% (13)	
Gender: Male	45% (500)	21% (239)	13% (149)	6% (67)	5% (62)	3% (35)	2% (22)	1% (11)	1% (6)	1% (16)	1% (9)	1% (8)	
Gender: Female	52% (624)	22% (265)	13% (158)	5% (55)	4% (50)	2% (24)	— (4)	— (3)	— (5)	1% (9)	— (4)	— (5)	
Age: 18-29	43% (203)	25% (117)	14% (66)	6% (30)	4% (20)	1% (5)	2% (9)	1% (5)	— (2)	1% (7)	— (2)	2% (7)	
Age: 30-44	41% (245)	24% (142)	14% (83)	5% (33)	7% (42)	4% (24)	2% (10)	1% (5)	1% (4)	1% (6)	1% (5)	— (1)	
Age: 45-54	44% (171)	20% (79)	17% (65)	6% (23)	5% (21)	2% (7)	1% (6)	1% (3)	1% (4)	2% (7)	— (1)	1% (3)	
Age: 55-64	51% (207)	22% (90)	13% (52)	5% (19)	5% (20)	2% (10)	— (1)	— (1)	— (1)	1% (2)	1% (2)	— (1)	
Age: 65+	64% (298)	16% (76)	9% (41)	4% (17)	2% (9)	3% (13)	— (1)	— (1)	— (0)	1% (2)	1% (3)	— (1)	
Generation Z: 18-22	47% (92)	23% (45)	10% (21)	9% (17)	4% (8)	1% (1)	2% (4)	1% (2)	— (0)	2% (4)	— (0)	1% (1)	
Millennial: Age 23-38	41% (271)	25% (165)	16% (104)	4% (27)	5% (32)	2% (16)	1% (9)	1% (7)	1% (5)	1% (7)	— (3)	1% (7)	
Generation X: Age 39-54	42% (255)	21% (127)	15% (89)	7% (42)	7% (42)	3% (19)	2% (11)	1% (3)	1% (5)	1% (9)	1% (4)	— (3)	
Boomers: Age 55-73	57% (442)	19% (149)	11% (81)	4% (34)	3% (26)	3% (21)	— (2)	— (2)	— (1)	1% (5)	1% (5)	— (1)	
PID: Dem (no lean)	47% (371)	22% (174)	15% (117)	6% (48)	5% (40)	2% (18)	1% (11)	— (2)	— (2)	1% (6)	— (4)	— (2)	
PID: Ind (no lean)	52% (434)	22% (181)	11% (88)	4% (34)	5% (39)	3% (26)	1% (4)	1% (6)	— (4)	1% (10)	1% (6)	1% (9)	
PID: Rep (no lean)	46% (319)	21% (148)	15% (101)	6% (40)	5% (32)	2% (15)	2% (11)	1% (5)	1% (5)	1% (9)	— (3)	— (2)	
PID/Gender: Dem Men	41% (148)	20% (73)	16% (57)	7% (24)	6% (21)	3% (11)	3% (10)	1% (2)	— (2)	1% (3)	1% (4)	1% (2)	
PID/Gender: Dem Women	51% (223)	23% (101)	14% (61)	5% (23)	4% (18)	1% (6)	— (1)	— (0)	— (1)	1% (2)	— (0)	— (0)	
PID/Gender: Ind Men	50% (209)	22% (93)	10% (44)	5% (19)	6% (23)	3% (13)	— (1)	1% (3)	— (1)	1% (6)	1% (4)	1% (5)	
PID/Gender: Ind Women	53% (225)	21% (88)	11% (44)	4% (15)	4% (16)	3% (13)	1% (3)	1% (3)	1% (3)	1% (4)	— (2)	1% (4)	
PID/Gender: Rep Men	42% (144)	21% (73)	14% (48)	7% (23)	5% (17)	3% (11)	3% (11)	1% (5)	1% (4)	2% (6)	— (1)	— (2)	
PID/Gender: Rep Women	50% (176)	22% (76)	15% (53)	5% (17)	4% (15)	1% (5)	— (1)	— (0)	— (1)	1% (3)	1% (2)	— (1)	
Ideo: Liberal (1-3)	43% (260)	25% (148)	12% (75)	6% (39)	5% (31)	2% (12)	3% (16)	1% (4)	— (2)	1% (8)	1% (4)	1% (4)	
Ideo: Moderate (4)	47% (270)	22% (128)	15% (89)	4% (22)	5% (28)	3% (17)	1% (4)	1% (4)	— (2)	1% (7)	1% (3)	— (2)	
Ideo: Conservative (5-7)	49% (390)	20% (158)	12% (99)	7% (54)	5% (39)	3% (26)	1% (6)	1% (7)	1% (4)	1% (7)	1% (4)	— (2)	
Educ: < College	50% (808)	22% (357)	12% (199)	5% (73)	4% (69)	2% (34)	1% (18)	— (6)	— (8)	1% (15)	— (7)	— (7)	
Educ: Bachelors degree	46% (214)	21% (97)	14% (66)	6% (28)	6% (30)	3% (12)	1% (6)	1% (5)	— (1)	1% (4)	1% (4)	1% (3)	
Educ: Post-grad	39% (101)	19% (49)	16% (42)	8% (22)	5% (13)	5% (12)	1% (2)	1% (3)	1% (2)	2% (6)	1% (2)	1% (3)	
Income: Under 50k	59% (757)	21% (271)	10% (132)	3% (42)	3% (37)	2% (20)	1% (11)	1% (7)	— (3)	1% (8)	— (3)	— (3)	
Income: 50k-100k	39% (286)	23% (165)	17% (125)	7% (53)	6% (46)	3% (20)	1% (7)	— (3)	1% (4)	1% (11)	1% (7)	1% (5)	
Income: 100k+	27% (81)	22% (67)	17% (50)	9% (28)	9% (29)	6% (19)	3% (9)	2% (5)	1% (4)	2% (6)	1% (4)	1% (4)	
Ethnicity: White	50% (912)	21% (388)	13% (233)	5% (90)	4% (80)	3% (46)	1% (23)	1% (9)	— (8)	1% (17)	1% (11)	— (5)	
Ethnicity: Hispanic	41% (150)	27% (98)	10% (37)	7% (25)	7% (25)	2% (8)	3% (9)	1% (5)	1% (5)	1% (4)	— (1)	1% (2)	
Ethnicity: Afr. Am.	41% (119)	20% (59)	16% (46)	6% (19)	5% (13)	4% (10)	1% (3)	1% (4)	1% (2)	3% (8)	1% (2)	2% (6)	
Ethnicity: Other	43% (93)	26% (56)	13% (28)	6% (14)	8% (18)	1% (2)	— (0)	— (1)	1% (1)	— (0)	— (1)	1% (2)	
All Christian	48% (480)	23% (228)	13% (133)	5% (51)	4% (41)	3% (32)	1% (9)	1% (10)	1% (5)	1% (13)	— (3)	— (2)	
All Non-Christian	41% (42)	11% (12)	21% (21)	6% (6)	6% (6)	5% (5)	6% (6)	— (0)	— (0)	1% (1)	1% (1)	2% (2)	
Atheist	52% (54)	20% (21)	10% (10)	8% (8)	5% (5)	1% (1)	1% (1)	1% (1)	1% (1)	2% (2)	— (0)	— (0)	
Agnostic/Nothing in particular	49% (549)	22% (243)	13% (142)	5% (57)	5% (60)	2% (20)	1% (10)	— (4)	— (4)	1% (9)	1% (9)	1% (9)	
Religious Non-Protestant/Catholic	44% (53)	15% (18)	18% (21)	5% (6)	5% (6)	6% (7)	5% (6)	— (0)	— (0)	1% (1)	1% (1)	2% (2)	
Evangelical	47% (306)	22% (144)	14% (93)	4% (28)	5% (33)	2% (11)	2% (11)	— (1)	1% (8)	2% (10)	1% (4)	— (1)	
Non-Evangelical	49% (407)	21% (179)	13% (110)	6% (46)	4% (32)	3% (28)	1% (6)	1% (9)	— (2)	1% (7)	1% (5)	1% (4)	
Community: Urban	49% (273)	18% (102)	12% (70)	5% (29)	6% (33)	3% (16)	3% (14)	1% (7)	— (0)	1% (7)	1% (5)	1% (6)	
Community: Suburban	46% (522)	23% (259)	13% (150)	6% (64)	5% (57)	3% (29)	1% (11)	1% (6)	1% (8)	1% (10)	— (5)	— (4)	
Community: Rural	51% (329)	22% (143)	13% (86)	5% (29)	3% (22)	2% (14)	— (1)	— (1)	— (3)	1% (8)	— (3)	1% (4)	

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Table IHS13: And, how much do you plan on spending shopping online the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	48% (1124)	22% (503)	13% (307)	5% (122)	5% (111)	3% (59)	1% (26)	1% (14)	— (11)	1% (25)	1% (13)	1% (13)	
Employ: Private Sector	37% (264)	23% (164)	16% (118)	7% (52)	7% (49)	2% (17)	2% (18)	1% (6)	1% (8)	1% (10)	1% (7)	1% (5)	
Employ: Government	27% (37)	33% (45)	16% (22)	11% (15)	4% (5)	5% (7)	1% (1)	3% (4)	— (0)	— (0)	— (0)	1% (1)	
Employ: Self-Employed	44% (82)	16% (31)	15% (28)	6% (11)	10% (19)	3% (5)	3% (5)	— (0)	— (1)	2% (3)	1% (1)	1% (2)	
Employ: Homemaker	49% (96)	25% (49)	13% (26)	5% (9)	3% (6)	2% (3)	1% (1)	— (0)	— (0)	1% (3)	1% (1)	— (0)	
Employ: Retired	62% (334)	18% (98)	10% (53)	3% (18)	2% (12)	3% (15)	— (1)	— (1)	— (1)	1% (3)	1% (3)	— (1)	
Employ: Unemployed	63% (151)	16% (38)	10% (25)	3% (7)	4% (9)	— (1)	1% (1)	1% (3)	— (0)	1% (2)	— (1)	1% (2)	
Employ: Other	49% (104)	26% (55)	11% (23)	4% (8)	5% (11)	4% (9)	— (0)	— (0)	— (0)	1% (2)	— (0)	1% (2)	
Military HH: Yes	51% (209)	18% (74)	15% (61)	6% (24)	3% (14)	4% (15)	2% (6)	1% (3)	— (1)	— (1)	1% (4)	— (2)	
Military HH: No	48% (915)	22% (429)	13% (246)	5% (98)	5% (97)	2% (44)	1% (20)	1% (11)	1% (10)	1% (24)	1% (10)	1% (11)	
RD/WT: Right Direction	49% (422)	20% (173)	13% (115)	6% (49)	4% (32)	4% (31)	2% (16)	1% (6)	— (4)	1% (12)	1% (7)	— (3)	
RD/WT: Wrong Track	48% (701)	23% (330)	13% (192)	5% (74)	5% (80)	2% (28)	1% (10)	5% (8)	— (7)	1% (12)	— (6)	1% (10)	
Trump Job Approve	48% (451)	20% (186)	13% (123)	6% (58)	4% (41)	3% (30)	2% (15)	1% (7)	— (4)	1% (12)	1% (7)	— (2)	
Trump Job Disapprove	47% (590)	23% (293)	14% (172)	5% (61)	5% (68)	2% (28)	1% (12)	1% (7)	1% (7)	1% (10)	— (4)	1% (9)	
Trump Job Strongly Approve	51% (256)	21% (103)	11% (55)	5% (24)	3% (17)	3% (15)	2% (11)	— (2)	1% (3)	1% (5)	1% (6)	— (2)	
Trump Job Somewhat Approve	45% (194)	19% (83)	16% (68)	8% (34)	5% (24)	3% (15)	1% (4)	1% (5)	— (1)	1% (7)	— (1)	— (0)	
Trump Job Somewhat Disapprove	43% (137)	24% (76)	16% (50)	4% (14)	6% (18)	4% (13)	1% (3)	1% (2)	— (1)	— (1)	— (0)	1% (2)	
Trump Job Strongly Disapprove	48% (453)	23% (216)	13% (123)	5% (47)	5% (50)	2% (14)	1% (8)	1% (5)	1% (5)	1% (9)	— (4)	1% (7)	
Favorable of Trump	48% (436)	21% (194)	13% (120)	6% (56)	4% (36)	3% (29)	1% (10)	1% (5)	— (3)	1% (13)	1% (7)	— (1)	
Unfavorable of Trump	48% (611)	22% (277)	13% (167)	5% (64)	5% (69)	2% (25)	1% (17)	1% (8)	1% (7)	1% (10)	— (4)	1% (8)	
Very Favorable of Trump	50% (271)	21% (115)	12% (66)	6% (30)	3% (18)	3% (16)	1% (4)	— (2)	1% (3)	1% (7)	1% (5)	— (1)	
Somewhat Favorable of Trump	44% (165)	21% (78)	14% (54)	7% (26)	5% (18)	4% (14)	2% (6)	1% (3)	— (0)	2% (6)	1% (2)	— (0)	
Somewhat Unfavorable of Trump	45% (119)	22% (57)	13% (34)	7% (20)	6% (16)	3% (9)	2% (4)	1% (2)	— (1)	1% (3)	— (0)	— (0)	
Very Unfavorable of Trump	49% (492)	22% (220)	13% (133)	4% (44)	5% (53)	2% (16)	1% (13)	1% (7)	1% (7)	1% (7)	— (4)	1% (8)	
#1 Issue: Economy	43% (258)	25% (148)	12% (74)	6% (36)	5% (30)	4% (21)	1% (5)	1% (4)	1% (4)	1% (8)	1% (5)	1% (3)	
#1 Issue: Security	47% (212)	19% (84)	16% (70)	5% (24)	5% (22)	4% (19)	1% (4)	1% (4)	— (1)	1% (2)	1% (3)	— (2)	
#1 Issue: Health Care	42% (167)	24% (95)	18% (70)	6% (24)	5% (21)	1% (6)	1% (5)	— (1)	— (2)	1% (5)	— (2)	— (0)	
#1 Issue: Medicare / Social Security	67% (241)	15% (53)	8% (31)	3% (10)	2% (7)	2% (6)	1% (4)	— (1)	— (0)	1% (4)	1% (3)	— (2)	
#1 Issue: Women's Issues	49% (71)	19% (28)	11% (15)	6% (9)	8% (11)	1% (2)	— (0)	2% (3)	1% (1)	3% (4)	— (0)	— (0)	
#1 Issue: Education	41% (51)	22% (28)	15% (19)	7% (9)	5% (6)	2% (2)	1% (2)	1% (2)	3% (3)	— (0)	1% (1)	2% (2)	
#1 Issue: Energy	36% (51)	31% (44)	13% (19)	6% (8)	7% (10)	1% (1)	5% (6)	— (0)	— (0)	— (0)	— (1)	1% (1)	
#1 Issue: Other	62% (74)	20% (24)	8% (10)	2% (3)	3% (4)	2% (2)	— (0)	— (0)	— (0)	1% (1)	— (0)	2% (3)	
2018 House Vote: Democrat	45% (357)	22% (174)	16% (123)	5% (43)	6% (45)	3% (21)	1% (9)	— (3)	— (3)	1% (6)	1% (4)	— (2)	
2018 House Vote: Republican	46% (333)	21% (153)	14% (98)	6% (43)	3% (23)	4% (27)	2% (14)	1% (7)	— (3)	1% (10)	1% (7)	— (2)	
2018 House Vote: Someone else	47% (51)	19% (21)	12% (13)	7% (8)	8% (9)	2% (3)	1% (1)	— (0)	— (0)	— (0)	1% (1)	3% (4)	
2016 Vote: Hillary Clinton	43% (316)	22% (158)	16% (117)	6% (43)	6% (42)	3% (19)	2% (14)	— (2)	— (3)	1% (6)	— (3)	— (3)	
2016 Vote: Donald Trump	48% (352)	21% (154)	14% (99)	6% (41)	4% (26)	3% (25)	1% (8)	1% (4)	— (3)	1% (6)	1% (9)	— (3)	
2016 Vote: Other	48% (88)	19% (36)	9% (17)	7% (13)	8% (15)	3% (6)	1% (1)	1% (2)	1% (1)	1% (1)	— (1)	2% (4)	
2016 Vote: Didn't Vote	54% (367)	23% (155)	11% (72)	4% (26)	4% (28)	1% (9)	— (3)	1% (6)	— (3)	2% (11)	— (0)	1% (4)	
Voted in 2014: Yes	46% (644)	21% (296)	14% (194)	5% (75)	5% (69)	4% (51)	1% (18)	1% (8)	— (7)	1% (14)	1% (12)	1% (8)	
Voted in 2014: No	51% (480)	22% (207)	12% (113)	5% (47)	5% (42)	1% (8)	1% (8)	1% (6)	— (4)	1% (11)	— (1)	1% (5)	
2012 Vote: Barack Obama	45% (381)	22% (189)	15% (125)	5% (43)	6% (49)	4% (30)	1% (11)	— (2)	1% (6)	1% (5)	1% (6)	1% (6)	
2012 Vote: Mitt Romney	50% (276)	19% (105)	13% (74)	6% (31)	4% (22)	3% (16)	1% (7)	1% (5)	— (1)	2% (9)	1% (5)	— (2)	
2012 Vote: Other	52% (46)	14% (12)	10% (9)	6% (5)	5% (5)	7% (6)	— (0)	— (0)	2% (1)	— (0)	3% (2)	2% (2)	
2012 Vote: Didn't Vote	50% (415)	24% (195)	12% (98)	5% (43)	4% (34)	1% (7)	1% (8)	1% (7)	— (3)	1% (10)	— (1)	— (4)	

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Table IHS13: And, how much do you plan on spending shopping online the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Adults	48% (1124)	22% (503)	13% (307)	5% (122)	5% (111)	3% (59)	1% (26)	1% (14)	— (11)	1% (25)	1% (13)	1% (13)	
4-Region: Northeast	43% (178)	24% (102)	14% (58)	5% (19)	6% (24)	2% (10)	2% (8)	1% (6)	1% (4)	— (2)	1% (4)	— (2)	
4-Region: Midwest	49% (239)	21% (101)	16% (79)	4% (19)	4% (18)	2% (10)	2% (9)	— (2)	— (1)	1% (6)	— (2)	1% (3)	
4-Region: South	50% (433)	21% (187)	12% (109)	6% (49)	4% (36)	3% (25)	— (3)	1% (5)	1% (4)	1% (12)	1% (5)	1% (5)	
4-Region: West	50% (273)	21% (114)	11% (61)	6% (36)	6% (33)	3% (14)	1% (6)	— (1)	— (1)	1% (5)	— (2)	1% (4)	

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

Table IHS14: Who do you plan to spend the most on during holiday spending?

Demographic	Parents	Grandparents	Other relatives	Children	Friends	Coworkers	Yourself	Siblings	Cousins	Spouse	Don't know / No opinion	Total N
Adults	8% (180)	— (5)	8% (185)	42% (989)	4% (97)	— (3)	7% (169)	5% (127)	— (7)	16% (365)	9% (204)	2329
Gender: Male	7% (83)	— (3)	7% (79)	33% (366)	5% (61)	— (3)	10% (114)	6% (69)	— (4)	21% (237)	9% (106)	1124
Gender: Female	8% (97)	— (1)	9% (106)	52% (622)	3% (36)	— (0)	5% (55)	5% (58)	— (3)	11% (127)	8% (99)	1205
Age: 18-29	19% (89)	1% (4)	4% (17)	22% (106)	6% (27)	— (0)	13% (61)	11% (52)	1% (3)	14% (64)	10% (49)	471
Age: 30-44	10% (63)	— (1)	7% (40)	51% (308)	3% (18)	— (0)	6% (38)	2% (14)	— (1)	14% (83)	6% (36)	601
Age: 45-54	4% (15)	— (0)	7% (27)	49% (191)	3% (11)	— (1)	7% (27)	5% (19)	— (0)	16% (60)	9% (36)	388
Age: 55-64	3% (11)	— (0)	12% (48)	42% (172)	5% (21)	— (0)	6% (23)	5% (22)	1% (3)	16% (66)	10% (40)	407
Age: 65+	1% (2)	— (0)	11% (52)	46% (212)	4% (19)	— (2)	4% (19)	4% (19)	— (1)	20% (91)	9% (43)	462
Generation Z: 18-22	26% (51)	1% (2)	3% (6)	10% (20)	8% (15)	— (0)	23% (44)	12% (23)	1% (2)	7% (14)	10% (20)	197
Millennial: Age 23-38	13% (82)	— (2)	6% (40)	43% (279)	3% (22)	— (0)	6% (39)	5% (35)	— (1)	16% (106)	7% (48)	654
Generation X: Age 39-54	6% (34)	— (0)	6% (38)	50% (307)	3% (19)	— (1)	7% (43)	4% (27)	— (0)	14% (88)	9% (53)	609
Boomers: Age 55-73	2% (13)	— (0)	11% (88)	44% (337)	5% (38)	— (2)	5% (40)	4% (34)	— (4)	18% (138)	10% (76)	769
PID: Dem (no lean)	9% (69)	— (1)	8% (64)	41% (330)	6% (45)	— (0)	7% (56)	7% (53)	— (3)	16% (127)	6% (47)	794
PID: Ind (no lean)	9% (76)	— (4)	7% (57)	42% (358)	2% (18)	— (3)	9% (72)	5% (45)	— (3)	13% (109)	11% (96)	842
PID: Rep (no lean)	5% (35)	— (0)	9% (64)	43% (301)	5% (33)	— (0)	6% (41)	4% (28)	— (0)	19% (129)	9% (61)	693
PID/Gender: Dem Men	8% (30)	— (0)	7% (26)	32% (114)	7% (26)	— (0)	8% (30)	7% (25)	1% (3)	23% (84)	6% (21)	358
PID/Gender: Dem Women	9% (39)	— (1)	9% (38)	49% (216)	4% (20)	— (0)	6% (27)	6% (28)	— (1)	10% (43)	6% (25)	436
PID/Gender: Ind Men	8% (33)	1% (3)	6% (27)	33% (138)	3% (13)	1% (3)	13% (54)	7% (27)	— (1)	17% (70)	12% (52)	422
PID/Gender: Ind Women	10% (43)	— (1)	7% (30)	52% (219)	1% (5)	— (0)	4% (18)	4% (18)	— (2)	9% (39)	11% (45)	420
PID/Gender: Rep Men	6% (20)	— (0)	8% (26)	33% (114)	6% (22)	— (0)	9% (30)	5% (16)	— (0)	24% (84)	9% (32)	344
PID/Gender: Rep Women	4% (15)	— (0)	11% (38)	54% (187)	3% (11)	— (0)	3% (11)	3% (12)	— (0)	13% (45)	8% (29)	348
Ideo: Liberal (1-3)	13% (76)	— (1)	8% (50)	38% (230)	7% (41)	— (0)	8% (46)	6% (37)	— (1)	15% (93)	5% (28)	602
Ideo: Moderate (4)	6% (33)	— (0)	10% (57)	42% (241)	3% (16)	— (3)	8% (44)	6% (35)	1% (3)	17% (98)	8% (47)	576
Ideo: Conservative (5-7)	6% (46)	— (0)	8% (65)	46% (364)	4% (28)	— (0)	5% (42)	5% (41)	— (3)	18% (145)	8% (61)	795
Educ: < College	8% (123)	— (5)	8% (121)	43% (686)	3% (51)	— (2)	8% (125)	6% (97)	— (5)	14% (225)	10% (162)	1601
Educ: Bachelors degree	8% (38)	— (0)	7% (35)	44% (205)	7% (31)	— (0)	4% (21)	5% (23)	— (0)	19% (88)	6% (29)	470
Educ: Post-grad	8% (20)	— (0)	11% (29)	38% (98)	6% (15)	— (1)	9% (23)	3% (7)	1% (2)	20% (51)	5% (13)	258
Income: Under 50k	8% (102)	— (1)	8% (110)	41% (529)	5% (62)	— (0)	9% (115)	6% (81)	— (3)	12% (155)	10% (134)	1293
Income: 50k-100k	8% (58)	— (3)	7% (54)	41% (302)	4% (28)	— (2)	5% (40)	5% (38)	1% (4)	19% (142)	8% (60)	731
Income: 100k+	6% (20)	— (0)	7% (21)	52% (157)	2% (6)	— (1)	5% (14)	2% (7)	— (0)	22% (68)	4% (11)	304
Ethnicity: White	7% (135)	— (5)	8% (142)	45% (820)	4% (82)	— (3)	6% (104)	5% (85)	— (4)	16% (301)	8% (143)	1823
Ethnicity: Hispanic	14% (54)	— (0)	4% (16)	36% (133)	5% (18)	— (0)	11% (39)	7% (24)	1% (4)	12% (46)	10% (36)	370
Ethnicity: Afr. Am.	6% (17)	— (0)	9% (28)	38% (111)	3% (9)	— (0)	15% (44)	8% (23)	— (1)	10% (28)	10% (29)	290
Ethnicity: Other	13% (28)	— (0)	7% (15)	27% (58)	2% (5)	— (0)	10% (21)	8% (18)	1% (2)	17% (36)	15% (33)	216
All Christian	6% (60)	— (0)	8% (85)	45% (449)	4% (36)	— (2)	6% (58)	6% (62)	— (4)	17% (171)	8% (81)	1008
All Non-Christian	8% (9)	— (0)	2% (2)	30% (31)	12% (12)	1% (1)	14% (14)	2% (2)	— (0)	17% (18)	13% (14)	102
Atheist	14% (14)	— (0)	8% (9)	31% (32)	9% (9)	— (0)	9% (10)	6% (6)	— (0)	20% (21)	3% (3)	104
Agnostic/Nothing in particular	9% (97)	— (5)	8% (90)	43% (476)	4% (39)	— (0)	8% (88)	5% (56)	— (2)	14% (156)	10% (107)	1116
Religious Non-Protestant/Catholic	8% (9)	— (0)	2% (2)	33% (40)	10% (12)	1% (1)	13% (15)	3% (4)	— (0)	19% (23)	12% (14)	122
Evangelical	6% (42)	— (0)	8% (52)	45% (291)	3% (19)	— (2)	7% (46)	7% (47)	— (0)	15% (96)	8% (55)	649
Non-Evangelical	8% (70)	— (0)	8% (68)	44% (371)	4% (32)	— (0)	5% (44)	6% (48)	1% (4)	16% (136)	7% (61)	835
Community: Urban	7% (40)	— (0)	7% (41)	36% (202)	7% (39)	— (0)	9% (51)	8% (42)	1% (3)	14% (80)	11% (64)	563
Community: Suburban	9% (101)	— (3)	9% (96)	43% (483)	3% (37)	— (1)	7% (80)	5% (57)	— (3)	16% (182)	7% (80)	1124
Community: Rural	6% (39)	— (1)	8% (48)	47% (303)	3% (20)	— (2)	6% (38)	4% (27)	— (1)	16% (103)	9% (60)	642

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Table IHS14: Who do you plan to spend the most on during holiday spending?

