



National Tracking Poll #200543
May 12-15, 2020

Crosstabulation Results

Methodology:

This poll was conducted between May 12-May 15, 2020 among a national sample of 1992 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table CMS1_1: *In the past month, have you done the following?*
Worn a face mask in public spaces such as the grocery store or park

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	68%	(1351)	19%	(385)	13%	(255)	1992
Gender: Male	62%	(582)	22%	(205)	16%	(146)	932
Gender: Female	73%	(770)	17%	(181)	10%	(109)	1060
Age: 18-34	66%	(330)	21%	(105)	13%	(66)	500
Age: 35-44	64%	(195)	22%	(66)	14%	(42)	303
Age: 45-64	65%	(473)	20%	(143)	15%	(110)	725
Age: 65+	76%	(353)	16%	(72)	8%	(38)	463
GenZers: 1997-2012	71%	(145)	15%	(30)	14%	(29)	205
Millennials: 1981-1996	62%	(268)	24%	(106)	14%	(59)	434
GenXers: 1965-1980	65%	(324)	20%	(99)	15%	(75)	498
Baby Boomers: 1946-1964	71%	(562)	18%	(141)	11%	(86)	789
PID: Dem (no lean)	76%	(590)	14%	(108)	10%	(74)	772
PID: Ind (no lean)	63%	(354)	22%	(121)	15%	(83)	558
PID: Rep (no lean)	62%	(407)	24%	(156)	15%	(99)	662
PID/Gender: Dem Men	69%	(206)	18%	(52)	13%	(39)	297
PID/Gender: Dem Women	81%	(384)	12%	(56)	7%	(35)	475
PID/Gender: Ind Men	60%	(177)	24%	(69)	16%	(47)	292
PID/Gender: Ind Women	67%	(177)	20%	(52)	14%	(36)	266
PID/Gender: Rep Men	58%	(199)	24%	(84)	18%	(60)	343
PID/Gender: Rep Women	65%	(208)	23%	(72)	12%	(38)	319
Ideo: Liberal (1-3)	75%	(444)	16%	(96)	9%	(53)	593
Ideo: Moderate (4)	69%	(377)	17%	(95)	13%	(72)	544
Ideo: Conservative (5-7)	64%	(464)	22%	(163)	14%	(102)	729
Educ: < College	67%	(837)	19%	(232)	15%	(184)	1253
Educ: Bachelors degree	69%	(327)	21%	(99)	10%	(45)	471
Educ: Post-grad	70%	(188)	20%	(54)	10%	(27)	268
Income: Under 50k	66%	(638)	18%	(176)	16%	(159)	973
Income: 50k-100k	69%	(479)	21%	(145)	10%	(66)	690
Income: 100k+	71%	(235)	20%	(65)	9%	(30)	329

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Table CMS1_1: *In the past month, have you done the following?*
Worn a face mask in public spaces such as the grocery store or park

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	68%	(1351)	19%	(385)	13%	(255)	1992
Ethnicity: White	66%	(1058)	21%	(333)	14%	(220)	1611
Ethnicity: Hispanic	74%	(142)	20%	(39)	6%	(12)	193
Ethnicity: Afr. Am.	77%	(194)	13%	(34)	10%	(25)	253
Ethnicity: Other	78%	(100)	14%	(19)	8%	(10)	128
All Christian	69%	(704)	19%	(190)	13%	(131)	1025
All Non-Christian	74%	(74)	19%	(19)	7%	(7)	100
Atheist	69%	(66)	17%	(16)	14%	(13)	95
Agnostic/Nothing in particular	66%	(508)	21%	(160)	13%	(104)	772
Religious Non-Protestant/Catholic	69%	(95)	19%	(26)	13%	(17)	139
Evangelical	68%	(366)	17%	(91)	15%	(78)	534
Non-Evangelical	70%	(526)	19%	(143)	11%	(79)	748
Community: Urban	71%	(356)	18%	(89)	12%	(59)	504
Community: Suburban	69%	(702)	19%	(196)	11%	(115)	1014
Community: Rural	62%	(293)	21%	(100)	17%	(81)	474
Employ: Private Sector	65%	(408)	24%	(151)	11%	(71)	631
Employ: Government	64%	(64)	25%	(25)	11%	(11)	100
Employ: Self-Employed	66%	(90)	20%	(27)	14%	(19)	136
Employ: Homemaker	67%	(87)	16%	(21)	18%	(23)	131
Employ: Retired	73%	(378)	16%	(84)	11%	(59)	521
Employ: Unemployed	64%	(150)	16%	(38)	20%	(46)	233
Employ: Other	72%	(86)	17%	(21)	11%	(13)	119
Military HH: Yes	64%	(207)	22%	(70)	14%	(46)	323
Military HH: No	69%	(1144)	19%	(316)	13%	(209)	1669
RD/WT: Right Direction	60%	(421)	23%	(160)	17%	(122)	703
RD/WT: Wrong Track	72%	(931)	17%	(225)	10%	(133)	1289
Trump Job Approve	59%	(514)	25%	(218)	15%	(133)	865
Trump Job Disapprove	76%	(813)	15%	(156)	9%	(100)	1070
Trump Job Strongly Approve	57%	(280)	25%	(120)	18%	(89)	489
Trump Job Somewhat Approve	62%	(234)	26%	(98)	12%	(44)	376
Trump Job Somewhat Disapprove	70%	(153)	20%	(43)	10%	(23)	219
Trump Job Strongly Disapprove	78%	(660)	13%	(113)	9%	(78)	850

Continued on next page

Table CMS1_1: *In the past month, have you done the following?*
Worn a face mask in public spaces such as the grocery store or park

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	68%	(1351)	19%	(385)	13%	(255)	1992
Favorable of Trump	60%	(511)	25%	(211)	15%	(126)	848
Unfavorable of Trump	76%	(810)	14%	(150)	10%	(107)	1067
Very Favorable of Trump	58%	(285)	24%	(117)	18%	(90)	493
Somewhat Favorable of Trump	63%	(225)	26%	(94)	10%	(36)	355
Somewhat Unfavorable of Trump	67%	(118)	16%	(27)	17%	(31)	176
Very Unfavorable of Trump	78%	(692)	14%	(123)	9%	(77)	891
#1 Issue: Economy	66%	(444)	23%	(153)	12%	(78)	675
#1 Issue: Security	54%	(119)	21%	(46)	26%	(57)	222
#1 Issue: Health Care	72%	(317)	15%	(67)	12%	(55)	438
#1 Issue: Medicare / Social Security	77%	(234)	15%	(47)	8%	(24)	305
#1 Issue: Women's Issues	74%	(66)	18%	(16)	8%	(7)	89
#1 Issue: Education	59%	(60)	28%	(29)	13%	(14)	103
#1 Issue: Energy	73%	(42)	16%	(9)	10%	(6)	58
#1 Issue: Other	67%	(68)	18%	(18)	15%	(15)	102
2018 House Vote: Democrat	76%	(567)	15%	(110)	10%	(73)	750
2018 House Vote: Republican	63%	(430)	23%	(158)	14%	(95)	683
2018 House Vote: Someone else	63%	(45)	27%	(20)	10%	(7)	72
2016 Vote: Hillary Clinton	76%	(516)	15%	(103)	9%	(61)	680
2016 Vote: Donald Trump	64%	(474)	22%	(166)	14%	(104)	744
2016 Vote: Other	65%	(96)	22%	(33)	13%	(19)	147
2016 Vote: Didn't Vote	63%	(262)	20%	(84)	17%	(71)	417
Voted in 2014: Yes	70%	(943)	19%	(256)	11%	(145)	1344
Voted in 2014: No	63%	(409)	20%	(129)	17%	(110)	648
2012 Vote: Barack Obama	74%	(611)	17%	(144)	9%	(71)	826
2012 Vote: Mitt Romney	63%	(347)	21%	(116)	16%	(91)	553
2012 Vote: Other	54%	(44)	30%	(25)	16%	(13)	81
2012 Vote: Didn't Vote	66%	(345)	19%	(101)	15%	(80)	526
4-Region: Northeast	80%	(286)	15%	(54)	4%	(16)	355
4-Region: Midwest	64%	(293)	22%	(100)	14%	(65)	458
4-Region: South	64%	(476)	20%	(150)	16%	(118)	744
4-Region: West	68%	(296)	19%	(82)	13%	(56)	435

Continued on next page

Table CMS1_1: *In the past month, have you done the following?*
Worn a face mask in public spaces such as the grocery store or park

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	68%	(1351)	19%	(385)	13%	(255)	1992
Sports fan	70%	(904)	19%	(253)	11%	(144)	1301
Traveled outside of U.S. in past year 1+ times	69%	(267)	22%	(85)	9%	(33)	385
Frequent Flyer	68%	(157)	23%	(53)	9%	(20)	230

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

Table CMS1_2: *In the past month, have you done the following?*
Avoided contact with others by social distancing

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	74%	(1473)	22%	(442)	4%	(77)	1992
Gender: Male	69%	(642)	25%	(233)	6%	(58)	932
Gender: Female	78%	(832)	20%	(209)	2%	(19)	1060
Age: 18-34	69%	(344)	25%	(125)	6%	(31)	500
Age: 35-44	69%	(207)	27%	(83)	4%	(13)	303
Age: 45-64	75%	(543)	22%	(162)	3%	(21)	725
Age: 65+	82%	(379)	16%	(72)	3%	(12)	463
GenZers: 1997-2012	70%	(142)	23%	(47)	7%	(15)	205
Millennials: 1981-1996	67%	(292)	27%	(117)	6%	(26)	434
GenXers: 1965-1980	71%	(354)	26%	(131)	2%	(12)	498
Baby Boomers: 1946-1964	80%	(628)	18%	(140)	3%	(21)	789
PID: Dem (no lean)	82%	(630)	16%	(121)	3%	(21)	772
PID: Ind (no lean)	69%	(387)	26%	(143)	5%	(29)	558
PID: Rep (no lean)	69%	(456)	27%	(178)	4%	(28)	662
PID/Gender: Dem Men	81%	(242)	14%	(41)	5%	(14)	297
PID/Gender: Dem Women	82%	(389)	17%	(79)	1%	(7)	475
PID/Gender: Ind Men	61%	(179)	31%	(90)	8%	(23)	292
PID/Gender: Ind Women	78%	(208)	20%	(52)	2%	(6)	266
PID/Gender: Rep Men	64%	(221)	29%	(101)	6%	(21)	343
PID/Gender: Rep Women	74%	(235)	24%	(77)	2%	(6)	319
Ideo: Liberal (1-3)	83%	(495)	14%	(82)	3%	(16)	593
Ideo: Moderate (4)	77%	(417)	19%	(104)	4%	(22)	544
Ideo: Conservative (5-7)	69%	(504)	28%	(202)	3%	(23)	729
Educ: < College	72%	(906)	23%	(289)	5%	(58)	1253
Educ: Bachelors degree	76%	(359)	22%	(102)	2%	(10)	471
Educ: Post-grad	78%	(208)	19%	(51)	3%	(9)	268
Income: Under 50k	71%	(691)	24%	(231)	5%	(51)	973
Income: 50k-100k	76%	(522)	22%	(151)	3%	(18)	690
Income: 100k+	79%	(261)	18%	(60)	2%	(8)	329
Ethnicity: White	74%	(1189)	23%	(364)	4%	(58)	1611
Ethnicity: Hispanic	76%	(147)	20%	(39)	4%	(8)	193
Ethnicity: Afr. Am.	74%	(187)	21%	(53)	5%	(12)	253

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Table CMS1_2: In the past month, have you done the following?
Avoided contact with others by social distancing

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	74%	(1473)	22%	(442)	4%	(77)	1992
Ethnicity: Other	76%	(97)	19%	(24)	5%	(7)	128
All Christian	76%	(784)	21%	(214)	3%	(27)	1025
All Non-Christian	78%	(78)	19%	(19)	3%	(3)	100
Atheist	76%	(73)	23%	(22)	1%	(1)	95
Agnostic/Nothing in particular	70%	(539)	24%	(187)	6%	(46)	772
Religious Non-Protestant/Catholic	73%	(101)	24%	(34)	3%	(4)	139
Evangelical	71%	(377)	25%	(136)	4%	(22)	534
Non-Evangelical	78%	(580)	20%	(147)	3%	(21)	748
Community: Urban	73%	(368)	22%	(109)	6%	(28)	504
Community: Suburban	76%	(767)	21%	(213)	3%	(34)	1014
Community: Rural	72%	(339)	25%	(120)	3%	(15)	474
Employ: Private Sector	72%	(453)	25%	(155)	4%	(23)	631
Employ: Government	72%	(72)	22%	(22)	6%	(6)	100
Employ: Self-Employed	72%	(97)	24%	(33)	4%	(5)	136
Employ: Homemaker	77%	(100)	21%	(27)	2%	(3)	131
Employ: Retired	79%	(414)	18%	(91)	3%	(17)	521
Employ: Unemployed	67%	(157)	27%	(63)	6%	(14)	233
Employ: Other	74%	(88)	20%	(24)	6%	(8)	119
Military HH: Yes	72%	(234)	23%	(74)	5%	(16)	323
Military HH: No	74%	(1239)	22%	(368)	4%	(61)	1669
RD/WT: Right Direction	66%	(465)	29%	(206)	5%	(33)	703
RD/WT: Wrong Track	78%	(1008)	18%	(236)	3%	(44)	1289
Trump Job Approve	67%	(582)	28%	(246)	4%	(37)	865
Trump Job Disapprove	81%	(867)	17%	(178)	2%	(25)	1070
Trump Job Strongly Approve	66%	(323)	28%	(137)	6%	(29)	489
Trump Job Somewhat Approve	69%	(259)	29%	(108)	2%	(8)	376
Trump Job Somewhat Disapprove	71%	(157)	24%	(52)	5%	(10)	219
Trump Job Strongly Disapprove	83%	(710)	15%	(126)	2%	(15)	850
Favorable of Trump	68%	(574)	28%	(238)	4%	(36)	848
Unfavorable of Trump	81%	(865)	16%	(175)	2%	(27)	1067

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Table CMS1_2: *In the past month, have you done the following?*
Avoided contact with others by social distancing

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	74%	(1473)	22%	(442)	4%	(77)	1992
Very Favorable of Trump	66%	(326)	28%	(138)	6%	(29)	493
Somewhat Favorable of Trump	70%	(248)	28%	(100)	2%	(8)	355
Somewhat Unfavorable of Trump	70%	(124)	24%	(43)	5%	(9)	176
Very Unfavorable of Trump	83%	(741)	15%	(132)	2%	(17)	891
#1 Issue: Economy	73%	(491)	24%	(161)	3%	(22)	675
#1 Issue: Security	63%	(140)	29%	(65)	8%	(18)	222
#1 Issue: Health Care	81%	(354)	16%	(68)	4%	(17)	438
#1 Issue: Medicare / Social Security	81%	(247)	16%	(49)	3%	(9)	305
#1 Issue: Women's Issues	73%	(65)	24%	(21)	3%	(3)	89
#1 Issue: Education	55%	(57)	39%	(40)	5%	(5)	103
#1 Issue: Energy	80%	(46)	18%	(10)	3%	(2)	58
#1 Issue: Other	72%	(74)	26%	(27)	2%	(2)	102
2018 House Vote: Democrat	84%	(627)	14%	(106)	2%	(17)	750
2018 House Vote: Republican	68%	(468)	28%	(189)	4%	(27)	683
2018 House Vote: Someone else	62%	(45)	30%	(22)	8%	(6)	72
2016 Vote: Hillary Clinton	83%	(562)	14%	(98)	3%	(20)	680
2016 Vote: Donald Trump	70%	(524)	26%	(196)	3%	(24)	744
2016 Vote: Other	68%	(100)	29%	(43)	3%	(4)	147
2016 Vote: Didn't Vote	68%	(284)	25%	(104)	7%	(29)	417
Voted in 2014: Yes	76%	(1025)	21%	(283)	3%	(35)	1344
Voted in 2014: No	69%	(448)	24%	(159)	6%	(42)	648
2012 Vote: Barack Obama	80%	(659)	18%	(146)	3%	(21)	826
2012 Vote: Mitt Romney	70%	(387)	27%	(149)	3%	(18)	553
2012 Vote: Other	63%	(52)	31%	(25)	6%	(5)	81
2012 Vote: Didn't Vote	70%	(371)	23%	(122)	6%	(34)	526
4-Region: Northeast	75%	(268)	22%	(78)	3%	(10)	355
4-Region: Midwest	69%	(315)	27%	(124)	4%	(19)	458
4-Region: South	76%	(565)	21%	(154)	3%	(26)	744
4-Region: West	75%	(326)	20%	(87)	5%	(22)	435
Sports fan	73%	(953)	24%	(309)	3%	(39)	1301
Traveled outside of U.S. in past year 1+ times	75%	(287)	23%	(87)	3%	(10)	385

Continued on next page

Table CMS1_2: *In the past month, have you done the following?*
Avoided contact with others by social distancing

Demographic	Yes, always	Yes, sometimes	No, I have not done this	Total N
Registered Voters	74% (1473)	22% (442)	4% (77)	1992
Frequent Flyer	75% (172)	22% (50)	4% (8)	230

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

Table CMS1_3: *In the past month, have you done the following?*
Disinfected and cleaned your home

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	55%	(1092)	36%	(726)	9%	(174)	1992
Gender: Male	49%	(453)	40%	(369)	12%	(110)	932
Gender: Female	60%	(639)	34%	(356)	6%	(64)	1060
Age: 18-34	58%	(292)	33%	(166)	8%	(42)	500
Age: 35-44	60%	(181)	33%	(99)	7%	(22)	303
Age: 45-64	53%	(384)	38%	(278)	9%	(63)	725
Age: 65+	51%	(236)	39%	(182)	10%	(46)	463
GenZers: 1997-2012	57%	(116)	33%	(68)	10%	(21)	205
Millennials: 1981-1996	59%	(257)	33%	(143)	8%	(34)	434
GenXers: 1965-1980	60%	(298)	33%	(166)	7%	(34)	498
Baby Boomers: 1946-1964	49%	(389)	41%	(324)	10%	(76)	789
PID: Dem (no lean)	62%	(477)	32%	(244)	7%	(51)	772
PID: Ind (no lean)	47%	(264)	41%	(228)	12%	(66)	558
PID: Rep (no lean)	53%	(352)	38%	(254)	9%	(57)	662
PID/Gender: Dem Men	56%	(166)	35%	(104)	9%	(27)	297
PID/Gender: Dem Women	65%	(310)	30%	(140)	5%	(24)	475
PID/Gender: Ind Men	44%	(130)	41%	(120)	14%	(42)	292
PID/Gender: Ind Women	50%	(134)	40%	(107)	9%	(25)	266
PID/Gender: Rep Men	46%	(158)	42%	(145)	12%	(41)	343
PID/Gender: Rep Women	61%	(194)	34%	(109)	5%	(16)	319
Ideo: Liberal (1-3)	58%	(341)	35%	(207)	7%	(44)	593
Ideo: Moderate (4)	58%	(313)	34%	(184)	9%	(47)	544
Ideo: Conservative (5-7)	51%	(374)	40%	(295)	8%	(60)	729
Educ: < College	58%	(721)	33%	(417)	9%	(115)	1253
Educ: Bachelors degree	54%	(254)	39%	(182)	8%	(36)	471
Educ: Post-grad	44%	(117)	47%	(127)	9%	(24)	268
Income: Under 50k	54%	(526)	34%	(335)	12%	(113)	973
Income: 50k-100k	56%	(389)	37%	(255)	7%	(46)	690
Income: 100k+	54%	(177)	41%	(136)	5%	(16)	329
Ethnicity: White	52%	(840)	39%	(625)	9%	(147)	1611
Ethnicity: Hispanic	67%	(129)	28%	(54)	5%	(10)	193
Ethnicity: Afr. Am.	70%	(178)	22%	(57)	7%	(18)	253

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Table CMS1_3: In the past month, have you done the following?
Disinfected and cleaned your home

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	55%	(1092)	36%	(726)	9%	(174)	1992
Ethnicity: Other	58%	(74)	35%	(44)	7%	(9)	128
All Christian	55%	(565)	37%	(377)	8%	(83)	1025
All Non-Christian	49%	(49)	42%	(42)	9%	(8)	100
Atheist	45%	(43)	42%	(40)	13%	(12)	95
Agnostic/Nothing in particular	56%	(435)	34%	(266)	9%	(71)	772
Religious Non-Protestant/Catholic	50%	(69)	41%	(57)	9%	(13)	139
Evangelical	58%	(309)	35%	(187)	7%	(38)	534
Non-Evangelical	57%	(424)	35%	(264)	8%	(60)	748
Community: Urban	57%	(287)	32%	(163)	11%	(54)	504
Community: Suburban	54%	(550)	39%	(390)	7%	(73)	1014
Community: Rural	54%	(255)	36%	(172)	10%	(47)	474
Employ: Private Sector	59%	(369)	34%	(217)	7%	(44)	631
Employ: Government	47%	(47)	43%	(43)	10%	(10)	100
Employ: Self-Employed	58%	(79)	38%	(52)	3%	(5)	136
Employ: Homemaker	68%	(89)	26%	(34)	6%	(8)	131
Employ: Retired	47%	(247)	41%	(213)	12%	(61)	521
Employ: Unemployed	57%	(132)	31%	(73)	12%	(28)	233
Employ: Other	49%	(58)	40%	(48)	11%	(13)	119
Military HH: Yes	50%	(162)	38%	(124)	12%	(37)	323
Military HH: No	56%	(931)	36%	(601)	8%	(137)	1669
RD/WT: Right Direction	54%	(381)	37%	(257)	9%	(65)	703
RD/WT: Wrong Track	55%	(711)	36%	(469)	8%	(109)	1289
Trump Job Approve	53%	(462)	38%	(326)	9%	(77)	865
Trump Job Disapprove	56%	(604)	36%	(386)	7%	(80)	1070
Trump Job Strongly Approve	52%	(255)	37%	(179)	11%	(55)	489
Trump Job Somewhat Approve	55%	(207)	39%	(146)	6%	(22)	376
Trump Job Somewhat Disapprove	48%	(105)	42%	(93)	10%	(21)	219
Trump Job Strongly Disapprove	59%	(498)	34%	(293)	7%	(59)	850
Favorable of Trump	54%	(458)	37%	(316)	9%	(74)	848
Unfavorable of Trump	56%	(600)	36%	(386)	8%	(81)	1067

Continued on next page

Table CMS1_3: *In the past month, have you done the following?*
Disinfected and cleaned your home

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	55%	(1092)	36%	(726)	9%	(174)	1992
Very Favorable of Trump	54%	(268)	36%	(176)	10%	(48)	493
Somewhat Favorable of Trump	53%	(190)	39%	(140)	7%	(25)	355
Somewhat Unfavorable of Trump	44%	(78)	47%	(82)	9%	(15)	176
Very Unfavorable of Trump	59%	(522)	34%	(303)	7%	(66)	891
#1 Issue: Economy	60%	(406)	33%	(221)	7%	(48)	675
#1 Issue: Security	47%	(104)	42%	(92)	12%	(26)	222
#1 Issue: Health Care	57%	(248)	35%	(152)	9%	(38)	438
#1 Issue: Medicare / Social Security	53%	(162)	38%	(116)	9%	(27)	305
#1 Issue: Women's Issues	60%	(53)	35%	(31)	6%	(5)	89
#1 Issue: Education	41%	(42)	46%	(48)	12%	(12)	103
#1 Issue: Energy	53%	(31)	38%	(22)	9%	(5)	58
#1 Issue: Other	45%	(46)	44%	(45)	12%	(12)	102
2018 House Vote: Democrat	58%	(432)	35%	(263)	7%	(55)	750
2018 House Vote: Republican	53%	(362)	38%	(262)	9%	(60)	683
2018 House Vote: Someone else	57%	(41)	34%	(25)	9%	(6)	72
2016 Vote: Hillary Clinton	56%	(379)	37%	(251)	7%	(50)	680
2016 Vote: Donald Trump	55%	(410)	36%	(269)	9%	(65)	744
2016 Vote: Other	47%	(70)	44%	(65)	8%	(12)	147
2016 Vote: Didn't Vote	55%	(232)	33%	(140)	11%	(46)	417
Voted in 2014: Yes	56%	(747)	37%	(495)	8%	(102)	1344
Voted in 2014: No	53%	(345)	36%	(231)	11%	(72)	648
2012 Vote: Barack Obama	57%	(474)	36%	(297)	7%	(55)	826
2012 Vote: Mitt Romney	51%	(283)	40%	(220)	9%	(50)	553
2012 Vote: Other	53%	(43)	37%	(30)	10%	(8)	81
2012 Vote: Didn't Vote	55%	(289)	34%	(177)	12%	(61)	526
4-Region: Northeast	57%	(204)	35%	(124)	8%	(28)	355
4-Region: Midwest	52%	(237)	39%	(179)	9%	(42)	458
4-Region: South	60%	(444)	33%	(246)	7%	(54)	744
4-Region: West	48%	(208)	41%	(177)	12%	(50)	435
Sports fan	57%	(738)	36%	(467)	7%	(96)	1301
Traveled outside of U.S. in past year 1+ times	55%	(212)	40%	(153)	5%	(20)	385

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Table CMS1_3: *In the past month, have you done the following?*
Disinfected and cleaned your home

Demographic	Yes, always	Yes, sometimes	No, I have not done this	Total N
Registered Voters	55% (1092)	36% (726)	9% (174)	1992
Frequent Flyer	53% (123)	41% (94)	6% (13)	230

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

Table CMS1_4: *In the past month, have you done the following?*
Disinfected and cleaned your personal electronics

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	47%	(928)	37%	(728)	17%	(336)	1992
Gender: Male	41%	(385)	38%	(352)	21%	(196)	932
Gender: Female	51%	(543)	35%	(376)	13%	(141)	1060
Age: 18-34	53%	(263)	34%	(168)	14%	(69)	500
Age: 35-44	54%	(164)	32%	(97)	14%	(41)	303
Age: 45-64	42%	(302)	39%	(281)	20%	(142)	725
Age: 65+	43%	(198)	39%	(181)	18%	(84)	463
GenZers: 1997-2012	52%	(106)	32%	(66)	16%	(33)	205
Millennials: 1981-1996	54%	(233)	34%	(149)	12%	(53)	434
GenXers: 1965-1980	51%	(253)	33%	(163)	16%	(81)	498
Baby Boomers: 1946-1964	40%	(312)	41%	(325)	19%	(152)	789
PID: Dem (no lean)	52%	(399)	34%	(259)	15%	(114)	772
PID: Ind (no lean)	42%	(237)	38%	(211)	20%	(109)	558
PID: Rep (no lean)	44%	(292)	39%	(257)	17%	(113)	662
PID/Gender: Dem Men	49%	(147)	33%	(99)	17%	(51)	297
PID/Gender: Dem Women	53%	(252)	34%	(159)	13%	(64)	475
PID/Gender: Ind Men	38%	(111)	38%	(110)	25%	(72)	292
PID/Gender: Ind Women	48%	(127)	38%	(102)	14%	(38)	266
PID/Gender: Rep Men	37%	(127)	42%	(143)	21%	(73)	343
PID/Gender: Rep Women	52%	(165)	36%	(115)	12%	(39)	319
Ideo: Liberal (1-3)	47%	(279)	36%	(212)	17%	(102)	593
Ideo: Moderate (4)	53%	(287)	34%	(186)	13%	(70)	544
Ideo: Conservative (5-7)	42%	(309)	40%	(290)	18%	(130)	729
Educ: < College	49%	(612)	34%	(430)	17%	(210)	1253
Educ: Bachelors degree	45%	(211)	39%	(184)	16%	(77)	471
Educ: Post-grad	39%	(105)	42%	(114)	18%	(49)	268
Income: Under 50k	46%	(452)	34%	(327)	20%	(194)	973
Income: 50k-100k	48%	(328)	38%	(264)	14%	(97)	690
Income: 100k+	45%	(148)	41%	(136)	14%	(45)	329
Ethnicity: White	44%	(710)	38%	(613)	18%	(289)	1611
Ethnicity: Hispanic	54%	(105)	36%	(70)	9%	(18)	193
Ethnicity: Afr. Am.	61%	(154)	27%	(69)	12%	(30)	253

Continued on next page

Table CMS1_4: *In the past month, have you done the following?*
Disinfected and cleaned your personal electronics

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	47%	(928)	37%	(728)	17%	(336)	1992
Ethnicity: Other	50%	(65)	36%	(46)	14%	(17)	128
All Christian	46%	(470)	38%	(386)	16%	(169)	1025
All Non-Christian	46%	(46)	35%	(35)	19%	(19)	100
Atheist	38%	(36)	38%	(37)	24%	(22)	95
Agnostic/Nothing in particular	49%	(376)	35%	(270)	16%	(126)	772
Religious Non-Protestant/Catholic	43%	(60)	39%	(54)	18%	(24)	139
Evangelical	50%	(266)	35%	(189)	15%	(80)	534
Non-Evangelical	47%	(349)	37%	(280)	16%	(118)	748
Community: Urban	49%	(248)	34%	(173)	16%	(83)	504
Community: Suburban	46%	(462)	38%	(385)	16%	(167)	1014
Community: Rural	46%	(218)	36%	(169)	18%	(87)	474
Employ: Private Sector	50%	(315)	37%	(232)	13%	(83)	631
Employ: Government	51%	(52)	30%	(30)	19%	(19)	100
Employ: Self-Employed	50%	(68)	36%	(49)	14%	(19)	136
Employ: Homemaker	60%	(79)	28%	(36)	12%	(16)	131
Employ: Retired	39%	(202)	40%	(207)	22%	(112)	521
Employ: Unemployed	44%	(102)	34%	(80)	22%	(51)	233
Employ: Other	42%	(50)	38%	(46)	19%	(23)	119
Military HH: Yes	42%	(137)	33%	(107)	24%	(78)	323
Military HH: No	47%	(791)	37%	(620)	15%	(258)	1669
RD/WT: Right Direction	46%	(324)	36%	(255)	18%	(125)	703
RD/WT: Wrong Track	47%	(604)	37%	(473)	16%	(212)	1289
Trump Job Approve	44%	(381)	39%	(333)	17%	(151)	865
Trump Job Disapprove	49%	(524)	35%	(378)	16%	(167)	1070
Trump Job Strongly Approve	45%	(222)	35%	(172)	19%	(95)	489
Trump Job Somewhat Approve	42%	(159)	43%	(161)	15%	(56)	376
Trump Job Somewhat Disapprove	40%	(89)	46%	(101)	14%	(30)	219
Trump Job Strongly Disapprove	51%	(436)	33%	(277)	16%	(137)	850
Favorable of Trump	45%	(380)	38%	(321)	17%	(147)	848
Unfavorable of Trump	49%	(526)	35%	(374)	16%	(167)	1067

Continued on next page

Table CMS1_4: *In the past month, have you done the following?*
Disinfected and cleaned your personal electronics

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	47%	(928)	37%	(728)	17%	(336)	1992
Very Favorable of Trump	46%	(226)	36%	(177)	18%	(90)	493
Somewhat Favorable of Trump	43%	(153)	41%	(144)	16%	(57)	355
Somewhat Unfavorable of Trump	42%	(74)	43%	(75)	15%	(26)	176
Very Unfavorable of Trump	51%	(452)	34%	(299)	16%	(141)	891
#1 Issue: Economy	50%	(335)	34%	(228)	17%	(112)	675
#1 Issue: Security	39%	(86)	42%	(94)	19%	(42)	222
#1 Issue: Health Care	51%	(222)	34%	(149)	15%	(67)	438
#1 Issue: Medicare / Social Security	45%	(139)	37%	(112)	18%	(54)	305
#1 Issue: Women's Issues	49%	(43)	39%	(35)	12%	(11)	89
#1 Issue: Education	40%	(41)	46%	(48)	13%	(14)	103
#1 Issue: Energy	38%	(22)	44%	(25)	19%	(11)	58
#1 Issue: Other	39%	(39)	36%	(37)	25%	(26)	102
2018 House Vote: Democrat	49%	(367)	36%	(274)	15%	(109)	750
2018 House Vote: Republican	44%	(299)	39%	(267)	17%	(117)	683
2018 House Vote: Someone else	49%	(35)	30%	(22)	21%	(15)	72
2016 Vote: Hillary Clinton	49%	(331)	37%	(250)	15%	(99)	680
2016 Vote: Donald Trump	46%	(340)	37%	(276)	17%	(129)	744
2016 Vote: Other	42%	(62)	42%	(62)	16%	(24)	147
2016 Vote: Didn't Vote	46%	(193)	34%	(140)	20%	(84)	417
Voted in 2014: Yes	47%	(627)	38%	(507)	16%	(210)	1344
Voted in 2014: No	46%	(301)	34%	(220)	20%	(127)	648
2012 Vote: Barack Obama	48%	(393)	37%	(309)	15%	(124)	826
2012 Vote: Mitt Romney	43%	(240)	39%	(215)	18%	(99)	553
2012 Vote: Other	47%	(38)	34%	(27)	19%	(16)	81
2012 Vote: Didn't Vote	48%	(253)	34%	(176)	19%	(97)	526
4-Region: Northeast	47%	(168)	35%	(126)	17%	(62)	355
4-Region: Midwest	46%	(211)	36%	(166)	18%	(80)	458
4-Region: South	50%	(371)	35%	(262)	15%	(111)	744
4-Region: West	41%	(178)	40%	(174)	19%	(83)	435
Sports fan	49%	(639)	36%	(468)	15%	(193)	1301
Traveled outside of U.S. in past year 1+ times	51%	(197)	37%	(144)	11%	(44)	385

Continued on next page

Table CMS1_4: *In the past month, have you done the following?*
Disinfected and cleaned your personal electronics

Demographic	Yes, always		Yes, sometimes		No, I have not done this		Total N
Registered Voters	47%	(928)	37%	(728)	17%	(336)	1992
Frequent Flyer	50%	(115)	40%	(92)	10%	(23)	230

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

Table CMS2_1: *How comfortable would you be doing the following activities right now?*
Going out to eat at a restaurant or cafe

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	8%	(165)	15%	(294)	21%	(418)	52%	(1034)	4%	(81)	1992
Gender: Male	11%	(100)	17%	(158)	22%	(209)	45%	(420)	5%	(46)	932
Gender: Female	6%	(65)	13%	(136)	20%	(210)	58%	(614)	3%	(35)	1060
Age: 18-34	10%	(50)	16%	(82)	23%	(113)	45%	(227)	6%	(28)	500
Age: 35-44	8%	(24)	16%	(50)	23%	(69)	48%	(147)	4%	(13)	303
Age: 45-64	9%	(66)	15%	(107)	22%	(162)	50%	(362)	4%	(29)	725
Age: 65+	5%	(25)	12%	(55)	16%	(75)	64%	(298)	2%	(11)	463
GenZers: 1997-2012	9%	(19)	14%	(29)	22%	(45)	48%	(98)	7%	(14)	205
Millennials: 1981-1996	10%	(43)	18%	(77)	24%	(104)	43%	(188)	5%	(22)	434
GenXers: 1965-1980	10%	(48)	15%	(75)	22%	(112)	48%	(240)	5%	(23)	498
Baby Boomers: 1946-1964	6%	(49)	13%	(104)	19%	(151)	59%	(462)	3%	(22)	789
PID: Dem (no lean)	6%	(44)	11%	(82)	17%	(132)	63%	(485)	4%	(29)	772
PID: Ind (no lean)	6%	(36)	13%	(74)	23%	(128)	52%	(292)	5%	(29)	558
PID: Rep (no lean)	13%	(85)	21%	(138)	24%	(158)	39%	(257)	4%	(23)	662
PID/Gender: Dem Men	7%	(20)	15%	(46)	18%	(53)	56%	(165)	4%	(13)	297
PID/Gender: Dem Women	5%	(24)	8%	(36)	17%	(79)	67%	(320)	3%	(16)	475
PID/Gender: Ind Men	8%	(23)	13%	(39)	24%	(69)	48%	(141)	7%	(19)	292
PID/Gender: Ind Women	5%	(13)	13%	(35)	22%	(59)	57%	(151)	4%	(9)	266
PID/Gender: Rep Men	16%	(57)	21%	(73)	25%	(86)	33%	(114)	4%	(14)	343
PID/Gender: Rep Women	9%	(29)	21%	(65)	23%	(72)	45%	(143)	3%	(9)	319
Ideo: Liberal (1-3)	7%	(40)	10%	(57)	18%	(106)	64%	(380)	2%	(10)	593
Ideo: Moderate (4)	5%	(27)	14%	(76)	20%	(107)	57%	(311)	4%	(23)	544
Ideo: Conservative (5-7)	11%	(81)	19%	(142)	24%	(174)	42%	(308)	3%	(24)	729
Educ: < College	9%	(110)	14%	(182)	19%	(240)	52%	(655)	5%	(67)	1253
Educ: Bachelors degree	7%	(31)	15%	(72)	25%	(117)	51%	(240)	2%	(11)	471
Educ: Post-grad	9%	(24)	15%	(40)	23%	(62)	52%	(139)	1%	(3)	268
Income: Under 50k	8%	(80)	15%	(148)	21%	(200)	50%	(487)	6%	(58)	973
Income: 50k-100k	7%	(50)	15%	(104)	22%	(152)	53%	(368)	2%	(17)	690
Income: 100k+	11%	(35)	13%	(42)	20%	(67)	54%	(179)	2%	(6)	329
Ethnicity: White	9%	(141)	16%	(250)	21%	(345)	51%	(819)	4%	(57)	1611
Ethnicity: Hispanic	11%	(22)	13%	(25)	13%	(26)	59%	(114)	3%	(6)	193

Continued on next page

Table CMS2_1: *How comfortable would you be doing the following activities right now?*
Going out to eat at a restaurant or cafe

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	8%	(165)	15%	(294)	21%	(418)	52%	(1034)	4%	(81)	1992
Ethnicity: Afr. Am.	7%	(17)	11%	(29)	18%	(45)	59%	(150)	5%	(12)	253
Ethnicity: Other	5%	(7)	12%	(15)	22%	(28)	51%	(65)	10%	(13)	128
All Christian	7%	(72)	16%	(167)	20%	(207)	54%	(553)	3%	(26)	1025
All Non-Christian	4%	(4)	9%	(9)	23%	(23)	62%	(62)	2%	(2)	100
Atheist	8%	(8)	15%	(15)	22%	(21)	54%	(51)	1%	(1)	95
Agnostic/Nothing in particular	10%	(80)	13%	(103)	22%	(168)	48%	(369)	7%	(51)	772
Religious Non-Protestant/Catholic	4%	(5)	15%	(21)	23%	(32)	56%	(77)	3%	(4)	139
Evangelical	12%	(63)	18%	(95)	20%	(109)	46%	(245)	4%	(22)	534
Non-Evangelical	6%	(48)	13%	(97)	20%	(147)	58%	(432)	3%	(24)	748
Community: Urban	9%	(44)	13%	(64)	17%	(87)	55%	(275)	7%	(34)	504
Community: Suburban	8%	(80)	15%	(149)	23%	(231)	52%	(523)	3%	(30)	1014
Community: Rural	8%	(40)	17%	(81)	21%	(101)	50%	(236)	4%	(17)	474
Employ: Private Sector	10%	(61)	18%	(114)	22%	(139)	47%	(298)	3%	(19)	631
Employ: Government	9%	(10)	17%	(17)	29%	(29)	43%	(43)	2%	(2)	100
Employ: Self-Employed	9%	(12)	18%	(24)	15%	(20)	52%	(71)	6%	(8)	136
Employ: Homemaker	4%	(5)	9%	(11)	21%	(28)	62%	(81)	4%	(5)	131
Employ: Retired	8%	(40)	12%	(61)	18%	(96)	59%	(309)	3%	(16)	521
Employ: Unemployed	8%	(19)	16%	(37)	23%	(53)	48%	(112)	5%	(12)	233
Employ: Other	10%	(12)	11%	(14)	19%	(22)	50%	(60)	10%	(12)	119
Military HH: Yes	10%	(33)	19%	(60)	17%	(56)	49%	(159)	4%	(14)	323
Military HH: No	8%	(131)	14%	(233)	22%	(362)	52%	(875)	4%	(67)	1669
RD/WT: Right Direction	10%	(73)	22%	(151)	23%	(160)	41%	(291)	4%	(28)	703
RD/WT: Wrong Track	7%	(92)	11%	(142)	20%	(258)	58%	(743)	4%	(53)	1289
Trump Job Approve	12%	(102)	21%	(178)	22%	(188)	42%	(366)	4%	(31)	865
Trump Job Disapprove	5%	(58)	10%	(102)	21%	(220)	62%	(659)	3%	(32)	1070
Trump Job Strongly Approve	17%	(85)	20%	(97)	21%	(102)	38%	(184)	4%	(20)	489
Trump Job Somewhat Approve	4%	(17)	22%	(81)	23%	(86)	48%	(182)	3%	(11)	376
Trump Job Somewhat Disapprove	6%	(12)	12%	(26)	25%	(55)	53%	(115)	5%	(10)	219
Trump Job Strongly Disapprove	5%	(45)	9%	(76)	19%	(165)	64%	(543)	3%	(21)	850

Continued on next page

Table CMS2_1: *How comfortable would you be doing the following activities right now?*
Going out to eat at a restaurant or cafe

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	8%	(165)	15%	(294)	21%	(418)	52%	(1034)	4%	(81)	1992
Favorable of Trump	12%	(101)	21%	(182)	21%	(181)	42%	(355)	3%	(29)	848
Unfavorable of Trump	5%	(58)	10%	(103)	21%	(227)	61%	(650)	3%	(29)	1067
Very Favorable of Trump	17%	(85)	21%	(103)	21%	(103)	37%	(183)	4%	(19)	493
Somewhat Favorable of Trump	4%	(15)	22%	(79)	22%	(79)	49%	(173)	3%	(10)	355
Somewhat Unfavorable of Trump	5%	(9)	11%	(20)	33%	(57)	45%	(80)	6%	(10)	176
Very Unfavorable of Trump	5%	(48)	9%	(84)	19%	(170)	64%	(571)	2%	(19)	891
#1 Issue: Economy	12%	(82)	18%	(120)	22%	(146)	45%	(306)	3%	(20)	675
#1 Issue: Security	9%	(21)	20%	(44)	22%	(50)	42%	(94)	6%	(13)	222
#1 Issue: Health Care	5%	(21)	10%	(44)	21%	(91)	60%	(264)	4%	(19)	438
#1 Issue: Medicare / Social Security	5%	(14)	12%	(37)	21%	(64)	59%	(180)	3%	(10)	305
#1 Issue: Women's Issues	9%	(8)	15%	(13)	21%	(19)	50%	(44)	5%	(5)	89
#1 Issue: Education	7%	(7)	15%	(15)	23%	(23)	47%	(48)	8%	(9)	103
#1 Issue: Energy	6%	(3)	12%	(7)	21%	(12)	62%	(36)	—	(0)	58
#1 Issue: Other	8%	(8)	12%	(13)	14%	(14)	61%	(62)	5%	(5)	102
2018 House Vote: Democrat	5%	(35)	10%	(78)	20%	(146)	63%	(469)	3%	(21)	750
2018 House Vote: Republican	13%	(87)	21%	(142)	22%	(152)	42%	(287)	2%	(15)	683
2018 House Vote: Someone else	8%	(6)	16%	(11)	28%	(20)	44%	(32)	5%	(3)	72
2016 Vote: Hillary Clinton	4%	(31)	10%	(65)	19%	(132)	64%	(436)	2%	(17)	680
2016 Vote: Donald Trump	12%	(86)	21%	(157)	20%	(146)	45%	(336)	3%	(19)	744
2016 Vote: Other	7%	(11)	11%	(17)	35%	(51)	42%	(62)	4%	(6)	147
2016 Vote: Didn't Vote	9%	(37)	13%	(55)	21%	(88)	48%	(198)	9%	(39)	417
Voted in 2014: Yes	8%	(109)	15%	(202)	21%	(282)	53%	(716)	3%	(36)	1344
Voted in 2014: No	9%	(56)	14%	(92)	21%	(137)	49%	(319)	7%	(45)	648
2012 Vote: Barack Obama	5%	(41)	11%	(87)	21%	(175)	60%	(499)	3%	(24)	826
2012 Vote: Mitt Romney	11%	(63)	21%	(116)	22%	(119)	44%	(245)	2%	(11)	553
2012 Vote: Other	15%	(12)	20%	(16)	26%	(21)	38%	(31)	1%	(1)	81
2012 Vote: Didn't Vote	9%	(49)	14%	(74)	20%	(103)	49%	(257)	8%	(43)	526

Continued on next page

Table CMS2_1: *How comfortable would you be doing the following activities right now?*
Going out to eat at a restaurant or cafe

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	8%	(165)	15%	(294)	21%	(418)	52%	(1034)	4%	(81)	1992
4-Region: Northeast	7%	(26)	11%	(39)	21%	(73)	56%	(200)	5%	(18)	355
4-Region: Midwest	8%	(34)	16%	(75)	23%	(104)	48%	(222)	5%	(22)	458
4-Region: South	8%	(59)	17%	(124)	21%	(157)	51%	(380)	3%	(24)	744
4-Region: West	10%	(46)	13%	(56)	19%	(83)	53%	(232)	4%	(18)	435
Sports fan	8%	(102)	16%	(210)	22%	(287)	51%	(664)	3%	(38)	1301
Traveled outside of U.S. in past year 1+ times	11%	(43)	15%	(59)	21%	(80)	51%	(194)	2%	(9)	385
Frequent Flyer	13%	(29)	18%	(41)	25%	(58)	43%	(98)	2%	(4)	230

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

Table CMS2_2: *How comfortable would you be doing the following activities right now?*
Going to the movies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(125)	9%	(180)	13%	(261)	65%	(1298)	6%	(127)	1992
Gender: Male	8%	(72)	11%	(106)	14%	(131)	59%	(554)	7%	(69)	932
Gender: Female	5%	(53)	7%	(75)	12%	(130)	70%	(744)	6%	(58)	1060
Age: 18-34	9%	(48)	12%	(62)	14%	(70)	58%	(291)	6%	(31)	500
Age: 35-44	6%	(18)	10%	(32)	15%	(46)	61%	(184)	7%	(23)	303
Age: 45-64	6%	(43)	9%	(66)	15%	(106)	64%	(461)	7%	(50)	725
Age: 65+	4%	(17)	5%	(21)	9%	(40)	78%	(362)	5%	(24)	463
GenZers: 1997-2012	8%	(17)	10%	(21)	12%	(25)	62%	(128)	7%	(14)	205
Millennials: 1981-1996	9%	(41)	13%	(58)	16%	(69)	55%	(240)	6%	(26)	434
GenXers: 1965-1980	7%	(35)	10%	(48)	15%	(76)	60%	(298)	8%	(41)	498
Baby Boomers: 1946-1964	4%	(29)	7%	(51)	11%	(88)	73%	(578)	5%	(43)	789
PID: Dem (no lean)	5%	(35)	6%	(50)	10%	(81)	73%	(566)	5%	(40)	772
PID: Ind (no lean)	5%	(29)	8%	(44)	15%	(82)	64%	(360)	8%	(44)	558
PID: Rep (no lean)	9%	(60)	13%	(87)	15%	(99)	56%	(373)	7%	(43)	662
PID/Gender: Dem Men	6%	(17)	10%	(29)	11%	(34)	68%	(203)	5%	(14)	297
PID/Gender: Dem Women	4%	(18)	4%	(21)	10%	(47)	76%	(363)	6%	(26)	475
PID/Gender: Ind Men	6%	(17)	9%	(27)	16%	(46)	59%	(173)	10%	(29)	292
PID/Gender: Ind Women	4%	(12)	6%	(17)	13%	(36)	70%	(187)	6%	(15)	266
PID/Gender: Rep Men	11%	(37)	15%	(50)	15%	(51)	52%	(179)	8%	(26)	343
PID/Gender: Rep Women	7%	(23)	12%	(37)	15%	(48)	61%	(194)	5%	(17)	319
Ideo: Liberal (1-3)	6%	(38)	6%	(34)	11%	(65)	73%	(434)	4%	(23)	593
Ideo: Moderate (4)	4%	(22)	8%	(42)	13%	(70)	70%	(379)	6%	(31)	544
Ideo: Conservative (5-7)	8%	(55)	13%	(96)	15%	(110)	59%	(430)	5%	(39)	729
Educ: < College	7%	(84)	9%	(108)	11%	(140)	65%	(819)	8%	(102)	1253
Educ: Bachelors degree	5%	(24)	11%	(53)	15%	(69)	66%	(312)	3%	(14)	471
Educ: Post-grad	6%	(17)	7%	(19)	20%	(53)	62%	(167)	4%	(12)	268
Income: Under 50k	6%	(56)	9%	(88)	12%	(115)	65%	(629)	9%	(85)	973
Income: 50k-100k	6%	(43)	9%	(65)	13%	(92)	67%	(464)	4%	(27)	690
Income: 100k+	8%	(26)	9%	(28)	17%	(55)	62%	(205)	5%	(15)	329
Ethnicity: White	7%	(110)	9%	(148)	14%	(221)	64%	(1037)	6%	(96)	1611
Ethnicity: Hispanic	9%	(18)	12%	(23)	11%	(21)	63%	(122)	5%	(9)	193

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Table CMS2_2: *How comfortable would you be doing the following activities right now?*
Going to the movies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(125)	9%	(180)	13%	(261)	65%	(1298)	6%	(127)	1992
Ethnicity: Afr. Am.	4%	(11)	9%	(23)	10%	(25)	70%	(178)	7%	(16)	253
Ethnicity: Other	4%	(5)	8%	(10)	12%	(16)	65%	(84)	11%	(14)	128
All Christian	5%	(52)	10%	(98)	13%	(137)	67%	(688)	5%	(51)	1025
All Non-Christian	3%	(3)	5%	(5)	13%	(13)	72%	(72)	6%	(6)	100
Atheist	8%	(8)	7%	(6)	18%	(17)	63%	(60)	4%	(4)	95
Agnostic/Nothing in particular	8%	(63)	9%	(71)	12%	(95)	62%	(478)	9%	(67)	772
Religious Non-Protestant/Catholic	3%	(5)	9%	(13)	11%	(16)	71%	(98)	5%	(7)	139
Evangelical	8%	(45)	11%	(60)	15%	(81)	58%	(310)	7%	(39)	534
Non-Evangelical	4%	(30)	8%	(62)	12%	(93)	71%	(528)	5%	(34)	748
Community: Urban	7%	(37)	7%	(34)	14%	(70)	63%	(319)	9%	(45)	504
Community: Suburban	6%	(60)	9%	(94)	13%	(129)	67%	(677)	5%	(54)	1014
Community: Rural	6%	(28)	11%	(53)	13%	(63)	64%	(301)	6%	(29)	474
Employ: Private Sector	9%	(57)	12%	(77)	16%	(98)	59%	(371)	4%	(28)	631
Employ: Government	7%	(7)	8%	(8)	19%	(20)	61%	(61)	5%	(5)	100
Employ: Self-Employed	8%	(10)	7%	(10)	9%	(13)	69%	(94)	7%	(10)	136
Employ: Homemaker	2%	(2)	9%	(12)	8%	(11)	75%	(98)	6%	(7)	131
Employ: Retired	4%	(21)	6%	(31)	10%	(51)	74%	(385)	6%	(33)	521
Employ: Unemployed	7%	(17)	8%	(19)	16%	(36)	62%	(144)	7%	(17)	233
Employ: Other	4%	(5)	8%	(9)	15%	(17)	57%	(68)	16%	(19)	119
Military HH: Yes	7%	(22)	10%	(31)	15%	(49)	62%	(199)	7%	(22)	323
Military HH: No	6%	(103)	9%	(149)	13%	(212)	66%	(1099)	6%	(105)	1669
RD/WT: Right Direction	8%	(55)	13%	(91)	16%	(113)	56%	(397)	7%	(47)	703
RD/WT: Wrong Track	5%	(70)	7%	(89)	12%	(148)	70%	(901)	6%	(80)	1289
Trump Job Approve	8%	(69)	13%	(112)	16%	(137)	57%	(492)	6%	(54)	865
Trump Job Disapprove	5%	(53)	6%	(61)	11%	(116)	74%	(791)	5%	(49)	1070
Trump Job Strongly Approve	12%	(60)	14%	(69)	14%	(71)	53%	(259)	6%	(30)	489
Trump Job Somewhat Approve	3%	(10)	11%	(43)	18%	(66)	62%	(233)	6%	(24)	376
Trump Job Somewhat Disapprove	5%	(10)	7%	(16)	15%	(33)	66%	(144)	7%	(16)	219
Trump Job Strongly Disapprove	5%	(42)	5%	(45)	10%	(83)	76%	(648)	4%	(33)	850

Continued on next page

Table CMS2_2: *How comfortable would you be doing the following activities right now?*
Going to the movies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(125)	9%	(180)	13%	(261)	65%	(1298)	6%	(127)	1992
Favorable of Trump	8%	(69)	13%	(113)	16%	(134)	56%	(477)	6%	(54)	848
Unfavorable of Trump	5%	(55)	6%	(60)	11%	(118)	74%	(788)	4%	(46)	1067
Very Favorable of Trump	12%	(61)	14%	(71)	15%	(73)	52%	(257)	6%	(31)	493
Somewhat Favorable of Trump	2%	(8)	12%	(43)	17%	(61)	62%	(220)	6%	(23)	355
Somewhat Unfavorable of Trump	5%	(8)	7%	(12)	16%	(29)	63%	(111)	9%	(16)	176
Very Unfavorable of Trump	5%	(47)	5%	(47)	10%	(89)	76%	(677)	3%	(31)	891
#1 Issue: Economy	9%	(63)	13%	(85)	14%	(94)	59%	(397)	5%	(35)	675
#1 Issue: Security	7%	(15)	10%	(23)	17%	(37)	57%	(127)	9%	(20)	222
#1 Issue: Health Care	4%	(17)	6%	(26)	10%	(45)	74%	(323)	6%	(27)	438
#1 Issue: Medicare / Social Security	3%	(8)	5%	(14)	13%	(40)	74%	(225)	6%	(18)	305
#1 Issue: Women's Issues	9%	(8)	9%	(8)	10%	(9)	65%	(58)	6%	(6)	89
#1 Issue: Education	5%	(5)	14%	(14)	15%	(16)	55%	(56)	12%	(12)	103
#1 Issue: Energy	9%	(5)	6%	(4)	14%	(8)	70%	(41)	—	(0)	58
#1 Issue: Other	3%	(3)	6%	(6)	12%	(12)	69%	(71)	10%	(10)	102
2018 House Vote: Democrat	4%	(31)	5%	(41)	11%	(81)	75%	(565)	4%	(32)	750
2018 House Vote: Republican	8%	(58)	13%	(91)	14%	(97)	58%	(399)	6%	(38)	683
2018 House Vote: Someone else	8%	(6)	10%	(7)	17%	(12)	53%	(38)	12%	(9)	72
2016 Vote: Hillary Clinton	4%	(27)	6%	(44)	11%	(73)	75%	(509)	4%	(28)	680
2016 Vote: Donald Trump	8%	(57)	12%	(92)	14%	(104)	60%	(445)	6%	(46)	744
2016 Vote: Other	6%	(10)	5%	(7)	19%	(28)	62%	(92)	7%	(10)	147
2016 Vote: Didn't Vote	8%	(32)	9%	(37)	13%	(56)	60%	(250)	10%	(42)	417
Voted in 2014: Yes	6%	(80)	9%	(121)	12%	(166)	67%	(905)	5%	(72)	1344
Voted in 2014: No	7%	(45)	9%	(60)	15%	(96)	61%	(393)	8%	(55)	648
2012 Vote: Barack Obama	4%	(30)	6%	(51)	11%	(93)	73%	(606)	6%	(46)	826
2012 Vote: Mitt Romney	8%	(42)	13%	(70)	14%	(76)	60%	(335)	6%	(31)	553
2012 Vote: Other	11%	(9)	9%	(7)	23%	(18)	51%	(42)	6%	(5)	81
2012 Vote: Didn't Vote	8%	(44)	10%	(52)	14%	(74)	59%	(313)	8%	(43)	526

Continued on next page

Table CMS2_2: *How comfortable would you be doing the following activities right now?*
Going to the movies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion	Total N
Registered Voters	6%	(125)	9%	(180)	13%	(261)	65%	(1298)	6% (127)	1992
4-Region: Northeast	5%	(18)	7%	(25)	13%	(48)	68%	(242)	6% (23)	355
4-Region: Midwest	5%	(25)	11%	(51)	15%	(68)	61%	(281)	7% (33)	458
4-Region: South	6%	(44)	9%	(68)	12%	(90)	67%	(499)	6% (43)	744
4-Region: West	9%	(39)	8%	(36)	13%	(56)	64%	(277)	6% (28)	435
Sports fan	7%	(88)	11%	(138)	14%	(176)	64%	(833)	5% (65)	1301
Traveled outside of U.S. in past year 1+ times	10%	(37)	11%	(41)	15%	(57)	61%	(236)	4% (14)	385
Frequent Flyer	11%	(24)	11%	(25)	15%	(35)	60%	(138)	3% (8)	230

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

Table CMS2_3: How comfortable would you be doing the following activities right now?

Going to a concert

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(114)	6%	(112)	11%	(217)	71%	(1415)	7%	(133)	1992
Gender: Male	7%	(68)	8%	(73)	11%	(106)	65%	(606)	8%	(79)	932
Gender: Female	4%	(46)	4%	(39)	10%	(111)	76%	(809)	5%	(54)	1060
Age: 18-34	9%	(45)	5%	(25)	14%	(72)	65%	(327)	6%	(31)	500
Age: 35-44	5%	(16)	8%	(23)	12%	(36)	68%	(206)	7%	(21)	303
Age: 45-64	5%	(40)	7%	(50)	11%	(77)	69%	(504)	8%	(56)	725
Age: 65+	3%	(14)	3%	(14)	7%	(32)	82%	(378)	5%	(25)	463
GenZers: 1997-2012	7%	(15)	1%	(2)	11%	(23)	72%	(148)	8%	(17)	205
Millennials: 1981-1996	9%	(38)	8%	(33)	16%	(68)	63%	(272)	5%	(23)	434
GenXers: 1965-1980	7%	(34)	8%	(41)	11%	(54)	65%	(324)	9%	(44)	498
Baby Boomers: 1946-1964	3%	(23)	4%	(34)	9%	(69)	78%	(618)	6%	(45)	789
PID: Dem (no lean)	4%	(30)	4%	(28)	9%	(72)	77%	(594)	6%	(48)	772
PID: Ind (no lean)	5%	(26)	5%	(26)	12%	(64)	72%	(401)	7%	(40)	558
PID: Rep (no lean)	9%	(58)	9%	(58)	12%	(81)	63%	(420)	7%	(45)	662
PID/Gender: Dem Men	6%	(18)	5%	(14)	10%	(30)	71%	(211)	8%	(24)	297
PID/Gender: Dem Women	2%	(12)	3%	(14)	9%	(42)	81%	(382)	5%	(25)	475
PID/Gender: Ind Men	6%	(17)	6%	(18)	10%	(29)	69%	(200)	10%	(28)	292
PID/Gender: Ind Women	4%	(10)	3%	(8)	13%	(35)	76%	(201)	4%	(12)	266
PID/Gender: Rep Men	10%	(34)	12%	(41)	14%	(47)	57%	(194)	8%	(28)	343
PID/Gender: Rep Women	8%	(25)	5%	(17)	11%	(34)	71%	(226)	5%	(17)	319
Ideo: Liberal (1-3)	4%	(26)	3%	(17)	10%	(60)	79%	(470)	4%	(21)	593
Ideo: Moderate (4)	5%	(27)	5%	(26)	9%	(50)	74%	(403)	7%	(37)	544
Ideo: Conservative (5-7)	7%	(48)	9%	(65)	12%	(91)	66%	(479)	6%	(46)	729
Educ: < College	6%	(78)	5%	(63)	10%	(121)	70%	(879)	9%	(112)	1253
Educ: Bachelors degree	4%	(20)	6%	(28)	13%	(59)	74%	(347)	4%	(17)	471
Educ: Post-grad	6%	(16)	8%	(21)	14%	(37)	71%	(189)	2%	(4)	268
Income: Under 50k	5%	(53)	5%	(52)	10%	(100)	69%	(671)	10%	(97)	973
Income: 50k-100k	5%	(35)	6%	(42)	11%	(77)	74%	(508)	4%	(28)	690
Income: 100k+	8%	(26)	5%	(18)	12%	(40)	72%	(236)	3%	(8)	329
Ethnicity: White	6%	(96)	6%	(98)	11%	(177)	71%	(1144)	6%	(96)	1611
Ethnicity: Hispanic	8%	(15)	6%	(12)	11%	(21)	71%	(136)	4%	(9)	193

Continued on next page

Table CMS2_3: How comfortable would you be doing the following activities right now?

Going to a concert

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(114)	6%	(112)	11%	(217)	71%	(1415)	7%	(133)	1992
Ethnicity: Afr. Am.	5%	(13)	5%	(12)	11%	(27)	70%	(178)	9%	(22)	253
Ethnicity: Other	3%	(4)	2%	(2)	10%	(13)	73%	(94)	12%	(15)	128
All Christian	5%	(46)	5%	(54)	11%	(110)	74%	(763)	5%	(52)	1025
All Non-Christian	3%	(3)	6%	(6)	12%	(12)	75%	(75)	4%	(4)	100
Atheist	6%	(6)	5%	(5)	11%	(11)	73%	(69)	5%	(5)	95
Agnostic/Nothing in particular	8%	(60)	6%	(47)	11%	(84)	66%	(508)	9%	(73)	772
Religious Non-Protestant/Catholic	4%	(5)	4%	(6)	12%	(16)	75%	(104)	5%	(7)	139
Evangelical	7%	(36)	7%	(40)	12%	(66)	65%	(349)	8%	(43)	534
Non-Evangelical	4%	(29)	5%	(40)	9%	(70)	76%	(571)	5%	(38)	748
Community: Urban	5%	(24)	5%	(23)	12%	(61)	70%	(351)	9%	(46)	504
Community: Suburban	6%	(64)	6%	(63)	10%	(101)	72%	(730)	5%	(56)	1014
Community: Rural	6%	(27)	6%	(26)	12%	(55)	71%	(334)	7%	(32)	474
Employ: Private Sector	9%	(55)	8%	(50)	12%	(74)	67%	(422)	5%	(30)	631
Employ: Government	7%	(7)	7%	(7)	13%	(13)	72%	(72)	2%	(2)	100
Employ: Self-Employed	7%	(9)	7%	(9)	11%	(15)	67%	(90)	9%	(12)	136
Employ: Homemaker	2%	(2)	6%	(8)	9%	(12)	75%	(99)	8%	(10)	131
Employ: Retired	4%	(20)	4%	(21)	9%	(45)	77%	(403)	6%	(33)	521
Employ: Unemployed	4%	(9)	3%	(8)	13%	(31)	71%	(167)	8%	(19)	233
Employ: Other	7%	(9)	7%	(8)	7%	(8)	62%	(75)	17%	(20)	119
Military HH: Yes	5%	(15)	8%	(25)	13%	(42)	69%	(224)	5%	(18)	323
Military HH: No	6%	(99)	5%	(87)	11%	(176)	71%	(1191)	7%	(115)	1669
RD/WT: Right Direction	7%	(48)	10%	(72)	14%	(101)	62%	(433)	7%	(49)	703
RD/WT: Wrong Track	5%	(66)	3%	(41)	9%	(116)	76%	(982)	7%	(84)	1289
Trump Job Approve	7%	(62)	9%	(76)	13%	(114)	64%	(551)	7%	(61)	865
Trump Job Disapprove	4%	(45)	3%	(32)	9%	(95)	79%	(846)	5%	(53)	1070
Trump Job Strongly Approve	11%	(53)	10%	(47)	13%	(62)	60%	(294)	7%	(33)	489
Trump Job Somewhat Approve	3%	(9)	8%	(29)	14%	(52)	69%	(258)	7%	(28)	376
Trump Job Somewhat Disapprove	5%	(10)	5%	(12)	11%	(24)	72%	(158)	7%	(15)	219
Trump Job Strongly Disapprove	4%	(35)	2%	(20)	8%	(70)	81%	(687)	4%	(37)	850

Continued on next page

Table CMS2_3: *How comfortable would you be doing the following activities right now?*
Going to a concert

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(114)	6%	(112)	11%	(217)	71%	(1415)	7%	(133)	1992
Favorable of Trump	7%	(62)	9%	(73)	14%	(115)	64%	(540)	7%	(58)	848
Unfavorable of Trump	4%	(47)	3%	(34)	9%	(91)	79%	(843)	5%	(52)	1067
Very Favorable of Trump	10%	(51)	9%	(46)	14%	(67)	60%	(295)	7%	(34)	493
Somewhat Favorable of Trump	3%	(10)	8%	(27)	14%	(48)	69%	(245)	7%	(25)	355
Somewhat Unfavorable of Trump	4%	(8)	6%	(10)	12%	(21)	68%	(119)	10%	(18)	176
Very Unfavorable of Trump	4%	(39)	3%	(24)	8%	(71)	81%	(724)	4%	(34)	891
#1 Issue: Economy	10%	(66)	7%	(50)	12%	(84)	66%	(442)	5%	(32)	675
#1 Issue: Security	5%	(11)	8%	(18)	15%	(34)	62%	(138)	10%	(21)	222
#1 Issue: Health Care	3%	(14)	3%	(12)	8%	(34)	80%	(352)	6%	(27)	438
#1 Issue: Medicare / Social Security	2%	(6)	5%	(15)	8%	(25)	76%	(233)	8%	(25)	305
#1 Issue: Women's Issues	5%	(4)	6%	(6)	11%	(10)	71%	(63)	7%	(6)	89
#1 Issue: Education	6%	(7)	9%	(9)	15%	(15)	58%	(59)	12%	(13)	103
#1 Issue: Energy	6%	(4)	3%	(1)	14%	(8)	78%	(45)	—	(0)	58
#1 Issue: Other	3%	(3)	1%	(1)	7%	(7)	81%	(83)	9%	(9)	102
2018 House Vote: Democrat	3%	(23)	3%	(24)	9%	(65)	80%	(599)	5%	(38)	750
2018 House Vote: Republican	8%	(54)	9%	(64)	12%	(80)	65%	(447)	6%	(38)	683
2018 House Vote: Someone else	7%	(5)	9%	(6)	19%	(14)	57%	(41)	9%	(6)	72
2016 Vote: Hillary Clinton	3%	(23)	4%	(27)	8%	(57)	79%	(540)	5%	(34)	680
2016 Vote: Donald Trump	7%	(56)	9%	(70)	12%	(89)	65%	(487)	6%	(44)	744
2016 Vote: Other	4%	(5)	3%	(4)	15%	(22)	71%	(105)	7%	(11)	147
2016 Vote: Didn't Vote	7%	(31)	3%	(13)	12%	(50)	67%	(281)	11%	(44)	417
Voted in 2014: Yes	6%	(74)	7%	(88)	10%	(135)	72%	(972)	6%	(75)	1344
Voted in 2014: No	6%	(40)	4%	(25)	13%	(82)	68%	(444)	9%	(58)	648
2012 Vote: Barack Obama	4%	(30)	4%	(34)	10%	(80)	77%	(637)	5%	(45)	826
2012 Vote: Mitt Romney	7%	(37)	9%	(47)	12%	(65)	67%	(371)	6%	(33)	553
2012 Vote: Other	11%	(9)	9%	(7)	15%	(12)	62%	(51)	3%	(3)	81
2012 Vote: Didn't Vote	7%	(38)	4%	(24)	12%	(61)	67%	(353)	10%	(51)	526

Continued on next page

Table CMS2_3: *How comfortable would you be doing the following activities right now?*

Going to a concert

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(114)	6%	(112)	11%	(217)	71%	(1415)	7%	(133)	1992
4-Region: Northeast	6%	(20)	4%	(16)	10%	(37)	74%	(261)	6%	(22)	355
4-Region: Midwest	6%	(26)	6%	(26)	11%	(51)	69%	(316)	9%	(39)	458
4-Region: South	5%	(36)	6%	(45)	12%	(87)	72%	(533)	6%	(43)	744
4-Region: West	8%	(33)	6%	(26)	10%	(42)	70%	(306)	7%	(29)	435
Sports fan	6%	(83)	7%	(87)	12%	(152)	70%	(913)	5%	(66)	1301
Traveled outside of U.S. in past year 1+ times	9%	(36)	6%	(23)	11%	(43)	70%	(271)	3%	(13)	385
Frequent Flyer	12%	(28)	8%	(19)	11%	(25)	66%	(153)	2%	(6)	230

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

Table CMS2_4: How comfortable would you be doing the following activities right now?
Going to a shopping mall

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	7%	(142)	15%	(296)	19%	(385)	54%	(1081)	4%	(88)	1992
Gender: Male	9%	(84)	18%	(170)	21%	(195)	47%	(435)	5%	(48)	932
Gender: Female	6%	(59)	12%	(125)	18%	(190)	61%	(647)	4%	(40)	1060
Age: 18-34	8%	(41)	16%	(82)	20%	(100)	50%	(249)	6%	(28)	500
Age: 35-44	8%	(23)	14%	(44)	19%	(58)	53%	(161)	6%	(17)	303
Age: 45-64	7%	(54)	16%	(118)	20%	(145)	52%	(378)	4%	(31)	725
Age: 65+	5%	(24)	11%	(52)	17%	(81)	63%	(294)	3%	(12)	463
GenZers: 1997-2012	3%	(7)	17%	(34)	20%	(41)	53%	(108)	7%	(15)	205
Millennials: 1981-1996	11%	(49)	16%	(69)	20%	(88)	48%	(208)	5%	(20)	434
GenXers: 1965-1980	8%	(39)	14%	(70)	21%	(105)	52%	(258)	5%	(26)	498
Baby Boomers: 1946-1964	6%	(44)	14%	(109)	18%	(143)	59%	(468)	3%	(25)	789
PID: Dem (no lean)	5%	(42)	10%	(79)	18%	(137)	62%	(482)	4%	(32)	772
PID: Ind (no lean)	6%	(33)	12%	(67)	23%	(126)	53%	(297)	6%	(35)	558
PID: Rep (no lean)	10%	(67)	23%	(150)	18%	(122)	46%	(302)	3%	(22)	662
PID/Gender: Dem Men	8%	(23)	14%	(41)	19%	(57)	55%	(164)	4%	(12)	297
PID/Gender: Dem Women	4%	(19)	8%	(38)	17%	(80)	67%	(318)	4%	(19)	475
PID/Gender: Ind Men	7%	(21)	15%	(43)	25%	(72)	45%	(131)	8%	(25)	292
PID/Gender: Ind Women	5%	(12)	9%	(24)	20%	(54)	62%	(165)	4%	(10)	266
PID/Gender: Rep Men	12%	(40)	25%	(87)	19%	(66)	41%	(139)	3%	(11)	343
PID/Gender: Rep Women	8%	(27)	20%	(63)	17%	(56)	51%	(163)	3%	(10)	319
Ideo: Liberal (1-3)	6%	(33)	9%	(54)	18%	(109)	65%	(385)	2%	(11)	593
Ideo: Moderate (4)	5%	(26)	13%	(71)	20%	(110)	56%	(304)	6%	(33)	544
Ideo: Conservative (5-7)	10%	(69)	21%	(150)	20%	(143)	47%	(345)	3%	(21)	729
Educ: < College	8%	(99)	14%	(174)	18%	(222)	54%	(682)	6%	(75)	1253
Educ: Bachelors degree	5%	(21)	17%	(79)	22%	(105)	54%	(256)	2%	(9)	471
Educ: Post-grad	8%	(21)	16%	(43)	21%	(57)	53%	(143)	1%	(3)	268
Income: Under 50k	7%	(72)	15%	(142)	19%	(182)	53%	(517)	6%	(59)	973
Income: 50k-100k	6%	(42)	16%	(107)	21%	(145)	55%	(377)	3%	(20)	690
Income: 100k+	9%	(28)	14%	(47)	18%	(58)	57%	(187)	3%	(9)	329
Ethnicity: White	7%	(120)	16%	(252)	19%	(309)	54%	(865)	4%	(64)	1611
Ethnicity: Hispanic	11%	(22)	15%	(28)	16%	(31)	55%	(106)	3%	(6)	193

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Table CMS2_4: How comfortable would you be doing the following activities right now?
Going to a shopping mall

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	7%	(142)	15%	(296)	19%	(385)	54%	(1081)	4%	(88)	1992
Ethnicity: Afr. Am.	6%	(15)	10%	(26)	20%	(50)	58%	(147)	6%	(15)	253
Ethnicity: Other	5%	(6)	14%	(18)	20%	(26)	54%	(70)	7%	(9)	128
All Christian	7%	(72)	16%	(160)	19%	(199)	55%	(565)	3%	(28)	1025
All Non-Christian	3%	(3)	12%	(12)	23%	(23)	60%	(60)	2%	(2)	100
Atheist	7%	(6)	12%	(12)	26%	(25)	53%	(50)	2%	(2)	95
Agnostic/Nothing in particular	8%	(61)	15%	(112)	18%	(137)	53%	(406)	7%	(56)	772
Religious Non-Protestant/Catholic	4%	(5)	13%	(19)	22%	(31)	58%	(80)	3%	(4)	139
Evangelical	9%	(47)	18%	(95)	20%	(107)	48%	(254)	6%	(31)	534
Non-Evangelical	7%	(49)	14%	(104)	18%	(138)	58%	(434)	3%	(23)	748
Community: Urban	7%	(35)	13%	(64)	17%	(86)	56%	(285)	7%	(34)	504
Community: Suburban	7%	(72)	15%	(154)	20%	(201)	54%	(552)	3%	(34)	1014
Community: Rural	7%	(35)	16%	(77)	20%	(97)	52%	(245)	4%	(20)	474
Employ: Private Sector	9%	(55)	18%	(114)	18%	(112)	52%	(331)	3%	(19)	631
Employ: Government	7%	(7)	17%	(17)	27%	(27)	47%	(48)	2%	(2)	100
Employ: Self-Employed	10%	(13)	13%	(18)	18%	(24)	51%	(69)	8%	(11)	136
Employ: Homemaker	4%	(6)	10%	(14)	17%	(22)	64%	(83)	5%	(6)	131
Employ: Retired	5%	(28)	13%	(68)	18%	(92)	60%	(313)	4%	(20)	521
Employ: Unemployed	9%	(20)	11%	(27)	24%	(56)	49%	(115)	7%	(15)	233
Employ: Other	9%	(10)	18%	(22)	18%	(22)	47%	(56)	8%	(9)	119
Military HH: Yes	9%	(28)	17%	(54)	21%	(67)	49%	(159)	5%	(15)	323
Military HH: No	7%	(114)	14%	(241)	19%	(318)	55%	(923)	4%	(73)	1669
RD/WT: Right Direction	9%	(64)	20%	(141)	20%	(140)	46%	(322)	5%	(36)	703
RD/WT: Wrong Track	6%	(78)	12%	(155)	19%	(245)	59%	(760)	4%	(52)	1289
Trump Job Approve	9%	(80)	21%	(182)	19%	(163)	47%	(404)	4%	(36)	865
Trump Job Disapprove	5%	(56)	10%	(105)	20%	(211)	62%	(666)	3%	(32)	1070
Trump Job Strongly Approve	14%	(69)	22%	(107)	17%	(84)	42%	(203)	5%	(26)	489
Trump Job Somewhat Approve	3%	(11)	20%	(75)	21%	(79)	53%	(201)	3%	(9)	376
Trump Job Somewhat Disapprove	5%	(12)	14%	(30)	24%	(53)	52%	(114)	4%	(10)	219
Trump Job Strongly Disapprove	5%	(44)	9%	(74)	19%	(158)	65%	(551)	3%	(22)	850

Continued on next page

Table CMS2_4: How comfortable would you be doing the following activities right now?
Going to a shopping mall

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	7%	(142)	15%	(296)	19%	(385)	54%	(1081)	4%	(88)	1992
Favorable of Trump	9%	(79)	21%	(182)	19%	(159)	46%	(392)	4%	(36)	848
Unfavorable of Trump	5%	(57)	10%	(102)	21%	(219)	62%	(657)	3%	(32)	1067
Very Favorable of Trump	14%	(67)	23%	(112)	17%	(84)	42%	(206)	5%	(24)	493
Somewhat Favorable of Trump	3%	(11)	20%	(70)	21%	(75)	53%	(187)	4%	(13)	355
Somewhat Unfavorable of Trump	4%	(7)	14%	(25)	30%	(52)	46%	(82)	6%	(11)	176
Very Unfavorable of Trump	6%	(50)	9%	(78)	19%	(167)	65%	(576)	2%	(21)	891
#1 Issue: Economy	10%	(67)	19%	(128)	20%	(137)	48%	(322)	3%	(20)	675
#1 Issue: Security	9%	(21)	17%	(38)	23%	(50)	45%	(100)	6%	(12)	222
#1 Issue: Health Care	4%	(17)	9%	(40)	18%	(77)	64%	(282)	5%	(22)	438
#1 Issue: Medicare / Social Security	5%	(16)	12%	(38)	21%	(64)	57%	(173)	5%	(15)	305
#1 Issue: Women's Issues	7%	(6)	13%	(12)	15%	(14)	61%	(54)	4%	(3)	89
#1 Issue: Education	7%	(7)	12%	(13)	21%	(21)	50%	(52)	9%	(10)	103
#1 Issue: Energy	6%	(4)	16%	(9)	16%	(9)	61%	(35)	1%	(1)	58
#1 Issue: Other	3%	(3)	19%	(19)	12%	(12)	61%	(63)	5%	(5)	102
2018 House Vote: Democrat	5%	(36)	9%	(71)	20%	(151)	63%	(473)	3%	(20)	750
2018 House Vote: Republican	10%	(70)	23%	(154)	18%	(120)	47%	(319)	3%	(20)	683
2018 House Vote: Someone else	10%	(7)	9%	(6)	27%	(19)	48%	(35)	6%	(4)	72
2016 Vote: Hillary Clinton	5%	(35)	9%	(61)	21%	(143)	63%	(427)	2%	(14)	680
2016 Vote: Donald Trump	9%	(70)	22%	(165)	17%	(126)	48%	(359)	3%	(24)	744
2016 Vote: Other	6%	(8)	14%	(20)	23%	(34)	52%	(77)	5%	(8)	147
2016 Vote: Didn't Vote	7%	(29)	12%	(49)	19%	(81)	52%	(217)	10%	(42)	417
Voted in 2014: Yes	8%	(101)	15%	(208)	19%	(249)	55%	(741)	3%	(44)	1344
Voted in 2014: No	6%	(41)	14%	(88)	21%	(135)	53%	(341)	7%	(44)	648
2012 Vote: Barack Obama	5%	(44)	10%	(84)	21%	(174)	60%	(497)	3%	(27)	826
2012 Vote: Mitt Romney	9%	(50)	22%	(122)	18%	(99)	48%	(268)	3%	(15)	553
2012 Vote: Other	14%	(11)	18%	(15)	21%	(17)	42%	(34)	6%	(5)	81
2012 Vote: Didn't Vote	7%	(36)	14%	(76)	18%	(94)	53%	(281)	7%	(39)	526

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Table CMS2_4: *How comfortable would you be doing the following activities right now?*
Going to a shopping mall

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	7%	(142)	15%	(296)	19%	(385)	54%	(1081)	4%	(88)	1992
4-Region: Northeast	6%	(22)	13%	(45)	21%	(73)	56%	(197)	5%	(17)	355
4-Region: Midwest	7%	(31)	15%	(69)	22%	(100)	50%	(227)	7%	(31)	458
4-Region: South	7%	(53)	15%	(113)	19%	(139)	56%	(414)	3%	(25)	744
4-Region: West	8%	(36)	16%	(70)	17%	(72)	56%	(243)	3%	(15)	435
Sports fan	7%	(97)	16%	(204)	19%	(253)	54%	(698)	4%	(47)	1301
Traveled outside of U.S. in past year 1+ times	8%	(30)	19%	(74)	17%	(66)	54%	(208)	2%	(8)	385
Frequent Flyer	10%	(23)	21%	(48)	17%	(40)	50%	(115)	2%	(4)	230

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

Table CMS2_5: *How comfortable would you be doing the following activities right now?*
Going to an amusement park

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(124)	7%	(147)	12%	(235)	68%	(1347)	7%	(139)	1992
Gender: Male	8%	(76)	10%	(90)	14%	(134)	60%	(557)	8%	(75)	932
Gender: Female	5%	(48)	5%	(57)	10%	(101)	74%	(789)	6%	(64)	1060
Age: 18-34	9%	(46)	8%	(38)	15%	(73)	63%	(315)	6%	(28)	500
Age: 35-44	7%	(22)	8%	(24)	14%	(43)	63%	(190)	8%	(24)	303
Age: 45-64	5%	(39)	8%	(61)	11%	(83)	67%	(488)	8%	(55)	725
Age: 65+	4%	(18)	5%	(24)	8%	(36)	76%	(353)	7%	(33)	463
GenZers: 1997-2012	7%	(14)	6%	(12)	12%	(24)	69%	(140)	7%	(14)	205
Millennials: 1981-1996	10%	(45)	8%	(35)	16%	(71)	60%	(258)	6%	(24)	434
GenXers: 1965-1980	6%	(32)	10%	(50)	12%	(61)	63%	(311)	9%	(44)	498
Baby Boomers: 1946-1964	4%	(29)	6%	(47)	9%	(73)	75%	(589)	6%	(51)	789
PID: Dem (no lean)	5%	(41)	5%	(38)	10%	(74)	74%	(573)	6%	(46)	772
PID: Ind (no lean)	5%	(29)	5%	(30)	13%	(75)	68%	(377)	8%	(47)	558
PID: Rep (no lean)	8%	(54)	12%	(79)	13%	(86)	60%	(397)	7%	(46)	662
PID/Gender: Dem Men	8%	(23)	8%	(25)	12%	(34)	67%	(198)	5%	(16)	297
PID/Gender: Dem Women	4%	(17)	3%	(13)	8%	(39)	79%	(375)	6%	(30)	475
PID/Gender: Ind Men	7%	(21)	6%	(16)	17%	(49)	60%	(175)	11%	(31)	292
PID/Gender: Ind Women	3%	(9)	5%	(14)	10%	(26)	76%	(202)	6%	(15)	266
PID/Gender: Rep Men	9%	(32)	14%	(49)	15%	(50)	54%	(185)	8%	(28)	343
PID/Gender: Rep Women	7%	(22)	9%	(30)	11%	(36)	67%	(212)	6%	(19)	319
Ideo: Liberal (1-3)	6%	(37)	3%	(18)	9%	(55)	78%	(463)	3%	(19)	593
Ideo: Moderate (4)	4%	(20)	7%	(41)	12%	(66)	69%	(375)	8%	(42)	544
Ideo: Conservative (5-7)	7%	(54)	11%	(82)	13%	(93)	62%	(454)	6%	(46)	729
Educ: < College	7%	(85)	8%	(99)	10%	(128)	66%	(831)	9%	(111)	1253
Educ: Bachelors degree	5%	(23)	6%	(29)	14%	(66)	71%	(336)	3%	(16)	471
Educ: Post-grad	6%	(16)	7%	(19)	15%	(41)	67%	(180)	5%	(12)	268
Income: Under 50k	6%	(59)	8%	(77)	10%	(99)	66%	(641)	10%	(97)	973
Income: 50k-100k	6%	(43)	7%	(50)	13%	(87)	70%	(483)	4%	(27)	690
Income: 100k+	7%	(22)	6%	(20)	15%	(49)	68%	(223)	5%	(15)	329
Ethnicity: White	6%	(101)	8%	(132)	11%	(184)	68%	(1091)	6%	(103)	1611
Ethnicity: Hispanic	11%	(21)	7%	(14)	8%	(15)	68%	(131)	6%	(12)	193

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Table CMS2_5: How comfortable would you be doing the following activities right now?
Going to an amusement park

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(124)	7%	(147)	12%	(235)	68%	(1347)	7%	(139)	1992
Ethnicity: Afr. Am.	6%	(16)	5%	(12)	13%	(32)	69%	(175)	7%	(18)	253
Ethnicity: Other	5%	(7)	3%	(3)	15%	(19)	63%	(81)	14%	(18)	128
All Christian	5%	(51)	8%	(77)	11%	(117)	70%	(718)	6%	(62)	1025
All Non-Christian	1%	(1)	6%	(6)	10%	(10)	77%	(77)	5%	(5)	100
Atheist	8%	(7)	3%	(3)	14%	(13)	70%	(66)	6%	(5)	95
Agnostic/Nothing in particular	8%	(65)	8%	(61)	12%	(95)	63%	(485)	9%	(66)	772
Religious Non-Protestant/Catholic	2%	(2)	6%	(9)	10%	(14)	75%	(104)	7%	(10)	139
Evangelical	9%	(46)	10%	(51)	13%	(68)	61%	(326)	8%	(43)	534
Non-Evangelical	4%	(30)	6%	(46)	11%	(80)	74%	(550)	6%	(43)	748
Community: Urban	7%	(36)	5%	(25)	14%	(70)	64%	(323)	10%	(50)	504
Community: Suburban	6%	(61)	7%	(73)	11%	(108)	70%	(710)	6%	(62)	1014
Community: Rural	6%	(27)	10%	(49)	12%	(57)	66%	(314)	6%	(28)	474
Employ: Private Sector	9%	(58)	10%	(65)	12%	(73)	64%	(405)	5%	(30)	631
Employ: Government	6%	(6)	6%	(6)	20%	(20)	64%	(64)	4%	(4)	100
Employ: Self-Employed	7%	(10)	4%	(6)	11%	(15)	70%	(95)	7%	(10)	136
Employ: Homemaker	3%	(4)	5%	(7)	9%	(12)	77%	(101)	6%	(8)	131
Employ: Retired	4%	(22)	7%	(35)	8%	(42)	73%	(383)	8%	(40)	521
Employ: Unemployed	6%	(15)	5%	(12)	14%	(34)	64%	(149)	10%	(24)	233
Employ: Other	6%	(7)	7%	(9)	16%	(19)	58%	(69)	14%	(16)	119
Military HH: Yes	7%	(23)	10%	(33)	14%	(45)	61%	(198)	8%	(24)	323
Military HH: No	6%	(101)	7%	(114)	11%	(190)	69%	(1149)	7%	(115)	1669
RD/WT: Right Direction	7%	(52)	12%	(81)	13%	(92)	60%	(421)	8%	(56)	703
RD/WT: Wrong Track	6%	(72)	5%	(66)	11%	(142)	72%	(926)	6%	(83)	1289
Trump Job Approve	7%	(63)	12%	(100)	13%	(112)	60%	(523)	8%	(66)	865
Trump Job Disapprove	5%	(54)	4%	(38)	11%	(121)	75%	(803)	5%	(53)	1070
Trump Job Strongly Approve	11%	(56)	12%	(61)	13%	(65)	55%	(269)	8%	(39)	489
Trump Job Somewhat Approve	2%	(7)	11%	(40)	13%	(47)	68%	(254)	7%	(27)	376
Trump Job Somewhat Disapprove	5%	(10)	5%	(11)	15%	(32)	68%	(150)	7%	(15)	219
Trump Job Strongly Disapprove	5%	(44)	3%	(27)	10%	(89)	77%	(653)	4%	(38)	850

Continued on next page

Table CMS2_5: *How comfortable would you be doing the following activities right now?*
Going to an amusement park

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(124)	7%	(147)	12%	(235)	68%	(1347)	7%	(139)	1992
Favorable of Trump	7%	(63)	12%	(98)	13%	(108)	60%	(511)	8%	(67)	848
Unfavorable of Trump	5%	(54)	4%	(41)	11%	(119)	75%	(803)	5%	(50)	1067
Very Favorable of Trump	11%	(55)	12%	(61)	14%	(67)	55%	(271)	8%	(40)	493
Somewhat Favorable of Trump	2%	(8)	11%	(38)	12%	(41)	68%	(241)	8%	(27)	355
Somewhat Unfavorable of Trump	5%	(10)	6%	(10)	14%	(25)	65%	(115)	9%	(17)	176
Very Unfavorable of Trump	5%	(45)	4%	(32)	11%	(94)	77%	(689)	4%	(33)	891
#1 Issue: Economy	9%	(62)	10%	(69)	15%	(104)	59%	(397)	6%	(44)	675
#1 Issue: Security	6%	(14)	10%	(21)	11%	(24)	63%	(141)	10%	(22)	222
#1 Issue: Health Care	4%	(16)	5%	(22)	10%	(43)	76%	(333)	6%	(25)	438
#1 Issue: Medicare / Social Security	3%	(9)	5%	(16)	8%	(25)	75%	(230)	8%	(25)	305
#1 Issue: Women's Issues	7%	(6)	9%	(8)	5%	(4)	74%	(66)	5%	(5)	89
#1 Issue: Education	8%	(8)	7%	(7)	14%	(15)	61%	(63)	9%	(10)	103
#1 Issue: Energy	9%	(5)	1%	(1)	16%	(9)	73%	(42)	—	(0)	58
#1 Issue: Other	3%	(3)	3%	(3)	11%	(11)	74%	(76)	9%	(9)	102
2018 House Vote: Democrat	5%	(35)	4%	(33)	9%	(65)	76%	(572)	6%	(45)	750
2018 House Vote: Republican	8%	(55)	11%	(76)	13%	(89)	62%	(423)	6%	(40)	683
2018 House Vote: Someone else	5%	(3)	8%	(6)	19%	(14)	60%	(43)	9%	(6)	72
2016 Vote: Hillary Clinton	4%	(30)	4%	(29)	9%	(64)	77%	(521)	5%	(37)	680
2016 Vote: Donald Trump	8%	(57)	11%	(83)	14%	(101)	61%	(456)	6%	(47)	744
2016 Vote: Other	5%	(8)	5%	(8)	11%	(16)	70%	(103)	8%	(12)	147
2016 Vote: Didn't Vote	7%	(28)	6%	(27)	13%	(54)	63%	(264)	10%	(43)	417
Voted in 2014: Yes	6%	(84)	8%	(104)	11%	(142)	69%	(932)	6%	(82)	1344
Voted in 2014: No	6%	(40)	7%	(43)	14%	(93)	64%	(414)	9%	(57)	648
2012 Vote: Barack Obama	5%	(38)	5%	(42)	11%	(94)	73%	(603)	6%	(50)	826
2012 Vote: Mitt Romney	6%	(35)	11%	(60)	13%	(70)	64%	(355)	6%	(34)	553
2012 Vote: Other	16%	(13)	6%	(5)	8%	(7)	62%	(51)	7%	(6)	81
2012 Vote: Didn't Vote	7%	(39)	8%	(40)	12%	(65)	64%	(334)	9%	(48)	526

Continued on next page

Table CMS2_5: *How comfortable would you be doing the following activities right now?*
Going to an amusement park

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(124)	7%	(147)	12%	(235)	68%	(1347)	7%	(139)	1992
4-Region: Northeast	7%	(25)	5%	(16)	13%	(47)	68%	(242)	7%	(26)	355
4-Region: Midwest	5%	(24)	10%	(44)	13%	(57)	65%	(297)	8%	(36)	458
4-Region: South	6%	(45)	8%	(57)	11%	(85)	69%	(511)	6%	(46)	744
4-Region: West	7%	(31)	7%	(30)	10%	(45)	68%	(297)	7%	(33)	435
Sports fan	6%	(83)	9%	(115)	12%	(162)	67%	(867)	6%	(74)	1301
Traveled outside of U.S. in past year 1+ times	10%	(37)	7%	(28)	13%	(50)	63%	(244)	7%	(25)	385
Frequent Flyer	12%	(28)	7%	(15)	15%	(34)	62%	(143)	4%	(9)	230

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

Table CMS2_6: How comfortable would you be doing the following activities right now?
Going to a party or social event

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(124)	9%	(182)	16%	(319)	63%	(1246)	6%	(121)	1992
Gender: Male	8%	(78)	11%	(98)	17%	(157)	57%	(532)	7%	(68)	932
Gender: Female	4%	(46)	8%	(84)	15%	(162)	67%	(714)	5%	(54)	1060
Age: 18-34	7%	(37)	12%	(58)	20%	(98)	53%	(268)	8%	(40)	500
Age: 35-44	7%	(22)	11%	(34)	18%	(55)	57%	(173)	6%	(19)	303
Age: 45-64	6%	(44)	10%	(72)	15%	(109)	64%	(461)	5%	(39)	725
Age: 65+	4%	(21)	4%	(19)	12%	(56)	74%	(345)	5%	(24)	463
GenZers: 1997-2012	4%	(8)	11%	(23)	19%	(39)	55%	(113)	10%	(21)	205
Millennials: 1981-1996	10%	(43)	12%	(54)	18%	(79)	53%	(232)	6%	(26)	434
GenXers: 1965-1980	7%	(32)	10%	(52)	19%	(96)	57%	(286)	7%	(32)	498
Baby Boomers: 1946-1964	5%	(37)	6%	(51)	12%	(98)	71%	(564)	5%	(39)	789
PID: Dem (no lean)	5%	(35)	7%	(53)	12%	(93)	71%	(547)	6%	(44)	772
PID: Ind (no lean)	5%	(27)	8%	(45)	19%	(103)	62%	(343)	7%	(40)	558
PID: Rep (no lean)	9%	(62)	13%	(85)	18%	(122)	54%	(356)	6%	(38)	662
PID/Gender: Dem Men	8%	(25)	9%	(26)	13%	(38)	64%	(190)	6%	(18)	297
PID/Gender: Dem Women	2%	(10)	6%	(27)	12%	(55)	75%	(356)	5%	(25)	475
PID/Gender: Ind Men	6%	(16)	8%	(23)	20%	(58)	58%	(170)	8%	(24)	292
PID/Gender: Ind Women	4%	(10)	8%	(22)	17%	(45)	65%	(173)	6%	(16)	266
PID/Gender: Rep Men	11%	(37)	14%	(50)	18%	(60)	50%	(171)	7%	(25)	343
PID/Gender: Rep Women	8%	(25)	11%	(35)	19%	(62)	58%	(185)	4%	(12)	319
Ideo: Liberal (1-3)	5%	(29)	6%	(33)	15%	(87)	70%	(416)	5%	(27)	593
Ideo: Moderate (4)	5%	(26)	8%	(42)	17%	(90)	65%	(354)	6%	(32)	544
Ideo: Conservative (5-7)	8%	(57)	13%	(96)	17%	(123)	57%	(418)	5%	(34)	729
Educ: < College	7%	(83)	9%	(117)	14%	(170)	62%	(783)	8%	(100)	1253
Educ: Bachelors degree	5%	(25)	8%	(39)	21%	(98)	63%	(295)	3%	(14)	471
Educ: Post-grad	6%	(16)	10%	(26)	19%	(51)	63%	(168)	3%	(7)	268
Income: Under 50k	6%	(62)	9%	(85)	14%	(141)	62%	(605)	8%	(80)	973
Income: 50k-100k	5%	(35)	9%	(64)	18%	(124)	64%	(438)	4%	(28)	690
Income: 100k+	8%	(27)	10%	(32)	16%	(53)	62%	(203)	4%	(13)	329
Ethnicity: White	6%	(104)	10%	(153)	17%	(269)	62%	(994)	6%	(91)	1611
Ethnicity: Hispanic	8%	(15)	8%	(16)	12%	(22)	67%	(129)	6%	(11)	193

Continued on next page

Table CMS2_6: *How comfortable would you be doing the following activities right now?*
Going to a party or social event

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(124)	9%	(182)	16%	(319)	63%	(1246)	6%	(121)	1992
Ethnicity: Afr. Am.	5%	(13)	8%	(20)	13%	(32)	67%	(170)	7%	(17)	253
Ethnicity: Other	5%	(7)	7%	(9)	14%	(17)	64%	(82)	10%	(13)	128
All Christian	6%	(59)	9%	(91)	17%	(175)	64%	(661)	4%	(39)	1025
All Non-Christian	2%	(2)	10%	(10)	11%	(11)	71%	(71)	5%	(5)	100
Atheist	6%	(6)	8%	(8)	22%	(21)	59%	(56)	5%	(5)	95
Agnostic/Nothing in particular	7%	(57)	9%	(73)	14%	(111)	59%	(458)	9%	(73)	772
Religious Non-Protestant/Catholic	3%	(4)	12%	(17)	13%	(18)	67%	(93)	5%	(8)	139
Evangelical	10%	(52)	10%	(55)	18%	(95)	56%	(300)	6%	(32)	534
Non-Evangelical	5%	(35)	8%	(60)	15%	(113)	68%	(510)	4%	(30)	748
Community: Urban	7%	(34)	7%	(37)	14%	(72)	62%	(315)	9%	(46)	504
Community: Suburban	6%	(60)	10%	(98)	16%	(162)	63%	(643)	5%	(51)	1014
Community: Rural	6%	(30)	10%	(47)	18%	(84)	61%	(288)	5%	(24)	474
Employ: Private Sector	9%	(59)	12%	(78)	17%	(106)	58%	(363)	4%	(25)	631
Employ: Government	6%	(6)	7%	(7)	25%	(25)	59%	(59)	4%	(4)	100
Employ: Self-Employed	7%	(10)	6%	(8)	17%	(23)	61%	(83)	8%	(11)	136
Employ: Homemaker	3%	(4)	12%	(16)	13%	(16)	67%	(87)	6%	(8)	131
Employ: Retired	5%	(24)	6%	(30)	12%	(64)	72%	(376)	5%	(28)	521
Employ: Unemployed	5%	(12)	8%	(19)	17%	(40)	61%	(143)	8%	(19)	233
Employ: Other	4%	(5)	9%	(11)	17%	(21)	53%	(64)	16%	(19)	119
Military HH: Yes	8%	(25)	10%	(32)	17%	(55)	59%	(192)	6%	(19)	323
Military HH: No	6%	(99)	9%	(150)	16%	(263)	63%	(1054)	6%	(103)	1669
RD/WT: Right Direction	8%	(54)	14%	(100)	18%	(128)	54%	(379)	6%	(43)	703
RD/WT: Wrong Track	5%	(70)	6%	(82)	15%	(191)	67%	(867)	6%	(79)	1289
Trump Job Approve	8%	(71)	13%	(116)	18%	(158)	54%	(470)	6%	(49)	865
Trump Job Disapprove	4%	(46)	6%	(59)	14%	(154)	71%	(761)	5%	(50)	1070
Trump Job Strongly Approve	13%	(62)	12%	(59)	16%	(79)	52%	(257)	7%	(33)	489
Trump Job Somewhat Approve	2%	(9)	15%	(57)	21%	(80)	57%	(213)	4%	(16)	376
Trump Job Somewhat Disapprove	6%	(12)	8%	(17)	19%	(41)	62%	(136)	6%	(13)	219
Trump Job Strongly Disapprove	4%	(34)	5%	(42)	13%	(113)	73%	(625)	4%	(37)	850

Continued on next page

Table CMS2_6: *How comfortable would you be doing the following activities right now?*
Going to a party or social event

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(124)	9%	(182)	16%	(319)	63%	(1246)	6%	(121)	1992
Favorable of Trump	8%	(70)	14%	(117)	18%	(154)	54%	(456)	6%	(51)	848
Unfavorable of Trump	4%	(46)	6%	(59)	15%	(158)	71%	(755)	5%	(48)	1067
Very Favorable of Trump	12%	(61)	13%	(62)	16%	(80)	53%	(259)	6%	(31)	493
Somewhat Favorable of Trump	3%	(10)	15%	(55)	21%	(74)	55%	(197)	6%	(20)	355
Somewhat Unfavorable of Trump	6%	(11)	5%	(9)	20%	(35)	60%	(106)	9%	(15)	176
Very Unfavorable of Trump	4%	(36)	6%	(50)	14%	(123)	73%	(650)	4%	(33)	891
#1 Issue: Economy	9%	(62)	14%	(91)	17%	(116)	55%	(374)	5%	(32)	675
#1 Issue: Security	6%	(14)	12%	(26)	21%	(47)	51%	(114)	9%	(20)	222
#1 Issue: Health Care	4%	(16)	4%	(17)	15%	(67)	71%	(313)	6%	(25)	438
#1 Issue: Medicare / Social Security	4%	(12)	5%	(17)	13%	(40)	71%	(217)	6%	(19)	305
#1 Issue: Women's Issues	6%	(5)	10%	(9)	12%	(10)	63%	(56)	8%	(8)	89
#1 Issue: Education	7%	(7)	9%	(10)	20%	(20)	55%	(56)	9%	(10)	103
#1 Issue: Energy	6%	(4)	7%	(4)	14%	(8)	72%	(42)	1%	(1)	58
#1 Issue: Other	3%	(3)	8%	(8)	9%	(10)	73%	(74)	7%	(7)	102
2018 House Vote: Democrat	3%	(25)	6%	(48)	12%	(89)	74%	(553)	5%	(34)	750
2018 House Vote: Republican	9%	(64)	12%	(85)	19%	(132)	55%	(374)	4%	(29)	683
2018 House Vote: Someone else	9%	(7)	11%	(8)	25%	(18)	48%	(34)	7%	(5)	72
2016 Vote: Hillary Clinton	3%	(23)	7%	(45)	12%	(85)	73%	(500)	4%	(28)	680
2016 Vote: Donald Trump	9%	(65)	12%	(92)	18%	(131)	56%	(420)	5%	(37)	744
2016 Vote: Other	4%	(6)	8%	(11)	22%	(32)	59%	(88)	7%	(10)	147
2016 Vote: Didn't Vote	7%	(30)	8%	(34)	17%	(70)	57%	(236)	11%	(46)	417
Voted in 2014: Yes	6%	(87)	9%	(123)	15%	(205)	65%	(869)	4%	(60)	1344
Voted in 2014: No	6%	(37)	9%	(59)	18%	(114)	58%	(377)	10%	(62)	648
2012 Vote: Barack Obama	4%	(32)	8%	(62)	14%	(116)	70%	(580)	4%	(35)	826
2012 Vote: Mitt Romney	8%	(44)	12%	(65)	19%	(104)	57%	(314)	5%	(26)	553
2012 Vote: Other	12%	(9)	10%	(8)	21%	(17)	50%	(40)	7%	(6)	81
2012 Vote: Didn't Vote	7%	(38)	9%	(47)	15%	(80)	59%	(309)	10%	(52)	526

Continued on next page

Table CMS2_6: *How comfortable would you be doing the following activities right now?*
Going to a party or social event

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(124)	9%	(182)	16%	(319)	63%	(1246)	6%	(121)	1992
4-Region: Northeast	7%	(24)	7%	(24)	17%	(59)	65%	(229)	5%	(18)	355
4-Region: Midwest	6%	(27)	11%	(49)	17%	(77)	60%	(275)	6%	(30)	458
4-Region: South	5%	(37)	10%	(78)	16%	(117)	63%	(470)	6%	(42)	744
4-Region: West	8%	(35)	7%	(31)	15%	(65)	62%	(272)	7%	(32)	435
Sports fan	7%	(94)	10%	(135)	17%	(223)	60%	(786)	5%	(63)	1301
Traveled outside of U.S. in past year 1+ times	9%	(36)	9%	(36)	18%	(71)	59%	(228)	4%	(15)	385
Frequent Flyer	12%	(28)	10%	(24)	20%	(45)	54%	(125)	4%	(8)	230

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

Table CMS2_7: How comfortable would you be doing the following activities right now?
Going to a religious gathering or meeting

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	9%	(171)	10%	(204)	16%	(313)	57%	(1139)	8%	(164)	1992
Gender: Male	11%	(103)	12%	(108)	15%	(138)	53%	(495)	9%	(88)	932
Gender: Female	6%	(68)	9%	(96)	17%	(175)	61%	(644)	7%	(76)	1060
Age: 18-34	8%	(42)	8%	(41)	17%	(85)	55%	(275)	11%	(56)	500
Age: 35-44	9%	(27)	12%	(37)	16%	(49)	55%	(165)	8%	(25)	303
Age: 45-64	10%	(72)	12%	(90)	15%	(112)	55%	(398)	7%	(54)	725
Age: 65+	7%	(30)	8%	(36)	14%	(67)	65%	(301)	6%	(29)	463
GenZers: 1997-2012	8%	(16)	9%	(18)	15%	(32)	55%	(113)	13%	(27)	205
Millennials: 1981-1996	9%	(39)	10%	(43)	17%	(75)	54%	(234)	10%	(42)	434
GenXers: 1965-1980	10%	(51)	13%	(66)	16%	(78)	53%	(262)	8%	(41)	498
Baby Boomers: 1946-1964	8%	(60)	9%	(70)	15%	(120)	62%	(490)	6%	(50)	789
PID: Dem (no lean)	5%	(42)	6%	(46)	13%	(100)	69%	(529)	7%	(54)	772
PID: Ind (no lean)	7%	(36)	8%	(45)	15%	(83)	59%	(331)	11%	(63)	558
PID: Rep (no lean)	14%	(93)	17%	(113)	20%	(130)	42%	(279)	7%	(47)	662
PID/Gender: Dem Men	8%	(25)	9%	(26)	11%	(32)	66%	(196)	6%	(18)	297
PID/Gender: Dem Women	4%	(17)	4%	(20)	14%	(68)	70%	(333)	8%	(36)	475
PID/Gender: Ind Men	8%	(23)	9%	(28)	13%	(39)	56%	(164)	13%	(39)	292
PID/Gender: Ind Women	5%	(13)	7%	(17)	17%	(44)	63%	(167)	9%	(24)	266
PID/Gender: Rep Men	16%	(55)	16%	(54)	20%	(67)	39%	(136)	9%	(31)	343
PID/Gender: Rep Women	12%	(37)	19%	(59)	20%	(63)	45%	(144)	5%	(16)	319
Ideo: Liberal (1-3)	5%	(33)	4%	(24)	12%	(72)	73%	(431)	6%	(33)	593
Ideo: Moderate (4)	4%	(24)	9%	(51)	14%	(75)	62%	(338)	10%	(56)	544
Ideo: Conservative (5-7)	13%	(98)	16%	(118)	21%	(151)	44%	(321)	6%	(41)	729
Educ: < College	9%	(112)	10%	(121)	15%	(183)	56%	(703)	11%	(134)	1253
Educ: Bachelors degree	7%	(34)	12%	(59)	17%	(78)	60%	(283)	4%	(17)	471
Educ: Post-grad	9%	(25)	9%	(24)	19%	(52)	57%	(153)	5%	(13)	268
Income: Under 50k	8%	(80)	10%	(97)	16%	(153)	54%	(530)	12%	(114)	973
Income: 50k-100k	9%	(59)	12%	(80)	16%	(108)	59%	(408)	5%	(35)	690
Income: 100k+	10%	(33)	8%	(27)	16%	(53)	61%	(201)	5%	(15)	329
Ethnicity: White	9%	(149)	11%	(181)	15%	(249)	56%	(910)	8%	(121)	1611
Ethnicity: Hispanic	11%	(21)	6%	(11)	12%	(23)	62%	(120)	9%	(17)	193

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Table CMS2_7: How comfortable would you be doing the following activities right now?
Going to a religious gathering or meeting

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	9%	(171)	10%	(204)	16%	(313)	57%	(1139)	8%	(164)	1992
Ethnicity: Afr. Am.	6%	(15)	7%	(17)	18%	(46)	59%	(150)	10%	(25)	253
Ethnicity: Other	6%	(8)	4%	(5)	14%	(18)	62%	(80)	14%	(18)	128
All Christian	8%	(84)	14%	(141)	19%	(194)	54%	(554)	5%	(52)	1025
All Non-Christian	6%	(6)	7%	(7)	12%	(12)	67%	(67)	7%	(7)	100
Atheist	2%	(2)	2%	(2)	11%	(10)	75%	(71)	10%	(10)	95
Agnostic/Nothing in particular	10%	(79)	7%	(54)	13%	(97)	58%	(447)	12%	(95)	772
Religious Non-Protestant/Catholic	6%	(8)	13%	(18)	17%	(23)	57%	(78)	8%	(11)	139
Evangelical	17%	(90)	16%	(84)	18%	(95)	42%	(224)	8%	(41)	534
Non-Evangelical	6%	(43)	10%	(75)	18%	(134)	61%	(459)	5%	(36)	748
Community: Urban	8%	(41)	6%	(30)	16%	(79)	57%	(288)	13%	(66)	504
Community: Suburban	8%	(86)	10%	(104)	16%	(164)	59%	(599)	6%	(61)	1014
Community: Rural	10%	(45)	15%	(69)	15%	(71)	53%	(252)	8%	(37)	474
Employ: Private Sector	10%	(65)	13%	(84)	15%	(97)	54%	(342)	7%	(43)	631
Employ: Government	9%	(9)	7%	(7)	27%	(27)	50%	(50)	7%	(7)	100
Employ: Self-Employed	12%	(16)	9%	(12)	14%	(19)	58%	(79)	7%	(10)	136
Employ: Homemaker	4%	(5)	9%	(12)	17%	(22)	63%	(82)	8%	(11)	131
Employ: Retired	8%	(42)	8%	(44)	14%	(72)	63%	(327)	7%	(36)	521
Employ: Unemployed	7%	(16)	9%	(20)	16%	(37)	56%	(131)	12%	(29)	233
Employ: Other	9%	(11)	10%	(12)	19%	(23)	44%	(53)	18%	(21)	119
Military HH: Yes	11%	(37)	14%	(45)	15%	(49)	51%	(165)	8%	(27)	323
Military HH: No	8%	(134)	10%	(159)	16%	(264)	58%	(974)	8%	(137)	1669
RD/WT: Right Direction	13%	(93)	15%	(107)	18%	(129)	45%	(315)	8%	(60)	703
RD/WT: Wrong Track	6%	(78)	8%	(97)	14%	(185)	64%	(824)	8%	(105)	1289
Trump Job Approve	13%	(114)	17%	(144)	17%	(149)	46%	(398)	7%	(60)	865
Trump Job Disapprove	5%	(49)	5%	(55)	15%	(160)	68%	(727)	7%	(78)	1070
Trump Job Strongly Approve	19%	(95)	16%	(76)	16%	(81)	41%	(200)	8%	(37)	489
Trump Job Somewhat Approve	5%	(19)	18%	(68)	18%	(68)	53%	(199)	6%	(22)	376
Trump Job Somewhat Disapprove	5%	(10)	10%	(22)	21%	(46)	53%	(116)	12%	(26)	219
Trump Job Strongly Disapprove	5%	(39)	4%	(33)	13%	(114)	72%	(612)	6%	(52)	850

Continued on next page

Table CMS2_7: How comfortable would you be doing the following activities right now?
Going to a religious gathering or meeting

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	9%	(171)	10%	(204)	16%	(313)	57%	(1139)	8%	(164)	1992
Favorable of Trump	14%	(117)	16%	(139)	17%	(148)	45%	(386)	7%	(58)	848
Unfavorable of Trump	5%	(51)	6%	(62)	15%	(162)	67%	(718)	7%	(75)	1067
Very Favorable of Trump	20%	(97)	16%	(78)	17%	(82)	40%	(198)	8%	(38)	493
Somewhat Favorable of Trump	6%	(21)	17%	(61)	18%	(66)	53%	(187)	6%	(20)	355
Somewhat Unfavorable of Trump	5%	(9)	13%	(23)	24%	(42)	43%	(75)	15%	(27)	176
Very Unfavorable of Trump	5%	(42)	4%	(39)	14%	(120)	72%	(642)	5%	(49)	891
#1 Issue: Economy	11%	(73)	14%	(91)	19%	(128)	50%	(335)	7%	(48)	675
#1 Issue: Security	11%	(25)	17%	(37)	18%	(39)	45%	(100)	9%	(21)	222
#1 Issue: Health Care	5%	(20)	7%	(29)	12%	(50)	70%	(306)	8%	(33)	438
#1 Issue: Medicare / Social Security	6%	(17)	8%	(23)	15%	(45)	61%	(186)	11%	(33)	305
#1 Issue: Women's Issues	11%	(10)	9%	(8)	8%	(7)	64%	(56)	8%	(7)	89
#1 Issue: Education	7%	(7)	7%	(8)	17%	(17)	55%	(57)	13%	(14)	103
#1 Issue: Energy	9%	(5)	5%	(3)	16%	(9)	68%	(39)	1%	(1)	58
#1 Issue: Other	13%	(14)	5%	(5)	17%	(17)	58%	(59)	7%	(7)	102
2018 House Vote: Democrat	4%	(31)	7%	(52)	13%	(100)	70%	(523)	6%	(43)	750
2018 House Vote: Republican	14%	(96)	17%	(115)	19%	(127)	43%	(296)	7%	(50)	683
2018 House Vote: Someone else	10%	(7)	4%	(3)	20%	(14)	51%	(37)	15%	(11)	72
2016 Vote: Hillary Clinton	4%	(24)	7%	(44)	14%	(93)	71%	(482)	6%	(37)	680
2016 Vote: Donald Trump	14%	(106)	16%	(116)	18%	(137)	45%	(336)	7%	(49)	744
2016 Vote: Other	6%	(9)	10%	(15)	17%	(25)	55%	(81)	12%	(17)	147
2016 Vote: Didn't Vote	8%	(33)	7%	(29)	14%	(58)	57%	(237)	14%	(60)	417
Voted in 2014: Yes	9%	(115)	11%	(150)	16%	(213)	58%	(773)	7%	(93)	1344
Voted in 2014: No	9%	(56)	8%	(54)	15%	(100)	56%	(366)	11%	(72)	648
2012 Vote: Barack Obama	4%	(35)	7%	(60)	14%	(118)	68%	(560)	6%	(53)	826
2012 Vote: Mitt Romney	13%	(74)	16%	(88)	19%	(105)	45%	(248)	7%	(37)	553
2012 Vote: Other	18%	(15)	10%	(8)	19%	(15)	46%	(37)	7%	(6)	81
2012 Vote: Didn't Vote	9%	(48)	9%	(47)	14%	(74)	55%	(291)	13%	(66)	526

Continued on next page

Table CMS2_7: *How comfortable would you be doing the following activities right now?*
Going to a religious gathering or meeting

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	9%	(171)	10%	(204)	16%	(313)	57%	(1139)	8%	(164)	1992
4-Region: Northeast	7%	(24)	6%	(21)	19%	(67)	62%	(219)	7%	(24)	355
4-Region: Midwest	7%	(30)	13%	(60)	17%	(80)	54%	(249)	8%	(39)	458
4-Region: South	9%	(70)	12%	(88)	16%	(119)	55%	(407)	8%	(60)	744
4-Region: West	11%	(48)	8%	(34)	11%	(48)	61%	(264)	9%	(41)	435
Sports fan	9%	(119)	12%	(151)	16%	(204)	57%	(735)	7%	(92)	1301
Traveled outside of U.S. in past year 1+ times	9%	(36)	9%	(34)	16%	(61)	59%	(227)	7%	(27)	385
Frequent Flyer	12%	(28)	9%	(20)	16%	(36)	58%	(133)	6%	(14)	230

