



National Tracking Poll #2004109  
May 01-03, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between May 1-May 3, 2020 among a national sample of 1000 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, and race. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MGC1\_1:** How optimistic are you about each of the following?  
The future of the world

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	17%	(165)	43%	(426)	28%	(276)	13%	(133)	1000
Gender: Male	18%	(88)	45%	(221)	22%	(106)	15%	(73)	489
Gender: Female	15%	(77)	40%	(205)	33%	(169)	12%	(60)	511
Age: 18-34	15%	(76)	41%	(209)	28%	(144)	15%	(77)	506
Generation Z: 13-23	17%	(165)	43%	(426)	28%	(276)	13%	(133)	1000
PID: Dem (no lean)	14%	(51)	40%	(141)	31%	(109)	15%	(54)	355
PID: Ind (no lean)	16%	(71)	42%	(187)	27%	(118)	15%	(68)	445
PID: Rep (no lean)	22%	(43)	49%	(98)	24%	(49)	5%	(10)	201
PID/Gender: Dem Men	15%	(23)	46%	(74)	23%	(36)	16%	(26)	160
PID/Gender: Dem Women	14%	(27)	34%	(66)	37%	(73)	14%	(28)	195
PID/Gender: Ind Men	18%	(40)	42%	(93)	22%	(50)	18%	(40)	223
PID/Gender: Ind Women	14%	(31)	42%	(94)	31%	(68)	13%	(29)	222
PID/Gender: Rep Men	23%	(25)	50%	(53)	19%	(21)	7%	(7)	106
PID/Gender: Rep Women	20%	(19)	47%	(45)	30%	(28)	3%	(3)	95
Ideo: Liberal (1-3)	13%	(41)	37%	(120)	33%	(107)	17%	(56)	324
Ideo: Moderate (4)	18%	(33)	46%	(85)	23%	(42)	13%	(25)	185
Ideo: Conservative (5-7)	20%	(34)	46%	(80)	27%	(47)	7%	(12)	173
Educ: < College	16%	(148)	43%	(390)	28%	(253)	14%	(126)	916
Educ: Bachelors degree	20%	(15)	44%	(32)	28%	(20)	8%	(6)	72
Income: Under 50k	17%	(84)	40%	(197)	27%	(132)	15%	(76)	488
Income: 50k-100k	15%	(50)	46%	(150)	27%	(89)	12%	(39)	328
Income: 100k+	17%	(32)	43%	(80)	29%	(54)	10%	(18)	183
Ethnicity: White	15%	(94)	43%	(275)	30%	(190)	12%	(79)	638
Ethnicity: Hispanic	18%	(37)	41%	(82)	21%	(43)	20%	(40)	203
Ethnicity: Afr. Am.	18%	(23)	41%	(54)	22%	(29)	20%	(26)	131
Ethnicity: Other	21%	(48)	42%	(98)	24%	(57)	12%	(29)	231

Continued on next page

**Table MGC1\_1: How optimistic are you about each of the following?**  
*The future of the world*

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	17%	(165)	43%	(426)	28%	(276)	13%	(133)	1000
All Christian	18%	(49)	50%	(136)	23%	(63)	10%	(26)	274
All Non-Christian	23%	(15)	39%	(26)	25%	(16)	12%	(8)	65
Atheist	10%	(11)	32%	(36)	38%	(42)	21%	(24)	113
Agnostic/Nothing in particular	17%	(91)	42%	(229)	28%	(154)	14%	(75)	548
Religious Non-Protestant/Catholic	20%	(16)	38%	(31)	28%	(23)	14%	(11)	82
Evangelical	21%	(38)	45%	(81)	24%	(42)	10%	(19)	180
Non-Evangelical	15%	(43)	50%	(140)	25%	(70)	10%	(30)	283
Community: Urban	19%	(50)	47%	(120)	20%	(52)	13%	(34)	256
Community: Suburban	14%	(77)	43%	(230)	31%	(165)	12%	(67)	539
Community: Rural	19%	(39)	37%	(76)	28%	(58)	16%	(33)	206
Employ: Private Sector	14%	(12)	45%	(38)	29%	(25)	12%	(10)	84
Employ: Unemployed	17%	(26)	46%	(71)	27%	(41)	11%	(16)	154
Military HH: Yes	14%	(18)	36%	(48)	35%	(46)	16%	(21)	132
Military HH: No	17%	(147)	44%	(378)	26%	(230)	13%	(112)	868
RD/WT: Right Direction	25%	(78)	46%	(139)	21%	(64)	8%	(25)	305
RD/WT: Wrong Track	13%	(88)	41%	(287)	30%	(212)	16%	(108)	695
Trump Job Approve	22%	(61)	42%	(114)	27%	(75)	9%	(25)	274
Trump Job Disapprove	12%	(72)	42%	(245)	30%	(177)	16%	(91)	586
Trump Job Strongly Approve	27%	(29)	43%	(46)	23%	(25)	7%	(8)	109
Trump Job Somewhat Approve	19%	(31)	41%	(68)	30%	(50)	10%	(17)	166
Trump Job Somewhat Disapprove	16%	(33)	50%	(104)	25%	(53)	10%	(20)	209
Trump Job Strongly Disapprove	10%	(39)	38%	(142)	33%	(125)	19%	(71)	377
Favorable of Trump	24%	(62)	44%	(112)	26%	(68)	6%	(15)	256
Unfavorable of Trump	12%	(72)	43%	(261)	30%	(183)	15%	(90)	606
Very Favorable of Trump	33%	(36)	34%	(37)	27%	(30)	6%	(6)	109
Somewhat Favorable of Trump	18%	(26)	51%	(74)	26%	(38)	6%	(9)	147
Somewhat Unfavorable of Trump	15%	(27)	55%	(96)	22%	(39)	8%	(13)	176
Very Unfavorable of Trump	11%	(45)	38%	(165)	33%	(143)	18%	(77)	430

Continued on next page

**Table MGC1\_1:** How optimistic are you about each of the following?  
The future of the world

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	17%	(165)	43%	(426)	28%	(276)	13%	(133)	1000
#1 Issue: Economy	20%	(60)	45%	(132)	23%	(67)	13%	(37)	296
#1 Issue: Security	27%	(21)	37%	(28)	27%	(21)	8%	(6)	76
#1 Issue: Health Care	10%	(16)	47%	(80)	32%	(55)	11%	(19)	171
#1 Issue: Women's Issues	11%	(13)	37%	(43)	38%	(45)	14%	(17)	117
#1 Issue: Education	20%	(29)	43%	(62)	27%	(39)	10%	(15)	145
#1 Issue: Energy	14%	(13)	31%	(30)	35%	(34)	21%	(20)	98
#1 Issue: Other	12%	(10)	53%	(44)	18%	(15)	17%	(14)	82
2018 House Vote: Democrat	10%	(11)	50%	(56)	30%	(33)	10%	(12)	112
2016 Vote: Hillary Clinton	16%	(12)	41%	(32)	32%	(25)	12%	(9)	78
2016 Vote: Didn't Vote	16%	(142)	43%	(377)	27%	(240)	14%	(121)	881
Voted in 2014: No	16%	(159)	42%	(411)	28%	(272)	13%	(130)	972
2012 Vote: Didn't Vote	16%	(159)	43%	(417)	28%	(273)	13%	(129)	978
4-Region: Northeast	15%	(33)	46%	(99)	25%	(54)	14%	(30)	216
4-Region: Midwest	18%	(41)	42%	(96)	29%	(68)	11%	(26)	232
4-Region: South	17%	(58)	41%	(138)	30%	(102)	12%	(39)	337
4-Region: West	15%	(33)	43%	(94)	24%	(52)	18%	(38)	216

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

**Table MGC1\_2: How optimistic are you about each of the following?**  
*The future of the United States*

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	17%	(170)	41%	(409)	30%	(301)	12%	(120)	1000
Gender: Male	21%	(101)	40%	(197)	25%	(125)	13%	(66)	489
Gender: Female	14%	(69)	41%	(212)	34%	(176)	11%	(54)	511
Age: 18-34	16%	(79)	39%	(198)	32%	(163)	13%	(65)	506
Generation Z: 13-23	17%	(170)	41%	(409)	30%	(301)	12%	(120)	1000
PID: Dem (no lean)	12%	(41)	36%	(127)	39%	(139)	13%	(47)	355
PID: Ind (no lean)	16%	(72)	40%	(176)	30%	(135)	14%	(62)	445
PID: Rep (no lean)	29%	(57)	53%	(106)	13%	(26)	6%	(11)	201
PID/Gender: Dem Men	15%	(24)	38%	(60)	34%	(55)	13%	(21)	160
PID/Gender: Dem Women	9%	(18)	34%	(67)	43%	(84)	13%	(25)	195
PID/Gender: Ind Men	18%	(39)	40%	(89)	26%	(58)	17%	(37)	223
PID/Gender: Ind Women	15%	(33)	39%	(87)	35%	(78)	11%	(25)	222
PID/Gender: Rep Men	36%	(39)	45%	(48)	12%	(12)	7%	(7)	106
PID/Gender: Rep Women	20%	(19)	61%	(58)	15%	(14)	4%	(4)	95
Ideo: Liberal (1-3)	11%	(36)	31%	(100)	42%	(137)	16%	(51)	324
Ideo: Moderate (4)	15%	(29)	44%	(82)	30%	(55)	10%	(19)	185
Ideo: Conservative (5-7)	27%	(47)	48%	(83)	19%	(33)	6%	(10)	173
Educ: < College	17%	(156)	41%	(376)	29%	(270)	12%	(114)	916
Educ: Bachelors degree	17%	(12)	43%	(31)	34%	(25)	6%	(4)	72
Income: Under 50k	17%	(83)	39%	(190)	30%	(149)	14%	(67)	488
Income: 50k-100k	15%	(50)	47%	(154)	27%	(89)	11%	(36)	328
Income: 100k+	21%	(38)	36%	(66)	34%	(63)	9%	(17)	183
Ethnicity: White	17%	(108)	41%	(260)	30%	(192)	12%	(78)	638
Ethnicity: Hispanic	24%	(48)	35%	(71)	24%	(49)	17%	(35)	203
Ethnicity: Afr. Am.	20%	(26)	38%	(50)	31%	(40)	11%	(15)	131
Ethnicity: Other	16%	(37)	43%	(99)	30%	(69)	12%	(27)	231
All Christian	22%	(59)	47%	(128)	26%	(71)	6%	(15)	274
All Non-Christian	23%	(15)	33%	(22)	30%	(19)	14%	(9)	65
Atheist	8%	(9)	31%	(35)	40%	(45)	21%	(24)	113
Agnostic/Nothing in particular	16%	(88)	41%	(224)	30%	(166)	13%	(71)	548
Religious Non-Protestant/Catholic	20%	(16)	36%	(29)	33%	(27)	11%	(9)	82

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**Table MGC1\_2:** How optimistic are you about each of the following?  
The future of the United States

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	17%	(170)	41%	(409)	30%	(301)	12%	(120)	1000
Evangelical	22%	(40)	47%	(85)	22%	(39)	9%	(15)	180
Non-Evangelical	18%	(51)	47%	(133)	28%	(79)	7%	(20)	283
Community: Urban	22%	(56)	40%	(103)	26%	(67)	11%	(29)	256
Community: Suburban	16%	(86)	40%	(217)	33%	(178)	11%	(58)	539
Community: Rural	14%	(29)	44%	(90)	27%	(55)	16%	(32)	206
Employ: Private Sector	14%	(12)	44%	(37)	30%	(25)	12%	(10)	84
Employ: Unemployed	19%	(30)	43%	(66)	25%	(39)	13%	(20)	154
Military HH: Yes	16%	(22)	40%	(53)	30%	(39)	14%	(19)	132
Military HH: No	17%	(149)	41%	(356)	30%	(262)	12%	(101)	868
RD/WT: Right Direction	30%	(92)	49%	(148)	15%	(45)	7%	(20)	305
RD/WT: Wrong Track	11%	(79)	38%	(261)	37%	(256)	14%	(99)	695
Trump Job Approve	29%	(80)	47%	(129)	17%	(45)	7%	(20)	274
Trump Job Disapprove	10%	(61)	37%	(215)	39%	(227)	14%	(83)	586
Trump Job Strongly Approve	38%	(41)	46%	(49)	10%	(10)	7%	(8)	109
Trump Job Somewhat Approve	23%	(39)	48%	(79)	21%	(35)	8%	(13)	166
Trump Job Somewhat Disapprove	11%	(24)	50%	(105)	33%	(68)	6%	(12)	209
Trump Job Strongly Disapprove	10%	(38)	29%	(110)	42%	(159)	19%	(70)	377
Favorable of Trump	29%	(75)	51%	(131)	15%	(39)	4%	(10)	256
Unfavorable of Trump	10%	(62)	39%	(235)	37%	(222)	14%	(87)	606
Very Favorable of Trump	43%	(46)	40%	(44)	12%	(13)	6%	(6)	109
Somewhat Favorable of Trump	19%	(29)	59%	(87)	18%	(27)	3%	(4)	147
Somewhat Unfavorable of Trump	14%	(25)	52%	(92)	26%	(46)	7%	(13)	176
Very Unfavorable of Trump	9%	(37)	33%	(143)	41%	(176)	17%	(74)	430
#1 Issue: Economy	22%	(65)	45%	(132)	22%	(66)	11%	(33)	296
#1 Issue: Security	34%	(26)	43%	(33)	12%	(9)	11%	(8)	76
#1 Issue: Health Care	10%	(17)	42%	(72)	37%	(64)	11%	(18)	171
#1 Issue: Women's Issues	10%	(11)	38%	(44)	39%	(46)	13%	(15)	117
#1 Issue: Education	18%	(26)	41%	(59)	31%	(45)	10%	(15)	145
#1 Issue: Energy	8%	(7)	32%	(31)	47%	(46)	14%	(13)	98
#1 Issue: Other	18%	(15)	41%	(34)	23%	(19)	18%	(15)	82

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**Table MGC1\_2: How optimistic are you about each of the following?**  
*The future of the United States*

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	17%	(170)	41%	(409)	30%	(301)	12%	(120)	1000
2018 House Vote: Democrat	10%	(12)	36%	(40)	44%	(50)	9%	(10)	112
2016 Vote: Hillary Clinton	13%	(10)	36%	(28)	39%	(30)	12%	(9)	78
2016 Vote: Didn't Vote	17%	(147)	41%	(365)	30%	(261)	12%	(108)	881
Voted in 2014: No	17%	(161)	41%	(399)	30%	(295)	12%	(116)	972
2012 Vote: Didn't Vote	17%	(162)	41%	(401)	31%	(300)	12%	(115)	978
4-Region: Northeast	13%	(29)	43%	(92)	32%	(69)	12%	(26)	216
4-Region: Midwest	17%	(39)	45%	(103)	28%	(64)	11%	(26)	232
4-Region: South	20%	(69)	40%	(135)	30%	(99)	10%	(33)	337
4-Region: West	16%	(34)	36%	(78)	32%	(69)	16%	(35)	216

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

**Table MGC1\_3:** How optimistic are you about each of the following?  
Your future personal wellbeing

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	32%	(322)	45%	(450)	16%	(158)	7%	(70)	1000
Gender: Male	33%	(162)	43%	(212)	15%	(76)	8%	(39)	489
Gender: Female	31%	(160)	46%	(237)	16%	(83)	6%	(31)	511
Age: 18-34	28%	(139)	48%	(242)	17%	(86)	8%	(38)	506
Generation Z: 13-23	32%	(322)	45%	(450)	16%	(158)	7%	(70)	1000
PID: Dem (no lean)	31%	(111)	49%	(173)	16%	(55)	4%	(15)	355
PID: Ind (no lean)	27%	(122)	45%	(199)	18%	(78)	10%	(46)	445
PID: Rep (no lean)	44%	(89)	38%	(77)	13%	(25)	5%	(9)	201
PID/Gender: Dem Men	31%	(50)	50%	(80)	16%	(25)	3%	(5)	160
PID/Gender: Dem Women	32%	(61)	48%	(93)	15%	(30)	5%	(10)	195
PID/Gender: Ind Men	28%	(63)	41%	(92)	18%	(39)	13%	(28)	223
PID/Gender: Ind Women	26%	(58)	48%	(107)	18%	(39)	8%	(18)	222
PID/Gender: Rep Men	46%	(49)	37%	(39)	11%	(11)	6%	(7)	106
PID/Gender: Rep Women	43%	(40)	40%	(37)	15%	(14)	3%	(3)	95
Ideo: Liberal (1-3)	26%	(85)	47%	(152)	21%	(67)	6%	(19)	324
Ideo: Moderate (4)	29%	(54)	46%	(85)	16%	(30)	9%	(16)	185
Ideo: Conservative (5-7)	43%	(75)	44%	(76)	10%	(18)	3%	(5)	173
Educ: < College	33%	(299)	44%	(405)	16%	(145)	7%	(68)	916
Educ: Bachelors degree	28%	(20)	55%	(40)	16%	(11)	1%	(1)	72
Income: Under 50k	28%	(138)	45%	(220)	18%	(87)	9%	(44)	488
Income: 50k-100k	35%	(115)	44%	(145)	16%	(51)	5%	(17)	328
Income: 100k+	38%	(69)	46%	(85)	11%	(21)	5%	(9)	183
Ethnicity: White	32%	(206)	47%	(298)	15%	(94)	6%	(39)	638
Ethnicity: Hispanic	30%	(60)	43%	(86)	17%	(35)	10%	(21)	203
Ethnicity: Afr. Am.	35%	(46)	40%	(52)	18%	(23)	7%	(10)	131
Ethnicity: Other	30%	(70)	43%	(99)	18%	(41)	9%	(22)	231
All Christian	43%	(118)	41%	(113)	12%	(33)	4%	(11)	274
All Non-Christian	30%	(19)	46%	(30)	18%	(11)	6%	(4)	65
Atheist	18%	(20)	54%	(60)	19%	(21)	10%	(11)	113
Agnostic/Nothing in particular	30%	(165)	45%	(247)	17%	(93)	8%	(44)	548
Religious Non-Protestant/Catholic	27%	(22)	50%	(41)	18%	(15)	5%	(4)	82

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**Table MGC1\_3: How optimistic are you about each of the following?**  
*Your future personal wellbeing*

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	32%	(322)	45%	(450)	16%	(158)	7%	(70)	1000
Evangelical	43%	(77)	39%	(71)	12%	(22)	5%	(10)	180
Non-Evangelical	37%	(106)	45%	(128)	12%	(35)	5%	(14)	283
Community: Urban	34%	(86)	43%	(109)	18%	(45)	6%	(15)	256
Community: Suburban	32%	(174)	47%	(252)	15%	(79)	6%	(34)	539
Community: Rural	30%	(62)	43%	(89)	17%	(34)	10%	(21)	206
Employ: Private Sector	24%	(20)	56%	(47)	17%	(15)	3%	(2)	84
Employ: Unemployed	35%	(54)	41%	(63)	17%	(26)	8%	(12)	154
Military HH: Yes	35%	(46)	40%	(53)	15%	(20)	10%	(14)	132
Military HH: No	32%	(276)	46%	(397)	16%	(139)	7%	(57)	868
RD/WT: Right Direction	40%	(121)	42%	(127)	13%	(39)	6%	(18)	305
RD/WT: Wrong Track	29%	(201)	46%	(322)	17%	(119)	8%	(52)	695
Trump Job Approve	41%	(112)	40%	(110)	14%	(37)	5%	(15)	274
Trump Job Disapprove	28%	(162)	48%	(281)	18%	(106)	6%	(38)	586
Trump Job Strongly Approve	51%	(55)	31%	(33)	11%	(12)	7%	(8)	109
Trump Job Somewhat Approve	34%	(56)	47%	(77)	15%	(25)	4%	(7)	166
Trump Job Somewhat Disapprove	28%	(59)	53%	(111)	16%	(34)	2%	(5)	209
Trump Job Strongly Disapprove	27%	(103)	45%	(169)	19%	(72)	9%	(33)	377
Favorable of Trump	44%	(113)	40%	(103)	13%	(34)	2%	(6)	256
Unfavorable of Trump	26%	(159)	48%	(291)	19%	(113)	7%	(43)	606
Very Favorable of Trump	57%	(62)	26%	(29)	13%	(14)	4%	(4)	109
Somewhat Favorable of Trump	35%	(52)	51%	(74)	14%	(20)	1%	(1)	147
Somewhat Unfavorable of Trump	28%	(49)	53%	(93)	14%	(24)	5%	(10)	176
Very Unfavorable of Trump	26%	(110)	46%	(198)	21%	(89)	8%	(34)	430
#1 Issue: Economy	36%	(106)	46%	(135)	14%	(40)	5%	(15)	296
#1 Issue: Security	46%	(35)	32%	(24)	15%	(11)	7%	(6)	76
#1 Issue: Health Care	25%	(42)	51%	(87)	18%	(30)	7%	(12)	171
#1 Issue: Women's Issues	34%	(40)	38%	(44)	21%	(24)	8%	(9)	117
#1 Issue: Education	32%	(47)	42%	(61)	21%	(30)	5%	(8)	145
#1 Issue: Energy	23%	(23)	57%	(55)	12%	(12)	8%	(7)	98
#1 Issue: Other	32%	(26)	43%	(36)	12%	(10)	13%	(11)	82

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**Table MGC1\_3:** *How optimistic are you about each of the following?*  
*Your future personal wellbeing*

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	32%	(322)	45%	(450)	16%	(158)	7%	(70)	1000
2018 House Vote: Democrat	30%	(34)	49%	(55)	18%	(21)	3%	(3)	112
2016 Vote: Hillary Clinton	34%	(26)	49%	(38)	14%	(11)	3%	(2)	78
2016 Vote: Didn't Vote	32%	(284)	44%	(391)	16%	(139)	8%	(66)	881
Voted in 2014: No	32%	(309)	45%	(441)	16%	(156)	7%	(66)	972
2012 Vote: Didn't Vote	32%	(312)	45%	(441)	16%	(157)	7%	(67)	978
4-Region: Northeast	32%	(68)	47%	(102)	14%	(31)	7%	(14)	216
4-Region: Midwest	36%	(82)	43%	(100)	16%	(38)	5%	(11)	232
4-Region: South	33%	(112)	43%	(143)	17%	(56)	8%	(26)	337
4-Region: West	28%	(60)	48%	(104)	16%	(34)	9%	(19)	216

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

**Table MGC1\_4:** *How optimistic are you about each of the following?*  
*Your future personal finances*

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	28%	(281)	49%	(490)	16%	(159)	7%	(69)	1000
Gender: Male	30%	(149)	47%	(230)	15%	(72)	8%	(38)	489
Gender: Female	26%	(132)	51%	(261)	17%	(87)	6%	(31)	511
Age: 18-34	26%	(133)	48%	(244)	17%	(84)	9%	(45)	506
Generation Z: 13-23	28%	(281)	49%	(490)	16%	(159)	7%	(69)	1000
PID: Dem (no lean)	25%	(90)	53%	(189)	16%	(58)	5%	(18)	355
PID: Ind (no lean)	25%	(112)	48%	(214)	17%	(75)	10%	(44)	445
PID: Rep (no lean)	39%	(79)	44%	(87)	13%	(26)	4%	(8)	201
PID/Gender: Dem Men	29%	(47)	50%	(80)	17%	(28)	4%	(6)	160
PID/Gender: Dem Women	22%	(43)	56%	(109)	15%	(30)	6%	(12)	195
PID/Gender: Ind Men	27%	(60)	45%	(101)	15%	(34)	12%	(28)	223
PID/Gender: Ind Women	23%	(52)	51%	(113)	19%	(42)	7%	(16)	222
PID/Gender: Rep Men	40%	(42)	46%	(49)	10%	(10)	4%	(4)	106
PID/Gender: Rep Women	39%	(37)	41%	(39)	17%	(16)	3%	(3)	95
Ideo: Liberal (1-3)	25%	(81)	47%	(152)	21%	(69)	7%	(23)	324
Ideo: Moderate (4)	26%	(48)	53%	(99)	14%	(26)	6%	(12)	185
Ideo: Conservative (5-7)	39%	(68)	46%	(79)	12%	(21)	3%	(5)	173
Educ: < College	28%	(259)	49%	(446)	16%	(146)	7%	(65)	916
Educ: Bachelors degree	24%	(18)	54%	(39)	18%	(13)	4%	(3)	72
Income: Under 50k	24%	(119)	51%	(251)	14%	(70)	10%	(48)	488
Income: 50k-100k	28%	(92)	50%	(165)	17%	(56)	4%	(15)	328
Income: 100k+	38%	(70)	40%	(74)	18%	(33)	3%	(6)	183
Ethnicity: White	28%	(178)	51%	(323)	16%	(104)	5%	(33)	638
Ethnicity: Hispanic	27%	(55)	46%	(94)	17%	(35)	9%	(19)	203
Ethnicity: Afr. Am.	31%	(41)	50%	(66)	10%	(13)	9%	(12)	131
Ethnicity: Other	27%	(62)	44%	(102)	19%	(43)	11%	(24)	231
All Christian	36%	(98)	49%	(133)	10%	(28)	5%	(15)	274
All Non-Christian	33%	(21)	44%	(29)	17%	(11)	6%	(4)	65
Atheist	18%	(20)	52%	(59)	23%	(26)	6%	(7)	113
Agnostic/Nothing in particular	26%	(142)	49%	(269)	17%	(94)	8%	(44)	548
Religious Non-Protestant/Catholic	28%	(23)	52%	(43)	15%	(12)	5%	(4)	82

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**Table MGC1\_4:** How optimistic are you about each of the following?  
Your future personal finances

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	28%	(281)	49%	(490)	16%	(159)	7%	(69)	1000
Evangelical	36%	(64)	46%	(83)	12%	(21)	6%	(12)	180
Non-Evangelical	32%	(90)	48%	(135)	14%	(40)	6%	(18)	283
Community: Urban	28%	(71)	48%	(122)	15%	(39)	9%	(23)	256
Community: Suburban	26%	(142)	52%	(282)	16%	(86)	6%	(30)	539
Community: Rural	33%	(68)	42%	(86)	17%	(35)	8%	(17)	206
Employ: Private Sector	29%	(24)	55%	(47)	14%	(12)	2%	(2)	84
Employ: Unemployed	29%	(45)	47%	(72)	14%	(21)	10%	(15)	154
Military HH: Yes	31%	(41)	45%	(60)	13%	(17)	10%	(14)	132
Military HH: No	28%	(240)	50%	(430)	16%	(142)	6%	(55)	868
RD/WT: Right Direction	37%	(113)	44%	(136)	12%	(37)	7%	(20)	305
RD/WT: Wrong Track	24%	(168)	51%	(355)	18%	(123)	7%	(49)	695
Trump Job Approve	36%	(99)	45%	(124)	14%	(40)	4%	(11)	274
Trump Job Disapprove	24%	(140)	52%	(303)	17%	(102)	7%	(42)	586
Trump Job Strongly Approve	49%	(53)	36%	(39)	10%	(11)	5%	(6)	109
Trump Job Somewhat Approve	28%	(46)	51%	(85)	17%	(29)	3%	(6)	166
Trump Job Somewhat Disapprove	23%	(47)	58%	(121)	14%	(29)	5%	(11)	209
Trump Job Strongly Disapprove	24%	(92)	48%	(181)	19%	(73)	8%	(31)	377
Favorable of Trump	40%	(101)	46%	(117)	12%	(32)	3%	(6)	256
Unfavorable of Trump	23%	(139)	52%	(318)	18%	(110)	7%	(39)	606
Very Favorable of Trump	52%	(56)	34%	(37)	9%	(10)	5%	(5)	109
Somewhat Favorable of Trump	31%	(45)	54%	(79)	15%	(22)	1%	(1)	147
Somewhat Unfavorable of Trump	22%	(39)	58%	(102)	14%	(24)	6%	(11)	176
Very Unfavorable of Trump	23%	(100)	50%	(216)	20%	(86)	7%	(28)	430
#1 Issue: Economy	35%	(105)	47%	(140)	12%	(36)	5%	(15)	296
#1 Issue: Security	45%	(34)	37%	(28)	12%	(9)	5%	(4)	76
#1 Issue: Health Care	19%	(33)	56%	(95)	17%	(29)	8%	(13)	171
#1 Issue: Women's Issues	19%	(23)	53%	(62)	21%	(25)	7%	(8)	117
#1 Issue: Education	25%	(36)	52%	(75)	18%	(26)	6%	(8)	145
#1 Issue: Energy	23%	(22)	51%	(50)	20%	(19)	6%	(6)	98
#1 Issue: Other	30%	(25)	41%	(34)	16%	(13)	12%	(10)	82

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**Table MGC1\_4:** *How optimistic are you about each of the following?*  
*Your future personal finances*

Demographic	Very optimistic		Somewhat optimistic		Not very optimistic		Not optimistic at all		Total N
Adults	28%	(281)	49%	(490)	16%	(159)	7%	(69)	1000
2018 House Vote: Democrat	25%	(28)	55%	(62)	18%	(20)	1%	(2)	112
2016 Vote: Hillary Clinton	30%	(23)	49%	(38)	14%	(11)	6%	(5)	78
2016 Vote: Didn't Vote	28%	(243)	49%	(432)	16%	(144)	7%	(62)	881
Voted in 2014: No	28%	(269)	49%	(480)	16%	(156)	7%	(67)	972
2012 Vote: Didn't Vote	28%	(270)	49%	(483)	16%	(159)	7%	(66)	978
4-Region: Northeast	26%	(56)	53%	(115)	14%	(30)	6%	(14)	216
4-Region: Midwest	29%	(67)	48%	(111)	17%	(40)	6%	(13)	232
4-Region: South	31%	(104)	49%	(163)	14%	(49)	6%	(21)	337
4-Region: West	25%	(54)	47%	(101)	19%	(40)	10%	(21)	216

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

**Table MGC2:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	My future is more determined by choices I make or things I can control.		My future is more determined by luck or fate.		Total N
Adults	85%	(852)	15%	(148)	1000
Gender: Male	84%	(410)	16%	(79)	489
Gender: Female	86%	(442)	14%	(69)	511
Age: 18-34	84%	(424)	16%	(82)	506
Generation Z: 13-23	85%	(852)	15%	(148)	1000
PID: Dem (no lean)	87%	(309)	13%	(46)	355
PID: Ind (no lean)	83%	(367)	17%	(78)	445
PID: Rep (no lean)	88%	(177)	12%	(24)	201
PID/Gender: Dem Men	85%	(135)	15%	(25)	160
PID/Gender: Dem Women	89%	(173)	11%	(21)	195
PID/Gender: Ind Men	82%	(181)	18%	(41)	223
PID/Gender: Ind Women	83%	(185)	17%	(37)	222
PID/Gender: Rep Men	88%	(93)	12%	(13)	106
PID/Gender: Rep Women	88%	(84)	12%	(11)	95
Ideo: Liberal (1-3)	85%	(276)	15%	(48)	324
Ideo: Moderate (4)	83%	(153)	17%	(32)	185
Ideo: Conservative (5-7)	89%	(154)	11%	(19)	173
Educ: < College	85%	(780)	15%	(136)	916
Educ: Bachelors degree	87%	(63)	13%	(9)	72
Income: Under 50k	82%	(403)	18%	(86)	488
Income: 50k-100k	86%	(283)	14%	(45)	328
Income: 100k+	91%	(166)	9%	(17)	183
Ethnicity: White	87%	(553)	13%	(85)	638
Ethnicity: Hispanic	80%	(163)	20%	(40)	203
Ethnicity: Afr. Am.	85%	(111)	15%	(20)	131
Ethnicity: Other	82%	(189)	18%	(43)	231
All Christian	89%	(245)	11%	(29)	274
All Non-Christian	82%	(53)	18%	(11)	65
Atheist	79%	(89)	21%	(24)	113
Agnostic/Nothing in particular	85%	(465)	15%	(83)	548
Religious Non-Protestant/Catholic	85%	(70)	15%	(12)	82

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**Table MGC2:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	My future is more determined by choices I make or things I can control.		My future is more determined by luck or fate.		Total N
Adults	85%	(852)	15%	(148)	1000
Evangelical	91%	(163)	9%	(17)	180
Non-Evangelical	87%	(248)	13%	(36)	283
Community: Urban	84%	(214)	16%	(41)	256
Community: Suburban	87%	(467)	13%	(71)	539
Community: Rural	83%	(170)	17%	(35)	206
Employ: Private Sector	86%	(73)	14%	(11)	84
Employ: Unemployed	83%	(128)	17%	(26)	154
Military HH: Yes	85%	(112)	15%	(20)	132
Military HH: No	85%	(740)	15%	(128)	868
RD/WT: Right Direction	85%	(259)	15%	(47)	305
RD/WT: Wrong Track	85%	(593)	15%	(101)	695
Trump Job Approve	86%	(237)	14%	(37)	274
Trump Job Disapprove	85%	(500)	15%	(87)	586
Trump Job Strongly Approve	87%	(95)	13%	(14)	109
Trump Job Somewhat Approve	86%	(143)	14%	(23)	166
Trump Job Somewhat Disapprove	87%	(182)	13%	(28)	209
Trump Job Strongly Disapprove	84%	(318)	16%	(59)	377
Favorable of Trump	88%	(226)	12%	(30)	256
Unfavorable of Trump	85%	(517)	15%	(89)	606
Very Favorable of Trump	86%	(93)	14%	(16)	109
Somewhat Favorable of Trump	90%	(133)	10%	(14)	147
Somewhat Unfavorable of Trump	91%	(159)	9%	(16)	176
Very Unfavorable of Trump	83%	(358)	17%	(72)	430
#1 Issue: Economy	87%	(258)	13%	(38)	296
#1 Issue: Security	83%	(63)	17%	(13)	76
#1 Issue: Health Care	83%	(142)	17%	(28)	171
#1 Issue: Women's Issues	90%	(106)	10%	(12)	117
#1 Issue: Education	88%	(128)	12%	(17)	145
#1 Issue: Energy	80%	(79)	20%	(19)	98
#1 Issue: Other	80%	(66)	20%	(16)	82

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**Table MGC2:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	My future is more determined by choices I make or things I can control.		My future is more determined by luck or fate.		Total N
Adults	85%	(852)	15%	(148)	1000
2018 House Vote: Democrat	83%	(93)	17%	(19)	112
2016 Vote: Hillary Clinton	89%	(69)	11%	(9)	78
2016 Vote: Didn't Vote	85%	(751)	15%	(130)	881
Voted in 2014: No	85%	(828)	15%	(144)	972
2012 Vote: Didn't Vote	85%	(834)	15%	(144)	978
4-Region: Northeast	86%	(186)	14%	(30)	216
4-Region: Midwest	86%	(199)	14%	(32)	232
4-Region: South	83%	(280)	17%	(57)	337
4-Region: West	86%	(187)	14%	(29)	216

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

**Table MGC3\_1:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your family*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	44%	(441)	38%	(383)	12%	(121)	5%	(55)	1000
Gender: Male	42%	(206)	41%	(201)	11%	(51)	6%	(30)	489
Gender: Female	46%	(235)	36%	(182)	14%	(70)	5%	(25)	511
Age: 18-34	45%	(230)	39%	(195)	10%	(49)	6%	(32)	506
Generation Z: 13-23	44%	(441)	38%	(383)	12%	(121)	5%	(55)	1000
PID: Dem (no lean)	45%	(161)	40%	(143)	11%	(38)	4%	(14)	355
PID: Ind (no lean)	45%	(200)	35%	(156)	14%	(61)	6%	(27)	445
PID: Rep (no lean)	40%	(80)	42%	(84)	11%	(23)	7%	(14)	201
PID/Gender: Dem Men	39%	(62)	45%	(72)	12%	(19)	4%	(6)	160
PID/Gender: Dem Women	51%	(99)	36%	(70)	9%	(18)	4%	(7)	195
PID/Gender: Ind Men	45%	(101)	38%	(84)	10%	(22)	7%	(15)	223
PID/Gender: Ind Women	45%	(100)	32%	(72)	17%	(39)	5%	(12)	222
PID/Gender: Rep Men	41%	(43)	42%	(44)	9%	(10)	8%	(9)	106
PID/Gender: Rep Women	38%	(36)	42%	(40)	14%	(13)	6%	(6)	95
Ideo: Liberal (1-3)	43%	(141)	39%	(127)	13%	(41)	5%	(16)	324
Ideo: Moderate (4)	45%	(84)	41%	(76)	11%	(21)	2%	(4)	185
Ideo: Conservative (5-7)	48%	(84)	34%	(59)	10%	(18)	7%	(12)	173
Educ: < College	43%	(394)	39%	(355)	12%	(114)	6%	(52)	916
Educ: Bachelors degree	55%	(40)	36%	(26)	7%	(5)	2%	(2)	72
Income: Under 50k	43%	(208)	38%	(185)	12%	(57)	8%	(38)	488
Income: 50k-100k	46%	(151)	39%	(127)	13%	(43)	2%	(8)	328
Income: 100k+	45%	(82)	39%	(71)	12%	(22)	5%	(9)	183
Ethnicity: White	43%	(273)	39%	(249)	14%	(87)	5%	(29)	638
Ethnicity: Hispanic	43%	(87)	34%	(70)	13%	(26)	10%	(20)	203
Ethnicity: Afr. Am.	49%	(65)	36%	(47)	10%	(13)	5%	(7)	131
Ethnicity: Other	45%	(104)	38%	(87)	9%	(22)	8%	(18)	231
All Christian	53%	(146)	35%	(97)	8%	(21)	4%	(10)	274
All Non-Christian	51%	(33)	29%	(19)	12%	(8)	8%	(6)	65
Atheist	32%	(36)	39%	(44)	23%	(26)	6%	(7)	113
Agnostic/Nothing in particular	41%	(226)	41%	(224)	12%	(66)	6%	(32)	548
Religious Non-Protestant/Catholic	52%	(43)	32%	(26)	9%	(8)	7%	(6)	82

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**Table MGC3\_1:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your family*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	44%	(441)	38%	(383)	12%	(121)	5%	(55)	1000
Evangelical	46%	(83)	38%	(69)	12%	(21)	4%	(8)	180
Non-Evangelical	48%	(137)	38%	(107)	11%	(31)	3%	(8)	283
Community: Urban	47%	(119)	37%	(95)	11%	(27)	5%	(14)	256
Community: Suburban	43%	(230)	40%	(215)	12%	(64)	5%	(30)	539
Community: Rural	45%	(92)	36%	(73)	14%	(29)	5%	(11)	206
Employ: Private Sector	46%	(39)	44%	(37)	7%	(6)	3%	(3)	84
Employ: Unemployed	44%	(68)	34%	(52)	14%	(22)	8%	(12)	154
Military HH: Yes	44%	(58)	33%	(44)	14%	(18)	9%	(12)	132
Military HH: No	44%	(383)	39%	(339)	12%	(103)	5%	(42)	868
RD/WT: Right Direction	49%	(151)	33%	(102)	12%	(35)	6%	(18)	305
RD/WT: Wrong Track	42%	(291)	41%	(281)	12%	(86)	5%	(37)	695
Trump Job Approve	47%	(130)	35%	(96)	12%	(33)	6%	(15)	274
Trump Job Disapprove	42%	(248)	41%	(238)	12%	(72)	5%	(28)	586
Trump Job Strongly Approve	48%	(52)	30%	(33)	14%	(15)	8%	(9)	109
Trump Job Somewhat Approve	47%	(78)	38%	(63)	11%	(17)	4%	(6)	166
Trump Job Somewhat Disapprove	45%	(93)	39%	(82)	12%	(26)	4%	(8)	209
Trump Job Strongly Disapprove	41%	(155)	41%	(156)	12%	(46)	5%	(21)	377
Favorable of Trump	46%	(118)	38%	(97)	13%	(33)	3%	(9)	256
Unfavorable of Trump	43%	(263)	40%	(242)	12%	(75)	4%	(26)	606
Very Favorable of Trump	45%	(49)	33%	(36)	15%	(16)	7%	(7)	109
Somewhat Favorable of Trump	47%	(68)	41%	(60)	11%	(17)	1%	(1)	147
Somewhat Unfavorable of Trump	48%	(84)	38%	(66)	11%	(20)	3%	(6)	176
Very Unfavorable of Trump	42%	(180)	41%	(176)	13%	(55)	5%	(20)	430
#1 Issue: Economy	45%	(134)	36%	(106)	13%	(37)	6%	(19)	296
#1 Issue: Security	49%	(38)	37%	(28)	5%	(4)	9%	(6)	76
#1 Issue: Health Care	41%	(69)	43%	(74)	12%	(20)	4%	(8)	171
#1 Issue: Women's Issues	41%	(49)	38%	(45)	16%	(18)	5%	(6)	117
#1 Issue: Education	51%	(75)	34%	(50)	12%	(18)	2%	(3)	145
#1 Issue: Energy	43%	(42)	44%	(43)	9%	(8)	4%	(4)	98
#1 Issue: Other	33%	(28)	41%	(34)	17%	(14)	8%	(7)	82

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**Table MGC3\_1:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your family*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	44%	(441)	38%	(383)	12%	(121)	5%	(55)	1000
2018 House Vote: Democrat	50%	(56)	37%	(41)	11%	(12)	3%	(3)	112
2016 Vote: Hillary Clinton	47%	(37)	40%	(31)	7%	(6)	5%	(4)	78
2016 Vote: Didn't Vote	43%	(380)	39%	(340)	13%	(111)	6%	(50)	881
Voted in 2014: No	44%	(426)	39%	(375)	12%	(119)	5%	(52)	972
2012 Vote: Didn't Vote	44%	(428)	39%	(377)	12%	(121)	5%	(51)	978
4-Region: Northeast	45%	(98)	40%	(85)	11%	(23)	4%	(9)	216
4-Region: Midwest	35%	(81)	44%	(101)	17%	(39)	4%	(10)	232
4-Region: South	48%	(161)	35%	(117)	11%	(37)	6%	(21)	337
4-Region: West	47%	(101)	37%	(79)	10%	(22)	7%	(15)	216

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

**Table MGC3\_2:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your employer*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	17%	(168)	35%	(353)	24%	(239)	24%	(241)	1000
Gender: Male	19%	(91)	35%	(171)	25%	(122)	22%	(106)	489
Gender: Female	15%	(77)	36%	(182)	23%	(117)	27%	(136)	511
Age: 18-34	17%	(88)	39%	(195)	25%	(127)	19%	(96)	506
Generation Z: 13-23	17%	(168)	35%	(353)	24%	(239)	24%	(241)	1000
PID: Dem (no lean)	16%	(55)	38%	(136)	24%	(86)	22%	(77)	355
PID: Ind (no lean)	16%	(70)	34%	(150)	23%	(102)	27%	(122)	445
PID: Rep (no lean)	21%	(42)	33%	(67)	25%	(50)	21%	(42)	201
PID/Gender: Dem Men	17%	(28)	37%	(59)	27%	(43)	19%	(30)	160
PID/Gender: Dem Women	14%	(28)	40%	(77)	22%	(43)	24%	(47)	195
PID/Gender: Ind Men	17%	(38)	34%	(75)	24%	(52)	26%	(58)	223
PID/Gender: Ind Women	15%	(32)	34%	(76)	22%	(50)	29%	(64)	222
PID/Gender: Rep Men	24%	(25)	35%	(37)	25%	(26)	16%	(17)	106
PID/Gender: Rep Women	18%	(17)	31%	(29)	25%	(24)	26%	(24)	95
Ideo: Liberal (1-3)	16%	(51)	35%	(113)	27%	(86)	23%	(73)	324
Ideo: Moderate (4)	17%	(32)	38%	(71)	24%	(44)	21%	(39)	185
Ideo: Conservative (5-7)	22%	(39)	37%	(65)	22%	(39)	18%	(31)	173
Educ: < College	16%	(149)	34%	(312)	24%	(221)	26%	(234)	916
Educ: Bachelors degree	21%	(15)	51%	(37)	20%	(14)	8%	(6)	72
Income: Under 50k	17%	(85)	34%	(164)	22%	(107)	27%	(132)	488
Income: 50k-100k	17%	(56)	34%	(113)	27%	(89)	22%	(71)	328
Income: 100k+	15%	(27)	41%	(76)	23%	(43)	21%	(38)	183
Ethnicity: White	18%	(116)	35%	(224)	24%	(153)	23%	(145)	638
Ethnicity: Hispanic	18%	(37)	34%	(69)	22%	(44)	26%	(52)	203
Ethnicity: Afr. Am.	19%	(25)	25%	(33)	21%	(28)	34%	(45)	131
Ethnicity: Other	12%	(27)	41%	(96)	25%	(57)	22%	(51)	231
All Christian	21%	(58)	38%	(105)	21%	(58)	20%	(54)	274
All Non-Christian	15%	(10)	33%	(22)	30%	(20)	22%	(14)	65
Atheist	15%	(17)	31%	(35)	27%	(31)	27%	(30)	113
Agnostic/Nothing in particular	15%	(84)	35%	(191)	24%	(130)	26%	(143)	548
Religious Non-Protestant/Catholic	15%	(13)	31%	(26)	31%	(26)	22%	(18)	82

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**Table MGC3\_2:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your employer*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	17%	(168)	35%	(353)	24%	(239)	24%	(241)	1000
Evangelical	21%	(38)	32%	(58)	25%	(44)	22%	(40)	180
Non-Evangelical	19%	(53)	40%	(112)	18%	(50)	24%	(67)	283
Community: Urban	18%	(47)	35%	(89)	23%	(60)	23%	(59)	256
Community: Suburban	14%	(77)	37%	(200)	24%	(132)	24%	(131)	539
Community: Rural	21%	(43)	31%	(64)	23%	(47)	25%	(52)	206
Employ: Private Sector	17%	(15)	48%	(40)	24%	(20)	11%	(9)	84
Employ: Unemployed	17%	(26)	26%	(40)	25%	(39)	32%	(49)	154
Military HH: Yes	19%	(25)	28%	(37)	27%	(36)	26%	(35)	132
Military HH: No	16%	(143)	36%	(316)	23%	(203)	24%	(206)	868
RD/WT: Right Direction	19%	(58)	37%	(114)	24%	(72)	20%	(61)	305
RD/WT: Wrong Track	16%	(109)	34%	(239)	24%	(167)	26%	(180)	695
Trump Job Approve	20%	(54)	32%	(88)	28%	(77)	20%	(55)	274
Trump Job Disapprove	15%	(90)	37%	(218)	24%	(139)	24%	(138)	586
Trump Job Strongly Approve	18%	(20)	29%	(32)	30%	(32)	23%	(25)	109
Trump Job Somewhat Approve	21%	(34)	34%	(56)	27%	(45)	18%	(31)	166
Trump Job Somewhat Disapprove	19%	(39)	39%	(81)	23%	(48)	19%	(40)	209
Trump Job Strongly Disapprove	13%	(51)	36%	(137)	24%	(91)	26%	(98)	377
Favorable of Trump	22%	(57)	34%	(86)	24%	(62)	20%	(51)	256
Unfavorable of Trump	13%	(82)	38%	(227)	25%	(153)	24%	(144)	606
Very Favorable of Trump	21%	(23)	29%	(32)	27%	(29)	23%	(25)	109
Somewhat Favorable of Trump	23%	(34)	37%	(54)	23%	(33)	17%	(25)	147
Somewhat Unfavorable of Trump	13%	(23)	42%	(74)	25%	(44)	19%	(34)	176
Very Unfavorable of Trump	14%	(58)	36%	(153)	25%	(109)	25%	(110)	430
#1 Issue: Economy	18%	(53)	37%	(110)	21%	(62)	24%	(71)	296
#1 Issue: Security	21%	(16)	41%	(31)	25%	(19)	13%	(10)	76
#1 Issue: Health Care	15%	(25)	35%	(60)	24%	(41)	26%	(44)	171
#1 Issue: Women's Issues	21%	(24)	36%	(42)	22%	(26)	22%	(26)	117
#1 Issue: Education	16%	(23)	34%	(49)	28%	(41)	22%	(31)	145
#1 Issue: Energy	12%	(11)	41%	(40)	28%	(27)	20%	(19)	98
#1 Issue: Other	12%	(10)	21%	(17)	25%	(21)	41%	(34)	82

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**Table MGC3\_2:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your employer*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	17%	(168)	35%	(353)	24%	(239)	24%	(241)	1000
2018 House Vote: Democrat	16%	(18)	42%	(47)	26%	(29)	16%	(18)	112
2016 Vote: Hillary Clinton	18%	(14)	41%	(31)	24%	(18)	18%	(14)	78
2016 Vote: Didn't Vote	17%	(148)	34%	(302)	24%	(211)	25%	(220)	881
Voted in 2014: No	16%	(158)	35%	(343)	24%	(233)	24%	(238)	972
2012 Vote: Didn't Vote	16%	(161)	35%	(345)	24%	(234)	24%	(238)	978
4-Region: Northeast	15%	(33)	42%	(91)	26%	(55)	17%	(37)	216
4-Region: Midwest	21%	(48)	37%	(85)	22%	(50)	21%	(49)	232
4-Region: South	17%	(59)	31%	(104)	23%	(76)	29%	(98)	337
4-Region: West	13%	(28)	34%	(73)	27%	(57)	27%	(58)	216

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

**Table MGC3\_3:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your friends*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	25%	(249)	49%	(490)	19%	(187)	7%	(74)	1000
Gender: Male	24%	(117)	50%	(245)	17%	(83)	9%	(43)	489
Gender: Female	26%	(131)	48%	(245)	20%	(104)	6%	(31)	511
Age: 18-34	24%	(120)	48%	(241)	19%	(98)	9%	(48)	506
Generation Z: 13-23	25%	(249)	49%	(490)	19%	(187)	7%	(74)	1000
PID: Dem (no lean)	23%	(82)	54%	(191)	17%	(60)	6%	(22)	355
PID: Ind (no lean)	27%	(119)	46%	(205)	19%	(82)	9%	(39)	445
PID: Rep (no lean)	24%	(49)	47%	(94)	22%	(44)	7%	(14)	201
PID/Gender: Dem Men	20%	(32)	56%	(90)	16%	(25)	9%	(14)	160
PID/Gender: Dem Women	26%	(50)	52%	(101)	18%	(35)	4%	(8)	195
PID/Gender: Ind Men	26%	(58)	47%	(104)	17%	(38)	10%	(22)	223
PID/Gender: Ind Women	28%	(61)	45%	(101)	20%	(44)	7%	(16)	222
PID/Gender: Rep Men	27%	(28)	48%	(51)	19%	(20)	7%	(7)	106
PID/Gender: Rep Women	21%	(20)	45%	(43)	26%	(25)	7%	(7)	95
Ideo: Liberal (1-3)	25%	(82)	51%	(165)	17%	(56)	7%	(21)	324
Ideo: Moderate (4)	23%	(43)	48%	(89)	22%	(41)	7%	(12)	185
Ideo: Conservative (5-7)	27%	(48)	46%	(79)	20%	(35)	7%	(12)	173
Educ: < College	25%	(225)	49%	(447)	19%	(176)	7%	(68)	916
Educ: Bachelors degree	27%	(20)	55%	(40)	11%	(8)	7%	(5)	72
Income: Under 50k	24%	(116)	47%	(231)	19%	(94)	10%	(47)	488
Income: 50k-100k	24%	(79)	51%	(166)	20%	(66)	5%	(17)	328
Income: 100k+	29%	(53)	51%	(93)	15%	(27)	6%	(10)	183
Ethnicity: White	26%	(167)	48%	(308)	19%	(121)	7%	(42)	638
Ethnicity: Hispanic	27%	(54)	38%	(77)	20%	(41)	15%	(30)	203
Ethnicity: Afr. Am.	22%	(29)	52%	(68)	14%	(19)	12%	(15)	131
Ethnicity: Other	23%	(53)	49%	(114)	20%	(47)	7%	(17)	231
All Christian	29%	(79)	50%	(138)	15%	(40)	6%	(17)	274
All Non-Christian	26%	(17)	48%	(31)	20%	(13)	6%	(4)	65
Atheist	25%	(28)	47%	(53)	18%	(20)	10%	(12)	113
Agnostic/Nothing in particular	23%	(126)	49%	(267)	21%	(114)	8%	(42)	548
Religious Non-Protestant/Catholic	28%	(23)	46%	(38)	19%	(16)	7%	(5)	82

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**Table MGC3\_3:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your friends*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	25%	(249)	49%	(490)	19%	(187)	7%	(74)	1000
Evangelical	22%	(40)	54%	(96)	18%	(33)	6%	(11)	180
Non-Evangelical	30%	(85)	50%	(142)	13%	(38)	6%	(18)	283
Community: Urban	25%	(63)	48%	(123)	20%	(51)	7%	(19)	256
Community: Suburban	25%	(133)	51%	(276)	16%	(88)	8%	(42)	539
Community: Rural	26%	(53)	44%	(90)	24%	(48)	7%	(14)	206
Employ: Private Sector	18%	(15)	60%	(50)	17%	(14)	6%	(5)	84
Employ: Unemployed	24%	(37)	45%	(69)	20%	(31)	11%	(17)	154
Military HH: Yes	20%	(26)	48%	(64)	22%	(29)	10%	(13)	132
Military HH: No	26%	(222)	49%	(426)	18%	(158)	7%	(62)	868
RD/WT: Right Direction	28%	(85)	49%	(148)	17%	(52)	7%	(20)	305
RD/WT: Wrong Track	24%	(164)	49%	(341)	20%	(136)	8%	(54)	695
Trump Job Approve	27%	(75)	46%	(126)	17%	(48)	9%	(25)	274
Trump Job Disapprove	22%	(130)	52%	(304)	19%	(113)	6%	(38)	586
Trump Job Strongly Approve	29%	(31)	44%	(48)	19%	(20)	9%	(9)	109
Trump Job Somewhat Approve	27%	(44)	47%	(78)	16%	(27)	10%	(16)	166
Trump Job Somewhat Disapprove	22%	(45)	55%	(115)	17%	(36)	6%	(13)	209
Trump Job Strongly Disapprove	23%	(85)	50%	(189)	21%	(78)	7%	(25)	377
Favorable of Trump	28%	(71)	48%	(123)	18%	(45)	7%	(17)	256
Unfavorable of Trump	23%	(139)	53%	(320)	19%	(114)	5%	(32)	606
Very Favorable of Trump	28%	(30)	45%	(49)	20%	(22)	7%	(8)	109
Somewhat Favorable of Trump	27%	(40)	50%	(74)	16%	(23)	7%	(10)	147
Somewhat Unfavorable of Trump	22%	(38)	56%	(98)	17%	(30)	5%	(9)	176
Very Unfavorable of Trump	23%	(101)	52%	(222)	19%	(84)	5%	(23)	430
#1 Issue: Economy	25%	(75)	47%	(140)	21%	(62)	7%	(20)	296
#1 Issue: Security	28%	(21)	42%	(32)	21%	(16)	10%	(7)	76
#1 Issue: Health Care	22%	(37)	54%	(92)	16%	(27)	9%	(15)	171
#1 Issue: Women's Issues	30%	(36)	49%	(58)	16%	(19)	4%	(5)	117
#1 Issue: Education	30%	(44)	45%	(65)	19%	(28)	6%	(8)	145
#1 Issue: Energy	18%	(17)	59%	(57)	18%	(17)	6%	(6)	98
#1 Issue: Other	21%	(17)	45%	(37)	21%	(17)	14%	(11)	82

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**Table MGC3\_3:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Your friends*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	25%	(249)	49%	(490)	19%	(187)	7%	(74)	1000
2018 House Vote: Democrat	25%	(28)	46%	(52)	22%	(24)	7%	(8)	112
2016 Vote: Hillary Clinton	22%	(17)	49%	(38)	19%	(15)	9%	(7)	78
2016 Vote: Didn't Vote	25%	(216)	49%	(433)	19%	(168)	7%	(64)	881
Voted in 2014: No	25%	(240)	49%	(477)	19%	(182)	7%	(73)	972
2012 Vote: Didn't Vote	25%	(243)	49%	(481)	19%	(182)	7%	(72)	978
4-Region: Northeast	23%	(50)	54%	(116)	18%	(39)	5%	(10)	216
4-Region: Midwest	23%	(54)	53%	(123)	19%	(43)	5%	(11)	232
4-Region: South	27%	(90)	43%	(145)	20%	(67)	10%	(35)	337
4-Region: West	26%	(55)	49%	(105)	17%	(38)	8%	(18)	216

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

**Table MGC3\_4:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Society in general*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	18%	(184)	45%	(454)	24%	(241)	12%	(121)	1000
Gender: Male	16%	(78)	43%	(209)	26%	(128)	15%	(74)	489
Gender: Female	21%	(107)	48%	(245)	22%	(112)	9%	(47)	511
Age: 18-34	18%	(89)	47%	(236)	22%	(112)	14%	(70)	506
Generation Z: 13-23	18%	(184)	45%	(454)	24%	(241)	12%	(121)	1000
PID: Dem (no lean)	23%	(80)	50%	(176)	20%	(71)	8%	(28)	355
PID: Ind (no lean)	16%	(72)	44%	(194)	24%	(106)	16%	(73)	445
PID: Rep (no lean)	16%	(32)	42%	(84)	32%	(64)	10%	(20)	201
PID/Gender: Dem Men	19%	(31)	50%	(80)	22%	(36)	8%	(13)	160
PID/Gender: Dem Women	25%	(49)	49%	(96)	18%	(35)	7%	(15)	195
PID/Gender: Ind Men	14%	(31)	37%	(83)	28%	(62)	21%	(46)	223
PID/Gender: Ind Women	18%	(41)	50%	(110)	20%	(44)	12%	(27)	222
PID/Gender: Rep Men	15%	(15)	43%	(45)	29%	(30)	14%	(15)	106
PID/Gender: Rep Women	18%	(17)	41%	(39)	35%	(33)	6%	(5)	95
Ideo: Liberal (1-3)	27%	(87)	45%	(146)	19%	(62)	9%	(29)	324
Ideo: Moderate (4)	13%	(25)	49%	(90)	25%	(46)	13%	(24)	185
Ideo: Conservative (5-7)	17%	(29)	47%	(81)	27%	(46)	10%	(18)	173
Educ: < College	18%	(164)	45%	(412)	24%	(221)	13%	(119)	916
Educ: Bachelors degree	25%	(18)	53%	(38)	22%	(16)	1%	(1)	72
Income: Under 50k	14%	(70)	46%	(223)	24%	(117)	16%	(78)	488
Income: 50k-100k	20%	(66)	47%	(154)	26%	(84)	7%	(24)	328
Income: 100k+	27%	(49)	42%	(76)	21%	(39)	10%	(19)	183
Ethnicity: White	20%	(124)	47%	(302)	24%	(150)	10%	(61)	638
Ethnicity: Hispanic	18%	(37)	35%	(71)	26%	(53)	21%	(42)	203
Ethnicity: Afr. Am.	17%	(22)	39%	(51)	26%	(33)	19%	(25)	131
Ethnicity: Other	16%	(38)	44%	(101)	25%	(57)	15%	(35)	231
All Christian	19%	(52)	47%	(129)	25%	(68)	9%	(25)	274
All Non-Christian	16%	(11)	54%	(35)	16%	(11)	14%	(9)	65
Atheist	19%	(21)	44%	(49)	26%	(29)	12%	(13)	113
Agnostic/Nothing in particular	18%	(100)	44%	(241)	24%	(133)	14%	(74)	548
Religious Non-Protestant/Catholic	19%	(15)	52%	(43)	18%	(15)	11%	(9)	82

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**Table MGC3\_4:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Society in general*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	18%	(184)	45%	(454)	24%	(241)	12%	(121)	1000
Evangelical	18%	(32)	46%	(83)	27%	(48)	9%	(17)	180
Non-Evangelical	19%	(53)	46%	(131)	24%	(68)	11%	(31)	283
Community: Urban	20%	(50)	44%	(111)	26%	(66)	11%	(28)	256
Community: Suburban	18%	(97)	45%	(244)	25%	(132)	12%	(65)	539
Community: Rural	18%	(36)	48%	(99)	21%	(43)	13%	(27)	206
Employ: Private Sector	18%	(15)	50%	(42)	23%	(20)	9%	(8)	84
Employ: Unemployed	17%	(26)	37%	(57)	27%	(42)	19%	(30)	154
Military HH: Yes	19%	(25)	50%	(67)	15%	(19)	16%	(21)	132
Military HH: No	18%	(159)	45%	(387)	26%	(221)	11%	(100)	868
RD/WT: Right Direction	16%	(49)	46%	(142)	25%	(78)	12%	(37)	305
RD/WT: Wrong Track	20%	(136)	45%	(312)	23%	(163)	12%	(84)	695
Trump Job Approve	16%	(44)	46%	(126)	26%	(71)	12%	(33)	274
Trump Job Disapprove	21%	(125)	46%	(271)	22%	(132)	10%	(59)	586
Trump Job Strongly Approve	15%	(16)	45%	(48)	24%	(26)	16%	(18)	109
Trump Job Somewhat Approve	17%	(28)	47%	(77)	27%	(45)	9%	(15)	166
Trump Job Somewhat Disapprove	18%	(38)	52%	(109)	23%	(48)	7%	(15)	209
Trump Job Strongly Disapprove	23%	(87)	43%	(162)	22%	(84)	12%	(44)	377
Favorable of Trump	17%	(45)	46%	(118)	26%	(67)	10%	(27)	256
Unfavorable of Trump	20%	(121)	46%	(278)	24%	(148)	10%	(58)	606
Very Favorable of Trump	15%	(17)	43%	(47)	27%	(29)	14%	(16)	109
Somewhat Favorable of Trump	19%	(28)	48%	(71)	25%	(37)	8%	(11)	147
Somewhat Unfavorable of Trump	15%	(27)	48%	(84)	28%	(50)	8%	(14)	176
Very Unfavorable of Trump	22%	(94)	45%	(194)	23%	(98)	10%	(44)	430
#1 Issue: Economy	19%	(56)	43%	(126)	26%	(76)	13%	(38)	296
#1 Issue: Security	14%	(10)	53%	(40)	22%	(17)	12%	(9)	76
#1 Issue: Health Care	16%	(27)	48%	(82)	25%	(43)	11%	(19)	171
#1 Issue: Women's Issues	23%	(27)	50%	(58)	22%	(26)	5%	(6)	117
#1 Issue: Education	19%	(27)	40%	(58)	28%	(40)	13%	(20)	145
#1 Issue: Energy	21%	(21)	48%	(47)	21%	(20)	10%	(9)	98
#1 Issue: Other	14%	(11)	48%	(40)	17%	(14)	21%	(17)	82

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**Table MGC3\_4:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Society in general*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	18%	(184)	45%	(454)	24%	(241)	12%	(121)	1000
2018 House Vote: Democrat	22%	(24)	51%	(57)	21%	(23)	7%	(8)	112
2016 Vote: Hillary Clinton	22%	(17)	51%	(40)	17%	(13)	9%	(7)	78
2016 Vote: Didn't Vote	18%	(161)	45%	(395)	24%	(214)	13%	(111)	881
Voted in 2014: No	18%	(176)	45%	(441)	24%	(237)	12%	(118)	972
2012 Vote: Didn't Vote	18%	(176)	45%	(444)	24%	(239)	12%	(120)	978
4-Region: Northeast	20%	(43)	44%	(95)	26%	(55)	11%	(23)	216
4-Region: Midwest	16%	(37)	51%	(118)	25%	(57)	9%	(20)	232
4-Region: South	21%	(70)	41%	(138)	23%	(79)	15%	(50)	337
4-Region: West	16%	(35)	48%	(104)	23%	(50)	13%	(28)	216

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

**Table MGC3\_5:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Yourself*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	77%	(773)	15%	(149)	5%	(46)	3%	(33)	1000
Gender: Male	75%	(367)	15%	(73)	7%	(32)	3%	(16)	489
Gender: Female	79%	(406)	15%	(75)	3%	(14)	3%	(17)	511
Age: 18-34	77%	(388)	15%	(73)	5%	(24)	4%	(21)	506
Generation Z: 13-23	77%	(773)	15%	(149)	5%	(46)	3%	(33)	1000
PID: Dem (no lean)	81%	(286)	13%	(47)	4%	(16)	2%	(6)	355
PID: Ind (no lean)	74%	(330)	16%	(73)	5%	(22)	5%	(21)	445
PID: Rep (no lean)	78%	(157)	14%	(29)	4%	(8)	3%	(7)	201
PID/Gender: Dem Men	79%	(126)	14%	(22)	6%	(10)	2%	(2)	160
PID/Gender: Dem Women	82%	(160)	13%	(26)	3%	(6)	2%	(3)	195
PID/Gender: Ind Men	72%	(160)	17%	(38)	6%	(14)	5%	(11)	223
PID/Gender: Ind Women	76%	(169)	16%	(35)	4%	(8)	5%	(10)	222
PID/Gender: Rep Men	76%	(81)	13%	(14)	8%	(8)	3%	(3)	106
PID/Gender: Rep Women	81%	(76)	16%	(15)	—	(0)	4%	(4)	95
Ideo: Liberal (1-3)	78%	(253)	16%	(52)	5%	(15)	1%	(4)	324
Ideo: Moderate (4)	80%	(148)	14%	(26)	5%	(8)	2%	(3)	185
Ideo: Conservative (5-7)	82%	(141)	13%	(22)	2%	(4)	3%	(5)	173
Educ: < College	77%	(706)	15%	(136)	5%	(43)	3%	(31)	916
Educ: Bachelors degree	80%	(58)	16%	(12)	3%	(2)	1%	(1)	72
Income: Under 50k	73%	(358)	17%	(85)	4%	(21)	5%	(24)	488
Income: 50k-100k	82%	(267)	11%	(38)	5%	(17)	2%	(6)	328
Income: 100k+	80%	(147)	14%	(26)	4%	(8)	1%	(2)	183
Ethnicity: White	80%	(507)	13%	(85)	5%	(31)	2%	(15)	638
Ethnicity: Hispanic	75%	(152)	13%	(27)	5%	(11)	6%	(13)	203
Ethnicity: Afr. Am.	81%	(106)	8%	(11)	7%	(10)	3%	(4)	131
Ethnicity: Other	69%	(159)	23%	(53)	2%	(6)	6%	(14)	231
All Christian	84%	(230)	10%	(27)	5%	(12)	2%	(4)	274
All Non-Christian	75%	(49)	18%	(12)	1%	(1)	5%	(3)	65
Atheist	79%	(89)	12%	(13)	7%	(8)	3%	(3)	113
Agnostic/Nothing in particular	74%	(405)	18%	(96)	5%	(25)	4%	(22)	548
Religious Non-Protestant/Catholic	76%	(63)	17%	(14)	3%	(2)	4%	(3)	82

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**Table MGC3\_5:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?*  
*Yourself*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	77%	(773)	15%	(149)	5%	(46)	3%	(33)	1000
Evangelical	82%	(148)	12%	(21)	5%	(10)	1%	(2)	180
Non-Evangelical	81%	(230)	13%	(37)	3%	(10)	2%	(6)	283
Community: Urban	81%	(207)	13%	(33)	4%	(9)	3%	(7)	256
Community: Suburban	75%	(404)	17%	(91)	5%	(26)	3%	(18)	539
Community: Rural	79%	(162)	12%	(25)	5%	(11)	4%	(7)	206
Employ: Private Sector	85%	(71)	11%	(10)	2%	(2)	2%	(2)	84
Employ: Unemployed	74%	(114)	17%	(27)	5%	(8)	3%	(5)	154
Military HH: Yes	74%	(98)	14%	(19)	7%	(9)	5%	(6)	132
Military HH: No	78%	(675)	15%	(130)	4%	(36)	3%	(27)	868
RD/WT: Right Direction	77%	(235)	14%	(43)	5%	(15)	4%	(12)	305
RD/WT: Wrong Track	77%	(538)	15%	(105)	4%	(31)	3%	(20)	695
Trump Job Approve	80%	(219)	11%	(31)	5%	(13)	4%	(11)	274
Trump Job Disapprove	76%	(446)	17%	(102)	5%	(28)	2%	(10)	586
Trump Job Strongly Approve	83%	(90)	8%	(8)	4%	(5)	5%	(6)	109
Trump Job Somewhat Approve	78%	(129)	14%	(23)	5%	(8)	3%	(5)	166
Trump Job Somewhat Disapprove	72%	(152)	21%	(45)	4%	(7)	3%	(5)	209
Trump Job Strongly Disapprove	78%	(295)	15%	(57)	5%	(21)	1%	(4)	377
Favorable of Trump	82%	(211)	12%	(31)	4%	(10)	2%	(4)	256
Unfavorable of Trump	77%	(470)	16%	(97)	5%	(30)	2%	(10)	606
Very Favorable of Trump	81%	(88)	11%	(12)	6%	(6)	2%	(3)	109
Somewhat Favorable of Trump	83%	(122)	14%	(20)	2%	(3)	1%	(1)	147
Somewhat Unfavorable of Trump	74%	(130)	19%	(33)	5%	(9)	3%	(5)	176
Very Unfavorable of Trump	79%	(340)	15%	(64)	5%	(21)	1%	(5)	430
#1 Issue: Economy	83%	(244)	12%	(37)	3%	(8)	2%	(7)	296
#1 Issue: Security	81%	(61)	10%	(8)	5%	(4)	4%	(3)	76
#1 Issue: Health Care	69%	(117)	21%	(36)	7%	(13)	3%	(6)	171
#1 Issue: Women's Issues	81%	(95)	13%	(15)	3%	(4)	3%	(3)	117
#1 Issue: Education	76%	(110)	16%	(24)	5%	(7)	3%	(5)	145
#1 Issue: Energy	78%	(76)	16%	(15)	5%	(5)	2%	(2)	98
#1 Issue: Other	73%	(60)	15%	(12)	4%	(3)	8%	(7)	82

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**Table MGC3\_5:** *To what extent do you feel a sense of responsibility to make decisions based on what's best for each of the following?  
Yourself*

Demographic	A lot of responsibility		Some responsibility		Not much responsibility		No responsibility at all		Total N
Adults	77%	(773)	15%	(149)	5%	(46)	3%	(33)	1000
2018 House Vote: Democrat	85%	(95)	10%	(11)	4%	(4)	1%	(2)	112
2016 Vote: Hillary Clinton	84%	(65)	10%	(8)	2%	(2)	3%	(2)	78
2016 Vote: Didn't Vote	76%	(673)	15%	(136)	5%	(42)	3%	(30)	881
Voted in 2014: No	77%	(751)	15%	(146)	5%	(44)	3%	(30)	972
2012 Vote: Didn't Vote	77%	(753)	15%	(148)	5%	(44)	3%	(32)	978
4-Region: Northeast	76%	(163)	18%	(38)	5%	(10)	2%	(4)	216
4-Region: Midwest	76%	(176)	16%	(37)	4%	(9)	4%	(10)	232
4-Region: South	80%	(270)	13%	(42)	4%	(15)	3%	(9)	337
4-Region: West	76%	(164)	14%	(31)	5%	(12)	4%	(10)	216

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

**Table MGC4:** *Do you think older generations of Americans have made the world a better place, worse place, or about the same?*

Demographic	Better place		Worse place		About the same		Don't know / No opinion		Total N
Adults	21%	(205)	35%	(354)	26%	(257)	18%	(183)	1000
Gender: Male	23%	(113)	35%	(170)	27%	(130)	16%	(77)	489
Gender: Female	18%	(93)	36%	(184)	25%	(128)	21%	(107)	511
Age: 18-34	20%	(102)	37%	(188)	28%	(140)	15%	(75)	506
Generation Z: 13-23	21%	(205)	35%	(354)	26%	(257)	18%	(183)	1000
PID: Dem (no lean)	15%	(52)	51%	(181)	20%	(72)	14%	(49)	355
PID: Ind (no lean)	18%	(82)	29%	(131)	28%	(126)	24%	(106)	445
PID: Rep (no lean)	35%	(71)	21%	(42)	30%	(60)	14%	(27)	201
PID/Gender: Dem Men	17%	(27)	48%	(77)	21%	(34)	14%	(22)	160
PID/Gender: Dem Women	13%	(25)	54%	(105)	20%	(38)	14%	(27)	195
PID/Gender: Ind Men	20%	(45)	31%	(69)	30%	(67)	18%	(41)	223
PID/Gender: Ind Women	17%	(37)	28%	(61)	26%	(59)	29%	(65)	222
PID/Gender: Rep Men	38%	(40)	22%	(24)	27%	(28)	12%	(13)	106
PID/Gender: Rep Women	32%	(31)	20%	(19)	33%	(31)	15%	(14)	95
Ideo: Liberal (1-3)	13%	(43)	61%	(196)	18%	(58)	8%	(26)	324
Ideo: Moderate (4)	21%	(39)	32%	(58)	30%	(56)	17%	(32)	185
Ideo: Conservative (5-7)	36%	(63)	21%	(36)	33%	(57)	10%	(17)	173
Educ: < College	20%	(183)	36%	(326)	26%	(234)	19%	(172)	916
Educ: Bachelors degree	26%	(19)	34%	(24)	29%	(21)	11%	(8)	72
Income: Under 50k	19%	(93)	32%	(155)	28%	(136)	21%	(105)	488
Income: 50k-100k	23%	(75)	38%	(124)	23%	(76)	16%	(52)	328
Income: 100k+	20%	(37)	41%	(75)	25%	(45)	14%	(26)	183
Ethnicity: White	22%	(139)	36%	(232)	26%	(169)	15%	(98)	638
Ethnicity: Hispanic	19%	(39)	36%	(73)	28%	(57)	17%	(34)	203
Ethnicity: Afr. Am.	16%	(21)	33%	(43)	24%	(31)	28%	(36)	131
Ethnicity: Other	20%	(46)	34%	(79)	25%	(58)	21%	(49)	231
All Christian	31%	(84)	27%	(73)	30%	(82)	13%	(35)	274
All Non-Christian	28%	(18)	33%	(21)	25%	(16)	14%	(9)	65
Atheist	10%	(11)	65%	(74)	18%	(21)	7%	(7)	113
Agnostic/Nothing in particular	17%	(92)	34%	(186)	25%	(138)	24%	(132)	548
Religious Non-Protestant/Catholic	27%	(22)	33%	(27)	25%	(21)	15%	(12)	82

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**Table MGC4:** *Do you think older generations of Americans have made the world a better place, worse place, or about the same?*

Demographic	Better place		Worse place		About the same		Don't know / No opinion		Total N
Adults	21%	(205)	35%	(354)	26%	(257)	18%	(183)	1000
Evangelical	26%	(46)	21%	(38)	34%	(61)	19%	(35)	180
Non-Evangelical	23%	(64)	31%	(89)	27%	(77)	19%	(53)	283
Community: Urban	19%	(49)	34%	(87)	28%	(70)	19%	(48)	256
Community: Suburban	20%	(108)	38%	(204)	25%	(133)	17%	(93)	539
Community: Rural	23%	(48)	30%	(63)	26%	(54)	20%	(42)	206
Employ: Private Sector	28%	(23)	44%	(37)	23%	(20)	5%	(4)	84
Employ: Unemployed	21%	(33)	28%	(44)	25%	(38)	25%	(39)	154
Military HH: Yes	27%	(35)	32%	(43)	22%	(29)	19%	(25)	132
Military HH: No	20%	(170)	36%	(311)	26%	(229)	18%	(158)	868
RD/WT: Right Direction	32%	(98)	16%	(47)	33%	(100)	20%	(60)	305
RD/WT: Wrong Track	15%	(107)	44%	(307)	23%	(158)	18%	(123)	695
Trump Job Approve	36%	(98)	20%	(56)	31%	(84)	13%	(37)	274
Trump Job Disapprove	15%	(87)	48%	(281)	24%	(140)	13%	(79)	586
Trump Job Strongly Approve	38%	(41)	18%	(20)	32%	(35)	11%	(12)	109
Trump Job Somewhat Approve	34%	(57)	22%	(36)	29%	(48)	15%	(25)	166
Trump Job Somewhat Disapprove	23%	(47)	34%	(70)	32%	(67)	12%	(25)	209
Trump Job Strongly Disapprove	11%	(40)	56%	(210)	19%	(73)	14%	(53)	377
Favorable of Trump	34%	(87)	18%	(47)	31%	(80)	16%	(41)	256
Unfavorable of Trump	15%	(93)	47%	(283)	25%	(151)	13%	(79)	606
Very Favorable of Trump	38%	(42)	19%	(20)	32%	(35)	12%	(13)	109
Somewhat Favorable of Trump	31%	(46)	18%	(27)	31%	(45)	20%	(29)	147
Somewhat Unfavorable of Trump	23%	(40)	29%	(50)	34%	(60)	15%	(25)	176
Very Unfavorable of Trump	12%	(53)	54%	(233)	21%	(91)	12%	(53)	430
#1 Issue: Economy	23%	(68)	34%	(100)	28%	(83)	15%	(44)	296
#1 Issue: Security	33%	(25)	12%	(9)	40%	(31)	15%	(11)	76
#1 Issue: Health Care	19%	(33)	39%	(66)	26%	(44)	17%	(28)	171
#1 Issue: Women's Issues	16%	(19)	51%	(60)	19%	(23)	13%	(16)	117
#1 Issue: Education	20%	(29)	33%	(48)	31%	(44)	17%	(24)	145
#1 Issue: Energy	13%	(13)	58%	(57)	20%	(19)	9%	(9)	98
#1 Issue: Other	16%	(13)	17%	(14)	14%	(11)	53%	(43)	82
2018 House Vote: Democrat	15%	(17)	49%	(55)	27%	(31)	8%	(9)	112

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**Table MGC4:** *Do you think older generations of Americans have made the world a better place, worse place, or about the same?*

Demographic	Better place		Worse place		About the same		Don't know / No opinion		Total N
Adults	21%	(205)	35%	(354)	26%	(257)	18%	(183)	1000
2016 Vote: Hillary Clinton	19%	(14)	44%	(34)	27%	(21)	11%	(9)	78
2016 Vote: Didn't Vote	20%	(179)	35%	(307)	25%	(222)	20%	(173)	881
Voted in 2014: No	21%	(201)	36%	(348)	26%	(249)	18%	(174)	972
2012 Vote: Didn't Vote	20%	(200)	36%	(351)	26%	(251)	18%	(176)	978
4-Region: Northeast	19%	(42)	34%	(74)	31%	(66)	16%	(34)	216
4-Region: Midwest	23%	(53)	33%	(75)	30%	(69)	15%	(35)	232
4-Region: South	22%	(75)	32%	(108)	22%	(75)	23%	(78)	337
4-Region: West	16%	(35)	45%	(97)	22%	(47)	17%	(36)	216

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

**Table MGC5:** *Do you think younger generations will make the world a better place, worse place or about the same?*

Demographic	Better place		Worse place		About the same		Don't know / No opinion		Total N
Adults	44%	(436)	21%	(210)	19%	(195)	16%	(159)	1000
Gender: Male	44%	(217)	22%	(107)	18%	(89)	15%	(75)	489
Gender: Female	43%	(219)	20%	(103)	21%	(106)	16%	(84)	511
Age: 18-34	41%	(208)	24%	(120)	20%	(101)	15%	(77)	506
Generation Z: 13-23	44%	(436)	21%	(210)	19%	(195)	16%	(159)	1000
PID: Dem (no lean)	59%	(209)	15%	(54)	14%	(50)	12%	(41)	355
PID: Ind (no lean)	37%	(163)	21%	(92)	22%	(96)	21%	(93)	445
PID: Rep (no lean)	32%	(64)	32%	(64)	24%	(48)	12%	(25)	201
PID/Gender: Dem Men	56%	(90)	18%	(29)	15%	(24)	11%	(18)	160
PID/Gender: Dem Women	61%	(119)	13%	(25)	14%	(27)	12%	(23)	195
PID/Gender: Ind Men	39%	(87)	19%	(42)	22%	(48)	20%	(46)	223
PID/Gender: Ind Women	34%	(76)	23%	(50)	22%	(48)	22%	(48)	222
PID/Gender: Rep Men	38%	(41)	34%	(36)	16%	(17)	11%	(12)	106
PID/Gender: Rep Women	25%	(23)	29%	(27)	33%	(31)	13%	(13)	95
Ideo: Liberal (1-3)	63%	(203)	14%	(46)	16%	(52)	7%	(24)	324
Ideo: Moderate (4)	37%	(69)	24%	(44)	22%	(41)	17%	(31)	185
Ideo: Conservative (5-7)	35%	(60)	33%	(56)	23%	(40)	9%	(16)	173
Educ: < College	43%	(393)	21%	(195)	19%	(177)	17%	(152)	916
Educ: Bachelors degree	50%	(36)	20%	(15)	21%	(15)	8%	(6)	72
Income: Under 50k	37%	(181)	21%	(103)	22%	(108)	20%	(96)	488
Income: 50k-100k	49%	(162)	22%	(71)	18%	(59)	11%	(37)	328
Income: 100k+	51%	(93)	20%	(36)	15%	(28)	15%	(27)	183
Ethnicity: White	45%	(287)	21%	(132)	21%	(132)	14%	(86)	638
Ethnicity: Hispanic	44%	(88)	21%	(44)	16%	(33)	19%	(38)	203
Ethnicity: Afr. Am.	34%	(45)	23%	(30)	20%	(26)	23%	(31)	131
Ethnicity: Other	45%	(104)	21%	(49)	16%	(37)	18%	(42)	231
All Christian	41%	(113)	27%	(74)	19%	(52)	13%	(36)	274
All Non-Christian	53%	(34)	15%	(10)	19%	(13)	13%	(8)	65
Atheist	62%	(69)	12%	(13)	18%	(21)	8%	(9)	113
Agnostic/Nothing in particular	40%	(218)	21%	(114)	20%	(110)	19%	(106)	548
Religious Non-Protestant/Catholic	46%	(38)	19%	(15)	18%	(15)	17%	(14)	82

Continued on next page

**Table MGC5:** *Do you think younger generations will make the world a better place, worse place or about the same?*

Demographic	Better place		Worse place		About the same		Don't know / No opinion		Total N
Adults	44%	(436)	21%	(210)	19%	(195)	16%	(159)	1000
Evangelical	38%	(68)	26%	(46)	21%	(37)	16%	(29)	180
Non-Evangelical	42%	(120)	23%	(66)	20%	(56)	15%	(42)	283
Community: Urban	45%	(114)	20%	(52)	18%	(46)	17%	(44)	256
Community: Suburban	45%	(245)	19%	(105)	20%	(108)	15%	(81)	539
Community: Rural	37%	(77)	26%	(53)	20%	(41)	17%	(34)	206
Employ: Private Sector	52%	(44)	22%	(18)	20%	(17)	6%	(5)	84
Employ: Unemployed	35%	(54)	27%	(42)	16%	(25)	22%	(33)	154
Military HH: Yes	33%	(44)	28%	(37)	24%	(32)	14%	(19)	132
Military HH: No	45%	(392)	20%	(173)	19%	(163)	16%	(141)	868
RD/WT: Right Direction	35%	(107)	24%	(72)	24%	(75)	17%	(52)	305
RD/WT: Wrong Track	47%	(329)	20%	(138)	17%	(120)	15%	(107)	695
Trump Job Approve	35%	(96)	30%	(82)	22%	(61)	13%	(36)	274
Trump Job Disapprove	52%	(306)	18%	(105)	18%	(108)	11%	(67)	586
Trump Job Strongly Approve	37%	(40)	31%	(33)	19%	(21)	13%	(14)	109
Trump Job Somewhat Approve	34%	(56)	29%	(48)	24%	(40)	13%	(22)	166
Trump Job Somewhat Disapprove	42%	(87)	21%	(45)	24%	(50)	13%	(27)	209
Trump Job Strongly Disapprove	58%	(219)	16%	(60)	15%	(58)	11%	(40)	377
Favorable of Trump	35%	(90)	29%	(75)	22%	(57)	13%	(35)	256
Unfavorable of Trump	52%	(314)	18%	(108)	19%	(114)	12%	(70)	606
Very Favorable of Trump	37%	(40)	34%	(37)	15%	(17)	14%	(15)	109
Somewhat Favorable of Trump	34%	(50)	26%	(38)	28%	(40)	13%	(19)	147
Somewhat Unfavorable of Trump	43%	(75)	19%	(34)	24%	(42)	14%	(25)	176
Very Unfavorable of Trump	56%	(239)	17%	(75)	17%	(72)	10%	(45)	430
#1 Issue: Economy	40%	(119)	22%	(67)	22%	(66)	15%	(45)	296
#1 Issue: Security	32%	(24)	36%	(27)	26%	(20)	6%	(5)	76
#1 Issue: Health Care	49%	(84)	19%	(32)	15%	(26)	17%	(29)	171
#1 Issue: Women's Issues	59%	(70)	15%	(17)	18%	(22)	8%	(9)	117
#1 Issue: Education	47%	(69)	19%	(28)	18%	(27)	15%	(22)	145
#1 Issue: Energy	48%	(47)	21%	(21)	20%	(20)	11%	(11)	98
#1 Issue: Other	26%	(22)	19%	(16)	17%	(14)	38%	(31)	82
2018 House Vote: Democrat	61%	(68)	11%	(13)	20%	(22)	8%	(9)	112

Continued on next page

**Table MGC5:** *Do you think younger generations will make the world a better place, worse place or about the same?*

Demographic	Better place		Worse place		About the same		Don't know / No opinion		Total N
Adults	44%	(436)	21%	(210)	19%	(195)	16%	(159)	1000
2016 Vote: Hillary Clinton	60%	(46)	15%	(11)	14%	(10)	12%	(9)	78
2016 Vote: Didn't Vote	43%	(378)	21%	(186)	19%	(170)	17%	(147)	881
Voted in 2014: No	43%	(418)	21%	(209)	20%	(191)	16%	(154)	972
2012 Vote: Didn't Vote	43%	(422)	21%	(208)	19%	(191)	16%	(157)	978
4-Region: Northeast	49%	(106)	18%	(38)	20%	(43)	13%	(29)	216
4-Region: Midwest	42%	(97)	24%	(56)	19%	(44)	15%	(35)	232
4-Region: South	39%	(131)	23%	(77)	20%	(66)	19%	(63)	337
4-Region: West	47%	(102)	18%	(39)	20%	(42)	15%	(33)	216

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

**Table MGC6\_1:** At this time, do you have a generally positive or negative view of each of the following?  
Socialism

Demographic	Attitudes												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	11%	(110)	17%	(172)	25%	(247)	10%	(95)	13%	(128)	25%	(248)	1000
Gender: Male	11%	(54)	19%	(93)	24%	(116)	11%	(54)	16%	(76)	20%	(96)	489
Gender: Female	11%	(56)	15%	(78)	26%	(131)	8%	(41)	10%	(52)	30%	(152)	511
Age: 18-34	12%	(62)	20%	(103)	24%	(120)	12%	(61)	13%	(65)	19%	(96)	506
Generation Z: 13-23	11%	(110)	17%	(172)	25%	(247)	10%	(95)	13%	(128)	25%	(248)	1000
PID: Dem (no lean)	12%	(43)	24%	(85)	24%	(85)	9%	(33)	7%	(25)	23%	(83)	355
PID: Ind (no lean)	12%	(52)	15%	(65)	25%	(112)	9%	(40)	10%	(44)	30%	(131)	445
PID: Rep (no lean)	7%	(15)	11%	(21)	25%	(50)	11%	(22)	29%	(59)	17%	(33)	201
PID/Gender: Dem Men	15%	(24)	25%	(40)	22%	(36)	13%	(21)	8%	(14)	16%	(26)	160
PID/Gender: Dem Women	10%	(20)	23%	(45)	25%	(49)	6%	(12)	6%	(12)	30%	(57)	195
PID/Gender: Ind Men	10%	(23)	17%	(38)	25%	(56)	8%	(19)	13%	(28)	27%	(59)	223
PID/Gender: Ind Women	13%	(29)	12%	(27)	25%	(57)	10%	(21)	7%	(16)	33%	(72)	222
PID/Gender: Rep Men	7%	(8)	14%	(15)	23%	(24)	13%	(14)	32%	(34)	11%	(11)	106
PID/Gender: Rep Women	8%	(7)	7%	(7)	27%	(26)	9%	(8)	26%	(25)	24%	(22)	95
Ideo: Liberal (1-3)	18%	(59)	28%	(91)	22%	(70)	9%	(30)	6%	(18)	17%	(55)	324
Ideo: Moderate (4)	8%	(16)	16%	(30)	34%	(63)	12%	(22)	10%	(19)	19%	(35)	185
Ideo: Conservative (5-7)	6%	(11)	8%	(15)	18%	(31)	16%	(28)	42%	(72)	10%	(16)	173
Educ: < College	10%	(94)	17%	(154)	25%	(229)	9%	(80)	13%	(121)	26%	(237)	916
Educ: Bachelors degree	14%	(10)	22%	(16)	23%	(17)	18%	(13)	9%	(6)	13%	(10)	72
Income: Under 50k	12%	(59)	17%	(84)	26%	(127)	7%	(33)	11%	(53)	27%	(133)	488
Income: 50k-100k	11%	(35)	15%	(51)	27%	(87)	14%	(44)	12%	(39)	22%	(72)	328
Income: 100k+	9%	(16)	20%	(37)	18%	(32)	10%	(18)	20%	(37)	24%	(43)	183
Ethnicity: White	11%	(67)	17%	(110)	22%	(138)	12%	(77)	16%	(103)	22%	(142)	638
Ethnicity: Hispanic	11%	(22)	13%	(26)	29%	(58)	9%	(19)	11%	(22)	27%	(55)	203
Ethnicity: Afr. Am.	14%	(18)	20%	(26)	24%	(32)	4%	(5)	9%	(12)	29%	(38)	131
Ethnicity: Other	11%	(25)	15%	(36)	33%	(77)	6%	(13)	6%	(13)	29%	(68)	231
All Christian	7%	(20)	14%	(39)	26%	(73)	12%	(34)	20%	(56)	19%	(52)	274
All Non-Christian	21%	(14)	20%	(13)	20%	(13)	12%	(8)	4%	(3)	22%	(14)	65
Atheist	13%	(14)	30%	(34)	20%	(23)	7%	(8)	12%	(14)	18%	(20)	113
Agnostic/Nothing in particular	11%	(62)	16%	(85)	25%	(139)	8%	(46)	10%	(55)	30%	(162)	548

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**Table MGC6\_1:** At this time, do you have a generally positive or negative view of each of the following?

*Socialism*

Demographic	Attitudes toward Trump												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	11%	(110)	17%	(172)	25%	(247)	10%	(95)	13%	(128)	25%	(248)	1000
Religious Non-Protestant/Catholic	18%	(15)	18%	(15)	19%	(16)	14%	(12)	3%	(3)	27%	(22)	82
Evangelical	9%	(16)	13%	(24)	23%	(42)	10%	(19)	15%	(27)	29%	(52)	180
Non-Evangelical	9%	(27)	15%	(44)	28%	(80)	9%	(25)	17%	(47)	22%	(61)	283
Community: Urban	15%	(38)	16%	(41)	32%	(81)	7%	(17)	8%	(21)	22%	(57)	256
Community: Suburban	9%	(47)	19%	(101)	21%	(113)	11%	(60)	14%	(76)	26%	(142)	539
Community: Rural	12%	(25)	14%	(29)	26%	(53)	9%	(19)	15%	(32)	24%	(49)	206
Employ: Private Sector	17%	(15)	18%	(15)	26%	(22)	11%	(9)	11%	(10)	17%	(14)	84
Employ: Unemployed	8%	(12)	17%	(27)	28%	(42)	8%	(12)	13%	(19)	27%	(41)	154
Military HH: Yes	14%	(18)	14%	(19)	19%	(25)	11%	(15)	21%	(28)	21%	(27)	132
Military HH: No	11%	(92)	18%	(152)	26%	(222)	9%	(81)	12%	(100)	25%	(221)	868
RD/WT: Right Direction	9%	(27)	11%	(32)	28%	(85)	11%	(33)	19%	(57)	23%	(69)	305
RD/WT: Wrong Track	12%	(83)	20%	(139)	23%	(161)	9%	(62)	10%	(71)	26%	(179)	695
Trump Job Approve	9%	(26)	9%	(24)	21%	(59)	12%	(34)	27%	(75)	21%	(56)	274
Trump Job Disapprove	12%	(72)	23%	(134)	26%	(151)	10%	(57)	8%	(47)	21%	(125)	586
Trump Job Strongly Approve	12%	(13)	9%	(10)	13%	(15)	7%	(7)	39%	(43)	19%	(21)	109
Trump Job Somewhat Approve	8%	(13)	9%	(15)	27%	(44)	16%	(27)	19%	(32)	22%	(36)	166
Trump Job Somewhat Disapprove	7%	(15)	21%	(45)	37%	(77)	12%	(25)	7%	(16)	15%	(31)	209
Trump Job Strongly Disapprove	15%	(57)	24%	(89)	20%	(74)	9%	(33)	8%	(31)	25%	(93)	377
Favorable of Trump	8%	(21)	12%	(30)	19%	(48)	11%	(27)	30%	(76)	21%	(53)	256
Unfavorable of Trump	11%	(67)	21%	(129)	28%	(170)	10%	(62)	8%	(46)	22%	(133)	606
Very Favorable of Trump	14%	(15)	10%	(11)	13%	(14)	6%	(7)	39%	(42)	18%	(20)	109
Somewhat Favorable of Trump	4%	(6)	13%	(20)	23%	(34)	14%	(21)	23%	(34)	23%	(33)	147
Somewhat Unfavorable of Trump	6%	(10)	17%	(29)	38%	(67)	15%	(27)	7%	(12)	18%	(31)	176
Very Unfavorable of Trump	13%	(57)	23%	(100)	24%	(102)	8%	(35)	8%	(34)	24%	(102)	430

Continued on next page

**Table MGC6\_1:** At this time, do you have a generally positive or negative view of each of the following?  
Socialism

Demographic	Attitudes by Issue												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	11%	(110)	17%	(172)	25%	(247)	10%	(95)	13%	(128)	25%	(248)	1000
#1 Issue: Economy	10%	(30)	15%	(44)	26%	(76)	11%	(31)	20%	(60)	18%	(54)	296
#1 Issue: Security	11%	(8)	13%	(10)	21%	(16)	12%	(9)	21%	(16)	21%	(16)	76
#1 Issue: Health Care	9%	(16)	27%	(46)	22%	(37)	11%	(19)	7%	(12)	24%	(41)	171
#1 Issue: Women's Issues	15%	(18)	17%	(20)	27%	(32)	7%	(9)	4%	(5)	29%	(34)	117
#1 Issue: Education	11%	(16)	18%	(26)	26%	(37)	8%	(12)	8%	(12)	30%	(43)	145
#1 Issue: Energy	13%	(13)	16%	(16)	28%	(27)	14%	(13)	13%	(13)	16%	(15)	98
#1 Issue: Other	10%	(8)	12%	(10)	23%	(19)	2%	(2)	9%	(8)	44%	(37)	82
2018 House Vote: Democrat	17%	(19)	30%	(34)	23%	(25)	12%	(14)	5%	(6)	13%	(14)	112
2016 Vote: Hillary Clinton	17%	(13)	35%	(27)	16%	(13)	12%	(9)	3%	(2)	16%	(13)	78
2016 Vote: Didn't Vote	10%	(91)	16%	(137)	26%	(226)	9%	(78)	13%	(117)	26%	(232)	881
Voted in 2014: No	11%	(105)	17%	(165)	25%	(243)	9%	(92)	13%	(125)	25%	(242)	972
2012 Vote: Didn't Vote	11%	(104)	17%	(166)	25%	(244)	10%	(94)	13%	(127)	25%	(243)	978
4-Region: Northeast	9%	(19)	23%	(50)	24%	(52)	10%	(22)	13%	(28)	21%	(46)	216
4-Region: Midwest	10%	(23)	19%	(44)	29%	(66)	11%	(24)	10%	(23)	22%	(51)	232
4-Region: South	12%	(41)	12%	(41)	20%	(68)	7%	(25)	18%	(59)	30%	(102)	337
4-Region: West	12%	(26)	17%	(37)	28%	(61)	11%	(24)	9%	(19)	23%	(50)	216

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

**Table MGC6\_2:** At this time, do you have a generally positive or negative view of each of the following?  
*Capitalism*

Demographic	Attitudes												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	12%	(121)	16%	(162)	23%	(234)	13%	(131)	9%	(90)	26%	(262)	1000
Gender: Male	17%	(82)	20%	(97)	21%	(104)	12%	(61)	9%	(45)	21%	(100)	489
Gender: Female	8%	(39)	13%	(65)	25%	(130)	14%	(70)	9%	(45)	32%	(162)	511
Age: 18-34	11%	(57)	19%	(97)	25%	(125)	14%	(73)	13%	(64)	18%	(90)	506
Generation Z: 13-23	12%	(121)	16%	(162)	23%	(234)	13%	(131)	9%	(90)	26%	(262)	1000
PID: Dem (no lean)	9%	(31)	15%	(54)	21%	(75)	21%	(74)	12%	(42)	22%	(78)	355
PID: Ind (no lean)	8%	(34)	15%	(65)	25%	(110)	11%	(47)	9%	(41)	33%	(148)	445
PID: Rep (no lean)	28%	(55)	21%	(42)	24%	(48)	5%	(10)	4%	(8)	18%	(37)	201
PID/Gender: Dem Men	14%	(22)	18%	(29)	21%	(34)	20%	(32)	11%	(18)	16%	(25)	160
PID/Gender: Dem Women	5%	(9)	13%	(25)	21%	(41)	21%	(42)	12%	(24)	27%	(53)	195
PID/Gender: Ind Men	10%	(22)	18%	(41)	22%	(49)	11%	(25)	11%	(23)	28%	(62)	223
PID/Gender: Ind Women	6%	(12)	11%	(25)	27%	(61)	10%	(22)	8%	(17)	38%	(85)	222
PID/Gender: Rep Men	35%	(37)	26%	(27)	19%	(21)	4%	(4)	4%	(4)	12%	(12)	106
PID/Gender: Rep Women	19%	(18)	16%	(15)	29%	(28)	7%	(6)	4%	(4)	26%	(24)	95
Ideo: Liberal (1-3)	9%	(28)	17%	(54)	20%	(66)	22%	(73)	16%	(53)	15%	(50)	324
Ideo: Moderate (4)	9%	(17)	23%	(43)	30%	(55)	12%	(22)	5%	(10)	20%	(38)	185
Ideo: Conservative (5-7)	31%	(54)	18%	(32)	22%	(39)	9%	(16)	7%	(11)	12%	(21)	173
Educ: < College	12%	(110)	15%	(141)	24%	(218)	13%	(116)	8%	(76)	28%	(255)	916
Educ: Bachelors degree	13%	(9)	26%	(19)	21%	(15)	18%	(13)	15%	(11)	6%	(5)	72
Income: Under 50k	9%	(46)	15%	(72)	25%	(122)	13%	(63)	10%	(48)	28%	(138)	488
Income: 50k-100k	12%	(38)	19%	(63)	22%	(73)	12%	(40)	11%	(35)	24%	(79)	328
Income: 100k+	20%	(37)	15%	(27)	21%	(39)	15%	(27)	4%	(8)	25%	(45)	183
Ethnicity: White	13%	(83)	17%	(110)	22%	(139)	15%	(96)	10%	(65)	23%	(146)	638
Ethnicity: Hispanic	9%	(19)	13%	(26)	27%	(55)	10%	(19)	12%	(23)	30%	(60)	203
Ethnicity: Afr. Am.	11%	(14)	16%	(21)	24%	(31)	9%	(11)	5%	(6)	37%	(48)	131
Ethnicity: Other	10%	(24)	13%	(31)	28%	(64)	10%	(24)	9%	(20)	30%	(69)	231
All Christian	19%	(51)	22%	(59)	29%	(81)	9%	(25)	3%	(7)	19%	(51)	274
All Non-Christian	18%	(12)	21%	(14)	20%	(13)	13%	(9)	8%	(5)	19%	(13)	65
Atheist	9%	(10)	16%	(18)	16%	(18)	28%	(31)	15%	(17)	17%	(19)	113
Agnostic/Nothing in particular	9%	(48)	13%	(71)	22%	(122)	12%	(66)	11%	(61)	33%	(180)	548

Continued on next page

**Table MGC6\_2:** At this time, do you have a generally positive or negative view of each of the following?

*Capitalism*

Demographic	Attitudes toward Trump												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	12%	(121)	16%	(162)	23%	(234)	13%	(131)	9%	(90)	26%	(262)	1000
Religious Non-Protestant/Catholic	15%	(12)	18%	(14)	22%	(18)	14%	(12)	6%	(5)	26%	(21)	82
Evangelical	14%	(25)	17%	(31)	28%	(50)	6%	(11)	5%	(9)	30%	(54)	180
Non-Evangelical	15%	(42)	18%	(50)	26%	(75)	10%	(29)	7%	(21)	24%	(67)	283
Community: Urban	11%	(29)	13%	(34)	27%	(69)	12%	(29)	11%	(29)	25%	(65)	256
Community: Suburban	12%	(62)	18%	(97)	22%	(118)	15%	(78)	8%	(44)	26%	(139)	539
Community: Rural	14%	(29)	15%	(30)	23%	(47)	11%	(23)	9%	(18)	28%	(58)	206
Employ: Private Sector	15%	(13)	18%	(15)	20%	(17)	15%	(13)	17%	(15)	15%	(13)	84
Employ: Unemployed	7%	(11)	19%	(30)	24%	(37)	11%	(16)	8%	(13)	31%	(47)	154
Military HH: Yes	19%	(25)	15%	(20)	23%	(31)	9%	(12)	10%	(13)	24%	(32)	132
Military HH: No	11%	(96)	16%	(142)	23%	(203)	14%	(119)	9%	(77)	27%	(231)	868
RD/WT: Right Direction	20%	(60)	19%	(57)	26%	(80)	6%	(18)	5%	(14)	25%	(76)	305
RD/WT: Wrong Track	9%	(61)	15%	(105)	22%	(154)	16%	(113)	11%	(76)	27%	(186)	695
Trump Job Approve	24%	(65)	19%	(53)	23%	(63)	7%	(20)	6%	(15)	21%	(58)	274
Trump Job Disapprove	7%	(40)	16%	(95)	23%	(138)	18%	(104)	13%	(74)	23%	(135)	586
Trump Job Strongly Approve	34%	(37)	16%	(17)	15%	(17)	5%	(6)	8%	(9)	21%	(23)	109
Trump Job Somewhat Approve	17%	(28)	21%	(35)	28%	(46)	9%	(15)	4%	(6)	21%	(35)	166
Trump Job Somewhat Disapprove	9%	(19)	23%	(49)	33%	(70)	15%	(31)	4%	(9)	15%	(31)	209
Trump Job Strongly Disapprove	6%	(21)	12%	(46)	18%	(68)	19%	(73)	17%	(64)	28%	(105)	377
Favorable of Trump	25%	(64)	19%	(48)	22%	(56)	8%	(20)	4%	(11)	22%	(57)	256
Unfavorable of Trump	8%	(46)	16%	(98)	24%	(143)	17%	(105)	12%	(76)	23%	(139)	606
Very Favorable of Trump	36%	(39)	12%	(13)	21%	(23)	5%	(6)	6%	(6)	20%	(22)	109
Somewhat Favorable of Trump	17%	(25)	24%	(35)	22%	(33)	10%	(15)	3%	(4)	24%	(35)	147
Somewhat Unfavorable of Trump	11%	(20)	21%	(37)	33%	(59)	13%	(22)	3%	(5)	19%	(34)	176
Very Unfavorable of Trump	6%	(26)	14%	(61)	20%	(84)	19%	(82)	17%	(71)	25%	(105)	430

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**Table MGC6\_2:** At this time, do you have a generally positive or negative view of each of the following?  
Capitalism

Demographic	Attitudes toward the U.S. president												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	12%	(121)	16%	(162)	23%	(234)	13%	(131)	9%	(90)	26%	(262)	1000
#1 Issue: Economy	17%	(49)	17%	(51)	27%	(81)	11%	(32)	9%	(28)	18%	(55)	296
#1 Issue: Security	27%	(20)	16%	(12)	22%	(17)	10%	(8)	1%	(1)	23%	(18)	76
#1 Issue: Health Care	3%	(5)	20%	(34)	23%	(39)	17%	(28)	13%	(22)	25%	(43)	171
#1 Issue: Women's Issues	7%	(8)	13%	(15)	16%	(19)	16%	(19)	13%	(15)	35%	(41)	117
#1 Issue: Education	11%	(16)	15%	(21)	27%	(39)	13%	(19)	7%	(9)	28%	(41)	145
#1 Issue: Energy	15%	(15)	14%	(14)	21%	(20)	20%	(19)	13%	(13)	17%	(16)	98
#1 Issue: Other	7%	(5)	15%	(13)	19%	(16)	6%	(5)	3%	(2)	50%	(41)	82
2018 House Vote: Democrat	8%	(9)	20%	(22)	21%	(23)	20%	(22)	19%	(21)	13%	(14)	112
2016 Vote: Hillary Clinton	10%	(8)	16%	(12)	19%	(14)	21%	(16)	17%	(13)	18%	(14)	78
2016 Vote: Didn't Vote	12%	(106)	16%	(139)	24%	(211)	12%	(108)	8%	(73)	28%	(244)	881
Voted in 2014: No	12%	(115)	16%	(160)	24%	(230)	13%	(129)	9%	(84)	26%	(254)	972
2012 Vote: Didn't Vote	12%	(117)	16%	(159)	24%	(231)	13%	(128)	9%	(89)	26%	(254)	978
4-Region: Northeast	12%	(26)	18%	(38)	22%	(47)	16%	(35)	8%	(17)	24%	(53)	216
4-Region: Midwest	9%	(21)	19%	(44)	26%	(60)	12%	(27)	9%	(21)	25%	(58)	232
4-Region: South	15%	(52)	16%	(52)	21%	(71)	10%	(34)	8%	(28)	29%	(99)	337
4-Region: West	10%	(22)	13%	(27)	26%	(55)	16%	(35)	11%	(25)	24%	(52)	216

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

**Table MGC6\_3:** At this time, do you have a generally positive or negative view of each of the following?

Democracy

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	26% (263)	26% (258)	18% (184)	6% (56)	2% (25)	21% (215)	1000
Gender: Male	28% (139)	26% (126)	19% (90)	5% (25)	2% (11)	20% (96)	489
Gender: Female	24% (124)	26% (131)	18% (94)	6% (31)	3% (13)	23% (118)	511
Age: 18-34	27% (135)	29% (146)	21% (106)	7% (35)	3% (15)	14% (69)	506
Generation Z: 13-23	26% (263)	26% (258)	18% (184)	6% (56)	2% (25)	21% (215)	1000
PID: Dem (no lean)	38% (134)	34% (122)	14% (51)	3% (10)	1% (4)	10% (34)	355
PID: Ind (no lean)	17% (74)	21% (94)	20% (88)	7% (32)	2% (10)	33% (147)	445
PID: Rep (no lean)	27% (55)	20% (41)	23% (45)	8% (15)	5% (11)	17% (34)	201
PID/Gender: Dem Men	40% (63)	35% (56)	15% (23)	3% (4)	1% (2)	7% (11)	160
PID/Gender: Dem Women	37% (71)	34% (66)	14% (27)	3% (5)	1% (2)	12% (23)	195
PID/Gender: Ind Men	18% (41)	23% (51)	19% (41)	5% (11)	3% (6)	33% (72)	223
PID/Gender: Ind Women	15% (33)	20% (43)	21% (47)	9% (20)	2% (4)	33% (74)	222
PID/Gender: Rep Men	33% (35)	19% (20)	24% (26)	9% (10)	3% (3)	12% (13)	106
PID/Gender: Rep Women	21% (20)	23% (21)	21% (20)	6% (5)	8% (7)	22% (21)	95
Ideo: Liberal (1-3)	42% (136)	33% (107)	14% (44)	2% (6)	1% (5)	8% (26)	324
Ideo: Moderate (4)	24% (45)	31% (57)	23% (43)	9% (17)	1% (1)	11% (21)	185
Ideo: Conservative (5-7)	36% (62)	24% (42)	16% (28)	7% (12)	7% (12)	9% (16)	173
Educ: < College	26% (235)	25% (229)	18% (167)	6% (53)	2% (22)	23% (209)	916
Educ: Bachelors degree	31% (23)	36% (26)	22% (16)	1% (1)	3% (2)	6% (5)	72
Income: Under 50k	23% (113)	22% (106)	21% (104)	6% (32)	2% (11)	25% (122)	488
Income: 50k-100k	26% (86)	29% (96)	18% (59)	6% (20)	1% (5)	19% (62)	328
Income: 100k+	35% (64)	30% (55)	12% (22)	2% (4)	5% (9)	16% (30)	183
Ethnicity: White	29% (187)	26% (168)	18% (118)	5% (34)	3% (18)	18% (113)	638
Ethnicity: Hispanic	25% (51)	18% (37)	22% (45)	6% (12)	— (1)	28% (56)	203
Ethnicity: Afr. Am.	19% (24)	24% (32)	19% (25)	8% (11)	3% (4)	27% (35)	131
Ethnicity: Other	22% (51)	25% (58)	18% (41)	5% (12)	1% (3)	29% (66)	231
All Christian	30% (82)	26% (72)	19% (53)	7% (19)	3% (9)	14% (40)	274
All Non-Christian	47% (31)	22% (14)	14% (9)	5% (3)	1% (1)	10% (6)	65
Atheist	38% (42)	29% (32)	14% (15)	4% (4)	1% (1)	16% (18)	113
Agnostic/Nothing in particular	20% (108)	25% (138)	19% (107)	5% (30)	3% (14)	28% (151)	548

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**Table MGC6\_3:** At this time, do you have a generally positive or negative view of each of the following?

Democracy

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	26% (263)	26% (258)	18% (184)	6% (56)	2% (25)	21% (215)	1000
Religious Non-Protestant/Catholic	42% (34)	18% (14)	19% (15)	6% (5)	1% (1)	15% (13)	82
Evangelical	20% (37)	30% (54)	15% (27)	4% (8)	5% (10)	25% (45)	180
Non-Evangelical	27% (76)	26% (74)	19% (54)	8% (22)	2% (5)	18% (52)	283
Community: Urban	24% (62)	26% (66)	22% (57)	6% (14)	1% (3)	21% (53)	256
Community: Suburban	28% (152)	27% (145)	15% (82)	5% (28)	2% (12)	22% (120)	539
Community: Rural	24% (49)	23% (47)	22% (45)	6% (13)	5% (10)	20% (42)	206
Employ: Private Sector	33% (28)	32% (27)	20% (17)	9% (7)	2% (2)	4% (4)	84
Employ: Unemployed	22% (33)	21% (32)	17% (26)	9% (13)	3% (5)	29% (45)	154
Military HH: Yes	34% (45)	20% (27)	17% (22)	3% (3)	5% (6)	22% (29)	132
Military HH: No	25% (218)	27% (231)	19% (162)	6% (53)	2% (18)	21% (186)	868
RD/WT: Right Direction	27% (82)	20% (60)	22% (67)	6% (19)	3% (9)	22% (69)	305
RD/WT: Wrong Track	26% (182)	28% (198)	17% (117)	5% (37)	2% (15)	21% (146)	695
Trump Job Approve	27% (74)	23% (62)	17% (47)	8% (22)	6% (15)	20% (54)	274
Trump Job Disapprove	29% (171)	31% (179)	20% (116)	5% (27)	1% (8)	14% (85)	586
Trump Job Strongly Approve	32% (34)	17% (19)	12% (13)	8% (9)	9% (9)	22% (24)	109
Trump Job Somewhat Approve	24% (40)	26% (43)	20% (34)	8% (13)	4% (6)	18% (30)	166
Trump Job Somewhat Disapprove	24% (50)	35% (72)	27% (56)	4% (8)	1% (1)	11% (22)	209
Trump Job Strongly Disapprove	32% (122)	28% (107)	16% (60)	5% (19)	2% (7)	17% (63)	377
Favorable of Trump	27% (70)	23% (60)	18% (47)	9% (22)	4% (11)	18% (46)	256
Unfavorable of Trump	29% (175)	31% (185)	18% (110)	4% (25)	2% (11)	17% (100)	606
Very Favorable of Trump	34% (37)	15% (16)	12% (13)	7% (7)	9% (10)	23% (25)	109
Somewhat Favorable of Trump	23% (33)	29% (43)	23% (33)	10% (15)	— (1)	14% (21)	147
Somewhat Unfavorable of Trump	20% (35)	29% (51)	25% (43)	5% (8)	3% (5)	19% (34)	176
Very Unfavorable of Trump	33% (140)	31% (134)	16% (67)	4% (17)	1% (6)	15% (66)	430

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**Table MGC6\_3:** At this time, do you have a generally positive or negative view of each of the following?  
Democracy

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	26% (263)	26% (258)	18% (184)	6% (56)	2% (25)	21% (215)	1000
#1 Issue: Economy	26% (77)	29% (86)	20% (58)	6% (18)	3% (9)	16% (48)	296
#1 Issue: Security	26% (20)	22% (17)	16% (12)	9% (7)	8% (6)	18% (14)	76
#1 Issue: Health Care	25% (42)	26% (44)	23% (39)	4% (7)	2% (3)	21% (36)	171
#1 Issue: Women's Issues	33% (39)	26% (31)	15% (18)	6% (7)	1% (1)	19% (22)	117
#1 Issue: Education	26% (37)	28% (40)	15% (21)	6% (8)	— (0)	26% (38)	145
#1 Issue: Energy	40% (39)	25% (25)	21% (21)	3% (3)	1% (1)	10% (10)	98
#1 Issue: Other	10% (9)	17% (14)	15% (12)	6% (5)	3% (3)	49% (41)	82
2018 House Vote: Democrat	39% (44)	35% (39)	14% (15)	3% (3)	3% (3)	6% (7)	112
2016 Vote: Hillary Clinton	33% (26)	34% (26)	18% (14)	2% (1)	4% (3)	10% (8)	78
2016 Vote: Didn't Vote	26% (227)	25% (220)	18% (161)	5% (48)	2% (20)	23% (204)	881
Voted in 2014: No	26% (257)	26% (248)	19% (182)	5% (53)	2% (22)	22% (210)	972
2012 Vote: Didn't Vote	26% (256)	26% (252)	18% (181)	6% (54)	3% (25)	22% (210)	978
4-Region: Northeast	20% (43)	33% (70)	21% (45)	7% (15)	3% (7)	17% (36)	216
4-Region: Midwest	27% (64)	25% (59)	19% (43)	7% (16)	2% (5)	19% (45)	232
4-Region: South	28% (94)	21% (71)	19% (63)	4% (13)	3% (11)	25% (85)	337
4-Region: West	29% (62)	27% (58)	15% (33)	6% (13)	1% (2)	22% (48)	216

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

**Table MGC6\_4:** *At this time, do you have a generally positive or negative view of each of the following?*

*Large government*

Demographic	Attitudes												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	7%	(66)	18%	(178)	28%	(282)	14%	(142)	8%	(79)	25%	(254)	1000
Gender: Male	8%	(41)	21%	(104)	25%	(123)	14%	(70)	9%	(43)	22%	(109)	489
Gender: Female	5%	(25)	14%	(74)	31%	(159)	14%	(72)	7%	(36)	28%	(146)	511
Age: 18-34	7%	(35)	20%	(103)	32%	(164)	15%	(75)	9%	(45)	17%	(84)	506
Generation Z: 13-23	7%	(66)	18%	(178)	28%	(282)	14%	(142)	8%	(79)	25%	(254)	1000
PID: Dem (no lean)	6%	(21)	26%	(94)	27%	(96)	14%	(51)	5%	(19)	21%	(73)	355
PID: Ind (no lean)	5%	(24)	12%	(52)	27%	(120)	14%	(64)	9%	(42)	32%	(143)	445
PID: Rep (no lean)	10%	(21)	16%	(32)	33%	(65)	13%	(26)	9%	(18)	19%	(38)	201
PID/Gender: Dem Men	8%	(13)	32%	(52)	26%	(41)	13%	(21)	5%	(7)	16%	(26)	160
PID/Gender: Dem Women	4%	(9)	21%	(42)	28%	(55)	15%	(30)	6%	(12)	24%	(47)	195
PID/Gender: Ind Men	7%	(15)	13%	(30)	23%	(52)	13%	(29)	12%	(26)	32%	(72)	223
PID/Gender: Ind Women	4%	(9)	10%	(22)	31%	(68)	16%	(35)	7%	(16)	32%	(71)	222
PID/Gender: Rep Men	13%	(14)	21%	(22)	28%	(30)	18%	(20)	9%	(10)	10%	(11)	106
PID/Gender: Rep Women	8%	(7)	10%	(10)	37%	(35)	7%	(7)	8%	(8)	29%	(28)	95
Ideo: Liberal (1-3)	6%	(19)	25%	(81)	30%	(96)	19%	(61)	5%	(16)	16%	(51)	324
Ideo: Moderate (4)	7%	(13)	22%	(40)	33%	(61)	12%	(23)	10%	(19)	16%	(29)	185
Ideo: Conservative (5-7)	10%	(18)	17%	(29)	29%	(50)	18%	(31)	14%	(24)	13%	(22)	173
Educ: < College	6%	(57)	17%	(155)	28%	(258)	14%	(127)	8%	(73)	27%	(247)	916
Educ: Bachelors degree	9%	(7)	29%	(21)	31%	(23)	16%	(11)	7%	(5)	8%	(6)	72
Income: Under 50k	6%	(27)	13%	(64)	30%	(145)	15%	(73)	8%	(40)	29%	(139)	488
Income: 50k-100k	7%	(22)	22%	(72)	27%	(89)	13%	(43)	10%	(31)	22%	(71)	328
Income: 100k+	9%	(17)	23%	(42)	26%	(48)	14%	(26)	4%	(7)	24%	(44)	183
Ethnicity: White	5%	(34)	18%	(116)	28%	(178)	16%	(103)	9%	(57)	23%	(150)	638
Ethnicity: Hispanic	8%	(17)	11%	(23)	26%	(52)	17%	(35)	9%	(19)	28%	(57)	203
Ethnicity: Afr. Am.	7%	(10)	15%	(19)	29%	(38)	13%	(17)	5%	(7)	31%	(40)	131
Ethnicity: Other	10%	(22)	19%	(43)	28%	(66)	10%	(22)	6%	(15)	28%	(64)	231
All Christian	8%	(23)	16%	(45)	31%	(86)	18%	(48)	8%	(22)	19%	(51)	274
All Non-Christian	11%	(7)	33%	(21)	23%	(15)	8%	(5)	10%	(7)	15%	(10)	65
Atheist	5%	(6)	22%	(25)	28%	(32)	16%	(18)	8%	(9)	21%	(24)	113
Agnostic/Nothing in particular	6%	(30)	16%	(87)	27%	(150)	13%	(71)	8%	(42)	31%	(169)	548

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**Table MGC6\_4:** *At this time, do you have a generally positive or negative view of each of the following?*

*Large government*

Demographic	Attitudes toward Trump												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	7%	(66)	18%	(178)	28%	(282)	14%	(142)	8%	(79)	25%	(254)	1000
Religious Non-Protestant/Catholic	9%	(8)	26%	(21)	24%	(20)	8%	(7)	10%	(8)	22%	(18)	82
Evangelical	8%	(15)	15%	(27)	30%	(54)	10%	(18)	9%	(16)	28%	(50)	180
Non-Evangelical	8%	(22)	17%	(48)	29%	(83)	18%	(50)	7%	(19)	21%	(61)	283
Community: Urban	9%	(23)	17%	(43)	26%	(65)	15%	(39)	9%	(22)	25%	(63)	256
Community: Suburban	5%	(26)	19%	(103)	30%	(162)	14%	(75)	7%	(36)	25%	(136)	539
Community: Rural	8%	(16)	15%	(32)	27%	(55)	14%	(28)	10%	(21)	27%	(55)	206
Employ: Private Sector	6%	(5)	25%	(21)	28%	(23)	16%	(13)	12%	(10)	13%	(11)	84
Employ: Unemployed	5%	(7)	11%	(16)	31%	(48)	18%	(28)	6%	(9)	30%	(46)	154
Military HH: Yes	11%	(14)	16%	(21)	22%	(30)	16%	(21)	9%	(12)	26%	(34)	132
Military HH: No	6%	(52)	18%	(156)	29%	(252)	14%	(120)	8%	(67)	25%	(220)	868
RD/WT: Right Direction	9%	(27)	17%	(51)	29%	(88)	11%	(33)	8%	(23)	27%	(83)	305
RD/WT: Wrong Track	6%	(39)	18%	(127)	28%	(194)	16%	(109)	8%	(56)	25%	(171)	695
Trump Job Approve	9%	(26)	14%	(39)	29%	(80)	15%	(42)	11%	(29)	21%	(58)	274
Trump Job Disapprove	5%	(30)	22%	(129)	29%	(171)	16%	(95)	7%	(44)	20%	(118)	586
Trump Job Strongly Approve	15%	(16)	13%	(14)	23%	(24)	17%	(18)	10%	(11)	23%	(25)	109
Trump Job Somewhat Approve	6%	(10)	15%	(24)	34%	(56)	14%	(24)	11%	(18)	20%	(34)	166
Trump Job Somewhat Disapprove	6%	(13)	18%	(37)	40%	(84)	15%	(31)	8%	(16)	13%	(28)	209
Trump Job Strongly Disapprove	5%	(17)	24%	(92)	23%	(87)	17%	(64)	7%	(28)	24%	(90)	377
Favorable of Trump	11%	(29)	14%	(37)	28%	(71)	13%	(34)	11%	(29)	22%	(56)	256
Unfavorable of Trump	4%	(24)	22%	(135)	28%	(173)	17%	(100)	8%	(49)	21%	(125)	606
Very Favorable of Trump	17%	(19)	18%	(19)	24%	(26)	12%	(13)	9%	(10)	20%	(21)	109
Somewhat Favorable of Trump	7%	(10)	12%	(18)	31%	(45)	14%	(21)	13%	(19)	24%	(35)	147
Somewhat Unfavorable of Trump	4%	(7)	20%	(34)	35%	(61)	17%	(30)	7%	(12)	18%	(31)	176
Very Unfavorable of Trump	4%	(17)	23%	(100)	26%	(111)	16%	(70)	9%	(37)	22%	(94)	430

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**Table MGC6\_4:** At this time, do you have a generally positive or negative view of each of the following?

*Large government*

Demographic	Attitudes toward the U.S. president												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	7%	(66)	18%	(178)	28%	(282)	14%	(142)	8%	(79)	25%	(254)	1000
#1 Issue: Economy	8%	(24)	17%	(50)	27%	(81)	17%	(49)	10%	(31)	21%	(61)	296
#1 Issue: Security	5%	(4)	21%	(16)	33%	(25)	12%	(9)	10%	(8)	18%	(14)	76
#1 Issue: Health Care	5%	(9)	24%	(42)	29%	(49)	9%	(16)	7%	(11)	25%	(43)	171
#1 Issue: Women's Issues	8%	(9)	20%	(23)	25%	(29)	19%	(22)	3%	(4)	26%	(30)	117
#1 Issue: Education	9%	(13)	12%	(18)	30%	(44)	16%	(23)	7%	(10)	25%	(37)	145
#1 Issue: Energy	3%	(3)	23%	(22)	35%	(34)	16%	(16)	7%	(7)	16%	(16)	98
#1 Issue: Other	3%	(2)	8%	(7)	20%	(16)	4%	(3)	10%	(8)	56%	(46)	82
2018 House Vote: Democrat	4%	(5)	34%	(38)	31%	(35)	13%	(14)	6%	(7)	12%	(13)	112
2016 Vote: Hillary Clinton	8%	(6)	26%	(20)	27%	(21)	18%	(14)	4%	(3)	16%	(13)	78
2016 Vote: Didn't Vote	6%	(56)	17%	(148)	28%	(248)	13%	(119)	8%	(72)	27%	(239)	881
Voted in 2014: No	6%	(61)	18%	(173)	28%	(275)	14%	(138)	8%	(77)	25%	(248)	972
2012 Vote: Didn't Vote	6%	(63)	18%	(174)	28%	(276)	14%	(139)	8%	(77)	25%	(247)	978
4-Region: Northeast	9%	(19)	20%	(43)	30%	(64)	11%	(24)	7%	(16)	23%	(50)	216
4-Region: Midwest	7%	(16)	22%	(50)	27%	(63)	13%	(31)	7%	(17)	24%	(55)	232
4-Region: South	6%	(20)	14%	(47)	25%	(85)	16%	(54)	8%	(28)	30%	(101)	337
4-Region: West	5%	(11)	17%	(38)	32%	(69)	15%	(32)	8%	(18)	22%	(48)	216

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

**Table MGC6\_5:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Small government*

Demographic	Attitudes												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	9%	(88)	21%	(206)	32%	(316)	9%	(86)	3%	(29)	27%	(274)	1000
Gender: Male	10%	(48)	24%	(118)	30%	(146)	7%	(37)	4%	(21)	24%	(120)	489
Gender: Female	8%	(40)	17%	(89)	33%	(170)	10%	(50)	2%	(8)	30%	(155)	511
Age: 18-34	11%	(58)	25%	(128)	36%	(182)	9%	(44)	2%	(12)	16%	(82)	506
Generation Z: 13-23	9%	(88)	21%	(206)	32%	(316)	9%	(86)	3%	(29)	27%	(274)	1000
PID: Dem (no lean)	6%	(22)	24%	(84)	32%	(113)	12%	(44)	4%	(13)	22%	(79)	355
PID: Ind (no lean)	8%	(36)	16%	(73)	32%	(140)	7%	(32)	2%	(10)	35%	(154)	445
PID: Rep (no lean)	15%	(31)	25%	(49)	31%	(62)	5%	(11)	3%	(6)	21%	(41)	201
PID/Gender: Dem Men	7%	(11)	29%	(46)	31%	(49)	10%	(16)	7%	(10)	17%	(28)	160
PID/Gender: Dem Women	6%	(11)	19%	(38)	33%	(64)	14%	(28)	1%	(2)	27%	(52)	195
PID/Gender: Ind Men	8%	(17)	18%	(40)	29%	(64)	8%	(18)	2%	(5)	35%	(78)	223
PID/Gender: Ind Women	8%	(18)	15%	(33)	34%	(76)	6%	(14)	2%	(5)	34%	(76)	222
PID/Gender: Rep Men	19%	(20)	29%	(31)	31%	(33)	2%	(2)	5%	(5)	13%	(14)	106
PID/Gender: Rep Women	11%	(11)	19%	(18)	31%	(29)	9%	(8)	1%	(1)	29%	(28)	95
Ideo: Liberal (1-3)	7%	(23)	23%	(74)	36%	(116)	13%	(43)	3%	(8)	18%	(59)	324
Ideo: Moderate (4)	9%	(17)	26%	(49)	35%	(65)	9%	(17)	2%	(4)	17%	(32)	185
Ideo: Conservative (5-7)	21%	(36)	27%	(47)	25%	(44)	7%	(12)	5%	(9)	15%	(26)	173
Educ: < College	8%	(78)	20%	(182)	31%	(288)	8%	(75)	3%	(26)	29%	(266)	916
Educ: Bachelors degree	9%	(7)	28%	(20)	36%	(26)	13%	(9)	4%	(3)	10%	(7)	72
Income: Under 50k	9%	(42)	19%	(93)	31%	(152)	8%	(38)	3%	(15)	30%	(148)	488
Income: 50k-100k	10%	(33)	23%	(76)	33%	(110)	9%	(31)	2%	(7)	22%	(73)	328
Income: 100k+	8%	(14)	20%	(37)	29%	(54)	10%	(18)	4%	(7)	29%	(54)	183
Ethnicity: White	10%	(63)	21%	(136)	32%	(204)	9%	(58)	3%	(17)	25%	(159)	638
Ethnicity: Hispanic	9%	(18)	23%	(46)	28%	(57)	8%	(16)	4%	(8)	29%	(58)	203
Ethnicity: Afr. Am.	7%	(9)	22%	(29)	29%	(38)	5%	(7)	4%	(5)	33%	(43)	131
Ethnicity: Other	7%	(16)	18%	(41)	32%	(74)	9%	(22)	3%	(7)	31%	(72)	231
All Christian	13%	(35)	25%	(67)	34%	(92)	5%	(13)	3%	(9)	21%	(58)	274
All Non-Christian	20%	(13)	25%	(16)	23%	(15)	8%	(5)	4%	(3)	19%	(12)	65
Atheist	7%	(8)	19%	(21)	33%	(37)	13%	(14)	4%	(4)	24%	(28)	113
Agnostic/Nothing in particular	6%	(32)	18%	(101)	31%	(171)	10%	(54)	2%	(13)	32%	(176)	548

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**Table MGC6\_5:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Small government*

Demographic	Attitudes toward Trump												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	9%	(88)	21%	(206)	32%	(316)	9%	(86)	3%	(29)	27%	(274)	1000
Religious Non-Protestant/Catholic	17%	(14)	22%	(18)	22%	(18)	7%	(6)	7%	(6)	25%	(21)	82
Evangelical	8%	(15)	21%	(38)	31%	(55)	8%	(14)	3%	(5)	29%	(52)	180
Non-Evangelical	9%	(24)	22%	(63)	34%	(97)	8%	(22)	3%	(8)	24%	(69)	283
Community: Urban	8%	(21)	23%	(60)	35%	(91)	6%	(16)	2%	(4)	25%	(64)	256
Community: Suburban	8%	(41)	20%	(107)	31%	(167)	9%	(51)	4%	(20)	28%	(153)	539
Community: Rural	13%	(26)	19%	(40)	28%	(58)	9%	(19)	2%	(4)	28%	(58)	206
Employ: Private Sector	10%	(8)	36%	(31)	32%	(27)	8%	(6)	1%	(1)	13%	(11)	84
Employ: Unemployed	8%	(12)	17%	(27)	35%	(54)	7%	(10)	2%	(2)	31%	(48)	154
Military HH: Yes	16%	(22)	16%	(21)	28%	(38)	10%	(13)	5%	(6)	25%	(33)	132
Military HH: No	8%	(67)	21%	(185)	32%	(278)	8%	(74)	3%	(23)	28%	(241)	868
RD/WT: Right Direction	13%	(40)	20%	(60)	29%	(87)	7%	(20)	4%	(14)	28%	(85)	305
RD/WT: Wrong Track	7%	(48)	21%	(147)	33%	(229)	10%	(66)	2%	(15)	27%	(190)	695
Trump Job Approve	16%	(43)	24%	(66)	28%	(77)	5%	(14)	4%	(10)	23%	(64)	274
Trump Job Disapprove	6%	(34)	22%	(130)	35%	(205)	12%	(68)	3%	(16)	23%	(134)	586
Trump Job Strongly Approve	21%	(23)	20%	(22)	19%	(20)	7%	(7)	7%	(7)	26%	(29)	109
Trump Job Somewhat Approve	12%	(20)	27%	(44)	34%	(56)	4%	(7)	2%	(3)	21%	(35)	166
Trump Job Somewhat Disapprove	6%	(12)	23%	(48)	42%	(87)	8%	(17)	2%	(3)	20%	(41)	209
Trump Job Strongly Disapprove	6%	(21)	22%	(82)	31%	(118)	13%	(50)	3%	(12)	25%	(93)	377
Favorable of Trump	18%	(45)	25%	(64)	24%	(61)	5%	(12)	5%	(14)	23%	(59)	256
Unfavorable of Trump	6%	(34)	21%	(127)	35%	(214)	12%	(71)	2%	(15)	24%	(146)	606
Very Favorable of Trump	22%	(24)	21%	(23)	19%	(21)	7%	(7)	7%	(7)	25%	(27)	109
Somewhat Favorable of Trump	15%	(22)	28%	(41)	27%	(40)	4%	(5)	5%	(7)	22%	(33)	147
Somewhat Unfavorable of Trump	5%	(9)	21%	(37)	42%	(74)	5%	(9)	2%	(4)	24%	(42)	176
Very Unfavorable of Trump	6%	(24)	21%	(89)	32%	(140)	14%	(62)	3%	(11)	24%	(104)	430

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**Table MGC6\_5:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Small government*

Demographic	Attitudes toward the economy												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	9%	(88)	21%	(206)	32%	(316)	9%	(86)	3%	(29)	27%	(274)	1000
#1 Issue: Economy	9%	(27)	23%	(69)	35%	(103)	7%	(21)	3%	(9)	23%	(67)	296
#1 Issue: Security	17%	(13)	14%	(11)	36%	(27)	11%	(8)	2%	(2)	21%	(16)	76
#1 Issue: Health Care	6%	(10)	20%	(34)	33%	(56)	11%	(18)	4%	(7)	26%	(45)	171
#1 Issue: Women's Issues	6%	(7)	23%	(27)	32%	(38)	10%	(12)	—	(0)	28%	(33)	117
#1 Issue: Education	11%	(16)	24%	(36)	27%	(39)	7%	(11)	2%	(2)	28%	(41)	145
#1 Issue: Energy	9%	(9)	20%	(20)	34%	(33)	16%	(16)	4%	(4)	17%	(16)	98
#1 Issue: Other	7%	(6)	12%	(10)	22%	(18)	1%	(1)	—	(0)	58%	(48)	82
2018 House Vote: Democrat	5%	(6)	34%	(38)	33%	(37)	12%	(14)	6%	(6)	11%	(12)	112
2016 Vote: Hillary Clinton	6%	(5)	28%	(22)	33%	(26)	12%	(9)	4%	(3)	16%	(13)	78
2016 Vote: Didn't Vote	9%	(75)	19%	(170)	31%	(277)	8%	(74)	3%	(25)	29%	(259)	881
Voted in 2014: No	9%	(87)	20%	(198)	32%	(309)	8%	(83)	3%	(29)	27%	(267)	972
2012 Vote: Didn't Vote	9%	(85)	21%	(201)	32%	(308)	9%	(86)	3%	(29)	27%	(268)	978
4-Region: Northeast	9%	(19)	21%	(46)	34%	(73)	9%	(19)	2%	(5)	25%	(54)	216
4-Region: Midwest	9%	(22)	23%	(53)	31%	(71)	10%	(23)	1%	(2)	26%	(60)	232
4-Region: South	9%	(31)	19%	(63)	31%	(103)	6%	(21)	6%	(19)	30%	(100)	337
4-Region: West	8%	(17)	21%	(45)	32%	(68)	11%	(23)	2%	(3)	28%	(60)	216

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

**Table MGC6\_6:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Large businesses*

Demographic	Attitudes												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	10%	(103)	21%	(213)	25%	(249)	17%	(169)	9%	(86)	18%	(179)	1000
Gender: Male	12%	(60)	24%	(115)	22%	(109)	14%	(69)	10%	(50)	17%	(84)	489
Gender: Female	8%	(43)	19%	(98)	27%	(140)	19%	(99)	7%	(36)	19%	(95)	511
Age: 18-34	11%	(54)	24%	(121)	26%	(132)	17%	(87)	10%	(52)	12%	(60)	506
Generation Z: 13-23	10%	(103)	21%	(213)	25%	(249)	17%	(169)	9%	(86)	18%	(179)	1000
PID: Dem (no lean)	8%	(28)	19%	(66)	27%	(95)	23%	(81)	12%	(44)	11%	(40)	355
PID: Ind (no lean)	9%	(39)	18%	(79)	27%	(118)	14%	(61)	8%	(37)	25%	(111)	445
PID: Rep (no lean)	18%	(36)	34%	(68)	18%	(36)	13%	(26)	3%	(6)	14%	(29)	201
PID/Gender: Dem Men	12%	(19)	21%	(34)	28%	(44)	18%	(28)	14%	(22)	8%	(13)	160
PID/Gender: Dem Women	5%	(10)	16%	(32)	26%	(51)	27%	(53)	11%	(22)	14%	(27)	195
PID/Gender: Ind Men	8%	(18)	20%	(44)	23%	(51)	11%	(25)	11%	(25)	27%	(60)	223
PID/Gender: Ind Women	9%	(21)	16%	(35)	30%	(67)	16%	(37)	5%	(12)	23%	(51)	222
PID/Gender: Rep Men	22%	(24)	35%	(38)	13%	(14)	16%	(17)	3%	(3)	11%	(11)	106
PID/Gender: Rep Women	13%	(12)	33%	(31)	24%	(22)	10%	(9)	2%	(2)	18%	(17)	95
Ideo: Liberal (1-3)	7%	(24)	15%	(49)	27%	(87)	27%	(87)	17%	(55)	7%	(23)	324
Ideo: Moderate (4)	10%	(19)	31%	(58)	27%	(51)	15%	(27)	6%	(10)	11%	(20)	185
Ideo: Conservative (5-7)	19%	(32)	30%	(52)	21%	(37)	15%	(27)	5%	(9)	10%	(16)	173
Educ: < College	10%	(92)	21%	(189)	25%	(231)	17%	(153)	8%	(77)	19%	(174)	916
Educ: Bachelors degree	11%	(8)	33%	(24)	22%	(16)	19%	(14)	10%	(7)	6%	(4)	72
Income: Under 50k	9%	(43)	20%	(96)	24%	(119)	18%	(88)	8%	(39)	21%	(103)	488
Income: 50k-100k	10%	(32)	25%	(83)	27%	(87)	15%	(49)	10%	(31)	14%	(45)	328
Income: 100k+	15%	(28)	19%	(34)	23%	(43)	17%	(32)	9%	(16)	17%	(31)	183
Ethnicity: White	9%	(58)	22%	(143)	24%	(154)	20%	(126)	9%	(60)	15%	(96)	638
Ethnicity: Hispanic	13%	(27)	18%	(37)	22%	(45)	18%	(37)	6%	(13)	22%	(44)	203
Ethnicity: Afr. Am.	12%	(16)	20%	(26)	25%	(32)	11%	(15)	7%	(9)	25%	(33)	131
Ethnicity: Other	13%	(29)	19%	(45)	27%	(63)	12%	(28)	7%	(16)	22%	(50)	231
All Christian	14%	(37)	28%	(76)	26%	(72)	14%	(38)	6%	(15)	13%	(35)	274
All Non-Christian	23%	(15)	22%	(14)	25%	(16)	8%	(5)	11%	(7)	12%	(8)	65
Atheist	5%	(6)	16%	(18)	19%	(22)	31%	(35)	16%	(18)	14%	(15)	113
Agnostic/Nothing in particular	8%	(46)	19%	(105)	25%	(139)	16%	(90)	8%	(46)	22%	(122)	548

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**Table MGC6\_6:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Large businesses*

Demographic	Attitudes toward Trump												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	10%	(103)	21%	(213)	25%	(249)	17%	(169)	9%	(86)	18%	(179)	1000
Religious Non-Protestant/Catholic	20%	(16)	20%	(16)	23%	(19)	8%	(7)	10%	(8)	18%	(15)	82
Evangelical	12%	(21)	31%	(56)	24%	(42)	11%	(20)	5%	(9)	18%	(32)	180
Non-Evangelical	13%	(36)	21%	(60)	27%	(76)	18%	(50)	7%	(21)	14%	(40)	283
Community: Urban	13%	(33)	23%	(58)	24%	(61)	19%	(48)	7%	(18)	14%	(37)	256
Community: Suburban	8%	(43)	22%	(120)	24%	(129)	18%	(97)	9%	(50)	19%	(100)	539
Community: Rural	13%	(26)	17%	(35)	29%	(59)	12%	(24)	9%	(18)	21%	(42)	206
Employ: Private Sector	13%	(11)	26%	(22)	30%	(25)	16%	(13)	10%	(9)	6%	(5)	84
Employ: Unemployed	10%	(15)	16%	(24)	26%	(41)	16%	(25)	10%	(16)	22%	(33)	154
Military HH: Yes	19%	(25)	23%	(30)	20%	(27)	15%	(19)	10%	(13)	14%	(19)	132
Military HH: No	9%	(78)	21%	(183)	26%	(222)	17%	(150)	8%	(73)	19%	(161)	868
RD/WT: Right Direction	16%	(48)	26%	(78)	24%	(73)	12%	(38)	3%	(8)	20%	(60)	305
RD/WT: Wrong Track	8%	(55)	19%	(135)	25%	(177)	19%	(131)	11%	(78)	17%	(119)	695
Trump Job Approve	17%	(47)	27%	(74)	23%	(63)	12%	(32)	4%	(12)	17%	(47)	274
Trump Job Disapprove	7%	(44)	19%	(114)	27%	(158)	21%	(120)	13%	(74)	13%	(76)	586
Trump Job Strongly Approve	22%	(24)	29%	(31)	10%	(11)	9%	(10)	4%	(5)	25%	(27)	109
Trump Job Somewhat Approve	14%	(23)	25%	(42)	32%	(53)	13%	(22)	4%	(7)	12%	(20)	166
Trump Job Somewhat Disapprove	11%	(22)	25%	(52)	33%	(70)	16%	(33)	6%	(12)	9%	(20)	209
Trump Job Strongly Disapprove	6%	(21)	16%	(62)	23%	(88)	23%	(87)	17%	(63)	15%	(56)	377
Favorable of Trump	17%	(45)	29%	(75)	21%	(54)	10%	(27)	5%	(13)	17%	(43)	256
Unfavorable of Trump	8%	(46)	20%	(118)	26%	(160)	22%	(134)	12%	(70)	13%	(78)	606
Very Favorable of Trump	25%	(27)	32%	(35)	10%	(11)	10%	(11)	3%	(3)	20%	(22)	109
Somewhat Favorable of Trump	12%	(18)	28%	(41)	29%	(43)	11%	(16)	7%	(10)	14%	(20)	147
Somewhat Unfavorable of Trump	12%	(22)	24%	(43)	30%	(52)	19%	(33)	2%	(3)	13%	(23)	176
Very Unfavorable of Trump	6%	(24)	18%	(76)	25%	(108)	24%	(101)	16%	(67)	13%	(55)	430

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**Table MGC6\_6:** At this time, do you have a generally positive or negative view of each of the following?  
Large businesses

Demographic	Attitudes toward the U.S. president												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	10%	(103)	21%	(213)	25%	(249)	17%	(169)	9%	(86)	18%	(179)	1000
#1 Issue: Economy	13%	(39)	24%	(72)	24%	(72)	15%	(43)	10%	(29)	14%	(41)	296
#1 Issue: Security	17%	(13)	30%	(23)	24%	(18)	15%	(11)	1%	(1)	13%	(10)	76
#1 Issue: Health Care	6%	(10)	22%	(38)	23%	(40)	20%	(35)	11%	(18)	17%	(29)	171
#1 Issue: Women's Issues	8%	(9)	16%	(19)	27%	(32)	23%	(26)	7%	(8)	19%	(22)	117
#1 Issue: Education	13%	(19)	24%	(35)	22%	(31)	13%	(19)	8%	(11)	20%	(29)	145
#1 Issue: Energy	7%	(6)	14%	(13)	30%	(30)	25%	(24)	15%	(15)	9%	(9)	98
#1 Issue: Other	7%	(6)	11%	(9)	29%	(24)	6%	(5)	5%	(4)	41%	(34)	82
2018 House Vote: Democrat	8%	(8)	22%	(25)	24%	(27)	20%	(22)	20%	(23)	6%	(7)	112
2016 Vote: Hillary Clinton	9%	(7)	19%	(14)	24%	(19)	23%	(18)	14%	(11)	11%	(8)	78
2016 Vote: Didn't Vote	11%	(93)	21%	(187)	24%	(215)	17%	(146)	8%	(71)	19%	(170)	881
Voted in 2014: No	10%	(99)	21%	(207)	25%	(245)	17%	(164)	8%	(81)	18%	(175)	972
2012 Vote: Didn't Vote	10%	(98)	21%	(207)	25%	(245)	17%	(167)	9%	(84)	18%	(177)	978
4-Region: Northeast	13%	(27)	21%	(45)	27%	(58)	17%	(36)	8%	(17)	15%	(32)	216
4-Region: Midwest	10%	(22)	19%	(44)	28%	(64)	21%	(48)	7%	(16)	16%	(37)	232
4-Region: South	11%	(37)	22%	(75)	23%	(78)	14%	(46)	8%	(28)	22%	(73)	337
4-Region: West	8%	(17)	23%	(50)	23%	(49)	18%	(39)	11%	(24)	17%	(37)	216

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

**Table MGC6\_7:** At this time, do you have a generally positive or negative view of each of the following?  
Small Business

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	34% (343)	31% (311)	14% (137)	3% (34)	1% (12)	16% (164)	1000
Gender: Male	36% (175)	30% (147)	13% (64)	4% (18)	2% (7)	16% (78)	489
Gender: Female	33% (169)	32% (164)	14% (73)	3% (16)	1% (4)	17% (86)	511
Age: 18-34	36% (180)	33% (168)	14% (72)	5% (23)	1% (6)	11% (57)	506
Generation Z: 13-23	34% (343)	31% (311)	14% (137)	3% (34)	1% (12)	16% (164)	1000
PID: Dem (no lean)	39% (139)	35% (126)	11% (39)	3% (10)	— (1)	11% (40)	355
PID: Ind (no lean)	29% (127)	27% (119)	18% (78)	4% (17)	1% (6)	22% (98)	445
PID: Rep (no lean)	38% (77)	33% (66)	10% (21)	3% (6)	2% (5)	13% (26)	201
PID/Gender: Dem Men	39% (62)	36% (57)	12% (19)	4% (6)	1% (1)	10% (16)	160
PID/Gender: Dem Women	40% (77)	35% (69)	10% (20)	2% (4)	— (0)	13% (25)	195
PID/Gender: Ind Men	29% (64)	26% (58)	17% (37)	4% (8)	1% (2)	24% (53)	223
PID/Gender: Ind Women	29% (63)	28% (61)	18% (41)	4% (9)	2% (3)	20% (45)	222
PID/Gender: Rep Men	46% (49)	30% (32)	8% (8)	3% (3)	4% (4)	9% (10)	106
PID/Gender: Rep Women	30% (28)	36% (34)	13% (12)	3% (3)	1% (1)	17% (16)	95
Ideo: Liberal (1-3)	44% (144)	35% (114)	10% (32)	3% (11)	1% (4)	6% (19)	324
Ideo: Moderate (4)	35% (64)	33% (62)	19% (35)	4% (7)	— (0)	9% (17)	185
Ideo: Conservative (5-7)	42% (73)	33% (56)	8% (14)	6% (10)	2% (3)	9% (16)	173
Educ: < College	34% (310)	31% (282)	14% (125)	3% (28)	1% (10)	18% (161)	916
Educ: Bachelors degree	40% (29)	36% (26)	14% (10)	6% (4)	3% (2)	2% (2)	72
Income: Under 50k	31% (152)	32% (154)	15% (74)	2% (12)	1% (6)	19% (91)	488
Income: 50k-100k	38% (125)	34% (111)	11% (36)	4% (12)	1% (3)	12% (40)	328
Income: 100k+	36% (66)	25% (45)	15% (27)	5% (10)	1% (2)	18% (33)	183
Ethnicity: White	38% (245)	32% (205)	12% (79)	3% (19)	1% (6)	13% (83)	638
Ethnicity: Hispanic	39% (79)	27% (55)	13% (27)	2% (3)	— (1)	18% (37)	203
Ethnicity: Afr. Am.	23% (31)	25% (33)	18% (24)	7% (10)	3% (4)	23% (30)	131
Ethnicity: Other	29% (68)	32% (73)	15% (34)	2% (5)	1% (2)	22% (51)	231
All Christian	38% (105)	33% (90)	12% (33)	3% (7)	1% (3)	13% (37)	274
All Non-Christian	37% (24)	29% (19)	18% (11)	5% (3)	— (0)	11% (7)	65
Atheist	38% (43)	38% (43)	10% (11)	2% (2)	— (0)	11% (13)	113
Agnostic/Nothing in particular	31% (172)	29% (158)	15% (82)	4% (21)	2% (8)	20% (108)	548

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**Table MGC6\_7:** At this time, do you have a generally positive or negative view of each of the following?  
Small Business

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	34% (343)	31% (311)	14% (137)	3% (34)	1% (12)	16% (164)	1000
Religious Non-Protestant/Catholic	33% (27)	25% (20)	18% (15)	6% (5)	1% (1)	16% (13)	82
Evangelical	35% (64)	29% (52)	15% (26)	3% (5)	— (1)	18% (32)	180
Non-Evangelical	36% (103)	33% (93)	13% (37)	3% (7)	1% (3)	15% (41)	283
Community: Urban	34% (86)	34% (86)	16% (40)	2% (5)	1% (2)	14% (36)	256
Community: Suburban	35% (189)	32% (171)	12% (65)	4% (20)	1% (4)	17% (90)	539
Community: Rural	33% (68)	26% (53)	15% (32)	4% (9)	3% (6)	18% (38)	206
Employ: Private Sector	39% (33)	41% (34)	14% (12)	3% (2)	1% (1)	3% (3)	84
Employ: Unemployed	32% (49)	25% (39)	19% (30)	2% (3)	1% (2)	20% (31)	154
Military HH: Yes	42% (56)	19% (26)	16% (21)	5% (7)	1% (1)	17% (22)	132
Military HH: No	33% (287)	33% (285)	13% (116)	3% (27)	1% (11)	16% (142)	868
RD/WT: Right Direction	32% (97)	30% (92)	15% (46)	4% (13)	2% (6)	17% (53)	305
RD/WT: Wrong Track	35% (246)	32% (219)	13% (91)	3% (21)	1% (6)	16% (111)	695
Trump Job Approve	39% (108)	28% (77)	13% (37)	3% (9)	2% (6)	14% (38)	274
Trump Job Disapprove	36% (210)	35% (205)	13% (77)	4% (24)	1% (5)	11% (65)	586
Trump Job Strongly Approve	42% (46)	25% (27)	8% (9)	4% (5)	3% (3)	17% (19)	109
Trump Job Somewhat Approve	38% (62)	30% (49)	17% (28)	2% (4)	2% (3)	11% (19)	166
Trump Job Somewhat Disapprove	29% (61)	40% (84)	16% (33)	3% (7)	1% (3)	10% (20)	209
Trump Job Strongly Disapprove	40% (150)	32% (120)	11% (43)	4% (17)	1% (2)	12% (45)	377
Favorable of Trump	42% (108)	28% (71)	12% (31)	3% (9)	1% (4)	13% (34)	256
Unfavorable of Trump	34% (208)	36% (217)	13% (81)	3% (21)	1% (6)	12% (72)	606
Very Favorable of Trump	45% (49)	22% (24)	8% (8)	4% (5)	2% (2)	19% (21)	109
Somewhat Favorable of Trump	40% (59)	32% (47)	15% (22)	3% (4)	1% (1)	9% (13)	147
Somewhat Unfavorable of Trump	21% (38)	42% (73)	18% (31)	3% (5)	1% (2)	15% (26)	176
Very Unfavorable of Trump	40% (170)	33% (144)	12% (50)	4% (15)	1% (5)	11% (46)	430

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**Table MGC6\_7:** At this time, do you have a generally positive or negative view of each of the following?  
Small Business

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		Total N
Adults	34%	(343)	31%	(311)	14%	(137)	3%	(34)	1%	(12)	16%	(164)	1000
#1 Issue: Economy	38%	(112)	30%	(88)	15%	(44)	3%	(10)	—	(1)	14%	(41)	296
#1 Issue: Security	34%	(25)	39%	(30)	9%	(7)	5%	(4)	1%	(1)	12%	(9)	76
#1 Issue: Health Care	31%	(53)	33%	(56)	14%	(23)	6%	(10)	3%	(5)	14%	(23)	171
#1 Issue: Women's Issues	40%	(47)	27%	(32)	16%	(19)	1%	(1)	—	(0)	16%	(19)	117
#1 Issue: Education	32%	(47)	33%	(47)	15%	(21)	3%	(5)	2%	(2)	15%	(22)	145
#1 Issue: Energy	40%	(39)	37%	(36)	12%	(11)	3%	(3)	—	(0)	8%	(8)	98
#1 Issue: Other	21%	(17)	21%	(17)	12%	(10)	1%	(1)	—	(0)	46%	(38)	82
2018 House Vote: Democrat	47%	(52)	33%	(37)	11%	(12)	4%	(4)	1%	(1)	4%	(5)	112
2016 Vote: Hillary Clinton	36%	(28)	41%	(32)	9%	(7)	4%	(3)	—	(0)	9%	(7)	78
2016 Vote: Didn't Vote	34%	(300)	30%	(262)	14%	(124)	3%	(28)	1%	(11)	18%	(156)	881
Voted in 2014: No	35%	(335)	31%	(300)	14%	(136)	3%	(31)	1%	(11)	16%	(159)	972
2012 Vote: Didn't Vote	34%	(337)	31%	(303)	14%	(135)	3%	(34)	1%	(11)	16%	(159)	978
4-Region: Northeast	35%	(76)	32%	(68)	14%	(30)	6%	(12)	1%	(2)	12%	(27)	216
4-Region: Midwest	30%	(70)	37%	(85)	15%	(34)	3%	(8)	—	(1)	15%	(34)	232
4-Region: South	36%	(121)	28%	(93)	12%	(42)	3%	(9)	2%	(6)	19%	(65)	337
4-Region: West	35%	(77)	30%	(64)	14%	(30)	2%	(4)	1%	(2)	18%	(38)	216

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

**Table MGC6\_8:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Environmentalism*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	34% (340)	24% (243)	16% (158)	5% (53)	2% (25)	18% (182)	1000
Gender: Male	33% (162)	24% (119)	16% (78)	5% (25)	3% (13)	19% (91)	489
Gender: Female	35% (178)	24% (123)	16% (80)	5% (28)	2% (11)	18% (91)	511
Age: 18-34	37% (185)	27% (137)	16% (81)	5% (27)	2% (11)	13% (64)	506
Generation Z: 13-23	34% (340)	24% (243)	16% (158)	5% (53)	2% (25)	18% (182)	1000
PID: Dem (no lean)	48% (170)	24% (86)	9% (32)	4% (14)	1% (2)	14% (50)	355
PID: Ind (no lean)	28% (124)	22% (98)	18% (80)	5% (24)	3% (14)	24% (106)	445
PID: Rep (no lean)	23% (46)	29% (59)	23% (46)	8% (15)	4% (8)	13% (26)	201
PID/Gender: Dem Men	42% (68)	28% (45)	12% (19)	4% (6)	1% (2)	13% (21)	160
PID/Gender: Dem Women	53% (103)	21% (41)	7% (13)	4% (8)	— (1)	15% (28)	195
PID/Gender: Ind Men	29% (65)	19% (43)	17% (39)	5% (11)	2% (5)	27% (61)	223
PID/Gender: Ind Women	27% (59)	25% (55)	18% (41)	6% (13)	4% (9)	21% (46)	222
PID/Gender: Rep Men	28% (30)	30% (31)	19% (20)	8% (9)	6% (7)	8% (9)	106
PID/Gender: Rep Women	17% (16)	29% (28)	27% (26)	7% (7)	2% (2)	18% (17)	95
Ideo: Liberal (1-3)	57% (184)	24% (77)	7% (24)	3% (10)	1% (5)	7% (23)	324
Ideo: Moderate (4)	29% (54)	31% (57)	16% (29)	10% (18)	1% (2)	14% (25)	185
Ideo: Conservative (5-7)	23% (39)	27% (47)	25% (43)	11% (19)	5% (9)	9% (16)	173
Educ: < College	33% (305)	24% (221)	16% (142)	5% (49)	2% (22)	19% (175)	916
Educ: Bachelors degree	41% (30)	28% (20)	20% (14)	2% (2)	4% (3)	6% (4)	72
Income: Under 50k	30% (148)	25% (120)	16% (80)	4% (19)	3% (14)	22% (108)	488
Income: 50k-100k	36% (117)	24% (80)	16% (54)	8% (26)	2% (6)	14% (46)	328
Income: 100k+	41% (75)	23% (42)	13% (24)	4% (8)	3% (5)	15% (28)	183
Ethnicity: White	36% (226)	24% (155)	17% (109)	6% (36)	3% (17)	15% (95)	638
Ethnicity: Hispanic	34% (68)	22% (45)	15% (30)	3% (5)	2% (4)	25% (50)	203
Ethnicity: Afr. Am.	25% (33)	21% (28)	18% (23)	5% (6)	2% (3)	28% (37)	131
Ethnicity: Other	35% (80)	26% (60)	11% (25)	5% (11)	2% (5)	22% (50)	231
All Christian	30% (82)	24% (66)	21% (57)	7% (19)	3% (9)	15% (40)	274
All Non-Christian	36% (24)	28% (18)	13% (8)	12% (8)	— (0)	11% (7)	65
Atheist	51% (57)	25% (29)	6% (7)	3% (4)	1% (1)	14% (15)	113
Agnostic/Nothing in particular	32% (177)	24% (130)	16% (86)	4% (22)	3% (15)	22% (120)	548

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**Table MGC6\_8:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Environmentalism*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	34% (340)	24% (243)	16% (158)	5% (53)	2% (25)	18% (182)	1000
Religious Non-Protestant/Catholic	34% (28)	24% (20)	14% (11)	12% (10)	— (0)	16% (13)	82
Evangelical	22% (40)	27% (48)	19% (35)	3% (6)	3% (5)	26% (46)	180
Non-Evangelical	34% (98)	22% (61)	19% (55)	7% (18)	2% (7)	16% (45)	283
Community: Urban	37% (95)	24% (63)	14% (35)	5% (12)	3% (7)	17% (45)	256
Community: Suburban	35% (186)	25% (133)	15% (83)	5% (29)	2% (9)	18% (98)	539
Community: Rural	29% (59)	23% (47)	19% (39)	6% (12)	4% (9)	19% (40)	206
Employ: Private Sector	32% (27)	41% (34)	16% (13)	3% (3)	— (0)	9% (7)	84
Employ: Unemployed	26% (40)	24% (36)	19% (29)	5% (8)	3% (4)	23% (36)	154
Military HH: Yes	36% (48)	22% (29)	16% (21)	5% (6)	4% (5)	18% (24)	132
Military HH: No	34% (292)	25% (214)	16% (137)	5% (47)	2% (19)	18% (158)	868
RD/WT: Right Direction	20% (62)	27% (84)	23% (70)	7% (22)	3% (10)	19% (58)	305
RD/WT: Wrong Track	40% (277)	23% (159)	13% (88)	5% (31)	2% (14)	18% (124)	695
Trump Job Approve	24% (65)	28% (76)	20% (55)	7% (18)	5% (13)	17% (47)	274
Trump Job Disapprove	43% (250)	24% (143)	13% (74)	5% (31)	2% (9)	13% (79)	586
Trump Job Strongly Approve	27% (30)	20% (22)	14% (16)	7% (7)	9% (10)	22% (24)	109
Trump Job Somewhat Approve	21% (35)	33% (55)	23% (39)	7% (11)	2% (3)	14% (23)	166
Trump Job Somewhat Disapprove	34% (70)	26% (55)	20% (42)	9% (18)	1% (3)	10% (21)	209
Trump Job Strongly Disapprove	48% (180)	23% (88)	8% (32)	3% (12)	2% (6)	16% (58)	377
Favorable of Trump	25% (65)	28% (72)	17% (44)	8% (20)	5% (12)	17% (44)	256
Unfavorable of Trump	41% (247)	25% (152)	14% (85)	5% (29)	2% (13)	13% (80)	606
Very Favorable of Trump	32% (35)	18% (20)	13% (15)	7% (7)	9% (10)	21% (22)	109
Somewhat Favorable of Trump	20% (30)	35% (52)	20% (29)	9% (13)	1% (2)	14% (21)	147
Somewhat Unfavorable of Trump	25% (44)	26% (46)	25% (43)	8% (15)	3% (5)	13% (23)	176
Very Unfavorable of Trump	47% (203)	25% (106)	10% (42)	3% (14)	2% (8)	13% (57)	430

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**Table MGC6\_8:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Environmentalism*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	34% (340)	24% (243)	16% (158)	5% (53)	2% (25)	18% (182)	1000
#1 Issue: Economy	33% (98)	27% (81)	19% (55)	5% (15)	2% (5)	14% (43)	296
#1 Issue: Security	23% (17)	19% (15)	23% (17)	11% (8)	8% (6)	17% (13)	76
#1 Issue: Health Care	36% (61)	25% (42)	16% (28)	6% (10)	2% (4)	15% (25)	171
#1 Issue: Women's Issues	40% (47)	25% (30)	12% (14)	5% (6)	1% (1)	17% (20)	117
#1 Issue: Education	32% (47)	23% (34)	15% (22)	5% (7)	1% (2)	22% (33)	145
#1 Issue: Energy	57% (55)	28% (27)	5% (5)	2% (2)	1% (1)	8% (8)	98
#1 Issue: Other	14% (11)	14% (12)	18% (15)	4% (3)	5% (4)	45% (37)	82
2018 House Vote: Democrat	56% (62)	23% (26)	8% (9)	4% (5)	2% (2)	7% (8)	112
2016 Vote: Hillary Clinton	52% (40)	22% (17)	10% (7)	5% (4)	— (0)	12% (9)	78
2016 Vote: Didn't Vote	33% (295)	24% (210)	16% (139)	5% (45)	3% (23)	19% (168)	881
Voted in 2014: No	34% (330)	24% (236)	16% (154)	5% (50)	3% (25)	18% (177)	972
2012 Vote: Didn't Vote	34% (329)	25% (240)	16% (157)	5% (50)	3% (25)	18% (177)	978
4-Region: Northeast	36% (77)	25% (54)	17% (36)	6% (13)	2% (5)	14% (31)	216
4-Region: Midwest	34% (78)	27% (62)	13% (31)	8% (18)	1% (2)	17% (40)	232
4-Region: South	31% (103)	23% (76)	17% (57)	3% (10)	4% (13)	23% (77)	337
4-Region: West	38% (81)	24% (51)	16% (34)	5% (12)	2% (5)	16% (34)	216

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

**Table MGC6\_9:** At this time, do you have a generally positive or negative view of each of the following?  
Social justice

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	26% (257)	25% (249)	18% (176)	8% (76)	5% (50)	19% (192)	1000
Gender: Male	26% (126)	24% (116)	18% (89)	8% (39)	6% (28)	19% (91)	489
Gender: Female	26% (131)	26% (132)	17% (87)	7% (36)	4% (23)	20% (102)	511
Age: 18-34	26% (131)	28% (141)	18% (94)	9% (44)	6% (30)	13% (67)	506
Generation Z: 13-23	26% (257)	25% (249)	18% (176)	8% (76)	5% (50)	19% (192)	1000
PID: Dem (no lean)	34% (119)	30% (107)	15% (53)	7% (26)	2% (8)	12% (41)	355
PID: Ind (no lean)	20% (90)	21% (94)	20% (91)	7% (30)	5% (22)	26% (118)	445
PID: Rep (no lean)	24% (47)	24% (47)	16% (32)	10% (20)	10% (20)	17% (33)	201
PID/Gender: Dem Men	32% (51)	28% (45)	20% (31)	7% (12)	2% (3)	11% (18)	160
PID/Gender: Dem Women	35% (68)	32% (62)	11% (22)	7% (14)	3% (5)	12% (23)	195
PID/Gender: Ind Men	20% (44)	22% (48)	18% (41)	7% (16)	5% (11)	28% (62)	223
PID/Gender: Ind Women	21% (46)	21% (46)	23% (50)	6% (14)	5% (11)	25% (55)	222
PID/Gender: Rep Men	29% (31)	22% (23)	16% (17)	11% (11)	13% (14)	10% (10)	106
PID/Gender: Rep Women	17% (16)	26% (24)	16% (15)	9% (9)	7% (7)	25% (23)	95
Ideo: Liberal (1-3)	41% (133)	31% (101)	13% (42)	4% (14)	3% (9)	8% (24)	324
Ideo: Moderate (4)	19% (35)	26% (48)	20% (37)	12% (22)	9% (17)	14% (26)	185
Ideo: Conservative (5-7)	23% (40)	24% (41)	21% (36)	14% (24)	8% (14)	10% (18)	173
Educ: < College	26% (235)	23% (215)	18% (161)	7% (69)	5% (48)	21% (188)	916
Educ: Bachelors degree	23% (17)	44% (32)	19% (14)	8% (6)	2% (2)	4% (3)	72
Income: Under 50k	25% (122)	23% (111)	18% (89)	7% (33)	5% (26)	22% (108)	488
Income: 50k-100k	25% (84)	27% (90)	17% (57)	10% (33)	5% (16)	15% (49)	328
Income: 100k+	28% (52)	26% (48)	16% (30)	6% (10)	4% (8)	19% (35)	183
Ethnicity: White	26% (164)	26% (163)	17% (109)	8% (54)	6% (35)	18% (113)	638
Ethnicity: Hispanic	29% (59)	21% (43)	14% (27)	9% (19)	5% (10)	22% (44)	203
Ethnicity: Afr. Am.	28% (36)	19% (25)	18% (23)	8% (11)	6% (8)	21% (27)	131
Ethnicity: Other	25% (57)	26% (61)	19% (44)	5% (11)	3% (7)	23% (52)	231
All Christian	25% (68)	27% (74)	18% (49)	11% (30)	4% (11)	15% (42)	274
All Non-Christian	35% (23)	24% (16)	17% (11)	4% (2)	4% (3)	16% (10)	65
Atheist	29% (32)	33% (37)	11% (12)	10% (11)	4% (5)	13% (15)	113
Agnostic/Nothing in particular	24% (133)	22% (122)	19% (104)	6% (32)	6% (32)	23% (125)	548

Continued on next page

**Table MGC6\_9:** At this time, do you have a generally positive or negative view of each of the following?  
Social justice

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	26% (257)	25% (249)	18% (176)	8% (76)	5% (50)	19% (192)	1000
Religious Non-Protestant/Catholic	30% (25)	24% (19)	18% (15)	3% (2)	4% (3)	21% (17)	82
Evangelical	26% (47)	21% (38)	20% (36)	5% (9)	5% (8)	23% (41)	180
Non-Evangelical	25% (69)	26% (74)	16% (46)	11% (33)	5% (13)	17% (48)	283
Community: Urban	30% (76)	25% (65)	18% (46)	8% (19)	3% (9)	16% (41)	256
Community: Suburban	25% (136)	25% (137)	17% (93)	8% (42)	5% (25)	20% (107)	539
Community: Rural	22% (45)	23% (47)	18% (37)	7% (15)	8% (17)	22% (44)	206
Employ: Private Sector	30% (25)	33% (28)	19% (16)	7% (6)	4% (3)	6% (5)	84
Employ: Unemployed	20% (31)	21% (33)	23% (35)	8% (13)	7% (10)	21% (32)	154
Military HH: Yes	32% (42)	25% (33)	14% (19)	5% (7)	7% (9)	17% (22)	132
Military HH: No	25% (214)	25% (215)	18% (157)	8% (69)	5% (41)	20% (170)	868
RD/WT: Right Direction	18% (55)	24% (73)	22% (68)	6% (20)	7% (22)	22% (67)	305
RD/WT: Wrong Track	29% (202)	25% (176)	15% (108)	8% (56)	4% (28)	18% (125)	695
Trump Job Approve	21% (58)	24% (65)	20% (55)	10% (27)	7% (19)	18% (50)	274
Trump Job Disapprove	31% (180)	28% (165)	16% (95)	7% (41)	5% (27)	13% (78)	586
Trump Job Strongly Approve	26% (29)	16% (17)	17% (18)	9% (10)	8% (9)	24% (26)	109
Trump Job Somewhat Approve	18% (29)	29% (48)	22% (37)	10% (17)	6% (10)	15% (24)	166
Trump Job Somewhat Disapprove	23% (49)	29% (61)	21% (43)	9% (18)	5% (11)	13% (27)	209
Trump Job Strongly Disapprove	35% (131)	28% (104)	14% (52)	6% (23)	4% (16)	14% (52)	377
Favorable of Trump	20% (52)	24% (62)	19% (49)	10% (24)	8% (20)	19% (49)	256
Unfavorable of Trump	30% (183)	28% (171)	17% (101)	7% (45)	4% (26)	13% (80)	606
Very Favorable of Trump	30% (32)	16% (18)	19% (20)	8% (8)	7% (8)	20% (22)	109
Somewhat Favorable of Trump	13% (19)	30% (44)	20% (29)	11% (16)	8% (12)	18% (27)	147
Somewhat Unfavorable of Trump	19% (34)	31% (55)	21% (38)	7% (12)	5% (10)	16% (28)	176
Very Unfavorable of Trump	35% (149)	27% (116)	15% (63)	8% (33)	4% (16)	12% (53)	430

Continued on next page

**Table MGC6\_9:** At this time, do you have a generally positive or negative view of each of the following?  
Social justice

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	26% (257)	25% (249)	18% (176)	8% (76)	5% (50)	19% (192)	1000
#1 Issue: Economy	30% (88)	25% (75)	21% (61)	7% (21)	4% (10)	14% (41)	296
#1 Issue: Security	22% (16)	24% (18)	12% (9)	11% (9)	9% (6)	22% (17)	76
#1 Issue: Health Care	26% (44)	29% (50)	18% (30)	6% (10)	4% (7)	17% (29)	171
#1 Issue: Women's Issues	27% (32)	25% (30)	18% (21)	5% (6)	3% (3)	21% (25)	117
#1 Issue: Education	20% (30)	21% (30)	19% (28)	13% (18)	3% (5)	24% (35)	145
#1 Issue: Energy	33% (32)	29% (28)	13% (12)	6% (6)	7% (7)	12% (12)	98
#1 Issue: Other	15% (12)	19% (16)	17% (14)	7% (6)	5% (5)	37% (31)	82
2018 House Vote: Democrat	36% (40)	38% (42)	10% (12)	4% (5)	7% (7)	5% (6)	112
2016 Vote: Hillary Clinton	33% (25)	36% (28)	11% (8)	5% (4)	8% (6)	8% (6)	78
2016 Vote: Didn't Vote	25% (225)	24% (213)	18% (158)	7% (65)	4% (39)	20% (180)	881
Voted in 2014: No	26% (251)	25% (239)	18% (173)	7% (72)	5% (48)	19% (188)	972
2012 Vote: Didn't Vote	26% (253)	25% (240)	18% (174)	8% (75)	5% (48)	19% (187)	978
4-Region: Northeast	25% (55)	26% (55)	18% (38)	9% (19)	6% (14)	16% (35)	216
4-Region: Midwest	29% (67)	28% (65)	17% (40)	6% (13)	4% (9)	16% (38)	232
4-Region: South	22% (75)	26% (86)	16% (55)	6% (20)	6% (19)	24% (82)	337
4-Region: West	28% (61)	19% (42)	20% (43)	11% (24)	4% (9)	17% (38)	216

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

**Table MGC6\_10:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Social responsibility*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	27% (266)	29% (293)	18% (181)	5% (54)	2% (15)	19% (190)	1000
Gender: Male	28% (137)	31% (150)	18% (86)	5% (23)	1% (6)	18% (87)	489
Gender: Female	25% (129)	28% (143)	18% (95)	6% (31)	2% (10)	20% (104)	511
Age: 18-34	29% (146)	33% (166)	18% (92)	6% (28)	2% (9)	13% (65)	506
Generation Z: 13-23	27% (266)	29% (293)	18% (181)	5% (54)	2% (15)	19% (190)	1000
PID: Dem (no lean)	32% (113)	35% (124)	13% (47)	4% (14)	1% (3)	15% (53)	355
PID: Ind (no lean)	23% (101)	24% (107)	20% (89)	6% (26)	2% (9)	25% (112)	445
PID: Rep (no lean)	26% (52)	31% (62)	22% (45)	7% (14)	1% (3)	12% (25)	201
PID/Gender: Dem Men	33% (54)	35% (56)	16% (26)	2% (2)	1% (2)	13% (20)	160
PID/Gender: Dem Women	30% (59)	35% (68)	11% (22)	6% (12)	1% (1)	17% (33)	195
PID/Gender: Ind Men	22% (49)	27% (61)	18% (41)	6% (13)	1% (1)	26% (57)	223
PID/Gender: Ind Women	23% (52)	21% (46)	22% (48)	6% (13)	3% (8)	25% (55)	222
PID/Gender: Rep Men	33% (35)	31% (33)	19% (20)	7% (7)	2% (2)	9% (9)	106
PID/Gender: Rep Women	19% (18)	31% (29)	26% (25)	7% (7)	1% (1)	16% (15)	95
Ideo: Liberal (1-3)	39% (125)	33% (106)	13% (42)	5% (17)	1% (5)	9% (29)	324
Ideo: Moderate (4)	25% (47)	37% (69)	19% (35)	6% (11)	1% (1)	12% (21)	185
Ideo: Conservative (5-7)	29% (50)	31% (54)	21% (37)	7% (13)	2% (3)	10% (17)	173
Educ: < College	25% (231)	28% (261)	19% (172)	5% (50)	2% (15)	20% (187)	916
Educ: Bachelors degree	42% (30)	38% (28)	11% (8)	5% (4)	— (0)	3% (2)	72
Income: Under 50k	23% (114)	29% (142)	17% (85)	6% (31)	2% (11)	22% (106)	488
Income: 50k-100k	27% (90)	30% (99)	20% (64)	5% (17)	1% (3)	17% (55)	328
Income: 100k+	34% (63)	29% (53)	17% (31)	3% (6)	1% (1)	16% (30)	183
Ethnicity: White	28% (179)	30% (193)	19% (121)	6% (36)	1% (9)	16% (99)	638
Ethnicity: Hispanic	27% (54)	25% (51)	18% (36)	6% (13)	1% (2)	23% (47)	203
Ethnicity: Afr. Am.	27% (35)	22% (29)	18% (24)	7% (9)	1% (1)	25% (33)	131
Ethnicity: Other	23% (52)	30% (70)	16% (36)	4% (9)	2% (6)	25% (58)	231
All Christian	30% (83)	32% (87)	20% (55)	4% (12)	— (1)	13% (37)	274
All Non-Christian	40% (26)	32% (21)	8% (5)	3% (2)	3% (2)	14% (9)	65
Atheist	22% (25)	42% (47)	13% (15)	7% (8)	2% (2)	13% (15)	113
Agnostic/Nothing in particular	24% (132)	25% (138)	19% (105)	6% (33)	2% (11)	24% (129)	548

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**Table MGC6\_10:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Social responsibility*

Demographic	Attitudes toward Trump												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	27%	(266)	29%	(293)	18%	(181)	5%	(54)	2%	(15)	19%	(190)	1000
Religious Non-Protestant/Catholic	37%	(30)	30%	(24)	9%	(7)	3%	(3)	2%	(2)	19%	(15)	82
Evangelical	22%	(40)	30%	(54)	21%	(37)	5%	(9)	1%	(1)	22%	(40)	180
Non-Evangelical	29%	(82)	25%	(72)	21%	(61)	6%	(18)	2%	(5)	16%	(46)	283
Community: Urban	31%	(80)	28%	(72)	17%	(43)	5%	(12)	1%	(4)	17%	(44)	256
Community: Suburban	26%	(140)	30%	(160)	18%	(96)	6%	(33)	1%	(5)	19%	(105)	539
Community: Rural	22%	(46)	30%	(61)	20%	(42)	5%	(9)	3%	(7)	20%	(41)	206
Employ: Private Sector	39%	(33)	39%	(33)	15%	(13)	2%	(2)	—	(0)	5%	(4)	84
Employ: Unemployed	19%	(30)	28%	(43)	20%	(31)	8%	(13)	3%	(5)	21%	(32)	154
Military HH: Yes	37%	(49)	24%	(32)	18%	(24)	3%	(5)	1%	(1)	16%	(22)	132
Military HH: No	25%	(217)	30%	(261)	18%	(157)	6%	(50)	2%	(14)	19%	(169)	868
RD/WT: Right Direction	23%	(70)	29%	(87)	23%	(69)	5%	(16)	2%	(5)	19%	(58)	305
RD/WT: Wrong Track	28%	(196)	30%	(206)	16%	(112)	6%	(38)	1%	(10)	19%	(132)	695
Trump Job Approve	27%	(74)	29%	(79)	23%	(63)	5%	(13)	2%	(6)	14%	(39)	274
Trump Job Disapprove	29%	(173)	33%	(191)	16%	(92)	6%	(38)	1%	(8)	15%	(85)	586
Trump Job Strongly Approve	33%	(35)	23%	(25)	18%	(20)	5%	(6)	3%	(3)	19%	(20)	109
Trump Job Somewhat Approve	24%	(39)	33%	(54)	26%	(44)	5%	(8)	2%	(3)	11%	(19)	166
Trump Job Somewhat Disapprove	21%	(43)	41%	(86)	18%	(39)	8%	(17)	1%	(2)	11%	(24)	209
Trump Job Strongly Disapprove	34%	(130)	28%	(105)	14%	(53)	5%	(21)	2%	(7)	16%	(62)	377
Favorable of Trump	31%	(79)	30%	(76)	19%	(48)	4%	(10)	2%	(6)	15%	(37)	256
Unfavorable of Trump	28%	(168)	33%	(199)	17%	(103)	6%	(39)	1%	(9)	15%	(89)	606
Very Favorable of Trump	36%	(39)	21%	(23)	20%	(22)	5%	(6)	2%	(2)	16%	(18)	109
Somewhat Favorable of Trump	28%	(41)	36%	(53)	18%	(26)	3%	(5)	2%	(4)	13%	(19)	147
Somewhat Unfavorable of Trump	16%	(28)	35%	(62)	27%	(47)	5%	(9)	2%	(4)	15%	(26)	176
Very Unfavorable of Trump	32%	(140)	32%	(136)	13%	(56)	7%	(30)	1%	(5)	15%	(63)	430

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**Table MGC6\_10:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Social responsibility*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	27% (266)	29% (293)	18% (181)	5% (54)	2% (15)	19% (190)	1000
#1 Issue: Economy	30% (90)	31% (90)	19% (57)	5% (14)	— (1)	15% (43)	296
#1 Issue: Security	21% (16)	30% (23)	24% (18)	11% (8)	2% (1)	12% (9)	76
#1 Issue: Health Care	24% (42)	27% (46)	21% (36)	4% (7)	2% (3)	21% (37)	171
#1 Issue: Women's Issues	32% (38)	29% (34)	15% (18)	2% (2)	2% (3)	20% (23)	117
#1 Issue: Education	22% (32)	30% (43)	19% (28)	10% (14)	2% (3)	17% (25)	145
#1 Issue: Energy	36% (35)	33% (32)	12% (11)	6% (5)	1% (1)	14% (13)	98
#1 Issue: Other	13% (11)	25% (21)	15% (12)	2% (1)	3% (2)	42% (35)	82
2018 House Vote: Democrat	45% (50)	34% (39)	8% (9)	5% (6)	2% (2)	6% (6)	112
2016 Vote: Hillary Clinton	41% (32)	37% (29)	7% (5)	5% (4)	1% (1)	8% (6)	78
2016 Vote: Didn't Vote	25% (222)	28% (244)	19% (169)	6% (49)	2% (14)	21% (182)	881
Voted in 2014: No	26% (257)	29% (282)	19% (181)	5% (53)	2% (15)	19% (185)	972
2012 Vote: Didn't Vote	27% (259)	29% (285)	18% (179)	6% (54)	2% (15)	19% (185)	978
4-Region: Northeast	31% (66)	31% (67)	17% (38)	6% (13)	1% (2)	14% (30)	216
4-Region: Midwest	25% (58)	33% (76)	19% (43)	5% (11)	1% (3)	17% (40)	232
4-Region: South	25% (84)	26% (88)	17% (58)	7% (22)	2% (5)	23% (79)	337
4-Region: West	27% (58)	29% (62)	19% (42)	3% (7)	3% (6)	19% (41)	216

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

**Table MGC6\_11:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Supporting underserved people*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	24% (243)	20% (200)	22% (216)	7% (68)	6% (65)	21% (208)	1000
Gender: Male	24% (118)	19% (95)	22% (109)	8% (40)	7% (32)	19% (94)	489
Gender: Female	24% (125)	20% (105)	21% (107)	5% (27)	6% (33)	22% (114)	511
Age: 18-34	26% (129)	21% (105)	23% (119)	8% (38)	8% (40)	15% (74)	506
Generation Z: 13-23	24% (243)	20% (200)	22% (216)	7% (68)	6% (65)	21% (208)	1000
PID: Dem (no lean)	34% (119)	24% (84)	18% (62)	5% (18)	4% (13)	17% (59)	355
PID: Ind (no lean)	19% (86)	17% (75)	24% (107)	6% (29)	7% (29)	26% (117)	445
PID: Rep (no lean)	19% (37)	20% (41)	23% (46)	11% (21)	12% (23)	16% (32)	201
PID/Gender: Dem Men	33% (53)	23% (36)	21% (34)	6% (9)	3% (4)	14% (23)	160
PID/Gender: Dem Women	34% (66)	24% (47)	15% (28)	5% (9)	4% (9)	18% (36)	195
PID/Gender: Ind Men	19% (43)	16% (36)	26% (57)	7% (14)	5% (11)	28% (61)	223
PID/Gender: Ind Women	20% (44)	18% (40)	23% (50)	6% (14)	8% (18)	25% (56)	222
PID/Gender: Rep Men	21% (22)	22% (23)	17% (18)	16% (17)	16% (16)	9% (9)	106
PID/Gender: Rep Women	16% (15)	19% (18)	30% (29)	4% (4)	7% (7)	24% (22)	95
Ideo: Liberal (1-3)	40% (128)	22% (72)	17% (57)	3% (9)	6% (18)	12% (40)	324
Ideo: Moderate (4)	22% (41)	21% (38)	29% (53)	9% (17)	6% (11)	13% (25)	185
Ideo: Conservative (5-7)	14% (24)	21% (36)	26% (45)	16% (28)	12% (21)	11% (19)	173
Educ: < College	24% (216)	19% (173)	22% (201)	7% (64)	6% (59)	22% (204)	916
Educ: Bachelors degree	29% (21)	36% (26)	19% (14)	5% (3)	8% (5)	5% (3)	72
Income: Under 50k	25% (124)	19% (91)	21% (104)	6% (28)	6% (32)	22% (110)	488
Income: 50k-100k	23% (76)	22% (71)	23% (74)	8% (26)	8% (26)	17% (56)	328
Income: 100k+	23% (43)	21% (38)	21% (38)	8% (14)	4% (7)	23% (42)	183
Ethnicity: White	24% (156)	21% (134)	23% (147)	7% (43)	7% (44)	18% (114)	638
Ethnicity: Hispanic	24% (49)	18% (37)	22% (45)	4% (8)	7% (15)	24% (48)	203
Ethnicity: Afr. Am.	24% (32)	18% (24)	16% (21)	6% (8)	6% (8)	29% (38)	131
Ethnicity: Other	24% (56)	18% (42)	21% (49)	7% (16)	5% (13)	24% (56)	231
All Christian	23% (62)	20% (55)	24% (67)	7% (20)	7% (21)	18% (50)	274
All Non-Christian	35% (23)	18% (11)	20% (13)	8% (5)	5% (3)	15% (9)	65
Atheist	29% (32)	23% (26)	18% (21)	10% (11)	2% (2)	18% (21)	113
Agnostic/Nothing in particular	23% (126)	20% (107)	21% (116)	6% (32)	7% (40)	23% (127)	548

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**Table MGC6\_11:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Supporting underserved people*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	24% (243)	20% (200)	22% (216)	7% (68)	6% (65)	21% (208)	1000
Religious Non-Protestant/Catholic	29% (23)	16% (13)	23% (19)	7% (6)	5% (4)	21% (17)	82
Evangelical	23% (42)	20% (36)	27% (48)	4% (7)	5% (9)	21% (38)	180
Non-Evangelical	23% (66)	20% (57)	19% (55)	8% (24)	9% (26)	20% (56)	283
Community: Urban	30% (76)	24% (61)	17% (43)	7% (17)	6% (16)	17% (43)	256
Community: Suburban	24% (127)	20% (107)	21% (114)	8% (41)	7% (36)	21% (114)	539
Community: Rural	19% (40)	15% (32)	29% (59)	5% (10)	7% (14)	25% (51)	206
Employ: Private Sector	31% (26)	26% (22)	22% (19)	8% (6)	7% (6)	6% (5)	84
Employ: Unemployed	18% (28)	21% (32)	25% (38)	5% (8)	4% (6)	27% (42)	154
Military HH: Yes	27% (36)	21% (28)	19% (25)	4% (5)	8% (11)	21% (27)	132
Military HH: No	24% (207)	20% (172)	22% (191)	7% (63)	6% (54)	21% (181)	868
RD/WT: Right Direction	16% (50)	17% (53)	27% (81)	8% (24)	9% (27)	23% (70)	305
RD/WT: Wrong Track	28% (193)	21% (147)	19% (135)	6% (44)	5% (38)	20% (138)	695
Trump Job Approve	15% (42)	20% (55)	25% (69)	12% (32)	9% (25)	19% (51)	274
Trump Job Disapprove	31% (182)	22% (128)	20% (120)	6% (33)	6% (33)	16% (91)	586
Trump Job Strongly Approve	17% (19)	22% (24)	18% (20)	10% (10)	12% (13)	20% (22)	109
Trump Job Somewhat Approve	14% (23)	19% (31)	30% (50)	13% (22)	7% (11)	17% (29)	166
Trump Job Somewhat Disapprove	23% (47)	26% (54)	28% (58)	7% (15)	6% (12)	11% (24)	209
Trump Job Strongly Disapprove	36% (135)	20% (74)	17% (62)	5% (18)	6% (21)	18% (67)	377
Favorable of Trump	15% (38)	22% (57)	25% (63)	11% (27)	10% (25)	18% (46)	256
Unfavorable of Trump	30% (184)	22% (132)	20% (121)	6% (38)	6% (34)	16% (96)	606
Very Favorable of Trump	20% (21)	22% (24)	18% (20)	10% (10)	13% (14)	18% (20)	109
Somewhat Favorable of Trump	11% (17)	22% (33)	30% (44)	11% (17)	7% (11)	18% (26)	147
Somewhat Unfavorable of Trump	20% (35)	26% (46)	26% (46)	8% (15)	3% (5)	17% (30)	176
Very Unfavorable of Trump	35% (149)	20% (86)	18% (76)	5% (24)	7% (30)	15% (66)	430

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**Table MGC6\_11:** *At this time, do you have a generally positive or negative view of each of the following?  
Supporting underserved people*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	24% (243)	20% (200)	22% (216)	7% (68)	6% (65)	21% (208)	1000
#1 Issue: Economy	23% (69)	21% (61)	26% (76)	8% (25)	6% (19)	15% (45)	296
#1 Issue: Security	21% (16)	25% (19)	14% (10)	10% (8)	11% (8)	19% (14)	76
#1 Issue: Health Care	28% (48)	18% (32)	19% (33)	7% (13)	5% (8)	22% (37)	171
#1 Issue: Women's Issues	32% (38)	21% (25)	19% (23)	3% (3)	8% (9)	17% (20)	117
#1 Issue: Education	16% (23)	23% (33)	27% (39)	7% (10)	6% (8)	22% (31)	145
#1 Issue: Energy	33% (32)	23% (22)	18% (18)	7% (7)	5% (5)	14% (13)	98
#1 Issue: Other	17% (14)	10% (8)	18% (15)	2% (2)	5% (4)	49% (40)	82
2018 House Vote: Democrat	40% (45)	27% (30)	14% (15)	5% (6)	7% (8)	7% (8)	112
2016 Vote: Hillary Clinton	38% (30)	27% (21)	15% (12)	1% (1)	8% (6)	10% (8)	78
2016 Vote: Didn't Vote	23% (206)	19% (168)	22% (195)	7% (62)	6% (53)	22% (196)	881
Voted in 2014: No	24% (235)	20% (195)	22% (212)	7% (66)	6% (62)	21% (201)	972
2012 Vote: Didn't Vote	24% (238)	20% (197)	22% (213)	7% (67)	6% (62)	21% (202)	978
4-Region: Northeast	25% (54)	19% (41)	20% (43)	9% (19)	8% (16)	19% (42)	216
4-Region: Midwest	27% (62)	20% (47)	22% (51)	7% (17)	6% (14)	17% (39)	232
4-Region: South	22% (73)	21% (70)	20% (68)	6% (19)	7% (25)	24% (81)	337
4-Region: West	25% (54)	19% (42)	25% (53)	6% (13)	4% (9)	21% (45)	216

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

**Table MGC6\_12:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Community safety*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	34% (340)	26% (260)	16% (159)	6% (59)	2% (22)	16% (161)	1000
Gender: Male	35% (172)	26% (126)	16% (78)	5% (25)	2% (9)	16% (79)	489
Gender: Female	33% (168)	26% (134)	16% (81)	7% (34)	2% (12)	16% (82)	511
Age: 18-34	34% (170)	29% (147)	19% (98)	5% (24)	2% (10)	11% (57)	506
Generation Z: 13-23	34% (340)	26% (260)	16% (159)	6% (59)	2% (22)	16% (161)	1000
PID: Dem (no lean)	36% (126)	32% (114)	14% (48)	5% (17)	3% (9)	11% (41)	355
PID: Ind (no lean)	32% (140)	21% (93)	17% (78)	7% (32)	2% (9)	21% (94)	445
PID: Rep (no lean)	36% (73)	27% (53)	17% (33)	5% (11)	2% (4)	13% (26)	201
PID/Gender: Dem Men	36% (58)	30% (48)	16% (26)	5% (8)	2% (3)	11% (17)	160
PID/Gender: Dem Women	35% (69)	34% (65)	12% (23)	4% (9)	3% (6)	12% (24)	195
PID/Gender: Ind Men	32% (71)	22% (49)	16% (36)	5% (12)	2% (3)	23% (52)	223
PID/Gender: Ind Women	31% (70)	20% (44)	19% (42)	9% (20)	2% (5)	19% (42)	222
PID/Gender: Rep Men	41% (43)	27% (29)	16% (17)	5% (5)	2% (2)	9% (9)	106
PID/Gender: Rep Women	31% (30)	26% (24)	17% (16)	6% (6)	2% (2)	18% (17)	95
Ideo: Liberal (1-3)	39% (127)	32% (104)	15% (48)	4% (12)	2% (8)	8% (25)	324
Ideo: Moderate (4)	31% (58)	29% (54)	22% (42)	5% (10)	1% (2)	11% (20)	185
Ideo: Conservative (5-7)	39% (67)	27% (47)	15% (27)	8% (14)	2% (4)	8% (14)	173
Educ: < College	33% (306)	26% (234)	16% (149)	6% (52)	2% (19)	17% (157)	916
Educ: Bachelors degree	40% (29)	32% (23)	14% (10)	8% (6)	2% (2)	4% (3)	72
Income: Under 50k	32% (157)	24% (118)	15% (75)	8% (38)	3% (13)	18% (88)	488
Income: 50k-100k	35% (115)	29% (94)	17% (55)	4% (13)	2% (6)	14% (45)	328
Income: 100k+	37% (68)	26% (47)	16% (29)	4% (8)	2% (3)	15% (28)	183
Ethnicity: White	34% (216)	28% (179)	16% (102)	6% (41)	2% (14)	14% (87)	638
Ethnicity: Hispanic	35% (70)	24% (48)	17% (34)	3% (7)	3% (5)	19% (38)	203
Ethnicity: Afr. Am.	37% (49)	15% (20)	14% (19)	10% (13)	3% (4)	20% (27)	131
Ethnicity: Other	33% (75)	26% (61)	17% (39)	2% (4)	2% (4)	21% (48)	231
All Christian	38% (105)	23% (63)	18% (51)	5% (15)	2% (6)	13% (35)	274
All Non-Christian	45% (29)	25% (16)	11% (7)	7% (4)	1% (1)	11% (7)	65
Atheist	26% (30)	37% (42)	13% (15)	3% (3)	3% (3)	18% (20)	113
Agnostic/Nothing in particular	32% (175)	25% (139)	16% (87)	7% (37)	2% (12)	18% (99)	548

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**Table MGC6\_12:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Community safety*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	34% (340)	26% (260)	16% (159)	6% (59)	2% (22)	16% (161)	1000
Religious Non-Protestant/Catholic	41% (34)	21% (17)	13% (11)	7% (6)	1% (1)	16% (13)	82
Evangelical	42% (75)	22% (40)	15% (28)	5% (9)	— (1)	15% (28)	180
Non-Evangelical	35% (100)	22% (62)	19% (53)	8% (23)	3% (8)	14% (38)	283
Community: Urban	38% (96)	27% (68)	16% (42)	5% (12)	5% (12)	10% (26)	256
Community: Suburban	33% (180)	26% (142)	14% (75)	7% (37)	1% (7)	18% (97)	539
Community: Rural	31% (64)	24% (50)	20% (42)	4% (9)	2% (3)	18% (38)	206
Employ: Private Sector	38% (32)	35% (30)	16% (13)	7% (6)	1% (1)	3% (2)	84
Employ: Unemployed	29% (44)	26% (39)	20% (31)	5% (8)	2% (3)	18% (28)	154
Military HH: Yes	47% (62)	23% (30)	9% (13)	6% (7)	1% (1)	14% (19)	132
Military HH: No	32% (278)	26% (230)	17% (147)	6% (51)	2% (20)	16% (142)	868
RD/WT: Right Direction	33% (100)	25% (76)	18% (54)	4% (12)	3% (8)	18% (54)	305
RD/WT: Wrong Track	34% (239)	26% (184)	15% (105)	7% (47)	2% (14)	15% (106)	695
Trump Job Approve	33% (92)	30% (82)	16% (43)	5% (13)	2% (4)	15% (40)	274
Trump Job Disapprove	36% (212)	27% (156)	16% (95)	7% (43)	3% (15)	11% (66)	586
Trump Job Strongly Approve	40% (44)	22% (24)	14% (16)	2% (2)	1% (1)	20% (21)	109
Trump Job Somewhat Approve	29% (48)	35% (58)	16% (27)	6% (11)	2% (3)	11% (19)	166
Trump Job Somewhat Disapprove	32% (67)	29% (61)	21% (44)	6% (12)	2% (4)	10% (20)	209
Trump Job Strongly Disapprove	38% (145)	25% (95)	14% (51)	8% (30)	3% (11)	12% (45)	377
Favorable of Trump	37% (94)	28% (71)	15% (37)	4% (11)	2% (6)	15% (37)	256
Unfavorable of Trump	35% (214)	29% (174)	16% (96)	7% (44)	2% (10)	11% (68)	606
Very Favorable of Trump	47% (52)	17% (19)	12% (13)	3% (3)	2% (2)	18% (20)	109
Somewhat Favorable of Trump	29% (42)	35% (52)	17% (24)	5% (8)	3% (4)	12% (17)	147
Somewhat Unfavorable of Trump	30% (52)	28% (49)	23% (40)	5% (9)	1% (2)	13% (23)	176
Very Unfavorable of Trump	38% (162)	29% (125)	13% (56)	8% (34)	2% (8)	10% (45)	430

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**Table MGC6\_12:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Community safety*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	34% (340)	26% (260)	16% (159)	6% (59)	2% (22)	16% (161)	1000
#1 Issue: Economy	37% (110)	28% (84)	16% (47)	6% (17)	1% (4)	11% (33)	296
#1 Issue: Security	35% (27)	25% (19)	21% (16)	5% (4)	2% (2)	12% (9)	76
#1 Issue: Health Care	31% (53)	31% (53)	16% (27)	7% (13)	1% (2)	14% (23)	171
#1 Issue: Women's Issues	34% (40)	22% (26)	17% (20)	9% (10)	1% (1)	18% (21)	117
#1 Issue: Education	34% (50)	25% (36)	15% (22)	4% (6)	2% (4)	19% (28)	145
#1 Issue: Energy	36% (36)	30% (30)	14% (13)	4% (4)	4% (4)	12% (11)	98
#1 Issue: Other	23% (19)	12% (10)	18% (15)	5% (4)	2% (1)	40% (33)	82
2018 House Vote: Democrat	39% (44)	36% (40)	12% (14)	4% (4)	3% (3)	6% (7)	112
2016 Vote: Hillary Clinton	40% (31)	29% (22)	14% (11)	4% (3)	2% (2)	11% (9)	78
2016 Vote: Didn't Vote	34% (297)	25% (221)	16% (141)	6% (53)	2% (19)	17% (150)	881
Voted in 2014: No	34% (327)	26% (255)	16% (156)	6% (58)	2% (21)	16% (155)	972
2012 Vote: Didn't Vote	33% (327)	26% (256)	16% (158)	6% (59)	2% (21)	16% (156)	978
4-Region: Northeast	35% (76)	23% (49)	18% (39)	8% (18)	1% (2)	15% (32)	216
4-Region: Midwest	37% (86)	28% (64)	14% (33)	7% (16)	1% (3)	12% (28)	232
4-Region: South	34% (115)	23% (76)	15% (50)	5% (18)	3% (10)	20% (67)	337
4-Region: West	29% (62)	32% (70)	17% (37)	3% (7)	3% (7)	16% (34)	216

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

**Table MGC6\_13:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Civic engagement*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	15% (148)	21% (212)	26% (257)	5% (47)	1% (14)	32% (321)	1000
Gender: Male	15% (75)	25% (121)	26% (125)	6% (27)	1% (7)	27% (134)	489
Gender: Female	14% (73)	18% (91)	26% (132)	4% (20)	1% (8)	37% (188)	511
Age: 18-34	17% (84)	26% (131)	29% (145)	5% (27)	2% (11)	21% (107)	506
Generation Z: 13-23	15% (148)	21% (212)	26% (257)	5% (47)	1% (14)	32% (321)	1000
PID: Dem (no lean)	19% (67)	28% (100)	23% (80)	4% (16)	1% (4)	25% (88)	355
PID: Ind (no lean)	12% (51)	16% (73)	26% (114)	4% (19)	2% (8)	41% (180)	445
PID: Rep (no lean)	15% (29)	20% (40)	31% (63)	6% (12)	1% (3)	27% (53)	201
PID/Gender: Dem Men	16% (26)	34% (55)	24% (38)	4% (6)	2% (3)	19% (31)	160
PID/Gender: Dem Women	21% (41)	23% (45)	22% (42)	5% (9)	— (1)	29% (57)	195
PID/Gender: Ind Men	12% (28)	18% (41)	26% (59)	5% (11)	1% (3)	36% (81)	223
PID/Gender: Ind Women	11% (24)	14% (31)	25% (55)	4% (8)	2% (4)	45% (99)	222
PID/Gender: Rep Men	20% (21)	23% (25)	27% (29)	9% (10)	1% (1)	20% (22)	106
PID/Gender: Rep Women	9% (8)	16% (15)	37% (35)	3% (3)	2% (2)	33% (32)	95
Ideo: Liberal (1-3)	25% (81)	32% (103)	21% (68)	4% (14)	— (1)	18% (57)	324
Ideo: Moderate (4)	11% (21)	23% (43)	36% (66)	4% (8)	1% (2)	24% (45)	185
Ideo: Conservative (5-7)	17% (29)	21% (36)	32% (55)	9% (16)	2% (4)	19% (33)	173
Educ: < College	14% (129)	20% (180)	26% (239)	5% (43)	1% (11)	34% (314)	916
Educ: Bachelors degree	22% (16)	39% (28)	23% (17)	4% (3)	4% (3)	8% (5)	72
Income: Under 50k	12% (58)	20% (97)	26% (129)	5% (24)	2% (11)	35% (169)	488
Income: 50k-100k	17% (56)	22% (72)	24% (79)	5% (16)	1% (3)	31% (102)	328
Income: 100k+	19% (34)	24% (44)	27% (49)	4% (7)	— (0)	27% (50)	183
Ethnicity: White	17% (107)	21% (136)	25% (160)	5% (32)	1% (9)	31% (195)	638
Ethnicity: Hispanic	13% (25)	15% (31)	30% (60)	5% (11)	— (1)	37% (74)	203
Ethnicity: Afr. Am.	11% (14)	20% (27)	26% (34)	5% (7)	3% (3)	35% (46)	131
Ethnicity: Other	12% (27)	21% (49)	27% (63)	4% (9)	1% (2)	35% (80)	231
All Christian	16% (43)	24% (66)	28% (77)	6% (16)	2% (6)	24% (66)	274
All Non-Christian	23% (15)	28% (18)	26% (17)	5% (3)	— (0)	17% (11)	65
Atheist	24% (27)	23% (26)	16% (18)	7% (8)	— (0)	29% (33)	113
Agnostic/Nothing in particular	11% (63)	19% (101)	26% (145)	4% (20)	2% (9)	38% (210)	548

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**Table MGC6\_13:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Civic engagement*

Demographic	Attitudes toward Trump												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	15%	(148)	21%	(212)	26%	(257)	5%	(47)	1%	(14)	32%	(321)	1000
Religious Non-Protestant/Catholic	19%	(15)	23%	(19)	25%	(21)	7%	(6)	1%	(1)	25%	(20)	82
Evangelical	10%	(17)	25%	(44)	27%	(48)	3%	(6)	1%	(2)	34%	(62)	180
Non-Evangelical	16%	(46)	20%	(57)	26%	(75)	6%	(16)	3%	(7)	29%	(83)	283
Community: Urban	18%	(47)	21%	(54)	27%	(70)	5%	(12)	2%	(5)	27%	(68)	256
Community: Suburban	13%	(69)	23%	(121)	24%	(131)	5%	(25)	1%	(5)	35%	(187)	539
Community: Rural	16%	(32)	18%	(37)	27%	(56)	5%	(11)	2%	(4)	32%	(66)	206
Employ: Private Sector	23%	(19)	34%	(28)	23%	(20)	3%	(2)	3%	(3)	14%	(12)	84
Employ: Unemployed	10%	(15)	16%	(25)	29%	(45)	6%	(9)	2%	(4)	37%	(56)	154
Military HH: Yes	22%	(29)	22%	(29)	17%	(23)	3%	(4)	—	(0)	36%	(47)	132
Military HH: No	14%	(120)	21%	(182)	27%	(235)	5%	(43)	2%	(14)	32%	(274)	868
RD/WT: Right Direction	12%	(37)	17%	(51)	33%	(101)	4%	(12)	2%	(8)	32%	(97)	305
RD/WT: Wrong Track	16%	(111)	23%	(161)	23%	(157)	5%	(35)	1%	(7)	32%	(224)	695
Trump Job Approve	15%	(41)	20%	(54)	29%	(80)	4%	(12)	2%	(5)	31%	(84)	274
Trump Job Disapprove	16%	(97)	26%	(150)	24%	(143)	6%	(33)	1%	(8)	27%	(155)	586
Trump Job Strongly Approve	20%	(22)	14%	(15)	23%	(25)	7%	(7)	3%	(3)	34%	(37)	109
Trump Job Somewhat Approve	11%	(19)	24%	(39)	33%	(54)	3%	(4)	1%	(2)	28%	(47)	166
Trump Job Somewhat Disapprove	14%	(30)	23%	(48)	35%	(73)	7%	(14)	1%	(2)	20%	(42)	209
Trump Job Strongly Disapprove	18%	(66)	27%	(102)	18%	(69)	5%	(19)	2%	(7)	30%	(114)	377
Favorable of Trump	17%	(43)	20%	(50)	26%	(67)	4%	(11)	3%	(6)	30%	(78)	256
Unfavorable of Trump	15%	(92)	25%	(150)	26%	(155)	5%	(32)	1%	(7)	28%	(170)	606
Very Favorable of Trump	21%	(22)	15%	(16)	25%	(28)	4%	(5)	3%	(4)	32%	(34)	109
Somewhat Favorable of Trump	14%	(21)	23%	(34)	27%	(39)	4%	(7)	2%	(3)	30%	(43)	147
Somewhat Unfavorable of Trump	11%	(19)	18%	(32)	37%	(65)	6%	(10)	1%	(2)	27%	(47)	176
Very Unfavorable of Trump	17%	(73)	28%	(119)	21%	(90)	5%	(22)	1%	(5)	28%	(123)	430

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**Table MGC6\_13:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Civic engagement*

Demographic	Attitudes by Issue												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	15%	(148)	21%	(212)	26%	(257)	5%	(47)	1%	(14)	32%	(321)	1000
#1 Issue: Economy	16%	(49)	23%	(68)	32%	(94)	4%	(11)	2%	(6)	23%	(69)	296
#1 Issue: Security	16%	(12)	14%	(11)	24%	(18)	7%	(5)	1%	(1)	38%	(29)	76
#1 Issue: Health Care	14%	(24)	28%	(49)	20%	(34)	4%	(7)	2%	(4)	31%	(52)	171
#1 Issue: Women's Issues	17%	(20)	20%	(24)	24%	(28)	3%	(4)	—	(0)	36%	(42)	117
#1 Issue: Education	9%	(14)	18%	(26)	30%	(43)	8%	(11)	—	(0)	35%	(51)	145
#1 Issue: Energy	26%	(25)	22%	(21)	22%	(21)	8%	(8)	1%	(1)	22%	(21)	98
#1 Issue: Other	5%	(4)	15%	(12)	19%	(16)	1%	(1)	3%	(2)	58%	(48)	82
2018 House Vote: Democrat	26%	(30)	37%	(41)	16%	(18)	6%	(7)	1%	(1)	14%	(16)	112
2016 Vote: Hillary Clinton	19%	(15)	43%	(33)	18%	(14)	2%	(1)	1%	(1)	17%	(13)	78
2016 Vote: Didn't Vote	14%	(125)	19%	(168)	26%	(231)	5%	(42)	1%	(12)	34%	(303)	881
Voted in 2014: No	15%	(146)	21%	(202)	26%	(253)	5%	(44)	1%	(14)	32%	(312)	972
2012 Vote: Didn't Vote	15%	(148)	21%	(208)	25%	(249)	5%	(45)	1%	(14)	32%	(313)	978
4-Region: Northeast	18%	(39)	21%	(44)	26%	(56)	5%	(11)	1%	(2)	30%	(64)	216
4-Region: Midwest	16%	(37)	21%	(48)	27%	(62)	4%	(9)	—	(1)	32%	(74)	232
4-Region: South	15%	(51)	21%	(71)	23%	(77)	4%	(15)	2%	(6)	35%	(117)	337
4-Region: West	10%	(21)	23%	(49)	29%	(62)	6%	(12)	3%	(6)	31%	(66)	216

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

**Table MGC6\_14:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Activism*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	20% (203)	24% (241)	23% (229)	5% (51)	2% (22)	25% (254)	1000
Gender: Male	19% (93)	24% (117)	24% (118)	6% (28)	2% (12)	25% (120)	489
Gender: Female	22% (110)	24% (123)	22% (111)	4% (23)	2% (11)	26% (134)	511
Age: 18-34	21% (107)	28% (141)	25% (126)	7% (36)	2% (11)	17% (86)	506
Generation Z: 13-23	20% (203)	24% (241)	23% (229)	5% (51)	2% (22)	25% (254)	1000
PID: Dem (no lean)	31% (111)	27% (97)	20% (70)	4% (15)	1% (2)	17% (60)	355
PID: Ind (no lean)	14% (61)	22% (96)	25% (113)	5% (21)	3% (11)	32% (142)	445
PID: Rep (no lean)	15% (31)	24% (47)	23% (47)	7% (15)	4% (9)	26% (52)	201
PID/Gender: Dem Men	26% (41)	26% (41)	26% (41)	6% (10)	1% (2)	16% (25)	160
PID/Gender: Dem Women	36% (70)	29% (56)	15% (29)	2% (5)	— (0)	18% (35)	195
PID/Gender: Ind Men	14% (31)	22% (49)	23% (51)	5% (10)	2% (5)	34% (76)	223
PID/Gender: Ind Women	14% (31)	21% (47)	28% (62)	5% (10)	3% (6)	30% (66)	222
PID/Gender: Rep Men	20% (21)	25% (27)	25% (26)	7% (8)	4% (4)	18% (19)	106
PID/Gender: Rep Women	10% (9)	21% (20)	21% (20)	8% (7)	5% (4)	35% (33)	95
Ideo: Liberal (1-3)	41% (132)	28% (91)	17% (55)	4% (14)	— (0)	10% (32)	324
Ideo: Moderate (4)	13% (24)	31% (57)	29% (54)	10% (19)	2% (4)	15% (28)	185
Ideo: Conservative (5-7)	15% (25)	26% (45)	26% (45)	8% (13)	6% (10)	19% (34)	173
Educ: < College	20% (184)	23% (211)	23% (209)	5% (43)	2% (22)	27% (247)	916
Educ: Bachelors degree	20% (15)	38% (27)	26% (19)	8% (6)	— (0)	8% (6)	72
Income: Under 50k	17% (81)	26% (127)	23% (110)	4% (22)	2% (12)	28% (137)	488
Income: 50k-100k	23% (76)	21% (70)	25% (83)	7% (22)	2% (7)	21% (70)	328
Income: 100k+	25% (46)	24% (44)	20% (36)	4% (7)	2% (3)	26% (47)	183
Ethnicity: White	22% (140)	25% (158)	22% (143)	6% (37)	2% (15)	23% (146)	638
Ethnicity: Hispanic	23% (46)	22% (45)	21% (44)	4% (8)	1% (3)	28% (57)	203
Ethnicity: Afr. Am.	17% (22)	24% (32)	22% (29)	4% (6)	2% (3)	30% (39)	131
Ethnicity: Other	18% (42)	22% (51)	25% (57)	3% (8)	2% (4)	30% (69)	231
All Christian	19% (51)	27% (75)	25% (68)	6% (18)	2% (7)	20% (56)	274
All Non-Christian	29% (19)	22% (14)	25% (16)	9% (6)	— (0)	16% (10)	65
Atheist	35% (39)	25% (28)	17% (19)	5% (5)	1% (1)	18% (21)	113
Agnostic/Nothing in particular	17% (94)	23% (124)	23% (126)	4% (22)	3% (15)	31% (167)	548

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**Table MGC6\_14:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Activism*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	20% (203)	24% (241)	23% (229)	5% (51)	2% (22)	25% (254)	1000
Religious Non-Protestant/Catholic	24% (20)	17% (14)	26% (21)	8% (7)	— (0)	25% (20)	82
Evangelical	13% (24)	29% (52)	20% (36)	3% (5)	3% (5)	33% (59)	180
Non-Evangelical	20% (56)	24% (68)	25% (71)	7% (20)	3% (9)	21% (59)	283
Community: Urban	25% (64)	25% (63)	24% (61)	3% (7)	2% (6)	21% (54)	256
Community: Suburban	20% (108)	24% (130)	22% (121)	5% (24)	2% (10)	27% (146)	539
Community: Rural	15% (31)	23% (48)	23% (48)	9% (19)	3% (6)	26% (53)	206
Employ: Private Sector	19% (16)	37% (31)	22% (18)	9% (7)	1% (1)	12% (10)	84
Employ: Unemployed	16% (25)	21% (33)	26% (40)	3% (4)	4% (6)	30% (46)	154
Military HH: Yes	19% (25)	21% (28)	24% (32)	5% (7)	3% (4)	27% (36)	132
Military HH: No	21% (178)	24% (212)	23% (197)	5% (44)	2% (18)	25% (218)	868
RD/WT: Right Direction	14% (43)	22% (68)	25% (75)	8% (24)	3% (10)	28% (85)	305
RD/WT: Wrong Track	23% (160)	25% (173)	22% (154)	4% (27)	2% (12)	24% (169)	695
Trump Job Approve	13% (37)	23% (64)	25% (70)	8% (22)	4% (10)	26% (72)	274
Trump Job Disapprove	27% (157)	28% (162)	22% (127)	4% (23)	2% (10)	18% (107)	586
Trump Job Strongly Approve	16% (17)	21% (23)	17% (19)	7% (7)	8% (9)	31% (34)	109
Trump Job Somewhat Approve	12% (19)	25% (41)	31% (51)	9% (15)	— (1)	23% (38)	166
Trump Job Somewhat Disapprove	16% (33)	30% (63)	32% (67)	7% (14)	— (1)	15% (32)	209
Trump Job Strongly Disapprove	33% (124)	26% (99)	16% (61)	2% (9)	2% (9)	20% (75)	377
Favorable of Trump	15% (38)	23% (58)	22% (56)	9% (23)	5% (12)	28% (70)	256
Unfavorable of Trump	25% (153)	27% (165)	23% (141)	4% (25)	1% (6)	19% (116)	606
Very Favorable of Trump	17% (18)	23% (25)	19% (21)	5% (6)	7% (8)	28% (31)	109
Somewhat Favorable of Trump	13% (19)	22% (33)	23% (34)	12% (17)	2% (4)	27% (40)	147
Somewhat Unfavorable of Trump	9% (16)	26% (45)	35% (61)	7% (12)	— (0)	23% (41)	176
Very Unfavorable of Trump	32% (137)	28% (120)	19% (80)	3% (13)	1% (6)	17% (75)	430

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**Table MGC6\_14:** At this time, do you have a generally positive or negative view of each of the following?

Activism

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	20% (203)	24% (241)	23% (229)	5% (51)	2% (22)	25% (254)	1000
#1 Issue: Economy	19% (56)	26% (77)	24% (72)	4% (12)	2% (6)	25% (73)	296
#1 Issue: Security	11% (9)	23% (17)	20% (15)	14% (10)	7% (6)	25% (19)	76
#1 Issue: Health Care	27% (45)	24% (41)	19% (33)	5% (8)	— (1)	25% (43)	171
#1 Issue: Women's Issues	29% (34)	29% (34)	20% (24)	1% (2)	— (0)	20% (24)	117
#1 Issue: Education	12% (18)	21% (31)	29% (42)	7% (11)	1% (2)	29% (42)	145
#1 Issue: Energy	32% (31)	25% (24)	23% (22)	5% (5)	1% (1)	15% (15)	98
#1 Issue: Other	11% (9)	18% (14)	25% (20)	2% (2)	7% (6)	38% (31)	82
2018 House Vote: Democrat	31% (35)	35% (39)	21% (24)	5% (6)	— (0)	8% (9)	112
2016 Vote: Hillary Clinton	25% (19)	40% (31)	19% (15)	4% (3)	— (0)	12% (9)	78
2016 Vote: Didn't Vote	20% (179)	23% (199)	23% (199)	5% (42)	2% (21)	27% (241)	881
Voted in 2014: No	20% (198)	24% (234)	23% (224)	5% (48)	2% (21)	25% (247)	972
2012 Vote: Didn't Vote	20% (198)	24% (236)	23% (224)	5% (50)	2% (22)	25% (248)	978
4-Region: Northeast	22% (48)	26% (56)	23% (50)	4% (9)	2% (5)	23% (49)	216
4-Region: Midwest	21% (49)	25% (58)	24% (56)	7% (16)	3% (6)	21% (48)	232
4-Region: South	19% (64)	22% (75)	21% (70)	4% (13)	3% (10)	31% (105)	337
4-Region: West	20% (43)	24% (52)	25% (53)	6% (13)	1% (2)	24% (53)	216

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

**Table MGC6\_15:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Patriotism*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	17% (168)	19% (185)	25% (251)	11% (112)	5% (47)	24% (237)	1000
Gender: Male	20% (98)	21% (105)	22% (108)	10% (47)	5% (26)	21% (104)	489
Gender: Female	14% (70)	16% (80)	28% (143)	13% (65)	4% (20)	26% (133)	511
Age: 18-34	16% (80)	21% (106)	27% (135)	14% (69)	6% (32)	17% (84)	506
Generation Z: 13-23	17% (168)	19% (185)	25% (251)	11% (112)	5% (47)	24% (237)	1000
PID: Dem (no lean)	11% (40)	17% (59)	28% (100)	18% (63)	7% (24)	20% (69)	355
PID: Ind (no lean)	13% (56)	17% (74)	27% (119)	9% (41)	5% (20)	31% (136)	445
PID: Rep (no lean)	36% (73)	26% (53)	16% (32)	5% (9)	1% (2)	16% (31)	201
PID/Gender: Dem Men	16% (26)	18% (28)	27% (43)	14% (22)	8% (13)	17% (27)	160
PID/Gender: Dem Women	7% (14)	16% (30)	29% (57)	21% (41)	6% (11)	22% (42)	195
PID/Gender: Ind Men	14% (30)	19% (42)	25% (55)	9% (20)	5% (11)	29% (64)	223
PID/Gender: Ind Women	11% (25)	14% (32)	29% (64)	9% (20)	4% (9)	32% (72)	222
PID/Gender: Rep Men	39% (42)	33% (34)	9% (10)	5% (5)	2% (2)	12% (12)	106
PID/Gender: Rep Women	33% (31)	19% (18)	23% (22)	4% (4)	— (0)	20% (19)	95
Ideo: Liberal (1-3)	9% (30)	19% (63)	28% (91)	21% (68)	10% (32)	13% (41)	324
Ideo: Moderate (4)	16% (30)	26% (47)	29% (53)	9% (16)	3% (5)	18% (33)	185
Ideo: Conservative (5-7)	44% (76)	22% (38)	17% (30)	6% (10)	1% (3)	9% (16)	173
Educ: < College	17% (153)	18% (166)	25% (230)	11% (97)	4% (40)	25% (230)	916
Educ: Bachelors degree	19% (14)	22% (16)	27% (19)	18% (13)	7% (5)	8% (6)	72
Income: Under 50k	14% (71)	14% (70)	27% (134)	11% (51)	4% (22)	29% (141)	488
Income: 50k-100k	20% (65)	23% (76)	21% (69)	12% (40)	5% (16)	19% (62)	328
Income: 100k+	18% (33)	21% (39)	26% (47)	12% (21)	5% (9)	19% (34)	183
Ethnicity: White	20% (127)	20% (128)	25% (158)	11% (71)	6% (37)	18% (117)	638
Ethnicity: Hispanic	12% (24)	13% (26)	28% (57)	9% (18)	6% (12)	33% (66)	203
Ethnicity: Afr. Am.	10% (13)	14% (19)	25% (32)	16% (22)	2% (3)	32% (42)	131
Ethnicity: Other	12% (28)	17% (39)	26% (60)	9% (20)	3% (7)	33% (77)	231
All Christian	28% (77)	22% (60)	22% (61)	9% (24)	3% (9)	16% (44)	274
All Non-Christian	23% (15)	19% (12)	26% (17)	12% (8)	4% (3)	16% (10)	65
Atheist	12% (14)	13% (15)	28% (31)	19% (22)	9% (10)	19% (21)	113
Agnostic/Nothing in particular	11% (62)	18% (98)	26% (142)	11% (59)	5% (26)	29% (162)	548

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**Table MGC6\_15:** At this time, do you have a generally positive or negative view of each of the following?

*Patriotism*

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion	Total N
Adults	17%	(168)	19%	(185)	25%	(251)	11%	(112)	5%	(47)	24% (237)	1000
Religious Non-Protestant/Catholic	21%	(17)	17%	(14)	24%	(19)	11%	(9)	4%	(3)	23% (19)	82
Evangelical	24%	(43)	17%	(31)	24%	(43)	8%	(15)	1%	(2)	25% (45)	180
Non-Evangelical	21%	(59)	21%	(60)	22%	(61)	10%	(28)	5%	(15)	21% (60)	283
Community: Urban	17%	(44)	16%	(41)	28%	(72)	11%	(28)	5%	(13)	22% (57)	256
Community: Suburban	17%	(90)	19%	(102)	24%	(129)	12%	(66)	4%	(22)	24% (130)	539
Community: Rural	17%	(34)	20%	(42)	24%	(50)	9%	(19)	6%	(12)	24% (49)	206
Employ: Private Sector	19%	(16)	30%	(25)	19%	(16)	19%	(16)	6%	(5)	7% (6)	84
Employ: Unemployed	13%	(20)	17%	(27)	25%	(38)	10%	(16)	4%	(5)	31% (48)	154
Military HH: Yes	26%	(35)	24%	(32)	14%	(19)	7%	(10)	4%	(6)	24% (32)	132
Military HH: No	15%	(134)	18%	(153)	27%	(232)	12%	(103)	5%	(41)	24% (205)	868
RD/WT: Right Direction	27%	(81)	21%	(64)	23%	(69)	6%	(17)	2%	(6)	22% (68)	305
RD/WT: Wrong Track	13%	(87)	17%	(121)	26%	(182)	14%	(95)	6%	(41)	24% (169)	695
Trump Job Approve	35%	(95)	21%	(57)	19%	(51)	6%	(17)	2%	(5)	18% (50)	274
Trump Job Disapprove	9%	(54)	20%	(116)	29%	(168)	16%	(92)	7%	(41)	20% (116)	586
Trump Job Strongly Approve	44%	(47)	13%	(15)	12%	(13)	7%	(8)	2%	(2)	22% (24)	109
Trump Job Somewhat Approve	29%	(48)	25%	(42)	23%	(39)	5%	(9)	2%	(3)	15% (25)	166
Trump Job Somewhat Disapprove	12%	(26)	26%	(54)	35%	(73)	11%	(23)	3%	(6)	13% (28)	209
Trump Job Strongly Disapprove	8%	(28)	16%	(62)	25%	(95)	18%	(69)	9%	(35)	24% (89)	377
Favorable of Trump	37%	(95)	22%	(57)	15%	(38)	6%	(15)	2%	(5)	18% (46)	256
Unfavorable of Trump	10%	(60)	19%	(114)	30%	(179)	16%	(94)	6%	(39)	20% (120)	606
Very Favorable of Trump	53%	(57)	12%	(13)	13%	(14)	4%	(4)	2%	(2)	17% (18)	109
Somewhat Favorable of Trump	25%	(37)	30%	(44)	16%	(24)	7%	(10)	3%	(4)	19% (27)	147
Somewhat Unfavorable of Trump	13%	(23)	21%	(37)	36%	(64)	10%	(18)	2%	(3)	18% (31)	176
Very Unfavorable of Trump	9%	(38)	18%	(77)	27%	(116)	18%	(76)	8%	(36)	21% (88)	430

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**Table MGC6\_15:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Patriotism*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	17% (168)	19% (185)	25% (251)	11% (112)	5% (47)	24% (237)	1000
#1 Issue: Economy	24% (70)	26% (76)	22% (64)	9% (26)	3% (9)	17% (51)	296
#1 Issue: Security	36% (28)	13% (10)	19% (14)	7% (5)	2% (2)	22% (17)	76
#1 Issue: Health Care	9% (15)	17% (30)	27% (46)	15% (25)	6% (11)	25% (43)	171
#1 Issue: Women's Issues	11% (13)	14% (17)	27% (31)	18% (21)	6% (7)	24% (28)	117
#1 Issue: Education	15% (21)	17% (25)	28% (41)	9% (13)	4% (6)	26% (38)	145
#1 Issue: Energy	7% (7)	21% (21)	36% (35)	12% (12)	8% (8)	16% (15)	98
#1 Issue: Other	16% (13)	7% (6)	19% (16)	10% (8)	3% (2)	45% (37)	82
2018 House Vote: Democrat	11% (12)	19% (21)	28% (31)	22% (25)	8% (9)	12% (14)	112
2016 Vote: Hillary Clinton	14% (11)	17% (13)	23% (18)	21% (16)	6% (5)	18% (14)	78
2016 Vote: Didn't Vote	17% (147)	18% (162)	25% (220)	10% (89)	5% (41)	25% (221)	881
Voted in 2014: No	17% (163)	19% (181)	25% (245)	11% (107)	5% (45)	24% (230)	972
2012 Vote: Didn't Vote	17% (164)	18% (180)	25% (248)	11% (111)	5% (45)	23% (229)	978
4-Region: Northeast	17% (37)	18% (40)	26% (56)	15% (33)	3% (6)	21% (45)	216
4-Region: Midwest	18% (41)	22% (50)	27% (62)	10% (22)	3% (6)	21% (50)	232
4-Region: South	19% (65)	16% (54)	23% (79)	9% (30)	6% (20)	26% (88)	337
4-Region: West	11% (25)	19% (42)	25% (54)	13% (28)	7% (14)	25% (54)	216

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

**Table MGC6\_16:** At this time, do you have a generally positive or negative view of each of the following?

Nationalism

Demographic	Attitudes												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	10%	(101)	15%	(147)	25%	(252)	11%	(114)	8%	(82)	30%	(304)	1000
Gender: Male	13%	(63)	15%	(71)	25%	(124)	11%	(53)	10%	(51)	26%	(127)	489
Gender: Female	8%	(38)	15%	(75)	25%	(128)	12%	(61)	6%	(31)	35%	(178)	511
Age: 18-34	10%	(52)	18%	(91)	28%	(140)	12%	(62)	11%	(56)	21%	(105)	506
Generation Z: 13-23	10%	(101)	15%	(147)	25%	(252)	11%	(114)	8%	(82)	30%	(304)	1000
PID: Dem (no lean)	7%	(26)	15%	(52)	26%	(91)	14%	(50)	14%	(51)	24%	(84)	355
PID: Ind (no lean)	7%	(33)	11%	(48)	26%	(114)	12%	(55)	6%	(25)	38%	(169)	445
PID: Rep (no lean)	21%	(42)	23%	(47)	23%	(47)	4%	(9)	3%	(5)	25%	(51)	201
PID/Gender: Dem Men	10%	(16)	14%	(23)	28%	(44)	12%	(20)	18%	(29)	18%	(29)	160
PID/Gender: Dem Women	5%	(10)	15%	(29)	24%	(47)	15%	(30)	12%	(23)	28%	(55)	195
PID/Gender: Ind Men	7%	(17)	11%	(24)	25%	(56)	13%	(29)	8%	(18)	36%	(79)	223
PID/Gender: Ind Women	7%	(17)	11%	(23)	26%	(58)	12%	(27)	3%	(7)	40%	(90)	222
PID/Gender: Rep Men	29%	(31)	23%	(24)	22%	(24)	4%	(5)	4%	(4)	18%	(19)	106
PID/Gender: Rep Women	12%	(12)	24%	(23)	24%	(23)	4%	(4)	1%	(1)	34%	(32)	95
Ideo: Liberal (1-3)	7%	(24)	13%	(41)	25%	(80)	18%	(58)	18%	(60)	19%	(61)	324
Ideo: Moderate (4)	12%	(22)	24%	(44)	26%	(48)	12%	(22)	6%	(11)	20%	(38)	185
Ideo: Conservative (5-7)	22%	(38)	21%	(37)	27%	(47)	7%	(12)	3%	(5)	20%	(34)	173
Educ: < College	10%	(93)	15%	(134)	24%	(224)	12%	(105)	8%	(69)	32%	(292)	916
Educ: Bachelors degree	9%	(7)	17%	(13)	36%	(26)	8%	(6)	15%	(11)	14%	(10)	72
Income: Under 50k	8%	(37)	14%	(69)	28%	(138)	11%	(56)	6%	(30)	32%	(158)	488
Income: 50k-100k	14%	(45)	17%	(56)	19%	(64)	11%	(36)	10%	(33)	29%	(95)	328
Income: 100k+	11%	(19)	11%	(21)	28%	(51)	12%	(22)	10%	(19)	28%	(52)	183
Ethnicity: White	11%	(69)	15%	(97)	24%	(153)	12%	(75)	10%	(64)	28%	(179)	638
Ethnicity: Hispanic	8%	(17)	13%	(25)	28%	(57)	8%	(17)	9%	(17)	34%	(70)	203
Ethnicity: Afr. Am.	10%	(13)	13%	(17)	26%	(34)	12%	(16)	3%	(5)	35%	(46)	131
Ethnicity: Other	8%	(19)	14%	(32)	28%	(65)	10%	(23)	6%	(13)	34%	(79)	231
All Christian	13%	(37)	21%	(57)	26%	(71)	9%	(26)	7%	(19)	24%	(65)	274
All Non-Christian	18%	(12)	18%	(12)	28%	(18)	7%	(5)	7%	(4)	22%	(14)	65
Atheist	6%	(7)	8%	(9)	21%	(24)	24%	(27)	18%	(20)	23%	(26)	113
Agnostic/Nothing in particular	8%	(46)	13%	(69)	26%	(140)	10%	(56)	7%	(38)	36%	(199)	548

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**Table MGC6\_16:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Nationalism*

Demographic	Attitudes toward Trump												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	10%	(101)	15%	(147)	25%	(252)	11%	(114)	8%	(82)	30%	(304)	1000
Religious Non-Protestant/Catholic	16%	(13)	17%	(14)	25%	(21)	7%	(5)	6%	(5)	29%	(23)	82
Evangelical	13%	(23)	18%	(32)	24%	(43)	8%	(14)	2%	(4)	35%	(63)	180
Non-Evangelical	12%	(34)	18%	(51)	25%	(72)	11%	(30)	7%	(20)	27%	(77)	283
Community: Urban	13%	(33)	15%	(38)	28%	(71)	10%	(25)	7%	(18)	28%	(71)	256
Community: Suburban	8%	(43)	15%	(83)	24%	(130)	13%	(72)	9%	(47)	30%	(163)	539
Community: Rural	12%	(25)	12%	(25)	25%	(51)	8%	(17)	8%	(17)	34%	(70)	206
Employ: Private Sector	11%	(9)	15%	(13)	32%	(27)	11%	(9)	10%	(8)	22%	(18)	84
Employ: Unemployed	9%	(14)	16%	(25)	21%	(32)	9%	(14)	8%	(12)	37%	(57)	154
Military HH: Yes	14%	(19)	22%	(29)	21%	(28)	10%	(13)	2%	(3)	31%	(41)	132
Military HH: No	9%	(82)	14%	(118)	26%	(225)	12%	(101)	9%	(78)	30%	(263)	868
RD/WT: Right Direction	16%	(50)	18%	(56)	25%	(76)	6%	(20)	3%	(9)	31%	(95)	305
RD/WT: Wrong Track	7%	(52)	13%	(91)	25%	(176)	14%	(94)	10%	(73)	30%	(210)	695
Trump Job Approve	18%	(51)	22%	(61)	23%	(62)	5%	(15)	3%	(9)	28%	(77)	274
Trump Job Disapprove	7%	(39)	13%	(78)	27%	(156)	15%	(89)	12%	(72)	26%	(153)	586
Trump Job Strongly Approve	30%	(33)	16%	(17)	16%	(17)	4%	(5)	2%	(2)	32%	(35)	109
Trump Job Somewhat Approve	11%	(18)	26%	(43)	27%	(45)	6%	(10)	4%	(7)	26%	(42)	166
Trump Job Somewhat Disapprove	10%	(20)	18%	(38)	34%	(71)	15%	(31)	5%	(10)	19%	(40)	209
Trump Job Strongly Disapprove	5%	(18)	11%	(40)	22%	(85)	15%	(58)	17%	(62)	30%	(114)	377
Favorable of Trump	21%	(53)	21%	(55)	22%	(56)	5%	(13)	3%	(7)	28%	(72)	256
Unfavorable of Trump	6%	(37)	13%	(78)	27%	(164)	16%	(96)	12%	(72)	26%	(160)	606
Very Favorable of Trump	33%	(36)	19%	(20)	20%	(21)	2%	(2)	1%	(1)	26%	(28)	109
Somewhat Favorable of Trump	12%	(17)	23%	(34)	24%	(35)	7%	(10)	4%	(6)	30%	(44)	147
Somewhat Unfavorable of Trump	7%	(12)	17%	(29)	35%	(62)	16%	(28)	2%	(4)	23%	(40)	176
Very Unfavorable of Trump	6%	(24)	11%	(49)	24%	(102)	16%	(68)	16%	(68)	28%	(120)	430

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**Table MGC6\_16:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Nationalism*

Demographic	Attitudes toward the U.S. president												Total N
	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		
Adults	10%	(101)	15%	(147)	25%	(252)	11%	(114)	8%	(82)	30%	(304)	1000
#1 Issue: Economy	11%	(33)	19%	(57)	29%	(86)	8%	(25)	5%	(16)	27%	(79)	296
#1 Issue: Security	21%	(16)	18%	(14)	22%	(16)	10%	(8)	—	(0)	30%	(22)	76
#1 Issue: Health Care	7%	(12)	12%	(20)	26%	(44)	16%	(27)	13%	(23)	26%	(44)	171
#1 Issue: Women's Issues	8%	(9)	16%	(18)	24%	(28)	11%	(13)	4%	(5)	38%	(44)	117
#1 Issue: Education	12%	(17)	15%	(21)	22%	(32)	13%	(19)	9%	(12)	30%	(44)	145
#1 Issue: Energy	7%	(7)	7%	(7)	33%	(32)	16%	(16)	18%	(18)	19%	(18)	98
#1 Issue: Other	7%	(6)	10%	(8)	14%	(12)	7%	(5)	7%	(5)	56%	(46)	82
2018 House Vote: Democrat	9%	(10)	15%	(17)	25%	(28)	14%	(16)	21%	(24)	16%	(18)	112
2016 Vote: Hillary Clinton	10%	(7)	14%	(11)	24%	(19)	16%	(13)	17%	(13)	18%	(14)	78
2016 Vote: Didn't Vote	10%	(89)	14%	(127)	25%	(222)	11%	(94)	8%	(66)	32%	(283)	881
Voted in 2014: No	10%	(98)	15%	(141)	25%	(246)	11%	(109)	8%	(80)	31%	(297)	972
2012 Vote: Didn't Vote	10%	(100)	14%	(140)	25%	(247)	12%	(114)	8%	(80)	30%	(297)	978
4-Region: Northeast	11%	(24)	15%	(32)	27%	(58)	14%	(31)	9%	(20)	24%	(51)	216
4-Region: Midwest	10%	(24)	16%	(38)	28%	(65)	12%	(27)	6%	(14)	28%	(64)	232
4-Region: South	12%	(39)	14%	(48)	20%	(66)	9%	(29)	8%	(27)	38%	(128)	337
4-Region: West	7%	(14)	14%	(30)	29%	(64)	12%	(27)	10%	(21)	28%	(61)	216

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

**Table MGC6\_17:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Volunteerism*

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	35% (346)	29% (288)	15% (154)	3% (25)	2% (16)	17% (172)	1000
Gender: Male	33% (162)	29% (142)	17% (84)	3% (15)	1% (7)	16% (79)	489
Gender: Female	36% (184)	28% (146)	14% (69)	2% (11)	2% (9)	18% (93)	511
Age: 18-34	35% (176)	29% (147)	19% (94)	4% (18)	2% (9)	12% (61)	506
Generation Z: 13-23	35% (346)	29% (288)	15% (154)	3% (25)	2% (16)	17% (172)	1000
PID: Dem (no lean)	39% (138)	35% (123)	10% (34)	2% (6)	2% (6)	14% (49)	355
PID: Ind (no lean)	32% (142)	23% (104)	18% (81)	2% (10)	2% (9)	22% (100)	445
PID: Rep (no lean)	33% (67)	31% (61)	19% (39)	4% (9)	1% (2)	12% (23)	201
PID/Gender: Dem Men	38% (60)	36% (58)	11% (18)	3% (4)	2% (3)	10% (16)	160
PID/Gender: Dem Women	40% (77)	33% (65)	8% (16)	1% (2)	1% (2)	17% (32)	195
PID/Gender: Ind Men	27% (59)	26% (58)	20% (44)	3% (6)	1% (2)	24% (53)	223
PID/Gender: Ind Women	37% (82)	21% (46)	17% (37)	2% (4)	3% (7)	21% (47)	222
PID/Gender: Rep Men	40% (43)	25% (26)	21% (22)	4% (4)	2% (2)	9% (9)	106
PID/Gender: Rep Women	26% (24)	37% (35)	18% (17)	5% (4)	— (0)	15% (14)	95
Ideo: Liberal (1-3)	42% (138)	34% (111)	10% (32)	2% (7)	2% (5)	10% (31)	324
Ideo: Moderate (4)	34% (64)	28% (52)	21% (38)	4% (7)	2% (3)	11% (21)	185
Ideo: Conservative (5-7)	37% (65)	28% (49)	21% (36)	4% (7)	1% (2)	8% (14)	173
Educ: < College	34% (309)	29% (263)	16% (143)	2% (22)	1% (13)	18% (165)	916
Educ: Bachelors degree	43% (31)	32% (23)	15% (11)	3% (2)	2% (2)	4% (3)	72
Income: Under 50k	34% (164)	26% (129)	16% (80)	2% (10)	2% (9)	20% (96)	488
Income: 50k-100k	35% (114)	31% (103)	15% (49)	3% (11)	1% (4)	15% (48)	328
Income: 100k+	37% (68)	30% (56)	13% (24)	2% (4)	2% (4)	15% (27)	183
Ethnicity: White	35% (220)	31% (196)	16% (101)	3% (17)	2% (11)	15% (93)	638
Ethnicity: Hispanic	37% (75)	22% (44)	16% (33)	2% (4)	2% (5)	20% (41)	203
Ethnicity: Afr. Am.	37% (48)	21% (28)	15% (20)	4% (5)	1% (1)	23% (30)	131
Ethnicity: Other	34% (78)	28% (64)	14% (33)	1% (3)	2% (4)	21% (49)	231
All Christian	39% (106)	29% (81)	15% (41)	4% (10)	1% (2)	13% (35)	274
All Non-Christian	38% (24)	30% (20)	15% (10)	3% (2)	1% (1)	14% (9)	65
Atheist	29% (33)	36% (41)	13% (15)	4% (4)	2% (2)	15% (17)	113
Agnostic/Nothing in particular	33% (183)	27% (147)	16% (88)	2% (9)	2% (11)	20% (110)	548

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**Table MGC6\_17:** *At this time, do you have a generally positive or negative view of each of the following?*  
*Volunteerism*

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		Total N
Adults	35%	(346)	29%	(288)	15%	(154)	3%	(25)	2%	(16)	17%	(172)	1000
Religious Non-Protestant/Catholic	33%	(27)	24%	(20)	15%	(13)	4%	(3)	1%	(1)	23%	(19)	82
Evangelical	36%	(65)	27%	(48)	14%	(25)	4%	(7)	1%	(2)	19%	(33)	180
Non-Evangelical	39%	(112)	28%	(80)	16%	(44)	3%	(9)	2%	(5)	12%	(33)	283
Community: Urban	42%	(106)	27%	(70)	12%	(31)	2%	(6)	2%	(5)	14%	(37)	256
Community: Suburban	32%	(173)	30%	(162)	16%	(85)	2%	(11)	1%	(7)	19%	(101)	539
Community: Rural	33%	(67)	27%	(56)	18%	(38)	4%	(8)	2%	(3)	17%	(34)	206
Employ: Private Sector	37%	(32)	36%	(30)	20%	(17)	1%	(1)	1%	(1)	5%	(4)	84
Employ: Unemployed	28%	(42)	24%	(37)	21%	(32)	4%	(6)	2%	(3)	22%	(34)	154
Military HH: Yes	44%	(58)	29%	(38)	9%	(12)	2%	(2)	—	(0)	16%	(22)	132
Military HH: No	33%	(288)	29%	(250)	16%	(141)	3%	(23)	2%	(16)	17%	(150)	868
RD/WT: Right Direction	33%	(102)	24%	(74)	20%	(62)	2%	(7)	2%	(7)	18%	(54)	305
RD/WT: Wrong Track	35%	(244)	31%	(214)	13%	(92)	3%	(18)	1%	(9)	17%	(118)	695
Trump Job Approve	33%	(91)	27%	(73)	20%	(56)	4%	(12)	2%	(5)	14%	(38)	274
Trump Job Disapprove	37%	(214)	33%	(193)	13%	(79)	2%	(12)	1%	(8)	14%	(79)	586
Trump Job Strongly Approve	42%	(46)	21%	(23)	15%	(17)	3%	(3)	2%	(2)	16%	(17)	109
Trump Job Somewhat Approve	27%	(45)	30%	(50)	24%	(39)	5%	(9)	2%	(3)	12%	(21)	166
Trump Job Somewhat Disapprove	33%	(69)	34%	(72)	17%	(37)	2%	(4)	1%	(1)	13%	(26)	209
Trump Job Strongly Disapprove	39%	(146)	32%	(121)	11%	(42)	2%	(8)	2%	(7)	14%	(53)	377
Favorable of Trump	34%	(88)	28%	(71)	18%	(47)	3%	(9)	2%	(5)	15%	(37)	256
Unfavorable of Trump	37%	(224)	33%	(198)	14%	(82)	2%	(11)	2%	(10)	13%	(80)	606
Very Favorable of Trump	43%	(47)	20%	(22)	17%	(18)	3%	(3)	2%	(2)	16%	(17)	109
Somewhat Favorable of Trump	28%	(41)	33%	(49)	19%	(28)	4%	(6)	2%	(3)	14%	(20)	147
Somewhat Unfavorable of Trump	27%	(48)	34%	(60)	21%	(36)	2%	(3)	1%	(2)	15%	(26)	176
Very Unfavorable of Trump	41%	(176)	32%	(138)	11%	(46)	2%	(8)	2%	(8)	13%	(54)	430

Continued on next page

**Table MGC6\_17:** At this time, do you have a generally positive or negative view of each of the following?  
Volunteerism

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Don't know / No opinion		Total N
Adults	35%	(346)	29%	(288)	15%	(154)	3%	(25)	2%	(16)	17%	(172)	1000
#1 Issue: Economy	35%	(102)	32%	(96)	16%	(47)	3%	(10)	1%	(2)	13%	(39)	296
#1 Issue: Security	40%	(30)	27%	(20)	13%	(10)	7%	(6)	1%	(1)	12%	(9)	76
#1 Issue: Health Care	38%	(65)	27%	(46)	17%	(28)	1%	(2)	1%	(1)	16%	(28)	171
#1 Issue: Women's Issues	38%	(45)	32%	(37)	10%	(12)	1%	(1)	—	(0)	20%	(23)	117
#1 Issue: Education	33%	(48)	29%	(42)	15%	(21)	3%	(4)	3%	(4)	18%	(27)	145
#1 Issue: Energy	34%	(34)	30%	(29)	22%	(22)	—	(0)	3%	(3)	11%	(11)	98
#1 Issue: Other	23%	(19)	18%	(15)	17%	(14)	—	(0)	3%	(3)	39%	(32)	82
2018 House Vote: Democrat	42%	(47)	34%	(38)	12%	(13)	3%	(3)	1%	(1)	9%	(10)	112
2016 Vote: Hillary Clinton	40%	(31)	32%	(25)	12%	(9)	3%	(2)	1%	(1)	12%	(10)	78
2016 Vote: Didn't Vote	34%	(297)	29%	(252)	15%	(136)	2%	(21)	2%	(15)	18%	(159)	881
Voted in 2014: No	34%	(335)	29%	(280)	16%	(153)	2%	(23)	2%	(16)	17%	(166)	972
2012 Vote: Didn't Vote	35%	(338)	29%	(282)	16%	(152)	2%	(24)	2%	(16)	17%	(166)	978
4-Region: Northeast	35%	(76)	30%	(64)	17%	(36)	2%	(4)	—	(1)	16%	(35)	216
4-Region: Midwest	37%	(85)	32%	(74)	15%	(35)	3%	(7)	—	(1)	13%	(30)	232
4-Region: South	35%	(116)	27%	(90)	14%	(48)	3%	(9)	2%	(7)	20%	(66)	337
4-Region: West	32%	(69)	27%	(59)	16%	(34)	3%	(5)	3%	(7)	19%	(41)	216

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

**Table MGC7\_1: How important are each of the following to you?**  
*Individuality*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	53%	(530)	27%	(265)	7%	(69)	2%	(16)	12%	(120)	1000
Gender: Male	51%	(250)	26%	(128)	8%	(38)	2%	(12)	13%	(61)	489
Gender: Female	55%	(280)	27%	(137)	6%	(31)	1%	(4)	11%	(59)	511
Age: 18-34	53%	(269)	27%	(137)	7%	(38)	2%	(12)	10%	(50)	506
Generation Z: 13-23	53%	(530)	27%	(265)	7%	(69)	2%	(16)	12%	(120)	1000
PID: Dem (no lean)	57%	(201)	27%	(97)	7%	(26)	1%	(5)	7%	(25)	355
PID: Ind (no lean)	52%	(231)	24%	(109)	4%	(19)	2%	(7)	18%	(79)	445
PID: Rep (no lean)	49%	(99)	29%	(59)	12%	(24)	2%	(4)	8%	(15)	201
PID/Gender: Dem Men	60%	(96)	24%	(38)	7%	(12)	2%	(4)	7%	(11)	160
PID/Gender: Dem Women	54%	(105)	31%	(60)	8%	(15)	—	(1)	7%	(14)	195
PID/Gender: Ind Men	48%	(106)	25%	(56)	4%	(10)	2%	(5)	21%	(46)	223
PID/Gender: Ind Women	56%	(125)	24%	(53)	4%	(9)	1%	(2)	15%	(33)	222
PID/Gender: Rep Men	45%	(48)	33%	(35)	15%	(16)	3%	(3)	4%	(4)	106
PID/Gender: Rep Women	54%	(51)	25%	(24)	8%	(8)	2%	(2)	11%	(11)	95
Ideo: Liberal (1-3)	60%	(194)	27%	(86)	8%	(25)	2%	(8)	4%	(11)	324
Ideo: Moderate (4)	56%	(104)	28%	(53)	6%	(11)	—	(0)	10%	(18)	185
Ideo: Conservative (5-7)	54%	(94)	29%	(50)	11%	(19)	1%	(2)	4%	(7)	173
Educ: < College	53%	(489)	26%	(237)	7%	(62)	2%	(14)	13%	(115)	916
Educ: Bachelors degree	48%	(35)	35%	(25)	9%	(7)	2%	(2)	5%	(3)	72
Income: Under 50k	52%	(254)	25%	(124)	5%	(26)	2%	(11)	15%	(74)	488
Income: 50k-100k	56%	(183)	27%	(89)	7%	(24)	1%	(3)	9%	(30)	328
Income: 100k+	51%	(94)	28%	(52)	11%	(19)	1%	(2)	9%	(17)	183
Ethnicity: White	54%	(346)	27%	(175)	7%	(46)	1%	(7)	10%	(64)	638
Ethnicity: Hispanic	52%	(106)	24%	(49)	7%	(14)	2%	(4)	14%	(29)	203
Ethnicity: Afr. Am.	56%	(73)	18%	(23)	4%	(5)	4%	(5)	19%	(25)	131
Ethnicity: Other	48%	(111)	29%	(67)	8%	(18)	2%	(4)	14%	(32)	231
All Christian	50%	(136)	31%	(85)	9%	(26)	2%	(5)	8%	(23)	274
All Non-Christian	54%	(35)	30%	(19)	4%	(2)	4%	(3)	8%	(5)	65
Atheist	55%	(62)	31%	(35)	5%	(5)	—	(0)	9%	(10)	113
Agnostic/Nothing in particular	54%	(297)	23%	(126)	6%	(36)	2%	(8)	15%	(81)	548
Religious Non-Protestant/Catholic	51%	(42)	32%	(26)	4%	(3)	3%	(3)	10%	(8)	82

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**Table MGC7\_1: How important are each of the following to you?**  
*Individuality*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	53%	(530)	27%	(265)	7%	(69)	2%	(16)	12%	(120)	1000
Evangelical	53%	(96)	23%	(41)	7%	(13)	2%	(4)	14%	(26)	180
Non-Evangelical	51%	(145)	28%	(80)	10%	(27)	1%	(4)	10%	(28)	283
Community: Urban	54%	(138)	27%	(69)	6%	(16)	3%	(7)	10%	(26)	256
Community: Suburban	52%	(279)	29%	(158)	6%	(31)	1%	(5)	12%	(67)	539
Community: Rural	55%	(114)	19%	(38)	11%	(22)	2%	(4)	13%	(28)	206
Employ: Private Sector	60%	(50)	30%	(26)	7%	(6)	1%	(1)	2%	(2)	84
Employ: Unemployed	44%	(68)	25%	(38)	9%	(14)	2%	(2)	20%	(31)	154
Military HH: Yes	54%	(71)	21%	(28)	12%	(16)	2%	(3)	11%	(14)	132
Military HH: No	53%	(459)	27%	(237)	6%	(53)	1%	(12)	12%	(105)	868
RD/WT: Right Direction	48%	(148)	26%	(79)	10%	(29)	2%	(7)	14%	(43)	305
RD/WT: Wrong Track	55%	(383)	27%	(186)	6%	(40)	1%	(9)	11%	(77)	695
Trump Job Approve	54%	(148)	24%	(65)	9%	(26)	2%	(4)	11%	(31)	274
Trump Job Disapprove	57%	(333)	29%	(169)	7%	(39)	2%	(10)	6%	(36)	586
Trump Job Strongly Approve	54%	(59)	19%	(20)	12%	(13)	2%	(2)	13%	(14)	109
Trump Job Somewhat Approve	54%	(89)	27%	(45)	7%	(12)	2%	(3)	10%	(16)	166
Trump Job Somewhat Disapprove	52%	(110)	33%	(69)	8%	(16)	2%	(4)	5%	(10)	209
Trump Job Strongly Disapprove	59%	(223)	26%	(99)	6%	(23)	2%	(6)	7%	(26)	377
Favorable of Trump	55%	(141)	25%	(64)	9%	(23)	2%	(5)	9%	(22)	256
Unfavorable of Trump	56%	(339)	29%	(173)	7%	(42)	1%	(9)	7%	(43)	606
Very Favorable of Trump	56%	(61)	19%	(20)	14%	(15)	2%	(3)	9%	(10)	109
Somewhat Favorable of Trump	55%	(81)	30%	(43)	6%	(9)	2%	(2)	8%	(12)	147
Somewhat Unfavorable of Trump	48%	(84)	34%	(60)	10%	(17)	—	(0)	8%	(15)	176
Very Unfavorable of Trump	59%	(255)	26%	(114)	6%	(25)	2%	(9)	7%	(28)	430
#1 Issue: Economy	53%	(157)	30%	(89)	8%	(24)	2%	(5)	7%	(20)	296
#1 Issue: Security	57%	(43)	23%	(17)	7%	(5)	5%	(4)	8%	(6)	76
#1 Issue: Health Care	55%	(94)	31%	(53)	3%	(6)	2%	(3)	9%	(15)	171
#1 Issue: Women's Issues	60%	(70)	18%	(21)	10%	(12)	1%	(2)	11%	(13)	117
#1 Issue: Education	53%	(76)	24%	(35)	8%	(12)	—	(0)	15%	(22)	145
#1 Issue: Energy	54%	(53)	31%	(31)	3%	(2)	1%	(1)	11%	(11)	98
#1 Issue: Other	40%	(33)	20%	(16)	4%	(4)	—	(0)	36%	(30)	82

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**Table MGC7\_1: How important are each of the following to you?**  
*Individuality*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	53%	(530)	27%	(265)	7%	(69)	2%	(16)	12%	(120)	1000
2018 House Vote: Democrat	58%	(65)	29%	(32)	7%	(8)	2%	(2)	5%	(5)	112
2016 Vote: Hillary Clinton	55%	(42)	28%	(22)	6%	(5)	1%	(1)	9%	(7)	78
2016 Vote: Didn't Vote	53%	(463)	26%	(233)	7%	(61)	2%	(14)	12%	(110)	881
Voted in 2014: No	53%	(518)	27%	(260)	7%	(66)	2%	(15)	12%	(114)	972
2012 Vote: Didn't Vote	53%	(518)	27%	(263)	7%	(68)	2%	(15)	12%	(114)	978
4-Region: Northeast	51%	(110)	32%	(68)	8%	(17)	1%	(2)	8%	(18)	216
4-Region: Midwest	54%	(125)	28%	(65)	6%	(13)	1%	(2)	12%	(27)	232
4-Region: South	52%	(174)	25%	(83)	6%	(21)	2%	(8)	15%	(51)	337
4-Region: West	56%	(122)	23%	(49)	8%	(17)	2%	(5)	11%	(24)	216

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

**Table MGC7\_2: How important are each of the following to you?**  
*Honesty*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	71%	(711)	16%	(162)	3%	(31)	1%	(8)	9%	(89)	1000
Gender: Male	67%	(327)	18%	(89)	4%	(21)	1%	(3)	10%	(49)	489
Gender: Female	75%	(383)	14%	(73)	2%	(10)	1%	(5)	8%	(40)	511
Age: 18-34	72%	(364)	15%	(77)	4%	(21)	1%	(7)	7%	(38)	506
Generation Z: 13-23	71%	(711)	16%	(162)	3%	(31)	1%	(8)	9%	(89)	1000
PID: Dem (no lean)	71%	(252)	20%	(70)	3%	(9)	—	(1)	6%	(22)	355
PID: Ind (no lean)	68%	(302)	15%	(67)	3%	(11)	2%	(7)	13%	(57)	445
PID: Rep (no lean)	78%	(157)	12%	(25)	5%	(10)	—	(0)	5%	(9)	201
PID/Gender: Dem Men	67%	(107)	23%	(37)	4%	(6)	—	(0)	7%	(10)	160
PID/Gender: Dem Women	75%	(145)	17%	(33)	2%	(4)	—	(1)	6%	(12)	195
PID/Gender: Ind Men	62%	(139)	18%	(40)	3%	(8)	1%	(3)	15%	(34)	223
PID/Gender: Ind Women	73%	(163)	13%	(28)	2%	(4)	2%	(4)	11%	(23)	222
PID/Gender: Rep Men	77%	(82)	12%	(12)	7%	(8)	—	(0)	4%	(4)	106
PID/Gender: Rep Women	79%	(75)	13%	(12)	2%	(2)	—	(0)	5%	(5)	95
Ideo: Liberal (1-3)	73%	(235)	20%	(65)	4%	(14)	1%	(2)	2%	(8)	324
Ideo: Moderate (4)	73%	(136)	15%	(28)	3%	(6)	1%	(2)	8%	(14)	185
Ideo: Conservative (5-7)	83%	(144)	12%	(21)	2%	(3)	—	(0)	2%	(4)	173
Educ: < College	71%	(654)	16%	(142)	3%	(26)	1%	(7)	9%	(87)	916
Educ: Bachelors degree	67%	(49)	25%	(18)	7%	(5)	—	(0)	1%	(1)	72
Income: Under 50k	68%	(333)	15%	(75)	3%	(15)	1%	(4)	13%	(62)	488
Income: 50k-100k	75%	(247)	17%	(56)	3%	(8)	1%	(3)	4%	(13)	328
Income: 100k+	71%	(131)	17%	(31)	4%	(8)	—	(0)	7%	(14)	183
Ethnicity: White	74%	(473)	16%	(99)	3%	(19)	—	(2)	7%	(44)	638
Ethnicity: Hispanic	72%	(146)	13%	(26)	3%	(6)	1%	(3)	11%	(22)	203
Ethnicity: Afr. Am.	61%	(80)	16%	(21)	5%	(6)	3%	(3)	15%	(20)	131
Ethnicity: Other	68%	(157)	18%	(42)	2%	(6)	1%	(2)	11%	(25)	231
All Christian	73%	(200)	16%	(44)	2%	(6)	1%	(2)	8%	(21)	274
All Non-Christian	77%	(50)	14%	(9)	2%	(1)	1%	(1)	6%	(4)	65
Atheist	65%	(73)	27%	(30)	4%	(4)	—	(0)	5%	(6)	113
Agnostic/Nothing in particular	71%	(388)	14%	(79)	3%	(19)	1%	(5)	11%	(58)	548
Religious Non-Protestant/Catholic	77%	(63)	12%	(10)	1%	(1)	1%	(1)	8%	(7)	82

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**Table MGC7\_2: How important are each of the following to you?**

*Honesty*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	71%	(711)	16%	(162)	3%	(31)	1%	(8)	9%	(89)	1000
Evangelical	74%	(133)	11%	(19)	5%	(9)	—	(1)	10%	(18)	180
Non-Evangelical	75%	(213)	15%	(44)	3%	(7)	1%	(3)	6%	(17)	283
Community: Urban	74%	(190)	16%	(42)	3%	(7)	1%	(2)	6%	(16)	256
Community: Suburban	71%	(380)	17%	(92)	3%	(16)	1%	(4)	9%	(47)	539
Community: Rural	68%	(141)	14%	(29)	4%	(8)	1%	(2)	13%	(26)	206
Employ: Private Sector	73%	(62)	22%	(19)	2%	(2)	1%	(1)	1%	(1)	84
Employ: Unemployed	67%	(103)	14%	(22)	4%	(7)	1%	(1)	14%	(22)	154
Military HH: Yes	76%	(100)	11%	(15)	3%	(4)	2%	(2)	8%	(11)	132
Military HH: No	70%	(611)	17%	(147)	3%	(27)	1%	(5)	9%	(77)	868
RD/WT: Right Direction	71%	(216)	13%	(40)	6%	(17)	—	(1)	10%	(31)	305
RD/WT: Wrong Track	71%	(495)	18%	(122)	2%	(13)	1%	(7)	8%	(58)	695
Trump Job Approve	74%	(204)	13%	(35)	4%	(11)	—	(1)	9%	(24)	274
Trump Job Disapprove	72%	(423)	20%	(115)	3%	(17)	1%	(6)	4%	(25)	586
Trump Job Strongly Approve	78%	(85)	10%	(11)	1%	(1)	—	(0)	10%	(11)	109
Trump Job Somewhat Approve	72%	(119)	15%	(24)	6%	(9)	—	(1)	7%	(12)	166
Trump Job Somewhat Disapprove	74%	(154)	19%	(40)	3%	(7)	1%	(2)	3%	(6)	209
Trump Job Strongly Disapprove	71%	(269)	20%	(74)	3%	(10)	1%	(4)	5%	(20)	377
Favorable of Trump	80%	(205)	14%	(36)	2%	(5)	—	(0)	4%	(10)	256
Unfavorable of Trump	72%	(434)	19%	(117)	4%	(23)	1%	(5)	4%	(27)	606
Very Favorable of Trump	82%	(89)	11%	(12)	3%	(3)	—	(0)	5%	(5)	109
Somewhat Favorable of Trump	79%	(116)	16%	(24)	1%	(2)	—	(0)	4%	(5)	147
Somewhat Unfavorable of Trump	68%	(120)	19%	(33)	6%	(11)	—	(0)	7%	(12)	176
Very Unfavorable of Trump	73%	(314)	20%	(84)	3%	(11)	1%	(5)	4%	(15)	430
#1 Issue: Economy	72%	(214)	20%	(59)	2%	(5)	1%	(2)	5%	(16)	296
#1 Issue: Security	80%	(60)	13%	(10)	3%	(2)	—	(0)	5%	(3)	76
#1 Issue: Health Care	70%	(120)	18%	(30)	4%	(7)	1%	(2)	7%	(11)	171
#1 Issue: Women's Issues	75%	(88)	11%	(13)	3%	(3)	—	(0)	11%	(13)	117
#1 Issue: Education	69%	(100)	15%	(21)	5%	(7)	1%	(2)	11%	(15)	145
#1 Issue: Energy	69%	(67)	21%	(21)	1%	(1)	3%	(3)	7%	(6)	98
#1 Issue: Other	62%	(51)	7%	(5)	3%	(3)	—	(0)	28%	(23)	82

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**Table MGC7\_2:** How important are each of the following to you?