Demographic	Parents	Grandparents	Other relatives	Children	Friends	Coworkers	Yourself	Siblings	Cousins	Spouse	Don't know / No opinion	Total N
Adults	8% (180)	— (5)	8% (185)	42% (989)	4% (97)	— (3)	7% (169)	5% (127)	— (7)	16% (365)	9% (204)	2329
Employ: Private Sector	7% (50)	— (1)	6% (41)	45% (320)	4% (31)	— (1)	6% (44)	6% (42)	— (2)	20% (143)	6% (44)	718
Employ: Government	14% (19)	— (0)	6% (8)	41% (56)	2% (3)	— (0)	8% (11)	7% (9)	— (0)	19% (25)	3% (4)	136
Employ: Self-Employed	9% (17)	— (0)	9% (16)	36% (68)	8% (15)	— (0)	10% (19)	4% (7)	— (0)	14% (26)	11% (20)	189
Employ: Homemaker	1% (1)	— (0)	7% (13)	68% (132)	— (0)	— (0)	1% (2)	3% (7)	— (0)	13% (25)	7% (15)	195
Employ: Retired	1% (7)	— (0)	13% (68)	46% (245)	4% (20)	— (2)	4% (22)	5% (25)	— (2)	17% (90)	10% (56)	539
Employ: Unemployed	14% (35)	1% (3)	6% (14)	26% (61)	5% (11)	— (0)	16% (39)	6% (15)	1% (1)	12% (29)	13% (31)	240
Employ: Other	10% (22)	— (1)	9% (19)	43% (92)	3% (6)	— (0)	7% (15)	5% (10)	— (1)	10% (22)	13% (27)	214
Military HH: Yes	4% (18)	— (0)	5% (21)	43% (177)	5% (20)	— (1)	7% (29)	5% (23)	— (1)	20% (81)	10% (42)	414
Military HH: No	8% (161)	— (5)	9% (164)	42% (812)	4% (77)	— (2)	7% (140)	5% (104)	— (6)	15% (284)	8% (162)	1915
RD/WT: Right Direction	4% (39)	— (0)	8% (73)	46% (399)	3% (26)	— (2)	7% (61)	5% (46)	— (2)	18% (154)	8% (69)	871
RD/WT: Wrong Track	10% (141)	— (5)	8% (112)	40% (590)	5% (71)	— (1)	7% (108)	6% (80)	— (5)	14% (211)	9% (136)	1458
Trump Job Approve	5% (49)	— (2)	8% (74)	44% (412)	4% (36)	— (2)	7% (67)	5% (48)	— (2)	18% (168)	8% (76)	936
Trump Job Disapprove	10% (122)	— (2)	8% (101)	41% (514)	4% (57)	— (1)	7% (91)	6% (78)	— (4)	15% (184)	8% (107)	1261
Trump Job Strongly Approve	4% (22)	— (0)	9% (45)	44% (221)	5% (23)	— (0)	8% (41)	5% (23)	— (0)	17% (83)	9% (43)	501
Trump Job Somewhat Approve	6% (26)	1% (2)	7% (30)	44% (191)	3% (13)	— (2)	6% (26)	6% (25)	— (2)	19% (85)	8% (33)	435
Trump Job Somewhat Disapprove	11% (34)	— (0)	7% (23)	43% (137)	3% (8)	— (0)	8% (24)	4% (14)	— (1)	16% (50)	8% (26)	318
Trump Job Strongly Disapprove	9% (88)	— (2)	8% (79)	40% (377)	5% (48)	— (1)	7% (66)	7% (64)	— (3)	14% (134)	9% (81)	943
Favorable of Trump	5% (47)	— (2)	8% (77)	47% (424)	3% (29)	— (2)	6% (54)	4% (41)	— (2)	18% (168)	7% (64)	910
Unfavorable of Trump	10% (127)	— (1)	8% (101)	39% (498)	5% (62)	— (1)	8% (98)	6% (79)	— (5)	14% (182)	9% (113)	1267
Very Favorable of Trump	5% (26)	— (0)	9% (48)	48% (258)	3% (16)	— (2)	8% (41)	4% (19)	— (0)	17% (91)	7% (38)	540
Somewhat Favorable of Trump	6% (21)	1% (2)	8% (29)	45% (166)	3% (13)	— (0)	4% (13)	6% (21)	1% (2)	21% (77)	7% (25)	370
Somewhat Unfavorable of Trump	9% (23)	— (0)	8% (21)	37% (97)	4% (10)	— (0)	8% (21)	9% (24)	1% (2)	15% (39)	11% (29)	265
Very Unfavorable of Trump	10% (105)	— (1)	8% (80)	40% (401)	5% (52)	— (1)	8% (77)	5% (55)	— (3)	14% (143)	8% (84)	1002
#1 Issue: Economy	9% (51)	— (2)	6% (34)	43% (259)	4% (24)	— (1)	7% (41)	6% (37)	— (1)	17% (100)	8% (47)	597
#1 Issue: Security	5% (24)	— (0)	10% (45)	45% (200)	3% (12)	— (0)	7% (32)	5% (22)	1% (2)	16% (70)	9% (40)	447
#1 Issue: Health Care	9% (36)	1% (2)	7% (29)	40% (160)	5% (20)	— (0)	8% (33)	5% (21)	— (1)	15% (59)	9% (35)	396
#1 Issue: Medicare / Social Security	2% (8)	— (0)	10% (38)	46% (164)	4% (16)	1% (2)	5% (19)	6% (20)	— (0)	16% (57)	10% (36)	360
#1 Issue: Women's Issues	11% (16)	— (1)	6% (8)	41% (59)	7% (10)	— (0)	10% (14)	8% (11)	— (0)	10% (15)	7% (10)	143
#1 Issue: Education	15% (19)	— (0)	7% (8)	42% (52)	1% (1)	— (0)	9% (11)	4% (5)	— (0)	16% (20)	6% (7)	125
#1 Issue: Energy	12% (16)	— (0)	9% (12)	32% (45)	8% (12)	— (0)	8% (11)	5% (7)	1% (1)	19% (26)	7% (10)	141
#1 Issue: Other	8% (10)	— (0)	9% (11)	41% (49)	2% (3)	— (0)	6% (8)	2% (2)	— (0)	15% (17)	17% (20)	119
2018 House Vote: Democrat	8% (62)	— (1)	8% (62)	44% (345)	5% (38)	— (0)	7% (57)	6% (50)	— (1)	15% (122)	7% (51)	789
2018 House Vote: Republican	3% (24)	— (0)	9% (66)	46% (333)	3% (25)	— (3)	6% (41)	5% (37)	— (2)	20% (141)	7% (51)	722
2018 House Vote: Someone else	5% (6)	2% (2)	8% (9)	38% (42)	5% (5)	— (0)	9% (9)	7% (8)	1% (1)	16% (18)	8% (9)	109
2016 Vote: Hillary Clinton	8% (56)	— (1)	7% (54)	43% (311)	6% (41)	— (1)	7% (51)	6% (46)	— (1)	16% (118)	6% (45)	726
2016 Vote: Donald Trump	5% (34)	— (1)	10% (74)	45% (330)	3% (21)	— (2)	5% (38)	5% (35)	— (2)	20% (149)	6% (44)	730
2016 Vote: Other	8% (15)	— (0)	10% (19)	44% (81)	4% (7)	— (0)	3% (6)	3% (6)	1% (1)	17% (31)	10% (18)	184
2016 Vote: Didn't Vote	11% (75)	— (2)	6% (38)	39% (266)	4% (28)	— (0)	11% (74)	6% (39)	— (3)	10% (66)	14% (95)	685
Voted in 2014: Yes	4% (59)	— (1)	9% (128)	47% (654)	4% (54)	— (3)	6% (80)	5% (66)	— (3)	18% (248)	7% (100)	1395
Voted in 2014: No	13% (121)	— (4)	6% (57)	36% (335)	5% (42)	— (0)	10% (90)	6% (60)	— (4)	13% (117)	11% (104)	934
2012 Vote: Barack Obama	7% (57)	— (1)	9% (76)	44% (377)	5% (39)	— (2)	6% (49)	6% (47)	— (2)	17% (145)	7% (58)	854
2012 Vote: Mitt Romney	4% (20)	— (0)	10% (53)	49% (273)	3% (17)	— (1)	6% (32)	4% (21)	— (1)	18% (97)	7% (38)	553
2012 Vote: Other	5% (4)	— (0)	15% (13)	36% (31)	3% (3)	— (0)	6% (6)	2% (2)	2% (2)	19% (17)	12% (11)	88
2012 Vote: Didn't Vote	12% (98)	— (3)	5% (42)	36% (299)	5% (38)	— (0)	10% (83)	7% (56)	— (3)	13% (104)	12% (99)	825

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Table IHS14: *Who do you plan to spend the most on during holiday spending?*

Demographic	Parents	Grandparents	Other relatives	Children	Friends	Coworkers	Yourself	Siblings	Cousins	Spouse	Don't know / No opinion	Total N
Adults	8% (180)	— (5)	8% (185)	42% (989)	4% (97)	— (3)	7% (169)	5% (127)	— (7)	16% (365)	9% (204)	2329
4-Region: Northeast	7% (29)	— (1)	7% (28)	46% (190)	3% (13)	— (0)	8% (32)	6% (26)	— (2)	16% (68)	7% (28)	417
4-Region: Midwest	6% (28)	— (0)	9% (46)	47% (231)	2% (12)	— (1)	5% (25)	7% (32)	— (1)	13% (64)	10% (50)	489
4-Region: South	8% (66)	— (0)	8% (67)	42% (369)	4% (33)	— (0)	9% (75)	4% (31)	— (3)	18% (154)	9% (75)	873
4-Region: West	10% (58)	1% (4)	8% (43)	36% (198)	7% (38)	— (2)	7% (38)	7% (37)	— (1)	14% (78)	9% (52)	550

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

Table IHS15: And, what type of items do you plan to spend the most on during holiday spending?

Demographic	Personal technology	Activities, including travel, eating out or holiday parties	Jewelry	Clothing	Toys	Household items	Other, please specify	Don't know / No opinion	Total N
Adults	16% (375)	10% (222)	3% (80)	20% (470)	18% (427)	9% (202)	7% (166)	17% (388)	2329
Gender: Male	20% (227)	9% (102)	6% (63)	19% (217)	14% (162)	9% (105)	7% (74)	15% (173)	1124
Gender: Female	12% (148)	10% (119)	1% (18)	21% (253)	22% (265)	8% (96)	8% (91)	18% (214)	1205
Age: 18-29	20% (92)	10% (49)	5% (22)	23% (107)	18% (83)	10% (45)	3% (15)	12% (58)	471
Age: 30-44	17% (105)	9% (54)	3% (20)	18% (111)	28% (166)	8% (45)	3% (18)	14% (82)	601
Age: 45-54	20% (78)	9% (33)	3% (10)	24% (94)	13% (52)	8% (33)	7% (29)	15% (59)	388
Age: 55-64	13% (52)	10% (42)	3% (11)	18% (72)	18% (75)	10% (40)	9% (38)	19% (78)	407
Age: 65+	10% (48)	10% (44)	4% (17)	19% (87)	11% (52)	8% (39)	14% (65)	24% (111)	462
Generation Z: 18-22	20% (40)	12% (23)	3% (7)	30% (59)	14% (27)	10% (19)	2% (3)	10% (20)	197
Millennial: Age 23-38	17% (111)	10% (62)	4% (28)	18% (119)	26% (173)	9% (60)	4% (25)	11% (75)	654
Generation X: Age 39-54	20% (125)	8% (51)	3% (17)	22% (134)	17% (101)	7% (45)	6% (34)	17% (104)	609
Boomers: Age 55-73	12% (92)	10% (76)	3% (23)	17% (134)	16% (119)	9% (71)	11% (87)	22% (166)	769
PID: Dem (no lean)	16% (131)	11% (85)	4% (28)	23% (183)	18% (139)	10% (81)	5% (41)	13% (107)	794
PID: Ind (no lean)	16% (137)	8% (69)	3% (27)	20% (165)	19% (164)	7% (57)	7% (62)	19% (160)	842
PID: Rep (no lean)	15% (107)	10% (67)	4% (24)	18% (122)	18% (124)	9% (64)	9% (63)	17% (121)	693
PID/Gender: Dem Men	21% (75)	10% (35)	5% (18)	20% (72)	15% (54)	12% (43)	6% (23)	11% (38)	358
PID/Gender: Dem Women	13% (56)	11% (50)	2% (10)	25% (111)	20% (86)	9% (38)	4% (18)	16% (69)	436
PID/Gender: Ind Men	19% (81)	9% (39)	6% (24)	18% (77)	16% (68)	6% (26)	7% (28)	19% (79)	422
PID/Gender: Ind Women	13% (56)	7% (30)	1% (4)	21% (88)	23% (96)	7% (31)	8% (33)	19% (81)	420
PID/Gender: Rep Men	21% (71)	8% (28)	6% (21)	20% (68)	12% (40)	11% (36)	7% (23)	17% (57)	344
PID/Gender: Rep Women	10% (36)	11% (39)	1% (4)	16% (54)	24% (83)	8% (28)	11% (40)	18% (64)	348
Ideo: Liberal (1-3)	18% (108)	13% (77)	2% (15)	20% (121)	17% (104)	11% (65)	7% (40)	12% (71)	602
Ideo: Moderate (4)	16% (93)	9% (52)	3% (18)	20% (117)	21% (119)	9% (49)	6% (33)	17% (96)	576
Ideo: Conservative (5-7)	16% (123)	10% (76)	4% (34)	21% (165)	16% (128)	8% (64)	9% (73)	17% (132)	795
Educ: < College	16% (260)	7% (110)	3% (53)	22% (347)	20% (315)	9% (143)	6% (95)	17% (280)	1601
Educ: Bachelors degree	17% (82)	13% (63)	3% (14)	16% (75)	17% (78)	9% (41)	8% (39)	16% (77)	470
Educ: Post-grad	13% (33)	19% (49)	5% (13)	18% (47)	13% (35)	7% (18)	12% (32)	12% (31)	258

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Table IHS15: And, what type of items do you plan to spend the most on during holiday spending?

Demographic	Personal technology	Activities, including travel, eating out or holiday parties	Jewelry	Clothing	Toys	Household items	Other, please specify	Don't know / No opinion	Total N
Adults	16% (375)	10% (222)	3% (80)	20% (470)	18% (427)	9% (202)	7% (166)	17% (388)	2329
Income: Under 50k	13% (167)	7% (92)	3% (39)	23% (294)	20% (254)	10% (125)	7% (92)	18% (231)	1293
Income: 50k-100k	22% (160)	11% (83)	4% (28)	16% (120)	16% (117)	7% (53)	8% (56)	16% (114)	731
Income: 100k+	16% (48)	16% (47)	4% (13)	18% (56)	18% (56)	8% (24)	6% (18)	14% (43)	304
Ethnicity: White	16% (286)	10% (176)	3% (56)	18% (332)	19% (343)	9% (166)	8% (145)	17% (319)	1823
Ethnicity: Hispanic	20% (75)	7% (27)	5% (18)	25% (91)	20% (73)	9% (33)	4% (15)	10% (36)	370
Ethnicity: Afr. Am.	17% (50)	8% (24)	4% (12)	31% (90)	18% (54)	6% (18)	3% (9)	12% (33)	290
Ethnicity: Other	18% (38)	10% (22)	6% (12)	22% (48)	14% (30)	8% (18)	6% (12)	16% (35)	216
All Christian	16% (157)	11% (111)	4% (40)	21% (207)	15% (147)	8% (82)	9% (88)	17% (175)	1008
All Non-Christian	13% (14)	11% (11)	4% (4)	32% (32)	11% (12)	8% (8)	6% (6)	15% (15)	102
Atheist	20% (21)	13% (13)	5% (5)	21% (22)	16% (17)	5% (5)	11% (11)	10% (10)	104
Agnostic/Nothing in particular	16% (184)	8% (87)	3% (31)	19% (208)	23% (252)	10% (106)	5% (61)	17% (187)	1116
Religious Non-Protestant/Catholic Evangelical	13% (16)	10% (13)	5% (6)	31% (37)	14% (17)	8% (9)	5% (6)	14% (18)	122
Non-Evangelical	16% (101)	10% (65)	3% (17)	22% (140)	18% (114)	8% (54)	7% (44)	18% (114)	649
Community: Urban	16% (131)	10% (80)	4% (35)	19% (160)	17% (143)	10% (80)	9% (75)	16% (132)	835
Community: Suburban	18% (99)	9% (53)	4% (25)	23% (132)	13% (72)	9% (52)	7% (38)	16% (93)	563
Community: Rural	16% (185)	10% (116)	3% (37)	19% (211)	20% (221)	8% (89)	7% (84)	16% (180)	1124
Employ: Private Sector	14% (90)	8% (53)	3% (18)	20% (127)	21% (134)	9% (61)	7% (44)	18% (115)	642
Employ: Government	21% (151)	12% (85)	4% (29)	18% (132)	19% (136)	8% (57)	6% (41)	12% (87)	718
Employ: Self-Employed	21% (28)	13% (17)	4% (5)	19% (25)	19% (25)	9% (12)	3% (4)	13% (18)	136
Employ: Homemaker	16% (31)	12% (22)	5% (9)	17% (32)	19% (35)	13% (25)	5% (10)	13% (25)	189
Employ: Retired	7% (13)	8% (16)	1% (3)	20% (38)	39% (75)	5% (10)	7% (14)	13% (25)	195
Employ: Unemployed	10% (53)	10% (53)	3% (19)	17% (94)	13% (72)	10% (53)	13% (68)	23% (126)	539
Employ: Other	16% (39)	4% (10)	2% (5)	25% (59)	17% (42)	11% (28)	4% (10)	20% (48)	240
Military HH: Yes	18% (39)	4% (8)	3% (6)	26% (55)	16% (35)	6% (12)	5% (12)	22% (47)	214
Military HH: No	17% (70)	9% (37)	3% (14)	18% (75)	16% (68)	9% (35)	9% (37)	19% (77)	414
Military HH: No	16% (305)	10% (185)	3% (66)	21% (395)	19% (360)	9% (166)	7% (128)	16% (311)	1915

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Table IHS15: And, what type of items do you plan to spend the most on during holiday spending?

Demographic	Personal technology	Activities, including travel, eating out or holiday parties	Jewelry	Clothing	Toys	Household items	Other, please specify	Don't know / No opinion	Total N
Adults	16% (375)	10% (222)	3% (80)	20% (470)	18% (427)	9% (202)	7% (166)	17% (388)	2329
RD/WT: Right Direction	14% (125)	10% (86)	4% (37)	19% (168)	18% (157)	9% (82)	8% (72)	16% (143)	871
RD/WT: Wrong Track	17% (250)	9% (136)	3% (43)	21% (302)	19% (270)	8% (120)	6% (94)	17% (244)	1458
Trump Job Approve	15% (143)	10% (91)	4% (38)	18% (171)	18% (170)	9% (83)	9% (82)	17% (159)	936
Trump Job Disapprove	17% (217)	10% (124)	3% (38)	22% (274)	18% (229)	9% (107)	6% (80)	15% (191)	1261
Trump Job Strongly Approve	16% (79)	10% (48)	4% (20)	16% (80)	16% (80)	9% (44)	11% (54)	19% (96)	501
Trump Job Somewhat Approve	15% (65)	10% (43)	4% (18)	21% (91)	21% (89)	9% (40)	6% (27)	15% (63)	435
Trump Job Somewhat Disapprove	21% (66)	10% (33)	2% (7)	22% (71)	17% (55)	9% (28)	5% (15)	13% (43)	318
Trump Job Strongly Disapprove	16% (151)	10% (91)	3% (31)	22% (203)	18% (174)	8% (79)	7% (65)	16% (149)	943
Favorable of Trump	16% (145)	10% (86)	4% (39)	18% (164)	19% (176)	9% (79)	8% (76)	16% (143)	910
Unfavorable of Trump	16% (208)	10% (126)	3% (41)	22% (280)	17% (218)	9% (109)	6% (82)	16% (202)	1267
Very Favorable of Trump	16% (86)	9% (49)	4% (20)	17% (93)	18% (98)	9% (50)	10% (56)	16% (88)	540
Somewhat Favorable of Trump	16% (59)	10% (38)	5% (19)	19% (71)	21% (78)	8% (29)	6% (21)	15% (55)	370
Somewhat Unfavorable of Trump	16% (43)	12% (32)	2% (5)	24% (64)	14% (38)	8% (21)	5% (15)	18% (48)	265
Very Unfavorable of Trump	16% (165)	9% (94)	4% (36)	22% (217)	18% (180)	9% (88)	7% (67)	15% (154)	1002
#1 Issue: Economy	18% (110)	11% (63)	4% (24)	18% (107)	21% (125)	8% (46)	5% (28)	16% (94)	597
#1 Issue: Security	16% (71)	10% (46)	4% (17)	18% (81)	15% (69)	9% (39)	8% (34)	20% (90)	447
#1 Issue: Health Care	19% (77)	7% (29)	4% (14)	24% (95)	17% (69)	10% (39)	5% (21)	13% (52)	396
#1 Issue: Medicare / Social Security	9% (31)	7% (26)	3% (11)	22% (78)	14% (50)	12% (42)	11% (40)	22% (81)	360
#1 Issue: Women's Issues	14% (19)	10% (14)	2% (3)	31% (44)	23% (33)	3% (4)	7% (10)	11% (16)	143
#1 Issue: Education	22% (28)	9% (11)	3% (4)	12% (15)	22% (28)	13% (16)	4% (5)	15% (19)	125
#1 Issue: Energy	20% (28)	16% (22)	4% (5)	22% (31)	17% (24)	6% (8)	7% (10)	9% (12)	141
#1 Issue: Other	9% (11)	9% (11)	1% (1)	15% (18)	24% (29)	6% (7)	15% (17)	21% (25)	119
2018 House Vote: Democrat	17% (136)	10% (82)	3% (24)	21% (167)	18% (141)	9% (71)	6% (47)	15% (122)	789
2018 House Vote: Republican	15% (106)	11% (80)	4% (28)	17% (124)	18% (126)	9% (66)	10% (73)	16% (119)	722
2018 House Vote: Someone else	19% (20)	12% (13)	6% (6)	18% (20)	20% (22)	4% (4)	4% (4)	18% (20)	109

Continued on next page

Table IHS15: And, what type of items do you plan to spend the most on during holiday spending?

Demographic	Personal technology	Activities, including travel, eating out or holiday parties	Jewelry	Clothing	Toys	Household items	Other, please specify	Don't know / No opinion	Total N
Adults	16% (375)	10% (222)	3% (80)	20% (470)	18% (427)	9% (202)	7% (166)	17% (388)	2329
2016 Vote: Hillary Clinton	16% (117)	11% (79)	3% (23)	22% (163)	15% (112)	10% (75)	6% (45)	15% (111)	726
2016 Vote: Donald Trump	16% (115)	10% (71)	4% (32)	18% (132)	18% (131)	8% (62)	9% (69)	16% (118)	730
2016 Vote: Other	18% (32)	14% (25)	3% (5)	14% (25)	23% (42)	4% (7)	7% (13)	19% (34)	184
2016 Vote: Didn't Vote	16% (111)	7% (47)	3% (20)	22% (150)	21% (142)	8% (57)	5% (37)	18% (120)	685
Voted in 2014: Yes	16% (227)	10% (145)	3% (44)	19% (265)	18% (247)	8% (116)	8% (114)	17% (236)	1395
Voted in 2014: No	16% (148)	8% (77)	4% (36)	22% (205)	19% (180)	9% (86)	6% (52)	16% (151)	934
2012 Vote: Barack Obama	16% (140)	10% (89)	3% (27)	21% (180)	17% (143)	9% (80)	7% (62)	16% (133)	854
2012 Vote: Mitt Romney	14% (77)	11% (60)	3% (19)	17% (96)	19% (103)	7% (41)	10% (52)	19% (104)	553
2012 Vote: Other	17% (15)	8% (7)	6% (5)	14% (12)	14% (13)	9% (8)	9% (8)	23% (21)	88
2012 Vote: Didn't Vote	17% (142)	8% (65)	3% (29)	22% (179)	20% (165)	9% (73)	5% (44)	16% (129)	825
4-Region: Northeast	15% (62)	8% (35)	3% (12)	22% (93)	18% (76)	9% (38)	7% (31)	17% (70)	417
4-Region: Midwest	15% (76)	9% (43)	2% (10)	19% (91)	19% (91)	8% (41)	9% (46)	19% (91)	489
4-Region: South	17% (147)	9% (79)	4% (38)	22% (196)	18% (154)	8% (70)	6% (49)	16% (139)	873
4-Region: West	16% (90)	12% (65)	3% (19)	16% (90)	19% (106)	10% (53)	7% (39)	16% (88)	550

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

Table IHS16: Thinking about the amount of money you are planning to spend on holiday shopping, how much stress do you feel about this level of spending?

Demographic	A lot of stress		Some stress		Not much stress		No stress at all		Total N
Adults	18%	(420)	37%	(858)	27%	(640)	18%	(411)	2329
Gender: Male	14%	(152)	35%	(395)	30%	(334)	22%	(243)	1124
Gender: Female	22%	(268)	38%	(463)	25%	(306)	14%	(168)	1205
Age: 18-29	23%	(111)	39%	(186)	22%	(103)	15%	(71)	471
Age: 30-44	24%	(143)	36%	(214)	26%	(158)	14%	(86)	601
Age: 45-54	18%	(71)	40%	(156)	25%	(98)	16%	(63)	388
Age: 55-64	14%	(56)	39%	(161)	30%	(123)	16%	(67)	407
Age: 65+	9%	(40)	31%	(142)	34%	(157)	27%	(123)	462
Generation Z: 18-22	20%	(40)	38%	(74)	25%	(49)	17%	(34)	197
Millennial: Age 23-38	25%	(167)	38%	(250)	24%	(154)	13%	(83)	654
Generation X: Age 39-54	19%	(118)	38%	(232)	26%	(156)	17%	(104)	609
Boomers: Age 55-73	12%	(90)	36%	(277)	31%	(240)	21%	(162)	769
PID: Dem (no lean)	19%	(153)	36%	(290)	24%	(194)	20%	(158)	794
PID: Ind (no lean)	20%	(164)	37%	(309)	29%	(248)	14%	(121)	842
PID: Rep (no lean)	15%	(102)	37%	(260)	29%	(199)	19%	(132)	693
PID/Gender: Dem Men	16%	(58)	32%	(114)	28%	(98)	24%	(87)	358
PID/Gender: Dem Women	22%	(95)	40%	(176)	22%	(95)	16%	(70)	436
PID/Gender: Ind Men	14%	(58)	37%	(154)	32%	(133)	18%	(77)	422
PID/Gender: Ind Women	25%	(107)	37%	(155)	27%	(115)	10%	(44)	420
PID/Gender: Rep Men	10%	(36)	37%	(127)	30%	(103)	23%	(78)	344
PID/Gender: Rep Women	19%	(66)	38%	(132)	27%	(96)	15%	(54)	348
Ideo: Liberal (1-3)	20%	(118)	39%	(236)	25%	(153)	16%	(94)	602
Ideo: Moderate (4)	19%	(108)	36%	(207)	30%	(174)	15%	(87)	576
Ideo: Conservative (5-7)	13%	(106)	38%	(301)	31%	(245)	18%	(144)	795
Educ: < College	20%	(325)	36%	(575)	26%	(421)	17%	(280)	1601
Educ: Bachelors degree	15%	(72)	37%	(174)	32%	(148)	16%	(76)	470
Educ: Post-grad	9%	(23)	42%	(109)	28%	(71)	21%	(55)	258
Income: Under 50k	22%	(281)	35%	(458)	26%	(332)	17%	(223)	1293
Income: 50k-100k	15%	(112)	38%	(280)	30%	(218)	17%	(121)	731
Income: 100k+	9%	(28)	39%	(120)	30%	(90)	22%	(67)	304
Ethnicity: White	18%	(336)	38%	(690)	27%	(497)	16%	(300)	1823
Ethnicity: Hispanic	21%	(79)	34%	(127)	30%	(112)	14%	(52)	370

Continued on next page

Table IHS16: Thinking about the amount of money you are planning to spend on holiday shopping, how much stress do you feel about this level of spending?