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

Table CMS2_8: How comfortable would you be doing the following activities right now?
Going to a work conference

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	5%	(103)	9%	(177)	15%	(302)	56%	(1111)	15%	(299)	1992
Gender: Male	6%	(60)	11%	(102)	18%	(168)	49%	(456)	16%	(147)	932
Gender: Female	4%	(44)	7%	(76)	13%	(134)	62%	(655)	14%	(151)	1060
Age: 18-34	7%	(36)	12%	(62)	19%	(96)	50%	(251)	11%	(56)	500
Age: 35-44	6%	(17)	10%	(30)	23%	(69)	50%	(152)	11%	(34)	303
Age: 45-64	5%	(36)	9%	(69)	15%	(105)	55%	(397)	16%	(118)	725
Age: 65+	3%	(14)	4%	(17)	7%	(31)	67%	(311)	19%	(90)	463
GenZers: 1997-2012	6%	(12)	12%	(25)	17%	(36)	53%	(109)	11%	(23)	205
Millennials: 1981-1996	8%	(34)	13%	(55)	21%	(92)	48%	(208)	10%	(45)	434
GenXers: 1965-1980	6%	(28)	10%	(49)	18%	(87)	51%	(252)	16%	(81)	498
Baby Boomers: 1946-1964	3%	(27)	6%	(45)	11%	(83)	63%	(500)	17%	(134)	789
PID: Dem (no lean)	4%	(33)	5%	(42)	13%	(99)	63%	(489)	14%	(109)	772
PID: Ind (no lean)	3%	(19)	8%	(45)	15%	(86)	55%	(307)	18%	(102)	558
PID: Rep (no lean)	8%	(52)	14%	(90)	18%	(117)	48%	(315)	13%	(87)	662
PID/Gender: Dem Men	5%	(14)	7%	(20)	14%	(42)	58%	(171)	17%	(50)	297
PID/Gender: Dem Women	4%	(18)	5%	(22)	12%	(57)	67%	(317)	13%	(60)	475
PID/Gender: Ind Men	4%	(12)	10%	(29)	19%	(55)	48%	(141)	18%	(53)	292
PID/Gender: Ind Women	2%	(6)	6%	(15)	11%	(31)	62%	(165)	18%	(49)	266
PID/Gender: Rep Men	10%	(33)	15%	(52)	21%	(71)	42%	(143)	13%	(45)	343
PID/Gender: Rep Women	6%	(19)	12%	(38)	14%	(46)	54%	(172)	13%	(43)	319
Ideo: Liberal (1-3)	5%	(32)	5%	(31)	14%	(83)	67%	(396)	9%	(52)	593
Ideo: Moderate (4)	3%	(17)	8%	(41)	15%	(81)	57%	(308)	18%	(97)	544
Ideo: Conservative (5-7)	7%	(51)	13%	(95)	16%	(120)	49%	(358)	14%	(104)	729
Educ: < College	6%	(72)	8%	(96)	13%	(166)	55%	(685)	19%	(235)	1253
Educ: Bachelors degree	3%	(15)	13%	(59)	18%	(85)	58%	(272)	8%	(39)	471
Educ: Post-grad	6%	(17)	8%	(22)	19%	(51)	58%	(154)	9%	(25)	268
Income: Under 50k	5%	(47)	8%	(75)	13%	(125)	54%	(523)	21%	(204)	973
Income: 50k-100k	5%	(32)	10%	(67)	17%	(120)	58%	(400)	10%	(72)	690
Income: 100k+	8%	(25)	11%	(35)	18%	(58)	57%	(188)	7%	(23)	329
Ethnicity: White	5%	(87)	9%	(144)	15%	(243)	55%	(889)	15%	(249)	1611
Ethnicity: Hispanic	5%	(9)	11%	(21)	18%	(34)	56%	(108)	11%	(21)	193

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Table CMS2_8: *How comfortable would you be doing the following activities right now?*
Going to a work conference

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	5%	(103)	9%	(177)	15%	(302)	56%	(1111)	15%	(299)	1992
Ethnicity: Afr. Am.	5%	(11)	9%	(23)	14%	(34)	61%	(153)	12%	(30)	253
Ethnicity: Other	4%	(5)	8%	(10)	19%	(25)	53%	(68)	15%	(20)	128
All Christian	4%	(43)	9%	(92)	14%	(148)	58%	(595)	14%	(147)	1025
All Non-Christian	5%	(5)	10%	(10)	20%	(19)	57%	(57)	9%	(9)	100
Atheist	5%	(5)	7%	(7)	20%	(19)	55%	(52)	14%	(13)	95
Agnostic/Nothing in particular	7%	(51)	9%	(69)	15%	(116)	53%	(407)	17%	(130)	772
Religious Non-Protestant/Catholic	5%	(6)	10%	(14)	18%	(25)	58%	(81)	9%	(13)	139
Evangelical	7%	(36)	11%	(61)	16%	(84)	50%	(265)	17%	(89)	534
Non-Evangelical	4%	(27)	7%	(56)	15%	(109)	61%	(456)	13%	(100)	748
Community: Urban	6%	(31)	7%	(36)	14%	(71)	56%	(283)	17%	(84)	504
Community: Suburban	5%	(51)	10%	(103)	15%	(157)	56%	(568)	13%	(135)	1014
Community: Rural	4%	(21)	8%	(39)	16%	(74)	55%	(260)	17%	(80)	474
Employ: Private Sector	9%	(56)	15%	(93)	18%	(112)	51%	(319)	8%	(51)	631
Employ: Government	9%	(9)	7%	(7)	26%	(26)	55%	(55)	2%	(2)	100
Employ: Self-Employed	7%	(9)	13%	(17)	17%	(23)	53%	(73)	10%	(14)	136
Employ: Homemaker	2%	(2)	7%	(9)	12%	(16)	58%	(76)	22%	(28)	131
Employ: Retired	2%	(12)	4%	(22)	7%	(35)	64%	(332)	23%	(120)	521
Employ: Unemployed	5%	(11)	4%	(9)	17%	(40)	53%	(124)	21%	(49)	233
Employ: Other	1%	(1)	6%	(7)	19%	(22)	54%	(64)	21%	(25)	119
Military HH: Yes	6%	(21)	10%	(33)	14%	(46)	52%	(169)	17%	(55)	323
Military HH: No	5%	(83)	9%	(144)	15%	(256)	56%	(942)	15%	(244)	1669
RD/WT: Right Direction	7%	(47)	14%	(101)	17%	(121)	47%	(327)	15%	(107)	703
RD/WT: Wrong Track	4%	(57)	6%	(77)	14%	(181)	61%	(783)	15%	(191)	1289
Trump Job Approve	7%	(58)	14%	(117)	17%	(143)	48%	(419)	15%	(128)	865
Trump Job Disapprove	4%	(43)	5%	(54)	14%	(152)	64%	(680)	13%	(140)	1070
Trump Job Strongly Approve	10%	(49)	15%	(73)	16%	(77)	44%	(216)	15%	(74)	489
Trump Job Somewhat Approve	2%	(8)	12%	(45)	18%	(66)	54%	(203)	14%	(54)	376
Trump Job Somewhat Disapprove	4%	(9)	8%	(17)	21%	(45)	49%	(108)	18%	(39)	219
Trump Job Strongly Disapprove	4%	(35)	4%	(37)	13%	(107)	67%	(571)	12%	(101)	850

Continued on next page

Table CMS2_8: *How comfortable would you be doing the following activities right now?*
Going to a work conference

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	5%	(103)	9%	(177)	15%	(302)	56%	(1111)	15%	(299)	1992
Favorable of Trump	7%	(59)	14%	(118)	16%	(139)	48%	(403)	15%	(129)	848
Unfavorable of Trump	4%	(42)	5%	(56)	14%	(153)	64%	(679)	13%	(137)	1067
Very Favorable of Trump	10%	(49)	14%	(70)	16%	(77)	45%	(220)	15%	(76)	493
Somewhat Favorable of Trump	3%	(10)	13%	(48)	17%	(61)	51%	(183)	15%	(53)	355
Somewhat Unfavorable of Trump	4%	(7)	10%	(18)	15%	(26)	50%	(89)	21%	(36)	176
Very Unfavorable of Trump	4%	(35)	4%	(38)	14%	(127)	66%	(590)	11%	(101)	891
#1 Issue: Economy	8%	(54)	13%	(90)	18%	(119)	48%	(325)	13%	(87)	675
#1 Issue: Security	5%	(11)	12%	(26)	20%	(46)	43%	(97)	19%	(43)	222
#1 Issue: Health Care	3%	(14)	4%	(18)	11%	(50)	67%	(295)	14%	(62)	438
#1 Issue: Medicare / Social Security	2%	(7)	5%	(17)	9%	(26)	61%	(187)	23%	(69)	305
#1 Issue: Women's Issues	7%	(6)	9%	(8)	12%	(11)	63%	(56)	10%	(9)	89
#1 Issue: Education	5%	(5)	10%	(10)	21%	(22)	51%	(53)	13%	(13)	103
#1 Issue: Energy	7%	(4)	8%	(4)	27%	(16)	58%	(33)	1%	(1)	58
#1 Issue: Other	3%	(3)	5%	(5)	13%	(13)	64%	(66)	16%	(16)	102
2018 House Vote: Democrat	3%	(25)	4%	(33)	13%	(99)	66%	(493)	13%	(101)	750
2018 House Vote: Republican	8%	(51)	15%	(100)	17%	(115)	47%	(322)	14%	(96)	683
2018 House Vote: Someone else	7%	(5)	8%	(6)	12%	(8)	51%	(37)	22%	(16)	72
2016 Vote: Hillary Clinton	3%	(21)	6%	(38)	12%	(83)	65%	(445)	14%	(92)	680
2016 Vote: Donald Trump	7%	(52)	13%	(98)	16%	(116)	49%	(367)	15%	(111)	744
2016 Vote: Other	6%	(9)	5%	(7)	17%	(25)	59%	(87)	13%	(19)	147
2016 Vote: Didn't Vote	5%	(21)	8%	(34)	18%	(77)	50%	(210)	18%	(75)	417
Voted in 2014: Yes	5%	(72)	9%	(115)	14%	(183)	58%	(781)	14%	(192)	1344
Voted in 2014: No	5%	(32)	10%	(62)	18%	(119)	51%	(329)	16%	(107)	648
2012 Vote: Barack Obama	3%	(27)	5%	(38)	14%	(116)	63%	(521)	15%	(124)	826
2012 Vote: Mitt Romney	7%	(37)	14%	(76)	15%	(83)	51%	(281)	14%	(76)	553
2012 Vote: Other	10%	(8)	11%	(9)	15%	(12)	49%	(40)	15%	(12)	81
2012 Vote: Didn't Vote	6%	(31)	10%	(53)	17%	(91)	51%	(266)	16%	(85)	526

Continued on next page

Table CMS2_8: *How comfortable would you be doing the following activities right now?*
Going to a work conference

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	5%	(103)	9%	(177)	15%	(302)	56%	(1111)	15%	(299)	1992
4-Region: Northeast	6%	(21)	8%	(27)	15%	(52)	58%	(205)	14%	(51)	355
4-Region: Midwest	5%	(22)	9%	(43)	14%	(66)	51%	(233)	21%	(94)	458
4-Region: South	5%	(34)	10%	(72)	15%	(115)	57%	(423)	13%	(100)	744
4-Region: West	6%	(27)	8%	(36)	16%	(69)	57%	(250)	12%	(54)	435
Sports fan	5%	(70)	10%	(135)	16%	(212)	55%	(716)	13%	(168)	1301
Traveled outside of U.S. in past year 1+ times	8%	(32)	12%	(47)	20%	(76)	49%	(190)	10%	(40)	385
Frequent Flyer	9%	(22)	15%	(34)	18%	(40)	50%	(115)	8%	(19)	230

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

Table CMS2_9: *How comfortable would you be doing the following activities right now?*
Going to a theater performance

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	5%	(96)	7%	(147)	13%	(262)	67%	(1335)	8%	(152)	1992
Gender: Male	6%	(58)	9%	(81)	14%	(133)	62%	(576)	9%	(84)	932
Gender: Female	4%	(37)	6%	(67)	12%	(129)	72%	(759)	6%	(68)	1060
Age: 18-34	6%	(30)	10%	(51)	18%	(88)	59%	(297)	7%	(34)	500
Age: 35-44	6%	(18)	9%	(26)	17%	(51)	59%	(178)	10%	(30)	303
Age: 45-64	5%	(34)	7%	(54)	12%	(90)	67%	(484)	9%	(63)	725
Age: 65+	3%	(14)	4%	(17)	7%	(33)	81%	(375)	5%	(25)	463
GenZers: 1997-2012	3%	(7)	10%	(20)	16%	(34)	64%	(130)	7%	(15)	205
Millennials: 1981-1996	8%	(33)	11%	(46)	19%	(84)	56%	(242)	7%	(29)	434
GenXers: 1965-1980	6%	(30)	8%	(41)	14%	(72)	61%	(302)	11%	(53)	498
Baby Boomers: 1946-1964	3%	(23)	5%	(40)	8%	(66)	77%	(608)	7%	(52)	789
PID: Dem (no lean)	3%	(22)	6%	(44)	10%	(75)	74%	(574)	7%	(55)	772
PID: Ind (no lean)	4%	(22)	7%	(41)	14%	(79)	66%	(368)	9%	(48)	558
PID: Rep (no lean)	8%	(52)	9%	(62)	16%	(108)	59%	(392)	7%	(49)	662
PID/Gender: Dem Men	4%	(13)	7%	(21)	11%	(32)	69%	(204)	9%	(26)	297
PID/Gender: Dem Women	2%	(9)	5%	(23)	9%	(43)	78%	(370)	6%	(29)	475
PID/Gender: Ind Men	5%	(14)	7%	(21)	15%	(42)	63%	(183)	11%	(31)	292
PID/Gender: Ind Women	3%	(8)	7%	(20)	14%	(37)	69%	(185)	7%	(17)	266
PID/Gender: Rep Men	9%	(31)	11%	(38)	17%	(59)	55%	(189)	8%	(27)	343
PID/Gender: Rep Women	6%	(21)	7%	(24)	15%	(49)	64%	(204)	7%	(22)	319
Ideo: Liberal (1-3)	4%	(25)	5%	(30)	11%	(63)	76%	(448)	4%	(26)	593
Ideo: Moderate (4)	3%	(18)	7%	(40)	10%	(55)	72%	(389)	8%	(42)	544
Ideo: Conservative (5-7)	6%	(45)	9%	(67)	17%	(126)	60%	(439)	7%	(52)	729
Educ: < College	5%	(64)	7%	(82)	12%	(152)	66%	(830)	10%	(126)	1253
Educ: Bachelors degree	3%	(13)	9%	(44)	15%	(72)	68%	(322)	4%	(19)	471
Educ: Post-grad	7%	(19)	8%	(22)	14%	(37)	68%	(183)	3%	(7)	268
Income: Under 50k	4%	(41)	6%	(63)	13%	(123)	66%	(645)	10%	(102)	973
Income: 50k-100k	4%	(28)	9%	(60)	13%	(93)	68%	(472)	5%	(37)	690
Income: 100k+	8%	(26)	7%	(25)	14%	(47)	66%	(218)	4%	(13)	329
Ethnicity: White	5%	(82)	8%	(131)	13%	(212)	67%	(1077)	7%	(110)	1611
Ethnicity: Hispanic	6%	(11)	10%	(19)	13%	(26)	66%	(127)	6%	(11)	193

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Table CMS2_9: How comfortable would you be doing the following activities right now?
Going to a theater performance

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	5%	(96)	7%	(147)	13%	(262)	67%	(1335)	8%	(152)	1992
Ethnicity: Afr. Am.	4%	(10)	5%	(12)	14%	(36)	69%	(174)	8%	(21)	253
Ethnicity: Other	3%	(4)	3%	(4)	12%	(15)	66%	(84)	17%	(22)	128
All Christian	4%	(44)	7%	(72)	13%	(137)	69%	(706)	6%	(66)	1025
All Non-Christian	3%	(3)	5%	(5)	10%	(10)	75%	(75)	7%	(7)	100
Atheist	4%	(4)	1%	(1)	23%	(22)	65%	(62)	6%	(6)	95
Agnostic/Nothing in particular	6%	(45)	9%	(69)	12%	(93)	64%	(492)	9%	(73)	772
Religious Non-Protestant/Catholic	3%	(4)	8%	(11)	12%	(16)	70%	(97)	7%	(10)	139
Evangelical	7%	(38)	9%	(46)	14%	(76)	61%	(324)	9%	(50)	534
Non-Evangelical	4%	(30)	6%	(42)	12%	(91)	72%	(541)	6%	(44)	748
Community: Urban	4%	(22)	6%	(29)	14%	(69)	64%	(325)	12%	(60)	504
Community: Suburban	5%	(54)	8%	(83)	13%	(130)	69%	(695)	5%	(52)	1014
Community: Rural	4%	(20)	7%	(35)	13%	(63)	66%	(315)	9%	(41)	474
Employ: Private Sector	8%	(48)	10%	(62)	15%	(97)	62%	(388)	5%	(34)	631
Employ: Government	8%	(8)	7%	(7)	15%	(15)	68%	(68)	3%	(3)	100
Employ: Self-Employed	6%	(7)	8%	(11)	10%	(14)	65%	(89)	11%	(15)	136
Employ: Homemaker	2%	(2)	8%	(11)	11%	(14)	72%	(94)	7%	(9)	131
Employ: Retired	3%	(15)	5%	(25)	8%	(43)	77%	(403)	7%	(36)	521
Employ: Unemployed	3%	(8)	6%	(14)	13%	(30)	66%	(154)	12%	(28)	233
Employ: Other	4%	(4)	8%	(9)	21%	(25)	51%	(61)	16%	(20)	119
Military HH: Yes	6%	(18)	9%	(29)	16%	(53)	62%	(201)	7%	(22)	323
Military HH: No	5%	(77)	7%	(118)	13%	(209)	68%	(1134)	8%	(130)	1669
RD/WT: Right Direction	6%	(45)	10%	(67)	16%	(112)	59%	(418)	9%	(61)	703
RD/WT: Wrong Track	4%	(51)	6%	(80)	12%	(151)	71%	(917)	7%	(91)	1289
Trump Job Approve	7%	(58)	10%	(88)	15%	(134)	60%	(518)	8%	(68)	865
Trump Job Disapprove	3%	(35)	5%	(53)	12%	(125)	75%	(799)	5%	(58)	1070
Trump Job Strongly Approve	10%	(51)	10%	(50)	14%	(68)	57%	(278)	9%	(42)	489
Trump Job Somewhat Approve	2%	(7)	10%	(38)	18%	(66)	64%	(240)	7%	(26)	376
Trump Job Somewhat Disapprove	4%	(9)	7%	(15)	18%	(39)	64%	(139)	8%	(17)	219
Trump Job Strongly Disapprove	3%	(26)	5%	(38)	10%	(86)	78%	(659)	5%	(41)	850

Continued on next page

Table CMS2_9: *How comfortable would you be doing the following activities right now?*
Going to a theater performance

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	5%	(96)	7%	(147)	13%	(262)	67%	(1335)	8%	(152)	1992
Favorable of Trump	7%	(57)	10%	(85)	16%	(133)	60%	(508)	8%	(66)	848
Unfavorable of Trump	3%	(34)	6%	(59)	12%	(125)	74%	(792)	5%	(57)	1067
Very Favorable of Trump	10%	(50)	10%	(52)	14%	(67)	58%	(285)	8%	(40)	493
Somewhat Favorable of Trump	2%	(7)	9%	(33)	18%	(65)	63%	(224)	7%	(26)	355
Somewhat Unfavorable of Trump	3%	(6)	8%	(15)	19%	(33)	60%	(106)	10%	(17)	176
Very Unfavorable of Trump	3%	(28)	5%	(44)	10%	(92)	77%	(686)	5%	(40)	891
#1 Issue: Economy	8%	(51)	11%	(72)	15%	(98)	60%	(407)	7%	(47)	675
#1 Issue: Security	6%	(13)	9%	(20)	15%	(34)	60%	(133)	10%	(23)	222
#1 Issue: Health Care	3%	(12)	5%	(21)	10%	(44)	75%	(329)	7%	(33)	438
#1 Issue: Medicare / Social Security	2%	(6)	4%	(13)	10%	(32)	76%	(231)	7%	(23)	305
#1 Issue: Women's Issues	6%	(5)	8%	(7)	15%	(13)	67%	(59)	5%	(4)	89
#1 Issue: Education	5%	(5)	7%	(7)	21%	(21)	57%	(58)	11%	(11)	103
#1 Issue: Energy	5%	(3)	7%	(4)	15%	(9)	73%	(42)	—	(0)	58
#1 Issue: Other	1%	(1)	4%	(4)	11%	(11)	74%	(75)	10%	(10)	102
2018 House Vote: Democrat	3%	(19)	5%	(39)	10%	(76)	76%	(572)	6%	(43)	750
2018 House Vote: Republican	8%	(52)	10%	(71)	15%	(104)	60%	(411)	7%	(45)	683
2018 House Vote: Someone else	8%	(6)	10%	(8)	16%	(11)	55%	(40)	10%	(7)	72
2016 Vote: Hillary Clinton	3%	(19)	5%	(31)	11%	(77)	76%	(518)	5%	(35)	680
2016 Vote: Donald Trump	7%	(51)	10%	(72)	14%	(104)	62%	(463)	7%	(54)	744
2016 Vote: Other	4%	(6)	8%	(11)	15%	(21)	64%	(95)	9%	(13)	147
2016 Vote: Didn't Vote	5%	(19)	8%	(33)	14%	(60)	61%	(256)	12%	(50)	417
Voted in 2014: Yes	5%	(69)	7%	(98)	12%	(162)	69%	(928)	7%	(88)	1344
Voted in 2014: No	4%	(27)	8%	(49)	15%	(100)	63%	(407)	10%	(64)	648
2012 Vote: Barack Obama	3%	(22)	5%	(44)	12%	(95)	74%	(612)	6%	(52)	826
2012 Vote: Mitt Romney	7%	(39)	10%	(55)	15%	(82)	63%	(346)	6%	(32)	553
2012 Vote: Other	11%	(9)	8%	(6)	14%	(11)	57%	(47)	10%	(8)	81
2012 Vote: Didn't Vote	5%	(26)	8%	(42)	14%	(74)	62%	(327)	11%	(58)	526

Continued on next page

Table CMS2_9: *How comfortable would you be doing the following activities right now?*
Going to a theater performance

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	5%	(96)	7%	(147)	13%	(262)	67%	(1335)	8%	(152)	1992
4-Region: Northeast	5%	(18)	5%	(16)	14%	(49)	69%	(244)	8%	(27)	355
4-Region: Midwest	3%	(16)	8%	(38)	15%	(68)	64%	(291)	10%	(44)	458
4-Region: South	5%	(34)	7%	(55)	13%	(97)	69%	(514)	6%	(44)	744
4-Region: West	6%	(28)	9%	(37)	11%	(48)	66%	(286)	8%	(36)	435
Sports fan	5%	(65)	8%	(108)	13%	(174)	67%	(870)	6%	(83)	1301
Traveled outside of U.S. in past year 1+ times	7%	(27)	11%	(43)	13%	(52)	65%	(250)	4%	(13)	385
Frequent Flyer	8%	(19)	12%	(29)	14%	(33)	61%	(139)	5%	(10)	230

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

Table CMS2_10: *How comfortable would you be doing the following activities right now?*
Going to a museum

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion	Total N
Registered Voters	7%	(145)	12%	(245)	17%	(329)	56%	(1123)	7% (149)	1992
Gender: Male	9%	(85)	14%	(132)	20%	(182)	49%	(454)	8% (79)	932
Gender: Female	6%	(60)	11%	(113)	14%	(147)	63%	(669)	7% (70)	1060
Age: 18-34	10%	(49)	14%	(68)	17%	(87)	51%	(258)	8% (39)	500
Age: 35-44	9%	(26)	12%	(36)	23%	(68)	48%	(146)	9% (26)	303
Age: 45-64	7%	(51)	14%	(102)	17%	(123)	55%	(395)	7% (54)	725
Age: 65+	4%	(19)	8%	(38)	11%	(51)	70%	(325)	7% (30)	463
GenZers: 1997-2012	8%	(16)	11%	(22)	16%	(33)	56%	(115)	10% (20)	205
Millennials: 1981-1996	11%	(48)	15%	(66)	19%	(84)	47%	(205)	7% (30)	434
GenXers: 1965-1980	7%	(35)	14%	(71)	20%	(99)	49%	(245)	10% (48)	498
Baby Boomers: 1946-1964	5%	(43)	10%	(80)	14%	(110)	65%	(513)	6% (44)	789
PID: Dem (no lean)	5%	(35)	9%	(67)	13%	(104)	66%	(513)	7% (52)	772
PID: Ind (no lean)	7%	(40)	10%	(57)	21%	(120)	52%	(291)	9% (51)	558
PID: Rep (no lean)	11%	(70)	18%	(121)	16%	(106)	48%	(320)	7% (45)	662
PID/Gender: Dem Men	5%	(16)	11%	(31)	16%	(49)	59%	(177)	8% (24)	297
PID/Gender: Dem Women	4%	(19)	8%	(36)	12%	(55)	71%	(336)	6% (28)	475
PID/Gender: Ind Men	10%	(28)	11%	(32)	22%	(64)	48%	(139)	10% (28)	292
PID/Gender: Ind Women	5%	(12)	9%	(24)	21%	(56)	57%	(151)	9% (23)	266
PID/Gender: Rep Men	12%	(41)	20%	(68)	20%	(69)	40%	(138)	8% (26)	343
PID/Gender: Rep Women	9%	(29)	17%	(53)	12%	(37)	57%	(182)	6% (19)	319
Ideo: Liberal (1-3)	6%	(33)	8%	(48)	16%	(96)	66%	(390)	4% (25)	593
Ideo: Moderate (4)	5%	(29)	11%	(59)	16%	(87)	59%	(322)	8% (46)	544
Ideo: Conservative (5-7)	9%	(69)	17%	(123)	18%	(128)	50%	(364)	6% (45)	729
Educ: < College	8%	(101)	11%	(134)	15%	(189)	57%	(710)	9% (118)	1253
Educ: Bachelors degree	5%	(24)	16%	(77)	19%	(88)	57%	(268)	3% (14)	471
Educ: Post-grad	8%	(20)	13%	(34)	19%	(52)	54%	(145)	6% (16)	268
Income: Under 50k	7%	(66)	12%	(114)	16%	(157)	56%	(541)	10% (96)	973
Income: 50k-100k	7%	(49)	13%	(91)	17%	(115)	58%	(400)	5% (35)	690
Income: 100k+	9%	(31)	12%	(40)	17%	(57)	56%	(183)	5% (18)	329
Ethnicity: White	8%	(128)	13%	(213)	17%	(273)	55%	(892)	7% (106)	1611
Ethnicity: Hispanic	12%	(23)	8%	(16)	18%	(34)	54%	(104)	8% (16)	193

Continued on next page

Table CMS2_10: *How comfortable would you be doing the following activities right now?*

Going to a museum

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	7%	(145)	12%	(245)	17%	(329)	56%	(1123)	7%	(149)	1992
Ethnicity: Afr. Am.	4%	(11)	9%	(23)	12%	(30)	65%	(164)	9%	(24)	253
Ethnicity: Other	5%	(7)	7%	(9)	21%	(26)	52%	(67)	15%	(19)	128
All Christian	6%	(66)	13%	(131)	16%	(169)	58%	(597)	6%	(62)	1025
All Non-Christian	6%	(6)	11%	(11)	12%	(12)	65%	(65)	5%	(5)	100
Atheist	5%	(5)	11%	(11)	26%	(25)	54%	(51)	4%	(3)	95
Agnostic/Nothing in particular	9%	(68)	12%	(92)	16%	(124)	53%	(410)	10%	(78)	772
Religious Non-Protestant/Catholic	6%	(9)	13%	(17)	15%	(21)	61%	(85)	5%	(7)	139
Evangelical	10%	(51)	15%	(79)	16%	(85)	52%	(276)	8%	(44)	534
Non-Evangelical	6%	(47)	11%	(85)	16%	(119)	61%	(458)	5%	(39)	748
Community: Urban	7%	(36)	11%	(53)	16%	(81)	56%	(285)	10%	(49)	504
Community: Suburban	8%	(80)	13%	(127)	17%	(168)	56%	(567)	7%	(71)	1014
Community: Rural	6%	(29)	14%	(65)	17%	(80)	57%	(272)	6%	(28)	474
Employ: Private Sector	10%	(61)	15%	(97)	17%	(105)	53%	(337)	5%	(30)	631
Employ: Government	10%	(10)	15%	(15)	15%	(15)	53%	(54)	6%	(6)	100
Employ: Self-Employed	10%	(13)	13%	(18)	17%	(24)	50%	(68)	9%	(12)	136
Employ: Homemaker	2%	(2)	13%	(17)	17%	(23)	59%	(77)	9%	(12)	131
Employ: Retired	6%	(29)	9%	(45)	13%	(68)	65%	(341)	7%	(39)	521
Employ: Unemployed	6%	(15)	10%	(24)	23%	(55)	50%	(117)	10%	(22)	233
Employ: Other	8%	(9)	12%	(14)	17%	(21)	49%	(58)	14%	(17)	119
Military HH: Yes	7%	(22)	17%	(54)	15%	(50)	54%	(174)	7%	(23)	323
Military HH: No	7%	(123)	11%	(192)	17%	(280)	57%	(949)	8%	(125)	1669
RD/WT: Right Direction	10%	(68)	17%	(123)	16%	(113)	49%	(347)	7%	(52)	703
RD/WT: Wrong Track	6%	(78)	10%	(122)	17%	(216)	60%	(776)	7%	(97)	1289
Trump Job Approve	10%	(89)	17%	(147)	16%	(142)	49%	(425)	7%	(62)	865
Trump Job Disapprove	5%	(49)	9%	(92)	17%	(177)	64%	(689)	6%	(61)	1070
Trump Job Strongly Approve	15%	(74)	18%	(86)	14%	(70)	46%	(225)	7%	(33)	489
Trump Job Somewhat Approve	4%	(15)	16%	(60)	19%	(72)	53%	(200)	8%	(29)	376
Trump Job Somewhat Disapprove	5%	(10)	9%	(20)	25%	(54)	52%	(115)	9%	(20)	219
Trump Job Strongly Disapprove	5%	(39)	8%	(72)	14%	(123)	68%	(575)	5%	(42)	850

Continued on next page

Table CMS2_10: *How comfortable would you be doing the following activities right now?*
Going to a museum

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	7%	(145)	12%	(245)	17%	(329)	56%	(1123)	7%	(149)	1992
Favorable of Trump	11%	(89)	17%	(146)	16%	(138)	49%	(416)	7%	(59)	848
Unfavorable of Trump	5%	(50)	9%	(96)	17%	(182)	64%	(678)	6%	(62)	1067
Very Favorable of Trump	15%	(72)	18%	(89)	14%	(68)	46%	(229)	7%	(35)	493
Somewhat Favorable of Trump	5%	(17)	16%	(56)	20%	(71)	53%	(187)	7%	(24)	355
Somewhat Unfavorable of Trump	4%	(7)	13%	(22)	25%	(45)	46%	(82)	12%	(21)	176
Very Unfavorable of Trump	5%	(43)	8%	(74)	15%	(137)	67%	(597)	5%	(41)	891
#1 Issue: Economy	11%	(76)	16%	(110)	17%	(116)	49%	(331)	6%	(41)	675
#1 Issue: Security	7%	(17)	13%	(30)	16%	(36)	50%	(112)	13%	(29)	222
#1 Issue: Health Care	4%	(18)	10%	(43)	16%	(68)	64%	(281)	6%	(28)	438
#1 Issue: Medicare / Social Security	3%	(9)	9%	(27)	15%	(47)	65%	(197)	8%	(24)	305
#1 Issue: Women's Issues	6%	(5)	9%	(8)	18%	(16)	63%	(56)	5%	(4)	89
#1 Issue: Education	12%	(12)	11%	(11)	18%	(19)	49%	(51)	10%	(10)	103
#1 Issue: Energy	7%	(4)	13%	(8)	18%	(11)	56%	(32)	5%	(3)	58
#1 Issue: Other	4%	(4)	8%	(9)	17%	(17)	61%	(62)	10%	(10)	102
2018 House Vote: Democrat	4%	(32)	9%	(69)	15%	(111)	66%	(495)	6%	(43)	750
2018 House Vote: Republican	11%	(75)	17%	(116)	17%	(113)	50%	(339)	6%	(40)	683
2018 House Vote: Someone else	10%	(7)	11%	(8)	26%	(19)	40%	(29)	12%	(9)	72
2016 Vote: Hillary Clinton	4%	(26)	9%	(60)	15%	(103)	66%	(451)	6%	(39)	680
2016 Vote: Donald Trump	11%	(79)	17%	(125)	15%	(109)	52%	(386)	6%	(45)	744
2016 Vote: Other	7%	(11)	10%	(14)	31%	(46)	44%	(65)	8%	(11)	147
2016 Vote: Didn't Vote	7%	(29)	11%	(45)	17%	(71)	52%	(219)	13%	(53)	417
Voted in 2014: Yes	7%	(95)	13%	(175)	15%	(199)	59%	(792)	6%	(83)	1344
Voted in 2014: No	8%	(50)	11%	(70)	20%	(130)	51%	(332)	10%	(66)	648
2012 Vote: Barack Obama	5%	(40)	10%	(82)	16%	(134)	63%	(520)	6%	(50)	826
2012 Vote: Mitt Romney	9%	(48)	17%	(96)	16%	(86)	52%	(290)	6%	(33)	553
2012 Vote: Other	14%	(11)	15%	(12)	20%	(16)	41%	(34)	10%	(8)	81
2012 Vote: Didn't Vote	9%	(46)	10%	(55)	17%	(92)	53%	(277)	11%	(56)	526

Continued on next page

Table CMS2_10: *How comfortable would you be doing the following activities right now?*
Going to a museum

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	7%	(145)	12%	(245)	17%	(329)	56%	(1123)	7%	(149)	1992
4-Region: Northeast	7%	(24)	7%	(26)	21%	(75)	57%	(204)	8%	(27)	355
4-Region: Midwest	6%	(29)	15%	(70)	16%	(74)	53%	(243)	9%	(41)	458
4-Region: South	6%	(46)	14%	(102)	16%	(116)	58%	(434)	6%	(45)	744
4-Region: West	11%	(47)	11%	(48)	15%	(64)	56%	(242)	8%	(34)	435
Sports fan	8%	(99)	14%	(187)	16%	(212)	56%	(724)	6%	(79)	1301
Traveled outside of U.S. in past year 1+ times	11%	(41)	12%	(46)	17%	(65)	55%	(210)	6%	(22)	385
Frequent Flyer	13%	(29)	18%	(41)	18%	(41)	47%	(107)	5%	(11)	230

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

Table CMS2_11: *How comfortable would you be doing the following activities right now?*
Going to a political rally

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	4%	(75)	5%	(93)	10%	(190)	73%	(1448)	9%	(186)	1992
Gender: Male	5%	(51)	6%	(54)	11%	(105)	67%	(627)	10%	(96)	932
Gender: Female	2%	(25)	4%	(39)	8%	(85)	77%	(821)	8%	(90)	1060
Age: 18-34	5%	(26)	4%	(18)	11%	(54)	69%	(346)	11%	(57)	500
Age: 35-44	3%	(10)	6%	(17)	12%	(35)	68%	(207)	11%	(34)	303
Age: 45-64	4%	(29)	5%	(38)	10%	(75)	71%	(513)	10%	(71)	725
Age: 65+	2%	(11)	4%	(20)	6%	(26)	82%	(382)	5%	(25)	463
GenZers: 1997-2012	4%	(9)	2%	(3)	9%	(19)	75%	(152)	10%	(21)	205
Millennials: 1981-1996	5%	(22)	6%	(25)	12%	(52)	65%	(283)	12%	(52)	434
GenXers: 1965-1980	4%	(22)	6%	(28)	12%	(59)	67%	(331)	12%	(57)	498
Baby Boomers: 1946-1964	2%	(20)	4%	(31)	7%	(57)	80%	(630)	7%	(52)	789
PID: Dem (no lean)	2%	(17)	3%	(26)	7%	(54)	79%	(609)	9%	(66)	772
PID: Ind (no lean)	2%	(14)	3%	(16)	8%	(44)	75%	(418)	12%	(66)	558
PID: Rep (no lean)	7%	(45)	8%	(51)	14%	(91)	64%	(421)	8%	(54)	662
PID/Gender: Dem Men	4%	(12)	5%	(14)	9%	(26)	72%	(215)	10%	(31)	297
PID/Gender: Dem Women	1%	(5)	3%	(12)	6%	(29)	83%	(394)	7%	(35)	475
PID/Gender: Ind Men	3%	(9)	4%	(12)	9%	(26)	72%	(211)	12%	(34)	292
PID/Gender: Ind Women	2%	(5)	2%	(5)	7%	(18)	78%	(208)	12%	(31)	266
PID/Gender: Rep Men	9%	(30)	8%	(29)	15%	(53)	59%	(201)	9%	(30)	343
PID/Gender: Rep Women	5%	(15)	7%	(22)	12%	(39)	69%	(220)	7%	(24)	319
Ideo: Liberal (1-3)	3%	(20)	3%	(20)	7%	(42)	82%	(485)	4%	(27)	593
Ideo: Moderate (4)	2%	(13)	3%	(19)	8%	(43)	76%	(414)	10%	(54)	544
Ideo: Conservative (5-7)	6%	(41)	7%	(50)	13%	(94)	66%	(483)	8%	(61)	729
Educ: < College	4%	(52)	5%	(59)	9%	(107)	71%	(887)	12%	(148)	1253
Educ: Bachelors degree	3%	(15)	4%	(18)	11%	(51)	78%	(366)	5%	(21)	471
Educ: Post-grad	3%	(9)	6%	(15)	12%	(32)	73%	(194)	6%	(17)	268
Income: Under 50k	3%	(33)	5%	(46)	8%	(83)	71%	(690)	12%	(121)	973
Income: 50k-100k	4%	(26)	4%	(30)	9%	(62)	76%	(525)	7%	(47)	690
Income: 100k+	5%	(16)	5%	(17)	14%	(45)	71%	(233)	5%	(18)	329
Ethnicity: White	4%	(67)	5%	(80)	10%	(154)	73%	(1176)	8%	(134)	1611
Ethnicity: Hispanic	4%	(8)	7%	(13)	6%	(12)	75%	(144)	8%	(16)	193

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Table CMS2_11: How comfortable would you be doing the following activities right now?
Going to a political rally

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	4%	(75)	5%	(93)	10%	(190)	73%	(1448)	9%	(186)	1992
Ethnicity: Afr. Am.	2%	(6)	4%	(10)	10%	(25)	71%	(179)	13%	(32)	253
Ethnicity: Other	2%	(2)	2%	(3)	8%	(10)	72%	(93)	16%	(20)	128
All Christian	3%	(35)	5%	(48)	10%	(104)	74%	(762)	7%	(77)	1025
All Non-Christian	3%	(3)	6%	(6)	9%	(9)	79%	(78)	3%	(3)	100
Atheist	5%	(5)	2%	(2)	11%	(10)	76%	(72)	7%	(6)	95
Agnostic/Nothing in particular	4%	(33)	5%	(37)	9%	(66)	69%	(536)	13%	(100)	772
Religious Non-Protestant/Catholic	3%	(5)	5%	(7)	8%	(12)	79%	(109)	5%	(7)	139
Evangelical	5%	(27)	8%	(42)	13%	(72)	62%	(333)	11%	(61)	534
Non-Evangelical	3%	(19)	4%	(29)	9%	(64)	78%	(585)	7%	(51)	748
Community: Urban	4%	(19)	4%	(19)	10%	(52)	69%	(350)	13%	(64)	504
Community: Suburban	4%	(38)	5%	(46)	9%	(92)	75%	(760)	8%	(78)	1014
Community: Rural	4%	(18)	6%	(28)	10%	(46)	71%	(338)	9%	(44)	474
Employ: Private Sector	7%	(45)	5%	(30)	12%	(76)	70%	(441)	6%	(39)	631
Employ: Government	2%	(2)	8%	(8)	11%	(11)	73%	(73)	6%	(6)	100
Employ: Self-Employed	2%	(2)	9%	(12)	6%	(8)	73%	(99)	10%	(14)	136
Employ: Homemaker	2%	(2)	5%	(7)	10%	(14)	72%	(94)	11%	(14)	131
Employ: Retired	3%	(18)	4%	(19)	7%	(34)	79%	(410)	8%	(40)	521
Employ: Unemployed	1%	(3)	2%	(5)	10%	(23)	74%	(174)	13%	(29)	233
Employ: Other	1%	(1)	7%	(9)	9%	(10)	62%	(74)	22%	(26)	119
Military HH: Yes	5%	(16)	7%	(22)	12%	(38)	67%	(218)	9%	(30)	323
Military HH: No	4%	(60)	4%	(71)	9%	(152)	74%	(1230)	9%	(156)	1669
RD/WT: Right Direction	6%	(44)	7%	(47)	14%	(97)	62%	(438)	11%	(76)	703
RD/WT: Wrong Track	2%	(31)	4%	(46)	7%	(93)	78%	(1009)	9%	(110)	1289
Trump Job Approve	6%	(50)	7%	(63)	13%	(114)	64%	(555)	10%	(83)	865
Trump Job Disapprove	2%	(25)	2%	(26)	7%	(71)	82%	(873)	7%	(75)	1070
Trump Job Strongly Approve	9%	(46)	10%	(48)	11%	(56)	59%	(291)	10%	(48)	489
Trump Job Somewhat Approve	1%	(4)	4%	(15)	15%	(58)	70%	(264)	9%	(35)	376
Trump Job Somewhat Disapprove	3%	(6)	3%	(7)	10%	(22)	72%	(157)	13%	(28)	219
Trump Job Strongly Disapprove	2%	(19)	2%	(19)	6%	(49)	84%	(715)	6%	(48)	850

Continued on next page

Table CMS2_11: *How comfortable would you be doing the following activities right now?*
Going to a political rally

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	4%	(75)	5%	(93)	10%	(190)	73%	(1448)	9%	(186)	1992
Favorable of Trump	6%	(50)	7%	(61)	13%	(113)	64%	(544)	9%	(79)	848
Unfavorable of Trump	2%	(23)	3%	(28)	7%	(75)	81%	(866)	7%	(76)	1067
Very Favorable of Trump	9%	(44)	10%	(48)	12%	(60)	60%	(295)	9%	(46)	493
Somewhat Favorable of Trump	2%	(6)	4%	(13)	15%	(53)	70%	(249)	10%	(34)	355
Somewhat Unfavorable of Trump	2%	(4)	5%	(8)	12%	(21)	66%	(117)	14%	(25)	176
Very Unfavorable of Trump	2%	(19)	2%	(19)	6%	(54)	84%	(749)	6%	(50)	891
#1 Issue: Economy	5%	(36)	7%	(49)	12%	(82)	67%	(451)	8%	(57)	675
#1 Issue: Security	5%	(11)	6%	(13)	10%	(23)	68%	(150)	11%	(25)	222
#1 Issue: Health Care	2%	(9)	2%	(9)	7%	(31)	80%	(349)	9%	(41)	438
#1 Issue: Medicare / Social Security	2%	(6)	3%	(8)	8%	(24)	79%	(241)	8%	(25)	305
#1 Issue: Women's Issues	4%	(4)	5%	(5)	8%	(7)	75%	(67)	7%	(6)	89
#1 Issue: Education	3%	(3)	7%	(7)	13%	(14)	62%	(63)	15%	(15)	103
#1 Issue: Energy	5%	(3)	1%	(1)	8%	(4)	85%	(49)	1%	(1)	58
#1 Issue: Other	4%	(4)	1%	(1)	5%	(5)	76%	(77)	14%	(15)	102
2018 House Vote: Democrat	1%	(10)	3%	(22)	7%	(52)	82%	(612)	7%	(54)	750
2018 House Vote: Republican	6%	(43)	8%	(55)	13%	(89)	65%	(446)	7%	(50)	683
2018 House Vote: Someone else	8%	(6)	4%	(3)	12%	(9)	63%	(46)	12%	(9)	72
2016 Vote: Hillary Clinton	2%	(11)	3%	(18)	7%	(46)	82%	(557)	7%	(48)	680
2016 Vote: Donald Trump	6%	(43)	8%	(57)	13%	(95)	65%	(487)	8%	(62)	744
2016 Vote: Other	4%	(6)	3%	(5)	10%	(15)	75%	(110)	8%	(12)	147
2016 Vote: Didn't Vote	4%	(15)	3%	(13)	8%	(33)	70%	(291)	15%	(65)	417
Voted in 2014: Yes	4%	(54)	6%	(77)	9%	(119)	74%	(992)	8%	(103)	1344
Voted in 2014: No	3%	(22)	2%	(16)	11%	(71)	70%	(456)	13%	(83)	648
2012 Vote: Barack Obama	2%	(14)	3%	(24)	8%	(66)	79%	(654)	8%	(68)	826
2012 Vote: Mitt Romney	6%	(35)	8%	(44)	11%	(60)	68%	(376)	7%	(39)	553
2012 Vote: Other	7%	(6)	12%	(10)	8%	(7)	66%	(53)	7%	(6)	81
2012 Vote: Didn't Vote	4%	(21)	3%	(16)	11%	(57)	69%	(362)	13%	(71)	526

Continued on next page

Table CMS2_11: *How comfortable would you be doing the following activities right now?*
Going to a political rally

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	4%	(75)	5%	(93)	10%	(190)	73%	(1448)	9%	(186)	1992
4-Region: Northeast	4%	(15)	4%	(13)	9%	(33)	74%	(264)	9%	(31)	355
4-Region: Midwest	3%	(14)	4%	(16)	11%	(51)	71%	(323)	12%	(54)	458
4-Region: South	3%	(24)	6%	(42)	10%	(72)	73%	(540)	9%	(66)	744
4-Region: West	5%	(22)	5%	(22)	8%	(34)	74%	(322)	8%	(35)	435
Sports fan	4%	(52)	6%	(72)	11%	(140)	71%	(927)	8%	(109)	1301
Traveled outside of U.S. in past year 1+ times	6%	(22)	6%	(22)	10%	(39)	73%	(282)	5%	(20)	385
Frequent Flyer	7%	(15)	8%	(18)	11%	(25)	68%	(158)	6%	(15)	230

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

Table CMS2_12: *How comfortable would you be doing the following activities right now?*
Going to the gym or an exercise class

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(115)	7%	(143)	14%	(277)	65%	(1297)	8%	(160)	1992
Gender: Male	7%	(69)	9%	(79)	16%	(153)	59%	(548)	9%	(83)	932
Gender: Female	4%	(45)	6%	(64)	12%	(124)	71%	(749)	7%	(77)	1060
Age: 18-34	8%	(42)	9%	(45)	15%	(77)	59%	(297)	8%	(39)	500
Age: 35-44	8%	(25)	9%	(27)	17%	(50)	60%	(180)	7%	(20)	303
Age: 45-64	5%	(37)	8%	(55)	13%	(95)	65%	(472)	9%	(66)	725
Age: 65+	2%	(11)	4%	(17)	12%	(54)	75%	(348)	7%	(34)	463
GenZers: 1997-2012	6%	(12)	7%	(14)	13%	(27)	64%	(132)	10%	(20)	205
Millennials: 1981-1996	10%	(43)	10%	(46)	17%	(75)	56%	(241)	7%	(29)	434
GenXers: 1965-1980	7%	(33)	8%	(42)	15%	(76)	60%	(300)	10%	(47)	498
Baby Boomers: 1946-1964	3%	(24)	5%	(41)	12%	(92)	73%	(575)	7%	(57)	789
PID: Dem (no lean)	5%	(36)	4%	(34)	11%	(87)	73%	(561)	7%	(53)	772
PID: Ind (no lean)	5%	(25)	7%	(41)	14%	(79)	64%	(360)	9%	(53)	558
PID: Rep (no lean)	8%	(54)	10%	(68)	17%	(110)	57%	(377)	8%	(54)	662
PID/Gender: Dem Men	7%	(20)	7%	(22)	14%	(42)	65%	(193)	7%	(20)	297
PID/Gender: Dem Women	3%	(16)	2%	(12)	10%	(46)	78%	(368)	7%	(33)	475
PID/Gender: Ind Men	6%	(16)	7%	(22)	16%	(46)	61%	(177)	10%	(30)	292
PID/Gender: Ind Women	3%	(9)	7%	(20)	12%	(33)	68%	(182)	8%	(22)	266
PID/Gender: Rep Men	10%	(33)	10%	(36)	19%	(65)	52%	(178)	10%	(33)	343
PID/Gender: Rep Women	7%	(21)	10%	(33)	14%	(45)	62%	(199)	7%	(21)	319
Ideo: Liberal (1-3)	6%	(33)	3%	(20)	12%	(69)	76%	(449)	4%	(21)	593
Ideo: Moderate (4)	3%	(18)	7%	(36)	14%	(78)	68%	(368)	8%	(45)	544
Ideo: Conservative (5-7)	8%	(57)	11%	(77)	15%	(112)	58%	(426)	8%	(57)	729
Educ: < College	6%	(76)	6%	(74)	13%	(167)	65%	(810)	10%	(126)	1253
Educ: Bachelors degree	4%	(19)	9%	(44)	15%	(72)	67%	(314)	5%	(22)	471
Educ: Post-grad	8%	(20)	9%	(25)	14%	(37)	65%	(173)	4%	(12)	268
Income: Under 50k	5%	(52)	7%	(68)	13%	(125)	64%	(624)	11%	(104)	973
Income: 50k-100k	5%	(34)	7%	(51)	14%	(97)	68%	(466)	6%	(41)	690
Income: 100k+	9%	(30)	7%	(24)	16%	(54)	63%	(207)	4%	(14)	329
Ethnicity: White	6%	(94)	8%	(122)	14%	(222)	65%	(1042)	8%	(131)	1611
Ethnicity: Hispanic	6%	(11)	10%	(18)	11%	(20)	67%	(130)	7%	(13)	193

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Table CMS2_12: *How comfortable would you be doing the following activities right now?*
Going to the gym or an exercise class

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(115)	7%	(143)	14%	(277)	65%	(1297)	8%	(160)	1992
Ethnicity: Afr. Am.	5%	(13)	6%	(15)	13%	(34)	70%	(176)	6%	(15)	253
Ethnicity: Other	6%	(7)	5%	(7)	16%	(21)	63%	(80)	11%	(14)	128
All Christian	4%	(41)	8%	(85)	15%	(157)	65%	(664)	7%	(77)	1025
All Non-Christian	4%	(4)	3%	(3)	13%	(13)	75%	(75)	6%	(6)	100
Atheist	6%	(5)	5%	(5)	18%	(18)	67%	(64)	4%	(4)	95
Agnostic/Nothing in particular	8%	(65)	7%	(51)	12%	(89)	64%	(494)	9%	(73)	772
Religious Non-Protestant/Catholic	3%	(5)	8%	(11)	13%	(19)	68%	(95)	7%	(10)	139
Evangelical	9%	(47)	9%	(50)	16%	(85)	57%	(307)	8%	(45)	534
Non-Evangelical	4%	(29)	6%	(47)	13%	(97)	70%	(521)	7%	(54)	748
Community: Urban	6%	(29)	6%	(32)	13%	(66)	65%	(325)	10%	(52)	504
Community: Suburban	6%	(58)	8%	(81)	14%	(139)	66%	(667)	7%	(68)	1014
Community: Rural	6%	(28)	6%	(30)	15%	(71)	64%	(305)	8%	(40)	474
Employ: Private Sector	9%	(58)	10%	(62)	14%	(86)	61%	(386)	6%	(40)	631
Employ: Government	6%	(6)	7%	(7)	21%	(21)	61%	(62)	5%	(5)	100
Employ: Self-Employed	9%	(12)	8%	(10)	13%	(17)	62%	(85)	8%	(11)	136
Employ: Homemaker	2%	(2)	3%	(4)	13%	(17)	72%	(94)	10%	(13)	131
Employ: Retired	3%	(15)	5%	(26)	14%	(72)	71%	(370)	7%	(39)	521
Employ: Unemployed	5%	(11)	7%	(16)	12%	(28)	67%	(157)	9%	(22)	233
Employ: Other	5%	(6)	8%	(10)	11%	(13)	59%	(71)	16%	(20)	119
Military HH: Yes	6%	(20)	8%	(26)	19%	(60)	59%	(191)	8%	(26)	323
Military HH: No	6%	(95)	7%	(117)	13%	(216)	66%	(1106)	8%	(134)	1669
RD/WT: Right Direction	8%	(55)	10%	(73)	16%	(110)	57%	(403)	9%	(62)	703
RD/WT: Wrong Track	5%	(60)	5%	(70)	13%	(166)	69%	(894)	8%	(98)	1289
Trump Job Approve	8%	(66)	10%	(87)	16%	(137)	58%	(501)	9%	(74)	865
Trump Job Disapprove	4%	(44)	5%	(51)	13%	(135)	73%	(781)	5%	(58)	1070
Trump Job Strongly Approve	11%	(54)	10%	(49)	16%	(76)	55%	(270)	8%	(40)	489
Trump Job Somewhat Approve	3%	(12)	10%	(38)	16%	(61)	61%	(231)	9%	(34)	376
Trump Job Somewhat Disapprove	4%	(9)	8%	(17)	15%	(32)	64%	(141)	9%	(21)	219
Trump Job Strongly Disapprove	4%	(35)	4%	(34)	12%	(103)	75%	(640)	4%	(38)	850

Continued on next page

Table CMS2_12: *How comfortable would you be doing the following activities right now?*
Going to the gym or an exercise class

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(115)	7%	(143)	14%	(277)	65%	(1297)	8%	(160)	1992
Favorable of Trump	8%	(67)	10%	(88)	16%	(138)	57%	(484)	8%	(70)	848
Unfavorable of Trump	4%	(43)	5%	(51)	13%	(134)	73%	(781)	6%	(59)	1067
Very Favorable of Trump	11%	(52)	10%	(49)	17%	(82)	55%	(271)	8%	(38)	493
Somewhat Favorable of Trump	4%	(15)	11%	(39)	16%	(56)	60%	(213)	9%	(32)	355
Somewhat Unfavorable of Trump	5%	(8)	8%	(15)	16%	(28)	60%	(105)	11%	(19)	176
Very Unfavorable of Trump	4%	(35)	4%	(36)	12%	(105)	76%	(675)	4%	(40)	891
#1 Issue: Economy	8%	(57)	10%	(71)	16%	(106)	59%	(397)	7%	(45)	675
#1 Issue: Security	6%	(13)	8%	(18)	14%	(32)	60%	(133)	12%	(27)	222
#1 Issue: Health Care	4%	(18)	4%	(19)	13%	(55)	73%	(318)	6%	(28)	438
#1 Issue: Medicare / Social Security	2%	(6)	4%	(12)	13%	(41)	72%	(221)	9%	(26)	305
#1 Issue: Women's Issues	4%	(4)	8%	(8)	12%	(11)	65%	(57)	11%	(9)	89
#1 Issue: Education	8%	(8)	12%	(12)	14%	(14)	55%	(57)	11%	(11)	103
#1 Issue: Energy	10%	(5)	6%	(3)	13%	(7)	70%	(40)	2%	(1)	58
#1 Issue: Other	3%	(3)	1%	(1)	11%	(11)	72%	(74)	13%	(13)	102
2018 House Vote: Democrat	3%	(26)	4%	(31)	12%	(88)	75%	(563)	6%	(43)	750
2018 House Vote: Republican	8%	(53)	11%	(73)	16%	(108)	59%	(401)	7%	(48)	683
2018 House Vote: Someone else	9%	(7)	4%	(3)	15%	(11)	56%	(41)	15%	(11)	72
2016 Vote: Hillary Clinton	4%	(26)	4%	(30)	13%	(86)	74%	(502)	5%	(37)	680
2016 Vote: Donald Trump	7%	(54)	10%	(74)	15%	(114)	60%	(444)	8%	(58)	744
2016 Vote: Other	3%	(5)	6%	(10)	12%	(17)	68%	(101)	10%	(15)	147
2016 Vote: Didn't Vote	7%	(30)	7%	(29)	14%	(59)	60%	(248)	12%	(50)	417
Voted in 2014: Yes	5%	(74)	7%	(96)	13%	(181)	67%	(900)	7%	(93)	1344
Voted in 2014: No	6%	(41)	7%	(47)	15%	(95)	61%	(397)	10%	(67)	648
2012 Vote: Barack Obama	4%	(31)	6%	(48)	13%	(108)	71%	(584)	7%	(56)	826
2012 Vote: Mitt Romney	7%	(40)	8%	(47)	17%	(92)	61%	(339)	6%	(35)	553
2012 Vote: Other	7%	(6)	14%	(11)	8%	(7)	59%	(48)	11%	(9)	81
2012 Vote: Didn't Vote	7%	(39)	7%	(37)	13%	(70)	61%	(323)	11%	(58)	526

Continued on next page

Table CMS2_12: *How comfortable would you be doing the following activities right now?*
Going to the gym or an exercise class

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	6%	(115)	7%	(143)	14%	(277)	65%	(1297)	8%	(160)	1992
4-Region: Northeast	7%	(24)	4%	(13)	14%	(51)	68%	(241)	8%	(27)	355
4-Region: Midwest	4%	(20)	9%	(39)	17%	(78)	61%	(278)	9%	(42)	458
4-Region: South	6%	(42)	8%	(58)	13%	(97)	66%	(490)	8%	(57)	744
4-Region: West	7%	(29)	8%	(33)	12%	(51)	66%	(289)	8%	(34)	435
Sports fan	7%	(89)	9%	(112)	15%	(196)	64%	(829)	6%	(74)	1301
Traveled outside of U.S. in past year 1+ times	9%	(34)	8%	(32)	14%	(53)	64%	(246)	5%	(20)	385
Frequent Flyer	11%	(26)	12%	(27)	14%	(33)	59%	(136)	4%	(8)	230

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

Table CMS2_13: *How comfortable would you be doing the following activities right now?*
Going on vacation

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	10%	(191)	13%	(254)	21%	(420)	50%	(994)	7%	(133)	1992
Gender: Male	12%	(114)	14%	(129)	22%	(200)	45%	(421)	7%	(68)	932
Gender: Female	7%	(77)	12%	(125)	21%	(219)	54%	(573)	6%	(65)	1060
Age: 18-34	13%	(63)	13%	(63)	20%	(99)	48%	(239)	7%	(36)	500
Age: 35-44	11%	(33)	13%	(40)	25%	(77)	44%	(134)	6%	(19)	303
Age: 45-64	9%	(66)	15%	(106)	23%	(170)	46%	(330)	7%	(52)	725
Age: 65+	6%	(29)	9%	(44)	16%	(73)	63%	(291)	6%	(26)	463
GenZers: 1997-2012	10%	(20)	11%	(22)	18%	(37)	53%	(109)	8%	(15)	205
Millennials: 1981-1996	13%	(58)	14%	(59)	24%	(102)	43%	(187)	6%	(28)	434
GenXers: 1965-1980	10%	(50)	15%	(74)	23%	(116)	43%	(213)	9%	(45)	498
Baby Boomers: 1946-1964	7%	(58)	11%	(90)	20%	(158)	56%	(443)	5%	(41)	789
PID: Dem (no lean)	5%	(42)	8%	(62)	20%	(154)	60%	(460)	7%	(54)	772
PID: Ind (no lean)	9%	(50)	13%	(71)	22%	(121)	48%	(270)	8%	(46)	558
PID: Rep (no lean)	15%	(98)	18%	(121)	22%	(145)	40%	(264)	5%	(34)	662
PID/Gender: Dem Men	8%	(23)	10%	(29)	19%	(55)	57%	(169)	7%	(21)	297
PID/Gender: Dem Women	4%	(19)	7%	(33)	21%	(98)	61%	(291)	7%	(33)	475
PID/Gender: Ind Men	11%	(32)	15%	(42)	21%	(62)	44%	(129)	9%	(26)	292
PID/Gender: Ind Women	7%	(18)	11%	(28)	22%	(59)	53%	(141)	7%	(20)	266
PID/Gender: Rep Men	17%	(59)	17%	(57)	24%	(83)	36%	(124)	6%	(21)	343
PID/Gender: Rep Women	12%	(40)	20%	(64)	19%	(62)	44%	(140)	4%	(13)	319
Ideo: Liberal (1-3)	7%	(39)	9%	(51)	22%	(130)	59%	(347)	4%	(25)	593
Ideo: Moderate (4)	7%	(38)	11%	(62)	20%	(110)	55%	(299)	7%	(36)	544
Ideo: Conservative (5-7)	13%	(93)	17%	(127)	23%	(168)	42%	(304)	5%	(37)	729
Educ: < College	10%	(129)	12%	(150)	18%	(222)	51%	(640)	9%	(112)	1253
Educ: Bachelors degree	7%	(35)	14%	(65)	26%	(124)	50%	(234)	3%	(14)	471
Educ: Post-grad	10%	(27)	14%	(39)	27%	(74)	45%	(121)	3%	(7)	268
Income: Under 50k	11%	(105)	11%	(111)	17%	(170)	50%	(490)	10%	(97)	973
Income: 50k-100k	7%	(46)	14%	(98)	24%	(162)	52%	(357)	4%	(27)	690
Income: 100k+	12%	(40)	13%	(44)	27%	(87)	45%	(147)	3%	(10)	329
Ethnicity: White	10%	(158)	14%	(229)	21%	(344)	49%	(782)	6%	(97)	1611
Ethnicity: Hispanic	11%	(22)	9%	(18)	19%	(38)	53%	(102)	7%	(13)	193

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Table CMS2_13: *How comfortable would you be doing the following activities right now?*
Going on vacation

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	10%	(191)	13%	(254)	21%	(420)	50%	(994)	7%	(133)	1992
Ethnicity: Afr. Am.	10%	(25)	4%	(10)	19%	(47)	60%	(151)	8%	(19)	253
Ethnicity: Other	6%	(7)	11%	(15)	22%	(28)	47%	(61)	13%	(17)	128
All Christian	8%	(83)	13%	(137)	21%	(216)	52%	(536)	5%	(53)	1025
All Non-Christian	9%	(9)	7%	(7)	18%	(18)	62%	(62)	4%	(4)	100
Atheist	8%	(7)	17%	(16)	21%	(20)	50%	(48)	4%	(4)	95
Agnostic/Nothing in particular	12%	(91)	12%	(95)	21%	(165)	45%	(349)	9%	(72)	772
Religious Non-Protestant/Catholic	7%	(10)	10%	(13)	21%	(29)	56%	(77)	6%	(8)	139
Evangelical	12%	(63)	16%	(88)	20%	(105)	46%	(244)	6%	(34)	534
Non-Evangelical	8%	(63)	10%	(75)	22%	(161)	54%	(403)	6%	(46)	748
Community: Urban	9%	(45)	9%	(43)	21%	(108)	51%	(259)	10%	(49)	504
Community: Suburban	10%	(97)	13%	(136)	22%	(225)	49%	(500)	5%	(56)	1014
Community: Rural	10%	(49)	16%	(75)	18%	(87)	50%	(235)	6%	(29)	474
Employ: Private Sector	14%	(86)	17%	(105)	23%	(147)	43%	(268)	4%	(25)	631
Employ: Government	11%	(11)	15%	(15)	29%	(29)	44%	(44)	2%	(2)	100
Employ: Self-Employed	7%	(10)	12%	(17)	22%	(30)	50%	(68)	8%	(11)	136
Employ: Homemaker	8%	(11)	9%	(11)	21%	(28)	52%	(68)	9%	(12)	131
Employ: Retired	7%	(39)	10%	(54)	17%	(90)	59%	(307)	6%	(32)	521
Employ: Unemployed	9%	(21)	10%	(23)	22%	(51)	49%	(115)	10%	(24)	233
Employ: Other	5%	(6)	12%	(14)	21%	(25)	44%	(52)	18%	(21)	119
Military HH: Yes	11%	(35)	13%	(43)	23%	(74)	47%	(151)	6%	(20)	323
Military HH: No	9%	(156)	13%	(210)	21%	(346)	51%	(844)	7%	(113)	1669
RD/WT: Right Direction	13%	(93)	17%	(123)	21%	(149)	42%	(297)	6%	(41)	703
RD/WT: Wrong Track	8%	(97)	10%	(131)	21%	(271)	54%	(698)	7%	(93)	1289
Trump Job Approve	13%	(112)	18%	(156)	20%	(175)	43%	(368)	6%	(54)	865
Trump Job Disapprove	6%	(68)	8%	(88)	23%	(241)	57%	(613)	6%	(60)	1070
Trump Job Strongly Approve	18%	(90)	18%	(87)	18%	(87)	40%	(198)	6%	(29)	489
Trump Job Somewhat Approve	6%	(22)	18%	(69)	24%	(88)	45%	(170)	7%	(25)	376
Trump Job Somewhat Disapprove	6%	(12)	11%	(23)	31%	(68)	46%	(100)	7%	(15)	219
Trump Job Strongly Disapprove	7%	(55)	8%	(64)	20%	(173)	60%	(513)	5%	(45)	850

Continued on next page

Table CMS2_13: *How comfortable would you be doing the following activities right now?*
Going on vacation

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	10%	(191)	13%	(254)	21%	(420)	50%	(994)	7%	(133)	1992
Favorable of Trump	13%	(113)	18%	(152)	20%	(173)	42%	(357)	6%	(53)	848
Unfavorable of Trump	6%	(67)	9%	(93)	23%	(243)	57%	(607)	5%	(58)	1067
Very Favorable of Trump	19%	(92)	18%	(89)	17%	(84)	40%	(197)	6%	(31)	493
Somewhat Favorable of Trump	6%	(20)	18%	(63)	25%	(90)	45%	(160)	6%	(23)	355
Somewhat Unfavorable of Trump	6%	(10)	11%	(19)	30%	(53)	43%	(76)	10%	(18)	176
Very Unfavorable of Trump	6%	(58)	8%	(74)	21%	(190)	60%	(531)	4%	(40)	891
#1 Issue: Economy	14%	(92)	16%	(109)	22%	(149)	42%	(285)	6%	(41)	675
#1 Issue: Security	10%	(23)	13%	(29)	27%	(60)	41%	(92)	8%	(18)	222
#1 Issue: Health Care	6%	(27)	9%	(40)	20%	(88)	59%	(257)	6%	(27)	438
#1 Issue: Medicare / Social Security	7%	(21)	10%	(32)	16%	(49)	60%	(182)	7%	(21)	305
#1 Issue: Women's Issues	8%	(7)	12%	(10)	20%	(18)	52%	(47)	8%	(7)	89
#1 Issue: Education	13%	(13)	8%	(9)	26%	(27)	43%	(44)	10%	(10)	103
#1 Issue: Energy	7%	(4)	18%	(11)	18%	(10)	57%	(33)	—	(0)	58
#1 Issue: Other	4%	(5)	14%	(14)	18%	(18)	55%	(56)	9%	(9)	102
2018 House Vote: Democrat	5%	(35)	9%	(67)	21%	(159)	59%	(442)	6%	(46)	750
2018 House Vote: Republican	15%	(100)	17%	(117)	22%	(150)	42%	(286)	4%	(30)	683
2018 House Vote: Someone else	13%	(9)	20%	(14)	23%	(17)	34%	(25)	10%	(7)	72
2016 Vote: Hillary Clinton	5%	(37)	8%	(52)	21%	(140)	60%	(410)	6%	(40)	680
2016 Vote: Donald Trump	13%	(100)	18%	(133)	21%	(153)	43%	(322)	5%	(35)	744
2016 Vote: Other	7%	(10)	14%	(20)	29%	(42)	42%	(62)	8%	(12)	147
2016 Vote: Didn't Vote	10%	(42)	12%	(48)	20%	(84)	47%	(197)	11%	(46)	417
Voted in 2014: Yes	10%	(129)	13%	(171)	21%	(286)	50%	(679)	6%	(79)	1344
Voted in 2014: No	9%	(62)	13%	(83)	21%	(133)	49%	(316)	8%	(55)	648
2012 Vote: Barack Obama	6%	(53)	8%	(70)	21%	(171)	58%	(479)	6%	(53)	826
2012 Vote: Mitt Romney	12%	(66)	18%	(100)	24%	(131)	42%	(231)	5%	(26)	553
2012 Vote: Other	18%	(15)	23%	(19)	14%	(11)	40%	(32)	6%	(5)	81
2012 Vote: Didn't Vote	11%	(58)	12%	(66)	20%	(106)	47%	(249)	9%	(48)	526

Continued on next page

Table CMS2_13: *How comfortable would you be doing the following activities right now?*
Going on vacation

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	10%	(191)	13%	(254)	21%	(420)	50%	(994)	7%	(133)	1992
4-Region: Northeast	8%	(29)	9%	(33)	23%	(83)	51%	(183)	8%	(28)	355
4-Region: Midwest	9%	(42)	14%	(66)	21%	(97)	48%	(218)	8%	(35)	458
4-Region: South	9%	(66)	14%	(104)	20%	(149)	51%	(378)	6%	(47)	744
4-Region: West	12%	(54)	12%	(51)	21%	(91)	49%	(215)	6%	(24)	435
Sports fan	11%	(142)	14%	(184)	21%	(270)	49%	(635)	5%	(69)	1301
Traveled outside of U.S. in past year 1+ times	12%	(48)	13%	(49)	27%	(102)	44%	(171)	4%	(15)	385
Frequent Flyer	16%	(36)	18%	(40)	24%	(55)	41%	(94)	2%	(5)	230

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

Table CMS2_14: How comfortable would you be doing the following activities right now?
Traveling abroad

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	4%	(87)	5%	(90)	9%	(185)	74%	(1471)	8%	(160)	1992
Gender: Male	5%	(51)	7%	(61)	11%	(101)	68%	(629)	10%	(90)	932
Gender: Female	3%	(36)	3%	(29)	8%	(84)	79%	(841)	7%	(70)	1060
Age: 18-34	8%	(39)	6%	(30)	14%	(70)	63%	(314)	10%	(48)	500
Age: 35-44	6%	(17)	6%	(18)	11%	(32)	69%	(210)	9%	(26)	303
Age: 45-64	3%	(19)	5%	(34)	9%	(62)	76%	(554)	8%	(56)	725
Age: 65+	3%	(12)	2%	(8)	5%	(21)	85%	(393)	6%	(30)	463
GenZers: 1997-2012	6%	(12)	5%	(11)	14%	(29)	65%	(132)	10%	(20)	205
Millennials: 1981-1996	8%	(33)	7%	(30)	13%	(57)	63%	(274)	9%	(40)	434
GenXers: 1965-1980	4%	(22)	5%	(23)	11%	(54)	71%	(353)	9%	(46)	498
Baby Boomers: 1946-1964	2%	(17)	3%	(26)	5%	(42)	83%	(655)	6%	(49)	789
PID: Dem (no lean)	3%	(23)	3%	(25)	8%	(61)	78%	(604)	7%	(57)	772
PID: Ind (no lean)	5%	(28)	4%	(23)	10%	(57)	73%	(406)	8%	(45)	558
PID: Rep (no lean)	5%	(36)	6%	(41)	10%	(67)	70%	(461)	9%	(57)	662
PID/Gender: Dem Men	4%	(11)	6%	(16)	9%	(25)	73%	(218)	9%	(27)	297
PID/Gender: Dem Women	3%	(12)	2%	(9)	8%	(36)	81%	(386)	6%	(31)	475
PID/Gender: Ind Men	6%	(16)	4%	(12)	12%	(35)	69%	(201)	9%	(28)	292
PID/Gender: Ind Women	4%	(11)	4%	(11)	8%	(22)	77%	(204)	7%	(17)	266
PID/Gender: Rep Men	7%	(24)	9%	(33)	12%	(41)	61%	(210)	10%	(36)	343
PID/Gender: Rep Women	4%	(13)	3%	(9)	8%	(26)	79%	(251)	7%	(21)	319
Ideo: Liberal (1-3)	5%	(28)	3%	(20)	9%	(53)	79%	(469)	4%	(22)	593
Ideo: Moderate (4)	3%	(16)	4%	(23)	9%	(50)	74%	(405)	9%	(50)	544
Ideo: Conservative (5-7)	5%	(36)	5%	(39)	10%	(74)	72%	(526)	7%	(54)	729
Educ: < College	4%	(53)	4%	(49)	8%	(96)	73%	(915)	11%	(139)	1253
Educ: Bachelors degree	3%	(16)	6%	(28)	12%	(57)	76%	(360)	2%	(11)	471
Educ: Post-grad	7%	(18)	5%	(13)	12%	(32)	73%	(196)	3%	(9)	268
Income: Under 50k	4%	(38)	5%	(47)	7%	(72)	72%	(698)	12%	(118)	973
Income: 50k-100k	3%	(23)	4%	(27)	10%	(70)	78%	(537)	5%	(33)	690
Income: 100k+	8%	(26)	5%	(15)	13%	(43)	72%	(236)	3%	(9)	329
Ethnicity: White	4%	(64)	5%	(78)	9%	(143)	75%	(1204)	8%	(122)	1611
Ethnicity: Hispanic	3%	(7)	7%	(14)	16%	(30)	66%	(128)	7%	(14)	193

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Table CMS2_14: How comfortable would you be doing the following activities right now?
Traveling abroad

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	4%	(87)	5%	(90)	9%	(185)	74%	(1471)	8%	(160)	1992
Ethnicity: Afr. Am.	6%	(16)	3%	(7)	11%	(28)	70%	(176)	10%	(26)	253
Ethnicity: Other	5%	(7)	3%	(4)	11%	(14)	71%	(91)	10%	(12)	128
All Christian	3%	(35)	5%	(48)	8%	(81)	78%	(801)	6%	(60)	1025
All Non-Christian	4%	(4)	6%	(6)	9%	(9)	78%	(78)	3%	(3)	100
Atheist	4%	(4)	4%	(4)	16%	(15)	71%	(68)	5%	(5)	95
Agnostic/Nothing in particular	6%	(43)	4%	(33)	10%	(80)	68%	(524)	12%	(92)	772
Religious Non-Protestant/Catholic	3%	(4)	6%	(8)	9%	(13)	77%	(106)	5%	(7)	139
Evangelical	4%	(23)	6%	(34)	10%	(51)	71%	(377)	9%	(49)	534
Non-Evangelical	3%	(25)	4%	(27)	7%	(53)	80%	(598)	6%	(44)	748
Community: Urban	5%	(28)	5%	(24)	11%	(54)	68%	(343)	11%	(55)	504
Community: Suburban	4%	(45)	4%	(45)	9%	(92)	76%	(771)	6%	(61)	1014
Community: Rural	3%	(14)	4%	(20)	8%	(39)	75%	(357)	9%	(44)	474
Employ: Private Sector	7%	(42)	6%	(41)	11%	(72)	70%	(442)	5%	(34)	631
Employ: Government	7%	(7)	8%	(8)	10%	(10)	73%	(73)	3%	(3)	100
Employ: Self-Employed	4%	(5)	4%	(5)	10%	(14)	74%	(101)	8%	(11)	136
Employ: Homemaker	5%	(7)	2%	(2)	6%	(7)	78%	(103)	9%	(12)	131
Employ: Retired	3%	(14)	2%	(12)	6%	(30)	82%	(428)	7%	(38)	521
Employ: Unemployed	4%	(9)	5%	(11)	11%	(26)	69%	(160)	12%	(28)	233
Employ: Other	1%	(1)	3%	(4)	7%	(8)	69%	(83)	20%	(24)	119
Military HH: Yes	4%	(13)	6%	(20)	9%	(31)	72%	(232)	9%	(28)	323
Military HH: No	4%	(74)	4%	(70)	9%	(154)	74%	(1239)	8%	(132)	1669
RD/WT: Right Direction	6%	(45)	6%	(40)	11%	(80)	67%	(473)	9%	(65)	703
RD/WT: Wrong Track	3%	(42)	4%	(49)	8%	(105)	77%	(998)	7%	(95)	1289
Trump Job Approve	5%	(41)	6%	(50)	10%	(90)	70%	(607)	9%	(76)	865
Trump Job Disapprove	4%	(42)	3%	(37)	8%	(89)	79%	(842)	5%	(59)	1070
Trump Job Strongly Approve	7%	(36)	8%	(38)	10%	(51)	65%	(320)	9%	(43)	489
Trump Job Somewhat Approve	1%	(5)	3%	(12)	10%	(39)	76%	(286)	9%	(33)	376
Trump Job Somewhat Disapprove	3%	(7)	2%	(5)	13%	(28)	73%	(159)	9%	(20)	219
Trump Job Strongly Disapprove	4%	(35)	4%	(32)	7%	(61)	80%	(683)	5%	(39)	850

Continued on next page

Table CMS2_14: How comfortable would you be doing the following activities right now?
Traveling abroad

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	4%	(87)	5%	(90)	9%	(185)	74%	(1471)	8%	(160)	1992
Favorable of Trump	5%	(40)	6%	(51)	11%	(90)	70%	(596)	8%	(72)	848
Unfavorable of Trump	4%	(44)	3%	(36)	9%	(92)	78%	(837)	5%	(58)	1067
Very Favorable of Trump	7%	(35)	7%	(36)	10%	(47)	67%	(331)	9%	(43)	493
Somewhat Favorable of Trump	1%	(5)	4%	(15)	12%	(42)	74%	(265)	8%	(28)	355
Somewhat Unfavorable of Trump	3%	(5)	3%	(5)	13%	(23)	70%	(123)	11%	(20)	176
Very Unfavorable of Trump	4%	(39)	4%	(32)	8%	(69)	80%	(714)	4%	(38)	891
#1 Issue: Economy	7%	(44)	7%	(48)	13%	(89)	68%	(456)	6%	(37)	675
#1 Issue: Security	4%	(10)	4%	(8)	10%	(23)	72%	(160)	10%	(21)	222
#1 Issue: Health Care	3%	(14)	3%	(14)	9%	(38)	78%	(341)	7%	(32)	438
#1 Issue: Medicare / Social Security	3%	(9)	1%	(3)	2%	(7)	84%	(256)	10%	(30)	305
#1 Issue: Women's Issues	4%	(4)	5%	(5)	8%	(7)	75%	(67)	8%	(7)	89
#1 Issue: Education	1%	(1)	5%	(5)	10%	(10)	65%	(66)	20%	(20)	103
#1 Issue: Energy	6%	(3)	6%	(4)	11%	(6)	74%	(43)	4%	(2)	58
#1 Issue: Other	2%	(2)	3%	(3)	6%	(6)	80%	(82)	10%	(10)	102
2018 House Vote: Democrat	3%	(20)	3%	(21)	8%	(62)	81%	(608)	5%	(38)	750
2018 House Vote: Republican	6%	(41)	6%	(40)	10%	(65)	72%	(490)	7%	(46)	683
2018 House Vote: Someone else	4%	(3)	10%	(7)	13%	(9)	62%	(45)	11%	(8)	72
2016 Vote: Hillary Clinton	3%	(24)	3%	(23)	8%	(53)	80%	(544)	5%	(37)	680
2016 Vote: Donald Trump	5%	(37)	6%	(43)	10%	(73)	72%	(538)	7%	(53)	744
2016 Vote: Other	4%	(6)	4%	(5)	11%	(16)	76%	(112)	6%	(9)	147
2016 Vote: Didn't Vote	5%	(20)	4%	(19)	11%	(44)	66%	(274)	14%	(60)	417
Voted in 2014: Yes	4%	(57)	5%	(61)	8%	(110)	77%	(1033)	6%	(84)	1344
Voted in 2014: No	5%	(30)	4%	(29)	12%	(75)	68%	(438)	12%	(76)	648
2012 Vote: Barack Obama	3%	(24)	3%	(25)	8%	(67)	79%	(651)	7%	(60)	826
2012 Vote: Mitt Romney	5%	(30)	6%	(34)	10%	(53)	73%	(403)	6%	(33)	553
2012 Vote: Other	4%	(3)	7%	(5)	6%	(5)	79%	(64)	4%	(3)	81
2012 Vote: Didn't Vote	6%	(30)	5%	(25)	12%	(61)	66%	(349)	12%	(62)	526

Continued on next page

Table CMS2_14: *How comfortable would you be doing the following activities right now?*
Traveling abroad

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Registered Voters	4%	(87)	5%	(90)	9%	(185)	74%	(1471)	8%	(160)	1992
4-Region: Northeast	4%	(12)	5%	(16)	10%	(34)	75%	(266)	8%	(27)	355
4-Region: Midwest	3%	(13)	4%	(20)	9%	(40)	74%	(337)	10%	(47)	458
4-Region: South	4%	(32)	4%	(32)	11%	(81)	74%	(547)	7%	(51)	744
4-Region: West	7%	(29)	5%	(22)	7%	(30)	74%	(321)	8%	(34)	435
Sports fan	5%	(65)	5%	(66)	10%	(133)	73%	(955)	6%	(81)	1301
Traveled outside of U.S. in past year 1+ times	10%	(37)	9%	(33)	15%	(57)	63%	(244)	4%	(14)	385
Frequent Flyer	12%	(28)	9%	(20)	14%	(33)	62%	(143)	3%	(7)	230

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

Table CMS3: *How likely do you think it is that there will be a second wave of cases of the coronavirus in the United States in the next year?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Registered Voters	46%	(926)	36%	(715)	6%	(115)	3%	(53)	9%	(184)	1992
Gender: Male	40%	(371)	38%	(358)	7%	(67)	4%	(36)	11%	(99)	932
Gender: Female	52%	(554)	34%	(357)	4%	(48)	2%	(16)	8%	(84)	1060
Age: 18-34	44%	(220)	36%	(178)	7%	(37)	4%	(18)	10%	(48)	500
Age: 35-44	50%	(152)	34%	(104)	5%	(15)	2%	(5)	9%	(27)	303
Age: 45-64	48%	(348)	34%	(247)	6%	(42)	3%	(23)	9%	(64)	725
Age: 65+	44%	(206)	40%	(186)	4%	(20)	1%	(6)	10%	(45)	463
GenZers: 1997-2012	41%	(84)	36%	(73)	9%	(18)	3%	(6)	11%	(23)	205
Millennials: 1981-1996	48%	(209)	33%	(144)	7%	(29)	3%	(15)	9%	(37)	434
GenXers: 1965-1980	49%	(245)	33%	(166)	4%	(22)	3%	(16)	10%	(49)	498
Baby Boomers: 1946-1964	46%	(367)	38%	(302)	5%	(42)	2%	(16)	8%	(63)	789
PID: Dem (no lean)	57%	(443)	32%	(247)	4%	(33)	1%	(8)	5%	(40)	772
PID: Ind (no lean)	44%	(246)	34%	(192)	6%	(31)	3%	(16)	13%	(72)	558
PID: Rep (no lean)	36%	(236)	42%	(276)	8%	(50)	4%	(28)	11%	(72)	662
PID/Gender: Dem Men	52%	(153)	37%	(109)	5%	(14)	2%	(6)	5%	(15)	297
PID/Gender: Dem Women	61%	(290)	29%	(139)	4%	(19)	—	(2)	5%	(25)	475
PID/Gender: Ind Men	41%	(119)	35%	(103)	5%	(15)	4%	(13)	14%	(42)	292
PID/Gender: Ind Women	48%	(128)	34%	(89)	6%	(16)	1%	(3)	11%	(30)	266
PID/Gender: Rep Men	29%	(99)	43%	(147)	11%	(38)	5%	(17)	12%	(42)	343
PID/Gender: Rep Women	43%	(137)	40%	(129)	4%	(12)	4%	(11)	9%	(29)	319
Ideo: Liberal (1-3)	62%	(368)	28%	(167)	4%	(21)	1%	(8)	5%	(28)	593
Ideo: Moderate (4)	47%	(256)	39%	(214)	4%	(20)	2%	(8)	8%	(45)	544
Ideo: Conservative (5-7)	34%	(246)	41%	(301)	10%	(71)	4%	(31)	11%	(80)	729
Educ: < College	45%	(559)	36%	(452)	5%	(61)	3%	(35)	12%	(146)	1253
Educ: Bachelors degree	49%	(229)	36%	(170)	8%	(36)	2%	(11)	5%	(25)	471
Educ: Post-grad	51%	(138)	35%	(93)	7%	(18)	3%	(7)	5%	(13)	268
Income: Under 50k	44%	(432)	36%	(346)	5%	(47)	3%	(32)	12%	(116)	973
Income: 50k-100k	47%	(325)	37%	(257)	6%	(45)	2%	(13)	7%	(51)	690
Income: 100k+	51%	(169)	34%	(111)	7%	(23)	3%	(9)	5%	(17)	329
Ethnicity: White	46%	(737)	37%	(599)	6%	(90)	3%	(45)	9%	(139)	1611
Ethnicity: Hispanic	43%	(83)	39%	(76)	8%	(15)	5%	(10)	5%	(9)	193
Ethnicity: Afr. Am.	51%	(128)	28%	(70)	7%	(18)	2%	(5)	13%	(32)	253

Continued on next page

Table CMS3: *How likely do you think it is that there will be a second wave of cases of the coronavirus in the United States in the next year?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Registered Voters	46%	(926)	36%	(715)	6%	(115)	3%	(53)	9%	(184)	1992
Ethnicity: Other	47%	(61)	36%	(46)	5%	(6)	2%	(3)	10%	(13)	128
All Christian	43%	(444)	39%	(395)	6%	(62)	3%	(29)	9%	(94)	1025
All Non-Christian	46%	(46)	39%	(39)	10%	(9)	1%	(1)	4%	(4)	100
Atheist	58%	(55)	34%	(32)	3%	(3)	—	(0)	5%	(4)	95
Agnostic/Nothing in particular	49%	(380)	32%	(249)	5%	(40)	3%	(22)	11%	(81)	772
Religious Non-Protestant/Catholic	48%	(67)	36%	(49)	8%	(11)	1%	(1)	7%	(10)	139
Evangelical	41%	(218)	36%	(193)	9%	(47)	5%	(26)	10%	(51)	534
Non-Evangelical	49%	(363)	36%	(271)	5%	(36)	2%	(15)	8%	(63)	748
Community: Urban	51%	(257)	30%	(152)	5%	(23)	3%	(13)	12%	(61)	504
Community: Suburban	45%	(454)	38%	(387)	6%	(65)	2%	(24)	8%	(84)	1014
Community: Rural	46%	(216)	37%	(177)	6%	(27)	3%	(16)	8%	(39)	474
Employ: Private Sector	46%	(288)	36%	(226)	7%	(42)	2%	(16)	9%	(59)	631
Employ: Government	58%	(59)	26%	(26)	9%	(9)	3%	(3)	4%	(4)	100
Employ: Self-Employed	55%	(74)	29%	(39)	12%	(16)	1%	(2)	4%	(5)	136
Employ: Homemaker	50%	(65)	37%	(49)	4%	(5)	3%	(4)	6%	(7)	131
Employ: Retired	43%	(225)	40%	(207)	5%	(24)	3%	(15)	10%	(51)	521
Employ: Unemployed	43%	(99)	38%	(88)	4%	(9)	2%	(4)	14%	(33)	233
Employ: Other	54%	(64)	27%	(32)	3%	(4)	3%	(4)	13%	(15)	119
Military HH: Yes	44%	(142)	35%	(113)	7%	(22)	4%	(13)	10%	(34)	323
Military HH: No	47%	(784)	36%	(602)	6%	(93)	2%	(40)	9%	(150)	1669
RD/WT: Right Direction	31%	(220)	43%	(304)	8%	(59)	4%	(31)	13%	(89)	703
RD/WT: Wrong Track	55%	(706)	32%	(411)	4%	(55)	2%	(22)	7%	(95)	1289
Trump Job Approve	35%	(303)	41%	(353)	9%	(75)	4%	(36)	11%	(98)	865
Trump Job Disapprove	57%	(608)	32%	(344)	3%	(37)	1%	(14)	6%	(66)	1070
Trump Job Strongly Approve	35%	(173)	36%	(178)	10%	(48)	6%	(29)	13%	(61)	489
Trump Job Somewhat Approve	35%	(130)	47%	(176)	7%	(26)	2%	(6)	10%	(37)	376
Trump Job Somewhat Disapprove	37%	(81)	44%	(96)	6%	(12)	3%	(7)	10%	(23)	219
Trump Job Strongly Disapprove	62%	(527)	29%	(248)	3%	(25)	1%	(7)	5%	(43)	850
Favorable of Trump	35%	(294)	41%	(348)	8%	(72)	4%	(37)	11%	(97)	848
Unfavorable of Trump	58%	(616)	32%	(342)	4%	(37)	1%	(12)	6%	(60)	1067

Continued on next page

Table CMS3: *How likely do you think it is that there will be a second wave of cases of the coronavirus in the United States in the next year?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Registered Voters	46%	(926)	36%	(715)	6%	(115)	3%	(53)	9%	(184)	1992
Very Favorable of Trump	33%	(164)	39%	(190)	10%	(49)	6%	(29)	12%	(60)	493
Somewhat Favorable of Trump	37%	(130)	44%	(158)	6%	(22)	2%	(8)	11%	(37)	355
Somewhat Unfavorable of Trump	41%	(72)	40%	(71)	6%	(11)	3%	(5)	10%	(18)	176
Very Unfavorable of Trump	61%	(544)	30%	(271)	3%	(26)	1%	(8)	5%	(42)	891
#1 Issue: Economy	42%	(283)	38%	(254)	8%	(56)	2%	(14)	10%	(67)	675
#1 Issue: Security	29%	(64)	40%	(89)	11%	(24)	5%	(11)	15%	(34)	222
#1 Issue: Health Care	58%	(255)	31%	(136)	3%	(11)	2%	(9)	6%	(27)	438
#1 Issue: Medicare / Social Security	46%	(142)	41%	(126)	3%	(8)	1%	(3)	9%	(27)	305
#1 Issue: Women's Issues	56%	(49)	32%	(29)	3%	(2)	4%	(4)	5%	(5)	89
#1 Issue: Education	42%	(43)	44%	(45)	4%	(5)	2%	(2)	8%	(8)	103
#1 Issue: Energy	54%	(31)	31%	(18)	7%	(4)	—	(0)	8%	(5)	58
#1 Issue: Other	57%	(59)	19%	(19)	4%	(4)	9%	(9)	11%	(11)	102
2018 House Vote: Democrat	60%	(450)	31%	(230)	3%	(22)	1%	(7)	5%	(40)	750
2018 House Vote: Republican	35%	(241)	42%	(288)	8%	(56)	4%	(27)	11%	(72)	683
2018 House Vote: Someone else	43%	(31)	39%	(28)	11%	(8)	—	(0)	8%	(6)	72
2016 Vote: Hillary Clinton	60%	(410)	30%	(207)	3%	(18)	1%	(6)	6%	(39)	680
2016 Vote: Donald Trump	38%	(284)	40%	(296)	7%	(55)	4%	(33)	10%	(76)	744
2016 Vote: Other	40%	(59)	42%	(62)	14%	(21)	—	(0)	4%	(6)	147
2016 Vote: Didn't Vote	41%	(172)	36%	(149)	5%	(21)	3%	(14)	15%	(62)	417
Voted in 2014: Yes	49%	(654)	36%	(478)	6%	(77)	2%	(27)	8%	(108)	1344
Voted in 2014: No	42%	(272)	37%	(237)	6%	(37)	4%	(26)	12%	(76)	648
2012 Vote: Barack Obama	57%	(468)	33%	(273)	4%	(30)	1%	(8)	6%	(48)	826
2012 Vote: Mitt Romney	37%	(206)	40%	(219)	9%	(50)	4%	(22)	10%	(56)	553
2012 Vote: Other	39%	(32)	43%	(35)	4%	(4)	2%	(1)	12%	(10)	81
2012 Vote: Didn't Vote	41%	(218)	35%	(186)	6%	(31)	4%	(21)	13%	(70)	526
4-Region: Northeast	46%	(163)	35%	(124)	5%	(16)	3%	(12)	11%	(39)	355
4-Region: Midwest	45%	(208)	38%	(176)	6%	(29)	2%	(8)	8%	(36)	458
4-Region: South	46%	(345)	35%	(264)	6%	(43)	3%	(22)	9%	(70)	744
4-Region: West	48%	(210)	35%	(151)	6%	(26)	2%	(10)	9%	(38)	435
Sports fan	45%	(589)	37%	(483)	7%	(87)	3%	(33)	8%	(108)	1301
Traveled outside of U.S. in past year 1+ times	44%	(170)	40%	(155)	6%	(23)	2%	(9)	7%	(28)	385

Continued on next page

Table CMS3: *How likely do you think it is that there will be a second wave of cases of the coronavirus in the United States in the next year?*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Registered Voters	46%	(926)	36%	(715)	6%	(115)	3%	(53)	9%	(184)	1992
Frequent Flyer	52%	(120)	35%	(80)	7%	(15)	3%	(6)	4%	(9)	230

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

Table CMS4_1: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Stay-at-home orders that restrict travel except for essential reasons such as getting groceries or seeking medical attention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	52%	(1029)	27%	(530)	9%	(181)	8%	(163)	4%	(89)	1992
Gender: Male	47%	(436)	27%	(255)	10%	(91)	11%	(102)	5%	(48)	932
Gender: Female	56%	(593)	26%	(274)	9%	(90)	6%	(61)	4%	(41)	1060
Age: 18-34	55%	(276)	21%	(104)	10%	(49)	7%	(36)	7%	(36)	500
Age: 35-44	51%	(156)	25%	(76)	8%	(25)	7%	(22)	8%	(23)	303
Age: 45-64	47%	(343)	29%	(209)	11%	(78)	10%	(69)	4%	(26)	725
Age: 65+	55%	(254)	30%	(140)	6%	(29)	8%	(36)	1%	(5)	463
GenZers: 1997-2012	60%	(122)	18%	(38)	9%	(19)	6%	(13)	7%	(13)	205
Millennials: 1981-1996	51%	(221)	24%	(104)	9%	(40)	8%	(34)	8%	(35)	434
GenXers: 1965-1980	49%	(242)	28%	(138)	11%	(53)	7%	(37)	6%	(28)	498
Baby Boomers: 1946-1964	51%	(406)	29%	(232)	8%	(63)	9%	(75)	2%	(13)	789
PID: Dem (no lean)	67%	(515)	22%	(166)	4%	(32)	4%	(28)	4%	(31)	772
PID: Ind (no lean)	47%	(263)	29%	(163)	9%	(52)	8%	(43)	7%	(37)	558
PID: Rep (no lean)	38%	(251)	30%	(201)	15%	(97)	14%	(92)	3%	(21)	662
PID/Gender: Dem Men	63%	(186)	23%	(68)	5%	(15)	6%	(19)	3%	(9)	297
PID/Gender: Dem Women	69%	(329)	21%	(98)	3%	(16)	2%	(9)	5%	(22)	475
PID/Gender: Ind Men	43%	(125)	29%	(85)	9%	(26)	10%	(30)	9%	(26)	292
PID/Gender: Ind Women	52%	(138)	29%	(78)	10%	(26)	5%	(13)	4%	(11)	266
PID/Gender: Rep Men	36%	(125)	30%	(103)	15%	(50)	15%	(53)	4%	(13)	343
PID/Gender: Rep Women	40%	(126)	31%	(98)	15%	(47)	12%	(39)	3%	(8)	319
Ideo: Liberal (1-3)	68%	(405)	20%	(117)	6%	(33)	4%	(24)	2%	(14)	593
Ideo: Moderate (4)	55%	(297)	30%	(163)	6%	(35)	4%	(23)	5%	(25)	544
Ideo: Conservative (5-7)	38%	(279)	29%	(213)	14%	(104)	15%	(111)	3%	(21)	729
Educ: < College	53%	(664)	25%	(307)	9%	(108)	8%	(97)	6%	(76)	1253
Educ: Bachelors degree	51%	(239)	28%	(132)	10%	(49)	9%	(44)	1%	(6)	471
Educ: Post-grad	47%	(126)	34%	(90)	9%	(24)	8%	(21)	2%	(7)	268
Income: Under 50k	54%	(527)	25%	(241)	8%	(76)	7%	(71)	6%	(59)	973
Income: 50k-100k	50%	(342)	28%	(194)	10%	(71)	9%	(63)	3%	(20)	690
Income: 100k+	49%	(160)	29%	(95)	10%	(34)	9%	(29)	3%	(11)	329
Ethnicity: White	49%	(789)	28%	(448)	10%	(169)	9%	(147)	4%	(59)	1611
Ethnicity: Hispanic	57%	(110)	20%	(39)	9%	(17)	9%	(18)	5%	(9)	193

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Table CMS4_1: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Stay-at-home orders that restrict travel except for essential reasons such as getting groceries or seeking medical attention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	52%	(1029)	27%	(530)	9%	(181)	8%	(163)	4%	(89)	1992
Ethnicity: Afr. Am.	63%	(159)	23%	(57)	3%	(7)	3%	(8)	9%	(22)	253
Ethnicity: Other	64%	(82)	19%	(25)	4%	(5)	6%	(8)	7%	(8)	128
All Christian	50%	(508)	28%	(288)	10%	(104)	10%	(103)	2%	(22)	1025
All Non-Christian	53%	(53)	31%	(31)	11%	(11)	2%	(2)	3%	(3)	100
Atheist	67%	(63)	19%	(18)	5%	(5)	6%	(6)	4%	(3)	95
Agnostic/Nothing in particular	52%	(404)	25%	(194)	8%	(61)	7%	(53)	8%	(61)	772
Religious Non-Protestant/Catholic	47%	(65)	30%	(42)	15%	(21)	5%	(7)	3%	(4)	139
Evangelical	45%	(243)	29%	(156)	8%	(45)	11%	(60)	6%	(30)	534
Non-Evangelical	54%	(405)	27%	(201)	8%	(63)	9%	(64)	2%	(14)	748
Community: Urban	59%	(298)	24%	(119)	7%	(34)	4%	(21)	6%	(32)	504
Community: Suburban	51%	(518)	28%	(279)	9%	(89)	9%	(91)	4%	(37)	1014
Community: Rural	45%	(212)	28%	(132)	12%	(58)	11%	(51)	4%	(20)	474
Employ: Private Sector	48%	(302)	27%	(168)	12%	(76)	10%	(64)	3%	(20)	631
Employ: Government	45%	(46)	31%	(31)	10%	(10)	11%	(11)	3%	(3)	100
Employ: Self-Employed	52%	(70)	23%	(31)	9%	(12)	12%	(16)	5%	(7)	136
Employ: Homemaker	59%	(77)	19%	(25)	10%	(13)	5%	(7)	7%	(9)	131
Employ: Retired	53%	(278)	29%	(151)	7%	(34)	9%	(45)	2%	(13)	521
Employ: Unemployed	54%	(126)	24%	(57)	10%	(23)	5%	(12)	7%	(16)	233
Employ: Other	50%	(60)	27%	(32)	8%	(9)	3%	(3)	12%	(14)	119
Military HH: Yes	47%	(153)	28%	(90)	8%	(26)	13%	(42)	4%	(12)	323
Military HH: No	52%	(876)	26%	(440)	9%	(155)	7%	(121)	5%	(78)	1669
RD/WT: Right Direction	40%	(281)	32%	(228)	12%	(86)	11%	(78)	4%	(29)	703
RD/WT: Wrong Track	58%	(747)	23%	(301)	7%	(95)	7%	(86)	5%	(60)	1289
Trump Job Approve	38%	(329)	30%	(260)	15%	(130)	13%	(117)	3%	(29)	865
Trump Job Disapprove	65%	(691)	24%	(254)	5%	(50)	4%	(41)	3%	(34)	1070
Trump Job Strongly Approve	37%	(182)	26%	(128)	16%	(76)	18%	(89)	3%	(14)	489
Trump Job Somewhat Approve	39%	(147)	35%	(132)	14%	(54)	7%	(27)	4%	(15)	376
Trump Job Somewhat Disapprove	51%	(111)	30%	(66)	6%	(14)	6%	(14)	6%	(14)	219
Trump Job Strongly Disapprove	68%	(579)	22%	(189)	4%	(36)	3%	(27)	2%	(20)	850

Continued on next page

Table CMS4_1: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Stay-at-home orders that restrict travel except for essential reasons such as getting groceries or seeking medical attention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	52%	(1029)	27%	(530)	9%	(181)	8%	(163)	4%	(89)	1992
Favorable of Trump	37%	(314)	30%	(256)	15%	(126)	14%	(119)	4%	(33)	848
Unfavorable of Trump	64%	(687)	24%	(261)	5%	(50)	4%	(38)	3%	(31)	1067
Very Favorable of Trump	37%	(185)	27%	(131)	15%	(75)	17%	(85)	3%	(17)	493
Somewhat Favorable of Trump	36%	(129)	35%	(125)	14%	(51)	10%	(34)	4%	(15)	355
Somewhat Unfavorable of Trump	47%	(83)	36%	(64)	7%	(13)	4%	(7)	5%	(8)	176
Very Unfavorable of Trump	68%	(604)	22%	(197)	4%	(37)	3%	(31)	3%	(23)	891
#1 Issue: Economy	44%	(299)	26%	(175)	14%	(98)	12%	(81)	3%	(23)	675
#1 Issue: Security	34%	(76)	35%	(78)	13%	(30)	13%	(28)	5%	(11)	222
#1 Issue: Health Care	64%	(280)	23%	(99)	5%	(22)	3%	(14)	6%	(24)	438
#1 Issue: Medicare / Social Security	57%	(175)	29%	(87)	5%	(14)	8%	(23)	2%	(6)	305
#1 Issue: Women's Issues	62%	(55)	25%	(22)	3%	(2)	2%	(2)	9%	(8)	89
#1 Issue: Education	52%	(53)	27%	(28)	5%	(5)	5%	(5)	11%	(11)	103
#1 Issue: Energy	67%	(39)	20%	(12)	5%	(3)	5%	(3)	2%	(1)	58
#1 Issue: Other	51%	(52)	28%	(29)	8%	(8)	7%	(8)	6%	(6)	102
2018 House Vote: Democrat	65%	(488)	26%	(198)	4%	(28)	2%	(18)	2%	(18)	750
2018 House Vote: Republican	38%	(257)	29%	(199)	15%	(104)	16%	(111)	2%	(12)	683
2018 House Vote: Someone else	35%	(25)	41%	(29)	12%	(9)	8%	(6)	5%	(3)	72
2016 Vote: Hillary Clinton	66%	(451)	25%	(169)	4%	(26)	2%	(17)	3%	(17)	680
2016 Vote: Donald Trump	40%	(300)	29%	(219)	14%	(103)	14%	(107)	2%	(16)	744
2016 Vote: Other	42%	(61)	32%	(48)	12%	(17)	10%	(14)	5%	(7)	147
2016 Vote: Didn't Vote	52%	(216)	22%	(93)	8%	(34)	6%	(26)	12%	(49)	417
Voted in 2014: Yes	52%	(693)	28%	(381)	9%	(116)	9%	(123)	2%	(32)	1344
Voted in 2014: No	52%	(336)	23%	(149)	10%	(65)	6%	(40)	9%	(57)	648
2012 Vote: Barack Obama	62%	(513)	27%	(222)	4%	(33)	3%	(27)	4%	(32)	826
2012 Vote: Mitt Romney	39%	(214)	29%	(163)	14%	(77)	16%	(90)	2%	(10)	553
2012 Vote: Other	25%	(21)	38%	(31)	19%	(16)	15%	(12)	2%	(2)	81
2012 Vote: Didn't Vote	53%	(280)	21%	(112)	10%	(55)	7%	(35)	9%	(46)	526

Continued on next page

Table CMS4_1: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Stay-at-home orders that restrict travel except for essential reasons such as getting groceries or seeking medical attention

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	52% (1029)	27% (530)	9% (181)	8% (163)	4% (89)	1992
4-Region: Northeast	56% (198)	24% (86)	9% (32)	6% (22)	5% (17)	355
4-Region: Midwest	49% (225)	29% (135)	8% (39)	9% (40)	4% (19)	458
4-Region: South	51% (382)	29% (219)	8% (58)	7% (50)	5% (34)	744
4-Region: West	51% (224)	21% (90)	12% (52)	12% (51)	4% (18)	435
Sports fan	50% (652)	28% (358)	10% (127)	9% (114)	4% (50)	1301
Traveled outside of U.S. in past year 1+ times	50% (192)	26% (101)	13% (49)	7% (25)	5% (18)	385
Frequent Flyer	45% (104)	31% (71)	11% (26)	10% (22)	3% (8)	230

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

Table CMS4_2: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Closures of businesses deemed non-essential such as hair salons and movie theaters

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	42%	(845)	26%	(527)	16%	(311)	10%	(193)	6%	(117)	1992
Gender: Male	38%	(353)	27%	(250)	17%	(156)	12%	(115)	6%	(59)	932
Gender: Female	46%	(492)	26%	(277)	15%	(155)	7%	(77)	6%	(59)	1060
Age: 18-34	45%	(227)	25%	(125)	14%	(70)	7%	(37)	8%	(42)	500
Age: 35-44	45%	(137)	23%	(69)	15%	(46)	10%	(30)	7%	(21)	303
Age: 45-64	40%	(292)	27%	(194)	16%	(117)	11%	(83)	5%	(39)	725
Age: 65+	41%	(188)	30%	(139)	17%	(78)	9%	(42)	3%	(16)	463
GenZers: 1997-2012	48%	(98)	28%	(57)	11%	(23)	5%	(11)	8%	(16)	205
Millennials: 1981-1996	44%	(192)	23%	(98)	15%	(67)	9%	(40)	9%	(38)	434
GenXers: 1965-1980	42%	(210)	25%	(126)	16%	(80)	10%	(48)	7%	(35)	498
Baby Boomers: 1946-1964	41%	(320)	29%	(228)	16%	(128)	11%	(88)	3%	(25)	789
PID: Dem (no lean)	57%	(441)	24%	(187)	10%	(74)	4%	(31)	5%	(39)	772
PID: Ind (no lean)	37%	(206)	30%	(168)	15%	(84)	10%	(53)	8%	(47)	558
PID: Rep (no lean)	30%	(198)	26%	(171)	23%	(152)	16%	(109)	5%	(32)	662
PID/Gender: Dem Men	52%	(155)	28%	(83)	9%	(27)	7%	(20)	4%	(12)	297
PID/Gender: Dem Women	60%	(286)	22%	(104)	10%	(47)	2%	(11)	6%	(27)	475
PID/Gender: Ind Men	34%	(98)	28%	(83)	15%	(44)	12%	(34)	11%	(32)	292
PID/Gender: Ind Women	40%	(107)	32%	(85)	15%	(40)	7%	(19)	6%	(15)	266
PID/Gender: Rep Men	29%	(99)	24%	(84)	25%	(85)	18%	(61)	4%	(14)	343
PID/Gender: Rep Women	31%	(99)	28%	(88)	21%	(67)	15%	(47)	5%	(17)	319
Ideo: Liberal (1-3)	58%	(346)	24%	(144)	9%	(55)	4%	(26)	4%	(21)	593
Ideo: Moderate (4)	43%	(236)	30%	(162)	14%	(75)	6%	(34)	7%	(35)	544
Ideo: Conservative (5-7)	30%	(220)	26%	(191)	23%	(165)	17%	(125)	4%	(29)	729
Educ: < College	42%	(529)	25%	(319)	15%	(188)	10%	(121)	8%	(95)	1253
Educ: Bachelors degree	44%	(209)	26%	(125)	17%	(78)	10%	(49)	2%	(10)	471
Educ: Post-grad	40%	(107)	31%	(83)	17%	(44)	8%	(23)	4%	(12)	268
Income: Under 50k	44%	(423)	25%	(239)	15%	(147)	9%	(83)	8%	(81)	973
Income: 50k-100k	41%	(281)	28%	(196)	17%	(116)	11%	(73)	3%	(24)	690
Income: 100k+	43%	(140)	28%	(92)	15%	(48)	11%	(36)	4%	(12)	329
Ethnicity: White	40%	(643)	28%	(449)	16%	(263)	11%	(174)	5%	(83)	1611
Ethnicity: Hispanic	44%	(86)	25%	(47)	17%	(32)	8%	(16)	6%	(12)	193

Continued on next page

Table CMS4_2: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Closures of businesses deemed non-essential such as hair salons and movie theaters

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	42%	(845)	26%	(527)	16%	(311)	10%	(193)	6%	(117)	1992
Ethnicity: Afr. Am.	54%	(136)	19%	(48)	13%	(33)	4%	(11)	10%	(25)	253
Ethnicity: Other	51%	(66)	24%	(30)	12%	(15)	6%	(7)	8%	(10)	128
All Christian	40%	(407)	28%	(284)	17%	(177)	11%	(117)	4%	(40)	1025
All Non-Christian	42%	(42)	33%	(33)	13%	(13)	7%	(7)	6%	(6)	100
Atheist	57%	(54)	23%	(22)	12%	(11)	5%	(5)	3%	(3)	95
Agnostic/Nothing in particular	44%	(341)	24%	(189)	14%	(109)	8%	(64)	9%	(69)	772
Religious Non-Protestant/Catholic	38%	(53)	31%	(43)	15%	(21)	9%	(13)	6%	(8)	139
Evangelical	39%	(211)	23%	(124)	19%	(101)	11%	(61)	7%	(37)	534
Non-Evangelical	43%	(323)	29%	(214)	14%	(106)	10%	(78)	4%	(28)	748
Community: Urban	48%	(240)	25%	(127)	13%	(63)	7%	(34)	8%	(41)	504
Community: Suburban	42%	(428)	28%	(283)	16%	(162)	10%	(97)	4%	(44)	1014
Community: Rural	37%	(177)	25%	(116)	18%	(85)	13%	(62)	7%	(33)	474
Employ: Private Sector	40%	(249)	27%	(170)	18%	(113)	11%	(69)	5%	(29)	631
Employ: Government	41%	(41)	29%	(29)	17%	(17)	9%	(9)	3%	(3)	100
Employ: Self-Employed	46%	(63)	22%	(29)	12%	(17)	12%	(16)	7%	(10)	136
Employ: Homemaker	47%	(62)	24%	(32)	11%	(14)	12%	(15)	6%	(8)	131
Employ: Retired	40%	(211)	27%	(140)	19%	(98)	10%	(50)	4%	(22)	521
Employ: Unemployed	46%	(108)	24%	(56)	12%	(28)	10%	(22)	8%	(18)	233
Employ: Other	43%	(51)	29%	(34)	11%	(13)	5%	(5)	14%	(16)	119
Military HH: Yes	35%	(112)	30%	(97)	18%	(59)	13%	(41)	4%	(14)	323
Military HH: No	44%	(733)	26%	(429)	15%	(252)	9%	(152)	6%	(103)	1669
RD/WT: Right Direction	32%	(224)	28%	(195)	21%	(148)	13%	(93)	6%	(42)	703
RD/WT: Wrong Track	48%	(621)	26%	(332)	13%	(162)	8%	(99)	6%	(75)	1289
Trump Job Approve	30%	(259)	27%	(235)	22%	(191)	16%	(136)	5%	(43)	865
Trump Job Disapprove	54%	(577)	26%	(280)	10%	(112)	5%	(51)	5%	(49)	1070
Trump Job Strongly Approve	30%	(148)	23%	(111)	22%	(107)	20%	(96)	6%	(27)	489
Trump Job Somewhat Approve	30%	(111)	33%	(125)	22%	(83)	11%	(41)	4%	(16)	376
Trump Job Somewhat Disapprove	36%	(80)	36%	(78)	14%	(30)	8%	(17)	7%	(15)	219
Trump Job Strongly Disapprove	59%	(498)	24%	(202)	10%	(83)	4%	(35)	4%	(34)	850

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Table CMS4_2: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Closures of businesses deemed non-essential such as hair salons and movie theaters

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	42%	(845)	26%	(527)	16%	(311)	10%	(193)	6%	(117)	1992
Favorable of Trump	29%	(248)	27%	(229)	22%	(187)	16%	(138)	5%	(47)	848
Unfavorable of Trump	54%	(579)	27%	(285)	10%	(110)	5%	(50)	4%	(44)	1067
Very Favorable of Trump	29%	(143)	23%	(115)	21%	(105)	21%	(102)	6%	(28)	493
Somewhat Favorable of Trump	29%	(104)	32%	(114)	23%	(82)	10%	(36)	5%	(19)	355
Somewhat Unfavorable of Trump	38%	(67)	39%	(68)	11%	(20)	6%	(11)	5%	(10)	176
Very Unfavorable of Trump	58%	(513)	24%	(216)	10%	(90)	4%	(39)	4%	(34)	891
#1 Issue: Economy	35%	(239)	26%	(178)	21%	(143)	13%	(87)	4%	(28)	675
#1 Issue: Security	27%	(60)	29%	(64)	19%	(41)	20%	(44)	6%	(13)	222
#1 Issue: Health Care	54%	(236)	25%	(111)	9%	(39)	5%	(20)	7%	(32)	438
#1 Issue: Medicare / Social Security	43%	(132)	29%	(88)	15%	(46)	8%	(25)	5%	(14)	305
#1 Issue: Women's Issues	57%	(50)	25%	(22)	6%	(5)	3%	(3)	9%	(8)	89
#1 Issue: Education	47%	(48)	23%	(24)	17%	(18)	2%	(2)	10%	(11)	103
#1 Issue: Energy	53%	(30)	25%	(14)	10%	(6)	5%	(3)	7%	(4)	58
#1 Issue: Other	48%	(49)	26%	(26)	12%	(12)	8%	(8)	7%	(7)	102
2018 House Vote: Democrat	55%	(413)	27%	(202)	10%	(75)	4%	(27)	4%	(32)	750
2018 House Vote: Republican	29%	(200)	26%	(177)	23%	(159)	18%	(122)	4%	(25)	683
2018 House Vote: Someone else	26%	(19)	33%	(24)	23%	(17)	11%	(8)	7%	(5)	72
2016 Vote: Hillary Clinton	56%	(384)	26%	(176)	8%	(57)	4%	(29)	5%	(34)	680
2016 Vote: Donald Trump	31%	(232)	26%	(194)	23%	(171)	16%	(119)	4%	(29)	744
2016 Vote: Other	31%	(46)	28%	(42)	22%	(33)	14%	(20)	5%	(7)	147
2016 Vote: Didn't Vote	43%	(181)	27%	(114)	12%	(50)	6%	(25)	11%	(47)	417
Voted in 2014: Yes	42%	(566)	27%	(357)	17%	(224)	10%	(140)	4%	(58)	1344
Voted in 2014: No	43%	(279)	26%	(170)	13%	(87)	8%	(53)	9%	(59)	648
2012 Vote: Barack Obama	51%	(425)	27%	(226)	12%	(101)	4%	(34)	5%	(40)	826
2012 Vote: Mitt Romney	30%	(165)	26%	(146)	22%	(122)	18%	(98)	4%	(22)	553
2012 Vote: Other	22%	(18)	31%	(25)	21%	(17)	23%	(18)	3%	(3)	81
2012 Vote: Didn't Vote	45%	(235)	24%	(127)	13%	(70)	8%	(42)	10%	(52)	526