*Honesty*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	71%	(711)	16%	(162)	3%	(31)	1%	(8)	9%	(89)	1000
2018 House Vote: Democrat	71%	(79)	21%	(24)	4%	(5)	1%	(1)	3%	(3)	112
2016 Vote: Hillary Clinton	62%	(48)	26%	(20)	3%	(2)	2%	(2)	6%	(5)	78
2016 Vote: Didn't Vote	71%	(629)	15%	(135)	3%	(28)	1%	(6)	9%	(83)	881
Voted in 2014: No	71%	(693)	16%	(158)	3%	(31)	1%	(7)	9%	(84)	972
2012 Vote: Didn't Vote	71%	(695)	16%	(160)	3%	(31)	1%	(8)	9%	(84)	978
4-Region: Northeast	68%	(146)	19%	(42)	5%	(12)	1%	(2)	7%	(14)	216
4-Region: Midwest	72%	(167)	17%	(39)	2%	(6)	1%	(2)	8%	(19)	232
4-Region: South	69%	(232)	17%	(58)	2%	(7)	1%	(3)	11%	(36)	337
4-Region: West	77%	(165)	11%	(24)	3%	(6)	—	(1)	9%	(20)	216

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

**Table MGC7\_3: How important are each of the following to you?**  
*Compassion*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	59%	(593)	24%	(241)	4%	(40)	1%	(12)	11%	(113)	1000
Gender: Male	54%	(266)	28%	(135)	4%	(19)	2%	(9)	12%	(59)	489
Gender: Female	64%	(327)	21%	(106)	4%	(21)	1%	(3)	11%	(54)	511
Age: 18-34	60%	(306)	23%	(117)	5%	(28)	2%	(8)	9%	(48)	506
Generation Z: 13-23	59%	(593)	24%	(241)	4%	(40)	1%	(12)	11%	(113)	1000
PID: Dem (no lean)	64%	(226)	24%	(86)	4%	(14)	1%	(3)	8%	(27)	355
PID: Ind (no lean)	56%	(247)	24%	(106)	3%	(12)	1%	(6)	17%	(73)	445
PID: Rep (no lean)	60%	(121)	24%	(49)	7%	(14)	2%	(4)	7%	(13)	201
PID/Gender: Dem Men	62%	(98)	25%	(41)	4%	(7)	1%	(2)	8%	(12)	160
PID/Gender: Dem Women	65%	(127)	23%	(45)	4%	(7)	—	(1)	7%	(14)	195
PID/Gender: Ind Men	46%	(102)	30%	(67)	3%	(6)	2%	(5)	19%	(43)	223
PID/Gender: Ind Women	65%	(145)	18%	(39)	3%	(7)	1%	(2)	14%	(30)	222
PID/Gender: Rep Men	61%	(65)	26%	(28)	6%	(7)	3%	(3)	4%	(4)	106
PID/Gender: Rep Women	59%	(56)	22%	(21)	8%	(7)	1%	(1)	10%	(9)	95
Ideo: Liberal (1-3)	70%	(227)	23%	(74)	4%	(12)	1%	(2)	3%	(9)	324
Ideo: Moderate (4)	59%	(109)	25%	(46)	6%	(11)	1%	(2)	9%	(17)	185
Ideo: Conservative (5-7)	64%	(111)	26%	(44)	5%	(9)	2%	(3)	3%	(5)	173
Educ: < College	59%	(543)	23%	(214)	4%	(35)	1%	(12)	12%	(112)	916
Educ: Bachelors degree	58%	(42)	34%	(24)	7%	(5)	—	(0)	1%	(1)	72
Income: Under 50k	56%	(276)	23%	(112)	4%	(17)	2%	(8)	15%	(75)	488
Income: 50k-100k	62%	(204)	25%	(82)	5%	(15)	1%	(4)	7%	(22)	328
Income: 100k+	61%	(113)	25%	(46)	4%	(8)	—	(0)	9%	(17)	183
Ethnicity: White	62%	(398)	23%	(148)	4%	(25)	1%	(5)	10%	(61)	638
Ethnicity: Hispanic	54%	(110)	22%	(46)	6%	(13)	1%	(3)	15%	(31)	203
Ethnicity: Afr. Am.	56%	(73)	19%	(25)	5%	(7)	4%	(5)	16%	(21)	131
Ethnicity: Other	53%	(122)	29%	(67)	4%	(8)	1%	(3)	13%	(31)	231
All Christian	64%	(175)	22%	(60)	3%	(10)	2%	(4)	9%	(25)	274
All Non-Christian	70%	(45)	17%	(11)	6%	(4)	1%	(1)	6%	(4)	65
Atheist	54%	(60)	36%	(40)	4%	(4)	2%	(2)	5%	(6)	113
Agnostic/Nothing in particular	57%	(312)	24%	(129)	4%	(23)	1%	(5)	14%	(78)	548
Religious Non-Protestant/Catholic	70%	(57)	15%	(12)	4%	(4)	3%	(2)	9%	(7)	82

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**Table MGC7\_3: How important are each of the following to you?**  
*Compassion*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	59%	(593)	24%	(241)	4%	(40)	1%	(12)	11%	(113)	1000
Evangelical	60%	(108)	22%	(40)	2%	(4)	1%	(2)	14%	(26)	180
Non-Evangelical	62%	(175)	24%	(69)	4%	(11)	1%	(2)	9%	(27)	283
Community: Urban	62%	(158)	25%	(64)	3%	(8)	1%	(2)	9%	(22)	256
Community: Suburban	58%	(314)	25%	(135)	4%	(20)	2%	(8)	11%	(61)	539
Community: Rural	59%	(121)	20%	(41)	6%	(12)	1%	(2)	15%	(30)	206
Employ: Private Sector	67%	(56)	27%	(23)	4%	(3)	1%	(1)	1%	(1)	84
Employ: Unemployed	49%	(75)	27%	(42)	6%	(9)	3%	(4)	16%	(24)	154
Military HH: Yes	52%	(69)	29%	(38)	6%	(8)	2%	(3)	11%	(14)	132
Military HH: No	60%	(524)	23%	(202)	4%	(32)	1%	(9)	11%	(99)	868
RD/WT: Right Direction	53%	(163)	26%	(78)	7%	(21)	1%	(3)	13%	(40)	305
RD/WT: Wrong Track	62%	(430)	23%	(163)	3%	(19)	1%	(10)	11%	(73)	695
Trump Job Approve	60%	(165)	25%	(67)	5%	(13)	1%	(1)	10%	(28)	274
Trump Job Disapprove	63%	(369)	25%	(149)	4%	(24)	2%	(11)	5%	(32)	586
Trump Job Strongly Approve	61%	(66)	20%	(22)	7%	(7)	1%	(1)	11%	(12)	109
Trump Job Somewhat Approve	59%	(99)	28%	(46)	3%	(5)	—	(0)	10%	(16)	166
Trump Job Somewhat Disapprove	65%	(135)	26%	(54)	5%	(10)	1%	(3)	4%	(8)	209
Trump Job Strongly Disapprove	62%	(234)	25%	(95)	4%	(15)	2%	(9)	6%	(24)	377
Favorable of Trump	61%	(156)	26%	(68)	4%	(9)	1%	(4)	8%	(19)	256
Unfavorable of Trump	63%	(381)	26%	(155)	4%	(27)	1%	(6)	6%	(37)	606
Very Favorable of Trump	64%	(70)	21%	(23)	6%	(6)	1%	(1)	9%	(10)	109
Somewhat Favorable of Trump	59%	(86)	31%	(45)	2%	(3)	2%	(3)	7%	(10)	147
Somewhat Unfavorable of Trump	59%	(103)	26%	(46)	5%	(9)	1%	(2)	9%	(16)	176
Very Unfavorable of Trump	65%	(278)	25%	(109)	4%	(18)	1%	(5)	5%	(21)	430
#1 Issue: Economy	59%	(175)	29%	(86)	4%	(11)	1%	(2)	8%	(23)	296
#1 Issue: Security	64%	(49)	24%	(18)	3%	(2)	1%	(1)	8%	(6)	76
#1 Issue: Health Care	62%	(107)	22%	(38)	4%	(7)	4%	(7)	7%	(12)	171
#1 Issue: Women's Issues	67%	(79)	20%	(24)	2%	(2)	—	(0)	11%	(13)	117
#1 Issue: Education	60%	(87)	22%	(31)	5%	(8)	1%	(1)	12%	(18)	145
#1 Issue: Energy	62%	(61)	24%	(24)	2%	(2)	2%	(2)	10%	(10)	98
#1 Issue: Other	38%	(31)	20%	(16)	5%	(4)	—	(0)	37%	(31)	82

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**Table MGC7\_3: How important are each of the following to you?**  
*Compassion*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	59%	(593)	24%	(241)	4%	(40)	1%	(12)	11%	(113)	1000
2018 House Vote: Democrat	66%	(74)	24%	(27)	5%	(6)	1%	(1)	4%	(4)	112
2016 Vote: Hillary Clinton	60%	(46)	23%	(18)	7%	(5)	1%	(1)	9%	(7)	78
2016 Vote: Didn't Vote	59%	(523)	24%	(210)	4%	(32)	1%	(12)	12%	(104)	881
Voted in 2014: No	59%	(578)	25%	(239)	4%	(35)	1%	(12)	11%	(107)	972
2012 Vote: Didn't Vote	60%	(582)	24%	(237)	4%	(38)	1%	(12)	11%	(108)	978
4-Region: Northeast	55%	(118)	29%	(63)	6%	(12)	2%	(3)	9%	(19)	216
4-Region: Midwest	60%	(140)	27%	(62)	2%	(6)	—	(1)	10%	(23)	232
4-Region: South	58%	(195)	22%	(74)	4%	(13)	2%	(7)	14%	(48)	337
4-Region: West	65%	(140)	19%	(41)	4%	(9)	1%	(2)	11%	(24)	216

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

**Table MGC7\_4:** How important are each of the following to you?  
*Reliability*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	61%	(613)	21%	(214)	4%	(41)	1%	(15)	12%	(117)	1000
Gender: Male	59%	(287)	23%	(110)	4%	(22)	2%	(10)	12%	(60)	489
Gender: Female	64%	(326)	20%	(104)	4%	(20)	1%	(5)	11%	(57)	511
Age: 18-34	63%	(318)	21%	(106)	5%	(25)	2%	(9)	9%	(48)	506
Generation Z: 13-23	61%	(613)	21%	(214)	4%	(41)	1%	(15)	12%	(117)	1000
PID: Dem (no lean)	64%	(227)	23%	(83)	4%	(14)	2%	(6)	7%	(25)	355
PID: Ind (no lean)	58%	(258)	19%	(86)	4%	(16)	1%	(6)	18%	(79)	445
PID: Rep (no lean)	64%	(129)	22%	(45)	6%	(11)	2%	(3)	6%	(13)	201
PID/Gender: Dem Men	63%	(101)	22%	(35)	6%	(10)	2%	(3)	7%	(10)	160
PID/Gender: Dem Women	64%	(125)	24%	(48)	2%	(4)	1%	(2)	8%	(15)	195
PID/Gender: Ind Men	54%	(120)	22%	(48)	4%	(9)	1%	(3)	19%	(43)	223
PID/Gender: Ind Women	62%	(138)	17%	(38)	3%	(8)	1%	(3)	16%	(36)	222
PID/Gender: Rep Men	62%	(66)	25%	(27)	3%	(3)	3%	(3)	7%	(7)	106
PID/Gender: Rep Women	66%	(63)	19%	(18)	8%	(8)	—	(0)	6%	(6)	95
Ideo: Liberal (1-3)	68%	(219)	23%	(74)	4%	(14)	1%	(5)	4%	(13)	324
Ideo: Moderate (4)	63%	(117)	23%	(42)	4%	(8)	—	(1)	9%	(17)	185
Ideo: Conservative (5-7)	74%	(129)	17%	(30)	3%	(6)	1%	(2)	4%	(7)	173
Educ: < College	61%	(561)	21%	(195)	4%	(33)	1%	(13)	12%	(114)	916
Educ: Bachelors degree	62%	(45)	26%	(19)	10%	(8)	1%	(1)	1%	(1)	72
Income: Under 50k	58%	(285)	19%	(94)	5%	(24)	2%	(9)	16%	(76)	488
Income: 50k-100k	65%	(212)	25%	(80)	4%	(12)	1%	(2)	6%	(21)	328
Income: 100k+	63%	(116)	21%	(39)	3%	(5)	2%	(3)	11%	(20)	183
Ethnicity: White	65%	(414)	22%	(140)	4%	(25)	1%	(5)	8%	(54)	638
Ethnicity: Hispanic	55%	(111)	21%	(43)	6%	(13)	2%	(4)	15%	(31)	203
Ethnicity: Afr. Am.	52%	(69)	14%	(19)	6%	(8)	5%	(6)	22%	(29)	131
Ethnicity: Other	57%	(131)	24%	(55)	3%	(8)	2%	(4)	15%	(34)	231
All Christian	64%	(175)	23%	(62)	3%	(8)	1%	(3)	10%	(27)	274
All Non-Christian	74%	(48)	11%	(7)	6%	(4)	1%	(1)	9%	(6)	65
Atheist	63%	(71)	26%	(30)	4%	(5)	1%	(1)	6%	(6)	113
Agnostic/Nothing in particular	58%	(319)	21%	(115)	5%	(25)	2%	(11)	14%	(78)	548
Religious Non-Protestant/Catholic	73%	(60)	10%	(8)	4%	(4)	2%	(1)	11%	(9)	82

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**Table MGC7\_4: How important are each of the following to you?**  
*Reliability*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	61%	(613)	21%	(214)	4%	(41)	1%	(15)	12%	(117)	1000
Evangelical	62%	(111)	20%	(36)	2%	(4)	2%	(3)	14%	(25)	180
Non-Evangelical	62%	(176)	22%	(64)	5%	(13)	1%	(3)	10%	(27)	283
Community: Urban	57%	(147)	24%	(61)	6%	(15)	1%	(4)	11%	(29)	256
Community: Suburban	62%	(334)	23%	(124)	3%	(18)	1%	(5)	11%	(58)	539
Community: Rural	64%	(133)	14%	(29)	4%	(8)	3%	(6)	15%	(30)	206
Employ: Private Sector	72%	(61)	20%	(17)	4%	(3)	1%	(1)	3%	(3)	84
Employ: Unemployed	49%	(76)	24%	(37)	7%	(11)	3%	(5)	16%	(25)	154
Military HH: Yes	65%	(86)	20%	(27)	3%	(5)	2%	(2)	9%	(12)	132
Military HH: No	61%	(527)	22%	(187)	4%	(37)	1%	(12)	12%	(105)	868
RD/WT: Right Direction	60%	(184)	18%	(56)	4%	(13)	3%	(10)	14%	(43)	305
RD/WT: Wrong Track	62%	(429)	23%	(158)	4%	(28)	1%	(5)	11%	(74)	695
Trump Job Approve	67%	(184)	18%	(49)	4%	(10)	2%	(5)	9%	(25)	274
Trump Job Disapprove	63%	(367)	24%	(140)	5%	(28)	2%	(10)	7%	(42)	586
Trump Job Strongly Approve	68%	(74)	14%	(15)	4%	(4)	4%	(4)	11%	(11)	109
Trump Job Somewhat Approve	66%	(110)	21%	(35)	4%	(6)	1%	(1)	8%	(14)	166
Trump Job Somewhat Disapprove	61%	(127)	26%	(53)	6%	(12)	3%	(6)	5%	(11)	209
Trump Job Strongly Disapprove	64%	(240)	23%	(86)	4%	(16)	1%	(4)	8%	(31)	377
Favorable of Trump	71%	(182)	19%	(50)	2%	(5)	2%	(5)	6%	(15)	256
Unfavorable of Trump	62%	(375)	24%	(146)	5%	(33)	2%	(9)	7%	(43)	606
Very Favorable of Trump	72%	(78)	16%	(17)	2%	(3)	2%	(2)	8%	(9)	109
Somewhat Favorable of Trump	70%	(104)	22%	(33)	1%	(2)	2%	(2)	4%	(6)	147
Somewhat Unfavorable of Trump	57%	(99)	26%	(46)	6%	(10)	2%	(3)	10%	(17)	176
Very Unfavorable of Trump	64%	(276)	23%	(100)	5%	(23)	1%	(6)	6%	(26)	430
#1 Issue: Economy	65%	(194)	23%	(69)	4%	(12)	1%	(3)	6%	(18)	296
#1 Issue: Security	73%	(56)	13%	(10)	2%	(2)	3%	(2)	8%	(6)	76
#1 Issue: Health Care	59%	(101)	24%	(41)	7%	(11)	2%	(3)	8%	(14)	171
#1 Issue: Women's Issues	66%	(78)	20%	(23)	2%	(2)	—	(0)	12%	(14)	117
#1 Issue: Education	52%	(75)	27%	(39)	7%	(10)	2%	(3)	13%	(19)	145
#1 Issue: Energy	67%	(66)	19%	(18)	1%	(1)	1%	(1)	12%	(11)	98
#1 Issue: Other	44%	(36)	14%	(12)	2%	(2)	1%	(1)	39%	(32)	82

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**Table MGC7\_4:** How important are each of the following to you?  
*Reliability*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	61%	(613)	21%	(214)	4%	(41)	1%	(15)	12%	(117)	1000
2018 House Vote: Democrat	68%	(77)	20%	(23)	4%	(5)	2%	(3)	5%	(6)	112
2016 Vote: Hillary Clinton	63%	(49)	22%	(17)	5%	(4)	—	(0)	11%	(8)	78
2016 Vote: Didn't Vote	61%	(536)	21%	(186)	4%	(38)	1%	(13)	12%	(107)	881
Voted in 2014: No	62%	(599)	21%	(209)	4%	(40)	1%	(14)	11%	(110)	972
2012 Vote: Didn't Vote	61%	(601)	22%	(210)	4%	(40)	1%	(14)	11%	(112)	978
4-Region: Northeast	60%	(130)	24%	(52)	3%	(7)	1%	(3)	11%	(24)	216
4-Region: Midwest	60%	(138)	24%	(55)	4%	(9)	1%	(1)	12%	(27)	232
4-Region: South	59%	(199)	21%	(70)	5%	(16)	3%	(9)	13%	(43)	337
4-Region: West	67%	(146)	17%	(37)	4%	(9)	1%	(2)	10%	(23)	216

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

**Table MGC7\_5: How important are each of the following to you?**

*Commitment*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	59%	(592)	24%	(242)	4%	(45)	1%	(13)	11%	(108)	1000
Gender: Male	57%	(280)	25%	(120)	6%	(27)	2%	(9)	11%	(53)	489
Gender: Female	61%	(313)	24%	(122)	3%	(17)	1%	(4)	11%	(55)	511
Age: 18-34	60%	(303)	22%	(111)	7%	(34)	2%	(10)	9%	(47)	506
Generation Z: 13-23	59%	(592)	24%	(242)	4%	(45)	1%	(13)	11%	(108)	1000
PID: Dem (no lean)	59%	(210)	29%	(104)	3%	(12)	1%	(5)	7%	(24)	355
PID: Ind (no lean)	56%	(248)	22%	(100)	4%	(20)	1%	(6)	16%	(72)	445
PID: Rep (no lean)	67%	(135)	20%	(39)	6%	(12)	1%	(3)	6%	(12)	201
PID/Gender: Dem Men	59%	(94)	28%	(45)	4%	(7)	2%	(3)	7%	(12)	160
PID/Gender: Dem Women	60%	(116)	30%	(58)	3%	(5)	1%	(2)	7%	(13)	195
PID/Gender: Ind Men	51%	(114)	25%	(56)	6%	(12)	2%	(4)	16%	(37)	223
PID/Gender: Ind Women	60%	(134)	20%	(44)	3%	(7)	1%	(1)	16%	(35)	222
PID/Gender: Rep Men	68%	(72)	18%	(20)	8%	(8)	2%	(2)	4%	(4)	106
PID/Gender: Rep Women	66%	(62)	21%	(20)	5%	(5)	1%	(1)	8%	(7)	95
Ideo: Liberal (1-3)	61%	(198)	30%	(97)	4%	(14)	1%	(4)	3%	(10)	324
Ideo: Moderate (4)	63%	(118)	21%	(38)	7%	(12)	1%	(2)	8%	(15)	185
Ideo: Conservative (5-7)	70%	(121)	21%	(37)	4%	(7)	2%	(3)	3%	(5)	173
Educ: < College	59%	(545)	23%	(215)	4%	(40)	1%	(11)	12%	(105)	916
Educ: Bachelors degree	55%	(39)	36%	(26)	6%	(4)	2%	(2)	1%	(1)	72
Income: Under 50k	55%	(268)	23%	(112)	5%	(27)	2%	(10)	15%	(73)	488
Income: 50k-100k	66%	(216)	24%	(80)	3%	(10)	1%	(3)	6%	(19)	328
Income: 100k+	59%	(108)	28%	(51)	4%	(8)	—	(1)	9%	(16)	183
Ethnicity: White	61%	(387)	26%	(168)	4%	(27)	1%	(5)	8%	(50)	638
Ethnicity: Hispanic	62%	(125)	17%	(34)	8%	(15)	1%	(3)	13%	(25)	203
Ethnicity: Afr. Am.	54%	(71)	12%	(16)	8%	(10)	5%	(6)	21%	(28)	131
Ethnicity: Other	58%	(135)	25%	(58)	3%	(8)	1%	(2)	13%	(29)	231
All Christian	66%	(182)	20%	(56)	4%	(12)	1%	(4)	8%	(21)	274
All Non-Christian	65%	(42)	21%	(13)	7%	(4)	1%	(1)	6%	(4)	65
Atheist	52%	(58)	39%	(44)	3%	(3)	1%	(1)	6%	(7)	113
Agnostic/Nothing in particular	56%	(310)	24%	(129)	5%	(26)	1%	(8)	14%	(76)	548
Religious Non-Protestant/Catholic	64%	(53)	21%	(17)	5%	(4)	1%	(1)	9%	(7)	82

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**Table MGC7\_5: How important are each of the following to you?**

*Commitment*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	59%	(592)	24%	(242)	4%	(45)	1%	(13)	11%	(108)	1000
Evangelical	69%	(124)	16%	(29)	5%	(9)	—	(0)	10%	(18)	180
Non-Evangelical	63%	(179)	22%	(62)	5%	(14)	1%	(4)	8%	(24)	283
Community: Urban	60%	(154)	25%	(63)	4%	(11)	3%	(7)	8%	(20)	256
Community: Suburban	60%	(323)	26%	(138)	3%	(17)	1%	(4)	10%	(56)	539
Community: Rural	56%	(115)	20%	(41)	8%	(16)	1%	(2)	16%	(32)	206
Employ: Private Sector	68%	(57)	27%	(23)	1%	(1)	2%	(2)	2%	(2)	84
Employ: Unemployed	47%	(72)	25%	(38)	9%	(14)	2%	(3)	17%	(27)	154
Military HH: Yes	61%	(81)	21%	(28)	6%	(8)	2%	(3)	8%	(11)	132
Military HH: No	59%	(511)	25%	(214)	4%	(36)	1%	(10)	11%	(97)	868
RD/WT: Right Direction	56%	(170)	23%	(70)	6%	(19)	2%	(7)	13%	(40)	305
RD/WT: Wrong Track	61%	(422)	25%	(173)	4%	(26)	1%	(6)	10%	(68)	695
Trump Job Approve	64%	(176)	20%	(54)	5%	(13)	1%	(3)	10%	(27)	274
Trump Job Disapprove	60%	(352)	28%	(162)	5%	(27)	2%	(10)	6%	(35)	586
Trump Job Strongly Approve	68%	(74)	14%	(16)	6%	(6)	2%	(3)	10%	(11)	109
Trump Job Somewhat Approve	62%	(103)	23%	(39)	4%	(7)	1%	(1)	10%	(17)	166
Trump Job Somewhat Disapprove	66%	(138)	24%	(49)	5%	(11)	2%	(4)	3%	(6)	209
Trump Job Strongly Disapprove	57%	(214)	30%	(113)	4%	(16)	1%	(6)	8%	(29)	377
Favorable of Trump	72%	(185)	16%	(42)	4%	(10)	1%	(2)	7%	(17)	256
Unfavorable of Trump	57%	(347)	30%	(184)	5%	(29)	1%	(7)	6%	(39)	606
Very Favorable of Trump	74%	(80)	12%	(13)	6%	(6)	2%	(2)	7%	(7)	109
Somewhat Favorable of Trump	71%	(105)	19%	(28)	2%	(4)	—	(1)	7%	(10)	147
Somewhat Unfavorable of Trump	56%	(98)	31%	(55)	6%	(10)	—	(0)	7%	(13)	176
Very Unfavorable of Trump	58%	(249)	30%	(129)	4%	(19)	2%	(7)	6%	(26)	430
#1 Issue: Economy	63%	(185)	24%	(71)	5%	(14)	1%	(4)	7%	(21)	296
#1 Issue: Security	69%	(52)	18%	(14)	7%	(6)	—	(0)	6%	(5)	76
#1 Issue: Health Care	60%	(103)	28%	(47)	3%	(5)	1%	(1)	9%	(15)	171
#1 Issue: Women's Issues	58%	(68)	28%	(32)	2%	(3)	1%	(2)	11%	(12)	117
#1 Issue: Education	56%	(81)	24%	(35)	6%	(9)	2%	(2)	12%	(18)	145
#1 Issue: Energy	60%	(58)	27%	(26)	4%	(4)	1%	(1)	9%	(9)	98
#1 Issue: Other	47%	(39)	17%	(14)	3%	(3)	1%	(1)	32%	(26)	82

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**Table MGC7\_5: How important are each of the following to you?**

*Commitment*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	59%	(592)	24%	(242)	4%	(45)	1%	(13)	11%	(108)	1000
2018 House Vote: Democrat	62%	(69)	30%	(33)	6%	(7)	1%	(1)	2%	(3)	112
2016 Vote: Hillary Clinton	58%	(45)	27%	(21)	6%	(5)	—	(0)	9%	(7)	78
2016 Vote: Didn't Vote	59%	(521)	24%	(208)	4%	(39)	1%	(11)	11%	(100)	881
Voted in 2014: No	59%	(575)	25%	(238)	4%	(42)	1%	(12)	11%	(104)	972
2012 Vote: Didn't Vote	59%	(577)	25%	(240)	4%	(43)	1%	(13)	11%	(104)	978
4-Region: Northeast	58%	(124)	28%	(60)	4%	(9)	2%	(5)	8%	(17)	216
4-Region: Midwest	59%	(137)	27%	(63)	3%	(6)	1%	(2)	10%	(24)	232
4-Region: South	57%	(190)	23%	(76)	6%	(20)	1%	(2)	14%	(48)	337
4-Region: West	65%	(140)	20%	(43)	4%	(9)	2%	(4)	9%	(20)	216

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

**Table MGC7\_6:** How important are each of the following to you?  
Transparency

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	39%	(393)	29%	(294)	9%	(89)	2%	(22)	20%	(202)	1000
Gender: Male	40%	(198)	29%	(139)	8%	(39)	3%	(17)	20%	(95)	489
Gender: Female	38%	(196)	30%	(155)	10%	(50)	1%	(5)	21%	(107)	511
Age: 18-34	49%	(246)	28%	(143)	7%	(38)	2%	(11)	13%	(67)	506
Generation Z: 13-23	39%	(393)	29%	(294)	9%	(89)	2%	(22)	20%	(202)	1000
PID: Dem (no lean)	46%	(162)	30%	(108)	7%	(24)	1%	(4)	16%	(56)	355
PID: Ind (no lean)	35%	(156)	28%	(123)	9%	(42)	2%	(11)	25%	(113)	445
PID: Rep (no lean)	37%	(75)	32%	(63)	11%	(23)	3%	(6)	17%	(33)	201
PID/Gender: Dem Men	50%	(80)	25%	(40)	6%	(10)	2%	(4)	16%	(26)	160
PID/Gender: Dem Women	42%	(82)	35%	(68)	8%	(15)	—	(1)	15%	(30)	195
PID/Gender: Ind Men	34%	(75)	28%	(62)	8%	(19)	4%	(8)	26%	(59)	223
PID/Gender: Ind Women	37%	(82)	27%	(61)	10%	(23)	1%	(3)	24%	(54)	222
PID/Gender: Rep Men	40%	(43)	35%	(37)	10%	(10)	5%	(5)	10%	(11)	106
PID/Gender: Rep Women	34%	(32)	28%	(26)	13%	(12)	1%	(1)	24%	(22)	95
Ideo: Liberal (1-3)	53%	(171)	28%	(92)	8%	(25)	2%	(8)	9%	(29)	324
Ideo: Moderate (4)	43%	(79)	31%	(57)	9%	(16)	2%	(5)	15%	(28)	185
Ideo: Conservative (5-7)	44%	(77)	35%	(60)	10%	(18)	—	(0)	10%	(18)	173
Educ: < College	38%	(346)	29%	(268)	9%	(83)	2%	(20)	22%	(199)	916
Educ: Bachelors degree	57%	(41)	30%	(22)	7%	(5)	2%	(2)	3%	(2)	72
Income: Under 50k	38%	(188)	28%	(134)	9%	(42)	3%	(15)	22%	(109)	488
Income: 50k-100k	39%	(127)	32%	(106)	11%	(36)	—	(2)	17%	(57)	328
Income: 100k+	43%	(78)	29%	(54)	6%	(11)	3%	(5)	20%	(36)	183
Ethnicity: White	41%	(264)	31%	(195)	9%	(56)	2%	(10)	18%	(113)	638
Ethnicity: Hispanic	37%	(74)	28%	(56)	10%	(20)	4%	(8)	22%	(45)	203
Ethnicity: Afr. Am.	37%	(49)	19%	(25)	10%	(13)	6%	(7)	28%	(37)	131
Ethnicity: Other	35%	(80)	32%	(74)	9%	(20)	2%	(4)	23%	(53)	231
All Christian	43%	(117)	30%	(81)	9%	(25)	2%	(6)	16%	(45)	274
All Non-Christian	45%	(29)	29%	(19)	9%	(6)	—	(0)	17%	(11)	65
Atheist	39%	(44)	38%	(43)	5%	(6)	—	(0)	17%	(19)	113
Agnostic/Nothing in particular	37%	(203)	28%	(151)	9%	(51)	3%	(16)	23%	(127)	548
Religious Non-Protestant/Catholic	44%	(36)	26%	(21)	10%	(8)	2%	(1)	18%	(15)	82

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**Table MGC7\_6:** *How important are each of the following to you?*  
*Transparency*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	39%	(393)	29%	(294)	9%	(89)	2%	(22)	20%	(202)	1000
Evangelical	34%	(62)	26%	(47)	12%	(21)	2%	(4)	26%	(46)	180
Non-Evangelical	42%	(120)	27%	(78)	7%	(21)	2%	(6)	21%	(59)	283
Community: Urban	44%	(113)	28%	(71)	10%	(25)	2%	(5)	16%	(42)	256
Community: Suburban	39%	(208)	31%	(167)	8%	(45)	2%	(9)	20%	(110)	539
Community: Rural	35%	(72)	27%	(56)	9%	(19)	4%	(8)	25%	(51)	206
Employ: Private Sector	59%	(50)	30%	(25)	4%	(3)	—	(0)	8%	(7)	84
Employ: Unemployed	34%	(53)	27%	(41)	10%	(15)	6%	(10)	23%	(36)	154
Military HH: Yes	42%	(56)	25%	(34)	11%	(15)	3%	(4)	18%	(24)	132
Military HH: No	39%	(337)	30%	(260)	9%	(74)	2%	(18)	20%	(178)	868
RD/WT: Right Direction	35%	(107)	29%	(90)	11%	(33)	1%	(4)	23%	(71)	305
RD/WT: Wrong Track	41%	(286)	29%	(205)	8%	(55)	3%	(18)	19%	(131)	695
Trump Job Approve	42%	(114)	28%	(77)	10%	(27)	1%	(3)	19%	(53)	274
Trump Job Disapprove	44%	(256)	33%	(191)	8%	(47)	2%	(13)	13%	(79)	586
Trump Job Strongly Approve	44%	(47)	21%	(23)	13%	(14)	—	(0)	23%	(25)	109
Trump Job Somewhat Approve	40%	(67)	33%	(54)	8%	(13)	2%	(3)	17%	(29)	166
Trump Job Somewhat Disapprove	42%	(87)	38%	(79)	9%	(18)	1%	(3)	10%	(22)	209
Trump Job Strongly Disapprove	45%	(168)	30%	(112)	8%	(29)	3%	(11)	15%	(57)	377
Favorable of Trump	43%	(111)	29%	(74)	10%	(25)	1%	(2)	17%	(45)	256
Unfavorable of Trump	41%	(251)	33%	(197)	9%	(56)	2%	(14)	15%	(88)	606
Very Favorable of Trump	45%	(49)	24%	(26)	12%	(13)	—	(0)	19%	(21)	109
Somewhat Favorable of Trump	43%	(63)	33%	(48)	8%	(12)	1%	(2)	16%	(23)	147
Somewhat Unfavorable of Trump	34%	(60)	35%	(62)	14%	(24)	—	(0)	17%	(30)	176
Very Unfavorable of Trump	44%	(191)	31%	(135)	7%	(32)	3%	(14)	14%	(59)	430
#1 Issue: Economy	42%	(124)	32%	(94)	9%	(27)	2%	(7)	15%	(44)	296
#1 Issue: Security	40%	(30)	29%	(22)	7%	(5)	3%	(2)	22%	(16)	76
#1 Issue: Health Care	43%	(73)	34%	(57)	8%	(14)	2%	(3)	13%	(22)	171
#1 Issue: Women's Issues	37%	(43)	31%	(37)	10%	(12)	2%	(3)	20%	(24)	117
#1 Issue: Education	37%	(54)	29%	(42)	12%	(18)	2%	(3)	20%	(29)	145
#1 Issue: Energy	45%	(44)	27%	(26)	6%	(6)	1%	(1)	21%	(21)	98
#1 Issue: Other	25%	(21)	16%	(13)	7%	(6)	—	(0)	52%	(43)	82

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**Table MGC7\_6:** How important are each of the following to you?  
Transparency

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	39%	(393)	29%	(294)	9%	(89)	2%	(22)	20%	(202)	1000
2018 House Vote: Democrat	57%	(64)	32%	(36)	5%	(5)	—	(0)	6%	(7)	112
2016 Vote: Hillary Clinton	45%	(35)	38%	(30)	5%	(4)	1%	(1)	12%	(9)	78
2016 Vote: Didn't Vote	38%	(334)	29%	(252)	9%	(84)	2%	(21)	22%	(190)	881
Voted in 2014: No	39%	(381)	29%	(285)	9%	(88)	2%	(22)	20%	(197)	972
2012 Vote: Didn't Vote	39%	(384)	29%	(288)	9%	(89)	2%	(22)	20%	(195)	978
4-Region: Northeast	39%	(84)	33%	(71)	9%	(20)	2%	(4)	17%	(37)	216
4-Region: Midwest	37%	(85)	34%	(80)	10%	(22)	1%	(2)	18%	(42)	232
4-Region: South	40%	(134)	25%	(84)	8%	(26)	3%	(9)	25%	(84)	337
4-Region: West	42%	(90)	28%	(60)	9%	(20)	3%	(7)	18%	(39)	216

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

**Table MGC7\_7: How important are each of the following to you?**  
*Spirituality*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	32%	(321)	24%	(238)	17%	(172)	13%	(126)	14%	(144)	1000
Gender: Male	27%	(133)	26%	(127)	18%	(86)	15%	(73)	14%	(70)	489
Gender: Female	37%	(188)	22%	(112)	17%	(85)	10%	(52)	14%	(74)	511
Age: 18-34	35%	(175)	22%	(110)	19%	(96)	14%	(71)	11%	(54)	506
Generation Z: 13-23	32%	(321)	24%	(238)	17%	(172)	13%	(126)	14%	(144)	1000
PID: Dem (no lean)	23%	(83)	24%	(85)	22%	(80)	18%	(65)	12%	(42)	355
PID: Ind (no lean)	34%	(152)	23%	(100)	15%	(67)	9%	(41)	19%	(84)	445
PID: Rep (no lean)	43%	(85)	26%	(53)	12%	(25)	10%	(20)	8%	(17)	201
PID/Gender: Dem Men	25%	(40)	22%	(34)	22%	(34)	19%	(30)	13%	(22)	160
PID/Gender: Dem Women	22%	(43)	26%	(51)	23%	(45)	18%	(35)	11%	(21)	195
PID/Gender: Ind Men	25%	(56)	27%	(60)	15%	(34)	14%	(31)	19%	(42)	223
PID/Gender: Ind Women	44%	(97)	18%	(40)	15%	(33)	4%	(9)	19%	(43)	222
PID/Gender: Rep Men	35%	(37)	30%	(32)	17%	(18)	11%	(12)	6%	(7)	106
PID/Gender: Rep Women	51%	(48)	22%	(21)	7%	(7)	9%	(8)	11%	(10)	95
Ideo: Liberal (1-3)	23%	(74)	25%	(80)	24%	(79)	22%	(72)	6%	(20)	324
Ideo: Moderate (4)	35%	(65)	23%	(43)	20%	(36)	11%	(20)	11%	(20)	185
Ideo: Conservative (5-7)	49%	(84)	25%	(43)	12%	(21)	10%	(17)	4%	(8)	173
Educ: < College	32%	(290)	24%	(218)	17%	(157)	12%	(112)	15%	(139)	916
Educ: Bachelors degree	35%	(25)	27%	(19)	17%	(12)	17%	(12)	5%	(3)	72
Income: Under 50k	32%	(155)	24%	(116)	15%	(75)	11%	(55)	18%	(88)	488
Income: 50k-100k	34%	(110)	24%	(80)	21%	(67)	11%	(37)	10%	(33)	328
Income: 100k+	31%	(56)	23%	(42)	16%	(29)	18%	(33)	12%	(23)	183
Ethnicity: White	32%	(205)	25%	(162)	17%	(108)	15%	(93)	11%	(70)	638
Ethnicity: Hispanic	31%	(63)	25%	(50)	12%	(25)	14%	(28)	18%	(36)	203
Ethnicity: Afr. Am.	40%	(52)	13%	(17)	17%	(22)	7%	(9)	24%	(31)	131
Ethnicity: Other	28%	(64)	26%	(60)	18%	(42)	10%	(23)	18%	(43)	231
All Christian	45%	(124)	24%	(65)	14%	(39)	6%	(18)	10%	(28)	274
All Non-Christian	30%	(20)	30%	(19)	23%	(15)	6%	(4)	11%	(7)	65
Atheist	8%	(9)	20%	(23)	9%	(11)	49%	(56)	13%	(15)	113
Agnostic/Nothing in particular	31%	(168)	24%	(131)	20%	(107)	9%	(48)	17%	(94)	548
Religious Non-Protestant/Catholic	38%	(31)	24%	(19)	20%	(16)	6%	(5)	12%	(10)	82

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**Table MGC7\_7: How important are each of the following to you?**

*Spirituality*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	32%	(321)	24%	(238)	17%	(172)	13%	(126)	14%	(144)	1000
Evangelical	55%	(100)	23%	(41)	5%	(9)	1%	(1)	16%	(28)	180
Non-Evangelical	39%	(109)	26%	(74)	19%	(54)	6%	(17)	10%	(29)	283
Community: Urban	32%	(81)	26%	(67)	21%	(54)	9%	(24)	12%	(30)	256
Community: Suburban	31%	(169)	24%	(127)	17%	(91)	14%	(75)	14%	(77)	539
Community: Rural	34%	(71)	22%	(44)	13%	(27)	13%	(27)	18%	(36)	206
Employ: Private Sector	34%	(28)	30%	(25)	15%	(13)	15%	(13)	6%	(5)	84
Employ: Unemployed	28%	(43)	19%	(29)	15%	(22)	13%	(20)	26%	(40)	154
Military HH: Yes	37%	(48)	25%	(33)	17%	(23)	7%	(10)	14%	(18)	132
Military HH: No	31%	(272)	24%	(205)	17%	(148)	13%	(116)	15%	(126)	868
RD/WT: Right Direction	41%	(124)	22%	(67)	13%	(39)	8%	(24)	17%	(51)	305
RD/WT: Wrong Track	28%	(197)	25%	(171)	19%	(132)	15%	(102)	13%	(93)	695
Trump Job Approve	42%	(114)	26%	(71)	12%	(32)	7%	(20)	13%	(36)	274
Trump Job Disapprove	28%	(163)	24%	(142)	22%	(128)	17%	(99)	9%	(54)	586
Trump Job Strongly Approve	49%	(53)	22%	(24)	8%	(9)	8%	(9)	13%	(14)	109
Trump Job Somewhat Approve	37%	(61)	28%	(47)	14%	(23)	7%	(11)	14%	(22)	166
Trump Job Somewhat Disapprove	32%	(67)	25%	(52)	22%	(46)	13%	(27)	9%	(18)	209
Trump Job Strongly Disapprove	26%	(96)	24%	(90)	22%	(83)	19%	(72)	10%	(36)	377
Favorable of Trump	48%	(122)	26%	(68)	9%	(22)	8%	(19)	10%	(25)	256
Unfavorable of Trump	26%	(156)	25%	(153)	23%	(139)	16%	(97)	10%	(61)	606
Very Favorable of Trump	50%	(55)	26%	(28)	8%	(8)	8%	(9)	8%	(9)	109
Somewhat Favorable of Trump	46%	(67)	27%	(40)	10%	(14)	7%	(10)	11%	(16)	147
Somewhat Unfavorable of Trump	31%	(54)	26%	(46)	22%	(39)	9%	(16)	11%	(20)	176
Very Unfavorable of Trump	24%	(102)	25%	(106)	23%	(99)	19%	(81)	10%	(41)	430
#1 Issue: Economy	37%	(108)	26%	(77)	17%	(51)	10%	(31)	10%	(29)	296
#1 Issue: Security	43%	(32)	32%	(24)	12%	(9)	4%	(3)	9%	(7)	76
#1 Issue: Health Care	25%	(42)	23%	(40)	22%	(38)	18%	(31)	12%	(20)	171
#1 Issue: Women's Issues	23%	(27)	27%	(32)	19%	(22)	16%	(19)	15%	(17)	117
#1 Issue: Education	36%	(52)	22%	(32)	14%	(21)	10%	(14)	18%	(26)	145
#1 Issue: Energy	29%	(28)	19%	(18)	20%	(20)	20%	(19)	12%	(12)	98
#1 Issue: Other	29%	(24)	15%	(13)	11%	(9)	6%	(5)	38%	(31)	82

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**Table MGC7\_7: How important are each of the following to you?**  
*Spirituality*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	32%	(321)	24%	(238)	17%	(172)	13%	(126)	14%	(144)	1000
2018 House Vote: Democrat	28%	(31)	26%	(30)	25%	(28)	15%	(17)	6%	(7)	112
2016 Vote: Hillary Clinton	27%	(21)	20%	(16)	25%	(19)	16%	(12)	12%	(10)	78
2016 Vote: Didn't Vote	32%	(283)	24%	(210)	16%	(145)	13%	(111)	15%	(132)	881
Voted in 2014: No	32%	(308)	24%	(234)	17%	(169)	13%	(122)	14%	(139)	972
2012 Vote: Didn't Vote	32%	(308)	24%	(236)	17%	(171)	13%	(124)	14%	(139)	978
4-Region: Northeast	25%	(55)	22%	(47)	24%	(52)	17%	(37)	12%	(26)	216
4-Region: Midwest	32%	(73)	27%	(62)	15%	(34)	13%	(29)	15%	(34)	232
4-Region: South	36%	(122)	22%	(75)	14%	(47)	11%	(38)	16%	(55)	337
4-Region: West	33%	(71)	26%	(55)	18%	(39)	10%	(22)	13%	(29)	216

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

**Table MGC7\_8: How important are each of the following to you?**  
*Authenticity*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	53%	(533)	24%	(243)	7%	(67)	2%	(19)	14%	(138)	1000
Gender: Male	52%	(252)	27%	(130)	7%	(35)	2%	(8)	13%	(64)	489
Gender: Female	55%	(281)	22%	(112)	6%	(32)	2%	(11)	15%	(75)	511
Age: 18-34	58%	(294)	21%	(108)	8%	(39)	2%	(10)	11%	(55)	506
Generation Z: 13-23	53%	(533)	24%	(243)	7%	(67)	2%	(19)	14%	(138)	1000
PID: Dem (no lean)	58%	(206)	24%	(84)	7%	(26)	2%	(6)	9%	(33)	355
PID: Ind (no lean)	50%	(222)	23%	(102)	6%	(29)	2%	(8)	19%	(84)	445
PID: Rep (no lean)	52%	(105)	28%	(56)	6%	(12)	3%	(5)	11%	(22)	201
PID/Gender: Dem Men	56%	(90)	25%	(40)	8%	(14)	2%	(3)	8%	(13)	160
PID/Gender: Dem Women	60%	(116)	23%	(45)	6%	(12)	1%	(2)	10%	(19)	195
PID/Gender: Ind Men	47%	(106)	26%	(57)	6%	(14)	1%	(2)	19%	(43)	223
PID/Gender: Ind Women	52%	(116)	20%	(44)	7%	(15)	3%	(6)	18%	(41)	222
PID/Gender: Rep Men	53%	(56)	31%	(33)	7%	(7)	2%	(2)	7%	(7)	106
PID/Gender: Rep Women	51%	(48)	25%	(23)	5%	(5)	3%	(3)	16%	(15)	95
Ideo: Liberal (1-3)	63%	(203)	23%	(74)	9%	(28)	2%	(6)	4%	(14)	324
Ideo: Moderate (4)	55%	(101)	22%	(41)	9%	(17)	3%	(5)	11%	(21)	185
Ideo: Conservative (5-7)	65%	(113)	26%	(45)	3%	(5)	1%	(2)	5%	(8)	173
Educ: < College	52%	(481)	24%	(222)	6%	(59)	2%	(19)	15%	(135)	916
Educ: Bachelors degree	62%	(45)	26%	(19)	9%	(6)	—	(0)	3%	(2)	72
Income: Under 50k	51%	(247)	22%	(107)	7%	(35)	2%	(11)	18%	(88)	488
Income: 50k-100k	58%	(189)	26%	(85)	7%	(22)	1%	(3)	9%	(29)	328
Income: 100k+	53%	(97)	28%	(51)	5%	(10)	3%	(5)	11%	(21)	183
Ethnicity: White	58%	(372)	24%	(154)	5%	(32)	1%	(8)	11%	(71)	638
Ethnicity: Hispanic	51%	(103)	23%	(46)	9%	(18)	2%	(5)	15%	(30)	203
Ethnicity: Afr. Am.	44%	(58)	17%	(22)	11%	(14)	5%	(7)	23%	(31)	131
Ethnicity: Other	44%	(103)	29%	(67)	9%	(21)	2%	(4)	16%	(37)	231
All Christian	60%	(165)	24%	(65)	4%	(12)	3%	(7)	9%	(25)	274
All Non-Christian	64%	(41)	19%	(12)	9%	(6)	1%	(1)	8%	(5)	65
Atheist	45%	(51)	37%	(42)	9%	(10)	—	(0)	9%	(10)	113
Agnostic/Nothing in particular	50%	(275)	23%	(124)	7%	(39)	2%	(12)	18%	(98)	548
Religious Non-Protestant/Catholic	60%	(49)	18%	(15)	8%	(7)	1%	(1)	13%	(11)	82

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**Table MGC7\_8: How important are each of the following to you?**

*Authenticity*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	53%	(533)	24%	(243)	7%	(67)	2%	(19)	14%	(138)	1000
Evangelical	50%	(90)	22%	(40)	7%	(13)	5%	(9)	15%	(27)	180
Non-Evangelical	60%	(169)	24%	(69)	5%	(14)	1%	(3)	10%	(28)	283
Community: Urban	52%	(133)	26%	(65)	9%	(23)	2%	(6)	11%	(29)	256
Community: Suburban	55%	(296)	25%	(136)	5%	(27)	1%	(5)	14%	(74)	539
Community: Rural	51%	(104)	20%	(41)	8%	(17)	4%	(8)	17%	(35)	206
Employ: Private Sector	67%	(57)	23%	(20)	5%	(4)	—	(0)	4%	(3)	84
Employ: Unemployed	39%	(61)	28%	(43)	7%	(11)	3%	(5)	22%	(34)	154
Military HH: Yes	57%	(76)	19%	(25)	6%	(9)	2%	(3)	15%	(20)	132
Military HH: No	53%	(457)	25%	(218)	7%	(59)	2%	(16)	14%	(119)	868
RD/WT: Right Direction	48%	(148)	25%	(76)	8%	(26)	2%	(6)	16%	(49)	305
RD/WT: Wrong Track	55%	(385)	24%	(166)	6%	(42)	2%	(13)	13%	(89)	695
Trump Job Approve	57%	(156)	24%	(65)	6%	(16)	1%	(4)	12%	(34)	274
Trump Job Disapprove	56%	(329)	25%	(148)	8%	(49)	2%	(12)	8%	(48)	586
Trump Job Strongly Approve	53%	(58)	26%	(28)	6%	(7)	1%	(2)	13%	(14)	109
Trump Job Somewhat Approve	59%	(98)	22%	(36)	5%	(9)	1%	(2)	12%	(20)	166
Trump Job Somewhat Disapprove	52%	(110)	30%	(62)	10%	(22)	2%	(3)	6%	(13)	209
Trump Job Strongly Disapprove	58%	(219)	23%	(86)	7%	(27)	2%	(9)	9%	(35)	377
Favorable of Trump	58%	(149)	25%	(64)	5%	(13)	3%	(7)	9%	(23)	256
Unfavorable of Trump	56%	(338)	26%	(155)	8%	(49)	1%	(8)	9%	(57)	606
Very Favorable of Trump	53%	(58)	26%	(28)	7%	(7)	2%	(2)	12%	(13)	109
Somewhat Favorable of Trump	62%	(90)	24%	(35)	4%	(6)	3%	(5)	7%	(10)	147
Somewhat Unfavorable of Trump	46%	(82)	31%	(55)	10%	(18)	—	(1)	12%	(21)	176
Very Unfavorable of Trump	60%	(256)	23%	(100)	7%	(31)	2%	(7)	8%	(36)	430
#1 Issue: Economy	59%	(176)	25%	(74)	5%	(15)	1%	(4)	9%	(26)	296
#1 Issue: Security	52%	(40)	22%	(17)	6%	(5)	3%	(2)	16%	(12)	76
#1 Issue: Health Care	53%	(90)	27%	(47)	7%	(12)	1%	(3)	11%	(19)	171
#1 Issue: Women's Issues	59%	(69)	22%	(26)	6%	(7)	1%	(1)	13%	(15)	117
#1 Issue: Education	46%	(67)	28%	(41)	8%	(11)	3%	(5)	15%	(21)	145
#1 Issue: Energy	61%	(59)	21%	(20)	9%	(9)	—	(0)	9%	(9)	98
#1 Issue: Other	33%	(27)	19%	(15)	8%	(6)	2%	(1)	39%	(32)	82

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**Table MGC7\_8: How important are each of the following to you?**  
*Authenticity*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	53%	(533)	24%	(243)	7%	(67)	2%	(19)	14%	(138)	1000
2018 House Vote: Democrat	68%	(76)	18%	(21)	11%	(12)	—	(0)	3%	(3)	112
2016 Vote: Hillary Clinton	58%	(45)	22%	(17)	10%	(7)	1%	(1)	9%	(7)	78
2016 Vote: Didn't Vote	52%	(459)	25%	(217)	7%	(58)	2%	(18)	15%	(129)	881
Voted in 2014: No	53%	(514)	25%	(239)	7%	(66)	2%	(19)	14%	(133)	972
2012 Vote: Didn't Vote	53%	(519)	25%	(240)	7%	(66)	2%	(19)	14%	(133)	978
4-Region: Northeast	53%	(114)	26%	(56)	7%	(16)	—	(1)	13%	(28)	216
4-Region: Midwest	56%	(131)	23%	(53)	7%	(17)	1%	(2)	13%	(29)	232
4-Region: South	52%	(175)	22%	(74)	6%	(20)	3%	(11)	17%	(57)	337
4-Region: West	52%	(113)	28%	(60)	7%	(15)	2%	(5)	11%	(24)	216

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

**Table MGC7\_9: How important are each of the following to you?**  
*Open-mindedness*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(628)	22%	(217)	4%	(38)	2%	(17)	10%	(100)	1000
Gender: Male	60%	(292)	23%	(114)	5%	(23)	2%	(8)	11%	(52)	489
Gender: Female	66%	(336)	20%	(103)	3%	(15)	2%	(9)	9%	(49)	511
Age: 18-34	63%	(318)	21%	(106)	5%	(24)	3%	(14)	9%	(44)	506
Generation Z: 13-23	63%	(628)	22%	(217)	4%	(38)	2%	(17)	10%	(100)	1000
PID: Dem (no lean)	69%	(244)	20%	(72)	4%	(14)	1%	(3)	6%	(22)	355
PID: Ind (no lean)	60%	(267)	19%	(87)	3%	(15)	2%	(8)	15%	(68)	445
PID: Rep (no lean)	58%	(117)	29%	(58)	5%	(10)	3%	(6)	5%	(10)	201
PID/Gender: Dem Men	66%	(106)	21%	(33)	6%	(10)	1%	(1)	6%	(10)	160
PID/Gender: Dem Women	71%	(139)	20%	(39)	2%	(4)	1%	(2)	6%	(12)	195
PID/Gender: Ind Men	53%	(119)	24%	(54)	3%	(8)	2%	(4)	17%	(38)	223
PID/Gender: Ind Women	67%	(148)	15%	(33)	3%	(7)	2%	(4)	13%	(30)	222
PID/Gender: Rep Men	64%	(68)	25%	(27)	5%	(6)	3%	(3)	3%	(4)	106
PID/Gender: Rep Women	52%	(49)	33%	(31)	4%	(4)	3%	(3)	7%	(7)	95
Ideo: Liberal (1-3)	75%	(243)	17%	(56)	4%	(13)	1%	(3)	3%	(9)	324
Ideo: Moderate (4)	64%	(118)	25%	(45)	3%	(5)	2%	(3)	7%	(13)	185
Ideo: Conservative (5-7)	58%	(101)	28%	(48)	7%	(11)	4%	(6)	4%	(7)	173
Educ: < College	63%	(576)	21%	(195)	4%	(34)	2%	(14)	11%	(98)	916
Educ: Bachelors degree	63%	(46)	25%	(18)	7%	(5)	3%	(2)	2%	(2)	72
Income: Under 50k	60%	(293)	20%	(98)	4%	(18)	2%	(11)	14%	(69)	488
Income: 50k-100k	64%	(211)	24%	(80)	4%	(15)	1%	(4)	6%	(18)	328
Income: 100k+	67%	(124)	21%	(39)	3%	(6)	1%	(2)	7%	(13)	183
Ethnicity: White	63%	(404)	23%	(145)	4%	(27)	2%	(12)	8%	(50)	638
Ethnicity: Hispanic	60%	(122)	23%	(47)	3%	(6)	—	(1)	13%	(27)	203
Ethnicity: Afr. Am.	58%	(76)	18%	(24)	5%	(6)	2%	(3)	17%	(22)	131
Ethnicity: Other	64%	(149)	21%	(48)	2%	(6)	1%	(2)	12%	(28)	231
All Christian	62%	(171)	24%	(65)	4%	(10)	3%	(7)	7%	(20)	274
All Non-Christian	65%	(42)	24%	(16)	3%	(2)	—	(0)	8%	(5)	65
Atheist	65%	(74)	26%	(29)	3%	(4)	1%	(1)	5%	(6)	113
Agnostic/Nothing in particular	62%	(341)	20%	(107)	4%	(22)	2%	(8)	13%	(69)	548
Religious Non-Protestant/Catholic	64%	(52)	22%	(18)	2%	(2)	2%	(2)	10%	(8)	82

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**Table MGC7\_9: How important are each of the following to you?**  
*Open-mindedness*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(628)	22%	(217)	4%	(38)	2%	(17)	10%	(100)	1000
Evangelical	57%	(103)	25%	(46)	4%	(8)	1%	(2)	12%	(22)	180
Non-Evangelical	68%	(192)	20%	(56)	3%	(8)	2%	(6)	8%	(22)	283
Community: Urban	66%	(170)	23%	(58)	3%	(7)	1%	(2)	8%	(20)	256
Community: Suburban	61%	(328)	23%	(127)	4%	(20)	2%	(11)	10%	(53)	539
Community: Rural	63%	(131)	16%	(32)	5%	(11)	2%	(4)	13%	(28)	206
Employ: Private Sector	71%	(59)	23%	(19)	2%	(2)	2%	(2)	3%	(3)	84
Employ: Unemployed	54%	(83)	22%	(33)	6%	(9)	2%	(3)	16%	(25)	154
Military HH: Yes	62%	(82)	21%	(28)	5%	(7)	2%	(3)	9%	(12)	132
Military HH: No	63%	(546)	22%	(188)	4%	(32)	2%	(14)	10%	(88)	868
RD/WT: Right Direction	54%	(165)	28%	(87)	4%	(12)	2%	(6)	12%	(35)	305
RD/WT: Wrong Track	67%	(463)	19%	(130)	4%	(26)	2%	(10)	9%	(65)	695
Trump Job Approve	62%	(169)	22%	(60)	5%	(15)	2%	(6)	9%	(25)	274
Trump Job Disapprove	68%	(397)	21%	(125)	4%	(21)	2%	(10)	6%	(33)	586
Trump Job Strongly Approve	61%	(66)	22%	(23)	4%	(5)	4%	(4)	10%	(11)	109
Trump Job Somewhat Approve	62%	(103)	22%	(37)	6%	(10)	1%	(2)	8%	(14)	166
Trump Job Somewhat Disapprove	62%	(129)	28%	(59)	4%	(8)	2%	(5)	4%	(8)	209
Trump Job Strongly Disapprove	71%	(268)	17%	(65)	3%	(13)	1%	(6)	7%	(25)	377
Favorable of Trump	65%	(166)	23%	(58)	5%	(12)	2%	(6)	5%	(14)	256
Unfavorable of Trump	67%	(403)	23%	(137)	4%	(24)	1%	(6)	6%	(35)	606
Very Favorable of Trump	65%	(71)	22%	(24)	5%	(6)	3%	(3)	5%	(5)	109
Somewhat Favorable of Trump	65%	(95)	23%	(33)	4%	(6)	2%	(3)	6%	(9)	147
Somewhat Unfavorable of Trump	56%	(97)	29%	(52)	7%	(12)	1%	(2)	7%	(13)	176
Very Unfavorable of Trump	71%	(306)	20%	(85)	3%	(12)	1%	(5)	5%	(23)	430
#1 Issue: Economy	64%	(190)	24%	(70)	5%	(14)	1%	(3)	6%	(17)	296
#1 Issue: Security	56%	(42)	26%	(20)	7%	(5)	3%	(3)	7%	(6)	76
#1 Issue: Health Care	66%	(113)	19%	(33)	5%	(8)	3%	(5)	7%	(12)	171
#1 Issue: Women's Issues	71%	(83)	18%	(21)	—	(0)	1%	(1)	11%	(13)	117
#1 Issue: Education	59%	(86)	26%	(38)	3%	(4)	1%	(1)	11%	(16)	145
#1 Issue: Energy	68%	(67)	19%	(18)	4%	(4)	2%	(2)	7%	(7)	98
#1 Issue: Other	48%	(39)	17%	(14)	2%	(1)	2%	(2)	32%	(26)	82

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**Table MGC7\_9:** How important are each of the following to you?  
Open-mindedness

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(628)	22%	(217)	4%	(38)	2%	(17)	10%	(100)	1000
2018 House Vote: Democrat	70%	(78)	20%	(23)	5%	(6)	1%	(1)	4%	(4)	112
2016 Vote: Hillary Clinton	69%	(54)	21%	(16)	2%	(2)	1%	(1)	6%	(5)	78
2016 Vote: Didn't Vote	62%	(549)	21%	(188)	4%	(35)	2%	(15)	11%	(93)	881
Voted in 2014: No	63%	(611)	22%	(211)	4%	(38)	2%	(17)	10%	(94)	972
2012 Vote: Didn't Vote	63%	(614)	22%	(215)	4%	(38)	2%	(17)	10%	(94)	978
4-Region: Northeast	62%	(134)	23%	(49)	4%	(9)	4%	(8)	7%	(16)	216
4-Region: Midwest	59%	(136)	28%	(64)	4%	(9)	—	(0)	10%	(23)	232
4-Region: South	61%	(206)	21%	(70)	4%	(13)	2%	(6)	12%	(42)	337
4-Region: West	70%	(152)	16%	(34)	3%	(7)	1%	(3)	9%	(20)	216

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

**Table MGC7\_10: How important are each of the following to you?**  
*Intelligence*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	60%	(604)	23%	(228)	5%	(53)	1%	(14)	10%	(101)	1000
Gender: Male	61%	(296)	22%	(105)	6%	(29)	2%	(9)	10%	(49)	489
Gender: Female	60%	(308)	24%	(123)	5%	(24)	1%	(5)	10%	(52)	511
Age: 18-34	60%	(305)	23%	(114)	7%	(34)	2%	(11)	8%	(42)	506
Generation Z: 13-23	60%	(604)	23%	(228)	5%	(53)	1%	(14)	10%	(101)	1000
PID: Dem (no lean)	64%	(227)	23%	(82)	5%	(17)	1%	(5)	7%	(24)	355
PID: Ind (no lean)	56%	(250)	21%	(95)	7%	(29)	1%	(3)	15%	(68)	445
PID: Rep (no lean)	63%	(126)	26%	(52)	3%	(7)	3%	(7)	5%	(9)	201
PID/Gender: Dem Men	65%	(104)	21%	(33)	6%	(10)	2%	(2)	7%	(10)	160
PID/Gender: Dem Women	64%	(124)	25%	(48)	3%	(7)	1%	(2)	7%	(14)	195
PID/Gender: Ind Men	54%	(121)	21%	(48)	7%	(15)	1%	(2)	17%	(37)	223
PID/Gender: Ind Women	58%	(129)	21%	(47)	6%	(14)	—	(1)	14%	(31)	222
PID/Gender: Rep Men	68%	(72)	23%	(24)	3%	(3)	5%	(5)	2%	(2)	106
PID/Gender: Rep Women	58%	(55)	29%	(27)	4%	(4)	2%	(2)	8%	(7)	95
Ideo: Liberal (1-3)	64%	(209)	25%	(81)	5%	(17)	2%	(7)	3%	(10)	324
Ideo: Moderate (4)	67%	(123)	19%	(36)	6%	(11)	1%	(2)	7%	(13)	185
Ideo: Conservative (5-7)	71%	(124)	20%	(34)	5%	(9)	—	(1)	3%	(6)	173
Educ: < College	61%	(557)	22%	(200)	5%	(49)	1%	(12)	11%	(99)	916
Educ: Bachelors degree	55%	(40)	36%	(26)	6%	(4)	1%	(1)	2%	(2)	72
Income: Under 50k	56%	(273)	20%	(100)	7%	(35)	2%	(10)	14%	(69)	488
Income: 50k-100k	66%	(216)	25%	(82)	4%	(13)	—	(1)	5%	(17)	328
Income: 100k+	62%	(114)	25%	(47)	2%	(4)	2%	(3)	8%	(15)	183
Ethnicity: White	63%	(400)	23%	(150)	5%	(33)	1%	(6)	8%	(49)	638
Ethnicity: Hispanic	54%	(110)	23%	(46)	8%	(16)	3%	(5)	12%	(25)	203
Ethnicity: Afr. Am.	58%	(76)	14%	(19)	5%	(7)	4%	(6)	18%	(23)	131
Ethnicity: Other	55%	(128)	26%	(60)	6%	(13)	1%	(2)	12%	(28)	231
All Christian	63%	(174)	23%	(63)	5%	(13)	2%	(5)	7%	(20)	274
All Non-Christian	68%	(44)	20%	(13)	6%	(4)	1%	(1)	5%	(3)	65
Atheist	66%	(74)	23%	(25)	5%	(6)	2%	(2)	5%	(6)	113
Agnostic/Nothing in particular	57%	(312)	23%	(127)	6%	(31)	1%	(7)	13%	(72)	548
Religious Non-Protestant/Catholic	64%	(53)	20%	(17)	6%	(5)	2%	(1)	8%	(6)	82

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**Table MGC7\_10: How important are each of the following to you?**  
*Intelligence*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	60%	(604)	23%	(228)	5%	(53)	1%	(14)	10%	(101)	1000
Evangelical	60%	(109)	24%	(43)	5%	(9)	1%	(2)	10%	(18)	180
Non-Evangelical	64%	(180)	23%	(65)	4%	(13)	1%	(3)	8%	(22)	283
Community: Urban	61%	(156)	26%	(67)	4%	(9)	1%	(3)	8%	(20)	256
Community: Suburban	60%	(323)	23%	(123)	6%	(33)	1%	(5)	10%	(55)	539
Community: Rural	61%	(126)	19%	(39)	5%	(10)	3%	(6)	12%	(26)	206
Employ: Private Sector	63%	(53)	30%	(25)	3%	(2)	2%	(2)	2%	(2)	84
Employ: Unemployed	54%	(84)	18%	(28)	8%	(13)	3%	(5)	16%	(25)	154
Military HH: Yes	58%	(77)	25%	(33)	6%	(9)	1%	(1)	10%	(13)	132
Military HH: No	61%	(527)	23%	(195)	5%	(44)	2%	(13)	10%	(88)	868
RD/WT: Right Direction	60%	(182)	23%	(71)	4%	(13)	1%	(3)	12%	(35)	305
RD/WT: Wrong Track	61%	(422)	23%	(157)	6%	(40)	2%	(11)	10%	(66)	695
Trump Job Approve	63%	(173)	21%	(59)	4%	(11)	2%	(5)	9%	(26)	274
Trump Job Disapprove	63%	(371)	24%	(138)	7%	(38)	1%	(8)	5%	(30)	586
Trump Job Strongly Approve	66%	(72)	16%	(17)	5%	(6)	2%	(2)	11%	(11)	109
Trump Job Somewhat Approve	61%	(101)	25%	(42)	3%	(6)	1%	(2)	9%	(15)	166
Trump Job Somewhat Disapprove	64%	(134)	24%	(50)	7%	(15)	1%	(2)	4%	(7)	209
Trump Job Strongly Disapprove	63%	(237)	23%	(88)	6%	(23)	2%	(6)	6%	(23)	377
Favorable of Trump	69%	(178)	21%	(55)	3%	(7)	1%	(2)	6%	(15)	256
Unfavorable of Trump	61%	(372)	25%	(152)	7%	(43)	1%	(8)	5%	(31)	606
Very Favorable of Trump	73%	(79)	16%	(17)	3%	(3)	1%	(1)	7%	(8)	109
Somewhat Favorable of Trump	67%	(98)	25%	(37)	3%	(4)	1%	(1)	5%	(7)	147
Somewhat Unfavorable of Trump	57%	(100)	26%	(46)	9%	(16)	1%	(1)	7%	(12)	176
Very Unfavorable of Trump	63%	(272)	25%	(106)	6%	(27)	2%	(7)	4%	(19)	430
#1 Issue: Economy	62%	(183)	24%	(72)	6%	(18)	2%	(6)	6%	(17)	296
#1 Issue: Security	65%	(49)	23%	(18)	6%	(5)	—	(0)	6%	(4)	76
#1 Issue: Health Care	63%	(107)	23%	(38)	7%	(12)	1%	(2)	6%	(11)	171
#1 Issue: Women's Issues	57%	(67)	30%	(35)	1%	(2)	1%	(2)	10%	(12)	117
#1 Issue: Education	56%	(81)	22%	(32)	7%	(10)	2%	(3)	13%	(19)	145
#1 Issue: Energy	66%	(65)	23%	(23)	3%	(2)	—	(0)	8%	(8)	98
#1 Issue: Other	50%	(41)	12%	(10)	3%	(2)	—	(0)	35%	(29)	82

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**Table MGC7\_10:** *How important are each of the following to you?*  
*Intelligence*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	60%	(604)	23%	(228)	5%	(53)	1%	(14)	10%	(101)	1000
2018 House Vote: Democrat	61%	(68)	29%	(32)	7%	(7)	1%	(1)	3%	(3)	112
2016 Vote: Hillary Clinton	56%	(44)	27%	(21)	9%	(7)	—	(0)	8%	(6)	78
2016 Vote: Didn't Vote	61%	(534)	22%	(194)	5%	(46)	2%	(13)	11%	(93)	881
Voted in 2014: No	61%	(592)	23%	(221)	5%	(49)	1%	(14)	10%	(95)	972
2012 Vote: Didn't Vote	60%	(590)	23%	(226)	5%	(52)	1%	(13)	10%	(97)	978
4-Region: Northeast	58%	(124)	27%	(58)	7%	(16)	1%	(2)	7%	(15)	216
4-Region: Midwest	59%	(136)	27%	(63)	3%	(7)	—	(1)	11%	(24)	232
4-Region: South	62%	(209)	18%	(62)	6%	(19)	2%	(7)	12%	(39)	337
4-Region: West	62%	(135)	21%	(45)	5%	(10)	2%	(4)	10%	(22)	216

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

**Table MGC7\_11: How important are each of the following to you?**  
*Care for those more needy than yourself*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	43%	(428)	36%	(356)	7%	(74)	2%	(21)	12%	(121)	1000
Gender: Male	38%	(185)	38%	(187)	10%	(47)	2%	(12)	12%	(58)	489
Gender: Female	47%	(243)	33%	(169)	5%	(27)	2%	(9)	12%	(63)	511
Age: 18-34	43%	(215)	35%	(178)	9%	(45)	2%	(11)	11%	(56)	506
Generation Z: 13-23	43%	(428)	36%	(356)	7%	(74)	2%	(21)	12%	(121)	1000
PID: Dem (no lean)	47%	(168)	36%	(128)	6%	(21)	2%	(7)	9%	(31)	355
PID: Ind (no lean)	38%	(171)	33%	(147)	9%	(39)	2%	(9)	18%	(79)	445
PID: Rep (no lean)	44%	(89)	40%	(81)	7%	(14)	2%	(5)	6%	(12)	201
PID/Gender: Dem Men	43%	(69)	41%	(65)	8%	(12)	3%	(5)	6%	(9)	160
PID/Gender: Dem Women	51%	(99)	32%	(63)	4%	(9)	2%	(3)	11%	(21)	195
PID/Gender: Ind Men	34%	(76)	33%	(73)	11%	(25)	2%	(5)	20%	(44)	223
PID/Gender: Ind Women	42%	(94)	33%	(74)	7%	(15)	2%	(4)	16%	(35)	222
PID/Gender: Rep Men	38%	(40)	46%	(49)	10%	(10)	2%	(2)	4%	(4)	106
PID/Gender: Rep Women	52%	(49)	34%	(32)	4%	(4)	2%	(2)	8%	(7)	95
Ideo: Liberal (1-3)	52%	(170)	35%	(114)	6%	(19)	1%	(3)	5%	(18)	324
Ideo: Moderate (4)	37%	(69)	40%	(75)	11%	(19)	2%	(5)	9%	(17)	185
Ideo: Conservative (5-7)	42%	(73)	44%	(77)	8%	(13)	3%	(5)	3%	(5)	173
Educ: < College	43%	(391)	35%	(321)	7%	(68)	2%	(19)	13%	(117)	916
Educ: Bachelors degree	42%	(30)	46%	(33)	8%	(6)	—	(0)	4%	(3)	72
Income: Under 50k	40%	(198)	33%	(162)	8%	(40)	2%	(11)	16%	(79)	488
Income: 50k-100k	46%	(150)	37%	(122)	9%	(28)	1%	(4)	7%	(24)	328
Income: 100k+	44%	(80)	39%	(72)	3%	(6)	3%	(6)	10%	(19)	183
Ethnicity: White	45%	(285)	37%	(238)	7%	(44)	2%	(11)	9%	(59)	638
Ethnicity: Hispanic	44%	(89)	31%	(63)	7%	(14)	2%	(4)	16%	(33)	203
Ethnicity: Afr. Am.	42%	(55)	29%	(38)	6%	(8)	4%	(5)	19%	(25)	131
Ethnicity: Other	38%	(88)	35%	(80)	9%	(22)	2%	(5)	16%	(37)	231
All Christian	44%	(121)	40%	(110)	6%	(16)	1%	(2)	9%	(26)	274
All Non-Christian	59%	(39)	21%	(13)	8%	(5)	2%	(1)	10%	(7)	65
Atheist	35%	(39)	36%	(41)	15%	(17)	5%	(6)	9%	(10)	113
Agnostic/Nothing in particular	42%	(229)	35%	(192)	7%	(37)	2%	(12)	14%	(78)	548
Religious Non-Protestant/Catholic	59%	(49)	19%	(15)	9%	(8)	1%	(1)	12%	(9)	82

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**Table MGC7\_11: How important are each of the following to you?**  
*Care for those more needy than yourself*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	43%	(428)	36%	(356)	7%	(74)	2%	(21)	12%	(121)	1000
Evangelical	48%	(87)	34%	(61)	4%	(8)	2%	(4)	11%	(20)	180
Non-Evangelical	43%	(122)	40%	(113)	5%	(15)	1%	(3)	11%	(30)	283
Community: Urban	48%	(124)	33%	(83)	7%	(17)	2%	(6)	10%	(26)	256
Community: Suburban	41%	(222)	37%	(201)	7%	(39)	2%	(11)	12%	(66)	539
Community: Rural	40%	(83)	35%	(71)	9%	(19)	2%	(4)	14%	(29)	206
Employ: Private Sector	45%	(38)	40%	(33)	8%	(7)	3%	(3)	4%	(4)	84
Employ: Unemployed	34%	(53)	34%	(53)	9%	(14)	3%	(4)	20%	(30)	154
Military HH: Yes	40%	(52)	39%	(52)	5%	(7)	4%	(6)	11%	(15)	132
Military HH: No	43%	(375)	35%	(304)	8%	(67)	2%	(16)	12%	(106)	868
RD/WT: Right Direction	41%	(125)	36%	(110)	9%	(27)	2%	(6)	12%	(37)	305
RD/WT: Wrong Track	44%	(303)	35%	(246)	7%	(47)	2%	(15)	12%	(84)	695
Trump Job Approve	38%	(105)	42%	(116)	7%	(21)	2%	(5)	10%	(27)	274
Trump Job Disapprove	47%	(274)	35%	(208)	8%	(45)	2%	(12)	8%	(48)	586
Trump Job Strongly Approve	40%	(44)	38%	(41)	10%	(11)	2%	(2)	10%	(11)	109
Trump Job Somewhat Approve	37%	(62)	45%	(75)	6%	(10)	2%	(3)	10%	(16)	166
Trump Job Somewhat Disapprove	44%	(91)	39%	(81)	11%	(23)	—	(0)	6%	(13)	209
Trump Job Strongly Disapprove	48%	(182)	34%	(127)	6%	(22)	3%	(12)	9%	(34)	377
Favorable of Trump	43%	(109)	43%	(109)	7%	(19)	2%	(5)	6%	(14)	256
Unfavorable of Trump	46%	(277)	36%	(221)	8%	(47)	2%	(12)	8%	(50)	606
Very Favorable of Trump	47%	(51)	38%	(41)	7%	(8)	2%	(2)	7%	(7)	109
Somewhat Favorable of Trump	40%	(58)	47%	(69)	7%	(11)	2%	(3)	5%	(7)	147
Somewhat Unfavorable of Trump	41%	(72)	39%	(68)	11%	(19)	—	(0)	9%	(16)	176
Very Unfavorable of Trump	47%	(204)	36%	(153)	6%	(28)	3%	(12)	8%	(33)	430
#1 Issue: Economy	47%	(139)	38%	(114)	7%	(21)	1%	(3)	6%	(19)	296
#1 Issue: Security	34%	(26)	43%	(33)	6%	(5)	8%	(6)	8%	(6)	76
#1 Issue: Health Care	44%	(76)	33%	(57)	10%	(17)	2%	(3)	10%	(18)	171
#1 Issue: Women's Issues	52%	(61)	30%	(35)	3%	(3)	1%	(1)	14%	(16)	117
#1 Issue: Education	35%	(50)	38%	(55)	12%	(17)	1%	(2)	14%	(21)	145
#1 Issue: Energy	48%	(47)	34%	(33)	5%	(5)	1%	(1)	12%	(12)	98
#1 Issue: Other	29%	(24)	30%	(25)	6%	(5)	2%	(2)	34%	(28)	82

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**Table MGC7\_11: How important are each of the following to you?**  
*Care for those more needy than yourself*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	43%	(428)	36%	(356)	7%	(74)	2%	(21)	12%	(121)	1000
2018 House Vote: Democrat	50%	(56)	38%	(42)	6%	(7)	2%	(2)	4%	(5)	112
2016 Vote: Hillary Clinton	52%	(40)	35%	(27)	4%	(3)	—	(0)	9%	(7)	78
2016 Vote: Didn't Vote	42%	(370)	36%	(313)	7%	(65)	2%	(20)	13%	(112)	881
Voted in 2014: No	43%	(416)	36%	(346)	8%	(74)	2%	(20)	12%	(115)	972
2012 Vote: Didn't Vote	43%	(417)	36%	(351)	7%	(73)	2%	(20)	12%	(117)	978
4-Region: Northeast	41%	(89)	36%	(78)	9%	(20)	—	(1)	13%	(28)	216
4-Region: Midwest	44%	(101)	39%	(90)	5%	(11)	4%	(9)	9%	(20)	232
4-Region: South	42%	(143)	34%	(116)	8%	(25)	2%	(5)	14%	(48)	337
4-Region: West	44%	(95)	34%	(72)	8%	(18)	3%	(6)	11%	(25)	216

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

**Table MGC7\_12:** *How important are each of the following to you?*  
*Doing what it takes to get ahead*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	28%	(277)	35%	(349)	18%	(182)	7%	(68)	12%	(125)	1000
Gender: Male	31%	(152)	33%	(164)	17%	(83)	6%	(31)	12%	(59)	489
Gender: Female	24%	(124)	36%	(185)	19%	(100)	7%	(37)	13%	(65)	511
Age: 18-34	29%	(145)	34%	(171)	20%	(103)	7%	(37)	10%	(50)	506
Generation Z: 13-23	28%	(277)	35%	(349)	18%	(182)	7%	(68)	12%	(125)	1000
PID: Dem (no lean)	25%	(90)	34%	(122)	23%	(83)	8%	(27)	9%	(32)	355
PID: Ind (no lean)	26%	(116)	34%	(153)	15%	(68)	7%	(32)	17%	(77)	445
PID: Rep (no lean)	35%	(71)	37%	(74)	16%	(31)	5%	(9)	8%	(16)	201
PID/Gender: Dem Men	31%	(49)	32%	(51)	23%	(37)	5%	(8)	9%	(14)	160
PID/Gender: Dem Women	21%	(41)	36%	(71)	24%	(46)	10%	(19)	9%	(18)	195
PID/Gender: Ind Men	25%	(57)	33%	(73)	16%	(36)	8%	(17)	18%	(41)	223
PID/Gender: Ind Women	27%	(59)	36%	(80)	14%	(32)	7%	(15)	16%	(36)	222
PID/Gender: Rep Men	44%	(46)	38%	(40)	9%	(9)	5%	(6)	4%	(4)	106
PID/Gender: Rep Women	25%	(24)	36%	(34)	23%	(22)	4%	(3)	12%	(11)	95
Ideo: Liberal (1-3)	22%	(72)	37%	(120)	26%	(86)	9%	(29)	5%	(18)	324
Ideo: Moderate (4)	29%	(53)	40%	(74)	16%	(30)	6%	(11)	9%	(17)	185
Ideo: Conservative (5-7)	38%	(65)	32%	(55)	19%	(33)	6%	(11)	5%	(9)	173
Educ: < College	27%	(251)	34%	(315)	18%	(167)	7%	(63)	13%	(120)	916
Educ: Bachelors degree	27%	(20)	42%	(31)	20%	(15)	5%	(4)	5%	(4)	72
Income: Under 50k	28%	(137)	33%	(161)	17%	(81)	6%	(32)	16%	(78)	488
Income: 50k-100k	24%	(80)	39%	(129)	19%	(63)	8%	(27)	9%	(30)	328
Income: 100k+	33%	(60)	32%	(59)	21%	(39)	5%	(9)	9%	(17)	183
Ethnicity: White	25%	(162)	36%	(230)	21%	(131)	8%	(48)	10%	(67)	638
Ethnicity: Hispanic	30%	(61)	36%	(72)	14%	(28)	7%	(14)	14%	(27)	203
Ethnicity: Afr. Am.	39%	(51)	25%	(33)	12%	(16)	5%	(6)	19%	(25)	131
Ethnicity: Other	27%	(64)	37%	(85)	15%	(35)	6%	(14)	14%	(33)	231
All Christian	30%	(82)	36%	(100)	15%	(41)	8%	(21)	11%	(32)	274
All Non-Christian	39%	(25)	37%	(24)	11%	(7)	6%	(4)	7%	(4)	65
Atheist	24%	(27)	38%	(43)	24%	(27)	6%	(7)	7%	(8)	113
Agnostic/Nothing in particular	26%	(142)	33%	(182)	20%	(107)	7%	(36)	15%	(81)	548
Religious Non-Protestant/Catholic	34%	(28)	34%	(28)	13%	(11)	10%	(8)	9%	(7)	82

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**Table MGC7\_12: How important are each of the following to you?**  
*Doing what it takes to get ahead*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	28%	(277)	35%	(349)	18%	(182)	7%	(68)	12%	(125)	1000
Evangelical	32%	(58)	34%	(62)	13%	(24)	9%	(16)	12%	(21)	180
Non-Evangelical	26%	(72)	39%	(110)	18%	(50)	6%	(16)	13%	(36)	283
Community: Urban	35%	(89)	33%	(86)	15%	(39)	7%	(17)	10%	(26)	256
Community: Suburban	24%	(131)	38%	(206)	18%	(99)	7%	(38)	12%	(65)	539
Community: Rural	27%	(57)	28%	(57)	22%	(44)	7%	(13)	17%	(34)	206
Employ: Private Sector	30%	(26)	44%	(37)	17%	(14)	5%	(4)	4%	(3)	84
Employ: Unemployed	28%	(42)	29%	(45)	17%	(27)	7%	(11)	18%	(28)	154
Military HH: Yes	30%	(39)	33%	(44)	18%	(24)	3%	(5)	15%	(20)	132
Military HH: No	27%	(237)	35%	(304)	18%	(158)	7%	(64)	12%	(105)	868
RD/WT: Right Direction	31%	(95)	33%	(102)	14%	(44)	5%	(17)	15%	(47)	305
RD/WT: Wrong Track	26%	(181)	35%	(246)	20%	(138)	7%	(51)	11%	(78)	695
Trump Job Approve	36%	(97)	32%	(88)	14%	(38)	7%	(18)	12%	(34)	274
Trump Job Disapprove	27%	(157)	37%	(216)	22%	(129)	7%	(43)	7%	(41)	586
Trump Job Strongly Approve	42%	(46)	32%	(35)	8%	(9)	6%	(7)	12%	(13)	109
Trump Job Somewhat Approve	31%	(51)	32%	(53)	17%	(29)	7%	(11)	13%	(21)	166
Trump Job Somewhat Disapprove	30%	(62)	39%	(81)	23%	(48)	2%	(4)	7%	(14)	209
Trump Job Strongly Disapprove	25%	(95)	36%	(135)	21%	(81)	10%	(39)	7%	(27)	377
Favorable of Trump	37%	(96)	34%	(88)	14%	(36)	6%	(15)	9%	(22)	256
Unfavorable of Trump	25%	(153)	38%	(230)	22%	(132)	8%	(47)	7%	(45)	606
Very Favorable of Trump	51%	(56)	27%	(30)	9%	(10)	5%	(5)	7%	(8)	109
Somewhat Favorable of Trump	27%	(40)	40%	(58)	17%	(26)	6%	(10)	9%	(14)	147
Somewhat Unfavorable of Trump	30%	(53)	38%	(66)	19%	(33)	3%	(5)	11%	(19)	176
Very Unfavorable of Trump	23%	(100)	38%	(164)	23%	(98)	10%	(42)	6%	(26)	430
#1 Issue: Economy	32%	(95)	37%	(110)	16%	(47)	8%	(23)	7%	(21)	296
#1 Issue: Security	32%	(24)	38%	(29)	15%	(11)	4%	(3)	12%	(9)	76
#1 Issue: Health Care	23%	(39)	40%	(68)	22%	(37)	7%	(13)	8%	(14)	171
#1 Issue: Women's Issues	23%	(27)	29%	(34)	24%	(28)	11%	(12)	14%	(17)	117
#1 Issue: Education	32%	(47)	34%	(49)	16%	(23)	4%	(6)	14%	(20)	145
#1 Issue: Energy	25%	(25)	34%	(33)	20%	(19)	7%	(7)	14%	(14)	98
#1 Issue: Other	20%	(17)	27%	(22)	18%	(15)	4%	(3)	31%	(25)	82

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**Table MGC7\_12:** *How important are each of the following to you?*  
*Doing what it takes to get ahead*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	28%	(277)	35%	(349)	18%	(182)	7%	(68)	12%	(125)	1000
2018 House Vote: Democrat	25%	(28)	39%	(43)	25%	(28)	7%	(8)	4%	(5)	112
2016 Vote: Hillary Clinton	27%	(21)	36%	(28)	23%	(18)	7%	(5)	8%	(6)	78
2016 Vote: Didn't Vote	28%	(243)	35%	(305)	18%	(156)	7%	(60)	13%	(116)	881
Voted in 2014: No	27%	(266)	35%	(342)	18%	(175)	7%	(67)	12%	(120)	972
2012 Vote: Didn't Vote	27%	(266)	35%	(343)	18%	(179)	7%	(68)	12%	(121)	978
4-Region: Northeast	30%	(65)	37%	(80)	19%	(41)	5%	(11)	9%	(19)	216
4-Region: Midwest	23%	(54)	38%	(87)	18%	(42)	9%	(21)	12%	(28)	232
4-Region: South	30%	(100)	34%	(114)	13%	(45)	7%	(25)	16%	(52)	337
4-Region: West	27%	(57)	31%	(67)	25%	(54)	5%	(12)	12%	(26)	216

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

**Table MGC7\_13: How important are each of the following to you?**  
*Respect for authority*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	34%	(344)	35%	(351)	14%	(136)	5%	(50)	12%	(118)	1000
Gender: Male	34%	(166)	32%	(157)	14%	(69)	8%	(37)	12%	(60)	489
Gender: Female	35%	(178)	38%	(195)	13%	(67)	3%	(13)	11%	(58)	511
Age: 18-34	34%	(174)	35%	(178)	15%	(77)	6%	(30)	9%	(47)	506
Generation Z: 13-23	34%	(344)	35%	(351)	14%	(136)	5%	(50)	12%	(118)	1000
PID: Dem (no lean)	31%	(108)	35%	(125)	21%	(73)	5%	(17)	9%	(31)	355
PID: Ind (no lean)	31%	(139)	35%	(155)	10%	(46)	7%	(30)	17%	(76)	445
PID: Rep (no lean)	48%	(97)	36%	(71)	8%	(17)	2%	(3)	6%	(12)	201
PID/Gender: Dem Men	32%	(52)	29%	(47)	23%	(36)	7%	(11)	9%	(15)	160
PID/Gender: Dem Women	29%	(57)	40%	(78)	19%	(37)	3%	(7)	8%	(16)	195
PID/Gender: Ind Men	28%	(62)	32%	(71)	11%	(25)	10%	(23)	18%	(41)	223
PID/Gender: Ind Women	34%	(76)	38%	(84)	9%	(21)	3%	(7)	16%	(35)	222
PID/Gender: Rep Men	49%	(52)	37%	(39)	7%	(8)	3%	(3)	4%	(4)	106
PID/Gender: Rep Women	48%	(45)	34%	(33)	10%	(9)	—	(0)	8%	(8)	95
Ideo: Liberal (1-3)	22%	(72)	36%	(116)	27%	(86)	10%	(33)	5%	(16)	324
Ideo: Moderate (4)	39%	(73)	37%	(69)	10%	(19)	4%	(7)	9%	(17)	185
Ideo: Conservative (5-7)	53%	(92)	35%	(60)	6%	(11)	2%	(4)	3%	(6)	173
Educ: < College	34%	(315)	35%	(317)	13%	(120)	5%	(48)	13%	(116)	916
Educ: Bachelors degree	34%	(25)	40%	(29)	21%	(15)	2%	(2)	2%	(1)	72
Income: Under 50k	33%	(161)	34%	(168)	12%	(60)	5%	(23)	16%	(77)	488
Income: 50k-100k	34%	(111)	38%	(124)	16%	(52)	6%	(19)	6%	(21)	328
Income: 100k+	39%	(71)	32%	(59)	13%	(24)	5%	(9)	11%	(20)	183
Ethnicity: White	36%	(232)	34%	(214)	15%	(98)	6%	(36)	9%	(57)	638
Ethnicity: Hispanic	34%	(69)	35%	(70)	12%	(23)	5%	(10)	15%	(30)	203
Ethnicity: Afr. Am.	35%	(45)	34%	(45)	9%	(12)	2%	(3)	20%	(27)	131
Ethnicity: Other	29%	(66)	40%	(93)	11%	(27)	5%	(11)	15%	(34)	231
All Christian	41%	(112)	39%	(108)	6%	(15)	4%	(12)	10%	(27)	274
All Non-Christian	48%	(31)	28%	(18)	9%	(6)	7%	(4)	8%	(5)	65
Atheist	14%	(16)	35%	(39)	38%	(43)	7%	(8)	6%	(7)	113
Agnostic/Nothing in particular	34%	(185)	34%	(186)	13%	(72)	5%	(26)	14%	(79)	548
Religious Non-Protestant/Catholic	40%	(33)	35%	(29)	9%	(8)	5%	(4)	10%	(8)	82

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**Table MGC7\_13:** *How important are each of the following to you?*  
*Respect for authority*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	34%	(344)	35%	(351)	14%	(136)	5%	(50)	12%	(118)	1000
Evangelical	46%	(84)	34%	(62)	5%	(9)	3%	(6)	11%	(20)	180
Non-Evangelical	41%	(117)	35%	(99)	8%	(23)	5%	(14)	11%	(31)	283
Community: Urban	39%	(101)	32%	(82)	13%	(34)	5%	(12)	11%	(27)	256
Community: Suburban	31%	(169)	39%	(212)	13%	(70)	5%	(26)	11%	(61)	539
Community: Rural	36%	(74)	28%	(58)	16%	(33)	6%	(12)	14%	(29)	206
Employ: Private Sector	35%	(30)	45%	(38)	14%	(12)	3%	(3)	3%	(3)	84
Employ: Unemployed	29%	(45)	33%	(51)	16%	(25)	5%	(8)	16%	(25)	154
Military HH: Yes	35%	(46)	40%	(53)	12%	(16)	1%	(2)	12%	(16)	132
Military HH: No	34%	(298)	34%	(299)	14%	(120)	6%	(49)	12%	(102)	868
RD/WT: Right Direction	46%	(139)	31%	(94)	9%	(26)	3%	(8)	12%	(38)	305
RD/WT: Wrong Track	29%	(205)	37%	(258)	16%	(110)	6%	(42)	12%	(80)	695
Trump Job Approve	44%	(121)	34%	(92)	9%	(23)	5%	(13)	9%	(26)	274
Trump Job Disapprove	30%	(176)	37%	(220)	18%	(107)	6%	(37)	8%	(46)	586
Trump Job Strongly Approve	56%	(61)	25%	(27)	8%	(9)	2%	(3)	9%	(10)	109
Trump Job Somewhat Approve	36%	(60)	40%	(66)	9%	(14)	6%	(10)	10%	(16)	166
Trump Job Somewhat Disapprove	38%	(80)	42%	(87)	12%	(25)	2%	(4)	6%	(12)	209
Trump Job Strongly Disapprove	25%	(96)	35%	(132)	22%	(82)	9%	(33)	9%	(34)	377
Favorable of Trump	49%	(126)	34%	(88)	7%	(19)	4%	(11)	5%	(12)	256
Unfavorable of Trump	29%	(177)	38%	(231)	19%	(113)	6%	(35)	8%	(50)	606
Very Favorable of Trump	64%	(69)	23%	(25)	6%	(6)	3%	(4)	5%	(5)	109
Somewhat Favorable of Trump	39%	(57)	43%	(63)	9%	(13)	5%	(7)	5%	(7)	147
Somewhat Unfavorable of Trump	36%	(62)	44%	(77)	9%	(16)	1%	(3)	10%	(17)	176
Very Unfavorable of Trump	27%	(115)	36%	(153)	22%	(96)	8%	(33)	8%	(33)	430
#1 Issue: Economy	37%	(108)	40%	(118)	11%	(34)	6%	(17)	7%	(19)	296
#1 Issue: Security	55%	(41)	23%	(18)	13%	(10)	1%	(1)	8%	(6)	76
#1 Issue: Health Care	26%	(45)	39%	(67)	19%	(32)	6%	(10)	10%	(17)	171
#1 Issue: Women's Issues	37%	(44)	27%	(32)	19%	(22)	5%	(5)	12%	(14)	117
#1 Issue: Education	33%	(49)	37%	(53)	11%	(16)	4%	(6)	15%	(21)	145
#1 Issue: Energy	29%	(29)	38%	(37)	17%	(17)	6%	(6)	10%	(10)	98
#1 Issue: Other	28%	(23)	26%	(22)	7%	(6)	3%	(2)	36%	(30)	82

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**Table MGC7\_13:** *How important are each of the following to you?*  
*Respect for authority*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	34%	(344)	35%	(351)	14%	(136)	5%	(50)	12%	(118)	1000
2018 House Vote: Democrat	26%	(29)	39%	(43)	25%	(28)	8%	(9)	3%	(3)	112
2016 Vote: Hillary Clinton	29%	(23)	37%	(29)	22%	(17)	5%	(4)	6%	(5)	78
2016 Vote: Didn't Vote	35%	(305)	34%	(302)	13%	(117)	5%	(44)	13%	(112)	881
Voted in 2014: No	34%	(335)	35%	(341)	14%	(132)	5%	(50)	12%	(113)	972
2012 Vote: Didn't Vote	34%	(334)	35%	(346)	14%	(135)	5%	(50)	12%	(113)	978
4-Region: Northeast	36%	(78)	36%	(77)	13%	(29)	5%	(11)	9%	(20)	216
4-Region: Midwest	35%	(81)	35%	(82)	12%	(28)	4%	(10)	13%	(30)	232
4-Region: South	37%	(123)	32%	(107)	14%	(48)	4%	(14)	13%	(45)	337
4-Region: West	28%	(61)	39%	(85)	14%	(31)	7%	(15)	11%	(23)	216

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

**Table MGC7\_14:** *How important are each of the following to you?*  
*Respect for elders*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	42%	(418)	33%	(332)	10%	(102)	4%	(43)	10%	(105)	1000
Gender: Male	40%	(197)	32%	(157)	10%	(49)	7%	(34)	11%	(53)	489
Gender: Female	43%	(222)	34%	(176)	10%	(53)	2%	(9)	10%	(52)	511
Age: 18-34	43%	(216)	33%	(168)	11%	(56)	4%	(18)	9%	(47)	506
Generation Z: 13-23	42%	(418)	33%	(332)	10%	(102)	4%	(43)	10%	(105)	1000
PID: Dem (no lean)	40%	(142)	33%	(116)	15%	(54)	5%	(18)	7%	(25)	355
PID: Ind (no lean)	40%	(178)	33%	(146)	8%	(36)	4%	(19)	15%	(67)	445
PID: Rep (no lean)	49%	(99)	35%	(70)	6%	(12)	3%	(7)	6%	(13)	201
PID/Gender: Dem Men	47%	(75)	27%	(43)	12%	(20)	7%	(12)	7%	(12)	160
PID/Gender: Dem Women	35%	(67)	37%	(73)	18%	(34)	3%	(6)	7%	(14)	195
PID/Gender: Ind Men	35%	(78)	33%	(72)	9%	(20)	7%	(17)	16%	(36)	223
PID/Gender: Ind Women	45%	(100)	33%	(73)	7%	(16)	1%	(2)	14%	(31)	222
PID/Gender: Rep Men	42%	(44)	39%	(41)	9%	(10)	5%	(6)	5%	(5)	106
PID/Gender: Rep Women	58%	(55)	31%	(29)	2%	(2)	1%	(1)	8%	(8)	95
Ideo: Liberal (1-3)	35%	(114)	36%	(118)	17%	(55)	8%	(25)	4%	(12)	324
Ideo: Moderate (4)	48%	(88)	29%	(55)	11%	(21)	4%	(7)	8%	(15)	185
Ideo: Conservative (5-7)	52%	(90)	37%	(64)	4%	(7)	3%	(5)	5%	(8)	173
Educ: < College	41%	(375)	33%	(305)	10%	(92)	5%	(42)	11%	(103)	916
Educ: Bachelors degree	49%	(36)	34%	(25)	13%	(10)	2%	(2)	1%	(1)	72
Income: Under 50k	42%	(204)	30%	(148)	10%	(46)	5%	(24)	14%	(66)	488
Income: 50k-100k	43%	(141)	37%	(122)	10%	(33)	4%	(12)	6%	(20)	328
Income: 100k+	40%	(73)	34%	(62)	12%	(22)	4%	(7)	10%	(18)	183
Ethnicity: White	40%	(257)	36%	(229)	10%	(65)	5%	(31)	9%	(56)	638
Ethnicity: Hispanic	40%	(81)	34%	(68)	10%	(21)	4%	(8)	12%	(24)	203
Ethnicity: Afr. Am.	48%	(63)	25%	(33)	8%	(11)	5%	(6)	14%	(19)	131
Ethnicity: Other	43%	(99)	30%	(70)	11%	(26)	3%	(6)	13%	(29)	231
All Christian	50%	(137)	33%	(91)	5%	(13)	4%	(11)	8%	(23)	274
All Non-Christian	59%	(38)	24%	(15)	6%	(4)	4%	(3)	7%	(5)	65
Atheist	16%	(18)	37%	(41)	28%	(32)	12%	(13)	7%	(8)	113
Agnostic/Nothing in particular	41%	(226)	34%	(185)	10%	(52)	3%	(16)	13%	(69)	548
Religious Non-Protestant/Catholic	58%	(47)	23%	(19)	5%	(4)	5%	(4)	9%	(8)	82

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**Table MGC7\_14:** *How important are each of the following to you?*  
*Respect for elders*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	42%	(418)	33%	(332)	10%	(102)	4%	(43)	10%	(105)	1000
Evangelical	53%	(96)	30%	(54)	5%	(10)	1%	(3)	10%	(18)	180
Non-Evangelical	49%	(139)	33%	(94)	7%	(19)	3%	(10)	8%	(21)	283
Community: Urban	48%	(122)	32%	(82)	9%	(22)	3%	(9)	8%	(21)	256
Community: Suburban	39%	(208)	36%	(197)	11%	(58)	4%	(21)	10%	(55)	539
Community: Rural	43%	(89)	26%	(53)	11%	(22)	6%	(13)	14%	(29)	206
Employ: Private Sector	46%	(39)	39%	(33)	12%	(10)	1%	(1)	2%	(2)	84
Employ: Unemployed	34%	(53)	35%	(53)	10%	(16)	6%	(9)	15%	(24)	154
Military HH: Yes	44%	(58)	31%	(41)	12%	(16)	3%	(4)	10%	(14)	132
Military HH: No	42%	(361)	34%	(291)	10%	(85)	5%	(39)	10%	(91)	868
RD/WT: Right Direction	47%	(144)	31%	(94)	7%	(21)	3%	(8)	13%	(38)	305
RD/WT: Wrong Track	40%	(275)	34%	(238)	12%	(81)	5%	(35)	10%	(66)	695
Trump Job Approve	46%	(126)	37%	(101)	6%	(16)	3%	(8)	9%	(24)	274
Trump Job Disapprove	41%	(240)	33%	(194)	14%	(82)	6%	(32)	7%	(38)	586
Trump Job Strongly Approve	52%	(56)	31%	(34)	5%	(5)	2%	(3)	10%	(11)	109
Trump Job Somewhat Approve	42%	(69)	40%	(67)	6%	(11)	4%	(6)	8%	(13)	166
Trump Job Somewhat Disapprove	50%	(104)	32%	(66)	11%	(22)	2%	(5)	6%	(12)	209
Trump Job Strongly Disapprove	36%	(135)	34%	(128)	16%	(60)	7%	(28)	7%	(26)	377
Favorable of Trump	53%	(136)	34%	(87)	6%	(14)	3%	(7)	4%	(11)	256
Unfavorable of Trump	39%	(236)	35%	(214)	13%	(81)	6%	(33)	7%	(42)	606
Very Favorable of Trump	60%	(65)	29%	(32)	4%	(4)	2%	(3)	5%	(5)	109
Somewhat Favorable of Trump	48%	(71)	38%	(55)	7%	(10)	3%	(5)	4%	(6)	147
Somewhat Unfavorable of Trump	42%	(74)	37%	(64)	8%	(14)	5%	(9)	8%	(15)	176
Very Unfavorable of Trump	38%	(162)	35%	(150)	15%	(66)	6%	(25)	6%	(27)	430
#1 Issue: Economy	43%	(129)	36%	(106)	9%	(26)	6%	(17)	6%	(18)	296
#1 Issue: Security	63%	(48)	28%	(21)	4%	(3)	1%	(1)	3%	(3)	76
#1 Issue: Health Care	39%	(67)	36%	(61)	13%	(22)	3%	(6)	8%	(14)	171
#1 Issue: Women's Issues	33%	(38)	36%	(42)	18%	(21)	2%	(3)	11%	(13)	117
#1 Issue: Education	44%	(65)	34%	(49)	9%	(13)	2%	(3)	10%	(14)	145
#1 Issue: Energy	40%	(39)	29%	(28)	11%	(11)	8%	(8)	11%	(11)	98
#1 Issue: Other	31%	(26)	25%	(21)	4%	(4)	4%	(3)	36%	(29)	82

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**Table MGC7\_14:** How important are each of the following to you?  
Respect for elders

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	42%	(418)	33%	(332)	10%	(102)	4%	(43)	10%	(105)	1000
2018 House Vote: Democrat	44%	(50)	34%	(38)	16%	(18)	2%	(2)	4%	(4)	112
2016 Vote: Hillary Clinton	49%	(38)	36%	(28)	9%	(7)	—	(0)	5%	(4)	78
2016 Vote: Didn't Vote	41%	(361)	33%	(287)	11%	(93)	5%	(41)	11%	(99)	881
Voted in 2014: No	42%	(405)	33%	(324)	10%	(100)	4%	(42)	10%	(100)	972
2012 Vote: Didn't Vote	41%	(405)	33%	(327)	10%	(102)	4%	(43)	10%	(100)	978
4-Region: Northeast	39%	(84)	39%	(84)	9%	(20)	6%	(13)	7%	(15)	216
4-Region: Midwest	41%	(95)	34%	(80)	12%	(28)	2%	(4)	11%	(25)	232
4-Region: South	47%	(159)	28%	(93)	9%	(31)	4%	(13)	12%	(41)	337
4-Region: West	38%	(81)	35%	(76)	10%	(22)	6%	(13)	11%	(24)	216

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

**Table MGC7\_15: How important are each of the following to you?**  
*Rational thinking*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	61%	(613)	22%	(224)	4%	(38)	1%	(10)	11%	(115)	1000
Gender: Male	61%	(299)	21%	(103)	5%	(22)	1%	(6)	12%	(58)	489
Gender: Female	61%	(314)	24%	(121)	3%	(16)	1%	(4)	11%	(56)	511
Age: 18-34	62%	(316)	21%	(105)	5%	(27)	2%	(9)	10%	(50)	506
Generation Z: 13-23	61%	(613)	22%	(224)	4%	(38)	1%	(10)	11%	(115)	1000
PID: Dem (no lean)	67%	(239)	20%	(70)	4%	(13)	1%	(4)	8%	(29)	355
PID: Ind (no lean)	56%	(250)	22%	(99)	4%	(19)	1%	(2)	17%	(73)	445
PID: Rep (no lean)	62%	(124)	27%	(54)	3%	(5)	2%	(4)	6%	(12)	201
PID/Gender: Dem Men	65%	(104)	20%	(32)	5%	(8)	1%	(2)	8%	(13)	160
PID/Gender: Dem Women	69%	(134)	20%	(38)	3%	(5)	1%	(2)	8%	(16)	195
PID/Gender: Ind Men	57%	(128)	20%	(44)	5%	(12)	1%	(2)	17%	(38)	223
PID/Gender: Ind Women	55%	(122)	25%	(56)	3%	(8)	—	(1)	16%	(36)	222
PID/Gender: Rep Men	63%	(67)	25%	(27)	2%	(2)	3%	(3)	7%	(7)	106
PID/Gender: Rep Women	61%	(57)	29%	(28)	3%	(3)	2%	(2)	5%	(5)	95
Ideo: Liberal (1-3)	72%	(233)	20%	(64)	4%	(14)	1%	(3)	3%	(11)	324
Ideo: Moderate (4)	63%	(116)	19%	(36)	6%	(12)	1%	(3)	10%	(19)	185
Ideo: Conservative (5-7)	72%	(124)	24%	(42)	—	(0)	1%	(2)	3%	(5)	173
Educ: < College	61%	(560)	22%	(202)	4%	(36)	1%	(8)	12%	(111)	916
Educ: Bachelors degree	64%	(46)	28%	(20)	2%	(2)	2%	(2)	4%	(3)	72
Income: Under 50k	56%	(274)	24%	(118)	5%	(23)	1%	(6)	14%	(67)	488
Income: 50k-100k	67%	(218)	21%	(70)	3%	(9)	1%	(3)	8%	(28)	328
Income: 100k+	66%	(121)	20%	(36)	3%	(6)	1%	(1)	11%	(20)	183
Ethnicity: White	65%	(413)	22%	(142)	3%	(20)	1%	(6)	9%	(56)	638
Ethnicity: Hispanic	60%	(122)	20%	(41)	6%	(12)	1%	(2)	13%	(26)	203
Ethnicity: Afr. Am.	49%	(65)	20%	(26)	6%	(8)	2%	(3)	22%	(29)	131
Ethnicity: Other	58%	(135)	24%	(56)	4%	(10)	1%	(2)	13%	(29)	231
All Christian	66%	(181)	22%	(61)	2%	(5)	2%	(4)	8%	(23)	274
All Non-Christian	60%	(39)	27%	(18)	5%	(3)	3%	(2)	5%	(3)	65
Atheist	70%	(79)	18%	(20)	3%	(4)	1%	(1)	8%	(9)	113
Agnostic/Nothing in particular	57%	(313)	23%	(126)	5%	(26)	1%	(3)	14%	(79)	548
Religious Non-Protestant/Catholic	58%	(47)	28%	(23)	5%	(4)	2%	(2)	8%	(6)	82

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**Table MGC7\_15:** *How important are each of the following to you?*  
*Rational thinking*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	61%	(613)	22%	(224)	4%	(38)	1%	(10)	11%	(115)	1000
Evangelical	61%	(109)	22%	(40)	3%	(5)	1%	(3)	13%	(23)	180
Non-Evangelical	66%	(186)	22%	(64)	3%	(8)	1%	(3)	8%	(23)	283
Community: Urban	60%	(154)	25%	(64)	3%	(8)	2%	(5)	10%	(25)	256
Community: Suburban	62%	(332)	23%	(123)	3%	(19)	—	(2)	12%	(62)	539
Community: Rural	62%	(127)	18%	(38)	5%	(11)	1%	(3)	13%	(28)	206
Employ: Private Sector	68%	(58)	20%	(17)	7%	(6)	2%	(2)	2%	(2)	84
Employ: Unemployed	51%	(78)	20%	(31)	7%	(12)	3%	(4)	19%	(29)	154
Military HH: Yes	58%	(77)	27%	(36)	4%	(6)	1%	(1)	10%	(14)	132
Military HH: No	62%	(536)	22%	(188)	4%	(33)	1%	(9)	12%	(101)	868
RD/WT: Right Direction	57%	(173)	23%	(70)	5%	(14)	1%	(4)	14%	(44)	305
RD/WT: Wrong Track	63%	(440)	22%	(154)	3%	(24)	1%	(6)	10%	(71)	695
Trump Job Approve	62%	(170)	25%	(68)	2%	(6)	2%	(6)	9%	(25)	274
Trump Job Disapprove	65%	(380)	23%	(133)	5%	(30)	1%	(4)	7%	(39)	586
Trump Job Strongly Approve	60%	(65)	23%	(24)	3%	(3)	4%	(4)	11%	(11)	109
Trump Job Somewhat Approve	63%	(105)	26%	(43)	1%	(2)	1%	(2)	8%	(13)	166
Trump Job Somewhat Disapprove	61%	(127)	27%	(56)	6%	(13)	1%	(2)	5%	(11)	209
Trump Job Strongly Disapprove	67%	(253)	20%	(76)	5%	(17)	1%	(2)	7%	(28)	377
Favorable of Trump	65%	(166)	26%	(67)	2%	(5)	2%	(5)	5%	(13)	256
Unfavorable of Trump	65%	(394)	23%	(136)	5%	(29)	1%	(3)	7%	(44)	606
Very Favorable of Trump	66%	(72)	23%	(26)	2%	(2)	2%	(2)	7%	(8)	109
Somewhat Favorable of Trump	64%	(94)	28%	(41)	2%	(4)	2%	(3)	4%	(5)	147
Somewhat Unfavorable of Trump	57%	(101)	27%	(48)	4%	(7)	—	(1)	11%	(19)	176
Very Unfavorable of Trump	68%	(293)	21%	(88)	5%	(21)	1%	(3)	6%	(25)	430
#1 Issue: Economy	65%	(191)	22%	(64)	6%	(18)	1%	(3)	7%	(20)	296
#1 Issue: Security	62%	(47)	21%	(16)	4%	(3)	1%	(1)	12%	(9)	76
#1 Issue: Health Care	60%	(102)	30%	(51)	2%	(3)	—	(1)	9%	(15)	171
#1 Issue: Women's Issues	61%	(72)	22%	(26)	3%	(4)	2%	(2)	12%	(14)	117
#1 Issue: Education	59%	(85)	22%	(31)	4%	(6)	1%	(2)	14%	(21)	145
#1 Issue: Energy	75%	(73)	16%	(15)	3%	(3)	1%	(1)	6%	(6)	98
#1 Issue: Other	46%	(38)	18%	(15)	2%	(2)	—	(0)	34%	(28)	82

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**Table MGC7\_15:** *How important are each of the following to you?*  
*Rational thinking*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	61%	(613)	22%	(224)	4%	(38)	1%	(10)	11%	(115)	1000
2018 House Vote: Democrat	68%	(77)	20%	(22)	7%	(7)	2%	(2)	4%	(4)	112
2016 Vote: Hillary Clinton	61%	(47)	21%	(16)	7%	(6)	—	(0)	11%	(8)	78
2016 Vote: Didn't Vote	61%	(538)	22%	(198)	3%	(30)	1%	(10)	12%	(106)	881
Voted in 2014: No	62%	(601)	22%	(216)	4%	(36)	1%	(10)	11%	(109)	972
2012 Vote: Didn't Vote	62%	(602)	22%	(219)	4%	(37)	1%	(10)	11%	(109)	978
4-Region: Northeast	60%	(129)	25%	(53)	5%	(10)	1%	(2)	10%	(22)	216
4-Region: Midwest	63%	(146)	22%	(50)	3%	(8)	—	(1)	12%	(27)	232
4-Region: South	59%	(200)	22%	(75)	3%	(11)	1%	(4)	14%	(46)	337
4-Region: West	64%	(139)	21%	(46)	4%	(9)	2%	(4)	9%	(19)	216

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

**Table MGC8\_1:** And how important are each of the following to you?  
Making money

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	60%	(595)	29%	(285)	5%	(49)	1%	(10)	6%	(61)	1000
Gender: Male	61%	(297)	26%	(129)	5%	(22)	1%	(7)	7%	(33)	489
Gender: Female	58%	(298)	30%	(156)	5%	(27)	1%	(3)	5%	(28)	511
Age: 18-34	57%	(288)	30%	(153)	5%	(27)	1%	(7)	6%	(31)	506
Generation Z: 13-23	60%	(595)	29%	(285)	5%	(49)	1%	(10)	6%	(61)	1000
PID: Dem (no lean)	60%	(211)	31%	(108)	5%	(19)	1%	(3)	4%	(14)	355
PID: Ind (no lean)	57%	(253)	28%	(124)	5%	(24)	1%	(4)	9%	(40)	445
PID: Rep (no lean)	65%	(131)	26%	(53)	3%	(6)	2%	(3)	4%	(7)	201
PID/Gender: Dem Men	64%	(103)	24%	(39)	6%	(10)	1%	(2)	4%	(6)	160
PID/Gender: Dem Women	56%	(108)	36%	(69)	5%	(9)	—	(1)	4%	(8)	195
PID/Gender: Ind Men	56%	(125)	28%	(62)	4%	(9)	2%	(4)	10%	(22)	223
PID/Gender: Ind Women	57%	(128)	28%	(62)	6%	(14)	—	(0)	8%	(18)	222
PID/Gender: Rep Men	65%	(69)	27%	(28)	2%	(2)	1%	(1)	5%	(5)	106
PID/Gender: Rep Women	65%	(62)	26%	(24)	4%	(4)	3%	(2)	3%	(2)	95
Ideo: Liberal (1-3)	55%	(177)	34%	(110)	8%	(27)	1%	(3)	2%	(7)	324
Ideo: Moderate (4)	62%	(115)	29%	(54)	4%	(7)	—	(0)	5%	(9)	185
Ideo: Conservative (5-7)	67%	(115)	22%	(38)	5%	(8)	2%	(4)	4%	(7)	173
Educ: < College	60%	(550)	28%	(255)	5%	(43)	1%	(8)	7%	(60)	916
Educ: Bachelors degree	57%	(41)	36%	(26)	5%	(4)	2%	(2)	—	(0)	72
Income: Under 50k	60%	(293)	26%	(127)	4%	(22)	1%	(6)	8%	(41)	488
Income: 50k-100k	59%	(194)	31%	(102)	6%	(19)	1%	(3)	3%	(10)	328
Income: 100k+	59%	(109)	30%	(56)	5%	(8)	—	(1)	6%	(10)	183
Ethnicity: White	56%	(358)	33%	(209)	6%	(37)	1%	(6)	4%	(29)	638
Ethnicity: Hispanic	62%	(126)	24%	(49)	5%	(10)	—	(1)	8%	(17)	203
Ethnicity: Afr. Am.	71%	(93)	15%	(19)	3%	(4)	1%	(2)	10%	(13)	131
Ethnicity: Other	62%	(144)	25%	(57)	4%	(8)	1%	(2)	8%	(19)	231
All Christian	63%	(172)	28%	(77)	4%	(10)	1%	(3)	4%	(11)	274
All Non-Christian	66%	(43)	21%	(14)	7%	(5)	—	(0)	6%	(4)	65
Atheist	56%	(63)	35%	(39)	7%	(8)	—	(0)	2%	(2)	113
Agnostic/Nothing in particular	58%	(317)	28%	(155)	5%	(26)	1%	(7)	8%	(44)	548
Religious Non-Protestant/Catholic	62%	(51)	23%	(19)	9%	(7)	—	(0)	6%	(5)	82

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**Table MGC8\_1:** And how important are each of the following to you?  
Making money

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	60%	(595)	29%	(285)	5%	(49)	1%	(10)	6%	(61)	1000
Evangelical	60%	(108)	30%	(54)	3%	(5)	2%	(4)	5%	(9)	180
Non-Evangelical	65%	(183)	26%	(73)	4%	(11)	1%	(2)	5%	(15)	283
Community: Urban	63%	(160)	27%	(69)	4%	(9)	1%	(2)	6%	(15)	256
Community: Suburban	60%	(322)	30%	(160)	5%	(26)	1%	(5)	5%	(26)	539
Community: Rural	55%	(113)	28%	(57)	6%	(13)	1%	(3)	10%	(20)	206
Employ: Private Sector	65%	(55)	30%	(25)	3%	(2)	1%	(1)	1%	(1)	84
Employ: Unemployed	60%	(92)	25%	(39)	4%	(6)	1%	(1)	11%	(17)	154
Military HH: Yes	60%	(80)	21%	(28)	9%	(12)	2%	(2)	8%	(10)	132
Military HH: No	59%	(515)	30%	(257)	4%	(37)	1%	(7)	6%	(50)	868
RD/WT: Right Direction	63%	(193)	24%	(72)	4%	(11)	1%	(4)	8%	(25)	305
RD/WT: Wrong Track	58%	(402)	31%	(213)	5%	(38)	1%	(6)	5%	(36)	695
Trump Job Approve	64%	(176)	25%	(70)	2%	(7)	2%	(6)	6%	(17)	274
Trump Job Disapprove	58%	(342)	31%	(179)	6%	(38)	1%	(3)	4%	(24)	586
Trump Job Strongly Approve	67%	(72)	20%	(22)	3%	(3)	5%	(5)	6%	(6)	109
Trump Job Somewhat Approve	62%	(103)	29%	(47)	2%	(4)	1%	(1)	6%	(11)	166
Trump Job Somewhat Disapprove	58%	(121)	34%	(72)	4%	(8)	—	(1)	3%	(7)	209
Trump Job Strongly Disapprove	59%	(221)	28%	(107)	8%	(29)	1%	(2)	5%	(17)	377
Favorable of Trump	69%	(176)	24%	(61)	2%	(6)	2%	(5)	3%	(7)	256
Unfavorable of Trump	58%	(352)	32%	(191)	6%	(39)	1%	(4)	3%	(20)	606
Very Favorable of Trump	74%	(81)	20%	(21)	1%	(1)	2%	(3)	3%	(4)	109
Somewhat Favorable of Trump	65%	(96)	27%	(40)	4%	(5)	2%	(2)	3%	(4)	147
Somewhat Unfavorable of Trump	56%	(98)	35%	(62)	5%	(8)	1%	(1)	3%	(6)	176
Very Unfavorable of Trump	59%	(254)	30%	(129)	7%	(30)	1%	(3)	3%	(14)	430
#1 Issue: Economy	65%	(193)	26%	(78)	4%	(12)	1%	(2)	4%	(11)	296
#1 Issue: Security	65%	(49)	28%	(21)	1%	(1)	—	(0)	5%	(4)	76
#1 Issue: Health Care	49%	(84)	34%	(59)	10%	(17)	2%	(3)	4%	(7)	171
#1 Issue: Women's Issues	61%	(71)	29%	(34)	4%	(4)	—	(0)	7%	(8)	117
#1 Issue: Education	61%	(89)	28%	(40)	6%	(8)	—	(0)	5%	(7)	145
#1 Issue: Energy	56%	(55)	34%	(33)	6%	(6)	2%	(2)	3%	(3)	98
#1 Issue: Other	50%	(41)	22%	(18)	1%	(1)	4%	(3)	23%	(19)	82

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**Table MGC8\_1:** And how important are each of the following to you?  
Making money

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	60%	(595)	29%	(285)	5%	(49)	1%	(10)	6%	(61)	1000
2018 House Vote: Democrat	54%	(61)	37%	(41)	6%	(7)	1%	(1)	2%	(2)	112
2016 Vote: Hillary Clinton	49%	(38)	38%	(30)	7%	(6)	1%	(1)	4%	(3)	78
2016 Vote: Didn't Vote	60%	(530)	28%	(245)	5%	(40)	1%	(9)	6%	(57)	881
Voted in 2014: No	60%	(583)	29%	(278)	5%	(45)	1%	(9)	6%	(57)	972
2012 Vote: Didn't Vote	59%	(582)	29%	(282)	5%	(47)	1%	(10)	6%	(57)	978
4-Region: Northeast	60%	(129)	32%	(68)	5%	(11)	—	(0)	4%	(8)	216
4-Region: Midwest	56%	(130)	32%	(73)	4%	(10)	2%	(4)	6%	(14)	232
4-Region: South	64%	(215)	24%	(81)	5%	(16)	1%	(3)	6%	(22)	337
4-Region: West	56%	(121)	29%	(63)	6%	(13)	1%	(2)	8%	(17)	216

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

**Table MGC8\_2:** And how important are each of the following to you?  
Having a successful career

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(634)	25%	(249)	4%	(45)	1%	(9)	6%	(63)	1000
Gender: Male	60%	(295)	27%	(130)	5%	(27)	1%	(6)	7%	(32)	489
Gender: Female	66%	(340)	23%	(120)	3%	(18)	1%	(3)	6%	(31)	511
Age: 18-34	57%	(289)	30%	(151)	5%	(26)	2%	(9)	6%	(31)	506
Generation Z: 13-23	63%	(634)	25%	(249)	4%	(45)	1%	(9)	6%	(63)	1000
PID: Dem (no lean)	65%	(229)	27%	(95)	4%	(13)	1%	(4)	4%	(13)	355
PID: Ind (no lean)	61%	(272)	24%	(105)	5%	(21)	—	(1)	10%	(45)	445
PID: Rep (no lean)	66%	(133)	25%	(50)	5%	(11)	2%	(3)	2%	(4)	201
PID/Gender: Dem Men	63%	(100)	28%	(44)	5%	(7)	2%	(3)	3%	(5)	160
PID/Gender: Dem Women	66%	(129)	26%	(50)	3%	(6)	—	(1)	4%	(9)	195
PID/Gender: Ind Men	57%	(127)	26%	(57)	6%	(13)	—	(1)	11%	(25)	223
PID/Gender: Ind Women	65%	(145)	22%	(48)	3%	(7)	—	(1)	9%	(21)	222
PID/Gender: Rep Men	64%	(67)	27%	(28)	6%	(6)	2%	(2)	2%	(3)	106
PID/Gender: Rep Women	69%	(65)	23%	(22)	5%	(5)	2%	(2)	2%	(2)	95
Ideo: Liberal (1-3)	58%	(188)	32%	(104)	6%	(19)	1%	(4)	3%	(8)	324
Ideo: Moderate (4)	70%	(129)	19%	(36)	6%	(11)	1%	(2)	4%	(7)	185
Ideo: Conservative (5-7)	65%	(113)	25%	(43)	5%	(9)	1%	(2)	3%	(6)	173
Educ: < College	64%	(587)	24%	(220)	4%	(40)	1%	(7)	7%	(61)	916
Educ: Bachelors degree	56%	(40)	36%	(26)	6%	(4)	1%	(1)	1%	(1)	72
Income: Under 50k	61%	(300)	24%	(119)	4%	(19)	1%	(7)	9%	(43)	488
Income: 50k-100k	64%	(211)	27%	(89)	5%	(17)	—	(1)	3%	(10)	328
Income: 100k+	67%	(123)	22%	(41)	5%	(9)	1%	(2)	5%	(9)	183
Ethnicity: White	62%	(398)	27%	(175)	5%	(29)	1%	(6)	5%	(30)	638
Ethnicity: Hispanic	61%	(124)	25%	(51)	6%	(12)	—	(1)	7%	(15)	203
Ethnicity: Afr. Am.	73%	(96)	13%	(16)	4%	(5)	1%	(2)	9%	(12)	131
Ethnicity: Other	61%	(140)	25%	(58)	5%	(11)	1%	(1)	9%	(21)	231
All Christian	67%	(184)	22%	(62)	6%	(16)	1%	(2)	4%	(10)	274
All Non-Christian	76%	(49)	15%	(9)	3%	(2)	1%	(1)	6%	(4)	65
Atheist	54%	(60)	41%	(46)	3%	(3)	—	(0)	3%	(3)	113
Agnostic/Nothing in particular	62%	(341)	24%	(132)	4%	(23)	1%	(6)	8%	(46)	548
Religious Non-Protestant/Catholic	73%	(60)	13%	(11)	5%	(4)	2%	(1)	6%	(5)	82

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**Table MGC8\_2:** And how important are each of the following to you?  
Having a successful career

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(634)	25%	(249)	4%	(45)	1%	(9)	6%	(63)	1000
Evangelical	65%	(116)	24%	(43)	5%	(9)	1%	(2)	6%	(10)	180
Non-Evangelical	68%	(192)	23%	(65)	4%	(11)	—	(1)	5%	(14)	283
Community: Urban	65%	(165)	25%	(63)	4%	(11)	1%	(3)	5%	(13)	256
Community: Suburban	65%	(349)	25%	(135)	4%	(21)	1%	(3)	6%	(30)	539
Community: Rural	58%	(120)	25%	(51)	6%	(13)	1%	(2)	10%	(20)	206
Employ: Private Sector	65%	(54)	30%	(25)	3%	(2)	2%	(2)	1%	(1)	84
Employ: Unemployed	61%	(94)	24%	(38)	3%	(5)	2%	(2)	10%	(15)	154
Military HH: Yes	63%	(83)	23%	(30)	5%	(6)	1%	(2)	8%	(11)	132
Military HH: No	63%	(551)	25%	(220)	4%	(38)	1%	(7)	6%	(52)	868
RD/WT: Right Direction	64%	(197)	23%	(70)	3%	(10)	1%	(4)	8%	(25)	305
RD/WT: Wrong Track	63%	(437)	26%	(179)	5%	(35)	1%	(5)	5%	(38)	695
Trump Job Approve	67%	(183)	22%	(61)	4%	(10)	1%	(3)	6%	(17)	274
Trump Job Disapprove	62%	(363)	28%	(162)	5%	(30)	1%	(6)	4%	(25)	586
Trump Job Strongly Approve	65%	(71)	24%	(26)	3%	(4)	2%	(2)	6%	(6)	109
Trump Job Somewhat Approve	68%	(112)	21%	(36)	4%	(7)	—	(1)	6%	(11)	166
Trump Job Somewhat Disapprove	66%	(138)	27%	(57)	3%	(6)	1%	(2)	3%	(6)	209
Trump Job Strongly Disapprove	59%	(224)	28%	(106)	7%	(25)	1%	(3)	5%	(19)	377
Favorable of Trump	73%	(187)	21%	(54)	2%	(6)	1%	(3)	2%	(6)	256
Unfavorable of Trump	62%	(374)	29%	(173)	5%	(31)	1%	(5)	4%	(23)	606
Very Favorable of Trump	73%	(79)	23%	(25)	1%	(1)	2%	(2)	2%	(2)	109
Somewhat Favorable of Trump	73%	(107)	20%	(29)	3%	(5)	1%	(2)	3%	(4)	147
Somewhat Unfavorable of Trump	63%	(111)	27%	(47)	6%	(10)	1%	(1)	3%	(6)	176
Very Unfavorable of Trump	61%	(263)	29%	(126)	5%	(21)	1%	(3)	4%	(17)	430
#1 Issue: Economy	65%	(194)	26%	(78)	3%	(9)	1%	(3)	4%	(12)	296
#1 Issue: Security	76%	(58)	18%	(14)	—	(0)	—	(0)	5%	(4)	76
#1 Issue: Health Care	59%	(101)	27%	(46)	9%	(16)	—	(0)	4%	(7)	171
#1 Issue: Women's Issues	69%	(80)	21%	(25)	3%	(4)	1%	(1)	6%	(7)	117
#1 Issue: Education	65%	(94)	26%	(38)	2%	(3)	1%	(1)	6%	(9)	145
#1 Issue: Energy	59%	(57)	27%	(27)	8%	(8)	2%	(2)	4%	(4)	98
#1 Issue: Other	52%	(43)	22%	(18)	2%	(2)	1%	(1)	23%	(19)	82

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**Table MGC8\_2:** And how important are each of the following to you?  
Having a successful career

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(634)	25%	(249)	4%	(45)	1%	(9)	6%	(63)	1000
2018 House Vote: Democrat	54%	(61)	37%	(42)	4%	(5)	2%	(2)	3%	(3)	112
2016 Vote: Hillary Clinton	52%	(40)	37%	(29)	5%	(4)	—	(0)	6%	(5)	78
2016 Vote: Didn't Vote	65%	(572)	23%	(205)	5%	(40)	1%	(7)	6%	(57)	881
Voted in 2014: No	64%	(620)	25%	(241)	4%	(43)	1%	(9)	6%	(59)	972
2012 Vote: Didn't Vote	63%	(621)	25%	(245)	5%	(45)	1%	(8)	6%	(59)	978
4-Region: Northeast	64%	(139)	27%	(59)	4%	(9)	—	(0)	4%	(8)	216
4-Region: Midwest	68%	(158)	21%	(50)	4%	(9)	—	(1)	6%	(14)	232
4-Region: South	63%	(211)	25%	(83)	4%	(13)	1%	(4)	8%	(25)	337
4-Region: West	58%	(126)	27%	(58)	6%	(13)	2%	(4)	7%	(15)	216

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

**Table MGC8\_3:** And how important are each of the following to you?  
Having a family

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	47%	(465)	28%	(281)	11%	(108)	7%	(72)	7%	(74)	1000
Gender: Male	43%	(209)	30%	(149)	10%	(49)	9%	(42)	8%	(40)	489
Gender: Female	50%	(256)	26%	(133)	11%	(59)	6%	(29)	7%	(35)	511
Age: 18-34	45%	(226)	30%	(151)	11%	(56)	7%	(36)	7%	(37)	506
Generation Z: 13-23	47%	(465)	28%	(281)	11%	(108)	7%	(72)	7%	(74)	1000
PID: Dem (no lean)	43%	(151)	34%	(119)	11%	(39)	7%	(24)	6%	(21)	355
PID: Ind (no lean)	43%	(190)	27%	(120)	12%	(51)	8%	(38)	10%	(46)	445
PID: Rep (no lean)	62%	(124)	21%	(42)	9%	(18)	5%	(10)	4%	(7)	201
PID/Gender: Dem Men	42%	(67)	33%	(53)	9%	(15)	9%	(14)	7%	(12)	160
PID/Gender: Dem Women	44%	(85)	34%	(67)	12%	(24)	5%	(10)	5%	(9)	195
PID/Gender: Ind Men	39%	(86)	31%	(69)	10%	(22)	10%	(22)	11%	(24)	223
PID/Gender: Ind Women	47%	(104)	23%	(51)	13%	(29)	7%	(16)	10%	(22)	222
PID/Gender: Rep Men	54%	(57)	26%	(27)	11%	(12)	6%	(6)	4%	(4)	106
PID/Gender: Rep Women	71%	(67)	16%	(15)	6%	(6)	4%	(4)	3%	(3)	95
Ideo: Liberal (1-3)	40%	(129)	32%	(105)	14%	(44)	10%	(34)	4%	(12)	324
Ideo: Moderate (4)	44%	(82)	28%	(53)	13%	(24)	8%	(14)	7%	(12)	185
Ideo: Conservative (5-7)	60%	(104)	24%	(41)	10%	(17)	3%	(5)	3%	(5)	173
Educ: < College	47%	(428)	28%	(256)	10%	(93)	7%	(66)	8%	(72)	916
Educ: Bachelors degree	42%	(30)	34%	(24)	17%	(12)	6%	(4)	2%	(1)	72
Income: Under 50k	42%	(208)	30%	(145)	11%	(54)	7%	(36)	10%	(47)	488
Income: 50k-100k	49%	(162)	27%	(89)	11%	(37)	8%	(27)	4%	(13)	328
Income: 100k+	52%	(96)	26%	(48)	9%	(16)	5%	(9)	8%	(15)	183
Ethnicity: White	47%	(300)	28%	(178)	11%	(73)	8%	(52)	5%	(34)	638
Ethnicity: Hispanic	45%	(91)	25%	(52)	13%	(27)	9%	(18)	7%	(15)	203
Ethnicity: Afr. Am.	49%	(64)	27%	(35)	7%	(9)	5%	(7)	12%	(16)	131
Ethnicity: Other	44%	(101)	29%	(68)	11%	(26)	5%	(13)	10%	(24)	231
All Christian	54%	(148)	28%	(77)	8%	(22)	4%	(12)	6%	(15)	274
All Non-Christian	60%	(39)	24%	(16)	5%	(4)	4%	(3)	6%	(4)	65
Atheist	27%	(31)	34%	(39)	21%	(24)	14%	(16)	3%	(3)	113
Agnostic/Nothing in particular	45%	(248)	27%	(150)	11%	(58)	7%	(41)	9%	(52)	548
Religious Non-Protestant/Catholic	62%	(51)	24%	(20)	4%	(4)	3%	(3)	7%	(5)	82

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**Table MGC8\_3:** And how important are each of the following to you?  
Having a family

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	47%	(465)	28%	(281)	11%	(108)	7%	(72)	7%	(74)	1000
Evangelical	62%	(112)	21%	(39)	6%	(11)	4%	(7)	6%	(11)	180
Non-Evangelical	51%	(144)	28%	(80)	7%	(21)	6%	(17)	8%	(22)	283
Community: Urban	51%	(130)	25%	(65)	11%	(27)	7%	(19)	6%	(15)	256
Community: Suburban	44%	(237)	31%	(167)	12%	(62)	6%	(34)	7%	(38)	539
Community: Rural	48%	(98)	24%	(49)	9%	(19)	9%	(19)	10%	(21)	206
Employ: Private Sector	50%	(42)	37%	(31)	9%	(7)	4%	(3)	1%	(1)	84
Employ: Unemployed	46%	(71)	25%	(39)	11%	(17)	7%	(11)	11%	(16)	154
Military HH: Yes	46%	(61)	24%	(32)	13%	(17)	9%	(11)	9%	(12)	132
Military HH: No	47%	(405)	29%	(249)	10%	(91)	7%	(60)	7%	(63)	868
RD/WT: Right Direction	48%	(147)	28%	(85)	10%	(32)	5%	(15)	9%	(26)	305
RD/WT: Wrong Track	46%	(319)	28%	(196)	11%	(76)	8%	(56)	7%	(48)	695
Trump Job Approve	53%	(146)	24%	(66)	11%	(30)	5%	(15)	6%	(17)	274
Trump Job Disapprove	43%	(251)	31%	(181)	12%	(68)	9%	(54)	6%	(32)	586
Trump Job Strongly Approve	58%	(63)	18%	(20)	15%	(17)	3%	(3)	5%	(5)	109
Trump Job Somewhat Approve	50%	(82)	28%	(46)	8%	(14)	7%	(11)	7%	(12)	166
Trump Job Somewhat Disapprove	49%	(102)	31%	(65)	11%	(23)	6%	(13)	4%	(7)	209
Trump Job Strongly Disapprove	40%	(149)	31%	(117)	12%	(45)	11%	(41)	7%	(25)	377
Favorable of Trump	59%	(151)	24%	(63)	9%	(23)	5%	(13)	3%	(7)	256
Unfavorable of Trump	42%	(255)	31%	(187)	13%	(76)	9%	(56)	5%	(32)	606
Very Favorable of Trump	63%	(69)	23%	(25)	8%	(9)	3%	(3)	2%	(3)	109
Somewhat Favorable of Trump	56%	(82)	26%	(38)	9%	(13)	6%	(9)	3%	(4)	147
Somewhat Unfavorable of Trump	45%	(80)	33%	(57)	9%	(16)	7%	(13)	6%	(10)	176
Very Unfavorable of Trump	41%	(175)	30%	(130)	14%	(61)	10%	(44)	5%	(21)	430
#1 Issue: Economy	48%	(141)	29%	(86)	12%	(35)	7%	(20)	5%	(15)	296
#1 Issue: Security	59%	(45)	26%	(20)	4%	(3)	5%	(4)	6%	(5)	76
#1 Issue: Health Care	38%	(65)	36%	(62)	11%	(20)	8%	(14)	6%	(11)	171
#1 Issue: Women's Issues	55%	(65)	21%	(24)	13%	(15)	5%	(6)	6%	(7)	117
#1 Issue: Education	48%	(69)	25%	(36)	13%	(18)	7%	(11)	7%	(11)	145
#1 Issue: Energy	43%	(42)	37%	(36)	11%	(10)	6%	(6)	4%	(4)	98
#1 Issue: Other	37%	(30)	18%	(15)	9%	(7)	11%	(9)	26%	(21)	82

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**Table MGC8\_3:** *And how important are each of the following to you?*  
*Having a family*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	47%	(465)	28%	(281)	11%	(108)	7%	(72)	7%	(74)	1000
2018 House Vote: Democrat	48%	(54)	27%	(31)	14%	(15)	7%	(8)	4%	(5)	112
2016 Vote: Hillary Clinton	45%	(35)	26%	(20)	14%	(11)	7%	(5)	9%	(7)	78
2016 Vote: Didn't Vote	46%	(409)	28%	(247)	11%	(93)	7%	(66)	7%	(66)	881
Voted in 2014: No	47%	(454)	29%	(277)	11%	(103)	7%	(69)	7%	(69)	972
2012 Vote: Didn't Vote	46%	(453)	28%	(278)	11%	(106)	7%	(71)	7%	(70)	978
4-Region: Northeast	47%	(102)	33%	(70)	8%	(18)	5%	(12)	6%	(13)	216
4-Region: Midwest	42%	(98)	32%	(73)	9%	(22)	10%	(22)	7%	(17)	232
4-Region: South	50%	(168)	25%	(83)	12%	(39)	7%	(23)	7%	(24)	337
4-Region: West	45%	(97)	25%	(55)	13%	(28)	7%	(15)	9%	(20)	216

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

**Table MGC8\_4:** And how important are each of the following to you?  
Having time to pursue hobbies/activities you enjoy

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(629)	26%	(261)	3%	(29)	1%	(15)	7%	(67)	1000
Gender: Male	63%	(309)	24%	(118)	3%	(15)	2%	(11)	7%	(36)	489
Gender: Female	63%	(320)	28%	(144)	3%	(14)	1%	(4)	6%	(30)	511
Age: 18-34	62%	(312)	26%	(131)	4%	(18)	2%	(11)	7%	(34)	506
Generation Z: 13-23	63%	(629)	26%	(261)	3%	(29)	1%	(15)	7%	(67)	1000
PID: Dem (no lean)	68%	(241)	25%	(87)	2%	(8)	2%	(6)	4%	(13)	355
PID: Ind (no lean)	60%	(267)	25%	(112)	4%	(17)	1%	(2)	11%	(47)	445
PID: Rep (no lean)	60%	(121)	31%	(63)	2%	(4)	3%	(7)	3%	(6)	201
PID/Gender: Dem Men	67%	(107)	23%	(38)	3%	(5)	3%	(4)	4%	(6)	160
PID/Gender: Dem Women	69%	(134)	25%	(49)	1%	(2)	1%	(2)	4%	(7)	195
PID/Gender: Ind Men	62%	(138)	22%	(49)	3%	(8)	1%	(2)	12%	(26)	223
PID/Gender: Ind Women	58%	(129)	28%	(62)	4%	(9)	—	(1)	9%	(21)	222
PID/Gender: Rep Men	61%	(64)	29%	(31)	2%	(2)	5%	(5)	4%	(4)	106
PID/Gender: Rep Women	60%	(57)	34%	(32)	2%	(2)	2%	(1)	2%	(2)	95
Ideo: Liberal (1-3)	69%	(222)	25%	(82)	3%	(8)	2%	(5)	2%	(6)	324
Ideo: Moderate (4)	63%	(117)	26%	(48)	4%	(7)	2%	(4)	5%	(9)	185
Ideo: Conservative (5-7)	70%	(121)	23%	(40)	2%	(4)	1%	(2)	3%	(6)	173
Educ: < College	63%	(573)	26%	(237)	3%	(27)	2%	(14)	7%	(65)	916
Educ: Bachelors degree	67%	(48)	31%	(22)	1%	(1)	1%	(1)	1%	(1)	72
Income: Under 50k	61%	(299)	25%	(124)	3%	(14)	2%	(7)	9%	(44)	488
Income: 50k-100k	64%	(210)	28%	(93)	3%	(9)	2%	(5)	4%	(12)	328
Income: 100k+	66%	(120)	24%	(44)	3%	(6)	1%	(2)	6%	(11)	183
Ethnicity: White	64%	(407)	27%	(174)	3%	(21)	1%	(7)	5%	(30)	638
Ethnicity: Hispanic	59%	(119)	29%	(59)	3%	(5)	2%	(4)	8%	(16)	203
Ethnicity: Afr. Am.	65%	(85)	15%	(20)	3%	(4)	3%	(4)	13%	(17)	131
Ethnicity: Other	59%	(137)	29%	(67)	2%	(4)	2%	(4)	9%	(20)	231
All Christian	61%	(167)	30%	(81)	3%	(8)	1%	(4)	5%	(14)	274
All Non-Christian	68%	(44)	21%	(14)	3%	(2)	3%	(2)	5%	(3)	65
Atheist	70%	(79)	23%	(26)	4%	(4)	2%	(2)	2%	(2)	113
Agnostic/Nothing in particular	62%	(339)	26%	(140)	3%	(15)	1%	(7)	9%	(47)	548
Religious Non-Protestant/Catholic	66%	(54)	22%	(18)	4%	(3)	2%	(2)	6%	(5)	82

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**Table MGC8\_4:** And how important are each of the following to you?  
Having time to pursue hobbies/activities you enjoy

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(629)	26%	(261)	3%	(29)	1%	(15)	7%	(67)	1000
Evangelical	61%	(110)	29%	(52)	2%	(3)	2%	(3)	6%	(12)	180
Non-Evangelical	61%	(173)	28%	(80)	3%	(8)	2%	(5)	6%	(18)	283
Community: Urban	63%	(161)	28%	(71)	3%	(6)	2%	(4)	5%	(13)	256
Community: Suburban	64%	(346)	26%	(142)	3%	(15)	1%	(8)	5%	(28)	539
Community: Rural	59%	(122)	23%	(48)	3%	(7)	2%	(3)	13%	(26)	206
Employ: Private Sector	70%	(59)	25%	(21)	2%	(1)	1%	(1)	2%	(2)	84
Employ: Unemployed	59%	(91)	22%	(34)	5%	(8)	3%	(5)	11%	(16)	154
Military HH: Yes	62%	(82)	23%	(30)	5%	(6)	1%	(1)	10%	(13)	132
Military HH: No	63%	(547)	27%	(231)	3%	(22)	2%	(14)	6%	(53)	868
RD/WT: Right Direction	57%	(174)	29%	(88)	4%	(11)	2%	(6)	8%	(26)	305
RD/WT: Wrong Track	65%	(454)	25%	(174)	2%	(17)	1%	(9)	6%	(41)	695
Trump Job Approve	61%	(167)	27%	(74)	3%	(9)	2%	(6)	7%	(18)	274
Trump Job Disapprove	66%	(386)	26%	(152)	2%	(14)	1%	(9)	4%	(25)	586
Trump Job Strongly Approve	67%	(72)	24%	(26)	2%	(2)	1%	(1)	7%	(8)	109
Trump Job Somewhat Approve	57%	(95)	29%	(48)	4%	(6)	3%	(6)	6%	(11)	166
Trump Job Somewhat Disapprove	62%	(130)	32%	(66)	1%	(3)	2%	(4)	3%	(5)	209
Trump Job Strongly Disapprove	68%	(256)	23%	(86)	3%	(11)	1%	(5)	5%	(20)	377
Favorable of Trump	65%	(168)	28%	(70)	3%	(7)	1%	(3)	3%	(8)	256
Unfavorable of Trump	65%	(393)	27%	(162)	3%	(16)	2%	(10)	4%	(24)	606
Very Favorable of Trump	71%	(77)	21%	(23)	3%	(3)	1%	(2)	3%	(4)	109
Somewhat Favorable of Trump	61%	(90)	32%	(47)	3%	(4)	1%	(2)	3%	(4)	147
Somewhat Unfavorable of Trump	57%	(100)	31%	(55)	5%	(9)	2%	(3)	5%	(8)	176
Very Unfavorable of Trump	68%	(292)	25%	(107)	2%	(7)	2%	(7)	4%	(16)	430
#1 Issue: Economy	62%	(185)	29%	(86)	3%	(9)	2%	(5)	4%	(12)	296
#1 Issue: Security	61%	(46)	29%	(22)	3%	(3)	1%	(1)	5%	(4)	76
#1 Issue: Health Care	58%	(99)	32%	(54)	4%	(6)	1%	(1)	5%	(9)	171
#1 Issue: Women's Issues	62%	(73)	31%	(36)	—	(1)	1%	(1)	6%	(7)	117
#1 Issue: Education	68%	(99)	21%	(30)	2%	(3)	2%	(3)	7%	(10)	145
#1 Issue: Energy	71%	(69)	20%	(19)	6%	(6)	2%	(2)	3%	(3)	98
#1 Issue: Other	63%	(52)	12%	(10)	2%	(2)	—	(0)	23%	(19)	82

Continued on next page

**Table MGC8\_4:** And how important are each of the following to you?  
Having time to pursue hobbies/activities you enjoy

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	63%	(629)	26%	(261)	3%	(29)	1%	(15)	7%	(67)	1000
2018 House Vote: Democrat	70%	(79)	23%	(26)	2%	(2)	3%	(3)	2%	(2)	112
2016 Vote: Hillary Clinton	61%	(47)	27%	(21)	5%	(4)	3%	(2)	4%	(3)	78
2016 Vote: Didn't Vote	63%	(552)	26%	(230)	3%	(24)	1%	(13)	7%	(62)	881
Voted in 2014: No	63%	(615)	26%	(252)	3%	(29)	1%	(13)	7%	(63)	972
2012 Vote: Didn't Vote	63%	(618)	26%	(255)	3%	(29)	1%	(13)	6%	(63)	978
4-Region: Northeast	66%	(142)	23%	(50)	4%	(9)	2%	(5)	4%	(9)	216
4-Region: Midwest	60%	(140)	32%	(74)	1%	(1)	1%	(2)	6%	(14)	232
4-Region: South	62%	(208)	24%	(82)	4%	(13)	2%	(6)	8%	(27)	337
4-Region: West	64%	(139)	26%	(55)	2%	(5)	1%	(1)	8%	(16)	216

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

**Table MGC8\_5: And how important are each of the following to you?**  
*Having close friends*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	62%	(619)	24%	(238)	7%	(65)	2%	(19)	6%	(59)	1000
Gender: Male	60%	(293)	24%	(117)	7%	(36)	3%	(13)	6%	(31)	489
Gender: Female	64%	(327)	24%	(121)	6%	(29)	1%	(6)	5%	(28)	511
Age: 18-34	57%	(286)	26%	(132)	8%	(43)	3%	(14)	6%	(32)	506
Generation Z: 13-23	62%	(619)	24%	(238)	7%	(65)	2%	(19)	6%	(59)	1000
PID: Dem (no lean)	65%	(231)	24%	(84)	5%	(19)	2%	(7)	4%	(13)	355
PID: Ind (no lean)	56%	(249)	26%	(114)	8%	(34)	2%	(7)	9%	(41)	445
PID: Rep (no lean)	69%	(139)	20%	(40)	6%	(12)	2%	(5)	2%	(5)	201
PID/Gender: Dem Men	66%	(106)	20%	(33)	7%	(10)	3%	(5)	3%	(5)	160
PID/Gender: Dem Women	64%	(125)	27%	(52)	4%	(9)	1%	(2)	4%	(8)	195
PID/Gender: Ind Men	52%	(116)	29%	(64)	6%	(14)	2%	(5)	11%	(24)	223
PID/Gender: Ind Women	60%	(133)	23%	(50)	9%	(19)	1%	(2)	8%	(17)	222
PID/Gender: Rep Men	67%	(71)	19%	(20)	10%	(11)	2%	(2)	2%	(2)	106
PID/Gender: Rep Women	72%	(68)	20%	(19)	2%	(2)	3%	(2)	3%	(3)	95
Ideo: Liberal (1-3)	66%	(215)	23%	(74)	7%	(22)	2%	(6)	2%	(7)	324
Ideo: Moderate (4)	52%	(96)	32%	(59)	9%	(17)	2%	(5)	5%	(9)	185
Ideo: Conservative (5-7)	74%	(128)	15%	(26)	6%	(11)	1%	(2)	3%	(6)	173
Educ: < College	62%	(569)	23%	(214)	7%	(63)	2%	(14)	6%	(56)	916
Educ: Bachelors degree	60%	(43)	31%	(23)	2%	(2)	6%	(4)	1%	(1)	72
Income: Under 50k	57%	(276)	26%	(126)	8%	(40)	2%	(8)	8%	(38)	488
Income: 50k-100k	63%	(208)	25%	(81)	7%	(22)	2%	(8)	3%	(10)	328
Income: 100k+	74%	(135)	17%	(31)	2%	(3)	2%	(3)	6%	(11)	183
Ethnicity: White	67%	(426)	22%	(142)	6%	(37)	2%	(10)	4%	(23)	638
Ethnicity: Hispanic	57%	(115)	24%	(48)	10%	(21)	3%	(5)	7%	(14)	203
Ethnicity: Afr. Am.	50%	(65)	26%	(34)	9%	(12)	3%	(4)	12%	(16)	131
Ethnicity: Other	55%	(128)	27%	(63)	7%	(16)	2%	(5)	8%	(19)	231
All Christian	65%	(177)	19%	(53)	9%	(25)	2%	(6)	5%	(14)	274
All Non-Christian	67%	(43)	21%	(13)	8%	(5)	—	(0)	5%	(3)	65
Atheist	61%	(69)	31%	(35)	5%	(5)	2%	(2)	2%	(2)	113
Agnostic/Nothing in particular	60%	(330)	25%	(137)	6%	(30)	2%	(12)	7%	(39)	548
Religious Non-Protestant/Catholic	65%	(53)	21%	(17)	8%	(7)	—	(0)	7%	(5)	82

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**Table MGC8\_5: And how important are each of the following to you?**  
*Having close friends*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	62%	(619)	24%	(238)	7%	(65)	2%	(19)	6%	(59)	1000
Evangelical	66%	(118)	23%	(42)	7%	(12)	—	(1)	4%	(7)	180
Non-Evangelical	65%	(185)	20%	(56)	7%	(20)	2%	(6)	6%	(17)	283
Community: Urban	60%	(154)	26%	(65)	7%	(17)	2%	(5)	5%	(13)	256
Community: Suburban	63%	(340)	24%	(129)	7%	(38)	2%	(9)	4%	(23)	539
Community: Rural	61%	(125)	21%	(43)	5%	(10)	2%	(5)	11%	(22)	206
Employ: Private Sector	65%	(55)	26%	(22)	4%	(3)	3%	(3)	2%	(2)	84
Employ: Unemployed	54%	(83)	23%	(36)	10%	(16)	3%	(4)	10%	(15)	154
Military HH: Yes	62%	(82)	23%	(31)	4%	(6)	2%	(2)	9%	(12)	132
Military HH: No	62%	(537)	24%	(207)	7%	(59)	2%	(17)	5%	(47)	868
RD/WT: Right Direction	59%	(181)	23%	(72)	7%	(22)	2%	(6)	8%	(24)	305
RD/WT: Wrong Track	63%	(438)	24%	(166)	6%	(43)	2%	(13)	5%	(35)	695
Trump Job Approve	64%	(176)	19%	(52)	7%	(21)	2%	(7)	7%	(19)	274
Trump Job Disapprove	64%	(372)	25%	(145)	7%	(40)	2%	(11)	3%	(19)	586
Trump Job Strongly Approve	69%	(75)	17%	(19)	5%	(5)	3%	(3)	6%	(6)	109
Trump Job Somewhat Approve	61%	(101)	20%	(34)	9%	(15)	2%	(3)	8%	(13)	166
Trump Job Somewhat Disapprove	62%	(129)	27%	(56)	8%	(18)	2%	(3)	2%	(4)	209
Trump Job Strongly Disapprove	65%	(244)	24%	(89)	6%	(22)	2%	(7)	4%	(15)	377
Favorable of Trump	71%	(183)	18%	(46)	7%	(18)	1%	(2)	3%	(7)	256
Unfavorable of Trump	63%	(380)	26%	(159)	6%	(37)	2%	(13)	3%	(16)	606
Very Favorable of Trump	75%	(81)	18%	(20)	4%	(4)	1%	(1)	2%	(3)	109
Somewhat Favorable of Trump	69%	(101)	17%	(26)	9%	(14)	1%	(1)	3%	(5)	147
Somewhat Unfavorable of Trump	52%	(91)	34%	(60)	11%	(19)	—	(0)	3%	(5)	176
Very Unfavorable of Trump	67%	(290)	23%	(99)	4%	(18)	3%	(13)	3%	(11)	430
#1 Issue: Economy	61%	(180)	25%	(74)	10%	(31)	1%	(3)	3%	(8)	296
#1 Issue: Security	66%	(50)	19%	(14)	5%	(4)	3%	(2)	7%	(5)	76
#1 Issue: Health Care	57%	(97)	31%	(53)	6%	(9)	3%	(4)	4%	(7)	171
#1 Issue: Women's Issues	75%	(89)	10%	(12)	5%	(6)	3%	(3)	6%	(7)	117
#1 Issue: Education	64%	(93)	26%	(37)	3%	(4)	1%	(1)	7%	(10)	145
#1 Issue: Energy	67%	(65)	23%	(22)	4%	(4)	3%	(3)	3%	(3)	98
#1 Issue: Other	49%	(40)	24%	(20)	6%	(5)	—	(0)	21%	(17)	82

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**Table MGC8\_5:** *And how important are each of the following to you?*  
*Having close friends*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	62%	(619)	24%	(238)	7%	(65)	2%	(19)	6%	(59)	1000
2018 House Vote: Democrat	67%	(75)	25%	(28)	4%	(4)	2%	(3)	2%	(2)	112
2016 Vote: Hillary Clinton	58%	(45)	32%	(25)	5%	(4)	—	(0)	4%	(3)	78
2016 Vote: Didn't Vote	62%	(548)	23%	(202)	7%	(60)	2%	(18)	6%	(52)	881
Voted in 2014: No	62%	(603)	24%	(232)	7%	(64)	2%	(18)	6%	(55)	972
2012 Vote: Didn't Vote	62%	(609)	24%	(232)	6%	(63)	2%	(19)	6%	(54)	978
4-Region: Northeast	63%	(135)	21%	(45)	10%	(21)	3%	(6)	4%	(9)	216
4-Region: Midwest	63%	(146)	26%	(60)	3%	(8)	2%	(5)	6%	(14)	232
4-Region: South	58%	(197)	27%	(90)	7%	(23)	1%	(5)	6%	(22)	337
4-Region: West	66%	(142)	20%	(43)	6%	(13)	2%	(4)	7%	(15)	216

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

**Table MGC8\_6:** And how important are each of the following to you?  
*Buying a home*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	45%	(451)	32%	(324)	10%	(103)	3%	(32)	9%	(90)	1000
Gender: Male	44%	(216)	32%	(155)	10%	(47)	4%	(20)	10%	(51)	489
Gender: Female	46%	(236)	33%	(169)	11%	(56)	2%	(12)	7%	(38)	511
Age: 18-34	44%	(225)	32%	(160)	11%	(54)	5%	(25)	8%	(43)	506
Generation Z: 13-23	45%	(451)	32%	(324)	10%	(103)	3%	(32)	9%	(90)	1000
PID: Dem (no lean)	43%	(151)	33%	(119)	14%	(51)	3%	(12)	6%	(23)	355
PID: Ind (no lean)	46%	(203)	31%	(137)	7%	(33)	3%	(14)	13%	(58)	445
PID: Rep (no lean)	49%	(98)	34%	(68)	10%	(20)	3%	(7)	4%	(9)	201
PID/Gender: Dem Men	44%	(70)	33%	(52)	12%	(19)	3%	(5)	9%	(14)	160
PID/Gender: Dem Women	42%	(81)	34%	(67)	16%	(32)	4%	(7)	4%	(8)	195
PID/Gender: Ind Men	43%	(97)	30%	(68)	8%	(18)	4%	(10)	14%	(31)	223
PID/Gender: Ind Women	48%	(106)	31%	(70)	7%	(15)	2%	(4)	12%	(27)	222
PID/Gender: Rep Men	46%	(49)	33%	(35)	10%	(10)	5%	(5)	6%	(6)	106
PID/Gender: Rep Women	52%	(49)	34%	(33)	10%	(9)	2%	(2)	3%	(2)	95
Ideo: Liberal (1-3)	41%	(132)	32%	(102)	17%	(54)	6%	(19)	5%	(17)	324
Ideo: Moderate (4)	45%	(84)	36%	(67)	9%	(16)	2%	(4)	8%	(14)	185
Ideo: Conservative (5-7)	51%	(89)	36%	(63)	5%	(9)	3%	(6)	4%	(7)	173
Educ: < College	45%	(416)	32%	(293)	10%	(94)	3%	(25)	10%	(87)	916
Educ: Bachelors degree	40%	(29)	36%	(26)	12%	(9)	9%	(7)	2%	(1)	72
Income: Under 50k	45%	(219)	31%	(150)	11%	(53)	3%	(14)	11%	(53)	488
Income: 50k-100k	47%	(154)	35%	(114)	10%	(31)	3%	(8)	6%	(20)	328
Income: 100k+	43%	(78)	32%	(59)	11%	(19)	5%	(10)	9%	(17)	183
Ethnicity: White	45%	(286)	33%	(213)	11%	(70)	4%	(26)	7%	(42)	638
Ethnicity: Hispanic	46%	(92)	31%	(62)	10%	(20)	3%	(7)	11%	(22)	203
Ethnicity: Afr. Am.	48%	(63)	26%	(34)	9%	(12)	2%	(3)	14%	(18)	131
Ethnicity: Other	44%	(103)	33%	(76)	9%	(21)	1%	(3)	13%	(29)	231
All Christian	47%	(128)	35%	(96)	9%	(25)	3%	(9)	6%	(16)	274
All Non-Christian	50%	(32)	34%	(22)	4%	(3)	4%	(3)	8%	(5)	65
Atheist	35%	(39)	32%	(37)	21%	(24)	8%	(9)	5%	(5)	113
Agnostic/Nothing in particular	46%	(252)	31%	(169)	9%	(52)	2%	(12)	12%	(63)	548
Religious Non-Protestant/Catholic	48%	(39)	36%	(30)	5%	(4)	3%	(3)	8%	(7)	82

Continued on next page

**Table MGC8\_6:** *And how important are each of the following to you?*  
*Buying a home*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	45%	(451)	32%	(324)	10%	(103)	3%	(32)	9%	(90)	1000
Evangelical	55%	(99)	30%	(53)	8%	(14)	1%	(2)	6%	(11)	180
Non-Evangelical	48%	(136)	33%	(94)	8%	(23)	3%	(8)	8%	(22)	283
Community: Urban	49%	(126)	32%	(81)	11%	(27)	2%	(6)	6%	(16)	256
Community: Suburban	46%	(246)	33%	(177)	10%	(56)	3%	(16)	8%	(44)	539
Community: Rural	39%	(80)	32%	(66)	10%	(20)	5%	(11)	14%	(29)	206
Employ: Private Sector	48%	(40)	31%	(26)	13%	(11)	4%	(3)	4%	(4)	84
Employ: Unemployed	43%	(66)	32%	(50)	9%	(14)	3%	(4)	13%	(20)	154
Military HH: Yes	46%	(60)	33%	(43)	8%	(11)	1%	(2)	12%	(16)	132
Military HH: No	45%	(391)	32%	(280)	11%	(93)	4%	(31)	8%	(73)	868
RD/WT: Right Direction	47%	(143)	32%	(97)	6%	(18)	4%	(11)	12%	(37)	305
RD/WT: Wrong Track	44%	(308)	33%	(227)	12%	(86)	3%	(21)	8%	(53)	695
Trump Job Approve	50%	(137)	30%	(83)	7%	(20)	4%	(12)	8%	(23)	274
Trump Job Disapprove	41%	(243)	36%	(209)	13%	(78)	3%	(20)	6%	(36)	586
Trump Job Strongly Approve	44%	(48)	32%	(35)	6%	(6)	8%	(8)	10%	(11)	109
Trump Job Somewhat Approve	54%	(89)	29%	(48)	8%	(14)	2%	(3)	7%	(12)	166
Trump Job Somewhat Disapprove	41%	(86)	43%	(89)	9%	(20)	2%	(4)	5%	(9)	209
Trump Job Strongly Disapprove	42%	(157)	32%	(120)	16%	(59)	4%	(15)	7%	(27)	377
Favorable of Trump	53%	(136)	33%	(85)	6%	(16)	3%	(7)	5%	(12)	256
Unfavorable of Trump	42%	(252)	35%	(212)	13%	(80)	4%	(22)	7%	(40)	606
Very Favorable of Trump	53%	(58)	31%	(34)	6%	(6)	3%	(3)	6%	(7)	109
Somewhat Favorable of Trump	53%	(78)	34%	(51)	7%	(10)	3%	(4)	3%	(5)	147
Somewhat Unfavorable of Trump	44%	(77)	39%	(68)	7%	(13)	2%	(3)	8%	(14)	176
Very Unfavorable of Trump	41%	(175)	33%	(143)	16%	(67)	4%	(19)	6%	(26)	430
#1 Issue: Economy	45%	(133)	35%	(103)	9%	(27)	4%	(13)	7%	(20)	296
#1 Issue: Security	59%	(45)	26%	(20)	6%	(4)	—	(0)	9%	(7)	76
#1 Issue: Health Care	38%	(65)	35%	(59)	16%	(27)	4%	(7)	7%	(13)	171
#1 Issue: Women's Issues	46%	(54)	39%	(45)	8%	(9)	2%	(2)	6%	(7)	117
#1 Issue: Education	51%	(73)	31%	(45)	10%	(14)	—	(0)	8%	(12)	145
#1 Issue: Energy	42%	(41)	30%	(29)	16%	(16)	4%	(4)	9%	(8)	98
#1 Issue: Other	42%	(35)	22%	(18)	7%	(6)	4%	(3)	24%	(20)	82

Continued on next page

**Table MGC8\_6:** And how important are each of the following to you?  
Buying a home

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	45%	(451)	32%	(324)	10%	(103)	3%	(32)	9%	(90)	1000
2018 House Vote: Democrat	42%	(48)	35%	(39)	13%	(14)	6%	(7)	4%	(5)	112
2016 Vote: Hillary Clinton	41%	(32)	34%	(26)	11%	(8)	8%	(7)	6%	(5)	78
2016 Vote: Didn't Vote	46%	(402)	32%	(283)	10%	(89)	3%	(23)	10%	(84)	881
Voted in 2014: No	45%	(441)	33%	(316)	10%	(102)	3%	(28)	9%	(85)	972
2012 Vote: Didn't Vote	45%	(439)	33%	(318)	10%	(103)	3%	(31)	9%	(86)	978
4-Region: Northeast	44%	(94)	34%	(74)	11%	(23)	5%	(11)	6%	(13)	216
4-Region: Midwest	45%	(104)	34%	(78)	10%	(24)	2%	(3)	10%	(22)	232
4-Region: South	47%	(157)	30%	(101)	9%	(31)	3%	(11)	11%	(36)	337
4-Region: West	44%	(96)	33%	(70)	11%	(25)	3%	(6)	9%	(19)	216

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

**Table MGC8\_7:** And how important are each of the following to you?  
Being in a romantic relationship

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(333)	34%	(344)	17%	(173)	7%	(72)	8%	(79)	1000
Gender: Male	36%	(174)	33%	(163)	15%	(76)	7%	(34)	9%	(42)	489
Gender: Female	31%	(158)	35%	(181)	19%	(97)	7%	(37)	7%	(37)	511
Age: 18-34	34%	(173)	35%	(178)	16%	(79)	7%	(38)	8%	(38)	506
Generation Z: 13-23	33%	(333)	34%	(344)	17%	(173)	7%	(72)	8%	(79)	1000
PID: Dem (no lean)	35%	(126)	34%	(121)	18%	(64)	7%	(24)	6%	(20)	355
PID: Ind (no lean)	29%	(127)	34%	(152)	18%	(81)	7%	(32)	12%	(52)	445
PID: Rep (no lean)	40%	(80)	35%	(71)	14%	(27)	8%	(15)	3%	(7)	201
PID/Gender: Dem Men	38%	(62)	35%	(56)	15%	(24)	5%	(8)	6%	(10)	160
PID/Gender: Dem Women	33%	(64)	33%	(65)	20%	(40)	8%	(16)	5%	(10)	195
PID/Gender: Ind Men	31%	(70)	31%	(69)	17%	(37)	8%	(18)	13%	(28)	223
PID/Gender: Ind Women	26%	(57)	37%	(83)	20%	(44)	6%	(14)	11%	(24)	222
PID/Gender: Rep Men	40%	(43)	35%	(37)	14%	(14)	7%	(8)	4%	(4)	106
PID/Gender: Rep Women	40%	(37)	36%	(34)	13%	(13)	8%	(7)	3%	(3)	95
Ideo: Liberal (1-3)	33%	(106)	35%	(114)	21%	(67)	8%	(24)	4%	(13)	324
Ideo: Moderate (4)	31%	(58)	37%	(68)	16%	(29)	11%	(19)	6%	(10)	185
Ideo: Conservative (5-7)	44%	(76)	31%	(53)	16%	(28)	6%	(10)	3%	(5)	173
Educ: < College	32%	(296)	34%	(314)	18%	(162)	7%	(66)	8%	(77)	916
Educ: Bachelors degree	42%	(31)	41%	(29)	13%	(10)	4%	(3)	—	(0)	72
Income: Under 50k	32%	(159)	33%	(159)	18%	(86)	7%	(34)	10%	(51)	488
Income: 50k-100k	32%	(106)	38%	(124)	19%	(62)	7%	(24)	4%	(12)	328
Income: 100k+	37%	(68)	34%	(62)	13%	(25)	8%	(14)	9%	(16)	183
Ethnicity: White	36%	(228)	36%	(227)	17%	(106)	7%	(42)	5%	(35)	638
Ethnicity: Hispanic	30%	(61)	35%	(72)	13%	(27)	12%	(24)	9%	(19)	203
Ethnicity: Afr. Am.	25%	(32)	33%	(44)	18%	(24)	9%	(12)	14%	(19)	131
Ethnicity: Other	31%	(72)	32%	(73)	19%	(43)	8%	(18)	11%	(25)	231
All Christian	36%	(98)	37%	(101)	16%	(43)	6%	(17)	5%	(14)	274
All Non-Christian	51%	(33)	26%	(17)	12%	(8)	6%	(4)	6%	(4)	65
Atheist	36%	(40)	30%	(33)	20%	(23)	11%	(12)	3%	(4)	113
Agnostic/Nothing in particular	30%	(162)	35%	(192)	18%	(99)	7%	(38)	10%	(57)	548
Religious Non-Protestant/Catholic	49%	(40)	25%	(21)	14%	(11)	5%	(4)	6%	(5)	82

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**Table MGC8\_7: And how important are each of the following to you?**  
*Being in a romantic relationship*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(333)	34%	(344)	17%	(173)	7%	(72)	8%	(79)	1000
Evangelical	39%	(70)	37%	(67)	15%	(27)	3%	(5)	6%	(12)	180
Non-Evangelical	35%	(99)	38%	(106)	15%	(42)	6%	(16)	7%	(19)	283
Community: Urban	38%	(96)	34%	(88)	15%	(38)	5%	(13)	8%	(20)	256
Community: Suburban	33%	(175)	34%	(186)	19%	(103)	7%	(39)	7%	(35)	539
Community: Rural	30%	(61)	34%	(71)	15%	(31)	9%	(19)	11%	(23)	206
Employ: Private Sector	43%	(36)	40%	(33)	10%	(8)	6%	(5)	2%	(2)	84
Employ: Unemployed	33%	(51)	29%	(44)	16%	(25)	10%	(15)	12%	(18)	154
Military HH: Yes	28%	(37)	29%	(39)	21%	(28)	9%	(12)	12%	(16)	132
Military HH: No	34%	(295)	35%	(305)	17%	(144)	7%	(59)	7%	(63)	868
RD/WT: Right Direction	36%	(110)	34%	(104)	14%	(44)	6%	(18)	10%	(30)	305
RD/WT: Wrong Track	32%	(223)	35%	(240)	19%	(129)	8%	(54)	7%	(49)	695
Trump Job Approve	40%	(110)	35%	(95)	13%	(35)	6%	(17)	6%	(17)	274
Trump Job Disapprove	31%	(181)	36%	(212)	19%	(113)	8%	(47)	6%	(33)	586
Trump Job Strongly Approve	44%	(47)	27%	(29)	17%	(19)	7%	(8)	6%	(6)	109
Trump Job Somewhat Approve	38%	(63)	40%	(66)	10%	(17)	5%	(9)	7%	(11)	166
Trump Job Somewhat Disapprove	29%	(60)	43%	(90)	19%	(39)	5%	(11)	4%	(8)	209
Trump Job Strongly Disapprove	32%	(121)	32%	(122)	20%	(74)	9%	(35)	7%	(25)	377
Favorable of Trump	43%	(110)	35%	(89)	13%	(32)	7%	(17)	3%	(8)	256
Unfavorable of Trump	30%	(179)	37%	(223)	20%	(122)	8%	(48)	6%	(35)	606
Very Favorable of Trump	48%	(52)	30%	(32)	14%	(15)	6%	(7)	3%	(3)	109
Somewhat Favorable of Trump	40%	(58)	38%	(56)	12%	(17)	7%	(10)	3%	(5)	147
Somewhat Unfavorable of Trump	24%	(41)	46%	(80)	19%	(33)	3%	(6)	9%	(15)	176
Very Unfavorable of Trump	32%	(137)	33%	(143)	21%	(88)	10%	(42)	5%	(20)	430
#1 Issue: Economy	36%	(106)	38%	(114)	13%	(40)	7%	(21)	5%	(16)	296
#1 Issue: Security	33%	(25)	30%	(23)	21%	(16)	7%	(6)	8%	(6)	76
#1 Issue: Health Care	28%	(48)	34%	(58)	25%	(42)	8%	(14)	5%	(9)	171
#1 Issue: Women's Issues	40%	(48)	32%	(38)	14%	(17)	6%	(7)	7%	(8)	117
#1 Issue: Education	33%	(47)	34%	(50)	21%	(31)	5%	(8)	6%	(9)	145
#1 Issue: Energy	34%	(33)	36%	(35)	17%	(16)	9%	(9)	5%	(5)	98
#1 Issue: Other	26%	(22)	28%	(23)	13%	(11)	6%	(5)	26%	(22)	82

Continued on next page

**Table MGC8\_7:** And how important are each of the following to you?  
*Being in a romantic relationship*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(333)	34%	(344)	17%	(173)	7%	(72)	8%	(79)	1000
2018 House Vote: Democrat	41%	(46)	37%	(41)	14%	(16)	5%	(6)	3%	(4)	112
2016 Vote: Hillary Clinton	34%	(26)	40%	(31)	12%	(10)	8%	(6)	5%	(4)	78
2016 Vote: Didn't Vote	32%	(285)	34%	(300)	18%	(158)	7%	(64)	8%	(74)	881
Voted in 2014: No	33%	(323)	34%	(335)	17%	(167)	7%	(72)	8%	(75)	972
2012 Vote: Didn't Vote	33%	(327)	34%	(336)	17%	(170)	7%	(70)	8%	(75)	978
4-Region: Northeast	35%	(76)	38%	(81)	16%	(36)	6%	(12)	5%	(10)	216
4-Region: Midwest	33%	(76)	33%	(77)	20%	(47)	6%	(15)	7%	(17)	232
4-Region: South	35%	(118)	32%	(108)	14%	(49)	9%	(32)	9%	(31)	337
4-Region: West	29%	(63)	36%	(79)	19%	(41)	6%	(13)	9%	(20)	216

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

**Table MGC8\_8:** *And how important are each of the following to you?*  
*Getting married*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(327)	29%	(289)	18%	(182)	13%	(127)	7%	(75)	1000
Gender: Male	31%	(151)	29%	(140)	18%	(89)	14%	(69)	8%	(40)	489
Gender: Female	34%	(176)	29%	(149)	18%	(93)	11%	(58)	7%	(35)	511
Age: 18-34	30%	(154)	29%	(149)	19%	(94)	15%	(75)	7%	(34)	506
Generation Z: 13-23	33%	(327)	29%	(289)	18%	(182)	13%	(127)	7%	(75)	1000
PID: Dem (no lean)	28%	(98)	30%	(108)	23%	(82)	13%	(45)	6%	(21)	355
PID: Ind (no lean)	31%	(140)	28%	(126)	16%	(69)	14%	(60)	11%	(49)	445
PID: Rep (no lean)	45%	(89)	27%	(54)	15%	(31)	11%	(22)	2%	(4)	201
PID/Gender: Dem Men	26%	(42)	31%	(49)	23%	(37)	12%	(20)	8%	(13)	160
PID/Gender: Dem Women	29%	(56)	30%	(59)	23%	(45)	13%	(26)	4%	(9)	195
PID/Gender: Ind Men	31%	(68)	28%	(62)	14%	(31)	16%	(37)	11%	(25)	223
PID/Gender: Ind Women	32%	(72)	29%	(64)	17%	(38)	11%	(23)	11%	(25)	222
PID/Gender: Rep Men	39%	(41)	27%	(28)	20%	(21)	12%	(12)	3%	(3)	106
PID/Gender: Rep Women	51%	(48)	27%	(26)	10%	(10)	10%	(9)	2%	(2)	95
Ideo: Liberal (1-3)	25%	(81)	28%	(91)	26%	(84)	17%	(54)	4%	(14)	324
Ideo: Moderate (4)	33%	(60)	27%	(49)	20%	(38)	15%	(27)	6%	(11)	185
Ideo: Conservative (5-7)	48%	(84)	30%	(52)	11%	(18)	9%	(15)	2%	(4)	173
Educ: < College	33%	(299)	29%	(263)	18%	(163)	13%	(118)	8%	(73)	916
Educ: Bachelors degree	35%	(25)	32%	(23)	24%	(18)	7%	(5)	1%	(1)	72
Income: Under 50k	28%	(136)	29%	(141)	20%	(99)	14%	(66)	10%	(46)	488
Income: 50k-100k	37%	(120)	29%	(96)	17%	(56)	13%	(43)	4%	(13)	328
Income: 100k+	39%	(71)	29%	(53)	15%	(27)	10%	(17)	8%	(15)	183
Ethnicity: White	34%	(218)	30%	(194)	18%	(116)	12%	(78)	5%	(32)	638
Ethnicity: Hispanic	28%	(58)	26%	(53)	17%	(35)	20%	(41)	8%	(16)	203
Ethnicity: Afr. Am.	30%	(39)	20%	(26)	17%	(23)	19%	(24)	14%	(18)	131
Ethnicity: Other	30%	(70)	30%	(69)	19%	(44)	11%	(25)	11%	(24)	231
All Christian	41%	(112)	31%	(84)	14%	(39)	10%	(27)	5%	(13)	274
All Non-Christian	47%	(31)	28%	(18)	12%	(8)	10%	(6)	4%	(2)	65
Atheist	21%	(24)	28%	(31)	26%	(30)	21%	(24)	3%	(4)	113
Agnostic/Nothing in particular	29%	(160)	28%	(156)	19%	(106)	13%	(70)	10%	(56)	548
Religious Non-Protestant/Catholic	52%	(42)	25%	(20)	9%	(8)	10%	(8)	5%	(4)	82

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**Table MGC8\_8:** *And how important are each of the following to you?*  
*Getting married*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(327)	29%	(289)	18%	(182)	13%	(127)	7%	(75)	1000
Evangelical	47%	(84)	29%	(53)	10%	(18)	7%	(12)	7%	(12)	180
Non-Evangelical	35%	(98)	33%	(94)	16%	(44)	10%	(29)	6%	(18)	283
Community: Urban	33%	(85)	32%	(83)	17%	(44)	11%	(29)	6%	(15)	256
Community: Suburban	32%	(173)	28%	(151)	19%	(101)	14%	(74)	7%	(39)	539
Community: Rural	34%	(69)	27%	(55)	18%	(36)	12%	(25)	10%	(20)	206
Employ: Private Sector	39%	(33)	34%	(28)	15%	(12)	13%	(11)	—	(0)	84
Employ: Unemployed	29%	(45)	26%	(39)	16%	(25)	18%	(28)	11%	(17)	154
Military HH: Yes	34%	(45)	22%	(29)	20%	(27)	13%	(18)	11%	(14)	132
Military HH: No	32%	(282)	30%	(260)	18%	(155)	13%	(110)	7%	(61)	868
RD/WT: Right Direction	35%	(107)	33%	(100)	13%	(39)	10%	(32)	9%	(28)	305
RD/WT: Wrong Track	32%	(220)	27%	(189)	21%	(143)	14%	(96)	7%	(47)	695
Trump Job Approve	41%	(113)	30%	(81)	12%	(34)	9%	(26)	7%	(20)	274
Trump Job Disapprove	30%	(175)	28%	(165)	21%	(124)	16%	(92)	5%	(30)	586
Trump Job Strongly Approve	49%	(53)	23%	(25)	10%	(11)	10%	(11)	8%	(8)	109
Trump Job Somewhat Approve	36%	(60)	34%	(56)	14%	(23)	9%	(15)	7%	(12)	166
Trump Job Somewhat Disapprove	35%	(73)	32%	(66)	18%	(37)	13%	(28)	2%	(5)	209
Trump Job Strongly Disapprove	27%	(102)	26%	(99)	23%	(86)	17%	(64)	7%	(25)	377
Favorable of Trump	47%	(121)	29%	(74)	12%	(31)	8%	(21)	3%	(8)	256
Unfavorable of Trump	27%	(161)	30%	(183)	22%	(136)	16%	(95)	5%	(31)	606
Very Favorable of Trump	49%	(54)	28%	(31)	10%	(11)	10%	(11)	2%	(2)	109
Somewhat Favorable of Trump	46%	(67)	29%	(43)	14%	(20)	7%	(10)	4%	(6)	147
Somewhat Unfavorable of Trump	26%	(45)	40%	(70)	17%	(29)	11%	(19)	7%	(12)	176
Very Unfavorable of Trump	27%	(116)	26%	(112)	25%	(107)	18%	(76)	5%	(20)	430
#1 Issue: Economy	32%	(94)	32%	(95)	19%	(55)	13%	(39)	5%	(14)	296
#1 Issue: Security	45%	(34)	26%	(20)	12%	(9)	12%	(9)	4%	(3)	76
#1 Issue: Health Care	31%	(53)	28%	(48)	21%	(36)	12%	(21)	7%	(12)	171
#1 Issue: Women's Issues	38%	(44)	30%	(35)	12%	(14)	13%	(16)	7%	(8)	117
#1 Issue: Education	35%	(50)	26%	(37)	18%	(26)	14%	(20)	8%	(11)	145
#1 Issue: Energy	22%	(21)	34%	(34)	29%	(29)	10%	(10)	4%	(4)	98
#1 Issue: Other	33%	(27)	18%	(15)	12%	(10)	11%	(9)	25%	(21)	82

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**Table MGC8\_8:** *And how important are each of the following to you?*  
*Getting married*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(327)	29%	(289)	18%	(182)	13%	(127)	7%	(75)	1000
2018 House Vote: Democrat	32%	(35)	28%	(31)	22%	(25)	14%	(15)	5%	(5)	112
2016 Vote: Hillary Clinton	26%	(20)	27%	(21)	23%	(18)	16%	(12)	8%	(6)	78
2016 Vote: Didn't Vote	33%	(287)	29%	(256)	18%	(159)	13%	(111)	8%	(68)	881
Voted in 2014: No	33%	(317)	29%	(283)	18%	(177)	13%	(122)	7%	(71)	972
2012 Vote: Didn't Vote	33%	(319)	29%	(285)	18%	(178)	13%	(123)	7%	(72)	978
4-Region: Northeast	38%	(82)	28%	(60)	16%	(35)	13%	(28)	5%	(11)	216
4-Region: Midwest	31%	(73)	32%	(75)	18%	(41)	10%	(24)	8%	(19)	232
4-Region: South	33%	(110)	29%	(98)	16%	(55)	14%	(46)	8%	(28)	337
4-Region: West	29%	(63)	26%	(56)	24%	(51)	13%	(29)	8%	(17)	216

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

**Table MGC8\_9:** *And how important are each of the following to you?*  
*Owning a car*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	45%	(446)	32%	(317)	11%	(113)	5%	(46)	8%	(77)	1000
Gender: Male	43%	(210)	33%	(161)	11%	(55)	4%	(22)	9%	(42)	489
Gender: Female	46%	(236)	31%	(157)	11%	(58)	5%	(25)	7%	(35)	511
Age: 18-34	45%	(229)	30%	(153)	11%	(58)	5%	(27)	8%	(40)	506
Generation Z: 13-23	45%	(446)	32%	(317)	11%	(113)	5%	(46)	8%	(77)	1000
PID: Dem (no lean)	44%	(157)	29%	(104)	15%	(54)	6%	(21)	5%	(19)	355
PID: Ind (no lean)	42%	(186)	33%	(147)	9%	(40)	5%	(22)	11%	(50)	445
PID: Rep (no lean)	52%	(103)	33%	(66)	10%	(20)	2%	(3)	4%	(8)	201
PID/Gender: Dem Men	44%	(70)	28%	(46)	16%	(26)	5%	(9)	6%	(10)	160
PID/Gender: Dem Women	44%	(87)	30%	(59)	14%	(28)	6%	(12)	5%	(9)	195
PID/Gender: Ind Men	40%	(89)	34%	(76)	9%	(19)	5%	(11)	12%	(27)	223
PID/Gender: Ind Women	43%	(97)	32%	(71)	10%	(21)	5%	(11)	10%	(23)	222
PID/Gender: Rep Men	47%	(50)	37%	(39)	10%	(10)	2%	(2)	4%	(5)	106
PID/Gender: Rep Women	56%	(53)	29%	(27)	10%	(9)	2%	(2)	3%	(3)	95
Ideo: Liberal (1-3)	43%	(139)	28%	(90)	19%	(60)	7%	(22)	4%	(13)	324
Ideo: Moderate (4)	48%	(89)	31%	(57)	11%	(20)	4%	(7)	7%	(12)	185
Ideo: Conservative (5-7)	56%	(97)	30%	(53)	7%	(12)	3%	(6)	3%	(6)	173
Educ: < College	44%	(404)	32%	(289)	11%	(105)	5%	(43)	8%	(74)	916
Educ: Bachelors degree	51%	(37)	35%	(25)	8%	(6)	4%	(3)	2%	(1)	72
Income: Under 50k	44%	(213)	29%	(141)	12%	(60)	5%	(26)	10%	(48)	488
Income: 50k-100k	46%	(152)	35%	(114)	11%	(36)	4%	(12)	4%	(15)	328
Income: 100k+	44%	(81)	34%	(62)	10%	(18)	5%	(9)	7%	(14)	183
Ethnicity: White	46%	(291)	33%	(208)	11%	(73)	5%	(31)	5%	(35)	638
Ethnicity: Hispanic	42%	(86)	35%	(70)	12%	(23)	4%	(7)	8%	(16)	203
Ethnicity: Afr. Am.	50%	(65)	21%	(27)	12%	(16)	3%	(4)	15%	(19)	131
Ethnicity: Other	39%	(90)	36%	(82)	11%	(25)	5%	(11)	10%	(23)	231
All Christian	51%	(139)	29%	(80)	11%	(30)	4%	(11)	5%	(14)	274
All Non-Christian	51%	(33)	29%	(19)	8%	(5)	8%	(5)	4%	(2)	65
Atheist	26%	(29)	38%	(43)	25%	(28)	8%	(9)	3%	(4)	113
Agnostic/Nothing in particular	45%	(244)	32%	(176)	9%	(50)	4%	(21)	10%	(57)	548
Religious Non-Protestant/Catholic	49%	(40)	30%	(25)	8%	(7)	8%	(7)	5%	(4)	82

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**Table MGC8\_9:** And how important are each of the following to you?  
Owning a car

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	45%	(446)	32%	(317)	11%	(113)	5%	(46)	8%	(77)	1000
Evangelical	55%	(98)	29%	(53)	7%	(13)	2%	(4)	6%	(12)	180
Non-Evangelical	48%	(137)	32%	(90)	10%	(29)	4%	(11)	6%	(18)	283
Community: Urban	45%	(116)	31%	(78)	12%	(31)	5%	(13)	7%	(17)	256
Community: Suburban	45%	(240)	34%	(182)	11%	(58)	4%	(22)	7%	(36)	539
Community: Rural	44%	(90)	28%	(58)	12%	(24)	5%	(11)	11%	(23)	206
Employ: Private Sector	56%	(47)	30%	(25)	10%	(8)	2%	(2)	3%	(2)	84
Employ: Unemployed	40%	(62)	27%	(42)	12%	(18)	6%	(9)	14%	(22)	154
Military HH: Yes	47%	(63)	29%	(38)	10%	(13)	3%	(4)	11%	(15)	132
Military HH: No	44%	(383)	32%	(280)	12%	(100)	5%	(43)	7%	(62)	868
RD/WT: Right Direction	47%	(144)	33%	(101)	8%	(25)	3%	(10)	8%	(25)	305
RD/WT: Wrong Track	43%	(302)	31%	(217)	13%	(88)	5%	(36)	8%	(52)	695
Trump Job Approve	51%	(139)	31%	(85)	9%	(25)	3%	(7)	7%	(18)	274
Trump Job Disapprove	42%	(246)	32%	(189)	14%	(81)	6%	(35)	6%	(35)	586
Trump Job Strongly Approve	56%	(61)	25%	(27)	11%	(12)	1%	(1)	7%	(8)	109
Trump Job Somewhat Approve	47%	(78)	35%	(58)	8%	(13)	4%	(7)	6%	(11)	166
Trump Job Somewhat Disapprove	43%	(90)	40%	(83)	10%	(21)	4%	(9)	3%	(7)	209
Trump Job Strongly Disapprove	41%	(155)	28%	(107)	16%	(60)	7%	(26)	8%	(28)	377
Favorable of Trump	54%	(137)	32%	(83)	8%	(21)	3%	(7)	3%	(8)	256
Unfavorable of Trump	41%	(248)	34%	(204)	14%	(84)	6%	(38)	5%	(33)	606
Very Favorable of Trump	61%	(67)	27%	(30)	7%	(7)	2%	(2)	3%	(4)	109
Somewhat Favorable of Trump	48%	(70)	36%	(53)	9%	(14)	3%	(5)	3%	(5)	147
Somewhat Unfavorable of Trump	39%	(69)	40%	(71)	11%	(19)	3%	(6)	6%	(10)	176
Very Unfavorable of Trump	41%	(179)	31%	(133)	15%	(65)	7%	(32)	5%	(22)	430
#1 Issue: Economy	49%	(145)	33%	(98)	8%	(24)	5%	(14)	5%	(15)	296
#1 Issue: Security	58%	(44)	24%	(18)	11%	(8)	1%	(1)	6%	(4)	76
#1 Issue: Health Care	36%	(62)	34%	(57)	15%	(26)	8%	(13)	7%	(12)	171
#1 Issue: Women's Issues	50%	(59)	27%	(32)	12%	(14)	3%	(4)	8%	(9)	117
#1 Issue: Education	43%	(62)	40%	(57)	10%	(15)	2%	(3)	5%	(7)	145
#1 Issue: Energy	36%	(35)	34%	(33)	17%	(17)	8%	(8)	5%	(5)	98
#1 Issue: Other	41%	(34)	20%	(17)	6%	(5)	4%	(3)	28%	(23)	82

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**Table MGC8\_9:** *And how important are each of the following to you?*  
*Owning a car*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	45%	(446)	32%	(317)	11%	(113)	5%	(46)	8%	(77)	1000
2018 House Vote: Democrat	50%	(56)	31%	(35)	11%	(13)	5%	(6)	3%	(3)	112
2016 Vote: Hillary Clinton	51%	(40)	24%	(18)	14%	(11)	5%	(4)	6%	(5)	78
2016 Vote: Didn't Vote	44%	(385)	32%	(284)	11%	(99)	5%	(41)	8%	(71)	881
Voted in 2014: No	45%	(435)	32%	(307)	12%	(112)	5%	(45)	8%	(73)	972
2012 Vote: Didn't Vote	44%	(434)	32%	(313)	11%	(111)	5%	(46)	8%	(74)	978
4-Region: Northeast	41%	(89)	32%	(69)	13%	(29)	8%	(18)	5%	(10)	216
4-Region: Midwest	42%	(98)	34%	(80)	11%	(24)	5%	(11)	8%	(18)	232
4-Region: South	48%	(161)	30%	(101)	11%	(37)	2%	(8)	9%	(29)	337
4-Region: West	45%	(97)	31%	(68)	11%	(23)	4%	(9)	9%	(19)	216

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

**Table MGC8\_10: And how important are each of the following to you?**  
*Traveling*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(332)	38%	(376)	16%	(163)	6%	(57)	7%	(72)	1000
Gender: Male	25%	(122)	40%	(195)	19%	(95)	7%	(35)	8%	(41)	489
Gender: Female	41%	(210)	35%	(181)	13%	(68)	4%	(22)	6%	(31)	511
Age: 18-34	35%	(176)	36%	(181)	15%	(77)	7%	(35)	7%	(37)	506
Generation Z: 13-23	33%	(332)	38%	(376)	16%	(163)	6%	(57)	7%	(72)	1000
PID: Dem (no lean)	38%	(136)	38%	(136)	14%	(48)	5%	(18)	5%	(17)	355
PID: Ind (no lean)	29%	(131)	36%	(161)	17%	(74)	7%	(30)	11%	(48)	445
PID: Rep (no lean)	32%	(65)	39%	(79)	20%	(40)	5%	(9)	4%	(8)	201
PID/Gender: Dem Men	30%	(48)	40%	(64)	18%	(28)	8%	(12)	5%	(8)	160
PID/Gender: Dem Women	45%	(89)	37%	(72)	10%	(20)	3%	(5)	5%	(9)	195
PID/Gender: Ind Men	22%	(49)	38%	(84)	19%	(43)	8%	(18)	13%	(29)	223
PID/Gender: Ind Women	37%	(82)	35%	(77)	14%	(32)	6%	(12)	8%	(19)	222
PID/Gender: Rep Men	24%	(26)	44%	(47)	23%	(24)	4%	(4)	4%	(4)	106
PID/Gender: Rep Women	41%	(39)	33%	(31)	17%	(16)	5%	(5)	3%	(3)	95
Ideo: Liberal (1-3)	42%	(136)	37%	(120)	13%	(43)	5%	(17)	2%	(8)	324
Ideo: Moderate (4)	27%	(50)	37%	(69)	21%	(38)	7%	(14)	8%	(15)	185
Ideo: Conservative (5-7)	39%	(67)	36%	(63)	16%	(28)	6%	(10)	3%	(5)	173
Educ: < College	33%	(299)	37%	(341)	17%	(152)	6%	(53)	8%	(71)	916
Educ: Bachelors degree	38%	(27)	43%	(31)	13%	(10)	5%	(4)	1%	(1)	72
Income: Under 50k	32%	(154)	37%	(182)	15%	(73)	6%	(30)	10%	(49)	488
Income: 50k-100k	33%	(110)	37%	(123)	19%	(62)	6%	(21)	4%	(13)	328
Income: 100k+	37%	(68)	39%	(71)	15%	(28)	4%	(6)	6%	(11)	183
Ethnicity: White	35%	(223)	38%	(244)	16%	(101)	6%	(39)	5%	(30)	638
Ethnicity: Hispanic	34%	(70)	34%	(70)	17%	(35)	5%	(10)	9%	(18)	203
Ethnicity: Afr. Am.	37%	(49)	32%	(41)	14%	(18)	4%	(6)	13%	(17)	131
Ethnicity: Other	26%	(60)	39%	(91)	19%	(43)	6%	(13)	11%	(25)	231
All Christian	33%	(91)	39%	(108)	15%	(42)	6%	(15)	7%	(18)	274
All Non-Christian	34%	(22)	37%	(24)	16%	(10)	6%	(4)	6%	(4)	65
Atheist	28%	(31)	40%	(45)	20%	(22)	10%	(11)	3%	(4)	113
Agnostic/Nothing in particular	34%	(187)	36%	(199)	16%	(88)	5%	(27)	9%	(47)	548
Religious Non-Protestant/Catholic	34%	(28)	38%	(31)	14%	(12)	7%	(6)	7%	(6)	82

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**Table MGC8\_10:** *And how important are each of the following to you?*  
*Traveling*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(332)	38%	(376)	16%	(163)	6%	(57)	7%	(72)	1000
Evangelical	28%	(51)	44%	(79)	17%	(30)	4%	(7)	7%	(13)	180
Non-Evangelical	38%	(107)	35%	(100)	15%	(41)	6%	(16)	7%	(20)	283
Community: Urban	36%	(92)	37%	(96)	15%	(38)	5%	(14)	6%	(16)	256
Community: Suburban	34%	(182)	38%	(207)	16%	(87)	5%	(29)	6%	(34)	539
Community: Rural	28%	(58)	36%	(73)	19%	(38)	7%	(14)	11%	(22)	206
Employ: Private Sector	43%	(36)	42%	(36)	11%	(10)	2%	(2)	2%	(1)	84
Employ: Unemployed	28%	(43)	33%	(51)	21%	(32)	6%	(9)	13%	(19)	154
Military HH: Yes	35%	(46)	31%	(41)	17%	(23)	8%	(11)	9%	(12)	132
Military HH: No	33%	(286)	39%	(335)	16%	(140)	5%	(46)	7%	(60)	868
RD/WT: Right Direction	27%	(82)	38%	(117)	20%	(61)	6%	(19)	9%	(27)	305
RD/WT: Wrong Track	36%	(250)	37%	(259)	15%	(102)	5%	(38)	7%	(46)	695
Trump Job Approve	34%	(92)	35%	(95)	18%	(49)	7%	(18)	7%	(20)	274
Trump Job Disapprove	35%	(206)	39%	(231)	16%	(93)	5%	(29)	5%	(27)	586
Trump Job Strongly Approve	41%	(44)	33%	(36)	18%	(19)	2%	(3)	6%	(7)	109
Trump Job Somewhat Approve	29%	(48)	36%	(59)	18%	(30)	9%	(15)	8%	(13)	166
Trump Job Somewhat Disapprove	29%	(62)	46%	(96)	18%	(38)	3%	(5)	4%	(8)	209
Trump Job Strongly Disapprove	38%	(144)	36%	(135)	15%	(55)	6%	(24)	5%	(19)	377
Favorable of Trump	36%	(92)	35%	(89)	18%	(47)	7%	(17)	4%	(10)	256
Unfavorable of Trump	34%	(207)	40%	(245)	15%	(93)	5%	(33)	5%	(27)	606
Very Favorable of Trump	41%	(45)	36%	(40)	18%	(20)	1%	(1)	3%	(4)	109
Somewhat Favorable of Trump	32%	(47)	34%	(50)	19%	(28)	11%	(16)	4%	(6)	147
Somewhat Unfavorable of Trump	22%	(38)	53%	(94)	16%	(29)	3%	(6)	5%	(9)	176
Very Unfavorable of Trump	39%	(169)	35%	(152)	15%	(65)	6%	(27)	4%	(18)	430
#1 Issue: Economy	33%	(98)	39%	(114)	18%	(53)	5%	(15)	5%	(15)	296
#1 Issue: Security	33%	(25)	36%	(27)	21%	(16)	5%	(4)	5%	(4)	76
#1 Issue: Health Care	27%	(46)	41%	(70)	17%	(29)	9%	(15)	6%	(10)	171
#1 Issue: Women's Issues	44%	(52)	34%	(41)	9%	(11)	6%	(7)	6%	(7)	117
#1 Issue: Education	32%	(47)	40%	(57)	17%	(24)	4%	(6)	8%	(11)	145
#1 Issue: Energy	41%	(40)	35%	(35)	13%	(13)	6%	(6)	5%	(5)	98
#1 Issue: Other	24%	(20)	33%	(27)	15%	(13)	5%	(4)	22%	(19)	82

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**Table MGC8\_10:** *And how important are each of the following to you?*  
*Traveling*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	33%	(332)	38%	(376)	16%	(163)	6%	(57)	7%	(72)	1000
2018 House Vote: Democrat	42%	(48)	39%	(44)	12%	(14)	3%	(4)	3%	(3)	112
2016 Vote: Hillary Clinton	38%	(29)	43%	(33)	12%	(9)	1%	(1)	7%	(5)	78
2016 Vote: Didn't Vote	32%	(286)	38%	(330)	16%	(144)	6%	(55)	7%	(65)	881
Voted in 2014: No	33%	(322)	38%	(367)	16%	(159)	6%	(56)	7%	(69)	972
2012 Vote: Didn't Vote	33%	(325)	38%	(370)	16%	(158)	6%	(57)	7%	(69)	978
4-Region: Northeast	34%	(73)	39%	(84)	14%	(31)	7%	(15)	6%	(12)	216
4-Region: Midwest	33%	(77)	36%	(83)	18%	(41)	5%	(13)	8%	(18)	232
4-Region: South	32%	(109)	39%	(132)	16%	(54)	5%	(16)	8%	(26)	337
4-Region: West	34%	(73)	36%	(78)	17%	(36)	6%	(13)	7%	(16)	216

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

**Table MGC8\_11:** *And how important are each of the following to you?*  
*Being famous*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	7%	(69)	12%	(120)	36%	(365)	37%	(369)	8%	(77)	1000
Gender: Male	7%	(36)	13%	(64)	38%	(188)	33%	(160)	8%	(41)	489
Gender: Female	6%	(33)	11%	(56)	35%	(177)	41%	(209)	7%	(36)	511
Age: 18-34	8%	(40)	12%	(60)	30%	(153)	42%	(215)	8%	(39)	506
Generation Z: 13-23	7%	(69)	12%	(120)	36%	(365)	37%	(369)	8%	(77)	1000
PID: Dem (no lean)	7%	(24)	13%	(48)	36%	(128)	39%	(138)	5%	(17)	355
PID: Ind (no lean)	8%	(34)	10%	(46)	36%	(161)	34%	(152)	12%	(52)	445
PID: Rep (no lean)	6%	(12)	13%	(26)	38%	(76)	39%	(79)	4%	(8)	201
PID/Gender: Dem Men	8%	(13)	14%	(23)	41%	(66)	32%	(51)	5%	(7)	160
PID/Gender: Dem Women	6%	(11)	13%	(25)	32%	(62)	45%	(87)	5%	(10)	195
PID/Gender: Ind Men	8%	(18)	11%	(24)	38%	(85)	31%	(68)	13%	(28)	223
PID/Gender: Ind Women	7%	(16)	10%	(22)	34%	(76)	38%	(84)	11%	(24)	222
PID/Gender: Rep Men	6%	(6)	15%	(16)	35%	(37)	39%	(42)	5%	(6)	106
PID/Gender: Rep Women	6%	(6)	10%	(9)	42%	(40)	40%	(37)	2%	(2)	95
Ideo: Liberal (1-3)	8%	(27)	12%	(39)	33%	(108)	44%	(142)	3%	(9)	324
Ideo: Moderate (4)	7%	(13)	8%	(16)	40%	(74)	38%	(70)	7%	(13)	185
Ideo: Conservative (5-7)	5%	(8)	8%	(14)	40%	(69)	44%	(76)	4%	(7)	173
Educ: < College	7%	(61)	11%	(105)	37%	(338)	37%	(336)	8%	(76)	916
Educ: Bachelors degree	9%	(7)	20%	(15)	33%	(24)	38%	(27)	—	(0)	72
Income: Under 50k	10%	(48)	11%	(56)	34%	(166)	35%	(171)	10%	(48)	488
Income: 50k-100k	4%	(13)	11%	(37)	40%	(130)	41%	(136)	4%	(13)	328
Income: 100k+	5%	(9)	15%	(27)	38%	(69)	34%	(63)	9%	(16)	183
Ethnicity: White	6%	(38)	11%	(69)	37%	(234)	41%	(259)	6%	(38)	638
Ethnicity: Hispanic	12%	(25)	13%	(27)	36%	(73)	30%	(61)	8%	(17)	203
Ethnicity: Afr. Am.	14%	(18)	13%	(17)	33%	(43)	28%	(36)	12%	(16)	131
Ethnicity: Other	6%	(13)	14%	(33)	38%	(87)	32%	(74)	10%	(23)	231
All Christian	8%	(22)	11%	(31)	38%	(105)	36%	(99)	6%	(17)	274
All Non-Christian	4%	(3)	14%	(9)	32%	(21)	43%	(28)	6%	(4)	65
Atheist	4%	(5)	15%	(17)	31%	(35)	47%	(53)	3%	(3)	113
Agnostic/Nothing in particular	7%	(40)	11%	(63)	37%	(204)	34%	(189)	10%	(53)	548
Religious Non-Protestant/Catholic	5%	(4)	14%	(11)	30%	(24)	45%	(37)	7%	(6)	82

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**Table MGC8\_11: And how important are each of the following to you?**  
*Being famous*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	7%	(69)	12%	(120)	36%	(365)	37%	(369)	8%	(77)	1000
Evangelical	13%	(24)	10%	(18)	44%	(79)	28%	(50)	5%	(9)	180
Non-Evangelical	5%	(14)	10%	(29)	40%	(113)	37%	(105)	8%	(23)	283
Community: Urban	8%	(21)	9%	(24)	39%	(100)	35%	(90)	8%	(19)	256
Community: Suburban	7%	(37)	12%	(67)	37%	(197)	38%	(206)	6%	(32)	539
Community: Rural	5%	(11)	14%	(29)	33%	(67)	35%	(73)	13%	(26)	206
Employ: Private Sector	5%	(4)	12%	(10)	38%	(32)	42%	(36)	3%	(2)	84
Employ: Unemployed	9%	(14)	13%	(20)	31%	(48)	35%	(54)	11%	(18)	154
Military HH: Yes	4%	(6)	9%	(13)	38%	(51)	38%	(51)	10%	(13)	132
Military HH: No	7%	(63)	12%	(107)	36%	(314)	37%	(319)	7%	(64)	868
RD/WT: Right Direction	6%	(18)	14%	(43)	37%	(112)	33%	(101)	10%	(32)	305
RD/WT: Wrong Track	7%	(51)	11%	(77)	36%	(253)	39%	(268)	7%	(46)	695
Trump Job Approve	7%	(18)	13%	(35)	36%	(97)	38%	(103)	8%	(21)	274
Trump Job Disapprove	7%	(39)	12%	(71)	38%	(223)	38%	(225)	5%	(28)	586
Trump Job Strongly Approve	9%	(9)	12%	(13)	37%	(40)	34%	(37)	9%	(9)	109
Trump Job Somewhat Approve	5%	(9)	13%	(22)	35%	(57)	40%	(66)	7%	(12)	166
Trump Job Somewhat Disapprove	4%	(8)	13%	(27)	48%	(99)	32%	(68)	3%	(7)	209
Trump Job Strongly Disapprove	8%	(31)	12%	(44)	33%	(123)	42%	(157)	6%	(21)	377
Favorable of Trump	6%	(15)	14%	(35)	36%	(92)	40%	(101)	5%	(13)	256
Unfavorable of Trump	7%	(40)	11%	(68)	39%	(237)	39%	(236)	4%	(25)	606
Very Favorable of Trump	9%	(9)	19%	(21)	38%	(41)	28%	(31)	6%	(7)	109
Somewhat Favorable of Trump	4%	(6)	10%	(14)	34%	(51)	48%	(70)	4%	(6)	147
Somewhat Unfavorable of Trump	3%	(6)	15%	(26)	47%	(83)	29%	(50)	6%	(10)	176
Very Unfavorable of Trump	8%	(34)	10%	(42)	36%	(153)	43%	(186)	3%	(14)	430
#1 Issue: Economy	5%	(16)	12%	(35)	40%	(118)	38%	(112)	5%	(15)	296
#1 Issue: Security	11%	(9)	11%	(9)	35%	(27)	34%	(26)	8%	(6)	76
#1 Issue: Health Care	6%	(11)	10%	(17)	34%	(58)	45%	(77)	5%	(8)	171
#1 Issue: Women's Issues	7%	(9)	12%	(14)	40%	(47)	33%	(39)	8%	(9)	117
#1 Issue: Education	9%	(13)	14%	(20)	28%	(41)	40%	(58)	9%	(13)	145
#1 Issue: Energy	5%	(5)	11%	(11)	43%	(42)	38%	(37)	3%	(3)	98
#1 Issue: Other	6%	(5)	16%	(14)	28%	(23)	22%	(18)	27%	(23)	82

Continued on next page

**Table MGC8\_11:** *And how important are each of the following to you?*  
*Being famous*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	7%	(69)	12%	(120)	36%	(365)	37%	(369)	8%	(77)	1000
2018 House Vote: Democrat	7%	(8)	14%	(16)	30%	(34)	45%	(50)	3%	(3)	112
2016 Vote: Hillary Clinton	12%	(9)	9%	(7)	33%	(26)	42%	(32)	4%	(3)	78
2016 Vote: Didn't Vote	7%	(59)	12%	(107)	37%	(327)	36%	(316)	8%	(72)	881
Voted in 2014: No	7%	(65)	12%	(116)	37%	(357)	37%	(361)	8%	(74)	972
2012 Vote: Didn't Vote	7%	(68)	12%	(115)	37%	(359)	37%	(362)	8%	(74)	978
4-Region: Northeast	7%	(15)	13%	(28)	37%	(79)	38%	(82)	5%	(11)	216
4-Region: Midwest	4%	(9)	11%	(27)	34%	(79)	43%	(100)	7%	(17)	232
4-Region: South	9%	(29)	12%	(41)	39%	(130)	32%	(107)	9%	(29)	337
4-Region: West	7%	(15)	11%	(24)	35%	(77)	38%	(81)	9%	(20)	216

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

**Table MGC8\_12: And how important are each of the following to you?**  
*Contributing to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	40%	(403)	39%	(393)	9%	(94)	2%	(24)	9%	(86)	1000
Gender: Male	39%	(193)	38%	(186)	9%	(46)	3%	(16)	10%	(48)	489
Gender: Female	41%	(210)	40%	(207)	9%	(48)	2%	(9)	7%	(37)	511
Age: 18-34	41%	(207)	37%	(186)	10%	(53)	3%	(17)	8%	(43)	506
Generation Z: 13-23	40%	(403)	39%	(393)	9%	(94)	2%	(24)	9%	(86)	1000
PID: Dem (no lean)	47%	(165)	38%	(134)	9%	(31)	2%	(6)	5%	(18)	355
PID: Ind (no lean)	36%	(159)	40%	(177)	9%	(41)	3%	(11)	13%	(56)	445
PID: Rep (no lean)	39%	(79)	41%	(81)	11%	(21)	4%	(7)	6%	(11)	201
PID/Gender: Dem Men	46%	(74)	36%	(57)	10%	(16)	3%	(4)	6%	(9)	160
PID/Gender: Dem Women	47%	(92)	39%	(77)	8%	(16)	1%	(1)	5%	(9)	195
PID/Gender: Ind Men	35%	(77)	39%	(87)	9%	(20)	2%	(6)	15%	(33)	223
PID/Gender: Ind Women	37%	(81)	41%	(90)	10%	(21)	3%	(6)	11%	(23)	222
PID/Gender: Rep Men	40%	(42)	39%	(42)	9%	(10)	6%	(6)	6%	(7)	106
PID/Gender: Rep Women	39%	(37)	42%	(40)	12%	(12)	2%	(2)	5%	(5)	95
Ideo: Liberal (1-3)	49%	(157)	38%	(124)	8%	(27)	2%	(6)	3%	(10)	324
Ideo: Moderate (4)	40%	(74)	40%	(74)	10%	(19)	2%	(4)	7%	(14)	185
Ideo: Conservative (5-7)	45%	(77)	39%	(67)	10%	(18)	3%	(4)	3%	(6)	173
Educ: < College	40%	(364)	39%	(357)	10%	(88)	2%	(23)	9%	(84)	916
Educ: Bachelors degree	46%	(34)	43%	(31)	8%	(6)	1%	(1)	1%	(1)	72
Income: Under 50k	38%	(184)	38%	(183)	11%	(51)	3%	(14)	11%	(55)	488
Income: 50k-100k	42%	(137)	42%	(139)	8%	(28)	2%	(7)	5%	(17)	328
Income: 100k+	45%	(82)	39%	(71)	8%	(15)	1%	(3)	7%	(13)	183
Ethnicity: White	42%	(269)	41%	(262)	9%	(58)	2%	(11)	6%	(38)	638
Ethnicity: Hispanic	38%	(77)	38%	(76)	11%	(23)	4%	(7)	10%	(19)	203
Ethnicity: Afr. Am.	36%	(47)	34%	(44)	9%	(11)	5%	(7)	17%	(22)	131
Ethnicity: Other	38%	(88)	37%	(86)	11%	(25)	3%	(7)	11%	(25)	231
All Christian	45%	(124)	41%	(113)	6%	(17)	1%	(3)	6%	(17)	274
All Non-Christian	56%	(36)	27%	(18)	9%	(6)	3%	(2)	5%	(3)	65
Atheist	37%	(42)	42%	(48)	12%	(13)	5%	(6)	4%	(4)	113
Agnostic/Nothing in particular	37%	(202)	39%	(215)	11%	(58)	2%	(13)	11%	(60)	548
Religious Non-Protestant/Catholic	52%	(42)	33%	(27)	7%	(6)	2%	(2)	6%	(5)	82

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**Table MGC8\_12:** *And how important are each of the following to you?*  
*Contributing to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	40%	(403)	39%	(393)	9%	(94)	2%	(24)	9%	(86)	1000
Evangelical	45%	(81)	36%	(65)	11%	(19)	1%	(2)	7%	(13)	180
Non-Evangelical	43%	(121)	39%	(111)	8%	(23)	1%	(4)	8%	(24)	283
Community: Urban	41%	(105)	41%	(105)	9%	(23)	2%	(4)	7%	(18)	256
Community: Suburban	41%	(223)	40%	(217)	9%	(49)	2%	(13)	7%	(38)	539
Community: Rural	37%	(75)	35%	(71)	11%	(22)	4%	(7)	15%	(30)	206
Employ: Private Sector	52%	(44)	38%	(32)	10%	(8)	—	(0)	—	(0)	84
Employ: Unemployed	36%	(55)	36%	(55)	10%	(16)	6%	(9)	13%	(19)	154
Military HH: Yes	44%	(58)	37%	(48)	8%	(11)	3%	(3)	9%	(12)	132
Military HH: No	40%	(345)	40%	(344)	10%	(84)	2%	(21)	9%	(74)	868
RD/WT: Right Direction	41%	(125)	37%	(113)	9%	(27)	3%	(10)	10%	(29)	305
RD/WT: Wrong Track	40%	(278)	40%	(279)	10%	(67)	2%	(14)	8%	(56)	695
Trump Job Approve	42%	(114)	38%	(104)	10%	(27)	2%	(6)	8%	(23)	274
Trump Job Disapprove	42%	(248)	40%	(234)	10%	(59)	3%	(16)	5%	(30)	586
Trump Job Strongly Approve	49%	(53)	32%	(35)	6%	(7)	3%	(3)	9%	(10)	109
Trump Job Somewhat Approve	37%	(61)	42%	(69)	12%	(20)	2%	(3)	8%	(13)	166
Trump Job Somewhat Disapprove	43%	(90)	41%	(87)	12%	(25)	1%	(2)	2%	(5)	209
Trump Job Strongly Disapprove	42%	(158)	39%	(147)	9%	(33)	4%	(13)	7%	(25)	377
Favorable of Trump	46%	(117)	38%	(97)	10%	(26)	2%	(5)	4%	(11)	256
Unfavorable of Trump	41%	(247)	41%	(247)	10%	(59)	3%	(17)	6%	(35)	606
Very Favorable of Trump	50%	(54)	34%	(37)	9%	(9)	2%	(2)	6%	(7)	109
Somewhat Favorable of Trump	43%	(63)	41%	(60)	11%	(17)	2%	(3)	3%	(4)	147
Somewhat Unfavorable of Trump	33%	(58)	49%	(85)	9%	(16)	1%	(2)	8%	(14)	176
Very Unfavorable of Trump	44%	(189)	38%	(162)	10%	(43)	3%	(15)	5%	(21)	430
#1 Issue: Economy	44%	(130)	40%	(119)	10%	(31)	1%	(3)	5%	(13)	296
#1 Issue: Security	42%	(32)	36%	(27)	9%	(7)	2%	(2)	11%	(9)	76
#1 Issue: Health Care	38%	(65)	39%	(66)	11%	(19)	4%	(7)	8%	(14)	171
#1 Issue: Women's Issues	42%	(49)	42%	(49)	7%	(8)	2%	(2)	8%	(9)	117
#1 Issue: Education	39%	(56)	36%	(52)	14%	(20)	3%	(4)	8%	(12)	145
#1 Issue: Energy	45%	(44)	43%	(42)	6%	(6)	3%	(3)	3%	(3)	98
#1 Issue: Other	25%	(21)	40%	(33)	5%	(4)	3%	(2)	27%	(22)	82

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**Table MGC8\_12: And how important are each of the following to you?**  
*Contributing to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't Know / No Opinion		Total N
Adults	40%	(403)	39%	(393)	9%	(94)	2%	(24)	9%	(86)	1000
2018 House Vote: Democrat	52%	(58)	34%	(38)	8%	(9)	3%	(3)	3%	(3)	112
2016 Vote: Hillary Clinton	42%	(33)	37%	(28)	10%	(8)	1%	(1)	9%	(7)	78
2016 Vote: Didn't Vote	40%	(353)	39%	(346)	10%	(84)	3%	(23)	9%	(76)	881
Voted in 2014: No	40%	(393)	40%	(385)	9%	(91)	2%	(24)	8%	(80)	972
2012 Vote: Didn't Vote	40%	(391)	40%	(389)	9%	(92)	2%	(24)	8%	(81)	978
4-Region: Northeast	41%	(88)	38%	(81)	9%	(20)	3%	(7)	9%	(19)	216
4-Region: Midwest	42%	(97)	39%	(89)	9%	(22)	2%	(5)	8%	(18)	232
4-Region: South	42%	(142)	38%	(127)	9%	(29)	2%	(6)	10%	(33)	337
4-Region: West	35%	(75)	44%	(95)	11%	(23)	3%	(7)	7%	(16)	216

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

**Table MGC9\_1:** How important are the following when considering working for a company?  
*The salary offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	60%	(599)	25%	(247)	4%	(42)	2%	(17)	10%	(96)	1000
Gender: Male	57%	(281)	24%	(119)	5%	(24)	2%	(11)	11%	(54)	489
Gender: Female	62%	(318)	25%	(128)	3%	(17)	1%	(6)	8%	(42)	511
Age: 18-34	59%	(298)	25%	(127)	5%	(24)	2%	(8)	10%	(49)	506
Generation Z: 13-23	60%	(599)	25%	(247)	4%	(42)	2%	(17)	10%	(96)	1000
PID: Dem (no lean)	64%	(228)	22%	(79)	5%	(19)	2%	(6)	7%	(23)	355
PID: Ind (no lean)	56%	(250)	25%	(109)	4%	(17)	2%	(7)	14%	(62)	445
PID: Rep (no lean)	60%	(121)	29%	(59)	3%	(6)	2%	(4)	6%	(11)	201
PID/Gender: Dem Men	63%	(101)	22%	(35)	5%	(8)	2%	(3)	8%	(13)	160
PID/Gender: Dem Women	65%	(127)	23%	(44)	6%	(11)	1%	(2)	5%	(10)	195
PID/Gender: Ind Men	54%	(120)	23%	(50)	6%	(13)	2%	(4)	16%	(35)	223
PID/Gender: Ind Women	58%	(130)	27%	(59)	2%	(4)	1%	(3)	12%	(26)	222
PID/Gender: Rep Men	56%	(59)	32%	(34)	3%	(4)	3%	(3)	5%	(6)	106
PID/Gender: Rep Women	65%	(62)	26%	(24)	2%	(2)	1%	(1)	6%	(6)	95
Ideo: Liberal (1-3)	65%	(209)	24%	(77)	6%	(20)	2%	(7)	3%	(11)	324
Ideo: Moderate (4)	67%	(123)	21%	(39)	5%	(10)	1%	(2)	6%	(11)	185
Ideo: Conservative (5-7)	64%	(111)	29%	(50)	2%	(3)	1%	(2)	4%	(6)	173
Educ: < College	60%	(554)	24%	(220)	4%	(35)	2%	(14)	10%	(94)	916
Educ: Bachelors degree	53%	(39)	34%	(25)	9%	(6)	1%	(1)	2%	(2)	72
Income: Under 50k	58%	(282)	23%	(114)	4%	(20)	1%	(7)	13%	(65)	488
Income: 50k-100k	61%	(199)	28%	(91)	5%	(16)	1%	(5)	5%	(17)	328
Income: 100k+	64%	(118)	22%	(41)	3%	(6)	3%	(5)	7%	(14)	183
Ethnicity: White	60%	(381)	27%	(171)	4%	(27)	1%	(8)	8%	(50)	638
Ethnicity: Hispanic	61%	(124)	21%	(42)	4%	(8)	2%	(4)	12%	(24)	203
Ethnicity: Afr. Am.	59%	(77)	14%	(18)	8%	(10)	5%	(6)	15%	(20)	131
Ethnicity: Other	61%	(141)	25%	(57)	2%	(4)	1%	(2)	11%	(26)	231
All Christian	58%	(160)	29%	(80)	5%	(14)	1%	(4)	6%	(17)	274
All Non-Christian	74%	(48)	19%	(13)	1%	(1)	1%	(1)	5%	(3)	65
Atheist	64%	(72)	27%	(30)	4%	(5)	2%	(2)	4%	(4)	113
Agnostic/Nothing in particular	58%	(319)	23%	(125)	4%	(22)	2%	(10)	13%	(72)	548
Religious Non-Protestant/Catholic	68%	(56)	23%	(19)	1%	(1)	2%	(1)	6%	(5)	82

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**Table MGC9\_1: How important are the following when considering working for a company?**  
*The salary offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	60%	(599)	25%	(247)	4%	(42)	2%	(17)	10%	(96)	1000
Evangelical	56%	(100)	29%	(52)	4%	(7)	3%	(6)	8%	(15)	180
Non-Evangelical	62%	(176)	24%	(69)	4%	(12)	1%	(4)	8%	(22)	283
Community: Urban	64%	(162)	21%	(54)	6%	(16)	1%	(3)	8%	(20)	256
Community: Suburban	60%	(323)	26%	(138)	4%	(20)	1%	(8)	9%	(50)	539
Community: Rural	55%	(113)	27%	(55)	3%	(5)	3%	(6)	13%	(27)	206
Employ: Private Sector	64%	(54)	27%	(23)	4%	(3)	2%	(2)	3%	(2)	84
Employ: Unemployed	56%	(86)	21%	(32)	4%	(6)	3%	(4)	17%	(26)	154
Military HH: Yes	62%	(83)	22%	(29)	3%	(5)	3%	(4)	10%	(13)	132
Military HH: No	60%	(516)	25%	(218)	4%	(37)	1%	(13)	10%	(83)	868
RD/WT: Right Direction	51%	(155)	28%	(85)	5%	(15)	4%	(12)	12%	(38)	305
RD/WT: Wrong Track	64%	(444)	23%	(162)	4%	(27)	1%	(4)	8%	(59)	695
Trump Job Approve	58%	(158)	26%	(71)	3%	(9)	2%	(7)	10%	(29)	274
Trump Job Disapprove	65%	(379)	24%	(140)	4%	(25)	2%	(10)	6%	(32)	586
Trump Job Strongly Approve	55%	(59)	26%	(29)	2%	(3)	3%	(3)	13%	(14)	109
Trump Job Somewhat Approve	60%	(99)	26%	(43)	4%	(7)	2%	(3)	9%	(14)	166
Trump Job Somewhat Disapprove	64%	(133)	26%	(54)	3%	(7)	3%	(6)	4%	(9)	209
Trump Job Strongly Disapprove	65%	(245)	23%	(87)	5%	(18)	1%	(4)	6%	(23)	377
Favorable of Trump	60%	(153)	29%	(74)	2%	(6)	1%	(2)	8%	(22)	256
Unfavorable of Trump	64%	(391)	24%	(147)	5%	(30)	2%	(11)	4%	(27)	606
Very Favorable of Trump	59%	(64)	29%	(31)	2%	(2)	—	(0)	11%	(12)	109
Somewhat Favorable of Trump	60%	(89)	29%	(43)	3%	(4)	1%	(2)	7%	(10)	147
Somewhat Unfavorable of Trump	59%	(103)	29%	(50)	5%	(9)	4%	(6)	4%	(7)	176
Very Unfavorable of Trump	67%	(288)	22%	(97)	5%	(22)	1%	(5)	5%	(20)	430
#1 Issue: Economy	66%	(194)	24%	(72)	3%	(9)	1%	(2)	6%	(19)	296
#1 Issue: Security	57%	(43)	31%	(24)	3%	(2)	2%	(2)	7%	(5)	76
#1 Issue: Health Care	61%	(104)	23%	(40)	7%	(11)	2%	(3)	7%	(12)	171
#1 Issue: Women's Issues	62%	(72)	27%	(32)	3%	(3)	1%	(1)	8%	(9)	117
#1 Issue: Education	61%	(88)	21%	(31)	4%	(6)	4%	(5)	10%	(15)	145
#1 Issue: Energy	60%	(58)	28%	(28)	8%	(8)	1%	(1)	3%	(3)	98
#1 Issue: Other	43%	(35)	20%	(17)	1%	(1)	—	(0)	36%	(30)	82

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**Table MGC9\_1:** *How important are the following when considering working for a company?*  
*The salary offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	60%	(599)	25%	(247)	4%	(42)	2%	(17)	10%	(96)	1000
2018 House Vote: Democrat	58%	(65)	31%	(35)	4%	(5)	2%	(3)	4%	(5)	112
2016 Vote: Hillary Clinton	55%	(43)	27%	(21)	6%	(5)	—	(0)	12%	(9)	78
2016 Vote: Didn't Vote	60%	(526)	25%	(217)	4%	(36)	2%	(16)	10%	(86)	881
Voted in 2014: No	60%	(584)	25%	(240)	4%	(41)	2%	(17)	9%	(90)	972
2012 Vote: Didn't Vote	60%	(584)	25%	(244)	4%	(42)	2%	(16)	9%	(92)	978
4-Region: Northeast	61%	(132)	24%	(52)	6%	(12)	2%	(4)	7%	(15)	216
4-Region: Midwest	55%	(128)	28%	(64)	6%	(13)	1%	(3)	10%	(23)	232
4-Region: South	59%	(199)	24%	(80)	4%	(12)	2%	(7)	11%	(38)	337
4-Region: West	64%	(139)	23%	(51)	2%	(4)	1%	(2)	9%	(19)	216

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

**Table MGC9\_2: How important are the following when considering working for a company?**  
*The vacation time offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	40%	(403)	36%	(364)	11%	(110)	2%	(20)	10%	(103)	1000
Gender: Male	38%	(185)	35%	(172)	13%	(64)	2%	(10)	12%	(57)	489
Gender: Female	43%	(218)	38%	(192)	9%	(46)	2%	(10)	9%	(46)	511
Age: 18-34	39%	(198)	38%	(191)	11%	(56)	3%	(13)	10%	(49)	506
Generation Z: 13-23	40%	(403)	36%	(364)	11%	(110)	2%	(20)	10%	(103)	1000
PID: Dem (no lean)	46%	(163)	37%	(132)	9%	(31)	2%	(6)	7%	(24)	355
PID: Ind (no lean)	36%	(158)	35%	(157)	12%	(52)	3%	(11)	15%	(66)	445
PID: Rep (no lean)	41%	(82)	37%	(75)	14%	(27)	1%	(3)	7%	(14)	201
PID/Gender: Dem Men	46%	(74)	35%	(55)	9%	(15)	2%	(3)	8%	(13)	160
PID/Gender: Dem Women	46%	(89)	39%	(76)	8%	(15)	2%	(3)	5%	(11)	195
PID/Gender: Ind Men	33%	(72)	36%	(80)	13%	(29)	2%	(5)	16%	(36)	223
PID/Gender: Ind Women	39%	(86)	35%	(77)	10%	(23)	3%	(6)	13%	(29)	222
PID/Gender: Rep Men	37%	(39)	35%	(37)	19%	(20)	2%	(2)	7%	(8)	106
PID/Gender: Rep Women	45%	(42)	41%	(38)	8%	(7)	1%	(1)	6%	(6)	95
Ideo: Liberal (1-3)	40%	(131)	45%	(144)	10%	(33)	2%	(7)	3%	(8)	324
Ideo: Moderate (4)	42%	(77)	38%	(69)	11%	(20)	2%	(3)	8%	(15)	185
Ideo: Conservative (5-7)	48%	(83)	33%	(57)	12%	(21)	2%	(3)	6%	(10)	173
Educ: < College	41%	(373)	36%	(328)	11%	(97)	2%	(18)	11%	(100)	916
Educ: Bachelors degree	36%	(26)	45%	(33)	15%	(10)	1%	(1)	3%	(2)	72
Income: Under 50k	39%	(189)	34%	(165)	12%	(60)	2%	(11)	13%	(64)	488
Income: 50k-100k	45%	(148)	37%	(122)	9%	(31)	1%	(5)	7%	(23)	328
Income: 100k+	36%	(66)	42%	(77)	10%	(19)	2%	(4)	9%	(17)	183
Ethnicity: White	40%	(257)	38%	(245)	11%	(69)	2%	(12)	9%	(55)	638
Ethnicity: Hispanic	43%	(87)	36%	(72)	10%	(20)	2%	(4)	9%	(19)	203
Ethnicity: Afr. Am.	46%	(60)	25%	(33)	9%	(12)	4%	(5)	16%	(21)	131
Ethnicity: Other	37%	(86)	37%	(86)	12%	(29)	2%	(4)	12%	(27)	231
All Christian	44%	(120)	36%	(98)	10%	(28)	1%	(4)	9%	(23)	274
All Non-Christian	46%	(30)	30%	(20)	20%	(13)	—	(0)	4%	(2)	65
Atheist	40%	(46)	42%	(47)	11%	(12)	3%	(3)	4%	(5)	113
Agnostic/Nothing in particular	38%	(207)	36%	(199)	10%	(56)	2%	(13)	13%	(73)	548
Religious Non-Protestant/Catholic	43%	(36)	32%	(27)	20%	(16)	—	(0)	5%	(4)	82

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**Table MGC9\_2:** How important are the following when considering working for a company?  
*The vacation time offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	40%	(403)	36%	(364)	11%	(110)	2%	(20)	10%	(103)	1000
Evangelical	47%	(84)	29%	(53)	11%	(21)	2%	(3)	11%	(19)	180
Non-Evangelical	43%	(123)	39%	(110)	8%	(22)	2%	(6)	8%	(23)	283
Community: Urban	48%	(122)	31%	(80)	10%	(26)	2%	(5)	9%	(22)	256
Community: Suburban	37%	(201)	38%	(207)	12%	(62)	2%	(13)	10%	(55)	539
Community: Rural	39%	(80)	37%	(77)	10%	(21)	1%	(2)	13%	(26)	206
Employ: Private Sector	40%	(34)	46%	(38)	10%	(9)	3%	(3)	1%	(1)	84
Employ: Unemployed	37%	(57)	29%	(45)	15%	(23)	4%	(6)	15%	(23)	154
Military HH: Yes	37%	(49)	31%	(41)	18%	(24)	3%	(5)	10%	(13)	132
Military HH: No	41%	(354)	37%	(322)	10%	(85)	2%	(16)	10%	(90)	868
RD/WT: Right Direction	38%	(116)	33%	(99)	14%	(42)	2%	(7)	13%	(41)	305
RD/WT: Wrong Track	41%	(288)	38%	(265)	10%	(68)	2%	(13)	9%	(62)	695
Trump Job Approve	41%	(114)	33%	(91)	12%	(34)	2%	(5)	11%	(32)	274
Trump Job Disapprove	41%	(238)	41%	(238)	11%	(63)	2%	(10)	6%	(37)	586
Trump Job Strongly Approve	47%	(51)	29%	(31)	9%	(9)	1%	(1)	14%	(15)	109
Trump Job Somewhat Approve	38%	(62)	36%	(60)	15%	(24)	2%	(3)	10%	(16)	166
Trump Job Somewhat Disapprove	37%	(78)	43%	(90)	12%	(26)	1%	(3)	6%	(12)	209
Trump Job Strongly Disapprove	42%	(160)	39%	(148)	10%	(37)	2%	(7)	7%	(25)	377
Favorable of Trump	46%	(117)	34%	(88)	10%	(24)	1%	(3)	9%	(23)	256
Unfavorable of Trump	40%	(240)	41%	(248)	12%	(73)	2%	(12)	5%	(33)	606
Very Favorable of Trump	54%	(58)	27%	(29)	7%	(8)	1%	(1)	11%	(12)	109
Somewhat Favorable of Trump	40%	(58)	40%	(59)	11%	(16)	1%	(2)	8%	(11)	147
Somewhat Unfavorable of Trump	33%	(58)	45%	(79)	15%	(26)	1%	(2)	6%	(10)	176
Very Unfavorable of Trump	42%	(182)	39%	(168)	11%	(48)	2%	(10)	5%	(23)	430
#1 Issue: Economy	38%	(111)	43%	(127)	10%	(30)	2%	(7)	7%	(20)	296
#1 Issue: Security	38%	(29)	36%	(27)	15%	(12)	3%	(2)	8%	(6)	76
#1 Issue: Health Care	40%	(68)	35%	(60)	15%	(25)	—	(1)	10%	(17)	171
#1 Issue: Women's Issues	44%	(52)	38%	(45)	8%	(10)	3%	(3)	7%	(8)	117
#1 Issue: Education	47%	(68)	28%	(41)	12%	(17)	2%	(4)	10%	(15)	145
#1 Issue: Energy	41%	(40)	43%	(42)	10%	(10)	2%	(2)	5%	(5)	98
#1 Issue: Other	38%	(32)	20%	(17)	6%	(5)	—	(0)	36%	(29)	82

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**Table MGC9\_2: How important are the following when considering working for a company?**  
*The vacation time offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	40%	(403)	36%	(364)	11%	(110)	2%	(20)	10%	(103)	1000
2018 House Vote: Democrat	35%	(39)	48%	(54)	10%	(11)	2%	(3)	5%	(5)	112
2016 Vote: Hillary Clinton	29%	(23)	45%	(35)	12%	(9)	3%	(2)	11%	(9)	78
2016 Vote: Didn't Vote	41%	(363)	35%	(312)	11%	(95)	2%	(18)	11%	(94)	881
Voted in 2014: No	41%	(396)	36%	(353)	11%	(106)	2%	(19)	10%	(97)	972
2012 Vote: Didn't Vote	41%	(396)	36%	(356)	11%	(107)	2%	(20)	10%	(98)	978
4-Region: Northeast	38%	(82)	39%	(85)	10%	(22)	5%	(10)	8%	(17)	216
4-Region: Midwest	39%	(89)	35%	(80)	14%	(32)	—	(1)	13%	(29)	232
4-Region: South	45%	(151)	33%	(111)	9%	(31)	2%	(6)	11%	(38)	337
4-Region: West	38%	(81)	41%	(88)	11%	(25)	1%	(3)	9%	(19)	216

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

**Table MGC9\_3:** How important are the following when considering working for a company?  
*The health care benefits offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(544)	29%	(292)	5%	(49)	1%	(13)	10%	(101)	1000
Gender: Male	48%	(234)	32%	(154)	6%	(30)	2%	(10)	12%	(60)	489
Gender: Female	61%	(310)	27%	(138)	4%	(19)	1%	(3)	8%	(42)	511
Age: 18-34	53%	(271)	30%	(154)	5%	(26)	2%	(12)	9%	(44)	506
Generation Z: 13-23	54%	(544)	29%	(292)	5%	(49)	1%	(13)	10%	(101)	1000
PID: Dem (no lean)	59%	(210)	28%	(98)	5%	(17)	1%	(4)	7%	(26)	355
PID: Ind (no lean)	51%	(227)	26%	(116)	6%	(27)	1%	(6)	15%	(67)	445
PID: Rep (no lean)	53%	(107)	39%	(78)	3%	(5)	1%	(3)	4%	(9)	201
PID/Gender: Dem Men	55%	(87)	28%	(45)	6%	(10)	2%	(3)	9%	(15)	160
PID/Gender: Dem Women	63%	(123)	27%	(54)	4%	(7)	—	(1)	5%	(11)	195
PID/Gender: Ind Men	45%	(99)	27%	(61)	8%	(17)	2%	(5)	18%	(40)	223
PID/Gender: Ind Women	58%	(128)	25%	(56)	5%	(10)	1%	(2)	12%	(27)	222
PID/Gender: Rep Men	45%	(47)	46%	(49)	3%	(4)	2%	(2)	4%	(4)	106
PID/Gender: Rep Women	63%	(59)	30%	(29)	2%	(2)	1%	(1)	4%	(4)	95
Ideo: Liberal (1-3)	59%	(193)	30%	(99)	6%	(18)	1%	(4)	3%	(11)	324
Ideo: Moderate (4)	57%	(105)	29%	(54)	5%	(9)	1%	(3)	8%	(15)	185
Ideo: Conservative (5-7)	59%	(102)	33%	(57)	3%	(5)	1%	(2)	5%	(8)	173
Educ: < College	55%	(501)	28%	(260)	5%	(45)	1%	(11)	11%	(100)	916
Educ: Bachelors degree	48%	(35)	43%	(31)	6%	(4)	2%	(2)	1%	(1)	72
Income: Under 50k	54%	(261)	26%	(125)	6%	(30)	2%	(8)	13%	(64)	488
Income: 50k-100k	57%	(186)	33%	(109)	4%	(12)	1%	(2)	6%	(19)	328
Income: 100k+	52%	(96)	32%	(58)	4%	(7)	2%	(3)	10%	(19)	183
Ethnicity: White	55%	(349)	32%	(202)	4%	(26)	2%	(10)	8%	(50)	638
Ethnicity: Hispanic	55%	(112)	29%	(58)	5%	(10)	2%	(3)	10%	(20)	203
Ethnicity: Afr. Am.	53%	(70)	19%	(25)	8%	(10)	1%	(1)	19%	(25)	131
Ethnicity: Other	54%	(125)	28%	(65)	6%	(14)	1%	(2)	11%	(26)	231
All Christian	57%	(157)	30%	(82)	3%	(8)	1%	(3)	9%	(24)	274
All Non-Christian	66%	(43)	24%	(15)	4%	(3)	2%	(1)	4%	(3)	65
Atheist	54%	(61)	37%	(42)	2%	(2)	3%	(4)	4%	(4)	113
Agnostic/Nothing in particular	52%	(283)	28%	(153)	7%	(36)	1%	(5)	13%	(71)	548
Religious Non-Protestant/Catholic	62%	(51)	24%	(20)	5%	(4)	2%	(1)	7%	(6)	82

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**Table MGC9\_3: How important are the following when considering working for a company?**  
*The health care benefits offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(544)	29%	(292)	5%	(49)	1%	(13)	10%	(101)	1000
Evangelical	55%	(99)	29%	(53)	4%	(8)	1%	(2)	10%	(19)	180
Non-Evangelical	59%	(167)	28%	(79)	3%	(8)	1%	(2)	9%	(26)	283
Community: Urban	59%	(151)	26%	(65)	5%	(14)	1%	(2)	9%	(23)	256
Community: Suburban	53%	(286)	31%	(168)	5%	(27)	1%	(7)	9%	(50)	539
Community: Rural	52%	(107)	28%	(59)	4%	(9)	2%	(4)	14%	(28)	206
Employ: Private Sector	50%	(42)	41%	(34)	4%	(4)	2%	(2)	3%	(2)	84
Employ: Unemployed	52%	(80)	27%	(42)	6%	(9)	2%	(2)	14%	(21)	154
Military HH: Yes	50%	(66)	30%	(40)	6%	(7)	1%	(2)	13%	(18)	132
Military HH: No	55%	(478)	29%	(252)	5%	(42)	1%	(12)	10%	(84)	868
RD/WT: Right Direction	47%	(144)	31%	(94)	7%	(22)	1%	(4)	13%	(41)	305
RD/WT: Wrong Track	57%	(399)	29%	(199)	4%	(27)	1%	(9)	9%	(60)	695
Trump Job Approve	52%	(144)	31%	(85)	5%	(12)	2%	(4)	10%	(29)	274
Trump Job Disapprove	57%	(336)	30%	(173)	5%	(29)	1%	(8)	7%	(40)	586
Trump Job Strongly Approve	52%	(57)	26%	(28)	6%	(7)	1%	(1)	15%	(16)	109
Trump Job Somewhat Approve	53%	(87)	34%	(57)	4%	(6)	2%	(3)	7%	(12)	166
Trump Job Somewhat Disapprove	58%	(121)	31%	(65)	4%	(9)	2%	(3)	5%	(11)	209
Trump Job Strongly Disapprove	57%	(215)	29%	(108)	5%	(20)	1%	(5)	8%	(29)	377
Favorable of Trump	55%	(141)	33%	(85)	3%	(9)	1%	(2)	8%	(19)	256
Unfavorable of Trump	57%	(345)	30%	(181)	5%	(33)	2%	(10)	6%	(37)	606
Very Favorable of Trump	59%	(64)	29%	(32)	3%	(3)	—	(0)	9%	(10)	109
Somewhat Favorable of Trump	52%	(77)	36%	(54)	4%	(5)	1%	(2)	7%	(10)	147
Somewhat Unfavorable of Trump	54%	(95)	34%	(60)	4%	(6)	1%	(2)	7%	(12)	176
Very Unfavorable of Trump	58%	(250)	28%	(121)	6%	(26)	2%	(8)	6%	(25)	430
#1 Issue: Economy	54%	(160)	33%	(98)	4%	(13)	1%	(3)	7%	(22)	296
#1 Issue: Security	64%	(49)	24%	(18)	—	(0)	—	(0)	12%	(9)	76
#1 Issue: Health Care	62%	(105)	22%	(37)	6%	(11)	2%	(4)	8%	(13)	171
#1 Issue: Women's Issues	54%	(63)	33%	(39)	4%	(5)	1%	(1)	8%	(9)	117
#1 Issue: Education	53%	(77)	30%	(43)	8%	(12)	1%	(1)	8%	(12)	145
#1 Issue: Energy	47%	(46)	40%	(39)	5%	(5)	3%	(3)	5%	(5)	98
#1 Issue: Other	47%	(39)	15%	(12)	4%	(3)	1%	(1)	33%	(27)	82

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**Table MGC9\_3:** How important are the following when considering working for a company?  
*The health care benefits offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(544)	29%	(292)	5%	(49)	1%	(13)	10%	(101)	1000
2018 House Vote: Democrat	60%	(68)	29%	(32)	6%	(7)	1%	(1)	4%	(4)	112
2016 Vote: Hillary Clinton	51%	(40)	34%	(27)	6%	(5)	—	(0)	9%	(7)	78
2016 Vote: Didn't Vote	54%	(478)	29%	(254)	5%	(44)	1%	(12)	11%	(93)	881
Voted in 2014: No	55%	(532)	29%	(283)	5%	(48)	1%	(12)	10%	(96)	972
2012 Vote: Didn't Vote	55%	(534)	29%	(285)	5%	(49)	1%	(13)	10%	(97)	978
4-Region: Northeast	52%	(112)	31%	(68)	5%	(10)	2%	(5)	10%	(21)	216
4-Region: Midwest	53%	(123)	30%	(69)	5%	(11)	1%	(3)	11%	(25)	232
4-Region: South	54%	(181)	31%	(104)	4%	(13)	1%	(2)	11%	(36)	337
4-Region: West	59%	(128)	24%	(51)	7%	(15)	2%	(3)	9%	(19)	216

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

**Table MGC9\_4:** How important are the following when considering working for a company?  
Sick leave policies

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	46%	(462)	33%	(326)	8%	(80)	2%	(16)	12%	(117)	1000
Gender: Male	41%	(202)	33%	(162)	10%	(47)	3%	(13)	13%	(66)	489
Gender: Female	51%	(260)	32%	(164)	6%	(33)	1%	(3)	10%	(51)	511
Age: 18-34	45%	(226)	33%	(168)	9%	(45)	2%	(13)	11%	(55)	506
Generation Z: 13-23	46%	(462)	33%	(326)	8%	(80)	2%	(16)	12%	(117)	1000
PID: Dem (no lean)	49%	(174)	35%	(124)	7%	(24)	1%	(3)	8%	(29)	355
PID: Ind (no lean)	45%	(199)	30%	(134)	8%	(36)	1%	(7)	16%	(70)	445
PID: Rep (no lean)	44%	(88)	34%	(68)	10%	(20)	3%	(7)	9%	(18)	201
PID/Gender: Dem Men	48%	(77)	32%	(52)	8%	(13)	1%	(1)	11%	(17)	160
PID/Gender: Dem Women	50%	(97)	37%	(73)	6%	(11)	1%	(2)	6%	(12)	195
PID/Gender: Ind Men	37%	(82)	33%	(74)	10%	(23)	3%	(6)	17%	(38)	223
PID/Gender: Ind Women	53%	(118)	27%	(60)	6%	(13)	—	(1)	14%	(31)	222
PID/Gender: Rep Men	40%	(43)	35%	(37)	10%	(11)	6%	(6)	10%	(10)	106
PID/Gender: Rep Women	48%	(46)	33%	(31)	10%	(9)	1%	(1)	8%	(8)	95
Ideo: Liberal (1-3)	49%	(158)	38%	(123)	8%	(26)	1%	(4)	4%	(13)	324
Ideo: Moderate (4)	50%	(92)	31%	(58)	7%	(13)	2%	(4)	9%	(17)	185
Ideo: Conservative (5-7)	51%	(88)	33%	(57)	10%	(17)	1%	(2)	6%	(10)	173
Educ: < College	46%	(426)	32%	(291)	8%	(75)	1%	(12)	12%	(112)	916
Educ: Bachelors degree	42%	(30)	45%	(33)	4%	(3)	4%	(3)	5%	(3)	72
Income: Under 50k	44%	(213)	31%	(150)	9%	(44)	2%	(8)	15%	(72)	488
Income: 50k-100k	50%	(165)	35%	(114)	6%	(20)	1%	(4)	8%	(25)	328
Income: 100k+	46%	(84)	33%	(61)	8%	(16)	2%	(3)	11%	(20)	183
Ethnicity: White	47%	(302)	34%	(215)	7%	(46)	2%	(11)	10%	(64)	638
Ethnicity: Hispanic	44%	(90)	33%	(66)	11%	(22)	2%	(4)	10%	(20)	203
Ethnicity: Afr. Am.	49%	(64)	24%	(31)	8%	(11)	2%	(3)	17%	(23)	131
Ethnicity: Other	42%	(96)	34%	(80)	10%	(23)	1%	(2)	13%	(30)	231
All Christian	48%	(132)	33%	(90)	7%	(19)	3%	(7)	10%	(26)	274
All Non-Christian	48%	(31)	34%	(22)	10%	(7)	1%	(1)	6%	(4)	65
Atheist	45%	(51)	39%	(44)	8%	(9)	1%	(1)	6%	(7)	113
Agnostic/Nothing in particular	45%	(248)	31%	(170)	8%	(45)	1%	(7)	14%	(79)	548
Religious Non-Protestant/Catholic	50%	(41)	31%	(25)	10%	(8)	2%	(1)	8%	(6)	82

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**Table MGC9\_4:** How important are the following when considering working for a company?  
Sick leave policies

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	46%	(462)	33%	(326)	8%	(80)	2%	(16)	12%	(117)	1000
Evangelical	49%	(88)	31%	(56)	10%	(19)	1%	(2)	9%	(16)	180
Non-Evangelical	49%	(139)	30%	(85)	6%	(17)	2%	(6)	13%	(36)	283
Community: Urban	47%	(119)	32%	(81)	7%	(19)	2%	(6)	12%	(30)	256
Community: Suburban	44%	(238)	35%	(186)	9%	(48)	1%	(6)	11%	(60)	539
Community: Rural	51%	(104)	28%	(58)	6%	(12)	2%	(3)	13%	(27)	206
Employ: Private Sector	48%	(41)	40%	(34)	5%	(4)	1%	(1)	6%	(5)	84
Employ: Unemployed	41%	(63)	28%	(43)	11%	(17)	3%	(4)	17%	(26)	154
Military HH: Yes	49%	(64)	28%	(38)	10%	(13)	1%	(2)	12%	(15)	132
Military HH: No	46%	(397)	33%	(288)	8%	(66)	2%	(14)	12%	(102)	868
RD/WT: Right Direction	39%	(120)	33%	(102)	9%	(27)	2%	(6)	16%	(50)	305
RD/WT: Wrong Track	49%	(342)	32%	(224)	8%	(53)	1%	(10)	10%	(67)	695
Trump Job Approve	45%	(124)	31%	(84)	9%	(25)	3%	(8)	12%	(33)	274
Trump Job Disapprove	49%	(288)	34%	(202)	8%	(44)	1%	(6)	8%	(46)	586
Trump Job Strongly Approve	50%	(55)	25%	(27)	6%	(6)	1%	(1)	18%	(20)	109
Trump Job Somewhat Approve	42%	(70)	34%	(57)	11%	(18)	5%	(8)	8%	(13)	166
Trump Job Somewhat Disapprove	48%	(100)	37%	(78)	7%	(14)	1%	(2)	7%	(15)	209
Trump Job Strongly Disapprove	50%	(188)	33%	(124)	8%	(30)	1%	(5)	8%	(31)	377
Favorable of Trump	49%	(126)	30%	(77)	9%	(22)	2%	(5)	10%	(26)	256
Unfavorable of Trump	48%	(289)	37%	(224)	7%	(43)	1%	(7)	7%	(43)	606
Very Favorable of Trump	53%	(58)	25%	(28)	8%	(9)	1%	(2)	12%	(13)	109
Somewhat Favorable of Trump	47%	(68)	34%	(50)	9%	(13)	2%	(3)	9%	(13)	147
Somewhat Unfavorable of Trump	38%	(66)	46%	(82)	6%	(10)	1%	(2)	9%	(15)	176
Very Unfavorable of Trump	52%	(222)	33%	(142)	8%	(33)	1%	(4)	7%	(28)	430
#1 Issue: Economy	47%	(139)	34%	(102)	8%	(25)	1%	(4)	9%	(27)	296
#1 Issue: Security	50%	(38)	28%	(21)	10%	(8)	2%	(2)	9%	(7)	76
#1 Issue: Health Care	49%	(84)	33%	(55)	10%	(17)	1%	(1)	8%	(14)	171
#1 Issue: Women's Issues	52%	(61)	34%	(39)	5%	(6)	2%	(3)	7%	(9)	117
#1 Issue: Education	39%	(57)	36%	(52)	9%	(12)	2%	(3)	14%	(21)	145
#1 Issue: Energy	45%	(44)	38%	(37)	8%	(8)	1%	(1)	8%	(8)	98
#1 Issue: Other	40%	(33)	21%	(17)	6%	(5)	—	(0)	34%	(28)	82

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**Table MGC9\_4:** *How important are the following when considering working for a company?*  
*Sick leave policies*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	46%	(462)	33%	(326)	8%	(80)	2%	(16)	12%	(117)	1000
2018 House Vote: Democrat	48%	(53)	37%	(41)	8%	(9)	2%	(2)	6%	(7)	112
2016 Vote: Hillary Clinton	49%	(38)	32%	(25)	8%	(6)	1%	(1)	9%	(7)	78
2016 Vote: Didn't Vote	46%	(402)	32%	(285)	8%	(71)	2%	(15)	12%	(108)	881
Voted in 2014: No	46%	(448)	33%	(319)	8%	(77)	2%	(16)	12%	(112)	972
2012 Vote: Didn't Vote	46%	(451)	33%	(321)	8%	(80)	2%	(16)	11%	(111)	978
4-Region: Northeast	40%	(87)	39%	(84)	8%	(17)	2%	(5)	11%	(23)	216
4-Region: Midwest	48%	(110)	31%	(71)	8%	(17)	1%	(2)	14%	(31)	232
4-Region: South	50%	(167)	29%	(98)	8%	(28)	1%	(3)	12%	(40)	337
4-Region: West	45%	(98)	34%	(73)	8%	(17)	3%	(6)	10%	(22)	216

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

**Table MGC9\_5:** How important are the following when considering working for a company?  
*The parental leave offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	37%	(371)	28%	(275)	11%	(109)	8%	(75)	17%	(170)	1000
Gender: Male	29%	(142)	31%	(150)	14%	(67)	9%	(42)	18%	(88)	489
Gender: Female	45%	(228)	25%	(126)	8%	(43)	6%	(33)	16%	(82)	511
Age: 18-34	35%	(178)	28%	(143)	13%	(67)	8%	(42)	15%	(76)	506
Generation Z: 13-23	37%	(371)	28%	(275)	11%	(109)	8%	(75)	17%	(170)	1000
PID: Dem (no lean)	41%	(145)	28%	(98)	11%	(37)	8%	(28)	13%	(46)	355
PID: Ind (no lean)	33%	(148)	26%	(116)	11%	(51)	8%	(37)	21%	(92)	445
PID: Rep (no lean)	38%	(77)	30%	(61)	11%	(21)	5%	(10)	16%	(32)	201
PID/Gender: Dem Men	36%	(58)	30%	(48)	11%	(18)	7%	(12)	15%	(24)	160
PID/Gender: Dem Women	45%	(87)	26%	(50)	10%	(19)	9%	(17)	11%	(22)	195
PID/Gender: Ind Men	23%	(51)	31%	(69)	15%	(33)	11%	(24)	21%	(46)	223
PID/Gender: Ind Women	44%	(97)	22%	(48)	8%	(18)	6%	(13)	21%	(46)	222
PID/Gender: Rep Men	31%	(33)	31%	(33)	15%	(16)	7%	(7)	16%	(17)	106
PID/Gender: Rep Women	46%	(44)	30%	(28)	6%	(5)	3%	(3)	15%	(15)	95
Ideo: Liberal (1-3)	41%	(131)	27%	(88)	13%	(41)	11%	(34)	9%	(29)	324
Ideo: Moderate (4)	39%	(71)	25%	(46)	15%	(28)	8%	(14)	14%	(26)	185
Ideo: Conservative (5-7)	40%	(69)	37%	(64)	9%	(15)	7%	(12)	7%	(13)	173
Educ: < College	37%	(343)	26%	(241)	11%	(101)	8%	(69)	18%	(162)	916
Educ: Bachelors degree	32%	(23)	41%	(30)	11%	(8)	7%	(5)	9%	(6)	72
Income: Under 50k	34%	(166)	26%	(129)	11%	(56)	7%	(32)	22%	(105)	488
Income: 50k-100k	42%	(139)	28%	(92)	10%	(33)	8%	(26)	12%	(39)	328
Income: 100k+	36%	(66)	29%	(54)	11%	(21)	10%	(17)	14%	(25)	183
Ethnicity: White	39%	(251)	26%	(166)	11%	(70)	9%	(58)	15%	(93)	638
Ethnicity: Hispanic	33%	(66)	27%	(54)	13%	(26)	6%	(13)	21%	(43)	203
Ethnicity: Afr. Am.	33%	(43)	25%	(33)	12%	(15)	6%	(8)	25%	(33)	131
Ethnicity: Other	33%	(77)	33%	(77)	10%	(24)	4%	(9)	19%	(44)	231
All Christian	41%	(113)	30%	(83)	12%	(34)	4%	(12)	12%	(33)	274
All Non-Christian	49%	(32)	23%	(15)	10%	(7)	6%	(4)	12%	(7)	65
Atheist	34%	(39)	22%	(25)	14%	(15)	16%	(17)	15%	(17)	113
Agnostic/Nothing in particular	34%	(188)	28%	(152)	10%	(54)	8%	(42)	21%	(113)	548
Religious Non-Protestant/Catholic	49%	(40)	22%	(18)	8%	(7)	7%	(5)	14%	(12)	82

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**Table MGC9\_5: How important are the following when considering working for a company?**  
*The parental leave offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	37%	(371)	28%	(275)	11%	(109)	8%	(75)	17%	(170)	1000
Evangelical	40%	(72)	32%	(57)	9%	(16)	5%	(8)	15%	(27)	180
Non-Evangelical	43%	(121)	28%	(81)	10%	(29)	4%	(11)	15%	(42)	283
Community: Urban	40%	(102)	27%	(69)	9%	(23)	5%	(12)	19%	(49)	256
Community: Suburban	35%	(187)	29%	(157)	12%	(66)	8%	(45)	16%	(84)	539
Community: Rural	40%	(82)	24%	(49)	10%	(21)	9%	(18)	18%	(36)	206
Employ: Private Sector	35%	(30)	39%	(33)	10%	(8)	8%	(6)	8%	(6)	84
Employ: Unemployed	27%	(42)	25%	(38)	12%	(19)	11%	(17)	25%	(39)	154
Military HH: Yes	38%	(51)	25%	(33)	12%	(15)	9%	(12)	17%	(22)	132
Military HH: No	37%	(320)	28%	(243)	11%	(94)	7%	(63)	17%	(147)	868
RD/WT: Right Direction	32%	(99)	27%	(83)	11%	(33)	8%	(24)	22%	(66)	305
RD/WT: Wrong Track	39%	(272)	28%	(192)	11%	(77)	7%	(51)	15%	(103)	695
Trump Job Approve	38%	(104)	29%	(80)	10%	(27)	8%	(21)	16%	(43)	274
Trump Job Disapprove	39%	(229)	27%	(161)	13%	(74)	8%	(49)	12%	(73)	586
Trump Job Strongly Approve	36%	(39)	27%	(29)	8%	(9)	8%	(8)	22%	(24)	109
Trump Job Somewhat Approve	39%	(65)	31%	(51)	11%	(18)	8%	(13)	11%	(19)	166
Trump Job Somewhat Disapprove	40%	(84)	30%	(63)	13%	(27)	6%	(13)	11%	(23)	209
Trump Job Strongly Disapprove	39%	(146)	26%	(98)	12%	(46)	10%	(36)	13%	(50)	377
Favorable of Trump	38%	(96)	31%	(80)	8%	(21)	7%	(19)	16%	(40)	256
Unfavorable of Trump	39%	(238)	27%	(162)	13%	(81)	9%	(52)	12%	(73)	606
Very Favorable of Trump	41%	(45)	31%	(34)	8%	(9)	5%	(6)	15%	(16)	109
Somewhat Favorable of Trump	35%	(51)	31%	(46)	8%	(12)	9%	(14)	16%	(24)	147
Somewhat Unfavorable of Trump	35%	(62)	31%	(55)	17%	(29)	5%	(8)	12%	(21)	176
Very Unfavorable of Trump	41%	(176)	25%	(107)	12%	(52)	10%	(43)	12%	(51)	430
#1 Issue: Economy	36%	(107)	31%	(92)	12%	(35)	9%	(25)	12%	(37)	296
#1 Issue: Security	37%	(28)	30%	(23)	13%	(10)	1%	(1)	18%	(14)	76
#1 Issue: Health Care	41%	(70)	25%	(43)	11%	(19)	8%	(14)	15%	(25)	171
#1 Issue: Women's Issues	46%	(54)	22%	(25)	9%	(10)	9%	(10)	15%	(17)	117
#1 Issue: Education	30%	(43)	30%	(43)	8%	(12)	10%	(15)	22%	(32)	145
#1 Issue: Energy	35%	(34)	32%	(32)	19%	(18)	5%	(5)	9%	(9)	98
#1 Issue: Other	35%	(29)	16%	(13)	5%	(4)	6%	(5)	38%	(31)	82

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**Table MGC9\_5:** *How important are the following when considering working for a company?*  
*The parental leave offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	37%	(371)	28%	(275)	11%	(109)	8%	(75)	17%	(170)	1000
2018 House Vote: Democrat	34%	(38)	32%	(36)	16%	(18)	11%	(13)	7%	(8)	112
2016 Vote: Hillary Clinton	28%	(21)	35%	(27)	12%	(9)	8%	(6)	17%	(13)	78
2016 Vote: Didn't Vote	38%	(334)	27%	(233)	11%	(95)	7%	(65)	17%	(152)	881
Voted in 2014: No	37%	(360)	28%	(268)	11%	(109)	7%	(71)	17%	(164)	972
2012 Vote: Didn't Vote	37%	(361)	28%	(271)	11%	(108)	8%	(75)	17%	(163)	978
4-Region: Northeast	34%	(73)	34%	(72)	10%	(22)	8%	(17)	15%	(31)	216
4-Region: Midwest	39%	(90)	28%	(65)	9%	(21)	8%	(18)	16%	(38)	232
4-Region: South	38%	(128)	23%	(78)	12%	(39)	7%	(23)	20%	(69)	337
4-Region: West	37%	(80)	28%	(60)	13%	(28)	8%	(17)	15%	(32)	216

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

**Table MGC9\_6:** How important are the following when considering working for a company?  
*The company's mission*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(416)	34%	(344)	9%	(89)	3%	(27)	12%	(124)	1000
Gender: Male	38%	(187)	34%	(167)	10%	(51)	4%	(18)	14%	(67)	489
Gender: Female	45%	(230)	35%	(177)	7%	(38)	2%	(9)	11%	(58)	511
Age: 18-34	43%	(216)	32%	(162)	11%	(58)	4%	(19)	10%	(51)	506
Generation Z: 13-23	42%	(416)	34%	(344)	9%	(89)	3%	(27)	12%	(124)	1000
PID: Dem (no lean)	48%	(171)	34%	(122)	8%	(29)	1%	(4)	8%	(29)	355
PID: Ind (no lean)	37%	(165)	33%	(145)	9%	(42)	3%	(13)	18%	(80)	445
PID: Rep (no lean)	40%	(81)	38%	(77)	9%	(18)	5%	(9)	8%	(16)	201
PID/Gender: Dem Men	47%	(75)	32%	(51)	10%	(16)	1%	(2)	10%	(17)	160
PID/Gender: Dem Women	49%	(96)	36%	(71)	7%	(13)	1%	(2)	7%	(13)	195
PID/Gender: Ind Men	32%	(72)	32%	(72)	12%	(26)	4%	(9)	20%	(44)	223
PID/Gender: Ind Women	42%	(93)	33%	(73)	7%	(16)	2%	(5)	16%	(36)	222
PID/Gender: Rep Men	38%	(40)	41%	(44)	9%	(9)	6%	(7)	6%	(6)	106
PID/Gender: Rep Women	43%	(41)	35%	(33)	9%	(9)	2%	(2)	10%	(9)	95
Ideo: Liberal (1-3)	47%	(153)	37%	(121)	9%	(30)	2%	(6)	4%	(15)	324
Ideo: Moderate (4)	41%	(76)	33%	(61)	14%	(26)	3%	(6)	9%	(17)	185
Ideo: Conservative (5-7)	45%	(78)	37%	(64)	8%	(14)	3%	(6)	6%	(11)	173
Educ: < College	41%	(380)	34%	(308)	9%	(82)	3%	(26)	13%	(121)	916
Educ: Bachelors degree	44%	(32)	45%	(32)	7%	(5)	—	(0)	4%	(3)	72
Income: Under 50k	40%	(196)	32%	(155)	9%	(42)	3%	(14)	17%	(81)	488
Income: 50k-100k	43%	(140)	39%	(126)	9%	(31)	2%	(7)	7%	(24)	328
Income: 100k+	44%	(81)	34%	(62)	8%	(15)	3%	(6)	11%	(19)	183
Ethnicity: White	41%	(264)	36%	(231)	9%	(57)	3%	(19)	11%	(67)	638
Ethnicity: Hispanic	42%	(85)	31%	(63)	9%	(19)	3%	(7)	15%	(30)	203
Ethnicity: Afr. Am.	39%	(51)	25%	(32)	12%	(16)	3%	(4)	21%	(27)	131
Ethnicity: Other	44%	(101)	35%	(80)	7%	(16)	2%	(4)	13%	(30)	231
All Christian	49%	(134)	29%	(79)	10%	(26)	2%	(6)	10%	(28)	274
All Non-Christian	53%	(35)	29%	(19)	13%	(8)	1%	(1)	4%	(3)	65
Atheist	45%	(50)	35%	(40)	11%	(12)	3%	(4)	6%	(7)	113
Agnostic/Nothing in particular	36%	(197)	38%	(206)	8%	(42)	3%	(16)	16%	(87)	548
Religious Non-Protestant/Catholic	50%	(41)	30%	(24)	12%	(10)	1%	(1)	8%	(6)	82

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**Table MGC9\_6:** How important are the following when considering working for a company?  
*The company's mission*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(416)	34%	(344)	9%	(89)	3%	(27)	12%	(124)	1000
Evangelical	47%	(85)	28%	(50)	9%	(17)	3%	(6)	12%	(22)	180
Non-Evangelical	46%	(130)	31%	(89)	9%	(27)	2%	(5)	12%	(33)	283
Community: Urban	44%	(112)	33%	(85)	8%	(20)	3%	(8)	12%	(30)	256
Community: Suburban	42%	(228)	36%	(194)	8%	(43)	2%	(9)	12%	(64)	539
Community: Rural	37%	(76)	31%	(65)	12%	(26)	4%	(9)	15%	(30)	206
Employ: Private Sector	45%	(38)	40%	(34)	7%	(6)	4%	(3)	4%	(3)	84
Employ: Unemployed	35%	(54)	33%	(51)	8%	(12)	6%	(9)	18%	(28)	154
Military HH: Yes	40%	(52)	39%	(52)	5%	(6)	4%	(5)	13%	(18)	132
Military HH: No	42%	(364)	34%	(292)	10%	(83)	3%	(22)	12%	(107)	868
RD/WT: Right Direction	37%	(114)	33%	(101)	9%	(29)	4%	(12)	16%	(50)	305
RD/WT: Wrong Track	44%	(303)	35%	(243)	9%	(60)	2%	(15)	11%	(74)	695
Trump Job Approve	39%	(106)	34%	(93)	10%	(28)	4%	(12)	13%	(36)	274
Trump Job Disapprove	45%	(264)	35%	(206)	9%	(56)	2%	(14)	8%	(47)	586
Trump Job Strongly Approve	41%	(45)	26%	(28)	9%	(10)	4%	(4)	19%	(21)	109
Trump Job Somewhat Approve	37%	(61)	39%	(64)	11%	(18)	5%	(8)	9%	(15)	166
Trump Job Somewhat Disapprove	46%	(95)	35%	(73)	11%	(22)	3%	(5)	6%	(12)	209
Trump Job Strongly Disapprove	45%	(169)	35%	(132)	9%	(33)	2%	(8)	9%	(35)	377
Favorable of Trump	41%	(105)	36%	(92)	9%	(24)	2%	(6)	11%	(29)	256
Unfavorable of Trump	44%	(269)	36%	(216)	10%	(62)	2%	(14)	7%	(44)	606
Very Favorable of Trump	42%	(46)	34%	(38)	7%	(7)	2%	(3)	14%	(15)	109
Somewhat Favorable of Trump	40%	(58)	37%	(55)	11%	(17)	2%	(4)	9%	(14)	147
Somewhat Unfavorable of Trump	41%	(72)	35%	(62)	11%	(20)	4%	(8)	8%	(14)	176
Very Unfavorable of Trump	46%	(198)	36%	(154)	10%	(42)	1%	(6)	7%	(30)	430
#1 Issue: Economy	39%	(117)	39%	(115)	10%	(29)	2%	(5)	10%	(31)	296
#1 Issue: Security	52%	(39)	27%	(20)	5%	(4)	3%	(2)	12%	(9)	76
#1 Issue: Health Care	38%	(64)	36%	(62)	14%	(23)	2%	(3)	10%	(18)	171
#1 Issue: Women's Issues	43%	(51)	43%	(51)	4%	(4)	3%	(3)	7%	(9)	117
#1 Issue: Education	43%	(62)	29%	(42)	12%	(17)	4%	(6)	13%	(19)	145
#1 Issue: Energy	53%	(51)	31%	(30)	10%	(9)	3%	(3)	4%	(4)	98
#1 Issue: Other	35%	(29)	24%	(20)	3%	(2)	3%	(3)	35%	(29)	82

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**Table MGC9\_6:** *How important are the following when considering working for a company?*  
*The company's mission*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(416)	34%	(344)	9%	(89)	3%	(27)	12%	(124)	1000
2018 House Vote: Democrat	50%	(56)	33%	(37)	12%	(13)	2%	(3)	4%	(4)	112
2016 Vote: Hillary Clinton	42%	(32)	35%	(27)	9%	(7)	3%	(3)	10%	(8)	78
2016 Vote: Didn't Vote	41%	(362)	34%	(304)	9%	(76)	3%	(23)	13%	(116)	881
Voted in 2014: No	42%	(405)	34%	(335)	9%	(87)	3%	(26)	12%	(119)	972
2012 Vote: Didn't Vote	41%	(404)	35%	(340)	9%	(88)	3%	(27)	12%	(120)	978
4-Region: Northeast	44%	(94)	33%	(72)	10%	(22)	2%	(4)	11%	(24)	216
4-Region: Midwest	47%	(110)	32%	(75)	5%	(12)	4%	(9)	11%	(26)	232
4-Region: South	39%	(131)	34%	(114)	9%	(31)	3%	(9)	16%	(53)	337
4-Region: West	38%	(81)	39%	(83)	11%	(24)	2%	(5)	10%	(22)	216

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

**Table MGC9\_7:** How important are the following when considering working for a company?  
The company's leadership team

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(466)	32%	(317)	7%	(67)	3%	(26)	12%	(124)	1000
Gender: Male	46%	(222)	30%	(144)	8%	(38)	3%	(17)	14%	(68)	489
Gender: Female	48%	(244)	34%	(173)	6%	(29)	2%	(9)	11%	(57)	511
Age: 18-34	46%	(234)	32%	(160)	8%	(40)	3%	(13)	11%	(58)	506
Generation Z: 13-23	47%	(466)	32%	(317)	7%	(67)	3%	(26)	12%	(124)	1000
PID: Dem (no lean)	50%	(178)	32%	(114)	8%	(27)	1%	(5)	9%	(31)	355
PID: Ind (no lean)	43%	(191)	30%	(133)	7%	(31)	3%	(14)	17%	(76)	445
PID: Rep (no lean)	49%	(97)	35%	(70)	5%	(9)	3%	(7)	9%	(17)	201
PID/Gender: Dem Men	54%	(86)	27%	(43)	8%	(13)	1%	(2)	10%	(16)	160
PID/Gender: Dem Women	47%	(92)	36%	(71)	7%	(14)	2%	(3)	8%	(15)	195
PID/Gender: Ind Men	39%	(87)	29%	(66)	8%	(17)	4%	(9)	19%	(43)	223
PID/Gender: Ind Women	47%	(104)	30%	(67)	6%	(13)	2%	(5)	15%	(33)	222
PID/Gender: Rep Men	47%	(49)	33%	(35)	6%	(7)	6%	(6)	8%	(9)	106
PID/Gender: Rep Women	51%	(48)	37%	(35)	2%	(2)	1%	(1)	9%	(9)	95
Ideo: Liberal (1-3)	48%	(155)	35%	(113)	9%	(30)	2%	(6)	6%	(19)	324
Ideo: Moderate (4)	53%	(98)	28%	(52)	6%	(12)	3%	(6)	10%	(18)	185
Ideo: Conservative (5-7)	52%	(89)	37%	(63)	6%	(10)	1%	(2)	5%	(8)	173
Educ: < College	46%	(423)	32%	(290)	6%	(58)	2%	(23)	13%	(122)	916
Educ: Bachelors degree	51%	(37)	32%	(23)	10%	(8)	4%	(3)	2%	(2)	72
Income: Under 50k	43%	(212)	31%	(149)	7%	(34)	2%	(10)	17%	(84)	488
Income: 50k-100k	50%	(165)	33%	(107)	7%	(21)	4%	(12)	7%	(23)	328
Income: 100k+	49%	(90)	33%	(61)	6%	(11)	2%	(4)	9%	(17)	183
Ethnicity: White	46%	(295)	35%	(222)	6%	(39)	2%	(16)	10%	(66)	638
Ethnicity: Hispanic	45%	(91)	29%	(59)	7%	(15)	4%	(7)	14%	(29)	203
Ethnicity: Afr. Am.	49%	(64)	19%	(25)	9%	(12)	3%	(4)	20%	(27)	131
Ethnicity: Other	47%	(108)	30%	(70)	7%	(16)	2%	(6)	14%	(32)	231
All Christian	50%	(137)	31%	(85)	7%	(19)	2%	(6)	10%	(28)	274
All Non-Christian	60%	(39)	27%	(17)	7%	(4)	1%	(1)	5%	(3)	65
Atheist	41%	(46)	46%	(52)	7%	(7)	3%	(3)	3%	(4)	113
Agnostic/Nothing in particular	45%	(244)	30%	(163)	7%	(36)	3%	(15)	16%	(90)	548
Religious Non-Protestant/Catholic	57%	(47)	26%	(22)	8%	(7)	1%	(1)	8%	(6)	82

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**Table MGC9\_7: How important are the following when considering working for a company?**  
*The company's leadership team*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(466)	32%	(317)	7%	(67)	3%	(26)	12%	(124)	1000
Evangelical	51%	(92)	28%	(51)	6%	(11)	3%	(5)	12%	(22)	180
Non-Evangelical	52%	(147)	28%	(81)	6%	(18)	2%	(5)	12%	(34)	283
Community: Urban	52%	(132)	28%	(71)	7%	(18)	1%	(3)	12%	(31)	256
Community: Suburban	47%	(254)	32%	(175)	6%	(35)	3%	(15)	11%	(60)	539
Community: Rural	39%	(80)	34%	(71)	7%	(14)	4%	(8)	16%	(33)	206
Employ: Private Sector	60%	(50)	30%	(25)	6%	(5)	1%	(1)	4%	(3)	84
Employ: Unemployed	37%	(56)	31%	(47)	7%	(11)	4%	(6)	22%	(34)	154
Military HH: Yes	51%	(68)	25%	(33)	9%	(11)	5%	(7)	10%	(13)	132
Military HH: No	46%	(399)	33%	(284)	6%	(55)	2%	(19)	13%	(111)	868
RD/WT: Right Direction	44%	(135)	31%	(94)	8%	(23)	2%	(7)	15%	(46)	305
RD/WT: Wrong Track	48%	(332)	32%	(223)	6%	(44)	3%	(19)	11%	(78)	695
Trump Job Approve	47%	(129)	31%	(86)	7%	(19)	2%	(6)	13%	(34)	274
Trump Job Disapprove	48%	(280)	33%	(195)	7%	(42)	3%	(18)	9%	(51)	586
Trump Job Strongly Approve	48%	(52)	29%	(31)	2%	(2)	4%	(4)	18%	(19)	109
Trump Job Somewhat Approve	47%	(77)	33%	(55)	10%	(16)	1%	(2)	9%	(15)	166
Trump Job Somewhat Disapprove	48%	(101)	34%	(71)	7%	(14)	3%	(7)	8%	(17)	209
Trump Job Strongly Disapprove	48%	(179)	33%	(125)	7%	(28)	3%	(11)	9%	(33)	377
Favorable of Trump	52%	(132)	32%	(82)	6%	(14)	2%	(4)	9%	(24)	256
Unfavorable of Trump	48%	(291)	34%	(203)	8%	(47)	3%	(17)	8%	(48)	606
Very Favorable of Trump	52%	(57)	31%	(34)	4%	(4)	2%	(2)	10%	(11)	109
Somewhat Favorable of Trump	51%	(75)	32%	(48)	7%	(10)	1%	(2)	9%	(13)	147
Somewhat Unfavorable of Trump	46%	(81)	37%	(65)	7%	(12)	3%	(5)	7%	(13)	176
Very Unfavorable of Trump	49%	(210)	32%	(139)	8%	(34)	3%	(12)	8%	(35)	430
#1 Issue: Economy	48%	(143)	35%	(103)	6%	(19)	2%	(5)	9%	(26)	296
#1 Issue: Security	42%	(32)	39%	(29)	2%	(2)	3%	(2)	13%	(10)	76
#1 Issue: Health Care	45%	(76)	29%	(50)	12%	(21)	4%	(6)	10%	(18)	171
#1 Issue: Women's Issues	51%	(60)	35%	(41)	7%	(8)	1%	(1)	7%	(9)	117
#1 Issue: Education	42%	(61)	31%	(45)	8%	(11)	4%	(6)	15%	(22)	145
#1 Issue: Energy	54%	(53)	35%	(34)	3%	(3)	1%	(1)	7%	(7)	98
#1 Issue: Other	40%	(33)	16%	(13)	4%	(3)	4%	(3)	37%	(31)	82

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**Table MGC9\_7:** How important are the following when considering working for a company?  
The company's leadership team

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(466)	32%	(317)	7%	(67)	3%	(26)	12%	(124)	1000
2018 House Vote: Democrat	48%	(54)	36%	(40)	11%	(13)	2%	(2)	4%	(4)	112
2016 Vote: Hillary Clinton	46%	(36)	34%	(26)	7%	(6)	2%	(2)	10%	(8)	78
2016 Vote: Didn't Vote	46%	(408)	32%	(278)	7%	(59)	3%	(23)	13%	(113)	881
Voted in 2014: No	47%	(455)	32%	(308)	7%	(66)	3%	(25)	12%	(118)	972
2012 Vote: Didn't Vote	47%	(455)	32%	(311)	7%	(65)	3%	(26)	12%	(120)	978
4-Region: Northeast	44%	(94)	35%	(75)	8%	(16)	2%	(4)	12%	(26)	216
4-Region: Midwest	48%	(112)	33%	(77)	4%	(10)	2%	(4)	12%	(28)	232
4-Region: South	46%	(156)	31%	(103)	7%	(22)	3%	(9)	14%	(46)	337
4-Region: West	48%	(104)	28%	(61)	8%	(18)	4%	(8)	11%	(24)	216

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

**Table MGC9\_8:** How important are the following when considering working for a company?

*Job security*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	59%	(585)	25%	(247)	5%	(51)	1%	(13)	10%	(104)	1000
Gender: Male	55%	(267)	25%	(121)	7%	(32)	2%	(8)	12%	(60)	489
Gender: Female	62%	(318)	25%	(125)	4%	(19)	1%	(4)	9%	(45)	511
Age: 18-34	60%	(303)	24%	(121)	6%	(29)	1%	(7)	9%	(47)	506
Generation Z: 13-23	59%	(585)	25%	(247)	5%	(51)	1%	(13)	10%	(104)	1000
PID: Dem (no lean)	62%	(219)	26%	(94)	5%	(17)	1%	(3)	6%	(21)	355
PID: Ind (no lean)	54%	(241)	23%	(101)	5%	(23)	1%	(6)	17%	(74)	445
PID: Rep (no lean)	62%	(125)	26%	(52)	6%	(11)	2%	(4)	5%	(9)	201
PID/Gender: Dem Men	60%	(96)	26%	(41)	6%	(10)	1%	(2)	7%	(11)	160
PID/Gender: Dem Women	63%	(123)	27%	(53)	4%	(7)	1%	(2)	5%	(11)	195
PID/Gender: Ind Men	48%	(106)	26%	(58)	5%	(11)	2%	(3)	20%	(44)	223
PID/Gender: Ind Women	61%	(135)	20%	(44)	5%	(11)	1%	(2)	13%	(30)	222
PID/Gender: Rep Men	61%	(65)	21%	(23)	10%	(11)	3%	(3)	4%	(5)	106
PID/Gender: Rep Women	63%	(60)	31%	(29)	1%	(1)	1%	(1)	5%	(4)	95
Ideo: Liberal (1-3)	64%	(207)	26%	(85)	6%	(18)	1%	(2)	4%	(12)	324
Ideo: Moderate (4)	56%	(103)	29%	(54)	6%	(11)	1%	(2)	8%	(15)	185
Ideo: Conservative (5-7)	66%	(115)	21%	(37)	7%	(13)	1%	(1)	4%	(8)	173
Educ: < College	59%	(536)	24%	(222)	5%	(46)	1%	(10)	11%	(102)	916
Educ: Bachelors degree	58%	(42)	32%	(23)	5%	(4)	2%	(1)	2%	(2)	72
Income: Under 50k	56%	(274)	23%	(113)	5%	(26)	1%	(7)	14%	(68)	488
Income: 50k-100k	61%	(200)	28%	(91)	4%	(14)	1%	(3)	6%	(19)	328
Income: 100k+	60%	(110)	23%	(42)	6%	(11)	1%	(2)	9%	(17)	183
Ethnicity: White	58%	(372)	26%	(167)	5%	(32)	2%	(11)	9%	(56)	638
Ethnicity: Hispanic	58%	(117)	23%	(46)	3%	(5)	3%	(5)	14%	(29)	203
Ethnicity: Afr. Am.	59%	(77)	17%	(22)	8%	(10)	—	(0)	16%	(22)	131
Ethnicity: Other	59%	(135)	25%	(58)	4%	(9)	1%	(1)	12%	(27)	231
All Christian	61%	(166)	27%	(74)	4%	(12)	1%	(2)	7%	(20)	274
All Non-Christian	69%	(45)	20%	(13)	8%	(5)	—	(0)	4%	(2)	65
Atheist	56%	(64)	33%	(37)	5%	(5)	2%	(2)	4%	(5)	113
Agnostic/Nothing in particular	57%	(311)	22%	(123)	5%	(29)	2%	(9)	14%	(77)	548
Religious Non-Protestant/Catholic	68%	(56)	19%	(16)	8%	(7)	—	(0)	5%	(4)	82

Continued on next page

**Table MGC9\_8:** How important are the following when considering working for a company?

*Job security*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	59%	(585)	25%	(247)	5%	(51)	1%	(13)	10%	(104)	1000
Evangelical	58%	(104)	27%	(48)	6%	(11)	3%	(5)	7%	(13)	180
Non-Evangelical	64%	(183)	23%	(65)	3%	(8)	1%	(2)	9%	(26)	283
Community: Urban	59%	(151)	24%	(62)	5%	(12)	2%	(4)	10%	(26)	256
Community: Suburban	58%	(313)	26%	(142)	6%	(31)	1%	(5)	9%	(47)	539
Community: Rural	58%	(120)	21%	(43)	4%	(8)	2%	(3)	15%	(31)	206
Employ: Private Sector	66%	(55)	25%	(21)	4%	(4)	2%	(2)	3%	(2)	84
Employ: Unemployed	55%	(84)	21%	(33)	4%	(6)	3%	(4)	17%	(27)	154
Military HH: Yes	60%	(79)	24%	(32)	5%	(6)	1%	(2)	10%	(13)	132
Military HH: No	58%	(506)	25%	(215)	5%	(45)	1%	(11)	10%	(91)	868
RD/WT: Right Direction	52%	(158)	25%	(77)	8%	(24)	2%	(7)	13%	(39)	305
RD/WT: Wrong Track	61%	(427)	24%	(169)	4%	(27)	1%	(5)	9%	(65)	695
Trump Job Approve	61%	(166)	22%	(60)	6%	(17)	2%	(5)	9%	(26)	274
Trump Job Disapprove	61%	(360)	26%	(155)	5%	(29)	1%	(5)	6%	(37)	586
Trump Job Strongly Approve	57%	(62)	20%	(22)	8%	(9)	2%	(2)	13%	(14)	109
Trump Job Somewhat Approve	63%	(104)	23%	(38)	5%	(8)	2%	(4)	7%	(12)	166
Trump Job Somewhat Disapprove	62%	(130)	25%	(52)	6%	(13)	1%	(2)	6%	(12)	209
Trump Job Strongly Disapprove	61%	(230)	27%	(103)	4%	(17)	1%	(3)	7%	(26)	377
Favorable of Trump	65%	(166)	24%	(61)	5%	(12)	—	(1)	6%	(16)	256
Unfavorable of Trump	61%	(368)	27%	(162)	5%	(32)	2%	(9)	6%	(35)	606
Very Favorable of Trump	64%	(69)	21%	(23)	6%	(7)	—	(0)	9%	(10)	109
Somewhat Favorable of Trump	66%	(97)	25%	(37)	4%	(6)	1%	(1)	4%	(6)	147
Somewhat Unfavorable of Trump	59%	(103)	27%	(47)	6%	(11)	2%	(3)	7%	(12)	176
Very Unfavorable of Trump	62%	(265)	27%	(116)	5%	(21)	1%	(6)	5%	(23)	430
#1 Issue: Economy	65%	(193)	24%	(70)	4%	(12)	1%	(3)	6%	(19)	296
#1 Issue: Security	59%	(45)	24%	(18)	7%	(5)	—	(0)	10%	(8)	76
#1 Issue: Health Care	58%	(98)	26%	(45)	6%	(11)	—	(1)	9%	(16)	171
#1 Issue: Women's Issues	60%	(70)	24%	(28)	6%	(7)	—	(0)	11%	(12)	117
#1 Issue: Education	58%	(84)	22%	(32)	5%	(7)	4%	(5)	11%	(16)	145
#1 Issue: Energy	54%	(53)	33%	(32)	6%	(6)	1%	(1)	6%	(6)	98
#1 Issue: Other	43%	(35)	22%	(18)	3%	(2)	1%	(1)	32%	(26)	82

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**Table MGC9\_8:** How important are the following when considering working for a company?