Demographic	A lot of stress		Some stress		Not much stress		No stress at all		Total N
Adults	18%	(420)	37%	(858)	27%	(640)	18%	(411)	2329
Ethnicity: Afr. Am.	13%	(37)	31%	(90)	32%	(92)	25%	(72)	290
Ethnicity: Other	22%	(47)	36%	(78)	24%	(52)	18%	(39)	216
All Christian	15%	(153)	38%	(383)	30%	(304)	17%	(167)	1008
All Non-Christian	16%	(17)	36%	(37)	26%	(27)	21%	(21)	102
Atheist	23%	(23)	31%	(32)	27%	(28)	20%	(21)	104
Agnostic/Nothing in particular	20%	(227)	36%	(406)	25%	(281)	18%	(202)	1116
Religious Non-Protestant/Catholic	19%	(24)	35%	(42)	28%	(34)	18%	(21)	122
Evangelical	17%	(108)	37%	(237)	30%	(192)	17%	(112)	649
Non-Evangelical	15%	(129)	38%	(314)	30%	(251)	17%	(141)	835
Community: Urban	17%	(98)	37%	(207)	27%	(154)	19%	(105)	563
Community: Suburban	16%	(175)	36%	(410)	30%	(342)	18%	(198)	1124
Community: Rural	23%	(148)	38%	(241)	23%	(145)	17%	(108)	642
Employ: Private Sector	14%	(104)	40%	(287)	30%	(214)	16%	(114)	718
Employ: Government	18%	(24)	38%	(51)	29%	(39)	16%	(21)	136
Employ: Self-Employed	14%	(27)	48%	(91)	21%	(39)	17%	(31)	189
Employ: Homemaker	33%	(65)	34%	(67)	21%	(41)	11%	(21)	195
Employ: Retired	12%	(63)	32%	(173)	32%	(173)	24%	(130)	539
Employ: Unemployed	21%	(50)	35%	(83)	27%	(65)	17%	(42)	240
Employ: Other	30%	(65)	33%	(71)	21%	(44)	16%	(34)	214
Military HH: Yes	16%	(64)	33%	(139)	29%	(120)	22%	(91)	414
Military HH: No	19%	(356)	38%	(719)	27%	(520)	17%	(320)	1915
RD/WT: Right Direction	13%	(115)	37%	(320)	30%	(265)	20%	(171)	871
RD/WT: Wrong Track	21%	(305)	37%	(538)	26%	(375)	16%	(240)	1458
Trump Job Approve	15%	(137)	36%	(339)	30%	(276)	20%	(184)	936
Trump Job Disapprove	21%	(261)	37%	(465)	26%	(333)	16%	(202)	1261
Trump Job Strongly Approve	14%	(72)	33%	(166)	29%	(145)	24%	(118)	501
Trump Job Somewhat Approve	15%	(64)	40%	(174)	30%	(131)	15%	(66)	435
Trump Job Somewhat Disapprove	24%	(75)	41%	(129)	25%	(79)	11%	(35)	318
Trump Job Strongly Disapprove	20%	(186)	36%	(336)	27%	(254)	18%	(167)	943
Favorable of Trump	16%	(145)	37%	(333)	29%	(260)	19%	(171)	910
Unfavorable of Trump	20%	(248)	37%	(464)	28%	(354)	16%	(201)	1267

Continued on next page

Table IHS16: Thinking about the amount of money you are planning to spend on holiday shopping, how much stress do you feel about this level of spending?

Demographic	A lot of stress		Some stress		Not much stress		No stress at all		Total N
Adults	18%	(420)	37%	(858)	27%	(640)	18%	(411)	2329
Very Favorable of Trump	15%	(82)	34%	(182)	28%	(154)	23%	(123)	540
Somewhat Favorable of Trump	17%	(64)	41%	(151)	29%	(106)	13%	(49)	370
Somewhat Unfavorable of Trump	17%	(45)	41%	(109)	31%	(81)	11%	(30)	265
Very Unfavorable of Trump	20%	(202)	35%	(355)	27%	(273)	17%	(171)	1002
#1 Issue: Economy	18%	(108)	40%	(241)	29%	(170)	13%	(77)	597
#1 Issue: Security	14%	(62)	34%	(154)	28%	(124)	24%	(107)	447
#1 Issue: Health Care	22%	(87)	39%	(153)	25%	(101)	14%	(56)	396
#1 Issue: Medicare / Social Security	14%	(52)	32%	(116)	32%	(117)	21%	(76)	360
#1 Issue: Women's Issues	28%	(40)	36%	(52)	23%	(33)	13%	(19)	143
#1 Issue: Education	12%	(15)	45%	(56)	24%	(30)	19%	(24)	125
#1 Issue: Energy	23%	(32)	40%	(57)	20%	(29)	16%	(23)	141
#1 Issue: Other	20%	(24)	25%	(30)	30%	(36)	24%	(29)	119
2018 House Vote: Democrat	18%	(138)	36%	(285)	28%	(219)	19%	(147)	789
2018 House Vote: Republican	14%	(101)	39%	(279)	29%	(208)	19%	(134)	722
2018 House Vote: Someone else	19%	(21)	33%	(36)	33%	(36)	15%	(16)	109
2016 Vote: Hillary Clinton	17%	(124)	37%	(265)	28%	(202)	19%	(135)	726
2016 Vote: Donald Trump	15%	(108)	37%	(268)	28%	(207)	20%	(148)	730
2016 Vote: Other	18%	(32)	40%	(73)	29%	(54)	13%	(25)	184
2016 Vote: Didn't Vote	23%	(157)	37%	(252)	25%	(173)	15%	(103)	685
Voted in 2014: Yes	15%	(210)	36%	(502)	30%	(413)	19%	(270)	1395
Voted in 2014: No	23%	(210)	38%	(356)	24%	(227)	15%	(140)	934
2012 Vote: Barack Obama	18%	(155)	35%	(297)	27%	(231)	20%	(170)	854
2012 Vote: Mitt Romney	12%	(68)	36%	(200)	32%	(179)	19%	(105)	553
2012 Vote: Other	9%	(8)	28%	(24)	44%	(39)	19%	(17)	88
2012 Vote: Didn't Vote	23%	(187)	40%	(331)	23%	(189)	14%	(118)	825
4-Region: Northeast	14%	(60)	42%	(173)	27%	(111)	17%	(73)	417
4-Region: Midwest	21%	(101)	37%	(179)	28%	(135)	15%	(74)	489
4-Region: South	18%	(159)	36%	(313)	27%	(235)	19%	(166)	873
4-Region: West	18%	(100)	35%	(193)	29%	(159)	18%	(98)	550

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

Table IHS17: Did you have to take on credit card or other debt to pay for holiday spending last year?

Demographic	Yes	No	Total N
Adults	26% (603)	74% (1726)	2329
Gender: Male	29% (323)	71% (801)	1124
Gender: Female	23% (280)	77% (925)	1205
Age: 18-29	22% (103)	78% (368)	471
Age: 30-44	26% (158)	74% (443)	601
Age: 45-54	32% (124)	68% (265)	388
Age: 55-64	26% (105)	74% (301)	407
Age: 65+	24% (112)	76% (350)	462
Generation Z: 18-22	22% (42)	78% (155)	197
Millennial: Age 23-38	26% (168)	74% (486)	654
Generation X: Age 39-54	29% (175)	71% (434)	609
Boomers: Age 55-73	25% (196)	75% (573)	769
PID: Dem (no lean)	28% (219)	72% (576)	794
PID: Ind (no lean)	25% (207)	75% (635)	842
PID: Rep (no lean)	26% (177)	74% (516)	693
PID/Gender: Dem Men	32% (115)	68% (243)	358
PID/Gender: Dem Women	24% (104)	76% (333)	436
PID/Gender: Ind Men	28% (117)	72% (305)	422
PID/Gender: Ind Women	21% (90)	79% (330)	420
PID/Gender: Rep Men	27% (91)	73% (253)	344
PID/Gender: Rep Women	25% (86)	75% (263)	348
Ideo: Liberal (1-3)	30% (180)	70% (422)	602
Ideo: Moderate (4)	29% (165)	71% (410)	576
Ideo: Conservative (5-7)	24% (189)	76% (606)	795
Educ: < College	26% (409)	74% (1192)	1601
Educ: Bachelors degree	27% (127)	73% (343)	470
Educ: Post-grad	26% (67)	74% (191)	258
Income: Under 50k	23% (295)	77% (998)	1293
Income: 50k-100k	31% (223)	69% (508)	731
Income: 100k+	28% (84)	72% (221)	304
Ethnicity: White	26% (465)	74% (1357)	1823
Ethnicity: Hispanic	31% (114)	69% (256)	370
Ethnicity: Afr. Am.	29% (84)	71% (207)	290

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Table IHS17: Did you have to take on credit card or other debt to pay for holiday spending last year?

Demographic	Yes	No	Total N
Adults	26% (603)	74% (1726)	2329
Ethnicity: Other	25% (54)	75% (162)	216
All Christian	25% (251)	75% (756)	1008
All Non-Christian	40% (40)	60% (61)	102
Atheist	25% (26)	75% (78)	104
Agnostic/Nothing in particular	26% (285)	74% (831)	1116
Religious Non-Protestant/Catholic	35% (42)	65% (80)	122
Evangelical	26% (171)	74% (478)	649
Non-Evangelical	24% (204)	76% (631)	835
Community: Urban	28% (156)	72% (407)	563
Community: Suburban	26% (297)	74% (827)	1124
Community: Rural	23% (150)	77% (492)	642
Employ: Private Sector	30% (217)	70% (501)	718
Employ: Government	33% (45)	67% (90)	136
Employ: Self-Employed	28% (54)	72% (135)	189
Employ: Homemaker	24% (47)	76% (148)	195
Employ: Retired	24% (129)	76% (410)	539
Employ: Unemployed	23% (55)	77% (184)	240
Employ: Other	19% (41)	81% (173)	214
Military HH: Yes	26% (106)	74% (307)	414
Military HH: No	26% (496)	74% (1419)	1915
RD/WT: Right Direction	27% (234)	73% (636)	871
RD/WT: Wrong Track	25% (368)	75% (1090)	1458
Trump Job Approve	26% (247)	74% (690)	936
Trump Job Disapprove	27% (337)	73% (924)	1261
Trump Job Strongly Approve	26% (132)	74% (369)	501
Trump Job Somewhat Approve	26% (115)	74% (320)	435
Trump Job Somewhat Disapprove	31% (98)	69% (220)	318
Trump Job Strongly Disapprove	25% (239)	75% (704)	943
Favorable of Trump	25% (227)	75% (683)	910
Unfavorable of Trump	27% (344)	73% (923)	1267

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Table IHS17: Did you have to take on credit card or other debt to pay for holiday spending last year?

Demographic	Yes	No	Total N
Adults	26% (603)	74% (1726)	2329
Very Favorable of Trump	25% (133)	75% (407)	540
Somewhat Favorable of Trump	25% (94)	75% (276)	370
Somewhat Unfavorable of Trump	30% (79)	70% (186)	265
Very Unfavorable of Trump	26% (265)	74% (737)	1002
#1 Issue: Economy	25% (150)	75% (446)	597
#1 Issue: Security	22% (97)	78% (350)	447
#1 Issue: Health Care	32% (127)	68% (269)	396
#1 Issue: Medicare / Social Security	28% (102)	72% (258)	360
#1 Issue: Women's Issues	22% (32)	78% (111)	143
#1 Issue: Education	20% (25)	80% (100)	125
#1 Issue: Energy	27% (38)	73% (103)	141
#1 Issue: Other	26% (31)	74% (88)	119
2018 House Vote: Democrat	28% (220)	72% (569)	789
2018 House Vote: Republican	26% (186)	74% (536)	722
2018 House Vote: Someone else	27% (29)	73% (79)	109
2016 Vote: Hillary Clinton	29% (213)	71% (513)	726
2016 Vote: Donald Trump	27% (194)	73% (536)	730
2016 Vote: Other	24% (45)	76% (139)	184
2016 Vote: Didn't Vote	22% (150)	78% (535)	685
Voted in 2014: Yes	27% (383)	73% (1012)	1395
Voted in 2014: No	24% (220)	76% (714)	934
2012 Vote: Barack Obama	30% (253)	70% (600)	854
2012 Vote: Mitt Romney	22% (123)	78% (429)	553
2012 Vote: Other	24% (22)	76% (67)	88
2012 Vote: Didn't Vote	24% (198)	76% (627)	825
4-Region: Northeast	31% (130)	69% (287)	417
4-Region: Midwest	21% (101)	79% (389)	489
4-Region: South	27% (231)	73% (641)	873
4-Region: West	26% (141)	74% (410)	550

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

Table IHS18: Do you anticipate you will need to take on debt for holiday spending this year?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	20% (459)	68% (1581)	12% (289)	2329
Gender: Male	20% (226)	68% (766)	12% (132)	1124
Gender: Female	19% (233)	68% (815)	13% (157)	1205
Age: 18-29	18% (87)	67% (314)	15% (70)	471
Age: 30-44	22% (133)	64% (387)	13% (80)	601
Age: 45-54	20% (79)	65% (251)	15% (58)	388
Age: 55-64	17% (69)	72% (293)	11% (44)	407
Age: 65+	20% (91)	73% (335)	8% (36)	462
Generation Z: 18-22	18% (36)	64% (126)	18% (36)	197
Millennial: Age 23-38	21% (136)	67% (439)	12% (78)	654
Generation X: Age 39-54	21% (127)	64% (388)	15% (94)	609
Boomers: Age 55-73	19% (146)	72% (553)	9% (69)	769
PID: Dem (no lean)	22% (173)	66% (520)	13% (101)	794
PID: Ind (no lean)	19% (162)	68% (571)	13% (109)	842
PID: Rep (no lean)	18% (124)	71% (490)	11% (79)	693
PID/Gender: Dem Men	21% (77)	68% (243)	11% (38)	358
PID/Gender: Dem Women	22% (96)	64% (278)	14% (63)	436
PID/Gender: Ind Men	19% (81)	68% (288)	13% (53)	422
PID/Gender: Ind Women	19% (81)	67% (283)	13% (56)	420
PID/Gender: Rep Men	20% (67)	69% (236)	12% (41)	344
PID/Gender: Rep Women	16% (56)	73% (254)	11% (38)	348
Ideo: Liberal (1-3)	22% (134)	67% (403)	11% (65)	602
Ideo: Moderate (4)	23% (135)	65% (373)	12% (67)	576
Ideo: Conservative (5-7)	17% (132)	73% (581)	10% (82)	795
Educ: < College	19% (307)	66% (1064)	14% (230)	1601
Educ: Bachelors degree	23% (107)	69% (324)	8% (38)	470
Educ: Post-grad	18% (45)	74% (192)	8% (21)	258
Income: Under 50k	19% (248)	67% (867)	14% (178)	1293
Income: 50k-100k	21% (151)	68% (498)	11% (83)	731
Income: 100k+	20% (61)	71% (216)	9% (27)	304
Ethnicity: White	20% (373)	68% (1248)	11% (202)	1823
Ethnicity: Hispanic	24% (90)	64% (236)	12% (44)	370

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Table IHS18: Do you anticipate you will need to take on debt for holiday spending this year?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	20% (459)	68% (1581)	12% (289)	2329
Ethnicity: Afr. Am.	19% (56)	66% (191)	15% (43)	290
Ethnicity: Other	14% (30)	66% (143)	20% (43)	216
All Christian	19% (190)	71% (715)	10% (103)	1008
All Non-Christian	22% (22)	60% (61)	19% (19)	102
Atheist	26% (27)	68% (70)	6% (7)	104
Agnostic/Nothing in particular	20% (220)	66% (736)	14% (160)	1116
Religious Non-Protestant/Catholic	20% (25)	60% (73)	20% (24)	122
Evangelical	17% (108)	71% (460)	13% (81)	649
Non-Evangelical	20% (165)	70% (587)	10% (83)	835
Community: Urban	21% (120)	63% (355)	16% (88)	563
Community: Suburban	20% (230)	69% (779)	10% (115)	1124
Community: Rural	17% (109)	70% (447)	13% (86)	642
Employ: Private Sector	24% (169)	67% (478)	10% (71)	718
Employ: Government	24% (32)	68% (93)	8% (11)	136
Employ: Self-Employed	20% (38)	64% (121)	16% (30)	189
Employ: Homemaker	16% (31)	69% (134)	15% (30)	195
Employ: Retired	18% (97)	74% (398)	8% (43)	539
Employ: Unemployed	15% (37)	64% (152)	21% (51)	240
Employ: Other	18% (39)	65% (139)	17% (36)	214
Military HH: Yes	19% (79)	71% (294)	10% (41)	414
Military HH: No	20% (380)	67% (1287)	13% (248)	1915
RD/WT: Right Direction	18% (158)	69% (599)	13% (114)	871
RD/WT: Wrong Track	21% (301)	67% (982)	12% (175)	1458
Trump Job Approve	18% (167)	70% (659)	12% (111)	936
Trump Job Disapprove	22% (278)	67% (842)	11% (141)	1261
Trump Job Strongly Approve	16% (80)	72% (360)	12% (61)	501
Trump Job Somewhat Approve	20% (87)	69% (299)	12% (50)	435
Trump Job Somewhat Disapprove	23% (74)	68% (215)	9% (29)	318
Trump Job Strongly Disapprove	22% (204)	67% (628)	12% (112)	943
Favorable of Trump	18% (162)	72% (651)	11% (97)	910
Unfavorable of Trump	22% (281)	67% (851)	11% (135)	1267

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Table IHS18: Do you anticipate you will need to take on debt for holiday spending this year?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	20% (459)	68% (1581)	12% (289)	2329
Very Favorable of Trump	17% (91)	72% (391)	11% (58)	540
Somewhat Favorable of Trump	19% (71)	70% (260)	11% (39)	370
Somewhat Unfavorable of Trump	24% (64)	68% (180)	8% (22)	265
Very Unfavorable of Trump	22% (217)	67% (671)	11% (113)	1002
#1 Issue: Economy	19% (112)	71% (423)	10% (62)	597
#1 Issue: Security	17% (75)	69% (308)	14% (64)	447
#1 Issue: Health Care	23% (91)	65% (257)	12% (49)	396
#1 Issue: Medicare / Social Security	22% (78)	69% (249)	9% (33)	360
#1 Issue: Women's Issues	26% (37)	57% (82)	17% (24)	143
#1 Issue: Education	16% (20)	74% (92)	10% (13)	125
#1 Issue: Energy	20% (28)	62% (88)	18% (26)	141
#1 Issue: Other	16% (19)	70% (83)	14% (17)	119
2018 House Vote: Democrat	23% (180)	67% (532)	10% (78)	789
2018 House Vote: Republican	19% (135)	71% (510)	11% (77)	722
2018 House Vote: Someone else	14% (15)	72% (78)	14% (15)	109
2016 Vote: Hillary Clinton	23% (170)	66% (478)	11% (79)	726
2016 Vote: Donald Trump	19% (139)	72% (523)	9% (68)	730
2016 Vote: Other	17% (30)	72% (132)	12% (22)	184
2016 Vote: Didn't Vote	18% (120)	65% (445)	17% (119)	685
Voted in 2014: Yes	21% (288)	69% (966)	10% (142)	1395
Voted in 2014: No	18% (171)	66% (616)	16% (147)	934
2012 Vote: Barack Obama	23% (201)	66% (567)	10% (86)	854
2012 Vote: Mitt Romney	15% (84)	76% (420)	9% (49)	553
2012 Vote: Other	14% (12)	73% (64)	13% (12)	88
2012 Vote: Didn't Vote	19% (158)	64% (526)	17% (141)	825
4-Region: Northeast	25% (103)	62% (257)	14% (57)	417
4-Region: Midwest	19% (92)	71% (347)	10% (51)	489
4-Region: South	18% (160)	69% (604)	12% (109)	873
4-Region: West	19% (104)	68% (375)	13% (71)	550

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

Table IHS19: *And, do you anticipate you will have to cover costs for gifts and other expenses over the holidays from what you have in savings?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(744)	54%	(1252)	14%	(333)	2329
Gender: Male	34%	(387)	52%	(583)	14%	(154)	1124
Gender: Female	30%	(357)	56%	(669)	15%	(179)	1205
Age: 18-29	28%	(134)	54%	(256)	17%	(82)	471
Age: 30-44	35%	(209)	52%	(312)	13%	(80)	601
Age: 45-54	33%	(130)	51%	(200)	15%	(59)	388
Age: 55-64	32%	(130)	55%	(223)	13%	(54)	407
Age: 65+	31%	(142)	57%	(261)	13%	(59)	462
Generation Z: 18-22	29%	(58)	48%	(95)	23%	(45)	197
Millennial: Age 23-38	33%	(214)	55%	(360)	12%	(81)	654
Generation X: Age 39-54	33%	(200)	51%	(314)	16%	(96)	609
Boomers: Age 55-73	31%	(240)	56%	(428)	13%	(101)	769
PID: Dem (no lean)	34%	(267)	54%	(427)	13%	(100)	794
PID: Ind (no lean)	33%	(278)	51%	(425)	16%	(138)	842
PID: Rep (no lean)	29%	(199)	58%	(399)	14%	(95)	693
PID/Gender: Dem Men	34%	(122)	55%	(196)	11%	(39)	358
PID/Gender: Dem Women	33%	(145)	53%	(231)	14%	(61)	436
PID/Gender: Ind Men	36%	(154)	48%	(202)	16%	(66)	422
PID/Gender: Ind Women	30%	(125)	53%	(223)	17%	(72)	420
PID/Gender: Rep Men	32%	(111)	54%	(185)	14%	(49)	344
PID/Gender: Rep Women	25%	(88)	62%	(215)	13%	(46)	348
Ideo: Liberal (1-3)	38%	(226)	51%	(308)	11%	(67)	602
Ideo: Moderate (4)	33%	(192)	54%	(309)	13%	(75)	576
Ideo: Conservative (5-7)	30%	(237)	57%	(454)	13%	(104)	795
Educ: < College	31%	(496)	53%	(848)	16%	(257)	1601
Educ: Bachelors degree	34%	(161)	55%	(257)	11%	(52)	470
Educ: Post-grad	34%	(87)	56%	(146)	10%	(25)	258
Income: Under 50k	31%	(397)	53%	(683)	16%	(213)	1293
Income: 50k-100k	33%	(241)	54%	(396)	13%	(94)	731
Income: 100k+	35%	(106)	57%	(172)	9%	(26)	304
Ethnicity: White	32%	(584)	54%	(992)	14%	(247)	1823
Ethnicity: Hispanic	36%	(132)	52%	(192)	12%	(45)	370

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Table IHS19: *And, do you anticipate you will have to cover costs for gifts and other expenses over the holidays from what you have in savings?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(744)	54%	(1252)	14%	(333)	2329
Ethnicity: Afr. Am.	29%	(85)	51%	(149)	19%	(56)	290
Ethnicity: Other	35%	(75)	51%	(110)	14%	(31)	216
All Christian	34%	(342)	54%	(548)	12%	(117)	1008
All Non-Christian	26%	(26)	55%	(56)	19%	(19)	102
Atheist	45%	(46)	47%	(49)	9%	(9)	104
Agnostic/Nothing in particular	30%	(329)	54%	(599)	17%	(188)	1116
Religious Non-Protestant/Catholic	25%	(30)	56%	(68)	20%	(24)	122
Evangelical	32%	(207)	53%	(346)	15%	(97)	649
Non-Evangelical	33%	(272)	56%	(467)	11%	(96)	835
Community: Urban	32%	(181)	51%	(288)	17%	(95)	563
Community: Suburban	34%	(378)	54%	(606)	12%	(139)	1124
Community: Rural	29%	(185)	56%	(357)	15%	(99)	642
Employ: Private Sector	36%	(255)	53%	(382)	11%	(81)	718
Employ: Government	25%	(33)	63%	(86)	12%	(17)	136
Employ: Self-Employed	36%	(67)	52%	(99)	12%	(23)	189
Employ: Homemaker	27%	(53)	51%	(98)	22%	(43)	195
Employ: Retired	32%	(172)	56%	(299)	13%	(68)	539
Employ: Unemployed	25%	(60)	56%	(135)	18%	(44)	240
Employ: Other	28%	(61)	52%	(112)	19%	(41)	214
Military HH: Yes	30%	(124)	57%	(238)	13%	(52)	414
Military HH: No	32%	(620)	53%	(1014)	15%	(281)	1915
RD/WT: Right Direction	31%	(266)	56%	(490)	13%	(115)	871
RD/WT: Wrong Track	33%	(478)	52%	(762)	15%	(218)	1458
Trump Job Approve	28%	(265)	58%	(539)	14%	(132)	936
Trump Job Disapprove	35%	(445)	53%	(662)	12%	(154)	1261
Trump Job Strongly Approve	25%	(124)	62%	(309)	14%	(69)	501
Trump Job Somewhat Approve	32%	(141)	53%	(231)	15%	(63)	435
Trump Job Somewhat Disapprove	36%	(113)	54%	(170)	11%	(34)	318
Trump Job Strongly Disapprove	35%	(331)	52%	(492)	13%	(120)	943
Favorable of Trump	29%	(267)	57%	(521)	13%	(122)	910
Unfavorable of Trump	35%	(443)	53%	(674)	12%	(150)	1267