Continued on next page

Table CMS4_2: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Closures of businesses deemed non-essential such as hair salons and movie theaters

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	42%	(845)	26%	(527)	16%	(311)	10%	(193)	6%	(117)	1992
4-Region: Northeast	44%	(156)	28%	(99)	12%	(41)	9%	(33)	7%	(26)	355
4-Region: Midwest	37%	(171)	28%	(130)	19%	(86)	10%	(44)	6%	(27)	458
4-Region: South	44%	(329)	26%	(191)	16%	(119)	8%	(62)	6%	(43)	744
4-Region: West	44%	(189)	24%	(106)	15%	(64)	12%	(53)	5%	(22)	435
Sports fan	41%	(538)	27%	(348)	17%	(226)	10%	(128)	5%	(62)	1301
Traveled outside of U.S. in past year 1+ times	42%	(161)	29%	(111)	14%	(54)	10%	(37)	5%	(21)	385
Frequent Flyer	40%	(93)	28%	(66)	17%	(39)	10%	(24)	4%	(9)	230

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

Table CMS4_3: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Quarantines of up to 14 days for people showing symptoms of the coronavirus

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	72% (1427)	18% (363)	3% (63)	2% (34)	5% (105)	1992
Gender: Male	66% (617)	22% (206)	4% (35)	3% (24)	5% (51)	932
Gender: Female	76% (810)	15% (158)	3% (27)	1% (10)	5% (55)	1060
Age: 18-34	69% (343)	15% (77)	5% (27)	3% (15)	8% (38)	500
Age: 35-44	71% (215)	17% (51)	4% (11)	1% (3)	8% (23)	303
Age: 45-64	71% (512)	21% (151)	3% (20)	1% (6)	5% (36)	725
Age: 65+	77% (357)	18% (84)	1% (4)	2% (10)	2% (8)	463
GenZers: 1997-2012	75% (153)	13% (26)	3% (6)	3% (6)	7% (14)	205
Millennials: 1981-1996	64% (280)	19% (82)	6% (27)	2% (10)	8% (36)	434
GenXers: 1965-1980	71% (355)	17% (86)	4% (18)	1% (5)	7% (34)	498
Baby Boomers: 1946-1964	75% (591)	19% (153)	2% (13)	1% (11)	3% (21)	789
PID: Dem (no lean)	80% (615)	12% (92)	3% (22)	1% (5)	5% (37)	772
PID: Ind (no lean)	71% (398)	16% (92)	2% (12)	3% (14)	7% (42)	558
PID: Rep (no lean)	62% (414)	27% (179)	4% (29)	2% (14)	4% (26)	662
PID/Gender: Dem Men	76% (227)	15% (44)	4% (12)	1% (4)	3% (10)	297
PID/Gender: Dem Women	82% (388)	10% (48)	2% (9)	— (1)	6% (28)	475
PID/Gender: Ind Men	64% (188)	21% (60)	3% (8)	3% (10)	9% (27)	292
PID/Gender: Ind Women	79% (210)	12% (32)	1% (4)	2% (5)	6% (15)	266
PID/Gender: Rep Men	59% (203)	30% (102)	4% (15)	3% (10)	4% (14)	343
PID/Gender: Rep Women	66% (211)	24% (77)	4% (14)	1% (4)	4% (12)	319
Ideo: Liberal (1-3)	81% (479)	12% (74)	3% (16)	1% (7)	3% (18)	593
Ideo: Moderate (4)	74% (405)	17% (91)	3% (17)	1% (7)	5% (25)	544
Ideo: Conservative (5-7)	65% (473)	25% (185)	4% (29)	3% (19)	3% (23)	729
Educ: < College	72% (899)	17% (209)	3% (38)	2% (20)	7% (87)	1253
Educ: Bachelors degree	71% (336)	21% (98)	3% (16)	2% (10)	2% (11)	471
Educ: Post-grad	71% (192)	21% (56)	3% (8)	2% (5)	3% (7)	268
Income: Under 50k	71% (694)	17% (168)	3% (27)	2% (21)	7% (64)	973
Income: 50k-100k	71% (493)	20% (135)	4% (25)	1% (9)	4% (28)	690
Income: 100k+	73% (241)	18% (60)	3% (11)	1% (4)	4% (13)	329
Ethnicity: White	72% (1159)	19% (306)	3% (49)	2% (28)	4% (69)	1611
Ethnicity: Hispanic	73% (142)	15% (28)	5% (10)	2% (4)	5% (9)	193

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Table CMS4_3: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Quarantines of up to 14 days for people showing symptoms of the coronavirus

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	72% (1427)	18% (363)	3% (63)	2% (34)	5% (105)	1992
Ethnicity: Afr. Am.	69% (174)	15% (39)	4% (10)	1% (3)	10% (26)	253
Ethnicity: Other	73% (93)	14% (18)	3% (4)	3% (3)	7% (10)	128
All Christian	73% (743)	21% (211)	2% (20)	2% (18)	3% (32)	1025
All Non-Christian	75% (75)	18% (18)	3% (3)	1% (1)	3% (3)	100
Atheist	77% (73)	16% (15)	2% (2)	1% (1)	5% (4)	95
Agnostic/Nothing in particular	69% (536)	15% (120)	5% (37)	2% (14)	8% (66)	772
Religious Non-Protestant/Catholic	76% (105)	18% (25)	2% (3)	1% (1)	3% (4)	139
Evangelical	67% (356)	22% (120)	3% (19)	2% (10)	6% (30)	534
Non-Evangelical	75% (559)	18% (134)	2% (16)	1% (11)	4% (28)	748
Community: Urban	74% (371)	15% (74)	2% (11)	2% (8)	8% (40)	504
Community: Suburban	72% (732)	19% (195)	3% (31)	2% (16)	4% (40)	1014
Community: Rural	68% (324)	20% (94)	4% (21)	2% (10)	5% (25)	474
Employ: Private Sector	70% (442)	20% (124)	5% (28)	2% (11)	4% (25)	631
Employ: Government	67% (67)	22% (22)	4% (4)	3% (3)	4% (4)	100
Employ: Self-Employed	71% (96)	16% (22)	4% (5)	3% (4)	7% (9)	136
Employ: Homemaker	73% (95)	13% (17)	6% (8)	1% (1)	8% (10)	131
Employ: Retired	75% (393)	20% (105)	1% (3)	1% (6)	3% (15)	521
Employ: Unemployed	68% (159)	18% (42)	2% (6)	3% (6)	9% (20)	233
Employ: Other	72% (86)	11% (14)	4% (5)	1% (1)	12% (14)	119
Military HH: Yes	66% (213)	23% (74)	3% (10)	2% (7)	6% (19)	323
Military HH: No	73% (1214)	17% (289)	3% (52)	2% (27)	5% (86)	1669
RD/WT: Right Direction	65% (460)	24% (167)	4% (31)	2% (13)	5% (33)	703
RD/WT: Wrong Track	75% (967)	15% (196)	2% (32)	2% (21)	6% (72)	1289
Trump Job Approve	64% (555)	25% (219)	4% (35)	2% (20)	4% (35)	865
Trump Job Disapprove	80% (851)	13% (135)	2% (27)	1% (13)	4% (43)	1070
Trump Job Strongly Approve	65% (318)	23% (112)	4% (22)	3% (15)	4% (21)	489
Trump Job Somewhat Approve	63% (237)	29% (107)	3% (13)	1% (5)	4% (14)	376
Trump Job Somewhat Disapprove	65% (142)	22% (49)	4% (8)	1% (3)	8% (17)	219
Trump Job Strongly Disapprove	83% (710)	10% (86)	2% (18)	1% (10)	3% (26)	850

Continued on next page

Table CMS4_3: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Quarantines of up to 14 days for people showing symptoms of the coronavirus

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Registered Voters	72%	(1427)	18%	(363)	3%	(63)	2%	(34)	5% (105)	1992
Favorable of Trump	64%	(542)	25%	(213)	4%	(34)	2%	(20)	5% (40)	848
Unfavorable of Trump	80%	(859)	13%	(134)	2%	(23)	1%	(13)	4% (38)	1067
Very Favorable of Trump	64%	(314)	24%	(118)	4%	(21)	3%	(15)	5% (24)	493
Somewhat Favorable of Trump	64%	(227)	27%	(95)	4%	(13)	1%	(5)	4% (16)	355
Somewhat Unfavorable of Trump	70%	(123)	22%	(38)	1%	(1)	2%	(3)	6% (10)	176
Very Unfavorable of Trump	83%	(736)	11%	(96)	2%	(21)	1%	(10)	3% (28)	891
#1 Issue: Economy	67%	(455)	22%	(146)	4%	(29)	2%	(15)	4% (29)	675
#1 Issue: Security	64%	(141)	25%	(55)	2%	(4)	4%	(9)	6% (13)	222
#1 Issue: Health Care	79%	(344)	13%	(55)	2%	(7)	1%	(5)	6% (27)	438
#1 Issue: Medicare / Social Security	76%	(233)	19%	(57)	2%	(7)	1%	(2)	2% (6)	305
#1 Issue: Women's Issues	74%	(66)	12%	(10)	3%	(3)	2%	(2)	9% (8)	89
#1 Issue: Education	62%	(64)	23%	(24)	3%	(3)	1%	(1)	10% (11)	103
#1 Issue: Energy	75%	(43)	15%	(9)	7%	(4)	2%	(1)	2% (1)	58
#1 Issue: Other	79%	(81)	7%	(7)	4%	(4)	—	(0)	9% (10)	102
2018 House Vote: Democrat	83%	(620)	11%	(84)	2%	(13)	1%	(5)	4% (28)	750
2018 House Vote: Republican	64%	(435)	26%	(179)	4%	(31)	3%	(22)	3% (17)	683
2018 House Vote: Someone else	65%	(47)	26%	(19)	2%	(2)	2%	(2)	5% (3)	72
2016 Vote: Hillary Clinton	83%	(564)	11%	(74)	2%	(14)	1%	(4)	4% (24)	680
2016 Vote: Donald Trump	66%	(488)	25%	(183)	4%	(27)	3%	(19)	4% (28)	744
2016 Vote: Other	66%	(97)	25%	(37)	3%	(4)	2%	(3)	4% (6)	147
2016 Vote: Didn't Vote	66%	(276)	17%	(69)	4%	(18)	2%	(8)	11% (47)	417
Voted in 2014: Yes	73%	(985)	19%	(250)	3%	(40)	2%	(21)	4% (47)	1344
Voted in 2014: No	68%	(442)	17%	(113)	4%	(23)	2%	(13)	9% (58)	648
2012 Vote: Barack Obama	79%	(654)	13%	(109)	2%	(19)	—	(4)	5% (41)	826
2012 Vote: Mitt Romney	65%	(358)	25%	(141)	4%	(21)	3%	(15)	3% (18)	553
2012 Vote: Other	56%	(46)	34%	(28)	5%	(4)	3%	(2)	2% (2)	81
2012 Vote: Didn't Vote	69%	(365)	16%	(86)	4%	(20)	2%	(12)	8% (44)	526

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Table CMS4_3: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?
Quarantines of up to 14 days for people showing symptoms of the coronavirus*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Registered Voters	72%	(1427)	18%	(363)	3%	(63)	2%	(34)	5% (105)	1992
4-Region: Northeast	68%	(243)	20%	(71)	3%	(9)	2%	(6)	7% (26)	355
4-Region: Midwest	73%	(334)	17%	(76)	4%	(19)	1%	(5)	5% (24)	458
4-Region: South	73%	(540)	17%	(127)	3%	(25)	2%	(13)	5% (39)	744
4-Region: West	71%	(310)	21%	(89)	2%	(10)	2%	(10)	4% (16)	435
Sports fan	70%	(917)	20%	(254)	3%	(44)	2%	(27)	4% (58)	1301
Traveled outside of U.S. in past year 1+ times	69%	(266)	18%	(69)	5%	(19)	3%	(11)	5% (19)	385
Frequent Flyer	64%	(148)	20%	(47)	9%	(20)	3%	(7)	3% (8)	230

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

Table CMS4_4: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Wearing face masks in public spaces such as grocery stores and parks

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	63% (1264)	20% (407)	7% (138)	4% (89)	5% (94)	1992
Gender: Male	58% (537)	23% (214)	8% (70)	6% (59)	6% (52)	932
Gender: Female	69% (726)	18% (193)	6% (68)	3% (30)	4% (42)	1060
Age: 18-34	63% (314)	18% (91)	7% (35)	5% (27)	7% (34)	500
Age: 35-44	59% (179)	21% (65)	8% (24)	5% (16)	6% (19)	303
Age: 45-64	60% (437)	22% (162)	8% (56)	5% (34)	5% (35)	725
Age: 65+	72% (333)	19% (89)	5% (23)	3% (12)	1% (6)	463
GenZers: 1997-2012	71% (145)	14% (28)	5% (11)	4% (9)	6% (11)	205
Millennials: 1981-1996	57% (247)	21% (93)	9% (38)	6% (24)	7% (32)	434
GenXers: 1965-1980	58% (287)	23% (117)	8% (38)	5% (26)	6% (30)	498
Baby Boomers: 1946-1964	68% (534)	20% (159)	6% (47)	4% (28)	3% (21)	789
PID: Dem (no lean)	76% (590)	14% (107)	4% (32)	2% (14)	4% (29)	772
PID: Ind (no lean)	61% (340)	21% (115)	6% (32)	5% (28)	8% (42)	558
PID: Rep (no lean)	50% (334)	28% (185)	11% (74)	7% (47)	3% (23)	662
PID/Gender: Dem Men	69% (206)	19% (55)	5% (15)	4% (10)	4% (11)	297
PID/Gender: Dem Women	81% (384)	11% (52)	4% (17)	1% (3)	4% (18)	475
PID/Gender: Ind Men	57% (167)	21% (60)	5% (14)	8% (23)	9% (28)	292
PID/Gender: Ind Women	65% (173)	21% (55)	7% (18)	2% (6)	6% (15)	266
PID/Gender: Rep Men	48% (164)	29% (99)	12% (41)	7% (26)	4% (13)	343
PID/Gender: Rep Women	53% (170)	27% (86)	10% (33)	7% (21)	3% (9)	319
Ideo: Liberal (1-3)	80% (475)	11% (66)	4% (24)	2% (13)	2% (14)	593
Ideo: Moderate (4)	66% (358)	21% (114)	5% (27)	3% (17)	5% (29)	544
Ideo: Conservative (5-7)	52% (378)	28% (201)	11% (82)	7% (49)	3% (19)	729
Educ: < College	63% (784)	20% (246)	7% (86)	5% (58)	6% (78)	1253
Educ: Bachelors degree	65% (307)	21% (97)	8% (38)	4% (18)	2% (11)	471
Educ: Post-grad	65% (173)	24% (63)	5% (14)	5% (13)	2% (5)	268
Income: Under 50k	64% (618)	19% (181)	7% (72)	4% (41)	6% (61)	973
Income: 50k-100k	63% (435)	23% (157)	6% (42)	5% (33)	4% (24)	690
Income: 100k+	64% (211)	21% (70)	7% (23)	5% (16)	3% (9)	329
Ethnicity: White	61% (984)	22% (362)	8% (124)	5% (77)	4% (65)	1611
Ethnicity: Hispanic	67% (130)	22% (43)	4% (8)	3% (6)	3% (6)	193

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Table CMS4_4: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Wearing face masks in public spaces such as grocery stores and parks

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1264)	20%	(407)	7%	(138)	4%	(89)	5%	(94)	1992
Ethnicity: Afr. Am.	73%	(184)	11%	(28)	4%	(11)	3%	(8)	8%	(20)	253
Ethnicity: Other	74%	(95)	13%	(17)	2%	(3)	3%	(4)	7%	(9)	128
All Christian	63%	(650)	22%	(228)	8%	(78)	4%	(41)	3%	(29)	1025
All Non-Christian	65%	(65)	20%	(19)	7%	(7)	6%	(6)	2%	(2)	100
Atheist	77%	(73)	13%	(12)	5%	(5)	2%	(2)	3%	(3)	95
Agnostic/Nothing in particular	62%	(475)	19%	(148)	6%	(48)	5%	(41)	8%	(61)	772
Religious Non-Protestant/Catholic	59%	(82)	22%	(30)	10%	(14)	6%	(9)	3%	(4)	139
Evangelical	59%	(313)	23%	(123)	8%	(45)	5%	(26)	5%	(27)	534
Non-Evangelical	68%	(507)	19%	(145)	6%	(45)	3%	(26)	3%	(24)	748
Community: Urban	69%	(347)	17%	(85)	4%	(23)	3%	(16)	7%	(35)	504
Community: Suburban	64%	(650)	20%	(207)	8%	(76)	5%	(47)	3%	(33)	1014
Community: Rural	56%	(267)	24%	(115)	8%	(39)	5%	(26)	6%	(26)	474
Employ: Private Sector	59%	(370)	24%	(151)	9%	(56)	5%	(31)	3%	(22)	631
Employ: Government	63%	(63)	20%	(20)	6%	(6)	8%	(8)	3%	(3)	100
Employ: Self-Employed	62%	(84)	19%	(26)	7%	(9)	9%	(13)	2%	(3)	136
Employ: Homemaker	60%	(79)	20%	(26)	10%	(13)	5%	(7)	5%	(6)	131
Employ: Retired	68%	(354)	20%	(106)	6%	(31)	3%	(14)	3%	(16)	521
Employ: Unemployed	63%	(146)	17%	(39)	6%	(15)	6%	(14)	9%	(20)	233
Employ: Other	70%	(84)	13%	(15)	3%	(3)	2%	(2)	13%	(15)	119
Military HH: Yes	61%	(198)	23%	(75)	8%	(24)	5%	(15)	4%	(11)	323
Military HH: No	64%	(1066)	20%	(332)	7%	(113)	4%	(74)	5%	(83)	1669
RD/WT: Right Direction	52%	(366)	28%	(193)	10%	(71)	5%	(36)	5%	(37)	703
RD/WT: Wrong Track	70%	(897)	17%	(214)	5%	(67)	4%	(53)	4%	(58)	1289
Trump Job Approve	51%	(441)	28%	(239)	11%	(95)	7%	(57)	4%	(33)	865
Trump Job Disapprove	76%	(808)	15%	(158)	4%	(39)	3%	(30)	3%	(34)	1070
Trump Job Strongly Approve	49%	(241)	26%	(129)	12%	(58)	9%	(44)	4%	(18)	489
Trump Job Somewhat Approve	53%	(199)	29%	(110)	10%	(37)	4%	(13)	4%	(15)	376
Trump Job Somewhat Disapprove	60%	(132)	23%	(51)	7%	(14)	5%	(11)	5%	(11)	219
Trump Job Strongly Disapprove	79%	(676)	13%	(108)	3%	(25)	2%	(19)	3%	(23)	850

Continued on next page

Table CMS4_4: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Wearing face masks in public spaces such as grocery stores and parks

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	63% (1264)	20% (407)	7% (138)	4% (89)	5% (94)	1992
Favorable of Trump	51% (431)	27% (233)	11% (93)	6% (55)	4% (36)	848
Unfavorable of Trump	76% (808)	15% (160)	4% (38)	3% (31)	3% (31)	1067
Very Favorable of Trump	49% (243)	26% (128)	12% (58)	9% (44)	4% (20)	493
Somewhat Favorable of Trump	53% (188)	30% (105)	10% (35)	3% (11)	4% (15)	355
Somewhat Unfavorable of Trump	59% (104)	25% (43)	7% (12)	5% (10)	4% (7)	176
Very Unfavorable of Trump	79% (704)	13% (117)	3% (26)	2% (22)	3% (24)	891
#1 Issue: Economy	59% (396)	23% (156)	8% (57)	6% (42)	4% (25)	675
#1 Issue: Security	43% (96)	30% (67)	11% (24)	9% (20)	7% (15)	222
#1 Issue: Health Care	74% (325)	14% (63)	6% (25)	2% (7)	4% (19)	438
#1 Issue: Medicare / Social Security	71% (217)	19% (58)	5% (14)	3% (9)	3% (8)	305
#1 Issue: Women's Issues	66% (58)	21% (18)	2% (2)	4% (3)	8% (7)	89
#1 Issue: Education	60% (61)	17% (18)	7% (7)	3% (3)	13% (13)	103
#1 Issue: Energy	61% (35)	27% (16)	7% (4)	2% (1)	3% (2)	58
#1 Issue: Other	74% (76)	11% (12)	7% (7)	3% (3)	5% (5)	102
2018 House Vote: Democrat	76% (572)	15% (115)	4% (27)	1% (11)	3% (25)	750
2018 House Vote: Republican	51% (350)	27% (186)	11% (75)	8% (55)	3% (18)	683
2018 House Vote: Someone else	55% (40)	29% (21)	5% (4)	5% (4)	5% (3)	72
2016 Vote: Hillary Clinton	78% (528)	14% (93)	4% (24)	2% (12)	3% (23)	680
2016 Vote: Donald Trump	53% (391)	27% (202)	10% (75)	7% (54)	3% (22)	744
2016 Vote: Other	57% (84)	27% (40)	8% (12)	4% (6)	3% (5)	147
2016 Vote: Didn't Vote	62% (258)	17% (72)	6% (27)	4% (17)	11% (44)	417
Voted in 2014: Yes	64% (861)	22% (289)	7% (96)	4% (57)	3% (40)	1344
Voted in 2014: No	62% (402)	18% (118)	6% (41)	5% (32)	8% (54)	648
2012 Vote: Barack Obama	74% (607)	17% (139)	4% (32)	2% (19)	3% (29)	826
2012 Vote: Mitt Romney	51% (285)	26% (146)	12% (64)	7% (38)	4% (21)	553
2012 Vote: Other	43% (35)	33% (27)	16% (13)	5% (4)	2% (2)	81
2012 Vote: Didn't Vote	63% (332)	18% (96)	5% (28)	5% (28)	8% (43)	526

Continued on next page

Table CMS4_4: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Wearing face masks in public spaces such as grocery stores and parks

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Registered Voters	63%	(1264)	20%	(407)	7%	(138)	4%	(89)	5% (94)	1992
4-Region: Northeast	67%	(240)	17%	(61)	6%	(22)	4%	(14)	5% (19)	355
4-Region: Midwest	61%	(281)	22%	(99)	9%	(39)	3%	(15)	5% (24)	458
4-Region: South	65%	(485)	19%	(142)	6%	(46)	5%	(34)	5% (37)	744
4-Region: West	59%	(258)	24%	(105)	7%	(31)	6%	(26)	4% (15)	435
Sports fan	63%	(813)	22%	(283)	7%	(92)	4%	(57)	4% (55)	1301
Traveled outside of U.S. in past year 1+ times	63%	(242)	22%	(85)	6%	(23)	5%	(21)	3% (13)	385
Frequent Flyer	57%	(132)	23%	(53)	8%	(19)	9%	(20)	3% (7)	230

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

Table CMS4_5: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Social distancing measures that require people to stand 6 feet apart from one another in public and restrict large gatherings in places such as parks, concerts or sporting events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	67%	(1334)	21%	(423)	4%	(88)	3%	(65)	4%	(83)	1992
Gender: Male	62%	(576)	24%	(220)	5%	(48)	5%	(47)	4%	(41)	932
Gender: Female	72%	(758)	19%	(202)	4%	(40)	2%	(18)	4%	(42)	1060
Age: 18-34	64%	(318)	19%	(94)	6%	(28)	5%	(24)	7%	(37)	500
Age: 35-44	63%	(192)	23%	(69)	5%	(15)	3%	(10)	6%	(17)	303
Age: 45-64	66%	(482)	23%	(168)	4%	(31)	3%	(20)	3%	(24)	725
Age: 65+	74%	(342)	20%	(92)	3%	(14)	2%	(11)	1%	(5)	463
GenZers: 1997-2012	70%	(142)	17%	(34)	3%	(7)	4%	(9)	6%	(12)	205
Millennials: 1981-1996	60%	(260)	21%	(92)	6%	(27)	5%	(21)	8%	(35)	434
GenXers: 1965-1980	64%	(318)	25%	(123)	5%	(24)	3%	(13)	4%	(21)	498
Baby Boomers: 1946-1964	71%	(561)	21%	(164)	4%	(28)	3%	(22)	2%	(15)	789
PID: Dem (no lean)	79%	(608)	13%	(103)	3%	(21)	1%	(11)	4%	(28)	772
PID: Ind (no lean)	63%	(354)	23%	(126)	3%	(19)	4%	(23)	7%	(37)	558
PID: Rep (no lean)	56%	(372)	29%	(194)	7%	(48)	5%	(32)	3%	(17)	662
PID/Gender: Dem Men	73%	(217)	18%	(54)	3%	(9)	3%	(9)	3%	(8)	297
PID/Gender: Dem Women	83%	(392)	10%	(49)	3%	(12)	—	(2)	4%	(20)	475
PID/Gender: Ind Men	59%	(171)	22%	(64)	5%	(13)	6%	(19)	9%	(25)	292
PID/Gender: Ind Women	69%	(183)	23%	(62)	2%	(5)	1%	(4)	5%	(12)	266
PID/Gender: Rep Men	55%	(188)	30%	(102)	7%	(25)	6%	(19)	2%	(8)	343
PID/Gender: Rep Women	58%	(184)	29%	(91)	7%	(22)	4%	(12)	3%	(9)	319
Ideo: Liberal (1-3)	80%	(473)	14%	(83)	2%	(12)	2%	(11)	2%	(14)	593
Ideo: Moderate (4)	70%	(382)	20%	(107)	4%	(24)	2%	(11)	4%	(20)	544
Ideo: Conservative (5-7)	57%	(417)	28%	(207)	6%	(47)	5%	(40)	2%	(17)	729
Educ: < College	68%	(852)	19%	(235)	5%	(57)	3%	(37)	6%	(71)	1253
Educ: Bachelors degree	65%	(305)	25%	(118)	5%	(22)	4%	(18)	2%	(8)	471
Educ: Post-grad	66%	(177)	26%	(69)	3%	(9)	4%	(10)	1%	(4)	268
Income: Under 50k	68%	(658)	20%	(191)	4%	(43)	3%	(26)	6%	(55)	973
Income: 50k-100k	67%	(462)	22%	(154)	4%	(29)	4%	(28)	3%	(18)	690
Income: 100k+	65%	(214)	24%	(78)	5%	(16)	3%	(11)	3%	(9)	329
Ethnicity: White	65%	(1055)	23%	(371)	5%	(80)	3%	(53)	3%	(53)	1611

Continued on next page

Table CMS4_5: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Social distancing measures that require people to stand 6 feet apart from one another in public and restrict large gatherings in places such as parks, concerts or sporting events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	67%	(1334)	21%	(423)	4%	(88)	3%	(65)	4%	(83)	1992
Ethnicity: Hispanic	69%	(133)	20%	(38)	2%	(5)	4%	(9)	5%	(9)	193
Ethnicity: Afr. Am.	74%	(187)	13%	(34)	2%	(4)	3%	(7)	8%	(21)	253
Ethnicity: Other	72%	(92)	15%	(19)	3%	(4)	4%	(5)	7%	(9)	128
All Christian	67%	(691)	22%	(225)	5%	(52)	3%	(36)	2%	(21)	1025
All Non-Christian	64%	(64)	29%	(29)	3%	(3)	1%	(1)	4%	(4)	100
Atheist	73%	(69)	21%	(20)	2%	(2)	1%	(1)	3%	(3)	95
Agnostic/Nothing in particular	66%	(510)	19%	(149)	4%	(31)	4%	(27)	7%	(55)	772
Religious Non-Protestant/Catholic	64%	(88)	28%	(38)	3%	(4)	2%	(3)	4%	(5)	139
Evangelical	62%	(333)	22%	(118)	7%	(39)	4%	(20)	5%	(25)	534
Non-Evangelical	72%	(538)	19%	(146)	4%	(31)	3%	(21)	2%	(13)	748
Community: Urban	71%	(357)	17%	(87)	3%	(15)	2%	(12)	6%	(33)	504
Community: Suburban	67%	(681)	23%	(230)	4%	(38)	4%	(36)	3%	(29)	1014
Community: Rural	63%	(296)	22%	(106)	7%	(34)	3%	(16)	4%	(21)	474
Employ: Private Sector	64%	(402)	24%	(154)	6%	(35)	4%	(24)	3%	(16)	631
Employ: Government	67%	(67)	23%	(23)	6%	(6)	3%	(3)	1%	(1)	100
Employ: Self-Employed	61%	(84)	21%	(28)	7%	(9)	7%	(10)	4%	(6)	136
Employ: Homemaker	64%	(84)	25%	(32)	4%	(5)	2%	(2)	5%	(7)	131
Employ: Retired	71%	(369)	22%	(112)	3%	(18)	2%	(12)	2%	(10)	521
Employ: Unemployed	69%	(162)	15%	(35)	4%	(9)	3%	(6)	9%	(22)	233
Employ: Other	71%	(85)	14%	(16)	2%	(2)	1%	(1)	12%	(14)	119
Military HH: Yes	64%	(206)	23%	(73)	6%	(21)	3%	(10)	4%	(13)	323
Military HH: No	68%	(1128)	21%	(350)	4%	(67)	3%	(55)	4%	(69)	1669
RD/WT: Right Direction	57%	(399)	30%	(211)	7%	(49)	3%	(20)	3%	(24)	703
RD/WT: Wrong Track	73%	(935)	16%	(212)	3%	(39)	3%	(45)	5%	(58)	1289
Trump Job Approve	55%	(477)	31%	(264)	7%	(61)	4%	(38)	3%	(25)	865
Trump Job Disapprove	79%	(843)	14%	(150)	2%	(20)	2%	(26)	3%	(30)	1070

Continued on next page

Table CMS4_5: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Social distancing measures that require people to stand 6 feet apart from one another in public and restrict large gatherings in places such as parks, concerts or sporting events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	67%	(1334)	21%	(423)	4%	(88)	3%	(65)	4%	(83)	1992
Trump Job Strongly Approve	55%	(271)	28%	(135)	8%	(39)	6%	(29)	3%	(16)	489
Trump Job Somewhat Approve	55%	(205)	34%	(129)	6%	(22)	3%	(10)	2%	(9)	376
Trump Job Somewhat Disapprove	63%	(139)	24%	(52)	3%	(6)	4%	(9)	6%	(13)	219
Trump Job Strongly Disapprove	83%	(704)	12%	(98)	2%	(14)	2%	(16)	2%	(18)	850
Favorable of Trump	55%	(465)	30%	(256)	7%	(62)	4%	(36)	3%	(29)	848
Unfavorable of Trump	79%	(842)	14%	(150)	2%	(21)	2%	(26)	3%	(28)	1067
Very Favorable of Trump	56%	(275)	27%	(135)	8%	(40)	5%	(26)	3%	(16)	493
Somewhat Favorable of Trump	53%	(190)	34%	(121)	6%	(22)	3%	(10)	4%	(13)	355
Somewhat Unfavorable of Trump	64%	(112)	26%	(46)	2%	(4)	3%	(5)	5%	(9)	176
Very Unfavorable of Trump	82%	(730)	12%	(104)	2%	(17)	2%	(21)	2%	(20)	891
#1 Issue: Economy	63%	(425)	23%	(156)	6%	(43)	5%	(31)	3%	(19)	675
#1 Issue: Security	50%	(111)	34%	(75)	6%	(13)	6%	(14)	4%	(9)	222
#1 Issue: Health Care	76%	(334)	16%	(70)	2%	(8)	—	(2)	6%	(24)	438
#1 Issue: Medicare / Social Security	72%	(220)	21%	(63)	4%	(12)	2%	(5)	2%	(6)	305
#1 Issue: Women's Issues	68%	(60)	22%	(19)	2%	(2)	2%	(2)	6%	(5)	89
#1 Issue: Education	61%	(63)	19%	(19)	6%	(6)	2%	(3)	11%	(12)	103
#1 Issue: Energy	73%	(42)	16%	(9)	3%	(2)	5%	(3)	4%	(2)	58
#1 Issue: Other	77%	(79)	10%	(10)	2%	(2)	6%	(6)	5%	(6)	102
2018 House Vote: Democrat	80%	(601)	14%	(103)	2%	(16)	1%	(9)	3%	(21)	750
2018 House Vote: Republican	57%	(389)	29%	(198)	7%	(48)	6%	(38)	2%	(11)	683
2018 House Vote: Someone else	59%	(43)	25%	(18)	6%	(4)	5%	(4)	5%	(3)	72
2016 Vote: Hillary Clinton	79%	(538)	14%	(98)	2%	(16)	1%	(9)	3%	(20)	680
2016 Vote: Donald Trump	59%	(435)	28%	(211)	7%	(51)	4%	(31)	2%	(16)	744
2016 Vote: Other	62%	(91)	25%	(36)	4%	(6)	6%	(8)	4%	(5)	147
2016 Vote: Didn't Vote	64%	(267)	19%	(78)	3%	(14)	4%	(17)	10%	(42)	417
Voted in 2014: Yes	68%	(917)	22%	(291)	5%	(66)	3%	(38)	2%	(32)	1344
Voted in 2014: No	64%	(417)	20%	(132)	3%	(22)	4%	(27)	8%	(50)	648

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Table CMS4_5: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
Social distancing measures that require people to stand 6 feet apart from one another in public and restrict large gatherings in places such as parks, concerts or sporting events

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	67% (1334)	21% (423)	4% (88)	3% (65)	4% (83)	1992
2012 Vote: Barack Obama	77% (634)	15% (128)	3% (25)	1% (11)	4% (29)	826
2012 Vote: Mitt Romney	57% (317)	29% (158)	8% (43)	4% (24)	2% (12)	553
2012 Vote: Other	46% (38)	41% (33)	6% (5)	6% (5)	1% (1)	81
2012 Vote: Didn't Vote	65% (344)	19% (101)	3% (16)	5% (25)	8% (40)	526
4-Region: Northeast	69% (244)	18% (64)	5% (17)	3% (10)	6% (21)	355
4-Region: Midwest	65% (297)	22% (102)	7% (30)	2% (7)	5% (21)	458
4-Region: South	69% (515)	21% (156)	3% (24)	3% (20)	4% (28)	744
4-Region: West	64% (278)	23% (100)	4% (16)	6% (28)	3% (13)	435
Sports fan	66% (853)	23% (297)	5% (68)	3% (42)	3% (40)	1301
Traveled outside of U.S. in past year 1+ times	65% (250)	21% (82)	5% (19)	5% (20)	4% (14)	385
Frequent Flyer	62% (143)	22% (51)	6% (15)	6% (14)	3% (7)	230

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

Table CMS4_6: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
The federal government providing financial support to U.S. citizens

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	62% (1232)	25% (495)	5% (104)	2% (48)	6% (113)	1992
Gender: Male	60% (556)	26% (245)	5% (48)	3% (30)	6% (53)	932
Gender: Female	64% (676)	24% (250)	5% (56)	2% (18)	6% (60)	1060
Age: 18-34	62% (312)	22% (109)	6% (28)	2% (9)	8% (42)	500
Age: 35-44	61% (185)	24% (73)	5% (16)	2% (5)	8% (23)	303
Age: 45-64	62% (450)	24% (172)	6% (41)	4% (25)	5% (37)	725
Age: 65+	62% (285)	30% (141)	4% (18)	2% (8)	2% (11)	463
GenZers: 1997-2012	70% (142)	18% (37)	3% (6)	2% (5)	7% (15)	205
Millennials: 1981-1996	57% (247)	26% (111)	7% (30)	2% (7)	9% (39)	434
GenXers: 1965-1980	66% (328)	21% (104)	5% (23)	2% (12)	6% (31)	498
Baby Boomers: 1946-1964	60% (477)	28% (220)	6% (44)	3% (22)	3% (26)	789
PID: Dem (no lean)	74% (571)	18% (138)	2% (18)	1% (8)	5% (36)	772
PID: Ind (no lean)	60% (334)	24% (136)	5% (28)	3% (15)	8% (46)	558
PID: Rep (no lean)	49% (327)	33% (221)	9% (57)	4% (25)	5% (31)	662
PID/Gender: Dem Men	71% (211)	20% (61)	3% (10)	2% (6)	3% (9)	297
PID/Gender: Dem Women	76% (360)	16% (77)	2% (8)	— (2)	6% (27)	475
PID/Gender: Ind Men	58% (169)	24% (69)	4% (12)	3% (9)	11% (31)	292
PID/Gender: Ind Women	62% (164)	25% (66)	6% (16)	2% (6)	5% (14)	266
PID/Gender: Rep Men	51% (176)	33% (115)	7% (25)	4% (15)	4% (13)	343
PID/Gender: Rep Women	48% (152)	33% (107)	10% (32)	3% (11)	6% (18)	319
Ideo: Liberal (1-3)	77% (457)	17% (101)	3% (15)	1% (6)	2% (14)	593
Ideo: Moderate (4)	65% (351)	24% (133)	4% (19)	1% (8)	6% (32)	544
Ideo: Conservative (5-7)	48% (353)	34% (244)	9% (67)	5% (34)	4% (30)	729
Educ: < College	64% (800)	23% (282)	4% (55)	2% (24)	7% (91)	1253
Educ: Bachelors degree	59% (279)	29% (135)	6% (28)	3% (16)	3% (13)	471
Educ: Post-grad	57% (153)	29% (78)	8% (20)	3% (8)	3% (9)	268
Income: Under 50k	67% (647)	21% (200)	3% (32)	2% (22)	7% (71)	973
Income: 50k-100k	59% (408)	28% (191)	7% (49)	2% (13)	4% (28)	690
Income: 100k+	54% (176)	32% (104)	7% (22)	4% (13)	4% (13)	329
Ethnicity: White	60% (972)	26% (426)	5% (88)	3% (41)	5% (84)	1611
Ethnicity: Hispanic	64% (124)	22% (43)	4% (8)	3% (5)	7% (13)	193

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Table CMS4_6: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
The federal government providing financial support to U.S. citizens

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	62% (1232)	25% (495)	5% (104)	2% (48)	6% (113)	1992
Ethnicity: Afr. Am.	69% (174)	18% (45)	3% (9)	2% (6)	8% (19)	253
Ethnicity: Other	67% (86)	19% (24)	5% (6)	2% (2)	8% (10)	128
All Christian	59% (603)	29% (293)	6% (61)	3% (29)	4% (39)	1025
All Non-Christian	59% (59)	28% (28)	8% (8)	2% (2)	4% (4)	100
Atheist	79% (75)	14% (13)	3% (3)	1% (1)	3% (3)	95
Agnostic/Nothing in particular	64% (496)	21% (162)	4% (31)	2% (17)	9% (67)	772
Religious Non-Protestant/Catholic	56% (77)	29% (40)	9% (12)	3% (4)	3% (5)	139
Evangelical	58% (310)	27% (147)	5% (28)	3% (17)	6% (33)	534
Non-Evangelical	62% (466)	26% (198)	6% (42)	2% (16)	3% (26)	748
Community: Urban	70% (352)	18% (90)	4% (20)	2% (9)	7% (34)	504
Community: Suburban	59% (595)	28% (288)	5% (54)	3% (29)	5% (49)	1014
Community: Rural	60% (286)	25% (117)	6% (31)	2% (11)	6% (30)	474
Employ: Private Sector	59% (375)	26% (166)	7% (45)	4% (22)	4% (23)	631
Employ: Government	52% (53)	30% (30)	12% (12)	3% (3)	3% (3)	100
Employ: Self-Employed	62% (84)	25% (34)	5% (7)	1% (1)	6% (8)	136
Employ: Homemaker	64% (83)	21% (28)	8% (10)	1% (2)	6% (8)	131
Employ: Retired	61% (319)	29% (151)	3% (17)	2% (11)	4% (22)	521
Employ: Unemployed	68% (160)	17% (40)	2% (5)	2% (5)	10% (23)	233
Employ: Other	64% (76)	18% (21)	2% (2)	2% (2)	14% (17)	119
Military HH: Yes	53% (172)	31% (99)	8% (27)	3% (10)	5% (15)	323
Military HH: No	64% (1060)	24% (396)	5% (77)	2% (38)	6% (98)	1669
RD/WT: Right Direction	52% (366)	31% (216)	8% (58)	3% (21)	6% (42)	703
RD/WT: Wrong Track	67% (866)	22% (279)	4% (46)	2% (27)	6% (71)	1289
Trump Job Approve	52% (446)	32% (273)	8% (73)	4% (31)	5% (42)	865
Trump Job Disapprove	72% (770)	20% (214)	3% (29)	1% (16)	4% (41)	1070
Trump Job Strongly Approve	52% (253)	29% (140)	10% (48)	5% (24)	5% (25)	489
Trump Job Somewhat Approve	51% (193)	35% (133)	7% (25)	2% (7)	5% (18)	376
Trump Job Somewhat Disapprove	57% (125)	30% (66)	4% (8)	2% (3)	7% (16)	219
Trump Job Strongly Disapprove	76% (645)	17% (148)	2% (20)	1% (12)	3% (25)	850

Continued on next page

Table CMS4_6: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
The federal government providing financial support to U.S. citizens

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	62%	(1232)	25%	(495)	5%	(104)	2%	(48)	6%	(113)	1992
Favorable of Trump	51%	(436)	31%	(264)	8%	(72)	4%	(33)	5%	(44)	848
Unfavorable of Trump	72%	(766)	20%	(216)	3%	(29)	1%	(16)	4%	(40)	1067
Very Favorable of Trump	53%	(262)	28%	(138)	9%	(44)	5%	(23)	5%	(25)	493
Somewhat Favorable of Trump	49%	(174)	35%	(126)	8%	(28)	3%	(9)	5%	(19)	355
Somewhat Unfavorable of Trump	55%	(98)	33%	(58)	3%	(5)	2%	(4)	6%	(11)	176
Very Unfavorable of Trump	75%	(669)	18%	(158)	3%	(24)	1%	(12)	3%	(29)	891
#1 Issue: Economy	58%	(394)	25%	(170)	7%	(48)	4%	(25)	5%	(36)	675
#1 Issue: Security	50%	(112)	30%	(66)	9%	(20)	6%	(12)	5%	(12)	222
#1 Issue: Health Care	64%	(281)	26%	(115)	3%	(12)	2%	(7)	5%	(23)	438
#1 Issue: Medicare / Social Security	70%	(213)	23%	(69)	4%	(12)	—	(1)	4%	(11)	305
#1 Issue: Women's Issues	68%	(60)	18%	(16)	4%	(4)	—	(0)	9%	(8)	89
#1 Issue: Education	61%	(63)	26%	(27)	1%	(1)	1%	(1)	10%	(10)	103
#1 Issue: Energy	71%	(41)	18%	(11)	4%	(2)	1%	(1)	5%	(3)	58
#1 Issue: Other	66%	(68)	20%	(21)	4%	(4)	1%	(1)	8%	(8)	102
2018 House Vote: Democrat	73%	(548)	20%	(147)	3%	(21)	1%	(6)	4%	(28)	750
2018 House Vote: Republican	48%	(328)	35%	(238)	8%	(58)	5%	(35)	3%	(24)	683
2018 House Vote: Someone else	58%	(41)	25%	(18)	9%	(6)	2%	(2)	6%	(4)	72
2016 Vote: Hillary Clinton	75%	(508)	19%	(127)	3%	(19)	—	(2)	4%	(24)	680
2016 Vote: Donald Trump	51%	(376)	33%	(247)	8%	(57)	4%	(30)	5%	(34)	744
2016 Vote: Other	53%	(78)	32%	(48)	8%	(12)	4%	(6)	3%	(4)	147
2016 Vote: Didn't Vote	64%	(269)	17%	(73)	4%	(15)	3%	(11)	12%	(50)	417
Voted in 2014: Yes	61%	(814)	27%	(366)	6%	(80)	3%	(35)	4%	(49)	1344
Voted in 2014: No	64%	(418)	20%	(129)	4%	(24)	2%	(14)	10%	(63)	648
2012 Vote: Barack Obama	70%	(580)	22%	(179)	4%	(30)	—	(3)	4%	(33)	826
2012 Vote: Mitt Romney	47%	(263)	35%	(195)	8%	(43)	6%	(31)	4%	(23)	553
2012 Vote: Other	52%	(42)	29%	(23)	13%	(11)	2%	(2)	4%	(4)	81
2012 Vote: Didn't Vote	65%	(343)	19%	(98)	4%	(19)	2%	(13)	10%	(53)	526

Continued on next page

Table CMS4_6: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
The federal government providing financial support to U.S. citizens

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	62%	(1232)	25%	(495)	5%	(104)	2%	(48)	6%	(113)	1992
4-Region: Northeast	60%	(213)	25%	(90)	4%	(14)	3%	(11)	8%	(28)	355
4-Region: Midwest	62%	(282)	25%	(114)	6%	(29)	2%	(9)	5%	(23)	458
4-Region: South	65%	(482)	22%	(162)	6%	(42)	2%	(17)	5%	(41)	744
4-Region: West	58%	(254)	30%	(129)	4%	(19)	3%	(12)	5%	(21)	435
Sports fan	60%	(787)	27%	(350)	5%	(70)	3%	(37)	4%	(58)	1301
Traveled outside of U.S. in past year 1+ times	56%	(215)	28%	(109)	7%	(27)	4%	(15)	5%	(20)	385
Frequent Flyer	51%	(118)	31%	(72)	8%	(18)	6%	(14)	4%	(9)	230

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

Table CMS4_7: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
The federal government providing financial support to small businesses

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1246)	27%	(535)	3%	(62)	2%	(39)	6%	(110)	1992
Gender: Male	60%	(562)	26%	(245)	4%	(38)	3%	(25)	7%	(61)	932
Gender: Female	64%	(683)	27%	(290)	2%	(23)	1%	(14)	5%	(49)	1060
Age: 18-34	62%	(313)	21%	(105)	5%	(24)	2%	(10)	10%	(50)	500
Age: 35-44	60%	(181)	27%	(83)	4%	(12)	2%	(6)	7%	(21)	303
Age: 45-64	62%	(447)	28%	(206)	3%	(18)	3%	(21)	5%	(33)	725
Age: 65+	66%	(305)	31%	(142)	2%	(8)	—	(2)	1%	(6)	463
GenZers: 1997-2012	67%	(137)	17%	(35)	4%	(8)	2%	(3)	10%	(21)	205
Millennials: 1981-1996	58%	(253)	25%	(110)	5%	(22)	2%	(10)	9%	(40)	434
GenXers: 1965-1980	63%	(313)	26%	(127)	4%	(19)	2%	(10)	6%	(28)	498
Baby Boomers: 1946-1964	64%	(502)	31%	(241)	2%	(12)	2%	(13)	3%	(21)	789
PID: Dem (no lean)	71%	(546)	20%	(154)	3%	(27)	1%	(8)	5%	(37)	772
PID: Ind (no lean)	57%	(318)	29%	(162)	3%	(15)	2%	(9)	10%	(54)	558
PID: Rep (no lean)	58%	(382)	33%	(219)	3%	(21)	3%	(22)	3%	(20)	662
PID/Gender: Dem Men	69%	(204)	20%	(60)	5%	(16)	2%	(5)	4%	(13)	297
PID/Gender: Dem Women	72%	(341)	20%	(94)	2%	(11)	1%	(4)	5%	(24)	475
PID/Gender: Ind Men	56%	(163)	27%	(77)	3%	(10)	2%	(7)	12%	(35)	292
PID/Gender: Ind Women	58%	(155)	32%	(84)	2%	(5)	1%	(2)	7%	(19)	266
PID/Gender: Rep Men	57%	(195)	31%	(108)	4%	(13)	4%	(14)	4%	(14)	343
PID/Gender: Rep Women	58%	(186)	35%	(111)	2%	(7)	2%	(8)	2%	(6)	319
Ideo: Liberal (1-3)	74%	(437)	18%	(109)	3%	(21)	1%	(5)	4%	(21)	593
Ideo: Moderate (4)	62%	(339)	28%	(150)	2%	(12)	2%	(9)	6%	(35)	544
Ideo: Conservative (5-7)	55%	(403)	35%	(256)	4%	(28)	3%	(24)	2%	(18)	729
Educ: < College	63%	(787)	26%	(321)	3%	(33)	1%	(19)	7%	(93)	1253
Educ: Bachelors degree	63%	(296)	28%	(133)	4%	(20)	3%	(14)	2%	(9)	471
Educ: Post-grad	61%	(163)	30%	(81)	3%	(9)	2%	(6)	3%	(9)	268
Income: Under 50k	62%	(601)	26%	(250)	3%	(31)	1%	(12)	8%	(79)	973
Income: 50k-100k	64%	(440)	28%	(191)	3%	(22)	2%	(17)	3%	(21)	690
Income: 100k+	62%	(205)	29%	(94)	3%	(9)	3%	(10)	3%	(11)	329
Ethnicity: White	63%	(1009)	28%	(449)	3%	(46)	2%	(33)	5%	(75)	1611
Ethnicity: Hispanic	62%	(119)	22%	(43)	5%	(10)	4%	(7)	7%	(13)	193

Continued on next page

Table CMS4_7: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
The federal government providing financial support to small businesses

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1246)	27%	(535)	3%	(62)	2%	(39)	6%	(110)	1992
Ethnicity: Afr. Am.	61%	(155)	23%	(58)	4%	(11)	2%	(4)	10%	(25)	253
Ethnicity: Other	64%	(82)	22%	(29)	4%	(5)	2%	(2)	8%	(11)	128
All Christian	63%	(646)	29%	(298)	2%	(24)	2%	(21)	4%	(37)	1025
All Non-Christian	65%	(65)	26%	(26)	1%	(1)	4%	(4)	4%	(4)	100
Atheist	71%	(68)	21%	(20)	3%	(3)	2%	(2)	3%	(3)	95
Agnostic/Nothing in particular	60%	(467)	25%	(192)	4%	(34)	2%	(12)	9%	(67)	772
Religious Non-Protestant/Catholic	65%	(90)	25%	(35)	1%	(2)	5%	(6)	4%	(5)	139
Evangelical	59%	(313)	31%	(168)	3%	(16)	2%	(10)	5%	(27)	534
Non-Evangelical	66%	(496)	26%	(191)	2%	(17)	2%	(13)	4%	(31)	748
Community: Urban	64%	(324)	23%	(118)	3%	(16)	1%	(4)	8%	(42)	504
Community: Suburban	62%	(632)	28%	(279)	3%	(34)	3%	(28)	4%	(40)	1014
Community: Rural	61%	(290)	29%	(138)	2%	(11)	2%	(7)	6%	(28)	474
Employ: Private Sector	62%	(394)	28%	(177)	3%	(21)	4%	(23)	3%	(17)	631
Employ: Government	61%	(62)	31%	(31)	6%	(6)	—	(0)	2%	(2)	100
Employ: Self-Employed	65%	(88)	19%	(25)	11%	(15)	2%	(3)	4%	(5)	136
Employ: Homemaker	54%	(71)	31%	(41)	2%	(2)	3%	(4)	10%	(13)	131
Employ: Retired	65%	(339)	30%	(155)	2%	(8)	1%	(5)	3%	(14)	521
Employ: Unemployed	61%	(142)	25%	(57)	1%	(2)	1%	(1)	13%	(31)	233
Employ: Other	58%	(69)	19%	(22)	5%	(6)	1%	(1)	17%	(21)	119
Military HH: Yes	57%	(184)	33%	(108)	3%	(11)	3%	(10)	3%	(11)	323
Military HH: No	64%	(1061)	26%	(428)	3%	(51)	2%	(29)	6%	(99)	1669
RD/WT: Right Direction	57%	(398)	33%	(232)	3%	(19)	3%	(20)	5%	(34)	703
RD/WT: Wrong Track	66%	(848)	24%	(303)	3%	(43)	1%	(19)	6%	(76)	1289
Trump Job Approve	56%	(483)	34%	(295)	3%	(26)	3%	(25)	4%	(36)	865
Trump Job Disapprove	70%	(748)	21%	(228)	3%	(36)	1%	(13)	4%	(45)	1070
Trump Job Strongly Approve	58%	(285)	31%	(154)	3%	(14)	4%	(17)	4%	(19)	489
Trump Job Somewhat Approve	53%	(198)	38%	(141)	3%	(12)	2%	(8)	5%	(17)	376
Trump Job Somewhat Disapprove	61%	(134)	29%	(64)	2%	(5)	1%	(3)	6%	(13)	219
Trump Job Strongly Disapprove	72%	(614)	19%	(163)	4%	(31)	1%	(10)	4%	(32)	850

Continued on next page

Table CMS4_7: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
The federal government providing financial support to small businesses

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1246)	27%	(535)	3%	(62)	2%	(39)	6%	(110)	1992
Favorable of Trump	56%	(475)	34%	(288)	3%	(25)	3%	(25)	4%	(35)	848
Unfavorable of Trump	70%	(751)	21%	(226)	3%	(34)	1%	(11)	4%	(45)	1067
Very Favorable of Trump	59%	(291)	31%	(154)	3%	(14)	3%	(16)	4%	(18)	493
Somewhat Favorable of Trump	52%	(183)	38%	(134)	3%	(12)	3%	(10)	5%	(16)	355
Somewhat Unfavorable of Trump	59%	(104)	32%	(56)	2%	(3)	1%	(2)	6%	(11)	176
Very Unfavorable of Trump	73%	(647)	19%	(170)	3%	(31)	1%	(9)	4%	(34)	891
#1 Issue: Economy	61%	(409)	29%	(197)	3%	(19)	3%	(18)	5%	(31)	675
#1 Issue: Security	50%	(111)	34%	(76)	7%	(16)	2%	(5)	6%	(13)	222
#1 Issue: Health Care	67%	(292)	24%	(107)	3%	(11)	1%	(6)	5%	(22)	438
#1 Issue: Medicare / Social Security	68%	(207)	26%	(79)	1%	(2)	2%	(6)	4%	(11)	305
#1 Issue: Women's Issues	69%	(61)	19%	(17)	4%	(4)	1%	(1)	7%	(6)	89
#1 Issue: Education	55%	(57)	26%	(27)	3%	(3)	1%	(1)	15%	(15)	103
#1 Issue: Energy	70%	(40)	16%	(9)	5%	(3)	2%	(1)	8%	(5)	58
#1 Issue: Other	66%	(68)	22%	(22)	4%	(4)	1%	(2)	6%	(7)	102
2018 House Vote: Democrat	70%	(523)	22%	(168)	3%	(23)	1%	(6)	4%	(29)	750
2018 House Vote: Republican	57%	(392)	34%	(229)	3%	(22)	3%	(23)	2%	(16)	683
2018 House Vote: Someone else	58%	(41)	31%	(22)	3%	(2)	4%	(3)	5%	(3)	72
2016 Vote: Hillary Clinton	72%	(489)	21%	(140)	3%	(18)	1%	(9)	4%	(25)	680
2016 Vote: Donald Trump	58%	(429)	34%	(254)	3%	(21)	3%	(20)	3%	(21)	744
2016 Vote: Other	58%	(85)	32%	(47)	5%	(7)	2%	(4)	3%	(5)	147
2016 Vote: Didn't Vote	58%	(240)	23%	(94)	4%	(17)	1%	(6)	14%	(59)	417
Voted in 2014: Yes	63%	(848)	29%	(388)	3%	(38)	2%	(28)	3%	(41)	1344
Voted in 2014: No	61%	(397)	23%	(147)	4%	(23)	2%	(11)	11%	(69)	648
2012 Vote: Barack Obama	69%	(567)	23%	(194)	3%	(24)	1%	(8)	4%	(33)	826
2012 Vote: Mitt Romney	55%	(307)	35%	(196)	3%	(18)	3%	(19)	2%	(14)	553
2012 Vote: Other	58%	(47)	34%	(28)	3%	(2)	2%	(2)	3%	(2)	81
2012 Vote: Didn't Vote	61%	(320)	22%	(117)	3%	(17)	2%	(10)	12%	(62)	526

Continued on next page

Table CMS4_7: *In light of the current COVID-19 pandemic (coronavirus), do you support or oppose the following measures?*
The federal government providing financial support to small businesses

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1246)	27%	(535)	3%	(62)	2%	(39)	6%	(110)	1992
4-Region: Northeast	62%	(221)	26%	(91)	3%	(11)	2%	(7)	7%	(25)	355
4-Region: Midwest	64%	(293)	26%	(121)	2%	(11)	2%	(7)	6%	(25)	458
4-Region: South	60%	(448)	28%	(210)	4%	(33)	2%	(14)	5%	(38)	744
4-Region: West	65%	(283)	26%	(114)	2%	(7)	2%	(10)	5%	(21)	435
Sports fan	62%	(806)	28%	(362)	4%	(46)	2%	(31)	4%	(56)	1301
Traveled outside of U.S. in past year 1+ times	58%	(224)	29%	(112)	3%	(12)	4%	(15)	6%	(22)	385
Frequent Flyer	55%	(126)	29%	(67)	4%	(10)	8%	(17)	4%	(10)	230

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

Table CMS5_1: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Stay-at-home orders that restrict travel except for essential reasons such as getting groceries or seeking medical attention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	57%	(1145)	21%	(416)	10%	(194)	7%	(142)	5%	(95)	1992
Gender: Male	52%	(483)	24%	(223)	11%	(99)	9%	(85)	5%	(42)	932
Gender: Female	62%	(662)	18%	(193)	9%	(95)	5%	(56)	5%	(53)	1060
Age: 18-34	56%	(282)	20%	(100)	10%	(50)	6%	(31)	8%	(38)	500
Age: 35-44	58%	(174)	21%	(64)	8%	(25)	6%	(19)	7%	(21)	303
Age: 45-64	55%	(397)	22%	(161)	10%	(71)	9%	(66)	4%	(31)	725
Age: 65+	63%	(292)	20%	(91)	11%	(49)	6%	(26)	1%	(5)	463
GenZers: 1997-2012	61%	(125)	19%	(38)	11%	(22)	3%	(6)	6%	(13)	205
Millennials: 1981-1996	53%	(232)	22%	(94)	9%	(39)	8%	(33)	8%	(37)	434
GenXers: 1965-1980	55%	(274)	23%	(112)	10%	(48)	7%	(34)	6%	(30)	498
Baby Boomers: 1946-1964	60%	(471)	20%	(157)	10%	(81)	8%	(64)	2%	(16)	789
PID: Dem (no lean)	72%	(557)	16%	(127)	5%	(35)	3%	(20)	4%	(33)	772
PID: Ind (no lean)	53%	(296)	22%	(121)	10%	(57)	8%	(42)	8%	(42)	558
PID: Rep (no lean)	44%	(292)	25%	(167)	15%	(102)	12%	(80)	3%	(20)	662
PID/Gender: Dem Men	65%	(193)	22%	(65)	6%	(17)	4%	(12)	3%	(10)	297
PID/Gender: Dem Women	77%	(364)	13%	(63)	4%	(18)	2%	(7)	5%	(23)	475
PID/Gender: Ind Men	49%	(144)	22%	(65)	10%	(29)	11%	(31)	8%	(23)	292
PID/Gender: Ind Women	57%	(152)	21%	(56)	10%	(28)	4%	(11)	7%	(19)	266
PID/Gender: Rep Men	43%	(147)	27%	(93)	15%	(53)	12%	(42)	3%	(9)	343
PID/Gender: Rep Women	46%	(146)	23%	(74)	16%	(50)	12%	(38)	3%	(11)	319
Ideo: Liberal (1-3)	73%	(435)	15%	(92)	5%	(31)	3%	(16)	3%	(18)	593
Ideo: Moderate (4)	59%	(320)	24%	(129)	7%	(41)	4%	(23)	6%	(32)	544
Ideo: Conservative (5-7)	46%	(338)	22%	(162)	16%	(115)	13%	(93)	3%	(20)	729
Educ: < College	57%	(718)	20%	(254)	9%	(115)	7%	(83)	7%	(83)	1253
Educ: Bachelors degree	57%	(271)	22%	(104)	10%	(49)	9%	(43)	1%	(5)	471
Educ: Post-grad	59%	(157)	22%	(58)	11%	(30)	6%	(16)	3%	(7)	268
Income: Under 50k	57%	(552)	22%	(211)	9%	(92)	6%	(56)	6%	(62)	973
Income: 50k-100k	59%	(405)	20%	(140)	10%	(66)	8%	(56)	3%	(22)	690
Income: 100k+	57%	(188)	20%	(64)	11%	(36)	9%	(30)	4%	(12)	329
Ethnicity: White	55%	(893)	21%	(342)	11%	(175)	8%	(134)	4%	(67)	1611

Continued on next page

Table CMS5_1: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Stay-at-home orders that restrict travel except for essential reasons such as getting groceries or seeking medical attention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	57%	(1145)	21%	(416)	10%	(194)	7%	(142)	5%	(95)	1992
Ethnicity: Hispanic	62%	(120)	16%	(32)	8%	(16)	6%	(12)	7%	(13)	193
Ethnicity: Afr. Am.	67%	(168)	20%	(50)	4%	(11)	1%	(3)	8%	(21)	253
Ethnicity: Other	65%	(84)	18%	(23)	7%	(9)	4%	(5)	6%	(8)	128
All Christian	57%	(587)	21%	(211)	12%	(118)	8%	(82)	3%	(26)	1025
All Non-Christian	60%	(60)	23%	(23)	3%	(3)	9%	(9)	4%	(4)	100
Atheist	66%	(63)	22%	(21)	5%	(5)	3%	(3)	3%	(3)	95
Agnostic/Nothing in particular	56%	(435)	21%	(160)	9%	(68)	6%	(47)	8%	(62)	772
Religious Non-Protestant/Catholic	53%	(73)	26%	(36)	6%	(8)	11%	(15)	4%	(6)	139
Evangelical	54%	(287)	21%	(111)	12%	(64)	8%	(43)	6%	(30)	534
Non-Evangelical	62%	(463)	19%	(141)	9%	(67)	8%	(57)	2%	(19)	748
Community: Urban	62%	(311)	20%	(101)	8%	(38)	3%	(17)	7%	(37)	504
Community: Suburban	57%	(579)	22%	(226)	9%	(92)	8%	(78)	4%	(39)	1014
Community: Rural	54%	(256)	19%	(89)	13%	(63)	10%	(46)	4%	(20)	474
Employ: Private Sector	53%	(336)	22%	(142)	11%	(69)	9%	(57)	4%	(28)	631
Employ: Government	60%	(60)	21%	(21)	11%	(11)	7%	(7)	1%	(1)	100
Employ: Self-Employed	58%	(79)	14%	(19)	11%	(15)	10%	(13)	7%	(9)	136
Employ: Homemaker	63%	(82)	15%	(20)	5%	(7)	10%	(13)	7%	(9)	131
Employ: Retired	59%	(309)	22%	(113)	11%	(56)	6%	(34)	2%	(10)	521
Employ: Unemployed	58%	(135)	21%	(49)	8%	(19)	6%	(14)	7%	(17)	233
Employ: Other	61%	(73)	20%	(24)	6%	(7)	1%	(2)	11%	(14)	119
Military HH: Yes	54%	(176)	21%	(67)	14%	(45)	8%	(24)	4%	(11)	323
Military HH: No	58%	(969)	21%	(349)	9%	(149)	7%	(118)	5%	(84)	1669
RD/WT: Right Direction	49%	(343)	25%	(173)	14%	(95)	9%	(65)	4%	(27)	703
RD/WT: Wrong Track	62%	(803)	19%	(242)	8%	(99)	6%	(76)	5%	(69)	1289
Trump Job Approve	44%	(384)	24%	(207)	16%	(138)	12%	(108)	3%	(28)	865
Trump Job Disapprove	70%	(744)	19%	(200)	5%	(51)	3%	(30)	4%	(44)	1070

Continued on next page

Table CMS5_1: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Stay-at-home orders that restrict travel except for essential reasons such as getting groceries or seeking medical attention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	57%	(1145)	21%	(416)	10%	(194)	7%	(142)	5%	(95)	1992
Trump Job Strongly Approve	44%	(217)	20%	(97)	17%	(85)	16%	(78)	3%	(12)	489
Trump Job Somewhat Approve	44%	(167)	29%	(110)	14%	(53)	8%	(30)	4%	(16)	376
Trump Job Somewhat Disapprove	53%	(117)	29%	(64)	4%	(9)	5%	(11)	8%	(18)	219
Trump Job Strongly Disapprove	74%	(627)	16%	(136)	5%	(42)	2%	(19)	3%	(26)	850
Favorable of Trump	44%	(371)	23%	(198)	17%	(141)	13%	(107)	4%	(31)	848
Unfavorable of Trump	70%	(751)	19%	(198)	4%	(48)	3%	(32)	4%	(38)	1067
Very Favorable of Trump	43%	(212)	21%	(102)	18%	(86)	16%	(78)	3%	(14)	493
Somewhat Favorable of Trump	45%	(159)	27%	(96)	15%	(55)	8%	(29)	5%	(17)	355
Somewhat Unfavorable of Trump	56%	(99)	30%	(53)	3%	(5)	5%	(9)	6%	(11)	176
Very Unfavorable of Trump	73%	(652)	16%	(145)	5%	(43)	3%	(24)	3%	(27)	891
#1 Issue: Economy	50%	(338)	22%	(145)	13%	(86)	12%	(78)	4%	(28)	675
#1 Issue: Security	42%	(94)	26%	(59)	16%	(37)	10%	(21)	5%	(12)	222
#1 Issue: Health Care	70%	(308)	16%	(68)	5%	(20)	4%	(16)	6%	(26)	438
#1 Issue: Medicare / Social Security	63%	(192)	23%	(71)	8%	(25)	4%	(11)	2%	(6)	305
#1 Issue: Women's Issues	62%	(55)	18%	(16)	5%	(5)	3%	(3)	11%	(10)	89
#1 Issue: Education	56%	(57)	23%	(24)	8%	(8)	3%	(4)	10%	(10)	103
#1 Issue: Energy	70%	(40)	14%	(8)	9%	(5)	5%	(3)	2%	(1)	58
#1 Issue: Other	59%	(60)	24%	(24)	8%	(8)	6%	(6)	3%	(3)	102
2018 House Vote: Democrat	73%	(547)	18%	(137)	4%	(31)	2%	(14)	3%	(23)	750
2018 House Vote: Republican	44%	(301)	23%	(155)	17%	(117)	14%	(96)	2%	(14)	683
2018 House Vote: Someone else	53%	(38)	27%	(19)	6%	(4)	11%	(8)	4%	(3)	72
2016 Vote: Hillary Clinton	72%	(488)	19%	(132)	3%	(23)	2%	(16)	3%	(22)	680
2016 Vote: Donald Trump	46%	(344)	24%	(176)	15%	(113)	13%	(95)	2%	(16)	744
2016 Vote: Other	53%	(78)	18%	(27)	16%	(24)	8%	(11)	5%	(7)	147
2016 Vote: Didn't Vote	56%	(233)	19%	(81)	8%	(34)	5%	(20)	12%	(50)	417
Voted in 2014: Yes	59%	(790)	21%	(278)	10%	(135)	8%	(106)	3%	(34)	1344
Voted in 2014: No	55%	(355)	21%	(138)	9%	(59)	5%	(36)	9%	(61)	648

Continued on next page

Table CMS5_1: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*

Stay-at-home orders that restrict travel except for essential reasons such as getting groceries or seeking medical attention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	57%	(1145)	21%	(416)	10%	(194)	7%	(142)	5%	(95)	1992
2012 Vote: Barack Obama	68%	(562)	21%	(171)	4%	(33)	3%	(24)	4%	(35)	826
2012 Vote: Mitt Romney	47%	(258)	20%	(113)	18%	(100)	13%	(69)	2%	(12)	553
2012 Vote: Other	34%	(28)	29%	(24)	13%	(11)	21%	(17)	2%	(2)	81
2012 Vote: Didn't Vote	56%	(294)	20%	(105)	9%	(49)	6%	(31)	9%	(46)	526
4-Region: Northeast	60%	(212)	21%	(73)	7%	(24)	6%	(22)	7%	(24)	355
4-Region: Midwest	57%	(261)	22%	(102)	12%	(53)	5%	(25)	4%	(18)	458
4-Region: South	59%	(438)	21%	(155)	9%	(68)	6%	(48)	5%	(35)	744
4-Region: West	54%	(235)	20%	(85)	11%	(49)	11%	(47)	4%	(19)	435
Sports fan	56%	(732)	22%	(289)	10%	(134)	7%	(96)	4%	(50)	1301
Traveled outside of U.S. in past year 1+ times	55%	(212)	21%	(81)	13%	(51)	7%	(26)	4%	(15)	385
Frequent Flyer	54%	(125)	22%	(52)	11%	(26)	9%	(21)	3%	(7)	230

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

Table CMS5_2: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Closures of businesses deemed non-essential such as hair salons and movie theaters

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	51%	(1014)	21%	(417)	12%	(244)	10%	(197)	6%	(121)	1992
Gender: Male	46%	(431)	22%	(206)	12%	(114)	13%	(121)	6%	(60)	932
Gender: Female	55%	(582)	20%	(210)	12%	(130)	7%	(76)	6%	(61)	1060
Age: 18-34	52%	(263)	17%	(84)	14%	(70)	8%	(41)	9%	(44)	500
Age: 35-44	53%	(161)	18%	(55)	13%	(39)	9%	(27)	7%	(21)	303
Age: 45-64	47%	(341)	24%	(173)	11%	(82)	12%	(87)	6%	(43)	725
Age: 65+	54%	(248)	23%	(105)	12%	(54)	9%	(42)	3%	(14)	463
GenZers: 1997-2012	57%	(117)	14%	(29)	13%	(27)	6%	(12)	9%	(19)	205
Millennials: 1981-1996	50%	(216)	19%	(82)	14%	(59)	10%	(42)	8%	(35)	434
GenXers: 1965-1980	49%	(244)	24%	(120)	11%	(53)	9%	(46)	7%	(34)	498
Baby Boomers: 1946-1964	51%	(401)	22%	(174)	12%	(94)	12%	(91)	4%	(30)	789
PID: Dem (no lean)	66%	(509)	16%	(123)	8%	(61)	5%	(37)	5%	(42)	772
PID: Ind (no lean)	48%	(265)	22%	(122)	13%	(71)	10%	(55)	8%	(45)	558
PID: Rep (no lean)	36%	(239)	26%	(172)	17%	(112)	16%	(105)	5%	(33)	662
PID/Gender: Dem Men	61%	(182)	20%	(58)	6%	(19)	8%	(25)	5%	(13)	297
PID/Gender: Dem Women	69%	(328)	14%	(64)	9%	(42)	2%	(12)	6%	(29)	475
PID/Gender: Ind Men	45%	(132)	19%	(56)	13%	(39)	13%	(37)	9%	(27)	292
PID/Gender: Ind Women	50%	(133)	25%	(66)	12%	(32)	7%	(18)	7%	(18)	266
PID/Gender: Rep Men	34%	(117)	27%	(92)	16%	(56)	17%	(59)	6%	(19)	343
PID/Gender: Rep Women	38%	(122)	25%	(80)	18%	(57)	15%	(46)	4%	(14)	319
Ideo: Liberal (1-3)	69%	(407)	16%	(94)	7%	(39)	5%	(30)	4%	(22)	593
Ideo: Moderate (4)	52%	(281)	23%	(126)	12%	(66)	7%	(37)	6%	(34)	544
Ideo: Conservative (5-7)	38%	(279)	23%	(171)	17%	(124)	17%	(124)	4%	(31)	729
Educ: < College	51%	(642)	19%	(242)	12%	(147)	9%	(119)	8%	(103)	1253
Educ: Bachelors degree	50%	(234)	24%	(115)	12%	(55)	12%	(58)	2%	(9)	471
Educ: Post-grad	51%	(137)	22%	(60)	16%	(42)	8%	(20)	3%	(9)	268
Income: Under 50k	50%	(491)	20%	(196)	12%	(116)	9%	(85)	9%	(85)	973
Income: 50k-100k	52%	(360)	21%	(145)	13%	(92)	10%	(71)	3%	(23)	690
Income: 100k+	50%	(163)	23%	(76)	11%	(37)	12%	(41)	4%	(12)	329
Ethnicity: White	49%	(785)	22%	(359)	13%	(204)	11%	(177)	5%	(86)	1611

Continued on next page

Table CMS5_2: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Closures of businesses deemed non-essential such as hair salons and movie theaters

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	51%	(1014)	21%	(417)	12%	(244)	10%	(197)	6%	(121)	1992
Ethnicity: Hispanic	52%	(100)	20%	(39)	12%	(24)	9%	(17)	7%	(13)	193
Ethnicity: Afr. Am.	60%	(152)	13%	(33)	12%	(31)	5%	(11)	10%	(26)	253
Ethnicity: Other	60%	(77)	19%	(25)	7%	(9)	6%	(8)	7%	(9)	128
All Christian	49%	(501)	22%	(225)	14%	(142)	12%	(118)	4%	(38)	1025
All Non-Christian	57%	(57)	20%	(20)	5%	(5)	13%	(13)	5%	(5)	100
Atheist	66%	(63)	16%	(15)	7%	(6)	9%	(8)	3%	(3)	95
Agnostic/Nothing in particular	51%	(393)	20%	(157)	12%	(91)	7%	(57)	10%	(74)	772
Religious Non-Protestant/Catholic	51%	(71)	22%	(31)	7%	(10)	15%	(20)	4%	(6)	139
Evangelical	45%	(240)	23%	(122)	13%	(70)	13%	(69)	6%	(34)	534
Non-Evangelical	53%	(399)	21%	(158)	12%	(91)	9%	(70)	4%	(30)	748
Community: Urban	54%	(275)	19%	(97)	12%	(60)	6%	(29)	9%	(43)	504
Community: Suburban	51%	(518)	22%	(227)	11%	(114)	10%	(106)	5%	(50)	1014
Community: Rural	47%	(221)	20%	(93)	15%	(70)	13%	(62)	6%	(28)	474
Employ: Private Sector	48%	(306)	19%	(122)	13%	(85)	14%	(86)	5%	(33)	631
Employ: Government	50%	(50)	20%	(21)	19%	(19)	9%	(9)	2%	(2)	100
Employ: Self-Employed	50%	(69)	23%	(32)	9%	(12)	10%	(14)	7%	(10)	136
Employ: Homemaker	53%	(69)	21%	(28)	10%	(13)	11%	(14)	5%	(7)	131
Employ: Retired	50%	(259)	24%	(125)	13%	(69)	9%	(48)	4%	(20)	521
Employ: Unemployed	50%	(116)	20%	(48)	12%	(27)	8%	(18)	10%	(24)	233
Employ: Other	59%	(70)	16%	(19)	9%	(10)	2%	(3)	15%	(17)	119
Military HH: Yes	45%	(144)	23%	(75)	14%	(45)	13%	(41)	6%	(19)	323
Military HH: No	52%	(870)	21%	(342)	12%	(199)	9%	(156)	6%	(102)	1669
RD/WT: Right Direction	41%	(285)	23%	(162)	17%	(122)	13%	(95)	6%	(39)	703
RD/WT: Wrong Track	57%	(728)	20%	(254)	9%	(122)	8%	(102)	6%	(82)	1289
Trump Job Approve	37%	(320)	24%	(210)	17%	(148)	16%	(142)	5%	(44)	865
Trump Job Disapprove	64%	(683)	18%	(197)	8%	(88)	5%	(51)	5%	(51)	1070

Continued on next page

Table CMS5_2: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Closures of businesses deemed non-essential such as hair salons and movie theaters

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	51%	(1014)	21%	(417)	12%	(244)	10%	(197)	6%	(121)	1992
Trump Job Strongly Approve	36%	(174)	21%	(102)	17%	(83)	21%	(102)	6%	(27)	489
Trump Job Somewhat Approve	39%	(145)	29%	(108)	17%	(65)	11%	(40)	4%	(17)	376
Trump Job Somewhat Disapprove	47%	(103)	25%	(54)	12%	(26)	7%	(16)	9%	(19)	219
Trump Job Strongly Disapprove	68%	(580)	17%	(143)	7%	(62)	4%	(35)	4%	(31)	850
Favorable of Trump	37%	(312)	24%	(202)	17%	(145)	17%	(141)	6%	(48)	848
Unfavorable of Trump	64%	(682)	19%	(199)	8%	(88)	5%	(52)	4%	(47)	1067
Very Favorable of Trump	36%	(175)	21%	(104)	17%	(83)	20%	(101)	6%	(31)	493
Somewhat Favorable of Trump	38%	(136)	28%	(99)	18%	(62)	11%	(40)	5%	(18)	355
Somewhat Unfavorable of Trump	47%	(83)	29%	(51)	12%	(21)	7%	(12)	5%	(9)	176
Very Unfavorable of Trump	67%	(599)	17%	(148)	8%	(67)	4%	(39)	4%	(38)	891
#1 Issue: Economy	44%	(296)	21%	(142)	17%	(117)	14%	(95)	4%	(24)	675
#1 Issue: Security	35%	(77)	27%	(59)	15%	(34)	17%	(38)	6%	(14)	222
#1 Issue: Health Care	63%	(277)	18%	(80)	6%	(24)	6%	(25)	7%	(32)	438
#1 Issue: Medicare / Social Security	54%	(165)	23%	(69)	12%	(37)	6%	(18)	5%	(16)	305
#1 Issue: Women's Issues	60%	(54)	18%	(16)	4%	(3)	4%	(3)	15%	(13)	89
#1 Issue: Education	49%	(50)	22%	(23)	13%	(13)	4%	(4)	12%	(12)	103
#1 Issue: Energy	72%	(41)	9%	(5)	7%	(4)	5%	(3)	7%	(4)	58
#1 Issue: Other	53%	(54)	23%	(24)	10%	(10)	9%	(9)	5%	(6)	102
2018 House Vote: Democrat	66%	(493)	19%	(145)	7%	(49)	5%	(34)	4%	(28)	750
2018 House Vote: Republican	36%	(248)	24%	(167)	18%	(122)	18%	(122)	4%	(25)	683
2018 House Vote: Someone else	37%	(26)	25%	(18)	23%	(17)	9%	(7)	6%	(4)	72
2016 Vote: Hillary Clinton	66%	(452)	19%	(126)	6%	(40)	5%	(33)	4%	(29)	680
2016 Vote: Donald Trump	38%	(284)	25%	(183)	17%	(128)	16%	(123)	4%	(27)	744
2016 Vote: Other	40%	(59)	23%	(34)	19%	(28)	13%	(19)	5%	(8)	147
2016 Vote: Didn't Vote	52%	(216)	17%	(73)	12%	(49)	5%	(22)	14%	(57)	417
Voted in 2014: Yes	51%	(687)	22%	(295)	12%	(161)	11%	(150)	4%	(51)	1344
Voted in 2014: No	50%	(326)	19%	(122)	13%	(83)	7%	(47)	11%	(70)	648

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Table CMS5_2: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Closures of businesses deemed non-essential such as hair salons and movie theaters

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	51%	(1014)	21%	(417)	12%	(244)	10%	(197)	6%	(121)	1992
2012 Vote: Barack Obama	62%	(516)	20%	(167)	8%	(69)	5%	(38)	4%	(37)	826
2012 Vote: Mitt Romney	37%	(207)	24%	(133)	17%	(93)	18%	(97)	4%	(24)	553
2012 Vote: Other	29%	(24)	28%	(23)	14%	(12)	26%	(21)	3%	(2)	81
2012 Vote: Didn't Vote	51%	(266)	17%	(92)	13%	(70)	8%	(41)	11%	(57)	526
4-Region: Northeast	49%	(175)	22%	(80)	11%	(39)	9%	(31)	8%	(30)	355
4-Region: Midwest	50%	(230)	21%	(98)	14%	(62)	10%	(44)	5%	(24)	458
4-Region: South	52%	(389)	20%	(151)	13%	(93)	9%	(64)	6%	(46)	744
4-Region: West	50%	(220)	20%	(88)	11%	(50)	13%	(57)	5%	(21)	435
Sports fan	51%	(661)	21%	(276)	13%	(170)	10%	(132)	5%	(62)	1301
Traveled outside of U.S. in past year 1+ times	50%	(191)	21%	(81)	14%	(52)	10%	(37)	6%	(23)	385
Frequent Flyer	51%	(118)	19%	(43)	14%	(32)	12%	(27)	5%	(10)	230

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

Table CMS5_3: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Quarantines of up to 14 days for people showing symptoms of the coronavirus

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Registered Voters	71%	(1419)	18%	(353)	4%	(82)	2%	(39)	5% (98)	1992
Gender: Male	65%	(606)	21%	(196)	6%	(52)	4%	(33)	5% (45)	932
Gender: Female	77%	(813)	15%	(157)	3%	(30)	1%	(7)	5% (53)	1060
Age: 18-34	67%	(334)	16%	(79)	7%	(33)	3%	(13)	8% (41)	500
Age: 35-44	72%	(217)	15%	(46)	4%	(13)	2%	(6)	7% (21)	303
Age: 45-64	70%	(509)	20%	(144)	4%	(28)	2%	(12)	4% (31)	725
Age: 65+	77%	(358)	18%	(84)	2%	(9)	2%	(8)	1% (5)	463
GenZers: 1997-2012	68%	(138)	16%	(32)	7%	(14)	3%	(5)	7% (15)	205
Millennials: 1981-1996	67%	(289)	17%	(73)	6%	(26)	2%	(10)	8% (36)	434
GenXers: 1965-1980	72%	(361)	16%	(80)	4%	(18)	2%	(9)	6% (30)	498
Baby Boomers: 1946-1964	74%	(582)	20%	(155)	3%	(24)	2%	(12)	2% (17)	789
PID: Dem (no lean)	80%	(615)	12%	(95)	3%	(21)	1%	(5)	5% (36)	772
PID: Ind (no lean)	69%	(383)	18%	(98)	3%	(19)	2%	(14)	8% (45)	558
PID: Rep (no lean)	64%	(421)	24%	(161)	6%	(42)	3%	(21)	3% (17)	662
PID/Gender: Dem Men	75%	(224)	15%	(45)	4%	(13)	2%	(5)	3% (10)	297
PID/Gender: Dem Women	82%	(391)	10%	(49)	2%	(8)	—	(0)	6% (27)	475
PID/Gender: Ind Men	63%	(183)	20%	(58)	4%	(13)	4%	(12)	9% (26)	292
PID/Gender: Ind Women	75%	(200)	15%	(40)	2%	(6)	1%	(2)	7% (19)	266
PID/Gender: Rep Men	58%	(199)	27%	(92)	8%	(26)	5%	(16)	3% (10)	343
PID/Gender: Rep Women	70%	(222)	22%	(69)	5%	(16)	2%	(5)	2% (7)	319
Ideo: Liberal (1-3)	81%	(483)	10%	(61)	4%	(22)	1%	(8)	3% (18)	593
Ideo: Moderate (4)	72%	(394)	20%	(107)	2%	(9)	1%	(6)	5% (28)	544
Ideo: Conservative (5-7)	65%	(476)	23%	(167)	6%	(46)	3%	(21)	3% (18)	729
Educ: < College	70%	(882)	17%	(207)	4%	(55)	2%	(25)	7% (83)	1253
Educ: Bachelors degree	74%	(347)	19%	(90)	3%	(15)	2%	(10)	2% (10)	471
Educ: Post-grad	71%	(190)	21%	(56)	4%	(11)	2%	(4)	2% (6)	268
Income: Under 50k	70%	(683)	18%	(171)	4%	(36)	2%	(23)	6% (60)	973
Income: 50k-100k	73%	(502)	18%	(125)	4%	(30)	1%	(8)	4% (25)	690
Income: 100k+	71%	(234)	17%	(57)	5%	(15)	3%	(9)	4% (14)	329
Ethnicity: White	71%	(1144)	19%	(300)	4%	(69)	2%	(33)	4% (65)	1611

Continued on next page

Table CMS5_3: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Quarantines of up to 14 days for people showing symptoms of the coronavirus

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	71%	(1419)	18%	(353)	4%	(82)	2%	(39)	5%	(98)	1992
Ethnicity: Hispanic	75%	(145)	12%	(23)	5%	(9)	1%	(3)	7%	(13)	193
Ethnicity: Afr. Am.	70%	(176)	15%	(39)	4%	(10)	2%	(4)	9%	(24)	253
Ethnicity: Other	77%	(99)	11%	(15)	2%	(3)	2%	(2)	7%	(10)	128
All Christian	71%	(729)	21%	(212)	4%	(37)	2%	(21)	2%	(25)	1025
All Non-Christian	73%	(73)	17%	(17)	4%	(4)	1%	(1)	5%	(5)	100
Atheist	82%	(78)	12%	(12)	3%	(3)	—	(0)	3%	(3)	95
Agnostic/Nothing in particular	70%	(540)	15%	(113)	5%	(37)	2%	(18)	8%	(65)	772
Religious Non-Protestant/Catholic	67%	(93)	23%	(33)	4%	(6)	1%	(1)	4%	(6)	139
Evangelical	68%	(365)	20%	(108)	4%	(21)	3%	(16)	5%	(24)	534
Non-Evangelical	74%	(551)	18%	(134)	4%	(27)	2%	(12)	3%	(24)	748
Community: Urban	72%	(362)	15%	(75)	4%	(19)	1%	(7)	8%	(41)	504
Community: Suburban	72%	(732)	18%	(187)	4%	(36)	2%	(22)	4%	(36)	1014
Community: Rural	69%	(325)	19%	(91)	6%	(26)	2%	(10)	4%	(21)	474
Employ: Private Sector	69%	(434)	20%	(124)	6%	(36)	2%	(13)	4%	(23)	631
Employ: Government	69%	(69)	21%	(21)	4%	(4)	2%	(2)	4%	(4)	100
Employ: Self-Employed	67%	(91)	15%	(20)	6%	(8)	5%	(6)	7%	(10)	136
Employ: Homemaker	78%	(102)	11%	(14)	4%	(5)	1%	(2)	7%	(9)	131
Employ: Retired	75%	(389)	20%	(103)	2%	(10)	2%	(10)	2%	(9)	521
Employ: Unemployed	70%	(164)	15%	(35)	5%	(11)	2%	(5)	8%	(18)	233
Employ: Other	73%	(87)	10%	(12)	3%	(4)	—	(0)	13%	(16)	119
Military HH: Yes	66%	(215)	21%	(67)	6%	(20)	3%	(8)	4%	(12)	323
Military HH: No	72%	(1205)	17%	(286)	4%	(61)	2%	(31)	5%	(86)	1669
RD/WT: Right Direction	66%	(466)	22%	(156)	6%	(42)	2%	(15)	3%	(24)	703
RD/WT: Wrong Track	74%	(954)	15%	(198)	3%	(39)	2%	(24)	6%	(74)	1289
Trump Job Approve	64%	(551)	24%	(206)	7%	(57)	3%	(24)	3%	(26)	865
Trump Job Disapprove	79%	(845)	13%	(141)	2%	(24)	1%	(13)	4%	(45)	1070

Continued on next page

Table CMS5_3: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Quarantines of up to 14 days for people showing symptoms of the coronavirus

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Registered Voters	71%	(1419)	18%	(353)	4%	(82)	2%	(39)	5% (98)	1992
Trump Job Strongly Approve	65%	(318)	22%	(105)	8%	(37)	3%	(15)	3% (13)	489
Trump Job Somewhat Approve	62%	(233)	27%	(101)	5%	(20)	2%	(8)	4% (13)	376
Trump Job Somewhat Disapprove	62%	(137)	26%	(56)	1%	(3)	2%	(5)	9% (19)	219
Trump Job Strongly Disapprove	83%	(708)	10%	(85)	3%	(22)	1%	(8)	3% (27)	850
Favorable of Trump	64%	(541)	24%	(201)	6%	(53)	3%	(24)	3% (30)	848
Unfavorable of Trump	80%	(852)	13%	(138)	2%	(24)	1%	(13)	4% (40)	1067
Very Favorable of Trump	64%	(317)	22%	(110)	7%	(35)	4%	(17)	3% (14)	493
Somewhat Favorable of Trump	63%	(223)	26%	(91)	5%	(18)	2%	(7)	4% (16)	355
Somewhat Unfavorable of Trump	66%	(117)	23%	(41)	1%	(2)	3%	(5)	6% (11)	176
Very Unfavorable of Trump	82%	(735)	11%	(97)	2%	(22)	1%	(8)	3% (29)	891
#1 Issue: Economy	68%	(458)	21%	(139)	6%	(38)	2%	(15)	4% (24)	675
#1 Issue: Security	60%	(132)	27%	(59)	5%	(11)	4%	(10)	5% (10)	222
#1 Issue: Health Care	78%	(342)	13%	(55)	3%	(12)	1%	(3)	6% (26)	438
#1 Issue: Medicare / Social Security	78%	(238)	16%	(49)	2%	(7)	1%	(4)	2% (7)	305
#1 Issue: Women's Issues	71%	(63)	10%	(8)	4%	(3)	4%	(3)	12% (11)	89
#1 Issue: Education	64%	(66)	22%	(22)	1%	(1)	2%	(2)	11% (12)	103
#1 Issue: Energy	75%	(43)	13%	(8)	5%	(3)	2%	(1)	5% (3)	58
#1 Issue: Other	76%	(77)	12%	(12)	6%	(6)	2%	(2)	5% (5)	102
2018 House Vote: Democrat	81%	(608)	12%	(90)	3%	(23)	—	(4)	3% (25)	750
2018 House Vote: Republican	65%	(442)	24%	(162)	6%	(43)	4%	(26)	2% (12)	683
2018 House Vote: Someone else	68%	(49)	21%	(15)	3%	(2)	3%	(2)	5% (4)	72
2016 Vote: Hillary Clinton	80%	(548)	13%	(86)	3%	(19)	1%	(4)	3% (23)	680
2016 Vote: Donald Trump	66%	(491)	23%	(170)	6%	(43)	3%	(24)	2% (17)	744
2016 Vote: Other	70%	(103)	20%	(29)	5%	(7)	2%	(2)	4% (6)	147
2016 Vote: Didn't Vote	66%	(277)	16%	(68)	3%	(12)	2%	(9)	12% (52)	417
Voted in 2014: Yes	74%	(995)	18%	(236)	4%	(53)	2%	(24)	3% (35)	1344
Voted in 2014: No	65%	(424)	18%	(117)	4%	(28)	2%	(15)	10% (63)	648

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Table CMS5_3: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
Quarantines of up to 14 days for people showing symptoms of the coronavirus

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	71%	(1419)	18%	(353)	4%	(82)	2%	(39)	5%	(98)	1992
2012 Vote: Barack Obama	79%	(654)	14%	(112)	3%	(21)	—	(4)	4%	(35)	826
2012 Vote: Mitt Romney	65%	(359)	24%	(134)	6%	(31)	3%	(19)	2%	(11)	553
2012 Vote: Other	63%	(51)	20%	(16)	10%	(8)	5%	(4)	1%	(1)	81
2012 Vote: Didn't Vote	67%	(351)	17%	(91)	4%	(21)	2%	(12)	10%	(51)	526
4-Region: Northeast	68%	(243)	17%	(60)	5%	(17)	3%	(10)	7%	(26)	355
4-Region: Midwest	69%	(317)	19%	(85)	6%	(28)	1%	(5)	5%	(22)	458
4-Region: South	74%	(550)	16%	(120)	3%	(24)	2%	(16)	5%	(34)	744
4-Region: West	71%	(310)	20%	(89)	3%	(13)	2%	(9)	4%	(15)	435
Sports fan	70%	(910)	19%	(253)	5%	(62)	2%	(27)	4%	(48)	1301
Traveled outside of U.S. in past year 1+ times	69%	(266)	17%	(66)	7%	(25)	2%	(9)	5%	(19)	385
Frequent Flyer	62%	(143)	22%	(50)	10%	(23)	2%	(5)	4%	(9)	230

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

Table CMS5_4: And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?

Wearing face masks in public spaces such as grocery stores and parks

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	66%	(1322)	18%	(365)	6%	(125)	4%	(85)	5%	(94)	1992
Gender: Male	60%	(555)	22%	(204)	8%	(72)	6%	(54)	5%	(49)	932
Gender: Female	72%	(768)	15%	(162)	5%	(54)	3%	(31)	4%	(46)	1060
Age: 18-34	63%	(316)	18%	(89)	7%	(34)	5%	(25)	7%	(37)	500
Age: 35-44	64%	(193)	17%	(51)	6%	(19)	6%	(17)	8%	(23)	303
Age: 45-64	64%	(462)	21%	(151)	7%	(52)	4%	(30)	4%	(30)	725
Age: 65+	76%	(351)	16%	(74)	5%	(21)	3%	(13)	1%	(4)	463
GenZers: 1997-2012	66%	(135)	16%	(33)	7%	(15)	3%	(6)	7%	(15)	205
Millennials: 1981-1996	60%	(261)	19%	(83)	7%	(29)	6%	(27)	8%	(34)	434
GenXers: 1965-1980	65%	(321)	18%	(91)	6%	(32)	5%	(25)	6%	(28)	498
Baby Boomers: 1946-1964	70%	(553)	19%	(150)	6%	(45)	3%	(23)	2%	(18)	789
PID: Dem (no lean)	79%	(610)	12%	(94)	3%	(23)	2%	(14)	4%	(31)	772
PID: Ind (no lean)	62%	(347)	19%	(106)	7%	(37)	5%	(27)	7%	(42)	558
PID: Rep (no lean)	55%	(366)	25%	(166)	10%	(65)	7%	(44)	3%	(21)	662
PID/Gender: Dem Men	72%	(212)	18%	(54)	3%	(10)	3%	(10)	4%	(11)	297
PID/Gender: Dem Women	84%	(398)	8%	(39)	3%	(13)	1%	(4)	4%	(20)	475
PID/Gender: Ind Men	58%	(169)	20%	(59)	7%	(22)	6%	(18)	8%	(24)	292
PID/Gender: Ind Women	67%	(178)	18%	(47)	6%	(15)	3%	(8)	7%	(17)	266
PID/Gender: Rep Men	51%	(174)	26%	(90)	12%	(40)	7%	(26)	4%	(13)	343
PID/Gender: Rep Women	60%	(192)	24%	(76)	8%	(25)	6%	(18)	3%	(8)	319
Ideo: Liberal (1-3)	81%	(478)	12%	(69)	3%	(17)	2%	(14)	2%	(14)	593
Ideo: Moderate (4)	66%	(359)	21%	(113)	6%	(32)	2%	(12)	5%	(28)	544
Ideo: Conservative (5-7)	59%	(427)	22%	(163)	10%	(70)	7%	(50)	3%	(20)	729
Educ: < College	65%	(813)	18%	(224)	6%	(78)	5%	(60)	6%	(78)	1253
Educ: Bachelors degree	69%	(326)	18%	(86)	7%	(31)	3%	(16)	2%	(12)	471
Educ: Post-grad	68%	(183)	21%	(55)	6%	(17)	3%	(8)	2%	(5)	268
Income: Under 50k	65%	(635)	18%	(175)	6%	(60)	5%	(44)	6%	(59)	973
Income: 50k-100k	67%	(465)	19%	(131)	6%	(43)	4%	(28)	3%	(24)	690
Income: 100k+	68%	(222)	18%	(60)	7%	(23)	4%	(13)	3%	(11)	329
Ethnicity: White	64%	(1038)	20%	(322)	7%	(114)	4%	(71)	4%	(66)	1611

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Table CMS5_4: And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?

Wearing face masks in public spaces such as grocery stores and parks

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Registered Voters	66% (1322)	18% (365)	6% (125)	4% (85)	5% (94)	1992
Ethnicity: Hispanic	68% (131)	19% (36)	5% (10)	3% (5)	5% (11)	193
Ethnicity: Afr. Am.	74% (187)	12% (31)	3% (7)	4% (10)	7% (18)	253
Ethnicity: Other	76% (97)	10% (13)	3% (4)	3% (4)	8% (10)	128
All Christian	67% (689)	20% (205)	7% (67)	4% (39)	2% (24)	1025
All Non-Christian	67% (67)	18% (18)	8% (8)	3% (3)	4% (4)	100
Atheist	78% (74)	9% (8)	7% (7)	3% (2)	3% (3)	95
Agnostic/Nothing in particular	64% (492)	17% (135)	6% (43)	5% (40)	8% (62)	772
Religious Non-Protestant/Catholic	64% (89)	21% (28)	8% (11)	3% (4)	4% (6)	139
Evangelical	61% (328)	23% (121)	7% (36)	5% (24)	5% (25)	534
Non-Evangelical	72% (535)	17% (124)	6% (43)	4% (26)	3% (19)	748
Community: Urban	71% (358)	16% (80)	4% (22)	2% (9)	7% (36)	504
Community: Suburban	67% (678)	19% (191)	6% (58)	5% (49)	4% (38)	1014
Community: Rural	60% (286)	20% (95)	10% (45)	6% (27)	4% (21)	474
Employ: Private Sector	63% (397)	21% (131)	7% (45)	6% (35)	3% (22)	631
Employ: Government	70% (70)	17% (17)	6% (6)	3% (3)	4% (4)	100
Employ: Self-Employed	60% (82)	20% (27)	5% (7)	9% (13)	5% (6)	136
Employ: Homemaker	71% (93)	11% (14)	8% (10)	4% (6)	6% (7)	131
Employ: Retired	70% (367)	18% (96)	6% (30)	3% (15)	2% (12)	521
Employ: Unemployed	62% (145)	17% (40)	8% (19)	4% (9)	9% (21)	233
Employ: Other	72% (86)	14% (16)	2% (3)	1% (1)	11% (13)	119
Military HH: Yes	66% (214)	18% (58)	9% (29)	3% (10)	4% (11)	323
Military HH: No	66% (1108)	18% (307)	6% (96)	4% (74)	5% (83)	1669
RD/WT: Right Direction	57% (399)	23% (160)	10% (73)	6% (40)	4% (31)	703
RD/WT: Wrong Track	72% (924)	16% (206)	4% (52)	3% (44)	5% (63)	1289
Trump Job Approve	54% (467)	25% (217)	11% (94)	6% (56)	4% (31)	865
Trump Job Disapprove	78% (839)	13% (143)	2% (26)	2% (23)	4% (39)	1070

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Table CMS5_4: And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?