*Job security*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	59%	(585)	25%	(247)	5%	(51)	1%	(13)	10%	(104)	1000
2018 House Vote: Democrat	66%	(74)	28%	(31)	4%	(4)	1%	(1)	2%	(2)	112
2016 Vote: Hillary Clinton	62%	(48)	25%	(19)	5%	(4)	1%	(1)	7%	(6)	78
2016 Vote: Didn't Vote	58%	(507)	25%	(219)	5%	(46)	1%	(11)	11%	(98)	881
Voted in 2014: No	58%	(567)	25%	(244)	5%	(49)	1%	(12)	10%	(101)	972
2012 Vote: Didn't Vote	58%	(569)	25%	(244)	5%	(50)	1%	(13)	10%	(101)	978
4-Region: Northeast	57%	(123)	25%	(55)	8%	(18)	2%	(5)	7%	(15)	216
4-Region: Midwest	56%	(130)	26%	(60)	4%	(10)	2%	(4)	12%	(28)	232
4-Region: South	59%	(198)	24%	(80)	4%	(15)	1%	(3)	12%	(40)	337
4-Region: West	62%	(134)	24%	(52)	4%	(8)	—	(1)	10%	(22)	216

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

**Table MGC9\_9:** *How important are the following when considering working for a company?  
The professional development opportunities offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	41%	(407)	34%	(343)	8%	(77)	2%	(20)	15%	(153)	1000
Gender: Male	37%	(183)	36%	(174)	8%	(41)	2%	(11)	16%	(80)	489
Gender: Female	44%	(225)	33%	(169)	7%	(35)	2%	(9)	14%	(73)	511
Age: 18-34	43%	(218)	35%	(175)	8%	(42)	2%	(12)	12%	(60)	506
Generation Z: 13-23	41%	(407)	34%	(343)	8%	(77)	2%	(20)	15%	(153)	1000
PID: Dem (no lean)	44%	(157)	37%	(131)	8%	(28)	1%	(4)	10%	(35)	355
PID: Ind (no lean)	37%	(166)	31%	(136)	8%	(37)	3%	(14)	21%	(91)	445
PID: Rep (no lean)	42%	(83)	38%	(76)	6%	(12)	1%	(2)	13%	(27)	201
PID/Gender: Dem Men	40%	(64)	39%	(63)	9%	(14)	1%	(2)	10%	(16)	160
PID/Gender: Dem Women	48%	(93)	35%	(68)	7%	(13)	1%	(2)	9%	(18)	195
PID/Gender: Ind Men	35%	(78)	31%	(70)	8%	(18)	4%	(8)	22%	(49)	223
PID/Gender: Ind Women	40%	(89)	30%	(66)	9%	(19)	2%	(5)	19%	(43)	222
PID/Gender: Rep Men	38%	(40)	38%	(41)	9%	(10)	1%	(1)	14%	(15)	106
PID/Gender: Rep Women	45%	(43)	38%	(36)	3%	(3)	2%	(2)	13%	(12)	95
Ideo: Liberal (1-3)	46%	(149)	38%	(124)	9%	(31)	1%	(3)	6%	(18)	324
Ideo: Moderate (4)	43%	(80)	36%	(67)	8%	(15)	3%	(5)	10%	(18)	185
Ideo: Conservative (5-7)	51%	(88)	34%	(59)	6%	(10)	—	(1)	9%	(15)	173
Educ: < College	40%	(368)	34%	(309)	8%	(71)	2%	(18)	16%	(150)	916
Educ: Bachelors degree	50%	(36)	40%	(29)	7%	(5)	1%	(1)	2%	(1)	72
Income: Under 50k	39%	(189)	31%	(150)	7%	(37)	3%	(13)	20%	(100)	488
Income: 50k-100k	42%	(137)	40%	(132)	8%	(25)	1%	(5)	9%	(29)	328
Income: 100k+	44%	(81)	33%	(61)	8%	(15)	1%	(2)	13%	(24)	183
Ethnicity: White	41%	(265)	36%	(228)	8%	(50)	2%	(11)	13%	(84)	638
Ethnicity: Hispanic	41%	(84)	32%	(64)	6%	(12)	3%	(5)	18%	(37)	203
Ethnicity: Afr. Am.	41%	(53)	22%	(29)	11%	(14)	4%	(5)	23%	(30)	131
Ethnicity: Other	39%	(89)	37%	(85)	5%	(13)	2%	(5)	17%	(40)	231
All Christian	51%	(139)	30%	(82)	7%	(18)	1%	(3)	11%	(31)	274
All Non-Christian	50%	(33)	33%	(22)	8%	(5)	—	(0)	8%	(5)	65
Atheist	34%	(39)	46%	(51)	8%	(9)	2%	(3)	9%	(11)	113
Agnostic/Nothing in particular	36%	(196)	34%	(188)	8%	(44)	3%	(14)	19%	(106)	548
Religious Non-Protestant/Catholic	47%	(39)	34%	(28)	6%	(5)	—	(0)	12%	(10)	82

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**Table MGC9\_9:** How important are the following when considering working for a company?  
The professional development opportunities offered

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	41%	(407)	34%	(343)	8%	(77)	2%	(20)	15%	(153)	1000
Evangelical	43%	(78)	30%	(55)	8%	(14)	2%	(3)	17%	(30)	180
Non-Evangelical	45%	(127)	32%	(91)	7%	(21)	2%	(5)	14%	(40)	283
Community: Urban	40%	(102)	34%	(87)	8%	(20)	3%	(7)	15%	(39)	256
Community: Suburban	42%	(227)	36%	(193)	7%	(39)	1%	(6)	14%	(74)	539
Community: Rural	38%	(78)	31%	(63)	8%	(17)	3%	(7)	20%	(40)	206
Employ: Private Sector	49%	(41)	39%	(33)	4%	(3)	2%	(2)	6%	(5)	84
Employ: Unemployed	29%	(44)	41%	(63)	5%	(7)	4%	(7)	21%	(33)	154
Military HH: Yes	39%	(51)	33%	(43)	7%	(9)	3%	(4)	19%	(25)	132
Military HH: No	41%	(356)	35%	(300)	8%	(67)	2%	(16)	15%	(128)	868
RD/WT: Right Direction	37%	(113)	33%	(101)	8%	(25)	3%	(8)	19%	(58)	305
RD/WT: Wrong Track	42%	(294)	35%	(242)	7%	(52)	2%	(12)	14%	(94)	695
Trump Job Approve	43%	(117)	33%	(92)	7%	(18)	2%	(4)	16%	(43)	274
Trump Job Disapprove	43%	(250)	37%	(216)	8%	(49)	2%	(14)	10%	(57)	586
Trump Job Strongly Approve	43%	(46)	29%	(32)	6%	(6)	2%	(2)	21%	(22)	109
Trump Job Somewhat Approve	42%	(70)	36%	(60)	7%	(12)	2%	(3)	13%	(21)	166
Trump Job Somewhat Disapprove	44%	(91)	39%	(83)	7%	(15)	2%	(5)	8%	(16)	209
Trump Job Strongly Disapprove	42%	(159)	35%	(133)	9%	(35)	2%	(9)	11%	(41)	377
Favorable of Trump	46%	(117)	33%	(85)	5%	(13)	1%	(3)	15%	(38)	256
Unfavorable of Trump	42%	(253)	37%	(227)	9%	(55)	3%	(15)	9%	(55)	606
Very Favorable of Trump	50%	(54)	30%	(33)	4%	(5)	—	(0)	15%	(17)	109
Somewhat Favorable of Trump	43%	(63)	35%	(51)	6%	(9)	2%	(3)	14%	(21)	147
Somewhat Unfavorable of Trump	40%	(71)	38%	(68)	9%	(15)	3%	(5)	9%	(17)	176
Very Unfavorable of Trump	42%	(182)	37%	(159)	9%	(40)	2%	(10)	9%	(39)	430
#1 Issue: Economy	45%	(135)	37%	(109)	6%	(18)	1%	(4)	10%	(31)	296
#1 Issue: Security	35%	(27)	45%	(34)	1%	(1)	1%	(1)	18%	(14)	76
#1 Issue: Health Care	41%	(70)	33%	(57)	11%	(18)	2%	(3)	13%	(23)	171
#1 Issue: Women's Issues	41%	(48)	37%	(44)	8%	(9)	1%	(1)	13%	(15)	117
#1 Issue: Education	40%	(58)	29%	(42)	11%	(15)	4%	(5)	17%	(25)	145
#1 Issue: Energy	45%	(44)	36%	(35)	9%	(9)	2%	(2)	7%	(7)	98
#1 Issue: Other	28%	(23)	23%	(19)	5%	(4)	3%	(2)	41%	(34)	82

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**Table MGC9\_9:** How important are the following when considering working for a company?  
The professional development opportunities offered

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	41%	(407)	34%	(343)	8%	(77)	2%	(20)	15%	(153)	1000
2018 House Vote: Democrat	42%	(48)	41%	(45)	9%	(10)	1%	(1)	7%	(8)	112
2016 Vote: Hillary Clinton	38%	(30)	40%	(31)	9%	(7)	1%	(1)	12%	(9)	78
2016 Vote: Didn't Vote	40%	(355)	34%	(298)	8%	(68)	2%	(19)	16%	(140)	881
Voted in 2014: No	41%	(397)	34%	(335)	7%	(73)	2%	(20)	15%	(146)	972
2012 Vote: Didn't Vote	41%	(397)	35%	(337)	8%	(76)	2%	(20)	15%	(147)	978
4-Region: Northeast	39%	(84)	35%	(76)	11%	(23)	2%	(5)	13%	(27)	216
4-Region: Midwest	38%	(88)	35%	(81)	8%	(18)	2%	(5)	17%	(39)	232
4-Region: South	42%	(143)	34%	(115)	6%	(19)	2%	(7)	16%	(53)	337
4-Region: West	43%	(92)	33%	(71)	8%	(16)	1%	(3)	16%	(34)	216

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

**Table MGC9\_10: How important are the following when considering working for a company?**  
*The gender diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(349)	25%	(253)	16%	(159)	10%	(105)	13%	(134)	1000
Gender: Male	23%	(112)	27%	(134)	20%	(95)	15%	(72)	15%	(76)	489
Gender: Female	46%	(237)	23%	(119)	12%	(63)	6%	(32)	12%	(59)	511
Age: 18-34	34%	(171)	28%	(142)	16%	(81)	11%	(55)	11%	(56)	506
Generation Z: 13-23	35%	(349)	25%	(253)	16%	(159)	10%	(105)	13%	(134)	1000
PID: Dem (no lean)	49%	(175)	26%	(94)	12%	(41)	5%	(17)	8%	(28)	355
PID: Ind (no lean)	29%	(130)	24%	(106)	15%	(69)	12%	(55)	19%	(85)	445
PID: Rep (no lean)	22%	(44)	27%	(54)	24%	(49)	17%	(34)	10%	(21)	201
PID/Gender: Dem Men	35%	(56)	33%	(52)	15%	(24)	8%	(12)	10%	(16)	160
PID/Gender: Dem Women	61%	(119)	21%	(41)	9%	(17)	2%	(4)	7%	(13)	195
PID/Gender: Ind Men	18%	(41)	25%	(55)	18%	(41)	17%	(38)	21%	(48)	223
PID/Gender: Ind Women	40%	(89)	23%	(51)	12%	(28)	8%	(17)	17%	(37)	222
PID/Gender: Rep Men	14%	(15)	25%	(26)	29%	(30)	21%	(22)	11%	(12)	106
PID/Gender: Rep Women	31%	(29)	29%	(27)	20%	(18)	12%	(11)	9%	(9)	95
Ideo: Liberal (1-3)	51%	(165)	27%	(87)	13%	(43)	4%	(14)	5%	(15)	324
Ideo: Moderate (4)	33%	(62)	21%	(40)	20%	(36)	17%	(31)	9%	(17)	185
Ideo: Conservative (5-7)	20%	(34)	31%	(54)	26%	(44)	18%	(31)	6%	(11)	173
Educ: < College	34%	(313)	25%	(226)	16%	(149)	11%	(98)	14%	(130)	916
Educ: Bachelors degree	42%	(31)	35%	(25)	10%	(7)	8%	(6)	4%	(3)	72
Income: Under 50k	34%	(164)	26%	(125)	15%	(73)	9%	(46)	16%	(80)	488
Income: 50k-100k	37%	(120)	23%	(75)	18%	(60)	13%	(42)	9%	(30)	328
Income: 100k+	35%	(65)	29%	(52)	14%	(26)	9%	(17)	13%	(24)	183
Ethnicity: White	35%	(226)	24%	(155)	17%	(111)	12%	(75)	11%	(71)	638
Ethnicity: Hispanic	37%	(75)	23%	(47)	12%	(25)	12%	(25)	15%	(31)	203
Ethnicity: Afr. Am.	34%	(45)	25%	(33)	11%	(14)	8%	(10)	22%	(28)	131
Ethnicity: Other	34%	(79)	28%	(65)	15%	(34)	8%	(19)	15%	(35)	231
All Christian	29%	(81)	27%	(74)	23%	(63)	13%	(36)	8%	(21)	274
All Non-Christian	40%	(26)	31%	(20)	14%	(9)	9%	(6)	6%	(4)	65
Atheist	39%	(44)	22%	(25)	17%	(19)	14%	(16)	8%	(8)	113
Agnostic/Nothing in particular	36%	(198)	24%	(133)	12%	(68)	9%	(48)	18%	(101)	548
Religious Non-Protestant/Catholic	41%	(33)	28%	(23)	16%	(13)	7%	(6)	8%	(6)	82

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**Table MGC9\_10:** *How important are the following when considering working for a company?*  
*The gender diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(349)	25%	(253)	16%	(159)	10%	(105)	13%	(134)	1000
Evangelical	30%	(55)	28%	(50)	14%	(25)	13%	(24)	15%	(27)	180
Non-Evangelical	36%	(102)	23%	(65)	19%	(55)	10%	(28)	12%	(33)	283
Community: Urban	38%	(98)	28%	(70)	11%	(29)	8%	(21)	14%	(37)	256
Community: Suburban	34%	(184)	25%	(134)	18%	(97)	10%	(56)	13%	(67)	539
Community: Rural	33%	(67)	24%	(49)	16%	(33)	13%	(27)	15%	(30)	206
Employ: Private Sector	45%	(38)	23%	(19)	16%	(14)	12%	(10)	4%	(3)	84
Employ: Unemployed	30%	(46)	22%	(34)	12%	(19)	14%	(22)	21%	(33)	154
Military HH: Yes	32%	(42)	23%	(30)	18%	(23)	13%	(17)	15%	(20)	132
Military HH: No	35%	(307)	26%	(223)	16%	(135)	10%	(88)	13%	(114)	868
RD/WT: Right Direction	24%	(73)	24%	(74)	20%	(62)	13%	(40)	19%	(58)	305
RD/WT: Wrong Track	40%	(276)	26%	(179)	14%	(97)	9%	(65)	11%	(77)	695
Trump Job Approve	20%	(54)	27%	(74)	22%	(59)	17%	(46)	15%	(40)	274
Trump Job Disapprove	44%	(261)	26%	(150)	14%	(80)	8%	(48)	8%	(47)	586
Trump Job Strongly Approve	20%	(22)	21%	(23)	23%	(25)	16%	(17)	19%	(21)	109
Trump Job Somewhat Approve	20%	(33)	31%	(51)	21%	(34)	17%	(29)	12%	(19)	166
Trump Job Somewhat Disapprove	38%	(80)	30%	(62)	15%	(31)	12%	(24)	5%	(10)	209
Trump Job Strongly Disapprove	48%	(180)	23%	(87)	13%	(49)	6%	(24)	10%	(37)	377
Favorable of Trump	24%	(60)	24%	(61)	23%	(58)	17%	(43)	13%	(34)	256
Unfavorable of Trump	42%	(255)	27%	(163)	15%	(91)	8%	(48)	8%	(50)	606
Very Favorable of Trump	20%	(21)	19%	(21)	29%	(31)	17%	(18)	16%	(17)	109
Somewhat Favorable of Trump	27%	(39)	27%	(40)	19%	(27)	17%	(25)	11%	(16)	147
Somewhat Unfavorable of Trump	29%	(52)	31%	(54)	19%	(33)	13%	(23)	8%	(14)	176
Very Unfavorable of Trump	47%	(204)	25%	(109)	13%	(58)	6%	(25)	8%	(35)	430
#1 Issue: Economy	30%	(88)	26%	(76)	21%	(61)	14%	(42)	10%	(30)	296
#1 Issue: Security	24%	(18)	21%	(16)	30%	(23)	17%	(13)	9%	(7)	76
#1 Issue: Health Care	37%	(63)	26%	(45)	14%	(24)	10%	(17)	13%	(22)	171
#1 Issue: Women's Issues	61%	(71)	21%	(24)	6%	(7)	4%	(5)	8%	(10)	117
#1 Issue: Education	29%	(42)	30%	(43)	19%	(27)	9%	(14)	13%	(20)	145
#1 Issue: Energy	41%	(40)	35%	(35)	9%	(9)	7%	(7)	7%	(7)	98
#1 Issue: Other	29%	(24)	15%	(13)	7%	(5)	7%	(6)	42%	(35)	82

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**Table MGC9\_10:** *How important are the following when considering working for a company?*  
*The gender diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(349)	25%	(253)	16%	(159)	10%	(105)	13%	(134)	1000
2018 House Vote: Democrat	43%	(48)	26%	(30)	18%	(20)	6%	(7)	8%	(8)	112
2016 Vote: Hillary Clinton	39%	(30)	28%	(22)	17%	(13)	6%	(5)	10%	(8)	78
2016 Vote: Didn't Vote	35%	(304)	26%	(225)	16%	(137)	10%	(92)	14%	(123)	881
Voted in 2014: No	35%	(341)	25%	(247)	16%	(153)	11%	(102)	13%	(129)	972
2012 Vote: Didn't Vote	35%	(339)	26%	(249)	16%	(157)	11%	(103)	13%	(129)	978
4-Region: Northeast	33%	(71)	29%	(62)	19%	(42)	9%	(20)	10%	(22)	216
4-Region: Midwest	39%	(90)	23%	(54)	15%	(34)	9%	(22)	14%	(32)	232
4-Region: South	32%	(108)	25%	(82)	17%	(59)	10%	(34)	16%	(54)	337
4-Region: West	37%	(80)	25%	(55)	11%	(25)	13%	(29)	13%	(27)	216

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

**Table MGC9\_11: How important are the following when considering working for a company?**  
*The racial diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(349)	27%	(267)	16%	(156)	9%	(94)	13%	(134)	1000
Gender: Male	26%	(125)	26%	(128)	20%	(96)	13%	(65)	15%	(75)	489
Gender: Female	44%	(224)	27%	(139)	12%	(61)	6%	(29)	12%	(59)	511
Age: 18-34	36%	(182)	25%	(128)	17%	(87)	10%	(51)	11%	(58)	506
Generation Z: 13-23	35%	(349)	27%	(267)	16%	(156)	9%	(94)	13%	(134)	1000
PID: Dem (no lean)	48%	(169)	25%	(90)	13%	(44)	5%	(17)	10%	(35)	355
PID: Ind (no lean)	30%	(135)	27%	(122)	14%	(62)	10%	(43)	19%	(83)	445
PID: Rep (no lean)	23%	(45)	28%	(55)	25%	(50)	17%	(34)	8%	(16)	201
PID/Gender: Dem Men	37%	(59)	26%	(41)	16%	(26)	8%	(12)	13%	(21)	160
PID/Gender: Dem Women	56%	(110)	25%	(48)	10%	(19)	2%	(5)	7%	(14)	195
PID/Gender: Ind Men	23%	(51)	25%	(57)	19%	(42)	13%	(29)	20%	(44)	223
PID/Gender: Ind Women	38%	(84)	29%	(65)	9%	(21)	6%	(14)	17%	(39)	222
PID/Gender: Rep Men	14%	(15)	29%	(30)	26%	(28)	22%	(24)	8%	(9)	106
PID/Gender: Rep Women	32%	(30)	27%	(25)	23%	(21)	11%	(11)	8%	(7)	95
Ideo: Liberal (1-3)	48%	(156)	28%	(90)	14%	(44)	5%	(17)	5%	(17)	324
Ideo: Moderate (4)	36%	(67)	23%	(43)	18%	(34)	12%	(22)	11%	(20)	185
Ideo: Conservative (5-7)	20%	(35)	29%	(50)	26%	(44)	20%	(35)	5%	(9)	173
Educ: < College	34%	(315)	26%	(240)	16%	(147)	9%	(85)	14%	(128)	916
Educ: Bachelors degree	41%	(30)	35%	(26)	7%	(5)	11%	(8)	6%	(4)	72
Income: Under 50k	35%	(169)	26%	(126)	13%	(65)	9%	(43)	17%	(84)	488
Income: 50k-100k	37%	(122)	27%	(87)	18%	(60)	10%	(31)	8%	(27)	328
Income: 100k+	31%	(58)	29%	(53)	17%	(31)	11%	(19)	12%	(22)	183
Ethnicity: White	33%	(207)	27%	(173)	17%	(108)	12%	(74)	12%	(76)	638
Ethnicity: Hispanic	36%	(72)	26%	(53)	14%	(29)	9%	(18)	15%	(30)	203
Ethnicity: Afr. Am.	45%	(59)	20%	(26)	13%	(17)	4%	(5)	19%	(25)	131
Ethnicity: Other	36%	(83)	30%	(68)	14%	(32)	6%	(15)	14%	(33)	231
All Christian	30%	(83)	27%	(73)	22%	(61)	12%	(33)	8%	(23)	274
All Non-Christian	39%	(25)	28%	(18)	18%	(12)	8%	(5)	7%	(5)	65
Atheist	34%	(38)	28%	(31)	14%	(16)	17%	(19)	8%	(9)	113
Agnostic/Nothing in particular	37%	(202)	26%	(145)	12%	(68)	7%	(36)	18%	(97)	548
Religious Non-Protestant/Catholic	36%	(29)	30%	(25)	19%	(16)	7%	(5)	8%	(7)	82

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**Table MGC9\_11: How important are the following when considering working for a company?**  
*The racial diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(349)	27%	(267)	16%	(156)	9%	(94)	13%	(134)	1000
Evangelical	34%	(61)	27%	(49)	18%	(33)	7%	(12)	14%	(25)	180
Non-Evangelical	36%	(101)	23%	(65)	19%	(55)	10%	(28)	12%	(34)	283
Community: Urban	45%	(116)	23%	(60)	10%	(26)	7%	(18)	14%	(36)	256
Community: Suburban	31%	(169)	29%	(155)	18%	(99)	9%	(48)	13%	(68)	539
Community: Rural	31%	(64)	25%	(52)	15%	(32)	14%	(28)	15%	(30)	206
Employ: Private Sector	43%	(37)	30%	(25)	13%	(11)	10%	(8)	4%	(3)	84
Employ: Unemployed	31%	(47)	20%	(30)	15%	(23)	11%	(17)	24%	(37)	154
Military HH: Yes	32%	(43)	24%	(32)	19%	(26)	10%	(13)	15%	(19)	132
Military HH: No	35%	(306)	27%	(235)	15%	(131)	9%	(81)	13%	(114)	868
RD/WT: Right Direction	25%	(76)	25%	(77)	22%	(66)	11%	(34)	17%	(53)	305
RD/WT: Wrong Track	39%	(273)	27%	(190)	13%	(91)	9%	(60)	12%	(81)	695
Trump Job Approve	22%	(60)	25%	(69)	22%	(62)	18%	(50)	12%	(34)	274
Trump Job Disapprove	44%	(257)	27%	(160)	14%	(79)	7%	(39)	9%	(52)	586
Trump Job Strongly Approve	21%	(23)	21%	(22)	23%	(25)	19%	(20)	16%	(18)	109
Trump Job Somewhat Approve	22%	(37)	28%	(46)	22%	(37)	18%	(29)	10%	(17)	166
Trump Job Somewhat Disapprove	37%	(78)	32%	(66)	15%	(32)	9%	(20)	6%	(13)	209
Trump Job Strongly Disapprove	47%	(179)	25%	(93)	12%	(47)	5%	(19)	10%	(39)	377
Favorable of Trump	25%	(63)	26%	(68)	22%	(56)	16%	(42)	11%	(28)	256
Unfavorable of Trump	42%	(252)	27%	(166)	15%	(92)	7%	(42)	9%	(54)	606
Very Favorable of Trump	23%	(25)	21%	(23)	25%	(27)	18%	(19)	13%	(14)	109
Somewhat Favorable of Trump	26%	(38)	30%	(45)	19%	(28)	16%	(23)	9%	(14)	147
Somewhat Unfavorable of Trump	29%	(52)	31%	(54)	17%	(30)	13%	(22)	10%	(18)	176
Very Unfavorable of Trump	47%	(201)	26%	(111)	14%	(62)	5%	(20)	8%	(36)	430
#1 Issue: Economy	33%	(97)	23%	(70)	22%	(66)	13%	(37)	9%	(27)	296
#1 Issue: Security	18%	(14)	28%	(21)	24%	(19)	19%	(14)	10%	(8)	76
#1 Issue: Health Care	43%	(73)	25%	(43)	12%	(21)	10%	(16)	10%	(17)	171
#1 Issue: Women's Issues	48%	(57)	34%	(40)	8%	(9)	1%	(2)	9%	(10)	117
#1 Issue: Education	26%	(38)	33%	(49)	16%	(24)	7%	(11)	17%	(24)	145
#1 Issue: Energy	42%	(41)	35%	(34)	12%	(11)	5%	(5)	6%	(6)	98
#1 Issue: Other	31%	(25)	12%	(10)	7%	(5)	9%	(8)	42%	(35)	82

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**Table MGC9\_11:** *How important are the following when considering working for a company?*  
*The racial diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(349)	27%	(267)	16%	(156)	9%	(94)	13%	(134)	1000
2018 House Vote: Democrat	46%	(52)	20%	(23)	16%	(18)	8%	(9)	9%	(10)	112
2016 Vote: Hillary Clinton	47%	(36)	25%	(19)	12%	(9)	4%	(3)	12%	(10)	78
2016 Vote: Didn't Vote	34%	(299)	27%	(239)	16%	(141)	9%	(81)	14%	(121)	881
Voted in 2014: No	35%	(337)	27%	(264)	16%	(152)	9%	(91)	13%	(127)	972
2012 Vote: Didn't Vote	35%	(339)	27%	(264)	16%	(154)	9%	(92)	13%	(129)	978
4-Region: Northeast	32%	(68)	32%	(69)	17%	(36)	7%	(16)	12%	(26)	216
4-Region: Midwest	39%	(90)	24%	(56)	15%	(34)	9%	(22)	13%	(30)	232
4-Region: South	35%	(118)	24%	(81)	16%	(53)	10%	(35)	15%	(49)	337
4-Region: West	34%	(73)	28%	(61)	15%	(33)	10%	(21)	13%	(29)	216

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

**Table MGC9\_12: How important are the following when considering working for a company?**  
*The company is environmentally responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(452)	31%	(311)	8%	(82)	3%	(35)	12%	(120)	1000
Gender: Male	39%	(190)	33%	(163)	10%	(49)	4%	(21)	13%	(66)	489
Gender: Female	51%	(262)	29%	(148)	7%	(33)	3%	(13)	11%	(54)	511
Age: 18-34	44%	(222)	33%	(168)	9%	(46)	4%	(19)	10%	(52)	506
Generation Z: 13-23	45%	(452)	31%	(311)	8%	(82)	3%	(35)	12%	(120)	1000
PID: Dem (no lean)	56%	(198)	29%	(105)	6%	(22)	1%	(4)	7%	(26)	355
PID: Ind (no lean)	42%	(185)	28%	(125)	9%	(39)	4%	(18)	17%	(77)	445
PID: Rep (no lean)	34%	(68)	41%	(81)	11%	(21)	6%	(12)	9%	(17)	201
PID/Gender: Dem Men	49%	(79)	33%	(52)	8%	(12)	1%	(2)	9%	(15)	160
PID/Gender: Dem Women	61%	(119)	27%	(52)	5%	(10)	1%	(2)	6%	(11)	195
PID/Gender: Ind Men	35%	(79)	28%	(63)	11%	(25)	5%	(12)	20%	(44)	223
PID/Gender: Ind Women	48%	(107)	28%	(62)	6%	(14)	3%	(7)	15%	(33)	222
PID/Gender: Rep Men	31%	(32)	45%	(47)	11%	(12)	7%	(8)	7%	(7)	106
PID/Gender: Rep Women	38%	(36)	36%	(34)	10%	(10)	5%	(4)	11%	(10)	95
Ideo: Liberal (1-3)	57%	(185)	31%	(102)	6%	(19)	2%	(6)	4%	(12)	324
Ideo: Moderate (4)	45%	(84)	32%	(60)	11%	(21)	3%	(5)	8%	(15)	185
Ideo: Conservative (5-7)	39%	(67)	37%	(64)	12%	(20)	7%	(12)	6%	(11)	173
Educ: < College	45%	(417)	30%	(270)	9%	(79)	4%	(32)	13%	(118)	916
Educ: Bachelors degree	44%	(32)	48%	(35)	3%	(2)	4%	(3)	1%	(1)	72
Income: Under 50k	44%	(215)	30%	(145)	7%	(36)	3%	(16)	16%	(77)	488
Income: 50k-100k	48%	(157)	31%	(101)	10%	(33)	3%	(11)	8%	(26)	328
Income: 100k+	43%	(79)	36%	(65)	7%	(13)	4%	(8)	10%	(18)	183
Ethnicity: White	45%	(288)	33%	(210)	8%	(49)	4%	(28)	10%	(62)	638
Ethnicity: Hispanic	43%	(87)	29%	(59)	9%	(19)	3%	(6)	16%	(32)	203
Ethnicity: Afr. Am.	44%	(58)	23%	(31)	8%	(10)	2%	(3)	22%	(29)	131
Ethnicity: Other	46%	(105)	30%	(70)	10%	(23)	2%	(4)	12%	(29)	231
All Christian	41%	(112)	35%	(97)	10%	(27)	4%	(10)	10%	(28)	274
All Non-Christian	56%	(36)	25%	(16)	11%	(7)	5%	(3)	2%	(2)	65
Atheist	54%	(61)	30%	(34)	5%	(5)	6%	(6)	6%	(6)	113
Agnostic/Nothing in particular	44%	(242)	30%	(164)	8%	(43)	3%	(15)	15%	(84)	548
Religious Non-Protestant/Catholic	55%	(45)	27%	(22)	9%	(7)	4%	(3)	5%	(4)	82

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**Table MGC9\_12:** *How important are the following when considering working for a company?*  
*The company is environmentally responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(452)	31%	(311)	8%	(82)	3%	(35)	12%	(120)	1000
Evangelical	46%	(83)	27%	(49)	8%	(14)	4%	(7)	15%	(27)	180
Non-Evangelical	43%	(123)	33%	(92)	10%	(28)	3%	(8)	11%	(32)	283
Community: Urban	46%	(117)	30%	(76)	8%	(22)	3%	(8)	12%	(32)	256
Community: Suburban	45%	(242)	34%	(182)	7%	(40)	3%	(17)	11%	(58)	539
Community: Rural	45%	(92)	26%	(53)	10%	(20)	5%	(9)	15%	(31)	206
Employ: Private Sector	49%	(42)	39%	(33)	4%	(4)	2%	(2)	5%	(4)	84
Employ: Unemployed	38%	(59)	25%	(39)	13%	(21)	4%	(6)	19%	(30)	154
Military HH: Yes	42%	(56)	29%	(39)	11%	(15)	4%	(5)	13%	(18)	132
Military HH: No	46%	(396)	31%	(272)	8%	(68)	3%	(29)	12%	(102)	868
RD/WT: Right Direction	35%	(106)	33%	(100)	13%	(38)	4%	(13)	16%	(48)	305
RD/WT: Wrong Track	50%	(346)	30%	(211)	6%	(44)	3%	(22)	10%	(72)	695
Trump Job Approve	33%	(90)	36%	(98)	12%	(34)	6%	(16)	13%	(36)	274
Trump Job Disapprove	54%	(317)	30%	(173)	7%	(40)	3%	(16)	7%	(40)	586
Trump Job Strongly Approve	29%	(31)	36%	(39)	11%	(12)	6%	(7)	18%	(20)	109
Trump Job Somewhat Approve	35%	(58)	36%	(60)	13%	(22)	6%	(9)	10%	(16)	166
Trump Job Somewhat Disapprove	51%	(107)	34%	(71)	8%	(17)	3%	(7)	4%	(8)	209
Trump Job Strongly Disapprove	56%	(210)	27%	(103)	6%	(23)	3%	(9)	9%	(32)	377
Favorable of Trump	37%	(96)	35%	(89)	12%	(30)	5%	(13)	11%	(29)	256
Unfavorable of Trump	52%	(318)	31%	(187)	7%	(44)	3%	(18)	6%	(39)	606
Very Favorable of Trump	38%	(41)	32%	(35)	10%	(11)	7%	(7)	13%	(15)	109
Somewhat Favorable of Trump	37%	(55)	37%	(55)	13%	(19)	4%	(5)	10%	(14)	147
Somewhat Unfavorable of Trump	45%	(79)	36%	(63)	8%	(14)	5%	(9)	6%	(11)	176
Very Unfavorable of Trump	55%	(239)	29%	(124)	7%	(30)	2%	(9)	7%	(28)	430
#1 Issue: Economy	37%	(108)	37%	(109)	11%	(32)	5%	(14)	11%	(32)	296
#1 Issue: Security	42%	(32)	28%	(22)	9%	(7)	6%	(4)	15%	(11)	76
#1 Issue: Health Care	53%	(90)	28%	(47)	7%	(12)	3%	(6)	9%	(16)	171
#1 Issue: Women's Issues	53%	(62)	34%	(40)	5%	(6)	1%	(1)	8%	(9)	117
#1 Issue: Education	41%	(60)	32%	(47)	10%	(14)	3%	(5)	13%	(19)	145
#1 Issue: Energy	66%	(64)	28%	(27)	3%	(3)	2%	(2)	2%	(2)	98
#1 Issue: Other	35%	(29)	21%	(17)	6%	(5)	4%	(3)	34%	(28)	82

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**Table MGC9\_12: How important are the following when considering working for a company?**  
*The company is environmentally responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(452)	31%	(311)	8%	(82)	3%	(35)	12%	(120)	1000
2018 House Vote: Democrat	51%	(58)	38%	(43)	4%	(5)	1%	(2)	4%	(5)	112
2016 Vote: Hillary Clinton	46%	(36)	37%	(29)	5%	(4)	2%	(2)	9%	(7)	78
2016 Vote: Didn't Vote	45%	(398)	30%	(266)	8%	(73)	4%	(31)	13%	(111)	881
Voted in 2014: No	45%	(442)	31%	(301)	8%	(80)	4%	(34)	12%	(115)	972
2012 Vote: Didn't Vote	45%	(439)	31%	(306)	8%	(82)	4%	(35)	12%	(116)	978
4-Region: Northeast	46%	(99)	32%	(70)	10%	(21)	3%	(6)	9%	(20)	216
4-Region: Midwest	49%	(113)	28%	(65)	9%	(21)	2%	(5)	12%	(27)	232
4-Region: South	43%	(143)	30%	(102)	8%	(25)	4%	(12)	16%	(54)	337
4-Region: West	44%	(96)	34%	(74)	7%	(15)	6%	(12)	9%	(19)	216

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

**Table MGC9\_13: How important are the following when considering working for a company?**  
*The company contributes to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(417)	35%	(352)	10%	(96)	2%	(21)	11%	(114)	1000
Gender: Male	38%	(185)	36%	(177)	12%	(57)	2%	(9)	12%	(60)	489
Gender: Female	45%	(232)	34%	(175)	8%	(39)	2%	(11)	11%	(54)	511
Age: 18-34	42%	(213)	35%	(176)	10%	(48)	3%	(15)	11%	(54)	506
Generation Z: 13-23	42%	(417)	35%	(352)	10%	(96)	2%	(21)	11%	(114)	1000
PID: Dem (no lean)	50%	(178)	36%	(128)	6%	(21)	1%	(2)	7%	(26)	355
PID: Ind (no lean)	37%	(165)	34%	(152)	10%	(45)	2%	(11)	16%	(72)	445
PID: Rep (no lean)	37%	(74)	36%	(72)	15%	(30)	4%	(7)	8%	(17)	201
PID/Gender: Dem Men	46%	(73)	37%	(59)	8%	(13)	—	(0)	9%	(15)	160
PID/Gender: Dem Women	54%	(105)	35%	(69)	4%	(8)	1%	(2)	6%	(11)	195
PID/Gender: Ind Men	33%	(73)	34%	(75)	13%	(29)	2%	(5)	18%	(40)	223
PID/Gender: Ind Women	41%	(92)	35%	(77)	7%	(16)	3%	(6)	14%	(32)	222
PID/Gender: Rep Men	36%	(39)	40%	(43)	14%	(15)	4%	(4)	5%	(5)	106
PID/Gender: Rep Women	38%	(36)	31%	(29)	16%	(15)	3%	(3)	12%	(11)	95
Ideo: Liberal (1-3)	52%	(169)	37%	(119)	7%	(22)	1%	(2)	4%	(11)	324
Ideo: Moderate (4)	41%	(76)	37%	(69)	13%	(23)	3%	(5)	7%	(12)	185
Ideo: Conservative (5-7)	42%	(72)	37%	(63)	13%	(22)	3%	(5)	6%	(11)	173
Educ: < College	41%	(377)	35%	(317)	10%	(91)	2%	(18)	12%	(113)	916
Educ: Bachelors degree	47%	(34)	43%	(31)	6%	(4)	3%	(2)	1%	(1)	72
Income: Under 50k	41%	(200)	33%	(162)	9%	(45)	2%	(9)	15%	(72)	488
Income: 50k-100k	42%	(137)	38%	(125)	10%	(31)	3%	(10)	7%	(24)	328
Income: 100k+	44%	(80)	36%	(65)	11%	(20)	—	(1)	10%	(17)	183
Ethnicity: White	42%	(271)	36%	(230)	9%	(55)	2%	(16)	10%	(65)	638
Ethnicity: Hispanic	43%	(87)	33%	(66)	10%	(20)	2%	(4)	12%	(25)	203
Ethnicity: Afr. Am.	38%	(50)	25%	(32)	18%	(23)	2%	(3)	18%	(23)	131
Ethnicity: Other	42%	(96)	39%	(90)	7%	(17)	1%	(2)	11%	(26)	231
All Christian	43%	(118)	37%	(101)	11%	(31)	1%	(3)	7%	(21)	274
All Non-Christian	49%	(32)	34%	(22)	11%	(7)	2%	(2)	4%	(3)	65
Atheist	43%	(48)	44%	(49)	7%	(8)	4%	(4)	4%	(4)	113
Agnostic/Nothing in particular	40%	(219)	33%	(180)	9%	(50)	2%	(12)	16%	(87)	548
Religious Non-Protestant/Catholic	46%	(38)	36%	(29)	10%	(8)	2%	(2)	6%	(5)	82

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**Table MGC9\_13: How important are the following when considering working for a company?**  
*The company contributes to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(417)	35%	(352)	10%	(96)	2%	(21)	11%	(114)	1000
Evangelical	46%	(82)	31%	(56)	12%	(22)	2%	(3)	10%	(18)	180
Non-Evangelical	45%	(129)	34%	(97)	9%	(25)	2%	(5)	10%	(28)	283
Community: Urban	44%	(113)	33%	(83)	10%	(26)	2%	(5)	11%	(28)	256
Community: Suburban	43%	(230)	36%	(195)	9%	(51)	2%	(9)	10%	(55)	539
Community: Rural	36%	(74)	36%	(74)	9%	(19)	3%	(6)	15%	(32)	206
Employ: Private Sector	51%	(43)	38%	(32)	6%	(5)	1%	(1)	4%	(3)	84
Employ: Unemployed	36%	(56)	30%	(46)	11%	(17)	3%	(4)	20%	(31)	154
Military HH: Yes	45%	(60)	34%	(45)	9%	(11)	4%	(5)	9%	(12)	132
Military HH: No	41%	(357)	35%	(308)	10%	(84)	2%	(16)	12%	(103)	868
RD/WT: Right Direction	37%	(113)	31%	(96)	14%	(42)	3%	(10)	15%	(45)	305
RD/WT: Wrong Track	44%	(304)	37%	(257)	8%	(54)	2%	(11)	10%	(70)	695
Trump Job Approve	40%	(109)	33%	(90)	13%	(35)	3%	(9)	11%	(31)	274
Trump Job Disapprove	45%	(265)	38%	(220)	9%	(53)	1%	(8)	7%	(41)	586
Trump Job Strongly Approve	43%	(47)	24%	(26)	12%	(13)	4%	(4)	17%	(18)	109
Trump Job Somewhat Approve	37%	(62)	39%	(65)	13%	(22)	3%	(5)	8%	(13)	166
Trump Job Somewhat Disapprove	41%	(87)	39%	(82)	12%	(25)	1%	(2)	6%	(13)	209
Trump Job Strongly Disapprove	47%	(179)	36%	(137)	7%	(28)	2%	(6)	7%	(27)	377
Favorable of Trump	41%	(105)	34%	(86)	13%	(32)	3%	(6)	10%	(26)	256
Unfavorable of Trump	45%	(275)	38%	(231)	9%	(52)	2%	(13)	6%	(36)	606
Very Favorable of Trump	50%	(54)	19%	(21)	16%	(18)	5%	(5)	10%	(11)	109
Somewhat Favorable of Trump	35%	(51)	44%	(65)	10%	(15)	1%	(2)	10%	(15)	147
Somewhat Unfavorable of Trump	39%	(68)	41%	(71)	10%	(17)	2%	(4)	8%	(14)	176
Very Unfavorable of Trump	48%	(207)	37%	(160)	8%	(34)	2%	(8)	5%	(21)	430
#1 Issue: Economy	42%	(125)	37%	(109)	11%	(32)	1%	(4)	9%	(25)	296
#1 Issue: Security	40%	(30)	37%	(28)	13%	(10)	2%	(2)	8%	(6)	76
#1 Issue: Health Care	44%	(75)	36%	(61)	8%	(13)	3%	(6)	10%	(17)	171
#1 Issue: Women's Issues	50%	(59)	34%	(40)	4%	(5)	1%	(1)	11%	(13)	117
#1 Issue: Education	30%	(44)	39%	(56)	16%	(23)	3%	(5)	12%	(17)	145
#1 Issue: Energy	51%	(50)	38%	(38)	5%	(5)	2%	(2)	4%	(4)	98
#1 Issue: Other	38%	(31)	20%	(16)	4%	(4)	2%	(1)	36%	(30)	82

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**Table MGC9\_13:** *How important are the following when considering working for a company?*  
*The company contributes to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(417)	35%	(352)	10%	(96)	2%	(21)	11%	(114)	1000
2018 House Vote: Democrat	51%	(57)	36%	(41)	7%	(8)	2%	(2)	4%	(5)	112
2016 Vote: Hillary Clinton	43%	(34)	38%	(29)	6%	(5)	2%	(2)	10%	(8)	78
2016 Vote: Didn't Vote	41%	(363)	35%	(312)	10%	(85)	2%	(17)	12%	(103)	881
Voted in 2014: No	42%	(409)	35%	(342)	10%	(94)	2%	(20)	11%	(107)	972
2012 Vote: Didn't Vote	42%	(406)	36%	(348)	10%	(94)	2%	(21)	11%	(109)	978
4-Region: Northeast	36%	(78)	40%	(86)	13%	(27)	3%	(7)	8%	(17)	216
4-Region: Midwest	42%	(98)	34%	(79)	9%	(21)	1%	(3)	13%	(31)	232
4-Region: South	46%	(154)	30%	(102)	9%	(32)	1%	(5)	13%	(44)	337
4-Region: West	40%	(87)	39%	(85)	7%	(16)	3%	(6)	10%	(22)	216

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

**Table MGC9\_14: How important are the following when considering working for a company?**  
*The company is seen as innovative*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(334)	36%	(359)	12%	(121)	5%	(45)	14%	(141)	1000
Gender: Male	34%	(164)	34%	(165)	13%	(63)	6%	(27)	14%	(70)	489
Gender: Female	33%	(170)	38%	(194)	11%	(58)	4%	(18)	14%	(71)	511
Age: 18-34	34%	(171)	35%	(176)	14%	(71)	6%	(29)	12%	(58)	506
Generation Z: 13-23	33%	(334)	36%	(359)	12%	(121)	5%	(45)	14%	(141)	1000
PID: Dem (no lean)	37%	(133)	39%	(138)	10%	(35)	5%	(16)	9%	(33)	355
PID: Ind (no lean)	31%	(136)	34%	(152)	12%	(54)	4%	(17)	19%	(85)	445
PID: Rep (no lean)	32%	(65)	34%	(69)	16%	(32)	6%	(12)	11%	(23)	201
PID/Gender: Dem Men	40%	(64)	35%	(56)	9%	(15)	5%	(8)	11%	(17)	160
PID/Gender: Dem Women	36%	(69)	42%	(82)	10%	(20)	4%	(8)	8%	(16)	195
PID/Gender: Ind Men	30%	(68)	32%	(70)	14%	(32)	5%	(10)	19%	(42)	223
PID/Gender: Ind Women	31%	(69)	37%	(82)	10%	(22)	3%	(7)	19%	(43)	222
PID/Gender: Rep Men	31%	(33)	36%	(38)	15%	(16)	8%	(9)	10%	(10)	106
PID/Gender: Rep Women	34%	(33)	32%	(31)	17%	(16)	3%	(3)	13%	(12)	95
Ideo: Liberal (1-3)	37%	(118)	39%	(128)	14%	(46)	5%	(17)	4%	(15)	324
Ideo: Moderate (4)	32%	(59)	41%	(75)	13%	(23)	5%	(9)	10%	(19)	185
Ideo: Conservative (5-7)	41%	(71)	31%	(54)	15%	(27)	6%	(10)	7%	(11)	173
Educ: < College	33%	(301)	36%	(328)	12%	(107)	5%	(42)	15%	(137)	916
Educ: Bachelors degree	39%	(28)	39%	(28)	14%	(10)	3%	(2)	4%	(3)	72
Income: Under 50k	31%	(152)	35%	(172)	12%	(58)	4%	(18)	18%	(89)	488
Income: 50k-100k	37%	(121)	34%	(113)	14%	(45)	5%	(15)	10%	(34)	328
Income: 100k+	33%	(61)	40%	(74)	10%	(18)	7%	(12)	10%	(18)	183
Ethnicity: White	35%	(225)	36%	(232)	13%	(84)	4%	(28)	11%	(69)	638
Ethnicity: Hispanic	30%	(61)	32%	(66)	15%	(31)	5%	(10)	18%	(35)	203
Ethnicity: Afr. Am.	30%	(39)	30%	(39)	9%	(12)	7%	(10)	24%	(31)	131
Ethnicity: Other	30%	(70)	38%	(88)	11%	(26)	3%	(7)	17%	(40)	231
All Christian	37%	(103)	36%	(98)	13%	(35)	4%	(10)	10%	(28)	274
All Non-Christian	48%	(31)	34%	(22)	10%	(6)	5%	(3)	4%	(2)	65
Atheist	28%	(31)	41%	(46)	17%	(19)	10%	(11)	4%	(5)	113
Agnostic/Nothing in particular	31%	(169)	35%	(192)	11%	(60)	4%	(20)	19%	(106)	548
Religious Non-Protestant/Catholic	46%	(38)	35%	(28)	9%	(7)	4%	(3)	6%	(5)	82

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**Table MGC9\_14:** *How important are the following when considering working for a company?*  
*The company is seen as innovative*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(334)	36%	(359)	12%	(121)	5%	(45)	14%	(141)	1000
Evangelical	31%	(56)	33%	(59)	10%	(18)	5%	(8)	21%	(37)	180
Non-Evangelical	40%	(113)	31%	(89)	13%	(38)	3%	(10)	12%	(34)	283
Community: Urban	34%	(86)	37%	(94)	11%	(29)	3%	(9)	15%	(37)	256
Community: Suburban	34%	(181)	37%	(202)	11%	(61)	5%	(25)	13%	(70)	539
Community: Rural	33%	(68)	30%	(63)	15%	(31)	5%	(11)	16%	(33)	206
Employ: Private Sector	42%	(35)	34%	(29)	14%	(12)	4%	(3)	6%	(5)	84
Employ: Unemployed	29%	(44)	31%	(48)	13%	(21)	6%	(10)	21%	(32)	154
Military HH: Yes	31%	(41)	34%	(45)	14%	(18)	7%	(9)	15%	(19)	132
Military HH: No	34%	(293)	36%	(313)	12%	(103)	4%	(36)	14%	(122)	868
RD/WT: Right Direction	34%	(103)	34%	(104)	10%	(32)	4%	(11)	18%	(55)	305
RD/WT: Wrong Track	33%	(231)	37%	(254)	13%	(89)	5%	(34)	12%	(86)	695
Trump Job Approve	36%	(100)	30%	(83)	13%	(34)	6%	(15)	15%	(42)	274
Trump Job Disapprove	33%	(196)	39%	(228)	14%	(81)	5%	(28)	9%	(53)	586
Trump Job Strongly Approve	37%	(40)	27%	(30)	11%	(12)	5%	(5)	20%	(22)	109
Trump Job Somewhat Approve	36%	(60)	32%	(54)	13%	(22)	6%	(10)	12%	(20)	166
Trump Job Somewhat Disapprove	34%	(71)	41%	(86)	16%	(33)	3%	(6)	6%	(13)	209
Trump Job Strongly Disapprove	33%	(125)	38%	(143)	13%	(48)	6%	(21)	11%	(41)	377
Favorable of Trump	36%	(93)	33%	(85)	14%	(37)	3%	(8)	13%	(34)	256
Unfavorable of Trump	34%	(209)	39%	(233)	13%	(77)	5%	(31)	9%	(55)	606
Very Favorable of Trump	41%	(44)	27%	(30)	13%	(14)	3%	(3)	16%	(18)	109
Somewhat Favorable of Trump	33%	(48)	37%	(55)	15%	(23)	3%	(5)	11%	(16)	147
Somewhat Unfavorable of Trump	32%	(57)	43%	(76)	11%	(20)	3%	(6)	10%	(17)	176
Very Unfavorable of Trump	35%	(152)	37%	(157)	13%	(57)	6%	(26)	9%	(38)	430
#1 Issue: Economy	30%	(90)	39%	(115)	15%	(43)	5%	(15)	11%	(33)	296
#1 Issue: Security	36%	(28)	40%	(30)	7%	(5)	4%	(3)	13%	(10)	76
#1 Issue: Health Care	38%	(66)	33%	(56)	12%	(20)	5%	(9)	12%	(20)	171
#1 Issue: Women's Issues	35%	(41)	36%	(42)	16%	(19)	2%	(2)	11%	(13)	117
#1 Issue: Education	36%	(53)	34%	(50)	10%	(14)	5%	(7)	15%	(21)	145
#1 Issue: Energy	35%	(35)	44%	(43)	14%	(13)	4%	(4)	3%	(3)	98
#1 Issue: Other	26%	(22)	23%	(19)	5%	(4)	3%	(3)	43%	(35)	82

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**Table MGC9\_14:** *How important are the following when considering working for a company?*  
*The company is seen as innovative*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(334)	36%	(359)	12%	(121)	5%	(45)	14%	(141)	1000
2018 House Vote: Democrat	32%	(36)	41%	(45)	12%	(13)	9%	(10)	7%	(8)	112
2016 Vote: Hillary Clinton	28%	(21)	39%	(31)	10%	(8)	7%	(5)	16%	(12)	78
2016 Vote: Didn't Vote	34%	(295)	36%	(317)	12%	(106)	4%	(36)	14%	(126)	881
Voted in 2014: No	33%	(325)	36%	(352)	12%	(119)	4%	(41)	14%	(134)	972
2012 Vote: Didn't Vote	33%	(326)	36%	(355)	12%	(118)	5%	(44)	14%	(134)	978
4-Region: Northeast	33%	(71)	37%	(80)	15%	(32)	6%	(12)	9%	(20)	216
4-Region: Midwest	32%	(73)	40%	(92)	11%	(25)	3%	(7)	15%	(35)	232
4-Region: South	36%	(122)	32%	(109)	10%	(32)	5%	(18)	17%	(56)	337
4-Region: West	31%	(68)	36%	(79)	15%	(32)	4%	(8)	14%	(29)	216

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

**Table MGC9\_15: How important are the following when considering working for a company?**  
*The company has a good reputation*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(543)	28%	(281)	6%	(57)	2%	(17)	10%	(102)	1000
Gender: Male	50%	(243)	30%	(145)	6%	(31)	3%	(14)	11%	(56)	489
Gender: Female	59%	(300)	27%	(136)	5%	(26)	1%	(3)	9%	(46)	511
Age: 18-34	54%	(275)	28%	(143)	6%	(31)	3%	(13)	9%	(44)	506
Generation Z: 13-23	54%	(543)	28%	(281)	6%	(57)	2%	(17)	10%	(102)	1000
PID: Dem (no lean)	57%	(204)	30%	(105)	6%	(20)	1%	(4)	6%	(21)	355
PID: Ind (no lean)	50%	(221)	27%	(118)	6%	(28)	2%	(8)	16%	(69)	445
PID: Rep (no lean)	59%	(118)	29%	(58)	4%	(9)	2%	(5)	6%	(12)	201
PID/Gender: Dem Men	57%	(92)	27%	(44)	6%	(10)	3%	(4)	6%	(10)	160
PID/Gender: Dem Women	58%	(112)	32%	(62)	5%	(10)	—	(0)	5%	(11)	195
PID/Gender: Ind Men	41%	(92)	32%	(70)	7%	(16)	2%	(5)	18%	(39)	223
PID/Gender: Ind Women	58%	(129)	21%	(48)	6%	(13)	1%	(2)	14%	(30)	222
PID/Gender: Rep Men	56%	(60)	29%	(31)	5%	(5)	4%	(4)	6%	(6)	106
PID/Gender: Rep Women	61%	(58)	29%	(27)	4%	(4)	1%	(1)	6%	(5)	95
Ideo: Liberal (1-3)	56%	(182)	32%	(103)	7%	(23)	2%	(6)	3%	(10)	324
Ideo: Moderate (4)	57%	(106)	30%	(55)	4%	(8)	1%	(3)	7%	(13)	185
Ideo: Conservative (5-7)	63%	(110)	25%	(43)	6%	(10)	1%	(3)	5%	(8)	173
Educ: < College	54%	(496)	28%	(253)	6%	(53)	2%	(14)	11%	(99)	916
Educ: Bachelors degree	57%	(42)	33%	(24)	4%	(3)	2%	(2)	2%	(2)	72
Income: Under 50k	51%	(250)	26%	(127)	7%	(35)	2%	(9)	14%	(68)	488
Income: 50k-100k	56%	(182)	31%	(103)	5%	(16)	1%	(5)	7%	(22)	328
Income: 100k+	60%	(110)	28%	(51)	4%	(7)	2%	(3)	7%	(12)	183
Ethnicity: White	55%	(348)	29%	(186)	7%	(42)	1%	(9)	8%	(53)	638
Ethnicity: Hispanic	49%	(99)	31%	(62)	5%	(11)	2%	(4)	13%	(26)	203
Ethnicity: Afr. Am.	51%	(66)	22%	(29)	8%	(10)	4%	(5)	16%	(21)	131
Ethnicity: Other	56%	(129)	29%	(67)	2%	(5)	1%	(3)	12%	(28)	231
All Christian	58%	(160)	29%	(80)	4%	(10)	2%	(6)	7%	(18)	274
All Non-Christian	69%	(45)	17%	(11)	4%	(3)	5%	(3)	4%	(2)	65
Atheist	51%	(58)	36%	(41)	7%	(8)	1%	(1)	4%	(4)	113
Agnostic/Nothing in particular	51%	(279)	27%	(149)	7%	(36)	1%	(7)	14%	(77)	548
Religious Non-Protestant/Catholic	70%	(58)	15%	(12)	6%	(5)	4%	(3)	5%	(4)	82

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**Table MGC9\_15: How important are the following when considering working for a company?**  
*The company has a good reputation*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(543)	28%	(281)	6%	(57)	2%	(17)	10%	(102)	1000
Evangelical	56%	(100)	27%	(48)	7%	(13)	1%	(2)	9%	(17)	180
Non-Evangelical	59%	(166)	27%	(77)	3%	(9)	2%	(5)	9%	(26)	283
Community: Urban	60%	(152)	22%	(57)	6%	(15)	1%	(4)	11%	(28)	256
Community: Suburban	52%	(282)	31%	(167)	6%	(32)	2%	(8)	9%	(49)	539
Community: Rural	53%	(108)	28%	(57)	5%	(10)	2%	(5)	12%	(25)	206
Employ: Private Sector	59%	(50)	32%	(27)	4%	(3)	2%	(2)	3%	(2)	84
Employ: Unemployed	49%	(75)	22%	(34)	8%	(12)	3%	(5)	18%	(28)	154
Military HH: Yes	55%	(73)	28%	(37)	6%	(8)	2%	(2)	9%	(12)	132
Military HH: No	54%	(469)	28%	(244)	6%	(49)	2%	(15)	10%	(90)	868
RD/WT: Right Direction	50%	(154)	28%	(85)	6%	(17)	3%	(8)	13%	(41)	305
RD/WT: Wrong Track	56%	(389)	28%	(196)	6%	(40)	1%	(9)	9%	(61)	695
Trump Job Approve	55%	(152)	26%	(71)	6%	(15)	2%	(7)	11%	(29)	274
Trump Job Disapprove	56%	(326)	30%	(178)	6%	(38)	2%	(10)	6%	(34)	586
Trump Job Strongly Approve	59%	(64)	18%	(20)	6%	(7)	1%	(1)	16%	(18)	109
Trump Job Somewhat Approve	53%	(89)	31%	(51)	5%	(9)	3%	(6)	7%	(12)	166
Trump Job Somewhat Disapprove	59%	(124)	29%	(62)	6%	(13)	2%	(4)	3%	(7)	209
Trump Job Strongly Disapprove	54%	(202)	31%	(117)	7%	(25)	1%	(5)	7%	(27)	377
Favorable of Trump	58%	(150)	28%	(71)	6%	(15)	1%	(2)	7%	(19)	256
Unfavorable of Trump	56%	(341)	30%	(183)	7%	(40)	2%	(12)	5%	(29)	606
Very Favorable of Trump	68%	(74)	17%	(19)	3%	(4)	1%	(1)	10%	(11)	109
Somewhat Favorable of Trump	51%	(76)	35%	(52)	7%	(11)	1%	(1)	5%	(8)	147
Somewhat Unfavorable of Trump	56%	(99)	30%	(53)	7%	(13)	2%	(4)	4%	(6)	176
Very Unfavorable of Trump	56%	(242)	30%	(130)	6%	(28)	2%	(8)	5%	(23)	430
#1 Issue: Economy	56%	(165)	31%	(91)	5%	(14)	2%	(6)	7%	(20)	296
#1 Issue: Security	61%	(46)	27%	(20)	6%	(4)	—	(0)	7%	(6)	76
#1 Issue: Health Care	53%	(91)	30%	(52)	7%	(12)	2%	(3)	7%	(13)	171
#1 Issue: Women's Issues	56%	(66)	30%	(35)	4%	(5)	1%	(1)	10%	(11)	117
#1 Issue: Education	51%	(75)	26%	(38)	9%	(14)	2%	(3)	11%	(15)	145
#1 Issue: Energy	60%	(58)	30%	(30)	2%	(2)	2%	(2)	6%	(6)	98
#1 Issue: Other	45%	(37)	14%	(12)	5%	(4)	—	(0)	36%	(29)	82

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**Table MGC9\_15:** *How important are the following when considering working for a company?*  
*The company has a good reputation*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(543)	28%	(281)	6%	(57)	2%	(17)	10%	(102)	1000
2018 House Vote: Democrat	59%	(67)	32%	(36)	4%	(5)	2%	(2)	3%	(3)	112
2016 Vote: Hillary Clinton	49%	(38)	36%	(28)	4%	(3)	2%	(2)	8%	(6)	78
2016 Vote: Didn't Vote	54%	(475)	28%	(243)	6%	(53)	2%	(15)	11%	(94)	881
Voted in 2014: No	55%	(531)	28%	(271)	6%	(57)	2%	(16)	10%	(97)	972
2012 Vote: Didn't Vote	54%	(531)	28%	(277)	6%	(55)	2%	(17)	10%	(97)	978
4-Region: Northeast	55%	(118)	31%	(66)	6%	(14)	1%	(3)	7%	(15)	216
4-Region: Midwest	53%	(123)	28%	(65)	6%	(13)	2%	(4)	12%	(27)	232
4-Region: South	57%	(191)	26%	(86)	5%	(17)	1%	(4)	11%	(38)	337
4-Region: West	51%	(111)	30%	(64)	7%	(14)	2%	(5)	10%	(22)	216

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

**Table MGC9\_16: How important are the following when considering working for a company?**  
*The company contributes to society in a positive way*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	49%	(488)	31%	(315)	6%	(57)	3%	(28)	11%	(112)	1000
Gender: Male	45%	(218)	33%	(161)	7%	(34)	3%	(13)	13%	(62)	489
Gender: Female	53%	(270)	30%	(154)	5%	(23)	3%	(15)	10%	(50)	511
Age: 18-34	47%	(240)	32%	(164)	7%	(33)	3%	(15)	11%	(54)	506
Generation Z: 13-23	49%	(488)	31%	(315)	6%	(57)	3%	(28)	11%	(112)	1000
PID: Dem (no lean)	60%	(213)	28%	(99)	4%	(16)	1%	(5)	6%	(22)	355
PID: Ind (no lean)	45%	(198)	30%	(135)	5%	(24)	3%	(14)	16%	(73)	445
PID: Rep (no lean)	39%	(78)	40%	(80)	9%	(17)	4%	(9)	8%	(17)	201
PID/Gender: Dem Men	61%	(97)	25%	(40)	6%	(9)	1%	(2)	8%	(12)	160
PID/Gender: Dem Women	59%	(116)	30%	(59)	3%	(7)	2%	(3)	5%	(10)	195
PID/Gender: Ind Men	38%	(85)	33%	(74)	8%	(17)	3%	(6)	19%	(41)	223
PID/Gender: Ind Women	51%	(113)	28%	(62)	3%	(7)	4%	(8)	14%	(32)	222
PID/Gender: Rep Men	35%	(37)	45%	(47)	8%	(8)	5%	(5)	8%	(9)	106
PID/Gender: Rep Women	43%	(41)	35%	(33)	10%	(9)	4%	(4)	8%	(8)	95
Ideo: Liberal (1-3)	60%	(194)	31%	(102)	5%	(16)	1%	(4)	3%	(8)	324
Ideo: Moderate (4)	49%	(90)	33%	(61)	6%	(11)	4%	(7)	8%	(15)	185
Ideo: Conservative (5-7)	46%	(79)	36%	(62)	9%	(16)	5%	(8)	5%	(8)	173
Educ: < College	49%	(445)	31%	(284)	6%	(51)	3%	(26)	12%	(109)	916
Educ: Bachelors degree	55%	(40)	36%	(26)	6%	(4)	1%	(1)	2%	(2)	72
Income: Under 50k	47%	(231)	30%	(147)	6%	(27)	2%	(11)	15%	(72)	488
Income: 50k-100k	49%	(160)	33%	(110)	6%	(21)	4%	(13)	8%	(25)	328
Income: 100k+	53%	(97)	32%	(58)	5%	(8)	2%	(4)	9%	(16)	183
Ethnicity: White	49%	(310)	34%	(214)	5%	(31)	3%	(22)	10%	(61)	638
Ethnicity: Hispanic	45%	(91)	33%	(66)	7%	(14)	3%	(6)	12%	(25)	203
Ethnicity: Afr. Am.	47%	(62)	23%	(30)	9%	(11)	2%	(3)	19%	(24)	131
Ethnicity: Other	50%	(117)	30%	(70)	6%	(15)	1%	(3)	11%	(26)	231
All Christian	48%	(132)	34%	(93)	7%	(19)	3%	(8)	8%	(23)	274
All Non-Christian	57%	(37)	32%	(21)	6%	(4)	—	(0)	6%	(4)	65
Atheist	51%	(57)	34%	(39)	6%	(7)	5%	(6)	4%	(4)	113
Agnostic/Nothing in particular	48%	(262)	30%	(163)	5%	(27)	3%	(14)	15%	(81)	548
Religious Non-Protestant/Catholic	53%	(43)	31%	(25)	6%	(5)	2%	(2)	9%	(7)	82

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**Table MGC9\_16:** *How important are the following when considering working for a company?  
The company contributes to society in a positive way*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	49%	(488)	31%	(315)	6%	(57)	3%	(28)	11%	(112)	1000
Evangelical	55%	(98)	28%	(50)	5%	(9)	3%	(5)	10%	(18)	180
Non-Evangelical	51%	(146)	29%	(82)	7%	(19)	3%	(9)	10%	(28)	283
Community: Urban	50%	(127)	30%	(78)	7%	(19)	2%	(6)	10%	(26)	256
Community: Suburban	49%	(265)	33%	(176)	5%	(26)	3%	(14)	11%	(57)	539
Community: Rural	47%	(97)	29%	(61)	6%	(11)	4%	(8)	14%	(29)	206
Employ: Private Sector	45%	(38)	40%	(34)	9%	(7)	3%	(3)	3%	(2)	84
Employ: Unemployed	42%	(65)	29%	(45)	4%	(7)	5%	(8)	19%	(29)	154
Military HH: Yes	55%	(73)	28%	(37)	4%	(6)	4%	(5)	9%	(12)	132
Military HH: No	48%	(415)	32%	(278)	6%	(51)	3%	(23)	11%	(100)	868
RD/WT: Right Direction	39%	(120)	35%	(106)	7%	(22)	3%	(10)	15%	(47)	305
RD/WT: Wrong Track	53%	(368)	30%	(208)	5%	(35)	3%	(18)	9%	(65)	695
Trump Job Approve	43%	(118)	32%	(88)	9%	(24)	4%	(11)	12%	(33)	274
Trump Job Disapprove	54%	(318)	32%	(187)	5%	(29)	3%	(15)	6%	(37)	586
Trump Job Strongly Approve	40%	(43)	34%	(37)	7%	(8)	4%	(4)	15%	(17)	109
Trump Job Somewhat Approve	45%	(75)	31%	(51)	10%	(16)	4%	(7)	10%	(17)	166
Trump Job Somewhat Disapprove	54%	(113)	32%	(68)	6%	(12)	2%	(5)	5%	(11)	209
Trump Job Strongly Disapprove	54%	(205)	32%	(119)	4%	(17)	3%	(10)	7%	(26)	377
Favorable of Trump	47%	(120)	32%	(82)	8%	(22)	2%	(5)	10%	(27)	256
Unfavorable of Trump	52%	(317)	34%	(205)	5%	(31)	3%	(20)	6%	(34)	606
Very Favorable of Trump	49%	(54)	32%	(35)	8%	(9)	2%	(2)	9%	(10)	109
Somewhat Favorable of Trump	46%	(67)	32%	(47)	9%	(13)	2%	(2)	12%	(17)	147
Somewhat Unfavorable of Trump	47%	(83)	38%	(66)	5%	(8)	3%	(6)	7%	(12)	176
Very Unfavorable of Trump	54%	(234)	32%	(139)	5%	(22)	3%	(14)	5%	(22)	430
#1 Issue: Economy	46%	(137)	37%	(109)	6%	(19)	3%	(8)	8%	(23)	296
#1 Issue: Security	49%	(37)	33%	(25)	7%	(5)	—	(0)	11%	(9)	76
#1 Issue: Health Care	49%	(83)	31%	(53)	7%	(13)	3%	(5)	10%	(17)	171
#1 Issue: Women's Issues	54%	(64)	33%	(39)	4%	(4)	1%	(1)	8%	(9)	117
#1 Issue: Education	45%	(66)	28%	(41)	7%	(11)	6%	(8)	14%	(20)	145
#1 Issue: Energy	58%	(57)	34%	(33)	3%	(3)	2%	(2)	3%	(3)	98
#1 Issue: Other	47%	(39)	16%	(13)	2%	(1)	2%	(1)	34%	(28)	82

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**Table MGC9\_16:** *How important are the following when considering working for a company?*  
*The company contributes to society in a positive way*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	49%	(488)	31%	(315)	6%	(57)	3%	(28)	11%	(112)	1000
2018 House Vote: Democrat	54%	(61)	31%	(35)	8%	(9)	3%	(3)	4%	(4)	112
2016 Vote: Hillary Clinton	50%	(38)	32%	(25)	6%	(5)	3%	(2)	9%	(7)	78
2016 Vote: Didn't Vote	49%	(430)	32%	(278)	5%	(46)	3%	(24)	12%	(103)	881
Voted in 2014: No	49%	(477)	32%	(310)	5%	(52)	3%	(26)	11%	(106)	972
2012 Vote: Didn't Vote	49%	(476)	32%	(312)	6%	(55)	3%	(28)	11%	(107)	978
4-Region: Northeast	48%	(104)	35%	(75)	8%	(16)	3%	(5)	7%	(15)	216
4-Region: Midwest	50%	(116)	32%	(74)	6%	(13)	1%	(2)	11%	(26)	232
4-Region: South	50%	(167)	28%	(93)	6%	(19)	4%	(13)	13%	(44)	337
4-Region: West	46%	(100)	34%	(72)	4%	(9)	4%	(8)	12%	(27)	216

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

**Table MGC9\_17: How important are the following when considering working for a company?**  
*Ability to work remotely*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(330)	34%	(342)	14%	(142)	5%	(50)	14%	(135)	1000
Gender: Male	31%	(153)	34%	(168)	14%	(67)	7%	(32)	14%	(68)	489
Gender: Female	35%	(177)	34%	(174)	15%	(76)	3%	(18)	13%	(67)	511
Age: 18-34	33%	(168)	31%	(159)	17%	(85)	6%	(31)	12%	(62)	506
Generation Z: 13-23	33%	(330)	34%	(342)	14%	(142)	5%	(50)	14%	(135)	1000
PID: Dem (no lean)	34%	(122)	34%	(120)	18%	(63)	4%	(14)	10%	(36)	355
PID: Ind (no lean)	33%	(147)	32%	(142)	11%	(48)	5%	(22)	19%	(86)	445
PID: Rep (no lean)	30%	(60)	40%	(80)	16%	(32)	7%	(14)	7%	(14)	201
PID/Gender: Dem Men	36%	(57)	37%	(59)	12%	(19)	4%	(6)	11%	(18)	160
PID/Gender: Dem Women	33%	(65)	31%	(61)	22%	(44)	4%	(8)	9%	(18)	195
PID/Gender: Ind Men	30%	(66)	33%	(73)	12%	(27)	6%	(14)	19%	(43)	223
PID/Gender: Ind Women	37%	(81)	31%	(69)	9%	(21)	4%	(8)	19%	(43)	222
PID/Gender: Rep Men	28%	(30)	34%	(36)	20%	(21)	11%	(12)	7%	(7)	106
PID/Gender: Rep Women	32%	(31)	47%	(44)	12%	(11)	2%	(2)	7%	(7)	95
Ideo: Liberal (1-3)	34%	(111)	34%	(109)	20%	(66)	5%	(16)	7%	(22)	324
Ideo: Moderate (4)	34%	(62)	37%	(69)	12%	(23)	6%	(11)	11%	(21)	185
Ideo: Conservative (5-7)	36%	(63)	39%	(67)	15%	(26)	5%	(9)	4%	(7)	173
Educ: < College	33%	(301)	35%	(317)	13%	(121)	5%	(45)	14%	(131)	916
Educ: Bachelors degree	36%	(26)	33%	(24)	25%	(18)	3%	(3)	3%	(2)	72
Income: Under 50k	33%	(163)	32%	(154)	12%	(59)	4%	(22)	18%	(90)	488
Income: 50k-100k	31%	(101)	40%	(130)	15%	(51)	6%	(20)	8%	(27)	328
Income: 100k+	36%	(66)	32%	(58)	18%	(32)	5%	(9)	10%	(18)	183
Ethnicity: White	31%	(196)	36%	(231)	16%	(101)	6%	(35)	12%	(75)	638
Ethnicity: Hispanic	30%	(61)	34%	(69)	13%	(27)	6%	(13)	16%	(33)	203
Ethnicity: Afr. Am.	39%	(51)	23%	(31)	9%	(12)	6%	(8)	22%	(29)	131
Ethnicity: Other	36%	(83)	35%	(80)	13%	(29)	3%	(7)	14%	(32)	231
All Christian	30%	(83)	35%	(97)	18%	(49)	6%	(16)	11%	(30)	274
All Non-Christian	43%	(28)	35%	(23)	12%	(8)	4%	(3)	5%	(3)	65
Atheist	37%	(41)	37%	(42)	9%	(10)	10%	(11)	7%	(8)	113
Agnostic/Nothing in particular	32%	(177)	33%	(181)	14%	(76)	4%	(20)	17%	(94)	548
Religious Non-Protestant/Catholic	38%	(31)	38%	(31)	13%	(11)	3%	(3)	8%	(6)	82

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**Table MGC9\_17: How important are the following when considering working for a company?**  
*Ability to work remotely*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(330)	34%	(342)	14%	(142)	5%	(50)	14%	(135)	1000
Evangelical	30%	(54)	35%	(62)	14%	(26)	6%	(11)	15%	(27)	180
Non-Evangelical	34%	(97)	32%	(91)	16%	(44)	6%	(18)	12%	(33)	283
Community: Urban	36%	(93)	32%	(81)	13%	(32)	7%	(18)	12%	(31)	256
Community: Suburban	31%	(166)	35%	(189)	16%	(85)	4%	(24)	14%	(74)	539
Community: Rural	34%	(70)	35%	(72)	12%	(25)	4%	(8)	15%	(31)	206
Employ: Private Sector	32%	(27)	29%	(25)	24%	(20)	11%	(9)	4%	(3)	84
Employ: Unemployed	35%	(55)	29%	(45)	9%	(14)	5%	(8)	21%	(32)	154
Military HH: Yes	35%	(47)	31%	(42)	17%	(23)	5%	(7)	11%	(14)	132
Military HH: No	33%	(283)	35%	(301)	14%	(119)	5%	(44)	14%	(121)	868
RD/WT: Right Direction	28%	(85)	39%	(118)	11%	(34)	7%	(21)	15%	(47)	305
RD/WT: Wrong Track	35%	(245)	32%	(224)	16%	(108)	4%	(29)	13%	(88)	695
Trump Job Approve	31%	(84)	37%	(101)	14%	(39)	7%	(18)	12%	(33)	274
Trump Job Disapprove	36%	(212)	34%	(200)	15%	(85)	5%	(28)	10%	(61)	586
Trump Job Strongly Approve	39%	(42)	31%	(34)	11%	(12)	6%	(7)	13%	(14)	109
Trump Job Somewhat Approve	25%	(42)	40%	(67)	17%	(28)	7%	(11)	11%	(18)	166
Trump Job Somewhat Disapprove	38%	(80)	34%	(71)	11%	(24)	5%	(11)	11%	(24)	209
Trump Job Strongly Disapprove	35%	(132)	34%	(130)	16%	(61)	5%	(17)	10%	(37)	377
Favorable of Trump	32%	(81)	37%	(96)	15%	(38)	6%	(16)	10%	(25)	256
Unfavorable of Trump	36%	(217)	35%	(212)	15%	(92)	5%	(28)	9%	(57)	606
Very Favorable of Trump	43%	(46)	30%	(33)	11%	(12)	6%	(7)	9%	(10)	109
Somewhat Favorable of Trump	24%	(35)	43%	(63)	18%	(26)	6%	(9)	10%	(14)	147
Somewhat Unfavorable of Trump	34%	(60)	39%	(69)	11%	(20)	4%	(7)	11%	(20)	176
Very Unfavorable of Trump	37%	(158)	33%	(142)	17%	(72)	5%	(21)	9%	(37)	430
#1 Issue: Economy	34%	(99)	35%	(105)	15%	(45)	5%	(14)	11%	(32)	296
#1 Issue: Security	38%	(29)	39%	(29)	14%	(10)	1%	(1)	8%	(6)	76
#1 Issue: Health Care	37%	(63)	34%	(57)	14%	(24)	6%	(10)	10%	(17)	171
#1 Issue: Women's Issues	32%	(38)	32%	(38)	18%	(21)	4%	(5)	14%	(16)	117
#1 Issue: Education	31%	(45)	39%	(57)	10%	(14)	5%	(8)	15%	(21)	145
#1 Issue: Energy	29%	(28)	36%	(35)	21%	(21)	6%	(6)	8%	(8)	98
#1 Issue: Other	28%	(23)	22%	(18)	7%	(6)	5%	(4)	38%	(32)	82

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**Table MGC9\_17: How important are the following when considering working for a company?**  
*Ability to work remotely*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	33%	(330)	34%	(342)	14%	(142)	5%	(50)	14%	(135)	1000
2018 House Vote: Democrat	36%	(40)	33%	(38)	20%	(23)	5%	(5)	6%	(6)	112
2016 Vote: Hillary Clinton	32%	(25)	31%	(24)	20%	(16)	4%	(3)	13%	(10)	78
2016 Vote: Didn't Vote	33%	(291)	34%	(302)	14%	(120)	5%	(45)	14%	(123)	881
Voted in 2014: No	33%	(324)	34%	(331)	14%	(138)	5%	(49)	13%	(130)	972
2012 Vote: Didn't Vote	33%	(322)	34%	(336)	14%	(141)	5%	(49)	13%	(130)	978
4-Region: Northeast	35%	(76)	35%	(75)	15%	(32)	4%	(8)	11%	(25)	216
4-Region: Midwest	28%	(65)	38%	(88)	13%	(31)	5%	(12)	15%	(35)	232
4-Region: South	35%	(117)	30%	(101)	14%	(47)	7%	(23)	14%	(48)	337
4-Region: West	33%	(71)	36%	(78)	15%	(32)	4%	(8)	13%	(27)	216

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

**Table MGC10:** *The following questions are about the COVID-19 pandemic, also known as coronavirus. What kind of impact has the coronavirus outbreak had on your worldview?*

Demographic	A major impact		A minor impact		No impact		Total N
Adults	55%	(555)	34%	(339)	11%	(106)	1000
Gender: Male	52%	(256)	35%	(169)	13%	(63)	489
Gender: Female	58%	(298)	33%	(171)	8%	(43)	511
Age: 18-34	56%	(285)	32%	(164)	11%	(57)	506
Generation Z: 13-23	55%	(555)	34%	(339)	11%	(106)	1000
PID: Dem (no lean)	63%	(224)	32%	(114)	5%	(17)	355
PID: Ind (no lean)	51%	(227)	35%	(154)	14%	(63)	445
PID: Rep (no lean)	52%	(104)	36%	(71)	13%	(26)	201
PID/Gender: Dem Men	59%	(94)	35%	(55)	6%	(10)	160
PID/Gender: Dem Women	66%	(129)	30%	(59)	4%	(7)	195
PID/Gender: Ind Men	49%	(109)	34%	(76)	17%	(37)	223
PID/Gender: Ind Women	53%	(118)	35%	(78)	12%	(26)	222
PID/Gender: Rep Men	50%	(53)	35%	(37)	15%	(16)	106
PID/Gender: Rep Women	54%	(51)	36%	(34)	10%	(10)	95
Ideo: Liberal (1-3)	60%	(194)	34%	(111)	6%	(19)	324
Ideo: Moderate (4)	55%	(103)	35%	(64)	10%	(18)	185
Ideo: Conservative (5-7)	55%	(96)	34%	(59)	10%	(18)	173
Educ: < College	55%	(506)	34%	(311)	11%	(99)	916
Educ: Bachelors degree	62%	(45)	31%	(23)	7%	(5)	72
Income: Under 50k	55%	(268)	33%	(159)	13%	(61)	488
Income: 50k-100k	57%	(186)	35%	(116)	8%	(26)	328
Income: 100k+	55%	(101)	35%	(64)	10%	(18)	183
Ethnicity: White	54%	(341)	39%	(246)	8%	(50)	638
Ethnicity: Hispanic	55%	(111)	27%	(56)	18%	(36)	203
Ethnicity: Afr. Am.	62%	(81)	22%	(29)	16%	(21)	131
Ethnicity: Other	57%	(132)	28%	(65)	15%	(35)	231
All Christian	56%	(153)	34%	(92)	11%	(30)	274
All Non-Christian	62%	(40)	26%	(17)	13%	(8)	65
Atheist	51%	(58)	37%	(42)	11%	(13)	113
Agnostic/Nothing in particular	56%	(304)	34%	(189)	10%	(55)	548
Religious Non-Protestant/Catholic	58%	(48)	29%	(24)	13%	(11)	82

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**Table MGC10:** *The following questions are about the COVID-19 pandemic, also known as coronavirus. What kind of impact has the coronavirus outbreak had on your worldview?*

Demographic	A major impact		A minor impact		No impact		Total N
Adults	55%	(555)	34%	(339)	11%	(106)	1000
Evangelical	60%	(109)	30%	(54)	10%	(17)	180
Non-Evangelical	56%	(158)	34%	(95)	11%	(30)	283
Community: Urban	59%	(151)	29%	(73)	12%	(32)	256
Community: Suburban	57%	(308)	34%	(182)	9%	(49)	539
Community: Rural	47%	(96)	41%	(85)	12%	(25)	206
Employ: Private Sector	51%	(43)	42%	(36)	7%	(6)	84
Employ: Unemployed	57%	(87)	30%	(46)	14%	(21)	154
Military HH: Yes	57%	(76)	30%	(40)	13%	(17)	132
Military HH: No	55%	(479)	35%	(299)	10%	(89)	868
RD/WT: Right Direction	47%	(142)	40%	(121)	14%	(42)	305
RD/WT: Wrong Track	59%	(413)	31%	(219)	9%	(63)	695
Trump Job Approve	49%	(135)	35%	(97)	15%	(42)	274
Trump Job Disapprove	59%	(346)	35%	(206)	6%	(34)	586
Trump Job Strongly Approve	52%	(56)	34%	(36)	15%	(16)	109
Trump Job Somewhat Approve	48%	(79)	37%	(61)	15%	(26)	166
Trump Job Somewhat Disapprove	54%	(113)	39%	(83)	7%	(14)	209
Trump Job Strongly Disapprove	62%	(233)	33%	(124)	5%	(20)	377
Favorable of Trump	52%	(132)	38%	(98)	10%	(26)	256
Unfavorable of Trump	58%	(349)	35%	(211)	7%	(45)	606
Very Favorable of Trump	56%	(61)	31%	(34)	13%	(14)	109
Somewhat Favorable of Trump	48%	(71)	44%	(64)	8%	(12)	147
Somewhat Unfavorable of Trump	54%	(94)	35%	(61)	12%	(21)	176
Very Unfavorable of Trump	59%	(255)	35%	(151)	6%	(25)	430
#1 Issue: Economy	56%	(167)	33%	(96)	11%	(32)	296
#1 Issue: Security	58%	(44)	32%	(24)	10%	(8)	76
#1 Issue: Health Care	59%	(101)	33%	(56)	8%	(14)	171
#1 Issue: Women's Issues	62%	(73)	31%	(37)	6%	(7)	117
#1 Issue: Education	53%	(77)	36%	(52)	11%	(16)	145
#1 Issue: Energy	48%	(47)	42%	(41)	10%	(10)	98
#1 Issue: Other	49%	(40)	34%	(28)	17%	(14)	82
2018 House Vote: Democrat	68%	(76)	29%	(32)	3%	(4)	112

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**Table MGC10:** *The following questions are about the COVID-19 pandemic, also known as coronavirus. What kind of impact has the coronavirus outbreak had on your worldview?*

Demographic	A major impact		A minor impact		No impact		Total N
Adults	55%	(555)	34%	(339)	11%	(106)	1000
2016 Vote: Hillary Clinton	65%	(50)	29%	(22)	7%	(5)	78
2016 Vote: Didn't Vote	55%	(486)	34%	(299)	11%	(96)	881
Voted in 2014: No	55%	(535)	34%	(334)	11%	(103)	972
2012 Vote: Didn't Vote	55%	(537)	34%	(336)	11%	(104)	978
4-Region: Northeast	59%	(127)	31%	(67)	11%	(23)	216
4-Region: Midwest	49%	(114)	43%	(99)	8%	(19)	232
4-Region: South	58%	(194)	31%	(103)	12%	(39)	337
4-Region: West	56%	(120)	33%	(71)	12%	(25)	216

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

**Table MGC11\_1:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?  
Social media

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	46% (459)	22% (216)	9% (87)	4% (42)	3% (28)	3% (33)	14% (136)	1000
Gender: Male	45% (220)	20% (100)	10% (48)	3% (16)	3% (14)	3% (17)	15% (73)	489
Gender: Female	47% (239)	23% (116)	8% (39)	5% (25)	3% (14)	3% (16)	12% (62)	511
Age: 18-34	49% (247)	24% (120)	8% (43)	4% (21)	2% (9)	3% (14)	10% (53)	506
Generation Z: 13-23	46% (459)	22% (216)	9% (87)	4% (42)	3% (28)	3% (33)	14% (136)	1000
PID: Dem (no lean)	48% (172)	27% (94)	7% (26)	3% (12)	2% (8)	2% (8)	10% (34)	355
PID: Ind (no lean)	43% (190)	18% (81)	9% (39)	5% (24)	3% (15)	4% (19)	17% (76)	445
PID: Rep (no lean)	48% (96)	20% (40)	11% (22)	3% (5)	3% (5)	3% (6)	13% (25)	201
PID/Gender: Dem Men	46% (73)	24% (39)	7% (12)	5% (7)	2% (3)	1% (2)	15% (23)	160
PID/Gender: Dem Women	51% (98)	28% (55)	7% (14)	2% (5)	2% (5)	3% (7)	6% (11)	195
PID/Gender: Ind Men	42% (94)	19% (42)	10% (23)	3% (7)	4% (8)	4% (10)	17% (38)	223
PID/Gender: Ind Women	43% (96)	18% (39)	7% (16)	8% (17)	3% (7)	4% (9)	17% (38)	222
PID/Gender: Rep Men	49% (52)	18% (19)	13% (14)	2% (2)	3% (3)	5% (5)	11% (12)	106
PID/Gender: Rep Women	47% (45)	23% (22)	9% (8)	4% (4)	2% (2)	1% (1)	14% (13)	95
Ideo: Liberal (1-3)	50% (163)	25% (82)	8% (25)	4% (12)	3% (9)	1% (4)	9% (28)	324
Ideo: Moderate (4)	45% (83)	21% (40)	12% (22)	3% (6)	1% (3)	5% (9)	13% (24)	185
Ideo: Conservative (5-7)	45% (79)	24% (42)	8% (13)	4% (7)	2% (4)	3% (6)	13% (23)	173
Educ: < College	45% (416)	21% (190)	9% (84)	4% (39)	3% (28)	3% (32)	14% (127)	916
Educ: Bachelors degree	50% (36)	31% (22)	4% (3)	4% (3)	— (0)	1% (1)	9% (7)	72
Income: Under 50k	45% (221)	22% (106)	7% (33)	5% (23)	3% (15)	4% (18)	15% (72)	488
Income: 50k-100k	46% (150)	23% (76)	9% (31)	4% (11)	3% (8)	4% (12)	12% (39)	328
Income: 100k+	48% (87)	19% (34)	12% (23)	4% (7)	3% (5)	1% (3)	13% (25)	183
Ethnicity: White	45% (286)	24% (154)	8% (49)	4% (26)	3% (20)	3% (19)	13% (84)	638
Ethnicity: Hispanic	54% (110)	17% (34)	7% (15)	3% (7)	2% (3)	3% (6)	13% (27)	203
Ethnicity: Afr. Am.	52% (69)	12% (16)	10% (14)	5% (7)	3% (4)	5% (7)	12% (15)	131
Ethnicity: Other	45% (104)	20% (46)	11% (25)	4% (9)	2% (4)	3% (7)	16% (37)	231

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**Table MGC11\_1:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?  
Social media

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	46% (459)	22% (216)	9% (87)	4% (42)	3% (28)	3% (33)	14% (136)	1000
All Christian	46% (127)	18% (48)	12% (32)	3% (9)	2% (5)	3% (9)	16% (43)	274
All Non-Christian	54% (35)	20% (13)	10% (7)	4% (2)	1% (1)	1% (1)	11% (7)	65
Atheist	40% (45)	23% (26)	10% (12)	7% (7)	4% (5)	4% (4)	12% (13)	113
Agnostic/Nothing in particular	46% (251)	23% (129)	7% (37)	4% (23)	3% (18)	3% (18)	13% (72)	548
Religious Non-Protestant/Catholic	46% (38)	17% (14)	10% (8)	3% (2)	3% (2)	1% (1)	21% (17)	82
Evangelical	42% (75)	26% (48)	6% (11)	4% (8)	3% (5)	6% (10)	13% (23)	180
Non-Evangelical	50% (143)	18% (50)	11% (32)	4% (11)	1% (4)	3% (8)	13% (35)	283
Community: Urban	55% (141)	17% (43)	9% (24)	5% (13)	1% (2)	3% (8)	9% (24)	256
Community: Suburban	42% (229)	25% (132)	8% (45)	4% (20)	4% (21)	3% (18)	14% (75)	539
Community: Rural	43% (89)	20% (40)	9% (18)	5% (9)	3% (5)	3% (7)	18% (37)	206
Employ: Private Sector	44% (37)	28% (24)	12% (10)	1% (1)	1% (1)	5% (4)	9% (8)	84
Employ: Unemployed	47% (72)	19% (29)	8% (12)	6% (10)	4% (5)	2% (4)	14% (22)	154
Military HH: Yes	45% (59)	20% (27)	7% (9)	5% (6)	9% (11)	4% (5)	11% (15)	132
Military HH: No	46% (399)	22% (189)	9% (78)	4% (35)	2% (17)	3% (28)	14% (121)	868
RD/WT: Right Direction	46% (142)	20% (61)	9% (26)	5% (14)	2% (6)	3% (10)	16% (48)	305
RD/WT: Wrong Track	46% (317)	22% (155)	9% (61)	4% (28)	3% (22)	3% (23)	13% (88)	695
Trump Job Approve	45% (123)	19% (51)	8% (22)	6% (16)	3% (8)	5% (14)	15% (40)	274
Trump Job Disapprove	47% (278)	24% (140)	9% (53)	4% (21)	3% (19)	3% (16)	10% (59)	586
Trump Job Strongly Approve	45% (49)	18% (19)	10% (11)	7% (8)	— (0)	5% (5)	15% (16)	109
Trump Job Somewhat Approve	45% (75)	19% (32)	7% (11)	5% (8)	5% (8)	5% (8)	15% (24)	166
Trump Job Somewhat Disapprove	46% (96)	23% (48)	12% (25)	2% (4)	2% (5)	3% (7)	12% (24)	209
Trump Job Strongly Disapprove	48% (181)	25% (93)	7% (28)	4% (16)	4% (15)	2% (9)	9% (35)	377
Favorable of Trump	50% (127)	19% (48)	9% (23)	5% (12)	2% (6)	4% (9)	12% (31)	256
Unfavorable of Trump	46% (282)	25% (149)	9% (53)	4% (26)	3% (19)	3% (16)	10% (62)	606
Very Favorable of Trump	53% (58)	16% (18)	8% (9)	7% (8)	— (0)	4% (4)	12% (13)	109
Somewhat Favorable of Trump	47% (70)	20% (30)	9% (14)	3% (4)	4% (6)	4% (6)	13% (18)	147
Somewhat Unfavorable of Trump	46% (81)	20% (35)	10% (18)	3% (5)	4% (6)	4% (6)	14% (24)	176
Very Unfavorable of Trump	47% (201)	27% (114)	8% (35)	5% (20)	3% (12)	2% (10)	9% (38)	430

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**Table MGC11\_1:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?  
Social media

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	46% (459)	22% (216)	9% (87)	4% (42)	3% (28)	3% (33)	14% (136)	1000
#1 Issue: Economy	46% (136)	24% (72)	7% (21)	4% (13)	3% (9)	4% (12)	11% (34)	296
#1 Issue: Security	50% (38)	25% (19)	7% (6)	3% (3)	2% (2)	2% (1)	11% (8)	76
#1 Issue: Health Care	50% (85)	23% (39)	9% (16)	4% (6)	5% (8)	1% (2)	8% (14)	171
#1 Issue: Women's Issues	43% (51)	30% (35)	5% (6)	3% (4)	1% (1)	5% (6)	12% (14)	117
#1 Issue: Education	49% (71)	15% (22)	10% (15)	4% (6)	3% (4)	3% (4)	15% (21)	145
#1 Issue: Energy	46% (45)	17% (17)	14% (14)	1% (1)	1% (1)	3% (3)	17% (17)	98
#1 Issue: Other	31% (25)	12% (10)	10% (8)	7% (6)	1% (1)	5% (4)	33% (27)	82
2018 House Vote: Democrat	52% (59)	29% (33)	7% (8)	2% (3)	— (0)	1% (1)	9% (10)	112
2016 Vote: Hillary Clinton	55% (42)	29% (22)	4% (3)	2% (1)	— (0)	2% (2)	9% (7)	78
2016 Vote: Didn't Vote	45% (398)	21% (184)	9% (79)	4% (39)	3% (28)	3% (30)	14% (122)	881
Voted in 2014: No	46% (446)	21% (206)	9% (86)	4% (41)	3% (28)	3% (33)	14% (132)	972
2012 Vote: Didn't Vote	45% (444)	22% (210)	9% (86)	4% (42)	3% (28)	3% (33)	14% (134)	978
4-Region: Northeast	52% (112)	20% (43)	12% (27)	3% (6)	1% (3)	4% (8)	8% (17)	216
4-Region: Midwest	38% (89)	27% (63)	7% (17)	5% (11)	4% (10)	3% (6)	16% (36)	232
4-Region: South	46% (155)	21% (70)	9% (29)	5% (16)	3% (9)	3% (10)	14% (46)	337
4-Region: West	48% (103)	19% (40)	6% (14)	4% (8)	3% (6)	4% (8)	17% (36)	216

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

**Table MGC11\_2:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Online news outlets

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	26% (262)	23% (234)	16% (160)	6% (56)	3% (33)	5% (45)	21% (210)	1000
Gender: Male	26% (129)	25% (120)	14% (70)	6% (28)	4% (19)	3% (15)	22% (107)	489
Gender: Female	26% (133)	22% (114)	18% (90)	5% (28)	3% (15)	6% (30)	20% (103)	511
Age: 18-34	29% (145)	26% (131)	15% (76)	6% (30)	4% (19)	4% (20)	17% (85)	506
Generation Z: 13-23	26% (262)	23% (234)	16% (160)	6% (56)	3% (33)	5% (45)	21% (210)	1000
PID: Dem (no lean)	33% (118)	26% (92)	15% (54)	5% (18)	3% (11)	2% (6)	15% (54)	355
PID: Ind (no lean)	23% (102)	19% (85)	14% (62)	6% (27)	3% (14)	7% (33)	27% (122)	445
PID: Rep (no lean)	21% (42)	28% (57)	22% (43)	6% (11)	4% (8)	3% (7)	17% (34)	201
PID/Gender: Dem Men	31% (50)	26% (41)	14% (23)	6% (9)	3% (4)	1% (1)	20% (32)	160
PID/Gender: Dem Women	35% (68)	26% (51)	16% (31)	5% (9)	4% (7)	3% (5)	12% (23)	195
PID/Gender: Ind Men	23% (51)	23% (50)	11% (24)	6% (12)	5% (12)	5% (12)	27% (61)	223
PID/Gender: Ind Women	23% (51)	15% (34)	17% (39)	7% (14)	1% (2)	9% (21)	27% (61)	222
PID/Gender: Rep Men	26% (28)	27% (29)	22% (23)	6% (7)	2% (2)	2% (2)	14% (14)	106
PID/Gender: Rep Women	14% (14)	30% (28)	21% (20)	4% (4)	6% (5)	5% (4)	20% (19)	95
Ideo: Liberal (1-3)	36% (118)	25% (82)	15% (47)	5% (15)	3% (11)	2% (8)	13% (43)	324
Ideo: Moderate (4)	24% (45)	24% (44)	13% (24)	7% (13)	3% (6)	5% (10)	23% (43)	185
Ideo: Conservative (5-7)	25% (43)	31% (54)	20% (34)	6% (11)	3% (5)	2% (3)	14% (24)	173
Educ: < College	26% (235)	23% (206)	16% (148)	5% (48)	4% (33)	5% (43)	22% (202)	916
Educ: Bachelors degree	32% (23)	33% (24)	16% (11)	9% (6)	1% (1)	2% (2)	8% (6)	72
Income: Under 50k	25% (124)	21% (105)	13% (63)	7% (34)	4% (19)	5% (24)	25% (120)	488
Income: 50k-100k	28% (90)	24% (79)	19% (61)	4% (13)	3% (10)	5% (15)	18% (61)	328
Income: 100k+	26% (48)	27% (50)	19% (36)	5% (9)	2% (4)	4% (7)	16% (29)	183
Ethnicity: White	26% (164)	25% (159)	17% (108)	6% (35)	4% (23)	5% (29)	19% (119)	638
Ethnicity: Hispanic	30% (62)	16% (33)	15% (30)	6% (12)	4% (8)	5% (11)	24% (48)	203
Ethnicity: Afr. Am.	26% (34)	16% (21)	14% (19)	7% (9)	4% (5)	7% (9)	26% (34)	131
Ethnicity: Other	28% (64)	23% (53)	14% (32)	5% (12)	2% (6)	3% (8)	24% (56)	231

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**Table MGC11\_2:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Online news outlets

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	26% (262)	23% (234)	16% (160)	6% (56)	3% (33)	5% (45)	21% (210)	1000
All Christian	31% (84)	22% (61)	18% (49)	6% (17)	2% (5)	3% (8)	19% (51)	274
All Non-Christian	27% (17)	27% (18)	18% (12)	4% (3)	6% (4)	2% (1)	15% (10)	65
Atheist	20% (23)	28% (32)	11% (13)	7% (8)	6% (6)	4% (4)	24% (27)	113
Agnostic/Nothing in particular	25% (138)	22% (123)	16% (86)	5% (29)	3% (18)	6% (32)	22% (122)	548
Religious Non-Protestant/Catholic	23% (19)	23% (19)	18% (15)	5% (4)	5% (4)	3% (2)	23% (19)	82
Evangelical	26% (47)	25% (46)	16% (29)	5% (8)	2% (3)	6% (12)	19% (34)	180
Non-Evangelical	32% (90)	23% (64)	17% (48)	5% (15)	2% (6)	4% (11)	18% (50)	283
Community: Urban	31% (80)	21% (53)	13% (34)	6% (16)	5% (13)	5% (12)	18% (46)	256
Community: Suburban	26% (138)	26% (139)	18% (95)	4% (19)	3% (17)	4% (24)	20% (107)	539
Community: Rural	21% (44)	20% (41)	15% (31)	10% (21)	2% (3)	5% (10)	28% (57)	206
Employ: Private Sector	30% (25)	27% (23)	13% (11)	8% (7)	4% (3)	3% (3)	15% (12)	84
Employ: Unemployed	20% (30)	21% (33)	19% (29)	5% (8)	6% (9)	7% (11)	22% (34)	154
Military HH: Yes	24% (32)	28% (37)	17% (23)	6% (8)	3% (4)	4% (5)	18% (24)	132
Military HH: No	27% (230)	23% (197)	16% (136)	6% (48)	3% (29)	5% (41)	21% (186)	868
RD/WT: Right Direction	21% (65)	22% (69)	20% (60)	7% (22)	6% (17)	4% (13)	20% (60)	305
RD/WT: Wrong Track	28% (197)	24% (165)	14% (99)	5% (34)	2% (16)	5% (33)	22% (150)	695
Trump Job Approve	26% (70)	25% (68)	15% (41)	6% (17)	3% (9)	4% (12)	21% (58)	274
Trump Job Disapprove	28% (164)	25% (149)	17% (99)	6% (35)	3% (18)	4% (22)	17% (99)	586
Trump Job Strongly Approve	32% (35)	20% (21)	17% (18)	3% (3)	3% (3)	3% (3)	22% (24)	109
Trump Job Somewhat Approve	21% (35)	28% (47)	14% (23)	8% (13)	3% (6)	5% (9)	20% (33)	166
Trump Job Somewhat Disapprove	20% (42)	32% (66)	18% (37)	9% (18)	5% (10)	5% (11)	12% (25)	209
Trump Job Strongly Disapprove	32% (121)	22% (83)	16% (62)	4% (17)	2% (9)	3% (12)	20% (74)	377
Favorable of Trump	28% (70)	26% (66)	16% (42)	4% (10)	4% (10)	5% (12)	18% (45)	256
Unfavorable of Trump	27% (162)	25% (150)	18% (109)	6% (37)	4% (21)	4% (24)	17% (103)	606
Very Favorable of Trump	34% (37)	22% (24)	15% (17)	5% (6)	3% (3)	3% (3)	17% (19)	109
Somewhat Favorable of Trump	22% (33)	28% (41)	17% (25)	3% (5)	5% (7)	6% (9)	18% (27)	147
Somewhat Unfavorable of Trump	19% (33)	31% (54)	18% (32)	7% (13)	6% (10)	4% (7)	16% (27)	176
Very Unfavorable of Trump	30% (129)	22% (96)	18% (77)	6% (24)	3% (11)	4% (18)	18% (76)	430

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**Table MGC11\_2:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Online news outlets

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	26% (262)	23% (234)	16% (160)	6% (56)	3% (33)	5% (45)	21% (210)	1000
#1 Issue: Economy	25% (74)	29% (87)	15% (46)	5% (15)	2% (7)	6% (18)	17% (50)	296
#1 Issue: Security	26% (19)	20% (15)	13% (10)	10% (8)	6% (4)	6% (5)	19% (14)	76
#1 Issue: Health Care	35% (59)	20% (35)	17% (29)	8% (14)	2% (3)	1% (2)	16% (28)	171
#1 Issue: Women's Issues	21% (25)	25% (29)	15% (18)	4% (5)	2% (3)	6% (8)	26% (30)	117
#1 Issue: Education	27% (39)	20% (29)	22% (32)	2% (2)	7% (11)	5% (7)	17% (25)	145
#1 Issue: Energy	26% (26)	29% (28)	11% (10)	5% (5)	3% (3)	2% (2)	24% (23)	98
#1 Issue: Other	18% (15)	11% (9)	14% (12)	5% (4)	2% (1)	6% (5)	45% (37)	82
2018 House Vote: Democrat	35% (40)	35% (39)	13% (14)	5% (5)	3% (3)	2% (3)	7% (8)	112
2016 Vote: Hillary Clinton	35% (27)	32% (25)	15% (11)	8% (6)	— (0)	1% (1)	9% (7)	78
2016 Vote: Didn't Vote	26% (229)	22% (195)	16% (141)	5% (46)	3% (31)	5% (44)	22% (195)	881
Voted in 2014: No	26% (255)	23% (223)	16% (154)	6% (56)	3% (33)	5% (44)	21% (206)	972
2012 Vote: Didn't Vote	26% (256)	23% (225)	16% (156)	6% (56)	3% (33)	5% (45)	21% (206)	978
4-Region: Northeast	33% (71)	26% (56)	15% (33)	7% (16)	3% (7)	2% (5)	13% (27)	216
4-Region: Midwest	25% (59)	19% (44)	21% (48)	5% (12)	6% (15)	5% (12)	18% (42)	232
4-Region: South	25% (83)	24% (81)	15% (51)	6% (19)	1% (2)	5% (16)	25% (84)	337
4-Region: West	23% (49)	24% (52)	13% (29)	4% (9)	4% (9)	5% (12)	26% (57)	216

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

**Table MGC11\_3:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Newspapers

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	8% (79)	6% (65)	7% (68)	6% (61)	4% (43)	9% (86)	60% (597)	1000
Gender: Male	8% (39)	7% (36)	8% (37)	6% (29)	5% (26)	8% (41)	58% (282)	489
Gender: Female	8% (41)	6% (29)	6% (30)	6% (32)	3% (18)	9% (46)	62% (316)	511
Age: 18-34	10% (48)	9% (45)	9% (43)	6% (31)	5% (25)	10% (50)	52% (263)	506
Generation Z: 13-23	8% (79)	6% (65)	7% (68)	6% (61)	4% (43)	9% (86)	60% (597)	1000
PID: Dem (no lean)	9% (32)	10% (35)	8% (29)	6% (23)	3% (10)	8% (29)	56% (197)	355
PID: Ind (no lean)	7% (30)	4% (18)	5% (20)	6% (27)	7% (29)	9% (42)	63% (279)	445
PID: Rep (no lean)	9% (18)	6% (12)	9% (18)	6% (11)	2% (4)	8% (15)	60% (121)	201
PID/Gender: Dem Men	9% (14)	11% (17)	10% (15)	7% (11)	4% (6)	8% (12)	53% (84)	160
PID/Gender: Dem Women	9% (18)	9% (17)	7% (14)	6% (12)	2% (4)	9% (17)	58% (113)	195
PID/Gender: Ind Men	7% (15)	5% (10)	4% (9)	7% (15)	7% (16)	10% (21)	61% (135)	223
PID/Gender: Ind Women	7% (15)	3% (8)	5% (11)	5% (12)	6% (13)	9% (21)	65% (144)	222
PID/Gender: Rep Men	9% (9)	8% (8)	12% (12)	3% (3)	3% (3)	7% (7)	59% (63)	106
PID/Gender: Rep Women	9% (8)	4% (4)	6% (6)	9% (8)	2% (2)	8% (8)	62% (58)	95
Ideo: Liberal (1-3)	10% (33)	10% (31)	8% (27)	6% (21)	2% (7)	9% (30)	54% (175)	324
Ideo: Moderate (4)	6% (10)	6% (11)	4% (8)	8% (15)	6% (10)	10% (18)	61% (114)	185
Ideo: Conservative (5-7)	9% (16)	7% (13)	10% (17)	7% (11)	6% (10)	8% (14)	53% (92)	173
Educ: < College	8% (69)	6% (54)	6% (58)	6% (54)	4% (39)	9% (81)	61% (561)	916
Educ: Bachelors degree	12% (8)	12% (9)	10% (7)	9% (7)	6% (4)	7% (5)	44% (32)	72
Income: Under 50k	8% (37)	7% (32)	6% (30)	5% (24)	6% (29)	10% (48)	59% (288)	488
Income: 50k-100k	8% (27)	5% (18)	7% (23)	8% (27)	4% (12)	8% (28)	59% (195)	328
Income: 100k+	9% (16)	8% (15)	8% (15)	6% (11)	1% (2)	6% (10)	63% (115)	183
Ethnicity: White	6% (41)	7% (42)	6% (41)	7% (44)	5% (30)	8% (53)	61% (387)	638
Ethnicity: Hispanic	10% (20)	6% (12)	7% (14)	4% (7)	6% (12)	10% (21)	58% (117)	203
Ethnicity: Afr. Am.	13% (17)	5% (6)	8% (10)	3% (4)	5% (7)	10% (13)	56% (74)	131
Ethnicity: Other	9% (21)	7% (17)	7% (16)	6% (13)	3% (7)	9% (20)	59% (137)	231

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**Table MGC11\_3:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Newspapers

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	8% (79)	6% (65)	7% (68)	6% (61)	4% (43)	9% (86)	60% (597)	1000
All Christian	11% (30)	6% (17)	8% (22)	6% (17)	4% (11)	7% (19)	58% (159)	274
All Non-Christian	7% (5)	15% (10)	7% (5)	8% (5)	2% (1)	9% (6)	51% (33)	65
Atheist	4% (4)	10% (11)	1% (2)	5% (6)	6% (7)	6% (7)	68% (77)	113
Agnostic/Nothing in particular	7% (41)	5% (27)	7% (40)	6% (33)	5% (25)	10% (55)	60% (328)	548
Religious Non-Protestant/Catholic	7% (5)	12% (10)	7% (6)	9% (8)	2% (1)	7% (6)	56% (46)	82
Evangelical	8% (15)	5% (10)	6% (11)	5% (9)	6% (11)	11% (19)	58% (105)	180
Non-Evangelical	10% (29)	5% (15)	7% (20)	6% (17)	3% (9)	10% (28)	58% (164)	283
Community: Urban	10% (25)	9% (23)	7% (18)	7% (17)	4% (11)	12% (29)	52% (132)	256
Community: Suburban	6% (35)	6% (34)	8% (41)	5% (26)	4% (21)	8% (41)	63% (340)	539
Community: Rural	10% (20)	4% (7)	4% (8)	9% (18)	5% (11)	8% (16)	61% (126)	206
Employ: Private Sector	7% (6)	12% (10)	6% (5)	10% (8)	7% (6)	9% (8)	49% (41)	84
Employ: Unemployed	6% (10)	4% (6)	7% (10)	4% (7)	2% (3)	7% (11)	69% (106)	154
Military HH: Yes	11% (15)	2% (2)	4% (5)	7% (9)	4% (6)	9% (12)	63% (84)	132
Military HH: No	7% (65)	7% (62)	7% (62)	6% (52)	4% (38)	9% (75)	59% (514)	868
RD/WT: Right Direction	11% (34)	6% (18)	7% (21)	7% (20)	5% (15)	9% (28)	55% (169)	305
RD/WT: Wrong Track	7% (46)	7% (47)	7% (47)	6% (41)	4% (28)	8% (58)	62% (428)	695
Trump Job Approve	8% (23)	6% (16)	8% (22)	5% (15)	5% (12)	8% (22)	60% (164)	274
Trump Job Disapprove	8% (45)	7% (43)	7% (41)	7% (41)	4% (25)	10% (58)	57% (334)	586
Trump Job Strongly Approve	12% (13)	7% (7)	6% (6)	4% (4)	2% (2)	10% (11)	60% (65)	109
Trump Job Somewhat Approve	6% (10)	5% (8)	9% (16)	7% (11)	6% (11)	7% (11)	60% (99)	166
Trump Job Somewhat Disapprove	7% (15)	8% (17)	4% (9)	9% (18)	7% (14)	10% (21)	55% (115)	209
Trump Job Strongly Disapprove	8% (30)	7% (26)	8% (32)	6% (23)	3% (10)	10% (37)	58% (219)	377
Favorable of Trump	10% (25)	6% (17)	8% (20)	5% (13)	6% (14)	7% (19)	58% (148)	256
Unfavorable of Trump	7% (40)	7% (45)	6% (38)	7% (43)	4% (23)	10% (59)	59% (359)	606
Very Favorable of Trump	13% (14)	6% (7)	8% (8)	6% (7)	2% (2)	8% (9)	57% (62)	109
Somewhat Favorable of Trump	7% (10)	7% (10)	8% (12)	4% (7)	9% (13)	7% (10)	58% (86)	147
Somewhat Unfavorable of Trump	5% (10)	9% (15)	5% (8)	8% (14)	5% (9)	5% (10)	63% (110)	176
Very Unfavorable of Trump	7% (31)	7% (30)	7% (30)	7% (29)	3% (14)	11% (49)	58% (249)	430

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**Table MGC11\_3:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Newspapers

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	8% (79)	6% (65)	7% (68)	6% (61)	4% (43)	9% (86)	60% (597)	1000
#1 Issue: Economy	6% (18)	9% (25)	8% (24)	5% (16)	5% (14)	8% (23)	59% (175)	296
#1 Issue: Security	7% (5)	2% (2)	5% (3)	6% (5)	7% (5)	12% (9)	61% (46)	76
#1 Issue: Health Care	11% (19)	7% (12)	7% (13)	9% (15)	4% (8)	8% (14)	53% (90)	171
#1 Issue: Women's Issues	3% (4)	6% (8)	6% (7)	5% (5)	3% (4)	11% (13)	66% (77)	117
#1 Issue: Education	11% (16)	3% (4)	8% (11)	7% (11)	4% (6)	12% (17)	55% (80)	145
#1 Issue: Energy	11% (11)	13% (12)	4% (4)	6% (6)	2% (2)	6% (6)	57% (56)	98
#1 Issue: Other	4% (4)	1% (1)	7% (6)	3% (2)	3% (2)	3% (2)	80% (66)	82
2018 House Vote: Democrat	12% (13)	11% (12)	11% (12)	5% (6)	1% (2)	13% (14)	47% (53)	112
2016 Vote: Hillary Clinton	13% (10)	11% (9)	10% (8)	7% (5)	1% (1)	11% (9)	46% (36)	78
2016 Vote: Didn't Vote	7% (66)	6% (54)	7% (58)	6% (53)	4% (37)	8% (70)	62% (543)	881
Voted in 2014: No	8% (75)	6% (62)	7% (64)	6% (58)	4% (42)	9% (84)	60% (587)	972
2012 Vote: Didn't Vote	8% (75)	6% (63)	7% (66)	6% (58)	4% (42)	9% (85)	60% (589)	978
4-Region: Northeast	8% (17)	9% (19)	9% (19)	9% (19)	3% (7)	9% (20)	54% (116)	216
4-Region: Midwest	7% (15)	5% (11)	7% (16)	6% (13)	5% (11)	9% (20)	63% (145)	232
4-Region: South	9% (29)	7% (22)	4% (14)	6% (19)	6% (21)	10% (35)	58% (196)	337
4-Region: West	9% (18)	6% (13)	8% (18)	5% (10)	2% (5)	5% (11)	65% (141)	216

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

**Table MGC11\_4:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Television

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	32% (319)	19% (189)	12% (116)	6% (56)	4% (41)	5% (53)	23% (226)	1000
Gender: Male	30% (146)	21% (102)	13% (62)	6% (29)	4% (18)	4% (20)	23% (110)	489
Gender: Female	34% (173)	17% (87)	10% (53)	5% (27)	4% (22)	6% (32)	23% (116)	511
Age: 18-34	32% (161)	21% (108)	14% (70)	6% (32)	3% (15)	4% (21)	19% (98)	506
Generation Z: 13-23	32% (319)	19% (189)	12% (116)	6% (56)	4% (41)	5% (53)	23% (226)	1000
PID: Dem (no lean)	35% (125)	19% (69)	11% (39)	4% (13)	5% (19)	6% (20)	20% (70)	355
PID: Ind (no lean)	31% (137)	18% (79)	10% (44)	6% (27)	4% (16)	5% (21)	27% (121)	445
PID: Rep (no lean)	29% (58)	21% (41)	16% (32)	8% (16)	3% (6)	6% (12)	18% (35)	201
PID/Gender: Dem Men	34% (55)	18% (29)	13% (21)	4% (7)	5% (8)	5% (7)	21% (33)	160
PID/Gender: Dem Women	36% (70)	20% (39)	10% (19)	3% (6)	6% (12)	6% (12)	19% (37)	195
PID/Gender: Ind Men	28% (62)	21% (47)	11% (24)	6% (14)	4% (8)	3% (7)	27% (60)	223
PID/Gender: Ind Women	34% (75)	14% (32)	9% (20)	6% (13)	3% (8)	6% (14)	28% (61)	222
PID/Gender: Rep Men	27% (29)	24% (25)	17% (18)	8% (8)	2% (3)	5% (6)	16% (17)	106
PID/Gender: Rep Women	30% (29)	17% (16)	15% (14)	8% (8)	3% (3)	7% (6)	19% (18)	95
Ideo: Liberal (1-3)	35% (113)	18% (60)	12% (38)	5% (15)	4% (13)	5% (17)	21% (68)	324
Ideo: Moderate (4)	35% (64)	20% (36)	10% (19)	7% (13)	5% (9)	6% (11)	18% (33)	185
Ideo: Conservative (5-7)	30% (52)	22% (39)	15% (26)	8% (13)	2% (4)	4% (7)	18% (32)	173
Educ: < College	32% (289)	19% (171)	12% (106)	5% (50)	4% (38)	5% (49)	23% (212)	916
Educ: Bachelors degree	35% (25)	21% (15)	12% (8)	7% (5)	4% (3)	5% (4)	16% (12)	72
Income: Under 50k	30% (149)	18% (89)	10% (46)	7% (35)	4% (21)	6% (31)	24% (117)	488
Income: 50k-100k	33% (109)	19% (64)	15% (48)	4% (13)	3% (10)	4% (13)	22% (72)	328
Income: 100k+	34% (62)	20% (37)	11% (21)	4% (7)	5% (10)	5% (9)	21% (38)	183
Ethnicity: White	32% (202)	19% (121)	13% (81)	6% (38)	4% (26)	5% (33)	21% (136)	638
Ethnicity: Hispanic	36% (74)	18% (37)	8% (17)	7% (13)	4% (9)	6% (11)	20% (42)	203
Ethnicity: Afr. Am.	40% (52)	19% (24)	8% (10)	5% (6)	6% (8)	4% (6)	18% (24)	131
Ethnicity: Other	28% (65)	19% (44)	10% (24)	5% (12)	3% (6)	6% (14)	29% (66)	231

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**Table MGC11\_4:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Television

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	32% (319)	19% (189)	12% (116)	6% (56)	4% (41)	5% (53)	23% (226)	1000
All Christian	40% (110)	18% (49)	11% (31)	8% (21)	1% (4)	5% (13)	17% (47)	274
All Non-Christian	25% (16)	25% (16)	11% (7)	4% (3)	5% (4)	6% (4)	23% (15)	65
Atheist	28% (32)	12% (14)	12% (14)	3% (4)	8% (9)	6% (7)	31% (35)	113
Agnostic/Nothing in particular	30% (162)	20% (110)	12% (64)	5% (29)	4% (24)	5% (29)	24% (130)	548
Religious Non-Protestant/Catholic	23% (19)	20% (16)	11% (9)	3% (3)	6% (5)	8% (7)	28% (23)	82
Evangelical	34% (61)	20% (35)	12% (22)	8% (15)	6% (10)	7% (12)	14% (25)	180
Non-Evangelical	40% (113)	22% (62)	11% (31)	6% (16)	1% (4)	4% (11)	17% (47)	283
Community: Urban	36% (92)	18% (47)	9% (24)	5% (14)	4% (11)	6% (15)	21% (53)	256
Community: Suburban	31% (168)	20% (105)	12% (64)	4% (24)	4% (22)	6% (30)	23% (125)	539
Community: Rural	29% (59)	18% (37)	13% (28)	9% (18)	4% (7)	4% (8)	23% (48)	206
Employ: Private Sector	34% (28)	20% (17)	15% (13)	2% (1)	4% (4)	3% (3)	22% (19)	84
Employ: Unemployed	30% (47)	17% (27)	11% (16)	10% (15)	4% (6)	4% (6)	24% (37)	154
Military HH: Yes	29% (39)	15% (20)	13% (17)	7% (9)	5% (7)	8% (11)	22% (29)	132
Military HH: No	32% (280)	20% (169)	11% (98)	5% (47)	4% (34)	5% (42)	23% (197)	868
RD/WT: Right Direction	36% (110)	18% (54)	13% (39)	7% (21)	3% (8)	5% (16)	19% (58)	305
RD/WT: Wrong Track	30% (210)	19% (135)	11% (76)	5% (35)	5% (33)	5% (37)	24% (169)	695
Trump Job Approve	34% (93)	18% (48)	13% (36)	8% (21)	4% (11)	4% (11)	20% (54)	274
Trump Job Disapprove	32% (186)	20% (119)	12% (69)	5% (29)	4% (26)	5% (30)	22% (126)	586
Trump Job Strongly Approve	37% (40)	16% (17)	17% (18)	9% (10)	1% (1)	4% (5)	17% (18)	109
Trump Job Somewhat Approve	32% (54)	19% (31)	11% (18)	7% (11)	6% (10)	4% (6)	22% (36)	166
Trump Job Somewhat Disapprove	30% (63)	21% (43)	15% (31)	6% (13)	4% (9)	4% (8)	20% (42)	209
Trump Job Strongly Disapprove	33% (123)	20% (76)	10% (38)	4% (16)	5% (17)	6% (22)	22% (85)	377
Favorable of Trump	38% (97)	19% (49)	12% (31)	6% (16)	3% (8)	5% (12)	17% (44)	256
Unfavorable of Trump	30% (184)	20% (123)	12% (72)	5% (29)	5% (32)	5% (31)	22% (135)	606
Very Favorable of Trump	41% (45)	17% (18)	14% (15)	8% (8)	1% (1)	3% (3)	16% (18)	109
Somewhat Favorable of Trump	36% (53)	21% (30)	10% (15)	5% (7)	5% (7)	6% (8)	18% (26)	147
Somewhat Unfavorable of Trump	25% (44)	21% (38)	16% (28)	6% (10)	4% (7)	4% (7)	24% (42)	176
Very Unfavorable of Trump	33% (140)	20% (85)	10% (44)	5% (20)	6% (25)	6% (24)	22% (93)	430

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**Table MGC11\_4:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Television

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	32% (319)	19% (189)	12% (116)	6% (56)	4% (41)	5% (53)	23% (226)	1000
#1 Issue: Economy	33% (98)	21% (62)	12% (36)	4% (10)	4% (11)	5% (14)	22% (64)	296
#1 Issue: Security	36% (27)	15% (11)	14% (10)	19% (15)	2% (2)	5% (4)	9% (7)	76
#1 Issue: Health Care	31% (53)	22% (37)	12% (21)	6% (11)	7% (13)	4% (8)	17% (29)	171
#1 Issue: Women's Issues	28% (33)	18% (21)	7% (9)	5% (6)	5% (5)	5% (5)	33% (39)	117
#1 Issue: Education	36% (52)	20% (28)	13% (19)	2% (4)	3% (4)	7% (10)	20% (29)	145
#1 Issue: Energy	34% (33)	15% (15)	9% (9)	4% (4)	6% (6)	4% (4)	28% (27)	98
#1 Issue: Other	21% (17)	13% (11)	13% (11)	7% (6)	— (0)	8% (6)	38% (31)	82
2018 House Vote: Democrat	39% (44)	24% (27)	9% (11)	5% (5)	2% (2)	4% (4)	17% (19)	112
2016 Vote: Hillary Clinton	39% (30)	27% (21)	10% (7)	7% (5)	2% (1)	2% (1)	16% (12)	78
2016 Vote: Didn't Vote	31% (275)	18% (162)	12% (103)	5% (48)	4% (38)	6% (50)	23% (205)	881
Voted in 2014: No	32% (309)	19% (182)	12% (112)	6% (54)	4% (40)	5% (53)	23% (222)	972
2012 Vote: Didn't Vote	31% (307)	19% (186)	12% (114)	6% (54)	4% (41)	5% (52)	23% (224)	978
4-Region: Northeast	34% (73)	25% (53)	12% (27)	6% (13)	5% (10)	4% (9)	14% (30)	216
4-Region: Midwest	27% (63)	20% (47)	13% (30)	5% (13)	7% (17)	6% (15)	21% (47)	232
4-Region: South	35% (117)	18% (61)	10% (35)	7% (22)	2% (8)	5% (16)	23% (78)	337
4-Region: West	30% (66)	13% (28)	11% (24)	4% (8)	3% (5)	6% (14)	33% (71)	216

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

**Table MGC11\_5:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Radio

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	11% (108)	11% (115)	10% (102)	6% (60)	4% (42)	10% (99)	47% (474)	1000
Gender: Male	10% (50)	12% (57)	9% (45)	7% (33)	4% (19)	9% (43)	50% (242)	489
Gender: Female	12% (59)	11% (58)	11% (56)	5% (28)	5% (23)	11% (55)	45% (232)	511
Age: 18-34	11% (54)	14% (69)	12% (62)	7% (35)	4% (21)	8% (43)	44% (223)	506
Generation Z: 13-23	11% (108)	11% (115)	10% (102)	6% (60)	4% (42)	10% (99)	47% (474)	1000
PID: Dem (no lean)	8% (30)	14% (49)	11% (40)	6% (20)	4% (15)	8% (27)	49% (172)	355
PID: Ind (no lean)	11% (50)	9% (38)	8% (35)	7% (31)	5% (21)	10% (47)	50% (224)	445
PID: Rep (no lean)	14% (29)	14% (28)	13% (27)	5% (9)	3% (6)	12% (25)	39% (78)	201
PID/Gender: Dem Men	8% (12)	19% (31)	8% (13)	7% (11)	5% (8)	6% (10)	47% (75)	160
PID/Gender: Dem Women	9% (18)	9% (18)	14% (28)	5% (10)	4% (7)	9% (18)	50% (97)	195
PID/Gender: Ind Men	10% (22)	6% (13)	10% (22)	8% (17)	4% (9)	9% (19)	54% (119)	223
PID/Gender: Ind Women	13% (28)	11% (25)	6% (12)	6% (13)	5% (11)	12% (27)	47% (105)	222
PID/Gender: Rep Men	14% (15)	12% (13)	10% (10)	5% (5)	1% (1)	13% (14)	45% (47)	106
PID/Gender: Rep Women	14% (13)	16% (15)	17% (16)	5% (4)	5% (5)	11% (11)	32% (30)	95
Ideo: Liberal (1-3)	10% (34)	14% (44)	11% (34)	7% (24)	4% (14)	7% (22)	47% (153)	324
Ideo: Moderate (4)	8% (14)	10% (18)	12% (22)	9% (16)	5% (9)	10% (19)	47% (87)	185
Ideo: Conservative (5-7)	14% (24)	13% (22)	12% (21)	6% (10)	3% (6)	11% (20)	41% (72)	173
Educ: < College	11% (98)	11% (100)	10% (90)	6% (53)	4% (39)	10% (93)	48% (443)	916
Educ: Bachelors degree	13% (10)	17% (13)	14% (10)	10% (7)	4% (3)	6% (4)	36% (26)	72
Income: Under 50k	12% (59)	12% (57)	8% (40)	6% (31)	4% (19)	10% (51)	47% (231)	488
Income: 50k-100k	10% (33)	11% (38)	12% (38)	6% (20)	6% (18)	10% (34)	45% (148)	328
Income: 100k+	9% (16)	11% (20)	13% (24)	5% (10)	3% (5)	8% (14)	52% (95)	183
Ethnicity: White	10% (62)	13% (82)	10% (67)	6% (41)	5% (29)	12% (75)	44% (283)	638
Ethnicity: Hispanic	15% (30)	11% (22)	11% (22)	5% (10)	3% (6)	11% (22)	45% (92)	203
Ethnicity: Afr. Am.	17% (22)	12% (16)	8% (11)	7% (9)	4% (5)	3% (4)	49% (64)	131
Ethnicity: Other	10% (24)	8% (18)	10% (24)	5% (11)	3% (8)	9% (20)	55% (127)	231

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**Table MGC11\_5:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Radio

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	11% (108)	11% (115)	10% (102)	6% (60)	4% (42)	10% (99)	47% (474)	1000
All Christian	16% (43)	12% (34)	9% (25)	7% (19)	4% (10)	9% (26)	43% (117)	274
All Non-Christian	6% (4)	16% (10)	13% (8)	4% (2)	5% (3)	6% (4)	50% (32)	65
Atheist	4% (4)	8% (9)	14% (15)	5% (6)	4% (5)	8% (9)	57% (64)	113
Agnostic/Nothing in particular	10% (57)	11% (61)	10% (53)	6% (33)	4% (24)	11% (59)	47% (260)	548
Religious Non-Protestant/Catholic	6% (5)	13% (11)	13% (11)	3% (2)	4% (3)	11% (9)	50% (41)	82
Evangelical	16% (28)	13% (23)	13% (23)	6% (12)	4% (7)	12% (21)	37% (66)	180
Non-Evangelical	15% (43)	14% (40)	8% (24)	6% (18)	5% (14)	10% (28)	41% (116)	283
Community: Urban	13% (33)	15% (38)	10% (25)	6% (17)	4% (10)	9% (23)	43% (111)	256
Community: Suburban	9% (49)	10% (53)	10% (56)	5% (29)	4% (21)	9% (50)	52% (281)	539
Community: Rural	13% (26)	12% (24)	10% (21)	7% (15)	6% (12)	13% (26)	40% (82)	206
Employ: Private Sector	12% (10)	19% (16)	11% (9)	9% (8)	4% (3)	8% (6)	37% (31)	84
Employ: Unemployed	12% (18)	9% (14)	9% (14)	6% (9)	2% (3)	4% (6)	58% (90)	154
Military HH: Yes	16% (22)	8% (11)	11% (15)	8% (11)	1% (2)	11% (14)	45% (59)	132
Military HH: No	10% (87)	12% (104)	10% (87)	6% (49)	5% (40)	10% (85)	48% (415)	868
RD/WT: Right Direction	16% (47)	12% (37)	10% (30)	7% (21)	4% (11)	12% (38)	39% (120)	305
RD/WT: Wrong Track	9% (61)	11% (78)	10% (71)	6% (39)	4% (31)	9% (61)	51% (354)	695
Trump Job Approve	15% (40)	14% (39)	10% (27)	6% (15)	5% (12)	10% (29)	41% (112)	274
Trump Job Disapprove	7% (43)	11% (64)	12% (69)	7% (41)	5% (27)	10% (57)	49% (285)	586
Trump Job Strongly Approve	15% (17)	17% (19)	9% (10)	6% (7)	4% (4)	14% (16)	33% (36)	109
Trump Job Somewhat Approve	14% (24)	12% (20)	11% (17)	5% (8)	5% (8)	8% (13)	46% (76)	166
Trump Job Somewhat Disapprove	6% (12)	12% (24)	13% (27)	7% (15)	6% (12)	11% (22)	46% (96)	209
Trump Job Strongly Disapprove	8% (31)	10% (39)	11% (42)	7% (26)	4% (15)	9% (35)	50% (189)	377
Favorable of Trump	18% (45)	16% (42)	12% (30)	4% (10)	3% (8)	10% (27)	37% (95)	256
Unfavorable of Trump	8% (46)	10% (60)	11% (67)	7% (43)	5% (30)	10% (60)	49% (300)	606
Very Favorable of Trump	21% (23)	17% (19)	12% (13)	7% (8)	5% (5)	8% (9)	30% (33)	109
Somewhat Favorable of Trump	15% (22)	16% (23)	11% (16)	2% (2)	2% (3)	12% (18)	42% (62)	147
Somewhat Unfavorable of Trump	7% (12)	10% (17)	13% (22)	7% (13)	4% (6)	7% (12)	53% (94)	176
Very Unfavorable of Trump	8% (34)	10% (43)	10% (45)	7% (30)	6% (24)	11% (48)	48% (206)	430

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**Table MGC11\_5:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?  
Radio

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	11% (108)	11% (115)	10% (102)	6% (60)	4% (42)	10% (99)	47% (474)	1000
#1 Issue: Economy	9% (26)	13% (38)	10% (30)	6% (17)	4% (11)	9% (26)	50% (147)	296
#1 Issue: Security	13% (10)	11% (8)	4% (3)	14% (10)	7% (6)	14% (11)	37% (28)	76
#1 Issue: Health Care	12% (21)	9% (15)	16% (27)	6% (10)	3% (5)	9% (16)	45% (77)	171
#1 Issue: Women's Issues	8% (10)	8% (10)	9% (10)	4% (5)	4% (4)	12% (14)	55% (65)	117
#1 Issue: Education	15% (21)	14% (20)	11% (16)	3% (5)	3% (5)	8% (12)	45% (66)	145
#1 Issue: Energy	6% (6)	10% (10)	8% (8)	8% (8)	9% (8)	14% (14)	43% (42)	98
#1 Issue: Other	12% (10)	14% (12)	8% (6)	5% (4)	4% (3)	7% (6)	51% (42)	82
2018 House Vote: Democrat	9% (10)	16% (18)	11% (12)	7% (8)	3% (4)	14% (16)	39% (44)	112
2016 Vote: Hillary Clinton	12% (9)	20% (16)	15% (12)	5% (4)	— (0)	7% (6)	40% (31)	78
2016 Vote: Didn't Vote	11% (95)	10% (90)	10% (86)	6% (55)	4% (38)	10% (89)	48% (426)	881
Voted in 2014: No	11% (103)	11% (110)	10% (98)	6% (60)	4% (40)	10% (95)	48% (465)	972
2012 Vote: Didn't Vote	11% (103)	11% (111)	10% (99)	6% (59)	4% (42)	10% (96)	48% (467)	978
4-Region: Northeast	11% (24)	13% (28)	11% (23)	7% (16)	6% (13)	8% (18)	43% (93)	216
4-Region: Midwest	10% (24)	9% (22)	9% (22)	7% (16)	3% (7)	14% (33)	47% (108)	232
4-Region: South	12% (40)	14% (46)	10% (32)	7% (22)	3% (11)	8% (28)	47% (158)	337
4-Region: West	10% (21)	9% (19)	11% (24)	3% (7)	5% (10)	9% (20)	53% (115)	216

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

**Table MGC11\_6:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Podcasts

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (59)	9% (85)	8% (78)	5% (53)	4% (45)	9% (90)	59% (591)	1000
Gender: Male	6% (29)	11% (55)	10% (46)	5% (25)	5% (24)	7% (33)	57% (276)	489
Gender: Female	6% (30)	6% (30)	6% (31)	5% (28)	4% (21)	11% (57)	61% (314)	511
Age: 18-34	8% (39)	11% (54)	9% (45)	5% (28)	5% (25)	9% (45)	53% (270)	506
Generation Z: 13-23	6% (59)	9% (85)	8% (78)	5% (53)	4% (45)	9% (90)	59% (591)	1000
PID: Dem (no lean)	4% (15)	10% (36)	8% (30)	6% (22)	7% (26)	8% (29)	56% (198)	355
PID: Ind (no lean)	6% (29)	9% (38)	6% (25)	5% (22)	3% (13)	10% (43)	62% (275)	445
PID: Rep (no lean)	8% (15)	5% (11)	12% (23)	5% (9)	3% (6)	9% (18)	59% (118)	201
PID/Gender: Dem Men	5% (8)	12% (19)	8% (13)	7% (11)	8% (13)	8% (12)	52% (84)	160
PID/Gender: Dem Women	4% (7)	9% (17)	9% (17)	6% (11)	7% (13)	9% (17)	58% (114)	195
PID/Gender: Ind Men	6% (13)	13% (29)	7% (16)	5% (11)	4% (9)	7% (16)	58% (129)	223
PID/Gender: Ind Women	7% (16)	4% (10)	4% (9)	5% (11)	2% (5)	12% (27)	66% (146)	222
PID/Gender: Rep Men	7% (8)	6% (7)	16% (17)	3% (3)	2% (2)	5% (5)	60% (64)	106
PID/Gender: Rep Women	8% (8)	4% (4)	6% (6)	6% (6)	4% (3)	14% (13)	58% (55)	95
Ideo: Liberal (1-3)	6% (19)	11% (35)	9% (30)	5% (16)	6% (19)	7% (21)	57% (184)	324
Ideo: Moderate (4)	7% (13)	7% (12)	7% (13)	6% (11)	4% (7)	12% (22)	58% (107)	185
Ideo: Conservative (5-7)	5% (8)	10% (16)	11% (19)	6% (10)	3% (6)	9% (16)	56% (98)	173
Educ: < College	6% (51)	8% (70)	8% (69)	6% (51)	4% (41)	9% (84)	60% (552)	916
Educ: Bachelors degree	9% (7)	20% (15)	10% (7)	2% (2)	4% (3)	6% (4)	48% (35)	72
Income: Under 50k	7% (35)	9% (44)	7% (36)	5% (23)	4% (18)	9% (45)	59% (287)	488
Income: 50k-100k	5% (15)	10% (32)	8% (25)	4% (15)	6% (19)	11% (37)	56% (185)	328
Income: 100k+	5% (8)	5% (10)	9% (17)	8% (15)	4% (8)	4% (8)	64% (118)	183
Ethnicity: White	5% (30)	8% (51)	8% (49)	6% (36)	5% (31)	9% (58)	60% (381)	638
Ethnicity: Hispanic	9% (18)	6% (13)	12% (25)	4% (9)	5% (11)	10% (20)	53% (108)	203
Ethnicity: Afr. Am.	11% (14)	14% (18)	7% (9)	5% (6)	2% (2)	10% (13)	52% (68)	131
Ethnicity: Other	6% (14)	7% (16)	8% (19)	5% (11)	5% (11)	8% (18)	61% (142)	231

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**Table MGC11\_6:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Podcasts

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (59)	9% (85)	8% (78)	5% (53)	4% (45)	9% (90)	59% (591)	1000
All Christian	8% (22)	8% (21)	7% (20)	7% (19)	5% (14)	11% (30)	54% (149)	274
All Non-Christian	5% (3)	8% (5)	8% (5)	6% (4)	3% (2)	6% (4)	64% (41)	65
Atheist	1% (1)	8% (9)	11% (12)	2% (3)	7% (8)	8% (9)	63% (71)	113
Agnostic/Nothing in particular	6% (33)	9% (50)	7% (40)	5% (28)	4% (21)	9% (47)	60% (329)	548
Religious Non-Protestant/Catholic	5% (4)	9% (7)	6% (5)	4% (4)	3% (3)	8% (7)	63% (52)	82
Evangelical	6% (10)	7% (13)	10% (18)	6% (10)	5% (8)	11% (20)	56% (100)	180
Non-Evangelical	7% (20)	9% (25)	6% (18)	7% (20)	5% (14)	10% (29)	56% (158)	283
Community: Urban	8% (19)	11% (27)	8% (19)	7% (17)	5% (12)	11% (28)	52% (132)	256
Community: Suburban	5% (28)	9% (46)	9% (47)	5% (25)	4% (20)	8% (43)	61% (330)	539
Community: Rural	6% (11)	6% (12)	6% (12)	5% (11)	6% (13)	9% (18)	63% (129)	206
Employ: Private Sector	5% (4)	16% (13)	10% (8)	1% (1)	4% (3)	11% (9)	54% (46)	84
Employ: Unemployed	6% (9)	7% (10)	7% (11)	8% (12)	4% (7)	6% (10)	62% (95)	154
Military HH: Yes	7% (9)	5% (7)	7% (9)	6% (7)	5% (7)	10% (13)	60% (79)	132
Military HH: No	6% (50)	9% (78)	8% (69)	5% (46)	4% (38)	9% (76)	59% (511)	868
RD/WT: Right Direction	7% (21)	8% (25)	9% (27)	6% (18)	4% (12)	8% (25)	58% (177)	305
RD/WT: Wrong Track	5% (38)	9% (60)	7% (51)	5% (35)	5% (33)	9% (64)	60% (414)	695
Trump Job Approve	6% (16)	7% (19)	10% (28)	6% (16)	4% (10)	9% (24)	59% (161)	274
Trump Job Disapprove	5% (28)	10% (58)	8% (44)	6% (35)	5% (30)	9% (54)	57% (337)	586
Trump Job Strongly Approve	7% (8)	7% (8)	10% (10)	9% (10)	3% (3)	5% (6)	59% (64)	109
Trump Job Somewhat Approve	5% (8)	7% (12)	11% (18)	4% (6)	4% (7)	11% (18)	59% (97)	166
Trump Job Somewhat Disapprove	3% (7)	11% (23)	8% (17)	7% (14)	4% (8)	12% (25)	55% (115)	209
Trump Job Strongly Disapprove	6% (21)	9% (35)	7% (27)	5% (21)	6% (22)	8% (29)	59% (222)	377
Favorable of Trump	8% (20)	8% (22)	9% (24)	4% (11)	5% (12)	10% (26)	55% (141)	256
Unfavorable of Trump	4% (23)	9% (55)	8% (48)	6% (38)	5% (30)	9% (54)	59% (357)	606
Very Favorable of Trump	10% (11)	7% (7)	12% (13)	6% (7)	2% (2)	6% (6)	58% (63)	109
Somewhat Favorable of Trump	6% (9)	10% (15)	8% (11)	3% (5)	6% (9)	14% (20)	53% (78)	147
Somewhat Unfavorable of Trump	2% (3)	8% (15)	10% (17)	7% (13)	3% (5)	9% (15)	62% (108)	176
Very Unfavorable of Trump	5% (20)	9% (40)	7% (31)	6% (25)	6% (26)	9% (39)	58% (249)	430

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**Table MGC11\_6:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Podcasts

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (59)	9% (85)	8% (78)	5% (53)	4% (45)	9% (90)	59% (591)	1000
#1 Issue: Economy	4% (12)	10% (29)	9% (25)	5% (15)	6% (17)	10% (31)	57% (167)	296
#1 Issue: Security	7% (5)	4% (3)	7% (5)	8% (6)	5% (4)	10% (8)	60% (46)	76
#1 Issue: Health Care	7% (12)	11% (19)	7% (12)	7% (12)	3% (5)	8% (14)	57% (98)	171
#1 Issue: Women's Issues	4% (5)	6% (7)	7% (9)	2% (2)	3% (4)	10% (12)	67% (79)	117
#1 Issue: Education	8% (12)	8% (11)	11% (17)	7% (10)	7% (9)	7% (10)	52% (76)	145
#1 Issue: Energy	6% (6)	8% (8)	7% (6)	2% (2)	4% (3)	9% (9)	64% (63)	98
#1 Issue: Other	6% (5)	8% (7)	2% (2)	5% (5)	4% (3)	6% (5)	69% (57)	82
2018 House Vote: Democrat	7% (8)	19% (21)	8% (9)	4% (5)	8% (8)	10% (11)	45% (50)	112
2016 Vote: Hillary Clinton	8% (6)	20% (15)	6% (4)	4% (3)	7% (5)	7% (5)	50% (38)	78
2016 Vote: Didn't Vote	6% (52)	7% (64)	8% (68)	6% (49)	4% (38)	9% (79)	60% (530)	881
Voted in 2014: No	6% (58)	8% (79)	8% (74)	5% (51)	4% (43)	9% (86)	60% (581)	972
2012 Vote: Didn't Vote	6% (58)	8% (82)	8% (74)	5% (53)	4% (43)	9% (88)	59% (581)	978
4-Region: Northeast	7% (14)	12% (26)	8% (17)	7% (15)	6% (12)	7% (15)	54% (116)	216
4-Region: Midwest	4% (9)	5% (11)	6% (14)	6% (14)	5% (12)	9% (21)	65% (150)	232
4-Region: South	6% (21)	10% (33)	8% (27)	5% (15)	3% (10)	10% (33)	58% (196)	337
4-Region: West	7% (15)	7% (15)	9% (20)	4% (8)	5% (10)	9% (20)	59% (128)	216

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

**Table MGC11\_7:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Parents / other family

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	42% (423)	26% (260)	12% (125)	7% (68)	3% (33)	1% (14)	8% (77)	1000
Gender: Male	39% (192)	25% (123)	13% (65)	7% (34)	5% (24)	1% (5)	9% (46)	489
Gender: Female	45% (231)	27% (137)	12% (60)	7% (34)	2% (10)	2% (8)	6% (32)	511
Age: 18-34	37% (189)	28% (140)	14% (72)	7% (36)	3% (13)	1% (7)	10% (48)	506
Generation Z: 13-23	42% (423)	26% (260)	12% (125)	7% (68)	3% (33)	1% (14)	8% (77)	1000
PID: Dem (no lean)	44% (156)	30% (108)	11% (40)	5% (17)	3% (10)	1% (2)	6% (22)	355
PID: Ind (no lean)	39% (174)	23% (102)	13% (60)	8% (36)	5% (21)	2% (8)	10% (44)	445
PID: Rep (no lean)	47% (94)	25% (50)	12% (25)	8% (15)	1% (2)	2% (4)	6% (11)	201
PID/Gender: Dem Men	42% (66)	31% (49)	12% (19)	5% (9)	4% (6)	1% (1)	6% (10)	160
PID/Gender: Dem Women	46% (89)	30% (59)	11% (21)	4% (8)	2% (4)	1% (1)	6% (11)	195
PID/Gender: Ind Men	34% (76)	23% (50)	14% (31)	8% (18)	7% (16)	1% (3)	12% (27)	223
PID/Gender: Ind Women	44% (98)	23% (52)	13% (28)	8% (18)	2% (5)	2% (5)	8% (17)	222
PID/Gender: Rep Men	46% (49)	23% (24)	13% (14)	7% (8)	1% (2)	2% (2)	8% (8)	106
PID/Gender: Rep Women	47% (45)	28% (26)	11% (10)	8% (7)	1% (1)	2% (2)	4% (3)	95
Ideo: Liberal (1-3)	42% (135)	31% (99)	12% (40)	6% (20)	3% (9)	1% (4)	5% (17)	324
Ideo: Moderate (4)	39% (73)	28% (52)	14% (27)	6% (12)	3% (6)	1% (2)	8% (15)	185
Ideo: Conservative (5-7)	48% (83)	25% (43)	10% (17)	9% (15)	2% (3)	1% (2)	6% (10)	173
Educ: < College	43% (394)	26% (236)	12% (106)	7% (65)	3% (31)	1% (11)	8% (72)	916
Educ: Bachelors degree	33% (24)	31% (22)	24% (17)	2% (1)	3% (2)	2% (1)	4% (3)	72
Income: Under 50k	41% (199)	22% (110)	12% (59)	7% (36)	5% (23)	2% (12)	10% (50)	488
Income: 50k-100k	41% (136)	30% (98)	14% (47)	7% (22)	2% (7)	— (1)	5% (18)	328
Income: 100k+	48% (88)	29% (52)	11% (19)	5% (10)	2% (3)	— (1)	5% (10)	183
Ethnicity: White	43% (275)	26% (165)	13% (81)	8% (49)	3% (21)	1% (3)	7% (43)	638
Ethnicity: Hispanic	46% (93)	21% (43)	11% (22)	6% (12)	4% (8)	2% (3)	11% (22)	203
Ethnicity: Afr. Am.	46% (60)	24% (32)	10% (13)	5% (7)	4% (5)	4% (5)	7% (9)	131
Ethnicity: Other	38% (88)	28% (64)	13% (31)	5% (11)	3% (8)	2% (5)	11% (25)	231

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**Table MGC11\_7:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Parents / other family

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	42% (423)	26% (260)	12% (125)	7% (68)	3% (33)	1% (14)	8% (77)	1000
All Christian	46% (125)	29% (78)	10% (28)	5% (13)	3% (8)	1% (3)	7% (18)	274
All Non-Christian	49% (32)	26% (17)	13% (8)	5% (3)	1% (1)	— (0)	7% (5)	65
Atheist	27% (31)	31% (35)	14% (16)	11% (12)	4% (4)	2% (2)	12% (14)	113
Agnostic/Nothing in particular	43% (236)	24% (130)	13% (73)	7% (40)	4% (20)	2% (9)	7% (41)	548
Religious Non-Protestant/Catholic	45% (37)	27% (22)	11% (9)	4% (3)	3% (2)	1% (1)	9% (8)	82
Evangelical	46% (82)	22% (40)	15% (27)	7% (12)	2% (3)	2% (4)	6% (11)	180
Non-Evangelical	45% (127)	28% (80)	11% (31)	6% (17)	3% (9)	1% (4)	5% (16)	283
Community: Urban	45% (116)	22% (55)	14% (37)	6% (16)	2% (6)	1% (3)	9% (23)	256
Community: Suburban	41% (220)	29% (154)	11% (60)	7% (38)	4% (21)	1% (8)	7% (38)	539
Community: Rural	42% (87)	25% (51)	14% (28)	7% (14)	3% (7)	1% (3)	8% (16)	206
Employ: Private Sector	27% (22)	33% (28)	23% (20)	5% (4)	1% (1)	1% (1)	10% (8)	84
Employ: Unemployed	37% (57)	19% (29)	15% (24)	14% (21)	4% (6)	2% (3)	9% (14)	154
Military HH: Yes	43% (57)	22% (30)	15% (20)	5% (7)	6% (8)	2% (3)	7% (9)	132
Military HH: No	42% (366)	27% (231)	12% (105)	7% (61)	3% (26)	1% (11)	8% (68)	868
RD/WT: Right Direction	46% (141)	22% (68)	11% (35)	7% (22)	2% (7)	2% (5)	9% (28)	305
RD/WT: Wrong Track	41% (282)	28% (192)	13% (90)	7% (46)	4% (26)	1% (9)	7% (50)	695
Trump Job Approve	44% (120)	29% (79)	11% (31)	7% (18)	2% (6)	1% (2)	7% (18)	274
Trump Job Disapprove	41% (238)	27% (161)	13% (76)	7% (41)	4% (24)	1% (8)	7% (39)	586
Trump Job Strongly Approve	53% (57)	21% (23)	13% (14)	3% (3)	2% (2)	1% (2)	7% (8)	109
Trump Job Somewhat Approve	38% (63)	34% (56)	11% (18)	9% (15)	2% (3)	1% (1)	6% (10)	166
Trump Job Somewhat Disapprove	40% (84)	25% (53)	18% (37)	7% (14)	2% (5)	2% (4)	6% (13)	209
Trump Job Strongly Disapprove	41% (154)	29% (108)	10% (38)	7% (28)	5% (19)	1% (4)	7% (27)	377
Favorable of Trump	47% (120)	29% (74)	11% (29)	5% (14)	2% (5)	1% (3)	4% (10)	256
Unfavorable of Trump	40% (243)	28% (168)	14% (83)	7% (42)	4% (26)	1% (4)	7% (40)	606
Very Favorable of Trump	57% (63)	19% (21)	12% (13)	4% (5)	1% (1)	1% (1)	5% (5)	109
Somewhat Favorable of Trump	39% (58)	36% (54)	11% (16)	6% (9)	3% (4)	2% (3)	3% (4)	147
Somewhat Unfavorable of Trump	40% (71)	22% (39)	17% (30)	8% (14)	5% (8)	— (0)	8% (13)	176
Very Unfavorable of Trump	40% (172)	30% (129)	12% (53)	7% (29)	4% (17)	1% (4)	6% (26)	430

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**Table MGC11\_7:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?

Parents / other family

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	42% (423)	26% (260)	12% (125)	7% (68)	3% (33)	1% (14)	8% (77)	1000
#1 Issue: Economy	41% (122)	25% (73)	16% (47)	5% (14)	3% (10)	1% (4)	8% (25)	296
#1 Issue: Security	49% (37)	25% (19)	10% (7)	7% (6)	3% (2)	1% (1)	5% (4)	76
#1 Issue: Health Care	44% (75)	26% (45)	10% (17)	5% (8)	5% (9)	2% (3)	7% (12)	171
#1 Issue: Women's Issues	39% (46)	26% (31)	11% (12)	13% (15)	4% (5)	— (0)	7% (8)	117
#1 Issue: Education	43% (63)	30% (43)	11% (16)	7% (11)	1% (2)	2% (3)	5% (8)	145
#1 Issue: Energy	43% (42)	28% (28)	12% (12)	6% (6)	4% (4)	— (0)	5% (5)	98
#1 Issue: Other	37% (31)	24% (20)	10% (8)	8% (7)	2% (2)	3% (2)	17% (14)	82
2018 House Vote: Democrat	34% (38)	32% (36)	16% (18)	4% (5)	5% (5)	1% (1)	8% (9)	112
2016 Vote: Hillary Clinton	40% (31)	34% (27)	9% (7)	7% (5)	2% (2)	1% (1)	8% (6)	78
2016 Vote: Didn't Vote	43% (380)	25% (221)	13% (112)	7% (59)	3% (30)	1% (11)	8% (67)	881
Voted in 2014: No	42% (411)	26% (253)	12% (121)	7% (67)	3% (33)	1% (13)	8% (75)	972
2012 Vote: Didn't Vote	42% (411)	26% (256)	13% (123)	7% (67)	3% (33)	1% (12)	8% (76)	978
4-Region: Northeast	44% (94)	24% (52)	14% (31)	8% (17)	3% (7)	— (0)	7% (15)	216
4-Region: Midwest	43% (99)	25% (58)	12% (29)	8% (20)	4% (9)	1% (3)	6% (15)	232
4-Region: South	43% (144)	27% (92)	13% (43)	5% (17)	3% (10)	2% (6)	7% (24)	337
4-Region: West	40% (86)	27% (58)	10% (22)	7% (14)	3% (8)	2% (4)	11% (24)	216

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

**Table MGC11\_8:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?  
Friends

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	21% (215)	25% (246)	19% (185)	10% (97)	3% (34)	5% (49)	17% (173)	1000
Gender: Male	21% (105)	24% (119)	18% (86)	10% (48)	4% (21)	4% (20)	18% (90)	489
Gender: Female	21% (110)	25% (127)	19% (99)	10% (49)	3% (14)	6% (30)	16% (83)	511
Age: 18-34	20% (100)	28% (142)	20% (103)	9% (46)	3% (15)	4% (18)	16% (81)	506
Generation Z: 13-23	21% (215)	25% (246)	19% (185)	10% (97)	3% (34)	5% (49)	17% (173)	1000
PID: Dem (no lean)	22% (80)	29% (104)	19% (68)	7% (25)	5% (17)	3% (10)	15% (52)	355
PID: Ind (no lean)	19% (83)	21% (92)	17% (74)	13% (56)	2% (10)	7% (31)	22% (99)	445
PID: Rep (no lean)	26% (52)	25% (50)	22% (44)	8% (16)	4% (7)	4% (9)	11% (22)	201
PID/Gender: Dem Men	23% (36)	27% (44)	18% (29)	6% (9)	7% (12)	3% (4)	16% (26)	160
PID/Gender: Dem Women	22% (43)	31% (61)	20% (39)	8% (16)	3% (5)	3% (5)	13% (26)	195
PID/Gender: Ind Men	17% (38)	21% (47)	16% (37)	12% (27)	3% (8)	5% (12)	24% (55)	223
PID/Gender: Ind Women	20% (45)	20% (45)	17% (37)	13% (29)	1% (3)	9% (19)	20% (44)	222
PID/Gender: Rep Men	29% (31)	27% (29)	19% (20)	11% (12)	1% (2)	3% (3)	8% (9)	106
PID/Gender: Rep Women	22% (21)	22% (21)	25% (23)	4% (4)	6% (6)	6% (6)	14% (13)	95
Ideo: Liberal (1-3)	24% (77)	29% (95)	19% (62)	10% (32)	5% (15)	3% (10)	10% (32)	324
Ideo: Moderate (4)	15% (28)	28% (52)	22% (41)	9% (17)	3% (6)	4% (7)	18% (34)	185
Ideo: Conservative (5-7)	29% (51)	23% (39)	23% (39)	8% (13)	3% (5)	5% (9)	10% (17)	173
Educ: < College	22% (199)	23% (212)	19% (174)	10% (91)	3% (29)	5% (49)	18% (163)	916
Educ: Bachelors degree	21% (15)	42% (30)	15% (11)	6% (5)	7% (5)	1% (1)	9% (7)	72
Income: Under 50k	23% (114)	23% (112)	17% (84)	9% (44)	3% (16)	6% (27)	19% (91)	488
Income: 50k-100k	18% (59)	26% (84)	21% (70)	10% (32)	3% (10)	5% (16)	17% (57)	328
Income: 100k+	23% (42)	27% (50)	17% (31)	11% (21)	4% (8)	3% (6)	14% (25)	183
Ethnicity: White	21% (137)	26% (164)	18% (115)	11% (69)	4% (24)	5% (30)	15% (98)	638
Ethnicity: Hispanic	24% (48)	24% (49)	17% (35)	8% (17)	2% (5)	3% (7)	21% (42)	203
Ethnicity: Afr. Am.	28% (36)	19% (25)	17% (22)	7% (9)	3% (4)	6% (8)	20% (26)	131
Ethnicity: Other	18% (42)	25% (57)	21% (48)	8% (20)	3% (6)	5% (11)	21% (48)	231

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**Table MGC11\_8:** *How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?*  
*Friends*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	21% (215)	25% (246)	19% (185)	10% (97)	3% (34)	5% (49)	17% (173)	1000
All Christian	24% (65)	21% (58)	24% (65)	8% (21)	3% (8)	5% (15)	16% (43)	274
All Non-Christian	23% (15)	37% (24)	14% (9)	12% (7)	1% (1)	6% (4)	7% (5)	65
Atheist	13% (14)	30% (34)	15% (17)	14% (16)	6% (7)	3% (4)	19% (21)	113
Agnostic/Nothing in particular	22% (121)	24% (131)	17% (94)	10% (53)	3% (19)	5% (27)	19% (104)	548
Religious Non-Protestant/Catholic	19% (15)	32% (26)	14% (12)	12% (10)	1% (1)	7% (6)	16% (13)	82
Evangelical	27% (49)	17% (31)	23% (41)	11% (19)	3% (6)	6% (10)	13% (23)	180
Non-Evangelical	25% (72)	24% (68)	21% (60)	7% (21)	3% (7)	5% (14)	14% (41)	283
Community: Urban	23% (59)	27% (70)	18% (47)	7% (18)	3% (7)	4% (11)	17% (43)	256
Community: Suburban	21% (111)	25% (135)	18% (98)	11% (60)	3% (19)	5% (26)	17% (90)	539
Community: Rural	22% (44)	20% (41)	20% (40)	9% (19)	4% (8)	6% (12)	19% (40)	206
Employ: Private Sector	11% (9)	31% (26)	25% (21)	8% (7)	10% (8)	4% (3)	11% (9)	84
Employ: Unemployed	20% (31)	18% (28)	17% (26)	10% (16)	4% (6)	5% (7)	26% (40)	154
Military HH: Yes	28% (37)	19% (25)	27% (35)	10% (14)	1% (2)	1% (1)	14% (19)	132
Military HH: No	21% (178)	26% (221)	17% (150)	10% (83)	4% (33)	6% (48)	18% (154)	868
RD/WT: Right Direction	22% (68)	21% (65)	18% (55)	9% (27)	3% (10)	5% (16)	21% (63)	305
RD/WT: Wrong Track	21% (146)	26% (181)	19% (130)	10% (70)	4% (25)	5% (33)	16% (110)	695
Trump Job Approve	26% (70)	25% (68)	17% (47)	10% (26)	2% (6)	5% (14)	15% (42)	274
Trump Job Disapprove	20% (117)	27% (157)	20% (117)	10% (61)	4% (25)	4% (25)	15% (85)	586
Trump Job Strongly Approve	34% (37)	20% (22)	13% (14)	6% (6)	2% (2)	7% (8)	18% (19)	109
Trump Job Somewhat Approve	20% (33)	28% (46)	20% (33)	12% (20)	3% (4)	4% (7)	14% (23)	166
Trump Job Somewhat Disapprove	17% (35)	28% (59)	24% (49)	11% (24)	4% (8)	6% (12)	10% (21)	209
Trump Job Strongly Disapprove	22% (81)	26% (98)	18% (67)	10% (38)	4% (17)	3% (12)	17% (64)	377
Favorable of Trump	28% (72)	24% (61)	20% (52)	7% (18)	3% (7)	4% (9)	14% (36)	256
Unfavorable of Trump	19% (114)	28% (167)	19% (115)	11% (66)	4% (25)	5% (31)	15% (89)	606
Very Favorable of Trump	36% (39)	24% (27)	14% (16)	7% (7)	2% (2)	3% (3)	13% (15)	109
Somewhat Favorable of Trump	23% (33)	23% (34)	25% (37)	7% (11)	3% (5)	4% (6)	14% (21)	147
Somewhat Unfavorable of Trump	15% (26)	30% (52)	18% (31)	12% (20)	5% (9)	6% (11)	15% (27)	176
Very Unfavorable of Trump	20% (88)	27% (114)	19% (84)	11% (46)	4% (16)	5% (20)	14% (62)	430

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**Table MGC11\_8:** How often are you using the following to catch up on news or information about the COVID-19 pandemic, also known as coronavirus?  
Friends

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	21% (215)	25% (246)	19% (185)	10% (97)	3% (34)	5% (49)	17% (173)	1000
#1 Issue: Economy	21% (61)	25% (74)	19% (57)	10% (30)	4% (11)	6% (17)	15% (46)	296
#1 Issue: Security	25% (19)	26% (20)	15% (11)	11% (9)	2% (1)	5% (4)	16% (12)	76
#1 Issue: Health Care	23% (40)	27% (45)	22% (37)	7% (13)	3% (5)	5% (9)	13% (23)	171
#1 Issue: Women's Issues	20% (24)	26% (30)	16% (18)	12% (14)	5% (5)	4% (5)	18% (21)	117
#1 Issue: Education	25% (36)	24% (35)	16% (23)	10% (14)	3% (4)	4% (6)	18% (26)	145
#1 Issue: Energy	15% (15)	30% (30)	20% (19)	12% (11)	5% (5)	1% (1)	16% (16)	98
#1 Issue: Other	22% (18)	8% (6)	20% (17)	6% (5)	1% (1)	9% (7)	34% (28)	82
2018 House Vote: Democrat	15% (17)	40% (45)	18% (20)	9% (10)	6% (7)	3% (4)	8% (9)	112
2016 Vote: Hillary Clinton	22% (17)	32% (25)	21% (16)	9% (7)	7% (5)	4% (3)	6% (5)	78
2016 Vote: Didn't Vote	22% (190)	23% (207)	18% (160)	10% (89)	3% (27)	5% (46)	18% (161)	881
Voted in 2014: No	21% (206)	25% (238)	19% (181)	10% (96)	3% (33)	5% (49)	17% (169)	972
2012 Vote: Didn't Vote	21% (204)	25% (244)	18% (179)	10% (97)	3% (33)	5% (49)	18% (171)	978
4-Region: Northeast	26% (57)	24% (51)	21% (46)	10% (21)	2% (4)	3% (6)	14% (31)	216
4-Region: Midwest	16% (37)	25% (58)	19% (44)	10% (24)	6% (14)	9% (20)	15% (35)	232
4-Region: South	23% (76)	25% (86)	17% (56)	8% (28)	3% (10)	3% (11)	21% (70)	337
4-Region: West	21% (45)	24% (51)	18% (39)	11% (25)	3% (7)	6% (12)	17% (37)	216

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

**Table MGC12\_1:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Facebook

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(204)	17%	(172)	12%	(125)	50%	(500)	1000
Gender: Male	19%	(92)	21%	(101)	12%	(61)	48%	(235)	489
Gender: Female	22%	(112)	14%	(70)	12%	(64)	52%	(265)	511
Age: 18-34	31%	(155)	23%	(118)	13%	(64)	33%	(168)	506
Generation Z: 13-23	20%	(204)	17%	(172)	12%	(125)	50%	(500)	1000
PID: Dem (no lean)	21%	(76)	20%	(72)	12%	(44)	46%	(163)	355
PID: Ind (no lean)	18%	(82)	15%	(66)	11%	(47)	56%	(250)	445
PID: Rep (no lean)	23%	(46)	17%	(34)	17%	(33)	43%	(87)	201
PID/Gender: Dem Men	22%	(36)	24%	(38)	12%	(19)	42%	(67)	160
PID/Gender: Dem Women	20%	(40)	17%	(34)	13%	(25)	49%	(96)	195
PID/Gender: Ind Men	16%	(36)	17%	(39)	10%	(22)	57%	(126)	223
PID/Gender: Ind Women	21%	(46)	12%	(27)	11%	(25)	56%	(124)	222
PID/Gender: Rep Men	19%	(20)	23%	(24)	19%	(20)	39%	(42)	106
PID/Gender: Rep Women	27%	(26)	10%	(10)	14%	(13)	48%	(45)	95
Ideo: Liberal (1-3)	22%	(70)	22%	(70)	15%	(47)	42%	(136)	324
Ideo: Moderate (4)	24%	(44)	14%	(26)	15%	(29)	47%	(86)	185
Ideo: Conservative (5-7)	24%	(41)	17%	(29)	16%	(28)	43%	(75)	173
Educ: < College	19%	(171)	16%	(147)	12%	(114)	53%	(484)	916
Educ: Bachelors degree	38%	(27)	32%	(23)	12%	(9)	19%	(14)	72
Income: Under 50k	22%	(109)	18%	(90)	12%	(59)	47%	(231)	488
Income: 50k-100k	19%	(63)	15%	(51)	15%	(49)	50%	(165)	328
Income: 100k+	18%	(33)	17%	(31)	9%	(16)	57%	(104)	183
Ethnicity: White	22%	(138)	17%	(106)	12%	(77)	50%	(317)	638
Ethnicity: Hispanic	19%	(39)	16%	(33)	14%	(28)	51%	(103)	203
Ethnicity: Afr. Am.	22%	(28)	16%	(21)	8%	(10)	55%	(71)	131
Ethnicity: Other	16%	(38)	19%	(45)	16%	(38)	48%	(111)	231
All Christian	19%	(53)	18%	(51)	14%	(39)	48%	(132)	274
All Non-Christian	25%	(16)	19%	(12)	13%	(8)	43%	(28)	65
Atheist	17%	(20)	23%	(26)	8%	(9)	51%	(57)	113
Agnostic/Nothing in particular	21%	(115)	15%	(82)	12%	(68)	52%	(282)	548
Religious Non-Protestant/Catholic	21%	(18)	16%	(13)	13%	(11)	49%	(41)	82

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**Table MGC12\_1:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Facebook

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(204)	17%	(172)	12%	(125)	50%	(500)	1000
Evangelical	23%	(41)	16%	(28)	10%	(17)	52%	(93)	180
Non-Evangelical	21%	(58)	15%	(42)	16%	(44)	49%	(139)	283
Community: Urban	27%	(70)	17%	(43)	13%	(33)	43%	(111)	256
Community: Suburban	16%	(88)	18%	(98)	13%	(68)	53%	(285)	539
Community: Rural	23%	(46)	15%	(31)	12%	(24)	51%	(104)	206
Employ: Private Sector	42%	(35)	23%	(19)	12%	(10)	23%	(19)	84
Employ: Unemployed	23%	(36)	15%	(22)	13%	(20)	50%	(77)	154
Military HH: Yes	16%	(21)	13%	(17)	17%	(22)	54%	(72)	132
Military HH: No	21%	(183)	18%	(154)	12%	(102)	49%	(428)	868
RD/WT: Right Direction	23%	(71)	15%	(47)	11%	(34)	50%	(153)	305
RD/WT: Wrong Track	19%	(133)	18%	(125)	13%	(90)	50%	(346)	695
Trump Job Approve	25%	(69)	16%	(44)	13%	(34)	46%	(126)	274
Trump Job Disapprove	21%	(123)	18%	(106)	13%	(76)	48%	(281)	586
Trump Job Strongly Approve	28%	(30)	14%	(15)	11%	(12)	47%	(52)	109
Trump Job Somewhat Approve	24%	(39)	18%	(30)	13%	(22)	45%	(75)	166
Trump Job Somewhat Disapprove	23%	(49)	20%	(41)	14%	(30)	43%	(90)	209
Trump Job Strongly Disapprove	20%	(75)	17%	(65)	12%	(46)	51%	(191)	377
Favorable of Trump	26%	(66)	16%	(40)	12%	(30)	47%	(121)	256
Unfavorable of Trump	20%	(120)	19%	(117)	13%	(79)	48%	(290)	606
Very Favorable of Trump	30%	(33)	13%	(14)	10%	(11)	47%	(51)	109
Somewhat Favorable of Trump	22%	(32)	18%	(26)	13%	(19)	47%	(70)	147
Somewhat Unfavorable of Trump	20%	(35)	24%	(43)	12%	(21)	44%	(77)	176
Very Unfavorable of Trump	20%	(85)	17%	(74)	14%	(59)	50%	(213)	430
#1 Issue: Economy	23%	(69)	17%	(50)	13%	(39)	47%	(138)	296
#1 Issue: Security	22%	(17)	13%	(10)	15%	(12)	50%	(38)	76
#1 Issue: Health Care	28%	(47)	20%	(35)	10%	(17)	42%	(72)	171
#1 Issue: Women's Issues	19%	(22)	11%	(13)	12%	(14)	58%	(68)	117
#1 Issue: Education	15%	(21)	17%	(25)	15%	(22)	53%	(77)	145
#1 Issue: Energy	18%	(18)	19%	(18)	11%	(11)	52%	(51)	98
#1 Issue: Other	9%	(7)	19%	(16)	9%	(8)	63%	(52)	82

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**Table MGC12\_1:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Facebook

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(204)	17%	(172)	12%	(125)	50%	(500)	1000
2018 House Vote: Democrat	39%	(44)	21%	(23)	15%	(17)	25%	(28)	112
2016 Vote: Hillary Clinton	40%	(31)	21%	(17)	15%	(12)	24%	(19)	78
2016 Vote: Didn't Vote	18%	(154)	16%	(144)	12%	(110)	54%	(473)	881
Voted in 2014: No	20%	(194)	17%	(167)	12%	(121)	50%	(491)	972
2012 Vote: Didn't Vote	20%	(195)	17%	(168)	13%	(123)	50%	(491)	978
4-Region: Northeast	23%	(51)	23%	(49)	13%	(28)	41%	(88)	216
4-Region: Midwest	18%	(42)	13%	(30)	15%	(34)	55%	(126)	232
4-Region: South	22%	(73)	19%	(63)	10%	(35)	49%	(166)	337
4-Region: West	18%	(39)	14%	(30)	13%	(28)	55%	(119)	216

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

**Table MGC12\_2:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Facebook Messenger

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	16%	(158)	14%	(138)	11%	(106)	60%	(598)	1000
Gender: Male	13%	(65)	15%	(72)	11%	(53)	61%	(298)	489
Gender: Female	18%	(93)	13%	(66)	10%	(53)	59%	(299)	511
Age: 18-34	24%	(123)	18%	(91)	12%	(62)	45%	(230)	506
Generation Z: 13-23	16%	(158)	14%	(138)	11%	(106)	60%	(598)	1000
PID: Dem (no lean)	18%	(63)	16%	(57)	11%	(38)	55%	(196)	355
PID: Ind (no lean)	14%	(62)	11%	(51)	10%	(42)	65%	(290)	445
PID: Rep (no lean)	17%	(33)	15%	(30)	13%	(25)	56%	(112)	201
PID/Gender: Dem Men	19%	(31)	20%	(32)	9%	(14)	52%	(84)	160
PID/Gender: Dem Women	17%	(32)	13%	(25)	13%	(25)	58%	(113)	195
PID/Gender: Ind Men	7%	(16)	12%	(26)	12%	(27)	69%	(153)	223
PID/Gender: Ind Women	20%	(45)	11%	(24)	7%	(16)	62%	(137)	222
PID/Gender: Rep Men	17%	(18)	13%	(14)	12%	(12)	58%	(62)	106
PID/Gender: Rep Women	16%	(15)	17%	(16)	14%	(13)	53%	(50)	95
Ideo: Liberal (1-3)	18%	(60)	15%	(48)	11%	(36)	56%	(180)	324
Ideo: Moderate (4)	19%	(35)	14%	(27)	14%	(25)	53%	(99)	185
Ideo: Conservative (5-7)	16%	(27)	11%	(20)	14%	(24)	59%	(102)	173
Educ: < College	15%	(135)	12%	(114)	10%	(90)	63%	(577)	916
Educ: Bachelors degree	28%	(20)	28%	(20)	21%	(15)	23%	(17)	72
Income: Under 50k	20%	(99)	17%	(83)	10%	(48)	53%	(259)	488
Income: 50k-100k	12%	(39)	12%	(40)	11%	(36)	65%	(213)	328
Income: 100k+	11%	(21)	8%	(15)	12%	(22)	68%	(125)	183
Ethnicity: White	16%	(102)	14%	(91)	10%	(66)	59%	(378)	638
Ethnicity: Hispanic	15%	(30)	18%	(37)	8%	(17)	59%	(119)	203
Ethnicity: Afr. Am.	18%	(24)	7%	(10)	9%	(12)	65%	(85)	131
Ethnicity: Other	14%	(32)	16%	(38)	12%	(27)	58%	(134)	231
All Christian	14%	(38)	16%	(43)	14%	(37)	57%	(156)	274
All Non-Christian	18%	(11)	19%	(12)	12%	(8)	52%	(34)	65
Atheist	20%	(22)	11%	(12)	13%	(15)	56%	(63)	113
Agnostic/Nothing in particular	16%	(87)	13%	(70)	8%	(46)	63%	(345)	548
Religious Non-Protestant/Catholic	18%	(15)	19%	(16)	11%	(9)	52%	(43)	82

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**Table MGC12\_2:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Facebook Messenger

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	16%	(158)	14%	(138)	11%	(106)	60%	(598)	1000
Evangelical	15%	(28)	16%	(28)	9%	(17)	60%	(107)	180
Non-Evangelical	14%	(41)	15%	(43)	13%	(36)	58%	(164)	283
Community: Urban	22%	(56)	13%	(34)	11%	(28)	54%	(138)	256
Community: Suburban	12%	(64)	13%	(70)	11%	(58)	64%	(346)	539
Community: Rural	18%	(38)	16%	(34)	10%	(20)	55%	(114)	206
Employ: Private Sector	23%	(20)	26%	(22)	14%	(12)	36%	(31)	84
Employ: Unemployed	21%	(32)	11%	(17)	10%	(15)	58%	(89)	154
Military HH: Yes	12%	(16)	9%	(12)	12%	(15)	67%	(89)	132
Military HH: No	16%	(143)	15%	(126)	10%	(91)	59%	(508)	868
RD/WT: Right Direction	16%	(50)	15%	(45)	8%	(25)	61%	(185)	305
RD/WT: Wrong Track	16%	(108)	13%	(93)	12%	(80)	59%	(413)	695
Trump Job Approve	15%	(42)	16%	(45)	12%	(32)	57%	(156)	274
Trump Job Disapprove	18%	(104)	14%	(81)	10%	(59)	58%	(342)	586
Trump Job Strongly Approve	17%	(18)	10%	(11)	13%	(14)	61%	(66)	109
Trump Job Somewhat Approve	14%	(24)	21%	(34)	11%	(18)	54%	(89)	166
Trump Job Somewhat Disapprove	22%	(46)	16%	(34)	10%	(20)	52%	(109)	209
Trump Job Strongly Disapprove	15%	(58)	12%	(47)	10%	(39)	62%	(233)	377
Favorable of Trump	17%	(44)	16%	(40)	10%	(26)	57%	(146)	256
Unfavorable of Trump	17%	(100)	13%	(81)	12%	(72)	58%	(353)	606
Very Favorable of Trump	19%	(20)	14%	(16)	9%	(10)	58%	(63)	109
Somewhat Favorable of Trump	16%	(23)	17%	(24)	11%	(17)	56%	(83)	147
Somewhat Unfavorable of Trump	16%	(28)	15%	(27)	13%	(22)	56%	(98)	176
Very Unfavorable of Trump	17%	(72)	13%	(54)	11%	(49)	59%	(255)	430
#1 Issue: Economy	15%	(45)	15%	(44)	11%	(33)	59%	(174)	296
#1 Issue: Security	16%	(12)	15%	(12)	9%	(7)	59%	(45)	76
#1 Issue: Health Care	24%	(40)	13%	(22)	12%	(21)	51%	(88)	171
#1 Issue: Women's Issues	13%	(16)	10%	(11)	11%	(13)	66%	(77)	117
#1 Issue: Education	12%	(18)	19%	(27)	9%	(13)	60%	(87)	145
#1 Issue: Energy	17%	(16)	7%	(7)	11%	(10)	66%	(64)	98
#1 Issue: Other	8%	(7)	15%	(12)	8%	(7)	68%	(56)	82

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**Table MGC12\_2:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Facebook Messenger

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	16%	(158)	14%	(138)	11%	(106)	60%	(598)	1000
2018 House Vote: Democrat	29%	(32)	22%	(24)	14%	(16)	35%	(40)	112
2016 Vote: Hillary Clinton	33%	(25)	22%	(17)	11%	(9)	34%	(27)	78
2016 Vote: Didn't Vote	14%	(121)	13%	(112)	11%	(94)	63%	(553)	881
Voted in 2014: No	16%	(152)	14%	(133)	10%	(100)	60%	(586)	972
2012 Vote: Didn't Vote	15%	(151)	14%	(135)	11%	(103)	60%	(588)	978
4-Region: Northeast	16%	(35)	14%	(30)	20%	(43)	50%	(108)	216
4-Region: Midwest	12%	(29)	11%	(26)	9%	(21)	67%	(155)	232
4-Region: South	18%	(60)	15%	(50)	7%	(25)	60%	(201)	337
4-Region: West	16%	(34)	14%	(31)	8%	(17)	62%	(133)	216

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

**Table MGC12\_3:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*Instagram*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	50%	(502)	18%	(175)	8%	(75)	25%	(248)	1000
Gender: Male	47%	(228)	20%	(99)	8%	(38)	25%	(123)	489
Gender: Female	54%	(274)	15%	(76)	7%	(37)	24%	(124)	511
Age: 18-34	53%	(269)	18%	(91)	8%	(40)	21%	(106)	506
Generation Z: 13-23	50%	(502)	18%	(175)	8%	(75)	25%	(248)	1000
PID: Dem (no lean)	54%	(191)	18%	(65)	5%	(19)	22%	(79)	355
PID: Ind (no lean)	46%	(204)	18%	(78)	9%	(40)	28%	(123)	445
PID: Rep (no lean)	53%	(106)	16%	(32)	8%	(17)	23%	(46)	201
PID/Gender: Dem Men	46%	(74)	26%	(42)	6%	(10)	21%	(34)	160
PID/Gender: Dem Women	60%	(118)	12%	(23)	5%	(9)	23%	(45)	195
PID/Gender: Ind Men	42%	(95)	19%	(43)	8%	(19)	30%	(66)	223
PID/Gender: Ind Women	49%	(110)	16%	(35)	9%	(21)	26%	(57)	222
PID/Gender: Rep Men	56%	(60)	13%	(14)	9%	(9)	22%	(23)	106
PID/Gender: Rep Women	50%	(47)	19%	(18)	8%	(7)	24%	(22)	95
Ideo: Liberal (1-3)	56%	(182)	17%	(55)	6%	(19)	21%	(68)	324
Ideo: Moderate (4)	53%	(99)	14%	(27)	8%	(14)	25%	(46)	185
Ideo: Conservative (5-7)	54%	(94)	15%	(26)	8%	(14)	22%	(38)	173
Educ: < College	49%	(451)	17%	(159)	8%	(70)	26%	(236)	916
Educ: Bachelors degree	63%	(46)	20%	(14)	6%	(4)	11%	(8)	72
Income: Under 50k	47%	(231)	21%	(101)	7%	(36)	25%	(120)	488
Income: 50k-100k	51%	(167)	14%	(47)	9%	(31)	25%	(84)	328
Income: 100k+	57%	(104)	15%	(27)	4%	(8)	24%	(44)	183
Ethnicity: White	49%	(315)	17%	(105)	8%	(49)	26%	(168)	638
Ethnicity: Hispanic	60%	(122)	16%	(32)	8%	(15)	17%	(34)	203
Ethnicity: Afr. Am.	44%	(58)	27%	(36)	7%	(9)	22%	(28)	131
Ethnicity: Other	56%	(129)	15%	(34)	7%	(16)	22%	(51)	231
All Christian	54%	(149)	15%	(40)	7%	(19)	24%	(67)	274
All Non-Christian	50%	(32)	16%	(11)	7%	(5)	27%	(17)	65
Atheist	42%	(48)	19%	(21)	10%	(11)	29%	(33)	113
Agnostic/Nothing in particular	50%	(273)	19%	(103)	7%	(41)	24%	(131)	548
Religious Non-Protestant/Catholic	45%	(37)	18%	(15)	6%	(5)	31%	(26)	82

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**Table MGC12\_3:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Instagram

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	50%	(502)	18%	(175)	8%	(75)	25%	(248)	1000
Evangelical	51%	(92)	21%	(37)	7%	(12)	22%	(39)	180
Non-Evangelical	57%	(161)	14%	(39)	8%	(22)	21%	(61)	283
Community: Urban	60%	(153)	16%	(41)	5%	(13)	19%	(48)	256
Community: Suburban	48%	(261)	18%	(95)	9%	(49)	25%	(134)	539
Community: Rural	43%	(88)	19%	(40)	6%	(13)	32%	(65)	206
Employ: Private Sector	53%	(45)	19%	(16)	6%	(5)	22%	(19)	84
Employ: Unemployed	46%	(70)	18%	(28)	7%	(11)	29%	(45)	154
Military HH: Yes	48%	(64)	20%	(26)	5%	(7)	27%	(35)	132
Military HH: No	51%	(438)	17%	(149)	8%	(68)	24%	(212)	868
RD/WT: Right Direction	48%	(146)	20%	(60)	9%	(28)	23%	(71)	305
RD/WT: Wrong Track	51%	(356)	17%	(115)	7%	(47)	25%	(176)	695
Trump Job Approve	48%	(131)	18%	(48)	9%	(25)	26%	(70)	274
Trump Job Disapprove	54%	(315)	18%	(106)	6%	(33)	23%	(133)	586
Trump Job Strongly Approve	54%	(58)	17%	(18)	7%	(8)	22%	(24)	109
Trump Job Somewhat Approve	44%	(72)	18%	(30)	10%	(17)	28%	(47)	166
Trump Job Somewhat Disapprove	54%	(114)	21%	(44)	5%	(11)	19%	(40)	209
Trump Job Strongly Disapprove	53%	(201)	16%	(62)	6%	(22)	25%	(92)	377
Favorable of Trump	51%	(131)	18%	(45)	7%	(19)	24%	(60)	256
Unfavorable of Trump	51%	(309)	19%	(116)	7%	(42)	23%	(138)	606
Very Favorable of Trump	57%	(62)	19%	(21)	4%	(4)	20%	(22)	109
Somewhat Favorable of Trump	47%	(69)	16%	(24)	10%	(15)	26%	(39)	147
Somewhat Unfavorable of Trump	46%	(81)	26%	(45)	5%	(9)	23%	(41)	176
Very Unfavorable of Trump	53%	(228)	17%	(71)	8%	(33)	23%	(97)	430
#1 Issue: Economy	52%	(153)	17%	(50)	7%	(22)	24%	(70)	296
#1 Issue: Security	54%	(41)	19%	(14)	6%	(5)	21%	(16)	76
#1 Issue: Health Care	55%	(94)	18%	(30)	6%	(10)	21%	(36)	171
#1 Issue: Women's Issues	57%	(67)	9%	(10)	7%	(8)	28%	(32)	117
#1 Issue: Education	46%	(67)	19%	(28)	12%	(17)	23%	(33)	145
#1 Issue: Energy	51%	(49)	17%	(16)	5%	(5)	28%	(27)	98
#1 Issue: Other	28%	(23)	25%	(21)	10%	(8)	38%	(31)	82

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**Table MGC12\_3:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*Instagram*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	50%	(502)	18%	(175)	8%	(75)	25%	(248)	1000
2018 House Vote: Democrat	54%	(61)	18%	(21)	12%	(13)	16%	(18)	112
2016 Vote: Hillary Clinton	44%	(34)	25%	(20)	11%	(8)	20%	(16)	78
2016 Vote: Didn't Vote	51%	(451)	16%	(144)	7%	(60)	26%	(225)	881
Voted in 2014: No	51%	(492)	18%	(171)	7%	(70)	25%	(240)	972
2012 Vote: Didn't Vote	50%	(491)	17%	(171)	7%	(72)	25%	(244)	978
4-Region: Northeast	58%	(125)	18%	(38)	7%	(15)	18%	(38)	216
4-Region: Midwest	44%	(101)	17%	(38)	9%	(20)	31%	(72)	232
4-Region: South	48%	(161)	18%	(60)	7%	(25)	27%	(90)	337
4-Region: West	53%	(115)	18%	(38)	7%	(14)	22%	(48)	216

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

**Table MGC12\_4:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*Snapchat*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	47%	(472)	13%	(133)	7%	(69)	33%	(326)	1000
Gender: Male	40%	(198)	16%	(78)	7%	(33)	37%	(180)	489
Gender: Female	54%	(275)	11%	(55)	7%	(36)	29%	(146)	511
Age: 18-34	49%	(247)	15%	(78)	7%	(36)	29%	(144)	506
Generation Z: 13-23	47%	(472)	13%	(133)	7%	(69)	33%	(326)	1000
PID: Dem (no lean)	51%	(181)	14%	(50)	7%	(26)	28%	(98)	355
PID: Ind (no lean)	44%	(197)	12%	(53)	8%	(35)	36%	(160)	445
PID: Rep (no lean)	47%	(95)	15%	(31)	4%	(8)	33%	(67)	201
PID/Gender: Dem Men	44%	(71)	20%	(32)	5%	(7)	32%	(51)	160
PID/Gender: Dem Women	56%	(110)	9%	(18)	10%	(19)	25%	(48)	195
PID/Gender: Ind Men	34%	(76)	13%	(28)	9%	(19)	45%	(99)	223
PID/Gender: Ind Women	54%	(121)	11%	(25)	7%	(15)	28%	(61)	222
PID/Gender: Rep Men	48%	(51)	18%	(19)	6%	(6)	28%	(30)	106
PID/Gender: Rep Women	46%	(44)	13%	(12)	2%	(2)	39%	(37)	95
Ideo: Liberal (1-3)	55%	(177)	15%	(48)	7%	(22)	24%	(77)	324
Ideo: Moderate (4)	46%	(84)	12%	(22)	8%	(14)	35%	(64)	185
Ideo: Conservative (5-7)	48%	(82)	13%	(23)	3%	(5)	36%	(62)	173
Educ: < College	47%	(426)	13%	(118)	7%	(64)	34%	(307)	916
Educ: Bachelors degree	61%	(44)	17%	(13)	4%	(3)	18%	(13)	72
Income: Under 50k	45%	(222)	15%	(72)	8%	(40)	32%	(154)	488
Income: 50k-100k	47%	(153)	14%	(45)	7%	(22)	33%	(108)	328
Income: 100k+	53%	(97)	9%	(17)	3%	(6)	34%	(63)	183
Ethnicity: White	49%	(315)	14%	(86)	4%	(28)	33%	(208)	638
Ethnicity: Hispanic	48%	(98)	13%	(27)	8%	(15)	31%	(62)	203
Ethnicity: Afr. Am.	47%	(61)	14%	(19)	11%	(15)	28%	(36)	131
Ethnicity: Other	41%	(96)	12%	(28)	11%	(26)	35%	(82)	231
All Christian	44%	(120)	13%	(37)	8%	(21)	36%	(97)	274
All Non-Christian	49%	(32)	11%	(7)	10%	(6)	30%	(20)	65
Atheist	44%	(49)	10%	(12)	4%	(4)	42%	(48)	113
Agnostic/Nothing in particular	50%	(272)	14%	(78)	7%	(38)	29%	(161)	548
Religious Non-Protestant/Catholic	41%	(34)	13%	(10)	12%	(10)	34%	(28)	82

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**Table MGC12\_4:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*  
*Snapchat*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	47%	(472)	13%	(133)	7%	(69)	33%	(326)	1000
Evangelical	43%	(78)	13%	(23)	9%	(16)	35%	(63)	180
Non-Evangelical	52%	(148)	13%	(38)	6%	(16)	29%	(82)	283
Community: Urban	50%	(129)	16%	(40)	7%	(18)	27%	(68)	256
Community: Suburban	46%	(247)	12%	(66)	8%	(43)	34%	(183)	539
Community: Rural	47%	(96)	13%	(27)	4%	(8)	36%	(74)	206
Employ: Private Sector	49%	(41)	20%	(17)	5%	(4)	27%	(23)	84
Employ: Unemployed	43%	(66)	13%	(20)	5%	(8)	39%	(60)	154
Military HH: Yes	52%	(70)	10%	(13)	8%	(11)	29%	(38)	132
Military HH: No	46%	(403)	14%	(120)	7%	(57)	33%	(287)	868
RD/WT: Right Direction	45%	(138)	14%	(44)	7%	(21)	33%	(102)	305
RD/WT: Wrong Track	48%	(334)	13%	(90)	7%	(47)	32%	(224)	695
Trump Job Approve	44%	(121)	13%	(37)	4%	(12)	38%	(104)	274
Trump Job Disapprove	50%	(292)	14%	(83)	8%	(46)	28%	(165)	586
Trump Job Strongly Approve	50%	(55)	11%	(12)	5%	(5)	34%	(37)	109
Trump Job Somewhat Approve	40%	(66)	15%	(25)	4%	(7)	41%	(68)	166
Trump Job Somewhat Disapprove	49%	(102)	13%	(26)	8%	(17)	31%	(64)	209
Trump Job Strongly Disapprove	50%	(190)	15%	(57)	8%	(29)	27%	(101)	377
Favorable of Trump	49%	(125)	13%	(32)	4%	(11)	34%	(87)	256
Unfavorable of Trump	49%	(299)	14%	(85)	7%	(44)	29%	(177)	606
Very Favorable of Trump	58%	(63)	13%	(15)	2%	(2)	27%	(29)	109
Somewhat Favorable of Trump	42%	(62)	12%	(18)	6%	(9)	40%	(58)	147
Somewhat Unfavorable of Trump	45%	(79)	17%	(30)	6%	(11)	32%	(57)	176
Very Unfavorable of Trump	51%	(221)	13%	(56)	8%	(34)	28%	(120)	430
#1 Issue: Economy	49%	(144)	13%	(37)	7%	(20)	32%	(95)	296
#1 Issue: Security	55%	(42)	9%	(7)	—	(0)	36%	(27)	76
#1 Issue: Health Care	46%	(79)	14%	(24)	5%	(9)	34%	(58)	171
#1 Issue: Women's Issues	57%	(67)	11%	(13)	7%	(9)	24%	(29)	117
#1 Issue: Education	43%	(62)	13%	(19)	9%	(13)	35%	(51)	145
#1 Issue: Energy	49%	(48)	20%	(19)	8%	(8)	23%	(22)	98
#1 Issue: Other	32%	(26)	13%	(11)	9%	(7)	47%	(39)	82

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**Table MGC12\_4:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*  
*Snapchat*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	47%	(472)	13%	(133)	7%	(69)	33%	(326)	1000
2018 House Vote: Democrat	52%	(58)	16%	(18)	10%	(11)	22%	(25)	112
2016 Vote: Hillary Clinton	50%	(39)	13%	(10)	10%	(8)	27%	(21)	78
2016 Vote: Didn't Vote	47%	(415)	13%	(113)	7%	(59)	33%	(293)	881
Voted in 2014: No	47%	(459)	13%	(129)	7%	(65)	33%	(319)	972
2012 Vote: Didn't Vote	47%	(463)	13%	(131)	7%	(64)	33%	(320)	978
4-Region: Northeast	52%	(111)	15%	(33)	6%	(13)	27%	(59)	216
4-Region: Midwest	53%	(122)	12%	(28)	7%	(17)	28%	(64)	232
4-Region: South	42%	(142)	14%	(48)	7%	(23)	37%	(123)	337
4-Region: West	45%	(97)	11%	(25)	7%	(15)	37%	(79)	216

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

**Table MGC12\_5:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*TikTok*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	33%	(330)	12%	(117)	7%	(70)	48%	(483)	1000
Gender: Male	22%	(109)	13%	(62)	8%	(41)	57%	(277)	489
Gender: Female	43%	(222)	11%	(55)	6%	(29)	40%	(206)	511
Age: 18-34	28%	(142)	14%	(69)	7%	(35)	52%	(261)	506
Generation Z: 13-23	33%	(330)	12%	(117)	7%	(70)	48%	(483)	1000
PID: Dem (no lean)	36%	(127)	11%	(40)	8%	(30)	45%	(158)	355
PID: Ind (no lean)	33%	(146)	9%	(41)	6%	(27)	52%	(231)	445
PID: Rep (no lean)	29%	(58)	18%	(36)	6%	(13)	47%	(94)	201
PID/Gender: Dem Men	23%	(37)	13%	(21)	10%	(16)	54%	(86)	160
PID/Gender: Dem Women	46%	(90)	10%	(19)	7%	(14)	37%	(72)	195
PID/Gender: Ind Men	23%	(50)	10%	(22)	6%	(14)	61%	(136)	223
PID/Gender: Ind Women	43%	(96)	9%	(19)	6%	(13)	42%	(94)	222
PID/Gender: Rep Men	20%	(22)	18%	(19)	10%	(11)	51%	(55)	106
PID/Gender: Rep Women	38%	(36)	17%	(16)	3%	(2)	42%	(39)	95
Ideo: Liberal (1-3)	36%	(115)	14%	(44)	8%	(25)	43%	(140)	324
Ideo: Moderate (4)	32%	(60)	10%	(18)	5%	(9)	53%	(98)	185
Ideo: Conservative (5-7)	28%	(48)	13%	(23)	5%	(9)	53%	(92)	173
Educ: < College	33%	(305)	11%	(101)	7%	(65)	49%	(445)	916
Educ: Bachelors degree	28%	(20)	21%	(15)	6%	(4)	45%	(33)	72
Income: Under 50k	31%	(150)	12%	(60)	6%	(28)	51%	(250)	488
Income: 50k-100k	36%	(117)	11%	(37)	10%	(32)	44%	(143)	328
Income: 100k+	35%	(64)	11%	(21)	5%	(10)	49%	(90)	183
Ethnicity: White	33%	(210)	12%	(77)	7%	(44)	48%	(307)	638
Ethnicity: Hispanic	40%	(80)	11%	(22)	6%	(12)	43%	(88)	203
Ethnicity: Afr. Am.	31%	(41)	16%	(20)	8%	(10)	46%	(60)	131
Ethnicity: Other	34%	(80)	8%	(19)	7%	(16)	50%	(116)	231
All Christian	32%	(88)	12%	(34)	6%	(17)	49%	(135)	274
All Non-Christian	36%	(23)	8%	(5)	4%	(3)	52%	(34)	65
Atheist	23%	(26)	11%	(13)	10%	(11)	55%	(62)	113
Agnostic/Nothing in particular	35%	(193)	12%	(65)	7%	(39)	46%	(251)	548
Religious Non-Protestant/Catholic	33%	(27)	9%	(8)	4%	(4)	53%	(44)	82

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**Table MGC12\_5:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

TikTok

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	33%	(330)	12%	(117)	7%	(70)	48%	(483)	1000
Evangelical	36%	(65)	10%	(18)	6%	(11)	48%	(86)	180
Non-Evangelical	38%	(109)	12%	(34)	6%	(18)	43%	(122)	283
Community: Urban	34%	(87)	15%	(38)	4%	(10)	47%	(121)	256
Community: Suburban	33%	(180)	12%	(62)	9%	(48)	46%	(249)	539
Community: Rural	31%	(64)	8%	(16)	6%	(13)	55%	(113)	206
Employ: Private Sector	25%	(21)	22%	(19)	6%	(5)	46%	(39)	84
Employ: Unemployed	26%	(41)	12%	(18)	3%	(5)	59%	(90)	154
Military HH: Yes	35%	(46)	10%	(13)	5%	(6)	51%	(67)	132
Military HH: No	33%	(285)	12%	(104)	7%	(64)	48%	(416)	868
RD/WT: Right Direction	33%	(99)	13%	(39)	6%	(17)	49%	(150)	305
RD/WT: Wrong Track	33%	(231)	11%	(77)	8%	(53)	48%	(333)	695
Trump Job Approve	30%	(82)	12%	(34)	7%	(20)	50%	(138)	274
Trump Job Disapprove	33%	(196)	12%	(71)	8%	(44)	47%	(275)	586
Trump Job Strongly Approve	30%	(33)	15%	(16)	6%	(7)	49%	(53)	109
Trump Job Somewhat Approve	30%	(49)	11%	(18)	8%	(14)	51%	(85)	166
Trump Job Somewhat Disapprove	33%	(69)	12%	(25)	8%	(16)	48%	(99)	209
Trump Job Strongly Disapprove	34%	(127)	12%	(46)	7%	(28)	47%	(176)	377
Favorable of Trump	34%	(88)	13%	(32)	5%	(13)	48%	(122)	256
Unfavorable of Trump	34%	(205)	12%	(70)	8%	(51)	46%	(279)	606
Very Favorable of Trump	35%	(39)	14%	(15)	5%	(6)	45%	(49)	109
Somewhat Favorable of Trump	33%	(49)	12%	(17)	5%	(7)	50%	(73)	147
Somewhat Unfavorable of Trump	34%	(59)	12%	(20)	8%	(14)	47%	(82)	176
Very Unfavorable of Trump	34%	(146)	12%	(50)	9%	(38)	46%	(197)	430
#1 Issue: Economy	30%	(90)	14%	(40)	9%	(27)	47%	(138)	296
#1 Issue: Security	34%	(26)	11%	(9)	4%	(3)	51%	(39)	76
#1 Issue: Health Care	27%	(47)	13%	(22)	8%	(14)	52%	(88)	171
#1 Issue: Women's Issues	53%	(63)	7%	(8)	4%	(4)	36%	(42)	117
#1 Issue: Education	36%	(53)	9%	(13)	7%	(11)	48%	(69)	145
#1 Issue: Energy	27%	(26)	13%	(12)	7%	(7)	54%	(52)	98
#1 Issue: Other	28%	(23)	12%	(10)	4%	(4)	56%	(46)	82

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**Table MGC12\_5:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*TikTok*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	33%	(330)	12%	(117)	7%	(70)	48%	(483)	1000
2018 House Vote: Democrat	28%	(31)	14%	(15)	11%	(12)	48%	(53)	112
2016 Vote: Hillary Clinton	22%	(17)	18%	(14)	11%	(9)	49%	(38)	78
2016 Vote: Didn't Vote	34%	(304)	11%	(99)	7%	(59)	48%	(419)	881
Voted in 2014: No	33%	(320)	12%	(113)	7%	(67)	49%	(471)	972
2012 Vote: Didn't Vote	33%	(323)	12%	(113)	7%	(68)	48%	(474)	978
4-Region: Northeast	40%	(86)	12%	(27)	8%	(16)	40%	(87)	216
4-Region: Midwest	30%	(69)	12%	(27)	6%	(14)	52%	(120)	232
4-Region: South	30%	(102)	12%	(41)	8%	(26)	50%	(167)	337
4-Region: West	34%	(73)	10%	(22)	6%	(13)	50%	(108)	216

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

**Table MGC12\_6:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

YouTube

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	64%	(636)	17%	(172)	7%	(69)	12%	(124)	1000
Gender: Male	66%	(322)	15%	(73)	8%	(38)	11%	(56)	489
Gender: Female	61%	(313)	19%	(99)	6%	(31)	13%	(68)	511
Age: 18-34	63%	(317)	17%	(85)	7%	(35)	14%	(70)	506
Generation Z: 13-23	64%	(636)	17%	(172)	7%	(69)	12%	(124)	1000
PID: Dem (no lean)	63%	(225)	18%	(63)	6%	(23)	12%	(44)	355
PID: Ind (no lean)	64%	(284)	17%	(74)	7%	(30)	13%	(56)	445
PID: Rep (no lean)	63%	(127)	17%	(34)	8%	(16)	12%	(23)	201
PID/Gender: Dem Men	67%	(107)	15%	(24)	8%	(12)	11%	(17)	160
PID/Gender: Dem Women	61%	(118)	20%	(39)	5%	(11)	14%	(27)	195
PID/Gender: Ind Men	65%	(146)	14%	(31)	8%	(18)	12%	(28)	223
PID/Gender: Ind Women	62%	(139)	19%	(43)	5%	(12)	13%	(28)	222
PID/Gender: Rep Men	66%	(70)	16%	(17)	7%	(8)	11%	(12)	106
PID/Gender: Rep Women	60%	(57)	18%	(17)	9%	(9)	13%	(12)	95
Ideo: Liberal (1-3)	60%	(196)	21%	(67)	6%	(21)	13%	(41)	324
Ideo: Moderate (4)	69%	(128)	16%	(29)	5%	(9)	10%	(18)	185
Ideo: Conservative (5-7)	67%	(116)	11%	(19)	9%	(15)	13%	(23)	173
Educ: < College	64%	(585)	17%	(156)	7%	(62)	12%	(112)	916
Educ: Bachelors degree	62%	(45)	18%	(13)	8%	(6)	12%	(9)	72
Income: Under 50k	61%	(297)	18%	(88)	7%	(36)	14%	(67)	488
Income: 50k-100k	65%	(213)	16%	(54)	7%	(23)	12%	(39)	328
Income: 100k+	69%	(126)	16%	(30)	5%	(10)	10%	(18)	183
Ethnicity: White	61%	(388)	18%	(118)	7%	(47)	13%	(85)	638
Ethnicity: Hispanic	67%	(136)	16%	(32)	6%	(13)	11%	(22)	203
Ethnicity: Afr. Am.	68%	(89)	16%	(21)	8%	(10)	8%	(11)	131
Ethnicity: Other	68%	(158)	14%	(33)	5%	(12)	12%	(27)	231
All Christian	62%	(171)	16%	(43)	9%	(24)	13%	(36)	274
All Non-Christian	69%	(45)	17%	(11)	5%	(3)	8%	(5)	65
Atheist	65%	(73)	17%	(20)	6%	(7)	11%	(13)	113
Agnostic/Nothing in particular	63%	(346)	18%	(98)	6%	(35)	13%	(69)	548
Religious Non-Protestant/Catholic	59%	(49)	17%	(14)	9%	(7)	15%	(12)	82

Continued on next page

**Table MGC12\_6:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*  
*YouTube*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	64%	(636)	17%	(172)	7%	(69)	12%	(124)	1000
Evangelical	61%	(109)	21%	(39)	9%	(15)	9%	(17)	180
Non-Evangelical	66%	(187)	15%	(43)	6%	(18)	12%	(35)	283
Community: Urban	69%	(177)	15%	(38)	6%	(17)	10%	(25)	256
Community: Suburban	64%	(345)	18%	(95)	7%	(36)	12%	(63)	539
Community: Rural	55%	(113)	19%	(40)	8%	(17)	18%	(36)	206
Employ: Private Sector	63%	(53)	19%	(16)	5%	(4)	13%	(11)	84
Employ: Unemployed	63%	(97)	14%	(22)	8%	(13)	14%	(22)	154
Military HH: Yes	57%	(76)	21%	(28)	7%	(9)	15%	(19)	132
Military HH: No	64%	(560)	17%	(144)	7%	(60)	12%	(104)	868
RD/WT: Right Direction	65%	(197)	17%	(53)	7%	(22)	11%	(33)	305
RD/WT: Wrong Track	63%	(438)	17%	(118)	7%	(47)	13%	(91)	695
Trump Job Approve	61%	(167)	17%	(48)	7%	(20)	14%	(39)	274
Trump Job Disapprove	67%	(391)	17%	(100)	6%	(34)	10%	(61)	586
Trump Job Strongly Approve	66%	(72)	13%	(14)	7%	(8)	14%	(15)	109
Trump Job Somewhat Approve	57%	(95)	21%	(34)	8%	(13)	14%	(24)	166
Trump Job Somewhat Disapprove	71%	(148)	15%	(32)	6%	(14)	7%	(15)	209
Trump Job Strongly Disapprove	65%	(243)	18%	(68)	6%	(21)	12%	(45)	377
Favorable of Trump	63%	(162)	15%	(39)	8%	(22)	13%	(33)	256
Unfavorable of Trump	66%	(399)	18%	(112)	6%	(39)	9%	(57)	606
Very Favorable of Trump	69%	(75)	10%	(11)	6%	(7)	14%	(15)	109
Somewhat Favorable of Trump	59%	(86)	19%	(28)	10%	(15)	12%	(18)	147
Somewhat Unfavorable of Trump	65%	(114)	17%	(29)	11%	(20)	7%	(13)	176
Very Unfavorable of Trump	66%	(285)	19%	(82)	4%	(19)	10%	(44)	430
#1 Issue: Economy	68%	(200)	15%	(45)	7%	(22)	10%	(29)	296
#1 Issue: Security	63%	(48)	17%	(13)	6%	(5)	14%	(11)	76
#1 Issue: Health Care	62%	(105)	23%	(39)	6%	(10)	9%	(16)	171
#1 Issue: Women's Issues	61%	(72)	17%	(20)	8%	(9)	14%	(17)	117
#1 Issue: Education	64%	(94)	15%	(22)	7%	(10)	13%	(19)	145
#1 Issue: Energy	64%	(63)	17%	(16)	6%	(6)	13%	(13)	98
#1 Issue: Other	57%	(47)	14%	(12)	7%	(6)	22%	(18)	82

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**Table MGC12\_6:** To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?

YouTube

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	64%	(636)	17%	(172)	7%	(69)	12%	(124)	1000
2018 House Vote: Democrat	68%	(76)	13%	(15)	7%	(8)	11%	(13)	112
2016 Vote: Hillary Clinton	59%	(46)	20%	(15)	6%	(5)	15%	(12)	78
2016 Vote: Didn't Vote	64%	(562)	17%	(152)	7%	(62)	12%	(105)	881
Voted in 2014: No	64%	(618)	17%	(166)	7%	(68)	12%	(120)	972
2012 Vote: Didn't Vote	63%	(620)	17%	(168)	7%	(68)	12%	(121)	978
4-Region: Northeast	65%	(139)	17%	(36)	8%	(18)	10%	(22)	216
4-Region: Midwest	59%	(137)	21%	(50)	6%	(13)	14%	(32)	232
4-Region: South	65%	(217)	15%	(51)	7%	(24)	13%	(44)	337
4-Region: West	66%	(142)	16%	(35)	6%	(14)	12%	(26)	216

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

**Table MGC12\_7:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*WhatsApp*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(87)	8%	(76)	9%	(87)	75%	(750)	1000
Gender: Male	9%	(42)	9%	(43)	8%	(37)	75%	(366)	489
Gender: Female	9%	(45)	6%	(33)	10%	(50)	75%	(384)	511
Age: 18-34	12%	(63)	10%	(49)	9%	(47)	69%	(347)	506
Generation Z: 13-23	9%	(87)	8%	(76)	9%	(87)	75%	(750)	1000
PID: Dem (no lean)	12%	(43)	7%	(26)	11%	(37)	70%	(248)	355
PID: Ind (no lean)	6%	(26)	8%	(34)	7%	(33)	79%	(352)	445
PID: Rep (no lean)	9%	(19)	8%	(15)	8%	(17)	75%	(150)	201
PID/Gender: Dem Men	11%	(18)	10%	(16)	10%	(16)	69%	(110)	160
PID/Gender: Dem Women	13%	(25)	5%	(10)	11%	(21)	71%	(138)	195
PID/Gender: Ind Men	5%	(12)	8%	(19)	5%	(12)	81%	(180)	223
PID/Gender: Ind Women	6%	(14)	7%	(16)	10%	(21)	77%	(172)	222
PID/Gender: Rep Men	12%	(12)	8%	(9)	9%	(9)	71%	(76)	106
PID/Gender: Rep Women	7%	(6)	7%	(7)	8%	(7)	78%	(74)	95
Ideo: Liberal (1-3)	11%	(36)	10%	(31)	9%	(29)	70%	(227)	324
Ideo: Moderate (4)	9%	(17)	6%	(11)	14%	(25)	71%	(132)	185
Ideo: Conservative (5-7)	8%	(15)	6%	(10)	8%	(14)	78%	(134)	173
Educ: < College	7%	(68)	7%	(66)	8%	(77)	77%	(705)	916
Educ: Bachelors degree	22%	(16)	11%	(8)	11%	(8)	56%	(40)	72
Income: Under 50k	9%	(44)	8%	(38)	10%	(47)	74%	(359)	488
Income: 50k-100k	9%	(29)	8%	(27)	8%	(26)	75%	(246)	328
Income: 100k+	8%	(15)	6%	(11)	7%	(13)	79%	(145)	183
Ethnicity: White	7%	(46)	7%	(42)	7%	(45)	79%	(504)	638
Ethnicity: Hispanic	16%	(32)	10%	(21)	8%	(15)	66%	(134)	203
Ethnicity: Afr. Am.	13%	(17)	10%	(13)	13%	(17)	64%	(84)	131
Ethnicity: Other	11%	(24)	9%	(21)	11%	(25)	70%	(162)	231
All Christian	9%	(26)	7%	(20)	10%	(28)	73%	(200)	274
All Non-Christian	21%	(14)	17%	(11)	19%	(12)	43%	(28)	65
Atheist	6%	(7)	7%	(8)	6%	(6)	82%	(92)	113
Agnostic/Nothing in particular	8%	(41)	7%	(37)	7%	(40)	78%	(430)	548
Religious Non-Protestant/Catholic	17%	(14)	17%	(14)	15%	(12)	51%	(42)	82

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**Table MGC12\_7:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*  
*WhatsApp*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(87)	8%	(76)	9%	(87)	75%	(750)	1000
Evangelical	9%	(16)	9%	(17)	8%	(14)	74%	(133)	180
Non-Evangelical	9%	(26)	6%	(17)	9%	(26)	76%	(214)	283
Community: Urban	15%	(39)	10%	(25)	12%	(31)	63%	(161)	256
Community: Suburban	7%	(35)	6%	(34)	8%	(43)	79%	(427)	539
Community: Rural	7%	(14)	8%	(17)	6%	(12)	79%	(162)	206
Employ: Private Sector	18%	(15)	8%	(7)	10%	(9)	64%	(54)	84
Employ: Unemployed	7%	(10)	8%	(12)	7%	(10)	79%	(122)	154
Military HH: Yes	9%	(12)	8%	(11)	5%	(6)	78%	(103)	132
Military HH: No	9%	(76)	7%	(65)	9%	(81)	74%	(646)	868
RD/WT: Right Direction	8%	(26)	8%	(25)	7%	(23)	76%	(232)	305
RD/WT: Wrong Track	9%	(62)	7%	(51)	9%	(64)	74%	(517)	695
Trump Job Approve	6%	(16)	8%	(23)	7%	(20)	78%	(215)	274
Trump Job Disapprove	10%	(61)	8%	(46)	10%	(56)	72%	(424)	586
Trump Job Strongly Approve	7%	(7)	4%	(4)	7%	(8)	82%	(90)	109
Trump Job Somewhat Approve	6%	(9)	11%	(19)	7%	(12)	76%	(126)	166
Trump Job Somewhat Disapprove	14%	(29)	7%	(16)	12%	(25)	67%	(140)	209
Trump Job Strongly Disapprove	8%	(31)	8%	(30)	8%	(31)	75%	(284)	377
Favorable of Trump	7%	(19)	8%	(20)	5%	(12)	80%	(205)	256
Unfavorable of Trump	9%	(55)	8%	(49)	11%	(65)	72%	(437)	606
Very Favorable of Trump	8%	(9)	5%	(5)	5%	(5)	82%	(90)	109
Somewhat Favorable of Trump	7%	(10)	10%	(15)	5%	(7)	78%	(115)	147
Somewhat Unfavorable of Trump	7%	(13)	11%	(19)	13%	(23)	69%	(121)	176
Very Unfavorable of Trump	10%	(42)	7%	(30)	10%	(41)	73%	(316)	430
#1 Issue: Economy	12%	(35)	6%	(18)	8%	(23)	74%	(219)	296
#1 Issue: Security	6%	(5)	8%	(6)	8%	(6)	78%	(59)	76
#1 Issue: Health Care	10%	(18)	11%	(19)	8%	(14)	70%	(119)	171
#1 Issue: Women's Issues	4%	(5)	5%	(6)	8%	(9)	83%	(98)	117
#1 Issue: Education	11%	(15)	9%	(13)	12%	(18)	68%	(99)	145
#1 Issue: Energy	5%	(5)	4%	(4)	12%	(11)	79%	(77)	98
#1 Issue: Other	3%	(3)	7%	(6)	6%	(5)	83%	(69)	82

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**Table MGC12\_7:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*WhatsApp*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	9%	(87)	8%	(76)	9%	(87)	75%	(750)	1000
2018 House Vote: Democrat	20%	(22)	13%	(14)	13%	(15)	54%	(61)	112
2016 Vote: Hillary Clinton	17%	(13)	9%	(7)	15%	(11)	59%	(46)	78
2016 Vote: Didn't Vote	8%	(69)	7%	(64)	8%	(73)	77%	(675)	881
Voted in 2014: No	8%	(81)	8%	(74)	8%	(80)	76%	(737)	972
2012 Vote: Didn't Vote	8%	(82)	8%	(74)	8%	(82)	76%	(739)	978
4-Region: Northeast	12%	(26)	11%	(23)	12%	(26)	66%	(142)	216
4-Region: Midwest	4%	(9)	3%	(8)	7%	(15)	86%	(199)	232
4-Region: South	11%	(37)	8%	(27)	9%	(29)	72%	(243)	337
4-Region: West	7%	(16)	8%	(18)	8%	(17)	77%	(166)	216

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

**Table MGC12\_8:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*Text messaging*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	60%	(604)	21%	(211)	6%	(65)	12%	(120)	1000
Gender: Male	52%	(254)	25%	(120)	8%	(41)	15%	(74)	489
Gender: Female	68%	(350)	18%	(91)	5%	(24)	9%	(46)	511
Age: 18-34	61%	(311)	22%	(110)	6%	(29)	11%	(56)	506
Generation Z: 13-23	60%	(604)	21%	(211)	6%	(65)	12%	(120)	1000
PID: Dem (no lean)	67%	(239)	20%	(69)	5%	(17)	8%	(30)	355
PID: Ind (no lean)	56%	(250)	20%	(91)	8%	(36)	15%	(68)	445
PID: Rep (no lean)	58%	(115)	25%	(51)	6%	(12)	11%	(23)	201
PID/Gender: Dem Men	60%	(95)	25%	(39)	7%	(11)	9%	(14)	160
PID/Gender: Dem Women	74%	(143)	15%	(30)	3%	(6)	8%	(15)	195
PID/Gender: Ind Men	45%	(100)	25%	(56)	10%	(23)	20%	(44)	223
PID/Gender: Ind Women	68%	(151)	16%	(35)	6%	(13)	10%	(23)	222
PID/Gender: Rep Men	56%	(59)	23%	(24)	7%	(7)	14%	(15)	106
PID/Gender: Rep Women	59%	(56)	28%	(26)	5%	(4)	8%	(8)	95
Ideo: Liberal (1-3)	68%	(219)	20%	(64)	6%	(20)	7%	(21)	324
Ideo: Moderate (4)	58%	(107)	24%	(45)	4%	(8)	13%	(24)	185
Ideo: Conservative (5-7)	62%	(107)	22%	(38)	6%	(11)	10%	(18)	173
Educ: < College	60%	(547)	21%	(197)	7%	(61)	12%	(111)	916
Educ: Bachelors degree	68%	(49)	19%	(14)	4%	(3)	9%	(7)	72
Income: Under 50k	58%	(283)	22%	(109)	5%	(26)	14%	(70)	488
Income: 50k-100k	63%	(205)	22%	(73)	7%	(24)	8%	(26)	328
Income: 100k+	63%	(116)	16%	(29)	8%	(15)	13%	(24)	183
Ethnicity: White	63%	(401)	20%	(127)	7%	(43)	10%	(66)	638
Ethnicity: Hispanic	60%	(122)	22%	(45)	5%	(10)	13%	(25)	203
Ethnicity: Afr. Am.	57%	(75)	20%	(27)	6%	(8)	16%	(21)	131
Ethnicity: Other	55%	(128)	25%	(57)	6%	(13)	14%	(33)	231
All Christian	65%	(180)	19%	(53)	6%	(16)	9%	(25)	274
All Non-Christian	57%	(37)	27%	(18)	3%	(2)	13%	(8)	65
Atheist	48%	(54)	28%	(31)	10%	(11)	14%	(16)	113
Agnostic/Nothing in particular	61%	(334)	20%	(109)	6%	(35)	13%	(70)	548
Religious Non-Protestant/Catholic	52%	(42)	30%	(25)	4%	(3)	14%	(12)	82

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**Table MGC12\_8:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*Text messaging*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	60%	(604)	21%	(211)	6%	(65)	12%	(120)	1000
Evangelical	64%	(114)	19%	(34)	7%	(12)	11%	(19)	180
Non-Evangelical	67%	(190)	19%	(54)	6%	(18)	8%	(22)	283
Community: Urban	65%	(167)	20%	(50)	5%	(14)	10%	(25)	256
Community: Suburban	60%	(325)	22%	(117)	6%	(33)	12%	(63)	539
Community: Rural	55%	(112)	21%	(44)	9%	(18)	15%	(32)	206
Employ: Private Sector	68%	(57)	14%	(12)	8%	(7)	10%	(8)	84
Employ: Unemployed	50%	(77)	21%	(32)	7%	(10)	23%	(35)	154
Military HH: Yes	60%	(79)	18%	(24)	8%	(10)	14%	(19)	132
Military HH: No	61%	(525)	22%	(187)	6%	(54)	12%	(101)	868
RD/WT: Right Direction	56%	(172)	23%	(70)	7%	(22)	13%	(41)	305
RD/WT: Wrong Track	62%	(432)	20%	(141)	6%	(43)	11%	(79)	695
Trump Job Approve	58%	(160)	24%	(65)	7%	(20)	10%	(29)	274
Trump Job Disapprove	63%	(368)	22%	(127)	6%	(35)	10%	(56)	586
Trump Job Strongly Approve	62%	(67)	23%	(25)	5%	(6)	10%	(11)	109
Trump Job Somewhat Approve	56%	(93)	24%	(40)	9%	(15)	11%	(18)	166
Trump Job Somewhat Disapprove	60%	(125)	28%	(58)	4%	(9)	8%	(18)	209
Trump Job Strongly Disapprove	64%	(243)	18%	(69)	7%	(26)	10%	(38)	377
Favorable of Trump	63%	(161)	23%	(59)	6%	(14)	8%	(22)	256
Unfavorable of Trump	62%	(373)	22%	(130)	7%	(40)	10%	(63)	606
Very Favorable of Trump	65%	(71)	21%	(23)	4%	(4)	10%	(11)	109
Somewhat Favorable of Trump	61%	(90)	25%	(36)	7%	(10)	7%	(11)	147
Somewhat Unfavorable of Trump	58%	(102)	21%	(38)	5%	(8)	16%	(27)	176
Very Unfavorable of Trump	63%	(271)	22%	(93)	7%	(31)	8%	(36)	430
#1 Issue: Economy	60%	(178)	21%	(61)	7%	(20)	13%	(37)	296
#1 Issue: Security	62%	(47)	27%	(21)	7%	(6)	4%	(3)	76
#1 Issue: Health Care	61%	(105)	24%	(41)	4%	(6)	11%	(19)	171
#1 Issue: Women's Issues	66%	(77)	14%	(16)	7%	(9)	13%	(16)	117
#1 Issue: Education	57%	(83)	26%	(38)	6%	(8)	11%	(15)	145
#1 Issue: Energy	62%	(61)	18%	(18)	10%	(10)	10%	(10)	98
#1 Issue: Other	55%	(45)	15%	(13)	6%	(5)	23%	(19)	82

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**Table MGC12\_8:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*Text messaging*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	60%	(604)	21%	(211)	6%	(65)	12%	(120)	1000
2018 House Vote: Democrat	73%	(82)	16%	(18)	5%	(5)	6%	(6)	112
2016 Vote: Hillary Clinton	67%	(52)	20%	(16)	5%	(4)	8%	(6)	78
2016 Vote: Didn't Vote	60%	(527)	21%	(187)	6%	(57)	13%	(110)	881
Voted in 2014: No	61%	(588)	21%	(204)	6%	(63)	12%	(117)	972
2012 Vote: Didn't Vote	60%	(590)	21%	(206)	7%	(64)	12%	(118)	978
4-Region: Northeast	67%	(144)	21%	(44)	6%	(13)	7%	(14)	216
4-Region: Midwest	58%	(134)	21%	(48)	5%	(11)	17%	(38)	232
4-Region: South	60%	(201)	20%	(68)	8%	(27)	12%	(40)	337
4-Region: West	58%	(125)	23%	(50)	6%	(14)	13%	(27)	216

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

**Table MGC12\_9:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*Google Hangouts*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(135)	13%	(127)	10%	(101)	64%	(636)	1000
Gender: Male	12%	(58)	13%	(65)	11%	(52)	64%	(313)	489
Gender: Female	15%	(77)	12%	(62)	10%	(49)	63%	(323)	511
Age: 18-34	10%	(48)	13%	(65)	11%	(54)	67%	(338)	506
Generation Z: 13-23	14%	(135)	13%	(127)	10%	(101)	64%	(636)	1000
PID: Dem (no lean)	15%	(53)	17%	(62)	11%	(40)	56%	(200)	355
PID: Ind (no lean)	12%	(52)	9%	(42)	11%	(47)	68%	(304)	445
PID: Rep (no lean)	15%	(30)	12%	(24)	7%	(14)	66%	(132)	201
PID/Gender: Dem Men	12%	(19)	19%	(31)	10%	(17)	59%	(94)	160
PID/Gender: Dem Women	18%	(35)	16%	(31)	12%	(23)	54%	(106)	195
PID/Gender: Ind Men	12%	(26)	9%	(20)	11%	(25)	68%	(151)	223
PID/Gender: Ind Women	12%	(26)	9%	(21)	10%	(22)	69%	(153)	222
PID/Gender: Rep Men	13%	(13)	13%	(14)	10%	(11)	64%	(68)	106
PID/Gender: Rep Women	18%	(17)	10%	(10)	4%	(4)	68%	(64)	95
Ideo: Liberal (1-3)	16%	(51)	16%	(53)	10%	(34)	57%	(186)	324
Ideo: Moderate (4)	12%	(22)	15%	(28)	11%	(20)	62%	(115)	185
Ideo: Conservative (5-7)	15%	(27)	8%	(14)	10%	(18)	67%	(115)	173
Educ: < College	14%	(125)	12%	(114)	10%	(92)	64%	(585)	916
Educ: Bachelors degree	11%	(8)	16%	(12)	10%	(7)	63%	(46)	72
Income: Under 50k	11%	(55)	11%	(55)	10%	(49)	67%	(329)	488
Income: 50k-100k	15%	(49)	14%	(44)	10%	(34)	61%	(201)	328
Income: 100k+	17%	(32)	15%	(28)	10%	(18)	58%	(106)	183
Ethnicity: White	13%	(80)	13%	(81)	9%	(57)	66%	(419)	638
Ethnicity: Hispanic	10%	(21)	11%	(23)	9%	(19)	69%	(139)	203
Ethnicity: Afr. Am.	17%	(22)	13%	(18)	9%	(11)	61%	(80)	131
Ethnicity: Other	14%	(33)	12%	(28)	14%	(33)	59%	(137)	231
All Christian	15%	(41)	12%	(33)	11%	(30)	62%	(170)	274
All Non-Christian	13%	(9)	20%	(13)	18%	(12)	48%	(31)	65
Atheist	9%	(10)	21%	(24)	3%	(4)	67%	(75)	113
Agnostic/Nothing in particular	14%	(76)	10%	(57)	10%	(55)	66%	(359)	548
Religious Non-Protestant/Catholic	13%	(11)	18%	(15)	19%	(16)	50%	(41)	82

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**Table MGC12\_9:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Google Hangouts

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(135)	13%	(127)	10%	(101)	64%	(636)	1000
Evangelical	15%	(28)	13%	(23)	11%	(20)	61%	(109)	180
Non-Evangelical	15%	(42)	13%	(35)	9%	(26)	63%	(179)	283
Community: Urban	11%	(29)	14%	(36)	12%	(30)	63%	(161)	256
Community: Suburban	14%	(75)	12%	(64)	10%	(54)	64%	(346)	539
Community: Rural	15%	(32)	13%	(27)	8%	(17)	63%	(130)	206
Employ: Private Sector	13%	(11)	13%	(11)	11%	(10)	63%	(53)	84
Employ: Unemployed	11%	(17)	8%	(13)	4%	(6)	77%	(118)	154
Military HH: Yes	15%	(20)	8%	(10)	10%	(13)	68%	(89)	132
Military HH: No	13%	(115)	13%	(117)	10%	(88)	63%	(547)	868
RD/WT: Right Direction	13%	(40)	12%	(38)	12%	(37)	62%	(190)	305
RD/WT: Wrong Track	14%	(95)	13%	(90)	9%	(64)	64%	(446)	695
Trump Job Approve	15%	(41)	12%	(32)	9%	(23)	65%	(178)	274
Trump Job Disapprove	14%	(80)	13%	(76)	11%	(65)	62%	(365)	586
Trump Job Strongly Approve	16%	(18)	11%	(12)	9%	(10)	64%	(69)	109
Trump Job Somewhat Approve	14%	(23)	12%	(20)	8%	(14)	66%	(109)	166
Trump Job Somewhat Disapprove	15%	(32)	15%	(30)	13%	(27)	57%	(119)	209
Trump Job Strongly Disapprove	13%	(48)	12%	(46)	10%	(38)	65%	(246)	377
Favorable of Trump	16%	(41)	12%	(32)	9%	(22)	63%	(161)	256
Unfavorable of Trump	13%	(78)	14%	(83)	11%	(65)	63%	(379)	606
Very Favorable of Trump	14%	(15)	14%	(15)	8%	(9)	64%	(70)	109
Somewhat Favorable of Trump	18%	(26)	11%	(17)	9%	(13)	62%	(91)	147
Somewhat Unfavorable of Trump	12%	(22)	17%	(30)	10%	(17)	60%	(106)	176
Very Unfavorable of Trump	13%	(56)	12%	(53)	11%	(48)	64%	(273)	430
#1 Issue: Economy	12%	(36)	12%	(36)	8%	(23)	68%	(201)	296
#1 Issue: Security	23%	(17)	8%	(6)	9%	(7)	60%	(46)	76
#1 Issue: Health Care	10%	(17)	14%	(24)	13%	(22)	63%	(108)	171
#1 Issue: Women's Issues	19%	(22)	12%	(14)	11%	(13)	58%	(68)	117
#1 Issue: Education	16%	(23)	13%	(18)	14%	(20)	58%	(84)	145
#1 Issue: Energy	13%	(13)	12%	(12)	7%	(7)	67%	(66)	98
#1 Issue: Other	7%	(6)	17%	(14)	11%	(9)	65%	(54)	82

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**Table MGC12\_9:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

*Google Hangouts*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(135)	13%	(127)	10%	(101)	64%	(636)	1000
2018 House Vote: Democrat	13%	(15)	16%	(18)	13%	(14)	58%	(65)	112
2016 Vote: Hillary Clinton	11%	(9)	15%	(12)	17%	(13)	57%	(44)	78
2016 Vote: Didn't Vote	14%	(123)	12%	(110)	10%	(86)	64%	(562)	881
Voted in 2014: No	13%	(129)	13%	(126)	10%	(94)	64%	(622)	972
2012 Vote: Didn't Vote	13%	(131)	13%	(124)	10%	(98)	64%	(624)	978
4-Region: Northeast	18%	(39)	17%	(38)	11%	(23)	53%	(115)	216
4-Region: Midwest	14%	(32)	12%	(28)	11%	(25)	63%	(146)	232
4-Region: South	10%	(33)	12%	(39)	8%	(26)	71%	(239)	337
4-Region: West	14%	(31)	11%	(23)	12%	(26)	63%	(136)	216

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

**Table MGC12\_10:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*  
*Houseparty*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(38)	6%	(56)	7%	(75)	83%	(831)	1000
Gender: Male	3%	(15)	7%	(32)	8%	(40)	82%	(402)	489
Gender: Female	5%	(24)	5%	(23)	7%	(35)	84%	(429)	511
Age: 18-34	3%	(15)	6%	(30)	10%	(50)	81%	(411)	506
Generation Z: 13-23	4%	(38)	6%	(56)	7%	(75)	83%	(831)	1000
PID: Dem (no lean)	5%	(18)	6%	(20)	8%	(29)	81%	(289)	355
PID: Ind (no lean)	3%	(14)	6%	(27)	6%	(26)	85%	(377)	445
PID: Rep (no lean)	3%	(7)	4%	(9)	10%	(20)	82%	(165)	201
PID/Gender: Dem Men	4%	(6)	6%	(9)	8%	(13)	83%	(132)	160
PID/Gender: Dem Women	6%	(12)	6%	(11)	8%	(16)	80%	(156)	195
PID/Gender: Ind Men	2%	(4)	7%	(16)	6%	(13)	85%	(189)	223
PID/Gender: Ind Women	4%	(10)	5%	(11)	6%	(13)	85%	(189)	222
PID/Gender: Rep Men	4%	(5)	7%	(7)	13%	(13)	76%	(81)	106
PID/Gender: Rep Women	3%	(2)	2%	(2)	6%	(6)	89%	(84)	95
Ideo: Liberal (1-3)	4%	(13)	6%	(19)	9%	(28)	81%	(264)	324
Ideo: Moderate (4)	4%	(8)	7%	(13)	7%	(13)	82%	(151)	185
Ideo: Conservative (5-7)	5%	(8)	3%	(6)	6%	(10)	86%	(148)	173
Educ: < College	4%	(35)	5%	(49)	7%	(60)	84%	(773)	916
Educ: Bachelors degree	3%	(2)	8%	(6)	18%	(13)	71%	(51)	72
Income: Under 50k	3%	(17)	6%	(28)	8%	(37)	83%	(407)	488
Income: 50k-100k	3%	(11)	6%	(19)	9%	(28)	82%	(270)	328
Income: 100k+	6%	(11)	5%	(9)	5%	(10)	84%	(154)	183
Ethnicity: White	3%	(22)	5%	(32)	8%	(48)	84%	(536)	638
Ethnicity: Hispanic	4%	(7)	8%	(16)	11%	(22)	78%	(157)	203
Ethnicity: Afr. Am.	7%	(9)	6%	(8)	8%	(11)	79%	(103)	131
Ethnicity: Other	3%	(8)	7%	(15)	7%	(16)	83%	(192)	231
All Christian	5%	(14)	4%	(10)	6%	(17)	85%	(233)	274
All Non-Christian	4%	(3)	9%	(6)	10%	(6)	77%	(50)	65
Atheist	2%	(3)	2%	(3)	6%	(6)	90%	(101)	113
Agnostic/Nothing in particular	4%	(19)	7%	(37)	8%	(45)	82%	(447)	548
Religious Non-Protestant/Catholic	3%	(3)	7%	(6)	11%	(9)	79%	(65)	82

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**Table MGC12\_10:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*  
*Houseparty*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(38)	6%	(56)	7%	(75)	83%	(831)	1000
Evangelical	8%	(14)	3%	(5)	8%	(15)	81%	(146)	180
Non-Evangelical	4%	(10)	7%	(19)	7%	(20)	83%	(234)	283
Community: Urban	4%	(9)	6%	(15)	11%	(29)	79%	(203)	256
Community: Suburban	4%	(21)	6%	(30)	6%	(35)	84%	(453)	539
Community: Rural	4%	(8)	5%	(10)	6%	(12)	85%	(176)	206
Employ: Private Sector	5%	(4)	9%	(8)	8%	(7)	78%	(66)	84
Employ: Unemployed	2%	(4)	8%	(12)	4%	(7)	85%	(131)	154
Military HH: Yes	4%	(5)	6%	(8)	7%	(9)	83%	(110)	132
Military HH: No	4%	(33)	5%	(47)	8%	(66)	83%	(721)	868
RD/WT: Right Direction	5%	(15)	5%	(16)	10%	(30)	80%	(244)	305
RD/WT: Wrong Track	3%	(24)	6%	(40)	6%	(45)	84%	(587)	695
Trump Job Approve	3%	(9)	6%	(16)	8%	(22)	83%	(228)	274
Trump Job Disapprove	3%	(20)	6%	(34)	7%	(43)	83%	(489)	586
Trump Job Strongly Approve	4%	(4)	4%	(4)	8%	(9)	84%	(91)	109
Trump Job Somewhat Approve	3%	(5)	7%	(11)	8%	(13)	82%	(137)	166
Trump Job Somewhat Disapprove	3%	(6)	6%	(12)	10%	(20)	82%	(171)	209
Trump Job Strongly Disapprove	4%	(14)	6%	(22)	6%	(23)	85%	(319)	377
Favorable of Trump	4%	(11)	4%	(10)	8%	(20)	84%	(215)	256
Unfavorable of Trump	4%	(21)	7%	(40)	8%	(51)	81%	(493)	606
Very Favorable of Trump	5%	(6)	3%	(4)	7%	(7)	85%	(92)	109
Somewhat Favorable of Trump	3%	(5)	5%	(7)	9%	(13)	83%	(123)	147
Somewhat Unfavorable of Trump	3%	(5)	10%	(17)	11%	(20)	76%	(133)	176
Very Unfavorable of Trump	4%	(16)	5%	(23)	7%	(31)	84%	(361)	430
#1 Issue: Economy	3%	(9)	7%	(20)	6%	(17)	85%	(251)	296
#1 Issue: Security	3%	(2)	5%	(4)	2%	(2)	90%	(68)	76
#1 Issue: Health Care	2%	(4)	6%	(11)	13%	(22)	79%	(134)	171
#1 Issue: Women's Issues	7%	(8)	6%	(7)	7%	(9)	80%	(94)	117
#1 Issue: Education	5%	(8)	2%	(3)	10%	(14)	83%	(120)	145
#1 Issue: Energy	7%	(7)	4%	(4)	5%	(5)	83%	(81)	98
#1 Issue: Other	2%	(1)	5%	(4)	6%	(5)	87%	(72)	82

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**Table MGC12\_10:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*  
*Houseparty*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(38)	6%	(56)	7%	(75)	83%	(831)	1000
2018 House Vote: Democrat	3%	(3)	7%	(8)	10%	(11)	80%	(90)	112
2016 Vote: Hillary Clinton	3%	(2)	11%	(9)	8%	(6)	78%	(61)	78
2016 Vote: Didn't Vote	4%	(33)	5%	(44)	7%	(65)	84%	(738)	881
Voted in 2014: No	4%	(36)	5%	(50)	7%	(72)	84%	(814)	972
2012 Vote: Didn't Vote	4%	(38)	5%	(52)	7%	(71)	84%	(817)	978
4-Region: Northeast	3%	(7)	8%	(16)	9%	(20)	80%	(172)	216
4-Region: Midwest	5%	(11)	6%	(13)	7%	(16)	83%	(192)	232
4-Region: South	4%	(13)	5%	(17)	7%	(25)	84%	(282)	337
4-Region: West	4%	(8)	4%	(9)	6%	(14)	86%	(186)	216

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

**Table MGC12\_11:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Skype

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	5%	(47)	8%	(77)	11%	(115)	76%	(762)	1000
Gender: Male	6%	(30)	8%	(38)	13%	(62)	74%	(359)	489
Gender: Female	3%	(17)	8%	(39)	10%	(53)	79%	(402)	511
Age: 18-34	5%	(24)	10%	(51)	16%	(79)	70%	(353)	506
Generation Z: 13-23	5%	(47)	8%	(77)	11%	(115)	76%	(762)	1000
PID: Dem (no lean)	7%	(24)	10%	(34)	15%	(53)	69%	(244)	355
PID: Ind (no lean)	4%	(16)	6%	(28)	8%	(37)	82%	(364)	445
PID: Rep (no lean)	3%	(7)	7%	(14)	13%	(25)	77%	(154)	201
PID/Gender: Dem Men	7%	(12)	11%	(18)	15%	(23)	67%	(107)	160
PID/Gender: Dem Women	6%	(12)	9%	(17)	15%	(29)	70%	(137)	195
PID/Gender: Ind Men	5%	(12)	6%	(12)	9%	(20)	80%	(179)	223
PID/Gender: Ind Women	2%	(4)	7%	(15)	7%	(17)	84%	(186)	222
PID/Gender: Rep Men	6%	(6)	7%	(8)	17%	(18)	70%	(74)	106
PID/Gender: Rep Women	1%	(1)	7%	(7)	8%	(7)	84%	(80)	95
Ideo: Liberal (1-3)	5%	(17)	10%	(31)	15%	(49)	70%	(227)	324
Ideo: Moderate (4)	6%	(11)	9%	(16)	10%	(19)	75%	(139)	185
Ideo: Conservative (5-7)	4%	(6)	6%	(11)	14%	(24)	76%	(131)	173
Educ: < College	4%	(37)	7%	(63)	10%	(95)	79%	(721)	916
Educ: Bachelors degree	11%	(8)	16%	(12)	24%	(17)	49%	(36)	72
Income: Under 50k	4%	(22)	7%	(34)	11%	(56)	77%	(377)	488
Income: 50k-100k	5%	(16)	8%	(25)	12%	(40)	75%	(248)	328
Income: 100k+	5%	(9)	10%	(18)	11%	(19)	75%	(137)	183
Ethnicity: White	5%	(30)	8%	(50)	12%	(75)	76%	(483)	638
Ethnicity: Hispanic	6%	(12)	7%	(15)	10%	(21)	77%	(155)	203
Ethnicity: Afr. Am.	5%	(6)	6%	(8)	11%	(15)	78%	(102)	131
Ethnicity: Other	5%	(11)	8%	(19)	11%	(25)	77%	(177)	231
All Christian	8%	(22)	10%	(26)	11%	(29)	72%	(197)	274
All Non-Christian	8%	(5)	16%	(10)	16%	(10)	60%	(39)	65
Atheist	4%	(5)	6%	(7)	12%	(14)	77%	(87)	113
Agnostic/Nothing in particular	3%	(15)	6%	(33)	11%	(61)	80%	(439)	548
Religious Non-Protestant/Catholic	7%	(6)	13%	(10)	15%	(13)	65%	(53)	82

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**Table MGC12\_11:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Skype

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	5%	(47)	8%	(77)	11%	(115)	76%	(762)	1000
Evangelical	4%	(8)	5%	(10)	12%	(21)	78%	(141)	180
Non-Evangelical	4%	(13)	10%	(28)	10%	(27)	76%	(216)	283
Community: Urban	5%	(14)	9%	(22)	14%	(35)	72%	(185)	256
Community: Suburban	5%	(24)	8%	(42)	11%	(59)	77%	(414)	539
Community: Rural	4%	(9)	6%	(13)	10%	(21)	79%	(163)	206
Employ: Private Sector	6%	(5)	10%	(9)	16%	(13)	67%	(57)	84
Employ: Unemployed	2%	(4)	3%	(5)	6%	(8)	89%	(137)	154
Military HH: Yes	2%	(2)	8%	(11)	13%	(18)	77%	(101)	132
Military HH: No	5%	(44)	8%	(66)	11%	(97)	76%	(660)	868
RD/WT: Right Direction	4%	(12)	8%	(24)	12%	(37)	76%	(232)	305
RD/WT: Wrong Track	5%	(35)	8%	(52)	11%	(78)	76%	(530)	695
Trump Job Approve	5%	(13)	6%	(18)	13%	(36)	76%	(208)	274
Trump Job Disapprove	5%	(28)	9%	(55)	11%	(66)	75%	(437)	586
Trump Job Strongly Approve	5%	(5)	5%	(5)	13%	(14)	78%	(84)	109
Trump Job Somewhat Approve	5%	(8)	7%	(12)	13%	(22)	74%	(123)	166
Trump Job Somewhat Disapprove	5%	(11)	14%	(29)	10%	(21)	71%	(148)	209
Trump Job Strongly Disapprove	5%	(17)	7%	(26)	12%	(45)	77%	(289)	377
Favorable of Trump	4%	(11)	5%	(14)	11%	(29)	79%	(203)	256
Unfavorable of Trump	5%	(31)	10%	(58)	12%	(71)	74%	(446)	606
Very Favorable of Trump	3%	(4)	4%	(4)	13%	(14)	80%	(87)	109
Somewhat Favorable of Trump	5%	(7)	7%	(10)	10%	(15)	78%	(115)	147
Somewhat Unfavorable of Trump	5%	(8)	14%	(25)	12%	(21)	69%	(121)	176
Very Unfavorable of Trump	5%	(23)	8%	(33)	12%	(50)	75%	(325)	430
#1 Issue: Economy	5%	(16)	7%	(20)	10%	(30)	78%	(230)	296
#1 Issue: Security	8%	(6)	7%	(5)	12%	(9)	73%	(55)	76
#1 Issue: Health Care	5%	(9)	11%	(20)	17%	(29)	66%	(112)	171
#1 Issue: Women's Issues	2%	(2)	6%	(7)	9%	(11)	83%	(97)	117
#1 Issue: Education	1%	(2)	10%	(14)	12%	(18)	76%	(111)	145
#1 Issue: Energy	6%	(6)	7%	(7)	12%	(12)	75%	(73)	98
#1 Issue: Other	4%	(3)	3%	(3)	6%	(5)	87%	(71)	82

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**Table MGC12\_11:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Skype

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	5%	(47)	8%	(77)	11%	(115)	76%	(762)	1000
2018 House Vote: Democrat	8%	(9)	15%	(17)	21%	(23)	56%	(63)	112
2016 Vote: Hillary Clinton	8%	(6)	17%	(13)	17%	(13)	59%	(45)	78
2016 Vote: Didn't Vote	4%	(39)	7%	(60)	11%	(96)	78%	(686)	881
Voted in 2014: No	5%	(44)	8%	(73)	11%	(106)	77%	(748)	972
2012 Vote: Didn't Vote	5%	(46)	8%	(73)	11%	(107)	77%	(751)	978
4-Region: Northeast	7%	(15)	11%	(24)	12%	(27)	70%	(150)	216
4-Region: Midwest	4%	(9)	4%	(10)	10%	(24)	82%	(189)	232
4-Region: South	4%	(12)	8%	(27)	11%	(37)	77%	(261)	337
4-Region: West	5%	(11)	7%	(16)	12%	(27)	75%	(162)	216

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

**Table MGC12\_12:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Facetime

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	31%	(307)	21%	(214)	12%	(120)	36%	(358)	1000
Gender: Male	22%	(108)	22%	(108)	14%	(68)	42%	(205)	489
Gender: Female	39%	(199)	21%	(106)	10%	(53)	30%	(153)	511
Age: 18-34	29%	(146)	23%	(116)	13%	(64)	36%	(180)	506
Generation Z: 13-23	31%	(307)	21%	(214)	12%	(120)	36%	(358)	1000
PID: Dem (no lean)	32%	(114)	27%	(96)	9%	(32)	32%	(114)	355
PID: Ind (no lean)	29%	(127)	17%	(74)	13%	(60)	41%	(185)	445
PID: Rep (no lean)	33%	(67)	22%	(44)	15%	(29)	30%	(60)	201
PID/Gender: Dem Men	21%	(34)	28%	(45)	13%	(21)	37%	(60)	160
PID/Gender: Dem Women	41%	(80)	26%	(51)	5%	(10)	28%	(54)	195
PID/Gender: Ind Men	20%	(44)	17%	(39)	15%	(34)	48%	(106)	223
PID/Gender: Ind Women	37%	(83)	16%	(35)	11%	(25)	35%	(78)	222
PID/Gender: Rep Men	29%	(31)	23%	(24)	12%	(12)	37%	(39)	106
PID/Gender: Rep Women	38%	(36)	22%	(20)	18%	(17)	23%	(21)	95
Ideo: Liberal (1-3)	32%	(103)	25%	(82)	13%	(43)	30%	(96)	324
Ideo: Moderate (4)	28%	(51)	21%	(39)	9%	(17)	42%	(78)	185
Ideo: Conservative (5-7)	32%	(55)	23%	(40)	12%	(20)	34%	(58)	173
Educ: < College	31%	(280)	21%	(190)	12%	(106)	37%	(340)	916
Educ: Bachelors degree	31%	(23)	29%	(21)	19%	(13)	21%	(15)	72
Income: Under 50k	29%	(143)	22%	(108)	11%	(52)	38%	(186)	488
Income: 50k-100k	34%	(110)	19%	(63)	11%	(37)	36%	(118)	328
Income: 100k+	29%	(54)	24%	(44)	17%	(31)	30%	(54)	183
Ethnicity: White	31%	(197)	21%	(131)	12%	(78)	36%	(232)	638
Ethnicity: Hispanic	35%	(71)	20%	(41)	15%	(31)	29%	(60)	203
Ethnicity: Afr. Am.	33%	(43)	25%	(33)	11%	(14)	31%	(41)	131
Ethnicity: Other	29%	(67)	22%	(50)	12%	(29)	37%	(86)	231
All Christian	32%	(87)	27%	(73)	12%	(32)	30%	(82)	274
All Non-Christian	31%	(20)	22%	(14)	14%	(9)	32%	(21)	65
Atheist	17%	(19)	16%	(18)	13%	(15)	54%	(61)	113
Agnostic/Nothing in particular	33%	(180)	20%	(109)	12%	(65)	36%	(195)	548
Religious Non-Protestant/Catholic	27%	(22)	26%	(22)	14%	(12)	33%	(27)	82

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**Table MGC12\_12:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Facetime

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	31%	(307)	21%	(214)	12%	(120)	36%	(358)	1000
Evangelical	37%	(66)	25%	(44)	14%	(25)	25%	(45)	180
Non-Evangelical	33%	(94)	23%	(66)	12%	(34)	31%	(89)	283
Community: Urban	36%	(91)	25%	(65)	12%	(31)	27%	(69)	256
Community: Suburban	31%	(167)	20%	(107)	11%	(62)	38%	(202)	539
Community: Rural	24%	(49)	20%	(42)	13%	(28)	42%	(87)	206
Employ: Private Sector	34%	(29)	20%	(17)	12%	(10)	34%	(28)	84
Employ: Unemployed	25%	(38)	13%	(20)	16%	(25)	45%	(70)	154
Military HH: Yes	32%	(42)	22%	(29)	13%	(17)	33%	(44)	132
Military HH: No	31%	(265)	21%	(185)	12%	(103)	36%	(314)	868
RD/WT: Right Direction	30%	(91)	19%	(59)	13%	(40)	38%	(115)	305
RD/WT: Wrong Track	31%	(216)	22%	(155)	12%	(81)	35%	(243)	695
Trump Job Approve	32%	(87)	20%	(55)	13%	(37)	35%	(95)	274
Trump Job Disapprove	29%	(168)	25%	(145)	12%	(68)	35%	(205)	586
Trump Job Strongly Approve	35%	(38)	20%	(21)	10%	(11)	35%	(38)	109
Trump Job Somewhat Approve	30%	(50)	20%	(33)	16%	(26)	34%	(57)	166
Trump Job Somewhat Disapprove	28%	(58)	25%	(52)	13%	(27)	35%	(73)	209
Trump Job Strongly Disapprove	29%	(110)	25%	(94)	11%	(41)	35%	(132)	377
Favorable of Trump	35%	(88)	20%	(51)	13%	(34)	32%	(82)	256
Unfavorable of Trump	29%	(178)	24%	(144)	12%	(73)	35%	(210)	606
Very Favorable of Trump	40%	(44)	21%	(23)	9%	(10)	30%	(33)	109
Somewhat Favorable of Trump	31%	(45)	19%	(28)	16%	(24)	34%	(50)	147
Somewhat Unfavorable of Trump	31%	(55)	22%	(39)	13%	(23)	33%	(59)	176
Very Unfavorable of Trump	29%	(123)	24%	(105)	12%	(50)	35%	(152)	430
#1 Issue: Economy	28%	(84)	23%	(69)	14%	(40)	35%	(103)	296
#1 Issue: Security	39%	(30)	24%	(18)	4%	(3)	33%	(25)	76
#1 Issue: Health Care	29%	(49)	22%	(37)	13%	(22)	37%	(63)	171
#1 Issue: Women's Issues	36%	(43)	23%	(27)	10%	(12)	30%	(36)	117
#1 Issue: Education	31%	(45)	18%	(26)	14%	(21)	36%	(53)	145
#1 Issue: Energy	29%	(28)	24%	(23)	13%	(13)	34%	(34)	98
#1 Issue: Other	33%	(27)	11%	(9)	7%	(6)	49%	(40)	82

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**Table MGC12\_12:** To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?

Facetime

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	31%	(307)	21%	(214)	12%	(120)	36%	(358)	1000
2018 House Vote: Democrat	29%	(32)	36%	(40)	11%	(12)	25%	(27)	112
2016 Vote: Hillary Clinton	25%	(20)	33%	(26)	16%	(12)	26%	(20)	78
2016 Vote: Didn't Vote	31%	(275)	20%	(179)	12%	(105)	37%	(322)	881
Voted in 2014: No	31%	(298)	21%	(201)	12%	(118)	36%	(355)	972
2012 Vote: Didn't Vote	31%	(300)	21%	(205)	12%	(118)	36%	(354)	978
4-Region: Northeast	38%	(81)	22%	(46)	14%	(29)	27%	(58)	216
4-Region: Midwest	27%	(63)	23%	(54)	10%	(24)	39%	(91)	232
4-Region: South	30%	(100)	20%	(67)	13%	(43)	38%	(126)	337
4-Region: West	29%	(63)	22%	(47)	11%	(24)	38%	(83)	216

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

**Table MGC12\_13:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Zoom

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	29%	(291)	21%	(205)	13%	(130)	37%	(374)	1000
Gender: Male	26%	(125)	21%	(102)	13%	(61)	41%	(200)	489
Gender: Female	32%	(165)	20%	(104)	14%	(69)	34%	(173)	511
Age: 18-34	26%	(134)	21%	(108)	12%	(63)	40%	(201)	506
Generation Z: 13-23	29%	(291)	21%	(205)	13%	(130)	37%	(374)	1000
PID: Dem (no lean)	31%	(111)	26%	(93)	11%	(40)	31%	(110)	355
PID: Ind (no lean)	25%	(113)	17%	(74)	14%	(64)	44%	(194)	445
PID: Rep (no lean)	33%	(67)	19%	(38)	13%	(26)	35%	(69)	201
PID/Gender: Dem Men	28%	(45)	25%	(41)	13%	(20)	34%	(54)	160
PID/Gender: Dem Women	34%	(67)	27%	(53)	10%	(20)	29%	(56)	195
PID/Gender: Ind Men	20%	(44)	18%	(39)	13%	(28)	50%	(112)	223
PID/Gender: Ind Women	31%	(69)	16%	(35)	16%	(36)	37%	(83)	222
PID/Gender: Rep Men	35%	(37)	20%	(22)	12%	(13)	32%	(34)	106
PID/Gender: Rep Women	31%	(29)	18%	(17)	14%	(13)	37%	(35)	95
Ideo: Liberal (1-3)	31%	(99)	26%	(84)	14%	(45)	30%	(96)	324
Ideo: Moderate (4)	25%	(47)	22%	(40)	16%	(30)	37%	(68)	185
Ideo: Conservative (5-7)	37%	(65)	17%	(30)	12%	(21)	33%	(57)	173
Educ: < College	29%	(261)	20%	(185)	12%	(112)	39%	(357)	916
Educ: Bachelors degree	31%	(23)	25%	(18)	25%	(18)	18%	(13)	72
Income: Under 50k	22%	(106)	19%	(92)	13%	(64)	46%	(227)	488
Income: 50k-100k	32%	(105)	21%	(70)	15%	(50)	32%	(104)	328
Income: 100k+	44%	(80)	24%	(44)	9%	(16)	23%	(43)	183
Ethnicity: White	32%	(203)	21%	(133)	13%	(81)	35%	(221)	638
Ethnicity: Hispanic	21%	(42)	22%	(44)	13%	(26)	45%	(90)	203
Ethnicity: Afr. Am.	20%	(27)	16%	(21)	13%	(17)	50%	(66)	131
Ethnicity: Other	26%	(61)	22%	(52)	14%	(32)	37%	(86)	231
All Christian	36%	(99)	19%	(52)	16%	(44)	29%	(79)	274
All Non-Christian	40%	(26)	20%	(13)	15%	(10)	25%	(16)	65
Atheist	21%	(23)	24%	(27)	9%	(11)	46%	(52)	113
Agnostic/Nothing in particular	26%	(142)	21%	(113)	12%	(66)	41%	(227)	548
Religious Non-Protestant/Catholic	37%	(30)	23%	(19)	12%	(10)	28%	(23)	82

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**Table MGC12\_13:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Zoom

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	29%	(291)	21%	(205)	13%	(130)	37%	(374)	1000
Evangelical	33%	(60)	20%	(36)	12%	(22)	35%	(62)	180
Non-Evangelical	35%	(101)	20%	(56)	16%	(45)	29%	(82)	283
Community: Urban	32%	(82)	20%	(51)	11%	(29)	37%	(94)	256
Community: Suburban	30%	(162)	22%	(118)	15%	(81)	33%	(178)	539
Community: Rural	23%	(47)	17%	(36)	10%	(21)	49%	(102)	206
Employ: Private Sector	26%	(22)	19%	(16)	20%	(17)	35%	(30)	84
Employ: Unemployed	10%	(16)	15%	(23)	9%	(13)	66%	(101)	154
Military HH: Yes	24%	(32)	24%	(32)	13%	(18)	38%	(51)	132
Military HH: No	30%	(258)	20%	(174)	13%	(112)	37%	(323)	868
RD/WT: Right Direction	31%	(93)	17%	(51)	11%	(34)	42%	(127)	305
RD/WT: Wrong Track	28%	(197)	22%	(154)	14%	(96)	36%	(247)	695
Trump Job Approve	32%	(87)	20%	(56)	12%	(34)	36%	(98)	274
Trump Job Disapprove	28%	(165)	22%	(130)	14%	(84)	35%	(207)	586
Trump Job Strongly Approve	33%	(35)	18%	(19)	13%	(14)	36%	(39)	109
Trump Job Somewhat Approve	31%	(51)	22%	(36)	12%	(19)	36%	(59)	166
Trump Job Somewhat Disapprove	29%	(62)	21%	(44)	16%	(33)	33%	(70)	209
Trump Job Strongly Disapprove	27%	(104)	23%	(86)	14%	(51)	36%	(137)	377
Favorable of Trump	34%	(88)	17%	(44)	15%	(39)	33%	(86)	256
Unfavorable of Trump	29%	(177)	22%	(136)	13%	(79)	35%	(213)	606
Very Favorable of Trump	31%	(33)	21%	(23)	15%	(17)	33%	(36)	109
Somewhat Favorable of Trump	37%	(55)	14%	(21)	15%	(22)	33%	(49)	147
Somewhat Unfavorable of Trump	31%	(55)	18%	(32)	15%	(26)	36%	(63)	176
Very Unfavorable of Trump	28%	(122)	24%	(105)	12%	(53)	35%	(151)	430
#1 Issue: Economy	29%	(84)	18%	(52)	14%	(42)	40%	(117)	296
#1 Issue: Security	30%	(23)	20%	(15)	12%	(9)	38%	(29)	76
#1 Issue: Health Care	27%	(46)	24%	(41)	15%	(25)	35%	(60)	171
#1 Issue: Women's Issues	32%	(38)	19%	(22)	15%	(18)	34%	(40)	117
#1 Issue: Education	28%	(41)	22%	(31)	12%	(17)	39%	(57)	145
#1 Issue: Energy	37%	(36)	26%	(26)	10%	(10)	27%	(26)	98
#1 Issue: Other	28%	(23)	18%	(15)	9%	(7)	45%	(37)	82

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**Table MGC12\_13:** *To what extent have you been using each of the following for social connection during the COVID-19 pandemic, also known as coronavirus?*

Zoom

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	29%	(291)	21%	(205)	13%	(130)	37%	(374)	1000
2018 House Vote: Democrat	32%	(35)	25%	(28)	16%	(18)	28%	(31)	112
2016 Vote: Hillary Clinton	22%	(17)	25%	(19)	23%	(18)	30%	(24)	78
2016 Vote: Didn't Vote	30%	(262)	20%	(179)	12%	(106)	38%	(334)	881
Voted in 2014: No	29%	(283)	20%	(197)	13%	(124)	38%	(367)	972
2012 Vote: Didn't Vote	29%	(287)	20%	(199)	13%	(125)	38%	(367)	978
4-Region: Northeast	34%	(74)	20%	(43)	14%	(30)	32%	(69)	216
4-Region: Midwest	28%	(65)	19%	(45)	12%	(28)	41%	(94)	232
4-Region: South	24%	(80)	21%	(69)	15%	(49)	41%	(138)	337
4-Region: West	33%	(71)	22%	(48)	11%	(23)	34%	(73)	216

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

**Table MGC13\_1: Do you expect to do the following more or less when social distancing and self-quarantining ends?**  
*Be active in my community*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(373)	36%	(364)	11%	(114)	15%	(148)	1000
Gender: Male	36%	(177)	38%	(186)	12%	(57)	14%	(68)	489
Gender: Female	38%	(196)	35%	(179)	11%	(57)	16%	(80)	511
Age: 18-34	38%	(192)	38%	(190)	12%	(60)	13%	(64)	506
Generation Z: 13-23	37%	(373)	36%	(364)	11%	(114)	15%	(148)	1000
PID: Dem (no lean)	42%	(150)	34%	(120)	13%	(45)	11%	(40)	355
PID: Ind (no lean)	33%	(146)	37%	(165)	10%	(45)	20%	(88)	445
PID: Rep (no lean)	39%	(77)	39%	(79)	12%	(25)	10%	(20)	201
PID/Gender: Dem Men	40%	(64)	35%	(57)	12%	(20)	12%	(20)	160
PID/Gender: Dem Women	44%	(86)	33%	(64)	13%	(25)	10%	(20)	195
PID/Gender: Ind Men	31%	(69)	40%	(89)	11%	(25)	18%	(40)	223
PID/Gender: Ind Women	35%	(77)	34%	(76)	9%	(20)	22%	(49)	222
PID/Gender: Rep Men	42%	(45)	37%	(40)	12%	(13)	8%	(9)	106
PID/Gender: Rep Women	34%	(33)	41%	(39)	13%	(12)	12%	(11)	95
Ideo: Liberal (1-3)	48%	(154)	33%	(106)	12%	(39)	8%	(25)	324
Ideo: Moderate (4)	36%	(67)	43%	(79)	9%	(17)	12%	(22)	185
Ideo: Conservative (5-7)	37%	(64)	39%	(67)	18%	(32)	6%	(10)	173
Educ: < College	37%	(336)	37%	(337)	11%	(101)	15%	(142)	916
Educ: Bachelors degree	47%	(34)	33%	(24)	16%	(12)	4%	(3)	72
Income: Under 50k	34%	(164)	36%	(173)	12%	(61)	18%	(90)	488
Income: 50k-100k	43%	(140)	38%	(125)	10%	(31)	10%	(32)	328
Income: 100k+	38%	(69)	36%	(65)	12%	(22)	14%	(26)	183
Ethnicity: White	38%	(243)	39%	(246)	11%	(71)	12%	(78)	638
Ethnicity: Hispanic	32%	(64)	35%	(71)	13%	(27)	20%	(41)	203
Ethnicity: Afr. Am.	31%	(41)	35%	(46)	13%	(16)	21%	(28)	131
Ethnicity: Other	39%	(90)	31%	(72)	12%	(27)	18%	(42)	231
All Christian	42%	(114)	38%	(104)	10%	(28)	10%	(28)	274
All Non-Christian	52%	(34)	32%	(21)	6%	(4)	10%	(6)	65
Atheist	28%	(32)	48%	(55)	12%	(14)	11%	(12)	113
Agnostic/Nothing in particular	35%	(194)	34%	(185)	12%	(68)	18%	(101)	548
Religious Non-Protestant/Catholic	55%	(45)	28%	(23)	7%	(6)	10%	(8)	82

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**Table MGC13\_1: Do you expect to do the following more or less when social distancing and self-quarantining ends?**  
*Be active in my community*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(373)	36%	(364)	11%	(114)	15%	(148)	1000
Evangelical	39%	(71)	36%	(64)	12%	(21)	13%	(24)	180
Non-Evangelical	40%	(113)	38%	(107)	8%	(24)	14%	(40)	283
Community: Urban	40%	(103)	33%	(85)	13%	(33)	13%	(33)	256
Community: Suburban	37%	(199)	37%	(201)	12%	(63)	14%	(76)	539
Community: Rural	35%	(71)	38%	(78)	9%	(18)	19%	(39)	206
Employ: Private Sector	48%	(41)	36%	(31)	8%	(7)	7%	(6)	84
Employ: Unemployed	36%	(56)	32%	(49)	11%	(16)	21%	(33)	154
Military HH: Yes	38%	(50)	41%	(54)	13%	(17)	8%	(11)	132
Military HH: No	37%	(323)	36%	(310)	11%	(97)	16%	(137)	868
RD/WT: Right Direction	35%	(105)	37%	(113)	11%	(33)	18%	(54)	305
RD/WT: Wrong Track	39%	(268)	36%	(252)	12%	(82)	13%	(94)	695
Trump Job Approve	39%	(106)	38%	(104)	11%	(30)	12%	(34)	274
Trump Job Disapprove	39%	(226)	38%	(225)	12%	(68)	12%	(68)	586
Trump Job Strongly Approve	33%	(36)	38%	(41)	17%	(19)	11%	(12)	109
Trump Job Somewhat Approve	42%	(70)	38%	(63)	7%	(11)	13%	(22)	166
Trump Job Somewhat Disapprove	39%	(81)	41%	(85)	11%	(24)	9%	(19)	209
Trump Job Strongly Disapprove	38%	(145)	37%	(139)	12%	(44)	13%	(49)	377
Favorable of Trump	40%	(103)	38%	(98)	12%	(31)	9%	(24)	256
Unfavorable of Trump	38%	(231)	38%	(232)	11%	(68)	12%	(75)	606
Very Favorable of Trump	36%	(39)	33%	(36)	19%	(21)	12%	(13)	109
Somewhat Favorable of Trump	43%	(64)	42%	(62)	7%	(10)	8%	(12)	147
Somewhat Unfavorable of Trump	34%	(60)	40%	(70)	12%	(21)	14%	(24)	176
Very Unfavorable of Trump	40%	(171)	38%	(162)	11%	(47)	12%	(50)	430
#1 Issue: Economy	38%	(112)	38%	(113)	12%	(36)	12%	(36)	296
#1 Issue: Security	35%	(27)	46%	(35)	9%	(7)	9%	(7)	76
#1 Issue: Health Care	39%	(66)	38%	(64)	12%	(21)	12%	(20)	171
#1 Issue: Women's Issues	46%	(54)	30%	(35)	11%	(13)	13%	(16)	117
#1 Issue: Education	38%	(55)	37%	(54)	12%	(17)	13%	(19)	145
#1 Issue: Energy	43%	(42)	33%	(33)	13%	(13)	10%	(10)	98
#1 Issue: Other	17%	(14)	31%	(25)	8%	(7)	44%	(37)	82

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**Table MGC13\_1: Do you expect to do the following more or less when social distancing and self-quarantining ends?**  
*Be active in my community*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(373)	36%	(364)	11%	(114)	15%	(148)	1000
2018 House Vote: Democrat	43%	(48)	36%	(40)	12%	(13)	9%	(10)	112
2016 Vote: Hillary Clinton	43%	(34)	36%	(28)	10%	(8)	10%	(8)	78
2016 Vote: Didn't Vote	37%	(326)	36%	(317)	11%	(100)	16%	(137)	881
Voted in 2014: No	38%	(367)	36%	(351)	11%	(111)	15%	(142)	972
2012 Vote: Didn't Vote	37%	(365)	36%	(356)	12%	(113)	15%	(144)	978
4-Region: Northeast	41%	(89)	38%	(82)	8%	(17)	13%	(28)	216
4-Region: Midwest	32%	(75)	40%	(93)	14%	(32)	14%	(32)	232
4-Region: South	36%	(122)	34%	(115)	13%	(44)	17%	(56)	337
4-Region: West	41%	(88)	35%	(75)	10%	(22)	15%	(32)	216

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

**Table MGC13\_2:** Do you expect to do the following more or less when social distancing and self-quarantining ends?

Be attentive to the latest news

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	41%	(415)	36%	(363)	7%	(75)	15%	(148)	1000
Gender: Male	40%	(195)	37%	(182)	9%	(45)	14%	(66)	489
Gender: Female	43%	(220)	35%	(181)	6%	(29)	16%	(82)	511
Age: 18-34	46%	(235)	33%	(169)	8%	(40)	12%	(62)	506
Generation Z: 13-23	41%	(415)	36%	(363)	7%	(75)	15%	(148)	1000
PID: Dem (no lean)	49%	(173)	33%	(118)	7%	(26)	11%	(38)	355
PID: Ind (no lean)	37%	(166)	35%	(157)	7%	(32)	20%	(89)	445
PID: Rep (no lean)	38%	(76)	44%	(88)	8%	(16)	10%	(21)	201
PID/Gender: Dem Men	45%	(71)	34%	(55)	10%	(16)	11%	(17)	160
PID/Gender: Dem Women	52%	(101)	33%	(63)	5%	(10)	10%	(20)	195
PID/Gender: Ind Men	36%	(80)	36%	(79)	10%	(21)	19%	(42)	223
PID/Gender: Ind Women	39%	(87)	35%	(77)	5%	(11)	21%	(47)	222
PID/Gender: Rep Men	41%	(44)	45%	(48)	7%	(8)	7%	(7)	106
PID/Gender: Rep Women	34%	(32)	42%	(40)	9%	(9)	15%	(14)	95
Ideo: Liberal (1-3)	53%	(172)	34%	(111)	7%	(22)	6%	(19)	324
Ideo: Moderate (4)	43%	(80)	40%	(73)	6%	(11)	11%	(21)	185
Ideo: Conservative (5-7)	42%	(73)	40%	(69)	11%	(19)	7%	(12)	173
Educ: < College	40%	(370)	37%	(338)	7%	(65)	16%	(142)	916
Educ: Bachelors degree	57%	(41)	30%	(22)	11%	(8)	2%	(1)	72
Income: Under 50k	38%	(185)	34%	(167)	9%	(42)	19%	(94)	488
Income: 50k-100k	43%	(140)	40%	(132)	7%	(24)	10%	(32)	328
Income: 100k+	49%	(89)	35%	(64)	5%	(8)	12%	(22)	183
Ethnicity: White	41%	(259)	40%	(252)	7%	(45)	13%	(81)	638
Ethnicity: Hispanic	40%	(80)	34%	(69)	6%	(13)	20%	(41)	203
Ethnicity: Afr. Am.	39%	(52)	34%	(45)	6%	(7)	21%	(27)	131
Ethnicity: Other	45%	(104)	28%	(66)	9%	(22)	17%	(40)	231
All Christian	47%	(129)	39%	(108)	5%	(15)	8%	(23)	274
All Non-Christian	51%	(33)	29%	(19)	11%	(7)	8%	(5)	65
Atheist	42%	(47)	38%	(42)	9%	(10)	11%	(13)	113
Agnostic/Nothing in particular	37%	(205)	35%	(194)	8%	(42)	19%	(106)	548
Religious Non-Protestant/Catholic	43%	(35)	38%	(31)	9%	(7)	10%	(8)	82

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**Table MGC13\_2:** Do you expect to do the following more or less when social distancing and self-quarantining ends?

Be attentive to the latest news

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	41%	(415)	36%	(363)	7%	(75)	15%	(148)	1000
Evangelical	38%	(69)	39%	(70)	9%	(15)	14%	(26)	180
Non-Evangelical	47%	(133)	36%	(102)	5%	(13)	12%	(35)	283
Community: Urban	46%	(117)	35%	(89)	8%	(21)	11%	(29)	256
Community: Suburban	42%	(229)	36%	(193)	7%	(39)	14%	(78)	539
Community: Rural	34%	(69)	39%	(81)	7%	(15)	20%	(41)	206
Employ: Private Sector	49%	(41)	39%	(33)	7%	(6)	5%	(4)	84
Employ: Unemployed	39%	(60)	31%	(48)	8%	(12)	23%	(35)	154
Military HH: Yes	35%	(46)	41%	(55)	11%	(15)	13%	(17)	132
Military HH: No	43%	(369)	36%	(308)	7%	(60)	15%	(131)	868
RD/WT: Right Direction	36%	(110)	37%	(112)	8%	(24)	19%	(59)	305
RD/WT: Wrong Track	44%	(304)	36%	(251)	7%	(51)	13%	(89)	695
Trump Job Approve	41%	(113)	38%	(104)	7%	(18)	14%	(39)	274
Trump Job Disapprove	45%	(267)	36%	(213)	7%	(42)	11%	(65)	586
Trump Job Strongly Approve	42%	(45)	38%	(41)	7%	(8)	13%	(14)	109
Trump Job Somewhat Approve	41%	(68)	38%	(62)	6%	(11)	15%	(25)	166
Trump Job Somewhat Disapprove	50%	(104)	38%	(79)	5%	(11)	7%	(16)	209
Trump Job Strongly Disapprove	43%	(163)	36%	(134)	8%	(31)	13%	(50)	377
Favorable of Trump	40%	(104)	40%	(103)	8%	(20)	11%	(29)	256
Unfavorable of Trump	46%	(277)	36%	(220)	7%	(40)	11%	(70)	606
Very Favorable of Trump	44%	(48)	36%	(39)	8%	(9)	12%	(13)	109
Somewhat Favorable of Trump	38%	(55)	43%	(64)	8%	(12)	11%	(16)	147
Somewhat Unfavorable of Trump	46%	(81)	37%	(65)	5%	(9)	11%	(20)	176
Very Unfavorable of Trump	45%	(195)	36%	(155)	7%	(31)	12%	(50)	430
#1 Issue: Economy	40%	(119)	42%	(124)	7%	(21)	11%	(32)	296
#1 Issue: Security	46%	(35)	35%	(26)	11%	(8)	9%	(7)	76
#1 Issue: Health Care	47%	(80)	36%	(61)	8%	(13)	10%	(18)	171
#1 Issue: Women's Issues	48%	(57)	34%	(40)	6%	(7)	11%	(13)	117
#1 Issue: Education	44%	(63)	33%	(48)	10%	(15)	13%	(18)	145
#1 Issue: Energy	46%	(45)	33%	(33)	7%	(7)	14%	(14)	98
#1 Issue: Other	15%	(13)	32%	(27)	3%	(3)	49%	(41)	82

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**Table MGC13\_2:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Be attentive to the latest news

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	41%	(415)	36%	(363)	7%	(75)	15%	(148)	1000
2018 House Vote: Democrat	50%	(56)	35%	(39)	7%	(8)	9%	(10)	112
2016 Vote: Hillary Clinton	50%	(39)	35%	(27)	5%	(4)	10%	(7)	78
2016 Vote: Didn't Vote	40%	(356)	36%	(319)	8%	(68)	16%	(138)	881
Voted in 2014: No	42%	(406)	36%	(352)	7%	(73)	15%	(141)	972
2012 Vote: Didn't Vote	41%	(405)	37%	(357)	7%	(73)	15%	(143)	978
4-Region: Northeast	47%	(102)	36%	(78)	5%	(10)	12%	(26)	216
4-Region: Midwest	37%	(87)	38%	(87)	10%	(23)	15%	(35)	232
4-Region: South	41%	(137)	35%	(117)	7%	(24)	18%	(59)	337
4-Region: West	41%	(89)	38%	(81)	8%	(18)	13%	(28)	216

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

**Table MGC13\_3: Do you expect to do the following more or less when social distancing and self-quarantining ends?**  
*Be aware of my personal health*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	59%	(592)	26%	(261)	4%	(39)	11%	(107)	1000
Gender: Male	59%	(290)	25%	(125)	4%	(19)	11%	(55)	489
Gender: Female	59%	(302)	27%	(137)	4%	(20)	10%	(53)	511
Age: 18-34	60%	(301)	27%	(139)	4%	(20)	9%	(46)	506
Generation Z: 13-23	59%	(592)	26%	(261)	4%	(39)	11%	(107)	1000
PID: Dem (no lean)	65%	(231)	25%	(88)	3%	(12)	7%	(25)	355
PID: Ind (no lean)	54%	(238)	27%	(121)	4%	(17)	15%	(69)	445
PID: Rep (no lean)	61%	(123)	26%	(53)	5%	(11)	7%	(14)	201
PID/Gender: Dem Men	65%	(105)	24%	(38)	2%	(4)	8%	(14)	160
PID/Gender: Dem Women	65%	(126)	26%	(50)	4%	(8)	6%	(11)	195
PID/Gender: Ind Men	53%	(117)	27%	(61)	4%	(9)	16%	(36)	223
PID/Gender: Ind Women	55%	(121)	27%	(60)	4%	(8)	15%	(33)	222
PID/Gender: Rep Men	64%	(68)	24%	(26)	6%	(7)	5%	(5)	106
PID/Gender: Rep Women	58%	(55)	29%	(27)	4%	(4)	9%	(8)	95
Ideo: Liberal (1-3)	63%	(204)	30%	(96)	4%	(12)	4%	(12)	324
Ideo: Moderate (4)	62%	(114)	29%	(54)	3%	(5)	6%	(11)	185
Ideo: Conservative (5-7)	63%	(109)	25%	(43)	6%	(11)	6%	(10)	173
Educ: < College	59%	(537)	26%	(240)	4%	(35)	11%	(104)	916
Educ: Bachelors degree	70%	(51)	24%	(17)	4%	(3)	2%	(1)	72
Income: Under 50k	56%	(272)	25%	(124)	4%	(20)	15%	(72)	488
Income: 50k-100k	62%	(204)	27%	(89)	5%	(16)	6%	(20)	328
Income: 100k+	63%	(116)	26%	(48)	2%	(3)	8%	(16)	183
Ethnicity: White	59%	(375)	28%	(181)	4%	(24)	9%	(57)	638
Ethnicity: Hispanic	58%	(118)	23%	(46)	4%	(9)	14%	(29)	203
Ethnicity: Afr. Am.	50%	(66)	26%	(34)	6%	(8)	17%	(23)	131
Ethnicity: Other	65%	(151)	20%	(46)	3%	(7)	12%	(27)	231
All Christian	65%	(179)	25%	(69)	3%	(7)	7%	(19)	274
All Non-Christian	63%	(41)	25%	(16)	4%	(2)	8%	(5)	65
Atheist	58%	(66)	27%	(31)	5%	(6)	9%	(10)	113
Agnostic/Nothing in particular	56%	(307)	27%	(146)	4%	(23)	13%	(73)	548
Religious Non-Protestant/Catholic	62%	(51)	23%	(19)	5%	(4)	9%	(8)	82

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**Table MGC13\_3:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Be aware of my personal health

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	59%	(592)	26%	(261)	4%	(39)	11%	(107)	1000
Evangelical	56%	(101)	28%	(51)	5%	(9)	11%	(20)	180
Non-Evangelical	65%	(184)	25%	(70)	2%	(5)	9%	(25)	283
Community: Urban	63%	(162)	25%	(64)	3%	(9)	8%	(21)	256
Community: Suburban	60%	(325)	25%	(133)	4%	(23)	11%	(58)	539
Community: Rural	51%	(106)	31%	(64)	4%	(8)	14%	(28)	206
Employ: Private Sector	63%	(53)	30%	(25)	4%	(4)	3%	(3)	84
Employ: Unemployed	57%	(87)	26%	(40)	2%	(3)	15%	(23)	154
Military HH: Yes	47%	(62)	35%	(47)	8%	(11)	10%	(14)	132
Military HH: No	61%	(530)	25%	(215)	3%	(29)	11%	(94)	868
RD/WT: Right Direction	55%	(169)	26%	(80)	5%	(16)	13%	(41)	305
RD/WT: Wrong Track	61%	(423)	26%	(182)	3%	(23)	10%	(66)	695
Trump Job Approve	59%	(162)	29%	(78)	3%	(8)	9%	(26)	274
Trump Job Disapprove	62%	(361)	27%	(156)	4%	(24)	8%	(45)	586
Trump Job Strongly Approve	65%	(70)	23%	(25)	4%	(5)	8%	(8)	109
Trump Job Somewhat Approve	56%	(92)	32%	(53)	2%	(3)	10%	(17)	166
Trump Job Somewhat Disapprove	63%	(132)	25%	(51)	5%	(10)	7%	(15)	209
Trump Job Strongly Disapprove	61%	(229)	28%	(105)	4%	(14)	8%	(29)	377
Favorable of Trump	61%	(156)	29%	(73)	4%	(11)	6%	(15)	256
Unfavorable of Trump	61%	(368)	27%	(164)	4%	(23)	8%	(51)	606
Very Favorable of Trump	67%	(73)	21%	(23)	6%	(7)	5%	(6)	109
Somewhat Favorable of Trump	56%	(83)	34%	(50)	3%	(5)	6%	(9)	147
Somewhat Unfavorable of Trump	60%	(105)	25%	(43)	5%	(9)	10%	(18)	176
Very Unfavorable of Trump	61%	(264)	28%	(120)	3%	(14)	8%	(32)	430
#1 Issue: Economy	62%	(184)	29%	(85)	2%	(6)	7%	(21)	296
#1 Issue: Security	69%	(52)	17%	(13)	3%	(3)	11%	(8)	76
#1 Issue: Health Care	59%	(101)	26%	(45)	8%	(13)	7%	(12)	171
#1 Issue: Women's Issues	58%	(68)	29%	(34)	3%	(4)	10%	(12)	117
#1 Issue: Education	61%	(88)	21%	(31)	6%	(9)	12%	(18)	145
#1 Issue: Energy	56%	(54)	32%	(31)	3%	(3)	9%	(9)	98
#1 Issue: Other	45%	(37)	24%	(20)	—	(0)	31%	(26)	82

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**Table MGC13\_3:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Be aware of my personal health

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	59%	(592)	26%	(261)	4%	(39)	11%	(107)	1000
2018 House Vote: Democrat	65%	(73)	27%	(30)	3%	(3)	5%	(6)	112
2016 Vote: Hillary Clinton	66%	(51)	24%	(19)	3%	(2)	7%	(6)	78
2016 Vote: Didn't Vote	59%	(517)	26%	(229)	4%	(34)	11%	(101)	881
Voted in 2014: No	60%	(580)	26%	(253)	4%	(37)	10%	(101)	972
2012 Vote: Didn't Vote	59%	(578)	27%	(260)	4%	(37)	10%	(102)	978
4-Region: Northeast	60%	(130)	27%	(57)	2%	(5)	11%	(24)	216
4-Region: Midwest	57%	(131)	27%	(61)	6%	(14)	11%	(25)	232
4-Region: South	58%	(194)	27%	(91)	4%	(12)	11%	(38)	337
4-Region: West	63%	(137)	24%	(51)	4%	(8)	9%	(20)	216

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

**Table MGC13\_4:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Be aware of my finances

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	51%	(510)	29%	(287)	3%	(35)	17%	(168)	1000
Gender: Male	52%	(252)	28%	(137)	3%	(13)	18%	(86)	489
Gender: Female	50%	(258)	29%	(150)	4%	(21)	16%	(82)	511
Age: 18-34	60%	(304)	25%	(125)	3%	(17)	12%	(60)	506
Generation Z: 13-23	51%	(510)	29%	(287)	3%	(35)	17%	(168)	1000
PID: Dem (no lean)	59%	(210)	25%	(90)	2%	(8)	13%	(47)	355
PID: Ind (no lean)	43%	(193)	30%	(131)	5%	(21)	22%	(99)	445
PID: Rep (no lean)	53%	(107)	33%	(66)	3%	(6)	11%	(22)	201
PID/Gender: Dem Men	62%	(99)	22%	(35)	2%	(4)	14%	(22)	160
PID/Gender: Dem Women	57%	(112)	28%	(54)	2%	(5)	12%	(24)	195
PID/Gender: Ind Men	42%	(92)	32%	(70)	4%	(10)	23%	(50)	223
PID/Gender: Ind Women	45%	(101)	28%	(61)	5%	(11)	22%	(49)	222
PID/Gender: Rep Men	57%	(61)	30%	(31)	—	(0)	13%	(14)	106
PID/Gender: Rep Women	49%	(46)	36%	(34)	6%	(6)	9%	(9)	95
Ideo: Liberal (1-3)	59%	(192)	26%	(84)	4%	(14)	10%	(33)	324
Ideo: Moderate (4)	54%	(101)	31%	(57)	2%	(3)	13%	(24)	185
Ideo: Conservative (5-7)	60%	(103)	31%	(54)	2%	(4)	7%	(12)	173
Educ: < College	50%	(456)	29%	(265)	3%	(31)	18%	(163)	916
Educ: Bachelors degree	71%	(51)	23%	(16)	5%	(3)	2%	(1)	72
Income: Under 50k	50%	(245)	25%	(122)	4%	(20)	21%	(101)	488
Income: 50k-100k	54%	(178)	31%	(102)	4%	(12)	11%	(37)	328
Income: 100k+	48%	(87)	35%	(63)	1%	(2)	17%	(30)	183
Ethnicity: White	51%	(328)	33%	(212)	3%	(16)	13%	(81)	638
Ethnicity: Hispanic	46%	(93)	24%	(48)	6%	(11)	25%	(50)	203
Ethnicity: Afr. Am.	49%	(64)	18%	(23)	6%	(8)	27%	(36)	131
Ethnicity: Other	51%	(119)	22%	(51)	5%	(10)	22%	(51)	231
All Christian	54%	(149)	33%	(91)	1%	(4)	11%	(30)	274
All Non-Christian	55%	(35)	30%	(19)	2%	(1)	14%	(9)	65
Atheist	53%	(60)	29%	(33)	1%	(1)	16%	(18)	113
Agnostic/Nothing in particular	49%	(266)	26%	(143)	5%	(28)	20%	(111)	548
Religious Non-Protestant/Catholic	44%	(36)	40%	(33)	2%	(2)	13%	(11)	82

Continued on next page

**Table MGC13\_4:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Be aware of my finances

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	51%	(510)	29%	(287)	3%	(35)	17%	(168)	1000
Evangelical	45%	(82)	32%	(58)	4%	(7)	19%	(34)	180
Non-Evangelical	57%	(162)	26%	(74)	3%	(8)	14%	(40)	283
Community: Urban	57%	(146)	24%	(61)	4%	(11)	15%	(38)	256
Community: Suburban	51%	(277)	29%	(157)	2%	(10)	18%	(95)	539
Community: Rural	43%	(88)	33%	(69)	6%	(13)	17%	(36)	206
Employ: Private Sector	66%	(56)	25%	(21)	3%	(3)	5%	(4)	84
Employ: Unemployed	50%	(77)	18%	(28)	5%	(8)	26%	(40)	154
Military HH: Yes	36%	(48)	39%	(52)	8%	(11)	16%	(22)	132
Military HH: No	53%	(463)	27%	(235)	3%	(24)	17%	(146)	868
RD/WT: Right Direction	44%	(134)	31%	(95)	4%	(12)	21%	(63)	305
RD/WT: Wrong Track	54%	(376)	28%	(192)	3%	(22)	15%	(105)	695
Trump Job Approve	52%	(142)	33%	(91)	2%	(6)	13%	(35)	274
Trump Job Disapprove	56%	(326)	27%	(157)	4%	(22)	14%	(81)	586
Trump Job Strongly Approve	51%	(55)	33%	(36)	4%	(4)	12%	(13)	109
Trump Job Somewhat Approve	52%	(86)	33%	(55)	1%	(2)	13%	(22)	166
Trump Job Somewhat Disapprove	61%	(128)	27%	(56)	3%	(6)	10%	(20)	209
Trump Job Strongly Disapprove	53%	(199)	27%	(101)	4%	(16)	16%	(61)	377
Favorable of Trump	52%	(132)	35%	(89)	3%	(8)	10%	(27)	256
Unfavorable of Trump	55%	(333)	27%	(162)	3%	(21)	15%	(90)	606
Very Favorable of Trump	53%	(58)	30%	(33)	5%	(5)	11%	(12)	109
Somewhat Favorable of Trump	50%	(74)	38%	(56)	2%	(2)	10%	(14)	147
Somewhat Unfavorable of Trump	55%	(97)	28%	(48)	2%	(4)	15%	(26)	176
Very Unfavorable of Trump	55%	(236)	26%	(113)	4%	(17)	15%	(64)	430
#1 Issue: Economy	62%	(184)	23%	(69)	3%	(9)	12%	(35)	296
#1 Issue: Security	50%	(38)	35%	(27)	4%	(3)	11%	(8)	76
#1 Issue: Health Care	53%	(90)	32%	(55)	2%	(4)	13%	(22)	171
#1 Issue: Women's Issues	43%	(51)	32%	(38)	6%	(8)	18%	(21)	117
#1 Issue: Education	42%	(61)	37%	(54)	5%	(8)	16%	(23)	145
#1 Issue: Energy	59%	(58)	25%	(24)	1%	(1)	15%	(14)	98
#1 Issue: Other	32%	(27)	19%	(15)	1%	(1)	48%	(39)	82

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**Table MGC13\_4:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Be aware of my finances

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	51%	(510)	29%	(287)	3%	(35)	17%	(168)	1000
2018 House Vote: Democrat	70%	(79)	21%	(23)	2%	(2)	7%	(8)	112
2016 Vote: Hillary Clinton	60%	(46)	25%	(20)	6%	(5)	9%	(7)	78
2016 Vote: Didn't Vote	50%	(440)	29%	(254)	3%	(28)	18%	(159)	881
Voted in 2014: No	51%	(497)	29%	(280)	3%	(34)	17%	(162)	972
2012 Vote: Didn't Vote	51%	(498)	29%	(283)	4%	(35)	17%	(162)	978
4-Region: Northeast	57%	(123)	28%	(59)	2%	(4)	14%	(30)	216
4-Region: Midwest	46%	(108)	32%	(74)	5%	(12)	17%	(38)	232
4-Region: South	49%	(165)	27%	(91)	4%	(14)	20%	(67)	337
4-Region: West	53%	(115)	29%	(62)	2%	(5)	15%	(33)	216

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

**Table MGC13\_5: Do you expect to do the following more or less when social distancing and self-quarantining ends?**  
*Be interested in flexible employment options*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	42%	(421)	33%	(332)	5%	(52)	19%	(195)	1000
Gender: Male	42%	(204)	34%	(164)	6%	(29)	19%	(92)	489
Gender: Female	42%	(217)	33%	(168)	4%	(23)	20%	(103)	511
Age: 18-34	50%	(252)	32%	(160)	5%	(25)	14%	(69)	506
Generation Z: 13-23	42%	(421)	33%	(332)	5%	(52)	19%	(195)	1000
PID: Dem (no lean)	48%	(169)	33%	(118)	5%	(19)	14%	(49)	355
PID: Ind (no lean)	40%	(178)	30%	(133)	4%	(17)	26%	(116)	445
PID: Rep (no lean)	37%	(74)	41%	(82)	8%	(15)	14%	(29)	201
PID/Gender: Dem Men	46%	(73)	34%	(54)	7%	(12)	13%	(21)	160
PID/Gender: Dem Women	49%	(95)	33%	(64)	4%	(8)	14%	(28)	195
PID/Gender: Ind Men	42%	(93)	30%	(66)	4%	(9)	25%	(55)	223
PID/Gender: Ind Women	38%	(85)	30%	(67)	4%	(8)	28%	(61)	222
PID/Gender: Rep Men	36%	(38)	41%	(44)	8%	(9)	15%	(15)	106
PID/Gender: Rep Women	38%	(36)	40%	(38)	7%	(7)	14%	(14)	95
Ideo: Liberal (1-3)	50%	(160)	34%	(110)	6%	(19)	11%	(34)	324
Ideo: Moderate (4)	47%	(87)	34%	(63)	2%	(4)	17%	(31)	185
Ideo: Conservative (5-7)	43%	(75)	39%	(67)	6%	(10)	12%	(21)	173
Educ: < College	42%	(382)	32%	(297)	5%	(49)	21%	(188)	916
Educ: Bachelors degree	49%	(35)	42%	(30)	4%	(3)	5%	(3)	72
Income: Under 50k	43%	(210)	28%	(139)	6%	(30)	22%	(109)	488
Income: 50k-100k	39%	(127)	40%	(131)	5%	(16)	16%	(54)	328
Income: 100k+	46%	(84)	34%	(62)	4%	(6)	17%	(31)	183
Ethnicity: White	43%	(275)	37%	(236)	4%	(25)	16%	(102)	638
Ethnicity: Hispanic	38%	(77)	30%	(62)	4%	(9)	27%	(55)	203
Ethnicity: Afr. Am.	41%	(54)	21%	(27)	7%	(10)	30%	(40)	131
Ethnicity: Other	40%	(92)	30%	(69)	8%	(17)	23%	(53)	231
All Christian	43%	(117)	37%	(102)	3%	(10)	17%	(46)	274
All Non-Christian	50%	(32)	32%	(21)	8%	(5)	10%	(6)	65
Atheist	45%	(51)	36%	(41)	4%	(4)	14%	(16)	113
Agnostic/Nothing in particular	40%	(221)	31%	(169)	6%	(33)	23%	(125)	548
Religious Non-Protestant/Catholic	43%	(35)	39%	(32)	7%	(6)	11%	(9)	82

Continued on next page

**Table MGC13\_5:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Be interested in flexible employment options

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	42%	(421)	33%	(332)	5%	(52)	19%	(195)	1000
Evangelical	43%	(77)	31%	(56)	4%	(7)	22%	(40)	180
Non-Evangelical	43%	(122)	34%	(96)	4%	(13)	19%	(53)	283
Community: Urban	40%	(103)	34%	(86)	7%	(19)	19%	(48)	256
Community: Suburban	45%	(242)	33%	(176)	4%	(21)	19%	(100)	539
Community: Rural	37%	(76)	34%	(70)	6%	(13)	23%	(47)	206
Employ: Private Sector	53%	(45)	34%	(29)	6%	(5)	6%	(5)	84
Employ: Unemployed	43%	(66)	27%	(41)	6%	(9)	25%	(38)	154
Military HH: Yes	32%	(42)	36%	(48)	11%	(15)	20%	(27)	132
Military HH: No	44%	(379)	33%	(284)	4%	(37)	19%	(168)	868
RD/WT: Right Direction	36%	(111)	33%	(100)	7%	(20)	24%	(74)	305
RD/WT: Wrong Track	45%	(310)	33%	(232)	5%	(32)	17%	(121)	695
Trump Job Approve	41%	(114)	38%	(103)	5%	(15)	16%	(43)	274
Trump Job Disapprove	45%	(266)	33%	(196)	5%	(32)	16%	(92)	586
Trump Job Strongly Approve	39%	(43)	34%	(37)	10%	(10)	17%	(19)	109
Trump Job Somewhat Approve	43%	(71)	40%	(67)	3%	(4)	15%	(24)	166
Trump Job Somewhat Disapprove	49%	(102)	35%	(73)	4%	(8)	13%	(26)	209
Trump Job Strongly Disapprove	43%	(163)	33%	(123)	6%	(24)	17%	(66)	377
Favorable of Trump	41%	(104)	38%	(97)	7%	(18)	14%	(37)	256
Unfavorable of Trump	45%	(271)	33%	(199)	5%	(33)	17%	(103)	606
Very Favorable of Trump	41%	(45)	32%	(35)	12%	(13)	14%	(15)	109
Somewhat Favorable of Trump	40%	(59)	42%	(62)	3%	(5)	15%	(22)	147
Somewhat Unfavorable of Trump	44%	(78)	34%	(59)	4%	(6)	18%	(32)	176
Very Unfavorable of Trump	45%	(193)	33%	(140)	6%	(26)	16%	(71)	430
#1 Issue: Economy	48%	(142)	32%	(94)	4%	(13)	16%	(47)	296
#1 Issue: Security	39%	(29)	38%	(29)	6%	(5)	17%	(13)	76
#1 Issue: Health Care	45%	(77)	36%	(62)	4%	(7)	14%	(24)	171
#1 Issue: Women's Issues	35%	(41)	43%	(50)	6%	(7)	17%	(20)	117
#1 Issue: Education	41%	(59)	34%	(49)	6%	(9)	20%	(29)	145
#1 Issue: Energy	52%	(51)	28%	(27)	6%	(6)	14%	(14)	98
#1 Issue: Other	25%	(21)	21%	(17)	1%	(1)	53%	(44)	82

Continued on next page

**Table MGC13\_5:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Be interested in flexible employment options

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	42%	(421)	33%	(332)	5%	(52)	19%	(195)	1000
2018 House Vote: Democrat	56%	(63)	30%	(34)	6%	(6)	8%	(9)	112
2016 Vote: Hillary Clinton	45%	(35)	38%	(29)	8%	(6)	9%	(7)	78
2016 Vote: Didn't Vote	41%	(364)	33%	(288)	5%	(44)	21%	(185)	881
Voted in 2014: No	43%	(414)	33%	(321)	5%	(49)	19%	(188)	972
2012 Vote: Didn't Vote	42%	(411)	33%	(327)	5%	(50)	19%	(190)	978
4-Region: Northeast	48%	(103)	33%	(72)	5%	(11)	14%	(30)	216
4-Region: Midwest	39%	(89)	37%	(85)	6%	(13)	19%	(44)	232
4-Region: South	39%	(132)	33%	(110)	6%	(20)	22%	(75)	337
4-Region: West	45%	(97)	30%	(65)	4%	(8)	21%	(45)	216

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

**Table MGC13\_6:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Connect with friends

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	59%	(590)	21%	(214)	9%	(94)	10%	(102)	1000
Gender: Male	56%	(275)	24%	(116)	9%	(42)	11%	(55)	489
Gender: Female	61%	(314)	19%	(98)	10%	(52)	9%	(47)	511
Age: 18-34	59%	(296)	24%	(124)	7%	(37)	10%	(49)	506
Generation Z: 13-23	59%	(590)	21%	(214)	9%	(94)	10%	(102)	1000
PID: Dem (no lean)	62%	(221)	21%	(73)	10%	(36)	7%	(23)	355
PID: Ind (no lean)	52%	(231)	23%	(104)	10%	(45)	15%	(65)	445
PID: Rep (no lean)	68%	(137)	18%	(37)	6%	(13)	7%	(14)	201
PID/Gender: Dem Men	61%	(97)	23%	(36)	9%	(14)	8%	(13)	160
PID/Gender: Dem Women	64%	(125)	19%	(37)	11%	(22)	5%	(11)	195
PID/Gender: Ind Men	47%	(104)	27%	(60)	10%	(23)	16%	(36)	223
PID/Gender: Ind Women	57%	(127)	20%	(44)	10%	(22)	13%	(29)	222
PID/Gender: Rep Men	70%	(75)	19%	(20)	5%	(5)	6%	(6)	106
PID/Gender: Rep Women	66%	(62)	18%	(17)	8%	(7)	8%	(8)	95
Ideo: Liberal (1-3)	65%	(210)	21%	(67)	11%	(36)	3%	(10)	324
Ideo: Moderate (4)	54%	(100)	30%	(56)	7%	(13)	8%	(16)	185
Ideo: Conservative (5-7)	66%	(114)	21%	(36)	9%	(15)	5%	(8)	173
Educ: < College	59%	(538)	21%	(193)	10%	(87)	11%	(97)	916
Educ: Bachelors degree	64%	(46)	27%	(19)	6%	(5)	3%	(2)	72
Income: Under 50k	52%	(256)	22%	(106)	12%	(58)	14%	(69)	488
Income: 50k-100k	64%	(211)	23%	(76)	7%	(22)	6%	(19)	328
Income: 100k+	67%	(123)	18%	(32)	8%	(15)	8%	(14)	183
Ethnicity: White	61%	(389)	22%	(143)	9%	(55)	8%	(51)	638
Ethnicity: Hispanic	48%	(98)	26%	(53)	9%	(19)	16%	(33)	203
Ethnicity: Afr. Am.	49%	(64)	24%	(31)	12%	(16)	15%	(20)	131
Ethnicity: Other	59%	(137)	17%	(40)	10%	(23)	13%	(31)	231
All Christian	67%	(184)	20%	(54)	7%	(20)	6%	(16)	274
All Non-Christian	62%	(41)	21%	(14)	10%	(6)	7%	(5)	65
Atheist	55%	(62)	25%	(28)	10%	(11)	10%	(11)	113
Agnostic/Nothing in particular	55%	(302)	22%	(119)	10%	(57)	13%	(70)	548
Religious Non-Protestant/Catholic	63%	(52)	19%	(16)	9%	(8)	8%	(7)	82

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**Table MGC13\_6:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Connect with friends

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	59%	(590)	21%	(214)	9%	(94)	10%	(102)	1000
Evangelical	66%	(118)	17%	(30)	8%	(14)	10%	(17)	180
Non-Evangelical	65%	(186)	19%	(54)	8%	(23)	7%	(21)	283
Community: Urban	62%	(160)	23%	(59)	6%	(14)	9%	(22)	256
Community: Suburban	59%	(318)	21%	(113)	10%	(56)	10%	(53)	539
Community: Rural	54%	(112)	21%	(42)	12%	(24)	13%	(27)	206
Employ: Private Sector	65%	(55)	25%	(21)	5%	(4)	5%	(4)	84
Employ: Unemployed	50%	(77)	23%	(36)	9%	(14)	18%	(27)	154
Military HH: Yes	57%	(76)	24%	(31)	10%	(13)	9%	(12)	132
Military HH: No	59%	(514)	21%	(183)	9%	(81)	10%	(90)	868
RD/WT: Right Direction	54%	(166)	23%	(70)	9%	(27)	14%	(43)	305
RD/WT: Wrong Track	61%	(424)	21%	(144)	10%	(67)	9%	(59)	695
Trump Job Approve	61%	(167)	22%	(60)	7%	(19)	10%	(28)	274
Trump Job Disapprove	60%	(354)	22%	(131)	11%	(62)	7%	(39)	586
Trump Job Strongly Approve	63%	(68)	20%	(21)	9%	(9)	9%	(10)	109
Trump Job Somewhat Approve	60%	(99)	23%	(39)	6%	(10)	11%	(18)	166
Trump Job Somewhat Disapprove	60%	(125)	23%	(48)	12%	(24)	6%	(12)	209
Trump Job Strongly Disapprove	61%	(229)	22%	(83)	10%	(38)	7%	(27)	377
Favorable of Trump	64%	(163)	22%	(56)	8%	(21)	6%	(16)	256
Unfavorable of Trump	60%	(366)	22%	(132)	10%	(63)	7%	(44)	606
Very Favorable of Trump	59%	(64)	21%	(23)	11%	(12)	9%	(10)	109
Somewhat Favorable of Trump	67%	(99)	23%	(33)	6%	(9)	4%	(6)	147
Somewhat Unfavorable of Trump	54%	(94)	24%	(42)	13%	(22)	10%	(17)	176
Very Unfavorable of Trump	63%	(272)	21%	(90)	10%	(41)	6%	(27)	430
#1 Issue: Economy	59%	(175)	25%	(73)	9%	(26)	8%	(22)	296
#1 Issue: Security	60%	(46)	19%	(15)	11%	(9)	9%	(7)	76
#1 Issue: Health Care	59%	(100)	25%	(43)	9%	(16)	7%	(12)	171
#1 Issue: Women's Issues	63%	(74)	20%	(23)	9%	(11)	8%	(9)	117
#1 Issue: Education	58%	(85)	21%	(30)	10%	(14)	11%	(16)	145
#1 Issue: Energy	71%	(69)	14%	(14)	7%	(7)	8%	(8)	98
#1 Issue: Other	42%	(35)	15%	(12)	12%	(10)	31%	(25)	82

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**Table MGC13\_6:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Connect with friends

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	59%	(590)	21%	(214)	9%	(94)	10%	(102)	1000
2018 House Vote: Democrat	60%	(67)	25%	(28)	9%	(10)	7%	(7)	112
2016 Vote: Hillary Clinton	52%	(41)	27%	(21)	11%	(9)	10%	(8)	78
2016 Vote: Didn't Vote	59%	(521)	21%	(183)	9%	(83)	11%	(94)	881
Voted in 2014: No	59%	(576)	21%	(208)	9%	(92)	10%	(96)	972
2012 Vote: Didn't Vote	59%	(578)	22%	(212)	9%	(91)	10%	(97)	978
4-Region: Northeast	61%	(132)	20%	(43)	9%	(20)	10%	(21)	216
4-Region: Midwest	53%	(122)	24%	(57)	12%	(27)	11%	(26)	232
4-Region: South	61%	(206)	21%	(69)	8%	(27)	10%	(34)	337
4-Region: West	60%	(129)	21%	(46)	10%	(21)	10%	(21)	216

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

**Table MGC13\_7: Do you expect to do the following more or less when social distancing and self-quarantining ends?**  
*Connect with family*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	54%	(542)	28%	(284)	7%	(72)	10%	(102)	1000
Gender: Male	53%	(257)	31%	(150)	5%	(26)	11%	(56)	489
Gender: Female	56%	(285)	26%	(134)	9%	(46)	9%	(46)	511
Age: 18-34	54%	(275)	30%	(151)	5%	(28)	10%	(52)	506
Generation Z: 13-23	54%	(542)	28%	(284)	7%	(72)	10%	(102)	1000
PID: Dem (no lean)	60%	(212)	25%	(90)	9%	(31)	6%	(22)	355
PID: Ind (no lean)	47%	(209)	32%	(144)	6%	(28)	14%	(64)	445
PID: Rep (no lean)	61%	(121)	25%	(50)	7%	(13)	8%	(16)	201
PID/Gender: Dem Men	62%	(99)	24%	(39)	6%	(9)	8%	(12)	160
PID/Gender: Dem Women	58%	(112)	26%	(51)	11%	(22)	5%	(9)	195
PID/Gender: Ind Men	43%	(95)	37%	(81)	5%	(11)	16%	(35)	223
PID/Gender: Ind Women	51%	(114)	28%	(62)	8%	(17)	13%	(29)	222
PID/Gender: Rep Men	60%	(63)	28%	(29)	5%	(6)	7%	(8)	106
PID/Gender: Rep Women	62%	(58)	22%	(21)	8%	(7)	8%	(8)	95
Ideo: Liberal (1-3)	57%	(186)	30%	(96)	9%	(30)	4%	(13)	324
Ideo: Moderate (4)	52%	(95)	35%	(65)	6%	(12)	7%	(13)	185
Ideo: Conservative (5-7)	63%	(109)	23%	(40)	8%	(14)	6%	(10)	173
Educ: < College	53%	(487)	29%	(261)	8%	(70)	11%	(97)	916
Educ: Bachelors degree	68%	(49)	26%	(19)	3%	(2)	3%	(2)	72
Income: Under 50k	49%	(238)	28%	(138)	9%	(42)	14%	(70)	488
Income: 50k-100k	60%	(196)	30%	(98)	5%	(17)	5%	(17)	328
Income: 100k+	59%	(109)	26%	(47)	7%	(13)	8%	(15)	183
Ethnicity: White	57%	(361)	29%	(182)	7%	(44)	8%	(51)	638
Ethnicity: Hispanic	46%	(93)	29%	(58)	10%	(20)	16%	(32)	203
Ethnicity: Afr. Am.	45%	(59)	33%	(43)	5%	(7)	17%	(22)	131
Ethnicity: Other	53%	(123)	25%	(59)	9%	(21)	12%	(28)	231
All Christian	60%	(165)	26%	(71)	8%	(21)	6%	(17)	274
All Non-Christian	61%	(40)	22%	(14)	8%	(5)	9%	(6)	65
Atheist	39%	(44)	42%	(48)	9%	(10)	9%	(10)	113
Agnostic/Nothing in particular	53%	(293)	28%	(151)	7%	(36)	12%	(68)	548
Religious Non-Protestant/Catholic	60%	(50)	22%	(18)	8%	(6)	10%	(8)	82

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**Table MGC13\_7:** Do you expect to do the following more or less when social distancing and self-quarantining ends?