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Table IHS19: *And, do you anticipate you will have to cover costs for gifts and other expenses over the holidays from what you have in savings?*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(744)	54%	(1252)	14%	(333)	2329
Very Favorable of Trump	27%	(145)	61%	(330)	12%	(65)	540
Somewhat Favorable of Trump	33%	(122)	52%	(191)	15%	(57)	370
Somewhat Unfavorable of Trump	36%	(96)	55%	(147)	8%	(22)	265
Very Unfavorable of Trump	35%	(347)	53%	(527)	13%	(128)	1002
#1 Issue: Economy	36%	(213)	52%	(312)	12%	(72)	597
#1 Issue: Security	23%	(102)	63%	(280)	15%	(65)	447
#1 Issue: Health Care	35%	(139)	50%	(199)	15%	(59)	396
#1 Issue: Medicare / Social Security	32%	(117)	54%	(196)	13%	(48)	360
#1 Issue: Women's Issues	40%	(57)	46%	(66)	14%	(20)	143
#1 Issue: Education	32%	(40)	54%	(67)	15%	(18)	125
#1 Issue: Energy	30%	(43)	49%	(70)	21%	(29)	141
#1 Issue: Other	28%	(34)	52%	(62)	19%	(23)	119
2018 House Vote: Democrat	36%	(282)	53%	(417)	11%	(90)	789
2018 House Vote: Republican	31%	(225)	58%	(415)	11%	(82)	722
2018 House Vote: Someone else	31%	(34)	53%	(57)	16%	(18)	109
2016 Vote: Hillary Clinton	34%	(249)	52%	(376)	14%	(101)	726
2016 Vote: Donald Trump	31%	(226)	58%	(420)	12%	(84)	730
2016 Vote: Other	38%	(70)	51%	(94)	11%	(20)	184
2016 Vote: Didn't Vote	29%	(198)	52%	(359)	19%	(128)	685
Voted in 2014: Yes	33%	(464)	55%	(765)	12%	(166)	1395
Voted in 2014: No	30%	(280)	52%	(486)	18%	(168)	934
2012 Vote: Barack Obama	36%	(307)	53%	(449)	11%	(97)	854
2012 Vote: Mitt Romney	28%	(156)	62%	(344)	9%	(52)	553
2012 Vote: Other	24%	(21)	56%	(50)	20%	(18)	88
2012 Vote: Didn't Vote	31%	(254)	49%	(406)	20%	(165)	825
4-Region: Northeast	37%	(153)	49%	(204)	14%	(60)	417
4-Region: Midwest	30%	(147)	57%	(277)	13%	(66)	489
4-Region: South	32%	(276)	53%	(465)	15%	(132)	873
4-Region: West	31%	(169)	55%	(305)	14%	(76)	550

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

Table IHS20: Do you support or oppose stores and retailers opening for shopping on Thanksgiving Day?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (330)	18% (423)	21% (482)	30% (709)	17% (385)	2329
Gender: Male	17% (186)	21% (232)	20% (219)	28% (319)	15% (168)	1124
Gender: Female	12% (145)	16% (190)	22% (262)	32% (390)	18% (217)	1205
Age: 18-29	20% (96)	21% (101)	17% (79)	18% (83)	24% (112)	471
Age: 30-44	18% (108)	20% (118)	19% (112)	27% (165)	16% (98)	601
Age: 45-54	13% (49)	19% (75)	21% (80)	34% (133)	13% (51)	388
Age: 55-64	13% (52)	16% (65)	21% (85)	36% (145)	15% (60)	407
Age: 65+	6% (26)	14% (64)	27% (125)	40% (183)	14% (63)	462
Generation Z: 18-22	17% (34)	24% (47)	17% (34)	10% (20)	32% (62)	197
Millennial: Age 23-38	19% (122)	19% (126)	19% (127)	25% (164)	18% (116)	654
Generation X: Age 39-54	16% (97)	20% (121)	18% (110)	32% (198)	14% (84)	609
Boomers: Age 55-73	10% (77)	14% (109)	23% (177)	38% (296)	14% (109)	769
PID: Dem (no lean)	16% (130)	20% (163)	20% (162)	29% (227)	14% (113)	794
PID: Ind (no lean)	15% (130)	16% (139)	20% (165)	27% (228)	21% (179)	842
PID: Rep (no lean)	10% (71)	17% (121)	22% (154)	37% (255)	13% (93)	693
PID/Gender: Dem Men	20% (72)	22% (77)	19% (68)	27% (98)	12% (43)	358
PID/Gender: Dem Women	13% (58)	20% (86)	22% (94)	29% (129)	16% (70)	436
PID/Gender: Ind Men	16% (67)	17% (74)	19% (81)	26% (109)	21% (90)	422
PID/Gender: Ind Women	15% (63)	16% (65)	20% (84)	28% (118)	21% (89)	420
PID/Gender: Rep Men	14% (47)	24% (81)	20% (70)	32% (111)	10% (35)	344
PID/Gender: Rep Women	7% (23)	11% (40)	24% (84)	41% (143)	17% (58)	348
Ideo: Liberal (1-3)	16% (97)	18% (110)	22% (131)	30% (183)	13% (81)	602
Ideo: Moderate (4)	13% (75)	22% (124)	21% (119)	30% (171)	15% (86)	576
Ideo: Conservative (5-7)	12% (97)	16% (126)	24% (188)	37% (295)	11% (89)	795
Educ: < College	17% (267)	19% (299)	19% (296)	28% (447)	18% (291)	1601
Educ: Bachelors degree	9% (43)	18% (87)	25% (117)	36% (171)	11% (53)	470
Educ: Post-grad	8% (20)	14% (37)	27% (69)	35% (91)	16% (41)	258
Income: Under 50k	16% (213)	20% (258)	18% (239)	27% (346)	18% (238)	1293
Income: 50k-100k	11% (82)	16% (119)	22% (158)	36% (264)	15% (109)	731
Income: 100k+	12% (36)	15% (46)	28% (84)	33% (100)	13% (38)	304
Ethnicity: White	11% (207)	16% (299)	21% (390)	35% (635)	16% (292)	1823
Ethnicity: Hispanic	12% (44)	27% (100)	22% (80)	20% (74)	19% (72)	370

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Table IHS20: Do you support or oppose stores and retailers opening for shopping on Thanksgiving Day?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (330)	18% (423)	21% (482)	30% (709)	17% (385)	2329
Ethnicity: Afr. Am.	31% (90)	23% (68)	15% (45)	11% (32)	19% (56)	290
Ethnicity: Other	16% (34)	26% (56)	22% (47)	20% (43)	17% (37)	216
All Christian	11% (106)	15% (148)	25% (253)	37% (369)	13% (132)	1008
All Non-Christian	25% (25)	22% (23)	13% (13)	23% (24)	17% (17)	102
Atheist	17% (17)	14% (15)	20% (21)	35% (37)	14% (14)	104
Agnostic/Nothing in particular	16% (182)	21% (238)	17% (195)	25% (279)	20% (222)	1116
Religious Non-Protestant/Catholic	21% (25)	20% (25)	15% (18)	28% (34)	16% (20)	122
Evangelical	15% (100)	17% (113)	22% (140)	31% (203)	14% (94)	649
Non-Evangelical	10% (88)	18% (150)	24% (197)	33% (276)	15% (124)	835
Community: Urban	17% (97)	27% (153)	18% (101)	21% (118)	17% (94)	563
Community: Suburban	12% (139)	16% (183)	22% (252)	34% (381)	15% (169)	1124
Community: Rural	15% (95)	14% (87)	20% (128)	33% (211)	19% (122)	642
Employ: Private Sector	14% (101)	18% (129)	23% (163)	33% (237)	12% (89)	718
Employ: Government	16% (22)	19% (26)	19% (26)	37% (50)	9% (12)	136
Employ: Self-Employed	18% (33)	25% (47)	24% (45)	21% (39)	13% (24)	189
Employ: Homemaker	17% (33)	20% (38)	15% (29)	28% (54)	20% (40)	195
Employ: Retired	8% (41)	15% (81)	24% (129)	40% (216)	13% (73)	539
Employ: Unemployed	19% (46)	21% (51)	13% (32)	20% (48)	26% (62)	240
Employ: Other	20% (44)	16% (34)	15% (31)	22% (48)	27% (57)	214
Military HH: Yes	14% (59)	16% (66)	26% (107)	29% (120)	15% (61)	414
Military HH: No	14% (271)	19% (356)	20% (375)	31% (589)	17% (324)	1915
RD/WT: Right Direction	16% (141)	19% (163)	20% (171)	31% (270)	14% (125)	871
RD/WT: Wrong Track	13% (190)	18% (260)	21% (310)	30% (439)	18% (260)	1458
Trump Job Approve	14% (133)	17% (159)	20% (189)	35% (326)	14% (130)	936
Trump Job Disapprove	14% (177)	19% (235)	22% (279)	30% (372)	16% (198)	1261
Trump Job Strongly Approve	16% (78)	13% (68)	19% (94)	39% (196)	13% (65)	501
Trump Job Somewhat Approve	13% (55)	21% (92)	22% (95)	30% (129)	15% (65)	435
Trump Job Somewhat Disapprove	13% (41)	24% (77)	23% (74)	22% (70)	18% (56)	318
Trump Job Strongly Disapprove	14% (136)	17% (158)	22% (205)	32% (303)	15% (142)	943
Favorable of Trump	14% (131)	16% (147)	21% (188)	35% (322)	13% (123)	910
Unfavorable of Trump	13% (165)	19% (245)	22% (280)	30% (378)	16% (199)	1267

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Table IHS20: Do you support or oppose stores and retailers opening for shopping on Thanksgiving Day?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (330)	18% (423)	21% (482)	30% (709)	17% (385)	2329
Very Favorable of Trump	16% (88)	13% (68)	19% (102)	40% (213)	13% (69)	540
Somewhat Favorable of Trump	12% (43)	21% (79)	23% (86)	29% (109)	14% (54)	370
Somewhat Unfavorable of Trump	13% (34)	24% (63)	23% (62)	23% (61)	17% (44)	265
Very Unfavorable of Trump	13% (130)	18% (182)	22% (218)	32% (317)	15% (155)	1002
#1 Issue: Economy	16% (98)	17% (102)	20% (120)	30% (177)	17% (100)	597
#1 Issue: Security	12% (52)	13% (59)	21% (93)	38% (171)	16% (73)	447
#1 Issue: Health Care	16% (64)	23% (91)	20% (78)	27% (107)	14% (56)	396
#1 Issue: Medicare / Social Security	15% (53)	18% (64)	22% (81)	30% (109)	15% (53)	360
#1 Issue: Women's Issues	19% (28)	14% (20)	21% (30)	28% (40)	18% (26)	143
#1 Issue: Education	6% (8)	27% (33)	21% (26)	26% (33)	20% (25)	125
#1 Issue: Energy	14% (20)	25% (35)	20% (29)	23% (32)	18% (25)	141
#1 Issue: Other	6% (8)	15% (18)	20% (24)	35% (42)	23% (28)	119
2018 House Vote: Democrat	15% (116)	18% (139)	21% (162)	34% (267)	13% (106)	789
2018 House Vote: Republican	12% (87)	15% (108)	21% (152)	39% (284)	13% (93)	722
2018 House Vote: Someone else	5% (6)	20% (22)	21% (23)	30% (33)	23% (25)	109
2016 Vote: Hillary Clinton	15% (107)	19% (140)	22% (157)	31% (223)	14% (99)	726
2016 Vote: Donald Trump	11% (83)	15% (107)	21% (156)	41% (297)	12% (87)	730
2016 Vote: Other	8% (14)	10% (19)	24% (43)	39% (72)	20% (36)	184
2016 Vote: Didn't Vote	18% (126)	23% (157)	18% (123)	17% (116)	24% (163)	685
Voted in 2014: Yes	13% (177)	15% (212)	22% (305)	37% (517)	13% (183)	1395
Voted in 2014: No	16% (153)	23% (211)	19% (176)	21% (192)	22% (202)	934
2012 Vote: Barack Obama	15% (131)	16% (139)	21% (175)	35% (298)	13% (111)	854
2012 Vote: Mitt Romney	8% (47)	13% (73)	24% (134)	42% (233)	12% (65)	553
2012 Vote: Other	5% (4)	16% (14)	26% (23)	40% (35)	14% (12)	88
2012 Vote: Didn't Vote	18% (148)	23% (193)	18% (148)	17% (139)	24% (197)	825
4-Region: Northeast	12% (51)	19% (77)	20% (82)	37% (154)	13% (53)	417
4-Region: Midwest	13% (61)	18% (88)	21% (103)	33% (160)	16% (77)	489
4-Region: South	16% (143)	19% (166)	20% (170)	28% (242)	17% (152)	873
4-Region: West	14% (76)	17% (92)	23% (126)	28% (154)	19% (103)	550

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

Table IHS21_1NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
To avoid the Black Friday crowds

Demographic	Selected		Not Selected		Total N
Adults	32%	(240)	68%	(513)	753
Gender: Male	35%	(145)	65%	(273)	418
Gender: Female	28%	(95)	72%	(240)	335
Age: 18-29	30%	(59)	70%	(138)	197
Age: 30-44	28%	(64)	72%	(162)	226
Age: 45-54	37%	(45)	63%	(78)	124
Age: 55-64	41%	(48)	59%	(69)	117
Age: 65+	27%	(24)	73%	(66)	90
Generation Z: 18-22	35%	(29)	65%	(52)	81
Millennial: Age 23-38	29%	(72)	71%	(176)	248
Generation X: Age 39-54	31%	(68)	69%	(150)	218
Boomers: Age 55-73	36%	(67)	64%	(120)	187
PID: Dem (no lean)	31%	(90)	69%	(202)	292
PID: Ind (no lean)	28%	(76)	72%	(193)	269
PID: Rep (no lean)	39%	(74)	61%	(117)	192
PID/Gender: Dem Men	35%	(52)	65%	(97)	149
PID/Gender: Dem Women	27%	(38)	73%	(105)	143
PID/Gender: Ind Men	28%	(40)	72%	(101)	141
PID/Gender: Ind Women	28%	(36)	72%	(92)	129
PID/Gender: Rep Men	42%	(54)	58%	(75)	129
PID/Gender: Rep Women	33%	(21)	67%	(42)	63
Ideo: Liberal (1-3)	22%	(46)	78%	(161)	207
Ideo: Moderate (4)	37%	(73)	63%	(126)	199
Ideo: Conservative (5-7)	39%	(88)	61%	(135)	223
Educ: < College	31%	(176)	69%	(390)	566
Educ: Bachelors degree	37%	(48)	63%	(82)	130
Educ: Post-grad	28%	(16)	72%	(41)	57
Income: Under 50k	34%	(158)	66%	(313)	470
Income: 50k-100k	29%	(59)	71%	(142)	200
Income: 100k+	29%	(24)	71%	(59)	82
Ethnicity: White	31%	(158)	69%	(348)	506
Ethnicity: Hispanic	31%	(45)	69%	(99)	144

Continued on next page

Table IHS21_1NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 To avoid the Black Friday crowds

Demographic	Selected		Not Selected		Total N
Adults	32%	(240)	68%	(513)	753
Ethnicity: Afr. Am.	30%	(48)	70%	(110)	158
Ethnicity: Other	39%	(35)	61%	(55)	90
All Christian	31%	(79)	69%	(175)	254
Agnostic/Nothing in particular	33%	(138)	67%	(281)	419
Religious Non-Protestant/Catholic	36%	(18)	64%	(32)	50
Evangelical	32%	(68)	68%	(144)	212
Non-Evangelical	32%	(75)	68%	(162)	237
Community: Urban	33%	(83)	67%	(167)	250
Community: Suburban	33%	(105)	67%	(216)	321
Community: Rural	28%	(51)	72%	(130)	182
Employ: Private Sector	38%	(86)	62%	(144)	230
Employ: Self-Employed	35%	(28)	65%	(52)	80
Employ: Homemaker	25%	(18)	75%	(53)	71
Employ: Retired	32%	(38)	68%	(83)	121
Employ: Unemployed	25%	(24)	75%	(73)	97
Employ: Other	33%	(25)	67%	(52)	78
Military HH: Yes	32%	(40)	68%	(86)	126
Military HH: No	32%	(200)	68%	(427)	628
RD/WT: Right Direction	33%	(100)	67%	(204)	304
RD/WT: Wrong Track	31%	(141)	69%	(309)	449
Trump Job Approve	33%	(98)	67%	(194)	292
Trump Job Disapprove	32%	(130)	68%	(281)	411
Trump Job Strongly Approve	34%	(50)	66%	(96)	146
Trump Job Somewhat Approve	33%	(48)	67%	(99)	146
Trump Job Somewhat Disapprove	29%	(34)	71%	(84)	118
Trump Job Strongly Disapprove	33%	(96)	67%	(197)	293
Favorable of Trump	35%	(97)	65%	(181)	278
Unfavorable of Trump	30%	(124)	70%	(286)	410

Continued on next page

Table IHS21_1NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
To avoid the Black Friday crowds

Demographic	Selected		Not Selected		Total N
Adults	32%	(240)	68%	(513)	753
Very Favorable of Trump	35%	(55)	65%	(101)	156
Somewhat Favorable of Trump	34%	(42)	66%	(80)	122
Somewhat Unfavorable of Trump	29%	(28)	71%	(69)	97
Very Unfavorable of Trump	31%	(96)	69%	(217)	313
#1 Issue: Economy	30%	(61)	70%	(139)	200
#1 Issue: Security	41%	(45)	59%	(65)	110
#1 Issue: Health Care	31%	(49)	69%	(107)	156
#1 Issue: Medicare / Social Security	34%	(41)	66%	(77)	118
#1 Issue: Energy	32%	(17)	68%	(38)	55
2018 House Vote: Democrat	31%	(80)	69%	(176)	255
2018 House Vote: Republican	35%	(67)	65%	(127)	194
2016 Vote: Hillary Clinton	31%	(76)	69%	(171)	247
2016 Vote: Donald Trump	34%	(65)	66%	(126)	190
2016 Vote: Didn't Vote	33%	(93)	67%	(190)	283
Voted in 2014: Yes	32%	(126)	68%	(263)	389
Voted in 2014: No	31%	(114)	69%	(250)	364
2012 Vote: Barack Obama	30%	(80)	70%	(189)	270
2012 Vote: Mitt Romney	32%	(38)	68%	(82)	120
2012 Vote: Didn't Vote	32%	(109)	68%	(232)	341
4-Region: Northeast	42%	(54)	58%	(74)	128
4-Region: Midwest	28%	(43)	72%	(107)	150
4-Region: South	32%	(99)	68%	(210)	309
4-Region: West	27%	(45)	73%	(122)	167

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

Table IHS21_2NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 It is an opportunity for employees of the stores to get paid holiday pay

Demographic	Selected		Not Selected		Total N
Adults	36%	(268)	64%	(485)	753
Gender: Male	33%	(139)	67%	(279)	418
Gender: Female	39%	(129)	61%	(206)	335
Age: 18-29	46%	(90)	54%	(107)	197
Age: 30-44	28%	(64)	72%	(162)	226
Age: 45-54	40%	(49)	60%	(75)	124
Age: 55-64	34%	(39)	66%	(77)	117
Age: 65+	29%	(26)	71%	(64)	90
Generation Z: 18-22	43%	(35)	57%	(46)	81
Millennial: Age 23-38	40%	(99)	60%	(149)	248
Generation X: Age 39-54	32%	(70)	68%	(148)	218
Boomers: Age 55-73	32%	(61)	68%	(126)	187
PID: Dem (no lean)	35%	(101)	65%	(191)	292
PID: Ind (no lean)	38%	(102)	62%	(168)	269
PID: Rep (no lean)	34%	(66)	66%	(126)	192
PID/Gender: Dem Men	31%	(46)	69%	(103)	149
PID/Gender: Dem Women	39%	(56)	61%	(88)	143
PID/Gender: Ind Men	37%	(52)	63%	(88)	141
PID/Gender: Ind Women	38%	(49)	62%	(79)	129
PID/Gender: Rep Men	32%	(41)	68%	(87)	129
PID/Gender: Rep Women	39%	(24)	61%	(39)	63
Ideo: Liberal (1-3)	34%	(71)	66%	(136)	207
Ideo: Moderate (4)	32%	(65)	68%	(135)	199
Ideo: Conservative (5-7)	37%	(82)	63%	(141)	223
Educ: < College	35%	(200)	65%	(367)	566
Educ: Bachelors degree	36%	(46)	64%	(83)	130
Educ: Post-grad	39%	(22)	61%	(35)	57
Income: Under 50k	36%	(168)	64%	(303)	470
Income: 50k-100k	36%	(73)	64%	(128)	200
Income: 100k+	34%	(28)	66%	(54)	82
Ethnicity: White	36%	(182)	64%	(324)	506
Ethnicity: Hispanic	39%	(56)	61%	(88)	144

Continued on next page

Table IHS21_2NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
It is an opportunity for employees of the stores to get paid holiday pay

Demographic	Selected		Not Selected		Total N
Adults	36%	(268)	64%	(485)	753
Ethnicity: Afr. Am.	37%	(59)	63%	(99)	158
Ethnicity: Other	31%	(27)	69%	(62)	90
All Christian	30%	(75)	70%	(179)	254
Agnostic/Nothing in particular	39%	(164)	61%	(255)	419
Religious Non-Protestant/Catholic	38%	(19)	62%	(31)	50
Evangelical	32%	(69)	68%	(143)	212
Non-Evangelical	37%	(88)	63%	(150)	237
Community: Urban	32%	(81)	68%	(169)	250
Community: Suburban	42%	(134)	58%	(188)	321
Community: Rural	30%	(54)	70%	(128)	182
Employ: Private Sector	40%	(93)	60%	(137)	230
Employ: Self-Employed	40%	(32)	60%	(48)	80
Employ: Homemaker	31%	(22)	69%	(49)	71
Employ: Retired	26%	(31)	74%	(90)	121
Employ: Unemployed	32%	(31)	68%	(67)	97
Employ: Other	47%	(37)	53%	(41)	78
Military HH: Yes	38%	(48)	62%	(78)	126
Military HH: No	35%	(220)	65%	(407)	628
RD/WT: Right Direction	29%	(89)	71%	(215)	304
RD/WT: Wrong Track	40%	(179)	60%	(270)	449
Trump Job Approve	33%	(97)	67%	(195)	292
Trump Job Disapprove	38%	(158)	62%	(253)	411
Trump Job Strongly Approve	33%	(47)	67%	(98)	146
Trump Job Somewhat Approve	34%	(49)	66%	(97)	146
Trump Job Somewhat Disapprove	45%	(53)	55%	(65)	118
Trump Job Strongly Disapprove	36%	(105)	64%	(189)	293
Favorable of Trump	32%	(90)	68%	(188)	278
Unfavorable of Trump	39%	(158)	61%	(252)	410

Continued on next page

Table IHS21_2NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. It is an opportunity for employees of the stores to get paid holiday pay

Demographic	Selected		Not Selected		Total N
Adults	36%	(268)	64%	(485)	753
Very Favorable of Trump	32%	(50)	68%	(106)	156
Somewhat Favorable of Trump	33%	(40)	67%	(81)	122
Somewhat Unfavorable of Trump	40%	(39)	60%	(59)	97
Very Unfavorable of Trump	38%	(120)	62%	(193)	313
#1 Issue: Economy	35%	(71)	65%	(130)	200
#1 Issue: Security	24%	(27)	76%	(83)	110
#1 Issue: Health Care	34%	(52)	66%	(103)	156
#1 Issue: Medicare / Social Security	47%	(55)	53%	(63)	118
#1 Issue: Energy	25%	(14)	75%	(41)	55
2018 House Vote: Democrat	37%	(95)	63%	(160)	255
2018 House Vote: Republican	32%	(62)	68%	(132)	194
2016 Vote: Hillary Clinton	33%	(82)	67%	(165)	247
2016 Vote: Donald Trump	30%	(58)	70%	(132)	190
2016 Vote: Didn't Vote	40%	(113)	60%	(170)	283
Voted in 2014: Yes	34%	(132)	66%	(257)	389
Voted in 2014: No	38%	(137)	62%	(227)	364
2012 Vote: Barack Obama	38%	(102)	62%	(168)	270
2012 Vote: Mitt Romney	26%	(32)	74%	(88)	120
2012 Vote: Didn't Vote	35%	(119)	65%	(222)	341
4-Region: Northeast	40%	(51)	60%	(77)	128
4-Region: Midwest	31%	(46)	69%	(104)	150
4-Region: South	37%	(115)	63%	(194)	309
4-Region: West	34%	(57)	66%	(110)	167

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

Table IHS21_3NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
To spend time with family or friends while shopping

Demographic	Selected		Not Selected		Total N
Adults	22%	(163)	78%	(590)	753
Gender: Male	22%	(91)	78%	(327)	418
Gender: Female	22%	(72)	78%	(263)	335
Age: 18-29	23%	(46)	77%	(151)	197
Age: 30-44	21%	(46)	79%	(180)	226
Age: 45-54	25%	(31)	75%	(93)	124
Age: 55-64	16%	(18)	84%	(98)	117
Age: 65+	25%	(22)	75%	(67)	90
Generation Z: 18-22	29%	(24)	71%	(58)	81
Millennial: Age 23-38	20%	(50)	80%	(198)	248
Generation X: Age 39-54	23%	(49)	77%	(169)	218
Boomers: Age 55-73	20%	(37)	80%	(150)	187
PID: Dem (no lean)	20%	(58)	80%	(235)	292
PID: Ind (no lean)	22%	(59)	78%	(210)	269
PID: Rep (no lean)	24%	(47)	76%	(145)	192
PID/Gender: Dem Men	18%	(26)	82%	(123)	149
PID/Gender: Dem Women	22%	(31)	78%	(112)	143
PID/Gender: Ind Men	21%	(29)	79%	(111)	141
PID/Gender: Ind Women	23%	(30)	77%	(99)	129
PID/Gender: Rep Men	27%	(35)	73%	(93)	129
PID/Gender: Rep Women	18%	(11)	82%	(52)	63
Ideo: Liberal (1-3)	20%	(42)	80%	(165)	207
Ideo: Moderate (4)	22%	(44)	78%	(155)	199
Ideo: Conservative (5-7)	21%	(47)	79%	(176)	223
Educ: < College	23%	(128)	77%	(438)	566
Educ: Bachelors degree	19%	(25)	81%	(105)	130
Educ: Post-grad	18%	(11)	82%	(46)	57
Income: Under 50k	20%	(92)	80%	(378)	470
Income: 50k-100k	26%	(52)	74%	(148)	200
Income: 100k+	23%	(19)	77%	(63)	82
Ethnicity: White	24%	(120)	76%	(386)	506
Ethnicity: Hispanic	28%	(40)	72%	(104)	144

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**Table IHS21_3NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 To spend time with family or friends while shopping**

Demographic	Selected		Not Selected		Total N
Adults	22%	(163)	78%	(590)	753
Ethnicity: Afr. Am.	16%	(25)	84%	(133)	158
Ethnicity: Other	21%	(19)	79%	(71)	90
All Christian	22%	(56)	78%	(197)	254
Agnostic/Nothing in particular	21%	(89)	79%	(331)	419
Religious Non-Protestant/Catholic	26%	(13)	74%	(37)	50
Evangelical	26%	(55)	74%	(157)	212
Non-Evangelical	19%	(46)	81%	(191)	237
Community: Urban	23%	(58)	77%	(192)	250
Community: Suburban	21%	(66)	79%	(256)	321
Community: Rural	22%	(39)	78%	(143)	182
Employ: Private Sector	21%	(48)	79%	(182)	230
Employ: Self-Employed	29%	(24)	71%	(57)	80
Employ: Homemaker	34%	(24)	66%	(47)	71
Employ: Retired	19%	(23)	81%	(99)	121
Employ: Unemployed	21%	(21)	79%	(77)	97
Employ: Other	13%	(11)	87%	(67)	78
Military HH: Yes	25%	(31)	75%	(94)	126
Military HH: No	21%	(132)	79%	(495)	628
RD/WT: Right Direction	23%	(70)	77%	(234)	304
RD/WT: Wrong Track	21%	(94)	79%	(356)	449
Trump Job Approve	22%	(65)	78%	(227)	292
Trump Job Disapprove	21%	(88)	79%	(324)	411
Trump Job Strongly Approve	22%	(32)	78%	(113)	146
Trump Job Somewhat Approve	22%	(33)	78%	(114)	146
Trump Job Somewhat Disapprove	17%	(20)	83%	(98)	118
Trump Job Strongly Disapprove	23%	(67)	77%	(226)	293
Favorable of Trump	20%	(56)	80%	(222)	278
Unfavorable of Trump	22%	(90)	78%	(320)	410