Wearing face masks in public spaces such as grocery stores and parks

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	66%	(1322)	18%	(365)	6%	(125)	4%	(85)	5%	(94)	1992
Trump Job Strongly Approve	53%	(259)	23%	(112)	12%	(59)	9%	(42)	4%	(18)	489
Trump Job Somewhat Approve	55%	(208)	28%	(105)	9%	(34)	4%	(14)	3%	(13)	376
Trump Job Somewhat Disapprove	64%	(140)	23%	(49)	3%	(7)	4%	(10)	6%	(14)	219
Trump Job Strongly Disapprove	82%	(700)	11%	(93)	2%	(20)	2%	(13)	3%	(25)	850
Favorable of Trump	54%	(456)	25%	(210)	11%	(93)	7%	(58)	4%	(32)	848
Unfavorable of Trump	79%	(839)	13%	(142)	3%	(28)	2%	(23)	3%	(35)	1067
Very Favorable of Trump	54%	(266)	22%	(108)	12%	(58)	9%	(42)	4%	(19)	493
Somewhat Favorable of Trump	54%	(190)	29%	(101)	10%	(35)	4%	(15)	4%	(13)	355
Somewhat Unfavorable of Trump	70%	(123)	19%	(33)	4%	(7)	4%	(7)	4%	(7)	176
Very Unfavorable of Trump	80%	(716)	12%	(109)	2%	(22)	2%	(16)	3%	(29)	891
#1 Issue: Economy	61%	(411)	21%	(140)	9%	(58)	6%	(42)	4%	(25)	675
#1 Issue: Security	49%	(110)	24%	(52)	12%	(27)	9%	(20)	6%	(14)	222
#1 Issue: Health Care	76%	(334)	14%	(60)	4%	(17)	2%	(8)	4%	(19)	438
#1 Issue: Medicare / Social Security	73%	(224)	20%	(61)	4%	(11)	1%	(3)	2%	(7)	305
#1 Issue: Women's Issues	66%	(59)	15%	(13)	5%	(4)	3%	(3)	12%	(10)	89
#1 Issue: Education	62%	(64)	16%	(16)	4%	(4)	6%	(7)	12%	(12)	103
#1 Issue: Energy	73%	(42)	20%	(11)	5%	(3)	2%	(1)	2%	(1)	58
#1 Issue: Other	78%	(80)	11%	(11)	2%	(2)	2%	(2)	6%	(7)	102
2018 House Vote: Democrat	80%	(600)	13%	(96)	2%	(18)	2%	(13)	3%	(23)	750
2018 House Vote: Republican	56%	(382)	24%	(163)	11%	(75)	7%	(48)	2%	(16)	683
2018 House Vote: Someone else	61%	(44)	19%	(14)	10%	(7)	4%	(3)	5%	(4)	72
2016 Vote: Hillary Clinton	80%	(543)	13%	(87)	2%	(15)	2%	(11)	3%	(24)	680
2016 Vote: Donald Trump	57%	(425)	23%	(174)	10%	(74)	7%	(52)	3%	(19)	744
2016 Vote: Other	64%	(94)	21%	(31)	8%	(11)	5%	(8)	2%	(3)	147
2016 Vote: Didn't Vote	62%	(258)	18%	(73)	6%	(24)	3%	(14)	11%	(48)	417
Voted in 2014: Yes	68%	(918)	19%	(252)	6%	(84)	4%	(57)	2%	(33)	1344
Voted in 2014: No	62%	(405)	17%	(113)	6%	(41)	4%	(28)	9%	(61)	648

Continued on next page

Table CMS5_4: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*

Wearing face masks in public spaces such as grocery stores and parks

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Registered Voters	66%	(1322)	18%	(365)	6%	(125)	4%	(85)	5% (94)	1992
2012 Vote: Barack Obama	77%	(632)	15%	(123)	3%	(24)	2%	(18)	3% (29)	826
2012 Vote: Mitt Romney	57%	(316)	23%	(129)	10%	(57)	7%	(37)	3% (15)	553
2012 Vote: Other	50%	(41)	27%	(22)	15%	(12)	5%	(4)	2% (2)	81
2012 Vote: Didn't Vote	62%	(328)	17%	(91)	6%	(32)	5%	(26)	9% (49)	526
4-Region: Northeast	67%	(239)	19%	(67)	5%	(18)	3%	(12)	5% (19)	355
4-Region: Midwest	65%	(300)	19%	(85)	8%	(35)	5%	(21)	4% (17)	458
4-Region: South	69%	(510)	17%	(128)	5%	(36)	4%	(31)	5% (38)	744
4-Region: West	63%	(274)	19%	(84)	8%	(37)	5%	(21)	5% (20)	435
Sports fan	66%	(852)	20%	(258)	7%	(86)	4%	(57)	4% (47)	1301
Traveled outside of U.S. in past year 1+ times	65%	(249)	20%	(78)	6%	(25)	4%	(14)	5% (20)	385
Frequent Flyer	64%	(147)	19%	(44)	8%	(17)	5%	(12)	4% (10)	230

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

Table CMS5_5: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*

Social distancing measures that require people to stand 6 feet apart from one another in public and restrict large gatherings in places such as parks, concerts or sporting events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	69%	(1365)	19%	(378)	5%	(91)	3%	(58)	5%	(99)	1992
Gender: Male	63%	(587)	22%	(202)	6%	(53)	4%	(41)	5%	(50)	932
Gender: Female	73%	(778)	17%	(177)	4%	(38)	2%	(17)	5%	(50)	1060
Age: 18-34	65%	(324)	18%	(91)	5%	(27)	4%	(19)	8%	(39)	500
Age: 35-44	66%	(199)	19%	(59)	5%	(15)	3%	(8)	7%	(23)	303
Age: 45-64	67%	(487)	22%	(159)	4%	(28)	3%	(18)	5%	(33)	725
Age: 65+	77%	(356)	15%	(70)	4%	(20)	3%	(13)	1%	(5)	463
GenZers: 1997-2012	69%	(142)	15%	(32)	6%	(11)	2%	(4)	8%	(16)	205
Millennials: 1981-1996	61%	(266)	22%	(95)	5%	(21)	4%	(18)	8%	(35)	434
GenXers: 1965-1980	67%	(332)	20%	(99)	5%	(24)	3%	(12)	6%	(30)	498
Baby Boomers: 1946-1964	73%	(575)	18%	(143)	4%	(32)	3%	(21)	2%	(19)	789
PID: Dem (no lean)	80%	(615)	12%	(94)	2%	(19)	1%	(8)	5%	(35)	772
PID: Ind (no lean)	66%	(366)	19%	(106)	5%	(26)	3%	(16)	8%	(44)	558
PID: Rep (no lean)	58%	(384)	27%	(178)	7%	(46)	5%	(34)	3%	(20)	662
PID/Gender: Dem Men	73%	(218)	18%	(53)	3%	(9)	2%	(7)	4%	(11)	297
PID/Gender: Dem Women	84%	(397)	9%	(41)	2%	(10)	—	(2)	5%	(25)	475
PID/Gender: Ind Men	60%	(176)	20%	(57)	6%	(19)	4%	(12)	9%	(28)	292
PID/Gender: Ind Women	71%	(190)	18%	(49)	3%	(7)	1%	(4)	6%	(16)	266
PID/Gender: Rep Men	56%	(193)	27%	(92)	7%	(25)	7%	(22)	3%	(11)	343
PID/Gender: Rep Women	60%	(191)	27%	(86)	7%	(21)	4%	(11)	3%	(9)	319
Ideo: Liberal (1-3)	82%	(485)	12%	(71)	3%	(18)	1%	(6)	2%	(14)	593
Ideo: Moderate (4)	71%	(387)	18%	(95)	4%	(23)	1%	(7)	6%	(32)	544
Ideo: Conservative (5-7)	59%	(433)	26%	(188)	6%	(47)	6%	(41)	3%	(20)	729
Educ: < College	68%	(857)	17%	(216)	4%	(55)	3%	(39)	7%	(85)	1253
Educ: Bachelors degree	67%	(317)	24%	(111)	4%	(21)	3%	(13)	2%	(10)	471
Educ: Post-grad	71%	(191)	19%	(51)	6%	(16)	2%	(6)	2%	(5)	268
Income: Under 50k	69%	(669)	18%	(173)	4%	(41)	3%	(25)	7%	(64)	973
Income: 50k-100k	70%	(482)	20%	(136)	4%	(29)	3%	(22)	3%	(22)	690
Income: 100k+	65%	(214)	21%	(69)	6%	(21)	3%	(11)	4%	(14)	329

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Table CMS5_5: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*

Social distancing measures that require people to stand 6 feet apart from one another in public and restrict large gatherings in places such as parks, concerts or sporting events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	69%	(1365)	19%	(378)	5%	(91)	3%	(58)	5%	(99)	1992
Ethnicity: White	67%	(1086)	20%	(329)	4%	(72)	3%	(56)	4%	(68)	1611
Ethnicity: Hispanic	68%	(132)	19%	(37)	4%	(8)	2%	(4)	7%	(13)	193
Ethnicity: Afr. Am.	73%	(184)	13%	(34)	5%	(13)	—	(0)	9%	(22)	253
Ethnicity: Other	74%	(95)	12%	(16)	5%	(6)	1%	(2)	8%	(10)	128
All Christian	69%	(706)	20%	(205)	5%	(56)	3%	(33)	2%	(24)	1025
All Non-Christian	69%	(69)	21%	(21)	4%	(4)	—	(0)	5%	(5)	100
Atheist	76%	(72)	18%	(17)	2%	(2)	2%	(2)	3%	(3)	95
Agnostic/Nothing in particular	67%	(519)	17%	(135)	4%	(29)	3%	(23)	9%	(67)	772
Religious Non-Protestant/Catholic	61%	(85)	28%	(39)	4%	(6)	1%	(2)	4%	(6)	139
Evangelical	65%	(346)	21%	(110)	6%	(31)	4%	(22)	5%	(26)	534
Non-Evangelical	73%	(545)	18%	(131)	5%	(34)	2%	(19)	3%	(19)	748
Community: Urban	74%	(373)	13%	(66)	4%	(22)	1%	(5)	8%	(38)	504
Community: Suburban	68%	(688)	21%	(209)	4%	(39)	4%	(36)	4%	(42)	1014
Community: Rural	64%	(305)	22%	(103)	6%	(30)	4%	(17)	4%	(20)	474
Employ: Private Sector	65%	(410)	23%	(144)	5%	(32)	4%	(23)	3%	(22)	631
Employ: Government	66%	(66)	22%	(22)	5%	(5)	4%	(4)	4%	(4)	100
Employ: Self-Employed	64%	(87)	19%	(25)	5%	(6)	6%	(8)	7%	(10)	136
Employ: Homemaker	71%	(93)	17%	(22)	4%	(5)	2%	(3)	5%	(7)	131
Employ: Retired	73%	(380)	17%	(91)	5%	(24)	3%	(16)	2%	(11)	521
Employ: Unemployed	70%	(163)	15%	(36)	4%	(9)	1%	(2)	10%	(23)	233
Employ: Other	70%	(83)	16%	(19)	1%	(2)	1%	(1)	13%	(15)	119
Military HH: Yes	64%	(208)	20%	(66)	7%	(22)	4%	(13)	4%	(14)	323
Military HH: No	69%	(1157)	19%	(312)	4%	(69)	3%	(45)	5%	(86)	1669
RD/WT: Right Direction	60%	(420)	26%	(181)	6%	(44)	4%	(30)	4%	(27)	703
RD/WT: Wrong Track	73%	(945)	15%	(197)	4%	(47)	2%	(28)	6%	(72)	1289
Trump Job Approve	58%	(500)	27%	(234)	7%	(56)	5%	(42)	4%	(32)	865
Trump Job Disapprove	80%	(851)	13%	(134)	3%	(30)	1%	(13)	4%	(42)	1070

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Table CMS5_5: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*

Social distancing measures that require people to stand 6 feet apart from one another in public and restrict large gatherings in places such as parks, concerts or sporting events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	69%	(1365)	19%	(378)	5%	(91)	3%	(58)	5%	(99)	1992
Trump Job Strongly Approve	57%	(279)	25%	(122)	7%	(35)	7%	(34)	4%	(20)	489
Trump Job Somewhat Approve	59%	(221)	30%	(112)	6%	(21)	2%	(8)	3%	(12)	376
Trump Job Somewhat Disapprove	63%	(137)	23%	(51)	4%	(8)	3%	(6)	8%	(17)	219
Trump Job Strongly Disapprove	84%	(714)	10%	(84)	3%	(21)	1%	(6)	3%	(25)	850
Favorable of Trump	58%	(489)	27%	(226)	7%	(55)	5%	(42)	4%	(35)	848
Unfavorable of Trump	80%	(850)	13%	(136)	3%	(30)	1%	(13)	4%	(38)	1067
Very Favorable of Trump	57%	(283)	25%	(124)	7%	(34)	7%	(33)	4%	(19)	493
Somewhat Favorable of Trump	58%	(206)	29%	(103)	6%	(21)	3%	(9)	4%	(16)	355
Somewhat Unfavorable of Trump	65%	(115)	23%	(40)	3%	(5)	4%	(6)	5%	(9)	176
Very Unfavorable of Trump	82%	(735)	11%	(97)	3%	(24)	1%	(6)	3%	(29)	891
#1 Issue: Economy	62%	(419)	23%	(155)	7%	(45)	4%	(28)	4%	(27)	675
#1 Issue: Security	58%	(130)	25%	(56)	7%	(17)	5%	(11)	4%	(10)	222
#1 Issue: Health Care	78%	(342)	12%	(52)	3%	(13)	1%	(5)	6%	(27)	438
#1 Issue: Medicare / Social Security	75%	(230)	17%	(53)	3%	(10)	2%	(6)	2%	(7)	305
#1 Issue: Women's Issues	65%	(58)	19%	(17)	2%	(2)	2%	(2)	12%	(11)	89
#1 Issue: Education	61%	(63)	25%	(25)	3%	(3)	2%	(2)	9%	(9)	103
#1 Issue: Energy	77%	(44)	15%	(9)	—	(0)	3%	(2)	5%	(3)	58
#1 Issue: Other	79%	(80)	11%	(12)	2%	(2)	2%	(2)	6%	(6)	102
2018 House Vote: Democrat	81%	(605)	13%	(95)	2%	(18)	1%	(7)	3%	(24)	750
2018 House Vote: Republican	58%	(398)	27%	(182)	7%	(48)	6%	(39)	2%	(16)	683
2018 House Vote: Someone else	71%	(51)	18%	(13)	5%	(3)	2%	(2)	4%	(3)	72
2016 Vote: Hillary Clinton	80%	(548)	13%	(88)	2%	(16)	1%	(6)	3%	(22)	680
2016 Vote: Donald Trump	60%	(448)	26%	(192)	6%	(45)	5%	(40)	3%	(19)	744
2016 Vote: Other	65%	(96)	22%	(32)	8%	(11)	1%	(2)	5%	(7)	147
2016 Vote: Didn't Vote	65%	(271)	16%	(66)	5%	(19)	2%	(10)	12%	(51)	417
Voted in 2014: Yes	70%	(940)	20%	(267)	4%	(59)	3%	(41)	3%	(38)	1344
Voted in 2014: No	66%	(426)	17%	(111)	5%	(33)	3%	(17)	10%	(62)	648

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Table CMS5_5: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*

Social distancing measures that require people to stand 6 feet apart from one another in public and restrict large gatherings in places such as parks, concerts or sporting events

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	69%	(1365)	19%	(378)	5%	(91)	3%	(58)	5%	(99)	1992
2012 Vote: Barack Obama	78%	(645)	14%	(113)	3%	(25)	1%	(8)	4%	(35)	826
2012 Vote: Mitt Romney	59%	(328)	26%	(144)	7%	(37)	6%	(31)	2%	(13)	553
2012 Vote: Other	50%	(41)	37%	(30)	5%	(4)	4%	(4)	3%	(2)	81
2012 Vote: Didn't Vote	66%	(347)	17%	(90)	5%	(24)	3%	(15)	9%	(50)	526
4-Region: Northeast	70%	(249)	17%	(59)	4%	(15)	2%	(8)	7%	(25)	355
4-Region: Midwest	67%	(305)	22%	(100)	5%	(22)	3%	(12)	4%	(18)	458
4-Region: South	70%	(523)	18%	(132)	5%	(34)	2%	(17)	5%	(37)	744
4-Region: West	66%	(288)	20%	(86)	5%	(20)	5%	(21)	5%	(20)	435
Sports fan	68%	(879)	20%	(258)	5%	(70)	3%	(43)	4%	(51)	1301
Traveled outside of U.S. in past year 1+ times	66%	(255)	19%	(74)	6%	(24)	3%	(11)	6%	(22)	385
Frequent Flyer	62%	(143)	24%	(56)	5%	(12)	5%	(10)	4%	(9)	230

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

Table CMS5_6: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
The federal government providing financial support to U.S. citizens

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1265)	21%	(415)	6%	(123)	3%	(66)	6%	(123)	1992
Gender: Male	60%	(563)	21%	(198)	7%	(68)	5%	(44)	6%	(60)	932
Gender: Female	66%	(701)	20%	(217)	5%	(55)	2%	(23)	6%	(63)	1060
Age: 18-34	64%	(321)	18%	(90)	7%	(33)	3%	(15)	8%	(42)	500
Age: 35-44	63%	(190)	20%	(61)	6%	(18)	3%	(8)	8%	(26)	303
Age: 45-64	63%	(455)	21%	(156)	6%	(45)	4%	(31)	5%	(38)	725
Age: 65+	65%	(299)	23%	(108)	6%	(27)	3%	(12)	4%	(17)	463
GenZers: 1997-2012	68%	(138)	16%	(33)	6%	(13)	1%	(2)	9%	(19)	205
Millennials: 1981-1996	60%	(259)	21%	(93)	7%	(30)	4%	(17)	8%	(35)	434
GenXers: 1965-1980	67%	(334)	19%	(93)	5%	(25)	3%	(15)	6%	(32)	498
Baby Boomers: 1946-1964	62%	(491)	23%	(179)	7%	(53)	4%	(30)	5%	(37)	789
PID: Dem (no lean)	76%	(588)	14%	(111)	3%	(23)	1%	(11)	5%	(39)	772
PID: Ind (no lean)	61%	(341)	21%	(115)	5%	(30)	3%	(19)	10%	(54)	558
PID: Rep (no lean)	51%	(336)	28%	(188)	11%	(71)	6%	(37)	5%	(31)	662
PID/Gender: Dem Men	74%	(219)	16%	(46)	4%	(12)	3%	(9)	4%	(11)	297
PID/Gender: Dem Women	78%	(369)	14%	(65)	2%	(10)	—	(2)	6%	(28)	475
PID/Gender: Ind Men	56%	(165)	22%	(65)	5%	(16)	4%	(13)	12%	(34)	292
PID/Gender: Ind Women	66%	(176)	19%	(50)	5%	(14)	2%	(6)	8%	(20)	266
PID/Gender: Rep Men	52%	(180)	25%	(87)	11%	(39)	7%	(22)	4%	(15)	343
PID/Gender: Rep Women	49%	(156)	32%	(102)	10%	(31)	5%	(15)	5%	(15)	319
Ideo: Liberal (1-3)	80%	(476)	12%	(71)	4%	(23)	1%	(6)	3%	(17)	593
Ideo: Moderate (4)	66%	(358)	20%	(111)	4%	(21)	3%	(15)	7%	(38)	544
Ideo: Conservative (5-7)	50%	(362)	29%	(212)	11%	(78)	6%	(44)	5%	(34)	729
Educ: < College	66%	(822)	18%	(231)	5%	(68)	3%	(32)	8%	(99)	1253
Educ: Bachelors degree	60%	(282)	25%	(118)	6%	(30)	5%	(26)	3%	(15)	471
Educ: Post-grad	60%	(160)	24%	(65)	9%	(25)	3%	(8)	4%	(10)	268
Income: Under 50k	68%	(657)	17%	(167)	5%	(45)	3%	(29)	8%	(74)	973
Income: 50k-100k	61%	(420)	24%	(164)	7%	(51)	4%	(24)	4%	(30)	690
Income: 100k+	57%	(187)	25%	(83)	8%	(27)	4%	(13)	6%	(19)	329
Ethnicity: White	61%	(990)	23%	(364)	7%	(105)	4%	(58)	6%	(94)	1611

Continued on next page

Table CMS5_6: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
The federal government providing financial support to U.S. citizens

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1265)	21%	(415)	6%	(123)	3%	(66)	6%	(123)	1992
Ethnicity: Hispanic	67%	(129)	16%	(31)	6%	(12)	4%	(7)	7%	(14)	193
Ethnicity: Afr. Am.	74%	(186)	11%	(29)	4%	(11)	3%	(7)	8%	(19)	253
Ethnicity: Other	69%	(89)	17%	(22)	5%	(6)	1%	(1)	8%	(10)	128
All Christian	60%	(613)	24%	(245)	8%	(79)	4%	(41)	5%	(48)	1025
All Non-Christian	63%	(63)	27%	(27)	2%	(2)	2%	(2)	5%	(5)	100
Atheist	79%	(75)	14%	(14)	2%	(2)	1%	(1)	3%	(3)	95
Agnostic/Nothing in particular	66%	(513)	17%	(129)	5%	(39)	3%	(22)	9%	(68)	772
Religious Non-Protestant/Catholic	58%	(81)	26%	(36)	7%	(9)	4%	(6)	4%	(6)	139
Evangelical	61%	(327)	21%	(112)	7%	(38)	5%	(26)	6%	(32)	534
Non-Evangelical	63%	(470)	23%	(170)	7%	(50)	3%	(24)	5%	(34)	748
Community: Urban	70%	(353)	16%	(79)	4%	(21)	2%	(9)	8%	(42)	504
Community: Suburban	61%	(621)	23%	(233)	6%	(61)	4%	(45)	5%	(54)	1014
Community: Rural	61%	(291)	22%	(103)	9%	(41)	3%	(13)	6%	(27)	474
Employ: Private Sector	60%	(378)	22%	(138)	8%	(53)	5%	(34)	4%	(28)	631
Employ: Government	58%	(58)	27%	(27)	8%	(8)	3%	(3)	4%	(4)	100
Employ: Self-Employed	63%	(86)	17%	(23)	11%	(15)	4%	(5)	5%	(7)	136
Employ: Homemaker	66%	(86)	21%	(28)	3%	(4)	2%	(2)	8%	(10)	131
Employ: Retired	64%	(332)	23%	(121)	6%	(29)	3%	(15)	5%	(24)	521
Employ: Unemployed	70%	(163)	16%	(38)	2%	(4)	1%	(2)	11%	(26)	233
Employ: Other	67%	(80)	12%	(15)	3%	(3)	3%	(4)	15%	(18)	119
Military HH: Yes	56%	(180)	26%	(85)	9%	(29)	4%	(12)	5%	(17)	323
Military HH: No	65%	(1085)	20%	(330)	6%	(94)	3%	(54)	6%	(107)	1669
RD/WT: Right Direction	54%	(380)	26%	(183)	9%	(63)	5%	(32)	6%	(45)	703
RD/WT: Wrong Track	69%	(884)	18%	(231)	5%	(60)	3%	(35)	6%	(78)	1289
Trump Job Approve	52%	(448)	27%	(235)	10%	(84)	6%	(48)	6%	(49)	865
Trump Job Disapprove	75%	(800)	16%	(169)	3%	(36)	2%	(16)	5%	(49)	1070

Continued on next page

Table CMS5_6: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
The federal government providing financial support to U.S. citizens

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1265)	21%	(415)	6%	(123)	3%	(66)	6%	(123)	1992
Trump Job Strongly Approve	52%	(257)	23%	(114)	11%	(55)	7%	(34)	6%	(29)	489
Trump Job Somewhat Approve	51%	(191)	32%	(122)	8%	(29)	4%	(14)	5%	(19)	376
Trump Job Somewhat Disapprove	58%	(128)	27%	(59)	4%	(9)	2%	(5)	8%	(18)	219
Trump Job Strongly Disapprove	79%	(672)	13%	(110)	3%	(27)	1%	(11)	4%	(30)	850
Favorable of Trump	53%	(449)	26%	(219)	10%	(83)	6%	(48)	6%	(50)	848
Unfavorable of Trump	74%	(791)	16%	(176)	3%	(37)	1%	(15)	4%	(48)	1067
Very Favorable of Trump	54%	(265)	23%	(113)	10%	(51)	7%	(35)	6%	(30)	493
Somewhat Favorable of Trump	52%	(184)	30%	(106)	9%	(32)	4%	(14)	6%	(20)	355
Somewhat Unfavorable of Trump	57%	(100)	32%	(56)	5%	(9)	1%	(2)	6%	(10)	176
Very Unfavorable of Trump	78%	(692)	13%	(120)	3%	(28)	2%	(13)	4%	(38)	891
#1 Issue: Economy	57%	(387)	23%	(153)	9%	(60)	5%	(33)	6%	(42)	675
#1 Issue: Security	49%	(108)	27%	(61)	11%	(24)	5%	(12)	8%	(18)	222
#1 Issue: Health Care	71%	(310)	18%	(80)	4%	(16)	2%	(9)	5%	(23)	438
#1 Issue: Medicare / Social Security	72%	(221)	20%	(62)	3%	(9)	1%	(4)	3%	(9)	305
#1 Issue: Women's Issues	66%	(59)	18%	(16)	5%	(5)	—	(0)	11%	(10)	89
#1 Issue: Education	62%	(63)	20%	(20)	4%	(4)	5%	(5)	9%	(9)	103
#1 Issue: Energy	77%	(44)	14%	(8)	1%	(1)	4%	(2)	5%	(3)	58
#1 Issue: Other	71%	(73)	14%	(14)	5%	(5)	2%	(2)	9%	(9)	102
2018 House Vote: Democrat	76%	(567)	16%	(123)	3%	(24)	1%	(7)	4%	(29)	750
2018 House Vote: Republican	49%	(336)	28%	(193)	11%	(76)	7%	(45)	5%	(33)	683
2018 House Vote: Someone else	64%	(46)	22%	(16)	7%	(5)	2%	(2)	5%	(4)	72
2016 Vote: Hillary Clinton	78%	(528)	16%	(107)	2%	(16)	—	(3)	4%	(26)	680
2016 Vote: Donald Trump	52%	(387)	27%	(198)	10%	(77)	6%	(46)	5%	(37)	744
2016 Vote: Other	54%	(80)	28%	(41)	9%	(13)	5%	(7)	4%	(6)	147
2016 Vote: Didn't Vote	64%	(267)	17%	(70)	4%	(17)	2%	(10)	13%	(54)	417
Voted in 2014: Yes	62%	(840)	23%	(305)	7%	(94)	4%	(48)	4%	(56)	1344
Voted in 2014: No	66%	(425)	17%	(109)	4%	(29)	3%	(18)	10%	(67)	648

Continued on next page

Table CMS5_6: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*

The federal government providing financial support to U.S. citizens

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	63%	(1265)	21%	(415)	6%	(123)	3%	(66)	6%	(123)	1992
2012 Vote: Barack Obama	73%	(603)	18%	(147)	3%	(28)	1%	(11)	5%	(38)	826
2012 Vote: Mitt Romney	49%	(269)	29%	(163)	11%	(62)	6%	(33)	5%	(26)	553
2012 Vote: Other	54%	(44)	27%	(22)	9%	(7)	6%	(5)	5%	(4)	81
2012 Vote: Didn't Vote	65%	(344)	16%	(82)	5%	(26)	3%	(17)	11%	(57)	526
4-Region: Northeast	62%	(220)	20%	(70)	7%	(25)	3%	(12)	8%	(28)	355
4-Region: Midwest	62%	(284)	21%	(98)	7%	(33)	4%	(17)	6%	(26)	458
4-Region: South	66%	(488)	19%	(144)	6%	(42)	3%	(21)	7%	(49)	744
4-Region: West	63%	(273)	24%	(103)	5%	(23)	4%	(17)	5%	(20)	435
Sports fan	62%	(805)	23%	(293)	7%	(90)	4%	(48)	5%	(65)	1301
Traveled outside of U.S. in past year 1+ times	58%	(223)	23%	(89)	8%	(31)	4%	(15)	7%	(27)	385
Frequent Flyer	57%	(132)	26%	(59)	7%	(16)	6%	(15)	4%	(9)	230

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

Table CMS5_7: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
The federal government providing financial support to small businesses

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	61%	(1220)	26%	(516)	4%	(84)	3%	(55)	6%	(117)	1992
Gender: Male	58%	(541)	26%	(242)	5%	(49)	4%	(40)	6%	(60)	932
Gender: Female	64%	(680)	26%	(274)	3%	(35)	1%	(15)	5%	(57)	1060
Age: 18-34	60%	(301)	22%	(112)	6%	(32)	3%	(13)	8%	(42)	500
Age: 35-44	60%	(182)	27%	(82)	3%	(10)	2%	(6)	8%	(23)	303
Age: 45-64	60%	(436)	28%	(204)	3%	(24)	3%	(23)	5%	(39)	725
Age: 65+	65%	(301)	25%	(118)	4%	(18)	3%	(13)	3%	(13)	463
GenZers: 1997-2012	62%	(128)	22%	(44)	7%	(14)	2%	(4)	7%	(15)	205
Millennials: 1981-1996	57%	(246)	27%	(115)	5%	(23)	3%	(12)	9%	(37)	434
GenXers: 1965-1980	64%	(319)	25%	(125)	3%	(13)	2%	(10)	6%	(31)	498
Baby Boomers: 1946-1964	62%	(488)	27%	(211)	4%	(31)	3%	(27)	4%	(32)	789
PID: Dem (no lean)	72%	(555)	19%	(143)	2%	(19)	2%	(16)	5%	(39)	772
PID: Ind (no lean)	54%	(300)	30%	(167)	4%	(22)	3%	(19)	9%	(49)	558
PID: Rep (no lean)	55%	(365)	31%	(206)	7%	(43)	3%	(20)	4%	(29)	662
PID/Gender: Dem Men	68%	(202)	20%	(60)	4%	(11)	4%	(11)	4%	(13)	297
PID/Gender: Dem Women	74%	(353)	18%	(83)	2%	(8)	1%	(4)	5%	(26)	475
PID/Gender: Ind Men	53%	(153)	28%	(83)	5%	(13)	5%	(14)	10%	(28)	292
PID/Gender: Ind Women	55%	(147)	32%	(84)	3%	(9)	2%	(5)	8%	(21)	266
PID/Gender: Rep Men	54%	(186)	29%	(100)	7%	(25)	4%	(14)	5%	(19)	343
PID/Gender: Rep Women	56%	(179)	33%	(106)	6%	(18)	2%	(5)	3%	(10)	319
Ideo: Liberal (1-3)	76%	(449)	18%	(104)	3%	(16)	1%	(7)	3%	(17)	593
Ideo: Moderate (4)	60%	(325)	28%	(152)	4%	(21)	2%	(9)	7%	(38)	544
Ideo: Conservative (5-7)	53%	(384)	32%	(235)	7%	(48)	5%	(33)	4%	(29)	729
Educ: < College	64%	(798)	23%	(292)	3%	(42)	2%	(27)	7%	(94)	1253
Educ: Bachelors degree	57%	(269)	29%	(139)	6%	(27)	5%	(22)	3%	(14)	471
Educ: Post-grad	57%	(154)	32%	(85)	6%	(15)	2%	(6)	3%	(9)	268
Income: Under 50k	62%	(603)	25%	(239)	3%	(32)	3%	(25)	8%	(74)	973
Income: 50k-100k	62%	(427)	26%	(178)	5%	(37)	3%	(21)	4%	(27)	690
Income: 100k+	58%	(191)	30%	(99)	5%	(15)	3%	(8)	5%	(16)	329
Ethnicity: White	60%	(967)	27%	(439)	4%	(68)	3%	(50)	5%	(88)	1611

Continued on next page

Table CMS5_7: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
The federal government providing financial support to small businesses

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	61%	(1220)	26%	(516)	4%	(84)	3%	(55)	6%	(117)	1992
Ethnicity: Hispanic	61%	(118)	24%	(46)	3%	(7)	5%	(9)	7%	(14)	193
Ethnicity: Afr. Am.	67%	(169)	20%	(51)	5%	(12)	1%	(1)	8%	(19)	253
Ethnicity: Other	66%	(84)	20%	(26)	3%	(4)	3%	(3)	8%	(10)	128
All Christian	59%	(609)	28%	(289)	4%	(46)	3%	(35)	5%	(46)	1025
All Non-Christian	69%	(69)	22%	(22)	2%	(2)	2%	(2)	5%	(5)	100
Atheist	69%	(65)	23%	(22)	4%	(4)	1%	(1)	3%	(3)	95
Agnostic/Nothing in particular	62%	(477)	24%	(183)	4%	(32)	2%	(17)	8%	(63)	772
Religious Non-Protestant/Catholic	63%	(88)	24%	(33)	4%	(6)	4%	(5)	4%	(6)	139
Evangelical	59%	(317)	27%	(143)	4%	(23)	3%	(18)	6%	(32)	534
Non-Evangelical	62%	(466)	27%	(200)	4%	(27)	3%	(20)	5%	(35)	748
Community: Urban	64%	(325)	22%	(113)	4%	(18)	2%	(9)	8%	(40)	504
Community: Suburban	60%	(604)	27%	(277)	5%	(51)	4%	(37)	4%	(46)	1014
Community: Rural	62%	(292)	27%	(126)	3%	(16)	2%	(9)	7%	(31)	474
Employ: Private Sector	59%	(370)	28%	(178)	5%	(32)	4%	(25)	4%	(26)	631
Employ: Government	60%	(61)	28%	(29)	7%	(7)	1%	(1)	3%	(3)	100
Employ: Self-Employed	65%	(88)	21%	(29)	5%	(7)	3%	(5)	6%	(8)	136
Employ: Homemaker	63%	(82)	26%	(34)	2%	(2)	2%	(3)	7%	(9)	131
Employ: Retired	63%	(328)	28%	(144)	3%	(16)	3%	(15)	4%	(19)	521
Employ: Unemployed	65%	(151)	20%	(46)	3%	(7)	2%	(4)	11%	(25)	233
Employ: Other	54%	(64)	27%	(32)	4%	(5)	—	(0)	15%	(18)	119
Military HH: Yes	54%	(175)	34%	(110)	5%	(16)	4%	(14)	2%	(8)	323
Military HH: No	63%	(1045)	24%	(406)	4%	(68)	2%	(41)	7%	(109)	1669
RD/WT: Right Direction	55%	(388)	30%	(211)	6%	(42)	3%	(22)	6%	(40)	703
RD/WT: Wrong Track	65%	(832)	24%	(305)	3%	(42)	3%	(33)	6%	(77)	1289
Trump Job Approve	53%	(459)	31%	(272)	6%	(54)	4%	(35)	5%	(45)	865
Trump Job Disapprove	70%	(745)	22%	(234)	3%	(27)	2%	(18)	4%	(46)	1070

Continued on next page

Table CMS5_7: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
The federal government providing financial support to small businesses

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	61%	(1220)	26%	(516)	4%	(84)	3%	(55)	6%	(117)	1992
Trump Job Strongly Approve	57%	(277)	27%	(130)	7%	(35)	5%	(24)	5%	(24)	489
Trump Job Somewhat Approve	49%	(183)	38%	(142)	5%	(19)	3%	(11)	5%	(20)	376
Trump Job Somewhat Disapprove	55%	(121)	34%	(74)	2%	(4)	2%	(4)	8%	(17)	219
Trump Job Strongly Disapprove	73%	(624)	19%	(160)	3%	(23)	2%	(14)	3%	(29)	850
Favorable of Trump	54%	(458)	30%	(258)	6%	(53)	4%	(35)	5%	(45)	848
Unfavorable of Trump	69%	(739)	23%	(241)	2%	(26)	2%	(17)	4%	(45)	1067
Very Favorable of Trump	59%	(290)	25%	(122)	6%	(31)	5%	(24)	5%	(26)	493
Somewhat Favorable of Trump	47%	(167)	38%	(136)	6%	(22)	3%	(11)	5%	(19)	355
Somewhat Unfavorable of Trump	50%	(87)	41%	(73)	2%	(4)	1%	(2)	5%	(10)	176
Very Unfavorable of Trump	73%	(651)	19%	(168)	2%	(22)	2%	(14)	4%	(35)	891
#1 Issue: Economy	56%	(376)	30%	(200)	5%	(32)	4%	(25)	6%	(42)	675
#1 Issue: Security	51%	(112)	32%	(72)	9%	(20)	4%	(8)	4%	(10)	222
#1 Issue: Health Care	70%	(309)	21%	(91)	2%	(9)	2%	(9)	5%	(20)	438
#1 Issue: Medicare / Social Security	67%	(204)	26%	(79)	2%	(5)	2%	(5)	4%	(13)	305
#1 Issue: Women's Issues	59%	(53)	23%	(21)	4%	(3)	1%	(1)	12%	(11)	89
#1 Issue: Education	62%	(63)	20%	(21)	7%	(7)	1%	(1)	10%	(11)	103
#1 Issue: Energy	67%	(39)	18%	(10)	3%	(2)	4%	(2)	8%	(5)	58
#1 Issue: Other	63%	(65)	21%	(22)	5%	(5)	4%	(4)	6%	(6)	102
2018 House Vote: Democrat	70%	(526)	23%	(172)	2%	(11)	1%	(10)	4%	(30)	750
2018 House Vote: Republican	53%	(362)	33%	(222)	6%	(44)	4%	(29)	4%	(26)	683
2018 House Vote: Someone else	60%	(43)	25%	(18)	5%	(3)	4%	(3)	7%	(5)	72
2016 Vote: Hillary Clinton	71%	(480)	23%	(153)	2%	(11)	1%	(8)	4%	(28)	680
2016 Vote: Donald Trump	55%	(409)	31%	(232)	6%	(42)	4%	(31)	4%	(31)	744
2016 Vote: Other	55%	(81)	31%	(46)	6%	(9)	4%	(6)	4%	(6)	147
2016 Vote: Didn't Vote	60%	(248)	20%	(85)	5%	(22)	2%	(10)	13%	(53)	417
Voted in 2014: Yes	62%	(827)	28%	(373)	4%	(55)	3%	(38)	4%	(51)	1344
Voted in 2014: No	61%	(393)	22%	(143)	5%	(29)	3%	(17)	10%	(66)	648

Continued on next page

Table CMS5_7: *And in the event of a second wave of cases of COVID-19 (coronavirus) in the United States in the next year, would you support or oppose the following measures?*
The federal government providing financial support to small businesses

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Registered Voters	61%	(1220)	26%	(516)	4%	(84)	3%	(55)	6%	(117)	1992
2012 Vote: Barack Obama	68%	(563)	23%	(194)	2%	(19)	2%	(12)	5%	(38)	826
2012 Vote: Mitt Romney	52%	(287)	33%	(185)	7%	(38)	4%	(23)	4%	(20)	553
2012 Vote: Other	54%	(44)	33%	(27)	3%	(2)	6%	(5)	4%	(4)	81
2012 Vote: Didn't Vote	61%	(323)	21%	(110)	5%	(25)	3%	(14)	10%	(55)	526
4-Region: Northeast	60%	(213)	26%	(91)	3%	(12)	2%	(9)	9%	(30)	355
4-Region: Midwest	62%	(283)	26%	(117)	5%	(22)	2%	(10)	5%	(24)	458
4-Region: South	62%	(459)	26%	(196)	4%	(28)	3%	(21)	5%	(40)	744
4-Region: West	61%	(265)	25%	(111)	5%	(22)	3%	(14)	5%	(23)	435
Sports fan	61%	(794)	27%	(352)	4%	(55)	3%	(40)	5%	(59)	1301
Traveled outside of U.S. in past year 1+ times	54%	(210)	29%	(112)	6%	(25)	4%	(14)	7%	(25)	385
Frequent Flyer	54%	(125)	30%	(69)	6%	(15)	6%	(14)	3%	(8)	230

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

Table CMS6: Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?

Demographic	Yes		No		Don't know / No opinion		Total N
Registered Voters	32%	(630)	47%	(939)	21%	(423)	1992
Gender: Male	37%	(344)	44%	(413)	19%	(175)	932
Gender: Female	27%	(286)	50%	(526)	23%	(248)	1060
Age: 18-34	27%	(133)	50%	(250)	23%	(117)	500
Age: 35-44	35%	(105)	46%	(138)	20%	(60)	303
Age: 45-64	33%	(236)	46%	(333)	21%	(156)	725
Age: 65+	34%	(156)	47%	(217)	19%	(90)	463
GenZers: 1997-2012	23%	(48)	48%	(98)	29%	(59)	205
Millennials: 1981-1996	31%	(135)	49%	(213)	20%	(86)	434
GenXers: 1965-1980	32%	(161)	47%	(233)	21%	(103)	498
Baby Boomers: 1946-1964	32%	(249)	48%	(375)	21%	(165)	789
PID: Dem (no lean)	20%	(151)	62%	(475)	19%	(146)	772
PID: Ind (no lean)	27%	(150)	46%	(256)	27%	(152)	558
PID: Rep (no lean)	50%	(330)	31%	(208)	19%	(125)	662
PID/Gender: Dem Men	20%	(59)	62%	(185)	18%	(53)	297
PID/Gender: Dem Women	19%	(92)	61%	(290)	20%	(93)	475
PID/Gender: Ind Men	30%	(88)	46%	(134)	24%	(70)	292
PID/Gender: Ind Women	23%	(62)	46%	(123)	31%	(81)	266
PID/Gender: Rep Men	58%	(198)	27%	(94)	15%	(52)	343
PID/Gender: Rep Women	41%	(132)	36%	(114)	23%	(73)	319
Ideo: Liberal (1-3)	19%	(112)	63%	(375)	18%	(106)	593
Ideo: Moderate (4)	34%	(186)	44%	(241)	21%	(117)	544
Ideo: Conservative (5-7)	43%	(313)	38%	(276)	19%	(140)	729
Educ: < College	32%	(400)	43%	(541)	25%	(312)	1253
Educ: Bachelors degree	29%	(137)	56%	(263)	15%	(71)	471
Educ: Post-grad	35%	(93)	50%	(135)	15%	(40)	268
Income: Under 50k	30%	(293)	45%	(438)	25%	(243)	973
Income: 50k-100k	33%	(230)	48%	(331)	19%	(129)	690
Income: 100k+	33%	(108)	52%	(169)	16%	(52)	329
Ethnicity: White	33%	(528)	46%	(741)	21%	(342)	1611
Ethnicity: Hispanic	29%	(56)	48%	(92)	24%	(46)	193

Continued on next page

Table CMS6: Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?

Demographic	Yes		No		Don't know / No opinion		Total N
Registered Voters	32%	(630)	47%	(939)	21%	(423)	1992
Ethnicity: Afr. Am.	26%	(66)	54%	(138)	19%	(49)	253
Ethnicity: Other	28%	(36)	47%	(60)	25%	(32)	128
All Christian	37%	(379)	44%	(449)	19%	(197)	1025
All Non-Christian	30%	(30)	53%	(53)	17%	(17)	100
Atheist	18%	(17)	63%	(60)	19%	(18)	95
Agnostic/Nothing in particular	26%	(204)	49%	(376)	25%	(191)	772
Religious Non-Protestant/Catholic	33%	(45)	49%	(68)	18%	(25)	139
Evangelical	38%	(202)	41%	(221)	21%	(112)	534
Non-Evangelical	35%	(262)	46%	(341)	19%	(144)	748
Community: Urban	29%	(146)	45%	(227)	26%	(132)	504
Community: Suburban	31%	(318)	49%	(496)	20%	(200)	1014
Community: Rural	35%	(167)	46%	(216)	19%	(91)	474
Employ: Private Sector	34%	(217)	49%	(307)	17%	(107)	631
Employ: Government	21%	(22)	65%	(65)	14%	(14)	100
Employ: Self-Employed	36%	(50)	45%	(62)	18%	(25)	136
Employ: Homemaker	33%	(44)	36%	(47)	30%	(40)	131
Employ: Retired	33%	(170)	47%	(246)	20%	(105)	521
Employ: Unemployed	25%	(59)	48%	(112)	27%	(62)	233
Employ: Other	26%	(30)	41%	(49)	33%	(40)	119
Military HH: Yes	39%	(126)	42%	(136)	19%	(61)	323
Military HH: No	30%	(504)	48%	(803)	22%	(362)	1669
RD/WT: Right Direction	52%	(363)	26%	(180)	23%	(160)	703
RD/WT: Wrong Track	21%	(267)	59%	(759)	20%	(263)	1289
Trump Job Approve	48%	(414)	32%	(274)	20%	(176)	865
Trump Job Disapprove	20%	(209)	61%	(648)	20%	(213)	1070
Trump Job Strongly Approve	57%	(278)	25%	(120)	19%	(91)	489
Trump Job Somewhat Approve	36%	(136)	41%	(154)	23%	(85)	376
Trump Job Somewhat Disapprove	31%	(68)	44%	(96)	25%	(55)	219
Trump Job Strongly Disapprove	17%	(141)	65%	(552)	19%	(157)	850

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Table CMS6: Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?

Demographic	Yes		No		Don't know / No opinion		Total N
Registered Voters	32%	(630)	47%	(939)	21%	(423)	1992
Favorable of Trump	49%	(415)	31%	(261)	20%	(171)	848
Unfavorable of Trump	19%	(207)	61%	(655)	19%	(205)	1067
Very Favorable of Trump	56%	(278)	23%	(114)	20%	(100)	493
Somewhat Favorable of Trump	39%	(137)	41%	(147)	20%	(71)	355
Somewhat Unfavorable of Trump	24%	(43)	50%	(89)	25%	(45)	176
Very Unfavorable of Trump	18%	(164)	64%	(566)	18%	(161)	891
#1 Issue: Economy	36%	(244)	45%	(305)	19%	(126)	675
#1 Issue: Security	46%	(103)	32%	(70)	22%	(49)	222
#1 Issue: Health Care	26%	(113)	56%	(247)	18%	(79)	438
#1 Issue: Medicare / Social Security	28%	(87)	45%	(138)	27%	(81)	305
#1 Issue: Women's Issues	22%	(19)	48%	(43)	30%	(27)	89
#1 Issue: Education	33%	(33)	42%	(43)	25%	(26)	103
#1 Issue: Energy	11%	(7)	63%	(36)	26%	(15)	58
#1 Issue: Other	24%	(25)	56%	(57)	20%	(21)	102
2018 House Vote: Democrat	21%	(154)	63%	(471)	17%	(125)	750
2018 House Vote: Republican	48%	(325)	34%	(230)	19%	(128)	683
2018 House Vote: Someone else	21%	(15)	56%	(41)	23%	(16)	72
2016 Vote: Hillary Clinton	20%	(133)	61%	(413)	20%	(135)	680
2016 Vote: Donald Trump	47%	(349)	35%	(262)	18%	(134)	744
2016 Vote: Other	23%	(35)	58%	(86)	18%	(27)	147
2016 Vote: Didn't Vote	27%	(114)	42%	(176)	31%	(128)	417
Voted in 2014: Yes	33%	(448)	49%	(657)	18%	(239)	1344
Voted in 2014: No	28%	(182)	44%	(282)	28%	(184)	648
2012 Vote: Barack Obama	25%	(205)	57%	(469)	18%	(152)	826
2012 Vote: Mitt Romney	45%	(247)	36%	(198)	20%	(109)	553
2012 Vote: Other	32%	(26)	48%	(39)	21%	(17)	81
2012 Vote: Didn't Vote	29%	(151)	44%	(230)	28%	(145)	526

Continued on next page

Table CMS6: *Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?*

Demographic	Yes		No		Don't know / No opinion		Total N
Registered Voters	32%	(630)	47%	(939)	21%	(423)	1992
4-Region: Northeast	30%	(105)	49%	(175)	21%	(76)	355
4-Region: Midwest	31%	(140)	47%	(214)	23%	(103)	458
4-Region: South	34%	(255)	45%	(334)	21%	(155)	744
4-Region: West	30%	(130)	50%	(216)	21%	(89)	435
Sports fan	34%	(448)	47%	(614)	18%	(239)	1301
Traveled outside of U.S. in past year 1+ times	36%	(138)	47%	(180)	17%	(67)	385
Frequent Flyer	37%	(84)	49%	(113)	14%	(32)	230

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

Table CMS7: Do you think the United States would be prepared to handle the public health impact of a potential second wave of COVID-19 (coronavirus) cases?

Demographic	Yes		No		Don't know / No opinion		Total N
Registered Voters	39%	(777)	41%	(825)	20%	(389)	1992
Gender: Male	43%	(399)	39%	(359)	19%	(174)	932
Gender: Female	36%	(378)	44%	(466)	20%	(215)	1060
Age: 18-34	36%	(181)	43%	(216)	21%	(103)	500
Age: 35-44	41%	(125)	40%	(120)	19%	(58)	303
Age: 45-64	39%	(284)	41%	(295)	20%	(147)	725
Age: 65+	40%	(187)	42%	(195)	17%	(81)	463
GenZers: 1997-2012	31%	(64)	44%	(91)	24%	(50)	205
Millennials: 1981-1996	40%	(173)	41%	(180)	19%	(81)	434
GenXers: 1965-1980	38%	(189)	42%	(207)	20%	(101)	498
Baby Boomers: 1946-1964	40%	(315)	42%	(329)	18%	(145)	789
PID: Dem (no lean)	24%	(186)	57%	(441)	19%	(145)	772
PID: Ind (no lean)	33%	(185)	43%	(238)	24%	(135)	558
PID: Rep (no lean)	61%	(407)	22%	(146)	17%	(110)	662
PID/Gender: Dem Men	28%	(83)	55%	(164)	17%	(50)	297
PID/Gender: Dem Women	22%	(103)	58%	(277)	20%	(95)	475
PID/Gender: Ind Men	33%	(98)	42%	(122)	25%	(73)	292
PID/Gender: Ind Women	33%	(87)	44%	(117)	23%	(62)	266
PID/Gender: Rep Men	64%	(218)	21%	(73)	15%	(52)	343
PID/Gender: Rep Women	59%	(189)	23%	(73)	18%	(58)	319
Ideo: Liberal (1-3)	24%	(142)	60%	(353)	17%	(98)	593
Ideo: Moderate (4)	37%	(199)	45%	(244)	19%	(101)	544
Ideo: Conservative (5-7)	57%	(413)	25%	(182)	18%	(134)	729
Educ: < College	39%	(488)	38%	(474)	23%	(291)	1253
Educ: Bachelors degree	37%	(175)	48%	(226)	15%	(70)	471
Educ: Post-grad	43%	(114)	47%	(126)	11%	(28)	268
Income: Under 50k	37%	(360)	40%	(394)	23%	(219)	973
Income: 50k-100k	41%	(282)	41%	(284)	18%	(124)	690
Income: 100k+	41%	(135)	45%	(148)	14%	(46)	329
Ethnicity: White	41%	(664)	40%	(639)	19%	(308)	1611
Ethnicity: Hispanic	33%	(63)	46%	(89)	21%	(40)	193

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Table CMS7: *Do you think the United States would be prepared to handle the public health impact of a potential second wave of COVID-19 (coronavirus) cases?*

Demographic	Yes		No		Don't know / No opinion		Total N
Registered Voters	39%	(777)	41%	(825)	20%	(389)	1992
Ethnicity: Afr. Am.	28%	(69)	53%	(133)	20%	(50)	253
Ethnicity: Other	34%	(44)	42%	(53)	24%	(31)	128
All Christian	46%	(474)	35%	(364)	18%	(187)	1025
All Non-Christian	32%	(32)	51%	(50)	17%	(17)	100
Atheist	35%	(33)	55%	(53)	10%	(9)	95
Agnostic/Nothing in particular	31%	(238)	46%	(359)	23%	(176)	772
Religious Non-Protestant/Catholic	37%	(52)	42%	(59)	20%	(28)	139
Evangelical	46%	(248)	33%	(177)	20%	(109)	534
Non-Evangelical	42%	(313)	40%	(297)	18%	(137)	748
Community: Urban	31%	(159)	45%	(227)	23%	(118)	504
Community: Suburban	40%	(407)	42%	(422)	18%	(184)	1014
Community: Rural	45%	(211)	37%	(176)	18%	(87)	474
Employ: Private Sector	41%	(261)	43%	(272)	15%	(97)	631
Employ: Government	38%	(38)	52%	(52)	11%	(11)	100
Employ: Self-Employed	43%	(58)	37%	(51)	20%	(27)	136
Employ: Homemaker	41%	(54)	32%	(41)	27%	(36)	131
Employ: Retired	40%	(208)	41%	(214)	19%	(99)	521
Employ: Unemployed	39%	(90)	40%	(93)	21%	(50)	233
Employ: Other	25%	(29)	41%	(49)	34%	(41)	119
Military HH: Yes	44%	(141)	37%	(119)	19%	(63)	323
Military HH: No	38%	(636)	42%	(706)	20%	(326)	1669
RD/WT: Right Direction	63%	(442)	18%	(127)	19%	(133)	703
RD/WT: Wrong Track	26%	(335)	54%	(698)	20%	(256)	1289
Trump Job Approve	59%	(513)	22%	(193)	18%	(159)	865
Trump Job Disapprove	24%	(252)	58%	(616)	19%	(201)	1070
Trump Job Strongly Approve	69%	(337)	17%	(81)	15%	(71)	489
Trump Job Somewhat Approve	47%	(176)	30%	(112)	23%	(88)	376
Trump Job Somewhat Disapprove	36%	(78)	42%	(91)	23%	(50)	219
Trump Job Strongly Disapprove	20%	(174)	62%	(524)	18%	(152)	850

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Table CMS7: *Do you think the United States would be prepared to handle the public health impact of a potential second wave of COVID-19 (coronavirus) cases?*

Demographic	Yes		No		Don't know / No opinion		Total N
Registered Voters	39%	(777)	41%	(825)	20%	(389)	1992
Favorable of Trump	60%	(508)	22%	(186)	18%	(154)	848
Unfavorable of Trump	23%	(249)	58%	(618)	19%	(200)	1067
Very Favorable of Trump	67%	(331)	16%	(80)	17%	(81)	493
Somewhat Favorable of Trump	50%	(177)	30%	(105)	20%	(72)	355
Somewhat Unfavorable of Trump	30%	(52)	46%	(81)	24%	(43)	176
Very Unfavorable of Trump	22%	(197)	60%	(538)	18%	(157)	891
#1 Issue: Economy	47%	(315)	37%	(250)	16%	(109)	675
#1 Issue: Security	57%	(128)	22%	(48)	21%	(46)	222
#1 Issue: Health Care	29%	(128)	52%	(230)	18%	(81)	438
#1 Issue: Medicare / Social Security	36%	(109)	43%	(130)	22%	(66)	305
#1 Issue: Women's Issues	28%	(25)	46%	(40)	27%	(24)	89
#1 Issue: Education	34%	(35)	42%	(43)	24%	(25)	103
#1 Issue: Energy	19%	(11)	58%	(33)	23%	(13)	58
#1 Issue: Other	26%	(27)	50%	(51)	24%	(25)	102
2018 House Vote: Democrat	24%	(180)	60%	(452)	16%	(119)	750
2018 House Vote: Republican	60%	(413)	23%	(159)	16%	(111)	683
2018 House Vote: Someone else	27%	(19)	51%	(37)	22%	(16)	72
2016 Vote: Hillary Clinton	23%	(159)	59%	(402)	17%	(119)	680
2016 Vote: Donald Trump	59%	(442)	25%	(184)	16%	(118)	744
2016 Vote: Other	31%	(46)	50%	(74)	19%	(27)	147
2016 Vote: Didn't Vote	31%	(129)	39%	(163)	30%	(125)	417
Voted in 2014: Yes	42%	(562)	42%	(570)	16%	(213)	1344
Voted in 2014: No	33%	(216)	39%	(256)	27%	(176)	648
2012 Vote: Barack Obama	29%	(239)	54%	(443)	17%	(144)	826
2012 Vote: Mitt Romney	58%	(322)	24%	(135)	17%	(96)	553
2012 Vote: Other	40%	(33)	40%	(32)	20%	(16)	81
2012 Vote: Didn't Vote	34%	(181)	40%	(213)	25%	(132)	526

Continued on next page

Table CMS7: *Do you think the United States would be prepared to handle the public health impact of a potential second wave of COVID-19 (coronavirus) cases?*

Demographic	Yes		No		Don't know / No opinion		Total N
Registered Voters	39%	(777)	41%	(825)	20%	(389)	1992
4-Region: Northeast	36%	(130)	42%	(151)	21%	(75)	355
4-Region: Midwest	38%	(176)	40%	(184)	21%	(98)	458
4-Region: South	42%	(311)	40%	(294)	19%	(139)	744
4-Region: West	37%	(161)	45%	(197)	18%	(78)	435
Sports fan	42%	(547)	40%	(526)	18%	(228)	1301
Traveled outside of U.S. in past year 1+ times	44%	(170)	40%	(152)	16%	(63)	385
Frequent Flyer	41%	(95)	46%	(106)	12%	(29)	230

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

Table CMS8: Since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent is a company's environmental and sustainability policies and practices a reason you decide to purchase from it?

Demographic	Major reason		Minor reason		Not a reason at all		Don't know / No opinion		Total N
Registered Voters	25%	(507)	29%	(579)	25%	(492)	21%	(414)	1992
Gender: Male	25%	(235)	29%	(275)	29%	(268)	17%	(155)	932
Gender: Female	26%	(272)	29%	(304)	21%	(224)	25%	(260)	1060
Age: 18-34	27%	(137)	37%	(183)	14%	(72)	22%	(109)	500
Age: 35-44	32%	(95)	28%	(84)	20%	(60)	21%	(63)	303
Age: 45-64	23%	(167)	27%	(199)	30%	(217)	20%	(143)	725
Age: 65+	23%	(107)	24%	(113)	31%	(143)	21%	(100)	463
GenZers: 1997-2012	28%	(57)	38%	(77)	9%	(19)	25%	(51)	205
Millennials: 1981-1996	29%	(128)	33%	(143)	18%	(76)	20%	(87)	434
GenXers: 1965-1980	24%	(118)	28%	(140)	26%	(130)	22%	(110)	498
Baby Boomers: 1946-1964	24%	(187)	27%	(210)	31%	(241)	19%	(151)	789
PID: Dem (no lean)	29%	(227)	31%	(237)	18%	(140)	22%	(168)	772
PID: Ind (no lean)	25%	(141)	27%	(152)	24%	(132)	24%	(134)	558
PID: Rep (no lean)	21%	(139)	29%	(190)	33%	(220)	17%	(113)	662
PID/Gender: Dem Men	34%	(100)	31%	(91)	18%	(54)	17%	(52)	297
PID/Gender: Dem Women	27%	(127)	31%	(146)	18%	(86)	24%	(116)	475
PID/Gender: Ind Men	23%	(66)	27%	(78)	29%	(84)	22%	(63)	292
PID/Gender: Ind Women	28%	(74)	28%	(74)	18%	(47)	26%	(70)	266
PID/Gender: Rep Men	20%	(68)	31%	(106)	38%	(130)	11%	(39)	343
PID/Gender: Rep Women	22%	(70)	26%	(84)	28%	(90)	23%	(74)	319
Ideo: Liberal (1-3)	33%	(198)	34%	(204)	17%	(101)	15%	(90)	593
Ideo: Moderate (4)	26%	(142)	28%	(152)	22%	(119)	24%	(131)	544
Ideo: Conservative (5-7)	21%	(152)	28%	(201)	34%	(244)	18%	(131)	729
Educ: < College	25%	(314)	26%	(323)	24%	(303)	25%	(313)	1253
Educ: Bachelors degree	26%	(123)	34%	(159)	26%	(121)	14%	(68)	471
Educ: Post-grad	26%	(70)	36%	(96)	26%	(69)	12%	(33)	268
Income: Under 50k	24%	(230)	26%	(252)	24%	(229)	27%	(262)	973
Income: 50k-100k	29%	(200)	31%	(212)	26%	(177)	15%	(102)	690
Income: 100k+	23%	(77)	35%	(116)	26%	(86)	15%	(50)	329
Ethnicity: White	24%	(386)	29%	(474)	27%	(433)	20%	(318)	1611
Ethnicity: Hispanic	34%	(65)	26%	(50)	18%	(35)	22%	(42)	193

Continued on next page

Table CMS8: Since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent is a company's environmental and sustainability policies and practices a reason you decide to purchase from it?

Demographic	Major reason		Minor reason		Not a reason at all		Don't know / No opinion		Total N
Registered Voters	25%	(507)	29%	(579)	25%	(492)	21%	(414)	1992
Ethnicity: Afr. Am.	31%	(79)	27%	(69)	16%	(40)	25%	(64)	253
Ethnicity: Other	32%	(41)	28%	(36)	15%	(19)	26%	(33)	128
All Christian	24%	(243)	28%	(291)	29%	(297)	19%	(194)	1025
All Non-Christian	36%	(36)	28%	(28)	18%	(18)	18%	(18)	100
Atheist	31%	(30)	35%	(33)	22%	(21)	12%	(12)	95
Agnostic/Nothing in particular	26%	(198)	29%	(227)	20%	(156)	25%	(191)	772
Religious Non-Protestant/Catholic	32%	(44)	30%	(41)	20%	(28)	18%	(25)	139
Evangelical	25%	(133)	26%	(137)	28%	(149)	22%	(115)	534
Non-Evangelical	25%	(188)	30%	(221)	27%	(199)	19%	(141)	748
Community: Urban	31%	(159)	25%	(126)	18%	(91)	26%	(129)	504
Community: Suburban	23%	(232)	32%	(323)	27%	(273)	18%	(186)	1014
Community: Rural	25%	(116)	27%	(130)	27%	(128)	21%	(99)	474
Employ: Private Sector	27%	(170)	33%	(209)	24%	(153)	16%	(99)	631
Employ: Government	23%	(23)	33%	(33)	30%	(30)	15%	(15)	100
Employ: Self-Employed	29%	(40)	39%	(54)	17%	(23)	14%	(19)	136
Employ: Homemaker	22%	(29)	23%	(30)	23%	(30)	32%	(42)	131
Employ: Retired	21%	(109)	25%	(128)	33%	(173)	21%	(111)	521
Employ: Unemployed	29%	(68)	26%	(60)	21%	(49)	24%	(57)	233
Employ: Other	26%	(31)	22%	(26)	14%	(16)	39%	(46)	119
Military HH: Yes	23%	(73)	31%	(100)	30%	(96)	17%	(55)	323
Military HH: No	26%	(434)	29%	(479)	24%	(396)	22%	(359)	1669
RD/WT: Right Direction	23%	(161)	27%	(187)	32%	(221)	19%	(134)	703
RD/WT: Wrong Track	27%	(346)	30%	(392)	21%	(271)	22%	(280)	1289
Trump Job Approve	21%	(182)	28%	(243)	32%	(281)	18%	(160)	865
Trump Job Disapprove	30%	(320)	31%	(330)	19%	(201)	20%	(218)	1070
Trump Job Strongly Approve	25%	(121)	24%	(116)	35%	(171)	16%	(81)	489
Trump Job Somewhat Approve	16%	(61)	34%	(126)	29%	(109)	21%	(79)	376
Trump Job Somewhat Disapprove	23%	(50)	26%	(58)	23%	(50)	28%	(61)	219
Trump Job Strongly Disapprove	32%	(271)	32%	(272)	18%	(151)	18%	(157)	850

Continued on next page

Table CMS8: Since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent is a company's environmental and sustainability policies and practices a reason you decide to purchase from it?

Demographic	Major reason		Minor reason		Not a reason at all		Don't know / No opinion		Total N
Registered Voters	25%	(507)	29%	(579)	25%	(492)	21%	(414)	1992
Favorable of Trump	22%	(187)	27%	(233)	32%	(271)	18%	(157)	848
Unfavorable of Trump	29%	(312)	32%	(338)	19%	(205)	20%	(212)	1067
Very Favorable of Trump	25%	(121)	24%	(118)	35%	(171)	17%	(83)	493
Somewhat Favorable of Trump	19%	(66)	32%	(115)	28%	(101)	21%	(74)	355
Somewhat Unfavorable of Trump	19%	(34)	29%	(51)	24%	(42)	28%	(49)	176
Very Unfavorable of Trump	31%	(278)	32%	(287)	18%	(163)	18%	(163)	891
#1 Issue: Economy	23%	(154)	32%	(218)	26%	(176)	19%	(127)	675
#1 Issue: Security	19%	(41)	27%	(59)	32%	(70)	23%	(52)	222
#1 Issue: Health Care	31%	(135)	28%	(123)	23%	(100)	18%	(80)	438
#1 Issue: Medicare / Social Security	26%	(80)	22%	(68)	28%	(85)	24%	(72)	305
#1 Issue: Women's Issues	25%	(22)	38%	(34)	12%	(11)	25%	(22)	89
#1 Issue: Education	25%	(26)	34%	(35)	16%	(17)	25%	(26)	103
#1 Issue: Energy	51%	(29)	31%	(18)	4%	(2)	14%	(8)	58
#1 Issue: Other	20%	(20)	24%	(25)	30%	(30)	27%	(28)	102
2018 House Vote: Democrat	30%	(224)	32%	(237)	21%	(154)	18%	(136)	750
2018 House Vote: Republican	22%	(149)	28%	(192)	33%	(227)	17%	(116)	683
2018 House Vote: Someone else	19%	(13)	32%	(23)	32%	(23)	18%	(13)	72
2016 Vote: Hillary Clinton	28%	(192)	31%	(214)	18%	(125)	22%	(149)	680
2016 Vote: Donald Trump	22%	(163)	27%	(201)	34%	(253)	17%	(126)	744
2016 Vote: Other	28%	(41)	28%	(41)	29%	(43)	15%	(23)	147
2016 Vote: Didn't Vote	26%	(109)	29%	(122)	17%	(70)	28%	(115)	417
Voted in 2014: Yes	26%	(352)	28%	(383)	28%	(372)	18%	(237)	1344
Voted in 2014: No	24%	(155)	30%	(196)	18%	(120)	27%	(178)	648
2012 Vote: Barack Obama	29%	(243)	30%	(251)	21%	(171)	19%	(161)	826
2012 Vote: Mitt Romney	19%	(104)	26%	(145)	37%	(206)	18%	(98)	553
2012 Vote: Other	20%	(16)	32%	(26)	31%	(25)	16%	(13)	81
2012 Vote: Didn't Vote	27%	(141)	29%	(155)	17%	(89)	27%	(141)	526

Continued on next page

Table CMS8: *Since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent is a company's environmental and sustainability policies and practices a reason you decide to purchase from it?*

Demographic	Major reason		Minor reason		Not a reason at all		Don't know / No opinion		Total N
Registered Voters	25%	(507)	29%	(579)	25%	(492)	21%	(414)	1992
4-Region: Northeast	22%	(79)	32%	(113)	25%	(87)	22%	(77)	355
4-Region: Midwest	24%	(109)	28%	(128)	27%	(124)	21%	(96)	458
4-Region: South	26%	(194)	29%	(218)	22%	(164)	23%	(168)	744
4-Region: West	29%	(125)	27%	(119)	27%	(118)	17%	(73)	435
Sports fan	28%	(363)	30%	(384)	26%	(336)	17%	(218)	1301
Traveled outside of U.S. in past year 1+ times	33%	(126)	33%	(125)	19%	(75)	15%	(59)	385
Frequent Flyer	33%	(76)	35%	(81)	20%	(47)	11%	(26)	230

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

Table CMS9: *And compared to before the COVID-19 pandemic (coronavirus), would you say that a company's environmental and sustainability policies are more important to you, less important to you or about the same when deciding whether or not to purchase a product?*

Demographic	More important		About the same		Less important		Don't know / No opinion		Total N
Registered Voters	25%	(497)	54%	(1076)	7%	(135)	14%	(285)	1992
Gender: Male	25%	(237)	54%	(506)	8%	(76)	12%	(114)	932
Gender: Female	25%	(260)	54%	(570)	6%	(58)	16%	(171)	1060
Age: 18-34	25%	(124)	51%	(256)	7%	(33)	17%	(87)	500
Age: 35-44	27%	(82)	48%	(144)	8%	(24)	18%	(53)	303
Age: 45-64	24%	(172)	56%	(403)	7%	(52)	14%	(99)	725
Age: 65+	26%	(120)	59%	(273)	6%	(26)	10%	(45)	463
GenZers: 1997-2012	27%	(56)	48%	(97)	5%	(10)	20%	(41)	205
Millennials: 1981-1996	24%	(106)	51%	(222)	8%	(37)	16%	(69)	434
GenXers: 1965-1980	26%	(128)	51%	(253)	7%	(37)	16%	(81)	498
Baby Boomers: 1946-1964	23%	(184)	60%	(472)	6%	(47)	11%	(87)	789
PID: Dem (no lean)	28%	(215)	53%	(406)	5%	(42)	14%	(109)	772
PID: Ind (no lean)	24%	(136)	52%	(290)	7%	(39)	17%	(93)	558
PID: Rep (no lean)	22%	(146)	57%	(380)	8%	(54)	13%	(83)	662
PID/Gender: Dem Men	34%	(100)	49%	(144)	4%	(13)	13%	(40)	297
PID/Gender: Dem Women	24%	(115)	55%	(261)	6%	(29)	15%	(69)	475
PID/Gender: Ind Men	21%	(62)	56%	(164)	9%	(25)	14%	(41)	292
PID/Gender: Ind Women	28%	(74)	47%	(126)	5%	(14)	19%	(52)	266
PID/Gender: Rep Men	22%	(75)	57%	(197)	11%	(38)	10%	(33)	343
PID/Gender: Rep Women	22%	(70)	57%	(183)	5%	(16)	16%	(50)	319
Ideo: Liberal (1-3)	31%	(183)	54%	(317)	6%	(35)	10%	(57)	593
Ideo: Moderate (4)	24%	(132)	54%	(294)	7%	(37)	15%	(82)	544
Ideo: Conservative (5-7)	23%	(169)	56%	(407)	8%	(62)	13%	(92)	729
Educ: < College	25%	(309)	53%	(660)	5%	(68)	17%	(215)	1253
Educ: Bachelors degree	24%	(115)	55%	(260)	10%	(48)	10%	(48)	471
Educ: Post-grad	27%	(73)	58%	(155)	7%	(19)	8%	(21)	268
Income: Under 50k	25%	(245)	51%	(492)	6%	(56)	18%	(180)	973
Income: 50k-100k	24%	(167)	59%	(405)	7%	(51)	10%	(68)	690
Income: 100k+	26%	(85)	54%	(179)	8%	(28)	11%	(37)	329
Ethnicity: White	23%	(364)	56%	(909)	7%	(117)	14%	(221)	1611
Ethnicity: Hispanic	30%	(59)	50%	(96)	5%	(9)	15%	(29)	193

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Table CMS9: *And compared to before the COVID-19 pandemic (coronavirus), would you say that a company's environmental and sustainability policies are more important to you, less important to you or about the same when deciding whether or not to purchase a product?*

Demographic	More important		About the same		Less important		Don't know / No opinion		Total N
Registered Voters	25%	(497)	54%	(1076)	7%	(135)	14%	(285)	1992
Ethnicity: Afr. Am.	38%	(96)	42%	(107)	4%	(11)	16%	(39)	253
Ethnicity: Other	29%	(38)	47%	(60)	5%	(7)	19%	(24)	128
All Christian	25%	(254)	56%	(575)	7%	(75)	12%	(120)	1025
All Non-Christian	29%	(29)	55%	(55)	5%	(5)	11%	(11)	100
Atheist	23%	(22)	65%	(62)	5%	(5)	6%	(6)	95
Agnostic/Nothing in particular	25%	(192)	50%	(383)	6%	(50)	19%	(147)	772
Religious Non-Protestant/Catholic	26%	(36)	55%	(76)	5%	(7)	14%	(20)	139
Evangelical	27%	(142)	52%	(279)	7%	(38)	14%	(75)	534
Non-Evangelical	24%	(182)	57%	(424)	8%	(56)	11%	(85)	748
Community: Urban	30%	(152)	46%	(233)	7%	(36)	17%	(84)	504
Community: Suburban	22%	(225)	59%	(594)	8%	(77)	12%	(117)	1014
Community: Rural	25%	(119)	53%	(249)	5%	(21)	18%	(84)	474
Employ: Private Sector	27%	(173)	54%	(342)	7%	(46)	11%	(70)	631
Employ: Government	24%	(24)	54%	(54)	11%	(11)	11%	(11)	100
Employ: Self-Employed	25%	(33)	55%	(75)	7%	(10)	13%	(18)	136
Employ: Homemaker	20%	(27)	53%	(69)	8%	(10)	19%	(25)	131
Employ: Retired	22%	(117)	60%	(311)	7%	(37)	11%	(57)	521
Employ: Unemployed	30%	(71)	49%	(114)	3%	(8)	17%	(41)	233
Employ: Other	22%	(27)	44%	(52)	4%	(4)	30%	(36)	119
Military HH: Yes	26%	(84)	53%	(172)	10%	(33)	11%	(35)	323
Military HH: No	25%	(413)	54%	(904)	6%	(102)	15%	(250)	1669
RD/WT: Right Direction	23%	(164)	54%	(383)	7%	(53)	15%	(104)	703
RD/WT: Wrong Track	26%	(333)	54%	(693)	6%	(82)	14%	(181)	1289
Trump Job Approve	23%	(199)	55%	(472)	9%	(74)	14%	(119)	865
Trump Job Disapprove	28%	(294)	55%	(585)	5%	(59)	12%	(132)	1070
Trump Job Strongly Approve	24%	(115)	54%	(264)	10%	(50)	12%	(60)	489
Trump Job Somewhat Approve	22%	(84)	55%	(208)	7%	(24)	16%	(59)	376
Trump Job Somewhat Disapprove	26%	(57)	48%	(106)	7%	(15)	19%	(42)	219
Trump Job Strongly Disapprove	28%	(237)	56%	(479)	5%	(44)	11%	(90)	850

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Table CMS9: *And compared to before the COVID-19 pandemic (coronavirus), would you say that a company's environmental and sustainability policies are more important to you, less important to you or about the same when deciding whether or not to purchase a product?*

Demographic	More important		About the same		Less important		Don't know / No opinion		Total N
Registered Voters	25%	(497)	54%	(1076)	7%	(135)	14%	(285)	1992
Favorable of Trump	24%	(203)	55%	(466)	8%	(71)	13%	(107)	848
Unfavorable of Trump	27%	(285)	55%	(590)	6%	(60)	12%	(131)	1067
Very Favorable of Trump	24%	(120)	54%	(264)	10%	(50)	12%	(60)	493
Somewhat Favorable of Trump	23%	(83)	57%	(203)	6%	(22)	13%	(47)	355
Somewhat Unfavorable of Trump	25%	(44)	52%	(91)	6%	(10)	18%	(31)	176
Very Unfavorable of Trump	27%	(241)	56%	(500)	6%	(50)	11%	(100)	891
#1 Issue: Economy	25%	(170)	51%	(347)	8%	(54)	15%	(104)	675
#1 Issue: Security	22%	(49)	55%	(123)	9%	(19)	14%	(31)	222
#1 Issue: Health Care	28%	(125)	55%	(240)	6%	(27)	11%	(47)	438
#1 Issue: Medicare / Social Security	25%	(76)	57%	(174)	4%	(13)	14%	(42)	305
#1 Issue: Women's Issues	18%	(16)	54%	(48)	6%	(5)	23%	(20)	89
#1 Issue: Education	23%	(24)	52%	(54)	5%	(5)	20%	(21)	103
#1 Issue: Energy	27%	(16)	63%	(36)	5%	(3)	5%	(3)	58
#1 Issue: Other	22%	(22)	53%	(54)	9%	(10)	16%	(16)	102
2018 House Vote: Democrat	28%	(214)	56%	(416)	6%	(42)	10%	(77)	750
2018 House Vote: Republican	23%	(159)	56%	(383)	10%	(65)	11%	(77)	683
2018 House Vote: Someone else	22%	(16)	58%	(42)	6%	(4)	14%	(10)	72
2016 Vote: Hillary Clinton	29%	(200)	52%	(352)	6%	(38)	13%	(90)	680
2016 Vote: Donald Trump	23%	(169)	57%	(426)	9%	(64)	11%	(85)	744
2016 Vote: Other	18%	(27)	64%	(94)	7%	(10)	11%	(17)	147
2016 Vote: Didn't Vote	24%	(100)	48%	(201)	5%	(23)	22%	(93)	417
Voted in 2014: Yes	26%	(351)	56%	(749)	7%	(97)	11%	(147)	1344
Voted in 2014: No	22%	(145)	50%	(327)	6%	(37)	21%	(138)	648
2012 Vote: Barack Obama	29%	(236)	54%	(443)	6%	(47)	12%	(100)	826
2012 Vote: Mitt Romney	21%	(114)	58%	(319)	10%	(55)	12%	(65)	553
2012 Vote: Other	22%	(18)	60%	(49)	8%	(6)	10%	(8)	81
2012 Vote: Didn't Vote	24%	(128)	49%	(260)	5%	(26)	21%	(112)	526

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Table CMS9: *And compared to before the COVID-19 pandemic (coronavirus), would you say that a company's environmental and sustainability policies are more important to you, less important to you or about the same when deciding whether or not to purchase a product?*

Demographic	More important		About the same		Less important		Don't know / No opinion		Total N
Registered Voters	25%	(497)	54%	(1076)	7%	(135)	14%	(285)	1992
4-Region: Northeast	25%	(90)	50%	(178)	8%	(29)	16%	(58)	355
4-Region: Midwest	21%	(97)	58%	(265)	6%	(28)	15%	(68)	458
4-Region: South	28%	(206)	51%	(380)	6%	(45)	15%	(112)	744
4-Region: West	24%	(103)	58%	(252)	8%	(33)	11%	(47)	435
Sports fan	27%	(351)	54%	(707)	7%	(95)	11%	(148)	1301
Traveled outside of U.S. in past year 1+ times	31%	(120)	52%	(200)	8%	(29)	9%	(36)	385
Frequent Flyer	31%	(71)	54%	(123)	7%	(17)	8%	(19)	230

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

Table CMS10_1: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel comfortable

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	40%	(797)	34%	(680)	26%	(515)	1992
Gender: Male	34%	(321)	38%	(359)	27%	(253)	932
Gender: Female	45%	(476)	30%	(321)	25%	(262)	1060
Age: 18-34	47%	(233)	30%	(149)	24%	(119)	500
Age: 35-44	48%	(144)	35%	(105)	18%	(53)	303
Age: 45-64	36%	(261)	36%	(263)	28%	(201)	725
Age: 65+	34%	(159)	35%	(162)	31%	(142)	463
GenZers: 1997-2012	47%	(96)	33%	(67)	21%	(42)	205
Millennials: 1981-1996	47%	(203)	30%	(130)	23%	(101)	434
GenXers: 1965-1980	40%	(199)	36%	(181)	24%	(117)	498
Baby Boomers: 1946-1964	35%	(279)	36%	(285)	29%	(225)	789
PID: Dem (no lean)	43%	(329)	35%	(267)	23%	(175)	772
PID: Ind (no lean)	38%	(210)	33%	(184)	29%	(164)	558
PID: Rep (no lean)	39%	(258)	35%	(229)	26%	(175)	662
PID/Gender: Dem Men	36%	(106)	44%	(130)	20%	(61)	297
PID/Gender: Dem Women	47%	(223)	29%	(137)	24%	(115)	475
PID/Gender: Ind Men	32%	(95)	37%	(107)	31%	(91)	292
PID/Gender: Ind Women	43%	(115)	29%	(77)	28%	(74)	266
PID/Gender: Rep Men	35%	(120)	35%	(121)	30%	(102)	343
PID/Gender: Rep Women	43%	(138)	34%	(107)	23%	(74)	319
Ideo: Liberal (1-3)	45%	(264)	36%	(213)	20%	(116)	593
Ideo: Moderate (4)	41%	(224)	32%	(172)	27%	(148)	544
Ideo: Conservative (5-7)	37%	(273)	34%	(250)	28%	(205)	729
Educ: < College	40%	(503)	31%	(393)	28%	(357)	1253
Educ: Bachelors degree	37%	(176)	41%	(192)	22%	(104)	471
Educ: Post-grad	44%	(118)	35%	(95)	21%	(55)	268
Income: Under 50k	38%	(366)	32%	(315)	30%	(292)	973
Income: 50k-100k	43%	(297)	35%	(241)	22%	(152)	690
Income: 100k+	41%	(134)	38%	(123)	22%	(71)	329
Ethnicity: White	39%	(628)	35%	(568)	26%	(415)	1611
Ethnicity: Hispanic	42%	(80)	32%	(61)	27%	(51)	193

Continued on next page

Table CMS10_1: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel comfortable

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	40%	(797)	34%	(680)	26%	(515)	1992
Ethnicity: Afr. Am.	46%	(116)	27%	(68)	27%	(69)	253
Ethnicity: Other	42%	(53)	34%	(44)	24%	(31)	128
All Christian	41%	(422)	35%	(359)	24%	(244)	1025
All Non-Christian	36%	(36)	39%	(38)	26%	(26)	100
Atheist	39%	(37)	37%	(35)	23%	(22)	95
Agnostic/Nothing in particular	39%	(302)	32%	(246)	29%	(224)	772
Religious Non-Protestant/Catholic	33%	(46)	43%	(60)	24%	(33)	139
Evangelical	41%	(217)	32%	(173)	27%	(144)	534
Non-Evangelical	42%	(315)	34%	(253)	24%	(180)	748
Community: Urban	42%	(214)	30%	(150)	28%	(140)	504
Community: Suburban	41%	(411)	36%	(361)	24%	(242)	1014
Community: Rural	36%	(172)	36%	(169)	28%	(133)	474
Employ: Private Sector	45%	(283)	31%	(193)	24%	(155)	631
Employ: Government	43%	(43)	31%	(31)	26%	(26)	100
Employ: Self-Employed	41%	(55)	40%	(55)	19%	(26)	136
Employ: Homemaker	46%	(60)	31%	(41)	23%	(30)	131
Employ: Retired	35%	(181)	36%	(187)	30%	(154)	521
Employ: Unemployed	37%	(86)	39%	(92)	24%	(56)	233
Employ: Other	31%	(37)	38%	(46)	31%	(37)	119
Military HH: Yes	34%	(111)	34%	(108)	32%	(104)	323
Military HH: No	41%	(686)	34%	(571)	25%	(411)	1669
RD/WT: Right Direction	40%	(283)	32%	(228)	27%	(192)	703
RD/WT: Wrong Track	40%	(514)	35%	(451)	25%	(323)	1289
Trump Job Approve	40%	(343)	34%	(290)	27%	(232)	865
Trump Job Disapprove	41%	(441)	34%	(368)	24%	(260)	1070
Trump Job Strongly Approve	44%	(214)	29%	(141)	28%	(135)	489
Trump Job Somewhat Approve	34%	(129)	40%	(149)	26%	(98)	376
Trump Job Somewhat Disapprove	38%	(83)	34%	(76)	28%	(61)	219
Trump Job Strongly Disapprove	42%	(358)	34%	(293)	23%	(200)	850

Continued on next page

Table CMS10_1: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel comfortable

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	40%	(797)	34%	(680)	26%	(515)	1992
Favorable of Trump	40%	(341)	34%	(285)	26%	(221)	848
Unfavorable of Trump	41%	(433)	35%	(373)	24%	(261)	1067
Very Favorable of Trump	44%	(218)	29%	(141)	27%	(133)	493
Somewhat Favorable of Trump	35%	(123)	40%	(144)	25%	(88)	355
Somewhat Unfavorable of Trump	36%	(64)	37%	(65)	27%	(47)	176
Very Unfavorable of Trump	41%	(369)	35%	(309)	24%	(213)	891
#1 Issue: Economy	42%	(281)	34%	(229)	24%	(165)	675
#1 Issue: Security	38%	(84)	36%	(80)	26%	(58)	222
#1 Issue: Health Care	38%	(166)	38%	(166)	24%	(106)	438
#1 Issue: Medicare / Social Security	42%	(129)	28%	(86)	29%	(90)	305
#1 Issue: Women's Issues	45%	(40)	34%	(30)	21%	(19)	89
#1 Issue: Education	38%	(39)	30%	(30)	33%	(34)	103
#1 Issue: Energy	42%	(24)	40%	(23)	18%	(10)	58
#1 Issue: Other	33%	(34)	34%	(34)	33%	(34)	102
2018 House Vote: Democrat	41%	(310)	35%	(265)	23%	(175)	750
2018 House Vote: Republican	40%	(272)	34%	(233)	26%	(178)	683
2018 House Vote: Someone else	30%	(22)	38%	(28)	31%	(22)	72
2016 Vote: Hillary Clinton	40%	(269)	38%	(256)	23%	(155)	680
2016 Vote: Donald Trump	39%	(293)	34%	(251)	27%	(200)	744
2016 Vote: Other	36%	(54)	34%	(50)	30%	(44)	147
2016 Vote: Didn't Vote	43%	(180)	29%	(121)	28%	(116)	417
Voted in 2014: Yes	40%	(536)	35%	(465)	26%	(343)	1344
Voted in 2014: No	40%	(261)	33%	(215)	27%	(172)	648
2012 Vote: Barack Obama	40%	(334)	36%	(294)	24%	(198)	826
2012 Vote: Mitt Romney	38%	(209)	34%	(188)	28%	(157)	553
2012 Vote: Other	35%	(28)	35%	(29)	30%	(24)	81
2012 Vote: Didn't Vote	43%	(225)	31%	(165)	26%	(137)	526

Continued on next page

Table CMS10_1: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel comfortable

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	40%	(797)	34%	(680)	26%	(515)	1992
4-Region: Northeast	42%	(149)	32%	(112)	27%	(94)	355
4-Region: Midwest	39%	(178)	34%	(157)	27%	(123)	458
4-Region: South	42%	(313)	34%	(253)	24%	(178)	744
4-Region: West	36%	(157)	36%	(158)	28%	(120)	435
Sports fan	42%	(541)	35%	(455)	23%	(304)	1301
Traveled outside of U.S. in past year 1+ times	46%	(176)	37%	(143)	17%	(67)	385
Frequent Flyer	45%	(104)	40%	(92)	15%	(35)	230

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

Table CMS10_2: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel nostalgic or reminds me of better times

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	19%	(377)	30%	(606)	51%	(1009)	1992
Gender: Male	19%	(180)	30%	(283)	50%	(469)	932
Gender: Female	19%	(197)	30%	(323)	51%	(540)	1060
Age: 18-34	26%	(130)	36%	(180)	38%	(191)	500
Age: 35-44	24%	(72)	37%	(113)	39%	(118)	303
Age: 45-64	16%	(115)	29%	(208)	56%	(403)	725
Age: 65+	13%	(60)	23%	(106)	64%	(297)	463
GenZers: 1997-2012	30%	(62)	36%	(73)	34%	(69)	205
Millennials: 1981-1996	24%	(104)	36%	(157)	40%	(172)	434
GenXers: 1965-1980	20%	(98)	35%	(173)	46%	(227)	498
Baby Boomers: 1946-1964	13%	(105)	24%	(192)	62%	(493)	789
PID: Dem (no lean)	18%	(143)	33%	(257)	48%	(372)	772
PID: Ind (no lean)	16%	(90)	28%	(155)	56%	(313)	558
PID: Rep (no lean)	22%	(144)	29%	(194)	49%	(324)	662
PID/Gender: Dem Men	22%	(64)	34%	(102)	44%	(131)	297
PID/Gender: Dem Women	17%	(79)	33%	(156)	51%	(240)	475
PID/Gender: Ind Men	15%	(45)	27%	(78)	58%	(168)	292
PID/Gender: Ind Women	17%	(45)	29%	(76)	54%	(144)	266
PID/Gender: Rep Men	21%	(71)	30%	(103)	49%	(170)	343
PID/Gender: Rep Women	23%	(73)	29%	(91)	49%	(155)	319
Ideo: Liberal (1-3)	20%	(121)	30%	(179)	49%	(293)	593
Ideo: Moderate (4)	19%	(104)	33%	(178)	48%	(262)	544
Ideo: Conservative (5-7)	18%	(135)	28%	(207)	53%	(388)	729
Educ: < College	20%	(256)	29%	(365)	50%	(633)	1253
Educ: Bachelors degree	16%	(74)	34%	(160)	50%	(238)	471
Educ: Post-grad	18%	(47)	31%	(82)	52%	(139)	268
Income: Under 50k	20%	(190)	28%	(268)	53%	(515)	973
Income: 50k-100k	18%	(126)	33%	(229)	48%	(335)	690
Income: 100k+	18%	(60)	33%	(109)	48%	(159)	329
Ethnicity: White	18%	(284)	30%	(481)	53%	(846)	1611
Ethnicity: Hispanic	20%	(38)	36%	(69)	44%	(86)	193

Continued on next page

Table CMS10_2: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel nostalgic or reminds me of better times

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	19%	(377)	30%	(606)	51%	(1009)	1992
Ethnicity: Afr. Am.	27%	(69)	32%	(81)	41%	(103)	253
Ethnicity: Other	19%	(24)	35%	(45)	46%	(60)	128
All Christian	19%	(191)	31%	(318)	50%	(516)	1025
All Non-Christian	21%	(21)	27%	(27)	52%	(52)	100
Atheist	17%	(16)	27%	(26)	56%	(53)	95
Agnostic/Nothing in particular	19%	(149)	31%	(236)	50%	(387)	772
Religious Non-Protestant/Catholic	20%	(28)	26%	(36)	53%	(74)	139
Evangelical	19%	(104)	32%	(169)	49%	(261)	534
Non-Evangelical	19%	(142)	32%	(237)	49%	(369)	748
Community: Urban	22%	(111)	31%	(156)	47%	(237)	504
Community: Suburban	18%	(182)	31%	(318)	51%	(514)	1014
Community: Rural	18%	(84)	28%	(132)	54%	(258)	474
Employ: Private Sector	22%	(137)	34%	(216)	44%	(277)	631
Employ: Government	13%	(13)	41%	(41)	46%	(46)	100
Employ: Self-Employed	19%	(25)	33%	(45)	48%	(65)	136
Employ: Homemaker	18%	(24)	28%	(37)	53%	(70)	131
Employ: Retired	14%	(71)	23%	(121)	63%	(329)	521
Employ: Unemployed	25%	(59)	26%	(61)	49%	(114)	233
Employ: Other	16%	(20)	31%	(37)	53%	(63)	119
Military HH: Yes	15%	(50)	27%	(87)	58%	(186)	323
Military HH: No	20%	(327)	31%	(519)	49%	(823)	1669
RD/WT: Right Direction	23%	(161)	29%	(206)	48%	(335)	703
RD/WT: Wrong Track	17%	(215)	31%	(400)	52%	(674)	1289
Trump Job Approve	21%	(178)	30%	(258)	50%	(428)	865
Trump Job Disapprove	17%	(182)	31%	(335)	52%	(552)	1070
Trump Job Strongly Approve	23%	(113)	28%	(135)	49%	(242)	489
Trump Job Somewhat Approve	17%	(65)	33%	(123)	50%	(187)	376
Trump Job Somewhat Disapprove	13%	(29)	38%	(83)	49%	(107)	219
Trump Job Strongly Disapprove	18%	(153)	30%	(252)	52%	(445)	850

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Table CMS10_2: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel nostalgic or reminds me of better times

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	19%	(377)	30%	(606)	51%	(1009)	1992
Favorable of Trump	21%	(179)	30%	(251)	49%	(419)	848
Unfavorable of Trump	17%	(184)	31%	(329)	52%	(554)	1067
Very Favorable of Trump	23%	(115)	28%	(138)	49%	(239)	493
Somewhat Favorable of Trump	18%	(63)	32%	(112)	51%	(179)	355
Somewhat Unfavorable of Trump	16%	(29)	29%	(51)	55%	(96)	176
Very Unfavorable of Trump	17%	(155)	31%	(278)	51%	(457)	891
#1 Issue: Economy	20%	(137)	32%	(217)	48%	(321)	675
#1 Issue: Security	21%	(48)	28%	(62)	50%	(112)	222
#1 Issue: Health Care	16%	(69)	31%	(136)	53%	(233)	438
#1 Issue: Medicare / Social Security	18%	(55)	26%	(79)	56%	(171)	305
#1 Issue: Women's Issues	25%	(22)	35%	(31)	40%	(35)	89
#1 Issue: Education	18%	(19)	34%	(35)	48%	(49)	103
#1 Issue: Energy	19%	(11)	38%	(22)	42%	(24)	58
#1 Issue: Other	14%	(15)	24%	(24)	62%	(63)	102
2018 House Vote: Democrat	18%	(134)	31%	(233)	51%	(383)	750
2018 House Vote: Republican	21%	(140)	27%	(185)	52%	(358)	683
2018 House Vote: Someone else	11%	(8)	32%	(23)	58%	(42)	72
2016 Vote: Hillary Clinton	18%	(121)	32%	(218)	50%	(341)	680
2016 Vote: Donald Trump	18%	(136)	28%	(205)	54%	(403)	744
2016 Vote: Other	14%	(20)	29%	(43)	57%	(84)	147
2016 Vote: Didn't Vote	24%	(99)	33%	(139)	43%	(180)	417
Voted in 2014: Yes	18%	(240)	29%	(387)	53%	(717)	1344
Voted in 2014: No	21%	(137)	34%	(219)	45%	(292)	648
2012 Vote: Barack Obama	17%	(144)	30%	(250)	52%	(432)	826
2012 Vote: Mitt Romney	17%	(94)	29%	(158)	54%	(301)	553
2012 Vote: Other	19%	(16)	26%	(21)	54%	(44)	81
2012 Vote: Didn't Vote	23%	(123)	33%	(176)	43%	(228)	526

Continued on next page

Table CMS10_2: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel nostalgic or reminds me of better times

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	19%	(377)	30%	(606)	51%	(1009)	1992
4-Region: Northeast	20%	(73)	32%	(114)	48%	(169)	355
4-Region: Midwest	17%	(80)	32%	(146)	51%	(232)	458
4-Region: South	23%	(168)	30%	(222)	48%	(353)	744
4-Region: West	13%	(57)	29%	(124)	58%	(254)	435
Sports fan	21%	(271)	32%	(416)	47%	(613)	1301
Traveled outside of U.S. in past year 1+ times	24%	(94)	34%	(131)	42%	(160)	385
Frequent Flyer	26%	(59)	35%	(80)	40%	(91)	230

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

Table CMS10_3: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is effective and works better than other options

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	43%	(854)	32%	(630)	26%	(508)	1992
Gender: Male	40%	(374)	33%	(312)	26%	(246)	932
Gender: Female	45%	(480)	30%	(318)	25%	(262)	1060
Age: 18-34	46%	(230)	32%	(162)	22%	(108)	500
Age: 35-44	43%	(129)	35%	(105)	23%	(69)	303
Age: 45-64	42%	(307)	29%	(213)	28%	(205)	725
Age: 65+	41%	(188)	32%	(149)	27%	(126)	463
GenZers: 1997-2012	41%	(83)	37%	(76)	22%	(45)	205
Millennials: 1981-1996	46%	(199)	32%	(137)	22%	(98)	434
GenXers: 1965-1980	43%	(212)	31%	(156)	26%	(129)	498
Baby Boomers: 1946-1964	42%	(335)	31%	(242)	27%	(212)	789
PID: Dem (no lean)	46%	(355)	30%	(231)	24%	(185)	772
PID: Ind (no lean)	42%	(233)	31%	(172)	28%	(154)	558
PID: Rep (no lean)	40%	(266)	34%	(227)	26%	(169)	662
PID/Gender: Dem Men	46%	(136)	33%	(97)	21%	(63)	297
PID/Gender: Dem Women	46%	(219)	28%	(134)	26%	(122)	475
PID/Gender: Ind Men	36%	(105)	33%	(96)	31%	(91)	292
PID/Gender: Ind Women	48%	(127)	29%	(76)	24%	(63)	266
PID/Gender: Rep Men	38%	(132)	35%	(119)	27%	(92)	343
PID/Gender: Rep Women	42%	(134)	34%	(107)	24%	(77)	319
Ideo: Liberal (1-3)	48%	(285)	31%	(187)	20%	(121)	593
Ideo: Moderate (4)	43%	(233)	33%	(178)	25%	(133)	544
Ideo: Conservative (5-7)	41%	(301)	32%	(230)	27%	(198)	729
Educ: < College	41%	(508)	31%	(389)	28%	(356)	1253
Educ: Bachelors degree	45%	(210)	33%	(155)	22%	(106)	471
Educ: Post-grad	51%	(136)	32%	(85)	17%	(46)	268
Income: Under 50k	38%	(365)	32%	(312)	30%	(296)	973
Income: 50k-100k	47%	(323)	31%	(217)	22%	(151)	690
Income: 100k+	51%	(166)	31%	(101)	19%	(62)	329
Ethnicity: White	42%	(678)	33%	(525)	25%	(408)	1611
Ethnicity: Hispanic	48%	(94)	30%	(57)	22%	(42)	193

Continued on next page

Table CMS10_3: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is effective and works better than other options

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	43%	(854)	32%	(630)	26%	(508)	1992
Ethnicity: Afr. Am.	46%	(115)	26%	(65)	29%	(72)	253
Ethnicity: Other	48%	(61)	31%	(39)	22%	(28)	128
All Christian	45%	(462)	31%	(318)	24%	(245)	1025
All Non-Christian	40%	(40)	36%	(36)	24%	(24)	100
Atheist	40%	(38)	30%	(29)	30%	(28)	95
Agnostic/Nothing in particular	41%	(314)	32%	(247)	27%	(211)	772
Religious Non-Protestant/Catholic	39%	(53)	34%	(48)	27%	(37)	139
Evangelical	42%	(224)	31%	(166)	27%	(144)	534
Non-Evangelical	45%	(338)	32%	(241)	22%	(168)	748
Community: Urban	47%	(239)	28%	(141)	25%	(125)	504
Community: Suburban	43%	(437)	31%	(315)	26%	(261)	1014
Community: Rural	38%	(178)	37%	(173)	26%	(122)	474
Employ: Private Sector	45%	(283)	35%	(219)	21%	(129)	631
Employ: Government	41%	(42)	32%	(32)	27%	(27)	100
Employ: Self-Employed	45%	(61)	32%	(43)	23%	(31)	136
Employ: Homemaker	48%	(63)	28%	(36)	24%	(32)	131
Employ: Retired	43%	(226)	27%	(143)	29%	(153)	521
Employ: Unemployed	38%	(88)	30%	(70)	32%	(75)	233
Employ: Other	33%	(40)	37%	(44)	30%	(36)	119
Military HH: Yes	43%	(140)	29%	(93)	28%	(90)	323
Military HH: No	43%	(714)	32%	(537)	25%	(418)	1669
RD/WT: Right Direction	40%	(282)	32%	(226)	28%	(196)	703
RD/WT: Wrong Track	44%	(573)	31%	(404)	24%	(313)	1289
Trump Job Approve	40%	(348)	33%	(285)	27%	(231)	865
Trump Job Disapprove	46%	(490)	31%	(330)	23%	(249)	1070
Trump Job Strongly Approve	43%	(210)	32%	(155)	25%	(125)	489
Trump Job Somewhat Approve	37%	(138)	35%	(131)	28%	(107)	376
Trump Job Somewhat Disapprove	37%	(82)	35%	(77)	28%	(61)	219
Trump Job Strongly Disapprove	48%	(409)	30%	(253)	22%	(188)	850

Continued on next page

Table CMS10_3: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Is effective and works better than other options*

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	43%	(854)	32%	(630)	26%	(508)	1992
Favorable of Trump	41%	(349)	33%	(278)	26%	(221)	848
Unfavorable of Trump	46%	(487)	31%	(332)	23%	(249)	1067
Very Favorable of Trump	44%	(215)	31%	(152)	26%	(126)	493
Somewhat Favorable of Trump	38%	(134)	36%	(126)	27%	(95)	355
Somewhat Unfavorable of Trump	36%	(64)	32%	(56)	32%	(56)	176
Very Unfavorable of Trump	47%	(423)	31%	(275)	22%	(193)	891
#1 Issue: Economy	46%	(312)	31%	(208)	23%	(154)	675
#1 Issue: Security	40%	(89)	30%	(67)	29%	(66)	222
#1 Issue: Health Care	45%	(197)	32%	(141)	23%	(100)	438
#1 Issue: Medicare / Social Security	37%	(112)	31%	(95)	32%	(98)	305
#1 Issue: Women's Issues	45%	(40)	35%	(31)	20%	(18)	89
#1 Issue: Education	34%	(35)	37%	(38)	29%	(30)	103
#1 Issue: Energy	42%	(24)	39%	(23)	18%	(11)	58
#1 Issue: Other	43%	(44)	26%	(27)	31%	(32)	102
2018 House Vote: Democrat	47%	(352)	31%	(234)	22%	(164)	750
2018 House Vote: Republican	41%	(280)	33%	(229)	26%	(175)	683
2018 House Vote: Someone else	39%	(28)	31%	(23)	30%	(22)	72
2016 Vote: Hillary Clinton	44%	(301)	32%	(216)	24%	(163)	680
2016 Vote: Donald Trump	42%	(311)	33%	(248)	25%	(185)	744
2016 Vote: Other	45%	(66)	32%	(48)	23%	(34)	147
2016 Vote: Didn't Vote	42%	(175)	28%	(118)	30%	(124)	417
Voted in 2014: Yes	44%	(588)	32%	(433)	24%	(323)	1344
Voted in 2014: No	41%	(267)	30%	(197)	28%	(185)	648
2012 Vote: Barack Obama	46%	(376)	31%	(253)	24%	(197)	826
2012 Vote: Mitt Romney	41%	(226)	33%	(182)	26%	(146)	553
2012 Vote: Other	48%	(39)	30%	(24)	23%	(18)	81
2012 Vote: Didn't Vote	40%	(213)	32%	(169)	27%	(144)	526

Continued on next page

Table CMS10_3: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is effective and works better than other options

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	43%	(854)	32%	(630)	26%	(508)	1992
4-Region: Northeast	46%	(163)	32%	(112)	23%	(80)	355
4-Region: Midwest	41%	(188)	34%	(156)	25%	(113)	458
4-Region: South	41%	(307)	31%	(231)	28%	(206)	744
4-Region: West	45%	(196)	30%	(129)	25%	(109)	435
Sports fan	44%	(577)	33%	(425)	23%	(299)	1301
Traveled outside of U.S. in past year 1+ times	48%	(183)	34%	(130)	19%	(72)	385
Frequent Flyer	48%	(110)	35%	(82)	17%	(39)	230

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

Table CMS10_4: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel stronger by giving me energy or support

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	28%	(561)	33%	(667)	38%	(764)	1992
Gender: Male	27%	(250)	34%	(316)	39%	(366)	932
Gender: Female	29%	(310)	33%	(351)	38%	(398)	1060
Age: 18-34	34%	(168)	34%	(171)	32%	(161)	500
Age: 35-44	34%	(104)	36%	(110)	29%	(88)	303
Age: 45-64	25%	(178)	34%	(244)	42%	(303)	725
Age: 65+	24%	(110)	30%	(141)	46%	(212)	463
GenZers: 1997-2012	28%	(58)	38%	(78)	34%	(69)	205
Millennials: 1981-1996	36%	(157)	33%	(145)	30%	(132)	434
GenXers: 1965-1980	31%	(153)	36%	(177)	34%	(168)	498
Baby Boomers: 1946-1964	23%	(180)	31%	(247)	46%	(362)	789
PID: Dem (no lean)	29%	(226)	34%	(259)	37%	(286)	772
PID: Ind (no lean)	26%	(146)	32%	(180)	42%	(232)	558
PID: Rep (no lean)	28%	(188)	34%	(228)	37%	(246)	662
PID/Gender: Dem Men	29%	(85)	34%	(101)	37%	(111)	297
PID/Gender: Dem Women	30%	(142)	33%	(158)	37%	(175)	475
PID/Gender: Ind Men	23%	(66)	33%	(98)	44%	(128)	292
PID/Gender: Ind Women	30%	(80)	31%	(82)	39%	(104)	266
PID/Gender: Rep Men	29%	(99)	34%	(118)	37%	(127)	343
PID/Gender: Rep Women	28%	(89)	35%	(110)	38%	(120)	319
Ideo: Liberal (1-3)	32%	(188)	32%	(191)	36%	(214)	593
Ideo: Moderate (4)	28%	(151)	37%	(201)	35%	(192)	544
Ideo: Conservative (5-7)	27%	(200)	32%	(236)	40%	(292)	729
Educ: < College	28%	(349)	32%	(395)	41%	(509)	1253
Educ: Bachelors degree	28%	(131)	38%	(177)	35%	(163)	471
Educ: Post-grad	30%	(80)	35%	(95)	35%	(93)	268
Income: Under 50k	27%	(260)	31%	(303)	42%	(409)	973
Income: 50k-100k	30%	(206)	34%	(235)	36%	(249)	690
Income: 100k+	29%	(95)	39%	(128)	32%	(106)	329
Ethnicity: White	26%	(422)	34%	(549)	40%	(640)	1611
Ethnicity: Hispanic	32%	(62)	33%	(64)	35%	(67)	193

Continued on next page

Table CMS10_4: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel stronger by giving me energy or support

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	28%	(561)	33%	(667)	38%	(764)	1992
Ethnicity: Afr. Am.	36%	(92)	28%	(72)	35%	(89)	253
Ethnicity: Other	36%	(46)	36%	(47)	27%	(35)	128
All Christian	28%	(285)	34%	(351)	38%	(388)	1025
All Non-Christian	30%	(30)	38%	(38)	31%	(31)	100
Atheist	26%	(25)	33%	(32)	40%	(38)	95
Agnostic/Nothing in particular	29%	(220)	32%	(246)	40%	(307)	772
Religious Non-Protestant/Catholic	27%	(38)	42%	(58)	31%	(43)	139
Evangelical	30%	(159)	33%	(177)	37%	(198)	534
Non-Evangelical	28%	(212)	34%	(251)	38%	(285)	748
Community: Urban	31%	(156)	32%	(161)	37%	(188)	504
Community: Suburban	28%	(288)	34%	(350)	37%	(376)	1014
Community: Rural	25%	(117)	33%	(157)	42%	(200)	474
Employ: Private Sector	32%	(205)	36%	(224)	32%	(202)	631
Employ: Government	28%	(28)	34%	(34)	39%	(39)	100
Employ: Self-Employed	29%	(39)	38%	(52)	33%	(45)	136
Employ: Homemaker	31%	(40)	29%	(38)	40%	(53)	131
Employ: Retired	23%	(120)	30%	(154)	47%	(248)	521
Employ: Unemployed	31%	(72)	33%	(77)	36%	(84)	233
Employ: Other	20%	(24)	37%	(45)	43%	(51)	119
Military HH: Yes	24%	(77)	31%	(100)	45%	(146)	323
Military HH: No	29%	(484)	34%	(567)	37%	(618)	1669
RD/WT: Right Direction	29%	(207)	35%	(248)	35%	(248)	703
RD/WT: Wrong Track	27%	(353)	33%	(419)	40%	(516)	1289
Trump Job Approve	27%	(238)	36%	(309)	37%	(318)	865
Trump Job Disapprove	29%	(307)	32%	(342)	39%	(420)	1070
Trump Job Strongly Approve	31%	(151)	32%	(156)	37%	(183)	489
Trump Job Somewhat Approve	23%	(87)	41%	(153)	36%	(135)	376
Trump Job Somewhat Disapprove	27%	(59)	37%	(82)	36%	(79)	219
Trump Job Strongly Disapprove	29%	(248)	31%	(260)	40%	(342)	850

Continued on next page

Table CMS10_4: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel stronger by giving me energy or support

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	28%	(561)	33%	(667)	38%	(764)	1992
Favorable of Trump	28%	(238)	35%	(298)	37%	(311)	848
Unfavorable of Trump	28%	(302)	33%	(349)	39%	(416)	1067
Very Favorable of Trump	31%	(155)	31%	(153)	38%	(185)	493
Somewhat Favorable of Trump	24%	(84)	41%	(146)	35%	(126)	355
Somewhat Unfavorable of Trump	23%	(41)	40%	(70)	37%	(65)	176
Very Unfavorable of Trump	29%	(261)	31%	(279)	39%	(351)	891
#1 Issue: Economy	29%	(196)	37%	(248)	34%	(231)	675
#1 Issue: Security	26%	(58)	32%	(71)	42%	(92)	222
#1 Issue: Health Care	26%	(115)	34%	(151)	39%	(173)	438
#1 Issue: Medicare / Social Security	28%	(86)	30%	(90)	42%	(129)	305
#1 Issue: Women's Issues	37%	(33)	36%	(32)	27%	(24)	89
#1 Issue: Education	27%	(27)	30%	(31)	44%	(45)	103
#1 Issue: Energy	36%	(21)	34%	(19)	31%	(18)	58
#1 Issue: Other	25%	(26)	24%	(25)	51%	(52)	102
2018 House Vote: Democrat	30%	(222)	33%	(250)	37%	(278)	750
2018 House Vote: Republican	26%	(180)	35%	(237)	39%	(267)	683
2018 House Vote: Someone else	31%	(22)	33%	(24)	36%	(26)	72
2016 Vote: Hillary Clinton	28%	(189)	34%	(231)	38%	(261)	680
2016 Vote: Donald Trump	26%	(195)	34%	(255)	39%	(294)	744
2016 Vote: Other	27%	(40)	34%	(50)	39%	(57)	147
2016 Vote: Didn't Vote	32%	(135)	31%	(130)	36%	(152)	417
Voted in 2014: Yes	27%	(369)	33%	(450)	39%	(525)	1344
Voted in 2014: No	30%	(191)	33%	(217)	37%	(240)	648
2012 Vote: Barack Obama	29%	(240)	33%	(276)	38%	(310)	826
2012 Vote: Mitt Romney	25%	(136)	33%	(185)	42%	(233)	553
2012 Vote: Other	23%	(19)	35%	(28)	42%	(34)	81
2012 Vote: Didn't Vote	31%	(165)	34%	(178)	35%	(183)	526

Continued on next page

Table CMS10_4: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel stronger by giving me energy or support

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	28%	(561)	33%	(667)	38%	(764)	1992
4-Region: Northeast	30%	(108)	33%	(118)	37%	(130)	355
4-Region: Midwest	24%	(109)	34%	(158)	42%	(191)	458
4-Region: South	32%	(235)	32%	(236)	37%	(273)	744
4-Region: West	25%	(109)	36%	(155)	39%	(171)	435
Sports fan	29%	(378)	36%	(467)	35%	(456)	1301
Traveled outside of U.S. in past year 1+ times	32%	(125)	37%	(144)	30%	(116)	385
Frequent Flyer	36%	(83)	36%	(84)	28%	(64)	230

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

Table CMS10_5: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel in control of my surroundings

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(610)	33%	(660)	36%	(723)	1992
Gender: Male	27%	(253)	35%	(330)	37%	(349)	932
Gender: Female	34%	(357)	31%	(330)	35%	(373)	1060
Age: 18-34	35%	(173)	34%	(171)	31%	(156)	500
Age: 35-44	35%	(104)	37%	(113)	28%	(85)	303
Age: 45-64	29%	(209)	33%	(236)	39%	(280)	725
Age: 65+	27%	(123)	30%	(139)	43%	(201)	463
GenZers: 1997-2012	32%	(66)	38%	(77)	30%	(61)	205
Millennials: 1981-1996	37%	(161)	33%	(145)	30%	(128)	434
GenXers: 1965-1980	31%	(154)	35%	(172)	34%	(172)	498
Baby Boomers: 1946-1964	27%	(216)	31%	(247)	41%	(327)	789
PID: Dem (no lean)	33%	(258)	34%	(261)	33%	(253)	772
PID: Ind (no lean)	26%	(143)	34%	(189)	41%	(226)	558
PID: Rep (no lean)	32%	(209)	32%	(209)	37%	(244)	662
PID/Gender: Dem Men	31%	(93)	40%	(119)	29%	(86)	297
PID/Gender: Dem Women	35%	(165)	30%	(143)	35%	(167)	475
PID/Gender: Ind Men	22%	(64)	33%	(97)	45%	(131)	292
PID/Gender: Ind Women	29%	(78)	35%	(92)	36%	(95)	266
PID/Gender: Rep Men	28%	(96)	33%	(115)	39%	(133)	343
PID/Gender: Rep Women	36%	(113)	30%	(95)	35%	(111)	319
Ideo: Liberal (1-3)	35%	(207)	34%	(199)	32%	(187)	593
Ideo: Moderate (4)	30%	(165)	37%	(202)	33%	(177)	544
Ideo: Conservative (5-7)	29%	(213)	29%	(214)	41%	(301)	729
Educ: < College	31%	(393)	31%	(386)	38%	(475)	1253
Educ: Bachelors degree	30%	(139)	37%	(175)	33%	(157)	471
Educ: Post-grad	29%	(78)	37%	(99)	34%	(91)	268
Income: Under 50k	30%	(289)	29%	(287)	41%	(397)	973
Income: 50k-100k	33%	(231)	34%	(236)	32%	(223)	690
Income: 100k+	27%	(90)	42%	(137)	31%	(102)	329
Ethnicity: White	30%	(485)	33%	(526)	37%	(600)	1611
Ethnicity: Hispanic	32%	(62)	37%	(71)	31%	(60)	193

Continued on next page

Table CMS10_5: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel in control of my surroundings

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(610)	33%	(660)	36%	(723)	1992
Ethnicity: Afr. Am.	34%	(86)	34%	(86)	32%	(80)	253
Ethnicity: Other	30%	(38)	38%	(48)	33%	(42)	128
All Christian	32%	(326)	33%	(333)	36%	(365)	1025
All Non-Christian	38%	(38)	28%	(28)	34%	(34)	100
Atheist	29%	(28)	31%	(30)	40%	(38)	95
Agnostic/Nothing in particular	28%	(218)	35%	(269)	37%	(286)	772
Religious Non-Protestant/Catholic	35%	(48)	30%	(42)	35%	(49)	139
Evangelical	34%	(180)	30%	(162)	36%	(192)	534
Non-Evangelical	31%	(230)	34%	(256)	35%	(262)	748
Community: Urban	29%	(145)	37%	(187)	34%	(173)	504
Community: Suburban	32%	(323)	31%	(313)	37%	(377)	1014
Community: Rural	30%	(142)	34%	(160)	36%	(172)	474
Employ: Private Sector	32%	(204)	38%	(242)	29%	(185)	631
Employ: Government	32%	(33)	34%	(34)	34%	(34)	100
Employ: Self-Employed	31%	(42)	33%	(45)	36%	(48)	136
Employ: Homemaker	39%	(50)	21%	(28)	40%	(53)	131
Employ: Retired	28%	(145)	28%	(145)	44%	(231)	521
Employ: Unemployed	30%	(71)	35%	(82)	34%	(80)	233
Employ: Other	21%	(25)	39%	(46)	40%	(48)	119
Military HH: Yes	28%	(89)	33%	(107)	39%	(127)	323
Military HH: No	31%	(520)	33%	(553)	36%	(595)	1669
RD/WT: Right Direction	32%	(226)	30%	(211)	38%	(266)	703
RD/WT: Wrong Track	30%	(384)	35%	(449)	35%	(456)	1289
Trump Job Approve	31%	(268)	31%	(271)	38%	(326)	865
Trump Job Disapprove	31%	(328)	35%	(377)	34%	(365)	1070
Trump Job Strongly Approve	35%	(172)	27%	(133)	38%	(185)	489
Trump Job Somewhat Approve	26%	(96)	37%	(138)	38%	(142)	376
Trump Job Somewhat Disapprove	25%	(55)	45%	(98)	30%	(66)	219
Trump Job Strongly Disapprove	32%	(273)	33%	(279)	35%	(299)	850

Continued on next page

Table CMS10_5: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel in control of my surroundings*

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(610)	33%	(660)	36%	(723)	1992
Favorable of Trump	32%	(269)	31%	(266)	37%	(313)	848
Unfavorable of Trump	30%	(323)	35%	(373)	35%	(371)	1067
Very Favorable of Trump	36%	(179)	28%	(136)	36%	(178)	493
Somewhat Favorable of Trump	26%	(91)	37%	(130)	38%	(135)	355
Somewhat Unfavorable of Trump	22%	(40)	42%	(73)	36%	(63)	176
Very Unfavorable of Trump	32%	(283)	34%	(300)	35%	(308)	891
#1 Issue: Economy	32%	(218)	35%	(237)	33%	(220)	675
#1 Issue: Security	30%	(66)	27%	(61)	43%	(96)	222
#1 Issue: Health Care	29%	(129)	35%	(152)	36%	(157)	438
#1 Issue: Medicare / Social Security	29%	(90)	34%	(103)	37%	(112)	305
#1 Issue: Women's Issues	35%	(31)	35%	(31)	31%	(27)	89
#1 Issue: Education	27%	(28)	34%	(35)	39%	(40)	103
#1 Issue: Energy	39%	(23)	32%	(18)	29%	(17)	58
#1 Issue: Other	25%	(26)	21%	(22)	53%	(55)	102
2018 House Vote: Democrat	31%	(234)	35%	(260)	34%	(257)	750
2018 House Vote: Republican	31%	(209)	32%	(219)	37%	(255)	683
2018 House Vote: Someone else	26%	(19)	36%	(26)	38%	(27)	72
2016 Vote: Hillary Clinton	31%	(211)	36%	(244)	33%	(225)	680
2016 Vote: Donald Trump	31%	(229)	31%	(234)	38%	(281)	744
2016 Vote: Other	25%	(37)	36%	(52)	39%	(58)	147
2016 Vote: Didn't Vote	31%	(131)	31%	(129)	38%	(158)	417
Voted in 2014: Yes	30%	(409)	34%	(454)	36%	(480)	1344
Voted in 2014: No	31%	(200)	32%	(206)	37%	(242)	648
2012 Vote: Barack Obama	31%	(256)	34%	(283)	35%	(287)	826
2012 Vote: Mitt Romney	29%	(162)	32%	(175)	39%	(216)	553
2012 Vote: Other	24%	(20)	34%	(28)	41%	(34)	81
2012 Vote: Didn't Vote	32%	(171)	33%	(173)	35%	(182)	526

Continued on next page

Table CMS10_5: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel in control of my surroundings

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(610)	33%	(660)	36%	(723)	1992
4-Region: Northeast	35%	(125)	32%	(114)	33%	(116)	355
4-Region: Midwest	29%	(132)	35%	(159)	36%	(166)	458
4-Region: South	31%	(234)	33%	(247)	35%	(263)	744
4-Region: West	27%	(118)	32%	(140)	41%	(177)	435
Sports fan	32%	(416)	35%	(454)	33%	(430)	1301
Traveled outside of U.S. in past year 1+ times	31%	(121)	40%	(153)	29%	(111)	385
Frequent Flyer	29%	(68)	43%	(100)	27%	(63)	230

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

Table CMS10_6: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Contributes to my physical or mental health and wellbeing

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	48%	(950)	32%	(628)	21%	(414)	1992
Gender: Male	42%	(392)	36%	(332)	22%	(208)	932
Gender: Female	53%	(558)	28%	(296)	19%	(206)	1060
Age: 18-34	49%	(245)	34%	(169)	17%	(86)	500
Age: 35-44	53%	(162)	30%	(89)	17%	(52)	303
Age: 45-64	45%	(328)	31%	(226)	24%	(172)	725
Age: 65+	47%	(217)	31%	(143)	22%	(104)	463
GenZers: 1997-2012	48%	(98)	35%	(72)	17%	(35)	205
Millennials: 1981-1996	51%	(222)	31%	(136)	18%	(77)	434
GenXers: 1965-1980	47%	(234)	32%	(158)	21%	(105)	498
Baby Boomers: 1946-1964	47%	(369)	31%	(244)	22%	(176)	789
PID: Dem (no lean)	51%	(396)	31%	(238)	18%	(138)	772
PID: Ind (no lean)	44%	(245)	32%	(179)	24%	(134)	558
PID: Rep (no lean)	47%	(310)	32%	(211)	21%	(141)	662
PID/Gender: Dem Men	49%	(144)	36%	(108)	15%	(45)	297
PID/Gender: Dem Women	53%	(251)	27%	(130)	20%	(93)	475
PID/Gender: Ind Men	36%	(106)	36%	(105)	28%	(80)	292
PID/Gender: Ind Women	52%	(139)	28%	(73)	20%	(54)	266
PID/Gender: Rep Men	41%	(142)	35%	(119)	24%	(83)	343
PID/Gender: Rep Women	53%	(168)	29%	(92)	18%	(59)	319
Ideo: Liberal (1-3)	54%	(321)	31%	(186)	14%	(86)	593
Ideo: Moderate (4)	47%	(255)	32%	(176)	21%	(113)	544
Ideo: Conservative (5-7)	45%	(329)	31%	(229)	23%	(171)	729
Educ: < College	47%	(589)	30%	(379)	23%	(285)	1253
Educ: Bachelors degree	48%	(227)	33%	(154)	19%	(90)	471
Educ: Post-grad	50%	(135)	35%	(94)	14%	(39)	268
Income: Under 50k	46%	(447)	30%	(288)	24%	(238)	973
Income: 50k-100k	48%	(334)	33%	(229)	18%	(127)	690
Income: 100k+	51%	(169)	34%	(110)	15%	(49)	329
Ethnicity: White	47%	(753)	32%	(520)	21%	(337)	1611
Ethnicity: Hispanic	48%	(93)	34%	(65)	18%	(35)	193

Continued on next page

Table CMS10_6: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Contributes to my physical or mental health and wellbeing

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	48%	(950)	32%	(628)	21%	(414)	1992
Ethnicity: Afr. Am.	54%	(136)	25%	(64)	21%	(52)	253
Ethnicity: Other	47%	(61)	34%	(43)	19%	(24)	128
All Christian	49%	(500)	33%	(335)	19%	(190)	1025
All Non-Christian	50%	(50)	30%	(30)	20%	(20)	100
Atheist	43%	(40)	32%	(31)	25%	(24)	95
Agnostic/Nothing in particular	47%	(360)	30%	(233)	23%	(180)	772
Religious Non-Protestant/Catholic	48%	(66)	35%	(49)	17%	(24)	139
Evangelical	48%	(259)	31%	(166)	20%	(109)	534
Non-Evangelical	49%	(366)	32%	(238)	19%	(144)	748
Community: Urban	50%	(254)	28%	(142)	22%	(109)	504
Community: Suburban	49%	(494)	32%	(328)	19%	(192)	1014
Community: Rural	43%	(203)	33%	(158)	24%	(113)	474
Employ: Private Sector	51%	(322)	32%	(201)	17%	(108)	631
Employ: Government	41%	(41)	38%	(38)	21%	(21)	100
Employ: Self-Employed	46%	(62)	34%	(46)	20%	(27)	136
Employ: Homemaker	52%	(68)	26%	(34)	22%	(29)	131
Employ: Retired	46%	(240)	30%	(154)	24%	(127)	521
Employ: Unemployed	43%	(101)	36%	(84)	21%	(49)	233
Employ: Other	48%	(58)	25%	(30)	27%	(32)	119
Military HH: Yes	47%	(151)	31%	(100)	22%	(72)	323
Military HH: No	48%	(800)	32%	(527)	20%	(342)	1669
RD/WT: Right Direction	48%	(337)	29%	(203)	23%	(163)	703
RD/WT: Wrong Track	48%	(614)	33%	(425)	19%	(250)	1289
Trump Job Approve	46%	(402)	30%	(262)	23%	(201)	865
Trump Job Disapprove	50%	(533)	32%	(347)	18%	(190)	1070
Trump Job Strongly Approve	49%	(240)	27%	(134)	23%	(115)	489
Trump Job Somewhat Approve	43%	(161)	34%	(128)	23%	(86)	376
Trump Job Somewhat Disapprove	46%	(101)	38%	(83)	16%	(35)	219
Trump Job Strongly Disapprove	51%	(432)	31%	(264)	18%	(155)	850

Continued on next page

Table CMS10_6: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Contributes to my physical or mental health and wellbeing

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	48%	(950)	32%	(628)	21%	(414)	1992
Favorable of Trump	47%	(401)	30%	(258)	22%	(189)	848
Unfavorable of Trump	49%	(528)	33%	(347)	18%	(192)	1067
Very Favorable of Trump	49%	(243)	28%	(140)	22%	(110)	493
Somewhat Favorable of Trump	44%	(158)	33%	(118)	22%	(79)	355
Somewhat Unfavorable of Trump	47%	(84)	35%	(62)	17%	(31)	176
Very Unfavorable of Trump	50%	(444)	32%	(285)	18%	(162)	891
#1 Issue: Economy	51%	(343)	31%	(207)	19%	(125)	675
#1 Issue: Security	42%	(93)	32%	(72)	26%	(57)	222
#1 Issue: Health Care	45%	(199)	35%	(152)	20%	(87)	438
#1 Issue: Medicare / Social Security	49%	(150)	29%	(89)	22%	(67)	305
#1 Issue: Women's Issues	56%	(50)	30%	(26)	14%	(13)	89
#1 Issue: Education	46%	(47)	33%	(34)	21%	(21)	103
#1 Issue: Energy	44%	(25)	37%	(21)	20%	(11)	58
#1 Issue: Other	43%	(44)	25%	(26)	32%	(32)	102
2018 House Vote: Democrat	51%	(382)	32%	(241)	17%	(127)	750
2018 House Vote: Republican	47%	(322)	31%	(212)	22%	(149)	683
2018 House Vote: Someone else	40%	(29)	37%	(27)	22%	(16)	72
2016 Vote: Hillary Clinton	50%	(338)	32%	(220)	18%	(122)	680
2016 Vote: Donald Trump	48%	(357)	30%	(226)	22%	(162)	744
2016 Vote: Other	47%	(69)	32%	(47)	21%	(32)	147
2016 Vote: Didn't Vote	45%	(186)	32%	(134)	23%	(97)	417
Voted in 2014: Yes	49%	(654)	31%	(413)	21%	(276)	1344
Voted in 2014: No	46%	(296)	33%	(214)	21%	(138)	648
2012 Vote: Barack Obama	49%	(404)	32%	(265)	19%	(157)	826
2012 Vote: Mitt Romney	46%	(257)	31%	(171)	23%	(126)	553
2012 Vote: Other	45%	(37)	28%	(23)	27%	(22)	81
2012 Vote: Didn't Vote	47%	(249)	32%	(169)	21%	(109)	526

Continued on next page

Table CMS10_6: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Contributes to my physical or mental health and wellbeing

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	48%	(950)	32%	(628)	21%	(414)	1992
4-Region: Northeast	49%	(173)	31%	(111)	20%	(72)	355
4-Region: Midwest	45%	(207)	34%	(157)	21%	(94)	458
4-Region: South	50%	(374)	29%	(217)	21%	(153)	744
4-Region: West	45%	(196)	33%	(143)	22%	(96)	435
Sports fan	49%	(640)	33%	(425)	18%	(235)	1301
Traveled outside of U.S. in past year 1+ times	54%	(208)	32%	(124)	14%	(52)	385
Frequent Flyer	55%	(127)	32%	(74)	13%	(30)	230

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

Table CMS10_7: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Is new, interesting or exciting

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	20%	(399)	33%	(656)	47%	(937)	1992
Gender: Male	21%	(192)	33%	(306)	47%	(435)	932
Gender: Female	20%	(208)	33%	(350)	47%	(502)	1060
Age: 18-34	31%	(153)	37%	(186)	32%	(162)	500
Age: 35-44	25%	(76)	37%	(112)	38%	(115)	303
Age: 45-64	17%	(120)	32%	(231)	52%	(375)	725
Age: 65+	11%	(51)	28%	(128)	61%	(285)	463
GenZers: 1997-2012	38%	(77)	32%	(65)	30%	(62)	205
Millennials: 1981-1996	27%	(117)	39%	(170)	34%	(147)	434
GenXers: 1965-1980	20%	(101)	35%	(173)	45%	(223)	498
Baby Boomers: 1946-1964	12%	(97)	29%	(230)	59%	(462)	789
PID: Dem (no lean)	21%	(160)	34%	(264)	45%	(348)	772
PID: Ind (no lean)	18%	(101)	32%	(178)	50%	(279)	558
PID: Rep (no lean)	21%	(138)	32%	(214)	47%	(310)	662
PID/Gender: Dem Men	23%	(67)	36%	(107)	41%	(123)	297
PID/Gender: Dem Women	20%	(93)	33%	(157)	47%	(225)	475
PID/Gender: Ind Men	18%	(51)	30%	(89)	52%	(152)	292
PID/Gender: Ind Women	19%	(50)	33%	(89)	48%	(127)	266
PID/Gender: Rep Men	21%	(73)	32%	(110)	47%	(160)	343
PID/Gender: Rep Women	20%	(65)	33%	(104)	47%	(150)	319
Ideo: Liberal (1-3)	23%	(139)	36%	(215)	40%	(240)	593
Ideo: Moderate (4)	19%	(106)	35%	(189)	46%	(250)	544
Ideo: Conservative (5-7)	19%	(136)	30%	(220)	51%	(373)	729
Educ: < College	20%	(253)	30%	(378)	50%	(621)	1253
Educ: Bachelors degree	20%	(92)	38%	(178)	43%	(201)	471
Educ: Post-grad	20%	(54)	37%	(100)	43%	(114)	268
Income: Under 50k	18%	(179)	30%	(290)	52%	(504)	973
Income: 50k-100k	22%	(149)	35%	(243)	43%	(299)	690
Income: 100k+	22%	(72)	38%	(124)	41%	(134)	329
Ethnicity: White	19%	(299)	33%	(539)	48%	(773)	1611
Ethnicity: Hispanic	26%	(51)	37%	(72)	36%	(70)	193

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Table CMS10_7: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is new, interesting or exciting

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	20%	(399)	33%	(656)	47%	(937)	1992
Ethnicity: Afr. Am.	29%	(72)	29%	(74)	42%	(106)	253
Ethnicity: Other	22%	(28)	34%	(43)	45%	(57)	128
All Christian	19%	(196)	31%	(323)	49%	(506)	1025
All Non-Christian	27%	(27)	33%	(32)	40%	(40)	100
Atheist	19%	(18)	39%	(37)	43%	(41)	95
Agnostic/Nothing in particular	21%	(158)	34%	(264)	45%	(350)	772
Religious Non-Protestant/Catholic	23%	(32)	33%	(45)	44%	(61)	139
Evangelical	22%	(117)	32%	(169)	46%	(248)	534
Non-Evangelical	19%	(145)	32%	(238)	49%	(364)	748
Community: Urban	23%	(115)	33%	(168)	44%	(222)	504
Community: Suburban	20%	(207)	33%	(335)	47%	(472)	1014
Community: Rural	17%	(78)	32%	(153)	51%	(242)	474
Employ: Private Sector	24%	(151)	37%	(232)	39%	(248)	631
Employ: Government	17%	(17)	38%	(38)	45%	(45)	100
Employ: Self-Employed	21%	(28)	35%	(48)	44%	(60)	136
Employ: Homemaker	21%	(28)	33%	(43)	46%	(60)	131
Employ: Retired	14%	(72)	26%	(134)	60%	(315)	521
Employ: Unemployed	23%	(53)	30%	(71)	47%	(110)	233
Employ: Other	10%	(12)	39%	(47)	51%	(60)	119
Military HH: Yes	19%	(62)	25%	(82)	55%	(179)	323
Military HH: No	20%	(337)	34%	(574)	45%	(758)	1669
RD/WT: Right Direction	23%	(162)	31%	(218)	46%	(323)	703
RD/WT: Wrong Track	18%	(237)	34%	(438)	48%	(614)	1289
Trump Job Approve	20%	(175)	31%	(271)	48%	(419)	865
Trump Job Disapprove	20%	(209)	35%	(371)	46%	(489)	1070
Trump Job Strongly Approve	24%	(120)	28%	(138)	47%	(231)	489
Trump Job Somewhat Approve	15%	(55)	35%	(133)	50%	(187)	376
Trump Job Somewhat Disapprove	17%	(37)	37%	(82)	46%	(100)	219
Trump Job Strongly Disapprove	20%	(172)	34%	(290)	46%	(389)	850