Connect with family

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	54%	(542)	28%	(284)	7%	(72)	10%	(102)	1000
Evangelical	54%	(97)	26%	(46)	11%	(19)	10%	(18)	180
Non-Evangelical	63%	(179)	25%	(69)	5%	(15)	7%	(20)	283
Community: Urban	59%	(151)	24%	(62)	8%	(21)	8%	(22)	256
Community: Suburban	53%	(286)	30%	(162)	7%	(39)	10%	(52)	539
Community: Rural	51%	(105)	29%	(60)	6%	(12)	14%	(28)	206
Employ: Private Sector	60%	(50)	34%	(29)	2%	(2)	4%	(3)	84
Employ: Unemployed	49%	(76)	27%	(41)	9%	(13)	15%	(23)	154
Military HH: Yes	47%	(62)	33%	(43)	9%	(12)	11%	(15)	132
Military HH: No	55%	(480)	28%	(241)	7%	(61)	10%	(87)	868
RD/WT: Right Direction	50%	(153)	29%	(89)	7%	(22)	14%	(42)	305
RD/WT: Wrong Track	56%	(389)	28%	(195)	7%	(50)	9%	(60)	695
Trump Job Approve	55%	(150)	30%	(81)	6%	(16)	10%	(27)	274
Trump Job Disapprove	57%	(333)	28%	(167)	8%	(46)	7%	(41)	586
Trump Job Strongly Approve	61%	(67)	23%	(25)	6%	(6)	10%	(11)	109
Trump Job Somewhat Approve	51%	(84)	34%	(56)	6%	(9)	10%	(16)	166
Trump Job Somewhat Disapprove	59%	(123)	29%	(60)	7%	(15)	5%	(11)	209
Trump Job Strongly Disapprove	56%	(209)	28%	(107)	8%	(31)	8%	(30)	377
Favorable of Trump	57%	(146)	32%	(81)	6%	(16)	5%	(13)	256
Unfavorable of Trump	56%	(339)	28%	(170)	8%	(49)	8%	(48)	606
Very Favorable of Trump	61%	(66)	26%	(29)	7%	(8)	5%	(6)	109
Somewhat Favorable of Trump	54%	(80)	35%	(52)	6%	(8)	5%	(7)	147
Somewhat Unfavorable of Trump	57%	(101)	25%	(44)	7%	(12)	11%	(19)	176
Very Unfavorable of Trump	55%	(238)	29%	(126)	9%	(38)	7%	(28)	430
#1 Issue: Economy	60%	(179)	25%	(74)	6%	(17)	9%	(26)	296
#1 Issue: Security	66%	(50)	19%	(15)	6%	(5)	9%	(7)	76
#1 Issue: Health Care	53%	(91)	35%	(59)	7%	(11)	5%	(9)	171
#1 Issue: Women's Issues	51%	(60)	28%	(32)	11%	(12)	11%	(13)	117
#1 Issue: Education	52%	(76)	30%	(43)	7%	(10)	11%	(16)	145
#1 Issue: Energy	56%	(55)	27%	(26)	13%	(12)	4%	(4)	98
#1 Issue: Other	35%	(29)	33%	(27)	5%	(4)	27%	(22)	82

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**Table MGC13\_7:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Connect with family

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	54%	(542)	28%	(284)	7%	(72)	10%	(102)	1000
2018 House Vote: Democrat	61%	(68)	28%	(32)	5%	(6)	5%	(6)	112
2016 Vote: Hillary Clinton	55%	(43)	33%	(25)	4%	(3)	8%	(6)	78
2016 Vote: Didn't Vote	54%	(475)	27%	(242)	8%	(69)	11%	(95)	881
Voted in 2014: No	54%	(527)	29%	(277)	7%	(72)	10%	(96)	972
2012 Vote: Didn't Vote	54%	(529)	29%	(280)	7%	(72)	10%	(97)	978
4-Region: Northeast	55%	(119)	28%	(60)	5%	(11)	12%	(26)	216
4-Region: Midwest	49%	(113)	31%	(72)	10%	(23)	10%	(23)	232
4-Region: South	56%	(187)	29%	(98)	5%	(18)	10%	(33)	337
4-Region: West	57%	(124)	25%	(54)	9%	(20)	9%	(19)	216

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

**Table MGC13\_8:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Have stronger relationships with friends and family through online and digital channels

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	47%	(468)	31%	(309)	9%	(88)	14%	(135)	1000
Gender: Male	45%	(218)	32%	(158)	8%	(39)	15%	(73)	489
Gender: Female	49%	(250)	29%	(151)	10%	(49)	12%	(62)	511
Age: 18-34	46%	(233)	33%	(167)	8%	(42)	13%	(65)	506
Generation Z: 13-23	47%	(468)	31%	(309)	9%	(88)	14%	(135)	1000
PID: Dem (no lean)	51%	(182)	31%	(109)	8%	(30)	10%	(34)	355
PID: Ind (no lean)	43%	(190)	30%	(136)	8%	(36)	19%	(83)	445
PID: Rep (no lean)	48%	(96)	32%	(64)	11%	(22)	9%	(18)	201
PID/Gender: Dem Men	46%	(74)	33%	(53)	8%	(14)	12%	(19)	160
PID/Gender: Dem Women	55%	(108)	29%	(56)	8%	(16)	7%	(14)	195
PID/Gender: Ind Men	42%	(94)	32%	(71)	6%	(14)	20%	(44)	223
PID/Gender: Ind Women	43%	(96)	29%	(64)	10%	(22)	18%	(39)	222
PID/Gender: Rep Men	47%	(50)	32%	(34)	11%	(12)	9%	(10)	106
PID/Gender: Rep Women	48%	(46)	32%	(30)	11%	(10)	9%	(9)	95
Ideo: Liberal (1-3)	52%	(168)	34%	(110)	9%	(28)	6%	(18)	324
Ideo: Moderate (4)	46%	(86)	37%	(68)	6%	(12)	11%	(20)	185
Ideo: Conservative (5-7)	48%	(83)	31%	(54)	14%	(25)	7%	(11)	173
Educ: < College	47%	(427)	31%	(281)	9%	(81)	14%	(127)	916
Educ: Bachelors degree	53%	(38)	34%	(25)	7%	(5)	6%	(5)	72
Income: Under 50k	42%	(207)	32%	(155)	9%	(44)	17%	(83)	488
Income: 50k-100k	50%	(164)	30%	(99)	10%	(33)	10%	(32)	328
Income: 100k+	53%	(97)	30%	(55)	6%	(10)	11%	(20)	183
Ethnicity: White	46%	(291)	34%	(216)	9%	(58)	11%	(73)	638
Ethnicity: Hispanic	45%	(90)	31%	(62)	6%	(12)	19%	(38)	203
Ethnicity: Afr. Am.	39%	(51)	30%	(39)	10%	(14)	21%	(28)	131
Ethnicity: Other	55%	(126)	24%	(55)	7%	(16)	15%	(34)	231
All Christian	53%	(144)	32%	(88)	7%	(19)	9%	(24)	274
All Non-Christian	49%	(32)	33%	(21)	11%	(7)	7%	(5)	65
Atheist	43%	(49)	39%	(44)	4%	(5)	14%	(16)	113
Agnostic/Nothing in particular	44%	(243)	29%	(157)	10%	(57)	17%	(91)	548
Religious Non-Protestant/Catholic	47%	(39)	34%	(28)	10%	(8)	8%	(7)	82

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**Table MGC13\_8:** *Do you expect to do the following more or less when social distancing and self-quarantining ends?*  
*Have stronger relationships with friends and family through online and digital channels*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	47%	(468)	31%	(309)	9%	(88)	14%	(135)	1000
Evangelical	47%	(85)	28%	(50)	11%	(20)	14%	(25)	180
Non-Evangelical	54%	(152)	29%	(81)	7%	(20)	10%	(30)	283
Community: Urban	51%	(129)	27%	(70)	11%	(28)	11%	(29)	256
Community: Suburban	48%	(260)	30%	(163)	8%	(42)	14%	(73)	539
Community: Rural	38%	(79)	37%	(77)	9%	(18)	16%	(33)	206
Employ: Private Sector	44%	(37)	42%	(35)	7%	(6)	7%	(6)	84
Employ: Unemployed	38%	(58)	33%	(50)	7%	(11)	22%	(34)	154
Military HH: Yes	36%	(47)	38%	(50)	15%	(20)	11%	(15)	132
Military HH: No	48%	(420)	30%	(259)	8%	(68)	14%	(120)	868
RD/WT: Right Direction	40%	(123)	31%	(94)	11%	(33)	18%	(56)	305
RD/WT: Wrong Track	50%	(345)	31%	(215)	8%	(55)	11%	(79)	695
Trump Job Approve	42%	(115)	35%	(97)	10%	(28)	12%	(34)	274
Trump Job Disapprove	51%	(300)	31%	(181)	8%	(45)	10%	(60)	586
Trump Job Strongly Approve	46%	(49)	32%	(35)	11%	(12)	11%	(12)	109
Trump Job Somewhat Approve	39%	(65)	38%	(63)	10%	(16)	13%	(22)	166
Trump Job Somewhat Disapprove	54%	(112)	31%	(64)	10%	(20)	6%	(13)	209
Trump Job Strongly Disapprove	50%	(188)	31%	(117)	7%	(25)	13%	(47)	377
Favorable of Trump	45%	(114)	34%	(88)	12%	(31)	9%	(23)	256
Unfavorable of Trump	50%	(305)	31%	(187)	8%	(46)	11%	(68)	606
Very Favorable of Trump	44%	(48)	30%	(33)	14%	(15)	12%	(13)	109
Somewhat Favorable of Trump	45%	(66)	37%	(55)	11%	(16)	7%	(10)	147
Somewhat Unfavorable of Trump	52%	(92)	28%	(49)	7%	(12)	13%	(23)	176
Very Unfavorable of Trump	50%	(214)	32%	(138)	8%	(33)	10%	(45)	430
#1 Issue: Economy	47%	(138)	35%	(103)	7%	(21)	11%	(34)	296
#1 Issue: Security	42%	(32)	35%	(26)	14%	(10)	10%	(7)	76
#1 Issue: Health Care	52%	(89)	29%	(50)	8%	(13)	11%	(18)	171
#1 Issue: Women's Issues	49%	(58)	31%	(37)	6%	(8)	13%	(16)	117
#1 Issue: Education	50%	(72)	28%	(40)	12%	(17)	11%	(15)	145
#1 Issue: Energy	47%	(46)	32%	(31)	11%	(11)	10%	(9)	98
#1 Issue: Other	36%	(29)	20%	(17)	5%	(5)	39%	(32)	82

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**Table MGC13\_8:** *Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Have stronger relationships with friends and family through online and digital channels*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	47%	(468)	31%	(309)	9%	(88)	14%	(135)	1000
2018 House Vote: Democrat	51%	(57)	34%	(38)	7%	(7)	9%	(10)	112
2016 Vote: Hillary Clinton	42%	(32)	37%	(29)	10%	(8)	12%	(9)	78
2016 Vote: Didn't Vote	47%	(417)	30%	(262)	9%	(78)	14%	(123)	881
Voted in 2014: No	47%	(458)	31%	(299)	9%	(86)	13%	(129)	972
2012 Vote: Didn't Vote	47%	(459)	31%	(304)	9%	(85)	13%	(130)	978
4-Region: Northeast	48%	(103)	29%	(63)	9%	(19)	14%	(30)	216
4-Region: Midwest	43%	(100)	30%	(69)	10%	(24)	17%	(39)	232
4-Region: South	46%	(155)	33%	(111)	8%	(28)	13%	(42)	337
4-Region: West	51%	(110)	31%	(66)	7%	(16)	11%	(24)	216

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

**Table MGC13\_9:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Appreciate the role companies play in society's well-being

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	38%	(379)	35%	(355)	9%	(90)	18%	(176)	1000
Gender: Male	34%	(166)	38%	(186)	11%	(53)	17%	(83)	489
Gender: Female	42%	(213)	33%	(169)	7%	(37)	18%	(93)	511
Age: 18-34	40%	(201)	37%	(185)	8%	(43)	15%	(77)	506
Generation Z: 13-23	38%	(379)	35%	(355)	9%	(90)	18%	(176)	1000
PID: Dem (no lean)	44%	(157)	34%	(119)	9%	(33)	13%	(45)	355
PID: Ind (no lean)	32%	(140)	37%	(164)	9%	(40)	23%	(100)	445
PID: Rep (no lean)	41%	(82)	35%	(71)	9%	(17)	15%	(31)	201
PID/Gender: Dem Men	41%	(66)	31%	(50)	13%	(20)	15%	(24)	160
PID/Gender: Dem Women	47%	(91)	36%	(69)	7%	(13)	11%	(22)	195
PID/Gender: Ind Men	26%	(58)	43%	(95)	11%	(24)	20%	(46)	223
PID/Gender: Ind Women	37%	(83)	31%	(69)	7%	(15)	25%	(55)	222
PID/Gender: Rep Men	39%	(42)	39%	(41)	8%	(9)	14%	(14)	106
PID/Gender: Rep Women	42%	(40)	32%	(30)	9%	(9)	17%	(16)	95
Ideo: Liberal (1-3)	41%	(134)	37%	(121)	13%	(41)	9%	(28)	324
Ideo: Moderate (4)	38%	(70)	43%	(80)	4%	(8)	15%	(27)	185
Ideo: Conservative (5-7)	47%	(81)	34%	(60)	10%	(17)	8%	(15)	173
Educ: < College	37%	(343)	35%	(324)	9%	(82)	18%	(166)	916
Educ: Bachelors degree	43%	(31)	37%	(27)	10%	(7)	10%	(7)	72
Income: Under 50k	34%	(168)	34%	(164)	10%	(48)	22%	(109)	488
Income: 50k-100k	43%	(140)	36%	(117)	9%	(30)	13%	(42)	328
Income: 100k+	38%	(70)	40%	(74)	7%	(13)	14%	(26)	183
Ethnicity: White	39%	(246)	38%	(243)	9%	(55)	15%	(94)	638
Ethnicity: Hispanic	35%	(70)	33%	(67)	8%	(17)	24%	(49)	203
Ethnicity: Afr. Am.	36%	(47)	29%	(39)	7%	(10)	27%	(36)	131
Ethnicity: Other	37%	(85)	32%	(73)	11%	(26)	20%	(47)	231
All Christian	45%	(122)	37%	(101)	5%	(15)	13%	(36)	274
All Non-Christian	38%	(25)	35%	(22)	12%	(8)	15%	(10)	65
Atheist	37%	(42)	38%	(43)	12%	(13)	13%	(15)	113
Agnostic/Nothing in particular	35%	(190)	34%	(188)	10%	(55)	21%	(116)	548
Religious Non-Protestant/Catholic	36%	(29)	37%	(30)	13%	(11)	15%	(12)	82

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**Table MGC13\_9:** *Do you expect to do the following more or less when social distancing and self-quarantining ends?*  
*Appreciate the role companies play in society's well-being*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	38%	(379)	35%	(355)	9%	(90)	18%	(176)	1000
Evangelical	43%	(77)	33%	(60)	7%	(12)	17%	(31)	180
Non-Evangelical	43%	(121)	36%	(102)	4%	(12)	17%	(48)	283
Community: Urban	39%	(99)	35%	(89)	11%	(27)	16%	(41)	256
Community: Suburban	39%	(212)	34%	(184)	9%	(50)	17%	(93)	539
Community: Rural	33%	(68)	40%	(82)	6%	(13)	21%	(43)	206
Employ: Private Sector	45%	(38)	41%	(34)	3%	(3)	11%	(9)	84
Employ: Unemployed	35%	(54)	31%	(48)	9%	(14)	24%	(37)	154
Military HH: Yes	31%	(41)	41%	(54)	15%	(20)	13%	(18)	132
Military HH: No	39%	(338)	35%	(301)	8%	(70)	18%	(159)	868
RD/WT: Right Direction	35%	(107)	38%	(116)	7%	(22)	20%	(61)	305
RD/WT: Wrong Track	39%	(272)	34%	(239)	10%	(69)	17%	(115)	695
Trump Job Approve	37%	(103)	40%	(108)	8%	(22)	15%	(41)	274
Trump Job Disapprove	40%	(232)	36%	(209)	10%	(60)	15%	(86)	586
Trump Job Strongly Approve	38%	(41)	39%	(43)	9%	(10)	13%	(15)	109
Trump Job Somewhat Approve	37%	(62)	40%	(66)	7%	(12)	16%	(27)	166
Trump Job Somewhat Disapprove	43%	(91)	40%	(83)	6%	(12)	11%	(23)	209
Trump Job Strongly Disapprove	37%	(141)	33%	(125)	13%	(48)	17%	(63)	377
Favorable of Trump	39%	(101)	39%	(100)	10%	(26)	11%	(29)	256
Unfavorable of Trump	39%	(234)	37%	(222)	9%	(54)	16%	(96)	606
Very Favorable of Trump	41%	(45)	35%	(38)	11%	(11)	13%	(14)	109
Somewhat Favorable of Trump	38%	(56)	42%	(62)	10%	(14)	10%	(15)	147
Somewhat Unfavorable of Trump	39%	(68)	40%	(70)	6%	(10)	16%	(28)	176
Very Unfavorable of Trump	38%	(166)	35%	(152)	10%	(44)	16%	(68)	430
#1 Issue: Economy	40%	(119)	37%	(108)	9%	(26)	14%	(42)	296
#1 Issue: Security	38%	(29)	41%	(31)	7%	(5)	15%	(11)	76
#1 Issue: Health Care	35%	(60)	40%	(68)	10%	(17)	15%	(25)	171
#1 Issue: Women's Issues	41%	(49)	34%	(40)	9%	(10)	16%	(19)	117
#1 Issue: Education	39%	(57)	39%	(56)	9%	(13)	13%	(19)	145
#1 Issue: Energy	43%	(42)	30%	(30)	11%	(11)	15%	(15)	98
#1 Issue: Other	25%	(21)	18%	(15)	6%	(5)	50%	(41)	82

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**Table MGC13\_9:** *Do you expect to do the following more or less when social distancing and self-quarantining ends?*  
*Appreciate the role companies play in society's well-being*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	38%	(379)	35%	(355)	9%	(90)	18%	(176)	1000
2018 House Vote: Democrat	48%	(54)	33%	(37)	7%	(8)	12%	(13)	112
2016 Vote: Hillary Clinton	42%	(32)	36%	(28)	10%	(8)	12%	(10)	78
2016 Vote: Didn't Vote	37%	(330)	35%	(305)	9%	(81)	19%	(164)	881
Voted in 2014: No	38%	(369)	36%	(346)	9%	(88)	17%	(169)	972
2012 Vote: Didn't Vote	38%	(369)	36%	(351)	9%	(88)	17%	(169)	978
4-Region: Northeast	39%	(84)	36%	(78)	6%	(14)	18%	(39)	216
4-Region: Midwest	37%	(86)	38%	(88)	11%	(25)	14%	(33)	232
4-Region: South	39%	(131)	32%	(108)	10%	(34)	19%	(63)	337
4-Region: West	36%	(78)	37%	(80)	8%	(17)	19%	(41)	216

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

**Table MGC13\_10:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Appreciate the role the government plays in society's well-being

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	29%	(287)	37%	(373)	15%	(147)	19%	(193)	1000
Gender: Male	28%	(136)	36%	(176)	17%	(81)	20%	(96)	489
Gender: Female	30%	(152)	38%	(196)	13%	(66)	19%	(97)	511
Age: 18-34	30%	(153)	39%	(200)	14%	(70)	17%	(84)	506
Generation Z: 13-23	29%	(287)	37%	(373)	15%	(147)	19%	(193)	1000
PID: Dem (no lean)	31%	(110)	36%	(129)	16%	(58)	16%	(58)	355
PID: Ind (no lean)	23%	(101)	37%	(163)	15%	(66)	26%	(114)	445
PID: Rep (no lean)	38%	(76)	40%	(81)	11%	(22)	11%	(21)	201
PID/Gender: Dem Men	30%	(48)	33%	(53)	20%	(32)	17%	(28)	160
PID/Gender: Dem Women	32%	(62)	39%	(76)	13%	(26)	16%	(30)	195
PID/Gender: Ind Men	20%	(45)	38%	(84)	17%	(39)	24%	(54)	223
PID/Gender: Ind Women	25%	(56)	36%	(79)	13%	(28)	27%	(60)	222
PID/Gender: Rep Men	40%	(43)	37%	(39)	10%	(10)	13%	(14)	106
PID/Gender: Rep Women	36%	(34)	44%	(42)	13%	(12)	8%	(7)	95
Ideo: Liberal (1-3)	30%	(99)	37%	(121)	20%	(64)	12%	(40)	324
Ideo: Moderate (4)	28%	(51)	44%	(81)	12%	(23)	16%	(30)	185
Ideo: Conservative (5-7)	35%	(61)	42%	(73)	15%	(26)	7%	(13)	173
Educ: < College	28%	(257)	38%	(346)	14%	(132)	20%	(181)	916
Educ: Bachelors degree	39%	(28)	30%	(22)	19%	(14)	12%	(8)	72
Income: Under 50k	26%	(126)	36%	(175)	15%	(71)	24%	(116)	488
Income: 50k-100k	27%	(89)	40%	(131)	17%	(55)	16%	(54)	328
Income: 100k+	39%	(72)	37%	(67)	11%	(20)	13%	(24)	183
Ethnicity: White	30%	(189)	39%	(251)	14%	(90)	17%	(108)	638
Ethnicity: Hispanic	22%	(45)	40%	(80)	14%	(28)	25%	(50)	203
Ethnicity: Afr. Am.	26%	(34)	35%	(46)	12%	(16)	27%	(35)	131
Ethnicity: Other	28%	(64)	33%	(76)	18%	(41)	22%	(50)	231
All Christian	32%	(87)	41%	(113)	14%	(37)	14%	(38)	274
All Non-Christian	48%	(31)	30%	(19)	13%	(8)	9%	(6)	65
Atheist	32%	(36)	32%	(36)	20%	(22)	16%	(18)	113
Agnostic/Nothing in particular	24%	(133)	37%	(204)	14%	(79)	24%	(131)	548
Religious Non-Protestant/Catholic	45%	(37)	32%	(27)	12%	(10)	11%	(9)	82

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**Table MGC13\_10:** Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Appreciate the role the government plays in society's well-being

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	29%	(287)	37%	(373)	15%	(147)	19%	(193)	1000
Evangelical	34%	(62)	39%	(69)	10%	(18)	17%	(30)	180
Non-Evangelical	28%	(80)	40%	(115)	14%	(41)	17%	(48)	283
Community: Urban	26%	(66)	39%	(100)	17%	(43)	18%	(47)	256
Community: Suburban	30%	(160)	36%	(192)	15%	(82)	19%	(104)	539
Community: Rural	30%	(61)	39%	(80)	11%	(22)	21%	(42)	206
Employ: Private Sector	35%	(30)	37%	(31)	15%	(13)	13%	(11)	84
Employ: Unemployed	32%	(49)	34%	(52)	10%	(16)	25%	(38)	154
Military HH: Yes	24%	(31)	45%	(60)	17%	(23)	14%	(18)	132
Military HH: No	30%	(256)	36%	(313)	14%	(124)	20%	(175)	868
RD/WT: Right Direction	32%	(98)	35%	(108)	10%	(32)	22%	(67)	305
RD/WT: Wrong Track	27%	(190)	38%	(265)	17%	(115)	18%	(126)	695
Trump Job Approve	35%	(97)	39%	(108)	12%	(32)	14%	(38)	274
Trump Job Disapprove	27%	(159)	38%	(225)	18%	(105)	17%	(97)	586
Trump Job Strongly Approve	36%	(39)	36%	(39)	16%	(17)	12%	(13)	109
Trump Job Somewhat Approve	35%	(58)	41%	(68)	9%	(14)	15%	(26)	166
Trump Job Somewhat Disapprove	33%	(68)	41%	(85)	15%	(31)	12%	(25)	209
Trump Job Strongly Disapprove	24%	(91)	37%	(140)	20%	(74)	19%	(72)	377
Favorable of Trump	36%	(92)	40%	(101)	13%	(33)	12%	(30)	256
Unfavorable of Trump	27%	(162)	38%	(231)	18%	(106)	18%	(106)	606
Very Favorable of Trump	37%	(41)	35%	(38)	15%	(16)	13%	(14)	109
Somewhat Favorable of Trump	35%	(51)	43%	(63)	11%	(17)	11%	(16)	147
Somewhat Unfavorable of Trump	31%	(54)	41%	(71)	11%	(19)	18%	(31)	176
Very Unfavorable of Trump	25%	(108)	37%	(160)	20%	(88)	17%	(75)	430
#1 Issue: Economy	30%	(90)	41%	(121)	15%	(44)	14%	(42)	296
#1 Issue: Security	35%	(27)	38%	(29)	10%	(7)	17%	(13)	76
#1 Issue: Health Care	27%	(46)	42%	(72)	15%	(25)	16%	(27)	171
#1 Issue: Women's Issues	29%	(34)	33%	(39)	16%	(19)	22%	(26)	117
#1 Issue: Education	29%	(42)	39%	(56)	16%	(23)	17%	(24)	145
#1 Issue: Energy	30%	(29)	34%	(33)	19%	(19)	17%	(16)	98
#1 Issue: Other	21%	(17)	21%	(17)	11%	(9)	47%	(39)	82

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**Table MGC13\_10:** *Do you expect to do the following more or less when social distancing and self-quarantining ends?  
Appreciate the role the government plays in society's well-being*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	29%	(287)	37%	(373)	15%	(147)	19%	(193)	1000
2018 House Vote: Democrat	35%	(39)	40%	(45)	13%	(14)	12%	(14)	112
2016 Vote: Hillary Clinton	30%	(23)	40%	(31)	17%	(13)	13%	(10)	78
2016 Vote: Didn't Vote	29%	(251)	36%	(321)	15%	(128)	21%	(181)	881
Voted in 2014: No	29%	(279)	37%	(362)	15%	(144)	19%	(187)	972
2012 Vote: Didn't Vote	29%	(279)	38%	(368)	15%	(144)	19%	(186)	978
4-Region: Northeast	31%	(68)	38%	(82)	12%	(27)	18%	(39)	216
4-Region: Midwest	26%	(59)	40%	(93)	19%	(43)	15%	(36)	232
4-Region: South	29%	(98)	36%	(120)	14%	(46)	21%	(72)	337
4-Region: West	29%	(62)	36%	(77)	14%	(31)	21%	(46)	216

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

**Table MGC14\_1:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Individuality*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	38%	(379)	43%	(432)	6%	(59)	13%	(130)	1000
Gender: Male	36%	(175)	46%	(227)	5%	(26)	12%	(60)	489
Gender: Female	40%	(204)	40%	(206)	6%	(32)	14%	(70)	511
Age: 18-34	39%	(195)	43%	(219)	7%	(35)	11%	(57)	506
Generation Z: 13-23	38%	(379)	43%	(432)	6%	(59)	13%	(130)	1000
PID: Dem (no lean)	38%	(136)	45%	(161)	7%	(25)	9%	(33)	355
PID: Ind (no lean)	39%	(172)	39%	(173)	6%	(25)	17%	(75)	445
PID: Rep (no lean)	36%	(72)	49%	(99)	5%	(9)	10%	(21)	201
PID/Gender: Dem Men	39%	(63)	48%	(77)	5%	(9)	7%	(12)	160
PID/Gender: Dem Women	37%	(73)	43%	(84)	8%	(16)	11%	(22)	195
PID/Gender: Ind Men	35%	(77)	42%	(92)	6%	(13)	18%	(40)	223
PID/Gender: Ind Women	43%	(94)	36%	(80)	5%	(12)	16%	(36)	222
PID/Gender: Rep Men	33%	(35)	55%	(58)	4%	(5)	8%	(8)	106
PID/Gender: Rep Women	39%	(37)	43%	(41)	5%	(4)	13%	(12)	95
Ideo: Liberal (1-3)	38%	(122)	48%	(154)	8%	(25)	7%	(22)	324
Ideo: Moderate (4)	41%	(75)	46%	(85)	5%	(9)	8%	(15)	185
Ideo: Conservative (5-7)	42%	(72)	47%	(81)	6%	(11)	6%	(10)	173
Educ: < College	38%	(346)	43%	(394)	6%	(51)	14%	(124)	916
Educ: Bachelors degree	39%	(28)	46%	(33)	11%	(8)	4%	(3)	72
Income: Under 50k	39%	(189)	37%	(183)	8%	(37)	16%	(79)	488
Income: 50k-100k	38%	(124)	50%	(164)	5%	(15)	8%	(25)	328
Income: 100k+	36%	(66)	47%	(86)	4%	(7)	14%	(25)	183
Ethnicity: White	36%	(233)	47%	(298)	6%	(40)	11%	(68)	638
Ethnicity: Hispanic	38%	(77)	40%	(81)	7%	(13)	16%	(32)	203
Ethnicity: Afr. Am.	38%	(49)	30%	(39)	8%	(11)	24%	(32)	131
Ethnicity: Other	42%	(97)	41%	(96)	4%	(8)	13%	(30)	231
All Christian	38%	(104)	49%	(135)	5%	(14)	8%	(21)	274
All Non-Christian	41%	(27)	39%	(25)	8%	(5)	11%	(7)	65
Atheist	45%	(51)	41%	(46)	2%	(2)	12%	(13)	113
Agnostic/Nothing in particular	36%	(198)	41%	(226)	7%	(37)	16%	(88)	548
Religious Non-Protestant/Catholic	40%	(33)	41%	(34)	7%	(6)	11%	(9)	82

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**Table MGC14\_1:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Individuality*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	38%	(379)	43%	(432)	6%	(59)	13%	(130)	1000
Evangelical	42%	(76)	39%	(70)	8%	(14)	11%	(20)	180
Non-Evangelical	34%	(97)	52%	(148)	6%	(17)	8%	(22)	283
Community: Urban	38%	(97)	43%	(111)	8%	(21)	11%	(27)	256
Community: Suburban	39%	(210)	44%	(236)	6%	(30)	12%	(63)	539
Community: Rural	35%	(72)	41%	(85)	4%	(8)	19%	(40)	206
Employ: Private Sector	45%	(38)	47%	(40)	1%	(1)	7%	(6)	84
Employ: Unemployed	35%	(55)	35%	(53)	7%	(11)	23%	(35)	154
Military HH: Yes	43%	(57)	38%	(50)	8%	(11)	11%	(14)	132
Military HH: No	37%	(322)	44%	(382)	6%	(48)	13%	(115)	868
RD/WT: Right Direction	36%	(110)	41%	(125)	6%	(18)	17%	(52)	305
RD/WT: Wrong Track	39%	(269)	44%	(307)	6%	(41)	11%	(77)	695
Trump Job Approve	39%	(106)	45%	(124)	5%	(13)	11%	(31)	274
Trump Job Disapprove	39%	(226)	45%	(264)	7%	(39)	10%	(57)	586
Trump Job Strongly Approve	42%	(46)	40%	(44)	5%	(5)	13%	(14)	109
Trump Job Somewhat Approve	36%	(60)	48%	(80)	5%	(8)	10%	(17)	166
Trump Job Somewhat Disapprove	43%	(90)	41%	(86)	7%	(14)	9%	(19)	209
Trump Job Strongly Disapprove	36%	(136)	47%	(178)	7%	(25)	10%	(38)	377
Favorable of Trump	41%	(105)	45%	(116)	5%	(13)	9%	(22)	256
Unfavorable of Trump	40%	(241)	44%	(268)	6%	(39)	10%	(58)	606
Very Favorable of Trump	44%	(47)	37%	(40)	7%	(8)	12%	(13)	109
Somewhat Favorable of Trump	39%	(57)	51%	(76)	4%	(5)	6%	(9)	147
Somewhat Unfavorable of Trump	43%	(75)	40%	(70)	5%	(9)	12%	(22)	176
Very Unfavorable of Trump	39%	(166)	46%	(198)	7%	(30)	8%	(36)	430
#1 Issue: Economy	41%	(120)	43%	(126)	5%	(14)	12%	(35)	296
#1 Issue: Security	41%	(31)	53%	(40)	1%	(1)	5%	(4)	76
#1 Issue: Health Care	42%	(71)	44%	(74)	6%	(10)	9%	(15)	171
#1 Issue: Women's Issues	37%	(43)	46%	(54)	4%	(5)	13%	(15)	117
#1 Issue: Education	38%	(55)	40%	(58)	10%	(14)	13%	(18)	145
#1 Issue: Energy	37%	(36)	49%	(48)	8%	(8)	6%	(6)	98
#1 Issue: Other	25%	(21)	34%	(28)	3%	(3)	38%	(31)	82

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**Table MGC14\_1:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Individuality*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	38%	(379)	43%	(432)	6%	(59)	13%	(130)	1000
2018 House Vote: Democrat	41%	(45)	43%	(49)	8%	(9)	8%	(9)	112
2016 Vote: Hillary Clinton	33%	(25)	48%	(37)	8%	(6)	11%	(9)	78
2016 Vote: Didn't Vote	38%	(334)	43%	(377)	6%	(51)	14%	(119)	881
Voted in 2014: No	38%	(371)	43%	(420)	6%	(57)	13%	(123)	972
2012 Vote: Didn't Vote	38%	(369)	44%	(426)	6%	(57)	13%	(125)	978
4-Region: Northeast	40%	(86)	42%	(90)	5%	(11)	13%	(28)	216
4-Region: Midwest	37%	(86)	46%	(107)	5%	(11)	12%	(27)	232
4-Region: South	37%	(125)	41%	(137)	6%	(21)	16%	(54)	337
4-Region: West	38%	(82)	45%	(98)	7%	(16)	9%	(20)	216

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

**Table MGC14\_2:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Honesty*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	57%	(573)	29%	(294)	3%	(33)	10%	(100)	1000
Gender: Male	54%	(266)	32%	(155)	4%	(19)	10%	(48)	489
Gender: Female	60%	(307)	27%	(139)	3%	(14)	10%	(52)	511
Age: 18-34	58%	(295)	28%	(141)	4%	(20)	10%	(51)	506
Generation Z: 13-23	57%	(573)	29%	(294)	3%	(33)	10%	(100)	1000
PID: Dem (no lean)	66%	(236)	25%	(88)	2%	(6)	7%	(24)	355
PID: Ind (no lean)	52%	(229)	31%	(136)	4%	(16)	14%	(63)	445
PID: Rep (no lean)	54%	(107)	35%	(70)	5%	(10)	6%	(13)	201
PID/Gender: Dem Men	64%	(103)	29%	(46)	2%	(2)	6%	(9)	160
PID/Gender: Dem Women	68%	(133)	22%	(42)	2%	(4)	8%	(15)	195
PID/Gender: Ind Men	49%	(109)	32%	(70)	4%	(10)	15%	(33)	223
PID/Gender: Ind Women	54%	(121)	29%	(66)	3%	(7)	13%	(30)	222
PID/Gender: Rep Men	51%	(55)	36%	(38)	7%	(7)	6%	(6)	106
PID/Gender: Rep Women	56%	(53)	33%	(31)	4%	(3)	7%	(7)	95
Ideo: Liberal (1-3)	66%	(213)	28%	(92)	2%	(7)	4%	(12)	324
Ideo: Moderate (4)	57%	(106)	34%	(62)	4%	(7)	5%	(10)	185
Ideo: Conservative (5-7)	64%	(110)	28%	(49)	3%	(5)	5%	(9)	173
Educ: < College	57%	(518)	30%	(272)	3%	(30)	11%	(96)	916
Educ: Bachelors degree	64%	(46)	28%	(21)	4%	(3)	3%	(2)	72
Income: Under 50k	56%	(276)	26%	(128)	5%	(22)	13%	(62)	488
Income: 50k-100k	59%	(193)	33%	(108)	2%	(6)	6%	(21)	328
Income: 100k+	56%	(103)	31%	(58)	3%	(5)	9%	(17)	183
Ethnicity: White	59%	(375)	31%	(197)	3%	(17)	8%	(50)	638
Ethnicity: Hispanic	56%	(114)	27%	(54)	3%	(5)	14%	(29)	203
Ethnicity: Afr. Am.	50%	(65)	27%	(35)	6%	(8)	18%	(23)	131
Ethnicity: Other	57%	(133)	27%	(62)	4%	(9)	12%	(27)	231
All Christian	58%	(160)	33%	(90)	3%	(7)	6%	(17)	274
All Non-Christian	64%	(41)	27%	(18)	—	(0)	9%	(6)	65
Atheist	61%	(69)	27%	(31)	4%	(5)	7%	(8)	113
Agnostic/Nothing in particular	55%	(302)	28%	(155)	4%	(22)	12%	(68)	548
Religious Non-Protestant/Catholic	60%	(49)	29%	(24)	1%	(1)	10%	(8)	82

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**Table MGC14\_2:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*

*Honesty*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	57%	(573)	29%	(294)	3%	(33)	10%	(100)	1000
Evangelical	55%	(99)	31%	(55)	5%	(9)	9%	(16)	180
Non-Evangelical	59%	(167)	33%	(94)	2%	(5)	6%	(17)	283
Community: Urban	59%	(151)	31%	(80)	3%	(7)	7%	(18)	256
Community: Suburban	59%	(316)	29%	(154)	3%	(17)	10%	(51)	539
Community: Rural	52%	(106)	29%	(59)	5%	(10)	15%	(31)	206
Employ: Private Sector	67%	(56)	28%	(24)	—	(0)	5%	(4)	84
Employ: Unemployed	56%	(86)	24%	(37)	5%	(8)	15%	(23)	154
Military HH: Yes	57%	(75)	29%	(39)	4%	(6)	9%	(12)	132
Military HH: No	57%	(497)	29%	(255)	3%	(28)	10%	(88)	868
RD/WT: Right Direction	52%	(158)	30%	(90)	3%	(9)	16%	(47)	305
RD/WT: Wrong Track	60%	(414)	29%	(204)	3%	(24)	8%	(53)	695
Trump Job Approve	54%	(148)	31%	(86)	5%	(13)	10%	(27)	274
Trump Job Disapprove	62%	(365)	28%	(166)	3%	(15)	7%	(41)	586
Trump Job Strongly Approve	56%	(60)	29%	(31)	4%	(4)	12%	(13)	109
Trump Job Somewhat Approve	53%	(88)	33%	(55)	5%	(8)	9%	(14)	166
Trump Job Somewhat Disapprove	64%	(134)	28%	(58)	2%	(4)	6%	(14)	209
Trump Job Strongly Disapprove	61%	(231)	29%	(108)	3%	(11)	7%	(27)	377
Favorable of Trump	58%	(148)	33%	(84)	3%	(8)	6%	(15)	256
Unfavorable of Trump	62%	(374)	29%	(176)	3%	(16)	7%	(40)	606
Very Favorable of Trump	54%	(59)	31%	(34)	6%	(6)	9%	(9)	109
Somewhat Favorable of Trump	60%	(89)	34%	(50)	2%	(2)	4%	(6)	147
Somewhat Unfavorable of Trump	58%	(102)	31%	(54)	3%	(6)	8%	(14)	176
Very Unfavorable of Trump	63%	(272)	28%	(121)	2%	(10)	6%	(26)	430
#1 Issue: Economy	61%	(181)	28%	(83)	2%	(6)	9%	(26)	296
#1 Issue: Security	59%	(45)	30%	(22)	4%	(3)	7%	(5)	76
#1 Issue: Health Care	60%	(103)	29%	(50)	4%	(7)	6%	(11)	171
#1 Issue: Women's Issues	61%	(72)	27%	(32)	4%	(4)	7%	(9)	117
#1 Issue: Education	55%	(80)	30%	(43)	4%	(5)	11%	(16)	145
#1 Issue: Energy	59%	(57)	33%	(32)	3%	(3)	5%	(5)	98
#1 Issue: Other	36%	(29)	31%	(25)	4%	(3)	30%	(25)	82

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**Table MGC14\_2:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Honesty*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	57%	(573)	29%	(294)	3%	(33)	10%	(100)	1000
2018 House Vote: Democrat	67%	(75)	27%	(31)	1%	(1)	5%	(5)	112
2016 Vote: Hillary Clinton	63%	(49)	29%	(23)	2%	(1)	6%	(5)	78
2016 Vote: Didn't Vote	56%	(495)	29%	(259)	4%	(32)	11%	(95)	881
Voted in 2014: No	57%	(555)	30%	(288)	3%	(33)	10%	(95)	972
2012 Vote: Didn't Vote	57%	(557)	30%	(291)	3%	(33)	10%	(96)	978
4-Region: Northeast	57%	(123)	32%	(70)	1%	(3)	9%	(20)	216
4-Region: Midwest	61%	(141)	25%	(59)	5%	(11)	9%	(21)	232
4-Region: South	55%	(185)	29%	(98)	4%	(13)	12%	(41)	337
4-Region: West	57%	(124)	31%	(68)	3%	(7)	8%	(18)	216

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

**Table MGC14\_3:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Compassion*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	56%	(556)	31%	(309)	2%	(20)	12%	(116)	1000
Gender: Male	49%	(241)	37%	(179)	2%	(11)	12%	(58)	489
Gender: Female	62%	(315)	25%	(130)	2%	(9)	11%	(58)	511
Age: 18-34	57%	(288)	30%	(154)	2%	(12)	10%	(52)	506
Generation Z: 13-23	56%	(556)	31%	(309)	2%	(20)	12%	(116)	1000
PID: Dem (no lean)	64%	(227)	27%	(95)	1%	(5)	8%	(28)	355
PID: Ind (no lean)	48%	(212)	33%	(148)	3%	(12)	17%	(74)	445
PID: Rep (no lean)	59%	(118)	33%	(66)	1%	(3)	7%	(15)	201
PID/Gender: Dem Men	56%	(89)	36%	(58)	1%	(2)	7%	(12)	160
PID/Gender: Dem Women	71%	(138)	19%	(38)	2%	(4)	8%	(16)	195
PID/Gender: Ind Men	42%	(93)	36%	(81)	3%	(8)	19%	(41)	223
PID/Gender: Ind Women	54%	(119)	30%	(67)	2%	(4)	15%	(32)	222
PID/Gender: Rep Men	55%	(59)	38%	(41)	2%	(2)	5%	(5)	106
PID/Gender: Rep Women	62%	(59)	27%	(25)	1%	(1)	10%	(10)	95
Ideo: Liberal (1-3)	65%	(211)	29%	(93)	3%	(8)	3%	(11)	324
Ideo: Moderate (4)	55%	(102)	36%	(67)	1%	(2)	8%	(14)	185
Ideo: Conservative (5-7)	58%	(100)	34%	(59)	2%	(4)	6%	(10)	173
Educ: < College	55%	(507)	31%	(280)	2%	(16)	12%	(113)	916
Educ: Bachelors degree	61%	(44)	33%	(24)	4%	(3)	1%	(1)	72
Income: Under 50k	54%	(262)	28%	(138)	4%	(18)	15%	(71)	488
Income: 50k-100k	59%	(194)	33%	(109)	—	(1)	7%	(23)	328
Income: 100k+	55%	(100)	34%	(62)	—	(1)	11%	(21)	183
Ethnicity: White	57%	(364)	32%	(203)	2%	(13)	9%	(58)	638
Ethnicity: Hispanic	53%	(107)	29%	(59)	4%	(8)	14%	(29)	203
Ethnicity: Afr. Am.	52%	(68)	26%	(34)	3%	(4)	20%	(26)	131
Ethnicity: Other	54%	(124)	31%	(72)	1%	(3)	14%	(33)	231
All Christian	57%	(156)	35%	(96)	1%	(3)	7%	(20)	274
All Non-Christian	57%	(37)	30%	(20)	—	(0)	13%	(8)	65
Atheist	61%	(68)	28%	(32)	3%	(3)	8%	(9)	113
Agnostic/Nothing in particular	54%	(295)	29%	(161)	3%	(14)	14%	(78)	548
Religious Non-Protestant/Catholic	54%	(45)	32%	(26)	—	(0)	14%	(11)	82

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**Table MGC14\_3:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Compassion*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	56%	(556)	31%	(309)	2%	(20)	12%	(116)	1000
Evangelical	62%	(112)	24%	(43)	4%	(8)	10%	(18)	180
Non-Evangelical	58%	(165)	34%	(96)	—	(1)	8%	(21)	283
Community: Urban	60%	(154)	28%	(71)	2%	(6)	10%	(26)	256
Community: Suburban	56%	(302)	32%	(173)	2%	(8)	10%	(55)	539
Community: Rural	49%	(100)	31%	(64)	3%	(6)	17%	(35)	206
Employ: Private Sector	63%	(53)	33%	(28)	1%	(1)	4%	(3)	84
Employ: Unemployed	53%	(82)	27%	(42)	2%	(3)	18%	(28)	154
Military HH: Yes	53%	(71)	29%	(38)	3%	(4)	15%	(20)	132
Military HH: No	56%	(485)	31%	(270)	2%	(16)	11%	(96)	868
RD/WT: Right Direction	48%	(146)	35%	(106)	2%	(7)	15%	(46)	305
RD/WT: Wrong Track	59%	(410)	29%	(203)	2%	(12)	10%	(70)	695
Trump Job Approve	54%	(148)	34%	(94)	2%	(4)	10%	(28)	274
Trump Job Disapprove	60%	(353)	29%	(172)	2%	(11)	9%	(50)	586
Trump Job Strongly Approve	55%	(59)	33%	(35)	2%	(2)	11%	(12)	109
Trump Job Somewhat Approve	54%	(89)	35%	(59)	2%	(3)	10%	(16)	166
Trump Job Somewhat Disapprove	59%	(124)	31%	(65)	3%	(5)	7%	(15)	209
Trump Job Strongly Disapprove	61%	(229)	28%	(107)	1%	(5)	9%	(35)	377
Favorable of Trump	56%	(144)	34%	(87)	1%	(3)	8%	(21)	256
Unfavorable of Trump	60%	(365)	30%	(184)	2%	(13)	7%	(44)	606
Very Favorable of Trump	51%	(56)	37%	(40)	2%	(3)	10%	(11)	109
Somewhat Favorable of Trump	60%	(88)	32%	(47)	1%	(1)	7%	(10)	147
Somewhat Unfavorable of Trump	52%	(92)	37%	(65)	3%	(5)	8%	(14)	176
Very Unfavorable of Trump	63%	(273)	28%	(119)	2%	(8)	7%	(30)	430
#1 Issue: Economy	60%	(178)	28%	(83)	2%	(5)	10%	(31)	296
#1 Issue: Security	46%	(35)	45%	(34)	3%	(2)	7%	(5)	76
#1 Issue: Health Care	63%	(107)	29%	(49)	2%	(3)	7%	(11)	171
#1 Issue: Women's Issues	61%	(72)	28%	(33)	2%	(3)	9%	(10)	117
#1 Issue: Education	53%	(76)	31%	(45)	3%	(4)	13%	(19)	145
#1 Issue: Energy	63%	(61)	30%	(29)	1%	(1)	7%	(7)	98
#1 Issue: Other	30%	(25)	33%	(28)	—	(0)	36%	(30)	82

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**Table MGC14\_3:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Compassion*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	56%	(556)	31%	(309)	2%	(20)	12%	(116)	1000
2018 House Vote: Democrat	66%	(74)	28%	(31)	1%	(1)	6%	(6)	112
2016 Vote: Hillary Clinton	55%	(42)	39%	(30)	—	(0)	6%	(5)	78
2016 Vote: Didn't Vote	55%	(485)	30%	(266)	2%	(20)	12%	(110)	881
Voted in 2014: No	56%	(545)	31%	(296)	2%	(20)	11%	(111)	972
2012 Vote: Didn't Vote	56%	(547)	31%	(300)	2%	(20)	11%	(111)	978
4-Region: Northeast	53%	(114)	34%	(74)	2%	(5)	11%	(23)	216
4-Region: Midwest	54%	(125)	32%	(75)	3%	(6)	11%	(26)	232
4-Region: South	56%	(190)	27%	(91)	2%	(7)	14%	(48)	337
4-Region: West	59%	(127)	32%	(69)	1%	(1)	9%	(19)	216

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

**Table MGC14\_4:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
Reliability

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(538)	32%	(319)	3%	(26)	12%	(117)	1000
Gender: Male	53%	(258)	34%	(167)	3%	(12)	11%	(52)	489
Gender: Female	55%	(280)	30%	(152)	3%	(14)	13%	(66)	511
Age: 18-34	54%	(275)	33%	(166)	3%	(13)	10%	(52)	506
Generation Z: 13-23	54%	(538)	32%	(319)	3%	(26)	12%	(117)	1000
PID: Dem (no lean)	59%	(209)	30%	(108)	3%	(10)	8%	(28)	355
PID: Ind (no lean)	48%	(213)	33%	(147)	3%	(12)	16%	(73)	445
PID: Rep (no lean)	57%	(115)	32%	(65)	2%	(4)	8%	(17)	201
PID/Gender: Dem Men	54%	(87)	36%	(58)	2%	(4)	7%	(12)	160
PID/Gender: Dem Women	63%	(122)	26%	(50)	3%	(6)	8%	(16)	195
PID/Gender: Ind Men	49%	(108)	33%	(74)	3%	(7)	15%	(33)	223
PID/Gender: Ind Women	47%	(105)	33%	(72)	2%	(5)	18%	(39)	222
PID/Gender: Rep Men	59%	(63)	33%	(35)	2%	(2)	6%	(6)	106
PID/Gender: Rep Women	55%	(52)	32%	(30)	2%	(2)	11%	(10)	95
Ideo: Liberal (1-3)	62%	(200)	31%	(100)	3%	(11)	4%	(13)	324
Ideo: Moderate (4)	53%	(97)	37%	(69)	1%	(3)	9%	(17)	185
Ideo: Conservative (5-7)	59%	(102)	34%	(59)	2%	(4)	5%	(8)	173
Educ: < College	54%	(490)	32%	(290)	2%	(22)	12%	(113)	916
Educ: Bachelors degree	58%	(42)	36%	(26)	4%	(3)	2%	(2)	72
Income: Under 50k	54%	(265)	27%	(132)	4%	(19)	15%	(72)	488
Income: 50k-100k	54%	(178)	37%	(122)	1%	(4)	8%	(25)	328
Income: 100k+	51%	(94)	36%	(66)	2%	(3)	11%	(20)	183
Ethnicity: White	56%	(356)	33%	(209)	3%	(16)	9%	(56)	638
Ethnicity: Hispanic	52%	(104)	33%	(66)	2%	(3)	14%	(29)	203
Ethnicity: Afr. Am.	44%	(58)	30%	(39)	4%	(5)	23%	(29)	131
Ethnicity: Other	54%	(124)	31%	(71)	2%	(5)	14%	(32)	231
All Christian	53%	(146)	37%	(102)	2%	(6)	7%	(20)	274
All Non-Christian	52%	(34)	33%	(22)	3%	(2)	11%	(7)	65
Atheist	64%	(72)	26%	(30)	1%	(2)	9%	(10)	113
Agnostic/Nothing in particular	52%	(285)	30%	(166)	3%	(17)	15%	(80)	548
Religious Non-Protestant/Catholic	47%	(39)	38%	(31)	3%	(3)	12%	(9)	82

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**Table MGC14\_4:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Reliability*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(538)	32%	(319)	3%	(26)	12%	(117)	1000
Evangelical	57%	(102)	29%	(52)	5%	(9)	9%	(17)	180
Non-Evangelical	54%	(152)	37%	(106)	1%	(3)	8%	(22)	283
Community: Urban	54%	(139)	33%	(84)	3%	(7)	10%	(26)	256
Community: Suburban	55%	(297)	32%	(175)	2%	(10)	11%	(57)	539
Community: Rural	50%	(102)	29%	(60)	5%	(9)	17%	(34)	206
Employ: Private Sector	56%	(48)	37%	(31)	2%	(1)	5%	(4)	84
Employ: Unemployed	52%	(80)	26%	(41)	3%	(5)	18%	(28)	154
Military HH: Yes	57%	(76)	28%	(36)	6%	(8)	9%	(12)	132
Military HH: No	53%	(461)	33%	(283)	2%	(19)	12%	(105)	868
RD/WT: Right Direction	47%	(142)	34%	(103)	3%	(8)	17%	(52)	305
RD/WT: Wrong Track	57%	(395)	31%	(216)	3%	(18)	9%	(65)	695
Trump Job Approve	51%	(141)	36%	(98)	2%	(6)	11%	(30)	274
Trump Job Disapprove	57%	(336)	32%	(189)	2%	(13)	8%	(47)	586
Trump Job Strongly Approve	54%	(58)	29%	(32)	4%	(4)	13%	(14)	109
Trump Job Somewhat Approve	50%	(83)	40%	(66)	1%	(2)	9%	(16)	166
Trump Job Somewhat Disapprove	58%	(122)	33%	(70)	3%	(5)	6%	(12)	209
Trump Job Strongly Disapprove	57%	(215)	32%	(119)	2%	(8)	9%	(35)	377
Favorable of Trump	54%	(139)	35%	(90)	1%	(3)	9%	(23)	256
Unfavorable of Trump	58%	(349)	32%	(195)	2%	(14)	8%	(48)	606
Very Favorable of Trump	55%	(60)	28%	(30)	2%	(2)	15%	(17)	109
Somewhat Favorable of Trump	53%	(79)	41%	(60)	1%	(2)	5%	(7)	147
Somewhat Unfavorable of Trump	54%	(94)	36%	(64)	2%	(4)	8%	(13)	176
Very Unfavorable of Trump	59%	(254)	31%	(131)	2%	(10)	8%	(34)	430
#1 Issue: Economy	56%	(166)	34%	(100)	1%	(4)	9%	(26)	296
#1 Issue: Security	52%	(39)	39%	(29)	1%	(1)	8%	(6)	76
#1 Issue: Health Care	56%	(96)	33%	(56)	1%	(2)	10%	(17)	171
#1 Issue: Women's Issues	61%	(72)	24%	(29)	5%	(6)	9%	(11)	117
#1 Issue: Education	53%	(78)	29%	(42)	6%	(8)	12%	(17)	145
#1 Issue: Energy	56%	(54)	37%	(36)	—	(0)	8%	(8)	98
#1 Issue: Other	32%	(26)	27%	(22)	6%	(5)	36%	(30)	82

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**Table MGC14\_4:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Reliability*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(538)	32%	(319)	3%	(26)	12%	(117)	1000
2018 House Vote: Democrat	59%	(66)	34%	(38)	3%	(3)	4%	(4)	112
2016 Vote: Hillary Clinton	58%	(45)	31%	(24)	2%	(2)	8%	(6)	78
2016 Vote: Didn't Vote	53%	(465)	32%	(283)	3%	(23)	12%	(109)	881
Voted in 2014: No	54%	(525)	32%	(309)	3%	(26)	11%	(111)	972
2012 Vote: Didn't Vote	54%	(526)	32%	(314)	3%	(25)	11%	(112)	978
4-Region: Northeast	53%	(114)	35%	(77)	2%	(3)	10%	(22)	216
4-Region: Midwest	53%	(122)	33%	(76)	4%	(10)	10%	(24)	232
4-Region: South	52%	(176)	30%	(100)	3%	(9)	16%	(52)	337
4-Region: West	58%	(126)	31%	(67)	2%	(4)	9%	(19)	216

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

**Table MGC14\_5:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
Commitment

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	48%	(477)	38%	(380)	3%	(30)	11%	(113)	1000
Gender: Male	46%	(227)	39%	(191)	3%	(16)	11%	(55)	489
Gender: Female	49%	(250)	37%	(190)	3%	(14)	11%	(57)	511
Age: 18-34	49%	(246)	38%	(191)	4%	(19)	10%	(51)	506
Generation Z: 13-23	48%	(477)	38%	(380)	3%	(30)	11%	(113)	1000
PID: Dem (no lean)	52%	(186)	37%	(130)	2%	(8)	9%	(31)	355
PID: Ind (no lean)	43%	(193)	38%	(167)	3%	(15)	16%	(70)	445
PID: Rep (no lean)	49%	(98)	41%	(83)	3%	(7)	6%	(12)	201
PID/Gender: Dem Men	53%	(85)	36%	(58)	2%	(3)	9%	(14)	160
PID/Gender: Dem Women	52%	(101)	37%	(72)	3%	(5)	8%	(16)	195
PID/Gender: Ind Men	41%	(90)	39%	(88)	4%	(8)	16%	(36)	223
PID/Gender: Ind Women	46%	(102)	36%	(79)	3%	(7)	15%	(34)	222
PID/Gender: Rep Men	49%	(52)	43%	(45)	4%	(4)	4%	(5)	106
PID/Gender: Rep Women	49%	(47)	40%	(38)	2%	(2)	8%	(7)	95
Ideo: Liberal (1-3)	51%	(164)	42%	(137)	3%	(9)	4%	(14)	324
Ideo: Moderate (4)	48%	(88)	44%	(81)	2%	(4)	6%	(12)	185
Ideo: Conservative (5-7)	51%	(89)	38%	(66)	6%	(10)	5%	(8)	173
Educ: < College	47%	(433)	38%	(348)	3%	(27)	12%	(108)	916
Educ: Bachelors degree	57%	(41)	38%	(28)	4%	(3)	1%	(1)	72
Income: Under 50k	47%	(231)	34%	(165)	4%	(20)	15%	(72)	488
Income: 50k-100k	50%	(163)	42%	(137)	2%	(7)	7%	(22)	328
Income: 100k+	45%	(82)	43%	(79)	2%	(3)	10%	(19)	183
Ethnicity: White	47%	(297)	42%	(265)	3%	(17)	9%	(59)	638
Ethnicity: Hispanic	43%	(86)	37%	(75)	6%	(11)	15%	(30)	203
Ethnicity: Afr. Am.	47%	(62)	30%	(40)	4%	(5)	19%	(25)	131
Ethnicity: Other	51%	(119)	33%	(76)	3%	(8)	13%	(29)	231
All Christian	51%	(140)	41%	(114)	1%	(4)	6%	(17)	274
All Non-Christian	52%	(34)	33%	(21)	2%	(1)	14%	(9)	65
Atheist	44%	(50)	41%	(46)	5%	(6)	9%	(11)	113
Agnostic/Nothing in particular	46%	(253)	36%	(200)	3%	(19)	14%	(76)	548
Religious Non-Protestant/Catholic	49%	(40)	37%	(31)	1%	(1)	13%	(11)	82

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**Table MGC14\_5:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
Commitment

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	48%	(477)	38%	(380)	3%	(30)	11%	(113)	1000
Evangelical	55%	(99)	31%	(56)	4%	(7)	10%	(17)	180
Non-Evangelical	50%	(140)	42%	(119)	2%	(5)	7%	(18)	283
Community: Urban	50%	(128)	38%	(98)	3%	(7)	9%	(23)	256
Community: Suburban	48%	(260)	38%	(203)	3%	(18)	11%	(57)	539
Community: Rural	43%	(89)	39%	(80)	2%	(5)	16%	(32)	206
Employ: Private Sector	57%	(48)	34%	(29)	2%	(2)	6%	(5)	84
Employ: Unemployed	45%	(69)	34%	(52)	5%	(7)	17%	(26)	154
Military HH: Yes	46%	(60)	41%	(54)	3%	(4)	10%	(14)	132
Military HH: No	48%	(416)	38%	(327)	3%	(26)	11%	(99)	868
RD/WT: Right Direction	40%	(121)	40%	(123)	4%	(12)	16%	(49)	305
RD/WT: Wrong Track	51%	(356)	37%	(257)	3%	(18)	9%	(64)	695
Trump Job Approve	48%	(130)	39%	(107)	3%	(8)	10%	(29)	274
Trump Job Disapprove	50%	(293)	39%	(229)	3%	(17)	8%	(48)	586
Trump Job Strongly Approve	46%	(50)	37%	(41)	6%	(6)	11%	(12)	109
Trump Job Somewhat Approve	49%	(81)	40%	(66)	1%	(2)	10%	(17)	166
Trump Job Somewhat Disapprove	52%	(109)	36%	(75)	4%	(8)	8%	(17)	209
Trump Job Strongly Disapprove	49%	(183)	41%	(154)	2%	(9)	8%	(31)	377
Favorable of Trump	48%	(123)	42%	(108)	3%	(9)	6%	(16)	256
Unfavorable of Trump	51%	(309)	39%	(235)	2%	(15)	8%	(47)	606
Very Favorable of Trump	51%	(55)	37%	(40)	3%	(3)	9%	(10)	109
Somewhat Favorable of Trump	46%	(67)	46%	(68)	4%	(6)	4%	(6)	147
Somewhat Unfavorable of Trump	50%	(88)	38%	(67)	3%	(5)	9%	(16)	176
Very Unfavorable of Trump	51%	(221)	39%	(168)	2%	(10)	7%	(31)	430
#1 Issue: Economy	53%	(158)	35%	(103)	2%	(7)	9%	(28)	296
#1 Issue: Security	45%	(34)	48%	(36)	1%	(1)	6%	(5)	76
#1 Issue: Health Care	52%	(88)	38%	(65)	3%	(6)	6%	(11)	171
#1 Issue: Women's Issues	52%	(61)	37%	(44)	1%	(1)	10%	(11)	117
#1 Issue: Education	44%	(64)	37%	(54)	4%	(6)	15%	(21)	145
#1 Issue: Energy	40%	(40)	47%	(45)	5%	(5)	8%	(7)	98
#1 Issue: Other	31%	(26)	33%	(27)	3%	(3)	33%	(27)	82

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**Table MGC14\_5:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Commitment*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	48%	(477)	38%	(380)	3%	(30)	11%	(113)	1000
2018 House Vote: Democrat	55%	(62)	37%	(42)	2%	(2)	6%	(6)	112
2016 Vote: Hillary Clinton	51%	(40)	37%	(29)	3%	(2)	9%	(7)	78
2016 Vote: Didn't Vote	47%	(415)	38%	(335)	3%	(26)	12%	(104)	881
Voted in 2014: No	48%	(466)	38%	(371)	3%	(28)	11%	(107)	972
2012 Vote: Didn't Vote	48%	(466)	38%	(375)	3%	(29)	11%	(108)	978
4-Region: Northeast	44%	(96)	45%	(96)	2%	(3)	9%	(20)	216
4-Region: Midwest	49%	(113)	37%	(85)	3%	(7)	12%	(27)	232
4-Region: South	49%	(165)	33%	(112)	5%	(15)	13%	(44)	337
4-Region: West	48%	(103)	40%	(87)	2%	(5)	10%	(22)	216

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

**Table MGC14\_6:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
Transparency

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	42%	(423)	37%	(366)	5%	(51)	16%	(161)	1000
Gender: Male	42%	(205)	38%	(187)	6%	(30)	14%	(67)	489
Gender: Female	43%	(218)	35%	(179)	4%	(21)	18%	(93)	511
Age: 18-34	49%	(247)	34%	(173)	5%	(23)	12%	(63)	506
Generation Z: 13-23	42%	(423)	37%	(366)	5%	(51)	16%	(161)	1000
PID: Dem (no lean)	51%	(181)	34%	(119)	4%	(15)	11%	(40)	355
PID: Ind (no lean)	38%	(168)	36%	(162)	6%	(25)	20%	(90)	445
PID: Rep (no lean)	37%	(74)	42%	(85)	5%	(11)	15%	(31)	201
PID/Gender: Dem Men	50%	(80)	38%	(61)	4%	(6)	8%	(13)	160
PID/Gender: Dem Women	52%	(101)	30%	(58)	4%	(8)	14%	(27)	195
PID/Gender: Ind Men	38%	(84)	35%	(77)	8%	(17)	20%	(44)	223
PID/Gender: Ind Women	38%	(84)	38%	(84)	3%	(7)	21%	(46)	222
PID/Gender: Rep Men	38%	(41)	46%	(48)	6%	(6)	10%	(11)	106
PID/Gender: Rep Women	35%	(33)	38%	(36)	5%	(5)	21%	(20)	95
Ideo: Liberal (1-3)	55%	(180)	30%	(99)	7%	(22)	7%	(24)	324
Ideo: Moderate (4)	41%	(75)	46%	(85)	3%	(6)	10%	(19)	185
Ideo: Conservative (5-7)	50%	(86)	39%	(67)	5%	(8)	7%	(11)	173
Educ: < College	41%	(379)	37%	(336)	5%	(46)	17%	(155)	916
Educ: Bachelors degree	53%	(38)	35%	(25)	6%	(4)	7%	(5)	72
Income: Under 50k	42%	(205)	33%	(161)	7%	(34)	18%	(88)	488
Income: 50k-100k	42%	(136)	41%	(135)	3%	(10)	14%	(46)	328
Income: 100k+	45%	(82)	38%	(70)	3%	(6)	14%	(26)	183
Ethnicity: White	45%	(285)	38%	(242)	4%	(26)	13%	(84)	638
Ethnicity: Hispanic	41%	(84)	34%	(70)	6%	(13)	18%	(36)	203
Ethnicity: Afr. Am.	32%	(41)	32%	(41)	8%	(11)	29%	(38)	131
Ethnicity: Other	42%	(97)	35%	(82)	6%	(14)	17%	(39)	231
All Christian	46%	(125)	38%	(103)	6%	(16)	11%	(30)	274
All Non-Christian	45%	(29)	35%	(23)	4%	(3)	16%	(10)	65
Atheist	50%	(56)	34%	(39)	5%	(6)	11%	(12)	113
Agnostic/Nothing in particular	39%	(213)	37%	(201)	5%	(26)	20%	(109)	548
Religious Non-Protestant/Catholic	42%	(34)	39%	(32)	3%	(3)	16%	(13)	82

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**Table MGC14\_6:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
Transparency

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	42%	(423)	37%	(366)	5%	(51)	16%	(161)	1000
Evangelical	37%	(67)	40%	(72)	6%	(11)	17%	(30)	180
Non-Evangelical	46%	(130)	38%	(107)	4%	(11)	12%	(35)	283
Community: Urban	44%	(113)	35%	(90)	9%	(22)	12%	(31)	256
Community: Suburban	44%	(239)	35%	(189)	4%	(22)	16%	(88)	539
Community: Rural	35%	(72)	42%	(86)	3%	(6)	20%	(42)	206
Employ: Private Sector	54%	(45)	38%	(32)	2%	(2)	6%	(5)	84
Employ: Unemployed	39%	(60)	33%	(51)	3%	(5)	25%	(38)	154
Military HH: Yes	35%	(47)	40%	(53)	7%	(9)	18%	(23)	132
Military HH: No	43%	(376)	36%	(312)	5%	(42)	16%	(137)	868
RD/WT: Right Direction	38%	(117)	37%	(113)	4%	(11)	21%	(64)	305
RD/WT: Wrong Track	44%	(306)	36%	(252)	6%	(39)	14%	(97)	695
Trump Job Approve	37%	(103)	42%	(116)	5%	(14)	15%	(42)	274
Trump Job Disapprove	48%	(283)	35%	(203)	5%	(31)	12%	(69)	586
Trump Job Strongly Approve	40%	(43)	38%	(42)	6%	(6)	16%	(18)	109
Trump Job Somewhat Approve	36%	(59)	45%	(75)	4%	(7)	15%	(24)	166
Trump Job Somewhat Disapprove	47%	(98)	37%	(78)	6%	(13)	10%	(20)	209
Trump Job Strongly Disapprove	49%	(185)	33%	(125)	5%	(18)	13%	(49)	377
Favorable of Trump	39%	(100)	43%	(110)	4%	(11)	14%	(36)	256
Unfavorable of Trump	47%	(287)	36%	(217)	5%	(29)	12%	(72)	606
Very Favorable of Trump	36%	(40)	41%	(44)	3%	(4)	20%	(21)	109
Somewhat Favorable of Trump	41%	(60)	44%	(65)	5%	(7)	10%	(14)	147
Somewhat Unfavorable of Trump	40%	(70)	40%	(70)	4%	(8)	16%	(27)	176
Very Unfavorable of Trump	50%	(217)	34%	(147)	5%	(22)	10%	(45)	430
#1 Issue: Economy	46%	(135)	39%	(114)	3%	(8)	13%	(38)	296
#1 Issue: Security	35%	(27)	45%	(34)	2%	(2)	18%	(13)	76
#1 Issue: Health Care	50%	(86)	32%	(55)	5%	(8)	13%	(21)	171
#1 Issue: Women's Issues	49%	(57)	32%	(38)	5%	(6)	14%	(17)	117
#1 Issue: Education	35%	(51)	39%	(57)	6%	(9)	20%	(29)	145
#1 Issue: Energy	44%	(43)	41%	(40)	11%	(11)	4%	(4)	98
#1 Issue: Other	27%	(23)	25%	(21)	4%	(4)	43%	(35)	82

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**Table MGC14\_6:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Transparency*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	42%	(423)	37%	(366)	5%	(51)	16%	(161)	1000
2018 House Vote: Democrat	61%	(69)	30%	(33)	3%	(3)	6%	(7)	112
2016 Vote: Hillary Clinton	57%	(44)	31%	(24)	3%	(2)	9%	(7)	78
2016 Vote: Didn't Vote	40%	(352)	38%	(331)	5%	(47)	17%	(151)	881
Voted in 2014: No	42%	(409)	37%	(359)	5%	(49)	16%	(156)	972
2012 Vote: Didn't Vote	42%	(414)	37%	(360)	5%	(49)	16%	(155)	978
4-Region: Northeast	43%	(92)	39%	(83)	2%	(5)	17%	(36)	216
4-Region: Midwest	40%	(92)	39%	(89)	7%	(17)	14%	(33)	232
4-Region: South	40%	(135)	35%	(116)	6%	(19)	20%	(66)	337
4-Region: West	48%	(104)	36%	(77)	4%	(9)	12%	(26)	216

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

**Table MGC14\_7:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Spirituality*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	31%	(311)	46%	(458)	10%	(101)	13%	(129)	1000
Gender: Male	29%	(139)	47%	(230)	12%	(61)	12%	(58)	489
Gender: Female	34%	(172)	45%	(228)	8%	(40)	14%	(71)	511
Age: 18-34	34%	(171)	43%	(215)	12%	(62)	12%	(58)	506
Generation Z: 13-23	31%	(311)	46%	(458)	10%	(101)	13%	(129)	1000
PID: Dem (no lean)	27%	(95)	51%	(180)	13%	(47)	9%	(33)	355
PID: Ind (no lean)	32%	(143)	43%	(191)	8%	(35)	17%	(76)	445
PID: Rep (no lean)	37%	(73)	43%	(87)	10%	(20)	10%	(21)	201
PID/Gender: Dem Men	27%	(43)	51%	(81)	15%	(24)	8%	(12)	160
PID/Gender: Dem Women	27%	(52)	51%	(99)	12%	(23)	11%	(21)	195
PID/Gender: Ind Men	29%	(64)	42%	(94)	12%	(27)	17%	(37)	223
PID/Gender: Ind Women	36%	(79)	44%	(97)	3%	(7)	17%	(39)	222
PID/Gender: Rep Men	31%	(33)	51%	(55)	9%	(10)	8%	(9)	106
PID/Gender: Rep Women	43%	(41)	34%	(32)	11%	(10)	12%	(12)	95
Ideo: Liberal (1-3)	27%	(89)	53%	(171)	14%	(45)	6%	(19)	324
Ideo: Moderate (4)	33%	(61)	49%	(91)	10%	(18)	8%	(15)	185
Ideo: Conservative (5-7)	41%	(72)	43%	(74)	10%	(18)	6%	(10)	173
Educ: < College	30%	(277)	46%	(423)	10%	(95)	13%	(121)	916
Educ: Bachelors degree	41%	(30)	44%	(32)	7%	(5)	8%	(6)	72
Income: Under 50k	32%	(157)	43%	(211)	9%	(46)	15%	(74)	488
Income: 50k-100k	31%	(103)	48%	(159)	10%	(32)	10%	(34)	328
Income: 100k+	28%	(51)	48%	(88)	13%	(23)	11%	(21)	183
Ethnicity: White	29%	(186)	49%	(314)	11%	(69)	11%	(68)	638
Ethnicity: Hispanic	36%	(73)	37%	(75)	11%	(23)	16%	(32)	203
Ethnicity: Afr. Am.	34%	(45)	35%	(46)	8%	(11)	22%	(29)	131
Ethnicity: Other	35%	(80)	42%	(98)	9%	(22)	14%	(32)	231
All Christian	40%	(110)	48%	(132)	5%	(13)	7%	(19)	274
All Non-Christian	39%	(25)	40%	(26)	11%	(7)	11%	(7)	65
Atheist	15%	(17)	47%	(53)	28%	(31)	10%	(12)	113
Agnostic/Nothing in particular	29%	(159)	45%	(247)	9%	(51)	17%	(92)	548
Religious Non-Protestant/Catholic	39%	(32)	43%	(35)	8%	(7)	10%	(9)	82

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**Table MGC14\_7:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Spirituality*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	31%	(311)	46%	(458)	10%	(101)	13%	(129)	1000
Evangelical	51%	(91)	35%	(62)	4%	(8)	10%	(19)	180
Non-Evangelical	37%	(104)	50%	(141)	6%	(16)	8%	(23)	283
Community: Urban	38%	(98)	44%	(111)	9%	(23)	9%	(23)	256
Community: Suburban	30%	(160)	46%	(248)	11%	(62)	13%	(68)	539
Community: Rural	26%	(53)	48%	(99)	8%	(17)	18%	(38)	206
Employ: Private Sector	37%	(31)	44%	(37)	12%	(10)	7%	(6)	84
Employ: Unemployed	30%	(47)	34%	(53)	13%	(20)	22%	(35)	154
Military HH: Yes	29%	(38)	51%	(68)	9%	(11)	12%	(15)	132
Military HH: No	31%	(273)	45%	(390)	10%	(90)	13%	(114)	868
RD/WT: Right Direction	36%	(108)	38%	(117)	10%	(29)	16%	(50)	305
RD/WT: Wrong Track	29%	(203)	49%	(340)	10%	(72)	11%	(79)	695
Trump Job Approve	35%	(96)	45%	(123)	9%	(24)	11%	(30)	274
Trump Job Disapprove	30%	(177)	49%	(286)	11%	(66)	10%	(57)	586
Trump Job Strongly Approve	39%	(42)	38%	(42)	12%	(13)	10%	(11)	109
Trump Job Somewhat Approve	33%	(54)	49%	(82)	7%	(11)	11%	(19)	166
Trump Job Somewhat Disapprove	40%	(83)	42%	(88)	10%	(20)	9%	(18)	209
Trump Job Strongly Disapprove	25%	(94)	53%	(199)	12%	(46)	10%	(39)	377
Favorable of Trump	40%	(101)	45%	(114)	8%	(22)	7%	(19)	256
Unfavorable of Trump	29%	(175)	50%	(300)	12%	(70)	10%	(61)	606
Very Favorable of Trump	43%	(47)	34%	(37)	12%	(13)	11%	(12)	109
Somewhat Favorable of Trump	37%	(54)	52%	(77)	6%	(9)	5%	(7)	147
Somewhat Unfavorable of Trump	39%	(68)	40%	(71)	9%	(16)	12%	(21)	176
Very Unfavorable of Trump	25%	(107)	53%	(229)	13%	(54)	9%	(40)	430
#1 Issue: Economy	36%	(106)	44%	(129)	10%	(30)	10%	(31)	296
#1 Issue: Security	33%	(25)	48%	(37)	12%	(9)	6%	(4)	76
#1 Issue: Health Care	28%	(47)	50%	(84)	13%	(22)	10%	(17)	171
#1 Issue: Women's Issues	26%	(30)	54%	(64)	9%	(11)	11%	(13)	117
#1 Issue: Education	36%	(52)	40%	(58)	7%	(10)	17%	(25)	145
#1 Issue: Energy	31%	(30)	49%	(48)	14%	(14)	5%	(5)	98
#1 Issue: Other	21%	(17)	38%	(31)	4%	(3)	37%	(31)	82

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**Table MGC14\_7:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Spirituality*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	31%	(311)	46%	(458)	10%	(101)	13%	(129)	1000
2018 House Vote: Democrat	31%	(35)	50%	(56)	11%	(13)	8%	(9)	112
2016 Vote: Hillary Clinton	25%	(20)	53%	(41)	11%	(8)	11%	(9)	78
2016 Vote: Didn't Vote	31%	(272)	46%	(402)	10%	(89)	13%	(118)	881
Voted in 2014: No	31%	(303)	46%	(447)	10%	(98)	13%	(124)	972
2012 Vote: Didn't Vote	31%	(302)	46%	(452)	10%	(99)	13%	(124)	978
4-Region: Northeast	28%	(59)	53%	(115)	8%	(17)	11%	(24)	216
4-Region: Midwest	31%	(72)	45%	(104)	13%	(29)	11%	(26)	232
4-Region: South	31%	(104)	41%	(139)	12%	(39)	16%	(55)	337
4-Region: West	35%	(76)	47%	(101)	7%	(16)	11%	(24)	216

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

**Table MGC14\_8:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Authenticity*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	45%	(449)	37%	(368)	4%	(43)	14%	(140)	1000
Gender: Male	42%	(205)	41%	(198)	5%	(25)	12%	(60)	489
Gender: Female	48%	(244)	33%	(170)	4%	(18)	16%	(80)	511
Age: 18-34	50%	(252)	34%	(170)	5%	(24)	12%	(61)	506
Generation Z: 13-23	45%	(449)	37%	(368)	4%	(43)	14%	(140)	1000
PID: Dem (no lean)	48%	(171)	37%	(132)	4%	(15)	10%	(37)	355
PID: Ind (no lean)	41%	(181)	37%	(166)	5%	(20)	17%	(78)	445
PID: Rep (no lean)	48%	(97)	34%	(69)	4%	(9)	13%	(26)	201
PID/Gender: Dem Men	43%	(68)	42%	(68)	5%	(8)	10%	(16)	160
PID/Gender: Dem Women	53%	(103)	33%	(64)	3%	(7)	11%	(21)	195
PID/Gender: Ind Men	40%	(90)	38%	(84)	5%	(11)	17%	(38)	223
PID/Gender: Ind Women	41%	(91)	37%	(82)	4%	(9)	18%	(40)	222
PID/Gender: Rep Men	44%	(47)	43%	(46)	6%	(6)	7%	(7)	106
PID/Gender: Rep Women	53%	(50)	25%	(23)	3%	(2)	20%	(19)	95
Ideo: Liberal (1-3)	52%	(167)	38%	(124)	4%	(14)	6%	(18)	324
Ideo: Moderate (4)	48%	(89)	39%	(73)	3%	(6)	9%	(17)	185
Ideo: Conservative (5-7)	51%	(87)	39%	(67)	5%	(9)	6%	(10)	173
Educ: < College	44%	(405)	37%	(335)	4%	(39)	15%	(136)	916
Educ: Bachelors degree	53%	(38)	40%	(29)	5%	(3)	3%	(2)	72
Income: Under 50k	44%	(214)	32%	(154)	6%	(30)	18%	(90)	488
Income: 50k-100k	48%	(158)	40%	(132)	2%	(7)	9%	(31)	328
Income: 100k+	42%	(76)	44%	(81)	4%	(7)	10%	(19)	183
Ethnicity: White	46%	(293)	40%	(254)	4%	(24)	10%	(67)	638
Ethnicity: Hispanic	44%	(90)	35%	(70)	5%	(11)	16%	(32)	203
Ethnicity: Afr. Am.	36%	(47)	31%	(41)	6%	(7)	27%	(35)	131
Ethnicity: Other	47%	(108)	31%	(73)	5%	(12)	17%	(38)	231
All Christian	47%	(130)	41%	(112)	4%	(10)	8%	(23)	274
All Non-Christian	51%	(33)	28%	(18)	10%	(7)	11%	(7)	65
Atheist	48%	(54)	38%	(43)	1%	(2)	12%	(14)	113
Agnostic/Nothing in particular	42%	(231)	35%	(194)	5%	(25)	18%	(97)	548
Religious Non-Protestant/Catholic	48%	(39)	32%	(27)	9%	(8)	10%	(9)	82

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**Table MGC14\_8:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Authenticity*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	45%	(449)	37%	(368)	4%	(43)	14%	(140)	1000
Evangelical	46%	(82)	34%	(61)	5%	(9)	15%	(27)	180
Non-Evangelical	46%	(131)	41%	(115)	4%	(12)	9%	(25)	283
Community: Urban	47%	(121)	35%	(89)	6%	(15)	12%	(31)	256
Community: Suburban	47%	(252)	37%	(199)	3%	(19)	13%	(69)	539
Community: Rural	37%	(76)	38%	(79)	5%	(10)	20%	(40)	206
Employ: Private Sector	57%	(48)	36%	(30)	3%	(3)	4%	(4)	84
Employ: Unemployed	46%	(70)	29%	(44)	4%	(7)	21%	(33)	154
Military HH: Yes	48%	(63)	32%	(42)	7%	(10)	13%	(17)	132
Military HH: No	44%	(386)	37%	(325)	4%	(34)	14%	(123)	868
RD/WT: Right Direction	41%	(124)	35%	(107)	6%	(19)	18%	(55)	305
RD/WT: Wrong Track	47%	(325)	38%	(261)	3%	(24)	12%	(85)	695
Trump Job Approve	47%	(128)	36%	(98)	6%	(15)	12%	(33)	274
Trump Job Disapprove	47%	(275)	38%	(224)	4%	(24)	11%	(63)	586
Trump Job Strongly Approve	51%	(55)	33%	(35)	4%	(5)	12%	(13)	109
Trump Job Somewhat Approve	44%	(73)	38%	(63)	6%	(11)	12%	(19)	166
Trump Job Somewhat Disapprove	52%	(108)	35%	(74)	5%	(10)	8%	(17)	209
Trump Job Strongly Disapprove	44%	(166)	40%	(150)	4%	(14)	12%	(47)	377
Favorable of Trump	49%	(126)	38%	(97)	5%	(12)	8%	(22)	256
Unfavorable of Trump	47%	(283)	38%	(231)	4%	(24)	11%	(69)	606
Very Favorable of Trump	48%	(52)	34%	(37)	7%	(8)	10%	(11)	109
Somewhat Favorable of Trump	50%	(73)	40%	(59)	3%	(4)	7%	(10)	147
Somewhat Unfavorable of Trump	44%	(77)	38%	(67)	6%	(11)	12%	(20)	176
Very Unfavorable of Trump	48%	(206)	38%	(163)	3%	(13)	11%	(48)	430
#1 Issue: Economy	48%	(141)	38%	(114)	3%	(8)	11%	(33)	296
#1 Issue: Security	44%	(33)	41%	(31)	3%	(2)	12%	(9)	76
#1 Issue: Health Care	49%	(84)	34%	(58)	4%	(7)	13%	(22)	171
#1 Issue: Women's Issues	54%	(63)	33%	(38)	2%	(3)	11%	(13)	117
#1 Issue: Education	37%	(54)	38%	(56)	10%	(15)	14%	(20)	145
#1 Issue: Energy	46%	(45)	41%	(40)	5%	(5)	8%	(7)	98
#1 Issue: Other	28%	(23)	32%	(27)	3%	(2)	37%	(30)	82

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**Table MGC14\_8:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Authenticity*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	45%	(449)	37%	(368)	4%	(43)	14%	(140)	1000
2018 House Vote: Democrat	51%	(57)	37%	(42)	4%	(4)	8%	(9)	112
2016 Vote: Hillary Clinton	43%	(33)	44%	(34)	4%	(3)	9%	(7)	78
2016 Vote: Didn't Vote	44%	(390)	36%	(320)	4%	(38)	15%	(133)	881
Voted in 2014: No	45%	(436)	37%	(359)	4%	(43)	14%	(134)	972
2012 Vote: Didn't Vote	45%	(436)	37%	(364)	4%	(42)	14%	(135)	978
4-Region: Northeast	46%	(99)	36%	(78)	4%	(9)	14%	(30)	216
4-Region: Midwest	41%	(95)	42%	(97)	4%	(10)	13%	(29)	232
4-Region: South	46%	(156)	32%	(107)	4%	(13)	18%	(61)	337
4-Region: West	46%	(99)	39%	(85)	5%	(11)	9%	(20)	216

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

**Table MGC14\_9:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Open-mindedness*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	52%	(522)	35%	(351)	3%	(27)	10%	(100)	1000
Gender: Male	49%	(237)	38%	(186)	3%	(17)	10%	(49)	489
Gender: Female	56%	(285)	32%	(165)	2%	(10)	10%	(51)	511
Age: 18-34	53%	(270)	34%	(171)	3%	(17)	9%	(47)	506
Generation Z: 13-23	52%	(522)	35%	(351)	3%	(27)	10%	(100)	1000
PID: Dem (no lean)	58%	(206)	34%	(119)	2%	(6)	6%	(23)	355
PID: Ind (no lean)	49%	(218)	34%	(150)	3%	(15)	14%	(61)	445
PID: Rep (no lean)	49%	(97)	41%	(81)	3%	(6)	8%	(16)	201
PID/Gender: Dem Men	53%	(85)	40%	(64)	2%	(3)	5%	(9)	160
PID/Gender: Dem Women	63%	(122)	28%	(55)	2%	(3)	7%	(14)	195
PID/Gender: Ind Men	47%	(104)	33%	(74)	5%	(12)	15%	(34)	223
PID/Gender: Ind Women	52%	(114)	34%	(77)	2%	(4)	12%	(27)	222
PID/Gender: Rep Men	46%	(49)	45%	(48)	2%	(2)	6%	(7)	106
PID/Gender: Rep Women	51%	(49)	35%	(33)	3%	(3)	10%	(9)	95
Ideo: Liberal (1-3)	59%	(190)	36%	(117)	2%	(7)	3%	(9)	324
Ideo: Moderate (4)	58%	(108)	33%	(62)	3%	(6)	5%	(10)	185
Ideo: Conservative (5-7)	48%	(83)	41%	(72)	5%	(9)	5%	(9)	173
Educ: < College	52%	(473)	35%	(324)	3%	(24)	10%	(95)	916
Educ: Bachelors degree	62%	(45)	32%	(23)	3%	(2)	2%	(2)	72
Income: Under 50k	52%	(256)	31%	(152)	4%	(20)	12%	(60)	488
Income: 50k-100k	53%	(174)	39%	(127)	1%	(4)	7%	(23)	328
Income: 100k+	50%	(93)	39%	(72)	1%	(2)	9%	(17)	183
Ethnicity: White	51%	(323)	39%	(248)	3%	(17)	8%	(50)	638
Ethnicity: Hispanic	51%	(103)	34%	(68)	3%	(7)	12%	(25)	203
Ethnicity: Afr. Am.	50%	(66)	29%	(38)	3%	(4)	17%	(23)	131
Ethnicity: Other	57%	(132)	28%	(65)	3%	(6)	12%	(28)	231
All Christian	52%	(141)	39%	(108)	3%	(7)	7%	(18)	274
All Non-Christian	56%	(36)	33%	(22)	1%	(1)	10%	(6)	65
Atheist	57%	(64)	32%	(37)	2%	(3)	8%	(9)	113
Agnostic/Nothing in particular	51%	(280)	34%	(185)	3%	(17)	12%	(66)	548
Religious Non-Protestant/Catholic	55%	(45)	34%	(28)	1%	(1)	10%	(8)	82

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**Table MGC14\_9:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Open-mindedness*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	52%	(522)	35%	(351)	3%	(27)	10%	(100)	1000
Evangelical	50%	(91)	37%	(66)	4%	(8)	9%	(16)	180
Non-Evangelical	52%	(149)	38%	(108)	2%	(5)	7%	(21)	283
Community: Urban	55%	(141)	34%	(86)	2%	(6)	9%	(23)	256
Community: Suburban	53%	(286)	36%	(194)	2%	(13)	8%	(46)	539
Community: Rural	46%	(95)	35%	(71)	4%	(8)	15%	(31)	206
Employ: Private Sector	57%	(48)	35%	(29)	2%	(2)	6%	(5)	84
Employ: Unemployed	50%	(77)	32%	(49)	5%	(8)	13%	(20)	154
Military HH: Yes	48%	(63)	39%	(52)	4%	(5)	9%	(12)	132
Military HH: No	53%	(459)	35%	(299)	2%	(22)	10%	(87)	868
RD/WT: Right Direction	44%	(136)	38%	(115)	3%	(10)	15%	(45)	305
RD/WT: Wrong Track	56%	(386)	34%	(236)	2%	(17)	8%	(55)	695
Trump Job Approve	47%	(128)	40%	(109)	4%	(11)	10%	(26)	274
Trump Job Disapprove	58%	(338)	34%	(198)	2%	(11)	7%	(39)	586
Trump Job Strongly Approve	47%	(51)	39%	(42)	3%	(3)	11%	(12)	109
Trump Job Somewhat Approve	47%	(77)	40%	(67)	4%	(7)	9%	(14)	166
Trump Job Somewhat Disapprove	61%	(128)	31%	(65)	2%	(5)	5%	(11)	209
Trump Job Strongly Disapprove	56%	(210)	35%	(134)	2%	(6)	7%	(28)	377
Favorable of Trump	49%	(126)	39%	(101)	3%	(9)	8%	(20)	256
Unfavorable of Trump	57%	(345)	35%	(215)	2%	(11)	6%	(35)	606
Very Favorable of Trump	44%	(48)	41%	(45)	3%	(3)	11%	(12)	109
Somewhat Favorable of Trump	53%	(78)	38%	(56)	4%	(6)	5%	(8)	147
Somewhat Unfavorable of Trump	55%	(97)	35%	(62)	2%	(4)	7%	(12)	176
Very Unfavorable of Trump	58%	(248)	35%	(152)	2%	(7)	5%	(23)	430
#1 Issue: Economy	58%	(173)	32%	(94)	2%	(6)	8%	(24)	296
#1 Issue: Security	43%	(33)	49%	(37)	3%	(2)	5%	(4)	76
#1 Issue: Health Care	56%	(96)	34%	(58)	3%	(6)	6%	(10)	171
#1 Issue: Women's Issues	53%	(62)	37%	(44)	1%	(1)	9%	(10)	117
#1 Issue: Education	50%	(73)	36%	(52)	3%	(5)	11%	(16)	145
#1 Issue: Energy	55%	(54)	34%	(33)	3%	(3)	8%	(8)	98
#1 Issue: Other	33%	(27)	33%	(27)	2%	(2)	32%	(26)	82

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**Table MGC14\_9:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Open-mindedness*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	52%	(522)	35%	(351)	3%	(27)	10%	(100)	1000
2018 House Vote: Democrat	63%	(70)	29%	(33)	2%	(2)	6%	(6)	112
2016 Vote: Hillary Clinton	52%	(41)	40%	(31)	2%	(1)	6%	(5)	78
2016 Vote: Didn't Vote	52%	(456)	35%	(306)	3%	(25)	11%	(94)	881
Voted in 2014: No	52%	(509)	35%	(342)	3%	(27)	10%	(94)	972
2012 Vote: Didn't Vote	52%	(510)	35%	(346)	3%	(27)	10%	(95)	978
4-Region: Northeast	50%	(107)	40%	(86)	2%	(4)	9%	(19)	216
4-Region: Midwest	50%	(115)	36%	(84)	5%	(11)	10%	(22)	232
4-Region: South	55%	(184)	31%	(105)	3%	(9)	12%	(39)	337
4-Region: West	54%	(117)	36%	(77)	2%	(3)	9%	(19)	216

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

**Table MGC14\_10:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Intelligence*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	53%	(534)	33%	(327)	3%	(32)	11%	(107)	1000
Gender: Male	51%	(251)	35%	(172)	3%	(16)	10%	(51)	489
Gender: Female	55%	(283)	30%	(156)	3%	(16)	11%	(56)	511
Age: 18-34	54%	(272)	32%	(162)	4%	(20)	10%	(53)	506
Generation Z: 13-23	53%	(534)	33%	(327)	3%	(32)	11%	(107)	1000
PID: Dem (no lean)	60%	(214)	30%	(107)	3%	(10)	7%	(24)	355
PID: Ind (no lean)	49%	(217)	33%	(149)	3%	(13)	15%	(65)	445
PID: Rep (no lean)	51%	(103)	36%	(71)	4%	(8)	9%	(18)	201
PID/Gender: Dem Men	58%	(93)	35%	(56)	2%	(3)	5%	(8)	160
PID/Gender: Dem Women	62%	(121)	26%	(51)	4%	(8)	8%	(15)	195
PID/Gender: Ind Men	46%	(103)	34%	(76)	3%	(7)	16%	(37)	223
PID/Gender: Ind Women	51%	(114)	33%	(73)	3%	(7)	13%	(28)	222
PID/Gender: Rep Men	51%	(54)	38%	(40)	6%	(6)	5%	(6)	106
PID/Gender: Rep Women	51%	(49)	33%	(32)	2%	(2)	13%	(12)	95
Ideo: Liberal (1-3)	59%	(192)	33%	(106)	5%	(16)	3%	(10)	324
Ideo: Moderate (4)	58%	(108)	34%	(63)	2%	(4)	6%	(11)	185
Ideo: Conservative (5-7)	56%	(97)	34%	(58)	3%	(5)	7%	(13)	173
Educ: < College	53%	(488)	32%	(296)	3%	(31)	11%	(101)	916
Educ: Bachelors degree	56%	(40)	40%	(29)	1%	(1)	3%	(2)	72
Income: Under 50k	54%	(262)	29%	(141)	5%	(22)	13%	(63)	488
Income: 50k-100k	56%	(184)	35%	(115)	1%	(5)	7%	(24)	328
Income: 100k+	48%	(87)	39%	(71)	3%	(6)	11%	(19)	183
Ethnicity: White	53%	(336)	36%	(228)	3%	(17)	9%	(56)	638
Ethnicity: Hispanic	50%	(101)	32%	(64)	6%	(12)	13%	(26)	203
Ethnicity: Afr. Am.	55%	(72)	24%	(31)	6%	(7)	16%	(21)	131
Ethnicity: Other	54%	(126)	29%	(68)	3%	(8)	13%	(30)	231
All Christian	53%	(144)	39%	(106)	2%	(6)	7%	(18)	274
All Non-Christian	68%	(44)	20%	(13)	1%	(1)	11%	(7)	65
Atheist	60%	(67)	28%	(31)	4%	(5)	8%	(9)	113
Agnostic/Nothing in particular	51%	(279)	32%	(177)	4%	(21)	13%	(72)	548
Religious Non-Protestant/Catholic	61%	(50)	26%	(21)	2%	(2)	11%	(9)	82

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**Table MGC14\_10:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
Intelligence

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	53%	(534)	33%	(327)	3%	(32)	11%	(107)	1000
Evangelical	52%	(93)	35%	(64)	5%	(9)	8%	(14)	180
Non-Evangelical	53%	(151)	37%	(104)	3%	(7)	7%	(21)	283
Community: Urban	53%	(135)	35%	(90)	3%	(8)	8%	(21)	256
Community: Suburban	56%	(302)	32%	(172)	2%	(13)	10%	(52)	539
Community: Rural	47%	(97)	31%	(65)	5%	(11)	16%	(34)	206
Employ: Private Sector	54%	(46)	40%	(34)	1%	(1)	4%	(4)	84
Employ: Unemployed	45%	(70)	32%	(49)	7%	(11)	15%	(24)	154
Military HH: Yes	51%	(67)	37%	(49)	4%	(6)	8%	(11)	132
Military HH: No	54%	(467)	32%	(279)	3%	(26)	11%	(96)	868
RD/WT: Right Direction	48%	(146)	34%	(105)	2%	(7)	15%	(47)	305
RD/WT: Wrong Track	56%	(388)	32%	(222)	4%	(25)	9%	(60)	695
Trump Job Approve	51%	(141)	35%	(97)	3%	(7)	11%	(30)	274
Trump Job Disapprove	58%	(338)	32%	(189)	3%	(18)	7%	(41)	586
Trump Job Strongly Approve	52%	(56)	33%	(36)	4%	(4)	12%	(13)	109
Trump Job Somewhat Approve	51%	(85)	37%	(61)	2%	(3)	10%	(17)	166
Trump Job Somewhat Disapprove	56%	(118)	34%	(71)	3%	(6)	7%	(14)	209
Trump Job Strongly Disapprove	58%	(220)	31%	(118)	3%	(13)	7%	(27)	377
Favorable of Trump	54%	(138)	37%	(95)	1%	(4)	8%	(20)	256
Unfavorable of Trump	56%	(342)	33%	(201)	3%	(20)	7%	(43)	606
Very Favorable of Trump	58%	(63)	30%	(33)	1%	(1)	10%	(11)	109
Somewhat Favorable of Trump	51%	(75)	42%	(61)	2%	(2)	6%	(9)	147
Somewhat Unfavorable of Trump	53%	(92)	35%	(61)	4%	(6)	9%	(16)	176
Very Unfavorable of Trump	58%	(250)	32%	(140)	3%	(14)	6%	(27)	430
#1 Issue: Economy	57%	(168)	31%	(91)	2%	(7)	10%	(30)	296
#1 Issue: Security	54%	(41)	37%	(28)	3%	(2)	6%	(4)	76
#1 Issue: Health Care	54%	(91)	36%	(62)	3%	(5)	7%	(12)	171
#1 Issue: Women's Issues	59%	(69)	31%	(36)	3%	(3)	7%	(9)	117
#1 Issue: Education	48%	(69)	35%	(51)	5%	(7)	12%	(18)	145
#1 Issue: Energy	61%	(60)	30%	(30)	3%	(3)	5%	(5)	98
#1 Issue: Other	37%	(31)	28%	(23)	4%	(3)	31%	(26)	82

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**Table MGC14\_10:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Intelligence*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	53%	(534)	33%	(327)	3%	(32)	11%	(107)	1000
2018 House Vote: Democrat	57%	(64)	37%	(41)	1%	(2)	5%	(5)	112
2016 Vote: Hillary Clinton	52%	(40)	41%	(32)	2%	(2)	5%	(4)	78
2016 Vote: Didn't Vote	53%	(467)	32%	(283)	3%	(30)	11%	(100)	881
Voted in 2014: No	53%	(518)	33%	(319)	3%	(32)	11%	(102)	972
2012 Vote: Didn't Vote	53%	(519)	33%	(324)	3%	(31)	11%	(104)	978
4-Region: Northeast	54%	(116)	32%	(69)	4%	(9)	10%	(21)	216
4-Region: Midwest	54%	(125)	32%	(75)	3%	(7)	10%	(24)	232
4-Region: South	52%	(175)	31%	(104)	4%	(13)	13%	(44)	337
4-Region: West	54%	(117)	36%	(79)	2%	(3)	8%	(17)	216

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

**Table MGC14\_11:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Care for those more needy than yourself*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(535)	31%	(308)	4%	(40)	12%	(117)	1000
Gender: Male	50%	(245)	34%	(165)	5%	(23)	12%	(56)	489
Gender: Female	57%	(290)	28%	(143)	3%	(18)	12%	(60)	511
Age: 18-34	53%	(269)	30%	(154)	5%	(25)	11%	(58)	506
Generation Z: 13-23	54%	(535)	31%	(308)	4%	(40)	12%	(117)	1000
PID: Dem (no lean)	63%	(225)	25%	(90)	4%	(14)	7%	(26)	355
PID: Ind (no lean)	44%	(195)	35%	(154)	4%	(16)	18%	(79)	445
PID: Rep (no lean)	58%	(116)	32%	(63)	5%	(10)	6%	(11)	201
PID/Gender: Dem Men	57%	(90)	32%	(51)	4%	(7)	7%	(12)	160
PID/Gender: Dem Women	69%	(134)	20%	(39)	4%	(7)	7%	(14)	195
PID/Gender: Ind Men	44%	(98)	33%	(74)	5%	(12)	18%	(39)	223
PID/Gender: Ind Women	43%	(96)	36%	(81)	2%	(5)	18%	(40)	222
PID/Gender: Rep Men	53%	(56)	38%	(40)	4%	(5)	5%	(6)	106
PID/Gender: Rep Women	63%	(60)	25%	(23)	6%	(6)	6%	(6)	95
Ideo: Liberal (1-3)	64%	(206)	28%	(90)	3%	(11)	5%	(16)	324
Ideo: Moderate (4)	50%	(93)	35%	(64)	6%	(11)	9%	(17)	185
Ideo: Conservative (5-7)	57%	(99)	31%	(54)	6%	(11)	6%	(10)	173
Educ: < College	53%	(489)	31%	(281)	4%	(35)	12%	(111)	916
Educ: Bachelors degree	56%	(40)	35%	(25)	8%	(6)	2%	(2)	72
Income: Under 50k	51%	(251)	29%	(142)	4%	(22)	15%	(74)	488
Income: 50k-100k	56%	(183)	33%	(107)	5%	(15)	7%	(23)	328
Income: 100k+	55%	(102)	32%	(59)	2%	(4)	10%	(19)	183
Ethnicity: White	55%	(348)	33%	(208)	4%	(25)	9%	(57)	638
Ethnicity: Hispanic	51%	(102)	29%	(58)	6%	(11)	15%	(30)	203
Ethnicity: Afr. Am.	47%	(61)	28%	(37)	5%	(7)	20%	(26)	131
Ethnicity: Other	55%	(126)	27%	(63)	4%	(9)	14%	(33)	231
All Christian	59%	(161)	31%	(86)	2%	(6)	8%	(21)	274
All Non-Christian	59%	(39)	19%	(12)	9%	(6)	13%	(8)	65
Atheist	51%	(58)	33%	(37)	6%	(7)	10%	(11)	113
Agnostic/Nothing in particular	51%	(278)	32%	(173)	4%	(22)	14%	(76)	548
Religious Non-Protestant/Catholic	61%	(50)	19%	(16)	7%	(6)	13%	(11)	82

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**Table MGC14\_11:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?  
Care for those more needy than yourself*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(535)	31%	(308)	4%	(40)	12%	(117)	1000
Evangelical	60%	(108)	27%	(48)	4%	(7)	9%	(16)	180
Non-Evangelical	57%	(160)	34%	(97)	1%	(4)	8%	(23)	283
Community: Urban	57%	(146)	29%	(75)	4%	(11)	9%	(24)	256
Community: Suburban	54%	(291)	31%	(169)	4%	(20)	11%	(59)	539
Community: Rural	48%	(98)	31%	(64)	5%	(10)	16%	(34)	206
Employ: Private Sector	65%	(55)	27%	(23)	2%	(2)	6%	(5)	84
Employ: Unemployed	52%	(80)	27%	(41)	6%	(10)	15%	(23)	154
Military HH: Yes	51%	(68)	31%	(41)	7%	(9)	11%	(14)	132
Military HH: No	54%	(467)	31%	(267)	4%	(31)	12%	(102)	868
RD/WT: Right Direction	50%	(151)	29%	(87)	6%	(18)	16%	(49)	305
RD/WT: Wrong Track	55%	(384)	32%	(221)	3%	(22)	10%	(67)	695
Trump Job Approve	49%	(135)	34%	(92)	6%	(16)	11%	(31)	274
Trump Job Disapprove	59%	(344)	30%	(176)	2%	(14)	9%	(52)	586
Trump Job Strongly Approve	53%	(58)	29%	(31)	6%	(7)	12%	(13)	109
Trump Job Somewhat Approve	47%	(77)	37%	(61)	6%	(10)	11%	(18)	166
Trump Job Somewhat Disapprove	57%	(119)	32%	(67)	3%	(6)	8%	(17)	209
Trump Job Strongly Disapprove	60%	(225)	29%	(108)	2%	(9)	9%	(35)	377
Favorable of Trump	53%	(135)	36%	(92)	5%	(13)	6%	(16)	256
Unfavorable of Trump	58%	(354)	29%	(178)	3%	(18)	9%	(56)	606
Very Favorable of Trump	52%	(57)	33%	(36)	5%	(5)	10%	(11)	109
Somewhat Favorable of Trump	53%	(78)	38%	(56)	5%	(8)	3%	(5)	147
Somewhat Unfavorable of Trump	52%	(91)	32%	(56)	4%	(7)	13%	(22)	176
Very Unfavorable of Trump	61%	(263)	28%	(122)	3%	(11)	8%	(34)	430
#1 Issue: Economy	58%	(170)	28%	(83)	4%	(12)	10%	(31)	296
#1 Issue: Security	57%	(44)	26%	(20)	6%	(4)	11%	(8)	76
#1 Issue: Health Care	60%	(102)	28%	(48)	4%	(6)	8%	(14)	171
#1 Issue: Women's Issues	58%	(68)	32%	(38)	3%	(3)	7%	(8)	117
#1 Issue: Education	52%	(76)	29%	(42)	7%	(10)	12%	(17)	145
#1 Issue: Energy	48%	(47)	41%	(40)	2%	(2)	9%	(9)	98
#1 Issue: Other	31%	(25)	34%	(28)	3%	(3)	32%	(26)	82

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**Table MGC14\_11:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Care for those more needy than yourself*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(535)	31%	(308)	4%	(40)	12%	(117)	1000
2018 House Vote: Democrat	66%	(74)	25%	(28)	3%	(3)	6%	(7)	112
2016 Vote: Hillary Clinton	58%	(45)	31%	(24)	2%	(2)	8%	(7)	78
2016 Vote: Didn't Vote	53%	(469)	31%	(269)	4%	(35)	12%	(107)	881
Voted in 2014: No	54%	(524)	31%	(300)	4%	(39)	11%	(109)	972
2012 Vote: Didn't Vote	54%	(523)	31%	(303)	4%	(39)	11%	(112)	978
4-Region: Northeast	55%	(119)	31%	(67)	3%	(7)	11%	(23)	216
4-Region: Midwest	52%	(121)	31%	(73)	5%	(12)	11%	(26)	232
4-Region: South	52%	(176)	31%	(103)	4%	(14)	13%	(43)	337
4-Region: West	55%	(120)	30%	(65)	4%	(8)	11%	(24)	216

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

**Table MGC14\_12:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Doing what it takes to get ahead*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	32%	(318)	43%	(433)	12%	(124)	13%	(125)	1000
Gender: Male	33%	(160)	45%	(220)	11%	(52)	11%	(56)	489
Gender: Female	31%	(158)	42%	(213)	14%	(72)	14%	(69)	511
Age: 18-34	36%	(181)	41%	(207)	13%	(65)	11%	(54)	506
Generation Z: 13-23	32%	(318)	43%	(433)	12%	(124)	13%	(125)	1000
PID: Dem (no lean)	31%	(109)	44%	(154)	16%	(58)	9%	(33)	355
PID: Ind (no lean)	29%	(129)	44%	(196)	10%	(45)	17%	(75)	445
PID: Rep (no lean)	40%	(80)	41%	(83)	10%	(20)	9%	(17)	201
PID/Gender: Dem Men	32%	(52)	49%	(78)	11%	(18)	8%	(13)	160
PID/Gender: Dem Women	30%	(58)	39%	(76)	21%	(41)	10%	(20)	195
PID/Gender: Ind Men	26%	(58)	45%	(101)	12%	(26)	17%	(37)	223
PID/Gender: Ind Women	32%	(70)	43%	(95)	9%	(19)	17%	(38)	222
PID/Gender: Rep Men	48%	(50)	39%	(41)	8%	(9)	5%	(6)	106
PID/Gender: Rep Women	32%	(30)	44%	(42)	12%	(12)	12%	(11)	95
Ideo: Liberal (1-3)	28%	(92)	45%	(145)	21%	(67)	6%	(20)	324
Ideo: Moderate (4)	36%	(67)	48%	(89)	9%	(17)	7%	(13)	185
Ideo: Conservative (5-7)	34%	(59)	48%	(82)	10%	(18)	8%	(14)	173
Educ: < College	32%	(289)	43%	(397)	12%	(113)	13%	(118)	916
Educ: Bachelors degree	38%	(28)	45%	(32)	13%	(9)	4%	(3)	72
Income: Under 50k	34%	(168)	38%	(185)	13%	(63)	15%	(72)	488
Income: 50k-100k	31%	(100)	49%	(161)	12%	(38)	9%	(28)	328
Income: 100k+	28%	(51)	47%	(87)	12%	(22)	13%	(25)	183
Ethnicity: White	29%	(188)	47%	(297)	13%	(83)	11%	(69)	638
Ethnicity: Hispanic	35%	(71)	40%	(82)	11%	(22)	14%	(28)	203
Ethnicity: Afr. Am.	35%	(46)	34%	(45)	11%	(14)	20%	(26)	131
Ethnicity: Other	37%	(85)	39%	(91)	11%	(27)	13%	(29)	231
All Christian	36%	(99)	46%	(125)	11%	(31)	7%	(20)	274
All Non-Christian	43%	(28)	37%	(24)	8%	(5)	13%	(8)	65
Atheist	25%	(28)	52%	(58)	11%	(13)	12%	(14)	113
Agnostic/Nothing in particular	30%	(164)	41%	(226)	14%	(75)	15%	(84)	548
Religious Non-Protestant/Catholic	37%	(30)	41%	(34)	8%	(7)	14%	(11)	82

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**Table MGC14\_12:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Doing what it takes to get ahead*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	32%	(318)	43%	(433)	12%	(124)	13%	(125)	1000
Evangelical	33%	(60)	36%	(65)	18%	(33)	12%	(22)	180
Non-Evangelical	35%	(100)	48%	(135)	9%	(25)	8%	(24)	283
Community: Urban	36%	(93)	40%	(103)	13%	(34)	10%	(25)	256
Community: Suburban	29%	(158)	46%	(248)	12%	(66)	12%	(66)	539
Community: Rural	33%	(67)	40%	(82)	11%	(23)	16%	(34)	206
Employ: Private Sector	30%	(26)	49%	(42)	13%	(11)	8%	(6)	84
Employ: Unemployed	35%	(54)	36%	(55)	10%	(16)	19%	(29)	154
Military HH: Yes	34%	(45)	40%	(53)	13%	(17)	13%	(17)	132
Military HH: No	32%	(273)	44%	(380)	12%	(106)	12%	(108)	868
RD/WT: Right Direction	32%	(97)	40%	(124)	11%	(34)	17%	(50)	305
RD/WT: Wrong Track	32%	(221)	45%	(309)	13%	(90)	11%	(75)	695
Trump Job Approve	37%	(101)	40%	(111)	11%	(30)	12%	(33)	274
Trump Job Disapprove	32%	(185)	45%	(264)	14%	(82)	9%	(55)	586
Trump Job Strongly Approve	44%	(47)	35%	(38)	6%	(7)	15%	(16)	109
Trump Job Somewhat Approve	32%	(54)	44%	(73)	14%	(23)	10%	(17)	166
Trump Job Somewhat Disapprove	37%	(77)	44%	(93)	11%	(22)	8%	(18)	209
Trump Job Strongly Disapprove	29%	(109)	45%	(171)	16%	(60)	10%	(37)	377
Favorable of Trump	37%	(94)	44%	(113)	10%	(26)	9%	(23)	256
Unfavorable of Trump	31%	(189)	46%	(279)	14%	(85)	9%	(53)	606
Very Favorable of Trump	40%	(44)	39%	(42)	8%	(9)	13%	(14)	109
Somewhat Favorable of Trump	34%	(50)	48%	(71)	12%	(17)	6%	(9)	147
Somewhat Unfavorable of Trump	36%	(63)	47%	(83)	9%	(16)	8%	(14)	176
Very Unfavorable of Trump	29%	(127)	46%	(196)	16%	(69)	9%	(39)	430
#1 Issue: Economy	37%	(109)	41%	(120)	13%	(37)	10%	(30)	296
#1 Issue: Security	39%	(30)	46%	(35)	8%	(6)	7%	(6)	76
#1 Issue: Health Care	34%	(58)	43%	(73)	14%	(23)	10%	(16)	171
#1 Issue: Women's Issues	29%	(34)	43%	(51)	16%	(19)	11%	(13)	117
#1 Issue: Education	31%	(45)	46%	(67)	10%	(14)	13%	(19)	145
#1 Issue: Energy	27%	(26)	48%	(46)	17%	(17)	8%	(8)	98
#1 Issue: Other	14%	(12)	45%	(37)	3%	(3)	38%	(31)	82

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**Table MGC14\_12:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?  
Doing what it takes to get ahead*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	32%	(318)	43%	(433)	12%	(124)	13%	(125)	1000
2018 House Vote: Democrat	34%	(38)	41%	(46)	18%	(20)	7%	(8)	112
2016 Vote: Hillary Clinton	23%	(18)	48%	(37)	20%	(16)	8%	(6)	78
2016 Vote: Didn't Vote	32%	(281)	43%	(378)	12%	(104)	13%	(118)	881
Voted in 2014: No	32%	(309)	44%	(424)	12%	(120)	12%	(119)	972
2012 Vote: Didn't Vote	31%	(307)	44%	(429)	12%	(122)	12%	(120)	978
4-Region: Northeast	34%	(73)	47%	(102)	8%	(17)	11%	(23)	216
4-Region: Midwest	29%	(66)	42%	(97)	16%	(37)	13%	(31)	232
4-Region: South	36%	(121)	37%	(124)	13%	(42)	15%	(50)	337
4-Region: West	27%	(58)	51%	(110)	12%	(27)	10%	(21)	216

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

**Table MGC14\_13:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Respect for authority*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	35%	(350)	43%	(430)	11%	(105)	11%	(115)	1000
Gender: Male	35%	(173)	42%	(204)	12%	(59)	11%	(52)	489
Gender: Female	34%	(176)	44%	(226)	9%	(47)	12%	(63)	511
Age: 18-34	37%	(186)	40%	(202)	13%	(66)	10%	(53)	506
Generation Z: 13-23	35%	(350)	43%	(430)	11%	(105)	11%	(115)	1000
PID: Dem (no lean)	36%	(129)	42%	(147)	13%	(45)	9%	(34)	355
PID: Ind (no lean)	31%	(139)	43%	(193)	10%	(44)	15%	(68)	445
PID: Rep (no lean)	41%	(81)	45%	(90)	8%	(16)	6%	(13)	201
PID/Gender: Dem Men	40%	(64)	40%	(64)	12%	(18)	9%	(14)	160
PID/Gender: Dem Women	34%	(65)	43%	(83)	14%	(26)	10%	(20)	195
PID/Gender: Ind Men	29%	(66)	42%	(92)	15%	(33)	14%	(32)	223
PID/Gender: Ind Women	33%	(74)	45%	(100)	5%	(12)	16%	(36)	222
PID/Gender: Rep Men	42%	(44)	45%	(48)	7%	(8)	6%	(6)	106
PID/Gender: Rep Women	40%	(37)	44%	(42)	9%	(9)	7%	(7)	95
Ideo: Liberal (1-3)	28%	(90)	48%	(156)	18%	(58)	6%	(20)	324
Ideo: Moderate (4)	40%	(75)	44%	(81)	9%	(16)	7%	(13)	185
Ideo: Conservative (5-7)	44%	(76)	43%	(74)	9%	(16)	4%	(8)	173
Educ: < College	35%	(321)	43%	(389)	11%	(97)	12%	(108)	916
Educ: Bachelors degree	35%	(25)	50%	(36)	11%	(8)	4%	(3)	72
Income: Under 50k	36%	(175)	37%	(182)	12%	(56)	15%	(75)	488
Income: 50k-100k	33%	(109)	51%	(167)	10%	(33)	6%	(19)	328
Income: 100k+	36%	(65)	45%	(82)	9%	(16)	11%	(21)	183
Ethnicity: White	35%	(223)	45%	(286)	11%	(71)	9%	(57)	638
Ethnicity: Hispanic	38%	(76)	38%	(78)	10%	(20)	14%	(29)	203
Ethnicity: Afr. Am.	33%	(44)	35%	(46)	10%	(13)	22%	(28)	131
Ethnicity: Other	36%	(83)	42%	(98)	9%	(21)	13%	(30)	231
All Christian	42%	(114)	44%	(122)	7%	(19)	7%	(20)	274
All Non-Christian	43%	(28)	40%	(26)	9%	(6)	9%	(6)	65
Atheist	27%	(30)	44%	(49)	20%	(23)	9%	(11)	113
Agnostic/Nothing in particular	32%	(178)	43%	(233)	11%	(59)	14%	(78)	548
Religious Non-Protestant/Catholic	41%	(34)	39%	(32)	9%	(8)	11%	(9)	82

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**Table MGC14\_13:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Respect for authority*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	35%	(350)	43%	(430)	11%	(105)	11%	(115)	1000
Evangelical	47%	(84)	37%	(67)	8%	(14)	8%	(14)	180
Non-Evangelical	39%	(109)	46%	(132)	8%	(21)	7%	(21)	283
Community: Urban	35%	(91)	44%	(112)	12%	(30)	9%	(23)	256
Community: Suburban	34%	(183)	46%	(246)	10%	(51)	11%	(58)	539
Community: Rural	37%	(76)	35%	(73)	11%	(24)	16%	(34)	206
Employ: Private Sector	37%	(31)	47%	(39)	9%	(8)	7%	(6)	84
Employ: Unemployed	41%	(63)	31%	(48)	13%	(19)	16%	(24)	154
Military HH: Yes	39%	(51)	41%	(54)	10%	(13)	11%	(14)	132
Military HH: No	34%	(299)	43%	(377)	11%	(92)	12%	(100)	868
RD/WT: Right Direction	38%	(117)	40%	(122)	7%	(22)	15%	(45)	305
RD/WT: Wrong Track	34%	(233)	44%	(308)	12%	(83)	10%	(70)	695
Trump Job Approve	39%	(106)	43%	(117)	9%	(24)	10%	(27)	274
Trump Job Disapprove	34%	(198)	44%	(260)	13%	(76)	9%	(53)	586
Trump Job Strongly Approve	42%	(46)	37%	(40)	10%	(11)	11%	(12)	109
Trump Job Somewhat Approve	36%	(60)	46%	(76)	8%	(14)	9%	(16)	166
Trump Job Somewhat Disapprove	46%	(96)	38%	(80)	8%	(18)	7%	(15)	209
Trump Job Strongly Disapprove	27%	(102)	48%	(180)	15%	(58)	10%	(37)	377
Favorable of Trump	41%	(106)	46%	(117)	7%	(19)	6%	(14)	256
Unfavorable of Trump	33%	(200)	46%	(276)	12%	(74)	9%	(55)	606
Very Favorable of Trump	47%	(52)	37%	(40)	8%	(8)	8%	(9)	109
Somewhat Favorable of Trump	37%	(54)	52%	(76)	7%	(11)	4%	(5)	147
Somewhat Unfavorable of Trump	42%	(73)	43%	(75)	6%	(10)	10%	(17)	176
Very Unfavorable of Trump	30%	(127)	47%	(201)	15%	(65)	9%	(38)	430
#1 Issue: Economy	38%	(111)	42%	(124)	11%	(31)	10%	(29)	296
#1 Issue: Security	50%	(38)	40%	(30)	3%	(3)	6%	(5)	76
#1 Issue: Health Care	31%	(53)	47%	(80)	12%	(20)	11%	(18)	171
#1 Issue: Women's Issues	31%	(37)	45%	(53)	15%	(18)	8%	(10)	117
#1 Issue: Education	36%	(52)	43%	(63)	9%	(13)	12%	(17)	145
#1 Issue: Energy	30%	(30)	50%	(49)	13%	(13)	7%	(6)	98
#1 Issue: Other	30%	(25)	35%	(29)	3%	(2)	33%	(27)	82

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**Table MGC14\_13:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Respect for authority*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	35%	(350)	43%	(430)	11%	(105)	11%	(115)	1000
2018 House Vote: Democrat	37%	(41)	41%	(46)	14%	(16)	8%	(9)	112
2016 Vote: Hillary Clinton	32%	(25)	51%	(40)	9%	(7)	8%	(6)	78
2016 Vote: Didn't Vote	35%	(306)	43%	(375)	11%	(93)	12%	(107)	881
Voted in 2014: No	35%	(340)	43%	(419)	11%	(104)	11%	(109)	972
2012 Vote: Didn't Vote	35%	(340)	43%	(424)	11%	(104)	11%	(110)	978
4-Region: Northeast	34%	(73)	48%	(104)	8%	(17)	10%	(22)	216
4-Region: Midwest	38%	(88)	41%	(94)	10%	(23)	11%	(26)	232
4-Region: South	38%	(126)	38%	(127)	10%	(34)	15%	(49)	337
4-Region: West	29%	(62)	48%	(104)	15%	(32)	8%	(18)	216

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

**Table MGC14\_14:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Respect for elders*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	43%	(430)	40%	(396)	7%	(75)	10%	(100)	1000
Gender: Male	37%	(183)	44%	(216)	8%	(41)	10%	(48)	489
Gender: Female	48%	(247)	35%	(180)	7%	(34)	10%	(51)	511
Age: 18-34	42%	(212)	41%	(205)	8%	(41)	9%	(47)	506
Generation Z: 13-23	43%	(430)	40%	(396)	7%	(75)	10%	(100)	1000
PID: Dem (no lean)	44%	(157)	39%	(138)	10%	(37)	7%	(23)	355
PID: Ind (no lean)	37%	(166)	43%	(192)	5%	(23)	14%	(64)	445
PID: Rep (no lean)	54%	(107)	33%	(66)	7%	(15)	6%	(12)	201
PID/Gender: Dem Men	42%	(68)	43%	(68)	11%	(17)	4%	(7)	160
PID/Gender: Dem Women	46%	(89)	36%	(70)	10%	(20)	8%	(16)	195
PID/Gender: Ind Men	31%	(69)	48%	(106)	6%	(13)	16%	(35)	223
PID/Gender: Ind Women	44%	(97)	39%	(86)	5%	(10)	13%	(30)	222
PID/Gender: Rep Men	44%	(47)	40%	(42)	10%	(11)	6%	(6)	106
PID/Gender: Rep Women	64%	(61)	26%	(24)	4%	(4)	6%	(6)	95
Ideo: Liberal (1-3)	38%	(124)	44%	(143)	13%	(42)	4%	(15)	324
Ideo: Moderate (4)	42%	(79)	48%	(88)	4%	(7)	6%	(12)	185
Ideo: Conservative (5-7)	51%	(89)	36%	(62)	9%	(15)	4%	(7)	173
Educ: < College	43%	(393)	39%	(358)	7%	(68)	11%	(97)	916
Educ: Bachelors degree	44%	(32)	47%	(34)	9%	(6)	1%	(1)	72
Income: Under 50k	46%	(223)	33%	(162)	9%	(43)	12%	(60)	488
Income: 50k-100k	39%	(129)	49%	(160)	6%	(20)	6%	(19)	328
Income: 100k+	42%	(77)	40%	(74)	7%	(12)	11%	(21)	183
Ethnicity: White	43%	(271)	41%	(263)	8%	(54)	8%	(49)	638
Ethnicity: Hispanic	42%	(85)	37%	(76)	8%	(16)	13%	(25)	203
Ethnicity: Afr. Am.	44%	(58)	35%	(46)	6%	(7)	15%	(19)	131
Ethnicity: Other	43%	(100)	37%	(86)	6%	(14)	13%	(31)	231
All Christian	50%	(136)	40%	(110)	4%	(12)	6%	(17)	274
All Non-Christian	53%	(35)	29%	(19)	8%	(5)	10%	(6)	65
Atheist	28%	(32)	45%	(51)	17%	(19)	9%	(10)	113
Agnostic/Nothing in particular	41%	(227)	39%	(216)	7%	(39)	12%	(66)	548
Religious Non-Protestant/Catholic	50%	(41)	32%	(27)	8%	(7)	10%	(8)	82

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**Table MGC14\_14:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Respect for elders*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	43%	(430)	40%	(396)	7%	(75)	10%	(100)	1000
Evangelical	55%	(99)	32%	(58)	6%	(10)	7%	(13)	180
Non-Evangelical	48%	(137)	39%	(112)	6%	(16)	7%	(20)	283
Community: Urban	47%	(121)	37%	(95)	7%	(17)	9%	(23)	256
Community: Suburban	43%	(230)	40%	(217)	8%	(45)	9%	(46)	539
Community: Rural	38%	(79)	41%	(84)	6%	(13)	15%	(31)	206
Employ: Private Sector	37%	(31)	51%	(43)	8%	(6)	4%	(3)	84
Employ: Unemployed	38%	(58)	39%	(60)	8%	(13)	15%	(22)	154
Military HH: Yes	42%	(55)	43%	(56)	6%	(8)	10%	(13)	132
Military HH: No	43%	(375)	39%	(340)	8%	(67)	10%	(87)	868
RD/WT: Right Direction	44%	(134)	38%	(115)	5%	(14)	14%	(43)	305
RD/WT: Wrong Track	43%	(296)	40%	(281)	9%	(61)	8%	(57)	695
Trump Job Approve	45%	(124)	40%	(109)	6%	(17)	9%	(24)	274
Trump Job Disapprove	43%	(252)	41%	(239)	9%	(52)	7%	(43)	586
Trump Job Strongly Approve	50%	(54)	34%	(37)	7%	(7)	9%	(10)	109
Trump Job Somewhat Approve	42%	(70)	43%	(72)	6%	(10)	9%	(14)	166
Trump Job Somewhat Disapprove	53%	(111)	34%	(72)	5%	(10)	8%	(16)	209
Trump Job Strongly Disapprove	37%	(141)	44%	(167)	11%	(42)	7%	(28)	377
Favorable of Trump	48%	(124)	41%	(105)	5%	(13)	6%	(14)	256
Unfavorable of Trump	43%	(259)	42%	(253)	9%	(54)	7%	(40)	606
Very Favorable of Trump	51%	(56)	36%	(39)	5%	(6)	8%	(8)	109
Somewhat Favorable of Trump	46%	(68)	45%	(66)	5%	(7)	4%	(6)	147
Somewhat Unfavorable of Trump	50%	(88)	37%	(65)	6%	(10)	7%	(13)	176
Very Unfavorable of Trump	40%	(171)	44%	(188)	10%	(44)	6%	(27)	430
#1 Issue: Economy	45%	(132)	38%	(113)	8%	(24)	9%	(26)	296
#1 Issue: Security	57%	(43)	36%	(27)	2%	(2)	5%	(4)	76
#1 Issue: Health Care	45%	(77)	41%	(69)	7%	(12)	7%	(12)	171
#1 Issue: Women's Issues	33%	(39)	44%	(52)	13%	(16)	10%	(12)	117
#1 Issue: Education	45%	(65)	39%	(56)	6%	(9)	10%	(15)	145
#1 Issue: Energy	40%	(39)	45%	(44)	8%	(8)	6%	(6)	98
#1 Issue: Other	37%	(31)	33%	(27)	3%	(2)	27%	(23)	82

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**Table MGC14\_14:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Respect for elders*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	43%	(430)	40%	(396)	7%	(75)	10%	(100)	1000
2018 House Vote: Democrat	44%	(49)	43%	(48)	9%	(10)	4%	(5)	112
2016 Vote: Hillary Clinton	47%	(36)	46%	(36)	2%	(2)	4%	(3)	78
2016 Vote: Didn't Vote	43%	(377)	39%	(341)	8%	(68)	11%	(95)	881
Voted in 2014: No	43%	(418)	40%	(384)	8%	(73)	10%	(96)	972
2012 Vote: Didn't Vote	43%	(416)	40%	(391)	7%	(73)	10%	(97)	978
4-Region: Northeast	44%	(94)	40%	(87)	6%	(14)	10%	(22)	216
4-Region: Midwest	43%	(99)	38%	(88)	9%	(20)	10%	(24)	232
4-Region: South	46%	(154)	36%	(122)	8%	(25)	11%	(36)	337
4-Region: West	38%	(83)	46%	(99)	7%	(16)	9%	(18)	216

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

**Table MGC14\_15:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Rational thinking*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	59%	(589)	28%	(276)	2%	(23)	11%	(111)	1000
Gender: Male	55%	(269)	32%	(158)	2%	(7)	11%	(54)	489
Gender: Female	63%	(320)	23%	(118)	3%	(16)	11%	(57)	511
Age: 18-34	60%	(304)	27%	(137)	2%	(11)	11%	(54)	506
Generation Z: 13-23	59%	(589)	28%	(276)	2%	(23)	11%	(111)	1000
PID: Dem (no lean)	66%	(233)	25%	(89)	1%	(5)	8%	(27)	355
PID: Ind (no lean)	52%	(232)	29%	(128)	3%	(14)	16%	(71)	445
PID: Rep (no lean)	62%	(124)	29%	(59)	2%	(4)	6%	(13)	201
PID/Gender: Dem Men	60%	(96)	33%	(53)	—	(0)	7%	(12)	160
PID/Gender: Dem Women	71%	(138)	19%	(37)	2%	(5)	8%	(15)	195
PID/Gender: Ind Men	48%	(108)	32%	(72)	3%	(6)	17%	(37)	223
PID/Gender: Ind Women	56%	(124)	25%	(56)	4%	(8)	15%	(34)	222
PID/Gender: Rep Men	62%	(66)	31%	(33)	1%	(2)	5%	(5)	106
PID/Gender: Rep Women	61%	(58)	27%	(26)	3%	(3)	8%	(8)	95
Ideo: Liberal (1-3)	67%	(216)	28%	(89)	3%	(8)	3%	(10)	324
Ideo: Moderate (4)	60%	(111)	30%	(55)	3%	(6)	7%	(13)	185
Ideo: Conservative (5-7)	66%	(114)	27%	(46)	1%	(1)	7%	(11)	173
Educ: < College	59%	(542)	27%	(247)	2%	(21)	12%	(106)	916
Educ: Bachelors degree	57%	(41)	39%	(28)	2%	(2)	2%	(2)	72
Income: Under 50k	59%	(286)	24%	(115)	3%	(17)	14%	(70)	488
Income: 50k-100k	59%	(194)	33%	(107)	1%	(4)	7%	(23)	328
Income: 100k+	59%	(109)	29%	(54)	2%	(3)	10%	(18)	183
Ethnicity: White	61%	(387)	29%	(186)	2%	(12)	8%	(53)	638
Ethnicity: Hispanic	53%	(107)	30%	(60)	2%	(4)	15%	(31)	203
Ethnicity: Afr. Am.	46%	(61)	29%	(37)	4%	(5)	21%	(28)	131
Ethnicity: Other	61%	(142)	23%	(53)	3%	(6)	13%	(30)	231
All Christian	60%	(165)	30%	(81)	3%	(7)	8%	(21)	274
All Non-Christian	64%	(42)	22%	(14)	1%	(1)	12%	(8)	65
Atheist	68%	(77)	23%	(26)	1%	(1)	8%	(9)	113
Agnostic/Nothing in particular	56%	(306)	28%	(155)	3%	(15)	13%	(72)	548
Religious Non-Protestant/Catholic	58%	(47)	29%	(24)	2%	(1)	12%	(10)	82

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**Table MGC14\_15:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Rational thinking*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	59%	(589)	28%	(276)	2%	(23)	11%	(111)	1000
Evangelical	58%	(104)	28%	(50)	4%	(7)	11%	(19)	180
Non-Evangelical	63%	(178)	28%	(80)	1%	(4)	8%	(21)	283
Community: Urban	58%	(148)	30%	(76)	3%	(8)	9%	(24)	256
Community: Suburban	62%	(336)	26%	(141)	1%	(8)	10%	(54)	539
Community: Rural	52%	(106)	29%	(60)	4%	(7)	16%	(32)	206
Employ: Private Sector	58%	(49)	32%	(27)	2%	(2)	8%	(7)	84
Employ: Unemployed	56%	(86)	24%	(37)	4%	(7)	16%	(25)	154
Military HH: Yes	61%	(81)	24%	(32)	5%	(6)	10%	(13)	132
Military HH: No	59%	(509)	28%	(244)	2%	(17)	11%	(98)	868
RD/WT: Right Direction	53%	(163)	28%	(85)	3%	(9)	16%	(48)	305
RD/WT: Wrong Track	61%	(426)	28%	(192)	2%	(14)	9%	(62)	695
Trump Job Approve	62%	(170)	25%	(70)	3%	(7)	10%	(27)	274
Trump Job Disapprove	61%	(356)	29%	(170)	2%	(12)	8%	(47)	586
Trump Job Strongly Approve	59%	(64)	26%	(28)	2%	(2)	13%	(14)	109
Trump Job Somewhat Approve	64%	(106)	25%	(42)	3%	(5)	8%	(14)	166
Trump Job Somewhat Disapprove	62%	(130)	30%	(62)	2%	(4)	6%	(13)	209
Trump Job Strongly Disapprove	60%	(226)	29%	(108)	2%	(8)	9%	(34)	377
Favorable of Trump	65%	(166)	27%	(70)	2%	(4)	7%	(17)	256
Unfavorable of Trump	62%	(374)	29%	(174)	2%	(13)	7%	(45)	606
Very Favorable of Trump	63%	(69)	26%	(28)	1%	(1)	11%	(12)	109
Somewhat Favorable of Trump	66%	(97)	28%	(42)	2%	(3)	3%	(5)	147
Somewhat Unfavorable of Trump	58%	(101)	31%	(55)	3%	(5)	9%	(15)	176
Very Unfavorable of Trump	63%	(273)	28%	(120)	2%	(8)	7%	(29)	430
#1 Issue: Economy	63%	(187)	26%	(77)	2%	(4)	9%	(28)	296
#1 Issue: Security	60%	(45)	32%	(25)	2%	(2)	6%	(4)	76
#1 Issue: Health Care	60%	(102)	33%	(56)	1%	(2)	6%	(11)	171
#1 Issue: Women's Issues	64%	(75)	30%	(35)	—	(0)	7%	(8)	117
#1 Issue: Education	63%	(92)	18%	(25)	6%	(8)	14%	(20)	145
#1 Issue: Energy	54%	(52)	36%	(35)	2%	(2)	8%	(8)	98
#1 Issue: Other	39%	(32)	23%	(19)	4%	(3)	34%	(28)	82

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**Table MGC14\_15:** *In light of the COVID-19 pandemic, would you say the following are more or less important to you, or is there no change?*  
*Rational thinking*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	59%	(589)	28%	(276)	2%	(23)	11%	(111)	1000
2018 House Vote: Democrat	60%	(67)	31%	(35)	1%	(2)	7%	(8)	112
2016 Vote: Hillary Clinton	55%	(43)	35%	(27)	2%	(1)	8%	(6)	78
2016 Vote: Didn't Vote	59%	(516)	28%	(242)	2%	(21)	12%	(102)	881
Voted in 2014: No	59%	(575)	28%	(271)	2%	(22)	11%	(103)	972
2012 Vote: Didn't Vote	59%	(577)	28%	(274)	2%	(22)	11%	(105)	978
4-Region: Northeast	56%	(122)	31%	(68)	1%	(1)	12%	(25)	216
4-Region: Midwest	61%	(141)	27%	(61)	4%	(9)	9%	(21)	232
4-Region: South	57%	(192)	27%	(92)	3%	(9)	13%	(44)	337
4-Region: West	62%	(135)	26%	(55)	2%	(5)	10%	(21)	216

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

**Table MGC15\_1:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Making money*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	52%	(522)	34%	(336)	6%	(56)	8%	(85)	1000
Gender: Male	53%	(257)	33%	(162)	7%	(32)	8%	(38)	489
Gender: Female	52%	(265)	34%	(175)	5%	(24)	9%	(47)	511
Age: 18-34	56%	(282)	30%	(154)	6%	(28)	8%	(41)	506
Generation Z: 13-23	52%	(522)	34%	(336)	6%	(56)	8%	(85)	1000
PID: Dem (no lean)	57%	(201)	33%	(116)	5%	(19)	5%	(18)	355
PID: Ind (no lean)	49%	(219)	33%	(147)	6%	(26)	12%	(53)	445
PID: Rep (no lean)	51%	(102)	36%	(73)	6%	(11)	7%	(14)	201
PID/Gender: Dem Men	59%	(94)	33%	(52)	5%	(8)	3%	(5)	160
PID/Gender: Dem Women	55%	(107)	33%	(64)	5%	(11)	7%	(13)	195
PID/Gender: Ind Men	49%	(109)	31%	(68)	8%	(17)	13%	(28)	223
PID/Gender: Ind Women	49%	(109)	36%	(79)	4%	(9)	11%	(25)	222
PID/Gender: Rep Men	51%	(54)	39%	(41)	6%	(6)	4%	(5)	106
PID/Gender: Rep Women	51%	(49)	34%	(32)	5%	(5)	10%	(9)	95
Ideo: Liberal (1-3)	55%	(178)	36%	(116)	6%	(21)	3%	(9)	324
Ideo: Moderate (4)	57%	(106)	31%	(58)	6%	(11)	5%	(9)	185
Ideo: Conservative (5-7)	53%	(92)	37%	(65)	4%	(6)	6%	(10)	173
Educ: < College	52%	(472)	34%	(311)	5%	(50)	9%	(83)	916
Educ: Bachelors degree	63%	(46)	29%	(21)	7%	(5)	1%	(1)	72
Income: Under 50k	55%	(271)	27%	(133)	6%	(29)	11%	(55)	488
Income: 50k-100k	50%	(165)	39%	(128)	6%	(20)	5%	(16)	328
Income: 100k+	47%	(87)	41%	(75)	4%	(8)	7%	(14)	183
Ethnicity: White	50%	(318)	38%	(242)	6%	(38)	6%	(40)	638
Ethnicity: Hispanic	55%	(111)	28%	(57)	6%	(12)	12%	(23)	203
Ethnicity: Afr. Am.	60%	(78)	17%	(23)	8%	(11)	15%	(20)	131
Ethnicity: Other	54%	(126)	31%	(72)	3%	(8)	11%	(25)	231
All Christian	53%	(145)	37%	(102)	5%	(13)	6%	(15)	274
All Non-Christian	52%	(34)	35%	(23)	5%	(3)	8%	(5)	65
Atheist	54%	(61)	37%	(41)	4%	(4)	6%	(6)	113
Agnostic/Nothing in particular	52%	(283)	31%	(171)	7%	(36)	11%	(58)	548

Continued on next page

**Table MGC15\_1:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Making money*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	52%	(522)	34%	(336)	6%	(56)	8%	(85)	1000
Religious Non-Protestant/Catholic	47%	(39)	37%	(30)	6%	(5)	10%	(8)	82
Evangelical	50%	(91)	32%	(58)	8%	(14)	9%	(17)	180
Non-Evangelical	54%	(152)	36%	(101)	4%	(12)	6%	(18)	283
Community: Urban	57%	(147)	31%	(80)	6%	(16)	5%	(13)	256
Community: Suburban	52%	(282)	33%	(178)	6%	(33)	8%	(46)	539
Community: Rural	46%	(94)	38%	(79)	4%	(7)	13%	(26)	206
Employ: Private Sector	57%	(48)	37%	(31)	3%	(3)	3%	(2)	84
Employ: Unemployed	60%	(92)	22%	(33)	6%	(9)	13%	(19)	154
Military HH: Yes	42%	(55)	36%	(48)	7%	(9)	15%	(20)	132
Military HH: No	54%	(467)	33%	(289)	5%	(47)	8%	(65)	868
RD/WT: Right Direction	46%	(142)	37%	(112)	6%	(18)	11%	(34)	305
RD/WT: Wrong Track	55%	(381)	32%	(225)	5%	(38)	7%	(51)	695
Trump Job Approve	48%	(132)	37%	(102)	6%	(17)	9%	(24)	274
Trump Job Disapprove	56%	(331)	32%	(189)	6%	(34)	5%	(32)	586
Trump Job Strongly Approve	44%	(48)	37%	(40)	9%	(10)	10%	(11)	109
Trump Job Somewhat Approve	50%	(84)	37%	(62)	4%	(7)	8%	(14)	166
Trump Job Somewhat Disapprove	57%	(120)	34%	(71)	5%	(9)	4%	(9)	209
Trump Job Strongly Disapprove	56%	(211)	31%	(118)	7%	(25)	6%	(23)	377
Favorable of Trump	51%	(131)	38%	(98)	6%	(15)	4%	(11)	256
Unfavorable of Trump	55%	(336)	33%	(201)	6%	(38)	5%	(32)	606
Very Favorable of Trump	46%	(51)	39%	(42)	8%	(8)	7%	(8)	109
Somewhat Favorable of Trump	55%	(81)	38%	(57)	5%	(7)	2%	(3)	147
Somewhat Unfavorable of Trump	50%	(88)	37%	(65)	5%	(9)	7%	(13)	176
Very Unfavorable of Trump	58%	(247)	32%	(136)	7%	(28)	4%	(19)	430

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**Table MGC15\_1:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*

*Making money*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	52%	(522)	34%	(336)	6%	(56)	8%	(85)	1000
#1 Issue: Economy	58%	(171)	30%	(90)	5%	(14)	7%	(21)	296
#1 Issue: Security	52%	(40)	34%	(26)	8%	(6)	6%	(4)	76
#1 Issue: Health Care	52%	(88)	35%	(59)	8%	(13)	6%	(10)	171
#1 Issue: Women's Issues	55%	(65)	36%	(42)	3%	(3)	6%	(7)	117
#1 Issue: Education	51%	(75)	38%	(55)	4%	(6)	7%	(10)	145
#1 Issue: Energy	58%	(57)	28%	(27)	11%	(11)	4%	(3)	98
#1 Issue: Other	31%	(25)	34%	(28)	3%	(3)	32%	(26)	82
2018 House Vote: Democrat	55%	(61)	36%	(41)	5%	(6)	4%	(4)	112
2016 Vote: Hillary Clinton	51%	(39)	39%	(31)	5%	(4)	5%	(4)	78
2016 Vote: Didn't Vote	52%	(458)	33%	(292)	6%	(50)	9%	(80)	881
Voted in 2014: No	53%	(511)	34%	(328)	5%	(52)	8%	(80)	972
2012 Vote: Didn't Vote	52%	(511)	34%	(330)	6%	(55)	8%	(82)	978
4-Region: Northeast	58%	(125)	30%	(65)	6%	(13)	6%	(14)	216
4-Region: Midwest	48%	(111)	35%	(82)	7%	(16)	10%	(23)	232
4-Region: South	52%	(176)	33%	(110)	5%	(17)	10%	(33)	337
4-Region: West	51%	(110)	37%	(79)	5%	(11)	7%	(15)	216

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

**Table MGC15\_2:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having a successful career*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	43%	(427)	40%	(403)	7%	(70)	10%	(101)	1000
Gender: Male	42%	(204)	42%	(203)	7%	(35)	10%	(47)	489
Gender: Female	44%	(223)	39%	(200)	7%	(34)	11%	(54)	511
Age: 18-34	44%	(223)	38%	(193)	8%	(38)	10%	(52)	506
Generation Z: 13-23	43%	(427)	40%	(403)	7%	(70)	10%	(101)	1000
PID: Dem (no lean)	45%	(161)	40%	(142)	9%	(31)	6%	(22)	355
PID: Ind (no lean)	40%	(177)	40%	(179)	6%	(27)	14%	(62)	445
PID: Rep (no lean)	45%	(90)	41%	(82)	6%	(13)	8%	(17)	201
PID/Gender: Dem Men	43%	(69)	42%	(68)	10%	(16)	4%	(7)	160
PID/Gender: Dem Women	47%	(92)	38%	(74)	7%	(14)	8%	(15)	195
PID/Gender: Ind Men	39%	(87)	41%	(91)	6%	(13)	14%	(32)	223
PID/Gender: Ind Women	40%	(90)	40%	(89)	6%	(13)	14%	(31)	222
PID/Gender: Rep Men	45%	(48)	42%	(44)	6%	(6)	7%	(8)	106
PID/Gender: Rep Women	44%	(42)	39%	(37)	7%	(7)	9%	(9)	95
Ideo: Liberal (1-3)	43%	(139)	45%	(146)	9%	(29)	3%	(10)	324
Ideo: Moderate (4)	48%	(88)	39%	(72)	6%	(11)	8%	(14)	185
Ideo: Conservative (5-7)	45%	(78)	41%	(71)	5%	(9)	9%	(15)	173
Educ: < College	43%	(390)	40%	(368)	7%	(63)	10%	(95)	916
Educ: Bachelors degree	47%	(34)	41%	(30)	9%	(6)	3%	(2)	72
Income: Under 50k	43%	(210)	36%	(177)	9%	(43)	12%	(59)	488
Income: 50k-100k	43%	(140)	43%	(142)	6%	(21)	8%	(25)	328
Income: 100k+	42%	(77)	45%	(83)	3%	(6)	9%	(17)	183
Ethnicity: White	40%	(258)	44%	(283)	7%	(44)	8%	(53)	638
Ethnicity: Hispanic	43%	(88)	35%	(71)	5%	(10)	17%	(33)	203
Ethnicity: Afr. Am.	49%	(64)	27%	(35)	9%	(11)	15%	(20)	131
Ethnicity: Other	45%	(104)	36%	(84)	6%	(15)	12%	(28)	231
All Christian	48%	(131)	38%	(105)	7%	(18)	8%	(21)	274
All Non-Christian	51%	(33)	34%	(22)	6%	(4)	10%	(6)	65
Atheist	34%	(38)	50%	(57)	8%	(9)	8%	(9)	113
Agnostic/Nothing in particular	41%	(225)	40%	(219)	7%	(39)	12%	(64)	548

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**Table MGC15\_2:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having a successful career*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	43%	(427)	40%	(403)	7%	(70)	10%	(101)	1000
Religious Non-Protestant/Catholic	42%	(35)	38%	(31)	8%	(6)	12%	(10)	82
Evangelical	42%	(75)	39%	(70)	10%	(18)	10%	(17)	180
Non-Evangelical	50%	(141)	39%	(110)	5%	(14)	7%	(19)	283
Community: Urban	49%	(126)	37%	(96)	5%	(13)	8%	(20)	256
Community: Suburban	43%	(229)	41%	(222)	7%	(38)	9%	(50)	539
Community: Rural	35%	(71)	41%	(85)	9%	(19)	15%	(30)	206
Employ: Private Sector	38%	(32)	49%	(42)	4%	(3)	8%	(7)	84
Employ: Unemployed	46%	(71)	28%	(44)	11%	(16)	15%	(23)	154
Military HH: Yes	38%	(50)	43%	(57)	6%	(8)	13%	(17)	132
Military HH: No	43%	(376)	40%	(346)	7%	(62)	10%	(83)	868
RD/WT: Right Direction	40%	(121)	40%	(122)	6%	(18)	14%	(43)	305
RD/WT: Wrong Track	44%	(305)	40%	(280)	7%	(52)	8%	(57)	695
Trump Job Approve	42%	(115)	41%	(113)	6%	(15)	11%	(31)	274
Trump Job Disapprove	44%	(260)	41%	(241)	8%	(48)	6%	(37)	586
Trump Job Strongly Approve	46%	(50)	34%	(37)	5%	(5)	15%	(16)	109
Trump Job Somewhat Approve	39%	(65)	46%	(76)	6%	(10)	9%	(15)	166
Trump Job Somewhat Disapprove	46%	(95)	40%	(84)	10%	(21)	4%	(9)	209
Trump Job Strongly Disapprove	44%	(165)	42%	(156)	7%	(28)	7%	(28)	377
Favorable of Trump	46%	(117)	43%	(110)	3%	(8)	8%	(20)	256
Unfavorable of Trump	44%	(266)	42%	(254)	9%	(52)	5%	(33)	606
Very Favorable of Trump	45%	(49)	41%	(44)	3%	(4)	11%	(12)	109
Somewhat Favorable of Trump	47%	(68)	45%	(66)	3%	(4)	6%	(8)	147
Somewhat Unfavorable of Trump	40%	(70)	44%	(77)	10%	(18)	7%	(12)	176
Very Unfavorable of Trump	46%	(197)	41%	(178)	8%	(35)	5%	(21)	430

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**Table MGC15\_2:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having a successful career*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	43%	(427)	40%	(403)	7%	(70)	10%	(101)	1000
#1 Issue: Economy	45%	(134)	38%	(112)	8%	(23)	9%	(26)	296
#1 Issue: Security	53%	(40)	31%	(23)	9%	(7)	7%	(5)	76
#1 Issue: Health Care	37%	(62)	49%	(83)	7%	(11)	8%	(14)	171
#1 Issue: Women's Issues	48%	(57)	41%	(48)	5%	(6)	6%	(7)	117
#1 Issue: Education	50%	(72)	37%	(54)	6%	(9)	8%	(11)	145
#1 Issue: Energy	40%	(39)	46%	(45)	7%	(7)	6%	(6)	98
#1 Issue: Other	25%	(20)	37%	(30)	7%	(5)	32%	(27)	82
2018 House Vote: Democrat	43%	(49)	40%	(45)	11%	(12)	6%	(7)	112
2016 Vote: Hillary Clinton	38%	(29)	45%	(35)	11%	(9)	6%	(5)	78
2016 Vote: Didn't Vote	43%	(377)	40%	(353)	6%	(56)	11%	(95)	881
Voted in 2014: No	43%	(415)	41%	(394)	7%	(65)	10%	(98)	972
2012 Vote: Didn't Vote	42%	(414)	41%	(398)	7%	(67)	10%	(99)	978
4-Region: Northeast	48%	(103)	38%	(81)	7%	(16)	8%	(16)	216
4-Region: Midwest	41%	(94)	41%	(95)	9%	(21)	9%	(22)	232
4-Region: South	43%	(143)	38%	(128)	6%	(22)	13%	(43)	337
4-Region: West	40%	(87)	46%	(99)	5%	(11)	9%	(20)	216

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

**Table MGC15\_3:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having a family*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	33%	(329)	46%	(455)	11%	(105)	11%	(110)	1000
Gender: Male	31%	(151)	47%	(230)	11%	(52)	11%	(56)	489
Gender: Female	35%	(179)	44%	(225)	10%	(53)	11%	(55)	511
Age: 18-34	33%	(166)	44%	(222)	12%	(61)	11%	(57)	506
Generation Z: 13-23	33%	(329)	46%	(455)	11%	(105)	11%	(110)	1000
PID: Dem (no lean)	33%	(117)	45%	(160)	14%	(50)	8%	(28)	355
PID: Ind (no lean)	30%	(133)	45%	(201)	9%	(41)	16%	(69)	445
PID: Rep (no lean)	40%	(79)	47%	(94)	7%	(14)	7%	(13)	201
PID/Gender: Dem Men	34%	(55)	46%	(73)	13%	(20)	7%	(12)	160
PID/Gender: Dem Women	32%	(62)	44%	(87)	15%	(30)	8%	(16)	195
PID/Gender: Ind Men	27%	(61)	45%	(99)	11%	(25)	17%	(38)	223
PID/Gender: Ind Women	33%	(72)	46%	(102)	7%	(16)	14%	(31)	222
PID/Gender: Rep Men	33%	(35)	54%	(57)	7%	(8)	6%	(6)	106
PID/Gender: Rep Women	47%	(44)	39%	(37)	6%	(6)	8%	(7)	95
Ideo: Liberal (1-3)	30%	(97)	50%	(163)	16%	(50)	5%	(15)	324
Ideo: Moderate (4)	38%	(71)	44%	(82)	10%	(19)	7%	(13)	185
Ideo: Conservative (5-7)	38%	(65)	49%	(84)	6%	(10)	8%	(14)	173
Educ: < College	33%	(303)	46%	(418)	10%	(88)	12%	(106)	916
Educ: Bachelors degree	32%	(23)	46%	(33)	20%	(14)	3%	(2)	72
Income: Under 50k	33%	(163)	40%	(194)	13%	(61)	14%	(71)	488
Income: 50k-100k	35%	(114)	49%	(162)	10%	(31)	6%	(21)	328
Income: 100k+	28%	(52)	54%	(100)	7%	(12)	10%	(19)	183
Ethnicity: White	34%	(216)	50%	(318)	9%	(55)	8%	(49)	638
Ethnicity: Hispanic	32%	(66)	39%	(79)	15%	(31)	13%	(27)	203
Ethnicity: Afr. Am.	33%	(43)	34%	(45)	13%	(17)	20%	(26)	131
Ethnicity: Other	30%	(70)	40%	(93)	14%	(33)	15%	(35)	231
All Christian	38%	(105)	44%	(122)	10%	(26)	8%	(21)	274
All Non-Christian	35%	(23)	41%	(27)	10%	(7)	14%	(9)	65
Atheist	24%	(27)	50%	(56)	20%	(22)	6%	(7)	113
Agnostic/Nothing in particular	32%	(175)	46%	(250)	9%	(50)	13%	(73)	548

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**Table MGC15\_3:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having a family*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	33%	(329)	46%	(455)	11%	(105)	11%	(110)	1000
Religious Non-Protestant/Catholic	36%	(30)	41%	(33)	8%	(7)	15%	(13)	82
Evangelical	42%	(75)	42%	(75)	8%	(14)	9%	(17)	180
Non-Evangelical	35%	(100)	47%	(133)	11%	(31)	7%	(20)	283
Community: Urban	39%	(100)	43%	(109)	10%	(26)	8%	(20)	256
Community: Suburban	31%	(168)	47%	(252)	11%	(61)	11%	(58)	539
Community: Rural	30%	(61)	46%	(95)	9%	(18)	16%	(32)	206
Employ: Private Sector	28%	(24)	54%	(45)	14%	(12)	4%	(3)	84
Employ: Unemployed	36%	(55)	36%	(55)	13%	(20)	15%	(24)	154
Military HH: Yes	37%	(49)	45%	(59)	3%	(4)	15%	(20)	132
Military HH: No	32%	(280)	46%	(396)	12%	(101)	10%	(91)	868
RD/WT: Right Direction	32%	(98)	45%	(138)	9%	(27)	14%	(43)	305
RD/WT: Wrong Track	33%	(231)	46%	(318)	11%	(78)	10%	(67)	695
Trump Job Approve	33%	(92)	48%	(131)	8%	(21)	11%	(31)	274
Trump Job Disapprove	33%	(194)	46%	(272)	13%	(74)	8%	(47)	586
Trump Job Strongly Approve	32%	(34)	46%	(50)	8%	(9)	14%	(15)	109
Trump Job Somewhat Approve	34%	(57)	49%	(81)	7%	(12)	10%	(16)	166
Trump Job Somewhat Disapprove	37%	(78)	44%	(91)	12%	(24)	7%	(15)	209
Trump Job Strongly Disapprove	31%	(115)	48%	(181)	13%	(49)	8%	(32)	377
Favorable of Trump	36%	(92)	50%	(128)	8%	(20)	7%	(17)	256
Unfavorable of Trump	33%	(198)	48%	(289)	12%	(73)	8%	(46)	606
Very Favorable of Trump	32%	(34)	50%	(55)	8%	(9)	10%	(11)	109
Somewhat Favorable of Trump	39%	(57)	50%	(73)	7%	(11)	4%	(6)	147
Somewhat Unfavorable of Trump	34%	(60)	47%	(83)	9%	(15)	10%	(17)	176
Very Unfavorable of Trump	32%	(138)	48%	(206)	14%	(58)	7%	(28)	430

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**Table MGC15\_3:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*

*Having a family*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	33%	(329)	46%	(455)	11%	(105)	11%	(110)	1000
#1 Issue: Economy	34%	(101)	44%	(129)	12%	(36)	10%	(29)	296
#1 Issue: Security	41%	(31)	41%	(31)	9%	(7)	8%	(6)	76
#1 Issue: Health Care	32%	(54)	47%	(80)	12%	(21)	9%	(15)	171
#1 Issue: Women's Issues	38%	(44)	45%	(53)	10%	(12)	7%	(8)	117
#1 Issue: Education	35%	(51)	43%	(62)	12%	(17)	10%	(15)	145
#1 Issue: Energy	32%	(31)	54%	(53)	7%	(7)	7%	(7)	98
#1 Issue: Other	16%	(13)	49%	(40)	4%	(3)	31%	(26)	82
2018 House Vote: Democrat	33%	(37)	45%	(50)	15%	(17)	7%	(8)	112
2016 Vote: Hillary Clinton	26%	(21)	47%	(37)	19%	(14)	8%	(6)	78
2016 Vote: Didn't Vote	33%	(291)	45%	(401)	10%	(86)	12%	(103)	881
Voted in 2014: No	33%	(322)	46%	(446)	10%	(100)	11%	(103)	972
2012 Vote: Didn't Vote	33%	(320)	46%	(451)	10%	(101)	11%	(106)	978
4-Region: Northeast	35%	(76)	43%	(92)	11%	(23)	11%	(24)	216
4-Region: Midwest	32%	(75)	46%	(106)	11%	(26)	11%	(24)	232
4-Region: South	32%	(108)	48%	(160)	7%	(25)	13%	(44)	337
4-Region: West	32%	(70)	45%	(97)	15%	(32)	8%	(18)	216

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

**Table MGC15\_4:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having time to pursue hobbies/activities you enjoy*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	55%	(551)	29%	(292)	6%	(63)	9%	(94)	1000
Gender: Male	50%	(243)	34%	(167)	7%	(32)	10%	(47)	489
Gender: Female	60%	(308)	25%	(126)	6%	(31)	9%	(46)	511
Age: 18-34	51%	(257)	32%	(163)	8%	(39)	9%	(47)	506
Generation Z: 13-23	55%	(551)	29%	(292)	6%	(63)	9%	(94)	1000
PID: Dem (no lean)	62%	(220)	25%	(88)	7%	(25)	6%	(21)	355
PID: Ind (no lean)	50%	(220)	31%	(138)	6%	(28)	13%	(59)	445
PID: Rep (no lean)	55%	(110)	33%	(66)	5%	(10)	7%	(14)	201
PID/Gender: Dem Men	53%	(84)	34%	(54)	8%	(13)	5%	(9)	160
PID/Gender: Dem Women	70%	(136)	17%	(34)	6%	(13)	6%	(12)	195
PID/Gender: Ind Men	46%	(103)	35%	(77)	5%	(12)	14%	(30)	223
PID/Gender: Ind Women	53%	(117)	27%	(61)	7%	(16)	13%	(28)	222
PID/Gender: Rep Men	52%	(55)	33%	(35)	7%	(7)	8%	(9)	106
PID/Gender: Rep Women	58%	(55)	33%	(31)	3%	(3)	6%	(5)	95
Ideo: Liberal (1-3)	61%	(199)	29%	(94)	7%	(24)	2%	(7)	324
Ideo: Moderate (4)	58%	(108)	27%	(50)	8%	(15)	7%	(13)	185
Ideo: Conservative (5-7)	57%	(98)	32%	(56)	5%	(8)	6%	(11)	173
Educ: < College	55%	(503)	29%	(266)	6%	(57)	10%	(90)	916
Educ: Bachelors degree	58%	(42)	34%	(25)	7%	(5)	1%	(1)	72
Income: Under 50k	52%	(252)	28%	(139)	8%	(37)	12%	(60)	488
Income: 50k-100k	60%	(196)	30%	(98)	6%	(18)	5%	(15)	328
Income: 100k+	56%	(102)	30%	(55)	4%	(8)	10%	(18)	183
Ethnicity: White	55%	(353)	33%	(208)	6%	(41)	6%	(35)	638
Ethnicity: Hispanic	50%	(101)	28%	(57)	8%	(17)	14%	(28)	203
Ethnicity: Afr. Am.	51%	(67)	20%	(26)	8%	(10)	21%	(28)	131
Ethnicity: Other	57%	(131)	25%	(58)	5%	(12)	13%	(30)	231
All Christian	56%	(154)	30%	(82)	7%	(21)	6%	(17)	274
All Non-Christian	64%	(42)	17%	(11)	8%	(5)	11%	(7)	65
Atheist	66%	(74)	23%	(26)	4%	(5)	7%	(7)	113
Agnostic/Nothing in particular	51%	(280)	32%	(173)	6%	(33)	11%	(62)	548

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**Table MGC15\_4:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having time to pursue hobbies/activities you enjoy*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	55%	(551)	29%	(292)	6%	(63)	9%	(94)	1000
Religious Non-Protestant/Catholic	60%	(49)	19%	(16)	10%	(8)	11%	(9)	82
Evangelical	56%	(101)	33%	(59)	5%	(9)	6%	(10)	180
Non-Evangelical	57%	(161)	30%	(86)	6%	(18)	7%	(19)	283
Community: Urban	56%	(144)	31%	(80)	5%	(13)	7%	(18)	256
Community: Suburban	57%	(310)	27%	(147)	6%	(33)	9%	(48)	539
Community: Rural	47%	(97)	32%	(65)	8%	(17)	13%	(27)	206
Employ: Private Sector	51%	(43)	38%	(32)	7%	(6)	4%	(3)	84
Employ: Unemployed	49%	(75)	27%	(42)	8%	(13)	16%	(24)	154
Military HH: Yes	59%	(77)	25%	(33)	6%	(8)	10%	(13)	132
Military HH: No	55%	(473)	30%	(259)	6%	(55)	9%	(80)	868
RD/WT: Right Direction	45%	(138)	36%	(109)	7%	(20)	12%	(38)	305
RD/WT: Wrong Track	59%	(412)	26%	(183)	6%	(43)	8%	(56)	695
Trump Job Approve	50%	(136)	35%	(97)	5%	(14)	10%	(27)	274
Trump Job Disapprove	61%	(355)	26%	(154)	7%	(41)	6%	(37)	586
Trump Job Strongly Approve	46%	(50)	37%	(40)	5%	(6)	12%	(13)	109
Trump Job Somewhat Approve	52%	(86)	34%	(57)	5%	(8)	9%	(15)	166
Trump Job Somewhat Disapprove	58%	(122)	28%	(59)	8%	(17)	6%	(12)	209
Trump Job Strongly Disapprove	62%	(233)	25%	(95)	6%	(24)	7%	(25)	377
Favorable of Trump	51%	(132)	36%	(92)	8%	(19)	5%	(13)	256
Unfavorable of Trump	60%	(366)	28%	(172)	6%	(33)	6%	(35)	606
Very Favorable of Trump	47%	(51)	38%	(41)	7%	(8)	8%	(9)	109
Somewhat Favorable of Trump	55%	(80)	35%	(51)	8%	(11)	3%	(4)	147
Somewhat Unfavorable of Trump	52%	(91)	33%	(57)	7%	(11)	9%	(16)	176
Very Unfavorable of Trump	64%	(275)	27%	(114)	5%	(22)	5%	(20)	430

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**Table MGC15\_4:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having time to pursue hobbies/activities you enjoy*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	55%	(551)	29%	(292)	6%	(63)	9%	(94)	1000
#1 Issue: Economy	57%	(170)	27%	(80)	7%	(20)	9%	(26)	296
#1 Issue: Security	54%	(41)	32%	(24)	7%	(6)	7%	(5)	76
#1 Issue: Health Care	58%	(99)	31%	(52)	5%	(9)	6%	(11)	171
#1 Issue: Women's Issues	70%	(82)	21%	(24)	5%	(6)	4%	(5)	117
#1 Issue: Education	51%	(74)	31%	(45)	9%	(13)	8%	(12)	145
#1 Issue: Energy	55%	(53)	36%	(35)	3%	(3)	6%	(6)	98
#1 Issue: Other	35%	(28)	29%	(24)	4%	(4)	32%	(26)	82
2018 House Vote: Democrat	61%	(68)	26%	(29)	7%	(8)	6%	(7)	112
2016 Vote: Hillary Clinton	55%	(43)	33%	(25)	5%	(4)	7%	(6)	78
2016 Vote: Didn't Vote	55%	(487)	29%	(252)	6%	(54)	10%	(87)	881
Voted in 2014: No	55%	(538)	29%	(286)	6%	(60)	9%	(88)	972
2012 Vote: Didn't Vote	55%	(540)	30%	(288)	6%	(59)	9%	(90)	978
4-Region: Northeast	54%	(117)	28%	(61)	8%	(17)	10%	(21)	216
4-Region: Midwest	58%	(134)	27%	(63)	6%	(15)	8%	(19)	232
4-Region: South	53%	(179)	31%	(103)	5%	(17)	11%	(37)	337
4-Region: West	56%	(120)	30%	(65)	7%	(14)	8%	(17)	216

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

**Table MGC15\_5:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having close friends*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(537)	31%	(305)	7%	(67)	9%	(91)	1000
Gender: Male	51%	(250)	32%	(158)	8%	(38)	9%	(42)	489
Gender: Female	56%	(287)	29%	(147)	6%	(29)	9%	(48)	511
Age: 18-34	50%	(254)	32%	(160)	8%	(42)	10%	(50)	506
Generation Z: 13-23	54%	(537)	31%	(305)	7%	(67)	9%	(91)	1000
PID: Dem (no lean)	59%	(209)	28%	(100)	7%	(26)	5%	(19)	355
PID: Ind (no lean)	49%	(219)	31%	(138)	6%	(29)	13%	(59)	445
PID: Rep (no lean)	54%	(109)	34%	(68)	6%	(12)	6%	(12)	201
PID/Gender: Dem Men	57%	(91)	29%	(47)	9%	(15)	4%	(7)	160
PID/Gender: Dem Women	61%	(118)	27%	(52)	6%	(12)	6%	(12)	195
PID/Gender: Ind Men	48%	(107)	32%	(71)	7%	(15)	13%	(29)	223
PID/Gender: Ind Women	50%	(111)	30%	(67)	6%	(14)	13%	(30)	222
PID/Gender: Rep Men	48%	(51)	38%	(41)	8%	(8)	6%	(6)	106
PID/Gender: Rep Women	61%	(58)	29%	(27)	4%	(4)	6%	(6)	95
Ideo: Liberal (1-3)	61%	(198)	29%	(93)	7%	(23)	3%	(10)	324
Ideo: Moderate (4)	50%	(92)	36%	(67)	8%	(14)	7%	(12)	185
Ideo: Conservative (5-7)	57%	(98)	33%	(56)	5%	(9)	6%	(10)	173
Educ: < College	54%	(492)	31%	(280)	6%	(57)	9%	(87)	916
Educ: Bachelors degree	56%	(40)	32%	(23)	10%	(7)	2%	(2)	72
Income: Under 50k	51%	(251)	28%	(136)	8%	(40)	13%	(61)	488
Income: 50k-100k	55%	(181)	34%	(113)	6%	(19)	5%	(15)	328
Income: 100k+	58%	(106)	31%	(56)	4%	(8)	8%	(14)	183
Ethnicity: White	55%	(351)	33%	(208)	6%	(41)	6%	(38)	638
Ethnicity: Hispanic	48%	(97)	29%	(59)	10%	(21)	12%	(25)	203
Ethnicity: Afr. Am.	46%	(61)	24%	(32)	10%	(13)	20%	(26)	131
Ethnicity: Other	54%	(126)	28%	(66)	6%	(13)	12%	(27)	231
All Christian	55%	(151)	34%	(93)	5%	(14)	6%	(16)	274
All Non-Christian	54%	(35)	30%	(20)	8%	(5)	8%	(5)	65
Atheist	58%	(65)	29%	(33)	4%	(5)	9%	(10)	113
Agnostic/Nothing in particular	52%	(286)	29%	(160)	8%	(42)	11%	(60)	548

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**Table MGC15\_5:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having close friends*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(537)	31%	(305)	7%	(67)	9%	(91)	1000
Religious Non-Protestant/Catholic	51%	(42)	33%	(27)	7%	(6)	9%	(8)	82
Evangelical	61%	(110)	25%	(46)	7%	(13)	6%	(12)	180
Non-Evangelical	55%	(155)	33%	(94)	5%	(15)	7%	(20)	283
Community: Urban	53%	(136)	33%	(84)	6%	(15)	8%	(20)	256
Community: Suburban	58%	(310)	30%	(161)	5%	(25)	8%	(44)	539
Community: Rural	45%	(92)	29%	(61)	13%	(27)	13%	(27)	206
Employ: Private Sector	48%	(40)	39%	(33)	7%	(6)	6%	(5)	84
Employ: Unemployed	48%	(73)	31%	(47)	10%	(15)	12%	(18)	154
Military HH: Yes	59%	(78)	29%	(39)	3%	(4)	8%	(11)	132
Military HH: No	53%	(459)	31%	(267)	7%	(62)	9%	(80)	868
RD/WT: Right Direction	50%	(151)	30%	(91)	8%	(24)	13%	(39)	305
RD/WT: Wrong Track	56%	(386)	31%	(215)	6%	(43)	7%	(52)	695
Trump Job Approve	50%	(137)	34%	(94)	6%	(18)	9%	(26)	274
Trump Job Disapprove	57%	(331)	31%	(179)	7%	(39)	6%	(37)	586
Trump Job Strongly Approve	48%	(52)	34%	(37)	7%	(7)	11%	(12)	109
Trump Job Somewhat Approve	51%	(85)	34%	(57)	6%	(11)	8%	(13)	166
Trump Job Somewhat Disapprove	54%	(113)	31%	(66)	7%	(15)	7%	(15)	209
Trump Job Strongly Disapprove	58%	(219)	30%	(113)	6%	(24)	6%	(21)	377
Favorable of Trump	52%	(134)	36%	(93)	5%	(14)	6%	(15)	256
Unfavorable of Trump	57%	(346)	31%	(186)	7%	(42)	5%	(32)	606
Very Favorable of Trump	48%	(52)	39%	(43)	3%	(4)	9%	(10)	109
Somewhat Favorable of Trump	56%	(82)	34%	(50)	7%	(10)	3%	(5)	147
Somewhat Unfavorable of Trump	50%	(88)	35%	(61)	7%	(13)	8%	(14)	176
Very Unfavorable of Trump	60%	(258)	29%	(126)	7%	(29)	4%	(18)	430

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**Table MGC15\_5:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Having close friends*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	54%	(537)	31%	(305)	7%	(67)	9%	(91)	1000
#1 Issue: Economy	52%	(153)	32%	(96)	8%	(23)	8%	(24)	296
#1 Issue: Security	67%	(51)	20%	(15)	5%	(4)	8%	(6)	76
#1 Issue: Health Care	53%	(90)	32%	(55)	8%	(13)	7%	(12)	171
#1 Issue: Women's Issues	65%	(76)	28%	(32)	3%	(4)	4%	(5)	117
#1 Issue: Education	58%	(84)	27%	(39)	7%	(10)	9%	(12)	145
#1 Issue: Energy	52%	(51)	39%	(38)	5%	(4)	4%	(4)	98
#1 Issue: Other	37%	(30)	27%	(22)	7%	(6)	29%	(24)	82
2018 House Vote: Democrat	55%	(62)	30%	(34)	10%	(11)	5%	(6)	112
2016 Vote: Hillary Clinton	51%	(40)	30%	(23)	13%	(10)	5%	(4)	78
2016 Vote: Didn't Vote	54%	(475)	31%	(269)	6%	(52)	10%	(85)	881
Voted in 2014: No	54%	(522)	31%	(301)	6%	(61)	9%	(87)	972
2012 Vote: Didn't Vote	54%	(526)	31%	(301)	6%	(61)	9%	(89)	978
4-Region: Northeast	53%	(114)	30%	(66)	8%	(18)	8%	(18)	216
4-Region: Midwest	50%	(117)	33%	(78)	7%	(16)	9%	(21)	232
4-Region: South	54%	(180)	30%	(101)	6%	(22)	10%	(33)	337
4-Region: West	59%	(127)	28%	(61)	5%	(11)	8%	(18)	216

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

**Table MGC15\_6:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Buying a home*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	23%	(228)	48%	(484)	17%	(171)	12%	(117)	1000
Gender: Male	21%	(105)	48%	(235)	19%	(91)	12%	(58)	489
Gender: Female	24%	(124)	49%	(249)	16%	(80)	11%	(59)	511
Age: 18-34	27%	(136)	45%	(228)	17%	(85)	11%	(57)	506
Generation Z: 13-23	23%	(228)	48%	(484)	17%	(171)	12%	(117)	1000
PID: Dem (no lean)	21%	(73)	49%	(174)	22%	(77)	9%	(31)	355
PID: Ind (no lean)	25%	(109)	47%	(208)	14%	(60)	15%	(67)	445
PID: Rep (no lean)	23%	(46)	51%	(102)	17%	(34)	10%	(19)	201
PID/Gender: Dem Men	21%	(34)	48%	(77)	25%	(40)	6%	(10)	160
PID/Gender: Dem Women	20%	(39)	50%	(97)	19%	(37)	11%	(21)	195
PID/Gender: Ind Men	23%	(51)	48%	(106)	12%	(27)	17%	(39)	223
PID/Gender: Ind Women	26%	(58)	46%	(103)	15%	(33)	13%	(28)	222
PID/Gender: Rep Men	19%	(20)	49%	(52)	23%	(24)	9%	(10)	106
PID/Gender: Rep Women	27%	(26)	52%	(50)	10%	(10)	10%	(9)	95
Ideo: Liberal (1-3)	23%	(75)	52%	(169)	19%	(62)	6%	(18)	324
Ideo: Moderate (4)	30%	(56)	45%	(84)	16%	(30)	8%	(15)	185
Ideo: Conservative (5-7)	22%	(39)	54%	(94)	15%	(26)	8%	(14)	173
Educ: < College	22%	(203)	49%	(445)	17%	(156)	12%	(112)	916
Educ: Bachelors degree	31%	(23)	50%	(36)	16%	(12)	2%	(2)	72
Income: Under 50k	24%	(119)	41%	(198)	20%	(100)	15%	(71)	488
Income: 50k-100k	21%	(70)	58%	(191)	13%	(43)	7%	(25)	328
Income: 100k+	21%	(39)	52%	(95)	15%	(28)	12%	(21)	183
Ethnicity: White	21%	(133)	53%	(338)	17%	(108)	9%	(59)	638
Ethnicity: Hispanic	26%	(53)	39%	(79)	17%	(35)	17%	(35)	203
Ethnicity: Afr. Am.	29%	(38)	33%	(43)	17%	(23)	21%	(27)	131
Ethnicity: Other	25%	(57)	45%	(103)	18%	(41)	13%	(31)	231
All Christian	23%	(64)	50%	(137)	19%	(51)	8%	(22)	274
All Non-Christian	24%	(16)	53%	(34)	11%	(7)	12%	(8)	65
Atheist	20%	(23)	48%	(54)	22%	(25)	10%	(11)	113
Agnostic/Nothing in particular	23%	(126)	47%	(258)	16%	(88)	14%	(76)	548

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**Table MGC15\_6:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Buying a home*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	23%	(228)	48%	(484)	17%	(171)	12%	(117)	1000
Religious Non-Protestant/Catholic	25%	(20)	51%	(42)	10%	(8)	14%	(11)	82
Evangelical	26%	(47)	47%	(85)	16%	(29)	11%	(19)	180
Non-Evangelical	22%	(64)	51%	(145)	19%	(53)	8%	(22)	283
Community: Urban	31%	(79)	44%	(112)	17%	(44)	8%	(21)	256
Community: Suburban	20%	(109)	52%	(280)	17%	(91)	11%	(59)	539
Community: Rural	20%	(40)	45%	(92)	17%	(36)	18%	(37)	206
Employ: Private Sector	28%	(24)	51%	(43)	14%	(12)	7%	(6)	84
Employ: Unemployed	23%	(36)	38%	(59)	20%	(31)	18%	(28)	154
Military HH: Yes	23%	(30)	51%	(67)	11%	(15)	15%	(20)	132
Military HH: No	23%	(198)	48%	(417)	18%	(156)	11%	(96)	868
RD/WT: Right Direction	21%	(64)	50%	(152)	14%	(43)	15%	(47)	305
RD/WT: Wrong Track	24%	(165)	48%	(332)	18%	(128)	10%	(70)	695
Trump Job Approve	20%	(55)	53%	(146)	15%	(41)	11%	(31)	274
Trump Job Disapprove	24%	(140)	48%	(282)	20%	(116)	8%	(48)	586
Trump Job Strongly Approve	23%	(25)	49%	(53)	15%	(16)	13%	(14)	109
Trump Job Somewhat Approve	19%	(31)	56%	(93)	15%	(25)	10%	(17)	166
Trump Job Somewhat Disapprove	30%	(63)	43%	(90)	21%	(44)	6%	(12)	209
Trump Job Strongly Disapprove	20%	(77)	51%	(192)	19%	(72)	9%	(36)	377
Favorable of Trump	22%	(55)	55%	(140)	16%	(41)	8%	(20)	256
Unfavorable of Trump	23%	(138)	50%	(304)	19%	(115)	8%	(49)	606
Very Favorable of Trump	23%	(25)	51%	(56)	16%	(17)	10%	(11)	109
Somewhat Favorable of Trump	21%	(30)	57%	(84)	16%	(24)	6%	(8)	147
Somewhat Unfavorable of Trump	25%	(44)	48%	(84)	16%	(27)	12%	(20)	176
Very Unfavorable of Trump	22%	(94)	51%	(220)	20%	(88)	7%	(28)	430

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**Table MGC15\_6:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Buying a home*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	23%	(228)	48%	(484)	17%	(171)	12%	(117)	1000
#1 Issue: Economy	24%	(70)	49%	(144)	18%	(53)	10%	(29)	296
#1 Issue: Security	25%	(19)	45%	(34)	19%	(14)	10%	(8)	76
#1 Issue: Health Care	22%	(37)	52%	(89)	18%	(30)	9%	(15)	171
#1 Issue: Women's Issues	25%	(29)	52%	(61)	13%	(15)	10%	(12)	117
#1 Issue: Education	24%	(34)	48%	(69)	17%	(24)	12%	(17)	145
#1 Issue: Energy	25%	(24)	49%	(48)	22%	(21)	5%	(5)	98
#1 Issue: Other	14%	(12)	42%	(35)	11%	(9)	33%	(27)	82
2018 House Vote: Democrat	28%	(31)	49%	(55)	17%	(19)	6%	(7)	112
2016 Vote: Hillary Clinton	25%	(19)	46%	(36)	20%	(15)	9%	(7)	78
2016 Vote: Didn't Vote	22%	(196)	49%	(428)	17%	(148)	12%	(109)	881
Voted in 2014: No	23%	(222)	49%	(472)	17%	(164)	12%	(113)	972
2012 Vote: Didn't Vote	23%	(221)	49%	(477)	17%	(167)	12%	(113)	978
4-Region: Northeast	22%	(47)	47%	(102)	21%	(46)	10%	(21)	216
4-Region: Midwest	24%	(56)	47%	(109)	17%	(40)	11%	(26)	232
4-Region: South	24%	(79)	48%	(160)	14%	(47)	15%	(50)	337
4-Region: West	21%	(46)	52%	(113)	18%	(38)	9%	(19)	216

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

**Table MGC15\_7:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*

*Being in a romantic relationship*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	22%	(224)	51%	(510)	15%	(152)	11%	(114)	1000
Gender: Male	22%	(108)	53%	(259)	14%	(69)	11%	(52)	489
Gender: Female	23%	(116)	49%	(252)	16%	(83)	12%	(61)	511
Age: 18-34	25%	(125)	49%	(248)	15%	(77)	11%	(56)	506
Generation Z: 13-23	22%	(224)	51%	(510)	15%	(152)	11%	(114)	1000
PID: Dem (no lean)	22%	(79)	51%	(180)	18%	(65)	8%	(30)	355
PID: Ind (no lean)	21%	(94)	50%	(224)	14%	(63)	14%	(64)	445
PID: Rep (no lean)	25%	(51)	53%	(106)	12%	(23)	10%	(20)	201
PID/Gender: Dem Men	24%	(38)	52%	(84)	16%	(26)	8%	(12)	160
PID/Gender: Dem Women	21%	(41)	50%	(97)	20%	(39)	9%	(18)	195
PID/Gender: Ind Men	21%	(46)	50%	(112)	14%	(31)	15%	(34)	223
PID/Gender: Ind Women	22%	(48)	51%	(112)	14%	(32)	13%	(30)	222
PID/Gender: Rep Men	23%	(24)	60%	(63)	11%	(12)	6%	(6)	106
PID/Gender: Rep Women	28%	(26)	45%	(43)	12%	(11)	15%	(14)	95
Ideo: Liberal (1-3)	21%	(70)	53%	(173)	20%	(64)	5%	(17)	324
Ideo: Moderate (4)	25%	(46)	52%	(95)	16%	(29)	8%	(15)	185
Ideo: Conservative (5-7)	23%	(40)	58%	(101)	11%	(18)	8%	(14)	173
Educ: < College	22%	(201)	51%	(466)	15%	(140)	12%	(108)	916
Educ: Bachelors degree	28%	(20)	56%	(40)	14%	(10)	3%	(2)	72
Income: Under 50k	22%	(108)	47%	(227)	17%	(82)	14%	(71)	488
Income: 50k-100k	22%	(73)	57%	(186)	14%	(46)	7%	(24)	328
Income: 100k+	23%	(42)	53%	(97)	13%	(24)	11%	(20)	183
Ethnicity: White	23%	(147)	55%	(351)	13%	(86)	8%	(53)	638
Ethnicity: Hispanic	21%	(42)	44%	(89)	18%	(36)	17%	(35)	203
Ethnicity: Afr. Am.	20%	(27)	35%	(46)	23%	(31)	21%	(28)	131
Ethnicity: Other	21%	(50)	49%	(113)	15%	(36)	14%	(33)	231
All Christian	22%	(60)	54%	(147)	16%	(43)	9%	(24)	274
All Non-Christian	23%	(15)	54%	(35)	13%	(8)	11%	(7)	65
Atheist	23%	(26)	54%	(61)	15%	(17)	8%	(9)	113
Agnostic/Nothing in particular	23%	(124)	49%	(267)	15%	(83)	13%	(74)	548

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**Table MGC15\_7:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Being in a romantic relationship*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	22%	(224)	51%	(510)	15%	(152)	11%	(114)	1000
Religious Non-Protestant/Catholic	24%	(20)	50%	(41)	15%	(12)	11%	(9)	82
Evangelical	27%	(48)	49%	(87)	14%	(25)	11%	(20)	180
Non-Evangelical	21%	(59)	55%	(156)	15%	(43)	9%	(25)	283
Community: Urban	30%	(77)	45%	(116)	15%	(39)	9%	(24)	256
Community: Suburban	20%	(109)	55%	(295)	14%	(78)	11%	(57)	539
Community: Rural	18%	(37)	48%	(100)	17%	(35)	16%	(34)	206
Employ: Private Sector	22%	(19)	58%	(49)	13%	(11)	6%	(5)	84
Employ: Unemployed	23%	(35)	43%	(66)	16%	(24)	18%	(28)	154
Military HH: Yes	23%	(31)	51%	(67)	13%	(17)	13%	(18)	132
Military HH: No	22%	(193)	51%	(443)	16%	(135)	11%	(96)	868
RD/WT: Right Direction	21%	(63)	50%	(153)	13%	(39)	17%	(51)	305
RD/WT: Wrong Track	23%	(160)	51%	(357)	16%	(114)	9%	(63)	695
Trump Job Approve	25%	(68)	53%	(145)	10%	(27)	13%	(35)	274
Trump Job Disapprove	22%	(127)	53%	(308)	18%	(105)	8%	(46)	586
Trump Job Strongly Approve	24%	(26)	53%	(57)	8%	(9)	16%	(17)	109
Trump Job Somewhat Approve	25%	(42)	53%	(87)	11%	(19)	11%	(18)	166
Trump Job Somewhat Disapprove	23%	(49)	54%	(112)	16%	(34)	7%	(15)	209
Trump Job Strongly Disapprove	21%	(78)	52%	(196)	19%	(71)	8%	(31)	377
Favorable of Trump	25%	(65)	55%	(141)	11%	(27)	9%	(22)	256
Unfavorable of Trump	22%	(130)	54%	(325)	17%	(106)	8%	(46)	606
Very Favorable of Trump	27%	(29)	51%	(56)	11%	(12)	11%	(12)	109
Somewhat Favorable of Trump	24%	(35)	58%	(86)	11%	(16)	7%	(10)	147
Somewhat Unfavorable of Trump	18%	(32)	56%	(99)	16%	(28)	10%	(17)	176
Very Unfavorable of Trump	23%	(99)	52%	(226)	18%	(77)	7%	(28)	430

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**Table MGC15\_7:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*

*Being in a romantic relationship*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	22%	(224)	51%	(510)	15%	(152)	11%	(114)	1000
#1 Issue: Economy	25%	(75)	48%	(142)	16%	(48)	11%	(31)	296
#1 Issue: Security	26%	(19)	52%	(40)	12%	(9)	10%	(7)	76
#1 Issue: Health Care	16%	(27)	60%	(103)	16%	(27)	7%	(13)	171
#1 Issue: Women's Issues	31%	(37)	48%	(56)	11%	(13)	10%	(11)	117
#1 Issue: Education	23%	(33)	46%	(67)	22%	(31)	9%	(13)	145
#1 Issue: Energy	22%	(21)	58%	(57)	14%	(14)	5%	(5)	98
#1 Issue: Other	11%	(9)	47%	(39)	9%	(7)	33%	(27)	82
2018 House Vote: Democrat	31%	(35)	48%	(54)	16%	(18)	5%	(6)	112
2016 Vote: Hillary Clinton	23%	(18)	50%	(39)	20%	(15)	7%	(5)	78
2016 Vote: Didn't Vote	22%	(193)	51%	(446)	15%	(133)	12%	(108)	881
Voted in 2014: No	22%	(219)	51%	(499)	15%	(145)	11%	(109)	972
2012 Vote: Didn't Vote	22%	(218)	51%	(502)	15%	(147)	11%	(110)	978
4-Region: Northeast	26%	(57)	48%	(103)	17%	(38)	8%	(18)	216
4-Region: Midwest	19%	(44)	54%	(125)	16%	(37)	11%	(25)	232
4-Region: South	23%	(78)	50%	(168)	12%	(40)	15%	(50)	337
4-Region: West	21%	(44)	53%	(114)	17%	(37)	10%	(21)	216

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

**Table MGC15\_8:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Getting married*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	15%	(148)	53%	(531)	21%	(214)	11%	(107)	1000
Gender: Male	14%	(68)	52%	(256)	23%	(112)	11%	(52)	489
Gender: Female	16%	(80)	54%	(275)	20%	(102)	11%	(55)	511
Age: 18-34	17%	(84)	51%	(257)	22%	(111)	11%	(54)	506
Generation Z: 13-23	15%	(148)	53%	(531)	21%	(214)	11%	(107)	1000
PID: Dem (no lean)	12%	(43)	55%	(197)	25%	(87)	8%	(28)	355
PID: Ind (no lean)	14%	(61)	51%	(227)	21%	(93)	14%	(64)	445
PID: Rep (no lean)	22%	(44)	53%	(107)	17%	(34)	8%	(16)	201
PID/Gender: Dem Men	12%	(19)	56%	(90)	25%	(40)	7%	(12)	160
PID/Gender: Dem Women	13%	(24)	55%	(107)	24%	(47)	8%	(16)	195
PID/Gender: Ind Men	13%	(29)	49%	(109)	22%	(50)	16%	(35)	223
PID/Gender: Ind Women	15%	(32)	53%	(118)	19%	(43)	13%	(29)	222
PID/Gender: Rep Men	20%	(21)	54%	(57)	21%	(23)	5%	(6)	106
PID/Gender: Rep Women	24%	(23)	53%	(50)	12%	(11)	11%	(10)	95
Ideo: Liberal (1-3)	10%	(32)	58%	(187)	28%	(89)	5%	(15)	324
Ideo: Moderate (4)	21%	(39)	51%	(94)	20%	(38)	8%	(15)	185
Ideo: Conservative (5-7)	19%	(33)	58%	(100)	16%	(27)	7%	(13)	173
Educ: < College	14%	(129)	54%	(491)	21%	(192)	11%	(103)	916
Educ: Bachelors degree	22%	(16)	49%	(35)	27%	(19)	2%	(2)	72
Income: Under 50k	15%	(74)	47%	(229)	25%	(121)	13%	(64)	488
Income: 50k-100k	15%	(49)	60%	(197)	18%	(59)	7%	(23)	328
Income: 100k+	13%	(24)	57%	(105)	18%	(34)	11%	(20)	183
Ethnicity: White	15%	(95)	58%	(371)	20%	(125)	7%	(46)	638
Ethnicity: Hispanic	16%	(32)	44%	(89)	28%	(56)	13%	(26)	203
Ethnicity: Afr. Am.	14%	(18)	38%	(50)	27%	(35)	21%	(28)	131
Ethnicity: Other	15%	(35)	47%	(110)	23%	(54)	14%	(33)	231
All Christian	18%	(51)	55%	(150)	19%	(51)	8%	(22)	274
All Non-Christian	18%	(11)	50%	(32)	19%	(12)	14%	(9)	65
Atheist	15%	(17)	55%	(62)	22%	(25)	8%	(9)	113
Agnostic/Nothing in particular	13%	(69)	52%	(286)	23%	(125)	12%	(67)	548

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**Table MGC15\_8:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Getting married*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	15%	(148)	53%	(531)	21%	(214)	11%	(107)	1000
Religious Non-Protestant/Catholic	20%	(16)	49%	(40)	18%	(14)	14%	(11)	82
Evangelical	17%	(30)	55%	(100)	19%	(34)	9%	(16)	180
Non-Evangelical	17%	(49)	53%	(150)	22%	(62)	8%	(23)	283
Community: Urban	22%	(57)	50%	(127)	21%	(53)	7%	(19)	256
Community: Suburban	11%	(58)	57%	(306)	22%	(120)	10%	(55)	539
Community: Rural	16%	(33)	47%	(97)	20%	(41)	16%	(34)	206
Employ: Private Sector	15%	(13)	58%	(49)	20%	(17)	7%	(6)	84
Employ: Unemployed	13%	(20)	47%	(72)	26%	(41)	14%	(21)	154
Military HH: Yes	18%	(24)	51%	(68)	20%	(27)	10%	(13)	132
Military HH: No	14%	(124)	53%	(463)	22%	(187)	11%	(94)	868
RD/WT: Right Direction	15%	(46)	50%	(154)	19%	(58)	16%	(48)	305
RD/WT: Wrong Track	15%	(102)	54%	(377)	22%	(156)	9%	(60)	695
Trump Job Approve	19%	(53)	53%	(147)	15%	(42)	12%	(33)	274
Trump Job Disapprove	13%	(74)	54%	(318)	26%	(154)	7%	(41)	586
Trump Job Strongly Approve	22%	(24)	48%	(52)	17%	(19)	13%	(14)	109
Trump Job Somewhat Approve	18%	(29)	57%	(95)	14%	(23)	12%	(19)	166
Trump Job Somewhat Disapprove	16%	(33)	51%	(107)	26%	(54)	7%	(15)	209
Trump Job Strongly Disapprove	11%	(41)	56%	(211)	26%	(100)	7%	(26)	377
Favorable of Trump	19%	(48)	57%	(146)	17%	(44)	7%	(17)	256
Unfavorable of Trump	13%	(76)	56%	(338)	25%	(150)	7%	(41)	606
Very Favorable of Trump	22%	(24)	50%	(54)	21%	(23)	7%	(8)	109
Somewhat Favorable of Trump	16%	(24)	63%	(92)	14%	(21)	6%	(9)	147
Somewhat Unfavorable of Trump	12%	(22)	56%	(99)	22%	(39)	9%	(16)	176
Very Unfavorable of Trump	13%	(55)	56%	(240)	26%	(111)	6%	(25)	430

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**Table MGC15\_8:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Getting married*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	15%	(148)	53%	(531)	21%	(214)	11%	(107)	1000
#1 Issue: Economy	14%	(43)	52%	(153)	24%	(72)	10%	(29)	296
#1 Issue: Security	21%	(16)	44%	(34)	26%	(20)	8%	(6)	76
#1 Issue: Health Care	16%	(27)	58%	(99)	17%	(29)	9%	(15)	171
#1 Issue: Women's Issues	16%	(19)	60%	(71)	17%	(20)	6%	(7)	117
#1 Issue: Education	13%	(19)	50%	(73)	27%	(39)	9%	(13)	145
#1 Issue: Energy	14%	(13)	62%	(61)	19%	(18)	6%	(5)	98
#1 Issue: Other	11%	(9)	43%	(35)	14%	(11)	33%	(27)	82
2018 House Vote: Democrat	17%	(19)	48%	(54)	27%	(31)	7%	(8)	112
2016 Vote: Hillary Clinton	13%	(10)	48%	(37)	33%	(25)	6%	(5)	78
2016 Vote: Didn't Vote	15%	(132)	53%	(469)	20%	(179)	11%	(100)	881
Voted in 2014: No	15%	(145)	54%	(522)	21%	(204)	10%	(101)	972
2012 Vote: Didn't Vote	15%	(146)	54%	(523)	21%	(205)	11%	(103)	978
4-Region: Northeast	17%	(37)	55%	(118)	19%	(41)	9%	(20)	216
4-Region: Midwest	11%	(27)	56%	(130)	21%	(49)	11%	(26)	232
4-Region: South	17%	(56)	53%	(177)	19%	(64)	12%	(39)	337
4-Region: West	13%	(29)	49%	(105)	28%	(60)	10%	(22)	216

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

**Table MGC15\_9:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*

*Owning a car*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	24%	(243)	49%	(489)	16%	(161)	11%	(107)	1000
Gender: Male	25%	(123)	47%	(232)	18%	(87)	9%	(46)	489
Gender: Female	23%	(120)	50%	(257)	15%	(74)	12%	(60)	511
Age: 18-34	27%	(136)	48%	(244)	15%	(77)	10%	(49)	506
Generation Z: 13-23	24%	(243)	49%	(489)	16%	(161)	11%	(107)	1000
PID: Dem (no lean)	22%	(79)	51%	(180)	21%	(73)	7%	(23)	355
PID: Ind (no lean)	24%	(109)	46%	(206)	14%	(61)	16%	(70)	445
PID: Rep (no lean)	27%	(55)	52%	(104)	14%	(28)	7%	(14)	201
PID/Gender: Dem Men	22%	(35)	52%	(82)	23%	(36)	4%	(6)	160
PID/Gender: Dem Women	22%	(44)	50%	(97)	19%	(37)	9%	(17)	195
PID/Gender: Ind Men	24%	(52)	45%	(101)	16%	(35)	16%	(35)	223
PID/Gender: Ind Women	25%	(56)	47%	(105)	12%	(26)	16%	(35)	222
PID/Gender: Rep Men	34%	(36)	46%	(49)	15%	(16)	5%	(5)	106
PID/Gender: Rep Women	20%	(19)	58%	(55)	12%	(12)	9%	(9)	95
Ideo: Liberal (1-3)	23%	(73)	54%	(174)	19%	(63)	4%	(13)	324
Ideo: Moderate (4)	32%	(59)	45%	(84)	16%	(30)	7%	(12)	185
Ideo: Conservative (5-7)	30%	(53)	55%	(96)	8%	(14)	7%	(11)	173
Educ: < College	24%	(223)	48%	(441)	16%	(148)	11%	(104)	916
Educ: Bachelors degree	25%	(18)	61%	(44)	12%	(9)	2%	(2)	72
Income: Under 50k	26%	(127)	43%	(209)	18%	(88)	13%	(64)	488
Income: 50k-100k	23%	(74)	56%	(184)	16%	(51)	6%	(20)	328
Income: 100k+	23%	(42)	53%	(97)	12%	(22)	12%	(23)	183
Ethnicity: White	23%	(148)	54%	(341)	15%	(98)	8%	(50)	638
Ethnicity: Hispanic	24%	(49)	40%	(81)	21%	(44)	14%	(29)	203
Ethnicity: Afr. Am.	30%	(40)	35%	(46)	17%	(22)	19%	(24)	131
Ethnicity: Other	24%	(56)	44%	(102)	18%	(41)	14%	(32)	231
All Christian	28%	(76)	50%	(137)	16%	(44)	7%	(18)	274
All Non-Christian	26%	(17)	50%	(32)	14%	(9)	11%	(7)	65
Atheist	16%	(18)	53%	(59)	25%	(28)	7%	(8)	113
Agnostic/Nothing in particular	24%	(133)	47%	(260)	15%	(81)	14%	(74)	548

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**Table MGC15\_9:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Owning a car*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	24%	(243)	49%	(489)	16%	(161)	11%	(107)	1000
Religious Non-Protestant/Catholic	22%	(18)	55%	(45)	12%	(10)	11%	(9)	82
Evangelical	28%	(51)	48%	(87)	16%	(28)	8%	(14)	180
Non-Evangelical	27%	(77)	50%	(142)	15%	(42)	8%	(22)	283
Community: Urban	25%	(64)	49%	(126)	18%	(46)	8%	(20)	256
Community: Suburban	24%	(131)	49%	(262)	17%	(91)	10%	(56)	539
Community: Rural	24%	(49)	49%	(101)	12%	(25)	15%	(31)	206
Employ: Private Sector	25%	(21)	59%	(50)	12%	(10)	4%	(3)	84
Employ: Unemployed	25%	(38)	39%	(61)	19%	(29)	17%	(26)	154
Military HH: Yes	27%	(36)	50%	(66)	10%	(13)	13%	(17)	132
Military HH: No	24%	(207)	49%	(423)	17%	(148)	10%	(90)	868
RD/WT: Right Direction	23%	(70)	49%	(149)	14%	(42)	15%	(45)	305
RD/WT: Wrong Track	25%	(173)	49%	(340)	17%	(119)	9%	(62)	695
Trump Job Approve	28%	(77)	50%	(136)	12%	(32)	11%	(30)	274
Trump Job Disapprove	24%	(140)	51%	(297)	19%	(110)	7%	(39)	586
Trump Job Strongly Approve	29%	(32)	50%	(54)	9%	(10)	12%	(13)	109
Trump Job Somewhat Approve	27%	(45)	50%	(82)	13%	(22)	10%	(17)	166
Trump Job Somewhat Disapprove	25%	(53)	49%	(103)	19%	(41)	6%	(12)	209
Trump Job Strongly Disapprove	23%	(87)	51%	(194)	18%	(69)	7%	(27)	377
Favorable of Trump	26%	(68)	55%	(140)	13%	(32)	6%	(16)	256
Unfavorable of Trump	24%	(143)	51%	(312)	19%	(113)	6%	(37)	606
Very Favorable of Trump	29%	(31)	51%	(55)	11%	(12)	10%	(10)	109
Somewhat Favorable of Trump	25%	(36)	58%	(85)	13%	(20)	4%	(6)	147
Somewhat Unfavorable of Trump	24%	(43)	50%	(87)	17%	(30)	9%	(15)	176
Very Unfavorable of Trump	23%	(100)	52%	(225)	19%	(83)	5%	(22)	430

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**Table MGC15\_9:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*

*Owning a car*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	24%	(243)	49%	(489)	16%	(161)	11%	(107)	1000
#1 Issue: Economy	28%	(82)	48%	(143)	16%	(46)	8%	(24)	296
#1 Issue: Security	31%	(24)	44%	(34)	15%	(11)	9%	(7)	76
#1 Issue: Health Care	21%	(36)	54%	(92)	18%	(30)	7%	(12)	171
#1 Issue: Women's Issues	27%	(32)	50%	(58)	14%	(16)	9%	(11)	117
#1 Issue: Education	22%	(32)	46%	(67)	22%	(32)	9%	(14)	145
#1 Issue: Energy	22%	(22)	52%	(51)	19%	(19)	7%	(7)	98
#1 Issue: Other	15%	(12)	44%	(36)	6%	(5)	35%	(29)	82
2018 House Vote: Democrat	25%	(28)	54%	(61)	16%	(18)	4%	(5)	112
2016 Vote: Hillary Clinton	15%	(12)	61%	(48)	18%	(14)	5%	(4)	78
2016 Vote: Didn't Vote	25%	(220)	47%	(416)	16%	(143)	12%	(102)	881
Voted in 2014: No	25%	(239)	49%	(475)	16%	(155)	11%	(103)	972
2012 Vote: Didn't Vote	24%	(238)	49%	(482)	16%	(154)	11%	(104)	978
4-Region: Northeast	24%	(52)	46%	(99)	23%	(49)	7%	(15)	216
4-Region: Midwest	21%	(47)	52%	(119)	18%	(42)	10%	(23)	232
4-Region: South	27%	(89)	48%	(162)	11%	(38)	14%	(47)	337
4-Region: West	25%	(54)	50%	(109)	15%	(32)	10%	(21)	216

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

**Table MGC15\_10:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Traveling*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	25%	(248)	36%	(365)	28%	(279)	11%	(109)	1000
Gender: Male	21%	(101)	37%	(181)	32%	(156)	10%	(50)	489
Gender: Female	29%	(146)	36%	(183)	24%	(124)	11%	(58)	511
Age: 18-34	26%	(133)	37%	(186)	27%	(137)	10%	(51)	506
Generation Z: 13-23	25%	(248)	36%	(365)	28%	(279)	11%	(109)	1000
PID: Dem (no lean)	29%	(101)	30%	(106)	34%	(120)	8%	(27)	355
PID: Ind (no lean)	22%	(97)	40%	(176)	23%	(103)	15%	(68)	445
PID: Rep (no lean)	24%	(49)	41%	(83)	28%	(55)	7%	(14)	201
PID/Gender: Dem Men	21%	(34)	29%	(47)	42%	(68)	7%	(11)	160
PID/Gender: Dem Women	35%	(68)	30%	(59)	27%	(52)	8%	(16)	195
PID/Gender: Ind Men	22%	(49)	40%	(89)	24%	(53)	14%	(32)	223
PID/Gender: Ind Women	22%	(48)	39%	(87)	23%	(51)	16%	(36)	222
PID/Gender: Rep Men	18%	(19)	43%	(45)	33%	(35)	7%	(7)	106
PID/Gender: Rep Women	32%	(30)	40%	(37)	22%	(20)	7%	(7)	95
Ideo: Liberal (1-3)	28%	(92)	33%	(108)	34%	(109)	5%	(15)	324
Ideo: Moderate (4)	24%	(44)	41%	(77)	27%	(51)	7%	(13)	185
Ideo: Conservative (5-7)	26%	(45)	44%	(75)	25%	(44)	5%	(9)	173
Educ: < College	24%	(224)	37%	(337)	28%	(253)	11%	(102)	916
Educ: Bachelors degree	27%	(19)	36%	(26)	32%	(23)	5%	(3)	72
Income: Under 50k	25%	(122)	33%	(161)	29%	(142)	13%	(64)	488
Income: 50k-100k	25%	(81)	43%	(140)	25%	(83)	7%	(24)	328
Income: 100k+	24%	(44)	35%	(64)	30%	(54)	11%	(21)	183
Ethnicity: White	26%	(167)	39%	(249)	26%	(167)	8%	(54)	638
Ethnicity: Hispanic	27%	(54)	31%	(63)	26%	(54)	16%	(32)	203
Ethnicity: Afr. Am.	23%	(30)	30%	(39)	30%	(39)	17%	(23)	131
Ethnicity: Other	22%	(50)	33%	(77)	31%	(72)	14%	(32)	231
All Christian	26%	(71)	38%	(103)	29%	(79)	8%	(21)	274
All Non-Christian	22%	(14)	32%	(21)	37%	(24)	9%	(6)	65
Atheist	23%	(26)	38%	(43)	30%	(34)	8%	(10)	113
Agnostic/Nothing in particular	25%	(137)	36%	(198)	26%	(142)	13%	(72)	548

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**Table MGC15\_10:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Traveling*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	25%	(248)	36%	(365)	28%	(279)	11%	(109)	1000
Religious Non-Protestant/Catholic	20%	(16)	31%	(26)	39%	(32)	10%	(8)	82
Evangelical	32%	(57)	36%	(65)	23%	(41)	9%	(17)	180
Non-Evangelical	25%	(71)	39%	(110)	28%	(79)	8%	(23)	283
Community: Urban	31%	(78)	30%	(77)	31%	(80)	8%	(20)	256
Community: Suburban	24%	(131)	38%	(205)	27%	(145)	11%	(58)	539
Community: Rural	19%	(38)	40%	(83)	26%	(53)	15%	(31)	206
Employ: Private Sector	31%	(26)	39%	(33)	24%	(20)	6%	(5)	84
Employ: Unemployed	23%	(36)	32%	(49)	28%	(43)	17%	(26)	154
Military HH: Yes	29%	(38)	41%	(55)	19%	(25)	11%	(15)	132
Military HH: No	24%	(210)	36%	(310)	29%	(254)	11%	(94)	868
RD/WT: Right Direction	20%	(60)	39%	(118)	27%	(82)	15%	(45)	305
RD/WT: Wrong Track	27%	(187)	36%	(247)	28%	(197)	9%	(64)	695
Trump Job Approve	23%	(62)	44%	(122)	23%	(62)	11%	(29)	274
Trump Job Disapprove	27%	(159)	34%	(200)	31%	(184)	7%	(44)	586
Trump Job Strongly Approve	27%	(29)	36%	(40)	25%	(27)	11%	(12)	109
Trump Job Somewhat Approve	19%	(32)	50%	(82)	21%	(35)	10%	(17)	166
Trump Job Somewhat Disapprove	24%	(50)	38%	(79)	32%	(66)	7%	(14)	209
Trump Job Strongly Disapprove	29%	(109)	32%	(121)	31%	(118)	8%	(30)	377
Favorable of Trump	25%	(65)	44%	(112)	25%	(64)	6%	(15)	256
Unfavorable of Trump	25%	(153)	36%	(219)	32%	(192)	7%	(43)	606
Very Favorable of Trump	25%	(28)	39%	(43)	27%	(29)	8%	(9)	109
Somewhat Favorable of Trump	26%	(37)	47%	(69)	24%	(35)	4%	(5)	147
Somewhat Unfavorable of Trump	19%	(33)	43%	(75)	29%	(51)	9%	(16)	176
Very Unfavorable of Trump	28%	(119)	33%	(143)	33%	(141)	6%	(27)	430

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**Table MGC15\_10:** And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?  
Traveling

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	25%	(248)	36%	(365)	28%	(279)	11%	(109)	1000
#1 Issue: Economy	23%	(68)	36%	(105)	33%	(98)	8%	(25)	296
#1 Issue: Security	28%	(21)	27%	(21)	34%	(26)	11%	(8)	76
#1 Issue: Health Care	26%	(44)	38%	(65)	26%	(44)	10%	(18)	171
#1 Issue: Women's Issues	30%	(35)	39%	(46)	24%	(28)	7%	(8)	117
#1 Issue: Education	27%	(39)	36%	(52)	30%	(43)	7%	(10)	145
#1 Issue: Energy	29%	(28)	38%	(37)	27%	(27)	6%	(6)	98
#1 Issue: Other	15%	(12)	37%	(30)	12%	(10)	36%	(30)	82
2018 House Vote: Democrat	38%	(43)	29%	(33)	27%	(30)	6%	(7)	112
2016 Vote: Hillary Clinton	32%	(25)	32%	(25)	31%	(24)	4%	(3)	78
2016 Vote: Didn't Vote	24%	(209)	37%	(323)	28%	(245)	12%	(104)	881
Voted in 2014: No	25%	(241)	37%	(355)	28%	(270)	11%	(106)	972
2012 Vote: Didn't Vote	25%	(242)	37%	(358)	28%	(271)	11%	(106)	978
4-Region: Northeast	27%	(59)	37%	(79)	29%	(63)	7%	(15)	216
4-Region: Midwest	23%	(53)	39%	(91)	26%	(59)	12%	(29)	232
4-Region: South	27%	(90)	34%	(115)	25%	(84)	14%	(47)	337
4-Region: West	21%	(46)	37%	(79)	34%	(73)	8%	(18)	216

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

**Table MGC15\_11:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Being famous*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	8%	(75)	45%	(453)	37%	(367)	10%	(105)	1000
Gender: Male	8%	(38)	44%	(216)	37%	(182)	11%	(53)	489
Gender: Female	7%	(38)	46%	(236)	36%	(185)	10%	(52)	511
Age: 18-34	8%	(39)	43%	(215)	40%	(201)	10%	(51)	506
Generation Z: 13-23	8%	(75)	45%	(453)	37%	(367)	10%	(105)	1000
PID: Dem (no lean)	6%	(20)	48%	(171)	40%	(141)	7%	(23)	355
PID: Ind (no lean)	8%	(35)	44%	(198)	32%	(144)	15%	(67)	445
PID: Rep (no lean)	10%	(20)	42%	(84)	41%	(82)	7%	(14)	201
PID/Gender: Dem Men	4%	(6)	48%	(77)	43%	(68)	5%	(9)	160
PID/Gender: Dem Women	7%	(14)	48%	(94)	37%	(72)	7%	(14)	195
PID/Gender: Ind Men	7%	(17)	43%	(96)	33%	(73)	17%	(37)	223
PID/Gender: Ind Women	8%	(19)	46%	(101)	32%	(72)	14%	(31)	222
PID/Gender: Rep Men	14%	(15)	41%	(43)	39%	(41)	7%	(7)	106
PID/Gender: Rep Women	5%	(5)	44%	(41)	43%	(41)	8%	(7)	95
Ideo: Liberal (1-3)	8%	(25)	47%	(151)	41%	(134)	4%	(14)	324
Ideo: Moderate (4)	6%	(11)	51%	(94)	36%	(67)	7%	(13)	185
Ideo: Conservative (5-7)	7%	(12)	44%	(77)	42%	(72)	7%	(12)	173
Educ: < College	7%	(64)	46%	(418)	36%	(333)	11%	(101)	916
Educ: Bachelors degree	15%	(11)	42%	(30)	40%	(29)	3%	(2)	72
Income: Under 50k	8%	(38)	40%	(194)	39%	(191)	13%	(66)	488
Income: 50k-100k	6%	(21)	54%	(179)	33%	(109)	6%	(19)	328
Income: 100k+	9%	(17)	44%	(80)	36%	(66)	11%	(20)	183
Ethnicity: White	7%	(45)	49%	(312)	37%	(238)	7%	(43)	638
Ethnicity: Hispanic	10%	(20)	36%	(73)	38%	(77)	16%	(33)	203
Ethnicity: Afr. Am.	9%	(12)	32%	(42)	38%	(50)	21%	(27)	131
Ethnicity: Other	8%	(18)	43%	(99)	34%	(79)	15%	(34)	231
All Christian	7%	(18)	49%	(133)	37%	(103)	7%	(20)	274
All Non-Christian	12%	(8)	37%	(24)	43%	(28)	9%	(6)	65
Atheist	7%	(8)	51%	(57)	36%	(41)	6%	(7)	113
Agnostic/Nothing in particular	8%	(42)	44%	(239)	36%	(196)	13%	(72)	548

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**Table MGC15\_11:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Being famous*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	8%	(75)	45%	(453)	37%	(367)	10%	(105)	1000
Religious Non-Protestant/Catholic	10%	(8)	40%	(33)	40%	(33)	10%	(8)	82
Evangelical	10%	(19)	39%	(71)	40%	(73)	10%	(18)	180
Non-Evangelical	3%	(8)	49%	(140)	39%	(111)	9%	(25)	283
Community: Urban	9%	(24)	41%	(105)	42%	(106)	8%	(20)	256
Community: Suburban	7%	(37)	47%	(252)	37%	(200)	9%	(49)	539
Community: Rural	7%	(14)	46%	(96)	30%	(61)	17%	(35)	206
Employ: Private Sector	6%	(5)	49%	(41)	43%	(36)	3%	(2)	84
Employ: Unemployed	8%	(13)	37%	(56)	41%	(64)	14%	(21)	154
Military HH: Yes	10%	(14)	50%	(66)	28%	(37)	12%	(15)	132
Military HH: No	7%	(61)	45%	(387)	38%	(330)	10%	(89)	868
RD/WT: Right Direction	8%	(25)	41%	(125)	38%	(115)	13%	(40)	305
RD/WT: Wrong Track	7%	(50)	47%	(328)	36%	(253)	9%	(65)	695
Trump Job Approve	7%	(19)	47%	(128)	37%	(103)	9%	(25)	274
Trump Job Disapprove	8%	(46)	46%	(270)	38%	(224)	8%	(46)	586
Trump Job Strongly Approve	9%	(9)	42%	(46)	39%	(42)	10%	(11)	109
Trump Job Somewhat Approve	6%	(10)	49%	(82)	37%	(61)	8%	(14)	166
Trump Job Somewhat Disapprove	8%	(17)	44%	(92)	40%	(84)	8%	(16)	209
Trump Job Strongly Disapprove	8%	(30)	47%	(178)	37%	(140)	8%	(29)	377
Favorable of Trump	6%	(16)	48%	(123)	40%	(103)	6%	(15)	256
Unfavorable of Trump	8%	(47)	48%	(289)	38%	(228)	7%	(43)	606
Very Favorable of Trump	10%	(11)	39%	(43)	42%	(46)	8%	(9)	109
Somewhat Favorable of Trump	3%	(4)	55%	(80)	39%	(57)	4%	(6)	147
Somewhat Unfavorable of Trump	9%	(15)	45%	(78)	39%	(68)	8%	(14)	176
Very Unfavorable of Trump	7%	(32)	49%	(210)	37%	(160)	7%	(29)	430

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**Table MGC15\_11:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Being famous*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	8%	(75)	45%	(453)	37%	(367)	10%	(105)	1000
#1 Issue: Economy	6%	(16)	45%	(134)	40%	(119)	9%	(26)	296
#1 Issue: Security	4%	(3)	42%	(32)	39%	(30)	15%	(11)	76
#1 Issue: Health Care	7%	(11)	46%	(79)	40%	(69)	7%	(11)	171
#1 Issue: Women's Issues	10%	(12)	55%	(65)	29%	(34)	5%	(6)	117
#1 Issue: Education	9%	(12)	42%	(61)	41%	(59)	9%	(13)	145
#1 Issue: Energy	9%	(9)	49%	(48)	37%	(36)	5%	(5)	98
#1 Issue: Other	7%	(6)	39%	(32)	19%	(15)	35%	(29)	82
2018 House Vote: Democrat	7%	(7)	45%	(51)	44%	(49)	4%	(5)	112
2016 Vote: Hillary Clinton	9%	(7)	42%	(33)	44%	(34)	5%	(4)	78
2016 Vote: Didn't Vote	7%	(64)	45%	(400)	36%	(317)	11%	(100)	881
Voted in 2014: No	7%	(69)	46%	(445)	37%	(358)	10%	(100)	972
2012 Vote: Didn't Vote	7%	(73)	46%	(448)	36%	(355)	10%	(101)	978
4-Region: Northeast	9%	(20)	40%	(86)	43%	(92)	8%	(18)	216
4-Region: Midwest	6%	(13)	50%	(116)	35%	(81)	9%	(22)	232
4-Region: South	6%	(22)	47%	(157)	33%	(111)	14%	(47)	337
4-Region: West	10%	(21)	43%	(93)	39%	(83)	9%	(19)	216

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

**Table MGC15\_12:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Contributing to society*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	41%	(409)	42%	(417)	7%	(67)	11%	(107)	1000
Gender: Male	37%	(179)	47%	(229)	7%	(34)	10%	(47)	489
Gender: Female	45%	(230)	37%	(188)	6%	(33)	12%	(61)	511
Age: 18-34	41%	(208)	42%	(214)	7%	(33)	10%	(50)	506
Generation Z: 13-23	41%	(409)	42%	(417)	7%	(67)	11%	(107)	1000
PID: Dem (no lean)	51%	(180)	36%	(129)	6%	(22)	7%	(23)	355
PID: Ind (no lean)	34%	(152)	43%	(193)	8%	(34)	15%	(66)	445
PID: Rep (no lean)	38%	(77)	47%	(95)	6%	(11)	9%	(18)	201
PID/Gender: Dem Men	47%	(74)	42%	(68)	6%	(9)	5%	(9)	160
PID/Gender: Dem Women	54%	(106)	31%	(61)	7%	(13)	8%	(15)	195
PID/Gender: Ind Men	30%	(66)	49%	(109)	8%	(19)	13%	(29)	223
PID/Gender: Ind Women	39%	(86)	38%	(85)	7%	(15)	16%	(37)	222
PID/Gender: Rep Men	37%	(39)	49%	(52)	5%	(6)	8%	(9)	106
PID/Gender: Rep Women	40%	(37)	45%	(42)	6%	(6)	10%	(9)	95
Ideo: Liberal (1-3)	51%	(165)	38%	(124)	8%	(26)	3%	(9)	324
Ideo: Moderate (4)	42%	(77)	45%	(83)	5%	(9)	8%	(15)	185
Ideo: Conservative (5-7)	41%	(70)	46%	(80)	7%	(13)	6%	(10)	173
Educ: < College	41%	(374)	41%	(378)	7%	(61)	11%	(104)	916
Educ: Bachelors degree	44%	(32)	47%	(34)	8%	(6)	2%	(1)	72
Income: Under 50k	36%	(178)	41%	(200)	9%	(44)	14%	(67)	488
Income: 50k-100k	45%	(148)	44%	(143)	5%	(17)	6%	(20)	328
Income: 100k+	45%	(83)	40%	(74)	4%	(6)	11%	(20)	183
Ethnicity: White	43%	(276)	43%	(272)	6%	(40)	8%	(50)	638
Ethnicity: Hispanic	38%	(78)	38%	(78)	9%	(18)	14%	(29)	203
Ethnicity: Afr. Am.	32%	(42)	38%	(49)	9%	(12)	21%	(28)	131
Ethnicity: Other	40%	(92)	41%	(96)	6%	(15)	13%	(29)	231
All Christian	43%	(119)	43%	(118)	7%	(20)	6%	(17)	274
All Non-Christian	51%	(33)	30%	(20)	7%	(5)	11%	(7)	65
Atheist	43%	(49)	46%	(51)	4%	(4)	7%	(8)	113
Agnostic/Nothing in particular	38%	(208)	42%	(228)	7%	(38)	14%	(75)	548

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**Table MGC15\_12:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Contributing to society*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	41%	(409)	42%	(417)	7%	(67)	11%	(107)	1000
Religious Non-Protestant/Catholic	48%	(40)	30%	(25)	10%	(8)	11%	(9)	82
Evangelical	40%	(72)	43%	(77)	9%	(15)	9%	(16)	180
Non-Evangelical	41%	(115)	44%	(125)	7%	(20)	8%	(23)	283
Community: Urban	39%	(101)	45%	(115)	7%	(19)	8%	(21)	256
Community: Suburban	43%	(232)	42%	(225)	5%	(26)	10%	(56)	539
Community: Rural	37%	(76)	37%	(77)	11%	(22)	15%	(30)	206
Employ: Private Sector	46%	(39)	45%	(38)	4%	(4)	5%	(4)	84
Employ: Unemployed	37%	(58)	39%	(61)	9%	(14)	14%	(22)	154
Military HH: Yes	41%	(54)	36%	(48)	9%	(11)	14%	(19)	132
Military HH: No	41%	(355)	42%	(369)	6%	(56)	10%	(88)	868
RD/WT: Right Direction	34%	(104)	44%	(135)	8%	(23)	14%	(43)	305
RD/WT: Wrong Track	44%	(305)	41%	(282)	6%	(44)	9%	(64)	695
Trump Job Approve	37%	(102)	45%	(124)	7%	(18)	11%	(30)	274
Trump Job Disapprove	44%	(261)	41%	(241)	7%	(43)	7%	(42)	586
Trump Job Strongly Approve	40%	(43)	43%	(47)	5%	(6)	12%	(13)	109
Trump Job Somewhat Approve	35%	(59)	47%	(78)	7%	(12)	10%	(17)	166
Trump Job Somewhat Disapprove	50%	(104)	37%	(77)	6%	(13)	7%	(14)	209
Trump Job Strongly Disapprove	41%	(156)	43%	(164)	8%	(30)	7%	(27)	377
Favorable of Trump	37%	(94)	48%	(122)	8%	(20)	7%	(19)	256
Unfavorable of Trump	44%	(269)	43%	(258)	6%	(38)	7%	(41)	606
Very Favorable of Trump	35%	(39)	47%	(51)	7%	(8)	10%	(11)	109
Somewhat Favorable of Trump	38%	(56)	48%	(71)	9%	(12)	5%	(8)	147
Somewhat Unfavorable of Trump	42%	(74)	42%	(74)	5%	(9)	11%	(19)	176
Very Unfavorable of Trump	45%	(195)	43%	(184)	7%	(29)	5%	(22)	430

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**Table MGC15\_12:** *And would you say the following are more or less important to you in light of the COVID-19 pandemic, also known as coronavirus, or is there no change?*  
*Contributing to society*

Demographic	More important		No change		Less important		Don't Know / No Opinion		Total N
Adults	41%	(409)	42%	(417)	7%	(67)	11%	(107)	1000
#1 Issue: Economy	44%	(131)	41%	(120)	6%	(19)	9%	(25)	296
#1 Issue: Security	47%	(36)	37%	(28)	8%	(6)	7%	(5)	76
#1 Issue: Health Care	38%	(64)	49%	(84)	4%	(7)	9%	(15)	171
#1 Issue: Women's Issues	50%	(59)	42%	(49)	3%	(3)	5%	(6)	117
#1 Issue: Education	38%	(56)	40%	(58)	9%	(13)	13%	(18)	145
#1 Issue: Energy	49%	(48)	40%	(39)	7%	(7)	4%	(4)	98
#1 Issue: Other	18%	(15)	41%	(33)	8%	(7)	34%	(28)	82
2018 House Vote: Democrat	49%	(54)	41%	(46)	5%	(6)	6%	(6)	112
2016 Vote: Hillary Clinton	44%	(34)	42%	(33)	5%	(4)	8%	(6)	78
2016 Vote: Didn't Vote	41%	(361)	41%	(363)	7%	(58)	11%	(99)	881
Voted in 2014: No	41%	(395)	42%	(409)	7%	(65)	11%	(102)	972
2012 Vote: Didn't Vote	41%	(397)	42%	(410)	7%	(66)	11%	(104)	978
4-Region: Northeast	46%	(99)	38%	(81)	7%	(14)	10%	(22)	216
4-Region: Midwest	39%	(91)	43%	(100)	7%	(17)	10%	(24)	232
4-Region: South	42%	(142)	39%	(131)	6%	(21)	13%	(42)	337
4-Region: West	35%	(77)	49%	(105)	7%	(15)	9%	(20)	216

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

**Table MGC16\_1:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
*Resilient or strong*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	43%	(434)	38%	(375)	5%	(49)	14%	(142)	1000
Gender: Male	42%	(207)	40%	(194)	5%	(23)	13%	(65)	489
Gender: Female	44%	(227)	36%	(182)	5%	(26)	15%	(77)	511
Age: 18-34	46%	(235)	35%	(179)	5%	(24)	13%	(68)	506
Generation Z: 13-23	43%	(434)	38%	(375)	5%	(49)	14%	(142)	1000
PID: Dem (no lean)	51%	(180)	37%	(131)	4%	(13)	9%	(30)	355
PID: Ind (no lean)	36%	(159)	37%	(166)	6%	(26)	21%	(93)	445
PID: Rep (no lean)	47%	(95)	39%	(78)	5%	(9)	9%	(19)	201
PID/Gender: Dem Men	48%	(77)	41%	(66)	2%	(3)	9%	(14)	160
PID/Gender: Dem Women	53%	(103)	33%	(65)	5%	(10)	9%	(17)	195
PID/Gender: Ind Men	34%	(75)	40%	(90)	7%	(16)	19%	(42)	223
PID/Gender: Ind Women	38%	(84)	35%	(77)	5%	(10)	23%	(51)	222
PID/Gender: Rep Men	52%	(55)	36%	(38)	4%	(4)	9%	(9)	106
PID/Gender: Rep Women	42%	(40)	43%	(40)	6%	(5)	10%	(10)	95
Ideo: Liberal (1-3)	51%	(164)	37%	(121)	5%	(17)	7%	(22)	324
Ideo: Moderate (4)	44%	(82)	40%	(73)	4%	(7)	12%	(23)	185
Ideo: Conservative (5-7)	51%	(89)	40%	(70)	4%	(7)	5%	(8)	173
Educ: < College	43%	(392)	38%	(344)	5%	(44)	15%	(136)	916
Educ: Bachelors degree	54%	(39)	38%	(27)	5%	(3)	4%	(3)	72
Income: Under 50k	38%	(187)	35%	(172)	7%	(34)	19%	(95)	488
Income: 50k-100k	47%	(154)	42%	(136)	3%	(11)	8%	(27)	328
Income: 100k+	50%	(92)	36%	(67)	2%	(4)	11%	(20)	183
Ethnicity: White	45%	(286)	41%	(259)	4%	(23)	11%	(70)	638
Ethnicity: Hispanic	40%	(82)	34%	(69)	7%	(14)	19%	(38)	203
Ethnicity: Afr. Am.	39%	(52)	29%	(38)	7%	(9)	25%	(33)	131
Ethnicity: Other	41%	(96)	34%	(79)	7%	(17)	17%	(40)	231
All Christian	52%	(141)	37%	(103)	3%	(8)	8%	(22)	274
All Non-Christian	51%	(33)	28%	(18)	8%	(5)	13%	(8)	65
Atheist	42%	(48)	40%	(45)	4%	(5)	13%	(15)	113
Agnostic/Nothing in particular	39%	(211)	38%	(209)	6%	(30)	18%	(97)	548

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**Table MGC16\_1:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
*Resilient or strong*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	43%	(434)	38%	(375)	5%	(49)	14%	(142)	1000
Religious Non-Protestant/Catholic	51%	(42)	30%	(24)	6%	(5)	14%	(11)	82
Evangelical	44%	(79)	40%	(71)	5%	(9)	12%	(21)	180
Non-Evangelical	47%	(132)	39%	(110)	4%	(11)	11%	(30)	283
Community: Urban	40%	(102)	42%	(106)	5%	(14)	13%	(34)	256
Community: Suburban	46%	(247)	36%	(194)	4%	(24)	14%	(74)	539
Community: Rural	41%	(85)	37%	(75)	5%	(11)	17%	(35)	206
Employ: Private Sector	48%	(40)	45%	(38)	1%	(1)	6%	(5)	84
Employ: Unemployed	37%	(57)	36%	(56)	6%	(9)	21%	(32)	154
Military HH: Yes	43%	(56)	37%	(48)	6%	(9)	14%	(19)	132
Military HH: No	43%	(377)	38%	(327)	5%	(40)	14%	(123)	868
RD/WT: Right Direction	41%	(124)	37%	(114)	4%	(12)	18%	(55)	305
RD/WT: Wrong Track	45%	(310)	38%	(261)	5%	(37)	13%	(87)	695
Trump Job Approve	45%	(123)	41%	(112)	3%	(7)	12%	(32)	274
Trump Job Disapprove	44%	(259)	38%	(225)	6%	(37)	11%	(65)	586
Trump Job Strongly Approve	51%	(55)	34%	(37)	5%	(5)	11%	(12)	109
Trump Job Somewhat Approve	41%	(68)	46%	(76)	1%	(2)	12%	(20)	166
Trump Job Somewhat Disapprove	45%	(94)	37%	(78)	8%	(18)	9%	(20)	209
Trump Job Strongly Disapprove	44%	(165)	39%	(147)	5%	(20)	12%	(45)	377
Favorable of Trump	49%	(124)	41%	(104)	3%	(8)	8%	(20)	256
Unfavorable of Trump	43%	(262)	39%	(239)	6%	(35)	12%	(71)	606
Very Favorable of Trump	51%	(55)	36%	(39)	3%	(4)	10%	(11)	109
Somewhat Favorable of Trump	47%	(69)	44%	(64)	3%	(4)	6%	(9)	147
Somewhat Unfavorable of Trump	37%	(65)	43%	(76)	6%	(10)	14%	(24)	176
Very Unfavorable of Trump	46%	(197)	38%	(162)	6%	(25)	11%	(46)	430

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**Table MGC16\_1:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
Resilient or strong

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	43%	(434)	38%	(375)	5%	(49)	14%	(142)	1000
#1 Issue: Economy	51%	(152)	36%	(106)	3%	(10)	10%	(29)	296
#1 Issue: Security	44%	(33)	42%	(32)	3%	(2)	11%	(8)	76
#1 Issue: Health Care	43%	(73)	42%	(72)	6%	(9)	10%	(16)	171
#1 Issue: Women's Issues	52%	(61)	25%	(30)	8%	(9)	15%	(17)	117
#1 Issue: Education	34%	(50)	41%	(59)	7%	(11)	18%	(25)	145
#1 Issue: Energy	41%	(40)	45%	(44)	5%	(5)	10%	(10)	98
#1 Issue: Other	28%	(23)	30%	(25)	3%	(3)	39%	(32)	82
2018 House Vote: Democrat	54%	(60)	34%	(38)	4%	(4)	9%	(10)	112
2016 Vote: Hillary Clinton	49%	(38)	34%	(26)	4%	(3)	13%	(10)	78
2016 Vote: Didn't Vote	42%	(374)	38%	(334)	5%	(43)	15%	(130)	881
Voted in 2014: No	43%	(422)	38%	(368)	5%	(47)	14%	(134)	972
2012 Vote: Didn't Vote	43%	(424)	38%	(370)	5%	(48)	14%	(136)	978
4-Region: Northeast	47%	(101)	36%	(77)	4%	(9)	13%	(28)	216
4-Region: Midwest	40%	(94)	38%	(88)	7%	(16)	14%	(33)	232
4-Region: South	41%	(138)	38%	(127)	4%	(14)	17%	(57)	337
4-Region: West	46%	(100)	38%	(83)	4%	(9)	11%	(24)	216

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

**Table MGC16\_2:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
Individualistic

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(367)	42%	(423)	6%	(57)	15%	(153)	1000
Gender: Male	34%	(164)	45%	(220)	6%	(31)	15%	(73)	489
Gender: Female	40%	(203)	40%	(203)	5%	(26)	16%	(80)	511
Age: 18-34	38%	(191)	43%	(220)	6%	(29)	13%	(66)	506
Generation Z: 13-23	37%	(367)	42%	(423)	6%	(57)	15%	(153)	1000
PID: Dem (no lean)	42%	(150)	40%	(143)	6%	(21)	12%	(41)	355
PID: Ind (no lean)	32%	(144)	43%	(193)	5%	(21)	19%	(86)	445
PID: Rep (no lean)	37%	(74)	43%	(86)	7%	(15)	13%	(26)	201
PID/Gender: Dem Men	40%	(64)	43%	(68)	7%	(12)	10%	(16)	160
PID/Gender: Dem Women	44%	(86)	39%	(75)	5%	(9)	13%	(25)	195
PID/Gender: Ind Men	28%	(63)	46%	(103)	5%	(12)	20%	(45)	223
PID/Gender: Ind Women	36%	(81)	41%	(91)	4%	(9)	19%	(42)	222
PID/Gender: Rep Men	35%	(37)	46%	(49)	7%	(7)	12%	(13)	106
PID/Gender: Rep Women	38%	(36)	39%	(37)	8%	(8)	14%	(13)	95
Ideo: Liberal (1-3)	45%	(144)	42%	(134)	7%	(23)	7%	(22)	324
Ideo: Moderate (4)	35%	(65)	46%	(85)	6%	(12)	12%	(23)	185
Ideo: Conservative (5-7)	43%	(75)	42%	(73)	7%	(11)	8%	(13)	173
Educ: < College	37%	(335)	42%	(389)	5%	(46)	16%	(147)	916
Educ: Bachelors degree	42%	(31)	42%	(30)	11%	(8)	4%	(3)	72
Income: Under 50k	36%	(176)	38%	(185)	7%	(32)	20%	(95)	488
Income: 50k-100k	37%	(120)	49%	(162)	5%	(15)	9%	(31)	328
Income: 100k+	38%	(71)	41%	(76)	5%	(10)	15%	(27)	183
Ethnicity: White	37%	(235)	45%	(290)	6%	(35)	12%	(78)	638
Ethnicity: Hispanic	40%	(82)	35%	(71)	5%	(10)	20%	(40)	203
Ethnicity: Afr. Am.	37%	(49)	34%	(44)	6%	(8)	23%	(30)	131
Ethnicity: Other	36%	(83)	38%	(89)	6%	(14)	20%	(45)	231
All Christian	39%	(107)	45%	(122)	6%	(17)	10%	(28)	274
All Non-Christian	40%	(26)	34%	(22)	12%	(8)	14%	(9)	65
Atheist	45%	(51)	35%	(39)	6%	(7)	14%	(16)	113
Agnostic/Nothing in particular	33%	(183)	44%	(239)	5%	(25)	18%	(100)	548

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**Table MGC16\_2:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
*Individualistic*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(367)	42%	(423)	6%	(57)	15%	(153)	1000
Religious Non-Protestant/Catholic	35%	(29)	39%	(32)	12%	(10)	15%	(12)	82
Evangelical	36%	(65)	46%	(82)	6%	(11)	12%	(22)	180
Non-Evangelical	37%	(105)	45%	(127)	6%	(16)	13%	(36)	283
Community: Urban	37%	(95)	44%	(113)	6%	(16)	13%	(32)	256
Community: Suburban	37%	(202)	41%	(222)	6%	(33)	15%	(82)	539
Community: Rural	34%	(71)	43%	(88)	4%	(8)	19%	(39)	206
Employ: Private Sector	39%	(33)	48%	(40)	6%	(5)	8%	(6)	84
Employ: Unemployed	35%	(53)	36%	(55)	5%	(7)	25%	(38)	154
Military HH: Yes	32%	(42)	41%	(54)	10%	(13)	17%	(23)	132
Military HH: No	37%	(325)	42%	(368)	5%	(44)	15%	(131)	868
RD/WT: Right Direction	33%	(99)	43%	(130)	5%	(14)	20%	(62)	305
RD/WT: Wrong Track	39%	(268)	42%	(293)	6%	(43)	13%	(91)	695
Trump Job Approve	35%	(96)	46%	(126)	6%	(17)	13%	(35)	274
Trump Job Disapprove	39%	(229)	42%	(245)	6%	(36)	13%	(76)	586
Trump Job Strongly Approve	34%	(37)	46%	(50)	5%	(5)	15%	(16)	109
Trump Job Somewhat Approve	36%	(59)	46%	(76)	7%	(12)	11%	(18)	166
Trump Job Somewhat Disapprove	45%	(93)	40%	(83)	5%	(11)	10%	(22)	209
Trump Job Strongly Disapprove	36%	(135)	43%	(162)	7%	(25)	14%	(54)	377
Favorable of Trump	39%	(100)	46%	(118)	5%	(13)	10%	(24)	256
Unfavorable of Trump	38%	(229)	43%	(259)	6%	(39)	13%	(78)	606
Very Favorable of Trump	39%	(42)	42%	(46)	6%	(6)	13%	(14)	109
Somewhat Favorable of Trump	40%	(58)	49%	(71)	5%	(7)	7%	(10)	147
Somewhat Unfavorable of Trump	37%	(64)	42%	(73)	7%	(11)	15%	(27)	176
Very Unfavorable of Trump	38%	(165)	43%	(186)	6%	(27)	12%	(52)	430

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**Table MGC16\_2:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
Individualistic

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(367)	42%	(423)	6%	(57)	15%	(153)	1000
#1 Issue: Economy	39%	(114)	45%	(133)	6%	(18)	10%	(30)	296
#1 Issue: Security	36%	(27)	34%	(26)	8%	(6)	22%	(17)	76
#1 Issue: Health Care	37%	(63)	47%	(79)	5%	(8)	12%	(20)	171
#1 Issue: Women's Issues	41%	(48)	39%	(46)	7%	(8)	13%	(15)	117
#1 Issue: Education	36%	(52)	42%	(61)	5%	(8)	17%	(25)	145
#1 Issue: Energy	45%	(44)	40%	(39)	6%	(6)	9%	(9)	98
#1 Issue: Other	21%	(17)	39%	(33)	1%	(1)	39%	(32)	82
2018 House Vote: Democrat	47%	(53)	38%	(42)	8%	(9)	7%	(8)	112
2016 Vote: Hillary Clinton	34%	(27)	43%	(33)	9%	(7)	14%	(11)	78
2016 Vote: Didn't Vote	36%	(319)	42%	(374)	6%	(49)	16%	(139)	881
Voted in 2014: No	37%	(358)	42%	(411)	6%	(56)	15%	(146)	972
2012 Vote: Didn't Vote	36%	(356)	43%	(417)	6%	(57)	15%	(148)	978
4-Region: Northeast	38%	(82)	40%	(86)	8%	(18)	14%	(30)	216
4-Region: Midwest	33%	(76)	46%	(108)	4%	(9)	17%	(39)	232
4-Region: South	36%	(121)	40%	(135)	7%	(22)	17%	(58)	337
4-Region: West	41%	(88)	43%	(94)	4%	(8)	12%	(26)	216

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

**Table MGC16\_3:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
Conservative

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	22%	(217)	44%	(442)	17%	(166)	18%	(175)	1000
Gender: Male	23%	(114)	44%	(214)	16%	(79)	17%	(81)	489
Gender: Female	20%	(102)	45%	(228)	17%	(87)	18%	(94)	511
Age: 18-34	20%	(102)	45%	(226)	19%	(95)	16%	(83)	506
Generation Z: 13-23	22%	(217)	44%	(442)	17%	(166)	18%	(175)	1000
PID: Dem (no lean)	12%	(41)	45%	(160)	31%	(109)	13%	(45)	355
PID: Ind (no lean)	20%	(90)	47%	(208)	10%	(46)	23%	(101)	445
PID: Rep (no lean)	43%	(86)	37%	(74)	6%	(12)	14%	(29)	201
PID/Gender: Dem Men	13%	(21)	48%	(77)	29%	(46)	10%	(16)	160
PID/Gender: Dem Women	10%	(20)	42%	(83)	32%	(63)	15%	(29)	195
PID/Gender: Ind Men	20%	(45)	45%	(99)	13%	(29)	22%	(50)	223
PID/Gender: Ind Women	20%	(45)	49%	(109)	8%	(17)	23%	(52)	222
PID/Gender: Rep Men	46%	(48)	36%	(38)	4%	(5)	14%	(15)	106
PID/Gender: Rep Women	40%	(37)	39%	(36)	8%	(7)	14%	(13)	95
Ideo: Liberal (1-3)	9%	(29)	43%	(138)	40%	(131)	8%	(26)	324
Ideo: Moderate (4)	17%	(31)	60%	(110)	8%	(14)	16%	(29)	185
Ideo: Conservative (5-7)	52%	(89)	38%	(66)	2%	(3)	8%	(14)	173
Educ: < College	21%	(196)	44%	(403)	17%	(152)	18%	(165)	916
Educ: Bachelors degree	27%	(19)	47%	(34)	17%	(13)	9%	(6)	72
Income: Under 50k	20%	(98)	42%	(205)	16%	(78)	22%	(107)	488
Income: 50k-100k	22%	(74)	47%	(155)	17%	(57)	13%	(42)	328
Income: 100k+	24%	(45)	44%	(81)	17%	(31)	14%	(26)	183
Ethnicity: White	23%	(148)	45%	(290)	18%	(113)	14%	(88)	638
Ethnicity: Hispanic	16%	(32)	42%	(85)	20%	(41)	22%	(45)	203
Ethnicity: Afr. Am.	18%	(24)	38%	(50)	12%	(16)	31%	(41)	131
Ethnicity: Other	20%	(45)	44%	(102)	16%	(37)	20%	(46)	231
All Christian	28%	(78)	49%	(135)	10%	(28)	12%	(33)	274
All Non-Christian	22%	(14)	44%	(29)	18%	(11)	16%	(10)	65
Atheist	15%	(17)	36%	(40)	35%	(40)	14%	(16)	113
Agnostic/Nothing in particular	20%	(108)	43%	(238)	16%	(86)	21%	(116)	548

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**Table MGC16\_3:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
Conservative

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	22%	(217)	44%	(442)	17%	(166)	18%	(175)	1000
Religious Non-Protestant/Catholic	23%	(19)	47%	(39)	15%	(12)	15%	(13)	82
Evangelical	31%	(56)	44%	(79)	8%	(14)	17%	(30)	180
Non-Evangelical	25%	(70)	48%	(137)	14%	(40)	13%	(36)	283
Community: Urban	21%	(54)	46%	(116)	17%	(42)	17%	(43)	256
Community: Suburban	19%	(105)	46%	(245)	18%	(95)	17%	(94)	539
Community: Rural	28%	(58)	39%	(80)	14%	(29)	19%	(39)	206
Employ: Private Sector	16%	(14)	54%	(46)	16%	(13)	13%	(11)	84
Employ: Unemployed	23%	(36)	40%	(61)	14%	(22)	23%	(35)	154
Military HH: Yes	27%	(36)	38%	(50)	16%	(21)	19%	(26)	132
Military HH: No	21%	(181)	45%	(392)	17%	(145)	17%	(149)	868
RD/WT: Right Direction	31%	(94)	39%	(120)	8%	(23)	22%	(69)	305
RD/WT: Wrong Track	18%	(123)	46%	(322)	21%	(143)	15%	(106)	695
Trump Job Approve	36%	(99)	44%	(122)	6%	(16)	14%	(37)	274
Trump Job Disapprove	15%	(86)	46%	(272)	25%	(146)	14%	(82)	586
Trump Job Strongly Approve	50%	(55)	28%	(31)	6%	(7)	16%	(17)	109
Trump Job Somewhat Approve	27%	(45)	55%	(91)	6%	(10)	12%	(20)	166
Trump Job Somewhat Disapprove	23%	(49)	54%	(113)	11%	(22)	12%	(25)	209
Trump Job Strongly Disapprove	10%	(38)	42%	(159)	33%	(123)	15%	(58)	377
Favorable of Trump	39%	(100)	45%	(115)	6%	(15)	10%	(27)	256
Unfavorable of Trump	14%	(84)	47%	(287)	24%	(143)	15%	(92)	606
Very Favorable of Trump	54%	(59)	28%	(30)	4%	(5)	14%	(15)	109
Somewhat Favorable of Trump	28%	(41)	57%	(84)	7%	(10)	8%	(12)	147
Somewhat Unfavorable of Trump	19%	(33)	56%	(99)	7%	(12)	18%	(32)	176
Very Unfavorable of Trump	12%	(51)	44%	(188)	30%	(131)	14%	(61)	430

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**Table MGC16\_3:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
Conservative

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	22%	(217)	44%	(442)	17%	(166)	18%	(175)	1000
#1 Issue: Economy	24%	(71)	46%	(137)	14%	(41)	16%	(47)	296
#1 Issue: Security	47%	(36)	30%	(23)	8%	(6)	14%	(11)	76
#1 Issue: Health Care	12%	(20)	49%	(84)	22%	(38)	17%	(29)	171
#1 Issue: Women's Issues	16%	(19)	44%	(51)	27%	(31)	13%	(15)	117
#1 Issue: Education	26%	(38)	46%	(66)	8%	(12)	20%	(29)	145
#1 Issue: Energy	14%	(13)	48%	(47)	30%	(29)	9%	(9)	98
#1 Issue: Other	22%	(18)	35%	(29)	7%	(6)	37%	(30)	82
2018 House Vote: Democrat	14%	(15)	47%	(53)	29%	(33)	10%	(11)	112
2016 Vote: Hillary Clinton	11%	(9)	44%	(34)	30%	(23)	15%	(12)	78
2016 Vote: Didn't Vote	22%	(195)	44%	(387)	16%	(138)	18%	(161)	881
Voted in 2014: No	22%	(211)	45%	(434)	16%	(158)	17%	(168)	972
2012 Vote: Didn't Vote	22%	(211)	45%	(435)	17%	(164)	17%	(168)	978
4-Region: Northeast	20%	(42)	44%	(96)	19%	(40)	17%	(37)	216
4-Region: Midwest	24%	(56)	46%	(106)	14%	(33)	16%	(37)	232
4-Region: South	24%	(81)	38%	(126)	17%	(58)	21%	(71)	337
4-Region: West	17%	(37)	53%	(114)	16%	(35)	14%	(30)	216

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

**Table MGC16\_4:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?

Liberal

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	24%	(240)	44%	(439)	12%	(119)	20%	(202)	1000
Gender: Male	23%	(113)	45%	(220)	13%	(66)	18%	(90)	489
Gender: Female	25%	(127)	43%	(219)	10%	(53)	22%	(112)	511
Age: 18-34	27%	(135)	45%	(229)	11%	(55)	17%	(87)	506
Generation Z: 13-23	24%	(240)	44%	(439)	12%	(119)	20%	(202)	1000
PID: Dem (no lean)	40%	(143)	42%	(148)	4%	(14)	14%	(49)	355
PID: Ind (no lean)	16%	(72)	45%	(200)	12%	(51)	27%	(121)	445
PID: Rep (no lean)	12%	(25)	45%	(90)	27%	(54)	16%	(31)	201
PID/Gender: Dem Men	40%	(64)	43%	(68)	6%	(9)	12%	(19)	160
PID/Gender: Dem Women	41%	(79)	41%	(80)	3%	(5)	16%	(31)	195
PID/Gender: Ind Men	17%	(38)	48%	(107)	11%	(25)	24%	(53)	223
PID/Gender: Ind Women	15%	(34)	42%	(93)	12%	(26)	31%	(68)	222
PID/Gender: Rep Men	11%	(11)	42%	(45)	30%	(32)	17%	(18)	106
PID/Gender: Rep Women	15%	(14)	48%	(45)	23%	(22)	14%	(14)	95
Ideo: Liberal (1-3)	54%	(174)	35%	(114)	3%	(11)	8%	(24)	324
Ideo: Moderate (4)	13%	(24)	64%	(118)	8%	(14)	16%	(29)	185
Ideo: Conservative (5-7)	10%	(18)	45%	(78)	35%	(61)	9%	(16)	173
Educ: < College	23%	(212)	44%	(400)	12%	(112)	21%	(192)	916
Educ: Bachelors degree	37%	(27)	47%	(34)	8%	(6)	8%	(6)	72
Income: Under 50k	21%	(101)	43%	(209)	11%	(52)	26%	(126)	488
Income: 50k-100k	27%	(90)	44%	(146)	13%	(44)	15%	(49)	328
Income: 100k+	27%	(49)	46%	(84)	12%	(23)	15%	(27)	183
Ethnicity: White	26%	(164)	45%	(288)	13%	(84)	16%	(102)	638
Ethnicity: Hispanic	28%	(56)	37%	(75)	11%	(22)	24%	(49)	203
Ethnicity: Afr. Am.	19%	(24)	38%	(50)	11%	(15)	32%	(42)	131
Ethnicity: Other	22%	(51)	43%	(101)	9%	(21)	25%	(59)	231
All Christian	17%	(46)	53%	(144)	18%	(49)	13%	(35)	274
All Non-Christian	27%	(17)	37%	(24)	12%	(8)	24%	(15)	65
Atheist	39%	(44)	34%	(39)	8%	(9)	19%	(21)	113
Agnostic/Nothing in particular	24%	(133)	42%	(232)	10%	(53)	24%	(131)	548

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**Table MGC16\_4:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?

Liberal

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	24%	(240)	44%	(439)	12%	(119)	20%	(202)	1000
Religious Non-Protestant/Catholic	23%	(19)	42%	(34)	12%	(10)	23%	(19)	82
Evangelical	14%	(26)	48%	(87)	19%	(34)	18%	(33)	180
Non-Evangelical	21%	(61)	51%	(145)	13%	(37)	14%	(41)	283
Community: Urban	23%	(59)	46%	(117)	12%	(30)	19%	(50)	256
Community: Suburban	24%	(131)	45%	(244)	11%	(57)	20%	(106)	539
Community: Rural	24%	(50)	38%	(78)	16%	(32)	22%	(46)	206
Employ: Private Sector	24%	(21)	57%	(48)	7%	(6)	11%	(10)	84
Employ: Unemployed	22%	(34)	40%	(62)	11%	(17)	27%	(41)	154
Military HH: Yes	18%	(24)	41%	(54)	16%	(21)	25%	(33)	132
Military HH: No	25%	(216)	44%	(384)	11%	(98)	20%	(169)	868
RD/WT: Right Direction	14%	(44)	40%	(122)	20%	(60)	26%	(78)	305
RD/WT: Wrong Track	28%	(196)	46%	(316)	8%	(59)	18%	(123)	695
Trump Job Approve	11%	(30)	47%	(130)	25%	(69)	17%	(46)	274
Trump Job Disapprove	32%	(190)	44%	(261)	8%	(45)	15%	(91)	586
Trump Job Strongly Approve	8%	(9)	33%	(36)	41%	(45)	17%	(19)	109
Trump Job Somewhat Approve	12%	(20)	57%	(94)	15%	(25)	16%	(27)	166
Trump Job Somewhat Disapprove	19%	(40)	52%	(108)	13%	(27)	17%	(35)	209
Trump Job Strongly Disapprove	40%	(150)	40%	(153)	5%	(18)	15%	(56)	377
Favorable of Trump	13%	(33)	49%	(126)	24%	(63)	13%	(34)	256
Unfavorable of Trump	30%	(180)	45%	(271)	8%	(48)	18%	(107)	606
Very Favorable of Trump	12%	(13)	32%	(35)	39%	(43)	17%	(18)	109
Somewhat Favorable of Trump	14%	(20)	62%	(91)	14%	(20)	11%	(16)	147
Somewhat Unfavorable of Trump	12%	(20)	54%	(95)	13%	(22)	22%	(38)	176
Very Unfavorable of Trump	37%	(159)	41%	(176)	6%	(26)	16%	(69)	430

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**Table MGC16\_4:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?

Liberal

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	24%	(240)	44%	(439)	12%	(119)	20%	(202)	1000
#1 Issue: Economy	18%	(54)	52%	(153)	13%	(37)	17%	(51)	296
#1 Issue: Security	12%	(9)	38%	(29)	28%	(21)	22%	(16)	76
#1 Issue: Health Care	29%	(49)	45%	(77)	9%	(16)	17%	(28)	171
#1 Issue: Women's Issues	37%	(43)	41%	(49)	8%	(9)	14%	(17)	117
#1 Issue: Education	19%	(28)	42%	(60)	13%	(18)	26%	(38)	145
#1 Issue: Energy	41%	(40)	44%	(43)	7%	(7)	8%	(8)	98
#1 Issue: Other	17%	(14)	29%	(24)	9%	(8)	45%	(37)	82
2018 House Vote: Democrat	45%	(51)	43%	(48)	2%	(2)	10%	(11)	112
2016 Vote: Hillary Clinton	43%	(34)	38%	(30)	2%	(1)	16%	(13)	78
2016 Vote: Didn't Vote	23%	(200)	44%	(387)	12%	(109)	21%	(185)	881
Voted in 2014: No	24%	(231)	45%	(432)	12%	(116)	20%	(193)	972
2012 Vote: Didn't Vote	24%	(235)	44%	(434)	12%	(117)	20%	(192)	978
4-Region: Northeast	25%	(53)	44%	(96)	11%	(24)	20%	(43)	216
4-Region: Midwest	23%	(53)	47%	(109)	13%	(30)	17%	(39)	232
4-Region: South	21%	(71)	41%	(139)	14%	(46)	24%	(80)	337
4-Region: West	29%	(62)	44%	(95)	9%	(19)	18%	(40)	216

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

**Table MGC16\_5:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
*Risk-averse or cautious*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(373)	40%	(401)	8%	(78)	15%	(148)	1000
Gender: Male	33%	(163)	43%	(209)	9%	(45)	15%	(71)	489
Gender: Female	41%	(210)	37%	(192)	6%	(33)	15%	(77)	511
Age: 18-34	37%	(188)	43%	(215)	6%	(30)	14%	(72)	506
Generation Z: 13-23	37%	(373)	40%	(401)	8%	(78)	15%	(148)	1000
PID: Dem (no lean)	46%	(164)	38%	(134)	6%	(22)	10%	(35)	355
PID: Ind (no lean)	33%	(148)	39%	(173)	8%	(37)	20%	(87)	445
PID: Rep (no lean)	30%	(61)	47%	(95)	9%	(19)	13%	(26)	201
PID/Gender: Dem Men	41%	(65)	42%	(68)	6%	(10)	11%	(17)	160
PID/Gender: Dem Women	51%	(99)	34%	(66)	6%	(12)	9%	(18)	195
PID/Gender: Ind Men	28%	(63)	42%	(95)	10%	(23)	19%	(42)	223
PID/Gender: Ind Women	38%	(85)	35%	(78)	7%	(15)	20%	(45)	222
PID/Gender: Rep Men	33%	(35)	44%	(47)	12%	(12)	11%	(12)	106
PID/Gender: Rep Women	28%	(26)	50%	(48)	7%	(6)	15%	(14)	95
Ideo: Liberal (1-3)	49%	(159)	36%	(116)	8%	(27)	7%	(22)	324
Ideo: Moderate (4)	36%	(67)	48%	(89)	5%	(9)	11%	(20)	185
Ideo: Conservative (5-7)	33%	(58)	47%	(82)	9%	(15)	10%	(18)	173
Educ: < College	37%	(339)	40%	(368)	8%	(71)	15%	(138)	916
Educ: Bachelors degree	44%	(32)	42%	(30)	7%	(5)	8%	(6)	72
Income: Under 50k	35%	(172)	38%	(186)	9%	(42)	18%	(88)	488
Income: 50k-100k	38%	(125)	46%	(152)	6%	(21)	9%	(30)	328
Income: 100k+	41%	(76)	34%	(63)	8%	(15)	16%	(29)	183
Ethnicity: White	38%	(244)	43%	(273)	7%	(44)	12%	(77)	638
Ethnicity: Hispanic	35%	(70)	33%	(68)	11%	(22)	21%	(42)	203
Ethnicity: Afr. Am.	34%	(44)	38%	(49)	8%	(11)	20%	(26)	131
Ethnicity: Other	37%	(85)	34%	(78)	10%	(23)	19%	(45)	231
All Christian	41%	(112)	41%	(113)	8%	(21)	10%	(27)	274
All Non-Christian	49%	(32)	31%	(20)	7%	(5)	13%	(8)	65
Atheist	45%	(51)	40%	(45)	3%	(3)	12%	(14)	113
Agnostic/Nothing in particular	32%	(178)	41%	(223)	9%	(49)	18%	(98)	548

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**Table MGC16\_5:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
*Risk-averse or cautious*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(373)	40%	(401)	8%	(78)	15%	(148)	1000
Religious Non-Protestant/Catholic	46%	(38)	32%	(26)	7%	(6)	15%	(12)	82
Evangelical	35%	(63)	46%	(82)	8%	(14)	12%	(21)	180
Non-Evangelical	41%	(116)	39%	(110)	8%	(23)	12%	(34)	283
Community: Urban	39%	(99)	42%	(107)	6%	(16)	13%	(33)	256
Community: Suburban	39%	(210)	39%	(209)	8%	(43)	14%	(77)	539
Community: Rural	31%	(64)	41%	(85)	9%	(19)	18%	(38)	206
Employ: Private Sector	38%	(32)	49%	(42)	4%	(3)	9%	(7)	84
Employ: Unemployed	37%	(57)	33%	(50)	8%	(12)	22%	(34)	154
Military HH: Yes	30%	(39)	43%	(56)	9%	(12)	19%	(25)	132
Military HH: No	39%	(334)	40%	(345)	8%	(66)	14%	(123)	868
RD/WT: Right Direction	29%	(89)	44%	(135)	8%	(25)	19%	(57)	305
RD/WT: Wrong Track	41%	(285)	38%	(267)	8%	(52)	13%	(91)	695
Trump Job Approve	30%	(82)	46%	(127)	10%	(26)	14%	(39)	274
Trump Job Disapprove	43%	(252)	38%	(225)	8%	(45)	11%	(65)	586
Trump Job Strongly Approve	27%	(29)	44%	(48)	11%	(12)	18%	(19)	109
Trump Job Somewhat Approve	32%	(53)	48%	(79)	8%	(14)	12%	(20)	166
Trump Job Somewhat Disapprove	50%	(104)	35%	(72)	8%	(18)	7%	(15)	209
Trump Job Strongly Disapprove	39%	(148)	40%	(153)	7%	(27)	13%	(49)	377
Favorable of Trump	30%	(77)	50%	(128)	9%	(22)	11%	(28)	256
Unfavorable of Trump	42%	(254)	39%	(235)	8%	(50)	11%	(67)	606
Very Favorable of Trump	33%	(36)	44%	(48)	9%	(9)	14%	(16)	109
Somewhat Favorable of Trump	28%	(41)	55%	(81)	9%	(13)	8%	(12)	147
Somewhat Unfavorable of Trump	41%	(73)	39%	(68)	8%	(14)	12%	(21)	176
Very Unfavorable of Trump	42%	(181)	39%	(167)	8%	(37)	11%	(46)	430

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**Table MGC16\_5:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
*Risk-averse or cautious*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	37%	(373)	40%	(401)	8%	(78)	15%	(148)	1000
#1 Issue: Economy	35%	(104)	46%	(137)	7%	(22)	11%	(34)	296
#1 Issue: Security	40%	(31)	30%	(23)	7%	(6)	22%	(17)	76
#1 Issue: Health Care	42%	(72)	43%	(73)	5%	(8)	11%	(18)	171
#1 Issue: Women's Issues	42%	(49)	37%	(44)	11%	(13)	10%	(11)	117
#1 Issue: Education	35%	(51)	35%	(51)	14%	(20)	16%	(23)	145
#1 Issue: Energy	43%	(42)	45%	(44)	3%	(3)	9%	(9)	98
#1 Issue: Other	29%	(24)	31%	(25)	4%	(3)	36%	(30)	82
2018 House Vote: Democrat	48%	(54)	36%	(40)	6%	(7)	10%	(11)	112
2016 Vote: Hillary Clinton	41%	(32)	41%	(32)	4%	(3)	15%	(12)	78
2016 Vote: Didn't Vote	37%	(328)	40%	(349)	8%	(69)	15%	(135)	881
Voted in 2014: No	38%	(367)	40%	(390)	8%	(74)	14%	(141)	972
2012 Vote: Didn't Vote	37%	(366)	40%	(394)	8%	(76)	14%	(142)	978
4-Region: Northeast	35%	(75)	41%	(89)	10%	(21)	14%	(31)	216
4-Region: Midwest	38%	(88)	44%	(102)	6%	(15)	11%	(26)	232
4-Region: South	37%	(124)	37%	(126)	8%	(26)	18%	(61)	337
4-Region: West	40%	(87)	39%	(84)	7%	(16)	14%	(29)	216

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

**Table MGC16\_6:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
*Optimistic*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	34%	(345)	37%	(365)	15%	(153)	14%	(137)	1000
Gender: Male	35%	(169)	38%	(184)	15%	(73)	13%	(62)	489
Gender: Female	34%	(176)	35%	(181)	16%	(79)	15%	(75)	511
Age: 18-34	37%	(185)	35%	(176)	16%	(81)	13%	(64)	506
Generation Z: 13-23	34%	(345)	37%	(365)	15%	(153)	14%	(137)	1000
PID: Dem (no lean)	36%	(127)	35%	(126)	19%	(68)	9%	(34)	355
PID: Ind (no lean)	30%	(135)	38%	(167)	14%	(62)	18%	(82)	445
PID: Rep (no lean)	41%	(83)	36%	(73)	11%	(23)	11%	(22)	201
PID/Gender: Dem Men	39%	(62)	36%	(58)	17%	(28)	7%	(12)	160
PID/Gender: Dem Women	33%	(65)	35%	(68)	21%	(41)	11%	(22)	195
PID/Gender: Ind Men	27%	(60)	39%	(87)	16%	(36)	18%	(40)	223
PID/Gender: Ind Women	34%	(75)	36%	(80)	11%	(25)	19%	(42)	222
PID/Gender: Rep Men	44%	(47)	37%	(39)	9%	(9)	10%	(11)	106
PID/Gender: Rep Women	38%	(36)	35%	(34)	15%	(14)	12%	(11)	95
Ideo: Liberal (1-3)	35%	(114)	36%	(117)	23%	(74)	6%	(19)	324
Ideo: Moderate (4)	39%	(72)	36%	(67)	15%	(27)	10%	(19)	185
Ideo: Conservative (5-7)	44%	(76)	37%	(64)	12%	(20)	7%	(12)	173
Educ: < College	34%	(314)	37%	(335)	15%	(137)	14%	(130)	916
Educ: Bachelors degree	37%	(27)	36%	(26)	20%	(15)	6%	(4)	72
Income: Under 50k	32%	(155)	36%	(175)	15%	(76)	17%	(83)	488
Income: 50k-100k	37%	(123)	39%	(128)	14%	(45)	10%	(31)	328
Income: 100k+	37%	(67)	34%	(62)	17%	(32)	12%	(23)	183
Ethnicity: White	36%	(227)	39%	(247)	15%	(96)	10%	(67)	638
Ethnicity: Hispanic	30%	(61)	37%	(75)	14%	(28)	19%	(39)	203
Ethnicity: Afr. Am.	37%	(48)	26%	(34)	15%	(20)	22%	(29)	131
Ethnicity: Other	30%	(70)	36%	(84)	16%	(36)	18%	(41)	231
All Christian	41%	(112)	39%	(107)	13%	(34)	7%	(21)	274
All Non-Christian	42%	(27)	37%	(24)	8%	(5)	13%	(8)	65
Atheist	27%	(30)	39%	(44)	19%	(21)	15%	(17)	113
Agnostic/Nothing in particular	32%	(175)	35%	(191)	17%	(91)	17%	(91)	548

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**Table MGC16\_6:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?