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Table IHS21_3NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
To spend time with family or friends while shopping

Demographic	Selected		Not Selected		Total N
Adults	22%	(163)	78%	(590)	753
Very Favorable of Trump	17%	(27)	83%	(129)	156
Somewhat Favorable of Trump	24%	(29)	76%	(93)	122
Somewhat Unfavorable of Trump	23%	(22)	77%	(75)	97
Very Unfavorable of Trump	22%	(68)	78%	(244)	313
#1 Issue: Economy	27%	(54)	73%	(146)	200
#1 Issue: Security	20%	(22)	80%	(88)	110
#1 Issue: Health Care	19%	(29)	81%	(127)	156
#1 Issue: Medicare / Social Security	24%	(29)	76%	(89)	118
#1 Issue: Energy	26%	(14)	74%	(41)	55
2018 House Vote: Democrat	19%	(48)	81%	(207)	255
2018 House Vote: Republican	24%	(46)	76%	(149)	194
2016 Vote: Hillary Clinton	21%	(52)	79%	(195)	247
2016 Vote: Donald Trump	22%	(42)	78%	(148)	190
2016 Vote: Didn't Vote	23%	(65)	77%	(218)	283
Voted in 2014: Yes	21%	(81)	79%	(308)	389
Voted in 2014: No	23%	(82)	77%	(282)	364
2012 Vote: Barack Obama	17%	(46)	83%	(223)	270
2012 Vote: Mitt Romney	19%	(23)	81%	(97)	120
2012 Vote: Didn't Vote	26%	(87)	74%	(254)	341
4-Region: Northeast	27%	(34)	73%	(94)	128
4-Region: Midwest	24%	(36)	76%	(113)	150
4-Region: South	20%	(61)	80%	(248)	309
4-Region: West	19%	(32)	81%	(135)	167

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

Table IHS21_4NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 To get a break from family or friends

Demographic	Selected		Not Selected		Total N
Adults	11%	(85)	89%	(668)	753
Gender: Male	12%	(50)	88%	(368)	418
Gender: Female	11%	(35)	89%	(300)	335
Age: 18-29	11%	(21)	89%	(176)	197
Age: 30-44	13%	(30)	87%	(196)	226
Age: 45-54	7%	(8)	93%	(116)	124
Age: 55-64	14%	(16)	86%	(100)	117
Age: 65+	11%	(9)	89%	(80)	90
Generation Z: 18-22	10%	(8)	90%	(73)	81
Millennial: Age 23-38	11%	(28)	89%	(219)	248
Generation X: Age 39-54	11%	(23)	89%	(195)	218
Boomers: Age 55-73	13%	(24)	87%	(163)	187
PID: Dem (no lean)	13%	(38)	87%	(254)	292
PID: Ind (no lean)	9%	(25)	91%	(244)	269
PID: Rep (no lean)	11%	(22)	89%	(170)	192
PID/Gender: Dem Men	16%	(24)	84%	(124)	149
PID/Gender: Dem Women	10%	(14)	90%	(130)	143
PID/Gender: Ind Men	7%	(10)	93%	(131)	141
PID/Gender: Ind Women	12%	(15)	88%	(113)	129
PID/Gender: Rep Men	12%	(15)	88%	(113)	129
PID/Gender: Rep Women	10%	(6)	90%	(57)	63
Ideo: Liberal (1-3)	15%	(31)	85%	(176)	207
Ideo: Moderate (4)	11%	(23)	89%	(177)	199
Ideo: Conservative (5-7)	11%	(24)	89%	(199)	223
Educ: < College	11%	(63)	89%	(503)	566
Educ: Bachelors degree	14%	(18)	86%	(112)	130
Educ: Post-grad	8%	(4)	92%	(52)	57
Income: Under 50k	10%	(49)	90%	(422)	470
Income: 50k-100k	15%	(30)	85%	(170)	200
Income: 100k+	7%	(6)	93%	(76)	82
Ethnicity: White	13%	(66)	87%	(439)	506
Ethnicity: Hispanic	8%	(11)	92%	(133)	144

Continued on next page

Table IHS21_4NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
To get a break from family or friends

Demographic	Selected		Not Selected		Total N
Adults	11%	(85)	89%	(668)	753
Ethnicity: Afr. Am.	8%	(13)	92%	(145)	158
Ethnicity: Other	6%	(6)	94%	(84)	90
All Christian	10%	(26)	90%	(228)	254
Agnostic/Nothing in particular	12%	(50)	88%	(369)	419
Religious Non-Protestant/Catholic	11%	(6)	89%	(44)	50
Evangelical	9%	(20)	91%	(193)	212
Non-Evangelical	8%	(19)	92%	(218)	237
Community: Urban	12%	(29)	88%	(221)	250
Community: Suburban	10%	(32)	90%	(290)	321
Community: Rural	13%	(24)	87%	(158)	182
Employ: Private Sector	13%	(29)	87%	(201)	230
Employ: Self-Employed	10%	(8)	90%	(72)	80
Employ: Homemaker	16%	(11)	84%	(60)	71
Employ: Retired	12%	(14)	88%	(107)	121
Employ: Unemployed	4%	(4)	96%	(93)	97
Employ: Other	13%	(10)	87%	(68)	78
Military HH: Yes	9%	(11)	91%	(115)	126
Military HH: No	12%	(74)	88%	(553)	628
RD/WT: Right Direction	11%	(34)	89%	(270)	304
RD/WT: Wrong Track	11%	(51)	89%	(398)	449
Trump Job Approve	13%	(39)	87%	(253)	292
Trump Job Disapprove	11%	(45)	89%	(366)	411
Trump Job Strongly Approve	15%	(22)	85%	(124)	146
Trump Job Somewhat Approve	12%	(17)	88%	(129)	146
Trump Job Somewhat Disapprove	8%	(9)	92%	(109)	118
Trump Job Strongly Disapprove	12%	(37)	88%	(257)	293
Favorable of Trump	13%	(37)	87%	(241)	278
Unfavorable of Trump	11%	(46)	89%	(364)	410

Continued on next page

Table IHS21_4NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 To get a break from family or friends

Demographic	Selected		Not Selected		Total N
Adults	11%	(85)	89%	(668)	753
Very Favorable of Trump	15%	(23)	85%	(132)	156
Somewhat Favorable of Trump	11%	(13)	89%	(109)	122
Somewhat Unfavorable of Trump	7%	(6)	93%	(91)	97
Very Unfavorable of Trump	13%	(39)	87%	(273)	313
#1 Issue: Economy	10%	(19)	90%	(181)	200
#1 Issue: Security	18%	(20)	82%	(91)	110
#1 Issue: Health Care	13%	(20)	87%	(135)	156
#1 Issue: Medicare / Social Security	10%	(12)	90%	(106)	118
#1 Issue: Energy	12%	(6)	88%	(48)	55
2018 House Vote: Democrat	10%	(26)	90%	(229)	255
2018 House Vote: Republican	15%	(30)	85%	(164)	194
2016 Vote: Hillary Clinton	14%	(34)	86%	(213)	247
2016 Vote: Donald Trump	11%	(21)	89%	(170)	190
2016 Vote: Didn't Vote	10%	(27)	90%	(256)	283
Voted in 2014: Yes	13%	(51)	87%	(338)	389
Voted in 2014: No	9%	(34)	91%	(330)	364
2012 Vote: Barack Obama	12%	(33)	88%	(237)	270
2012 Vote: Mitt Romney	12%	(14)	88%	(106)	120
2012 Vote: Didn't Vote	11%	(38)	89%	(303)	341
4-Region: Northeast	15%	(20)	85%	(108)	128
4-Region: Midwest	14%	(22)	86%	(128)	150
4-Region: South	10%	(31)	90%	(277)	309
4-Region: West	8%	(13)	92%	(154)	167

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

Table IHS21_5NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
It could be the only day someone has off to shop

Demographic	Selected	Not Selected	Total N
Adults	33% (247)	67% (506)	753
Gender: Male	32% (132)	68% (286)	418
Gender: Female	34% (115)	66% (220)	335
Age: 18-29	36% (71)	64% (126)	197
Age: 30-44	27% (60)	73% (166)	226
Age: 45-54	25% (31)	75% (93)	124
Age: 55-64	42% (49)	58% (68)	117
Age: 65+	40% (36)	60% (54)	90
Generation Z: 18-22	32% (26)	68% (55)	81
Millennial: Age 23-38	31% (77)	69% (171)	248
Generation X: Age 39-54	27% (59)	73% (159)	218
Boomers: Age 55-73	41% (76)	59% (111)	187
PID: Dem (no lean)	32% (94)	68% (198)	292
PID: Ind (no lean)	35% (95)	65% (174)	269
PID: Rep (no lean)	30% (58)	70% (134)	192
PID/Gender: Dem Men	27% (41)	73% (108)	149
PID/Gender: Dem Women	37% (53)	63% (90)	143
PID/Gender: Ind Men	40% (56)	60% (85)	141
PID/Gender: Ind Women	30% (39)	70% (90)	129
PID/Gender: Rep Men	28% (36)	72% (93)	129
PID/Gender: Rep Women	36% (23)	64% (41)	63
Ideo: Liberal (1-3)	32% (66)	68% (141)	207
Ideo: Moderate (4)	29% (58)	71% (141)	199
Ideo: Conservative (5-7)	37% (82)	63% (141)	223
Educ: < College	32% (181)	68% (385)	566
Educ: Bachelors degree	38% (50)	62% (80)	130
Educ: Post-grad	28% (16)	72% (41)	57
Income: Under 50k	29% (137)	71% (333)	470
Income: 50k-100k	39% (77)	61% (123)	200
Income: 100k+	39% (32)	61% (50)	82
Ethnicity: White	35% (178)	65% (327)	506
Ethnicity: Hispanic	25% (37)	75% (108)	144

Continued on next page

Table IHS21_5NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 It could be the only day someone has off to shop

Demographic	Selected		Not Selected		Total N
Adults	33%	(247)	67%	(506)	753
Ethnicity: Afr. Am.	27%	(42)	73%	(116)	158
Ethnicity: Other	30%	(27)	70%	(63)	90
All Christian	35%	(89)	65%	(165)	254
Agnostic/Nothing in particular	33%	(140)	67%	(279)	419
Religious Non-Protestant/Catholic	18%	(9)	82%	(41)	50
Evangelical	32%	(67)	68%	(145)	212
Non-Evangelical	38%	(89)	62%	(148)	237
Community: Urban	30%	(76)	70%	(174)	250
Community: Suburban	36%	(116)	64%	(205)	321
Community: Rural	30%	(55)	70%	(127)	182
Employ: Private Sector	34%	(78)	66%	(152)	230
Employ: Self-Employed	34%	(27)	66%	(53)	80
Employ: Homemaker	18%	(13)	82%	(58)	71
Employ: Retired	43%	(52)	57%	(70)	121
Employ: Unemployed	32%	(31)	68%	(66)	97
Employ: Other	29%	(22)	71%	(55)	78
Military HH: Yes	37%	(47)	63%	(79)	126
Military HH: No	32%	(200)	68%	(427)	628
RD/WT: Right Direction	31%	(94)	69%	(210)	304
RD/WT: Wrong Track	34%	(153)	66%	(297)	449
Trump Job Approve	31%	(92)	69%	(200)	292
Trump Job Disapprove	34%	(142)	66%	(270)	411
Trump Job Strongly Approve	31%	(45)	69%	(101)	146
Trump Job Somewhat Approve	32%	(47)	68%	(99)	146
Trump Job Somewhat Disapprove	36%	(43)	64%	(75)	118
Trump Job Strongly Disapprove	34%	(99)	66%	(194)	293
Favorable of Trump	34%	(94)	66%	(184)	278
Unfavorable of Trump	33%	(134)	67%	(276)	410

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Table IHS21_5NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
It could be the only day someone has off to shop

Demographic	Selected		Not Selected		Total N
Adults	33%	(247)	67%	(506)	753
Very Favorable of Trump	36%	(55)	64%	(100)	156
Somewhat Favorable of Trump	31%	(38)	69%	(84)	122
Somewhat Unfavorable of Trump	33%	(32)	67%	(65)	97
Very Unfavorable of Trump	33%	(102)	67%	(211)	313
#1 Issue: Economy	36%	(73)	64%	(127)	200
#1 Issue: Security	25%	(28)	75%	(82)	110
#1 Issue: Health Care	32%	(51)	68%	(105)	156
#1 Issue: Medicare / Social Security	45%	(53)	55%	(65)	118
#1 Issue: Energy	26%	(14)	74%	(41)	55
2018 House Vote: Democrat	32%	(82)	68%	(174)	255
2018 House Vote: Republican	37%	(71)	63%	(123)	194
2016 Vote: Hillary Clinton	34%	(85)	66%	(162)	247
2016 Vote: Donald Trump	30%	(57)	70%	(133)	190
2016 Vote: Didn't Vote	34%	(97)	66%	(186)	283
Voted in 2014: Yes	32%	(125)	68%	(264)	389
Voted in 2014: No	34%	(122)	66%	(242)	364
2012 Vote: Barack Obama	33%	(88)	67%	(182)	270
2012 Vote: Mitt Romney	38%	(46)	62%	(75)	120
2012 Vote: Didn't Vote	32%	(108)	68%	(233)	341
4-Region: Northeast	41%	(52)	59%	(75)	128
4-Region: Midwest	25%	(38)	75%	(112)	150
4-Region: South	35%	(107)	65%	(202)	309
4-Region: West	30%	(50)	70%	(117)	167

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

Table IHS21_6NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 To take advantage of deals that are available Thanksgiving Day

Demographic	Selected		Not Selected		Total N
Adults	47%	(354)	53%	(399)	753
Gender: Male	46%	(193)	54%	(225)	418
Gender: Female	48%	(161)	52%	(174)	335
Age: 18-29	42%	(83)	58%	(114)	197
Age: 30-44	46%	(103)	54%	(123)	226
Age: 45-54	41%	(51)	59%	(73)	124
Age: 55-64	58%	(68)	42%	(49)	117
Age: 65+	54%	(49)	46%	(41)	90
Generation Z: 18-22	39%	(31)	61%	(50)	81
Millennial: Age 23-38	43%	(108)	57%	(140)	248
Generation X: Age 39-54	45%	(98)	55%	(120)	218
Boomers: Age 55-73	56%	(105)	44%	(82)	187
PID: Dem (no lean)	52%	(152)	48%	(141)	292
PID: Ind (no lean)	38%	(104)	62%	(166)	269
PID: Rep (no lean)	52%	(99)	48%	(93)	192
PID/Gender: Dem Men	51%	(75)	49%	(74)	149
PID/Gender: Dem Women	53%	(76)	47%	(67)	143
PID/Gender: Ind Men	40%	(57)	60%	(84)	141
PID/Gender: Ind Women	36%	(47)	64%	(82)	129
PID/Gender: Rep Men	47%	(61)	53%	(68)	129
PID/Gender: Rep Women	60%	(38)	40%	(25)	63
Ideo: Liberal (1-3)	52%	(107)	48%	(100)	207
Ideo: Moderate (4)	49%	(98)	51%	(101)	199
Ideo: Conservative (5-7)	46%	(103)	54%	(120)	223
Educ: < College	46%	(263)	54%	(303)	566
Educ: Bachelors degree	48%	(63)	52%	(67)	130
Educ: Post-grad	49%	(28)	51%	(29)	57
Income: Under 50k	45%	(210)	55%	(261)	470
Income: 50k-100k	53%	(107)	47%	(94)	200
Income: 100k+	45%	(37)	55%	(45)	82
Ethnicity: White	46%	(234)	54%	(271)	506
Ethnicity: Hispanic	37%	(54)	63%	(90)	144

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Table IHS21_6NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
To take advantage of deals that are available Thanksgiving Day

Demographic	Selected		Not Selected		Total N
Adults	47%	(354)	53%	(399)	753
Ethnicity: Afr. Am.	51%	(80)	49%	(77)	158
Ethnicity: Other	44%	(39)	56%	(51)	90
All Christian	52%	(131)	48%	(122)	254
Agnostic/Nothing in particular	46%	(192)	54%	(228)	419
Religious Non-Protestant/Catholic	30%	(15)	70%	(35)	50
Evangelical	53%	(113)	47%	(100)	212
Non-Evangelical	48%	(115)	52%	(123)	237
Community: Urban	47%	(117)	53%	(133)	250
Community: Suburban	48%	(153)	52%	(168)	321
Community: Rural	46%	(83)	54%	(99)	182
Employ: Private Sector	42%	(96)	58%	(134)	230
Employ: Self-Employed	42%	(34)	58%	(46)	80
Employ: Homemaker	49%	(35)	51%	(36)	71
Employ: Retired	60%	(73)	40%	(48)	121
Employ: Unemployed	45%	(44)	55%	(53)	97
Employ: Other	41%	(32)	59%	(46)	78
Military HH: Yes	50%	(63)	50%	(63)	126
Military HH: No	46%	(291)	54%	(336)	628
RD/WT: Right Direction	45%	(138)	55%	(166)	304
RD/WT: Wrong Track	48%	(216)	52%	(234)	449
Trump Job Approve	47%	(137)	53%	(155)	292
Trump Job Disapprove	48%	(199)	52%	(213)	411
Trump Job Strongly Approve	43%	(63)	57%	(83)	146
Trump Job Somewhat Approve	50%	(74)	50%	(72)	146
Trump Job Somewhat Disapprove	40%	(47)	60%	(71)	118
Trump Job Strongly Disapprove	52%	(152)	48%	(141)	293
Favorable of Trump	51%	(143)	49%	(135)	278
Unfavorable of Trump	46%	(188)	54%	(222)	410

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Table IHS21_6NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 To take advantage of deals that are available Thanksgiving Day

Demographic	Selected		Not Selected		Total N
Adults	47%	(354)	53%	(399)	753
Very Favorable of Trump	51%	(79)	49%	(77)	156
Somewhat Favorable of Trump	52%	(64)	48%	(58)	122
Somewhat Unfavorable of Trump	43%	(42)	57%	(55)	97
Very Unfavorable of Trump	47%	(145)	53%	(167)	313
#1 Issue: Economy	50%	(100)	50%	(100)	200
#1 Issue: Security	42%	(46)	58%	(64)	110
#1 Issue: Health Care	47%	(74)	53%	(82)	156
#1 Issue: Medicare / Social Security	58%	(69)	42%	(49)	118
#1 Issue: Energy	41%	(22)	59%	(33)	55
2018 House Vote: Democrat	54%	(137)	46%	(118)	255
2018 House Vote: Republican	54%	(105)	46%	(89)	194
2016 Vote: Hillary Clinton	53%	(130)	47%	(117)	247
2016 Vote: Donald Trump	54%	(104)	46%	(87)	190
2016 Vote: Didn't Vote	39%	(112)	61%	(171)	283
Voted in 2014: Yes	51%	(198)	49%	(191)	389
Voted in 2014: No	43%	(155)	57%	(209)	364
2012 Vote: Barack Obama	50%	(135)	50%	(135)	270
2012 Vote: Mitt Romney	53%	(63)	47%	(57)	120
2012 Vote: Didn't Vote	43%	(146)	57%	(195)	341
4-Region: Northeast	53%	(68)	47%	(60)	128
4-Region: Midwest	44%	(66)	56%	(83)	150
4-Region: South	44%	(137)	56%	(172)	309
4-Region: West	50%	(83)	50%	(84)	167

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

Table IHS21_7NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	3%	(22)	97%	(731)	753
Gender: Male	4%	(17)	96%	(401)	418
Gender: Female	2%	(5)	98%	(330)	335
Age: 18-29	2%	(5)	98%	(192)	197
Age: 30-44	4%	(8)	96%	(218)	226
Age: 45-54	4%	(5)	96%	(118)	124
Age: 55-64	1%	(1)	99%	(116)	117
Age: 65+	3%	(3)	97%	(87)	90
Generation Z: 18-22	1%	(1)	99%	(80)	81
Millennial: Age 23-38	4%	(9)	96%	(239)	248
Generation X: Age 39-54	4%	(8)	96%	(210)	218
Boomers: Age 55-73	1%	(3)	99%	(184)	187
PID: Dem (no lean)	2%	(5)	98%	(287)	292
PID: Ind (no lean)	4%	(12)	96%	(257)	269
PID: Rep (no lean)	3%	(5)	97%	(187)	192
PID/Gender: Dem Men	2%	(3)	98%	(146)	149
PID/Gender: Dem Women	2%	(2)	98%	(141)	143
PID/Gender: Ind Men	6%	(9)	94%	(132)	141
PID/Gender: Ind Women	2%	(3)	98%	(126)	129
PID/Gender: Rep Men	4%	(5)	96%	(124)	129
PID/Gender: Rep Women	—	(0)	100%	(63)	63
Ideo: Liberal (1-3)	5%	(10)	95%	(197)	207
Ideo: Moderate (4)	1%	(2)	99%	(198)	199
Ideo: Conservative (5-7)	4%	(8)	96%	(215)	223
Educ: < College	2%	(12)	98%	(555)	566
Educ: Bachelors degree	7%	(9)	93%	(121)	130
Educ: Post-grad	3%	(2)	97%	(55)	57
Income: Under 50k	2%	(10)	98%	(460)	470
Income: 50k-100k	5%	(9)	95%	(191)	200
Income: 100k+	3%	(3)	97%	(80)	82
Ethnicity: White	3%	(17)	97%	(489)	506
Ethnicity: Hispanic	2%	(4)	98%	(141)	144

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Table IHS21_7NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	3%	(22)	97%	(731)	753
Ethnicity: Afr. Am.	2%	(2)	98%	(155)	158
Ethnicity: Other	3%	(3)	97%	(86)	90
All Christian	2%	(6)	98%	(248)	254
Agnostic/Nothing in particular	3%	(13)	97%	(407)	419
Religious Non-Protestant/Catholic	1%	(1)	99%	(49)	50
Evangelical	1%	(2)	99%	(211)	212
Non-Evangelical	4%	(10)	96%	(227)	237
Community: Urban	1%	(2)	99%	(248)	250
Community: Suburban	3%	(10)	97%	(311)	321
Community: Rural	5%	(10)	95%	(172)	182
Employ: Private Sector	4%	(9)	96%	(221)	230
Employ: Self-Employed	2%	(1)	98%	(79)	80
Employ: Homemaker	—	(0)	100%	(71)	71
Employ: Retired	2%	(2)	98%	(120)	121
Employ: Unemployed	3%	(3)	97%	(95)	97
Employ: Other	6%	(5)	94%	(73)	78
Military HH: Yes	3%	(4)	97%	(121)	126
Military HH: No	3%	(18)	97%	(610)	628
RD/WT: Right Direction	3%	(9)	97%	(295)	304
RD/WT: Wrong Track	3%	(13)	97%	(436)	449
Trump Job Approve	3%	(9)	97%	(283)	292
Trump Job Disapprove	3%	(12)	97%	(399)	411
Trump Job Strongly Approve	5%	(7)	95%	(139)	146
Trump Job Somewhat Approve	2%	(2)	98%	(144)	146
Trump Job Somewhat Disapprove	3%	(4)	97%	(115)	118
Trump Job Strongly Disapprove	3%	(9)	97%	(285)	293
Favorable of Trump	3%	(8)	97%	(270)	278
Unfavorable of Trump	4%	(14)	96%	(395)	410

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Table IHS21_7NET: Why do you support stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	3%	(22)	97%	(731)	753
Very Favorable of Trump	4%	(6)	96%	(150)	156
Somewhat Favorable of Trump	1%	(2)	99%	(120)	122
Somewhat Unfavorable of Trump	2%	(2)	98%	(95)	97
Very Unfavorable of Trump	4%	(12)	96%	(300)	313
#1 Issue: Economy	2%	(4)	98%	(196)	200
#1 Issue: Security	7%	(8)	93%	(103)	110
#1 Issue: Health Care	2%	(4)	98%	(152)	156
#1 Issue: Medicare / Social Security	—	(0)	100%	(118)	118
#1 Issue: Energy	3%	(1)	97%	(53)	55
2018 House Vote: Democrat	2%	(6)	98%	(249)	255
2018 House Vote: Republican	3%	(6)	97%	(189)	194
2016 Vote: Hillary Clinton	4%	(9)	96%	(238)	247
2016 Vote: Donald Trump	2%	(3)	98%	(187)	190
2016 Vote: Didn't Vote	3%	(9)	97%	(274)	283
Voted in 2014: Yes	2%	(10)	98%	(380)	389
Voted in 2014: No	3%	(13)	97%	(351)	364
2012 Vote: Barack Obama	4%	(11)	96%	(259)	270
2012 Vote: Mitt Romney	1%	(1)	99%	(119)	120
2012 Vote: Didn't Vote	3%	(10)	97%	(331)	341
4-Region: Northeast	—	(0)	100%	(128)	128
4-Region: Midwest	5%	(7)	95%	(142)	150
4-Region: South	3%	(9)	97%	(299)	309
4-Region: West	3%	(5)	97%	(162)	167

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

Table IHS22_1NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 People should spend time with family or friends during the public holiday

Demographic	Selected		Not Selected		Total N
Adults	67%	(794)	33%	(397)	1191
Gender: Male	67%	(358)	33%	(180)	538
Gender: Female	67%	(436)	33%	(217)	653
Age: 18-29	56%	(91)	44%	(71)	162
Age: 30-44	65%	(181)	35%	(97)	277
Age: 45-54	69%	(148)	31%	(65)	213
Age: 55-64	70%	(160)	30%	(69)	230
Age: 65+	70%	(215)	30%	(94)	309
Generation Z: 18-22	53%	(28)	47%	(26)	54
Millennial: Age 23-38	61%	(178)	39%	(113)	291
Generation X: Age 39-54	69%	(213)	31%	(95)	308
Boomers: Age 55-73	70%	(331)	30%	(142)	473
PID: Dem (no lean)	61%	(238)	39%	(152)	389
PID: Ind (no lean)	66%	(259)	34%	(134)	393
PID: Rep (no lean)	73%	(297)	27%	(111)	409
PID/Gender: Dem Men	61%	(101)	39%	(65)	166
PID/Gender: Dem Women	61%	(137)	39%	(86)	223
PID/Gender: Ind Men	66%	(125)	34%	(65)	191
PID/Gender: Ind Women	66%	(134)	34%	(69)	202
PID/Gender: Rep Men	73%	(132)	27%	(49)	181
PID/Gender: Rep Women	73%	(166)	27%	(62)	227
Ideo: Liberal (1-3)	57%	(180)	43%	(134)	314
Ideo: Moderate (4)	69%	(199)	31%	(91)	290
Ideo: Conservative (5-7)	72%	(348)	28%	(135)	483
Educ: < College	67%	(497)	33%	(246)	743
Educ: Bachelors degree	67%	(194)	33%	(94)	287
Educ: Post-grad	65%	(103)	35%	(57)	160
Income: Under 50k	66%	(388)	34%	(197)	585
Income: 50k-100k	65%	(276)	35%	(147)	422
Income: 100k+	71%	(131)	29%	(53)	184
Ethnicity: White	67%	(686)	33%	(339)	1025
Ethnicity: Hispanic	63%	(97)	37%	(57)	154