Continued on next page

Table CMS10_7: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is new, interesting or exciting

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	20%	(399)	33%	(656)	47%	(937)	1992
Favorable of Trump	21%	(176)	31%	(264)	48%	(408)	848
Unfavorable of Trump	20%	(210)	34%	(367)	46%	(491)	1067
Very Favorable of Trump	24%	(117)	30%	(147)	47%	(229)	493
Somewhat Favorable of Trump	17%	(59)	33%	(117)	50%	(179)	355
Somewhat Unfavorable of Trump	19%	(34)	34%	(60)	47%	(82)	176
Very Unfavorable of Trump	20%	(175)	34%	(307)	46%	(409)	891
#1 Issue: Economy	23%	(156)	33%	(225)	44%	(294)	675
#1 Issue: Security	18%	(40)	37%	(82)	45%	(100)	222
#1 Issue: Health Care	18%	(78)	33%	(145)	49%	(216)	438
#1 Issue: Medicare / Social Security	15%	(45)	28%	(86)	57%	(175)	305
#1 Issue: Women's Issues	30%	(27)	39%	(34)	31%	(28)	89
#1 Issue: Education	23%	(23)	33%	(34)	44%	(45)	103
#1 Issue: Energy	26%	(15)	39%	(22)	36%	(21)	58
#1 Issue: Other	15%	(16)	28%	(29)	57%	(58)	102
2018 House Vote: Democrat	19%	(141)	34%	(258)	47%	(351)	750
2018 House Vote: Republican	18%	(125)	32%	(220)	50%	(339)	683
2018 House Vote: Someone else	18%	(13)	33%	(24)	48%	(35)	72
2016 Vote: Hillary Clinton	18%	(122)	35%	(242)	47%	(317)	680
2016 Vote: Donald Trump	18%	(137)	30%	(224)	52%	(384)	744
2016 Vote: Other	13%	(20)	41%	(60)	46%	(68)	147
2016 Vote: Didn't Vote	29%	(120)	31%	(130)	40%	(167)	417
Voted in 2014: Yes	18%	(238)	33%	(446)	49%	(659)	1344
Voted in 2014: No	25%	(161)	32%	(210)	43%	(277)	648
2012 Vote: Barack Obama	17%	(144)	34%	(282)	48%	(400)	826
2012 Vote: Mitt Romney	17%	(93)	31%	(174)	52%	(287)	553
2012 Vote: Other	18%	(14)	38%	(31)	44%	(36)	81
2012 Vote: Didn't Vote	28%	(148)	32%	(170)	40%	(209)	526

Continued on next page

Table CMS10_7: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is new, interesting or exciting

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	20%	(399)	33%	(656)	47%	(937)	1992
4-Region: Northeast	22%	(79)	35%	(123)	43%	(154)	355
4-Region: Midwest	18%	(82)	29%	(135)	53%	(241)	458
4-Region: South	23%	(172)	33%	(245)	44%	(327)	744
4-Region: West	15%	(66)	35%	(154)	49%	(215)	435
Sports fan	21%	(277)	35%	(449)	44%	(574)	1301
Traveled outside of U.S. in past year 1+ times	29%	(113)	36%	(140)	34%	(132)	385
Frequent Flyer	28%	(65)	38%	(88)	34%	(77)	230

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

Table CMS10_8: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is available or convenient

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	48%	(963)	33%	(664)	18%	(364)	1992
Gender: Male	41%	(387)	38%	(352)	21%	(193)	932
Gender: Female	54%	(577)	29%	(312)	16%	(171)	1060
Age: 18-34	49%	(246)	32%	(159)	19%	(95)	500
Age: 35-44	54%	(164)	31%	(95)	14%	(43)	303
Age: 45-64	48%	(347)	33%	(242)	19%	(136)	725
Age: 65+	44%	(206)	36%	(168)	19%	(90)	463
GenZers: 1997-2012	49%	(101)	35%	(71)	16%	(33)	205
Millennials: 1981-1996	50%	(219)	30%	(130)	20%	(85)	434
GenXers: 1965-1980	49%	(245)	35%	(173)	16%	(79)	498
Baby Boomers: 1946-1964	47%	(374)	34%	(270)	18%	(145)	789
PID: Dem (no lean)	53%	(406)	32%	(250)	15%	(116)	772
PID: Ind (no lean)	45%	(249)	34%	(191)	21%	(117)	558
PID: Rep (no lean)	47%	(308)	34%	(224)	20%	(131)	662
PID/Gender: Dem Men	46%	(137)	40%	(119)	14%	(41)	297
PID/Gender: Dem Women	57%	(268)	28%	(131)	16%	(76)	475
PID/Gender: Ind Men	38%	(110)	37%	(109)	25%	(72)	292
PID/Gender: Ind Women	52%	(139)	31%	(82)	17%	(45)	266
PID/Gender: Rep Men	41%	(139)	36%	(124)	23%	(80)	343
PID/Gender: Rep Women	53%	(169)	31%	(100)	16%	(50)	319
Ideo: Liberal (1-3)	55%	(326)	33%	(194)	12%	(72)	593
Ideo: Moderate (4)	47%	(255)	34%	(182)	20%	(107)	544
Ideo: Conservative (5-7)	46%	(339)	33%	(244)	20%	(146)	729
Educ: < College	48%	(601)	31%	(387)	21%	(265)	1253
Educ: Bachelors degree	47%	(221)	40%	(188)	13%	(62)	471
Educ: Post-grad	53%	(141)	33%	(89)	14%	(38)	268
Income: Under 50k	47%	(455)	31%	(299)	23%	(220)	973
Income: 50k-100k	49%	(339)	36%	(251)	15%	(100)	690
Income: 100k+	52%	(169)	35%	(115)	13%	(44)	329
Ethnicity: White	48%	(780)	34%	(547)	18%	(284)	1611
Ethnicity: Hispanic	50%	(97)	30%	(59)	20%	(38)	193

Continued on next page

Table CMS10_8: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is available or convenient

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	48%	(963)	33%	(664)	18%	(364)	1992
Ethnicity: Afr. Am.	51%	(129)	27%	(68)	22%	(56)	253
Ethnicity: Other	42%	(54)	39%	(50)	19%	(25)	128
All Christian	48%	(496)	34%	(350)	17%	(178)	1025
All Non-Christian	53%	(53)	28%	(28)	19%	(19)	100
Atheist	51%	(49)	37%	(35)	12%	(12)	95
Agnostic/Nothing in particular	47%	(366)	33%	(251)	20%	(156)	772
Religious Non-Protestant/Catholic	50%	(69)	31%	(43)	19%	(26)	139
Evangelical	48%	(259)	32%	(173)	19%	(102)	534
Non-Evangelical	49%	(364)	34%	(254)	17%	(130)	748
Community: Urban	51%	(257)	31%	(154)	18%	(93)	504
Community: Suburban	49%	(498)	33%	(336)	18%	(180)	1014
Community: Rural	44%	(209)	37%	(174)	19%	(91)	474
Employ: Private Sector	51%	(325)	35%	(219)	14%	(87)	631
Employ: Government	51%	(51)	32%	(32)	17%	(17)	100
Employ: Self-Employed	48%	(65)	33%	(45)	20%	(27)	136
Employ: Homemaker	55%	(71)	26%	(35)	19%	(25)	131
Employ: Retired	48%	(249)	32%	(167)	20%	(105)	521
Employ: Unemployed	48%	(113)	32%	(75)	20%	(46)	233
Employ: Other	38%	(45)	37%	(44)	26%	(31)	119
Military HH: Yes	44%	(142)	35%	(112)	21%	(69)	323
Military HH: No	49%	(821)	33%	(552)	18%	(296)	1669
RD/WT: Right Direction	46%	(320)	32%	(228)	22%	(155)	703
RD/WT: Wrong Track	50%	(643)	34%	(437)	16%	(209)	1289
Trump Job Approve	45%	(390)	35%	(303)	20%	(172)	865
Trump Job Disapprove	52%	(557)	33%	(349)	15%	(164)	1070
Trump Job Strongly Approve	49%	(240)	31%	(150)	20%	(100)	489
Trump Job Somewhat Approve	40%	(150)	41%	(153)	19%	(72)	376
Trump Job Somewhat Disapprove	49%	(107)	31%	(68)	20%	(44)	219
Trump Job Strongly Disapprove	53%	(450)	33%	(281)	14%	(120)	850

Continued on next page

Table CMS10_8: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is available or convenient

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	48%	(963)	33%	(664)	18%	(364)	1992
Favorable of Trump	45%	(385)	35%	(300)	19%	(164)	848
Unfavorable of Trump	52%	(553)	33%	(350)	15%	(165)	1067
Very Favorable of Trump	51%	(250)	29%	(141)	21%	(102)	493
Somewhat Favorable of Trump	38%	(135)	45%	(159)	17%	(61)	355
Somewhat Unfavorable of Trump	48%	(85)	34%	(59)	18%	(32)	176
Very Unfavorable of Trump	53%	(468)	33%	(290)	15%	(133)	891
#1 Issue: Economy	49%	(329)	35%	(238)	16%	(107)	675
#1 Issue: Security	44%	(98)	35%	(77)	21%	(47)	222
#1 Issue: Health Care	49%	(216)	34%	(150)	17%	(72)	438
#1 Issue: Medicare / Social Security	49%	(151)	30%	(93)	20%	(61)	305
#1 Issue: Women's Issues	52%	(46)	30%	(27)	18%	(16)	89
#1 Issue: Education	44%	(45)	31%	(31)	26%	(26)	103
#1 Issue: Energy	46%	(26)	38%	(22)	16%	(9)	58
#1 Issue: Other	51%	(52)	25%	(26)	24%	(24)	102
2018 House Vote: Democrat	53%	(399)	34%	(251)	13%	(100)	750
2018 House Vote: Republican	46%	(317)	35%	(242)	18%	(125)	683
2018 House Vote: Someone else	43%	(31)	33%	(24)	25%	(18)	72
2016 Vote: Hillary Clinton	52%	(353)	34%	(230)	14%	(98)	680
2016 Vote: Donald Trump	48%	(358)	34%	(251)	18%	(135)	744
2016 Vote: Other	43%	(63)	36%	(54)	21%	(31)	147
2016 Vote: Didn't Vote	45%	(188)	31%	(129)	24%	(100)	417
Voted in 2014: Yes	49%	(661)	34%	(457)	17%	(225)	1344
Voted in 2014: No	47%	(302)	32%	(207)	21%	(139)	648
2012 Vote: Barack Obama	50%	(413)	33%	(274)	17%	(139)	826
2012 Vote: Mitt Romney	47%	(262)	34%	(190)	18%	(102)	553
2012 Vote: Other	49%	(40)	33%	(26)	18%	(15)	81
2012 Vote: Didn't Vote	47%	(247)	32%	(171)	21%	(109)	526

Continued on next page

Table CMS10_8: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is available or convenient

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	48%	(963)	33%	(664)	18%	(364)	1992
4-Region: Northeast	51%	(181)	34%	(120)	16%	(55)	355
4-Region: Midwest	45%	(208)	37%	(167)	18%	(83)	458
4-Region: South	50%	(375)	31%	(229)	19%	(140)	744
4-Region: West	46%	(200)	34%	(149)	20%	(86)	435
Sports fan	49%	(642)	34%	(436)	17%	(223)	1301
Traveled outside of U.S. in past year 1+ times	48%	(187)	36%	(137)	16%	(61)	385
Frequent Flyer	49%	(113)	37%	(86)	14%	(32)	230

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

Table CMS10_9: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel positive and is uplifting

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(626)	38%	(748)	31%	(618)	1992
Gender: Male	27%	(250)	42%	(391)	31%	(291)	932
Gender: Female	36%	(377)	34%	(357)	31%	(326)	1060
Age: 18-34	39%	(196)	34%	(172)	26%	(132)	500
Age: 35-44	37%	(111)	39%	(118)	24%	(74)	303
Age: 45-64	27%	(194)	41%	(294)	33%	(237)	725
Age: 65+	27%	(124)	35%	(164)	38%	(175)	463
GenZers: 1997-2012	38%	(77)	36%	(73)	27%	(55)	205
Millennials: 1981-1996	39%	(167)	35%	(153)	26%	(114)	434
GenXers: 1965-1980	32%	(161)	40%	(200)	28%	(137)	498
Baby Boomers: 1946-1964	27%	(211)	38%	(297)	36%	(282)	789
PID: Dem (no lean)	33%	(257)	37%	(285)	30%	(229)	772
PID: Ind (no lean)	27%	(151)	38%	(212)	35%	(194)	558
PID: Rep (no lean)	33%	(217)	38%	(251)	29%	(194)	662
PID/Gender: Dem Men	29%	(85)	46%	(136)	25%	(75)	297
PID/Gender: Dem Women	36%	(172)	31%	(148)	32%	(154)	475
PID/Gender: Ind Men	22%	(64)	40%	(118)	38%	(110)	292
PID/Gender: Ind Women	33%	(87)	36%	(95)	32%	(84)	266
PID/Gender: Rep Men	29%	(100)	40%	(137)	31%	(106)	343
PID/Gender: Rep Women	37%	(117)	36%	(114)	28%	(88)	319
Ideo: Liberal (1-3)	35%	(207)	37%	(220)	28%	(166)	593
Ideo: Moderate (4)	34%	(183)	38%	(206)	28%	(155)	544
Ideo: Conservative (5-7)	29%	(212)	38%	(277)	33%	(240)	729
Educ: < College	31%	(385)	36%	(445)	34%	(423)	1253
Educ: Bachelors degree	32%	(151)	40%	(187)	28%	(132)	471
Educ: Post-grad	34%	(90)	43%	(115)	24%	(63)	268
Income: Under 50k	31%	(298)	34%	(333)	35%	(342)	973
Income: 50k-100k	32%	(219)	41%	(280)	28%	(190)	690
Income: 100k+	33%	(109)	41%	(134)	26%	(86)	329
Ethnicity: White	30%	(478)	39%	(622)	32%	(510)	1611
Ethnicity: Hispanic	32%	(62)	41%	(80)	27%	(51)	193

Continued on next page

Table CMS10_9: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Makes me feel positive and is uplifting

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(626)	38%	(748)	31%	(618)	1992
Ethnicity: Afr. Am.	41%	(103)	31%	(79)	28%	(70)	253
Ethnicity: Other	35%	(45)	36%	(46)	29%	(37)	128
All Christian	32%	(329)	39%	(404)	28%	(292)	1025
All Non-Christian	30%	(30)	36%	(36)	33%	(33)	100
Atheist	26%	(25)	39%	(37)	36%	(34)	95
Agnostic/Nothing in particular	31%	(243)	35%	(271)	34%	(259)	772
Religious Non-Protestant/Catholic	30%	(42)	37%	(52)	33%	(45)	139
Evangelical	33%	(177)	38%	(204)	29%	(153)	534
Non-Evangelical	33%	(248)	38%	(283)	29%	(217)	748
Community: Urban	33%	(166)	36%	(180)	31%	(158)	504
Community: Suburban	32%	(323)	39%	(394)	29%	(297)	1014
Community: Rural	29%	(137)	37%	(174)	34%	(163)	474
Employ: Private Sector	34%	(215)	41%	(257)	25%	(159)	631
Employ: Government	34%	(34)	38%	(38)	28%	(29)	100
Employ: Self-Employed	34%	(46)	37%	(50)	29%	(39)	136
Employ: Homemaker	36%	(48)	26%	(34)	37%	(49)	131
Employ: Retired	25%	(132)	36%	(190)	38%	(199)	521
Employ: Unemployed	34%	(79)	38%	(88)	29%	(67)	233
Employ: Other	23%	(28)	42%	(51)	34%	(41)	119
Military HH: Yes	25%	(81)	38%	(124)	37%	(118)	323
Military HH: No	33%	(545)	37%	(624)	30%	(500)	1669
RD/WT: Right Direction	34%	(237)	36%	(254)	30%	(212)	703
RD/WT: Wrong Track	30%	(389)	38%	(494)	31%	(406)	1289
Trump Job Approve	33%	(283)	37%	(321)	30%	(261)	865
Trump Job Disapprove	31%	(331)	38%	(411)	31%	(327)	1070
Trump Job Strongly Approve	36%	(174)	33%	(163)	31%	(153)	489
Trump Job Somewhat Approve	29%	(109)	42%	(159)	29%	(108)	376
Trump Job Somewhat Disapprove	28%	(60)	42%	(93)	30%	(66)	219
Trump Job Strongly Disapprove	32%	(271)	37%	(318)	31%	(261)	850

Continued on next page

Table CMS10_9: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel positive and is uplifting*

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(626)	38%	(748)	31%	(618)	1992
Favorable of Trump	33%	(279)	37%	(316)	30%	(253)	848
Unfavorable of Trump	31%	(329)	38%	(410)	31%	(328)	1067
Very Favorable of Trump	36%	(176)	34%	(167)	30%	(150)	493
Somewhat Favorable of Trump	29%	(104)	42%	(149)	29%	(103)	355
Somewhat Unfavorable of Trump	28%	(49)	38%	(68)	34%	(59)	176
Very Unfavorable of Trump	31%	(280)	38%	(343)	30%	(269)	891
#1 Issue: Economy	35%	(236)	36%	(245)	29%	(193)	675
#1 Issue: Security	29%	(64)	38%	(85)	33%	(74)	222
#1 Issue: Health Care	30%	(131)	38%	(167)	32%	(140)	438
#1 Issue: Medicare / Social Security	27%	(84)	36%	(111)	36%	(110)	305
#1 Issue: Women's Issues	40%	(36)	43%	(39)	16%	(15)	89
#1 Issue: Education	26%	(27)	41%	(42)	33%	(34)	103
#1 Issue: Energy	37%	(21)	44%	(25)	19%	(11)	58
#1 Issue: Other	27%	(27)	33%	(33)	41%	(41)	102
2018 House Vote: Democrat	32%	(239)	38%	(288)	30%	(223)	750
2018 House Vote: Republican	31%	(210)	39%	(270)	30%	(204)	683
2018 House Vote: Someone else	24%	(17)	36%	(26)	39%	(28)	72
2016 Vote: Hillary Clinton	31%	(210)	39%	(269)	30%	(202)	680
2016 Vote: Donald Trump	32%	(242)	37%	(276)	30%	(227)	744
2016 Vote: Other	23%	(33)	46%	(68)	31%	(46)	147
2016 Vote: Didn't Vote	34%	(141)	32%	(135)	34%	(142)	417
Voted in 2014: Yes	31%	(411)	39%	(521)	31%	(412)	1344
Voted in 2014: No	33%	(216)	35%	(227)	32%	(206)	648
2012 Vote: Barack Obama	31%	(258)	39%	(318)	30%	(249)	826
2012 Vote: Mitt Romney	29%	(161)	40%	(219)	31%	(173)	553
2012 Vote: Other	24%	(20)	37%	(30)	39%	(31)	81
2012 Vote: Didn't Vote	36%	(187)	34%	(178)	31%	(161)	526

Continued on next page

Table CMS10_9: Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Makes me feel positive and is uplifting

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(626)	38%	(748)	31%	(618)	1992
4-Region: Northeast	29%	(104)	41%	(145)	30%	(107)	355
4-Region: Midwest	30%	(139)	38%	(174)	32%	(144)	458
4-Region: South	35%	(263)	36%	(265)	29%	(215)	744
4-Region: West	27%	(119)	38%	(164)	35%	(152)	435
Sports fan	33%	(431)	39%	(507)	28%	(363)	1301
Traveled outside of U.S. in past year 1+ times	36%	(138)	41%	(159)	23%	(88)	385
Frequent Flyer	37%	(84)	43%	(98)	21%	(47)	230

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

Table CMS10_10: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Keeps me safe

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	52%	(1040)	24%	(477)	24%	(475)	1992
Gender: Male	47%	(438)	26%	(246)	27%	(249)	932
Gender: Female	57%	(602)	22%	(232)	21%	(226)	1060
Age: 18-34	49%	(245)	27%	(134)	24%	(121)	500
Age: 35-44	58%	(175)	24%	(72)	18%	(56)	303
Age: 45-64	50%	(360)	24%	(177)	26%	(188)	725
Age: 65+	56%	(260)	20%	(94)	24%	(110)	463
GenZers: 1997-2012	48%	(98)	26%	(54)	26%	(52)	205
Millennials: 1981-1996	52%	(225)	27%	(115)	22%	(94)	434
GenXers: 1965-1980	53%	(264)	24%	(118)	23%	(116)	498
Baby Boomers: 1946-1964	52%	(412)	23%	(182)	25%	(195)	789
PID: Dem (no lean)	56%	(429)	24%	(187)	20%	(156)	772
PID: Ind (no lean)	47%	(264)	23%	(126)	30%	(168)	558
PID: Rep (no lean)	52%	(346)	25%	(165)	23%	(151)	662
PID/Gender: Dem Men	51%	(153)	27%	(81)	21%	(63)	297
PID/Gender: Dem Women	58%	(277)	22%	(106)	19%	(92)	475
PID/Gender: Ind Men	42%	(122)	25%	(74)	33%	(96)	292
PID/Gender: Ind Women	54%	(143)	20%	(52)	27%	(71)	266
PID/Gender: Rep Men	48%	(163)	26%	(91)	26%	(89)	343
PID/Gender: Rep Women	57%	(183)	23%	(74)	19%	(62)	319
Ideo: Liberal (1-3)	58%	(346)	23%	(138)	18%	(109)	593
Ideo: Moderate (4)	52%	(284)	26%	(139)	22%	(121)	544
Ideo: Conservative (5-7)	50%	(364)	23%	(168)	27%	(196)	729
Educ: < College	51%	(644)	23%	(284)	26%	(325)	1253
Educ: Bachelors degree	53%	(249)	25%	(118)	22%	(105)	471
Educ: Post-grad	55%	(147)	28%	(76)	17%	(45)	268
Income: Under 50k	50%	(485)	22%	(217)	28%	(271)	973
Income: 50k-100k	54%	(372)	25%	(173)	21%	(145)	690
Income: 100k+	56%	(183)	26%	(87)	18%	(59)	329
Ethnicity: White	51%	(823)	25%	(400)	24%	(389)	1611
Ethnicity: Hispanic	53%	(103)	22%	(43)	24%	(47)	193

Continued on next page

Table CMS10_10: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Keeps me safe

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	52%	(1040)	24%	(477)	24%	(475)	1992
Ethnicity: Afr. Am.	58%	(147)	20%	(51)	22%	(55)	253
Ethnicity: Other	55%	(70)	21%	(27)	24%	(31)	128
All Christian	56%	(578)	22%	(221)	22%	(226)	1025
All Non-Christian	56%	(56)	20%	(20)	24%	(24)	100
Atheist	43%	(41)	36%	(34)	21%	(20)	95
Agnostic/Nothing in particular	47%	(366)	26%	(202)	26%	(205)	772
Religious Non-Protestant/Catholic	52%	(72)	23%	(32)	25%	(35)	139
Evangelical	54%	(287)	22%	(119)	24%	(128)	534
Non-Evangelical	56%	(420)	21%	(157)	23%	(171)	748
Community: Urban	52%	(263)	25%	(127)	23%	(114)	504
Community: Suburban	53%	(538)	23%	(229)	24%	(246)	1014
Community: Rural	50%	(238)	26%	(121)	24%	(115)	474
Employ: Private Sector	53%	(332)	27%	(170)	20%	(128)	631
Employ: Government	52%	(52)	31%	(31)	17%	(17)	100
Employ: Self-Employed	60%	(81)	17%	(23)	23%	(32)	136
Employ: Homemaker	54%	(70)	25%	(33)	21%	(28)	131
Employ: Retired	53%	(276)	22%	(113)	25%	(132)	521
Employ: Unemployed	52%	(122)	16%	(38)	32%	(74)	233
Employ: Other	41%	(49)	31%	(37)	28%	(33)	119
Military HH: Yes	51%	(164)	21%	(69)	28%	(90)	323
Military HH: No	53%	(876)	24%	(408)	23%	(384)	1669
RD/WT: Right Direction	52%	(368)	22%	(157)	25%	(178)	703
RD/WT: Wrong Track	52%	(672)	25%	(320)	23%	(297)	1289
Trump Job Approve	51%	(440)	23%	(201)	26%	(224)	865
Trump Job Disapprove	54%	(580)	24%	(261)	21%	(228)	1070
Trump Job Strongly Approve	52%	(256)	22%	(106)	26%	(127)	489
Trump Job Somewhat Approve	49%	(184)	25%	(95)	26%	(97)	376
Trump Job Somewhat Disapprove	49%	(107)	28%	(61)	24%	(52)	219
Trump Job Strongly Disapprove	56%	(473)	24%	(201)	21%	(176)	850

Continued on next page

Table CMS10_10: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Keeps me safe

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	52%	(1040)	24%	(477)	24%	(475)	1992
Favorable of Trump	52%	(437)	23%	(199)	25%	(212)	848
Unfavorable of Trump	54%	(581)	24%	(259)	21%	(227)	1067
Very Favorable of Trump	54%	(267)	21%	(105)	25%	(121)	493
Somewhat Favorable of Trump	48%	(170)	27%	(94)	25%	(90)	355
Somewhat Unfavorable of Trump	53%	(92)	25%	(43)	23%	(40)	176
Very Unfavorable of Trump	55%	(489)	24%	(216)	21%	(187)	891
#1 Issue: Economy	53%	(357)	25%	(168)	22%	(149)	675
#1 Issue: Security	50%	(110)	25%	(56)	25%	(56)	222
#1 Issue: Health Care	56%	(245)	23%	(100)	21%	(93)	438
#1 Issue: Medicare / Social Security	56%	(170)	17%	(53)	27%	(83)	305
#1 Issue: Women's Issues	56%	(50)	23%	(20)	21%	(19)	89
#1 Issue: Education	45%	(46)	27%	(27)	28%	(29)	103
#1 Issue: Energy	46%	(27)	33%	(19)	21%	(12)	58
#1 Issue: Other	34%	(35)	33%	(34)	33%	(33)	102
2018 House Vote: Democrat	56%	(419)	25%	(188)	19%	(143)	750
2018 House Vote: Republican	53%	(360)	23%	(160)	24%	(164)	683
2018 House Vote: Someone else	41%	(30)	22%	(16)	37%	(26)	72
2016 Vote: Hillary Clinton	54%	(369)	25%	(167)	21%	(145)	680
2016 Vote: Donald Trump	54%	(404)	22%	(165)	24%	(175)	744
2016 Vote: Other	46%	(67)	30%	(44)	25%	(37)	147
2016 Vote: Didn't Vote	48%	(198)	24%	(102)	28%	(117)	417
Voted in 2014: Yes	54%	(724)	24%	(323)	22%	(298)	1344
Voted in 2014: No	49%	(316)	24%	(155)	27%	(177)	648
2012 Vote: Barack Obama	55%	(455)	24%	(201)	21%	(171)	826
2012 Vote: Mitt Romney	52%	(288)	23%	(126)	25%	(140)	553
2012 Vote: Other	49%	(40)	19%	(16)	32%	(26)	81
2012 Vote: Didn't Vote	49%	(255)	25%	(133)	26%	(138)	526

Continued on next page

Table CMS10_10: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Keeps me safe

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	52%	(1040)	24%	(477)	24%	(475)	1992
4-Region: Northeast	50%	(179)	25%	(90)	24%	(86)	355
4-Region: Midwest	51%	(234)	26%	(118)	23%	(106)	458
4-Region: South	57%	(427)	21%	(155)	22%	(161)	744
4-Region: West	46%	(200)	26%	(114)	28%	(121)	435
Sports fan	54%	(704)	25%	(322)	21%	(275)	1301
Traveled outside of U.S. in past year 1+ times	57%	(219)	26%	(100)	17%	(66)	385
Frequent Flyer	55%	(127)	27%	(62)	18%	(41)	230

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

Table CMS10_11: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is helpful and meets my specific needs

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	59%	(1168)	26%	(517)	15%	(307)	1992
Gender: Male	52%	(488)	31%	(284)	17%	(160)	932
Gender: Female	64%	(680)	22%	(233)	14%	(147)	1060
Age: 18-34	55%	(277)	29%	(143)	16%	(80)	500
Age: 35-44	64%	(193)	24%	(73)	12%	(36)	303
Age: 45-64	58%	(423)	26%	(187)	16%	(115)	725
Age: 65+	59%	(275)	24%	(113)	16%	(75)	463
GenZers: 1997-2012	57%	(116)	30%	(61)	13%	(27)	205
Millennials: 1981-1996	57%	(249)	27%	(116)	16%	(69)	434
GenXers: 1965-1980	57%	(284)	28%	(138)	15%	(76)	498
Baby Boomers: 1946-1964	62%	(487)	23%	(184)	15%	(119)	789
PID: Dem (no lean)	60%	(459)	27%	(211)	13%	(101)	772
PID: Ind (no lean)	57%	(317)	25%	(140)	18%	(101)	558
PID: Rep (no lean)	59%	(392)	25%	(166)	16%	(105)	662
PID/Gender: Dem Men	56%	(168)	33%	(98)	11%	(32)	297
PID/Gender: Dem Women	61%	(292)	24%	(114)	15%	(69)	475
PID/Gender: Ind Men	48%	(141)	30%	(86)	22%	(65)	292
PID/Gender: Ind Women	66%	(176)	20%	(53)	14%	(37)	266
PID/Gender: Rep Men	52%	(179)	29%	(100)	18%	(64)	343
PID/Gender: Rep Women	67%	(212)	21%	(66)	13%	(41)	319
Ideo: Liberal (1-3)	64%	(380)	25%	(148)	11%	(65)	593
Ideo: Moderate (4)	55%	(301)	29%	(157)	16%	(86)	544
Ideo: Conservative (5-7)	59%	(433)	24%	(178)	16%	(118)	729
Educ: < College	55%	(688)	26%	(332)	19%	(233)	1253
Educ: Bachelors degree	63%	(299)	25%	(116)	12%	(55)	471
Educ: Post-grad	67%	(180)	26%	(69)	7%	(19)	268
Income: Under 50k	56%	(549)	25%	(242)	19%	(182)	973
Income: 50k-100k	59%	(409)	27%	(186)	14%	(95)	690
Income: 100k+	64%	(211)	27%	(89)	9%	(29)	329
Ethnicity: White	59%	(953)	26%	(423)	15%	(235)	1611
Ethnicity: Hispanic	51%	(99)	32%	(61)	17%	(33)	193

Continued on next page

Table CMS10_11: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is helpful and meets my specific needs

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	59%	(1168)	26%	(517)	15%	(307)	1992
Ethnicity: Afr. Am.	55%	(140)	23%	(59)	21%	(54)	253
Ethnicity: Other	58%	(75)	27%	(35)	15%	(19)	128
All Christian	60%	(619)	25%	(255)	15%	(151)	1025
All Non-Christian	64%	(64)	21%	(21)	15%	(15)	100
Atheist	60%	(57)	27%	(26)	13%	(12)	95
Agnostic/Nothing in particular	55%	(429)	28%	(215)	17%	(129)	772
Religious Non-Protestant/Catholic	62%	(86)	22%	(30)	16%	(22)	139
Evangelical	59%	(317)	25%	(135)	15%	(82)	534
Non-Evangelical	60%	(447)	26%	(192)	15%	(109)	748
Community: Urban	55%	(279)	28%	(141)	17%	(85)	504
Community: Suburban	61%	(614)	25%	(256)	14%	(144)	1014
Community: Rural	58%	(275)	25%	(121)	17%	(79)	474
Employ: Private Sector	60%	(381)	27%	(168)	13%	(82)	631
Employ: Government	55%	(56)	32%	(32)	13%	(13)	100
Employ: Self-Employed	56%	(76)	30%	(41)	14%	(19)	136
Employ: Homemaker	64%	(84)	17%	(22)	19%	(25)	131
Employ: Retired	59%	(310)	23%	(122)	17%	(89)	521
Employ: Unemployed	55%	(127)	31%	(72)	14%	(34)	233
Employ: Other	51%	(61)	29%	(35)	20%	(24)	119
Military HH: Yes	58%	(186)	24%	(79)	18%	(58)	323
Military HH: No	59%	(981)	26%	(438)	15%	(249)	1669
RD/WT: Right Direction	55%	(390)	25%	(178)	19%	(136)	703
RD/WT: Wrong Track	60%	(778)	26%	(339)	13%	(172)	1289
Trump Job Approve	57%	(496)	26%	(222)	17%	(147)	865
Trump Job Disapprove	61%	(653)	26%	(280)	13%	(137)	1070
Trump Job Strongly Approve	59%	(289)	24%	(116)	17%	(85)	489
Trump Job Somewhat Approve	55%	(208)	28%	(106)	16%	(62)	376
Trump Job Somewhat Disapprove	54%	(119)	28%	(61)	18%	(40)	219
Trump Job Strongly Disapprove	63%	(534)	26%	(219)	11%	(97)	850

Continued on next page

Table CMS10_11: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?
Is helpful and meets my specific needs*

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	59%	(1168)	26%	(517)	15%	(307)	1992
Favorable of Trump	58%	(489)	26%	(221)	16%	(138)	848
Unfavorable of Trump	61%	(653)	26%	(279)	13%	(135)	1067
Very Favorable of Trump	57%	(283)	26%	(126)	17%	(84)	493
Somewhat Favorable of Trump	58%	(206)	27%	(95)	15%	(54)	355
Somewhat Unfavorable of Trump	55%	(96)	28%	(48)	18%	(32)	176
Very Unfavorable of Trump	62%	(557)	26%	(231)	12%	(104)	891
#1 Issue: Economy	62%	(416)	26%	(175)	12%	(83)	675
#1 Issue: Security	52%	(116)	26%	(59)	21%	(48)	222
#1 Issue: Health Care	57%	(248)	27%	(116)	17%	(74)	438
#1 Issue: Medicare / Social Security	55%	(168)	29%	(87)	16%	(50)	305
#1 Issue: Women's Issues	62%	(55)	25%	(22)	13%	(12)	89
#1 Issue: Education	53%	(54)	27%	(28)	20%	(20)	103
#1 Issue: Energy	70%	(41)	19%	(11)	11%	(6)	58
#1 Issue: Other	68%	(70)	19%	(19)	13%	(13)	102
2018 House Vote: Democrat	62%	(466)	26%	(198)	12%	(86)	750
2018 House Vote: Republican	60%	(413)	25%	(171)	15%	(100)	683
2018 House Vote: Someone else	53%	(39)	21%	(15)	26%	(19)	72
2016 Vote: Hillary Clinton	59%	(401)	28%	(190)	13%	(89)	680
2016 Vote: Donald Trump	60%	(448)	24%	(181)	15%	(115)	744
2016 Vote: Other	63%	(93)	21%	(32)	15%	(23)	147
2016 Vote: Didn't Vote	54%	(224)	27%	(114)	19%	(79)	417
Voted in 2014: Yes	61%	(822)	25%	(333)	14%	(189)	1344
Voted in 2014: No	53%	(346)	28%	(184)	18%	(119)	648
2012 Vote: Barack Obama	61%	(503)	24%	(200)	15%	(123)	826
2012 Vote: Mitt Romney	59%	(329)	26%	(145)	14%	(79)	553
2012 Vote: Other	64%	(52)	20%	(16)	16%	(13)	81
2012 Vote: Didn't Vote	53%	(281)	29%	(154)	17%	(92)	526

Continued on next page

Table CMS10_11: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Is helpful and meets my specific needs

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	59%	(1168)	26%	(517)	15%	(307)	1992
4-Region: Northeast	59%	(208)	27%	(96)	14%	(51)	355
4-Region: Midwest	56%	(258)	28%	(126)	16%	(74)	458
4-Region: South	60%	(447)	24%	(179)	16%	(118)	744
4-Region: West	59%	(255)	27%	(117)	15%	(64)	435
Sports fan	58%	(758)	28%	(364)	14%	(179)	1301
Traveled outside of U.S. in past year 1+ times	58%	(225)	31%	(120)	10%	(40)	385
Frequent Flyer	61%	(141)	31%	(71)	8%	(18)	230

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

Table CMS10_12: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Helps me pass the time and is fun or distracts me

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(608)	35%	(696)	35%	(688)	1992
Gender: Male	28%	(265)	36%	(333)	36%	(334)	932
Gender: Female	32%	(343)	34%	(363)	33%	(354)	1060
Age: 18-34	43%	(217)	33%	(163)	24%	(120)	500
Age: 35-44	36%	(110)	42%	(126)	22%	(67)	303
Age: 45-64	25%	(182)	36%	(264)	38%	(279)	725
Age: 65+	21%	(98)	31%	(143)	48%	(222)	463
GenZers: 1997-2012	50%	(103)	28%	(58)	22%	(44)	205
Millennials: 1981-1996	37%	(160)	38%	(166)	25%	(107)	434
GenXers: 1965-1980	32%	(158)	37%	(182)	32%	(158)	498
Baby Boomers: 1946-1964	22%	(174)	35%	(273)	43%	(342)	789
PID: Dem (no lean)	31%	(240)	35%	(268)	34%	(264)	772
PID: Ind (no lean)	32%	(180)	33%	(185)	35%	(193)	558
PID: Rep (no lean)	28%	(188)	37%	(244)	35%	(231)	662
PID/Gender: Dem Men	28%	(84)	38%	(112)	34%	(101)	297
PID/Gender: Dem Women	33%	(156)	33%	(156)	34%	(163)	475
PID/Gender: Ind Men	32%	(93)	30%	(88)	38%	(110)	292
PID/Gender: Ind Women	33%	(87)	37%	(97)	31%	(82)	266
PID/Gender: Rep Men	25%	(87)	39%	(134)	36%	(123)	343
PID/Gender: Rep Women	31%	(100)	34%	(110)	34%	(108)	319
Ideo: Liberal (1-3)	37%	(216)	34%	(200)	30%	(176)	593
Ideo: Moderate (4)	31%	(168)	37%	(200)	32%	(176)	544
Ideo: Conservative (5-7)	27%	(195)	35%	(255)	38%	(279)	729
Educ: < College	30%	(380)	33%	(408)	37%	(465)	1253
Educ: Bachelors degree	30%	(141)	40%	(186)	31%	(144)	471
Educ: Post-grad	33%	(87)	38%	(102)	30%	(79)	268
Income: Under 50k	29%	(283)	32%	(312)	39%	(379)	973
Income: 50k-100k	33%	(225)	37%	(252)	31%	(212)	690
Income: 100k+	30%	(100)	40%	(132)	29%	(97)	329
Ethnicity: White	29%	(472)	35%	(571)	35%	(568)	1611
Ethnicity: Hispanic	37%	(71)	34%	(65)	29%	(57)	193

Continued on next page

Table CMS10_12: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Helps me pass the time and is fun or distracts me

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(608)	35%	(696)	35%	(688)	1992
Ethnicity: Afr. Am.	39%	(97)	29%	(74)	32%	(82)	253
Ethnicity: Other	30%	(39)	40%	(51)	30%	(38)	128
All Christian	29%	(300)	36%	(367)	35%	(358)	1025
All Non-Christian	33%	(33)	34%	(34)	33%	(33)	100
Atheist	37%	(35)	34%	(32)	29%	(27)	95
Agnostic/Nothing in particular	31%	(239)	34%	(263)	35%	(270)	772
Religious Non-Protestant/Catholic	31%	(42)	31%	(43)	39%	(53)	139
Evangelical	31%	(165)	34%	(182)	35%	(188)	534
Non-Evangelical	30%	(225)	37%	(275)	33%	(248)	748
Community: Urban	35%	(175)	33%	(165)	33%	(164)	504
Community: Suburban	30%	(308)	37%	(372)	33%	(334)	1014
Community: Rural	26%	(125)	34%	(160)	40%	(190)	474
Employ: Private Sector	34%	(213)	40%	(251)	26%	(166)	631
Employ: Government	26%	(26)	41%	(41)	33%	(33)	100
Employ: Self-Employed	29%	(40)	35%	(48)	35%	(48)	136
Employ: Homemaker	29%	(37)	35%	(46)	37%	(48)	131
Employ: Retired	23%	(119)	31%	(160)	47%	(243)	521
Employ: Unemployed	40%	(93)	27%	(64)	33%	(76)	233
Employ: Other	25%	(30)	37%	(45)	37%	(45)	119
Military HH: Yes	26%	(85)	33%	(108)	40%	(130)	323
Military HH: No	31%	(522)	35%	(588)	33%	(558)	1669
RD/WT: Right Direction	32%	(223)	34%	(240)	34%	(241)	703
RD/WT: Wrong Track	30%	(385)	35%	(456)	35%	(448)	1289
Trump Job Approve	30%	(256)	35%	(303)	35%	(306)	865
Trump Job Disapprove	31%	(336)	36%	(380)	33%	(354)	1070
Trump Job Strongly Approve	31%	(153)	35%	(169)	34%	(167)	489
Trump Job Somewhat Approve	27%	(103)	36%	(134)	37%	(139)	376
Trump Job Somewhat Disapprove	32%	(70)	35%	(76)	33%	(73)	219
Trump Job Strongly Disapprove	31%	(265)	36%	(304)	33%	(281)	850

Continued on next page

Table CMS10_12: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Helps me pass the time and is fun or distracts me

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(608)	35%	(696)	35%	(688)	1992
Favorable of Trump	29%	(248)	36%	(306)	35%	(294)	848
Unfavorable of Trump	32%	(338)	35%	(369)	34%	(360)	1067
Very Favorable of Trump	31%	(155)	35%	(175)	33%	(164)	493
Somewhat Favorable of Trump	26%	(94)	37%	(131)	37%	(130)	355
Somewhat Unfavorable of Trump	33%	(59)	31%	(55)	35%	(62)	176
Very Unfavorable of Trump	31%	(279)	35%	(314)	33%	(298)	891
#1 Issue: Economy	33%	(226)	36%	(242)	31%	(207)	675
#1 Issue: Security	26%	(58)	33%	(74)	40%	(89)	222
#1 Issue: Health Care	26%	(113)	38%	(165)	37%	(161)	438
#1 Issue: Medicare / Social Security	32%	(98)	27%	(83)	41%	(124)	305
#1 Issue: Women's Issues	39%	(35)	37%	(33)	24%	(21)	89
#1 Issue: Education	30%	(31)	41%	(42)	28%	(29)	103
#1 Issue: Energy	34%	(20)	42%	(24)	24%	(14)	58
#1 Issue: Other	27%	(27)	32%	(33)	41%	(42)	102
2018 House Vote: Democrat	30%	(222)	36%	(273)	34%	(255)	750
2018 House Vote: Republican	29%	(196)	36%	(244)	35%	(243)	683
2018 House Vote: Someone else	18%	(13)	42%	(30)	40%	(29)	72
2016 Vote: Hillary Clinton	28%	(194)	38%	(261)	33%	(226)	680
2016 Vote: Donald Trump	29%	(214)	35%	(260)	36%	(270)	744
2016 Vote: Other	26%	(38)	38%	(56)	36%	(53)	147
2016 Vote: Didn't Vote	39%	(162)	28%	(118)	33%	(138)	417
Voted in 2014: Yes	28%	(382)	36%	(481)	36%	(481)	1344
Voted in 2014: No	35%	(226)	33%	(215)	32%	(207)	648
2012 Vote: Barack Obama	28%	(233)	38%	(311)	34%	(282)	826
2012 Vote: Mitt Romney	27%	(149)	36%	(198)	37%	(207)	553
2012 Vote: Other	29%	(23)	28%	(23)	43%	(35)	81
2012 Vote: Didn't Vote	38%	(202)	31%	(164)	30%	(160)	526

Continued on next page

Table CMS10_12: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Helps me pass the time and is fun or distracts me

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	31%	(608)	35%	(696)	35%	(688)	1992
4-Region: Northeast	33%	(119)	35%	(126)	31%	(111)	355
4-Region: Midwest	29%	(130)	35%	(161)	36%	(166)	458
4-Region: South	34%	(250)	32%	(239)	34%	(255)	744
4-Region: West	25%	(108)	39%	(171)	36%	(157)	435
Sports fan	31%	(403)	37%	(487)	32%	(411)	1301
Traveled outside of U.S. in past year 1+ times	41%	(156)	36%	(139)	23%	(89)	385
Frequent Flyer	41%	(94)	36%	(83)	23%	(53)	230

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

Table CMS10_13: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Brings me closer to others and feel less alone

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	23%	(454)	30%	(596)	47%	(942)	1992
Gender: Male	22%	(207)	30%	(277)	48%	(448)	932
Gender: Female	23%	(247)	30%	(319)	47%	(494)	1060
Age: 18-34	31%	(153)	32%	(161)	37%	(187)	500
Age: 35-44	28%	(86)	32%	(98)	39%	(119)	303
Age: 45-64	20%	(144)	28%	(207)	52%	(374)	725
Age: 65+	15%	(71)	28%	(131)	57%	(262)	463
GenZers: 1997-2012	35%	(72)	28%	(57)	37%	(75)	205
Millennials: 1981-1996	28%	(123)	34%	(149)	37%	(162)	434
GenXers: 1965-1980	24%	(120)	28%	(140)	48%	(237)	498
Baby Boomers: 1946-1964	17%	(135)	29%	(229)	54%	(424)	789
PID: Dem (no lean)	23%	(175)	32%	(249)	45%	(348)	772
PID: Ind (no lean)	21%	(118)	27%	(149)	52%	(291)	558
PID: Rep (no lean)	24%	(161)	30%	(198)	46%	(303)	662
PID/Gender: Dem Men	23%	(68)	34%	(100)	43%	(129)	297
PID/Gender: Dem Women	23%	(107)	31%	(148)	46%	(219)	475
PID/Gender: Ind Men	19%	(55)	26%	(76)	55%	(161)	292
PID/Gender: Ind Women	24%	(63)	27%	(72)	49%	(131)	266
PID/Gender: Rep Men	25%	(84)	29%	(100)	46%	(159)	343
PID/Gender: Rep Women	24%	(77)	31%	(98)	45%	(144)	319
Ideo: Liberal (1-3)	25%	(147)	34%	(201)	41%	(244)	593
Ideo: Moderate (4)	22%	(119)	31%	(167)	47%	(258)	544
Ideo: Conservative (5-7)	22%	(162)	26%	(190)	52%	(377)	729
Educ: < College	24%	(296)	27%	(344)	49%	(612)	1253
Educ: Bachelors degree	19%	(90)	35%	(166)	46%	(216)	471
Educ: Post-grad	25%	(68)	32%	(86)	43%	(114)	268
Income: Under 50k	23%	(222)	25%	(245)	52%	(506)	973
Income: 50k-100k	23%	(158)	35%	(239)	43%	(294)	690
Income: 100k+	23%	(74)	34%	(112)	43%	(143)	329
Ethnicity: White	22%	(347)	30%	(482)	49%	(782)	1611
Ethnicity: Hispanic	20%	(38)	36%	(69)	44%	(85)	193

Continued on next page

Table CMS10_13: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Brings me closer to others and feel less alone

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	23%	(454)	30%	(596)	47%	(942)	1992
Ethnicity: Afr. Am.	31%	(78)	26%	(65)	43%	(110)	253
Ethnicity: Other	22%	(28)	39%	(50)	39%	(50)	128
All Christian	23%	(231)	31%	(315)	47%	(479)	1025
All Non-Christian	27%	(27)	29%	(29)	44%	(44)	100
Atheist	21%	(20)	30%	(29)	48%	(46)	95
Agnostic/Nothing in particular	23%	(176)	29%	(223)	48%	(373)	772
Religious Non-Protestant/Catholic	26%	(37)	31%	(43)	43%	(59)	139
Evangelical	22%	(118)	31%	(165)	47%	(252)	534
Non-Evangelical	22%	(167)	31%	(232)	47%	(348)	748
Community: Urban	24%	(121)	28%	(142)	48%	(242)	504
Community: Suburban	24%	(240)	31%	(311)	46%	(463)	1014
Community: Rural	20%	(93)	30%	(143)	50%	(238)	474
Employ: Private Sector	25%	(156)	33%	(211)	42%	(264)	631
Employ: Government	24%	(24)	33%	(34)	43%	(43)	100
Employ: Self-Employed	23%	(32)	29%	(40)	47%	(64)	136
Employ: Homemaker	25%	(33)	24%	(31)	51%	(67)	131
Employ: Retired	18%	(92)	25%	(131)	57%	(299)	521
Employ: Unemployed	29%	(67)	28%	(64)	44%	(102)	233
Employ: Other	18%	(21)	36%	(43)	46%	(55)	119
Military HH: Yes	19%	(62)	28%	(89)	53%	(172)	323
Military HH: No	23%	(392)	30%	(507)	46%	(770)	1669
RD/WT: Right Direction	26%	(185)	27%	(190)	47%	(327)	703
RD/WT: Wrong Track	21%	(269)	31%	(406)	48%	(615)	1289
Trump Job Approve	25%	(214)	28%	(239)	48%	(412)	865
Trump Job Disapprove	21%	(225)	32%	(343)	47%	(502)	1070
Trump Job Strongly Approve	27%	(130)	26%	(129)	47%	(230)	489
Trump Job Somewhat Approve	22%	(84)	29%	(110)	48%	(182)	376
Trump Job Somewhat Disapprove	16%	(35)	37%	(81)	47%	(102)	219
Trump Job Strongly Disapprove	22%	(190)	31%	(261)	47%	(399)	850

Continued on next page

Table CMS10_13: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Brings me closer to others and feel less alone

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	23%	(454)	30%	(596)	47%	(942)	1992
Favorable of Trump	24%	(206)	28%	(240)	47%	(402)	848
Unfavorable of Trump	21%	(226)	32%	(338)	47%	(504)	1067
Very Favorable of Trump	27%	(135)	27%	(132)	46%	(225)	493
Somewhat Favorable of Trump	20%	(70)	30%	(108)	50%	(177)	355
Somewhat Unfavorable of Trump	18%	(31)	33%	(57)	50%	(87)	176
Very Unfavorable of Trump	22%	(194)	31%	(280)	47%	(417)	891
#1 Issue: Economy	26%	(173)	30%	(201)	45%	(301)	675
#1 Issue: Security	24%	(54)	25%	(56)	51%	(113)	222
#1 Issue: Health Care	18%	(80)	34%	(148)	48%	(210)	438
#1 Issue: Medicare / Social Security	23%	(70)	27%	(82)	50%	(153)	305
#1 Issue: Women's Issues	27%	(24)	36%	(32)	36%	(32)	89
#1 Issue: Education	20%	(21)	30%	(31)	49%	(51)	103
#1 Issue: Energy	25%	(14)	36%	(21)	39%	(22)	58
#1 Issue: Other	17%	(17)	24%	(25)	59%	(60)	102
2018 House Vote: Democrat	20%	(149)	33%	(250)	47%	(350)	750
2018 House Vote: Republican	24%	(164)	29%	(195)	47%	(324)	683
2018 House Vote: Someone else	17%	(12)	32%	(23)	51%	(37)	72
2016 Vote: Hillary Clinton	18%	(125)	36%	(242)	46%	(314)	680
2016 Vote: Donald Trump	24%	(177)	27%	(203)	49%	(364)	744
2016 Vote: Other	20%	(29)	28%	(41)	53%	(78)	147
2016 Vote: Didn't Vote	29%	(122)	26%	(109)	45%	(186)	417
Voted in 2014: Yes	21%	(285)	31%	(421)	47%	(638)	1344
Voted in 2014: No	26%	(169)	27%	(175)	47%	(304)	648
2012 Vote: Barack Obama	20%	(167)	33%	(269)	47%	(390)	826
2012 Vote: Mitt Romney	23%	(125)	27%	(150)	50%	(279)	553
2012 Vote: Other	15%	(12)	25%	(20)	60%	(49)	81
2012 Vote: Didn't Vote	28%	(149)	30%	(156)	42%	(221)	526

Continued on next page

Table CMS10_13: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*

Brings me closer to others and feel less alone

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	23%	(454)	30%	(596)	47%	(942)	1992
4-Region: Northeast	26%	(91)	30%	(106)	44%	(158)	355
4-Region: Midwest	22%	(99)	28%	(127)	51%	(232)	458
4-Region: South	25%	(185)	29%	(219)	46%	(340)	744
4-Region: West	18%	(79)	33%	(144)	49%	(212)	435
Sports fan	24%	(316)	32%	(412)	44%	(573)	1301
Traveled outside of U.S. in past year 1+ times	32%	(121)	33%	(127)	36%	(137)	385
Frequent Flyer	31%	(72)	33%	(76)	36%	(82)	230

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

Table CMS10_14: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Improves society and makes a difference

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	27%	(535)	34%	(680)	39%	(777)	1992
Gender: Male	26%	(243)	34%	(319)	40%	(370)	932
Gender: Female	28%	(292)	34%	(361)	38%	(407)	1060
Age: 18-34	27%	(136)	37%	(186)	36%	(178)	500
Age: 35-44	32%	(98)	37%	(111)	31%	(94)	303
Age: 45-64	25%	(185)	33%	(240)	41%	(301)	725
Age: 65+	25%	(116)	31%	(143)	44%	(204)	463
GenZers: 1997-2012	25%	(52)	43%	(87)	32%	(65)	205
Millennials: 1981-1996	31%	(134)	34%	(149)	35%	(151)	434
GenXers: 1965-1980	30%	(147)	32%	(161)	38%	(190)	498
Baby Boomers: 1946-1964	24%	(188)	33%	(262)	43%	(339)	789
PID: Dem (no lean)	27%	(211)	38%	(292)	35%	(268)	772
PID: Ind (no lean)	25%	(142)	31%	(174)	43%	(242)	558
PID: Rep (no lean)	27%	(182)	32%	(214)	40%	(267)	662
PID/Gender: Dem Men	26%	(78)	42%	(125)	32%	(95)	297
PID/Gender: Dem Women	28%	(133)	35%	(168)	37%	(174)	475
PID/Gender: Ind Men	24%	(70)	29%	(86)	47%	(136)	292
PID/Gender: Ind Women	27%	(72)	33%	(88)	40%	(107)	266
PID/Gender: Rep Men	28%	(95)	32%	(109)	41%	(140)	343
PID/Gender: Rep Women	27%	(87)	33%	(105)	40%	(127)	319
Ideo: Liberal (1-3)	31%	(183)	35%	(208)	34%	(202)	593
Ideo: Moderate (4)	29%	(159)	35%	(192)	36%	(193)	544
Ideo: Conservative (5-7)	24%	(173)	32%	(235)	44%	(321)	729
Educ: < College	27%	(336)	32%	(402)	41%	(515)	1253
Educ: Bachelors degree	26%	(123)	40%	(187)	34%	(161)	471
Educ: Post-grad	29%	(76)	34%	(91)	37%	(100)	268
Income: Under 50k	26%	(257)	32%	(308)	42%	(408)	973
Income: 50k-100k	27%	(184)	36%	(249)	37%	(258)	690
Income: 100k+	29%	(94)	37%	(123)	34%	(112)	329
Ethnicity: White	26%	(417)	34%	(552)	40%	(641)	1611
Ethnicity: Hispanic	27%	(51)	39%	(74)	35%	(67)	193

Continued on next page

Table CMS10_14: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Improves society and makes a difference

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	27%	(535)	34%	(680)	39%	(777)	1992
Ethnicity: Afr. Am.	31%	(79)	32%	(80)	37%	(94)	253
Ethnicity: Other	30%	(39)	37%	(48)	32%	(41)	128
All Christian	28%	(285)	34%	(352)	38%	(388)	1025
All Non-Christian	31%	(31)	29%	(29)	39%	(39)	100
Atheist	19%	(18)	40%	(38)	42%	(40)	95
Agnostic/Nothing in particular	26%	(201)	34%	(261)	40%	(310)	772
Religious Non-Protestant/Catholic	27%	(38)	33%	(45)	40%	(56)	139
Evangelical	29%	(154)	33%	(175)	38%	(206)	534
Non-Evangelical	29%	(213)	34%	(258)	37%	(277)	748
Community: Urban	28%	(140)	33%	(167)	39%	(197)	504
Community: Suburban	26%	(267)	35%	(354)	39%	(392)	1014
Community: Rural	27%	(128)	33%	(159)	40%	(187)	474
Employ: Private Sector	32%	(199)	33%	(210)	35%	(222)	631
Employ: Government	22%	(22)	44%	(44)	34%	(34)	100
Employ: Self-Employed	31%	(42)	29%	(39)	40%	(55)	136
Employ: Homemaker	28%	(36)	33%	(43)	40%	(52)	131
Employ: Retired	23%	(120)	33%	(172)	44%	(229)	521
Employ: Unemployed	26%	(62)	33%	(76)	41%	(96)	233
Employ: Other	19%	(23)	40%	(47)	41%	(49)	119
Military HH: Yes	26%	(83)	34%	(110)	40%	(130)	323
Military HH: No	27%	(452)	34%	(570)	39%	(647)	1669
RD/WT: Right Direction	29%	(202)	31%	(216)	40%	(285)	703
RD/WT: Wrong Track	26%	(333)	36%	(464)	38%	(492)	1289
Trump Job Approve	26%	(226)	32%	(279)	42%	(361)	865
Trump Job Disapprove	28%	(297)	36%	(380)	37%	(392)	1070
Trump Job Strongly Approve	28%	(138)	29%	(142)	43%	(209)	489
Trump Job Somewhat Approve	23%	(88)	36%	(136)	40%	(152)	376
Trump Job Somewhat Disapprove	25%	(56)	37%	(82)	37%	(82)	219
Trump Job Strongly Disapprove	28%	(241)	35%	(299)	36%	(310)	850

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Table CMS10_14: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Improves society and makes a difference

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	27%	(535)	34%	(680)	39%	(777)	1992
Favorable of Trump	27%	(233)	31%	(266)	41%	(349)	848
Unfavorable of Trump	27%	(284)	37%	(395)	36%	(389)	1067
Very Favorable of Trump	30%	(147)	28%	(140)	42%	(205)	493
Somewhat Favorable of Trump	24%	(85)	36%	(126)	40%	(144)	355
Somewhat Unfavorable of Trump	21%	(38)	38%	(68)	40%	(71)	176
Very Unfavorable of Trump	28%	(246)	37%	(327)	36%	(318)	891
#1 Issue: Economy	27%	(179)	37%	(247)	37%	(248)	675
#1 Issue: Security	25%	(56)	30%	(67)	45%	(100)	222
#1 Issue: Health Care	29%	(128)	33%	(147)	37%	(163)	438
#1 Issue: Medicare / Social Security	28%	(84)	31%	(94)	42%	(127)	305
#1 Issue: Women's Issues	22%	(19)	41%	(36)	37%	(33)	89
#1 Issue: Education	26%	(27)	32%	(32)	42%	(43)	103
#1 Issue: Energy	34%	(19)	37%	(21)	30%	(17)	58
#1 Issue: Other	22%	(22)	34%	(35)	44%	(45)	102
2018 House Vote: Democrat	27%	(204)	38%	(287)	35%	(260)	750
2018 House Vote: Republican	28%	(191)	31%	(215)	41%	(278)	683
2018 House Vote: Someone else	20%	(14)	37%	(26)	44%	(31)	72
2016 Vote: Hillary Clinton	27%	(182)	39%	(269)	34%	(230)	680
2016 Vote: Donald Trump	28%	(207)	31%	(231)	41%	(307)	744
2016 Vote: Other	22%	(32)	35%	(52)	43%	(63)	147
2016 Vote: Didn't Vote	27%	(114)	31%	(127)	42%	(176)	417
Voted in 2014: Yes	27%	(366)	34%	(461)	38%	(516)	1344
Voted in 2014: No	26%	(169)	34%	(219)	40%	(261)	648
2012 Vote: Barack Obama	28%	(233)	36%	(301)	35%	(292)	826
2012 Vote: Mitt Romney	24%	(133)	32%	(177)	44%	(243)	553
2012 Vote: Other	22%	(18)	29%	(24)	49%	(40)	81
2012 Vote: Didn't Vote	29%	(151)	34%	(177)	38%	(199)	526

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Table CMS10_14: *Thinking about the products and services you have purchased since the COVID-19 pandemic (coronavirus) spread to the U.S., to what extent has each of the following been a reason for your recent purchases?*
Improves society and makes a difference

Demographic	Main reason		Minor reason		Not a reason at all		Total N
Registered Voters	27%	(535)	34%	(680)	39%	(777)	1992
4-Region: Northeast	30%	(106)	34%	(120)	37%	(130)	355
4-Region: Midwest	23%	(106)	35%	(162)	42%	(190)	458
4-Region: South	29%	(218)	34%	(252)	37%	(274)	744
4-Region: West	24%	(106)	34%	(147)	42%	(183)	435
Sports fan	30%	(385)	35%	(453)	36%	(463)	1301
Traveled outside of U.S. in past year 1+ times	33%	(127)	36%	(139)	31%	(119)	385
Frequent Flyer	33%	(75)	36%	(82)	32%	(73)	230

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

Table CMS11_1: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Demonstrates a sense of responsibility to act in the best interest of customers and society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1115)	33%	(650)	5%	(102)	6%	(125)	1992
Gender: Male	51%	(474)	34%	(316)	7%	(70)	8%	(73)	932
Gender: Female	60%	(641)	32%	(334)	3%	(33)	5%	(52)	1060
Age: 18-34	53%	(266)	32%	(159)	7%	(33)	8%	(42)	500
Age: 35-44	52%	(156)	37%	(111)	6%	(20)	5%	(16)	303
Age: 45-64	56%	(407)	33%	(240)	5%	(36)	6%	(43)	725
Age: 65+	62%	(285)	30%	(140)	3%	(15)	5%	(24)	463
GenZers: 1997-2012	54%	(110)	32%	(65)	5%	(11)	9%	(18)	205
Millennials: 1981-1996	52%	(225)	34%	(147)	7%	(30)	7%	(32)	434
GenXers: 1965-1980	58%	(288)	30%	(149)	6%	(32)	6%	(29)	498
Baby Boomers: 1946-1964	56%	(446)	34%	(272)	4%	(29)	5%	(42)	789
PID: Dem (no lean)	61%	(474)	28%	(215)	5%	(38)	6%	(44)	772
PID: Ind (no lean)	54%	(302)	31%	(174)	6%	(35)	8%	(47)	558
PID: Rep (no lean)	51%	(338)	39%	(262)	4%	(29)	5%	(33)	662
PID/Gender: Dem Men	59%	(176)	26%	(78)	8%	(25)	6%	(18)	297
PID/Gender: Dem Women	63%	(298)	29%	(136)	3%	(14)	6%	(27)	475
PID/Gender: Ind Men	48%	(140)	32%	(95)	9%	(25)	11%	(32)	292
PID/Gender: Ind Women	61%	(162)	30%	(79)	4%	(9)	6%	(15)	266
PID/Gender: Rep Men	46%	(158)	42%	(143)	6%	(20)	7%	(23)	343
PID/Gender: Rep Women	57%	(180)	37%	(119)	3%	(10)	3%	(10)	319
Ideo: Liberal (1-3)	63%	(373)	28%	(165)	5%	(27)	5%	(27)	593
Ideo: Moderate (4)	54%	(294)	35%	(190)	5%	(25)	6%	(35)	544
Ideo: Conservative (5-7)	54%	(393)	35%	(257)	6%	(42)	5%	(36)	729
Educ: < College	57%	(719)	32%	(398)	4%	(52)	7%	(85)	1253
Educ: Bachelors degree	54%	(256)	33%	(153)	8%	(36)	5%	(25)	471
Educ: Post-grad	52%	(139)	37%	(99)	5%	(15)	5%	(15)	268
Income: Under 50k	57%	(551)	31%	(302)	4%	(44)	8%	(76)	973
Income: 50k-100k	56%	(386)	34%	(235)	5%	(35)	5%	(35)	690
Income: 100k+	54%	(177)	34%	(113)	7%	(24)	4%	(15)	329
Ethnicity: White	55%	(887)	34%	(544)	5%	(83)	6%	(98)	1611

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Table CMS11_1: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Demonstrates a sense of responsibility to act in the best interest of customers and society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1115)	33%	(650)	5%	(102)	6%	(125)	1992
Ethnicity: Hispanic	60%	(115)	31%	(60)	5%	(10)	4%	(8)	193
Ethnicity: Afr. Am.	62%	(156)	26%	(67)	5%	(12)	7%	(18)	253
Ethnicity: Other	56%	(71)	31%	(40)	6%	(8)	7%	(9)	128
All Christian	58%	(591)	33%	(337)	5%	(50)	5%	(47)	1025
All Non-Christian	51%	(51)	32%	(32)	11%	(11)	6%	(6)	100
Atheist	56%	(53)	29%	(27)	6%	(6)	9%	(9)	95
Agnostic/Nothing in particular	54%	(420)	33%	(254)	5%	(35)	8%	(64)	772
Religious Non-Protestant/Catholic	48%	(67)	35%	(48)	11%	(16)	6%	(8)	139
Evangelical	57%	(304)	32%	(173)	5%	(27)	6%	(31)	534
Non-Evangelical	59%	(439)	32%	(236)	4%	(30)	6%	(42)	748
Community: Urban	56%	(282)	31%	(156)	6%	(29)	7%	(37)	504
Community: Suburban	56%	(569)	33%	(331)	5%	(53)	6%	(61)	1014
Community: Rural	56%	(263)	34%	(163)	4%	(21)	6%	(26)	474
Employ: Private Sector	54%	(341)	36%	(228)	5%	(33)	5%	(29)	631
Employ: Government	53%	(53)	32%	(32)	5%	(5)	10%	(10)	100
Employ: Self-Employed	55%	(75)	33%	(45)	8%	(11)	4%	(5)	136
Employ: Homemaker	60%	(79)	28%	(37)	7%	(10)	4%	(6)	131
Employ: Retired	57%	(298)	32%	(169)	3%	(18)	7%	(37)	521
Employ: Unemployed	58%	(134)	30%	(70)	5%	(12)	7%	(17)	233
Employ: Other	55%	(65)	27%	(32)	6%	(7)	13%	(15)	119
Military HH: Yes	58%	(188)	33%	(105)	5%	(15)	5%	(15)	323
Military HH: No	55%	(926)	33%	(545)	5%	(88)	7%	(110)	1669
RD/WT: Right Direction	50%	(355)	38%	(265)	6%	(39)	6%	(44)	703
RD/WT: Wrong Track	59%	(760)	30%	(385)	5%	(63)	6%	(81)	1289
Trump Job Approve	51%	(440)	37%	(323)	6%	(49)	6%	(53)	865
Trump Job Disapprove	61%	(653)	29%	(310)	5%	(50)	5%	(57)	1070

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Table CMS11_1: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Demonstrates a sense of responsibility to act in the best interest of customers and society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1115)	33%	(650)	5%	(102)	6%	(125)	1992
Trump Job Strongly Approve	55%	(268)	33%	(162)	5%	(23)	7%	(36)	489
Trump Job Somewhat Approve	46%	(172)	43%	(161)	7%	(26)	4%	(17)	376
Trump Job Somewhat Disapprove	51%	(111)	39%	(85)	4%	(9)	6%	(14)	219
Trump Job Strongly Disapprove	64%	(542)	27%	(226)	5%	(40)	5%	(43)	850
Favorable of Trump	52%	(438)	37%	(310)	6%	(47)	6%	(52)	848
Unfavorable of Trump	61%	(648)	29%	(313)	5%	(51)	5%	(55)	1067
Very Favorable of Trump	54%	(268)	34%	(167)	5%	(26)	6%	(31)	493
Somewhat Favorable of Trump	48%	(170)	40%	(143)	6%	(22)	6%	(21)	355
Somewhat Unfavorable of Trump	49%	(87)	39%	(68)	5%	(8)	7%	(13)	176
Very Unfavorable of Trump	63%	(561)	27%	(245)	5%	(43)	5%	(43)	891
#1 Issue: Economy	54%	(367)	35%	(235)	6%	(37)	5%	(35)	675
#1 Issue: Security	47%	(104)	42%	(92)	4%	(10)	7%	(16)	222
#1 Issue: Health Care	60%	(263)	29%	(128)	6%	(24)	5%	(23)	438
#1 Issue: Medicare / Social Security	58%	(176)	31%	(94)	3%	(10)	8%	(26)	305
#1 Issue: Women's Issues	67%	(59)	26%	(23)	2%	(2)	6%	(5)	89
#1 Issue: Education	50%	(51)	29%	(30)	10%	(10)	12%	(12)	103
#1 Issue: Energy	61%	(35)	30%	(17)	7%	(4)	2%	(1)	58
#1 Issue: Other	57%	(58)	31%	(32)	6%	(6)	6%	(7)	102
2018 House Vote: Democrat	63%	(470)	27%	(203)	5%	(36)	5%	(40)	750
2018 House Vote: Republican	52%	(357)	39%	(265)	5%	(34)	4%	(28)	683
2018 House Vote: Someone else	52%	(38)	32%	(23)	5%	(3)	11%	(8)	72
2016 Vote: Hillary Clinton	60%	(411)	29%	(199)	5%	(34)	5%	(37)	680
2016 Vote: Donald Trump	54%	(399)	37%	(275)	4%	(31)	5%	(40)	744
2016 Vote: Other	53%	(79)	35%	(52)	7%	(10)	5%	(7)	147
2016 Vote: Didn't Vote	54%	(225)	30%	(125)	6%	(27)	10%	(40)	417
Voted in 2014: Yes	58%	(775)	33%	(438)	4%	(60)	5%	(71)	1344
Voted in 2014: No	52%	(340)	33%	(212)	7%	(42)	8%	(54)	648

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Table CMS11_1: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Demonstrates a sense of responsibility to act in the best interest of customers and society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1115)	33%	(650)	5%	(102)	6%	(125)	1992
2012 Vote: Barack Obama	60%	(498)	31%	(252)	4%	(37)	5%	(39)	826
2012 Vote: Mitt Romney	51%	(280)	38%	(212)	5%	(25)	6%	(36)	553
2012 Vote: Other	54%	(44)	34%	(28)	4%	(4)	8%	(6)	81
2012 Vote: Didn't Vote	55%	(289)	30%	(157)	7%	(37)	8%	(44)	526
4-Region: Northeast	54%	(192)	34%	(121)	6%	(20)	6%	(23)	355
4-Region: Midwest	55%	(250)	34%	(155)	6%	(26)	6%	(26)	458
4-Region: South	59%	(440)	31%	(229)	4%	(30)	6%	(45)	744
4-Region: West	53%	(232)	33%	(145)	6%	(27)	7%	(31)	435
Sports fan	57%	(736)	32%	(417)	6%	(76)	5%	(71)	1301
Traveled outside of U.S. in past year 1+ times	51%	(197)	38%	(145)	5%	(21)	6%	(22)	385
Frequent Flyer	50%	(115)	35%	(81)	9%	(20)	6%	(14)	230

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

Table CMS11_2: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is willing to place what's best for customers, employees and/or other stakeholders above shareholders or personal gain

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1109)	32%	(645)	6%	(113)	6%	(126)	1992
Gender: Male	50%	(470)	34%	(313)	8%	(74)	8%	(75)	932
Gender: Female	60%	(638)	31%	(331)	4%	(39)	5%	(51)	1060
Age: 18-34	54%	(270)	30%	(150)	8%	(40)	8%	(40)	500
Age: 35-44	54%	(164)	33%	(99)	6%	(19)	7%	(20)	303
Age: 45-64	55%	(397)	34%	(249)	5%	(38)	6%	(41)	725
Age: 65+	60%	(278)	31%	(146)	3%	(15)	5%	(24)	463
GenZers: 1997-2012	56%	(114)	26%	(53)	10%	(21)	8%	(16)	205
Millennials: 1981-1996	52%	(227)	33%	(144)	7%	(30)	8%	(33)	434
GenXers: 1965-1980	55%	(275)	32%	(162)	6%	(29)	6%	(32)	498
Baby Boomers: 1946-1964	57%	(447)	34%	(269)	4%	(32)	5%	(40)	789
PID: Dem (no lean)	62%	(478)	28%	(216)	5%	(39)	5%	(38)	772
PID: Ind (no lean)	56%	(310)	30%	(169)	5%	(28)	9%	(51)	558
PID: Rep (no lean)	48%	(320)	39%	(259)	7%	(46)	6%	(37)	662
PID/Gender: Dem Men	59%	(176)	28%	(84)	7%	(20)	6%	(17)	297
PID/Gender: Dem Women	64%	(302)	28%	(132)	4%	(19)	4%	(21)	475
PID/Gender: Ind Men	48%	(139)	34%	(100)	7%	(21)	11%	(31)	292
PID/Gender: Ind Women	64%	(171)	26%	(69)	3%	(7)	7%	(19)	266
PID/Gender: Rep Men	45%	(155)	38%	(129)	10%	(33)	8%	(26)	343
PID/Gender: Rep Women	52%	(165)	41%	(130)	4%	(13)	3%	(11)	319
Ideo: Liberal (1-3)	65%	(384)	26%	(151)	5%	(31)	5%	(27)	593
Ideo: Moderate (4)	56%	(303)	34%	(184)	4%	(22)	6%	(35)	544
Ideo: Conservative (5-7)	50%	(364)	37%	(273)	7%	(51)	6%	(42)	729
Educ: < College	57%	(714)	31%	(387)	5%	(65)	7%	(87)	1253
Educ: Bachelors degree	54%	(254)	35%	(164)	6%	(28)	5%	(24)	471
Educ: Post-grad	52%	(141)	35%	(93)	7%	(19)	6%	(15)	268
Income: Under 50k	55%	(536)	31%	(302)	6%	(62)	8%	(74)	973
Income: 50k-100k	56%	(385)	34%	(236)	5%	(33)	5%	(35)	690
Income: 100k+	57%	(188)	32%	(106)	6%	(18)	5%	(17)	329
Ethnicity: White	55%	(881)	34%	(544)	5%	(84)	6%	(101)	1611

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Table CMS11_2: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is willing to place what's best for customers, employees and/or other stakeholders above shareholders or personal gain

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1109)	32%	(645)	6%	(113)	6%	(126)	1992
Ethnicity: Hispanic	58%	(112)	31%	(60)	6%	(11)	5%	(10)	193
Ethnicity: Afr. Am.	63%	(160)	23%	(57)	9%	(23)	5%	(13)	253
Ethnicity: Other	53%	(68)	34%	(43)	5%	(6)	9%	(11)	128
All Christian	56%	(576)	34%	(346)	5%	(56)	5%	(47)	1025
All Non-Christian	60%	(60)	23%	(23)	10%	(10)	6%	(6)	100
Atheist	62%	(59)	26%	(25)	1%	(1)	11%	(10)	95
Agnostic/Nothing in particular	54%	(414)	32%	(250)	6%	(45)	8%	(63)	772
Religious Non-Protestant/Catholic	56%	(78)	29%	(40)	10%	(13)	5%	(7)	139
Evangelical	57%	(305)	34%	(182)	4%	(21)	5%	(26)	534
Non-Evangelical	56%	(415)	33%	(244)	6%	(43)	6%	(45)	748
Community: Urban	55%	(278)	32%	(160)	7%	(36)	6%	(30)	504
Community: Suburban	56%	(567)	33%	(330)	5%	(53)	6%	(63)	1014
Community: Rural	56%	(264)	33%	(154)	5%	(23)	7%	(32)	474
Employ: Private Sector	55%	(345)	35%	(222)	5%	(32)	5%	(32)	631
Employ: Government	64%	(65)	23%	(23)	4%	(4)	9%	(9)	100
Employ: Self-Employed	48%	(65)	32%	(43)	13%	(18)	7%	(9)	136
Employ: Homemaker	56%	(74)	32%	(42)	8%	(10)	4%	(5)	131
Employ: Retired	55%	(288)	34%	(178)	3%	(18)	7%	(37)	521
Employ: Unemployed	61%	(141)	26%	(61)	8%	(18)	6%	(13)	233
Employ: Other	59%	(70)	26%	(31)	5%	(6)	11%	(13)	119
Military HH: Yes	59%	(191)	31%	(99)	5%	(15)	6%	(18)	323
Military HH: No	55%	(918)	33%	(545)	6%	(98)	6%	(107)	1669
RD/WT: Right Direction	47%	(329)	39%	(278)	7%	(51)	6%	(45)	703
RD/WT: Wrong Track	60%	(779)	28%	(367)	5%	(62)	6%	(80)	1289
Trump Job Approve	49%	(426)	38%	(328)	6%	(53)	7%	(57)	865
Trump Job Disapprove	62%	(660)	28%	(304)	5%	(55)	5%	(50)	1070

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Table CMS11_2: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is willing to place what's best for customers, employees and/or other stakeholders above shareholders or personal gain

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1109)	32%	(645)	6%	(113)	6%	(126)	1992
Trump Job Strongly Approve	51%	(250)	35%	(172)	7%	(34)	7%	(33)	489
Trump Job Somewhat Approve	47%	(177)	42%	(156)	5%	(19)	6%	(24)	376
Trump Job Somewhat Disapprove	48%	(106)	38%	(83)	10%	(22)	4%	(9)	219
Trump Job Strongly Disapprove	65%	(555)	26%	(221)	4%	(33)	5%	(41)	850
Favorable of Trump	50%	(421)	37%	(312)	7%	(58)	7%	(57)	848
Unfavorable of Trump	62%	(658)	29%	(305)	5%	(51)	5%	(54)	1067
Very Favorable of Trump	52%	(257)	34%	(169)	8%	(39)	6%	(27)	493
Somewhat Favorable of Trump	46%	(163)	40%	(143)	5%	(19)	8%	(30)	355
Somewhat Unfavorable of Trump	48%	(85)	38%	(67)	7%	(12)	7%	(12)	176
Very Unfavorable of Trump	64%	(573)	27%	(238)	4%	(39)	5%	(42)	891
#1 Issue: Economy	53%	(359)	35%	(239)	6%	(41)	5%	(35)	675
#1 Issue: Security	46%	(102)	38%	(84)	9%	(21)	7%	(15)	222
#1 Issue: Health Care	61%	(269)	28%	(125)	4%	(19)	6%	(25)	438
#1 Issue: Medicare / Social Security	59%	(179)	31%	(96)	3%	(8)	7%	(22)	305
#1 Issue: Women's Issues	63%	(56)	27%	(24)	5%	(4)	6%	(5)	89
#1 Issue: Education	48%	(50)	27%	(28)	12%	(12)	13%	(13)	103
#1 Issue: Energy	54%	(31)	35%	(20)	4%	(3)	7%	(4)	58
#1 Issue: Other	61%	(62)	28%	(29)	4%	(4)	7%	(7)	102
2018 House Vote: Democrat	63%	(476)	28%	(206)	4%	(31)	5%	(36)	750
2018 House Vote: Republican	50%	(339)	38%	(258)	7%	(50)	5%	(36)	683
2018 House Vote: Someone else	59%	(42)	26%	(19)	5%	(4)	10%	(7)	72
2016 Vote: Hillary Clinton	61%	(413)	30%	(207)	4%	(31)	4%	(30)	680
2016 Vote: Donald Trump	52%	(389)	35%	(263)	6%	(45)	6%	(47)	744
2016 Vote: Other	61%	(90)	28%	(41)	4%	(7)	6%	(10)	147
2016 Vote: Didn't Vote	51%	(215)	32%	(133)	7%	(31)	9%	(39)	417
Voted in 2014: Yes	58%	(777)	32%	(431)	5%	(65)	5%	(71)	1344
Voted in 2014: No	51%	(332)	33%	(214)	7%	(48)	8%	(55)	648

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Table CMS11_2: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is willing to place what's best for customers, employees and/or other stakeholders above shareholders or personal gain

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1109)	32%	(645)	6%	(113)	6%	(126)	1992
2012 Vote: Barack Obama	61%	(505)	30%	(250)	4%	(33)	5%	(38)	826
2012 Vote: Mitt Romney	49%	(271)	37%	(208)	6%	(36)	7%	(39)	553
2012 Vote: Other	61%	(50)	29%	(23)	3%	(2)	8%	(6)	81
2012 Vote: Didn't Vote	53%	(278)	31%	(164)	8%	(42)	8%	(43)	526
4-Region: Northeast	51%	(182)	36%	(128)	6%	(21)	7%	(24)	355
4-Region: Midwest	56%	(256)	33%	(149)	6%	(28)	5%	(25)	458
4-Region: South	59%	(435)	30%	(224)	5%	(36)	7%	(49)	744
4-Region: West	54%	(235)	33%	(144)	6%	(27)	7%	(29)	435
Sports fan	56%	(728)	32%	(421)	7%	(86)	5%	(66)	1301
Traveled outside of U.S. in past year 1+ times	53%	(206)	34%	(132)	6%	(23)	6%	(25)	385
Frequent Flyer	54%	(125)	32%	(73)	8%	(17)	6%	(14)	230

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

Table CMS11_3: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Leverages their position of power to help others, give back and/or make a difference in society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(892)	38%	(759)	9%	(175)	8%	(166)	1992
Gender: Male	40%	(376)	38%	(354)	12%	(109)	10%	(93)	932
Gender: Female	49%	(516)	38%	(404)	6%	(67)	7%	(72)	1060
Age: 18-34	47%	(237)	35%	(174)	9%	(45)	9%	(44)	500
Age: 35-44	42%	(126)	43%	(130)	8%	(23)	8%	(24)	303
Age: 45-64	43%	(312)	39%	(279)	10%	(69)	9%	(65)	725
Age: 65+	47%	(218)	38%	(175)	8%	(38)	7%	(33)	463
GenZers: 1997-2012	52%	(107)	32%	(66)	8%	(16)	7%	(15)	205
Millennials: 1981-1996	43%	(188)	39%	(169)	9%	(38)	9%	(40)	434
GenXers: 1965-1980	43%	(214)	38%	(191)	10%	(51)	8%	(42)	498
Baby Boomers: 1946-1964	44%	(348)	39%	(310)	9%	(68)	8%	(63)	789
PID: Dem (no lean)	53%	(407)	35%	(268)	6%	(46)	7%	(51)	772
PID: Ind (no lean)	40%	(224)	39%	(215)	9%	(51)	12%	(68)	558
PID: Rep (no lean)	40%	(262)	42%	(276)	12%	(78)	7%	(46)	662
PID/Gender: Dem Men	50%	(148)	35%	(105)	8%	(23)	7%	(21)	297
PID/Gender: Dem Women	54%	(259)	34%	(163)	5%	(24)	6%	(30)	475
PID/Gender: Ind Men	37%	(108)	38%	(111)	10%	(30)	15%	(43)	292
PID/Gender: Ind Women	43%	(116)	39%	(105)	8%	(21)	9%	(25)	266
PID/Gender: Rep Men	35%	(120)	40%	(139)	16%	(56)	8%	(29)	343
PID/Gender: Rep Women	45%	(142)	43%	(137)	7%	(22)	6%	(18)	319
Ideo: Liberal (1-3)	55%	(325)	33%	(198)	6%	(34)	6%	(37)	593
Ideo: Moderate (4)	44%	(237)	40%	(216)	9%	(48)	8%	(43)	544
Ideo: Conservative (5-7)	39%	(288)	41%	(298)	12%	(86)	8%	(57)	729
Educ: < College	47%	(590)	36%	(455)	7%	(94)	9%	(115)	1253
Educ: Bachelors degree	43%	(200)	39%	(184)	11%	(51)	8%	(36)	471
Educ: Post-grad	38%	(102)	45%	(120)	11%	(31)	6%	(15)	268
Income: Under 50k	46%	(445)	37%	(360)	8%	(77)	9%	(90)	973
Income: 50k-100k	45%	(310)	39%	(268)	9%	(62)	7%	(50)	690
Income: 100k+	42%	(137)	40%	(130)	11%	(36)	8%	(26)	329
Ethnicity: White	43%	(699)	39%	(624)	10%	(154)	8%	(134)	1611

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Table CMS11_3: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Leverages their position of power to help others, give back and/or make a difference in society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(892)	38%	(759)	9%	(175)	8%	(166)	1992
Ethnicity: Hispanic	49%	(95)	35%	(67)	11%	(21)	5%	(11)	193
Ethnicity: Afr. Am.	54%	(138)	32%	(80)	6%	(15)	8%	(20)	253
Ethnicity: Other	43%	(56)	42%	(54)	5%	(7)	9%	(12)	128
All Christian	45%	(466)	38%	(390)	10%	(100)	7%	(69)	1025
All Non-Christian	47%	(47)	36%	(36)	12%	(12)	5%	(5)	100
Atheist	47%	(45)	39%	(38)	3%	(3)	10%	(10)	95
Agnostic/Nothing in particular	43%	(334)	38%	(296)	8%	(61)	11%	(82)	772
Religious Non-Protestant/Catholic	43%	(59)	41%	(57)	11%	(15)	5%	(7)	139
Evangelical	43%	(230)	41%	(221)	8%	(42)	8%	(42)	534
Non-Evangelical	49%	(366)	33%	(249)	10%	(71)	8%	(62)	748
Community: Urban	46%	(233)	37%	(186)	8%	(41)	9%	(44)	504
Community: Suburban	44%	(441)	39%	(400)	9%	(91)	8%	(81)	1014
Community: Rural	46%	(219)	36%	(172)	9%	(43)	8%	(40)	474
Employ: Private Sector	45%	(281)	38%	(241)	11%	(68)	7%	(41)	631
Employ: Government	41%	(41)	37%	(37)	8%	(8)	14%	(14)	100
Employ: Self-Employed	40%	(54)	41%	(56)	10%	(13)	9%	(13)	136
Employ: Homemaker	41%	(54)	45%	(59)	6%	(8)	8%	(10)	131
Employ: Retired	44%	(231)	38%	(201)	8%	(42)	9%	(48)	521
Employ: Unemployed	49%	(115)	38%	(88)	6%	(14)	7%	(16)	233
Employ: Other	45%	(54)	32%	(38)	10%	(12)	13%	(15)	119
Military HH: Yes	42%	(134)	41%	(132)	8%	(26)	9%	(30)	323
Military HH: No	45%	(758)	38%	(626)	9%	(149)	8%	(135)	1669
RD/WT: Right Direction	38%	(265)	44%	(308)	10%	(74)	8%	(57)	703
RD/WT: Wrong Track	49%	(628)	35%	(451)	8%	(102)	8%	(109)	1289
Trump Job Approve	38%	(332)	42%	(360)	10%	(89)	10%	(84)	865
Trump Job Disapprove	51%	(543)	35%	(379)	8%	(83)	6%	(64)	1070

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Table CMS11_3: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Leverages their position of power to help others, give back and/or make a difference in society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(892)	38%	(759)	9%	(175)	8%	(166)	1992
Trump Job Strongly Approve	43%	(208)	39%	(191)	9%	(43)	10%	(47)	489
Trump Job Somewhat Approve	33%	(124)	45%	(169)	12%	(46)	10%	(37)	376
Trump Job Somewhat Disapprove	40%	(88)	42%	(91)	12%	(27)	6%	(13)	219
Trump Job Strongly Disapprove	53%	(455)	34%	(288)	7%	(57)	6%	(51)	850
Favorable of Trump	39%	(335)	40%	(337)	11%	(94)	10%	(82)	848
Unfavorable of Trump	50%	(531)	37%	(391)	8%	(80)	6%	(65)	1067
Very Favorable of Trump	43%	(214)	38%	(188)	10%	(50)	8%	(41)	493
Somewhat Favorable of Trump	34%	(121)	42%	(149)	12%	(44)	12%	(41)	355
Somewhat Unfavorable of Trump	34%	(60)	48%	(85)	10%	(18)	7%	(13)	176
Very Unfavorable of Trump	53%	(471)	34%	(306)	7%	(62)	6%	(52)	891
#1 Issue: Economy	44%	(300)	37%	(251)	10%	(70)	8%	(53)	675
#1 Issue: Security	34%	(75)	45%	(101)	9%	(20)	12%	(26)	222
#1 Issue: Health Care	48%	(212)	38%	(168)	8%	(33)	6%	(26)	438
#1 Issue: Medicare / Social Security	45%	(138)	38%	(114)	7%	(22)	10%	(31)	305
#1 Issue: Women's Issues	56%	(50)	37%	(33)	2%	(2)	4%	(4)	89
#1 Issue: Education	35%	(36)	36%	(37)	16%	(17)	13%	(13)	103
#1 Issue: Energy	60%	(35)	26%	(15)	11%	(6)	3%	(2)	58
#1 Issue: Other	46%	(47)	39%	(40)	5%	(5)	10%	(10)	102
2018 House Vote: Democrat	51%	(384)	35%	(261)	8%	(56)	6%	(48)	750
2018 House Vote: Republican	39%	(268)	41%	(280)	12%	(83)	8%	(52)	683
2018 House Vote: Someone else	45%	(32)	38%	(27)	3%	(2)	14%	(10)	72
2016 Vote: Hillary Clinton	51%	(344)	37%	(250)	6%	(42)	6%	(44)	680
2016 Vote: Donald Trump	40%	(300)	40%	(297)	11%	(81)	9%	(66)	744
2016 Vote: Other	36%	(53)	43%	(64)	14%	(21)	6%	(9)	147
2016 Vote: Didn't Vote	46%	(194)	35%	(147)	7%	(31)	11%	(45)	417
Voted in 2014: Yes	46%	(612)	38%	(512)	9%	(119)	8%	(101)	1344
Voted in 2014: No	43%	(280)	38%	(247)	9%	(56)	10%	(65)	648

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Table CMS11_3: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Leverages their position of power to help others, give back and/or make a difference in society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(892)	38%	(759)	9%	(175)	8%	(166)	1992
2012 Vote: Barack Obama	50%	(409)	37%	(308)	7%	(57)	6%	(52)	826
2012 Vote: Mitt Romney	37%	(204)	41%	(228)	12%	(66)	10%	(56)	553
2012 Vote: Other	42%	(34)	41%	(33)	8%	(6)	9%	(7)	81
2012 Vote: Didn't Vote	46%	(241)	36%	(190)	9%	(46)	10%	(50)	526
4-Region: Northeast	43%	(154)	39%	(139)	9%	(31)	9%	(30)	355
4-Region: Midwest	43%	(195)	39%	(178)	11%	(51)	7%	(33)	458
4-Region: South	48%	(357)	37%	(276)	7%	(51)	8%	(59)	744
4-Region: West	43%	(186)	38%	(166)	9%	(41)	10%	(43)	435
Sports fan	46%	(593)	37%	(486)	10%	(127)	7%	(95)	1301
Traveled outside of U.S. in past year 1+ times	42%	(163)	44%	(169)	7%	(26)	7%	(27)	385
Frequent Flyer	45%	(103)	40%	(91)	9%	(20)	7%	(16)	230

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

Table CMS11_4: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is in touch with customers, their realities, and their needs

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	53%	(1063)	34%	(686)	6%	(123)	6%	(120)	1992
Gender: Male	49%	(457)	35%	(323)	9%	(83)	7%	(70)	932
Gender: Female	57%	(606)	34%	(363)	4%	(40)	5%	(50)	1060
Age: 18-34	56%	(279)	29%	(146)	8%	(41)	7%	(34)	500
Age: 35-44	51%	(153)	38%	(114)	5%	(15)	7%	(20)	303
Age: 45-64	51%	(372)	36%	(260)	6%	(46)	6%	(47)	725
Age: 65+	56%	(258)	36%	(165)	5%	(21)	4%	(19)	463
GenZers: 1997-2012	56%	(115)	27%	(55)	10%	(21)	7%	(14)	205
Millennials: 1981-1996	53%	(231)	34%	(149)	6%	(27)	6%	(27)	434
GenXers: 1965-1980	53%	(266)	34%	(172)	5%	(26)	7%	(33)	498
Baby Boomers: 1946-1964	52%	(410)	37%	(290)	6%	(47)	5%	(42)	789
PID: Dem (no lean)	58%	(445)	33%	(251)	5%	(37)	5%	(39)	772
PID: Ind (no lean)	53%	(295)	31%	(175)	8%	(42)	8%	(45)	558
PID: Rep (no lean)	49%	(323)	39%	(260)	7%	(44)	5%	(36)	662
PID/Gender: Dem Men	55%	(164)	32%	(95)	7%	(22)	6%	(16)	297
PID/Gender: Dem Women	59%	(281)	33%	(156)	3%	(14)	5%	(22)	475
PID/Gender: Ind Men	49%	(142)	32%	(93)	9%	(27)	10%	(30)	292
PID/Gender: Ind Women	58%	(153)	31%	(82)	6%	(15)	6%	(15)	266
PID/Gender: Rep Men	44%	(152)	39%	(135)	10%	(34)	7%	(23)	343
PID/Gender: Rep Women	54%	(171)	39%	(125)	3%	(10)	4%	(13)	319
Ideo: Liberal (1-3)	61%	(361)	30%	(179)	4%	(26)	5%	(27)	593
Ideo: Moderate (4)	51%	(278)	37%	(202)	6%	(32)	6%	(32)	544
Ideo: Conservative (5-7)	50%	(368)	37%	(266)	8%	(59)	5%	(36)	729
Educ: < College	56%	(698)	32%	(398)	6%	(73)	7%	(84)	1253
Educ: Bachelors degree	51%	(240)	38%	(179)	6%	(29)	5%	(23)	471
Educ: Post-grad	47%	(125)	41%	(109)	8%	(21)	5%	(13)	268
Income: Under 50k	54%	(525)	32%	(314)	7%	(65)	7%	(70)	973
Income: 50k-100k	55%	(376)	36%	(247)	6%	(39)	4%	(28)	690
Income: 100k+	49%	(162)	38%	(126)	6%	(19)	7%	(22)	329
Ethnicity: White	52%	(844)	36%	(578)	6%	(92)	6%	(97)	1611

Continued on next page

Table CMS11_4: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is in touch with customers, their realities, and their needs

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	53%	(1063)	34%	(686)	6%	(123)	6%	(120)	1992
Ethnicity: Hispanic	61%	(118)	27%	(52)	9%	(18)	3%	(6)	193
Ethnicity: Afr. Am.	60%	(152)	25%	(64)	9%	(22)	6%	(15)	253
Ethnicity: Other	53%	(68)	34%	(44)	6%	(8)	6%	(8)	128
All Christian	54%	(551)	36%	(369)	6%	(62)	4%	(43)	1025
All Non-Christian	51%	(51)	35%	(35)	6%	(6)	7%	(7)	100
Atheist	54%	(51)	32%	(31)	4%	(4)	10%	(9)	95
Agnostic/Nothing in particular	53%	(411)	33%	(251)	6%	(50)	8%	(61)	772
Religious Non-Protestant/Catholic	49%	(68)	37%	(51)	8%	(12)	6%	(8)	139
Evangelical	55%	(294)	35%	(188)	5%	(24)	5%	(28)	534
Non-Evangelical	54%	(403)	34%	(257)	6%	(47)	6%	(41)	748
Community: Urban	54%	(274)	32%	(163)	7%	(37)	6%	(32)	504
Community: Suburban	52%	(532)	36%	(365)	6%	(57)	6%	(59)	1014
Community: Rural	54%	(258)	33%	(158)	6%	(29)	6%	(29)	474
Employ: Private Sector	52%	(327)	36%	(228)	6%	(40)	6%	(36)	631
Employ: Government	50%	(50)	37%	(37)	5%	(5)	8%	(8)	100
Employ: Self-Employed	52%	(70)	37%	(50)	8%	(11)	3%	(4)	136
Employ: Homemaker	52%	(68)	37%	(49)	7%	(10)	3%	(4)	131
Employ: Retired	53%	(275)	37%	(191)	5%	(24)	6%	(32)	521
Employ: Unemployed	60%	(139)	29%	(69)	5%	(13)	5%	(13)	233
Employ: Other	57%	(68)	25%	(30)	5%	(6)	13%	(15)	119
Military HH: Yes	55%	(178)	34%	(109)	5%	(17)	6%	(19)	323
Military HH: No	53%	(885)	35%	(577)	6%	(106)	6%	(101)	1669
RD/WT: Right Direction	49%	(346)	38%	(265)	7%	(51)	6%	(40)	703
RD/WT: Wrong Track	56%	(717)	33%	(421)	6%	(71)	6%	(80)	1289
Trump Job Approve	49%	(421)	39%	(337)	7%	(58)	6%	(49)	865
Trump Job Disapprove	58%	(623)	31%	(332)	6%	(60)	5%	(54)	1070

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Table CMS11_4: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is in touch with customers, their realities, and their needs

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	53%	(1063)	34%	(686)	6%	(123)	6%	(120)	1992
Trump Job Strongly Approve	50%	(244)	36%	(176)	8%	(38)	6%	(30)	489
Trump Job Somewhat Approve	47%	(176)	43%	(160)	5%	(20)	5%	(19)	376
Trump Job Somewhat Disapprove	53%	(117)	34%	(76)	7%	(16)	5%	(10)	219
Trump Job Strongly Disapprove	60%	(506)	30%	(257)	5%	(44)	5%	(44)	850
Favorable of Trump	49%	(420)	37%	(318)	7%	(61)	6%	(50)	848
Unfavorable of Trump	58%	(615)	32%	(343)	5%	(55)	5%	(55)	1067
Very Favorable of Trump	52%	(258)	34%	(169)	8%	(38)	6%	(29)	493
Somewhat Favorable of Trump	46%	(162)	42%	(149)	6%	(23)	6%	(21)	355
Somewhat Unfavorable of Trump	50%	(88)	38%	(67)	4%	(8)	8%	(14)	176
Very Unfavorable of Trump	59%	(527)	31%	(276)	5%	(47)	5%	(41)	891
#1 Issue: Economy	53%	(355)	36%	(245)	6%	(40)	5%	(35)	675
#1 Issue: Security	45%	(100)	37%	(81)	11%	(24)	7%	(17)	222
#1 Issue: Health Care	53%	(235)	36%	(159)	5%	(21)	6%	(25)	438
#1 Issue: Medicare / Social Security	58%	(177)	33%	(100)	3%	(9)	7%	(20)	305
#1 Issue: Women's Issues	66%	(58)	25%	(23)	5%	(4)	4%	(4)	89
#1 Issue: Education	49%	(50)	26%	(27)	14%	(14)	11%	(11)	103
#1 Issue: Energy	61%	(35)	28%	(16)	8%	(5)	3%	(2)	58
#1 Issue: Other	52%	(53)	35%	(36)	6%	(6)	7%	(7)	102
2018 House Vote: Democrat	58%	(434)	32%	(236)	6%	(44)	5%	(37)	750
2018 House Vote: Republican	50%	(345)	39%	(265)	7%	(46)	4%	(28)	683
2018 House Vote: Someone else	54%	(39)	32%	(23)	4%	(3)	10%	(7)	72
2016 Vote: Hillary Clinton	57%	(388)	32%	(219)	6%	(39)	5%	(35)	680
2016 Vote: Donald Trump	52%	(383)	38%	(279)	6%	(45)	5%	(37)	744
2016 Vote: Other	47%	(70)	43%	(63)	5%	(8)	5%	(7)	147
2016 Vote: Didn't Vote	53%	(221)	30%	(125)	7%	(30)	10%	(41)	417
Voted in 2014: Yes	54%	(726)	36%	(479)	5%	(73)	5%	(65)	1344
Voted in 2014: No	52%	(337)	32%	(207)	8%	(49)	9%	(55)	648

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Table CMS11_4: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is in touch with customers, their realities, and their needs

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	53%	(1063)	34%	(686)	6%	(123)	6%	(120)	1992
2012 Vote: Barack Obama	56%	(459)	34%	(283)	5%	(45)	5%	(39)	826
2012 Vote: Mitt Romney	49%	(273)	39%	(218)	6%	(31)	6%	(31)	553
2012 Vote: Other	51%	(41)	38%	(31)	3%	(3)	8%	(6)	81
2012 Vote: Didn't Vote	54%	(285)	29%	(154)	8%	(44)	8%	(44)	526
4-Region: Northeast	52%	(184)	34%	(120)	7%	(26)	7%	(26)	355
4-Region: Midwest	51%	(233)	37%	(167)	7%	(31)	6%	(26)	458
4-Region: South	58%	(433)	32%	(236)	5%	(35)	5%	(39)	744
4-Region: West	49%	(213)	37%	(163)	7%	(30)	7%	(29)	435
Sports fan	53%	(692)	35%	(455)	7%	(89)	5%	(65)	1301
Traveled outside of U.S. in past year 1+ times	54%	(207)	36%	(138)	5%	(18)	6%	(22)	385
Frequent Flyer	51%	(117)	36%	(83)	7%	(15)	6%	(15)	230

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

Table CMS11_5: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is customer obsessed (i.e. is dedicated to delivering value to customers through solutions that address their challenges or needs)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(899)	40%	(794)	8%	(159)	7%	(141)	1992
Gender: Male	42%	(393)	40%	(368)	10%	(93)	8%	(78)	932
Gender: Female	48%	(506)	40%	(425)	6%	(66)	6%	(63)	1060
Age: 18-34	41%	(206)	42%	(209)	9%	(46)	8%	(40)	500
Age: 35-44	49%	(147)	38%	(114)	7%	(22)	6%	(19)	303
Age: 45-64	44%	(318)	40%	(290)	9%	(63)	8%	(55)	725
Age: 65+	49%	(228)	39%	(180)	6%	(28)	6%	(27)	463
GenZers: 1997-2012	38%	(78)	45%	(91)	8%	(17)	9%	(18)	205
Millennials: 1981-1996	45%	(193)	39%	(170)	10%	(41)	7%	(30)	434
GenXers: 1965-1980	46%	(228)	40%	(198)	8%	(37)	7%	(34)	498
Baby Boomers: 1946-1964	47%	(368)	39%	(309)	8%	(62)	6%	(51)	789
PID: Dem (no lean)	49%	(378)	38%	(294)	6%	(50)	6%	(50)	772
PID: Ind (no lean)	43%	(237)	39%	(218)	10%	(53)	9%	(49)	558
PID: Rep (no lean)	43%	(283)	42%	(281)	8%	(56)	6%	(42)	662
PID/Gender: Dem Men	49%	(146)	36%	(106)	9%	(26)	6%	(19)	297
PID/Gender: Dem Women	49%	(232)	40%	(188)	5%	(24)	6%	(30)	475
PID/Gender: Ind Men	39%	(113)	39%	(115)	11%	(33)	11%	(31)	292
PID/Gender: Ind Women	47%	(124)	39%	(103)	8%	(21)	7%	(18)	266
PID/Gender: Rep Men	39%	(134)	43%	(147)	10%	(35)	8%	(27)	343
PID/Gender: Rep Women	47%	(149)	42%	(134)	7%	(21)	5%	(15)	319
Ideo: Liberal (1-3)	48%	(283)	40%	(235)	7%	(43)	5%	(32)	593
Ideo: Moderate (4)	46%	(248)	39%	(211)	8%	(42)	8%	(43)	544
Ideo: Conservative (5-7)	44%	(320)	41%	(300)	9%	(67)	6%	(41)	729
Educ: < College	48%	(601)	38%	(472)	6%	(80)	8%	(100)	1253
Educ: Bachelors degree	40%	(188)	42%	(199)	12%	(55)	6%	(29)	471
Educ: Post-grad	41%	(109)	46%	(122)	9%	(24)	5%	(12)	268
Income: Under 50k	47%	(459)	37%	(360)	7%	(66)	9%	(89)	973
Income: 50k-100k	45%	(312)	41%	(280)	9%	(64)	5%	(35)	690
Income: 100k+	39%	(128)	47%	(155)	9%	(29)	5%	(17)	329
Ethnicity: White	44%	(713)	40%	(652)	8%	(135)	7%	(112)	1611

Continued on next page

Table CMS11_5: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is customer obsessed (i.e. is dedicated to delivering value to customers through solutions that address their challenges or needs)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(899)	40%	(794)	8%	(159)	7%	(141)	1992
Ethnicity: Hispanic	48%	(93)	40%	(78)	7%	(14)	5%	(9)	193
Ethnicity: Afr. Am.	52%	(131)	34%	(87)	6%	(14)	8%	(20)	253
Ethnicity: Other	43%	(55)	43%	(55)	8%	(10)	7%	(9)	128
All Christian	46%	(474)	40%	(415)	8%	(84)	5%	(52)	1025
All Non-Christian	48%	(48)	36%	(36)	7%	(7)	9%	(9)	100
Atheist	39%	(37)	45%	(43)	7%	(7)	9%	(9)	95
Agnostic/Nothing in particular	44%	(340)	39%	(301)	8%	(61)	9%	(71)	772
Religious Non-Protestant/Catholic	44%	(60)	38%	(52)	11%	(15)	8%	(11)	139
Evangelical	49%	(262)	39%	(207)	6%	(33)	6%	(32)	534
Non-Evangelical	46%	(344)	39%	(294)	9%	(64)	6%	(46)	748
Community: Urban	46%	(233)	37%	(188)	8%	(42)	8%	(42)	504
Community: Suburban	44%	(451)	42%	(425)	8%	(77)	6%	(60)	1014
Community: Rural	45%	(215)	38%	(181)	8%	(40)	8%	(39)	474
Employ: Private Sector	45%	(281)	41%	(256)	9%	(56)	6%	(37)	631
Employ: Government	41%	(41)	40%	(40)	9%	(9)	10%	(10)	100
Employ: Self-Employed	39%	(53)	47%	(63)	11%	(15)	4%	(5)	136
Employ: Homemaker	42%	(54)	44%	(58)	9%	(12)	5%	(7)	131
Employ: Retired	48%	(248)	39%	(205)	5%	(28)	8%	(40)	521
Employ: Unemployed	48%	(112)	37%	(86)	7%	(16)	8%	(19)	233
Employ: Other	50%	(59)	31%	(37)	8%	(10)	11%	(14)	119
Military HH: Yes	47%	(151)	41%	(132)	6%	(19)	6%	(20)	323
Military HH: No	45%	(747)	40%	(661)	8%	(139)	7%	(121)	1669
RD/WT: Right Direction	42%	(294)	42%	(296)	9%	(61)	7%	(52)	703
RD/WT: Wrong Track	47%	(605)	39%	(497)	8%	(98)	7%	(89)	1289
Trump Job Approve	43%	(374)	41%	(356)	8%	(72)	7%	(63)	865
Trump Job Disapprove	47%	(505)	39%	(419)	8%	(84)	6%	(61)	1070

Continued on next page

Table CMS11_5: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is customer obsessed (i.e. is dedicated to delivering value to customers through solutions that address their challenges or needs)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(899)	40%	(794)	8%	(159)	7%	(141)	1992
Trump Job Strongly Approve	46%	(224)	37%	(183)	9%	(42)	8%	(41)	489
Trump Job Somewhat Approve	40%	(150)	46%	(173)	8%	(30)	6%	(23)	376
Trump Job Somewhat Disapprove	40%	(88)	44%	(97)	10%	(23)	5%	(11)	219
Trump Job Strongly Disapprove	49%	(417)	38%	(322)	7%	(61)	6%	(50)	850
Favorable of Trump	45%	(379)	40%	(336)	9%	(72)	7%	(60)	848
Unfavorable of Trump	46%	(492)	40%	(429)	8%	(82)	6%	(64)	1067
Very Favorable of Trump	48%	(236)	36%	(179)	8%	(40)	7%	(37)	493
Somewhat Favorable of Trump	40%	(143)	44%	(157)	9%	(32)	7%	(23)	355
Somewhat Unfavorable of Trump	36%	(63)	45%	(80)	10%	(17)	9%	(16)	176
Very Unfavorable of Trump	48%	(429)	39%	(349)	7%	(64)	5%	(48)	891
#1 Issue: Economy	45%	(304)	42%	(283)	8%	(53)	5%	(35)	675
#1 Issue: Security	41%	(92)	41%	(92)	9%	(21)	8%	(18)	222
#1 Issue: Health Care	47%	(207)	38%	(165)	8%	(34)	8%	(33)	438
#1 Issue: Medicare / Social Security	51%	(155)	35%	(107)	5%	(15)	9%	(29)	305
#1 Issue: Women's Issues	37%	(33)	51%	(46)	7%	(7)	5%	(4)	89
#1 Issue: Education	42%	(43)	32%	(32)	15%	(15)	12%	(12)	103
#1 Issue: Energy	44%	(25)	39%	(22)	14%	(8)	3%	(2)	58
#1 Issue: Other	39%	(40)	46%	(47)	6%	(6)	8%	(8)	102
2018 House Vote: Democrat	48%	(363)	37%	(280)	8%	(62)	6%	(45)	750
2018 House Vote: Republican	43%	(294)	43%	(292)	9%	(61)	5%	(36)	683
2018 House Vote: Someone else	44%	(32)	37%	(27)	6%	(4)	12%	(9)	72
2016 Vote: Hillary Clinton	48%	(324)	39%	(266)	8%	(51)	6%	(39)	680
2016 Vote: Donald Trump	47%	(348)	40%	(294)	8%	(60)	6%	(42)	744
2016 Vote: Other	37%	(55)	44%	(65)	11%	(17)	7%	(11)	147
2016 Vote: Didn't Vote	41%	(170)	41%	(169)	7%	(30)	12%	(48)	417
Voted in 2014: Yes	47%	(635)	39%	(528)	8%	(104)	6%	(76)	1344
Voted in 2014: No	41%	(264)	41%	(265)	8%	(54)	10%	(64)	648

Continued on next page

Table CMS11_5: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is customer obsessed (i.e. is dedicated to delivering value to customers through solutions that address their challenges or needs)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(899)	40%	(794)	8%	(159)	7%	(141)	1992
2012 Vote: Barack Obama	48%	(397)	39%	(323)	8%	(62)	5%	(44)	826
2012 Vote: Mitt Romney	43%	(238)	41%	(228)	9%	(51)	7%	(36)	553
2012 Vote: Other	52%	(43)	29%	(23)	7%	(6)	11%	(9)	81
2012 Vote: Didn't Vote	41%	(216)	42%	(220)	7%	(39)	10%	(51)	526
4-Region: Northeast	42%	(150)	43%	(154)	8%	(27)	7%	(24)	355
4-Region: Midwest	43%	(196)	41%	(188)	8%	(39)	7%	(34)	458
4-Region: South	50%	(375)	36%	(269)	7%	(51)	6%	(48)	744
4-Region: West	41%	(177)	42%	(182)	10%	(42)	8%	(35)	435
Sports fan	46%	(602)	40%	(516)	8%	(102)	6%	(80)	1301
Traveled outside of U.S. in past year 1+ times	45%	(174)	42%	(161)	8%	(29)	5%	(21)	385
Frequent Flyer	38%	(88)	46%	(107)	9%	(20)	6%	(15)	230

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

Table CMS11_6: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Treats employees well

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	65%	(1293)	25%	(506)	4%	(82)	6%	(111)	1992
Gender: Male	57%	(535)	29%	(271)	6%	(60)	7%	(66)	932
Gender: Female	71%	(757)	22%	(234)	2%	(23)	4%	(45)	1060
Age: 18-34	63%	(316)	24%	(118)	5%	(26)	8%	(40)	500
Age: 35-44	60%	(182)	28%	(83)	7%	(20)	6%	(18)	303
Age: 45-64	64%	(464)	27%	(196)	4%	(29)	5%	(37)	725
Age: 65+	72%	(332)	23%	(108)	2%	(8)	3%	(16)	463
GenZers: 1997-2012	67%	(138)	21%	(43)	5%	(11)	7%	(14)	205
Millennials: 1981-1996	59%	(257)	27%	(119)	6%	(24)	8%	(34)	434
GenXers: 1965-1980	63%	(315)	26%	(131)	5%	(24)	6%	(28)	498
Baby Boomers: 1946-1964	68%	(534)	25%	(200)	3%	(24)	4%	(33)	789
PID: Dem (no lean)	69%	(532)	23%	(179)	3%	(25)	5%	(36)	772
PID: Ind (no lean)	64%	(356)	24%	(132)	4%	(23)	8%	(47)	558
PID: Rep (no lean)	61%	(405)	29%	(195)	5%	(34)	4%	(28)	662
PID/Gender: Dem Men	61%	(182)	29%	(86)	5%	(14)	5%	(15)	297
PID/Gender: Dem Women	74%	(350)	20%	(93)	2%	(11)	4%	(21)	475
PID/Gender: Ind Men	57%	(168)	25%	(74)	6%	(18)	11%	(32)	292
PID/Gender: Ind Women	71%	(188)	22%	(58)	2%	(6)	6%	(15)	266
PID/Gender: Rep Men	54%	(185)	32%	(111)	8%	(28)	5%	(19)	343
PID/Gender: Rep Women	69%	(220)	26%	(84)	2%	(6)	3%	(9)	319
Ideo: Liberal (1-3)	73%	(430)	20%	(118)	4%	(21)	4%	(24)	593
Ideo: Moderate (4)	64%	(346)	27%	(150)	4%	(20)	5%	(29)	544
Ideo: Conservative (5-7)	62%	(454)	29%	(208)	5%	(36)	4%	(31)	729
Educ: < College	67%	(835)	23%	(292)	4%	(48)	6%	(78)	1253
Educ: Bachelors degree	64%	(300)	27%	(127)	4%	(21)	5%	(23)	471
Educ: Post-grad	59%	(158)	32%	(86)	5%	(14)	4%	(10)	268
Income: Under 50k	64%	(628)	24%	(237)	4%	(38)	7%	(70)	973
Income: 50k-100k	67%	(465)	24%	(167)	5%	(32)	4%	(26)	690
Income: 100k+	61%	(200)	31%	(102)	4%	(12)	4%	(15)	329
Ethnicity: White	65%	(1041)	26%	(420)	4%	(67)	5%	(83)	1611

Continued on next page

Table CMS11_6: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Treats employees well

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	65%	(1293)	25%	(506)	4%	(82)	6%	(111)	1992
Ethnicity: Hispanic	67%	(130)	22%	(42)	6%	(12)	5%	(9)	193
Ethnicity: Afr. Am.	66%	(167)	23%	(58)	4%	(10)	7%	(18)	253
Ethnicity: Other	66%	(85)	22%	(28)	5%	(6)	8%	(10)	128
All Christian	67%	(686)	25%	(258)	4%	(43)	4%	(38)	1025
All Non-Christian	60%	(60)	29%	(29)	6%	(6)	5%	(5)	100
Atheist	63%	(60)	28%	(27)	1%	(1)	8%	(8)	95
Agnostic/Nothing in particular	63%	(487)	25%	(193)	4%	(33)	8%	(60)	772
Religious Non-Protestant/Catholic	59%	(82)	30%	(42)	6%	(9)	4%	(6)	139
Evangelical	66%	(355)	25%	(135)	4%	(19)	5%	(25)	534
Non-Evangelical	68%	(509)	23%	(175)	4%	(27)	5%	(37)	748
Community: Urban	62%	(315)	26%	(130)	5%	(27)	7%	(33)	504
Community: Suburban	65%	(661)	25%	(258)	4%	(41)	5%	(53)	1014
Community: Rural	67%	(317)	25%	(118)	3%	(14)	5%	(25)	474
Employ: Private Sector	64%	(402)	27%	(173)	5%	(30)	4%	(26)	631
Employ: Government	62%	(62)	23%	(23)	7%	(7)	8%	(8)	100
Employ: Self-Employed	62%	(85)	30%	(40)	4%	(6)	4%	(5)	136
Employ: Homemaker	63%	(83)	25%	(33)	6%	(8)	5%	(6)	131
Employ: Retired	67%	(349)	25%	(132)	2%	(12)	6%	(29)	521
Employ: Unemployed	69%	(161)	20%	(47)	5%	(11)	6%	(14)	233
Employ: Other	59%	(71)	25%	(30)	3%	(4)	12%	(14)	119
Military HH: Yes	68%	(220)	23%	(73)	4%	(13)	5%	(18)	323
Military HH: No	64%	(1073)	26%	(433)	4%	(70)	6%	(93)	1669
RD/WT: Right Direction	59%	(412)	31%	(220)	5%	(34)	5%	(37)	703
RD/WT: Wrong Track	68%	(881)	22%	(286)	4%	(49)	6%	(74)	1289
Trump Job Approve	62%	(534)	29%	(247)	5%	(41)	5%	(44)	865
Trump Job Disapprove	69%	(741)	22%	(240)	4%	(39)	5%	(49)	1070