Optimistic

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	34%	(345)	37%	(365)	15%	(153)	14%	(137)	1000
Religious Non-Protestant/Catholic	39%	(32)	39%	(32)	7%	(5)	15%	(13)	82
Evangelical	43%	(77)	35%	(63)	12%	(21)	11%	(19)	180
Non-Evangelical	37%	(105)	39%	(111)	15%	(42)	9%	(26)	283
Community: Urban	36%	(91)	37%	(94)	16%	(41)	11%	(29)	256
Community: Suburban	32%	(175)	38%	(204)	17%	(89)	13%	(71)	539
Community: Rural	38%	(79)	33%	(67)	11%	(23)	18%	(37)	206
Employ: Private Sector	41%	(35)	37%	(31)	17%	(14)	4%	(4)	84
Employ: Unemployed	30%	(46)	36%	(55)	13%	(20)	22%	(33)	154
Military HH: Yes	35%	(46)	31%	(41)	19%	(25)	15%	(20)	132
Military HH: No	34%	(299)	37%	(325)	15%	(127)	13%	(117)	868
RD/WT: Right Direction	39%	(119)	36%	(110)	8%	(26)	17%	(50)	305
RD/WT: Wrong Track	33%	(226)	37%	(255)	18%	(127)	12%	(87)	695
Trump Job Approve	38%	(105)	38%	(103)	13%	(35)	11%	(31)	274
Trump Job Disapprove	33%	(193)	37%	(217)	19%	(112)	11%	(65)	586
Trump Job Strongly Approve	43%	(47)	30%	(33)	14%	(15)	13%	(14)	109
Trump Job Somewhat Approve	35%	(58)	42%	(70)	12%	(20)	11%	(17)	166
Trump Job Somewhat Disapprove	40%	(84)	39%	(81)	13%	(27)	8%	(17)	209
Trump Job Strongly Disapprove	29%	(109)	36%	(136)	22%	(85)	13%	(47)	377
Favorable of Trump	43%	(111)	38%	(98)	10%	(24)	9%	(23)	256
Unfavorable of Trump	31%	(189)	39%	(236)	19%	(117)	11%	(64)	606
Very Favorable of Trump	44%	(48)	34%	(36)	11%	(12)	11%	(12)	109
Somewhat Favorable of Trump	43%	(63)	42%	(61)	8%	(12)	7%	(11)	147
Somewhat Unfavorable of Trump	31%	(55)	48%	(84)	11%	(20)	10%	(17)	176
Very Unfavorable of Trump	31%	(134)	35%	(152)	23%	(98)	11%	(47)	430

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**Table MGC16\_6:** Based on your experiences during the COVID-19 pandemic, also known as coronavirus, after social distancing and self-quarantining ends in the future, do you expect the following qualities to describe you more or less, or no change?  
*Optimistic*

Demographic	More		No change		Less		Don't Know / No Opinion		Total N
Adults	34%	(345)	37%	(365)	15%	(153)	14%	(137)	1000
#1 Issue: Economy	42%	(124)	35%	(104)	13%	(38)	10%	(31)	296
#1 Issue: Security	40%	(30)	33%	(25)	12%	(9)	15%	(11)	76
#1 Issue: Health Care	29%	(49)	44%	(75)	16%	(27)	11%	(19)	171
#1 Issue: Women's Issues	32%	(37)	36%	(42)	21%	(25)	11%	(13)	117
#1 Issue: Education	35%	(51)	33%	(49)	15%	(22)	16%	(23)	145
#1 Issue: Energy	29%	(28)	41%	(40)	23%	(22)	6%	(6)	98
#1 Issue: Other	30%	(24)	30%	(25)	5%	(5)	35%	(29)	82
2018 House Vote: Democrat	39%	(44)	36%	(40)	16%	(17)	9%	(11)	112
2016 Vote: Hillary Clinton	29%	(23)	41%	(32)	15%	(11)	15%	(12)	78
2016 Vote: Didn't Vote	34%	(304)	36%	(318)	15%	(135)	14%	(124)	881
Voted in 2014: No	35%	(338)	37%	(356)	15%	(149)	13%	(129)	972
2012 Vote: Didn't Vote	34%	(336)	37%	(360)	15%	(150)	13%	(131)	978
4-Region: Northeast	36%	(78)	35%	(76)	17%	(37)	11%	(25)	216
4-Region: Midwest	31%	(72)	41%	(94)	14%	(32)	15%	(34)	232
4-Region: South	36%	(120)	32%	(107)	15%	(52)	17%	(58)	337
4-Region: West	35%	(76)	41%	(88)	15%	(32)	9%	(20)	216

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

**Table MGC18\_1:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*National security*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	21%	(213)	32%	(319)	21%	(214)	8%	(85)	17%	(170)	1000
Gender: Male	19%	(91)	33%	(162)	21%	(104)	10%	(50)	17%	(82)	489
Gender: Female	24%	(121)	31%	(157)	21%	(109)	7%	(35)	17%	(88)	511
Age: 18-34	22%	(111)	32%	(160)	24%	(121)	10%	(48)	13%	(66)	506
Generation Z: 13-23	21%	(213)	32%	(319)	21%	(214)	8%	(85)	17%	(170)	1000
PID: Dem (no lean)	22%	(77)	34%	(121)	22%	(79)	11%	(38)	12%	(41)	355
PID: Ind (no lean)	20%	(88)	29%	(131)	21%	(95)	6%	(26)	23%	(104)	445
PID: Rep (no lean)	24%	(48)	34%	(67)	20%	(39)	10%	(21)	12%	(25)	201
PID/Gender: Dem Men	20%	(33)	35%	(56)	20%	(32)	12%	(19)	13%	(21)	160
PID/Gender: Dem Women	23%	(44)	33%	(65)	24%	(47)	10%	(19)	10%	(20)	195
PID/Gender: Ind Men	15%	(34)	31%	(70)	24%	(52)	8%	(17)	22%	(49)	223
PID/Gender: Ind Women	24%	(54)	28%	(61)	19%	(43)	4%	(9)	25%	(55)	222
PID/Gender: Rep Men	23%	(25)	34%	(36)	19%	(20)	13%	(14)	11%	(12)	106
PID/Gender: Rep Women	25%	(24)	33%	(31)	21%	(20)	7%	(7)	14%	(13)	95
Ideo: Liberal (1-3)	20%	(66)	34%	(110)	25%	(82)	12%	(39)	8%	(27)	324
Ideo: Moderate (4)	27%	(49)	30%	(56)	23%	(42)	9%	(16)	12%	(22)	185
Ideo: Conservative (5-7)	27%	(46)	39%	(67)	22%	(38)	5%	(9)	7%	(13)	173
Educ: < College	22%	(198)	31%	(284)	21%	(189)	9%	(80)	18%	(165)	916
Educ: Bachelors degree	18%	(13)	44%	(32)	30%	(22)	6%	(4)	2%	(2)	72
Income: Under 50k	22%	(107)	26%	(127)	21%	(101)	9%	(46)	22%	(107)	488
Income: 50k-100k	22%	(73)	38%	(124)	22%	(73)	7%	(22)	11%	(37)	328
Income: 100k+	18%	(32)	37%	(68)	22%	(40)	9%	(17)	14%	(26)	183
Ethnicity: White	20%	(127)	34%	(219)	22%	(142)	9%	(59)	14%	(90)	638
Ethnicity: Hispanic	21%	(43)	30%	(60)	22%	(44)	9%	(18)	19%	(38)	203
Ethnicity: Afr. Am.	27%	(35)	22%	(29)	17%	(23)	6%	(8)	28%	(36)	131
Ethnicity: Other	22%	(50)	31%	(71)	21%	(49)	8%	(18)	19%	(43)	231
All Christian	27%	(74)	35%	(97)	21%	(59)	6%	(16)	10%	(28)	274
All Non-Christian	28%	(18)	30%	(19)	20%	(13)	7%	(5)	16%	(10)	65
Atheist	15%	(17)	34%	(39)	28%	(32)	16%	(18)	7%	(8)	113
Agnostic/Nothing in particular	19%	(104)	30%	(164)	20%	(111)	8%	(46)	23%	(124)	548
Religious Non-Protestant/Catholic	25%	(21)	30%	(25)	20%	(16)	8%	(6)	17%	(14)	82

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**Table MGC18\_1:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*

*National security*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	21%	(213)	32%	(319)	21%	(214)	8%	(85)	17%	(170)	1000
Evangelical	26%	(48)	30%	(53)	20%	(36)	5%	(9)	19%	(34)	180
Non-Evangelical	23%	(65)	35%	(98)	20%	(56)	8%	(23)	14%	(41)	283
Community: Urban	27%	(68)	28%	(71)	21%	(53)	9%	(23)	16%	(41)	256
Community: Suburban	19%	(104)	34%	(184)	22%	(118)	9%	(48)	16%	(85)	539
Community: Rural	20%	(41)	31%	(64)	21%	(43)	7%	(14)	21%	(43)	206
Employ: Private Sector	23%	(19)	36%	(30)	30%	(25)	5%	(4)	7%	(6)	84
Employ: Unemployed	22%	(33)	28%	(43)	21%	(33)	9%	(14)	20%	(30)	154
Military HH: Yes	21%	(28)	33%	(44)	19%	(26)	12%	(16)	15%	(19)	132
Military HH: No	21%	(185)	32%	(275)	22%	(188)	8%	(69)	17%	(151)	868
RD/WT: Right Direction	21%	(64)	31%	(94)	19%	(58)	8%	(24)	21%	(65)	305
RD/WT: Wrong Track	21%	(149)	32%	(225)	22%	(155)	9%	(61)	15%	(105)	695
Trump Job Approve	24%	(66)	34%	(94)	20%	(55)	10%	(26)	12%	(34)	274
Trump Job Disapprove	22%	(127)	34%	(198)	23%	(135)	9%	(52)	13%	(74)	586
Trump Job Strongly Approve	25%	(27)	30%	(33)	18%	(19)	10%	(11)	18%	(19)	109
Trump Job Somewhat Approve	24%	(39)	37%	(62)	21%	(35)	9%	(15)	9%	(15)	166
Trump Job Somewhat Disapprove	24%	(51)	36%	(76)	23%	(48)	4%	(9)	12%	(25)	209
Trump Job Strongly Disapprove	20%	(76)	32%	(121)	23%	(87)	12%	(44)	13%	(49)	377
Favorable of Trump	25%	(64)	34%	(87)	20%	(51)	10%	(27)	11%	(27)	256
Unfavorable of Trump	20%	(120)	34%	(206)	25%	(149)	8%	(49)	13%	(81)	606
Very Favorable of Trump	25%	(28)	31%	(34)	22%	(24)	8%	(9)	13%	(15)	109
Somewhat Favorable of Trump	25%	(37)	36%	(53)	18%	(27)	12%	(18)	9%	(13)	147
Somewhat Unfavorable of Trump	20%	(34)	39%	(68)	23%	(41)	4%	(6)	14%	(25)	176
Very Unfavorable of Trump	20%	(86)	32%	(138)	25%	(108)	10%	(43)	13%	(56)	430
#1 Issue: Economy	24%	(70)	33%	(98)	23%	(68)	8%	(24)	12%	(35)	296
#1 Issue: Security	32%	(24)	34%	(26)	15%	(11)	8%	(6)	11%	(9)	76
#1 Issue: Health Care	19%	(33)	31%	(53)	28%	(48)	6%	(10)	15%	(26)	171
#1 Issue: Women's Issues	25%	(29)	34%	(40)	15%	(18)	6%	(8)	19%	(22)	117
#1 Issue: Education	19%	(27)	31%	(45)	26%	(38)	9%	(12)	16%	(23)	145
#1 Issue: Energy	18%	(17)	36%	(35)	20%	(19)	15%	(15)	11%	(11)	98
#1 Issue: Other	12%	(10)	22%	(18)	9%	(8)	9%	(7)	48%	(39)	82

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**Table MGC18\_1:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*National security*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	21%	(213)	32%	(319)	21%	(214)	8%	(85)	17%	(170)	1000
2018 House Vote: Democrat	18%	(20)	41%	(46)	23%	(26)	11%	(12)	7%	(8)	112
2016 Vote: Hillary Clinton	21%	(16)	33%	(25)	25%	(19)	12%	(9)	10%	(7)	78
2016 Vote: Didn't Vote	21%	(185)	32%	(278)	21%	(183)	8%	(74)	18%	(161)	881
Voted in 2014: No	21%	(206)	32%	(313)	21%	(206)	9%	(83)	17%	(164)	972
2012 Vote: Didn't Vote	21%	(204)	32%	(315)	22%	(210)	9%	(83)	17%	(165)	978
4-Region: Northeast	25%	(54)	29%	(63)	26%	(56)	6%	(13)	14%	(30)	216
4-Region: Midwest	19%	(44)	37%	(85)	18%	(42)	7%	(17)	19%	(44)	232
4-Region: South	21%	(71)	27%	(92)	20%	(68)	11%	(39)	20%	(67)	337
4-Region: West	20%	(44)	37%	(79)	22%	(47)	7%	(16)	14%	(29)	216

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

**Table MGC18\_2:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
National health

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	42%	(415)	31%	(314)	10%	(104)	4%	(43)	12%	(124)	1000
Gender: Male	34%	(165)	34%	(164)	13%	(63)	6%	(30)	14%	(67)	489
Gender: Female	49%	(250)	29%	(150)	8%	(41)	3%	(13)	11%	(56)	511
Age: 18-34	41%	(207)	33%	(165)	11%	(55)	5%	(25)	11%	(54)	506
Generation Z: 13-23	42%	(415)	31%	(314)	10%	(104)	4%	(43)	12%	(124)	1000
PID: Dem (no lean)	51%	(179)	32%	(113)	7%	(25)	2%	(8)	8%	(29)	355
PID: Ind (no lean)	37%	(166)	29%	(127)	12%	(55)	5%	(23)	17%	(74)	445
PID: Rep (no lean)	35%	(70)	37%	(75)	12%	(23)	6%	(12)	10%	(21)	201
PID/Gender: Dem Men	42%	(67)	35%	(56)	10%	(16)	3%	(5)	10%	(16)	160
PID/Gender: Dem Women	58%	(112)	29%	(57)	5%	(9)	2%	(3)	7%	(14)	195
PID/Gender: Ind Men	27%	(60)	34%	(75)	13%	(30)	8%	(17)	18%	(41)	223
PID/Gender: Ind Women	47%	(105)	24%	(52)	11%	(25)	3%	(7)	15%	(33)	222
PID/Gender: Rep Men	35%	(38)	32%	(33)	15%	(16)	7%	(8)	10%	(11)	106
PID/Gender: Rep Women	34%	(32)	44%	(41)	7%	(7)	4%	(4)	11%	(10)	95
Ideo: Liberal (1-3)	53%	(172)	30%	(96)	9%	(28)	4%	(13)	4%	(14)	324
Ideo: Moderate (4)	37%	(69)	37%	(69)	11%	(21)	5%	(9)	10%	(18)	185
Ideo: Conservative (5-7)	36%	(63)	41%	(72)	12%	(21)	4%	(8)	6%	(10)	173
Educ: < College	41%	(379)	31%	(286)	10%	(92)	4%	(38)	13%	(120)	916
Educ: Bachelors degree	44%	(31)	36%	(26)	15%	(11)	5%	(3)	1%	(1)	72
Income: Under 50k	40%	(194)	27%	(133)	11%	(54)	5%	(24)	17%	(84)	488
Income: 50k-100k	44%	(144)	36%	(117)	10%	(32)	4%	(13)	7%	(23)	328
Income: 100k+	42%	(78)	35%	(65)	10%	(18)	4%	(7)	9%	(16)	183
Ethnicity: White	41%	(261)	34%	(214)	11%	(73)	5%	(29)	10%	(61)	638
Ethnicity: Hispanic	41%	(83)	28%	(57)	12%	(24)	4%	(9)	14%	(29)	203
Ethnicity: Afr. Am.	41%	(54)	25%	(32)	9%	(11)	5%	(7)	20%	(27)	131
Ethnicity: Other	43%	(100)	29%	(68)	9%	(20)	3%	(7)	16%	(36)	231
All Christian	40%	(110)	38%	(103)	11%	(29)	4%	(10)	8%	(22)	274
All Non-Christian	49%	(32)	22%	(14)	16%	(10)	3%	(2)	10%	(7)	65
Atheist	45%	(51)	34%	(38)	9%	(10)	4%	(5)	8%	(9)	113
Agnostic/Nothing in particular	41%	(223)	29%	(159)	10%	(54)	5%	(27)	16%	(85)	548
Religious Non-Protestant/Catholic	48%	(39)	22%	(18)	13%	(11)	4%	(3)	13%	(11)	82

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**Table MGC18\_2:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
National health

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	42%	(415)	31%	(314)	10%	(104)	4%	(43)	12%	(124)	1000
Evangelical	44%	(79)	29%	(53)	9%	(17)	5%	(10)	12%	(22)	180
Non-Evangelical	41%	(116)	37%	(104)	12%	(33)	3%	(7)	8%	(23)	283
Community: Urban	45%	(115)	29%	(74)	13%	(32)	4%	(9)	10%	(25)	256
Community: Suburban	41%	(220)	34%	(182)	10%	(52)	4%	(22)	12%	(63)	539
Community: Rural	39%	(80)	29%	(59)	9%	(19)	6%	(12)	17%	(36)	206
Employ: Private Sector	42%	(35)	41%	(35)	10%	(9)	2%	(2)	5%	(4)	84
Employ: Unemployed	39%	(59)	30%	(46)	7%	(11)	8%	(13)	16%	(24)	154
Military HH: Yes	38%	(51)	31%	(41)	13%	(18)	6%	(8)	11%	(15)	132
Military HH: No	42%	(364)	31%	(273)	10%	(86)	4%	(35)	13%	(109)	868
RD/WT: Right Direction	30%	(92)	34%	(103)	13%	(41)	6%	(18)	17%	(51)	305
RD/WT: Wrong Track	47%	(323)	30%	(211)	9%	(63)	4%	(25)	10%	(72)	695
Trump Job Approve	35%	(96)	38%	(104)	12%	(33)	4%	(12)	11%	(30)	274
Trump Job Disapprove	49%	(285)	30%	(176)	9%	(51)	4%	(26)	8%	(48)	586
Trump Job Strongly Approve	34%	(37)	38%	(41)	5%	(6)	6%	(7)	16%	(18)	109
Trump Job Somewhat Approve	35%	(59)	38%	(62)	17%	(28)	3%	(5)	7%	(12)	166
Trump Job Somewhat Disapprove	45%	(94)	30%	(63)	12%	(25)	5%	(11)	8%	(16)	209
Trump Job Strongly Disapprove	51%	(191)	30%	(114)	7%	(25)	4%	(14)	9%	(32)	377
Favorable of Trump	34%	(86)	39%	(100)	13%	(32)	5%	(13)	10%	(25)	256
Unfavorable of Trump	48%	(291)	30%	(183)	10%	(61)	4%	(25)	8%	(47)	606
Very Favorable of Trump	34%	(37)	40%	(44)	8%	(9)	5%	(5)	12%	(13)	109
Somewhat Favorable of Trump	33%	(49)	38%	(56)	16%	(23)	5%	(8)	8%	(11)	147
Somewhat Unfavorable of Trump	39%	(69)	32%	(56)	14%	(25)	7%	(11)	8%	(14)	176
Very Unfavorable of Trump	52%	(222)	29%	(127)	8%	(35)	3%	(14)	8%	(33)	430
#1 Issue: Economy	40%	(117)	35%	(104)	10%	(30)	3%	(10)	12%	(35)	296
#1 Issue: Security	37%	(28)	33%	(25)	9%	(6)	12%	(9)	9%	(7)	76
#1 Issue: Health Care	55%	(94)	27%	(45)	8%	(14)	2%	(4)	8%	(14)	171
#1 Issue: Women's Issues	50%	(58)	31%	(36)	10%	(12)	3%	(3)	7%	(9)	117
#1 Issue: Education	36%	(53)	30%	(44)	14%	(20)	6%	(9)	14%	(20)	145
#1 Issue: Energy	43%	(42)	37%	(36)	9%	(8)	3%	(3)	8%	(7)	98
#1 Issue: Other	23%	(19)	26%	(21)	11%	(9)	5%	(4)	35%	(29)	82

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**Table MGC18\_2:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*National health*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	42%	(415)	31%	(314)	10%	(104)	4%	(43)	12%	(124)	1000
2018 House Vote: Democrat	46%	(52)	37%	(42)	7%	(8)	2%	(3)	7%	(8)	112
2016 Vote: Hillary Clinton	50%	(39)	34%	(27)	5%	(4)	1%	(1)	9%	(7)	78
2016 Vote: Didn't Vote	41%	(363)	30%	(268)	11%	(95)	5%	(41)	13%	(114)	881
Voted in 2014: No	42%	(404)	31%	(305)	10%	(102)	4%	(43)	12%	(117)	972
2012 Vote: Didn't Vote	41%	(404)	32%	(310)	10%	(102)	4%	(42)	12%	(119)	978
4-Region: Northeast	42%	(90)	32%	(70)	11%	(23)	4%	(9)	11%	(24)	216
4-Region: Midwest	40%	(92)	33%	(75)	13%	(29)	4%	(9)	11%	(25)	232
4-Region: South	39%	(133)	30%	(101)	10%	(34)	5%	(17)	15%	(52)	337
4-Region: West	46%	(100)	32%	(69)	8%	(17)	3%	(7)	11%	(23)	216

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

**Table MGC18\_3:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*The economy*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	42%	(422)	29%	(294)	11%	(108)	5%	(46)	13%	(131)	1000
Gender: Male	40%	(193)	28%	(138)	13%	(64)	6%	(30)	13%	(64)	489
Gender: Female	45%	(229)	30%	(156)	9%	(44)	3%	(16)	13%	(67)	511
Age: 18-34	43%	(219)	29%	(148)	14%	(71)	4%	(19)	10%	(49)	506
Generation Z: 13-23	42%	(422)	29%	(294)	11%	(108)	5%	(46)	13%	(131)	1000
PID: Dem (no lean)	45%	(158)	34%	(119)	11%	(38)	3%	(10)	8%	(29)	355
PID: Ind (no lean)	39%	(172)	27%	(120)	10%	(47)	6%	(28)	18%	(78)	445
PID: Rep (no lean)	46%	(92)	27%	(54)	11%	(23)	4%	(8)	12%	(24)	201
PID/Gender: Dem Men	42%	(67)	32%	(52)	12%	(19)	4%	(7)	10%	(15)	160
PID/Gender: Dem Women	47%	(91)	35%	(67)	10%	(19)	2%	(4)	7%	(14)	195
PID/Gender: Ind Men	34%	(76)	28%	(63)	13%	(28)	8%	(17)	17%	(39)	223
PID/Gender: Ind Women	43%	(96)	26%	(57)	8%	(18)	5%	(11)	18%	(40)	222
PID/Gender: Rep Men	48%	(51)	22%	(23)	15%	(16)	6%	(6)	10%	(10)	106
PID/Gender: Rep Women	44%	(41)	33%	(31)	8%	(7)	2%	(2)	14%	(13)	95
Ideo: Liberal (1-3)	46%	(148)	33%	(106)	12%	(39)	4%	(14)	5%	(17)	324
Ideo: Moderate (4)	46%	(84)	31%	(57)	13%	(24)	2%	(4)	9%	(17)	185
Ideo: Conservative (5-7)	53%	(92)	29%	(49)	8%	(14)	6%	(10)	5%	(8)	173
Educ: < College	43%	(391)	29%	(263)	10%	(90)	5%	(44)	14%	(128)	916
Educ: Bachelors degree	38%	(27)	41%	(29)	19%	(14)	1%	(1)	1%	(1)	72
Income: Under 50k	39%	(190)	27%	(130)	12%	(57)	5%	(25)	18%	(86)	488
Income: 50k-100k	44%	(143)	32%	(106)	12%	(38)	4%	(14)	8%	(27)	328
Income: 100k+	48%	(89)	31%	(58)	7%	(12)	4%	(7)	10%	(18)	183
Ethnicity: White	43%	(273)	31%	(196)	12%	(74)	5%	(30)	10%	(66)	638
Ethnicity: Hispanic	44%	(90)	23%	(47)	12%	(25)	5%	(10)	15%	(31)	203
Ethnicity: Afr. Am.	41%	(53)	23%	(30)	10%	(13)	4%	(5)	22%	(29)	131
Ethnicity: Other	42%	(96)	29%	(68)	9%	(20)	5%	(11)	16%	(36)	231
All Christian	53%	(146)	29%	(80)	9%	(23)	3%	(9)	6%	(16)	274
All Non-Christian	49%	(32)	27%	(18)	11%	(7)	3%	(2)	10%	(7)	65
Atheist	42%	(48)	30%	(34)	12%	(13)	7%	(8)	9%	(10)	113
Agnostic/Nothing in particular	36%	(197)	29%	(161)	12%	(64)	5%	(28)	18%	(98)	548
Religious Non-Protestant/Catholic	50%	(41)	23%	(19)	11%	(9)	5%	(4)	11%	(9)	82

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**Table MGC18\_3:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*The economy*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	42%	(422)	29%	(294)	11%	(108)	5%	(46)	13%	(131)	1000
Evangelical	43%	(77)	28%	(50)	11%	(19)	3%	(6)	15%	(28)	180
Non-Evangelical	47%	(133)	32%	(92)	7%	(21)	5%	(13)	9%	(24)	283
Community: Urban	47%	(120)	27%	(68)	12%	(32)	4%	(10)	10%	(25)	256
Community: Suburban	41%	(220)	32%	(172)	11%	(59)	4%	(19)	13%	(68)	539
Community: Rural	40%	(82)	26%	(53)	8%	(17)	8%	(16)	18%	(38)	206
Employ: Private Sector	45%	(38)	40%	(33)	8%	(7)	3%	(3)	5%	(4)	84
Employ: Unemployed	36%	(55)	27%	(41)	17%	(26)	5%	(7)	16%	(25)	154
Military HH: Yes	37%	(49)	26%	(34)	14%	(18)	11%	(14)	13%	(17)	132
Military HH: No	43%	(373)	30%	(259)	10%	(90)	4%	(32)	13%	(113)	868
RD/WT: Right Direction	37%	(113)	28%	(86)	12%	(37)	5%	(16)	17%	(52)	305
RD/WT: Wrong Track	44%	(309)	30%	(207)	10%	(70)	4%	(29)	11%	(79)	695
Trump Job Approve	45%	(124)	29%	(79)	12%	(32)	4%	(10)	11%	(30)	274
Trump Job Disapprove	44%	(258)	32%	(186)	11%	(64)	4%	(26)	9%	(52)	586
Trump Job Strongly Approve	40%	(43)	27%	(30)	12%	(13)	5%	(6)	16%	(17)	109
Trump Job Somewhat Approve	49%	(81)	30%	(49)	11%	(19)	3%	(4)	8%	(13)	166
Trump Job Somewhat Disapprove	46%	(97)	33%	(69)	9%	(18)	4%	(9)	8%	(16)	209
Trump Job Strongly Disapprove	43%	(161)	31%	(117)	12%	(46)	4%	(17)	10%	(37)	377
Favorable of Trump	47%	(120)	28%	(70)	10%	(26)	5%	(13)	11%	(27)	256
Unfavorable of Trump	43%	(261)	32%	(196)	12%	(71)	5%	(27)	8%	(50)	606
Very Favorable of Trump	47%	(51)	27%	(30)	8%	(9)	5%	(6)	13%	(14)	109
Somewhat Favorable of Trump	47%	(69)	28%	(41)	12%	(17)	5%	(7)	9%	(13)	147
Somewhat Unfavorable of Trump	40%	(71)	35%	(62)	12%	(21)	5%	(8)	8%	(14)	176
Very Unfavorable of Trump	44%	(190)	31%	(134)	12%	(50)	5%	(19)	8%	(36)	430
#1 Issue: Economy	54%	(160)	24%	(72)	8%	(24)	3%	(10)	10%	(30)	296
#1 Issue: Security	42%	(32)	32%	(24)	11%	(8)	8%	(6)	7%	(5)	76
#1 Issue: Health Care	40%	(68)	34%	(58)	12%	(21)	3%	(5)	11%	(18)	171
#1 Issue: Women's Issues	43%	(51)	32%	(37)	12%	(14)	4%	(4)	10%	(11)	117
#1 Issue: Education	36%	(52)	32%	(47)	13%	(19)	7%	(10)	12%	(17)	145
#1 Issue: Energy	41%	(40)	35%	(34)	14%	(13)	2%	(2)	8%	(7)	98
#1 Issue: Other	21%	(18)	21%	(17)	8%	(6)	6%	(5)	44%	(37)	82

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**Table MGC18\_3:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*The economy*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	42%	(422)	29%	(294)	11%	(108)	5%	(46)	13%	(131)	1000
2018 House Vote: Democrat	43%	(48)	35%	(39)	13%	(15)	2%	(2)	8%	(9)	112
2016 Vote: Hillary Clinton	39%	(30)	35%	(27)	16%	(13)	—	(0)	10%	(8)	78
2016 Vote: Didn't Vote	42%	(372)	29%	(256)	10%	(88)	5%	(43)	14%	(121)	881
Voted in 2014: No	42%	(409)	30%	(289)	11%	(105)	5%	(44)	13%	(125)	972
2012 Vote: Didn't Vote	42%	(410)	30%	(291)	11%	(106)	5%	(45)	13%	(126)	978
4-Region: Northeast	44%	(96)	30%	(65)	12%	(26)	5%	(11)	9%	(19)	216
4-Region: Midwest	45%	(105)	29%	(68)	11%	(25)	4%	(8)	11%	(26)	232
4-Region: South	38%	(128)	28%	(94)	11%	(36)	5%	(18)	18%	(61)	337
4-Region: West	43%	(94)	31%	(67)	10%	(22)	4%	(9)	11%	(25)	216

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

**Table MGC18\_4:** To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?

My finances

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	32%	(316)	27%	(272)	19%	(186)	7%	(67)	16%	(159)	1000
Gender: Male	32%	(155)	25%	(124)	19%	(93)	7%	(37)	16%	(79)	489
Gender: Female	31%	(161)	29%	(148)	18%	(92)	6%	(31)	16%	(80)	511
Age: 18-34	37%	(188)	29%	(149)	17%	(86)	5%	(27)	11%	(56)	506
Generation Z: 13-23	32%	(316)	27%	(272)	19%	(186)	7%	(67)	16%	(159)	1000
PID: Dem (no lean)	35%	(125)	29%	(102)	19%	(67)	7%	(24)	10%	(37)	355
PID: Ind (no lean)	28%	(125)	25%	(113)	19%	(84)	6%	(28)	21%	(95)	445
PID: Rep (no lean)	33%	(66)	28%	(57)	17%	(34)	8%	(15)	14%	(27)	201
PID/Gender: Dem Men	36%	(58)	28%	(45)	15%	(24)	9%	(14)	12%	(19)	160
PID/Gender: Dem Women	34%	(67)	29%	(57)	22%	(43)	5%	(10)	9%	(18)	195
PID/Gender: Ind Men	28%	(62)	24%	(53)	21%	(46)	6%	(14)	21%	(47)	223
PID/Gender: Ind Women	28%	(63)	27%	(60)	17%	(38)	6%	(13)	22%	(48)	222
PID/Gender: Rep Men	33%	(35)	25%	(26)	22%	(23)	7%	(8)	13%	(14)	106
PID/Gender: Rep Women	33%	(31)	32%	(31)	12%	(11)	8%	(8)	15%	(14)	95
Ideo: Liberal (1-3)	35%	(112)	30%	(98)	19%	(62)	8%	(27)	8%	(25)	324
Ideo: Moderate (4)	38%	(70)	27%	(50)	20%	(37)	4%	(8)	11%	(20)	185
Ideo: Conservative (5-7)	36%	(62)	33%	(58)	18%	(31)	5%	(9)	8%	(14)	173
Educ: < College	31%	(285)	26%	(242)	19%	(170)	7%	(65)	17%	(155)	916
Educ: Bachelors degree	37%	(27)	38%	(27)	20%	(14)	3%	(2)	3%	(2)	72
Income: Under 50k	34%	(167)	25%	(122)	16%	(80)	6%	(27)	19%	(93)	488
Income: 50k-100k	31%	(103)	30%	(99)	19%	(61)	8%	(27)	12%	(38)	328
Income: 100k+	25%	(46)	28%	(51)	24%	(45)	7%	(13)	16%	(28)	183
Ethnicity: White	30%	(190)	30%	(193)	20%	(128)	7%	(42)	13%	(85)	638
Ethnicity: Hispanic	31%	(62)	27%	(55)	16%	(32)	6%	(12)	21%	(42)	203
Ethnicity: Afr. Am.	39%	(51)	20%	(26)	14%	(18)	7%	(9)	21%	(28)	131
Ethnicity: Other	32%	(75)	23%	(54)	17%	(39)	7%	(17)	20%	(47)	231
All Christian	37%	(102)	29%	(79)	20%	(55)	5%	(14)	9%	(24)	274
All Non-Christian	46%	(30)	19%	(12)	16%	(10)	8%	(5)	11%	(7)	65
Atheist	23%	(26)	38%	(43)	18%	(20)	10%	(11)	12%	(13)	113
Agnostic/Nothing in particular	29%	(158)	25%	(138)	18%	(100)	7%	(37)	21%	(115)	548
Religious Non-Protestant/Catholic	40%	(33)	22%	(18)	18%	(15)	6%	(5)	13%	(11)	82

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**Table MGC18\_4:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My finances*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	32%	(316)	27%	(272)	19%	(186)	7%	(67)	16%	(159)	1000
Evangelical	32%	(57)	27%	(49)	21%	(38)	5%	(8)	15%	(28)	180
Non-Evangelical	37%	(104)	28%	(78)	17%	(48)	7%	(20)	12%	(33)	283
Community: Urban	37%	(96)	26%	(67)	16%	(40)	7%	(18)	14%	(35)	256
Community: Suburban	30%	(164)	27%	(148)	19%	(103)	7%	(39)	16%	(85)	539
Community: Rural	27%	(56)	28%	(57)	21%	(43)	5%	(10)	19%	(39)	206
Employ: Private Sector	47%	(39)	30%	(25)	13%	(11)	6%	(5)	5%	(4)	84
Employ: Unemployed	29%	(44)	27%	(42)	17%	(26)	7%	(11)	20%	(31)	154
Military HH: Yes	28%	(36)	23%	(31)	22%	(30)	10%	(13)	16%	(22)	132
Military HH: No	32%	(279)	28%	(241)	18%	(156)	6%	(54)	16%	(137)	868
RD/WT: Right Direction	26%	(80)	26%	(79)	19%	(58)	8%	(25)	21%	(63)	305
RD/WT: Wrong Track	34%	(236)	28%	(193)	18%	(127)	6%	(42)	14%	(96)	695
Trump Job Approve	33%	(89)	29%	(80)	18%	(49)	6%	(17)	14%	(39)	274
Trump Job Disapprove	34%	(202)	28%	(165)	19%	(113)	7%	(42)	11%	(64)	586
Trump Job Strongly Approve	26%	(28)	29%	(32)	17%	(19)	8%	(9)	19%	(21)	109
Trump Job Somewhat Approve	37%	(61)	29%	(48)	18%	(30)	5%	(8)	11%	(18)	166
Trump Job Somewhat Disapprove	37%	(77)	30%	(63)	18%	(37)	5%	(11)	10%	(20)	209
Trump Job Strongly Disapprove	33%	(125)	27%	(101)	20%	(76)	8%	(31)	12%	(44)	377
Favorable of Trump	32%	(82)	31%	(80)	17%	(45)	6%	(15)	13%	(34)	256
Unfavorable of Trump	33%	(200)	28%	(172)	20%	(119)	8%	(47)	11%	(68)	606
Very Favorable of Trump	25%	(27)	32%	(35)	19%	(21)	5%	(6)	18%	(19)	109
Somewhat Favorable of Trump	37%	(55)	31%	(45)	16%	(24)	6%	(9)	10%	(15)	147
Somewhat Unfavorable of Trump	31%	(54)	33%	(57)	21%	(37)	5%	(9)	10%	(18)	176
Very Unfavorable of Trump	34%	(145)	27%	(115)	19%	(82)	9%	(38)	12%	(50)	430
#1 Issue: Economy	39%	(116)	28%	(82)	16%	(49)	4%	(13)	12%	(36)	296
#1 Issue: Security	27%	(21)	26%	(20)	29%	(22)	7%	(5)	10%	(8)	76
#1 Issue: Health Care	33%	(56)	32%	(54)	15%	(25)	6%	(10)	15%	(25)	171
#1 Issue: Women's Issues	32%	(37)	27%	(32)	19%	(23)	7%	(9)	14%	(17)	117
#1 Issue: Education	27%	(39)	27%	(39)	21%	(31)	10%	(15)	15%	(22)	145
#1 Issue: Energy	36%	(35)	28%	(27)	23%	(22)	6%	(6)	8%	(8)	98
#1 Issue: Other	15%	(12)	18%	(15)	13%	(11)	8%	(6)	46%	(38)	82

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**Table MGC18\_4:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My finances*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	32%	(316)	27%	(272)	19%	(186)	7%	(67)	16%	(159)	1000
2018 House Vote: Democrat	39%	(44)	37%	(41)	10%	(11)	6%	(7)	8%	(9)	112
2016 Vote: Hillary Clinton	31%	(24)	33%	(26)	15%	(12)	8%	(6)	13%	(10)	78
2016 Vote: Didn't Vote	31%	(270)	27%	(234)	19%	(169)	7%	(60)	17%	(149)	881
Voted in 2014: No	32%	(308)	27%	(265)	19%	(182)	7%	(65)	16%	(153)	972
2012 Vote: Didn't Vote	31%	(304)	28%	(269)	19%	(184)	7%	(66)	16%	(155)	978
4-Region: Northeast	35%	(75)	30%	(65)	17%	(36)	7%	(15)	11%	(24)	216
4-Region: Midwest	29%	(66)	32%	(73)	21%	(48)	4%	(10)	15%	(34)	232
4-Region: South	31%	(104)	25%	(83)	16%	(55)	7%	(24)	21%	(71)	337
4-Region: West	33%	(71)	23%	(50)	21%	(46)	9%	(18)	14%	(30)	216

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

**Table MGC18\_5:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My education*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	34%	(342)	29%	(293)	17%	(169)	8%	(81)	11%	(114)	1000
Gender: Male	30%	(147)	27%	(134)	20%	(98)	9%	(46)	13%	(64)	489
Gender: Female	38%	(196)	31%	(159)	14%	(71)	7%	(35)	10%	(50)	511
Age: 18-34	33%	(169)	28%	(140)	18%	(92)	9%	(46)	12%	(58)	506
Generation Z: 13-23	34%	(342)	29%	(293)	17%	(169)	8%	(81)	11%	(114)	1000
PID: Dem (no lean)	39%	(138)	31%	(111)	17%	(61)	5%	(17)	8%	(28)	355
PID: Ind (no lean)	31%	(137)	28%	(124)	16%	(70)	10%	(44)	16%	(71)	445
PID: Rep (no lean)	33%	(67)	29%	(59)	19%	(39)	10%	(20)	8%	(16)	201
PID/Gender: Dem Men	35%	(56)	28%	(44)	22%	(34)	7%	(11)	9%	(15)	160
PID/Gender: Dem Women	42%	(83)	34%	(66)	14%	(26)	3%	(6)	7%	(13)	195
PID/Gender: Ind Men	24%	(54)	29%	(64)	18%	(39)	11%	(25)	18%	(41)	223
PID/Gender: Ind Women	37%	(83)	27%	(60)	14%	(31)	8%	(19)	13%	(30)	222
PID/Gender: Rep Men	35%	(37)	24%	(25)	23%	(25)	10%	(10)	8%	(9)	106
PID/Gender: Rep Women	32%	(30)	35%	(33)	15%	(14)	11%	(10)	8%	(7)	95
Ideo: Liberal (1-3)	40%	(129)	33%	(105)	15%	(50)	6%	(21)	6%	(18)	324
Ideo: Moderate (4)	33%	(61)	27%	(50)	21%	(39)	9%	(17)	9%	(17)	185
Ideo: Conservative (5-7)	35%	(60)	30%	(52)	19%	(33)	11%	(19)	5%	(9)	173
Educ: < College	35%	(322)	29%	(263)	16%	(147)	8%	(76)	12%	(108)	916
Educ: Bachelors degree	26%	(18)	37%	(26)	27%	(20)	6%	(4)	4%	(3)	72
Income: Under 50k	35%	(171)	26%	(127)	14%	(70)	8%	(41)	16%	(79)	488
Income: 50k-100k	33%	(109)	34%	(112)	20%	(64)	8%	(26)	5%	(18)	328
Income: 100k+	34%	(62)	30%	(54)	19%	(35)	8%	(14)	10%	(18)	183
Ethnicity: White	33%	(213)	29%	(187)	19%	(119)	10%	(62)	9%	(57)	638
Ethnicity: Hispanic	36%	(72)	24%	(48)	17%	(34)	9%	(19)	14%	(29)	203
Ethnicity: Afr. Am.	40%	(53)	24%	(32)	10%	(13)	6%	(8)	19%	(26)	131
Ethnicity: Other	33%	(77)	32%	(74)	16%	(37)	5%	(12)	14%	(32)	231
All Christian	37%	(101)	31%	(86)	17%	(48)	8%	(21)	7%	(19)	274
All Non-Christian	41%	(27)	27%	(18)	17%	(11)	5%	(4)	9%	(6)	65
Atheist	35%	(40)	32%	(36)	19%	(21)	6%	(7)	8%	(9)	113
Agnostic/Nothing in particular	32%	(175)	28%	(153)	16%	(90)	9%	(49)	15%	(81)	548
Religious Non-Protestant/Catholic	35%	(29)	29%	(24)	17%	(14)	9%	(7)	10%	(8)	82

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**Table MGC18\_5:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My education*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	34%	(342)	29%	(293)	17%	(169)	8%	(81)	11%	(114)	1000
Evangelical	36%	(64)	31%	(55)	17%	(31)	7%	(12)	10%	(18)	180
Non-Evangelical	36%	(103)	32%	(91)	17%	(47)	8%	(23)	7%	(21)	283
Community: Urban	37%	(95)	27%	(68)	19%	(50)	8%	(20)	9%	(23)	256
Community: Suburban	34%	(181)	32%	(170)	16%	(88)	8%	(44)	10%	(55)	539
Community: Rural	32%	(66)	27%	(55)	15%	(31)	8%	(17)	18%	(36)	206
Employ: Private Sector	28%	(24)	26%	(22)	29%	(25)	11%	(9)	6%	(5)	84
Employ: Unemployed	28%	(43)	21%	(33)	19%	(29)	15%	(24)	16%	(25)	154
Military HH: Yes	28%	(37)	33%	(44)	17%	(23)	12%	(16)	10%	(13)	132
Military HH: No	35%	(306)	29%	(249)	17%	(146)	8%	(65)	12%	(101)	868
RD/WT: Right Direction	27%	(82)	25%	(77)	24%	(74)	10%	(31)	13%	(41)	305
RD/WT: Wrong Track	38%	(261)	31%	(216)	14%	(95)	7%	(50)	11%	(73)	695
Trump Job Approve	32%	(87)	28%	(76)	19%	(53)	12%	(32)	10%	(27)	274
Trump Job Disapprove	37%	(215)	32%	(185)	16%	(95)	7%	(38)	9%	(52)	586
Trump Job Strongly Approve	30%	(33)	25%	(27)	17%	(19)	12%	(13)	15%	(16)	109
Trump Job Somewhat Approve	32%	(54)	29%	(48)	20%	(34)	11%	(19)	7%	(11)	166
Trump Job Somewhat Disapprove	37%	(78)	32%	(68)	18%	(38)	5%	(11)	7%	(15)	209
Trump Job Strongly Disapprove	36%	(137)	31%	(117)	15%	(58)	7%	(28)	10%	(37)	377
Favorable of Trump	33%	(84)	28%	(71)	20%	(51)	13%	(33)	7%	(17)	256
Unfavorable of Trump	37%	(222)	32%	(191)	17%	(106)	7%	(40)	8%	(47)	606
Very Favorable of Trump	33%	(36)	26%	(29)	16%	(17)	14%	(15)	11%	(12)	109
Somewhat Favorable of Trump	32%	(47)	29%	(43)	23%	(34)	12%	(17)	4%	(6)	147
Somewhat Unfavorable of Trump	37%	(64)	32%	(57)	18%	(31)	6%	(11)	7%	(12)	176
Very Unfavorable of Trump	37%	(157)	31%	(134)	17%	(75)	7%	(29)	8%	(35)	430
#1 Issue: Economy	32%	(94)	26%	(77)	21%	(63)	11%	(33)	9%	(28)	296
#1 Issue: Security	36%	(27)	34%	(26)	12%	(9)	11%	(8)	6%	(5)	76
#1 Issue: Health Care	37%	(63)	39%	(67)	12%	(20)	5%	(8)	7%	(12)	171
#1 Issue: Women's Issues	32%	(37)	34%	(40)	15%	(18)	8%	(10)	11%	(12)	117
#1 Issue: Education	40%	(58)	23%	(33)	22%	(32)	5%	(8)	10%	(15)	145
#1 Issue: Energy	42%	(41)	28%	(28)	16%	(16)	2%	(2)	12%	(12)	98
#1 Issue: Other	22%	(18)	23%	(19)	11%	(9)	11%	(9)	34%	(28)	82

Continued on next page

**Table MGC18\_5:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My education*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	34%	(342)	29%	(293)	17%	(169)	8%	(81)	11%	(114)	1000
2018 House Vote: Democrat	30%	(34)	33%	(37)	20%	(22)	9%	(10)	9%	(10)	112
2016 Vote: Hillary Clinton	26%	(20)	30%	(23)	22%	(17)	10%	(8)	12%	(9)	78
2016 Vote: Didn't Vote	35%	(306)	30%	(262)	16%	(138)	8%	(71)	12%	(104)	881
Voted in 2014: No	35%	(335)	29%	(285)	17%	(164)	8%	(78)	11%	(108)	972
2012 Vote: Didn't Vote	34%	(332)	30%	(289)	17%	(167)	8%	(80)	11%	(110)	978
4-Region: Northeast	34%	(74)	30%	(64)	18%	(40)	9%	(19)	9%	(18)	216
4-Region: Midwest	35%	(81)	31%	(72)	20%	(46)	3%	(8)	11%	(25)	232
4-Region: South	34%	(114)	28%	(95)	13%	(44)	11%	(36)	14%	(48)	337
4-Region: West	34%	(73)	29%	(62)	18%	(40)	9%	(19)	11%	(23)	216

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

**Table MGC18\_6:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My career or job prospects*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	29%	(293)	26%	(264)	18%	(177)	9%	(90)	18%	(175)	1000
Gender: Male	30%	(145)	27%	(134)	16%	(79)	10%	(48)	17%	(82)	489
Gender: Female	29%	(148)	25%	(130)	19%	(98)	8%	(42)	18%	(93)	511
Age: 18-34	35%	(177)	30%	(150)	16%	(82)	7%	(37)	12%	(61)	506
Generation Z: 13-23	29%	(293)	26%	(264)	18%	(177)	9%	(90)	18%	(175)	1000
PID: Dem (no lean)	33%	(117)	30%	(107)	18%	(63)	8%	(27)	11%	(40)	355
PID: Ind (no lean)	27%	(122)	23%	(101)	17%	(77)	8%	(37)	24%	(108)	445
PID: Rep (no lean)	27%	(54)	28%	(56)	18%	(37)	13%	(26)	14%	(27)	201
PID/Gender: Dem Men	35%	(55)	32%	(51)	12%	(19)	10%	(17)	11%	(18)	160
PID/Gender: Dem Women	32%	(62)	29%	(56)	23%	(45)	5%	(10)	11%	(22)	195
PID/Gender: Ind Men	28%	(62)	23%	(51)	19%	(41)	8%	(19)	22%	(50)	223
PID/Gender: Ind Women	27%	(60)	23%	(50)	16%	(35)	8%	(18)	26%	(58)	222
PID/Gender: Rep Men	26%	(28)	31%	(33)	18%	(19)	12%	(13)	13%	(14)	106
PID/Gender: Rep Women	27%	(26)	25%	(23)	19%	(18)	14%	(14)	14%	(13)	95
Ideo: Liberal (1-3)	35%	(112)	29%	(95)	17%	(55)	8%	(26)	11%	(36)	324
Ideo: Moderate (4)	31%	(57)	30%	(55)	20%	(37)	6%	(12)	13%	(24)	185
Ideo: Conservative (5-7)	33%	(58)	27%	(47)	20%	(35)	12%	(20)	7%	(13)	173
Educ: < College	29%	(266)	26%	(236)	17%	(159)	9%	(84)	19%	(170)	916
Educ: Bachelors degree	33%	(24)	36%	(26)	23%	(16)	4%	(3)	3%	(2)	72
Income: Under 50k	33%	(163)	24%	(116)	15%	(71)	7%	(34)	21%	(104)	488
Income: 50k-100k	25%	(83)	31%	(102)	20%	(64)	11%	(35)	13%	(44)	328
Income: 100k+	26%	(47)	25%	(46)	23%	(42)	12%	(22)	15%	(27)	183
Ethnicity: White	28%	(179)	28%	(181)	19%	(120)	10%	(66)	14%	(92)	638
Ethnicity: Hispanic	29%	(58)	23%	(47)	19%	(38)	7%	(14)	22%	(44)	203
Ethnicity: Afr. Am.	39%	(51)	20%	(27)	11%	(15)	5%	(7)	24%	(31)	131
Ethnicity: Other	27%	(63)	24%	(56)	18%	(42)	8%	(17)	23%	(52)	231
All Christian	29%	(78)	29%	(80)	21%	(58)	9%	(25)	12%	(32)	274
All Non-Christian	39%	(25)	23%	(15)	15%	(10)	9%	(6)	13%	(9)	65
Atheist	28%	(31)	27%	(30)	18%	(20)	11%	(13)	16%	(18)	113
Agnostic/Nothing in particular	29%	(158)	25%	(139)	16%	(89)	8%	(46)	21%	(116)	548
Religious Non-Protestant/Catholic	32%	(26)	23%	(19)	18%	(15)	11%	(9)	17%	(14)	82

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**Table MGC18\_6:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My career or job prospects*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	29%	(293)	26%	(264)	18%	(177)	9%	(90)	18%	(175)	1000
Evangelical	33%	(59)	22%	(39)	23%	(41)	6%	(11)	16%	(29)	180
Non-Evangelical	30%	(85)	27%	(77)	17%	(48)	11%	(30)	15%	(43)	283
Community: Urban	33%	(84)	26%	(67)	17%	(43)	9%	(24)	15%	(38)	256
Community: Suburban	29%	(156)	26%	(140)	18%	(96)	10%	(52)	18%	(94)	539
Community: Rural	26%	(53)	28%	(58)	18%	(38)	7%	(14)	21%	(43)	206
Employ: Private Sector	34%	(29)	35%	(30)	18%	(15)	6%	(5)	6%	(5)	84
Employ: Unemployed	28%	(42)	25%	(38)	16%	(25)	11%	(17)	21%	(32)	154
Military HH: Yes	26%	(34)	27%	(35)	17%	(22)	15%	(20)	16%	(21)	132
Military HH: No	30%	(259)	26%	(229)	18%	(155)	8%	(70)	18%	(154)	868
RD/WT: Right Direction	24%	(72)	24%	(75)	19%	(59)	9%	(29)	23%	(70)	305
RD/WT: Wrong Track	32%	(221)	27%	(190)	17%	(118)	9%	(62)	15%	(105)	695
Trump Job Approve	29%	(79)	27%	(75)	20%	(56)	8%	(23)	15%	(42)	274
Trump Job Disapprove	33%	(193)	28%	(165)	17%	(101)	9%	(55)	12%	(73)	586
Trump Job Strongly Approve	25%	(28)	19%	(21)	22%	(23)	14%	(15)	20%	(22)	109
Trump Job Somewhat Approve	31%	(51)	33%	(54)	19%	(32)	5%	(8)	12%	(20)	166
Trump Job Somewhat Disapprove	32%	(67)	28%	(60)	20%	(42)	7%	(14)	12%	(26)	209
Trump Job Strongly Disapprove	33%	(125)	28%	(105)	15%	(58)	11%	(41)	13%	(47)	377
Favorable of Trump	28%	(71)	28%	(70)	20%	(52)	11%	(28)	14%	(35)	256
Unfavorable of Trump	32%	(193)	27%	(165)	18%	(110)	9%	(56)	13%	(81)	606
Very Favorable of Trump	24%	(26)	22%	(24)	22%	(24)	15%	(16)	17%	(19)	109
Somewhat Favorable of Trump	30%	(45)	32%	(47)	19%	(28)	8%	(11)	11%	(16)	147
Somewhat Unfavorable of Trump	30%	(52)	29%	(51)	18%	(32)	6%	(11)	17%	(29)	176
Very Unfavorable of Trump	33%	(141)	26%	(114)	18%	(78)	11%	(46)	12%	(52)	430
#1 Issue: Economy	34%	(102)	25%	(74)	18%	(54)	9%	(26)	13%	(40)	296
#1 Issue: Security	22%	(17)	22%	(16)	28%	(22)	13%	(10)	15%	(11)	76
#1 Issue: Health Care	30%	(51)	35%	(59)	15%	(26)	7%	(11)	14%	(23)	171
#1 Issue: Women's Issues	32%	(37)	20%	(23)	22%	(25)	8%	(9)	19%	(22)	117
#1 Issue: Education	30%	(43)	27%	(40)	17%	(25)	11%	(16)	15%	(22)	145
#1 Issue: Energy	28%	(27)	37%	(36)	13%	(13)	9%	(8)	14%	(13)	98
#1 Issue: Other	17%	(14)	15%	(12)	13%	(11)	9%	(8)	45%	(37)	82

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**Table MGC18\_6:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My career or job prospects*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	29%	(293)	26%	(264)	18%	(177)	9%	(90)	18%	(175)	1000
2018 House Vote: Democrat	38%	(42)	33%	(37)	14%	(15)	8%	(9)	8%	(9)	112
2016 Vote: Hillary Clinton	33%	(25)	31%	(24)	18%	(14)	6%	(5)	12%	(10)	78
2016 Vote: Didn't Vote	29%	(253)	26%	(228)	18%	(155)	9%	(82)	18%	(162)	881
Voted in 2014: No	29%	(286)	26%	(257)	18%	(173)	9%	(87)	17%	(169)	972
2012 Vote: Didn't Vote	29%	(284)	27%	(260)	18%	(175)	9%	(89)	17%	(169)	978
4-Region: Northeast	35%	(76)	25%	(54)	17%	(37)	9%	(19)	14%	(29)	216
4-Region: Midwest	28%	(65)	27%	(63)	21%	(49)	8%	(18)	16%	(37)	232
4-Region: South	26%	(88)	28%	(93)	16%	(53)	10%	(34)	20%	(69)	337
4-Region: West	30%	(65)	25%	(54)	18%	(39)	9%	(19)	18%	(39)	216

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

**Table MGC18\_7:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My physical health*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	30%	(299)	31%	(311)	20%	(198)	9%	(87)	11%	(105)	1000
Gender: Male	28%	(138)	28%	(136)	21%	(105)	11%	(53)	12%	(57)	489
Gender: Female	32%	(161)	34%	(175)	18%	(93)	7%	(34)	9%	(48)	511
Age: 18-34	30%	(153)	32%	(161)	20%	(100)	9%	(44)	10%	(48)	506
Generation Z: 13-23	30%	(299)	31%	(311)	20%	(198)	9%	(87)	11%	(105)	1000
PID: Dem (no lean)	34%	(120)	33%	(117)	19%	(67)	8%	(28)	7%	(23)	355
PID: Ind (no lean)	28%	(126)	29%	(129)	20%	(91)	8%	(35)	14%	(64)	445
PID: Rep (no lean)	27%	(54)	32%	(65)	20%	(40)	12%	(23)	9%	(18)	201
PID/Gender: Dem Men	34%	(54)	30%	(48)	19%	(30)	9%	(15)	8%	(13)	160
PID/Gender: Dem Women	34%	(66)	35%	(68)	19%	(36)	7%	(14)	5%	(10)	195
PID/Gender: Ind Men	25%	(56)	25%	(56)	24%	(52)	10%	(23)	16%	(36)	223
PID/Gender: Ind Women	31%	(70)	33%	(73)	17%	(39)	5%	(12)	13%	(29)	222
PID/Gender: Rep Men	27%	(29)	29%	(31)	21%	(22)	14%	(15)	8%	(9)	106
PID/Gender: Rep Women	27%	(25)	36%	(34)	19%	(18)	9%	(8)	10%	(9)	95
Ideo: Liberal (1-3)	34%	(112)	35%	(113)	18%	(60)	9%	(31)	3%	(9)	324
Ideo: Moderate (4)	30%	(56)	31%	(58)	23%	(42)	8%	(15)	8%	(15)	185
Ideo: Conservative (5-7)	26%	(45)	31%	(54)	25%	(43)	12%	(22)	5%	(9)	173
Educ: < College	30%	(275)	30%	(277)	20%	(182)	9%	(82)	11%	(101)	916
Educ: Bachelors degree	29%	(21)	44%	(32)	17%	(12)	6%	(5)	3%	(2)	72
Income: Under 50k	32%	(156)	29%	(142)	16%	(78)	9%	(42)	14%	(70)	488
Income: 50k-100k	30%	(100)	33%	(110)	24%	(78)	6%	(18)	7%	(22)	328
Income: 100k+	24%	(43)	32%	(59)	23%	(42)	15%	(27)	7%	(13)	183
Ethnicity: White	27%	(172)	33%	(208)	22%	(140)	10%	(65)	8%	(53)	638
Ethnicity: Hispanic	35%	(71)	28%	(56)	15%	(31)	8%	(16)	14%	(28)	203
Ethnicity: Afr. Am.	40%	(52)	22%	(28)	15%	(20)	7%	(9)	17%	(22)	131
Ethnicity: Other	32%	(75)	32%	(74)	17%	(38)	6%	(13)	13%	(30)	231
All Christian	31%	(86)	31%	(85)	23%	(63)	9%	(25)	6%	(16)	274
All Non-Christian	37%	(24)	36%	(23)	10%	(7)	8%	(5)	9%	(6)	65
Atheist	25%	(28)	38%	(43)	19%	(21)	9%	(10)	8%	(10)	113
Agnostic/Nothing in particular	29%	(161)	29%	(159)	19%	(107)	9%	(47)	14%	(74)	548
Religious Non-Protestant/Catholic	32%	(26)	33%	(27)	17%	(14)	8%	(6)	10%	(8)	82

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**Table MGC18\_7:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My physical health*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	30%	(299)	31%	(311)	20%	(198)	9%	(87)	11%	(105)	1000
Evangelical	38%	(68)	26%	(46)	21%	(38)	5%	(9)	10%	(18)	180
Non-Evangelical	30%	(84)	33%	(92)	21%	(58)	10%	(30)	7%	(19)	283
Community: Urban	34%	(87)	33%	(85)	16%	(40)	8%	(21)	9%	(23)	256
Community: Suburban	28%	(152)	33%	(176)	22%	(117)	8%	(45)	9%	(50)	539
Community: Rural	30%	(61)	24%	(50)	20%	(41)	10%	(21)	16%	(33)	206
Employ: Private Sector	32%	(27)	30%	(25)	23%	(19)	10%	(9)	6%	(5)	84
Employ: Unemployed	27%	(42)	31%	(48)	19%	(29)	10%	(16)	12%	(19)	154
Military HH: Yes	29%	(38)	28%	(37)	22%	(29)	11%	(15)	10%	(14)	132
Military HH: No	30%	(261)	31%	(273)	20%	(169)	8%	(72)	11%	(92)	868
RD/WT: Right Direction	25%	(75)	30%	(91)	23%	(70)	9%	(27)	14%	(41)	305
RD/WT: Wrong Track	32%	(224)	32%	(220)	18%	(128)	9%	(59)	9%	(64)	695
Trump Job Approve	26%	(72)	29%	(81)	24%	(66)	11%	(29)	10%	(27)	274
Trump Job Disapprove	34%	(197)	33%	(193)	18%	(106)	8%	(49)	7%	(41)	586
Trump Job Strongly Approve	26%	(28)	21%	(22)	20%	(22)	17%	(18)	16%	(18)	109
Trump Job Somewhat Approve	26%	(44)	35%	(58)	26%	(43)	7%	(11)	6%	(9)	166
Trump Job Somewhat Disapprove	33%	(70)	34%	(72)	19%	(40)	8%	(16)	6%	(12)	209
Trump Job Strongly Disapprove	34%	(128)	32%	(121)	17%	(66)	9%	(34)	8%	(29)	377
Favorable of Trump	25%	(65)	31%	(79)	24%	(62)	12%	(31)	7%	(19)	256
Unfavorable of Trump	33%	(199)	34%	(204)	19%	(116)	8%	(48)	6%	(38)	606
Very Favorable of Trump	28%	(31)	25%	(27)	19%	(20)	17%	(19)	11%	(12)	109
Somewhat Favorable of Trump	23%	(34)	35%	(51)	29%	(42)	8%	(12)	5%	(7)	147
Somewhat Unfavorable of Trump	31%	(55)	36%	(64)	19%	(34)	7%	(13)	6%	(10)	176
Very Unfavorable of Trump	33%	(144)	33%	(141)	19%	(82)	8%	(35)	7%	(28)	430
#1 Issue: Economy	30%	(89)	30%	(87)	22%	(64)	9%	(27)	10%	(29)	296
#1 Issue: Security	30%	(23)	34%	(26)	17%	(13)	12%	(9)	8%	(6)	76
#1 Issue: Health Care	35%	(59)	34%	(58)	16%	(27)	8%	(13)	8%	(13)	171
#1 Issue: Women's Issues	32%	(37)	38%	(44)	15%	(18)	7%	(8)	8%	(10)	117
#1 Issue: Education	30%	(43)	25%	(36)	30%	(44)	6%	(9)	9%	(14)	145
#1 Issue: Energy	31%	(30)	34%	(33)	19%	(18)	13%	(13)	4%	(4)	98
#1 Issue: Other	19%	(16)	24%	(20)	17%	(14)	7%	(5)	34%	(28)	82

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**Table MGC18\_7:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My physical health*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	30%	(299)	31%	(311)	20%	(198)	9%	(87)	11%	(105)	1000
2018 House Vote: Democrat	32%	(35)	30%	(34)	21%	(24)	9%	(10)	8%	(9)	112
2016 Vote: Hillary Clinton	27%	(21)	40%	(31)	18%	(14)	7%	(6)	8%	(6)	78
2016 Vote: Didn't Vote	30%	(262)	30%	(268)	19%	(172)	9%	(81)	11%	(98)	881
Voted in 2014: No	30%	(293)	31%	(304)	20%	(191)	9%	(85)	10%	(99)	972
2012 Vote: Didn't Vote	30%	(289)	31%	(306)	20%	(197)	9%	(85)	10%	(101)	978
4-Region: Northeast	27%	(57)	32%	(69)	24%	(52)	9%	(19)	8%	(18)	216
4-Region: Midwest	26%	(60)	32%	(75)	22%	(52)	10%	(24)	9%	(22)	232
4-Region: South	33%	(110)	29%	(98)	16%	(53)	9%	(31)	13%	(44)	337
4-Region: West	33%	(72)	32%	(69)	19%	(41)	6%	(12)	10%	(21)	216

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

**Table MGC18\_8:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My mental health*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	35%	(355)	28%	(283)	17%	(173)	8%	(83)	11%	(105)	1000
Gender: Male	31%	(151)	26%	(127)	20%	(97)	11%	(53)	12%	(60)	489
Gender: Female	40%	(204)	30%	(156)	15%	(76)	6%	(31)	9%	(45)	511
Age: 18-34	34%	(172)	29%	(149)	18%	(90)	10%	(48)	9%	(47)	506
Generation Z: 13-23	35%	(355)	28%	(283)	17%	(173)	8%	(83)	11%	(105)	1000
PID: Dem (no lean)	39%	(139)	30%	(106)	16%	(59)	7%	(25)	7%	(26)	355
PID: Ind (no lean)	34%	(152)	26%	(115)	18%	(78)	8%	(35)	14%	(64)	445
PID: Rep (no lean)	32%	(63)	31%	(62)	18%	(37)	12%	(24)	8%	(15)	201
PID/Gender: Dem Men	36%	(57)	26%	(41)	20%	(31)	9%	(15)	9%	(15)	160
PID/Gender: Dem Women	42%	(82)	33%	(65)	14%	(27)	5%	(10)	6%	(11)	195
PID/Gender: Ind Men	28%	(63)	25%	(57)	20%	(45)	9%	(20)	17%	(37)	223
PID/Gender: Ind Women	40%	(89)	26%	(58)	15%	(33)	6%	(14)	12%	(27)	222
PID/Gender: Rep Men	28%	(30)	28%	(30)	19%	(21)	16%	(17)	8%	(9)	106
PID/Gender: Rep Women	35%	(33)	34%	(32)	17%	(16)	7%	(7)	7%	(7)	95
Ideo: Liberal (1-3)	42%	(136)	30%	(96)	17%	(56)	7%	(24)	4%	(12)	324
Ideo: Moderate (4)	31%	(58)	34%	(62)	19%	(35)	9%	(16)	8%	(15)	185
Ideo: Conservative (5-7)	33%	(58)	32%	(55)	19%	(32)	12%	(20)	5%	(8)	173
Educ: < College	37%	(337)	27%	(250)	17%	(155)	8%	(74)	11%	(100)	916
Educ: Bachelors degree	22%	(16)	42%	(30)	20%	(14)	12%	(9)	4%	(3)	72
Income: Under 50k	37%	(180)	25%	(120)	16%	(76)	8%	(41)	15%	(71)	488
Income: 50k-100k	36%	(117)	31%	(101)	19%	(61)	9%	(28)	6%	(20)	328
Income: 100k+	32%	(58)	34%	(62)	20%	(36)	8%	(14)	8%	(14)	183
Ethnicity: White	35%	(223)	31%	(199)	18%	(115)	8%	(52)	8%	(49)	638
Ethnicity: Hispanic	35%	(72)	28%	(57)	13%	(27)	8%	(16)	15%	(30)	203
Ethnicity: Afr. Am.	44%	(58)	20%	(26)	12%	(16)	6%	(7)	18%	(24)	131
Ethnicity: Other	32%	(75)	25%	(58)	18%	(42)	11%	(24)	14%	(33)	231
All Christian	34%	(92)	30%	(82)	19%	(52)	11%	(31)	6%	(17)	274
All Non-Christian	32%	(21)	23%	(15)	22%	(14)	12%	(8)	11%	(7)	65
Atheist	39%	(44)	29%	(33)	15%	(17)	10%	(11)	7%	(8)	113
Agnostic/Nothing in particular	36%	(198)	28%	(153)	16%	(90)	6%	(34)	13%	(73)	548
Religious Non-Protestant/Catholic	36%	(30)	22%	(18)	21%	(17)	10%	(8)	11%	(9)	82

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**Table MGC18\_8:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My mental health*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	35%	(355)	28%	(283)	17%	(173)	8%	(83)	11%	(105)	1000
Evangelical	35%	(62)	30%	(54)	19%	(33)	7%	(12)	10%	(18)	180
Non-Evangelical	36%	(101)	30%	(85)	16%	(46)	11%	(31)	7%	(20)	283
Community: Urban	37%	(95)	25%	(64)	17%	(43)	11%	(27)	10%	(26)	256
Community: Suburban	35%	(188)	32%	(172)	18%	(95)	7%	(37)	9%	(47)	539
Community: Rural	35%	(72)	23%	(47)	17%	(35)	9%	(19)	16%	(32)	206
Employ: Private Sector	33%	(28)	36%	(30)	19%	(16)	8%	(7)	4%	(3)	84
Employ: Unemployed	30%	(46)	27%	(42)	18%	(27)	13%	(20)	13%	(20)	154
Military HH: Yes	33%	(44)	27%	(36)	22%	(29)	8%	(10)	9%	(12)	132
Military HH: No	36%	(311)	28%	(247)	17%	(144)	8%	(73)	11%	(93)	868
RD/WT: Right Direction	28%	(85)	25%	(78)	20%	(63)	12%	(35)	15%	(45)	305
RD/WT: Wrong Track	39%	(270)	30%	(205)	16%	(111)	7%	(48)	9%	(60)	695
Trump Job Approve	32%	(89)	29%	(78)	19%	(51)	11%	(30)	9%	(25)	274
Trump Job Disapprove	39%	(227)	31%	(179)	17%	(98)	7%	(43)	7%	(39)	586
Trump Job Strongly Approve	30%	(32)	26%	(29)	16%	(17)	13%	(14)	15%	(16)	109
Trump Job Somewhat Approve	34%	(57)	30%	(50)	21%	(34)	9%	(16)	6%	(9)	166
Trump Job Somewhat Disapprove	36%	(74)	33%	(70)	19%	(40)	8%	(17)	4%	(8)	209
Trump Job Strongly Disapprove	41%	(153)	29%	(110)	15%	(57)	7%	(26)	8%	(31)	377
Favorable of Trump	34%	(88)	30%	(77)	17%	(44)	11%	(28)	7%	(18)	256
Unfavorable of Trump	37%	(224)	32%	(192)	18%	(108)	7%	(45)	6%	(37)	606
Very Favorable of Trump	31%	(33)	28%	(31)	18%	(19)	14%	(15)	10%	(11)	109
Somewhat Favorable of Trump	37%	(55)	32%	(47)	17%	(25)	9%	(13)	5%	(8)	147
Somewhat Unfavorable of Trump	34%	(60)	31%	(55)	21%	(38)	8%	(14)	6%	(10)	176
Very Unfavorable of Trump	38%	(165)	32%	(137)	16%	(70)	7%	(31)	6%	(27)	430
#1 Issue: Economy	35%	(104)	27%	(81)	19%	(56)	10%	(30)	9%	(26)	296
#1 Issue: Security	33%	(25)	27%	(20)	21%	(16)	13%	(10)	6%	(5)	76
#1 Issue: Health Care	38%	(64)	28%	(49)	20%	(35)	5%	(9)	8%	(14)	171
#1 Issue: Women's Issues	41%	(48)	34%	(39)	11%	(12)	7%	(9)	7%	(9)	117
#1 Issue: Education	39%	(56)	24%	(35)	19%	(28)	7%	(10)	12%	(17)	145
#1 Issue: Energy	32%	(31)	37%	(37)	18%	(17)	9%	(9)	4%	(4)	98
#1 Issue: Other	27%	(23)	22%	(18)	9%	(8)	8%	(6)	33%	(28)	82

Continued on next page

**Table MGC18\_8:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My mental health*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	35%	(355)	28%	(283)	17%	(173)	8%	(83)	11%	(105)	1000
2018 House Vote: Democrat	35%	(39)	37%	(41)	15%	(17)	6%	(7)	7%	(8)	112
2016 Vote: Hillary Clinton	30%	(24)	37%	(29)	17%	(13)	6%	(5)	9%	(7)	78
2016 Vote: Didn't Vote	36%	(314)	27%	(241)	17%	(152)	9%	(76)	11%	(97)	881
Voted in 2014: No	36%	(347)	28%	(275)	17%	(170)	8%	(81)	10%	(99)	972
2012 Vote: Didn't Vote	35%	(344)	29%	(280)	17%	(171)	8%	(83)	10%	(100)	978
4-Region: Northeast	37%	(79)	29%	(63)	21%	(44)	6%	(13)	8%	(16)	216
4-Region: Midwest	33%	(78)	30%	(70)	18%	(41)	7%	(16)	11%	(26)	232
4-Region: South	37%	(124)	25%	(83)	16%	(53)	10%	(35)	13%	(42)	337
4-Region: West	35%	(75)	31%	(67)	16%	(35)	9%	(19)	10%	(21)	216

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

**Table MGC18\_9:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My family*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	46%	(459)	27%	(269)	11%	(111)	7%	(69)	9%	(93)	1000
Gender: Male	42%	(206)	26%	(127)	12%	(60)	9%	(44)	11%	(53)	489
Gender: Female	49%	(253)	28%	(142)	10%	(51)	5%	(25)	8%	(40)	511
Age: 18-34	45%	(228)	29%	(146)	11%	(55)	7%	(34)	9%	(44)	506
Generation Z: 13-23	46%	(459)	27%	(269)	11%	(111)	7%	(69)	9%	(93)	1000
PID: Dem (no lean)	50%	(179)	29%	(101)	10%	(37)	5%	(19)	5%	(19)	355
PID: Ind (no lean)	43%	(190)	26%	(116)	10%	(44)	8%	(37)	13%	(58)	445
PID: Rep (no lean)	45%	(89)	26%	(52)	15%	(30)	7%	(13)	8%	(17)	201
PID/Gender: Dem Men	48%	(76)	27%	(44)	13%	(21)	6%	(10)	6%	(10)	160
PID/Gender: Dem Women	53%	(103)	29%	(57)	8%	(17)	5%	(9)	4%	(9)	195
PID/Gender: Ind Men	37%	(82)	27%	(59)	11%	(24)	10%	(23)	15%	(34)	223
PID/Gender: Ind Women	49%	(108)	26%	(57)	9%	(20)	6%	(14)	11%	(24)	222
PID/Gender: Rep Men	45%	(48)	22%	(24)	14%	(15)	10%	(11)	8%	(9)	106
PID/Gender: Rep Women	44%	(41)	30%	(28)	16%	(15)	2%	(2)	8%	(8)	95
Ideo: Liberal (1-3)	48%	(157)	31%	(101)	12%	(37)	6%	(18)	3%	(11)	324
Ideo: Moderate (4)	45%	(83)	28%	(52)	12%	(22)	8%	(15)	7%	(13)	185
Ideo: Conservative (5-7)	46%	(80)	27%	(46)	14%	(24)	8%	(15)	5%	(8)	173
Educ: < College	46%	(422)	26%	(239)	11%	(101)	7%	(65)	10%	(89)	916
Educ: Bachelors degree	43%	(31)	40%	(29)	10%	(8)	4%	(3)	2%	(2)	72
Income: Under 50k	47%	(231)	24%	(115)	9%	(43)	7%	(33)	13%	(66)	488
Income: 50k-100k	47%	(155)	30%	(99)	12%	(38)	6%	(20)	5%	(16)	328
Income: 100k+	39%	(72)	30%	(55)	16%	(30)	8%	(15)	6%	(12)	183
Ethnicity: White	43%	(273)	29%	(188)	13%	(86)	7%	(46)	7%	(45)	638
Ethnicity: Hispanic	51%	(103)	23%	(48)	8%	(16)	6%	(12)	12%	(24)	203
Ethnicity: Afr. Am.	54%	(71)	18%	(24)	4%	(6)	9%	(12)	14%	(18)	131
Ethnicity: Other	50%	(115)	25%	(57)	8%	(19)	5%	(11)	13%	(30)	231
All Christian	50%	(137)	27%	(74)	12%	(32)	6%	(16)	5%	(15)	274
All Non-Christian	59%	(39)	19%	(12)	9%	(6)	3%	(2)	9%	(6)	65
Atheist	39%	(44)	35%	(40)	14%	(16)	4%	(5)	7%	(8)	113
Agnostic/Nothing in particular	44%	(239)	26%	(142)	10%	(57)	8%	(46)	12%	(64)	548
Religious Non-Protestant/Catholic	57%	(47)	18%	(15)	11%	(9)	4%	(4)	10%	(8)	82

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**Table MGC18\_9:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My family*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	46%	(459)	27%	(269)	11%	(111)	7%	(69)	9%	(93)	1000
Evangelical	51%	(92)	21%	(38)	14%	(24)	5%	(9)	9%	(17)	180
Non-Evangelical	51%	(145)	28%	(80)	8%	(23)	8%	(21)	5%	(15)	283
Community: Urban	51%	(132)	26%	(66)	9%	(24)	7%	(19)	6%	(16)	256
Community: Suburban	43%	(232)	29%	(157)	13%	(69)	6%	(32)	9%	(49)	539
Community: Rural	46%	(95)	22%	(46)	9%	(18)	9%	(18)	14%	(28)	206
Employ: Private Sector	42%	(35)	45%	(38)	6%	(5)	3%	(2)	5%	(4)	84
Employ: Unemployed	39%	(60)	25%	(38)	14%	(22)	10%	(15)	12%	(19)	154
Military HH: Yes	44%	(58)	22%	(29)	9%	(12)	14%	(19)	11%	(15)	132
Military HH: No	46%	(401)	28%	(239)	11%	(99)	6%	(50)	9%	(78)	868
RD/WT: Right Direction	38%	(117)	26%	(80)	13%	(40)	10%	(30)	12%	(38)	305
RD/WT: Wrong Track	49%	(341)	27%	(189)	10%	(70)	6%	(39)	8%	(55)	695
Trump Job Approve	42%	(115)	26%	(73)	14%	(38)	8%	(23)	9%	(25)	274
Trump Job Disapprove	48%	(283)	29%	(172)	10%	(60)	7%	(39)	6%	(34)	586
Trump Job Strongly Approve	42%	(45)	22%	(24)	14%	(15)	8%	(9)	14%	(15)	109
Trump Job Somewhat Approve	42%	(70)	29%	(49)	14%	(23)	8%	(14)	6%	(10)	166
Trump Job Somewhat Disapprove	45%	(94)	34%	(71)	12%	(25)	5%	(11)	4%	(8)	209
Trump Job Strongly Disapprove	50%	(189)	27%	(101)	9%	(35)	7%	(27)	7%	(26)	377
Favorable of Trump	43%	(111)	27%	(69)	15%	(37)	8%	(21)	7%	(17)	256
Unfavorable of Trump	48%	(289)	30%	(185)	11%	(64)	6%	(39)	5%	(30)	606
Very Favorable of Trump	45%	(49)	22%	(24)	16%	(17)	8%	(9)	9%	(10)	109
Somewhat Favorable of Trump	42%	(62)	31%	(45)	13%	(20)	8%	(12)	5%	(7)	147
Somewhat Unfavorable of Trump	42%	(73)	36%	(64)	13%	(23)	5%	(9)	4%	(7)	176
Very Unfavorable of Trump	50%	(216)	28%	(121)	10%	(42)	7%	(29)	5%	(23)	430
#1 Issue: Economy	46%	(137)	27%	(79)	12%	(35)	7%	(20)	8%	(24)	296
#1 Issue: Security	46%	(35)	22%	(16)	17%	(13)	8%	(6)	6%	(5)	76
#1 Issue: Health Care	52%	(88)	29%	(50)	9%	(15)	5%	(8)	6%	(9)	171
#1 Issue: Women's Issues	49%	(58)	26%	(30)	11%	(13)	6%	(8)	7%	(9)	117
#1 Issue: Education	46%	(66)	23%	(33)	11%	(16)	11%	(16)	9%	(14)	145
#1 Issue: Energy	42%	(41)	35%	(35)	12%	(12)	4%	(4)	7%	(7)	98
#1 Issue: Other	32%	(26)	26%	(22)	6%	(5)	7%	(5)	29%	(24)	82

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**Table MGC18\_9:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My family*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	46%	(459)	27%	(269)	11%	(111)	7%	(69)	9%	(93)	1000
2018 House Vote: Democrat	46%	(52)	33%	(37)	8%	(9)	6%	(7)	6%	(7)	112
2016 Vote: Hillary Clinton	45%	(35)	34%	(26)	7%	(6)	5%	(4)	8%	(6)	78
2016 Vote: Didn't Vote	45%	(398)	27%	(233)	11%	(99)	7%	(65)	10%	(86)	881
Voted in 2014: No	46%	(445)	27%	(264)	11%	(107)	7%	(68)	9%	(87)	972
2012 Vote: Didn't Vote	46%	(445)	27%	(267)	11%	(109)	7%	(68)	9%	(88)	978
4-Region: Northeast	47%	(101)	30%	(65)	11%	(23)	6%	(12)	7%	(15)	216
4-Region: Midwest	43%	(100)	30%	(70)	11%	(25)	9%	(20)	7%	(17)	232
4-Region: South	47%	(159)	23%	(77)	10%	(35)	8%	(28)	12%	(39)	337
4-Region: West	46%	(99)	26%	(57)	13%	(29)	4%	(9)	11%	(23)	216

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

**Table MGC18\_10:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My friends*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	36%	(363)	31%	(315)	17%	(170)	5%	(50)	10%	(102)	1000
Gender: Male	32%	(156)	33%	(163)	17%	(82)	7%	(32)	11%	(55)	489
Gender: Female	41%	(208)	30%	(152)	17%	(88)	3%	(18)	9%	(47)	511
Age: 18-34	34%	(174)	32%	(163)	19%	(94)	6%	(29)	9%	(46)	506
Generation Z: 13-23	36%	(363)	31%	(315)	17%	(170)	5%	(50)	10%	(102)	1000
PID: Dem (no lean)	39%	(140)	34%	(120)	16%	(57)	5%	(18)	5%	(19)	355
PID: Ind (no lean)	34%	(150)	30%	(133)	16%	(73)	5%	(21)	15%	(67)	445
PID: Rep (no lean)	36%	(73)	30%	(61)	20%	(40)	5%	(11)	8%	(16)	201
PID/Gender: Dem Men	37%	(59)	35%	(56)	14%	(22)	8%	(13)	7%	(11)	160
PID/Gender: Dem Women	41%	(81)	33%	(64)	18%	(35)	3%	(6)	4%	(9)	195
PID/Gender: Ind Men	29%	(64)	31%	(68)	18%	(41)	6%	(13)	17%	(37)	223
PID/Gender: Ind Women	39%	(86)	29%	(65)	15%	(32)	4%	(8)	14%	(30)	222
PID/Gender: Rep Men	30%	(32)	37%	(39)	18%	(19)	7%	(7)	7%	(8)	106
PID/Gender: Rep Women	43%	(41)	23%	(22)	21%	(20)	4%	(4)	8%	(8)	95
Ideo: Liberal (1-3)	40%	(131)	36%	(115)	15%	(48)	5%	(16)	4%	(14)	324
Ideo: Moderate (4)	32%	(59)	31%	(57)	26%	(49)	4%	(7)	7%	(14)	185
Ideo: Conservative (5-7)	36%	(62)	30%	(52)	24%	(41)	6%	(10)	5%	(8)	173
Educ: < College	37%	(339)	31%	(282)	17%	(151)	5%	(47)	11%	(97)	916
Educ: Bachelors degree	28%	(20)	43%	(31)	21%	(15)	4%	(3)	4%	(3)	72
Income: Under 50k	38%	(183)	30%	(147)	13%	(65)	5%	(25)	14%	(68)	488
Income: 50k-100k	37%	(122)	33%	(108)	20%	(66)	4%	(12)	6%	(20)	328
Income: 100k+	32%	(58)	33%	(60)	21%	(39)	7%	(13)	8%	(14)	183
Ethnicity: White	36%	(228)	33%	(209)	18%	(118)	6%	(36)	7%	(48)	638
Ethnicity: Hispanic	38%	(78)	28%	(56)	15%	(31)	4%	(7)	15%	(30)	203
Ethnicity: Afr. Am.	39%	(52)	30%	(39)	12%	(15)	4%	(5)	16%	(21)	131
Ethnicity: Other	36%	(84)	29%	(67)	16%	(37)	4%	(9)	15%	(34)	231
All Christian	35%	(95)	34%	(92)	20%	(56)	6%	(16)	6%	(15)	274
All Non-Christian	39%	(26)	29%	(19)	15%	(10)	7%	(4)	9%	(6)	65
Atheist	34%	(39)	30%	(34)	21%	(24)	4%	(4)	10%	(11)	113
Agnostic/Nothing in particular	37%	(203)	31%	(169)	15%	(80)	5%	(25)	13%	(70)	548
Religious Non-Protestant/Catholic	38%	(31)	29%	(24)	16%	(13)	7%	(6)	10%	(8)	82

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**Table MGC18\_10:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*My friends*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	36%	(363)	31%	(315)	17%	(170)	5%	(50)	10%	(102)	1000
Evangelical	40%	(72)	36%	(65)	11%	(20)	3%	(5)	10%	(18)	180
Non-Evangelical	41%	(117)	29%	(81)	20%	(55)	5%	(13)	6%	(18)	283
Community: Urban	43%	(111)	28%	(70)	14%	(35)	8%	(20)	8%	(20)	256
Community: Suburban	33%	(180)	34%	(184)	19%	(101)	4%	(20)	10%	(54)	539
Community: Rural	35%	(73)	29%	(60)	16%	(34)	5%	(10)	14%	(28)	206
Employ: Private Sector	39%	(33)	36%	(31)	17%	(15)	2%	(2)	6%	(5)	84
Employ: Unemployed	33%	(50)	30%	(47)	13%	(21)	8%	(12)	16%	(24)	154
Military HH: Yes	39%	(51)	31%	(42)	16%	(21)	3%	(4)	10%	(14)	132
Military HH: No	36%	(312)	31%	(273)	17%	(149)	5%	(46)	10%	(88)	868
RD/WT: Right Direction	32%	(97)	29%	(87)	20%	(61)	6%	(17)	14%	(43)	305
RD/WT: Wrong Track	38%	(266)	33%	(227)	16%	(109)	5%	(33)	9%	(60)	695
Trump Job Approve	36%	(98)	29%	(80)	21%	(57)	5%	(13)	10%	(26)	274
Trump Job Disapprove	38%	(222)	33%	(194)	17%	(100)	5%	(32)	6%	(38)	586
Trump Job Strongly Approve	38%	(41)	24%	(26)	16%	(17)	7%	(8)	15%	(17)	109
Trump Job Somewhat Approve	34%	(57)	33%	(54)	24%	(40)	3%	(6)	6%	(10)	166
Trump Job Somewhat Disapprove	33%	(69)	36%	(74)	20%	(42)	6%	(13)	5%	(11)	209
Trump Job Strongly Disapprove	41%	(154)	32%	(120)	15%	(58)	5%	(19)	7%	(27)	377
Favorable of Trump	38%	(97)	28%	(73)	21%	(53)	6%	(15)	7%	(17)	256
Unfavorable of Trump	38%	(228)	34%	(207)	17%	(105)	5%	(31)	6%	(34)	606
Very Favorable of Trump	39%	(42)	26%	(28)	19%	(21)	7%	(7)	9%	(10)	109
Somewhat Favorable of Trump	37%	(55)	30%	(44)	22%	(32)	5%	(8)	5%	(8)	147
Somewhat Unfavorable of Trump	30%	(53)	41%	(72)	18%	(31)	5%	(10)	6%	(10)	176
Very Unfavorable of Trump	41%	(175)	31%	(135)	17%	(74)	5%	(22)	6%	(24)	430
#1 Issue: Economy	36%	(108)	29%	(85)	20%	(58)	7%	(20)	9%	(26)	296
#1 Issue: Security	39%	(29)	35%	(26)	15%	(11)	5%	(4)	7%	(5)	76
#1 Issue: Health Care	39%	(66)	37%	(63)	15%	(26)	3%	(6)	6%	(10)	171
#1 Issue: Women's Issues	48%	(57)	27%	(32)	13%	(15)	3%	(4)	8%	(10)	117
#1 Issue: Education	38%	(56)	28%	(40)	18%	(26)	5%	(8)	11%	(16)	145
#1 Issue: Energy	28%	(28)	42%	(41)	20%	(19)	2%	(2)	8%	(7)	98
#1 Issue: Other	20%	(16)	28%	(23)	13%	(11)	7%	(6)	32%	(26)	82

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**Table MGC18\_10:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?  
My friends*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	36%	(363)	31%	(315)	17%	(170)	5%	(50)	10%	(102)	1000
2018 House Vote: Democrat	36%	(41)	39%	(43)	13%	(14)	5%	(5)	8%	(9)	112
2016 Vote: Hillary Clinton	37%	(28)	38%	(30)	13%	(10)	3%	(3)	9%	(7)	78
2016 Vote: Didn't Vote	36%	(319)	31%	(273)	17%	(150)	5%	(46)	11%	(93)	881
Voted in 2014: No	36%	(352)	32%	(311)	17%	(165)	5%	(48)	10%	(96)	972
2012 Vote: Didn't Vote	36%	(351)	32%	(312)	17%	(168)	5%	(49)	10%	(98)	978
4-Region: Northeast	35%	(75)	33%	(72)	19%	(41)	6%	(13)	7%	(16)	216
4-Region: Midwest	38%	(87)	34%	(79)	14%	(33)	5%	(11)	9%	(22)	232
4-Region: South	37%	(126)	29%	(96)	16%	(55)	6%	(19)	12%	(40)	337
4-Region: West	35%	(75)	31%	(68)	19%	(41)	3%	(7)	12%	(25)	216

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

**Table MGC18\_11:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*Cybersecurity risk*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	13%	(131)	25%	(254)	31%	(309)	12%	(123)	18%	(183)	1000
Gender: Male	10%	(51)	26%	(127)	31%	(152)	15%	(74)	18%	(86)	489
Gender: Female	16%	(81)	25%	(126)	31%	(157)	10%	(50)	19%	(98)	511
Age: 18-34	16%	(79)	27%	(134)	30%	(151)	14%	(70)	14%	(71)	506
Generation Z: 13-23	13%	(131)	25%	(254)	31%	(309)	12%	(123)	18%	(183)	1000
PID: Dem (no lean)	13%	(45)	29%	(103)	32%	(114)	13%	(45)	13%	(48)	355
PID: Ind (no lean)	12%	(54)	24%	(107)	29%	(129)	12%	(53)	23%	(102)	445
PID: Rep (no lean)	16%	(32)	22%	(43)	33%	(66)	13%	(26)	17%	(34)	201
PID/Gender: Dem Men	12%	(20)	32%	(51)	29%	(46)	12%	(19)	15%	(24)	160
PID/Gender: Dem Women	13%	(25)	27%	(53)	35%	(68)	13%	(25)	12%	(23)	195
PID/Gender: Ind Men	8%	(17)	25%	(55)	31%	(69)	16%	(35)	21%	(46)	223
PID/Gender: Ind Women	17%	(37)	24%	(52)	27%	(59)	8%	(18)	25%	(55)	222
PID/Gender: Rep Men	13%	(14)	21%	(22)	34%	(36)	18%	(19)	14%	(15)	106
PID/Gender: Rep Women	19%	(18)	22%	(21)	31%	(29)	7%	(7)	20%	(19)	95
Ideo: Liberal (1-3)	13%	(42)	31%	(101)	32%	(105)	12%	(39)	11%	(37)	324
Ideo: Moderate (4)	15%	(27)	21%	(39)	36%	(66)	13%	(24)	15%	(29)	185
Ideo: Conservative (5-7)	17%	(29)	26%	(45)	37%	(64)	11%	(19)	9%	(16)	173
Educ: < College	13%	(115)	25%	(228)	30%	(279)	13%	(117)	19%	(178)	916
Educ: Bachelors degree	20%	(14)	32%	(23)	38%	(27)	7%	(5)	3%	(2)	72
Income: Under 50k	15%	(71)	22%	(107)	29%	(139)	13%	(62)	22%	(108)	488
Income: 50k-100k	14%	(46)	26%	(85)	35%	(115)	11%	(36)	14%	(47)	328
Income: 100k+	8%	(14)	33%	(61)	30%	(55)	14%	(25)	15%	(28)	183
Ethnicity: White	13%	(84)	26%	(164)	32%	(203)	14%	(88)	16%	(99)	638
Ethnicity: Hispanic	13%	(26)	26%	(52)	31%	(63)	12%	(24)	19%	(38)	203
Ethnicity: Afr. Am.	19%	(24)	20%	(27)	23%	(30)	10%	(13)	28%	(37)	131
Ethnicity: Other	10%	(23)	27%	(63)	33%	(77)	10%	(22)	20%	(47)	231
All Christian	15%	(40)	29%	(80)	31%	(86)	14%	(37)	11%	(31)	274
All Non-Christian	12%	(8)	31%	(20)	24%	(16)	15%	(10)	18%	(12)	65
Atheist	11%	(12)	21%	(23)	37%	(42)	20%	(23)	11%	(13)	113
Agnostic/Nothing in particular	13%	(72)	24%	(130)	30%	(165)	10%	(53)	23%	(128)	548
Religious Non-Protestant/Catholic	11%	(9)	28%	(23)	25%	(21)	15%	(13)	21%	(17)	82

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**Table MGC18\_11:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
Cybersecurity risk

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	13%	(131)	25%	(254)	31%	(309)	12%	(123)	18%	(183)	1000
Evangelical	15%	(26)	27%	(48)	31%	(55)	7%	(12)	22%	(39)	180
Non-Evangelical	13%	(37)	28%	(80)	32%	(90)	13%	(37)	13%	(38)	283
Community: Urban	15%	(38)	24%	(60)	30%	(77)	15%	(39)	16%	(40)	256
Community: Suburban	12%	(67)	26%	(139)	32%	(171)	12%	(65)	18%	(97)	539
Community: Rural	13%	(26)	26%	(54)	29%	(60)	9%	(19)	22%	(46)	206
Employ: Private Sector	22%	(19)	23%	(20)	39%	(33)	7%	(6)	9%	(7)	84
Employ: Unemployed	11%	(17)	16%	(25)	30%	(46)	19%	(30)	24%	(37)	154
Military HH: Yes	14%	(19)	25%	(33)	33%	(43)	13%	(17)	15%	(20)	132
Military HH: No	13%	(113)	25%	(221)	31%	(265)	12%	(106)	19%	(163)	868
RD/WT: Right Direction	14%	(43)	21%	(65)	30%	(93)	14%	(44)	20%	(61)	305
RD/WT: Wrong Track	13%	(88)	27%	(189)	31%	(216)	11%	(79)	18%	(122)	695
Trump Job Approve	16%	(44)	24%	(65)	33%	(90)	13%	(35)	15%	(41)	274
Trump Job Disapprove	12%	(73)	28%	(162)	32%	(190)	13%	(77)	14%	(83)	586
Trump Job Strongly Approve	17%	(18)	20%	(21)	30%	(32)	17%	(18)	17%	(19)	109
Trump Job Somewhat Approve	16%	(26)	26%	(44)	35%	(58)	10%	(16)	13%	(22)	166
Trump Job Somewhat Disapprove	13%	(26)	30%	(62)	34%	(71)	12%	(26)	11%	(23)	209
Trump Job Strongly Disapprove	12%	(46)	27%	(100)	31%	(119)	14%	(52)	16%	(60)	377
Favorable of Trump	16%	(41)	23%	(58)	33%	(85)	15%	(38)	13%	(35)	256
Unfavorable of Trump	13%	(78)	29%	(174)	32%	(196)	12%	(76)	14%	(82)	606
Very Favorable of Trump	16%	(18)	24%	(26)	29%	(32)	16%	(17)	15%	(16)	109
Somewhat Favorable of Trump	16%	(24)	21%	(31)	36%	(53)	14%	(21)	12%	(18)	147
Somewhat Unfavorable of Trump	15%	(26)	33%	(58)	30%	(53)	12%	(21)	9%	(16)	176
Very Unfavorable of Trump	12%	(52)	27%	(116)	33%	(143)	13%	(54)	15%	(66)	430
#1 Issue: Economy	13%	(39)	26%	(78)	33%	(99)	13%	(38)	14%	(42)	296
#1 Issue: Security	14%	(11)	28%	(21)	34%	(25)	12%	(9)	12%	(9)	76
#1 Issue: Health Care	15%	(25)	27%	(47)	30%	(52)	10%	(18)	17%	(29)	171
#1 Issue: Women's Issues	14%	(17)	27%	(32)	28%	(33)	11%	(13)	20%	(23)	117
#1 Issue: Education	14%	(20)	25%	(36)	32%	(46)	15%	(22)	15%	(22)	145
#1 Issue: Energy	14%	(13)	25%	(25)	38%	(37)	12%	(12)	12%	(11)	98
#1 Issue: Other	7%	(6)	14%	(12)	16%	(13)	12%	(10)	50%	(42)	82

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**Table MGC18\_11:** *To what extent are you concerned about the following in light of the COVID-19 pandemic, also known as coronavirus?*  
*Cybersecurity risk*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	13%	(131)	25%	(254)	31%	(309)	12%	(123)	18%	(183)	1000
2018 House Vote: Democrat	13%	(14)	35%	(40)	30%	(33)	11%	(13)	11%	(12)	112
2016 Vote: Hillary Clinton	17%	(13)	26%	(20)	35%	(27)	8%	(7)	14%	(11)	78
2016 Vote: Didn't Vote	12%	(107)	25%	(221)	30%	(267)	13%	(115)	19%	(170)	881
Voted in 2014: No	13%	(126)	26%	(248)	31%	(301)	12%	(120)	18%	(177)	972
2012 Vote: Didn't Vote	13%	(124)	26%	(252)	31%	(303)	12%	(121)	18%	(178)	978
4-Region: Northeast	15%	(33)	26%	(56)	35%	(75)	15%	(32)	9%	(20)	216
4-Region: Midwest	13%	(30)	29%	(66)	26%	(61)	11%	(24)	21%	(49)	232
4-Region: South	13%	(42)	22%	(75)	30%	(101)	13%	(43)	22%	(75)	337
4-Region: West	12%	(25)	26%	(56)	33%	(72)	11%	(24)	18%	(39)	216

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

**Table MGC19\_1:** Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?

*I learn better in-person compared to online or distance learning*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	47%	(296)	19%	(120)	12%	(77)	8%	(53)	14%	(86)	632
Gender: Male	45%	(126)	18%	(50)	14%	(41)	8%	(23)	15%	(41)	281
Gender: Female	48%	(170)	20%	(70)	10%	(37)	9%	(30)	13%	(45)	351
Age: 18-34	50%	(113)	21%	(49)	11%	(24)	5%	(12)	13%	(28)	226
Generation Z: 13-23	47%	(296)	19%	(120)	12%	(77)	8%	(53)	14%	(86)	632
PID: Dem (no lean)	50%	(115)	22%	(50)	15%	(34)	6%	(13)	8%	(17)	230
PID: Ind (no lean)	46%	(128)	18%	(49)	10%	(30)	9%	(24)	18%	(50)	281
PID: Rep (no lean)	44%	(53)	17%	(20)	12%	(14)	13%	(16)	15%	(18)	121
PID/Gender: Dem Men	40%	(36)	24%	(21)	23%	(21)	7%	(6)	7%	(6)	91
PID/Gender: Dem Women	57%	(79)	21%	(29)	9%	(13)	5%	(7)	8%	(11)	139
PID/Gender: Ind Men	45%	(57)	16%	(21)	10%	(13)	8%	(11)	20%	(25)	127
PID/Gender: Ind Women	46%	(71)	19%	(29)	11%	(17)	9%	(14)	16%	(25)	154
PID/Gender: Rep Men	52%	(33)	12%	(8)	12%	(7)	10%	(6)	14%	(9)	63
PID/Gender: Rep Women	35%	(20)	22%	(12)	11%	(7)	16%	(9)	16%	(9)	57
Ideo: Liberal (1-3)	53%	(113)	24%	(50)	14%	(29)	6%	(13)	4%	(8)	213
Ideo: Moderate (4)	45%	(47)	19%	(20)	14%	(15)	10%	(10)	11%	(12)	104
Ideo: Conservative (5-7)	51%	(57)	14%	(16)	12%	(13)	9%	(9)	14%	(16)	111
Educ: < College	47%	(287)	18%	(112)	12%	(75)	9%	(53)	14%	(83)	609
Income: Under 50k	46%	(129)	15%	(41)	12%	(34)	9%	(25)	18%	(51)	280
Income: 50k-100k	48%	(101)	20%	(43)	13%	(26)	10%	(20)	9%	(18)	209
Income: 100k+	46%	(66)	25%	(36)	12%	(17)	6%	(8)	11%	(16)	143
Ethnicity: White	49%	(202)	18%	(74)	12%	(49)	8%	(34)	13%	(53)	412
Ethnicity: Hispanic	43%	(50)	18%	(21)	13%	(15)	11%	(12)	16%	(19)	117
Ethnicity: Afr. Am.	41%	(27)	18%	(12)	8%	(6)	9%	(6)	24%	(16)	66
Ethnicity: Other	44%	(67)	22%	(33)	15%	(23)	9%	(14)	11%	(17)	154
All Christian	48%	(96)	18%	(35)	12%	(25)	10%	(19)	12%	(24)	198
Atheist	49%	(29)	26%	(15)	13%	(8)	4%	(3)	8%	(4)	59
Agnostic/Nothing in particular	47%	(156)	16%	(53)	11%	(36)	9%	(31)	16%	(54)	330
Religious Non-Protestant/Catholic	31%	(18)	36%	(21)	17%	(10)	8%	(5)	8%	(5)	60

Continued on next page

**Table MGC19\_1:** Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?

*I learn better in-person compared to online or distance learning*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	47%	(296)	19%	(120)	12%	(77)	8%	(53)	14%	(86)	632
Evangelical	46%	(51)	20%	(23)	6%	(7)	13%	(15)	14%	(16)	111
Non-Evangelical	50%	(102)	18%	(36)	13%	(25)	9%	(19)	10%	(20)	202
Community: Urban	41%	(63)	20%	(31)	13%	(20)	13%	(19)	13%	(20)	153
Community: Suburban	50%	(175)	18%	(63)	13%	(45)	7%	(25)	12%	(42)	349
Community: Rural	45%	(58)	20%	(26)	9%	(12)	7%	(9)	19%	(24)	129
Military HH: Yes	49%	(42)	14%	(12)	15%	(13)	8%	(7)	14%	(12)	86
Military HH: No	47%	(254)	20%	(107)	12%	(64)	8%	(46)	13%	(74)	545
RD/WT: Right Direction	39%	(72)	19%	(34)	14%	(25)	8%	(15)	21%	(38)	185
RD/WT: Wrong Track	50%	(224)	19%	(86)	12%	(52)	9%	(38)	11%	(48)	447
Trump Job Approve	45%	(71)	16%	(25)	14%	(22)	9%	(14)	16%	(25)	157
Trump Job Disapprove	49%	(185)	22%	(84)	12%	(46)	8%	(31)	8%	(30)	377
Trump Job Strongly Approve	41%	(26)	19%	(12)	12%	(8)	14%	(9)	14%	(9)	65
Trump Job Somewhat Approve	49%	(45)	14%	(13)	15%	(14)	5%	(4)	17%	(16)	92
Trump Job Somewhat Disapprove	47%	(65)	28%	(38)	13%	(18)	4%	(5)	9%	(12)	138
Trump Job Strongly Disapprove	50%	(120)	19%	(46)	12%	(28)	11%	(26)	7%	(18)	239
Favorable of Trump	47%	(73)	17%	(26)	11%	(18)	10%	(16)	14%	(22)	155
Unfavorable of Trump	49%	(194)	20%	(81)	13%	(50)	8%	(32)	10%	(38)	395
Very Favorable of Trump	46%	(30)	21%	(14)	10%	(7)	12%	(8)	11%	(8)	66
Somewhat Favorable of Trump	48%	(43)	14%	(12)	12%	(11)	9%	(8)	17%	(15)	89
Somewhat Unfavorable of Trump	46%	(55)	20%	(24)	16%	(20)	3%	(4)	15%	(18)	120
Very Unfavorable of Trump	51%	(139)	21%	(57)	11%	(31)	10%	(28)	7%	(20)	275
#1 Issue: Economy	49%	(79)	15%	(24)	15%	(24)	12%	(19)	9%	(15)	161
#1 Issue: Health Care	54%	(59)	22%	(25)	11%	(13)	4%	(5)	8%	(9)	110
#1 Issue: Women's Issues	47%	(36)	21%	(17)	14%	(11)	5%	(4)	13%	(10)	78
#1 Issue: Education	49%	(53)	17%	(19)	12%	(13)	7%	(8)	14%	(16)	109
#1 Issue: Energy	52%	(34)	17%	(11)	13%	(8)	8%	(5)	10%	(7)	66
2016 Vote: Didn't Vote	47%	(280)	18%	(109)	12%	(73)	9%	(51)	14%	(82)	594
Voted in 2014: No	47%	(294)	19%	(118)	12%	(77)	8%	(52)	13%	(84)	624
2012 Vote: Didn't Vote	47%	(296)	19%	(118)	12%	(77)	8%	(53)	13%	(84)	628

Continued on next page

**Table MGC19\_1:** Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?

*I learn better in-person compared to online or distance learning*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	47%	(296)	19%	(120)	12%	(77)	8%	(53)	14%	(86)	632
4-Region: Northeast	47%	(65)	19%	(27)	15%	(21)	4%	(6)	15%	(21)	139
4-Region: Midwest	47%	(76)	22%	(35)	11%	(18)	4%	(6)	16%	(26)	161
4-Region: South	46%	(87)	16%	(30)	12%	(22)	12%	(24)	13%	(25)	188
4-Region: West	47%	(68)	19%	(28)	11%	(16)	13%	(18)	10%	(14)	144

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

**Table MGC19\_2:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*  
*I enjoy online classes*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	15%	(95)	22%	(138)	21%	(130)	31%	(197)	11%	(72)	632
Gender: Male	12%	(33)	21%	(58)	19%	(54)	35%	(98)	14%	(38)	281
Gender: Female	18%	(62)	23%	(80)	22%	(76)	28%	(99)	10%	(34)	351
Age: 18-34	14%	(32)	20%	(45)	25%	(57)	31%	(69)	10%	(23)	226
Generation Z: 13-23	15%	(95)	22%	(138)	21%	(130)	31%	(197)	11%	(72)	632
PID: Dem (no lean)	15%	(34)	24%	(55)	20%	(45)	34%	(78)	8%	(18)	230
PID: Ind (no lean)	12%	(35)	21%	(60)	22%	(61)	31%	(88)	14%	(38)	281
PID: Rep (no lean)	22%	(26)	20%	(24)	20%	(24)	25%	(31)	13%	(16)	121
PID/Gender: Dem Men	15%	(14)	25%	(23)	13%	(12)	35%	(32)	11%	(10)	91
PID/Gender: Dem Women	14%	(20)	23%	(32)	24%	(33)	34%	(47)	6%	(8)	139
PID/Gender: Ind Men	9%	(12)	19%	(24)	20%	(26)	37%	(47)	15%	(19)	127
PID/Gender: Ind Women	15%	(23)	23%	(36)	23%	(35)	27%	(41)	12%	(19)	154
PID/Gender: Rep Men	12%	(7)	18%	(11)	25%	(16)	31%	(20)	14%	(9)	63
PID/Gender: Rep Women	33%	(19)	22%	(13)	14%	(8)	19%	(11)	12%	(7)	57
Ideo: Liberal (1-3)	13%	(28)	23%	(49)	23%	(48)	37%	(79)	4%	(9)	213
Ideo: Moderate (4)	16%	(17)	22%	(23)	22%	(22)	29%	(30)	11%	(11)	104
Ideo: Conservative (5-7)	17%	(18)	22%	(24)	19%	(21)	34%	(38)	9%	(10)	111
Educ: < College	15%	(93)	22%	(132)	20%	(120)	32%	(194)	12%	(71)	609
Income: Under 50k	14%	(39)	21%	(58)	19%	(53)	31%	(88)	15%	(43)	280
Income: 50k-100k	15%	(31)	23%	(48)	21%	(44)	32%	(67)	9%	(20)	209
Income: 100k+	17%	(25)	23%	(33)	23%	(33)	30%	(43)	7%	(10)	143
Ethnicity: White	16%	(68)	21%	(88)	21%	(86)	33%	(137)	8%	(32)	412
Ethnicity: Hispanic	11%	(13)	20%	(23)	22%	(26)	33%	(38)	14%	(16)	117
Ethnicity: Afr. Am.	3%	(2)	17%	(11)	23%	(15)	28%	(19)	29%	(19)	66
Ethnicity: Other	16%	(25)	25%	(39)	19%	(29)	27%	(41)	14%	(21)	154
All Christian	13%	(25)	28%	(55)	20%	(39)	32%	(64)	7%	(15)	198
Atheist	19%	(11)	23%	(13)	23%	(13)	34%	(20)	2%	(1)	59
Agnostic/Nothing in particular	14%	(45)	19%	(61)	20%	(65)	32%	(107)	16%	(53)	330
Religious Non-Protestant/Catholic	26%	(16)	21%	(12)	28%	(17)	17%	(10)	8%	(5)	60

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**Table MGC19\_2:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*  
*I enjoy online classes*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	15%	(95)	22%	(138)	21%	(130)	31%	(197)	11%	(72)	632
Evangelical	15%	(16)	24%	(26)	24%	(27)	21%	(24)	16%	(18)	111
Non-Evangelical	14%	(28)	24%	(49)	17%	(34)	38%	(77)	7%	(14)	202
Community: Urban	17%	(27)	25%	(38)	16%	(25)	31%	(47)	11%	(16)	153
Community: Suburban	15%	(51)	20%	(71)	22%	(78)	34%	(118)	9%	(31)	349
Community: Rural	13%	(17)	23%	(30)	21%	(27)	24%	(31)	19%	(24)	129
Military HH: Yes	10%	(8)	17%	(15)	25%	(21)	36%	(31)	12%	(11)	86
Military HH: No	16%	(86)	23%	(124)	20%	(109)	30%	(166)	11%	(62)	545
RD/WT: Right Direction	19%	(36)	21%	(39)	17%	(32)	25%	(47)	17%	(32)	185
RD/WT: Wrong Track	13%	(59)	22%	(100)	22%	(98)	34%	(150)	9%	(40)	447
Trump Job Approve	18%	(28)	21%	(33)	20%	(31)	27%	(42)	14%	(23)	157
Trump Job Disapprove	14%	(52)	23%	(85)	22%	(82)	35%	(132)	7%	(25)	377
Trump Job Strongly Approve	21%	(14)	20%	(13)	14%	(9)	27%	(18)	18%	(12)	65
Trump Job Somewhat Approve	16%	(15)	21%	(20)	23%	(22)	27%	(25)	12%	(11)	92
Trump Job Somewhat Disapprove	15%	(21)	27%	(37)	25%	(34)	29%	(39)	5%	(7)	138
Trump Job Strongly Disapprove	13%	(32)	20%	(48)	20%	(48)	39%	(92)	8%	(19)	239
Favorable of Trump	20%	(30)	21%	(33)	20%	(31)	26%	(40)	13%	(20)	155
Unfavorable of Trump	14%	(57)	23%	(89)	22%	(86)	35%	(137)	7%	(27)	395
Very Favorable of Trump	18%	(12)	19%	(12)	21%	(14)	23%	(15)	18%	(12)	66
Somewhat Favorable of Trump	20%	(18)	23%	(21)	19%	(17)	28%	(25)	8%	(8)	89
Somewhat Unfavorable of Trump	15%	(18)	28%	(33)	24%	(29)	27%	(33)	7%	(8)	120
Very Unfavorable of Trump	14%	(39)	20%	(56)	21%	(57)	38%	(104)	7%	(19)	275
#1 Issue: Economy	18%	(28)	29%	(46)	18%	(29)	27%	(44)	8%	(13)	161
#1 Issue: Health Care	15%	(17)	19%	(21)	31%	(34)	29%	(32)	6%	(6)	110
#1 Issue: Women's Issues	13%	(10)	24%	(18)	22%	(17)	28%	(22)	13%	(10)	78
#1 Issue: Education	15%	(17)	18%	(19)	16%	(17)	38%	(41)	13%	(14)	109
#1 Issue: Energy	10%	(7)	15%	(10)	19%	(12)	49%	(32)	7%	(4)	66
2016 Vote: Didn't Vote	15%	(92)	21%	(123)	20%	(121)	32%	(192)	11%	(67)	594
Voted in 2014: No	15%	(93)	22%	(138)	20%	(127)	31%	(196)	11%	(71)	624
2012 Vote: Didn't Vote	15%	(93)	22%	(138)	21%	(130)	31%	(197)	11%	(71)	628

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**Table MGC19\_2:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*  
*I enjoy online classes*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	15%	(95)	22%	(138)	21%	(130)	31%	(197)	11%	(72)	632
4-Region: Northeast	12%	(17)	25%	(35)	22%	(30)	32%	(44)	9%	(12)	139
4-Region: Midwest	15%	(24)	22%	(36)	21%	(34)	29%	(47)	13%	(20)	161
4-Region: South	13%	(25)	21%	(39)	21%	(40)	31%	(58)	14%	(26)	188
4-Region: West	20%	(28)	20%	(29)	18%	(26)	33%	(48)	9%	(14)	144

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

**Table MGC19\_3:** Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?

*I am worried I will fall behind in school because of the COVID-19 pandemic, also known as coronavirus*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	34%	(212)	24%	(154)	16%	(101)	16%	(98)	11%	(67)	632
Gender: Male	29%	(80)	24%	(67)	18%	(51)	17%	(48)	12%	(34)	281
Gender: Female	38%	(132)	25%	(86)	14%	(50)	14%	(50)	9%	(33)	351
Age: 18-34	31%	(69)	28%	(64)	18%	(41)	11%	(26)	11%	(26)	226
Generation Z: 13-23	34%	(212)	24%	(154)	16%	(101)	16%	(98)	11%	(67)	632
PID: Dem (no lean)	33%	(77)	26%	(59)	17%	(40)	15%	(34)	9%	(21)	230
PID: Ind (no lean)	35%	(99)	25%	(70)	13%	(37)	15%	(42)	12%	(33)	281
PID: Rep (no lean)	30%	(36)	20%	(24)	20%	(24)	19%	(23)	11%	(13)	121
PID/Gender: Dem Men	19%	(18)	24%	(22)	26%	(24)	20%	(18)	11%	(10)	91
PID/Gender: Dem Women	42%	(59)	27%	(38)	11%	(16)	11%	(16)	8%	(11)	139
PID/Gender: Ind Men	34%	(43)	25%	(32)	11%	(14)	16%	(20)	14%	(17)	127
PID/Gender: Ind Women	37%	(57)	25%	(38)	15%	(23)	14%	(21)	10%	(15)	154
PID/Gender: Rep Men	32%	(20)	21%	(13)	20%	(13)	16%	(10)	11%	(7)	63
PID/Gender: Rep Women	27%	(16)	19%	(11)	20%	(12)	23%	(13)	11%	(6)	57
Ideo: Liberal (1-3)	39%	(83)	25%	(54)	18%	(39)	14%	(29)	3%	(7)	213
Ideo: Moderate (4)	31%	(32)	26%	(27)	16%	(16)	19%	(20)	9%	(9)	104
Ideo: Conservative (5-7)	34%	(38)	22%	(25)	19%	(21)	20%	(22)	5%	(6)	111
Educ: < College	34%	(207)	24%	(146)	16%	(96)	16%	(97)	10%	(63)	609
Income: Under 50k	36%	(100)	23%	(64)	14%	(40)	12%	(35)	15%	(41)	280
Income: 50k-100k	36%	(76)	25%	(52)	19%	(40)	13%	(27)	7%	(14)	209
Income: 100k+	25%	(36)	26%	(38)	15%	(21)	25%	(36)	8%	(12)	143
Ethnicity: White	32%	(131)	25%	(104)	17%	(68)	17%	(71)	9%	(37)	412
Ethnicity: Hispanic	43%	(50)	23%	(26)	10%	(12)	11%	(13)	13%	(16)	117
Ethnicity: Afr. Am.	23%	(15)	25%	(17)	15%	(10)	15%	(10)	22%	(15)	66
Ethnicity: Other	43%	(66)	21%	(33)	15%	(22)	11%	(18)	10%	(15)	154
All Christian	31%	(62)	22%	(45)	19%	(37)	20%	(40)	8%	(16)	198
Atheist	33%	(19)	25%	(15)	17%	(10)	23%	(14)	2%	(1)	59
Agnostic/Nothing in particular	35%	(117)	24%	(80)	15%	(50)	12%	(38)	14%	(45)	330
Religious Non-Protestant/Catholic	25%	(15)	35%	(21)	13%	(8)	17%	(10)	10%	(6)	60

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**Table MGC19\_3:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I am worried I will fall behind in school because of the COVID-19 pandemic, also known as coronavirus*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	34%	(212)	24%	(154)	16%	(101)	16%	(98)	11%	(67)	632
Evangelical	32%	(36)	24%	(27)	18%	(20)	14%	(15)	11%	(13)	111
Non-Evangelical	37%	(74)	19%	(38)	18%	(36)	19%	(38)	8%	(15)	202
Community: Urban	42%	(64)	16%	(24)	16%	(25)	17%	(25)	10%	(15)	153
Community: Suburban	31%	(108)	28%	(98)	14%	(49)	17%	(59)	10%	(35)	349
Community: Rural	31%	(40)	25%	(32)	21%	(27)	11%	(14)	13%	(17)	129
Military HH: Yes	28%	(25)	34%	(30)	16%	(14)	15%	(13)	7%	(6)	86
Military HH: No	34%	(188)	23%	(124)	16%	(87)	16%	(86)	11%	(61)	545
RD/WT: Right Direction	26%	(48)	23%	(42)	16%	(30)	20%	(37)	15%	(28)	185
RD/WT: Wrong Track	37%	(164)	25%	(112)	16%	(71)	14%	(61)	9%	(39)	447
Trump Job Approve	25%	(39)	20%	(32)	23%	(36)	20%	(31)	13%	(20)	157
Trump Job Disapprove	38%	(144)	27%	(102)	15%	(55)	14%	(52)	6%	(23)	377
Trump Job Strongly Approve	20%	(13)	15%	(9)	29%	(19)	25%	(16)	12%	(8)	65
Trump Job Somewhat Approve	28%	(26)	24%	(22)	19%	(17)	16%	(15)	13%	(12)	92
Trump Job Somewhat Disapprove	36%	(50)	25%	(35)	14%	(20)	19%	(27)	5%	(7)	138
Trump Job Strongly Disapprove	39%	(94)	28%	(68)	15%	(36)	11%	(26)	7%	(16)	239
Favorable of Trump	29%	(45)	21%	(32)	19%	(29)	20%	(30)	11%	(18)	155
Unfavorable of Trump	37%	(146)	26%	(104)	16%	(62)	15%	(60)	6%	(23)	395
Very Favorable of Trump	29%	(19)	17%	(11)	24%	(16)	18%	(12)	13%	(8)	66
Somewhat Favorable of Trump	30%	(26)	23%	(21)	15%	(14)	21%	(18)	11%	(9)	89
Somewhat Unfavorable of Trump	36%	(44)	21%	(25)	16%	(19)	21%	(25)	5%	(6)	120
Very Unfavorable of Trump	37%	(102)	29%	(79)	15%	(43)	13%	(35)	6%	(16)	275
#1 Issue: Economy	35%	(56)	22%	(36)	15%	(24)	16%	(26)	11%	(18)	161
#1 Issue: Health Care	31%	(35)	37%	(41)	19%	(21)	7%	(8)	5%	(6)	110
#1 Issue: Women's Issues	39%	(30)	20%	(15)	17%	(13)	16%	(13)	8%	(6)	78
#1 Issue: Education	38%	(41)	18%	(20)	13%	(14)	18%	(19)	13%	(14)	109
#1 Issue: Energy	35%	(23)	34%	(22)	7%	(4)	19%	(13)	5%	(3)	66
2016 Vote: Didn't Vote	35%	(206)	24%	(141)	16%	(93)	15%	(92)	10%	(62)	594
Voted in 2014: No	34%	(212)	24%	(152)	16%	(99)	16%	(98)	10%	(64)	624
2012 Vote: Didn't Vote	34%	(211)	24%	(154)	16%	(100)	16%	(98)	10%	(64)	628

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**Table MGC19\_3:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I am worried I will fall behind in school because of the COVID-19 pandemic, also known as coronavirus*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	34%	(212)	24%	(154)	16%	(101)	16%	(98)	11%	(67)	632
4-Region: Northeast	33%	(46)	26%	(36)	14%	(19)	17%	(24)	10%	(14)	139
4-Region: Midwest	32%	(51)	22%	(36)	20%	(33)	14%	(22)	12%	(19)	161
4-Region: South	32%	(60)	24%	(45)	19%	(35)	15%	(29)	10%	(19)	188
4-Region: West	38%	(55)	26%	(37)	10%	(14)	16%	(24)	10%	(14)	144

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

**Table MGC19\_4:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I am worried the COVID-19 pandemic, also known as coronavirus, will impact my education for years to come*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	37%	(233)	26%	(163)	16%	(100)	9%	(57)	13%	(79)	632
Gender: Male	32%	(89)	25%	(70)	16%	(46)	12%	(35)	14%	(40)	281
Gender: Female	41%	(144)	26%	(93)	15%	(53)	6%	(22)	11%	(39)	351
Age: 18-34	39%	(88)	30%	(67)	14%	(32)	5%	(12)	12%	(27)	226
Generation Z: 13-23	37%	(233)	26%	(163)	16%	(100)	9%	(57)	13%	(79)	632
PID: Dem (no lean)	36%	(83)	28%	(65)	17%	(39)	8%	(18)	11%	(26)	230
PID: Ind (no lean)	36%	(103)	26%	(72)	16%	(44)	8%	(22)	14%	(40)	281
PID: Rep (no lean)	39%	(47)	21%	(26)	14%	(17)	15%	(18)	11%	(13)	121
PID/Gender: Dem Men	20%	(18)	26%	(24)	24%	(22)	14%	(12)	16%	(14)	91
PID/Gender: Dem Women	46%	(65)	30%	(41)	12%	(17)	4%	(5)	8%	(11)	139
PID/Gender: Ind Men	36%	(45)	24%	(31)	14%	(18)	10%	(12)	17%	(21)	127
PID/Gender: Ind Women	37%	(57)	27%	(42)	17%	(26)	6%	(10)	12%	(19)	154
PID/Gender: Rep Men	41%	(26)	25%	(16)	10%	(6)	17%	(11)	7%	(4)	63
PID/Gender: Rep Women	37%	(21)	17%	(10)	18%	(10)	12%	(7)	16%	(9)	57
Ideo: Liberal (1-3)	42%	(89)	28%	(59)	17%	(37)	5%	(12)	8%	(16)	213
Ideo: Moderate (4)	36%	(37)	29%	(30)	17%	(18)	7%	(7)	11%	(12)	104
Ideo: Conservative (5-7)	44%	(49)	22%	(25)	13%	(14)	15%	(17)	6%	(6)	111
Educ: < College	37%	(226)	26%	(157)	15%	(93)	9%	(56)	13%	(78)	609
Income: Under 50k	39%	(108)	23%	(66)	13%	(38)	10%	(27)	15%	(42)	280
Income: 50k-100k	36%	(75)	27%	(56)	20%	(42)	7%	(14)	10%	(22)	209
Income: 100k+	34%	(49)	29%	(41)	14%	(20)	12%	(17)	11%	(16)	143
Ethnicity: White	36%	(148)	26%	(108)	17%	(72)	9%	(38)	11%	(46)	412
Ethnicity: Hispanic	41%	(47)	24%	(28)	12%	(15)	7%	(9)	15%	(18)	117
Ethnicity: Afr. Am.	34%	(23)	26%	(17)	12%	(8)	7%	(4)	21%	(14)	66
Ethnicity: Other	40%	(62)	24%	(37)	13%	(20)	10%	(15)	13%	(20)	154
All Christian	39%	(77)	27%	(53)	16%	(33)	9%	(17)	9%	(19)	198
Atheist	36%	(21)	30%	(18)	10%	(6)	17%	(10)	6%	(4)	59
Agnostic/Nothing in particular	37%	(122)	25%	(82)	15%	(51)	8%	(25)	15%	(50)	330
Religious Non-Protestant/Catholic	25%	(15)	27%	(16)	20%	(12)	14%	(8)	14%	(8)	60

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**Table MGC19\_4:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I am worried the COVID-19 pandemic, also known as coronavirus, will impact my education for years to come*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	37%	(233)	26%	(163)	16%	(100)	9%	(57)	13%	(79)	632
Evangelical	37%	(41)	29%	(32)	13%	(14)	8%	(9)	14%	(15)	111
Non-Evangelical	41%	(82)	25%	(50)	17%	(35)	9%	(18)	8%	(17)	202
Community: Urban	42%	(65)	22%	(34)	14%	(21)	10%	(15)	12%	(18)	153
Community: Suburban	35%	(123)	29%	(102)	15%	(52)	10%	(34)	11%	(38)	349
Community: Rural	35%	(45)	21%	(27)	20%	(26)	6%	(8)	18%	(23)	129
Military HH: Yes	32%	(27)	32%	(28)	17%	(15)	11%	(9)	9%	(7)	86
Military HH: No	38%	(206)	25%	(135)	16%	(85)	9%	(48)	13%	(72)	545
RD/WT: Right Direction	29%	(53)	27%	(49)	18%	(33)	12%	(22)	15%	(27)	185
RD/WT: Wrong Track	40%	(180)	25%	(114)	15%	(67)	8%	(35)	12%	(52)	447
Trump Job Approve	37%	(57)	21%	(32)	21%	(33)	9%	(14)	13%	(20)	157
Trump Job Disapprove	39%	(147)	28%	(107)	16%	(60)	8%	(31)	9%	(32)	377
Trump Job Strongly Approve	44%	(29)	18%	(11)	10%	(7)	16%	(10)	12%	(7)	65
Trump Job Somewhat Approve	31%	(29)	23%	(21)	28%	(26)	4%	(3)	14%	(13)	92
Trump Job Somewhat Disapprove	34%	(47)	28%	(39)	20%	(27)	10%	(13)	8%	(12)	138
Trump Job Strongly Disapprove	42%	(100)	28%	(68)	13%	(32)	7%	(18)	9%	(21)	239
Favorable of Trump	38%	(58)	19%	(29)	18%	(28)	13%	(20)	12%	(19)	155
Unfavorable of Trump	38%	(151)	30%	(117)	16%	(64)	8%	(31)	8%	(32)	395
Very Favorable of Trump	45%	(30)	18%	(12)	10%	(7)	16%	(11)	11%	(7)	66
Somewhat Favorable of Trump	32%	(29)	19%	(17)	24%	(22)	11%	(10)	13%	(12)	89
Somewhat Unfavorable of Trump	33%	(40)	32%	(38)	20%	(24)	6%	(8)	9%	(10)	120
Very Unfavorable of Trump	41%	(111)	29%	(79)	14%	(40)	9%	(24)	8%	(21)	275
#1 Issue: Economy	37%	(60)	19%	(31)	22%	(35)	11%	(18)	10%	(16)	161
#1 Issue: Health Care	35%	(39)	35%	(38)	13%	(14)	7%	(7)	11%	(12)	110
#1 Issue: Women's Issues	44%	(34)	33%	(25)	11%	(8)	5%	(4)	8%	(6)	78
#1 Issue: Education	36%	(39)	29%	(31)	16%	(18)	5%	(5)	14%	(16)	109
#1 Issue: Energy	44%	(29)	19%	(12)	14%	(9)	15%	(10)	9%	(6)	66
2016 Vote: Didn't Vote	38%	(224)	25%	(148)	15%	(91)	9%	(55)	13%	(76)	594
Voted in 2014: No	37%	(232)	25%	(159)	16%	(99)	9%	(56)	12%	(78)	624
2012 Vote: Didn't Vote	37%	(232)	26%	(163)	16%	(99)	9%	(57)	12%	(77)	628

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**Table MGC19\_4:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I am worried the COVID-19 pandemic, also known as coronavirus, will impact my education for years to come*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	37%	(233)	26%	(163)	16%	(100)	9%	(57)	13%	(79)	632
4-Region: Northeast	39%	(54)	27%	(37)	16%	(22)	8%	(11)	11%	(15)	139
4-Region: Midwest	32%	(52)	24%	(39)	22%	(36)	7%	(11)	15%	(24)	161
4-Region: South	40%	(75)	22%	(42)	16%	(29)	10%	(19)	12%	(23)	188
4-Region: West	36%	(51)	31%	(45)	9%	(13)	12%	(17)	12%	(18)	144

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

**Table MGC19\_5:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I am worried the COVID-19 pandemic, also known as coronavirus, will impact my career prospects for years to come*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	29%	(181)	30%	(189)	15%	(92)	10%	(64)	17%	(105)	632
Gender: Male	27%	(77)	28%	(79)	17%	(47)	12%	(34)	16%	(44)	281
Gender: Female	30%	(104)	31%	(111)	13%	(45)	9%	(30)	17%	(61)	351
Age: 18-34	33%	(74)	35%	(79)	12%	(26)	7%	(17)	13%	(30)	226
Generation Z: 13-23	29%	(181)	30%	(189)	15%	(92)	10%	(64)	17%	(105)	632
PID: Dem (no lean)	30%	(68)	30%	(69)	17%	(39)	10%	(22)	14%	(32)	230
PID: Ind (no lean)	28%	(78)	29%	(81)	15%	(41)	9%	(26)	20%	(55)	281
PID: Rep (no lean)	29%	(35)	34%	(40)	10%	(13)	13%	(16)	14%	(17)	121
PID/Gender: Dem Men	21%	(19)	28%	(25)	17%	(16)	18%	(16)	16%	(14)	91
PID/Gender: Dem Women	35%	(49)	31%	(43)	16%	(23)	4%	(6)	13%	(18)	139
PID/Gender: Ind Men	29%	(37)	25%	(32)	19%	(24)	8%	(10)	19%	(24)	127
PID/Gender: Ind Women	26%	(41)	31%	(49)	11%	(17)	10%	(16)	20%	(31)	154
PID/Gender: Rep Men	33%	(21)	34%	(22)	12%	(8)	12%	(7)	10%	(6)	63
PID/Gender: Rep Women	24%	(14)	33%	(19)	9%	(5)	15%	(8)	20%	(11)	57
Ideo: Liberal (1-3)	36%	(76)	33%	(69)	14%	(30)	8%	(18)	10%	(20)	213
Ideo: Moderate (4)	25%	(26)	29%	(30)	22%	(22)	11%	(12)	14%	(14)	104
Ideo: Conservative (5-7)	30%	(34)	40%	(44)	11%	(12)	11%	(12)	8%	(9)	111
Educ: < College	29%	(174)	29%	(179)	15%	(90)	10%	(63)	17%	(103)	609
Income: Under 50k	29%	(80)	30%	(85)	11%	(31)	8%	(23)	22%	(61)	280
Income: 50k-100k	29%	(60)	26%	(54)	18%	(38)	14%	(30)	13%	(28)	209
Income: 100k+	28%	(41)	35%	(50)	17%	(24)	8%	(12)	12%	(16)	143
Ethnicity: White	30%	(123)	31%	(126)	15%	(64)	11%	(44)	13%	(54)	412
Ethnicity: Hispanic	29%	(34)	28%	(33)	15%	(18)	5%	(6)	22%	(26)	117
Ethnicity: Afr. Am.	16%	(11)	29%	(19)	9%	(6)	15%	(10)	31%	(20)	66
Ethnicity: Other	31%	(47)	29%	(44)	15%	(22)	7%	(10)	19%	(30)	154
All Christian	29%	(58)	29%	(58)	17%	(33)	10%	(19)	15%	(30)	198
Atheist	33%	(20)	28%	(16)	14%	(8)	19%	(11)	6%	(3)	59
Agnostic/Nothing in particular	26%	(87)	31%	(104)	14%	(45)	9%	(28)	20%	(66)	330
Religious Non-Protestant/Catholic	31%	(19)	26%	(16)	12%	(7)	15%	(9)	16%	(9)	60

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**Table MGC19\_5:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I am worried the COVID-19 pandemic, also known as coronavirus, will impact my career prospects for years to come*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	29%	(181)	30%	(189)	15%	(92)	10%	(64)	17%	(105)	632
Evangelical	21%	(23)	36%	(40)	15%	(17)	8%	(9)	20%	(22)	111
Non-Evangelical	32%	(65)	30%	(61)	15%	(30)	10%	(20)	13%	(26)	202
Community: Urban	35%	(54)	27%	(41)	11%	(17)	10%	(16)	16%	(25)	153
Community: Suburban	26%	(92)	31%	(108)	18%	(61)	10%	(34)	16%	(55)	349
Community: Rural	27%	(35)	31%	(41)	11%	(14)	11%	(15)	19%	(25)	129
Military HH: Yes	29%	(25)	30%	(26)	19%	(16)	11%	(10)	11%	(10)	86
Military HH: No	29%	(156)	30%	(163)	14%	(76)	10%	(55)	17%	(95)	545
RD/WT: Right Direction	27%	(51)	24%	(44)	16%	(29)	15%	(27)	18%	(34)	185
RD/WT: Wrong Track	29%	(130)	32%	(145)	14%	(63)	8%	(37)	16%	(71)	447
Trump Job Approve	29%	(46)	32%	(49)	14%	(22)	9%	(13)	17%	(26)	157
Trump Job Disapprove	31%	(116)	31%	(117)	15%	(58)	9%	(36)	13%	(50)	377
Trump Job Strongly Approve	27%	(17)	34%	(22)	12%	(8)	12%	(8)	16%	(10)	65
Trump Job Somewhat Approve	31%	(28)	30%	(28)	16%	(14)	6%	(6)	17%	(16)	92
Trump Job Somewhat Disapprove	25%	(34)	33%	(45)	19%	(27)	8%	(11)	15%	(21)	138
Trump Job Strongly Disapprove	34%	(82)	30%	(72)	13%	(32)	11%	(25)	12%	(29)	239
Favorable of Trump	27%	(41)	33%	(52)	14%	(21)	11%	(17)	15%	(23)	155
Unfavorable of Trump	31%	(124)	30%	(117)	16%	(63)	10%	(40)	13%	(51)	395
Very Favorable of Trump	31%	(20)	33%	(22)	7%	(5)	11%	(7)	18%	(12)	66
Somewhat Favorable of Trump	23%	(21)	34%	(30)	18%	(16)	11%	(10)	13%	(12)	89
Somewhat Unfavorable of Trump	27%	(32)	33%	(39)	19%	(22)	9%	(10)	13%	(16)	120
Very Unfavorable of Trump	33%	(92)	28%	(78)	15%	(41)	11%	(29)	13%	(35)	275
#1 Issue: Economy	25%	(40)	36%	(58)	15%	(24)	10%	(16)	13%	(22)	161
#1 Issue: Health Care	29%	(32)	31%	(34)	15%	(17)	9%	(10)	15%	(17)	110
#1 Issue: Women's Issues	37%	(29)	25%	(19)	13%	(10)	6%	(5)	19%	(15)	78
#1 Issue: Education	27%	(30)	28%	(31)	20%	(21)	9%	(10)	16%	(17)	109
#1 Issue: Energy	38%	(25)	34%	(22)	10%	(7)	12%	(8)	7%	(4)	66
2016 Vote: Didn't Vote	29%	(174)	29%	(171)	15%	(87)	10%	(62)	17%	(101)	594
Voted in 2014: No	29%	(181)	30%	(185)	15%	(91)	10%	(64)	17%	(103)	624
2012 Vote: Didn't Vote	29%	(180)	30%	(188)	15%	(92)	10%	(64)	16%	(103)	628

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**Table MGC19\_5:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I am worried the COVID-19 pandemic, also known as coronavirus, will impact my career prospects for years to come*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	29%	(181)	30%	(189)	15%	(92)	10%	(64)	17%	(105)	632
4-Region: Northeast	28%	(39)	31%	(43)	16%	(22)	10%	(13)	15%	(21)	139
4-Region: Midwest	29%	(46)	26%	(41)	17%	(28)	9%	(15)	19%	(31)	161
4-Region: South	26%	(50)	33%	(62)	15%	(28)	9%	(17)	17%	(31)	188
4-Region: West	32%	(46)	30%	(43)	10%	(14)	13%	(19)	15%	(21)	144

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

**Table MGC19\_6:** Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?

*I think all schools should offer online classes, even social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	27%	(168)	26%	(165)	18%	(116)	15%	(97)	14%	(85)	632
Gender: Male	24%	(68)	25%	(70)	20%	(55)	18%	(52)	13%	(37)	281
Gender: Female	29%	(100)	27%	(96)	17%	(60)	13%	(46)	14%	(49)	351
Age: 18-34	30%	(67)	29%	(67)	17%	(39)	10%	(22)	14%	(31)	226
Generation Z: 13-23	27%	(168)	26%	(165)	18%	(116)	15%	(97)	14%	(85)	632
PID: Dem (no lean)	30%	(70)	28%	(65)	15%	(35)	15%	(35)	11%	(26)	230
PID: Ind (no lean)	25%	(69)	26%	(72)	20%	(55)	14%	(41)	16%	(44)	281
PID: Rep (no lean)	24%	(29)	24%	(29)	21%	(26)	18%	(22)	13%	(16)	121
PID/Gender: Dem Men	28%	(26)	28%	(25)	15%	(14)	19%	(17)	10%	(9)	91
PID/Gender: Dem Women	32%	(44)	28%	(40)	15%	(21)	13%	(18)	12%	(17)	139
PID/Gender: Ind Men	22%	(28)	24%	(31)	23%	(29)	16%	(21)	14%	(18)	127
PID/Gender: Ind Women	27%	(41)	27%	(41)	17%	(26)	13%	(20)	17%	(26)	154
PID/Gender: Rep Men	22%	(14)	22%	(14)	20%	(13)	22%	(14)	15%	(9)	63
PID/Gender: Rep Women	26%	(15)	27%	(15)	23%	(13)	13%	(8)	11%	(6)	57
Ideo: Liberal (1-3)	31%	(65)	28%	(60)	19%	(41)	15%	(31)	7%	(16)	213
Ideo: Moderate (4)	24%	(25)	37%	(39)	13%	(13)	10%	(10)	17%	(17)	104
Ideo: Conservative (5-7)	30%	(33)	21%	(23)	21%	(23)	21%	(23)	8%	(9)	111
Educ: < College	27%	(165)	25%	(152)	19%	(114)	16%	(96)	14%	(83)	609
Income: Under 50k	27%	(74)	29%	(82)	17%	(47)	13%	(36)	14%	(40)	280
Income: 50k-100k	25%	(53)	24%	(51)	23%	(49)	16%	(33)	11%	(24)	209
Income: 100k+	28%	(41)	23%	(33)	14%	(20)	20%	(29)	15%	(21)	143
Ethnicity: White	27%	(110)	26%	(106)	19%	(77)	16%	(67)	12%	(51)	412
Ethnicity: Hispanic	28%	(33)	24%	(28)	20%	(24)	13%	(15)	15%	(17)	117
Ethnicity: Afr. Am.	22%	(14)	35%	(23)	13%	(9)	9%	(6)	21%	(14)	66
Ethnicity: Other	28%	(44)	24%	(36)	19%	(29)	16%	(24)	13%	(20)	154
All Christian	24%	(48)	31%	(61)	20%	(39)	14%	(27)	11%	(22)	198
Atheist	34%	(20)	22%	(13)	14%	(8)	24%	(14)	6%	(4)	59
Agnostic/Nothing in particular	25%	(84)	25%	(82)	18%	(61)	15%	(50)	16%	(54)	330
Religious Non-Protestant/Catholic	31%	(18)	27%	(16)	17%	(10)	13%	(8)	13%	(8)	60

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**Table MGC19\_6:** Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?

*I think all schools should offer online classes, even social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	27%	(168)	26%	(165)	18%	(116)	15%	(97)	14%	(85)	632
Evangelical	20%	(22)	34%	(37)	23%	(25)	10%	(11)	14%	(15)	111
Non-Evangelical	27%	(54)	26%	(52)	18%	(36)	20%	(39)	10%	(20)	202
Community: Urban	33%	(51)	21%	(33)	17%	(25)	20%	(31)	9%	(14)	153
Community: Suburban	24%	(86)	28%	(97)	20%	(69)	15%	(52)	13%	(46)	349
Community: Rural	25%	(32)	27%	(36)	17%	(22)	12%	(15)	20%	(25)	129
Military HH: Yes	20%	(17)	27%	(24)	22%	(19)	21%	(18)	10%	(9)	86
Military HH: No	28%	(151)	26%	(142)	18%	(97)	15%	(79)	14%	(77)	545
RD/WT: Right Direction	26%	(47)	23%	(43)	18%	(33)	18%	(34)	15%	(28)	185
RD/WT: Wrong Track	27%	(121)	27%	(123)	18%	(83)	14%	(64)	13%	(58)	447
Trump Job Approve	24%	(37)	22%	(35)	19%	(30)	18%	(28)	17%	(27)	157
Trump Job Disapprove	31%	(115)	28%	(104)	17%	(63)	15%	(57)	10%	(38)	377
Trump Job Strongly Approve	31%	(20)	23%	(15)	11%	(7)	22%	(14)	14%	(9)	65
Trump Job Somewhat Approve	19%	(17)	22%	(20)	25%	(23)	15%	(14)	19%	(17)	92
Trump Job Somewhat Disapprove	34%	(47)	27%	(37)	16%	(22)	12%	(16)	11%	(15)	138
Trump Job Strongly Disapprove	29%	(68)	28%	(66)	17%	(41)	17%	(40)	10%	(23)	239
Favorable of Trump	27%	(42)	22%	(34)	20%	(31)	17%	(27)	13%	(21)	155
Unfavorable of Trump	30%	(117)	27%	(109)	18%	(71)	15%	(60)	10%	(39)	395
Very Favorable of Trump	29%	(19)	23%	(15)	13%	(9)	20%	(13)	15%	(10)	66
Somewhat Favorable of Trump	25%	(22)	22%	(19)	26%	(23)	15%	(14)	12%	(11)	89
Somewhat Unfavorable of Trump	29%	(35)	25%	(30)	22%	(27)	11%	(14)	13%	(15)	120
Very Unfavorable of Trump	30%	(82)	29%	(79)	16%	(44)	17%	(46)	8%	(23)	275
#1 Issue: Economy	32%	(51)	25%	(41)	18%	(28)	14%	(22)	12%	(19)	161
#1 Issue: Health Care	30%	(33)	30%	(33)	15%	(17)	15%	(16)	11%	(12)	110
#1 Issue: Women's Issues	29%	(22)	14%	(11)	26%	(20)	20%	(16)	11%	(9)	78
#1 Issue: Education	23%	(25)	26%	(28)	20%	(22)	13%	(14)	18%	(20)	109
#1 Issue: Energy	23%	(15)	28%	(19)	21%	(14)	21%	(14)	7%	(4)	66
2016 Vote: Didn't Vote	27%	(158)	25%	(148)	19%	(112)	16%	(97)	13%	(79)	594
Voted in 2014: No	27%	(166)	26%	(163)	19%	(116)	16%	(97)	13%	(82)	624
2012 Vote: Didn't Vote	26%	(166)	26%	(165)	18%	(116)	16%	(97)	13%	(84)	628

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**Table MGC19\_6:** *Thinking about your experience as a student during COVID-19, also known as coronavirus, do you agree or disagree with the following statements?*

*I think all schools should offer online classes, even social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	27%	(168)	26%	(165)	18%	(116)	15%	(97)	14%	(85)	632
4-Region: Northeast	21%	(29)	30%	(41)	22%	(31)	12%	(17)	15%	(21)	139
4-Region: Midwest	25%	(40)	22%	(35)	22%	(36)	17%	(27)	15%	(24)	161
4-Region: South	25%	(47)	28%	(54)	19%	(36)	17%	(32)	10%	(19)	188
4-Region: West	36%	(52)	25%	(36)	9%	(13)	15%	(22)	15%	(21)	144

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

**Table MGC20:** *Given the events of the past few weeks, how much do you trust people in positions of power to generally do the right thing?*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	7%	(67)	43%	(429)	35%	(346)	16%	(158)	1000
Gender: Male	8%	(37)	43%	(212)	32%	(155)	17%	(85)	489
Gender: Female	6%	(29)	43%	(217)	37%	(191)	14%	(74)	511
Age: 18-34	8%	(39)	43%	(220)	34%	(170)	15%	(78)	506
Generation Z: 13-23	7%	(67)	43%	(429)	35%	(346)	16%	(158)	1000
PID: Dem (no lean)	5%	(19)	37%	(132)	44%	(155)	14%	(48)	355
PID: Ind (no lean)	5%	(23)	41%	(184)	33%	(147)	20%	(91)	445
PID: Rep (no lean)	13%	(25)	56%	(112)	22%	(44)	10%	(19)	201
PID/Gender: Dem Men	7%	(12)	43%	(68)	37%	(59)	13%	(21)	160
PID/Gender: Dem Women	4%	(7)	33%	(64)	49%	(96)	14%	(28)	195
PID/Gender: Ind Men	5%	(11)	40%	(89)	32%	(70)	24%	(52)	223
PID/Gender: Ind Women	5%	(11)	43%	(95)	35%	(77)	17%	(38)	222
PID/Gender: Rep Men	14%	(15)	52%	(55)	24%	(25)	11%	(11)	106
PID/Gender: Rep Women	11%	(10)	61%	(58)	20%	(19)	8%	(8)	95
Ideo: Liberal (1-3)	5%	(16)	32%	(105)	45%	(146)	18%	(57)	324
Ideo: Moderate (4)	6%	(10)	54%	(101)	33%	(61)	7%	(13)	185
Ideo: Conservative (5-7)	11%	(19)	51%	(88)	27%	(46)	11%	(19)	173
Educ: < College	6%	(58)	42%	(388)	35%	(319)	16%	(151)	916
Educ: Bachelors degree	8%	(6)	48%	(35)	34%	(25)	9%	(7)	72
Income: Under 50k	6%	(29)	42%	(206)	33%	(163)	18%	(90)	488
Income: 50k-100k	7%	(22)	42%	(136)	38%	(125)	14%	(45)	328
Income: 100k+	9%	(16)	47%	(86)	32%	(58)	13%	(23)	183
Ethnicity: White	6%	(40)	44%	(282)	35%	(221)	15%	(95)	638
Ethnicity: Hispanic	6%	(12)	38%	(78)	37%	(74)	19%	(39)	203
Ethnicity: Afr. Am.	9%	(12)	39%	(51)	33%	(43)	18%	(24)	131
Ethnicity: Other	6%	(15)	41%	(95)	35%	(82)	17%	(40)	231
All Christian	10%	(27)	53%	(146)	27%	(73)	10%	(28)	274
All Non-Christian	14%	(9)	51%	(33)	22%	(14)	13%	(8)	65
Atheist	1%	(1)	32%	(37)	45%	(51)	22%	(25)	113
Agnostic/Nothing in particular	5%	(30)	39%	(213)	38%	(208)	18%	(97)	548
Religious Non-Protestant/Catholic	14%	(11)	49%	(40)	25%	(20)	12%	(10)	82
Evangelical	11%	(20)	54%	(97)	26%	(47)	8%	(15)	180
Non-Evangelical	8%	(21)	48%	(137)	30%	(86)	14%	(39)	283

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**Table MGC20:** *Given the events of the past few weeks, how much do you trust people in positions of power to generally do the right thing?*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	7%	(67)	43%	(429)	35%	(346)	16%	(158)	1000
Community: Urban	6%	(16)	46%	(117)	33%	(84)	15%	(38)	256
Community: Suburban	7%	(35)	42%	(226)	35%	(188)	17%	(90)	539
Community: Rural	7%	(15)	42%	(86)	36%	(74)	15%	(30)	206
Employ: Private Sector	9%	(8)	46%	(39)	34%	(28)	11%	(9)	84
Employ: Unemployed	6%	(10)	45%	(70)	32%	(50)	16%	(25)	154
Military HH: Yes	12%	(16)	37%	(50)	32%	(43)	18%	(24)	132
Military HH: No	6%	(51)	44%	(379)	35%	(303)	16%	(134)	868
RD/WT: Right Direction	13%	(40)	55%	(167)	22%	(68)	10%	(30)	305
RD/WT: Wrong Track	4%	(26)	38%	(262)	40%	(278)	18%	(128)	695
Trump Job Approve	12%	(34)	55%	(150)	23%	(63)	10%	(27)	274
Trump Job Disapprove	4%	(26)	36%	(212)	42%	(243)	18%	(105)	586
Trump Job Strongly Approve	24%	(26)	46%	(50)	18%	(19)	13%	(14)	109
Trump Job Somewhat Approve	5%	(8)	60%	(100)	26%	(44)	8%	(14)	166
Trump Job Somewhat Disapprove	6%	(12)	50%	(104)	35%	(73)	10%	(21)	209
Trump Job Strongly Disapprove	4%	(15)	29%	(108)	45%	(171)	22%	(84)	377
Favorable of Trump	12%	(31)	56%	(144)	24%	(62)	7%	(18)	256
Unfavorable of Trump	4%	(27)	38%	(232)	41%	(248)	17%	(100)	606
Very Favorable of Trump	17%	(18)	52%	(57)	21%	(23)	10%	(11)	109
Somewhat Favorable of Trump	9%	(13)	60%	(88)	27%	(39)	5%	(7)	147
Somewhat Unfavorable of Trump	5%	(8)	60%	(106)	27%	(48)	8%	(13)	176
Very Unfavorable of Trump	4%	(18)	29%	(126)	46%	(200)	20%	(87)	430
#1 Issue: Economy	9%	(25)	44%	(131)	33%	(99)	14%	(41)	296
#1 Issue: Security	14%	(11)	55%	(42)	22%	(17)	9%	(7)	76
#1 Issue: Health Care	3%	(6)	41%	(71)	41%	(70)	14%	(24)	171
#1 Issue: Women's Issues	1%	(2)	32%	(38)	47%	(55)	20%	(23)	117
#1 Issue: Education	8%	(12)	47%	(69)	29%	(41)	16%	(23)	145
#1 Issue: Energy	3%	(3)	42%	(41)	35%	(34)	20%	(19)	98
#1 Issue: Other	6%	(5)	42%	(34)	29%	(24)	23%	(19)	82
2018 House Vote: Democrat	7%	(8)	41%	(46)	43%	(48)	10%	(11)	112

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**Table MGC20:** *Given the events of the past few weeks, how much do you trust people in positions of power to generally do the right thing?*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	7%	(67)	43%	(429)	35%	(346)	16%	(158)	1000
2016 Vote: Hillary Clinton	11%	(8)	34%	(26)	45%	(35)	10%	(8)	78
2016 Vote: Didn't Vote	6%	(53)	43%	(379)	34%	(303)	17%	(146)	881
Voted in 2014: No	7%	(63)	43%	(416)	35%	(337)	16%	(155)	972
2012 Vote: Didn't Vote	6%	(63)	43%	(418)	35%	(340)	16%	(157)	978
4-Region: Northeast	5%	(11)	47%	(101)	35%	(75)	14%	(29)	216
4-Region: Midwest	7%	(16)	43%	(99)	32%	(75)	18%	(41)	232
4-Region: South	8%	(27)	41%	(137)	35%	(118)	16%	(55)	337
4-Region: West	6%	(12)	43%	(93)	36%	(79)	15%	(32)	216

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

**Table MGC21\_1:** And specifically, how much do you trust each of the following?  
The U.S. Government

Demographic	A lot		Some		Not much		None at all		Total N
Adults	13%	(126)	39%	(390)	29%	(288)	20%	(196)	1000
Gender: Male	13%	(63)	39%	(190)	26%	(126)	22%	(109)	489
Gender: Female	12%	(63)	39%	(199)	32%	(162)	17%	(87)	511
Age: 18-34	10%	(52)	40%	(201)	30%	(152)	20%	(101)	506
Generation Z: 13-23	13%	(126)	39%	(390)	29%	(288)	20%	(196)	1000
PID: Dem (no lean)	8%	(28)	33%	(119)	38%	(135)	20%	(73)	355
PID: Ind (no lean)	13%	(58)	38%	(168)	25%	(111)	24%	(108)	445
PID: Rep (no lean)	20%	(40)	51%	(103)	21%	(41)	8%	(16)	201
PID/Gender: Dem Men	11%	(17)	34%	(54)	34%	(55)	21%	(34)	160
PID/Gender: Dem Women	6%	(11)	33%	(64)	41%	(80)	20%	(39)	195
PID/Gender: Ind Men	9%	(20)	40%	(89)	22%	(49)	29%	(65)	223
PID/Gender: Ind Women	17%	(38)	36%	(79)	28%	(62)	19%	(43)	222
PID/Gender: Rep Men	24%	(26)	45%	(47)	21%	(22)	10%	(11)	106
PID/Gender: Rep Women	15%	(15)	59%	(55)	21%	(19)	5%	(5)	95
Ideo: Liberal (1-3)	6%	(18)	31%	(100)	41%	(131)	23%	(74)	324
Ideo: Moderate (4)	14%	(25)	44%	(81)	25%	(47)	17%	(32)	185
Ideo: Conservative (5-7)	21%	(36)	49%	(85)	20%	(35)	10%	(17)	173
Educ: < College	13%	(117)	39%	(355)	28%	(258)	20%	(186)	916
Educ: Bachelors degree	10%	(8)	43%	(31)	38%	(28)	9%	(6)	72
Income: Under 50k	12%	(61)	37%	(179)	29%	(141)	22%	(107)	488
Income: 50k-100k	10%	(32)	42%	(138)	30%	(98)	18%	(61)	328
Income: 100k+	19%	(34)	40%	(73)	26%	(48)	16%	(29)	183
Ethnicity: White	13%	(81)	40%	(258)	29%	(185)	18%	(114)	638
Ethnicity: Hispanic	11%	(21)	34%	(69)	34%	(69)	21%	(43)	203
Ethnicity: Afr. Am.	12%	(15)	39%	(51)	25%	(33)	24%	(32)	131
Ethnicity: Other	13%	(30)	35%	(81)	30%	(70)	22%	(50)	231
All Christian	14%	(40)	48%	(131)	26%	(71)	12%	(33)	274
All Non-Christian	22%	(14)	39%	(25)	18%	(11)	21%	(14)	65
Atheist	4%	(5)	33%	(37)	37%	(42)	26%	(29)	113
Agnostic/Nothing in particular	12%	(67)	36%	(197)	30%	(163)	22%	(120)	548
Religious Non-Protestant/Catholic	21%	(17)	40%	(33)	17%	(14)	21%	(18)	82

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**Table MGC21\_1:** *And specifically, how much do you trust each of the following?*  
*The U.S. Government*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	13%	(126)	39%	(390)	29%	(288)	20%	(196)	1000
Evangelical	24%	(43)	41%	(74)	28%	(51)	7%	(13)	180
Non-Evangelical	13%	(37)	45%	(126)	26%	(75)	16%	(45)	283
Community: Urban	17%	(44)	32%	(82)	31%	(78)	20%	(51)	256
Community: Suburban	10%	(51)	42%	(227)	28%	(153)	20%	(108)	539
Community: Rural	15%	(31)	39%	(80)	28%	(57)	18%	(38)	206
Employ: Private Sector	10%	(9)	43%	(36)	31%	(26)	15%	(13)	84
Employ: Unemployed	10%	(15)	41%	(63)	30%	(46)	19%	(30)	154
Military HH: Yes	19%	(25)	33%	(44)	27%	(36)	21%	(28)	132
Military HH: No	12%	(102)	40%	(346)	29%	(252)	19%	(168)	868
RD/WT: Right Direction	23%	(69)	48%	(145)	17%	(53)	12%	(38)	305
RD/WT: Wrong Track	8%	(58)	35%	(244)	34%	(235)	23%	(158)	695
Trump Job Approve	22%	(60)	48%	(133)	18%	(50)	11%	(31)	274
Trump Job Disapprove	7%	(42)	34%	(198)	36%	(208)	23%	(137)	586
Trump Job Strongly Approve	30%	(32)	43%	(46)	17%	(18)	11%	(12)	109
Trump Job Somewhat Approve	17%	(28)	52%	(87)	19%	(32)	11%	(19)	166
Trump Job Somewhat Disapprove	10%	(20)	49%	(102)	31%	(65)	11%	(22)	209
Trump Job Strongly Disapprove	6%	(22)	26%	(96)	38%	(143)	31%	(115)	377
Favorable of Trump	25%	(64)	48%	(123)	18%	(47)	8%	(22)	256
Unfavorable of Trump	8%	(47)	36%	(216)	34%	(207)	22%	(136)	606
Very Favorable of Trump	31%	(34)	42%	(46)	17%	(19)	9%	(10)	109
Somewhat Favorable of Trump	20%	(30)	53%	(78)	19%	(28)	8%	(11)	147
Somewhat Unfavorable of Trump	12%	(21)	55%	(96)	25%	(45)	8%	(14)	176
Very Unfavorable of Trump	6%	(26)	28%	(120)	38%	(163)	28%	(122)	430
#1 Issue: Economy	14%	(40)	40%	(119)	26%	(77)	20%	(60)	296
#1 Issue: Security	22%	(17)	49%	(37)	15%	(11)	14%	(11)	76
#1 Issue: Health Care	11%	(18)	38%	(65)	37%	(63)	15%	(25)	171
#1 Issue: Women's Issues	6%	(7)	33%	(39)	39%	(46)	21%	(25)	117
#1 Issue: Education	14%	(21)	46%	(67)	21%	(30)	19%	(28)	145
#1 Issue: Energy	8%	(7)	35%	(34)	36%	(35)	22%	(21)	98
#1 Issue: Other	14%	(12)	35%	(29)	23%	(19)	28%	(23)	82
2018 House Vote: Democrat	4%	(4)	38%	(43)	38%	(43)	20%	(22)	112

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**Table MGC21\_1:** *And specifically, how much do you trust each of the following?*  
*The U.S. Government*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	13%	(126)	39%	(390)	29%	(288)	20%	(196)	1000
2016 Vote: Hillary Clinton	7%	(5)	26%	(20)	45%	(35)	22%	(17)	78
2016 Vote: Didn't Vote	13%	(113)	40%	(350)	28%	(246)	20%	(172)	881
Voted in 2014: No	13%	(124)	39%	(376)	29%	(280)	20%	(191)	972
2012 Vote: Didn't Vote	13%	(124)	39%	(379)	29%	(283)	20%	(192)	978
4-Region: Northeast	10%	(22)	45%	(96)	32%	(69)	13%	(29)	216
4-Region: Midwest	12%	(29)	41%	(94)	25%	(57)	22%	(51)	232
4-Region: South	13%	(44)	36%	(120)	32%	(108)	19%	(64)	337
4-Region: West	15%	(32)	37%	(79)	24%	(53)	24%	(52)	216

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

**Table MGC21\_2:** And specifically, how much do you trust each of the following?

My state government

Demographic	A lot		Some		Not much		None at all		Total N
Adults	20%	(202)	42%	(424)	23%	(232)	14%	(142)	1000
Gender: Male	20%	(100)	40%	(195)	23%	(114)	16%	(80)	489
Gender: Female	20%	(102)	45%	(229)	23%	(118)	12%	(63)	511
Age: 18-34	20%	(99)	43%	(217)	22%	(109)	16%	(81)	506
Generation Z: 13-23	20%	(202)	42%	(424)	23%	(232)	14%	(142)	1000
PID: Dem (no lean)	23%	(83)	45%	(159)	22%	(76)	10%	(37)	355
PID: Ind (no lean)	17%	(76)	40%	(177)	24%	(107)	19%	(84)	445
PID: Rep (no lean)	21%	(43)	44%	(88)	24%	(48)	11%	(22)	201
PID/Gender: Dem Men	27%	(43)	36%	(57)	27%	(43)	10%	(17)	160
PID/Gender: Dem Women	20%	(40)	52%	(102)	17%	(33)	10%	(20)	195
PID/Gender: Ind Men	16%	(36)	39%	(87)	23%	(50)	22%	(49)	223
PID/Gender: Ind Women	18%	(41)	40%	(90)	26%	(57)	16%	(35)	222
PID/Gender: Rep Men	20%	(22)	48%	(51)	19%	(20)	13%	(14)	106
PID/Gender: Rep Women	23%	(21)	39%	(37)	30%	(28)	8%	(8)	95
Ideo: Liberal (1-3)	26%	(84)	40%	(130)	26%	(85)	8%	(26)	324
Ideo: Moderate (4)	17%	(32)	47%	(88)	23%	(42)	13%	(23)	185
Ideo: Conservative (5-7)	21%	(36)	44%	(76)	23%	(40)	12%	(21)	173
Educ: < College	19%	(175)	42%	(383)	24%	(218)	15%	(139)	916
Educ: Bachelors degree	32%	(23)	49%	(35)	17%	(13)	2%	(1)	72
Income: Under 50k	17%	(83)	41%	(202)	24%	(117)	18%	(87)	488
Income: 50k-100k	19%	(61)	47%	(153)	25%	(83)	10%	(31)	328
Income: 100k+	32%	(58)	38%	(70)	17%	(31)	13%	(24)	183
Ethnicity: White	22%	(139)	42%	(271)	24%	(152)	12%	(76)	638
Ethnicity: Hispanic	16%	(33)	40%	(80)	25%	(52)	18%	(37)	203
Ethnicity: Afr. Am.	12%	(16)	39%	(51)	25%	(33)	23%	(31)	131
Ethnicity: Other	20%	(46)	44%	(103)	20%	(46)	16%	(36)	231
All Christian	24%	(66)	44%	(122)	21%	(58)	10%	(28)	274
All Non-Christian	33%	(21)	42%	(27)	18%	(12)	7%	(5)	65
Atheist	22%	(25)	38%	(42)	26%	(29)	14%	(16)	113
Agnostic/Nothing in particular	16%	(89)	43%	(233)	24%	(132)	17%	(94)	548
Religious Non-Protestant/Catholic	30%	(25)	40%	(33)	19%	(15)	11%	(9)	82

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**Table MGC21\_2:** *And specifically, how much do you trust each of the following?*

*My state government*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	20%	(202)	42%	(424)	23%	(232)	14%	(142)	1000
Evangelical	28%	(50)	42%	(75)	20%	(37)	10%	(18)	180
Non-Evangelical	21%	(59)	45%	(128)	23%	(64)	11%	(31)	283
Community: Urban	22%	(55)	39%	(100)	23%	(60)	16%	(40)	256
Community: Suburban	20%	(107)	45%	(240)	24%	(128)	12%	(64)	539
Community: Rural	19%	(39)	41%	(84)	21%	(44)	19%	(39)	206
Employ: Private Sector	27%	(23)	44%	(37)	20%	(16)	9%	(8)	84
Employ: Unemployed	17%	(26)	39%	(60)	24%	(37)	20%	(31)	154
Military HH: Yes	13%	(17)	44%	(58)	27%	(35)	17%	(23)	132
Military HH: No	21%	(185)	42%	(366)	23%	(196)	14%	(120)	868
RD/WT: Right Direction	22%	(67)	43%	(132)	21%	(63)	14%	(42)	305
RD/WT: Wrong Track	19%	(134)	42%	(292)	24%	(168)	14%	(100)	695
Trump Job Approve	20%	(56)	43%	(117)	26%	(71)	11%	(31)	274
Trump Job Disapprove	21%	(123)	42%	(244)	23%	(136)	14%	(83)	586
Trump Job Strongly Approve	22%	(24)	38%	(41)	24%	(27)	15%	(17)	109
Trump Job Somewhat Approve	19%	(32)	46%	(76)	27%	(44)	9%	(15)	166
Trump Job Somewhat Disapprove	21%	(44)	47%	(99)	22%	(46)	9%	(20)	209
Trump Job Strongly Disapprove	21%	(78)	39%	(146)	24%	(90)	17%	(63)	377
Favorable of Trump	22%	(56)	46%	(117)	23%	(60)	9%	(23)	256
Unfavorable of Trump	20%	(122)	43%	(259)	24%	(145)	13%	(80)	606
Very Favorable of Trump	21%	(23)	41%	(44)	28%	(30)	11%	(12)	109
Somewhat Favorable of Trump	23%	(33)	49%	(73)	20%	(30)	8%	(12)	147
Somewhat Unfavorable of Trump	23%	(40)	46%	(81)	22%	(39)	9%	(15)	176
Very Unfavorable of Trump	19%	(82)	41%	(178)	25%	(105)	15%	(65)	430
#1 Issue: Economy	22%	(66)	43%	(129)	20%	(59)	14%	(43)	296
#1 Issue: Security	17%	(13)	41%	(31)	22%	(17)	20%	(15)	76
#1 Issue: Health Care	22%	(38)	43%	(73)	23%	(39)	12%	(20)	171
#1 Issue: Women's Issues	14%	(17)	43%	(51)	34%	(40)	9%	(11)	117
#1 Issue: Education	18%	(26)	43%	(62)	25%	(36)	15%	(21)	145
#1 Issue: Energy	25%	(24)	39%	(38)	25%	(25)	11%	(11)	98
#1 Issue: Other	19%	(16)	42%	(35)	17%	(14)	22%	(18)	82
2018 House Vote: Democrat	26%	(29)	46%	(51)	17%	(19)	10%	(12)	112

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**Table MGC21\_2:** *And specifically, how much do you trust each of the following?*

*My state government*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	20%	(202)	42%	(424)	23%	(232)	14%	(142)	1000
2016 Vote: Hillary Clinton	25%	(19)	42%	(33)	21%	(16)	12%	(9)	78
2016 Vote: Didn't Vote	20%	(173)	42%	(371)	24%	(208)	15%	(129)	881
Voted in 2014: No	20%	(197)	42%	(407)	23%	(228)	14%	(139)	972
2012 Vote: Didn't Vote	20%	(199)	42%	(411)	23%	(227)	14%	(140)	978
4-Region: Northeast	22%	(48)	51%	(110)	17%	(38)	10%	(21)	216
4-Region: Midwest	16%	(38)	42%	(96)	27%	(62)	15%	(36)	232
4-Region: South	18%	(62)	40%	(136)	25%	(84)	16%	(55)	337
4-Region: West	25%	(55)	38%	(83)	22%	(48)	14%	(31)	216

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

**Table MGC21\_3:** *And specifically, how much do you trust each of the following?*  
*My local government*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	19%	(185)	46%	(457)	23%	(227)	13%	(131)	1000
Gender: Male	18%	(88)	47%	(231)	18%	(89)	17%	(81)	489
Gender: Female	19%	(97)	44%	(227)	27%	(138)	10%	(50)	511
Age: 18-34	18%	(91)	47%	(238)	21%	(107)	14%	(70)	506
Generation Z: 13-23	19%	(185)	46%	(457)	23%	(227)	13%	(131)	1000
PID: Dem (no lean)	23%	(81)	49%	(173)	20%	(72)	8%	(29)	355
PID: Ind (no lean)	14%	(64)	43%	(193)	25%	(113)	17%	(75)	445
PID: Rep (no lean)	20%	(40)	46%	(92)	21%	(42)	13%	(26)	201
PID/Gender: Dem Men	22%	(36)	49%	(78)	17%	(28)	12%	(19)	160
PID/Gender: Dem Women	23%	(45)	49%	(95)	23%	(44)	6%	(11)	195
PID/Gender: Ind Men	14%	(32)	45%	(100)	21%	(46)	20%	(45)	223
PID/Gender: Ind Women	15%	(32)	42%	(93)	30%	(67)	14%	(31)	222
PID/Gender: Rep Men	20%	(21)	49%	(52)	14%	(15)	17%	(18)	106
PID/Gender: Rep Women	20%	(19)	42%	(39)	29%	(28)	9%	(8)	95
Ideo: Liberal (1-3)	23%	(74)	47%	(153)	23%	(74)	7%	(23)	324
Ideo: Moderate (4)	16%	(30)	51%	(95)	23%	(43)	9%	(17)	185
Ideo: Conservative (5-7)	20%	(34)	43%	(74)	22%	(38)	16%	(28)	173
Educ: < College	18%	(163)	45%	(415)	23%	(212)	14%	(126)	916
Educ: Bachelors degree	26%	(19)	51%	(37)	19%	(14)	4%	(3)	72
Income: Under 50k	15%	(72)	44%	(215)	25%	(120)	17%	(81)	488
Income: 50k-100k	18%	(60)	50%	(164)	24%	(77)	8%	(27)	328
Income: 100k+	29%	(53)	43%	(78)	16%	(29)	13%	(23)	183
Ethnicity: White	20%	(127)	46%	(291)	24%	(151)	11%	(68)	638
Ethnicity: Hispanic	12%	(24)	45%	(91)	28%	(56)	16%	(32)	203
Ethnicity: Afr. Am.	13%	(17)	43%	(57)	21%	(27)	22%	(29)	131
Ethnicity: Other	18%	(41)	47%	(109)	21%	(48)	14%	(33)	231
All Christian	20%	(56)	51%	(141)	19%	(52)	10%	(26)	274
All Non-Christian	31%	(20)	37%	(24)	18%	(12)	14%	(9)	65
Atheist	23%	(26)	45%	(51)	20%	(22)	12%	(14)	113
Agnostic/Nothing in particular	15%	(83)	44%	(242)	26%	(141)	15%	(82)	548
Religious Non-Protestant/Catholic	27%	(22)	39%	(32)	18%	(15)	16%	(13)	82

Continued on next page

**Table MGC21\_3:** And specifically, how much do you trust each of the following?

My local government

Demographic	A lot		Some		Not much		None at all		Total N
Adults	19%	(185)	46%	(457)	23%	(227)	13%	(131)	1000
Evangelical	24%	(43)	48%	(87)	19%	(35)	8%	(15)	180
Non-Evangelical	20%	(56)	49%	(139)	23%	(65)	8%	(24)	283
Community: Urban	20%	(52)	43%	(111)	26%	(67)	10%	(26)	256
Community: Suburban	18%	(99)	47%	(252)	23%	(122)	12%	(65)	539
Community: Rural	17%	(35)	46%	(94)	18%	(37)	19%	(40)	206
Employ: Private Sector	20%	(17)	49%	(41)	21%	(18)	10%	(9)	84
Employ: Unemployed	13%	(20)	45%	(69)	25%	(38)	17%	(27)	154
Military HH: Yes	16%	(21)	46%	(61)	21%	(28)	17%	(22)	132
Military HH: No	19%	(164)	46%	(396)	23%	(199)	13%	(109)	868
RD/WT: Right Direction	19%	(57)	46%	(141)	20%	(61)	15%	(46)	305
RD/WT: Wrong Track	18%	(128)	45%	(316)	24%	(166)	12%	(85)	695
Trump Job Approve	19%	(52)	44%	(121)	23%	(64)	14%	(37)	274
Trump Job Disapprove	19%	(110)	47%	(274)	23%	(137)	11%	(65)	586
Trump Job Strongly Approve	23%	(25)	32%	(35)	25%	(27)	20%	(22)	109
Trump Job Somewhat Approve	16%	(27)	52%	(87)	22%	(37)	9%	(15)	166
Trump Job Somewhat Disapprove	20%	(42)	51%	(106)	22%	(46)	7%	(16)	209
Trump Job Strongly Disapprove	18%	(69)	44%	(167)	24%	(92)	13%	(49)	377
Favorable of Trump	21%	(54)	46%	(119)	20%	(52)	12%	(30)	256
Unfavorable of Trump	17%	(106)	48%	(290)	24%	(148)	10%	(62)	606
Very Favorable of Trump	25%	(27)	34%	(37)	23%	(25)	19%	(20)	109
Somewhat Favorable of Trump	19%	(27)	56%	(82)	19%	(28)	7%	(10)	147
Somewhat Unfavorable of Trump	19%	(33)	52%	(91)	23%	(40)	7%	(12)	176
Very Unfavorable of Trump	17%	(73)	46%	(200)	25%	(108)	12%	(50)	430
#1 Issue: Economy	19%	(58)	46%	(137)	21%	(61)	13%	(40)	296
#1 Issue: Security	21%	(16)	38%	(29)	18%	(14)	22%	(17)	76
#1 Issue: Health Care	23%	(40)	48%	(82)	18%	(31)	11%	(18)	171
#1 Issue: Women's Issues	16%	(19)	36%	(42)	40%	(47)	8%	(9)	117
#1 Issue: Education	13%	(18)	54%	(78)	22%	(32)	12%	(17)	145
#1 Issue: Energy	20%	(19)	49%	(48)	23%	(22)	8%	(8)	98
#1 Issue: Other	16%	(13)	43%	(36)	20%	(16)	21%	(17)	82
2018 House Vote: Democrat	19%	(22)	53%	(60)	21%	(23)	7%	(8)	112

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**Table MGC21\_3:** *And specifically, how much do you trust each of the following?*  
*My local government*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	19%	(185)	46%	(457)	23%	(227)	13%	(131)	1000
2016 Vote: Hillary Clinton	17%	(13)	49%	(38)	22%	(17)	12%	(9)	78
2016 Vote: Didn't Vote	19%	(165)	46%	(402)	23%	(198)	13%	(115)	881
Voted in 2014: No	19%	(180)	46%	(443)	23%	(224)	13%	(125)	972
2012 Vote: Didn't Vote	19%	(182)	46%	(445)	23%	(224)	13%	(127)	978
4-Region: Northeast	20%	(43)	52%	(112)	17%	(36)	11%	(25)	216
4-Region: Midwest	15%	(36)	43%	(99)	31%	(72)	11%	(24)	232
4-Region: South	19%	(64)	42%	(142)	23%	(79)	15%	(51)	337
4-Region: West	19%	(42)	48%	(104)	18%	(39)	14%	(31)	216

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

**Table MGC21\_4:** And specifically, how much do you trust each of the following?  
U.S. Congress

Demographic	A lot		Some		Not much		None at all		Total N
Adults	10%	(104)	43%	(429)	30%	(303)	16%	(164)	1000
Gender: Male	11%	(56)	41%	(198)	28%	(139)	20%	(95)	489
Gender: Female	9%	(49)	45%	(231)	32%	(164)	13%	(68)	511
Age: 18-34	10%	(49)	45%	(229)	29%	(147)	16%	(81)	506
Generation Z: 13-23	10%	(104)	43%	(429)	30%	(303)	16%	(164)	1000
PID: Dem (no lean)	9%	(34)	43%	(154)	34%	(119)	13%	(47)	355
PID: Ind (no lean)	10%	(43)	41%	(180)	29%	(129)	21%	(93)	445
PID: Rep (no lean)	14%	(28)	47%	(95)	27%	(55)	12%	(23)	201
PID/Gender: Dem Men	13%	(21)	43%	(69)	29%	(46)	15%	(24)	160
PID/Gender: Dem Women	7%	(13)	44%	(86)	37%	(73)	12%	(23)	195
PID/Gender: Ind Men	8%	(19)	39%	(87)	27%	(61)	26%	(57)	223
PID/Gender: Ind Women	11%	(24)	42%	(94)	31%	(68)	16%	(36)	222
PID/Gender: Rep Men	16%	(17)	41%	(43)	30%	(32)	13%	(14)	106
PID/Gender: Rep Women	12%	(11)	54%	(51)	24%	(23)	10%	(9)	95
Ideo: Liberal (1-3)	7%	(24)	41%	(132)	38%	(123)	14%	(45)	324
Ideo: Moderate (4)	9%	(17)	55%	(102)	24%	(44)	12%	(22)	185
Ideo: Conservative (5-7)	19%	(32)	42%	(73)	27%	(46)	13%	(22)	173
Educ: < College	10%	(93)	43%	(392)	30%	(274)	17%	(156)	916
Educ: Bachelors degree	12%	(9)	46%	(33)	34%	(25)	7%	(5)	72
Income: Under 50k	10%	(47)	42%	(205)	30%	(146)	19%	(91)	488
Income: 50k-100k	10%	(32)	43%	(140)	34%	(111)	14%	(45)	328
Income: 100k+	14%	(26)	46%	(84)	25%	(46)	15%	(28)	183
Ethnicity: White	11%	(69)	42%	(269)	33%	(209)	14%	(90)	638
Ethnicity: Hispanic	6%	(13)	40%	(80)	32%	(66)	21%	(44)	203
Ethnicity: Afr. Am.	11%	(14)	44%	(58)	23%	(30)	22%	(29)	131
Ethnicity: Other	9%	(21)	44%	(102)	28%	(64)	19%	(44)	231
All Christian	13%	(36)	51%	(139)	25%	(70)	11%	(30)	274
All Non-Christian	18%	(12)	47%	(31)	22%	(14)	13%	(8)	65
Atheist	5%	(6)	39%	(44)	37%	(42)	19%	(21)	113
Agnostic/Nothing in particular	9%	(51)	39%	(215)	32%	(178)	19%	(105)	548
Religious Non-Protestant/Catholic	18%	(15)	44%	(36)	22%	(18)	16%	(13)	82

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**Table MGC21\_4:** *And specifically, how much do you trust each of the following?*  
U.S. Congress

Demographic	A lot		Some		Not much		None at all		Total N
Adults	10%	(104)	43%	(429)	30%	(303)	16%	(164)	1000
Evangelical	17%	(31)	51%	(91)	22%	(39)	10%	(19)	180
Non-Evangelical	11%	(30)	46%	(131)	31%	(88)	12%	(34)	283
Community: Urban	12%	(31)	42%	(106)	29%	(74)	17%	(44)	256
Community: Suburban	10%	(52)	44%	(237)	30%	(162)	16%	(88)	539
Community: Rural	11%	(22)	42%	(86)	32%	(67)	15%	(32)	206
Employ: Private Sector	11%	(9)	48%	(41)	27%	(23)	14%	(11)	84
Employ: Unemployed	7%	(11)	41%	(63)	30%	(46)	22%	(34)	154
Military HH: Yes	13%	(17)	42%	(55)	26%	(34)	20%	(26)	132
Military HH: No	10%	(87)	43%	(374)	31%	(269)	16%	(138)	868
RD/WT: Right Direction	18%	(56)	45%	(137)	25%	(76)	12%	(37)	305
RD/WT: Wrong Track	7%	(49)	42%	(292)	33%	(227)	18%	(127)	695
Trump Job Approve	17%	(46)	44%	(120)	28%	(76)	12%	(33)	274
Trump Job Disapprove	6%	(38)	42%	(246)	34%	(199)	18%	(103)	586
Trump Job Strongly Approve	25%	(27)	32%	(34)	29%	(32)	14%	(15)	109
Trump Job Somewhat Approve	11%	(19)	52%	(86)	26%	(44)	11%	(18)	166
Trump Job Somewhat Disapprove	9%	(19)	52%	(110)	28%	(58)	11%	(23)	209
Trump Job Strongly Disapprove	5%	(19)	36%	(136)	37%	(141)	21%	(80)	377
Favorable of Trump	17%	(44)	48%	(124)	26%	(65)	9%	(23)	256
Unfavorable of Trump	7%	(41)	44%	(266)	33%	(200)	16%	(99)	606
Very Favorable of Trump	23%	(25)	39%	(43)	26%	(28)	12%	(13)	109
Somewhat Favorable of Trump	13%	(19)	55%	(81)	25%	(37)	7%	(10)	147
Somewhat Unfavorable of Trump	12%	(21)	58%	(101)	21%	(37)	9%	(16)	176
Very Unfavorable of Trump	5%	(20)	38%	(165)	38%	(162)	19%	(83)	430
#1 Issue: Economy	10%	(29)	44%	(131)	29%	(85)	17%	(52)	296
#1 Issue: Security	14%	(11)	45%	(34)	24%	(18)	16%	(12)	76
#1 Issue: Health Care	10%	(17)	44%	(75)	32%	(55)	14%	(24)	171
#1 Issue: Women's Issues	7%	(8)	40%	(47)	43%	(50)	10%	(12)	117
#1 Issue: Education	14%	(21)	43%	(63)	25%	(36)	18%	(25)	145
#1 Issue: Energy	7%	(7)	43%	(42)	36%	(35)	13%	(13)	98
#1 Issue: Other	10%	(9)	40%	(33)	23%	(19)	27%	(22)	82
2018 House Vote: Democrat	11%	(12)	45%	(50)	30%	(34)	14%	(16)	112

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**Table MGC21\_4:** *And specifically, how much do you trust each of the following?*  
U.S. Congress

Demographic	A lot		Some		Not much		None at all		Total N
Adults	10%	(104)	43%	(429)	30%	(303)	16%	(164)	1000
2016 Vote: Hillary Clinton	10%	(8)	43%	(34)	31%	(24)	16%	(12)	78
2016 Vote: Didn't Vote	10%	(92)	43%	(374)	30%	(265)	17%	(149)	881
Voted in 2014: No	10%	(100)	43%	(419)	30%	(294)	16%	(159)	972
2012 Vote: Didn't Vote	10%	(101)	43%	(419)	31%	(299)	16%	(159)	978
4-Region: Northeast	7%	(15)	52%	(111)	29%	(62)	13%	(27)	216
4-Region: Midwest	10%	(24)	44%	(102)	30%	(71)	15%	(35)	232
4-Region: South	11%	(39)	39%	(131)	33%	(111)	17%	(56)	337
4-Region: West	12%	(26)	39%	(85)	27%	(59)	21%	(45)	216

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

**Table MGC21\_5:** *And specifically, how much do you trust each of the following?*  
*The U.S. Supreme Court*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	14%	(137)	45%	(454)	27%	(268)	14%	(142)	1000
Gender: Male	14%	(70)	45%	(221)	24%	(119)	16%	(78)	489
Gender: Female	13%	(67)	45%	(232)	29%	(149)	13%	(64)	511
Age: 18-34	11%	(57)	46%	(235)	28%	(144)	14%	(70)	506
Generation Z: 13-23	14%	(137)	45%	(454)	27%	(268)	14%	(142)	1000
PID: Dem (no lean)	12%	(41)	46%	(163)	31%	(111)	11%	(40)	355
PID: Ind (no lean)	12%	(53)	43%	(191)	27%	(120)	18%	(81)	445
PID: Rep (no lean)	21%	(43)	50%	(100)	18%	(37)	11%	(21)	201
PID/Gender: Dem Men	16%	(25)	47%	(75)	24%	(39)	13%	(21)	160
PID/Gender: Dem Women	8%	(16)	45%	(88)	37%	(72)	10%	(19)	195
PID/Gender: Ind Men	10%	(23)	41%	(91)	29%	(65)	20%	(44)	223
PID/Gender: Ind Women	13%	(30)	45%	(100)	25%	(55)	17%	(37)	222
PID/Gender: Rep Men	21%	(22)	52%	(55)	15%	(15)	13%	(13)	106
PID/Gender: Rep Women	22%	(21)	47%	(45)	22%	(21)	8%	(8)	95
Ideo: Liberal (1-3)	9%	(28)	44%	(143)	37%	(119)	11%	(34)	324
Ideo: Moderate (4)	16%	(29)	50%	(92)	25%	(46)	10%	(18)	185
Ideo: Conservative (5-7)	20%	(35)	54%	(94)	15%	(26)	10%	(17)	173
Educ: < College	14%	(124)	45%	(414)	26%	(241)	15%	(137)	916
Educ: Bachelors degree	14%	(10)	48%	(35)	33%	(24)	5%	(3)	72
Income: Under 50k	13%	(61)	41%	(198)	29%	(144)	17%	(85)	488
Income: 50k-100k	11%	(36)	53%	(174)	25%	(82)	11%	(36)	328
Income: 100k+	22%	(40)	44%	(81)	23%	(42)	11%	(21)	183
Ethnicity: White	14%	(90)	47%	(299)	27%	(173)	12%	(76)	638
Ethnicity: Hispanic	11%	(23)	43%	(88)	27%	(55)	18%	(37)	203
Ethnicity: Afr. Am.	12%	(16)	38%	(50)	31%	(41)	19%	(25)	131
Ethnicity: Other	13%	(31)	45%	(105)	23%	(54)	18%	(41)	231
All Christian	19%	(52)	55%	(150)	16%	(45)	10%	(28)	274
All Non-Christian	22%	(14)	40%	(26)	24%	(15)	15%	(10)	65
Atheist	7%	(8)	47%	(53)	32%	(36)	14%	(16)	113
Agnostic/Nothing in particular	11%	(63)	41%	(225)	31%	(172)	16%	(89)	548
Religious Non-Protestant/Catholic	21%	(18)	40%	(33)	22%	(18)	16%	(14)	82

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**Table MGC21\_5:** *And specifically, how much do you trust each of the following?*  
*The U.S. Supreme Court*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	14%	(137)	45%	(454)	27%	(268)	14%	(142)	1000
Evangelical	23%	(42)	46%	(82)	23%	(41)	8%	(15)	180
Non-Evangelical	14%	(39)	54%	(152)	22%	(62)	10%	(30)	283
Community: Urban	18%	(46)	41%	(105)	27%	(70)	13%	(34)	256
Community: Suburban	12%	(65)	48%	(258)	26%	(142)	14%	(75)	539
Community: Rural	13%	(26)	44%	(91)	27%	(56)	16%	(33)	206
Employ: Private Sector	11%	(9)	45%	(38)	36%	(30)	7%	(6)	84
Employ: Unemployed	10%	(15)	46%	(70)	25%	(39)	19%	(29)	154
Military HH: Yes	15%	(20)	46%	(61)	24%	(31)	15%	(20)	132
Military HH: No	13%	(117)	45%	(392)	27%	(236)	14%	(122)	868
RD/WT: Right Direction	22%	(66)	46%	(140)	20%	(60)	12%	(38)	305
RD/WT: Wrong Track	10%	(70)	45%	(313)	30%	(207)	15%	(104)	695
Trump Job Approve	20%	(55)	51%	(141)	18%	(49)	10%	(29)	274
Trump Job Disapprove	10%	(61)	43%	(255)	31%	(184)	15%	(87)	586
Trump Job Strongly Approve	26%	(28)	47%	(51)	15%	(16)	12%	(13)	109
Trump Job Somewhat Approve	16%	(27)	54%	(90)	20%	(33)	9%	(15)	166
Trump Job Somewhat Disapprove	16%	(33)	50%	(104)	24%	(51)	10%	(22)	209
Trump Job Strongly Disapprove	8%	(28)	40%	(151)	35%	(133)	17%	(65)	377
Favorable of Trump	23%	(58)	53%	(137)	16%	(42)	8%	(20)	256
Unfavorable of Trump	10%	(58)	45%	(271)	32%	(192)	14%	(85)	606
Very Favorable of Trump	27%	(29)	48%	(52)	16%	(18)	9%	(10)	109
Somewhat Favorable of Trump	20%	(29)	57%	(84)	16%	(24)	7%	(10)	147
Somewhat Unfavorable of Trump	17%	(29)	53%	(93)	21%	(37)	9%	(16)	176
Very Unfavorable of Trump	7%	(29)	41%	(178)	36%	(155)	16%	(69)	430
#1 Issue: Economy	15%	(43)	46%	(136)	26%	(76)	14%	(41)	296
#1 Issue: Security	18%	(13)	44%	(33)	20%	(15)	18%	(14)	76
#1 Issue: Health Care	11%	(18)	49%	(84)	28%	(48)	12%	(20)	171
#1 Issue: Women's Issues	10%	(12)	39%	(46)	40%	(47)	11%	(13)	117
#1 Issue: Education	16%	(23)	48%	(70)	24%	(35)	12%	(18)	145
#1 Issue: Energy	15%	(15)	42%	(41)	31%	(30)	13%	(12)	98
#1 Issue: Other	11%	(9)	48%	(39)	15%	(13)	26%	(22)	82
2018 House Vote: Democrat	12%	(14)	47%	(53)	30%	(34)	10%	(11)	112

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**Table MGC21\_5:** *And specifically, how much do you trust each of the following?*  
*The U.S. Supreme Court*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	14%	(137)	45%	(454)	27%	(268)	14%	(142)	1000
2016 Vote: Hillary Clinton	11%	(8)	48%	(37)	27%	(21)	15%	(11)	78
2016 Vote: Didn't Vote	14%	(124)	45%	(392)	27%	(235)	15%	(129)	881
Voted in 2014: No	14%	(135)	45%	(439)	27%	(259)	14%	(139)	972
2012 Vote: Didn't Vote	14%	(135)	45%	(444)	27%	(261)	14%	(138)	978
4-Region: Northeast	10%	(21)	51%	(111)	27%	(57)	12%	(26)	216
4-Region: Midwest	16%	(38)	44%	(102)	27%	(63)	12%	(29)	232
4-Region: South	13%	(45)	44%	(148)	28%	(94)	14%	(49)	337
4-Region: West	15%	(32)	43%	(93)	24%	(53)	18%	(38)	216

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

**Table MGC21\_6:** *And specifically, how much do you trust each of the following?*  
*The military*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	25%	(251)	42%	(422)	19%	(189)	14%	(137)	1000
Gender: Male	26%	(129)	39%	(189)	18%	(86)	17%	(85)	489
Gender: Female	24%	(122)	46%	(234)	20%	(103)	10%	(52)	511
Age: 18-34	23%	(116)	40%	(202)	21%	(105)	16%	(83)	506
Generation Z: 13-23	25%	(251)	42%	(422)	19%	(189)	14%	(137)	1000
PID: Dem (no lean)	17%	(60)	46%	(163)	24%	(85)	13%	(47)	355
PID: Ind (no lean)	25%	(112)	40%	(180)	17%	(76)	17%	(78)	445
PID: Rep (no lean)	40%	(79)	40%	(80)	14%	(29)	6%	(13)	201
PID/Gender: Dem Men	19%	(30)	43%	(68)	22%	(35)	17%	(27)	160
PID/Gender: Dem Women	16%	(30)	49%	(95)	25%	(49)	10%	(20)	195
PID/Gender: Ind Men	23%	(51)	40%	(88)	16%	(35)	22%	(49)	223
PID/Gender: Ind Women	27%	(61)	41%	(92)	19%	(41)	13%	(28)	222
PID/Gender: Rep Men	46%	(49)	31%	(32)	15%	(16)	9%	(9)	106
PID/Gender: Rep Women	33%	(31)	50%	(47)	13%	(13)	4%	(4)	95
Ideo: Liberal (1-3)	14%	(44)	44%	(141)	29%	(95)	14%	(44)	324
Ideo: Moderate (4)	31%	(57)	39%	(73)	20%	(37)	9%	(18)	185
Ideo: Conservative (5-7)	38%	(66)	42%	(73)	13%	(22)	7%	(12)	173
Educ: < College	25%	(229)	43%	(390)	18%	(167)	14%	(130)	916
Educ: Bachelors degree	25%	(18)	41%	(29)	28%	(20)	6%	(4)	72
Income: Under 50k	23%	(113)	39%	(192)	21%	(100)	17%	(83)	488
Income: 50k-100k	25%	(81)	46%	(151)	19%	(62)	11%	(35)	328
Income: 100k+	31%	(57)	43%	(80)	15%	(27)	10%	(19)	183
Ethnicity: White	26%	(163)	43%	(272)	19%	(124)	12%	(79)	638
Ethnicity: Hispanic	22%	(44)	36%	(73)	24%	(49)	18%	(37)	203
Ethnicity: Afr. Am.	28%	(36)	39%	(51)	14%	(19)	19%	(25)	131
Ethnicity: Other	22%	(52)	43%	(100)	20%	(46)	14%	(33)	231
All Christian	35%	(96)	41%	(114)	16%	(44)	7%	(20)	274
All Non-Christian	34%	(22)	39%	(25)	17%	(11)	9%	(6)	65
Atheist	10%	(11)	38%	(43)	36%	(40)	16%	(18)	113
Agnostic/Nothing in particular	22%	(122)	44%	(240)	17%	(93)	17%	(93)	548
Religious Non-Protestant/Catholic	32%	(27)	41%	(34)	16%	(13)	10%	(8)	82

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**Table MGC21\_6:** *And specifically, how much do you trust each of the following?*  
*The military*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	25%	(251)	42%	(422)	19%	(189)	14%	(137)	1000
Evangelical	38%	(69)	40%	(73)	13%	(24)	8%	(15)	180
Non-Evangelical	31%	(87)	43%	(121)	18%	(52)	8%	(24)	283
Community: Urban	30%	(76)	35%	(90)	21%	(54)	14%	(36)	256
Community: Suburban	22%	(118)	47%	(253)	18%	(98)	13%	(69)	539
Community: Rural	28%	(57)	38%	(79)	18%	(37)	16%	(33)	206
Employ: Private Sector	22%	(19)	42%	(35)	24%	(20)	11%	(10)	84
Employ: Unemployed	23%	(35)	38%	(58)	19%	(30)	20%	(31)	154
Military HH: Yes	34%	(45)	36%	(47)	16%	(22)	14%	(18)	132
Military HH: No	24%	(206)	43%	(375)	19%	(168)	14%	(119)	868
RD/WT: Right Direction	35%	(107)	40%	(122)	13%	(39)	12%	(36)	305
RD/WT: Wrong Track	21%	(144)	43%	(300)	22%	(150)	15%	(101)	695
Trump Job Approve	38%	(104)	40%	(111)	12%	(34)	9%	(26)	274
Trump Job Disapprove	19%	(109)	43%	(251)	23%	(138)	15%	(88)	586
Trump Job Strongly Approve	45%	(49)	32%	(35)	14%	(15)	10%	(11)	109
Trump Job Somewhat Approve	34%	(56)	46%	(76)	11%	(19)	9%	(15)	166
Trump Job Somewhat Disapprove	27%	(56)	43%	(91)	24%	(49)	6%	(14)	209
Trump Job Strongly Disapprove	14%	(54)	43%	(161)	23%	(88)	20%	(74)	377
Favorable of Trump	41%	(105)	41%	(105)	12%	(31)	6%	(15)	256
Unfavorable of Trump	19%	(113)	46%	(276)	22%	(132)	14%	(84)	606
Very Favorable of Trump	44%	(48)	37%	(41)	11%	(12)	7%	(8)	109
Somewhat Favorable of Trump	39%	(57)	43%	(64)	13%	(18)	5%	(7)	147
Somewhat Unfavorable of Trump	27%	(47)	49%	(85)	17%	(29)	8%	(14)	176
Very Unfavorable of Trump	15%	(66)	44%	(191)	24%	(103)	16%	(70)	430
#1 Issue: Economy	29%	(86)	41%	(122)	18%	(53)	12%	(36)	296
#1 Issue: Security	41%	(31)	31%	(24)	15%	(12)	13%	(10)	76
#1 Issue: Health Care	20%	(35)	45%	(77)	21%	(35)	14%	(24)	171
#1 Issue: Women's Issues	20%	(23)	49%	(57)	23%	(26)	9%	(11)	117
#1 Issue: Education	24%	(35)	43%	(62)	20%	(29)	14%	(20)	145
#1 Issue: Energy	14%	(14)	48%	(47)	21%	(20)	17%	(17)	98
#1 Issue: Other	27%	(22)	39%	(32)	12%	(10)	22%	(18)	82
2018 House Vote: Democrat	19%	(21)	40%	(45)	27%	(30)	14%	(16)	112

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**Table MGC21\_6:** And specifically, how much do you trust each of the following?

*The military*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	25%	(251)	42%	(422)	19%	(189)	14%	(137)	1000
2016 Vote: Hillary Clinton	18%	(14)	39%	(30)	24%	(18)	19%	(15)	78
2016 Vote: Didn't Vote	25%	(224)	42%	(373)	19%	(164)	14%	(120)	881
Voted in 2014: No	25%	(247)	42%	(411)	19%	(182)	14%	(132)	972
2012 Vote: Didn't Vote	25%	(245)	42%	(415)	19%	(186)	14%	(132)	978
4-Region: Northeast	26%	(56)	42%	(91)	19%	(41)	13%	(29)	216
4-Region: Midwest	24%	(56)	47%	(108)	16%	(38)	13%	(30)	232
4-Region: South	28%	(94)	37%	(125)	22%	(74)	13%	(44)	337
4-Region: West	21%	(46)	46%	(99)	17%	(37)	16%	(35)	216

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

**Table MGC21\_7:** *And specifically, how much do you trust each of the following?*  
*The police*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	22%	(220)	42%	(416)	21%	(212)	15%	(151)	1000
Gender: Male	23%	(111)	41%	(198)	20%	(99)	16%	(80)	489
Gender: Female	21%	(109)	43%	(218)	22%	(113)	14%	(71)	511
Age: 18-34	19%	(96)	39%	(199)	23%	(118)	18%	(93)	506
Generation Z: 13-23	22%	(220)	42%	(416)	21%	(212)	15%	(151)	1000
PID: Dem (no lean)	15%	(55)	45%	(160)	25%	(90)	14%	(50)	355
PID: Ind (no lean)	22%	(97)	39%	(176)	20%	(90)	18%	(81)	445
PID: Rep (no lean)	34%	(68)	40%	(80)	16%	(32)	10%	(20)	201
PID/Gender: Dem Men	19%	(30)	42%	(67)	25%	(40)	14%	(23)	160
PID/Gender: Dem Women	13%	(25)	48%	(93)	26%	(50)	14%	(27)	195
PID/Gender: Ind Men	21%	(46)	39%	(87)	20%	(44)	20%	(46)	223
PID/Gender: Ind Women	23%	(52)	40%	(88)	21%	(47)	16%	(36)	222
PID/Gender: Rep Men	33%	(35)	41%	(44)	14%	(15)	11%	(12)	106
PID/Gender: Rep Women	35%	(33)	39%	(37)	17%	(16)	9%	(9)	95
Ideo: Liberal (1-3)	12%	(40)	47%	(153)	26%	(85)	14%	(47)	324
Ideo: Moderate (4)	25%	(47)	42%	(78)	21%	(39)	11%	(21)	185
Ideo: Conservative (5-7)	34%	(59)	39%	(67)	17%	(29)	10%	(18)	173
Educ: < College	22%	(198)	42%	(386)	21%	(190)	15%	(141)	916
Educ: Bachelors degree	24%	(18)	38%	(28)	28%	(20)	10%	(7)	72
Income: Under 50k	19%	(94)	38%	(184)	24%	(116)	19%	(94)	488
Income: 50k-100k	24%	(77)	44%	(146)	20%	(66)	12%	(39)	328
Income: 100k+	27%	(49)	47%	(86)	17%	(31)	10%	(18)	183
Ethnicity: White	24%	(152)	42%	(271)	21%	(136)	12%	(80)	638
Ethnicity: Hispanic	17%	(34)	41%	(83)	21%	(43)	21%	(43)	203
Ethnicity: Afr. Am.	17%	(22)	35%	(46)	22%	(28)	26%	(34)	131
Ethnicity: Other	20%	(47)	43%	(99)	21%	(48)	16%	(37)	231
All Christian	29%	(80)	45%	(123)	15%	(42)	11%	(29)	274
All Non-Christian	33%	(21)	44%	(28)	14%	(9)	9%	(6)	65
Atheist	11%	(13)	44%	(49)	30%	(33)	16%	(18)	113
Agnostic/Nothing in particular	19%	(107)	39%	(215)	23%	(128)	18%	(98)	548
Religious Non-Protestant/Catholic	30%	(25)	45%	(37)	13%	(11)	12%	(10)	82

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**Table MGC21\_7:** *And specifically, how much do you trust each of the following?*  
*The police*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	22%	(220)	42%	(416)	21%	(212)	15%	(151)	1000
Evangelical	36%	(66)	39%	(69)	16%	(29)	9%	(16)	180
Non-Evangelical	26%	(74)	46%	(131)	17%	(49)	10%	(29)	283
Community: Urban	26%	(66)	33%	(85)	25%	(65)	16%	(40)	256
Community: Suburban	20%	(110)	45%	(243)	21%	(112)	14%	(74)	539
Community: Rural	22%	(44)	43%	(88)	17%	(36)	18%	(38)	206
Employ: Private Sector	27%	(23)	36%	(31)	27%	(23)	10%	(8)	84
Employ: Unemployed	15%	(23)	41%	(62)	24%	(37)	20%	(31)	154
Military HH: Yes	28%	(37)	39%	(51)	15%	(20)	18%	(24)	132
Military HH: No	21%	(184)	42%	(365)	22%	(192)	15%	(127)	868
RD/WT: Right Direction	30%	(93)	41%	(124)	16%	(49)	13%	(39)	305
RD/WT: Wrong Track	18%	(128)	42%	(292)	23%	(163)	16%	(112)	695
Trump Job Approve	33%	(92)	40%	(109)	17%	(47)	10%	(27)	274
Trump Job Disapprove	17%	(100)	42%	(248)	25%	(145)	16%	(93)	586
Trump Job Strongly Approve	38%	(41)	34%	(36)	18%	(20)	11%	(12)	109
Trump Job Somewhat Approve	31%	(51)	44%	(72)	17%	(28)	9%	(15)	166
Trump Job Somewhat Disapprove	25%	(53)	46%	(97)	21%	(43)	8%	(16)	209
Trump Job Strongly Disapprove	12%	(47)	40%	(151)	27%	(102)	20%	(77)	377
Favorable of Trump	39%	(99)	38%	(98)	16%	(40)	7%	(19)	256
Unfavorable of Trump	17%	(101)	44%	(269)	24%	(143)	15%	(92)	606
Very Favorable of Trump	40%	(43)	35%	(38)	18%	(19)	8%	(8)	109
Somewhat Favorable of Trump	38%	(56)	41%	(60)	14%	(21)	7%	(11)	147
Somewhat Unfavorable of Trump	28%	(48)	48%	(84)	18%	(32)	7%	(12)	176
Very Unfavorable of Trump	12%	(53)	43%	(186)	26%	(112)	19%	(80)	430
#1 Issue: Economy	26%	(76)	38%	(111)	22%	(65)	15%	(44)	296
#1 Issue: Security	30%	(23)	45%	(34)	7%	(5)	18%	(13)	76
#1 Issue: Health Care	19%	(32)	43%	(73)	25%	(43)	13%	(22)	171
#1 Issue: Women's Issues	17%	(19)	46%	(55)	23%	(27)	14%	(17)	117
#1 Issue: Education	18%	(26)	51%	(74)	17%	(25)	14%	(20)	145
#1 Issue: Energy	20%	(19)	39%	(38)	27%	(26)	14%	(14)	98
#1 Issue: Other	28%	(23)	29%	(24)	24%	(20)	19%	(16)	82
2018 House Vote: Democrat	15%	(17)	42%	(48)	28%	(31)	14%	(16)	112

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**Table MGC21\_7:** *And specifically, how much do you trust each of the following?*  
*The police*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	22%	(220)	42%	(416)	21%	(212)	15%	(151)	1000
2016 Vote: Hillary Clinton	17%	(13)	38%	(29)	24%	(19)	21%	(16)	78
2016 Vote: Didn't Vote	22%	(196)	42%	(370)	21%	(186)	15%	(129)	881
Voted in 2014: No	22%	(216)	41%	(402)	22%	(211)	15%	(143)	972
2012 Vote: Didn't Vote	22%	(217)	41%	(406)	21%	(210)	15%	(145)	978
4-Region: Northeast	21%	(46)	46%	(99)	21%	(46)	12%	(26)	216
4-Region: Midwest	24%	(56)	41%	(94)	20%	(46)	15%	(35)	232
4-Region: South	21%	(70)	40%	(134)	22%	(75)	17%	(57)	337
4-Region: West	23%	(49)	41%	(88)	21%	(45)	15%	(33)	216

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

**Table MGC21\_8:** *And specifically, how much do you trust each of the following?*  
*The media*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	8%	(84)	32%	(317)	38%	(381)	22%	(219)	1000
Gender: Male	8%	(42)	31%	(150)	37%	(180)	24%	(117)	489
Gender: Female	8%	(42)	33%	(167)	39%	(201)	20%	(102)	511
Age: 18-34	9%	(44)	32%	(162)	36%	(181)	24%	(119)	506
Generation Z: 13-23	8%	(84)	32%	(317)	38%	(381)	22%	(219)	1000
PID: Dem (no lean)	9%	(33)	40%	(141)	37%	(130)	14%	(51)	355
PID: Ind (no lean)	7%	(30)	28%	(123)	40%	(176)	26%	(116)	445
PID: Rep (no lean)	10%	(21)	26%	(53)	37%	(75)	26%	(52)	201
PID/Gender: Dem Men	12%	(19)	38%	(61)	32%	(52)	18%	(29)	160
PID/Gender: Dem Women	7%	(14)	41%	(80)	40%	(78)	11%	(22)	195
PID/Gender: Ind Men	5%	(11)	28%	(63)	40%	(88)	27%	(60)	223
PID/Gender: Ind Women	8%	(19)	27%	(60)	40%	(88)	25%	(55)	222
PID/Gender: Rep Men	11%	(12)	25%	(26)	38%	(40)	26%	(28)	106
PID/Gender: Rep Women	10%	(9)	28%	(26)	37%	(35)	26%	(24)	95
Ideo: Liberal (1-3)	10%	(31)	39%	(125)	37%	(119)	15%	(49)	324
Ideo: Moderate (4)	10%	(18)	34%	(63)	35%	(65)	21%	(40)	185
Ideo: Conservative (5-7)	4%	(6)	22%	(38)	40%	(69)	34%	(59)	173
Educ: < College	8%	(75)	31%	(283)	38%	(350)	23%	(208)	916
Educ: Bachelors degree	10%	(7)	40%	(29)	38%	(28)	12%	(8)	72
Income: Under 50k	9%	(43)	31%	(151)	39%	(188)	22%	(107)	488
Income: 50k-100k	7%	(24)	34%	(110)	40%	(130)	20%	(64)	328
Income: 100k+	9%	(17)	31%	(56)	34%	(63)	26%	(48)	183
Ethnicity: White	7%	(44)	31%	(199)	40%	(255)	22%	(141)	638
Ethnicity: Hispanic	10%	(20)	31%	(63)	38%	(76)	22%	(44)	203
Ethnicity: Afr. Am.	15%	(19)	28%	(37)	36%	(47)	21%	(28)	131
Ethnicity: Other	9%	(21)	35%	(81)	34%	(79)	22%	(50)	231
All Christian	9%	(26)	28%	(76)	39%	(107)	24%	(66)	274
All Non-Christian	15%	(9)	46%	(30)	23%	(15)	16%	(10)	65
Atheist	10%	(11)	30%	(34)	39%	(44)	21%	(23)	113
Agnostic/Nothing in particular	7%	(38)	32%	(177)	39%	(214)	22%	(120)	548
Religious Non-Protestant/Catholic	12%	(10)	42%	(34)	26%	(21)	20%	(17)	82

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**Table MGC21\_8:** *And specifically, how much do you trust each of the following?*  
*The media*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	8%	(84)	32%	(317)	38%	(381)	22%	(219)	1000
Evangelical	12%	(22)	31%	(55)	38%	(68)	20%	(36)	180
Non-Evangelical	8%	(23)	30%	(84)	41%	(116)	21%	(59)	283
Community: Urban	15%	(37)	32%	(82)	39%	(99)	15%	(38)	256
Community: Suburban	5%	(27)	34%	(186)	39%	(208)	22%	(118)	539
Community: Rural	10%	(20)	24%	(50)	36%	(73)	31%	(63)	206
Employ: Private Sector	10%	(8)	35%	(29)	40%	(34)	15%	(13)	84
Employ: Unemployed	14%	(21)	28%	(42)	33%	(50)	26%	(40)	154
Military HH: Yes	9%	(12)	23%	(30)	40%	(54)	28%	(36)	132
Military HH: No	8%	(72)	33%	(287)	38%	(327)	21%	(182)	868
RD/WT: Right Direction	11%	(32)	28%	(87)	37%	(113)	24%	(74)	305
RD/WT: Wrong Track	7%	(52)	33%	(230)	39%	(268)	21%	(145)	695
Trump Job Approve	10%	(26)	25%	(70)	34%	(93)	31%	(86)	274
Trump Job Disapprove	9%	(51)	36%	(210)	39%	(229)	17%	(97)	586
Trump Job Strongly Approve	11%	(12)	23%	(25)	34%	(37)	32%	(35)	109
Trump Job Somewhat Approve	9%	(14)	27%	(44)	34%	(56)	31%	(51)	166
Trump Job Somewhat Disapprove	9%	(18)	34%	(70)	44%	(92)	14%	(29)	209
Trump Job Strongly Disapprove	9%	(33)	37%	(139)	36%	(137)	18%	(68)	377
Favorable of Trump	10%	(25)	28%	(71)	35%	(89)	28%	(72)	256
Unfavorable of Trump	8%	(50)	35%	(213)	40%	(244)	16%	(98)	606
Very Favorable of Trump	15%	(16)	25%	(27)	29%	(32)	31%	(34)	109
Somewhat Favorable of Trump	6%	(9)	29%	(43)	39%	(57)	26%	(38)	147
Somewhat Unfavorable of Trump	6%	(10)	34%	(60)	46%	(80)	15%	(26)	176
Very Unfavorable of Trump	9%	(40)	36%	(153)	38%	(164)	17%	(72)	430
#1 Issue: Economy	7%	(22)	32%	(93)	37%	(109)	24%	(71)	296
#1 Issue: Security	8%	(6)	20%	(15)	36%	(28)	36%	(27)	76
#1 Issue: Health Care	11%	(18)	35%	(59)	40%	(68)	15%	(25)	171
#1 Issue: Women's Issues	5%	(5)	40%	(47)	36%	(42)	20%	(23)	117
#1 Issue: Education	10%	(15)	31%	(45)	44%	(64)	15%	(21)	145
#1 Issue: Energy	3%	(3)	30%	(29)	42%	(41)	25%	(24)	98
#1 Issue: Other	11%	(9)	33%	(27)	28%	(23)	27%	(23)	82
2018 House Vote: Democrat	11%	(12)	38%	(42)	37%	(42)	14%	(16)	112

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**Table MGC21\_8:** And specifically, how much do you trust each of the following?

*The media*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	8%	(84)	32%	(317)	38%	(381)	22%	(219)	1000
2016 Vote: Hillary Clinton	14%	(11)	39%	(31)	32%	(25)	14%	(11)	78
2016 Vote: Didn't Vote	8%	(70)	31%	(274)	39%	(340)	22%	(197)	881
Voted in 2014: No	8%	(79)	32%	(308)	38%	(370)	22%	(215)	972
2012 Vote: Didn't Vote	8%	(81)	32%	(309)	38%	(371)	22%	(217)	978
4-Region: Northeast	7%	(15)	37%	(79)	38%	(82)	18%	(40)	216
4-Region: Midwest	5%	(12)	32%	(75)	37%	(86)	25%	(58)	232
4-Region: South	11%	(36)	28%	(94)	40%	(136)	21%	(71)	337
4-Region: West	10%	(21)	32%	(69)	35%	(77)	23%	(50)	216

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

**Table MGC21\_9:** *And specifically, how much do you trust each of the following?*  
*The criminal justice system*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	11%	(113)	40%	(397)	32%	(322)	17%	(168)	1000
Gender: Male	11%	(55)	38%	(187)	31%	(153)	19%	(94)	489
Gender: Female	11%	(58)	41%	(210)	33%	(169)	14%	(74)	511
Age: 18-34	11%	(58)	39%	(196)	31%	(159)	19%	(94)	506
Generation Z: 13-23	11%	(113)	40%	(397)	32%	(322)	17%	(168)	1000
PID: Dem (no lean)	11%	(37)	36%	(129)	39%	(140)	14%	(48)	355
PID: Ind (no lean)	9%	(41)	38%	(169)	32%	(143)	21%	(92)	445
PID: Rep (no lean)	18%	(35)	50%	(100)	19%	(39)	13%	(27)	201
PID/Gender: Dem Men	11%	(18)	36%	(58)	37%	(59)	16%	(25)	160
PID/Gender: Dem Women	10%	(19)	37%	(72)	42%	(81)	12%	(23)	195
PID/Gender: Ind Men	8%	(18)	35%	(77)	34%	(76)	23%	(51)	223
PID/Gender: Ind Women	10%	(22)	41%	(92)	30%	(66)	19%	(42)	222
PID/Gender: Rep Men	18%	(19)	49%	(52)	17%	(18)	16%	(17)	106
PID/Gender: Rep Women	17%	(17)	50%	(47)	23%	(21)	10%	(10)	95
Ideo: Liberal (1-3)	9%	(28)	34%	(109)	43%	(138)	15%	(49)	324
Ideo: Moderate (4)	13%	(24)	48%	(88)	25%	(46)	15%	(27)	185
Ideo: Conservative (5-7)	16%	(28)	46%	(79)	27%	(46)	11%	(20)	173
Educ: < College	11%	(98)	40%	(368)	32%	(292)	17%	(159)	916
Educ: Bachelors degree	17%	(12)	37%	(27)	38%	(28)	8%	(6)	72
Income: Under 50k	11%	(56)	34%	(166)	34%	(164)	21%	(102)	488
Income: 50k-100k	10%	(34)	46%	(150)	31%	(103)	12%	(41)	328
Income: 100k+	13%	(23)	44%	(81)	30%	(54)	14%	(25)	183
Ethnicity: White	12%	(76)	41%	(263)	32%	(204)	15%	(95)	638
Ethnicity: Hispanic	9%	(19)	36%	(73)	34%	(69)	20%	(41)	203
Ethnicity: Afr. Am.	11%	(14)	30%	(40)	32%	(42)	27%	(35)	131
Ethnicity: Other	10%	(23)	41%	(94)	33%	(77)	16%	(37)	231
All Christian	15%	(41)	50%	(136)	25%	(70)	10%	(27)	274
All Non-Christian	16%	(11)	45%	(29)	25%	(16)	14%	(9)	65
Atheist	8%	(9)	36%	(41)	35%	(40)	20%	(23)	113
Agnostic/Nothing in particular	10%	(52)	35%	(191)	36%	(196)	20%	(108)	548
Religious Non-Protestant/Catholic	16%	(14)	47%	(39)	21%	(17)	16%	(13)	82

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**Table MGC21\_9:** And specifically, how much do you trust each of the following?  
The criminal justice system

Demographic	A lot		Some		Not much		None at all		Total N
Adults	11%	(113)	40%	(397)	32%	(322)	17%	(168)	1000
Evangelical	16%	(29)	43%	(76)	31%	(55)	11%	(20)	180
Non-Evangelical	12%	(33)	46%	(130)	31%	(87)	12%	(34)	283
Community: Urban	16%	(41)	33%	(85)	34%	(87)	17%	(43)	256
Community: Suburban	9%	(49)	44%	(237)	31%	(168)	16%	(84)	539
Community: Rural	11%	(23)	36%	(75)	33%	(67)	20%	(40)	206
Employ: Private Sector	15%	(12)	38%	(32)	34%	(29)	13%	(11)	84
Employ: Unemployed	6%	(9)	34%	(52)	40%	(61)	21%	(32)	154
Military HH: Yes	17%	(22)	37%	(49)	25%	(33)	21%	(28)	132
Military HH: No	11%	(91)	40%	(348)	33%	(288)	16%	(140)	868
RD/WT: Right Direction	17%	(51)	45%	(137)	25%	(76)	14%	(42)	305
RD/WT: Wrong Track	9%	(62)	38%	(261)	35%	(246)	18%	(126)	695
Trump Job Approve	15%	(42)	49%	(133)	23%	(64)	13%	(35)	274
Trump Job Disapprove	9%	(54)	35%	(208)	38%	(224)	17%	(101)	586
Trump Job Strongly Approve	20%	(21)	43%	(47)	20%	(22)	17%	(18)	109
Trump Job Somewhat Approve	12%	(21)	52%	(87)	25%	(42)	10%	(17)	166
Trump Job Somewhat Disapprove	14%	(30)	43%	(89)	34%	(72)	9%	(18)	209
Trump Job Strongly Disapprove	6%	(24)	31%	(118)	40%	(152)	22%	(83)	377
Favorable of Trump	18%	(45)	52%	(132)	22%	(56)	9%	(23)	256
Unfavorable of Trump	8%	(51)	37%	(227)	37%	(225)	17%	(102)	606
Very Favorable of Trump	18%	(20)	47%	(51)	21%	(23)	14%	(15)	109
Somewhat Favorable of Trump	17%	(26)	55%	(81)	22%	(33)	5%	(8)	147
Somewhat Unfavorable of Trump	10%	(18)	53%	(94)	27%	(48)	9%	(16)	176
Very Unfavorable of Trump	8%	(33)	31%	(133)	41%	(177)	20%	(86)	430
#1 Issue: Economy	12%	(35)	43%	(128)	27%	(79)	18%	(54)	296
#1 Issue: Security	19%	(14)	40%	(31)	22%	(17)	19%	(14)	76
#1 Issue: Health Care	15%	(26)	36%	(61)	35%	(60)	14%	(24)	171
#1 Issue: Women's Issues	5%	(6)	43%	(51)	37%	(44)	14%	(17)	117
#1 Issue: Education	9%	(12)	45%	(65)	33%	(47)	14%	(20)	145
#1 Issue: Energy	8%	(8)	36%	(35)	42%	(41)	14%	(14)	98
#1 Issue: Other	12%	(10)	31%	(25)	33%	(27)	24%	(20)	82
2018 House Vote: Democrat	11%	(13)	34%	(38)	40%	(45)	14%	(16)	112

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**Table MGC21\_9:** *And specifically, how much do you trust each of the following?*  
*The criminal justice system*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	11%	(113)	40%	(397)	32%	(322)	17%	(168)	1000
2016 Vote: Hillary Clinton	13%	(10)	32%	(25)	38%	(29)	18%	(14)	78
2016 Vote: Didn't Vote	12%	(102)	40%	(352)	31%	(276)	17%	(151)	881
Voted in 2014: No	11%	(108)	40%	(390)	32%	(310)	17%	(164)	972
2012 Vote: Didn't Vote	11%	(108)	40%	(390)	32%	(315)	17%	(164)	978
4-Region: Northeast	12%	(26)	39%	(84)	37%	(81)	12%	(26)	216
4-Region: Midwest	10%	(24)	46%	(107)	27%	(63)	16%	(38)	232
4-Region: South	13%	(44)	36%	(120)	35%	(118)	16%	(55)	337
4-Region: West	9%	(20)	40%	(87)	28%	(60)	23%	(49)	216

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

**Table MGC21\_10:** *And specifically, how much do you trust each of the following?*  
*The public educational system*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	15%	(154)	44%	(436)	26%	(264)	15%	(145)	1000
Gender: Male	16%	(76)	44%	(217)	24%	(116)	16%	(80)	489
Gender: Female	15%	(78)	43%	(219)	29%	(148)	13%	(66)	511
Age: 18-34	16%	(79)	46%	(235)	24%	(123)	14%	(70)	506
Generation Z: 13-23	15%	(154)	44%	(436)	26%	(264)	15%	(145)	1000
PID: Dem (no lean)	17%	(62)	47%	(165)	29%	(104)	7%	(24)	355
PID: Ind (no lean)	14%	(62)	41%	(182)	26%	(116)	19%	(86)	445
PID: Rep (no lean)	15%	(31)	44%	(89)	22%	(45)	18%	(36)	201
PID/Gender: Dem Men	19%	(30)	50%	(79)	25%	(40)	7%	(11)	160
PID/Gender: Dem Women	16%	(32)	44%	(86)	33%	(64)	7%	(13)	195
PID/Gender: Ind Men	13%	(28)	42%	(94)	23%	(51)	22%	(50)	223
PID/Gender: Ind Women	15%	(34)	39%	(88)	29%	(65)	16%	(36)	222
PID/Gender: Rep Men	17%	(18)	41%	(43)	24%	(26)	18%	(19)	106
PID/Gender: Rep Women	14%	(13)	49%	(46)	20%	(19)	17%	(16)	95
Ideo: Liberal (1-3)	14%	(45)	50%	(161)	29%	(93)	8%	(25)	324
Ideo: Moderate (4)	20%	(36)	47%	(87)	22%	(42)	11%	(20)	185
Ideo: Conservative (5-7)	13%	(22)	39%	(67)	29%	(50)	19%	(34)	173
Educ: < College	15%	(136)	43%	(394)	27%	(244)	15%	(141)	916
Educ: Bachelors degree	21%	(15)	53%	(38)	23%	(16)	3%	(2)	72
Income: Under 50k	14%	(70)	42%	(206)	27%	(130)	17%	(82)	488
Income: 50k-100k	17%	(55)	44%	(143)	28%	(92)	12%	(39)	328
Income: 100k+	16%	(29)	47%	(87)	23%	(42)	14%	(25)	183
Ethnicity: White	15%	(95)	44%	(283)	27%	(169)	14%	(91)	638
Ethnicity: Hispanic	12%	(24)	39%	(78)	32%	(65)	18%	(36)	203
Ethnicity: Afr. Am.	14%	(18)	41%	(53)	28%	(37)	17%	(22)	131
Ethnicity: Other	18%	(41)	43%	(100)	25%	(58)	14%	(32)	231
All Christian	17%	(46)	48%	(132)	25%	(67)	11%	(29)	274
All Non-Christian	25%	(16)	49%	(32)	18%	(12)	8%	(5)	65
Atheist	19%	(22)	37%	(41)	25%	(29)	18%	(21)	113
Agnostic/Nothing in particular	13%	(70)	42%	(231)	29%	(156)	17%	(90)	548
Religious Non-Protestant/Catholic	21%	(17)	53%	(44)	16%	(13)	9%	(8)	82

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**Table MGC21\_10:** *And specifically, how much do you trust each of the following?*  
*The public educational system*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	15%	(154)	44%	(436)	26%	(264)	15%	(145)	1000
Evangelical	24%	(42)	44%	(78)	25%	(44)	8%	(15)	180
Non-Evangelical	12%	(35)	49%	(138)	26%	(75)	12%	(35)	283
Community: Urban	18%	(46)	44%	(113)	28%	(70)	10%	(26)	256
Community: Suburban	14%	(78)	46%	(247)	25%	(135)	15%	(79)	539
Community: Rural	15%	(31)	37%	(76)	29%	(59)	20%	(41)	206
Employ: Private Sector	20%	(17)	41%	(34)	30%	(25)	9%	(7)	84
Employ: Unemployed	17%	(26)	38%	(58)	24%	(37)	22%	(33)	154
Military HH: Yes	13%	(17)	41%	(54)	30%	(39)	17%	(22)	132
Military HH: No	16%	(137)	44%	(382)	26%	(225)	14%	(123)	868
RD/WT: Right Direction	18%	(54)	39%	(119)	25%	(78)	18%	(54)	305
RD/WT: Wrong Track	14%	(100)	46%	(317)	27%	(187)	13%	(91)	695
Trump Job Approve	16%	(43)	42%	(116)	24%	(65)	18%	(49)	274
Trump Job Disapprove	15%	(89)	45%	(265)	29%	(169)	11%	(64)	586
Trump Job Strongly Approve	15%	(17)	31%	(34)	29%	(31)	25%	(27)	109
Trump Job Somewhat Approve	16%	(27)	50%	(82)	21%	(34)	14%	(22)	166
Trump Job Somewhat Disapprove	21%	(44)	47%	(98)	25%	(52)	7%	(15)	209
Trump Job Strongly Disapprove	12%	(46)	44%	(167)	31%	(116)	13%	(48)	377
Favorable of Trump	15%	(39)	43%	(110)	26%	(65)	16%	(41)	256
Unfavorable of Trump	16%	(98)	45%	(274)	27%	(165)	11%	(69)	606
Very Favorable of Trump	18%	(19)	36%	(39)	27%	(29)	19%	(21)	109
Somewhat Favorable of Trump	14%	(20)	48%	(71)	25%	(36)	13%	(20)	147
Somewhat Unfavorable of Trump	21%	(38)	47%	(83)	22%	(38)	10%	(17)	176
Very Unfavorable of Trump	14%	(61)	44%	(191)	29%	(127)	12%	(52)	430
#1 Issue: Economy	12%	(36)	50%	(149)	21%	(61)	17%	(50)	296
#1 Issue: Security	20%	(15)	35%	(27)	29%	(22)	16%	(12)	76
#1 Issue: Health Care	21%	(36)	45%	(77)	24%	(40)	10%	(17)	171
#1 Issue: Women's Issues	17%	(19)	38%	(45)	36%	(42)	10%	(11)	117
#1 Issue: Education	15%	(22)	41%	(59)	28%	(40)	17%	(24)	145
#1 Issue: Energy	11%	(11)	46%	(45)	31%	(31)	11%	(11)	98
#1 Issue: Other	18%	(15)	34%	(28)	29%	(24)	20%	(16)	82
2018 House Vote: Democrat	20%	(22)	55%	(61)	18%	(20)	7%	(8)	112

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**Table MGC21\_10:** *And specifically, how much do you trust each of the following?*  
*The public educational system*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	15%	(154)	44%	(436)	26%	(264)	15%	(145)	1000
2016 Vote: Hillary Clinton	19%	(14)	51%	(39)	20%	(15)	11%	(8)	78
2016 Vote: Didn't Vote	15%	(133)	43%	(378)	27%	(234)	15%	(135)	881
Voted in 2014: No	15%	(149)	43%	(423)	26%	(257)	15%	(143)	972
2012 Vote: Didn't Vote	15%	(149)	44%	(428)	26%	(258)	15%	(142)	978
4-Region: Northeast	15%	(32)	49%	(107)	26%	(57)	10%	(21)	216
4-Region: Midwest	15%	(36)	42%	(96)	28%	(65)	15%	(34)	232
4-Region: South	14%	(47)	41%	(139)	27%	(90)	18%	(61)	337
4-Region: West	19%	(40)	44%	(94)	24%	(52)	14%	(30)	216

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

**Table MGC21\_11:** *And specifically, how much do you trust each of the following?*  
*The news media*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	9%	(91)	35%	(348)	36%	(358)	20%	(203)	1000
Gender: Male	9%	(42)	36%	(177)	31%	(153)	24%	(116)	489
Gender: Female	10%	(49)	33%	(171)	40%	(205)	17%	(87)	511
Age: 18-34	9%	(48)	36%	(184)	34%	(172)	20%	(102)	506
Generation Z: 13-23	9%	(91)	35%	(348)	36%	(358)	20%	(203)	1000
PID: Dem (no lean)	12%	(42)	42%	(147)	34%	(121)	13%	(45)	355
PID: Ind (no lean)	7%	(31)	29%	(127)	39%	(174)	25%	(113)	445
PID: Rep (no lean)	9%	(19)	37%	(73)	32%	(63)	22%	(45)	201
PID/Gender: Dem Men	11%	(17)	42%	(68)	31%	(50)	16%	(25)	160
PID/Gender: Dem Women	13%	(25)	41%	(79)	36%	(71)	10%	(20)	195
PID/Gender: Ind Men	7%	(16)	29%	(64)	34%	(76)	30%	(66)	223
PID/Gender: Ind Women	6%	(14)	28%	(63)	44%	(98)	21%	(46)	222
PID/Gender: Rep Men	8%	(8)	43%	(45)	26%	(28)	24%	(25)	106
PID/Gender: Rep Women	11%	(11)	30%	(28)	38%	(36)	21%	(20)	95
Ideo: Liberal (1-3)	13%	(41)	39%	(128)	35%	(114)	13%	(41)	324
Ideo: Moderate (4)	9%	(18)	34%	(63)	35%	(66)	21%	(39)	185
Ideo: Conservative (5-7)	7%	(12)	29%	(51)	36%	(62)	28%	(48)	173
Educ: < College	9%	(81)	34%	(315)	36%	(327)	21%	(193)	916
Educ: Bachelors degree	12%	(9)	41%	(30)	37%	(27)	9%	(7)	72
Income: Under 50k	9%	(43)	33%	(162)	36%	(176)	22%	(107)	488
Income: 50k-100k	8%	(28)	36%	(117)	38%	(126)	18%	(58)	328
Income: 100k+	11%	(20)	38%	(69)	31%	(56)	21%	(38)	183
Ethnicity: White	7%	(47)	34%	(216)	38%	(242)	21%	(132)	638
Ethnicity: Hispanic	8%	(16)	34%	(68)	39%	(79)	19%	(39)	203
Ethnicity: Afr. Am.	14%	(18)	32%	(42)	34%	(44)	20%	(27)	131
Ethnicity: Other	11%	(26)	39%	(91)	31%	(72)	19%	(44)	231
All Christian	10%	(28)	33%	(91)	36%	(99)	20%	(56)	274
All Non-Christian	13%	(9)	48%	(31)	22%	(14)	16%	(11)	65
Atheist	10%	(11)	28%	(32)	42%	(47)	21%	(23)	113
Agnostic/Nothing in particular	8%	(43)	35%	(194)	36%	(198)	21%	(113)	548
Religious Non-Protestant/Catholic	11%	(9)	43%	(35)	31%	(25)	16%	(13)	82

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**Table MGC21\_11:** And specifically, how much do you trust each of the following?

The news media

Demographic	A lot		Some		Not much		None at all		Total N
Adults	9%	(91)	35%	(348)	36%	(358)	20%	(203)	1000
Evangelical	14%	(25)	34%	(61)	34%	(61)	18%	(32)	180
Non-Evangelical	9%	(25)	34%	(95)	39%	(112)	18%	(52)	283
Community: Urban	13%	(32)	39%	(99)	31%	(79)	18%	(45)	256
Community: Suburban	7%	(38)	36%	(195)	37%	(197)	20%	(110)	539
Community: Rural	10%	(21)	27%	(55)	40%	(82)	23%	(48)	206
Employ: Private Sector	13%	(11)	38%	(32)	39%	(33)	11%	(9)	84
Employ: Unemployed	9%	(14)	31%	(48)	36%	(55)	24%	(37)	154
Military HH: Yes	9%	(12)	29%	(38)	43%	(57)	19%	(25)	132
Military HH: No	9%	(79)	36%	(310)	35%	(301)	21%	(178)	868
RD/WT: Right Direction	10%	(32)	31%	(95)	35%	(106)	24%	(73)	305
RD/WT: Wrong Track	9%	(59)	36%	(254)	36%	(252)	19%	(130)	695
Trump Job Approve	8%	(21)	32%	(88)	32%	(87)	28%	(77)	274
Trump Job Disapprove	10%	(56)	38%	(225)	37%	(215)	15%	(90)	586
Trump Job Strongly Approve	10%	(11)	32%	(34)	24%	(26)	34%	(37)	109
Trump Job Somewhat Approve	6%	(10)	33%	(54)	37%	(61)	24%	(40)	166
Trump Job Somewhat Disapprove	9%	(18)	38%	(79)	42%	(89)	11%	(23)	209
Trump Job Strongly Disapprove	10%	(38)	39%	(146)	34%	(127)	18%	(67)	377
Favorable of Trump	11%	(28)	33%	(84)	32%	(81)	25%	(63)	256
Unfavorable of Trump	9%	(54)	38%	(231)	37%	(227)	16%	(94)	606
Very Favorable of Trump	13%	(14)	36%	(39)	24%	(26)	27%	(29)	109
Somewhat Favorable of Trump	9%	(13)	31%	(45)	37%	(55)	23%	(34)	147
Somewhat Unfavorable of Trump	7%	(13)	39%	(69)	41%	(72)	12%	(22)	176
Very Unfavorable of Trump	10%	(41)	38%	(162)	36%	(154)	17%	(72)	430
#1 Issue: Economy	8%	(23)	37%	(110)	32%	(96)	23%	(67)	296
#1 Issue: Security	8%	(6)	28%	(21)	36%	(27)	28%	(21)	76
#1 Issue: Health Care	10%	(17)	39%	(66)	38%	(65)	13%	(23)	171
#1 Issue: Women's Issues	7%	(8)	34%	(40)	42%	(49)	17%	(20)	117
#1 Issue: Education	11%	(16)	33%	(48)	38%	(55)	18%	(26)	145
#1 Issue: Energy	6%	(6)	35%	(34)	42%	(41)	16%	(16)	98
#1 Issue: Other	13%	(10)	32%	(27)	27%	(22)	28%	(23)	82
2018 House Vote: Democrat	11%	(12)	42%	(47)	36%	(40)	12%	(13)	112

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**Table MGC21\_11:** *And specifically, how much do you trust each of the following?*  
*The news media*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	9%	(91)	35%	(348)	36%	(358)	20%	(203)	1000
2016 Vote: Hillary Clinton	16%	(13)	40%	(31)	30%	(24)	14%	(11)	78
2016 Vote: Didn't Vote	9%	(75)	34%	(302)	36%	(321)	21%	(183)	881
Voted in 2014: No	9%	(85)	35%	(339)	36%	(348)	21%	(199)	972
2012 Vote: Didn't Vote	9%	(86)	35%	(338)	36%	(353)	20%	(200)	978
4-Region: Northeast	8%	(18)	39%	(84)	37%	(80)	16%	(34)	216
4-Region: Midwest	6%	(14)	31%	(71)	41%	(96)	22%	(50)	232
4-Region: South	10%	(33)	36%	(120)	32%	(106)	23%	(78)	337
4-Region: West	12%	(26)	34%	(74)	35%	(75)	19%	(41)	216

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

**Table MGC21\_12:** *And specifically, how much do you trust each of the following?*  
*The health care system*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	27%	(267)	38%	(385)	23%	(228)	12%	(120)	1000
Gender: Male	25%	(124)	36%	(176)	24%	(119)	14%	(70)	489
Gender: Female	28%	(143)	41%	(209)	21%	(109)	10%	(51)	511
Age: 18-34	28%	(140)	38%	(194)	21%	(104)	13%	(68)	506
Generation Z: 13-23	27%	(267)	38%	(385)	23%	(228)	12%	(120)	1000
PID: Dem (no lean)	31%	(109)	35%	(123)	26%	(91)	9%	(32)	355
PID: Ind (no lean)	23%	(103)	40%	(176)	22%	(96)	16%	(70)	445
PID: Rep (no lean)	28%	(55)	43%	(86)	20%	(41)	9%	(19)	201
PID/Gender: Dem Men	30%	(48)	34%	(54)	28%	(45)	8%	(13)	160
PID/Gender: Dem Women	31%	(61)	35%	(69)	24%	(46)	9%	(18)	195
PID/Gender: Ind Men	21%	(48)	36%	(79)	23%	(50)	20%	(45)	223
PID/Gender: Ind Women	25%	(55)	44%	(97)	21%	(46)	11%	(24)	222
PID/Gender: Rep Men	27%	(28)	40%	(42)	23%	(24)	11%	(11)	106
PID/Gender: Rep Women	28%	(27)	46%	(43)	18%	(17)	8%	(8)	95
Ideo: Liberal (1-3)	27%	(86)	35%	(113)	29%	(93)	10%	(31)	324
Ideo: Moderate (4)	32%	(59)	38%	(71)	21%	(40)	8%	(15)	185
Ideo: Conservative (5-7)	29%	(50)	40%	(69)	20%	(34)	11%	(20)	173
Educ: < College	26%	(235)	38%	(351)	24%	(217)	12%	(113)	916
Educ: Bachelors degree	39%	(28)	41%	(30)	14%	(10)	5%	(4)	72
Income: Under 50k	24%	(115)	40%	(194)	22%	(107)	15%	(71)	488
Income: 50k-100k	27%	(89)	41%	(134)	24%	(78)	8%	(27)	328
Income: 100k+	34%	(62)	31%	(57)	23%	(42)	12%	(22)	183
Ethnicity: White	27%	(171)	39%	(247)	24%	(151)	11%	(68)	638
Ethnicity: Hispanic	26%	(52)	38%	(77)	21%	(43)	15%	(31)	203
Ethnicity: Afr. Am.	26%	(33)	43%	(57)	17%	(22)	14%	(18)	131
Ethnicity: Other	27%	(62)	35%	(81)	24%	(55)	14%	(33)	231
All Christian	34%	(93)	36%	(99)	21%	(57)	9%	(25)	274
All Non-Christian	42%	(27)	30%	(19)	15%	(10)	13%	(8)	65
Atheist	21%	(23)	37%	(41)	28%	(32)	15%	(16)	113
Agnostic/Nothing in particular	22%	(123)	41%	(225)	24%	(129)	13%	(70)	548
Religious Non-Protestant/Catholic	38%	(31)	35%	(29)	13%	(11)	14%	(11)	82

Continued on next page

**Table MGC21\_12:** *And specifically, how much do you trust each of the following?*  
*The health care system*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	27%	(267)	38%	(385)	23%	(228)	12%	(120)	1000
Evangelical	30%	(53)	45%	(80)	20%	(35)	6%	(11)	180
Non-Evangelical	29%	(84)	38%	(107)	25%	(71)	8%	(22)	283
Community: Urban	35%	(89)	33%	(85)	22%	(57)	9%	(24)	256
Community: Suburban	23%	(126)	41%	(221)	23%	(124)	13%	(68)	539
Community: Rural	25%	(52)	38%	(79)	23%	(47)	14%	(28)	206
Employ: Private Sector	31%	(26)	43%	(36)	18%	(15)	9%	(7)	84
Employ: Unemployed	22%	(34)	38%	(59)	26%	(39)	14%	(22)	154
Military HH: Yes	25%	(33)	37%	(49)	22%	(29)	16%	(21)	132
Military HH: No	27%	(234)	39%	(336)	23%	(199)	11%	(99)	868
RD/WT: Right Direction	29%	(89)	39%	(119)	18%	(56)	14%	(41)	305
RD/WT: Wrong Track	26%	(178)	38%	(266)	25%	(172)	11%	(79)	695
Trump Job Approve	29%	(79)	40%	(110)	20%	(55)	11%	(30)	274
Trump Job Disapprove	27%	(159)	36%	(209)	26%	(155)	11%	(64)	586
Trump Job Strongly Approve	26%	(28)	36%	(39)	24%	(26)	14%	(15)	109
Trump Job Somewhat Approve	31%	(51)	43%	(71)	17%	(29)	9%	(15)	166
Trump Job Somewhat Disapprove	32%	(66)	40%	(84)	23%	(47)	6%	(12)	209
Trump Job Strongly Disapprove	25%	(93)	33%	(125)	28%	(107)	14%	(52)	377
Favorable of Trump	32%	(82)	41%	(104)	18%	(46)	9%	(24)	256
Unfavorable of Trump	26%	(156)	38%	(230)	26%	(159)	10%	(61)	606
Very Favorable of Trump	33%	(36)	37%	(40)	20%	(21)	10%	(11)	109
Somewhat Favorable of Trump	31%	(46)	44%	(64)	17%	(24)	8%	(12)	147
Somewhat Unfavorable of Trump	29%	(51)	45%	(79)	20%	(36)	6%	(10)	176
Very Unfavorable of Trump	24%	(104)	35%	(152)	29%	(123)	12%	(52)	430
#1 Issue: Economy	26%	(78)	41%	(123)	20%	(60)	12%	(35)	296
#1 Issue: Security	33%	(25)	43%	(33)	9%	(7)	15%	(11)	76
#1 Issue: Health Care	28%	(47)	36%	(62)	27%	(45)	9%	(16)	171
#1 Issue: Women's Issues	25%	(30)	38%	(45)	27%	(31)	10%	(12)	117
#1 Issue: Education	32%	(47)	35%	(51)	23%	(34)	9%	(13)	145
#1 Issue: Energy	18%	(18)	36%	(35)	35%	(34)	10%	(10)	98
#1 Issue: Other	22%	(18)	39%	(32)	15%	(13)	23%	(19)	82
2018 House Vote: Democrat	34%	(38)	38%	(42)	18%	(20)	10%	(12)	112

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**Table MGC21\_12:** *And specifically, how much do you trust each of the following?*  
*The health care system*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	27%	(267)	38%	(385)	23%	(228)	12%	(120)	1000
2016 Vote: Hillary Clinton	43%	(33)	32%	(25)	16%	(12)	9%	(7)	78
2016 Vote: Didn't Vote	26%	(227)	38%	(338)	24%	(208)	12%	(109)	881
Voted in 2014: No	26%	(257)	39%	(376)	23%	(223)	12%	(116)	972
2012 Vote: Didn't Vote	26%	(257)	39%	(379)	23%	(224)	12%	(117)	978
4-Region: Northeast	22%	(48)	47%	(100)	24%	(52)	7%	(15)	216
4-Region: Midwest	29%	(66)	36%	(84)	22%	(50)	13%	(31)	232
4-Region: South	26%	(87)	39%	(130)	22%	(75)	13%	(44)	337
4-Region: West	30%	(65)	32%	(70)	23%	(51)	14%	(30)	216

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

**Table MGC21\_13:** And specifically, how much do you trust each of the following?  
*My elders*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	30%	(302)	39%	(390)	19%	(185)	12%	(123)	1000
Gender: Male	32%	(157)	37%	(181)	17%	(85)	13%	(65)	489
Gender: Female	28%	(145)	41%	(209)	19%	(100)	11%	(58)	511
Age: 18-34	31%	(155)	38%	(192)	18%	(93)	13%	(65)	506
Generation Z: 13-23	30%	(302)	39%	(390)	19%	(185)	12%	(123)	1000
PID: Dem (no lean)	28%	(98)	37%	(131)	24%	(87)	11%	(40)	355
PID: Ind (no lean)	29%	(129)	39%	(175)	17%	(75)	15%	(66)	445
PID: Rep (no lean)	37%	(75)	42%	(84)	12%	(23)	9%	(18)	201
PID/Gender: Dem Men	31%	(50)	34%	(55)	23%	(37)	11%	(17)	160
PID/Gender: Dem Women	24%	(47)	39%	(75)	25%	(49)	12%	(23)	195
PID/Gender: Ind Men	30%	(67)	38%	(84)	15%	(34)	17%	(38)	223
PID/Gender: Ind Women	28%	(62)	41%	(91)	19%	(41)	12%	(27)	222
PID/Gender: Rep Men	37%	(40)	40%	(42)	14%	(14)	9%	(10)	106
PID/Gender: Rep Women	38%	(36)	45%	(42)	10%	(9)	8%	(8)	95
Ideo: Liberal (1-3)	23%	(75)	39%	(127)	27%	(86)	11%	(36)	324
Ideo: Moderate (4)	33%	(62)	41%	(76)	15%	(28)	10%	(19)	185
Ideo: Conservative (5-7)	37%	(65)	40%	(69)	15%	(27)	7%	(13)	173
Educ: < College	30%	(274)	39%	(359)	18%	(166)	13%	(116)	916
Educ: Bachelors degree	31%	(23)	38%	(28)	25%	(18)	6%	(4)	72
Income: Under 50k	30%	(144)	34%	(167)	20%	(99)	16%	(77)	488
Income: 50k-100k	32%	(105)	43%	(140)	18%	(59)	7%	(24)	328
Income: 100k+	29%	(52)	45%	(83)	15%	(27)	12%	(21)	183
Ethnicity: White	28%	(181)	41%	(259)	20%	(127)	11%	(70)	638
Ethnicity: Hispanic	27%	(55)	36%	(72)	20%	(41)	17%	(35)	203
Ethnicity: Afr. Am.	34%	(45)	36%	(47)	15%	(20)	15%	(20)	131
Ethnicity: Other	33%	(76)	37%	(85)	16%	(38)	14%	(33)	231
All Christian	36%	(100)	43%	(117)	12%	(34)	9%	(24)	274
All Non-Christian	48%	(31)	31%	(20)	11%	(7)	10%	(7)	65
Atheist	17%	(19)	29%	(32)	32%	(36)	22%	(24)	113
Agnostic/Nothing in particular	28%	(151)	40%	(221)	20%	(108)	12%	(68)	548
Religious Non-Protestant/Catholic	41%	(34)	37%	(31)	10%	(8)	12%	(10)	82

Continued on next page

**Table MGC21\_13:** And specifically, how much do you trust each of the following?

My elders

Demographic	A lot		Some		Not much		None at all		Total N
Adults	30%	(302)	39%	(390)	19%	(185)	12%	(123)	1000
Evangelical	38%	(69)	44%	(79)	11%	(20)	7%	(12)	180
Non-Evangelical	33%	(93)	42%	(118)	17%	(49)	8%	(23)	283
Community: Urban	38%	(98)	35%	(89)	17%	(44)	10%	(25)	256
Community: Suburban	27%	(146)	43%	(230)	19%	(101)	12%	(62)	539
Community: Rural	28%	(58)	35%	(72)	20%	(40)	17%	(36)	206
Employ: Private Sector	29%	(24)	36%	(31)	27%	(22)	8%	(7)	84
Employ: Unemployed	31%	(48)	39%	(60)	18%	(27)	13%	(19)	154
Military HH: Yes	33%	(44)	36%	(47)	17%	(23)	14%	(18)	132
Military HH: No	30%	(258)	40%	(343)	19%	(162)	12%	(105)	868
RD/WT: Right Direction	34%	(104)	40%	(123)	14%	(43)	12%	(35)	305
RD/WT: Wrong Track	28%	(198)	38%	(267)	20%	(142)	13%	(87)	695
Trump Job Approve	37%	(103)	39%	(106)	14%	(39)	10%	(27)	274
Trump Job Disapprove	28%	(163)	39%	(229)	22%	(129)	11%	(66)	586
Trump Job Strongly Approve	41%	(45)	35%	(38)	11%	(12)	13%	(14)	109
Trump Job Somewhat Approve	35%	(58)	41%	(68)	16%	(27)	8%	(14)	166
Trump Job Somewhat Disapprove	33%	(68)	42%	(87)	17%	(35)	9%	(19)	209
Trump Job Strongly Disapprove	25%	(94)	38%	(142)	25%	(94)	12%	(47)	377
Favorable of Trump	39%	(101)	42%	(107)	11%	(29)	7%	(18)	256
Unfavorable of Trump	29%	(175)	38%	(233)	22%	(131)	11%	(67)	606
Very Favorable of Trump	46%	(51)	39%	(43)	7%	(7)	7%	(8)	109
Somewhat Favorable of Trump	34%	(50)	44%	(64)	15%	(22)	7%	(10)	147
Somewhat Unfavorable of Trump	34%	(59)	40%	(70)	17%	(30)	9%	(16)	176
Very Unfavorable of Trump	27%	(115)	38%	(163)	24%	(101)	12%	(51)	430
#1 Issue: Economy	37%	(109)	38%	(111)	12%	(36)	13%	(39)	296
#1 Issue: Security	35%	(26)	43%	(33)	12%	(9)	10%	(8)	76
#1 Issue: Health Care	34%	(57)	35%	(60)	23%	(39)	8%	(14)	171
#1 Issue: Women's Issues	24%	(28)	40%	(47)	20%	(24)	16%	(19)	117
#1 Issue: Education	22%	(31)	47%	(68)	22%	(31)	10%	(15)	145
#1 Issue: Energy	22%	(21)	41%	(40)	29%	(28)	9%	(8)	98
#1 Issue: Other	29%	(24)	33%	(28)	18%	(15)	20%	(16)	82
2018 House Vote: Democrat	30%	(34)	38%	(42)	21%	(24)	11%	(12)	112

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**Table MGC21\_13:** *And specifically, how much do you trust each of the following?*  
*My elders*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	30%	(302)	39%	(390)	19%	(185)	12%	(123)	1000
2016 Vote: Hillary Clinton	36%	(28)	38%	(29)	15%	(11)	12%	(9)	78
2016 Vote: Didn't Vote	30%	(265)	39%	(339)	19%	(167)	12%	(110)	881
Voted in 2014: No	30%	(292)	39%	(380)	19%	(181)	12%	(119)	972
2012 Vote: Didn't Vote	30%	(291)	39%	(384)	19%	(184)	12%	(119)	978
4-Region: Northeast	32%	(68)	42%	(91)	16%	(34)	10%	(22)	216
4-Region: Midwest	28%	(64)	36%	(84)	22%	(50)	14%	(33)	232
4-Region: South	30%	(103)	39%	(130)	18%	(60)	13%	(43)	337
4-Region: West	31%	(67)	39%	(85)	19%	(41)	11%	(24)	216

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

**Table MGC21\_14:** *And specifically, how much do you trust each of the following?*  
*Big business or companies*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	7%	(66)	37%	(374)	36%	(361)	20%	(199)	1000
Gender: Male	7%	(33)	38%	(186)	33%	(161)	22%	(108)	489
Gender: Female	6%	(32)	37%	(188)	39%	(200)	18%	(91)	511
Age: 18-34	8%	(40)	36%	(184)	36%	(180)	20%	(102)	506
Generation Z: 13-23	7%	(66)	37%	(374)	36%	(361)	20%	(199)	1000
PID: Dem (no lean)	5%	(18)	32%	(115)	43%	(151)	20%	(71)	355
PID: Ind (no lean)	5%	(23)	37%	(163)	35%	(154)	24%	(105)	445
PID: Rep (no lean)	12%	(25)	48%	(96)	28%	(56)	12%	(23)	201
PID/Gender: Dem Men	7%	(10)	36%	(58)	38%	(60)	20%	(31)	160
PID/Gender: Dem Women	4%	(7)	29%	(57)	47%	(91)	20%	(40)	195
PID/Gender: Ind Men	5%	(11)	34%	(76)	33%	(74)	28%	(62)	223
PID/Gender: Ind Women	6%	(13)	39%	(87)	36%	(80)	19%	(43)	222
PID/Gender: Rep Men	12%	(12)	50%	(52)	25%	(26)	14%	(15)	106
PID/Gender: Rep Women	13%	(12)	47%	(44)	31%	(30)	9%	(9)	95
Ideo: Liberal (1-3)	5%	(18)	27%	(88)	45%	(145)	23%	(73)	324
Ideo: Moderate (4)	9%	(16)	48%	(89)	30%	(56)	13%	(24)	185
Ideo: Conservative (5-7)	12%	(21)	42%	(73)	29%	(51)	16%	(28)	173
Educ: < College	6%	(53)	37%	(341)	36%	(329)	21%	(192)	916
Educ: Bachelors degree	14%	(10)	41%	(30)	40%	(29)	6%	(4)	72
Income: Under 50k	6%	(28)	36%	(176)	36%	(177)	22%	(107)	488
Income: 50k-100k	6%	(21)	39%	(129)	39%	(128)	15%	(49)	328
Income: 100k+	9%	(16)	38%	(69)	31%	(56)	23%	(42)	183
Ethnicity: White	7%	(44)	36%	(230)	38%	(244)	19%	(120)	638
Ethnicity: Hispanic	6%	(13)	33%	(67)	38%	(78)	22%	(45)	203
Ethnicity: Afr. Am.	5%	(7)	42%	(56)	32%	(41)	21%	(27)	131
Ethnicity: Other	6%	(15)	38%	(89)	33%	(76)	22%	(52)	231
All Christian	9%	(24)	43%	(117)	35%	(95)	14%	(38)	274
All Non-Christian	15%	(9)	38%	(25)	22%	(14)	25%	(16)	65
Atheist	4%	(5)	25%	(29)	41%	(46)	30%	(33)	113
Agnostic/Nothing in particular	5%	(27)	37%	(204)	38%	(206)	20%	(111)	548
Religious Non-Protestant/Catholic	12%	(10)	42%	(34)	22%	(18)	24%	(19)	82

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**Table MGC21\_14:** *And specifically, how much do you trust each of the following?*  
*Big business or companies*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	7%	(66)	37%	(374)	36%	(361)	20%	(199)	1000
Evangelical	11%	(21)	42%	(75)	39%	(70)	8%	(14)	180
Non-Evangelical	6%	(16)	43%	(122)	35%	(100)	16%	(45)	283
Community: Urban	8%	(21)	40%	(101)	35%	(89)	17%	(44)	256
Community: Suburban	6%	(31)	37%	(200)	37%	(197)	20%	(110)	539
Community: Rural	7%	(14)	36%	(73)	36%	(75)	22%	(45)	206
Employ: Private Sector	10%	(8)	35%	(29)	42%	(35)	13%	(11)	84
Employ: Unemployed	5%	(7)	34%	(52)	38%	(59)	23%	(36)	154
Military HH: Yes	8%	(10)	34%	(44)	36%	(48)	23%	(30)	132
Military HH: No	6%	(56)	38%	(330)	36%	(313)	19%	(169)	868
RD/WT: Right Direction	9%	(28)	47%	(142)	28%	(86)	16%	(48)	305
RD/WT: Wrong Track	5%	(37)	33%	(232)	40%	(275)	22%	(150)	695
Trump Job Approve	10%	(27)	48%	(131)	30%	(82)	13%	(35)	274
Trump Job Disapprove	6%	(34)	31%	(184)	40%	(237)	22%	(131)	586
Trump Job Strongly Approve	12%	(13)	49%	(53)	23%	(25)	16%	(17)	109
Trump Job Somewhat Approve	8%	(14)	47%	(78)	34%	(57)	11%	(18)	166
Trump Job Somewhat Disapprove	8%	(18)	40%	(84)	39%	(81)	13%	(27)	209
Trump Job Strongly Disapprove	4%	(16)	27%	(100)	41%	(156)	28%	(105)	377
Favorable of Trump	11%	(29)	50%	(128)	27%	(70)	11%	(28)	256
Unfavorable of Trump	5%	(28)	33%	(199)	42%	(254)	21%	(125)	606
Very Favorable of Trump	14%	(15)	50%	(55)	22%	(24)	14%	(15)	109
Somewhat Favorable of Trump	10%	(15)	50%	(73)	31%	(46)	9%	(13)	147
Somewhat Unfavorable of Trump	6%	(10)	43%	(75)	39%	(68)	13%	(23)	176
Very Unfavorable of Trump	4%	(18)	29%	(124)	43%	(186)	24%	(102)	430
#1 Issue: Economy	6%	(17)	44%	(131)	32%	(95)	18%	(53)	296
#1 Issue: Security	13%	(10)	34%	(25)	36%	(27)	17%	(13)	76
#1 Issue: Health Care	8%	(13)	38%	(65)	37%	(64)	17%	(29)	171
#1 Issue: Women's Issues	2%	(2)	38%	(45)	40%	(47)	20%	(24)	117
#1 Issue: Education	7%	(10)	40%	(58)	39%	(57)	15%	(21)	145
#1 Issue: Energy	3%	(3)	23%	(23)	45%	(44)	28%	(28)	98
#1 Issue: Other	9%	(7)	32%	(27)	25%	(21)	33%	(28)	82
2018 House Vote: Democrat	7%	(8)	34%	(39)	39%	(43)	20%	(22)	112

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**Table MGC21\_14:** *And specifically, how much do you trust each of the following?*  
*Big business or companies*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	7%	(66)	37%	(374)	36%	(361)	20%	(199)	1000
2016 Vote: Hillary Clinton	7%	(5)	32%	(25)	40%	(31)	20%	(16)	78
2016 Vote: Didn't Vote	6%	(54)	38%	(333)	36%	(316)	20%	(178)	881
Voted in 2014: No	6%	(62)	37%	(362)	36%	(353)	20%	(194)	972
2012 Vote: Didn't Vote	6%	(63)	37%	(364)	36%	(354)	20%	(196)	978
4-Region: Northeast	8%	(17)	40%	(87)	35%	(76)	17%	(37)	216
4-Region: Midwest	4%	(9)	38%	(87)	35%	(82)	23%	(53)	232
4-Region: South	7%	(23)	37%	(125)	38%	(127)	18%	(62)	337
4-Region: West	7%	(16)	35%	(76)	36%	(77)	22%	(47)	216

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

**Table MGC21\_15:** *And specifically, how much do you trust each of the following?*  
*Wall Street*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	4%	(41)	28%	(283)	41%	(412)	26%	(264)	1000
Gender: Male	4%	(21)	29%	(143)	37%	(183)	29%	(142)	489
Gender: Female	4%	(20)	27%	(140)	45%	(228)	24%	(123)	511
Age: 18-34	5%	(27)	27%	(136)	41%	(209)	26%	(133)	506
Generation Z: 13-23	4%	(41)	28%	(283)	41%	(412)	26%	(264)	1000
PID: Dem (no lean)	2%	(7)	28%	(101)	46%	(162)	24%	(85)	355
PID: Ind (no lean)	4%	(18)	26%	(115)	41%	(182)	29%	(130)	445
PID: Rep (no lean)	8%	(16)	34%	(68)	34%	(68)	24%	(48)	201
PID/Gender: Dem Men	3%	(5)	28%	(46)	41%	(65)	28%	(44)	160
PID/Gender: Dem Women	1%	(2)	28%	(55)	50%	(97)	21%	(41)	195
PID/Gender: Ind Men	3%	(6)	27%	(60)	39%	(86)	32%	(71)	223
PID/Gender: Ind Women	5%	(12)	25%	(55)	43%	(95)	27%	(60)	222
PID/Gender: Rep Men	9%	(10)	36%	(38)	30%	(32)	25%	(27)	106
PID/Gender: Rep Women	7%	(7)	32%	(30)	38%	(36)	23%	(22)	95
Ideo: Liberal (1-3)	3%	(8)	27%	(89)	45%	(144)	25%	(82)	324
Ideo: Moderate (4)	5%	(9)	30%	(55)	46%	(85)	20%	(37)	185
Ideo: Conservative (5-7)	7%	(11)	31%	(54)	41%	(70)	21%	(37)	173
Educ: < College	4%	(36)	28%	(256)	41%	(372)	27%	(252)	916
Educ: Bachelors degree	4%	(3)	35%	(25)	47%	(34)	14%	(10)	72
Income: Under 50k	4%	(18)	25%	(123)	40%	(194)	31%	(153)	488
Income: 50k-100k	4%	(13)	30%	(99)	44%	(144)	22%	(72)	328
Income: 100k+	5%	(10)	33%	(61)	40%	(74)	21%	(39)	183
Ethnicity: White	4%	(27)	28%	(182)	42%	(266)	26%	(164)	638
Ethnicity: Hispanic	3%	(7)	25%	(50)	46%	(92)	26%	(54)	203
Ethnicity: Afr. Am.	3%	(4)	27%	(35)	39%	(50)	31%	(41)	131
Ethnicity: Other	4%	(10)	29%	(66)	41%	(95)	26%	(60)	231
All Christian	6%	(17)	29%	(78)	44%	(121)	21%	(59)	274
All Non-Christian	3%	(2)	39%	(25)	33%	(21)	25%	(16)	65
Atheist	3%	(4)	21%	(23)	46%	(52)	30%	(34)	113
Agnostic/Nothing in particular	3%	(19)	28%	(156)	40%	(218)	28%	(155)	548
Religious Non-Protestant/Catholic	2%	(2)	36%	(30)	36%	(30)	25%	(21)	82

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**Table MGC21\_15:** And specifically, how much do you trust each of the following?

Wall Street

Demographic	A lot		Some		Not much		None at all		Total N
Adults	4%	(41)	28%	(283)	41%	(412)	26%	(264)	1000
Evangelical	4%	(7)	30%	(53)	46%	(83)	20%	(36)	180
Non-Evangelical	7%	(19)	28%	(79)	40%	(113)	25%	(72)	283
Community: Urban	7%	(18)	26%	(67)	42%	(107)	25%	(63)	256
Community: Suburban	3%	(17)	29%	(157)	41%	(221)	27%	(144)	539
Community: Rural	3%	(6)	29%	(59)	41%	(83)	28%	(57)	206
Employ: Private Sector	6%	(5)	34%	(29)	45%	(38)	15%	(13)	84
Employ: Unemployed	3%	(5)	22%	(34)	41%	(63)	34%	(52)	154
Military HH: Yes	4%	(6)	27%	(36)	37%	(49)	32%	(42)	132
Military HH: No	4%	(35)	29%	(248)	42%	(363)	26%	(222)	868
RD/WT: Right Direction	8%	(26)	31%	(96)	39%	(118)	21%	(65)	305
RD/WT: Wrong Track	2%	(15)	27%	(188)	42%	(293)	29%	(199)	695
Trump Job Approve	8%	(23)	29%	(79)	38%	(105)	24%	(67)	274
Trump Job Disapprove	2%	(12)	28%	(162)	44%	(256)	27%	(156)	586
Trump Job Strongly Approve	9%	(10)	28%	(31)	38%	(41)	25%	(27)	109
Trump Job Somewhat Approve	8%	(13)	29%	(49)	38%	(64)	24%	(40)	166
Trump Job Somewhat Disapprove	3%	(5)	37%	(78)	44%	(91)	17%	(35)	209
Trump Job Strongly Disapprove	2%	(6)	22%	(85)	44%	(165)	32%	(121)	377
Favorable of Trump	10%	(26)	33%	(85)	36%	(93)	21%	(53)	256
Unfavorable of Trump	2%	(14)	27%	(164)	44%	(269)	26%	(159)	606
Very Favorable of Trump	11%	(12)	30%	(32)	38%	(41)	21%	(23)	109
Somewhat Favorable of Trump	9%	(13)	35%	(52)	35%	(52)	20%	(30)	147
Somewhat Unfavorable of Trump	2%	(3)	36%	(64)	44%	(77)	18%	(32)	176
Very Unfavorable of Trump	3%	(11)	23%	(100)	45%	(192)	30%	(127)	430
#1 Issue: Economy	4%	(12)	31%	(91)	38%	(113)	27%	(80)	296
#1 Issue: Security	4%	(3)	22%	(17)	53%	(40)	21%	(16)	76
#1 Issue: Health Care	5%	(8)	32%	(54)	36%	(62)	28%	(47)	171
#1 Issue: Women's Issues	1%	(2)	22%	(26)	57%	(67)	20%	(24)	117
#1 Issue: Education	4%	(6)	31%	(45)	39%	(56)	26%	(38)	145
#1 Issue: Energy	5%	(4)	24%	(23)	46%	(45)	26%	(25)	98
#1 Issue: Other	8%	(6)	29%	(24)	28%	(24)	35%	(29)	82
2018 House Vote: Democrat	2%	(2)	34%	(38)	38%	(43)	26%	(29)	112

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**Table MGC21\_15:** *And specifically, how much do you trust each of the following?*  
*Wall Street*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	4%	(41)	28%	(283)	41%	(412)	26%	(264)	1000
2016 Vote: Hillary Clinton	3%	(3)	32%	(25)	35%	(27)	30%	(23)	78
2016 Vote: Didn't Vote	4%	(35)	28%	(244)	41%	(365)	27%	(236)	881
Voted in 2014: No	4%	(38)	28%	(272)	41%	(403)	27%	(258)	972
2012 Vote: Didn't Vote	4%	(40)	28%	(273)	41%	(405)	26%	(259)	978
4-Region: Northeast	3%	(7)	30%	(65)	41%	(89)	26%	(56)	216
4-Region: Midwest	3%	(8)	27%	(63)	45%	(103)	25%	(57)	232
4-Region: South	5%	(17)	29%	(96)	38%	(129)	28%	(94)	337
4-Region: West	4%	(9)	27%	(59)	42%	(90)	26%	(57)	216

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

**Table MGC21\_16:** And specifically, how much do you trust each of the following?  
Silicon Valley

Demographic	A lot		Some		Not much		None at all		Total N
Adults	6%	(56)	29%	(293)	39%	(389)	26%	(262)	1000
Gender: Male	5%	(26)	32%	(157)	37%	(181)	25%	(124)	489
Gender: Female	6%	(31)	26%	(135)	41%	(208)	27%	(138)	511
Age: 18-34	6%	(32)	30%	(153)	37%	(187)	27%	(134)	506
Generation Z: 13-23	6%	(56)	29%	(293)	39%	(389)	26%	(262)	1000
PID: Dem (no lean)	6%	(20)	26%	(93)	44%	(157)	24%	(85)	355
PID: Ind (no lean)	5%	(24)	28%	(126)	38%	(169)	28%	(126)	445
PID: Rep (no lean)	6%	(13)	37%	(74)	32%	(63)	25%	(51)	201
PID/Gender: Dem Men	5%	(8)	27%	(44)	46%	(73)	22%	(35)	160
PID/Gender: Dem Women	6%	(12)	25%	(49)	43%	(84)	26%	(50)	195
PID/Gender: Ind Men	4%	(10)	31%	(68)	36%	(79)	30%	(66)	223
PID/Gender: Ind Women	6%	(14)	26%	(58)	40%	(89)	27%	(60)	222
PID/Gender: Rep Men	8%	(8)	43%	(46)	27%	(29)	22%	(23)	106
PID/Gender: Rep Women	5%	(4)	30%	(28)	37%	(35)	29%	(27)	95
Ideo: Liberal (1-3)	5%	(16)	29%	(94)	42%	(137)	24%	(77)	324
Ideo: Moderate (4)	7%	(13)	29%	(54)	42%	(78)	22%	(41)	185
Ideo: Conservative (5-7)	6%	(11)	31%	(53)	33%	(57)	30%	(53)	173
Educ: < College	5%	(48)	29%	(263)	39%	(354)	27%	(250)	916
Educ: Bachelors degree	10%	(7)	32%	(23)	45%	(33)	13%	(9)	72
Income: Under 50k	5%	(26)	27%	(134)	39%	(189)	29%	(140)	488
Income: 50k-100k	4%	(14)	28%	(92)	44%	(146)	23%	(76)	328
Income: 100k+	9%	(16)	36%	(67)	30%	(55)	25%	(45)	183
Ethnicity: White	5%	(30)	30%	(191)	40%	(256)	25%	(161)	638
Ethnicity: Hispanic	7%	(14)	25%	(51)	41%	(83)	27%	(55)	203
Ethnicity: Afr. Am.	8%	(11)	25%	(33)	35%	(46)	31%	(41)	131
Ethnicity: Other	7%	(15)	30%	(69)	38%	(87)	26%	(60)	231
All Christian	5%	(15)	33%	(91)	36%	(98)	25%	(70)	274
All Non-Christian	6%	(4)	31%	(20)	39%	(25)	24%	(15)	65
Atheist	5%	(6)	26%	(29)	39%	(44)	30%	(34)	113
Agnostic/Nothing in particular	6%	(32)	28%	(152)	41%	(222)	26%	(142)	548
Religious Non-Protestant/Catholic	5%	(4)	34%	(28)	38%	(31)	23%	(19)	82

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**Table MGC21\_16:** And specifically, how much do you trust each of the following?  
Silicon Valley

Demographic	A lot		Some		Not much		None at all		Total N
Adults	6%	(56)	29%	(293)	39%	(389)	26%	(262)	1000
Evangelical	8%	(14)	33%	(59)	35%	(63)	25%	(44)	180
Non-Evangelical	5%	(14)	32%	(90)	36%	(101)	27%	(78)	283
Community: Urban	9%	(23)	27%	(68)	41%	(104)	24%	(61)	256
Community: Suburban	5%	(28)	30%	(164)	38%	(203)	27%	(143)	539
Community: Rural	3%	(5)	29%	(61)	40%	(83)	28%	(57)	206
Employ: Private Sector	10%	(9)	33%	(28)	38%	(32)	19%	(16)	84
Employ: Unemployed	6%	(9)	23%	(36)	41%	(63)	30%	(46)	154
Military HH: Yes	4%	(5)	28%	(37)	37%	(49)	31%	(41)	132
Military HH: No	6%	(51)	29%	(256)	39%	(340)	25%	(220)	868
RD/WT: Right Direction	9%	(27)	33%	(100)	34%	(105)	24%	(73)	305
RD/WT: Wrong Track	4%	(29)	28%	(192)	41%	(285)	27%	(189)	695
Trump Job Approve	7%	(20)	30%	(82)	36%	(98)	27%	(75)	274
Trump Job Disapprove	4%	(26)	28%	(163)	43%	(250)	25%	(147)	586
Trump Job Strongly Approve	7%	(8)	30%	(32)	32%	(35)	30%	(33)	109
Trump Job Somewhat Approve	7%	(12)	30%	(50)	38%	(62)	25%	(42)	166
Trump Job Somewhat Disapprove	7%	(15)	35%	(72)	37%	(78)	21%	(44)	209
Trump Job Strongly Disapprove	3%	(11)	24%	(90)	46%	(173)	27%	(103)	377
Favorable of Trump	9%	(23)	32%	(81)	35%	(89)	24%	(63)	256
Unfavorable of Trump	4%	(26)	28%	(172)	43%	(258)	25%	(151)	606
Very Favorable of Trump	10%	(11)	32%	(35)	25%	(28)	33%	(36)	109
Somewhat Favorable of Trump	9%	(13)	31%	(46)	42%	(61)	18%	(27)	147
Somewhat Unfavorable of Trump	6%	(11)	38%	(66)	36%	(62)	21%	(36)	176
Very Unfavorable of Trump	4%	(15)	25%	(106)	45%	(195)	27%	(114)	430
#1 Issue: Economy	6%	(18)	29%	(85)	41%	(121)	25%	(73)	296
#1 Issue: Security	5%	(3)	26%	(20)	38%	(29)	31%	(24)	76
#1 Issue: Health Care	5%	(8)	33%	(57)	42%	(71)	21%	(35)	171
#1 Issue: Women's Issues	3%	(4)	28%	(33)	45%	(53)	24%	(28)	117
#1 Issue: Education	7%	(10)	33%	(48)	30%	(44)	30%	(43)	145
#1 Issue: Energy	6%	(6)	25%	(25)	41%	(40)	28%	(27)	98
#1 Issue: Other	6%	(5)	25%	(21)	33%	(27)	36%	(30)	82
2018 House Vote: Democrat	8%	(9)	36%	(41)	35%	(39)	21%	(23)	112

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**Table MGC21\_16:** *And specifically, how much do you trust each of the following?*  
*Silicon Valley*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	6%	(56)	29%	(293)	39%	(389)	26%	(262)	1000
2016 Vote: Hillary Clinton	5%	(4)	31%	(24)	39%	(30)	25%	(20)	78
2016 Vote: Didn't Vote	5%	(48)	29%	(255)	39%	(346)	26%	(232)	881
Voted in 2014: No	6%	(54)	29%	(283)	39%	(381)	26%	(253)	972
2012 Vote: Didn't Vote	6%	(54)	29%	(288)	39%	(381)	26%	(255)	978
4-Region: Northeast	5%	(10)	32%	(69)	33%	(72)	30%	(65)	216
4-Region: Midwest	5%	(11)	31%	(72)	41%	(94)	24%	(54)	232
4-Region: South	6%	(19)	27%	(91)	42%	(141)	25%	(86)	337
4-Region: West	8%	(17)	28%	(61)	38%	(82)	26%	(57)	216

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

**Table MGC21\_17:** And specifically, how much do you trust each of the following?  
*Hollywood*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	4%	(38)	20%	(196)	45%	(450)	32%	(316)	1000
Gender: Male	4%	(19)	21%	(102)	42%	(207)	33%	(160)	489
Gender: Female	4%	(18)	18%	(93)	48%	(243)	31%	(156)	511
Age: 18-34	5%	(25)	20%	(103)	43%	(219)	32%	(160)	506
Generation Z: 13-23	4%	(38)	20%	(196)	45%	(450)	32%	(316)	1000
PID: Dem (no lean)	3%	(10)	21%	(75)	50%	(178)	26%	(92)	355
PID: Ind (no lean)	5%	(20)	17%	(77)	45%	(198)	33%	(149)	445
PID: Rep (no lean)	4%	(7)	22%	(43)	37%	(74)	38%	(76)	201
PID/Gender: Dem Men	3%	(5)	22%	(35)	47%	(75)	28%	(45)	160
PID/Gender: Dem Women	2%	(5)	21%	(40)	53%	(103)	24%	(47)	195
PID/Gender: Ind Men	5%	(10)	20%	(44)	42%	(92)	34%	(77)	223
PID/Gender: Ind Women	5%	(10)	15%	(34)	48%	(106)	33%	(72)	222
PID/Gender: Rep Men	4%	(4)	22%	(24)	37%	(39)	37%	(39)	106
PID/Gender: Rep Women	4%	(3)	21%	(20)	37%	(35)	39%	(37)	95
Ideo: Liberal (1-3)	3%	(9)	21%	(69)	49%	(160)	27%	(86)	324
Ideo: Moderate (4)	5%	(9)	24%	(44)	42%	(79)	29%	(54)	185
Ideo: Conservative (5-7)	3%	(5)	14%	(25)	41%	(71)	42%	(72)	173
Educ: < College	4%	(33)	19%	(173)	45%	(410)	33%	(300)	916
Educ: Bachelors degree	5%	(4)	27%	(19)	53%	(38)	16%	(11)	72
Income: Under 50k	4%	(21)	19%	(93)	43%	(211)	33%	(163)	488
Income: 50k-100k	3%	(11)	19%	(63)	48%	(156)	30%	(98)	328
Income: 100k+	3%	(6)	21%	(39)	45%	(83)	30%	(56)	183
Ethnicity: White	3%	(19)	19%	(119)	46%	(294)	32%	(206)	638
Ethnicity: Hispanic	5%	(10)	19%	(38)	44%	(89)	32%	(66)	203
Ethnicity: Afr. Am.	6%	(8)	22%	(28)	43%	(56)	30%	(39)	131
Ethnicity: Other	5%	(12)	21%	(48)	43%	(100)	31%	(71)	231
All Christian	5%	(14)	16%	(44)	45%	(124)	34%	(92)	274
All Non-Christian	7%	(5)	37%	(24)	22%	(14)	34%	(22)	65
Atheist	4%	(5)	22%	(24)	45%	(50)	30%	(34)	113
Agnostic/Nothing in particular	3%	(15)	19%	(104)	48%	(262)	31%	(168)	548
Religious Non-Protestant/Catholic	5%	(5)	32%	(27)	29%	(23)	34%	(28)	82

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**Table MGC21\_17:** And specifically, how much do you trust each of the following?  
Hollywood

Demographic	A lot		Some		Not much		None at all		Total N
Adults	4%	(38)	20%	(196)	45%	(450)	32%	(316)	1000
Evangelical	8%	(14)	20%	(36)	51%	(91)	22%	(39)	180
Non-Evangelical	4%	(11)	15%	(43)	47%	(132)	34%	(98)	283
Community: Urban	6%	(15)	19%	(48)	45%	(114)	30%	(78)	256
Community: Suburban	3%	(16)	19%	(105)	45%	(242)	33%	(176)	539
Community: Rural	3%	(6)	21%	(43)	46%	(94)	31%	(63)	206
Employ: Private Sector	4%	(3)	24%	(20)	51%	(43)	22%	(18)	84
Employ: Unemployed	3%	(5)	23%	(35)	45%	(70)	29%	(44)	154
Military HH: Yes	5%	(6)	16%	(21)	40%	(52)	40%	(53)	132
Military HH: No	4%	(32)	20%	(174)	46%	(398)	30%	(264)	868
RD/WT: Right Direction	6%	(19)	20%	(60)	44%	(133)	31%	(94)	305
RD/WT: Wrong Track	3%	(19)	19%	(135)	46%	(317)	32%	(223)	695
Trump Job Approve	4%	(12)	20%	(56)	40%	(110)	35%	(96)	274
Trump Job Disapprove	3%	(19)	20%	(118)	46%	(272)	30%	(178)	586
Trump Job Strongly Approve	6%	(7)	18%	(19)	34%	(37)	43%	(46)	109
Trump Job Somewhat Approve	3%	(5)	22%	(37)	45%	(74)	30%	(50)	166
Trump Job Somewhat Disapprove	3%	(6)	20%	(42)	52%	(108)	26%	(54)	209
Trump Job Strongly Disapprove	3%	(13)	20%	(76)	43%	(164)	33%	(124)	377
Favorable of Trump	6%	(15)	21%	(53)	40%	(102)	33%	(86)	256
Unfavorable of Trump	3%	(17)	20%	(120)	48%	(293)	29%	(176)	606
Very Favorable of Trump	8%	(9)	19%	(20)	30%	(32)	43%	(47)	109
Somewhat Favorable of Trump	4%	(6)	22%	(33)	48%	(70)	26%	(38)	147
Somewhat Unfavorable of Trump	2%	(4)	21%	(37)	54%	(95)	23%	(40)	176
Very Unfavorable of Trump	3%	(13)	19%	(83)	46%	(199)	32%	(136)	430
#1 Issue: Economy	3%	(8)	19%	(55)	44%	(129)	35%	(104)	296
#1 Issue: Security	4%	(3)	11%	(8)	46%	(35)	39%	(30)	76
#1 Issue: Health Care	4%	(6)	26%	(44)	47%	(79)	24%	(41)	171
#1 Issue: Women's Issues	1%	(2)	17%	(20)	52%	(61)	30%	(35)	117
#1 Issue: Education	4%	(6)	21%	(30)	49%	(72)	26%	(38)	145
#1 Issue: Energy	7%	(6)	12%	(11)	45%	(43)	37%	(37)	98
#1 Issue: Other	9%	(7)	27%	(22)	30%	(25)	34%	(28)	82
2018 House Vote: Democrat	6%	(6)	25%	(28)	51%	(57)	19%	(21)	112

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**Table MGC21\_17:** *And specifically, how much do you trust each of the following?*  
*Hollywood*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	4%	(38)	20%	(196)	45%	(450)	32%	(316)	1000
2016 Vote: Hillary Clinton	7%	(6)	27%	(21)	45%	(35)	21%	(16)	78
2016 Vote: Didn't Vote	3%	(30)	19%	(168)	45%	(393)	33%	(290)	881
Voted in 2014: No	4%	(35)	19%	(188)	45%	(437)	32%	(311)	972
2012 Vote: Didn't Vote	4%	(35)	19%	(190)	45%	(442)	32%	(310)	978
4-Region: Northeast	2%	(5)	25%	(54)	45%	(96)	28%	(61)	216
4-Region: Midwest	3%	(8)	16%	(38)	46%	(107)	34%	(79)	232
4-Region: South	5%	(16)	18%	(59)	47%	(157)	31%	(104)	337
4-Region: West	4%	(10)	21%	(45)	41%	(89)	33%	(72)	216

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

**Table MGC21\_18:** *And specifically, how much do you trust each of the following?*  
*Small or local businesses*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	25%	(255)	49%	(492)	15%	(150)	10%	(104)	1000
Gender: Male	24%	(115)	49%	(239)	16%	(79)	11%	(56)	489
Gender: Female	27%	(139)	49%	(253)	14%	(71)	9%	(48)	511
Age: 18-34	26%	(131)	48%	(244)	15%	(74)	11%	(57)	506
Generation Z: 13-23	25%	(255)	49%	(492)	15%	(150)	10%	(104)	1000
PID: Dem (no lean)	30%	(105)	52%	(183)	12%	(43)	7%	(23)	355
PID: Ind (no lean)	20%	(88)	46%	(205)	19%	(86)	15%	(65)	445
PID: Rep (no lean)	31%	(61)	52%	(103)	10%	(20)	8%	(16)	201
PID/Gender: Dem Men	30%	(48)	52%	(84)	11%	(17)	7%	(12)	160
PID/Gender: Dem Women	29%	(57)	51%	(99)	13%	(26)	6%	(12)	195
PID/Gender: Ind Men	16%	(36)	45%	(101)	22%	(49)	16%	(35)	223
PID/Gender: Ind Women	23%	(52)	47%	(104)	17%	(37)	13%	(29)	222
PID/Gender: Rep Men	29%	(31)	51%	(54)	11%	(12)	8%	(9)	106
PID/Gender: Rep Women	32%	(30)	52%	(49)	8%	(8)	7%	(7)	95
Ideo: Liberal (1-3)	35%	(114)	49%	(157)	12%	(40)	4%	(13)	324
Ideo: Moderate (4)	26%	(48)	50%	(92)	15%	(29)	9%	(17)	185
Ideo: Conservative (5-7)	31%	(53)	53%	(91)	8%	(14)	8%	(14)	173
Educ: < College	25%	(230)	49%	(447)	15%	(138)	11%	(100)	916
Educ: Bachelors degree	28%	(20)	56%	(40)	14%	(10)	2%	(1)	72
Income: Under 50k	23%	(114)	47%	(228)	17%	(82)	13%	(64)	488
Income: 50k-100k	26%	(86)	53%	(173)	15%	(50)	6%	(19)	328
Income: 100k+	29%	(54)	50%	(91)	10%	(18)	11%	(20)	183
Ethnicity: White	29%	(184)	51%	(326)	12%	(76)	8%	(51)	638
Ethnicity: Hispanic	24%	(48)	42%	(86)	20%	(40)	14%	(29)	203
Ethnicity: Afr. Am.	17%	(23)	44%	(57)	21%	(28)	18%	(23)	131
Ethnicity: Other	21%	(48)	47%	(108)	20%	(46)	13%	(29)	231
All Christian	31%	(86)	48%	(133)	12%	(33)	8%	(22)	274
All Non-Christian	20%	(13)	47%	(31)	20%	(13)	12%	(8)	65
Atheist	27%	(30)	52%	(59)	12%	(14)	9%	(10)	113
Agnostic/Nothing in particular	23%	(125)	49%	(270)	16%	(90)	12%	(63)	548
Religious Non-Protestant/Catholic	19%	(15)	49%	(40)	20%	(16)	13%	(10)	82

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**Table MGC21\_18:** *And specifically, how much do you trust each of the following?*  
*Small or local businesses*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	25%	(255)	49%	(492)	15%	(150)	10%	(104)	1000
Evangelical	25%	(46)	50%	(91)	17%	(31)	7%	(13)	180
Non-Evangelical	31%	(89)	47%	(133)	14%	(40)	7%	(21)	283
Community: Urban	25%	(65)	50%	(127)	16%	(41)	9%	(22)	256
Community: Suburban	26%	(141)	48%	(261)	15%	(82)	10%	(55)	539
Community: Rural	24%	(49)	51%	(104)	13%	(27)	13%	(26)	206
Employ: Private Sector	27%	(23)	59%	(50)	10%	(9)	3%	(3)	84
Employ: Unemployed	20%	(31)	48%	(73)	19%	(29)	13%	(20)	154
Military HH: Yes	23%	(30)	51%	(68)	13%	(17)	13%	(17)	132
Military HH: No	26%	(224)	49%	(424)	15%	(133)	10%	(87)	868
RD/WT: Right Direction	25%	(77)	46%	(139)	16%	(48)	14%	(42)	305
RD/WT: Wrong Track	26%	(178)	51%	(353)	15%	(102)	9%	(62)	695
Trump Job Approve	28%	(77)	53%	(144)	11%	(29)	9%	(24)	274
Trump Job Disapprove	28%	(162)	48%	(284)	16%	(93)	8%	(48)	586
Trump Job Strongly Approve	33%	(36)	47%	(51)	9%	(10)	10%	(11)	109
Trump Job Somewhat Approve	24%	(40)	56%	(93)	12%	(19)	8%	(13)	166
Trump Job Somewhat Disapprove	24%	(50)	51%	(107)	18%	(38)	7%	(14)	209
Trump Job Strongly Disapprove	30%	(111)	47%	(177)	15%	(55)	9%	(34)	377
Favorable of Trump	32%	(81)	51%	(130)	11%	(28)	7%	(17)	256
Unfavorable of Trump	26%	(160)	51%	(306)	16%	(95)	7%	(44)	606
Very Favorable of Trump	35%	(38)	48%	(52)	10%	(11)	7%	(8)	109
Somewhat Favorable of Trump	29%	(43)	53%	(78)	12%	(17)	6%	(9)	147
Somewhat Unfavorable of Trump	22%	(38)	54%	(95)	16%	(28)	8%	(14)	176
Very Unfavorable of Trump	28%	(122)	49%	(211)	15%	(66)	7%	(31)	430
#1 Issue: Economy	27%	(80)	50%	(149)	14%	(40)	9%	(26)	296
#1 Issue: Security	25%	(19)	42%	(32)	19%	(14)	14%	(11)	76
#1 Issue: Health Care	27%	(46)	52%	(88)	13%	(22)	8%	(14)	171
#1 Issue: Women's Issues	24%	(28)	53%	(62)	17%	(20)	7%	(8)	117
#1 Issue: Education	21%	(31)	52%	(75)	18%	(26)	9%	(13)	145
#1 Issue: Energy	32%	(31)	47%	(46)	15%	(14)	7%	(7)	98
#1 Issue: Other	20%	(16)	42%	(35)	14%	(11)	24%	(20)	82
2018 House Vote: Democrat	27%	(30)	57%	(64)	12%	(13)	4%	(5)	112

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**Table MGC21\_18:** *And specifically, how much do you trust each of the following?*

*Small or local businesses*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	25%	(255)	49%	(492)	15%	(150)	10%	(104)	1000
2016 Vote: Hillary Clinton	26%	(20)	47%	(36)	19%	(15)	8%	(6)	78
2016 Vote: Didn't Vote	25%	(219)	49%	(432)	15%	(133)	11%	(96)	881
Voted in 2014: No	25%	(246)	50%	(482)	15%	(144)	10%	(101)	972
2012 Vote: Didn't Vote	25%	(248)	50%	(485)	15%	(143)	10%	(101)	978
4-Region: Northeast	23%	(49)	52%	(112)	16%	(35)	9%	(19)	216
4-Region: Midwest	28%	(65)	48%	(110)	14%	(32)	11%	(24)	232
4-Region: South	25%	(85)	49%	(166)	15%	(49)	11%	(36)	337
4-Region: West	26%	(56)	48%	(103)	15%	(33)	11%	(24)	216

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

**Table MGC22\_1:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
The salary offered

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	52%	(524)	23%	(226)	7%	(66)	3%	(28)	16%	(157)	1000
Gender: Male	50%	(245)	21%	(105)	7%	(36)	3%	(14)	18%	(89)	489
Gender: Female	55%	(279)	24%	(121)	6%	(29)	3%	(14)	13%	(68)	511
Age: 18-34	54%	(272)	22%	(113)	7%	(38)	2%	(12)	14%	(71)	506
Generation Z: 13-23	52%	(524)	23%	(226)	7%	(66)	3%	(28)	16%	(157)	1000
PID: Dem (no lean)	60%	(214)	23%	(80)	6%	(21)	2%	(6)	9%	(34)	355
PID: Ind (no lean)	46%	(205)	22%	(97)	6%	(29)	4%	(19)	21%	(96)	445
PID: Rep (no lean)	52%	(105)	24%	(48)	8%	(16)	2%	(3)	14%	(28)	201
PID/Gender: Dem Men	59%	(94)	21%	(33)	6%	(9)	2%	(3)	13%	(21)	160
PID/Gender: Dem Women	62%	(120)	24%	(47)	6%	(12)	2%	(3)	7%	(13)	195
PID/Gender: Ind Men	42%	(94)	22%	(48)	8%	(18)	4%	(10)	24%	(53)	223
PID/Gender: Ind Women	50%	(110)	22%	(49)	5%	(11)	4%	(9)	19%	(43)	222
PID/Gender: Rep Men	53%	(56)	22%	(24)	9%	(10)	1%	(2)	14%	(15)	106
PID/Gender: Rep Women	52%	(49)	26%	(25)	7%	(6)	2%	(2)	14%	(13)	95
Ideo: Liberal (1-3)	60%	(193)	24%	(78)	7%	(23)	4%	(11)	6%	(18)	324
Ideo: Moderate (4)	59%	(110)	18%	(33)	8%	(15)	1%	(2)	14%	(26)	185
Ideo: Conservative (5-7)	59%	(102)	26%	(44)	5%	(8)	4%	(6)	7%	(13)	173
Educ: < College	53%	(482)	22%	(198)	7%	(61)	3%	(25)	16%	(151)	916
Educ: Bachelors degree	52%	(38)	35%	(26)	4%	(3)	4%	(3)	6%	(4)	72
Income: Under 50k	48%	(235)	19%	(92)	8%	(37)	5%	(22)	21%	(103)	488
Income: 50k-100k	57%	(187)	28%	(91)	5%	(18)	1%	(3)	9%	(29)	328
Income: 100k+	56%	(102)	23%	(42)	6%	(11)	1%	(3)	14%	(25)	183
Ethnicity: White	53%	(341)	25%	(162)	6%	(39)	2%	(13)	13%	(83)	638
Ethnicity: Hispanic	49%	(99)	19%	(39)	8%	(16)	4%	(9)	20%	(41)	203
Ethnicity: Afr. Am.	49%	(64)	10%	(13)	12%	(16)	3%	(4)	25%	(33)	131
Ethnicity: Other	51%	(119)	22%	(50)	5%	(11)	4%	(10)	18%	(41)	231
All Christian	56%	(154)	27%	(74)	7%	(19)	1%	(3)	9%	(25)	274
All Non-Christian	57%	(37)	22%	(15)	6%	(4)	7%	(5)	7%	(5)	65
Atheist	58%	(65)	27%	(30)	6%	(7)	—	(0)	10%	(11)	113
Agnostic/Nothing in particular	49%	(268)	20%	(107)	7%	(36)	4%	(20)	21%	(116)	548

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**Table MGC22\_1:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The salary offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	52%	(524)	23%	(226)	7%	(66)	3%	(28)	16%	(157)	1000
Religious Non-Protestant/Catholic	54%	(44)	26%	(21)	6%	(5)	6%	(5)	8%	(6)	82
Evangelical	52%	(94)	20%	(37)	8%	(14)	3%	(5)	17%	(31)	180
Non-Evangelical	56%	(160)	24%	(68)	6%	(16)	1%	(4)	12%	(35)	283
Community: Urban	54%	(138)	21%	(54)	6%	(14)	4%	(10)	15%	(39)	256
Community: Suburban	55%	(294)	24%	(129)	6%	(31)	2%	(10)	14%	(75)	539
Community: Rural	44%	(91)	21%	(42)	10%	(20)	4%	(8)	21%	(43)	206
Employ: Private Sector	59%	(50)	26%	(22)	7%	(6)	—	(0)	8%	(7)	84
Employ: Unemployed	48%	(74)	19%	(30)	7%	(10)	4%	(7)	21%	(33)	154
Military HH: Yes	51%	(67)	20%	(27)	11%	(15)	3%	(4)	15%	(20)	132
Military HH: No	53%	(457)	23%	(199)	6%	(51)	3%	(23)	16%	(137)	868
RD/WT: Right Direction	44%	(134)	25%	(75)	8%	(25)	4%	(13)	19%	(59)	305
RD/WT: Wrong Track	56%	(390)	22%	(151)	6%	(40)	2%	(15)	14%	(98)	695
Trump Job Approve	51%	(141)	25%	(67)	7%	(20)	2%	(6)	15%	(40)	274
Trump Job Disapprove	56%	(331)	24%	(140)	6%	(37)	3%	(17)	11%	(63)	586
Trump Job Strongly Approve	47%	(51)	23%	(25)	9%	(10)	3%	(3)	18%	(20)	109
Trump Job Somewhat Approve	54%	(90)	26%	(43)	6%	(11)	1%	(2)	12%	(20)	166
Trump Job Somewhat Disapprove	55%	(115)	25%	(53)	8%	(16)	4%	(8)	8%	(17)	209
Trump Job Strongly Disapprove	57%	(216)	23%	(86)	5%	(21)	2%	(9)	12%	(45)	377
Favorable of Trump	53%	(137)	25%	(63)	7%	(18)	1%	(2)	14%	(36)	256
Unfavorable of Trump	57%	(345)	24%	(143)	6%	(39)	3%	(18)	10%	(61)	606
Very Favorable of Trump	50%	(54)	20%	(22)	9%	(10)	1%	(2)	20%	(22)	109
Somewhat Favorable of Trump	56%	(83)	28%	(42)	6%	(8)	—	(1)	9%	(14)	147
Somewhat Unfavorable of Trump	54%	(95)	27%	(47)	7%	(13)	4%	(7)	8%	(14)	176
Very Unfavorable of Trump	58%	(250)	22%	(97)	6%	(27)	3%	(11)	11%	(46)	430

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**Table MGC22\_1:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The salary offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	52%	(524)	23%	(226)	7%	(66)	3%	(28)	16%	(157)	1000
#1 Issue: Economy	60%	(176)	22%	(64)	4%	(11)	2%	(6)	13%	(39)	296
#1 Issue: Security	42%	(32)	28%	(21)	13%	(10)	5%	(4)	11%	(9)	76
#1 Issue: Health Care	52%	(88)	24%	(40)	9%	(15)	3%	(4)	13%	(22)	171
#1 Issue: Women's Issues	57%	(67)	24%	(29)	2%	(2)	2%	(2)	15%	(18)	117
#1 Issue: Education	48%	(70)	22%	(32)	11%	(15)	4%	(6)	15%	(22)	145
#1 Issue: Energy	59%	(57)	26%	(26)	5%	(5)	2%	(2)	8%	(8)	98
#1 Issue: Other	37%	(30)	15%	(12)	1%	(1)	3%	(2)	45%	(37)	82
2018 House Vote: Democrat	59%	(66)	26%	(30)	6%	(7)	3%	(3)	6%	(7)	112
2016 Vote: Hillary Clinton	51%	(39)	28%	(22)	7%	(5)	5%	(4)	10%	(8)	78
2016 Vote: Didn't Vote	52%	(460)	22%	(193)	6%	(56)	3%	(24)	17%	(148)	881
Voted in 2014: No	53%	(513)	22%	(217)	6%	(63)	3%	(26)	16%	(152)	972
2012 Vote: Didn't Vote	53%	(515)	23%	(220)	6%	(63)	3%	(28)	15%	(151)	978
4-Region: Northeast	54%	(116)	24%	(52)	8%	(18)	3%	(6)	11%	(24)	216
4-Region: Midwest	44%	(101)	30%	(69)	7%	(17)	3%	(8)	15%	(36)	232
4-Region: South	51%	(172)	19%	(65)	6%	(22)	3%	(10)	20%	(68)	337
4-Region: West	62%	(134)	18%	(39)	4%	(9)	2%	(5)	14%	(30)	216

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

**Table MGC22\_2:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The vacation time offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(352)	29%	(291)	13%	(132)	5%	(55)	17%	(171)	1000
Gender: Male	32%	(155)	29%	(141)	15%	(73)	6%	(30)	18%	(90)	489
Gender: Female	39%	(197)	29%	(150)	11%	(59)	5%	(24)	16%	(81)	511
Age: 18-34	36%	(184)	31%	(157)	13%	(67)	5%	(25)	15%	(74)	506
Generation Z: 13-23	35%	(352)	29%	(291)	13%	(132)	5%	(55)	17%	(171)	1000
PID: Dem (no lean)	39%	(140)	34%	(122)	12%	(41)	3%	(10)	11%	(41)	355
PID: Ind (no lean)	33%	(145)	23%	(102)	14%	(61)	7%	(31)	24%	(105)	445
PID: Rep (no lean)	33%	(67)	33%	(67)	15%	(29)	6%	(13)	13%	(25)	201
PID/Gender: Dem Men	39%	(63)	31%	(49)	12%	(20)	3%	(4)	15%	(24)	160
PID/Gender: Dem Women	39%	(77)	38%	(73)	11%	(22)	3%	(6)	9%	(17)	195
PID/Gender: Ind Men	28%	(61)	24%	(54)	16%	(35)	9%	(19)	23%	(52)	223
PID/Gender: Ind Women	38%	(84)	22%	(48)	12%	(26)	5%	(12)	24%	(53)	222
PID/Gender: Rep Men	28%	(30)	36%	(38)	17%	(18)	7%	(7)	13%	(13)	106
PID/Gender: Rep Women	39%	(37)	31%	(29)	12%	(11)	6%	(6)	12%	(12)	95
Ideo: Liberal (1-3)	38%	(123)	36%	(116)	13%	(44)	4%	(13)	9%	(29)	324
Ideo: Moderate (4)	40%	(75)	27%	(50)	15%	(28)	4%	(7)	14%	(26)	185
Ideo: Conservative (5-7)	41%	(71)	32%	(56)	12%	(20)	7%	(13)	7%	(13)	173
Educ: < College	35%	(320)	28%	(259)	14%	(124)	5%	(47)	18%	(165)	916
Educ: Bachelors degree	40%	(29)	37%	(26)	10%	(7)	9%	(7)	5%	(3)	72
Income: Under 50k	31%	(149)	26%	(128)	14%	(70)	6%	(31)	23%	(110)	488
Income: 50k-100k	43%	(140)	31%	(102)	13%	(42)	5%	(16)	9%	(29)	328
Income: 100k+	34%	(63)	33%	(60)	11%	(20)	4%	(8)	17%	(32)	183
Ethnicity: White	36%	(232)	31%	(199)	12%	(79)	6%	(37)	14%	(91)	638
Ethnicity: Hispanic	36%	(72)	24%	(49)	12%	(25)	7%	(15)	21%	(42)	203
Ethnicity: Afr. Am.	38%	(50)	16%	(21)	11%	(15)	8%	(10)	26%	(35)	131
Ethnicity: Other	30%	(69)	31%	(71)	16%	(38)	3%	(7)	20%	(45)	231
All Christian	38%	(105)	34%	(93)	12%	(33)	6%	(17)	10%	(27)	274
All Non-Christian	32%	(21)	33%	(22)	20%	(13)	8%	(5)	7%	(5)	65
Atheist	39%	(44)	33%	(37)	14%	(16)	5%	(5)	10%	(11)	113
Agnostic/Nothing in particular	33%	(182)	25%	(140)	13%	(71)	5%	(28)	23%	(128)	548

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**Table MGC22\_2:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
The vacation time offered

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(352)	29%	(291)	13%	(132)	5%	(55)	17%	(171)	1000
Religious Non-Protestant/Catholic	32%	(26)	29%	(24)	23%	(19)	8%	(6)	8%	(6)	82
Evangelical	42%	(76)	23%	(41)	11%	(20)	4%	(8)	20%	(35)	180
Non-Evangelical	36%	(101)	34%	(95)	12%	(33)	6%	(18)	13%	(37)	283
Community: Urban	36%	(93)	30%	(78)	15%	(37)	4%	(11)	15%	(37)	256
Community: Suburban	36%	(192)	30%	(162)	13%	(67)	5%	(30)	16%	(87)	539
Community: Rural	32%	(67)	25%	(51)	13%	(27)	7%	(14)	23%	(46)	206
Employ: Private Sector	40%	(34)	34%	(28)	14%	(12)	4%	(3)	8%	(7)	84
Employ: Unemployed	27%	(41)	25%	(38)	19%	(29)	11%	(16)	19%	(30)	154
Military HH: Yes	31%	(41)	25%	(33)	19%	(25)	8%	(10)	17%	(23)	132
Military HH: No	36%	(311)	30%	(258)	12%	(106)	5%	(44)	17%	(148)	868
RD/WT: Right Direction	31%	(94)	29%	(89)	13%	(40)	6%	(19)	21%	(64)	305
RD/WT: Wrong Track	37%	(258)	29%	(202)	13%	(92)	5%	(36)	15%	(107)	695
Trump Job Approve	37%	(100)	31%	(85)	12%	(32)	5%	(14)	15%	(42)	274
Trump Job Disapprove	37%	(216)	31%	(180)	13%	(79)	6%	(37)	13%	(74)	586
Trump Job Strongly Approve	39%	(42)	27%	(29)	8%	(9)	8%	(9)	18%	(19)	109
Trump Job Somewhat Approve	35%	(58)	34%	(56)	14%	(23)	3%	(5)	14%	(23)	166
Trump Job Somewhat Disapprove	38%	(79)	30%	(63)	15%	(31)	6%	(12)	12%	(24)	209
Trump Job Strongly Disapprove	36%	(137)	31%	(117)	13%	(48)	7%	(25)	13%	(50)	377
Favorable of Trump	37%	(95)	31%	(81)	10%	(26)	7%	(17)	15%	(37)	256
Unfavorable of Trump	37%	(222)	32%	(195)	15%	(88)	6%	(34)	11%	(67)	606
Very Favorable of Trump	40%	(44)	23%	(25)	10%	(11)	8%	(9)	18%	(20)	109
Somewhat Favorable of Trump	35%	(52)	37%	(55)	11%	(16)	5%	(8)	12%	(17)	147
Somewhat Unfavorable of Trump	34%	(59)	34%	(59)	17%	(31)	4%	(8)	11%	(19)	176
Very Unfavorable of Trump	38%	(163)	32%	(136)	13%	(58)	6%	(26)	11%	(48)	430

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**Table MGC22\_2:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
The vacation time offered

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(352)	29%	(291)	13%	(132)	5%	(55)	17%	(171)	1000
#1 Issue: Economy	35%	(103)	33%	(99)	14%	(42)	5%	(14)	13%	(37)	296
#1 Issue: Security	36%	(27)	31%	(24)	10%	(8)	8%	(6)	15%	(11)	76
#1 Issue: Health Care	39%	(67)	27%	(46)	13%	(22)	8%	(13)	13%	(21)	171
#1 Issue: Women's Issues	40%	(47)	32%	(38)	11%	(13)	2%	(3)	15%	(18)	117
#1 Issue: Education	31%	(45)	27%	(39)	18%	(25)	7%	(11)	17%	(25)	145
#1 Issue: Energy	37%	(36)	31%	(30)	16%	(15)	4%	(4)	12%	(12)	98
#1 Issue: Other	28%	(23)	15%	(13)	6%	(5)	4%	(3)	47%	(39)	82
2018 House Vote: Democrat	34%	(39)	41%	(46)	14%	(16)	3%	(4)	7%	(8)	112
2016 Vote: Hillary Clinton	34%	(27)	31%	(24)	18%	(14)	6%	(4)	11%	(9)	78
2016 Vote: Didn't Vote	35%	(307)	28%	(251)	13%	(112)	6%	(50)	18%	(161)	881
Voted in 2014: No	35%	(344)	29%	(283)	13%	(128)	5%	(52)	17%	(165)	972
2012 Vote: Didn't Vote	35%	(341)	29%	(288)	13%	(130)	6%	(54)	17%	(165)	978
4-Region: Northeast	31%	(67)	36%	(77)	14%	(30)	5%	(11)	14%	(31)	216
4-Region: Midwest	33%	(76)	29%	(67)	15%	(34)	6%	(14)	17%	(40)	232
4-Region: South	38%	(127)	24%	(80)	11%	(37)	7%	(22)	21%	(70)	337
4-Region: West	38%	(82)	31%	(67)	15%	(31)	3%	(7)	14%	(29)	216

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

**Table MGC22\_3:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
*The health care benefits offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	55%	(545)	21%	(212)	6%	(64)	3%	(30)	15%	(148)	1000
Gender: Male	51%	(251)	22%	(107)	8%	(37)	2%	(10)	17%	(84)	489
Gender: Female	58%	(295)	21%	(105)	5%	(27)	4%	(20)	13%	(64)	511
Age: 18-34	53%	(269)	22%	(113)	8%	(40)	3%	(18)	13%	(67)	506
Generation Z: 13-23	55%	(545)	21%	(212)	6%	(64)	3%	(30)	15%	(148)	1000
PID: Dem (no lean)	63%	(223)	17%	(60)	7%	(25)	2%	(7)	11%	(40)	355
PID: Ind (no lean)	48%	(212)	23%	(103)	6%	(28)	3%	(15)	20%	(87)	445
PID: Rep (no lean)	55%	(110)	25%	(49)	6%	(11)	4%	(8)	11%	(21)	201
PID/Gender: Dem Men	62%	(99)	13%	(21)	9%	(14)	1%	(2)	16%	(25)	160
PID/Gender: Dem Women	64%	(124)	20%	(39)	6%	(12)	3%	(5)	8%	(15)	195
PID/Gender: Ind Men	44%	(98)	24%	(53)	8%	(17)	3%	(7)	21%	(48)	223
PID/Gender: Ind Women	51%	(114)	23%	(50)	5%	(10)	4%	(9)	18%	(39)	222
PID/Gender: Rep Men	50%	(53)	31%	(33)	6%	(6)	1%	(2)	11%	(11)	106
PID/Gender: Rep Women	60%	(57)	17%	(16)	5%	(5)	7%	(6)	11%	(10)	95
Ideo: Liberal (1-3)	64%	(207)	19%	(60)	8%	(27)	2%	(6)	7%	(24)	324
Ideo: Moderate (4)	55%	(102)	25%	(46)	5%	(10)	3%	(6)	12%	(22)	185
Ideo: Conservative (5-7)	63%	(109)	21%	(36)	6%	(10)	4%	(6)	7%	(12)	173
Educ: < College	55%	(499)	21%	(190)	6%	(57)	3%	(27)	16%	(143)	916
Educ: Bachelors degree	55%	(40)	30%	(21)	8%	(6)	4%	(3)	4%	(3)	72
Income: Under 50k	50%	(242)	20%	(96)	8%	(39)	4%	(18)	19%	(94)	488
Income: 50k-100k	61%	(200)	22%	(72)	6%	(19)	3%	(10)	8%	(27)	328
Income: 100k+	57%	(104)	24%	(44)	4%	(7)	1%	(2)	15%	(27)	183
Ethnicity: White	57%	(364)	21%	(135)	6%	(40)	3%	(20)	12%	(79)	638
Ethnicity: Hispanic	48%	(98)	21%	(43)	7%	(15)	5%	(11)	18%	(36)	203
Ethnicity: Afr. Am.	45%	(59)	19%	(25)	9%	(12)	3%	(4)	24%	(31)	131
Ethnicity: Other	53%	(122)	23%	(52)	5%	(13)	3%	(6)	16%	(38)	231
All Christian	62%	(170)	21%	(58)	7%	(19)	2%	(7)	8%	(21)	274
All Non-Christian	58%	(37)	23%	(15)	8%	(5)	4%	(2)	7%	(5)	65
Atheist	57%	(64)	24%	(27)	6%	(7)	4%	(5)	10%	(11)	113
Agnostic/Nothing in particular	50%	(274)	20%	(112)	6%	(34)	3%	(17)	20%	(111)	548

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**Table MGC22\_3:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The health care benefits offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	55%	(545)	21%	(212)	6%	(64)	3%	(30)	15%	(148)	1000
Religious Non-Protestant/Catholic	56%	(46)	24%	(19)	10%	(8)	3%	(2)	8%	(6)	82
Evangelical	56%	(101)	17%	(31)	6%	(11)	3%	(5)	17%	(31)	180
Non-Evangelical	62%	(175)	19%	(55)	6%	(18)	3%	(8)	10%	(27)	283
Community: Urban	56%	(144)	21%	(55)	5%	(13)	4%	(11)	13%	(34)	256
Community: Suburban	56%	(300)	22%	(118)	6%	(35)	2%	(13)	13%	(72)	539
Community: Rural	49%	(101)	19%	(39)	8%	(17)	3%	(6)	20%	(42)	206
Employ: Private Sector	57%	(48)	27%	(22)	9%	(7)	2%	(2)	6%	(5)	84
Employ: Unemployed	48%	(74)	20%	(30)	10%	(15)	4%	(6)	18%	(28)	154
Military HH: Yes	49%	(65)	18%	(23)	15%	(20)	2%	(3)	16%	(21)	132
Military HH: No	55%	(480)	22%	(189)	5%	(45)	3%	(27)	15%	(127)	868
RD/WT: Right Direction	47%	(144)	24%	(74)	7%	(21)	4%	(11)	18%	(55)	305
RD/WT: Wrong Track	58%	(401)	20%	(138)	6%	(44)	3%	(19)	13%	(93)	695
Trump Job Approve	55%	(150)	22%	(59)	7%	(18)	3%	(8)	14%	(39)	274
Trump Job Disapprove	57%	(334)	22%	(132)	7%	(41)	3%	(17)	11%	(63)	586
Trump Job Strongly Approve	51%	(56)	20%	(21)	7%	(8)	4%	(4)	19%	(20)	109
Trump Job Somewhat Approve	57%	(94)	23%	(38)	6%	(11)	3%	(5)	11%	(19)	166
Trump Job Somewhat Disapprove	56%	(117)	27%	(56)	7%	(14)	3%	(5)	8%	(17)	209
Trump Job Strongly Disapprove	58%	(218)	20%	(76)	7%	(26)	3%	(11)	12%	(46)	377
Favorable of Trump	55%	(142)	24%	(60)	6%	(15)	3%	(8)	12%	(31)	256
Unfavorable of Trump	58%	(354)	22%	(131)	7%	(44)	3%	(18)	10%	(59)	606
Very Favorable of Trump	55%	(60)	18%	(20)	7%	(8)	4%	(4)	17%	(18)	109
Somewhat Favorable of Trump	56%	(82)	28%	(41)	5%	(7)	3%	(4)	8%	(12)	147
Somewhat Unfavorable of Trump	54%	(95)	30%	(52)	7%	(12)	1%	(2)	8%	(14)	176
Very Unfavorable of Trump	60%	(259)	18%	(79)	7%	(31)	4%	(16)	11%	(45)	430

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**Table MGC22\_3:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
*The health care benefits offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	55%	(545)	21%	(212)	6%	(64)	3%	(30)	15%	(148)	1000
#1 Issue: Economy	60%	(177)	21%	(62)	6%	(17)	2%	(7)	11%	(33)	296
#1 Issue: Security	53%	(40)	27%	(20)	7%	(5)	3%	(2)	10%	(8)	76
#1 Issue: Health Care	58%	(99)	20%	(34)	7%	(11)	3%	(6)	12%	(21)	171
#1 Issue: Women's Issues	60%	(70)	19%	(22)	6%	(8)	2%	(2)	13%	(15)	117
#1 Issue: Education	50%	(73)	20%	(29)	11%	(16)	2%	(3)	17%	(24)	145
#1 Issue: Energy	55%	(54)	27%	(26)	5%	(5)	5%	(4)	8%	(8)	98
#1 Issue: Other	36%	(30)	16%	(13)	2%	(1)	4%	(4)	42%	(34)	82
2018 House Vote: Democrat	59%	(66)	25%	(29)	7%	(7)	2%	(2)	7%	(8)	112
2016 Vote: Hillary Clinton	59%	(46)	23%	(18)	5%	(4)	2%	(1)	11%	(9)	78
2016 Vote: Didn't Vote	54%	(472)	21%	(184)	7%	(59)	3%	(28)	16%	(138)	881
Voted in 2014: No	55%	(531)	21%	(207)	7%	(64)	3%	(27)	15%	(144)	972
2012 Vote: Didn't Vote	55%	(536)	21%	(206)	7%	(64)	3%	(30)	15%	(143)	978
4-Region: Northeast	53%	(114)	22%	(47)	10%	(21)	4%	(10)	12%	(25)	216
4-Region: Midwest	51%	(119)	25%	(59)	6%	(14)	2%	(4)	15%	(35)	232
4-Region: South	52%	(176)	19%	(62)	7%	(24)	4%	(13)	19%	(62)	337
4-Region: West	64%	(138)	20%	(44)	3%	(6)	2%	(4)	12%	(25)	216

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

**Table MGC22\_4:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
Sick leave policies

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	49%	(492)	24%	(243)	7%	(74)	4%	(38)	15%	(153)	1000
Gender: Male	44%	(213)	24%	(119)	9%	(45)	5%	(23)	18%	(88)	489
Gender: Female	54%	(278)	24%	(124)	6%	(29)	3%	(15)	13%	(65)	511
Age: 18-34	48%	(242)	27%	(138)	7%	(36)	5%	(23)	13%	(67)	506
Generation Z: 13-23	49%	(492)	24%	(243)	7%	(74)	4%	(38)	15%	(153)	1000
PID: Dem (no lean)	54%	(192)	26%	(91)	6%	(20)	5%	(16)	10%	(36)	355
PID: Ind (no lean)	49%	(216)	20%	(88)	6%	(28)	4%	(18)	21%	(95)	445
PID: Rep (no lean)	41%	(83)	32%	(64)	13%	(27)	2%	(3)	11%	(23)	201
PID/Gender: Dem Men	46%	(74)	28%	(45)	6%	(9)	6%	(9)	14%	(23)	160
PID/Gender: Dem Women	61%	(118)	24%	(46)	5%	(10)	4%	(7)	7%	(13)	195
PID/Gender: Ind Men	45%	(101)	19%	(42)	7%	(15)	5%	(12)	24%	(53)	223
PID/Gender: Ind Women	52%	(116)	21%	(46)	5%	(12)	3%	(6)	19%	(42)	222
PID/Gender: Rep Men	36%	(39)	31%	(33)	19%	(20)	2%	(2)	12%	(13)	106
PID/Gender: Rep Women	47%	(44)	34%	(32)	7%	(7)	2%	(2)	11%	(10)	95
Ideo: Liberal (1-3)	56%	(181)	26%	(85)	7%	(24)	4%	(13)	7%	(21)	324
Ideo: Moderate (4)	49%	(91)	30%	(55)	5%	(9)	4%	(8)	12%	(22)	185
Ideo: Conservative (5-7)	52%	(90)	26%	(45)	12%	(20)	2%	(4)	7%	(13)	173
Educ: < College	49%	(446)	24%	(219)	8%	(69)	4%	(34)	16%	(147)	916
Educ: Bachelors degree	57%	(41)	30%	(21)	7%	(5)	2%	(2)	5%	(3)	72
Income: Under 50k	45%	(219)	22%	(105)	8%	(41)	5%	(26)	20%	(98)	488
Income: 50k-100k	55%	(181)	27%	(89)	7%	(23)	2%	(7)	8%	(27)	328
Income: 100k+	50%	(92)	27%	(49)	6%	(10)	3%	(5)	15%	(28)	183
Ethnicity: White	50%	(318)	26%	(167)	7%	(47)	4%	(24)	13%	(82)	638
Ethnicity: Hispanic	43%	(87)	25%	(51)	9%	(18)	5%	(10)	18%	(37)	203
Ethnicity: Afr. Am.	49%	(64)	17%	(23)	6%	(7)	5%	(6)	24%	(31)	131
Ethnicity: Other	48%	(110)	23%	(53)	9%	(20)	3%	(8)	17%	(40)	231
All Christian	51%	(139)	29%	(81)	8%	(23)	3%	(8)	8%	(23)	274
All Non-Christian	59%	(38)	22%	(14)	8%	(6)	5%	(4)	6%	(4)	65
Atheist	55%	(62)	25%	(29)	8%	(9)	4%	(4)	9%	(10)	113
Agnostic/Nothing in particular	46%	(253)	22%	(120)	7%	(37)	4%	(22)	21%	(116)	548

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**Table MGC22\_4:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*Sick leave policies*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	49%	(492)	24%	(243)	7%	(74)	4%	(38)	15%	(153)	1000
Religious Non-Protestant/Catholic	59%	(48)	20%	(16)	9%	(7)	6%	(5)	7%	(5)	82
Evangelical	49%	(88)	25%	(44)	7%	(12)	1%	(2)	18%	(33)	180
Non-Evangelical	48%	(135)	28%	(80)	9%	(26)	3%	(10)	11%	(32)	283
Community: Urban	49%	(126)	26%	(66)	6%	(14)	5%	(14)	14%	(35)	256
Community: Suburban	51%	(274)	25%	(132)	7%	(38)	4%	(20)	14%	(75)	539
Community: Rural	45%	(92)	22%	(45)	10%	(22)	2%	(4)	21%	(43)	206
Employ: Private Sector	50%	(42)	33%	(28)	6%	(5)	4%	(3)	7%	(6)	84
Employ: Unemployed	48%	(75)	20%	(32)	8%	(13)	5%	(8)	18%	(27)	154
Military HH: Yes	53%	(70)	18%	(24)	7%	(10)	7%	(9)	15%	(20)	132
Military HH: No	49%	(421)	25%	(219)	7%	(64)	3%	(29)	15%	(134)	868
RD/WT: Right Direction	41%	(126)	27%	(82)	8%	(25)	4%	(14)	19%	(59)	305
RD/WT: Wrong Track	53%	(366)	23%	(161)	7%	(50)	3%	(24)	14%	(94)	695
Trump Job Approve	45%	(124)	27%	(75)	9%	(24)	5%	(14)	14%	(37)	274
Trump Job Disapprove	53%	(313)	25%	(144)	7%	(44)	4%	(22)	11%	(64)	586
Trump Job Strongly Approve	47%	(51)	24%	(26)	7%	(7)	5%	(6)	17%	(18)	109
Trump Job Somewhat Approve	45%	(74)	29%	(49)	10%	(16)	5%	(8)	11%	(19)	166
Trump Job Somewhat Disapprove	51%	(106)	26%	(55)	10%	(21)	4%	(8)	9%	(18)	209
Trump Job Strongly Disapprove	55%	(206)	24%	(89)	6%	(22)	4%	(14)	12%	(46)	377
Favorable of Trump	48%	(124)	28%	(72)	7%	(18)	3%	(9)	13%	(34)	256
Unfavorable of Trump	53%	(322)	25%	(151)	8%	(48)	4%	(26)	10%	(58)	606
Very Favorable of Trump	49%	(54)	25%	(27)	6%	(7)	1%	(1)	19%	(20)	109
Somewhat Favorable of Trump	48%	(70)	31%	(45)	8%	(11)	5%	(7)	9%	(13)	147
Somewhat Unfavorable of Trump	47%	(83)	31%	(54)	8%	(14)	5%	(9)	8%	(14)	176
Very Unfavorable of Trump	56%	(239)	22%	(97)	8%	(34)	4%	(17)	10%	(44)	430

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**Table MGC22\_4:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
Sick leave policies

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	49%	(492)	24%	(243)	7%	(74)	4%	(38)	15%	(153)	1000
#1 Issue: Economy	51%	(150)	27%	(80)	8%	(23)	2%	(7)	12%	(37)	296
#1 Issue: Security	53%	(40)	27%	(20)	8%	(6)	3%	(2)	10%	(7)	76
#1 Issue: Health Care	52%	(88)	23%	(39)	10%	(17)	4%	(7)	12%	(20)	171
#1 Issue: Women's Issues	58%	(68)	23%	(26)	4%	(5)	1%	(1)	14%	(16)	117
#1 Issue: Education	45%	(65)	25%	(37)	8%	(12)	7%	(10)	15%	(22)	145
#1 Issue: Energy	49%	(48)	27%	(27)	6%	(6)	6%	(6)	11%	(11)	98
#1 Issue: Other	35%	(29)	16%	(13)	4%	(3)	3%	(2)	43%	(35)	82
2018 House Vote: Democrat	55%	(61)	29%	(32)	6%	(6)	4%	(5)	6%	(7)	112
2016 Vote: Hillary Clinton	49%	(38)	33%	(25)	5%	(4)	4%	(3)	9%	(7)	78
2016 Vote: Didn't Vote	49%	(431)	23%	(202)	8%	(68)	4%	(34)	16%	(145)	881
Voted in 2014: No	49%	(479)	24%	(236)	7%	(71)	4%	(37)	15%	(148)	972
2012 Vote: Didn't Vote	49%	(481)	24%	(238)	8%	(74)	4%	(36)	15%	(148)	978
4-Region: Northeast	49%	(105)	26%	(56)	11%	(23)	3%	(7)	12%	(25)	216
4-Region: Midwest	45%	(103)	29%	(67)	8%	(17)	3%	(8)	16%	(36)	232
4-Region: South	49%	(165)	22%	(75)	6%	(21)	4%	(13)	19%	(63)	337
4-Region: West	55%	(119)	21%	(45)	6%	(13)	5%	(10)	14%	(29)	216

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

**Table MGC22\_5:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
*The parental leave offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(353)	25%	(254)	13%	(130)	8%	(76)	19%	(186)	1000
Gender: Male	29%	(141)	27%	(132)	15%	(73)	8%	(38)	21%	(104)	489
Gender: Female	42%	(212)	24%	(122)	11%	(57)	7%	(38)	16%	(82)	511
Age: 18-34	34%	(173)	26%	(131)	15%	(74)	8%	(40)	18%	(89)	506
Generation Z: 13-23	35%	(353)	25%	(254)	13%	(130)	8%	(76)	19%	(186)	1000
PID: Dem (no lean)	38%	(133)	27%	(96)	14%	(49)	8%	(30)	13%	(46)	355
PID: Ind (no lean)	36%	(158)	22%	(98)	10%	(45)	8%	(35)	24%	(108)	445
PID: Rep (no lean)	31%	(62)	30%	(60)	18%	(36)	6%	(11)	16%	(32)	201
PID/Gender: Dem Men	30%	(48)	28%	(45)	17%	(27)	7%	(12)	18%	(29)	160
PID/Gender: Dem Women	44%	(85)	26%	(52)	12%	(23)	9%	(18)	9%	(17)	195
PID/Gender: Ind Men	29%	(65)	25%	(55)	11%	(23)	9%	(20)	26%	(59)	223
PID/Gender: Ind Women	42%	(93)	19%	(43)	10%	(22)	7%	(15)	22%	(50)	222
PID/Gender: Rep Men	26%	(27)	31%	(33)	22%	(23)	6%	(6)	16%	(17)	106
PID/Gender: Rep Women	36%	(34)	29%	(27)	14%	(13)	5%	(5)	16%	(15)	95
Ideo: Liberal (1-3)	36%	(118)	29%	(95)	15%	(49)	10%	(34)	9%	(29)	324
Ideo: Moderate (4)	37%	(69)	24%	(45)	15%	(28)	8%	(15)	16%	(29)	185
Ideo: Conservative (5-7)	41%	(70)	27%	(46)	19%	(32)	5%	(9)	9%	(15)	173
Educ: < College	35%	(322)	25%	(226)	13%	(118)	8%	(69)	20%	(180)	916
Educ: Bachelors degree	37%	(27)	34%	(25)	14%	(10)	10%	(7)	6%	(4)	72
Income: Under 50k	33%	(163)	21%	(100)	13%	(62)	9%	(42)	25%	(121)	488
Income: 50k-100k	40%	(132)	31%	(102)	12%	(39)	7%	(22)	10%	(33)	328
Income: 100k+	31%	(58)	28%	(52)	16%	(29)	7%	(12)	17%	(32)	183
Ethnicity: White	35%	(223)	27%	(170)	14%	(92)	8%	(51)	16%	(102)	638
Ethnicity: Hispanic	37%	(75)	21%	(44)	13%	(25)	7%	(14)	22%	(45)	203
Ethnicity: Afr. Am.	36%	(47)	17%	(22)	12%	(15)	9%	(12)	26%	(34)	131
Ethnicity: Other	36%	(83)	27%	(62)	10%	(23)	6%	(14)	22%	(50)	231
All Christian	44%	(119)	27%	(74)	15%	(41)	5%	(15)	9%	(25)	274
All Non-Christian	45%	(29)	20%	(13)	18%	(12)	4%	(2)	13%	(8)	65
Atheist	30%	(34)	30%	(33)	13%	(14)	12%	(13)	15%	(17)	113
Agnostic/Nothing in particular	31%	(170)	24%	(134)	11%	(63)	8%	(46)	25%	(136)	548

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**Table MGC22\_5:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The parental leave offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(353)	25%	(254)	13%	(130)	8%	(76)	19%	(186)	1000
Religious Non-Protestant/Catholic	46%	(38)	22%	(18)	17%	(14)	3%	(2)	12%	(10)	82
Evangelical	38%	(68)	29%	(52)	10%	(18)	7%	(12)	17%	(30)	180
Non-Evangelical	42%	(119)	25%	(70)	15%	(42)	5%	(15)	13%	(38)	283
Community: Urban	39%	(101)	24%	(61)	10%	(25)	8%	(21)	19%	(48)	256
Community: Suburban	35%	(191)	27%	(147)	14%	(74)	7%	(38)	16%	(88)	539
Community: Rural	30%	(61)	22%	(46)	15%	(31)	8%	(17)	25%	(51)	206
Employ: Private Sector	32%	(27)	35%	(29)	15%	(12)	10%	(8)	8%	(7)	84
Employ: Unemployed	27%	(42)	24%	(36)	11%	(16)	12%	(18)	27%	(41)	154
Military HH: Yes	35%	(46)	24%	(31)	13%	(17)	11%	(15)	18%	(23)	132
Military HH: No	35%	(307)	26%	(223)	13%	(113)	7%	(62)	19%	(163)	868
RD/WT: Right Direction	29%	(89)	28%	(86)	13%	(38)	8%	(23)	22%	(69)	305
RD/WT: Wrong Track	38%	(264)	24%	(168)	13%	(92)	8%	(53)	17%	(118)	695
Trump Job Approve	35%	(96)	27%	(75)	14%	(39)	7%	(19)	17%	(46)	274
Trump Job Disapprove	37%	(219)	26%	(150)	14%	(84)	9%	(51)	14%	(83)	586
Trump Job Strongly Approve	32%	(34)	25%	(27)	17%	(18)	6%	(6)	21%	(23)	109
Trump Job Somewhat Approve	37%	(61)	29%	(48)	12%	(21)	8%	(13)	14%	(23)	166
Trump Job Somewhat Disapprove	38%	(80)	28%	(59)	14%	(30)	9%	(18)	10%	(22)	209
Trump Job Strongly Disapprove	37%	(139)	24%	(91)	14%	(54)	9%	(32)	16%	(61)	377
Favorable of Trump	37%	(96)	26%	(66)	15%	(39)	6%	(16)	16%	(40)	256
Unfavorable of Trump	36%	(219)	27%	(166)	14%	(83)	9%	(55)	13%	(82)	606
Very Favorable of Trump	37%	(40)	22%	(24)	15%	(16)	4%	(4)	23%	(25)	109
Somewhat Favorable of Trump	38%	(56)	28%	(42)	15%	(22)	8%	(12)	10%	(15)	147
Somewhat Unfavorable of Trump	32%	(57)	32%	(57)	17%	(30)	9%	(15)	10%	(17)	176
Very Unfavorable of Trump	38%	(162)	26%	(110)	12%	(54)	9%	(40)	15%	(64)	430

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**Table MGC22\_5:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?