Continued on next page

Table IHS22_1NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
People should spend time with family or friends during the public holiday

Demographic	Selected		Not Selected		Total N
Adults	67%	(794)	33%	(397)	1191
Ethnicity: Afr. Am.	63%	(48)	37%	(29)	77
Ethnicity: Other	67%	(60)	33%	(29)	89
All Christian	72%	(448)	28%	(174)	622
Atheist	52%	(30)	48%	(28)	58
Agnostic/Nothing in particular	62%	(295)	38%	(179)	474
Religious Non-Protestant/Catholic	57%	(30)	43%	(22)	52
Evangelical	75%	(257)	25%	(86)	343
Non-Evangelical	71%	(334)	29%	(139)	474
Community: Urban	70%	(154)	30%	(65)	219
Community: Suburban	64%	(406)	36%	(227)	633
Community: Rural	69%	(234)	31%	(105)	339
Employ: Private Sector	64%	(257)	36%	(142)	400
Employ: Government	66%	(50)	34%	(26)	76
Employ: Self-Employed	50%	(42)	50%	(42)	84
Employ: Homemaker	77%	(64)	23%	(19)	84
Employ: Retired	71%	(246)	29%	(99)	345
Employ: Unemployed	65%	(52)	35%	(28)	80
Employ: Other	69%	(54)	31%	(25)	79
Military HH: Yes	66%	(149)	34%	(78)	227
Military HH: No	67%	(645)	33%	(319)	964
RD/WT: Right Direction	72%	(318)	28%	(123)	441
RD/WT: Wrong Track	63%	(476)	37%	(274)	749
Trump Job Approve	71%	(363)	29%	(151)	514
Trump Job Disapprove	63%	(412)	37%	(239)	651
Trump Job Strongly Approve	71%	(207)	29%	(83)	290
Trump Job Somewhat Approve	70%	(156)	30%	(68)	224
Trump Job Somewhat Disapprove	64%	(92)	36%	(51)	143
Trump Job Strongly Disapprove	63%	(320)	37%	(188)	508
Favorable of Trump	71%	(362)	29%	(147)	510
Unfavorable of Trump	63%	(417)	37%	(241)	658

Continued on next page

Table IHS22_1NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 People should spend time with family or friends during the public holiday

Demographic	Selected		Not Selected		Total N
Adults	67%	(794)	33%	(397)	1191
Very Favorable of Trump	74%	(234)	26%	(81)	315
Somewhat Favorable of Trump	66%	(128)	34%	(66)	195
Somewhat Unfavorable of Trump	68%	(83)	32%	(40)	123
Very Unfavorable of Trump	62%	(333)	38%	(201)	534
#1 Issue: Economy	65%	(193)	35%	(103)	297
#1 Issue: Security	70%	(184)	30%	(80)	264
#1 Issue: Health Care	65%	(120)	35%	(65)	185
#1 Issue: Medicare / Social Security	67%	(127)	33%	(62)	190
#1 Issue: Women's Issues	64%	(45)	36%	(25)	70
#1 Issue: Education	71%	(42)	29%	(17)	59
#1 Issue: Energy	62%	(38)	38%	(23)	61
#1 Issue: Other	68%	(45)	32%	(21)	66
2018 House Vote: Democrat	62%	(264)	38%	(165)	429
2018 House Vote: Republican	74%	(324)	26%	(111)	435
2018 House Vote: Someone else	61%	(34)	39%	(22)	55
2016 Vote: Hillary Clinton	61%	(233)	39%	(147)	381
2016 Vote: Donald Trump	74%	(333)	26%	(119)	452
2016 Vote: Other	63%	(73)	37%	(42)	115
2016 Vote: Didn't Vote	64%	(152)	36%	(87)	238
Voted in 2014: Yes	68%	(555)	32%	(267)	823
Voted in 2014: No	65%	(239)	35%	(130)	368
2012 Vote: Barack Obama	66%	(311)	34%	(162)	473
2012 Vote: Mitt Romney	72%	(264)	28%	(103)	367
2012 Vote: Other	66%	(38)	34%	(20)	58
2012 Vote: Didn't Vote	61%	(177)	39%	(111)	287
4-Region: Northeast	64%	(152)	36%	(84)	236
4-Region: Midwest	71%	(186)	29%	(77)	263
4-Region: South	67%	(278)	33%	(134)	412
4-Region: West	64%	(179)	36%	(102)	280

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

Table IHS22_2NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Employees working at the stores should not have to work on a public holiday

Demographic	Selected		Not Selected		Total N
Adults	60%	(709)	40%	(482)	1191
Gender: Male	57%	(308)	43%	(230)	538
Gender: Female	61%	(401)	39%	(252)	653
Age: 18-29	60%	(96)	40%	(66)	162
Age: 30-44	58%	(160)	42%	(117)	277
Age: 45-54	56%	(120)	44%	(93)	213
Age: 55-64	59%	(135)	41%	(95)	230
Age: 65+	64%	(198)	36%	(111)	309
Generation Z: 18-22	66%	(36)	34%	(18)	54
Millennial: Age 23-38	57%	(165)	43%	(126)	291
Generation X: Age 39-54	57%	(177)	43%	(131)	308
Boomers: Age 55-73	61%	(286)	39%	(186)	473
PID: Dem (no lean)	62%	(243)	38%	(146)	389
PID: Ind (no lean)	57%	(224)	43%	(169)	393
PID: Rep (no lean)	59%	(242)	41%	(167)	409
PID/Gender: Dem Men	61%	(102)	39%	(64)	166
PID/Gender: Dem Women	63%	(141)	37%	(82)	223
PID/Gender: Ind Men	55%	(104)	45%	(86)	191
PID/Gender: Ind Women	59%	(120)	41%	(83)	202
PID/Gender: Rep Men	56%	(102)	44%	(80)	181
PID/Gender: Rep Women	62%	(140)	38%	(87)	227
Ideo: Liberal (1-3)	68%	(213)	32%	(101)	314
Ideo: Moderate (4)	59%	(173)	41%	(118)	290
Ideo: Conservative (5-7)	56%	(271)	44%	(212)	483
Educ: < College	56%	(420)	44%	(324)	743
Educ: Bachelors degree	67%	(192)	33%	(95)	287
Educ: Post-grad	61%	(97)	39%	(63)	160
Income: Under 50k	60%	(349)	40%	(235)	585
Income: 50k-100k	61%	(257)	39%	(165)	422
Income: 100k+	56%	(103)	44%	(81)	184
Ethnicity: White	59%	(602)	41%	(423)	1025
Ethnicity: Hispanic	61%	(94)	39%	(60)	154

Continued on next page

Table IHS22_2NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 Employees working at the stores should not have to work on a public holiday

Demographic	Selected		Not Selected		Total N
Adults	60%	(709)	40%	(482)	1191
Ethnicity: Afr. Am.	60%	(46)	40%	(30)	77
Ethnicity: Other	68%	(61)	32%	(28)	89
All Christian	61%	(378)	39%	(244)	622
Atheist	62%	(36)	38%	(22)	58
Agnostic/Nothing in particular	57%	(271)	43%	(204)	474
Religious Non-Protestant/Catholic	68%	(35)	32%	(17)	52
Evangelical	60%	(205)	40%	(138)	343
Non-Evangelical	58%	(276)	42%	(197)	474
Community: Urban	59%	(129)	41%	(89)	219
Community: Suburban	62%	(392)	38%	(241)	633
Community: Rural	55%	(187)	45%	(152)	339
Employ: Private Sector	62%	(249)	38%	(150)	400
Employ: Government	53%	(40)	47%	(35)	76
Employ: Self-Employed	49%	(42)	51%	(43)	84
Employ: Homemaker	57%	(47)	43%	(36)	84
Employ: Retired	62%	(215)	38%	(130)	345
Employ: Unemployed	54%	(44)	46%	(37)	80
Employ: Other	54%	(43)	46%	(36)	79
Military HH: Yes	59%	(134)	41%	(93)	227
Military HH: No	60%	(576)	40%	(389)	964
RD/WT: Right Direction	56%	(245)	44%	(196)	441
RD/WT: Wrong Track	62%	(464)	38%	(285)	749
Trump Job Approve	58%	(296)	42%	(218)	514
Trump Job Disapprove	61%	(397)	39%	(254)	651
Trump Job Strongly Approve	55%	(159)	45%	(131)	290
Trump Job Somewhat Approve	61%	(137)	39%	(87)	224
Trump Job Somewhat Disapprove	52%	(75)	48%	(68)	143
Trump Job Strongly Disapprove	63%	(322)	37%	(186)	508
Favorable of Trump	57%	(293)	43%	(217)	510
Unfavorable of Trump	61%	(403)	39%	(255)	658

Continued on next page

Table IHS22_2NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Employees working at the stores should not have to work on a public holiday

Demographic	Selected		Not Selected		Total N
Adults	60%	(709)	40%	(482)	1191
Very Favorable of Trump	55%	(174)	45%	(141)	315
Somewhat Favorable of Trump	61%	(119)	39%	(76)	195
Somewhat Unfavorable of Trump	53%	(66)	47%	(58)	123
Very Unfavorable of Trump	63%	(338)	37%	(197)	534
#1 Issue: Economy	59%	(174)	41%	(122)	297
#1 Issue: Security	57%	(151)	43%	(113)	264
#1 Issue: Health Care	54%	(100)	46%	(85)	185
#1 Issue: Medicare / Social Security	64%	(121)	36%	(69)	190
#1 Issue: Women's Issues	71%	(50)	29%	(20)	70
#1 Issue: Education	49%	(29)	51%	(30)	59
#1 Issue: Energy	65%	(40)	35%	(21)	61
#1 Issue: Other	68%	(45)	32%	(21)	66
2018 House Vote: Democrat	65%	(278)	35%	(150)	429
2018 House Vote: Republican	59%	(255)	41%	(180)	435
2018 House Vote: Someone else	51%	(28)	49%	(27)	55
2016 Vote: Hillary Clinton	63%	(241)	37%	(139)	381
2016 Vote: Donald Trump	57%	(259)	43%	(193)	452
2016 Vote: Other	62%	(72)	38%	(44)	115
2016 Vote: Didn't Vote	57%	(135)	43%	(104)	238
Voted in 2014: Yes	60%	(496)	40%	(327)	823
Voted in 2014: No	58%	(213)	42%	(155)	368
2012 Vote: Barack Obama	61%	(288)	39%	(185)	473
2012 Vote: Mitt Romney	61%	(226)	39%	(142)	367
2012 Vote: Other	56%	(33)	44%	(25)	58
2012 Vote: Didn't Vote	56%	(160)	44%	(127)	287
4-Region: Northeast	57%	(134)	43%	(101)	236
4-Region: Midwest	62%	(163)	38%	(100)	263
4-Region: South	59%	(241)	41%	(171)	412
4-Region: West	61%	(170)	39%	(110)	280

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

Table IHS22_3NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 Thanksgiving Day should be a day to rest and not spend time on shopping

Demographic	Selected		Not Selected		Total N
Adults	47%	(560)	53%	(631)	1191
Gender: Male	48%	(260)	52%	(279)	538
Gender: Female	46%	(300)	54%	(353)	653
Age: 18-29	42%	(68)	58%	(94)	162
Age: 30-44	44%	(123)	56%	(154)	277
Age: 45-54	41%	(87)	59%	(126)	213
Age: 55-64	53%	(122)	47%	(108)	230
Age: 65+	52%	(159)	48%	(150)	309
Generation Z: 18-22	53%	(29)	47%	(25)	54
Millennial: Age 23-38	40%	(116)	60%	(175)	291
Generation X: Age 39-54	43%	(134)	57%	(174)	308
Boomers: Age 55-73	51%	(241)	49%	(232)	473
PID: Dem (no lean)	44%	(172)	56%	(218)	389
PID: Ind (no lean)	46%	(183)	54%	(210)	393
PID: Rep (no lean)	50%	(206)	50%	(203)	409
PID/Gender: Dem Men	42%	(70)	58%	(96)	166
PID/Gender: Dem Women	46%	(102)	54%	(121)	223
PID/Gender: Ind Men	52%	(99)	48%	(91)	191
PID/Gender: Ind Women	41%	(83)	59%	(119)	202
PID/Gender: Rep Men	50%	(90)	50%	(91)	181
PID/Gender: Rep Women	51%	(115)	49%	(112)	227
Ideo: Liberal (1-3)	42%	(133)	58%	(180)	314
Ideo: Moderate (4)	49%	(141)	51%	(149)	290
Ideo: Conservative (5-7)	50%	(241)	50%	(242)	483
Educ: < College	45%	(337)	55%	(406)	743
Educ: Bachelors degree	54%	(156)	46%	(131)	287
Educ: Post-grad	41%	(66)	59%	(94)	160
Income: Under 50k	47%	(273)	53%	(312)	585
Income: 50k-100k	49%	(207)	51%	(215)	422
Income: 100k+	43%	(79)	57%	(104)	184
Ethnicity: White	48%	(492)	52%	(533)	1025
Ethnicity: Hispanic	40%	(62)	60%	(92)	154

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Table IHS22_3NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Thanksgiving Day should be a day to rest and not spend time on shopping

Demographic	Selected		Not Selected		Total N
Adults	47%	(560)	53%	(631)	1191
Ethnicity: Afr. Am.	45%	(34)	55%	(42)	77
Ethnicity: Other	37%	(33)	63%	(56)	89
All Christian	51%	(318)	49%	(304)	622
Atheist	44%	(25)	56%	(32)	58
Agnostic/Nothing in particular	43%	(203)	57%	(271)	474
Religious Non-Protestant/Catholic	35%	(18)	65%	(34)	52
Evangelical	51%	(173)	49%	(170)	343
Non-Evangelical	47%	(225)	53%	(249)	474
Community: Urban	43%	(94)	57%	(125)	219
Community: Suburban	50%	(314)	50%	(319)	633
Community: Rural	45%	(152)	55%	(187)	339
Employ: Private Sector	47%	(189)	53%	(211)	400
Employ: Government	38%	(29)	62%	(47)	76
Employ: Self-Employed	38%	(32)	62%	(53)	84
Employ: Homemaker	43%	(36)	57%	(48)	84
Employ: Retired	51%	(175)	49%	(170)	345
Employ: Unemployed	56%	(45)	44%	(35)	80
Employ: Other	45%	(36)	55%	(43)	79
Military HH: Yes	48%	(108)	52%	(119)	227
Military HH: No	47%	(452)	53%	(512)	964
RD/WT: Right Direction	50%	(221)	50%	(221)	441
RD/WT: Wrong Track	45%	(339)	55%	(411)	749
Trump Job Approve	51%	(260)	49%	(254)	514
Trump Job Disapprove	44%	(284)	56%	(367)	651
Trump Job Strongly Approve	51%	(148)	49%	(142)	290
Trump Job Somewhat Approve	50%	(112)	50%	(112)	224
Trump Job Somewhat Disapprove	40%	(57)	60%	(87)	143
Trump Job Strongly Disapprove	45%	(227)	55%	(281)	508
Favorable of Trump	49%	(252)	51%	(258)	510
Unfavorable of Trump	44%	(292)	56%	(366)	658

Continued on next page

Table IHS22_3NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 Thanksgiving Day should be a day to rest and not spend time on shopping

Demographic	Selected		Not Selected		Total N
Adults	47%	(560)	53%	(631)	1191
Very Favorable of Trump	52%	(164)	48%	(151)	315
Somewhat Favorable of Trump	45%	(88)	55%	(106)	195
Somewhat Unfavorable of Trump	48%	(59)	52%	(65)	123
Very Unfavorable of Trump	44%	(233)	56%	(302)	534
#1 Issue: Economy	41%	(121)	59%	(176)	297
#1 Issue: Security	52%	(137)	48%	(127)	264
#1 Issue: Health Care	49%	(91)	51%	(94)	185
#1 Issue: Medicare / Social Security	53%	(100)	47%	(89)	190
#1 Issue: Women's Issues	41%	(28)	59%	(42)	70
#1 Issue: Education	34%	(20)	66%	(38)	59
#1 Issue: Energy	43%	(26)	57%	(35)	61
#1 Issue: Other	54%	(36)	46%	(30)	66
2018 House Vote: Democrat	46%	(195)	54%	(233)	429
2018 House Vote: Republican	52%	(228)	48%	(207)	435
2018 House Vote: Someone else	47%	(26)	53%	(29)	55
2016 Vote: Hillary Clinton	45%	(171)	55%	(210)	381
2016 Vote: Donald Trump	51%	(231)	49%	(222)	452
2016 Vote: Other	47%	(54)	53%	(61)	115
2016 Vote: Didn't Vote	43%	(102)	57%	(137)	238
Voted in 2014: Yes	49%	(401)	51%	(421)	823
Voted in 2014: No	43%	(159)	57%	(210)	368
2012 Vote: Barack Obama	44%	(210)	56%	(263)	473
2012 Vote: Mitt Romney	55%	(203)	45%	(164)	367
2012 Vote: Other	46%	(27)	54%	(31)	58
2012 Vote: Didn't Vote	41%	(119)	59%	(168)	287
4-Region: Northeast	44%	(104)	56%	(132)	236
4-Region: Midwest	50%	(132)	50%	(131)	263
4-Region: South	44%	(182)	56%	(230)	412
4-Region: West	51%	(142)	49%	(139)	280

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

Table IHS22_4NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
The purpose of Thanksgiving is to be thankful for what you have, not to buy more things

Demographic	Selected		Not Selected		Total N
Adults	53%	(634)	47%	(557)	1191
Gender: Male	52%	(282)	48%	(256)	538
Gender: Female	54%	(352)	46%	(301)	653
Age: 18-29	37%	(60)	63%	(102)	162
Age: 30-44	50%	(139)	50%	(139)	277
Age: 45-54	52%	(111)	48%	(102)	213
Age: 55-64	54%	(124)	46%	(106)	230
Age: 65+	65%	(201)	35%	(108)	309
Generation Z: 18-22	36%	(19)	64%	(35)	54
Millennial: Age 23-38	43%	(126)	57%	(164)	291
Generation X: Age 39-54	53%	(164)	47%	(144)	308
Boomers: Age 55-73	59%	(279)	41%	(194)	473
PID: Dem (no lean)	47%	(182)	53%	(207)	389
PID: Ind (no lean)	52%	(206)	48%	(187)	393
PID: Rep (no lean)	60%	(245)	40%	(163)	409
PID/Gender: Dem Men	46%	(76)	54%	(90)	166
PID/Gender: Dem Women	48%	(106)	52%	(117)	223
PID/Gender: Ind Men	48%	(92)	52%	(99)	191
PID/Gender: Ind Women	56%	(114)	44%	(88)	202
PID/Gender: Rep Men	63%	(113)	37%	(68)	181
PID/Gender: Rep Women	58%	(132)	42%	(96)	227
Ideo: Liberal (1-3)	44%	(137)	56%	(177)	314
Ideo: Moderate (4)	52%	(150)	48%	(140)	290
Ideo: Conservative (5-7)	60%	(292)	40%	(191)	483
Educ: < College	54%	(399)	46%	(345)	743
Educ: Bachelors degree	51%	(148)	49%	(140)	287
Educ: Post-grad	55%	(88)	45%	(72)	160
Income: Under 50k	55%	(323)	45%	(262)	585
Income: 50k-100k	51%	(215)	49%	(208)	422
Income: 100k+	53%	(97)	47%	(87)	184
Ethnicity: White	55%	(560)	45%	(465)	1025
Ethnicity: Hispanic	50%	(77)	50%	(77)	154

Continued on next page

Table IHS22_4NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 The purpose of Thanksgiving is to be thankful for what you have, not to buy more things

Demographic	Selected		Not Selected		Total N
Adults	53%	(634)	47%	(557)	1191
Ethnicity: Afr. Am.	38%	(29)	62%	(47)	77
Ethnicity: Other	50%	(45)	50%	(45)	89
All Christian	58%	(362)	42%	(260)	622
Atheist	36%	(21)	64%	(37)	58
Agnostic/Nothing in particular	49%	(235)	51%	(240)	474
Religious Non-Protestant/Catholic	46%	(24)	54%	(28)	52
Evangelical	60%	(206)	40%	(137)	343
Non-Evangelical	54%	(254)	46%	(220)	474
Community: Urban	49%	(106)	51%	(113)	219
Community: Suburban	53%	(335)	47%	(298)	633
Community: Rural	57%	(192)	43%	(146)	339
Employ: Private Sector	46%	(185)	54%	(215)	400
Employ: Government	48%	(36)	52%	(39)	76
Employ: Self-Employed	57%	(48)	43%	(36)	84
Employ: Homemaker	52%	(43)	48%	(40)	84
Employ: Retired	63%	(216)	37%	(129)	345
Employ: Unemployed	52%	(42)	48%	(38)	80
Employ: Other	55%	(43)	45%	(36)	79
Military HH: Yes	61%	(139)	39%	(88)	227
Military HH: No	51%	(495)	49%	(469)	964
RD/WT: Right Direction	61%	(268)	39%	(174)	441
RD/WT: Wrong Track	49%	(366)	51%	(383)	749
Trump Job Approve	62%	(317)	38%	(197)	514
Trump Job Disapprove	47%	(304)	53%	(347)	651
Trump Job Strongly Approve	62%	(179)	38%	(112)	290
Trump Job Somewhat Approve	62%	(138)	38%	(86)	224
Trump Job Somewhat Disapprove	48%	(69)	52%	(74)	143
Trump Job Strongly Disapprove	46%	(236)	54%	(272)	508
Favorable of Trump	62%	(317)	38%	(193)	510
Unfavorable of Trump	46%	(306)	54%	(352)	658

Continued on next page

Table IHS22_4NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
The purpose of Thanksgiving is to be thankful for what you have, not to buy more things

Demographic	Selected		Not Selected		Total N
Adults	53%	(634)	47%	(557)	1191
Very Favorable of Trump	62%	(195)	38%	(119)	315
Somewhat Favorable of Trump	62%	(121)	38%	(73)	195
Somewhat Unfavorable of Trump	48%	(59)	52%	(64)	123
Very Unfavorable of Trump	46%	(246)	54%	(288)	534
#1 Issue: Economy	52%	(153)	48%	(144)	297
#1 Issue: Security	61%	(160)	39%	(104)	264
#1 Issue: Health Care	45%	(84)	55%	(101)	185
#1 Issue: Medicare / Social Security	60%	(113)	40%	(77)	190
#1 Issue: Women's Issues	39%	(28)	61%	(43)	70
#1 Issue: Education	40%	(23)	60%	(35)	59
#1 Issue: Energy	48%	(29)	52%	(32)	61
#1 Issue: Other	68%	(45)	32%	(21)	66
2018 House Vote: Democrat	50%	(213)	50%	(215)	429
2018 House Vote: Republican	61%	(267)	39%	(168)	435
2018 House Vote: Someone else	51%	(28)	49%	(27)	55
2016 Vote: Hillary Clinton	48%	(184)	52%	(196)	381
2016 Vote: Donald Trump	61%	(274)	39%	(178)	452
2016 Vote: Other	49%	(56)	51%	(59)	115
2016 Vote: Didn't Vote	49%	(117)	51%	(122)	238
Voted in 2014: Yes	56%	(460)	44%	(362)	823
Voted in 2014: No	47%	(174)	53%	(195)	368
2012 Vote: Barack Obama	50%	(238)	50%	(235)	473
2012 Vote: Mitt Romney	64%	(233)	36%	(134)	367
2012 Vote: Other	56%	(32)	44%	(26)	58
2012 Vote: Didn't Vote	45%	(128)	55%	(159)	287
4-Region: Northeast	48%	(114)	52%	(122)	236
4-Region: Midwest	56%	(146)	44%	(117)	263
4-Region: South	52%	(215)	48%	(197)	412
4-Region: West	57%	(159)	43%	(121)	280

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

Table IHS22_5NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Deals that day are not worth the hassle of spending time on shopping

Demographic	Selected		Not Selected		Total N
Adults	14%	(169)	86%	(1021)	1191
Gender: Male	14%	(75)	86%	(463)	538
Gender: Female	14%	(94)	86%	(558)	653
Age: 18-29	13%	(20)	87%	(141)	162
Age: 30-44	15%	(43)	85%	(234)	277
Age: 45-54	16%	(34)	84%	(179)	213
Age: 55-64	13%	(30)	87%	(200)	230
Age: 65+	13%	(42)	87%	(267)	309
Generation Z: 18-22	18%	(10)	82%	(44)	54
Millennial: Age 23-38	13%	(39)	87%	(252)	291
Generation X: Age 39-54	16%	(49)	84%	(258)	308
Boomers: Age 55-73	13%	(60)	87%	(412)	473
PID: Dem (no lean)	13%	(52)	87%	(337)	389
PID: Ind (no lean)	14%	(57)	86%	(337)	393
PID: Rep (no lean)	15%	(61)	85%	(348)	409
PID/Gender: Dem Men	14%	(24)	86%	(142)	166
PID/Gender: Dem Women	13%	(28)	87%	(195)	223
PID/Gender: Ind Men	12%	(23)	88%	(168)	191
PID/Gender: Ind Women	17%	(34)	83%	(168)	202
PID/Gender: Rep Men	16%	(28)	84%	(153)	181
PID/Gender: Rep Women	14%	(32)	86%	(195)	227
Ideo: Liberal (1-3)	13%	(40)	87%	(274)	314
Ideo: Moderate (4)	14%	(40)	86%	(250)	290
Ideo: Conservative (5-7)	16%	(76)	84%	(407)	483
Educ: < College	12%	(93)	88%	(651)	743
Educ: Bachelors degree	19%	(56)	81%	(231)	287
Educ: Post-grad	13%	(21)	87%	(139)	160
Income: Under 50k	14%	(81)	86%	(504)	585
Income: 50k-100k	14%	(59)	86%	(363)	422
Income: 100k+	16%	(30)	84%	(154)	184
Ethnicity: White	13%	(137)	87%	(888)	1025
Ethnicity: Hispanic	13%	(20)	87%	(134)	154

Continued on next page

Table IHS22_5NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Deals that day are not worth the hassle of spending time on shopping