Continued on next page

Table CMS11_6: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Treats employees well

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	65%	(1293)	25%	(506)	4%	(82)	6%	(111)	1992
Trump Job Strongly Approve	63%	(310)	27%	(130)	4%	(22)	6%	(28)	489
Trump Job Somewhat Approve	60%	(223)	31%	(117)	5%	(19)	4%	(16)	376
Trump Job Somewhat Disapprove	59%	(129)	29%	(64)	6%	(13)	6%	(13)	219
Trump Job Strongly Disapprove	72%	(612)	21%	(175)	3%	(26)	4%	(37)	850
Favorable of Trump	62%	(529)	27%	(231)	5%	(45)	5%	(44)	848
Unfavorable of Trump	69%	(735)	23%	(246)	3%	(36)	5%	(50)	1067
Very Favorable of Trump	65%	(323)	25%	(123)	5%	(23)	5%	(25)	493
Somewhat Favorable of Trump	58%	(206)	30%	(108)	6%	(22)	5%	(19)	355
Somewhat Unfavorable of Trump	56%	(99)	32%	(57)	3%	(5)	8%	(15)	176
Very Unfavorable of Trump	71%	(636)	21%	(189)	3%	(31)	4%	(36)	891
#1 Issue: Economy	66%	(448)	25%	(170)	4%	(28)	4%	(28)	675
#1 Issue: Security	53%	(117)	34%	(76)	6%	(13)	7%	(16)	222
#1 Issue: Health Care	67%	(295)	25%	(107)	3%	(14)	5%	(22)	438
#1 Issue: Medicare / Social Security	68%	(207)	24%	(73)	2%	(6)	6%	(19)	305
#1 Issue: Women's Issues	71%	(63)	23%	(20)	4%	(3)	3%	(2)	89
#1 Issue: Education	54%	(56)	21%	(21)	12%	(12)	13%	(13)	103
#1 Issue: Energy	64%	(37)	28%	(16)	2%	(1)	6%	(3)	58
#1 Issue: Other	68%	(70)	21%	(21)	4%	(4)	7%	(7)	102
2018 House Vote: Democrat	70%	(527)	21%	(159)	4%	(28)	5%	(36)	750
2018 House Vote: Republican	63%	(430)	29%	(198)	5%	(33)	3%	(22)	683
2018 House Vote: Someone else	65%	(47)	20%	(14)	4%	(3)	11%	(8)	72
2016 Vote: Hillary Clinton	69%	(467)	24%	(162)	3%	(20)	5%	(31)	680
2016 Vote: Donald Trump	64%	(477)	26%	(197)	5%	(37)	4%	(33)	744
2016 Vote: Other	62%	(91)	29%	(42)	3%	(5)	6%	(9)	147
2016 Vote: Didn't Vote	61%	(256)	25%	(104)	5%	(21)	9%	(37)	417
Voted in 2014: Yes	66%	(893)	26%	(344)	4%	(49)	4%	(58)	1344
Voted in 2014: No	62%	(400)	25%	(161)	5%	(34)	8%	(53)	648

Continued on next page

Table CMS11_6: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Treats employees well

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	65%	(1293)	25%	(506)	4%	(82)	6%	(111)	1992
2012 Vote: Barack Obama	67%	(557)	25%	(203)	3%	(29)	5%	(38)	826
2012 Vote: Mitt Romney	61%	(337)	30%	(166)	4%	(23)	5%	(28)	553
2012 Vote: Other	76%	(62)	15%	(13)	3%	(2)	6%	(5)	81
2012 Vote: Didn't Vote	63%	(334)	24%	(124)	5%	(28)	8%	(40)	526
4-Region: Northeast	63%	(225)	26%	(93)	5%	(16)	6%	(21)	355
4-Region: Midwest	63%	(289)	27%	(124)	4%	(20)	5%	(24)	458
4-Region: South	67%	(495)	25%	(182)	4%	(29)	5%	(37)	744
4-Region: West	65%	(283)	24%	(106)	4%	(18)	6%	(28)	435
Sports fan	64%	(830)	27%	(352)	5%	(62)	4%	(56)	1301
Traveled outside of U.S. in past year 1+ times	60%	(230)	29%	(111)	6%	(23)	5%	(20)	385
Frequent Flyer	62%	(143)	26%	(61)	7%	(15)	5%	(11)	230

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

Table CMS11_7: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Balances the needs of customers, employees, and shareholders appropriately

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	48%	(963)	39%	(774)	6%	(126)	6%	(129)	1992
Gender: Male	43%	(403)	41%	(383)	8%	(74)	8%	(73)	932
Gender: Female	53%	(560)	37%	(391)	5%	(52)	5%	(56)	1060
Age: 18-34	47%	(237)	36%	(178)	9%	(47)	8%	(38)	500
Age: 35-44	46%	(139)	41%	(123)	6%	(17)	8%	(23)	303
Age: 45-64	47%	(340)	41%	(297)	6%	(43)	6%	(46)	725
Age: 65+	53%	(246)	38%	(176)	4%	(19)	5%	(22)	463
GenZers: 1997-2012	53%	(108)	29%	(60)	11%	(23)	7%	(13)	205
Millennials: 1981-1996	44%	(190)	42%	(180)	7%	(29)	8%	(34)	434
GenXers: 1965-1980	48%	(238)	37%	(185)	7%	(37)	8%	(38)	498
Baby Boomers: 1946-1964	50%	(396)	41%	(320)	5%	(36)	5%	(37)	789
PID: Dem (no lean)	52%	(403)	36%	(281)	6%	(45)	6%	(43)	772
PID: Ind (no lean)	42%	(236)	40%	(223)	9%	(49)	9%	(51)	558
PID: Rep (no lean)	49%	(325)	41%	(271)	5%	(31)	5%	(36)	662
PID/Gender: Dem Men	48%	(141)	39%	(116)	7%	(22)	6%	(18)	297
PID/Gender: Dem Women	55%	(261)	35%	(165)	5%	(24)	5%	(25)	475
PID/Gender: Ind Men	35%	(102)	45%	(130)	10%	(29)	10%	(30)	292
PID/Gender: Ind Women	50%	(134)	35%	(93)	7%	(20)	8%	(20)	266
PID/Gender: Rep Men	46%	(160)	40%	(137)	6%	(22)	7%	(24)	343
PID/Gender: Rep Women	52%	(165)	42%	(133)	3%	(9)	4%	(11)	319
Ideo: Liberal (1-3)	52%	(311)	36%	(213)	6%	(38)	5%	(30)	593
Ideo: Moderate (4)	46%	(249)	42%	(227)	6%	(32)	6%	(35)	544
Ideo: Conservative (5-7)	48%	(349)	40%	(294)	6%	(47)	5%	(39)	729
Educ: < College	50%	(628)	36%	(455)	6%	(81)	7%	(89)	1253
Educ: Bachelors degree	46%	(215)	42%	(198)	6%	(29)	6%	(29)	471
Educ: Post-grad	45%	(120)	45%	(121)	6%	(16)	4%	(12)	268
Income: Under 50k	48%	(465)	38%	(369)	6%	(63)	8%	(76)	973
Income: 50k-100k	49%	(340)	39%	(267)	7%	(49)	5%	(34)	690
Income: 100k+	48%	(158)	42%	(138)	4%	(14)	6%	(19)	329
Ethnicity: White	48%	(767)	40%	(643)	6%	(99)	6%	(102)	1611

Continued on next page

Table CMS11_7: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Balances the needs of customers, employees, and shareholders appropriately

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	48%	(963)	39%	(774)	6%	(126)	6%	(129)	1992
Ethnicity: Hispanic	52%	(101)	33%	(63)	8%	(16)	7%	(13)	193
Ethnicity: Afr. Am.	53%	(133)	33%	(85)	8%	(19)	6%	(16)	253
Ethnicity: Other	49%	(63)	36%	(46)	6%	(8)	9%	(11)	128
All Christian	49%	(503)	40%	(407)	6%	(65)	5%	(50)	1025
All Non-Christian	52%	(52)	36%	(36)	7%	(7)	5%	(5)	100
Atheist	38%	(36)	48%	(45)	4%	(3)	11%	(10)	95
Agnostic/Nothing in particular	48%	(372)	37%	(286)	7%	(50)	8%	(64)	772
Religious Non-Protestant/Catholic	47%	(65)	40%	(56)	9%	(12)	5%	(6)	139
Evangelical	51%	(271)	39%	(206)	5%	(26)	6%	(31)	534
Non-Evangelical	50%	(372)	38%	(283)	7%	(50)	6%	(44)	748
Community: Urban	50%	(250)	36%	(183)	7%	(36)	7%	(36)	504
Community: Suburban	48%	(482)	40%	(405)	6%	(62)	6%	(65)	1014
Community: Rural	49%	(231)	39%	(187)	6%	(28)	6%	(29)	474
Employ: Private Sector	49%	(309)	37%	(236)	7%	(47)	6%	(39)	631
Employ: Government	42%	(42)	46%	(46)	4%	(4)	8%	(8)	100
Employ: Self-Employed	46%	(63)	41%	(56)	6%	(8)	6%	(9)	136
Employ: Homemaker	48%	(62)	40%	(52)	8%	(10)	5%	(7)	131
Employ: Retired	50%	(259)	42%	(217)	3%	(14)	6%	(32)	521
Employ: Unemployed	48%	(113)	35%	(83)	9%	(22)	7%	(16)	233
Employ: Other	46%	(55)	35%	(41)	7%	(9)	12%	(14)	119
Military HH: Yes	53%	(170)	37%	(119)	6%	(19)	5%	(16)	323
Military HH: No	47%	(793)	39%	(655)	6%	(107)	7%	(113)	1669
RD/WT: Right Direction	47%	(330)	41%	(286)	6%	(43)	6%	(44)	703
RD/WT: Wrong Track	49%	(632)	38%	(488)	6%	(83)	7%	(86)	1289
Trump Job Approve	47%	(408)	40%	(343)	7%	(60)	6%	(54)	865
Trump Job Disapprove	50%	(535)	39%	(415)	6%	(64)	5%	(56)	1070

Continued on next page

Table CMS11_7: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Balances the needs of customers, employees, and shareholders appropriately

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	48%	(963)	39%	(774)	6%	(126)	6%	(129)	1992
Trump Job Strongly Approve	52%	(255)	36%	(174)	6%	(28)	7%	(33)	489
Trump Job Somewhat Approve	41%	(153)	45%	(169)	9%	(32)	6%	(22)	376
Trump Job Somewhat Disapprove	46%	(100)	41%	(89)	9%	(20)	4%	(10)	219
Trump Job Strongly Disapprove	51%	(435)	38%	(326)	5%	(44)	5%	(46)	850
Favorable of Trump	48%	(410)	39%	(327)	7%	(57)	6%	(54)	848
Unfavorable of Trump	49%	(526)	39%	(418)	6%	(64)	6%	(59)	1067
Very Favorable of Trump	53%	(261)	35%	(173)	6%	(30)	6%	(29)	493
Somewhat Favorable of Trump	42%	(149)	43%	(154)	8%	(28)	7%	(25)	355
Somewhat Unfavorable of Trump	39%	(69)	43%	(76)	9%	(16)	8%	(14)	176
Very Unfavorable of Trump	51%	(457)	38%	(342)	5%	(48)	5%	(45)	891
#1 Issue: Economy	50%	(335)	38%	(259)	7%	(47)	5%	(34)	675
#1 Issue: Security	40%	(90)	42%	(93)	8%	(19)	9%	(21)	222
#1 Issue: Health Care	49%	(214)	40%	(173)	6%	(26)	6%	(25)	438
#1 Issue: Medicare / Social Security	49%	(150)	40%	(122)	4%	(11)	7%	(21)	305
#1 Issue: Women's Issues	56%	(50)	36%	(32)	4%	(4)	5%	(4)	89
#1 Issue: Education	42%	(43)	34%	(35)	13%	(13)	11%	(11)	103
#1 Issue: Energy	48%	(28)	41%	(23)	4%	(2)	8%	(4)	58
#1 Issue: Other	52%	(53)	36%	(37)	4%	(4)	8%	(8)	102
2018 House Vote: Democrat	52%	(392)	37%	(276)	6%	(46)	5%	(37)	750
2018 House Vote: Republican	48%	(325)	42%	(285)	6%	(39)	5%	(34)	683
2018 House Vote: Someone else	43%	(31)	38%	(28)	4%	(3)	15%	(11)	72
2016 Vote: Hillary Clinton	50%	(343)	39%	(263)	6%	(42)	5%	(32)	680
2016 Vote: Donald Trump	50%	(372)	39%	(289)	5%	(41)	6%	(43)	744
2016 Vote: Other	40%	(59)	46%	(68)	6%	(9)	8%	(11)	147
2016 Vote: Didn't Vote	45%	(187)	37%	(154)	8%	(34)	10%	(42)	417
Voted in 2014: Yes	50%	(669)	39%	(527)	6%	(75)	5%	(73)	1344
Voted in 2014: No	45%	(293)	38%	(247)	8%	(51)	9%	(56)	648

Continued on next page

Table CMS11_7: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Balances the needs of customers, employees, and shareholders appropriately

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	48%	(963)	39%	(774)	6%	(126)	6%	(129)	1992
2012 Vote: Barack Obama	51%	(417)	38%	(312)	7%	(57)	5%	(40)	826
2012 Vote: Mitt Romney	46%	(257)	43%	(236)	4%	(21)	7%	(39)	553
2012 Vote: Other	48%	(39)	37%	(30)	8%	(6)	8%	(6)	81
2012 Vote: Didn't Vote	46%	(244)	37%	(195)	8%	(42)	9%	(45)	526
4-Region: Northeast	46%	(164)	40%	(142)	6%	(22)	8%	(28)	355
4-Region: Midwest	48%	(220)	40%	(181)	6%	(28)	6%	(28)	458
4-Region: South	51%	(382)	37%	(274)	6%	(47)	6%	(42)	744
4-Region: West	45%	(197)	41%	(177)	7%	(30)	7%	(32)	435
Sports fan	49%	(637)	39%	(508)	7%	(90)	5%	(65)	1301
Traveled outside of U.S. in past year 1+ times	48%	(183)	41%	(156)	6%	(22)	6%	(24)	385
Frequent Flyer	42%	(97)	43%	(99)	8%	(18)	7%	(17)	230

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

Table CMS11_8: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is committed to improving the communities where they operate

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(969)	37%	(746)	7%	(141)	7%	(136)	1992
Gender: Male	43%	(402)	39%	(359)	10%	(90)	9%	(81)	932
Gender: Female	54%	(567)	37%	(387)	5%	(51)	5%	(55)	1060
Age: 18-34	47%	(236)	38%	(189)	7%	(35)	8%	(40)	500
Age: 35-44	47%	(141)	37%	(112)	9%	(29)	7%	(21)	303
Age: 45-64	48%	(349)	38%	(278)	7%	(53)	6%	(46)	725
Age: 65+	52%	(243)	36%	(167)	5%	(24)	6%	(29)	463
GenZers: 1997-2012	48%	(99)	38%	(77)	8%	(17)	6%	(12)	205
Millennials: 1981-1996	46%	(199)	38%	(165)	8%	(33)	8%	(37)	434
GenXers: 1965-1980	49%	(245)	37%	(186)	7%	(35)	6%	(32)	498
Baby Boomers: 1946-1964	50%	(391)	38%	(297)	7%	(54)	6%	(48)	789
PID: Dem (no lean)	55%	(427)	34%	(265)	5%	(42)	5%	(38)	772
PID: Ind (no lean)	46%	(258)	36%	(199)	8%	(46)	10%	(55)	558
PID: Rep (no lean)	43%	(284)	43%	(283)	8%	(53)	6%	(43)	662
PID/Gender: Dem Men	49%	(146)	37%	(110)	8%	(25)	5%	(16)	297
PID/Gender: Dem Women	59%	(281)	32%	(154)	4%	(17)	5%	(22)	475
PID/Gender: Ind Men	44%	(129)	34%	(99)	10%	(28)	12%	(35)	292
PID/Gender: Ind Women	49%	(129)	37%	(100)	7%	(18)	7%	(20)	266
PID/Gender: Rep Men	37%	(128)	43%	(149)	11%	(37)	9%	(29)	343
PID/Gender: Rep Women	49%	(157)	42%	(133)	5%	(16)	4%	(14)	319
Ideo: Liberal (1-3)	59%	(348)	31%	(185)	5%	(30)	5%	(30)	593
Ideo: Moderate (4)	46%	(251)	41%	(224)	6%	(34)	6%	(34)	544
Ideo: Conservative (5-7)	44%	(322)	40%	(293)	9%	(68)	6%	(46)	729
Educ: < College	51%	(642)	36%	(448)	6%	(70)	7%	(93)	1253
Educ: Bachelors degree	44%	(209)	40%	(189)	10%	(45)	6%	(29)	471
Educ: Post-grad	44%	(119)	41%	(110)	10%	(26)	5%	(14)	268
Income: Under 50k	50%	(485)	36%	(352)	6%	(57)	8%	(79)	973
Income: 50k-100k	50%	(344)	37%	(252)	8%	(57)	5%	(38)	690
Income: 100k+	43%	(140)	43%	(142)	8%	(27)	6%	(20)	329
Ethnicity: White	47%	(758)	38%	(616)	8%	(124)	7%	(113)	1611

Continued on next page

Table CMS11_8: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Is committed to improving the communities where they operate

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(969)	37%	(746)	7%	(141)	7%	(136)	1992
Ethnicity: Hispanic	54%	(104)	30%	(58)	10%	(20)	6%	(11)	193
Ethnicity: Afr. Am.	57%	(145)	33%	(83)	4%	(11)	5%	(14)	253
Ethnicity: Other	51%	(66)	37%	(47)	4%	(6)	8%	(10)	128
All Christian	48%	(493)	39%	(401)	7%	(76)	5%	(54)	1025
All Non-Christian	45%	(45)	39%	(39)	11%	(11)	6%	(6)	100
Atheist	48%	(45)	33%	(32)	10%	(9)	9%	(9)	95
Agnostic/Nothing in particular	50%	(386)	35%	(274)	6%	(45)	9%	(68)	772
Religious Non-Protestant/Catholic	39%	(54)	47%	(65)	8%	(12)	6%	(8)	139
Evangelical	51%	(275)	36%	(191)	7%	(35)	6%	(34)	534
Non-Evangelical	50%	(370)	37%	(278)	7%	(54)	6%	(45)	748
Community: Urban	49%	(246)	36%	(181)	9%	(45)	6%	(33)	504
Community: Suburban	48%	(487)	38%	(385)	7%	(73)	7%	(69)	1014
Community: Rural	50%	(236)	38%	(180)	5%	(23)	7%	(34)	474
Employ: Private Sector	45%	(285)	41%	(261)	8%	(49)	6%	(36)	631
Employ: Government	52%	(52)	31%	(31)	7%	(7)	11%	(11)	100
Employ: Self-Employed	49%	(67)	39%	(54)	7%	(9)	5%	(7)	136
Employ: Homemaker	50%	(66)	38%	(50)	7%	(10)	4%	(5)	131
Employ: Retired	50%	(260)	37%	(193)	6%	(30)	7%	(39)	521
Employ: Unemployed	50%	(116)	36%	(84)	8%	(19)	6%	(14)	233
Employ: Other	54%	(64)	26%	(31)	6%	(7)	14%	(17)	119
Military HH: Yes	49%	(157)	38%	(122)	7%	(23)	6%	(21)	323
Military HH: No	49%	(812)	37%	(624)	7%	(118)	7%	(115)	1669
RD/WT: Right Direction	44%	(306)	42%	(295)	8%	(53)	7%	(49)	703
RD/WT: Wrong Track	51%	(663)	35%	(452)	7%	(88)	7%	(87)	1289
Trump Job Approve	42%	(365)	41%	(358)	9%	(79)	7%	(63)	865
Trump Job Disapprove	55%	(585)	35%	(370)	5%	(58)	5%	(57)	1070

Continued on next page

Table CMS11_8: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is committed to improving the communities where they operate

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(969)	37%	(746)	7%	(141)	7%	(136)	1992
Trump Job Strongly Approve	47%	(229)	37%	(181)	8%	(42)	8%	(38)	489
Trump Job Somewhat Approve	36%	(136)	47%	(177)	10%	(38)	7%	(25)	376
Trump Job Somewhat Disapprove	42%	(92)	44%	(97)	8%	(17)	6%	(12)	219
Trump Job Strongly Disapprove	58%	(492)	32%	(273)	5%	(41)	5%	(44)	850
Favorable of Trump	43%	(368)	40%	(343)	9%	(77)	7%	(60)	848
Unfavorable of Trump	54%	(573)	35%	(376)	6%	(59)	6%	(59)	1067
Very Favorable of Trump	48%	(237)	37%	(183)	8%	(40)	7%	(32)	493
Somewhat Favorable of Trump	37%	(131)	45%	(160)	10%	(37)	8%	(28)	355
Somewhat Unfavorable of Trump	36%	(63)	50%	(87)	7%	(13)	8%	(13)	176
Very Unfavorable of Trump	57%	(510)	32%	(289)	5%	(46)	5%	(46)	891
#1 Issue: Economy	50%	(335)	37%	(247)	8%	(54)	6%	(39)	675
#1 Issue: Security	33%	(73)	49%	(108)	10%	(22)	8%	(19)	222
#1 Issue: Health Care	50%	(221)	38%	(167)	6%	(24)	6%	(25)	438
#1 Issue: Medicare / Social Security	51%	(157)	36%	(111)	5%	(14)	8%	(23)	305
#1 Issue: Women's Issues	60%	(53)	31%	(27)	6%	(6)	3%	(3)	89
#1 Issue: Education	39%	(40)	38%	(39)	10%	(10)	13%	(14)	103
#1 Issue: Energy	63%	(36)	22%	(13)	8%	(5)	7%	(4)	58
#1 Issue: Other	53%	(54)	33%	(34)	6%	(6)	8%	(8)	102
2018 House Vote: Democrat	56%	(423)	33%	(247)	6%	(43)	5%	(37)	750
2018 House Vote: Republican	43%	(296)	42%	(286)	9%	(60)	6%	(41)	683
2018 House Vote: Someone else	44%	(32)	39%	(28)	4%	(3)	12%	(9)	72
2016 Vote: Hillary Clinton	54%	(369)	36%	(242)	6%	(38)	5%	(31)	680
2016 Vote: Donald Trump	45%	(333)	40%	(297)	8%	(60)	7%	(54)	744
2016 Vote: Other	46%	(68)	38%	(55)	11%	(17)	5%	(7)	147
2016 Vote: Didn't Vote	47%	(198)	36%	(151)	6%	(25)	10%	(43)	417
Voted in 2014: Yes	50%	(673)	37%	(502)	7%	(91)	6%	(78)	1344
Voted in 2014: No	46%	(296)	38%	(244)	8%	(50)	9%	(58)	648

Continued on next page

Table CMS11_8: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Is committed to improving the communities where they operate

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(969)	37%	(746)	7%	(141)	7%	(136)	1992
2012 Vote: Barack Obama	53%	(435)	36%	(301)	6%	(50)	5%	(40)	826
2012 Vote: Mitt Romney	43%	(236)	41%	(225)	9%	(48)	8%	(45)	553
2012 Vote: Other	53%	(43)	37%	(30)	3%	(2)	7%	(6)	81
2012 Vote: Didn't Vote	48%	(251)	36%	(190)	8%	(40)	9%	(46)	526
4-Region: Northeast	47%	(167)	39%	(139)	6%	(21)	8%	(28)	355
4-Region: Midwest	47%	(216)	38%	(174)	9%	(41)	6%	(27)	458
4-Region: South	52%	(390)	36%	(266)	6%	(44)	6%	(44)	744
4-Region: West	45%	(196)	38%	(168)	8%	(35)	9%	(37)	435
Sports fan	49%	(636)	38%	(497)	7%	(95)	6%	(73)	1301
Traveled outside of U.S. in past year 1+ times	43%	(165)	44%	(168)	7%	(27)	7%	(25)	385
Frequent Flyer	45%	(103)	41%	(94)	7%	(17)	7%	(17)	230

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

Table CMS11_9: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is committed to improving the environment

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(845)	37%	(733)	11%	(220)	10%	(194)	1992
Gender: Male	38%	(353)	36%	(340)	13%	(120)	13%	(120)	932
Gender: Female	46%	(492)	37%	(393)	9%	(101)	7%	(74)	1060
Age: 18-34	49%	(244)	31%	(153)	11%	(57)	9%	(47)	500
Age: 35-44	43%	(129)	36%	(109)	13%	(40)	8%	(25)	303
Age: 45-64	39%	(283)	40%	(289)	11%	(79)	10%	(74)	725
Age: 65+	41%	(190)	39%	(182)	10%	(44)	10%	(48)	463
GenZers: 1997-2012	55%	(112)	26%	(53)	12%	(25)	7%	(15)	205
Millennials: 1981-1996	43%	(185)	36%	(155)	12%	(52)	10%	(43)	434
GenXers: 1965-1980	42%	(211)	38%	(190)	10%	(51)	9%	(45)	498
Baby Boomers: 1946-1964	39%	(310)	40%	(312)	11%	(88)	10%	(80)	789
PID: Dem (no lean)	54%	(415)	33%	(258)	7%	(56)	6%	(43)	772
PID: Ind (no lean)	40%	(221)	36%	(199)	12%	(70)	12%	(68)	558
PID: Rep (no lean)	32%	(209)	42%	(276)	14%	(95)	12%	(82)	662
PID/Gender: Dem Men	50%	(148)	33%	(99)	10%	(31)	6%	(19)	297
PID/Gender: Dem Women	56%	(267)	33%	(159)	5%	(25)	5%	(24)	475
PID/Gender: Ind Men	35%	(102)	37%	(107)	13%	(37)	16%	(45)	292
PID/Gender: Ind Women	45%	(119)	35%	(92)	12%	(32)	9%	(23)	266
PID/Gender: Rep Men	30%	(102)	39%	(134)	15%	(51)	16%	(56)	343
PID/Gender: Rep Women	33%	(107)	45%	(142)	14%	(43)	8%	(27)	319
Ideo: Liberal (1-3)	58%	(342)	32%	(188)	6%	(34)	5%	(28)	593
Ideo: Moderate (4)	43%	(232)	39%	(212)	10%	(53)	8%	(46)	544
Ideo: Conservative (5-7)	30%	(216)	42%	(303)	16%	(116)	13%	(94)	729
Educ: < College	45%	(561)	36%	(447)	9%	(118)	10%	(127)	1253
Educ: Bachelors degree	38%	(180)	37%	(177)	15%	(70)	9%	(44)	471
Educ: Post-grad	39%	(104)	41%	(110)	12%	(32)	8%	(23)	268
Income: Under 50k	45%	(439)	34%	(334)	11%	(103)	10%	(98)	973
Income: 50k-100k	41%	(284)	39%	(267)	12%	(80)	9%	(59)	690
Income: 100k+	37%	(123)	40%	(132)	11%	(37)	11%	(37)	329
Ethnicity: White	40%	(641)	38%	(612)	12%	(193)	10%	(165)	1611

Continued on next page

Table CMS11_9: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is committed to improving the environment

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(845)	37%	(733)	11%	(220)	10%	(194)	1992
Ethnicity: Hispanic	49%	(94)	37%	(71)	10%	(20)	4%	(8)	193
Ethnicity: Afr. Am.	55%	(139)	30%	(75)	8%	(20)	7%	(19)	253
Ethnicity: Other	51%	(65)	36%	(46)	6%	(7)	8%	(10)	128
All Christian	39%	(400)	39%	(402)	12%	(127)	9%	(95)	1025
All Non-Christian	48%	(48)	31%	(31)	13%	(13)	8%	(8)	100
Atheist	49%	(46)	34%	(32)	7%	(7)	10%	(10)	95
Agnostic/Nothing in particular	45%	(351)	35%	(268)	9%	(73)	11%	(81)	772
Religious Non-Protestant/Catholic	41%	(57)	37%	(52)	14%	(19)	8%	(11)	139
Evangelical	44%	(234)	34%	(180)	11%	(57)	12%	(63)	534
Non-Evangelical	42%	(311)	38%	(286)	12%	(88)	8%	(63)	748
Community: Urban	45%	(227)	37%	(188)	10%	(49)	8%	(40)	504
Community: Suburban	42%	(426)	36%	(368)	11%	(115)	10%	(105)	1014
Community: Rural	40%	(192)	37%	(177)	12%	(56)	10%	(49)	474
Employ: Private Sector	40%	(252)	40%	(252)	12%	(78)	8%	(49)	631
Employ: Government	40%	(40)	38%	(38)	11%	(11)	12%	(12)	100
Employ: Self-Employed	40%	(54)	38%	(52)	12%	(16)	10%	(14)	136
Employ: Homemaker	44%	(58)	33%	(43)	13%	(17)	10%	(13)	131
Employ: Retired	39%	(204)	40%	(206)	10%	(52)	11%	(59)	521
Employ: Unemployed	50%	(117)	30%	(71)	11%	(25)	9%	(21)	233
Employ: Other	49%	(58)	31%	(37)	9%	(10)	12%	(14)	119
Military HH: Yes	38%	(122)	40%	(128)	11%	(36)	12%	(38)	323
Military HH: No	43%	(723)	36%	(605)	11%	(184)	9%	(156)	1669
RD/WT: Right Direction	33%	(233)	39%	(277)	15%	(106)	12%	(86)	703
RD/WT: Wrong Track	47%	(612)	35%	(456)	9%	(114)	8%	(107)	1289
Trump Job Approve	32%	(273)	40%	(343)	16%	(134)	13%	(115)	865
Trump Job Disapprove	52%	(554)	35%	(372)	8%	(83)	6%	(60)	1070

Continued on next page

Table CMS11_9: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is committed to improving the environment

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(845)	37%	(733)	11%	(220)	10%	(194)	1992
Trump Job Strongly Approve	35%	(169)	35%	(173)	15%	(74)	15%	(73)	489
Trump Job Somewhat Approve	28%	(104)	45%	(170)	16%	(60)	11%	(42)	376
Trump Job Somewhat Disapprove	35%	(77)	45%	(99)	13%	(29)	7%	(14)	219
Trump Job Strongly Disapprove	56%	(478)	32%	(273)	6%	(54)	5%	(45)	850
Favorable of Trump	33%	(276)	39%	(328)	15%	(130)	13%	(114)	848
Unfavorable of Trump	51%	(546)	35%	(377)	8%	(80)	6%	(63)	1067
Very Favorable of Trump	36%	(177)	35%	(171)	15%	(76)	14%	(69)	493
Somewhat Favorable of Trump	28%	(99)	44%	(157)	15%	(54)	13%	(45)	355
Somewhat Unfavorable of Trump	30%	(52)	50%	(88)	11%	(19)	10%	(17)	176
Very Unfavorable of Trump	55%	(494)	33%	(290)	7%	(61)	5%	(46)	891
#1 Issue: Economy	39%	(264)	38%	(258)	13%	(85)	10%	(67)	675
#1 Issue: Security	24%	(54)	43%	(96)	18%	(39)	15%	(34)	222
#1 Issue: Health Care	50%	(221)	34%	(150)	8%	(34)	8%	(34)	438
#1 Issue: Medicare / Social Security	44%	(135)	37%	(114)	9%	(26)	10%	(30)	305
#1 Issue: Women's Issues	47%	(42)	43%	(38)	6%	(5)	5%	(4)	89
#1 Issue: Education	41%	(42)	32%	(33)	16%	(16)	12%	(12)	103
#1 Issue: Energy	64%	(37)	20%	(12)	13%	(8)	3%	(2)	58
#1 Issue: Other	51%	(52)	33%	(34)	7%	(7)	10%	(10)	102
2018 House Vote: Democrat	53%	(395)	34%	(256)	8%	(60)	5%	(39)	750
2018 House Vote: Republican	31%	(213)	41%	(283)	15%	(100)	13%	(88)	683
2018 House Vote: Someone else	36%	(26)	32%	(23)	17%	(12)	16%	(11)	72
2016 Vote: Hillary Clinton	52%	(352)	35%	(239)	8%	(54)	5%	(36)	680
2016 Vote: Donald Trump	32%	(236)	40%	(300)	15%	(111)	13%	(96)	744
2016 Vote: Other	42%	(62)	38%	(56)	9%	(14)	11%	(16)	147
2016 Vote: Didn't Vote	47%	(194)	33%	(138)	10%	(41)	11%	(44)	417
Voted in 2014: Yes	42%	(565)	38%	(507)	11%	(147)	9%	(124)	1344
Voted in 2014: No	43%	(280)	35%	(226)	11%	(73)	11%	(69)	648

Continued on next page

Table CMS11_9: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is committed to improving the environment

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(845)	37%	(733)	11%	(220)	10%	(194)	1992
2012 Vote: Barack Obama	50%	(413)	37%	(302)	8%	(66)	5%	(44)	826
2012 Vote: Mitt Romney	30%	(164)	40%	(223)	15%	(81)	16%	(86)	553
2012 Vote: Other	37%	(30)	38%	(31)	10%	(8)	14%	(11)	81
2012 Vote: Didn't Vote	45%	(235)	33%	(175)	12%	(65)	10%	(51)	526
4-Region: Northeast	42%	(148)	38%	(136)	10%	(35)	10%	(35)	355
4-Region: Midwest	41%	(187)	40%	(182)	11%	(50)	9%	(39)	458
4-Region: South	44%	(328)	35%	(257)	12%	(87)	10%	(72)	744
4-Region: West	42%	(182)	36%	(158)	11%	(48)	11%	(48)	435
Sports fan	43%	(557)	36%	(474)	12%	(153)	9%	(117)	1301
Traveled outside of U.S. in past year 1+ times	40%	(154)	42%	(160)	11%	(42)	8%	(29)	385
Frequent Flyer	37%	(84)	42%	(97)	14%	(32)	8%	(17)	230

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

Table CMS11_10: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Is committed to sustainability

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	41%	(818)	39%	(774)	11%	(220)	9%	(180)	1992
Gender: Male	36%	(337)	38%	(359)	14%	(128)	12%	(109)	932
Gender: Female	45%	(481)	39%	(415)	9%	(92)	7%	(71)	1060
Age: 18-34	47%	(237)	33%	(163)	11%	(56)	9%	(45)	500
Age: 35-44	42%	(128)	39%	(117)	12%	(36)	7%	(21)	303
Age: 45-64	35%	(252)	43%	(313)	12%	(88)	10%	(73)	725
Age: 65+	43%	(201)	39%	(181)	9%	(40)	9%	(42)	463
GenZers: 1997-2012	50%	(102)	30%	(61)	12%	(25)	8%	(17)	205
Millennials: 1981-1996	43%	(186)	38%	(163)	11%	(50)	8%	(35)	434
GenXers: 1965-1980	41%	(204)	37%	(184)	13%	(65)	9%	(44)	498
Baby Boomers: 1946-1964	38%	(300)	42%	(334)	10%	(80)	9%	(75)	789
PID: Dem (no lean)	49%	(380)	36%	(276)	9%	(66)	6%	(50)	772
PID: Ind (no lean)	39%	(217)	37%	(205)	13%	(74)	11%	(61)	558
PID: Rep (no lean)	33%	(221)	44%	(293)	12%	(80)	10%	(69)	662
PID/Gender: Dem Men	46%	(137)	35%	(103)	12%	(36)	7%	(21)	297
PID/Gender: Dem Women	51%	(243)	36%	(173)	6%	(29)	6%	(29)	475
PID/Gender: Ind Men	32%	(94)	38%	(111)	15%	(45)	14%	(42)	292
PID/Gender: Ind Women	46%	(123)	36%	(95)	11%	(29)	7%	(19)	266
PID/Gender: Rep Men	31%	(106)	42%	(145)	13%	(46)	14%	(46)	343
PID/Gender: Rep Women	36%	(114)	46%	(148)	11%	(34)	7%	(23)	319
Ideo: Liberal (1-3)	51%	(305)	36%	(213)	8%	(47)	5%	(28)	593
Ideo: Moderate (4)	41%	(222)	39%	(214)	11%	(60)	9%	(48)	544
Ideo: Conservative (5-7)	33%	(240)	43%	(310)	14%	(101)	11%	(78)	729
Educ: < College	44%	(550)	37%	(467)	9%	(117)	9%	(118)	1253
Educ: Bachelors degree	38%	(178)	38%	(180)	15%	(70)	9%	(42)	471
Educ: Post-grad	33%	(89)	47%	(127)	12%	(33)	7%	(20)	268
Income: Under 50k	42%	(412)	36%	(354)	11%	(107)	10%	(100)	973
Income: 50k-100k	43%	(298)	39%	(270)	11%	(75)	7%	(47)	690
Income: 100k+	33%	(108)	46%	(150)	12%	(38)	10%	(33)	329
Ethnicity: White	39%	(632)	40%	(639)	12%	(187)	10%	(153)	1611

Continued on next page

Table CMS11_10: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is committed to sustainability*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	41%	(818)	39%	(774)	11%	(220)	9%	(180)	1992
Ethnicity: Hispanic	47%	(91)	33%	(65)	14%	(26)	6%	(11)	193
Ethnicity: Afr. Am.	51%	(128)	35%	(87)	8%	(20)	7%	(17)	253
Ethnicity: Other	45%	(57)	37%	(48)	11%	(14)	8%	(10)	128
All Christian	39%	(395)	41%	(425)	11%	(114)	9%	(91)	1025
All Non-Christian	41%	(41)	37%	(37)	15%	(15)	7%	(7)	100
Atheist	50%	(48)	30%	(29)	8%	(8)	11%	(11)	95
Agnostic/Nothing in particular	43%	(334)	37%	(284)	11%	(83)	9%	(72)	772
Religious Non-Protestant/Catholic	33%	(46)	44%	(61)	15%	(20)	8%	(11)	139
Evangelical	41%	(221)	38%	(204)	10%	(52)	11%	(57)	534
Non-Evangelical	40%	(302)	40%	(299)	11%	(85)	8%	(62)	748
Community: Urban	45%	(229)	37%	(187)	10%	(50)	8%	(38)	504
Community: Suburban	38%	(389)	40%	(406)	12%	(126)	9%	(92)	1014
Community: Rural	42%	(200)	38%	(181)	9%	(44)	11%	(50)	474
Employ: Private Sector	41%	(259)	39%	(244)	13%	(83)	7%	(45)	631
Employ: Government	36%	(36)	42%	(42)	11%	(11)	11%	(11)	100
Employ: Self-Employed	36%	(48)	43%	(58)	14%	(19)	8%	(11)	136
Employ: Homemaker	37%	(48)	43%	(56)	11%	(14)	10%	(13)	131
Employ: Retired	39%	(201)	41%	(215)	10%	(50)	11%	(55)	521
Employ: Unemployed	49%	(114)	34%	(78)	8%	(19)	9%	(22)	233
Employ: Other	43%	(52)	35%	(41)	9%	(11)	13%	(15)	119
Military HH: Yes	39%	(125)	40%	(130)	12%	(39)	9%	(30)	323
Military HH: No	42%	(693)	39%	(644)	11%	(181)	9%	(151)	1669
RD/WT: Right Direction	35%	(245)	42%	(294)	13%	(91)	10%	(73)	703
RD/WT: Wrong Track	44%	(573)	37%	(480)	10%	(129)	8%	(107)	1289
Trump Job Approve	34%	(295)	41%	(357)	13%	(116)	11%	(97)	865
Trump Job Disapprove	47%	(504)	38%	(403)	9%	(95)	6%	(67)	1070

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Table CMS11_10: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is committed to sustainability

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	41%	(818)	39%	(774)	11%	(220)	9%	(180)	1992
Trump Job Strongly Approve	37%	(181)	37%	(179)	13%	(63)	13%	(66)	489
Trump Job Somewhat Approve	30%	(113)	47%	(178)	14%	(54)	8%	(31)	376
Trump Job Somewhat Disapprove	35%	(77)	44%	(97)	15%	(32)	6%	(12)	219
Trump Job Strongly Disapprove	50%	(427)	36%	(306)	7%	(62)	6%	(55)	850
Favorable of Trump	35%	(295)	40%	(342)	14%	(115)	11%	(96)	848
Unfavorable of Trump	46%	(496)	38%	(407)	9%	(95)	6%	(69)	1067
Very Favorable of Trump	38%	(188)	36%	(178)	13%	(63)	13%	(64)	493
Somewhat Favorable of Trump	30%	(107)	46%	(164)	15%	(52)	9%	(33)	355
Somewhat Unfavorable of Trump	33%	(58)	44%	(77)	14%	(24)	9%	(16)	176
Very Unfavorable of Trump	49%	(438)	37%	(329)	8%	(71)	6%	(53)	891
#1 Issue: Economy	39%	(260)	41%	(275)	13%	(88)	8%	(51)	675
#1 Issue: Security	29%	(65)	41%	(90)	16%	(35)	15%	(33)	222
#1 Issue: Health Care	43%	(187)	40%	(176)	9%	(38)	9%	(38)	438
#1 Issue: Medicare / Social Security	46%	(141)	37%	(113)	7%	(22)	10%	(30)	305
#1 Issue: Women's Issues	54%	(48)	31%	(27)	10%	(9)	5%	(5)	89
#1 Issue: Education	39%	(40)	34%	(35)	15%	(15)	11%	(12)	103
#1 Issue: Energy	63%	(36)	26%	(15)	8%	(4)	3%	(2)	58
#1 Issue: Other	39%	(40)	42%	(43)	8%	(8)	10%	(11)	102
2018 House Vote: Democrat	48%	(362)	35%	(264)	11%	(83)	5%	(41)	750
2018 House Vote: Republican	35%	(239)	42%	(287)	12%	(81)	11%	(76)	683
2018 House Vote: Someone else	34%	(25)	42%	(30)	13%	(9)	10%	(7)	72
2016 Vote: Hillary Clinton	47%	(320)	38%	(259)	10%	(66)	5%	(36)	680
2016 Vote: Donald Trump	35%	(261)	41%	(308)	12%	(90)	12%	(86)	744
2016 Vote: Other	41%	(60)	39%	(57)	13%	(19)	8%	(12)	147
2016 Vote: Didn't Vote	42%	(176)	36%	(150)	11%	(45)	11%	(47)	417
Voted in 2014: Yes	42%	(568)	38%	(511)	11%	(148)	9%	(117)	1344
Voted in 2014: No	38%	(249)	41%	(263)	11%	(72)	10%	(64)	648

Continued on next page

Table CMS11_10: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is committed to sustainability

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	41%	(818)	39%	(774)	11%	(220)	9%	(180)	1992
2012 Vote: Barack Obama	46%	(381)	39%	(324)	9%	(74)	6%	(47)	826
2012 Vote: Mitt Romney	32%	(175)	41%	(229)	13%	(73)	14%	(76)	553
2012 Vote: Other	39%	(32)	36%	(29)	15%	(12)	11%	(9)	81
2012 Vote: Didn't Vote	43%	(226)	36%	(190)	12%	(61)	9%	(49)	526
4-Region: Northeast	40%	(143)	42%	(150)	10%	(35)	8%	(28)	355
4-Region: Midwest	39%	(177)	40%	(183)	12%	(53)	10%	(45)	458
4-Region: South	44%	(325)	38%	(285)	11%	(79)	7%	(55)	744
4-Region: West	40%	(173)	36%	(155)	12%	(54)	12%	(53)	435
Sports fan	41%	(532)	39%	(508)	11%	(149)	9%	(112)	1301
Traveled outside of U.S. in past year 1+ times	41%	(157)	42%	(163)	9%	(36)	8%	(29)	385
Frequent Flyer	40%	(93)	39%	(89)	12%	(28)	9%	(20)	230

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

Table CMS11_11: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Has led / is leading their company to make a positive impact on the world

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	46%	(924)	38%	(749)	9%	(174)	7%	(146)	1992
Gender: Male	42%	(394)	36%	(338)	12%	(111)	10%	(89)	932
Gender: Female	50%	(530)	39%	(411)	6%	(62)	5%	(57)	1060
Age: 18-34	50%	(250)	33%	(164)	10%	(49)	7%	(36)	500
Age: 35-44	48%	(145)	38%	(115)	7%	(22)	7%	(20)	303
Age: 45-64	43%	(308)	40%	(293)	9%	(67)	8%	(56)	725
Age: 65+	47%	(220)	38%	(176)	8%	(35)	7%	(33)	463
GenZers: 1997-2012	51%	(104)	33%	(68)	9%	(18)	7%	(15)	205
Millennials: 1981-1996	48%	(209)	35%	(153)	10%	(43)	7%	(29)	434
GenXers: 1965-1980	47%	(235)	36%	(180)	9%	(46)	7%	(37)	498
Baby Boomers: 1946-1964	43%	(343)	41%	(325)	8%	(66)	7%	(55)	789
PID: Dem (no lean)	53%	(408)	36%	(279)	6%	(45)	5%	(39)	772
PID: Ind (no lean)	42%	(233)	36%	(201)	12%	(65)	11%	(60)	558
PID: Rep (no lean)	43%	(284)	41%	(269)	10%	(64)	7%	(46)	662
PID/Gender: Dem Men	49%	(145)	36%	(106)	10%	(28)	6%	(17)	297
PID/Gender: Dem Women	55%	(263)	36%	(173)	4%	(17)	5%	(22)	475
PID/Gender: Ind Men	36%	(106)	36%	(104)	15%	(43)	13%	(39)	292
PID/Gender: Ind Women	47%	(126)	36%	(97)	8%	(22)	8%	(22)	266
PID/Gender: Rep Men	41%	(142)	37%	(128)	12%	(40)	10%	(33)	343
PID/Gender: Rep Women	44%	(142)	44%	(141)	7%	(23)	4%	(13)	319
Ideo: Liberal (1-3)	55%	(325)	34%	(203)	6%	(37)	5%	(28)	593
Ideo: Moderate (4)	46%	(248)	39%	(213)	8%	(43)	7%	(40)	544
Ideo: Conservative (5-7)	42%	(303)	40%	(290)	11%	(83)	7%	(53)	729
Educ: < College	49%	(613)	36%	(446)	8%	(97)	8%	(97)	1253
Educ: Bachelors degree	43%	(201)	40%	(188)	11%	(51)	7%	(31)	471
Educ: Post-grad	41%	(110)	43%	(115)	10%	(25)	7%	(18)	268
Income: Under 50k	48%	(468)	35%	(341)	9%	(84)	8%	(80)	973
Income: 50k-100k	47%	(323)	39%	(268)	8%	(57)	6%	(41)	690
Income: 100k+	40%	(132)	42%	(139)	10%	(33)	8%	(25)	329
Ethnicity: White	44%	(709)	39%	(630)	9%	(152)	7%	(120)	1611

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Table CMS11_11: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has led / is leading their company to make a positive impact on the world

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	46%	(924)	38%	(749)	9%	(174)	7%	(146)	1992
Ethnicity: Hispanic	48%	(92)	35%	(67)	14%	(27)	4%	(7)	193
Ethnicity: Afr. Am.	60%	(153)	27%	(69)	6%	(15)	6%	(16)	253
Ethnicity: Other	48%	(62)	39%	(50)	5%	(7)	8%	(10)	128
All Christian	47%	(482)	38%	(390)	9%	(90)	6%	(63)	1025
All Non-Christian	37%	(36)	49%	(49)	8%	(8)	6%	(6)	100
Atheist	50%	(47)	32%	(31)	10%	(10)	8%	(7)	95
Agnostic/Nothing in particular	46%	(358)	36%	(279)	8%	(66)	9%	(69)	772
Religious Non-Protestant/Catholic	34%	(48)	49%	(68)	9%	(13)	8%	(11)	139
Evangelical	51%	(272)	34%	(183)	8%	(45)	7%	(35)	534
Non-Evangelical	47%	(352)	38%	(283)	8%	(57)	7%	(55)	748
Community: Urban	47%	(235)	36%	(182)	10%	(51)	7%	(36)	504
Community: Suburban	44%	(451)	40%	(408)	8%	(85)	7%	(70)	1014
Community: Rural	50%	(238)	33%	(158)	8%	(38)	8%	(40)	474
Employ: Private Sector	46%	(293)	38%	(238)	10%	(62)	6%	(38)	631
Employ: Government	47%	(47)	37%	(37)	6%	(6)	10%	(10)	100
Employ: Self-Employed	45%	(62)	40%	(54)	9%	(12)	6%	(8)	136
Employ: Homemaker	44%	(58)	42%	(56)	7%	(10)	6%	(8)	131
Employ: Retired	44%	(227)	41%	(213)	7%	(37)	8%	(44)	521
Employ: Unemployed	52%	(122)	31%	(73)	10%	(24)	6%	(15)	233
Employ: Other	44%	(52)	32%	(38)	12%	(15)	12%	(14)	119
Military HH: Yes	47%	(153)	38%	(121)	8%	(26)	7%	(22)	323
Military HH: No	46%	(771)	38%	(627)	9%	(147)	7%	(124)	1669
RD/WT: Right Direction	42%	(293)	40%	(278)	10%	(72)	8%	(59)	703
RD/WT: Wrong Track	49%	(631)	37%	(471)	8%	(101)	7%	(87)	1289
Trump Job Approve	42%	(360)	39%	(341)	10%	(88)	9%	(75)	865
Trump Job Disapprove	51%	(547)	36%	(390)	7%	(79)	5%	(53)	1070

Continued on next page

Table CMS11_11: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Has led / is leading their company to make a positive impact on the world

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	46%	(924)	38%	(749)	9%	(174)	7%	(146)	1992
Trump Job Strongly Approve	45%	(222)	36%	(174)	10%	(51)	9%	(42)	489
Trump Job Somewhat Approve	37%	(138)	44%	(166)	10%	(38)	9%	(33)	376
Trump Job Somewhat Disapprove	42%	(92)	42%	(92)	11%	(25)	5%	(11)	219
Trump Job Strongly Disapprove	54%	(456)	35%	(299)	6%	(54)	5%	(42)	850
Favorable of Trump	43%	(362)	38%	(323)	11%	(90)	9%	(73)	848
Unfavorable of Trump	50%	(534)	37%	(396)	7%	(80)	5%	(57)	1067
Very Favorable of Trump	46%	(227)	35%	(174)	11%	(54)	8%	(38)	493
Somewhat Favorable of Trump	38%	(135)	42%	(148)	10%	(37)	10%	(35)	355
Somewhat Unfavorable of Trump	35%	(62)	45%	(78)	11%	(19)	9%	(16)	176
Very Unfavorable of Trump	53%	(471)	36%	(318)	7%	(61)	5%	(41)	891
#1 Issue: Economy	46%	(314)	37%	(251)	9%	(64)	7%	(46)	675
#1 Issue: Security	36%	(79)	43%	(95)	11%	(25)	10%	(23)	222
#1 Issue: Health Care	50%	(221)	35%	(154)	9%	(39)	6%	(25)	438
#1 Issue: Medicare / Social Security	47%	(143)	39%	(118)	6%	(17)	9%	(26)	305
#1 Issue: Women's Issues	52%	(46)	36%	(32)	6%	(5)	5%	(5)	89
#1 Issue: Education	42%	(44)	37%	(38)	10%	(10)	11%	(11)	103
#1 Issue: Energy	53%	(30)	36%	(21)	9%	(5)	2%	(1)	58
#1 Issue: Other	46%	(47)	39%	(40)	8%	(8)	7%	(8)	102
2018 House Vote: Democrat	51%	(385)	36%	(273)	7%	(51)	5%	(40)	750
2018 House Vote: Republican	42%	(287)	41%	(277)	11%	(75)	6%	(44)	683
2018 House Vote: Someone else	40%	(29)	39%	(28)	8%	(6)	14%	(10)	72
2016 Vote: Hillary Clinton	50%	(341)	38%	(256)	7%	(49)	5%	(34)	680
2016 Vote: Donald Trump	44%	(326)	39%	(289)	10%	(72)	8%	(58)	744
2016 Vote: Other	43%	(64)	41%	(61)	8%	(12)	8%	(11)	147
2016 Vote: Didn't Vote	46%	(192)	34%	(143)	10%	(41)	10%	(41)	417
Voted in 2014: Yes	47%	(626)	39%	(519)	8%	(113)	6%	(86)	1344
Voted in 2014: No	46%	(298)	35%	(230)	9%	(61)	9%	(60)	648

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Table CMS11_11: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has led / is leading their company to make a positive impact on the world

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	46%	(924)	38%	(749)	9%	(174)	7%	(146)	1992
2012 Vote: Barack Obama	50%	(413)	38%	(314)	6%	(53)	6%	(46)	826
2012 Vote: Mitt Romney	40%	(219)	40%	(224)	11%	(62)	9%	(48)	553
2012 Vote: Other	41%	(33)	42%	(34)	8%	(7)	9%	(8)	81
2012 Vote: Didn't Vote	48%	(254)	33%	(176)	10%	(52)	8%	(44)	526
4-Region: Northeast	43%	(152)	41%	(144)	9%	(33)	7%	(26)	355
4-Region: Midwest	48%	(221)	36%	(165)	9%	(41)	7%	(30)	458
4-Region: South	51%	(376)	35%	(264)	7%	(51)	7%	(53)	744
4-Region: West	40%	(176)	40%	(175)	11%	(48)	8%	(36)	435
Sports fan	47%	(616)	37%	(482)	9%	(119)	6%	(83)	1301
Traveled outside of U.S. in past year 1+ times	46%	(178)	40%	(153)	8%	(30)	6%	(24)	385
Frequent Flyer	43%	(99)	40%	(92)	11%	(25)	6%	(14)	230

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

Table CMS11_12: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Balances short-term results with long-term impact and goals

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(841)	41%	(824)	9%	(178)	7%	(148)	1992
Gender: Male	40%	(369)	40%	(375)	11%	(103)	9%	(85)	932
Gender: Female	45%	(472)	42%	(449)	7%	(75)	6%	(63)	1060
Age: 18-34	45%	(224)	35%	(175)	12%	(61)	8%	(40)	500
Age: 35-44	43%	(130)	40%	(121)	8%	(25)	9%	(26)	303
Age: 45-64	38%	(276)	47%	(340)	8%	(62)	7%	(47)	725
Age: 65+	45%	(210)	41%	(188)	7%	(31)	8%	(35)	463
GenZers: 1997-2012	48%	(97)	35%	(72)	11%	(23)	6%	(13)	205
Millennials: 1981-1996	43%	(185)	37%	(160)	11%	(50)	9%	(38)	434
GenXers: 1965-1980	42%	(208)	43%	(213)	9%	(43)	7%	(33)	498
Baby Boomers: 1946-1964	40%	(315)	45%	(357)	8%	(61)	7%	(56)	789
PID: Dem (no lean)	46%	(359)	40%	(307)	7%	(57)	6%	(49)	772
PID: Ind (no lean)	37%	(208)	41%	(229)	11%	(63)	10%	(57)	558
PID: Rep (no lean)	41%	(274)	43%	(287)	9%	(58)	6%	(42)	662
PID/Gender: Dem Men	46%	(135)	38%	(112)	10%	(29)	7%	(20)	297
PID/Gender: Dem Women	47%	(223)	41%	(195)	6%	(28)	6%	(28)	475
PID/Gender: Ind Men	33%	(97)	42%	(122)	13%	(38)	12%	(35)	292
PID/Gender: Ind Women	42%	(111)	40%	(107)	10%	(25)	8%	(22)	266
PID/Gender: Rep Men	40%	(136)	41%	(141)	11%	(37)	9%	(30)	343
PID/Gender: Rep Women	43%	(138)	46%	(147)	7%	(21)	4%	(13)	319
Ideo: Liberal (1-3)	49%	(288)	37%	(219)	9%	(51)	6%	(34)	593
Ideo: Moderate (4)	38%	(205)	46%	(253)	8%	(45)	7%	(41)	544
Ideo: Conservative (5-7)	41%	(297)	43%	(313)	10%	(75)	6%	(43)	729
Educ: < College	44%	(545)	39%	(492)	9%	(118)	8%	(98)	1253
Educ: Bachelors degree	41%	(193)	42%	(200)	10%	(45)	7%	(33)	471
Educ: Post-grad	38%	(103)	49%	(133)	6%	(16)	6%	(17)	268
Income: Under 50k	42%	(411)	40%	(386)	10%	(95)	8%	(81)	973
Income: 50k-100k	44%	(301)	41%	(285)	9%	(60)	6%	(44)	690
Income: 100k+	39%	(129)	47%	(153)	7%	(22)	7%	(24)	329
Ethnicity: White	41%	(666)	43%	(690)	8%	(134)	7%	(120)	1611

Continued on next page

Table CMS11_12: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Balances short-term results with long-term impact and goals

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(841)	41%	(824)	9%	(178)	7%	(148)	1992
Ethnicity: Hispanic	46%	(89)	38%	(74)	10%	(20)	5%	(10)	193
Ethnicity: Afr. Am.	48%	(120)	31%	(79)	14%	(35)	7%	(18)	253
Ethnicity: Other	42%	(54)	43%	(55)	7%	(9)	8%	(10)	128
All Christian	42%	(433)	42%	(432)	9%	(94)	6%	(66)	1025
All Non-Christian	51%	(51)	32%	(32)	10%	(10)	6%	(6)	100
Atheist	36%	(34)	49%	(46)	4%	(4)	12%	(11)	95
Agnostic/Nothing in particular	42%	(323)	41%	(314)	9%	(70)	8%	(65)	772
Religious Non-Protestant/Catholic	45%	(63)	37%	(52)	12%	(17)	5%	(7)	139
Evangelical	45%	(239)	40%	(213)	8%	(43)	7%	(39)	534
Non-Evangelical	42%	(315)	42%	(314)	8%	(61)	8%	(58)	748
Community: Urban	44%	(222)	39%	(195)	10%	(51)	7%	(37)	504
Community: Suburban	41%	(412)	43%	(439)	9%	(88)	7%	(74)	1014
Community: Rural	44%	(207)	40%	(190)	8%	(39)	8%	(37)	474
Employ: Private Sector	42%	(267)	42%	(266)	9%	(57)	7%	(41)	631
Employ: Government	39%	(39)	45%	(45)	7%	(7)	9%	(9)	100
Employ: Self-Employed	41%	(56)	41%	(55)	14%	(19)	4%	(6)	136
Employ: Homemaker	38%	(50)	45%	(59)	10%	(13)	7%	(9)	131
Employ: Retired	42%	(220)	43%	(225)	6%	(33)	8%	(42)	521
Employ: Unemployed	45%	(104)	40%	(93)	10%	(24)	6%	(13)	233
Employ: Other	39%	(47)	37%	(44)	7%	(9)	17%	(20)	119
Military HH: Yes	45%	(144)	40%	(128)	8%	(26)	8%	(25)	323
Military HH: No	42%	(697)	42%	(696)	9%	(152)	7%	(123)	1669
RD/WT: Right Direction	40%	(283)	43%	(302)	10%	(69)	7%	(50)	703
RD/WT: Wrong Track	43%	(558)	41%	(523)	8%	(109)	8%	(99)	1289
Trump Job Approve	40%	(347)	43%	(372)	9%	(81)	7%	(65)	865
Trump Job Disapprove	44%	(473)	41%	(438)	9%	(94)	6%	(65)	1070

Continued on next page

Table CMS11_12: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Balances short-term results with long-term impact and goals

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(841)	41%	(824)	9%	(178)	7%	(148)	1992
Trump Job Strongly Approve	45%	(222)	38%	(185)	8%	(41)	9%	(42)	489
Trump Job Somewhat Approve	33%	(125)	50%	(187)	11%	(40)	6%	(23)	376
Trump Job Somewhat Disapprove	37%	(80)	47%	(103)	10%	(23)	6%	(14)	219
Trump Job Strongly Disapprove	46%	(393)	39%	(335)	8%	(72)	6%	(51)	850
Favorable of Trump	41%	(345)	42%	(355)	10%	(84)	8%	(64)	848
Unfavorable of Trump	44%	(469)	42%	(444)	8%	(87)	6%	(67)	1067
Very Favorable of Trump	46%	(226)	37%	(183)	9%	(46)	8%	(38)	493
Somewhat Favorable of Trump	33%	(119)	49%	(172)	11%	(38)	7%	(26)	355
Somewhat Unfavorable of Trump	32%	(57)	51%	(90)	7%	(13)	9%	(16)	176
Very Unfavorable of Trump	46%	(412)	40%	(354)	8%	(74)	6%	(51)	891
#1 Issue: Economy	44%	(295)	42%	(285)	8%	(52)	6%	(43)	675
#1 Issue: Security	34%	(75)	40%	(88)	17%	(38)	9%	(21)	222
#1 Issue: Health Care	43%	(188)	44%	(192)	7%	(32)	6%	(27)	438
#1 Issue: Medicare / Social Security	44%	(133)	40%	(122)	8%	(25)	8%	(25)	305
#1 Issue: Women's Issues	51%	(45)	38%	(34)	6%	(5)	5%	(5)	89
#1 Issue: Education	35%	(36)	37%	(38)	15%	(15)	13%	(13)	103
#1 Issue: Energy	47%	(27)	31%	(18)	12%	(7)	10%	(6)	58
#1 Issue: Other	41%	(42)	46%	(47)	5%	(5)	8%	(8)	102
2018 House Vote: Democrat	46%	(343)	39%	(295)	8%	(63)	6%	(48)	750
2018 House Vote: Republican	42%	(288)	43%	(291)	9%	(63)	6%	(41)	683
2018 House Vote: Someone else	44%	(32)	43%	(31)	3%	(2)	9%	(7)	72
2016 Vote: Hillary Clinton	43%	(295)	42%	(283)	9%	(62)	6%	(42)	680
2016 Vote: Donald Trump	43%	(322)	41%	(306)	8%	(62)	7%	(54)	744
2016 Vote: Other	36%	(53)	49%	(72)	9%	(13)	7%	(10)	147
2016 Vote: Didn't Vote	41%	(171)	39%	(162)	10%	(42)	10%	(42)	417
Voted in 2014: Yes	44%	(596)	41%	(553)	8%	(104)	7%	(90)	1344
Voted in 2014: No	38%	(245)	42%	(271)	11%	(74)	9%	(58)	648

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Table CMS11_12: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Balances short-term results with long-term impact and goals

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(841)	41%	(824)	9%	(178)	7%	(148)	1992
2012 Vote: Barack Obama	43%	(355)	42%	(346)	9%	(73)	6%	(52)	826
2012 Vote: Mitt Romney	41%	(226)	43%	(238)	8%	(45)	8%	(45)	553
2012 Vote: Other	43%	(35)	42%	(34)	8%	(6)	8%	(6)	81
2012 Vote: Didn't Vote	42%	(224)	38%	(202)	10%	(55)	9%	(45)	526
4-Region: Northeast	43%	(153)	41%	(145)	7%	(24)	9%	(34)	355
4-Region: Midwest	39%	(177)	44%	(201)	9%	(43)	8%	(37)	458
4-Region: South	46%	(339)	40%	(294)	9%	(67)	6%	(43)	744
4-Region: West	39%	(172)	42%	(184)	10%	(45)	8%	(35)	435
Sports fan	43%	(564)	41%	(536)	9%	(120)	6%	(80)	1301
Traveled outside of U.S. in past year 1+ times	41%	(159)	45%	(173)	7%	(26)	7%	(28)	385
Frequent Flyer	42%	(96)	41%	(95)	10%	(23)	7%	(16)	230

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

Table CMS11_13: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has values that align with mine

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(706)	42%	(835)	14%	(276)	9%	(175)	1992
Gender: Male	33%	(310)	40%	(368)	17%	(155)	11%	(99)	932
Gender: Female	37%	(396)	44%	(466)	11%	(121)	7%	(76)	1060
Age: 18-34	37%	(183)	41%	(205)	13%	(65)	9%	(47)	500
Age: 35-44	37%	(113)	44%	(134)	12%	(35)	7%	(20)	303
Age: 45-64	33%	(236)	43%	(313)	15%	(107)	10%	(70)	725
Age: 65+	38%	(174)	39%	(182)	15%	(69)	8%	(38)	463
GenZers: 1997-2012	38%	(77)	38%	(78)	14%	(28)	11%	(22)	205
Millennials: 1981-1996	34%	(149)	46%	(199)	12%	(50)	8%	(35)	434
GenXers: 1965-1980	38%	(188)	40%	(197)	15%	(74)	8%	(38)	498
Baby Boomers: 1946-1964	34%	(267)	42%	(330)	15%	(120)	9%	(72)	789
PID: Dem (no lean)	41%	(313)	40%	(306)	12%	(95)	7%	(57)	772
PID: Ind (no lean)	31%	(174)	42%	(232)	15%	(83)	12%	(69)	558
PID: Rep (no lean)	33%	(219)	45%	(296)	15%	(99)	7%	(48)	662
PID/Gender: Dem Men	40%	(118)	37%	(109)	16%	(46)	8%	(23)	297
PID/Gender: Dem Women	41%	(195)	42%	(197)	10%	(48)	7%	(34)	475
PID/Gender: Ind Men	28%	(82)	38%	(111)	18%	(54)	15%	(45)	292
PID/Gender: Ind Women	34%	(92)	46%	(121)	11%	(29)	9%	(25)	266
PID/Gender: Rep Men	32%	(110)	43%	(148)	16%	(55)	9%	(31)	343
PID/Gender: Rep Women	34%	(110)	46%	(148)	14%	(44)	5%	(17)	319
Ideo: Liberal (1-3)	41%	(241)	40%	(237)	13%	(77)	6%	(37)	593
Ideo: Moderate (4)	32%	(177)	44%	(238)	15%	(81)	9%	(48)	544
Ideo: Conservative (5-7)	34%	(249)	43%	(313)	15%	(108)	8%	(59)	729
Educ: < College	38%	(477)	40%	(495)	13%	(157)	10%	(123)	1253
Educ: Bachelors degree	32%	(151)	46%	(216)	15%	(73)	7%	(31)	471
Educ: Post-grad	29%	(78)	46%	(123)	17%	(46)	7%	(20)	268
Income: Under 50k	38%	(369)	40%	(386)	12%	(122)	10%	(96)	973
Income: 50k-100k	35%	(243)	42%	(290)	15%	(107)	7%	(50)	690
Income: 100k+	29%	(95)	48%	(159)	14%	(47)	9%	(28)	329
Ethnicity: White	34%	(552)	43%	(685)	14%	(230)	9%	(144)	1611

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Table CMS11_13: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has values that align with mine

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(706)	42%	(835)	14%	(276)	9%	(175)	1992
Ethnicity: Hispanic	40%	(77)	40%	(78)	13%	(25)	7%	(13)	193
Ethnicity: Afr. Am.	44%	(110)	37%	(93)	12%	(31)	7%	(19)	253
Ethnicity: Other	35%	(45)	44%	(57)	12%	(15)	9%	(12)	128
All Christian	36%	(371)	43%	(441)	14%	(142)	7%	(71)	1025
All Non-Christian	25%	(25)	48%	(48)	16%	(16)	10%	(10)	100
Atheist	35%	(33)	39%	(37)	16%	(15)	11%	(10)	95
Agnostic/Nothing in particular	36%	(277)	40%	(309)	13%	(103)	11%	(84)	772
Religious Non-Protestant/Catholic	24%	(33)	49%	(69)	19%	(26)	8%	(11)	139
Evangelical	41%	(217)	42%	(223)	11%	(57)	7%	(37)	534
Non-Evangelical	36%	(269)	41%	(309)	14%	(104)	9%	(66)	748
Community: Urban	39%	(197)	40%	(200)	11%	(55)	10%	(53)	504
Community: Suburban	33%	(332)	43%	(438)	16%	(164)	8%	(79)	1014
Community: Rural	37%	(177)	42%	(197)	12%	(57)	9%	(43)	474
Employ: Private Sector	34%	(217)	46%	(288)	12%	(76)	8%	(49)	631
Employ: Government	33%	(33)	41%	(41)	13%	(13)	13%	(13)	100
Employ: Self-Employed	32%	(43)	46%	(62)	16%	(22)	6%	(8)	136
Employ: Homemaker	35%	(46)	45%	(59)	13%	(17)	7%	(9)	131
Employ: Retired	36%	(186)	40%	(207)	15%	(79)	10%	(50)	521
Employ: Unemployed	42%	(99)	36%	(85)	13%	(30)	8%	(20)	233
Employ: Other	35%	(42)	34%	(41)	18%	(21)	13%	(16)	119
Military HH: Yes	37%	(120)	41%	(132)	13%	(43)	9%	(28)	323
Military HH: No	35%	(587)	42%	(703)	14%	(233)	9%	(147)	1669
RD/WT: Right Direction	34%	(236)	43%	(300)	15%	(104)	9%	(62)	703
RD/WT: Wrong Track	36%	(470)	41%	(534)	13%	(172)	9%	(112)	1289
Trump Job Approve	33%	(287)	43%	(368)	16%	(134)	9%	(75)	865
Trump Job Disapprove	38%	(405)	42%	(447)	13%	(136)	8%	(81)	1070

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Table CMS11_13: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has values that align with mine

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(706)	42%	(835)	14%	(276)	9%	(175)	1992
Trump Job Strongly Approve	38%	(186)	39%	(193)	14%	(68)	9%	(43)	489
Trump Job Somewhat Approve	27%	(102)	47%	(176)	18%	(66)	9%	(32)	376
Trump Job Somewhat Disapprove	30%	(65)	47%	(103)	16%	(35)	7%	(16)	219
Trump Job Strongly Disapprove	40%	(340)	40%	(344)	12%	(102)	8%	(65)	850
Favorable of Trump	34%	(286)	41%	(351)	16%	(135)	9%	(76)	848
Unfavorable of Trump	38%	(401)	42%	(450)	12%	(133)	8%	(83)	1067
Very Favorable of Trump	39%	(192)	41%	(200)	13%	(62)	8%	(38)	493
Somewhat Favorable of Trump	26%	(94)	42%	(150)	21%	(73)	11%	(38)	355
Somewhat Unfavorable of Trump	28%	(49)	47%	(83)	13%	(23)	11%	(20)	176
Very Unfavorable of Trump	40%	(352)	41%	(366)	12%	(109)	7%	(63)	891
#1 Issue: Economy	34%	(228)	43%	(290)	14%	(97)	9%	(59)	675
#1 Issue: Security	29%	(66)	45%	(100)	17%	(37)	9%	(20)	222
#1 Issue: Health Care	37%	(160)	41%	(182)	14%	(62)	8%	(35)	438
#1 Issue: Medicare / Social Security	38%	(115)	40%	(122)	14%	(42)	8%	(26)	305
#1 Issue: Women's Issues	48%	(42)	34%	(30)	12%	(11)	7%	(6)	89
#1 Issue: Education	36%	(37)	38%	(39)	14%	(14)	13%	(13)	103
#1 Issue: Energy	36%	(21)	49%	(28)	9%	(5)	6%	(3)	58
#1 Issue: Other	37%	(38)	43%	(44)	8%	(8)	13%	(13)	102
2018 House Vote: Democrat	40%	(297)	38%	(288)	15%	(112)	7%	(53)	750
2018 House Vote: Republican	33%	(229)	46%	(312)	14%	(95)	7%	(47)	683
2018 House Vote: Someone else	29%	(21)	40%	(29)	16%	(11)	15%	(11)	72
2016 Vote: Hillary Clinton	37%	(249)	42%	(287)	14%	(94)	7%	(51)	680
2016 Vote: Donald Trump	35%	(262)	42%	(315)	14%	(107)	8%	(60)	744
2016 Vote: Other	34%	(50)	39%	(58)	19%	(28)	8%	(11)	147
2016 Vote: Didn't Vote	35%	(145)	42%	(173)	11%	(47)	12%	(52)	417
Voted in 2014: Yes	37%	(499)	42%	(558)	14%	(188)	7%	(98)	1344
Voted in 2014: No	32%	(207)	43%	(277)	14%	(88)	12%	(76)	648

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Table CMS11_13: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has values that align with mine

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(706)	42%	(835)	14%	(276)	9%	(175)	1992
2012 Vote: Barack Obama	37%	(304)	42%	(346)	14%	(118)	7%	(59)	826
2012 Vote: Mitt Romney	35%	(191)	44%	(244)	13%	(71)	8%	(47)	553
2012 Vote: Other	33%	(27)	40%	(33)	16%	(13)	11%	(9)	81
2012 Vote: Didn't Vote	35%	(182)	40%	(210)	14%	(74)	11%	(60)	526
4-Region: Northeast	33%	(116)	44%	(156)	13%	(46)	11%	(38)	355
4-Region: Midwest	35%	(160)	43%	(196)	13%	(61)	9%	(41)	458
4-Region: South	38%	(282)	41%	(302)	14%	(102)	8%	(58)	744
4-Region: West	34%	(148)	42%	(181)	15%	(67)	9%	(38)	435
Sports fan	37%	(479)	42%	(550)	13%	(171)	8%	(102)	1301
Traveled outside of U.S. in past year 1+ times	36%	(138)	44%	(169)	12%	(48)	8%	(30)	385
Frequent Flyer	32%	(73)	45%	(105)	15%	(35)	8%	(18)	230

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

Table CMS11_14: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Doesn't compromise on ethics or values

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	55%	(1087)	31%	(613)	7%	(143)	8%	(150)	1992
Gender: Male	49%	(455)	32%	(294)	11%	(99)	9%	(84)	932
Gender: Female	60%	(632)	30%	(319)	4%	(44)	6%	(65)	1060
Age: 18-34	54%	(272)	27%	(134)	9%	(46)	10%	(49)	500
Age: 35-44	52%	(156)	33%	(99)	9%	(27)	7%	(20)	303
Age: 45-64	53%	(386)	33%	(242)	7%	(50)	7%	(47)	725
Age: 65+	59%	(273)	30%	(137)	4%	(21)	7%	(33)	463
GenZers: 1997-2012	52%	(106)	27%	(55)	12%	(24)	10%	(20)	205
Millennials: 1981-1996	54%	(236)	29%	(125)	8%	(35)	9%	(37)	434
GenXers: 1965-1980	52%	(261)	33%	(164)	8%	(39)	7%	(34)	498
Baby Boomers: 1946-1964	56%	(445)	31%	(248)	6%	(44)	7%	(52)	789
PID: Dem (no lean)	57%	(439)	30%	(235)	7%	(52)	6%	(47)	772
PID: Ind (no lean)	56%	(315)	28%	(154)	6%	(35)	10%	(55)	558
PID: Rep (no lean)	50%	(333)	34%	(224)	9%	(57)	7%	(48)	662
PID/Gender: Dem Men	50%	(150)	32%	(95)	11%	(33)	6%	(19)	297
PID/Gender: Dem Women	61%	(289)	29%	(140)	4%	(18)	6%	(28)	475
PID/Gender: Ind Men	50%	(146)	29%	(85)	8%	(24)	13%	(37)	292
PID/Gender: Ind Women	63%	(169)	26%	(69)	4%	(10)	7%	(18)	266
PID/Gender: Rep Men	47%	(160)	33%	(114)	12%	(41)	8%	(28)	343
PID/Gender: Rep Women	54%	(174)	35%	(110)	5%	(15)	6%	(20)	319
Ideo: Liberal (1-3)	63%	(374)	25%	(147)	7%	(41)	5%	(31)	593
Ideo: Moderate (4)	50%	(271)	36%	(198)	7%	(36)	7%	(39)	544
Ideo: Conservative (5-7)	53%	(387)	32%	(233)	8%	(60)	7%	(49)	729
Educ: < College	55%	(688)	29%	(368)	7%	(89)	9%	(108)	1253
Educ: Bachelors degree	54%	(256)	33%	(156)	7%	(33)	6%	(26)	471
Educ: Post-grad	53%	(142)	33%	(89)	8%	(21)	6%	(16)	268
Income: Under 50k	55%	(532)	30%	(291)	6%	(61)	9%	(89)	973
Income: 50k-100k	55%	(378)	31%	(217)	9%	(59)	5%	(37)	690
Income: 100k+	54%	(177)	32%	(105)	7%	(23)	7%	(24)	329
Ethnicity: White	55%	(883)	31%	(497)	7%	(118)	7%	(113)	1611

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Table CMS11_14: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Doesn't compromise on ethics or values

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	55%	(1087)	31%	(613)	7%	(143)	8%	(150)	1992
Ethnicity: Hispanic	60%	(115)	27%	(51)	8%	(16)	5%	(10)	193
Ethnicity: Afr. Am.	54%	(135)	30%	(75)	6%	(16)	10%	(26)	253
Ethnicity: Other	53%	(68)	32%	(40)	7%	(9)	9%	(11)	128
All Christian	55%	(567)	32%	(330)	7%	(70)	6%	(58)	1025
All Non-Christian	53%	(53)	32%	(32)	9%	(9)	5%	(5)	100
Atheist	54%	(51)	32%	(31)	3%	(3)	11%	(10)	95
Agnostic/Nothing in particular	54%	(414)	28%	(220)	8%	(62)	10%	(76)	772
Religious Non-Protestant/Catholic	54%	(75)	31%	(42)	10%	(14)	6%	(8)	139
Evangelical	54%	(291)	32%	(172)	6%	(33)	7%	(38)	534
Non-Evangelical	57%	(426)	29%	(218)	7%	(52)	7%	(52)	748
Community: Urban	55%	(279)	29%	(147)	8%	(43)	7%	(36)	504
Community: Suburban	53%	(542)	32%	(324)	7%	(76)	7%	(73)	1014
Community: Rural	56%	(266)	30%	(142)	5%	(25)	9%	(41)	474
Employ: Private Sector	53%	(336)	33%	(205)	8%	(51)	6%	(38)	631
Employ: Government	53%	(53)	29%	(29)	7%	(7)	12%	(12)	100
Employ: Self-Employed	57%	(77)	28%	(38)	10%	(14)	5%	(7)	136
Employ: Homemaker	55%	(72)	35%	(46)	6%	(8)	4%	(5)	131
Employ: Retired	55%	(286)	32%	(169)	4%	(22)	9%	(45)	521
Employ: Unemployed	56%	(130)	28%	(66)	10%	(23)	6%	(14)	233
Employ: Other	54%	(64)	21%	(25)	8%	(9)	17%	(21)	119
Military HH: Yes	58%	(187)	28%	(91)	8%	(26)	6%	(19)	323
Military HH: No	54%	(899)	31%	(522)	7%	(117)	8%	(131)	1669
RD/WT: Right Direction	49%	(344)	36%	(253)	8%	(53)	7%	(53)	703
RD/WT: Wrong Track	58%	(743)	28%	(360)	7%	(90)	8%	(97)	1289
Trump Job Approve	49%	(428)	34%	(294)	8%	(72)	8%	(71)	865
Trump Job Disapprove	60%	(639)	28%	(300)	7%	(70)	6%	(61)	1070

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Table CMS11_14: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Doesn't compromise on ethics or values

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	55%	(1087)	31%	(613)	7%	(143)	8%	(150)	1992
Trump Job Strongly Approve	54%	(262)	31%	(151)	8%	(37)	8%	(38)	489
Trump Job Somewhat Approve	44%	(166)	38%	(143)	9%	(35)	9%	(33)	376
Trump Job Somewhat Disapprove	50%	(109)	35%	(77)	9%	(20)	6%	(12)	219
Trump Job Strongly Disapprove	62%	(530)	26%	(222)	6%	(49)	6%	(49)	850
Favorable of Trump	51%	(429)	33%	(279)	8%	(71)	8%	(70)	848
Unfavorable of Trump	59%	(629)	29%	(308)	6%	(67)	6%	(64)	1067
Very Favorable of Trump	55%	(270)	31%	(151)	8%	(38)	7%	(34)	493
Somewhat Favorable of Trump	45%	(159)	36%	(128)	9%	(32)	10%	(36)	355
Somewhat Unfavorable of Trump	50%	(88)	36%	(63)	6%	(11)	8%	(14)	176
Very Unfavorable of Trump	61%	(541)	27%	(244)	6%	(56)	6%	(50)	891
#1 Issue: Economy	53%	(357)	33%	(222)	7%	(50)	7%	(46)	675
#1 Issue: Security	43%	(96)	37%	(83)	12%	(26)	8%	(17)	222
#1 Issue: Health Care	57%	(252)	31%	(135)	6%	(26)	6%	(26)	438
#1 Issue: Medicare / Social Security	59%	(179)	27%	(83)	5%	(16)	9%	(27)	305
#1 Issue: Women's Issues	67%	(60)	23%	(21)	4%	(3)	6%	(5)	89
#1 Issue: Education	50%	(51)	26%	(26)	9%	(9)	15%	(16)	103
#1 Issue: Energy	66%	(38)	17%	(10)	9%	(5)	8%	(5)	58
#1 Issue: Other	52%	(54)	34%	(34)	7%	(7)	7%	(8)	102
2018 House Vote: Democrat	58%	(435)	29%	(220)	7%	(52)	6%	(42)	750
2018 House Vote: Republican	52%	(357)	33%	(229)	8%	(54)	7%	(44)	683
2018 House Vote: Someone else	56%	(40)	30%	(21)	2%	(1)	12%	(9)	72
2016 Vote: Hillary Clinton	57%	(386)	31%	(213)	7%	(45)	5%	(37)	680
2016 Vote: Donald Trump	54%	(398)	32%	(237)	7%	(54)	7%	(55)	744
2016 Vote: Other	58%	(85)	30%	(44)	6%	(9)	7%	(10)	147
2016 Vote: Didn't Vote	52%	(215)	29%	(119)	9%	(36)	11%	(47)	417
Voted in 2014: Yes	57%	(763)	30%	(409)	6%	(87)	6%	(85)	1344
Voted in 2014: No	50%	(324)	31%	(204)	9%	(56)	10%	(65)	648

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Table CMS11_14: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Doesn't compromise on ethics or values*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	55%	(1087)	31%	(613)	7%	(143)	8%	(150)	1992
2012 Vote: Barack Obama	57%	(468)	32%	(261)	6%	(50)	6%	(47)	826
2012 Vote: Mitt Romney	53%	(294)	32%	(179)	7%	(38)	8%	(42)	553
2012 Vote: Other	60%	(49)	24%	(19)	6%	(5)	10%	(8)	81
2012 Vote: Didn't Vote	52%	(272)	29%	(153)	9%	(50)	10%	(52)	526
4-Region: Northeast	49%	(176)	35%	(126)	8%	(27)	8%	(27)	355
4-Region: Midwest	52%	(240)	31%	(144)	9%	(41)	7%	(33)	458
4-Region: South	57%	(424)	29%	(214)	7%	(50)	7%	(55)	744
4-Region: West	57%	(247)	30%	(129)	6%	(24)	8%	(34)	435
Sports fan	54%	(697)	31%	(407)	8%	(108)	7%	(89)	1301
Traveled outside of U.S. in past year 1+ times	51%	(198)	32%	(123)	9%	(35)	8%	(29)	385
Frequent Flyer	54%	(125)	28%	(65)	11%	(25)	6%	(15)	230

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

Table CMS11_15: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Conducts himself or herself in an upstanding way

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1017)	35%	(703)	7%	(135)	7%	(138)	1992
Gender: Male	47%	(440)	36%	(335)	9%	(80)	8%	(78)	932
Gender: Female	54%	(577)	35%	(368)	5%	(55)	6%	(60)	1060
Age: 18-34	49%	(244)	34%	(171)	9%	(43)	8%	(42)	500
Age: 35-44	48%	(144)	38%	(116)	7%	(22)	7%	(21)	303
Age: 45-64	50%	(362)	37%	(265)	7%	(49)	7%	(50)	725
Age: 65+	58%	(267)	33%	(151)	4%	(20)	5%	(25)	463
GenZers: 1997-2012	54%	(110)	28%	(57)	12%	(24)	7%	(14)	205
Millennials: 1981-1996	45%	(195)	39%	(170)	7%	(32)	8%	(37)	434
GenXers: 1965-1980	51%	(255)	36%	(179)	6%	(30)	7%	(34)	498
Baby Boomers: 1946-1964	53%	(419)	35%	(274)	6%	(46)	6%	(51)	789
PID: Dem (no lean)	56%	(433)	32%	(245)	6%	(45)	6%	(49)	772
PID: Ind (no lean)	47%	(261)	35%	(198)	8%	(42)	10%	(57)	558
PID: Rep (no lean)	49%	(322)	39%	(259)	7%	(49)	5%	(32)	662
PID/Gender: Dem Men	55%	(163)	31%	(93)	7%	(21)	7%	(20)	297
PID/Gender: Dem Women	57%	(270)	32%	(152)	5%	(24)	6%	(28)	475
PID/Gender: Ind Men	41%	(120)	36%	(104)	11%	(31)	12%	(36)	292
PID/Gender: Ind Women	53%	(141)	35%	(94)	4%	(11)	8%	(21)	266
PID/Gender: Rep Men	46%	(156)	40%	(137)	8%	(28)	6%	(22)	343
PID/Gender: Rep Women	52%	(166)	38%	(122)	6%	(21)	3%	(11)	319
Ideo: Liberal (1-3)	57%	(336)	31%	(185)	6%	(36)	6%	(36)	593
Ideo: Moderate (4)	50%	(269)	38%	(206)	6%	(31)	7%	(37)	544
Ideo: Conservative (5-7)	50%	(361)	38%	(274)	8%	(60)	5%	(33)	729
Educ: < College	53%	(664)	34%	(420)	6%	(73)	8%	(96)	1253
Educ: Bachelors degree	47%	(223)	39%	(182)	8%	(39)	6%	(27)	471
Educ: Post-grad	48%	(130)	38%	(101)	8%	(23)	6%	(15)	268
Income: Under 50k	51%	(499)	33%	(324)	7%	(72)	8%	(79)	973
Income: 50k-100k	53%	(369)	36%	(246)	6%	(40)	5%	(35)	690
Income: 100k+	45%	(149)	41%	(133)	7%	(23)	7%	(23)	329
Ethnicity: White	50%	(809)	36%	(585)	7%	(108)	7%	(109)	1611

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Table CMS11_15: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Conducts himself or herself in an upstanding way*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1017)	35%	(703)	7%	(135)	7%	(138)	1992
Ethnicity: Hispanic	51%	(98)	32%	(62)	11%	(22)	6%	(11)	193
Ethnicity: Afr. Am.	58%	(148)	29%	(73)	6%	(15)	7%	(17)	253
Ethnicity: Other	47%	(60)	35%	(45)	10%	(12)	9%	(11)	128
All Christian	54%	(550)	36%	(365)	6%	(57)	5%	(53)	1025
All Non-Christian	50%	(50)	32%	(32)	10%	(10)	8%	(8)	100
Atheist	40%	(38)	42%	(39)	9%	(9)	9%	(9)	95
Agnostic/Nothing in particular	49%	(378)	35%	(267)	8%	(60)	9%	(68)	772
Religious Non-Protestant/Catholic	44%	(61)	40%	(55)	9%	(13)	7%	(9)	139
Evangelical	55%	(296)	33%	(175)	6%	(34)	5%	(28)	534
Non-Evangelical	54%	(400)	35%	(260)	5%	(40)	6%	(47)	748
Community: Urban	50%	(250)	33%	(168)	9%	(44)	8%	(42)	504
Community: Suburban	51%	(521)	35%	(359)	7%	(70)	6%	(64)	1014
Community: Rural	52%	(245)	37%	(177)	4%	(21)	7%	(32)	474
Employ: Private Sector	49%	(310)	38%	(240)	7%	(44)	6%	(37)	631
Employ: Government	49%	(49)	38%	(38)	6%	(6)	7%	(7)	100
Employ: Self-Employed	47%	(63)	40%	(55)	7%	(10)	6%	(8)	136
Employ: Homemaker	51%	(67)	37%	(48)	6%	(7)	6%	(8)	131
Employ: Retired	53%	(276)	35%	(185)	4%	(22)	8%	(39)	521
Employ: Unemployed	57%	(133)	25%	(59)	12%	(28)	6%	(14)	233
Employ: Other	49%	(58)	29%	(35)	8%	(10)	13%	(16)	119
Military HH: Yes	52%	(169)	34%	(111)	7%	(23)	6%	(20)	323
Military HH: No	51%	(848)	35%	(591)	7%	(112)	7%	(118)	1669
RD/WT: Right Direction	48%	(341)	40%	(278)	6%	(44)	6%	(41)	703
RD/WT: Wrong Track	52%	(676)	33%	(425)	7%	(91)	8%	(97)	1289
Trump Job Approve	48%	(412)	39%	(337)	8%	(65)	6%	(51)	865
Trump Job Disapprove	55%	(587)	32%	(347)	6%	(69)	6%	(67)	1070

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Table CMS11_15: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Conducts himself or herself in an upstanding way

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1017)	35%	(703)	7%	(135)	7%	(138)	1992
Trump Job Strongly Approve	52%	(256)	36%	(174)	7%	(33)	5%	(26)	489
Trump Job Somewhat Approve	42%	(156)	43%	(163)	8%	(31)	7%	(25)	376
Trump Job Somewhat Disapprove	45%	(99)	39%	(85)	12%	(26)	5%	(10)	219
Trump Job Strongly Disapprove	57%	(488)	31%	(263)	5%	(43)	7%	(57)	850
Favorable of Trump	48%	(409)	38%	(323)	7%	(63)	6%	(53)	848
Unfavorable of Trump	54%	(579)	33%	(352)	6%	(67)	7%	(70)	1067
Very Favorable of Trump	53%	(262)	35%	(171)	7%	(36)	5%	(24)	493
Somewhat Favorable of Trump	41%	(147)	43%	(152)	8%	(27)	8%	(29)	355
Somewhat Unfavorable of Trump	41%	(71)	42%	(74)	9%	(16)	8%	(14)	176
Very Unfavorable of Trump	57%	(507)	31%	(278)	6%	(51)	6%	(56)	891
#1 Issue: Economy	51%	(346)	37%	(246)	6%	(41)	6%	(41)	675
#1 Issue: Security	42%	(94)	38%	(85)	11%	(25)	8%	(18)	222
#1 Issue: Health Care	54%	(237)	33%	(145)	6%	(27)	7%	(29)	438
#1 Issue: Medicare / Social Security	53%	(161)	35%	(106)	5%	(16)	7%	(21)	305
#1 Issue: Women's Issues	53%	(47)	36%	(32)	6%	(5)	5%	(5)	89
#1 Issue: Education	45%	(46)	35%	(36)	9%	(10)	11%	(11)	103
#1 Issue: Energy	53%	(31)	31%	(18)	9%	(5)	7%	(4)	58
#1 Issue: Other	53%	(54)	33%	(34)	5%	(5)	8%	(8)	102
2018 House Vote: Democrat	56%	(419)	32%	(238)	6%	(48)	6%	(45)	750
2018 House Vote: Republican	49%	(337)	39%	(267)	7%	(50)	4%	(29)	683
2018 House Vote: Someone else	49%	(35)	32%	(23)	6%	(4)	13%	(10)	72
2016 Vote: Hillary Clinton	53%	(361)	35%	(235)	6%	(44)	6%	(41)	680
2016 Vote: Donald Trump	51%	(382)	37%	(277)	6%	(47)	5%	(39)	744
2016 Vote: Other	44%	(65)	40%	(60)	8%	(11)	8%	(11)	147
2016 Vote: Didn't Vote	50%	(207)	31%	(130)	8%	(33)	11%	(46)	417
Voted in 2014: Yes	53%	(707)	36%	(479)	6%	(83)	6%	(74)	1344
Voted in 2014: No	48%	(309)	34%	(223)	8%	(52)	10%	(64)	648

Continued on next page

Table CMS11_15: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Conducts himself or herself in an upstanding way*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1017)	35%	(703)	7%	(135)	7%	(138)	1992
2012 Vote: Barack Obama	53%	(439)	35%	(288)	6%	(47)	6%	(52)	826
2012 Vote: Mitt Romney	49%	(274)	38%	(213)	7%	(36)	6%	(31)	553
2012 Vote: Other	49%	(39)	34%	(28)	8%	(6)	9%	(8)	81
2012 Vote: Didn't Vote	49%	(259)	33%	(174)	9%	(46)	9%	(47)	526
4-Region: Northeast	48%	(172)	37%	(130)	7%	(26)	8%	(28)	355
4-Region: Midwest	52%	(236)	35%	(160)	7%	(30)	7%	(31)	458
4-Region: South	55%	(413)	33%	(243)	6%	(44)	6%	(44)	744
4-Region: West	45%	(195)	39%	(170)	8%	(35)	8%	(35)	435
Sports fan	52%	(677)	36%	(463)	7%	(86)	6%	(75)	1301
Traveled outside of U.S. in past year 1+ times	49%	(189)	36%	(140)	9%	(33)	6%	(23)	385
Frequent Flyer	48%	(110)	39%	(90)	8%	(19)	5%	(12)	230

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

Table CMS11_16: Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Respects / protects customers' privacy and security

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	64%	(1271)	27%	(538)	3%	(69)	6%	(115)	1992
Gender: Male	61%	(570)	27%	(249)	5%	(45)	7%	(67)	932
Gender: Female	66%	(701)	27%	(288)	2%	(23)	4%	(47)	1060
Age: 18-34	61%	(304)	27%	(136)	4%	(22)	8%	(39)	500
Age: 35-44	61%	(185)	29%	(86)	4%	(12)	6%	(19)	303
Age: 45-64	62%	(452)	29%	(212)	3%	(25)	5%	(36)	725
Age: 65+	71%	(330)	22%	(104)	2%	(9)	4%	(20)	463
GenZers: 1997-2012	60%	(124)	27%	(56)	4%	(9)	8%	(17)	205
Millennials: 1981-1996	59%	(256)	30%	(130)	4%	(18)	7%	(30)	434
GenXers: 1965-1980	67%	(333)	23%	(114)	4%	(21)	6%	(30)	498
Baby Boomers: 1946-1964	64%	(507)	29%	(226)	3%	(21)	5%	(36)	789
PID: Dem (no lean)	66%	(509)	26%	(200)	3%	(25)	5%	(38)	772
PID: Ind (no lean)	64%	(355)	25%	(138)	3%	(19)	8%	(46)	558
PID: Rep (no lean)	62%	(407)	30%	(200)	4%	(25)	5%	(30)	662
PID/Gender: Dem Men	63%	(187)	27%	(80)	5%	(14)	5%	(16)	297
PID/Gender: Dem Women	68%	(322)	25%	(120)	2%	(11)	5%	(22)	475
PID/Gender: Ind Men	60%	(176)	24%	(70)	5%	(14)	11%	(32)	292
PID/Gender: Ind Women	67%	(179)	25%	(68)	2%	(5)	6%	(15)	266
PID/Gender: Rep Men	60%	(207)	29%	(99)	5%	(17)	6%	(20)	343
PID/Gender: Rep Women	63%	(200)	32%	(101)	2%	(8)	3%	(10)	319
Ideo: Liberal (1-3)	69%	(407)	24%	(140)	4%	(22)	4%	(25)	593
Ideo: Moderate (4)	62%	(337)	29%	(157)	4%	(20)	5%	(30)	544
Ideo: Conservative (5-7)	63%	(461)	29%	(211)	3%	(25)	4%	(32)	729
Educ: < College	65%	(815)	26%	(324)	3%	(35)	6%	(79)	1253
Educ: Bachelors degree	61%	(289)	28%	(134)	5%	(23)	5%	(24)	471
Educ: Post-grad	62%	(167)	30%	(80)	4%	(10)	4%	(12)	268
Income: Under 50k	63%	(614)	27%	(263)	3%	(28)	7%	(69)	973
Income: 50k-100k	66%	(454)	26%	(178)	4%	(29)	4%	(29)	690
Income: 100k+	62%	(203)	29%	(96)	4%	(12)	5%	(17)	329
Ethnicity: White	63%	(1020)	28%	(444)	4%	(57)	6%	(90)	1611

Continued on next page

Table CMS11_16: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Respects / protects customers' privacy and security

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	64%	(1271)	27%	(538)	3%	(69)	6%	(115)	1992
Ethnicity: Hispanic	64%	(124)	26%	(50)	6%	(11)	4%	(8)	193
Ethnicity: Afr. Am.	69%	(175)	22%	(55)	3%	(8)	6%	(15)	253
Ethnicity: Other	59%	(76)	30%	(39)	3%	(4)	8%	(10)	128
All Christian	66%	(680)	26%	(265)	3%	(34)	4%	(45)	1025
All Non-Christian	63%	(63)	27%	(27)	5%	(5)	5%	(5)	100
Atheist	60%	(57)	30%	(28)	1%	(1)	9%	(9)	95
Agnostic/Nothing in particular	61%	(470)	28%	(218)	4%	(29)	7%	(55)	772
Religious Non-Protestant/Catholic	59%	(81)	30%	(42)	7%	(9)	5%	(6)	139
Evangelical	68%	(363)	24%	(130)	3%	(14)	5%	(28)	534
Non-Evangelical	65%	(485)	27%	(199)	3%	(26)	5%	(38)	748
Community: Urban	61%	(308)	27%	(138)	6%	(28)	6%	(30)	504
Community: Suburban	65%	(657)	27%	(270)	3%	(29)	6%	(58)	1014
Community: Rural	65%	(306)	27%	(129)	2%	(11)	6%	(27)	474
Employ: Private Sector	61%	(388)	30%	(188)	4%	(27)	4%	(28)	631
Employ: Government	64%	(64)	25%	(26)	3%	(3)	7%	(7)	100
Employ: Self-Employed	57%	(77)	34%	(47)	5%	(7)	4%	(5)	136
Employ: Homemaker	61%	(80)	31%	(41)	5%	(6)	3%	(4)	131
Employ: Retired	66%	(345)	26%	(134)	2%	(9)	6%	(32)	521
Employ: Unemployed	71%	(165)	19%	(45)	5%	(11)	6%	(13)	233
Employ: Other	63%	(76)	23%	(28)	—	(1)	13%	(16)	119
Military HH: Yes	67%	(217)	25%	(80)	2%	(6)	6%	(20)	323
Military HH: No	63%	(1054)	27%	(458)	4%	(62)	6%	(95)	1669
RD/WT: Right Direction	60%	(419)	32%	(221)	4%	(28)	5%	(34)	703
RD/WT: Wrong Track	66%	(852)	25%	(316)	3%	(40)	6%	(80)	1289
Trump Job Approve	62%	(537)	29%	(251)	3%	(29)	6%	(48)	865
Trump Job Disapprove	67%	(712)	25%	(272)	4%	(38)	4%	(48)	1070

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Table CMS11_16: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Respects / protects customers' privacy and security

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	64%	(1271)	27%	(538)	3%	(69)	6%	(115)	1992
Trump Job Strongly Approve	64%	(316)	26%	(126)	4%	(17)	6%	(30)	489
Trump Job Somewhat Approve	59%	(222)	33%	(125)	3%	(11)	5%	(18)	376
Trump Job Somewhat Disapprove	58%	(127)	35%	(76)	5%	(10)	3%	(6)	219
Trump Job Strongly Disapprove	69%	(585)	23%	(195)	3%	(28)	5%	(42)	850
Favorable of Trump	63%	(536)	27%	(231)	4%	(31)	6%	(49)	848
Unfavorable of Trump	66%	(702)	26%	(280)	3%	(35)	5%	(50)	1067
Very Favorable of Trump	66%	(326)	24%	(117)	4%	(21)	6%	(28)	493
Somewhat Favorable of Trump	59%	(210)	32%	(114)	3%	(10)	6%	(21)	355
Somewhat Unfavorable of Trump	59%	(105)	32%	(56)	3%	(5)	6%	(11)	176
Very Unfavorable of Trump	67%	(597)	25%	(224)	3%	(30)	4%	(40)	891
#1 Issue: Economy	65%	(439)	27%	(181)	3%	(23)	5%	(31)	675
#1 Issue: Security	53%	(118)	36%	(81)	4%	(10)	6%	(14)	222
#1 Issue: Health Care	67%	(294)	24%	(107)	3%	(15)	5%	(22)	438
#1 Issue: Medicare / Social Security	67%	(204)	25%	(75)	1%	(4)	7%	(22)	305
#1 Issue: Women's Issues	69%	(61)	23%	(21)	4%	(3)	4%	(4)	89
#1 Issue: Education	56%	(58)	26%	(27)	7%	(7)	10%	(11)	103
#1 Issue: Energy	58%	(34)	32%	(19)	4%	(2)	6%	(3)	58
#1 Issue: Other	61%	(63)	27%	(27)	4%	(5)	8%	(8)	102
2018 House Vote: Democrat	68%	(510)	23%	(173)	4%	(32)	5%	(35)	750
2018 House Vote: Republican	64%	(439)	28%	(193)	4%	(26)	4%	(25)	683
2018 House Vote: Someone else	63%	(46)	24%	(18)	2%	(1)	10%	(7)	72
2016 Vote: Hillary Clinton	66%	(450)	26%	(175)	3%	(24)	5%	(32)	680
2016 Vote: Donald Trump	67%	(499)	25%	(189)	3%	(24)	4%	(32)	744
2016 Vote: Other	59%	(87)	32%	(47)	3%	(5)	6%	(9)	147
2016 Vote: Didn't Vote	56%	(234)	30%	(127)	4%	(16)	10%	(41)	417
Voted in 2014: Yes	66%	(884)	26%	(353)	4%	(49)	4%	(58)	1344
Voted in 2014: No	60%	(387)	29%	(185)	3%	(20)	9%	(57)	648

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Table CMS11_16: *Thinking specifically about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Respects / protects customers' privacy and security

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	64%	(1271)	27%	(538)	3%	(69)	6%	(115)	1992
2012 Vote: Barack Obama	66%	(543)	27%	(223)	3%	(29)	4%	(32)	826
2012 Vote: Mitt Romney	64%	(354)	27%	(149)	3%	(19)	6%	(32)	553
2012 Vote: Other	67%	(55)	23%	(18)	3%	(2)	8%	(6)	81
2012 Vote: Didn't Vote	60%	(316)	28%	(147)	4%	(18)	9%	(45)	526
4-Region: Northeast	65%	(231)	25%	(88)	4%	(16)	6%	(21)	355
4-Region: Midwest	60%	(275)	30%	(138)	5%	(21)	5%	(23)	458
4-Region: South	67%	(501)	24%	(175)	3%	(25)	6%	(43)	744
4-Region: West	60%	(263)	31%	(137)	2%	(7)	6%	(28)	435
Sports fan	65%	(841)	27%	(351)	4%	(47)	5%	(61)	1301
Traveled outside of U.S. in past year 1+ times	59%	(227)	31%	(119)	3%	(13)	7%	(26)	385
Frequent Flyer	59%	(136)	31%	(73)	4%	(8)	6%	(14)	230

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

Table CMS12_1: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Has grown or led their company in an ethical and honest way

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1162)	31%	(622)	5%	(100)	5%	(108)	1992
Gender: Male	53%	(494)	34%	(313)	6%	(60)	7%	(66)	932
Gender: Female	63%	(668)	29%	(310)	4%	(40)	4%	(42)	1060
Age: 18-34	58%	(289)	28%	(140)	8%	(39)	6%	(32)	500
Age: 35-44	56%	(169)	35%	(105)	4%	(13)	5%	(16)	303
Age: 45-64	56%	(408)	34%	(246)	4%	(32)	5%	(40)	725
Age: 65+	64%	(296)	28%	(132)	3%	(16)	4%	(20)	463
GenZers: 1997-2012	62%	(126)	27%	(56)	6%	(11)	5%	(11)	205
Millennials: 1981-1996	55%	(238)	31%	(133)	8%	(35)	6%	(28)	434
GenXers: 1965-1980	56%	(277)	34%	(169)	5%	(23)	6%	(29)	498
Baby Boomers: 1946-1964	60%	(475)	31%	(248)	4%	(31)	5%	(36)	789
PID: Dem (no lean)	63%	(482)	30%	(228)	4%	(33)	4%	(28)	772
PID: Ind (no lean)	56%	(314)	30%	(168)	5%	(29)	8%	(47)	558
PID: Rep (no lean)	55%	(366)	34%	(226)	6%	(38)	5%	(32)	662
PID/Gender: Dem Men	56%	(167)	34%	(101)	6%	(17)	4%	(13)	297
PID/Gender: Dem Women	67%	(316)	27%	(128)	3%	(16)	3%	(15)	475
PID/Gender: Ind Men	50%	(145)	34%	(99)	6%	(16)	11%	(31)	292
PID/Gender: Ind Women	63%	(168)	26%	(69)	5%	(13)	6%	(16)	266
PID/Gender: Rep Men	53%	(182)	33%	(112)	8%	(27)	6%	(22)	343
PID/Gender: Rep Women	58%	(184)	36%	(114)	3%	(11)	3%	(10)	319
Ideo: Liberal (1-3)	66%	(389)	25%	(151)	5%	(27)	4%	(26)	593
Ideo: Moderate (4)	55%	(302)	35%	(192)	5%	(25)	5%	(25)	544
Ideo: Conservative (5-7)	57%	(412)	33%	(240)	6%	(44)	5%	(33)	729
Educ: < College	60%	(749)	30%	(375)	5%	(60)	5%	(68)	1253
Educ: Bachelors degree	56%	(263)	33%	(154)	6%	(27)	6%	(26)	471
Educ: Post-grad	56%	(150)	34%	(92)	5%	(13)	5%	(13)	268
Income: Under 50k	58%	(568)	30%	(296)	5%	(46)	6%	(63)	973
Income: 50k-100k	60%	(412)	31%	(214)	5%	(36)	4%	(28)	690
Income: 100k+	55%	(182)	34%	(112)	5%	(18)	5%	(17)	329
Ethnicity: White	57%	(921)	33%	(529)	5%	(74)	5%	(88)	1611

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Table CMS12_1: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has grown or led their company in an ethical and honest way

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1162)	31%	(622)	5%	(100)	5%	(108)	1992
Ethnicity: Hispanic	59%	(115)	34%	(65)	5%	(9)	2%	(4)	193
Ethnicity: Afr. Am.	67%	(169)	21%	(53)	8%	(20)	4%	(10)	253
Ethnicity: Other	56%	(72)	31%	(40)	5%	(6)	8%	(10)	128
All Christian	61%	(626)	30%	(311)	5%	(52)	4%	(36)	1025
All Non-Christian	63%	(63)	25%	(25)	7%	(7)	4%	(4)	100
Atheist	51%	(48)	38%	(36)	5%	(5)	7%	(6)	95
Agnostic/Nothing in particular	55%	(425)	32%	(250)	5%	(36)	8%	(61)	772
Religious Non-Protestant/Catholic	58%	(81)	30%	(42)	9%	(12)	3%	(4)	139
Evangelical	64%	(342)	29%	(155)	3%	(16)	4%	(21)	534
Non-Evangelical	59%	(445)	30%	(224)	5%	(40)	5%	(39)	748
Community: Urban	57%	(288)	31%	(157)	7%	(34)	5%	(27)	504
Community: Suburban	58%	(583)	32%	(327)	5%	(46)	6%	(58)	1014
Community: Rural	61%	(291)	29%	(139)	4%	(20)	5%	(23)	474
Employ: Private Sector	53%	(335)	37%	(232)	6%	(39)	4%	(24)	631
Employ: Government	59%	(59)	30%	(30)	2%	(2)	9%	(9)	100
Employ: Self-Employed	59%	(80)	33%	(44)	4%	(5)	5%	(7)	136
Employ: Homemaker	62%	(81)	32%	(42)	4%	(5)	2%	(3)	131
Employ: Retired	60%	(315)	30%	(156)	3%	(16)	7%	(34)	521
Employ: Unemployed	63%	(147)	25%	(57)	7%	(16)	5%	(12)	233
Employ: Other	55%	(66)	30%	(36)	5%	(6)	9%	(11)	119
Military HH: Yes	60%	(193)	31%	(100)	4%	(13)	5%	(17)	323
Military HH: No	58%	(969)	31%	(522)	5%	(87)	5%	(90)	1669
RD/WT: Right Direction	54%	(377)	35%	(245)	6%	(43)	5%	(38)	703
RD/WT: Wrong Track	61%	(785)	29%	(377)	4%	(58)	5%	(69)	1289
Trump Job Approve	55%	(472)	35%	(299)	6%	(48)	5%	(46)	865
Trump Job Disapprove	63%	(672)	28%	(303)	5%	(50)	4%	(44)	1070

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Table CMS12_1: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has grown or led their company in an ethical and honest way

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1162)	31%	(622)	5%	(100)	5%	(108)	1992
Trump Job Strongly Approve	58%	(282)	31%	(153)	5%	(23)	7%	(32)	489
Trump Job Somewhat Approve	50%	(190)	39%	(146)	7%	(26)	4%	(14)	376
Trump Job Somewhat Disapprove	51%	(112)	37%	(81)	8%	(17)	4%	(10)	219
Trump Job Strongly Disapprove	66%	(560)	26%	(222)	4%	(33)	4%	(35)	850
Favorable of Trump	55%	(462)	34%	(291)	5%	(46)	6%	(49)	848
Unfavorable of Trump	63%	(673)	28%	(302)	4%	(47)	4%	(46)	1067
Very Favorable of Trump	59%	(293)	30%	(147)	4%	(21)	6%	(32)	493
Somewhat Favorable of Trump	48%	(169)	40%	(144)	7%	(25)	5%	(17)	355
Somewhat Unfavorable of Trump	55%	(96)	35%	(61)	4%	(8)	6%	(11)	176
Very Unfavorable of Trump	65%	(577)	27%	(241)	4%	(39)	4%	(35)	891
#1 Issue: Economy	57%	(383)	35%	(233)	4%	(30)	4%	(29)	675
#1 Issue: Security	52%	(115)	33%	(74)	7%	(16)	8%	(18)	222
#1 Issue: Health Care	62%	(270)	31%	(136)	4%	(16)	4%	(16)	438
#1 Issue: Medicare / Social Security	62%	(190)	27%	(82)	4%	(13)	7%	(20)	305
#1 Issue: Women's Issues	63%	(56)	28%	(25)	2%	(2)	6%	(6)	89
#1 Issue: Education	51%	(52)	25%	(26)	14%	(15)	10%	(10)	103
#1 Issue: Energy	52%	(30)	35%	(20)	11%	(6)	2%	(1)	58
#1 Issue: Other	64%	(65)	26%	(26)	3%	(3)	8%	(8)	102
2018 House Vote: Democrat	63%	(471)	28%	(208)	6%	(42)	4%	(30)	750
2018 House Vote: Republican	56%	(381)	35%	(238)	5%	(36)	4%	(29)	683
2018 House Vote: Someone else	61%	(44)	26%	(19)	4%	(3)	9%	(7)	72
2016 Vote: Hillary Clinton	62%	(422)	29%	(195)	6%	(37)	4%	(26)	680
2016 Vote: Donald Trump	57%	(424)	33%	(246)	5%	(38)	5%	(36)	744
2016 Vote: Other	54%	(80)	36%	(53)	3%	(5)	6%	(9)	147
2016 Vote: Didn't Vote	56%	(235)	31%	(128)	4%	(19)	8%	(35)	417
Voted in 2014: Yes	60%	(806)	31%	(416)	5%	(65)	4%	(58)	1344
Voted in 2014: No	55%	(357)	32%	(207)	5%	(35)	8%	(50)	648

Continued on next page

Table CMS12_1: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has grown or led their company in an ethical and honest way*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1162)	31%	(622)	5%	(100)	5%	(108)	1992
2012 Vote: Barack Obama	62%	(510)	29%	(241)	5%	(44)	4%	(31)	826
2012 Vote: Mitt Romney	56%	(309)	34%	(186)	5%	(26)	6%	(32)	553
2012 Vote: Other	60%	(49)	31%	(25)	3%	(2)	7%	(5)	81
2012 Vote: Didn't Vote	55%	(291)	32%	(169)	5%	(28)	7%	(39)	526
4-Region: Northeast	57%	(202)	32%	(114)	6%	(22)	5%	(17)	355
4-Region: Midwest	58%	(266)	32%	(146)	5%	(25)	4%	(20)	458
4-Region: South	62%	(461)	28%	(212)	4%	(33)	5%	(37)	744
4-Region: West	53%	(232)	35%	(150)	4%	(20)	8%	(33)	435
Sports fan	59%	(762)	32%	(414)	5%	(68)	4%	(56)	1301
Traveled outside of U.S. in past year 1+ times	55%	(210)	34%	(130)	5%	(20)	6%	(25)	385
Frequent Flyer	57%	(131)	31%	(72)	6%	(14)	6%	(13)	230

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

Table CMS12_2: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Embodies their company's values in the real world

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	46%	(923)	40%	(796)	7%	(145)	6%	(128)	1992
Gender: Male	42%	(394)	41%	(381)	9%	(86)	8%	(71)	932
Gender: Female	50%	(529)	39%	(415)	6%	(59)	5%	(57)	1060
Age: 18-34	51%	(256)	37%	(184)	6%	(29)	6%	(31)	500
Age: 35-44	50%	(152)	36%	(110)	7%	(21)	7%	(21)	303
Age: 45-64	41%	(299)	43%	(315)	8%	(61)	7%	(51)	725
Age: 65+	46%	(215)	40%	(187)	7%	(35)	6%	(26)	463
GenZers: 1997-2012	56%	(115)	33%	(67)	6%	(12)	6%	(11)	205
Millennials: 1981-1996	48%	(209)	39%	(169)	6%	(26)	7%	(30)	434
GenXers: 1965-1980	44%	(221)	41%	(202)	9%	(43)	6%	(31)	498
Baby Boomers: 1946-1964	44%	(345)	42%	(330)	8%	(63)	6%	(51)	789
PID: Dem (no lean)	51%	(393)	37%	(286)	7%	(58)	5%	(35)	772
PID: Ind (no lean)	43%	(242)	40%	(224)	7%	(38)	10%	(54)	558
PID: Rep (no lean)	44%	(289)	43%	(285)	8%	(50)	6%	(39)	662
PID/Gender: Dem Men	45%	(133)	41%	(120)	10%	(28)	5%	(15)	297
PID/Gender: Dem Women	55%	(259)	35%	(166)	6%	(29)	4%	(20)	475
PID/Gender: Ind Men	39%	(114)	42%	(122)	8%	(22)	12%	(34)	292
PID/Gender: Ind Women	48%	(128)	39%	(103)	6%	(15)	8%	(20)	266
PID/Gender: Rep Men	43%	(147)	40%	(139)	10%	(36)	6%	(22)	343
PID/Gender: Rep Women	44%	(142)	46%	(146)	4%	(14)	5%	(17)	319
Ideo: Liberal (1-3)	54%	(322)	33%	(195)	8%	(47)	5%	(30)	593
Ideo: Moderate (4)	43%	(231)	45%	(244)	6%	(32)	7%	(36)	544
Ideo: Conservative (5-7)	43%	(313)	44%	(318)	8%	(57)	6%	(40)	729
Educ: < College	50%	(624)	37%	(465)	6%	(80)	7%	(84)	1253
Educ: Bachelors degree	41%	(192)	45%	(210)	9%	(43)	6%	(27)	471
Educ: Post-grad	40%	(107)	45%	(121)	8%	(23)	7%	(18)	268
Income: Under 50k	48%	(470)	37%	(360)	7%	(70)	8%	(73)	973
Income: 50k-100k	45%	(308)	43%	(299)	7%	(51)	5%	(32)	690
Income: 100k+	44%	(146)	41%	(136)	7%	(24)	7%	(23)	329
Ethnicity: White	45%	(717)	41%	(664)	8%	(123)	7%	(107)	1611