*The parental leave offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(353)	25%	(254)	13%	(130)	8%	(76)	19%	(186)	1000
#1 Issue: Economy	35%	(104)	27%	(80)	17%	(49)	6%	(16)	16%	(47)	296
#1 Issue: Security	40%	(30)	27%	(21)	16%	(12)	3%	(2)	15%	(11)	76
#1 Issue: Health Care	40%	(68)	26%	(44)	9%	(15)	10%	(17)	15%	(26)	171
#1 Issue: Women's Issues	41%	(48)	25%	(30)	7%	(8)	9%	(11)	17%	(20)	117
#1 Issue: Education	31%	(45)	24%	(35)	15%	(21)	11%	(16)	19%	(28)	145
#1 Issue: Energy	34%	(33)	28%	(28)	18%	(18)	8%	(8)	11%	(11)	98
#1 Issue: Other	27%	(22)	16%	(13)	3%	(2)	6%	(5)	48%	(40)	82
2018 House Vote: Democrat	37%	(42)	30%	(34)	14%	(16)	8%	(9)	10%	(11)	112
2016 Vote: Hillary Clinton	33%	(26)	31%	(24)	14%	(11)	8%	(6)	14%	(11)	78
2016 Vote: Didn't Vote	36%	(314)	24%	(214)	13%	(111)	8%	(67)	20%	(175)	881
Voted in 2014: No	35%	(342)	26%	(250)	13%	(125)	8%	(74)	19%	(181)	972
2012 Vote: Didn't Vote	35%	(344)	26%	(249)	13%	(128)	8%	(76)	18%	(179)	978
4-Region: Northeast	33%	(71)	27%	(58)	15%	(32)	6%	(14)	19%	(41)	216
4-Region: Midwest	31%	(71)	28%	(64)	14%	(32)	9%	(21)	19%	(44)	232
4-Region: South	37%	(125)	23%	(79)	11%	(38)	7%	(24)	21%	(70)	337
4-Region: West	40%	(86)	25%	(53)	13%	(28)	8%	(18)	14%	(31)	216

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

**Table MGC22\_6:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company's mission*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	36%	(356)	31%	(307)	12%	(121)	5%	(53)	16%	(163)	1000
Gender: Male	33%	(159)	29%	(141)	13%	(64)	7%	(33)	19%	(91)	489
Gender: Female	38%	(196)	32%	(166)	11%	(58)	4%	(20)	14%	(72)	511
Age: 18-34	36%	(182)	30%	(150)	14%	(69)	6%	(32)	15%	(74)	506
Generation Z: 13-23	36%	(356)	31%	(307)	12%	(121)	5%	(53)	16%	(163)	1000
PID: Dem (no lean)	39%	(137)	34%	(120)	13%	(45)	3%	(10)	12%	(43)	355
PID: Ind (no lean)	34%	(149)	28%	(127)	11%	(50)	6%	(26)	21%	(92)	445
PID: Rep (no lean)	34%	(69)	30%	(60)	13%	(27)	8%	(17)	14%	(28)	201
PID/Gender: Dem Men	42%	(67)	25%	(40)	13%	(21)	4%	(6)	16%	(25)	160
PID/Gender: Dem Women	36%	(70)	41%	(80)	12%	(23)	2%	(4)	9%	(17)	195
PID/Gender: Ind Men	28%	(62)	29%	(65)	12%	(27)	8%	(17)	23%	(51)	223
PID/Gender: Ind Women	39%	(87)	28%	(61)	11%	(23)	4%	(9)	19%	(41)	222
PID/Gender: Rep Men	28%	(30)	33%	(35)	15%	(16)	9%	(10)	14%	(15)	106
PID/Gender: Rep Women	41%	(39)	26%	(25)	12%	(11)	7%	(7)	14%	(13)	95
Ideo: Liberal (1-3)	37%	(120)	37%	(118)	14%	(44)	5%	(15)	8%	(27)	324
Ideo: Moderate (4)	36%	(67)	35%	(65)	12%	(22)	4%	(8)	12%	(23)	185
Ideo: Conservative (5-7)	43%	(74)	27%	(47)	17%	(29)	5%	(9)	8%	(14)	173
Educ: < College	35%	(324)	30%	(278)	12%	(109)	5%	(48)	17%	(158)	916
Educ: Bachelors degree	40%	(29)	36%	(26)	13%	(10)	7%	(5)	4%	(3)	72
Income: Under 50k	35%	(169)	25%	(121)	14%	(66)	6%	(28)	21%	(104)	488
Income: 50k-100k	40%	(132)	36%	(118)	11%	(36)	4%	(14)	9%	(28)	328
Income: 100k+	30%	(54)	38%	(69)	10%	(19)	5%	(10)	17%	(31)	183
Ethnicity: White	36%	(228)	33%	(210)	13%	(80)	5%	(33)	14%	(86)	638
Ethnicity: Hispanic	33%	(67)	27%	(55)	14%	(27)	8%	(16)	18%	(36)	203
Ethnicity: Afr. Am.	36%	(47)	23%	(30)	9%	(12)	5%	(7)	27%	(36)	131
Ethnicity: Other	35%	(80)	29%	(67)	13%	(30)	6%	(13)	18%	(41)	231
All Christian	44%	(120)	31%	(84)	12%	(32)	5%	(13)	9%	(25)	274
All Non-Christian	36%	(24)	34%	(22)	15%	(10)	7%	(4)	8%	(5)	65
Atheist	36%	(40)	36%	(41)	10%	(11)	7%	(8)	11%	(13)	113
Agnostic/Nothing in particular	31%	(172)	29%	(160)	13%	(69)	5%	(27)	22%	(120)	548

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**Table MGC22\_6:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company's mission*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	36%	(356)	31%	(307)	12%	(121)	5%	(53)	16%	(163)	1000
Religious Non-Protestant/Catholic	37%	(30)	34%	(28)	15%	(13)	6%	(5)	8%	(7)	82
Evangelical	40%	(72)	30%	(54)	10%	(17)	5%	(8)	16%	(29)	180
Non-Evangelical	41%	(115)	28%	(80)	14%	(39)	5%	(15)	12%	(34)	283
Community: Urban	39%	(101)	28%	(71)	9%	(23)	9%	(23)	15%	(38)	256
Community: Suburban	35%	(189)	34%	(185)	12%	(63)	4%	(22)	15%	(79)	539
Community: Rural	32%	(66)	25%	(52)	17%	(35)	3%	(7)	22%	(46)	206
Employ: Private Sector	43%	(36)	37%	(31)	10%	(9)	4%	(3)	6%	(5)	84
Employ: Unemployed	32%	(49)	30%	(46)	11%	(16)	7%	(11)	21%	(32)	154
Military HH: Yes	32%	(42)	28%	(37)	16%	(21)	7%	(9)	18%	(24)	132
Military HH: No	36%	(313)	31%	(270)	12%	(101)	5%	(44)	16%	(140)	868
RD/WT: Right Direction	33%	(101)	28%	(85)	14%	(42)	7%	(20)	19%	(57)	305
RD/WT: Wrong Track	37%	(254)	32%	(222)	11%	(80)	5%	(32)	15%	(106)	695
Trump Job Approve	37%	(102)	28%	(77)	14%	(39)	6%	(16)	14%	(39)	274
Trump Job Disapprove	36%	(214)	33%	(193)	13%	(77)	6%	(32)	12%	(70)	586
Trump Job Strongly Approve	40%	(43)	24%	(26)	13%	(14)	7%	(7)	17%	(18)	109
Trump Job Somewhat Approve	36%	(59)	31%	(51)	15%	(25)	6%	(9)	13%	(21)	166
Trump Job Somewhat Disapprove	38%	(80)	33%	(70)	13%	(28)	7%	(14)	9%	(18)	209
Trump Job Strongly Disapprove	35%	(134)	33%	(123)	13%	(49)	5%	(19)	14%	(52)	377
Favorable of Trump	40%	(103)	30%	(76)	10%	(27)	6%	(15)	14%	(35)	256
Unfavorable of Trump	35%	(213)	35%	(212)	14%	(84)	5%	(32)	11%	(65)	606
Very Favorable of Trump	38%	(42)	24%	(27)	11%	(12)	8%	(9)	18%	(20)	109
Somewhat Favorable of Trump	42%	(62)	33%	(49)	10%	(15)	4%	(6)	10%	(15)	147
Somewhat Unfavorable of Trump	35%	(61)	37%	(64)	14%	(24)	6%	(10)	9%	(16)	176
Very Unfavorable of Trump	35%	(152)	34%	(147)	14%	(60)	5%	(22)	11%	(49)	430

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**Table MGC22\_6:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
The company's mission

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	36%	(356)	31%	(307)	12%	(121)	5%	(53)	16%	(163)	1000
#1 Issue: Economy	37%	(111)	34%	(100)	10%	(31)	6%	(18)	12%	(37)	296
#1 Issue: Security	42%	(32)	28%	(21)	15%	(11)	2%	(2)	13%	(10)	76
#1 Issue: Health Care	35%	(59)	29%	(50)	17%	(28)	6%	(11)	13%	(22)	171
#1 Issue: Women's Issues	35%	(41)	37%	(44)	10%	(12)	3%	(4)	15%	(17)	117
#1 Issue: Education	34%	(50)	28%	(41)	15%	(22)	5%	(7)	17%	(25)	145
#1 Issue: Energy	40%	(39)	34%	(34)	12%	(12)	3%	(3)	11%	(10)	98
#1 Issue: Other	28%	(23)	16%	(13)	5%	(4)	6%	(5)	46%	(38)	82
2018 House Vote: Democrat	42%	(47)	32%	(36)	12%	(13)	7%	(7)	8%	(9)	112
2016 Vote: Hillary Clinton	39%	(30)	34%	(26)	12%	(9)	6%	(4)	10%	(8)	78
2016 Vote: Didn't Vote	35%	(310)	30%	(266)	12%	(106)	5%	(46)	17%	(154)	881
Voted in 2014: No	36%	(345)	31%	(301)	12%	(117)	5%	(51)	16%	(158)	972
2012 Vote: Didn't Vote	35%	(346)	31%	(303)	12%	(119)	5%	(53)	16%	(158)	978
4-Region: Northeast	36%	(78)	30%	(65)	15%	(31)	5%	(11)	14%	(30)	216
4-Region: Midwest	36%	(82)	31%	(72)	13%	(29)	5%	(11)	16%	(37)	232
4-Region: South	37%	(125)	27%	(91)	11%	(36)	5%	(17)	20%	(68)	337
4-Region: West	32%	(70)	37%	(79)	11%	(25)	6%	(14)	13%	(28)	216

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

**Table MGC22\_7:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company's leadership team*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(391)	30%	(299)	9%	(90)	5%	(45)	17%	(174)	1000
Gender: Male	39%	(189)	28%	(135)	9%	(45)	5%	(24)	20%	(95)	489
Gender: Female	40%	(202)	32%	(165)	9%	(45)	4%	(21)	15%	(78)	511
Age: 18-34	39%	(198)	31%	(156)	10%	(50)	6%	(28)	15%	(74)	506
Generation Z: 13-23	39%	(391)	30%	(299)	9%	(90)	5%	(45)	17%	(174)	1000
PID: Dem (no lean)	40%	(141)	36%	(126)	9%	(31)	4%	(13)	12%	(44)	355
PID: Ind (no lean)	39%	(172)	25%	(112)	9%	(39)	5%	(24)	22%	(97)	445
PID: Rep (no lean)	39%	(78)	31%	(61)	10%	(20)	4%	(9)	16%	(32)	201
PID/Gender: Dem Men	43%	(69)	28%	(44)	8%	(13)	5%	(7)	17%	(27)	160
PID/Gender: Dem Women	37%	(71)	42%	(82)	9%	(18)	3%	(5)	9%	(18)	195
PID/Gender: Ind Men	37%	(82)	25%	(57)	9%	(21)	5%	(12)	23%	(51)	223
PID/Gender: Ind Women	41%	(91)	25%	(55)	8%	(18)	5%	(12)	21%	(46)	222
PID/Gender: Rep Men	36%	(38)	32%	(34)	11%	(12)	5%	(5)	17%	(18)	106
PID/Gender: Rep Women	43%	(40)	29%	(28)	9%	(9)	4%	(4)	15%	(14)	95
Ideo: Liberal (1-3)	40%	(129)	36%	(117)	10%	(33)	5%	(16)	9%	(29)	324
Ideo: Moderate (4)	43%	(80)	29%	(54)	12%	(22)	2%	(4)	14%	(26)	185
Ideo: Conservative (5-7)	44%	(77)	33%	(58)	7%	(12)	5%	(9)	10%	(17)	173
Educ: < College	39%	(356)	29%	(269)	9%	(84)	4%	(38)	19%	(170)	916
Educ: Bachelors degree	45%	(33)	36%	(26)	7%	(5)	9%	(6)	2%	(2)	72
Income: Under 50k	37%	(180)	25%	(124)	10%	(48)	6%	(27)	22%	(109)	488
Income: 50k-100k	43%	(140)	34%	(113)	9%	(30)	4%	(13)	10%	(32)	328
Income: 100k+	38%	(71)	34%	(63)	7%	(12)	3%	(6)	18%	(32)	183
Ethnicity: White	40%	(256)	32%	(206)	9%	(60)	4%	(26)	14%	(89)	638
Ethnicity: Hispanic	38%	(78)	25%	(51)	14%	(27)	2%	(4)	21%	(42)	203
Ethnicity: Afr. Am.	40%	(53)	14%	(18)	9%	(12)	9%	(12)	28%	(37)	131
Ethnicity: Other	36%	(82)	33%	(76)	8%	(18)	3%	(7)	21%	(48)	231
All Christian	46%	(125)	33%	(89)	8%	(22)	4%	(11)	9%	(26)	274
All Non-Christian	50%	(33)	29%	(19)	9%	(6)	3%	(2)	8%	(5)	65
Atheist	37%	(42)	34%	(38)	9%	(10)	6%	(6)	14%	(16)	113
Agnostic/Nothing in particular	35%	(192)	28%	(153)	9%	(51)	5%	(26)	23%	(126)	548

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**Table MGC22\_7:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company's leadership team*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(391)	30%	(299)	9%	(90)	5%	(45)	17%	(174)	1000
Religious Non-Protestant/Catholic	51%	(42)	28%	(23)	8%	(7)	4%	(4)	9%	(7)	82
Evangelical	45%	(81)	25%	(44)	10%	(17)	5%	(10)	15%	(27)	180
Non-Evangelical	42%	(120)	30%	(86)	10%	(28)	4%	(11)	13%	(38)	283
Community: Urban	43%	(111)	29%	(75)	7%	(18)	5%	(12)	15%	(39)	256
Community: Suburban	39%	(210)	33%	(175)	9%	(49)	4%	(21)	15%	(83)	539
Community: Rural	34%	(70)	24%	(49)	11%	(23)	6%	(12)	25%	(51)	206
Employ: Private Sector	48%	(40)	34%	(29)	7%	(6)	3%	(3)	8%	(7)	84
Employ: Unemployed	35%	(54)	24%	(37)	11%	(17)	4%	(7)	26%	(40)	154
Military HH: Yes	41%	(54)	23%	(31)	14%	(19)	5%	(7)	17%	(22)	132
Military HH: No	39%	(338)	31%	(269)	8%	(72)	4%	(38)	17%	(151)	868
RD/WT: Right Direction	37%	(112)	30%	(91)	8%	(25)	5%	(14)	21%	(63)	305
RD/WT: Wrong Track	40%	(279)	30%	(209)	9%	(65)	5%	(31)	16%	(111)	695
Trump Job Approve	42%	(115)	30%	(82)	8%	(22)	5%	(13)	15%	(42)	274
Trump Job Disapprove	40%	(234)	32%	(187)	10%	(62)	5%	(27)	13%	(78)	586
Trump Job Strongly Approve	44%	(48)	30%	(33)	6%	(6)	2%	(3)	18%	(19)	109
Trump Job Somewhat Approve	41%	(67)	30%	(49)	10%	(16)	6%	(10)	14%	(23)	166
Trump Job Somewhat Disapprove	46%	(97)	28%	(58)	13%	(27)	3%	(7)	10%	(20)	209
Trump Job Strongly Disapprove	36%	(137)	34%	(128)	9%	(34)	5%	(20)	15%	(57)	377
Favorable of Trump	43%	(110)	32%	(81)	8%	(20)	3%	(8)	14%	(37)	256
Unfavorable of Trump	40%	(241)	33%	(203)	10%	(60)	5%	(30)	12%	(72)	606
Very Favorable of Trump	44%	(48)	29%	(32)	5%	(6)	3%	(3)	19%	(20)	109
Somewhat Favorable of Trump	43%	(63)	33%	(49)	10%	(14)	3%	(5)	11%	(16)	147
Somewhat Unfavorable of Trump	41%	(72)	35%	(62)	11%	(20)	3%	(6)	9%	(16)	176
Very Unfavorable of Trump	39%	(169)	33%	(141)	9%	(40)	6%	(25)	13%	(55)	430

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**Table MGC22\_7:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company's leadership team*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(391)	30%	(299)	9%	(90)	5%	(45)	17%	(174)	1000
#1 Issue: Economy	43%	(126)	30%	(90)	10%	(29)	4%	(12)	13%	(39)	296
#1 Issue: Security	32%	(25)	34%	(26)	6%	(5)	7%	(6)	20%	(15)	76
#1 Issue: Health Care	34%	(57)	37%	(63)	11%	(19)	6%	(10)	13%	(22)	171
#1 Issue: Women's Issues	47%	(55)	30%	(35)	6%	(7)	3%	(4)	15%	(17)	117
#1 Issue: Education	38%	(55)	24%	(35)	15%	(22)	5%	(7)	18%	(27)	145
#1 Issue: Energy	45%	(44)	35%	(34)	7%	(7)	2%	(2)	11%	(11)	98
#1 Issue: Other	32%	(27)	18%	(15)	1%	(1)	4%	(3)	45%	(37)	82
2018 House Vote: Democrat	42%	(47)	36%	(40)	9%	(10)	6%	(6)	8%	(9)	112
2016 Vote: Hillary Clinton	43%	(33)	33%	(26)	7%	(5)	6%	(4)	11%	(9)	78
2016 Vote: Didn't Vote	39%	(339)	30%	(261)	9%	(80)	4%	(38)	18%	(162)	881
Voted in 2014: No	39%	(381)	30%	(293)	9%	(87)	4%	(43)	17%	(168)	972
2012 Vote: Didn't Vote	39%	(380)	30%	(296)	9%	(89)	5%	(45)	17%	(168)	978
4-Region: Northeast	36%	(78)	31%	(67)	11%	(24)	5%	(12)	17%	(36)	216
4-Region: Midwest	39%	(89)	33%	(76)	9%	(21)	4%	(9)	15%	(36)	232
4-Region: South	40%	(135)	27%	(90)	8%	(26)	4%	(12)	22%	(74)	337
4-Region: West	41%	(90)	31%	(66)	9%	(20)	6%	(12)	13%	(28)	216

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

**Table MGC22\_8:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*Job security*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	51%	(508)	24%	(244)	6%	(56)	3%	(32)	16%	(159)	1000
Gender: Male	50%	(244)	23%	(110)	6%	(28)	4%	(19)	18%	(87)	489
Gender: Female	52%	(265)	26%	(134)	5%	(28)	3%	(13)	14%	(72)	511
Age: 18-34	53%	(270)	23%	(114)	7%	(34)	4%	(18)	14%	(69)	506
Generation Z: 13-23	51%	(508)	24%	(244)	6%	(56)	3%	(32)	16%	(159)	1000
PID: Dem (no lean)	55%	(196)	26%	(93)	6%	(21)	3%	(9)	10%	(35)	355
PID: Ind (no lean)	49%	(216)	21%	(94)	5%	(21)	4%	(16)	22%	(98)	445
PID: Rep (no lean)	48%	(97)	28%	(56)	7%	(14)	4%	(8)	13%	(26)	201
PID/Gender: Dem Men	56%	(90)	22%	(35)	6%	(9)	4%	(6)	12%	(20)	160
PID/Gender: Dem Women	54%	(105)	30%	(58)	6%	(12)	2%	(3)	8%	(16)	195
PID/Gender: Ind Men	46%	(102)	21%	(47)	6%	(13)	3%	(7)	24%	(54)	223
PID/Gender: Ind Women	51%	(114)	21%	(47)	4%	(8)	4%	(9)	20%	(44)	222
PID/Gender: Rep Men	48%	(51)	27%	(28)	6%	(7)	6%	(6)	13%	(14)	106
PID/Gender: Rep Women	48%	(46)	30%	(28)	7%	(7)	1%	(1)	13%	(13)	95
Ideo: Liberal (1-3)	55%	(177)	30%	(98)	5%	(18)	3%	(11)	6%	(21)	324
Ideo: Moderate (4)	54%	(101)	25%	(46)	5%	(9)	3%	(6)	13%	(23)	185
Ideo: Conservative (5-7)	61%	(105)	22%	(38)	8%	(13)	2%	(4)	7%	(13)	173
Educ: < College	50%	(460)	24%	(221)	5%	(49)	3%	(31)	17%	(155)	916
Educ: Bachelors degree	60%	(44)	28%	(20)	8%	(6)	1%	(1)	2%	(2)	72
Income: Under 50k	46%	(226)	21%	(100)	7%	(35)	5%	(24)	21%	(102)	488
Income: 50k-100k	57%	(188)	27%	(89)	4%	(14)	2%	(7)	9%	(30)	328
Income: 100k+	51%	(94)	30%	(55)	3%	(6)	—	(1)	15%	(27)	183
Ethnicity: White	52%	(331)	27%	(173)	5%	(32)	3%	(16)	13%	(85)	638
Ethnicity: Hispanic	45%	(91)	21%	(43)	10%	(21)	5%	(9)	19%	(38)	203
Ethnicity: Afr. Am.	49%	(64)	14%	(18)	5%	(7)	9%	(11)	23%	(31)	131
Ethnicity: Other	49%	(114)	23%	(52)	7%	(17)	2%	(5)	19%	(43)	231
All Christian	59%	(163)	25%	(67)	6%	(15)	2%	(5)	9%	(24)	274
All Non-Christian	65%	(42)	18%	(12)	7%	(4)	2%	(2)	9%	(6)	65
Atheist	52%	(58)	31%	(35)	3%	(4)	4%	(4)	10%	(12)	113
Agnostic/Nothing in particular	45%	(246)	24%	(130)	6%	(33)	4%	(22)	22%	(118)	548

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**Table MGC22\_8:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*Job security*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	51%	(508)	24%	(244)	6%	(56)	3%	(32)	16%	(159)	1000
Religious Non-Protestant/Catholic	61%	(50)	21%	(17)	5%	(4)	4%	(4)	9%	(7)	82
Evangelical	47%	(85)	26%	(47)	7%	(13)	3%	(5)	17%	(30)	180
Non-Evangelical	59%	(166)	23%	(65)	4%	(12)	3%	(9)	11%	(31)	283
Community: Urban	52%	(133)	23%	(59)	6%	(16)	3%	(9)	15%	(39)	256
Community: Suburban	53%	(287)	25%	(133)	5%	(25)	3%	(17)	14%	(77)	539
Community: Rural	43%	(89)	25%	(52)	7%	(15)	3%	(6)	21%	(43)	206
Employ: Private Sector	58%	(49)	29%	(25)	5%	(4)	2%	(2)	6%	(5)	84
Employ: Unemployed	46%	(71)	17%	(26)	9%	(14)	5%	(8)	22%	(34)	154
Military HH: Yes	51%	(67)	22%	(29)	8%	(10)	4%	(6)	16%	(21)	132
Military HH: No	51%	(441)	25%	(215)	5%	(46)	3%	(27)	16%	(139)	868
RD/WT: Right Direction	44%	(135)	25%	(77)	7%	(23)	3%	(11)	20%	(60)	305
RD/WT: Wrong Track	54%	(373)	24%	(167)	5%	(33)	3%	(22)	14%	(99)	695
Trump Job Approve	54%	(147)	23%	(63)	7%	(19)	2%	(6)	14%	(40)	274
Trump Job Disapprove	53%	(313)	27%	(158)	6%	(34)	3%	(17)	11%	(64)	586
Trump Job Strongly Approve	48%	(52)	23%	(25)	8%	(8)	2%	(2)	19%	(21)	109
Trump Job Somewhat Approve	58%	(95)	23%	(38)	6%	(10)	2%	(3)	11%	(19)	166
Trump Job Somewhat Disapprove	54%	(112)	29%	(61)	6%	(13)	3%	(5)	9%	(18)	209
Trump Job Strongly Disapprove	53%	(201)	26%	(97)	6%	(21)	3%	(12)	12%	(46)	377
Favorable of Trump	54%	(139)	22%	(57)	6%	(15)	3%	(9)	14%	(36)	256
Unfavorable of Trump	53%	(322)	28%	(170)	6%	(35)	3%	(18)	10%	(61)	606
Very Favorable of Trump	52%	(57)	19%	(21)	7%	(8)	3%	(3)	19%	(21)	109
Somewhat Favorable of Trump	56%	(82)	24%	(36)	5%	(8)	4%	(6)	10%	(15)	147
Somewhat Unfavorable of Trump	48%	(85)	37%	(66)	4%	(7)	2%	(3)	8%	(15)	176
Very Unfavorable of Trump	55%	(237)	24%	(105)	6%	(28)	3%	(15)	11%	(46)	430

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**Table MGC22\_8:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?  
Job security

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	51%	(508)	24%	(244)	6%	(56)	3%	(32)	16%	(159)	1000
#1 Issue: Economy	61%	(181)	19%	(56)	6%	(18)	2%	(5)	12%	(36)	296
#1 Issue: Security	47%	(36)	31%	(23)	6%	(5)	4%	(3)	11%	(9)	76
#1 Issue: Health Care	50%	(85)	26%	(45)	7%	(12)	4%	(7)	12%	(21)	171
#1 Issue: Women's Issues	53%	(62)	27%	(32)	3%	(3)	2%	(2)	15%	(18)	117
#1 Issue: Education	42%	(61)	29%	(42)	6%	(9)	4%	(6)	19%	(27)	145
#1 Issue: Energy	56%	(54)	26%	(25)	4%	(4)	3%	(3)	11%	(11)	98
#1 Issue: Other	34%	(28)	16%	(13)	4%	(3)	5%	(4)	42%	(35)	82
2018 House Vote: Democrat	64%	(72)	23%	(26)	5%	(6)	2%	(2)	6%	(7)	112
2016 Vote: Hillary Clinton	58%	(45)	25%	(19)	5%	(4)	3%	(2)	9%	(7)	78
2016 Vote: Didn't Vote	50%	(437)	24%	(214)	6%	(51)	3%	(29)	17%	(151)	881
Voted in 2014: No	51%	(495)	25%	(240)	6%	(54)	3%	(30)	16%	(153)	972
2012 Vote: Didn't Vote	51%	(497)	25%	(240)	6%	(55)	3%	(31)	16%	(154)	978
4-Region: Northeast	55%	(118)	21%	(45)	7%	(16)	4%	(9)	13%	(28)	216
4-Region: Midwest	48%	(110)	26%	(60)	5%	(12)	4%	(9)	18%	(41)	232
4-Region: South	50%	(168)	22%	(73)	6%	(19)	3%	(10)	20%	(66)	337
4-Region: West	52%	(112)	30%	(65)	4%	(9)	2%	(5)	12%	(25)	216

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

**Table MGC22\_9:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The professional development opportunities offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(348)	32%	(320)	11%	(110)	3%	(35)	19%	(187)	1000
Gender: Male	34%	(164)	31%	(152)	11%	(56)	3%	(17)	21%	(101)	489
Gender: Female	36%	(184)	33%	(169)	11%	(54)	4%	(18)	17%	(86)	511
Age: 18-34	36%	(184)	35%	(178)	10%	(49)	3%	(18)	15%	(78)	506
Generation Z: 13-23	35%	(348)	32%	(320)	11%	(110)	3%	(35)	19%	(187)	1000
PID: Dem (no lean)	38%	(136)	36%	(127)	9%	(33)	2%	(7)	15%	(52)	355
PID: Ind (no lean)	34%	(151)	28%	(125)	11%	(47)	4%	(18)	23%	(103)	445
PID: Rep (no lean)	30%	(61)	34%	(68)	15%	(29)	5%	(9)	16%	(32)	201
PID/Gender: Dem Men	38%	(61)	31%	(50)	9%	(14)	2%	(3)	20%	(32)	160
PID/Gender: Dem Women	38%	(75)	40%	(77)	10%	(19)	2%	(5)	10%	(19)	195
PID/Gender: Ind Men	31%	(70)	30%	(67)	11%	(24)	5%	(12)	23%	(51)	223
PID/Gender: Ind Women	37%	(81)	26%	(58)	11%	(24)	3%	(6)	24%	(52)	222
PID/Gender: Rep Men	31%	(33)	33%	(35)	17%	(18)	2%	(2)	17%	(18)	106
PID/Gender: Rep Women	30%	(28)	35%	(33)	12%	(11)	8%	(7)	15%	(15)	95
Ideo: Liberal (1-3)	37%	(121)	38%	(122)	12%	(40)	3%	(9)	10%	(33)	324
Ideo: Moderate (4)	37%	(69)	35%	(65)	11%	(21)	1%	(2)	15%	(29)	185
Ideo: Conservative (5-7)	40%	(69)	31%	(54)	14%	(23)	4%	(7)	11%	(19)	173
Educ: < College	34%	(314)	31%	(288)	11%	(102)	3%	(30)	20%	(182)	916
Educ: Bachelors degree	43%	(31)	39%	(28)	8%	(6)	7%	(5)	3%	(2)	72
Income: Under 50k	31%	(153)	28%	(139)	13%	(64)	3%	(17)	24%	(116)	488
Income: 50k-100k	41%	(135)	37%	(120)	8%	(26)	4%	(14)	10%	(33)	328
Income: 100k+	32%	(60)	34%	(62)	10%	(19)	2%	(4)	21%	(39)	183
Ethnicity: White	35%	(226)	33%	(213)	12%	(76)	3%	(21)	16%	(101)	638
Ethnicity: Hispanic	30%	(61)	33%	(67)	12%	(24)	4%	(9)	20%	(42)	203
Ethnicity: Afr. Am.	36%	(47)	23%	(31)	9%	(12)	6%	(8)	26%	(34)	131
Ethnicity: Other	32%	(75)	33%	(77)	9%	(22)	3%	(6)	22%	(52)	231
All Christian	40%	(110)	37%	(101)	10%	(27)	3%	(9)	10%	(27)	274
All Non-Christian	37%	(24)	29%	(19)	23%	(15)	3%	(2)	7%	(5)	65
Atheist	34%	(38)	39%	(44)	8%	(9)	2%	(2)	17%	(19)	113
Agnostic/Nothing in particular	32%	(175)	29%	(157)	11%	(58)	4%	(21)	25%	(137)	548

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**Table MGC22\_9:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The professional development opportunities offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(348)	32%	(320)	11%	(110)	3%	(35)	19%	(187)	1000
Religious Non-Protestant/Catholic	36%	(30)	31%	(25)	22%	(18)	3%	(2)	8%	(6)	82
Evangelical	35%	(62)	31%	(56)	11%	(19)	4%	(8)	19%	(34)	180
Non-Evangelical	38%	(109)	32%	(89)	13%	(37)	4%	(12)	13%	(36)	283
Community: Urban	38%	(98)	34%	(86)	9%	(23)	3%	(7)	16%	(41)	256
Community: Suburban	35%	(191)	32%	(171)	11%	(58)	3%	(18)	19%	(100)	539
Community: Rural	29%	(59)	31%	(63)	14%	(28)	5%	(10)	22%	(46)	206
Employ: Private Sector	47%	(39)	33%	(28)	9%	(7)	4%	(3)	8%	(7)	84
Employ: Unemployed	30%	(46)	31%	(47)	12%	(18)	4%	(6)	23%	(36)	154
Military HH: Yes	30%	(40)	28%	(38)	19%	(25)	6%	(8)	17%	(22)	132
Military HH: No	35%	(308)	33%	(283)	10%	(85)	3%	(27)	19%	(165)	868
RD/WT: Right Direction	30%	(92)	31%	(95)	13%	(40)	5%	(16)	21%	(63)	305
RD/WT: Wrong Track	37%	(256)	32%	(226)	10%	(70)	3%	(19)	18%	(124)	695
Trump Job Approve	36%	(99)	31%	(85)	12%	(33)	4%	(12)	17%	(45)	274
Trump Job Disapprove	36%	(212)	35%	(206)	11%	(65)	3%	(19)	15%	(85)	586
Trump Job Strongly Approve	37%	(40)	27%	(29)	12%	(13)	3%	(3)	21%	(23)	109
Trump Job Somewhat Approve	35%	(59)	34%	(56)	12%	(20)	5%	(9)	14%	(23)	166
Trump Job Somewhat Disapprove	36%	(75)	38%	(80)	12%	(26)	2%	(5)	11%	(23)	209
Trump Job Strongly Disapprove	36%	(136)	33%	(126)	10%	(39)	4%	(14)	17%	(62)	377
Favorable of Trump	39%	(100)	33%	(83)	10%	(25)	3%	(8)	15%	(39)	256
Unfavorable of Trump	35%	(215)	35%	(212)	12%	(70)	4%	(27)	14%	(83)	606
Very Favorable of Trump	39%	(43)	28%	(31)	8%	(9)	2%	(2)	23%	(25)	109
Somewhat Favorable of Trump	39%	(57)	36%	(53)	11%	(17)	4%	(6)	10%	(14)	147
Somewhat Unfavorable of Trump	31%	(55)	38%	(67)	14%	(24)	5%	(9)	12%	(21)	176
Very Unfavorable of Trump	37%	(160)	34%	(144)	11%	(45)	4%	(18)	14%	(62)	430

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**Table MGC22\_9:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The professional development opportunities offered*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	35%	(348)	32%	(320)	11%	(110)	3%	(35)	19%	(187)	1000
#1 Issue: Economy	40%	(118)	32%	(96)	8%	(24)	3%	(9)	16%	(48)	296
#1 Issue: Security	29%	(22)	39%	(30)	14%	(10)	2%	(2)	16%	(12)	76
#1 Issue: Health Care	32%	(54)	34%	(58)	13%	(22)	4%	(8)	17%	(28)	171
#1 Issue: Women's Issues	39%	(46)	30%	(35)	9%	(11)	4%	(4)	18%	(21)	117
#1 Issue: Education	28%	(41)	34%	(50)	17%	(25)	3%	(5)	17%	(25)	145
#1 Issue: Energy	43%	(42)	32%	(31)	12%	(11)	3%	(3)	11%	(11)	98
#1 Issue: Other	24%	(20)	21%	(17)	4%	(3)	4%	(4)	47%	(39)	82
2018 House Vote: Democrat	39%	(44)	39%	(43)	11%	(13)	3%	(3)	8%	(9)	112
2016 Vote: Hillary Clinton	36%	(28)	39%	(30)	8%	(6)	4%	(3)	13%	(10)	78
2016 Vote: Didn't Vote	34%	(298)	31%	(277)	11%	(100)	4%	(32)	20%	(175)	881
Voted in 2014: No	35%	(337)	32%	(314)	11%	(106)	3%	(33)	19%	(182)	972
2012 Vote: Didn't Vote	35%	(338)	32%	(316)	11%	(108)	3%	(34)	19%	(181)	978
4-Region: Northeast	33%	(71)	36%	(77)	11%	(24)	3%	(6)	17%	(37)	216
4-Region: Midwest	34%	(78)	29%	(68)	13%	(30)	3%	(8)	20%	(47)	232
4-Region: South	36%	(123)	30%	(101)	9%	(31)	4%	(13)	20%	(68)	337
4-Region: West	35%	(76)	34%	(74)	11%	(24)	4%	(8)	16%	(35)	216

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

**Table MGC22\_10:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The gender diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	29%	(290)	26%	(256)	15%	(151)	12%	(124)	18%	(179)	1000
Gender: Male	20%	(98)	24%	(120)	17%	(82)	18%	(87)	21%	(102)	489
Gender: Female	38%	(192)	27%	(136)	13%	(69)	7%	(37)	15%	(77)	511
Age: 18-34	29%	(145)	27%	(135)	16%	(80)	13%	(67)	16%	(78)	506
Generation Z: 13-23	29%	(290)	26%	(256)	15%	(151)	12%	(124)	18%	(179)	1000
PID: Dem (no lean)	40%	(140)	28%	(100)	14%	(51)	6%	(21)	12%	(43)	355
PID: Ind (no lean)	26%	(114)	22%	(98)	15%	(69)	13%	(60)	23%	(104)	445
PID: Rep (no lean)	18%	(36)	29%	(58)	16%	(31)	21%	(43)	16%	(32)	201
PID/Gender: Dem Men	28%	(45)	27%	(43)	19%	(30)	9%	(14)	18%	(28)	160
PID/Gender: Dem Women	49%	(95)	29%	(56)	11%	(21)	4%	(7)	7%	(15)	195
PID/Gender: Ind Men	17%	(38)	21%	(48)	17%	(37)	20%	(45)	25%	(55)	223
PID/Gender: Ind Women	34%	(75)	23%	(50)	14%	(31)	7%	(15)	22%	(50)	222
PID/Gender: Rep Men	13%	(14)	27%	(29)	14%	(15)	27%	(28)	18%	(19)	106
PID/Gender: Rep Women	23%	(22)	31%	(29)	17%	(16)	16%	(15)	13%	(13)	95
Ideo: Liberal (1-3)	40%	(130)	28%	(92)	17%	(54)	6%	(18)	9%	(30)	324
Ideo: Moderate (4)	24%	(45)	26%	(48)	18%	(34)	18%	(33)	14%	(25)	185
Ideo: Conservative (5-7)	19%	(34)	25%	(43)	21%	(36)	25%	(44)	9%	(16)	173
Educ: < College	29%	(262)	25%	(233)	15%	(134)	12%	(114)	19%	(172)	916
Educ: Bachelors degree	34%	(25)	29%	(21)	18%	(13)	13%	(9)	6%	(5)	72
Income: Under 50k	28%	(139)	23%	(112)	14%	(69)	10%	(49)	24%	(119)	488
Income: 50k-100k	31%	(103)	28%	(93)	16%	(53)	15%	(50)	9%	(29)	328
Income: 100k+	26%	(48)	27%	(50)	16%	(29)	14%	(25)	17%	(31)	183
Ethnicity: White	29%	(188)	25%	(158)	16%	(100)	15%	(97)	15%	(95)	638
Ethnicity: Hispanic	30%	(62)	23%	(47)	12%	(25)	14%	(28)	21%	(42)	203
Ethnicity: Afr. Am.	28%	(37)	23%	(30)	15%	(20)	6%	(7)	28%	(37)	131
Ethnicity: Other	28%	(65)	29%	(67)	13%	(31)	9%	(20)	20%	(47)	231
All Christian	27%	(73)	28%	(76)	19%	(53)	15%	(41)	11%	(31)	274
All Non-Christian	30%	(20)	30%	(20)	20%	(13)	12%	(8)	7%	(5)	65
Atheist	33%	(37)	25%	(28)	11%	(12)	20%	(23)	12%	(13)	113
Agnostic/Nothing in particular	29%	(160)	24%	(132)	13%	(73)	10%	(52)	24%	(130)	548

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**Table MGC22\_10:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The gender diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	29%	(290)	26%	(256)	15%	(151)	12%	(124)	18%	(179)	1000
Religious Non-Protestant/Catholic	29%	(24)	31%	(25)	18%	(14)	12%	(10)	10%	(8)	82
Evangelical	25%	(45)	27%	(49)	19%	(34)	10%	(19)	18%	(33)	180
Non-Evangelical	31%	(88)	25%	(70)	18%	(50)	12%	(34)	14%	(41)	283
Community: Urban	35%	(89)	27%	(68)	12%	(30)	10%	(25)	17%	(43)	256
Community: Suburban	28%	(150)	27%	(143)	16%	(87)	13%	(72)	16%	(87)	539
Community: Rural	25%	(51)	22%	(44)	17%	(34)	14%	(28)	24%	(49)	206
Employ: Private Sector	30%	(25)	33%	(28)	18%	(15)	14%	(11)	6%	(5)	84
Employ: Unemployed	28%	(44)	21%	(32)	14%	(22)	13%	(21)	23%	(36)	154
Military HH: Yes	27%	(35)	22%	(29)	18%	(24)	17%	(23)	16%	(22)	132
Military HH: No	29%	(255)	26%	(227)	15%	(127)	12%	(102)	18%	(158)	868
RD/WT: Right Direction	19%	(59)	26%	(80)	17%	(52)	17%	(52)	21%	(63)	305
RD/WT: Wrong Track	33%	(231)	25%	(176)	14%	(99)	10%	(73)	17%	(116)	695
Trump Job Approve	17%	(46)	29%	(79)	18%	(51)	21%	(56)	16%	(43)	274
Trump Job Disapprove	36%	(213)	26%	(153)	14%	(80)	10%	(57)	14%	(84)	586
Trump Job Strongly Approve	15%	(16)	29%	(31)	16%	(17)	23%	(25)	18%	(19)	109
Trump Job Somewhat Approve	18%	(30)	29%	(48)	20%	(34)	19%	(31)	14%	(23)	166
Trump Job Somewhat Disapprove	31%	(65)	29%	(61)	16%	(33)	13%	(26)	12%	(24)	209
Trump Job Strongly Disapprove	39%	(147)	25%	(93)	13%	(47)	8%	(30)	16%	(60)	377
Favorable of Trump	20%	(51)	25%	(65)	17%	(45)	21%	(55)	16%	(40)	256
Unfavorable of Trump	34%	(209)	27%	(166)	15%	(91)	10%	(61)	13%	(79)	606
Very Favorable of Trump	20%	(21)	22%	(24)	14%	(16)	24%	(26)	19%	(21)	109
Somewhat Favorable of Trump	20%	(30)	27%	(40)	20%	(29)	20%	(29)	13%	(19)	147
Somewhat Unfavorable of Trump	26%	(47)	31%	(55)	18%	(31)	14%	(24)	11%	(18)	176
Very Unfavorable of Trump	38%	(162)	26%	(112)	14%	(60)	8%	(36)	14%	(61)	430

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**Table MGC22\_10:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The gender diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	29%	(290)	26%	(256)	15%	(151)	12%	(124)	18%	(179)	1000
#1 Issue: Economy	24%	(72)	25%	(73)	21%	(62)	16%	(46)	15%	(43)	296
#1 Issue: Security	21%	(16)	22%	(17)	29%	(22)	15%	(11)	12%	(9)	76
#1 Issue: Health Care	32%	(55)	25%	(42)	13%	(23)	14%	(24)	15%	(26)	171
#1 Issue: Women's Issues	51%	(60)	22%	(25)	9%	(10)	4%	(5)	14%	(17)	117
#1 Issue: Education	22%	(33)	30%	(43)	16%	(23)	11%	(16)	21%	(30)	145
#1 Issue: Energy	35%	(34)	36%	(35)	10%	(10)	9%	(9)	11%	(10)	98
#1 Issue: Other	24%	(20)	19%	(15)	—	(0)	12%	(10)	45%	(37)	82
2018 House Vote: Democrat	35%	(40)	29%	(32)	15%	(17)	9%	(10)	12%	(13)	112
2016 Vote: Hillary Clinton	36%	(28)	26%	(20)	13%	(10)	8%	(6)	16%	(13)	78
2016 Vote: Didn't Vote	29%	(254)	25%	(221)	15%	(133)	12%	(107)	19%	(165)	881
Voted in 2014: No	29%	(284)	26%	(249)	15%	(147)	12%	(119)	18%	(172)	972
2012 Vote: Didn't Vote	29%	(281)	26%	(253)	15%	(149)	12%	(122)	18%	(173)	978
4-Region: Northeast	28%	(61)	29%	(62)	16%	(34)	10%	(22)	17%	(36)	216
4-Region: Midwest	30%	(69)	23%	(54)	20%	(46)	10%	(24)	17%	(38)	232
4-Region: South	27%	(92)	23%	(77)	14%	(46)	15%	(50)	21%	(72)	337
4-Region: West	32%	(69)	29%	(62)	12%	(25)	13%	(28)	15%	(33)	216

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

**Table MGC22\_11:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The racial diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	28%	(281)	26%	(258)	16%	(164)	12%	(120)	18%	(177)	1000
Gender: Male	21%	(100)	23%	(114)	19%	(92)	17%	(82)	20%	(100)	489
Gender: Female	35%	(180)	28%	(144)	14%	(71)	8%	(38)	15%	(78)	511
Age: 18-34	29%	(147)	26%	(132)	17%	(88)	13%	(64)	15%	(76)	506
Generation Z: 13-23	28%	(281)	26%	(258)	16%	(164)	12%	(120)	18%	(177)	1000
PID: Dem (no lean)	41%	(144)	28%	(98)	13%	(48)	7%	(23)	12%	(42)	355
PID: Ind (no lean)	23%	(102)	24%	(108)	17%	(78)	12%	(51)	24%	(106)	445
PID: Rep (no lean)	17%	(34)	26%	(52)	19%	(38)	23%	(46)	15%	(30)	201
PID/Gender: Dem Men	31%	(49)	24%	(39)	19%	(30)	11%	(17)	15%	(25)	160
PID/Gender: Dem Women	49%	(95)	30%	(59)	9%	(17)	3%	(6)	9%	(17)	195
PID/Gender: Ind Men	16%	(36)	23%	(50)	19%	(42)	16%	(36)	26%	(58)	223
PID/Gender: Ind Women	30%	(66)	26%	(57)	16%	(36)	7%	(15)	22%	(48)	222
PID/Gender: Rep Men	14%	(15)	24%	(25)	19%	(20)	27%	(29)	16%	(17)	106
PID/Gender: Rep Women	20%	(19)	29%	(27)	19%	(18)	18%	(17)	13%	(13)	95
Ideo: Liberal (1-3)	40%	(129)	29%	(95)	15%	(48)	7%	(23)	9%	(29)	324
Ideo: Moderate (4)	26%	(49)	25%	(46)	19%	(35)	17%	(31)	13%	(24)	185
Ideo: Conservative (5-7)	18%	(31)	25%	(43)	25%	(44)	23%	(40)	9%	(16)	173
Educ: < College	28%	(257)	25%	(226)	17%	(151)	12%	(110)	19%	(172)	916
Educ: Bachelors degree	30%	(22)	38%	(27)	15%	(11)	13%	(10)	4%	(3)	72
Income: Under 50k	27%	(132)	23%	(112)	18%	(86)	10%	(48)	23%	(111)	488
Income: 50k-100k	31%	(103)	28%	(92)	15%	(50)	14%	(47)	11%	(36)	328
Income: 100k+	25%	(46)	29%	(54)	15%	(27)	14%	(26)	17%	(31)	183
Ethnicity: White	28%	(180)	25%	(158)	17%	(109)	14%	(92)	15%	(98)	638
Ethnicity: Hispanic	30%	(61)	23%	(46)	15%	(30)	12%	(25)	20%	(40)	203
Ethnicity: Afr. Am.	25%	(33)	29%	(38)	14%	(18)	6%	(8)	26%	(33)	131
Ethnicity: Other	29%	(67)	27%	(62)	16%	(37)	9%	(20)	20%	(46)	231
All Christian	26%	(70)	28%	(77)	21%	(56)	15%	(41)	11%	(30)	274
All Non-Christian	36%	(23)	28%	(18)	14%	(9)	14%	(9)	8%	(5)	65
Atheist	28%	(31)	21%	(24)	15%	(17)	21%	(24)	14%	(16)	113
Agnostic/Nothing in particular	28%	(156)	25%	(139)	15%	(81)	8%	(46)	23%	(127)	548

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**Table MGC22\_11:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The racial diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	28%	(281)	26%	(258)	16%	(164)	12%	(120)	18%	(177)	1000
Religious Non-Protestant/Catholic	28%	(23)	34%	(28)	16%	(13)	14%	(12)	8%	(6)	82
Evangelical	25%	(46)	25%	(46)	18%	(33)	11%	(20)	20%	(36)	180
Non-Evangelical	30%	(84)	24%	(68)	19%	(54)	13%	(37)	14%	(39)	283
Community: Urban	35%	(89)	29%	(74)	13%	(34)	7%	(19)	16%	(40)	256
Community: Suburban	27%	(145)	27%	(144)	16%	(88)	13%	(70)	17%	(92)	539
Community: Rural	23%	(46)	20%	(41)	20%	(42)	15%	(31)	22%	(46)	206
Employ: Private Sector	31%	(26)	32%	(27)	14%	(12)	14%	(12)	8%	(7)	84
Employ: Unemployed	22%	(34)	24%	(36)	18%	(27)	14%	(22)	22%	(34)	154
Military HH: Yes	27%	(36)	20%	(27)	25%	(33)	11%	(15)	17%	(22)	132
Military HH: No	28%	(245)	27%	(231)	15%	(131)	12%	(105)	18%	(155)	868
RD/WT: Right Direction	18%	(54)	27%	(81)	20%	(62)	15%	(46)	21%	(63)	305
RD/WT: Wrong Track	33%	(227)	25%	(177)	15%	(102)	11%	(74)	17%	(115)	695
Trump Job Approve	18%	(49)	23%	(64)	23%	(62)	20%	(54)	16%	(44)	274
Trump Job Disapprove	35%	(205)	28%	(166)	14%	(82)	9%	(53)	14%	(79)	586
Trump Job Strongly Approve	16%	(17)	25%	(27)	22%	(24)	18%	(20)	19%	(21)	109
Trump Job Somewhat Approve	19%	(32)	23%	(37)	23%	(39)	21%	(35)	14%	(23)	166
Trump Job Somewhat Disapprove	30%	(64)	32%	(66)	15%	(32)	12%	(26)	10%	(22)	209
Trump Job Strongly Disapprove	37%	(141)	27%	(100)	13%	(50)	7%	(27)	15%	(58)	377
Favorable of Trump	18%	(47)	25%	(65)	20%	(51)	20%	(52)	16%	(40)	256
Unfavorable of Trump	34%	(209)	27%	(165)	16%	(100)	10%	(59)	12%	(73)	606
Very Favorable of Trump	16%	(18)	23%	(25)	21%	(23)	19%	(21)	20%	(22)	109
Somewhat Favorable of Trump	20%	(29)	28%	(41)	19%	(28)	21%	(31)	13%	(19)	147
Somewhat Unfavorable of Trump	26%	(45)	30%	(53)	21%	(37)	13%	(22)	10%	(18)	176
Very Unfavorable of Trump	38%	(164)	26%	(112)	14%	(62)	9%	(37)	13%	(56)	430

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**Table MGC22\_11:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The racial diversity of the company's employees*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	28%	(281)	26%	(258)	16%	(164)	12%	(120)	18%	(177)	1000
#1 Issue: Economy	25%	(73)	25%	(73)	22%	(65)	15%	(45)	14%	(40)	296
#1 Issue: Security	22%	(17)	26%	(20)	25%	(19)	16%	(12)	11%	(8)	76
#1 Issue: Health Care	34%	(58)	23%	(39)	18%	(31)	10%	(17)	15%	(25)	171
#1 Issue: Women's Issues	45%	(53)	31%	(37)	6%	(7)	3%	(4)	14%	(16)	117
#1 Issue: Education	21%	(30)	26%	(38)	18%	(26)	14%	(20)	21%	(31)	145
#1 Issue: Energy	31%	(31)	36%	(35)	12%	(11)	9%	(9)	12%	(12)	98
#1 Issue: Other	23%	(19)	17%	(14)	3%	(2)	9%	(8)	48%	(40)	82
2018 House Vote: Democrat	34%	(38)	29%	(32)	13%	(15)	13%	(15)	11%	(12)	112
2016 Vote: Hillary Clinton	29%	(23)	34%	(26)	16%	(13)	8%	(6)	13%	(10)	78
2016 Vote: Didn't Vote	28%	(249)	25%	(220)	17%	(145)	11%	(101)	19%	(166)	881
Voted in 2014: No	28%	(276)	26%	(252)	16%	(160)	12%	(114)	18%	(170)	972
2012 Vote: Didn't Vote	28%	(272)	26%	(254)	17%	(162)	12%	(118)	18%	(171)	978
4-Region: Northeast	26%	(55)	31%	(67)	17%	(36)	12%	(25)	15%	(33)	216
4-Region: Midwest	29%	(67)	27%	(63)	18%	(42)	9%	(21)	17%	(39)	232
4-Region: South	27%	(90)	21%	(71)	16%	(53)	14%	(48)	22%	(75)	337
4-Region: West	32%	(69)	27%	(57)	15%	(33)	12%	(27)	14%	(31)	216

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

**Table MGC22\_12:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*

*The company is environmentally responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(394)	27%	(274)	11%	(114)	4%	(44)	17%	(175)	1000
Gender: Male	33%	(163)	26%	(126)	15%	(73)	6%	(29)	20%	(98)	489
Gender: Female	45%	(231)	29%	(148)	8%	(41)	3%	(16)	15%	(76)	511
Age: 18-34	36%	(181)	30%	(152)	13%	(66)	6%	(29)	15%	(77)	506
Generation Z: 13-23	39%	(394)	27%	(274)	11%	(114)	4%	(44)	17%	(175)	1000
PID: Dem (no lean)	49%	(172)	28%	(99)	9%	(32)	3%	(10)	12%	(41)	355
PID: Ind (no lean)	37%	(166)	25%	(111)	10%	(43)	6%	(25)	22%	(99)	445
PID: Rep (no lean)	27%	(55)	32%	(64)	19%	(38)	5%	(9)	17%	(34)	201
PID/Gender: Dem Men	44%	(70)	24%	(39)	12%	(19)	4%	(6)	17%	(27)	160
PID/Gender: Dem Women	53%	(103)	31%	(60)	7%	(13)	2%	(5)	7%	(14)	195
PID/Gender: Ind Men	30%	(66)	24%	(53)	14%	(31)	8%	(17)	25%	(55)	223
PID/Gender: Ind Women	45%	(100)	26%	(57)	6%	(13)	4%	(8)	20%	(44)	222
PID/Gender: Rep Men	25%	(27)	32%	(34)	22%	(23)	6%	(6)	16%	(17)	106
PID/Gender: Rep Women	30%	(28)	32%	(30)	16%	(15)	3%	(3)	19%	(18)	95
Ideo: Liberal (1-3)	48%	(157)	29%	(93)	11%	(36)	4%	(12)	8%	(26)	324
Ideo: Moderate (4)	40%	(74)	29%	(54)	14%	(26)	3%	(6)	14%	(25)	185
Ideo: Conservative (5-7)	37%	(64)	30%	(51)	18%	(31)	6%	(10)	10%	(17)	173
Educ: < College	40%	(363)	27%	(243)	11%	(105)	4%	(35)	19%	(169)	916
Educ: Bachelors degree	37%	(26)	40%	(29)	12%	(8)	9%	(7)	3%	(2)	72
Income: Under 50k	36%	(178)	26%	(127)	9%	(44)	6%	(28)	23%	(112)	488
Income: 50k-100k	44%	(143)	29%	(95)	14%	(45)	4%	(12)	10%	(33)	328
Income: 100k+	39%	(72)	28%	(51)	14%	(25)	2%	(4)	17%	(30)	183
Ethnicity: White	41%	(262)	29%	(183)	12%	(74)	4%	(25)	15%	(94)	638
Ethnicity: Hispanic	36%	(73)	25%	(50)	12%	(25)	5%	(11)	21%	(43)	203
Ethnicity: Afr. Am.	35%	(46)	22%	(29)	10%	(13)	6%	(8)	26%	(35)	131
Ethnicity: Other	37%	(86)	27%	(62)	12%	(27)	5%	(11)	20%	(46)	231
All Christian	40%	(110)	31%	(86)	13%	(37)	5%	(15)	10%	(27)	274
All Non-Christian	45%	(29)	27%	(17)	15%	(10)	4%	(2)	10%	(6)	65
Atheist	42%	(47)	29%	(32)	13%	(15)	6%	(7)	11%	(12)	113
Agnostic/Nothing in particular	38%	(208)	25%	(138)	10%	(52)	4%	(20)	24%	(130)	548

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**Table MGC22\_12:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company is environmentally responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(394)	27%	(274)	11%	(114)	4%	(44)	17%	(175)	1000
Religious Non-Protestant/Catholic	44%	(36)	26%	(22)	15%	(13)	5%	(4)	9%	(8)	82
Evangelical	39%	(69)	29%	(52)	10%	(17)	5%	(8)	18%	(33)	180
Non-Evangelical	42%	(120)	26%	(73)	13%	(37)	5%	(13)	14%	(40)	283
Community: Urban	39%	(100)	26%	(67)	11%	(28)	7%	(18)	17%	(43)	256
Community: Suburban	41%	(219)	29%	(154)	12%	(66)	3%	(17)	15%	(83)	539
Community: Rural	37%	(75)	26%	(53)	9%	(19)	5%	(10)	24%	(49)	206
Employ: Private Sector	43%	(36)	35%	(30)	10%	(8)	5%	(4)	7%	(6)	84
Employ: Unemployed	32%	(50)	23%	(36)	13%	(20)	7%	(11)	24%	(37)	154
Military HH: Yes	29%	(39)	35%	(46)	14%	(19)	7%	(9)	15%	(20)	132
Military HH: No	41%	(355)	26%	(228)	11%	(95)	4%	(36)	18%	(154)	868
RD/WT: Right Direction	30%	(90)	31%	(93)	13%	(40)	7%	(21)	20%	(61)	305
RD/WT: Wrong Track	44%	(303)	26%	(181)	11%	(74)	3%	(23)	16%	(114)	695
Trump Job Approve	31%	(85)	30%	(83)	17%	(46)	6%	(16)	16%	(45)	274
Trump Job Disapprove	46%	(269)	26%	(154)	11%	(64)	4%	(23)	13%	(76)	586
Trump Job Strongly Approve	33%	(35)	26%	(28)	19%	(21)	6%	(6)	17%	(18)	109
Trump Job Somewhat Approve	30%	(50)	33%	(55)	15%	(25)	6%	(10)	16%	(27)	166
Trump Job Somewhat Disapprove	45%	(94)	25%	(53)	16%	(34)	4%	(9)	9%	(20)	209
Trump Job Strongly Disapprove	46%	(175)	27%	(102)	8%	(30)	4%	(14)	15%	(56)	377
Favorable of Trump	33%	(84)	31%	(79)	17%	(42)	4%	(10)	16%	(40)	256
Unfavorable of Trump	45%	(272)	28%	(172)	11%	(64)	5%	(27)	12%	(70)	606
Very Favorable of Trump	33%	(36)	25%	(28)	17%	(18)	5%	(5)	20%	(22)	109
Somewhat Favorable of Trump	33%	(48)	35%	(52)	16%	(24)	3%	(4)	13%	(19)	147
Somewhat Unfavorable of Trump	40%	(71)	34%	(60)	15%	(26)	4%	(6)	7%	(13)	176
Very Unfavorable of Trump	47%	(202)	26%	(112)	9%	(38)	5%	(21)	13%	(57)	430

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**Table MGC22\_12:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?

*The company is environmentally responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(394)	27%	(274)	11%	(114)	4%	(44)	17%	(175)	1000
#1 Issue: Economy	38%	(114)	29%	(87)	14%	(40)	4%	(13)	14%	(41)	296
#1 Issue: Security	31%	(23)	39%	(30)	11%	(8)	2%	(2)	17%	(13)	76
#1 Issue: Health Care	44%	(75)	25%	(43)	12%	(20)	6%	(10)	14%	(23)	171
#1 Issue: Women's Issues	44%	(52)	30%	(35)	10%	(12)	1%	(2)	15%	(17)	117
#1 Issue: Education	33%	(47)	28%	(40)	13%	(19)	7%	(11)	19%	(28)	145
#1 Issue: Energy	56%	(55)	22%	(21)	9%	(8)	3%	(3)	11%	(10)	98
#1 Issue: Other	31%	(25)	15%	(12)	5%	(4)	3%	(2)	47%	(38)	82
2018 House Vote: Democrat	46%	(52)	31%	(35)	8%	(9)	6%	(7)	9%	(10)	112
2016 Vote: Hillary Clinton	51%	(39)	28%	(21)	7%	(6)	2%	(2)	12%	(9)	78
2016 Vote: Didn't Vote	38%	(338)	27%	(239)	12%	(102)	4%	(39)	19%	(164)	881
Voted in 2014: No	40%	(385)	27%	(267)	11%	(108)	4%	(43)	17%	(168)	972
2012 Vote: Didn't Vote	39%	(384)	28%	(271)	11%	(110)	4%	(43)	17%	(169)	978
4-Region: Northeast	33%	(72)	33%	(71)	16%	(34)	5%	(10)	13%	(28)	216
4-Region: Midwest	44%	(102)	23%	(53)	12%	(27)	3%	(8)	18%	(42)	232
4-Region: South	39%	(131)	25%	(86)	9%	(32)	4%	(13)	22%	(75)	337
4-Region: West	41%	(89)	30%	(64)	10%	(21)	6%	(12)	14%	(30)	216

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

**Table MGC22\_13:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company contributes to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(385)	31%	(305)	10%	(101)	5%	(49)	16%	(159)	1000
Gender: Male	35%	(171)	29%	(142)	12%	(60)	5%	(26)	18%	(89)	489
Gender: Female	42%	(214)	32%	(163)	8%	(40)	5%	(24)	14%	(70)	511
Age: 18-34	36%	(184)	31%	(157)	12%	(61)	6%	(31)	15%	(74)	506
Generation Z: 13-23	39%	(385)	31%	(305)	10%	(101)	5%	(49)	16%	(159)	1000
PID: Dem (no lean)	45%	(161)	32%	(112)	10%	(37)	3%	(9)	10%	(36)	355
PID: Ind (no lean)	36%	(158)	28%	(124)	9%	(40)	6%	(27)	21%	(95)	445
PID: Rep (no lean)	33%	(66)	35%	(69)	12%	(24)	7%	(13)	14%	(28)	201
PID/Gender: Dem Men	46%	(73)	26%	(42)	11%	(17)	3%	(5)	14%	(22)	160
PID/Gender: Dem Women	45%	(88)	36%	(70)	10%	(20)	2%	(4)	7%	(14)	195
PID/Gender: Ind Men	28%	(63)	30%	(66)	12%	(27)	6%	(13)	24%	(53)	223
PID/Gender: Ind Women	43%	(96)	26%	(58)	6%	(13)	6%	(14)	19%	(42)	222
PID/Gender: Rep Men	33%	(35)	32%	(34)	16%	(17)	7%	(7)	13%	(13)	106
PID/Gender: Rep Women	32%	(31)	38%	(35)	8%	(8)	6%	(6)	16%	(15)	95
Ideo: Liberal (1-3)	45%	(147)	34%	(110)	10%	(32)	4%	(13)	7%	(23)	324
Ideo: Moderate (4)	39%	(71)	32%	(60)	14%	(26)	2%	(4)	13%	(24)	185
Ideo: Conservative (5-7)	40%	(70)	32%	(56)	12%	(21)	7%	(12)	8%	(14)	173
Educ: < College	38%	(351)	30%	(276)	10%	(94)	5%	(42)	17%	(153)	916
Educ: Bachelors degree	43%	(31)	38%	(27)	8%	(6)	7%	(5)	4%	(3)	72
Income: Under 50k	37%	(179)	27%	(130)	10%	(47)	6%	(29)	21%	(104)	488
Income: 50k-100k	42%	(137)	34%	(110)	12%	(38)	5%	(16)	8%	(27)	328
Income: 100k+	38%	(70)	36%	(66)	9%	(16)	2%	(4)	15%	(28)	183
Ethnicity: White	40%	(257)	32%	(203)	10%	(67)	4%	(24)	14%	(86)	638
Ethnicity: Hispanic	37%	(75)	26%	(52)	12%	(25)	7%	(15)	18%	(36)	203
Ethnicity: Afr. Am.	35%	(46)	22%	(29)	9%	(11)	8%	(11)	26%	(34)	131
Ethnicity: Other	35%	(82)	32%	(73)	10%	(23)	6%	(15)	17%	(39)	231
All Christian	43%	(119)	34%	(94)	10%	(27)	3%	(8)	10%	(26)	274
All Non-Christian	44%	(29)	25%	(16)	18%	(12)	6%	(4)	7%	(5)	65
Atheist	43%	(48)	29%	(32)	10%	(11)	7%	(8)	11%	(13)	113
Agnostic/Nothing in particular	35%	(189)	30%	(163)	9%	(51)	5%	(29)	21%	(115)	548

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**Table MGC22\_13:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*

*The company contributes to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(385)	31%	(305)	10%	(101)	5%	(49)	16%	(159)	1000
Religious Non-Protestant/Catholic	44%	(36)	28%	(23)	15%	(12)	6%	(5)	7%	(6)	82
Evangelical	37%	(66)	33%	(60)	9%	(16)	4%	(8)	17%	(31)	180
Non-Evangelical	44%	(124)	30%	(86)	9%	(27)	4%	(13)	12%	(34)	283
Community: Urban	39%	(100)	31%	(80)	10%	(26)	6%	(14)	14%	(36)	256
Community: Suburban	38%	(205)	34%	(182)	9%	(46)	5%	(27)	15%	(78)	539
Community: Rural	39%	(80)	21%	(43)	14%	(29)	4%	(8)	22%	(45)	206
Employ: Private Sector	43%	(36)	36%	(30)	13%	(11)	1%	(1)	7%	(6)	84
Employ: Unemployed	31%	(48)	27%	(42)	11%	(17)	8%	(13)	21%	(33)	154
Military HH: Yes	34%	(45)	29%	(39)	16%	(21)	5%	(6)	16%	(21)	132
Military HH: No	39%	(340)	31%	(267)	9%	(80)	5%	(43)	16%	(138)	868
RD/WT: Right Direction	34%	(105)	31%	(95)	11%	(35)	6%	(17)	18%	(54)	305
RD/WT: Wrong Track	40%	(281)	30%	(210)	10%	(66)	5%	(32)	15%	(105)	695
Trump Job Approve	37%	(100)	33%	(89)	12%	(33)	4%	(12)	15%	(40)	274
Trump Job Disapprove	42%	(246)	31%	(180)	10%	(60)	6%	(34)	12%	(68)	586
Trump Job Strongly Approve	39%	(43)	29%	(32)	11%	(12)	3%	(3)	18%	(19)	109
Trump Job Somewhat Approve	35%	(58)	35%	(57)	13%	(21)	5%	(9)	13%	(21)	166
Trump Job Somewhat Disapprove	43%	(89)	32%	(66)	10%	(22)	6%	(14)	9%	(18)	209
Trump Job Strongly Disapprove	41%	(156)	30%	(113)	10%	(38)	5%	(20)	13%	(50)	377
Favorable of Trump	36%	(92)	36%	(92)	11%	(27)	3%	(8)	14%	(37)	256
Unfavorable of Trump	42%	(253)	32%	(191)	10%	(63)	6%	(37)	10%	(62)	606
Very Favorable of Trump	38%	(42)	28%	(30)	12%	(13)	4%	(4)	18%	(20)	109
Somewhat Favorable of Trump	34%	(51)	42%	(61)	10%	(14)	3%	(4)	11%	(17)	147
Somewhat Unfavorable of Trump	42%	(73)	35%	(62)	10%	(18)	4%	(8)	8%	(14)	176
Very Unfavorable of Trump	42%	(180)	30%	(129)	10%	(45)	7%	(29)	11%	(48)	430

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**Table MGC22\_13:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*

*The company contributes to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	39%	(385)	31%	(305)	10%	(101)	5%	(49)	16%	(159)	1000
#1 Issue: Economy	38%	(113)	33%	(99)	11%	(32)	5%	(14)	13%	(39)	296
#1 Issue: Security	38%	(29)	30%	(23)	17%	(13)	3%	(2)	12%	(9)	76
#1 Issue: Health Care	38%	(65)	32%	(54)	12%	(21)	4%	(7)	14%	(24)	171
#1 Issue: Women's Issues	46%	(54)	32%	(38)	5%	(6)	4%	(4)	13%	(15)	117
#1 Issue: Education	36%	(53)	28%	(40)	13%	(19)	6%	(8)	17%	(25)	145
#1 Issue: Energy	42%	(41)	34%	(33)	8%	(7)	7%	(7)	9%	(9)	98
#1 Issue: Other	28%	(23)	19%	(16)	3%	(3)	4%	(4)	45%	(37)	82
2018 House Vote: Democrat	45%	(50)	31%	(34)	12%	(14)	5%	(5)	7%	(8)	112
2016 Vote: Hillary Clinton	41%	(31)	34%	(26)	11%	(9)	4%	(3)	10%	(8)	78
2016 Vote: Didn't Vote	38%	(334)	30%	(266)	10%	(88)	5%	(44)	17%	(148)	881
Voted in 2014: No	39%	(374)	31%	(300)	10%	(95)	5%	(48)	16%	(154)	972
2012 Vote: Didn't Vote	38%	(374)	31%	(303)	10%	(98)	5%	(49)	16%	(154)	978
4-Region: Northeast	34%	(72)	36%	(78)	13%	(27)	6%	(12)	12%	(26)	216
4-Region: Midwest	38%	(88)	30%	(70)	11%	(26)	3%	(7)	17%	(40)	232
4-Region: South	41%	(137)	25%	(85)	10%	(32)	5%	(16)	20%	(66)	337
4-Region: West	40%	(87)	33%	(72)	7%	(15)	7%	(14)	12%	(27)	216

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

**Table MGC22\_14:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company is seen as innovative*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(310)	30%	(296)	16%	(161)	5%	(53)	18%	(181)	1000
Gender: Male	28%	(138)	27%	(132)	17%	(85)	7%	(32)	21%	(101)	489
Gender: Female	34%	(172)	32%	(164)	15%	(76)	4%	(20)	16%	(80)	511
Age: 18-34	30%	(154)	30%	(150)	18%	(90)	6%	(33)	16%	(80)	506
Generation Z: 13-23	31%	(310)	30%	(296)	16%	(161)	5%	(53)	18%	(181)	1000
PID: Dem (no lean)	37%	(130)	33%	(117)	14%	(51)	4%	(13)	12%	(44)	355
PID: Ind (no lean)	27%	(121)	28%	(122)	16%	(69)	6%	(29)	23%	(103)	445
PID: Rep (no lean)	29%	(59)	28%	(56)	20%	(41)	6%	(11)	17%	(34)	201
PID/Gender: Dem Men	36%	(57)	31%	(50)	13%	(21)	3%	(6)	17%	(27)	160
PID/Gender: Dem Women	37%	(73)	34%	(67)	16%	(30)	4%	(7)	9%	(17)	195
PID/Gender: Ind Men	22%	(50)	25%	(57)	18%	(40)	9%	(20)	25%	(56)	223
PID/Gender: Ind Women	32%	(71)	30%	(66)	13%	(29)	4%	(9)	21%	(47)	222
PID/Gender: Rep Men	29%	(31)	24%	(26)	23%	(25)	6%	(7)	17%	(18)	106
PID/Gender: Rep Women	30%	(28)	33%	(31)	17%	(16)	5%	(4)	16%	(15)	95
Ideo: Liberal (1-3)	35%	(113)	33%	(107)	18%	(59)	6%	(20)	8%	(25)	324
Ideo: Moderate (4)	31%	(58)	34%	(62)	16%	(30)	3%	(5)	16%	(30)	185
Ideo: Conservative (5-7)	37%	(64)	28%	(48)	20%	(34)	6%	(10)	11%	(18)	173
Educ: < College	31%	(281)	29%	(268)	16%	(146)	5%	(47)	19%	(174)	916
Educ: Bachelors degree	35%	(25)	35%	(25)	19%	(14)	6%	(4)	5%	(4)	72
Income: Under 50k	29%	(139)	27%	(131)	15%	(74)	7%	(33)	23%	(111)	488
Income: 50k-100k	35%	(116)	33%	(107)	16%	(51)	4%	(14)	12%	(39)	328
Income: 100k+	30%	(54)	31%	(57)	19%	(36)	3%	(6)	16%	(30)	183
Ethnicity: White	32%	(205)	30%	(193)	17%	(106)	6%	(36)	15%	(98)	638
Ethnicity: Hispanic	25%	(50)	26%	(52)	20%	(40)	6%	(13)	24%	(48)	203
Ethnicity: Afr. Am.	34%	(44)	25%	(32)	9%	(12)	6%	(8)	26%	(35)	131
Ethnicity: Other	26%	(60)	31%	(71)	19%	(43)	4%	(9)	21%	(49)	231
All Christian	37%	(101)	32%	(88)	16%	(43)	5%	(14)	10%	(29)	274
All Non-Christian	36%	(24)	29%	(19)	19%	(12)	7%	(5)	8%	(5)	65
Atheist	27%	(30)	40%	(45)	17%	(19)	5%	(6)	11%	(13)	113
Agnostic/Nothing in particular	28%	(155)	26%	(144)	16%	(87)	5%	(28)	24%	(134)	548

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**Table MGC22\_14:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company is seen as innovative*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(310)	30%	(296)	16%	(161)	5%	(53)	18%	(181)	1000
Religious Non-Protestant/Catholic	36%	(29)	31%	(25)	17%	(14)	8%	(7)	9%	(7)	82
Evangelical	30%	(54)	27%	(48)	15%	(27)	6%	(11)	22%	(39)	180
Non-Evangelical	36%	(102)	30%	(85)	15%	(43)	4%	(12)	14%	(40)	283
Community: Urban	30%	(77)	28%	(72)	18%	(46)	6%	(16)	17%	(44)	256
Community: Suburban	33%	(175)	32%	(172)	14%	(77)	5%	(24)	17%	(90)	539
Community: Rural	28%	(57)	25%	(51)	19%	(38)	6%	(13)	22%	(46)	206
Employ: Private Sector	41%	(35)	33%	(28)	16%	(14)	2%	(2)	8%	(7)	84
Employ: Unemployed	22%	(34)	27%	(41)	18%	(28)	8%	(12)	25%	(39)	154
Military HH: Yes	29%	(38)	27%	(36)	19%	(25)	7%	(9)	18%	(24)	132
Military HH: No	31%	(271)	30%	(260)	16%	(136)	5%	(43)	18%	(157)	868
RD/WT: Right Direction	31%	(95)	27%	(81)	15%	(46)	5%	(16)	22%	(67)	305
RD/WT: Wrong Track	31%	(215)	31%	(215)	17%	(115)	5%	(36)	16%	(114)	695
Trump Job Approve	30%	(83)	29%	(81)	18%	(48)	5%	(15)	17%	(48)	274
Trump Job Disapprove	33%	(193)	32%	(186)	17%	(100)	5%	(31)	13%	(77)	586
Trump Job Strongly Approve	35%	(38)	21%	(23)	20%	(22)	3%	(4)	20%	(21)	109
Trump Job Somewhat Approve	27%	(45)	35%	(57)	16%	(26)	7%	(11)	16%	(26)	166
Trump Job Somewhat Disapprove	38%	(80)	31%	(65)	15%	(31)	5%	(10)	11%	(24)	209
Trump Job Strongly Disapprove	30%	(113)	32%	(120)	18%	(69)	6%	(21)	14%	(53)	377
Favorable of Trump	33%	(84)	29%	(75)	18%	(46)	5%	(13)	15%	(39)	256
Unfavorable of Trump	32%	(197)	32%	(193)	16%	(99)	6%	(37)	13%	(80)	606
Very Favorable of Trump	36%	(39)	23%	(25)	17%	(19)	3%	(4)	21%	(23)	109
Somewhat Favorable of Trump	31%	(45)	34%	(49)	18%	(27)	6%	(9)	11%	(16)	147
Somewhat Unfavorable of Trump	33%	(58)	32%	(56)	16%	(28)	5%	(9)	14%	(25)	176
Very Unfavorable of Trump	32%	(138)	32%	(137)	17%	(71)	6%	(28)	13%	(56)	430

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**Table MGC22\_14:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company is seen as innovative*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	31%	(310)	30%	(296)	16%	(161)	5%	(53)	18%	(181)	1000
#1 Issue: Economy	34%	(100)	28%	(84)	18%	(54)	5%	(15)	14%	(43)	296
#1 Issue: Security	29%	(22)	31%	(23)	16%	(12)	6%	(5)	17%	(13)	76
#1 Issue: Health Care	29%	(50)	32%	(55)	15%	(25)	7%	(12)	16%	(28)	171
#1 Issue: Women's Issues	39%	(45)	31%	(36)	14%	(16)	2%	(2)	15%	(17)	117
#1 Issue: Education	28%	(41)	29%	(42)	20%	(29)	5%	(7)	18%	(26)	145
#1 Issue: Energy	30%	(29)	34%	(33)	21%	(20)	4%	(4)	12%	(11)	98
#1 Issue: Other	25%	(21)	19%	(16)	3%	(2)	5%	(4)	48%	(39)	82
2018 House Vote: Democrat	32%	(36)	37%	(41)	15%	(17)	6%	(7)	10%	(11)	112
2016 Vote: Hillary Clinton	28%	(22)	36%	(28)	19%	(15)	4%	(3)	13%	(10)	78
2016 Vote: Didn't Vote	31%	(272)	29%	(255)	16%	(140)	5%	(46)	19%	(168)	881
Voted in 2014: No	31%	(302)	30%	(289)	16%	(155)	5%	(50)	18%	(175)	972
2012 Vote: Didn't Vote	31%	(301)	30%	(292)	16%	(160)	5%	(51)	18%	(174)	978
4-Region: Northeast	34%	(73)	30%	(65)	18%	(38)	4%	(8)	14%	(31)	216
4-Region: Midwest	32%	(74)	30%	(69)	14%	(31)	5%	(11)	20%	(47)	232
4-Region: South	31%	(106)	27%	(91)	15%	(51)	6%	(19)	21%	(70)	337
4-Region: West	27%	(58)	33%	(70)	19%	(40)	7%	(14)	16%	(34)	216

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

**Table MGC22\_15:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*

*The company has a good reputation*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(417)	30%	(299)	9%	(89)	4%	(36)	16%	(159)	1000
Gender: Male	38%	(185)	29%	(142)	10%	(47)	5%	(22)	19%	(93)	489
Gender: Female	45%	(233)	31%	(157)	8%	(42)	3%	(14)	13%	(66)	511
Age: 18-34	40%	(204)	32%	(160)	9%	(47)	4%	(22)	14%	(73)	506
Generation Z: 13-23	42%	(417)	30%	(299)	9%	(89)	4%	(36)	16%	(159)	1000
PID: Dem (no lean)	45%	(159)	34%	(119)	9%	(32)	2%	(8)	10%	(37)	355
PID: Ind (no lean)	38%	(168)	27%	(121)	9%	(40)	4%	(18)	22%	(98)	445
PID: Rep (no lean)	45%	(90)	30%	(59)	9%	(17)	5%	(10)	12%	(24)	201
PID/Gender: Dem Men	41%	(65)	30%	(49)	10%	(16)	4%	(6)	15%	(24)	160
PID/Gender: Dem Women	48%	(94)	36%	(70)	8%	(16)	1%	(2)	7%	(13)	195
PID/Gender: Ind Men	33%	(73)	28%	(63)	9%	(21)	5%	(11)	24%	(54)	223
PID/Gender: Ind Women	43%	(95)	26%	(58)	8%	(19)	3%	(7)	20%	(43)	222
PID/Gender: Rep Men	43%	(46)	29%	(30)	9%	(10)	5%	(5)	14%	(15)	106
PID/Gender: Rep Women	47%	(44)	30%	(29)	8%	(8)	5%	(5)	10%	(9)	95
Ideo: Liberal (1-3)	44%	(141)	35%	(112)	13%	(41)	2%	(8)	7%	(22)	324
Ideo: Moderate (4)	44%	(82)	33%	(61)	7%	(14)	2%	(3)	14%	(25)	185
Ideo: Conservative (5-7)	49%	(85)	32%	(55)	7%	(12)	4%	(7)	8%	(13)	173
Educ: < College	42%	(382)	29%	(266)	9%	(83)	3%	(29)	17%	(156)	916
Educ: Bachelors degree	45%	(33)	40%	(29)	7%	(5)	7%	(5)	1%	(1)	72
Income: Under 50k	37%	(183)	25%	(124)	10%	(51)	6%	(28)	21%	(102)	488
Income: 50k-100k	48%	(156)	34%	(110)	8%	(25)	2%	(7)	9%	(30)	328
Income: 100k+	42%	(78)	35%	(64)	7%	(13)	—	(1)	15%	(28)	183
Ethnicity: White	42%	(265)	33%	(213)	9%	(57)	3%	(17)	13%	(86)	638
Ethnicity: Hispanic	41%	(82)	23%	(46)	14%	(29)	3%	(6)	20%	(40)	203
Ethnicity: Afr. Am.	39%	(51)	20%	(26)	11%	(14)	7%	(9)	23%	(30)	131
Ethnicity: Other	44%	(101)	26%	(60)	8%	(17)	4%	(10)	19%	(43)	231
All Christian	52%	(143)	30%	(83)	6%	(16)	3%	(7)	9%	(25)	274
All Non-Christian	53%	(34)	23%	(15)	13%	(8)	3%	(2)	8%	(5)	65
Atheist	39%	(44)	39%	(43)	7%	(8)	6%	(6)	10%	(11)	113
Agnostic/Nothing in particular	36%	(196)	29%	(158)	10%	(56)	4%	(21)	22%	(118)	548

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**Table MGC22\_15:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company has a good reputation*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(417)	30%	(299)	9%	(89)	4%	(36)	16%	(159)	1000
Religious Non-Protestant/Catholic	52%	(43)	23%	(19)	11%	(9)	5%	(4)	9%	(7)	82
Evangelical	42%	(75)	30%	(54)	10%	(18)	1%	(2)	17%	(31)	180
Non-Evangelical	48%	(137)	29%	(81)	9%	(24)	2%	(7)	12%	(34)	283
Community: Urban	44%	(112)	26%	(67)	11%	(28)	6%	(16)	12%	(32)	256
Community: Suburban	43%	(232)	32%	(173)	7%	(36)	3%	(18)	15%	(80)	539
Community: Rural	36%	(73)	29%	(59)	12%	(24)	1%	(2)	23%	(47)	206
Employ: Private Sector	42%	(36)	41%	(34)	6%	(5)	4%	(3)	7%	(6)	84
Employ: Unemployed	32%	(50)	28%	(44)	11%	(18)	8%	(12)	20%	(31)	154
Military HH: Yes	37%	(49)	29%	(38)	13%	(18)	5%	(7)	16%	(21)	132
Military HH: No	42%	(368)	30%	(261)	8%	(71)	3%	(30)	16%	(138)	868
RD/WT: Right Direction	38%	(115)	28%	(87)	9%	(28)	5%	(16)	20%	(60)	305
RD/WT: Wrong Track	43%	(302)	31%	(212)	9%	(61)	3%	(20)	14%	(99)	695
Trump Job Approve	43%	(118)	31%	(85)	6%	(17)	4%	(12)	15%	(41)	274
Trump Job Disapprove	42%	(249)	32%	(189)	11%	(65)	3%	(20)	11%	(64)	586
Trump Job Strongly Approve	48%	(52)	22%	(24)	7%	(8)	5%	(5)	18%	(19)	109
Trump Job Somewhat Approve	40%	(66)	37%	(61)	6%	(9)	4%	(7)	13%	(22)	166
Trump Job Somewhat Disapprove	41%	(86)	37%	(78)	10%	(20)	3%	(6)	9%	(19)	209
Trump Job Strongly Disapprove	43%	(162)	29%	(111)	12%	(45)	4%	(15)	12%	(45)	377
Favorable of Trump	44%	(114)	32%	(82)	6%	(14)	4%	(9)	14%	(36)	256
Unfavorable of Trump	43%	(260)	32%	(197)	11%	(66)	4%	(22)	10%	(62)	606
Very Favorable of Trump	47%	(52)	23%	(25)	7%	(8)	4%	(5)	18%	(20)	109
Somewhat Favorable of Trump	42%	(62)	39%	(58)	4%	(6)	3%	(5)	11%	(16)	147
Somewhat Unfavorable of Trump	41%	(71)	37%	(65)	9%	(16)	4%	(7)	9%	(15)	176
Very Unfavorable of Trump	44%	(188)	31%	(131)	11%	(49)	4%	(15)	11%	(46)	430

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**Table MGC22\_15:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company has a good reputation*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	42%	(417)	30%	(299)	9%	(89)	4%	(36)	16%	(159)	1000
#1 Issue: Economy	46%	(137)	31%	(91)	6%	(19)	4%	(11)	13%	(38)	296
#1 Issue: Security	45%	(34)	31%	(23)	10%	(7)	4%	(3)	11%	(8)	76
#1 Issue: Health Care	38%	(65)	34%	(58)	10%	(18)	3%	(5)	14%	(24)	171
#1 Issue: Women's Issues	53%	(62)	24%	(28)	9%	(11)	1%	(1)	12%	(15)	117
#1 Issue: Education	32%	(47)	34%	(50)	13%	(18)	4%	(6)	17%	(24)	145
#1 Issue: Energy	44%	(43)	33%	(33)	7%	(6)	5%	(5)	11%	(10)	98
#1 Issue: Other	31%	(25)	14%	(12)	7%	(6)	3%	(2)	45%	(37)	82
2018 House Vote: Democrat	42%	(47)	39%	(43)	9%	(10)	3%	(3)	8%	(9)	112
2016 Vote: Hillary Clinton	39%	(31)	40%	(31)	8%	(6)	3%	(2)	10%	(8)	78
2016 Vote: Didn't Vote	42%	(366)	29%	(253)	9%	(80)	4%	(33)	17%	(148)	881
Voted in 2014: No	42%	(405)	30%	(294)	9%	(85)	4%	(36)	16%	(152)	972
2012 Vote: Didn't Vote	42%	(406)	30%	(297)	9%	(85)	4%	(36)	16%	(152)	978
4-Region: Northeast	47%	(100)	28%	(61)	10%	(22)	2%	(4)	13%	(28)	216
4-Region: Midwest	37%	(85)	34%	(79)	8%	(19)	5%	(12)	16%	(37)	232
4-Region: South	42%	(142)	27%	(91)	8%	(27)	4%	(13)	19%	(63)	337
4-Region: West	41%	(89)	32%	(68)	10%	(21)	4%	(8)	14%	(30)	216

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

**Table MGC22\_16:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*

*The company contributes to society in a positive way*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(447)	27%	(267)	9%	(89)	4%	(35)	16%	(162)	1000
Gender: Male	40%	(193)	28%	(136)	10%	(49)	4%	(19)	19%	(91)	489
Gender: Female	50%	(254)	26%	(131)	8%	(40)	3%	(17)	14%	(70)	511
Age: 18-34	41%	(206)	29%	(149)	11%	(55)	4%	(22)	15%	(74)	506
Generation Z: 13-23	45%	(447)	27%	(267)	9%	(89)	4%	(35)	16%	(162)	1000
PID: Dem (no lean)	52%	(184)	28%	(100)	7%	(24)	3%	(11)	10%	(37)	355
PID: Ind (no lean)	41%	(180)	25%	(113)	8%	(37)	4%	(17)	22%	(97)	445
PID: Rep (no lean)	41%	(83)	27%	(54)	14%	(28)	4%	(7)	14%	(28)	201
PID/Gender: Dem Men	49%	(79)	26%	(41)	8%	(13)	4%	(6)	13%	(22)	160
PID/Gender: Dem Women	54%	(105)	30%	(59)	6%	(11)	2%	(5)	8%	(15)	195
PID/Gender: Ind Men	33%	(73)	29%	(63)	11%	(24)	4%	(8)	24%	(54)	223
PID/Gender: Ind Women	48%	(107)	22%	(49)	6%	(13)	4%	(9)	19%	(43)	222
PID/Gender: Rep Men	38%	(41)	30%	(32)	12%	(12)	5%	(5)	15%	(16)	106
PID/Gender: Rep Women	44%	(42)	24%	(22)	17%	(16)	2%	(2)	13%	(12)	95
Ideo: Liberal (1-3)	52%	(170)	30%	(96)	8%	(25)	4%	(11)	7%	(22)	324
Ideo: Moderate (4)	45%	(84)	26%	(49)	11%	(20)	3%	(5)	15%	(27)	185
Ideo: Conservative (5-7)	47%	(81)	28%	(48)	13%	(22)	4%	(7)	8%	(14)	173
Educ: < College	45%	(409)	26%	(238)	9%	(82)	3%	(31)	17%	(157)	916
Educ: Bachelors degree	45%	(33)	39%	(28)	8%	(6)	6%	(4)	2%	(1)	72
Income: Under 50k	39%	(192)	24%	(116)	11%	(54)	4%	(21)	21%	(105)	488
Income: 50k-100k	52%	(171)	30%	(99)	6%	(20)	3%	(11)	8%	(28)	328
Income: 100k+	46%	(84)	28%	(52)	8%	(15)	2%	(3)	16%	(30)	183
Ethnicity: White	47%	(298)	28%	(179)	9%	(57)	3%	(21)	13%	(83)	638
Ethnicity: Hispanic	39%	(79)	25%	(52)	11%	(22)	6%	(12)	19%	(38)	203
Ethnicity: Afr. Am.	38%	(50)	22%	(29)	10%	(13)	4%	(6)	25%	(33)	131
Ethnicity: Other	43%	(99)	25%	(59)	8%	(20)	4%	(9)	20%	(45)	231
All Christian	51%	(139)	27%	(74)	9%	(25)	3%	(9)	10%	(27)	274
All Non-Christian	55%	(36)	22%	(14)	15%	(10)	1%	(1)	7%	(5)	65
Atheist	45%	(51)	33%	(37)	6%	(7)	6%	(6)	11%	(12)	113
Agnostic/Nothing in particular	40%	(221)	26%	(142)	9%	(48)	4%	(20)	22%	(118)	548

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**Table MGC22\_16:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*The company contributes to society in a positive way*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(447)	27%	(267)	9%	(89)	4%	(35)	16%	(162)	1000
Religious Non-Protestant/Catholic	55%	(45)	21%	(17)	12%	(10)	3%	(2)	10%	(8)	82
Evangelical	46%	(82)	27%	(48)	7%	(12)	4%	(8)	16%	(29)	180
Non-Evangelical	49%	(139)	26%	(74)	10%	(29)	3%	(8)	12%	(34)	283
Community: Urban	47%	(121)	27%	(69)	7%	(18)	5%	(13)	14%	(35)	256
Community: Suburban	45%	(245)	27%	(146)	9%	(49)	3%	(17)	15%	(82)	539
Community: Rural	39%	(81)	26%	(53)	11%	(22)	3%	(6)	22%	(45)	206
Employ: Private Sector	46%	(38)	37%	(31)	8%	(7)	1%	(1)	8%	(7)	84
Employ: Unemployed	40%	(62)	25%	(38)	9%	(14)	5%	(7)	21%	(33)	154
Military HH: Yes	46%	(60)	23%	(31)	11%	(14)	4%	(6)	16%	(22)	132
Military HH: No	45%	(386)	27%	(236)	9%	(75)	3%	(30)	16%	(140)	868
RD/WT: Right Direction	40%	(123)	27%	(83)	9%	(28)	4%	(12)	20%	(60)	305
RD/WT: Wrong Track	47%	(324)	26%	(184)	9%	(61)	3%	(24)	15%	(102)	695
Trump Job Approve	44%	(121)	27%	(75)	10%	(26)	4%	(11)	15%	(41)	274
Trump Job Disapprove	47%	(278)	28%	(162)	10%	(58)	3%	(19)	12%	(69)	586
Trump Job Strongly Approve	45%	(49)	29%	(31)	7%	(8)	2%	(2)	17%	(18)	109
Trump Job Somewhat Approve	43%	(72)	26%	(43)	11%	(18)	6%	(9)	14%	(23)	166
Trump Job Somewhat Disapprove	46%	(96)	28%	(60)	12%	(26)	3%	(7)	10%	(21)	209
Trump Job Strongly Disapprove	48%	(182)	27%	(103)	9%	(33)	3%	(12)	13%	(48)	377
Favorable of Trump	46%	(118)	29%	(73)	7%	(19)	3%	(7)	15%	(38)	256
Unfavorable of Trump	47%	(286)	29%	(173)	10%	(60)	4%	(25)	10%	(62)	606
Very Favorable of Trump	47%	(51)	26%	(29)	6%	(6)	2%	(3)	19%	(20)	109
Somewhat Favorable of Trump	46%	(67)	30%	(44)	9%	(13)	3%	(5)	12%	(18)	147
Somewhat Unfavorable of Trump	43%	(76)	32%	(56)	13%	(23)	4%	(7)	8%	(14)	176
Very Unfavorable of Trump	49%	(210)	27%	(117)	9%	(38)	4%	(18)	11%	(48)	430

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**Table MGC22\_16:** In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?

*The company contributes to society in a positive way*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(447)	27%	(267)	9%	(89)	4%	(35)	16%	(162)	1000
#1 Issue: Economy	45%	(133)	28%	(82)	12%	(35)	2%	(7)	13%	(39)	296
#1 Issue: Security	43%	(33)	32%	(24)	8%	(6)	4%	(3)	13%	(10)	76
#1 Issue: Health Care	42%	(72)	27%	(46)	11%	(20)	5%	(8)	15%	(25)	171
#1 Issue: Women's Issues	54%	(64)	28%	(32)	1%	(2)	3%	(4)	14%	(16)	117
#1 Issue: Education	42%	(61)	25%	(36)	13%	(19)	3%	(4)	17%	(25)	145
#1 Issue: Energy	50%	(49)	28%	(27)	6%	(6)	7%	(7)	9%	(9)	98
#1 Issue: Other	39%	(33)	15%	(12)	1%	(1)	2%	(1)	43%	(35)	82
2018 House Vote: Democrat	49%	(55)	35%	(39)	4%	(5)	4%	(4)	8%	(9)	112
2016 Vote: Hillary Clinton	52%	(40)	31%	(24)	6%	(5)	—	(0)	11%	(8)	78
2016 Vote: Didn't Vote	44%	(385)	26%	(231)	9%	(79)	4%	(35)	17%	(150)	881
Voted in 2014: No	44%	(432)	27%	(262)	9%	(87)	4%	(35)	16%	(155)	972
2012 Vote: Didn't Vote	44%	(433)	27%	(264)	9%	(89)	4%	(35)	16%	(156)	978
4-Region: Northeast	40%	(87)	32%	(68)	9%	(19)	6%	(12)	14%	(29)	216
4-Region: Midwest	44%	(102)	25%	(57)	13%	(31)	1%	(3)	17%	(39)	232
4-Region: South	46%	(154)	23%	(77)	8%	(27)	4%	(12)	20%	(66)	337
4-Region: West	48%	(104)	30%	(65)	6%	(12)	4%	(8)	13%	(28)	216

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

**Table MGC22\_17:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*Ability to work remotely*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	41%	(408)	26%	(260)	11%	(108)	5%	(48)	18%	(176)	1000
Gender: Male	39%	(191)	25%	(123)	11%	(55)	6%	(30)	18%	(90)	489
Gender: Female	43%	(218)	27%	(137)	10%	(53)	4%	(18)	17%	(86)	511
Age: 18-34	41%	(205)	26%	(130)	13%	(65)	6%	(28)	15%	(78)	506
Generation Z: 13-23	41%	(408)	26%	(260)	11%	(108)	5%	(48)	18%	(176)	1000
PID: Dem (no lean)	46%	(164)	26%	(93)	12%	(42)	3%	(11)	13%	(45)	355
PID: Ind (no lean)	38%	(171)	24%	(105)	9%	(40)	5%	(22)	24%	(107)	445
PID: Rep (no lean)	36%	(73)	31%	(62)	13%	(27)	7%	(15)	12%	(24)	201
PID/Gender: Dem Men	46%	(74)	22%	(35)	13%	(21)	3%	(6)	15%	(24)	160
PID/Gender: Dem Women	46%	(90)	30%	(57)	11%	(21)	3%	(5)	11%	(21)	195
PID/Gender: Ind Men	37%	(82)	26%	(57)	7%	(16)	6%	(14)	24%	(53)	223
PID/Gender: Ind Women	40%	(89)	21%	(48)	11%	(24)	3%	(8)	24%	(54)	222
PID/Gender: Rep Men	32%	(34)	29%	(31)	18%	(19)	9%	(10)	12%	(12)	106
PID/Gender: Rep Women	41%	(39)	33%	(32)	8%	(8)	5%	(5)	12%	(11)	95
Ideo: Liberal (1-3)	48%	(155)	26%	(83)	14%	(44)	5%	(16)	8%	(27)	324
Ideo: Moderate (4)	41%	(76)	30%	(56)	8%	(16)	5%	(10)	15%	(28)	185
Ideo: Conservative (5-7)	43%	(75)	29%	(50)	17%	(29)	4%	(8)	7%	(12)	173
Educ: < College	40%	(369)	26%	(238)	10%	(94)	5%	(42)	19%	(172)	916
Educ: Bachelors degree	48%	(35)	29%	(21)	15%	(11)	6%	(5)	1%	(1)	72
Income: Under 50k	37%	(181)	24%	(118)	12%	(58)	5%	(25)	22%	(107)	488
Income: 50k-100k	43%	(142)	30%	(100)	10%	(34)	5%	(17)	11%	(36)	328
Income: 100k+	47%	(86)	23%	(43)	9%	(16)	3%	(6)	18%	(33)	183
Ethnicity: White	41%	(262)	27%	(170)	13%	(80)	5%	(32)	15%	(94)	638
Ethnicity: Hispanic	39%	(79)	26%	(52)	8%	(16)	7%	(15)	20%	(41)	203
Ethnicity: Afr. Am.	37%	(48)	20%	(26)	10%	(13)	6%	(8)	28%	(36)	131
Ethnicity: Other	42%	(98)	28%	(64)	7%	(16)	3%	(8)	19%	(45)	231
All Christian	41%	(114)	32%	(88)	14%	(37)	4%	(12)	9%	(24)	274
All Non-Christian	52%	(34)	23%	(15)	12%	(8)	3%	(2)	10%	(6)	65
Atheist	46%	(52)	27%	(31)	13%	(14)	4%	(4)	11%	(12)	113
Agnostic/Nothing in particular	38%	(209)	23%	(127)	9%	(50)	5%	(30)	24%	(133)	548

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**Table MGC22\_17:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*Ability to work remotely*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	41%	(408)	26%	(260)	11%	(108)	5%	(48)	18%	(176)	1000
Religious Non-Protestant/Catholic	49%	(40)	26%	(21)	13%	(11)	2%	(2)	10%	(8)	82
Evangelical	32%	(58)	27%	(49)	12%	(21)	8%	(14)	21%	(38)	180
Non-Evangelical	44%	(125)	27%	(76)	11%	(32)	4%	(13)	13%	(38)	283
Community: Urban	43%	(110)	27%	(69)	9%	(24)	4%	(11)	16%	(41)	256
Community: Suburban	42%	(229)	26%	(142)	10%	(56)	5%	(25)	16%	(87)	539
Community: Rural	34%	(69)	24%	(49)	14%	(29)	5%	(11)	23%	(48)	206
Employ: Private Sector	42%	(36)	30%	(25)	15%	(13)	5%	(4)	8%	(7)	84
Employ: Unemployed	36%	(56)	26%	(40)	7%	(10)	7%	(11)	24%	(37)	154
Military HH: Yes	34%	(45)	26%	(35)	14%	(19)	7%	(10)	18%	(24)	132
Military HH: No	42%	(364)	26%	(225)	10%	(89)	4%	(38)	17%	(152)	868
RD/WT: Right Direction	35%	(105)	28%	(86)	10%	(31)	7%	(20)	21%	(63)	305
RD/WT: Wrong Track	44%	(303)	25%	(174)	11%	(78)	4%	(28)	16%	(112)	695
Trump Job Approve	36%	(98)	30%	(83)	12%	(32)	7%	(21)	15%	(41)	274
Trump Job Disapprove	45%	(265)	25%	(146)	13%	(75)	4%	(21)	14%	(79)	586
Trump Job Strongly Approve	41%	(44)	30%	(33)	8%	(8)	6%	(6)	16%	(17)	109
Trump Job Somewhat Approve	32%	(54)	30%	(50)	14%	(24)	9%	(15)	15%	(24)	166
Trump Job Somewhat Disapprove	42%	(89)	29%	(61)	14%	(29)	3%	(6)	12%	(25)	209
Trump Job Strongly Disapprove	47%	(176)	23%	(85)	12%	(45)	4%	(16)	14%	(55)	377
Favorable of Trump	36%	(93)	32%	(81)	11%	(28)	6%	(16)	15%	(38)	256
Unfavorable of Trump	45%	(274)	26%	(158)	12%	(73)	4%	(25)	12%	(76)	606
Very Favorable of Trump	40%	(44)	29%	(31)	7%	(7)	5%	(6)	19%	(21)	109
Somewhat Favorable of Trump	34%	(50)	34%	(50)	14%	(20)	7%	(10)	12%	(17)	147
Somewhat Unfavorable of Trump	41%	(72)	30%	(53)	14%	(24)	3%	(6)	12%	(21)	176
Very Unfavorable of Trump	47%	(202)	24%	(105)	11%	(49)	4%	(19)	13%	(55)	430

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**Table MGC22\_17:** *In light of the COVID-19 pandemic, also known as coronavirus, are the following more or less important when considering working for a company?*  
*Ability to work remotely*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	41%	(408)	26%	(260)	11%	(108)	5%	(48)	18%	(176)	1000
#1 Issue: Economy	42%	(124)	27%	(80)	12%	(36)	5%	(14)	14%	(43)	296
#1 Issue: Security	34%	(26)	39%	(30)	11%	(9)	5%	(4)	11%	(8)	76
#1 Issue: Health Care	44%	(74)	26%	(44)	12%	(21)	3%	(5)	15%	(25)	171
#1 Issue: Women's Issues	47%	(55)	28%	(33)	6%	(7)	2%	(3)	17%	(19)	117
#1 Issue: Education	34%	(49)	29%	(43)	10%	(15)	6%	(9)	20%	(29)	145
#1 Issue: Energy	50%	(49)	21%	(21)	16%	(15)	3%	(3)	10%	(10)	98
#1 Issue: Other	36%	(30)	8%	(7)	4%	(3)	5%	(4)	47%	(39)	82
2018 House Vote: Democrat	46%	(52)	27%	(30)	11%	(13)	4%	(4)	11%	(13)	112
2016 Vote: Hillary Clinton	42%	(33)	25%	(19)	14%	(11)	6%	(5)	13%	(10)	78
2016 Vote: Didn't Vote	40%	(356)	26%	(225)	11%	(93)	5%	(42)	19%	(165)	881
Voted in 2014: No	41%	(401)	26%	(251)	11%	(104)	5%	(48)	17%	(169)	972
2012 Vote: Didn't Vote	41%	(399)	26%	(258)	11%	(105)	5%	(48)	17%	(169)	978
4-Region: Northeast	46%	(99)	24%	(52)	13%	(28)	3%	(7)	14%	(31)	216
4-Region: Midwest	37%	(85)	30%	(70)	10%	(23)	4%	(8)	20%	(46)	232
4-Region: South	35%	(118)	27%	(92)	10%	(33)	7%	(24)	21%	(69)	337
4-Region: West	49%	(106)	22%	(47)	11%	(25)	4%	(8)	14%	(30)	216

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

**Table MGC23:** *To what extent is saving money a priority for you in light of the COVID-19 pandemic, also known as coronavirus?*

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority at all		Don't know / No opinion		Total N
Adults	45%	(449)	34%	(338)	8%	(78)	2%	(24)	11%	(111)	1000
Gender: Male	44%	(216)	35%	(169)	7%	(36)	3%	(13)	11%	(55)	489
Gender: Female	46%	(234)	33%	(169)	8%	(41)	2%	(11)	11%	(57)	511
Age: 18-34	52%	(266)	29%	(146)	7%	(35)	2%	(11)	10%	(49)	506
Generation Z: 13-23	45%	(449)	34%	(338)	8%	(78)	2%	(24)	11%	(111)	1000
PID: Dem (no lean)	48%	(169)	36%	(127)	8%	(28)	2%	(7)	7%	(23)	355
PID: Ind (no lean)	40%	(180)	34%	(150)	7%	(31)	3%	(14)	16%	(70)	445
PID: Rep (no lean)	50%	(101)	30%	(61)	9%	(18)	1%	(2)	9%	(18)	201
PID/Gender: Dem Men	45%	(72)	40%	(64)	8%	(13)	1%	(2)	6%	(10)	160
PID/Gender: Dem Women	50%	(97)	33%	(64)	8%	(16)	3%	(6)	7%	(13)	195
PID/Gender: Ind Men	41%	(92)	33%	(72)	7%	(16)	4%	(10)	15%	(32)	223
PID/Gender: Ind Women	40%	(88)	35%	(77)	7%	(15)	2%	(4)	17%	(37)	222
PID/Gender: Rep Men	49%	(52)	31%	(33)	7%	(7)	2%	(2)	11%	(12)	106
PID/Gender: Rep Women	52%	(49)	29%	(28)	12%	(11)	1%	(1)	7%	(6)	95
Ideo: Liberal (1-3)	47%	(153)	36%	(115)	10%	(31)	3%	(9)	5%	(16)	324
Ideo: Moderate (4)	50%	(93)	35%	(64)	4%	(8)	1%	(3)	9%	(17)	185
Ideo: Conservative (5-7)	55%	(95)	32%	(56)	5%	(9)	2%	(3)	6%	(10)	173
Educ: < College	44%	(403)	34%	(314)	8%	(69)	3%	(23)	12%	(107)	916
Educ: Bachelors degree	58%	(42)	27%	(20)	10%	(8)	1%	(1)	3%	(2)	72
Income: Under 50k	47%	(231)	28%	(136)	8%	(39)	3%	(16)	14%	(66)	488
Income: 50k-100k	44%	(145)	39%	(127)	9%	(29)	1%	(3)	8%	(25)	328
Income: 100k+	40%	(74)	41%	(75)	5%	(9)	3%	(5)	11%	(20)	183
Ethnicity: White	45%	(285)	35%	(223)	8%	(53)	2%	(16)	10%	(61)	638
Ethnicity: Hispanic	41%	(83)	31%	(63)	9%	(18)	4%	(7)	15%	(31)	203
Ethnicity: Afr. Am.	46%	(60)	29%	(38)	5%	(7)	2%	(2)	17%	(23)	131
Ethnicity: Other	45%	(104)	33%	(77)	8%	(17)	2%	(6)	12%	(27)	231
All Christian	51%	(139)	37%	(102)	5%	(13)	1%	(3)	7%	(18)	274
All Non-Christian	48%	(31)	31%	(20)	13%	(8)	3%	(2)	5%	(3)	65
Atheist	34%	(38)	50%	(57)	6%	(7)	1%	(2)	8%	(9)	113
Agnostic/Nothing in particular	44%	(241)	29%	(160)	9%	(49)	3%	(17)	15%	(81)	548
Religious Non-Protestant/Catholic	41%	(34)	40%	(33)	11%	(9)	2%	(2)	6%	(5)	82

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**Table MGC23:** *To what extent is saving money a priority for you in light of the COVID-19 pandemic, also known as coronavirus?*

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority at all		Don't know / No opinion		Total N
Adults	45%	(449)	34%	(338)	8%	(78)	2%	(24)	11%	(111)	1000
Evangelical	46%	(83)	32%	(58)	6%	(11)	2%	(4)	13%	(23)	180
Non-Evangelical	52%	(147)	33%	(92)	5%	(14)	2%	(7)	8%	(23)	283
Community: Urban	51%	(131)	27%	(69)	9%	(23)	2%	(6)	10%	(26)	256
Community: Suburban	42%	(227)	38%	(207)	7%	(38)	2%	(8)	11%	(58)	539
Community: Rural	44%	(91)	30%	(62)	8%	(16)	4%	(9)	13%	(28)	206
Employ: Private Sector	50%	(42)	40%	(34)	7%	(6)	—	(0)	3%	(2)	84
Employ: Unemployed	48%	(74)	27%	(42)	8%	(13)	2%	(3)	15%	(23)	154
Military HH: Yes	49%	(64)	27%	(36)	10%	(13)	2%	(2)	13%	(17)	132
Military HH: No	44%	(385)	35%	(302)	7%	(65)	2%	(21)	11%	(94)	868
RD/WT: Right Direction	44%	(134)	30%	(90)	10%	(31)	3%	(10)	13%	(40)	305
RD/WT: Wrong Track	45%	(315)	36%	(248)	7%	(47)	2%	(14)	10%	(71)	695
Trump Job Approve	52%	(143)	28%	(78)	8%	(22)	3%	(7)	9%	(24)	274
Trump Job Disapprove	44%	(260)	38%	(220)	8%	(46)	2%	(13)	8%	(47)	586
Trump Job Strongly Approve	55%	(59)	24%	(26)	8%	(9)	4%	(4)	9%	(10)	109
Trump Job Somewhat Approve	51%	(84)	31%	(51)	8%	(13)	2%	(3)	8%	(14)	166
Trump Job Somewhat Disapprove	43%	(90)	40%	(83)	9%	(18)	2%	(3)	7%	(15)	209
Trump Job Strongly Disapprove	45%	(170)	36%	(137)	7%	(27)	3%	(10)	9%	(32)	377
Favorable of Trump	54%	(139)	30%	(77)	7%	(17)	1%	(3)	8%	(20)	256
Unfavorable of Trump	44%	(265)	39%	(235)	8%	(49)	3%	(17)	7%	(40)	606
Very Favorable of Trump	60%	(65)	20%	(21)	7%	(7)	2%	(3)	11%	(12)	109
Somewhat Favorable of Trump	50%	(73)	37%	(55)	7%	(10)	1%	(1)	5%	(8)	147
Somewhat Unfavorable of Trump	39%	(68)	42%	(73)	9%	(16)	3%	(5)	7%	(13)	176
Very Unfavorable of Trump	46%	(197)	37%	(161)	8%	(33)	3%	(12)	6%	(27)	430
#1 Issue: Economy	53%	(157)	30%	(89)	7%	(19)	2%	(6)	9%	(26)	296
#1 Issue: Security	45%	(34)	35%	(26)	8%	(6)	2%	(1)	11%	(8)	76
#1 Issue: Health Care	44%	(76)	39%	(66)	8%	(13)	1%	(1)	8%	(14)	171
#1 Issue: Women's Issues	40%	(47)	39%	(46)	10%	(11)	2%	(2)	9%	(11)	117
#1 Issue: Education	47%	(68)	30%	(44)	9%	(13)	3%	(4)	11%	(17)	145
#1 Issue: Energy	46%	(44)	41%	(40)	7%	(7)	—	(0)	7%	(6)	98
#1 Issue: Other	25%	(20)	27%	(22)	8%	(6)	10%	(9)	31%	(25)	82

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**Table MGC23:** *To what extent is saving money a priority for you in light of the COVID-19 pandemic, also known as coronavirus?*

Demographic	A top priority		An important, but lower priority		Not too important a priority		Not a priority at all		Don't know / No opinion		Total N
Adults	45%	(449)	34%	(338)	8%	(78)	2%	(24)	11%	(111)	1000
2018 House Vote: Democrat	53%	(59)	34%	(38)	6%	(6)	1%	(1)	7%	(7)	112
2016 Vote: Hillary Clinton	51%	(40)	28%	(22)	7%	(6)	2%	(1)	12%	(9)	78
2016 Vote: Didn't Vote	44%	(387)	34%	(301)	8%	(70)	3%	(22)	11%	(101)	881
Voted in 2014: No	45%	(434)	34%	(333)	8%	(76)	2%	(23)	11%	(105)	972
2012 Vote: Didn't Vote	45%	(436)	34%	(335)	8%	(76)	2%	(24)	11%	(107)	978
4-Region: Northeast	44%	(94)	36%	(78)	7%	(15)	3%	(6)	11%	(23)	216
4-Region: Midwest	44%	(101)	35%	(81)	8%	(19)	3%	(7)	10%	(23)	232
4-Region: South	44%	(149)	31%	(106)	9%	(30)	2%	(7)	13%	(45)	337
4-Region: West	49%	(105)	34%	(73)	6%	(14)	2%	(4)	9%	(20)	216

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

**Table MGC24:** *And how concerned are you about your current financial situation?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	22%	(225)	33%	(334)	23%	(234)	7%	(68)	14%	(140)	1000
Gender: Male	24%	(118)	35%	(169)	21%	(103)	7%	(34)	13%	(65)	489
Gender: Female	21%	(107)	32%	(164)	26%	(131)	7%	(34)	15%	(74)	511
Age: 18-34	30%	(153)	38%	(193)	17%	(86)	5%	(25)	10%	(49)	506
Generation Z: 13-23	22%	(225)	33%	(334)	23%	(234)	7%	(68)	14%	(140)	1000
PID: Dem (no lean)	24%	(85)	36%	(128)	24%	(84)	8%	(27)	9%	(31)	355
PID: Ind (no lean)	23%	(103)	31%	(137)	24%	(107)	5%	(22)	17%	(76)	445
PID: Rep (no lean)	19%	(38)	34%	(69)	21%	(42)	10%	(19)	16%	(33)	201
PID/Gender: Dem Men	24%	(38)	41%	(65)	18%	(29)	9%	(14)	9%	(14)	160
PID/Gender: Dem Women	24%	(47)	32%	(63)	29%	(56)	7%	(13)	8%	(17)	195
PID/Gender: Ind Men	26%	(58)	31%	(69)	24%	(52)	3%	(8)	16%	(35)	223
PID/Gender: Ind Women	20%	(44)	30%	(67)	25%	(55)	6%	(14)	19%	(42)	222
PID/Gender: Rep Men	20%	(21)	32%	(34)	20%	(22)	11%	(12)	16%	(17)	106
PID/Gender: Rep Women	17%	(16)	36%	(34)	22%	(21)	7%	(7)	17%	(16)	95
Ideo: Liberal (1-3)	28%	(91)	37%	(120)	23%	(76)	6%	(21)	5%	(17)	324
Ideo: Moderate (4)	31%	(57)	29%	(55)	27%	(50)	4%	(8)	9%	(16)	185
Ideo: Conservative (5-7)	16%	(28)	43%	(75)	22%	(38)	10%	(17)	9%	(15)	173
Educ: < College	22%	(199)	33%	(302)	24%	(216)	7%	(63)	15%	(135)	916
Educ: Bachelors degree	33%	(24)	38%	(27)	22%	(16)	5%	(4)	2%	(2)	72
Income: Under 50k	28%	(137)	33%	(163)	19%	(92)	3%	(16)	16%	(80)	488
Income: 50k-100k	20%	(64)	33%	(110)	29%	(94)	9%	(29)	10%	(32)	328
Income: 100k+	13%	(24)	33%	(61)	26%	(48)	13%	(23)	15%	(27)	183
Ethnicity: White	22%	(139)	34%	(214)	26%	(167)	7%	(45)	11%	(72)	638
Ethnicity: Hispanic	27%	(54)	31%	(64)	18%	(36)	6%	(13)	18%	(36)	203
Ethnicity: Afr. Am.	26%	(35)	30%	(40)	17%	(22)	4%	(6)	22%	(29)	131
Ethnicity: Other	22%	(51)	34%	(80)	19%	(45)	7%	(17)	17%	(39)	231
All Christian	23%	(62)	35%	(97)	27%	(74)	6%	(17)	9%	(24)	274
All Non-Christian	25%	(17)	41%	(27)	19%	(13)	8%	(5)	6%	(4)	65
Atheist	22%	(25)	37%	(41)	27%	(31)	4%	(5)	10%	(11)	113
Agnostic/Nothing in particular	22%	(121)	31%	(168)	21%	(117)	8%	(41)	18%	(101)	548
Religious Non-Protestant/Catholic	20%	(17)	42%	(35)	20%	(17)	8%	(6)	9%	(8)	82

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**Table MGC24:** *And how concerned are you about your current financial situation?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	22%	(225)	33%	(334)	23%	(234)	7%	(68)	14%	(140)	1000
Evangelical	24%	(43)	35%	(63)	23%	(41)	5%	(9)	13%	(24)	180
Non-Evangelical	23%	(66)	31%	(89)	25%	(71)	8%	(24)	12%	(34)	283
Community: Urban	27%	(70)	36%	(91)	19%	(49)	6%	(15)	12%	(31)	256
Community: Suburban	21%	(111)	33%	(178)	25%	(136)	7%	(39)	14%	(75)	539
Community: Rural	22%	(45)	32%	(65)	24%	(48)	7%	(13)	17%	(34)	206
Employ: Private Sector	27%	(23)	44%	(37)	21%	(18)	5%	(5)	2%	(2)	84
Employ: Unemployed	29%	(45)	28%	(43)	20%	(31)	4%	(7)	19%	(29)	154
Military HH: Yes	22%	(29)	33%	(43)	25%	(34)	6%	(8)	15%	(19)	132
Military HH: No	23%	(196)	33%	(290)	23%	(200)	7%	(60)	14%	(120)	868
RD/WT: Right Direction	20%	(60)	30%	(91)	24%	(72)	9%	(29)	17%	(53)	305
RD/WT: Wrong Track	24%	(165)	35%	(242)	23%	(162)	6%	(39)	12%	(87)	695
Trump Job Approve	21%	(59)	30%	(81)	27%	(74)	7%	(20)	15%	(41)	274
Trump Job Disapprove	25%	(147)	37%	(218)	22%	(129)	7%	(39)	9%	(52)	586
Trump Job Strongly Approve	22%	(24)	28%	(30)	19%	(21)	14%	(15)	17%	(19)	109
Trump Job Somewhat Approve	21%	(35)	31%	(51)	32%	(53)	3%	(5)	13%	(22)	166
Trump Job Somewhat Disapprove	21%	(43)	39%	(82)	26%	(55)	5%	(11)	9%	(18)	209
Trump Job Strongly Disapprove	28%	(104)	36%	(137)	20%	(74)	7%	(28)	9%	(34)	377
Favorable of Trump	21%	(55)	32%	(81)	26%	(66)	8%	(21)	13%	(33)	256
Unfavorable of Trump	24%	(148)	36%	(216)	25%	(151)	7%	(41)	8%	(51)	606
Very Favorable of Trump	21%	(23)	30%	(32)	20%	(21)	12%	(13)	18%	(19)	109
Somewhat Favorable of Trump	22%	(32)	33%	(49)	30%	(44)	5%	(7)	10%	(14)	147
Somewhat Unfavorable of Trump	18%	(31)	34%	(60)	36%	(64)	5%	(9)	7%	(12)	176
Very Unfavorable of Trump	27%	(117)	36%	(156)	20%	(87)	7%	(31)	9%	(39)	430
#1 Issue: Economy	25%	(74)	34%	(101)	24%	(71)	5%	(14)	12%	(35)	296
#1 Issue: Security	17%	(13)	30%	(23)	33%	(25)	10%	(8)	10%	(8)	76
#1 Issue: Health Care	25%	(43)	42%	(72)	20%	(34)	3%	(5)	10%	(18)	171
#1 Issue: Women's Issues	21%	(25)	30%	(35)	24%	(29)	11%	(12)	13%	(16)	117
#1 Issue: Education	20%	(30)	31%	(45)	23%	(33)	11%	(17)	14%	(21)	145
#1 Issue: Energy	26%	(25)	38%	(37)	21%	(21)	3%	(3)	11%	(11)	98
#1 Issue: Other	16%	(14)	19%	(15)	20%	(17)	9%	(8)	35%	(29)	82
2018 House Vote: Democrat	30%	(34)	42%	(47)	18%	(20)	5%	(5)	6%	(6)	112

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**Table MGC24:** *And how concerned are you about your current financial situation?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Adults	22%	(225)	33%	(334)	23%	(234)	7%	(68)	14%	(140)	1000
2016 Vote: Hillary Clinton	28%	(22)	40%	(31)	20%	(16)	5%	(4)	6%	(5)	78
2016 Vote: Didn't Vote	22%	(189)	32%	(285)	24%	(211)	7%	(62)	15%	(133)	881
Voted in 2014: No	22%	(214)	34%	(327)	24%	(230)	7%	(65)	14%	(135)	972
2012 Vote: Didn't Vote	22%	(216)	34%	(328)	24%	(231)	7%	(67)	14%	(135)	978
4-Region: Northeast	27%	(58)	30%	(64)	26%	(56)	6%	(13)	11%	(25)	216
4-Region: Midwest	16%	(36)	39%	(90)	28%	(64)	4%	(9)	14%	(32)	232
4-Region: South	24%	(80)	32%	(108)	19%	(65)	8%	(26)	17%	(57)	337
4-Region: West	24%	(51)	33%	(71)	23%	(49)	9%	(20)	12%	(25)	216

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

**Table MGC25\_1:** *To what extent do you agree with each of the following statements?*  
*The world is a fair place*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	6%	(63)	13%	(130)	23%	(226)	42%	(416)	17%	(165)	1000
Gender: Male	6%	(31)	15%	(75)	20%	(99)	40%	(198)	17%	(85)	489
Gender: Female	6%	(31)	11%	(55)	25%	(127)	43%	(218)	16%	(80)	511
Age: 18-34	7%	(37)	15%	(77)	23%	(115)	40%	(203)	15%	(75)	506
Generation Z: 13-23	6%	(63)	13%	(130)	23%	(226)	42%	(416)	17%	(165)	1000
PID: Dem (no lean)	6%	(21)	12%	(42)	24%	(85)	47%	(167)	11%	(40)	355
PID: Ind (no lean)	5%	(20)	11%	(51)	22%	(99)	41%	(183)	21%	(92)	445
PID: Rep (no lean)	11%	(21)	19%	(37)	21%	(43)	33%	(66)	17%	(34)	201
PID/Gender: Dem Men	6%	(9)	14%	(23)	20%	(31)	47%	(76)	13%	(21)	160
PID/Gender: Dem Women	6%	(12)	10%	(19)	27%	(53)	47%	(91)	10%	(19)	195
PID/Gender: Ind Men	5%	(11)	13%	(28)	22%	(48)	39%	(87)	21%	(48)	223
PID/Gender: Ind Women	4%	(9)	10%	(23)	23%	(51)	43%	(95)	20%	(44)	222
PID/Gender: Rep Men	11%	(11)	23%	(24)	18%	(19)	33%	(35)	16%	(17)	106
PID/Gender: Rep Women	11%	(10)	14%	(13)	25%	(23)	33%	(31)	18%	(17)	95
Ideo: Liberal (1-3)	6%	(19)	11%	(34)	24%	(79)	53%	(172)	6%	(19)	324
Ideo: Moderate (4)	6%	(12)	16%	(29)	24%	(45)	36%	(67)	18%	(32)	185
Ideo: Conservative (5-7)	12%	(21)	16%	(27)	24%	(41)	41%	(71)	7%	(13)	173
Educ: < College	6%	(56)	12%	(113)	22%	(202)	42%	(386)	17%	(159)	916
Educ: Bachelors degree	9%	(6)	21%	(15)	30%	(22)	35%	(25)	6%	(4)	72
Income: Under 50k	5%	(25)	13%	(65)	20%	(98)	40%	(196)	21%	(104)	488
Income: 50k-100k	7%	(23)	13%	(44)	25%	(84)	43%	(141)	11%	(37)	328
Income: 100k+	8%	(14)	12%	(21)	24%	(44)	43%	(79)	13%	(24)	183
Ethnicity: White	6%	(41)	11%	(73)	25%	(161)	42%	(271)	14%	(92)	638
Ethnicity: Hispanic	8%	(15)	13%	(26)	19%	(39)	43%	(88)	17%	(35)	203
Ethnicity: Afr. Am.	9%	(12)	13%	(17)	15%	(19)	40%	(52)	24%	(31)	131
Ethnicity: Other	4%	(10)	17%	(40)	20%	(46)	40%	(93)	18%	(42)	231
All Christian	9%	(24)	15%	(42)	28%	(77)	36%	(98)	12%	(34)	274
All Non-Christian	10%	(7)	26%	(17)	19%	(13)	32%	(21)	12%	(8)	65
Atheist	9%	(10)	6%	(6)	24%	(27)	54%	(61)	7%	(8)	113
Agnostic/Nothing in particular	4%	(22)	12%	(65)	20%	(110)	43%	(235)	21%	(115)	548
Religious Non-Protestant/Catholic	8%	(7)	27%	(22)	21%	(17)	33%	(27)	12%	(10)	82

Continued on next page

**Table MGC25\_1:** To what extent do you agree with each of the following statements?

*The world is a fair place*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	6%	(63)	13%	(130)	23%	(226)	42%	(416)	17%	(165)	1000
Evangelical	11%	(19)	12%	(22)	29%	(52)	30%	(55)	18%	(32)	180
Non-Evangelical	6%	(16)	13%	(37)	24%	(68)	42%	(119)	15%	(42)	283
Community: Urban	7%	(18)	16%	(40)	20%	(52)	42%	(107)	15%	(38)	256
Community: Suburban	7%	(35)	11%	(62)	24%	(129)	43%	(229)	15%	(83)	539
Community: Rural	4%	(9)	14%	(28)	22%	(45)	38%	(79)	22%	(45)	206
Employ: Private Sector	10%	(8)	16%	(13)	23%	(20)	44%	(37)	7%	(6)	84
Employ: Unemployed	6%	(10)	15%	(24)	20%	(31)	39%	(60)	20%	(31)	154
Military HH: Yes	4%	(5)	13%	(17)	24%	(31)	42%	(55)	18%	(24)	132
Military HH: No	7%	(57)	13%	(113)	22%	(195)	42%	(360)	16%	(142)	868
RD/WT: Right Direction	9%	(27)	22%	(66)	20%	(60)	30%	(92)	20%	(60)	305
RD/WT: Wrong Track	5%	(36)	9%	(64)	24%	(166)	47%	(323)	15%	(105)	695
Trump Job Approve	7%	(20)	16%	(45)	24%	(65)	35%	(96)	18%	(49)	274
Trump Job Disapprove	6%	(35)	11%	(66)	23%	(134)	49%	(285)	11%	(66)	586
Trump Job Strongly Approve	12%	(13)	17%	(19)	22%	(24)	33%	(36)	16%	(17)	109
Trump Job Somewhat Approve	4%	(7)	16%	(26)	25%	(42)	36%	(60)	19%	(31)	166
Trump Job Somewhat Disapprove	7%	(16)	16%	(34)	28%	(58)	40%	(83)	9%	(19)	209
Trump Job Strongly Disapprove	5%	(19)	9%	(32)	20%	(76)	54%	(203)	12%	(47)	377
Favorable of Trump	9%	(23)	17%	(44)	22%	(55)	37%	(95)	15%	(39)	256
Unfavorable of Trump	5%	(31)	12%	(73)	26%	(155)	47%	(286)	10%	(61)	606
Very Favorable of Trump	12%	(13)	19%	(21)	18%	(20)	34%	(37)	16%	(17)	109
Somewhat Favorable of Trump	7%	(10)	16%	(23)	24%	(35)	39%	(57)	15%	(21)	147
Somewhat Unfavorable of Trump	8%	(14)	15%	(27)	32%	(57)	33%	(57)	12%	(20)	176
Very Unfavorable of Trump	4%	(17)	11%	(46)	23%	(98)	53%	(229)	9%	(40)	430
#1 Issue: Economy	8%	(22)	14%	(41)	19%	(56)	44%	(131)	15%	(45)	296
#1 Issue: Security	11%	(8)	17%	(13)	29%	(22)	30%	(23)	13%	(10)	76
#1 Issue: Health Care	6%	(9)	11%	(19)	27%	(46)	44%	(74)	13%	(22)	171
#1 Issue: Women's Issues	4%	(4)	12%	(14)	22%	(26)	50%	(58)	12%	(14)	117
#1 Issue: Education	4%	(6)	15%	(22)	26%	(37)	37%	(54)	18%	(26)	145
#1 Issue: Energy	7%	(7)	11%	(11)	20%	(19)	54%	(53)	8%	(7)	98
#1 Issue: Other	6%	(5)	8%	(7)	19%	(15)	22%	(19)	44%	(37)	82

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**Table MGC25\_1:** *To what extent do you agree with each of the following statements?*

*The world is a fair place*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	6%	(63)	13%	(130)	23%	(226)	42%	(416)	17%	(165)	1000
2018 House Vote: Democrat	6%	(7)	10%	(11)	28%	(32)	47%	(52)	9%	(10)	112
2016 Vote: Hillary Clinton	9%	(7)	15%	(11)	24%	(18)	37%	(29)	16%	(12)	78
2016 Vote: Didn't Vote	6%	(51)	13%	(114)	22%	(197)	42%	(369)	17%	(150)	881
Voted in 2014: No	6%	(61)	13%	(128)	23%	(220)	42%	(405)	16%	(157)	972
2012 Vote: Didn't Vote	6%	(60)	13%	(128)	23%	(223)	42%	(409)	16%	(158)	978
4-Region: Northeast	7%	(15)	14%	(31)	26%	(55)	40%	(86)	13%	(29)	216
4-Region: Midwest	4%	(10)	12%	(27)	26%	(61)	42%	(98)	16%	(36)	232
4-Region: South	7%	(24)	12%	(40)	20%	(69)	38%	(126)	23%	(77)	337
4-Region: West	6%	(14)	15%	(32)	19%	(42)	49%	(105)	11%	(24)	216

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

**Table MGC25\_2:** *To what extent do you agree with each of the following statements?*  
*I have the potential to impact the world*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	23%	(227)	33%	(327)	17%	(171)	8%	(81)	19%	(194)	1000
Gender: Male	21%	(102)	31%	(149)	19%	(91)	10%	(48)	20%	(99)	489
Gender: Female	24%	(125)	35%	(177)	16%	(80)	7%	(34)	19%	(95)	511
Age: 18-34	23%	(117)	32%	(162)	19%	(96)	8%	(39)	18%	(92)	506
Generation Z: 13-23	23%	(227)	33%	(327)	17%	(171)	8%	(81)	19%	(194)	1000
PID: Dem (no lean)	25%	(89)	35%	(123)	19%	(67)	7%	(25)	15%	(52)	355
PID: Ind (no lean)	20%	(91)	31%	(137)	15%	(68)	9%	(42)	24%	(107)	445
PID: Rep (no lean)	23%	(47)	33%	(67)	18%	(37)	7%	(15)	18%	(36)	201
PID/Gender: Dem Men	24%	(39)	30%	(49)	22%	(35)	8%	(13)	16%	(25)	160
PID/Gender: Dem Women	26%	(50)	38%	(75)	16%	(32)	6%	(12)	14%	(27)	195
PID/Gender: Ind Men	17%	(38)	29%	(65)	18%	(39)	11%	(24)	25%	(56)	223
PID/Gender: Ind Women	24%	(53)	32%	(72)	13%	(29)	8%	(18)	23%	(51)	222
PID/Gender: Rep Men	23%	(25)	34%	(36)	16%	(17)	10%	(10)	17%	(18)	106
PID/Gender: Rep Women	23%	(22)	33%	(31)	21%	(19)	4%	(4)	19%	(18)	95
Ideo: Liberal (1-3)	25%	(82)	35%	(113)	22%	(71)	9%	(30)	8%	(27)	324
Ideo: Moderate (4)	24%	(44)	33%	(61)	18%	(33)	8%	(14)	17%	(32)	185
Ideo: Conservative (5-7)	31%	(54)	34%	(59)	16%	(28)	6%	(11)	12%	(21)	173
Educ: < College	23%	(208)	32%	(291)	17%	(155)	8%	(77)	20%	(185)	916
Educ: Bachelors degree	26%	(19)	43%	(31)	17%	(13)	5%	(4)	8%	(6)	72
Income: Under 50k	21%	(101)	30%	(145)	16%	(76)	10%	(47)	24%	(119)	488
Income: 50k-100k	23%	(76)	35%	(115)	20%	(65)	8%	(27)	14%	(46)	328
Income: 100k+	27%	(50)	37%	(67)	16%	(30)	4%	(7)	16%	(29)	183
Ethnicity: White	24%	(150)	33%	(212)	20%	(125)	7%	(43)	17%	(108)	638
Ethnicity: Hispanic	19%	(38)	31%	(62)	15%	(31)	14%	(28)	22%	(44)	203
Ethnicity: Afr. Am.	19%	(25)	33%	(44)	13%	(18)	8%	(10)	26%	(34)	131
Ethnicity: Other	22%	(52)	31%	(71)	12%	(28)	12%	(28)	22%	(52)	231
All Christian	27%	(73)	38%	(105)	13%	(36)	6%	(15)	16%	(44)	274
All Non-Christian	29%	(19)	23%	(15)	22%	(14)	10%	(7)	15%	(10)	65
Atheist	17%	(19)	30%	(34)	32%	(36)	14%	(16)	7%	(8)	113
Agnostic/Nothing in particular	21%	(115)	31%	(173)	16%	(85)	8%	(44)	24%	(132)	548
Religious Non-Protestant/Catholic	29%	(24)	26%	(21)	18%	(15)	10%	(8)	17%	(14)	82

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**Table MGC25\_2: To what extent do you agree with each of the following statements?**  
*I have the potential to impact the world*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	23%	(227)	33%	(327)	17%	(171)	8%	(81)	19%	(194)	1000
Evangelical	27%	(49)	35%	(64)	13%	(24)	4%	(6)	21%	(37)	180
Non-Evangelical	26%	(73)	35%	(99)	15%	(43)	7%	(19)	17%	(48)	283
Community: Urban	27%	(69)	28%	(72)	16%	(42)	10%	(26)	18%	(46)	256
Community: Suburban	22%	(116)	35%	(191)	16%	(88)	7%	(38)	20%	(105)	539
Community: Rural	20%	(42)	31%	(64)	20%	(41)	8%	(17)	21%	(42)	206
Employ: Private Sector	21%	(17)	39%	(33)	23%	(19)	8%	(7)	9%	(8)	84
Employ: Unemployed	23%	(35)	25%	(39)	16%	(25)	9%	(13)	27%	(42)	154
Military HH: Yes	19%	(25)	28%	(37)	21%	(27)	11%	(14)	22%	(29)	132
Military HH: No	23%	(202)	33%	(289)	17%	(144)	8%	(67)	19%	(165)	868
RD/WT: Right Direction	23%	(71)	29%	(89)	17%	(53)	7%	(21)	24%	(72)	305
RD/WT: Wrong Track	22%	(156)	34%	(238)	17%	(118)	9%	(61)	18%	(122)	695
Trump Job Approve	26%	(70)	29%	(79)	19%	(52)	6%	(18)	20%	(56)	274
Trump Job Disapprove	23%	(135)	36%	(210)	18%	(108)	9%	(54)	14%	(80)	586
Trump Job Strongly Approve	38%	(41)	24%	(26)	14%	(16)	4%	(5)	19%	(21)	109
Trump Job Somewhat Approve	18%	(29)	32%	(52)	22%	(36)	8%	(13)	21%	(35)	166
Trump Job Somewhat Disapprove	27%	(56)	39%	(81)	18%	(37)	7%	(15)	10%	(20)	209
Trump Job Strongly Disapprove	21%	(79)	34%	(128)	19%	(71)	10%	(39)	16%	(60)	377
Favorable of Trump	28%	(72)	30%	(76)	18%	(47)	6%	(16)	18%	(45)	256
Unfavorable of Trump	22%	(135)	36%	(216)	19%	(116)	9%	(57)	14%	(82)	606
Very Favorable of Trump	36%	(39)	24%	(26)	13%	(15)	7%	(7)	20%	(21)	109
Somewhat Favorable of Trump	22%	(33)	34%	(50)	22%	(32)	6%	(9)	16%	(24)	147
Somewhat Unfavorable of Trump	22%	(38)	40%	(69)	21%	(37)	5%	(9)	12%	(21)	176
Very Unfavorable of Trump	22%	(96)	34%	(147)	18%	(78)	11%	(48)	14%	(61)	430
#1 Issue: Economy	24%	(72)	34%	(102)	18%	(54)	7%	(22)	16%	(46)	296
#1 Issue: Security	25%	(19)	28%	(21)	21%	(16)	6%	(5)	19%	(15)	76
#1 Issue: Health Care	19%	(32)	34%	(58)	20%	(35)	10%	(18)	16%	(27)	171
#1 Issue: Women's Issues	29%	(34)	30%	(35)	15%	(18)	7%	(8)	19%	(22)	117
#1 Issue: Education	20%	(30)	33%	(48)	16%	(23)	12%	(17)	19%	(28)	145
#1 Issue: Energy	26%	(25)	37%	(36)	19%	(19)	7%	(7)	12%	(11)	98
#1 Issue: Other	16%	(13)	24%	(19)	6%	(5)	6%	(5)	49%	(40)	82

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**Table MGC25\_2:** *To what extent do you agree with each of the following statements?*  
*I have the potential to impact the world*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	23%	(227)	33%	(327)	17%	(171)	8%	(81)	19%	(194)	1000
2018 House Vote: Democrat	24%	(27)	38%	(43)	22%	(25)	6%	(7)	9%	(11)	112
2016 Vote: Hillary Clinton	23%	(18)	31%	(24)	27%	(21)	5%	(4)	14%	(11)	78
2016 Vote: Didn't Vote	22%	(197)	33%	(287)	16%	(144)	9%	(75)	20%	(177)	881
Voted in 2014: No	23%	(224)	32%	(315)	17%	(167)	8%	(80)	19%	(185)	972
2012 Vote: Didn't Vote	23%	(221)	33%	(321)	17%	(169)	8%	(79)	19%	(187)	978
4-Region: Northeast	22%	(47)	34%	(74)	22%	(47)	8%	(17)	14%	(30)	216
4-Region: Midwest	24%	(55)	28%	(66)	16%	(37)	10%	(23)	22%	(50)	232
4-Region: South	22%	(74)	33%	(110)	16%	(52)	6%	(20)	24%	(79)	337
4-Region: West	23%	(50)	35%	(76)	16%	(34)	10%	(21)	16%	(35)	216

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

**Table MGC25\_3:** *To what extent do you agree with each of the following statements?*  
*The COVID-19 pandemic will have a significant impact on my future*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(301)	33%	(330)	14%	(136)	6%	(59)	17%	(174)	1000
Gender: Male	27%	(130)	35%	(169)	13%	(63)	8%	(38)	18%	(89)	489
Gender: Female	33%	(171)	31%	(161)	14%	(73)	4%	(21)	17%	(85)	511
Age: 18-34	31%	(155)	35%	(178)	13%	(67)	5%	(25)	16%	(81)	506
Generation Z: 13-23	30%	(301)	33%	(330)	14%	(136)	6%	(59)	17%	(174)	1000
PID: Dem (no lean)	36%	(129)	33%	(117)	12%	(42)	6%	(23)	13%	(45)	355
PID: Ind (no lean)	28%	(127)	30%	(131)	14%	(64)	6%	(25)	22%	(98)	445
PID: Rep (no lean)	23%	(45)	41%	(82)	15%	(31)	6%	(11)	15%	(31)	201
PID/Gender: Dem Men	29%	(46)	35%	(56)	12%	(19)	10%	(16)	14%	(23)	160
PID/Gender: Dem Women	42%	(83)	31%	(61)	12%	(23)	3%	(7)	11%	(22)	195
PID/Gender: Ind Men	26%	(59)	31%	(69)	14%	(30)	6%	(14)	23%	(51)	223
PID/Gender: Ind Women	31%	(68)	28%	(63)	15%	(34)	5%	(10)	21%	(48)	222
PID/Gender: Rep Men	24%	(25)	42%	(45)	13%	(14)	7%	(7)	14%	(15)	106
PID/Gender: Rep Women	21%	(20)	40%	(37)	18%	(17)	4%	(4)	17%	(16)	95
Ideo: Liberal (1-3)	39%	(128)	34%	(111)	13%	(43)	6%	(20)	7%	(23)	324
Ideo: Moderate (4)	29%	(54)	32%	(60)	15%	(28)	4%	(7)	20%	(36)	185
Ideo: Conservative (5-7)	28%	(48)	41%	(71)	15%	(26)	5%	(9)	11%	(19)	173
Educ: < College	31%	(280)	32%	(292)	13%	(124)	6%	(56)	18%	(164)	916
Educ: Bachelors degree	28%	(20)	45%	(33)	14%	(10)	3%	(2)	10%	(7)	72
Income: Under 50k	28%	(137)	33%	(162)	11%	(53)	6%	(30)	22%	(107)	488
Income: 50k-100k	31%	(103)	34%	(111)	17%	(56)	5%	(17)	12%	(40)	328
Income: 100k+	33%	(61)	31%	(57)	15%	(27)	6%	(12)	15%	(27)	183
Ethnicity: White	30%	(192)	34%	(218)	15%	(93)	5%	(34)	16%	(101)	638
Ethnicity: Hispanic	31%	(62)	30%	(61)	12%	(24)	9%	(19)	18%	(36)	203
Ethnicity: Afr. Am.	32%	(41)	24%	(32)	11%	(14)	6%	(8)	27%	(36)	131
Ethnicity: Other	29%	(67)	35%	(81)	13%	(29)	7%	(17)	16%	(37)	231
All Christian	26%	(73)	39%	(107)	17%	(48)	3%	(8)	14%	(39)	274
All Non-Christian	33%	(21)	26%	(17)	20%	(13)	10%	(7)	11%	(7)	65
Atheist	28%	(32)	42%	(47)	9%	(10)	11%	(13)	9%	(10)	113
Agnostic/Nothing in particular	32%	(175)	29%	(159)	12%	(65)	6%	(32)	21%	(117)	548
Religious Non-Protestant/Catholic	29%	(24)	27%	(23)	18%	(15)	8%	(7)	17%	(14)	82

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**Table MGC25\_3:** *To what extent do you agree with each of the following statements?*  
*The COVID-19 pandemic will have a significant impact on my future*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(301)	33%	(330)	14%	(136)	6%	(59)	17%	(174)	1000
Evangelical	30%	(54)	32%	(58)	15%	(26)	5%	(10)	18%	(31)	180
Non-Evangelical	33%	(92)	34%	(96)	14%	(41)	5%	(14)	14%	(41)	283
Community: Urban	34%	(87)	33%	(84)	14%	(35)	4%	(11)	15%	(40)	256
Community: Suburban	30%	(164)	32%	(174)	13%	(72)	6%	(33)	18%	(95)	539
Community: Rural	24%	(50)	35%	(72)	14%	(30)	7%	(15)	19%	(40)	206
Employ: Private Sector	33%	(27)	38%	(32)	22%	(19)	1%	(1)	7%	(6)	84
Employ: Unemployed	30%	(46)	24%	(36)	13%	(20)	10%	(15)	24%	(37)	154
Military HH: Yes	29%	(39)	25%	(33)	16%	(21)	10%	(14)	19%	(25)	132
Military HH: No	30%	(262)	34%	(297)	13%	(115)	5%	(45)	17%	(149)	868
RD/WT: Right Direction	19%	(57)	35%	(108)	17%	(53)	7%	(20)	22%	(67)	305
RD/WT: Wrong Track	35%	(243)	32%	(222)	12%	(83)	6%	(39)	15%	(107)	695
Trump Job Approve	25%	(68)	34%	(92)	17%	(48)	6%	(16)	18%	(49)	274
Trump Job Disapprove	34%	(202)	34%	(197)	13%	(79)	6%	(34)	13%	(75)	586
Trump Job Strongly Approve	29%	(32)	31%	(33)	12%	(13)	7%	(8)	21%	(23)	109
Trump Job Somewhat Approve	22%	(37)	36%	(59)	21%	(35)	5%	(9)	16%	(27)	166
Trump Job Somewhat Disapprove	29%	(61)	36%	(76)	17%	(36)	7%	(15)	10%	(21)	209
Trump Job Strongly Disapprove	37%	(141)	32%	(121)	11%	(43)	5%	(18)	14%	(54)	377
Favorable of Trump	25%	(65)	35%	(89)	19%	(47)	4%	(11)	17%	(44)	256
Unfavorable of Trump	34%	(205)	35%	(209)	13%	(81)	7%	(41)	11%	(69)	606
Very Favorable of Trump	32%	(35)	28%	(31)	15%	(17)	5%	(5)	20%	(22)	109
Somewhat Favorable of Trump	21%	(30)	40%	(58)	21%	(31)	4%	(5)	15%	(22)	147
Somewhat Unfavorable of Trump	24%	(42)	41%	(73)	16%	(28)	8%	(14)	11%	(20)	176
Very Unfavorable of Trump	38%	(164)	32%	(136)	12%	(53)	6%	(28)	11%	(49)	430
#1 Issue: Economy	31%	(92)	38%	(111)	14%	(41)	5%	(15)	12%	(37)	296
#1 Issue: Security	22%	(17)	33%	(25)	19%	(15)	9%	(7)	16%	(12)	76
#1 Issue: Health Care	27%	(47)	37%	(64)	14%	(24)	6%	(10)	15%	(26)	171
#1 Issue: Women's Issues	42%	(50)	24%	(29)	13%	(15)	4%	(4)	17%	(20)	117
#1 Issue: Education	33%	(47)	30%	(44)	15%	(21)	9%	(13)	14%	(20)	145
#1 Issue: Energy	33%	(33)	35%	(34)	12%	(12)	5%	(5)	15%	(14)	98
#1 Issue: Other	18%	(15)	26%	(21)	6%	(5)	4%	(3)	47%	(39)	82

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**Table MGC25\_3:** *To what extent do you agree with each of the following statements?*  
*The COVID-19 pandemic will have a significant impact on my future*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(301)	33%	(330)	14%	(136)	6%	(59)	17%	(174)	1000
2018 House Vote: Democrat	37%	(41)	35%	(40)	12%	(14)	6%	(7)	9%	(10)	112
2016 Vote: Hillary Clinton	34%	(26)	39%	(30)	8%	(6)	5%	(4)	14%	(11)	78
2016 Vote: Didn't Vote	30%	(265)	32%	(281)	14%	(124)	6%	(51)	18%	(160)	881
Voted in 2014: No	30%	(293)	33%	(321)	14%	(134)	6%	(57)	17%	(167)	972
2012 Vote: Didn't Vote	30%	(294)	33%	(323)	14%	(135)	6%	(58)	17%	(168)	978
4-Region: Northeast	34%	(74)	31%	(67)	15%	(32)	7%	(15)	13%	(28)	216
4-Region: Midwest	24%	(55)	33%	(77)	18%	(41)	6%	(14)	20%	(45)	232
4-Region: South	29%	(97)	33%	(109)	11%	(37)	7%	(23)	21%	(70)	337
4-Region: West	35%	(75)	36%	(77)	13%	(27)	3%	(7)	14%	(31)	216

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

**Table MGC25\_4:** To what extent do you agree with each of the following statements?

*I think more companies should adopt flexible work from home policies after the COVID-19 pandemic, also known as coronavirus*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	42%	(418)	29%	(285)	9%	(91)	3%	(27)	18%	(179)	1000
Gender: Male	40%	(197)	30%	(145)	8%	(38)	3%	(13)	20%	(96)	489
Gender: Female	43%	(221)	27%	(140)	10%	(53)	3%	(14)	16%	(83)	511
Age: 18-34	43%	(217)	31%	(155)	9%	(45)	2%	(12)	15%	(77)	506
Generation Z: 13-23	42%	(418)	29%	(285)	9%	(91)	3%	(27)	18%	(179)	1000
PID: Dem (no lean)	47%	(168)	32%	(114)	7%	(26)	2%	(7)	11%	(39)	355
PID: Ind (no lean)	41%	(182)	24%	(108)	9%	(39)	3%	(14)	23%	(102)	445
PID: Rep (no lean)	34%	(68)	31%	(63)	13%	(26)	3%	(6)	19%	(37)	201
PID/Gender: Dem Men	45%	(72)	33%	(53)	6%	(10)	2%	(3)	14%	(23)	160
PID/Gender: Dem Women	49%	(96)	32%	(62)	8%	(16)	2%	(4)	9%	(17)	195
PID/Gender: Ind Men	41%	(91)	24%	(54)	8%	(17)	3%	(7)	24%	(54)	223
PID/Gender: Ind Women	41%	(91)	24%	(54)	10%	(22)	3%	(7)	22%	(48)	222
PID/Gender: Rep Men	32%	(34)	36%	(38)	11%	(11)	4%	(4)	18%	(19)	106
PID/Gender: Rep Women	36%	(34)	26%	(25)	16%	(15)	3%	(2)	20%	(19)	95
Ideo: Liberal (1-3)	53%	(170)	30%	(98)	9%	(28)	2%	(8)	6%	(20)	324
Ideo: Moderate (4)	45%	(83)	27%	(51)	7%	(14)	1%	(3)	19%	(35)	185
Ideo: Conservative (5-7)	42%	(72)	31%	(54)	13%	(23)	4%	(7)	10%	(17)	173
Educ: < College	42%	(383)	27%	(252)	9%	(84)	3%	(25)	19%	(172)	916
Educ: Bachelors degree	44%	(31)	41%	(30)	9%	(7)	1%	(1)	5%	(4)	72
Income: Under 50k	39%	(191)	27%	(130)	10%	(49)	3%	(15)	21%	(103)	488
Income: 50k-100k	43%	(142)	32%	(106)	8%	(26)	2%	(7)	15%	(48)	328
Income: 100k+	46%	(84)	27%	(49)	9%	(17)	3%	(5)	15%	(28)	183
Ethnicity: White	42%	(268)	30%	(190)	9%	(58)	3%	(20)	16%	(100)	638
Ethnicity: Hispanic	36%	(73)	30%	(60)	12%	(25)	2%	(5)	20%	(40)	203
Ethnicity: Afr. Am.	41%	(54)	25%	(32)	10%	(13)	1%	(1)	23%	(31)	131
Ethnicity: Other	41%	(96)	27%	(62)	9%	(20)	2%	(6)	21%	(48)	231
All Christian	41%	(112)	33%	(91)	10%	(26)	2%	(5)	15%	(40)	274
All Non-Christian	56%	(36)	21%	(13)	10%	(6)	8%	(5)	6%	(4)	65
Atheist	53%	(59)	33%	(37)	5%	(5)	2%	(2)	8%	(9)	113
Agnostic/Nothing in particular	38%	(210)	26%	(144)	10%	(53)	3%	(15)	23%	(126)	548
Religious Non-Protestant/Catholic	48%	(39)	26%	(22)	9%	(7)	8%	(7)	9%	(7)	82

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**Table MGC25\_4:** *To what extent do you agree with each of the following statements?*

*I think more companies should adopt flexible work from home policies after the COVID-19 pandemic, also known as coronavirus*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	42%	(418)	29%	(285)	9%	(91)	3%	(27)	18%	(179)	1000
Evangelical	38%	(68)	24%	(44)	10%	(18)	4%	(6)	24%	(43)	180
Non-Evangelical	44%	(125)	29%	(83)	10%	(29)	3%	(7)	14%	(39)	283
Community: Urban	45%	(115)	26%	(65)	10%	(27)	1%	(4)	18%	(45)	256
Community: Suburban	42%	(225)	31%	(165)	9%	(47)	3%	(14)	16%	(89)	539
Community: Rural	38%	(78)	27%	(55)	9%	(18)	5%	(10)	22%	(45)	206
Employ: Private Sector	45%	(38)	43%	(36)	8%	(6)	—	(0)	5%	(4)	84
Employ: Unemployed	38%	(58)	30%	(46)	9%	(13)	3%	(4)	21%	(32)	154
Military HH: Yes	38%	(50)	26%	(35)	14%	(19)	4%	(5)	18%	(24)	132
Military HH: No	42%	(368)	29%	(250)	8%	(72)	3%	(22)	18%	(155)	868
RD/WT: Right Direction	35%	(107)	28%	(85)	11%	(34)	3%	(9)	23%	(71)	305
RD/WT: Wrong Track	45%	(311)	29%	(200)	8%	(57)	3%	(18)	16%	(108)	695
Trump Job Approve	37%	(101)	29%	(80)	12%	(33)	2%	(7)	20%	(54)	274
Trump Job Disapprove	47%	(275)	30%	(175)	8%	(48)	3%	(19)	12%	(70)	586
Trump Job Strongly Approve	39%	(42)	30%	(33)	9%	(10)	3%	(3)	19%	(20)	109
Trump Job Somewhat Approve	36%	(59)	28%	(47)	14%	(23)	2%	(4)	20%	(33)	166
Trump Job Somewhat Disapprove	41%	(86)	34%	(71)	10%	(22)	2%	(5)	12%	(25)	209
Trump Job Strongly Disapprove	50%	(189)	27%	(104)	7%	(26)	4%	(14)	12%	(45)	377
Favorable of Trump	40%	(102)	29%	(75)	10%	(25)	2%	(6)	18%	(47)	256
Unfavorable of Trump	46%	(281)	30%	(183)	9%	(54)	3%	(19)	11%	(69)	606
Very Favorable of Trump	42%	(46)	24%	(27)	9%	(10)	2%	(2)	23%	(25)	109
Somewhat Favorable of Trump	38%	(56)	33%	(49)	11%	(16)	3%	(4)	15%	(22)	147
Somewhat Unfavorable of Trump	37%	(65)	32%	(57)	13%	(23)	3%	(5)	14%	(25)	176
Very Unfavorable of Trump	50%	(216)	29%	(126)	7%	(31)	3%	(14)	10%	(43)	430
#1 Issue: Economy	42%	(125)	34%	(100)	6%	(18)	3%	(8)	15%	(45)	296
#1 Issue: Security	35%	(27)	32%	(24)	12%	(9)	2%	(2)	18%	(14)	76
#1 Issue: Health Care	46%	(78)	29%	(49)	8%	(14)	3%	(5)	14%	(24)	171
#1 Issue: Women's Issues	47%	(55)	27%	(32)	9%	(11)	3%	(4)	14%	(16)	117
#1 Issue: Education	42%	(61)	28%	(40)	15%	(21)	2%	(3)	14%	(20)	145
#1 Issue: Energy	50%	(49)	20%	(20)	12%	(12)	4%	(4)	14%	(14)	98
#1 Issue: Other	26%	(22)	18%	(15)	5%	(4)	2%	(1)	49%	(40)	82

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**Table MGC25\_4:** *To what extent do you agree with each of the following statements?*

*I think more companies should adopt flexible work from home policies after the COVID-19 pandemic, also known as coronavirus*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	42%	(418)	29%	(285)	9%	(91)	3%	(27)	18%	(179)	1000
2018 House Vote: Democrat	48%	(54)	35%	(40)	7%	(7)	3%	(3)	7%	(8)	112
2016 Vote: Hillary Clinton	47%	(36)	34%	(26)	7%	(5)	1%	(1)	12%	(9)	78
2016 Vote: Didn't Vote	41%	(361)	28%	(246)	9%	(82)	3%	(25)	19%	(166)	881
Voted in 2014: No	42%	(409)	28%	(276)	9%	(88)	3%	(26)	18%	(172)	972
2012 Vote: Didn't Vote	42%	(410)	29%	(280)	9%	(89)	3%	(26)	18%	(173)	978
4-Region: Northeast	43%	(93)	29%	(63)	11%	(24)	4%	(8)	13%	(27)	216
4-Region: Midwest	36%	(83)	32%	(74)	13%	(30)	1%	(2)	19%	(43)	232
4-Region: South	40%	(134)	28%	(95)	8%	(28)	3%	(11)	21%	(69)	337
4-Region: West	50%	(108)	25%	(54)	4%	(9)	3%	(6)	18%	(39)	216

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

**Table MGC25\_5:** *To what extent do you agree with each of the following statements?*

*I am worried about the current job market and am therefore more likely to accept a role even if it doesn't fit exactly what I want*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	21%	(207)	29%	(287)	17%	(171)	9%	(92)	24%	(244)	1000
Gender: Male	22%	(109)	28%	(138)	15%	(74)	11%	(52)	24%	(115)	489
Gender: Female	19%	(98)	29%	(149)	19%	(97)	8%	(39)	25%	(128)	511
Age: 18-34	25%	(127)	34%	(170)	15%	(77)	9%	(43)	18%	(89)	506
Generation Z: 13-23	21%	(207)	29%	(287)	17%	(171)	9%	(92)	24%	(244)	1000
PID: Dem (no lean)	23%	(83)	32%	(114)	16%	(59)	9%	(31)	19%	(68)	355
PID: Ind (no lean)	19%	(87)	25%	(113)	18%	(78)	8%	(35)	30%	(132)	445
PID: Rep (no lean)	18%	(37)	30%	(60)	17%	(34)	13%	(26)	22%	(43)	201
PID/Gender: Dem Men	24%	(38)	31%	(49)	13%	(21)	12%	(19)	21%	(33)	160
PID/Gender: Dem Women	23%	(45)	34%	(65)	19%	(38)	6%	(12)	18%	(35)	195
PID/Gender: Ind Men	21%	(48)	26%	(57)	17%	(37)	9%	(19)	28%	(62)	223
PID/Gender: Ind Women	17%	(39)	25%	(56)	18%	(41)	7%	(16)	32%	(71)	222
PID/Gender: Rep Men	21%	(23)	30%	(32)	15%	(16)	14%	(15)	19%	(20)	106
PID/Gender: Rep Women	15%	(14)	29%	(28)	19%	(18)	12%	(12)	24%	(23)	95
Ideo: Liberal (1-3)	27%	(88)	32%	(104)	16%	(53)	9%	(29)	15%	(50)	324
Ideo: Moderate (4)	17%	(31)	32%	(59)	20%	(37)	10%	(18)	22%	(40)	185
Ideo: Conservative (5-7)	26%	(45)	32%	(55)	13%	(23)	15%	(25)	14%	(25)	173
Educ: < College	20%	(186)	28%	(255)	17%	(154)	10%	(89)	25%	(232)	916
Educ: Bachelors degree	28%	(20)	40%	(29)	18%	(13)	2%	(2)	11%	(8)	72
Income: Under 50k	22%	(110)	26%	(129)	15%	(71)	9%	(43)	28%	(136)	488
Income: 50k-100k	20%	(65)	30%	(98)	22%	(74)	10%	(32)	18%	(59)	328
Income: 100k+	17%	(32)	33%	(60)	14%	(26)	9%	(17)	27%	(49)	183
Ethnicity: White	21%	(134)	31%	(196)	17%	(109)	10%	(65)	21%	(133)	638
Ethnicity: Hispanic	23%	(46)	25%	(51)	15%	(31)	7%	(14)	30%	(60)	203
Ethnicity: Afr. Am.	16%	(21)	24%	(31)	17%	(22)	10%	(13)	33%	(43)	131
Ethnicity: Other	22%	(51)	26%	(60)	17%	(39)	6%	(13)	29%	(68)	231
All Christian	24%	(66)	30%	(83)	16%	(45)	11%	(29)	19%	(52)	274
All Non-Christian	30%	(19)	30%	(20)	14%	(9)	9%	(6)	17%	(11)	65
Atheist	17%	(19)	41%	(46)	10%	(12)	14%	(15)	18%	(20)	113
Agnostic/Nothing in particular	19%	(102)	25%	(139)	19%	(105)	8%	(41)	29%	(160)	548
Religious Non-Protestant/Catholic	28%	(23)	27%	(22)	13%	(11)	10%	(8)	22%	(18)	82

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**Table MGC25\_5:** *To what extent do you agree with each of the following statements?*

*I am worried about the current job market and am therefore more likely to accept a role even if it doesn't fit exactly what I want*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	21%	(207)	29%	(287)	17%	(171)	9%	(92)	24%	(244)	1000
Evangelical	18%	(33)	28%	(50)	18%	(33)	9%	(16)	27%	(49)	180
Non-Evangelical	25%	(72)	28%	(80)	16%	(46)	10%	(28)	20%	(58)	283
Community: Urban	23%	(59)	26%	(66)	16%	(42)	10%	(26)	25%	(63)	256
Community: Suburban	23%	(124)	31%	(165)	15%	(83)	7%	(38)	24%	(129)	539
Community: Rural	12%	(24)	28%	(57)	22%	(46)	13%	(27)	25%	(52)	206
Employ: Private Sector	28%	(23)	34%	(29)	14%	(12)	10%	(9)	13%	(11)	84
Employ: Unemployed	16%	(25)	26%	(40)	19%	(29)	13%	(20)	26%	(40)	154
Military HH: Yes	14%	(19)	25%	(33)	26%	(35)	12%	(16)	22%	(29)	132
Military HH: No	22%	(188)	29%	(254)	16%	(136)	9%	(76)	25%	(215)	868
RD/WT: Right Direction	21%	(64)	24%	(74)	14%	(43)	12%	(37)	29%	(88)	305
RD/WT: Wrong Track	21%	(143)	31%	(213)	18%	(128)	8%	(55)	22%	(156)	695
Trump Job Approve	21%	(57)	29%	(80)	16%	(43)	13%	(36)	22%	(59)	274
Trump Job Disapprove	22%	(131)	31%	(180)	18%	(107)	9%	(50)	20%	(118)	586
Trump Job Strongly Approve	20%	(21)	21%	(22)	15%	(17)	18%	(20)	26%	(28)	109
Trump Job Somewhat Approve	21%	(35)	35%	(58)	16%	(26)	10%	(16)	19%	(31)	166
Trump Job Somewhat Disapprove	20%	(42)	32%	(66)	20%	(42)	9%	(19)	19%	(40)	209
Trump Job Strongly Disapprove	24%	(89)	30%	(114)	17%	(65)	8%	(31)	21%	(78)	377
Favorable of Trump	22%	(57)	31%	(79)	15%	(39)	11%	(29)	20%	(52)	256
Unfavorable of Trump	21%	(128)	30%	(181)	19%	(114)	10%	(59)	20%	(124)	606
Very Favorable of Trump	22%	(23)	22%	(23)	15%	(16)	15%	(16)	28%	(30)	109
Somewhat Favorable of Trump	23%	(34)	38%	(55)	16%	(23)	9%	(13)	15%	(22)	147
Somewhat Unfavorable of Trump	15%	(26)	29%	(51)	23%	(40)	10%	(18)	23%	(41)	176
Very Unfavorable of Trump	24%	(102)	30%	(130)	17%	(74)	9%	(41)	19%	(84)	430
#1 Issue: Economy	23%	(68)	29%	(87)	16%	(46)	8%	(25)	24%	(70)	296
#1 Issue: Security	23%	(17)	32%	(24)	20%	(15)	7%	(5)	18%	(14)	76
#1 Issue: Health Care	21%	(35)	30%	(52)	19%	(32)	9%	(15)	21%	(36)	171
#1 Issue: Women's Issues	24%	(28)	23%	(27)	17%	(20)	8%	(9)	28%	(33)	117
#1 Issue: Education	19%	(27)	35%	(51)	19%	(27)	9%	(14)	18%	(26)	145
#1 Issue: Energy	22%	(21)	30%	(29)	19%	(18)	12%	(11)	17%	(17)	98
#1 Issue: Other	10%	(8)	18%	(15)	9%	(8)	10%	(8)	52%	(43)	82

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**Table MGC25\_5:** To what extent do you agree with each of the following statements?

*I am worried about the current job market and am therefore more likely to accept a role even if it doesn't fit exactly what I want*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	21%	(207)	29%	(287)	17%	(171)	9%	(92)	24%	(244)	1000
2018 House Vote: Democrat	33%	(37)	31%	(35)	14%	(16)	9%	(11)	13%	(14)	112
2016 Vote: Hillary Clinton	29%	(23)	30%	(23)	14%	(11)	9%	(7)	18%	(14)	78
2016 Vote: Didn't Vote	20%	(172)	28%	(249)	17%	(154)	9%	(81)	26%	(225)	881
Voted in 2014: No	21%	(202)	29%	(278)	17%	(167)	9%	(89)	24%	(236)	972
2012 Vote: Didn't Vote	20%	(200)	29%	(283)	17%	(170)	9%	(90)	24%	(236)	978
4-Region: Northeast	21%	(46)	34%	(74)	16%	(34)	8%	(17)	21%	(45)	216
4-Region: Midwest	19%	(43)	28%	(64)	17%	(40)	12%	(28)	24%	(56)	232
4-Region: South	19%	(63)	28%	(93)	18%	(62)	9%	(30)	26%	(88)	337
4-Region: West	25%	(55)	26%	(56)	16%	(34)	7%	(16)	25%	(55)	216

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

**Table MGC25\_6:** To what extent do you agree with each of the following statements?

*I am nervous about purchasing second hand or used goods after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	15%	(149)	29%	(288)	22%	(220)	15%	(153)	19%	(190)	1000
Gender: Male	15%	(74)	27%	(133)	22%	(109)	16%	(79)	19%	(95)	489
Gender: Female	15%	(76)	30%	(156)	22%	(111)	15%	(74)	19%	(95)	511
Age: 18-34	17%	(87)	30%	(150)	22%	(110)	15%	(77)	16%	(82)	506
Generation Z: 13-23	15%	(149)	29%	(288)	22%	(220)	15%	(153)	19%	(190)	1000
PID: Dem (no lean)	17%	(61)	32%	(114)	20%	(69)	16%	(56)	15%	(54)	355
PID: Ind (no lean)	12%	(52)	28%	(124)	24%	(105)	14%	(63)	23%	(101)	445
PID: Rep (no lean)	19%	(37)	25%	(50)	22%	(45)	17%	(34)	17%	(35)	201
PID/Gender: Dem Men	19%	(30)	29%	(47)	18%	(29)	19%	(30)	15%	(24)	160
PID/Gender: Dem Women	16%	(30)	35%	(67)	21%	(40)	14%	(26)	16%	(30)	195
PID/Gender: Ind Men	10%	(23)	25%	(56)	26%	(58)	14%	(32)	24%	(54)	223
PID/Gender: Ind Women	13%	(29)	31%	(68)	21%	(47)	14%	(32)	21%	(47)	222
PID/Gender: Rep Men	19%	(21)	28%	(30)	20%	(22)	16%	(17)	16%	(16)	106
PID/Gender: Rep Women	17%	(16)	22%	(20)	25%	(23)	17%	(16)	19%	(18)	95
Ideo: Liberal (1-3)	14%	(44)	31%	(101)	27%	(88)	17%	(57)	11%	(35)	324
Ideo: Moderate (4)	14%	(26)	33%	(61)	20%	(36)	15%	(27)	19%	(35)	185
Ideo: Conservative (5-7)	23%	(39)	28%	(49)	18%	(31)	21%	(36)	10%	(18)	173
Educ: < College	15%	(137)	28%	(259)	21%	(194)	16%	(143)	20%	(182)	916
Educ: Bachelors degree	17%	(12)	34%	(25)	31%	(23)	11%	(8)	6%	(5)	72
Income: Under 50k	16%	(79)	27%	(132)	21%	(100)	14%	(68)	22%	(110)	488
Income: 50k-100k	15%	(50)	29%	(94)	24%	(78)	18%	(58)	15%	(49)	328
Income: 100k+	11%	(21)	34%	(62)	23%	(42)	15%	(27)	17%	(32)	183
Ethnicity: White	15%	(98)	27%	(170)	25%	(158)	16%	(105)	17%	(107)	638
Ethnicity: Hispanic	18%	(37)	23%	(46)	19%	(39)	18%	(37)	22%	(44)	203
Ethnicity: Afr. Am.	14%	(18)	30%	(39)	21%	(27)	10%	(13)	26%	(34)	131
Ethnicity: Other	14%	(33)	34%	(80)	15%	(34)	15%	(35)	21%	(49)	231
All Christian	16%	(43)	31%	(86)	22%	(60)	17%	(46)	14%	(40)	274
All Non-Christian	19%	(12)	41%	(27)	15%	(10)	16%	(10)	9%	(6)	65
Atheist	17%	(20)	22%	(25)	25%	(28)	23%	(26)	12%	(13)	113
Agnostic/Nothing in particular	14%	(74)	27%	(150)	22%	(122)	13%	(70)	24%	(132)	548
Religious Non-Protestant/Catholic	15%	(12)	43%	(35)	16%	(13)	14%	(12)	11%	(9)	82

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**Table MGC25\_6:** *To what extent do you agree with each of the following statements?*

*I am nervous about purchasing second hand or used goods after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	15%	(149)	29%	(288)	22%	(220)	15%	(153)	19%	(190)	1000
Evangelical	15%	(27)	28%	(51)	22%	(40)	14%	(26)	20%	(36)	180
Non-Evangelical	16%	(45)	29%	(82)	24%	(68)	16%	(45)	15%	(43)	283
Community: Urban	17%	(44)	31%	(80)	22%	(56)	12%	(30)	18%	(45)	256
Community: Suburban	14%	(76)	29%	(154)	22%	(119)	17%	(89)	19%	(100)	539
Community: Rural	14%	(29)	26%	(54)	22%	(45)	16%	(33)	22%	(45)	206
Employ: Private Sector	15%	(13)	35%	(29)	26%	(22)	14%	(11)	10%	(8)	84
Employ: Unemployed	17%	(26)	26%	(40)	22%	(33)	15%	(22)	21%	(33)	154
Military HH: Yes	10%	(13)	24%	(31)	26%	(35)	17%	(22)	23%	(31)	132
Military HH: No	16%	(136)	30%	(257)	21%	(185)	15%	(131)	18%	(159)	868
RD/WT: Right Direction	18%	(54)	26%	(80)	20%	(61)	13%	(39)	23%	(72)	305
RD/WT: Wrong Track	14%	(95)	30%	(209)	23%	(158)	16%	(114)	17%	(118)	695
Trump Job Approve	17%	(47)	25%	(70)	21%	(58)	16%	(45)	20%	(55)	274
Trump Job Disapprove	15%	(86)	32%	(187)	22%	(129)	17%	(97)	15%	(87)	586
Trump Job Strongly Approve	21%	(22)	26%	(28)	20%	(21)	13%	(14)	21%	(23)	109
Trump Job Somewhat Approve	15%	(24)	25%	(41)	22%	(37)	19%	(31)	19%	(32)	166
Trump Job Somewhat Disapprove	16%	(33)	35%	(72)	21%	(43)	16%	(34)	13%	(27)	209
Trump Job Strongly Disapprove	14%	(54)	30%	(115)	23%	(86)	17%	(64)	16%	(59)	377
Favorable of Trump	19%	(48)	27%	(69)	21%	(53)	16%	(40)	18%	(46)	256
Unfavorable of Trump	14%	(87)	31%	(188)	24%	(145)	17%	(104)	14%	(82)	606
Very Favorable of Trump	23%	(25)	26%	(28)	16%	(17)	14%	(15)	22%	(24)	109
Somewhat Favorable of Trump	15%	(23)	28%	(41)	25%	(36)	17%	(25)	15%	(22)	147
Somewhat Unfavorable of Trump	18%	(31)	31%	(54)	27%	(47)	11%	(19)	14%	(24)	176
Very Unfavorable of Trump	13%	(56)	31%	(134)	23%	(98)	20%	(84)	14%	(58)	430
#1 Issue: Economy	13%	(38)	33%	(97)	22%	(65)	17%	(51)	16%	(46)	296
#1 Issue: Security	29%	(22)	23%	(18)	20%	(15)	11%	(9)	17%	(13)	76
#1 Issue: Health Care	15%	(25)	32%	(55)	23%	(39)	12%	(20)	18%	(31)	171
#1 Issue: Women's Issues	12%	(14)	30%	(36)	23%	(26)	18%	(21)	17%	(19)	117
#1 Issue: Education	16%	(23)	26%	(38)	27%	(39)	16%	(23)	15%	(22)	145
#1 Issue: Energy	16%	(16)	31%	(30)	24%	(23)	15%	(15)	14%	(14)	98
#1 Issue: Other	13%	(11)	13%	(11)	13%	(11)	15%	(13)	45%	(38)	82

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**Table MGC25\_6:** *To what extent do you agree with each of the following statements?*

*I am nervous about purchasing second hand or used goods after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	15%	(149)	29%	(288)	22%	(220)	15%	(153)	19%	(190)	1000
2018 House Vote: Democrat	16%	(17)	32%	(36)	26%	(29)	17%	(19)	10%	(12)	112
2016 Vote: Hillary Clinton	19%	(15)	28%	(22)	27%	(21)	14%	(11)	13%	(10)	78
2016 Vote: Didn't Vote	14%	(127)	29%	(257)	21%	(186)	15%	(134)	20%	(177)	881
Voted in 2014: No	15%	(147)	29%	(283)	22%	(209)	15%	(149)	19%	(184)	972
2012 Vote: Didn't Vote	15%	(146)	29%	(284)	22%	(214)	15%	(150)	19%	(184)	978
4-Region: Northeast	15%	(33)	32%	(68)	25%	(54)	13%	(29)	14%	(31)	216
4-Region: Midwest	16%	(37)	31%	(72)	19%	(43)	16%	(38)	18%	(42)	232
4-Region: South	14%	(48)	28%	(95)	21%	(72)	12%	(41)	24%	(82)	337
4-Region: West	15%	(31)	25%	(53)	23%	(51)	21%	(45)	16%	(36)	216

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

**Table MGC25\_7:** To what extent do you agree with each of the following statements?

*I am nervous to use shared services like shared rides or vacation rental homes after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	21%	(208)	29%	(289)	21%	(207)	11%	(112)	18%	(185)	1000
Gender: Male	18%	(88)	29%	(140)	22%	(106)	13%	(64)	19%	(91)	489
Gender: Female	23%	(120)	29%	(149)	20%	(101)	9%	(48)	18%	(94)	511
Age: 18-34	23%	(117)	31%	(155)	19%	(96)	11%	(56)	16%	(82)	506
Generation Z: 13-23	21%	(208)	29%	(289)	21%	(207)	11%	(112)	18%	(185)	1000
PID: Dem (no lean)	26%	(91)	31%	(110)	19%	(67)	11%	(38)	14%	(49)	355
PID: Ind (no lean)	19%	(82)	28%	(124)	21%	(92)	10%	(46)	23%	(101)	445
PID: Rep (no lean)	17%	(34)	28%	(55)	24%	(48)	14%	(28)	17%	(35)	201
PID/Gender: Dem Men	22%	(34)	29%	(47)	20%	(32)	14%	(22)	15%	(24)	160
PID/Gender: Dem Women	29%	(57)	32%	(63)	18%	(34)	8%	(15)	13%	(25)	195
PID/Gender: Ind Men	15%	(33)	27%	(61)	21%	(47)	12%	(27)	24%	(54)	223
PID/Gender: Ind Women	22%	(49)	28%	(63)	20%	(45)	9%	(19)	21%	(46)	222
PID/Gender: Rep Men	19%	(20)	30%	(32)	25%	(26)	14%	(15)	11%	(12)	106
PID/Gender: Rep Women	14%	(14)	24%	(23)	23%	(22)	14%	(13)	24%	(23)	95
Ideo: Liberal (1-3)	25%	(81)	33%	(107)	21%	(69)	12%	(39)	9%	(28)	324
Ideo: Moderate (4)	19%	(35)	30%	(55)	20%	(37)	12%	(23)	19%	(35)	185
Ideo: Conservative (5-7)	22%	(37)	34%	(58)	18%	(32)	16%	(28)	10%	(18)	173
Educ: < College	21%	(191)	28%	(259)	20%	(185)	12%	(106)	19%	(175)	916
Educ: Bachelors degree	22%	(16)	39%	(28)	22%	(16)	9%	(6)	8%	(6)	72
Income: Under 50k	21%	(105)	27%	(131)	18%	(90)	11%	(53)	23%	(110)	488
Income: 50k-100k	19%	(63)	31%	(103)	23%	(74)	13%	(43)	14%	(45)	328
Income: 100k+	22%	(40)	30%	(55)	23%	(43)	9%	(16)	16%	(30)	183
Ethnicity: White	20%	(131)	30%	(188)	22%	(142)	11%	(72)	17%	(105)	638
Ethnicity: Hispanic	24%	(48)	25%	(50)	19%	(38)	16%	(32)	17%	(35)	203
Ethnicity: Afr. Am.	23%	(30)	23%	(29)	21%	(27)	6%	(8)	27%	(36)	131
Ethnicity: Other	20%	(47)	31%	(71)	16%	(38)	14%	(32)	19%	(44)	231
All Christian	20%	(54)	34%	(94)	19%	(51)	13%	(37)	14%	(39)	274
All Non-Christian	26%	(17)	32%	(21)	19%	(12)	12%	(7)	12%	(8)	65
Atheist	24%	(27)	25%	(28)	25%	(28)	17%	(19)	9%	(10)	113
Agnostic/Nothing in particular	20%	(110)	27%	(146)	21%	(115)	9%	(48)	23%	(129)	548
Religious Non-Protestant/Catholic	22%	(18)	32%	(26)	18%	(14)	13%	(11)	15%	(13)	82

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**Table MGC25\_7:** To what extent do you agree with each of the following statements?

*I am nervous to use shared services like shared rides or vacation rental homes after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	21%	(208)	29%	(289)	21%	(207)	11%	(112)	18%	(185)	1000
Evangelical	21%	(38)	24%	(43)	23%	(41)	9%	(17)	23%	(41)	180
Non-Evangelical	23%	(64)	35%	(98)	20%	(57)	9%	(27)	13%	(37)	283
Community: Urban	26%	(67)	26%	(67)	22%	(56)	10%	(25)	16%	(41)	256
Community: Suburban	20%	(106)	30%	(164)	21%	(111)	11%	(61)	18%	(97)	539
Community: Rural	17%	(35)	28%	(58)	19%	(40)	13%	(27)	23%	(47)	206
Employ: Private Sector	23%	(19)	32%	(27)	22%	(18)	12%	(10)	11%	(9)	84
Employ: Unemployed	19%	(30)	27%	(41)	20%	(31)	12%	(19)	22%	(34)	154
Military HH: Yes	14%	(18)	27%	(36)	22%	(30)	16%	(22)	21%	(27)	132
Military HH: No	22%	(190)	29%	(253)	20%	(177)	10%	(90)	18%	(158)	868
RD/WT: Right Direction	18%	(55)	29%	(88)	21%	(65)	9%	(26)	23%	(71)	305
RD/WT: Wrong Track	22%	(153)	29%	(201)	20%	(142)	12%	(86)	16%	(114)	695
Trump Job Approve	17%	(45)	29%	(79)	21%	(56)	14%	(38)	20%	(55)	274
Trump Job Disapprove	24%	(141)	31%	(184)	21%	(122)	10%	(61)	13%	(79)	586
Trump Job Strongly Approve	21%	(22)	31%	(33)	16%	(18)	12%	(12)	21%	(22)	109
Trump Job Somewhat Approve	14%	(23)	28%	(46)	23%	(39)	16%	(26)	20%	(33)	166
Trump Job Somewhat Disapprove	25%	(52)	30%	(63)	24%	(49)	9%	(20)	12%	(25)	209
Trump Job Strongly Disapprove	23%	(88)	32%	(121)	19%	(72)	11%	(41)	14%	(54)	377
Favorable of Trump	17%	(45)	28%	(72)	22%	(57)	14%	(37)	18%	(46)	256
Unfavorable of Trump	24%	(143)	31%	(188)	21%	(130)	12%	(70)	12%	(75)	606
Very Favorable of Trump	17%	(19)	26%	(28)	23%	(25)	14%	(15)	20%	(22)	109
Somewhat Favorable of Trump	17%	(26)	30%	(44)	22%	(32)	15%	(22)	17%	(24)	147
Somewhat Unfavorable of Trump	24%	(41)	28%	(49)	24%	(41)	9%	(16)	15%	(27)	176
Very Unfavorable of Trump	24%	(101)	32%	(139)	21%	(89)	13%	(54)	11%	(48)	430
#1 Issue: Economy	21%	(63)	32%	(94)	18%	(55)	14%	(41)	15%	(43)	296
#1 Issue: Security	19%	(14)	34%	(26)	21%	(16)	12%	(9)	14%	(11)	76
#1 Issue: Health Care	22%	(38)	29%	(50)	23%	(39)	9%	(16)	16%	(27)	171
#1 Issue: Women's Issues	25%	(29)	30%	(35)	18%	(21)	13%	(16)	14%	(17)	117
#1 Issue: Education	20%	(29)	26%	(38)	27%	(39)	9%	(13)	18%	(27)	145
#1 Issue: Energy	20%	(19)	31%	(30)	26%	(26)	7%	(7)	15%	(15)	98
#1 Issue: Other	16%	(13)	15%	(13)	13%	(11)	11%	(9)	45%	(37)	82

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**Table MGC25\_7:** To what extent do you agree with each of the following statements?

*I am nervous to use shared services like shared rides or vacation rental homes after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	21%	(208)	29%	(289)	21%	(207)	11%	(112)	18%	(185)	1000
2018 House Vote: Democrat	28%	(31)	33%	(37)	19%	(22)	11%	(12)	9%	(10)	112
2016 Vote: Hillary Clinton	24%	(19)	31%	(24)	25%	(20)	8%	(6)	11%	(9)	78
2016 Vote: Didn't Vote	20%	(179)	29%	(252)	20%	(180)	11%	(100)	19%	(170)	881
Voted in 2014: No	21%	(203)	29%	(280)	21%	(200)	11%	(110)	18%	(178)	972
2012 Vote: Didn't Vote	21%	(202)	29%	(282)	21%	(205)	11%	(111)	18%	(177)	978
4-Region: Northeast	19%	(40)	33%	(72)	23%	(50)	11%	(24)	13%	(29)	216
4-Region: Midwest	20%	(46)	31%	(71)	21%	(50)	8%	(19)	20%	(46)	232
4-Region: South	21%	(72)	25%	(84)	19%	(64)	11%	(36)	24%	(81)	337
4-Region: West	23%	(50)	29%	(62)	20%	(43)	15%	(32)	14%	(30)	216

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

**Table MGC25\_8:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to pay more attention to employee benefits when applying to a new job because of how companies have treated their employees during the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	32%	(324)	31%	(310)	10%	(104)	4%	(40)	22%	(222)	1000
Gender: Male	29%	(143)	31%	(151)	12%	(59)	4%	(18)	24%	(118)	489
Gender: Female	35%	(181)	31%	(159)	9%	(45)	4%	(22)	20%	(105)	511
Age: 18-34	36%	(184)	32%	(164)	11%	(56)	3%	(15)	17%	(87)	506
Generation Z: 13-23	32%	(324)	31%	(310)	10%	(104)	4%	(40)	22%	(222)	1000
PID: Dem (no lean)	39%	(137)	34%	(121)	8%	(27)	4%	(13)	16%	(57)	355
PID: Ind (no lean)	33%	(145)	27%	(119)	11%	(47)	4%	(18)	26%	(115)	445
PID: Rep (no lean)	21%	(42)	35%	(70)	14%	(29)	4%	(8)	25%	(51)	201
PID/Gender: Dem Men	33%	(54)	31%	(50)	11%	(17)	3%	(4)	22%	(35)	160
PID/Gender: Dem Women	43%	(83)	37%	(71)	5%	(10)	4%	(9)	11%	(21)	195
PID/Gender: Ind Men	30%	(68)	25%	(56)	13%	(28)	5%	(10)	27%	(60)	223
PID/Gender: Ind Women	35%	(77)	28%	(63)	9%	(19)	4%	(8)	25%	(55)	222
PID/Gender: Rep Men	21%	(22)	43%	(45)	12%	(13)	3%	(3)	21%	(22)	106
PID/Gender: Rep Women	21%	(20)	26%	(25)	17%	(16)	5%	(5)	30%	(29)	95
Ideo: Liberal (1-3)	41%	(132)	32%	(104)	12%	(38)	4%	(14)	11%	(35)	324
Ideo: Moderate (4)	37%	(69)	27%	(50)	11%	(20)	5%	(9)	20%	(38)	185
Ideo: Conservative (5-7)	31%	(54)	36%	(62)	13%	(22)	3%	(5)	17%	(30)	173
Educ: < College	32%	(294)	30%	(277)	10%	(95)	4%	(37)	23%	(213)	916
Educ: Bachelors degree	38%	(27)	38%	(27)	12%	(8)	3%	(2)	10%	(7)	72
Income: Under 50k	31%	(154)	29%	(142)	9%	(45)	4%	(22)	26%	(126)	488
Income: 50k-100k	36%	(118)	31%	(103)	11%	(37)	4%	(12)	18%	(58)	328
Income: 100k+	29%	(53)	35%	(65)	12%	(22)	3%	(6)	20%	(38)	183
Ethnicity: White	31%	(200)	32%	(205)	11%	(72)	4%	(26)	21%	(134)	638
Ethnicity: Hispanic	32%	(66)	28%	(56)	10%	(20)	8%	(16)	22%	(45)	203
Ethnicity: Afr. Am.	38%	(49)	25%	(33)	6%	(8)	6%	(8)	25%	(33)	131
Ethnicity: Other	32%	(74)	31%	(73)	10%	(23)	2%	(5)	24%	(55)	231
All Christian	31%	(85)	34%	(94)	11%	(30)	5%	(14)	19%	(51)	274
All Non-Christian	46%	(30)	30%	(19)	14%	(9)	1%	(1)	9%	(6)	65
Atheist	33%	(37)	28%	(32)	16%	(18)	7%	(8)	17%	(19)	113
Agnostic/Nothing in particular	31%	(172)	30%	(165)	9%	(47)	3%	(17)	27%	(147)	548

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**Table MGC25\_8:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to pay more attention to employee benefits when applying to a new job because of how companies have treated their employees during the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	32%	(324)	31%	(310)	10%	(104)	4%	(40)	22%	(222)	1000
Religious Non-Protestant/Catholic	42%	(35)	30%	(25)	12%	(10)	3%	(2)	12%	(10)	82
Evangelical	31%	(56)	29%	(53)	11%	(20)	3%	(5)	26%	(46)	180
Non-Evangelical	34%	(95)	34%	(96)	9%	(26)	5%	(15)	18%	(51)	283
Community: Urban	37%	(95)	30%	(78)	10%	(26)	5%	(13)	17%	(44)	256
Community: Suburban	32%	(173)	32%	(171)	9%	(49)	3%	(18)	24%	(128)	539
Community: Rural	27%	(56)	30%	(61)	14%	(29)	5%	(9)	24%	(50)	206
Employ: Private Sector	39%	(33)	40%	(33)	10%	(9)	4%	(4)	7%	(6)	84
Employ: Unemployed	31%	(47)	29%	(45)	12%	(18)	1%	(2)	27%	(42)	154
Military HH: Yes	29%	(38)	29%	(38)	10%	(13)	7%	(9)	26%	(34)	132
Military HH: No	33%	(286)	31%	(272)	10%	(91)	3%	(30)	22%	(188)	868
RD/WT: Right Direction	23%	(71)	33%	(102)	13%	(38)	3%	(9)	28%	(85)	305
RD/WT: Wrong Track	36%	(253)	30%	(208)	9%	(65)	4%	(30)	20%	(138)	695
Trump Job Approve	26%	(71)	32%	(89)	12%	(34)	5%	(12)	25%	(68)	274
Trump Job Disapprove	37%	(217)	31%	(182)	11%	(66)	4%	(21)	17%	(99)	586
Trump Job Strongly Approve	28%	(30)	33%	(36)	10%	(11)	4%	(4)	25%	(27)	109
Trump Job Somewhat Approve	25%	(41)	32%	(53)	14%	(23)	5%	(9)	25%	(41)	166
Trump Job Somewhat Disapprove	36%	(75)	32%	(66)	13%	(27)	5%	(11)	14%	(30)	209
Trump Job Strongly Disapprove	38%	(142)	31%	(116)	10%	(39)	3%	(10)	18%	(69)	377
Favorable of Trump	29%	(74)	34%	(87)	10%	(26)	4%	(10)	23%	(59)	256
Unfavorable of Trump	35%	(212)	33%	(200)	12%	(70)	3%	(21)	17%	(103)	606
Very Favorable of Trump	31%	(34)	30%	(33)	8%	(8)	4%	(4)	27%	(30)	109
Somewhat Favorable of Trump	27%	(40)	37%	(54)	12%	(17)	4%	(6)	20%	(29)	147
Somewhat Unfavorable of Trump	31%	(55)	32%	(57)	16%	(27)	3%	(5)	18%	(32)	176
Very Unfavorable of Trump	36%	(157)	33%	(143)	10%	(42)	4%	(16)	17%	(71)	430

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**Table MGC25\_8:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to pay more attention to employee benefits when applying to a new job because of how companies have treated their employees during the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	32%	(324)	31%	(310)	10%	(104)	4%	(40)	22%	(222)	1000
#1 Issue: Economy	36%	(108)	32%	(94)	9%	(26)	3%	(10)	20%	(59)	296
#1 Issue: Security	21%	(16)	38%	(28)	15%	(12)	2%	(2)	24%	(18)	76
#1 Issue: Health Care	32%	(55)	33%	(57)	10%	(17)	5%	(8)	19%	(33)	171
#1 Issue: Women's Issues	37%	(43)	33%	(39)	7%	(9)	3%	(4)	19%	(22)	117
#1 Issue: Education	32%	(47)	32%	(47)	14%	(21)	3%	(5)	18%	(27)	145
#1 Issue: Energy	37%	(36)	29%	(29)	12%	(12)	4%	(4)	18%	(17)	98
#1 Issue: Other	22%	(18)	17%	(14)	8%	(7)	4%	(4)	48%	(39)	82
2018 House Vote: Democrat	47%	(52)	33%	(37)	10%	(12)	1%	(2)	8%	(10)	112
2016 Vote: Hillary Clinton	40%	(31)	41%	(32)	6%	(5)	1%	(1)	12%	(9)	78
2016 Vote: Didn't Vote	31%	(275)	30%	(265)	11%	(96)	4%	(36)	24%	(208)	881
Voted in 2014: No	32%	(316)	31%	(302)	10%	(102)	4%	(37)	22%	(215)	972
2012 Vote: Didn't Vote	32%	(314)	31%	(307)	11%	(103)	4%	(38)	22%	(216)	978
4-Region: Northeast	32%	(69)	35%	(76)	13%	(28)	5%	(11)	14%	(31)	216
4-Region: Midwest	31%	(72)	33%	(77)	10%	(24)	2%	(4)	24%	(55)	232
4-Region: South	30%	(100)	28%	(94)	11%	(36)	5%	(16)	27%	(91)	337
4-Region: West	39%	(83)	29%	(63)	7%	(16)	4%	(9)	21%	(45)	216

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

**Table MGC25\_9:** *To what extent do you agree with each of the following statements?*  
*In the future, I expect to continue to support local businesses after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	39%	(387)	31%	(310)	8%	(78)	3%	(30)	20%	(196)	1000
Gender: Male	34%	(166)	34%	(165)	8%	(38)	4%	(18)	21%	(101)	489
Gender: Female	43%	(221)	28%	(145)	8%	(39)	2%	(12)	18%	(94)	511
Age: 18-34	39%	(198)	32%	(160)	8%	(42)	4%	(20)	17%	(86)	506
Generation Z: 13-23	39%	(387)	31%	(310)	8%	(78)	3%	(30)	20%	(196)	1000
PID: Dem (no lean)	46%	(165)	29%	(103)	7%	(24)	2%	(8)	16%	(55)	355
PID: Ind (no lean)	35%	(156)	31%	(137)	7%	(33)	3%	(11)	24%	(107)	445
PID: Rep (no lean)	33%	(66)	35%	(70)	10%	(21)	5%	(10)	17%	(33)	201
PID/Gender: Dem Men	41%	(66)	30%	(48)	8%	(13)	3%	(5)	18%	(29)	160
PID/Gender: Dem Women	51%	(99)	28%	(55)	6%	(11)	2%	(3)	14%	(26)	195
PID/Gender: Ind Men	32%	(71)	34%	(76)	6%	(13)	3%	(8)	25%	(55)	223
PID/Gender: Ind Women	39%	(86)	28%	(61)	9%	(20)	2%	(4)	23%	(52)	222
PID/Gender: Rep Men	28%	(30)	39%	(41)	11%	(12)	5%	(6)	16%	(17)	106
PID/Gender: Rep Women	38%	(36)	30%	(29)	9%	(9)	5%	(5)	17%	(16)	95
Ideo: Liberal (1-3)	49%	(160)	30%	(98)	8%	(25)	3%	(11)	9%	(30)	324
Ideo: Moderate (4)	39%	(72)	32%	(59)	5%	(9)	4%	(7)	20%	(38)	185
Ideo: Conservative (5-7)	42%	(73)	32%	(56)	11%	(20)	4%	(7)	10%	(18)	173
Educ: < College	39%	(356)	31%	(281)	7%	(67)	3%	(27)	20%	(184)	916
Educ: Bachelors degree	38%	(28)	36%	(26)	12%	(9)	2%	(2)	11%	(8)	72
Income: Under 50k	34%	(166)	29%	(143)	8%	(39)	4%	(18)	25%	(122)	488
Income: 50k-100k	43%	(143)	31%	(103)	8%	(28)	3%	(9)	14%	(46)	328
Income: 100k+	43%	(78)	35%	(64)	6%	(11)	1%	(2)	15%	(28)	183
Ethnicity: White	42%	(265)	32%	(204)	8%	(49)	3%	(18)	16%	(101)	638
Ethnicity: Hispanic	39%	(78)	28%	(57)	9%	(17)	4%	(8)	21%	(43)	203
Ethnicity: Afr. Am.	35%	(46)	26%	(33)	6%	(7)	6%	(8)	28%	(37)	131
Ethnicity: Other	33%	(76)	31%	(73)	9%	(21)	2%	(5)	25%	(57)	231
All Christian	42%	(114)	33%	(91)	8%	(22)	2%	(7)	15%	(41)	274
All Non-Christian	28%	(18)	39%	(25)	17%	(11)	6%	(4)	9%	(6)	65
Atheist	45%	(50)	32%	(36)	7%	(8)	4%	(4)	13%	(14)	113
Agnostic/Nothing in particular	37%	(204)	29%	(158)	7%	(36)	3%	(15)	25%	(134)	548
Religious Non-Protestant/Catholic	31%	(26)	37%	(31)	15%	(12)	5%	(4)	12%	(10)	82

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**Table MGC25\_9:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to continue to support local businesses after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	39%	(387)	31%	(310)	8%	(78)	3%	(30)	20%	(196)	1000
Evangelical	40%	(72)	30%	(53)	7%	(12)	3%	(6)	21%	(37)	180
Non-Evangelical	45%	(126)	29%	(82)	8%	(23)	2%	(6)	17%	(47)	283
Community: Urban	39%	(99)	30%	(77)	7%	(19)	4%	(11)	19%	(49)	256
Community: Suburban	39%	(208)	33%	(176)	8%	(46)	2%	(10)	18%	(99)	539
Community: Rural	39%	(79)	28%	(57)	6%	(13)	5%	(9)	23%	(47)	206
Employ: Private Sector	44%	(37)	38%	(32)	6%	(5)	3%	(3)	9%	(7)	84
Employ: Unemployed	32%	(49)	31%	(47)	8%	(13)	7%	(11)	22%	(34)	154
Military HH: Yes	47%	(62)	23%	(31)	6%	(8)	4%	(6)	20%	(26)	132
Military HH: No	37%	(325)	32%	(279)	8%	(70)	3%	(24)	20%	(170)	868
RD/WT: Right Direction	31%	(96)	32%	(97)	9%	(29)	5%	(14)	23%	(69)	305
RD/WT: Wrong Track	42%	(291)	31%	(213)	7%	(49)	2%	(16)	18%	(126)	695
Trump Job Approve	35%	(95)	33%	(91)	10%	(28)	5%	(14)	17%	(46)	274
Trump Job Disapprove	44%	(259)	31%	(179)	7%	(41)	2%	(13)	16%	(94)	586
Trump Job Strongly Approve	43%	(47)	27%	(29)	10%	(11)	4%	(5)	16%	(17)	109
Trump Job Somewhat Approve	29%	(49)	37%	(62)	10%	(17)	6%	(10)	18%	(29)	166
Trump Job Somewhat Disapprove	40%	(84)	32%	(67)	11%	(24)	3%	(6)	14%	(29)	209
Trump Job Strongly Disapprove	46%	(175)	30%	(113)	5%	(18)	2%	(7)	17%	(65)	377
Favorable of Trump	39%	(99)	32%	(83)	10%	(25)	3%	(7)	16%	(42)	256
Unfavorable of Trump	43%	(258)	32%	(196)	8%	(46)	3%	(17)	15%	(88)	606
Very Favorable of Trump	39%	(42)	28%	(31)	11%	(12)	3%	(3)	19%	(21)	109
Somewhat Favorable of Trump	39%	(57)	36%	(52)	9%	(13)	3%	(4)	14%	(21)	147
Somewhat Unfavorable of Trump	32%	(56)	39%	(69)	9%	(16)	5%	(9)	14%	(25)	176
Very Unfavorable of Trump	47%	(202)	30%	(127)	7%	(30)	2%	(8)	15%	(63)	430
#1 Issue: Economy	38%	(114)	37%	(108)	7%	(21)	2%	(7)	16%	(46)	296
#1 Issue: Security	43%	(33)	25%	(19)	10%	(8)	4%	(3)	17%	(13)	76
#1 Issue: Health Care	37%	(62)	36%	(62)	9%	(15)	2%	(4)	16%	(27)	171
#1 Issue: Women's Issues	52%	(61)	23%	(27)	4%	(5)	3%	(4)	17%	(20)	117
#1 Issue: Education	33%	(48)	33%	(48)	12%	(17)	4%	(6)	18%	(26)	145
#1 Issue: Energy	48%	(47)	32%	(31)	5%	(5)	3%	(3)	12%	(12)	98
#1 Issue: Other	25%	(21)	14%	(11)	8%	(6)	1%	(1)	52%	(43)	82

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**Table MGC25\_9:** *To what extent do you agree with each of the following statements?*  
*In the future, I expect to continue to support local businesses after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	39%	(387)	31%	(310)	8%	(78)	3%	(30)	20%	(196)	1000
2018 House Vote: Democrat	50%	(56)	31%	(35)	8%	(8)	1%	(1)	11%	(12)	112
2016 Vote: Hillary Clinton	44%	(34)	31%	(24)	8%	(6)	2%	(1)	16%	(12)	78
2016 Vote: Didn't Vote	38%	(331)	31%	(272)	8%	(71)	3%	(26)	20%	(180)	881
Voted in 2014: No	39%	(379)	31%	(301)	8%	(76)	3%	(28)	19%	(188)	972
2012 Vote: Didn't Vote	39%	(379)	31%	(306)	8%	(76)	3%	(29)	19%	(187)	978
4-Region: Northeast	35%	(75)	37%	(79)	9%	(19)	5%	(10)	15%	(32)	216
4-Region: Midwest	41%	(94)	34%	(79)	7%	(15)	2%	(4)	17%	(39)	232
4-Region: South	37%	(124)	26%	(88)	8%	(28)	3%	(11)	25%	(86)	337
4-Region: West	43%	(93)	30%	(65)	7%	(15)	2%	(4)	18%	(39)	216

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

**Table MGC25\_10:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to continue to support small businesses after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	36%	(364)	31%	(313)	9%	(90)	4%	(37)	20%	(196)	1000
Gender: Male	32%	(158)	34%	(164)	10%	(49)	4%	(20)	20%	(98)	489
Gender: Female	40%	(206)	29%	(149)	8%	(41)	3%	(17)	19%	(99)	511
Age: 18-34	40%	(203)	31%	(158)	9%	(43)	4%	(23)	16%	(79)	506
Generation Z: 13-23	36%	(364)	31%	(313)	9%	(90)	4%	(37)	20%	(196)	1000
PID: Dem (no lean)	45%	(159)	31%	(110)	8%	(27)	4%	(13)	13%	(46)	355
PID: Ind (no lean)	30%	(135)	33%	(148)	8%	(35)	3%	(14)	25%	(113)	445
PID: Rep (no lean)	35%	(71)	27%	(55)	14%	(28)	5%	(10)	19%	(37)	201
PID/Gender: Dem Men	38%	(61)	35%	(57)	8%	(13)	4%	(6)	14%	(23)	160
PID/Gender: Dem Women	50%	(98)	27%	(53)	7%	(14)	3%	(6)	12%	(24)	195
PID/Gender: Ind Men	29%	(64)	33%	(74)	9%	(19)	4%	(9)	25%	(57)	223
PID/Gender: Ind Women	32%	(71)	33%	(74)	7%	(16)	2%	(5)	25%	(56)	222
PID/Gender: Rep Men	32%	(33)	31%	(33)	16%	(17)	4%	(5)	17%	(18)	106
PID/Gender: Rep Women	40%	(37)	23%	(22)	12%	(11)	6%	(5)	20%	(19)	95
Ideo: Liberal (1-3)	48%	(154)	31%	(100)	10%	(32)	4%	(12)	8%	(26)	324
Ideo: Moderate (4)	34%	(62)	37%	(69)	6%	(11)	3%	(6)	20%	(37)	185
Ideo: Conservative (5-7)	44%	(76)	28%	(48)	12%	(21)	4%	(7)	12%	(21)	173
Educ: < College	37%	(338)	30%	(279)	9%	(80)	3%	(31)	20%	(188)	916
Educ: Bachelors degree	31%	(22)	43%	(31)	12%	(9)	6%	(4)	8%	(6)	72
Income: Under 50k	31%	(152)	30%	(148)	8%	(39)	5%	(24)	26%	(126)	488
Income: 50k-100k	42%	(137)	32%	(104)	10%	(34)	3%	(11)	13%	(42)	328
Income: 100k+	41%	(75)	33%	(61)	9%	(17)	1%	(2)	16%	(29)	183
Ethnicity: White	40%	(257)	32%	(201)	9%	(59)	3%	(16)	16%	(104)	638
Ethnicity: Hispanic	35%	(72)	31%	(63)	9%	(17)	5%	(10)	20%	(41)	203
Ethnicity: Afr. Am.	34%	(44)	26%	(34)	8%	(11)	4%	(6)	28%	(36)	131
Ethnicity: Other	27%	(63)	34%	(78)	9%	(20)	6%	(14)	24%	(56)	231
All Christian	38%	(104)	35%	(95)	10%	(26)	3%	(7)	15%	(42)	274
All Non-Christian	35%	(23)	34%	(22)	15%	(10)	8%	(5)	8%	(5)	65
Atheist	39%	(44)	36%	(40)	9%	(10)	4%	(5)	12%	(14)	113
Agnostic/Nothing in particular	35%	(194)	28%	(156)	8%	(44)	4%	(19)	25%	(135)	548
Religious Non-Protestant/Catholic	37%	(30)	31%	(26)	12%	(10)	7%	(6)	12%	(10)	82

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**Table MGC25\_10:** *To what extent do you agree with each of the following statements?*  
*In the future, I expect to continue to support small businesses after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	36%	(364)	31%	(313)	9%	(90)	4%	(37)	20%	(196)	1000
Evangelical	42%	(75)	27%	(48)	9%	(17)	3%	(5)	19%	(35)	180
Non-Evangelical	38%	(108)	32%	(90)	9%	(27)	4%	(10)	17%	(48)	283
Community: Urban	39%	(100)	30%	(77)	7%	(19)	5%	(14)	18%	(46)	256
Community: Suburban	36%	(196)	33%	(180)	9%	(47)	3%	(14)	19%	(101)	539
Community: Rural	33%	(68)	27%	(57)	11%	(23)	4%	(8)	24%	(49)	206
Employ: Private Sector	45%	(38)	36%	(31)	7%	(6)	2%	(2)	10%	(8)	84
Employ: Unemployed	32%	(49)	25%	(39)	12%	(18)	4%	(6)	27%	(41)	154
Military HH: Yes	35%	(46)	28%	(38)	8%	(11)	7%	(9)	22%	(29)	132
Military HH: No	37%	(318)	32%	(276)	9%	(79)	3%	(28)	19%	(167)	868
RD/WT: Right Direction	34%	(104)	29%	(89)	9%	(28)	5%	(16)	23%	(69)	305
RD/WT: Wrong Track	38%	(261)	32%	(224)	9%	(62)	3%	(21)	18%	(127)	695
Trump Job Approve	38%	(105)	29%	(79)	10%	(28)	5%	(13)	18%	(50)	274
Trump Job Disapprove	40%	(234)	33%	(191)	9%	(54)	3%	(17)	15%	(90)	586
Trump Job Strongly Approve	48%	(52)	23%	(25)	7%	(8)	4%	(5)	17%	(19)	109
Trump Job Somewhat Approve	32%	(52)	33%	(54)	12%	(20)	5%	(8)	19%	(31)	166
Trump Job Somewhat Disapprove	34%	(71)	37%	(77)	12%	(24)	3%	(6)	14%	(30)	209
Trump Job Strongly Disapprove	43%	(163)	30%	(114)	8%	(29)	3%	(10)	16%	(60)	377
Favorable of Trump	43%	(110)	27%	(68)	10%	(25)	3%	(8)	17%	(44)	256
Unfavorable of Trump	38%	(229)	34%	(207)	10%	(58)	4%	(23)	15%	(89)	606
Very Favorable of Trump	44%	(48)	25%	(27)	8%	(9)	3%	(3)	20%	(22)	109
Somewhat Favorable of Trump	42%	(62)	28%	(42)	11%	(16)	3%	(5)	15%	(22)	147
Somewhat Unfavorable of Trump	27%	(48)	43%	(75)	9%	(16)	5%	(8)	16%	(28)	176
Very Unfavorable of Trump	42%	(181)	31%	(132)	10%	(41)	4%	(15)	14%	(60)	430
#1 Issue: Economy	38%	(111)	32%	(95)	9%	(26)	2%	(7)	19%	(56)	296
#1 Issue: Security	36%	(27)	33%	(25)	8%	(6)	7%	(5)	17%	(13)	76
#1 Issue: Health Care	39%	(67)	33%	(56)	10%	(16)	3%	(5)	15%	(26)	171
#1 Issue: Women's Issues	47%	(55)	26%	(31)	5%	(6)	4%	(4)	18%	(21)	117
#1 Issue: Education	30%	(43)	35%	(51)	13%	(19)	7%	(10)	15%	(22)	145
#1 Issue: Energy	44%	(43)	33%	(33)	10%	(10)	1%	(1)	11%	(11)	98
#1 Issue: Other	20%	(16)	22%	(18)	3%	(3)	3%	(3)	51%	(42)	82

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**Table MGC25\_10:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to continue to support small businesses after social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	36%	(364)	31%	(313)	9%	(90)	4%	(37)	20%	(196)	1000
2018 House Vote: Democrat	48%	(53)	32%	(36)	9%	(10)	1%	(1)	10%	(11)	112
2016 Vote: Hillary Clinton	41%	(32)	40%	(31)	7%	(5)	1%	(1)	12%	(9)	78
2016 Vote: Didn't Vote	36%	(316)	31%	(269)	9%	(81)	4%	(33)	21%	(182)	881
Voted in 2014: No	36%	(351)	32%	(307)	9%	(88)	4%	(36)	20%	(190)	972
2012 Vote: Didn't Vote	36%	(356)	31%	(308)	9%	(89)	4%	(35)	19%	(190)	978
4-Region: Northeast	34%	(73)	33%	(71)	12%	(27)	3%	(7)	18%	(38)	216
4-Region: Midwest	36%	(84)	33%	(75)	9%	(21)	3%	(6)	19%	(45)	232
4-Region: South	37%	(125)	29%	(97)	8%	(28)	3%	(11)	22%	(75)	337
4-Region: West	38%	(83)	32%	(69)	6%	(14)	5%	(12)	18%	(39)	216

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

**Table MGC25\_11:** *To what extent do you agree with each of the following statements?*

*I have tried new products during the COVID-19 pandemic and expect to continue to use them when social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	18%	(177)	28%	(277)	19%	(186)	9%	(94)	27%	(266)	1000
Gender: Male	18%	(86)	27%	(132)	19%	(94)	11%	(52)	26%	(125)	489
Gender: Female	18%	(91)	28%	(145)	18%	(93)	8%	(42)	28%	(141)	511
Age: 18-34	18%	(92)	33%	(168)	18%	(90)	9%	(46)	22%	(109)	506
Generation Z: 13-23	18%	(177)	28%	(277)	19%	(186)	9%	(94)	27%	(266)	1000
PID: Dem (no lean)	20%	(71)	30%	(105)	21%	(74)	9%	(32)	21%	(74)	355
PID: Ind (no lean)	16%	(73)	25%	(111)	16%	(71)	10%	(43)	33%	(146)	445
PID: Rep (no lean)	17%	(34)	30%	(61)	21%	(41)	9%	(19)	23%	(46)	201
PID/Gender: Dem Men	21%	(34)	28%	(44)	21%	(34)	9%	(15)	21%	(34)	160
PID/Gender: Dem Women	19%	(37)	31%	(61)	21%	(40)	8%	(16)	21%	(40)	195
PID/Gender: Ind Men	15%	(34)	25%	(55)	16%	(36)	13%	(28)	31%	(70)	223
PID/Gender: Ind Women	18%	(39)	25%	(57)	16%	(35)	7%	(15)	34%	(77)	222
PID/Gender: Rep Men	18%	(19)	32%	(34)	22%	(24)	8%	(8)	20%	(21)	106
PID/Gender: Rep Women	16%	(15)	29%	(27)	19%	(18)	11%	(10)	26%	(24)	95
Ideo: Liberal (1-3)	17%	(55)	31%	(102)	23%	(75)	9%	(30)	19%	(62)	324
Ideo: Moderate (4)	24%	(44)	27%	(49)	14%	(27)	11%	(20)	25%	(45)	185
Ideo: Conservative (5-7)	22%	(38)	31%	(54)	21%	(36)	10%	(18)	16%	(28)	173
Educ: < College	18%	(163)	27%	(250)	18%	(165)	9%	(84)	28%	(253)	916
Educ: Bachelors degree	17%	(13)	34%	(25)	23%	(16)	12%	(9)	14%	(10)	72
Income: Under 50k	16%	(76)	26%	(128)	18%	(86)	9%	(44)	32%	(154)	488
Income: 50k-100k	19%	(63)	28%	(92)	20%	(66)	11%	(37)	21%	(70)	328
Income: 100k+	21%	(38)	31%	(56)	19%	(34)	7%	(13)	23%	(42)	183
Ethnicity: White	20%	(125)	29%	(184)	21%	(131)	8%	(48)	23%	(149)	638
Ethnicity: Hispanic	16%	(33)	29%	(58)	14%	(28)	12%	(25)	29%	(59)	203
Ethnicity: Afr. Am.	16%	(20)	22%	(28)	18%	(23)	9%	(12)	36%	(47)	131
Ethnicity: Other	14%	(32)	28%	(64)	14%	(32)	14%	(33)	30%	(70)	231
All Christian	18%	(50)	30%	(82)	24%	(65)	10%	(27)	19%	(51)	274
All Non-Christian	27%	(18)	32%	(21)	13%	(8)	9%	(6)	19%	(12)	65
Atheist	19%	(22)	29%	(33)	22%	(25)	9%	(10)	20%	(23)	113
Agnostic/Nothing in particular	16%	(89)	26%	(141)	16%	(88)	9%	(50)	33%	(180)	548
Religious Non-Protestant/Catholic	23%	(19)	32%	(26)	13%	(11)	12%	(10)	20%	(17)	82

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**Table MGC25\_11:** *To what extent do you agree with each of the following statements?*

*I have tried new products during the COVID-19 pandemic and expect to continue to use them when social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	18%	(177)	28%	(277)	19%	(186)	9%	(94)	27%	(266)	1000
Evangelical	20%	(36)	26%	(47)	16%	(29)	9%	(16)	28%	(51)	180
Non-Evangelical	18%	(50)	29%	(82)	22%	(61)	11%	(32)	21%	(59)	283
Community: Urban	22%	(56)	26%	(66)	17%	(43)	9%	(24)	26%	(66)	256
Community: Suburban	17%	(93)	29%	(156)	18%	(96)	9%	(51)	27%	(144)	539
Community: Rural	14%	(29)	27%	(55)	23%	(47)	9%	(19)	27%	(56)	206
Employ: Private Sector	18%	(15)	42%	(36)	18%	(15)	7%	(6)	15%	(12)	84
Employ: Unemployed	18%	(28)	29%	(45)	18%	(27)	8%	(12)	27%	(42)	154
Military HH: Yes	11%	(14)	30%	(40)	14%	(19)	14%	(18)	31%	(41)	132
Military HH: No	19%	(164)	27%	(237)	19%	(167)	9%	(75)	26%	(225)	868
RD/WT: Right Direction	15%	(45)	29%	(89)	19%	(58)	8%	(26)	29%	(89)	305
RD/WT: Wrong Track	19%	(133)	27%	(188)	19%	(129)	10%	(68)	26%	(177)	695
Trump Job Approve	19%	(51)	29%	(81)	20%	(55)	8%	(22)	24%	(66)	274
Trump Job Disapprove	18%	(105)	29%	(169)	20%	(118)	10%	(60)	23%	(135)	586
Trump Job Strongly Approve	22%	(24)	29%	(31)	18%	(19)	7%	(8)	25%	(27)	109
Trump Job Somewhat Approve	17%	(28)	30%	(50)	22%	(36)	8%	(14)	23%	(39)	166
Trump Job Somewhat Disapprove	21%	(44)	34%	(71)	17%	(36)	9%	(19)	19%	(41)	209
Trump Job Strongly Disapprove	16%	(61)	26%	(98)	22%	(82)	11%	(41)	25%	(94)	377
Favorable of Trump	19%	(48)	32%	(82)	18%	(46)	10%	(25)	21%	(54)	256
Unfavorable of Trump	19%	(113)	28%	(168)	21%	(127)	10%	(63)	22%	(135)	606
Very Favorable of Trump	21%	(23)	29%	(32)	16%	(17)	9%	(9)	26%	(28)	109
Somewhat Favorable of Trump	17%	(25)	35%	(51)	20%	(29)	11%	(16)	18%	(27)	147
Somewhat Unfavorable of Trump	23%	(41)	27%	(47)	19%	(34)	9%	(15)	22%	(39)	176
Very Unfavorable of Trump	17%	(72)	28%	(122)	22%	(93)	11%	(47)	22%	(96)	430
#1 Issue: Economy	18%	(54)	27%	(81)	21%	(63)	10%	(29)	23%	(69)	296
#1 Issue: Security	23%	(17)	26%	(19)	19%	(14)	12%	(9)	20%	(15)	76
#1 Issue: Health Care	17%	(29)	33%	(57)	18%	(31)	8%	(14)	23%	(40)	171
#1 Issue: Women's Issues	15%	(17)	27%	(32)	20%	(24)	13%	(15)	24%	(29)	117
#1 Issue: Education	18%	(26)	27%	(39)	22%	(32)	10%	(14)	23%	(34)	145
#1 Issue: Energy	20%	(20)	30%	(29)	17%	(16)	7%	(7)	26%	(26)	98
#1 Issue: Other	15%	(12)	17%	(14)	5%	(4)	6%	(5)	57%	(47)	82

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**Table MGC25\_11:** *To what extent do you agree with each of the following statements?*

*I have tried new products during the COVID-19 pandemic and expect to continue to use them when social distancing and self-quarantining ends*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	18%	(177)	28%	(277)	19%	(186)	9%	(94)	27%	(266)	1000
2018 House Vote: Democrat	25%	(28)	29%	(33)	21%	(24)	8%	(9)	16%	(18)	112
2016 Vote: Hillary Clinton	22%	(17)	29%	(23)	19%	(15)	8%	(6)	21%	(17)	78
2016 Vote: Didn't Vote	17%	(152)	27%	(238)	19%	(164)	10%	(84)	28%	(243)	881
Voted in 2014: No	18%	(173)	28%	(270)	19%	(182)	9%	(91)	26%	(256)	972
2012 Vote: Didn't Vote	18%	(172)	28%	(270)	19%	(186)	9%	(92)	26%	(258)	978
4-Region: Northeast	17%	(38)	35%	(76)	18%	(39)	11%	(23)	18%	(39)	216
4-Region: Midwest	12%	(28)	28%	(65)	25%	(59)	6%	(15)	28%	(65)	232
4-Region: South	20%	(66)	23%	(76)	17%	(56)	9%	(31)	32%	(108)	337
4-Region: West	21%	(46)	28%	(60)	15%	(33)	11%	(24)	25%	(53)	216

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

**Table MGC25\_12:** *To what extent do you agree with each of the following statements?*  
*My opinion of some companies has changed because of their responses to the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	24%	(242)	28%	(282)	16%	(158)	8%	(80)	24%	(238)	1000
Gender: Male	24%	(117)	30%	(147)	15%	(71)	9%	(44)	22%	(110)	489
Gender: Female	24%	(125)	26%	(135)	17%	(87)	7%	(36)	25%	(128)	511
Age: 18-34	25%	(128)	32%	(161)	16%	(81)	7%	(38)	19%	(98)	506
Generation Z: 13-23	24%	(242)	28%	(282)	16%	(158)	8%	(80)	24%	(238)	1000
PID: Dem (no lean)	29%	(103)	33%	(118)	14%	(50)	7%	(24)	17%	(61)	355
PID: Ind (no lean)	21%	(93)	24%	(109)	16%	(72)	8%	(36)	30%	(135)	445
PID: Rep (no lean)	23%	(47)	28%	(55)	18%	(36)	10%	(20)	21%	(43)	201
PID/Gender: Dem Men	26%	(42)	33%	(52)	14%	(22)	10%	(16)	17%	(28)	160
PID/Gender: Dem Women	31%	(61)	34%	(66)	14%	(28)	4%	(8)	17%	(33)	195
PID/Gender: Ind Men	21%	(46)	28%	(63)	14%	(30)	8%	(18)	30%	(66)	223
PID/Gender: Ind Women	21%	(47)	21%	(46)	19%	(42)	8%	(19)	31%	(69)	222
PID/Gender: Rep Men	27%	(29)	30%	(32)	18%	(19)	10%	(10)	15%	(16)	106
PID/Gender: Rep Women	19%	(18)	25%	(23)	18%	(17)	10%	(9)	28%	(27)	95
Ideo: Liberal (1-3)	33%	(108)	33%	(106)	15%	(49)	7%	(21)	12%	(39)	324
Ideo: Moderate (4)	20%	(36)	32%	(59)	18%	(34)	7%	(13)	23%	(42)	185
Ideo: Conservative (5-7)	29%	(50)	26%	(45)	19%	(34)	14%	(23)	12%	(21)	173
Educ: < College	24%	(220)	27%	(251)	16%	(143)	8%	(74)	25%	(228)	916
Educ: Bachelors degree	27%	(20)	38%	(28)	16%	(12)	8%	(6)	10%	(7)	72
Income: Under 50k	23%	(110)	28%	(138)	13%	(63)	7%	(32)	30%	(145)	488
Income: 50k-100k	25%	(81)	29%	(95)	21%	(68)	9%	(28)	17%	(56)	328
Income: 100k+	28%	(51)	27%	(49)	15%	(27)	10%	(19)	20%	(37)	183
Ethnicity: White	26%	(164)	28%	(179)	17%	(108)	8%	(52)	21%	(135)	638
Ethnicity: Hispanic	24%	(48)	30%	(61)	12%	(25)	8%	(16)	26%	(52)	203
Ethnicity: Afr. Am.	24%	(32)	26%	(34)	12%	(16)	7%	(9)	30%	(39)	131
Ethnicity: Other	20%	(46)	30%	(69)	15%	(34)	8%	(18)	28%	(64)	231
All Christian	24%	(66)	28%	(77)	19%	(53)	9%	(26)	20%	(54)	274
All Non-Christian	23%	(15)	31%	(20)	15%	(10)	13%	(8)	19%	(12)	65
Atheist	32%	(36)	33%	(38)	14%	(16)	8%	(9)	13%	(14)	113
Agnostic/Nothing in particular	23%	(126)	27%	(148)	14%	(79)	7%	(37)	29%	(158)	548
Religious Non-Protestant/Catholic	19%	(16)	30%	(25)	16%	(13)	14%	(11)	21%	(17)	82

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**Table MGC25\_12:** *To what extent do you agree with each of the following statements?*  
*My opinion of some companies has changed because of their responses to the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	24%	(242)	28%	(282)	16%	(158)	8%	(80)	24%	(238)	1000
Evangelical	24%	(44)	23%	(41)	20%	(37)	6%	(12)	26%	(47)	180
Non-Evangelical	26%	(73)	31%	(87)	16%	(44)	8%	(24)	19%	(55)	283
Community: Urban	27%	(69)	28%	(72)	15%	(37)	7%	(17)	24%	(60)	256
Community: Suburban	25%	(134)	27%	(145)	17%	(90)	8%	(44)	23%	(126)	539
Community: Rural	19%	(39)	32%	(65)	15%	(31)	9%	(19)	25%	(52)	206
Employ: Private Sector	26%	(22)	40%	(34)	17%	(15)	7%	(5)	9%	(8)	84
Employ: Unemployed	22%	(33)	24%	(36)	13%	(20)	12%	(19)	29%	(45)	154
Military HH: Yes	24%	(31)	25%	(33)	18%	(24)	11%	(14)	23%	(30)	132
Military HH: No	24%	(211)	29%	(249)	16%	(135)	7%	(65)	24%	(208)	868
RD/WT: Right Direction	21%	(64)	25%	(76)	16%	(49)	9%	(28)	29%	(88)	305
RD/WT: Wrong Track	26%	(178)	30%	(206)	16%	(109)	7%	(52)	22%	(150)	695
Trump Job Approve	23%	(62)	26%	(71)	19%	(53)	10%	(27)	22%	(61)	274
Trump Job Disapprove	27%	(160)	31%	(183)	16%	(92)	8%	(44)	18%	(106)	586
Trump Job Strongly Approve	28%	(30)	22%	(24)	18%	(19)	11%	(12)	21%	(23)	109
Trump Job Somewhat Approve	19%	(31)	28%	(47)	21%	(34)	9%	(15)	23%	(39)	166
Trump Job Somewhat Disapprove	22%	(46)	34%	(71)	19%	(40)	10%	(20)	16%	(33)	209
Trump Job Strongly Disapprove	30%	(115)	30%	(112)	14%	(53)	6%	(24)	19%	(73)	377
Favorable of Trump	25%	(63)	27%	(70)	17%	(45)	10%	(25)	21%	(53)	256
Unfavorable of Trump	26%	(158)	31%	(185)	17%	(101)	8%	(49)	19%	(113)	606
Very Favorable of Trump	29%	(32)	25%	(27)	15%	(16)	9%	(10)	22%	(24)	109
Somewhat Favorable of Trump	21%	(31)	29%	(43)	19%	(29)	11%	(16)	20%	(29)	147
Somewhat Unfavorable of Trump	18%	(32)	28%	(49)	23%	(41)	11%	(19)	20%	(35)	176
Very Unfavorable of Trump	29%	(126)	32%	(136)	14%	(60)	7%	(31)	18%	(78)	430
#1 Issue: Economy	24%	(70)	34%	(102)	14%	(42)	8%	(24)	20%	(58)	296
#1 Issue: Security	24%	(18)	27%	(20)	20%	(15)	7%	(5)	23%	(17)	76
#1 Issue: Health Care	24%	(40)	27%	(45)	17%	(29)	12%	(20)	21%	(36)	171
#1 Issue: Women's Issues	30%	(35)	31%	(36)	13%	(15)	4%	(4)	23%	(26)	117
#1 Issue: Education	23%	(33)	25%	(36)	18%	(26)	10%	(15)	24%	(35)	145
#1 Issue: Energy	33%	(33)	27%	(26)	16%	(16)	5%	(5)	18%	(18)	98
#1 Issue: Other	14%	(12)	18%	(15)	12%	(10)	6%	(5)	49%	(41)	82

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**Table MGC25\_12:** *To what extent do you agree with each of the following statements?*  
*My opinion of some companies has changed because of their responses to the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	24%	(242)	28%	(282)	16%	(158)	8%	(80)	24%	(238)	1000
2018 House Vote: Democrat	33%	(37)	33%	(37)	16%	(17)	9%	(10)	10%	(11)	112
2016 Vote: Hillary Clinton	29%	(22)	33%	(26)	19%	(15)	7%	(5)	12%	(9)	78
2016 Vote: Didn't Vote	23%	(202)	28%	(245)	15%	(136)	8%	(72)	26%	(226)	881
Voted in 2014: No	24%	(235)	28%	(276)	16%	(154)	8%	(75)	24%	(231)	972
2012 Vote: Didn't Vote	24%	(236)	28%	(277)	16%	(155)	8%	(78)	24%	(231)	978
4-Region: Northeast	23%	(50)	31%	(68)	18%	(38)	10%	(22)	17%	(38)	216
4-Region: Midwest	22%	(51)	28%	(65)	18%	(42)	6%	(15)	26%	(59)	232
4-Region: South	24%	(82)	26%	(87)	15%	(49)	8%	(26)	27%	(92)	337
4-Region: West	27%	(59)	29%	(62)	14%	(29)	8%	(17)	23%	(49)	216

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

**Table MGC25\_13:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to buy products and services from certain companies based on how they handled the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	16%	(160)	29%	(292)	19%	(191)	10%	(99)	26%	(258)	1000
Gender: Male	15%	(73)	29%	(143)	20%	(97)	11%	(54)	25%	(122)	489
Gender: Female	17%	(87)	29%	(149)	18%	(94)	9%	(45)	27%	(137)	511
Age: 18-34	18%	(93)	33%	(165)	18%	(90)	11%	(54)	21%	(104)	506
Generation Z: 13-23	16%	(160)	29%	(292)	19%	(191)	10%	(99)	26%	(258)	1000
PID: Dem (no lean)	18%	(65)	35%	(123)	20%	(70)	7%	(25)	20%	(72)	355
PID: Ind (no lean)	13%	(59)	25%	(113)	19%	(85)	11%	(49)	31%	(139)	445
PID: Rep (no lean)	18%	(35)	28%	(57)	18%	(36)	13%	(25)	23%	(47)	201
PID/Gender: Dem Men	19%	(30)	31%	(50)	20%	(32)	9%	(14)	21%	(33)	160
PID/Gender: Dem Women	18%	(35)	37%	(73)	19%	(37)	6%	(11)	20%	(39)	195
PID/Gender: Ind Men	11%	(24)	27%	(60)	21%	(47)	13%	(29)	28%	(63)	223
PID/Gender: Ind Women	16%	(35)	24%	(53)	17%	(38)	9%	(20)	34%	(76)	222
PID/Gender: Rep Men	18%	(19)	31%	(33)	16%	(17)	11%	(12)	23%	(25)	106
PID/Gender: Rep Women	17%	(16)	25%	(23)	20%	(19)	14%	(13)	23%	(22)	95
Ideo: Liberal (1-3)	21%	(68)	37%	(120)	20%	(65)	8%	(26)	14%	(45)	324
Ideo: Moderate (4)	13%	(24)	27%	(50)	22%	(40)	12%	(22)	27%	(49)	185
Ideo: Conservative (5-7)	22%	(39)	31%	(54)	20%	(35)	14%	(24)	13%	(22)	173
Educ: < College	16%	(150)	28%	(257)	19%	(171)	10%	(93)	27%	(246)	916
Educ: Bachelors degree	12%	(8)	46%	(33)	24%	(17)	6%	(4)	13%	(10)	72
Income: Under 50k	16%	(77)	26%	(129)	19%	(90)	9%	(43)	30%	(148)	488
Income: 50k-100k	17%	(57)	30%	(100)	21%	(68)	11%	(37)	20%	(66)	328
Income: 100k+	14%	(25)	34%	(63)	18%	(32)	10%	(19)	24%	(44)	183
Ethnicity: White	16%	(101)	30%	(194)	20%	(126)	11%	(69)	23%	(147)	638
Ethnicity: Hispanic	17%	(35)	30%	(61)	18%	(37)	12%	(24)	22%	(45)	203
Ethnicity: Afr. Am.	20%	(26)	26%	(34)	14%	(18)	6%	(8)	34%	(45)	131
Ethnicity: Other	14%	(32)	28%	(65)	20%	(46)	9%	(22)	29%	(66)	231
All Christian	17%	(46)	32%	(87)	18%	(51)	10%	(26)	24%	(65)	274
All Non-Christian	19%	(13)	32%	(20)	20%	(13)	14%	(9)	15%	(10)	65
Atheist	19%	(22)	31%	(35)	18%	(20)	15%	(17)	17%	(20)	113
Agnostic/Nothing in particular	14%	(79)	27%	(150)	20%	(107)	9%	(47)	30%	(165)	548
Religious Non-Protestant/Catholic	15%	(13)	32%	(27)	20%	(16)	12%	(10)	21%	(17)	82

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**Table MGC25\_13:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to buy products and services from certain companies based on how they handled the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	16%	(160)	29%	(292)	19%	(191)	10%	(99)	26%	(258)	1000
Evangelical	18%	(33)	28%	(50)	20%	(35)	8%	(14)	26%	(48)	180
Non-Evangelical	18%	(52)	31%	(86)	18%	(50)	9%	(26)	24%	(69)	283
Community: Urban	16%	(42)	33%	(85)	18%	(47)	8%	(21)	23%	(60)	256
Community: Suburban	16%	(84)	29%	(157)	18%	(97)	10%	(56)	27%	(144)	539
Community: Rural	16%	(34)	24%	(50)	23%	(47)	10%	(21)	26%	(54)	206
Employ: Private Sector	16%	(13)	44%	(37)	24%	(20)	5%	(4)	12%	(10)	84
Employ: Unemployed	17%	(27)	26%	(40)	16%	(25)	15%	(23)	26%	(39)	154
Military HH: Yes	14%	(18)	20%	(26)	26%	(34)	13%	(18)	27%	(36)	132
Military HH: No	16%	(141)	31%	(266)	18%	(157)	9%	(81)	26%	(222)	868
RD/WT: Right Direction	17%	(51)	26%	(79)	17%	(53)	10%	(32)	30%	(90)	305
RD/WT: Wrong Track	16%	(108)	31%	(214)	20%	(138)	10%	(67)	24%	(168)	695
Trump Job Approve	16%	(43)	30%	(82)	20%	(55)	12%	(33)	22%	(61)	274
Trump Job Disapprove	18%	(103)	33%	(192)	20%	(117)	9%	(55)	20%	(120)	586
Trump Job Strongly Approve	22%	(24)	29%	(31)	20%	(22)	11%	(12)	18%	(20)	109
Trump Job Somewhat Approve	12%	(20)	31%	(51)	20%	(34)	12%	(21)	25%	(41)	166
Trump Job Somewhat Disapprove	16%	(34)	32%	(67)	20%	(43)	12%	(25)	19%	(41)	209
Trump Job Strongly Disapprove	18%	(69)	33%	(124)	20%	(74)	8%	(30)	21%	(79)	377
Favorable of Trump	18%	(47)	29%	(74)	20%	(50)	12%	(30)	21%	(55)	256
Unfavorable of Trump	15%	(93)	32%	(192)	21%	(125)	10%	(63)	22%	(133)	606
Very Favorable of Trump	24%	(26)	26%	(29)	18%	(19)	14%	(15)	19%	(20)	109
Somewhat Favorable of Trump	14%	(21)	31%	(45)	21%	(31)	10%	(15)	24%	(35)	147
Somewhat Unfavorable of Trump	12%	(21)	31%	(54)	20%	(35)	12%	(21)	25%	(44)	176
Very Unfavorable of Trump	17%	(72)	32%	(138)	21%	(90)	10%	(42)	21%	(89)	430
#1 Issue: Economy	17%	(51)	33%	(98)	19%	(55)	11%	(31)	21%	(61)	296
#1 Issue: Security	14%	(10)	32%	(24)	21%	(16)	13%	(10)	21%	(16)	76
#1 Issue: Health Care	21%	(35)	24%	(42)	20%	(34)	8%	(13)	27%	(47)	171
#1 Issue: Women's Issues	14%	(16)	36%	(42)	19%	(22)	9%	(11)	22%	(26)	117
#1 Issue: Education	11%	(16)	29%	(42)	21%	(31)	12%	(18)	27%	(39)	145
#1 Issue: Energy	16%	(16)	33%	(32)	22%	(21)	8%	(8)	21%	(20)	98
#1 Issue: Other	17%	(14)	12%	(10)	10%	(8)	9%	(8)	52%	(43)	82

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**Table MGC25\_13:** *To what extent do you agree with each of the following statements?*

*In the future, I expect to buy products and services from certain companies based on how they handled the COVID-19 pandemic*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	16%	(160)	29%	(292)	19%	(191)	10%	(99)	26%	(258)	1000
2018 House Vote: Democrat	19%	(21)	40%	(45)	21%	(23)	8%	(9)	13%	(14)	112
2016 Vote: Hillary Clinton	18%	(14)	41%	(32)	20%	(15)	5%	(4)	16%	(13)	78
2016 Vote: Didn't Vote	16%	(137)	28%	(246)	19%	(165)	10%	(90)	28%	(243)	881
Voted in 2014: No	16%	(154)	29%	(282)	19%	(187)	10%	(97)	26%	(253)	972
2012 Vote: Didn't Vote	16%	(152)	29%	(287)	19%	(188)	10%	(98)	26%	(253)	978
4-Region: Northeast	14%	(31)	31%	(66)	22%	(48)	12%	(25)	21%	(45)	216
4-Region: Midwest	13%	(31)	30%	(68)	22%	(50)	8%	(18)	28%	(65)	232
4-Region: South	16%	(55)	28%	(94)	18%	(61)	9%	(32)	28%	(95)	337
4-Region: West	20%	(43)	29%	(63)	15%	(32)	11%	(24)	25%	(54)	216

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

**Table MGC25\_14:** *To what extent do you agree with each of the following statements?*  
*I easily adjusted to social distancing because I am well-connected digitally*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(295)	32%	(324)	15%	(151)	7%	(74)	16%	(156)	1000
Gender: Male	29%	(142)	32%	(158)	16%	(76)	6%	(28)	17%	(83)	489
Gender: Female	30%	(153)	32%	(166)	15%	(75)	9%	(45)	14%	(73)	511
Age: 18-34	28%	(141)	37%	(187)	15%	(74)	6%	(30)	15%	(74)	506
Generation Z: 13-23	30%	(295)	32%	(324)	15%	(151)	7%	(74)	16%	(156)	1000
PID: Dem (no lean)	32%	(112)	37%	(133)	15%	(53)	6%	(22)	10%	(36)	355
PID: Ind (no lean)	28%	(126)	27%	(122)	15%	(67)	8%	(38)	21%	(93)	445
PID: Rep (no lean)	29%	(58)	35%	(69)	16%	(31)	7%	(14)	14%	(28)	201
PID/Gender: Dem Men	30%	(48)	37%	(60)	14%	(22)	7%	(11)	12%	(20)	160
PID/Gender: Dem Women	33%	(64)	38%	(73)	16%	(31)	6%	(11)	8%	(16)	195
PID/Gender: Ind Men	28%	(62)	27%	(59)	18%	(39)	6%	(13)	22%	(50)	223
PID/Gender: Ind Women	29%	(64)	28%	(63)	12%	(28)	11%	(25)	19%	(43)	222
PID/Gender: Rep Men	31%	(33)	37%	(39)	14%	(15)	5%	(5)	13%	(14)	106
PID/Gender: Rep Women	26%	(25)	32%	(30)	17%	(16)	10%	(9)	15%	(14)	95
Ideo: Liberal (1-3)	34%	(109)	37%	(119)	17%	(54)	8%	(27)	5%	(16)	324
Ideo: Moderate (4)	29%	(54)	38%	(71)	12%	(22)	6%	(11)	15%	(28)	185
Ideo: Conservative (5-7)	34%	(58)	33%	(56)	18%	(31)	9%	(15)	8%	(13)	173
Educ: < College	30%	(272)	32%	(289)	15%	(137)	8%	(69)	16%	(149)	916
Educ: Bachelors degree	29%	(21)	42%	(31)	16%	(11)	7%	(5)	7%	(5)	72
Income: Under 50k	26%	(125)	31%	(152)	14%	(69)	8%	(41)	21%	(101)	488
Income: 50k-100k	32%	(104)	36%	(117)	18%	(58)	5%	(17)	10%	(32)	328
Income: 100k+	36%	(66)	30%	(55)	13%	(24)	8%	(15)	13%	(23)	183
Ethnicity: White	31%	(196)	34%	(215)	16%	(102)	7%	(45)	12%	(80)	638
Ethnicity: Hispanic	28%	(57)	35%	(70)	11%	(22)	7%	(14)	20%	(40)	203
Ethnicity: Afr. Am.	20%	(26)	29%	(39)	15%	(19)	11%	(15)	25%	(33)	131
Ethnicity: Other	32%	(73)	31%	(71)	13%	(30)	6%	(14)	19%	(44)	231
All Christian	30%	(83)	36%	(99)	14%	(38)	9%	(25)	10%	(29)	274
All Non-Christian	40%	(26)	33%	(21)	14%	(9)	5%	(3)	9%	(6)	65
Atheist	41%	(46)	32%	(36)	14%	(15)	6%	(7)	7%	(8)	113
Agnostic/Nothing in particular	25%	(140)	31%	(167)	16%	(88)	7%	(39)	21%	(114)	548
Religious Non-Protestant/Catholic	39%	(32)	28%	(23)	14%	(12)	7%	(6)	11%	(9)	82

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**Table MGC25\_14:** *To what extent do you agree with each of the following statements?*  
*I easily adjusted to social distancing because I am well-connected digitally*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(295)	32%	(324)	15%	(151)	7%	(74)	16%	(156)	1000
Evangelical	31%	(56)	28%	(51)	15%	(28)	7%	(12)	19%	(34)	180
Non-Evangelical	28%	(78)	34%	(97)	18%	(52)	8%	(24)	11%	(32)	283
Community: Urban	25%	(64)	33%	(84)	18%	(47)	6%	(15)	18%	(45)	256
Community: Suburban	31%	(167)	34%	(183)	14%	(74)	8%	(41)	14%	(74)	539
Community: Rural	31%	(64)	27%	(56)	15%	(30)	8%	(17)	18%	(37)	206
Employ: Private Sector	30%	(25)	48%	(41)	13%	(11)	4%	(3)	5%	(4)	84
Employ: Unemployed	27%	(41)	30%	(47)	15%	(23)	8%	(13)	20%	(31)	154
Military HH: Yes	26%	(34)	32%	(42)	19%	(25)	6%	(8)	17%	(22)	132
Military HH: No	30%	(261)	32%	(282)	14%	(126)	8%	(65)	15%	(134)	868
RD/WT: Right Direction	31%	(94)	30%	(92)	13%	(39)	6%	(17)	21%	(63)	305
RD/WT: Wrong Track	29%	(201)	33%	(232)	16%	(112)	8%	(57)	13%	(93)	695
Trump Job Approve	26%	(73)	32%	(88)	16%	(44)	9%	(24)	16%	(45)	274
Trump Job Disapprove	31%	(184)	35%	(207)	16%	(96)	7%	(39)	10%	(59)	586
Trump Job Strongly Approve	35%	(38)	25%	(27)	19%	(21)	5%	(5)	16%	(17)	109
Trump Job Somewhat Approve	21%	(34)	37%	(61)	14%	(23)	11%	(19)	17%	(28)	166
Trump Job Somewhat Disapprove	31%	(65)	41%	(85)	14%	(29)	5%	(11)	9%	(19)	209
Trump Job Strongly Disapprove	32%	(120)	33%	(123)	18%	(66)	7%	(28)	11%	(40)	377
Favorable of Trump	29%	(75)	33%	(85)	16%	(41)	6%	(16)	16%	(40)	256
Unfavorable of Trump	33%	(197)	34%	(209)	17%	(102)	7%	(44)	9%	(55)	606
Very Favorable of Trump	38%	(41)	26%	(29)	15%	(17)	3%	(3)	17%	(19)	109
Somewhat Favorable of Trump	23%	(33)	38%	(56)	16%	(24)	9%	(13)	14%	(21)	147
Somewhat Unfavorable of Trump	31%	(55)	35%	(62)	16%	(28)	6%	(11)	11%	(20)	176
Very Unfavorable of Trump	33%	(142)	34%	(147)	17%	(74)	8%	(32)	8%	(36)	430
#1 Issue: Economy	30%	(88)	36%	(106)	13%	(39)	7%	(21)	14%	(43)	296
#1 Issue: Security	32%	(24)	33%	(25)	14%	(10)	10%	(8)	11%	(9)	76
#1 Issue: Health Care	29%	(50)	36%	(62)	15%	(26)	7%	(12)	12%	(21)	171
#1 Issue: Women's Issues	41%	(48)	21%	(25)	20%	(24)	6%	(7)	12%	(14)	117
#1 Issue: Education	25%	(36)	32%	(46)	22%	(32)	8%	(12)	13%	(19)	145
#1 Issue: Energy	28%	(27)	40%	(39)	14%	(13)	8%	(8)	11%	(10)	98
#1 Issue: Other	22%	(18)	26%	(21)	6%	(5)	6%	(5)	39%	(33)	82

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**Table MGC25\_14:** *To what extent do you agree with each of the following statements?  
I easily adjusted to social distancing because I am well-connected digitally*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(295)	32%	(324)	15%	(151)	7%	(74)	16%	(156)	1000
2018 House Vote: Democrat	25%	(28)	49%	(55)	14%	(16)	4%	(4)	8%	(9)	112
2016 Vote: Hillary Clinton	27%	(21)	49%	(38)	13%	(10)	1%	(1)	11%	(8)	78
2016 Vote: Didn't Vote	30%	(261)	31%	(269)	15%	(135)	8%	(71)	16%	(145)	881
Voted in 2014: No	30%	(289)	32%	(314)	15%	(145)	8%	(74)	15%	(150)	972
2012 Vote: Didn't Vote	29%	(288)	33%	(319)	15%	(149)	7%	(73)	15%	(149)	978
4-Region: Northeast	30%	(64)	36%	(77)	15%	(32)	10%	(21)	10%	(22)	216
4-Region: Midwest	28%	(64)	33%	(76)	15%	(34)	8%	(18)	17%	(39)	232
4-Region: South	29%	(98)	31%	(103)	15%	(50)	6%	(20)	20%	(66)	337
4-Region: West	32%	(68)	31%	(68)	16%	(35)	7%	(15)	14%	(30)	216

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

**Table MGC25\_15:** *To what extent do you agree with each of the following statements?*  
*I am looking forward to the future more than I am anxious about it*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	22%	(223)	32%	(319)	19%	(189)	8%	(81)	19%	(189)	1000
Gender: Male	24%	(120)	34%	(164)	15%	(75)	7%	(35)	19%	(95)	489
Gender: Female	20%	(103)	30%	(155)	22%	(114)	9%	(45)	18%	(94)	511
Age: 18-34	22%	(112)	35%	(179)	18%	(91)	8%	(40)	17%	(84)	506
Generation Z: 13-23	22%	(223)	32%	(319)	19%	(189)	8%	(81)	19%	(189)	1000
PID: Dem (no lean)	24%	(84)	33%	(118)	24%	(84)	8%	(28)	11%	(40)	355
PID: Ind (no lean)	18%	(81)	29%	(128)	18%	(78)	9%	(42)	26%	(115)	445
PID: Rep (no lean)	29%	(58)	36%	(73)	13%	(27)	5%	(10)	17%	(34)	201
PID/Gender: Dem Men	27%	(44)	35%	(55)	20%	(32)	5%	(9)	13%	(21)	160
PID/Gender: Dem Women	21%	(40)	32%	(63)	27%	(52)	10%	(20)	10%	(20)	195
PID/Gender: Ind Men	20%	(44)	30%	(66)	14%	(30)	10%	(23)	26%	(59)	223
PID/Gender: Ind Women	17%	(37)	28%	(62)	22%	(48)	9%	(19)	25%	(56)	222
PID/Gender: Rep Men	30%	(31)	40%	(43)	12%	(13)	4%	(4)	14%	(15)	106
PID/Gender: Rep Women	28%	(26)	31%	(30)	14%	(13)	7%	(6)	20%	(19)	95
Ideo: Liberal (1-3)	23%	(75)	34%	(111)	24%	(79)	10%	(33)	8%	(26)	324
Ideo: Moderate (4)	25%	(46)	32%	(60)	18%	(33)	8%	(16)	16%	(30)	185
Ideo: Conservative (5-7)	31%	(53)	37%	(65)	16%	(27)	7%	(12)	10%	(16)	173
Educ: < College	23%	(207)	31%	(281)	19%	(174)	8%	(74)	20%	(181)	916
Educ: Bachelors degree	23%	(16)	45%	(33)	17%	(13)	8%	(6)	8%	(5)	72
Income: Under 50k	20%	(96)	28%	(139)	20%	(96)	9%	(43)	24%	(116)	488
Income: 50k-100k	22%	(71)	36%	(120)	20%	(66)	8%	(27)	13%	(44)	328
Income: 100k+	30%	(56)	33%	(60)	15%	(27)	6%	(11)	16%	(30)	183
Ethnicity: White	23%	(145)	33%	(212)	20%	(125)	8%	(51)	16%	(104)	638
Ethnicity: Hispanic	21%	(42)	30%	(60)	19%	(39)	9%	(19)	21%	(43)	203
Ethnicity: Afr. Am.	24%	(32)	30%	(39)	13%	(16)	7%	(9)	26%	(34)	131
Ethnicity: Other	20%	(47)	29%	(67)	20%	(47)	9%	(20)	22%	(50)	231
All Christian	27%	(74)	38%	(104)	18%	(50)	5%	(13)	12%	(32)	274
All Non-Christian	34%	(22)	28%	(18)	14%	(9)	8%	(5)	16%	(10)	65
Atheist	23%	(26)	30%	(34)	20%	(23)	13%	(14)	14%	(15)	113
Agnostic/Nothing in particular	18%	(101)	30%	(162)	19%	(106)	9%	(48)	24%	(131)	548
Religious Non-Protestant/Catholic	31%	(25)	28%	(23)	15%	(13)	9%	(7)	17%	(14)	82