Demographic	Selected		Not Selected		Total N
Adults	14%	(169)	86%	(1021)	1191
Ethnicity: Afr. Am.	19%	(14)	81%	(62)	77
Ethnicity: Other	20%	(18)	80%	(71)	89
All Christian	14%	(88)	86%	(534)	622
Atheist	14%	(8)	86%	(49)	58
Agnostic/Nothing in particular	14%	(68)	86%	(407)	474
Religious Non-Protestant/Catholic	13%	(7)	87%	(45)	52
Evangelical	16%	(55)	84%	(288)	343
Non-Evangelical	13%	(63)	87%	(410)	474
Community: Urban	12%	(27)	88%	(192)	219
Community: Suburban	14%	(90)	86%	(543)	633
Community: Rural	15%	(52)	85%	(286)	339
Employ: Private Sector	16%	(63)	84%	(337)	400
Employ: Government	13%	(10)	87%	(66)	76
Employ: Self-Employed	11%	(10)	89%	(75)	84
Employ: Homemaker	16%	(13)	84%	(70)	84
Employ: Retired	15%	(51)	85%	(294)	345
Employ: Unemployed	8%	(6)	92%	(74)	80
Employ: Other	13%	(11)	87%	(68)	79
Military HH: Yes	11%	(26)	89%	(201)	227
Military HH: No	15%	(144)	85%	(820)	964
RD/WT: Right Direction	14%	(60)	86%	(381)	441
RD/WT: Wrong Track	15%	(109)	85%	(640)	749
Trump Job Approve	13%	(69)	87%	(445)	514
Trump Job Disapprove	15%	(97)	85%	(555)	651
Trump Job Strongly Approve	13%	(37)	87%	(253)	290
Trump Job Somewhat Approve	14%	(32)	86%	(192)	224
Trump Job Somewhat Disapprove	10%	(15)	90%	(128)	143
Trump Job Strongly Disapprove	16%	(82)	84%	(426)	508
Favorable of Trump	14%	(69)	86%	(440)	510
Unfavorable of Trump	15%	(99)	85%	(559)	658

Continued on next page

Table IHS22_5NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply. Deals that day are not worth the hassle of spending time on shopping

Demographic	Selected		Not Selected		Total N
Adults	14%	(169)	86%	(1021)	1191
Very Favorable of Trump	14%	(43)	86%	(272)	315
Somewhat Favorable of Trump	13%	(26)	87%	(169)	195
Somewhat Unfavorable of Trump	11%	(13)	89%	(110)	123
Very Unfavorable of Trump	16%	(85)	84%	(449)	534
#1 Issue: Economy	12%	(36)	88%	(260)	297
#1 Issue: Security	17%	(44)	83%	(220)	264
#1 Issue: Health Care	14%	(26)	86%	(159)	185
#1 Issue: Medicare / Social Security	15%	(28)	85%	(161)	190
#1 Issue: Women's Issues	12%	(8)	88%	(62)	70
#1 Issue: Education	12%	(7)	88%	(51)	59
#1 Issue: Energy	11%	(7)	89%	(54)	61
#1 Issue: Other	18%	(12)	82%	(54)	66
2018 House Vote: Democrat	15%	(65)	85%	(364)	429
2018 House Vote: Republican	13%	(59)	87%	(377)	435
2018 House Vote: Someone else	18%	(10)	82%	(45)	55
2016 Vote: Hillary Clinton	15%	(58)	85%	(323)	381
2016 Vote: Donald Trump	14%	(61)	86%	(391)	452
2016 Vote: Other	12%	(13)	88%	(102)	115
2016 Vote: Didn't Vote	15%	(37)	85%	(202)	238
Voted in 2014: Yes	15%	(121)	85%	(701)	823
Voted in 2014: No	13%	(48)	87%	(320)	368
2012 Vote: Barack Obama	14%	(68)	86%	(405)	473
2012 Vote: Mitt Romney	17%	(64)	83%	(303)	367
2012 Vote: Other	6%	(4)	94%	(54)	58
2012 Vote: Didn't Vote	12%	(34)	88%	(253)	287
4-Region: Northeast	12%	(27)	88%	(208)	236
4-Region: Midwest	14%	(37)	86%	(226)	263
4-Region: South	13%	(52)	87%	(360)	412
4-Region: West	19%	(53)	81%	(227)	280

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

Table IHS22_6NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Deals that day are similar to those on Black Friday or other shopping promotions

Demographic	Selected		Not Selected		Total N
Adults	13%	(151)	87%	(1040)	1191
Gender: Male	13%	(69)	87%	(469)	538
Gender: Female	13%	(82)	87%	(571)	653
Age: 18-29	10%	(17)	90%	(145)	162
Age: 30-44	12%	(34)	88%	(243)	277
Age: 45-54	13%	(28)	87%	(185)	213
Age: 55-64	15%	(35)	85%	(194)	230
Age: 65+	12%	(37)	88%	(272)	309
Generation Z: 18-22	12%	(6)	88%	(48)	54
Millennial: Age 23-38	9%	(25)	91%	(266)	291
Generation X: Age 39-54	15%	(47)	85%	(260)	308
Boomers: Age 55-73	13%	(64)	87%	(409)	473
PID: Dem (no lean)	12%	(45)	88%	(344)	389
PID: Ind (no lean)	12%	(48)	88%	(345)	393
PID: Rep (no lean)	14%	(58)	86%	(351)	409
PID/Gender: Dem Men	11%	(19)	89%	(148)	166
PID/Gender: Dem Women	12%	(26)	88%	(196)	223
PID/Gender: Ind Men	11%	(22)	89%	(169)	191
PID/Gender: Ind Women	13%	(26)	87%	(177)	202
PID/Gender: Rep Men	16%	(28)	84%	(153)	181
PID/Gender: Rep Women	13%	(30)	87%	(198)	227
Ideo: Liberal (1-3)	12%	(36)	88%	(277)	314
Ideo: Moderate (4)	10%	(30)	90%	(261)	290
Ideo: Conservative (5-7)	16%	(75)	84%	(408)	483
Educ: < College	12%	(92)	88%	(652)	743
Educ: Bachelors degree	15%	(43)	85%	(244)	287
Educ: Post-grad	10%	(16)	90%	(144)	160
Income: Under 50k	12%	(73)	88%	(512)	585
Income: 50k-100k	14%	(57)	86%	(365)	422
Income: 100k+	11%	(21)	89%	(163)	184
Ethnicity: White	13%	(130)	87%	(895)	1025
Ethnicity: Hispanic	11%	(17)	89%	(137)	154

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Table IHS22_6NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 Deals that day are similar to those on Black Friday or other shopping promotions

Demographic	Selected		Not Selected		Total N
Adults	13%	(151)	87%	(1040)	1191
Ethnicity: Afr. Am.	12%	(9)	88%	(68)	77
Ethnicity: Other	13%	(12)	87%	(78)	89
All Christian	14%	(84)	86%	(538)	622
Atheist	11%	(6)	89%	(51)	58
Agnostic/Nothing in particular	11%	(54)	89%	(420)	474
Religious Non-Protestant/Catholic	15%	(8)	85%	(44)	52
Evangelical	14%	(48)	86%	(295)	343
Non-Evangelical	12%	(57)	88%	(416)	474
Community: Urban	11%	(23)	89%	(196)	219
Community: Suburban	13%	(82)	87%	(551)	633
Community: Rural	13%	(45)	87%	(293)	339
Employ: Private Sector	13%	(54)	87%	(346)	400
Employ: Government	14%	(11)	86%	(65)	76
Employ: Self-Employed	14%	(12)	86%	(73)	84
Employ: Homemaker	13%	(11)	87%	(73)	84
Employ: Retired	13%	(46)	87%	(299)	345
Employ: Unemployed	7%	(6)	93%	(75)	80
Employ: Other	13%	(10)	87%	(69)	79
Military HH: Yes	11%	(26)	89%	(201)	227
Military HH: No	13%	(125)	87%	(839)	964
RD/WT: Right Direction	14%	(61)	86%	(380)	441
RD/WT: Wrong Track	12%	(89)	88%	(660)	749
Trump Job Approve	13%	(66)	87%	(448)	514
Trump Job Disapprove	12%	(79)	88%	(572)	651
Trump Job Strongly Approve	13%	(39)	87%	(252)	290
Trump Job Somewhat Approve	12%	(28)	88%	(196)	224
Trump Job Somewhat Disapprove	12%	(17)	88%	(127)	143
Trump Job Strongly Disapprove	12%	(63)	88%	(445)	508
Favorable of Trump	14%	(69)	86%	(440)	510
Unfavorable of Trump	11%	(76)	89%	(582)	658

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Table IHS22_6NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Deals that day are similar to those on Black Friday or other shopping promotions

Demographic	Selected		Not Selected		Total N
Adults	13%	(151)	87%	(1040)	1191
Very Favorable of Trump	16%	(50)	84%	(265)	315
Somewhat Favorable of Trump	10%	(19)	90%	(176)	195
Somewhat Unfavorable of Trump	10%	(13)	90%	(111)	123
Very Unfavorable of Trump	12%	(63)	88%	(472)	534
#1 Issue: Economy	13%	(38)	87%	(259)	297
#1 Issue: Security	14%	(37)	86%	(227)	264
#1 Issue: Health Care	11%	(21)	89%	(164)	185
#1 Issue: Medicare / Social Security	13%	(25)	87%	(164)	190
#1 Issue: Women's Issues	9%	(6)	91%	(64)	70
#1 Issue: Education	8%	(5)	92%	(54)	59
#1 Issue: Energy	15%	(9)	85%	(52)	61
#1 Issue: Other	15%	(10)	85%	(56)	66
2018 House Vote: Democrat	12%	(53)	88%	(376)	429
2018 House Vote: Republican	15%	(66)	85%	(369)	435
2018 House Vote: Someone else	17%	(9)	83%	(46)	55
2016 Vote: Hillary Clinton	12%	(47)	88%	(334)	381
2016 Vote: Donald Trump	14%	(62)	86%	(390)	452
2016 Vote: Other	11%	(13)	89%	(102)	115
2016 Vote: Didn't Vote	12%	(29)	88%	(209)	238
Voted in 2014: Yes	14%	(114)	86%	(708)	823
Voted in 2014: No	10%	(37)	90%	(332)	368
2012 Vote: Barack Obama	11%	(54)	89%	(419)	473
2012 Vote: Mitt Romney	16%	(58)	84%	(309)	367
2012 Vote: Other	14%	(8)	86%	(50)	58
2012 Vote: Didn't Vote	10%	(30)	90%	(257)	287
4-Region: Northeast	11%	(25)	89%	(211)	236
4-Region: Midwest	15%	(40)	85%	(223)	263
4-Region: South	11%	(45)	89%	(367)	412
4-Region: West	15%	(41)	85%	(240)	280

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

Table IHS22_7NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 Other, please specify

Demographic	Selected	Not Selected	Total N
Adults	1% (8)	99% (1183)	1191
Gender: Male	— (2)	100% (536)	538
Gender: Female	1% (6)	99% (647)	653
Age: 18-29	1% (1)	99% (161)	162
Age: 30-44	— (1)	100% (276)	277
Age: 45-54	1% (1)	99% (212)	213
Age: 55-64	1% (3)	99% (226)	230
Age: 65+	— (1)	100% (307)	309
Generation Z: 18-22	— (0)	100% (54)	54
Millennial: Age 23-38	1% (2)	99% (289)	291
Generation X: Age 39-54	1% (2)	99% (306)	308
Boomers: Age 55-73	1% (5)	99% (468)	473
PID: Dem (no lean)	1% (3)	99% (386)	389
PID: Ind (no lean)	1% (3)	99% (390)	393
PID: Rep (no lean)	— (2)	100% (407)	409
PID/Gender: Dem Men	1% (1)	99% (165)	166
PID/Gender: Dem Women	1% (2)	99% (221)	223
PID/Gender: Ind Men	1% (1)	99% (190)	191
PID/Gender: Ind Women	1% (2)	99% (200)	202
PID/Gender: Rep Men	— (0)	100% (181)	181
PID/Gender: Rep Women	1% (2)	99% (226)	227
Ideo: Liberal (1-3)	1% (4)	99% (309)	314
Ideo: Moderate (4)	— (1)	100% (290)	290
Ideo: Conservative (5-7)	— (2)	100% (481)	483
Educ: < College	1% (4)	99% (739)	743
Educ: Bachelors degree	1% (3)	99% (284)	287
Educ: Post-grad	— (1)	100% (159)	160
Income: Under 50k	— (3)	100% (582)	585
Income: 50k-100k	1% (5)	99% (417)	422
Income: 100k+	— (1)	100% (183)	184
Ethnicity: White	1% (8)	99% (1017)	1025
Ethnicity: Hispanic	— (0)	100% (154)	154

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Table IHS22_7NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(8)	99%	(1183)	1191
Ethnicity: Afr. Am.	—	(0)	100%	(77)	77
Ethnicity: Other	—	(0)	100%	(89)	89
All Christian	—	(2)	100%	(620)	622
Atheist	—	(0)	100%	(58)	58
Agnostic/Nothing in particular	1%	(4)	99%	(470)	474
Religious Non-Protestant/Catholic	4%	(2)	96%	(50)	52
Evangelical	1%	(4)	99%	(339)	343
Non-Evangelical	—	(2)	100%	(472)	474
Community: Urban	1%	(2)	99%	(217)	219
Community: Suburban	—	(1)	100%	(632)	633
Community: Rural	1%	(5)	99%	(334)	339
Employ: Private Sector	1%	(3)	99%	(397)	400
Employ: Government	—	(0)	100%	(76)	76
Employ: Self-Employed	—	(0)	100%	(84)	84
Employ: Homemaker	2%	(1)	98%	(82)	84
Employ: Retired	—	(1)	100%	(344)	345
Employ: Unemployed	2%	(2)	98%	(79)	80
Employ: Other	1%	(1)	99%	(78)	79
Military HH: Yes	—	(1)	100%	(226)	227
Military HH: No	1%	(8)	99%	(956)	964
RD/WT: Right Direction	—	(2)	100%	(440)	441
RD/WT: Wrong Track	1%	(6)	99%	(743)	749
Trump Job Approve	1%	(3)	99%	(511)	514
Trump Job Disapprove	1%	(5)	99%	(646)	651
Trump Job Strongly Approve	—	(1)	100%	(289)	290
Trump Job Somewhat Approve	1%	(2)	99%	(222)	224
Trump Job Somewhat Disapprove	—	(0)	100%	(143)	143
Trump Job Strongly Disapprove	1%	(5)	99%	(503)	508
Favorable of Trump	—	(2)	100%	(507)	510
Unfavorable of Trump	1%	(6)	99%	(652)	658

Continued on next page

Table IHS22_7NET: Why do you oppose stores and retailers staying open for shopping the day of Thanksgiving? Please select all that apply.
 Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(8)	99%	(1183)	1191
Very Favorable of Trump	1%	(2)	99%	(312)	315
Somewhat Favorable of Trump	—	(0)	100%	(195)	195
Somewhat Unfavorable of Trump	—	(0)	100%	(123)	123
Very Unfavorable of Trump	1%	(6)	99%	(529)	534
#1 Issue: Economy	—	(1)	100%	(295)	297
#1 Issue: Security	—	(0)	100%	(264)	264
#1 Issue: Health Care	2%	(3)	98%	(182)	185
#1 Issue: Medicare / Social Security	—	(0)	100%	(190)	190
#1 Issue: Women's Issues	—	(0)	100%	(70)	70
#1 Issue: Education	1%	(1)	99%	(58)	59
#1 Issue: Energy	—	(0)	100%	(61)	61
#1 Issue: Other	4%	(3)	96%	(63)	66
2018 House Vote: Democrat	1%	(4)	99%	(424)	429
2018 House Vote: Republican	1%	(2)	99%	(433)	435
2018 House Vote: Someone else	2%	(1)	98%	(54)	55
2016 Vote: Hillary Clinton	1%	(4)	99%	(376)	381
2016 Vote: Donald Trump	1%	(2)	99%	(450)	452
2016 Vote: Other	1%	(1)	99%	(114)	115
2016 Vote: Didn't Vote	—	(0)	100%	(238)	238
Voted in 2014: Yes	1%	(7)	99%	(815)	823
Voted in 2014: No	—	(1)	100%	(367)	368
2012 Vote: Barack Obama	1%	(6)	99%	(467)	473
2012 Vote: Mitt Romney	1%	(2)	99%	(365)	367
2012 Vote: Other	—	(0)	100%	(58)	58
2012 Vote: Didn't Vote	—	(0)	100%	(287)	287
4-Region: Northeast	—	(0)	100%	(236)	236
4-Region: Midwest	1%	(1)	99%	(262)	263
4-Region: South	1%	(4)	99%	(408)	412
4-Region: West	1%	(3)	99%	(277)	280

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

Table IHS23: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know / No opinion	Total N
Adults	27% (625)	21% (497)	5% (118)	3% (72)	33% (778)	10% (239)	2329
Gender: Male	23% (260)	24% (269)	7% (74)	3% (39)	34% (377)	9% (105)	1124
Gender: Female	30% (365)	19% (228)	4% (45)	3% (33)	33% (401)	11% (134)	1205
Age: 18-29	20% (94)	18% (85)	8% (37)	5% (21)	35% (165)	15% (68)	471
Age: 30-44	27% (161)	21% (126)	5% (31)	3% (17)	32% (195)	12% (71)	601
Age: 45-54	28% (109)	18% (71)	6% (24)	4% (14)	33% (129)	11% (41)	388
Age: 55-64	33% (134)	20% (80)	5% (20)	2% (9)	33% (134)	7% (30)	407
Age: 65+	27% (126)	29% (136)	1% (5)	2% (11)	34% (155)	6% (28)	462
Generation Z: 18-22	17% (33)	15% (29)	8% (15)	5% (9)	36% (70)	21% (41)	197
Millennial: Age 23-38	24% (159)	21% (135)	6% (41)	3% (21)	36% (232)	10% (66)	654
Generation X: Age 39-54	28% (173)	19% (117)	6% (37)	4% (22)	31% (187)	12% (74)	609
Boomers: Age 55-73	30% (232)	24% (185)	3% (26)	2% (18)	33% (254)	7% (55)	769
PID: Dem (no lean)	24% (192)	22% (176)	6% (48)	3% (22)	36% (283)	9% (73)	794
PID: Ind (no lean)	27% (225)	18% (153)	5% (43)	3% (28)	34% (284)	13% (108)	842
PID: Rep (no lean)	30% (208)	24% (168)	4% (27)	3% (22)	30% (211)	8% (58)	693
PID/Gender: Dem Men	20% (70)	27% (96)	7% (26)	3% (9)	36% (127)	8% (30)	358
PID/Gender: Dem Women	28% (122)	18% (80)	5% (22)	3% (13)	36% (156)	10% (43)	436
PID/Gender: Ind Men	24% (102)	19% (82)	7% (28)	4% (17)	34% (145)	11% (48)	422
PID/Gender: Ind Women	29% (123)	17% (71)	4% (16)	3% (12)	33% (139)	14% (60)	420
PID/Gender: Rep Men	26% (88)	26% (91)	6% (20)	4% (13)	30% (104)	8% (28)	344
PID/Gender: Rep Women	34% (120)	22% (77)	2% (7)	2% (9)	31% (106)	9% (30)	348
Ideo: Liberal (1-3)	23% (141)	25% (150)	4% (26)	4% (24)	38% (229)	6% (33)	602
Ideo: Moderate (4)	25% (145)	23% (132)	6% (37)	2% (12)	33% (191)	10% (59)	576
Ideo: Conservative (5-7)	31% (250)	22% (175)	5% (41)	4% (29)	32% (253)	6% (47)	795
Educ: < College	28% (453)	18% (289)	6% (94)	3% (52)	33% (527)	12% (186)	1601
Educ: Bachelors degree	23% (110)	27% (126)	4% (17)	2% (11)	37% (174)	7% (31)	470
Educ: Post-grad	24% (61)	32% (82)	3% (7)	4% (9)	30% (77)	9% (22)	258
Income: Under 50k	27% (352)	18% (226)	6% (76)	4% (49)	34% (434)	12% (156)	1293
Income: 50k-100k	27% (199)	26% (189)	4% (30)	2% (11)	33% (240)	8% (62)	731
Income: 100k+	24% (74)	27% (81)	4% (12)	4% (12)	34% (104)	7% (21)	304

Continued on next page

Table IHS23: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know / No opinion	Total N
Adults	27% (625)	21% (497)	5% (118)	3% (72)	33% (778)	10% (239)	2329
Ethnicity: White	28% (506)	23% (421)	4% (72)	3% (48)	33% (608)	9% (167)	1823
Ethnicity: Hispanic	23% (84)	23% (85)	7% (26)	4% (16)	32% (118)	11% (41)	370
Ethnicity: Afr. Am.	22% (65)	12% (35)	8% (24)	6% (17)	37% (107)	15% (43)	290
Ethnicity: Other	25% (54)	19% (41)	11% (23)	3% (6)	29% (63)	13% (29)	216
All Christian	30% (300)	25% (253)	5% (50)	3% (28)	30% (298)	8% (79)	1008
All Non-Christian	23% (23)	20% (21)	6% (6)	5% (5)	33% (33)	13% (13)	102
Atheist	23% (24)	19% (20)	7% (7)	2% (2)	40% (41)	9% (10)	104
Agnostic/Nothing in particular	25% (277)	18% (203)	5% (55)	3% (37)	36% (405)	12% (137)	1116
Religious Non-Protestant/Catholic	25% (31)	20% (24)	7% (9)	4% (5)	33% (40)	11% (13)	122
Evangelical	31% (202)	21% (135)	5% (36)	3% (19)	31% (203)	8% (55)	649
Non-Evangelical	26% (219)	24% (196)	4% (35)	3% (22)	33% (278)	10% (84)	835
Community: Urban	23% (128)	23% (128)	6% (34)	2% (14)	33% (188)	13% (72)	563
Community: Suburban	27% (302)	22% (250)	5% (53)	3% (37)	35% (389)	8% (92)	1124
Community: Rural	30% (195)	19% (119)	5% (31)	3% (21)	31% (201)	12% (75)	642
Employ: Private Sector	28% (198)	25% (177)	5% (34)	3% (20)	32% (230)	9% (61)	718
Employ: Government	22% (30)	27% (37)	6% (9)	7% (9)	28% (38)	9% (12)	136
Employ: Self-Employed	23% (44)	22% (42)	5% (9)	4% (7)	38% (72)	8% (14)	189
Employ: Homemaker	25% (49)	15% (28)	4% (9)	6% (12)	35% (68)	14% (28)	195
Employ: Retired	29% (155)	27% (146)	4% (19)	1% (8)	33% (176)	6% (34)	539
Employ: Unemployed	24% (58)	12% (29)	7% (18)	4% (9)	34% (81)	19% (45)	240
Employ: Other	31% (67)	11% (24)	4% (9)	2% (5)	33% (71)	18% (38)	214
Military HH: Yes	29% (120)	26% (108)	3% (11)	3% (14)	31% (130)	7% (31)	414
Military HH: No	26% (505)	20% (389)	6% (107)	3% (58)	34% (648)	11% (208)	1915
RD/WT: Right Direction	30% (257)	22% (195)	4% (39)	3% (30)	31% (270)	9% (79)	871
RD/WT: Wrong Track	25% (367)	21% (301)	5% (79)	3% (42)	35% (508)	11% (161)	1458
Trump Job Approve	31% (288)	22% (208)	4% (41)	3% (32)	30% (283)	9% (84)	936
Trump Job Disapprove	25% (314)	21% (268)	6% (71)	3% (39)	36% (453)	9% (116)	1261

Continued on next page

Table IHS23: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know / No opinion	Total N
Adults	27% (625)	21% (497)	5% (118)	3% (72)	33% (778)	10% (239)	2329
Trump Job Strongly Approve	38% (189)	20% (100)	3% (16)	3% (16)	29% (145)	7% (35)	501
Trump Job Somewhat Approve	23% (100)	25% (108)	6% (25)	4% (16)	32% (139)	11% (49)	435
Trump Job Somewhat Disapprove	24% (77)	22% (69)	5% (16)	3% (8)	38% (120)	9% (27)	318
Trump Job Strongly Disapprove	25% (237)	21% (199)	6% (55)	3% (30)	35% (333)	9% (88)	943
Favorable of Trump	31% (278)	22% (202)	4% (39)	4% (36)	31% (279)	8% (77)	910
Unfavorable of Trump	25% (313)	22% (276)	6% (76)	3% (32)	36% (455)	9% (114)	1267
Very Favorable of Trump	35% (190)	19% (104)	4% (21)	5% (26)	28% (151)	9% (47)	540
Somewhat Favorable of Trump	24% (88)	26% (98)	5% (17)	3% (10)	34% (127)	8% (30)	370
Somewhat Unfavorable of Trump	27% (70)	22% (59)	6% (15)	1% (3)	35% (92)	9% (25)	265
Very Unfavorable of Trump	24% (242)	22% (217)	6% (61)	3% (29)	36% (363)	9% (89)	1002
#1 Issue: Economy	25% (150)	22% (129)	4% (24)	3% (17)	37% (220)	9% (57)	597
#1 Issue: Security	30% (133)	21% (94)	6% (25)	3% (14)	29% (131)	11% (49)	447
#1 Issue: Health Care	24% (95)	23% (92)	7% (29)	3% (11)	33% (131)	10% (38)	396
#1 Issue: Medicare / Social Security	30% (107)	20% (72)	3% (10)	3% (12)	36% (129)	9% (31)	360
#1 Issue: Women's Issues	27% (38)	21% (30)	5% (7)	5% (8)	31% (44)	11% (16)	143
#1 Issue: Education	29% (36)	19% (24)	6% (7)	4% (5)	28% (35)	14% (18)	125
#1 Issue: Energy	22% (31)	21% (30)	9% (13)	3% (4)	34% (48)	11% (15)	141
#1 Issue: Other	29% (34)	21% (25)	3% (4)	1% (1)	34% (41)	12% (14)	119
2018 House Vote: Democrat	26% (206)	24% (193)	5% (36)	2% (18)	35% (273)	8% (63)	789
2018 House Vote: Republican	33% (237)	24% (172)	4% (29)	4% (27)	28% (204)	7% (52)	722
2018 House Vote: Someone else	20% (21)	21% (23)	2% (2)	7% (7)	36% (40)	14% (16)	109
2016 Vote: Hillary Clinton	25% (181)	24% (174)	5% (38)	2% (12)	36% (260)	8% (61)	726
2016 Vote: Donald Trump	33% (240)	23% (168)	4% (29)	4% (32)	29% (212)	7% (50)	730
2016 Vote: Other	33% (60)	24% (44)	3% (6)	2% (4)	31% (56)	7% (13)	184
2016 Vote: Didn't Vote	21% (145)	16% (108)	6% (44)	4% (25)	36% (248)	17% (115)	685
Voted in 2014: Yes	31% (426)	24% (334)	4% (60)	3% (40)	31% (433)	7% (101)	1395
Voted in 2014: No	21% (199)	17% (162)	6% (58)	3% (32)	37% (345)	15% (138)	934