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Table CMS12_2: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Embodies their company's values in the real world

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	46%	(923)	40%	(796)	7%	(145)	6%	(128)	1992
Ethnicity: Hispanic	56%	(108)	35%	(68)	7%	(14)	2%	(3)	193
Ethnicity: Afr. Am.	56%	(141)	33%	(84)	6%	(16)	5%	(12)	253
Ethnicity: Other	51%	(65)	37%	(48)	5%	(7)	7%	(9)	128
All Christian	47%	(480)	41%	(416)	8%	(81)	5%	(48)	1025
All Non-Christian	47%	(46)	40%	(40)	6%	(6)	8%	(8)	100
Atheist	46%	(44)	40%	(38)	8%	(7)	7%	(6)	95
Agnostic/Nothing in particular	46%	(352)	39%	(303)	7%	(52)	8%	(65)	772
Religious Non-Protestant/Catholic	42%	(58)	43%	(60)	8%	(11)	7%	(9)	139
Evangelical	48%	(255)	41%	(218)	6%	(34)	5%	(27)	534
Non-Evangelical	49%	(364)	37%	(278)	8%	(58)	6%	(47)	748
Community: Urban	47%	(237)	38%	(191)	7%	(37)	8%	(40)	504
Community: Suburban	46%	(470)	40%	(408)	8%	(78)	6%	(58)	1014
Community: Rural	46%	(216)	42%	(197)	6%	(30)	6%	(30)	474
Employ: Private Sector	46%	(288)	43%	(268)	7%	(43)	5%	(31)	631
Employ: Government	46%	(46)	37%	(37)	7%	(7)	10%	(10)	100
Employ: Self-Employed	45%	(61)	40%	(54)	9%	(12)	6%	(9)	136
Employ: Homemaker	45%	(59)	42%	(55)	8%	(10)	5%	(7)	131
Employ: Retired	43%	(223)	42%	(219)	7%	(38)	8%	(42)	521
Employ: Unemployed	53%	(124)	33%	(76)	9%	(21)	5%	(13)	233
Employ: Other	45%	(54)	42%	(50)	6%	(7)	7%	(9)	119
Military HH: Yes	48%	(155)	38%	(123)	8%	(27)	6%	(19)	323
Military HH: No	46%	(768)	40%	(673)	7%	(118)	7%	(109)	1669
RD/WT: Right Direction	44%	(306)	43%	(304)	7%	(48)	6%	(45)	703
RD/WT: Wrong Track	48%	(617)	38%	(491)	8%	(98)	6%	(83)	1289
Trump Job Approve	43%	(375)	42%	(361)	8%	(72)	7%	(57)	865
Trump Job Disapprove	50%	(533)	39%	(413)	6%	(69)	5%	(55)	1070

Continued on next page

Table CMS12_2: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Embodies their company's values in the real world

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	46%	(923)	40%	(796)	7%	(145)	6%	(128)	1992
Trump Job Strongly Approve	46%	(228)	39%	(191)	7%	(36)	7%	(35)	489
Trump Job Somewhat Approve	39%	(147)	45%	(170)	10%	(36)	6%	(22)	376
Trump Job Somewhat Disapprove	38%	(84)	52%	(114)	5%	(12)	5%	(10)	219
Trump Job Strongly Disapprove	53%	(449)	35%	(300)	7%	(57)	5%	(45)	850
Favorable of Trump	43%	(366)	42%	(355)	8%	(70)	7%	(57)	848
Unfavorable of Trump	50%	(531)	38%	(410)	7%	(71)	5%	(55)	1067
Very Favorable of Trump	47%	(232)	40%	(195)	7%	(34)	6%	(32)	493
Somewhat Favorable of Trump	38%	(134)	45%	(160)	10%	(36)	7%	(25)	355
Somewhat Unfavorable of Trump	37%	(65)	51%	(90)	5%	(9)	7%	(12)	176
Very Unfavorable of Trump	52%	(466)	36%	(320)	7%	(62)	5%	(44)	891
#1 Issue: Economy	47%	(315)	41%	(279)	7%	(44)	5%	(37)	675
#1 Issue: Security	33%	(74)	47%	(104)	11%	(25)	9%	(20)	222
#1 Issue: Health Care	52%	(226)	35%	(152)	9%	(39)	5%	(22)	438
#1 Issue: Medicare / Social Security	45%	(136)	43%	(130)	6%	(17)	7%	(22)	305
#1 Issue: Women's Issues	56%	(50)	31%	(28)	7%	(6)	6%	(5)	89
#1 Issue: Education	47%	(48)	38%	(39)	6%	(6)	9%	(10)	103
#1 Issue: Energy	49%	(28)	39%	(22)	8%	(5)	4%	(2)	58
#1 Issue: Other	45%	(46)	41%	(42)	4%	(4)	10%	(11)	102
2018 House Vote: Democrat	50%	(378)	36%	(271)	8%	(63)	5%	(37)	750
2018 House Vote: Republican	43%	(296)	44%	(303)	7%	(46)	6%	(38)	683
2018 House Vote: Someone else	42%	(30)	43%	(31)	5%	(3)	11%	(8)	72
2016 Vote: Hillary Clinton	50%	(344)	37%	(255)	7%	(48)	5%	(34)	680
2016 Vote: Donald Trump	44%	(324)	42%	(311)	8%	(59)	7%	(50)	744
2016 Vote: Other	38%	(55)	50%	(73)	7%	(10)	6%	(9)	147
2016 Vote: Didn't Vote	48%	(199)	37%	(155)	7%	(29)	8%	(34)	417
Voted in 2014: Yes	46%	(623)	41%	(546)	7%	(99)	6%	(76)	1344
Voted in 2014: No	46%	(300)	39%	(250)	7%	(46)	8%	(52)	648

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Table CMS12_2: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Embodies their company's values in the real world

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	46%	(923)	40%	(796)	7%	(145)	6%	(128)	1992
2012 Vote: Barack Obama	49%	(401)	39%	(326)	7%	(59)	5%	(40)	826
2012 Vote: Mitt Romney	40%	(224)	43%	(241)	8%	(45)	8%	(44)	553
2012 Vote: Other	42%	(34)	42%	(34)	8%	(6)	8%	(7)	81
2012 Vote: Didn't Vote	49%	(259)	37%	(194)	7%	(35)	7%	(38)	526
4-Region: Northeast	43%	(154)	41%	(146)	10%	(36)	5%	(19)	355
4-Region: Midwest	46%	(209)	41%	(186)	8%	(37)	5%	(25)	458
4-Region: South	50%	(369)	39%	(291)	5%	(38)	6%	(46)	744
4-Region: West	44%	(191)	40%	(173)	8%	(33)	9%	(38)	435
Sports fan	47%	(612)	41%	(529)	7%	(90)	5%	(69)	1301
Traveled outside of U.S. in past year 1+ times	44%	(170)	43%	(167)	5%	(21)	7%	(26)	385
Frequent Flyer	44%	(102)	43%	(98)	7%	(16)	6%	(14)	230

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

Table CMS12_3: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is an ethical leader

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1155)	30%	(607)	6%	(116)	6%	(115)	1992
Gender: Male	54%	(505)	33%	(304)	6%	(56)	7%	(67)	932
Gender: Female	61%	(650)	29%	(303)	6%	(60)	5%	(48)	1060
Age: 18-34	53%	(266)	31%	(154)	9%	(46)	7%	(34)	500
Age: 35-44	56%	(171)	32%	(97)	6%	(17)	6%	(19)	303
Age: 45-64	59%	(427)	31%	(225)	4%	(32)	6%	(42)	725
Age: 65+	63%	(292)	28%	(130)	5%	(21)	4%	(20)	463
GenZers: 1997-2012	58%	(119)	29%	(60)	7%	(14)	6%	(12)	205
Millennials: 1981-1996	51%	(221)	32%	(140)	10%	(41)	7%	(32)	434
GenXers: 1965-1980	58%	(287)	31%	(154)	5%	(25)	7%	(32)	498
Baby Boomers: 1946-1964	61%	(485)	30%	(234)	4%	(35)	4%	(35)	789
PID: Dem (no lean)	62%	(481)	27%	(212)	6%	(47)	4%	(31)	772
PID: Ind (no lean)	57%	(319)	28%	(158)	6%	(34)	8%	(47)	558
PID: Rep (no lean)	54%	(355)	36%	(236)	5%	(34)	6%	(37)	662
PID/Gender: Dem Men	60%	(178)	30%	(89)	6%	(18)	4%	(13)	297
PID/Gender: Dem Women	64%	(304)	26%	(124)	6%	(30)	4%	(18)	475
PID/Gender: Ind Men	52%	(151)	32%	(92)	7%	(19)	10%	(29)	292
PID/Gender: Ind Women	63%	(168)	25%	(66)	6%	(15)	7%	(17)	266
PID/Gender: Rep Men	51%	(176)	36%	(123)	6%	(19)	7%	(24)	343
PID/Gender: Rep Women	56%	(178)	35%	(113)	5%	(15)	4%	(13)	319
Ideo: Liberal (1-3)	64%	(377)	25%	(146)	7%	(40)	5%	(31)	593
Ideo: Moderate (4)	56%	(306)	34%	(182)	5%	(25)	5%	(30)	544
Ideo: Conservative (5-7)	57%	(417)	32%	(237)	5%	(38)	5%	(37)	729
Educ: < College	59%	(743)	29%	(360)	6%	(75)	6%	(75)	1253
Educ: Bachelors degree	56%	(264)	33%	(157)	5%	(25)	5%	(25)	471
Educ: Post-grad	55%	(148)	34%	(90)	6%	(15)	5%	(15)	268
Income: Under 50k	57%	(550)	30%	(295)	6%	(60)	7%	(68)	973
Income: 50k-100k	62%	(428)	29%	(200)	5%	(32)	4%	(30)	690
Income: 100k+	54%	(177)	34%	(112)	7%	(24)	5%	(16)	329
Ethnicity: White	57%	(925)	31%	(507)	5%	(88)	6%	(90)	1611

Continued on next page

Table CMS12_3: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is an ethical leader*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1155)	30%	(607)	6%	(116)	6%	(115)	1992
Ethnicity: Hispanic	62%	(120)	29%	(55)	6%	(11)	4%	(7)	193
Ethnicity: Afr. Am.	61%	(154)	25%	(64)	9%	(22)	5%	(13)	253
Ethnicity: Other	59%	(75)	27%	(35)	5%	(6)	9%	(12)	128
All Christian	60%	(615)	31%	(318)	5%	(53)	4%	(39)	1025
All Non-Christian	62%	(62)	25%	(25)	9%	(9)	4%	(4)	100
Atheist	52%	(49)	34%	(32)	9%	(9)	6%	(6)	95
Agnostic/Nothing in particular	56%	(429)	30%	(232)	6%	(45)	9%	(66)	772
Religious Non-Protestant/Catholic	56%	(78)	31%	(44)	10%	(13)	3%	(4)	139
Evangelical	60%	(321)	30%	(162)	4%	(22)	6%	(30)	534
Non-Evangelical	61%	(454)	29%	(218)	5%	(36)	5%	(39)	748
Community: Urban	57%	(286)	28%	(142)	9%	(45)	6%	(31)	504
Community: Suburban	58%	(588)	32%	(326)	5%	(47)	5%	(53)	1014
Community: Rural	59%	(281)	29%	(139)	5%	(24)	7%	(31)	474
Employ: Private Sector	55%	(349)	34%	(212)	7%	(42)	4%	(28)	631
Employ: Government	53%	(53)	29%	(29)	10%	(10)	9%	(9)	100
Employ: Self-Employed	55%	(75)	36%	(48)	5%	(6)	5%	(6)	136
Employ: Homemaker	57%	(74)	30%	(40)	11%	(14)	2%	(3)	131
Employ: Retired	60%	(312)	30%	(155)	4%	(19)	7%	(36)	521
Employ: Unemployed	68%	(158)	21%	(50)	5%	(12)	6%	(13)	233
Employ: Other	49%	(58)	36%	(43)	5%	(6)	10%	(12)	119
Military HH: Yes	60%	(195)	27%	(88)	7%	(22)	6%	(18)	323
Military HH: No	58%	(960)	31%	(519)	6%	(94)	6%	(97)	1669
RD/WT: Right Direction	53%	(370)	36%	(255)	5%	(35)	6%	(44)	703
RD/WT: Wrong Track	61%	(785)	27%	(352)	6%	(81)	6%	(71)	1289
Trump Job Approve	54%	(464)	35%	(304)	5%	(47)	6%	(49)	865
Trump Job Disapprove	62%	(667)	27%	(288)	6%	(66)	5%	(50)	1070

Continued on next page

Table CMS12_3: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is an ethical leader

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1155)	30%	(607)	6%	(116)	6%	(115)	1992
Trump Job Strongly Approve	56%	(275)	32%	(156)	5%	(26)	7%	(34)	489
Trump Job Somewhat Approve	51%	(190)	39%	(148)	6%	(22)	4%	(16)	376
Trump Job Somewhat Disapprove	53%	(115)	37%	(81)	6%	(14)	4%	(10)	219
Trump Job Strongly Disapprove	65%	(551)	24%	(207)	6%	(52)	5%	(40)	850
Favorable of Trump	55%	(468)	33%	(282)	6%	(48)	6%	(51)	848
Unfavorable of Trump	62%	(658)	28%	(297)	6%	(61)	5%	(51)	1067
Very Favorable of Trump	59%	(292)	30%	(146)	6%	(28)	6%	(28)	493
Somewhat Favorable of Trump	50%	(177)	38%	(136)	6%	(20)	6%	(23)	355
Somewhat Unfavorable of Trump	47%	(84)	41%	(72)	6%	(10)	6%	(11)	176
Very Unfavorable of Trump	64%	(574)	25%	(226)	6%	(52)	4%	(40)	891
#1 Issue: Economy	59%	(399)	31%	(211)	5%	(35)	4%	(30)	675
#1 Issue: Security	45%	(100)	39%	(87)	7%	(15)	9%	(20)	222
#1 Issue: Health Care	61%	(267)	28%	(124)	6%	(28)	5%	(20)	438
#1 Issue: Medicare / Social Security	58%	(178)	31%	(94)	4%	(13)	7%	(20)	305
#1 Issue: Women's Issues	64%	(57)	25%	(22)	7%	(7)	5%	(4)	89
#1 Issue: Education	54%	(55)	28%	(29)	7%	(7)	12%	(12)	103
#1 Issue: Energy	63%	(36)	26%	(15)	10%	(6)	2%	(1)	58
#1 Issue: Other	63%	(64)	25%	(25)	5%	(6)	7%	(7)	102
2018 House Vote: Democrat	63%	(474)	26%	(193)	7%	(52)	4%	(31)	750
2018 House Vote: Republican	56%	(380)	35%	(242)	5%	(33)	4%	(29)	683
2018 House Vote: Someone else	58%	(42)	28%	(20)	5%	(3)	9%	(7)	72
2016 Vote: Hillary Clinton	62%	(422)	28%	(189)	6%	(42)	4%	(28)	680
2016 Vote: Donald Trump	58%	(429)	33%	(243)	5%	(35)	5%	(37)	744
2016 Vote: Other	54%	(79)	35%	(52)	6%	(9)	5%	(8)	147
2016 Vote: Didn't Vote	53%	(223)	29%	(123)	7%	(30)	10%	(41)	417
Voted in 2014: Yes	61%	(815)	30%	(398)	5%	(72)	4%	(60)	1344
Voted in 2014: No	52%	(340)	32%	(209)	7%	(44)	9%	(55)	648

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Table CMS12_3: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is an ethical leader

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1155)	30%	(607)	6%	(116)	6%	(115)	1992
2012 Vote: Barack Obama	62%	(510)	28%	(230)	6%	(53)	4%	(33)	826
2012 Vote: Mitt Romney	55%	(304)	34%	(188)	5%	(27)	6%	(34)	553
2012 Vote: Other	66%	(54)	25%	(20)	4%	(3)	5%	(4)	81
2012 Vote: Didn't Vote	54%	(282)	32%	(169)	6%	(32)	8%	(43)	526
4-Region: Northeast	57%	(201)	31%	(109)	7%	(26)	5%	(18)	355
4-Region: Midwest	57%	(261)	32%	(148)	5%	(24)	5%	(25)	458
4-Region: South	60%	(449)	28%	(208)	6%	(47)	5%	(40)	744
4-Region: West	56%	(244)	33%	(142)	4%	(19)	7%	(31)	435
Sports fan	58%	(752)	32%	(415)	6%	(73)	5%	(61)	1301
Traveled outside of U.S. in past year 1+ times	56%	(214)	32%	(122)	7%	(25)	6%	(24)	385
Frequent Flyer	54%	(125)	31%	(72)	8%	(19)	6%	(14)	230

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

Table CMS12_4: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is authentic and real

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1117)	31%	(622)	7%	(141)	6%	(113)	1992
Gender: Male	52%	(487)	32%	(296)	9%	(85)	7%	(64)	932
Gender: Female	59%	(630)	31%	(325)	5%	(56)	5%	(48)	1060
Age: 18-34	54%	(271)	28%	(142)	10%	(48)	8%	(38)	500
Age: 35-44	57%	(171)	33%	(101)	5%	(15)	5%	(16)	303
Age: 45-64	54%	(393)	34%	(247)	7%	(47)	5%	(38)	725
Age: 65+	61%	(281)	28%	(132)	6%	(30)	4%	(21)	463
GenZers: 1997-2012	56%	(114)	29%	(59)	9%	(19)	6%	(13)	205
Millennials: 1981-1996	54%	(233)	30%	(132)	8%	(35)	8%	(34)	434
GenXers: 1965-1980	56%	(278)	32%	(159)	7%	(36)	5%	(25)	498
Baby Boomers: 1946-1964	56%	(444)	33%	(258)	6%	(50)	5%	(38)	789
PID: Dem (no lean)	60%	(467)	28%	(218)	7%	(55)	4%	(32)	772
PID: Ind (no lean)	51%	(286)	34%	(188)	7%	(40)	8%	(44)	558
PID: Rep (no lean)	55%	(364)	33%	(216)	7%	(46)	6%	(37)	662
PID/Gender: Dem Men	56%	(167)	30%	(89)	9%	(27)	4%	(13)	297
PID/Gender: Dem Women	63%	(300)	27%	(129)	6%	(28)	4%	(19)	475
PID/Gender: Ind Men	47%	(138)	35%	(101)	9%	(27)	9%	(25)	292
PID/Gender: Ind Women	55%	(148)	33%	(87)	5%	(13)	7%	(19)	266
PID/Gender: Rep Men	53%	(181)	31%	(106)	9%	(30)	8%	(26)	343
PID/Gender: Rep Women	57%	(183)	34%	(110)	5%	(15)	3%	(11)	319
Ideo: Liberal (1-3)	59%	(353)	27%	(163)	8%	(47)	5%	(31)	593
Ideo: Moderate (4)	54%	(295)	35%	(191)	6%	(34)	4%	(23)	544
Ideo: Conservative (5-7)	55%	(401)	32%	(237)	7%	(51)	5%	(40)	729
Educ: < College	60%	(751)	28%	(345)	7%	(81)	6%	(75)	1253
Educ: Bachelors degree	51%	(242)	35%	(164)	9%	(42)	5%	(23)	471
Educ: Post-grad	46%	(124)	42%	(113)	6%	(17)	5%	(14)	268
Income: Under 50k	57%	(557)	29%	(280)	8%	(73)	6%	(63)	973
Income: 50k-100k	57%	(392)	32%	(220)	7%	(46)	5%	(32)	690
Income: 100k+	51%	(167)	37%	(122)	7%	(22)	5%	(18)	329
Ethnicity: White	55%	(885)	32%	(517)	7%	(118)	6%	(91)	1611

Continued on next page

Table CMS12_4: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is authentic and real*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1117)	31%	(622)	7%	(141)	6%	(113)	1992
Ethnicity: Hispanic	58%	(113)	29%	(56)	9%	(18)	3%	(6)	193
Ethnicity: Afr. Am.	62%	(156)	27%	(67)	7%	(16)	5%	(13)	253
Ethnicity: Other	59%	(75)	29%	(38)	5%	(6)	7%	(9)	128
All Christian	56%	(578)	33%	(334)	6%	(63)	5%	(50)	1025
All Non-Christian	61%	(61)	24%	(23)	8%	(8)	7%	(7)	100
Atheist	49%	(46)	34%	(32)	11%	(11)	6%	(6)	95
Agnostic/Nothing in particular	56%	(431)	30%	(232)	8%	(58)	7%	(51)	772
Religious Non-Protestant/Catholic	54%	(75)	31%	(43)	10%	(14)	5%	(7)	139
Evangelical	60%	(319)	30%	(161)	5%	(28)	5%	(26)	534
Non-Evangelical	57%	(424)	31%	(235)	7%	(49)	5%	(39)	748
Community: Urban	56%	(283)	29%	(147)	8%	(41)	6%	(33)	504
Community: Suburban	56%	(563)	33%	(334)	6%	(62)	5%	(55)	1014
Community: Rural	57%	(270)	30%	(140)	8%	(38)	5%	(25)	474
Employ: Private Sector	52%	(329)	35%	(222)	8%	(50)	5%	(30)	631
Employ: Government	52%	(52)	34%	(35)	6%	(6)	8%	(8)	100
Employ: Self-Employed	53%	(72)	32%	(44)	11%	(15)	4%	(6)	136
Employ: Homemaker	61%	(80)	28%	(37)	7%	(9)	3%	(4)	131
Employ: Retired	58%	(301)	30%	(157)	6%	(32)	6%	(31)	521
Employ: Unemployed	63%	(148)	24%	(57)	7%	(16)	5%	(13)	233
Employ: Other	53%	(63)	35%	(42)	1%	(1)	11%	(13)	119
Military HH: Yes	55%	(179)	33%	(107)	6%	(19)	6%	(19)	323
Military HH: No	56%	(938)	31%	(515)	7%	(122)	6%	(94)	1669
RD/WT: Right Direction	55%	(390)	32%	(224)	7%	(51)	5%	(38)	703
RD/WT: Wrong Track	56%	(727)	31%	(398)	7%	(89)	6%	(75)	1289
Trump Job Approve	54%	(465)	33%	(289)	7%	(64)	5%	(47)	865
Trump Job Disapprove	59%	(631)	29%	(314)	7%	(73)	5%	(52)	1070

Continued on next page

Table CMS12_4: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is authentic and real

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1117)	31%	(622)	7%	(141)	6%	(113)	1992
Trump Job Strongly Approve	59%	(287)	28%	(136)	7%	(36)	6%	(30)	489
Trump Job Somewhat Approve	47%	(178)	41%	(153)	7%	(27)	5%	(17)	376
Trump Job Somewhat Disapprove	50%	(110)	41%	(90)	6%	(13)	3%	(7)	219
Trump Job Strongly Disapprove	61%	(521)	26%	(224)	7%	(60)	5%	(45)	850
Favorable of Trump	54%	(461)	32%	(272)	8%	(66)	6%	(49)	848
Unfavorable of Trump	59%	(625)	30%	(321)	6%	(68)	5%	(53)	1067
Very Favorable of Trump	60%	(298)	26%	(130)	8%	(39)	5%	(27)	493
Somewhat Favorable of Trump	46%	(164)	40%	(142)	8%	(27)	6%	(22)	355
Somewhat Unfavorable of Trump	53%	(93)	39%	(68)	4%	(8)	4%	(8)	176
Very Unfavorable of Trump	60%	(533)	28%	(253)	7%	(61)	5%	(45)	891
#1 Issue: Economy	54%	(366)	34%	(231)	7%	(47)	4%	(30)	675
#1 Issue: Security	50%	(112)	33%	(74)	11%	(24)	6%	(13)	222
#1 Issue: Health Care	60%	(261)	29%	(128)	6%	(28)	5%	(21)	438
#1 Issue: Medicare / Social Security	60%	(183)	29%	(90)	4%	(13)	6%	(19)	305
#1 Issue: Women's Issues	62%	(55)	27%	(24)	3%	(3)	9%	(8)	89
#1 Issue: Education	49%	(50)	28%	(28)	13%	(13)	11%	(11)	103
#1 Issue: Energy	56%	(32)	24%	(14)	14%	(8)	6%	(3)	58
#1 Issue: Other	55%	(56)	32%	(33)	4%	(5)	8%	(8)	102
2018 House Vote: Democrat	60%	(448)	28%	(208)	8%	(59)	5%	(35)	750
2018 House Vote: Republican	54%	(370)	34%	(235)	7%	(49)	4%	(29)	683
2018 House Vote: Someone else	59%	(42)	30%	(21)	4%	(3)	7%	(5)	72
2016 Vote: Hillary Clinton	59%	(399)	30%	(203)	7%	(46)	5%	(32)	680
2016 Vote: Donald Trump	58%	(428)	31%	(228)	6%	(48)	5%	(39)	744
2016 Vote: Other	44%	(65)	45%	(66)	6%	(9)	5%	(7)	147
2016 Vote: Didn't Vote	53%	(223)	30%	(124)	9%	(38)	8%	(33)	417
Voted in 2014: Yes	58%	(780)	31%	(415)	6%	(85)	5%	(64)	1344
Voted in 2014: No	52%	(337)	32%	(207)	9%	(55)	8%	(49)	648

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Table CMS12_4: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is authentic and real

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	56%	(1117)	31%	(622)	7%	(141)	6%	(113)	1992
2012 Vote: Barack Obama	59%	(483)	30%	(248)	7%	(54)	5%	(41)	826
2012 Vote: Mitt Romney	53%	(295)	34%	(188)	7%	(39)	6%	(32)	553
2012 Vote: Other	60%	(49)	31%	(25)	5%	(4)	4%	(3)	81
2012 Vote: Didn't Vote	54%	(285)	31%	(161)	8%	(44)	7%	(37)	526
4-Region: Northeast	53%	(187)	32%	(113)	10%	(36)	5%	(19)	355
4-Region: Midwest	55%	(252)	32%	(147)	7%	(33)	6%	(25)	458
4-Region: South	60%	(449)	29%	(215)	5%	(40)	5%	(40)	744
4-Region: West	53%	(229)	34%	(147)	7%	(31)	6%	(28)	435
Sports fan	57%	(736)	31%	(407)	8%	(101)	4%	(57)	1301
Traveled outside of U.S. in past year 1+ times	51%	(196)	35%	(136)	7%	(28)	6%	(25)	385
Frequent Flyer	48%	(111)	36%	(84)	8%	(19)	7%	(16)	230

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

Table CMS12_5: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is credible - delivers on promises

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	63%	(1250)	27%	(547)	4%	(88)	5%	(107)	1992
Gender: Male	58%	(539)	30%	(277)	6%	(55)	7%	(61)	932
Gender: Female	67%	(711)	25%	(270)	3%	(34)	4%	(45)	1060
Age: 18-34	58%	(289)	28%	(139)	7%	(34)	8%	(39)	500
Age: 35-44	60%	(182)	30%	(90)	6%	(18)	4%	(12)	303
Age: 45-64	62%	(449)	29%	(212)	3%	(25)	5%	(39)	725
Age: 65+	71%	(330)	23%	(106)	2%	(11)	4%	(16)	463
GenZers: 1997-2012	58%	(119)	28%	(57)	8%	(16)	6%	(12)	205
Millennials: 1981-1996	57%	(248)	29%	(124)	6%	(28)	8%	(34)	434
GenXers: 1965-1980	63%	(315)	28%	(140)	4%	(19)	5%	(23)	498
Baby Boomers: 1946-1964	65%	(512)	28%	(217)	3%	(26)	4%	(34)	789
PID: Dem (no lean)	66%	(510)	24%	(188)	6%	(43)	4%	(31)	772
PID: Ind (no lean)	60%	(338)	28%	(154)	4%	(24)	8%	(43)	558
PID: Rep (no lean)	61%	(403)	31%	(205)	3%	(21)	5%	(33)	662
PID/Gender: Dem Men	60%	(178)	29%	(87)	7%	(20)	4%	(12)	297
PID/Gender: Dem Women	70%	(332)	21%	(102)	5%	(22)	4%	(18)	475
PID/Gender: Ind Men	56%	(163)	30%	(87)	6%	(19)	8%	(23)	292
PID/Gender: Ind Women	66%	(175)	25%	(67)	2%	(5)	7%	(19)	266
PID/Gender: Rep Men	58%	(199)	30%	(104)	4%	(15)	7%	(26)	343
PID/Gender: Rep Women	64%	(204)	32%	(101)	2%	(6)	2%	(8)	319
Ideo: Liberal (1-3)	67%	(396)	24%	(142)	4%	(26)	5%	(29)	593
Ideo: Moderate (4)	62%	(336)	29%	(158)	4%	(23)	5%	(27)	544
Ideo: Conservative (5-7)	62%	(451)	29%	(212)	4%	(30)	5%	(36)	729
Educ: < College	65%	(817)	25%	(315)	4%	(50)	6%	(71)	1253
Educ: Bachelors degree	59%	(278)	30%	(144)	5%	(25)	5%	(24)	471
Educ: Post-grad	58%	(154)	33%	(88)	5%	(13)	5%	(12)	268
Income: Under 50k	61%	(595)	28%	(276)	4%	(38)	7%	(64)	973
Income: 50k-100k	66%	(456)	25%	(173)	5%	(36)	4%	(25)	690
Income: 100k+	61%	(199)	30%	(98)	4%	(14)	5%	(17)	329
Ethnicity: White	62%	(1001)	29%	(460)	4%	(66)	5%	(83)	1611

Continued on next page

Table CMS12_5: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is credible - delivers on promises

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	63%	(1250)	27%	(547)	4%	(88)	5%	(107)	1992
Ethnicity: Hispanic	68%	(131)	23%	(45)	6%	(12)	3%	(6)	193
Ethnicity: Afr. Am.	66%	(165)	23%	(57)	6%	(16)	5%	(14)	253
Ethnicity: Other	65%	(83)	23%	(30)	5%	(6)	7%	(9)	128
All Christian	64%	(659)	28%	(288)	4%	(40)	4%	(37)	1025
All Non-Christian	59%	(59)	25%	(25)	9%	(9)	7%	(7)	100
Atheist	58%	(55)	25%	(24)	8%	(8)	9%	(8)	95
Agnostic/Nothing in particular	62%	(477)	27%	(210)	4%	(32)	7%	(54)	772
Religious Non-Protestant/Catholic	56%	(77)	32%	(44)	7%	(10)	5%	(7)	139
Evangelical	67%	(358)	25%	(133)	4%	(20)	4%	(23)	534
Non-Evangelical	64%	(477)	27%	(203)	4%	(28)	5%	(40)	748
Community: Urban	63%	(319)	25%	(128)	6%	(28)	6%	(29)	504
Community: Suburban	61%	(620)	29%	(296)	4%	(42)	5%	(56)	1014
Community: Rural	66%	(311)	26%	(123)	4%	(19)	5%	(22)	474
Employ: Private Sector	59%	(373)	32%	(201)	4%	(27)	5%	(29)	631
Employ: Government	60%	(60)	25%	(25)	8%	(9)	7%	(7)	100
Employ: Self-Employed	59%	(81)	30%	(41)	6%	(8)	5%	(6)	136
Employ: Homemaker	68%	(89)	23%	(31)	5%	(6)	4%	(5)	131
Employ: Retired	66%	(342)	26%	(135)	3%	(13)	6%	(30)	521
Employ: Unemployed	67%	(156)	24%	(56)	5%	(12)	4%	(10)	233
Employ: Other	62%	(74)	25%	(30)	4%	(4)	9%	(10)	119
Military HH: Yes	63%	(204)	29%	(94)	3%	(9)	5%	(16)	323
Military HH: No	63%	(1046)	27%	(453)	5%	(80)	5%	(90)	1669
RD/WT: Right Direction	58%	(409)	32%	(227)	4%	(28)	6%	(39)	703
RD/WT: Wrong Track	65%	(841)	25%	(320)	5%	(60)	5%	(67)	1289
Trump Job Approve	60%	(523)	31%	(266)	3%	(30)	5%	(46)	865
Trump Job Disapprove	66%	(706)	25%	(266)	5%	(53)	4%	(45)	1070

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Table CMS12_5: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is credible - delivers on promises

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	63%	(1250)	27%	(547)	4%	(88)	5%	(107)	1992
Trump Job Strongly Approve	63%	(308)	28%	(135)	4%	(17)	6%	(28)	489
Trump Job Somewhat Approve	57%	(214)	35%	(131)	3%	(13)	5%	(18)	376
Trump Job Somewhat Disapprove	59%	(129)	31%	(69)	6%	(14)	3%	(7)	219
Trump Job Strongly Disapprove	68%	(577)	23%	(197)	5%	(39)	4%	(38)	850
Favorable of Trump	61%	(516)	30%	(251)	4%	(32)	6%	(48)	848
Unfavorable of Trump	66%	(700)	26%	(274)	5%	(52)	4%	(42)	1067
Very Favorable of Trump	64%	(316)	27%	(132)	4%	(19)	5%	(26)	493
Somewhat Favorable of Trump	56%	(201)	34%	(119)	4%	(13)	6%	(22)	355
Somewhat Unfavorable of Trump	59%	(105)	31%	(55)	4%	(7)	5%	(9)	176
Very Unfavorable of Trump	67%	(595)	25%	(218)	5%	(45)	4%	(33)	891
#1 Issue: Economy	63%	(423)	30%	(199)	4%	(29)	4%	(24)	675
#1 Issue: Security	56%	(124)	33%	(73)	4%	(10)	7%	(16)	222
#1 Issue: Health Care	65%	(284)	27%	(117)	4%	(17)	5%	(20)	438
#1 Issue: Medicare / Social Security	66%	(202)	26%	(80)	2%	(6)	6%	(17)	305
#1 Issue: Women's Issues	70%	(63)	18%	(16)	4%	(4)	7%	(6)	89
#1 Issue: Education	55%	(57)	18%	(18)	12%	(12)	15%	(16)	103
#1 Issue: Energy	57%	(33)	32%	(19)	8%	(5)	3%	(2)	58
#1 Issue: Other	63%	(64)	25%	(25)	6%	(6)	6%	(6)	102
2018 House Vote: Democrat	66%	(497)	24%	(183)	5%	(39)	4%	(31)	750
2018 House Vote: Republican	62%	(421)	31%	(213)	3%	(20)	4%	(29)	683
2018 House Vote: Someone else	63%	(45)	26%	(19)	2%	(1)	9%	(7)	72
2016 Vote: Hillary Clinton	65%	(441)	26%	(179)	4%	(30)	5%	(31)	680
2016 Vote: Donald Trump	64%	(474)	28%	(212)	3%	(22)	5%	(35)	744
2016 Vote: Other	59%	(87)	32%	(47)	5%	(7)	4%	(6)	147
2016 Vote: Didn't Vote	59%	(246)	26%	(109)	7%	(29)	8%	(33)	417
Voted in 2014: Yes	64%	(867)	27%	(367)	4%	(50)	4%	(60)	1344
Voted in 2014: No	59%	(384)	28%	(180)	6%	(38)	7%	(47)	648

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Table CMS12_5: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is credible - delivers on promises

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	63%	(1250)	27%	(547)	4%	(88)	5%	(107)	1992
2012 Vote: Barack Obama	65%	(534)	26%	(214)	5%	(39)	5%	(39)	826
2012 Vote: Mitt Romney	61%	(335)	32%	(176)	3%	(14)	5%	(28)	553
2012 Vote: Other	72%	(58)	20%	(16)	3%	(2)	6%	(5)	81
2012 Vote: Didn't Vote	60%	(317)	27%	(140)	6%	(33)	7%	(35)	526
4-Region: Northeast	60%	(214)	28%	(99)	7%	(24)	5%	(19)	355
4-Region: Midwest	63%	(287)	28%	(128)	5%	(23)	4%	(20)	458
4-Region: South	65%	(483)	26%	(194)	4%	(27)	5%	(39)	744
4-Region: West	61%	(266)	29%	(126)	3%	(14)	7%	(29)	435
Sports fan	63%	(825)	27%	(357)	5%	(61)	5%	(59)	1301
Traveled outside of U.S. in past year 1+ times	59%	(227)	30%	(115)	6%	(22)	5%	(21)	385
Frequent Flyer	58%	(134)	30%	(69)	7%	(15)	5%	(11)	230

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

Table CMS12_6: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is generous and compassionate

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1014)	36%	(708)	8%	(150)	6%	(121)	1992
Gender: Male	46%	(429)	36%	(338)	10%	(93)	8%	(72)	932
Gender: Female	55%	(584)	35%	(370)	5%	(56)	5%	(49)	1060
Age: 18-34	55%	(277)	30%	(149)	8%	(42)	6%	(32)	500
Age: 35-44	49%	(147)	39%	(117)	7%	(20)	6%	(18)	303
Age: 45-64	46%	(334)	40%	(293)	8%	(57)	6%	(42)	725
Age: 65+	55%	(256)	32%	(149)	6%	(30)	6%	(28)	463
GenZers: 1997-2012	59%	(121)	27%	(56)	7%	(14)	7%	(14)	205
Millennials: 1981-1996	51%	(220)	35%	(151)	8%	(36)	6%	(27)	434
GenXers: 1965-1980	48%	(239)	37%	(186)	8%	(42)	6%	(30)	498
Baby Boomers: 1946-1964	50%	(394)	37%	(294)	7%	(55)	6%	(46)	789
PID: Dem (no lean)	57%	(443)	31%	(240)	7%	(52)	5%	(37)	772
PID: Ind (no lean)	48%	(267)	36%	(201)	7%	(41)	9%	(48)	558
PID: Rep (no lean)	46%	(304)	40%	(266)	8%	(56)	5%	(36)	662
PID/Gender: Dem Men	55%	(165)	31%	(93)	8%	(23)	6%	(16)	297
PID/Gender: Dem Women	59%	(278)	31%	(148)	6%	(29)	4%	(20)	475
PID/Gender: Ind Men	41%	(120)	37%	(107)	12%	(34)	11%	(31)	292
PID/Gender: Ind Women	55%	(148)	35%	(94)	3%	(8)	6%	(17)	266
PID/Gender: Rep Men	42%	(145)	40%	(138)	11%	(36)	7%	(24)	343
PID/Gender: Rep Women	50%	(159)	40%	(128)	6%	(20)	4%	(12)	319
Ideo: Liberal (1-3)	59%	(348)	30%	(179)	7%	(39)	5%	(28)	593
Ideo: Moderate (4)	48%	(260)	38%	(207)	8%	(43)	6%	(34)	544
Ideo: Conservative (5-7)	47%	(345)	39%	(285)	8%	(60)	5%	(39)	729
Educ: < College	54%	(679)	33%	(413)	7%	(84)	6%	(78)	1253
Educ: Bachelors degree	47%	(222)	38%	(177)	9%	(44)	6%	(28)	471
Educ: Post-grad	42%	(113)	44%	(118)	8%	(22)	5%	(15)	268
Income: Under 50k	54%	(529)	33%	(317)	6%	(62)	7%	(65)	973
Income: 50k-100k	50%	(344)	37%	(256)	8%	(58)	5%	(31)	690
Income: 100k+	43%	(141)	41%	(134)	9%	(30)	7%	(24)	329
Ethnicity: White	50%	(800)	37%	(596)	7%	(117)	6%	(98)	1611

Continued on next page

Table CMS12_6: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is generous and compassionate

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1014)	36%	(708)	8%	(150)	6%	(121)	1992
Ethnicity: Hispanic	59%	(113)	34%	(65)	5%	(10)	2%	(4)	193
Ethnicity: Afr. Am.	57%	(143)	29%	(74)	9%	(23)	5%	(12)	253
Ethnicity: Other	56%	(71)	30%	(38)	7%	(9)	8%	(10)	128
All Christian	51%	(523)	37%	(380)	7%	(75)	5%	(47)	1025
All Non-Christian	56%	(55)	35%	(35)	5%	(5)	4%	(4)	100
Atheist	47%	(45)	35%	(33)	10%	(10)	8%	(7)	95
Agnostic/Nothing in particular	51%	(391)	34%	(260)	8%	(59)	8%	(62)	772
Religious Non-Protestant/Catholic	48%	(67)	44%	(60)	5%	(7)	3%	(4)	139
Evangelical	55%	(292)	34%	(179)	7%	(37)	5%	(26)	534
Non-Evangelical	51%	(378)	36%	(272)	7%	(52)	6%	(46)	748
Community: Urban	54%	(273)	32%	(160)	8%	(41)	6%	(30)	504
Community: Suburban	49%	(497)	37%	(379)	7%	(71)	7%	(66)	1014
Community: Rural	52%	(244)	35%	(168)	8%	(37)	5%	(25)	474
Employ: Private Sector	47%	(295)	41%	(256)	8%	(53)	4%	(27)	631
Employ: Government	41%	(41)	41%	(41)	8%	(8)	10%	(10)	100
Employ: Self-Employed	50%	(67)	37%	(51)	8%	(10)	5%	(7)	136
Employ: Homemaker	54%	(71)	33%	(43)	9%	(11)	4%	(5)	131
Employ: Retired	49%	(254)	36%	(190)	7%	(37)	8%	(41)	521
Employ: Unemployed	61%	(143)	28%	(65)	7%	(16)	4%	(10)	233
Employ: Other	58%	(69)	28%	(33)	6%	(7)	9%	(10)	119
Military HH: Yes	51%	(163)	36%	(117)	7%	(23)	6%	(20)	323
Military HH: No	51%	(850)	35%	(591)	8%	(127)	6%	(101)	1669
RD/WT: Right Direction	48%	(341)	38%	(270)	7%	(50)	6%	(43)	703
RD/WT: Wrong Track	52%	(673)	34%	(438)	8%	(100)	6%	(78)	1289
Trump Job Approve	47%	(403)	39%	(337)	8%	(73)	6%	(52)	865
Trump Job Disapprove	55%	(593)	33%	(351)	7%	(74)	5%	(51)	1070

Continued on next page

Table CMS12_6: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is generous and compassionate

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1014)	36%	(708)	8%	(150)	6%	(121)	1992
Trump Job Strongly Approve	51%	(248)	35%	(171)	8%	(39)	6%	(31)	489
Trump Job Somewhat Approve	41%	(155)	44%	(166)	9%	(34)	6%	(21)	376
Trump Job Somewhat Disapprove	44%	(97)	44%	(97)	7%	(15)	5%	(10)	219
Trump Job Strongly Disapprove	58%	(496)	30%	(254)	7%	(59)	5%	(41)	850
Favorable of Trump	47%	(401)	38%	(322)	9%	(72)	6%	(53)	848
Unfavorable of Trump	55%	(585)	33%	(357)	7%	(70)	5%	(55)	1067
Very Favorable of Trump	52%	(254)	35%	(171)	8%	(38)	6%	(30)	493
Somewhat Favorable of Trump	41%	(147)	42%	(150)	10%	(34)	7%	(23)	355
Somewhat Unfavorable of Trump	45%	(80)	43%	(76)	4%	(7)	7%	(13)	176
Very Unfavorable of Trump	57%	(506)	32%	(281)	7%	(63)	5%	(42)	891
#1 Issue: Economy	47%	(319)	39%	(261)	9%	(60)	5%	(34)	675
#1 Issue: Security	43%	(96)	37%	(81)	11%	(24)	9%	(21)	222
#1 Issue: Health Care	53%	(232)	35%	(155)	7%	(33)	4%	(19)	438
#1 Issue: Medicare / Social Security	57%	(173)	32%	(98)	4%	(11)	8%	(23)	305
#1 Issue: Women's Issues	53%	(47)	39%	(35)	3%	(3)	5%	(4)	89
#1 Issue: Education	54%	(55)	26%	(27)	10%	(10)	10%	(10)	103
#1 Issue: Energy	59%	(34)	33%	(19)	4%	(3)	3%	(2)	58
#1 Issue: Other	56%	(58)	30%	(31)	6%	(6)	7%	(7)	102
2018 House Vote: Democrat	56%	(421)	32%	(239)	7%	(55)	5%	(35)	750
2018 House Vote: Republican	46%	(312)	41%	(280)	9%	(59)	5%	(33)	683
2018 House Vote: Someone else	49%	(35)	33%	(24)	8%	(6)	9%	(7)	72
2016 Vote: Hillary Clinton	56%	(381)	32%	(217)	8%	(51)	5%	(31)	680
2016 Vote: Donald Trump	48%	(356)	39%	(288)	8%	(60)	5%	(40)	744
2016 Vote: Other	41%	(60)	47%	(70)	6%	(9)	5%	(8)	147
2016 Vote: Didn't Vote	51%	(215)	32%	(133)	7%	(29)	10%	(41)	417
Voted in 2014: Yes	52%	(694)	36%	(485)	7%	(99)	5%	(66)	1344
Voted in 2014: No	49%	(320)	34%	(223)	8%	(51)	8%	(54)	648

Continued on next page

Table CMS12_6: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is generous and compassionate

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1014)	36%	(708)	8%	(150)	6%	(121)	1992
2012 Vote: Barack Obama	56%	(460)	33%	(269)	7%	(60)	4%	(36)	826
2012 Vote: Mitt Romney	42%	(234)	42%	(233)	9%	(48)	7%	(39)	553
2012 Vote: Other	47%	(38)	40%	(32)	8%	(6)	6%	(5)	81
2012 Vote: Didn't Vote	52%	(276)	33%	(174)	7%	(35)	8%	(41)	526
4-Region: Northeast	49%	(176)	35%	(126)	9%	(32)	6%	(22)	355
4-Region: Midwest	54%	(245)	34%	(155)	8%	(37)	4%	(20)	458
4-Region: South	53%	(397)	34%	(253)	7%	(53)	6%	(42)	744
4-Region: West	45%	(197)	40%	(175)	6%	(27)	8%	(37)	435
Sports fan	51%	(659)	37%	(479)	8%	(100)	5%	(64)	1301
Traveled outside of U.S. in past year 1+ times	47%	(180)	37%	(141)	10%	(37)	7%	(27)	385
Frequent Flyer	43%	(100)	40%	(93)	11%	(26)	5%	(12)	230

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

Table CMS12_7: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is a calm and composed leader, even during tough times

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1016)	36%	(724)	7%	(131)	6%	(121)	1992
Gender: Male	48%	(443)	38%	(358)	7%	(68)	7%	(63)	932
Gender: Female	54%	(572)	35%	(367)	6%	(63)	5%	(58)	1060
Age: 18-34	52%	(261)	34%	(169)	7%	(36)	7%	(36)	500
Age: 35-44	49%	(148)	38%	(115)	8%	(24)	5%	(16)	303
Age: 45-64	49%	(357)	38%	(275)	6%	(44)	7%	(50)	725
Age: 65+	54%	(251)	36%	(165)	6%	(28)	4%	(20)	463
GenZers: 1997-2012	55%	(113)	34%	(70)	5%	(10)	5%	(11)	205
Millennials: 1981-1996	49%	(214)	35%	(153)	8%	(33)	8%	(34)	434
GenXers: 1965-1980	50%	(249)	39%	(192)	6%	(28)	6%	(28)	498
Baby Boomers: 1946-1964	50%	(393)	37%	(293)	7%	(58)	6%	(46)	789
PID: Dem (no lean)	55%	(425)	33%	(258)	7%	(52)	5%	(36)	772
PID: Ind (no lean)	48%	(266)	36%	(203)	6%	(36)	10%	(53)	558
PID: Rep (no lean)	49%	(325)	40%	(263)	6%	(43)	5%	(31)	662
PID/Gender: Dem Men	49%	(146)	38%	(112)	8%	(25)	4%	(13)	297
PID/Gender: Dem Women	59%	(279)	31%	(145)	6%	(27)	5%	(23)	475
PID/Gender: Ind Men	46%	(134)	36%	(106)	7%	(20)	11%	(31)	292
PID/Gender: Ind Women	49%	(131)	36%	(97)	6%	(16)	8%	(22)	266
PID/Gender: Rep Men	47%	(163)	40%	(139)	7%	(23)	5%	(19)	343
PID/Gender: Rep Women	51%	(162)	39%	(125)	6%	(19)	4%	(12)	319
Ideo: Liberal (1-3)	55%	(325)	33%	(195)	6%	(38)	6%	(35)	593
Ideo: Moderate (4)	53%	(287)	36%	(194)	6%	(33)	5%	(30)	544
Ideo: Conservative (5-7)	47%	(341)	41%	(296)	7%	(54)	5%	(37)	729
Educ: < College	53%	(668)	35%	(437)	6%	(74)	6%	(73)	1253
Educ: Bachelors degree	49%	(231)	37%	(172)	9%	(42)	6%	(27)	471
Educ: Post-grad	44%	(117)	43%	(115)	6%	(15)	8%	(21)	268
Income: Under 50k	52%	(510)	34%	(331)	7%	(67)	7%	(65)	973
Income: 50k-100k	51%	(351)	38%	(260)	6%	(44)	5%	(35)	690
Income: 100k+	47%	(154)	41%	(134)	6%	(20)	7%	(21)	329
Ethnicity: White	49%	(797)	38%	(607)	7%	(108)	6%	(99)	1611

Continued on next page

Table CMS12_7: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is a calm and composed leader, even during tough times

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1016)	36%	(724)	7%	(131)	6%	(121)	1992
Ethnicity: Hispanic	52%	(100)	39%	(76)	6%	(11)	3%	(6)	193
Ethnicity: Afr. Am.	60%	(150)	30%	(75)	6%	(16)	5%	(12)	253
Ethnicity: Other	53%	(69)	33%	(42)	5%	(7)	8%	(11)	128
All Christian	53%	(538)	36%	(368)	7%	(74)	4%	(45)	1025
All Non-Christian	46%	(46)	41%	(41)	5%	(5)	8%	(8)	100
Atheist	41%	(39)	43%	(41)	9%	(8)	7%	(7)	95
Agnostic/Nothing in particular	51%	(392)	36%	(275)	6%	(44)	8%	(61)	772
Religious Non-Protestant/Catholic	42%	(58)	45%	(62)	8%	(11)	6%	(8)	139
Evangelical	55%	(295)	33%	(175)	7%	(36)	5%	(29)	534
Non-Evangelical	53%	(393)	36%	(267)	6%	(48)	5%	(39)	748
Community: Urban	54%	(273)	33%	(167)	7%	(34)	6%	(31)	504
Community: Suburban	49%	(497)	39%	(391)	6%	(65)	6%	(60)	1014
Community: Rural	52%	(246)	35%	(166)	7%	(32)	6%	(30)	474
Employ: Private Sector	47%	(300)	39%	(248)	8%	(50)	5%	(34)	631
Employ: Government	47%	(47)	36%	(36)	8%	(8)	9%	(9)	100
Employ: Self-Employed	50%	(67)	36%	(49)	9%	(12)	5%	(7)	136
Employ: Homemaker	54%	(71)	31%	(41)	8%	(11)	6%	(8)	131
Employ: Retired	51%	(267)	37%	(194)	5%	(26)	7%	(35)	521
Employ: Unemployed	57%	(133)	33%	(77)	6%	(14)	4%	(10)	233
Employ: Other	52%	(63)	34%	(40)	5%	(6)	9%	(10)	119
Military HH: Yes	52%	(168)	38%	(122)	5%	(16)	5%	(17)	323
Military HH: No	51%	(847)	36%	(602)	7%	(115)	6%	(104)	1669
RD/WT: Right Direction	49%	(346)	39%	(272)	7%	(47)	5%	(38)	703
RD/WT: Wrong Track	52%	(670)	35%	(452)	7%	(84)	6%	(83)	1289
Trump Job Approve	48%	(416)	40%	(344)	7%	(60)	5%	(45)	865
Trump Job Disapprove	55%	(583)	34%	(361)	6%	(66)	6%	(59)	1070

Continued on next page

Table CMS12_7: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is a calm and composed leader, even during tough times

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1016)	36%	(724)	7%	(131)	6%	(121)	1992
Trump Job Strongly Approve	53%	(261)	34%	(168)	6%	(30)	6%	(30)	489
Trump Job Somewhat Approve	41%	(154)	47%	(176)	8%	(30)	4%	(15)	376
Trump Job Somewhat Disapprove	43%	(95)	45%	(98)	7%	(16)	5%	(10)	219
Trump Job Strongly Disapprove	57%	(488)	31%	(263)	6%	(50)	6%	(49)	850
Favorable of Trump	49%	(415)	39%	(330)	7%	(58)	5%	(46)	848
Unfavorable of Trump	54%	(572)	34%	(365)	6%	(68)	6%	(62)	1067
Very Favorable of Trump	54%	(264)	35%	(172)	6%	(29)	5%	(27)	493
Somewhat Favorable of Trump	42%	(150)	44%	(158)	8%	(28)	5%	(19)	355
Somewhat Unfavorable of Trump	41%	(72)	45%	(79)	8%	(14)	6%	(11)	176
Very Unfavorable of Trump	56%	(500)	32%	(286)	6%	(54)	6%	(51)	891
#1 Issue: Economy	50%	(338)	39%	(266)	6%	(42)	4%	(28)	675
#1 Issue: Security	44%	(97)	38%	(85)	9%	(21)	9%	(19)	222
#1 Issue: Health Care	54%	(237)	33%	(145)	7%	(32)	6%	(26)	438
#1 Issue: Medicare / Social Security	52%	(158)	36%	(111)	6%	(17)	6%	(19)	305
#1 Issue: Women's Issues	56%	(50)	33%	(30)	3%	(3)	7%	(6)	89
#1 Issue: Education	50%	(51)	34%	(35)	6%	(6)	10%	(11)	103
#1 Issue: Energy	45%	(26)	41%	(24)	8%	(5)	5%	(3)	58
#1 Issue: Other	57%	(58)	29%	(30)	6%	(6)	8%	(8)	102
2018 House Vote: Democrat	55%	(415)	32%	(243)	7%	(52)	5%	(40)	750
2018 House Vote: Republican	48%	(326)	41%	(280)	7%	(48)	4%	(29)	683
2018 House Vote: Someone else	51%	(37)	31%	(22)	9%	(6)	9%	(7)	72
2016 Vote: Hillary Clinton	54%	(368)	35%	(239)	6%	(40)	5%	(33)	680
2016 Vote: Donald Trump	50%	(371)	38%	(284)	7%	(51)	5%	(38)	744
2016 Vote: Other	42%	(62)	40%	(59)	10%	(14)	8%	(12)	147
2016 Vote: Didn't Vote	51%	(214)	34%	(142)	6%	(24)	9%	(37)	417
Voted in 2014: Yes	51%	(692)	37%	(495)	7%	(89)	5%	(69)	1344
Voted in 2014: No	50%	(324)	35%	(229)	7%	(42)	8%	(52)	648

Continued on next page

Table CMS12_7: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Is a calm and composed leader, even during tough times

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1016)	36%	(724)	7%	(131)	6%	(121)	1992
2012 Vote: Barack Obama	53%	(436)	36%	(294)	6%	(53)	5%	(43)	826
2012 Vote: Mitt Romney	46%	(254)	42%	(233)	6%	(31)	6%	(35)	553
2012 Vote: Other	51%	(41)	33%	(27)	9%	(8)	7%	(5)	81
2012 Vote: Didn't Vote	53%	(280)	32%	(170)	8%	(39)	7%	(37)	526
4-Region: Northeast	48%	(171)	36%	(127)	9%	(33)	7%	(24)	355
4-Region: Midwest	50%	(227)	39%	(179)	7%	(31)	4%	(20)	458
4-Region: South	55%	(412)	33%	(247)	6%	(42)	6%	(43)	744
4-Region: West	47%	(206)	39%	(170)	6%	(25)	8%	(34)	435
Sports fan	52%	(670)	38%	(490)	6%	(79)	5%	(62)	1301
Traveled outside of U.S. in past year 1+ times	44%	(170)	45%	(173)	4%	(17)	7%	(25)	385
Frequent Flyer	47%	(109)	41%	(94)	6%	(13)	6%	(13)	230

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

Table CMS12_8: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is well-respected in their industry

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(901)	38%	(763)	9%	(182)	7%	(145)	1992
Gender: Male	42%	(394)	38%	(350)	11%	(102)	9%	(87)	932
Gender: Female	48%	(508)	39%	(414)	8%	(81)	5%	(58)	1060
Age: 18-34	47%	(233)	35%	(174)	10%	(48)	9%	(45)	500
Age: 35-44	43%	(130)	40%	(122)	10%	(31)	6%	(19)	303
Age: 45-64	42%	(307)	41%	(300)	9%	(64)	7%	(54)	725
Age: 65+	50%	(231)	36%	(167)	8%	(39)	6%	(26)	463
GenZers: 1997-2012	49%	(100)	35%	(71)	8%	(17)	7%	(15)	205
Millennials: 1981-1996	44%	(190)	37%	(160)	11%	(46)	9%	(38)	434
GenXers: 1965-1980	42%	(210)	41%	(202)	10%	(52)	7%	(34)	498
Baby Boomers: 1946-1964	46%	(362)	39%	(308)	8%	(64)	7%	(55)	789
PID: Dem (no lean)	49%	(380)	35%	(273)	10%	(76)	5%	(42)	772
PID: Ind (no lean)	40%	(223)	41%	(231)	7%	(40)	11%	(63)	558
PID: Rep (no lean)	45%	(299)	39%	(259)	10%	(65)	6%	(39)	662
PID/Gender: Dem Men	46%	(135)	37%	(109)	11%	(33)	7%	(19)	297
PID/Gender: Dem Women	51%	(244)	35%	(164)	9%	(44)	5%	(23)	475
PID/Gender: Ind Men	37%	(109)	39%	(114)	8%	(24)	15%	(45)	292
PID/Gender: Ind Women	43%	(114)	44%	(117)	6%	(16)	7%	(19)	266
PID/Gender: Rep Men	43%	(149)	37%	(126)	13%	(45)	7%	(23)	343
PID/Gender: Rep Women	47%	(149)	42%	(132)	7%	(21)	5%	(16)	319
Ideo: Liberal (1-3)	48%	(284)	36%	(216)	9%	(54)	7%	(39)	593
Ideo: Moderate (4)	45%	(247)	40%	(216)	8%	(42)	7%	(39)	544
Ideo: Conservative (5-7)	44%	(321)	40%	(289)	10%	(75)	6%	(44)	729
Educ: < College	49%	(616)	35%	(442)	8%	(102)	7%	(92)	1253
Educ: Bachelors degree	38%	(181)	43%	(204)	11%	(53)	7%	(33)	471
Educ: Post-grad	39%	(104)	44%	(117)	10%	(28)	7%	(19)	268
Income: Under 50k	48%	(472)	34%	(329)	10%	(93)	8%	(80)	973
Income: 50k-100k	43%	(299)	42%	(291)	9%	(63)	6%	(38)	690
Income: 100k+	40%	(131)	44%	(144)	8%	(26)	8%	(27)	329
Ethnicity: White	43%	(693)	40%	(648)	10%	(153)	7%	(117)	1611

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Table CMS12_8: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is well-respected in their industry

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(901)	38%	(763)	9%	(182)	7%	(145)	1992
Ethnicity: Hispanic	49%	(95)	39%	(76)	8%	(15)	4%	(7)	193
Ethnicity: Afr. Am.	57%	(144)	28%	(69)	9%	(22)	7%	(17)	253
Ethnicity: Other	50%	(64)	36%	(46)	5%	(7)	9%	(12)	128
All Christian	46%	(476)	39%	(397)	10%	(100)	5%	(52)	1025
All Non-Christian	51%	(51)	31%	(31)	10%	(10)	8%	(8)	100
Atheist	30%	(28)	46%	(44)	13%	(12)	12%	(11)	95
Agnostic/Nothing in particular	45%	(346)	38%	(292)	8%	(60)	10%	(74)	772
Religious Non-Protestant/Catholic	42%	(59)	38%	(53)	12%	(16)	7%	(10)	139
Evangelical	48%	(258)	38%	(205)	7%	(39)	6%	(33)	534
Non-Evangelical	48%	(362)	36%	(268)	10%	(73)	6%	(44)	748
Community: Urban	48%	(241)	35%	(179)	8%	(43)	8%	(42)	504
Community: Suburban	44%	(448)	39%	(395)	10%	(102)	7%	(69)	1014
Community: Rural	45%	(212)	40%	(190)	8%	(38)	7%	(34)	474
Employ: Private Sector	41%	(258)	43%	(268)	11%	(69)	6%	(36)	631
Employ: Government	41%	(41)	38%	(38)	10%	(10)	11%	(11)	100
Employ: Self-Employed	42%	(57)	41%	(55)	12%	(16)	5%	(7)	136
Employ: Homemaker	50%	(65)	35%	(46)	9%	(12)	6%	(8)	131
Employ: Retired	47%	(245)	37%	(195)	7%	(38)	8%	(44)	521
Employ: Unemployed	57%	(133)	28%	(66)	7%	(16)	8%	(18)	233
Employ: Other	43%	(51)	40%	(48)	6%	(8)	10%	(13)	119
Military HH: Yes	45%	(146)	38%	(122)	10%	(32)	7%	(24)	323
Military HH: No	45%	(756)	38%	(642)	9%	(150)	7%	(121)	1669
RD/WT: Right Direction	46%	(326)	38%	(271)	9%	(61)	6%	(46)	703
RD/WT: Wrong Track	45%	(575)	38%	(493)	9%	(122)	8%	(99)	1289
Trump Job Approve	44%	(379)	40%	(348)	9%	(79)	7%	(59)	865
Trump Job Disapprove	47%	(503)	37%	(398)	9%	(99)	7%	(70)	1070

Continued on next page

Table CMS12_8: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is well-respected in their industry

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(901)	38%	(763)	9%	(182)	7%	(145)	1992
Trump Job Strongly Approve	49%	(240)	36%	(176)	8%	(40)	7%	(34)	489
Trump Job Somewhat Approve	37%	(139)	46%	(172)	11%	(40)	7%	(25)	376
Trump Job Somewhat Disapprove	40%	(87)	46%	(101)	8%	(19)	6%	(13)	219
Trump Job Strongly Disapprove	49%	(417)	35%	(297)	9%	(80)	7%	(56)	850
Favorable of Trump	44%	(376)	39%	(334)	10%	(82)	7%	(56)	848
Unfavorable of Trump	47%	(499)	38%	(404)	9%	(91)	7%	(74)	1067
Very Favorable of Trump	51%	(251)	35%	(172)	8%	(38)	6%	(32)	493
Somewhat Favorable of Trump	35%	(125)	45%	(161)	12%	(44)	7%	(25)	355
Somewhat Unfavorable of Trump	42%	(74)	44%	(78)	5%	(9)	9%	(15)	176
Very Unfavorable of Trump	48%	(425)	37%	(326)	9%	(82)	7%	(58)	891
#1 Issue: Economy	44%	(297)	41%	(279)	9%	(63)	5%	(36)	675
#1 Issue: Security	40%	(90)	39%	(87)	10%	(21)	11%	(25)	222
#1 Issue: Health Care	46%	(203)	38%	(165)	10%	(45)	6%	(26)	438
#1 Issue: Medicare / Social Security	52%	(160)	34%	(104)	5%	(16)	9%	(26)	305
#1 Issue: Women's Issues	51%	(45)	39%	(35)	4%	(3)	6%	(6)	89
#1 Issue: Education	42%	(43)	29%	(30)	18%	(18)	11%	(11)	103
#1 Issue: Energy	41%	(24)	36%	(21)	16%	(9)	8%	(5)	58
#1 Issue: Other	40%	(41)	43%	(44)	7%	(7)	11%	(11)	102
2018 House Vote: Democrat	48%	(364)	35%	(266)	10%	(78)	6%	(42)	750
2018 House Vote: Republican	42%	(288)	42%	(290)	9%	(64)	6%	(42)	683
2018 House Vote: Someone else	40%	(29)	40%	(29)	11%	(8)	9%	(7)	72
2016 Vote: Hillary Clinton	48%	(324)	37%	(253)	10%	(65)	6%	(38)	680
2016 Vote: Donald Trump	45%	(334)	39%	(293)	10%	(72)	6%	(45)	744
2016 Vote: Other	34%	(50)	45%	(67)	11%	(16)	10%	(15)	147
2016 Vote: Didn't Vote	46%	(193)	36%	(150)	7%	(28)	11%	(46)	417
Voted in 2014: Yes	45%	(608)	40%	(531)	9%	(127)	6%	(79)	1344
Voted in 2014: No	45%	(294)	36%	(233)	9%	(56)	10%	(66)	648

Continued on next page

Table CMS12_8: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is well-respected in their industry

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(901)	38%	(763)	9%	(182)	7%	(145)	1992
2012 Vote: Barack Obama	48%	(394)	38%	(310)	9%	(75)	6%	(47)	826
2012 Vote: Mitt Romney	39%	(216)	44%	(242)	10%	(53)	8%	(42)	553
2012 Vote: Other	44%	(35)	37%	(30)	11%	(9)	8%	(7)	81
2012 Vote: Didn't Vote	48%	(252)	34%	(181)	8%	(44)	9%	(50)	526
4-Region: Northeast	45%	(159)	38%	(135)	11%	(41)	6%	(21)	355
4-Region: Midwest	41%	(190)	42%	(193)	10%	(46)	6%	(29)	458
4-Region: South	50%	(369)	35%	(261)	8%	(61)	7%	(53)	744
4-Region: West	42%	(185)	40%	(175)	8%	(34)	9%	(41)	435
Sports fan	47%	(611)	38%	(497)	9%	(114)	6%	(78)	1301
Traveled outside of U.S. in past year 1+ times	44%	(170)	40%	(152)	8%	(31)	8%	(32)	385
Frequent Flyer	44%	(101)	38%	(88)	10%	(24)	7%	(17)	230

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

Table CMS12_9: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has a strong presence in their industry (e.g. is often in the spotlight, is highly visible to society)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(701)	38%	(754)	17%	(333)	10%	(205)	1992
Gender: Male	35%	(330)	37%	(346)	15%	(141)	12%	(115)	932
Gender: Female	35%	(371)	38%	(408)	18%	(192)	8%	(90)	1060
Age: 18-34	39%	(197)	37%	(187)	14%	(68)	10%	(49)	500
Age: 35-44	38%	(114)	36%	(109)	15%	(46)	11%	(34)	303
Age: 45-64	30%	(221)	39%	(285)	19%	(139)	11%	(80)	725
Age: 65+	36%	(169)	37%	(173)	17%	(80)	9%	(42)	463
GenZers: 1997-2012	41%	(85)	38%	(78)	12%	(24)	9%	(18)	205
Millennials: 1981-1996	38%	(164)	35%	(153)	16%	(69)	11%	(47)	434
GenXers: 1965-1980	35%	(176)	38%	(190)	17%	(85)	9%	(46)	498
Baby Boomers: 1946-1964	31%	(248)	39%	(310)	18%	(144)	11%	(88)	789
PID: Dem (no lean)	37%	(287)	38%	(296)	17%	(128)	8%	(60)	772
PID: Ind (no lean)	31%	(175)	35%	(197)	18%	(100)	15%	(85)	558
PID: Rep (no lean)	36%	(238)	39%	(261)	16%	(104)	9%	(60)	662
PID/Gender: Dem Men	37%	(109)	40%	(118)	14%	(41)	10%	(28)	297
PID/Gender: Dem Women	37%	(178)	38%	(178)	18%	(87)	7%	(32)	475
PID/Gender: Ind Men	32%	(93)	36%	(104)	16%	(46)	16%	(48)	292
PID/Gender: Ind Women	31%	(82)	35%	(93)	20%	(54)	14%	(37)	266
PID/Gender: Rep Men	37%	(127)	36%	(124)	15%	(53)	11%	(39)	343
PID/Gender: Rep Women	35%	(111)	43%	(136)	16%	(51)	7%	(21)	319
Ideo: Liberal (1-3)	35%	(208)	35%	(209)	19%	(114)	11%	(62)	593
Ideo: Moderate (4)	38%	(208)	39%	(213)	14%	(76)	9%	(47)	544
Ideo: Conservative (5-7)	34%	(245)	39%	(285)	18%	(128)	10%	(71)	729
Educ: < College	39%	(488)	36%	(457)	15%	(190)	9%	(118)	1253
Educ: Bachelors degree	30%	(143)	38%	(179)	20%	(93)	12%	(56)	471
Educ: Post-grad	26%	(70)	44%	(118)	19%	(50)	11%	(30)	268
Income: Under 50k	38%	(372)	36%	(351)	15%	(146)	11%	(105)	973
Income: 50k-100k	35%	(240)	38%	(265)	19%	(130)	8%	(54)	690
Income: 100k+	27%	(89)	42%	(138)	17%	(56)	14%	(46)	329
Ethnicity: White	33%	(540)	39%	(621)	18%	(284)	10%	(166)	1611

Continued on next page

Table CMS12_9: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Has a strong presence in their industry (e.g. is often in the spotlight, is highly visible to society)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(701)	38%	(754)	17%	(333)	10%	(205)	1992
Ethnicity: Hispanic	42%	(82)	39%	(74)	12%	(23)	7%	(14)	193
Ethnicity: Afr. Am.	45%	(114)	36%	(90)	11%	(27)	9%	(22)	253
Ethnicity: Other	36%	(47)	33%	(43)	17%	(22)	13%	(17)	128
All Christian	36%	(373)	38%	(389)	17%	(178)	8%	(85)	1025
All Non-Christian	38%	(38)	40%	(40)	15%	(15)	7%	(7)	100
Atheist	28%	(26)	31%	(30)	22%	(21)	19%	(18)	95
Agnostic/Nothing in particular	34%	(263)	38%	(295)	15%	(119)	12%	(95)	772
Religious Non-Protestant/Catholic	32%	(44)	42%	(58)	17%	(24)	9%	(13)	139
Evangelical	38%	(201)	36%	(190)	18%	(97)	9%	(46)	534
Non-Evangelical	37%	(277)	38%	(283)	16%	(117)	10%	(71)	748
Community: Urban	38%	(192)	37%	(186)	14%	(72)	11%	(56)	504
Community: Suburban	35%	(351)	37%	(373)	18%	(184)	10%	(106)	1014
Community: Rural	33%	(158)	41%	(195)	16%	(77)	9%	(43)	474
Employ: Private Sector	34%	(212)	41%	(261)	16%	(104)	9%	(54)	631
Employ: Government	30%	(30)	38%	(38)	21%	(21)	11%	(11)	100
Employ: Self-Employed	32%	(44)	44%	(60)	15%	(21)	8%	(11)	136
Employ: Homemaker	37%	(48)	38%	(49)	18%	(24)	7%	(10)	131
Employ: Retired	33%	(172)	37%	(192)	18%	(94)	12%	(64)	521
Employ: Unemployed	43%	(99)	35%	(81)	14%	(32)	9%	(21)	233
Employ: Other	40%	(48)	29%	(35)	15%	(18)	16%	(20)	119
Military HH: Yes	33%	(107)	38%	(123)	19%	(60)	10%	(32)	323
Military HH: No	36%	(593)	38%	(631)	16%	(272)	10%	(172)	1669
RD/WT: Right Direction	37%	(257)	40%	(282)	14%	(96)	10%	(68)	703
RD/WT: Wrong Track	34%	(443)	37%	(473)	18%	(236)	11%	(137)	1289
Trump Job Approve	36%	(307)	38%	(333)	16%	(141)	10%	(84)	865
Trump Job Disapprove	35%	(376)	37%	(399)	18%	(190)	10%	(104)	1070

Continued on next page

Table CMS12_9: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has a strong presence in their industry (e.g. is often in the spotlight, is highly visible to society)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(701)	38%	(754)	17%	(333)	10%	(205)	1992
Trump Job Strongly Approve	40%	(198)	37%	(179)	13%	(65)	10%	(48)	489
Trump Job Somewhat Approve	29%	(109)	41%	(154)	20%	(77)	9%	(36)	376
Trump Job Somewhat Disapprove	31%	(69)	42%	(93)	15%	(34)	11%	(24)	219
Trump Job Strongly Disapprove	36%	(308)	36%	(306)	18%	(156)	9%	(81)	850
Favorable of Trump	36%	(307)	38%	(319)	17%	(140)	10%	(81)	848
Unfavorable of Trump	35%	(369)	38%	(404)	17%	(186)	10%	(109)	1067
Very Favorable of Trump	40%	(199)	37%	(185)	13%	(65)	9%	(44)	493
Somewhat Favorable of Trump	30%	(108)	38%	(134)	21%	(75)	11%	(38)	355
Somewhat Unfavorable of Trump	28%	(49)	45%	(79)	15%	(27)	12%	(20)	176
Very Unfavorable of Trump	36%	(319)	36%	(324)	18%	(159)	10%	(89)	891
#1 Issue: Economy	34%	(232)	40%	(269)	16%	(108)	10%	(65)	675
#1 Issue: Security	27%	(60)	43%	(96)	17%	(38)	13%	(28)	222
#1 Issue: Health Care	35%	(153)	38%	(166)	20%	(86)	7%	(33)	438
#1 Issue: Medicare / Social Security	42%	(128)	35%	(106)	12%	(38)	11%	(34)	305
#1 Issue: Women's Issues	38%	(34)	35%	(31)	16%	(14)	10%	(9)	89
#1 Issue: Education	40%	(41)	31%	(32)	15%	(15)	14%	(14)	103
#1 Issue: Energy	29%	(17)	35%	(20)	22%	(13)	14%	(8)	58
#1 Issue: Other	34%	(35)	33%	(34)	19%	(20)	13%	(13)	102
2018 House Vote: Democrat	35%	(264)	37%	(281)	18%	(134)	10%	(71)	750
2018 House Vote: Republican	34%	(231)	40%	(275)	17%	(113)	9%	(64)	683
2018 House Vote: Someone else	32%	(23)	32%	(23)	25%	(18)	12%	(8)	72
2016 Vote: Hillary Clinton	36%	(242)	37%	(255)	18%	(121)	9%	(62)	680
2016 Vote: Donald Trump	35%	(262)	39%	(290)	16%	(119)	10%	(73)	744
2016 Vote: Other	26%	(38)	38%	(56)	21%	(32)	15%	(22)	147
2016 Vote: Didn't Vote	38%	(159)	37%	(154)	14%	(59)	11%	(46)	417
Voted in 2014: Yes	34%	(459)	39%	(522)	18%	(235)	9%	(128)	1344
Voted in 2014: No	37%	(242)	36%	(232)	15%	(97)	12%	(77)	648

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Table CMS12_9: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Has a strong presence in their industry (e.g. is often in the spotlight, is highly visible to society)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(701)	38%	(754)	17%	(333)	10%	(205)	1992
2012 Vote: Barack Obama	37%	(305)	36%	(301)	17%	(140)	10%	(80)	826
2012 Vote: Mitt Romney	30%	(164)	42%	(232)	18%	(99)	11%	(58)	553
2012 Vote: Other	24%	(20)	46%	(37)	20%	(16)	11%	(9)	81
2012 Vote: Didn't Vote	40%	(209)	35%	(182)	15%	(77)	11%	(58)	526
4-Region: Northeast	34%	(120)	39%	(140)	19%	(67)	8%	(29)	355
4-Region: Midwest	34%	(157)	39%	(177)	16%	(75)	11%	(48)	458
4-Region: South	39%	(289)	36%	(271)	17%	(125)	8%	(59)	744
4-Region: West	31%	(135)	38%	(166)	15%	(66)	16%	(68)	435
Sports fan	36%	(472)	39%	(503)	17%	(218)	8%	(108)	1301
Traveled outside of U.S. in past year 1+ times	33%	(129)	42%	(163)	14%	(54)	10%	(39)	385
Frequent Flyer	30%	(69)	42%	(96)	17%	(39)	11%	(26)	230

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

Table CMS12_10: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is an exceptional role model - sets an example of strong and effective leadership for others to follow

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	47%	(935)	39%	(778)	7%	(138)	7%	(141)	1992
Gender: Male	43%	(402)	40%	(369)	9%	(82)	9%	(79)	932
Gender: Female	50%	(533)	39%	(409)	5%	(56)	6%	(61)	1060
Age: 18-34	48%	(239)	39%	(193)	6%	(28)	8%	(40)	500
Age: 35-44	42%	(126)	45%	(137)	6%	(20)	7%	(20)	303
Age: 45-64	44%	(321)	41%	(294)	8%	(59)	7%	(52)	725
Age: 65+	54%	(249)	33%	(153)	7%	(32)	6%	(29)	463
GenZers: 1997-2012	51%	(105)	39%	(80)	4%	(9)	5%	(10)	205
Millennials: 1981-1996	43%	(187)	41%	(179)	7%	(29)	9%	(39)	434
GenXers: 1965-1980	43%	(215)	42%	(209)	8%	(42)	6%	(32)	498
Baby Boomers: 1946-1964	49%	(387)	37%	(292)	7%	(56)	7%	(54)	789
PID: Dem (no lean)	51%	(393)	37%	(286)	7%	(56)	5%	(37)	772
PID: Ind (no lean)	44%	(243)	39%	(219)	7%	(38)	10%	(58)	558
PID: Rep (no lean)	45%	(298)	41%	(274)	7%	(44)	7%	(46)	662
PID/Gender: Dem Men	47%	(139)	38%	(113)	10%	(29)	5%	(16)	297
PID/Gender: Dem Women	54%	(254)	36%	(173)	6%	(27)	4%	(20)	475
PID/Gender: Ind Men	39%	(115)	40%	(116)	9%	(27)	11%	(33)	292
PID/Gender: Ind Women	48%	(129)	38%	(102)	4%	(11)	9%	(25)	266
PID/Gender: Rep Men	43%	(148)	41%	(140)	7%	(26)	9%	(30)	343
PID/Gender: Rep Women	47%	(151)	42%	(134)	6%	(18)	5%	(16)	319
Ideo: Liberal (1-3)	52%	(306)	35%	(205)	7%	(44)	6%	(38)	593
Ideo: Moderate (4)	47%	(253)	41%	(221)	6%	(35)	6%	(35)	544
Ideo: Conservative (5-7)	45%	(325)	42%	(307)	7%	(50)	6%	(47)	729
Educ: < College	49%	(619)	38%	(475)	6%	(72)	7%	(87)	1253
Educ: Bachelors degree	43%	(204)	40%	(187)	10%	(46)	7%	(34)	471
Educ: Post-grad	42%	(112)	43%	(116)	8%	(20)	7%	(20)	268
Income: Under 50k	49%	(481)	36%	(345)	7%	(67)	8%	(79)	973
Income: 50k-100k	46%	(316)	42%	(291)	7%	(51)	5%	(32)	690
Income: 100k+	42%	(138)	43%	(142)	6%	(20)	9%	(29)	329
Ethnicity: White	45%	(733)	40%	(644)	7%	(116)	7%	(118)	1611

Continued on next page

Table CMS12_10: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is an exceptional role model - sets an example of strong and effective leadership for others to follow

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	47%	(935)	39%	(778)	7%	(138)	7%	(141)	1992
Ethnicity: Hispanic	43%	(84)	45%	(86)	8%	(16)	3%	(7)	193
Ethnicity: Afr. Am.	55%	(139)	35%	(89)	5%	(13)	4%	(11)	253
Ethnicity: Other	49%	(63)	35%	(45)	7%	(9)	9%	(11)	128
All Christian	49%	(501)	39%	(401)	7%	(67)	5%	(55)	1025
All Non-Christian	50%	(50)	34%	(34)	7%	(7)	8%	(8)	100
Atheist	42%	(40)	38%	(36)	10%	(9)	10%	(9)	95
Agnostic/Nothing in particular	45%	(344)	40%	(307)	7%	(54)	9%	(67)	772
Religious Non-Protestant/Catholic	43%	(60)	42%	(58)	8%	(12)	6%	(9)	139
Evangelical	51%	(272)	38%	(202)	5%	(29)	6%	(31)	534
Non-Evangelical	49%	(367)	38%	(280)	7%	(50)	7%	(51)	748
Community: Urban	48%	(245)	37%	(187)	7%	(37)	7%	(36)	504
Community: Suburban	47%	(472)	40%	(405)	6%	(66)	7%	(71)	1014
Community: Rural	46%	(219)	39%	(186)	8%	(36)	7%	(33)	474
Employ: Private Sector	44%	(277)	45%	(281)	6%	(38)	6%	(35)	631
Employ: Government	36%	(36)	42%	(42)	12%	(13)	10%	(10)	100
Employ: Self-Employed	44%	(60)	39%	(52)	9%	(13)	8%	(11)	136
Employ: Homemaker	48%	(63)	40%	(52)	7%	(9)	5%	(6)	131
Employ: Retired	50%	(261)	35%	(185)	6%	(32)	8%	(44)	521
Employ: Unemployed	50%	(117)	35%	(82)	8%	(20)	6%	(14)	233
Employ: Other	46%	(55)	36%	(43)	8%	(10)	9%	(11)	119
Military HH: Yes	47%	(151)	39%	(125)	7%	(24)	7%	(23)	323
Military HH: No	47%	(784)	39%	(653)	7%	(114)	7%	(118)	1669
RD/WT: Right Direction	44%	(313)	43%	(299)	6%	(42)	7%	(49)	703
RD/WT: Wrong Track	48%	(622)	37%	(479)	7%	(96)	7%	(91)	1289
Trump Job Approve	44%	(382)	42%	(360)	6%	(56)	8%	(66)	865
Trump Job Disapprove	50%	(537)	37%	(396)	7%	(79)	5%	(58)	1070

Continued on next page

Table CMS12_10: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is an exceptional role model - sets an example of strong and effective leadership for others to follow

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	47%	(935)	39%	(778)	7%	(138)	7%	(141)	1992
Trump Job Strongly Approve	49%	(240)	37%	(181)	6%	(30)	8%	(38)	489
Trump Job Somewhat Approve	38%	(142)	48%	(179)	7%	(26)	8%	(28)	376
Trump Job Somewhat Disapprove	41%	(89)	46%	(102)	9%	(19)	4%	(9)	219
Trump Job Strongly Disapprove	53%	(448)	35%	(294)	7%	(60)	6%	(48)	850
Favorable of Trump	45%	(382)	41%	(346)	7%	(55)	8%	(65)	848
Unfavorable of Trump	50%	(529)	37%	(399)	7%	(79)	6%	(60)	1067
Very Favorable of Trump	50%	(249)	36%	(178)	6%	(32)	7%	(35)	493
Somewhat Favorable of Trump	37%	(133)	47%	(169)	7%	(24)	8%	(30)	355
Somewhat Unfavorable of Trump	39%	(68)	46%	(82)	7%	(13)	7%	(13)	176
Very Unfavorable of Trump	52%	(460)	36%	(317)	7%	(66)	5%	(47)	891
#1 Issue: Economy	46%	(309)	41%	(278)	7%	(47)	6%	(41)	675
#1 Issue: Security	40%	(88)	42%	(94)	8%	(17)	10%	(23)	222
#1 Issue: Health Care	47%	(208)	38%	(165)	10%	(42)	5%	(23)	438
#1 Issue: Medicare / Social Security	55%	(167)	34%	(103)	3%	(9)	8%	(25)	305
#1 Issue: Women's Issues	47%	(42)	43%	(38)	4%	(3)	7%	(6)	89
#1 Issue: Education	43%	(44)	38%	(39)	8%	(8)	11%	(12)	103
#1 Issue: Energy	49%	(28)	37%	(21)	9%	(5)	5%	(3)	58
#1 Issue: Other	48%	(49)	40%	(41)	5%	(5)	8%	(8)	102
2018 House Vote: Democrat	52%	(388)	35%	(259)	8%	(62)	5%	(41)	750
2018 House Vote: Republican	45%	(305)	42%	(290)	7%	(46)	6%	(42)	683
2018 House Vote: Someone else	46%	(33)	37%	(27)	5%	(4)	12%	(9)	72
2016 Vote: Hillary Clinton	52%	(352)	35%	(235)	8%	(57)	5%	(36)	680
2016 Vote: Donald Trump	46%	(341)	41%	(305)	6%	(46)	7%	(52)	744
2016 Vote: Other	35%	(52)	50%	(73)	7%	(10)	9%	(13)	147
2016 Vote: Didn't Vote	45%	(189)	39%	(164)	6%	(25)	9%	(39)	417
Voted in 2014: Yes	48%	(648)	38%	(516)	7%	(99)	6%	(81)	1344
Voted in 2014: No	44%	(287)	40%	(262)	6%	(40)	9%	(59)	648

Continued on next page

Table CMS12_10: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is an exceptional role model - sets an example of strong and effective leadership for others to follow

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	47%	(935)	39%	(778)	7%	(138)	7%	(141)	1992
2012 Vote: Barack Obama	50%	(413)	37%	(309)	8%	(63)	5%	(41)	826
2012 Vote: Mitt Romney	43%	(238)	41%	(227)	7%	(40)	9%	(48)	553
2012 Vote: Other	38%	(31)	46%	(38)	7%	(5)	9%	(7)	81
2012 Vote: Didn't Vote	47%	(248)	39%	(204)	6%	(30)	8%	(44)	526
4-Region: Northeast	45%	(159)	40%	(142)	9%	(34)	6%	(22)	355
4-Region: Midwest	47%	(217)	38%	(176)	8%	(36)	6%	(28)	458
4-Region: South	52%	(384)	37%	(277)	5%	(35)	6%	(47)	744
4-Region: West	40%	(175)	42%	(183)	8%	(33)	10%	(44)	435
Sports fan	48%	(624)	39%	(502)	7%	(91)	6%	(84)	1301
Traveled outside of U.S. in past year 1+ times	44%	(168)	45%	(172)	4%	(17)	7%	(27)	385
Frequent Flyer	38%	(89)	47%	(108)	9%	(20)	6%	(13)	230

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

Table CMS12_11: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Has an upstanding reputation as a leader and as a person

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(975)	37%	(728)	8%	(169)	6%	(120)	1992
Gender: Male	44%	(413)	38%	(358)	10%	(95)	7%	(66)	932
Gender: Female	53%	(562)	35%	(370)	7%	(74)	5%	(54)	1060
Age: 18-34	48%	(240)	34%	(170)	11%	(55)	7%	(36)	500
Age: 35-44	41%	(124)	44%	(135)	8%	(26)	6%	(18)	303
Age: 45-64	50%	(364)	37%	(269)	7%	(51)	6%	(41)	725
Age: 65+	53%	(247)	33%	(154)	8%	(37)	5%	(25)	463
GenZers: 1997-2012	50%	(102)	34%	(69)	13%	(26)	4%	(8)	205
Millennials: 1981-1996	44%	(193)	37%	(160)	10%	(44)	8%	(37)	434
GenXers: 1965-1980	48%	(240)	39%	(192)	8%	(40)	5%	(25)	498
Baby Boomers: 1946-1964	50%	(396)	37%	(290)	7%	(57)	6%	(46)	789
PID: Dem (no lean)	53%	(411)	34%	(262)	8%	(64)	4%	(34)	772
PID: Ind (no lean)	44%	(248)	37%	(208)	9%	(53)	9%	(50)	558
PID: Rep (no lean)	48%	(316)	39%	(259)	8%	(52)	5%	(36)	662
PID/Gender: Dem Men	49%	(144)	36%	(107)	10%	(31)	5%	(15)	297
PID/Gender: Dem Women	56%	(267)	33%	(155)	7%	(33)	4%	(19)	475
PID/Gender: Ind Men	39%	(114)	41%	(119)	10%	(28)	11%	(31)	292
PID/Gender: Ind Women	50%	(134)	33%	(88)	9%	(25)	7%	(19)	266
PID/Gender: Rep Men	45%	(155)	39%	(132)	11%	(36)	6%	(20)	343
PID/Gender: Rep Women	50%	(161)	40%	(126)	5%	(16)	5%	(16)	319
Ideo: Liberal (1-3)	53%	(312)	32%	(188)	10%	(61)	5%	(32)	593
Ideo: Moderate (4)	50%	(272)	38%	(209)	5%	(30)	6%	(33)	544
Ideo: Conservative (5-7)	47%	(343)	39%	(287)	9%	(64)	5%	(34)	729
Educ: < College	53%	(670)	33%	(407)	8%	(100)	6%	(76)	1253
Educ: Bachelors degree	41%	(191)	44%	(209)	9%	(43)	6%	(27)	471
Educ: Post-grad	43%	(114)	42%	(111)	9%	(25)	6%	(17)	268
Income: Under 50k	50%	(488)	34%	(334)	9%	(88)	7%	(63)	973
Income: 50k-100k	49%	(337)	39%	(268)	7%	(52)	5%	(34)	690
Income: 100k+	46%	(151)	38%	(126)	9%	(30)	7%	(23)	329
Ethnicity: White	48%	(766)	38%	(611)	8%	(134)	6%	(100)	1611

Continued on next page

Table CMS12_11: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Has an upstanding reputation as a leader and as a person

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(975)	37%	(728)	8%	(169)	6%	(120)	1992
Ethnicity: Hispanic	49%	(94)	42%	(81)	7%	(13)	3%	(5)	193
Ethnicity: Afr. Am.	58%	(147)	27%	(69)	10%	(26)	4%	(10)	253
Ethnicity: Other	48%	(62)	37%	(48)	6%	(8)	8%	(10)	128
All Christian	51%	(521)	36%	(371)	8%	(86)	5%	(46)	1025
All Non-Christian	54%	(54)	31%	(31)	8%	(8)	7%	(7)	100
Atheist	41%	(39)	42%	(40)	9%	(8)	8%	(8)	95
Agnostic/Nothing in particular	47%	(361)	37%	(286)	9%	(67)	8%	(59)	772
Religious Non-Protestant/Catholic	49%	(68)	36%	(51)	8%	(11)	6%	(9)	139
Evangelical	51%	(272)	37%	(195)	8%	(44)	4%	(23)	534
Non-Evangelical	53%	(396)	33%	(245)	8%	(63)	6%	(43)	748
Community: Urban	49%	(248)	34%	(169)	11%	(54)	6%	(33)	504
Community: Suburban	48%	(483)	39%	(393)	8%	(76)	6%	(61)	1014
Community: Rural	51%	(244)	35%	(166)	8%	(38)	5%	(26)	474
Employ: Private Sector	46%	(287)	40%	(252)	9%	(57)	5%	(34)	631
Employ: Government	43%	(43)	43%	(43)	5%	(5)	9%	(9)	100
Employ: Self-Employed	45%	(61)	36%	(49)	13%	(18)	6%	(8)	136
Employ: Homemaker	49%	(64)	39%	(51)	9%	(12)	3%	(4)	131
Employ: Retired	50%	(258)	37%	(191)	7%	(35)	7%	(37)	521
Employ: Unemployed	63%	(148)	25%	(59)	6%	(14)	5%	(12)	233
Employ: Other	50%	(60)	33%	(39)	9%	(11)	8%	(10)	119
Military HH: Yes	51%	(165)	35%	(114)	9%	(28)	5%	(17)	323
Military HH: No	49%	(810)	37%	(614)	8%	(141)	6%	(103)	1669
RD/WT: Right Direction	46%	(324)	40%	(279)	8%	(55)	6%	(44)	703
RD/WT: Wrong Track	50%	(651)	35%	(449)	9%	(113)	6%	(76)	1289
Trump Job Approve	47%	(405)	39%	(334)	9%	(77)	6%	(49)	865
Trump Job Disapprove	51%	(548)	35%	(378)	8%	(86)	5%	(58)	1070

Continued on next page

Table CMS12_11: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Has an upstanding reputation as a leader and as a person

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(975)	37%	(728)	8%	(169)	6%	(120)	1992
Trump Job Strongly Approve	50%	(244)	36%	(176)	7%	(35)	7%	(34)	489
Trump Job Somewhat Approve	43%	(161)	42%	(158)	11%	(43)	4%	(15)	376
Trump Job Somewhat Disapprove	43%	(95)	43%	(94)	8%	(17)	6%	(13)	219
Trump Job Strongly Disapprove	53%	(453)	33%	(284)	8%	(70)	5%	(44)	850
Favorable of Trump	47%	(399)	39%	(327)	9%	(75)	6%	(48)	848
Unfavorable of Trump	51%	(543)	35%	(377)	8%	(87)	6%	(60)	1067
Very Favorable of Trump	51%	(253)	36%	(176)	7%	(36)	6%	(28)	493
Somewhat Favorable of Trump	41%	(146)	43%	(151)	11%	(39)	5%	(19)	355
Somewhat Unfavorable of Trump	44%	(77)	39%	(69)	9%	(16)	8%	(14)	176
Very Unfavorable of Trump	52%	(467)	35%	(308)	8%	(71)	5%	(45)	891
#1 Issue: Economy	50%	(340)	37%	(250)	7%	(48)	5%	(36)	675
#1 Issue: Security	42%	(93)	38%	(84)	12%	(26)	8%	(18)	222
#1 Issue: Health Care	49%	(216)	38%	(166)	8%	(37)	5%	(20)	438
#1 Issue: Medicare / Social Security	54%	(164)	34%	(103)	6%	(19)	7%	(20)	305
#1 Issue: Women's Issues	52%	(46)	35%	(31)	6%	(5)	8%	(7)	89
#1 Issue: Education	41%	(42)	36%	(37)	12%	(13)	10%	(11)	103
#1 Issue: Energy	42%	(24)	39%	(23)	13%	(8)	6%	(3)	58
#1 Issue: Other	48%	(50)	33%	(34)	13%	(14)	5%	(5)	102
2018 House Vote: Democrat	53%	(397)	33%	(251)	9%	(66)	5%	(36)	750
2018 House Vote: Republican	46%	(317)	42%	(284)	7%	(48)	5%	(34)	683
2018 House Vote: Someone else	43%	(31)	41%	(30)	6%	(4)	9%	(7)	72
2016 Vote: Hillary Clinton	52%	(354)	34%	(233)	8%	(57)	5%	(36)	680
2016 Vote: Donald Trump	48%	(357)	39%	(291)	8%	(57)	5%	(39)	744
2016 Vote: Other	40%	(59)	44%	(65)	9%	(13)	7%	(11)	147
2016 Vote: Didn't Vote	49%	(204)	33%	(139)	10%	(41)	8%	(33)	417
Voted in 2014: Yes	50%	(674)	37%	(503)	7%	(96)	5%	(71)	1344
Voted in 2014: No	46%	(301)	35%	(226)	11%	(73)	8%	(49)	648

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Table CMS12_11: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Has an upstanding reputation as a leader and as a person

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(975)	37%	(728)	8%	(169)	6%	(120)	1992
2012 Vote: Barack Obama	51%	(424)	36%	(295)	8%	(64)	5%	(43)	826
2012 Vote: Mitt Romney	46%	(252)	41%	(228)	7%	(38)	6%	(36)	553
2012 Vote: Other	54%	(44)	29%	(24)	9%	(7)	8%	(7)	81
2012 Vote: Didn't Vote	48%	(253)	34%	(179)	11%	(59)	7%	(35)	526
4-Region: Northeast	50%	(179)	33%	(118)	10%	(36)	6%	(22)	355
4-Region: Midwest	48%	(221)	37%	(167)	10%	(44)	5%	(25)	458
4-Region: South	52%	(386)	35%	(258)	8%	(59)	5%	(40)	744
4-Region: West	43%	(189)	42%	(184)	7%	(29)	8%	(33)	435
Sports fan	50%	(650)	36%	(473)	9%	(112)	5%	(66)	1301
Traveled outside of U.S. in past year 1+ times	46%	(176)	39%	(152)	9%	(34)	6%	(23)	385
Frequent Flyer	50%	(114)	36%	(83)	9%	(20)	6%	(13)	230

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

Table CMS12_12: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is the face of their company / brand

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	31%	(610)	37%	(728)	22%	(430)	11%	(224)	1992
Gender: Male	30%	(284)	35%	(322)	22%	(209)	13%	(117)	932
Gender: Female	31%	(325)	38%	(406)	21%	(221)	10%	(107)	1060
Age: 18-34	31%	(157)	31%	(153)	25%	(125)	13%	(65)	500
Age: 35-44	30%	(92)	38%	(115)	21%	(62)	11%	(34)	303
Age: 45-64	29%	(207)	40%	(288)	20%	(147)	11%	(82)	725
Age: 65+	33%	(153)	37%	(172)	21%	(96)	9%	(42)	463
GenZers: 1997-2012	34%	(70)	24%	(48)	27%	(56)	15%	(31)	205
Millennials: 1981-1996	29%	(128)	36%	(155)	23%	(99)	12%	(51)	434
GenXers: 1965-1980	31%	(154)	38%	(187)	21%	(106)	10%	(51)	498
Baby Boomers: 1946-1964	29%	(226)	39%	(311)	21%	(165)	11%	(86)	789
PID: Dem (no lean)	31%	(243)	34%	(265)	25%	(193)	9%	(71)	772
PID: Ind (no lean)	27%	(152)	34%	(191)	22%	(122)	17%	(94)	558
PID: Rep (no lean)	32%	(215)	41%	(273)	17%	(115)	9%	(59)	662
PID/Gender: Dem Men	34%	(100)	34%	(101)	23%	(68)	9%	(27)	297
PID/Gender: Dem Women	30%	(143)	35%	(164)	26%	(124)	9%	(43)	475
PID/Gender: Ind Men	25%	(74)	32%	(92)	24%	(70)	19%	(55)	292
PID/Gender: Ind Women	29%	(77)	37%	(98)	20%	(52)	14%	(38)	266
PID/Gender: Rep Men	32%	(110)	38%	(129)	20%	(70)	10%	(34)	343
PID/Gender: Rep Women	33%	(105)	45%	(144)	14%	(45)	8%	(25)	319
Ideo: Liberal (1-3)	31%	(181)	30%	(178)	28%	(163)	12%	(71)	593
Ideo: Moderate (4)	31%	(166)	41%	(224)	18%	(98)	10%	(56)	544
Ideo: Conservative (5-7)	31%	(225)	40%	(293)	19%	(139)	10%	(72)	729
Educ: < College	34%	(423)	37%	(459)	19%	(239)	11%	(132)	1253
Educ: Bachelors degree	26%	(123)	35%	(163)	27%	(126)	13%	(60)	471
Educ: Post-grad	24%	(64)	40%	(107)	24%	(65)	12%	(32)	268
Income: Under 50k	34%	(331)	34%	(332)	20%	(196)	12%	(115)	973
Income: 50k-100k	27%	(189)	40%	(276)	23%	(160)	9%	(65)	690
Income: 100k+	27%	(89)	37%	(121)	23%	(75)	13%	(44)	329
Ethnicity: White	29%	(469)	38%	(608)	21%	(346)	12%	(188)	1611

Continued on next page

Table CMS12_12: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is the face of their company / brand

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	31%	(610)	37%	(728)	22%	(430)	11%	(224)	1992
Ethnicity: Hispanic	36%	(70)	30%	(59)	24%	(47)	9%	(17)	193
Ethnicity: Afr. Am.	38%	(97)	30%	(76)	23%	(58)	9%	(22)	253
Ethnicity: Other	34%	(44)	34%	(44)	20%	(26)	11%	(14)	128
All Christian	32%	(327)	39%	(400)	19%	(199)	10%	(99)	1025
All Non-Christian	35%	(35)	32%	(32)	24%	(24)	9%	(9)	100
Atheist	17%	(16)	32%	(30)	32%	(30)	19%	(18)	95
Agnostic/Nothing in particular	30%	(232)	35%	(267)	23%	(176)	13%	(97)	772
Religious Non-Protestant/Catholic	32%	(44)	36%	(50)	22%	(31)	10%	(14)	139
Evangelical	33%	(178)	40%	(214)	18%	(94)	9%	(49)	534
Non-Evangelical	34%	(252)	36%	(267)	20%	(150)	10%	(78)	748
Community: Urban	33%	(165)	33%	(167)	23%	(114)	12%	(59)	504
Community: Suburban	30%	(307)	36%	(365)	23%	(229)	11%	(113)	1014
Community: Rural	29%	(138)	42%	(197)	18%	(87)	11%	(52)	474
Employ: Private Sector	31%	(197)	37%	(234)	22%	(137)	10%	(62)	631
Employ: Government	21%	(21)	39%	(39)	26%	(26)	14%	(14)	100
Employ: Self-Employed	30%	(41)	38%	(52)	20%	(27)	12%	(16)	136
Employ: Homemaker	33%	(43)	42%	(54)	17%	(22)	9%	(11)	131
Employ: Retired	30%	(158)	37%	(195)	21%	(107)	12%	(61)	521
Employ: Unemployed	34%	(79)	33%	(76)	22%	(52)	11%	(25)	233
Employ: Other	32%	(38)	33%	(39)	23%	(28)	12%	(14)	119
Military HH: Yes	31%	(100)	40%	(130)	19%	(61)	10%	(32)	323
Military HH: No	31%	(509)	36%	(599)	22%	(369)	11%	(192)	1669
RD/WT: Right Direction	34%	(238)	41%	(288)	15%	(106)	10%	(71)	703
RD/WT: Wrong Track	29%	(372)	34%	(441)	25%	(324)	12%	(152)	1289
Trump Job Approve	32%	(275)	40%	(346)	18%	(156)	10%	(89)	865
Trump Job Disapprove	30%	(324)	34%	(361)	25%	(268)	11%	(117)	1070

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Table CMS12_12: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is the face of their company / brand

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	31%	(610)	37%	(728)	22%	(430)	11%	(224)	1992
Trump Job Strongly Approve	37%	(179)	39%	(191)	15%	(72)	10%	(47)	489
Trump Job Somewhat Approve	25%	(95)	41%	(155)	22%	(83)	11%	(42)	376
Trump Job Somewhat Disapprove	26%	(58)	40%	(89)	23%	(51)	10%	(22)	219
Trump Job Strongly Disapprove	31%	(266)	32%	(272)	25%	(216)	11%	(96)	850
Favorable of Trump	32%	(269)	40%	(340)	18%	(157)	10%	(82)	848
Unfavorable of Trump	30%	(320)	34%	(362)	24%	(258)	12%	(126)	1067
Very Favorable of Trump	38%	(185)	38%	(187)	15%	(76)	9%	(44)	493
Somewhat Favorable of Trump	23%	(83)	43%	(153)	23%	(80)	11%	(38)	355
Somewhat Unfavorable of Trump	29%	(52)	40%	(70)	19%	(33)	13%	(22)	176
Very Unfavorable of Trump	30%	(269)	33%	(293)	25%	(226)	12%	(104)	891
#1 Issue: Economy	28%	(191)	40%	(268)	21%	(141)	11%	(75)	675
#1 Issue: Security	25%	(55)	42%	(94)	19%	(41)	14%	(32)	222
#1 Issue: Health Care	34%	(149)	34%	(147)	23%	(100)	10%	(43)	438
#1 Issue: Medicare / Social Security	35%	(107)	37%	(114)	18%	(54)	10%	(31)	305
#1 Issue: Women's Issues	32%	(29)	27%	(24)	32%	(28)	9%	(8)	89
#1 Issue: Education	32%	(33)	26%	(27)	25%	(26)	16%	(16)	103
#1 Issue: Energy	30%	(17)	32%	(18)	21%	(12)	17%	(10)	58
#1 Issue: Other	28%	(28)	37%	(37)	26%	(27)	9%	(10)	102
2018 House Vote: Democrat	32%	(240)	32%	(244)	25%	(191)	10%	(76)	750
2018 House Vote: Republican	30%	(205)	42%	(287)	18%	(122)	10%	(68)	683
2018 House Vote: Someone else	25%	(18)	38%	(27)	23%	(17)	13%	(10)	72
2016 Vote: Hillary Clinton	32%	(221)	34%	(230)	24%	(166)	9%	(63)	680
2016 Vote: Donald Trump	32%	(237)	42%	(312)	17%	(126)	9%	(69)	744
2016 Vote: Other	16%	(23)	41%	(60)	29%	(43)	15%	(22)	147
2016 Vote: Didn't Vote	31%	(128)	30%	(125)	23%	(96)	16%	(68)	417
Voted in 2014: Yes	31%	(418)	38%	(514)	21%	(283)	10%	(129)	1344
Voted in 2014: No	30%	(192)	33%	(215)	23%	(147)	15%	(95)	648

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Table CMS12_12: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is the face of their company / brand

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	31%	(610)	37%	(728)	22%	(430)	11%	(224)	1992
2012 Vote: Barack Obama	32%	(261)	36%	(295)	22%	(185)	10%	(85)	826
2012 Vote: Mitt Romney	29%	(158)	42%	(234)	18%	(98)	11%	(64)	553
2012 Vote: Other	20%	(16)	49%	(40)	21%	(17)	10%	(8)	81
2012 Vote: Didn't Vote	33%	(173)	30%	(157)	25%	(129)	13%	(67)	526
4-Region: Northeast	27%	(98)	38%	(135)	22%	(79)	12%	(44)	355
4-Region: Midwest	29%	(132)	36%	(167)	23%	(105)	12%	(55)	458
4-Region: South	34%	(252)	37%	(272)	21%	(154)	9%	(65)	744
4-Region: West	30%	(129)	36%	(155)	21%	(92)	14%	(60)	435
Sports fan	32%	(414)	38%	(490)	21%	(274)	9%	(123)	1301
Traveled outside of U.S. in past year 1+ times	30%	(115)	38%	(145)	22%	(86)	10%	(38)	385
Frequent Flyer	28%	(65)	33%	(77)	25%	(58)	13%	(30)	230

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

Table CMS12_13: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is trusted by company employees

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1160)	30%	(606)	6%	(113)	6%	(114)	1992
Gender: Male	54%	(502)	31%	(290)	7%	(69)	8%	(71)	932
Gender: Female	62%	(658)	30%	(316)	4%	(44)	4%	(43)	1060
Age: 18-34	57%	(287)	27%	(137)	7%	(35)	8%	(42)	500
Age: 35-44	54%	(164)	34%	(102)	8%	(24)	4%	(13)	303
Age: 45-64	57%	(411)	33%	(241)	5%	(36)	5%	(39)	725
Age: 65+	64%	(299)	27%	(126)	4%	(18)	4%	(20)	463
GenZers: 1997-2012	63%	(128)	23%	(47)	8%	(15)	7%	(14)	205
Millennials: 1981-1996	53%	(229)	32%	(140)	7%	(31)	8%	(34)	434
GenXers: 1965-1980	57%	(285)	32%	(157)	6%	(31)	5%	(25)	498
Baby Boomers: 1946-1964	60%	(470)	31%	(247)	4%	(34)	5%	(39)	789
PID: Dem (no lean)	61%	(473)	30%	(232)	5%	(40)	3%	(26)	772
PID: Ind (no lean)	56%	(314)	28%	(158)	6%	(34)	9%	(52)	558
PID: Rep (no lean)	56%	(372)	33%	(216)	6%	(38)	5%	(36)	662
PID/Gender: Dem Men	56%	(166)	33%	(99)	6%	(19)	4%	(13)	297
PID/Gender: Dem Women	65%	(307)	28%	(133)	5%	(22)	3%	(13)	475
PID/Gender: Ind Men	51%	(150)	29%	(86)	8%	(23)	12%	(34)	292
PID/Gender: Ind Women	62%	(165)	27%	(72)	4%	(12)	7%	(18)	266
PID/Gender: Rep Men	54%	(186)	31%	(105)	8%	(28)	7%	(24)	343
PID/Gender: Rep Women	58%	(186)	35%	(111)	3%	(11)	4%	(11)	319
Ideo: Liberal (1-3)	62%	(368)	28%	(165)	6%	(34)	4%	(25)	593
Ideo: Moderate (4)	57%	(311)	32%	(175)	5%	(29)	5%	(29)	544
Ideo: Conservative (5-7)	57%	(417)	32%	(231)	6%	(43)	5%	(37)	729
Educ: < College	61%	(765)	28%	(354)	5%	(58)	6%	(75)	1253
Educ: Bachelors degree	54%	(256)	33%	(154)	8%	(38)	5%	(24)	471
Educ: Post-grad	52%	(139)	37%	(99)	6%	(17)	5%	(14)	268
Income: Under 50k	58%	(561)	30%	(290)	5%	(53)	7%	(69)	973
Income: 50k-100k	61%	(420)	29%	(203)	6%	(40)	4%	(27)	690
Income: 100k+	54%	(179)	34%	(113)	6%	(19)	5%	(17)	329
Ethnicity: White	57%	(917)	32%	(517)	5%	(87)	6%	(90)	1611

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Table CMS12_13: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is trusted by company employees

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1160)	30%	(606)	6%	(113)	6%	(114)	1992
Ethnicity: Hispanic	59%	(113)	30%	(58)	8%	(15)	4%	(7)	193
Ethnicity: Afr. Am.	66%	(168)	21%	(54)	7%	(17)	6%	(14)	253
Ethnicity: Other	58%	(74)	28%	(35)	7%	(9)	8%	(10)	128
All Christian	60%	(611)	32%	(324)	5%	(50)	4%	(39)	1025
All Non-Christian	60%	(60)	28%	(28)	5%	(5)	7%	(7)	100
Atheist	55%	(53)	28%	(27)	8%	(8)	8%	(8)	95
Agnostic/Nothing in particular	56%	(436)	29%	(227)	6%	(49)	8%	(60)	772
Religious Non-Protestant/Catholic	55%	(76)	35%	(49)	5%	(7)	5%	(7)	139
Evangelical	61%	(327)	31%	(165)	4%	(21)	4%	(21)	534
Non-Evangelical	61%	(457)	28%	(211)	5%	(41)	5%	(38)	748
Community: Urban	59%	(297)	27%	(138)	7%	(36)	7%	(33)	504
Community: Suburban	58%	(589)	31%	(312)	5%	(54)	6%	(58)	1014
Community: Rural	58%	(274)	33%	(156)	5%	(22)	5%	(22)	474
Employ: Private Sector	54%	(342)	35%	(220)	6%	(40)	5%	(29)	631
Employ: Government	54%	(54)	32%	(32)	9%	(9)	6%	(6)	100
Employ: Self-Employed	51%	(69)	39%	(53)	6%	(8)	5%	(6)	136
Employ: Homemaker	59%	(78)	30%	(39)	6%	(8)	4%	(5)	131
Employ: Retired	59%	(305)	31%	(159)	4%	(22)	7%	(35)	521
Employ: Unemployed	70%	(164)	19%	(45)	5%	(13)	5%	(11)	233
Employ: Other	60%	(72)	25%	(30)	5%	(6)	10%	(12)	119
Military HH: Yes	61%	(198)	27%	(88)	5%	(16)	7%	(22)	323
Military HH: No	58%	(962)	31%	(518)	6%	(97)	5%	(92)	1669
RD/WT: Right Direction	57%	(398)	32%	(226)	5%	(38)	6%	(41)	703
RD/WT: Wrong Track	59%	(761)	30%	(381)	6%	(75)	6%	(72)	1289
Trump Job Approve	56%	(488)	32%	(278)	6%	(51)	6%	(48)	865
Trump Job Disapprove	61%	(655)	29%	(307)	5%	(57)	5%	(51)	1070

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Table CMS12_13: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is trusted by company employees

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1160)	30%	(606)	6%	(113)	6%	(114)	1992
Trump Job Strongly Approve	61%	(298)	27%	(133)	6%	(28)	6%	(31)	489
Trump Job Somewhat Approve	51%	(190)	39%	(145)	6%	(23)	5%	(17)	376
Trump Job Somewhat Disapprove	55%	(121)	35%	(77)	5%	(12)	4%	(9)	219
Trump Job Strongly Disapprove	63%	(534)	27%	(230)	5%	(45)	5%	(42)	850
Favorable of Trump	57%	(479)	32%	(272)	6%	(50)	5%	(47)	848
Unfavorable of Trump	61%	(654)	29%	(306)	5%	(55)	5%	(53)	1067
Very Favorable of Trump	62%	(303)	28%	(137)	5%	(26)	5%	(27)	493
Somewhat Favorable of Trump	50%	(176)	38%	(135)	7%	(24)	6%	(20)	355
Somewhat Unfavorable of Trump	57%	(100)	34%	(60)	3%	(5)	6%	(11)	176
Very Unfavorable of Trump	62%	(554)	28%	(246)	6%	(49)	5%	(42)	891
#1 Issue: Economy	57%	(387)	33%	(224)	6%	(42)	3%	(21)	675
#1 Issue: Security	51%	(112)	31%	(70)	8%	(18)	10%	(22)	222
#1 Issue: Health Care	60%	(262)	31%	(136)	5%	(22)	4%	(18)	438
#1 Issue: Medicare / Social Security	61%	(186)	29%	(89)	3%	(8)	7%	(22)	305
#1 Issue: Women's Issues	61%	(54)	31%	(28)	3%	(3)	5%	(4)	89
#1 Issue: Education	58%	(60)	23%	(24)	6%	(7)	12%	(12)	103
#1 Issue: Energy	56%	(33)	25%	(14)	13%	(8)	6%	(3)	58
#1 Issue: Other	64%	(65)	21%	(21)	5%	(6)	10%	(10)	102
2018 House Vote: Democrat	62%	(468)	28%	(211)	6%	(41)	4%	(30)	750
2018 House Vote: Republican	57%	(386)	33%	(228)	6%	(38)	5%	(32)	683
2018 House Vote: Someone else	50%	(36)	34%	(25)	7%	(5)	9%	(7)	72
2016 Vote: Hillary Clinton	61%	(416)	30%	(207)	4%	(28)	4%	(30)	680
2016 Vote: Donald Trump	59%	(437)	30%	(226)	6%	(45)	5%	(37)	744
2016 Vote: Other	47%	(69)	41%	(61)	6%	(9)	6%	(9)	147
2016 Vote: Didn't Vote	57%	(237)	27%	(113)	7%	(30)	9%	(38)	417
Voted in 2014: Yes	59%	(797)	31%	(418)	5%	(66)	5%	(62)	1344
Voted in 2014: No	56%	(363)	29%	(188)	7%	(46)	8%	(52)	648

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Table CMS12_13: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is trusted by company employees

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	58%	(1160)	30%	(606)	6%	(113)	6%	(114)	1992
2012 Vote: Barack Obama	62%	(510)	29%	(242)	5%	(38)	4%	(36)	826
2012 Vote: Mitt Romney	53%	(292)	35%	(195)	6%	(36)	6%	(31)	553
2012 Vote: Other	57%	(46)	32%	(26)	5%	(4)	6%	(5)	81
2012 Vote: Didn't Vote	58%	(307)	27%	(141)	7%	(36)	8%	(43)	526
4-Region: Northeast	60%	(212)	28%	(100)	7%	(25)	5%	(19)	355
4-Region: Midwest	57%	(261)	31%	(140)	7%	(32)	5%	(25)	458
4-Region: South	60%	(448)	29%	(219)	5%	(40)	5%	(37)	744
4-Region: West	55%	(239)	34%	(147)	4%	(16)	8%	(33)	435
Sports fan	58%	(756)	32%	(411)	5%	(70)	5%	(63)	1301
Traveled outside of U.S. in past year 1+ times	57%	(218)	31%	(119)	7%	(25)	6%	(23)	385
Frequent Flyer	55%	(127)	28%	(65)	10%	(23)	7%	(15)	230