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**Table MGC25\_15:** *To what extent do you agree with each of the following statements?*  
*I am looking forward to the future more than I am anxious about it*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	22%	(223)	32%	(319)	19%	(189)	8%	(81)	19%	(189)	1000
Evangelical	29%	(51)	35%	(62)	14%	(25)	5%	(9)	18%	(32)	180
Non-Evangelical	23%	(64)	35%	(99)	22%	(62)	8%	(22)	13%	(37)	283
Community: Urban	24%	(60)	31%	(78)	16%	(41)	12%	(31)	17%	(44)	256
Community: Suburban	24%	(130)	29%	(157)	20%	(110)	7%	(38)	19%	(104)	539
Community: Rural	16%	(33)	40%	(83)	18%	(38)	6%	(11)	20%	(41)	206
Employ: Private Sector	26%	(22)	41%	(34)	20%	(17)	6%	(5)	7%	(6)	84
Employ: Unemployed	24%	(37)	30%	(45)	13%	(20)	10%	(15)	24%	(37)	154
Military HH: Yes	21%	(28)	31%	(42)	16%	(21)	11%	(15)	20%	(26)	132
Military HH: No	22%	(195)	32%	(277)	19%	(168)	8%	(66)	19%	(163)	868
RD/WT: Right Direction	24%	(72)	32%	(97)	14%	(43)	8%	(23)	23%	(70)	305
RD/WT: Wrong Track	22%	(151)	32%	(221)	21%	(146)	8%	(58)	17%	(119)	695
Trump Job Approve	27%	(75)	31%	(86)	17%	(47)	6%	(15)	19%	(51)	274
Trump Job Disapprove	22%	(127)	34%	(198)	22%	(126)	10%	(56)	13%	(79)	586
Trump Job Strongly Approve	35%	(37)	30%	(33)	14%	(16)	4%	(4)	17%	(18)	109
Trump Job Somewhat Approve	22%	(37)	32%	(53)	19%	(32)	7%	(11)	20%	(32)	166
Trump Job Somewhat Disapprove	21%	(45)	40%	(84)	18%	(38)	7%	(15)	13%	(27)	209
Trump Job Strongly Disapprove	22%	(83)	30%	(114)	23%	(89)	11%	(41)	14%	(51)	377
Favorable of Trump	28%	(71)	33%	(86)	17%	(43)	6%	(14)	17%	(43)	256
Unfavorable of Trump	21%	(129)	34%	(204)	21%	(130)	10%	(61)	14%	(82)	606
Very Favorable of Trump	34%	(37)	33%	(36)	11%	(12)	3%	(3)	19%	(21)	109
Somewhat Favorable of Trump	23%	(34)	33%	(49)	21%	(31)	8%	(11)	15%	(22)	147
Somewhat Unfavorable of Trump	22%	(38)	37%	(64)	19%	(33)	6%	(10)	17%	(30)	176
Very Unfavorable of Trump	21%	(91)	32%	(139)	23%	(97)	12%	(51)	12%	(52)	430
#1 Issue: Economy	27%	(79)	34%	(99)	17%	(50)	8%	(23)	15%	(45)	296
#1 Issue: Security	27%	(21)	34%	(26)	18%	(14)	1%	(1)	20%	(15)	76
#1 Issue: Health Care	23%	(39)	30%	(51)	24%	(40)	5%	(9)	19%	(32)	171
#1 Issue: Women's Issues	19%	(22)	31%	(36)	23%	(27)	11%	(13)	17%	(19)	117
#1 Issue: Education	17%	(25)	35%	(51)	20%	(29)	13%	(18)	15%	(21)	145
#1 Issue: Energy	22%	(21)	34%	(33)	19%	(19)	13%	(13)	12%	(11)	98
#1 Issue: Other	15%	(13)	25%	(21)	9%	(8)	5%	(4)	45%	(37)	82

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**Table MGC25\_15:** *To what extent do you agree with each of the following statements?  
I am looking forward to the future more than I am anxious about it*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	22%	(223)	32%	(319)	19%	(189)	8%	(81)	19%	(189)	1000
2018 House Vote: Democrat	21%	(24)	43%	(48)	19%	(21)	7%	(8)	10%	(11)	112
2016 Vote: Hillary Clinton	23%	(18)	37%	(29)	20%	(16)	7%	(5)	13%	(10)	78
2016 Vote: Didn't Vote	22%	(192)	31%	(275)	19%	(166)	8%	(73)	20%	(175)	881
Voted in 2014: No	22%	(216)	32%	(311)	19%	(185)	8%	(78)	19%	(183)	972
2012 Vote: Didn't Vote	22%	(215)	32%	(317)	19%	(187)	8%	(78)	19%	(182)	978
4-Region: Northeast	21%	(45)	34%	(74)	22%	(47)	8%	(17)	15%	(33)	216
4-Region: Midwest	18%	(42)	32%	(73)	22%	(52)	9%	(21)	19%	(43)	232
4-Region: South	26%	(89)	28%	(96)	14%	(47)	7%	(24)	24%	(81)	337
4-Region: West	22%	(47)	35%	(77)	20%	(43)	8%	(18)	15%	(32)	216

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

**Table MGC25\_16:** *To what extent do you agree with each of the following statements?*  
*I tend to stay loyal to brands, products and/or companies I like*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	27%	(273)	38%	(384)	12%	(124)	4%	(40)	18%	(178)	1000
Gender: Male	26%	(127)	38%	(186)	14%	(67)	4%	(17)	19%	(92)	489
Gender: Female	29%	(146)	39%	(198)	11%	(58)	4%	(23)	17%	(87)	511
Age: 18-34	28%	(141)	39%	(196)	12%	(62)	4%	(22)	17%	(84)	506
Generation Z: 13-23	27%	(273)	38%	(384)	12%	(124)	4%	(40)	18%	(178)	1000
PID: Dem (no lean)	29%	(105)	43%	(151)	14%	(50)	3%	(10)	11%	(39)	355
PID: Ind (no lean)	24%	(105)	35%	(154)	12%	(53)	5%	(21)	25%	(111)	445
PID: Rep (no lean)	32%	(63)	39%	(79)	11%	(21)	5%	(9)	14%	(28)	201
PID/Gender: Dem Men	29%	(47)	42%	(67)	14%	(23)	2%	(3)	13%	(21)	160
PID/Gender: Dem Women	30%	(58)	44%	(85)	14%	(27)	3%	(7)	9%	(18)	195
PID/Gender: Ind Men	21%	(48)	33%	(73)	15%	(33)	5%	(11)	26%	(58)	223
PID/Gender: Ind Women	26%	(58)	37%	(81)	9%	(20)	5%	(10)	24%	(53)	222
PID/Gender: Rep Men	31%	(32)	44%	(47)	11%	(11)	3%	(3)	12%	(12)	106
PID/Gender: Rep Women	33%	(31)	33%	(31)	11%	(10)	6%	(6)	17%	(16)	95
Ideo: Liberal (1-3)	30%	(96)	44%	(142)	15%	(48)	4%	(13)	8%	(25)	324
Ideo: Moderate (4)	28%	(52)	37%	(68)	12%	(22)	5%	(9)	19%	(35)	185
Ideo: Conservative (5-7)	30%	(52)	45%	(78)	12%	(21)	4%	(7)	9%	(16)	173
Educ: < College	27%	(249)	38%	(349)	12%	(109)	4%	(37)	19%	(172)	916
Educ: Bachelors degree	33%	(24)	43%	(31)	17%	(12)	2%	(2)	5%	(4)	72
Income: Under 50k	25%	(123)	34%	(164)	13%	(66)	5%	(25)	23%	(112)	488
Income: 50k-100k	27%	(87)	43%	(141)	13%	(42)	5%	(15)	13%	(42)	328
Income: 100k+	34%	(63)	43%	(79)	9%	(17)	—	(1)	13%	(24)	183
Ethnicity: White	29%	(188)	40%	(253)	12%	(75)	4%	(27)	15%	(95)	638
Ethnicity: Hispanic	23%	(47)	35%	(71)	16%	(32)	6%	(12)	20%	(41)	203
Ethnicity: Afr. Am.	29%	(37)	31%	(41)	12%	(16)	4%	(5)	24%	(31)	131
Ethnicity: Other	21%	(48)	39%	(90)	14%	(33)	3%	(8)	23%	(52)	231
All Christian	31%	(84)	43%	(119)	10%	(28)	1%	(4)	15%	(40)	274
All Non-Christian	27%	(18)	34%	(22)	16%	(10)	11%	(7)	12%	(8)	65
Atheist	30%	(33)	41%	(47)	13%	(15)	7%	(8)	9%	(10)	113
Agnostic/Nothing in particular	25%	(139)	36%	(197)	13%	(71)	4%	(22)	22%	(120)	548
Religious Non-Protestant/Catholic	27%	(22)	35%	(29)	15%	(12)	9%	(7)	15%	(12)	82

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**Table MGC25\_16:** *To what extent do you agree with each of the following statements?*  
*I tend to stay loyal to brands, products and/or companies I like*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	27%	(273)	38%	(384)	12%	(124)	4%	(40)	18%	(178)	1000
Evangelical	31%	(56)	33%	(59)	12%	(22)	3%	(5)	21%	(38)	180
Non-Evangelical	30%	(85)	45%	(127)	8%	(23)	3%	(9)	14%	(40)	283
Community: Urban	32%	(81)	36%	(92)	12%	(31)	4%	(10)	16%	(42)	256
Community: Suburban	25%	(136)	41%	(220)	12%	(66)	4%	(21)	18%	(96)	539
Community: Rural	28%	(57)	35%	(72)	13%	(28)	5%	(9)	20%	(41)	206
Employ: Private Sector	29%	(24)	47%	(40)	14%	(12)	4%	(3)	6%	(5)	84
Employ: Unemployed	29%	(45)	36%	(55)	12%	(18)	3%	(4)	21%	(32)	154
Military HH: Yes	22%	(30)	34%	(45)	16%	(22)	4%	(6)	23%	(30)	132
Military HH: No	28%	(243)	39%	(339)	12%	(102)	4%	(35)	17%	(148)	868
RD/WT: Right Direction	26%	(78)	38%	(117)	11%	(33)	4%	(12)	21%	(65)	305
RD/WT: Wrong Track	28%	(195)	38%	(267)	13%	(91)	4%	(28)	16%	(113)	695
Trump Job Approve	28%	(77)	39%	(108)	11%	(29)	4%	(10)	18%	(51)	274
Trump Job Disapprove	29%	(169)	40%	(237)	14%	(81)	4%	(23)	13%	(75)	586
Trump Job Strongly Approve	35%	(38)	35%	(38)	13%	(14)	2%	(2)	15%	(17)	109
Trump Job Somewhat Approve	23%	(38)	42%	(70)	9%	(15)	5%	(8)	20%	(34)	166
Trump Job Somewhat Disapprove	31%	(65)	40%	(84)	13%	(27)	4%	(9)	12%	(24)	209
Trump Job Strongly Disapprove	28%	(104)	41%	(154)	14%	(54)	4%	(14)	14%	(51)	377
Favorable of Trump	32%	(81)	41%	(106)	8%	(21)	3%	(7)	16%	(41)	256
Unfavorable of Trump	28%	(168)	41%	(249)	15%	(88)	5%	(32)	11%	(69)	606
Very Favorable of Trump	33%	(35)	40%	(44)	10%	(11)	1%	(1)	16%	(18)	109
Somewhat Favorable of Trump	31%	(46)	42%	(62)	7%	(10)	4%	(6)	16%	(23)	147
Somewhat Unfavorable of Trump	26%	(46)	43%	(75)	16%	(27)	4%	(8)	11%	(20)	176
Very Unfavorable of Trump	28%	(122)	41%	(174)	14%	(61)	6%	(24)	12%	(50)	430
#1 Issue: Economy	31%	(92)	42%	(125)	9%	(26)	3%	(9)	15%	(44)	296
#1 Issue: Security	34%	(26)	31%	(24)	18%	(14)	2%	(2)	14%	(11)	76
#1 Issue: Health Care	22%	(38)	39%	(67)	19%	(33)	3%	(5)	16%	(28)	171
#1 Issue: Women's Issues	28%	(33)	40%	(47)	12%	(14)	3%	(4)	17%	(20)	117
#1 Issue: Education	24%	(35)	43%	(62)	13%	(18)	6%	(9)	15%	(21)	145
#1 Issue: Energy	34%	(33)	37%	(36)	7%	(7)	8%	(8)	14%	(14)	98
#1 Issue: Other	16%	(13)	28%	(23)	9%	(7)	4%	(4)	43%	(36)	82

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**Table MGC25\_16:** *To what extent do you agree with each of the following statements?  
I tend to stay loyal to brands, products and/or companies I like*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	27%	(273)	38%	(384)	12%	(124)	4%	(40)	18%	(178)	1000
2018 House Vote: Democrat	30%	(34)	39%	(44)	18%	(20)	4%	(5)	9%	(10)	112
2016 Vote: Hillary Clinton	29%	(23)	36%	(28)	18%	(14)	3%	(3)	14%	(11)	78
2016 Vote: Didn't Vote	27%	(236)	38%	(339)	12%	(108)	4%	(35)	18%	(162)	881
Voted in 2014: No	27%	(266)	39%	(377)	12%	(120)	4%	(38)	18%	(171)	972
2012 Vote: Didn't Vote	27%	(268)	39%	(379)	12%	(122)	4%	(40)	17%	(169)	978
4-Region: Northeast	30%	(64)	40%	(87)	12%	(27)	6%	(13)	12%	(26)	216
4-Region: Midwest	21%	(49)	43%	(100)	12%	(27)	6%	(13)	18%	(42)	232
4-Region: South	30%	(100)	34%	(115)	13%	(43)	3%	(9)	21%	(69)	337
4-Region: West	28%	(60)	38%	(81)	12%	(27)	3%	(6)	19%	(42)	216

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

**Table MGC26\_1:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Stand for something beyond just profit*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(460)	30%	(305)	12%	(122)	11%	(113)	1000
Gender: Male	43%	(208)	31%	(152)	13%	(63)	13%	(65)	489
Gender: Female	49%	(251)	30%	(153)	12%	(59)	9%	(48)	511
Age: 18-34	46%	(232)	32%	(161)	12%	(62)	10%	(51)	506
Generation Z: 13-23	46%	(460)	30%	(305)	12%	(122)	11%	(113)	1000
PID: Dem (no lean)	56%	(199)	30%	(107)	7%	(24)	7%	(25)	355
PID: Ind (no lean)	41%	(181)	30%	(131)	15%	(66)	15%	(67)	445
PID: Rep (no lean)	40%	(80)	33%	(67)	16%	(32)	11%	(22)	201
PID/Gender: Dem Men	51%	(82)	33%	(52)	8%	(13)	8%	(12)	160
PID/Gender: Dem Women	60%	(116)	28%	(55)	6%	(11)	6%	(12)	195
PID/Gender: Ind Men	36%	(81)	31%	(69)	15%	(34)	17%	(38)	223
PID/Gender: Ind Women	45%	(101)	28%	(62)	14%	(31)	13%	(28)	222
PID/Gender: Rep Men	43%	(46)	29%	(30)	15%	(16)	14%	(14)	106
PID/Gender: Rep Women	37%	(35)	38%	(36)	17%	(17)	8%	(7)	95
Ideo: Liberal (1-3)	57%	(185)	30%	(97)	9%	(29)	4%	(13)	324
Ideo: Moderate (4)	44%	(81)	33%	(62)	14%	(27)	8%	(16)	185
Ideo: Conservative (5-7)	45%	(79)	30%	(52)	15%	(27)	9%	(16)	173
Educ: < College	46%	(424)	30%	(270)	12%	(113)	12%	(108)	916
Educ: Bachelors degree	46%	(33)	40%	(29)	11%	(8)	2%	(2)	72
Income: Under 50k	44%	(213)	28%	(137)	14%	(69)	14%	(69)	488
Income: 50k-100k	51%	(167)	31%	(103)	12%	(38)	6%	(21)	328
Income: 100k+	44%	(80)	36%	(65)	8%	(15)	13%	(23)	183
Ethnicity: White	47%	(302)	32%	(202)	12%	(76)	9%	(58)	638
Ethnicity: Hispanic	40%	(81)	34%	(70)	12%	(24)	14%	(28)	203
Ethnicity: Afr. Am.	44%	(58)	22%	(29)	17%	(22)	17%	(22)	131
Ethnicity: Other	43%	(100)	32%	(73)	10%	(24)	15%	(34)	231
All Christian	49%	(135)	32%	(86)	12%	(34)	7%	(19)	274
All Non-Christian	52%	(34)	24%	(15)	13%	(8)	12%	(8)	65
Atheist	42%	(47)	39%	(44)	9%	(10)	11%	(12)	113
Agnostic/Nothing in particular	45%	(244)	29%	(159)	13%	(71)	13%	(74)	548
Religious Non-Protestant/Catholic	49%	(40)	26%	(21)	14%	(11)	12%	(10)	82

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**Table MGC26\_1:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Stand for something beyond just profit*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(460)	30%	(305)	12%	(122)	11%	(113)	1000
Evangelical	49%	(88)	26%	(47)	17%	(31)	8%	(14)	180
Non-Evangelical	50%	(141)	32%	(90)	11%	(30)	8%	(22)	283
Community: Urban	47%	(119)	34%	(86)	9%	(23)	11%	(27)	256
Community: Suburban	48%	(259)	29%	(154)	13%	(69)	10%	(56)	539
Community: Rural	40%	(82)	31%	(64)	15%	(30)	14%	(30)	206
Employ: Private Sector	51%	(43)	37%	(31)	6%	(5)	6%	(5)	84
Employ: Unemployed	40%	(62)	29%	(45)	16%	(25)	14%	(22)	154
Military HH: Yes	44%	(58)	25%	(33)	16%	(21)	16%	(21)	132
Military HH: No	46%	(402)	31%	(272)	12%	(101)	11%	(92)	868
RD/WT: Right Direction	38%	(117)	33%	(100)	14%	(43)	14%	(44)	305
RD/WT: Wrong Track	49%	(343)	29%	(204)	11%	(79)	10%	(69)	695
Trump Job Approve	43%	(119)	29%	(80)	16%	(43)	12%	(32)	274
Trump Job Disapprove	50%	(292)	31%	(184)	11%	(64)	8%	(46)	586
Trump Job Strongly Approve	45%	(49)	29%	(31)	14%	(16)	12%	(13)	109
Trump Job Somewhat Approve	42%	(70)	29%	(48)	17%	(28)	12%	(20)	166
Trump Job Somewhat Disapprove	45%	(94)	36%	(76)	11%	(23)	8%	(16)	209
Trump Job Strongly Disapprove	52%	(197)	29%	(108)	11%	(41)	8%	(30)	377
Favorable of Trump	46%	(119)	28%	(71)	17%	(43)	9%	(23)	256
Unfavorable of Trump	49%	(294)	33%	(200)	12%	(70)	7%	(41)	606
Very Favorable of Trump	52%	(57)	23%	(25)	16%	(18)	9%	(10)	109
Somewhat Favorable of Trump	42%	(62)	32%	(47)	18%	(26)	9%	(13)	147
Somewhat Unfavorable of Trump	41%	(71)	37%	(66)	13%	(24)	8%	(15)	176
Very Unfavorable of Trump	52%	(223)	31%	(134)	11%	(47)	6%	(27)	430
#1 Issue: Economy	45%	(133)	32%	(94)	14%	(42)	9%	(27)	296
#1 Issue: Security	49%	(37)	23%	(17)	19%	(15)	10%	(7)	76
#1 Issue: Health Care	49%	(83)	29%	(50)	15%	(25)	7%	(13)	171
#1 Issue: Women's Issues	54%	(63)	34%	(40)	4%	(4)	8%	(10)	117
#1 Issue: Education	40%	(58)	34%	(50)	14%	(20)	12%	(18)	145
#1 Issue: Energy	55%	(54)	24%	(24)	11%	(11)	9%	(9)	98
#1 Issue: Other	36%	(29)	30%	(25)	5%	(4)	29%	(24)	82

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**Table MGC26\_1:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Stand for something beyond just profit*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(460)	30%	(305)	12%	(122)	11%	(113)	1000
2018 House Vote: Democrat	59%	(66)	28%	(32)	9%	(10)	4%	(5)	112
2016 Vote: Hillary Clinton	54%	(42)	29%	(22)	10%	(8)	8%	(6)	78
2016 Vote: Didn't Vote	46%	(402)	30%	(267)	12%	(108)	12%	(104)	881
Voted in 2014: No	46%	(452)	30%	(292)	12%	(119)	11%	(109)	972
2012 Vote: Didn't Vote	46%	(452)	30%	(295)	12%	(120)	11%	(110)	978
4-Region: Northeast	44%	(94)	32%	(68)	17%	(36)	8%	(17)	216
4-Region: Midwest	49%	(113)	32%	(74)	8%	(19)	11%	(26)	232
4-Region: South	44%	(149)	28%	(96)	14%	(46)	14%	(46)	337
4-Region: West	48%	(103)	31%	(67)	10%	(21)	11%	(24)	216

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

**Table MGC26\_2:** In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Have values similar to yours

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(354)	38%	(382)	15%	(151)	11%	(113)	1000
Gender: Male	31%	(153)	40%	(194)	16%	(80)	13%	(61)	489
Gender: Female	39%	(201)	37%	(188)	14%	(71)	10%	(51)	511
Age: 18-34	34%	(170)	41%	(205)	15%	(75)	11%	(56)	506
Generation Z: 13-23	35%	(354)	38%	(382)	15%	(151)	11%	(113)	1000
PID: Dem (no lean)	40%	(143)	42%	(148)	11%	(40)	7%	(24)	355
PID: Ind (no lean)	31%	(139)	35%	(155)	18%	(80)	16%	(70)	445
PID: Rep (no lean)	36%	(72)	40%	(79)	15%	(31)	9%	(19)	201
PID/Gender: Dem Men	38%	(61)	40%	(65)	13%	(21)	9%	(14)	160
PID/Gender: Dem Women	42%	(82)	43%	(83)	10%	(20)	5%	(10)	195
PID/Gender: Ind Men	25%	(56)	38%	(85)	20%	(45)	16%	(36)	223
PID/Gender: Ind Women	37%	(83)	31%	(70)	16%	(35)	15%	(34)	222
PID/Gender: Rep Men	34%	(36)	42%	(44)	14%	(14)	11%	(11)	106
PID/Gender: Rep Women	38%	(36)	37%	(35)	17%	(16)	8%	(7)	95
Ideo: Liberal (1-3)	40%	(131)	41%	(134)	13%	(42)	5%	(17)	324
Ideo: Moderate (4)	31%	(57)	38%	(71)	22%	(41)	9%	(17)	185
Ideo: Conservative (5-7)	40%	(69)	41%	(70)	13%	(22)	7%	(12)	173
Educ: < College	36%	(327)	37%	(339)	16%	(143)	12%	(107)	916
Educ: Bachelors degree	32%	(23)	54%	(39)	11%	(8)	4%	(3)	72
Income: Under 50k	32%	(154)	36%	(174)	19%	(91)	14%	(69)	488
Income: 50k-100k	41%	(135)	39%	(128)	12%	(39)	8%	(26)	328
Income: 100k+	35%	(64)	44%	(80)	12%	(21)	10%	(18)	183
Ethnicity: White	37%	(233)	39%	(252)	15%	(93)	9%	(59)	638
Ethnicity: Hispanic	31%	(63)	32%	(66)	22%	(44)	15%	(30)	203
Ethnicity: Afr. Am.	35%	(46)	32%	(42)	16%	(21)	17%	(23)	131
Ethnicity: Other	32%	(75)	38%	(89)	16%	(37)	13%	(31)	231
All Christian	33%	(89)	46%	(126)	15%	(40)	7%	(18)	274
All Non-Christian	50%	(32)	31%	(20)	8%	(5)	11%	(7)	65
Atheist	32%	(36)	45%	(50)	15%	(17)	9%	(10)	113
Agnostic/Nothing in particular	36%	(197)	34%	(186)	16%	(89)	14%	(77)	548
Religious Non-Protestant/Catholic	43%	(35)	37%	(31)	9%	(7)	11%	(9)	82

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**Table MGC26\_2:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Have values similar to yours*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(354)	38%	(382)	15%	(151)	11%	(113)	1000
Evangelical	38%	(69)	45%	(80)	7%	(13)	10%	(17)	180
Non-Evangelical	37%	(106)	38%	(108)	16%	(45)	9%	(25)	283
Community: Urban	41%	(104)	36%	(93)	13%	(33)	10%	(26)	256
Community: Suburban	33%	(176)	41%	(220)	16%	(84)	11%	(58)	539
Community: Rural	36%	(73)	34%	(70)	17%	(34)	14%	(29)	206
Employ: Private Sector	36%	(30)	46%	(39)	11%	(9)	7%	(6)	84
Employ: Unemployed	29%	(44)	40%	(61)	17%	(26)	15%	(23)	154
Military HH: Yes	34%	(45)	35%	(46)	17%	(22)	15%	(19)	132
Military HH: No	36%	(309)	39%	(336)	15%	(129)	11%	(93)	868
RD/WT: Right Direction	32%	(97)	38%	(116)	15%	(46)	15%	(46)	305
RD/WT: Wrong Track	37%	(257)	38%	(266)	15%	(105)	10%	(67)	695
Trump Job Approve	34%	(95)	37%	(101)	17%	(48)	11%	(31)	274
Trump Job Disapprove	38%	(220)	40%	(233)	15%	(87)	8%	(47)	586
Trump Job Strongly Approve	37%	(41)	39%	(43)	10%	(10)	14%	(15)	109
Trump Job Somewhat Approve	33%	(54)	35%	(59)	22%	(37)	10%	(16)	166
Trump Job Somewhat Disapprove	33%	(68)	46%	(96)	14%	(30)	7%	(15)	209
Trump Job Strongly Disapprove	40%	(152)	36%	(137)	15%	(57)	8%	(32)	377
Favorable of Trump	36%	(93)	37%	(95)	16%	(42)	10%	(25)	256
Unfavorable of Trump	37%	(225)	41%	(246)	16%	(95)	7%	(41)	606
Very Favorable of Trump	44%	(48)	34%	(37)	10%	(11)	11%	(13)	109
Somewhat Favorable of Trump	31%	(45)	40%	(58)	21%	(31)	9%	(13)	147
Somewhat Unfavorable of Trump	34%	(60)	45%	(78)	15%	(27)	6%	(10)	176
Very Unfavorable of Trump	38%	(165)	39%	(167)	16%	(68)	7%	(30)	430
#1 Issue: Economy	35%	(103)	40%	(117)	16%	(48)	9%	(28)	296
#1 Issue: Security	40%	(30)	39%	(30)	12%	(9)	9%	(7)	76
#1 Issue: Health Care	34%	(58)	42%	(71)	18%	(30)	6%	(11)	171
#1 Issue: Women's Issues	42%	(50)	35%	(41)	12%	(14)	11%	(13)	117
#1 Issue: Education	32%	(47)	35%	(51)	18%	(26)	14%	(21)	145
#1 Issue: Energy	41%	(40)	39%	(38)	13%	(13)	7%	(7)	98
#1 Issue: Other	29%	(24)	37%	(31)	6%	(5)	28%	(23)	82

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**Table MGC26\_2:** In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Have values similar to yours

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(354)	38%	(382)	15%	(151)	11%	(113)	1000
2018 House Vote: Democrat	38%	(43)	49%	(55)	6%	(7)	6%	(7)	112
2016 Vote: Hillary Clinton	37%	(29)	46%	(35)	9%	(7)	8%	(6)	78
2016 Vote: Didn't Vote	36%	(314)	37%	(325)	16%	(139)	12%	(103)	881
Voted in 2014: No	36%	(345)	38%	(369)	15%	(149)	11%	(109)	972
2012 Vote: Didn't Vote	35%	(344)	38%	(372)	15%	(151)	11%	(110)	978
4-Region: Northeast	37%	(80)	38%	(81)	17%	(37)	8%	(17)	216
4-Region: Midwest	33%	(76)	42%	(96)	14%	(33)	12%	(27)	232
4-Region: South	35%	(118)	37%	(125)	15%	(49)	13%	(45)	337
4-Region: West	37%	(81)	37%	(80)	15%	(32)	11%	(23)	216

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

**Table MGC26\_3:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Care about society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	49%	(487)	32%	(318)	8%	(83)	11%	(112)	1000
Gender: Male	44%	(213)	34%	(165)	10%	(47)	13%	(64)	489
Gender: Female	54%	(274)	30%	(153)	7%	(36)	9%	(48)	511
Age: 18-34	47%	(238)	33%	(166)	10%	(49)	11%	(54)	506
Generation Z: 13-23	49%	(487)	32%	(318)	8%	(83)	11%	(112)	1000
PID: Dem (no lean)	57%	(202)	29%	(102)	7%	(26)	7%	(25)	355
PID: Ind (no lean)	45%	(201)	31%	(136)	9%	(39)	15%	(68)	445
PID: Rep (no lean)	42%	(84)	40%	(80)	9%	(18)	9%	(19)	201
PID/Gender: Dem Men	52%	(84)	29%	(47)	9%	(14)	9%	(15)	160
PID/Gender: Dem Women	61%	(118)	28%	(55)	6%	(12)	5%	(10)	195
PID/Gender: Ind Men	38%	(84)	35%	(78)	10%	(22)	17%	(39)	223
PID/Gender: Ind Women	53%	(117)	26%	(57)	8%	(18)	13%	(30)	222
PID/Gender: Rep Men	43%	(45)	37%	(39)	10%	(11)	10%	(10)	106
PID/Gender: Rep Women	41%	(39)	43%	(40)	7%	(7)	9%	(9)	95
Ideo: Liberal (1-3)	59%	(192)	29%	(93)	8%	(25)	4%	(14)	324
Ideo: Moderate (4)	49%	(90)	33%	(60)	8%	(15)	10%	(19)	185
Ideo: Conservative (5-7)	49%	(84)	36%	(62)	9%	(16)	7%	(12)	173
Educ: < College	48%	(441)	32%	(292)	8%	(77)	11%	(105)	916
Educ: Bachelors degree	57%	(41)	30%	(22)	7%	(5)	6%	(4)	72
Income: Under 50k	47%	(230)	29%	(143)	10%	(47)	14%	(69)	488
Income: 50k-100k	49%	(162)	35%	(116)	8%	(25)	7%	(25)	328
Income: 100k+	52%	(95)	32%	(59)	6%	(11)	10%	(19)	183
Ethnicity: White	51%	(325)	32%	(201)	9%	(55)	9%	(57)	638
Ethnicity: Hispanic	43%	(88)	30%	(61)	13%	(26)	14%	(28)	203
Ethnicity: Afr. Am.	48%	(63)	25%	(33)	10%	(13)	18%	(23)	131
Ethnicity: Other	43%	(100)	36%	(84)	7%	(16)	14%	(32)	231
All Christian	51%	(141)	36%	(100)	6%	(17)	6%	(17)	274
All Non-Christian	50%	(33)	35%	(23)	7%	(5)	8%	(5)	65
Atheist	46%	(52)	32%	(36)	8%	(9)	14%	(15)	113
Agnostic/Nothing in particular	48%	(261)	29%	(159)	10%	(53)	14%	(75)	548
Religious Non-Protestant/Catholic	52%	(43)	34%	(28)	6%	(5)	9%	(7)	82

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**Table MGC26\_3:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Care about society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	49%	(487)	32%	(318)	8%	(83)	11%	(112)	1000
Evangelical	48%	(87)	34%	(61)	10%	(18)	8%	(14)	180
Non-Evangelical	53%	(150)	32%	(91)	8%	(22)	7%	(19)	283
Community: Urban	48%	(123)	34%	(87)	6%	(16)	11%	(29)	256
Community: Suburban	50%	(268)	34%	(181)	6%	(35)	10%	(55)	539
Community: Rural	47%	(96)	24%	(50)	16%	(32)	14%	(28)	206
Employ: Private Sector	47%	(40)	42%	(35)	5%	(4)	6%	(5)	84
Employ: Unemployed	41%	(63)	32%	(49)	11%	(18)	16%	(25)	154
Military HH: Yes	49%	(64)	25%	(34)	13%	(17)	13%	(17)	132
Military HH: No	49%	(423)	33%	(284)	8%	(66)	11%	(95)	868
RD/WT: Right Direction	40%	(123)	36%	(109)	10%	(30)	14%	(44)	305
RD/WT: Wrong Track	52%	(365)	30%	(209)	8%	(53)	10%	(68)	695
Trump Job Approve	42%	(116)	35%	(96)	10%	(27)	12%	(34)	274
Trump Job Disapprove	55%	(322)	29%	(171)	8%	(49)	8%	(44)	586
Trump Job Strongly Approve	44%	(48)	31%	(34)	12%	(13)	13%	(14)	109
Trump Job Somewhat Approve	41%	(69)	38%	(63)	8%	(14)	12%	(20)	166
Trump Job Somewhat Disapprove	53%	(111)	34%	(71)	7%	(14)	6%	(12)	209
Trump Job Strongly Disapprove	56%	(211)	27%	(100)	9%	(34)	9%	(32)	377
Favorable of Trump	46%	(118)	37%	(95)	9%	(23)	8%	(19)	256
Unfavorable of Trump	53%	(323)	31%	(188)	8%	(49)	8%	(46)	606
Very Favorable of Trump	53%	(58)	30%	(33)	7%	(8)	10%	(11)	109
Somewhat Favorable of Trump	41%	(60)	43%	(63)	10%	(15)	6%	(9)	147
Somewhat Unfavorable of Trump	46%	(81)	38%	(66)	7%	(13)	9%	(15)	176
Very Unfavorable of Trump	56%	(242)	28%	(122)	8%	(37)	7%	(30)	430
#1 Issue: Economy	48%	(141)	37%	(111)	6%	(19)	9%	(25)	296
#1 Issue: Security	54%	(41)	26%	(19)	8%	(6)	12%	(9)	76
#1 Issue: Health Care	51%	(87)	29%	(49)	10%	(18)	10%	(17)	171
#1 Issue: Women's Issues	61%	(72)	27%	(32)	5%	(6)	7%	(8)	117
#1 Issue: Education	38%	(54)	35%	(50)	14%	(20)	14%	(20)	145
#1 Issue: Energy	58%	(57)	26%	(25)	8%	(7)	9%	(8)	98
#1 Issue: Other	38%	(32)	32%	(26)	5%	(4)	25%	(21)	82

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**Table MGC26\_3:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Care about society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	49%	(487)	32%	(318)	8%	(83)	11%	(112)	1000
2018 House Vote: Democrat	54%	(61)	34%	(38)	6%	(6)	6%	(7)	112
2016 Vote: Hillary Clinton	57%	(44)	32%	(25)	5%	(4)	6%	(5)	78
2016 Vote: Didn't Vote	48%	(425)	31%	(277)	9%	(76)	12%	(103)	881
Voted in 2014: No	49%	(474)	32%	(308)	8%	(81)	11%	(109)	972
2012 Vote: Didn't Vote	49%	(474)	32%	(312)	8%	(82)	11%	(110)	978
4-Region: Northeast	47%	(102)	36%	(78)	9%	(20)	8%	(17)	216
4-Region: Midwest	54%	(124)	30%	(68)	6%	(13)	11%	(26)	232
4-Region: South	47%	(158)	30%	(100)	9%	(31)	14%	(48)	337
4-Region: West	48%	(103)	33%	(72)	9%	(20)	10%	(21)	216

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

**Table MGC26\_4:** In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Contribute to society

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	44%	(435)	35%	(348)	10%	(103)	11%	(113)	1000
Gender: Male	40%	(195)	36%	(176)	12%	(57)	13%	(61)	489
Gender: Female	47%	(241)	34%	(172)	9%	(47)	10%	(52)	511
Age: 18-34	40%	(204)	38%	(190)	11%	(57)	11%	(55)	506
Generation Z: 13-23	44%	(435)	35%	(348)	10%	(103)	11%	(113)	1000
PID: Dem (no lean)	52%	(186)	34%	(120)	7%	(25)	7%	(24)	355
PID: Ind (no lean)	39%	(173)	34%	(151)	10%	(46)	17%	(75)	445
PID: Rep (no lean)	38%	(77)	38%	(77)	16%	(32)	7%	(15)	201
PID/Gender: Dem Men	51%	(82)	35%	(55)	7%	(11)	7%	(12)	160
PID/Gender: Dem Women	53%	(104)	33%	(65)	7%	(14)	6%	(12)	195
PID/Gender: Ind Men	32%	(72)	38%	(85)	11%	(25)	19%	(41)	223
PID/Gender: Ind Women	45%	(101)	30%	(66)	10%	(22)	15%	(33)	222
PID/Gender: Rep Men	39%	(41)	34%	(36)	20%	(21)	8%	(8)	106
PID/Gender: Rep Women	38%	(36)	43%	(41)	12%	(12)	7%	(7)	95
Ideo: Liberal (1-3)	53%	(172)	35%	(112)	6%	(21)	6%	(19)	324
Ideo: Moderate (4)	42%	(77)	40%	(73)	10%	(19)	8%	(16)	185
Ideo: Conservative (5-7)	42%	(73)	36%	(63)	16%	(28)	5%	(9)	173
Educ: < College	44%	(400)	34%	(316)	10%	(94)	12%	(106)	916
Educ: Bachelors degree	45%	(32)	40%	(29)	11%	(8)	4%	(3)	72
Income: Under 50k	42%	(205)	30%	(148)	14%	(66)	14%	(69)	488
Income: 50k-100k	46%	(150)	40%	(130)	7%	(23)	7%	(24)	328
Income: 100k+	44%	(80)	38%	(70)	8%	(14)	11%	(19)	183
Ethnicity: White	46%	(292)	35%	(225)	10%	(64)	9%	(57)	638
Ethnicity: Hispanic	38%	(78)	34%	(68)	13%	(27)	14%	(29)	203
Ethnicity: Afr. Am.	43%	(57)	26%	(35)	12%	(16)	18%	(23)	131
Ethnicity: Other	37%	(87)	38%	(89)	10%	(23)	14%	(33)	231
All Christian	47%	(130)	35%	(96)	11%	(30)	7%	(19)	274
All Non-Christian	46%	(30)	34%	(22)	13%	(8)	7%	(4)	65
Atheist	42%	(48)	38%	(43)	8%	(9)	12%	(13)	113
Agnostic/Nothing in particular	42%	(228)	34%	(187)	10%	(57)	14%	(76)	548
Religious Non-Protestant/Catholic	46%	(38)	32%	(27)	13%	(10)	9%	(7)	82

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**Table MGC26\_4:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Contribute to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	44%	(435)	35%	(348)	10%	(103)	11%	(113)	1000
Evangelical	47%	(85)	34%	(61)	9%	(17)	9%	(17)	180
Non-Evangelical	47%	(133)	34%	(98)	11%	(31)	8%	(22)	283
Community: Urban	46%	(117)	33%	(85)	10%	(26)	11%	(27)	256
Community: Suburban	43%	(230)	38%	(206)	8%	(44)	11%	(58)	539
Community: Rural	43%	(88)	27%	(56)	16%	(33)	14%	(28)	206
Employ: Private Sector	41%	(35)	44%	(37)	7%	(6)	8%	(7)	84
Employ: Unemployed	35%	(53)	38%	(58)	16%	(25)	12%	(18)	154
Military HH: Yes	46%	(61)	22%	(30)	18%	(24)	14%	(19)	132
Military HH: No	43%	(375)	37%	(318)	9%	(80)	11%	(95)	868
RD/WT: Right Direction	38%	(117)	35%	(106)	11%	(34)	16%	(49)	305
RD/WT: Wrong Track	46%	(319)	35%	(242)	10%	(69)	9%	(64)	695
Trump Job Approve	40%	(109)	33%	(91)	15%	(40)	13%	(34)	274
Trump Job Disapprove	48%	(281)	36%	(209)	9%	(54)	7%	(42)	586
Trump Job Strongly Approve	41%	(45)	33%	(36)	10%	(11)	16%	(17)	109
Trump Job Somewhat Approve	39%	(64)	33%	(55)	17%	(29)	11%	(17)	166
Trump Job Somewhat Disapprove	46%	(96)	40%	(84)	8%	(17)	6%	(12)	209
Trump Job Strongly Disapprove	49%	(185)	33%	(125)	10%	(37)	8%	(30)	377
Favorable of Trump	43%	(111)	34%	(87)	14%	(35)	9%	(23)	256
Unfavorable of Trump	47%	(283)	37%	(221)	10%	(59)	7%	(43)	606
Very Favorable of Trump	46%	(50)	29%	(31)	15%	(16)	10%	(11)	109
Somewhat Favorable of Trump	41%	(61)	38%	(55)	13%	(19)	8%	(12)	147
Somewhat Unfavorable of Trump	37%	(65)	46%	(80)	10%	(17)	7%	(13)	176
Very Unfavorable of Trump	50%	(217)	33%	(141)	10%	(42)	7%	(30)	430
#1 Issue: Economy	44%	(130)	36%	(107)	11%	(33)	9%	(26)	296
#1 Issue: Security	40%	(30)	31%	(24)	16%	(12)	13%	(10)	76
#1 Issue: Health Care	43%	(73)	37%	(62)	14%	(23)	7%	(12)	171
#1 Issue: Women's Issues	56%	(65)	32%	(38)	3%	(4)	9%	(10)	117
#1 Issue: Education	38%	(55)	36%	(52)	11%	(16)	15%	(22)	145
#1 Issue: Energy	51%	(50)	30%	(30)	9%	(9)	10%	(10)	98
#1 Issue: Other	31%	(26)	38%	(31)	6%	(5)	25%	(21)	82

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**Table MGC26\_4:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Contribute to society*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	44%	(435)	35%	(348)	10%	(103)	11%	(113)	1000
2018 House Vote: Democrat	49%	(54)	37%	(42)	9%	(10)	5%	(6)	112
2016 Vote: Hillary Clinton	50%	(39)	35%	(27)	7%	(6)	8%	(6)	78
2016 Vote: Didn't Vote	43%	(380)	35%	(307)	10%	(92)	12%	(102)	881
Voted in 2014: No	44%	(425)	35%	(338)	10%	(99)	11%	(109)	972
2012 Vote: Didn't Vote	43%	(424)	35%	(342)	10%	(102)	11%	(110)	978
4-Region: Northeast	42%	(91)	33%	(71)	16%	(35)	9%	(19)	216
4-Region: Midwest	43%	(99)	35%	(82)	10%	(23)	12%	(27)	232
4-Region: South	42%	(142)	37%	(123)	8%	(28)	13%	(43)	337
4-Region: West	48%	(103)	33%	(72)	8%	(16)	11%	(24)	216

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

**Table MGC26\_5:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Show sensitivity and empathy towards people like you*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(463)	34%	(343)	8%	(84)	11%	(111)	1000
Gender: Male	43%	(209)	36%	(178)	8%	(38)	13%	(64)	489
Gender: Female	50%	(254)	32%	(165)	9%	(46)	9%	(47)	511
Age: 18-34	45%	(228)	36%	(184)	9%	(43)	10%	(51)	506
Generation Z: 13-23	46%	(463)	34%	(343)	8%	(84)	11%	(111)	1000
PID: Dem (no lean)	53%	(190)	34%	(121)	5%	(17)	7%	(27)	355
PID: Ind (no lean)	43%	(193)	32%	(144)	10%	(44)	14%	(64)	445
PID: Rep (no lean)	40%	(80)	39%	(78)	11%	(23)	10%	(20)	201
PID/Gender: Dem Men	52%	(84)	34%	(54)	5%	(8)	8%	(14)	160
PID/Gender: Dem Women	54%	(106)	34%	(67)	5%	(9)	7%	(13)	195
PID/Gender: Ind Men	38%	(85)	35%	(78)	9%	(20)	18%	(40)	223
PID/Gender: Ind Women	49%	(108)	29%	(65)	11%	(24)	11%	(25)	222
PID/Gender: Rep Men	38%	(40)	42%	(45)	10%	(10)	10%	(11)	106
PID/Gender: Rep Women	43%	(40)	35%	(33)	13%	(13)	9%	(9)	95
Ideo: Liberal (1-3)	55%	(177)	33%	(108)	7%	(22)	5%	(17)	324
Ideo: Moderate (4)	43%	(80)	39%	(71)	10%	(19)	8%	(15)	185
Ideo: Conservative (5-7)	47%	(81)	36%	(62)	10%	(17)	8%	(13)	173
Educ: < College	46%	(423)	34%	(311)	8%	(78)	11%	(105)	916
Educ: Bachelors degree	50%	(36)	41%	(30)	5%	(4)	3%	(2)	72
Income: Under 50k	44%	(214)	31%	(152)	11%	(54)	14%	(68)	488
Income: 50k-100k	49%	(161)	37%	(122)	7%	(22)	7%	(23)	328
Income: 100k+	47%	(87)	37%	(69)	4%	(8)	11%	(20)	183
Ethnicity: White	47%	(300)	35%	(225)	9%	(55)	9%	(59)	638
Ethnicity: Hispanic	44%	(88)	31%	(63)	13%	(26)	13%	(25)	203
Ethnicity: Afr. Am.	44%	(58)	30%	(40)	8%	(11)	17%	(22)	131
Ethnicity: Other	45%	(105)	34%	(78)	8%	(19)	13%	(30)	231
All Christian	51%	(140)	36%	(100)	6%	(17)	6%	(17)	274
All Non-Christian	59%	(38)	28%	(18)	4%	(3)	9%	(6)	65
Atheist	41%	(46)	39%	(44)	8%	(9)	12%	(13)	113
Agnostic/Nothing in particular	43%	(238)	33%	(181)	10%	(55)	14%	(74)	548
Religious Non-Protestant/Catholic	60%	(49)	26%	(22)	4%	(3)	10%	(9)	82

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**Table MGC26\_5:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Show sensitivity and empathy towards people like you*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(463)	34%	(343)	8%	(84)	11%	(111)	1000
Evangelical	53%	(95)	30%	(54)	10%	(17)	8%	(14)	180
Non-Evangelical	51%	(144)	34%	(96)	8%	(21)	8%	(22)	283
Community: Urban	52%	(133)	32%	(83)	7%	(17)	9%	(23)	256
Community: Suburban	45%	(245)	36%	(194)	8%	(43)	11%	(57)	539
Community: Rural	41%	(85)	32%	(66)	12%	(24)	15%	(31)	206
Employ: Private Sector	50%	(42)	37%	(31)	8%	(7)	5%	(4)	84
Employ: Unemployed	36%	(55)	37%	(57)	13%	(21)	14%	(21)	154
Military HH: Yes	42%	(56)	32%	(43)	11%	(15)	15%	(19)	132
Military HH: No	47%	(407)	35%	(300)	8%	(69)	10%	(91)	868
RD/WT: Right Direction	40%	(124)	35%	(108)	10%	(30)	14%	(44)	305
RD/WT: Wrong Track	49%	(339)	34%	(235)	8%	(54)	10%	(67)	695
Trump Job Approve	41%	(112)	36%	(98)	11%	(29)	13%	(35)	274
Trump Job Disapprove	51%	(297)	34%	(201)	8%	(47)	7%	(41)	586
Trump Job Strongly Approve	44%	(48)	30%	(33)	10%	(11)	16%	(17)	109
Trump Job Somewhat Approve	39%	(64)	39%	(65)	11%	(18)	11%	(18)	166
Trump Job Somewhat Disapprove	50%	(105)	38%	(79)	8%	(16)	4%	(9)	209
Trump Job Strongly Disapprove	51%	(192)	33%	(123)	8%	(31)	8%	(32)	377
Favorable of Trump	44%	(113)	35%	(90)	11%	(28)	10%	(26)	256
Unfavorable of Trump	50%	(301)	35%	(215)	9%	(52)	6%	(39)	606
Very Favorable of Trump	46%	(51)	31%	(34)	11%	(12)	11%	(12)	109
Somewhat Favorable of Trump	42%	(62)	38%	(56)	10%	(15)	9%	(13)	147
Somewhat Unfavorable of Trump	45%	(80)	40%	(71)	9%	(16)	5%	(9)	176
Very Unfavorable of Trump	51%	(221)	33%	(144)	8%	(36)	7%	(29)	430
#1 Issue: Economy	47%	(139)	35%	(105)	10%	(29)	8%	(23)	296
#1 Issue: Security	45%	(34)	36%	(28)	8%	(6)	11%	(8)	76
#1 Issue: Health Care	49%	(84)	34%	(58)	9%	(15)	8%	(13)	171
#1 Issue: Women's Issues	57%	(66)	32%	(37)	3%	(3)	9%	(10)	117
#1 Issue: Education	36%	(53)	40%	(58)	9%	(13)	15%	(22)	145
#1 Issue: Energy	47%	(46)	35%	(34)	8%	(8)	10%	(9)	98
#1 Issue: Other	44%	(36)	20%	(16)	9%	(8)	27%	(22)	82

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**Table MGC26\_5:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Show sensitivity and empathy towards people like you*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(463)	34%	(343)	8%	(84)	11%	(111)	1000
2018 House Vote: Democrat	57%	(64)	34%	(38)	4%	(5)	4%	(5)	112
2016 Vote: Hillary Clinton	52%	(41)	37%	(29)	5%	(4)	5%	(4)	78
2016 Vote: Didn't Vote	45%	(399)	34%	(302)	9%	(77)	12%	(102)	881
Voted in 2014: No	46%	(451)	34%	(330)	8%	(82)	11%	(108)	972
2012 Vote: Didn't Vote	46%	(449)	34%	(337)	9%	(83)	11%	(108)	978
4-Region: Northeast	42%	(91)	43%	(92)	7%	(15)	8%	(17)	216
4-Region: Midwest	50%	(116)	33%	(76)	7%	(16)	10%	(24)	232
4-Region: South	42%	(141)	32%	(108)	12%	(41)	14%	(48)	337
4-Region: West	53%	(115)	31%	(67)	6%	(12)	10%	(21)	216

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

**Table MGC26\_6:** In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Help you feel connected to others or your community

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(349)	36%	(362)	17%	(171)	12%	(118)	1000
Gender: Male	34%	(164)	36%	(176)	17%	(83)	13%	(65)	489
Gender: Female	36%	(185)	36%	(186)	17%	(88)	10%	(52)	511
Age: 18-34	34%	(172)	36%	(181)	19%	(95)	12%	(59)	506
Generation Z: 13-23	35%	(349)	36%	(362)	17%	(171)	12%	(118)	1000
PID: Dem (no lean)	37%	(133)	41%	(144)	14%	(50)	8%	(28)	355
PID: Ind (no lean)	32%	(144)	33%	(145)	19%	(84)	16%	(72)	445
PID: Rep (no lean)	36%	(72)	37%	(74)	19%	(37)	9%	(18)	201
PID/Gender: Dem Men	41%	(66)	37%	(60)	14%	(22)	8%	(13)	160
PID/Gender: Dem Women	34%	(67)	43%	(84)	15%	(29)	8%	(15)	195
PID/Gender: Ind Men	27%	(60)	34%	(76)	19%	(42)	20%	(45)	223
PID/Gender: Ind Women	38%	(84)	31%	(69)	19%	(42)	12%	(28)	222
PID/Gender: Rep Men	36%	(38)	38%	(41)	18%	(19)	8%	(8)	106
PID/Gender: Rep Women	36%	(34)	35%	(33)	19%	(18)	10%	(10)	95
Ideo: Liberal (1-3)	34%	(109)	42%	(137)	18%	(57)	7%	(21)	324
Ideo: Moderate (4)	33%	(62)	36%	(67)	20%	(37)	10%	(19)	185
Ideo: Conservative (5-7)	44%	(75)	33%	(57)	19%	(33)	5%	(8)	173
Educ: < College	35%	(322)	36%	(328)	17%	(153)	12%	(114)	916
Educ: Bachelors degree	33%	(24)	43%	(31)	23%	(16)	1%	(1)	72
Income: Under 50k	33%	(160)	32%	(158)	20%	(96)	15%	(74)	488
Income: 50k-100k	40%	(130)	39%	(127)	14%	(47)	7%	(24)	328
Income: 100k+	31%	(58)	42%	(77)	16%	(28)	11%	(20)	183
Ethnicity: White	35%	(223)	38%	(240)	18%	(112)	10%	(63)	638
Ethnicity: Hispanic	31%	(63)	31%	(63)	22%	(44)	16%	(33)	203
Ethnicity: Afr. Am.	38%	(49)	31%	(40)	16%	(20)	16%	(21)	131
Ethnicity: Other	33%	(77)	36%	(82)	17%	(39)	14%	(33)	231
All Christian	40%	(109)	36%	(100)	17%	(45)	7%	(20)	274
All Non-Christian	49%	(32)	29%	(19)	11%	(7)	12%	(8)	65
Atheist	27%	(31)	42%	(48)	15%	(17)	15%	(17)	113
Agnostic/Nothing in particular	32%	(177)	36%	(196)	19%	(102)	13%	(73)	548
Religious Non-Protestant/Catholic	44%	(37)	32%	(27)	11%	(9)	12%	(10)	82

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**Table MGC26\_6:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Help you feel connected to others or your community*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(349)	36%	(362)	17%	(171)	12%	(118)	1000
Evangelical	42%	(75)	32%	(58)	18%	(33)	8%	(14)	180
Non-Evangelical	39%	(110)	35%	(99)	18%	(52)	8%	(23)	283
Community: Urban	38%	(97)	37%	(94)	16%	(40)	10%	(25)	256
Community: Suburban	34%	(184)	38%	(205)	16%	(87)	12%	(63)	539
Community: Rural	33%	(68)	31%	(64)	21%	(44)	15%	(30)	206
Employ: Private Sector	37%	(31)	35%	(30)	20%	(17)	8%	(6)	84
Employ: Unemployed	30%	(46)	33%	(50)	22%	(34)	15%	(23)	154
Military HH: Yes	34%	(45)	36%	(47)	14%	(19)	16%	(21)	132
Military HH: No	35%	(303)	36%	(315)	18%	(152)	11%	(97)	868
RD/WT: Right Direction	34%	(104)	36%	(111)	17%	(53)	12%	(38)	305
RD/WT: Wrong Track	35%	(245)	36%	(252)	17%	(119)	11%	(80)	695
Trump Job Approve	36%	(98)	34%	(92)	18%	(50)	12%	(33)	274
Trump Job Disapprove	35%	(208)	38%	(220)	18%	(107)	9%	(51)	586
Trump Job Strongly Approve	46%	(50)	29%	(31)	12%	(14)	13%	(14)	109
Trump Job Somewhat Approve	29%	(48)	37%	(61)	22%	(36)	12%	(20)	166
Trump Job Somewhat Disapprove	37%	(78)	37%	(77)	21%	(43)	5%	(11)	209
Trump Job Strongly Disapprove	34%	(129)	38%	(144)	17%	(64)	11%	(40)	377
Favorable of Trump	36%	(93)	37%	(94)	18%	(46)	9%	(23)	256
Unfavorable of Trump	35%	(211)	38%	(231)	19%	(115)	8%	(50)	606
Very Favorable of Trump	48%	(53)	31%	(33)	12%	(13)	9%	(10)	109
Somewhat Favorable of Trump	28%	(41)	41%	(60)	22%	(33)	9%	(13)	147
Somewhat Unfavorable of Trump	37%	(65)	37%	(65)	19%	(34)	6%	(11)	176
Very Unfavorable of Trump	34%	(146)	38%	(165)	19%	(81)	9%	(39)	430
#1 Issue: Economy	37%	(108)	35%	(102)	17%	(51)	11%	(34)	296
#1 Issue: Security	52%	(39)	29%	(22)	10%	(7)	9%	(7)	76
#1 Issue: Health Care	32%	(54)	41%	(69)	18%	(31)	10%	(16)	171
#1 Issue: Women's Issues	44%	(51)	33%	(39)	14%	(16)	9%	(11)	117
#1 Issue: Education	27%	(40)	41%	(59)	19%	(28)	13%	(18)	145
#1 Issue: Energy	30%	(30)	38%	(37)	22%	(22)	9%	(9)	98
#1 Issue: Other	28%	(23)	36%	(30)	12%	(10)	23%	(19)	82

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**Table MGC26\_6:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Help you feel connected to others or your community*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(349)	36%	(362)	17%	(171)	12%	(118)	1000
2018 House Vote: Democrat	37%	(41)	43%	(48)	13%	(15)	7%	(8)	112
2016 Vote: Hillary Clinton	34%	(27)	46%	(36)	11%	(8)	9%	(7)	78
2016 Vote: Didn't Vote	34%	(301)	36%	(318)	18%	(155)	12%	(107)	881
Voted in 2014: No	35%	(337)	36%	(353)	17%	(169)	12%	(113)	972
2012 Vote: Didn't Vote	35%	(338)	36%	(355)	17%	(169)	12%	(115)	978
4-Region: Northeast	33%	(70)	39%	(85)	19%	(41)	9%	(19)	216
4-Region: Midwest	35%	(81)	38%	(89)	16%	(38)	11%	(24)	232
4-Region: South	36%	(120)	32%	(106)	17%	(57)	16%	(53)	337
4-Region: West	36%	(77)	38%	(82)	17%	(36)	10%	(21)	216

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

**Table MGC26\_7:** In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Have the products you need available when you need them

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	51%	(514)	32%	(320)	7%	(73)	9%	(94)	1000
Gender: Male	48%	(233)	33%	(161)	8%	(41)	11%	(54)	489
Gender: Female	55%	(281)	31%	(159)	6%	(32)	8%	(40)	511
Age: 18-34	51%	(260)	32%	(164)	8%	(41)	8%	(41)	506
Generation Z: 13-23	51%	(514)	32%	(320)	7%	(73)	9%	(94)	1000
PID: Dem (no lean)	54%	(192)	34%	(119)	7%	(23)	6%	(21)	355
PID: Ind (no lean)	49%	(219)	31%	(138)	7%	(32)	13%	(56)	445
PID: Rep (no lean)	51%	(103)	31%	(63)	9%	(18)	8%	(17)	201
PID/Gender: Dem Men	55%	(89)	30%	(48)	8%	(12)	7%	(11)	160
PID/Gender: Dem Women	53%	(103)	36%	(71)	6%	(11)	5%	(10)	195
PID/Gender: Ind Men	42%	(93)	36%	(80)	7%	(17)	15%	(33)	223
PID/Gender: Ind Women	57%	(126)	26%	(58)	7%	(15)	10%	(23)	222
PID/Gender: Rep Men	48%	(51)	31%	(33)	11%	(12)	9%	(10)	106
PID/Gender: Rep Women	55%	(52)	32%	(30)	6%	(6)	8%	(7)	95
Ideo: Liberal (1-3)	56%	(180)	35%	(112)	7%	(23)	3%	(9)	324
Ideo: Moderate (4)	49%	(91)	37%	(68)	6%	(12)	7%	(14)	185
Ideo: Conservative (5-7)	60%	(104)	26%	(45)	10%	(17)	5%	(8)	173
Educ: < College	52%	(472)	32%	(290)	7%	(63)	10%	(90)	916
Educ: Bachelors degree	50%	(36)	37%	(26)	11%	(8)	2%	(2)	72
Income: Under 50k	47%	(229)	33%	(161)	9%	(45)	11%	(54)	488
Income: 50k-100k	56%	(183)	32%	(106)	5%	(16)	7%	(23)	328
Income: 100k+	55%	(101)	29%	(54)	7%	(12)	9%	(16)	183
Ethnicity: White	54%	(343)	32%	(201)	7%	(48)	7%	(46)	638
Ethnicity: Hispanic	47%	(95)	33%	(67)	8%	(17)	12%	(23)	203
Ethnicity: Afr. Am.	45%	(59)	29%	(38)	11%	(15)	15%	(20)	131
Ethnicity: Other	48%	(112)	35%	(81)	5%	(10)	12%	(28)	231
All Christian	56%	(153)	36%	(98)	3%	(8)	5%	(14)	274
All Non-Christian	57%	(37)	24%	(15)	14%	(9)	6%	(4)	65
Atheist	53%	(60)	36%	(40)	3%	(3)	8%	(9)	113
Agnostic/Nothing in particular	48%	(264)	30%	(166)	10%	(52)	12%	(66)	548
Religious Non-Protestant/Catholic	58%	(48)	24%	(20)	11%	(9)	7%	(6)	82

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**Table MGC26\_7:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Have the products you need available when you need them*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	51%	(514)	32%	(320)	7%	(73)	9%	(94)	1000
Evangelical	52%	(93)	35%	(64)	5%	(9)	8%	(15)	180
Non-Evangelical	54%	(154)	34%	(96)	6%	(16)	6%	(17)	283
Community: Urban	54%	(139)	30%	(78)	7%	(18)	8%	(22)	256
Community: Suburban	51%	(276)	34%	(183)	6%	(34)	9%	(46)	539
Community: Rural	48%	(99)	29%	(60)	10%	(21)	13%	(26)	206
Employ: Private Sector	52%	(44)	39%	(33)	5%	(4)	4%	(3)	84
Employ: Unemployed	51%	(78)	27%	(42)	9%	(14)	13%	(20)	154
Military HH: Yes	41%	(55)	39%	(52)	9%	(12)	11%	(14)	132
Military HH: No	53%	(459)	31%	(268)	7%	(61)	9%	(80)	868
RD/WT: Right Direction	47%	(144)	31%	(96)	9%	(26)	13%	(39)	305
RD/WT: Wrong Track	53%	(369)	32%	(224)	7%	(46)	8%	(55)	695
Trump Job Approve	54%	(148)	28%	(75)	9%	(25)	9%	(25)	274
Trump Job Disapprove	53%	(312)	33%	(195)	7%	(41)	7%	(39)	586
Trump Job Strongly Approve	56%	(61)	24%	(26)	8%	(9)	12%	(13)	109
Trump Job Somewhat Approve	53%	(88)	30%	(50)	10%	(17)	7%	(12)	166
Trump Job Somewhat Disapprove	53%	(110)	36%	(76)	5%	(10)	7%	(14)	209
Trump Job Strongly Disapprove	53%	(201)	32%	(119)	8%	(31)	7%	(25)	377
Favorable of Trump	58%	(149)	28%	(71)	7%	(18)	7%	(18)	256
Unfavorable of Trump	53%	(320)	34%	(209)	7%	(45)	5%	(32)	606
Very Favorable of Trump	61%	(67)	24%	(26)	8%	(9)	7%	(7)	109
Somewhat Favorable of Trump	56%	(82)	31%	(45)	7%	(10)	7%	(10)	147
Somewhat Unfavorable of Trump	49%	(86)	37%	(66)	7%	(13)	6%	(11)	176
Very Unfavorable of Trump	54%	(234)	33%	(143)	7%	(32)	5%	(21)	430
#1 Issue: Economy	53%	(158)	32%	(94)	7%	(21)	8%	(23)	296
#1 Issue: Security	58%	(44)	28%	(21)	5%	(4)	9%	(7)	76
#1 Issue: Health Care	49%	(84)	38%	(65)	7%	(12)	6%	(10)	171
#1 Issue: Women's Issues	58%	(68)	28%	(32)	5%	(6)	9%	(10)	117
#1 Issue: Education	45%	(65)	38%	(55)	9%	(13)	8%	(12)	145
#1 Issue: Energy	53%	(52)	31%	(30)	8%	(8)	8%	(8)	98
#1 Issue: Other	47%	(39)	23%	(19)	6%	(5)	24%	(20)	82

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**Table MGC26\_7:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Have the products you need available when you need them*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	51%	(514)	32%	(320)	7%	(73)	9%	(94)	1000
2018 House Vote: Democrat	54%	(61)	36%	(40)	7%	(8)	3%	(3)	112
2016 Vote: Hillary Clinton	46%	(36)	38%	(30)	9%	(7)	6%	(5)	78
2016 Vote: Didn't Vote	52%	(456)	31%	(275)	7%	(63)	10%	(86)	881
Voted in 2014: No	52%	(503)	32%	(308)	7%	(70)	9%	(91)	972
2012 Vote: Didn't Vote	52%	(504)	32%	(310)	7%	(71)	9%	(92)	978
4-Region: Northeast	52%	(113)	35%	(76)	7%	(14)	6%	(13)	216
4-Region: Midwest	47%	(108)	33%	(77)	9%	(20)	11%	(26)	232
4-Region: South	50%	(167)	29%	(99)	9%	(32)	11%	(39)	337
4-Region: West	58%	(125)	32%	(68)	3%	(7)	8%	(16)	216

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

**Table MGC26\_8:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Take care of their employees and treat them well, even in tough times*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	58%	(581)	26%	(259)	6%	(59)	10%	(100)	1000
Gender: Male	51%	(252)	29%	(143)	7%	(34)	12%	(59)	489
Gender: Female	64%	(329)	23%	(116)	5%	(25)	8%	(41)	511
Age: 18-34	57%	(288)	27%	(135)	7%	(35)	10%	(49)	506
Generation Z: 13-23	58%	(581)	26%	(259)	6%	(59)	10%	(100)	1000
PID: Dem (no lean)	67%	(238)	21%	(75)	4%	(16)	7%	(26)	355
PID: Ind (no lean)	54%	(241)	26%	(114)	6%	(29)	14%	(61)	445
PID: Rep (no lean)	51%	(102)	35%	(70)	7%	(15)	7%	(14)	201
PID/Gender: Dem Men	62%	(100)	24%	(39)	5%	(9)	8%	(13)	160
PID/Gender: Dem Women	71%	(138)	19%	(36)	4%	(7)	7%	(13)	195
PID/Gender: Ind Men	46%	(103)	29%	(65)	8%	(18)	17%	(37)	223
PID/Gender: Ind Women	62%	(138)	22%	(49)	5%	(11)	11%	(24)	222
PID/Gender: Rep Men	46%	(49)	37%	(39)	8%	(8)	9%	(9)	106
PID/Gender: Rep Women	56%	(53)	32%	(30)	7%	(7)	4%	(4)	95
Ideo: Liberal (1-3)	69%	(222)	22%	(70)	5%	(17)	4%	(14)	324
Ideo: Moderate (4)	59%	(109)	28%	(51)	5%	(8)	9%	(17)	185
Ideo: Conservative (5-7)	59%	(102)	29%	(51)	9%	(15)	3%	(5)	173
Educ: < College	58%	(531)	26%	(237)	5%	(50)	11%	(97)	916
Educ: Bachelors degree	59%	(42)	29%	(21)	11%	(8)	1%	(1)	72
Income: Under 50k	54%	(262)	26%	(128)	7%	(36)	13%	(62)	488
Income: 50k-100k	63%	(207)	26%	(85)	5%	(15)	6%	(20)	328
Income: 100k+	61%	(112)	25%	(46)	4%	(8)	10%	(18)	183
Ethnicity: White	60%	(382)	27%	(172)	6%	(38)	7%	(46)	638
Ethnicity: Hispanic	53%	(107)	25%	(52)	7%	(14)	15%	(30)	203
Ethnicity: Afr. Am.	53%	(69)	19%	(25)	10%	(13)	18%	(24)	131
Ethnicity: Other	56%	(130)	27%	(63)	4%	(8)	13%	(30)	231
All Christian	60%	(164)	30%	(81)	4%	(11)	6%	(18)	274
All Non-Christian	59%	(38)	30%	(20)	5%	(3)	6%	(4)	65
Atheist	60%	(68)	27%	(31)	6%	(6)	7%	(8)	113
Agnostic/Nothing in particular	57%	(311)	23%	(127)	7%	(38)	13%	(71)	548
Religious Non-Protestant/Catholic	61%	(50)	27%	(23)	4%	(3)	7%	(6)	82

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**Table MGC26\_8:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Take care of their employees and treat them well, even in tough times*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	58%	(581)	26%	(259)	6%	(59)	10%	(100)	1000
Evangelical	61%	(110)	23%	(41)	8%	(14)	8%	(15)	180
Non-Evangelical	59%	(166)	29%	(81)	5%	(13)	8%	(22)	283
Community: Urban	58%	(148)	28%	(71)	5%	(13)	9%	(24)	256
Community: Suburban	61%	(327)	25%	(133)	6%	(32)	9%	(47)	539
Community: Rural	52%	(106)	27%	(56)	7%	(15)	14%	(29)	206
Employ: Private Sector	68%	(57)	24%	(21)	3%	(3)	5%	(4)	84
Employ: Unemployed	50%	(77)	31%	(48)	6%	(9)	13%	(20)	154
Military HH: Yes	57%	(75)	24%	(32)	9%	(12)	11%	(14)	132
Military HH: No	58%	(506)	26%	(228)	6%	(48)	10%	(86)	868
RD/WT: Right Direction	50%	(153)	28%	(87)	9%	(27)	12%	(37)	305
RD/WT: Wrong Track	62%	(427)	25%	(172)	5%	(32)	9%	(63)	695
Trump Job Approve	54%	(148)	29%	(79)	7%	(19)	10%	(29)	274
Trump Job Disapprove	62%	(366)	25%	(147)	6%	(35)	7%	(39)	586
Trump Job Strongly Approve	56%	(61)	27%	(30)	6%	(7)	10%	(11)	109
Trump Job Somewhat Approve	53%	(87)	30%	(49)	7%	(12)	11%	(17)	166
Trump Job Somewhat Disapprove	57%	(120)	30%	(63)	9%	(19)	3%	(7)	209
Trump Job Strongly Disapprove	65%	(246)	22%	(83)	4%	(16)	8%	(32)	377
Favorable of Trump	59%	(152)	28%	(72)	6%	(16)	7%	(17)	256
Unfavorable of Trump	62%	(376)	26%	(156)	7%	(40)	6%	(35)	606
Very Favorable of Trump	61%	(67)	28%	(31)	3%	(4)	8%	(8)	109
Somewhat Favorable of Trump	58%	(85)	28%	(41)	8%	(12)	6%	(9)	147
Somewhat Unfavorable of Trump	55%	(96)	30%	(53)	9%	(17)	6%	(10)	176
Very Unfavorable of Trump	65%	(279)	24%	(103)	5%	(23)	6%	(25)	430
#1 Issue: Economy	65%	(191)	23%	(67)	5%	(14)	8%	(24)	296
#1 Issue: Security	53%	(40)	30%	(23)	9%	(7)	8%	(6)	76
#1 Issue: Health Care	57%	(97)	32%	(54)	6%	(11)	6%	(10)	171
#1 Issue: Women's Issues	72%	(85)	15%	(18)	5%	(6)	8%	(9)	117
#1 Issue: Education	49%	(71)	30%	(44)	9%	(13)	12%	(17)	145
#1 Issue: Energy	63%	(61)	24%	(24)	5%	(5)	8%	(8)	98
#1 Issue: Other	39%	(32)	30%	(25)	4%	(3)	27%	(22)	82

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**Table MGC26\_8:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Take care of their employees and treat them well, even in tough times*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	58%	(581)	26%	(259)	6%	(59)	10%	(100)	1000
2018 House Vote: Democrat	63%	(71)	28%	(31)	5%	(6)	4%	(4)	112
2016 Vote: Hillary Clinton	62%	(48)	25%	(20)	5%	(4)	8%	(6)	78
2016 Vote: Didn't Vote	58%	(507)	26%	(228)	6%	(54)	10%	(92)	881
Voted in 2014: No	58%	(565)	26%	(253)	6%	(56)	10%	(97)	972
2012 Vote: Didn't Vote	58%	(567)	26%	(255)	6%	(58)	10%	(98)	978
4-Region: Northeast	55%	(119)	31%	(67)	7%	(16)	6%	(13)	216
4-Region: Midwest	61%	(141)	21%	(49)	8%	(18)	10%	(23)	232
4-Region: South	55%	(185)	25%	(85)	6%	(21)	14%	(46)	337
4-Region: West	63%	(136)	27%	(57)	2%	(5)	8%	(18)	216

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

**Table MGC26\_9:** In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Are local businesses

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	25%	(245)	39%	(391)	22%	(221)	14%	(143)	1000
Gender: Male	21%	(104)	39%	(191)	22%	(110)	17%	(84)	489
Gender: Female	28%	(141)	39%	(200)	22%	(111)	12%	(59)	511
Age: 18-34	28%	(140)	42%	(215)	17%	(85)	13%	(65)	506
Generation Z: 13-23	25%	(245)	39%	(391)	22%	(221)	14%	(143)	1000
PID: Dem (no lean)	28%	(98)	43%	(151)	18%	(65)	11%	(40)	355
PID: Ind (no lean)	20%	(91)	37%	(165)	25%	(112)	17%	(77)	445
PID: Rep (no lean)	28%	(56)	37%	(74)	22%	(44)	13%	(26)	201
PID/Gender: Dem Men	28%	(45)	40%	(64)	17%	(27)	15%	(24)	160
PID/Gender: Dem Women	27%	(53)	45%	(87)	20%	(38)	8%	(16)	195
PID/Gender: Ind Men	15%	(34)	37%	(82)	27%	(61)	20%	(45)	223
PID/Gender: Ind Women	26%	(57)	37%	(83)	23%	(51)	14%	(31)	222
PID/Gender: Rep Men	23%	(24)	42%	(44)	21%	(22)	14%	(15)	106
PID/Gender: Rep Women	34%	(32)	32%	(30)	23%	(22)	12%	(11)	95
Ideo: Liberal (1-3)	30%	(97)	41%	(134)	21%	(67)	8%	(26)	324
Ideo: Moderate (4)	24%	(44)	42%	(78)	21%	(39)	13%	(24)	185
Ideo: Conservative (5-7)	30%	(52)	36%	(62)	26%	(45)	8%	(14)	173
Educ: < College	24%	(221)	39%	(354)	22%	(206)	15%	(136)	916
Educ: Bachelors degree	31%	(22)	46%	(34)	19%	(14)	4%	(3)	72
Income: Under 50k	24%	(119)	39%	(190)	19%	(94)	17%	(85)	488
Income: 50k-100k	26%	(84)	42%	(139)	23%	(75)	9%	(30)	328
Income: 100k+	23%	(42)	34%	(62)	28%	(52)	15%	(27)	183
Ethnicity: White	25%	(162)	42%	(270)	21%	(133)	11%	(72)	638
Ethnicity: Hispanic	24%	(48)	37%	(76)	22%	(44)	17%	(35)	203
Ethnicity: Afr. Am.	24%	(31)	31%	(40)	22%	(29)	23%	(31)	131
Ethnicity: Other	22%	(52)	35%	(80)	26%	(59)	17%	(40)	231
All Christian	26%	(73)	42%	(114)	22%	(60)	10%	(27)	274
All Non-Christian	23%	(15)	31%	(20)	32%	(21)	14%	(9)	65
Atheist	23%	(26)	37%	(42)	24%	(27)	16%	(18)	113
Agnostic/Nothing in particular	24%	(131)	39%	(215)	21%	(114)	16%	(89)	548
Religious Non-Protestant/Catholic	20%	(16)	30%	(25)	33%	(27)	17%	(14)	82

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**Table MGC26\_9:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Are local businesses*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	25%	(245)	39%	(391)	22%	(221)	14%	(143)	1000
Evangelical	29%	(52)	39%	(70)	19%	(34)	13%	(24)	180
Non-Evangelical	28%	(79)	43%	(121)	20%	(57)	9%	(27)	283
Community: Urban	29%	(74)	41%	(104)	17%	(44)	13%	(33)	256
Community: Suburban	22%	(121)	37%	(202)	26%	(140)	14%	(76)	539
Community: Rural	25%	(51)	41%	(85)	18%	(36)	16%	(34)	206
Employ: Private Sector	27%	(23)	48%	(41)	17%	(15)	7%	(6)	84
Employ: Unemployed	19%	(29)	42%	(64)	20%	(30)	20%	(30)	154
Military HH: Yes	22%	(29)	41%	(54)	24%	(31)	14%	(19)	132
Military HH: No	25%	(216)	39%	(337)	22%	(190)	14%	(124)	868
RD/WT: Right Direction	24%	(73)	38%	(117)	22%	(66)	16%	(50)	305
RD/WT: Wrong Track	25%	(172)	39%	(273)	22%	(156)	13%	(93)	695
Trump Job Approve	25%	(68)	39%	(106)	21%	(57)	16%	(43)	274
Trump Job Disapprove	26%	(153)	40%	(234)	23%	(136)	11%	(63)	586
Trump Job Strongly Approve	38%	(41)	26%	(28)	21%	(23)	15%	(16)	109
Trump Job Somewhat Approve	16%	(26)	47%	(79)	21%	(34)	16%	(27)	166
Trump Job Somewhat Disapprove	24%	(50)	38%	(79)	29%	(60)	9%	(20)	209
Trump Job Strongly Disapprove	27%	(103)	41%	(155)	20%	(76)	11%	(43)	377
Favorable of Trump	28%	(72)	38%	(98)	21%	(55)	12%	(31)	256
Unfavorable of Trump	25%	(151)	41%	(248)	24%	(144)	10%	(63)	606
Very Favorable of Trump	34%	(38)	29%	(31)	24%	(26)	13%	(14)	109
Somewhat Favorable of Trump	23%	(34)	46%	(67)	20%	(29)	11%	(17)	147
Somewhat Unfavorable of Trump	21%	(37)	43%	(76)	27%	(47)	9%	(16)	176
Very Unfavorable of Trump	26%	(114)	40%	(172)	23%	(98)	11%	(47)	430
#1 Issue: Economy	22%	(66)	45%	(133)	20%	(60)	13%	(38)	296
#1 Issue: Security	26%	(20)	38%	(28)	25%	(19)	12%	(9)	76
#1 Issue: Health Care	31%	(53)	34%	(59)	25%	(42)	10%	(17)	171
#1 Issue: Women's Issues	30%	(36)	36%	(42)	24%	(28)	10%	(12)	117
#1 Issue: Education	18%	(26)	39%	(56)	25%	(37)	18%	(26)	145
#1 Issue: Energy	25%	(25)	39%	(38)	25%	(24)	11%	(10)	98
#1 Issue: Other	22%	(18)	33%	(27)	12%	(10)	33%	(27)	82

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**Table MGC26\_9:** In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Are local businesses

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	25%	(245)	39%	(391)	22%	(221)	14%	(143)	1000
2018 House Vote: Democrat	39%	(43)	41%	(46)	13%	(15)	8%	(8)	112
2016 Vote: Hillary Clinton	35%	(27)	39%	(30)	20%	(16)	6%	(5)	78
2016 Vote: Didn't Vote	23%	(204)	39%	(346)	23%	(200)	15%	(131)	881
Voted in 2014: No	24%	(237)	39%	(382)	22%	(214)	14%	(138)	972
2012 Vote: Didn't Vote	24%	(239)	39%	(384)	22%	(215)	14%	(139)	978
4-Region: Northeast	23%	(50)	39%	(83)	25%	(54)	13%	(28)	216
4-Region: Midwest	23%	(53)	40%	(91)	24%	(55)	14%	(32)	232
4-Region: South	26%	(88)	38%	(128)	20%	(66)	16%	(55)	337
4-Region: West	25%	(55)	41%	(88)	21%	(45)	13%	(28)	216

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

**Table MGC26\_10:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Are socially responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(463)	34%	(336)	10%	(96)	11%	(105)	1000
Gender: Male	41%	(201)	36%	(178)	10%	(49)	12%	(61)	489
Gender: Female	51%	(262)	31%	(158)	9%	(47)	9%	(45)	511
Age: 18-34	45%	(227)	36%	(184)	9%	(45)	10%	(50)	506
Generation Z: 13-23	46%	(463)	34%	(336)	10%	(96)	11%	(105)	1000
PID: Dem (no lean)	57%	(201)	32%	(112)	6%	(20)	6%	(22)	355
PID: Ind (no lean)	42%	(188)	33%	(145)	10%	(44)	15%	(68)	445
PID: Rep (no lean)	37%	(74)	39%	(79)	16%	(32)	8%	(15)	201
PID/Gender: Dem Men	54%	(87)	33%	(52)	7%	(11)	6%	(10)	160
PID/Gender: Dem Women	58%	(113)	31%	(60)	5%	(10)	6%	(12)	195
PID/Gender: Ind Men	33%	(73)	38%	(85)	10%	(23)	19%	(42)	223
PID/Gender: Ind Women	52%	(115)	27%	(60)	9%	(21)	12%	(26)	222
PID/Gender: Rep Men	38%	(41)	39%	(41)	15%	(16)	8%	(9)	106
PID/Gender: Rep Women	35%	(33)	40%	(38)	18%	(17)	7%	(7)	95
Ideo: Liberal (1-3)	58%	(187)	31%	(100)	7%	(23)	4%	(14)	324
Ideo: Moderate (4)	43%	(79)	40%	(73)	9%	(17)	8%	(16)	185
Ideo: Conservative (5-7)	48%	(84)	31%	(54)	14%	(24)	6%	(10)	173
Educ: < College	46%	(420)	34%	(308)	10%	(87)	11%	(101)	916
Educ: Bachelors degree	54%	(39)	32%	(23)	10%	(7)	3%	(2)	72
Income: Under 50k	45%	(219)	32%	(157)	9%	(46)	14%	(66)	488
Income: 50k-100k	48%	(157)	36%	(117)	10%	(34)	6%	(20)	328
Income: 100k+	47%	(87)	34%	(62)	9%	(16)	10%	(19)	183
Ethnicity: White	47%	(299)	34%	(218)	11%	(68)	8%	(54)	638
Ethnicity: Hispanic	42%	(86)	35%	(71)	10%	(20)	13%	(26)	203
Ethnicity: Afr. Am.	47%	(61)	28%	(36)	9%	(12)	17%	(22)	131
Ethnicity: Other	44%	(103)	35%	(82)	7%	(17)	13%	(30)	231
All Christian	47%	(129)	36%	(100)	10%	(27)	6%	(17)	274
All Non-Christian	56%	(36)	33%	(22)	4%	(3)	7%	(5)	65
Atheist	43%	(49)	42%	(47)	7%	(7)	8%	(9)	113
Agnostic/Nothing in particular	45%	(248)	30%	(167)	11%	(59)	13%	(74)	548
Religious Non-Protestant/Catholic	57%	(47)	31%	(25)	3%	(3)	9%	(7)	82

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**Table MGC26\_10:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Are socially responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(463)	34%	(336)	10%	(96)	11%	(105)	1000
Evangelical	49%	(87)	33%	(60)	9%	(17)	9%	(16)	180
Non-Evangelical	47%	(133)	34%	(96)	12%	(35)	7%	(20)	283
Community: Urban	49%	(125)	33%	(84)	9%	(23)	9%	(24)	256
Community: Suburban	47%	(252)	34%	(182)	9%	(49)	10%	(55)	539
Community: Rural	41%	(85)	34%	(70)	12%	(25)	13%	(26)	206
Employ: Private Sector	51%	(43)	39%	(33)	4%	(3)	6%	(5)	84
Employ: Unemployed	39%	(60)	38%	(58)	11%	(17)	13%	(19)	154
Military HH: Yes	48%	(64)	25%	(33)	13%	(17)	15%	(19)	132
Military HH: No	46%	(399)	35%	(303)	9%	(80)	10%	(86)	868
RD/WT: Right Direction	40%	(122)	35%	(108)	11%	(33)	14%	(42)	305
RD/WT: Wrong Track	49%	(341)	33%	(228)	9%	(63)	9%	(63)	695
Trump Job Approve	37%	(103)	36%	(99)	15%	(41)	11%	(31)	274
Trump Job Disapprove	53%	(308)	33%	(193)	8%	(45)	7%	(41)	586
Trump Job Strongly Approve	44%	(48)	30%	(33)	14%	(15)	12%	(13)	109
Trump Job Somewhat Approve	33%	(55)	40%	(67)	16%	(26)	11%	(18)	166
Trump Job Somewhat Disapprove	46%	(97)	41%	(86)	8%	(17)	5%	(10)	209
Trump Job Strongly Disapprove	56%	(211)	28%	(107)	7%	(28)	8%	(31)	377
Favorable of Trump	44%	(113)	34%	(86)	13%	(34)	9%	(22)	256
Unfavorable of Trump	50%	(305)	35%	(211)	9%	(55)	6%	(36)	606
Very Favorable of Trump	53%	(57)	25%	(28)	13%	(14)	9%	(10)	109
Somewhat Favorable of Trump	38%	(55)	40%	(59)	14%	(20)	9%	(13)	147
Somewhat Unfavorable of Trump	42%	(75)	43%	(75)	10%	(17)	5%	(9)	176
Very Unfavorable of Trump	53%	(230)	32%	(136)	9%	(38)	6%	(27)	430
#1 Issue: Economy	43%	(128)	39%	(115)	8%	(25)	9%	(27)	296
#1 Issue: Security	48%	(37)	29%	(22)	13%	(10)	9%	(7)	76
#1 Issue: Health Care	47%	(81)	38%	(65)	8%	(14)	6%	(10)	171
#1 Issue: Women's Issues	60%	(71)	26%	(31)	6%	(7)	7%	(8)	117
#1 Issue: Education	38%	(56)	35%	(51)	13%	(19)	13%	(19)	145
#1 Issue: Energy	53%	(52)	30%	(29)	10%	(10)	7%	(7)	98
#1 Issue: Other	43%	(35)	23%	(19)	8%	(7)	26%	(22)	82

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**Table MGC26\_10:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Are socially responsible*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(463)	34%	(336)	10%	(96)	11%	(105)	1000
2018 House Vote: Democrat	58%	(65)	33%	(37)	4%	(5)	5%	(6)	112
2016 Vote: Hillary Clinton	58%	(45)	27%	(21)	8%	(6)	6%	(5)	78
2016 Vote: Didn't Vote	45%	(394)	35%	(304)	10%	(86)	11%	(97)	881
Voted in 2014: No	46%	(451)	33%	(324)	10%	(94)	11%	(102)	972
2012 Vote: Didn't Vote	46%	(451)	34%	(329)	10%	(95)	11%	(103)	978
4-Region: Northeast	47%	(101)	37%	(80)	9%	(20)	7%	(15)	216
4-Region: Midwest	48%	(112)	32%	(75)	9%	(20)	10%	(24)	232
4-Region: South	43%	(145)	32%	(108)	12%	(41)	12%	(42)	337
4-Region: West	49%	(105)	34%	(72)	7%	(15)	11%	(24)	216

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

**Table MGC26\_11:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Treat employees well*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	62%	(621)	22%	(216)	6%	(58)	10%	(105)	1000
Gender: Male	56%	(275)	26%	(125)	6%	(30)	12%	(58)	489
Gender: Female	68%	(347)	18%	(90)	5%	(28)	9%	(47)	511
Age: 18-34	59%	(300)	24%	(124)	7%	(36)	9%	(47)	506
Generation Z: 13-23	62%	(621)	22%	(216)	6%	(58)	10%	(105)	1000
PID: Dem (no lean)	72%	(257)	18%	(64)	3%	(11)	7%	(23)	355
PID: Ind (no lean)	56%	(247)	22%	(98)	8%	(34)	15%	(65)	445
PID: Rep (no lean)	58%	(117)	27%	(54)	6%	(13)	8%	(17)	201
PID/Gender: Dem Men	68%	(109)	22%	(35)	3%	(5)	7%	(11)	160
PID/Gender: Dem Women	76%	(148)	15%	(29)	3%	(5)	6%	(12)	195
PID/Gender: Ind Men	48%	(106)	27%	(61)	9%	(19)	17%	(37)	223
PID/Gender: Ind Women	64%	(142)	17%	(37)	7%	(15)	13%	(28)	222
PID/Gender: Rep Men	57%	(60)	28%	(30)	5%	(6)	10%	(10)	106
PID/Gender: Rep Women	60%	(57)	25%	(24)	8%	(7)	7%	(6)	95
Ideo: Liberal (1-3)	73%	(237)	19%	(60)	4%	(14)	4%	(13)	324
Ideo: Moderate (4)	64%	(118)	24%	(45)	3%	(6)	9%	(17)	185
Ideo: Conservative (5-7)	63%	(109)	22%	(39)	9%	(16)	5%	(9)	173
Educ: < College	62%	(570)	21%	(194)	6%	(51)	11%	(102)	916
Educ: Bachelors degree	62%	(45)	29%	(21)	8%	(6)	1%	(1)	72
Income: Under 50k	57%	(279)	22%	(109)	7%	(36)	13%	(64)	488
Income: 50k-100k	68%	(222)	21%	(69)	4%	(13)	7%	(24)	328
Income: 100k+	65%	(120)	21%	(38)	5%	(9)	9%	(17)	183
Ethnicity: White	63%	(402)	23%	(147)	6%	(40)	8%	(49)	638
Ethnicity: Hispanic	58%	(117)	19%	(39)	7%	(13)	16%	(33)	203
Ethnicity: Afr. Am.	60%	(79)	16%	(21)	8%	(10)	16%	(20)	131
Ethnicity: Other	61%	(140)	21%	(48)	3%	(8)	15%	(35)	231
All Christian	67%	(183)	21%	(58)	6%	(16)	6%	(17)	274
All Non-Christian	65%	(42)	20%	(13)	8%	(5)	6%	(4)	65
Atheist	64%	(72)	23%	(26)	5%	(5)	8%	(9)	113
Agnostic/Nothing in particular	59%	(324)	22%	(119)	6%	(31)	14%	(75)	548
Religious Non-Protestant/Catholic	65%	(54)	17%	(14)	10%	(8)	7%	(6)	82

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**Table MGC26\_11:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Treat employees well*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	62%	(621)	22%	(216)	6%	(58)	10%	(105)	1000
Evangelical	65%	(117)	21%	(38)	5%	(9)	9%	(17)	180
Non-Evangelical	66%	(186)	20%	(57)	6%	(17)	8%	(23)	283
Community: Urban	65%	(166)	21%	(55)	3%	(8)	11%	(27)	256
Community: Suburban	63%	(340)	22%	(119)	6%	(34)	9%	(46)	539
Community: Rural	56%	(116)	20%	(42)	8%	(16)	15%	(32)	206
Employ: Private Sector	69%	(58)	23%	(19)	5%	(4)	4%	(3)	84
Employ: Unemployed	53%	(81)	28%	(43)	3%	(5)	16%	(25)	154
Military HH: Yes	58%	(77)	23%	(30)	7%	(10)	12%	(16)	132
Military HH: No	63%	(545)	21%	(186)	6%	(48)	10%	(89)	868
RD/WT: Right Direction	52%	(159)	27%	(81)	7%	(22)	14%	(43)	305
RD/WT: Wrong Track	66%	(462)	19%	(135)	5%	(36)	9%	(62)	695
Trump Job Approve	57%	(157)	23%	(63)	8%	(22)	12%	(33)	274
Trump Job Disapprove	68%	(396)	21%	(123)	5%	(28)	7%	(39)	586
Trump Job Strongly Approve	55%	(60)	23%	(25)	7%	(8)	14%	(15)	109
Trump Job Somewhat Approve	58%	(96)	23%	(38)	8%	(14)	11%	(18)	166
Trump Job Somewhat Disapprove	62%	(129)	27%	(56)	8%	(16)	4%	(8)	209
Trump Job Strongly Disapprove	71%	(267)	18%	(67)	3%	(12)	8%	(31)	377
Favorable of Trump	64%	(163)	21%	(54)	7%	(18)	8%	(22)	256
Unfavorable of Trump	67%	(407)	22%	(132)	6%	(34)	5%	(33)	606
Very Favorable of Trump	65%	(71)	22%	(24)	4%	(4)	9%	(10)	109
Somewhat Favorable of Trump	62%	(92)	21%	(30)	9%	(13)	8%	(12)	147
Somewhat Unfavorable of Trump	60%	(105)	27%	(48)	9%	(15)	4%	(7)	176
Very Unfavorable of Trump	70%	(301)	20%	(84)	4%	(19)	6%	(26)	430
#1 Issue: Economy	66%	(196)	18%	(54)	7%	(21)	8%	(25)	296
#1 Issue: Security	61%	(46)	30%	(23)	3%	(2)	6%	(5)	76
#1 Issue: Health Care	65%	(110)	21%	(36)	6%	(10)	8%	(14)	171
#1 Issue: Women's Issues	74%	(87)	16%	(19)	2%	(2)	8%	(9)	117
#1 Issue: Education	51%	(73)	29%	(43)	8%	(12)	12%	(17)	145
#1 Issue: Energy	69%	(67)	19%	(19)	5%	(5)	7%	(7)	98
#1 Issue: Other	44%	(36)	24%	(20)	4%	(3)	29%	(24)	82

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**Table MGC26\_11:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?*  
*Treat employees well*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	62%	(621)	22%	(216)	6%	(58)	10%	(105)	1000
2018 House Vote: Democrat	67%	(75)	26%	(30)	4%	(4)	3%	(3)	112
2016 Vote: Hillary Clinton	66%	(52)	23%	(18)	5%	(4)	5%	(4)	78
2016 Vote: Didn't Vote	61%	(541)	22%	(190)	6%	(52)	11%	(98)	881
Voted in 2014: No	62%	(606)	21%	(209)	6%	(55)	11%	(103)	972
2012 Vote: Didn't Vote	62%	(607)	22%	(212)	6%	(56)	11%	(103)	978
4-Region: Northeast	61%	(132)	24%	(51)	9%	(19)	7%	(14)	216
4-Region: Midwest	63%	(146)	22%	(50)	4%	(10)	11%	(26)	232
4-Region: South	58%	(196)	22%	(75)	6%	(21)	13%	(44)	337
4-Region: West	68%	(148)	18%	(39)	4%	(8)	10%	(21)	216

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

**Table MGC26\_12:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Always do what is best for customers, even in challenging times*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	49%	(488)	33%	(334)	8%	(77)	10%	(101)	1000
Gender: Male	45%	(220)	36%	(176)	8%	(38)	11%	(55)	489
Gender: Female	53%	(269)	31%	(158)	8%	(39)	9%	(46)	511
Age: 18-34	47%	(239)	34%	(173)	10%	(49)	9%	(46)	506
Generation Z: 13-23	49%	(488)	33%	(334)	8%	(77)	10%	(101)	1000
PID: Dem (no lean)	53%	(188)	34%	(121)	6%	(22)	7%	(23)	355
PID: Ind (no lean)	45%	(200)	32%	(143)	8%	(37)	14%	(64)	445
PID: Rep (no lean)	50%	(100)	35%	(69)	9%	(18)	7%	(13)	201
PID/Gender: Dem Men	54%	(86)	31%	(49)	8%	(13)	7%	(12)	160
PID/Gender: Dem Women	52%	(102)	37%	(72)	5%	(9)	6%	(12)	195
PID/Gender: Ind Men	38%	(84)	40%	(89)	6%	(14)	16%	(35)	223
PID/Gender: Ind Women	52%	(116)	24%	(54)	10%	(23)	13%	(29)	222
PID/Gender: Rep Men	46%	(49)	36%	(38)	10%	(11)	8%	(8)	106
PID/Gender: Rep Women	54%	(51)	33%	(31)	8%	(7)	5%	(5)	95
Ideo: Liberal (1-3)	54%	(174)	36%	(116)	7%	(22)	4%	(12)	324
Ideo: Moderate (4)	47%	(87)	38%	(70)	7%	(13)	8%	(15)	185
Ideo: Conservative (5-7)	55%	(95)	30%	(52)	10%	(18)	5%	(8)	173
Educ: < College	49%	(452)	33%	(305)	7%	(63)	11%	(97)	916
Educ: Bachelors degree	45%	(33)	37%	(27)	16%	(12)	1%	(1)	72
Income: Under 50k	46%	(225)	32%	(156)	10%	(46)	12%	(61)	488
Income: 50k-100k	53%	(173)	35%	(113)	7%	(22)	6%	(21)	328
Income: 100k+	49%	(91)	35%	(65)	5%	(9)	11%	(19)	183
Ethnicity: White	50%	(321)	34%	(219)	8%	(50)	7%	(48)	638
Ethnicity: Hispanic	42%	(85)	37%	(75)	7%	(15)	14%	(28)	203
Ethnicity: Afr. Am.	46%	(60)	26%	(34)	13%	(17)	16%	(20)	131
Ethnicity: Other	46%	(107)	35%	(81)	4%	(10)	14%	(33)	231
All Christian	56%	(152)	34%	(93)	5%	(13)	6%	(16)	274
All Non-Christian	62%	(40)	25%	(16)	7%	(4)	7%	(4)	65
Atheist	36%	(40)	47%	(53)	9%	(10)	8%	(9)	113
Agnostic/Nothing in particular	47%	(255)	31%	(172)	9%	(50)	13%	(71)	548
Religious Non-Protestant/Catholic	62%	(51)	24%	(20)	6%	(5)	8%	(7)	82

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**Table MGC26\_12:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Always do what is best for customers, even in challenging times*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	49%	(488)	33%	(334)	8%	(77)	10%	(101)	1000
Evangelical	52%	(93)	30%	(55)	9%	(16)	9%	(16)	180
Non-Evangelical	54%	(154)	31%	(89)	7%	(20)	7%	(20)	283
Community: Urban	53%	(135)	31%	(79)	6%	(16)	10%	(25)	256
Community: Suburban	49%	(265)	34%	(186)	7%	(39)	9%	(50)	539
Community: Rural	43%	(88)	33%	(69)	11%	(23)	13%	(26)	206
Employ: Private Sector	45%	(38)	36%	(30)	15%	(13)	4%	(3)	84
Employ: Unemployed	43%	(66)	36%	(56)	7%	(10)	14%	(22)	154
Military HH: Yes	48%	(64)	30%	(40)	10%	(14)	12%	(15)	132
Military HH: No	49%	(424)	34%	(294)	7%	(63)	10%	(85)	868
RD/WT: Right Direction	45%	(137)	32%	(96)	11%	(32)	13%	(40)	305
RD/WT: Wrong Track	51%	(351)	34%	(238)	6%	(45)	9%	(61)	695
Trump Job Approve	50%	(138)	30%	(81)	9%	(25)	11%	(30)	274
Trump Job Disapprove	51%	(298)	36%	(210)	7%	(41)	6%	(37)	586
Trump Job Strongly Approve	55%	(60)	23%	(25)	8%	(9)	13%	(14)	109
Trump Job Somewhat Approve	47%	(78)	34%	(56)	10%	(16)	10%	(16)	166
Trump Job Somewhat Disapprove	50%	(105)	37%	(77)	7%	(15)	5%	(11)	209
Trump Job Strongly Disapprove	51%	(193)	35%	(133)	7%	(26)	7%	(26)	377
Favorable of Trump	55%	(141)	28%	(72)	9%	(24)	7%	(19)	256
Unfavorable of Trump	50%	(305)	37%	(224)	7%	(43)	6%	(34)	606
Very Favorable of Trump	60%	(65)	23%	(25)	8%	(9)	9%	(10)	109
Somewhat Favorable of Trump	52%	(76)	32%	(47)	10%	(15)	6%	(9)	147
Somewhat Unfavorable of Trump	46%	(81)	40%	(71)	7%	(12)	7%	(12)	176
Very Unfavorable of Trump	52%	(224)	36%	(153)	7%	(31)	5%	(22)	430
#1 Issue: Economy	55%	(162)	32%	(94)	6%	(18)	8%	(22)	296
#1 Issue: Security	47%	(36)	33%	(25)	10%	(7)	10%	(7)	76
#1 Issue: Health Care	48%	(82)	37%	(63)	8%	(14)	7%	(12)	171
#1 Issue: Women's Issues	56%	(66)	30%	(35)	7%	(8)	7%	(8)	117
#1 Issue: Education	44%	(64)	31%	(45)	13%	(20)	11%	(16)	145
#1 Issue: Energy	48%	(47)	40%	(40)	4%	(4)	8%	(8)	98
#1 Issue: Other	34%	(28)	33%	(27)	4%	(3)	29%	(24)	82

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**Table MGC26\_12:** *In general, how important is it to you that companies you purchase goods or services from do each of the following?  
Always do what is best for customers, even in challenging times*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	49%	(488)	33%	(334)	8%	(77)	10%	(101)	1000
2018 House Vote: Democrat	51%	(57)	34%	(38)	12%	(13)	3%	(3)	112
2016 Vote: Hillary Clinton	41%	(32)	40%	(31)	12%	(9)	6%	(5)	78
2016 Vote: Didn't Vote	49%	(434)	33%	(290)	7%	(63)	11%	(94)	881
Voted in 2014: No	49%	(476)	33%	(323)	8%	(74)	10%	(98)	972
2012 Vote: Didn't Vote	49%	(478)	33%	(327)	8%	(73)	10%	(99)	978
4-Region: Northeast	49%	(105)	36%	(79)	6%	(14)	8%	(18)	216
4-Region: Midwest	50%	(116)	32%	(73)	8%	(19)	10%	(24)	232
4-Region: South	49%	(164)	30%	(103)	9%	(29)	12%	(41)	337
4-Region: West	48%	(103)	37%	(79)	7%	(16)	8%	(18)	216

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

**Table MGC27\_1:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product is high quality

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	55%	(546)	28%	(283)	7%	(71)	10%	(99)	1000
Gender: Male	56%	(272)	25%	(124)	8%	(38)	11%	(54)	489
Gender: Female	54%	(274)	31%	(159)	6%	(33)	9%	(46)	511
Age: 18-34	53%	(267)	31%	(157)	8%	(41)	8%	(41)	506
Generation Z: 13-23	55%	(546)	28%	(283)	7%	(71)	10%	(99)	1000
PID: Dem (no lean)	59%	(209)	28%	(101)	6%	(21)	7%	(24)	355
PID: Ind (no lean)	51%	(229)	27%	(122)	8%	(35)	13%	(59)	445
PID: Rep (no lean)	54%	(108)	30%	(61)	8%	(15)	8%	(16)	201
PID/Gender: Dem Men	64%	(103)	23%	(36)	5%	(8)	8%	(13)	160
PID/Gender: Dem Women	55%	(107)	33%	(64)	6%	(13)	6%	(11)	195
PID/Gender: Ind Men	50%	(112)	26%	(59)	9%	(20)	14%	(32)	223
PID/Gender: Ind Women	53%	(117)	29%	(63)	7%	(15)	12%	(27)	222
PID/Gender: Rep Men	54%	(57)	28%	(29)	9%	(10)	9%	(9)	106
PID/Gender: Rep Women	54%	(51)	33%	(31)	6%	(5)	7%	(7)	95
Ideo: Liberal (1-3)	61%	(199)	26%	(85)	8%	(25)	5%	(15)	324
Ideo: Moderate (4)	61%	(113)	28%	(51)	3%	(6)	8%	(15)	185
Ideo: Conservative (5-7)	60%	(103)	29%	(50)	8%	(14)	4%	(6)	173
Educ: < College	55%	(502)	28%	(256)	7%	(64)	10%	(95)	916
Educ: Bachelors degree	57%	(41)	32%	(23)	8%	(6)	3%	(2)	72
Income: Under 50k	48%	(233)	30%	(146)	9%	(45)	13%	(64)	488
Income: 50k-100k	61%	(201)	28%	(92)	5%	(17)	6%	(19)	328
Income: 100k+	61%	(112)	25%	(46)	5%	(9)	9%	(17)	183
Ethnicity: White	57%	(360)	29%	(188)	7%	(45)	7%	(44)	638
Ethnicity: Hispanic	47%	(95)	29%	(58)	9%	(18)	16%	(32)	203
Ethnicity: Afr. Am.	49%	(64)	22%	(29)	12%	(16)	16%	(22)	131
Ethnicity: Other	52%	(121)	29%	(66)	4%	(10)	15%	(34)	231
All Christian	62%	(169)	27%	(75)	5%	(15)	6%	(16)	274
All Non-Christian	59%	(39)	22%	(14)	9%	(6)	10%	(6)	65
Atheist	60%	(68)	24%	(28)	7%	(8)	8%	(9)	113
Agnostic/Nothing in particular	49%	(271)	30%	(167)	8%	(42)	12%	(68)	548
Religious Non-Protestant/Catholic	62%	(51)	20%	(16)	8%	(7)	10%	(8)	82

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**Table MGC27\_1:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product is high quality

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	55%	(546)	28%	(283)	7%	(71)	10%	(99)	1000
Evangelical	56%	(100)	31%	(56)	7%	(12)	7%	(12)	180
Non-Evangelical	61%	(171)	26%	(74)	6%	(18)	7%	(20)	283
Community: Urban	59%	(150)	25%	(63)	6%	(16)	10%	(26)	256
Community: Suburban	57%	(306)	30%	(162)	5%	(25)	8%	(45)	539
Community: Rural	44%	(90)	28%	(59)	14%	(29)	14%	(28)	206
Employ: Private Sector	60%	(51)	31%	(26)	5%	(4)	4%	(3)	84
Employ: Unemployed	50%	(76)	28%	(43)	10%	(15)	13%	(19)	154
Military HH: Yes	47%	(62)	30%	(40)	11%	(14)	12%	(16)	132
Military HH: No	56%	(484)	28%	(243)	7%	(57)	10%	(84)	868
RD/WT: Right Direction	49%	(150)	28%	(86)	10%	(31)	13%	(38)	305
RD/WT: Wrong Track	57%	(396)	28%	(198)	6%	(40)	9%	(61)	695
Trump Job Approve	60%	(163)	23%	(64)	8%	(22)	9%	(25)	274
Trump Job Disapprove	56%	(327)	29%	(172)	7%	(42)	8%	(45)	586
Trump Job Strongly Approve	59%	(64)	25%	(27)	5%	(6)	11%	(12)	109
Trump Job Somewhat Approve	60%	(99)	22%	(37)	10%	(16)	8%	(14)	166
Trump Job Somewhat Disapprove	54%	(114)	31%	(65)	9%	(18)	6%	(12)	209
Trump Job Strongly Disapprove	57%	(213)	29%	(108)	6%	(23)	9%	(33)	377
Favorable of Trump	62%	(158)	25%	(64)	7%	(19)	6%	(15)	256
Unfavorable of Trump	55%	(336)	31%	(189)	8%	(46)	6%	(35)	606
Very Favorable of Trump	60%	(65)	23%	(26)	9%	(10)	8%	(9)	109
Somewhat Favorable of Trump	63%	(93)	26%	(38)	6%	(10)	4%	(6)	147
Somewhat Unfavorable of Trump	52%	(91)	34%	(60)	10%	(17)	5%	(8)	176
Very Unfavorable of Trump	57%	(245)	30%	(129)	7%	(30)	6%	(27)	430
#1 Issue: Economy	59%	(176)	29%	(85)	6%	(18)	6%	(17)	296
#1 Issue: Security	56%	(42)	27%	(21)	10%	(8)	6%	(5)	76
#1 Issue: Health Care	52%	(89)	34%	(58)	6%	(10)	8%	(13)	171
#1 Issue: Women's Issues	59%	(69)	30%	(35)	4%	(4)	8%	(10)	117
#1 Issue: Education	49%	(71)	29%	(43)	12%	(18)	10%	(14)	145
#1 Issue: Energy	65%	(63)	19%	(18)	7%	(7)	10%	(9)	98
#1 Issue: Other	40%	(33)	25%	(21)	5%	(4)	30%	(25)	82

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**Table MGC27\_1:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product is high quality

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	55%	(546)	28%	(283)	7%	(71)	10%	(99)	1000
2018 House Vote: Democrat	56%	(63)	35%	(39)	6%	(7)	3%	(3)	112
2016 Vote: Hillary Clinton	45%	(35)	40%	(31)	8%	(6)	7%	(6)	78
2016 Vote: Didn't Vote	55%	(484)	27%	(240)	7%	(64)	11%	(93)	881
Voted in 2014: No	56%	(540)	27%	(267)	7%	(68)	10%	(97)	972
2012 Vote: Didn't Vote	55%	(537)	28%	(272)	7%	(71)	10%	(98)	978
4-Region: Northeast	54%	(117)	30%	(64)	9%	(20)	7%	(15)	216
4-Region: Midwest	53%	(122)	30%	(69)	7%	(17)	10%	(24)	232
4-Region: South	52%	(176)	29%	(96)	8%	(27)	11%	(38)	337
4-Region: West	61%	(131)	25%	(54)	4%	(8)	11%	(23)	216

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

**Table MGC27\_2:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product has good value for its cost

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	59%	(587)	26%	(256)	7%	(69)	9%	(88)	1000
Gender: Male	53%	(259)	29%	(140)	8%	(37)	11%	(53)	489
Gender: Female	64%	(328)	23%	(116)	6%	(32)	7%	(35)	511
Age: 18-34	55%	(277)	29%	(149)	8%	(42)	8%	(38)	506
Generation Z: 13-23	59%	(587)	26%	(256)	7%	(69)	9%	(88)	1000
PID: Dem (no lean)	63%	(224)	26%	(93)	5%	(17)	6%	(21)	355
PID: Ind (no lean)	54%	(241)	24%	(107)	9%	(39)	13%	(58)	445
PID: Rep (no lean)	61%	(122)	28%	(55)	7%	(13)	5%	(10)	201
PID/Gender: Dem Men	60%	(95)	29%	(46)	5%	(7)	7%	(12)	160
PID/Gender: Dem Women	66%	(128)	24%	(48)	5%	(9)	5%	(9)	195
PID/Gender: Ind Men	46%	(102)	29%	(63)	10%	(23)	15%	(34)	223
PID/Gender: Ind Women	62%	(139)	20%	(44)	7%	(16)	11%	(23)	222
PID/Gender: Rep Men	58%	(61)	29%	(30)	6%	(7)	7%	(7)	106
PID/Gender: Rep Women	65%	(61)	26%	(25)	7%	(6)	2%	(2)	95
Ideo: Liberal (1-3)	64%	(208)	25%	(82)	6%	(18)	5%	(15)	324
Ideo: Moderate (4)	62%	(115)	26%	(49)	5%	(8)	7%	(13)	185
Ideo: Conservative (5-7)	67%	(117)	21%	(37)	9%	(16)	2%	(4)	173
Educ: < College	59%	(542)	25%	(228)	6%	(59)	9%	(86)	916
Educ: Bachelors degree	54%	(39)	36%	(26)	10%	(7)	—	(0)	72
Income: Under 50k	52%	(254)	27%	(132)	9%	(44)	12%	(59)	488
Income: 50k-100k	66%	(215)	25%	(81)	6%	(19)	4%	(13)	328
Income: 100k+	64%	(117)	24%	(43)	4%	(7)	9%	(16)	183
Ethnicity: White	63%	(401)	24%	(151)	7%	(46)	6%	(40)	638
Ethnicity: Hispanic	49%	(99)	27%	(55)	10%	(20)	14%	(28)	203
Ethnicity: Afr. Am.	48%	(63)	29%	(38)	7%	(9)	16%	(22)	131
Ethnicity: Other	53%	(123)	29%	(67)	6%	(14)	12%	(27)	231
All Christian	67%	(185)	24%	(65)	4%	(10)	5%	(14)	274
All Non-Christian	63%	(41)	22%	(14)	7%	(5)	8%	(5)	65
Atheist	60%	(67)	28%	(32)	7%	(8)	5%	(5)	113
Agnostic/Nothing in particular	54%	(294)	26%	(145)	8%	(46)	12%	(63)	548
Religious Non-Protestant/Catholic	66%	(54)	20%	(16)	6%	(5)	9%	(7)	82

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**Table MGC27\_2:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product has good value for its cost

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	59%	(587)	26%	(256)	7%	(69)	9%	(88)	1000
Evangelical	60%	(108)	24%	(43)	8%	(15)	8%	(14)	180
Non-Evangelical	64%	(182)	26%	(74)	4%	(11)	6%	(17)	283
Community: Urban	59%	(150)	26%	(65)	8%	(20)	8%	(21)	256
Community: Suburban	60%	(325)	27%	(144)	6%	(32)	7%	(38)	539
Community: Rural	55%	(113)	23%	(47)	8%	(17)	14%	(29)	206
Employ: Private Sector	60%	(50)	32%	(27)	3%	(3)	5%	(4)	84
Employ: Unemployed	51%	(78)	29%	(45)	9%	(14)	11%	(17)	154
Military HH: Yes	59%	(78)	25%	(33)	6%	(8)	11%	(14)	132
Military HH: No	59%	(509)	26%	(223)	7%	(61)	9%	(74)	868
RD/WT: Right Direction	52%	(158)	28%	(85)	9%	(28)	11%	(34)	305
RD/WT: Wrong Track	62%	(429)	25%	(171)	6%	(41)	8%	(54)	695
Trump Job Approve	64%	(176)	19%	(53)	8%	(23)	8%	(22)	274
Trump Job Disapprove	60%	(350)	28%	(164)	6%	(34)	7%	(39)	586
Trump Job Strongly Approve	64%	(70)	16%	(18)	11%	(12)	8%	(9)	109
Trump Job Somewhat Approve	64%	(106)	22%	(36)	6%	(10)	8%	(13)	166
Trump Job Somewhat Disapprove	57%	(119)	31%	(65)	6%	(12)	6%	(13)	209
Trump Job Strongly Disapprove	61%	(231)	26%	(98)	6%	(22)	7%	(26)	377
Favorable of Trump	67%	(172)	20%	(52)	7%	(19)	5%	(13)	256
Unfavorable of Trump	60%	(365)	29%	(174)	6%	(38)	5%	(28)	606
Very Favorable of Trump	63%	(69)	20%	(21)	10%	(11)	7%	(7)	109
Somewhat Favorable of Trump	70%	(103)	21%	(31)	5%	(7)	4%	(6)	147
Somewhat Unfavorable of Trump	55%	(96)	33%	(58)	7%	(12)	5%	(9)	176
Very Unfavorable of Trump	63%	(269)	27%	(116)	6%	(26)	4%	(19)	430
#1 Issue: Economy	64%	(189)	23%	(68)	7%	(21)	6%	(18)	296
#1 Issue: Security	60%	(46)	27%	(20)	6%	(5)	6%	(5)	76
#1 Issue: Health Care	51%	(87)	37%	(63)	7%	(12)	5%	(9)	171
#1 Issue: Women's Issues	71%	(83)	17%	(20)	5%	(6)	7%	(9)	117
#1 Issue: Education	55%	(80)	27%	(39)	8%	(12)	10%	(15)	145
#1 Issue: Energy	68%	(67)	19%	(19)	5%	(5)	8%	(7)	98
#1 Issue: Other	40%	(33)	28%	(23)	5%	(4)	26%	(22)	82

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**Table MGC27\_2:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product has good value for its cost

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	59%	(587)	26%	(256)	7%	(69)	9%	(88)	1000
2018 House Vote: Democrat	53%	(60)	39%	(43)	6%	(6)	3%	(3)	112
2016 Vote: Hillary Clinton	49%	(38)	39%	(30)	8%	(6)	4%	(3)	78
2016 Vote: Didn't Vote	59%	(522)	25%	(216)	7%	(59)	9%	(84)	881
Voted in 2014: No	59%	(578)	25%	(243)	7%	(65)	9%	(85)	972
2012 Vote: Didn't Vote	59%	(575)	25%	(248)	7%	(68)	9%	(86)	978
4-Region: Northeast	62%	(133)	27%	(59)	6%	(13)	5%	(11)	216
4-Region: Midwest	58%	(133)	25%	(57)	8%	(18)	10%	(23)	232
4-Region: South	55%	(185)	26%	(87)	9%	(30)	10%	(34)	337
4-Region: West	63%	(135)	24%	(53)	4%	(8)	9%	(20)	216

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

**Table MGC27\_3:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The return policy is convenient

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(349)	37%	(371)	16%	(158)	12%	(122)	1000
Gender: Male	33%	(159)	38%	(188)	15%	(75)	14%	(67)	489
Gender: Female	37%	(190)	36%	(184)	16%	(83)	11%	(55)	511
Age: 18-34	35%	(177)	38%	(190)	15%	(78)	12%	(60)	506
Generation Z: 13-23	35%	(349)	37%	(371)	16%	(158)	12%	(122)	1000
PID: Dem (no lean)	38%	(134)	40%	(142)	13%	(46)	9%	(33)	355
PID: Ind (no lean)	33%	(146)	34%	(151)	18%	(80)	15%	(68)	445
PID: Rep (no lean)	34%	(69)	39%	(78)	16%	(32)	11%	(21)	201
PID/Gender: Dem Men	40%	(64)	40%	(65)	11%	(17)	9%	(15)	160
PID/Gender: Dem Women	36%	(71)	40%	(78)	14%	(28)	9%	(18)	195
PID/Gender: Ind Men	29%	(64)	37%	(83)	18%	(39)	17%	(37)	223
PID/Gender: Ind Women	37%	(82)	31%	(68)	18%	(41)	14%	(31)	222
PID/Gender: Rep Men	30%	(32)	38%	(40)	18%	(19)	15%	(15)	106
PID/Gender: Rep Women	39%	(37)	40%	(38)	14%	(13)	6%	(6)	95
Ideo: Liberal (1-3)	33%	(106)	40%	(131)	19%	(63)	8%	(24)	324
Ideo: Moderate (4)	38%	(71)	39%	(72)	12%	(21)	11%	(21)	185
Ideo: Conservative (5-7)	46%	(79)	31%	(54)	18%	(32)	5%	(8)	173
Educ: < College	35%	(324)	37%	(336)	15%	(141)	13%	(115)	916
Educ: Bachelors degree	29%	(21)	45%	(32)	21%	(15)	5%	(3)	72
Income: Under 50k	34%	(166)	34%	(167)	16%	(78)	16%	(78)	488
Income: 50k-100k	35%	(116)	42%	(139)	15%	(49)	7%	(23)	328
Income: 100k+	37%	(67)	36%	(65)	16%	(30)	11%	(21)	183
Ethnicity: White	35%	(224)	37%	(238)	18%	(116)	9%	(60)	638
Ethnicity: Hispanic	32%	(65)	38%	(78)	14%	(28)	16%	(32)	203
Ethnicity: Afr. Am.	35%	(46)	32%	(42)	11%	(14)	22%	(28)	131
Ethnicity: Other	34%	(79)	39%	(91)	12%	(27)	15%	(34)	231
All Christian	38%	(105)	41%	(113)	12%	(33)	8%	(23)	274
All Non-Christian	43%	(28)	37%	(24)	11%	(7)	9%	(6)	65
Atheist	28%	(31)	38%	(42)	23%	(26)	12%	(14)	113
Agnostic/Nothing in particular	34%	(185)	35%	(192)	17%	(92)	14%	(79)	548
Religious Non-Protestant/Catholic	40%	(33)	35%	(29)	14%	(12)	10%	(8)	82

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**Table MGC27\_3:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The return policy is convenient

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(349)	37%	(371)	16%	(158)	12%	(122)	1000
Evangelical	40%	(72)	43%	(77)	9%	(16)	8%	(15)	180
Non-Evangelical	38%	(108)	37%	(104)	15%	(42)	10%	(29)	283
Community: Urban	39%	(100)	36%	(91)	13%	(32)	13%	(32)	256
Community: Suburban	35%	(187)	41%	(219)	15%	(79)	10%	(55)	539
Community: Rural	30%	(62)	30%	(61)	23%	(47)	17%	(35)	206
Employ: Private Sector	30%	(25)	44%	(37)	15%	(13)	10%	(9)	84
Employ: Unemployed	38%	(58)	31%	(47)	16%	(24)	16%	(24)	154
Military HH: Yes	29%	(39)	33%	(43)	23%	(30)	15%	(20)	132
Military HH: No	36%	(310)	38%	(328)	15%	(128)	12%	(102)	868
RD/WT: Right Direction	32%	(99)	39%	(118)	15%	(44)	14%	(44)	305
RD/WT: Wrong Track	36%	(250)	36%	(253)	16%	(113)	11%	(78)	695
Trump Job Approve	36%	(100)	38%	(106)	13%	(34)	13%	(34)	274
Trump Job Disapprove	37%	(215)	38%	(221)	17%	(97)	9%	(54)	586
Trump Job Strongly Approve	39%	(42)	37%	(40)	14%	(15)	11%	(11)	109
Trump Job Somewhat Approve	35%	(58)	40%	(65)	12%	(20)	14%	(23)	166
Trump Job Somewhat Disapprove	38%	(80)	39%	(82)	16%	(34)	7%	(14)	209
Trump Job Strongly Disapprove	36%	(135)	37%	(139)	17%	(63)	11%	(40)	377
Favorable of Trump	38%	(98)	36%	(93)	14%	(37)	11%	(28)	256
Unfavorable of Trump	36%	(218)	40%	(242)	17%	(101)	7%	(44)	606
Very Favorable of Trump	37%	(41)	39%	(43)	13%	(15)	10%	(11)	109
Somewhat Favorable of Trump	39%	(57)	34%	(50)	15%	(22)	12%	(17)	147
Somewhat Unfavorable of Trump	35%	(61)	44%	(78)	15%	(27)	5%	(9)	176
Very Unfavorable of Trump	36%	(157)	38%	(165)	17%	(74)	8%	(35)	430
#1 Issue: Economy	41%	(121)	36%	(106)	12%	(35)	11%	(34)	296
#1 Issue: Security	35%	(27)	39%	(30)	15%	(11)	11%	(8)	76
#1 Issue: Health Care	35%	(60)	42%	(72)	16%	(27)	7%	(12)	171
#1 Issue: Women's Issues	37%	(44)	32%	(38)	19%	(22)	12%	(14)	117
#1 Issue: Education	29%	(43)	41%	(60)	15%	(22)	14%	(20)	145
#1 Issue: Energy	36%	(35)	33%	(32)	22%	(22)	9%	(9)	98
#1 Issue: Other	23%	(19)	33%	(28)	16%	(13)	27%	(23)	82

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**Table MGC27\_3:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The return policy is convenient

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	35%	(349)	37%	(371)	16%	(158)	12%	(122)	1000
2018 House Vote: Democrat	32%	(36)	46%	(52)	16%	(18)	6%	(6)	112
2016 Vote: Hillary Clinton	30%	(23)	46%	(35)	17%	(13)	8%	(6)	78
2016 Vote: Didn't Vote	35%	(307)	36%	(319)	16%	(141)	13%	(113)	881
Voted in 2014: No	35%	(341)	37%	(358)	16%	(155)	12%	(119)	972
2012 Vote: Didn't Vote	35%	(341)	37%	(359)	16%	(157)	12%	(120)	978
4-Region: Northeast	35%	(76)	37%	(79)	17%	(37)	11%	(23)	216
4-Region: Midwest	33%	(76)	36%	(84)	17%	(40)	13%	(30)	232
4-Region: South	34%	(113)	38%	(127)	16%	(54)	13%	(43)	337
4-Region: West	39%	(83)	37%	(80)	12%	(27)	12%	(26)	216

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

**Table MGC27\_4:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product is widely available

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	38%	(379)	38%	(379)	14%	(137)	11%	(105)	1000
Gender: Male	35%	(169)	37%	(183)	16%	(76)	13%	(61)	489
Gender: Female	41%	(211)	38%	(196)	12%	(61)	9%	(44)	511
Age: 18-34	39%	(198)	38%	(194)	13%	(67)	9%	(47)	506
Generation Z: 13-23	38%	(379)	38%	(379)	14%	(137)	11%	(105)	1000
PID: Dem (no lean)	41%	(144)	40%	(141)	13%	(46)	7%	(24)	355
PID: Ind (no lean)	37%	(165)	35%	(158)	13%	(57)	15%	(66)	445
PID: Rep (no lean)	35%	(70)	40%	(80)	17%	(35)	8%	(16)	201
PID/Gender: Dem Men	44%	(70)	34%	(54)	14%	(22)	9%	(14)	160
PID/Gender: Dem Women	38%	(74)	45%	(87)	12%	(24)	5%	(10)	195
PID/Gender: Ind Men	31%	(68)	39%	(86)	14%	(30)	17%	(38)	223
PID/Gender: Ind Women	44%	(97)	32%	(71)	12%	(26)	12%	(27)	222
PID/Gender: Rep Men	29%	(30)	41%	(43)	22%	(24)	8%	(9)	106
PID/Gender: Rep Women	42%	(40)	39%	(37)	11%	(11)	8%	(7)	95
Ideo: Liberal (1-3)	39%	(126)	40%	(129)	15%	(50)	6%	(20)	324
Ideo: Moderate (4)	42%	(77)	36%	(67)	12%	(23)	10%	(18)	185
Ideo: Conservative (5-7)	42%	(73)	40%	(69)	14%	(24)	4%	(6)	173
Educ: < College	38%	(346)	38%	(350)	13%	(122)	11%	(99)	916
Educ: Bachelors degree	45%	(32)	38%	(27)	14%	(10)	3%	(2)	72
Income: Under 50k	37%	(181)	35%	(169)	15%	(75)	13%	(63)	488
Income: 50k-100k	39%	(129)	42%	(137)	12%	(39)	7%	(24)	328
Income: 100k+	38%	(69)	40%	(73)	13%	(23)	10%	(18)	183
Ethnicity: White	39%	(248)	40%	(255)	13%	(82)	8%	(52)	638
Ethnicity: Hispanic	38%	(76)	35%	(71)	12%	(25)	15%	(31)	203
Ethnicity: Afr. Am.	38%	(49)	29%	(38)	18%	(23)	16%	(21)	131
Ethnicity: Other	35%	(82)	37%	(86)	14%	(32)	14%	(32)	231
All Christian	42%	(114)	39%	(108)	12%	(34)	7%	(18)	274
All Non-Christian	46%	(30)	28%	(18)	18%	(12)	7%	(5)	65
Atheist	43%	(49)	37%	(41)	11%	(12)	9%	(10)	113
Agnostic/Nothing in particular	34%	(186)	38%	(211)	14%	(79)	13%	(72)	548
Religious Non-Protestant/Catholic	43%	(35)	31%	(26)	17%	(14)	9%	(8)	82

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**Table MGC27\_4:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product is widely available

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	38%	(379)	38%	(379)	14%	(137)	11%	(105)	1000
Evangelical	42%	(75)	40%	(72)	13%	(23)	5%	(10)	180
Non-Evangelical	41%	(117)	37%	(104)	14%	(40)	8%	(23)	283
Community: Urban	43%	(110)	36%	(91)	10%	(26)	11%	(29)	256
Community: Suburban	36%	(196)	42%	(229)	12%	(66)	9%	(48)	539
Community: Rural	36%	(74)	29%	(59)	22%	(45)	14%	(29)	206
Employ: Private Sector	42%	(35)	39%	(33)	12%	(11)	7%	(6)	84
Employ: Unemployed	38%	(59)	34%	(52)	14%	(21)	15%	(23)	154
Military HH: Yes	35%	(46)	35%	(46)	17%	(22)	13%	(18)	132
Military HH: No	38%	(333)	38%	(332)	13%	(114)	10%	(88)	868
RD/WT: Right Direction	35%	(106)	38%	(117)	12%	(36)	15%	(47)	305
RD/WT: Wrong Track	39%	(274)	38%	(262)	15%	(101)	8%	(58)	695
Trump Job Approve	40%	(110)	36%	(99)	12%	(34)	12%	(32)	274
Trump Job Disapprove	40%	(236)	38%	(222)	14%	(85)	8%	(44)	586
Trump Job Strongly Approve	45%	(49)	31%	(34)	11%	(12)	13%	(14)	109
Trump Job Somewhat Approve	37%	(61)	39%	(65)	13%	(22)	11%	(18)	166
Trump Job Somewhat Disapprove	41%	(85)	37%	(77)	15%	(31)	8%	(16)	209
Trump Job Strongly Disapprove	40%	(150)	38%	(145)	14%	(54)	7%	(28)	377
Favorable of Trump	40%	(101)	38%	(98)	14%	(35)	8%	(22)	256
Unfavorable of Trump	40%	(242)	40%	(242)	14%	(86)	6%	(36)	606
Very Favorable of Trump	41%	(45)	34%	(37)	16%	(18)	9%	(9)	109
Somewhat Favorable of Trump	38%	(57)	42%	(61)	11%	(17)	8%	(12)	147
Somewhat Unfavorable of Trump	41%	(73)	40%	(70)	14%	(24)	5%	(9)	176
Very Unfavorable of Trump	39%	(169)	40%	(172)	14%	(62)	6%	(27)	430
#1 Issue: Economy	43%	(127)	38%	(113)	11%	(31)	8%	(25)	296
#1 Issue: Security	40%	(31)	32%	(24)	18%	(14)	10%	(7)	76
#1 Issue: Health Care	35%	(60)	46%	(78)	12%	(20)	8%	(13)	171
#1 Issue: Women's Issues	44%	(51)	32%	(38)	15%	(18)	9%	(11)	117
#1 Issue: Education	33%	(47)	38%	(55)	20%	(28)	10%	(14)	145
#1 Issue: Energy	38%	(37)	38%	(37)	14%	(14)	10%	(10)	98
#1 Issue: Other	29%	(24)	35%	(29)	8%	(6)	28%	(23)	82

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**Table MGC27\_4:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The product is widely available

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	38%	(379)	38%	(379)	14%	(137)	11%	(105)	1000
2018 House Vote: Democrat	39%	(44)	45%	(51)	11%	(12)	5%	(6)	112
2016 Vote: Hillary Clinton	32%	(25)	49%	(38)	12%	(9)	6%	(5)	78
2016 Vote: Didn't Vote	38%	(334)	37%	(325)	14%	(124)	11%	(98)	881
Voted in 2014: No	38%	(367)	38%	(369)	14%	(134)	11%	(102)	972
2012 Vote: Didn't Vote	38%	(369)	38%	(370)	14%	(136)	11%	(103)	978
4-Region: Northeast	39%	(83)	42%	(90)	14%	(30)	6%	(12)	216
4-Region: Midwest	35%	(81)	41%	(95)	11%	(25)	13%	(30)	232
4-Region: South	38%	(127)	33%	(113)	16%	(55)	13%	(43)	337
4-Region: West	41%	(89)	37%	(80)	12%	(27)	9%	(20)	216

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

**Table MGC27\_5:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The company's values match your own

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	27%	(274)	41%	(406)	18%	(185)	13%	(135)	1000
Gender: Male	26%	(129)	38%	(184)	20%	(96)	16%	(80)	489
Gender: Female	28%	(144)	44%	(223)	17%	(89)	11%	(55)	511
Age: 18-34	29%	(147)	40%	(201)	17%	(87)	14%	(70)	506
Generation Z: 13-23	27%	(274)	41%	(406)	18%	(185)	13%	(135)	1000
PID: Dem (no lean)	31%	(109)	47%	(166)	13%	(48)	9%	(32)	355
PID: Ind (no lean)	25%	(110)	35%	(156)	21%	(94)	19%	(84)	445
PID: Rep (no lean)	27%	(54)	42%	(85)	21%	(43)	10%	(19)	201
PID/Gender: Dem Men	28%	(45)	43%	(69)	16%	(26)	12%	(20)	160
PID/Gender: Dem Women	33%	(64)	50%	(97)	11%	(22)	6%	(12)	195
PID/Gender: Ind Men	25%	(55)	33%	(72)	21%	(47)	22%	(49)	223
PID/Gender: Ind Women	25%	(56)	38%	(83)	22%	(48)	16%	(35)	222
PID/Gender: Rep Men	28%	(30)	40%	(42)	22%	(23)	10%	(11)	106
PID/Gender: Rep Women	26%	(25)	45%	(42)	21%	(19)	9%	(8)	95
Ideo: Liberal (1-3)	32%	(102)	44%	(143)	17%	(54)	8%	(26)	324
Ideo: Moderate (4)	25%	(47)	42%	(78)	19%	(35)	14%	(26)	185
Ideo: Conservative (5-7)	30%	(52)	44%	(77)	17%	(29)	9%	(16)	173
Educ: < College	27%	(244)	41%	(373)	19%	(170)	14%	(129)	916
Educ: Bachelors degree	38%	(27)	38%	(28)	21%	(15)	3%	(3)	72
Income: Under 50k	25%	(120)	40%	(194)	20%	(95)	16%	(80)	488
Income: 50k-100k	33%	(109)	41%	(135)	16%	(54)	9%	(31)	328
Income: 100k+	25%	(45)	43%	(78)	20%	(36)	13%	(24)	183
Ethnicity: White	29%	(185)	41%	(260)	18%	(117)	12%	(76)	638
Ethnicity: Hispanic	28%	(57)	31%	(63)	24%	(49)	17%	(34)	203
Ethnicity: Afr. Am.	21%	(28)	44%	(58)	16%	(21)	18%	(24)	131
Ethnicity: Other	26%	(60)	38%	(89)	20%	(47)	15%	(35)	231
All Christian	30%	(82)	42%	(116)	19%	(51)	9%	(25)	274
All Non-Christian	29%	(19)	37%	(24)	21%	(13)	14%	(9)	65
Atheist	30%	(33)	40%	(46)	15%	(17)	15%	(17)	113
Agnostic/Nothing in particular	25%	(140)	40%	(221)	19%	(104)	15%	(84)	548
Religious Non-Protestant/Catholic	26%	(21)	41%	(34)	17%	(14)	16%	(13)	82

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**Table MGC27\_5:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The company's values match your own

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	27%	(274)	41%	(406)	18%	(185)	13%	(135)	1000
Evangelical	29%	(52)	48%	(86)	14%	(26)	9%	(16)	180
Non-Evangelical	29%	(83)	40%	(113)	20%	(57)	11%	(30)	283
Community: Urban	33%	(85)	38%	(98)	15%	(38)	14%	(35)	256
Community: Suburban	26%	(138)	42%	(226)	20%	(108)	12%	(67)	539
Community: Rural	25%	(50)	40%	(83)	19%	(39)	16%	(34)	206
Employ: Private Sector	29%	(24)	50%	(42)	14%	(12)	7%	(6)	84
Employ: Unemployed	24%	(36)	41%	(62)	21%	(32)	15%	(23)	154
Military HH: Yes	28%	(37)	37%	(49)	19%	(25)	16%	(21)	132
Military HH: No	27%	(236)	41%	(358)	18%	(160)	13%	(113)	868
RD/WT: Right Direction	24%	(74)	40%	(123)	18%	(56)	17%	(52)	305
RD/WT: Wrong Track	29%	(200)	41%	(283)	19%	(129)	12%	(83)	695
Trump Job Approve	27%	(74)	39%	(108)	21%	(58)	13%	(34)	274
Trump Job Disapprove	29%	(169)	41%	(243)	19%	(110)	11%	(63)	586
Trump Job Strongly Approve	28%	(30)	44%	(47)	15%	(16)	14%	(15)	109
Trump Job Somewhat Approve	26%	(44)	37%	(61)	25%	(42)	12%	(20)	166
Trump Job Somewhat Disapprove	30%	(62)	41%	(85)	21%	(43)	9%	(18)	209
Trump Job Strongly Disapprove	28%	(107)	42%	(158)	18%	(67)	12%	(45)	377
Favorable of Trump	28%	(71)	41%	(105)	21%	(54)	10%	(26)	256
Unfavorable of Trump	29%	(175)	42%	(255)	19%	(116)	10%	(60)	606
Very Favorable of Trump	31%	(33)	44%	(48)	16%	(17)	9%	(10)	109
Somewhat Favorable of Trump	26%	(38)	38%	(57)	25%	(36)	11%	(16)	147
Somewhat Unfavorable of Trump	29%	(51)	38%	(67)	23%	(41)	10%	(17)	176
Very Unfavorable of Trump	29%	(124)	44%	(188)	17%	(75)	10%	(43)	430
#1 Issue: Economy	28%	(84)	39%	(115)	21%	(63)	11%	(33)	296
#1 Issue: Security	33%	(25)	39%	(29)	17%	(13)	11%	(9)	76
#1 Issue: Health Care	28%	(47)	46%	(78)	17%	(28)	10%	(17)	171
#1 Issue: Women's Issues	31%	(36)	40%	(47)	17%	(20)	13%	(15)	117
#1 Issue: Education	19%	(27)	46%	(67)	20%	(30)	15%	(22)	145
#1 Issue: Energy	32%	(31)	35%	(34)	21%	(20)	13%	(12)	98
#1 Issue: Other	25%	(20)	34%	(28)	12%	(10)	29%	(24)	82

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**Table MGC27\_5:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The company's values match your own

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	27%	(274)	41%	(406)	18%	(185)	13%	(135)	1000
2018 House Vote: Democrat	32%	(35)	50%	(56)	13%	(14)	6%	(6)	112
2016 Vote: Hillary Clinton	25%	(19)	56%	(43)	13%	(10)	6%	(5)	78
2016 Vote: Didn't Vote	27%	(238)	40%	(350)	19%	(169)	14%	(124)	881
Voted in 2014: No	28%	(269)	40%	(392)	19%	(181)	13%	(130)	972
2012 Vote: Didn't Vote	27%	(265)	41%	(398)	19%	(182)	14%	(133)	978
4-Region: Northeast	29%	(63)	41%	(88)	19%	(41)	11%	(23)	216
4-Region: Midwest	24%	(55)	42%	(97)	20%	(47)	14%	(32)	232
4-Region: South	30%	(102)	40%	(136)	14%	(48)	15%	(52)	337
4-Region: West	25%	(54)	39%	(85)	23%	(49)	13%	(28)	216

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

**Table MGC27\_6:** When buying a product, how important are each of the following when deciding which brand to purchase?  
There are discounts or sales on the brand's products

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	38%	(383)	39%	(394)	12%	(119)	10%	(103)	1000
Gender: Male	35%	(172)	40%	(194)	14%	(67)	11%	(55)	489
Gender: Female	41%	(211)	39%	(200)	10%	(52)	9%	(48)	511
Age: 18-34	41%	(207)	39%	(199)	11%	(53)	9%	(46)	506
Generation Z: 13-23	38%	(383)	39%	(394)	12%	(119)	10%	(103)	1000
PID: Dem (no lean)	42%	(148)	41%	(147)	11%	(38)	6%	(22)	355
PID: Ind (no lean)	32%	(144)	39%	(172)	14%	(60)	16%	(69)	445
PID: Rep (no lean)	46%	(92)	38%	(76)	10%	(21)	6%	(12)	201
PID/Gender: Dem Men	41%	(65)	40%	(65)	12%	(19)	7%	(11)	160
PID/Gender: Dem Women	42%	(83)	42%	(82)	10%	(19)	6%	(11)	195
PID/Gender: Ind Men	28%	(62)	41%	(92)	15%	(32)	16%	(36)	223
PID/Gender: Ind Women	37%	(81)	36%	(80)	13%	(28)	15%	(33)	222
PID/Gender: Rep Men	42%	(45)	35%	(37)	15%	(16)	8%	(8)	106
PID/Gender: Rep Women	50%	(47)	41%	(39)	5%	(5)	4%	(4)	95
Ideo: Liberal (1-3)	39%	(127)	41%	(134)	15%	(48)	5%	(15)	324
Ideo: Moderate (4)	42%	(78)	43%	(81)	7%	(13)	7%	(14)	185
Ideo: Conservative (5-7)	52%	(90)	36%	(63)	10%	(17)	2%	(3)	173
Educ: < College	38%	(348)	39%	(359)	12%	(111)	11%	(98)	916
Educ: Bachelors degree	44%	(32)	43%	(31)	9%	(7)	3%	(2)	72
Income: Under 50k	37%	(180)	37%	(179)	13%	(65)	13%	(64)	488
Income: 50k-100k	41%	(136)	41%	(135)	11%	(36)	6%	(21)	328
Income: 100k+	37%	(67)	44%	(80)	10%	(18)	10%	(18)	183
Ethnicity: White	40%	(256)	41%	(258)	12%	(74)	8%	(49)	638
Ethnicity: Hispanic	35%	(71)	36%	(73)	13%	(26)	16%	(32)	203
Ethnicity: Afr. Am.	30%	(39)	40%	(52)	12%	(16)	18%	(23)	131
Ethnicity: Other	38%	(88)	36%	(83)	13%	(29)	13%	(31)	231
All Christian	43%	(117)	44%	(120)	8%	(22)	6%	(15)	274
All Non-Christian	58%	(38)	26%	(17)	10%	(6)	7%	(4)	65
Atheist	39%	(44)	38%	(43)	15%	(17)	7%	(8)	113
Agnostic/Nothing in particular	34%	(185)	39%	(214)	13%	(74)	14%	(75)	548
Religious Non-Protestant/Catholic	55%	(45)	26%	(22)	10%	(8)	8%	(7)	82

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**Table MGC27\_6:** When buying a product, how important are each of the following when deciding which brand to purchase?  
There are discounts or sales on the brand's products

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	38%	(383)	39%	(394)	12%	(119)	10%	(103)	1000
Evangelical	41%	(74)	42%	(75)	8%	(15)	9%	(15)	180
Non-Evangelical	39%	(111)	44%	(123)	10%	(28)	8%	(21)	283
Community: Urban	40%	(103)	39%	(99)	10%	(26)	11%	(28)	256
Community: Suburban	37%	(201)	41%	(223)	13%	(68)	9%	(47)	539
Community: Rural	39%	(80)	35%	(72)	12%	(25)	14%	(28)	206
Employ: Private Sector	40%	(34)	43%	(36)	10%	(8)	7%	(6)	84
Employ: Unemployed	34%	(53)	42%	(65)	12%	(19)	12%	(18)	154
Military HH: Yes	32%	(43)	40%	(53)	16%	(21)	12%	(16)	132
Military HH: No	39%	(341)	39%	(342)	11%	(98)	10%	(87)	868
RD/WT: Right Direction	36%	(111)	40%	(122)	9%	(28)	14%	(44)	305
RD/WT: Wrong Track	39%	(272)	39%	(272)	13%	(91)	9%	(59)	695
Trump Job Approve	43%	(119)	37%	(102)	10%	(26)	10%	(27)	274
Trump Job Disapprove	39%	(229)	40%	(237)	13%	(74)	8%	(45)	586
Trump Job Strongly Approve	48%	(52)	35%	(38)	7%	(8)	10%	(11)	109
Trump Job Somewhat Approve	40%	(67)	39%	(64)	11%	(18)	10%	(16)	166
Trump Job Somewhat Disapprove	39%	(81)	42%	(89)	12%	(25)	7%	(14)	209
Trump Job Strongly Disapprove	39%	(148)	39%	(148)	13%	(49)	8%	(31)	377
Favorable of Trump	46%	(117)	37%	(95)	10%	(27)	7%	(17)	256
Unfavorable of Trump	39%	(235)	42%	(255)	13%	(80)	6%	(37)	606
Very Favorable of Trump	48%	(53)	34%	(37)	10%	(11)	7%	(8)	109
Somewhat Favorable of Trump	44%	(65)	39%	(57)	11%	(15)	6%	(9)	147
Somewhat Unfavorable of Trump	40%	(70)	42%	(75)	12%	(21)	6%	(10)	176
Very Unfavorable of Trump	38%	(165)	42%	(180)	14%	(58)	6%	(27)	430
#1 Issue: Economy	40%	(117)	44%	(131)	8%	(24)	8%	(23)	296
#1 Issue: Security	43%	(33)	36%	(27)	9%	(7)	12%	(9)	76
#1 Issue: Health Care	43%	(73)	36%	(62)	14%	(24)	7%	(11)	171
#1 Issue: Women's Issues	42%	(49)	38%	(45)	11%	(12)	9%	(11)	117
#1 Issue: Education	39%	(56)	32%	(47)	19%	(27)	11%	(15)	145
#1 Issue: Energy	32%	(31)	49%	(48)	11%	(10)	8%	(8)	98
#1 Issue: Other	24%	(20)	39%	(32)	9%	(8)	27%	(23)	82

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**Table MGC27\_6:** When buying a product, how important are each of the following when deciding which brand to purchase?  
There are discounts or sales on the brand's products

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	38%	(383)	39%	(394)	12%	(119)	10%	(103)	1000
2018 House Vote: Democrat	36%	(40)	46%	(52)	16%	(18)	3%	(3)	112
2016 Vote: Hillary Clinton	38%	(30)	42%	(32)	14%	(11)	6%	(5)	78
2016 Vote: Didn't Vote	38%	(333)	39%	(346)	12%	(107)	11%	(96)	881
Voted in 2014: No	39%	(376)	39%	(381)	12%	(116)	10%	(100)	972
2012 Vote: Didn't Vote	38%	(373)	40%	(386)	12%	(117)	10%	(100)	978
4-Region: Northeast	43%	(93)	39%	(84)	10%	(22)	8%	(16)	216
4-Region: Midwest	33%	(76)	41%	(95)	14%	(33)	12%	(28)	232
4-Region: South	37%	(126)	38%	(129)	13%	(44)	11%	(37)	337
4-Region: West	41%	(89)	40%	(86)	9%	(20)	10%	(21)	216

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

**Table MGC27\_7:** When buying a product, how important are each of the following when deciding which brand to purchase?  
You have bought the brand before

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	29%	(290)	41%	(406)	17%	(172)	13%	(132)	1000
Gender: Male	28%	(135)	37%	(183)	19%	(91)	16%	(80)	489
Gender: Female	30%	(155)	44%	(223)	16%	(81)	10%	(52)	511
Age: 18-34	31%	(159)	39%	(196)	17%	(88)	12%	(63)	506
Generation Z: 13-23	29%	(290)	41%	(406)	17%	(172)	13%	(132)	1000
PID: Dem (no lean)	31%	(110)	42%	(150)	19%	(66)	8%	(29)	355
PID: Ind (no lean)	25%	(112)	39%	(175)	17%	(76)	18%	(81)	445
PID: Rep (no lean)	34%	(68)	41%	(81)	15%	(30)	11%	(21)	201
PID/Gender: Dem Men	32%	(51)	36%	(57)	22%	(35)	10%	(17)	160
PID/Gender: Dem Women	30%	(59)	47%	(92)	16%	(31)	6%	(13)	195
PID/Gender: Ind Men	23%	(51)	37%	(83)	18%	(39)	22%	(49)	223
PID/Gender: Ind Women	27%	(61)	41%	(92)	17%	(37)	15%	(32)	222
PID/Gender: Rep Men	31%	(33)	40%	(42)	16%	(17)	14%	(14)	106
PID/Gender: Rep Women	38%	(36)	41%	(39)	14%	(13)	7%	(7)	95
Ideo: Liberal (1-3)	32%	(103)	41%	(132)	19%	(62)	8%	(26)	324
Ideo: Moderate (4)	28%	(52)	40%	(74)	18%	(33)	14%	(26)	185
Ideo: Conservative (5-7)	38%	(66)	41%	(72)	15%	(27)	5%	(9)	173
Educ: < College	28%	(260)	41%	(373)	17%	(155)	14%	(127)	916
Educ: Bachelors degree	34%	(24)	44%	(32)	19%	(14)	3%	(2)	72
Income: Under 50k	27%	(132)	40%	(195)	17%	(82)	16%	(79)	488
Income: 50k-100k	31%	(101)	42%	(137)	19%	(61)	9%	(29)	328
Income: 100k+	31%	(58)	40%	(74)	15%	(28)	13%	(23)	183
Ethnicity: White	30%	(189)	42%	(271)	18%	(112)	10%	(65)	638
Ethnicity: Hispanic	28%	(58)	40%	(80)	15%	(31)	17%	(34)	203
Ethnicity: Afr. Am.	26%	(34)	36%	(48)	16%	(21)	22%	(29)	131
Ethnicity: Other	29%	(67)	38%	(87)	17%	(39)	16%	(38)	231
All Christian	34%	(94)	43%	(119)	14%	(40)	8%	(22)	274
All Non-Christian	27%	(18)	32%	(20)	28%	(18)	13%	(9)	65
Atheist	29%	(33)	41%	(46)	20%	(22)	10%	(11)	113
Agnostic/Nothing in particular	27%	(145)	40%	(220)	17%	(92)	17%	(90)	548
Religious Non-Protestant/Catholic	27%	(22)	32%	(26)	26%	(22)	15%	(12)	82

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**Table MGC27\_7:** When buying a product, how important are each of the following when deciding which brand to purchase?  
You have bought the brand before

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	29%	(290)	41%	(406)	17%	(172)	13%	(132)	1000
Evangelical	35%	(62)	39%	(70)	17%	(31)	10%	(17)	180
Non-Evangelical	33%	(93)	43%	(122)	14%	(40)	10%	(29)	283
Community: Urban	32%	(82)	37%	(94)	16%	(41)	15%	(39)	256
Community: Suburban	29%	(157)	43%	(232)	17%	(91)	11%	(58)	539
Community: Rural	25%	(51)	39%	(80)	19%	(40)	17%	(35)	206
Employ: Private Sector	38%	(32)	36%	(31)	17%	(14)	9%	(7)	84
Employ: Unemployed	28%	(43)	34%	(53)	20%	(32)	17%	(26)	154
Military HH: Yes	28%	(37)	33%	(44)	23%	(30)	16%	(21)	132
Military HH: No	29%	(253)	42%	(362)	16%	(142)	13%	(111)	868
RD/WT: Right Direction	29%	(89)	40%	(121)	16%	(48)	15%	(47)	305
RD/WT: Wrong Track	29%	(201)	41%	(285)	18%	(124)	12%	(85)	695
Trump Job Approve	30%	(83)	40%	(110)	15%	(40)	15%	(41)	274
Trump Job Disapprove	30%	(179)	42%	(245)	17%	(103)	10%	(60)	586
Trump Job Strongly Approve	34%	(37)	38%	(42)	14%	(15)	14%	(15)	109
Trump Job Somewhat Approve	28%	(46)	41%	(68)	15%	(25)	16%	(26)	166
Trump Job Somewhat Disapprove	29%	(61)	41%	(85)	21%	(44)	9%	(19)	209
Trump Job Strongly Disapprove	31%	(118)	42%	(160)	16%	(59)	11%	(41)	377
Favorable of Trump	35%	(90)	39%	(100)	16%	(41)	10%	(25)	256
Unfavorable of Trump	29%	(175)	43%	(259)	19%	(118)	9%	(54)	606
Very Favorable of Trump	40%	(43)	39%	(42)	13%	(14)	9%	(10)	109
Somewhat Favorable of Trump	32%	(47)	39%	(58)	19%	(27)	10%	(15)	147
Somewhat Unfavorable of Trump	27%	(47)	45%	(79)	20%	(35)	8%	(14)	176
Very Unfavorable of Trump	30%	(127)	42%	(180)	19%	(83)	9%	(40)	430
#1 Issue: Economy	31%	(90)	40%	(118)	16%	(48)	13%	(39)	296
#1 Issue: Security	31%	(24)	39%	(29)	19%	(14)	11%	(8)	76
#1 Issue: Health Care	28%	(48)	48%	(82)	17%	(29)	6%	(11)	171
#1 Issue: Women's Issues	29%	(34)	45%	(53)	16%	(19)	11%	(12)	117
#1 Issue: Education	29%	(41)	34%	(50)	25%	(36)	12%	(18)	145
#1 Issue: Energy	30%	(29)	41%	(40)	17%	(17)	12%	(11)	98
#1 Issue: Other	27%	(22)	32%	(26)	8%	(7)	34%	(28)	82

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**Table MGC27\_7:** When buying a product, how important are each of the following when deciding which brand to purchase?  
You have bought the brand before

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	29%	(290)	41%	(406)	17%	(172)	13%	(132)	1000
2018 House Vote: Democrat	36%	(41)	39%	(43)	20%	(22)	5%	(6)	112
2016 Vote: Hillary Clinton	31%	(24)	46%	(35)	18%	(14)	5%	(4)	78
2016 Vote: Didn't Vote	28%	(244)	41%	(359)	17%	(152)	14%	(126)	881
Voted in 2014: No	29%	(283)	41%	(394)	17%	(166)	13%	(129)	972
2012 Vote: Didn't Vote	29%	(284)	41%	(398)	17%	(167)	13%	(129)	978
4-Region: Northeast	31%	(66)	37%	(79)	21%	(46)	11%	(25)	216
4-Region: Midwest	23%	(53)	48%	(110)	16%	(38)	13%	(31)	232
4-Region: South	28%	(94)	40%	(133)	17%	(57)	15%	(52)	337
4-Region: West	35%	(76)	39%	(84)	14%	(31)	12%	(25)	216

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

**Table MGC27\_8:** *When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand you trust*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	50%	(496)	32%	(321)	9%	(89)	9%	(94)	1000
Gender: Male	47%	(232)	31%	(149)	10%	(50)	12%	(57)	489
Gender: Female	52%	(264)	34%	(172)	8%	(39)	7%	(37)	511
Age: 18-34	50%	(251)	33%	(165)	9%	(47)	8%	(42)	506
Generation Z: 13-23	50%	(496)	32%	(321)	9%	(89)	9%	(94)	1000
PID: Dem (no lean)	56%	(198)	32%	(113)	6%	(21)	6%	(23)	355
PID: Ind (no lean)	45%	(201)	30%	(135)	11%	(50)	13%	(59)	445
PID: Rep (no lean)	48%	(97)	37%	(74)	9%	(18)	6%	(13)	201
PID/Gender: Dem Men	57%	(91)	27%	(44)	8%	(13)	8%	(13)	160
PID/Gender: Dem Women	55%	(108)	35%	(69)	4%	(8)	5%	(10)	195
PID/Gender: Ind Men	41%	(90)	31%	(69)	13%	(28)	16%	(35)	223
PID/Gender: Ind Women	50%	(111)	30%	(66)	10%	(22)	11%	(24)	222
PID/Gender: Rep Men	48%	(51)	35%	(37)	8%	(9)	9%	(10)	106
PID/Gender: Rep Women	48%	(46)	39%	(37)	9%	(9)	3%	(3)	95
Ideo: Liberal (1-3)	52%	(169)	35%	(113)	8%	(27)	5%	(15)	324
Ideo: Moderate (4)	53%	(98)	31%	(57)	9%	(17)	7%	(13)	185
Ideo: Conservative (5-7)	56%	(97)	31%	(54)	9%	(15)	3%	(6)	173
Educ: < College	49%	(452)	32%	(291)	9%	(82)	10%	(91)	916
Educ: Bachelors degree	54%	(39)	35%	(26)	9%	(7)	1%	(1)	72
Income: Under 50k	46%	(224)	32%	(155)	10%	(48)	12%	(61)	488
Income: 50k-100k	54%	(177)	34%	(111)	8%	(27)	4%	(13)	328
Income: 100k+	52%	(95)	30%	(55)	7%	(13)	11%	(20)	183
Ethnicity: White	52%	(331)	32%	(202)	9%	(59)	7%	(45)	638
Ethnicity: Hispanic	42%	(85)	32%	(65)	12%	(24)	14%	(29)	203
Ethnicity: Afr. Am.	45%	(59)	31%	(41)	9%	(12)	15%	(19)	131
Ethnicity: Other	46%	(106)	34%	(78)	8%	(18)	13%	(29)	231
All Christian	52%	(142)	38%	(104)	5%	(13)	6%	(16)	274
All Non-Christian	61%	(40)	22%	(14)	10%	(6)	7%	(5)	65
Atheist	54%	(61)	27%	(31)	13%	(14)	6%	(7)	113
Agnostic/Nothing in particular	46%	(254)	32%	(173)	10%	(55)	12%	(66)	548
Religious Non-Protestant/Catholic	56%	(46)	28%	(23)	8%	(6)	9%	(7)	82

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**Table MGC27\_8:** When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand you trust

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	50%	(496)	32%	(321)	9%	(89)	9%	(94)	1000
Evangelical	50%	(89)	37%	(67)	6%	(10)	7%	(13)	180
Non-Evangelical	55%	(155)	33%	(93)	7%	(19)	6%	(17)	283
Community: Urban	50%	(127)	31%	(79)	10%	(26)	9%	(23)	256
Community: Suburban	53%	(284)	33%	(177)	7%	(38)	7%	(39)	539
Community: Rural	41%	(85)	32%	(65)	12%	(24)	15%	(32)	206
Employ: Private Sector	50%	(42)	40%	(34)	4%	(3)	6%	(5)	84
Employ: Unemployed	47%	(72)	28%	(43)	14%	(22)	11%	(17)	154
Military HH: Yes	48%	(63)	26%	(34)	15%	(20)	11%	(15)	132
Military HH: No	50%	(432)	33%	(287)	8%	(69)	9%	(79)	868
RD/WT: Right Direction	44%	(134)	35%	(106)	10%	(32)	11%	(33)	305
RD/WT: Wrong Track	52%	(361)	31%	(215)	8%	(57)	9%	(61)	695
Trump Job Approve	49%	(134)	32%	(87)	10%	(27)	10%	(27)	274
Trump Job Disapprove	53%	(310)	31%	(182)	10%	(56)	7%	(39)	586
Trump Job Strongly Approve	55%	(60)	25%	(27)	11%	(12)	9%	(10)	109
Trump Job Somewhat Approve	45%	(74)	36%	(60)	9%	(14)	11%	(18)	166
Trump Job Somewhat Disapprove	51%	(107)	32%	(66)	11%	(23)	6%	(13)	209
Trump Job Strongly Disapprove	54%	(203)	31%	(116)	9%	(33)	7%	(25)	377
Favorable of Trump	54%	(137)	34%	(86)	7%	(19)	5%	(14)	256
Unfavorable of Trump	52%	(312)	33%	(201)	10%	(61)	5%	(32)	606
Very Favorable of Trump	59%	(64)	26%	(28)	9%	(10)	6%	(7)	109
Somewhat Favorable of Trump	49%	(73)	39%	(58)	6%	(9)	5%	(8)	147
Somewhat Unfavorable of Trump	52%	(92)	30%	(53)	11%	(19)	6%	(11)	176
Very Unfavorable of Trump	51%	(220)	34%	(148)	10%	(42)	5%	(21)	430
#1 Issue: Economy	53%	(157)	33%	(96)	7%	(20)	8%	(23)	296
#1 Issue: Security	64%	(49)	20%	(16)	9%	(7)	7%	(5)	76
#1 Issue: Health Care	48%	(82)	34%	(58)	13%	(21)	5%	(9)	171
#1 Issue: Women's Issues	58%	(68)	27%	(32)	7%	(9)	7%	(9)	117
#1 Issue: Education	41%	(59)	39%	(56)	12%	(17)	9%	(13)	145
#1 Issue: Energy	51%	(50)	32%	(31)	9%	(8)	8%	(8)	98
#1 Issue: Other	34%	(28)	31%	(25)	7%	(6)	28%	(23)	82

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**Table MGC27\_8:** *When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand you trust*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	50%	(496)	32%	(321)	9%	(89)	9%	(94)	1000
2018 House Vote: Democrat	53%	(60)	37%	(41)	6%	(7)	4%	(4)	112
2016 Vote: Hillary Clinton	48%	(38)	42%	(33)	4%	(3)	5%	(4)	78
2016 Vote: Didn't Vote	49%	(430)	32%	(279)	10%	(84)	10%	(88)	881
Voted in 2014: No	50%	(484)	32%	(310)	9%	(86)	9%	(92)	972
2012 Vote: Didn't Vote	50%	(486)	32%	(311)	9%	(88)	9%	(92)	978
4-Region: Northeast	51%	(109)	36%	(77)	8%	(17)	6%	(12)	216
4-Region: Midwest	49%	(113)	30%	(69)	11%	(26)	10%	(24)	232
4-Region: South	47%	(160)	32%	(108)	9%	(29)	12%	(39)	337
4-Region: West	53%	(114)	31%	(67)	7%	(16)	9%	(19)	216

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

**Table MGC27\_9:** When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand recommended by friends or family

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	28%	(278)	41%	(410)	19%	(187)	12%	(125)	1000
Gender: Male	27%	(131)	39%	(191)	19%	(92)	15%	(74)	489
Gender: Female	29%	(147)	43%	(219)	18%	(94)	10%	(50)	511
Age: 18-34	27%	(135)	45%	(228)	18%	(90)	11%	(54)	506
Generation Z: 13-23	28%	(278)	41%	(410)	19%	(187)	12%	(125)	1000
PID: Dem (no lean)	31%	(111)	42%	(150)	17%	(62)	9%	(33)	355
PID: Ind (no lean)	26%	(116)	37%	(166)	20%	(87)	17%	(76)	445
PID: Rep (no lean)	26%	(52)	47%	(95)	19%	(38)	8%	(16)	201
PID/Gender: Dem Men	36%	(57)	39%	(62)	15%	(24)	10%	(17)	160
PID/Gender: Dem Women	28%	(54)	45%	(88)	19%	(38)	8%	(16)	195
PID/Gender: Ind Men	22%	(49)	35%	(79)	21%	(47)	21%	(48)	223
PID/Gender: Ind Women	30%	(67)	39%	(87)	18%	(40)	13%	(29)	222
PID/Gender: Rep Men	24%	(25)	47%	(50)	20%	(21)	9%	(10)	106
PID/Gender: Rep Women	28%	(26)	48%	(45)	18%	(17)	6%	(6)	95
Ideo: Liberal (1-3)	28%	(92)	43%	(141)	21%	(67)	8%	(25)	324
Ideo: Moderate (4)	29%	(53)	39%	(73)	18%	(34)	14%	(25)	185
Ideo: Conservative (5-7)	32%	(56)	43%	(74)	20%	(34)	5%	(9)	173
Educ: < College	28%	(254)	40%	(370)	19%	(170)	13%	(122)	916
Educ: Bachelors degree	28%	(20)	50%	(36)	22%	(16)	—	(0)	72
Income: Under 50k	27%	(130)	39%	(188)	19%	(93)	16%	(77)	488
Income: 50k-100k	31%	(101)	42%	(139)	18%	(59)	9%	(29)	328
Income: 100k+	26%	(47)	45%	(83)	19%	(34)	11%	(19)	183
Ethnicity: White	29%	(183)	42%	(270)	20%	(125)	9%	(59)	638
Ethnicity: Hispanic	29%	(60)	32%	(66)	20%	(41)	18%	(37)	203
Ethnicity: Afr. Am.	24%	(31)	36%	(47)	19%	(25)	21%	(28)	131
Ethnicity: Other	28%	(64)	40%	(93)	16%	(37)	16%	(38)	231
All Christian	34%	(93)	44%	(121)	16%	(43)	6%	(17)	274
All Non-Christian	35%	(23)	40%	(26)	16%	(11)	9%	(6)	65
Atheist	34%	(38)	37%	(41)	21%	(23)	9%	(10)	113
Agnostic/Nothing in particular	23%	(125)	40%	(222)	20%	(110)	17%	(91)	548
Religious Non-Protestant/Catholic	32%	(26)	37%	(31)	19%	(15)	12%	(10)	82

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**Table MGC27\_9:** When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand recommended by friends or family

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	28%	(278)	41%	(410)	19%	(187)	12%	(125)	1000
Evangelical	34%	(61)	39%	(69)	19%	(34)	9%	(16)	180
Non-Evangelical	31%	(87)	44%	(124)	17%	(48)	9%	(25)	283
Community: Urban	30%	(77)	38%	(97)	18%	(45)	14%	(36)	256
Community: Suburban	28%	(153)	43%	(233)	18%	(97)	10%	(56)	539
Community: Rural	23%	(48)	39%	(81)	22%	(45)	16%	(32)	206
Employ: Private Sector	27%	(22)	53%	(44)	15%	(13)	6%	(5)	84
Employ: Unemployed	26%	(40)	37%	(57)	21%	(33)	16%	(24)	154
Military HH: Yes	22%	(30)	39%	(51)	23%	(30)	16%	(21)	132
Military HH: No	29%	(249)	41%	(359)	18%	(156)	12%	(104)	868
RD/WT: Right Direction	27%	(83)	40%	(123)	18%	(56)	14%	(43)	305
RD/WT: Wrong Track	28%	(195)	41%	(287)	19%	(131)	12%	(82)	695
Trump Job Approve	28%	(77)	41%	(113)	20%	(54)	11%	(30)	274
Trump Job Disapprove	30%	(177)	41%	(240)	18%	(106)	11%	(63)	586
Trump Job Strongly Approve	33%	(36)	36%	(39)	20%	(22)	11%	(12)	109
Trump Job Somewhat Approve	25%	(42)	45%	(74)	19%	(32)	11%	(18)	166
Trump Job Somewhat Disapprove	31%	(65)	42%	(88)	19%	(40)	8%	(16)	209
Trump Job Strongly Disapprove	30%	(112)	40%	(152)	17%	(66)	12%	(47)	377
Favorable of Trump	30%	(77)	44%	(112)	19%	(48)	7%	(19)	256
Unfavorable of Trump	29%	(175)	42%	(253)	20%	(122)	9%	(56)	606
Very Favorable of Trump	34%	(37)	40%	(43)	17%	(19)	9%	(10)	109
Somewhat Favorable of Trump	27%	(40)	47%	(69)	20%	(29)	6%	(9)	147
Somewhat Unfavorable of Trump	29%	(51)	45%	(80)	20%	(35)	6%	(10)	176
Very Unfavorable of Trump	29%	(124)	40%	(173)	20%	(87)	11%	(46)	430
#1 Issue: Economy	26%	(78)	43%	(127)	19%	(55)	12%	(36)	296
#1 Issue: Security	36%	(27)	37%	(28)	18%	(14)	9%	(7)	76
#1 Issue: Health Care	31%	(52)	41%	(70)	20%	(35)	8%	(13)	171
#1 Issue: Women's Issues	26%	(30)	49%	(58)	14%	(16)	11%	(13)	117
#1 Issue: Education	26%	(38)	36%	(52)	26%	(38)	12%	(17)	145
#1 Issue: Energy	29%	(28)	44%	(43)	18%	(18)	9%	(9)	98
#1 Issue: Other	27%	(22)	34%	(28)	6%	(5)	33%	(27)	82

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**Table MGC27\_9:** When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand recommended by friends or family

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	28%	(278)	41%	(410)	19%	(187)	12%	(125)	1000
2018 House Vote: Democrat	32%	(36)	45%	(50)	17%	(20)	6%	(6)	112
2016 Vote: Hillary Clinton	25%	(19)	56%	(44)	14%	(11)	5%	(4)	78
2016 Vote: Didn't Vote	27%	(239)	40%	(354)	19%	(170)	13%	(118)	881
Voted in 2014: No	28%	(271)	41%	(396)	19%	(182)	13%	(122)	972
2012 Vote: Didn't Vote	28%	(272)	41%	(400)	19%	(183)	13%	(122)	978
4-Region: Northeast	25%	(55)	48%	(103)	19%	(40)	8%	(18)	216
4-Region: Midwest	26%	(61)	43%	(99)	18%	(41)	13%	(31)	232
4-Region: South	26%	(89)	39%	(132)	19%	(65)	15%	(51)	337
4-Region: West	34%	(75)	35%	(76)	19%	(40)	12%	(25)	216

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

**Table MGC27\_10:** When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand recommended by an influencer

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	15%	(147)	28%	(281)	30%	(303)	27%	(270)	1000
Gender: Male	14%	(69)	31%	(154)	25%	(125)	29%	(141)	489
Gender: Female	15%	(78)	25%	(127)	35%	(178)	25%	(128)	511
Age: 18-34	17%	(88)	26%	(131)	29%	(147)	28%	(140)	506
Generation Z: 13-23	15%	(147)	28%	(281)	30%	(303)	27%	(270)	1000
PID: Dem (no lean)	16%	(56)	27%	(96)	32%	(112)	26%	(91)	355
PID: Ind (no lean)	13%	(58)	27%	(121)	32%	(141)	28%	(125)	445
PID: Rep (no lean)	17%	(34)	32%	(63)	25%	(49)	27%	(54)	201
PID/Gender: Dem Men	16%	(26)	30%	(49)	27%	(43)	26%	(42)	160
PID/Gender: Dem Women	15%	(30)	24%	(47)	35%	(69)	25%	(49)	195
PID/Gender: Ind Men	12%	(28)	30%	(66)	26%	(58)	32%	(70)	223
PID/Gender: Ind Women	13%	(30)	25%	(55)	37%	(82)	25%	(55)	222
PID/Gender: Rep Men	14%	(15)	37%	(39)	21%	(23)	27%	(29)	106
PID/Gender: Rep Women	20%	(19)	26%	(24)	28%	(27)	26%	(25)	95
Ideo: Liberal (1-3)	12%	(40)	24%	(78)	34%	(110)	30%	(96)	324
Ideo: Moderate (4)	18%	(34)	30%	(56)	28%	(52)	23%	(43)	185
Ideo: Conservative (5-7)	19%	(33)	29%	(50)	27%	(47)	25%	(43)	173
Educ: < College	14%	(130)	28%	(259)	30%	(275)	27%	(252)	916
Educ: Bachelors degree	18%	(13)	27%	(20)	35%	(26)	20%	(14)	72
Income: Under 50k	16%	(76)	28%	(134)	29%	(140)	28%	(138)	488
Income: 50k-100k	13%	(42)	29%	(95)	33%	(107)	26%	(84)	328
Income: 100k+	16%	(29)	28%	(51)	30%	(56)	26%	(48)	183
Ethnicity: White	13%	(83)	27%	(174)	31%	(197)	29%	(183)	638
Ethnicity: Hispanic	16%	(33)	25%	(50)	32%	(65)	27%	(55)	203
Ethnicity: Afr. Am.	17%	(23)	30%	(39)	28%	(37)	25%	(32)	131
Ethnicity: Other	18%	(42)	29%	(67)	29%	(68)	23%	(54)	231
All Christian	19%	(51)	29%	(79)	29%	(81)	23%	(63)	274
All Non-Christian	27%	(18)	24%	(15)	32%	(21)	18%	(11)	65
Atheist	11%	(12)	26%	(29)	31%	(34)	32%	(36)	113
Agnostic/Nothing in particular	12%	(66)	29%	(157)	30%	(167)	29%	(159)	548
Religious Non-Protestant/Catholic	21%	(18)	25%	(20)	36%	(29)	18%	(15)	82

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**Table MGC27\_10:** When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand recommended by an influencer

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	15%	(147)	28%	(281)	30%	(303)	27%	(270)	1000
Evangelical	18%	(32)	40%	(73)	28%	(50)	14%	(25)	180
Non-Evangelical	17%	(49)	27%	(77)	29%	(82)	27%	(75)	283
Community: Urban	17%	(45)	28%	(72)	30%	(77)	24%	(61)	256
Community: Suburban	13%	(72)	27%	(144)	32%	(170)	28%	(152)	539
Community: Rural	15%	(30)	31%	(64)	27%	(55)	27%	(56)	206
Employ: Private Sector	16%	(13)	25%	(21)	32%	(27)	27%	(23)	84
Employ: Unemployed	12%	(18)	32%	(49)	24%	(38)	32%	(49)	154
Military HH: Yes	10%	(13)	28%	(37)	29%	(39)	33%	(44)	132
Military HH: No	15%	(134)	28%	(244)	30%	(264)	26%	(226)	868
RD/WT: Right Direction	17%	(52)	31%	(95)	28%	(85)	24%	(73)	305
RD/WT: Wrong Track	14%	(95)	27%	(186)	31%	(217)	28%	(197)	695
Trump Job Approve	16%	(44)	30%	(83)	26%	(71)	28%	(75)	274
Trump Job Disapprove	15%	(86)	26%	(153)	32%	(188)	27%	(159)	586
Trump Job Strongly Approve	19%	(21)	33%	(36)	21%	(22)	27%	(29)	109
Trump Job Somewhat Approve	14%	(24)	28%	(47)	30%	(49)	28%	(46)	166
Trump Job Somewhat Disapprove	18%	(37)	28%	(59)	35%	(74)	19%	(39)	209
Trump Job Strongly Disapprove	13%	(49)	25%	(94)	30%	(114)	32%	(120)	377
Favorable of Trump	17%	(44)	29%	(75)	30%	(76)	24%	(61)	256
Unfavorable of Trump	14%	(87)	27%	(166)	33%	(199)	25%	(154)	606
Very Favorable of Trump	22%	(24)	30%	(32)	24%	(26)	24%	(26)	109
Somewhat Favorable of Trump	14%	(20)	29%	(42)	34%	(49)	24%	(35)	147
Somewhat Unfavorable of Trump	18%	(32)	32%	(57)	34%	(59)	15%	(27)	176
Very Unfavorable of Trump	13%	(54)	25%	(109)	32%	(140)	29%	(127)	430
#1 Issue: Economy	15%	(45)	29%	(84)	31%	(92)	25%	(74)	296
#1 Issue: Security	18%	(13)	30%	(23)	27%	(21)	25%	(19)	76
#1 Issue: Health Care	19%	(32)	28%	(47)	29%	(49)	25%	(43)	171
#1 Issue: Women's Issues	13%	(15)	28%	(33)	31%	(36)	28%	(33)	117
#1 Issue: Education	10%	(15)	30%	(43)	36%	(52)	25%	(36)	145
#1 Issue: Energy	16%	(16)	18%	(18)	36%	(35)	29%	(29)	98
#1 Issue: Other	11%	(9)	31%	(26)	18%	(15)	40%	(33)	82

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**Table MGC27\_10:** When buying a product, how important are each of the following when deciding which brand to purchase?  
It is a brand recommended by an influencer

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	15%	(147)	28%	(281)	30%	(303)	27%	(270)	1000
2018 House Vote: Democrat	19%	(21)	27%	(30)	23%	(26)	31%	(35)	112
2016 Vote: Hillary Clinton	21%	(16)	22%	(17)	27%	(21)	30%	(24)	78
2016 Vote: Didn't Vote	14%	(120)	29%	(251)	31%	(275)	27%	(235)	881
Voted in 2014: No	15%	(142)	28%	(271)	30%	(295)	27%	(264)	972
2012 Vote: Didn't Vote	15%	(144)	28%	(269)	31%	(299)	27%	(265)	978
4-Region: Northeast	23%	(49)	29%	(63)	30%	(65)	18%	(39)	216
4-Region: Midwest	12%	(28)	30%	(69)	30%	(69)	28%	(65)	232
4-Region: South	14%	(46)	27%	(92)	29%	(98)	30%	(100)	337
4-Region: West	11%	(24)	26%	(56)	33%	(71)	30%	(66)	216

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

**Table MGC27\_11:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The brand's customer service is helpful and effective

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	41%	(415)	37%	(369)	11%	(106)	11%	(110)	1000
Gender: Male	39%	(191)	37%	(183)	11%	(52)	13%	(62)	489
Gender: Female	44%	(223)	37%	(187)	11%	(54)	9%	(48)	511
Age: 18-34	42%	(214)	38%	(190)	10%	(52)	10%	(51)	506
Generation Z: 13-23	41%	(415)	37%	(369)	11%	(106)	11%	(110)	1000
PID: Dem (no lean)	45%	(159)	36%	(129)	10%	(35)	9%	(31)	355
PID: Ind (no lean)	38%	(171)	37%	(163)	10%	(42)	15%	(69)	445
PID: Rep (no lean)	42%	(85)	39%	(78)	14%	(29)	5%	(9)	201
PID/Gender: Dem Men	46%	(74)	37%	(58)	6%	(10)	11%	(17)	160
PID/Gender: Dem Women	44%	(85)	36%	(71)	13%	(25)	7%	(14)	195
PID/Gender: Ind Men	32%	(70)	39%	(87)	12%	(27)	17%	(38)	223
PID/Gender: Ind Women	45%	(100)	34%	(75)	7%	(16)	14%	(30)	222
PID/Gender: Rep Men	44%	(47)	35%	(37)	15%	(16)	6%	(6)	106
PID/Gender: Rep Women	40%	(38)	43%	(41)	14%	(13)	3%	(3)	95
Ideo: Liberal (1-3)	45%	(144)	37%	(119)	13%	(41)	6%	(19)	324
Ideo: Moderate (4)	43%	(80)	40%	(73)	9%	(17)	8%	(15)	185
Ideo: Conservative (5-7)	45%	(78)	37%	(65)	13%	(22)	5%	(8)	173
Educ: < College	42%	(384)	36%	(332)	10%	(95)	11%	(105)	916
Educ: Bachelors degree	38%	(27)	47%	(34)	13%	(9)	2%	(2)	72
Income: Under 50k	39%	(193)	36%	(174)	11%	(53)	14%	(69)	488
Income: 50k-100k	44%	(143)	41%	(133)	10%	(34)	5%	(18)	328
Income: 100k+	43%	(79)	34%	(62)	11%	(19)	12%	(23)	183
Ethnicity: White	40%	(254)	39%	(246)	13%	(80)	9%	(58)	638
Ethnicity: Hispanic	42%	(84)	34%	(68)	12%	(24)	13%	(26)	203
Ethnicity: Afr. Am.	46%	(60)	32%	(42)	6%	(8)	16%	(21)	131
Ethnicity: Other	44%	(101)	35%	(81)	8%	(18)	13%	(31)	231
All Christian	47%	(129)	38%	(105)	8%	(23)	6%	(17)	274
All Non-Christian	56%	(36)	28%	(18)	9%	(6)	7%	(5)	65
Atheist	39%	(44)	39%	(44)	12%	(14)	10%	(11)	113
Agnostic/Nothing in particular	37%	(205)	37%	(202)	12%	(64)	14%	(77)	548
Religious Non-Protestant/Catholic	50%	(41)	32%	(27)	9%	(7)	8%	(7)	82

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**Table MGC27\_11:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The brand's customer service is helpful and effective

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	41%	(415)	37%	(369)	11%	(106)	11%	(110)	1000
Evangelical	47%	(84)	37%	(67)	8%	(14)	9%	(16)	180
Non-Evangelical	45%	(128)	38%	(109)	9%	(25)	7%	(21)	283
Community: Urban	45%	(116)	36%	(92)	9%	(23)	9%	(24)	256
Community: Suburban	42%	(227)	38%	(202)	10%	(54)	10%	(56)	539
Community: Rural	35%	(72)	36%	(75)	14%	(29)	14%	(30)	206
Employ: Private Sector	48%	(40)	38%	(32)	6%	(5)	8%	(7)	84
Employ: Unemployed	39%	(61)	39%	(60)	10%	(16)	12%	(18)	154
Military HH: Yes	41%	(54)	28%	(37)	18%	(23)	13%	(18)	132
Military HH: No	42%	(361)	38%	(332)	10%	(83)	11%	(92)	868
RD/WT: Right Direction	38%	(117)	36%	(110)	12%	(36)	14%	(43)	305
RD/WT: Wrong Track	43%	(298)	37%	(260)	10%	(70)	10%	(67)	695
Trump Job Approve	45%	(124)	33%	(89)	12%	(33)	10%	(28)	274
Trump Job Disapprove	42%	(247)	40%	(232)	9%	(54)	9%	(53)	586
Trump Job Strongly Approve	39%	(42)	32%	(34)	16%	(17)	13%	(15)	109
Trump Job Somewhat Approve	49%	(82)	33%	(55)	10%	(16)	8%	(13)	166
Trump Job Somewhat Disapprove	45%	(93)	38%	(80)	11%	(23)	6%	(14)	209
Trump Job Strongly Disapprove	41%	(154)	40%	(152)	8%	(32)	10%	(39)	377
Favorable of Trump	47%	(120)	34%	(86)	13%	(33)	7%	(17)	256
Unfavorable of Trump	42%	(256)	40%	(245)	10%	(60)	7%	(45)	606
Very Favorable of Trump	44%	(48)	30%	(33)	17%	(18)	9%	(10)	109
Somewhat Favorable of Trump	49%	(72)	36%	(53)	10%	(15)	5%	(7)	147
Somewhat Unfavorable of Trump	43%	(75)	41%	(72)	12%	(21)	4%	(7)	176
Very Unfavorable of Trump	42%	(181)	40%	(173)	9%	(39)	9%	(38)	430
#1 Issue: Economy	48%	(141)	36%	(108)	8%	(24)	8%	(23)	296
#1 Issue: Security	40%	(31)	40%	(30)	11%	(8)	9%	(7)	76
#1 Issue: Health Care	40%	(68)	38%	(65)	13%	(23)	9%	(15)	171
#1 Issue: Women's Issues	42%	(50)	41%	(48)	5%	(6)	12%	(14)	117
#1 Issue: Education	35%	(51)	40%	(58)	15%	(22)	10%	(15)	145
#1 Issue: Energy	43%	(42)	32%	(32)	15%	(15)	10%	(9)	98
#1 Issue: Other	37%	(30)	30%	(25)	4%	(3)	29%	(24)	82

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**Table MGC27\_11:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The brand's customer service is helpful and effective

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	41%	(415)	37%	(369)	11%	(106)	11%	(110)	1000
2018 House Vote: Democrat	36%	(41)	46%	(52)	12%	(13)	6%	(6)	112
2016 Vote: Hillary Clinton	37%	(29)	46%	(36)	7%	(6)	9%	(7)	78
2016 Vote: Didn't Vote	42%	(367)	36%	(317)	11%	(97)	11%	(100)	881
Voted in 2014: No	42%	(405)	37%	(359)	11%	(102)	11%	(106)	972
2012 Vote: Didn't Vote	41%	(405)	37%	(361)	11%	(104)	11%	(107)	978
4-Region: Northeast	44%	(96)	36%	(78)	11%	(24)	8%	(18)	216
4-Region: Midwest	36%	(84)	40%	(93)	10%	(23)	14%	(31)	232
4-Region: South	40%	(135)	36%	(121)	12%	(41)	12%	(39)	337
4-Region: West	46%	(100)	35%	(77)	8%	(18)	10%	(21)	216

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

**Table MGC27\_12:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The brand's products are priced competitively

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	32%	(322)	38%	(376)	18%	(177)	13%	(126)	1000
Gender: Male	35%	(169)	36%	(178)	16%	(77)	13%	(65)	489
Gender: Female	30%	(153)	39%	(198)	19%	(100)	12%	(61)	511
Age: 18-34	37%	(187)	36%	(184)	16%	(79)	11%	(56)	506
Generation Z: 13-23	32%	(322)	38%	(376)	18%	(177)	13%	(126)	1000
PID: Dem (no lean)	34%	(122)	39%	(137)	18%	(63)	9%	(33)	355
PID: Ind (no lean)	29%	(128)	36%	(159)	19%	(85)	16%	(72)	445
PID: Rep (no lean)	36%	(72)	40%	(80)	14%	(28)	10%	(20)	201
PID/Gender: Dem Men	42%	(67)	36%	(57)	11%	(18)	11%	(18)	160
PID/Gender: Dem Women	28%	(55)	41%	(80)	23%	(45)	8%	(15)	195
PID/Gender: Ind Men	27%	(60)	37%	(82)	19%	(41)	18%	(40)	223
PID/Gender: Ind Women	31%	(68)	35%	(77)	20%	(44)	15%	(33)	222
PID/Gender: Rep Men	40%	(42)	37%	(39)	17%	(18)	7%	(7)	106
PID/Gender: Rep Women	31%	(30)	43%	(41)	11%	(10)	14%	(13)	95
Ideo: Liberal (1-3)	34%	(110)	38%	(123)	22%	(70)	7%	(22)	324
Ideo: Moderate (4)	35%	(65)	37%	(68)	17%	(31)	12%	(21)	185
Ideo: Conservative (5-7)	45%	(79)	37%	(63)	13%	(22)	5%	(9)	173
Educ: < College	31%	(288)	37%	(341)	18%	(167)	13%	(119)	916
Educ: Bachelors degree	40%	(29)	43%	(31)	13%	(10)	3%	(3)	72
Income: Under 50k	26%	(129)	37%	(178)	21%	(104)	16%	(77)	488
Income: 50k-100k	40%	(130)	36%	(119)	15%	(48)	9%	(30)	328
Income: 100k+	34%	(62)	43%	(78)	13%	(25)	10%	(18)	183
Ethnicity: White	35%	(223)	38%	(240)	18%	(113)	10%	(62)	638
Ethnicity: Hispanic	30%	(60)	39%	(78)	16%	(32)	16%	(32)	203
Ethnicity: Afr. Am.	24%	(32)	34%	(45)	21%	(27)	21%	(27)	131
Ethnicity: Other	29%	(67)	39%	(91)	16%	(37)	16%	(36)	231
All Christian	39%	(108)	39%	(106)	15%	(40)	7%	(20)	274
All Non-Christian	46%	(30)	30%	(19)	13%	(8)	11%	(7)	65
Atheist	34%	(38)	34%	(39)	19%	(21)	13%	(15)	113
Agnostic/Nothing in particular	27%	(146)	39%	(212)	19%	(107)	15%	(83)	548
Religious Non-Protestant/Catholic	41%	(34)	26%	(22)	20%	(16)	12%	(10)	82

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**Table MGC27\_12:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The brand's products are priced competitively

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	32%	(322)	38%	(376)	18%	(177)	13%	(126)	1000
Evangelical	36%	(65)	37%	(67)	17%	(30)	10%	(18)	180
Non-Evangelical	34%	(95)	39%	(110)	18%	(52)	9%	(26)	283
Community: Urban	36%	(91)	38%	(98)	15%	(38)	11%	(28)	256
Community: Suburban	31%	(167)	40%	(216)	17%	(94)	12%	(63)	539
Community: Rural	31%	(64)	30%	(62)	22%	(45)	17%	(34)	206
Employ: Private Sector	37%	(31)	45%	(38)	11%	(9)	8%	(6)	84
Employ: Unemployed	30%	(46)	36%	(56)	20%	(30)	14%	(21)	154
Military HH: Yes	29%	(39)	32%	(42)	23%	(30)	16%	(21)	132
Military HH: No	33%	(283)	38%	(333)	17%	(147)	12%	(105)	868
RD/WT: Right Direction	35%	(106)	37%	(112)	13%	(39)	16%	(48)	305
RD/WT: Wrong Track	31%	(215)	38%	(264)	20%	(138)	11%	(78)	695
Trump Job Approve	36%	(99)	36%	(99)	15%	(41)	13%	(35)	274
Trump Job Disapprove	32%	(189)	39%	(229)	19%	(111)	10%	(57)	586
Trump Job Strongly Approve	42%	(45)	34%	(37)	10%	(11)	14%	(15)	109
Trump Job Somewhat Approve	32%	(54)	37%	(62)	18%	(30)	12%	(20)	166
Trump Job Somewhat Disapprove	34%	(71)	45%	(95)	14%	(29)	7%	(15)	209
Trump Job Strongly Disapprove	31%	(118)	36%	(134)	22%	(82)	11%	(42)	377
Favorable of Trump	39%	(100)	36%	(93)	15%	(37)	10%	(25)	256
Unfavorable of Trump	32%	(192)	39%	(237)	21%	(127)	8%	(51)	606
Very Favorable of Trump	41%	(45)	36%	(40)	10%	(11)	12%	(13)	109
Somewhat Favorable of Trump	37%	(55)	36%	(54)	18%	(26)	8%	(12)	147
Somewhat Unfavorable of Trump	31%	(55)	44%	(78)	17%	(30)	8%	(13)	176
Very Unfavorable of Trump	32%	(138)	37%	(159)	22%	(96)	9%	(37)	430
#1 Issue: Economy	38%	(112)	37%	(111)	15%	(45)	10%	(28)	296
#1 Issue: Security	32%	(24)	43%	(33)	16%	(12)	9%	(7)	76
#1 Issue: Health Care	30%	(51)	40%	(68)	18%	(31)	12%	(21)	171
#1 Issue: Women's Issues	32%	(37)	36%	(42)	21%	(25)	11%	(13)	117
#1 Issue: Education	27%	(39)	38%	(54)	22%	(31)	14%	(21)	145
#1 Issue: Energy	33%	(32)	38%	(37)	23%	(22)	6%	(6)	98
#1 Issue: Other	30%	(24)	30%	(24)	7%	(6)	34%	(28)	82

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**Table MGC27\_12:** When buying a product, how important are each of the following when deciding which brand to purchase?  
The brand's products are priced competitively

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	32%	(322)	38%	(376)	18%	(177)	13%	(126)	1000
2018 House Vote: Democrat	39%	(43)	44%	(49)	13%	(15)	4%	(5)	112
2016 Vote: Hillary Clinton	33%	(25)	45%	(35)	16%	(12)	6%	(5)	78
2016 Vote: Didn't Vote	31%	(277)	37%	(325)	18%	(161)	13%	(118)	881
Voted in 2014: No	32%	(312)	37%	(363)	18%	(175)	13%	(122)	972
2012 Vote: Didn't Vote	32%	(312)	38%	(368)	18%	(175)	13%	(123)	978
4-Region: Northeast	32%	(69)	41%	(89)	20%	(43)	7%	(15)	216
4-Region: Midwest	33%	(75)	38%	(88)	15%	(34)	15%	(34)	232
4-Region: South	30%	(103)	35%	(119)	19%	(64)	15%	(51)	337
4-Region: West	35%	(75)	37%	(80)	17%	(36)	12%	(25)	216

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

**Table MGC28\_1:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?  
Company's customer service process

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	33%	(325)	38%	(377)	14%	(143)	15%	(154)	1000
Gender: Male	29%	(142)	36%	(175)	15%	(74)	20%	(97)	489
Gender: Female	36%	(183)	40%	(202)	14%	(69)	11%	(57)	511
Age: 18-34	34%	(171)	38%	(193)	13%	(68)	15%	(74)	506
Generation Z: 13-23	33%	(325)	38%	(377)	14%	(143)	15%	(154)	1000
PID: Dem (no lean)	34%	(122)	40%	(142)	15%	(53)	11%	(38)	355
PID: Ind (no lean)	31%	(138)	35%	(156)	14%	(61)	20%	(90)	445
PID: Rep (no lean)	33%	(65)	40%	(80)	15%	(29)	13%	(26)	201
PID/Gender: Dem Men	34%	(55)	35%	(56)	17%	(27)	14%	(22)	160
PID/Gender: Dem Women	34%	(67)	44%	(86)	13%	(26)	8%	(16)	195
PID/Gender: Ind Men	25%	(56)	34%	(75)	14%	(31)	27%	(60)	223
PID/Gender: Ind Women	37%	(82)	36%	(80)	13%	(30)	14%	(30)	222
PID/Gender: Rep Men	29%	(31)	41%	(44)	15%	(16)	14%	(15)	106
PID/Gender: Rep Women	36%	(34)	38%	(36)	14%	(13)	12%	(11)	95
Ideo: Liberal (1-3)	34%	(110)	40%	(128)	16%	(51)	11%	(35)	324
Ideo: Moderate (4)	35%	(66)	43%	(80)	11%	(20)	10%	(19)	185
Ideo: Conservative (5-7)	37%	(63)	40%	(69)	15%	(27)	8%	(15)	173
Educ: < College	32%	(296)	37%	(338)	15%	(135)	16%	(148)	916
Educ: Bachelors degree	35%	(26)	48%	(35)	11%	(8)	6%	(4)	72
Income: Under 50k	31%	(150)	34%	(168)	16%	(77)	19%	(93)	488
Income: 50k-100k	36%	(118)	40%	(131)	14%	(46)	10%	(34)	328
Income: 100k+	31%	(57)	43%	(78)	11%	(20)	15%	(28)	183
Ethnicity: White	31%	(198)	41%	(258)	14%	(92)	14%	(89)	638
Ethnicity: Hispanic	34%	(69)	31%	(62)	14%	(28)	21%	(43)	203
Ethnicity: Afr. Am.	39%	(51)	28%	(37)	15%	(19)	18%	(24)	131
Ethnicity: Other	33%	(76)	36%	(82)	14%	(32)	18%	(41)	231
All Christian	35%	(96)	44%	(122)	11%	(29)	10%	(27)	274
All Non-Christian	43%	(28)	34%	(22)	8%	(5)	15%	(10)	65
Atheist	29%	(32)	40%	(45)	21%	(24)	11%	(12)	113
Agnostic/Nothing in particular	31%	(169)	34%	(189)	15%	(85)	19%	(106)	548

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**Table MGC28\_1:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Company's customer service process*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	33%	(325)	38%	(377)	14%	(143)	15%	(154)	1000
Religious Non-Protestant/Catholic	40%	(33)	36%	(29)	8%	(7)	16%	(13)	82
Evangelical	33%	(59)	43%	(77)	10%	(19)	14%	(26)	180
Non-Evangelical	36%	(103)	40%	(114)	13%	(37)	10%	(30)	283
Community: Urban	37%	(94)	31%	(79)	17%	(44)	15%	(38)	256
Community: Suburban	33%	(180)	40%	(217)	12%	(62)	15%	(80)	539
Community: Rural	25%	(51)	40%	(82)	18%	(37)	18%	(36)	206
Employ: Private Sector	44%	(37)	45%	(38)	6%	(5)	6%	(5)	84
Employ: Unemployed	31%	(47)	32%	(49)	20%	(30)	18%	(28)	154
Military HH: Yes	27%	(36)	35%	(47)	19%	(25)	19%	(25)	132
Military HH: No	33%	(289)	38%	(331)	14%	(119)	15%	(129)	868
RD/WT: Right Direction	32%	(98)	33%	(101)	15%	(46)	20%	(60)	305
RD/WT: Wrong Track	33%	(227)	40%	(277)	14%	(97)	14%	(94)	695
Trump Job Approve	35%	(95)	34%	(94)	14%	(38)	17%	(47)	274
Trump Job Disapprove	34%	(197)	41%	(238)	15%	(90)	10%	(61)	586
Trump Job Strongly Approve	39%	(43)	25%	(27)	17%	(18)	19%	(20)	109
Trump Job Somewhat Approve	31%	(52)	40%	(66)	12%	(20)	16%	(27)	166
Trump Job Somewhat Disapprove	31%	(66)	47%	(99)	13%	(27)	8%	(17)	209
Trump Job Strongly Disapprove	35%	(132)	37%	(139)	17%	(63)	12%	(44)	377
Favorable of Trump	39%	(99)	34%	(87)	13%	(34)	14%	(37)	256
Unfavorable of Trump	32%	(197)	41%	(250)	15%	(93)	11%	(65)	606
Very Favorable of Trump	39%	(43)	29%	(32)	13%	(14)	19%	(21)	109
Somewhat Favorable of Trump	38%	(56)	37%	(55)	13%	(20)	11%	(16)	147
Somewhat Unfavorable of Trump	26%	(46)	48%	(85)	13%	(24)	12%	(21)	176
Very Unfavorable of Trump	35%	(151)	38%	(165)	16%	(70)	10%	(45)	430

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**Table MGC28\_1:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Company's customer service process

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	33%	(325)	38%	(377)	14%	(143)	15%	(154)	1000
#1 Issue: Economy	32%	(95)	42%	(124)	15%	(45)	11%	(33)	296
#1 Issue: Security	38%	(29)	29%	(22)	8%	(6)	25%	(19)	76
#1 Issue: Health Care	35%	(60)	38%	(65)	15%	(25)	11%	(20)	171
#1 Issue: Women's Issues	40%	(48)	38%	(45)	13%	(15)	9%	(10)	117
#1 Issue: Education	30%	(44)	34%	(49)	16%	(23)	20%	(28)	145
#1 Issue: Energy	31%	(31)	41%	(40)	13%	(13)	14%	(14)	98
#1 Issue: Other	21%	(17)	32%	(27)	14%	(11)	33%	(27)	82
2018 House Vote: Democrat	32%	(36)	45%	(50)	13%	(15)	10%	(11)	112
2016 Vote: Hillary Clinton	31%	(24)	41%	(32)	14%	(11)	15%	(11)	78
2016 Vote: Didn't Vote	32%	(283)	37%	(330)	15%	(131)	16%	(137)	881
Voted in 2014: No	33%	(317)	38%	(369)	14%	(139)	15%	(147)	972
2012 Vote: Didn't Vote	32%	(316)	38%	(371)	14%	(140)	15%	(150)	978
4-Region: Northeast	32%	(69)	40%	(86)	17%	(36)	11%	(24)	216
4-Region: Midwest	29%	(67)	42%	(97)	15%	(36)	14%	(32)	232
4-Region: South	32%	(108)	37%	(124)	12%	(39)	19%	(66)	337
4-Region: West	38%	(81)	32%	(70)	15%	(33)	15%	(32)	216

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

**Table MGC28\_2:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Company's return policy

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	27%	(272)	36%	(357)	21%	(207)	16%	(165)	1000
Gender: Male	27%	(131)	33%	(163)	19%	(95)	20%	(100)	489
Gender: Female	28%	(141)	38%	(193)	22%	(112)	13%	(65)	511
Age: 18-34	27%	(139)	35%	(179)	22%	(109)	16%	(79)	506
Generation Z: 13-23	27%	(272)	36%	(357)	21%	(207)	16%	(165)	1000
PID: Dem (no lean)	30%	(106)	38%	(136)	19%	(68)	13%	(45)	355
PID: Ind (no lean)	25%	(109)	34%	(150)	21%	(95)	20%	(90)	445
PID: Rep (no lean)	28%	(57)	35%	(70)	22%	(44)	14%	(29)	201
PID/Gender: Dem Men	33%	(52)	36%	(57)	17%	(27)	15%	(24)	160
PID/Gender: Dem Women	27%	(53)	40%	(79)	21%	(41)	11%	(22)	195
PID/Gender: Ind Men	22%	(49)	33%	(74)	18%	(40)	27%	(60)	223
PID/Gender: Ind Women	27%	(61)	34%	(76)	25%	(55)	14%	(31)	222
PID/Gender: Rep Men	28%	(30)	30%	(32)	27%	(28)	15%	(16)	106
PID/Gender: Rep Women	29%	(27)	41%	(39)	17%	(16)	13%	(13)	95
Ideo: Liberal (1-3)	27%	(88)	39%	(127)	20%	(66)	13%	(43)	324
Ideo: Moderate (4)	29%	(54)	39%	(71)	23%	(42)	9%	(17)	185
Ideo: Conservative (5-7)	38%	(66)	33%	(58)	19%	(33)	10%	(17)	173
Educ: < College	27%	(250)	35%	(321)	21%	(190)	17%	(155)	916
Educ: Bachelors degree	25%	(18)	46%	(33)	20%	(14)	9%	(7)	72
Income: Under 50k	24%	(119)	32%	(158)	21%	(105)	22%	(107)	488
Income: 50k-100k	30%	(99)	39%	(130)	22%	(71)	9%	(29)	328
Income: 100k+	29%	(54)	38%	(69)	17%	(32)	16%	(29)	183
Ethnicity: White	26%	(166)	38%	(241)	21%	(135)	15%	(95)	638
Ethnicity: Hispanic	26%	(53)	30%	(61)	24%	(49)	20%	(40)	203
Ethnicity: Afr. Am.	29%	(38)	29%	(38)	23%	(30)	19%	(25)	131
Ethnicity: Other	29%	(67)	34%	(78)	18%	(42)	19%	(45)	231
All Christian	31%	(84)	41%	(112)	17%	(48)	11%	(30)	274
All Non-Christian	44%	(29)	33%	(22)	14%	(9)	9%	(6)	65
Atheist	21%	(24)	37%	(42)	24%	(27)	18%	(21)	113
Agnostic/Nothing in particular	25%	(135)	33%	(181)	23%	(124)	20%	(109)	548

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**Table MGC28\_2:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's return policy*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	27%	(272)	36%	(357)	21%	(207)	16%	(165)	1000
Religious Non-Protestant/Catholic	39%	(32)	32%	(26)	16%	(13)	13%	(11)	82
Evangelical	31%	(55)	39%	(71)	18%	(32)	12%	(22)	180
Non-Evangelical	31%	(88)	37%	(105)	20%	(55)	12%	(34)	283
Community: Urban	33%	(83)	31%	(78)	19%	(48)	18%	(46)	256
Community: Suburban	27%	(147)	38%	(205)	20%	(108)	15%	(78)	539
Community: Rural	20%	(41)	36%	(73)	25%	(51)	19%	(40)	206
Employ: Private Sector	27%	(23)	47%	(39)	18%	(16)	8%	(6)	84
Employ: Unemployed	22%	(34)	35%	(53)	26%	(40)	17%	(27)	154
Military HH: Yes	29%	(38)	27%	(36)	24%	(31)	20%	(27)	132
Military HH: No	27%	(233)	37%	(320)	20%	(176)	16%	(138)	868
RD/WT: Right Direction	25%	(75)	37%	(113)	20%	(62)	18%	(54)	305
RD/WT: Wrong Track	28%	(196)	35%	(243)	21%	(145)	16%	(111)	695
Trump Job Approve	29%	(80)	33%	(91)	20%	(54)	18%	(49)	274
Trump Job Disapprove	28%	(167)	39%	(230)	20%	(118)	12%	(72)	586
Trump Job Strongly Approve	31%	(34)	30%	(33)	20%	(22)	18%	(20)	109
Trump Job Somewhat Approve	28%	(46)	35%	(58)	19%	(32)	18%	(30)	166
Trump Job Somewhat Disapprove	29%	(62)	43%	(91)	19%	(40)	8%	(16)	209
Trump Job Strongly Disapprove	28%	(105)	37%	(139)	21%	(78)	15%	(55)	377
Favorable of Trump	31%	(81)	34%	(88)	17%	(45)	17%	(43)	256
Unfavorable of Trump	28%	(172)	38%	(231)	23%	(136)	11%	(67)	606
Very Favorable of Trump	34%	(37)	28%	(31)	21%	(23)	17%	(19)	109
Somewhat Favorable of Trump	30%	(44)	39%	(57)	15%	(22)	16%	(24)	147
Somewhat Unfavorable of Trump	26%	(45)	41%	(72)	24%	(42)	10%	(17)	176
Very Unfavorable of Trump	29%	(127)	37%	(159)	22%	(94)	12%	(50)	430

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**Table MGC28\_2:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?  
Company's return policy

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	27%	(272)	36%	(357)	21%	(207)	16%	(165)	1000
#1 Issue: Economy	29%	(86)	39%	(115)	18%	(54)	14%	(40)	296
#1 Issue: Security	27%	(20)	32%	(25)	20%	(15)	21%	(16)	76
#1 Issue: Health Care	31%	(53)	37%	(62)	20%	(34)	12%	(21)	171
#1 Issue: Women's Issues	30%	(35)	37%	(43)	21%	(24)	12%	(15)	117
#1 Issue: Education	23%	(34)	31%	(45)	28%	(41)	17%	(25)	145
#1 Issue: Energy	23%	(23)	40%	(39)	22%	(22)	15%	(14)	98
#1 Issue: Other	23%	(19)	31%	(25)	13%	(10)	34%	(28)	82
2018 House Vote: Democrat	26%	(29)	39%	(44)	24%	(27)	11%	(12)	112
2016 Vote: Hillary Clinton	23%	(18)	38%	(29)	24%	(19)	15%	(12)	78
2016 Vote: Didn't Vote	27%	(242)	35%	(310)	21%	(183)	17%	(146)	881
Voted in 2014: No	27%	(264)	36%	(347)	21%	(200)	16%	(160)	972
2012 Vote: Didn't Vote	27%	(264)	36%	(350)	21%	(202)	17%	(161)	978
4-Region: Northeast	27%	(59)	40%	(87)	20%	(42)	13%	(27)	216
4-Region: Midwest	23%	(53)	37%	(86)	24%	(56)	16%	(36)	232
4-Region: South	27%	(90)	34%	(113)	20%	(68)	20%	(66)	337
4-Region: West	32%	(69)	33%	(70)	19%	(41)	17%	(36)	216

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

**Table MGC28\_3:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Prices

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	45%	(455)	29%	(287)	12%	(124)	13%	(134)	1000
Gender: Male	41%	(202)	28%	(139)	14%	(68)	16%	(79)	489
Gender: Female	49%	(253)	29%	(148)	11%	(56)	11%	(55)	511
Age: 18-34	45%	(228)	31%	(154)	12%	(63)	12%	(61)	506
Generation Z: 13-23	45%	(455)	29%	(287)	12%	(124)	13%	(134)	1000
PID: Dem (no lean)	48%	(170)	33%	(115)	10%	(35)	9%	(34)	355
PID: Ind (no lean)	43%	(192)	27%	(120)	13%	(57)	17%	(76)	445
PID: Rep (no lean)	46%	(93)	26%	(52)	16%	(32)	12%	(24)	201
PID/Gender: Dem Men	45%	(73)	32%	(51)	11%	(18)	12%	(19)	160
PID/Gender: Dem Women	50%	(98)	33%	(65)	9%	(17)	8%	(15)	195
PID/Gender: Ind Men	38%	(84)	27%	(61)	13%	(30)	22%	(48)	223
PID/Gender: Ind Women	49%	(108)	26%	(59)	12%	(27)	13%	(28)	222
PID/Gender: Rep Men	43%	(46)	26%	(27)	19%	(20)	12%	(13)	106
PID/Gender: Rep Women	50%	(47)	26%	(24)	12%	(12)	12%	(11)	95
Ideo: Liberal (1-3)	46%	(150)	32%	(104)	12%	(40)	9%	(30)	324
Ideo: Moderate (4)	51%	(95)	35%	(65)	6%	(11)	8%	(15)	185
Ideo: Conservative (5-7)	55%	(95)	26%	(44)	12%	(21)	8%	(13)	173
Educ: < College	46%	(418)	28%	(257)	12%	(112)	14%	(129)	916
Educ: Bachelors degree	46%	(33)	37%	(27)	14%	(10)	4%	(3)	72
Income: Under 50k	41%	(201)	28%	(138)	14%	(67)	17%	(83)	488
Income: 50k-100k	48%	(159)	30%	(99)	13%	(44)	8%	(27)	328
Income: 100k+	52%	(96)	27%	(50)	7%	(13)	13%	(24)	183
Ethnicity: White	47%	(302)	30%	(188)	11%	(71)	12%	(76)	638
Ethnicity: Hispanic	36%	(73)	30%	(61)	16%	(33)	18%	(36)	203
Ethnicity: Afr. Am.	41%	(54)	26%	(33)	16%	(20)	17%	(23)	131
Ethnicity: Other	43%	(98)	28%	(65)	14%	(33)	15%	(35)	231
All Christian	52%	(142)	30%	(83)	9%	(25)	9%	(24)	274
All Non-Christian	54%	(35)	21%	(14)	14%	(9)	10%	(7)	65
Atheist	43%	(48)	35%	(40)	10%	(12)	12%	(13)	113
Agnostic/Nothing in particular	42%	(229)	28%	(151)	14%	(78)	16%	(90)	548

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**Table MGC28\_3:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Prices

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	45%	(455)	29%	(287)	12%	(124)	13%	(134)	1000
Religious Non-Protestant/Catholic	55%	(45)	18%	(15)	14%	(11)	13%	(10)	82
Evangelical	52%	(93)	27%	(48)	9%	(16)	13%	(23)	180
Non-Evangelical	47%	(134)	33%	(94)	11%	(31)	9%	(25)	283
Community: Urban	44%	(113)	29%	(73)	12%	(32)	15%	(38)	256
Community: Suburban	48%	(258)	29%	(157)	11%	(58)	12%	(66)	539
Community: Rural	41%	(84)	28%	(57)	17%	(35)	14%	(30)	206
Employ: Private Sector	50%	(43)	37%	(31)	8%	(7)	5%	(4)	84
Employ: Unemployed	40%	(61)	28%	(44)	19%	(29)	13%	(20)	154
Military HH: Yes	37%	(49)	28%	(37)	17%	(23)	18%	(24)	132
Military HH: No	47%	(406)	29%	(250)	12%	(101)	13%	(110)	868
RD/WT: Right Direction	39%	(120)	29%	(88)	15%	(46)	17%	(51)	305
RD/WT: Wrong Track	48%	(335)	29%	(199)	11%	(78)	12%	(83)	695
Trump Job Approve	45%	(123)	27%	(74)	12%	(34)	16%	(43)	274
Trump Job Disapprove	48%	(284)	30%	(179)	13%	(74)	8%	(50)	586
Trump Job Strongly Approve	45%	(48)	24%	(26)	15%	(16)	17%	(18)	109
Trump Job Somewhat Approve	45%	(75)	29%	(48)	11%	(18)	15%	(25)	166
Trump Job Somewhat Disapprove	52%	(108)	29%	(60)	14%	(29)	6%	(12)	209
Trump Job Strongly Disapprove	47%	(176)	31%	(119)	12%	(45)	10%	(37)	377
Favorable of Trump	47%	(119)	27%	(70)	13%	(33)	13%	(34)	256
Unfavorable of Trump	49%	(299)	30%	(184)	12%	(75)	8%	(48)	606
Very Favorable of Trump	43%	(47)	26%	(28)	14%	(16)	16%	(18)	109
Somewhat Favorable of Trump	49%	(72)	28%	(41)	12%	(17)	11%	(16)	147
Somewhat Unfavorable of Trump	50%	(87)	32%	(56)	12%	(22)	6%	(11)	176
Very Unfavorable of Trump	49%	(212)	30%	(128)	12%	(53)	9%	(37)	430

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**Table MGC28\_3:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Prices

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	45%	(455)	29%	(287)	12%	(124)	13%	(134)	1000
#1 Issue: Economy	49%	(146)	30%	(90)	11%	(34)	9%	(27)	296
#1 Issue: Security	51%	(39)	19%	(15)	13%	(10)	16%	(12)	76
#1 Issue: Health Care	51%	(87)	26%	(45)	12%	(21)	10%	(18)	171
#1 Issue: Women's Issues	49%	(57)	29%	(34)	12%	(14)	10%	(12)	117
#1 Issue: Education	37%	(54)	28%	(41)	19%	(28)	15%	(22)	145
#1 Issue: Energy	49%	(48)	31%	(30)	8%	(8)	12%	(11)	98
#1 Issue: Other	28%	(23)	33%	(27)	9%	(7)	30%	(25)	82
2018 House Vote: Democrat	49%	(55)	31%	(35)	12%	(14)	8%	(9)	112
2016 Vote: Hillary Clinton	44%	(34)	34%	(26)	11%	(9)	11%	(9)	78
2016 Vote: Didn't Vote	45%	(399)	28%	(249)	13%	(112)	14%	(121)	881
Voted in 2014: No	46%	(444)	29%	(278)	12%	(121)	13%	(128)	972
2012 Vote: Didn't Vote	45%	(444)	29%	(282)	13%	(122)	13%	(129)	978
4-Region: Northeast	49%	(105)	29%	(62)	14%	(30)	9%	(19)	216
4-Region: Midwest	39%	(90)	35%	(81)	14%	(32)	12%	(29)	232
4-Region: South	44%	(149)	25%	(84)	12%	(41)	18%	(62)	337
4-Region: West	51%	(110)	28%	(59)	10%	(22)	11%	(24)	216

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

**Table MGC28\_4:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Product and service quality

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	49%	(485)	25%	(254)	12%	(124)	14%	(137)	1000
Gender: Male	47%	(229)	23%	(114)	13%	(63)	17%	(83)	489
Gender: Female	50%	(257)	27%	(139)	12%	(61)	11%	(54)	511
Age: 18-34	46%	(232)	29%	(147)	13%	(66)	12%	(61)	506
Generation Z: 13-23	49%	(485)	25%	(254)	12%	(124)	14%	(137)	1000
PID: Dem (no lean)	54%	(190)	28%	(100)	10%	(36)	8%	(29)	355
PID: Ind (no lean)	44%	(195)	24%	(108)	13%	(59)	19%	(83)	445
PID: Rep (no lean)	50%	(101)	23%	(45)	14%	(29)	13%	(25)	201
PID/Gender: Dem Men	54%	(87)	25%	(39)	10%	(15)	11%	(18)	160
PID/Gender: Dem Women	53%	(103)	31%	(60)	11%	(21)	5%	(11)	195
PID/Gender: Ind Men	40%	(88)	23%	(51)	14%	(32)	23%	(51)	223
PID/Gender: Ind Women	48%	(106)	26%	(57)	12%	(27)	14%	(32)	222
PID/Gender: Rep Men	50%	(53)	22%	(23)	15%	(16)	13%	(14)	106
PID/Gender: Rep Women	50%	(48)	23%	(22)	14%	(13)	12%	(12)	95
Ideo: Liberal (1-3)	52%	(170)	29%	(93)	11%	(36)	8%	(25)	324
Ideo: Moderate (4)	54%	(99)	27%	(49)	12%	(22)	8%	(14)	185
Ideo: Conservative (5-7)	55%	(95)	23%	(40)	14%	(24)	9%	(15)	173
Educ: < College	49%	(452)	24%	(222)	12%	(111)	14%	(131)	916
Educ: Bachelors degree	42%	(30)	39%	(28)	15%	(11)	4%	(3)	72
Income: Under 50k	43%	(210)	25%	(124)	14%	(67)	18%	(86)	488
Income: 50k-100k	58%	(189)	24%	(78)	11%	(35)	8%	(26)	328
Income: 100k+	47%	(86)	28%	(52)	12%	(22)	13%	(25)	183
Ethnicity: White	50%	(321)	25%	(161)	12%	(79)	12%	(77)	638
Ethnicity: Hispanic	41%	(83)	27%	(54)	15%	(31)	17%	(35)	203
Ethnicity: Afr. Am.	41%	(54)	24%	(31)	18%	(23)	18%	(23)	131
Ethnicity: Other	48%	(111)	27%	(62)	10%	(22)	16%	(37)	231
All Christian	54%	(148)	28%	(77)	9%	(26)	9%	(24)	274
All Non-Christian	60%	(39)	23%	(15)	10%	(7)	7%	(4)	65
Atheist	54%	(61)	22%	(25)	12%	(13)	12%	(14)	113
Agnostic/Nothing in particular	43%	(237)	25%	(137)	14%	(78)	17%	(95)	548

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**Table MGC28\_4:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Product and service quality

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	49%	(485)	25%	(254)	12%	(124)	14%	(137)	1000
Religious Non-Protestant/Catholic	57%	(47)	22%	(18)	11%	(9)	10%	(8)	82
Evangelical	45%	(80)	30%	(53)	14%	(24)	12%	(22)	180
Non-Evangelical	54%	(152)	26%	(74)	10%	(28)	10%	(29)	283
Community: Urban	49%	(126)	23%	(59)	13%	(32)	15%	(38)	256
Community: Suburban	51%	(276)	26%	(138)	10%	(56)	13%	(69)	539
Community: Rural	40%	(82)	28%	(57)	18%	(36)	15%	(30)	206
Employ: Private Sector	58%	(49)	30%	(25)	8%	(7)	5%	(4)	84
Employ: Unemployed	40%	(62)	26%	(39)	17%	(26)	17%	(27)	154
Military HH: Yes	40%	(53)	22%	(29)	21%	(28)	17%	(22)	132
Military HH: No	50%	(432)	26%	(224)	11%	(96)	13%	(115)	868
RD/WT: Right Direction	45%	(136)	22%	(67)	16%	(50)	17%	(52)	305
RD/WT: Wrong Track	50%	(349)	27%	(187)	11%	(74)	12%	(85)	695
Trump Job Approve	50%	(137)	20%	(55)	14%	(40)	16%	(43)	274
Trump Job Disapprove	52%	(303)	28%	(165)	11%	(64)	9%	(54)	586
Trump Job Strongly Approve	51%	(56)	13%	(14)	19%	(21)	17%	(18)	109
Trump Job Somewhat Approve	49%	(81)	25%	(41)	11%	(19)	15%	(25)	166
Trump Job Somewhat Disapprove	54%	(112)	27%	(56)	12%	(24)	8%	(16)	209
Trump Job Strongly Disapprove	51%	(191)	29%	(108)	11%	(40)	10%	(38)	377
Favorable of Trump	52%	(133)	22%	(56)	13%	(34)	13%	(33)	256
Unfavorable of Trump	52%	(313)	28%	(172)	11%	(66)	9%	(55)	606
Very Favorable of Trump	54%	(59)	13%	(14)	17%	(19)	16%	(17)	109
Somewhat Favorable of Trump	50%	(74)	28%	(42)	11%	(16)	11%	(16)	147
Somewhat Unfavorable of Trump	50%	(87)	31%	(54)	11%	(20)	8%	(15)	176
Very Unfavorable of Trump	52%	(225)	28%	(119)	11%	(46)	9%	(40)	430

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**Table MGC28\_4:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

*Product and service quality*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	49%	(485)	25%	(254)	12%	(124)	14%	(137)	1000
#1 Issue: Economy	54%	(161)	22%	(65)	13%	(39)	10%	(31)	296
#1 Issue: Security	53%	(40)	18%	(14)	11%	(8)	17%	(13)	76
#1 Issue: Health Care	50%	(85)	29%	(50)	9%	(16)	11%	(19)	171
#1 Issue: Women's Issues	56%	(66)	23%	(27)	13%	(15)	9%	(10)	117
#1 Issue: Education	40%	(58)	27%	(39)	17%	(24)	17%	(24)	145
#1 Issue: Energy	52%	(51)	30%	(30)	8%	(8)	10%	(9)	98
#1 Issue: Other	27%	(22)	30%	(25)	13%	(11)	30%	(25)	82
2018 House Vote: Democrat	47%	(53)	33%	(37)	13%	(15)	7%	(7)	112
2016 Vote: Hillary Clinton	41%	(32)	35%	(27)	14%	(11)	10%	(8)	78
2016 Vote: Didn't Vote	49%	(432)	24%	(215)	12%	(109)	14%	(125)	881
Voted in 2014: No	49%	(475)	25%	(245)	12%	(118)	14%	(133)	972
2012 Vote: Didn't Vote	49%	(475)	26%	(249)	12%	(120)	14%	(133)	978
4-Region: Northeast	51%	(110)	27%	(59)	14%	(31)	7%	(16)	216
4-Region: Midwest	48%	(111)	29%	(68)	11%	(25)	12%	(28)	232
4-Region: South	44%	(150)	23%	(77)	14%	(48)	18%	(62)	337
4-Region: West	53%	(115)	23%	(50)	10%	(21)	14%	(31)	216

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

**Table MGC28\_5:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Availability of products and services even in tough times

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	36%	(365)	35%	(354)	15%	(148)	13%	(133)	1000
Gender: Male	34%	(167)	34%	(166)	15%	(74)	17%	(82)	489
Gender: Female	39%	(198)	37%	(188)	15%	(75)	10%	(51)	511
Age: 18-34	36%	(181)	36%	(180)	16%	(80)	13%	(65)	506
Generation Z: 13-23	36%	(365)	35%	(354)	15%	(148)	13%	(133)	1000
PID: Dem (no lean)	35%	(125)	41%	(145)	14%	(50)	10%	(35)	355
PID: Ind (no lean)	38%	(168)	31%	(138)	14%	(62)	17%	(77)	445
PID: Rep (no lean)	36%	(72)	35%	(71)	18%	(36)	11%	(21)	201
PID/Gender: Dem Men	35%	(56)	37%	(59)	16%	(25)	13%	(20)	160
PID/Gender: Dem Women	35%	(69)	44%	(86)	13%	(25)	8%	(15)	195
PID/Gender: Ind Men	34%	(76)	30%	(67)	14%	(31)	22%	(49)	223
PID/Gender: Ind Women	41%	(92)	32%	(71)	14%	(31)	13%	(28)	222
PID/Gender: Rep Men	33%	(35)	38%	(40)	17%	(18)	13%	(13)	106
PID/Gender: Rep Women	39%	(37)	33%	(31)	19%	(18)	8%	(8)	95
Ideo: Liberal (1-3)	37%	(121)	39%	(126)	14%	(47)	9%	(31)	324
Ideo: Moderate (4)	42%	(79)	34%	(64)	14%	(25)	9%	(17)	185
Ideo: Conservative (5-7)	42%	(73)	38%	(66)	13%	(23)	7%	(12)	173
Educ: < College	37%	(336)	35%	(317)	15%	(135)	14%	(128)	916
Educ: Bachelors degree	37%	(27)	44%	(32)	15%	(11)	4%	(3)	72
Income: Under 50k	34%	(168)	33%	(163)	15%	(74)	17%	(83)	488
Income: 50k-100k	39%	(128)	36%	(118)	17%	(55)	8%	(27)	328
Income: 100k+	37%	(69)	40%	(72)	11%	(20)	12%	(23)	183
Ethnicity: White	37%	(238)	36%	(233)	14%	(91)	12%	(77)	638
Ethnicity: Hispanic	27%	(55)	34%	(69)	21%	(42)	18%	(37)	203
Ethnicity: Afr. Am.	38%	(50)	29%	(38)	17%	(23)	15%	(20)	131
Ethnicity: Other	33%	(77)	36%	(83)	15%	(35)	16%	(37)	231
All Christian	40%	(110)	40%	(111)	11%	(30)	8%	(23)	274
All Non-Christian	49%	(32)	26%	(17)	14%	(9)	11%	(7)	65
Atheist	34%	(39)	42%	(48)	12%	(14)	11%	(13)	113
Agnostic/Nothing in particular	34%	(184)	33%	(178)	17%	(95)	16%	(90)	548

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**Table MGC28\_5:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Availability of products and services even in tough times*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	36%	(365)	35%	(354)	15%	(148)	13%	(133)	1000
Religious Non-Protestant/Catholic	47%	(38)	28%	(23)	12%	(10)	13%	(11)	82
Evangelical	37%	(67)	39%	(69)	13%	(24)	11%	(19)	180
Non-Evangelical	41%	(116)	37%	(104)	14%	(38)	9%	(25)	283
Community: Urban	42%	(106)	32%	(82)	13%	(33)	13%	(34)	256
Community: Suburban	35%	(190)	36%	(196)	15%	(80)	14%	(74)	539
Community: Rural	34%	(69)	37%	(76)	17%	(36)	13%	(26)	206
Employ: Private Sector	36%	(30)	48%	(41)	9%	(8)	7%	(6)	84
Employ: Unemployed	33%	(50)	34%	(52)	21%	(32)	13%	(20)	154
Military HH: Yes	31%	(41)	31%	(41)	21%	(28)	17%	(22)	132
Military HH: No	37%	(324)	36%	(312)	14%	(121)	13%	(111)	868
RD/WT: Right Direction	36%	(109)	32%	(99)	16%	(48)	16%	(49)	305
RD/WT: Wrong Track	37%	(255)	37%	(255)	14%	(100)	12%	(84)	695
Trump Job Approve	38%	(105)	31%	(85)	15%	(42)	15%	(42)	274
Trump Job Disapprove	38%	(224)	39%	(226)	15%	(85)	9%	(51)	586
Trump Job Strongly Approve	39%	(43)	30%	(33)	13%	(14)	17%	(19)	109
Trump Job Somewhat Approve	38%	(62)	32%	(52)	17%	(28)	14%	(23)	166
Trump Job Somewhat Disapprove	40%	(83)	41%	(87)	12%	(25)	7%	(14)	209
Trump Job Strongly Disapprove	37%	(141)	37%	(139)	16%	(61)	10%	(37)	377
Favorable of Trump	39%	(100)	33%	(84)	15%	(38)	13%	(33)	256
Unfavorable of Trump	39%	(237)	38%	(229)	14%	(88)	9%	(53)	606
Very Favorable of Trump	41%	(45)	30%	(32)	12%	(13)	17%	(19)	109
Somewhat Favorable of Trump	37%	(55)	35%	(52)	18%	(26)	10%	(14)	147
Somewhat Unfavorable of Trump	42%	(73)	40%	(70)	10%	(17)	9%	(15)	176
Very Unfavorable of Trump	38%	(163)	37%	(158)	16%	(71)	9%	(38)	430

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**Table MGC28\_5:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Availability of products and services even in tough times

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	36%	(365)	35%	(354)	15%	(148)	13%	(133)	1000
#1 Issue: Economy	39%	(116)	38%	(112)	14%	(40)	9%	(28)	296
#1 Issue: Security	35%	(27)	28%	(21)	17%	(13)	20%	(15)	76
#1 Issue: Health Care	35%	(59)	41%	(69)	16%	(27)	9%	(15)	171
#1 Issue: Women's Issues	42%	(49)	33%	(39)	14%	(16)	11%	(13)	117
#1 Issue: Education	37%	(53)	33%	(48)	16%	(23)	14%	(21)	145
#1 Issue: Energy	43%	(42)	31%	(31)	13%	(13)	13%	(12)	98
#1 Issue: Other	23%	(19)	32%	(27)	14%	(11)	31%	(25)	82
2018 House Vote: Democrat	33%	(37)	41%	(46)	16%	(18)	9%	(10)	112
2016 Vote: Hillary Clinton	25%	(19)	45%	(35)	18%	(14)	12%	(9)	78
2016 Vote: Didn't Vote	38%	(332)	34%	(301)	14%	(128)	14%	(119)	881
Voted in 2014: No	37%	(357)	35%	(345)	15%	(144)	13%	(126)	972
2012 Vote: Didn't Vote	37%	(357)	36%	(347)	15%	(146)	13%	(127)	978
4-Region: Northeast	39%	(85)	38%	(81)	14%	(31)	9%	(19)	216
4-Region: Midwest	35%	(82)	41%	(94)	13%	(29)	11%	(26)	232
4-Region: South	35%	(119)	32%	(109)	15%	(49)	18%	(59)	337
4-Region: West	37%	(79)	32%	(69)	18%	(39)	13%	(29)	216

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

**Table MGC28\_6:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Company's ethics and ethical stances*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	35%	(345)	33%	(325)	17%	(175)	15%	(155)	1000
Gender: Male	31%	(152)	34%	(165)	17%	(84)	18%	(88)	489
Gender: Female	38%	(193)	31%	(160)	18%	(91)	13%	(67)	511
Age: 18-34	34%	(173)	33%	(168)	18%	(93)	14%	(72)	506
Generation Z: 13-23	35%	(345)	33%	(325)	17%	(175)	15%	(155)	1000
PID: Dem (no lean)	45%	(159)	33%	(117)	12%	(44)	10%	(34)	355
PID: Ind (no lean)	29%	(129)	30%	(133)	21%	(93)	20%	(90)	445
PID: Rep (no lean)	28%	(57)	38%	(76)	19%	(37)	15%	(31)	201
PID/Gender: Dem Men	42%	(67)	35%	(57)	10%	(15)	13%	(21)	160
PID/Gender: Dem Women	48%	(92)	31%	(60)	15%	(29)	7%	(13)	195
PID/Gender: Ind Men	25%	(55)	29%	(64)	23%	(52)	23%	(51)	223
PID/Gender: Ind Women	33%	(74)	31%	(68)	19%	(41)	17%	(39)	222
PID/Gender: Rep Men	28%	(30)	42%	(44)	15%	(16)	15%	(16)	106
PID/Gender: Rep Women	28%	(27)	33%	(31)	22%	(21)	16%	(15)	95
Ideo: Liberal (1-3)	48%	(156)	31%	(99)	12%	(38)	9%	(30)	324
Ideo: Moderate (4)	33%	(62)	35%	(66)	21%	(40)	10%	(18)	185
Ideo: Conservative (5-7)	30%	(52)	36%	(62)	21%	(36)	13%	(22)	173
Educ: < College	35%	(318)	31%	(282)	18%	(167)	16%	(148)	916
Educ: Bachelors degree	34%	(25)	53%	(39)	9%	(7)	4%	(3)	72
Income: Under 50k	32%	(157)	29%	(141)	19%	(91)	20%	(99)	488
Income: 50k-100k	40%	(131)	34%	(111)	17%	(55)	9%	(31)	328
Income: 100k+	31%	(57)	40%	(73)	16%	(29)	13%	(25)	183
Ethnicity: White	34%	(215)	35%	(223)	17%	(109)	14%	(91)	638
Ethnicity: Hispanic	31%	(63)	29%	(59)	21%	(42)	19%	(39)	203
Ethnicity: Afr. Am.	41%	(53)	24%	(31)	19%	(25)	17%	(22)	131
Ethnicity: Other	33%	(77)	31%	(72)	17%	(40)	18%	(42)	231
All Christian	35%	(95)	36%	(100)	17%	(47)	12%	(33)	274
All Non-Christian	39%	(25)	40%	(26)	13%	(8)	8%	(5)	65
Atheist	43%	(48)	33%	(37)	12%	(14)	12%	(13)	113
Agnostic/Nothing in particular	32%	(177)	30%	(162)	19%	(106)	19%	(103)	548

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**Table MGC28\_6:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Company's ethics and ethical stances*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	35%	(345)	33%	(325)	17%	(175)	15%	(155)	1000
Religious Non-Protestant/Catholic	36%	(30)	35%	(28)	17%	(14)	12%	(10)	82
Evangelical	31%	(56)	36%	(65)	20%	(36)	13%	(23)	180
Non-Evangelical	36%	(103)	35%	(100)	17%	(47)	12%	(34)	283
Community: Urban	37%	(95)	31%	(79)	16%	(42)	15%	(39)	256
Community: Suburban	36%	(196)	33%	(178)	17%	(89)	14%	(76)	539
Community: Rural	26%	(54)	33%	(69)	21%	(44)	19%	(39)	206
Employ: Private Sector	33%	(28)	47%	(40)	12%	(10)	8%	(7)	84
Employ: Unemployed	29%	(45)	31%	(47)	24%	(37)	16%	(25)	154
Military HH: Yes	29%	(38)	25%	(33)	21%	(28)	25%	(34)	132
Military HH: No	35%	(307)	34%	(292)	17%	(147)	14%	(121)	868
RD/WT: Right Direction	27%	(82)	34%	(103)	21%	(63)	19%	(58)	305
RD/WT: Wrong Track	38%	(263)	32%	(223)	16%	(112)	14%	(97)	695
Trump Job Approve	24%	(67)	36%	(100)	19%	(52)	21%	(56)	274
Trump Job Disapprove	43%	(250)	32%	(188)	16%	(93)	9%	(56)	586
Trump Job Strongly Approve	26%	(28)	30%	(33)	23%	(25)	22%	(24)	109
Trump Job Somewhat Approve	23%	(39)	40%	(67)	16%	(27)	20%	(33)	166
Trump Job Somewhat Disapprove	37%	(78)	38%	(79)	18%	(37)	8%	(16)	209
Trump Job Strongly Disapprove	46%	(173)	29%	(109)	15%	(56)	11%	(40)	377
Favorable of Trump	25%	(63)	37%	(95)	19%	(49)	19%	(49)	256
Unfavorable of Trump	41%	(251)	33%	(199)	16%	(98)	10%	(58)	606
Very Favorable of Trump	25%	(27)	35%	(38)	19%	(20)	21%	(23)	109
Somewhat Favorable of Trump	25%	(36)	38%	(57)	19%	(29)	18%	(26)	147
Somewhat Unfavorable of Trump	31%	(55)	42%	(74)	16%	(29)	10%	(18)	176
Very Unfavorable of Trump	46%	(196)	29%	(124)	16%	(69)	9%	(41)	430

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**Table MGC28\_6:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Company's ethics and ethical stances*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	35%	(345)	33%	(325)	17%	(175)	15%	(155)	1000
#1 Issue: Economy	31%	(90)	36%	(108)	20%	(59)	13%	(39)	296
#1 Issue: Security	39%	(29)	20%	(15)	22%	(17)	20%	(15)	76
#1 Issue: Health Care	42%	(72)	36%	(61)	11%	(19)	11%	(18)	171
#1 Issue: Women's Issues	48%	(56)	25%	(29)	16%	(19)	12%	(14)	117
#1 Issue: Education	26%	(37)	33%	(48)	23%	(33)	19%	(27)	145
#1 Issue: Energy	40%	(39)	36%	(36)	13%	(13)	10%	(10)	98
#1 Issue: Other	24%	(20)	29%	(24)	14%	(11)	33%	(27)	82
2018 House Vote: Democrat	36%	(41)	40%	(45)	14%	(16)	9%	(10)	112
2016 Vote: Hillary Clinton	37%	(29)	44%	(34)	8%	(6)	11%	(8)	78
2016 Vote: Didn't Vote	35%	(305)	31%	(275)	18%	(161)	16%	(140)	881
Voted in 2014: No	35%	(335)	33%	(317)	18%	(171)	15%	(148)	972
2012 Vote: Didn't Vote	34%	(333)	33%	(322)	18%	(173)	15%	(150)	978
4-Region: Northeast	37%	(79)	35%	(75)	20%	(42)	9%	(19)	216
4-Region: Midwest	34%	(80)	33%	(77)	18%	(43)	14%	(32)	232
4-Region: South	33%	(112)	29%	(97)	17%	(57)	21%	(70)	337
4-Region: West	34%	(74)	35%	(75)	15%	(33)	16%	(34)	216

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

**Table MGC28\_7:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?  
Company's political stances

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	20%	(201)	32%	(317)	27%	(272)	21%	(210)	1000
Gender: Male	21%	(103)	28%	(139)	26%	(127)	24%	(119)	489
Gender: Female	19%	(98)	35%	(178)	28%	(145)	18%	(91)	511
Age: 18-34	21%	(108)	33%	(169)	26%	(130)	19%	(98)	506
Generation Z: 13-23	20%	(201)	32%	(317)	27%	(272)	21%	(210)	1000
PID: Dem (no lean)	28%	(99)	34%	(122)	23%	(82)	15%	(52)	355
PID: Ind (no lean)	16%	(69)	29%	(128)	29%	(128)	27%	(119)	445
PID: Rep (no lean)	17%	(34)	33%	(67)	31%	(62)	19%	(38)	201
PID/Gender: Dem Men	30%	(48)	25%	(41)	23%	(37)	21%	(34)	160
PID/Gender: Dem Women	26%	(50)	42%	(81)	23%	(45)	9%	(18)	195
PID/Gender: Ind Men	15%	(33)	30%	(67)	26%	(58)	29%	(65)	223
PID/Gender: Ind Women	16%	(36)	28%	(61)	32%	(70)	25%	(55)	222
PID/Gender: Rep Men	21%	(22)	30%	(31)	31%	(33)	19%	(20)	106
PID/Gender: Rep Women	13%	(12)	38%	(36)	31%	(29)	19%	(18)	95
Ideo: Liberal (1-3)	31%	(99)	35%	(112)	23%	(73)	12%	(40)	324
Ideo: Moderate (4)	17%	(31)	32%	(59)	30%	(56)	21%	(40)	185
Ideo: Conservative (5-7)	20%	(34)	34%	(59)	32%	(56)	14%	(24)	173
Educ: < College	20%	(179)	31%	(287)	27%	(251)	22%	(198)	916
Educ: Bachelors degree	27%	(20)	36%	(26)	25%	(18)	12%	(9)	72
Income: Under 50k	19%	(91)	32%	(156)	25%	(120)	25%	(122)	488
Income: 50k-100k	21%	(70)	33%	(107)	30%	(99)	16%	(52)	328
Income: 100k+	22%	(41)	30%	(54)	29%	(53)	19%	(36)	183
Ethnicity: White	19%	(124)	32%	(201)	28%	(182)	21%	(131)	638
Ethnicity: Hispanic	22%	(45)	30%	(60)	24%	(49)	24%	(48)	203
Ethnicity: Afr. Am.	19%	(25)	31%	(41)	28%	(37)	21%	(28)	131
Ethnicity: Other	23%	(53)	32%	(74)	23%	(53)	22%	(51)	231
All Christian	22%	(59)	32%	(87)	30%	(82)	17%	(46)	274
All Non-Christian	26%	(17)	30%	(20)	28%	(18)	16%	(10)	65
Atheist	23%	(26)	35%	(39)	23%	(26)	19%	(21)	113
Agnostic/Nothing in particular	18%	(99)	31%	(171)	27%	(146)	24%	(132)	548

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**Table MGC28\_7:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's political stances*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	20%	(201)	32%	(317)	27%	(272)	21%	(210)	1000
Religious Non-Protestant/Catholic	25%	(20)	26%	(21)	31%	(26)	18%	(15)	82
Evangelical	18%	(32)	38%	(68)	26%	(46)	18%	(33)	180
Non-Evangelical	21%	(61)	31%	(89)	28%	(79)	19%	(54)	283
Community: Urban	24%	(61)	32%	(82)	23%	(58)	22%	(55)	256
Community: Suburban	20%	(109)	31%	(165)	29%	(157)	20%	(107)	539
Community: Rural	15%	(32)	34%	(70)	28%	(57)	23%	(47)	206
Employ: Private Sector	20%	(17)	44%	(37)	18%	(15)	18%	(15)	84
Employ: Unemployed	20%	(31)	30%	(47)	28%	(42)	22%	(35)	154
Military HH: Yes	21%	(28)	30%	(39)	27%	(36)	22%	(29)	132
Military HH: No	20%	(173)	32%	(278)	27%	(236)	21%	(181)	868
RD/WT: Right Direction	18%	(55)	29%	(89)	29%	(88)	24%	(73)	305
RD/WT: Wrong Track	21%	(146)	33%	(228)	27%	(184)	20%	(136)	695
Trump Job Approve	15%	(42)	29%	(80)	29%	(81)	26%	(72)	274
Trump Job Disapprove	25%	(144)	35%	(207)	26%	(155)	14%	(80)	586
Trump Job Strongly Approve	20%	(21)	35%	(38)	24%	(27)	21%	(23)	109
Trump Job Somewhat Approve	12%	(21)	25%	(42)	33%	(54)	29%	(49)	166
Trump Job Somewhat Disapprove	17%	(36)	36%	(75)	34%	(70)	13%	(28)	209
Trump Job Strongly Disapprove	29%	(109)	35%	(132)	22%	(85)	14%	(52)	377
Favorable of Trump	19%	(47)	29%	(74)	29%	(75)	23%	(60)	256
Unfavorable of Trump	23%	(137)	34%	(205)	28%	(169)	16%	(95)	606
Very Favorable of Trump	21%	(23)	35%	(38)	22%	(24)	22%	(24)	109
Somewhat Favorable of Trump	17%	(25)	24%	(36)	35%	(51)	24%	(36)	147
Somewhat Unfavorable of Trump	11%	(20)	34%	(59)	34%	(60)	21%	(37)	176
Very Unfavorable of Trump	27%	(117)	34%	(146)	26%	(110)	13%	(58)	430

Continued on next page

**Table MGC28\_7:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?  
Company's political stances

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	20%	(201)	32%	(317)	27%	(272)	21%	(210)	1000
#1 Issue: Economy	17%	(51)	31%	(91)	31%	(92)	21%	(61)	296
#1 Issue: Security	21%	(16)	36%	(27)	19%	(15)	25%	(19)	76
#1 Issue: Health Care	25%	(43)	32%	(54)	27%	(46)	16%	(28)	171
#1 Issue: Women's Issues	29%	(34)	28%	(33)	28%	(33)	14%	(17)	117
#1 Issue: Education	16%	(23)	28%	(41)	28%	(41)	28%	(40)	145
#1 Issue: Energy	19%	(19)	41%	(40)	27%	(26)	13%	(13)	98
#1 Issue: Other	16%	(13)	31%	(25)	20%	(16)	34%	(28)	82
2018 House Vote: Democrat	26%	(29)	36%	(40)	25%	(28)	13%	(15)	112
2016 Vote: Hillary Clinton	26%	(21)	36%	(28)	23%	(18)	14%	(11)	78
2016 Vote: Didn't Vote	20%	(175)	31%	(270)	28%	(244)	22%	(192)	881
Voted in 2014: No	20%	(198)	31%	(306)	27%	(265)	21%	(203)	972
2012 Vote: Didn't Vote	20%	(194)	32%	(309)	28%	(271)	21%	(204)	978
4-Region: Northeast	23%	(49)	35%	(75)	28%	(61)	14%	(31)	216
4-Region: Midwest	18%	(43)	32%	(74)	31%	(71)	19%	(44)	232
4-Region: South	19%	(63)	32%	(109)	23%	(79)	26%	(86)	337
4-Region: West	22%	(47)	27%	(59)	28%	(62)	23%	(49)	216

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

**Table MGC28\_8:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Company's stances on social issues

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	28%	(282)	35%	(350)	20%	(202)	17%	(166)	1000
Gender: Male	27%	(132)	32%	(158)	20%	(99)	20%	(99)	489
Gender: Female	29%	(150)	37%	(192)	20%	(103)	13%	(67)	511
Age: 18-34	28%	(140)	36%	(184)	20%	(102)	16%	(80)	506
Generation Z: 13-23	28%	(282)	35%	(350)	20%	(202)	17%	(166)	1000
PID: Dem (no lean)	38%	(136)	36%	(129)	15%	(54)	10%	(36)	355
PID: Ind (no lean)	24%	(105)	31%	(137)	23%	(104)	22%	(98)	445
PID: Rep (no lean)	20%	(40)	42%	(84)	22%	(44)	16%	(32)	201
PID/Gender: Dem Men	38%	(61)	35%	(56)	13%	(20)	14%	(22)	160
PID/Gender: Dem Women	38%	(75)	37%	(72)	17%	(34)	7%	(14)	195
PID/Gender: Ind Men	21%	(46)	28%	(62)	24%	(54)	27%	(60)	223
PID/Gender: Ind Women	27%	(59)	34%	(75)	22%	(50)	17%	(38)	222
PID/Gender: Rep Men	23%	(25)	37%	(40)	23%	(25)	16%	(17)	106
PID/Gender: Rep Women	17%	(16)	46%	(44)	20%	(19)	17%	(16)	95
Ideo: Liberal (1-3)	40%	(129)	37%	(119)	15%	(48)	9%	(28)	324
Ideo: Moderate (4)	26%	(48)	36%	(66)	23%	(42)	16%	(29)	185
Ideo: Conservative (5-7)	29%	(50)	34%	(59)	24%	(41)	13%	(22)	173
Educ: < College	28%	(260)	33%	(305)	21%	(192)	17%	(159)	916
Educ: Bachelors degree	28%	(21)	54%	(39)	11%	(8)	6%	(4)	72
Income: Under 50k	26%	(126)	32%	(157)	21%	(103)	21%	(101)	488
Income: 50k-100k	32%	(104)	40%	(132)	17%	(57)	11%	(35)	328
Income: 100k+	28%	(52)	33%	(60)	23%	(42)	16%	(29)	183
Ethnicity: White	28%	(179)	36%	(230)	20%	(126)	16%	(102)	638
Ethnicity: Hispanic	24%	(50)	36%	(73)	17%	(34)	23%	(46)	203
Ethnicity: Afr. Am.	29%	(39)	29%	(37)	25%	(33)	17%	(22)	131
Ethnicity: Other	28%	(64)	35%	(82)	19%	(44)	18%	(42)	231
All Christian	28%	(77)	40%	(111)	20%	(55)	12%	(32)	274
All Non-Christian	34%	(22)	38%	(24)	19%	(12)	9%	(6)	65
Atheist	34%	(39)	36%	(41)	15%	(17)	14%	(16)	113
Agnostic/Nothing in particular	26%	(144)	32%	(174)	21%	(118)	21%	(112)	548

Continued on next page

**Table MGC28\_8:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's stances on social issues*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	28%	(282)	35%	(350)	20%	(202)	17%	(166)	1000
Religious Non-Protestant/Catholic	33%	(27)	38%	(31)	18%	(15)	11%	(9)	82
Evangelical	28%	(50)	42%	(76)	16%	(29)	14%	(26)	180
Non-Evangelical	29%	(82)	35%	(99)	22%	(63)	14%	(40)	283
Community: Urban	31%	(79)	33%	(84)	18%	(46)	18%	(46)	256
Community: Suburban	28%	(149)	38%	(204)	19%	(103)	15%	(83)	539
Community: Rural	26%	(53)	30%	(62)	26%	(54)	18%	(37)	206
Employ: Private Sector	34%	(29)	42%	(36)	14%	(12)	10%	(8)	84
Employ: Unemployed	26%	(40)	26%	(41)	25%	(39)	22%	(34)	154
Military HH: Yes	32%	(42)	26%	(35)	21%	(27)	21%	(28)	132
Military HH: No	28%	(240)	36%	(315)	20%	(175)	16%	(138)	868
RD/WT: Right Direction	22%	(67)	34%	(103)	22%	(68)	22%	(67)	305
RD/WT: Wrong Track	31%	(214)	36%	(247)	19%	(134)	14%	(99)	695
Trump Job Approve	23%	(63)	33%	(90)	22%	(59)	23%	(62)	274
Trump Job Disapprove	34%	(197)	37%	(217)	19%	(113)	10%	(59)	586
Trump Job Strongly Approve	26%	(28)	28%	(30)	23%	(25)	23%	(25)	109
Trump Job Somewhat Approve	21%	(35)	36%	(60)	21%	(34)	22%	(37)	166
Trump Job Somewhat Disapprove	28%	(59)	43%	(90)	22%	(46)	7%	(15)	209
Trump Job Strongly Disapprove	37%	(138)	34%	(127)	18%	(68)	12%	(44)	377
Favorable of Trump	22%	(57)	37%	(94)	20%	(51)	21%	(53)	256
Unfavorable of Trump	33%	(199)	35%	(214)	21%	(128)	11%	(65)	606
Very Favorable of Trump	26%	(28)	32%	(35)	19%	(20)	23%	(25)	109
Somewhat Favorable of Trump	20%	(29)	40%	(59)	21%	(31)	19%	(27)	147
Somewhat Unfavorable of Trump	25%	(44)	40%	(70)	24%	(42)	11%	(20)	176
Very Unfavorable of Trump	36%	(155)	33%	(144)	20%	(86)	11%	(45)	430

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**Table MGC28\_8:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Company's stances on social issues

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	28%	(282)	35%	(350)	20%	(202)	17%	(166)	1000
#1 Issue: Economy	27%	(79)	35%	(103)	23%	(68)	16%	(46)	296
#1 Issue: Security	25%	(19)	31%	(23)	22%	(17)	22%	(17)	76
#1 Issue: Health Care	29%	(50)	42%	(72)	18%	(31)	10%	(18)	171
#1 Issue: Women's Issues	40%	(48)	27%	(31)	18%	(22)	14%	(17)	117
#1 Issue: Education	23%	(34)	36%	(52)	24%	(35)	17%	(25)	145
#1 Issue: Energy	32%	(31)	41%	(40)	14%	(14)	13%	(13)	98
#1 Issue: Other	22%	(18)	29%	(24)	15%	(12)	34%	(28)	82
2018 House Vote: Democrat	33%	(37)	44%	(49)	13%	(14)	11%	(12)	112
2016 Vote: Hillary Clinton	35%	(27)	41%	(32)	11%	(9)	12%	(10)	78
2016 Vote: Didn't Vote	28%	(247)	34%	(299)	21%	(184)	17%	(151)	881
Voted in 2014: No	28%	(276)	35%	(338)	20%	(198)	16%	(160)	972
2012 Vote: Didn't Vote	28%	(274)	35%	(341)	21%	(201)	17%	(162)	978
4-Region: Northeast	31%	(67)	34%	(74)	24%	(52)	11%	(23)	216
4-Region: Midwest	29%	(67)	36%	(82)	19%	(44)	17%	(39)	232
4-Region: South	26%	(86)	35%	(119)	19%	(64)	20%	(67)	337
4-Region: West	29%	(62)	34%	(74)	20%	(43)	17%	(37)	216

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

**Table MGC28\_9:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?  
Company's reputation

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	33%	(330)	38%	(378)	15%	(146)	15%	(146)	1000
Gender: Male	32%	(155)	35%	(169)	16%	(77)	18%	(87)	489
Gender: Female	34%	(175)	41%	(209)	13%	(69)	11%	(59)	511
Age: 18-34	32%	(162)	39%	(196)	14%	(72)	15%	(76)	506
Generation Z: 13-23	33%	(330)	38%	(378)	15%	(146)	15%	(146)	1000
PID: Dem (no lean)	37%	(132)	40%	(144)	13%	(47)	9%	(31)	355
PID: Ind (no lean)	30%	(131)	35%	(154)	16%	(70)	20%	(90)	445
PID: Rep (no lean)	33%	(66)	40%	(81)	15%	(29)	12%	(25)	201
PID/Gender: Dem Men	40%	(64)	32%	(51)	17%	(27)	12%	(19)	160
PID/Gender: Dem Women	35%	(69)	48%	(93)	11%	(21)	6%	(12)	195
PID/Gender: Ind Men	25%	(55)	35%	(77)	16%	(35)	25%	(55)	223
PID/Gender: Ind Women	34%	(76)	35%	(77)	16%	(35)	16%	(35)	222
PID/Gender: Rep Men	34%	(36)	39%	(41)	15%	(16)	12%	(13)	106
PID/Gender: Rep Women	32%	(30)	42%	(39)	14%	(14)	12%	(12)	95
Ideo: Liberal (1-3)	37%	(119)	42%	(135)	13%	(42)	9%	(28)	324
Ideo: Moderate (4)	34%	(63)	41%	(76)	15%	(27)	10%	(19)	185
Ideo: Conservative (5-7)	41%	(72)	34%	(59)	15%	(26)	10%	(17)	173
Educ: < College	33%	(302)	37%	(338)	15%	(137)	15%	(139)	916
Educ: Bachelors degree	36%	(26)	48%	(35)	10%	(7)	6%	(4)	72
Income: Under 50k	32%	(157)	34%	(166)	15%	(75)	18%	(90)	488
Income: 50k-100k	36%	(117)	41%	(135)	13%	(43)	10%	(33)	328
Income: 100k+	31%	(56)	42%	(76)	15%	(28)	12%	(23)	183
Ethnicity: White	32%	(207)	39%	(252)	14%	(92)	14%	(86)	638
Ethnicity: Hispanic	36%	(73)	31%	(62)	15%	(30)	18%	(37)	203
Ethnicity: Afr. Am.	31%	(41)	36%	(47)	18%	(24)	15%	(19)	131
Ethnicity: Other	35%	(81)	34%	(79)	13%	(30)	17%	(40)	231
All Christian	42%	(114)	37%	(101)	9%	(26)	12%	(34)	274
All Non-Christian	38%	(25)	42%	(27)	12%	(8)	8%	(5)	65
Atheist	30%	(34)	45%	(51)	15%	(17)	10%	(12)	113
Agnostic/Nothing in particular	29%	(157)	36%	(200)	17%	(96)	17%	(96)	548

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**Table MGC28\_9:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's reputation*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	33%	(330)	38%	(378)	15%	(146)	15%	(146)	1000
Religious Non-Protestant/Catholic	34%	(28)	44%	(36)	12%	(10)	11%	(9)	82
Evangelical	35%	(64)	39%	(70)	12%	(21)	14%	(26)	180
Non-Evangelical	41%	(116)	35%	(100)	12%	(35)	12%	(33)	283
Community: Urban	39%	(99)	33%	(85)	12%	(32)	16%	(40)	256
Community: Suburban	33%	(179)	38%	(207)	14%	(78)	14%	(75)	539
Community: Rural	25%	(52)	42%	(86)	18%	(37)	15%	(30)	206
Employ: Private Sector	34%	(29)	47%	(40)	12%	(10)	6%	(5)	84
Employ: Unemployed	24%	(37)	36%	(56)	23%	(36)	16%	(25)	154
Military HH: Yes	29%	(38)	34%	(45)	18%	(23)	19%	(26)	132
Military HH: No	34%	(291)	38%	(333)	14%	(123)	14%	(120)	868
RD/WT: Right Direction	30%	(91)	39%	(120)	13%	(41)	17%	(53)	305
RD/WT: Wrong Track	34%	(238)	37%	(258)	15%	(106)	13%	(93)	695
Trump Job Approve	30%	(83)	37%	(100)	16%	(43)	18%	(48)	274
Trump Job Disapprove	36%	(213)	39%	(230)	15%	(86)	10%	(58)	586
Trump Job Strongly Approve	36%	(39)	29%	(32)	16%	(17)	19%	(21)	109
Trump Job Somewhat Approve	27%	(44)	41%	(69)	15%	(26)	16%	(27)	166
Trump Job Somewhat Disapprove	37%	(77)	41%	(86)	14%	(30)	8%	(16)	209
Trump Job Strongly Disapprove	36%	(135)	38%	(144)	15%	(56)	11%	(42)	377
Favorable of Trump	34%	(87)	37%	(94)	13%	(33)	16%	(42)	256
Unfavorable of Trump	35%	(214)	40%	(242)	15%	(92)	10%	(58)	606
Very Favorable of Trump	38%	(41)	29%	(32)	16%	(17)	18%	(19)	109
Somewhat Favorable of Trump	31%	(46)	43%	(63)	11%	(16)	15%	(22)	147
Somewhat Unfavorable of Trump	33%	(57)	41%	(73)	17%	(31)	8%	(15)	176
Very Unfavorable of Trump	36%	(156)	39%	(169)	14%	(61)	10%	(43)	430

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**Table MGC28\_9:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's reputation*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	33%	(330)	38%	(378)	15%	(146)	15%	(146)	1000
#1 Issue: Economy	38%	(114)	35%	(104)	16%	(46)	11%	(32)	296
#1 Issue: Security	37%	(28)	27%	(20)	18%	(14)	19%	(14)	76
#1 Issue: Health Care	31%	(53)	47%	(80)	11%	(19)	11%	(18)	171
#1 Issue: Women's Issues	41%	(48)	34%	(40)	11%	(13)	13%	(16)	117
#1 Issue: Education	27%	(39)	39%	(56)	18%	(26)	17%	(24)	145
#1 Issue: Energy	26%	(26)	51%	(49)	11%	(11)	12%	(12)	98
#1 Issue: Other	25%	(21)	27%	(22)	18%	(15)	30%	(25)	82
2018 House Vote: Democrat	30%	(34)	49%	(55)	13%	(15)	7%	(8)	112
2016 Vote: Hillary Clinton	27%	(21)	50%	(38)	14%	(11)	10%	(8)	78
2016 Vote: Didn't Vote	34%	(298)	37%	(322)	15%	(129)	15%	(131)	881
Voted in 2014: No	33%	(321)	38%	(367)	15%	(143)	14%	(140)	972
2012 Vote: Didn't Vote	33%	(320)	38%	(372)	15%	(144)	15%	(142)	978
4-Region: Northeast	37%	(81)	38%	(82)	16%	(34)	9%	(19)	216
4-Region: Midwest	33%	(77)	42%	(98)	11%	(25)	14%	(32)	232
4-Region: South	31%	(104)	35%	(118)	16%	(53)	18%	(62)	337
4-Region: West	32%	(69)	37%	(80)	16%	(34)	15%	(33)	216

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

**Table MGC28\_10:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Company's contribution to society

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	32%	(315)	36%	(357)	17%	(171)	16%	(157)	1000
Gender: Male	30%	(146)	33%	(163)	18%	(86)	19%	(94)	489
Gender: Female	33%	(169)	38%	(194)	17%	(86)	12%	(63)	511
Age: 18-34	29%	(149)	35%	(180)	20%	(100)	15%	(77)	506
Generation Z: 13-23	32%	(315)	36%	(357)	17%	(171)	16%	(157)	1000
PID: Dem (no lean)	36%	(128)	38%	(136)	15%	(53)	11%	(38)	355
PID: Ind (no lean)	30%	(132)	34%	(149)	17%	(75)	20%	(89)	445
PID: Rep (no lean)	27%	(55)	36%	(72)	22%	(44)	15%	(30)	201
PID/Gender: Dem Men	36%	(58)	34%	(55)	16%	(25)	14%	(22)	160
PID/Gender: Dem Women	36%	(70)	42%	(81)	14%	(28)	8%	(16)	195
PID/Gender: Ind Men	27%	(60)	30%	(66)	19%	(43)	24%	(54)	223
PID/Gender: Ind Women	32%	(72)	38%	(84)	15%	(32)	16%	(35)	222
PID/Gender: Rep Men	26%	(28)	40%	(43)	17%	(18)	17%	(18)	106
PID/Gender: Rep Women	29%	(27)	31%	(29)	27%	(26)	13%	(13)	95
Ideo: Liberal (1-3)	36%	(116)	39%	(127)	14%	(45)	11%	(36)	324
Ideo: Moderate (4)	34%	(62)	35%	(66)	20%	(37)	11%	(21)	185
Ideo: Conservative (5-7)	35%	(60)	33%	(57)	22%	(39)	10%	(18)	173
Educ: < College	31%	(288)	35%	(320)	17%	(157)	16%	(151)	916
Educ: Bachelors degree	32%	(23)	48%	(35)	15%	(11)	5%	(3)	72
Income: Under 50k	30%	(145)	33%	(163)	18%	(88)	19%	(93)	488
Income: 50k-100k	36%	(117)	36%	(119)	18%	(59)	10%	(34)	328
Income: 100k+	29%	(53)	41%	(75)	14%	(25)	16%	(30)	183
Ethnicity: White	32%	(202)	36%	(228)	18%	(113)	15%	(94)	638
Ethnicity: Hispanic	26%	(53)	37%	(75)	16%	(31)	21%	(43)	203
Ethnicity: Afr. Am.	28%	(37)	36%	(48)	17%	(22)	18%	(24)	131
Ethnicity: Other	33%	(76)	35%	(81)	15%	(36)	16%	(38)	231
All Christian	35%	(96)	35%	(95)	19%	(51)	12%	(32)	274
All Non-Christian	37%	(24)	35%	(23)	17%	(11)	10%	(7)	65
Atheist	30%	(34)	37%	(42)	15%	(17)	18%	(20)	113
Agnostic/Nothing in particular	29%	(161)	36%	(198)	17%	(92)	18%	(97)	548

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**Table MGC28\_10:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Company's contribution to society*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	32%	(315)	36%	(357)	17%	(171)	16%	(157)	1000
Religious Non-Protestant/Catholic	34%	(28)	37%	(31)	16%	(13)	13%	(10)	82
Evangelical	39%	(69)	31%	(56)	17%	(30)	14%	(24)	180
Non-Evangelical	32%	(92)	38%	(108)	18%	(51)	12%	(33)	283
Community: Urban	33%	(83)	31%	(80)	22%	(56)	14%	(37)	256
Community: Suburban	33%	(180)	37%	(201)	14%	(75)	15%	(83)	539
Community: Rural	25%	(52)	37%	(77)	20%	(41)	18%	(37)	206
Employ: Private Sector	34%	(29)	46%	(38)	13%	(11)	8%	(6)	84
Employ: Unemployed	28%	(43)	35%	(53)	18%	(27)	20%	(31)	154
Military HH: Yes	31%	(42)	34%	(45)	17%	(23)	18%	(23)	132
Military HH: No	32%	(273)	36%	(312)	17%	(149)	15%	(133)	868
RD/WT: Right Direction	30%	(91)	30%	(92)	21%	(64)	19%	(58)	305
RD/WT: Wrong Track	32%	(224)	38%	(265)	15%	(107)	14%	(99)	695
Trump Job Approve	31%	(85)	30%	(82)	22%	(60)	17%	(47)	274
Trump Job Disapprove	34%	(202)	38%	(224)	16%	(91)	12%	(69)	586
Trump Job Strongly Approve	35%	(38)	28%	(31)	18%	(19)	19%	(20)	109
Trump Job Somewhat Approve	29%	(47)	31%	(52)	24%	(40)	16%	(27)	166
Trump Job Somewhat Disapprove	34%	(72)	38%	(79)	16%	(34)	12%	(25)	209
Trump Job Strongly Disapprove	34%	(130)	39%	(146)	15%	(58)	12%	(44)	377
Favorable of Trump	31%	(78)	35%	(89)	19%	(48)	16%	(41)	256
Unfavorable of Trump	34%	(208)	37%	(225)	17%	(103)	11%	(70)	606
Very Favorable of Trump	34%	(37)	34%	(37)	13%	(14)	19%	(21)	109
Somewhat Favorable of Trump	28%	(42)	36%	(52)	23%	(33)	14%	(20)	147
Somewhat Unfavorable of Trump	33%	(57)	35%	(62)	18%	(32)	14%	(24)	176
Very Unfavorable of Trump	35%	(151)	38%	(163)	17%	(71)	10%	(45)	430

Continued on next page

**Table MGC28\_10:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

*Company's contribution to society*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	32%	(315)	36%	(357)	17%	(171)	16%	(157)	1000
#1 Issue: Economy	33%	(98)	34%	(99)	21%	(64)	12%	(35)	296
#1 Issue: Security	33%	(25)	28%	(21)	17%	(13)	22%	(17)	76
#1 Issue: Health Care	30%	(52)	41%	(69)	16%	(28)	13%	(22)	171
#1 Issue: Women's Issues	36%	(43)	39%	(46)	12%	(14)	13%	(15)	117
#1 Issue: Education	29%	(42)	32%	(46)	22%	(32)	18%	(26)	145
#1 Issue: Energy	37%	(37)	39%	(39)	10%	(10)	13%	(13)	98
#1 Issue: Other	19%	(16)	39%	(32)	10%	(8)	33%	(27)	82
2018 House Vote: Democrat	29%	(33)	44%	(49)	18%	(20)	9%	(10)	112
2016 Vote: Hillary Clinton	29%	(23)	45%	(35)	16%	(13)	10%	(8)	78
2016 Vote: Didn't Vote	32%	(278)	35%	(309)	17%	(152)	16%	(142)	881
Voted in 2014: No	32%	(308)	36%	(347)	17%	(165)	16%	(151)	972
2012 Vote: Didn't Vote	31%	(308)	36%	(348)	17%	(169)	16%	(152)	978
4-Region: Northeast	30%	(65)	38%	(83)	20%	(43)	11%	(24)	216
4-Region: Midwest	35%	(80)	37%	(85)	16%	(36)	13%	(30)	232
4-Region: South	29%	(99)	34%	(114)	16%	(54)	21%	(70)	337
4-Region: West	33%	(71)	35%	(75)	17%	(38)	15%	(32)	216

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

**Table MGC28\_11:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's flexibility in tough times*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	36%	(362)	36%	(359)	14%	(141)	14%	(137)	1000
Gender: Male	36%	(174)	33%	(160)	14%	(70)	17%	(84)	489
Gender: Female	37%	(188)	39%	(199)	14%	(71)	10%	(53)	511
Age: 18-34	36%	(182)	37%	(187)	14%	(70)	13%	(67)	506
Generation Z: 13-23	36%	(362)	36%	(359)	14%	(141)	14%	(137)	1000
PID: Dem (no lean)	43%	(154)	37%	(132)	11%	(39)	9%	(30)	355
PID: Ind (no lean)	32%	(144)	34%	(151)	15%	(65)	19%	(85)	445
PID: Rep (no lean)	32%	(65)	38%	(76)	19%	(38)	11%	(21)	201
PID/Gender: Dem Men	44%	(71)	33%	(53)	11%	(18)	11%	(18)	160
PID/Gender: Dem Women	43%	(83)	41%	(80)	10%	(20)	6%	(12)	195
PID/Gender: Ind Men	31%	(68)	32%	(71)	14%	(30)	24%	(53)	223
PID/Gender: Ind Women	34%	(75)	36%	(80)	16%	(35)	15%	(32)	222
PID/Gender: Rep Men	33%	(35)	35%	(37)	20%	(21)	12%	(13)	106
PID/Gender: Rep Women	32%	(30)	42%	(39)	17%	(17)	9%	(9)	95
Ideo: Liberal (1-3)	43%	(139)	38%	(122)	12%	(38)	8%	(25)	324
Ideo: Moderate (4)	39%	(72)	37%	(69)	14%	(25)	10%	(18)	185
Ideo: Conservative (5-7)	38%	(65)	38%	(65)	17%	(30)	8%	(13)	173
Educ: < College	36%	(334)	35%	(320)	14%	(132)	14%	(130)	916
Educ: Bachelors degree	37%	(27)	47%	(34)	11%	(8)	6%	(4)	72
Income: Under 50k	33%	(162)	35%	(171)	14%	(68)	18%	(88)	488
Income: 50k-100k	39%	(129)	39%	(127)	14%	(47)	8%	(26)	328
Income: 100k+	39%	(72)	34%	(62)	15%	(27)	13%	(23)	183
Ethnicity: White	38%	(240)	35%	(225)	15%	(93)	13%	(80)	638
Ethnicity: Hispanic	32%	(64)	34%	(68)	16%	(33)	18%	(37)	203
Ethnicity: Afr. Am.	33%	(44)	34%	(45)	18%	(24)	14%	(19)	131
Ethnicity: Other	34%	(79)	39%	(90)	11%	(25)	16%	(38)	231
All Christian	39%	(108)	39%	(108)	12%	(34)	9%	(25)	274
All Non-Christian	53%	(34)	28%	(18)	10%	(7)	9%	(6)	65
Atheist	38%	(43)	40%	(45)	11%	(13)	11%	(12)	113
Agnostic/Nothing in particular	32%	(178)	34%	(188)	16%	(89)	17%	(94)	548

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**Table MGC28\_11:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's flexibility in tough times*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	36%	(362)	36%	(359)	14%	(141)	14%	(137)	1000
Religious Non-Protestant/Catholic	48%	(39)	31%	(26)	10%	(8)	11%	(9)	82
Evangelical	36%	(65)	38%	(69)	13%	(24)	13%	(23)	180
Non-Evangelical	39%	(109)	38%	(107)	15%	(41)	9%	(26)	283
Community: Urban	39%	(99)	34%	(86)	14%	(35)	14%	(36)	256
Community: Suburban	38%	(202)	37%	(197)	13%	(69)	13%	(71)	539
Community: Rural	30%	(62)	37%	(76)	18%	(38)	15%	(30)	206
Employ: Private Sector	38%	(32)	47%	(39)	10%	(8)	6%	(5)	84
Employ: Unemployed	28%	(43)	37%	(57)	18%	(28)	17%	(26)	154
Military HH: Yes	27%	(36)	39%	(51)	17%	(22)	17%	(23)	132
Military HH: No	38%	(326)	35%	(308)	14%	(119)	13%	(114)	868
RD/WT: Right Direction	29%	(89)	35%	(108)	18%	(56)	17%	(52)	305
RD/WT: Wrong Track	39%	(273)	36%	(251)	12%	(85)	12%	(85)	695
Trump Job Approve	33%	(90)	35%	(97)	16%	(43)	16%	(44)	274
Trump Job Disapprove	40%	(236)	37%	(219)	14%	(79)	9%	(51)	586
Trump Job Strongly Approve	37%	(41)	30%	(33)	13%	(15)	19%	(21)	109
Trump Job Somewhat Approve	30%	(50)	39%	(64)	17%	(29)	14%	(24)	166
Trump Job Somewhat Disapprove	39%	(81)	41%	(85)	14%	(29)	7%	(14)	209
Trump Job Strongly Disapprove	41%	(155)	36%	(134)	13%	(50)	10%	(37)	377
Favorable of Trump	33%	(85)	39%	(99)	14%	(36)	14%	(35)	256
Unfavorable of Trump	41%	(246)	37%	(225)	14%	(85)	8%	(51)	606
Very Favorable of Trump	38%	(41)	30%	(33)	13%	(15)	18%	(20)	109
Somewhat Favorable of Trump	30%	(44)	45%	(66)	15%	(22)	11%	(16)	147
Somewhat Unfavorable of Trump	35%	(62)	43%	(76)	14%	(24)	8%	(14)	176
Very Unfavorable of Trump	43%	(184)	35%	(149)	14%	(61)	9%	(37)	430

Continued on next page

**Table MGC28\_11:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's flexibility in tough times*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	36%	(362)	36%	(359)	14%	(141)	14%	(137)	1000
#1 Issue: Economy	37%	(108)	38%	(112)	16%	(46)	10%	(29)	296
#1 Issue: Security	38%	(29)	22%	(16)	20%	(15)	21%	(16)	76
#1 Issue: Health Care	43%	(74)	37%	(63)	9%	(16)	10%	(17)	171
#1 Issue: Women's Issues	45%	(53)	36%	(42)	12%	(14)	8%	(9)	117
#1 Issue: Education	28%	(40)	39%	(56)	20%	(29)	13%	(19)	145
#1 Issue: Energy	38%	(37)	41%	(40)	10%	(9)	11%	(11)	98
#1 Issue: Other	24%	(19)	29%	(24)	11%	(9)	36%	(30)	82
2018 House Vote: Democrat	41%	(46)	42%	(47)	9%	(10)	8%	(9)	112
2016 Vote: Hillary Clinton	36%	(28)	46%	(36)	6%	(5)	12%	(10)	78
2016 Vote: Didn't Vote	37%	(322)	35%	(305)	15%	(132)	14%	(122)	881
Voted in 2014: No	37%	(355)	36%	(347)	14%	(140)	13%	(130)	972
2012 Vote: Didn't Vote	36%	(355)	36%	(351)	14%	(140)	14%	(133)	978
4-Region: Northeast	37%	(79)	40%	(86)	16%	(34)	7%	(16)	216
4-Region: Midwest	33%	(77)	39%	(91)	17%	(38)	11%	(26)	232
4-Region: South	36%	(123)	33%	(110)	12%	(42)	18%	(62)	337
4-Region: West	39%	(84)	33%	(72)	12%	(27)	15%	(33)	216

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

**Table MGC28\_12:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*How much I trust the company to always do the right thing*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	38%	(377)	34%	(343)	14%	(136)	14%	(143)	1000
Gender: Male	37%	(183)	33%	(161)	12%	(60)	17%	(85)	489
Gender: Female	38%	(195)	36%	(182)	15%	(76)	11%	(58)	511
Age: 18-34	36%	(183)	36%	(184)	14%	(72)	13%	(67)	506
Generation Z: 13-23	38%	(377)	34%	(343)	14%	(136)	14%	(143)	1000
PID: Dem (no lean)	41%	(144)	37%	(132)	12%	(41)	10%	(37)	355
PID: Ind (no lean)	35%	(157)	32%	(141)	14%	(64)	19%	(83)	445
PID: Rep (no lean)	38%	(76)	35%	(69)	16%	(31)	12%	(24)	201
PID/Gender: Dem Men	41%	(66)	34%	(54)	13%	(21)	12%	(19)	160
PID/Gender: Dem Women	40%	(79)	40%	(78)	10%	(20)	9%	(18)	195
PID/Gender: Ind Men	33%	(73)	32%	(71)	13%	(29)	23%	(50)	223
PID/Gender: Ind Women	38%	(84)	32%	(71)	16%	(35)	15%	(33)	222
PID/Gender: Rep Men	42%	(44)	34%	(36)	9%	(10)	15%	(16)	106
PID/Gender: Rep Women	34%	(32)	35%	(33)	23%	(21)	8%	(8)	95
Ideo: Liberal (1-3)	42%	(137)	36%	(115)	13%	(42)	9%	(30)	324
Ideo: Moderate (4)	39%	(72)	39%	(72)	12%	(22)	10%	(18)	185
Ideo: Conservative (5-7)	43%	(75)	34%	(60)	13%	(23)	9%	(16)	173
Educ: < College	38%	(347)	33%	(303)	14%	(128)	15%	(137)	916
Educ: Bachelors degree	36%	(26)	51%	(37)	9%	(6)	5%	(3)	72
Income: Under 50k	36%	(178)	32%	(155)	14%	(67)	18%	(88)	488
Income: 50k-100k	40%	(132)	37%	(121)	14%	(47)	9%	(28)	328
Income: 100k+	37%	(67)	37%	(68)	12%	(21)	15%	(27)	183
Ethnicity: White	39%	(249)	33%	(212)	15%	(94)	13%	(82)	638
Ethnicity: Hispanic	33%	(67)	31%	(62)	18%	(37)	18%	(36)	203
Ethnicity: Afr. Am.	36%	(47)	35%	(46)	11%	(15)	18%	(24)	131
Ethnicity: Other	35%	(82)	37%	(85)	12%	(27)	16%	(38)	231
All Christian	39%	(106)	37%	(103)	13%	(36)	11%	(30)	274
All Non-Christian	49%	(31)	30%	(20)	12%	(8)	9%	(6)	65
Atheist	42%	(47)	36%	(41)	11%	(12)	12%	(13)	113
Agnostic/Nothing in particular	35%	(193)	33%	(180)	15%	(80)	17%	(94)	548

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**Table MGC28\_12:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*How much I trust the company to always do the right thing*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	38%	(377)	34%	(343)	14%	(136)	14%	(143)	1000
Religious Non-Protestant/Catholic	45%	(37)	33%	(27)	11%	(9)	11%	(9)	82
Evangelical	42%	(76)	34%	(60)	12%	(21)	13%	(23)	180
Non-Evangelical	37%	(106)	37%	(106)	15%	(41)	11%	(31)	283
Community: Urban	40%	(103)	32%	(82)	12%	(30)	16%	(40)	256
Community: Suburban	38%	(206)	35%	(187)	13%	(70)	14%	(75)	539
Community: Rural	33%	(68)	36%	(74)	17%	(35)	14%	(28)	206
Employ: Private Sector	39%	(33)	44%	(37)	8%	(7)	9%	(7)	84
Employ: Unemployed	34%	(52)	34%	(52)	18%	(28)	15%	(23)	154
Military HH: Yes	36%	(48)	28%	(38)	17%	(23)	18%	(24)	132
Military HH: No	38%	(329)	35%	(306)	13%	(113)	14%	(119)	868
RD/WT: Right Direction	35%	(108)	34%	(103)	13%	(39)	18%	(55)	305
RD/WT: Wrong Track	39%	(270)	35%	(240)	14%	(97)	13%	(88)	695
Trump Job Approve	40%	(109)	30%	(83)	13%	(34)	18%	(48)	274
Trump Job Disapprove	40%	(237)	36%	(210)	14%	(81)	10%	(58)	586
Trump Job Strongly Approve	50%	(54)	28%	(30)	6%	(6)	17%	(18)	109
Trump Job Somewhat Approve	33%	(55)	32%	(53)	17%	(28)	18%	(30)	166
Trump Job Somewhat Disapprove	38%	(79)	37%	(77)	17%	(35)	9%	(18)	209
Trump Job Strongly Disapprove	42%	(158)	35%	(133)	12%	(46)	11%	(40)	377
Favorable of Trump	40%	(102)	32%	(83)	12%	(32)	15%	(39)	256
Unfavorable of Trump	40%	(242)	36%	(219)	15%	(88)	9%	(56)	606
Very Favorable of Trump	48%	(53)	25%	(28)	8%	(9)	18%	(20)	109
Somewhat Favorable of Trump	34%	(50)	37%	(55)	15%	(23)	13%	(20)	147
Somewhat Unfavorable of Trump	37%	(64)	37%	(65)	17%	(29)	10%	(17)	176
Very Unfavorable of Trump	41%	(178)	36%	(154)	14%	(59)	9%	(39)	430

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**Table MGC28\_12:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

How much I trust the company to always do the right thing

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	38%	(377)	34%	(343)	14%	(136)	14%	(143)	1000
#1 Issue: Economy	39%	(116)	35%	(105)	15%	(43)	11%	(31)	296
#1 Issue: Security	44%	(33)	23%	(17)	16%	(12)	18%	(13)	76
#1 Issue: Health Care	39%	(67)	37%	(64)	13%	(22)	11%	(18)	171
#1 Issue: Women's Issues	44%	(51)	32%	(38)	12%	(14)	12%	(14)	117
#1 Issue: Education	32%	(46)	37%	(54)	13%	(19)	18%	(26)	145
#1 Issue: Energy	39%	(38)	36%	(36)	11%	(10)	14%	(13)	98
#1 Issue: Other	28%	(23)	29%	(24)	13%	(11)	29%	(24)	82
2018 House Vote: Democrat	34%	(38)	46%	(51)	13%	(14)	8%	(9)	112
2016 Vote: Hillary Clinton	36%	(28)	42%	(33)	12%	(9)	10%	(8)	78
2016 Vote: Didn't Vote	38%	(335)	33%	(292)	14%	(125)	15%	(129)	881
Voted in 2014: No	38%	(365)	34%	(333)	14%	(135)	14%	(139)	972
2012 Vote: Didn't Vote	37%	(365)	34%	(336)	14%	(136)	14%	(140)	978
4-Region: Northeast	37%	(80)	37%	(79)	16%	(35)	10%	(21)	216
4-Region: Midwest	39%	(90)	37%	(85)	12%	(27)	13%	(29)	232
4-Region: South	37%	(125)	33%	(111)	12%	(41)	18%	(60)	337
4-Region: West	38%	(82)	31%	(68)	15%	(33)	16%	(34)	216

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

**Table MGC28\_13:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

The customer rewards or loyalty program

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	24%	(238)	36%	(356)	24%	(237)	17%	(169)	1000
Gender: Male	22%	(108)	35%	(172)	22%	(106)	21%	(102)	489
Gender: Female	25%	(129)	36%	(184)	26%	(131)	13%	(67)	511
Age: 18-34	26%	(132)	35%	(176)	23%	(117)	16%	(81)	506
Generation Z: 13-23	24%	(238)	36%	(356)	24%	(237)	17%	(169)	1000
PID: Dem (no lean)	28%	(98)	38%	(135)	22%	(78)	12%	(43)	355
PID: Ind (no lean)	20%	(90)	34%	(153)	24%	(108)	21%	(93)	445
PID: Rep (no lean)	24%	(49)	34%	(68)	25%	(51)	16%	(33)	201
PID/Gender: Dem Men	26%	(42)	39%	(63)	19%	(31)	15%	(24)	160
PID/Gender: Dem Women	29%	(57)	37%	(72)	24%	(47)	10%	(19)	195
PID/Gender: Ind Men	18%	(41)	36%	(79)	20%	(45)	26%	(57)	223
PID/Gender: Ind Women	22%	(50)	33%	(74)	28%	(63)	16%	(36)	222
PID/Gender: Rep Men	25%	(26)	28%	(30)	29%	(30)	19%	(20)	106
PID/Gender: Rep Women	24%	(23)	40%	(38)	22%	(20)	14%	(13)	95
Ideo: Liberal (1-3)	24%	(78)	36%	(117)	27%	(88)	13%	(41)	324
Ideo: Moderate (4)	26%	(49)	41%	(75)	22%	(41)	11%	(21)	185
Ideo: Conservative (5-7)	29%	(50)	36%	(62)	25%	(43)	11%	(18)	173
Educ: < College	23%	(214)	35%	(320)	24%	(220)	18%	(161)	916
Educ: Bachelors degree	29%	(21)	44%	(32)	21%	(15)	7%	(5)	72
Income: Under 50k	21%	(104)	35%	(169)	23%	(111)	21%	(105)	488
Income: 50k-100k	26%	(85)	39%	(127)	26%	(84)	10%	(32)	328
Income: 100k+	27%	(49)	33%	(60)	23%	(42)	17%	(32)	183
Ethnicity: White	24%	(151)	33%	(213)	27%	(174)	16%	(100)	638
Ethnicity: Hispanic	24%	(50)	36%	(73)	20%	(40)	20%	(40)	203
Ethnicity: Afr. Am.	29%	(37)	35%	(45)	21%	(27)	16%	(21)	131
Ethnicity: Other	21%	(50)	42%	(97)	16%	(37)	21%	(48)	231
All Christian	29%	(79)	40%	(110)	19%	(53)	12%	(33)	274
All Non-Christian	39%	(25)	35%	(23)	10%	(7)	15%	(10)	65
Atheist	24%	(27)	30%	(34)	27%	(31)	18%	(20)	113
Agnostic/Nothing in particular	19%	(106)	35%	(190)	27%	(146)	19%	(106)	548

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**Table MGC28\_13:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*The customer rewards or loyalty program*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	24%	(238)	36%	(356)	24%	(237)	17%	(169)	1000
Religious Non-Protestant/Catholic	35%	(29)	34%	(28)	13%	(11)	17%	(14)	82
Evangelical	24%	(43)	42%	(75)	21%	(38)	13%	(23)	180
Non-Evangelical	26%	(73)	39%	(109)	24%	(67)	12%	(34)	283
Community: Urban	24%	(62)	37%	(96)	20%	(51)	19%	(47)	256
Community: Suburban	26%	(138)	35%	(189)	24%	(127)	16%	(84)	539
Community: Rural	18%	(38)	35%	(71)	29%	(59)	18%	(37)	206
Employ: Private Sector	34%	(28)	36%	(30)	18%	(15)	13%	(11)	84
Employ: Unemployed	27%	(41)	32%	(50)	24%	(37)	17%	(26)	154
Military HH: Yes	19%	(25)	33%	(44)	30%	(40)	17%	(23)	132
Military HH: No	25%	(213)	36%	(312)	23%	(197)	17%	(146)	868
RD/WT: Right Direction	24%	(75)	33%	(102)	23%	(70)	19%	(59)	305
RD/WT: Wrong Track	23%	(163)	37%	(254)	24%	(168)	16%	(110)	695
Trump Job Approve	25%	(69)	33%	(89)	24%	(65)	19%	(51)	274
Trump Job Disapprove	25%	(146)	39%	(226)	25%	(144)	12%	(70)	586
Trump Job Strongly Approve	27%	(29)	31%	(33)	24%	(26)	19%	(20)	109
Trump Job Somewhat Approve	24%	(40)	34%	(56)	23%	(39)	19%	(31)	166
Trump Job Somewhat Disapprove	26%	(54)	43%	(89)	22%	(46)	10%	(21)	209
Trump Job Strongly Disapprove	24%	(92)	36%	(137)	26%	(98)	13%	(49)	377
Favorable of Trump	25%	(63)	37%	(96)	21%	(55)	17%	(43)	256
Unfavorable of Trump	25%	(153)	37%	(226)	25%	(153)	12%	(75)	606
Very Favorable of Trump	27%	(29)	34%	(38)	20%	(22)	19%	(20)	109
Somewhat Favorable of Trump	23%	(34)	39%	(58)	22%	(33)	15%	(22)	147
Somewhat Unfavorable of Trump	26%	(45)	41%	(73)	19%	(34)	14%	(24)	176
Very Unfavorable of Trump	25%	(108)	36%	(153)	28%	(119)	12%	(51)	430

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**Table MGC28\_13:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

The customer rewards or loyalty program

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	24%	(238)	36%	(356)	24%	(237)	17%	(169)	1000
#1 Issue: Economy	25%	(73)	37%	(109)	23%	(68)	15%	(45)	296
#1 Issue: Security	31%	(23)	32%	(24)	19%	(14)	18%	(14)	76
#1 Issue: Health Care	24%	(40)	40%	(68)	22%	(37)	15%	(25)	171
#1 Issue: Women's Issues	28%	(32)	36%	(42)	25%	(29)	12%	(14)	117
#1 Issue: Education	20%	(29)	32%	(47)	31%	(45)	17%	(25)	145
#1 Issue: Energy	21%	(21)	37%	(36)	27%	(26)	16%	(15)	98
#1 Issue: Other	21%	(17)	32%	(26)	13%	(11)	34%	(28)	82
2018 House Vote: Democrat	26%	(29)	38%	(42)	25%	(28)	11%	(13)	112
2016 Vote: Hillary Clinton	25%	(19)	37%	(29)	23%	(18)	15%	(12)	78
2016 Vote: Didn't Vote	24%	(209)	35%	(310)	24%	(210)	17%	(151)	881
Voted in 2014: No	24%	(230)	36%	(347)	24%	(234)	17%	(161)	972
2012 Vote: Didn't Vote	24%	(233)	36%	(349)	24%	(234)	17%	(162)	978
4-Region: Northeast	30%	(65)	34%	(74)	24%	(53)	11%	(25)	216
4-Region: Midwest	19%	(44)	37%	(86)	28%	(64)	16%	(37)	232
4-Region: South	25%	(82)	33%	(112)	21%	(72)	21%	(71)	337
4-Region: West	22%	(47)	39%	(84)	22%	(48)	17%	(36)	216

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

**Table MGC28\_14:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Actions the company took to help others in response to the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	37%	(368)	33%	(332)	15%	(146)	15%	(154)	1000
Gender: Male	35%	(172)	32%	(154)	14%	(69)	19%	(93)	489
Gender: Female	38%	(196)	35%	(178)	15%	(77)	12%	(60)	511
Age: 18-34	35%	(180)	35%	(178)	14%	(72)	15%	(76)	506
Generation Z: 13-23	37%	(368)	33%	(332)	15%	(146)	15%	(154)	1000
PID: Dem (no lean)	43%	(153)	34%	(121)	12%	(41)	11%	(39)	355
PID: Ind (no lean)	36%	(161)	29%	(130)	15%	(65)	20%	(88)	445
PID: Rep (no lean)	27%	(54)	40%	(81)	20%	(40)	13%	(27)	201
PID/Gender: Dem Men	43%	(69)	28%	(45)	13%	(21)	15%	(24)	160
PID/Gender: Dem Women	43%	(84)	39%	(76)	10%	(20)	8%	(15)	195
PID/Gender: Ind Men	34%	(75)	29%	(64)	13%	(30)	24%	(54)	223
PID/Gender: Ind Women	39%	(86)	30%	(66)	16%	(35)	15%	(34)	222
PID/Gender: Rep Men	26%	(28)	43%	(45)	17%	(18)	14%	(15)	106
PID/Gender: Rep Women	27%	(26)	37%	(35)	23%	(22)	12%	(11)	95
Ideo: Liberal (1-3)	45%	(147)	33%	(108)	12%	(39)	9%	(30)	324
Ideo: Moderate (4)	37%	(69)	37%	(68)	14%	(27)	12%	(21)	185
Ideo: Conservative (5-7)	34%	(58)	38%	(66)	17%	(30)	11%	(19)	173
Educ: < College	37%	(338)	32%	(296)	15%	(134)	16%	(148)	916
Educ: Bachelors degree	39%	(28)	41%	(30)	15%	(11)	5%	(4)	72
Income: Under 50k	36%	(178)	30%	(149)	14%	(68)	19%	(94)	488
Income: 50k-100k	40%	(130)	35%	(114)	16%	(52)	10%	(32)	328
Income: 100k+	33%	(60)	38%	(69)	14%	(26)	15%	(28)	183
Ethnicity: White	37%	(235)	34%	(220)	15%	(95)	14%	(88)	638
Ethnicity: Hispanic	35%	(72)	30%	(61)	12%	(24)	23%	(46)	203
Ethnicity: Afr. Am.	39%	(51)	27%	(36)	15%	(20)	19%	(25)	131
Ethnicity: Other	35%	(82)	33%	(77)	14%	(32)	18%	(41)	231
All Christian	38%	(103)	36%	(99)	15%	(40)	11%	(31)	274
All Non-Christian	38%	(25)	35%	(23)	17%	(11)	10%	(6)	65
Atheist	36%	(41)	33%	(37)	16%	(18)	15%	(17)	113
Agnostic/Nothing in particular	36%	(199)	32%	(173)	14%	(77)	18%	(99)	548

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**Table MGC28\_14:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Actions the company took to help others in response to the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	37%	(368)	33%	(332)	15%	(146)	15%	(154)	1000
Religious Non-Protestant/Catholic	39%	(32)	33%	(27)	16%	(13)	12%	(10)	82
Evangelical	40%	(72)	33%	(60)	13%	(23)	14%	(25)	180
Non-Evangelical	39%	(109)	37%	(104)	13%	(38)	12%	(33)	283
Community: Urban	42%	(107)	30%	(76)	12%	(31)	16%	(42)	256
Community: Suburban	36%	(196)	35%	(189)	14%	(76)	14%	(77)	539
Community: Rural	32%	(65)	33%	(67)	19%	(39)	17%	(34)	206
Employ: Private Sector	35%	(30)	49%	(41)	10%	(8)	6%	(5)	84
Employ: Unemployed	34%	(52)	28%	(43)	19%	(30)	19%	(29)	154
Military HH: Yes	36%	(47)	31%	(41)	15%	(20)	18%	(24)	132
Military HH: No	37%	(321)	34%	(291)	15%	(126)	15%	(130)	868
RD/WT: Right Direction	31%	(93)	35%	(107)	16%	(49)	18%	(56)	305
RD/WT: Wrong Track	40%	(275)	32%	(225)	14%	(98)	14%	(97)	695
Trump Job Approve	31%	(85)	34%	(94)	17%	(46)	18%	(50)	274
Trump Job Disapprove	43%	(253)	33%	(196)	13%	(77)	10%	(60)	586
Trump Job Strongly Approve	35%	(38)	35%	(38)	12%	(13)	18%	(20)	109
Trump Job Somewhat Approve	28%	(47)	34%	(56)	20%	(33)	18%	(30)	166
Trump Job Somewhat Disapprove	42%	(87)	35%	(73)	15%	(31)	8%	(18)	209
Trump Job Strongly Disapprove	44%	(166)	33%	(123)	12%	(46)	11%	(43)	377
Favorable of Trump	32%	(83)	36%	(93)	16%	(41)	15%	(39)	256
Unfavorable of Trump	41%	(251)	34%	(209)	13%	(80)	11%	(67)	606
Very Favorable of Trump	34%	(37)	36%	(39)	12%	(13)	18%	(20)	109
Somewhat Favorable of Trump	31%	(46)	37%	(54)	19%	(29)	13%	(19)	147
Somewhat Unfavorable of Trump	36%	(63)	39%	(68)	13%	(23)	13%	(22)	176
Very Unfavorable of Trump	44%	(188)	33%	(141)	13%	(58)	10%	(44)	430

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**Table MGC28\_14:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

*Actions the company took to help others in response to the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	37%	(368)	33%	(332)	15%	(146)	15%	(154)	1000
#1 Issue: Economy	36%	(106)	36%	(106)	16%	(48)	12%	(36)	296
#1 Issue: Security	36%	(27)	29%	(22)	15%	(11)	20%	(15)	76
#1 Issue: Health Care	41%	(70)	33%	(56)	13%	(22)	12%	(21)	171
#1 Issue: Women's Issues	47%	(55)	29%	(34)	14%	(16)	10%	(12)	117
#1 Issue: Education	35%	(50)	31%	(45)	16%	(23)	19%	(27)	145
#1 Issue: Energy	38%	(37)	37%	(36)	10%	(10)	15%	(14)	98
#1 Issue: Other	25%	(21)	29%	(24)	16%	(13)	29%	(24)	82
2018 House Vote: Democrat	37%	(41)	40%	(44)	12%	(13)	12%	(13)	112
2016 Vote: Hillary Clinton	35%	(27)	42%	(32)	11%	(9)	12%	(9)	78
2016 Vote: Didn't Vote	37%	(329)	32%	(282)	15%	(131)	16%	(139)	881
Voted in 2014: No	37%	(359)	33%	(323)	15%	(141)	15%	(149)	972
2012 Vote: Didn't Vote	37%	(357)	33%	(326)	15%	(144)	15%	(150)	978
4-Region: Northeast	37%	(79)	34%	(72)	20%	(42)	10%	(22)	216
4-Region: Midwest	36%	(84)	37%	(85)	15%	(34)	12%	(29)	232
4-Region: South	36%	(122)	30%	(102)	13%	(43)	21%	(70)	337
4-Region: West	38%	(83)	34%	(73)	13%	(27)	15%	(33)	216

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

**Table MGC28\_15:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*Company's treatment of its employees during the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	43%	(433)	31%	(308)	12%	(117)	14%	(141)	1000
Gender: Male	38%	(186)	30%	(147)	13%	(64)	19%	(91)	489
Gender: Female	48%	(248)	31%	(161)	10%	(53)	10%	(51)	511
Age: 18-34	43%	(219)	31%	(157)	12%	(63)	13%	(67)	506
Generation Z: 13-23	43%	(433)	31%	(308)	12%	(117)	14%	(141)	1000
PID: Dem (no lean)	51%	(182)	30%	(107)	9%	(33)	9%	(32)	355
PID: Ind (no lean)	41%	(181)	29%	(128)	13%	(57)	18%	(79)	445
PID: Rep (no lean)	35%	(70)	37%	(73)	13%	(27)	15%	(30)	201
PID/Gender: Dem Men	44%	(71)	32%	(51)	11%	(18)	13%	(20)	160
PID/Gender: Dem Women	57%	(111)	29%	(56)	8%	(16)	6%	(12)	195
PID/Gender: Ind Men	37%	(81)	26%	(58)	14%	(31)	23%	(52)	223
PID/Gender: Ind Women	45%	(100)	31%	(70)	12%	(26)	12%	(27)	222
PID/Gender: Rep Men	32%	(33)	36%	(38)	15%	(16)	17%	(18)	106
PID/Gender: Rep Women	38%	(36)	37%	(35)	12%	(11)	13%	(12)	95
Ideo: Liberal (1-3)	57%	(183)	29%	(93)	6%	(21)	8%	(27)	324
Ideo: Moderate (4)	44%	(81)	34%	(62)	11%	(21)	11%	(20)	185
Ideo: Conservative (5-7)	41%	(71)	35%	(61)	15%	(26)	9%	(16)	173
Educ: < College	43%	(390)	30%	(278)	12%	(113)	15%	(135)	916
Educ: Bachelors degree	54%	(39)	38%	(27)	4%	(3)	5%	(3)	72
Income: Under 50k	41%	(199)	29%	(143)	12%	(59)	18%	(87)	488
Income: 50k-100k	47%	(155)	33%	(107)	12%	(39)	9%	(28)	328
Income: 100k+	43%	(80)	32%	(58)	11%	(20)	14%	(26)	183
Ethnicity: White	45%	(287)	30%	(194)	11%	(73)	13%	(83)	638
Ethnicity: Hispanic	35%	(70)	32%	(65)	13%	(27)	20%	(40)	203
Ethnicity: Afr. Am.	39%	(51)	32%	(42)	15%	(19)	15%	(19)	131
Ethnicity: Other	41%	(95)	31%	(72)	11%	(25)	17%	(39)	231
All Christian	44%	(120)	32%	(88)	11%	(30)	13%	(36)	274
All Non-Christian	46%	(30)	36%	(23)	10%	(6)	9%	(6)	65
Atheist	46%	(52)	33%	(37)	9%	(10)	12%	(13)	113
Agnostic/Nothing in particular	42%	(232)	29%	(159)	13%	(71)	16%	(86)	548

Continued on next page

**Table MGC28\_15:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*  
*Company's treatment of its employees during the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	43%	(433)	31%	(308)	12%	(117)	14%	(141)	1000
Religious Non-Protestant/Catholic	44%	(36)	35%	(29)	9%	(8)	12%	(9)	82
Evangelical	45%	(82)	32%	(57)	12%	(22)	11%	(19)	180
Non-Evangelical	45%	(128)	31%	(88)	10%	(29)	13%	(38)	283
Community: Urban	44%	(113)	27%	(70)	12%	(31)	17%	(42)	256
Community: Suburban	45%	(244)	32%	(170)	10%	(54)	13%	(70)	539
Community: Rural	37%	(77)	33%	(68)	16%	(32)	14%	(29)	206
Employ: Private Sector	51%	(43)	36%	(30)	7%	(6)	7%	(6)	84
Employ: Unemployed	35%	(54)	32%	(50)	19%	(29)	14%	(21)	154
Military HH: Yes	40%	(53)	31%	(41)	11%	(14)	18%	(24)	132
Military HH: No	44%	(380)	31%	(267)	12%	(103)	14%	(118)	868
RD/WT: Right Direction	35%	(108)	32%	(99)	16%	(48)	16%	(50)	305
RD/WT: Wrong Track	47%	(325)	30%	(209)	10%	(69)	13%	(91)	695
Trump Job Approve	39%	(108)	28%	(76)	15%	(40)	18%	(51)	274
Trump Job Disapprove	49%	(286)	32%	(185)	11%	(63)	9%	(53)	586
Trump Job Strongly Approve	43%	(47)	22%	(24)	16%	(18)	19%	(20)	109
Trump Job Somewhat Approve	37%	(61)	32%	(53)	13%	(22)	18%	(30)	166
Trump Job Somewhat Disapprove	44%	(91)	36%	(75)	13%	(27)	8%	(16)	209
Trump Job Strongly Disapprove	52%	(194)	29%	(110)	9%	(36)	10%	(37)	377
Favorable of Trump	40%	(102)	32%	(81)	12%	(32)	16%	(41)	256
Unfavorable of Trump	49%	(297)	31%	(191)	11%	(68)	8%	(50)	606
Very Favorable of Trump	45%	(49)	23%	(25)	12%	(13)	20%	(22)	109
Somewhat Favorable of Trump	36%	(53)	38%	(57)	13%	(18)	13%	(19)	147
Somewhat Unfavorable of Trump	36%	(63)	39%	(68)	16%	(28)	9%	(16)	176
Very Unfavorable of Trump	54%	(234)	29%	(123)	9%	(39)	8%	(34)	430

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**Table MGC28\_15:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

Company's treatment of its employees during the pandemic

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	43%	(433)	31%	(308)	12%	(117)	14%	(141)	1000
#1 Issue: Economy	45%	(132)	30%	(88)	14%	(41)	12%	(35)	296
#1 Issue: Security	34%	(26)	32%	(24)	15%	(11)	19%	(14)	76
#1 Issue: Health Care	52%	(89)	30%	(51)	7%	(12)	11%	(19)	171
#1 Issue: Women's Issues	60%	(70)	21%	(25)	11%	(13)	9%	(10)	117
#1 Issue: Education	35%	(50)	35%	(50)	16%	(23)	15%	(22)	145
#1 Issue: Energy	41%	(40)	39%	(39)	7%	(7)	13%	(12)	98
#1 Issue: Other	31%	(25)	31%	(26)	8%	(7)	29%	(24)	82
2018 House Vote: Democrat	51%	(57)	36%	(41)	7%	(8)	6%	(6)	112
2016 Vote: Hillary Clinton	49%	(38)	33%	(25)	8%	(6)	10%	(8)	78
2016 Vote: Didn't Vote	42%	(374)	31%	(272)	12%	(107)	15%	(128)	881
Voted in 2014: No	44%	(423)	31%	(298)	12%	(115)	14%	(136)	972
2012 Vote: Didn't Vote	43%	(424)	31%	(301)	12%	(116)	14%	(136)	978
4-Region: Northeast	39%	(85)	36%	(77)	16%	(34)	9%	(20)	216
4-Region: Midwest	46%	(107)	32%	(75)	10%	(23)	12%	(27)	232
4-Region: South	42%	(142)	27%	(92)	11%	(37)	19%	(65)	337
4-Region: West	46%	(99)	30%	(64)	11%	(23)	14%	(29)	216

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

**Table MGC28\_16:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*How the company advertised during the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	23%	(229)	34%	(340)	24%	(239)	19%	(193)	1000
Gender: Male	21%	(104)	32%	(158)	23%	(110)	24%	(116)	489
Gender: Female	24%	(125)	36%	(182)	25%	(128)	15%	(77)	511
Age: 18-34	26%	(130)	32%	(164)	21%	(107)	21%	(105)	506
Generation Z: 13-23	23%	(229)	34%	(340)	24%	(239)	19%	(193)	1000
PID: Dem (no lean)	26%	(92)	33%	(118)	25%	(89)	16%	(55)	355
PID: Ind (no lean)	22%	(99)	32%	(141)	22%	(98)	24%	(106)	445
PID: Rep (no lean)	18%	(37)	40%	(81)	26%	(52)	15%	(31)	201
PID/Gender: Dem Men	23%	(38)	30%	(48)	26%	(42)	21%	(33)	160
PID/Gender: Dem Women	28%	(55)	36%	(70)	25%	(48)	11%	(22)	195
PID/Gender: Ind Men	20%	(45)	31%	(70)	20%	(44)	29%	(64)	223
PID/Gender: Ind Women	24%	(54)	32%	(71)	24%	(54)	19%	(43)	222
PID/Gender: Rep Men	20%	(21)	38%	(40)	24%	(25)	18%	(20)	106
PID/Gender: Rep Women	16%	(16)	43%	(41)	28%	(27)	12%	(11)	95
Ideo: Liberal (1-3)	27%	(86)	34%	(111)	24%	(78)	15%	(49)	324
Ideo: Moderate (4)	22%	(40)	36%	(66)	24%	(44)	19%	(35)	185
Ideo: Conservative (5-7)	26%	(45)	35%	(61)	27%	(47)	11%	(20)	173
Educ: < College	22%	(203)	34%	(312)	24%	(221)	20%	(181)	916
Educ: Bachelors degree	32%	(23)	36%	(26)	21%	(15)	11%	(8)	72
Income: Under 50k	20%	(98)	35%	(170)	23%	(110)	23%	(110)	488
Income: 50k-100k	28%	(92)	34%	(111)	25%	(82)	13%	(43)	328
Income: 100k+	21%	(39)	32%	(59)	25%	(46)	21%	(39)	183
Ethnicity: White	23%	(145)	34%	(217)	25%	(160)	18%	(115)	638
Ethnicity: Hispanic	26%	(53)	33%	(68)	17%	(34)	24%	(48)	203
Ethnicity: Afr. Am.	22%	(29)	31%	(41)	23%	(31)	23%	(31)	131
Ethnicity: Other	24%	(54)	35%	(82)	21%	(48)	21%	(48)	231
All Christian	25%	(70)	36%	(98)	24%	(67)	15%	(40)	274
All Non-Christian	36%	(23)	31%	(20)	17%	(11)	16%	(10)	65
Atheist	18%	(20)	34%	(39)	25%	(29)	23%	(25)	113
Agnostic/Nothing in particular	21%	(116)	33%	(183)	24%	(132)	21%	(117)	548

Continued on next page

**Table MGC28\_16:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*How the company advertised during the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	23%	(229)	34%	(340)	24%	(239)	19%	(193)	1000
Religious Non-Protestant/Catholic	37%	(31)	30%	(24)	16%	(13)	17%	(14)	82
Evangelical	24%	(44)	40%	(73)	21%	(38)	14%	(26)	180
Non-Evangelical	23%	(66)	35%	(99)	26%	(74)	16%	(45)	283
Community: Urban	28%	(72)	34%	(87)	19%	(49)	18%	(47)	256
Community: Suburban	23%	(126)	33%	(177)	24%	(131)	19%	(105)	539
Community: Rural	15%	(31)	37%	(76)	28%	(58)	20%	(41)	206
Employ: Private Sector	29%	(25)	35%	(30)	17%	(14)	19%	(16)	84
Employ: Unemployed	23%	(35)	30%	(47)	26%	(41)	20%	(31)	154
Military HH: Yes	21%	(28)	31%	(41)	24%	(32)	23%	(31)	132
Military HH: No	23%	(200)	34%	(298)	24%	(207)	19%	(162)	868
RD/WT: Right Direction	22%	(67)	33%	(100)	25%	(76)	20%	(62)	305
RD/WT: Wrong Track	23%	(161)	35%	(240)	23%	(162)	19%	(131)	695
Trump Job Approve	21%	(57)	31%	(86)	27%	(75)	21%	(57)	274
Trump Job Disapprove	26%	(150)	37%	(216)	22%	(131)	15%	(90)	586
Trump Job Strongly Approve	22%	(24)	32%	(34)	24%	(26)	23%	(25)	109
Trump Job Somewhat Approve	20%	(33)	31%	(52)	29%	(49)	20%	(33)	166
Trump Job Somewhat Disapprove	28%	(58)	40%	(84)	21%	(44)	11%	(23)	209
Trump Job Strongly Disapprove	24%	(92)	35%	(132)	23%	(87)	18%	(67)	377
Favorable of Trump	22%	(57)	31%	(81)	26%	(68)	20%	(51)	256
Unfavorable of Trump	24%	(143)	37%	(223)	24%	(147)	15%	(93)	606
Very Favorable of Trump	25%	(27)	27%	(30)	23%	(25)	24%	(27)	109
Somewhat Favorable of Trump	20%	(30)	35%	(51)	29%	(42)	17%	(24)	147
Somewhat Unfavorable of Trump	21%	(38)	42%	(74)	25%	(44)	11%	(20)	176
Very Unfavorable of Trump	25%	(106)	34%	(148)	24%	(103)	17%	(73)	430

Continued on next page

**Table MGC28\_16:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

*How the company advertised during the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	23%	(229)	34%	(340)	24%	(239)	19%	(193)	1000
#1 Issue: Economy	22%	(66)	37%	(111)	23%	(67)	18%	(52)	296
#1 Issue: Security	25%	(19)	22%	(17)	30%	(23)	23%	(18)	76
#1 Issue: Health Care	24%	(41)	35%	(60)	26%	(45)	15%	(25)	171
#1 Issue: Women's Issues	28%	(33)	36%	(42)	22%	(26)	14%	(16)	117
#1 Issue: Education	24%	(35)	32%	(47)	25%	(36)	19%	(28)	145
#1 Issue: Energy	24%	(24)	29%	(29)	25%	(25)	21%	(21)	98
#1 Issue: Other	14%	(11)	35%	(29)	15%	(12)	37%	(30)	82
2018 House Vote: Democrat	27%	(30)	38%	(42)	19%	(21)	16%	(18)	112
2016 Vote: Hillary Clinton	25%	(19)	33%	(26)	19%	(15)	22%	(17)	78
2016 Vote: Didn't Vote	23%	(199)	35%	(304)	24%	(212)	19%	(166)	881
Voted in 2014: No	23%	(220)	34%	(330)	24%	(234)	19%	(187)	972
2012 Vote: Didn't Vote	23%	(222)	34%	(334)	24%	(235)	19%	(187)	978
4-Region: Northeast	26%	(57)	34%	(74)	25%	(53)	15%	(33)	216
4-Region: Midwest	20%	(46)	40%	(91)	25%	(57)	16%	(37)	232
4-Region: South	21%	(72)	33%	(110)	20%	(68)	26%	(86)	337
4-Region: West	25%	(54)	30%	(65)	28%	(61)	17%	(37)	216

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

**Table MGC28\_17:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

How the company communicated with me during the pandemic

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	27%	(268)	33%	(333)	21%	(212)	19%	(187)	1000
Gender: Male	25%	(124)	31%	(151)	21%	(102)	23%	(111)	489
Gender: Female	28%	(144)	36%	(182)	21%	(109)	15%	(76)	511
Age: 18-34	27%	(136)	33%	(165)	21%	(108)	19%	(96)	506
Generation Z: 13-23	27%	(268)	33%	(333)	21%	(212)	19%	(187)	1000
PID: Dem (no lean)	30%	(106)	35%	(124)	23%	(80)	13%	(45)	355
PID: Ind (no lean)	26%	(117)	30%	(136)	20%	(87)	24%	(105)	445
PID: Rep (no lean)	23%	(46)	37%	(73)	22%	(44)	19%	(37)	201
PID/Gender: Dem Men	26%	(42)	32%	(51)	26%	(41)	16%	(25)	160
PID/Gender: Dem Women	33%	(63)	38%	(73)	20%	(39)	10%	(19)	195
PID/Gender: Ind Men	24%	(53)	27%	(60)	19%	(42)	30%	(67)	223
PID/Gender: Ind Women	28%	(63)	34%	(76)	20%	(45)	17%	(38)	222
PID/Gender: Rep Men	27%	(28)	37%	(40)	18%	(19)	18%	(19)	106
PID/Gender: Rep Women	18%	(17)	36%	(34)	27%	(26)	19%	(18)	95
Ideo: Liberal (1-3)	32%	(105)	34%	(111)	21%	(70)	12%	(38)	324
Ideo: Moderate (4)	28%	(52)	36%	(67)	20%	(37)	16%	(29)	185
Ideo: Conservative (5-7)	27%	(47)	35%	(60)	23%	(40)	15%	(26)	173
Educ: < College	27%	(246)	33%	(300)	21%	(193)	19%	(177)	916
Educ: Bachelors degree	28%	(20)	41%	(29)	22%	(16)	9%	(7)	72
Income: Under 50k	25%	(124)	30%	(147)	22%	(106)	23%	(111)	488
Income: 50k-100k	30%	(97)	37%	(122)	20%	(66)	13%	(43)	328
Income: 100k+	25%	(46)	35%	(64)	22%	(40)	18%	(33)	183
Ethnicity: White	25%	(159)	35%	(222)	22%	(142)	18%	(115)	638
Ethnicity: Hispanic	25%	(51)	31%	(64)	20%	(40)	23%	(47)	203
Ethnicity: Afr. Am.	29%	(38)	31%	(41)	20%	(26)	20%	(27)	131
Ethnicity: Other	30%	(71)	31%	(71)	19%	(44)	20%	(46)	231
All Christian	27%	(75)	41%	(111)	19%	(53)	13%	(36)	274
All Non-Christian	34%	(22)	41%	(26)	15%	(9)	11%	(7)	65
Atheist	21%	(23)	33%	(37)	26%	(29)	21%	(24)	113
Agnostic/Nothing in particular	27%	(148)	29%	(159)	22%	(121)	22%	(121)	548

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**Table MGC28\_17:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*How the company communicated with me during the pandemic*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	27%	(268)	33%	(333)	21%	(212)	19%	(187)	1000
Religious Non-Protestant/Catholic	31%	(25)	42%	(34)	14%	(12)	14%	(11)	82
Evangelical	28%	(51)	35%	(64)	21%	(38)	15%	(27)	180
Non-Evangelical	30%	(86)	37%	(104)	19%	(54)	14%	(40)	283
Community: Urban	34%	(86)	28%	(71)	18%	(47)	20%	(52)	256
Community: Suburban	25%	(133)	36%	(191)	22%	(119)	18%	(95)	539
Community: Rural	24%	(49)	35%	(71)	22%	(46)	19%	(40)	206
Employ: Private Sector	24%	(21)	41%	(35)	22%	(18)	12%	(10)	84
Employ: Unemployed	22%	(34)	29%	(45)	24%	(37)	25%	(38)	154
Military HH: Yes	28%	(37)	23%	(30)	27%	(35)	22%	(30)	132
Military HH: No	27%	(231)	35%	(303)	20%	(176)	18%	(157)	868
RD/WT: Right Direction	25%	(76)	34%	(104)	18%	(54)	23%	(71)	305
RD/WT: Wrong Track	28%	(192)	33%	(229)	23%	(157)	17%	(116)	695
Trump Job Approve	24%	(65)	31%	(85)	22%	(60)	23%	(64)	274
Trump Job Disapprove	31%	(179)	34%	(200)	22%	(130)	13%	(77)	586
Trump Job Strongly Approve	25%	(27)	32%	(35)	14%	(15)	29%	(31)	109
Trump Job Somewhat Approve	23%	(38)	30%	(50)	27%	(45)	20%	(33)	166
Trump Job Somewhat Disapprove	30%	(62)	41%	(87)	17%	(35)	12%	(25)	209
Trump Job Strongly Disapprove	31%	(117)	30%	(113)	25%	(95)	14%	(51)	377
Favorable of Trump	23%	(58)	33%	(84)	22%	(57)	22%	(56)	256
Unfavorable of Trump	30%	(183)	34%	(207)	22%	(133)	14%	(84)	606
Very Favorable of Trump	24%	(26)	30%	(33)	18%	(20)	27%	(30)	109
Somewhat Favorable of Trump	21%	(32)	35%	(51)	26%	(38)	18%	(27)	147
Somewhat Unfavorable of Trump	27%	(47)	41%	(71)	16%	(29)	16%	(28)	176
Very Unfavorable of Trump	32%	(136)	31%	(135)	24%	(104)	13%	(55)	430

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**Table MGC28\_17:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

How the company communicated with me during the pandemic

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	27%	(268)	33%	(333)	21%	(212)	19%	(187)	1000
#1 Issue: Economy	27%	(81)	32%	(95)	23%	(67)	18%	(53)	296
#1 Issue: Security	19%	(15)	31%	(24)	26%	(20)	23%	(17)	76
#1 Issue: Health Care	28%	(48)	38%	(64)	21%	(35)	14%	(23)	171
#1 Issue: Women's Issues	34%	(40)	39%	(45)	15%	(18)	12%	(14)	117
#1 Issue: Education	23%	(33)	32%	(47)	24%	(34)	21%	(31)	145
#1 Issue: Energy	32%	(31)	35%	(34)	20%	(19)	14%	(13)	98
#1 Issue: Other	19%	(15)	27%	(22)	20%	(16)	35%	(29)	82
2018 House Vote: Democrat	29%	(33)	33%	(37)	22%	(25)	15%	(17)	112
2016 Vote: Hillary Clinton	29%	(22)	32%	(25)	23%	(18)	16%	(13)	78
2016 Vote: Didn't Vote	26%	(233)	34%	(298)	21%	(185)	19%	(164)	881
Voted in 2014: No	26%	(258)	33%	(323)	21%	(208)	19%	(182)	972
2012 Vote: Didn't Vote	26%	(259)	33%	(326)	21%	(208)	19%	(185)	978
4-Region: Northeast	30%	(64)	33%	(72)	25%	(54)	12%	(26)	216
4-Region: Midwest	24%	(56)	36%	(84)	23%	(53)	17%	(39)	232
4-Region: South	24%	(82)	33%	(111)	19%	(62)	24%	(81)	337
4-Region: West	30%	(66)	31%	(66)	20%	(43)	19%	(41)	216

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

**Table MGC28\_18:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*How clean and safe the shopping experience or store environment is*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	44%	(437)	31%	(314)	11%	(115)	13%	(134)	1000
Gender: Male	39%	(189)	32%	(157)	11%	(55)	18%	(86)	489
Gender: Female	48%	(248)	31%	(157)	12%	(59)	9%	(48)	511
Age: 18-34	42%	(211)	33%	(166)	12%	(62)	13%	(66)	506
Generation Z: 13-23	44%	(437)	31%	(314)	11%	(115)	13%	(134)	1000
PID: Dem (no lean)	49%	(173)	33%	(117)	9%	(32)	9%	(33)	355
PID: Ind (no lean)	41%	(180)	30%	(136)	12%	(51)	17%	(77)	445
PID: Rep (no lean)	42%	(83)	31%	(62)	15%	(31)	12%	(24)	201
PID/Gender: Dem Men	43%	(69)	34%	(54)	10%	(16)	14%	(22)	160
PID/Gender: Dem Women	54%	(105)	32%	(63)	8%	(16)	6%	(11)	195
PID/Gender: Ind Men	34%	(75)	34%	(75)	10%	(23)	22%	(49)	223
PID/Gender: Ind Women	47%	(105)	27%	(60)	13%	(28)	13%	(28)	222
PID/Gender: Rep Men	43%	(46)	27%	(28)	15%	(16)	15%	(15)	106
PID/Gender: Rep Women	40%	(38)	35%	(34)	16%	(15)	9%	(9)	95
Ideo: Liberal (1-3)	49%	(159)	31%	(100)	10%	(33)	10%	(32)	324
Ideo: Moderate (4)	44%	(82)	33%	(61)	13%	(24)	10%	(18)	185
Ideo: Conservative (5-7)	48%	(83)	33%	(57)	10%	(18)	9%	(15)	173
Educ: < College	44%	(401)	31%	(283)	11%	(105)	14%	(127)	916
Educ: Bachelors degree	44%	(32)	38%	(28)	12%	(9)	6%	(4)	72
Income: Under 50k	39%	(191)	32%	(156)	12%	(59)	17%	(83)	488
Income: 50k-100k	50%	(164)	31%	(103)	10%	(32)	9%	(28)	328
Income: 100k+	45%	(82)	30%	(55)	13%	(24)	12%	(23)	183
Ethnicity: White	44%	(283)	32%	(204)	11%	(72)	12%	(78)	638
Ethnicity: Hispanic	41%	(82)	28%	(56)	16%	(32)	16%	(32)	203
Ethnicity: Afr. Am.	46%	(60)	27%	(35)	13%	(17)	15%	(19)	131
Ethnicity: Other	41%	(94)	32%	(75)	11%	(25)	16%	(37)	231
All Christian	51%	(139)	32%	(86)	7%	(19)	11%	(30)	274
All Non-Christian	50%	(32)	22%	(14)	18%	(11)	11%	(7)	65
Atheist	40%	(46)	38%	(42)	6%	(7)	16%	(18)	113
Agnostic/Nothing in particular	40%	(220)	31%	(171)	14%	(77)	15%	(80)	548

Continued on next page

**Table MGC28\_18:** *To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?*

*How clean and safe the shopping experience or store environment is*

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	44%	(437)	31%	(314)	11%	(115)	13%	(134)	1000
Religious Non-Protestant/Catholic	51%	(42)	23%	(19)	14%	(11)	13%	(11)	82
Evangelical	45%	(82)	34%	(62)	10%	(18)	10%	(18)	180
Non-Evangelical	49%	(139)	29%	(83)	11%	(32)	10%	(29)	283
Community: Urban	43%	(109)	32%	(82)	11%	(29)	14%	(36)	256
Community: Suburban	45%	(244)	33%	(176)	9%	(48)	13%	(71)	539
Community: Rural	41%	(84)	27%	(56)	18%	(38)	13%	(27)	206
Employ: Private Sector	46%	(39)	41%	(35)	6%	(5)	7%	(6)	84
Employ: Unemployed	40%	(61)	32%	(50)	13%	(20)	15%	(23)	154
Military HH: Yes	38%	(50)	30%	(40)	16%	(21)	16%	(21)	132
Military HH: No	45%	(387)	32%	(274)	11%	(93)	13%	(113)	868
RD/WT: Right Direction	39%	(118)	30%	(93)	14%	(43)	17%	(52)	305
RD/WT: Wrong Track	46%	(320)	32%	(221)	10%	(72)	12%	(82)	695
Trump Job Approve	40%	(110)	30%	(82)	13%	(35)	17%	(47)	274
Trump Job Disapprove	49%	(286)	32%	(190)	10%	(58)	9%	(52)	586
Trump Job Strongly Approve	44%	(48)	26%	(28)	12%	(13)	18%	(19)	109
Trump Job Somewhat Approve	37%	(62)	33%	(54)	13%	(22)	17%	(27)	166
Trump Job Somewhat Disapprove	48%	(100)	33%	(69)	12%	(25)	8%	(16)	209
Trump Job Strongly Disapprove	50%	(187)	32%	(121)	9%	(33)	10%	(36)	377
Favorable of Trump	43%	(111)	30%	(76)	13%	(33)	14%	(36)	256
Unfavorable of Trump	47%	(285)	34%	(205)	11%	(64)	9%	(52)	606
Very Favorable of Trump	43%	(47)	29%	(31)	10%	(11)	18%	(20)	109
Somewhat Favorable of Trump	44%	(64)	31%	(45)	15%	(22)	11%	(16)	147
Somewhat Unfavorable of Trump	42%	(73)	40%	(69)	10%	(17)	9%	(16)	176
Very Unfavorable of Trump	49%	(211)	31%	(135)	11%	(48)	8%	(36)	430

Continued on next page

**Table MGC28\_18:** To what extent will the following influence your decision to remain loyal to a brand after the COVID-19 pandemic, also known as coronavirus?