Continued on next page

Table IHS23: *If a store actively decided to stay closed on Thanksgiving Day, would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know / No opinion	Total N
Adults	27% (625)	21% (497)	5% (118)	3% (72)	33% (778)	10% (239)	2329
2012 Vote: Barack Obama	28% (242)	23% (197)	4% (38)	3% (24)	34% (290)	7% (62)	854
2012 Vote: Mitt Romney	32% (174)	26% (143)	4% (20)	3% (16)	30% (166)	6% (34)	553
2012 Vote: Other	41% (36)	16% (14)	1% (1)	1% (1)	29% (25)	12% (11)	88
2012 Vote: Didn't Vote	21% (170)	17% (141)	7% (59)	4% (31)	35% (292)	16% (132)	825
4-Region: Northeast	24% (101)	22% (92)	3% (14)	3% (14)	34% (143)	13% (53)	417
4-Region: Midwest	27% (131)	26% (127)	5% (24)	4% (21)	30% (146)	8% (41)	489
4-Region: South	29% (252)	18% (158)	4% (39)	3% (28)	35% (307)	10% (89)	873
4-Region: West	26% (141)	22% (120)	8% (41)	2% (9)	33% (183)	10% (56)	550

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

Table IHS24: Do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	37% (872)	31% (717)	7% (165)	4% (93)	21% (483)	2329
Gender: Male	37% (410)	35% (393)	6% (71)	5% (51)	18% (199)	1124
Gender: Female	38% (462)	27% (324)	8% (94)	3% (42)	24% (284)	1205
Age: 18-29	33% (157)	27% (129)	11% (50)	4% (17)	25% (118)	471
Age: 30-44	37% (220)	29% (177)	8% (48)	5% (31)	21% (126)	601
Age: 45-54	39% (150)	35% (136)	5% (20)	3% (13)	18% (70)	388
Age: 55-64	42% (170)	29% (120)	6% (25)	5% (20)	18% (72)	407
Age: 65+	38% (175)	34% (155)	5% (22)	3% (13)	21% (96)	462
Generation Z: 18-22	29% (58)	19% (38)	12% (23)	3% (7)	36% (71)	197
Millennial: Age 23-38	35% (232)	31% (202)	9% (62)	4% (28)	20% (130)	654
Generation X: Age 39-54	39% (237)	33% (202)	5% (32)	4% (25)	19% (113)	609
Boomers: Age 55-73	40% (304)	31% (242)	6% (44)	4% (31)	19% (149)	769
PID: Dem (no lean)	40% (322)	30% (239)	9% (73)	3% (25)	17% (135)	794
PID: Ind (no lean)	32% (269)	30% (256)	8% (66)	4% (37)	25% (214)	842
PID: Rep (no lean)	41% (282)	32% (222)	4% (25)	4% (30)	19% (134)	693
PID/Gender: Dem Men	42% (149)	34% (121)	7% (24)	4% (15)	14% (49)	358
PID/Gender: Dem Women	40% (173)	27% (118)	11% (49)	2% (10)	20% (86)	436
PID/Gender: Ind Men	32% (134)	35% (150)	8% (32)	4% (16)	21% (90)	422
PID/Gender: Ind Women	32% (135)	25% (106)	8% (35)	5% (21)	29% (123)	420
PID/Gender: Rep Men	37% (128)	36% (123)	4% (15)	6% (20)	17% (59)	344
PID/Gender: Rep Women	44% (154)	28% (99)	3% (10)	3% (11)	21% (75)	348
Ideo: Liberal (1-3)	40% (238)	29% (173)	10% (59)	5% (29)	17% (102)	602
Ideo: Moderate (4)	37% (212)	34% (194)	7% (38)	4% (23)	19% (109)	576
Ideo: Conservative (5-7)	41% (327)	34% (272)	5% (38)	3% (27)	16% (131)	795
Educ: < College	37% (596)	30% (472)	7% (113)	4% (70)	22% (351)	1601
Educ: Bachelors degree	37% (176)	34% (161)	8% (36)	3% (13)	18% (84)	470
Educ: Post-grad	39% (101)	32% (83)	6% (16)	4% (11)	18% (48)	258
Income: Under 50k	36% (469)	30% (387)	7% (85)	4% (52)	23% (300)	1293
Income: 50k-100k	38% (279)	32% (231)	8% (59)	5% (33)	18% (130)	731
Income: 100k+	41% (124)	33% (99)	7% (21)	2% (8)	17% (52)	304
Ethnicity: White	37% (673)	32% (586)	6% (117)	4% (72)	21% (374)	1823
Ethnicity: Hispanic	30% (110)	32% (118)	12% (45)	6% (21)	20% (75)	370

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Table IHS24: Do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	37% (872)	31% (717)	7% (165)	4% (93)	21% (483)	2329
Ethnicity: Afr. Am.	46% (133)	23% (68)	6% (19)	3% (9)	22% (63)	290
Ethnicity: Other	30% (66)	29% (63)	14% (29)	5% (12)	21% (46)	216
All Christian	40% (401)	33% (331)	6% (56)	5% (46)	17% (172)	1008
All Non-Christian	42% (43)	30% (31)	6% (6)	3% (3)	18% (18)	102
Atheist	38% (40)	26% (27)	14% (15)	4% (4)	18% (18)	104
Agnostic/Nothing in particular	35% (388)	29% (327)	8% (87)	4% (40)	25% (273)	1116
Religious Non-Protestant/Catholic	44% (54)	28% (35)	6% (7)	3% (3)	19% (23)	122
Evangelical	41% (264)	31% (204)	6% (39)	4% (28)	18% (114)	649
Non-Evangelical	39% (328)	31% (262)	6% (54)	4% (36)	19% (156)	835
Community: Urban	35% (197)	31% (176)	8% (44)	5% (26)	21% (120)	563
Community: Suburban	39% (434)	32% (362)	7% (73)	3% (37)	19% (217)	1124
Community: Rural	38% (241)	28% (179)	7% (47)	5% (30)	23% (146)	642
Employ: Private Sector	40% (285)	33% (234)	8% (54)	4% (28)	16% (118)	718
Employ: Government	35% (48)	34% (47)	11% (14)	3% (4)	17% (22)	136
Employ: Self-Employed	38% (72)	30% (56)	9% (17)	7% (14)	16% (30)	189
Employ: Homemaker	39% (77)	23% (45)	8% (16)	3% (7)	26% (50)	195
Employ: Retired	39% (208)	32% (175)	5% (28)	4% (19)	20% (108)	539
Employ: Unemployed	31% (73)	35% (83)	4% (11)	4% (9)	27% (63)	240
Employ: Other	35% (76)	23% (48)	7% (16)	5% (10)	30% (64)	214
Military HH: Yes	36% (150)	33% (134)	8% (31)	4% (16)	20% (82)	414
Military HH: No	38% (722)	30% (582)	7% (133)	4% (77)	21% (401)	1915
RD/WT: Right Direction	39% (342)	33% (285)	5% (48)	4% (38)	18% (158)	871
RD/WT: Wrong Track	36% (530)	30% (432)	8% (117)	4% (55)	22% (325)	1458
Trump Job Approve	40% (371)	33% (305)	5% (50)	4% (37)	19% (173)	936
Trump Job Disapprove	38% (475)	30% (383)	8% (101)	4% (52)	20% (251)	1261
Trump Job Strongly Approve	42% (208)	28% (141)	5% (24)	6% (30)	20% (98)	501
Trump Job Somewhat Approve	37% (162)	38% (164)	6% (27)	2% (7)	17% (75)	435
Trump Job Somewhat Disapprove	35% (110)	34% (109)	9% (27)	4% (12)	18% (59)	318
Trump Job Strongly Disapprove	39% (364)	29% (274)	8% (74)	4% (39)	20% (192)	943
Favorable of Trump	40% (361)	34% (309)	4% (40)	4% (33)	18% (167)	910
Unfavorable of Trump	37% (469)	30% (383)	9% (111)	4% (53)	20% (251)	1267

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Table IHS24: Do you support or oppose stores and retailers opening for shopping the day after Thanksgiving (i.e. Black Friday)?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	37% (872)	31% (717)	7% (165)	4% (93)	21% (483)	2329
Very Favorable of Trump	42% (229)	29% (158)	4% (21)	5% (28)	19% (104)	540
Somewhat Favorable of Trump	36% (132)	41% (151)	5% (19)	1% (5)	17% (63)	370
Somewhat Unfavorable of Trump	33% (86)	35% (92)	10% (26)	4% (11)	19% (50)	265
Very Unfavorable of Trump	38% (383)	29% (291)	8% (85)	4% (42)	20% (201)	1002
#1 Issue: Economy	36% (215)	33% (194)	7% (45)	4% (26)	19% (116)	597
#1 Issue: Security	43% (191)	30% (134)	4% (19)	3% (15)	20% (88)	447
#1 Issue: Health Care	36% (142)	32% (129)	8% (31)	4% (18)	19% (76)	396
#1 Issue: Medicare / Social Security	42% (150)	30% (109)	5% (19)	3% (10)	20% (71)	360
#1 Issue: Women's Issues	33% (47)	22% (31)	16% (23)	4% (6)	26% (37)	143
#1 Issue: Education	40% (49)	30% (37)	11% (13)	2% (2)	18% (23)	125
#1 Issue: Energy	33% (47)	31% (43)	5% (7)	5% (7)	26% (37)	141
#1 Issue: Other	24% (29)	33% (39)	7% (8)	7% (9)	29% (34)	119
2018 House Vote: Democrat	40% (319)	28% (222)	9% (72)	5% (36)	18% (140)	789
2018 House Vote: Republican	40% (292)	33% (241)	5% (36)	4% (29)	17% (125)	722
2018 House Vote: Someone else	22% (23)	35% (38)	8% (9)	7% (8)	28% (30)	109
2016 Vote: Hillary Clinton	41% (296)	30% (214)	8% (61)	4% (29)	17% (126)	726
2016 Vote: Donald Trump	42% (303)	33% (242)	5% (38)	4% (30)	16% (118)	730
2016 Vote: Other	27% (50)	35% (64)	7% (14)	6% (10)	25% (46)	184
2016 Vote: Didn't Vote	33% (223)	28% (195)	8% (52)	4% (24)	28% (190)	685
Voted in 2014: Yes	42% (581)	30% (416)	6% (90)	4% (56)	18% (253)	1395
Voted in 2014: No	31% (291)	32% (300)	8% (75)	4% (37)	25% (230)	934
2012 Vote: Barack Obama	42% (360)	28% (243)	8% (69)	4% (34)	17% (148)	854
2012 Vote: Mitt Romney	41% (224)	33% (184)	4% (22)	5% (26)	17% (96)	553
2012 Vote: Other	32% (28)	31% (27)	9% (8)	4% (3)	25% (22)	88
2012 Vote: Didn't Vote	31% (254)	32% (260)	8% (66)	4% (29)	26% (216)	825
4-Region: Northeast	38% (157)	32% (134)	7% (30)	4% (17)	19% (79)	417
4-Region: Midwest	35% (170)	35% (171)	6% (30)	4% (22)	20% (95)	489
4-Region: South	40% (351)	29% (254)	6% (55)	3% (26)	21% (186)	873
4-Region: West	35% (194)	29% (157)	9% (50)	5% (27)	22% (122)	550

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

Table IHS25: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know / No opinion	Total N
Adults	13% (295)	14% (323)	7% (169)	4% (87)	49% (1136)	14% (319)	2329
Gender: Male	13% (147)	15% (168)	8% (85)	4% (45)	48% (538)	13% (142)	1124
Gender: Female	12% (148)	13% (155)	7% (84)	3% (42)	50% (598)	15% (177)	1205
Age: 18-29	13% (61)	14% (64)	9% (42)	5% (22)	45% (210)	15% (71)	471
Age: 30-44	15% (90)	14% (85)	8% (51)	4% (25)	43% (259)	15% (92)	601
Age: 45-54	13% (52)	14% (55)	8% (29)	3% (12)	49% (190)	13% (51)	388
Age: 55-64	11% (46)	13% (53)	7% (27)	4% (14)	54% (219)	12% (47)	407
Age: 65+	10% (45)	14% (66)	4% (21)	3% (14)	56% (258)	12% (58)	462
Generation Z: 18-22	12% (23)	10% (19)	12% (24)	5% (10)	42% (82)	20% (39)	197
Millennial: Age 23-38	13% (84)	16% (104)	8% (50)	4% (28)	45% (295)	14% (92)	654
Generation X: Age 39-54	16% (96)	13% (80)	8% (49)	3% (20)	46% (282)	14% (83)	609
Boomers: Age 55-73	11% (83)	14% (107)	5% (42)	3% (24)	55% (421)	12% (92)	769
PID: Dem (no lean)	12% (96)	16% (123)	7% (55)	4% (35)	49% (389)	12% (96)	794
PID: Ind (no lean)	13% (111)	13% (108)	7% (62)	3% (28)	47% (392)	17% (142)	842
PID: Rep (no lean)	13% (88)	13% (91)	8% (52)	3% (24)	51% (356)	12% (81)	693
PID/Gender: Dem Men	12% (42)	16% (58)	8% (29)	5% (19)	47% (167)	12% (43)	358
PID/Gender: Dem Women	12% (54)	15% (66)	6% (26)	4% (17)	51% (222)	12% (52)	436
PID/Gender: Ind Men	13% (55)	13% (57)	6% (26)	4% (16)	49% (206)	14% (61)	422
PID/Gender: Ind Women	13% (56)	12% (52)	8% (35)	3% (12)	44% (185)	19% (81)	420
PID/Gender: Rep Men	14% (49)	16% (54)	8% (29)	3% (10)	48% (165)	11% (38)	344
PID/Gender: Rep Women	11% (39)	11% (38)	7% (23)	4% (14)	55% (192)	12% (43)	348
Ideo: Liberal (1-3)	11% (69)	17% (101)	8% (48)	4% (22)	52% (311)	8% (51)	602
Ideo: Moderate (4)	11% (64)	16% (91)	7% (40)	4% (25)	50% (286)	12% (69)	576
Ideo: Conservative (5-7)	13% (103)	12% (99)	7% (56)	4% (29)	53% (420)	11% (88)	795
Educ: < College	14% (227)	13% (214)	7% (119)	4% (62)	46% (740)	15% (239)	1601
Educ: Bachelors degree	7% (35)	14% (66)	7% (35)	4% (17)	57% (268)	10% (49)	470
Educ: Post-grad	13% (33)	17% (43)	6% (15)	3% (8)	50% (128)	12% (30)	258

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Table IHS25: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know / No opinion	Total N
Adults	13% (295)	14% (323)	7% (169)	4% (87)	49% (1136)	14% (319)	2329
Income: Under 50k	14% (179)	13% (172)	7% (90)	4% (54)	46% (592)	16% (206)	1293
Income: 50k-100k	11% (81)	15% (108)	8% (58)	3% (24)	51% (375)	12% (85)	731
Income: 100k+	11% (35)	14% (43)	7% (22)	3% (8)	56% (170)	9% (27)	304
Ethnicity: White	12% (220)	14% (255)	7% (123)	4% (64)	51% (938)	12% (222)	1823
Ethnicity: Hispanic	16% (59)	18% (68)	9% (32)	6% (23)	40% (150)	10% (38)	370
Ethnicity: Afr. Am.	17% (49)	12% (34)	9% (25)	1% (4)	42% (121)	20% (58)	290
Ethnicity: Other	12% (26)	16% (34)	10% (21)	9% (19)	36% (78)	18% (38)	216
All Christian	11% (114)	15% (155)	7% (69)	4% (39)	52% (525)	10% (106)	1008
All Non-Christian	23% (23)	11% (11)	11% (11)	5% (5)	38% (39)	12% (12)	102
Atheist	12% (12)	16% (16)	7% (7)	3% (3)	53% (55)	10% (10)	104
Agnostic/Nothing in particular	13% (146)	13% (140)	7% (82)	4% (40)	46% (517)	17% (191)	1116
Religious Non-Protestant/Catholic Evangelical	20% (25)	11% (13)	11% (13)	4% (5)	44% (54)	10% (12)	122
Non-Evangelical	16% (103)	13% (86)	7% (48)	4% (27)	47% (308)	12% (78)	649
Community: Urban	10% (87)	17% (139)	6% (51)	4% (32)	51% (427)	12% (99)	835
Community: Suburban	14% (81)	15% (82)	8% (46)	5% (27)	43% (243)	15% (84)	563
Community: Rural	12% (131)	14% (154)	7% (75)	3% (31)	54% (602)	12% (132)	1124
Employ: Private Sector	13% (83)	14% (87)	8% (49)	5% (29)	45% (292)	16% (103)	642
Employ: Government	14% (101)	14% (98)	8% (56)	3% (22)	50% (362)	11% (79)	718
Employ: Self-Employed	13% (18)	18% (24)	10% (14)	3% (5)	45% (61)	11% (14)	136
Employ: Homemaker	15% (27)	15% (28)	10% (18)	4% (8)	46% (86)	11% (21)	189
Employ: Retired	11% (22)	8% (15)	5% (10)	7% (13)	54% (106)	15% (28)	195
Employ: Unemployed	10% (54)	16% (86)	5% (28)	3% (17)	52% (281)	14% (73)	539
Employ: Other	13% (32)	16% (39)	7% (16)	3% (8)	42% (100)	19% (46)	240
Military HH: Yes	15% (33)	10% (21)	8% (18)	5% (11)	40% (86)	21% (45)	214
Military HH: No	13% (55)	15% (61)	6% (26)	5% (21)	49% (203)	11% (47)	414
RD/WT: Right Direction	13% (240)	14% (262)	7% (143)	3% (65)	49% (933)	14% (271)	1915
RD/WT: Wrong Track	15% (128)	14% (119)	8% (70)	3% (28)	48% (415)	13% (111)	871
	11% (167)	14% (204)	7% (99)	4% (59)	49% (721)	14% (207)	1458

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Table IHS25: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know / No opinion	Total N
Adults	13% (295)	14% (323)	7% (169)	4% (87)	49% (1136)	14% (319)	2329
Trump Job Approve	15% (139)	14% (130)	8% (74)	3% (25)	49% (457)	12% (112)	936
Trump Job Disapprove	11% (142)	14% (180)	7% (90)	5% (57)	50% (635)	13% (158)	1261
Trump Job Strongly Approve	19% (94)	13% (67)	6% (29)	2% (12)	47% (236)	12% (62)	501
Trump Job Somewhat Approve	10% (45)	14% (62)	10% (45)	3% (13)	51% (220)	11% (50)	435
Trump Job Somewhat Disapprove	12% (37)	14% (45)	7% (22)	5% (16)	51% (163)	11% (36)	318
Trump Job Strongly Disapprove	11% (105)	14% (135)	7% (68)	4% (41)	50% (473)	13% (122)	943
Favorable of Trump	14% (126)	13% (122)	9% (82)	3% (27)	50% (452)	11% (102)	910
Unfavorable of Trump	12% (148)	15% (186)	6% (80)	4% (54)	51% (643)	12% (157)	1267
Very Favorable of Trump	16% (88)	13% (68)	8% (41)	4% (20)	48% (260)	11% (62)	540
Somewhat Favorable of Trump	10% (37)	15% (54)	11% (41)	2% (7)	52% (191)	11% (40)	370
Somewhat Unfavorable of Trump	14% (38)	16% (43)	6% (16)	3% (8)	51% (136)	9% (25)	265
Very Unfavorable of Trump	11% (110)	14% (143)	6% (65)	5% (45)	51% (507)	13% (132)	1002
#1 Issue: Economy	13% (77)	13% (78)	7% (44)	3% (20)	50% (297)	14% (81)	597
#1 Issue: Security	12% (53)	13% (59)	8% (37)	2% (11)	52% (231)	13% (56)	447
#1 Issue: Health Care	15% (58)	14% (57)	8% (32)	4% (17)	47% (185)	12% (48)	396
#1 Issue: Medicare / Social Security	14% (49)	11% (39)	4% (16)	3% (10)	54% (196)	14% (50)	360
#1 Issue: Women's Issues	13% (19)	17% (24)	7% (10)	5% (7)	41% (59)	17% (24)	143
#1 Issue: Education	10% (12)	20% (25)	9% (11)	2% (2)	43% (53)	17% (22)	125
#1 Issue: Energy	10% (15)	15% (22)	10% (15)	9% (12)	46% (66)	9% (12)	141
#1 Issue: Other	10% (12)	16% (19)	4% (5)	6% (7)	42% (50)	22% (26)	119
2018 House Vote: Democrat	13% (103)	15% (119)	6% (48)	3% (24)	50% (398)	12% (98)	789
2018 House Vote: Republican	14% (99)	14% (105)	8% (57)	3% (23)	51% (367)	10% (71)	722
2018 House Vote: Someone else	10% (11)	14% (15)	9% (9)	4% (4)	43% (47)	21% (23)	109
2016 Vote: Hillary Clinton	14% (103)	14% (103)	5% (39)	4% (27)	51% (367)	12% (86)	726
2016 Vote: Donald Trump	13% (98)	14% (103)	8% (59)	4% (27)	51% (370)	10% (73)	730
2016 Vote: Other	12% (23)	19% (36)	4% (7)	1% (1)	49% (90)	14% (26)	184
2016 Vote: Didn't Vote	10% (71)	12% (81)	9% (64)	4% (31)	45% (306)	19% (132)	685

Continued on next page

Table IHS25: *If a store actively decided to stay closed on the day after Thanksgiving (i.e. Black Friday), would you be more or less likely to visit that store in the future?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't know / No opinion	Total N
Adults	13% (295)	14% (323)	7% (169)	4% (87)	49% (1136)	14% (319)	2329
Voted in 2014: Yes	14% (193)	14% (197)	7% (96)	3% (48)	50% (703)	11% (158)	1395
Voted in 2014: No	11% (102)	14% (126)	8% (73)	4% (39)	46% (433)	17% (161)	934
2012 Vote: Barack Obama	14% (118)	14% (117)	8% (66)	3% (25)	50% (426)	12% (102)	854
2012 Vote: Mitt Romney	12% (66)	13% (71)	8% (43)	3% (19)	54% (300)	10% (53)	553
2012 Vote: Other	18% (16)	16% (14)	1% (1)	2% (1)	48% (42)	16% (14)	88
2012 Vote: Didn't Vote	12% (95)	15% (121)	7% (59)	5% (42)	44% (360)	18% (147)	825
4-Region: Northeast	12% (51)	13% (53)	7% (28)	3% (12)	51% (211)	15% (61)	417
4-Region: Midwest	11% (55)	18% (86)	7% (34)	5% (25)	46% (227)	13% (63)	489
4-Region: South	13% (116)	12% (104)	7% (64)	3% (29)	50% (439)	14% (122)	873
4-Region: West	13% (73)	15% (81)	8% (43)	4% (21)	47% (259)	13% (73)	550

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2329	100%
xdemGender	Gender: Male	1124	48%
	Gender: Female	1205	52%
	N	2329	
age5	Age: 18-29	471	20%
	Age: 30-44	601	26%
	Age: 45-54	388	17%
	Age: 55-64	407	17%
	Age: 65+	462	20%
	N	2329	
demAgeGeneration	Generation Z: 18-22	197	8%
	Millennial: Age 23-38	654	28%
	Generation X: Age 39-54	609	26%
	Boomers: Age 55-73	769	33%
	N	2229	
xpid3	PID: Dem (no lean)	794	34%
	PID: Ind (no lean)	842	36%
	PID: Rep (no lean)	693	30%
	N	2329	
xpidGender	PID/Gender: Dem Men	358	15%
	PID/Gender: Dem Women	436	19%
	PID/Gender: Ind Men	422	18%
	PID/Gender: Ind Women	420	18%
	PID/Gender: Rep Men	344	15%
	PID/Gender: Rep Women	348	15%
	N	2329	
xdemIdeo3	Ideo: Liberal (1-3)	602	26%
	Ideo: Moderate (4)	576	25%
	Ideo: Conservative (5-7)	795	34%
	N	1973	
xeduc3	Educ: < College	1601	69%
	Educ: Bachelors degree	470	20%
	Educ: Post-grad	258	11%
	N	2329	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1293	56%
	Income: 50k-100k	731	31%
	Income: 100k+	304	13%
	N	2329	
xdemWhite	Ethnicity: White	1823	78%
xdemHispBin	Ethnicity: Hispanic	370	16%
demBlackBin	Ethnicity: Afr. Am.	290	12%
demRaceOther	Ethnicity: Other	216	9%
xdemReligion	All Christian	1008	43%
	All Non-Christian	102	4%
	Atheist	104	4%
	Agnostic/Nothing in particular	1116	48%
	N	2329	
xdemReligOther	Religious Non-Protestant/Catholic	122	5%
xdemEvang	Evangelical	649	28%
	Non-Evangelical	835	36%
	N	1484	
xdemUsr	Community: Urban	563	24%
	Community: Suburban	1124	48%
	Community: Rural	642	28%
	N	2329	
xdemEmploy	Employ: Private Sector	718	31%
	Employ: Government	136	6%
	Employ: Self-Employed	189	8%
	Employ: Homemaker	195	8%
	Employ: Retired	539	23%
	Employ: Unemployed	240	10%
	Employ: Other	214	9%
	N	2230	
xdemMilHH1	Military HH: Yes	414	18%
	Military HH: No	1915	82%
	N	2329	
xnr1	RD/WT: Right Direction	871	37%
	RD/WT: Wrong Track	1458	63%
	N	2329	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	936	40%
	Trump Job Disapprove	1261	54%
	N	2197	
Trump_Approve2	Trump Job Strongly Approve	501	22%
	Trump Job Somewhat Approve	435	19%
	Trump Job Somewhat Disapprove	318	14%
	Trump Job Strongly Disapprove	943	40%
	N	2197	
Trump_Fav	Favorable of Trump	910	39%
	Unfavorable of Trump	1267	54%
	N	2177	
Trump_Fav_FULL	Very Favorable of Trump	540	23%
	Somewhat Favorable of Trump	370	16%
	Somewhat Unfavorable of Trump	265	11%
	Very Unfavorable of Trump	1002	43%
	N	2177	
xnr3	#1 Issue: Economy	597	26%
	#1 Issue: Security	447	19%
	#1 Issue: Health Care	396	17%
	#1 Issue: Medicare / Social Security	360	15%
	#1 Issue: Women's Issues	143	6%
	#1 Issue: Education	125	5%
	#1 Issue: Energy	141	6%
	#1 Issue: Other	119	5%
	N	2329	
xsubVote18O	2018 House Vote: Democrat	789	34%
	2018 House Vote: Republican	722	31%
	2018 House Vote: Someone else	109	5%
	N	1620	
xsubVote16O	2016 Vote: Hillary Clinton	726	31%
	2016 Vote: Donald Trump	730	31%
	2016 Vote: Other	184	8%
	2016 Vote: Didn't Vote	685	29%
	N	2325	
xsubVote14O	Voted in 2014: Yes	1395	60%
	Voted in 2014: No	934	40%
	N	2329	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	854	37%
	2012 Vote: Mitt Romney	553	24%
	2012 Vote: Other	88	4%
	2012 Vote: Didn't Vote	825	35%
	N	2320	
xreg4	4-Region: Northeast	417	18%
	4-Region: Midwest	489	21%
	4-Region: South	873	37%
	4-Region: West	550	24%
	N	2329	

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