How clean and safe the shopping experience or store environment is

Demographic	Strongly impact my loyalty		Somewhat impact my loyalty		Not really impact my loyalty		Not impact my loyalty at all		Total N
Adults	44%	(437)	31%	(314)	11%	(115)	13%	(134)	1000
#1 Issue: Economy	44%	(130)	33%	(97)	12%	(35)	12%	(35)	296
#1 Issue: Security	39%	(30)	34%	(26)	10%	(8)	17%	(13)	76
#1 Issue: Health Care	47%	(80)	35%	(60)	9%	(15)	9%	(15)	171
#1 Issue: Women's Issues	56%	(65)	24%	(28)	12%	(14)	9%	(11)	117
#1 Issue: Education	42%	(61)	29%	(42)	16%	(23)	13%	(19)	145
#1 Issue: Energy	48%	(47)	33%	(32)	7%	(7)	12%	(12)	98
#1 Issue: Other	26%	(21)	29%	(24)	13%	(10)	33%	(27)	82
2018 House Vote: Democrat	46%	(52)	33%	(37)	11%	(13)	10%	(11)	112
2016 Vote: Hillary Clinton	44%	(34)	31%	(24)	13%	(10)	13%	(10)	78
2016 Vote: Didn't Vote	44%	(388)	31%	(273)	12%	(101)	13%	(119)	881
Voted in 2014: No	44%	(428)	31%	(305)	11%	(110)	13%	(128)	972
2012 Vote: Didn't Vote	44%	(429)	31%	(306)	11%	(112)	13%	(130)	978
4-Region: Northeast	47%	(102)	32%	(68)	13%	(28)	8%	(18)	216
4-Region: Midwest	44%	(103)	33%	(77)	11%	(26)	11%	(26)	232
4-Region: South	42%	(141)	28%	(94)	12%	(40)	18%	(62)	337
4-Region: West	42%	(91)	35%	(75)	10%	(21)	13%	(29)	216

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

**Table MGC29\_1:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*High quality products*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	56%	(556)	23%	(235)	5%	(54)	15%	(155)	1000
Gender: Male	55%	(267)	22%	(107)	6%	(31)	17%	(84)	489
Gender: Female	57%	(289)	25%	(128)	5%	(24)	14%	(71)	511
Age: 18-34	55%	(281)	25%	(127)	6%	(32)	13%	(66)	506
Generation Z: 13-23	56%	(556)	23%	(235)	5%	(54)	15%	(155)	1000
PID: Dem (no lean)	62%	(218)	24%	(84)	5%	(17)	10%	(35)	355
PID: Ind (no lean)	49%	(217)	24%	(105)	7%	(31)	21%	(92)	445
PID: Rep (no lean)	60%	(121)	23%	(46)	3%	(6)	14%	(28)	201
PID/Gender: Dem Men	63%	(100)	18%	(28)	7%	(11)	12%	(20)	160
PID/Gender: Dem Women	61%	(118)	29%	(56)	3%	(6)	8%	(15)	195
PID/Gender: Ind Men	45%	(100)	25%	(56)	8%	(17)	22%	(49)	223
PID/Gender: Ind Women	52%	(117)	22%	(49)	6%	(14)	19%	(43)	222
PID/Gender: Rep Men	62%	(66)	22%	(23)	2%	(2)	14%	(15)	106
PID/Gender: Rep Women	58%	(55)	24%	(23)	5%	(4)	13%	(13)	95
Ideo: Liberal (1-3)	63%	(203)	24%	(78)	5%	(17)	8%	(26)	324
Ideo: Moderate (4)	57%	(105)	26%	(47)	5%	(10)	13%	(23)	185
Ideo: Conservative (5-7)	65%	(112)	26%	(45)	3%	(5)	7%	(12)	173
Educ: < College	56%	(513)	23%	(207)	5%	(49)	16%	(147)	916
Educ: Bachelors degree	55%	(40)	33%	(24)	5%	(4)	7%	(5)	72
Income: Under 50k	49%	(241)	24%	(118)	6%	(27)	21%	(103)	488
Income: 50k-100k	65%	(212)	21%	(68)	6%	(20)	8%	(28)	328
Income: 100k+	56%	(103)	27%	(49)	4%	(7)	13%	(24)	183
Ethnicity: White	59%	(376)	24%	(154)	3%	(21)	14%	(87)	638
Ethnicity: Hispanic	47%	(96)	27%	(55)	8%	(17)	17%	(35)	203
Ethnicity: Afr. Am.	46%	(61)	19%	(25)	12%	(16)	22%	(29)	131
Ethnicity: Other	52%	(120)	24%	(56)	7%	(17)	17%	(39)	231
All Christian	59%	(161)	27%	(75)	4%	(11)	10%	(28)	274
All Non-Christian	72%	(46)	16%	(10)	7%	(4)	6%	(4)	65
Atheist	60%	(68)	25%	(29)	4%	(5)	10%	(12)	113
Agnostic/Nothing in particular	51%	(280)	22%	(121)	6%	(35)	20%	(112)	548

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**Table MGC29\_1:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*High quality products*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	56%	(556)	23%	(235)	5%	(54)	15%	(155)	1000
Religious Non-Protestant/Catholic	68%	(56)	16%	(13)	7%	(6)	9%	(7)	82
Evangelical	53%	(95)	26%	(47)	4%	(8)	16%	(29)	180
Non-Evangelical	58%	(165)	27%	(76)	4%	(10)	11%	(32)	283
Community: Urban	57%	(146)	25%	(64)	4%	(11)	13%	(34)	256
Community: Suburban	58%	(310)	22%	(117)	6%	(32)	15%	(80)	539
Community: Rural	48%	(99)	26%	(54)	6%	(12)	20%	(41)	206
Employ: Private Sector	62%	(52)	28%	(24)	4%	(3)	6%	(5)	84
Employ: Unemployed	47%	(73)	25%	(39)	7%	(10)	21%	(32)	154
Military HH: Yes	49%	(65)	29%	(38)	7%	(9)	15%	(20)	132
Military HH: No	57%	(491)	23%	(197)	5%	(45)	16%	(135)	868
RD/WT: Right Direction	55%	(169)	22%	(67)	5%	(14)	18%	(56)	305
RD/WT: Wrong Track	56%	(386)	24%	(168)	6%	(41)	14%	(99)	695
Trump Job Approve	58%	(159)	22%	(61)	4%	(12)	16%	(43)	274
Trump Job Disapprove	57%	(335)	25%	(149)	6%	(37)	11%	(65)	586
Trump Job Strongly Approve	59%	(64)	21%	(23)	6%	(7)	13%	(15)	109
Trump Job Somewhat Approve	57%	(95)	23%	(38)	3%	(5)	17%	(28)	166
Trump Job Somewhat Disapprove	58%	(122)	30%	(62)	5%	(11)	7%	(14)	209
Trump Job Strongly Disapprove	56%	(213)	23%	(87)	7%	(26)	13%	(51)	377
Favorable of Trump	63%	(160)	20%	(52)	4%	(9)	14%	(35)	256
Unfavorable of Trump	58%	(353)	25%	(150)	6%	(39)	11%	(65)	606
Very Favorable of Trump	63%	(68)	17%	(19)	5%	(6)	15%	(16)	109
Somewhat Favorable of Trump	62%	(92)	23%	(33)	2%	(3)	13%	(19)	147
Somewhat Unfavorable of Trump	57%	(99)	28%	(49)	6%	(10)	10%	(17)	176
Very Unfavorable of Trump	59%	(253)	24%	(101)	7%	(28)	11%	(48)	430

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**Table MGC29\_1:** And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?  
High quality products

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	56%	(556)	23%	(235)	5%	(54)	15%	(155)	1000
#1 Issue: Economy	59%	(175)	23%	(70)	5%	(14)	13%	(38)	296
#1 Issue: Security	66%	(50)	18%	(14)	2%	(2)	13%	(10)	76
#1 Issue: Health Care	53%	(90)	25%	(42)	8%	(14)	14%	(24)	171
#1 Issue: Women's Issues	59%	(69)	25%	(29)	5%	(5)	12%	(14)	117
#1 Issue: Education	55%	(80)	21%	(31)	10%	(14)	14%	(20)	145
#1 Issue: Energy	59%	(58)	23%	(23)	5%	(5)	13%	(13)	98
#1 Issue: Other	35%	(29)	24%	(19)	1%	(1)	40%	(33)	82
2018 House Vote: Democrat	64%	(72)	23%	(26)	4%	(5)	9%	(10)	112
2016 Vote: Hillary Clinton	54%	(42)	28%	(22)	5%	(4)	13%	(10)	78
2016 Vote: Didn't Vote	56%	(489)	23%	(201)	6%	(49)	16%	(141)	881
Voted in 2014: No	56%	(544)	23%	(225)	5%	(53)	15%	(150)	972
2012 Vote: Didn't Vote	56%	(547)	23%	(227)	5%	(54)	15%	(151)	978
4-Region: Northeast	54%	(117)	26%	(56)	7%	(16)	13%	(27)	216
4-Region: Midwest	56%	(131)	25%	(58)	4%	(9)	15%	(34)	232
4-Region: South	51%	(173)	23%	(79)	6%	(21)	19%	(64)	337
4-Region: West	63%	(135)	20%	(43)	4%	(9)	13%	(29)	216

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

**Table MGC29\_2:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*

*Convenient return policies*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	42%	(424)	35%	(347)	5%	(53)	18%	(177)	1000
Gender: Male	39%	(189)	36%	(174)	6%	(29)	20%	(96)	489
Gender: Female	46%	(235)	34%	(173)	5%	(23)	16%	(80)	511
Age: 18-34	41%	(209)	39%	(196)	5%	(24)	15%	(77)	506
Generation Z: 13-23	42%	(424)	35%	(347)	5%	(53)	18%	(177)	1000
PID: Dem (no lean)	46%	(164)	37%	(132)	5%	(17)	12%	(42)	355
PID: Ind (no lean)	40%	(176)	32%	(142)	6%	(26)	23%	(101)	445
PID: Rep (no lean)	42%	(84)	36%	(73)	5%	(10)	16%	(33)	201
PID/Gender: Dem Men	44%	(70)	34%	(55)	5%	(9)	17%	(26)	160
PID/Gender: Dem Women	48%	(94)	40%	(77)	4%	(8)	8%	(16)	195
PID/Gender: Ind Men	36%	(80)	33%	(73)	7%	(17)	24%	(53)	223
PID/Gender: Ind Women	43%	(95)	31%	(69)	4%	(9)	22%	(49)	222
PID/Gender: Rep Men	36%	(38)	44%	(46)	4%	(4)	16%	(17)	106
PID/Gender: Rep Women	49%	(46)	28%	(27)	7%	(6)	17%	(16)	95
Ideo: Liberal (1-3)	48%	(155)	38%	(124)	4%	(12)	10%	(33)	324
Ideo: Moderate (4)	45%	(84)	36%	(67)	5%	(9)	14%	(25)	185
Ideo: Conservative (5-7)	51%	(88)	35%	(61)	5%	(9)	9%	(15)	173
Educ: < College	42%	(388)	34%	(312)	5%	(48)	18%	(168)	916
Educ: Bachelors degree	44%	(32)	44%	(32)	4%	(3)	8%	(6)	72
Income: Under 50k	38%	(186)	33%	(159)	6%	(29)	23%	(113)	488
Income: 50k-100k	48%	(157)	37%	(120)	5%	(18)	10%	(34)	328
Income: 100k+	44%	(81)	37%	(67)	3%	(6)	16%	(29)	183
Ethnicity: White	43%	(274)	37%	(236)	4%	(28)	16%	(99)	638
Ethnicity: Hispanic	37%	(76)	35%	(71)	7%	(15)	20%	(40)	203
Ethnicity: Afr. Am.	38%	(50)	29%	(38)	7%	(9)	26%	(34)	131
Ethnicity: Other	43%	(100)	32%	(73)	7%	(15)	19%	(43)	231
All Christian	44%	(121)	39%	(108)	3%	(9)	13%	(36)	274
All Non-Christian	51%	(33)	31%	(20)	9%	(6)	10%	(6)	65
Atheist	39%	(44)	39%	(44)	8%	(9)	14%	(16)	113
Agnostic/Nothing in particular	41%	(226)	32%	(175)	5%	(29)	22%	(118)	548

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**Table MGC29\_2:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
Convenient return policies

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	42%	(424)	35%	(347)	5%	(53)	18%	(177)	1000
Religious Non-Protestant/Catholic	47%	(39)	31%	(26)	7%	(6)	15%	(12)	82
Evangelical	47%	(85)	35%	(62)	5%	(8)	13%	(24)	180
Non-Evangelical	45%	(127)	37%	(106)	3%	(9)	15%	(41)	283
Community: Urban	45%	(116)	33%	(83)	6%	(15)	16%	(41)	256
Community: Suburban	42%	(228)	36%	(195)	5%	(26)	17%	(89)	539
Community: Rural	39%	(80)	33%	(68)	6%	(12)	22%	(46)	206
Employ: Private Sector	43%	(36)	45%	(38)	4%	(3)	9%	(7)	84
Employ: Unemployed	42%	(65)	27%	(41)	7%	(11)	24%	(37)	154
Military HH: Yes	45%	(60)	29%	(38)	6%	(8)	19%	(26)	132
Military HH: No	42%	(364)	36%	(309)	5%	(44)	17%	(151)	868
RD/WT: Right Direction	37%	(114)	35%	(105)	6%	(19)	22%	(67)	305
RD/WT: Wrong Track	45%	(310)	35%	(241)	5%	(34)	16%	(109)	695
Trump Job Approve	45%	(123)	33%	(91)	4%	(12)	18%	(48)	274
Trump Job Disapprove	44%	(259)	37%	(215)	6%	(34)	13%	(77)	586
Trump Job Strongly Approve	46%	(50)	33%	(36)	6%	(7)	15%	(16)	109
Trump Job Somewhat Approve	44%	(73)	33%	(55)	3%	(6)	19%	(32)	166
Trump Job Somewhat Disapprove	44%	(92)	40%	(84)	8%	(17)	8%	(17)	209
Trump Job Strongly Disapprove	45%	(168)	35%	(132)	5%	(17)	16%	(60)	377
Favorable of Trump	47%	(119)	33%	(85)	4%	(10)	16%	(42)	256
Unfavorable of Trump	46%	(277)	36%	(220)	6%	(35)	12%	(73)	606
Very Favorable of Trump	47%	(51)	31%	(33)	5%	(6)	17%	(19)	109
Somewhat Favorable of Trump	46%	(68)	35%	(52)	3%	(4)	15%	(23)	147
Somewhat Unfavorable of Trump	41%	(71)	37%	(65)	9%	(16)	13%	(22)	176
Very Unfavorable of Trump	48%	(206)	36%	(155)	4%	(19)	12%	(51)	430

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**Table MGC29\_2:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*

*Convenient return policies*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	42%	(424)	35%	(347)	5%	(53)	18%	(177)	1000
#1 Issue: Economy	47%	(140)	33%	(99)	4%	(12)	15%	(46)	296
#1 Issue: Security	51%	(39)	35%	(27)	1%	(1)	13%	(10)	76
#1 Issue: Health Care	45%	(77)	31%	(53)	10%	(16)	14%	(24)	171
#1 Issue: Women's Issues	44%	(52)	39%	(46)	4%	(5)	13%	(15)	117
#1 Issue: Education	45%	(66)	32%	(46)	8%	(12)	15%	(21)	145
#1 Issue: Energy	30%	(29)	49%	(48)	5%	(5)	16%	(16)	98
#1 Issue: Other	23%	(19)	29%	(24)	1%	(1)	46%	(38)	82
2018 House Vote: Democrat	44%	(49)	45%	(50)	3%	(3)	9%	(10)	112
2016 Vote: Hillary Clinton	35%	(27)	44%	(34)	5%	(4)	16%	(12)	78
2016 Vote: Didn't Vote	43%	(380)	33%	(294)	5%	(45)	18%	(161)	881
Voted in 2014: No	43%	(417)	34%	(335)	5%	(48)	18%	(172)	972
2012 Vote: Didn't Vote	43%	(418)	34%	(337)	5%	(51)	18%	(172)	978
4-Region: Northeast	42%	(90)	37%	(80)	5%	(12)	16%	(34)	216
4-Region: Midwest	43%	(99)	38%	(88)	5%	(12)	14%	(33)	232
4-Region: South	40%	(134)	32%	(109)	6%	(19)	22%	(75)	337
4-Region: West	47%	(101)	32%	(70)	5%	(10)	16%	(35)	216

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

**Table MGC29\_3:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Great customer rewards or loyalty program*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	40%	(405)	35%	(351)	7%	(66)	18%	(178)	1000
Gender: Male	39%	(190)	35%	(171)	7%	(33)	19%	(95)	489
Gender: Female	42%	(215)	35%	(180)	6%	(33)	16%	(84)	511
Age: 18-34	42%	(212)	37%	(185)	6%	(28)	16%	(80)	506
Generation Z: 13-23	40%	(405)	35%	(351)	7%	(66)	18%	(178)	1000
PID: Dem (no lean)	46%	(164)	37%	(132)	6%	(21)	11%	(38)	355
PID: Ind (no lean)	35%	(157)	32%	(141)	7%	(33)	26%	(114)	445
PID: Rep (no lean)	42%	(84)	39%	(78)	6%	(12)	13%	(26)	201
PID/Gender: Dem Men	44%	(71)	36%	(57)	5%	(9)	15%	(23)	160
PID/Gender: Dem Women	48%	(93)	38%	(75)	7%	(13)	8%	(15)	195
PID/Gender: Ind Men	35%	(78)	31%	(70)	8%	(18)	25%	(56)	223
PID/Gender: Ind Women	36%	(79)	32%	(71)	6%	(14)	26%	(57)	222
PID/Gender: Rep Men	38%	(41)	42%	(44)	6%	(6)	14%	(15)	106
PID/Gender: Rep Women	46%	(43)	36%	(34)	6%	(6)	12%	(11)	95
Ideo: Liberal (1-3)	46%	(148)	37%	(121)	7%	(23)	10%	(31)	324
Ideo: Moderate (4)	44%	(81)	37%	(69)	3%	(6)	16%	(29)	185
Ideo: Conservative (5-7)	47%	(82)	38%	(66)	7%	(13)	8%	(13)	173
Educ: < College	40%	(366)	35%	(322)	6%	(59)	18%	(169)	916
Educ: Bachelors degree	48%	(35)	37%	(26)	6%	(4)	9%	(6)	72
Income: Under 50k	37%	(182)	32%	(159)	8%	(37)	23%	(111)	488
Income: 50k-100k	46%	(151)	37%	(120)	7%	(21)	11%	(36)	328
Income: 100k+	39%	(72)	39%	(72)	4%	(8)	17%	(31)	183
Ethnicity: White	41%	(264)	36%	(233)	6%	(40)	16%	(101)	638
Ethnicity: Hispanic	41%	(82)	29%	(58)	7%	(15)	23%	(47)	203
Ethnicity: Afr. Am.	36%	(48)	31%	(40)	10%	(13)	23%	(30)	131
Ethnicity: Other	40%	(93)	34%	(78)	6%	(13)	21%	(48)	231
All Christian	43%	(117)	40%	(110)	5%	(14)	12%	(33)	274
All Non-Christian	51%	(33)	28%	(18)	7%	(5)	13%	(9)	65
Atheist	36%	(41)	46%	(52)	5%	(5)	13%	(15)	113
Agnostic/Nothing in particular	39%	(214)	31%	(170)	8%	(42)	22%	(122)	548

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**Table MGC29\_3:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Great customer rewards or loyalty program*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	40%	(405)	35%	(351)	7%	(66)	18%	(178)	1000
Religious Non-Protestant/Catholic	46%	(37)	30%	(24)	9%	(7)	16%	(13)	82
Evangelical	47%	(85)	30%	(55)	7%	(13)	15%	(27)	180
Non-Evangelical	42%	(120)	39%	(110)	5%	(14)	14%	(39)	283
Community: Urban	44%	(112)	33%	(85)	4%	(11)	19%	(48)	256
Community: Suburban	41%	(222)	36%	(192)	7%	(38)	16%	(86)	539
Community: Rural	34%	(71)	36%	(73)	8%	(17)	21%	(44)	206
Employ: Private Sector	46%	(39)	42%	(35)	5%	(4)	7%	(6)	84
Employ: Unemployed	36%	(55)	35%	(54)	9%	(13)	21%	(32)	154
Military HH: Yes	32%	(42)	40%	(53)	12%	(16)	16%	(21)	132
Military HH: No	42%	(363)	34%	(298)	6%	(50)	18%	(157)	868
RD/WT: Right Direction	35%	(107)	38%	(114)	7%	(21)	20%	(62)	305
RD/WT: Wrong Track	43%	(298)	34%	(236)	6%	(45)	17%	(116)	695
Trump Job Approve	43%	(117)	35%	(96)	6%	(17)	16%	(45)	274
Trump Job Disapprove	42%	(249)	36%	(212)	7%	(41)	14%	(84)	586
Trump Job Strongly Approve	41%	(45)	32%	(35)	11%	(12)	16%	(18)	109
Trump Job Somewhat Approve	43%	(72)	37%	(61)	3%	(5)	16%	(27)	166
Trump Job Somewhat Disapprove	43%	(89)	39%	(82)	7%	(15)	11%	(23)	209
Trump Job Strongly Disapprove	42%	(160)	34%	(130)	7%	(27)	16%	(61)	377
Favorable of Trump	44%	(113)	36%	(92)	6%	(16)	14%	(35)	256
Unfavorable of Trump	42%	(256)	37%	(223)	7%	(41)	14%	(85)	606
Very Favorable of Trump	47%	(51)	30%	(33)	6%	(7)	17%	(18)	109
Somewhat Favorable of Trump	42%	(62)	40%	(59)	6%	(9)	12%	(17)	147
Somewhat Unfavorable of Trump	40%	(70)	39%	(69)	7%	(13)	14%	(24)	176
Very Unfavorable of Trump	43%	(186)	36%	(154)	7%	(28)	14%	(61)	430

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**Table MGC29\_3:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Great customer rewards or loyalty program*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	40%	(405)	35%	(351)	7%	(66)	18%	(178)	1000
#1 Issue: Economy	46%	(135)	34%	(100)	5%	(15)	15%	(45)	296
#1 Issue: Security	43%	(33)	37%	(28)	5%	(4)	15%	(11)	76
#1 Issue: Health Care	41%	(70)	37%	(62)	10%	(17)	12%	(21)	171
#1 Issue: Women's Issues	44%	(52)	34%	(40)	4%	(5)	18%	(21)	117
#1 Issue: Education	40%	(58)	36%	(52)	8%	(12)	16%	(23)	145
#1 Issue: Energy	35%	(34)	44%	(43)	8%	(8)	13%	(13)	98
#1 Issue: Other	21%	(17)	26%	(22)	5%	(4)	48%	(40)	82
2018 House Vote: Democrat	47%	(53)	39%	(43)	2%	(3)	12%	(14)	112
2016 Vote: Hillary Clinton	37%	(29)	40%	(31)	3%	(3)	20%	(15)	78
2016 Vote: Didn't Vote	41%	(358)	34%	(302)	7%	(60)	18%	(160)	881
Voted in 2014: No	41%	(395)	35%	(341)	7%	(65)	18%	(170)	972
2012 Vote: Didn't Vote	41%	(398)	35%	(342)	7%	(64)	18%	(174)	978
4-Region: Northeast	42%	(90)	33%	(72)	10%	(22)	15%	(32)	216
4-Region: Midwest	35%	(80)	44%	(101)	6%	(13)	16%	(38)	232
4-Region: South	42%	(142)	31%	(104)	6%	(22)	21%	(69)	337
4-Region: West	43%	(94)	34%	(74)	4%	(10)	18%	(39)	216

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

**Table MGC29\_4:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Available at the stores you shop at*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	54%	(539)	25%	(249)	6%	(58)	15%	(155)	1000
Gender: Male	53%	(257)	24%	(119)	6%	(30)	17%	(83)	489
Gender: Female	55%	(282)	25%	(130)	6%	(28)	14%	(71)	511
Age: 18-34	53%	(270)	26%	(131)	7%	(33)	14%	(72)	506
Generation Z: 13-23	54%	(539)	25%	(249)	6%	(58)	15%	(155)	1000
PID: Dem (no lean)	60%	(214)	26%	(92)	5%	(18)	9%	(31)	355
PID: Ind (no lean)	47%	(207)	25%	(112)	6%	(27)	22%	(98)	445
PID: Rep (no lean)	59%	(118)	22%	(45)	6%	(13)	13%	(25)	201
PID/Gender: Dem Men	60%	(96)	23%	(36)	6%	(9)	12%	(19)	160
PID/Gender: Dem Women	60%	(118)	29%	(56)	5%	(9)	6%	(13)	195
PID/Gender: Ind Men	44%	(98)	26%	(59)	7%	(15)	23%	(52)	223
PID/Gender: Ind Women	49%	(110)	24%	(53)	6%	(13)	21%	(46)	222
PID/Gender: Rep Men	60%	(63)	23%	(24)	6%	(6)	12%	(13)	106
PID/Gender: Rep Women	58%	(54)	22%	(21)	7%	(7)	13%	(12)	95
Ideo: Liberal (1-3)	60%	(194)	27%	(87)	6%	(19)	7%	(24)	324
Ideo: Moderate (4)	56%	(104)	26%	(48)	5%	(8)	14%	(25)	185
Ideo: Conservative (5-7)	64%	(110)	22%	(39)	6%	(11)	7%	(13)	173
Educ: < College	54%	(493)	25%	(225)	6%	(53)	16%	(146)	916
Educ: Bachelors degree	60%	(44)	29%	(21)	4%	(3)	7%	(5)	72
Income: Under 50k	49%	(240)	23%	(113)	8%	(38)	20%	(98)	488
Income: 50k-100k	60%	(196)	27%	(88)	4%	(14)	9%	(30)	328
Income: 100k+	57%	(104)	26%	(47)	3%	(6)	14%	(26)	183
Ethnicity: White	57%	(362)	25%	(160)	4%	(27)	14%	(89)	638
Ethnicity: Hispanic	50%	(102)	27%	(54)	5%	(11)	18%	(36)	203
Ethnicity: Afr. Am.	39%	(51)	29%	(38)	13%	(16)	20%	(26)	131
Ethnicity: Other	54%	(126)	22%	(51)	6%	(14)	17%	(40)	231
All Christian	57%	(157)	27%	(73)	6%	(16)	10%	(28)	274
All Non-Christian	59%	(38)	25%	(16)	7%	(5)	8%	(5)	65
Atheist	58%	(65)	28%	(31)	3%	(4)	11%	(12)	113
Agnostic/Nothing in particular	51%	(278)	23%	(128)	6%	(34)	20%	(109)	548

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**Table MGC29\_4:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Available at the stores you shop at*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	54%	(539)	25%	(249)	6%	(58)	15%	(155)	1000
Religious Non-Protestant/Catholic	56%	(46)	25%	(21)	7%	(6)	11%	(9)	82
Evangelical	58%	(104)	23%	(41)	5%	(9)	15%	(27)	180
Non-Evangelical	56%	(159)	27%	(77)	6%	(17)	11%	(30)	283
Community: Urban	55%	(140)	27%	(68)	5%	(13)	14%	(35)	256
Community: Suburban	56%	(299)	24%	(131)	5%	(26)	15%	(82)	539
Community: Rural	48%	(99)	24%	(50)	9%	(19)	18%	(37)	206
Employ: Private Sector	57%	(48)	28%	(24)	5%	(4)	10%	(8)	84
Employ: Unemployed	47%	(72)	27%	(42)	8%	(12)	18%	(28)	154
Military HH: Yes	45%	(59)	31%	(41)	9%	(12)	15%	(20)	132
Military HH: No	55%	(480)	24%	(207)	5%	(46)	15%	(134)	868
RD/WT: Right Direction	48%	(147)	26%	(80)	6%	(19)	20%	(60)	305
RD/WT: Wrong Track	56%	(392)	24%	(169)	6%	(39)	14%	(95)	695
Trump Job Approve	54%	(148)	24%	(67)	5%	(14)	17%	(45)	274
Trump Job Disapprove	57%	(333)	25%	(149)	6%	(38)	11%	(67)	586
Trump Job Strongly Approve	58%	(63)	19%	(21)	8%	(9)	15%	(16)	109
Trump Job Somewhat Approve	52%	(86)	28%	(46)	3%	(5)	18%	(29)	166
Trump Job Somewhat Disapprove	55%	(116)	30%	(62)	7%	(15)	8%	(16)	209
Trump Job Strongly Disapprove	57%	(217)	23%	(87)	6%	(23)	13%	(51)	377
Favorable of Trump	57%	(147)	23%	(59)	5%	(13)	14%	(37)	256
Unfavorable of Trump	57%	(348)	26%	(157)	6%	(35)	11%	(66)	606
Very Favorable of Trump	63%	(69)	15%	(16)	5%	(5)	17%	(19)	109
Somewhat Favorable of Trump	53%	(78)	29%	(43)	5%	(8)	12%	(18)	147
Somewhat Unfavorable of Trump	55%	(97)	29%	(51)	7%	(12)	9%	(16)	176
Very Unfavorable of Trump	58%	(252)	24%	(105)	5%	(23)	12%	(50)	430

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**Table MGC29\_4:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Available at the stores you shop at*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	54%	(539)	25%	(249)	6%	(58)	15%	(155)	1000
#1 Issue: Economy	61%	(180)	22%	(66)	4%	(13)	12%	(37)	296
#1 Issue: Security	62%	(47)	21%	(16)	3%	(2)	15%	(11)	76
#1 Issue: Health Care	54%	(92)	26%	(45)	8%	(14)	12%	(20)	171
#1 Issue: Women's Issues	58%	(68)	25%	(29)	5%	(6)	12%	(14)	117
#1 Issue: Education	47%	(69)	31%	(46)	7%	(11)	14%	(20)	145
#1 Issue: Energy	53%	(52)	26%	(26)	6%	(6)	14%	(14)	98
#1 Issue: Other	33%	(27)	20%	(16)	4%	(3)	43%	(36)	82
2018 House Vote: Democrat	61%	(69)	30%	(33)	2%	(2)	7%	(8)	112
2016 Vote: Hillary Clinton	53%	(41)	29%	(22)	6%	(5)	12%	(10)	78
2016 Vote: Didn't Vote	54%	(474)	24%	(215)	6%	(51)	16%	(142)	881
Voted in 2014: No	54%	(528)	25%	(239)	6%	(56)	15%	(149)	972
2012 Vote: Didn't Vote	54%	(529)	25%	(243)	6%	(55)	15%	(150)	978
4-Region: Northeast	54%	(117)	26%	(55)	7%	(15)	13%	(29)	216
4-Region: Midwest	52%	(120)	30%	(69)	5%	(11)	13%	(31)	232
4-Region: South	51%	(173)	22%	(76)	7%	(23)	19%	(66)	337
4-Region: West	60%	(129)	22%	(49)	4%	(9)	14%	(29)	216

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

**Table MGC29\_5:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Discounts or sales on products*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	56%	(556)	23%	(229)	5%	(52)	16%	(163)	1000
Gender: Male	53%	(260)	24%	(116)	5%	(22)	18%	(90)	489
Gender: Female	58%	(295)	22%	(113)	6%	(30)	14%	(73)	511
Age: 18-34	57%	(288)	25%	(125)	4%	(22)	14%	(70)	506
Generation Z: 13-23	56%	(556)	23%	(229)	5%	(52)	16%	(163)	1000
PID: Dem (no lean)	62%	(221)	24%	(87)	5%	(16)	9%	(30)	355
PID: Ind (no lean)	49%	(217)	23%	(102)	4%	(20)	24%	(106)	445
PID: Rep (no lean)	58%	(117)	20%	(40)	8%	(16)	14%	(27)	201
PID/Gender: Dem Men	62%	(99)	22%	(35)	4%	(6)	12%	(19)	160
PID/Gender: Dem Women	63%	(122)	26%	(51)	5%	(10)	6%	(11)	195
PID/Gender: Ind Men	46%	(101)	24%	(54)	4%	(8)	26%	(59)	223
PID/Gender: Ind Women	52%	(116)	21%	(48)	5%	(11)	21%	(47)	222
PID/Gender: Rep Men	56%	(60)	25%	(27)	7%	(7)	12%	(12)	106
PID/Gender: Rep Women	61%	(57)	15%	(14)	9%	(8)	16%	(15)	95
Ideo: Liberal (1-3)	63%	(204)	24%	(78)	5%	(15)	8%	(27)	324
Ideo: Moderate (4)	57%	(106)	26%	(48)	2%	(4)	14%	(26)	185
Ideo: Conservative (5-7)	66%	(114)	22%	(38)	5%	(9)	7%	(12)	173
Educ: < College	56%	(511)	22%	(203)	5%	(48)	17%	(154)	916
Educ: Bachelors degree	55%	(40)	30%	(22)	5%	(3)	10%	(7)	72
Income: Under 50k	52%	(256)	20%	(98)	7%	(33)	21%	(102)	488
Income: 50k-100k	57%	(188)	27%	(88)	5%	(15)	11%	(36)	328
Income: 100k+	61%	(112)	23%	(43)	2%	(3)	14%	(25)	183
Ethnicity: White	58%	(372)	24%	(151)	4%	(26)	14%	(89)	638
Ethnicity: Hispanic	49%	(99)	24%	(48)	8%	(16)	20%	(40)	203
Ethnicity: Afr. Am.	46%	(60)	21%	(27)	9%	(12)	24%	(32)	131
Ethnicity: Other	54%	(124)	22%	(51)	6%	(13)	19%	(43)	231
All Christian	59%	(162)	27%	(73)	4%	(12)	10%	(27)	274
All Non-Christian	66%	(43)	15%	(10)	8%	(5)	11%	(7)	65
Atheist	59%	(66)	30%	(34)	5%	(6)	6%	(7)	113
Agnostic/Nothing in particular	52%	(285)	20%	(112)	5%	(29)	22%	(122)	548

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**Table MGC29\_5:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*

*Discounts or sales on products*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	56%	(556)	23%	(229)	5%	(52)	16%	(163)	1000
Religious Non-Protestant/Catholic	61%	(50)	17%	(14)	6%	(5)	15%	(12)	82
Evangelical	59%	(106)	19%	(35)	6%	(11)	16%	(29)	180
Non-Evangelical	58%	(165)	26%	(73)	5%	(13)	12%	(33)	283
Community: Urban	56%	(142)	24%	(63)	5%	(13)	15%	(38)	256
Community: Suburban	57%	(309)	22%	(118)	5%	(26)	16%	(86)	539
Community: Rural	51%	(104)	24%	(49)	6%	(13)	19%	(40)	206
Employ: Private Sector	61%	(51)	25%	(21)	7%	(6)	7%	(6)	84
Employ: Unemployed	55%	(85)	16%	(24)	9%	(14)	20%	(31)	154
Military HH: Yes	50%	(66)	23%	(31)	8%	(10)	19%	(25)	132
Military HH: No	56%	(490)	23%	(198)	5%	(41)	16%	(138)	868
RD/WT: Right Direction	51%	(155)	22%	(66)	6%	(19)	22%	(66)	305
RD/WT: Wrong Track	58%	(401)	23%	(163)	5%	(33)	14%	(98)	695
Trump Job Approve	58%	(158)	20%	(55)	5%	(14)	17%	(47)	274
Trump Job Disapprove	58%	(340)	24%	(143)	6%	(33)	12%	(69)	586
Trump Job Strongly Approve	58%	(63)	21%	(23)	4%	(5)	17%	(18)	109
Trump Job Somewhat Approve	58%	(96)	19%	(32)	6%	(10)	17%	(28)	166
Trump Job Somewhat Disapprove	60%	(124)	27%	(56)	7%	(14)	7%	(15)	209
Trump Job Strongly Disapprove	57%	(216)	23%	(88)	5%	(19)	14%	(55)	377
Favorable of Trump	59%	(152)	20%	(52)	4%	(11)	16%	(42)	256
Unfavorable of Trump	60%	(362)	24%	(145)	6%	(34)	11%	(65)	606
Very Favorable of Trump	59%	(65)	18%	(20)	5%	(5)	18%	(19)	109
Somewhat Favorable of Trump	59%	(87)	22%	(32)	4%	(5)	15%	(22)	147
Somewhat Unfavorable of Trump	57%	(100)	26%	(46)	7%	(12)	10%	(17)	176
Very Unfavorable of Trump	61%	(262)	23%	(99)	5%	(22)	11%	(48)	430

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**Table MGC29\_5:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Discounts or sales on products*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	56%	(556)	23%	(229)	5%	(52)	16%	(163)	1000
#1 Issue: Economy	61%	(181)	22%	(65)	3%	(9)	14%	(41)	296
#1 Issue: Security	68%	(52)	15%	(11)	2%	(1)	15%	(12)	76
#1 Issue: Health Care	55%	(94)	25%	(43)	7%	(12)	12%	(21)	171
#1 Issue: Women's Issues	57%	(67)	24%	(28)	6%	(7)	13%	(15)	117
#1 Issue: Education	51%	(74)	23%	(33)	10%	(15)	16%	(23)	145
#1 Issue: Energy	55%	(54)	28%	(27)	5%	(5)	12%	(12)	98
#1 Issue: Other	37%	(30)	21%	(18)	2%	(1)	40%	(33)	82
2018 House Vote: Democrat	62%	(70)	25%	(29)	4%	(4)	9%	(10)	112
2016 Vote: Hillary Clinton	55%	(42)	26%	(20)	3%	(2)	17%	(13)	78
2016 Vote: Didn't Vote	56%	(490)	22%	(198)	5%	(44)	17%	(149)	881
Voted in 2014: No	56%	(545)	23%	(220)	5%	(49)	16%	(158)	972
2012 Vote: Didn't Vote	56%	(548)	23%	(222)	5%	(48)	16%	(159)	978
4-Region: Northeast	59%	(127)	22%	(48)	6%	(14)	13%	(28)	216
4-Region: Midwest	57%	(133)	22%	(52)	6%	(14)	14%	(33)	232
4-Region: South	51%	(172)	23%	(78)	4%	(13)	22%	(74)	337
4-Region: West	58%	(125)	24%	(52)	5%	(12)	13%	(28)	216

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

**Table MGC29\_6:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their values*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	29%	(295)	43%	(429)	7%	(72)	20%	(205)	1000
Gender: Male	28%	(135)	45%	(217)	8%	(38)	20%	(98)	489
Gender: Female	31%	(160)	41%	(212)	6%	(33)	21%	(107)	511
Age: 18-34	32%	(161)	43%	(219)	7%	(37)	18%	(89)	506
Generation Z: 13-23	29%	(295)	43%	(429)	7%	(72)	20%	(205)	1000
PID: Dem (no lean)	37%	(133)	44%	(157)	5%	(18)	13%	(48)	355
PID: Ind (no lean)	24%	(107)	42%	(185)	8%	(36)	26%	(117)	445
PID: Rep (no lean)	27%	(55)	43%	(87)	9%	(18)	20%	(40)	201
PID/Gender: Dem Men	34%	(55)	46%	(74)	6%	(9)	14%	(23)	160
PID/Gender: Dem Women	40%	(78)	43%	(83)	5%	(9)	13%	(25)	195
PID/Gender: Ind Men	22%	(48)	44%	(98)	10%	(21)	25%	(55)	223
PID/Gender: Ind Women	27%	(59)	39%	(87)	6%	(14)	28%	(61)	222
PID/Gender: Rep Men	31%	(32)	43%	(46)	8%	(8)	18%	(19)	106
PID/Gender: Rep Women	24%	(23)	44%	(41)	11%	(10)	22%	(21)	95
Ideo: Liberal (1-3)	39%	(126)	43%	(139)	5%	(16)	13%	(43)	324
Ideo: Moderate (4)	34%	(63)	45%	(83)	5%	(9)	16%	(30)	185
Ideo: Conservative (5-7)	28%	(49)	52%	(89)	8%	(14)	12%	(21)	173
Educ: < College	29%	(264)	43%	(391)	7%	(65)	21%	(195)	916
Educ: Bachelors degree	41%	(29)	45%	(33)	7%	(5)	8%	(5)	72
Income: Under 50k	28%	(139)	37%	(181)	8%	(41)	26%	(127)	488
Income: 50k-100k	32%	(104)	48%	(158)	7%	(24)	13%	(43)	328
Income: 100k+	28%	(52)	49%	(89)	4%	(7)	19%	(35)	183
Ethnicity: White	30%	(189)	46%	(291)	7%	(42)	18%	(116)	638
Ethnicity: Hispanic	32%	(64)	39%	(79)	10%	(20)	20%	(40)	203
Ethnicity: Afr. Am.	33%	(43)	31%	(41)	8%	(11)	27%	(36)	131
Ethnicity: Other	27%	(63)	42%	(97)	8%	(19)	23%	(53)	231
All Christian	33%	(92)	47%	(129)	4%	(12)	15%	(42)	274
All Non-Christian	35%	(23)	42%	(27)	10%	(6)	13%	(9)	65
Atheist	23%	(26)	54%	(61)	8%	(9)	15%	(17)	113
Agnostic/Nothing in particular	28%	(154)	39%	(212)	8%	(44)	25%	(137)	548

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**Table MGC29\_6:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their values*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	29%	(295)	43%	(429)	7%	(72)	20%	(205)	1000
Religious Non-Protestant/Catholic	31%	(25)	46%	(37)	8%	(6)	16%	(13)	82
Evangelical	36%	(65)	41%	(74)	4%	(7)	19%	(34)	180
Non-Evangelical	31%	(89)	44%	(124)	6%	(18)	19%	(53)	283
Community: Urban	35%	(90)	40%	(102)	8%	(21)	17%	(43)	256
Community: Suburban	30%	(159)	45%	(241)	6%	(33)	20%	(106)	539
Community: Rural	22%	(46)	42%	(86)	9%	(18)	27%	(56)	206
Employ: Private Sector	38%	(32)	49%	(42)	3%	(3)	9%	(8)	84
Employ: Unemployed	22%	(34)	44%	(68)	9%	(14)	24%	(38)	154
Military HH: Yes	26%	(35)	43%	(57)	8%	(10)	22%	(30)	132
Military HH: No	30%	(260)	43%	(372)	7%	(61)	20%	(175)	868
RD/WT: Right Direction	27%	(83)	40%	(124)	8%	(24)	25%	(75)	305
RD/WT: Wrong Track	30%	(212)	44%	(305)	7%	(48)	19%	(130)	695
Trump Job Approve	28%	(77)	44%	(120)	8%	(21)	21%	(56)	274
Trump Job Disapprove	33%	(195)	44%	(257)	6%	(38)	16%	(97)	586
Trump Job Strongly Approve	30%	(32)	37%	(40)	7%	(8)	26%	(28)	109
Trump Job Somewhat Approve	27%	(45)	48%	(80)	8%	(13)	17%	(28)	166
Trump Job Somewhat Disapprove	34%	(72)	47%	(98)	7%	(16)	11%	(23)	209
Trump Job Strongly Disapprove	33%	(123)	42%	(158)	6%	(22)	19%	(73)	377
Favorable of Trump	26%	(68)	46%	(119)	7%	(19)	20%	(51)	256
Unfavorable of Trump	33%	(199)	45%	(272)	7%	(40)	16%	(95)	606
Very Favorable of Trump	34%	(38)	34%	(37)	6%	(6)	26%	(28)	109
Somewhat Favorable of Trump	21%	(30)	55%	(81)	9%	(13)	16%	(23)	147
Somewhat Unfavorable of Trump	30%	(52)	49%	(87)	6%	(11)	15%	(26)	176
Very Unfavorable of Trump	34%	(147)	43%	(185)	7%	(29)	16%	(69)	430

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**Table MGC29\_6:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their values*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	29%	(295)	43%	(429)	7%	(72)	20%	(205)	1000
#1 Issue: Economy	26%	(78)	50%	(147)	7%	(20)	17%	(52)	296
#1 Issue: Security	32%	(24)	44%	(34)	2%	(2)	21%	(16)	76
#1 Issue: Health Care	33%	(56)	40%	(68)	9%	(16)	18%	(31)	171
#1 Issue: Women's Issues	36%	(43)	38%	(45)	7%	(8)	19%	(22)	117
#1 Issue: Education	27%	(39)	50%	(72)	9%	(13)	14%	(21)	145
#1 Issue: Energy	36%	(35)	42%	(41)	6%	(6)	16%	(16)	98
#1 Issue: Other	19%	(16)	24%	(20)	9%	(7)	48%	(40)	82
2018 House Vote: Democrat	37%	(42)	47%	(53)	5%	(6)	11%	(12)	112
2016 Vote: Hillary Clinton	34%	(26)	40%	(31)	7%	(5)	20%	(15)	78
2016 Vote: Didn't Vote	29%	(258)	43%	(376)	7%	(63)	21%	(184)	881
Voted in 2014: No	30%	(287)	43%	(417)	7%	(68)	20%	(199)	972
2012 Vote: Didn't Vote	29%	(284)	43%	(424)	7%	(70)	20%	(200)	978
4-Region: Northeast	29%	(64)	49%	(107)	6%	(14)	15%	(32)	216
4-Region: Midwest	29%	(68)	44%	(101)	7%	(16)	20%	(46)	232
4-Region: South	28%	(96)	39%	(131)	7%	(25)	25%	(86)	337
4-Region: West	31%	(68)	42%	(90)	8%	(17)	19%	(41)	216

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

**Table MGC29\_7:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their social responsibility and commitment to society*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	33%	(330)	41%	(415)	7%	(71)	18%	(184)	1000
Gender: Male	30%	(148)	46%	(224)	6%	(27)	18%	(90)	489
Gender: Female	36%	(182)	37%	(191)	9%	(44)	18%	(94)	511
Age: 18-34	32%	(163)	46%	(231)	6%	(32)	16%	(80)	506
Generation Z: 13-23	33%	(330)	41%	(415)	7%	(71)	18%	(184)	1000
PID: Dem (no lean)	41%	(145)	41%	(147)	7%	(24)	11%	(38)	355
PID: Ind (no lean)	28%	(123)	40%	(177)	6%	(27)	27%	(118)	445
PID: Rep (no lean)	31%	(62)	45%	(91)	10%	(20)	14%	(27)	201
PID/Gender: Dem Men	38%	(61)	42%	(67)	7%	(11)	13%	(21)	160
PID/Gender: Dem Women	43%	(84)	41%	(80)	7%	(13)	9%	(18)	195
PID/Gender: Ind Men	23%	(52)	46%	(103)	4%	(10)	26%	(58)	223
PID/Gender: Ind Women	32%	(71)	33%	(74)	8%	(17)	27%	(60)	222
PID/Gender: Rep Men	33%	(35)	50%	(53)	6%	(6)	11%	(12)	106
PID/Gender: Rep Women	29%	(27)	40%	(37)	15%	(14)	17%	(16)	95
Ideo: Liberal (1-3)	44%	(142)	39%	(127)	7%	(22)	10%	(32)	324
Ideo: Moderate (4)	32%	(60)	48%	(88)	5%	(10)	15%	(27)	185
Ideo: Conservative (5-7)	33%	(57)	54%	(93)	6%	(11)	7%	(12)	173
Educ: < College	33%	(302)	41%	(374)	7%	(64)	19%	(176)	916
Educ: Bachelors degree	38%	(28)	47%	(34)	8%	(6)	7%	(5)	72
Income: Under 50k	29%	(143)	38%	(187)	9%	(43)	24%	(116)	488
Income: 50k-100k	35%	(114)	46%	(150)	7%	(22)	13%	(42)	328
Income: 100k+	40%	(73)	43%	(78)	3%	(6)	14%	(26)	183
Ethnicity: White	34%	(218)	44%	(281)	6%	(38)	16%	(100)	638
Ethnicity: Hispanic	30%	(61)	42%	(86)	8%	(16)	20%	(40)	203
Ethnicity: Afr. Am.	28%	(36)	37%	(48)	10%	(13)	26%	(34)	131
Ethnicity: Other	33%	(76)	37%	(86)	9%	(20)	22%	(50)	231
All Christian	35%	(97)	50%	(136)	4%	(12)	11%	(30)	274
All Non-Christian	42%	(28)	37%	(24)	10%	(6)	11%	(7)	65
Atheist	32%	(36)	44%	(50)	9%	(10)	15%	(17)	113
Agnostic/Nothing in particular	31%	(170)	37%	(205)	8%	(43)	24%	(130)	548

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**Table MGC29\_7:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their social responsibility and commitment to society*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	33%	(330)	41%	(415)	7%	(71)	18%	(184)	1000
Religious Non-Protestant/Catholic	41%	(34)	35%	(29)	9%	(8)	14%	(12)	82
Evangelical	35%	(63)	43%	(78)	6%	(10)	16%	(29)	180
Non-Evangelical	37%	(106)	45%	(127)	5%	(13)	13%	(38)	283
Community: Urban	32%	(81)	44%	(112)	7%	(18)	17%	(45)	256
Community: Suburban	34%	(183)	41%	(223)	6%	(35)	18%	(98)	539
Community: Rural	32%	(66)	39%	(80)	9%	(18)	20%	(41)	206
Employ: Private Sector	36%	(30)	49%	(41)	5%	(4)	10%	(8)	84
Employ: Unemployed	27%	(41)	39%	(60)	10%	(15)	24%	(38)	154
Military HH: Yes	38%	(50)	36%	(48)	10%	(13)	16%	(22)	132
Military HH: No	32%	(280)	42%	(367)	7%	(58)	19%	(162)	868
RD/WT: Right Direction	26%	(81)	44%	(133)	9%	(26)	21%	(65)	305
RD/WT: Wrong Track	36%	(250)	41%	(282)	6%	(45)	17%	(118)	695
Trump Job Approve	28%	(77)	48%	(132)	7%	(21)	16%	(45)	274
Trump Job Disapprove	38%	(221)	41%	(240)	7%	(40)	14%	(84)	586
Trump Job Strongly Approve	28%	(31)	48%	(53)	8%	(9)	15%	(17)	109
Trump Job Somewhat Approve	28%	(46)	48%	(80)	7%	(12)	17%	(28)	166
Trump Job Somewhat Disapprove	36%	(75)	46%	(97)	6%	(13)	12%	(25)	209
Trump Job Strongly Disapprove	39%	(147)	38%	(143)	7%	(27)	16%	(60)	377
Favorable of Trump	28%	(71)	49%	(127)	8%	(21)	15%	(37)	256
Unfavorable of Trump	38%	(227)	41%	(251)	7%	(41)	14%	(87)	606
Very Favorable of Trump	31%	(34)	45%	(49)	8%	(9)	16%	(17)	109
Somewhat Favorable of Trump	25%	(37)	53%	(78)	8%	(12)	14%	(20)	147
Somewhat Unfavorable of Trump	32%	(57)	46%	(80)	7%	(12)	15%	(26)	176
Very Unfavorable of Trump	40%	(170)	40%	(171)	7%	(29)	14%	(61)	430

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**Table MGC29\_7:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their social responsibility and commitment to society*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	33%	(330)	41%	(415)	7%	(71)	18%	(184)	1000
#1 Issue: Economy	33%	(98)	47%	(138)	5%	(14)	15%	(46)	296
#1 Issue: Security	34%	(26)	48%	(36)	5%	(4)	13%	(10)	76
#1 Issue: Health Care	36%	(62)	38%	(64)	11%	(18)	15%	(26)	171
#1 Issue: Women's Issues	40%	(47)	38%	(45)	10%	(12)	12%	(14)	117
#1 Issue: Education	28%	(41)	45%	(66)	9%	(13)	17%	(25)	145
#1 Issue: Energy	38%	(37)	40%	(39)	5%	(5)	16%	(16)	98
#1 Issue: Other	17%	(14)	27%	(22)	4%	(3)	52%	(43)	82
2018 House Vote: Democrat	40%	(44)	45%	(51)	6%	(6)	9%	(11)	112
2016 Vote: Hillary Clinton	35%	(27)	43%	(33)	6%	(5)	15%	(12)	78
2016 Vote: Didn't Vote	33%	(291)	41%	(357)	7%	(65)	19%	(167)	881
Voted in 2014: No	33%	(323)	41%	(402)	7%	(68)	18%	(178)	972
2012 Vote: Didn't Vote	33%	(324)	42%	(406)	7%	(68)	18%	(179)	978
4-Region: Northeast	35%	(76)	44%	(95)	6%	(13)	15%	(32)	216
4-Region: Midwest	34%	(79)	42%	(98)	9%	(20)	15%	(34)	232
4-Region: South	31%	(104)	38%	(129)	7%	(24)	23%	(79)	337
4-Region: West	33%	(71)	43%	(93)	6%	(14)	18%	(39)	216

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

**Table MGC29\_8:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their response to the COVID-19 pandemic (coronavirus)*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	31%	(306)	43%	(430)	7%	(75)	19%	(188)	1000
Gender: Male	28%	(136)	45%	(220)	8%	(41)	19%	(92)	489
Gender: Female	33%	(170)	41%	(210)	7%	(34)	19%	(97)	511
Age: 18-34	31%	(158)	45%	(228)	8%	(38)	16%	(82)	506
Generation Z: 13-23	31%	(306)	43%	(430)	7%	(75)	19%	(188)	1000
PID: Dem (no lean)	36%	(129)	43%	(154)	7%	(25)	13%	(47)	355
PID: Ind (no lean)	27%	(121)	40%	(178)	7%	(30)	26%	(115)	445
PID: Rep (no lean)	28%	(56)	49%	(99)	10%	(20)	13%	(27)	201
PID/Gender: Dem Men	36%	(57)	39%	(62)	8%	(14)	17%	(27)	160
PID/Gender: Dem Women	37%	(72)	47%	(91)	6%	(11)	10%	(20)	195
PID/Gender: Ind Men	22%	(50)	47%	(105)	7%	(16)	23%	(52)	223
PID/Gender: Ind Women	32%	(72)	33%	(73)	7%	(15)	28%	(63)	222
PID/Gender: Rep Men	28%	(30)	49%	(52)	11%	(12)	12%	(12)	106
PID/Gender: Rep Women	28%	(26)	49%	(46)	9%	(8)	15%	(14)	95
Ideo: Liberal (1-3)	37%	(121)	43%	(139)	8%	(24)	12%	(39)	324
Ideo: Moderate (4)	31%	(58)	49%	(91)	4%	(8)	15%	(28)	185
Ideo: Conservative (5-7)	29%	(50)	55%	(94)	8%	(15)	8%	(14)	173
Educ: < College	30%	(278)	43%	(392)	7%	(65)	20%	(181)	916
Educ: Bachelors degree	37%	(27)	47%	(34)	11%	(8)	6%	(4)	72
Income: Under 50k	29%	(141)	39%	(188)	8%	(40)	25%	(120)	488
Income: 50k-100k	33%	(109)	47%	(155)	7%	(24)	12%	(40)	328
Income: 100k+	31%	(57)	47%	(87)	6%	(11)	16%	(29)	183
Ethnicity: White	31%	(196)	45%	(289)	7%	(42)	17%	(110)	638
Ethnicity: Hispanic	36%	(74)	36%	(73)	7%	(13)	21%	(43)	203
Ethnicity: Afr. Am.	25%	(33)	37%	(49)	11%	(14)	27%	(35)	131
Ethnicity: Other	33%	(77)	40%	(92)	8%	(19)	19%	(43)	231
All Christian	33%	(90)	50%	(138)	4%	(11)	13%	(35)	274
All Non-Christian	36%	(23)	37%	(24)	19%	(12)	8%	(5)	65
Atheist	29%	(33)	42%	(47)	11%	(12)	18%	(20)	113
Agnostic/Nothing in particular	29%	(160)	40%	(221)	7%	(39)	23%	(128)	548

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**Table MGC29\_8:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their response to the COVID-19 pandemic (coronavirus)*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	31%	(306)	43%	(430)	7%	(75)	19%	(188)	1000
Religious Non-Protestant/Catholic	36%	(30)	37%	(30)	15%	(12)	12%	(10)	82
Evangelical	30%	(55)	44%	(79)	6%	(11)	19%	(34)	180
Non-Evangelical	35%	(99)	47%	(134)	4%	(11)	14%	(39)	283
Community: Urban	36%	(92)	42%	(108)	5%	(14)	16%	(41)	256
Community: Suburban	30%	(162)	43%	(233)	8%	(41)	19%	(103)	539
Community: Rural	26%	(53)	43%	(89)	10%	(20)	22%	(44)	206
Employ: Private Sector	29%	(25)	55%	(46)	5%	(4)	11%	(9)	84
Employ: Unemployed	27%	(42)	41%	(64)	8%	(12)	24%	(36)	154
Military HH: Yes	26%	(35)	48%	(63)	9%	(12)	17%	(23)	132
Military HH: No	31%	(272)	42%	(367)	7%	(63)	19%	(166)	868
RD/WT: Right Direction	26%	(79)	45%	(137)	6%	(20)	23%	(70)	305
RD/WT: Wrong Track	33%	(227)	42%	(293)	8%	(55)	17%	(119)	695
Trump Job Approve	25%	(69)	49%	(134)	7%	(19)	19%	(53)	274
Trump Job Disapprove	34%	(199)	44%	(258)	8%	(47)	14%	(83)	586
Trump Job Strongly Approve	27%	(29)	45%	(49)	11%	(12)	17%	(19)	109
Trump Job Somewhat Approve	24%	(39)	52%	(85)	4%	(7)	20%	(34)	166
Trump Job Somewhat Disapprove	36%	(76)	47%	(98)	6%	(12)	11%	(23)	209
Trump Job Strongly Disapprove	32%	(122)	42%	(160)	9%	(34)	16%	(60)	377
Favorable of Trump	26%	(65)	49%	(126)	7%	(18)	18%	(47)	256
Unfavorable of Trump	33%	(201)	45%	(271)	8%	(46)	14%	(87)	606
Very Favorable of Trump	29%	(32)	45%	(49)	7%	(8)	19%	(21)	109
Somewhat Favorable of Trump	23%	(34)	52%	(77)	7%	(10)	18%	(26)	147
Somewhat Unfavorable of Trump	33%	(59)	46%	(81)	6%	(10)	15%	(26)	176
Very Unfavorable of Trump	33%	(143)	44%	(191)	8%	(36)	14%	(61)	430

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**Table MGC29\_8:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Released a statement about their response to the COVID-19 pandemic (coronavirus)*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	31%	(306)	43%	(430)	7%	(75)	19%	(188)	1000
#1 Issue: Economy	28%	(84)	50%	(149)	5%	(15)	16%	(47)	296
#1 Issue: Security	33%	(25)	50%	(38)	4%	(3)	13%	(10)	76
#1 Issue: Health Care	33%	(56)	38%	(65)	12%	(21)	17%	(29)	171
#1 Issue: Women's Issues	39%	(45)	38%	(44)	8%	(9)	16%	(19)	117
#1 Issue: Education	33%	(48)	43%	(62)	8%	(11)	16%	(24)	145
#1 Issue: Energy	31%	(31)	42%	(41)	11%	(11)	16%	(16)	98
#1 Issue: Other	16%	(13)	30%	(25)	5%	(4)	49%	(41)	82
2018 House Vote: Democrat	39%	(44)	44%	(49)	7%	(7)	11%	(12)	112
2016 Vote: Hillary Clinton	34%	(26)	43%	(33)	5%	(4)	18%	(14)	78
2016 Vote: Didn't Vote	30%	(267)	43%	(376)	8%	(67)	19%	(171)	881
Voted in 2014: No	31%	(298)	43%	(420)	8%	(73)	19%	(181)	972
2012 Vote: Didn't Vote	31%	(299)	43%	(423)	8%	(74)	19%	(182)	978
4-Region: Northeast	31%	(67)	46%	(99)	8%	(17)	16%	(34)	216
4-Region: Midwest	32%	(74)	45%	(104)	6%	(14)	17%	(39)	232
4-Region: South	30%	(100)	38%	(126)	9%	(30)	24%	(80)	337
4-Region: West	30%	(66)	47%	(101)	6%	(14)	16%	(36)	216

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

**Table MGC29\_9:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Endorsed by a celebrity*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	12%	(123)	54%	(539)	15%	(147)	19%	(192)	1000
Gender: Male	14%	(69)	50%	(243)	15%	(74)	21%	(102)	489
Gender: Female	10%	(54)	58%	(295)	14%	(73)	18%	(90)	511
Age: 18-34	12%	(62)	53%	(267)	17%	(84)	18%	(92)	506
Generation Z: 13-23	12%	(123)	54%	(539)	15%	(147)	19%	(192)	1000
PID: Dem (no lean)	10%	(35)	62%	(222)	15%	(53)	13%	(45)	355
PID: Ind (no lean)	14%	(61)	48%	(212)	13%	(56)	26%	(116)	445
PID: Rep (no lean)	13%	(27)	52%	(105)	19%	(38)	15%	(31)	201
PID/Gender: Dem Men	14%	(23)	54%	(87)	15%	(24)	16%	(25)	160
PID/Gender: Dem Women	6%	(12)	69%	(134)	15%	(29)	10%	(19)	195
PID/Gender: Ind Men	13%	(30)	45%	(100)	13%	(28)	29%	(66)	223
PID/Gender: Ind Women	14%	(31)	51%	(113)	13%	(28)	23%	(51)	222
PID/Gender: Rep Men	16%	(16)	53%	(57)	20%	(21)	11%	(11)	106
PID/Gender: Rep Women	11%	(10)	51%	(48)	17%	(16)	21%	(20)	95
Ideo: Liberal (1-3)	11%	(37)	61%	(198)	16%	(52)	11%	(37)	324
Ideo: Moderate (4)	10%	(19)	59%	(110)	13%	(24)	17%	(32)	185
Ideo: Conservative (5-7)	11%	(20)	59%	(101)	20%	(34)	10%	(18)	173
Educ: < College	12%	(113)	54%	(493)	14%	(129)	20%	(181)	916
Educ: Bachelors degree	13%	(9)	54%	(39)	21%	(15)	12%	(9)	72
Income: Under 50k	12%	(57)	48%	(236)	17%	(81)	23%	(114)	488
Income: 50k-100k	12%	(39)	58%	(190)	15%	(50)	15%	(49)	328
Income: 100k+	15%	(27)	62%	(113)	8%	(15)	15%	(28)	183
Ethnicity: White	11%	(72)	57%	(364)	14%	(91)	17%	(111)	638
Ethnicity: Hispanic	15%	(30)	52%	(106)	12%	(24)	21%	(43)	203
Ethnicity: Afr. Am.	13%	(17)	42%	(55)	18%	(23)	27%	(35)	131
Ethnicity: Other	14%	(33)	52%	(120)	14%	(33)	20%	(46)	231
All Christian	13%	(36)	60%	(163)	16%	(43)	12%	(32)	274
All Non-Christian	20%	(13)	44%	(29)	21%	(14)	15%	(10)	65
Atheist	12%	(14)	61%	(69)	14%	(16)	12%	(14)	113
Agnostic/Nothing in particular	11%	(60)	51%	(278)	13%	(74)	25%	(137)	548

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**Table MGC29\_9:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Endorsed by a celebrity*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	12%	(123)	54%	(539)	15%	(147)	19%	(192)	1000
Religious Non-Protestant/Catholic	18%	(15)	45%	(37)	20%	(17)	17%	(14)	82
Evangelical	15%	(26)	53%	(95)	13%	(24)	19%	(35)	180
Non-Evangelical	13%	(37)	58%	(165)	15%	(41)	14%	(41)	283
Community: Urban	16%	(40)	54%	(139)	13%	(32)	17%	(44)	256
Community: Suburban	10%	(56)	55%	(295)	16%	(87)	19%	(101)	539
Community: Rural	13%	(27)	51%	(104)	13%	(27)	23%	(48)	206
Employ: Private Sector	8%	(7)	63%	(53)	19%	(16)	11%	(9)	84
Employ: Unemployed	14%	(22)	48%	(74)	15%	(23)	23%	(35)	154
Military HH: Yes	9%	(12)	50%	(67)	21%	(27)	20%	(27)	132
Military HH: No	13%	(111)	54%	(472)	14%	(119)	19%	(165)	868
RD/WT: Right Direction	14%	(42)	48%	(148)	14%	(43)	24%	(73)	305
RD/WT: Wrong Track	12%	(81)	56%	(391)	15%	(104)	17%	(119)	695
Trump Job Approve	14%	(38)	51%	(140)	15%	(42)	20%	(55)	274
Trump Job Disapprove	12%	(71)	57%	(337)	16%	(91)	15%	(87)	586
Trump Job Strongly Approve	13%	(14)	50%	(54)	15%	(16)	22%	(24)	109
Trump Job Somewhat Approve	14%	(24)	52%	(86)	15%	(26)	19%	(31)	166
Trump Job Somewhat Disapprove	17%	(35)	59%	(123)	13%	(27)	12%	(24)	209
Trump Job Strongly Disapprove	9%	(36)	57%	(214)	17%	(64)	17%	(63)	377
Favorable of Trump	15%	(38)	52%	(133)	15%	(38)	18%	(46)	256
Unfavorable of Trump	11%	(64)	59%	(357)	16%	(97)	15%	(88)	606
Very Favorable of Trump	16%	(17)	47%	(51)	16%	(17)	22%	(24)	109
Somewhat Favorable of Trump	14%	(21)	56%	(82)	14%	(21)	15%	(23)	147
Somewhat Unfavorable of Trump	12%	(21)	64%	(113)	10%	(17)	14%	(25)	176
Very Unfavorable of Trump	10%	(44)	57%	(244)	19%	(80)	15%	(63)	430

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**Table MGC29\_9:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Endorsed by a celebrity*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	12%	(123)	54%	(539)	15%	(147)	19%	(192)	1000
#1 Issue: Economy	12%	(36)	55%	(162)	16%	(48)	17%	(50)	296
#1 Issue: Security	13%	(10)	58%	(44)	14%	(11)	15%	(11)	76
#1 Issue: Health Care	14%	(24)	54%	(92)	17%	(29)	15%	(26)	171
#1 Issue: Women's Issues	11%	(13)	62%	(72)	9%	(10)	18%	(21)	117
#1 Issue: Education	12%	(18)	54%	(78)	15%	(22)	18%	(27)	145
#1 Issue: Energy	9%	(9)	58%	(57)	17%	(17)	16%	(15)	98
#1 Issue: Other	11%	(9)	32%	(27)	9%	(7)	48%	(39)	82
2018 House Vote: Democrat	12%	(13)	59%	(67)	18%	(20)	12%	(13)	112
2016 Vote: Hillary Clinton	10%	(7)	56%	(43)	17%	(13)	18%	(14)	78
2016 Vote: Didn't Vote	13%	(111)	53%	(469)	15%	(129)	20%	(172)	881
Voted in 2014: No	12%	(118)	54%	(527)	15%	(141)	19%	(185)	972
2012 Vote: Didn't Vote	12%	(119)	54%	(529)	15%	(144)	19%	(186)	978
4-Region: Northeast	14%	(31)	57%	(124)	13%	(28)	15%	(32)	216
4-Region: Midwest	7%	(17)	57%	(131)	15%	(35)	21%	(49)	232
4-Region: South	13%	(43)	50%	(169)	13%	(45)	24%	(79)	337
4-Region: West	14%	(31)	53%	(115)	18%	(39)	15%	(31)	216

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

**Table MGC29\_10:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Competitively priced products*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	39%	(394)	35%	(348)	8%	(76)	18%	(182)	1000
Gender: Male	43%	(209)	31%	(154)	8%	(40)	18%	(86)	489
Gender: Female	36%	(186)	38%	(195)	7%	(36)	19%	(95)	511
Age: 18-34	42%	(215)	35%	(178)	7%	(36)	15%	(77)	506
Generation Z: 13-23	39%	(394)	35%	(348)	8%	(76)	18%	(182)	1000
PID: Dem (no lean)	43%	(151)	38%	(134)	8%	(28)	12%	(42)	355
PID: Ind (no lean)	36%	(161)	32%	(142)	8%	(33)	24%	(109)	445
PID: Rep (no lean)	41%	(82)	37%	(73)	7%	(15)	15%	(31)	201
PID/Gender: Dem Men	44%	(71)	35%	(56)	8%	(13)	13%	(21)	160
PID/Gender: Dem Women	41%	(80)	40%	(78)	7%	(15)	11%	(22)	195
PID/Gender: Ind Men	40%	(90)	27%	(59)	9%	(21)	24%	(53)	223
PID/Gender: Ind Women	32%	(72)	37%	(82)	6%	(12)	25%	(56)	222
PID/Gender: Rep Men	46%	(48)	37%	(39)	5%	(6)	12%	(13)	106
PID/Gender: Rep Women	36%	(34)	36%	(34)	10%	(9)	19%	(18)	95
Ideo: Liberal (1-3)	44%	(144)	38%	(124)	8%	(26)	9%	(30)	324
Ideo: Moderate (4)	43%	(79)	36%	(66)	7%	(14)	14%	(27)	185
Ideo: Conservative (5-7)	50%	(87)	33%	(58)	8%	(14)	9%	(15)	173
Educ: < College	38%	(352)	35%	(322)	8%	(69)	19%	(172)	916
Educ: Bachelors degree	56%	(41)	29%	(21)	7%	(5)	8%	(6)	72
Income: Under 50k	34%	(164)	34%	(164)	9%	(43)	24%	(117)	488
Income: 50k-100k	45%	(147)	37%	(120)	7%	(24)	11%	(36)	328
Income: 100k+	45%	(83)	35%	(64)	5%	(8)	16%	(29)	183
Ethnicity: White	41%	(262)	36%	(230)	7%	(43)	16%	(103)	638
Ethnicity: Hispanic	33%	(67)	39%	(79)	8%	(17)	20%	(40)	203
Ethnicity: Afr. Am.	33%	(43)	27%	(36)	13%	(17)	27%	(36)	131
Ethnicity: Other	39%	(90)	36%	(83)	7%	(16)	18%	(43)	231
All Christian	43%	(119)	38%	(104)	7%	(19)	12%	(33)	274
All Non-Christian	48%	(31)	30%	(19)	11%	(7)	11%	(7)	65
Atheist	39%	(44)	42%	(47)	7%	(8)	12%	(13)	113
Agnostic/Nothing in particular	37%	(200)	33%	(179)	8%	(42)	23%	(128)	548

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**Table MGC29\_10:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Competitively priced products*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	39%	(394)	35%	(348)	8%	(76)	18%	(182)	1000
Religious Non-Protestant/Catholic	45%	(37)	30%	(25)	11%	(9)	14%	(11)	82
Evangelical	41%	(74)	32%	(58)	8%	(14)	19%	(34)	180
Non-Evangelical	39%	(109)	39%	(111)	7%	(21)	15%	(43)	283
Community: Urban	40%	(103)	37%	(95)	6%	(16)	16%	(41)	256
Community: Suburban	42%	(224)	33%	(180)	7%	(39)	18%	(96)	539
Community: Rural	33%	(67)	36%	(73)	10%	(21)	22%	(45)	206
Employ: Private Sector	46%	(39)	41%	(34)	4%	(4)	9%	(7)	84
Employ: Unemployed	34%	(52)	32%	(50)	11%	(17)	23%	(35)	154
Military HH: Yes	29%	(38)	40%	(54)	14%	(18)	17%	(22)	132
Military HH: No	41%	(356)	34%	(295)	7%	(57)	18%	(159)	868
RD/WT: Right Direction	38%	(115)	34%	(103)	6%	(18)	23%	(69)	305
RD/WT: Wrong Track	40%	(279)	35%	(245)	8%	(58)	16%	(113)	695
Trump Job Approve	41%	(112)	33%	(90)	7%	(19)	19%	(53)	274
Trump Job Disapprove	42%	(244)	37%	(216)	8%	(49)	13%	(77)	586
Trump Job Strongly Approve	41%	(44)	32%	(35)	7%	(8)	20%	(22)	109
Trump Job Somewhat Approve	41%	(68)	33%	(55)	7%	(12)	19%	(32)	166
Trump Job Somewhat Disapprove	47%	(98)	36%	(74)	9%	(18)	9%	(18)	209
Trump Job Strongly Disapprove	39%	(146)	38%	(142)	8%	(31)	16%	(59)	377
Favorable of Trump	44%	(111)	33%	(84)	5%	(12)	19%	(48)	256
Unfavorable of Trump	42%	(253)	37%	(226)	8%	(51)	13%	(77)	606
Very Favorable of Trump	40%	(44)	31%	(34)	6%	(7)	23%	(25)	109
Somewhat Favorable of Trump	46%	(68)	34%	(50)	4%	(5)	16%	(23)	147
Somewhat Unfavorable of Trump	40%	(70)	37%	(65)	10%	(17)	13%	(24)	176
Very Unfavorable of Trump	42%	(183)	37%	(161)	8%	(34)	12%	(54)	430

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**Table MGC29\_10:** And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?  
Competitively priced products

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	39%	(394)	35%	(348)	8%	(76)	18%	(182)	1000
#1 Issue: Economy	47%	(139)	31%	(93)	8%	(23)	14%	(40)	296
#1 Issue: Security	44%	(33)	32%	(25)	8%	(6)	16%	(12)	76
#1 Issue: Health Care	41%	(70)	33%	(57)	11%	(19)	15%	(25)	171
#1 Issue: Women's Issues	36%	(42)	43%	(51)	4%	(5)	16%	(19)	117
#1 Issue: Education	35%	(51)	40%	(58)	7%	(10)	17%	(25)	145
#1 Issue: Energy	40%	(39)	37%	(36)	9%	(9)	15%	(14)	98
#1 Issue: Other	23%	(19)	27%	(22)	4%	(3)	46%	(38)	82
2018 House Vote: Democrat	54%	(60)	33%	(36)	4%	(4)	10%	(11)	112
2016 Vote: Hillary Clinton	45%	(35)	37%	(28)	3%	(2)	16%	(12)	78
2016 Vote: Didn't Vote	39%	(341)	35%	(305)	8%	(70)	19%	(165)	881
Voted in 2014: No	40%	(385)	35%	(339)	7%	(72)	18%	(176)	972
2012 Vote: Didn't Vote	40%	(388)	35%	(340)	7%	(72)	18%	(177)	978
4-Region: Northeast	42%	(90)	34%	(73)	8%	(17)	16%	(35)	216
4-Region: Midwest	35%	(81)	37%	(85)	9%	(22)	19%	(43)	232
4-Region: South	39%	(130)	32%	(109)	7%	(23)	22%	(74)	337
4-Region: West	43%	(93)	37%	(80)	6%	(13)	14%	(30)	216

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

**Table MGC29\_11:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Clean and safe shopping experience or store environment*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	54%	(544)	24%	(237)	5%	(54)	16%	(165)	1000
Gender: Male	53%	(258)	23%	(114)	6%	(29)	18%	(87)	489
Gender: Female	56%	(286)	24%	(123)	5%	(24)	15%	(78)	511
Age: 18-34	55%	(276)	26%	(133)	6%	(29)	13%	(67)	506
Generation Z: 13-23	54%	(544)	24%	(237)	5%	(54)	16%	(165)	1000
PID: Dem (no lean)	61%	(215)	24%	(87)	5%	(19)	9%	(34)	355
PID: Ind (no lean)	50%	(223)	21%	(93)	6%	(27)	23%	(102)	445
PID: Rep (no lean)	53%	(106)	29%	(58)	4%	(8)	14%	(29)	201
PID/Gender: Dem Men	62%	(99)	20%	(32)	6%	(10)	12%	(20)	160
PID/Gender: Dem Women	60%	(117)	28%	(55)	5%	(9)	7%	(14)	195
PID/Gender: Ind Men	48%	(107)	21%	(47)	7%	(15)	24%	(54)	223
PID/Gender: Ind Women	52%	(116)	21%	(46)	5%	(11)	22%	(48)	222
PID/Gender: Rep Men	50%	(53)	34%	(36)	4%	(4)	13%	(13)	106
PID/Gender: Rep Women	57%	(54)	23%	(22)	4%	(4)	17%	(16)	95
Ideo: Liberal (1-3)	63%	(205)	23%	(73)	7%	(23)	7%	(23)	324
Ideo: Moderate (4)	54%	(100)	28%	(52)	5%	(9)	14%	(25)	185
Ideo: Conservative (5-7)	60%	(104)	29%	(50)	4%	(6)	7%	(12)	173
Educ: < College	54%	(495)	24%	(216)	5%	(48)	17%	(156)	916
Educ: Bachelors degree	63%	(46)	25%	(18)	5%	(3)	8%	(5)	72
Income: Under 50k	51%	(247)	23%	(113)	6%	(31)	20%	(98)	488
Income: 50k-100k	59%	(194)	24%	(80)	5%	(16)	12%	(39)	328
Income: 100k+	56%	(103)	24%	(45)	4%	(7)	15%	(28)	183
Ethnicity: White	56%	(356)	25%	(162)	4%	(26)	15%	(94)	638
Ethnicity: Hispanic	49%	(99)	23%	(46)	8%	(16)	21%	(42)	203
Ethnicity: Afr. Am.	49%	(65)	19%	(24)	11%	(14)	22%	(28)	131
Ethnicity: Other	53%	(123)	22%	(51)	6%	(14)	19%	(43)	231
All Christian	55%	(151)	30%	(82)	4%	(12)	11%	(30)	274
All Non-Christian	59%	(38)	23%	(15)	10%	(7)	8%	(5)	65
Atheist	61%	(69)	26%	(29)	4%	(4)	9%	(10)	113
Agnostic/Nothing in particular	52%	(286)	20%	(111)	6%	(31)	22%	(120)	548

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**Table MGC29\_11:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Clean and safe shopping experience or store environment*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	54%	(544)	24%	(237)	5%	(54)	16%	(165)	1000
Religious Non-Protestant/Catholic	58%	(47)	23%	(19)	9%	(7)	10%	(9)	82
Evangelical	55%	(100)	24%	(43)	6%	(10)	15%	(27)	180
Non-Evangelical	56%	(158)	27%	(76)	4%	(11)	13%	(38)	283
Community: Urban	56%	(144)	23%	(58)	5%	(14)	15%	(39)	256
Community: Suburban	56%	(302)	23%	(124)	5%	(26)	16%	(86)	539
Community: Rural	48%	(98)	27%	(55)	7%	(14)	19%	(39)	206
Employ: Private Sector	57%	(48)	33%	(28)	2%	(2)	7%	(6)	84
Employ: Unemployed	51%	(78)	21%	(33)	7%	(11)	21%	(33)	154
Military HH: Yes	46%	(62)	29%	(38)	8%	(10)	17%	(23)	132
Military HH: No	56%	(482)	23%	(200)	5%	(43)	16%	(142)	868
RD/WT: Right Direction	50%	(152)	25%	(75)	6%	(18)	20%	(60)	305
RD/WT: Wrong Track	56%	(392)	23%	(162)	5%	(36)	15%	(105)	695
Trump Job Approve	52%	(141)	29%	(79)	4%	(10)	16%	(44)	274
Trump Job Disapprove	59%	(346)	23%	(133)	7%	(39)	12%	(69)	586
Trump Job Strongly Approve	55%	(60)	25%	(27)	5%	(6)	15%	(16)	109
Trump Job Somewhat Approve	49%	(82)	31%	(52)	2%	(4)	17%	(28)	166
Trump Job Somewhat Disapprove	59%	(123)	26%	(54)	8%	(18)	7%	(14)	209
Trump Job Strongly Disapprove	59%	(223)	21%	(79)	6%	(21)	15%	(55)	377
Favorable of Trump	55%	(140)	27%	(69)	3%	(9)	15%	(38)	256
Unfavorable of Trump	59%	(358)	23%	(141)	6%	(34)	12%	(73)	606
Very Favorable of Trump	57%	(62)	23%	(25)	3%	(4)	16%	(18)	109
Somewhat Favorable of Trump	53%	(78)	30%	(44)	3%	(5)	14%	(20)	147
Somewhat Unfavorable of Trump	53%	(94)	28%	(49)	7%	(12)	12%	(21)	176
Very Unfavorable of Trump	62%	(265)	21%	(92)	5%	(22)	12%	(52)	430

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**Table MGC29\_11:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Clean and safe shopping experience or store environment*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	54%	(544)	24%	(237)	5%	(54)	16%	(165)	1000
#1 Issue: Economy	62%	(183)	23%	(67)	3%	(10)	12%	(37)	296
#1 Issue: Security	64%	(48)	22%	(17)	1%	(1)	13%	(10)	76
#1 Issue: Health Care	53%	(91)	23%	(39)	8%	(13)	17%	(28)	171
#1 Issue: Women's Issues	60%	(71)	21%	(24)	4%	(5)	15%	(17)	117
#1 Issue: Education	52%	(75)	26%	(38)	8%	(12)	14%	(20)	145
#1 Issue: Energy	48%	(47)	33%	(32)	7%	(7)	12%	(12)	98
#1 Issue: Other	35%	(29)	17%	(14)	6%	(5)	43%	(35)	82
2018 House Vote: Democrat	66%	(74)	22%	(25)	4%	(4)	8%	(9)	112
2016 Vote: Hillary Clinton	54%	(42)	24%	(19)	7%	(5)	15%	(11)	78
2016 Vote: Didn't Vote	54%	(479)	23%	(204)	5%	(46)	17%	(151)	881
Voted in 2014: No	55%	(535)	23%	(225)	5%	(52)	16%	(159)	972
2012 Vote: Didn't Vote	55%	(535)	23%	(230)	5%	(53)	16%	(160)	978
4-Region: Northeast	52%	(112)	27%	(58)	7%	(14)	15%	(32)	216
4-Region: Midwest	53%	(122)	27%	(63)	4%	(10)	16%	(36)	232
4-Region: South	54%	(180)	21%	(71)	6%	(19)	20%	(67)	337
4-Region: West	60%	(129)	21%	(46)	5%	(11)	14%	(29)	216

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

**Table MGC29\_12:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Treated its employees well during the pandemic*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	51%	(510)	27%	(272)	5%	(49)	17%	(169)	1000
Gender: Male	46%	(226)	30%	(145)	5%	(26)	19%	(92)	489
Gender: Female	56%	(284)	25%	(128)	4%	(23)	15%	(77)	511
Age: 18-34	50%	(251)	30%	(150)	5%	(25)	16%	(79)	506
Generation Z: 13-23	51%	(510)	27%	(272)	5%	(49)	17%	(169)	1000
PID: Dem (no lean)	59%	(210)	25%	(90)	4%	(15)	11%	(40)	355
PID: Ind (no lean)	45%	(201)	27%	(122)	5%	(22)	23%	(101)	445
PID: Rep (no lean)	49%	(99)	30%	(61)	6%	(12)	15%	(29)	201
PID/Gender: Dem Men	53%	(86)	26%	(41)	5%	(9)	15%	(24)	160
PID/Gender: Dem Women	64%	(125)	25%	(48)	3%	(7)	8%	(15)	195
PID/Gender: Ind Men	40%	(90)	30%	(67)	6%	(14)	23%	(51)	223
PID/Gender: Ind Women	50%	(111)	24%	(54)	4%	(8)	22%	(49)	222
PID/Gender: Rep Men	47%	(50)	34%	(36)	3%	(4)	15%	(16)	106
PID/Gender: Rep Women	51%	(48)	27%	(25)	9%	(8)	14%	(13)	95
Ideo: Liberal (1-3)	65%	(211)	22%	(71)	5%	(15)	8%	(27)	324
Ideo: Moderate (4)	48%	(88)	33%	(62)	3%	(6)	16%	(29)	185
Ideo: Conservative (5-7)	55%	(95)	30%	(52)	6%	(10)	9%	(16)	173
Educ: < College	51%	(465)	27%	(249)	5%	(41)	18%	(161)	916
Educ: Bachelors degree	56%	(41)	30%	(22)	6%	(4)	8%	(6)	72
Income: Under 50k	47%	(232)	25%	(122)	6%	(27)	22%	(107)	488
Income: 50k-100k	56%	(182)	28%	(92)	5%	(17)	11%	(37)	328
Income: 100k+	52%	(95)	32%	(58)	3%	(5)	13%	(25)	183
Ethnicity: White	53%	(341)	29%	(184)	3%	(22)	14%	(91)	638
Ethnicity: Hispanic	45%	(91)	28%	(58)	7%	(14)	20%	(40)	203
Ethnicity: Afr. Am.	47%	(61)	20%	(26)	9%	(12)	25%	(33)	131
Ethnicity: Other	46%	(107)	27%	(63)	7%	(15)	20%	(46)	231
All Christian	54%	(148)	30%	(82)	4%	(11)	12%	(34)	274
All Non-Christian	49%	(32)	31%	(20)	7%	(4)	13%	(8)	65
Atheist	58%	(65)	31%	(35)	3%	(3)	9%	(10)	113
Agnostic/Nothing in particular	48%	(265)	25%	(135)	6%	(30)	21%	(117)	548

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**Table MGC29\_12:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Treated its employees well during the pandemic*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	51%	(510)	27%	(272)	5%	(49)	17%	(169)	1000
Religious Non-Protestant/Catholic	49%	(40)	28%	(23)	8%	(7)	15%	(12)	82
Evangelical	57%	(102)	25%	(45)	4%	(6)	15%	(26)	180
Non-Evangelical	52%	(148)	29%	(83)	4%	(12)	14%	(40)	283
Community: Urban	53%	(136)	27%	(68)	4%	(10)	16%	(41)	256
Community: Suburban	52%	(279)	27%	(147)	5%	(25)	16%	(88)	539
Community: Rural	46%	(95)	28%	(58)	6%	(13)	19%	(40)	206
Employ: Private Sector	57%	(48)	28%	(23)	4%	(3)	11%	(9)	84
Employ: Unemployed	42%	(65)	29%	(45)	7%	(10)	22%	(33)	154
Military HH: Yes	48%	(64)	31%	(41)	7%	(10)	13%	(17)	132
Military HH: No	51%	(446)	27%	(231)	4%	(39)	18%	(152)	868
RD/WT: Right Direction	42%	(129)	30%	(92)	5%	(16)	22%	(68)	305
RD/WT: Wrong Track	55%	(380)	26%	(180)	5%	(33)	15%	(101)	695
Trump Job Approve	47%	(129)	30%	(83)	4%	(11)	19%	(52)	274
Trump Job Disapprove	56%	(328)	27%	(157)	5%	(29)	12%	(73)	586
Trump Job Strongly Approve	49%	(53)	28%	(30)	4%	(5)	19%	(20)	109
Trump Job Somewhat Approve	45%	(75)	32%	(53)	4%	(6)	19%	(31)	166
Trump Job Somewhat Disapprove	49%	(103)	35%	(73)	6%	(12)	10%	(21)	209
Trump Job Strongly Disapprove	60%	(224)	22%	(84)	4%	(17)	14%	(52)	377
Favorable of Trump	49%	(126)	29%	(75)	5%	(13)	16%	(42)	256
Unfavorable of Trump	56%	(341)	27%	(166)	4%	(26)	12%	(73)	606
Very Favorable of Trump	52%	(57)	24%	(26)	4%	(4)	21%	(23)	109
Somewhat Favorable of Trump	47%	(70)	34%	(50)	6%	(9)	13%	(19)	147
Somewhat Unfavorable of Trump	49%	(85)	33%	(58)	6%	(11)	12%	(21)	176
Very Unfavorable of Trump	59%	(256)	25%	(107)	4%	(16)	12%	(51)	430

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**Table MGC29\_12:** *And after stay-at-home orders have ended, if you discovered a new brand that did or offered the following, would you be more or less likely to purchase it for the first time, or would there be no change whether or not you would purchase that brand?*  
*Treated its employees well during the pandemic*

Demographic	More likely to purchase		No change		Less likely		Don't know / No opinion		Total N
Adults	51%	(510)	27%	(272)	5%	(49)	17%	(169)	1000
#1 Issue: Economy	54%	(160)	28%	(82)	4%	(11)	14%	(43)	296
#1 Issue: Security	44%	(34)	36%	(28)	3%	(2)	16%	(12)	76
#1 Issue: Health Care	51%	(87)	26%	(44)	7%	(12)	16%	(27)	171
#1 Issue: Women's Issues	62%	(73)	20%	(24)	5%	(6)	12%	(14)	117
#1 Issue: Education	51%	(75)	28%	(40)	8%	(12)	13%	(19)	145
#1 Issue: Energy	52%	(51)	29%	(28)	4%	(4)	15%	(15)	98
#1 Issue: Other	30%	(25)	25%	(21)	2%	(2)	42%	(35)	82
2018 House Vote: Democrat	59%	(66)	25%	(29)	3%	(4)	12%	(14)	112
2016 Vote: Hillary Clinton	54%	(42)	26%	(20)	4%	(3)	17%	(13)	78
2016 Vote: Didn't Vote	51%	(448)	27%	(239)	5%	(41)	17%	(153)	881
Voted in 2014: No	51%	(497)	27%	(266)	5%	(48)	17%	(161)	972
2012 Vote: Didn't Vote	51%	(502)	27%	(266)	5%	(47)	17%	(163)	978
4-Region: Northeast	47%	(101)	34%	(73)	7%	(16)	12%	(26)	216
4-Region: Midwest	53%	(122)	27%	(63)	4%	(8)	16%	(38)	232
4-Region: South	50%	(169)	24%	(80)	5%	(16)	21%	(72)	337
4-Region: West	55%	(118)	26%	(55)	4%	(9)	16%	(34)	216

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

**Table MGC30\_1:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Changing its logos to better emphasize social distancing*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	20%	(201)	66%	(664)	14%	(135)	1000
Gender: Male	19%	(92)	65%	(318)	16%	(78)	489
Gender: Female	21%	(108)	68%	(346)	11%	(57)	511
Age: 18-34	22%	(113)	65%	(327)	13%	(66)	506
Generation Z: 13-23	20%	(201)	66%	(664)	14%	(135)	1000
PID: Dem (no lean)	21%	(74)	69%	(245)	10%	(35)	355
PID: Ind (no lean)	19%	(82)	66%	(292)	16%	(71)	445
PID: Rep (no lean)	22%	(44)	63%	(127)	15%	(29)	201
PID/Gender: Dem Men	22%	(35)	65%	(104)	13%	(21)	160
PID/Gender: Dem Women	20%	(39)	73%	(141)	7%	(14)	195
PID/Gender: Ind Men	15%	(33)	66%	(147)	19%	(42)	223
PID/Gender: Ind Women	22%	(49)	65%	(145)	13%	(28)	222
PID/Gender: Rep Men	23%	(24)	63%	(67)	14%	(15)	106
PID/Gender: Rep Women	21%	(20)	64%	(60)	15%	(14)	95
Ideo: Liberal (1-3)	22%	(70)	67%	(218)	11%	(36)	324
Ideo: Moderate (4)	19%	(35)	70%	(130)	11%	(20)	185
Ideo: Conservative (5-7)	23%	(40)	65%	(112)	12%	(21)	173
Educ: < College	20%	(182)	67%	(610)	14%	(124)	916
Educ: Bachelors degree	22%	(16)	68%	(49)	11%	(8)	72
Income: Under 50k	20%	(97)	64%	(313)	16%	(78)	488
Income: 50k-100k	21%	(69)	68%	(223)	11%	(36)	328
Income: 100k+	19%	(34)	70%	(128)	11%	(21)	183
Ethnicity: White	20%	(127)	69%	(439)	11%	(72)	638
Ethnicity: Hispanic	23%	(47)	59%	(119)	18%	(36)	203
Ethnicity: Afr. Am.	14%	(18)	63%	(82)	23%	(30)	131
Ethnicity: Other	24%	(55)	62%	(143)	14%	(33)	231
All Christian	21%	(57)	69%	(188)	11%	(29)	274
All Non-Christian	32%	(21)	53%	(34)	15%	(10)	65
Atheist	17%	(19)	69%	(78)	14%	(16)	113
Agnostic/Nothing in particular	19%	(104)	66%	(363)	15%	(81)	548
Religious Non-Protestant/Catholic	32%	(26)	53%	(44)	15%	(12)	82

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**Table MGC30\_1:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Changing its logos to better emphasize social distancing*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	20%	(201)	66%	(664)	14%	(135)	1000
Evangelical	19%	(33)	69%	(124)	13%	(23)	180
Non-Evangelical	22%	(63)	69%	(196)	8%	(24)	283
Community: Urban	22%	(57)	64%	(163)	14%	(36)	256
Community: Suburban	19%	(103)	69%	(370)	12%	(66)	539
Community: Rural	20%	(41)	64%	(131)	16%	(33)	206
Employ: Private Sector	27%	(23)	63%	(53)	10%	(8)	84
Employ: Unemployed	17%	(26)	63%	(98)	20%	(30)	154
Military HH: Yes	18%	(24)	66%	(88)	15%	(20)	132
Military HH: No	20%	(176)	66%	(576)	13%	(115)	868
RD/WT: Right Direction	23%	(69)	63%	(194)	14%	(42)	305
RD/WT: Wrong Track	19%	(131)	68%	(470)	13%	(93)	695
Trump Job Approve	19%	(52)	67%	(184)	14%	(39)	274
Trump Job Disapprove	20%	(119)	68%	(397)	12%	(71)	586
Trump Job Strongly Approve	18%	(19)	68%	(74)	14%	(15)	109
Trump Job Somewhat Approve	19%	(32)	66%	(110)	14%	(23)	166
Trump Job Somewhat Disapprove	23%	(48)	66%	(137)	12%	(24)	209
Trump Job Strongly Disapprove	19%	(71)	69%	(259)	12%	(47)	377
Favorable of Trump	19%	(49)	68%	(173)	13%	(34)	256
Unfavorable of Trump	21%	(127)	68%	(413)	11%	(66)	606
Very Favorable of Trump	18%	(19)	67%	(73)	16%	(17)	109
Somewhat Favorable of Trump	20%	(30)	68%	(100)	12%	(17)	147
Somewhat Unfavorable of Trump	24%	(42)	65%	(114)	11%	(19)	176
Very Unfavorable of Trump	20%	(85)	69%	(299)	11%	(47)	430
#1 Issue: Economy	17%	(50)	69%	(206)	14%	(40)	296
#1 Issue: Security	23%	(17)	64%	(48)	13%	(10)	76
#1 Issue: Health Care	21%	(36)	62%	(106)	17%	(29)	171
#1 Issue: Women's Issues	26%	(30)	62%	(73)	12%	(14)	117
#1 Issue: Education	24%	(35)	63%	(92)	12%	(18)	145
#1 Issue: Energy	18%	(17)	70%	(69)	12%	(12)	98
#1 Issue: Other	13%	(11)	75%	(62)	12%	(10)	82

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**Table MGC30\_1:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Changing its logos to better emphasize social distancing*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	20%	(201)	66%	(664)	14%	(135)	1000
2018 House Vote: Democrat	23%	(26)	64%	(72)	13%	(14)	112
2016 Vote: Hillary Clinton	20%	(15)	64%	(50)	16%	(13)	78
2016 Vote: Didn't Vote	20%	(178)	67%	(588)	13%	(115)	881
Voted in 2014: No	20%	(196)	67%	(646)	13%	(129)	972
2012 Vote: Didn't Vote	20%	(195)	67%	(652)	13%	(130)	978
4-Region: Northeast	23%	(49)	62%	(133)	16%	(34)	216
4-Region: Midwest	15%	(35)	72%	(168)	13%	(29)	232
4-Region: South	19%	(64)	66%	(221)	15%	(52)	337
4-Region: West	24%	(53)	66%	(142)	10%	(21)	216

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

**Table MGC30\_2:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Releasing announcements about how it is protecting customers and employees from the to stop the spread of coronavirus*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(404)	49%	(495)	10%	(101)	1000
Gender: Male	36%	(177)	53%	(257)	11%	(55)	489
Gender: Female	44%	(227)	47%	(238)	9%	(46)	511
Age: 18-34	40%	(203)	49%	(249)	11%	(53)	506
Generation Z: 13-23	40%	(404)	49%	(495)	10%	(101)	1000
PID: Dem (no lean)	49%	(174)	42%	(149)	9%	(31)	355
PID: Ind (no lean)	36%	(160)	51%	(228)	13%	(57)	445
PID: Rep (no lean)	35%	(70)	59%	(118)	6%	(12)	201
PID/Gender: Dem Men	45%	(72)	45%	(72)	10%	(17)	160
PID/Gender: Dem Women	53%	(103)	40%	(78)	7%	(14)	195
PID/Gender: Ind Men	31%	(70)	55%	(123)	13%	(30)	223
PID/Gender: Ind Women	40%	(90)	47%	(105)	12%	(27)	222
PID/Gender: Rep Men	33%	(35)	59%	(62)	8%	(8)	106
PID/Gender: Rep Women	37%	(35)	59%	(56)	5%	(4)	95
Ideo: Liberal (1-3)	50%	(163)	40%	(129)	10%	(32)	324
Ideo: Moderate (4)	38%	(70)	56%	(103)	7%	(13)	185
Ideo: Conservative (5-7)	38%	(66)	56%	(97)	6%	(11)	173
Educ: < College	41%	(372)	50%	(457)	9%	(87)	916
Educ: Bachelors degree	42%	(31)	45%	(33)	12%	(9)	72
Income: Under 50k	39%	(191)	48%	(235)	13%	(63)	488
Income: 50k-100k	41%	(136)	51%	(169)	7%	(24)	328
Income: 100k+	42%	(78)	50%	(92)	8%	(14)	183
Ethnicity: White	41%	(263)	51%	(322)	8%	(52)	638
Ethnicity: Hispanic	35%	(71)	46%	(93)	19%	(39)	203
Ethnicity: Afr. Am.	37%	(48)	45%	(59)	18%	(23)	131
Ethnicity: Other	40%	(93)	49%	(113)	11%	(25)	231
All Christian	42%	(115)	52%	(143)	6%	(16)	274
All Non-Christian	55%	(36)	30%	(19)	15%	(10)	65
Atheist	48%	(54)	45%	(51)	7%	(8)	113
Agnostic/Nothing in particular	36%	(200)	51%	(282)	12%	(66)	548
Religious Non-Protestant/Catholic	51%	(42)	35%	(29)	14%	(12)	82

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**Table MGC30\_2:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Releasing announcements about how it is protecting customers and employees from the to stop the spread of coronavirus*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(404)	49%	(495)	10%	(101)	1000
Evangelical	39%	(70)	52%	(94)	9%	(16)	180
Non-Evangelical	44%	(124)	52%	(147)	4%	(12)	283
Community: Urban	39%	(100)	51%	(131)	10%	(25)	256
Community: Suburban	43%	(231)	47%	(254)	10%	(53)	539
Community: Rural	36%	(73)	53%	(110)	11%	(22)	206
Employ: Private Sector	38%	(32)	54%	(45)	8%	(7)	84
Employ: Unemployed	34%	(52)	55%	(85)	11%	(17)	154
Military HH: Yes	42%	(55)	49%	(65)	9%	(12)	132
Military HH: No	40%	(349)	50%	(430)	10%	(89)	868
RD/WT: Right Direction	35%	(107)	53%	(163)	12%	(35)	305
RD/WT: Wrong Track	43%	(297)	48%	(332)	9%	(65)	695
Trump Job Approve	37%	(102)	54%	(147)	9%	(25)	274
Trump Job Disapprove	45%	(261)	47%	(276)	8%	(49)	586
Trump Job Strongly Approve	39%	(43)	49%	(53)	12%	(13)	109
Trump Job Somewhat Approve	36%	(59)	57%	(94)	7%	(12)	166
Trump Job Somewhat Disapprove	42%	(89)	49%	(103)	8%	(17)	209
Trump Job Strongly Disapprove	46%	(172)	46%	(173)	8%	(32)	377
Favorable of Trump	30%	(78)	61%	(155)	9%	(23)	256
Unfavorable of Trump	46%	(278)	46%	(278)	8%	(50)	606
Very Favorable of Trump	35%	(38)	54%	(59)	11%	(12)	109
Somewhat Favorable of Trump	27%	(40)	65%	(96)	8%	(11)	147
Somewhat Unfavorable of Trump	41%	(72)	50%	(87)	9%	(16)	176
Very Unfavorable of Trump	48%	(207)	44%	(190)	8%	(34)	430
#1 Issue: Economy	38%	(112)	55%	(163)	7%	(21)	296
#1 Issue: Security	39%	(30)	46%	(35)	15%	(11)	76
#1 Issue: Health Care	46%	(78)	45%	(76)	10%	(17)	171
#1 Issue: Women's Issues	46%	(54)	43%	(51)	11%	(13)	117
#1 Issue: Education	42%	(61)	49%	(72)	8%	(12)	145
#1 Issue: Energy	38%	(37)	48%	(47)	14%	(13)	98
#1 Issue: Other	34%	(28)	53%	(43)	14%	(11)	82

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**Table MGC30\_2:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Releasing announcements about how it is protecting customers and employees from the to stop the spread of coronavirus*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(404)	49%	(495)	10%	(101)	1000
2018 House Vote: Democrat	48%	(54)	39%	(44)	13%	(14)	112
2016 Vote: Hillary Clinton	41%	(32)	42%	(33)	17%	(13)	78
2016 Vote: Didn't Vote	41%	(357)	50%	(439)	10%	(84)	881
Voted in 2014: No	41%	(396)	49%	(480)	10%	(96)	972
2012 Vote: Didn't Vote	40%	(393)	50%	(485)	10%	(99)	978
4-Region: Northeast	39%	(85)	52%	(112)	9%	(19)	216
4-Region: Midwest	40%	(93)	51%	(118)	9%	(21)	232
4-Region: South	37%	(126)	50%	(170)	12%	(41)	337
4-Region: West	47%	(101)	44%	(96)	9%	(20)	216

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

**Table MGC30\_3:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Releasing announcements around how to stop the spread of coronavirus*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	37%	(368)	54%	(544)	9%	(88)	1000
Gender: Male	35%	(169)	56%	(272)	10%	(47)	489
Gender: Female	39%	(198)	53%	(272)	8%	(41)	511
Age: 18-34	36%	(183)	54%	(272)	10%	(51)	506
Generation Z: 13-23	37%	(368)	54%	(544)	9%	(88)	1000
PID: Dem (no lean)	45%	(161)	49%	(172)	6%	(21)	355
PID: Ind (no lean)	33%	(146)	56%	(248)	11%	(51)	445
PID: Rep (no lean)	30%	(60)	62%	(124)	8%	(16)	201
PID/Gender: Dem Men	44%	(70)	49%	(78)	8%	(12)	160
PID/Gender: Dem Women	47%	(91)	48%	(94)	5%	(9)	195
PID/Gender: Ind Men	30%	(67)	58%	(129)	12%	(26)	223
PID/Gender: Ind Women	36%	(79)	53%	(119)	11%	(25)	222
PID/Gender: Rep Men	30%	(32)	62%	(65)	8%	(8)	106
PID/Gender: Rep Women	29%	(28)	62%	(59)	8%	(8)	95
Ideo: Liberal (1-3)	44%	(144)	47%	(153)	8%	(27)	324
Ideo: Moderate (4)	35%	(65)	59%	(110)	6%	(11)	185
Ideo: Conservative (5-7)	35%	(61)	58%	(100)	7%	(12)	173
Educ: < College	37%	(342)	54%	(495)	9%	(79)	916
Educ: Bachelors degree	31%	(22)	58%	(42)	11%	(8)	72
Income: Under 50k	34%	(168)	54%	(263)	12%	(57)	488
Income: 50k-100k	40%	(133)	54%	(177)	6%	(19)	328
Income: 100k+	36%	(67)	57%	(104)	7%	(12)	183
Ethnicity: White	35%	(225)	59%	(376)	6%	(37)	638
Ethnicity: Hispanic	34%	(69)	51%	(103)	15%	(31)	203
Ethnicity: Afr. Am.	42%	(55)	39%	(51)	19%	(25)	131
Ethnicity: Other	38%	(88)	51%	(117)	11%	(27)	231
All Christian	39%	(106)	55%	(151)	6%	(18)	274
All Non-Christian	59%	(39)	29%	(19)	12%	(8)	65
Atheist	33%	(38)	61%	(68)	6%	(7)	113
Agnostic/Nothing in particular	34%	(185)	56%	(307)	10%	(56)	548
Religious Non-Protestant/Catholic	56%	(46)	33%	(27)	11%	(9)	82

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**Table MGC30\_3:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Releasing announcements around how to stop the spread of coronavirus*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	37%	(368)	54%	(544)	9%	(88)	1000
Evangelical	37%	(67)	56%	(101)	7%	(12)	180
Non-Evangelical	39%	(112)	55%	(155)	6%	(16)	283
Community: Urban	38%	(96)	53%	(136)	9%	(23)	256
Community: Suburban	39%	(210)	53%	(287)	8%	(42)	539
Community: Rural	30%	(61)	59%	(121)	11%	(23)	206
Employ: Private Sector	39%	(33)	54%	(46)	7%	(6)	84
Employ: Unemployed	30%	(46)	61%	(94)	9%	(14)	154
Military HH: Yes	39%	(51)	55%	(73)	6%	(8)	132
Military HH: No	36%	(316)	54%	(471)	9%	(80)	868
RD/WT: Right Direction	35%	(105)	55%	(167)	11%	(33)	305
RD/WT: Wrong Track	38%	(262)	54%	(377)	8%	(55)	695
Trump Job Approve	30%	(82)	60%	(165)	10%	(27)	274
Trump Job Disapprove	42%	(244)	51%	(299)	7%	(43)	586
Trump Job Strongly Approve	23%	(25)	66%	(71)	11%	(12)	109
Trump Job Somewhat Approve	34%	(57)	57%	(94)	9%	(15)	166
Trump Job Somewhat Disapprove	44%	(92)	50%	(105)	6%	(13)	209
Trump Job Strongly Disapprove	40%	(153)	51%	(194)	8%	(30)	377
Favorable of Trump	28%	(71)	64%	(163)	9%	(22)	256
Unfavorable of Trump	41%	(247)	53%	(320)	6%	(39)	606
Very Favorable of Trump	23%	(25)	66%	(72)	11%	(12)	109
Somewhat Favorable of Trump	31%	(46)	62%	(91)	7%	(11)	147
Somewhat Unfavorable of Trump	37%	(65)	57%	(100)	6%	(10)	176
Very Unfavorable of Trump	42%	(181)	51%	(220)	7%	(29)	430
#1 Issue: Economy	31%	(91)	61%	(181)	8%	(23)	296
#1 Issue: Security	37%	(28)	59%	(45)	4%	(3)	76
#1 Issue: Health Care	42%	(71)	49%	(83)	10%	(16)	171
#1 Issue: Women's Issues	46%	(55)	43%	(50)	11%	(13)	117
#1 Issue: Education	37%	(54)	55%	(79)	8%	(12)	145
#1 Issue: Energy	37%	(36)	53%	(52)	10%	(9)	98
#1 Issue: Other	31%	(25)	58%	(48)	11%	(9)	82

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**Table MGC30\_3:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Releasing announcements around how to stop the spread of coronavirus*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	37%	(368)	54%	(544)	9%	(88)	1000
2018 House Vote: Democrat	42%	(47)	49%	(55)	9%	(10)	112
2016 Vote: Hillary Clinton	31%	(24)	59%	(46)	11%	(8)	78
2016 Vote: Didn't Vote	37%	(326)	54%	(478)	9%	(77)	881
Voted in 2014: No	37%	(358)	54%	(529)	9%	(84)	972
2012 Vote: Didn't Vote	37%	(358)	55%	(534)	9%	(86)	978
4-Region: Northeast	42%	(91)	51%	(109)	7%	(16)	216
4-Region: Midwest	36%	(84)	57%	(131)	7%	(17)	232
4-Region: South	33%	(112)	55%	(186)	11%	(39)	337
4-Region: West	37%	(80)	55%	(118)	8%	(17)	216

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

**Table MGC30\_4:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Sending email communications to update customers on how they are handling the situation and actions they are taking*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	35%	(353)	55%	(549)	10%	(98)	1000
Gender: Male	33%	(161)	56%	(273)	11%	(54)	489
Gender: Female	38%	(192)	54%	(275)	9%	(44)	511
Age: 18-34	35%	(179)	55%	(279)	10%	(49)	506
Generation Z: 13-23	35%	(353)	55%	(549)	10%	(98)	1000
PID: Dem (no lean)	41%	(144)	52%	(183)	8%	(27)	355
PID: Ind (no lean)	33%	(145)	55%	(246)	12%	(53)	445
PID: Rep (no lean)	32%	(64)	59%	(119)	9%	(17)	201
PID/Gender: Dem Men	41%	(65)	50%	(80)	9%	(15)	160
PID/Gender: Dem Women	41%	(79)	53%	(103)	7%	(13)	195
PID/Gender: Ind Men	30%	(66)	58%	(129)	12%	(28)	223
PID/Gender: Ind Women	35%	(79)	53%	(118)	12%	(26)	222
PID/Gender: Rep Men	28%	(30)	61%	(65)	11%	(11)	106
PID/Gender: Rep Women	36%	(34)	57%	(54)	7%	(6)	95
Ideo: Liberal (1-3)	41%	(132)	50%	(163)	9%	(28)	324
Ideo: Moderate (4)	32%	(59)	59%	(110)	9%	(16)	185
Ideo: Conservative (5-7)	35%	(61)	57%	(98)	8%	(14)	173
Educ: < College	35%	(324)	55%	(504)	10%	(88)	916
Educ: Bachelors degree	36%	(26)	56%	(41)	7%	(5)	72
Income: Under 50k	34%	(167)	54%	(264)	12%	(58)	488
Income: 50k-100k	36%	(119)	58%	(189)	6%	(20)	328
Income: 100k+	37%	(67)	52%	(96)	11%	(20)	183
Ethnicity: White	36%	(230)	57%	(361)	7%	(46)	638
Ethnicity: Hispanic	38%	(76)	48%	(98)	14%	(29)	203
Ethnicity: Afr. Am.	32%	(42)	52%	(68)	17%	(22)	131
Ethnicity: Other	35%	(82)	52%	(120)	13%	(30)	231
All Christian	38%	(105)	55%	(150)	7%	(19)	274
All Non-Christian	42%	(27)	43%	(28)	15%	(10)	65
Atheist	31%	(35)	62%	(70)	7%	(8)	113
Agnostic/Nothing in particular	34%	(186)	55%	(300)	11%	(62)	548
Religious Non-Protestant/Catholic	39%	(32)	47%	(39)	14%	(11)	82

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**Table MGC30\_4:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Sending email communications to update customers on how they are handling the situation and actions they are taking*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	35%	(353)	55%	(549)	10%	(98)	1000
Evangelical	36%	(64)	58%	(104)	7%	(12)	180
Non-Evangelical	38%	(108)	55%	(155)	7%	(21)	283
Community: Urban	36%	(92)	54%	(139)	10%	(25)	256
Community: Suburban	36%	(194)	54%	(292)	10%	(52)	539
Community: Rural	33%	(67)	57%	(118)	10%	(21)	206
Employ: Private Sector	42%	(35)	50%	(42)	9%	(7)	84
Employ: Unemployed	34%	(52)	58%	(90)	8%	(12)	154
Military HH: Yes	35%	(47)	53%	(71)	11%	(15)	132
Military HH: No	35%	(306)	55%	(478)	10%	(83)	868
RD/WT: Right Direction	35%	(105)	55%	(168)	11%	(32)	305
RD/WT: Wrong Track	36%	(248)	55%	(381)	9%	(66)	695
Trump Job Approve	34%	(93)	54%	(147)	12%	(34)	274
Trump Job Disapprove	37%	(217)	54%	(319)	8%	(50)	586
Trump Job Strongly Approve	35%	(38)	54%	(59)	11%	(12)	109
Trump Job Somewhat Approve	33%	(55)	53%	(89)	14%	(23)	166
Trump Job Somewhat Disapprove	39%	(82)	54%	(114)	6%	(13)	209
Trump Job Strongly Disapprove	36%	(135)	54%	(205)	10%	(36)	377
Favorable of Trump	31%	(80)	58%	(148)	11%	(28)	256
Unfavorable of Trump	37%	(227)	55%	(332)	8%	(47)	606
Very Favorable of Trump	34%	(37)	56%	(61)	10%	(11)	109
Somewhat Favorable of Trump	29%	(43)	59%	(87)	11%	(17)	147
Somewhat Unfavorable of Trump	37%	(65)	58%	(103)	5%	(8)	176
Very Unfavorable of Trump	38%	(162)	53%	(229)	9%	(39)	430
#1 Issue: Economy	36%	(108)	55%	(163)	9%	(25)	296
#1 Issue: Security	41%	(31)	46%	(35)	12%	(9)	76
#1 Issue: Health Care	39%	(67)	52%	(89)	9%	(15)	171
#1 Issue: Women's Issues	34%	(40)	54%	(64)	11%	(13)	117
#1 Issue: Education	35%	(50)	58%	(84)	7%	(11)	145
#1 Issue: Energy	35%	(34)	53%	(51)	12%	(12)	98
#1 Issue: Other	24%	(20)	64%	(53)	13%	(10)	82

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**Table MGC30\_4:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Sending email communications to update customers on how they are handling the situation and actions they are taking*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	35%	(353)	55%	(549)	10%	(98)	1000
2018 House Vote: Democrat	40%	(45)	52%	(59)	7%	(8)	112
2016 Vote: Hillary Clinton	37%	(29)	52%	(40)	11%	(9)	78
2016 Vote: Didn't Vote	35%	(308)	55%	(486)	10%	(87)	881
Voted in 2014: No	36%	(346)	55%	(531)	10%	(95)	972
2012 Vote: Didn't Vote	35%	(343)	55%	(539)	10%	(96)	978
4-Region: Northeast	34%	(73)	56%	(120)	10%	(22)	216
4-Region: Midwest	36%	(82)	55%	(127)	10%	(22)	232
4-Region: South	36%	(122)	54%	(181)	10%	(33)	337
4-Region: West	35%	(76)	55%	(120)	9%	(20)	216

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

**Table MGC30\_5:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering solutions to make social distancing easier (e.g. free delivery)*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	53%	(535)	38%	(383)	8%	(82)	1000
Gender: Male	47%	(229)	44%	(213)	10%	(47)	489
Gender: Female	60%	(306)	33%	(170)	7%	(35)	511
Age: 18-34	53%	(266)	39%	(195)	9%	(45)	506
Generation Z: 13-23	53%	(535)	38%	(383)	8%	(82)	1000
PID: Dem (no lean)	63%	(222)	32%	(114)	5%	(19)	355
PID: Ind (no lean)	48%	(216)	39%	(176)	12%	(54)	445
PID: Rep (no lean)	48%	(97)	47%	(94)	5%	(9)	201
PID/Gender: Dem Men	57%	(91)	37%	(59)	7%	(11)	160
PID/Gender: Dem Women	67%	(131)	28%	(55)	4%	(9)	195
PID/Gender: Ind Men	42%	(95)	45%	(100)	12%	(28)	223
PID/Gender: Ind Women	54%	(121)	34%	(75)	12%	(26)	222
PID/Gender: Rep Men	41%	(44)	51%	(54)	8%	(9)	106
PID/Gender: Rep Women	56%	(53)	43%	(40)	1%	(1)	95
Ideo: Liberal (1-3)	65%	(211)	29%	(96)	5%	(17)	324
Ideo: Moderate (4)	48%	(88)	46%	(86)	6%	(11)	185
Ideo: Conservative (5-7)	56%	(97)	39%	(67)	5%	(9)	173
Educ: < College	53%	(487)	39%	(355)	8%	(74)	916
Educ: Bachelors degree	58%	(42)	36%	(26)	6%	(4)	72
Income: Under 50k	46%	(225)	42%	(208)	11%	(56)	488
Income: 50k-100k	61%	(201)	33%	(109)	5%	(17)	328
Income: 100k+	59%	(108)	36%	(66)	5%	(9)	183
Ethnicity: White	56%	(355)	38%	(245)	6%	(38)	638
Ethnicity: Hispanic	48%	(97)	38%	(77)	14%	(28)	203
Ethnicity: Afr. Am.	44%	(58)	38%	(50)	18%	(23)	131
Ethnicity: Other	53%	(122)	38%	(88)	9%	(21)	231
All Christian	55%	(151)	40%	(109)	5%	(15)	274
All Non-Christian	56%	(36)	32%	(21)	12%	(8)	65
Atheist	54%	(61)	40%	(45)	6%	(7)	113
Agnostic/Nothing in particular	52%	(287)	38%	(209)	10%	(53)	548
Religious Non-Protestant/Catholic	57%	(47)	31%	(25)	12%	(10)	82

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**Table MGC30\_5:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering solutions to make social distancing easier (e.g. free delivery)*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	53%	(535)	38%	(383)	8%	(82)	1000
Evangelical	50%	(91)	44%	(79)	6%	(11)	180
Non-Evangelical	56%	(158)	39%	(110)	5%	(15)	283
Community: Urban	50%	(127)	41%	(105)	9%	(24)	256
Community: Suburban	58%	(310)	35%	(190)	7%	(39)	539
Community: Rural	47%	(98)	43%	(89)	9%	(19)	206
Employ: Private Sector	60%	(50)	33%	(28)	7%	(6)	84
Employ: Unemployed	46%	(71)	44%	(68)	10%	(15)	154
Military HH: Yes	49%	(66)	41%	(54)	10%	(13)	132
Military HH: No	54%	(469)	38%	(329)	8%	(70)	868
RD/WT: Right Direction	48%	(145)	41%	(124)	12%	(36)	305
RD/WT: Wrong Track	56%	(389)	37%	(259)	7%	(46)	695
Trump Job Approve	46%	(125)	45%	(122)	10%	(27)	274
Trump Job Disapprove	59%	(346)	35%	(207)	6%	(33)	586
Trump Job Strongly Approve	46%	(50)	40%	(43)	14%	(15)	109
Trump Job Somewhat Approve	45%	(75)	48%	(79)	7%	(12)	166
Trump Job Somewhat Disapprove	56%	(118)	37%	(78)	7%	(14)	209
Trump Job Strongly Disapprove	61%	(228)	34%	(129)	5%	(19)	377
Favorable of Trump	48%	(122)	44%	(113)	8%	(21)	256
Unfavorable of Trump	59%	(358)	36%	(216)	5%	(33)	606
Very Favorable of Trump	49%	(53)	40%	(44)	11%	(12)	109
Somewhat Favorable of Trump	47%	(69)	47%	(69)	6%	(9)	147
Somewhat Unfavorable of Trump	53%	(93)	41%	(72)	6%	(10)	176
Very Unfavorable of Trump	61%	(264)	33%	(144)	5%	(22)	430
#1 Issue: Economy	52%	(154)	41%	(123)	6%	(19)	296
#1 Issue: Security	53%	(41)	35%	(26)	12%	(9)	76
#1 Issue: Health Care	60%	(103)	31%	(53)	8%	(14)	171
#1 Issue: Women's Issues	63%	(74)	30%	(35)	7%	(8)	117
#1 Issue: Education	54%	(78)	38%	(56)	8%	(11)	145
#1 Issue: Energy	51%	(50)	42%	(41)	7%	(7)	98
#1 Issue: Other	36%	(29)	51%	(42)	14%	(11)	82

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**Table MGC30\_5:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering solutions to make social distancing easier (e.g. free delivery)*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	53%	(535)	38%	(383)	8%	(82)	1000
2018 House Vote: Democrat	58%	(65)	32%	(36)	10%	(11)	112
2016 Vote: Hillary Clinton	61%	(47)	28%	(21)	12%	(9)	78
2016 Vote: Didn't Vote	53%	(463)	39%	(347)	8%	(71)	881
Voted in 2014: No	54%	(520)	38%	(374)	8%	(78)	972
2012 Vote: Didn't Vote	54%	(525)	38%	(374)	8%	(79)	978
4-Region: Northeast	56%	(120)	37%	(80)	7%	(16)	216
4-Region: Midwest	52%	(121)	39%	(90)	9%	(21)	232
4-Region: South	50%	(168)	41%	(137)	9%	(32)	337
4-Region: West	58%	(126)	35%	(76)	7%	(14)	216

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

**Table MGC30\_6:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Closing all non-essential physical locations*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	36%	(357)	52%	(515)	13%	(128)	1000
Gender: Male	33%	(162)	53%	(257)	14%	(70)	489
Gender: Female	38%	(195)	51%	(259)	11%	(58)	511
Age: 18-34	38%	(192)	49%	(246)	13%	(68)	506
Generation Z: 13-23	36%	(357)	52%	(515)	13%	(128)	1000
PID: Dem (no lean)	49%	(173)	42%	(149)	9%	(33)	355
PID: Ind (no lean)	30%	(136)	54%	(239)	16%	(70)	445
PID: Rep (no lean)	24%	(48)	64%	(128)	12%	(24)	201
PID/Gender: Dem Men	48%	(76)	41%	(66)	11%	(17)	160
PID/Gender: Dem Women	50%	(97)	42%	(82)	8%	(16)	195
PID/Gender: Ind Men	27%	(60)	55%	(123)	18%	(39)	223
PID/Gender: Ind Women	34%	(76)	52%	(116)	14%	(31)	222
PID/Gender: Rep Men	25%	(26)	63%	(67)	12%	(13)	106
PID/Gender: Rep Women	23%	(22)	65%	(61)	12%	(11)	95
Ideo: Liberal (1-3)	51%	(164)	42%	(135)	8%	(25)	324
Ideo: Moderate (4)	33%	(61)	55%	(102)	12%	(22)	185
Ideo: Conservative (5-7)	30%	(52)	56%	(96)	14%	(25)	173
Educ: < College	35%	(325)	52%	(476)	13%	(115)	916
Educ: Bachelors degree	37%	(27)	48%	(35)	15%	(11)	72
Income: Under 50k	32%	(157)	51%	(248)	17%	(83)	488
Income: 50k-100k	39%	(128)	52%	(170)	9%	(30)	328
Income: 100k+	39%	(72)	53%	(97)	8%	(15)	183
Ethnicity: White	37%	(233)	52%	(332)	11%	(73)	638
Ethnicity: Hispanic	38%	(76)	47%	(95)	16%	(32)	203
Ethnicity: Afr. Am.	31%	(41)	50%	(65)	19%	(25)	131
Ethnicity: Other	36%	(83)	51%	(118)	13%	(30)	231
All Christian	37%	(100)	53%	(146)	10%	(28)	274
All Non-Christian	40%	(26)	39%	(25)	21%	(14)	65
Atheist	44%	(50)	49%	(56)	6%	(7)	113
Agnostic/Nothing in particular	33%	(181)	53%	(289)	14%	(79)	548
Religious Non-Protestant/Catholic	42%	(34)	39%	(32)	19%	(16)	82

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**Table MGC30\_6:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Closing all non-essential physical locations*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	36%	(357)	52%	(515)	13%	(128)	1000
Evangelical	33%	(59)	56%	(100)	12%	(21)	180
Non-Evangelical	37%	(105)	54%	(152)	9%	(26)	283
Community: Urban	34%	(86)	53%	(136)	13%	(34)	256
Community: Suburban	39%	(208)	49%	(265)	12%	(66)	539
Community: Rural	31%	(63)	56%	(115)	14%	(28)	206
Employ: Private Sector	37%	(31)	52%	(44)	11%	(10)	84
Employ: Unemployed	30%	(46)	54%	(83)	16%	(24)	154
Military HH: Yes	28%	(37)	59%	(78)	13%	(18)	132
Military HH: No	37%	(320)	50%	(438)	13%	(110)	868
RD/WT: Right Direction	30%	(92)	54%	(164)	16%	(49)	305
RD/WT: Wrong Track	38%	(265)	51%	(352)	11%	(78)	695
Trump Job Approve	25%	(67)	59%	(162)	17%	(45)	274
Trump Job Disapprove	43%	(249)	48%	(279)	10%	(58)	586
Trump Job Strongly Approve	25%	(28)	55%	(60)	20%	(21)	109
Trump Job Somewhat Approve	24%	(40)	62%	(102)	15%	(24)	166
Trump Job Somewhat Disapprove	37%	(78)	51%	(106)	12%	(25)	209
Trump Job Strongly Disapprove	45%	(171)	46%	(173)	9%	(33)	377
Favorable of Trump	24%	(61)	62%	(159)	14%	(36)	256
Unfavorable of Trump	42%	(253)	48%	(289)	11%	(64)	606
Very Favorable of Trump	26%	(29)	54%	(58)	20%	(22)	109
Somewhat Favorable of Trump	22%	(32)	69%	(101)	10%	(14)	147
Somewhat Unfavorable of Trump	34%	(61)	48%	(84)	18%	(31)	176
Very Unfavorable of Trump	45%	(192)	48%	(205)	8%	(33)	430
#1 Issue: Economy	28%	(83)	56%	(167)	16%	(46)	296
#1 Issue: Security	32%	(24)	51%	(39)	17%	(13)	76
#1 Issue: Health Care	44%	(76)	44%	(76)	11%	(19)	171
#1 Issue: Women's Issues	48%	(56)	43%	(50)	10%	(12)	117
#1 Issue: Education	32%	(47)	58%	(84)	10%	(14)	145
#1 Issue: Energy	46%	(45)	47%	(46)	7%	(7)	98
#1 Issue: Other	29%	(24)	54%	(44)	17%	(14)	82

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**Table MGC30\_6:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Closing all non-essential physical locations*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	36%	(357)	52%	(515)	13%	(128)	1000
2018 House Vote: Democrat	43%	(48)	44%	(49)	13%	(15)	112
2016 Vote: Hillary Clinton	42%	(33)	44%	(34)	14%	(11)	78
2016 Vote: Didn't Vote	35%	(311)	52%	(458)	13%	(111)	881
Voted in 2014: No	36%	(349)	52%	(503)	12%	(119)	972
2012 Vote: Didn't Vote	36%	(349)	52%	(506)	13%	(123)	978
4-Region: Northeast	43%	(94)	42%	(90)	15%	(32)	216
4-Region: Midwest	33%	(77)	55%	(127)	12%	(27)	232
4-Region: South	32%	(108)	54%	(182)	14%	(46)	337
4-Region: West	36%	(78)	54%	(116)	10%	(22)	216

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

**Table MGC30\_7:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Keeping physical locations open*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	30%	(300)	54%	(545)	15%	(155)	1000
Gender: Male	31%	(153)	53%	(261)	15%	(75)	489
Gender: Female	29%	(147)	55%	(284)	16%	(80)	511
Age: 18-34	33%	(165)	49%	(250)	18%	(91)	506
Generation Z: 13-23	30%	(300)	54%	(545)	15%	(155)	1000
PID: Dem (no lean)	29%	(101)	54%	(193)	17%	(60)	355
PID: Ind (no lean)	28%	(123)	56%	(251)	16%	(71)	445
PID: Rep (no lean)	38%	(77)	50%	(100)	12%	(24)	201
PID/Gender: Dem Men	33%	(53)	53%	(84)	14%	(23)	160
PID/Gender: Dem Women	25%	(48)	56%	(109)	19%	(38)	195
PID/Gender: Ind Men	29%	(64)	55%	(122)	17%	(37)	223
PID/Gender: Ind Women	27%	(59)	58%	(129)	15%	(34)	222
PID/Gender: Rep Men	34%	(36)	52%	(55)	14%	(15)	106
PID/Gender: Rep Women	43%	(40)	48%	(46)	9%	(8)	95
Ideo: Liberal (1-3)	26%	(84)	54%	(174)	20%	(66)	324
Ideo: Moderate (4)	29%	(54)	58%	(107)	13%	(24)	185
Ideo: Conservative (5-7)	44%	(77)	43%	(75)	12%	(21)	173
Educ: < College	30%	(270)	56%	(509)	15%	(137)	916
Educ: Bachelors degree	35%	(25)	45%	(33)	20%	(14)	72
Income: Under 50k	26%	(127)	57%	(280)	17%	(81)	488
Income: 50k-100k	32%	(106)	53%	(175)	14%	(47)	328
Income: 100k+	37%	(67)	49%	(90)	14%	(26)	183
Ethnicity: White	32%	(204)	54%	(347)	14%	(87)	638
Ethnicity: Hispanic	27%	(54)	53%	(108)	20%	(41)	203
Ethnicity: Afr. Am.	26%	(34)	50%	(66)	23%	(30)	131
Ethnicity: Other	27%	(62)	57%	(132)	16%	(37)	231
All Christian	34%	(93)	51%	(139)	15%	(42)	274
All Non-Christian	35%	(23)	44%	(29)	21%	(14)	65
Atheist	25%	(28)	56%	(63)	19%	(22)	113
Agnostic/Nothing in particular	29%	(156)	57%	(314)	14%	(78)	548
Religious Non-Protestant/Catholic	31%	(25)	50%	(41)	19%	(16)	82

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**Table MGC30\_7:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Keeping physical locations open*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	30%	(300)	54%	(545)	15%	(155)	1000
Evangelical	36%	(64)	52%	(94)	12%	(21)	180
Non-Evangelical	33%	(92)	54%	(153)	13%	(38)	283
Community: Urban	33%	(85)	50%	(129)	16%	(42)	256
Community: Suburban	31%	(165)	55%	(295)	15%	(79)	539
Community: Rural	25%	(51)	59%	(121)	16%	(34)	206
Employ: Private Sector	38%	(32)	49%	(41)	13%	(11)	84
Employ: Unemployed	32%	(49)	54%	(84)	14%	(21)	154
Military HH: Yes	26%	(35)	60%	(79)	14%	(19)	132
Military HH: No	31%	(266)	54%	(466)	16%	(136)	868
RD/WT: Right Direction	35%	(108)	51%	(157)	13%	(41)	305
RD/WT: Wrong Track	28%	(193)	56%	(388)	16%	(114)	695
Trump Job Approve	37%	(101)	50%	(137)	13%	(37)	274
Trump Job Disapprove	27%	(159)	57%	(335)	16%	(93)	586
Trump Job Strongly Approve	42%	(46)	46%	(50)	12%	(13)	109
Trump Job Somewhat Approve	33%	(55)	53%	(87)	14%	(23)	166
Trump Job Somewhat Disapprove	33%	(70)	55%	(115)	12%	(25)	209
Trump Job Strongly Disapprove	24%	(89)	58%	(220)	18%	(68)	377
Favorable of Trump	35%	(89)	52%	(134)	13%	(33)	256
Unfavorable of Trump	29%	(177)	56%	(339)	15%	(90)	606
Very Favorable of Trump	40%	(43)	45%	(49)	15%	(17)	109
Somewhat Favorable of Trump	31%	(46)	58%	(85)	11%	(16)	147
Somewhat Unfavorable of Trump	33%	(58)	56%	(99)	11%	(19)	176
Very Unfavorable of Trump	28%	(119)	56%	(240)	17%	(71)	430
#1 Issue: Economy	37%	(110)	50%	(147)	13%	(39)	296
#1 Issue: Security	34%	(26)	51%	(38)	16%	(12)	76
#1 Issue: Health Care	30%	(51)	60%	(102)	10%	(17)	171
#1 Issue: Women's Issues	28%	(32)	56%	(65)	17%	(20)	117
#1 Issue: Education	22%	(32)	62%	(90)	16%	(23)	145
#1 Issue: Energy	27%	(26)	48%	(47)	25%	(25)	98
#1 Issue: Other	26%	(21)	53%	(44)	21%	(18)	82

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**Table MGC30\_7:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Keeping physical locations open*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	30%	(300)	54%	(545)	15%	(155)	1000
2018 House Vote: Democrat	34%	(39)	50%	(56)	16%	(18)	112
2016 Vote: Hillary Clinton	28%	(22)	53%	(41)	19%	(15)	78
2016 Vote: Didn't Vote	29%	(259)	55%	(485)	15%	(136)	881
Voted in 2014: No	30%	(293)	54%	(529)	15%	(149)	972
2012 Vote: Didn't Vote	30%	(293)	54%	(533)	16%	(152)	978
4-Region: Northeast	25%	(53)	54%	(117)	21%	(45)	216
4-Region: Midwest	33%	(76)	56%	(131)	11%	(25)	232
4-Region: South	32%	(108)	52%	(175)	16%	(54)	337
4-Region: West	29%	(62)	57%	(122)	14%	(31)	216

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

**Table MGC30\_8:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Limiting the amount of people shopping in its stores at a given time*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(403)	48%	(477)	12%	(120)	1000
Gender: Male	36%	(176)	52%	(253)	12%	(59)	489
Gender: Female	44%	(227)	44%	(223)	12%	(61)	511
Age: 18-34	39%	(196)	47%	(240)	14%	(70)	506
Generation Z: 13-23	40%	(403)	48%	(477)	12%	(120)	1000
PID: Dem (no lean)	51%	(182)	40%	(143)	9%	(30)	355
PID: Ind (no lean)	34%	(151)	52%	(231)	14%	(63)	445
PID: Rep (no lean)	35%	(71)	52%	(104)	13%	(26)	201
PID/Gender: Dem Men	46%	(74)	45%	(72)	8%	(13)	160
PID/Gender: Dem Women	55%	(107)	36%	(71)	9%	(17)	195
PID/Gender: Ind Men	30%	(66)	56%	(124)	15%	(33)	223
PID/Gender: Ind Women	38%	(84)	48%	(107)	14%	(31)	222
PID/Gender: Rep Men	33%	(35)	54%	(58)	12%	(13)	106
PID/Gender: Rep Women	38%	(36)	48%	(46)	14%	(13)	95
Ideo: Liberal (1-3)	54%	(173)	37%	(121)	9%	(29)	324
Ideo: Moderate (4)	35%	(64)	54%	(99)	12%	(21)	185
Ideo: Conservative (5-7)	41%	(71)	48%	(83)	11%	(20)	173
Educ: < College	41%	(371)	48%	(438)	12%	(107)	916
Educ: Bachelors degree	39%	(29)	48%	(35)	13%	(9)	72
Income: Under 50k	36%	(177)	49%	(238)	15%	(74)	488
Income: 50k-100k	45%	(147)	46%	(149)	10%	(32)	328
Income: 100k+	43%	(79)	49%	(90)	8%	(14)	183
Ethnicity: White	42%	(267)	49%	(314)	9%	(57)	638
Ethnicity: Hispanic	42%	(86)	42%	(84)	16%	(32)	203
Ethnicity: Afr. Am.	34%	(45)	46%	(61)	20%	(26)	131
Ethnicity: Other	40%	(92)	44%	(102)	16%	(37)	231
All Christian	42%	(114)	48%	(132)	10%	(28)	274
All Non-Christian	44%	(29)	37%	(24)	19%	(12)	65
Atheist	42%	(48)	48%	(54)	9%	(11)	113
Agnostic/Nothing in particular	39%	(213)	49%	(267)	13%	(69)	548
Religious Non-Protestant/Catholic	45%	(37)	37%	(31)	18%	(15)	82

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**Table MGC30\_8:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Limiting the amount of people shopping in its stores at a given time*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(403)	48%	(477)	12%	(120)	1000
Evangelical	37%	(67)	49%	(89)	13%	(24)	180
Non-Evangelical	44%	(124)	47%	(135)	9%	(24)	283
Community: Urban	41%	(104)	47%	(119)	13%	(32)	256
Community: Suburban	41%	(219)	48%	(256)	12%	(63)	539
Community: Rural	39%	(80)	49%	(101)	12%	(25)	206
Employ: Private Sector	39%	(33)	46%	(39)	14%	(12)	84
Employ: Unemployed	35%	(54)	52%	(80)	13%	(20)	154
Military HH: Yes	38%	(50)	48%	(64)	14%	(18)	132
Military HH: No	41%	(353)	48%	(413)	12%	(102)	868
RD/WT: Right Direction	34%	(102)	53%	(162)	14%	(41)	305
RD/WT: Wrong Track	43%	(301)	45%	(315)	11%	(78)	695
Trump Job Approve	32%	(87)	52%	(143)	16%	(45)	274
Trump Job Disapprove	46%	(272)	45%	(261)	9%	(53)	586
Trump Job Strongly Approve	31%	(33)	52%	(56)	18%	(19)	109
Trump Job Somewhat Approve	32%	(53)	52%	(87)	15%	(25)	166
Trump Job Somewhat Disapprove	41%	(86)	49%	(102)	10%	(21)	209
Trump Job Strongly Disapprove	49%	(185)	42%	(159)	9%	(32)	377
Favorable of Trump	32%	(81)	55%	(141)	13%	(33)	256
Unfavorable of Trump	45%	(272)	46%	(278)	9%	(56)	606
Very Favorable of Trump	30%	(33)	52%	(57)	17%	(19)	109
Somewhat Favorable of Trump	33%	(48)	57%	(84)	10%	(15)	147
Somewhat Unfavorable of Trump	37%	(65)	54%	(95)	9%	(16)	176
Very Unfavorable of Trump	48%	(207)	43%	(184)	9%	(40)	430
#1 Issue: Economy	37%	(108)	51%	(150)	13%	(38)	296
#1 Issue: Security	38%	(29)	47%	(36)	15%	(12)	76
#1 Issue: Health Care	48%	(82)	43%	(73)	9%	(16)	171
#1 Issue: Women's Issues	52%	(61)	36%	(42)	13%	(15)	117
#1 Issue: Education	40%	(58)	50%	(73)	10%	(15)	145
#1 Issue: Energy	43%	(42)	48%	(47)	10%	(9)	98
#1 Issue: Other	25%	(21)	59%	(48)	16%	(13)	82

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**Table MGC30\_8:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Limiting the amount of people shopping in its stores at a given time*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(403)	48%	(477)	12%	(120)	1000
2018 House Vote: Democrat	43%	(48)	46%	(52)	11%	(12)	112
2016 Vote: Hillary Clinton	42%	(33)	43%	(33)	15%	(11)	78
2016 Vote: Didn't Vote	41%	(359)	48%	(421)	11%	(101)	881
Voted in 2014: No	41%	(394)	48%	(466)	11%	(111)	972
2012 Vote: Didn't Vote	41%	(396)	48%	(469)	12%	(113)	978
4-Region: Northeast	42%	(90)	43%	(92)	15%	(33)	216
4-Region: Midwest	39%	(91)	51%	(118)	10%	(22)	232
4-Region: South	37%	(126)	50%	(168)	13%	(43)	337
4-Region: West	44%	(96)	46%	(98)	10%	(22)	216

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

**Table MGC30\_9:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Providing shopping hours for elderly or at-risk individuals*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(451)	46%	(458)	9%	(91)	1000
Gender: Male	42%	(205)	48%	(234)	10%	(49)	489
Gender: Female	48%	(246)	44%	(224)	8%	(41)	511
Age: 18-34	47%	(237)	44%	(220)	10%	(48)	506
Generation Z: 13-23	45%	(451)	46%	(458)	9%	(91)	1000
PID: Dem (no lean)	54%	(191)	40%	(141)	6%	(22)	355
PID: Ind (no lean)	39%	(172)	49%	(219)	12%	(54)	445
PID: Rep (no lean)	44%	(88)	49%	(98)	7%	(14)	201
PID/Gender: Dem Men	55%	(88)	39%	(63)	6%	(10)	160
PID/Gender: Dem Women	53%	(104)	40%	(79)	6%	(13)	195
PID/Gender: Ind Men	35%	(78)	52%	(116)	13%	(29)	223
PID/Gender: Ind Women	42%	(94)	46%	(102)	12%	(26)	222
PID/Gender: Rep Men	38%	(40)	52%	(55)	11%	(11)	106
PID/Gender: Rep Women	51%	(48)	45%	(43)	3%	(3)	95
Ideo: Liberal (1-3)	54%	(174)	38%	(124)	8%	(26)	324
Ideo: Moderate (4)	45%	(83)	50%	(93)	5%	(9)	185
Ideo: Conservative (5-7)	49%	(84)	44%	(77)	7%	(12)	173
Educ: < College	45%	(414)	46%	(422)	9%	(80)	916
Educ: Bachelors degree	46%	(34)	46%	(33)	8%	(6)	72
Income: Under 50k	41%	(199)	46%	(225)	13%	(64)	488
Income: 50k-100k	49%	(160)	47%	(154)	4%	(14)	328
Income: 100k+	50%	(92)	43%	(79)	6%	(12)	183
Ethnicity: White	47%	(303)	46%	(296)	6%	(39)	638
Ethnicity: Hispanic	43%	(88)	39%	(80)	17%	(35)	203
Ethnicity: Afr. Am.	32%	(41)	52%	(68)	16%	(22)	131
Ethnicity: Other	46%	(107)	40%	(94)	13%	(30)	231
All Christian	48%	(132)	47%	(128)	5%	(14)	274
All Non-Christian	52%	(34)	37%	(24)	12%	(7)	65
Atheist	45%	(51)	44%	(50)	11%	(12)	113
Agnostic/Nothing in particular	43%	(236)	47%	(256)	10%	(57)	548
Religious Non-Protestant/Catholic	48%	(39)	40%	(33)	12%	(10)	82

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**Table MGC30\_9:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Providing shopping hours for elderly or at-risk individuals*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(451)	46%	(458)	9%	(91)	1000
Evangelical	43%	(78)	50%	(91)	7%	(12)	180
Non-Evangelical	50%	(143)	46%	(130)	4%	(11)	283
Community: Urban	47%	(120)	41%	(103)	12%	(32)	256
Community: Suburban	47%	(252)	47%	(251)	7%	(35)	539
Community: Rural	38%	(79)	50%	(104)	11%	(24)	206
Employ: Private Sector	45%	(38)	47%	(40)	8%	(7)	84
Employ: Unemployed	43%	(66)	47%	(72)	10%	(16)	154
Military HH: Yes	39%	(52)	50%	(66)	10%	(14)	132
Military HH: No	46%	(399)	45%	(392)	9%	(77)	868
RD/WT: Right Direction	38%	(116)	53%	(160)	10%	(29)	305
RD/WT: Wrong Track	48%	(335)	43%	(298)	9%	(62)	695
Trump Job Approve	39%	(108)	50%	(138)	10%	(28)	274
Trump Job Disapprove	50%	(294)	43%	(250)	7%	(42)	586
Trump Job Strongly Approve	38%	(41)	49%	(53)	14%	(15)	109
Trump Job Somewhat Approve	41%	(67)	51%	(85)	8%	(13)	166
Trump Job Somewhat Disapprove	49%	(103)	43%	(89)	8%	(17)	209
Trump Job Strongly Disapprove	51%	(191)	43%	(161)	7%	(25)	377
Favorable of Trump	39%	(101)	53%	(135)	8%	(20)	256
Unfavorable of Trump	49%	(298)	44%	(268)	7%	(40)	606
Very Favorable of Trump	42%	(46)	46%	(50)	12%	(13)	109
Somewhat Favorable of Trump	37%	(55)	57%	(84)	5%	(8)	147
Somewhat Unfavorable of Trump	46%	(81)	47%	(82)	7%	(12)	176
Very Unfavorable of Trump	50%	(217)	43%	(186)	6%	(28)	430
#1 Issue: Economy	45%	(133)	47%	(140)	8%	(23)	296
#1 Issue: Security	47%	(36)	43%	(33)	10%	(8)	76
#1 Issue: Health Care	52%	(89)	41%	(70)	7%	(12)	171
#1 Issue: Women's Issues	50%	(58)	42%	(49)	9%	(10)	117
#1 Issue: Education	41%	(60)	48%	(70)	10%	(15)	145
#1 Issue: Energy	46%	(45)	44%	(43)	9%	(9)	98
#1 Issue: Other	33%	(28)	55%	(45)	12%	(10)	82

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**Table MGC30\_9:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Providing shopping hours for elderly or at-risk individuals*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(451)	46%	(458)	9%	(91)	1000
2018 House Vote: Democrat	49%	(54)	42%	(47)	9%	(10)	112
2016 Vote: Hillary Clinton	49%	(38)	39%	(30)	13%	(10)	78
2016 Vote: Didn't Vote	45%	(397)	46%	(407)	9%	(77)	881
Voted in 2014: No	46%	(444)	46%	(443)	9%	(85)	972
2012 Vote: Didn't Vote	45%	(443)	46%	(448)	9%	(86)	978
4-Region: Northeast	47%	(101)	46%	(100)	7%	(15)	216
4-Region: Midwest	45%	(105)	46%	(107)	8%	(20)	232
4-Region: South	40%	(133)	49%	(165)	11%	(38)	337
4-Region: West	52%	(112)	40%	(86)	9%	(18)	216

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

**Table MGC30\_10:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Paying their employees sick-leave*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	52%	(518)	40%	(398)	8%	(84)	1000
Gender: Male	48%	(235)	43%	(209)	9%	(45)	489
Gender: Female	55%	(284)	37%	(189)	8%	(39)	511
Age: 18-34	53%	(270)	39%	(195)	8%	(41)	506
Generation Z: 13-23	52%	(518)	40%	(398)	8%	(84)	1000
PID: Dem (no lean)	64%	(226)	31%	(112)	5%	(17)	355
PID: Ind (no lean)	46%	(206)	42%	(186)	12%	(52)	445
PID: Rep (no lean)	43%	(86)	50%	(100)	7%	(14)	201
PID/Gender: Dem Men	61%	(97)	35%	(56)	4%	(7)	160
PID/Gender: Dem Women	66%	(129)	29%	(56)	5%	(10)	195
PID/Gender: Ind Men	44%	(98)	44%	(97)	13%	(28)	223
PID/Gender: Ind Women	49%	(109)	40%	(89)	11%	(24)	222
PID/Gender: Rep Men	37%	(40)	53%	(57)	9%	(10)	106
PID/Gender: Rep Women	49%	(46)	46%	(44)	5%	(5)	95
Ideo: Liberal (1-3)	69%	(223)	28%	(90)	4%	(12)	324
Ideo: Moderate (4)	47%	(88)	45%	(84)	7%	(13)	185
Ideo: Conservative (5-7)	49%	(85)	44%	(77)	6%	(11)	173
Educ: < College	51%	(471)	40%	(367)	9%	(79)	916
Educ: Bachelors degree	57%	(41)	39%	(28)	5%	(3)	72
Income: Under 50k	49%	(240)	40%	(194)	11%	(55)	488
Income: 50k-100k	56%	(182)	38%	(125)	6%	(21)	328
Income: 100k+	52%	(96)	43%	(79)	4%	(8)	183
Ethnicity: White	53%	(336)	41%	(264)	6%	(37)	638
Ethnicity: Hispanic	45%	(92)	40%	(81)	15%	(30)	203
Ethnicity: Afr. Am.	51%	(67)	32%	(42)	17%	(22)	131
Ethnicity: Other	50%	(115)	39%	(91)	11%	(25)	231
All Christian	54%	(149)	40%	(109)	6%	(17)	274
All Non-Christian	54%	(35)	32%	(21)	13%	(9)	65
Atheist	58%	(66)	36%	(41)	5%	(6)	113
Agnostic/Nothing in particular	49%	(268)	41%	(227)	10%	(53)	548
Religious Non-Protestant/Catholic	56%	(46)	32%	(26)	12%	(10)	82

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**Table MGC30\_10:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Paying their employees sick-leave*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	52%	(518)	40%	(398)	8%	(84)	1000
Evangelical	49%	(87)	45%	(80)	7%	(12)	180
Non-Evangelical	54%	(152)	40%	(113)	7%	(18)	283
Community: Urban	52%	(132)	38%	(96)	11%	(27)	256
Community: Suburban	55%	(298)	38%	(206)	7%	(35)	539
Community: Rural	43%	(89)	47%	(96)	10%	(21)	206
Employ: Private Sector	61%	(51)	33%	(28)	6%	(5)	84
Employ: Unemployed	44%	(68)	45%	(70)	11%	(16)	154
Military HH: Yes	45%	(60)	45%	(60)	9%	(12)	132
Military HH: No	53%	(458)	39%	(338)	8%	(72)	868
RD/WT: Right Direction	42%	(128)	48%	(145)	11%	(32)	305
RD/WT: Wrong Track	56%	(391)	36%	(253)	7%	(51)	695
Trump Job Approve	42%	(114)	49%	(133)	10%	(27)	274
Trump Job Disapprove	59%	(348)	35%	(203)	6%	(35)	586
Trump Job Strongly Approve	39%	(43)	53%	(57)	8%	(9)	109
Trump Job Somewhat Approve	43%	(71)	46%	(76)	11%	(18)	166
Trump Job Somewhat Disapprove	53%	(112)	40%	(84)	7%	(14)	209
Trump Job Strongly Disapprove	63%	(236)	32%	(119)	6%	(21)	377
Favorable of Trump	40%	(104)	51%	(131)	8%	(21)	256
Unfavorable of Trump	60%	(361)	35%	(210)	6%	(35)	606
Very Favorable of Trump	41%	(45)	50%	(55)	9%	(9)	109
Somewhat Favorable of Trump	40%	(59)	52%	(77)	8%	(12)	147
Somewhat Unfavorable of Trump	48%	(83)	46%	(81)	7%	(12)	176
Very Unfavorable of Trump	64%	(277)	30%	(130)	5%	(23)	430
#1 Issue: Economy	51%	(150)	41%	(121)	8%	(25)	296
#1 Issue: Security	52%	(39)	43%	(33)	5%	(4)	76
#1 Issue: Health Care	55%	(95)	37%	(63)	7%	(12)	171
#1 Issue: Women's Issues	67%	(79)	26%	(31)	7%	(8)	117
#1 Issue: Education	49%	(72)	44%	(63)	7%	(10)	145
#1 Issue: Energy	52%	(51)	38%	(37)	10%	(10)	98
#1 Issue: Other	34%	(28)	51%	(42)	15%	(12)	82

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**Table MGC30\_10:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Paying their employees sick-leave*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	52%	(518)	40%	(398)	8%	(84)	1000
2018 House Vote: Democrat	62%	(69)	31%	(35)	8%	(8)	112
2016 Vote: Hillary Clinton	62%	(48)	30%	(23)	9%	(7)	78
2016 Vote: Didn't Vote	51%	(448)	41%	(359)	8%	(74)	881
Voted in 2014: No	52%	(507)	40%	(389)	8%	(75)	972
2012 Vote: Didn't Vote	52%	(509)	40%	(390)	8%	(79)	978
4-Region: Northeast	54%	(115)	37%	(81)	9%	(20)	216
4-Region: Midwest	54%	(126)	38%	(88)	7%	(17)	232
4-Region: South	48%	(163)	43%	(145)	9%	(29)	337
4-Region: West	53%	(114)	39%	(84)	8%	(18)	216

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

**Table MGC30\_11:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Sending updates on how they are handling the coronavirus pandemic and what actions they are taking*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	37%	(366)	53%	(534)	10%	(100)	1000
Gender: Male	33%	(164)	56%	(271)	11%	(54)	489
Gender: Female	40%	(203)	51%	(263)	9%	(46)	511
Age: 18-34	36%	(184)	53%	(270)	10%	(52)	506
Generation Z: 13-23	37%	(366)	53%	(534)	10%	(100)	1000
PID: Dem (no lean)	43%	(154)	49%	(175)	7%	(26)	355
PID: Ind (no lean)	33%	(148)	54%	(241)	13%	(56)	445
PID: Rep (no lean)	32%	(65)	59%	(118)	9%	(18)	201
PID/Gender: Dem Men	45%	(72)	47%	(75)	8%	(13)	160
PID/Gender: Dem Women	42%	(81)	51%	(100)	7%	(13)	195
PID/Gender: Ind Men	28%	(63)	59%	(131)	13%	(29)	223
PID/Gender: Ind Women	38%	(85)	50%	(110)	12%	(27)	222
PID/Gender: Rep Men	27%	(29)	62%	(66)	11%	(12)	106
PID/Gender: Rep Women	38%	(36)	55%	(52)	6%	(6)	95
Ideo: Liberal (1-3)	43%	(138)	49%	(158)	9%	(28)	324
Ideo: Moderate (4)	36%	(66)	57%	(105)	8%	(14)	185
Ideo: Conservative (5-7)	37%	(65)	55%	(95)	8%	(13)	173
Educ: < College	36%	(334)	54%	(491)	10%	(91)	916
Educ: Bachelors degree	40%	(29)	51%	(37)	8%	(6)	72
Income: Under 50k	35%	(171)	52%	(253)	13%	(65)	488
Income: 50k-100k	38%	(124)	55%	(182)	7%	(23)	328
Income: 100k+	39%	(72)	54%	(99)	7%	(12)	183
Ethnicity: White	38%	(241)	55%	(350)	7%	(47)	638
Ethnicity: Hispanic	32%	(65)	54%	(109)	14%	(29)	203
Ethnicity: Afr. Am.	32%	(42)	47%	(61)	21%	(27)	131
Ethnicity: Other	36%	(83)	53%	(123)	11%	(25)	231
All Christian	41%	(113)	52%	(143)	7%	(18)	274
All Non-Christian	45%	(29)	39%	(25)	16%	(10)	65
Atheist	36%	(41)	59%	(66)	5%	(6)	113
Agnostic/Nothing in particular	33%	(183)	55%	(300)	12%	(66)	548
Religious Non-Protestant/Catholic	44%	(36)	40%	(33)	16%	(13)	82

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**Table MGC30\_11:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Sending updates on how they are handling the coronavirus pandemic and what actions they are taking*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	37%	(366)	53%	(534)	10%	(100)	1000
Evangelical	38%	(68)	54%	(97)	8%	(14)	180
Non-Evangelical	43%	(121)	51%	(143)	7%	(19)	283
Community: Urban	39%	(99)	49%	(126)	12%	(31)	256
Community: Suburban	38%	(205)	54%	(293)	7%	(40)	539
Community: Rural	30%	(62)	56%	(115)	14%	(29)	206
Employ: Private Sector	42%	(35)	47%	(40)	11%	(9)	84
Employ: Unemployed	30%	(47)	61%	(93)	9%	(14)	154
Military HH: Yes	32%	(43)	55%	(73)	12%	(16)	132
Military HH: No	37%	(323)	53%	(461)	10%	(83)	868
RD/WT: Right Direction	33%	(101)	54%	(165)	13%	(39)	305
RD/WT: Wrong Track	38%	(265)	53%	(370)	9%	(60)	695
Trump Job Approve	33%	(91)	55%	(150)	12%	(34)	274
Trump Job Disapprove	40%	(234)	52%	(306)	8%	(46)	586
Trump Job Strongly Approve	33%	(36)	56%	(61)	11%	(11)	109
Trump Job Somewhat Approve	33%	(55)	54%	(89)	14%	(22)	166
Trump Job Somewhat Disapprove	42%	(88)	51%	(107)	7%	(14)	209
Trump Job Strongly Disapprove	39%	(146)	53%	(199)	8%	(32)	377
Favorable of Trump	28%	(73)	61%	(157)	10%	(27)	256
Unfavorable of Trump	41%	(251)	51%	(309)	7%	(45)	606
Very Favorable of Trump	31%	(34)	57%	(62)	12%	(13)	109
Somewhat Favorable of Trump	26%	(38)	64%	(95)	9%	(14)	147
Somewhat Unfavorable of Trump	44%	(78)	49%	(86)	7%	(12)	176
Very Unfavorable of Trump	40%	(173)	52%	(224)	8%	(33)	430
#1 Issue: Economy	34%	(102)	56%	(165)	10%	(29)	296
#1 Issue: Security	41%	(31)	47%	(35)	13%	(10)	76
#1 Issue: Health Care	41%	(71)	50%	(85)	9%	(15)	171
#1 Issue: Women's Issues	40%	(46)	49%	(58)	11%	(13)	117
#1 Issue: Education	35%	(51)	57%	(83)	8%	(11)	145
#1 Issue: Energy	38%	(38)	51%	(50)	10%	(10)	98
#1 Issue: Other	31%	(25)	60%	(49)	10%	(8)	82

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**Table MGC30\_11:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Sending updates on how they are handling the coronavirus pandemic and what actions they are taking*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	37%	(366)	53%	(534)	10%	(100)	1000
2018 House Vote: Democrat	36%	(40)	51%	(57)	14%	(15)	112
2016 Vote: Hillary Clinton	34%	(27)	51%	(39)	15%	(12)	78
2016 Vote: Didn't Vote	37%	(325)	54%	(472)	9%	(83)	881
Voted in 2014: No	37%	(361)	53%	(519)	10%	(92)	972
2012 Vote: Didn't Vote	37%	(359)	54%	(525)	10%	(93)	978
4-Region: Northeast	39%	(84)	53%	(115)	8%	(16)	216
4-Region: Midwest	38%	(88)	52%	(119)	10%	(24)	232
4-Region: South	35%	(117)	53%	(179)	12%	(40)	337
4-Region: West	36%	(77)	56%	(120)	9%	(19)	216

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

**Table MGC30\_12:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Matching purchases with a donation to charity*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(454)	47%	(468)	8%	(78)	1000
Gender: Male	41%	(199)	50%	(247)	9%	(43)	489
Gender: Female	50%	(255)	43%	(221)	7%	(35)	511
Age: 18-34	45%	(227)	47%	(238)	8%	(41)	506
Generation Z: 13-23	45%	(454)	47%	(468)	8%	(78)	1000
PID: Dem (no lean)	57%	(202)	37%	(132)	6%	(20)	355
PID: Ind (no lean)	38%	(169)	52%	(233)	10%	(43)	445
PID: Rep (no lean)	41%	(82)	51%	(103)	7%	(15)	201
PID/Gender: Dem Men	52%	(83)	40%	(65)	8%	(12)	160
PID/Gender: Dem Women	61%	(119)	35%	(67)	4%	(8)	195
PID/Gender: Ind Men	34%	(76)	56%	(124)	10%	(22)	223
PID/Gender: Ind Women	42%	(93)	49%	(108)	9%	(21)	222
PID/Gender: Rep Men	38%	(40)	54%	(58)	8%	(9)	106
PID/Gender: Rep Women	45%	(43)	48%	(46)	7%	(6)	95
Ideo: Liberal (1-3)	59%	(192)	35%	(113)	6%	(19)	324
Ideo: Moderate (4)	41%	(75)	55%	(102)	5%	(8)	185
Ideo: Conservative (5-7)	47%	(81)	50%	(87)	3%	(6)	173
Educ: < College	45%	(415)	47%	(430)	8%	(71)	916
Educ: Bachelors degree	46%	(33)	46%	(33)	8%	(6)	72
Income: Under 50k	39%	(192)	50%	(244)	11%	(52)	488
Income: 50k-100k	51%	(168)	43%	(142)	6%	(18)	328
Income: 100k+	51%	(93)	45%	(82)	5%	(8)	183
Ethnicity: White	47%	(298)	48%	(307)	5%	(32)	638
Ethnicity: Hispanic	44%	(88)	43%	(87)	13%	(27)	203
Ethnicity: Afr. Am.	37%	(49)	46%	(61)	17%	(22)	131
Ethnicity: Other	46%	(107)	43%	(100)	10%	(24)	231
All Christian	47%	(128)	49%	(134)	4%	(12)	274
All Non-Christian	54%	(35)	34%	(22)	12%	(8)	65
Atheist	48%	(54)	44%	(49)	8%	(9)	113
Agnostic/Nothing in particular	43%	(236)	48%	(263)	9%	(49)	548
Religious Non-Protestant/Catholic	50%	(41)	38%	(31)	12%	(10)	82

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**Table MGC30\_12:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Matching purchases with a donation to charity*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(454)	47%	(468)	8%	(78)	1000
Evangelical	43%	(78)	50%	(91)	6%	(11)	180
Non-Evangelical	48%	(136)	50%	(141)	2%	(7)	283
Community: Urban	42%	(107)	48%	(124)	10%	(25)	256
Community: Suburban	49%	(264)	44%	(239)	7%	(36)	539
Community: Rural	40%	(83)	51%	(105)	9%	(18)	206
Employ: Private Sector	48%	(40)	43%	(36)	10%	(8)	84
Employ: Unemployed	41%	(63)	48%	(74)	12%	(18)	154
Military HH: Yes	40%	(53)	52%	(68)	9%	(11)	132
Military HH: No	46%	(401)	46%	(400)	8%	(67)	868
RD/WT: Right Direction	39%	(120)	50%	(153)	11%	(32)	305
RD/WT: Wrong Track	48%	(334)	45%	(315)	7%	(46)	695
Trump Job Approve	46%	(125)	47%	(129)	8%	(21)	274
Trump Job Disapprove	49%	(287)	45%	(262)	6%	(37)	586
Trump Job Strongly Approve	45%	(48)	48%	(53)	7%	(8)	109
Trump Job Somewhat Approve	46%	(76)	46%	(76)	8%	(13)	166
Trump Job Somewhat Disapprove	46%	(97)	47%	(98)	7%	(14)	209
Trump Job Strongly Disapprove	51%	(191)	43%	(163)	6%	(23)	377
Favorable of Trump	42%	(107)	52%	(132)	7%	(17)	256
Unfavorable of Trump	51%	(308)	43%	(263)	6%	(35)	606
Very Favorable of Trump	46%	(50)	45%	(49)	9%	(10)	109
Somewhat Favorable of Trump	39%	(57)	57%	(83)	5%	(7)	147
Somewhat Unfavorable of Trump	46%	(80)	45%	(79)	9%	(17)	176
Very Unfavorable of Trump	53%	(228)	43%	(183)	4%	(19)	430
#1 Issue: Economy	42%	(125)	52%	(153)	6%	(19)	296
#1 Issue: Security	50%	(38)	41%	(31)	9%	(7)	76
#1 Issue: Health Care	47%	(80)	44%	(75)	10%	(16)	171
#1 Issue: Women's Issues	58%	(69)	38%	(45)	3%	(4)	117
#1 Issue: Education	45%	(65)	49%	(71)	6%	(8)	145
#1 Issue: Energy	47%	(46)	43%	(42)	9%	(9)	98
#1 Issue: Other	34%	(28)	51%	(42)	14%	(12)	82

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**Table MGC30\_12:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Matching purchases with a donation to charity*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(454)	47%	(468)	8%	(78)	1000
2018 House Vote: Democrat	53%	(59)	39%	(44)	8%	(8)	112
2016 Vote: Hillary Clinton	46%	(36)	40%	(31)	14%	(11)	78
2016 Vote: Didn't Vote	45%	(397)	48%	(419)	7%	(65)	881
Voted in 2014: No	46%	(443)	47%	(455)	8%	(74)	972
2012 Vote: Didn't Vote	45%	(443)	47%	(460)	8%	(75)	978
4-Region: Northeast	45%	(97)	48%	(105)	7%	(14)	216
4-Region: Midwest	49%	(113)	45%	(105)	6%	(14)	232
4-Region: South	41%	(140)	48%	(161)	11%	(36)	337
4-Region: West	48%	(104)	45%	(97)	7%	(15)	216

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

**Table MGC30\_13:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Making corporate donations to food banks*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(453)	46%	(462)	8%	(85)	1000
Gender: Male	42%	(205)	49%	(240)	9%	(43)	489
Gender: Female	49%	(248)	43%	(222)	8%	(41)	511
Age: 18-34	46%	(234)	45%	(229)	9%	(43)	506
Generation Z: 13-23	45%	(453)	46%	(462)	8%	(85)	1000
PID: Dem (no lean)	56%	(199)	38%	(133)	6%	(22)	355
PID: Ind (no lean)	40%	(178)	49%	(218)	11%	(49)	445
PID: Rep (no lean)	38%	(76)	55%	(111)	7%	(13)	201
PID/Gender: Dem Men	52%	(83)	42%	(67)	6%	(10)	160
PID/Gender: Dem Women	60%	(116)	34%	(66)	7%	(13)	195
PID/Gender: Ind Men	37%	(83)	51%	(113)	12%	(26)	223
PID/Gender: Ind Women	43%	(95)	47%	(105)	10%	(22)	222
PID/Gender: Rep Men	37%	(39)	57%	(60)	7%	(7)	106
PID/Gender: Rep Women	39%	(37)	54%	(51)	7%	(6)	95
Ideo: Liberal (1-3)	60%	(194)	33%	(105)	8%	(25)	324
Ideo: Moderate (4)	40%	(75)	54%	(99)	6%	(11)	185
Ideo: Conservative (5-7)	41%	(71)	54%	(94)	5%	(8)	173
Educ: < College	45%	(416)	46%	(424)	8%	(76)	916
Educ: Bachelors degree	44%	(32)	46%	(33)	9%	(7)	72
Income: Under 50k	43%	(212)	45%	(219)	12%	(57)	488
Income: 50k-100k	46%	(150)	49%	(159)	6%	(19)	328
Income: 100k+	49%	(91)	46%	(84)	5%	(9)	183
Ethnicity: White	46%	(296)	48%	(305)	6%	(37)	638
Ethnicity: Hispanic	39%	(79)	44%	(90)	17%	(34)	203
Ethnicity: Afr. Am.	37%	(49)	42%	(55)	21%	(27)	131
Ethnicity: Other	47%	(109)	44%	(102)	9%	(20)	231
All Christian	48%	(131)	47%	(130)	5%	(14)	274
All Non-Christian	53%	(35)	36%	(23)	11%	(7)	65
Atheist	46%	(52)	46%	(52)	8%	(9)	113
Agnostic/Nothing in particular	43%	(236)	47%	(257)	10%	(55)	548
Religious Non-Protestant/Catholic	51%	(42)	38%	(31)	10%	(9)	82

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**Table MGC30\_13:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Making corporate donations to food banks*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(453)	46%	(462)	8%	(85)	1000
Evangelical	42%	(76)	50%	(89)	8%	(15)	180
Non-Evangelical	51%	(143)	45%	(127)	5%	(13)	283
Community: Urban	42%	(106)	47%	(120)	11%	(29)	256
Community: Suburban	49%	(262)	45%	(243)	6%	(34)	539
Community: Rural	41%	(85)	48%	(100)	10%	(21)	206
Employ: Private Sector	52%	(44)	42%	(36)	6%	(5)	84
Employ: Unemployed	43%	(66)	45%	(69)	13%	(20)	154
Military HH: Yes	42%	(55)	46%	(61)	12%	(15)	132
Military HH: No	46%	(398)	46%	(401)	8%	(69)	868
RD/WT: Right Direction	39%	(118)	52%	(159)	9%	(29)	305
RD/WT: Wrong Track	48%	(336)	44%	(303)	8%	(56)	695
Trump Job Approve	39%	(106)	52%	(144)	9%	(25)	274
Trump Job Disapprove	51%	(300)	41%	(241)	8%	(46)	586
Trump Job Strongly Approve	38%	(42)	52%	(57)	9%	(10)	109
Trump Job Somewhat Approve	39%	(64)	52%	(87)	9%	(15)	166
Trump Job Somewhat Disapprove	48%	(101)	45%	(95)	6%	(13)	209
Trump Job Strongly Disapprove	53%	(199)	39%	(146)	9%	(32)	377
Favorable of Trump	38%	(98)	56%	(143)	6%	(15)	256
Unfavorable of Trump	51%	(306)	42%	(255)	7%	(44)	606
Very Favorable of Trump	38%	(42)	54%	(59)	8%	(8)	109
Somewhat Favorable of Trump	38%	(56)	57%	(84)	5%	(7)	147
Somewhat Unfavorable of Trump	41%	(73)	52%	(91)	7%	(12)	176
Very Unfavorable of Trump	54%	(234)	38%	(164)	8%	(33)	430
#1 Issue: Economy	45%	(132)	47%	(140)	8%	(24)	296
#1 Issue: Security	47%	(35)	50%	(38)	3%	(2)	76
#1 Issue: Health Care	45%	(77)	44%	(74)	11%	(19)	171
#1 Issue: Women's Issues	55%	(65)	36%	(42)	9%	(11)	117
#1 Issue: Education	50%	(72)	45%	(65)	6%	(9)	145
#1 Issue: Energy	50%	(49)	43%	(42)	7%	(7)	98
#1 Issue: Other	26%	(21)	63%	(52)	11%	(9)	82

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**Table MGC30\_13:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Making corporate donations to food banks*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	45%	(453)	46%	(462)	8%	(85)	1000
2018 House Vote: Democrat	57%	(64)	33%	(37)	10%	(11)	112
2016 Vote: Hillary Clinton	55%	(42)	28%	(22)	17%	(13)	78
2016 Vote: Didn't Vote	44%	(392)	48%	(420)	8%	(69)	881
Voted in 2014: No	46%	(443)	46%	(451)	8%	(78)	972
2012 Vote: Didn't Vote	45%	(443)	47%	(455)	8%	(79)	978
4-Region: Northeast	44%	(95)	51%	(109)	5%	(11)	216
4-Region: Midwest	48%	(111)	44%	(102)	8%	(19)	232
4-Region: South	45%	(152)	44%	(148)	11%	(37)	337
4-Region: West	44%	(95)	48%	(104)	8%	(17)	216

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

**Table MGC30\_14:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering customers the option of deferring payments on purchases*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(398)	52%	(516)	9%	(86)	1000
Gender: Male	39%	(189)	54%	(262)	8%	(38)	489
Gender: Female	41%	(209)	50%	(254)	9%	(48)	511
Age: 18-34	45%	(230)	46%	(232)	9%	(44)	506
Generation Z: 13-23	40%	(398)	52%	(516)	9%	(86)	1000
PID: Dem (no lean)	48%	(170)	46%	(163)	6%	(22)	355
PID: Ind (no lean)	36%	(161)	53%	(236)	11%	(48)	445
PID: Rep (no lean)	34%	(67)	58%	(117)	8%	(16)	201
PID/Gender: Dem Men	49%	(79)	45%	(73)	5%	(8)	160
PID/Gender: Dem Women	47%	(91)	46%	(90)	7%	(14)	195
PID/Gender: Ind Men	34%	(76)	55%	(122)	11%	(24)	223
PID/Gender: Ind Women	38%	(84)	51%	(114)	11%	(24)	222
PID/Gender: Rep Men	32%	(33)	64%	(67)	5%	(5)	106
PID/Gender: Rep Women	36%	(34)	53%	(50)	11%	(11)	95
Ideo: Liberal (1-3)	50%	(161)	46%	(148)	5%	(15)	324
Ideo: Moderate (4)	40%	(74)	53%	(99)	6%	(12)	185
Ideo: Conservative (5-7)	39%	(68)	55%	(94)	6%	(11)	173
Educ: < College	39%	(357)	52%	(477)	9%	(82)	916
Educ: Bachelors degree	53%	(38)	45%	(32)	2%	(2)	72
Income: Under 50k	35%	(172)	52%	(252)	13%	(64)	488
Income: 50k-100k	49%	(159)	47%	(155)	4%	(14)	328
Income: 100k+	36%	(66)	60%	(109)	5%	(8)	183
Ethnicity: White	40%	(252)	54%	(344)	6%	(41)	638
Ethnicity: Hispanic	40%	(81)	47%	(95)	13%	(27)	203
Ethnicity: Afr. Am.	37%	(49)	48%	(63)	15%	(19)	131
Ethnicity: Other	42%	(97)	47%	(109)	11%	(26)	231
All Christian	41%	(114)	51%	(139)	8%	(21)	274
All Non-Christian	51%	(33)	34%	(22)	15%	(10)	65
Atheist	41%	(47)	53%	(60)	5%	(6)	113
Agnostic/Nothing in particular	37%	(204)	54%	(295)	9%	(49)	548
Religious Non-Protestant/Catholic	48%	(39)	38%	(31)	15%	(12)	82

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**Table MGC30\_14:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering customers the option of deferring payments on purchases*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(398)	52%	(516)	9%	(86)	1000
Evangelical	35%	(63)	57%	(102)	8%	(15)	180
Non-Evangelical	44%	(125)	51%	(144)	5%	(15)	283
Community: Urban	45%	(116)	44%	(112)	11%	(27)	256
Community: Suburban	40%	(214)	53%	(286)	7%	(39)	539
Community: Rural	33%	(68)	57%	(118)	10%	(20)	206
Employ: Private Sector	47%	(40)	44%	(37)	9%	(7)	84
Employ: Unemployed	38%	(58)	54%	(83)	8%	(12)	154
Military HH: Yes	34%	(45)	57%	(75)	9%	(12)	132
Military HH: No	41%	(353)	51%	(441)	9%	(74)	868
RD/WT: Right Direction	38%	(116)	52%	(158)	10%	(32)	305
RD/WT: Wrong Track	41%	(282)	52%	(358)	8%	(54)	695
Trump Job Approve	35%	(95)	54%	(149)	11%	(30)	274
Trump Job Disapprove	43%	(255)	51%	(299)	6%	(33)	586
Trump Job Strongly Approve	38%	(42)	50%	(55)	11%	(12)	109
Trump Job Somewhat Approve	32%	(54)	57%	(94)	11%	(18)	166
Trump Job Somewhat Disapprove	45%	(94)	48%	(101)	6%	(14)	209
Trump Job Strongly Disapprove	43%	(160)	52%	(197)	5%	(19)	377
Favorable of Trump	33%	(83)	57%	(146)	11%	(27)	256
Unfavorable of Trump	44%	(269)	50%	(304)	5%	(33)	606
Very Favorable of Trump	39%	(43)	48%	(53)	12%	(13)	109
Somewhat Favorable of Trump	27%	(40)	63%	(93)	9%	(14)	147
Somewhat Unfavorable of Trump	40%	(71)	51%	(90)	8%	(14)	176
Very Unfavorable of Trump	46%	(198)	50%	(214)	4%	(18)	430
#1 Issue: Economy	43%	(126)	51%	(150)	7%	(20)	296
#1 Issue: Security	38%	(29)	53%	(40)	9%	(7)	76
#1 Issue: Health Care	43%	(73)	51%	(87)	6%	(11)	171
#1 Issue: Women's Issues	43%	(50)	52%	(61)	5%	(6)	117
#1 Issue: Education	39%	(56)	49%	(71)	12%	(18)	145
#1 Issue: Energy	41%	(40)	49%	(48)	10%	(10)	98
#1 Issue: Other	28%	(23)	55%	(46)	17%	(14)	82

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**Table MGC30\_14:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering customers the option of deferring payments on purchases*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(398)	52%	(516)	9%	(86)	1000
2018 House Vote: Democrat	56%	(63)	38%	(43)	6%	(6)	112
2016 Vote: Hillary Clinton	48%	(37)	42%	(33)	10%	(8)	78
2016 Vote: Didn't Vote	38%	(337)	53%	(468)	9%	(75)	881
Voted in 2014: No	40%	(391)	51%	(498)	9%	(83)	972
2012 Vote: Didn't Vote	40%	(390)	52%	(504)	9%	(84)	978
4-Region: Northeast	39%	(84)	53%	(114)	8%	(17)	216
4-Region: Midwest	40%	(93)	52%	(120)	8%	(19)	232
4-Region: South	40%	(134)	50%	(170)	10%	(33)	337
4-Region: West	40%	(87)	52%	(112)	8%	(18)	216

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

**Table MGC30\_15:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Shifting production lines to focusing on producing medical equipment, such as ventilators or masks*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	43%	(429)	49%	(486)	8%	(85)	1000
Gender: Male	42%	(203)	50%	(243)	9%	(43)	489
Gender: Female	44%	(226)	48%	(244)	8%	(42)	511
Age: 18-34	43%	(219)	48%	(241)	9%	(46)	506
Generation Z: 13-23	43%	(429)	49%	(486)	8%	(85)	1000
PID: Dem (no lean)	52%	(186)	42%	(149)	6%	(20)	355
PID: Ind (no lean)	39%	(172)	50%	(223)	11%	(50)	445
PID: Rep (no lean)	35%	(71)	57%	(114)	8%	(15)	201
PID/Gender: Dem Men	49%	(79)	45%	(73)	5%	(8)	160
PID/Gender: Dem Women	55%	(107)	39%	(76)	6%	(12)	195
PID/Gender: Ind Men	38%	(85)	51%	(112)	11%	(25)	223
PID/Gender: Ind Women	39%	(87)	50%	(111)	11%	(24)	222
PID/Gender: Rep Men	37%	(39)	55%	(58)	8%	(9)	106
PID/Gender: Rep Women	33%	(32)	60%	(56)	7%	(7)	95
Ideo: Liberal (1-3)	54%	(176)	39%	(128)	6%	(20)	324
Ideo: Moderate (4)	41%	(76)	52%	(95)	8%	(14)	185
Ideo: Conservative (5-7)	42%	(73)	52%	(90)	6%	(10)	173
Educ: < College	43%	(391)	49%	(450)	8%	(75)	916
Educ: Bachelors degree	45%	(32)	46%	(33)	9%	(7)	72
Income: Under 50k	40%	(195)	48%	(234)	12%	(59)	488
Income: 50k-100k	47%	(154)	48%	(159)	5%	(15)	328
Income: 100k+	43%	(80)	51%	(93)	6%	(11)	183
Ethnicity: White	45%	(284)	49%	(313)	6%	(40)	638
Ethnicity: Hispanic	41%	(84)	44%	(89)	15%	(30)	203
Ethnicity: Afr. Am.	35%	(45)	49%	(64)	16%	(21)	131
Ethnicity: Other	43%	(99)	47%	(109)	10%	(24)	231
All Christian	49%	(135)	44%	(120)	7%	(19)	274
All Non-Christian	43%	(28)	44%	(28)	14%	(9)	65
Atheist	47%	(53)	49%	(55)	4%	(4)	113
Agnostic/Nothing in particular	39%	(213)	52%	(283)	10%	(52)	548
Religious Non-Protestant/Catholic	45%	(37)	42%	(34)	14%	(11)	82

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**Table MGC30\_15:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Shifting production lines to focusing on producing medical equipment, such as ventilators or masks*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	43%	(429)	49%	(486)	8%	(85)	1000
Evangelical	38%	(68)	54%	(97)	8%	(15)	180
Non-Evangelical	48%	(136)	45%	(129)	7%	(19)	283
Community: Urban	43%	(109)	48%	(122)	10%	(25)	256
Community: Suburban	44%	(236)	48%	(257)	8%	(45)	539
Community: Rural	41%	(84)	52%	(108)	7%	(15)	206
Employ: Private Sector	45%	(38)	49%	(41)	6%	(5)	84
Employ: Unemployed	39%	(61)	53%	(81)	8%	(12)	154
Military HH: Yes	37%	(49)	55%	(72)	8%	(11)	132
Military HH: No	44%	(379)	48%	(414)	9%	(74)	868
RD/WT: Right Direction	37%	(114)	52%	(159)	11%	(32)	305
RD/WT: Wrong Track	45%	(315)	47%	(327)	8%	(53)	695
Trump Job Approve	35%	(97)	56%	(153)	9%	(25)	274
Trump Job Disapprove	49%	(288)	44%	(259)	7%	(39)	586
Trump Job Strongly Approve	34%	(37)	55%	(59)	11%	(12)	109
Trump Job Somewhat Approve	36%	(59)	56%	(93)	8%	(13)	166
Trump Job Somewhat Disapprove	49%	(102)	44%	(93)	7%	(15)	209
Trump Job Strongly Disapprove	49%	(186)	44%	(166)	7%	(25)	377
Favorable of Trump	34%	(88)	57%	(146)	9%	(22)	256
Unfavorable of Trump	48%	(293)	45%	(274)	6%	(39)	606
Very Favorable of Trump	35%	(38)	55%	(60)	10%	(11)	109
Somewhat Favorable of Trump	34%	(49)	58%	(86)	8%	(12)	147
Somewhat Unfavorable of Trump	45%	(80)	50%	(88)	4%	(8)	176
Very Unfavorable of Trump	50%	(214)	43%	(186)	7%	(31)	430
#1 Issue: Economy	45%	(135)	46%	(137)	8%	(25)	296
#1 Issue: Security	39%	(30)	54%	(41)	8%	(6)	76
#1 Issue: Health Care	48%	(81)	47%	(79)	6%	(10)	171
#1 Issue: Women's Issues	49%	(57)	41%	(48)	10%	(12)	117
#1 Issue: Education	42%	(61)	48%	(70)	9%	(14)	145
#1 Issue: Energy	42%	(41)	50%	(49)	8%	(8)	98
#1 Issue: Other	27%	(22)	62%	(51)	11%	(9)	82

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**Table MGC30\_15:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Shifting production lines to focusing on producing medical equipment, such as ventilators or masks*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	43%	(429)	49%	(486)	8%	(85)	1000
2018 House Vote: Democrat	56%	(63)	37%	(42)	6%	(7)	112
2016 Vote: Hillary Clinton	45%	(35)	43%	(34)	12%	(9)	78
2016 Vote: Didn't Vote	43%	(378)	49%	(430)	8%	(72)	881
Voted in 2014: No	43%	(419)	49%	(471)	8%	(81)	972
2012 Vote: Didn't Vote	43%	(422)	49%	(475)	8%	(81)	978
4-Region: Northeast	40%	(86)	54%	(116)	7%	(14)	216
4-Region: Midwest	43%	(99)	50%	(116)	7%	(16)	232
4-Region: South	42%	(142)	47%	(158)	11%	(37)	337
4-Region: West	47%	(102)	45%	(97)	8%	(18)	216

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

**Table MGC30\_16:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Mandating employees work remotely if they are able to*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(400)	52%	(515)	8%	(85)	1000
Gender: Male	41%	(199)	49%	(242)	10%	(48)	489
Gender: Female	39%	(201)	54%	(274)	7%	(36)	511
Age: 18-34	44%	(221)	48%	(242)	8%	(43)	506
Generation Z: 13-23	40%	(400)	52%	(515)	8%	(85)	1000
PID: Dem (no lean)	47%	(167)	47%	(167)	6%	(21)	355
PID: Ind (no lean)	36%	(162)	52%	(233)	11%	(50)	445
PID: Rep (no lean)	35%	(71)	58%	(116)	7%	(14)	201
PID/Gender: Dem Men	49%	(79)	44%	(71)	6%	(10)	160
PID/Gender: Dem Women	45%	(88)	49%	(96)	6%	(11)	195
PID/Gender: Ind Men	36%	(79)	51%	(115)	13%	(29)	223
PID/Gender: Ind Women	37%	(83)	53%	(118)	10%	(21)	222
PID/Gender: Rep Men	38%	(40)	53%	(56)	9%	(10)	106
PID/Gender: Rep Women	32%	(31)	63%	(60)	4%	(4)	95
Ideo: Liberal (1-3)	49%	(158)	45%	(145)	6%	(21)	324
Ideo: Moderate (4)	37%	(68)	57%	(106)	6%	(11)	185
Ideo: Conservative (5-7)	43%	(75)	52%	(91)	4%	(7)	173
Educ: < College	40%	(365)	52%	(473)	9%	(78)	916
Educ: Bachelors degree	42%	(31)	53%	(38)	5%	(3)	72
Income: Under 50k	37%	(182)	50%	(246)	13%	(61)	488
Income: 50k-100k	46%	(151)	49%	(162)	5%	(15)	328
Income: 100k+	37%	(68)	59%	(108)	4%	(8)	183
Ethnicity: White	41%	(262)	54%	(344)	5%	(32)	638
Ethnicity: Hispanic	38%	(77)	47%	(96)	15%	(30)	203
Ethnicity: Afr. Am.	34%	(44)	47%	(61)	19%	(25)	131
Ethnicity: Other	41%	(94)	47%	(110)	12%	(28)	231
All Christian	45%	(124)	50%	(138)	4%	(12)	274
All Non-Christian	46%	(30)	40%	(26)	15%	(10)	65
Atheist	44%	(50)	52%	(58)	4%	(5)	113
Agnostic/Nothing in particular	36%	(196)	53%	(293)	11%	(59)	548
Religious Non-Protestant/Catholic	46%	(38)	40%	(33)	14%	(11)	82

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**Table MGC30\_16:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Mandating employees work remotely if they are able to*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(400)	52%	(515)	8%	(85)	1000
Evangelical	38%	(68)	56%	(101)	6%	(12)	180
Non-Evangelical	44%	(125)	53%	(150)	3%	(9)	283
Community: Urban	41%	(106)	48%	(122)	11%	(28)	256
Community: Suburban	42%	(228)	51%	(277)	6%	(34)	539
Community: Rural	32%	(66)	57%	(117)	11%	(23)	206
Employ: Private Sector	47%	(39)	47%	(40)	6%	(5)	84
Employ: Unemployed	36%	(56)	52%	(80)	12%	(18)	154
Military HH: Yes	39%	(52)	54%	(71)	7%	(10)	132
Military HH: No	40%	(348)	51%	(445)	9%	(75)	868
RD/WT: Right Direction	36%	(109)	54%	(166)	10%	(31)	305
RD/WT: Wrong Track	42%	(291)	50%	(350)	8%	(54)	695
Trump Job Approve	36%	(99)	55%	(151)	9%	(24)	274
Trump Job Disapprove	43%	(254)	50%	(293)	7%	(39)	586
Trump Job Strongly Approve	36%	(39)	56%	(61)	8%	(9)	109
Trump Job Somewhat Approve	36%	(60)	54%	(90)	10%	(16)	166
Trump Job Somewhat Disapprove	40%	(84)	55%	(115)	5%	(10)	209
Trump Job Strongly Disapprove	45%	(170)	47%	(178)	8%	(29)	377
Favorable of Trump	36%	(92)	59%	(151)	5%	(13)	256
Unfavorable of Trump	43%	(260)	51%	(306)	7%	(40)	606
Very Favorable of Trump	38%	(41)	56%	(61)	6%	(7)	109
Somewhat Favorable of Trump	34%	(51)	61%	(90)	4%	(6)	147
Somewhat Unfavorable of Trump	38%	(66)	54%	(94)	9%	(15)	176
Very Unfavorable of Trump	45%	(194)	49%	(212)	6%	(24)	430
#1 Issue: Economy	41%	(120)	52%	(154)	7%	(22)	296
#1 Issue: Security	45%	(34)	45%	(34)	9%	(7)	76
#1 Issue: Health Care	45%	(76)	50%	(86)	5%	(9)	171
#1 Issue: Women's Issues	44%	(51)	47%	(56)	9%	(11)	117
#1 Issue: Education	36%	(52)	54%	(78)	10%	(15)	145
#1 Issue: Energy	40%	(39)	51%	(50)	9%	(9)	98
#1 Issue: Other	27%	(22)	63%	(52)	11%	(9)	82

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**Table MGC30\_16:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Mandating employees work remotely if they are able to*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	40%	(400)	52%	(515)	8%	(85)	1000
2018 House Vote: Democrat	50%	(55)	44%	(49)	7%	(7)	112
2016 Vote: Hillary Clinton	48%	(38)	39%	(30)	13%	(10)	78
2016 Vote: Didn't Vote	39%	(346)	53%	(464)	8%	(71)	881
Voted in 2014: No	40%	(389)	52%	(505)	8%	(78)	972
2012 Vote: Didn't Vote	40%	(390)	52%	(507)	8%	(80)	978
4-Region: Northeast	39%	(84)	52%	(112)	9%	(19)	216
4-Region: Midwest	39%	(89)	55%	(128)	6%	(15)	232
4-Region: South	40%	(133)	50%	(169)	10%	(35)	337
4-Region: West	43%	(93)	49%	(107)	7%	(16)	216

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

**Table MGC30\_17:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Corporate executives taking a pay reduction to reduce the number of company layoffs*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	41%	(414)	49%	(490)	10%	(96)	1000
Gender: Male	39%	(190)	51%	(248)	10%	(51)	489
Gender: Female	44%	(224)	47%	(242)	9%	(45)	511
Age: 18-34	46%	(231)	45%	(227)	10%	(49)	506
Generation Z: 13-23	41%	(414)	49%	(490)	10%	(96)	1000
PID: Dem (no lean)	48%	(169)	46%	(162)	7%	(24)	355
PID: Ind (no lean)	38%	(168)	51%	(227)	11%	(50)	445
PID: Rep (no lean)	39%	(77)	50%	(101)	11%	(22)	201
PID/Gender: Dem Men	45%	(72)	48%	(76)	7%	(12)	160
PID/Gender: Dem Women	50%	(97)	44%	(86)	6%	(12)	195
PID/Gender: Ind Men	36%	(80)	52%	(116)	12%	(26)	223
PID/Gender: Ind Women	40%	(88)	50%	(111)	11%	(24)	222
PID/Gender: Rep Men	36%	(38)	52%	(56)	12%	(12)	106
PID/Gender: Rep Women	42%	(39)	48%	(45)	11%	(10)	95
Ideo: Liberal (1-3)	56%	(183)	37%	(118)	7%	(23)	324
Ideo: Moderate (4)	37%	(68)	54%	(100)	9%	(17)	185
Ideo: Conservative (5-7)	48%	(83)	46%	(79)	7%	(11)	173
Educ: < College	41%	(372)	50%	(458)	9%	(85)	916
Educ: Bachelors degree	52%	(38)	37%	(27)	11%	(8)	72
Income: Under 50k	37%	(181)	50%	(244)	13%	(63)	488
Income: 50k-100k	44%	(146)	48%	(159)	7%	(23)	328
Income: 100k+	47%	(87)	47%	(87)	5%	(9)	183
Ethnicity: White	45%	(284)	48%	(307)	7%	(47)	638
Ethnicity: Hispanic	36%	(72)	51%	(104)	13%	(27)	203
Ethnicity: Afr. Am.	32%	(42)	51%	(67)	17%	(22)	131
Ethnicity: Other	38%	(88)	50%	(116)	12%	(27)	231
All Christian	43%	(117)	50%	(138)	7%	(19)	274
All Non-Christian	46%	(30)	38%	(24)	17%	(11)	65
Atheist	47%	(53)	47%	(53)	6%	(7)	113
Agnostic/Nothing in particular	39%	(215)	50%	(275)	11%	(58)	548
Religious Non-Protestant/Catholic	44%	(36)	40%	(33)	15%	(12)	82

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**Table MGC30\_17:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Corporate executives taking a pay reduction to reduce the number of company layoffs*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	41%	(414)	49%	(490)	10%	(96)	1000
Evangelical	38%	(68)	52%	(93)	10%	(19)	180
Non-Evangelical	44%	(125)	51%	(145)	5%	(14)	283
Community: Urban	40%	(102)	51%	(129)	10%	(25)	256
Community: Suburban	45%	(240)	46%	(247)	10%	(51)	539
Community: Rural	35%	(72)	55%	(113)	10%	(20)	206
Employ: Private Sector	47%	(39)	43%	(36)	10%	(9)	84
Employ: Unemployed	39%	(60)	49%	(75)	12%	(19)	154
Military HH: Yes	36%	(48)	54%	(71)	10%	(13)	132
Military HH: No	42%	(366)	48%	(419)	10%	(83)	868
RD/WT: Right Direction	37%	(113)	49%	(149)	14%	(44)	305
RD/WT: Wrong Track	43%	(301)	49%	(341)	8%	(52)	695
Trump Job Approve	37%	(100)	51%	(139)	13%	(35)	274
Trump Job Disapprove	47%	(274)	46%	(270)	7%	(42)	586
Trump Job Strongly Approve	39%	(42)	48%	(52)	13%	(14)	109
Trump Job Somewhat Approve	35%	(58)	52%	(87)	12%	(21)	166
Trump Job Somewhat Disapprove	46%	(97)	44%	(93)	9%	(19)	209
Trump Job Strongly Disapprove	47%	(177)	47%	(177)	6%	(23)	377
Favorable of Trump	35%	(89)	55%	(141)	10%	(26)	256
Unfavorable of Trump	46%	(278)	47%	(284)	7%	(43)	606
Very Favorable of Trump	37%	(41)	53%	(58)	9%	(10)	109
Somewhat Favorable of Trump	33%	(49)	56%	(83)	11%	(16)	147
Somewhat Unfavorable of Trump	40%	(70)	52%	(91)	9%	(15)	176
Very Unfavorable of Trump	49%	(209)	45%	(194)	6%	(28)	430
#1 Issue: Economy	37%	(110)	54%	(159)	9%	(27)	296
#1 Issue: Security	47%	(36)	39%	(30)	14%	(11)	76
#1 Issue: Health Care	47%	(80)	47%	(80)	6%	(11)	171
#1 Issue: Women's Issues	53%	(62)	37%	(43)	11%	(12)	117
#1 Issue: Education	39%	(57)	51%	(74)	10%	(14)	145
#1 Issue: Energy	48%	(47)	43%	(42)	8%	(8)	98
#1 Issue: Other	23%	(19)	63%	(52)	14%	(11)	82

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**Table MGC30\_17:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Corporate executives taking a pay reduction to reduce the number of company layoffs*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	41%	(414)	49%	(490)	10%	(96)	1000
2018 House Vote: Democrat	52%	(58)	38%	(43)	10%	(11)	112
2016 Vote: Hillary Clinton	52%	(40)	35%	(28)	13%	(10)	78
2016 Vote: Didn't Vote	40%	(356)	50%	(442)	9%	(83)	881
Voted in 2014: No	42%	(406)	49%	(476)	9%	(90)	972
2012 Vote: Didn't Vote	42%	(408)	49%	(479)	9%	(91)	978
4-Region: Northeast	41%	(88)	52%	(113)	7%	(14)	216
4-Region: Midwest	42%	(96)	48%	(110)	11%	(25)	232
4-Region: South	39%	(132)	49%	(165)	12%	(40)	337
4-Region: West	45%	(97)	47%	(102)	8%	(17)	216

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

**Table MGC30\_18:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Corporate executives promising to rehire employees who were laid off once operations return to normal*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	44%	(440)	48%	(477)	8%	(83)	1000
Gender: Male	43%	(211)	48%	(237)	8%	(41)	489
Gender: Female	45%	(229)	47%	(240)	8%	(42)	511
Age: 18-34	48%	(241)	45%	(226)	8%	(39)	506
Generation Z: 13-23	44%	(440)	48%	(477)	8%	(83)	1000
PID: Dem (no lean)	50%	(177)	43%	(153)	7%	(25)	355
PID: Ind (no lean)	40%	(179)	49%	(218)	11%	(48)	445
PID: Rep (no lean)	42%	(84)	53%	(106)	5%	(10)	201
PID/Gender: Dem Men	49%	(78)	44%	(70)	8%	(12)	160
PID/Gender: Dem Women	51%	(99)	43%	(83)	6%	(13)	195
PID/Gender: Ind Men	41%	(92)	48%	(107)	11%	(24)	223
PID/Gender: Ind Women	39%	(87)	50%	(111)	11%	(24)	222
PID/Gender: Rep Men	39%	(42)	56%	(60)	4%	(4)	106
PID/Gender: Rep Women	45%	(42)	49%	(47)	6%	(6)	95
Ideo: Liberal (1-3)	52%	(169)	41%	(133)	7%	(22)	324
Ideo: Moderate (4)	45%	(83)	50%	(92)	6%	(11)	185
Ideo: Conservative (5-7)	49%	(85)	47%	(81)	4%	(8)	173
Educ: < College	44%	(404)	48%	(437)	8%	(75)	916
Educ: Bachelors degree	46%	(33)	47%	(34)	7%	(5)	72
Income: Under 50k	41%	(203)	47%	(228)	12%	(58)	488
Income: 50k-100k	46%	(151)	49%	(160)	5%	(18)	328
Income: 100k+	47%	(87)	49%	(89)	4%	(7)	183
Ethnicity: White	47%	(298)	48%	(306)	5%	(34)	638
Ethnicity: Hispanic	34%	(70)	51%	(103)	15%	(30)	203
Ethnicity: Afr. Am.	39%	(51)	44%	(58)	17%	(22)	131
Ethnicity: Other	39%	(91)	49%	(113)	12%	(28)	231
All Christian	48%	(132)	47%	(129)	5%	(14)	274
All Non-Christian	55%	(35)	37%	(24)	8%	(5)	65
Atheist	46%	(52)	44%	(50)	9%	(10)	113
Agnostic/Nothing in particular	40%	(220)	50%	(274)	10%	(53)	548
Religious Non-Protestant/Catholic	53%	(44)	37%	(31)	9%	(8)	82

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**Table MGC30\_18:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Corporate executives promising to rehire employees who were laid off once operations return to normal*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	44%	(440)	48%	(477)	8%	(83)	1000
Evangelical	45%	(80)	50%	(90)	5%	(10)	180
Non-Evangelical	44%	(124)	51%	(144)	5%	(15)	283
Community: Urban	42%	(109)	47%	(120)	11%	(27)	256
Community: Suburban	47%	(253)	45%	(244)	8%	(42)	539
Community: Rural	38%	(79)	55%	(113)	7%	(14)	206
Employ: Private Sector	48%	(40)	47%	(39)	5%	(5)	84
Employ: Unemployed	45%	(70)	44%	(67)	11%	(17)	154
Military HH: Yes	37%	(49)	53%	(71)	10%	(13)	132
Military HH: No	45%	(391)	47%	(406)	8%	(70)	868
RD/WT: Right Direction	42%	(128)	49%	(150)	9%	(27)	305
RD/WT: Wrong Track	45%	(312)	47%	(327)	8%	(56)	695
Trump Job Approve	44%	(120)	49%	(135)	7%	(20)	274
Trump Job Disapprove	47%	(276)	46%	(267)	7%	(43)	586
Trump Job Strongly Approve	47%	(51)	45%	(49)	8%	(9)	109
Trump Job Somewhat Approve	42%	(69)	52%	(86)	6%	(11)	166
Trump Job Somewhat Disapprove	47%	(98)	47%	(99)	6%	(12)	209
Trump Job Strongly Disapprove	47%	(178)	45%	(168)	8%	(31)	377
Favorable of Trump	40%	(102)	53%	(137)	7%	(17)	256
Unfavorable of Trump	47%	(286)	47%	(285)	6%	(35)	606
Very Favorable of Trump	45%	(49)	48%	(52)	7%	(8)	109
Somewhat Favorable of Trump	36%	(53)	58%	(85)	6%	(9)	147
Somewhat Unfavorable of Trump	40%	(70)	54%	(95)	6%	(10)	176
Very Unfavorable of Trump	50%	(216)	44%	(189)	6%	(25)	430
#1 Issue: Economy	46%	(137)	47%	(140)	7%	(20)	296
#1 Issue: Security	52%	(40)	42%	(32)	6%	(5)	76
#1 Issue: Health Care	43%	(74)	50%	(85)	7%	(11)	171
#1 Issue: Women's Issues	52%	(61)	40%	(46)	9%	(10)	117
#1 Issue: Education	43%	(62)	49%	(71)	8%	(12)	145
#1 Issue: Energy	46%	(45)	45%	(44)	10%	(10)	98
#1 Issue: Other	26%	(21)	59%	(49)	15%	(13)	82

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**Table MGC30\_18:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Corporate executives promising to rehire employees who were laid off once operations return to normal*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	44%	(440)	48%	(477)	8%	(83)	1000
2018 House Vote: Democrat	55%	(61)	38%	(43)	7%	(8)	112
2016 Vote: Hillary Clinton	47%	(37)	37%	(28)	16%	(13)	78
2016 Vote: Didn't Vote	43%	(382)	49%	(432)	8%	(67)	881
Voted in 2014: No	44%	(430)	48%	(463)	8%	(78)	972
2012 Vote: Didn't Vote	44%	(432)	48%	(466)	8%	(79)	978
4-Region: Northeast	42%	(91)	51%	(109)	8%	(16)	216
4-Region: Midwest	46%	(107)	47%	(108)	7%	(16)	232
4-Region: South	45%	(150)	46%	(154)	10%	(32)	337
4-Region: West	43%	(92)	49%	(106)	9%	(18)	216

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

**Table MGC30\_19:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Laying off employees due to the coronavirus pandemic*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	15%	(146)	52%	(517)	34%	(338)	1000
Gender: Male	14%	(68)	53%	(257)	33%	(164)	489
Gender: Female	15%	(78)	51%	(260)	34%	(174)	511
Age: 18-34	16%	(80)	50%	(251)	35%	(175)	506
Generation Z: 13-23	15%	(146)	52%	(517)	34%	(338)	1000
PID: Dem (no lean)	16%	(55)	44%	(158)	40%	(142)	355
PID: Ind (no lean)	14%	(60)	54%	(239)	33%	(146)	445
PID: Rep (no lean)	15%	(30)	60%	(120)	25%	(50)	201
PID/Gender: Dem Men	19%	(30)	46%	(73)	35%	(57)	160
PID/Gender: Dem Women	13%	(25)	43%	(85)	44%	(85)	195
PID/Gender: Ind Men	11%	(23)	54%	(120)	36%	(79)	223
PID/Gender: Ind Women	17%	(37)	54%	(119)	30%	(66)	222
PID/Gender: Rep Men	13%	(14)	61%	(64)	26%	(27)	106
PID/Gender: Rep Women	17%	(16)	59%	(56)	24%	(22)	95
Ideo: Liberal (1-3)	15%	(49)	40%	(129)	45%	(145)	324
Ideo: Moderate (4)	16%	(30)	58%	(107)	26%	(49)	185
Ideo: Conservative (5-7)	14%	(23)	55%	(94)	32%	(55)	173
Educ: < College	14%	(130)	52%	(478)	34%	(308)	916
Educ: Bachelors degree	19%	(14)	45%	(33)	36%	(26)	72
Income: Under 50k	14%	(69)	53%	(260)	33%	(159)	488
Income: 50k-100k	15%	(50)	49%	(162)	35%	(116)	328
Income: 100k+	14%	(26)	51%	(94)	34%	(63)	183
Ethnicity: White	14%	(88)	52%	(330)	34%	(220)	638
Ethnicity: Hispanic	14%	(29)	52%	(106)	33%	(68)	203
Ethnicity: Afr. Am.	15%	(19)	47%	(61)	39%	(51)	131
Ethnicity: Other	17%	(38)	54%	(126)	29%	(67)	231
All Christian	17%	(47)	52%	(144)	30%	(83)	274
All Non-Christian	18%	(12)	55%	(36)	27%	(18)	65
Atheist	15%	(16)	44%	(50)	41%	(47)	113
Agnostic/Nothing in particular	13%	(71)	52%	(288)	35%	(190)	548
Religious Non-Protestant/Catholic	16%	(13)	55%	(46)	29%	(24)	82

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**Table MGC30\_19:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Laying off employees due to the coronavirus pandemic*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	15%	(146)	52%	(517)	34%	(338)	1000
Evangelical	15%	(28)	57%	(103)	27%	(49)	180
Non-Evangelical	16%	(46)	50%	(143)	33%	(95)	283
Community: Urban	16%	(41)	49%	(126)	35%	(89)	256
Community: Suburban	15%	(80)	50%	(271)	35%	(187)	539
Community: Rural	12%	(25)	58%	(120)	30%	(62)	206
Employ: Private Sector	18%	(15)	50%	(42)	32%	(27)	84
Employ: Unemployed	15%	(23)	53%	(82)	32%	(49)	154
Military HH: Yes	11%	(14)	57%	(75)	32%	(43)	132
Military HH: No	15%	(131)	51%	(441)	34%	(295)	868
RD/WT: Right Direction	19%	(57)	56%	(170)	26%	(79)	305
RD/WT: Wrong Track	13%	(89)	50%	(347)	37%	(259)	695
Trump Job Approve	16%	(45)	56%	(154)	28%	(76)	274
Trump Job Disapprove	14%	(83)	48%	(282)	38%	(221)	586
Trump Job Strongly Approve	15%	(16)	56%	(61)	29%	(32)	109
Trump Job Somewhat Approve	17%	(28)	56%	(93)	27%	(44)	166
Trump Job Somewhat Disapprove	20%	(42)	55%	(115)	25%	(52)	209
Trump Job Strongly Disapprove	11%	(42)	44%	(167)	45%	(168)	377
Favorable of Trump	13%	(34)	58%	(149)	28%	(72)	256
Unfavorable of Trump	15%	(89)	49%	(297)	36%	(219)	606
Very Favorable of Trump	12%	(13)	54%	(59)	34%	(37)	109
Somewhat Favorable of Trump	14%	(21)	62%	(91)	24%	(35)	147
Somewhat Unfavorable of Trump	20%	(35)	60%	(106)	20%	(35)	176
Very Unfavorable of Trump	13%	(55)	44%	(191)	43%	(184)	430
#1 Issue: Economy	12%	(35)	54%	(160)	34%	(101)	296
#1 Issue: Security	17%	(13)	59%	(44)	24%	(19)	76
#1 Issue: Health Care	20%	(34)	47%	(81)	33%	(56)	171
#1 Issue: Women's Issues	16%	(19)	39%	(46)	45%	(53)	117
#1 Issue: Education	12%	(18)	59%	(86)	29%	(42)	145
#1 Issue: Energy	13%	(13)	47%	(46)	39%	(38)	98
#1 Issue: Other	15%	(13)	54%	(45)	31%	(25)	82

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**Table MGC30\_19:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Laying off employees due to the coronavirus pandemic*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	15%	(146)	52%	(517)	34%	(338)	1000
2018 House Vote: Democrat	18%	(20)	43%	(49)	39%	(43)	112
2016 Vote: Hillary Clinton	13%	(10)	39%	(30)	47%	(37)	78
2016 Vote: Didn't Vote	14%	(127)	53%	(466)	33%	(288)	881
Voted in 2014: No	15%	(142)	52%	(503)	34%	(326)	972
2012 Vote: Didn't Vote	15%	(143)	52%	(506)	34%	(329)	978
4-Region: Northeast	17%	(36)	56%	(121)	27%	(59)	216
4-Region: Midwest	15%	(34)	47%	(108)	39%	(90)	232
4-Region: South	14%	(48)	52%	(174)	34%	(114)	337
4-Region: West	13%	(27)	53%	(113)	35%	(75)	216

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

**Table MGC30\_20:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Offering employees additional health benefits*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	49%	(488)	43%	(426)	9%	(85)	1000
Gender: Male	44%	(216)	46%	(226)	10%	(47)	489
Gender: Female	53%	(273)	39%	(201)	7%	(38)	511
Age: 18-34	50%	(252)	42%	(213)	8%	(41)	506
Generation Z: 13-23	49%	(488)	43%	(426)	9%	(85)	1000
PID: Dem (no lean)	59%	(209)	36%	(127)	5%	(18)	355
PID: Ind (no lean)	43%	(192)	44%	(197)	13%	(56)	445
PID: Rep (no lean)	44%	(87)	51%	(102)	6%	(11)	201
PID/Gender: Dem Men	53%	(84)	42%	(68)	5%	(8)	160
PID/Gender: Dem Women	64%	(125)	31%	(60)	5%	(10)	195
PID/Gender: Ind Men	40%	(89)	45%	(101)	14%	(32)	223
PID/Gender: Ind Women	46%	(103)	43%	(96)	11%	(24)	222
PID/Gender: Rep Men	40%	(42)	54%	(57)	6%	(7)	106
PID/Gender: Rep Women	48%	(45)	48%	(45)	5%	(5)	95
Ideo: Liberal (1-3)	63%	(203)	31%	(99)	7%	(22)	324
Ideo: Moderate (4)	49%	(91)	46%	(84)	5%	(9)	185
Ideo: Conservative (5-7)	49%	(84)	48%	(84)	3%	(5)	173
Educ: < College	49%	(446)	43%	(392)	9%	(78)	916
Educ: Bachelors degree	49%	(36)	43%	(31)	8%	(6)	72
Income: Under 50k	45%	(222)	43%	(211)	11%	(55)	488
Income: 50k-100k	54%	(177)	40%	(132)	6%	(19)	328
Income: 100k+	49%	(90)	45%	(83)	6%	(11)	183
Ethnicity: White	50%	(322)	44%	(283)	5%	(33)	638
Ethnicity: Hispanic	44%	(88)	40%	(81)	16%	(33)	203
Ethnicity: Afr. Am.	44%	(58)	41%	(53)	15%	(20)	131
Ethnicity: Other	47%	(109)	39%	(90)	14%	(32)	231
All Christian	54%	(148)	42%	(115)	4%	(12)	274
All Non-Christian	57%	(37)	31%	(20)	12%	(8)	65
Atheist	54%	(61)	39%	(44)	7%	(8)	113
Agnostic/Nothing in particular	44%	(243)	45%	(247)	11%	(58)	548
Religious Non-Protestant/Catholic	56%	(46)	33%	(27)	11%	(9)	82

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**Table MGC30\_20:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Offering employees additional health benefits*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	49%	(488)	43%	(426)	9%	(85)	1000
Evangelical	46%	(82)	46%	(82)	9%	(16)	180
Non-Evangelical	54%	(152)	42%	(118)	5%	(14)	283
Community: Urban	49%	(126)	41%	(105)	10%	(24)	256
Community: Suburban	50%	(270)	42%	(226)	8%	(43)	539
Community: Rural	45%	(92)	46%	(95)	9%	(18)	206
Employ: Private Sector	55%	(47)	37%	(31)	8%	(7)	84
Employ: Unemployed	47%	(73)	41%	(63)	12%	(18)	154
Military HH: Yes	44%	(58)	48%	(63)	9%	(12)	132
Military HH: No	50%	(431)	42%	(363)	9%	(74)	868
RD/WT: Right Direction	42%	(128)	49%	(149)	10%	(29)	305
RD/WT: Wrong Track	52%	(361)	40%	(278)	8%	(56)	695
Trump Job Approve	42%	(116)	49%	(134)	9%	(24)	274
Trump Job Disapprove	55%	(320)	39%	(227)	7%	(39)	586
Trump Job Strongly Approve	43%	(47)	48%	(52)	9%	(9)	109
Trump Job Somewhat Approve	42%	(69)	50%	(82)	9%	(14)	166
Trump Job Somewhat Disapprove	48%	(101)	43%	(90)	8%	(18)	209
Trump Job Strongly Disapprove	58%	(219)	36%	(137)	6%	(21)	377
Favorable of Trump	40%	(103)	53%	(135)	7%	(18)	256
Unfavorable of Trump	55%	(332)	39%	(235)	6%	(39)	606
Very Favorable of Trump	43%	(47)	49%	(54)	7%	(8)	109
Somewhat Favorable of Trump	38%	(56)	55%	(81)	7%	(10)	147
Somewhat Unfavorable of Trump	43%	(76)	49%	(86)	8%	(14)	176
Very Unfavorable of Trump	60%	(256)	35%	(149)	6%	(26)	430
#1 Issue: Economy	49%	(145)	46%	(136)	5%	(15)	296
#1 Issue: Security	50%	(38)	43%	(33)	7%	(5)	76
#1 Issue: Health Care	54%	(91)	39%	(66)	8%	(13)	171
#1 Issue: Women's Issues	58%	(68)	33%	(38)	9%	(11)	117
#1 Issue: Education	47%	(69)	43%	(62)	10%	(14)	145
#1 Issue: Energy	46%	(44)	44%	(42)	11%	(11)	98
#1 Issue: Other	35%	(29)	48%	(40)	17%	(14)	82

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**Table MGC30\_20:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Offering employees additional health benefits*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	49%	(488)	43%	(426)	9%	(85)	1000
2018 House Vote: Democrat	54%	(61)	37%	(42)	9%	(10)	112
2016 Vote: Hillary Clinton	58%	(45)	33%	(26)	9%	(7)	78
2016 Vote: Didn't Vote	48%	(424)	43%	(381)	9%	(76)	881
Voted in 2014: No	49%	(476)	42%	(412)	9%	(84)	972
2012 Vote: Didn't Vote	49%	(481)	42%	(412)	9%	(85)	978
4-Region: Northeast	47%	(101)	45%	(96)	8%	(18)	216
4-Region: Midwest	51%	(118)	42%	(97)	7%	(17)	232
4-Region: South	46%	(156)	44%	(148)	10%	(33)	337
4-Region: West	53%	(114)	40%	(85)	8%	(17)	216

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

**Table MGC30\_21:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering flexible hours for employees who are parents or caretakers*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	50%	(499)	42%	(418)	8%	(83)	1000
Gender: Male	45%	(219)	46%	(226)	9%	(44)	489
Gender: Female	55%	(280)	38%	(192)	8%	(40)	511
Age: 18-34	50%	(255)	41%	(208)	8%	(43)	506
Generation Z: 13-23	50%	(499)	42%	(418)	8%	(83)	1000
PID: Dem (no lean)	60%	(213)	35%	(123)	5%	(19)	355
PID: Ind (no lean)	43%	(193)	44%	(196)	12%	(55)	445
PID: Rep (no lean)	46%	(92)	49%	(98)	5%	(10)	201
PID/Gender: Dem Men	57%	(91)	37%	(60)	6%	(9)	160
PID/Gender: Dem Women	62%	(122)	33%	(63)	5%	(10)	195
PID/Gender: Ind Men	38%	(85)	49%	(109)	13%	(28)	223
PID/Gender: Ind Women	49%	(108)	39%	(88)	12%	(26)	222
PID/Gender: Rep Men	40%	(42)	54%	(57)	6%	(6)	106
PID/Gender: Rep Women	53%	(50)	43%	(41)	4%	(4)	95
Ideo: Liberal (1-3)	63%	(204)	32%	(104)	5%	(16)	324
Ideo: Moderate (4)	47%	(88)	46%	(86)	6%	(11)	185
Ideo: Conservative (5-7)	53%	(91)	41%	(71)	6%	(11)	173
Educ: < College	50%	(455)	42%	(387)	8%	(74)	916
Educ: Bachelors degree	52%	(38)	37%	(27)	11%	(8)	72
Income: Under 50k	48%	(236)	41%	(200)	11%	(53)	488
Income: 50k-100k	50%	(165)	43%	(142)	6%	(21)	328
Income: 100k+	53%	(98)	41%	(76)	5%	(10)	183
Ethnicity: White	52%	(329)	43%	(276)	5%	(32)	638
Ethnicity: Hispanic	48%	(96)	38%	(78)	14%	(29)	203
Ethnicity: Afr. Am.	44%	(58)	37%	(48)	19%	(25)	131
Ethnicity: Other	48%	(111)	40%	(93)	11%	(26)	231
All Christian	54%	(147)	41%	(113)	5%	(14)	274
All Non-Christian	57%	(37)	34%	(22)	9%	(6)	65
Atheist	56%	(63)	41%	(46)	3%	(4)	113
Agnostic/Nothing in particular	46%	(251)	43%	(237)	11%	(60)	548
Religious Non-Protestant/Catholic	56%	(46)	36%	(29)	9%	(7)	82

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**Table MGC30\_21:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering flexible hours for employees who are parents or caretakers*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	50%	(499)	42%	(418)	8%	(83)	1000
Evangelical	47%	(84)	46%	(82)	7%	(13)	180
Non-Evangelical	52%	(148)	41%	(116)	7%	(19)	283
Community: Urban	48%	(122)	42%	(107)	11%	(27)	256
Community: Suburban	52%	(282)	41%	(219)	7%	(37)	539
Community: Rural	46%	(95)	45%	(92)	9%	(19)	206
Employ: Private Sector	58%	(49)	34%	(29)	8%	(7)	84
Employ: Unemployed	40%	(61)	47%	(73)	13%	(20)	154
Military HH: Yes	47%	(62)	44%	(59)	9%	(12)	132
Military HH: No	50%	(436)	41%	(359)	8%	(72)	868
RD/WT: Right Direction	43%	(131)	46%	(141)	11%	(33)	305
RD/WT: Wrong Track	53%	(368)	40%	(276)	7%	(51)	695
Trump Job Approve	43%	(119)	47%	(128)	10%	(27)	274
Trump Job Disapprove	56%	(327)	38%	(222)	6%	(37)	586
Trump Job Strongly Approve	42%	(45)	47%	(51)	11%	(12)	109
Trump Job Somewhat Approve	44%	(73)	47%	(77)	9%	(15)	166
Trump Job Somewhat Disapprove	55%	(116)	39%	(82)	5%	(11)	209
Trump Job Strongly Disapprove	56%	(211)	37%	(140)	7%	(27)	377
Favorable of Trump	42%	(107)	49%	(126)	9%	(22)	256
Unfavorable of Trump	56%	(341)	38%	(229)	6%	(35)	606
Very Favorable of Trump	47%	(51)	42%	(46)	11%	(12)	109
Somewhat Favorable of Trump	38%	(56)	55%	(80)	7%	(10)	147
Somewhat Unfavorable of Trump	51%	(90)	44%	(78)	4%	(8)	176
Very Unfavorable of Trump	58%	(251)	35%	(152)	6%	(28)	430
#1 Issue: Economy	49%	(145)	43%	(128)	8%	(23)	296
#1 Issue: Security	55%	(42)	37%	(28)	8%	(6)	76
#1 Issue: Health Care	55%	(94)	39%	(66)	6%	(11)	171
#1 Issue: Women's Issues	59%	(69)	31%	(37)	10%	(12)	117
#1 Issue: Education	45%	(66)	48%	(70)	6%	(9)	145
#1 Issue: Energy	52%	(51)	41%	(40)	7%	(7)	98
#1 Issue: Other	33%	(27)	52%	(42)	15%	(13)	82

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**Table MGC30\_21:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Offering flexible hours for employees who are parents or caretakers*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	50%	(499)	42%	(418)	8%	(83)	1000
2018 House Vote: Democrat	56%	(63)	34%	(39)	9%	(10)	112
2016 Vote: Hillary Clinton	51%	(40)	36%	(28)	13%	(10)	78
2016 Vote: Didn't Vote	50%	(437)	42%	(373)	8%	(70)	881
Voted in 2014: No	50%	(486)	42%	(407)	8%	(78)	972
2012 Vote: Didn't Vote	50%	(489)	42%	(409)	8%	(80)	978
4-Region: Northeast	49%	(106)	44%	(94)	7%	(16)	216
4-Region: Midwest	52%	(120)	42%	(97)	6%	(15)	232
4-Region: South	46%	(155)	43%	(146)	10%	(35)	337
4-Region: West	54%	(118)	38%	(81)	8%	(18)	216

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

**Table MGC30\_22:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Provided updates on item or service availability*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	43%	(434)	47%	(470)	10%	(96)	1000
Gender: Male	41%	(199)	49%	(241)	10%	(48)	489
Gender: Female	46%	(235)	45%	(228)	9%	(48)	511
Age: 18-34	45%	(228)	46%	(232)	9%	(47)	506
Generation Z: 13-23	43%	(434)	47%	(470)	10%	(96)	1000
PID: Dem (no lean)	49%	(174)	43%	(153)	8%	(27)	355
PID: Ind (no lean)	41%	(183)	47%	(208)	12%	(54)	445
PID: Rep (no lean)	38%	(77)	54%	(109)	7%	(15)	201
PID/Gender: Dem Men	48%	(76)	44%	(71)	8%	(13)	160
PID/Gender: Dem Women	50%	(98)	42%	(82)	7%	(14)	195
PID/Gender: Ind Men	38%	(83)	50%	(110)	13%	(29)	223
PID/Gender: Ind Women	45%	(99)	44%	(97)	11%	(25)	222
PID/Gender: Rep Men	37%	(39)	57%	(60)	6%	(6)	106
PID/Gender: Rep Women	40%	(37)	52%	(49)	9%	(8)	95
Ideo: Liberal (1-3)	50%	(162)	42%	(135)	8%	(27)	324
Ideo: Moderate (4)	48%	(88)	48%	(89)	4%	(8)	185
Ideo: Conservative (5-7)	46%	(79)	48%	(84)	6%	(11)	173
Educ: < College	43%	(398)	47%	(433)	9%	(85)	916
Educ: Bachelors degree	44%	(32)	46%	(34)	10%	(7)	72
Income: Under 50k	38%	(184)	50%	(243)	13%	(62)	488
Income: 50k-100k	46%	(151)	46%	(151)	8%	(26)	328
Income: 100k+	54%	(99)	41%	(75)	5%	(9)	183
Ethnicity: White	44%	(283)	49%	(310)	7%	(45)	638
Ethnicity: Hispanic	41%	(83)	43%	(87)	16%	(33)	203
Ethnicity: Afr. Am.	38%	(49)	46%	(60)	16%	(22)	131
Ethnicity: Other	44%	(102)	43%	(100)	13%	(30)	231
All Christian	47%	(128)	48%	(132)	5%	(15)	274
All Non-Christian	56%	(36)	31%	(20)	13%	(9)	65
Atheist	45%	(50)	44%	(49)	12%	(13)	113
Agnostic/Nothing in particular	40%	(220)	49%	(268)	11%	(60)	548
Religious Non-Protestant/Catholic	53%	(43)	33%	(27)	14%	(12)	82

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**Table MGC30\_22:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Provided updates on item or service availability*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	43%	(434)	47%	(470)	10%	(96)	1000
Evangelical	43%	(78)	51%	(92)	5%	(9)	180
Non-Evangelical	46%	(131)	48%	(135)	6%	(17)	283
Community: Urban	43%	(111)	46%	(119)	10%	(26)	256
Community: Suburban	45%	(243)	46%	(250)	8%	(46)	539
Community: Rural	39%	(80)	49%	(101)	12%	(25)	206
Employ: Private Sector	50%	(42)	41%	(34)	9%	(8)	84
Employ: Unemployed	42%	(64)	47%	(73)	11%	(17)	154
Military HH: Yes	37%	(49)	53%	(70)	10%	(14)	132
Military HH: No	44%	(386)	46%	(400)	9%	(82)	868
RD/WT: Right Direction	41%	(125)	48%	(147)	11%	(34)	305
RD/WT: Wrong Track	45%	(309)	46%	(323)	9%	(62)	695
Trump Job Approve	42%	(114)	47%	(129)	12%	(32)	274
Trump Job Disapprove	47%	(275)	45%	(266)	8%	(45)	586
Trump Job Strongly Approve	41%	(44)	47%	(51)	13%	(14)	109
Trump Job Somewhat Approve	42%	(70)	47%	(78)	11%	(18)	166
Trump Job Somewhat Disapprove	50%	(105)	43%	(90)	7%	(14)	209
Trump Job Strongly Disapprove	45%	(170)	47%	(176)	8%	(31)	377
Favorable of Trump	40%	(102)	51%	(130)	9%	(24)	256
Unfavorable of Trump	46%	(279)	46%	(277)	8%	(50)	606
Very Favorable of Trump	42%	(46)	47%	(51)	10%	(11)	109
Somewhat Favorable of Trump	38%	(56)	54%	(79)	8%	(12)	147
Somewhat Unfavorable of Trump	43%	(76)	47%	(83)	10%	(17)	176
Very Unfavorable of Trump	47%	(203)	45%	(194)	8%	(34)	430
#1 Issue: Economy	47%	(140)	44%	(130)	9%	(26)	296
#1 Issue: Security	52%	(39)	39%	(29)	10%	(7)	76
#1 Issue: Health Care	42%	(72)	48%	(82)	9%	(16)	171
#1 Issue: Women's Issues	40%	(47)	50%	(59)	10%	(12)	117
#1 Issue: Education	42%	(61)	49%	(72)	9%	(12)	145
#1 Issue: Energy	42%	(41)	50%	(49)	8%	(8)	98
#1 Issue: Other	36%	(30)	49%	(40)	15%	(13)	82

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**Table MGC30\_22:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Provided updates on item or service availability*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	43%	(434)	47%	(470)	10%	(96)	1000
2018 House Vote: Democrat	46%	(52)	44%	(50)	9%	(11)	112
2016 Vote: Hillary Clinton	41%	(32)	46%	(35)	13%	(10)	78
2016 Vote: Didn't Vote	44%	(384)	47%	(414)	9%	(83)	881
Voted in 2014: No	44%	(424)	47%	(458)	9%	(90)	972
2012 Vote: Didn't Vote	44%	(427)	47%	(460)	9%	(91)	978
4-Region: Northeast	44%	(96)	47%	(101)	9%	(19)	216
4-Region: Midwest	41%	(96)	50%	(115)	9%	(21)	232
4-Region: South	40%	(136)	49%	(164)	11%	(37)	337
4-Region: West	49%	(107)	42%	(90)	9%	(20)	216

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

**Table MGC30\_23:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Provided updates on delivery availability if applicable*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	47%	(467)	45%	(447)	9%	(86)	1000
Gender: Male	40%	(194)	51%	(247)	10%	(47)	489
Gender: Female	53%	(273)	39%	(200)	8%	(39)	511
Age: 18-34	46%	(232)	46%	(231)	8%	(42)	506
Generation Z: 13-23	47%	(467)	45%	(447)	9%	(86)	1000
PID: Dem (no lean)	53%	(189)	40%	(143)	6%	(23)	355
PID: Ind (no lean)	40%	(179)	49%	(216)	11%	(50)	445
PID: Rep (no lean)	49%	(99)	44%	(88)	7%	(13)	201
PID/Gender: Dem Men	45%	(72)	48%	(76)	7%	(11)	160
PID/Gender: Dem Women	60%	(117)	34%	(67)	6%	(11)	195
PID/Gender: Ind Men	34%	(75)	54%	(121)	12%	(27)	223
PID/Gender: Ind Women	47%	(104)	43%	(95)	10%	(23)	222
PID/Gender: Rep Men	45%	(47)	47%	(50)	8%	(8)	106
PID/Gender: Rep Women	54%	(51)	40%	(38)	5%	(5)	95
Ideo: Liberal (1-3)	53%	(171)	41%	(132)	6%	(21)	324
Ideo: Moderate (4)	48%	(90)	46%	(84)	6%	(11)	185
Ideo: Conservative (5-7)	52%	(89)	44%	(75)	5%	(8)	173
Educ: < College	47%	(428)	45%	(411)	8%	(76)	916
Educ: Bachelors degree	48%	(35)	43%	(31)	9%	(7)	72
Income: Under 50k	42%	(207)	47%	(228)	11%	(53)	488
Income: 50k-100k	51%	(169)	42%	(139)	6%	(20)	328
Income: 100k+	50%	(91)	44%	(80)	7%	(12)	183
Ethnicity: White	49%	(310)	46%	(293)	6%	(36)	638
Ethnicity: Hispanic	42%	(86)	43%	(87)	15%	(30)	203
Ethnicity: Afr. Am.	41%	(54)	42%	(55)	17%	(22)	131
Ethnicity: Other	45%	(104)	43%	(100)	12%	(28)	231
All Christian	54%	(149)	42%	(114)	4%	(11)	274
All Non-Christian	52%	(34)	31%	(20)	16%	(11)	65
Atheist	51%	(58)	42%	(47)	7%	(8)	113
Agnostic/Nothing in particular	41%	(227)	48%	(266)	10%	(56)	548
Religious Non-Protestant/Catholic	51%	(42)	34%	(28)	15%	(12)	82

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**Table MGC30\_23:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Provided updates on delivery availability if applicable*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	47%	(467)	45%	(447)	9%	(86)	1000
Evangelical	46%	(83)	49%	(88)	5%	(9)	180
Non-Evangelical	53%	(149)	43%	(121)	4%	(13)	283
Community: Urban	46%	(117)	43%	(111)	11%	(27)	256
Community: Suburban	49%	(262)	44%	(239)	7%	(38)	539
Community: Rural	43%	(87)	47%	(98)	10%	(21)	206
Employ: Private Sector	53%	(45)	37%	(31)	10%	(8)	84
Employ: Unemployed	40%	(62)	49%	(75)	11%	(17)	154
Military HH: Yes	43%	(56)	49%	(65)	8%	(11)	132
Military HH: No	47%	(411)	44%	(382)	9%	(75)	868
RD/WT: Right Direction	43%	(132)	47%	(145)	9%	(29)	305
RD/WT: Wrong Track	48%	(335)	44%	(303)	8%	(57)	695
Trump Job Approve	45%	(124)	45%	(124)	10%	(27)	274
Trump Job Disapprove	49%	(288)	44%	(260)	6%	(38)	586
Trump Job Strongly Approve	44%	(48)	46%	(50)	10%	(11)	109
Trump Job Somewhat Approve	46%	(76)	44%	(73)	10%	(16)	166
Trump Job Somewhat Disapprove	53%	(111)	41%	(86)	6%	(12)	209
Trump Job Strongly Disapprove	47%	(178)	46%	(173)	7%	(26)	377
Favorable of Trump	43%	(111)	50%	(127)	7%	(18)	256
Unfavorable of Trump	50%	(304)	43%	(263)	6%	(39)	606
Very Favorable of Trump	48%	(52)	44%	(48)	8%	(9)	109
Somewhat Favorable of Trump	40%	(59)	54%	(79)	6%	(9)	147
Somewhat Unfavorable of Trump	49%	(87)	46%	(81)	4%	(8)	176
Very Unfavorable of Trump	50%	(217)	42%	(182)	7%	(32)	430
#1 Issue: Economy	50%	(147)	42%	(125)	8%	(25)	296
#1 Issue: Security	49%	(37)	40%	(31)	11%	(8)	76
#1 Issue: Health Care	45%	(77)	48%	(81)	7%	(12)	171
#1 Issue: Women's Issues	53%	(63)	39%	(46)	7%	(9)	117
#1 Issue: Education	46%	(67)	47%	(68)	7%	(10)	145
#1 Issue: Energy	43%	(42)	50%	(49)	7%	(7)	98
#1 Issue: Other	34%	(28)	49%	(41)	16%	(13)	82

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**Table MGC30\_23:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*  
*Provided updates on delivery availability if applicable*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	47%	(467)	45%	(447)	9%	(86)	1000
2018 House Vote: Democrat	47%	(53)	41%	(46)	12%	(13)	112
2016 Vote: Hillary Clinton	50%	(39)	35%	(27)	15%	(11)	78
2016 Vote: Didn't Vote	47%	(412)	45%	(397)	8%	(72)	881
Voted in 2014: No	47%	(459)	45%	(437)	8%	(76)	972
2012 Vote: Didn't Vote	47%	(459)	45%	(439)	8%	(80)	978
4-Region: Northeast	47%	(102)	45%	(98)	7%	(16)	216
4-Region: Midwest	48%	(112)	45%	(105)	7%	(15)	232
4-Region: South	44%	(148)	46%	(154)	10%	(34)	337
4-Region: West	49%	(105)	42%	(90)	9%	(20)	216

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

**Table MGC30\_24:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Introduced a new product to contribute to customers' wellbeing during the COVID-19 pandemic (coronavirus)*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	41%	(413)	50%	(497)	9%	(90)	1000
Gender: Male	41%	(203)	50%	(242)	9%	(44)	489
Gender: Female	41%	(210)	50%	(255)	9%	(46)	511
Age: 18-34	39%	(200)	50%	(253)	11%	(53)	506
Generation Z: 13-23	41%	(413)	50%	(497)	9%	(90)	1000
PID: Dem (no lean)	45%	(160)	48%	(170)	7%	(26)	355
PID: Ind (no lean)	38%	(170)	50%	(221)	12%	(54)	445
PID: Rep (no lean)	41%	(83)	53%	(107)	5%	(10)	201
PID/Gender: Dem Men	45%	(72)	47%	(76)	8%	(12)	160
PID/Gender: Dem Women	45%	(88)	48%	(94)	7%	(13)	195
PID/Gender: Ind Men	38%	(84)	51%	(114)	11%	(25)	223
PID/Gender: Ind Women	39%	(86)	48%	(107)	13%	(29)	222
PID/Gender: Rep Men	44%	(47)	50%	(53)	6%	(6)	106
PID/Gender: Rep Women	39%	(36)	57%	(54)	4%	(4)	95
Ideo: Liberal (1-3)	44%	(143)	47%	(154)	8%	(27)	324
Ideo: Moderate (4)	41%	(75)	52%	(96)	7%	(14)	185
Ideo: Conservative (5-7)	48%	(83)	47%	(82)	5%	(8)	173
Educ: < College	42%	(381)	50%	(456)	9%	(79)	916
Educ: Bachelors degree	39%	(28)	50%	(36)	11%	(8)	72
Income: Under 50k	36%	(176)	51%	(250)	13%	(62)	488
Income: 50k-100k	47%	(153)	48%	(157)	5%	(18)	328
Income: 100k+	46%	(84)	49%	(89)	5%	(10)	183
Ethnicity: White	43%	(274)	51%	(326)	6%	(37)	638
Ethnicity: Hispanic	40%	(80)	48%	(97)	13%	(25)	203
Ethnicity: Afr. Am.	31%	(41)	49%	(64)	20%	(27)	131
Ethnicity: Other	42%	(98)	46%	(107)	11%	(26)	231
All Christian	47%	(129)	45%	(124)	8%	(22)	274
All Non-Christian	51%	(33)	35%	(23)	14%	(9)	65
Atheist	41%	(46)	53%	(60)	6%	(7)	113
Agnostic/Nothing in particular	37%	(204)	53%	(291)	10%	(53)	548
Religious Non-Protestant/Catholic	52%	(42)	36%	(29)	13%	(11)	82

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**Table MGC30\_24:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Introduced a new product to contribute to customers' wellbeing during the COVID-19 pandemic (coronavirus)*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	41%	(413)	50%	(497)	9%	(90)	1000
Evangelical	41%	(75)	54%	(97)	4%	(8)	180
Non-Evangelical	44%	(124)	48%	(136)	8%	(23)	283
Community: Urban	39%	(98)	49%	(126)	12%	(31)	256
Community: Suburban	44%	(235)	49%	(262)	8%	(41)	539
Community: Rural	38%	(79)	53%	(109)	9%	(18)	206
Employ: Private Sector	42%	(36)	48%	(40)	10%	(8)	84
Employ: Unemployed	37%	(57)	55%	(84)	8%	(13)	154
Military HH: Yes	39%	(52)	55%	(73)	6%	(8)	132
Military HH: No	42%	(361)	49%	(425)	9%	(82)	868
RD/WT: Right Direction	38%	(115)	54%	(165)	8%	(25)	305
RD/WT: Wrong Track	43%	(297)	48%	(333)	9%	(65)	695
Trump Job Approve	39%	(108)	52%	(141)	9%	(25)	274
Trump Job Disapprove	43%	(255)	49%	(285)	8%	(47)	586
Trump Job Strongly Approve	43%	(47)	48%	(52)	9%	(10)	109
Trump Job Somewhat Approve	37%	(61)	54%	(90)	9%	(15)	166
Trump Job Somewhat Disapprove	47%	(99)	47%	(98)	6%	(13)	209
Trump Job Strongly Disapprove	41%	(156)	50%	(187)	9%	(34)	377
Favorable of Trump	36%	(93)	55%	(142)	8%	(21)	256
Unfavorable of Trump	44%	(266)	49%	(295)	7%	(44)	606
Very Favorable of Trump	42%	(46)	50%	(54)	8%	(9)	109
Somewhat Favorable of Trump	32%	(47)	60%	(87)	9%	(13)	147
Somewhat Unfavorable of Trump	44%	(77)	51%	(89)	5%	(9)	176
Very Unfavorable of Trump	44%	(189)	48%	(206)	8%	(35)	430
#1 Issue: Economy	40%	(118)	51%	(150)	9%	(28)	296
#1 Issue: Security	48%	(36)	46%	(35)	6%	(5)	76
#1 Issue: Health Care	49%	(84)	41%	(70)	10%	(17)	171
#1 Issue: Women's Issues	49%	(57)	43%	(50)	9%	(10)	117
#1 Issue: Education	39%	(56)	54%	(79)	7%	(11)	145
#1 Issue: Energy	34%	(34)	56%	(55)	10%	(9)	98
#1 Issue: Other	29%	(24)	60%	(49)	11%	(9)	82

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**Table MGC30\_24:** *If a company did the following as a response to the coronavirus pandemic, would you be more or less likely to purchase their product or service after the pandemic ends?*

*Introduced a new product to contribute to customers' wellbeing during the COVID-19 pandemic (coronavirus)*

Demographic	More likely to purchase		No change		Less likely to purchase		Total N
Adults	41%	(413)	50%	(497)	9%	(90)	1000
2018 House Vote: Democrat	40%	(45)	50%	(56)	10%	(11)	112
2016 Vote: Hillary Clinton	39%	(30)	47%	(36)	14%	(11)	78
2016 Vote: Didn't Vote	42%	(367)	50%	(437)	9%	(77)	881
Voted in 2014: No	42%	(406)	50%	(481)	9%	(85)	972
2012 Vote: Didn't Vote	41%	(405)	50%	(487)	9%	(86)	978
4-Region: Northeast	41%	(88)	50%	(108)	9%	(20)	216
4-Region: Midwest	44%	(102)	48%	(112)	8%	(18)	232
4-Region: South	39%	(132)	52%	(174)	9%	(30)	337
4-Region: West	42%	(91)	48%	(103)	10%	(22)	216

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

**Table MGCdem1:** *Has your parent or guardian given you permission to take surveys such as this?*

Demographic		Yes	Total N
Adults	100%	(494)	494
Gender: Male	100%	(216)	216
Gender: Female	100%	(278)	278
Generation Z: 13-23	100%	(494)	494
PID: Dem (no lean)	100%	(146)	146
PID: Ind (no lean)	100%	(248)	248
PID: Rep (no lean)	100%	(101)	101
PID/Gender: Dem Men	100%	(61)	61
PID/Gender: Dem Women	100%	(84)	84
PID/Gender: Ind Men	100%	(109)	109
PID/Gender: Ind Women	100%	(139)	139
PID/Gender: Rep Women	100%	(55)	55
Ideo: Liberal (1-3)	100%	(123)	123
Ideo: Moderate (4)	100%	(63)	63
Ideo: Conservative (5-7)	100%	(81)	81
Educ: < College	100%	(494)	494
Income: Under 50k	100%	(218)	218
Income: 50k-100k	100%	(165)	165
Income: 100k+	100%	(111)	111
Ethnicity: White	100%	(310)	310
Ethnicity: Hispanic	100%	(91)	91
Ethnicity: Afr. Am.	100%	(55)	55
Ethnicity: Other	100%	(129)	129
All Christian	100%	(134)	134
Agnostic/Nothing in particular	100%	(284)	284
Evangelical	100%	(96)	96
Non-Evangelical	100%	(148)	148
Community: Urban	100%	(112)	112
Community: Suburban	100%	(277)	277
Community: Rural	100%	(105)	105
Employ: Unemployed	100%	(59)	59
Military HH: Yes	100%	(81)	81
Military HH: No	100%	(413)	413

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**Table MGCdem1:** *Has your parent or guardian given you permission to take surveys such as this?*

Demographic		Yes	Total N
Adults	100%	(494)	494
RD/WT: Right Direction	100%	(154)	154
RD/WT: Wrong Track	100%	(340)	340
Trump Job Approve	100%	(131)	131
Trump Job Disapprove	100%	(272)	272
Trump Job Strongly Approve	100%	(53)	53
Trump Job Somewhat Approve	100%	(78)	78
Trump Job Somewhat Disapprove	100%	(100)	100
Trump Job Strongly Disapprove	100%	(172)	172
Favorable of Trump	100%	(127)	127
Unfavorable of Trump	100%	(287)	287
Very Favorable of Trump	100%	(52)	52
Somewhat Favorable of Trump	100%	(75)	75
Somewhat Unfavorable of Trump	100%	(94)	94
Very Unfavorable of Trump	100%	(193)	193
#1 Issue: Economy	100%	(121)	121
#1 Issue: Health Care	100%	(70)	70
#1 Issue: Women's Issues	100%	(70)	70
#1 Issue: Education	100%	(88)	88
#1 Issue: Other	100%	(52)	52
2016 Vote: Didn't Vote	100%	(489)	489
Voted in 2014: No	100%	(491)	491
2012 Vote: Didn't Vote	100%	(491)	491
4-Region: Northeast	100%	(90)	90
4-Region: Midwest	100%	(136)	136
4-Region: South	100%	(155)	155
4-Region: West	100%	(112)	112

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	1000	100%
xdemGender	Gender: Male	489	49%
	Gender: Female	511	51%
	N	1000	
age	Age: 18-34	506	51%
demAgeGeneration	Generation Z: 13-23	1000	100%
xpid3	PID: Dem (no lean)	355	35%
	PID: Ind (no lean)	445	44%
	PID: Rep (no lean)	201	20%
	N	1000	
xpidGender	PID/Gender: Dem Men	160	16%
	PID/Gender: Dem Women	195	19%
	PID/Gender: Ind Men	223	22%
	PID/Gender: Ind Women	222	22%
	PID/Gender: Rep Men	106	11%
	PID/Gender: Rep Women	95	9%
	N	1000	
xdemIdeo3	Ideo: Liberal (1-3)	324	32%
	Ideo: Moderate (4)	185	19%
	Ideo: Conservative (5-7)	173	17%
	N	682	
xeduc3	Educ: < College	916	92%
	Educ: Bachelors degree	72	7%
	Educ: Post-grad	12	1%
	N	1000	
xdemInc3	Income: Under 50k	488	49%
	Income: 50k-100k	328	33%
	Income: 100k+	183	18%
	N	1000	
xdemWhite	Ethnicity: White	638	64%
xdemHispBin	Ethnicity: Hispanic	203	20%
demBlackBin	Ethnicity: Afr. Am.	131	13%
demRaceOther	Ethnicity: Other	231	23%

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemReligion	All Christian	274	27%
	All Non-Christian	65	6%
	Atheist	113	11%
	Agnostic/Nothing in particular	548	55%
	N	1000	
xdemReligOther	Religious Non-Protestant/Catholic	82	8%
xdemEvang	Evangelical	180	18%
	Non-Evangelical	283	28%
	N	463	
xdemUsr	Community: Urban	256	26%
	Community: Suburban	539	54%
	Community: Rural	206	21%
	N	1000	
xdemEmploy	Employ: Private Sector	84	8%
	Employ: Government	33	3%
	Employ: Self-Employed	47	5%
	Employ: Homemaker	8	1%
	Employ: Retired	1	0%
	Employ: Unemployed	154	15%
	Employ: Other	41	4%
	N	368	
xdemMilHH1	Military HH: Yes	132	13%
	Military HH: No	868	87%
	N	1000	
xnr1	RD/WT: Right Direction	305	31%
	RD/WT: Wrong Track	695	69%
	N	1000	
Trump_Approve	Trump Job Approve	274	27%
	Trump Job Disapprove	586	59%
	N	861	
Trump_Approve2	Trump Job Strongly Approve	109	11%
	Trump Job Somewhat Approve	166	17%
	Trump Job Somewhat Disapprove	209	21%
	Trump Job Strongly Disapprove	377	38%
	N	861	
Trump_Fav	Favorable of Trump	256	26%
	Unfavorable of Trump	606	61%
	N	862	

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## Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav_FULL	Very Favorable of Trump	109	11%
	Somewhat Favorable of Trump	147	15%
	Somewhat Unfavorable of Trump	176	18%
	Very Unfavorable of Trump	430	43%
	N	862	
xnr3	#1 Issue: Economy	296	30%
	#1 Issue: Security	76	8%
	#1 Issue: Health Care	171	17%
	#1 Issue: Medicare / Social Security	15	1%
	#1 Issue: Women's Issues	117	12%
	#1 Issue: Education	145	15%
	#1 Issue: Energy	98	10%
	#1 Issue: Other	82	8%
	N	1000	
xsubVote18O	2018 House Vote: Democrat	112	11%
	2018 House Vote: Republican	38	4%
	2018 House Vote: Someone else	15	1%
	N	165	
xsubVote16O	2016 Vote: Hillary Clinton	78	8%
	2016 Vote: Donald Trump	29	3%
	2016 Vote: Other	13	1%
	2016 Vote: Didn't Vote	881	88%
	N	1000	
xsubVote14O	Voted in 2014: Yes	28	3%
	Voted in 2014: No	972	97%
	N	1000	
xsubVote12O	2012 Vote: Barack Obama	18	2%
	2012 Vote: Mitt Romney	3	0%
	2012 Vote: Other	1	0%
	2012 Vote: Didn't Vote	978	98%
	N	1000	
xreg4	4-Region: Northeast	216	22%
	4-Region: Midwest	232	23%
	4-Region: South	337	34%
	4-Region: West	216	22%
	N	1000	

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