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

Table CMS12_14: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is trusted by the general public

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	50%	(995)	36%	(725)	8%	(157)	6%	(115)	1992
Gender: Male	46%	(427)	37%	(349)	10%	(89)	7%	(67)	932
Gender: Female	54%	(567)	36%	(376)	6%	(68)	5%	(48)	1060
Age: 18-34	49%	(246)	32%	(158)	12%	(60)	7%	(37)	500
Age: 35-44	51%	(156)	35%	(106)	7%	(22)	7%	(20)	303
Age: 45-64	48%	(346)	40%	(293)	7%	(54)	5%	(33)	725
Age: 65+	53%	(247)	36%	(169)	5%	(23)	6%	(26)	463
GenZers: 1997-2012	56%	(114)	28%	(57)	10%	(20)	7%	(13)	205
Millennials: 1981-1996	46%	(199)	35%	(153)	12%	(52)	7%	(31)	434
GenXers: 1965-1980	50%	(247)	37%	(186)	8%	(38)	5%	(27)	498
Baby Boomers: 1946-1964	50%	(391)	39%	(311)	6%	(46)	5%	(40)	789
PID: Dem (no lean)	56%	(431)	32%	(250)	8%	(59)	4%	(32)	772
PID: Ind (no lean)	46%	(256)	37%	(207)	9%	(48)	8%	(47)	558
PID: Rep (no lean)	46%	(308)	40%	(268)	8%	(51)	6%	(36)	662
PID/Gender: Dem Men	52%	(154)	34%	(100)	9%	(26)	6%	(17)	297
PID/Gender: Dem Women	58%	(277)	32%	(150)	7%	(33)	3%	(15)	475
PID/Gender: Ind Men	41%	(120)	38%	(112)	10%	(30)	10%	(30)	292
PID/Gender: Ind Women	51%	(136)	36%	(95)	7%	(18)	6%	(17)	266
PID/Gender: Rep Men	45%	(153)	40%	(137)	10%	(33)	6%	(21)	343
PID/Gender: Rep Women	48%	(154)	41%	(131)	6%	(18)	5%	(16)	319
Ideo: Liberal (1-3)	55%	(327)	32%	(187)	8%	(50)	5%	(30)	593
Ideo: Moderate (4)	47%	(258)	40%	(220)	7%	(37)	5%	(29)	544
Ideo: Conservative (5-7)	48%	(350)	38%	(278)	9%	(63)	5%	(38)	729
Educ: < College	54%	(676)	34%	(421)	7%	(83)	6%	(72)	1253
Educ: Bachelors degree	44%	(207)	39%	(185)	11%	(52)	6%	(27)	471
Educ: Post-grad	42%	(111)	44%	(118)	8%	(22)	6%	(16)	268
Income: Under 50k	53%	(517)	33%	(316)	8%	(79)	6%	(60)	973
Income: 50k-100k	49%	(338)	39%	(266)	8%	(53)	5%	(33)	690
Income: 100k+	42%	(139)	43%	(143)	8%	(25)	7%	(22)	329
Ethnicity: White	49%	(782)	38%	(610)	8%	(126)	6%	(93)	1611

Continued on next page

Table CMS12_14: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is trusted by the general public*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	50%	(995)	36%	(725)	8%	(157)	6%	(115)	1992
Ethnicity: Hispanic	54%	(105)	37%	(71)	8%	(15)	1%	(2)	193
Ethnicity: Afr. Am.	58%	(147)	28%	(70)	9%	(23)	5%	(13)	253
Ethnicity: Other	51%	(65)	35%	(45)	7%	(9)	7%	(9)	128
All Christian	52%	(534)	36%	(371)	7%	(75)	4%	(45)	1025
All Non-Christian	53%	(53)	34%	(33)	10%	(10)	3%	(3)	100
Atheist	42%	(40)	32%	(31)	17%	(17)	8%	(8)	95
Agnostic/Nothing in particular	48%	(368)	38%	(290)	7%	(56)	8%	(59)	772
Religious Non-Protestant/Catholic	47%	(64)	40%	(55)	11%	(15)	3%	(4)	139
Evangelical	55%	(294)	34%	(180)	6%	(34)	5%	(26)	534
Non-Evangelical	52%	(392)	35%	(264)	7%	(54)	5%	(38)	748
Community: Urban	50%	(253)	33%	(166)	11%	(55)	6%	(30)	504
Community: Suburban	48%	(484)	40%	(402)	7%	(70)	6%	(58)	1014
Community: Rural	54%	(257)	33%	(158)	7%	(32)	6%	(27)	474
Employ: Private Sector	44%	(280)	42%	(266)	9%	(55)	5%	(29)	631
Employ: Government	43%	(43)	38%	(38)	9%	(9)	10%	(10)	100
Employ: Self-Employed	48%	(66)	36%	(49)	11%	(15)	5%	(7)	136
Employ: Homemaker	51%	(66)	36%	(47)	11%	(14)	3%	(4)	131
Employ: Retired	51%	(264)	37%	(191)	5%	(27)	7%	(39)	521
Employ: Unemployed	62%	(145)	27%	(63)	6%	(14)	5%	(11)	233
Employ: Other	52%	(62)	34%	(41)	8%	(10)	6%	(8)	119
Military HH: Yes	46%	(149)	42%	(135)	6%	(20)	6%	(19)	323
Military HH: No	51%	(846)	35%	(590)	8%	(137)	6%	(96)	1669
RD/WT: Right Direction	47%	(334)	39%	(274)	7%	(53)	6%	(42)	703
RD/WT: Wrong Track	51%	(661)	35%	(451)	8%	(105)	6%	(73)	1289
Trump Job Approve	47%	(410)	39%	(339)	8%	(67)	6%	(48)	865
Trump Job Disapprove	53%	(564)	35%	(371)	8%	(83)	5%	(52)	1070

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Table CMS12_14: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is trusted by the general public

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	50%	(995)	36%	(725)	8%	(157)	6%	(115)	1992
Trump Job Strongly Approve	51%	(251)	35%	(172)	7%	(35)	7%	(32)	489
Trump Job Somewhat Approve	42%	(160)	45%	(168)	9%	(33)	4%	(15)	376
Trump Job Somewhat Disapprove	43%	(94)	45%	(99)	7%	(14)	5%	(12)	219
Trump Job Strongly Disapprove	55%	(470)	32%	(271)	8%	(68)	5%	(41)	850
Favorable of Trump	48%	(408)	38%	(322)	8%	(71)	6%	(48)	848
Unfavorable of Trump	53%	(563)	35%	(370)	8%	(82)	5%	(52)	1067
Very Favorable of Trump	53%	(263)	34%	(168)	7%	(34)	6%	(28)	493
Somewhat Favorable of Trump	41%	(145)	43%	(154)	10%	(37)	6%	(20)	355
Somewhat Unfavorable of Trump	43%	(76)	43%	(76)	6%	(11)	7%	(13)	176
Very Unfavorable of Trump	55%	(487)	33%	(294)	8%	(70)	4%	(40)	891
#1 Issue: Economy	48%	(322)	39%	(265)	9%	(59)	4%	(28)	675
#1 Issue: Security	48%	(106)	37%	(83)	5%	(12)	10%	(21)	222
#1 Issue: Health Care	52%	(230)	34%	(150)	9%	(41)	4%	(18)	438
#1 Issue: Medicare / Social Security	54%	(166)	35%	(106)	4%	(13)	7%	(20)	305
#1 Issue: Women's Issues	57%	(51)	28%	(25)	8%	(7)	6%	(6)	89
#1 Issue: Education	44%	(45)	34%	(35)	9%	(9)	13%	(13)	103
#1 Issue: Energy	41%	(24)	44%	(25)	11%	(6)	4%	(2)	58
#1 Issue: Other	50%	(51)	35%	(36)	9%	(10)	6%	(6)	102
2018 House Vote: Democrat	53%	(396)	34%	(256)	9%	(67)	4%	(31)	750
2018 House Vote: Republican	45%	(310)	42%	(289)	7%	(49)	5%	(34)	683
2018 House Vote: Someone else	51%	(37)	31%	(23)	8%	(6)	10%	(7)	72
2016 Vote: Hillary Clinton	53%	(361)	34%	(235)	8%	(52)	5%	(32)	680
2016 Vote: Donald Trump	49%	(365)	38%	(286)	7%	(54)	5%	(40)	744
2016 Vote: Other	37%	(55)	46%	(68)	12%	(18)	5%	(7)	147
2016 Vote: Didn't Vote	51%	(212)	33%	(136)	8%	(34)	8%	(35)	417
Voted in 2014: Yes	49%	(664)	38%	(513)	8%	(102)	5%	(65)	1344
Voted in 2014: No	51%	(331)	33%	(212)	9%	(55)	8%	(50)	648

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Table CMS12_14: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is trusted by the general public*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	50%	(995)	36%	(725)	8%	(157)	6%	(115)	1992
2012 Vote: Barack Obama	52%	(430)	36%	(299)	8%	(63)	4%	(34)	826
2012 Vote: Mitt Romney	44%	(244)	42%	(234)	7%	(37)	7%	(39)	553
2012 Vote: Other	48%	(39)	35%	(29)	13%	(10)	4%	(3)	81
2012 Vote: Didn't Vote	53%	(278)	31%	(164)	9%	(46)	7%	(39)	526
4-Region: Northeast	51%	(180)	35%	(123)	10%	(34)	5%	(18)	355
4-Region: Midwest	49%	(226)	37%	(169)	8%	(37)	6%	(26)	458
4-Region: South	52%	(387)	35%	(258)	8%	(59)	5%	(41)	744
4-Region: West	46%	(202)	40%	(176)	6%	(27)	7%	(30)	435
Sports fan	50%	(656)	37%	(485)	8%	(99)	5%	(61)	1301
Traveled outside of U.S. in past year 1+ times	44%	(167)	42%	(160)	8%	(32)	7%	(25)	385
Frequent Flyer	44%	(100)	38%	(87)	12%	(27)	7%	(16)	230

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

Table CMS12_15: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Delivers shareholder value

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	32%	(630)	41%	(814)	17%	(345)	10%	(203)	1992
Gender: Male	32%	(300)	40%	(372)	17%	(160)	11%	(100)	932
Gender: Female	31%	(330)	42%	(442)	17%	(184)	10%	(104)	1060
Age: 18-34	37%	(187)	34%	(171)	19%	(94)	9%	(47)	500
Age: 35-44	32%	(96)	40%	(122)	16%	(47)	12%	(37)	303
Age: 45-64	28%	(200)	45%	(327)	17%	(124)	10%	(75)	725
Age: 65+	32%	(148)	42%	(193)	17%	(79)	9%	(43)	463
GenZers: 1997-2012	43%	(87)	31%	(63)	18%	(37)	8%	(16)	205
Millennials: 1981-1996	31%	(134)	39%	(171)	18%	(80)	11%	(49)	434
GenXers: 1965-1980	33%	(162)	41%	(204)	15%	(77)	11%	(56)	498
Baby Boomers: 1946-1964	28%	(222)	43%	(343)	19%	(147)	10%	(77)	789
PID: Dem (no lean)	31%	(243)	40%	(306)	19%	(148)	10%	(74)	772
PID: Ind (no lean)	30%	(167)	39%	(217)	17%	(97)	14%	(77)	558
PID: Rep (no lean)	33%	(220)	44%	(290)	15%	(99)	8%	(53)	662
PID/Gender: Dem Men	29%	(86)	41%	(123)	18%	(55)	11%	(33)	297
PID/Gender: Dem Women	33%	(157)	39%	(184)	20%	(93)	9%	(41)	475
PID/Gender: Ind Men	30%	(88)	38%	(111)	18%	(52)	14%	(41)	292
PID/Gender: Ind Women	30%	(79)	40%	(106)	17%	(45)	13%	(36)	266
PID/Gender: Rep Men	37%	(126)	40%	(138)	16%	(54)	8%	(26)	343
PID/Gender: Rep Women	29%	(94)	48%	(152)	14%	(46)	8%	(27)	319
Ideo: Liberal (1-3)	31%	(184)	38%	(223)	20%	(117)	12%	(68)	593
Ideo: Moderate (4)	32%	(172)	42%	(227)	17%	(94)	9%	(51)	544
Ideo: Conservative (5-7)	32%	(237)	45%	(325)	15%	(111)	8%	(56)	729
Educ: < College	34%	(428)	39%	(488)	17%	(211)	10%	(126)	1253
Educ: Bachelors degree	30%	(139)	40%	(190)	19%	(90)	11%	(52)	471
Educ: Post-grad	24%	(63)	51%	(136)	16%	(44)	9%	(25)	268
Income: Under 50k	32%	(313)	40%	(385)	17%	(167)	11%	(109)	973
Income: 50k-100k	32%	(222)	41%	(285)	18%	(127)	8%	(56)	690
Income: 100k+	29%	(96)	44%	(144)	15%	(51)	12%	(38)	329
Ethnicity: White	30%	(487)	42%	(677)	18%	(285)	10%	(162)	1611

Continued on next page

Table CMS12_15: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Delivers shareholder value

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	32%	(630)	41%	(814)	17%	(345)	10%	(203)	1992
Ethnicity: Hispanic	40%	(77)	35%	(67)	17%	(32)	9%	(17)	193
Ethnicity: Afr. Am.	40%	(102)	32%	(82)	17%	(42)	10%	(26)	253
Ethnicity: Other	32%	(41)	43%	(55)	14%	(18)	12%	(15)	128
All Christian	33%	(341)	43%	(436)	16%	(167)	8%	(81)	1025
All Non-Christian	35%	(35)	41%	(41)	15%	(15)	9%	(9)	100
Atheist	24%	(23)	37%	(35)	22%	(20)	18%	(17)	95
Agnostic/Nothing in particular	30%	(232)	39%	(302)	18%	(142)	12%	(96)	772
Religious Non-Protestant/Catholic	31%	(42)	42%	(58)	19%	(26)	9%	(12)	139
Evangelical	32%	(169)	43%	(232)	15%	(83)	9%	(50)	534
Non-Evangelical	34%	(255)	42%	(311)	16%	(117)	9%	(64)	748
Community: Urban	34%	(171)	36%	(183)	18%	(89)	12%	(61)	504
Community: Suburban	32%	(325)	41%	(411)	18%	(182)	9%	(96)	1014
Community: Rural	28%	(134)	46%	(220)	16%	(74)	10%	(47)	474
Employ: Private Sector	32%	(205)	41%	(256)	19%	(118)	8%	(52)	631
Employ: Government	30%	(30)	41%	(41)	20%	(20)	9%	(9)	100
Employ: Self-Employed	32%	(43)	36%	(49)	22%	(30)	10%	(13)	136
Employ: Homemaker	35%	(46)	43%	(56)	13%	(17)	9%	(12)	131
Employ: Retired	30%	(155)	44%	(231)	15%	(78)	11%	(58)	521
Employ: Unemployed	34%	(79)	36%	(84)	20%	(46)	10%	(24)	233
Employ: Other	28%	(33)	42%	(50)	14%	(17)	16%	(19)	119
Military HH: Yes	33%	(107)	42%	(134)	15%	(47)	11%	(34)	323
Military HH: No	31%	(523)	41%	(679)	18%	(297)	10%	(169)	1669
RD/WT: Right Direction	33%	(235)	45%	(317)	13%	(93)	8%	(58)	703
RD/WT: Wrong Track	31%	(396)	39%	(496)	19%	(251)	11%	(146)	1289
Trump Job Approve	33%	(286)	43%	(368)	16%	(141)	8%	(70)	865
Trump Job Disapprove	31%	(328)	40%	(427)	18%	(197)	11%	(118)	1070

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Table CMS12_15: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Delivers shareholder value

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	32%	(630)	41%	(814)	17%	(345)	10%	(203)	1992
Trump Job Strongly Approve	36%	(177)	40%	(194)	15%	(74)	9%	(44)	489
Trump Job Somewhat Approve	29%	(109)	46%	(174)	18%	(66)	7%	(27)	376
Trump Job Somewhat Disapprove	25%	(55)	50%	(110)	15%	(34)	9%	(20)	219
Trump Job Strongly Disapprove	32%	(273)	37%	(317)	19%	(163)	11%	(97)	850
Favorable of Trump	33%	(282)	43%	(367)	16%	(132)	8%	(67)	848
Unfavorable of Trump	31%	(327)	39%	(420)	19%	(201)	11%	(120)	1067
Very Favorable of Trump	37%	(182)	41%	(200)	14%	(71)	8%	(39)	493
Somewhat Favorable of Trump	28%	(100)	47%	(166)	17%	(61)	8%	(28)	355
Somewhat Unfavorable of Trump	21%	(36)	50%	(88)	18%	(32)	11%	(20)	176
Very Unfavorable of Trump	33%	(290)	37%	(331)	19%	(169)	11%	(101)	891
#1 Issue: Economy	33%	(225)	43%	(293)	15%	(102)	8%	(55)	675
#1 Issue: Security	28%	(62)	40%	(90)	21%	(46)	11%	(25)	222
#1 Issue: Health Care	31%	(137)	41%	(180)	18%	(80)	10%	(42)	438
#1 Issue: Medicare / Social Security	30%	(90)	44%	(134)	15%	(44)	12%	(36)	305
#1 Issue: Women's Issues	35%	(31)	34%	(30)	22%	(19)	9%	(8)	89
#1 Issue: Education	35%	(35)	31%	(32)	21%	(21)	14%	(14)	103
#1 Issue: Energy	31%	(18)	36%	(21)	21%	(12)	12%	(7)	58
#1 Issue: Other	31%	(32)	33%	(34)	20%	(20)	16%	(16)	102
2018 House Vote: Democrat	30%	(224)	40%	(297)	20%	(149)	11%	(80)	750
2018 House Vote: Republican	33%	(224)	43%	(295)	16%	(107)	8%	(58)	683
2018 House Vote: Someone else	27%	(19)	47%	(34)	15%	(11)	12%	(8)	72
2016 Vote: Hillary Clinton	30%	(203)	39%	(265)	19%	(133)	12%	(80)	680
2016 Vote: Donald Trump	33%	(244)	44%	(329)	15%	(109)	8%	(63)	744
2016 Vote: Other	23%	(34)	42%	(61)	23%	(34)	12%	(17)	147
2016 Vote: Didn't Vote	36%	(148)	38%	(158)	17%	(69)	10%	(42)	417
Voted in 2014: Yes	31%	(418)	43%	(576)	16%	(219)	10%	(131)	1344
Voted in 2014: No	33%	(212)	37%	(238)	19%	(126)	11%	(72)	648

Continued on next page

Table CMS12_15: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Delivers shareholder value

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	32%	(630)	41%	(814)	17%	(345)	10%	(203)	1992
2012 Vote: Barack Obama	31%	(252)	40%	(329)	19%	(155)	11%	(90)	826
2012 Vote: Mitt Romney	31%	(172)	45%	(251)	15%	(81)	9%	(50)	553
2012 Vote: Other	24%	(19)	48%	(39)	19%	(15)	9%	(8)	81
2012 Vote: Didn't Vote	35%	(186)	37%	(192)	18%	(94)	10%	(55)	526
4-Region: Northeast	32%	(112)	42%	(148)	18%	(65)	8%	(30)	355
4-Region: Midwest	29%	(131)	45%	(205)	18%	(81)	9%	(40)	458
4-Region: South	35%	(258)	40%	(300)	17%	(123)	8%	(63)	744
4-Region: West	30%	(129)	37%	(161)	17%	(75)	16%	(70)	435
Sports fan	33%	(435)	41%	(535)	17%	(223)	8%	(107)	1301
Traveled outside of U.S. in past year 1+ times	36%	(140)	39%	(151)	16%	(61)	8%	(32)	385
Frequent Flyer	33%	(75)	38%	(87)	20%	(46)	9%	(22)	230

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

Table CMS12_16: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is contributing positively to society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	52%	(1030)	35%	(695)	7%	(142)	6%	(125)	1992
Gender: Male	47%	(435)	36%	(338)	9%	(83)	8%	(76)	932
Gender: Female	56%	(595)	34%	(357)	6%	(59)	5%	(49)	1060
Age: 18-34	53%	(264)	30%	(149)	9%	(47)	8%	(41)	500
Age: 35-44	50%	(152)	35%	(107)	8%	(25)	6%	(18)	303
Age: 45-64	50%	(360)	39%	(283)	5%	(38)	6%	(44)	725
Age: 65+	55%	(254)	34%	(157)	7%	(31)	5%	(22)	463
GenZers: 1997-2012	57%	(116)	27%	(55)	10%	(20)	6%	(13)	205
Millennials: 1981-1996	49%	(214)	34%	(148)	8%	(37)	8%	(36)	434
GenXers: 1965-1980	51%	(253)	35%	(177)	8%	(39)	6%	(29)	498
Baby Boomers: 1946-1964	52%	(406)	38%	(296)	5%	(43)	6%	(44)	789
PID: Dem (no lean)	59%	(453)	31%	(242)	6%	(46)	4%	(30)	772
PID: Ind (no lean)	48%	(268)	34%	(188)	8%	(45)	10%	(57)	558
PID: Rep (no lean)	47%	(309)	40%	(266)	8%	(50)	6%	(38)	662
PID/Gender: Dem Men	52%	(154)	36%	(108)	7%	(21)	4%	(13)	297
PID/Gender: Dem Women	63%	(299)	28%	(134)	5%	(25)	4%	(17)	475
PID/Gender: Ind Men	43%	(126)	36%	(105)	9%	(26)	12%	(35)	292
PID/Gender: Ind Women	54%	(143)	31%	(82)	7%	(20)	8%	(21)	266
PID/Gender: Rep Men	45%	(155)	36%	(125)	10%	(36)	8%	(28)	343
PID/Gender: Rep Women	48%	(153)	44%	(141)	4%	(14)	3%	(10)	319
Ideo: Liberal (1-3)	62%	(366)	27%	(163)	6%	(35)	5%	(29)	593
Ideo: Moderate (4)	49%	(264)	39%	(212)	7%	(36)	6%	(32)	544
Ideo: Conservative (5-7)	48%	(347)	38%	(280)	8%	(62)	5%	(40)	729
Educ: < College	54%	(682)	32%	(405)	7%	(87)	6%	(79)	1253
Educ: Bachelors degree	49%	(231)	38%	(177)	7%	(32)	6%	(30)	471
Educ: Post-grad	44%	(117)	42%	(113)	8%	(22)	6%	(16)	268
Income: Under 50k	55%	(535)	32%	(307)	7%	(66)	7%	(65)	973
Income: 50k-100k	50%	(346)	38%	(262)	7%	(46)	5%	(36)	690
Income: 100k+	45%	(149)	38%	(126)	9%	(30)	7%	(24)	329
Ethnicity: White	50%	(809)	37%	(588)	7%	(113)	6%	(101)	1611

Continued on next page

Table CMS12_16: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is contributing positively to society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	52%	(1030)	35%	(695)	7%	(142)	6%	(125)	1992
Ethnicity: Hispanic	60%	(116)	28%	(54)	9%	(16)	4%	(7)	193
Ethnicity: Afr. Am.	60%	(151)	28%	(71)	8%	(20)	4%	(11)	253
Ethnicity: Other	55%	(70)	28%	(36)	7%	(9)	10%	(13)	128
All Christian	52%	(538)	36%	(365)	7%	(71)	5%	(51)	1025
All Non-Christian	54%	(54)	33%	(33)	7%	(7)	6%	(6)	100
Atheist	51%	(49)	31%	(30)	11%	(11)	6%	(6)	95
Agnostic/Nothing in particular	50%	(390)	35%	(267)	7%	(53)	8%	(62)	772
Religious Non-Protestant/Catholic	50%	(69)	38%	(52)	8%	(11)	5%	(7)	139
Evangelical	55%	(296)	34%	(184)	6%	(31)	4%	(23)	534
Non-Evangelical	53%	(400)	33%	(246)	7%	(52)	7%	(50)	748
Community: Urban	53%	(268)	32%	(162)	8%	(40)	7%	(34)	504
Community: Suburban	51%	(514)	35%	(360)	7%	(75)	6%	(65)	1014
Community: Rural	52%	(248)	37%	(173)	6%	(27)	6%	(26)	474
Employ: Private Sector	47%	(295)	40%	(254)	7%	(46)	6%	(35)	631
Employ: Government	53%	(53)	33%	(33)	4%	(4)	10%	(10)	100
Employ: Self-Employed	47%	(63)	36%	(49)	12%	(16)	5%	(7)	136
Employ: Homemaker	53%	(69)	33%	(44)	9%	(12)	5%	(6)	131
Employ: Retired	52%	(273)	36%	(188)	5%	(27)	6%	(33)	521
Employ: Unemployed	59%	(137)	28%	(65)	7%	(16)	7%	(16)	233
Employ: Other	53%	(63)	30%	(36)	11%	(13)	7%	(8)	119
Military HH: Yes	50%	(162)	37%	(120)	6%	(21)	6%	(20)	323
Military HH: No	52%	(868)	34%	(575)	7%	(121)	6%	(105)	1669
RD/WT: Right Direction	47%	(327)	39%	(277)	8%	(54)	6%	(45)	703
RD/WT: Wrong Track	55%	(703)	32%	(418)	7%	(88)	6%	(80)	1289
Trump Job Approve	45%	(391)	40%	(345)	8%	(69)	7%	(60)	865
Trump Job Disapprove	58%	(623)	31%	(332)	6%	(65)	5%	(50)	1070

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Table CMS12_16: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is contributing positively to society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	52%	(1030)	35%	(695)	7%	(142)	6%	(125)	1992
Trump Job Strongly Approve	50%	(243)	36%	(178)	7%	(35)	7%	(34)	489
Trump Job Somewhat Approve	39%	(148)	45%	(168)	9%	(34)	7%	(26)	376
Trump Job Somewhat Disapprove	45%	(99)	42%	(91)	9%	(20)	4%	(9)	219
Trump Job Strongly Disapprove	62%	(524)	28%	(241)	5%	(45)	5%	(40)	850
Favorable of Trump	46%	(394)	38%	(326)	8%	(70)	7%	(58)	848
Unfavorable of Trump	57%	(608)	32%	(340)	6%	(66)	5%	(53)	1067
Very Favorable of Trump	52%	(254)	36%	(176)	6%	(31)	6%	(31)	493
Somewhat Favorable of Trump	39%	(140)	42%	(149)	11%	(39)	8%	(27)	355
Somewhat Unfavorable of Trump	41%	(73)	45%	(79)	6%	(11)	7%	(13)	176
Very Unfavorable of Trump	60%	(535)	29%	(261)	6%	(55)	4%	(40)	891
#1 Issue: Economy	48%	(325)	38%	(258)	8%	(52)	6%	(40)	675
#1 Issue: Security	42%	(93)	39%	(86)	10%	(22)	10%	(22)	222
#1 Issue: Health Care	56%	(246)	33%	(146)	7%	(29)	4%	(18)	438
#1 Issue: Medicare / Social Security	53%	(163)	36%	(111)	4%	(11)	7%	(20)	305
#1 Issue: Women's Issues	63%	(56)	26%	(23)	5%	(5)	6%	(5)	89
#1 Issue: Education	54%	(55)	25%	(25)	8%	(8)	14%	(14)	103
#1 Issue: Energy	58%	(34)	34%	(20)	5%	(3)	2%	(1)	58
#1 Issue: Other	57%	(58)	26%	(26)	12%	(12)	6%	(6)	102
2018 House Vote: Democrat	59%	(440)	31%	(231)	7%	(50)	4%	(29)	750
2018 House Vote: Republican	47%	(320)	39%	(267)	8%	(57)	6%	(39)	683
2018 House Vote: Someone else	47%	(34)	37%	(27)	4%	(3)	12%	(8)	72
2016 Vote: Hillary Clinton	58%	(394)	32%	(219)	6%	(39)	4%	(29)	680
2016 Vote: Donald Trump	47%	(353)	39%	(288)	8%	(58)	6%	(45)	744
2016 Vote: Other	44%	(65)	43%	(64)	7%	(10)	6%	(9)	147
2016 Vote: Didn't Vote	52%	(216)	30%	(124)	8%	(35)	10%	(42)	417
Voted in 2014: Yes	53%	(718)	35%	(476)	6%	(81)	5%	(69)	1344
Voted in 2014: No	48%	(313)	34%	(219)	9%	(60)	9%	(56)	648

Continued on next page

Table CMS12_16: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is contributing positively to society

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	52%	(1030)	35%	(695)	7%	(142)	6%	(125)	1992
2012 Vote: Barack Obama	57%	(468)	33%	(270)	6%	(49)	5%	(39)	826
2012 Vote: Mitt Romney	44%	(246)	41%	(228)	8%	(42)	7%	(37)	553
2012 Vote: Other	51%	(42)	35%	(29)	5%	(4)	9%	(7)	81
2012 Vote: Didn't Vote	51%	(271)	32%	(167)	9%	(47)	8%	(42)	526
4-Region: Northeast	50%	(176)	36%	(129)	9%	(33)	5%	(18)	355
4-Region: Midwest	51%	(233)	36%	(163)	8%	(36)	6%	(26)	458
4-Region: South	55%	(410)	33%	(246)	6%	(42)	6%	(46)	744
4-Region: West	49%	(212)	36%	(157)	7%	(32)	8%	(35)	435
Sports fan	51%	(666)	37%	(477)	6%	(83)	6%	(74)	1301
Traveled outside of U.S. in past year 1+ times	46%	(175)	41%	(157)	7%	(25)	7%	(27)	385
Frequent Flyer	46%	(107)	38%	(87)	10%	(23)	6%	(13)	230

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

Table CMS13_1: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has a track record of success

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	43%	(847)	41%	(811)	10%	(202)	7%	(133)	1992
Gender: Male	42%	(391)	39%	(367)	11%	(102)	8%	(72)	932
Gender: Female	43%	(456)	42%	(444)	9%	(99)	6%	(60)	1060
Age: 18-34	40%	(199)	38%	(192)	13%	(67)	8%	(42)	500
Age: 35-44	44%	(132)	39%	(119)	11%	(32)	7%	(20)	303
Age: 45-64	39%	(286)	44%	(322)	10%	(71)	7%	(47)	725
Age: 65+	50%	(231)	38%	(178)	7%	(31)	5%	(24)	463
GenZers: 1997-2012	37%	(75)	41%	(84)	14%	(29)	8%	(16)	205
Millennials: 1981-1996	40%	(175)	39%	(171)	12%	(52)	8%	(36)	434
GenXers: 1965-1980	44%	(220)	40%	(199)	10%	(48)	6%	(30)	498
Baby Boomers: 1946-1964	43%	(342)	41%	(328)	9%	(72)	6%	(47)	789
PID: Dem (no lean)	45%	(349)	39%	(301)	11%	(81)	5%	(41)	772
PID: Ind (no lean)	36%	(202)	42%	(237)	11%	(63)	10%	(56)	558
PID: Rep (no lean)	45%	(296)	41%	(273)	9%	(57)	5%	(36)	662
PID/Gender: Dem Men	45%	(132)	39%	(116)	10%	(31)	6%	(18)	297
PID/Gender: Dem Women	46%	(217)	39%	(185)	11%	(50)	5%	(23)	475
PID/Gender: Ind Men	34%	(99)	43%	(127)	12%	(36)	10%	(30)	292
PID/Gender: Ind Women	39%	(103)	41%	(110)	10%	(27)	10%	(26)	266
PID/Gender: Rep Men	46%	(159)	36%	(125)	10%	(35)	7%	(24)	343
PID/Gender: Rep Women	43%	(137)	47%	(149)	7%	(22)	4%	(12)	319
Ideo: Liberal (1-3)	43%	(255)	39%	(232)	11%	(66)	7%	(41)	593
Ideo: Moderate (4)	40%	(218)	45%	(244)	10%	(54)	5%	(28)	544
Ideo: Conservative (5-7)	45%	(329)	40%	(293)	9%	(62)	6%	(45)	729
Educ: < College	45%	(561)	40%	(495)	9%	(107)	7%	(90)	1253
Educ: Bachelors degree	38%	(177)	44%	(209)	13%	(61)	5%	(25)	471
Educ: Post-grad	41%	(109)	40%	(106)	13%	(34)	7%	(19)	268
Income: Under 50k	44%	(424)	38%	(372)	11%	(102)	8%	(75)	973
Income: 50k-100k	43%	(298)	42%	(291)	9%	(64)	5%	(38)	690
Income: 100k+	38%	(125)	45%	(148)	11%	(36)	6%	(20)	329
Ethnicity: White	42%	(681)	41%	(664)	10%	(159)	7%	(106)	1611

Continued on next page

Table CMS13_1: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has a track record of success

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	43%	(847)	41%	(811)	10%	(202)	7%	(133)	1992
Ethnicity: Hispanic	42%	(82)	42%	(81)	12%	(23)	3%	(7)	193
Ethnicity: Afr. Am.	45%	(114)	37%	(94)	12%	(30)	6%	(16)	253
Ethnicity: Other	41%	(52)	41%	(53)	10%	(13)	8%	(11)	128
All Christian	45%	(459)	40%	(407)	10%	(101)	6%	(58)	1025
All Non-Christian	43%	(43)	44%	(44)	6%	(6)	6%	(6)	100
Atheist	32%	(31)	46%	(44)	9%	(8)	13%	(12)	95
Agnostic/Nothing in particular	41%	(314)	41%	(316)	11%	(85)	7%	(57)	772
Religious Non-Protestant/Catholic	42%	(58)	46%	(63)	7%	(10)	5%	(7)	139
Evangelical	44%	(236)	41%	(221)	9%	(46)	6%	(31)	534
Non-Evangelical	45%	(333)	39%	(289)	11%	(79)	6%	(47)	748
Community: Urban	42%	(214)	39%	(197)	11%	(56)	7%	(37)	504
Community: Suburban	43%	(432)	41%	(415)	10%	(103)	6%	(64)	1014
Community: Rural	42%	(201)	42%	(198)	9%	(43)	7%	(32)	474
Employ: Private Sector	40%	(254)	44%	(276)	12%	(74)	4%	(27)	631
Employ: Government	33%	(33)	46%	(46)	9%	(9)	13%	(13)	100
Employ: Self-Employed	39%	(53)	42%	(58)	13%	(17)	6%	(8)	136
Employ: Homemaker	40%	(53)	41%	(54)	13%	(17)	6%	(8)	131
Employ: Retired	47%	(244)	38%	(196)	8%	(44)	7%	(37)	521
Employ: Unemployed	46%	(108)	39%	(91)	7%	(16)	8%	(18)	233
Employ: Other	43%	(51)	35%	(42)	13%	(15)	9%	(11)	119
Military HH: Yes	46%	(148)	39%	(127)	9%	(31)	5%	(18)	323
Military HH: No	42%	(699)	41%	(683)	10%	(171)	7%	(115)	1669
RD/WT: Right Direction	44%	(306)	42%	(295)	8%	(58)	6%	(43)	703
RD/WT: Wrong Track	42%	(541)	40%	(515)	11%	(143)	7%	(90)	1289
Trump Job Approve	44%	(378)	42%	(365)	8%	(73)	6%	(49)	865
Trump Job Disapprove	42%	(451)	40%	(426)	12%	(124)	6%	(68)	1070

Continued on next page

Table CMS13_1: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has a track record of success

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	43%	(847)	41%	(811)	10%	(202)	7%	(133)	1992
Trump Job Strongly Approve	47%	(232)	40%	(196)	7%	(33)	6%	(28)	489
Trump Job Somewhat Approve	39%	(146)	45%	(169)	11%	(41)	5%	(21)	376
Trump Job Somewhat Disapprove	38%	(84)	44%	(96)	13%	(28)	5%	(12)	219
Trump Job Strongly Disapprove	43%	(367)	39%	(331)	11%	(97)	7%	(56)	850
Favorable of Trump	45%	(382)	41%	(345)	8%	(72)	6%	(49)	848
Unfavorable of Trump	41%	(442)	41%	(433)	12%	(123)	6%	(69)	1067
Very Favorable of Trump	50%	(247)	39%	(191)	6%	(30)	5%	(25)	493
Somewhat Favorable of Trump	38%	(134)	43%	(154)	12%	(42)	7%	(24)	355
Somewhat Unfavorable of Trump	39%	(69)	44%	(77)	10%	(17)	7%	(13)	176
Very Unfavorable of Trump	42%	(373)	40%	(356)	12%	(106)	6%	(56)	891
#1 Issue: Economy	42%	(286)	44%	(294)	9%	(62)	5%	(33)	675
#1 Issue: Security	39%	(88)	38%	(84)	13%	(28)	10%	(22)	222
#1 Issue: Health Care	43%	(189)	42%	(185)	9%	(40)	6%	(24)	438
#1 Issue: Medicare / Social Security	46%	(141)	40%	(123)	7%	(23)	6%	(19)	305
#1 Issue: Women's Issues	50%	(45)	35%	(31)	7%	(6)	8%	(7)	89
#1 Issue: Education	35%	(36)	33%	(34)	21%	(22)	11%	(11)	103
#1 Issue: Energy	41%	(24)	37%	(21)	16%	(9)	6%	(3)	58
#1 Issue: Other	39%	(40)	38%	(39)	10%	(11)	12%	(12)	102
2018 House Vote: Democrat	44%	(327)	40%	(302)	10%	(73)	6%	(48)	750
2018 House Vote: Republican	45%	(308)	41%	(278)	10%	(69)	4%	(28)	683
2018 House Vote: Someone else	38%	(28)	39%	(28)	13%	(9)	10%	(7)	72
2016 Vote: Hillary Clinton	44%	(301)	40%	(273)	9%	(65)	6%	(42)	680
2016 Vote: Donald Trump	46%	(345)	40%	(299)	8%	(63)	5%	(37)	744
2016 Vote: Other	29%	(43)	52%	(76)	12%	(18)	7%	(10)	147
2016 Vote: Didn't Vote	38%	(158)	39%	(162)	13%	(56)	10%	(42)	417
Voted in 2014: Yes	45%	(606)	41%	(548)	9%	(117)	5%	(73)	1344
Voted in 2014: No	37%	(241)	40%	(262)	13%	(85)	9%	(60)	648

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Table CMS13_1: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has a track record of success

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	43%	(847)	41%	(811)	10%	(202)	7%	(133)	1992
2012 Vote: Barack Obama	44%	(360)	41%	(342)	9%	(74)	6%	(50)	826
2012 Vote: Mitt Romney	44%	(246)	41%	(227)	9%	(48)	6%	(33)	553
2012 Vote: Other	41%	(33)	46%	(37)	8%	(7)	5%	(4)	81
2012 Vote: Didn't Vote	39%	(204)	39%	(204)	14%	(73)	9%	(46)	526
4-Region: Northeast	40%	(144)	41%	(145)	11%	(39)	8%	(28)	355
4-Region: Midwest	41%	(186)	42%	(194)	11%	(51)	6%	(27)	458
4-Region: South	46%	(345)	39%	(290)	8%	(60)	7%	(49)	744
4-Region: West	40%	(172)	42%	(182)	12%	(52)	7%	(29)	435
Sports fan	43%	(561)	41%	(539)	10%	(134)	5%	(67)	1301
Traveled outside of U.S. in past year 1+ times	41%	(160)	42%	(162)	11%	(41)	6%	(23)	385
Frequent Flyer	36%	(84)	46%	(107)	12%	(27)	6%	(13)	230

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

Table CMS13_2: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Has played a critical role in getting the company to where it is today

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	40%	(800)	40%	(794)	12%	(243)	8%	(155)	1992
Gender: Male	37%	(343)	41%	(381)	13%	(119)	10%	(90)	932
Gender: Female	43%	(457)	39%	(413)	12%	(124)	6%	(65)	1060
Age: 18-34	42%	(208)	38%	(189)	12%	(60)	9%	(44)	500
Age: 35-44	35%	(106)	43%	(129)	14%	(42)	8%	(25)	303
Age: 45-64	37%	(270)	42%	(302)	13%	(92)	8%	(61)	725
Age: 65+	47%	(216)	37%	(173)	11%	(49)	5%	(25)	463
GenZers: 1997-2012	43%	(89)	37%	(76)	11%	(22)	9%	(18)	205
Millennials: 1981-1996	38%	(166)	40%	(173)	13%	(58)	9%	(37)	434
GenXers: 1965-1980	38%	(187)	42%	(211)	12%	(57)	9%	(43)	498
Baby Boomers: 1946-1964	41%	(322)	39%	(309)	13%	(105)	7%	(53)	789
PID: Dem (no lean)	45%	(343)	37%	(282)	12%	(96)	6%	(50)	772
PID: Ind (no lean)	34%	(187)	40%	(222)	14%	(78)	13%	(70)	558
PID: Rep (no lean)	41%	(270)	44%	(289)	10%	(69)	5%	(35)	662
PID/Gender: Dem Men	39%	(117)	40%	(118)	12%	(37)	8%	(25)	297
PID/Gender: Dem Women	48%	(226)	35%	(165)	12%	(59)	5%	(25)	475
PID/Gender: Ind Men	29%	(84)	42%	(122)	15%	(43)	15%	(43)	292
PID/Gender: Ind Women	39%	(103)	38%	(100)	13%	(36)	10%	(27)	266
PID/Gender: Rep Men	41%	(142)	41%	(141)	12%	(40)	6%	(21)	343
PID/Gender: Rep Women	40%	(128)	46%	(148)	9%	(29)	4%	(14)	319
Ideo: Liberal (1-3)	40%	(239)	39%	(230)	12%	(74)	8%	(50)	593
Ideo: Moderate (4)	41%	(225)	40%	(216)	13%	(69)	6%	(33)	544
Ideo: Conservative (5-7)	40%	(293)	42%	(308)	11%	(82)	6%	(47)	729
Educ: < College	44%	(555)	38%	(477)	10%	(121)	8%	(99)	1253
Educ: Bachelors degree	33%	(157)	43%	(203)	16%	(76)	8%	(35)	471
Educ: Post-grad	33%	(89)	42%	(113)	17%	(46)	8%	(20)	268
Income: Under 50k	44%	(431)	37%	(362)	10%	(93)	9%	(87)	973
Income: 50k-100k	36%	(250)	43%	(297)	15%	(102)	6%	(41)	690
Income: 100k+	36%	(119)	41%	(135)	14%	(48)	8%	(27)	329
Ethnicity: White	38%	(615)	41%	(667)	12%	(201)	8%	(128)	1611

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Table CMS13_2: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has played a critical role in getting the company to where it is today

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	40%	(800)	40%	(794)	12%	(243)	8%	(155)	1992
Ethnicity: Hispanic	39%	(75)	42%	(80)	14%	(27)	5%	(11)	193
Ethnicity: Afr. Am.	51%	(130)	31%	(78)	13%	(32)	5%	(13)	253
Ethnicity: Other	43%	(55)	38%	(49)	8%	(11)	10%	(13)	128
All Christian	42%	(430)	39%	(404)	13%	(130)	6%	(62)	1025
All Non-Christian	45%	(45)	35%	(35)	14%	(14)	7%	(7)	100
Atheist	28%	(26)	44%	(42)	13%	(12)	15%	(15)	95
Agnostic/Nothing in particular	39%	(300)	41%	(313)	11%	(87)	9%	(72)	772
Religious Non-Protestant/Catholic	40%	(55)	39%	(54)	16%	(22)	5%	(7)	139
Evangelical	41%	(219)	41%	(221)	11%	(58)	7%	(36)	534
Non-Evangelical	44%	(328)	37%	(276)	12%	(92)	7%	(52)	748
Community: Urban	42%	(213)	37%	(185)	13%	(65)	8%	(42)	504
Community: Suburban	39%	(393)	41%	(419)	12%	(122)	8%	(80)	1014
Community: Rural	41%	(195)	40%	(190)	12%	(56)	7%	(33)	474
Employ: Private Sector	37%	(236)	44%	(276)	12%	(79)	6%	(41)	631
Employ: Government	25%	(26)	47%	(48)	16%	(16)	11%	(11)	100
Employ: Self-Employed	38%	(52)	39%	(53)	16%	(21)	7%	(10)	136
Employ: Homemaker	42%	(55)	36%	(47)	16%	(21)	6%	(8)	131
Employ: Retired	43%	(222)	40%	(206)	10%	(52)	8%	(41)	521
Employ: Unemployed	45%	(105)	34%	(80)	12%	(28)	9%	(21)	233
Employ: Other	42%	(50)	36%	(43)	13%	(15)	10%	(12)	119
Military HH: Yes	38%	(124)	44%	(143)	12%	(38)	6%	(19)	323
Military HH: No	41%	(676)	39%	(651)	12%	(205)	8%	(136)	1669
RD/WT: Right Direction	40%	(283)	44%	(310)	9%	(65)	6%	(45)	703
RD/WT: Wrong Track	40%	(517)	38%	(484)	14%	(178)	9%	(110)	1289
Trump Job Approve	39%	(336)	44%	(382)	10%	(86)	7%	(61)	865
Trump Job Disapprove	42%	(447)	37%	(394)	14%	(149)	7%	(80)	1070

Continued on next page

Table CMS13_2: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has played a critical role in getting the company to where it is today

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	40%	(800)	40%	(794)	12%	(243)	8%	(155)	1992
Trump Job Strongly Approve	42%	(205)	43%	(209)	8%	(39)	8%	(37)	489
Trump Job Somewhat Approve	35%	(131)	46%	(173)	13%	(47)	6%	(24)	376
Trump Job Somewhat Disapprove	36%	(79)	42%	(92)	14%	(30)	8%	(18)	219
Trump Job Strongly Disapprove	43%	(369)	35%	(301)	14%	(119)	7%	(62)	850
Favorable of Trump	40%	(337)	43%	(367)	10%	(86)	7%	(58)	848
Unfavorable of Trump	41%	(439)	37%	(396)	14%	(149)	8%	(83)	1067
Very Favorable of Trump	45%	(220)	41%	(200)	8%	(40)	7%	(33)	493
Somewhat Favorable of Trump	33%	(117)	47%	(167)	13%	(47)	7%	(25)	355
Somewhat Unfavorable of Trump	35%	(61)	43%	(75)	13%	(24)	9%	(16)	176
Very Unfavorable of Trump	42%	(379)	36%	(321)	14%	(125)	7%	(66)	891
#1 Issue: Economy	41%	(278)	40%	(267)	13%	(91)	6%	(39)	675
#1 Issue: Security	37%	(82)	41%	(91)	12%	(26)	10%	(23)	222
#1 Issue: Health Care	40%	(175)	39%	(172)	15%	(64)	6%	(28)	438
#1 Issue: Medicare / Social Security	44%	(133)	43%	(130)	6%	(19)	8%	(24)	305
#1 Issue: Women's Issues	39%	(35)	33%	(30)	15%	(14)	12%	(11)	89
#1 Issue: Education	39%	(40)	36%	(37)	15%	(15)	10%	(11)	103
#1 Issue: Energy	36%	(21)	40%	(23)	10%	(6)	13%	(8)	58
#1 Issue: Other	36%	(37)	44%	(45)	9%	(9)	12%	(12)	102
2018 House Vote: Democrat	43%	(323)	36%	(272)	13%	(96)	8%	(60)	750
2018 House Vote: Republican	39%	(270)	44%	(298)	12%	(80)	5%	(36)	683
2018 House Vote: Someone else	38%	(27)	39%	(28)	11%	(8)	13%	(9)	72
2016 Vote: Hillary Clinton	44%	(297)	37%	(249)	12%	(85)	7%	(49)	680
2016 Vote: Donald Trump	42%	(309)	42%	(311)	10%	(77)	6%	(47)	744
2016 Vote: Other	25%	(36)	51%	(75)	14%	(21)	11%	(16)	147
2016 Vote: Didn't Vote	37%	(156)	38%	(159)	14%	(60)	10%	(43)	417
Voted in 2014: Yes	42%	(559)	40%	(540)	11%	(151)	7%	(93)	1344
Voted in 2014: No	37%	(241)	39%	(254)	14%	(92)	10%	(62)	648

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Table CMS13_2: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has played a critical role in getting the company to where it is today

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	40%	(800)	40%	(794)	12%	(243)	8%	(155)	1992
2012 Vote: Barack Obama	43%	(356)	37%	(305)	13%	(104)	8%	(62)	826
2012 Vote: Mitt Romney	37%	(207)	44%	(241)	12%	(67)	7%	(37)	553
2012 Vote: Other	28%	(23)	54%	(44)	10%	(8)	8%	(7)	81
2012 Vote: Didn't Vote	40%	(212)	38%	(202)	12%	(63)	9%	(49)	526
4-Region: Northeast	36%	(130)	40%	(142)	16%	(56)	8%	(28)	355
4-Region: Midwest	40%	(184)	39%	(180)	14%	(66)	6%	(27)	458
4-Region: South	45%	(331)	40%	(295)	9%	(65)	7%	(52)	744
4-Region: West	36%	(155)	40%	(176)	13%	(56)	11%	(49)	435
Sports fan	41%	(532)	40%	(521)	13%	(165)	6%	(82)	1301
Traveled outside of U.S. in past year 1+ times	37%	(143)	44%	(170)	12%	(47)	7%	(26)	385
Frequent Flyer	35%	(81)	45%	(103)	13%	(30)	7%	(16)	230

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

Table CMS13_3: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Has successfully managed their company through challenging times

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	50%	(994)	36%	(721)	8%	(154)	6%	(123)	1992
Gender: Male	46%	(433)	37%	(344)	8%	(79)	8%	(77)	932
Gender: Female	53%	(561)	36%	(377)	7%	(76)	4%	(46)	1060
Age: 18-34	45%	(227)	38%	(193)	9%	(46)	7%	(35)	500
Age: 35-44	52%	(156)	34%	(102)	9%	(27)	6%	(17)	303
Age: 45-64	47%	(344)	39%	(281)	7%	(53)	7%	(48)	725
Age: 65+	58%	(267)	31%	(146)	6%	(29)	5%	(22)	463
GenZers: 1997-2012	47%	(97)	40%	(81)	7%	(14)	6%	(12)	205
Millennials: 1981-1996	46%	(202)	36%	(157)	10%	(44)	7%	(32)	434
GenXers: 1965-1980	50%	(247)	37%	(183)	7%	(37)	6%	(31)	498
Baby Boomers: 1946-1964	51%	(404)	36%	(281)	7%	(59)	6%	(45)	789
PID: Dem (no lean)	53%	(413)	34%	(266)	7%	(57)	5%	(36)	772
PID: Ind (no lean)	44%	(246)	36%	(204)	9%	(53)	10%	(55)	558
PID: Rep (no lean)	51%	(335)	38%	(251)	7%	(44)	5%	(32)	662
PID/Gender: Dem Men	48%	(142)	38%	(114)	8%	(24)	6%	(17)	297
PID/Gender: Dem Women	57%	(270)	32%	(152)	7%	(34)	4%	(18)	475
PID/Gender: Ind Men	41%	(119)	37%	(109)	9%	(27)	12%	(36)	292
PID/Gender: Ind Women	48%	(127)	36%	(95)	10%	(26)	7%	(19)	266
PID/Gender: Rep Men	50%	(172)	35%	(121)	8%	(28)	7%	(23)	343
PID/Gender: Rep Women	51%	(164)	41%	(130)	5%	(16)	3%	(9)	319
Ideo: Liberal (1-3)	52%	(311)	34%	(204)	8%	(45)	6%	(34)	593
Ideo: Moderate (4)	48%	(263)	39%	(214)	7%	(37)	5%	(30)	544
Ideo: Conservative (5-7)	51%	(369)	36%	(259)	9%	(63)	5%	(38)	729
Educ: < College	51%	(642)	35%	(436)	8%	(95)	6%	(79)	1253
Educ: Bachelors degree	48%	(228)	38%	(181)	7%	(34)	6%	(28)	471
Educ: Post-grad	46%	(124)	39%	(104)	9%	(25)	6%	(15)	268
Income: Under 50k	51%	(494)	35%	(336)	8%	(74)	7%	(69)	973
Income: 50k-100k	49%	(341)	37%	(258)	8%	(54)	5%	(37)	690
Income: 100k+	48%	(159)	39%	(127)	8%	(26)	5%	(17)	329
Ethnicity: White	49%	(793)	36%	(588)	8%	(128)	6%	(102)	1611

Continued on next page

Table CMS13_3: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has successfully managed their company through challenging times

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	50%	(994)	36%	(721)	8%	(154)	6%	(123)	1992
Ethnicity: Hispanic	52%	(101)	36%	(69)	8%	(16)	4%	(7)	193
Ethnicity: Afr. Am.	55%	(138)	34%	(85)	7%	(18)	4%	(11)	253
Ethnicity: Other	49%	(63)	37%	(48)	6%	(8)	8%	(10)	128
All Christian	53%	(540)	34%	(353)	9%	(89)	4%	(43)	1025
All Non-Christian	48%	(48)	38%	(38)	5%	(5)	8%	(8)	100
Atheist	41%	(39)	44%	(42)	7%	(6)	8%	(8)	95
Agnostic/Nothing in particular	48%	(367)	37%	(287)	7%	(54)	8%	(64)	772
Religious Non-Protestant/Catholic	44%	(61)	42%	(59)	8%	(11)	6%	(8)	139
Evangelical	53%	(281)	36%	(194)	7%	(37)	4%	(22)	534
Non-Evangelical	55%	(408)	32%	(236)	8%	(61)	6%	(42)	748
Community: Urban	50%	(251)	35%	(174)	8%	(43)	7%	(37)	504
Community: Suburban	49%	(501)	38%	(389)	7%	(67)	6%	(56)	1014
Community: Rural	51%	(242)	33%	(157)	9%	(45)	6%	(30)	474
Employ: Private Sector	48%	(304)	39%	(244)	9%	(54)	5%	(28)	631
Employ: Government	42%	(42)	43%	(43)	5%	(5)	11%	(11)	100
Employ: Self-Employed	44%	(60)	41%	(56)	10%	(14)	5%	(7)	136
Employ: Homemaker	49%	(65)	36%	(47)	11%	(15)	3%	(4)	131
Employ: Retired	54%	(280)	33%	(174)	6%	(30)	7%	(36)	521
Employ: Unemployed	54%	(126)	34%	(80)	5%	(12)	6%	(15)	233
Employ: Other	50%	(59)	30%	(36)	10%	(12)	10%	(12)	119
Military HH: Yes	55%	(177)	35%	(112)	6%	(21)	4%	(14)	323
Military HH: No	49%	(817)	36%	(608)	8%	(134)	7%	(109)	1669
RD/WT: Right Direction	50%	(353)	37%	(261)	7%	(50)	5%	(38)	703
RD/WT: Wrong Track	50%	(641)	36%	(459)	8%	(104)	7%	(85)	1289
Trump Job Approve	50%	(429)	38%	(326)	7%	(61)	6%	(49)	865
Trump Job Disapprove	51%	(544)	35%	(379)	8%	(86)	6%	(61)	1070

Continued on next page

Table CMS13_3: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has successfully managed their company through challenging times

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	50%	(994)	36%	(721)	8%	(154)	6%	(123)	1992
Trump Job Strongly Approve	52%	(255)	36%	(176)	6%	(28)	6%	(30)	489
Trump Job Somewhat Approve	46%	(174)	40%	(150)	9%	(33)	5%	(19)	376
Trump Job Somewhat Disapprove	45%	(99)	43%	(94)	7%	(15)	5%	(11)	219
Trump Job Strongly Disapprove	52%	(445)	34%	(285)	8%	(71)	6%	(49)	850
Favorable of Trump	51%	(429)	37%	(311)	7%	(63)	5%	(45)	848
Unfavorable of Trump	50%	(536)	36%	(380)	8%	(88)	6%	(63)	1067
Very Favorable of Trump	52%	(258)	37%	(181)	6%	(29)	5%	(26)	493
Somewhat Favorable of Trump	48%	(172)	37%	(130)	10%	(34)	5%	(19)	355
Somewhat Unfavorable of Trump	44%	(77)	42%	(74)	7%	(12)	8%	(14)	176
Very Unfavorable of Trump	52%	(459)	34%	(307)	8%	(76)	6%	(50)	891
#1 Issue: Economy	51%	(342)	37%	(250)	8%	(56)	4%	(27)	675
#1 Issue: Security	44%	(98)	38%	(85)	8%	(17)	10%	(22)	222
#1 Issue: Health Care	52%	(228)	35%	(154)	8%	(36)	5%	(21)	438
#1 Issue: Medicare / Social Security	54%	(165)	35%	(106)	5%	(15)	7%	(20)	305
#1 Issue: Women's Issues	53%	(47)	34%	(30)	7%	(6)	6%	(5)	89
#1 Issue: Education	38%	(39)	38%	(39)	13%	(14)	10%	(11)	103
#1 Issue: Energy	43%	(25)	36%	(21)	10%	(6)	11%	(7)	58
#1 Issue: Other	49%	(50)	35%	(36)	6%	(6)	11%	(11)	102
2018 House Vote: Democrat	53%	(399)	34%	(253)	7%	(56)	6%	(43)	750
2018 House Vote: Republican	50%	(344)	38%	(260)	8%	(51)	4%	(28)	683
2018 House Vote: Someone else	45%	(32)	37%	(27)	7%	(5)	11%	(8)	72
2016 Vote: Hillary Clinton	53%	(361)	35%	(239)	6%	(44)	5%	(37)	680
2016 Vote: Donald Trump	52%	(387)	36%	(268)	7%	(51)	5%	(38)	744
2016 Vote: Other	34%	(50)	47%	(70)	10%	(15)	8%	(12)	147
2016 Vote: Didn't Vote	46%	(194)	34%	(144)	11%	(44)	9%	(36)	417
Voted in 2014: Yes	52%	(699)	36%	(479)	7%	(94)	5%	(72)	1344
Voted in 2014: No	46%	(295)	37%	(241)	9%	(60)	8%	(51)	648

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Table CMS13_3: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has successfully managed their company through challenging times

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	50%	(994)	36%	(721)	8%	(154)	6%	(123)	1992
2012 Vote: Barack Obama	52%	(429)	35%	(290)	8%	(62)	5%	(45)	826
2012 Vote: Mitt Romney	48%	(268)	38%	(211)	7%	(40)	6%	(35)	553
2012 Vote: Other	44%	(36)	40%	(33)	9%	(7)	7%	(6)	81
2012 Vote: Didn't Vote	49%	(257)	35%	(187)	9%	(45)	7%	(38)	526
4-Region: Northeast	47%	(169)	36%	(127)	11%	(39)	6%	(21)	355
4-Region: Midwest	51%	(233)	36%	(166)	8%	(36)	5%	(22)	458
4-Region: South	54%	(402)	35%	(257)	6%	(44)	6%	(41)	744
4-Region: West	44%	(190)	39%	(171)	8%	(35)	9%	(39)	435
Sports fan	51%	(659)	37%	(478)	8%	(98)	5%	(65)	1301
Traveled outside of U.S. in past year 1+ times	49%	(189)	39%	(151)	6%	(25)	5%	(20)	385
Frequent Flyer	49%	(114)	38%	(88)	7%	(16)	6%	(13)	230

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

Table CMS13_4: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has led their company to adapt and act quickly in the face of market disruption or industry developments

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	48%	(948)	38%	(764)	8%	(155)	6%	(125)	1992
Gender: Male	45%	(422)	39%	(364)	8%	(75)	8%	(72)	932
Gender: Female	50%	(526)	38%	(401)	8%	(80)	5%	(53)	1060
Age: 18-34	48%	(242)	35%	(176)	10%	(49)	7%	(34)	500
Age: 35-44	42%	(129)	43%	(131)	8%	(24)	6%	(19)	303
Age: 45-64	44%	(322)	42%	(304)	7%	(51)	7%	(48)	725
Age: 65+	55%	(255)	33%	(153)	7%	(31)	5%	(24)	463
GenZers: 1997-2012	52%	(107)	33%	(68)	10%	(21)	4%	(9)	205
Millennials: 1981-1996	44%	(190)	40%	(172)	9%	(38)	8%	(34)	434
GenXers: 1965-1980	45%	(224)	41%	(203)	7%	(37)	7%	(34)	498
Baby Boomers: 1946-1964	48%	(382)	39%	(305)	7%	(56)	6%	(46)	789
PID: Dem (no lean)	53%	(406)	35%	(269)	8%	(60)	5%	(37)	772
PID: Ind (no lean)	43%	(240)	38%	(210)	10%	(55)	9%	(53)	558
PID: Rep (no lean)	45%	(301)	43%	(286)	6%	(40)	5%	(36)	662
PID/Gender: Dem Men	49%	(145)	39%	(117)	6%	(19)	5%	(16)	297
PID/Gender: Dem Women	55%	(262)	32%	(152)	9%	(41)	4%	(21)	475
PID/Gender: Ind Men	41%	(120)	37%	(108)	10%	(30)	12%	(35)	292
PID/Gender: Ind Women	45%	(121)	38%	(102)	10%	(25)	7%	(18)	266
PID/Gender: Rep Men	46%	(157)	40%	(138)	8%	(26)	6%	(22)	343
PID/Gender: Rep Women	45%	(144)	46%	(148)	4%	(14)	4%	(14)	319
Ideo: Liberal (1-3)	51%	(303)	35%	(209)	8%	(50)	5%	(31)	593
Ideo: Moderate (4)	46%	(252)	39%	(213)	8%	(44)	6%	(34)	544
Ideo: Conservative (5-7)	48%	(347)	40%	(291)	7%	(52)	5%	(39)	729
Educ: < College	50%	(627)	36%	(451)	7%	(92)	7%	(82)	1253
Educ: Bachelors degree	44%	(209)	41%	(194)	9%	(40)	6%	(28)	471
Educ: Post-grad	42%	(111)	44%	(119)	8%	(23)	6%	(15)	268
Income: Under 50k	49%	(475)	36%	(348)	8%	(79)	7%	(70)	973
Income: 50k-100k	47%	(322)	41%	(285)	7%	(50)	5%	(33)	690
Income: 100k+	46%	(151)	40%	(131)	8%	(25)	7%	(22)	329
Ethnicity: White	46%	(737)	41%	(653)	8%	(124)	6%	(97)	1611

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Table CMS13_4: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has led their company to adapt and act quickly in the face of market disruption or industry developments

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	48%	(948)	38%	(764)	8%	(155)	6%	(125)	1992
Ethnicity: Hispanic	45%	(88)	46%	(89)	6%	(12)	2%	(4)	193
Ethnicity: Afr. Am.	60%	(151)	25%	(62)	9%	(24)	6%	(16)	253
Ethnicity: Other	47%	(60)	38%	(49)	6%	(7)	9%	(12)	128
All Christian	50%	(509)	38%	(385)	8%	(78)	5%	(52)	1025
All Non-Christian	44%	(44)	45%	(45)	5%	(5)	7%	(7)	100
Atheist	40%	(38)	39%	(37)	11%	(11)	10%	(9)	95
Agnostic/Nothing in particular	46%	(357)	39%	(298)	8%	(61)	7%	(57)	772
Religious Non-Protestant/Catholic	39%	(54)	47%	(64)	10%	(14)	5%	(7)	139
Evangelical	50%	(268)	37%	(200)	8%	(41)	5%	(25)	534
Non-Evangelical	50%	(371)	37%	(277)	6%	(49)	7%	(52)	748
Community: Urban	46%	(230)	37%	(187)	11%	(56)	6%	(33)	504
Community: Suburban	48%	(488)	40%	(401)	6%	(65)	6%	(60)	1014
Community: Rural	49%	(230)	37%	(177)	7%	(34)	7%	(33)	474
Employ: Private Sector	44%	(276)	43%	(274)	8%	(49)	5%	(32)	631
Employ: Government	43%	(44)	38%	(38)	7%	(7)	11%	(11)	100
Employ: Self-Employed	45%	(61)	41%	(55)	10%	(13)	5%	(6)	136
Employ: Homemaker	45%	(60)	41%	(53)	8%	(10)	6%	(8)	131
Employ: Retired	51%	(267)	34%	(179)	8%	(39)	7%	(36)	521
Employ: Unemployed	52%	(122)	36%	(83)	7%	(17)	5%	(11)	233
Employ: Other	48%	(57)	33%	(40)	10%	(12)	9%	(11)	119
Military HH: Yes	55%	(177)	32%	(102)	9%	(30)	4%	(14)	323
Military HH: No	46%	(771)	40%	(662)	8%	(125)	7%	(111)	1669
RD/WT: Right Direction	47%	(327)	42%	(296)	5%	(34)	7%	(46)	703
RD/WT: Wrong Track	48%	(621)	36%	(468)	9%	(121)	6%	(79)	1289
Trump Job Approve	45%	(392)	42%	(366)	6%	(51)	6%	(56)	865
Trump Job Disapprove	50%	(538)	35%	(378)	9%	(98)	5%	(56)	1070

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Table CMS13_4: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has led their company to adapt and act quickly in the face of market disruption or industry developments

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	48%	(948)	38%	(764)	8%	(155)	6%	(125)	1992
Trump Job Strongly Approve	50%	(244)	39%	(193)	4%	(21)	6%	(31)	489
Trump Job Somewhat Approve	40%	(149)	46%	(173)	8%	(29)	6%	(24)	376
Trump Job Somewhat Disapprove	41%	(90)	43%	(94)	10%	(23)	5%	(12)	219
Trump Job Strongly Disapprove	53%	(447)	33%	(283)	9%	(75)	5%	(44)	850
Favorable of Trump	46%	(388)	42%	(358)	6%	(51)	6%	(51)	848
Unfavorable of Trump	50%	(533)	35%	(376)	9%	(100)	5%	(58)	1067
Very Favorable of Trump	50%	(248)	41%	(201)	4%	(18)	5%	(26)	493
Somewhat Favorable of Trump	39%	(140)	44%	(158)	9%	(33)	7%	(25)	355
Somewhat Unfavorable of Trump	43%	(75)	42%	(74)	8%	(15)	7%	(13)	176
Very Unfavorable of Trump	51%	(459)	34%	(303)	10%	(85)	5%	(45)	891
#1 Issue: Economy	47%	(317)	42%	(283)	6%	(44)	5%	(31)	675
#1 Issue: Security	42%	(93)	41%	(90)	9%	(19)	9%	(20)	222
#1 Issue: Health Care	52%	(226)	32%	(140)	12%	(52)	5%	(21)	438
#1 Issue: Medicare / Social Security	50%	(153)	38%	(115)	5%	(14)	7%	(23)	305
#1 Issue: Women's Issues	49%	(43)	41%	(37)	4%	(4)	6%	(5)	89
#1 Issue: Education	33%	(34)	43%	(44)	10%	(10)	14%	(14)	103
#1 Issue: Energy	52%	(30)	34%	(19)	10%	(6)	4%	(2)	58
#1 Issue: Other	49%	(50)	35%	(36)	6%	(6)	9%	(9)	102
2018 House Vote: Democrat	50%	(377)	36%	(268)	8%	(64)	6%	(42)	750
2018 House Vote: Republican	47%	(320)	42%	(286)	7%	(46)	5%	(31)	683
2018 House Vote: Someone else	47%	(34)	39%	(28)	5%	(4)	9%	(7)	72
2016 Vote: Hillary Clinton	51%	(350)	37%	(249)	7%	(47)	5%	(35)	680
2016 Vote: Donald Trump	48%	(359)	40%	(295)	6%	(46)	6%	(44)	744
2016 Vote: Other	38%	(56)	44%	(65)	11%	(16)	7%	(10)	147
2016 Vote: Didn't Vote	43%	(181)	37%	(154)	11%	(47)	8%	(35)	417
Voted in 2014: Yes	49%	(664)	38%	(516)	7%	(88)	6%	(75)	1344
Voted in 2014: No	44%	(284)	38%	(248)	10%	(67)	8%	(50)	648

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Table CMS13_4: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has led their company to adapt and act quickly in the face of market disruption or industry developments*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	48%	(948)	38%	(764)	8%	(155)	6%	(125)	1992
2012 Vote: Barack Obama	50%	(413)	36%	(298)	8%	(63)	6%	(52)	826
2012 Vote: Mitt Romney	46%	(254)	42%	(233)	6%	(34)	6%	(33)	553
2012 Vote: Other	45%	(37)	39%	(32)	8%	(7)	7%	(6)	81
2012 Vote: Didn't Vote	46%	(241)	38%	(199)	10%	(51)	7%	(34)	526
4-Region: Northeast	45%	(159)	40%	(140)	9%	(33)	6%	(23)	355
4-Region: Midwest	45%	(205)	41%	(186)	9%	(41)	6%	(26)	458
4-Region: South	52%	(390)	34%	(256)	7%	(54)	6%	(43)	744
4-Region: West	44%	(193)	42%	(183)	6%	(27)	7%	(33)	435
Sports fan	49%	(640)	38%	(500)	7%	(88)	6%	(72)	1301
Traveled outside of U.S. in past year 1+ times	46%	(176)	41%	(159)	7%	(27)	6%	(23)	385
Frequent Flyer	44%	(100)	42%	(97)	9%	(21)	5%	(12)	230

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

Table CMS13_5: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is moving their industry in a positive direction

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1013)	37%	(734)	7%	(135)	5%	(109)	1992
Gender: Male	49%	(459)	35%	(330)	9%	(80)	7%	(63)	932
Gender: Female	52%	(554)	38%	(405)	5%	(55)	4%	(46)	1060
Age: 18-34	52%	(258)	33%	(165)	9%	(47)	6%	(30)	500
Age: 35-44	50%	(151)	39%	(119)	6%	(17)	5%	(15)	303
Age: 45-64	48%	(347)	39%	(286)	7%	(48)	6%	(44)	725
Age: 65+	55%	(256)	35%	(164)	5%	(23)	4%	(20)	463
GenZers: 1997-2012	53%	(109)	33%	(68)	7%	(15)	6%	(12)	205
Millennials: 1981-1996	50%	(218)	35%	(153)	9%	(38)	6%	(25)	434
GenXers: 1965-1980	50%	(251)	39%	(193)	6%	(29)	5%	(25)	498
Baby Boomers: 1946-1964	49%	(388)	39%	(305)	7%	(52)	6%	(45)	789
PID: Dem (no lean)	54%	(416)	36%	(276)	6%	(44)	5%	(35)	772
PID: Ind (no lean)	47%	(264)	35%	(197)	9%	(53)	8%	(45)	558
PID: Rep (no lean)	50%	(333)	39%	(261)	6%	(38)	4%	(30)	662
PID/Gender: Dem Men	51%	(150)	37%	(110)	8%	(22)	5%	(15)	297
PID/Gender: Dem Women	56%	(266)	35%	(166)	5%	(22)	4%	(20)	475
PID/Gender: Ind Men	45%	(133)	34%	(99)	11%	(31)	10%	(29)	292
PID/Gender: Ind Women	49%	(131)	37%	(97)	8%	(21)	6%	(16)	266
PID/Gender: Rep Men	51%	(176)	35%	(121)	8%	(27)	6%	(20)	343
PID/Gender: Rep Women	49%	(157)	44%	(141)	4%	(11)	3%	(10)	319
Ideo: Liberal (1-3)	53%	(315)	35%	(210)	6%	(36)	5%	(32)	593
Ideo: Moderate (4)	49%	(266)	39%	(210)	8%	(42)	5%	(27)	544
Ideo: Conservative (5-7)	52%	(378)	37%	(273)	6%	(45)	5%	(33)	729
Educ: < College	54%	(680)	34%	(427)	6%	(81)	5%	(65)	1253
Educ: Bachelors degree	47%	(219)	40%	(190)	7%	(31)	6%	(30)	471
Educ: Post-grad	43%	(114)	44%	(117)	8%	(23)	5%	(14)	268
Income: Under 50k	52%	(508)	34%	(334)	7%	(71)	6%	(60)	973
Income: 50k-100k	52%	(360)	37%	(255)	6%	(40)	5%	(35)	690
Income: 100k+	44%	(146)	44%	(145)	7%	(23)	4%	(15)	329
Ethnicity: White	49%	(795)	38%	(608)	7%	(117)	6%	(91)	1611

Continued on next page

Table CMS13_5: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is moving their industry in a positive direction

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1013)	37%	(734)	7%	(135)	5%	(109)	1992
Ethnicity: Hispanic	55%	(106)	32%	(61)	12%	(23)	1%	(2)	193
Ethnicity: Afr. Am.	59%	(150)	33%	(83)	4%	(11)	3%	(9)	253
Ethnicity: Other	53%	(68)	34%	(43)	5%	(7)	8%	(10)	128
All Christian	52%	(538)	38%	(386)	6%	(57)	4%	(44)	1025
All Non-Christian	48%	(48)	40%	(40)	7%	(7)	5%	(5)	100
Atheist	50%	(47)	36%	(34)	8%	(7)	7%	(7)	95
Agnostic/Nothing in particular	49%	(380)	36%	(275)	8%	(64)	7%	(53)	772
Religious Non-Protestant/Catholic	45%	(63)	44%	(61)	7%	(10)	4%	(5)	139
Evangelical	53%	(281)	40%	(214)	4%	(21)	4%	(19)	534
Non-Evangelical	53%	(397)	35%	(260)	6%	(47)	6%	(44)	748
Community: Urban	49%	(248)	35%	(175)	10%	(49)	6%	(31)	504
Community: Suburban	51%	(516)	39%	(396)	5%	(52)	5%	(50)	1014
Community: Rural	53%	(249)	34%	(163)	7%	(34)	6%	(28)	474
Employ: Private Sector	48%	(304)	40%	(250)	8%	(51)	4%	(26)	631
Employ: Government	44%	(44)	40%	(40)	7%	(7)	9%	(9)	100
Employ: Self-Employed	47%	(64)	40%	(54)	8%	(11)	4%	(6)	136
Employ: Homemaker	55%	(72)	37%	(49)	5%	(7)	3%	(3)	131
Employ: Retired	51%	(268)	37%	(194)	5%	(24)	7%	(36)	521
Employ: Unemployed	58%	(134)	30%	(70)	6%	(15)	6%	(13)	233
Employ: Other	51%	(60)	31%	(37)	12%	(14)	7%	(8)	119
Military HH: Yes	55%	(178)	34%	(110)	7%	(21)	4%	(14)	323
Military HH: No	50%	(835)	37%	(624)	7%	(114)	6%	(96)	1669
RD/WT: Right Direction	51%	(357)	38%	(270)	6%	(41)	5%	(34)	703
RD/WT: Wrong Track	51%	(656)	36%	(464)	7%	(94)	6%	(75)	1289
Trump Job Approve	50%	(432)	40%	(342)	5%	(48)	5%	(43)	865
Trump Job Disapprove	52%	(560)	35%	(376)	8%	(81)	5%	(53)	1070

Continued on next page

Table CMS13_5: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Is moving their industry in a positive direction

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1013)	37%	(734)	7%	(135)	5%	(109)	1992
Trump Job Strongly Approve	53%	(262)	37%	(179)	4%	(22)	6%	(27)	489
Trump Job Somewhat Approve	45%	(171)	43%	(163)	7%	(26)	4%	(16)	376
Trump Job Somewhat Disapprove	45%	(99)	41%	(91)	10%	(22)	4%	(8)	219
Trump Job Strongly Disapprove	54%	(461)	34%	(285)	7%	(59)	5%	(45)	850
Favorable of Trump	51%	(429)	39%	(327)	6%	(51)	5%	(40)	848
Unfavorable of Trump	52%	(556)	35%	(375)	7%	(79)	5%	(56)	1067
Very Favorable of Trump	53%	(264)	37%	(181)	5%	(25)	5%	(23)	493
Somewhat Favorable of Trump	47%	(166)	41%	(145)	7%	(26)	5%	(18)	355
Somewhat Unfavorable of Trump	42%	(74)	44%	(78)	8%	(13)	6%	(11)	176
Very Unfavorable of Trump	54%	(482)	33%	(298)	7%	(66)	5%	(46)	891
#1 Issue: Economy	52%	(351)	37%	(252)	6%	(43)	4%	(28)	675
#1 Issue: Security	50%	(111)	34%	(76)	9%	(19)	7%	(16)	222
#1 Issue: Health Care	52%	(227)	37%	(162)	6%	(28)	5%	(21)	438
#1 Issue: Medicare / Social Security	50%	(152)	39%	(120)	4%	(12)	7%	(20)	305
#1 Issue: Women's Issues	62%	(55)	28%	(25)	4%	(3)	6%	(6)	89
#1 Issue: Education	41%	(42)	38%	(39)	12%	(12)	9%	(9)	103
#1 Issue: Energy	54%	(31)	32%	(18)	12%	(7)	2%	(1)	58
#1 Issue: Other	42%	(43)	39%	(40)	10%	(10)	8%	(8)	102
2018 House Vote: Democrat	53%	(395)	35%	(265)	7%	(50)	5%	(40)	750
2018 House Vote: Republican	50%	(341)	40%	(276)	6%	(39)	4%	(28)	683
2018 House Vote: Someone else	46%	(33)	40%	(29)	5%	(4)	9%	(7)	72
2016 Vote: Hillary Clinton	53%	(359)	36%	(243)	6%	(44)	5%	(34)	680
2016 Vote: Donald Trump	52%	(389)	38%	(280)	5%	(39)	5%	(36)	744
2016 Vote: Other	37%	(54)	49%	(72)	8%	(12)	7%	(10)	147
2016 Vote: Didn't Vote	50%	(209)	33%	(138)	10%	(41)	7%	(29)	417
Voted in 2014: Yes	51%	(691)	38%	(511)	6%	(74)	5%	(68)	1344
Voted in 2014: No	50%	(322)	34%	(223)	9%	(61)	6%	(42)	648

Continued on next page

Table CMS13_5: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is moving their industry in a positive direction

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	51%	(1013)	37%	(734)	7%	(135)	5%	(109)	1992
2012 Vote: Barack Obama	52%	(426)	37%	(307)	6%	(50)	5%	(42)	826
2012 Vote: Mitt Romney	49%	(269)	40%	(222)	6%	(30)	6%	(32)	553
2012 Vote: Other	45%	(37)	42%	(34)	7%	(6)	6%	(5)	81
2012 Vote: Didn't Vote	53%	(278)	32%	(169)	9%	(49)	6%	(30)	526
4-Region: Northeast	49%	(174)	36%	(130)	8%	(28)	6%	(23)	355
4-Region: Midwest	48%	(219)	40%	(183)	8%	(38)	4%	(18)	458
4-Region: South	55%	(408)	35%	(258)	5%	(36)	6%	(42)	744
4-Region: West	49%	(212)	38%	(164)	8%	(34)	6%	(26)	435
Sports fan	52%	(673)	37%	(485)	6%	(82)	5%	(61)	1301
Traveled outside of U.S. in past year 1+ times	50%	(194)	36%	(140)	8%	(29)	6%	(22)	385
Frequent Flyer	51%	(117)	37%	(84)	6%	(14)	6%	(15)	230

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

Table CMS13_6: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Has elevated the company's stature or competitive position in the industry

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	36%	(724)	43%	(848)	14%	(270)	7%	(149)	1992
Gender: Male	35%	(324)	43%	(402)	13%	(118)	10%	(89)	932
Gender: Female	38%	(401)	42%	(446)	14%	(152)	6%	(61)	1060
Age: 18-34	39%	(197)	38%	(192)	14%	(70)	8%	(41)	500
Age: 35-44	36%	(109)	42%	(126)	15%	(45)	7%	(22)	303
Age: 45-64	32%	(230)	46%	(336)	13%	(98)	9%	(62)	725
Age: 65+	41%	(188)	42%	(194)	12%	(57)	5%	(24)	463
GenZers: 1997-2012	42%	(86)	39%	(79)	12%	(25)	7%	(15)	205
Millennials: 1981-1996	37%	(162)	40%	(172)	14%	(62)	9%	(38)	434
GenXers: 1965-1980	33%	(166)	45%	(226)	13%	(67)	8%	(38)	498
Baby Boomers: 1946-1964	35%	(276)	44%	(347)	14%	(111)	7%	(56)	789
PID: Dem (no lean)	37%	(287)	44%	(336)	14%	(111)	5%	(38)	772
PID: Ind (no lean)	33%	(186)	40%	(222)	14%	(80)	13%	(70)	558
PID: Rep (no lean)	38%	(252)	44%	(291)	12%	(79)	6%	(41)	662
PID/Gender: Dem Men	33%	(99)	46%	(136)	15%	(45)	6%	(17)	297
PID/Gender: Dem Women	40%	(188)	42%	(200)	14%	(66)	4%	(21)	475
PID/Gender: Ind Men	31%	(91)	41%	(119)	13%	(38)	15%	(44)	292
PID/Gender: Ind Women	35%	(94)	39%	(103)	16%	(42)	10%	(27)	266
PID/Gender: Rep Men	39%	(133)	43%	(147)	10%	(35)	8%	(28)	343
PID/Gender: Rep Women	37%	(119)	45%	(143)	14%	(44)	4%	(13)	319
Ideo: Liberal (1-3)	35%	(207)	43%	(252)	16%	(96)	6%	(38)	593
Ideo: Moderate (4)	35%	(193)	46%	(249)	12%	(65)	7%	(36)	544
Ideo: Conservative (5-7)	39%	(284)	41%	(300)	13%	(96)	7%	(49)	729
Educ: < College	40%	(497)	40%	(503)	12%	(156)	8%	(98)	1253
Educ: Bachelors degree	31%	(147)	47%	(222)	15%	(71)	7%	(31)	471
Educ: Post-grad	30%	(80)	46%	(124)	16%	(44)	8%	(21)	268
Income: Under 50k	38%	(369)	41%	(396)	13%	(124)	9%	(83)	973
Income: 50k-100k	35%	(244)	45%	(312)	14%	(96)	5%	(38)	690
Income: 100k+	34%	(111)	43%	(140)	15%	(49)	9%	(28)	329
Ethnicity: White	35%	(560)	43%	(696)	15%	(235)	7%	(120)	1611

Continued on next page

Table CMS13_6: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has elevated the company's stature or competitive position in the industry

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	36%	(724)	43%	(848)	14%	(270)	7%	(149)	1992
Ethnicity: Hispanic	41%	(79)	40%	(78)	12%	(23)	7%	(14)	193
Ethnicity: Afr. Am.	45%	(114)	39%	(99)	9%	(22)	7%	(18)	253
Ethnicity: Other	39%	(50)	42%	(53)	10%	(13)	10%	(12)	128
All Christian	38%	(395)	42%	(435)	13%	(137)	6%	(58)	1025
All Non-Christian	41%	(40)	37%	(37)	15%	(15)	7%	(7)	100
Atheist	27%	(26)	42%	(39)	20%	(19)	11%	(11)	95
Agnostic/Nothing in particular	34%	(263)	44%	(337)	13%	(99)	10%	(73)	772
Religious Non-Protestant/Catholic	37%	(51)	40%	(56)	18%	(25)	5%	(7)	139
Evangelical	38%	(205)	45%	(241)	11%	(58)	6%	(30)	534
Non-Evangelical	38%	(288)	41%	(304)	14%	(102)	7%	(54)	748
Community: Urban	37%	(186)	41%	(205)	14%	(71)	8%	(42)	504
Community: Suburban	36%	(364)	43%	(439)	14%	(141)	7%	(69)	1014
Community: Rural	37%	(175)	43%	(204)	12%	(58)	8%	(37)	474
Employ: Private Sector	35%	(222)	45%	(287)	15%	(93)	5%	(29)	631
Employ: Government	28%	(28)	46%	(46)	15%	(15)	12%	(12)	100
Employ: Self-Employed	35%	(47)	47%	(64)	11%	(15)	7%	(10)	136
Employ: Homemaker	37%	(48)	43%	(56)	15%	(20)	5%	(7)	131
Employ: Retired	38%	(199)	41%	(214)	12%	(65)	8%	(43)	521
Employ: Unemployed	41%	(95)	37%	(86)	13%	(31)	9%	(21)	233
Employ: Other	27%	(33)	46%	(55)	14%	(17)	13%	(15)	119
Military HH: Yes	36%	(115)	45%	(147)	13%	(44)	5%	(18)	323
Military HH: No	36%	(609)	42%	(702)	14%	(226)	8%	(132)	1669
RD/WT: Right Direction	39%	(277)	43%	(302)	11%	(78)	7%	(46)	703
RD/WT: Wrong Track	35%	(448)	42%	(546)	15%	(192)	8%	(103)	1289
Trump Job Approve	37%	(324)	44%	(376)	12%	(105)	7%	(60)	865
Trump Job Disapprove	35%	(379)	42%	(454)	15%	(163)	7%	(73)	1070

Continued on next page

Table CMS13_6: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has elevated the company's stature or competitive position in the industry

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	36%	(724)	43%	(848)	14%	(270)	7%	(149)	1992
Trump Job Strongly Approve	42%	(206)	40%	(198)	11%	(52)	7%	(33)	489
Trump Job Somewhat Approve	31%	(118)	47%	(178)	14%	(53)	7%	(27)	376
Trump Job Somewhat Disapprove	31%	(67)	45%	(99)	17%	(37)	7%	(16)	219
Trump Job Strongly Disapprove	37%	(312)	42%	(355)	15%	(126)	7%	(57)	850
Favorable of Trump	39%	(327)	43%	(363)	12%	(101)	7%	(57)	848
Unfavorable of Trump	35%	(370)	43%	(456)	15%	(163)	7%	(78)	1067
Very Favorable of Trump	42%	(208)	41%	(201)	11%	(52)	6%	(31)	493
Somewhat Favorable of Trump	34%	(119)	46%	(162)	14%	(48)	7%	(26)	355
Somewhat Unfavorable of Trump	29%	(52)	46%	(81)	16%	(28)	8%	(15)	176
Very Unfavorable of Trump	36%	(318)	42%	(375)	15%	(135)	7%	(64)	891
#1 Issue: Economy	39%	(264)	41%	(279)	14%	(93)	6%	(38)	675
#1 Issue: Security	32%	(70)	45%	(101)	12%	(26)	11%	(25)	222
#1 Issue: Health Care	35%	(155)	41%	(180)	17%	(74)	7%	(29)	438
#1 Issue: Medicare / Social Security	39%	(119)	45%	(138)	8%	(25)	7%	(23)	305
#1 Issue: Women's Issues	40%	(36)	37%	(33)	15%	(14)	8%	(7)	89
#1 Issue: Education	27%	(28)	45%	(46)	18%	(18)	10%	(10)	103
#1 Issue: Energy	32%	(18)	45%	(26)	11%	(7)	12%	(7)	58
#1 Issue: Other	33%	(34)	45%	(46)	12%	(12)	10%	(10)	102
2018 House Vote: Democrat	36%	(270)	42%	(313)	15%	(116)	7%	(51)	750
2018 House Vote: Republican	37%	(254)	44%	(302)	13%	(91)	5%	(37)	683
2018 House Vote: Someone else	40%	(29)	36%	(26)	12%	(9)	12%	(8)	72
2016 Vote: Hillary Clinton	37%	(251)	42%	(289)	15%	(100)	6%	(41)	680
2016 Vote: Donald Trump	39%	(288)	43%	(318)	12%	(91)	6%	(48)	744
2016 Vote: Other	24%	(35)	51%	(75)	15%	(22)	11%	(16)	147
2016 Vote: Didn't Vote	36%	(150)	40%	(167)	14%	(57)	11%	(44)	417
Voted in 2014: Yes	37%	(501)	43%	(579)	13%	(181)	6%	(83)	1344
Voted in 2014: No	34%	(223)	42%	(270)	14%	(89)	10%	(66)	648

Continued on next page

Table CMS13_6: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has elevated the company's stature or competitive position in the industry

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	36%	(724)	43%	(848)	14%	(270)	7%	(149)	1992
2012 Vote: Barack Obama	37%	(306)	43%	(352)	14%	(114)	6%	(54)	826
2012 Vote: Mitt Romney	35%	(194)	44%	(244)	14%	(76)	7%	(39)	553
2012 Vote: Other	35%	(28)	45%	(37)	11%	(9)	9%	(8)	81
2012 Vote: Didn't Vote	37%	(193)	41%	(214)	13%	(70)	9%	(49)	526
4-Region: Northeast	36%	(128)	41%	(145)	15%	(55)	8%	(28)	355
4-Region: Midwest	33%	(152)	45%	(205)	16%	(73)	6%	(28)	458
4-Region: South	41%	(306)	41%	(306)	11%	(80)	7%	(51)	744
4-Region: West	32%	(138)	44%	(193)	14%	(63)	10%	(42)	435
Sports fan	37%	(483)	44%	(569)	13%	(171)	6%	(78)	1301
Traveled outside of U.S. in past year 1+ times	37%	(143)	42%	(160)	14%	(52)	8%	(30)	385
Frequent Flyer	36%	(83)	41%	(95)	15%	(34)	8%	(18)	230

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

Table CMS13_7: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Plays a key role in differentiating their company

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(701)	43%	(848)	15%	(290)	8%	(153)	1992
Gender: Male	32%	(300)	44%	(406)	14%	(134)	10%	(92)	932
Gender: Female	38%	(400)	42%	(442)	15%	(156)	6%	(61)	1060
Age: 18-34	40%	(198)	37%	(187)	14%	(70)	9%	(45)	500
Age: 35-44	33%	(99)	47%	(141)	14%	(43)	6%	(20)	303
Age: 45-64	30%	(218)	46%	(334)	15%	(111)	9%	(62)	725
Age: 65+	40%	(186)	40%	(185)	14%	(66)	6%	(27)	463
GenZers: 1997-2012	44%	(90)	35%	(72)	14%	(29)	7%	(14)	205
Millennials: 1981-1996	36%	(154)	42%	(181)	13%	(58)	9%	(41)	434
GenXers: 1965-1980	33%	(163)	46%	(231)	14%	(69)	7%	(34)	498
Baby Boomers: 1946-1964	33%	(260)	43%	(338)	16%	(129)	8%	(62)	789
PID: Dem (no lean)	39%	(298)	41%	(318)	15%	(117)	5%	(40)	772
PID: Ind (no lean)	30%	(166)	41%	(229)	17%	(94)	13%	(70)	558
PID: Rep (no lean)	36%	(237)	46%	(302)	12%	(79)	7%	(44)	662
PID/Gender: Dem Men	35%	(104)	44%	(130)	16%	(47)	6%	(16)	297
PID/Gender: Dem Women	41%	(194)	40%	(188)	15%	(70)	5%	(23)	475
PID/Gender: Ind Men	26%	(75)	42%	(124)	17%	(48)	15%	(45)	292
PID/Gender: Ind Women	34%	(91)	39%	(105)	17%	(46)	9%	(25)	266
PID/Gender: Rep Men	35%	(121)	45%	(153)	11%	(39)	9%	(31)	343
PID/Gender: Rep Women	36%	(116)	47%	(149)	13%	(40)	4%	(13)	319
Ideo: Liberal (1-3)	37%	(221)	39%	(230)	16%	(96)	8%	(45)	593
Ideo: Moderate (4)	32%	(174)	48%	(264)	13%	(71)	7%	(36)	544
Ideo: Conservative (5-7)	36%	(265)	42%	(303)	15%	(110)	7%	(51)	729
Educ: < College	39%	(488)	40%	(505)	13%	(163)	8%	(96)	1253
Educ: Bachelors degree	29%	(136)	46%	(216)	18%	(83)	8%	(36)	471
Educ: Post-grad	28%	(76)	48%	(128)	16%	(44)	8%	(20)	268
Income: Under 50k	38%	(366)	41%	(399)	13%	(124)	9%	(85)	973
Income: 50k-100k	33%	(228)	44%	(306)	17%	(116)	6%	(41)	690
Income: 100k+	33%	(107)	44%	(144)	15%	(51)	8%	(27)	329
Ethnicity: White	33%	(524)	44%	(714)	15%	(248)	8%	(124)	1611

Continued on next page

Table CMS13_7: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Plays a key role in differentiating their company

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(701)	43%	(848)	15%	(290)	8%	(153)	1992
Ethnicity: Hispanic	39%	(75)	43%	(84)	13%	(26)	5%	(9)	193
Ethnicity: Afr. Am.	51%	(128)	31%	(79)	11%	(29)	7%	(17)	253
Ethnicity: Other	38%	(49)	43%	(55)	10%	(13)	10%	(12)	128
All Christian	37%	(375)	41%	(423)	16%	(160)	7%	(67)	1025
All Non-Christian	35%	(35)	48%	(48)	11%	(11)	5%	(5)	100
Atheist	21%	(20)	45%	(43)	21%	(20)	12%	(12)	95
Agnostic/Nothing in particular	35%	(271)	43%	(335)	13%	(98)	9%	(69)	772
Religious Non-Protestant/Catholic	32%	(44)	48%	(67)	15%	(21)	5%	(7)	139
Evangelical	39%	(211)	42%	(224)	13%	(71)	5%	(29)	534
Non-Evangelical	36%	(271)	41%	(306)	15%	(111)	8%	(60)	748
Community: Urban	39%	(199)	38%	(194)	14%	(72)	8%	(40)	504
Community: Suburban	34%	(340)	44%	(444)	15%	(153)	8%	(76)	1014
Community: Rural	34%	(162)	44%	(210)	14%	(65)	8%	(37)	474
Employ: Private Sector	34%	(213)	44%	(276)	16%	(103)	6%	(39)	631
Employ: Government	25%	(25)	53%	(53)	10%	(10)	12%	(12)	100
Employ: Self-Employed	33%	(45)	48%	(65)	13%	(18)	6%	(8)	136
Employ: Homemaker	35%	(46)	43%	(57)	13%	(17)	8%	(11)	131
Employ: Retired	35%	(185)	41%	(216)	14%	(75)	9%	(45)	521
Employ: Unemployed	40%	(94)	40%	(93)	12%	(29)	8%	(18)	233
Employ: Other	37%	(44)	39%	(46)	16%	(19)	9%	(11)	119
Military HH: Yes	37%	(121)	41%	(134)	15%	(49)	6%	(20)	323
Military HH: No	35%	(580)	43%	(714)	14%	(241)	8%	(134)	1669
RD/WT: Right Direction	36%	(250)	45%	(314)	12%	(87)	7%	(52)	703
RD/WT: Wrong Track	35%	(451)	41%	(535)	16%	(203)	8%	(101)	1289
Trump Job Approve	36%	(308)	43%	(376)	13%	(115)	8%	(65)	865
Trump Job Disapprove	35%	(375)	42%	(451)	16%	(169)	7%	(75)	1070

Continued on next page

Table CMS13_7: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Plays a key role in differentiating their company

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(701)	43%	(848)	15%	(290)	8%	(153)	1992
Trump Job Strongly Approve	40%	(195)	42%	(208)	10%	(51)	7%	(36)	489
Trump Job Somewhat Approve	30%	(113)	45%	(168)	17%	(65)	8%	(29)	376
Trump Job Somewhat Disapprove	27%	(60)	52%	(114)	13%	(28)	8%	(18)	219
Trump Job Strongly Disapprove	37%	(315)	40%	(337)	17%	(141)	7%	(57)	850
Favorable of Trump	36%	(307)	43%	(364)	14%	(116)	7%	(62)	848
Unfavorable of Trump	34%	(366)	43%	(454)	16%	(169)	7%	(78)	1067
Very Favorable of Trump	40%	(195)	44%	(215)	10%	(50)	7%	(32)	493
Somewhat Favorable of Trump	32%	(112)	42%	(148)	19%	(66)	8%	(29)	355
Somewhat Unfavorable of Trump	26%	(45)	52%	(91)	13%	(23)	9%	(16)	176
Very Unfavorable of Trump	36%	(321)	41%	(362)	16%	(146)	7%	(62)	891
#1 Issue: Economy	37%	(252)	41%	(279)	16%	(108)	5%	(35)	675
#1 Issue: Security	28%	(61)	46%	(102)	15%	(34)	11%	(25)	222
#1 Issue: Health Care	36%	(157)	40%	(176)	16%	(70)	8%	(35)	438
#1 Issue: Medicare / Social Security	36%	(111)	46%	(141)	11%	(32)	7%	(21)	305
#1 Issue: Women's Issues	39%	(35)	46%	(41)	8%	(7)	6%	(5)	89
#1 Issue: Education	29%	(30)	42%	(43)	14%	(14)	15%	(15)	103
#1 Issue: Energy	38%	(22)	42%	(24)	16%	(9)	5%	(3)	58
#1 Issue: Other	33%	(33)	40%	(41)	14%	(15)	13%	(13)	102
2018 House Vote: Democrat	36%	(271)	41%	(309)	16%	(119)	7%	(51)	750
2018 House Vote: Republican	36%	(243)	44%	(301)	14%	(96)	6%	(44)	683
2018 House Vote: Someone else	29%	(21)	45%	(33)	13%	(10)	12%	(9)	72
2016 Vote: Hillary Clinton	37%	(251)	42%	(284)	15%	(103)	6%	(42)	680
2016 Vote: Donald Trump	36%	(269)	44%	(324)	13%	(97)	7%	(54)	744
2016 Vote: Other	20%	(30)	46%	(68)	23%	(34)	10%	(15)	147
2016 Vote: Didn't Vote	36%	(149)	41%	(172)	13%	(55)	10%	(41)	417
Voted in 2014: Yes	36%	(479)	43%	(582)	14%	(191)	7%	(92)	1344
Voted in 2014: No	34%	(222)	41%	(266)	15%	(99)	10%	(62)	648

Continued on next page

Table CMS13_7: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Plays a key role in differentiating their company*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	35%	(701)	43%	(848)	15%	(290)	8%	(153)	1992
2012 Vote: Barack Obama	36%	(301)	42%	(346)	15%	(121)	7%	(59)	826
2012 Vote: Mitt Romney	34%	(187)	43%	(239)	15%	(82)	8%	(45)	553
2012 Vote: Other	27%	(22)	52%	(42)	13%	(11)	8%	(7)	81
2012 Vote: Didn't Vote	36%	(189)	42%	(219)	14%	(76)	8%	(42)	526
4-Region: Northeast	34%	(121)	44%	(155)	15%	(53)	7%	(26)	355
4-Region: Midwest	31%	(141)	45%	(205)	17%	(78)	7%	(33)	458
4-Region: South	41%	(304)	41%	(305)	11%	(85)	7%	(50)	744
4-Region: West	31%	(134)	42%	(183)	17%	(73)	10%	(44)	435
Sports fan	36%	(465)	44%	(578)	13%	(175)	6%	(83)	1301
Traveled outside of U.S. in past year 1+ times	35%	(134)	43%	(165)	16%	(61)	6%	(25)	385
Frequent Flyer	32%	(74)	47%	(108)	15%	(34)	6%	(15)	230

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

Table CMS13_8: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Contributes to their company's reputation as a great place to work

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(968)	38%	(753)	8%	(151)	6%	(120)	1992
Gender: Male	42%	(396)	40%	(370)	10%	(94)	8%	(72)	932
Gender: Female	54%	(572)	36%	(383)	5%	(57)	5%	(48)	1060
Age: 18-34	50%	(251)	33%	(167)	11%	(53)	6%	(30)	500
Age: 35-44	46%	(139)	40%	(121)	8%	(24)	6%	(19)	303
Age: 45-64	45%	(326)	42%	(302)	7%	(49)	7%	(48)	725
Age: 65+	54%	(252)	35%	(163)	5%	(25)	5%	(23)	463
GenZers: 1997-2012	51%	(104)	36%	(73)	10%	(20)	4%	(8)	205
Millennials: 1981-1996	48%	(207)	35%	(151)	11%	(46)	7%	(31)	434
GenXers: 1965-1980	47%	(234)	41%	(204)	5%	(26)	7%	(34)	498
Baby Boomers: 1946-1964	48%	(379)	39%	(306)	8%	(60)	6%	(45)	789
PID: Dem (no lean)	52%	(404)	36%	(281)	7%	(52)	4%	(34)	772
PID: Ind (no lean)	44%	(243)	38%	(214)	9%	(48)	9%	(53)	558
PID: Rep (no lean)	48%	(321)	39%	(258)	8%	(51)	5%	(33)	662
PID/Gender: Dem Men	41%	(122)	43%	(129)	10%	(29)	6%	(17)	297
PID/Gender: Dem Women	59%	(281)	32%	(153)	5%	(23)	4%	(17)	475
PID/Gender: Ind Men	39%	(115)	39%	(115)	10%	(28)	11%	(33)	292
PID/Gender: Ind Women	48%	(128)	37%	(98)	8%	(20)	7%	(19)	266
PID/Gender: Rep Men	46%	(158)	37%	(126)	11%	(37)	6%	(22)	343
PID/Gender: Rep Women	51%	(163)	41%	(132)	4%	(13)	3%	(11)	319
Ideo: Liberal (1-3)	53%	(314)	35%	(208)	7%	(39)	5%	(31)	593
Ideo: Moderate (4)	46%	(249)	41%	(221)	8%	(42)	6%	(32)	544
Ideo: Conservative (5-7)	48%	(350)	39%	(281)	8%	(56)	6%	(41)	729
Educ: < College	51%	(636)	36%	(451)	7%	(92)	6%	(74)	1253
Educ: Bachelors degree	45%	(211)	40%	(191)	8%	(40)	6%	(29)	471
Educ: Post-grad	45%	(121)	41%	(111)	7%	(19)	6%	(17)	268
Income: Under 50k	49%	(476)	36%	(351)	8%	(76)	7%	(71)	973
Income: 50k-100k	50%	(346)	38%	(264)	7%	(48)	5%	(32)	690
Income: 100k+	44%	(146)	42%	(138)	8%	(28)	5%	(17)	329
Ethnicity: White	47%	(762)	39%	(633)	7%	(116)	6%	(99)	1611

Continued on next page

Table CMS13_8: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Contributes to their company's reputation as a great place to work

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(968)	38%	(753)	8%	(151)	6%	(120)	1992
Ethnicity: Hispanic	52%	(100)	35%	(67)	12%	(22)	2%	(3)	193
Ethnicity: Afr. Am.	57%	(143)	29%	(74)	10%	(24)	4%	(11)	253
Ethnicity: Other	49%	(62)	35%	(45)	8%	(11)	8%	(10)	128
All Christian	51%	(526)	37%	(378)	6%	(67)	5%	(54)	1025
All Non-Christian	53%	(53)	34%	(34)	8%	(8)	5%	(5)	100
Atheist	37%	(35)	44%	(42)	12%	(11)	7%	(6)	95
Agnostic/Nothing in particular	46%	(354)	39%	(298)	9%	(66)	7%	(55)	772
Religious Non-Protestant/Catholic	50%	(69)	38%	(52)	8%	(12)	4%	(6)	139
Evangelical	51%	(274)	38%	(205)	6%	(31)	5%	(24)	534
Non-Evangelical	51%	(383)	35%	(264)	7%	(50)	7%	(51)	748
Community: Urban	49%	(247)	35%	(176)	10%	(49)	6%	(32)	504
Community: Suburban	48%	(482)	40%	(406)	7%	(69)	6%	(56)	1014
Community: Rural	50%	(239)	36%	(171)	7%	(33)	7%	(32)	474
Employ: Private Sector	45%	(283)	42%	(264)	9%	(56)	4%	(28)	631
Employ: Government	47%	(47)	37%	(37)	6%	(6)	10%	(10)	100
Employ: Self-Employed	49%	(66)	34%	(47)	10%	(14)	6%	(9)	136
Employ: Homemaker	50%	(65)	38%	(50)	9%	(11)	4%	(5)	131
Employ: Retired	50%	(260)	38%	(201)	5%	(24)	7%	(37)	521
Employ: Unemployed	52%	(120)	35%	(83)	7%	(16)	6%	(15)	233
Employ: Other	49%	(59)	28%	(34)	14%	(16)	9%	(10)	119
Military HH: Yes	48%	(154)	39%	(127)	9%	(29)	4%	(14)	323
Military HH: No	49%	(814)	38%	(626)	7%	(122)	6%	(107)	1669
RD/WT: Right Direction	47%	(331)	40%	(279)	7%	(50)	6%	(44)	703
RD/WT: Wrong Track	49%	(637)	37%	(474)	8%	(102)	6%	(77)	1289
Trump Job Approve	47%	(402)	41%	(354)	7%	(60)	6%	(49)	865
Trump Job Disapprove	51%	(544)	36%	(381)	8%	(87)	5%	(58)	1070

Continued on next page

Table CMS13_8: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Contributes to their company's reputation as a great place to work

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(968)	38%	(753)	8%	(151)	6%	(120)	1992
Trump Job Strongly Approve	50%	(244)	38%	(188)	6%	(28)	6%	(29)	489
Trump Job Somewhat Approve	42%	(158)	44%	(166)	9%	(32)	5%	(20)	376
Trump Job Somewhat Disapprove	42%	(92)	42%	(91)	10%	(22)	7%	(14)	219
Trump Job Strongly Disapprove	53%	(452)	34%	(290)	8%	(65)	5%	(43)	850
Favorable of Trump	47%	(403)	40%	(337)	7%	(62)	5%	(46)	848
Unfavorable of Trump	50%	(535)	37%	(390)	8%	(85)	5%	(57)	1067
Very Favorable of Trump	52%	(257)	37%	(184)	6%	(27)	5%	(25)	493
Somewhat Favorable of Trump	41%	(146)	43%	(153)	10%	(35)	6%	(21)	355
Somewhat Unfavorable of Trump	41%	(73)	44%	(77)	7%	(13)	8%	(14)	176
Very Unfavorable of Trump	52%	(463)	35%	(313)	8%	(73)	5%	(43)	891
#1 Issue: Economy	48%	(327)	40%	(268)	7%	(49)	5%	(31)	675
#1 Issue: Security	42%	(93)	41%	(91)	8%	(17)	10%	(22)	222
#1 Issue: Health Care	50%	(220)	38%	(168)	7%	(33)	4%	(17)	438
#1 Issue: Medicare / Social Security	50%	(152)	38%	(116)	5%	(17)	7%	(21)	305
#1 Issue: Women's Issues	64%	(57)	27%	(24)	4%	(4)	5%	(5)	89
#1 Issue: Education	41%	(42)	31%	(32)	17%	(17)	11%	(11)	103
#1 Issue: Energy	51%	(29)	33%	(19)	14%	(8)	2%	(1)	58
#1 Issue: Other	47%	(48)	34%	(35)	7%	(7)	12%	(12)	102
2018 House Vote: Democrat	51%	(384)	37%	(274)	7%	(53)	5%	(39)	750
2018 House Vote: Republican	48%	(325)	40%	(274)	8%	(51)	5%	(33)	683
2018 House Vote: Someone else	44%	(32)	42%	(30)	5%	(4)	9%	(7)	72
2016 Vote: Hillary Clinton	51%	(349)	37%	(250)	7%	(45)	5%	(36)	680
2016 Vote: Donald Trump	49%	(362)	38%	(284)	7%	(53)	6%	(45)	744
2016 Vote: Other	35%	(51)	52%	(77)	9%	(13)	5%	(7)	147
2016 Vote: Didn't Vote	49%	(204)	34%	(141)	10%	(41)	8%	(31)	417
Voted in 2014: Yes	49%	(664)	39%	(522)	6%	(87)	5%	(71)	1344
Voted in 2014: No	47%	(304)	36%	(230)	10%	(64)	8%	(50)	648

Continued on next page

Table CMS13_8: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Contributes to their company's reputation as a great place to work

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	49%	(968)	38%	(753)	8%	(151)	6%	(120)	1992
2012 Vote: Barack Obama	51%	(418)	37%	(307)	7%	(59)	5%	(42)	826
2012 Vote: Mitt Romney	45%	(247)	41%	(228)	7%	(36)	8%	(42)	553
2012 Vote: Other	48%	(39)	43%	(35)	5%	(4)	4%	(3)	81
2012 Vote: Didn't Vote	50%	(262)	34%	(179)	10%	(52)	6%	(33)	526
4-Region: Northeast	48%	(170)	36%	(128)	9%	(31)	7%	(26)	355
4-Region: Midwest	46%	(210)	38%	(175)	12%	(53)	4%	(19)	458
4-Region: South	51%	(376)	38%	(283)	6%	(45)	5%	(39)	744
4-Region: West	48%	(211)	38%	(167)	5%	(23)	8%	(35)	435
Sports fan	48%	(629)	39%	(506)	8%	(103)	5%	(62)	1301
Traveled outside of U.S. in past year 1+ times	47%	(181)	39%	(151)	7%	(28)	6%	(25)	385
Frequent Flyer	44%	(102)	41%	(94)	9%	(20)	6%	(14)	230

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

Table CMS13_9: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Keeps the company relevant

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(839)	41%	(825)	10%	(193)	7%	(135)	1992
Gender: Male	41%	(380)	40%	(374)	11%	(100)	8%	(78)	932
Gender: Female	43%	(459)	43%	(451)	9%	(93)	5%	(57)	1060
Age: 18-34	40%	(201)	39%	(197)	12%	(62)	8%	(39)	500
Age: 35-44	41%	(123)	44%	(134)	9%	(27)	6%	(19)	303
Age: 45-64	39%	(286)	44%	(316)	10%	(70)	7%	(54)	725
Age: 65+	49%	(228)	38%	(177)	7%	(34)	5%	(24)	463
GenZers: 1997-2012	41%	(84)	41%	(84)	12%	(24)	6%	(13)	205
Millennials: 1981-1996	39%	(170)	41%	(178)	11%	(50)	8%	(36)	434
GenXers: 1965-1980	40%	(199)	44%	(220)	9%	(46)	7%	(33)	498
Baby Boomers: 1946-1964	44%	(344)	41%	(326)	9%	(69)	6%	(51)	789
PID: Dem (no lean)	43%	(335)	41%	(317)	11%	(82)	5%	(38)	772
PID: Ind (no lean)	39%	(215)	41%	(229)	10%	(55)	11%	(60)	558
PID: Rep (no lean)	44%	(289)	42%	(279)	9%	(57)	6%	(37)	662
PID/Gender: Dem Men	41%	(122)	42%	(123)	12%	(35)	6%	(16)	297
PID/Gender: Dem Women	45%	(213)	41%	(193)	10%	(46)	5%	(22)	475
PID/Gender: Ind Men	36%	(106)	40%	(116)	11%	(32)	13%	(39)	292
PID/Gender: Ind Women	41%	(109)	42%	(113)	9%	(23)	8%	(21)	266
PID/Gender: Rep Men	44%	(152)	39%	(134)	10%	(33)	7%	(23)	343
PID/Gender: Rep Women	43%	(136)	45%	(145)	8%	(24)	4%	(14)	319
Ideo: Liberal (1-3)	42%	(250)	40%	(239)	12%	(68)	6%	(36)	593
Ideo: Moderate (4)	40%	(218)	45%	(244)	8%	(45)	7%	(38)	544
Ideo: Conservative (5-7)	45%	(327)	41%	(296)	9%	(66)	6%	(41)	729
Educ: < College	45%	(567)	38%	(480)	10%	(123)	7%	(83)	1253
Educ: Bachelors degree	37%	(176)	46%	(217)	10%	(47)	7%	(31)	471
Educ: Post-grad	36%	(96)	47%	(127)	9%	(24)	8%	(21)	268
Income: Under 50k	44%	(430)	38%	(371)	10%	(95)	8%	(78)	973
Income: 50k-100k	41%	(285)	44%	(307)	9%	(64)	5%	(35)	690
Income: 100k+	38%	(124)	45%	(147)	11%	(35)	7%	(23)	329
Ethnicity: White	40%	(640)	44%	(706)	10%	(156)	7%	(109)	1611

Continued on next page

Table CMS13_9: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Keeps the company relevant*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(839)	41%	(825)	10%	(193)	7%	(135)	1992
Ethnicity: Hispanic	45%	(87)	41%	(79)	11%	(22)	3%	(5)	193
Ethnicity: Afr. Am.	56%	(142)	28%	(70)	10%	(24)	7%	(16)	253
Ethnicity: Other	45%	(57)	38%	(48)	10%	(13)	8%	(10)	128
All Christian	45%	(459)	41%	(424)	9%	(90)	5%	(52)	1025
All Non-Christian	43%	(43)	41%	(41)	9%	(9)	6%	(6)	100
Atheist	30%	(29)	45%	(43)	16%	(16)	8%	(8)	95
Agnostic/Nothing in particular	40%	(308)	41%	(317)	10%	(78)	9%	(70)	772
Religious Non-Protestant/Catholic	39%	(55)	42%	(58)	14%	(19)	5%	(7)	139
Evangelical	47%	(249)	40%	(213)	8%	(43)	5%	(29)	534
Non-Evangelical	43%	(318)	42%	(315)	9%	(67)	6%	(48)	748
Community: Urban	42%	(213)	37%	(188)	12%	(60)	9%	(43)	504
Community: Suburban	41%	(420)	44%	(448)	9%	(90)	6%	(56)	1014
Community: Rural	43%	(206)	40%	(188)	9%	(43)	8%	(36)	474
Employ: Private Sector	39%	(244)	45%	(284)	11%	(70)	5%	(33)	631
Employ: Government	35%	(35)	44%	(44)	11%	(11)	10%	(10)	100
Employ: Self-Employed	44%	(59)	39%	(53)	13%	(18)	4%	(6)	136
Employ: Homemaker	44%	(58)	39%	(51)	10%	(13)	7%	(9)	131
Employ: Retired	46%	(239)	38%	(199)	8%	(43)	8%	(40)	521
Employ: Unemployed	49%	(114)	40%	(93)	5%	(13)	6%	(14)	233
Employ: Other	38%	(45)	35%	(42)	16%	(19)	12%	(14)	119
Military HH: Yes	46%	(149)	39%	(126)	9%	(28)	6%	(20)	323
Military HH: No	41%	(690)	42%	(699)	10%	(165)	7%	(115)	1669
RD/WT: Right Direction	43%	(301)	43%	(303)	8%	(54)	6%	(45)	703
RD/WT: Wrong Track	42%	(538)	40%	(521)	11%	(139)	7%	(91)	1289
Trump Job Approve	41%	(357)	44%	(382)	8%	(73)	6%	(53)	865
Trump Job Disapprove	43%	(463)	40%	(423)	11%	(116)	6%	(69)	1070

Continued on next page

Table CMS13_9: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Keeps the company relevant

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(839)	41%	(825)	10%	(193)	7%	(135)	1992
Trump Job Strongly Approve	45%	(220)	40%	(197)	8%	(39)	7%	(33)	489
Trump Job Somewhat Approve	36%	(137)	49%	(184)	9%	(34)	5%	(20)	376
Trump Job Somewhat Disapprove	39%	(85)	44%	(96)	10%	(21)	8%	(17)	219
Trump Job Strongly Disapprove	44%	(378)	38%	(326)	11%	(94)	6%	(52)	850
Favorable of Trump	42%	(360)	43%	(363)	9%	(72)	6%	(53)	848
Unfavorable of Trump	42%	(451)	41%	(432)	11%	(116)	6%	(67)	1067
Very Favorable of Trump	46%	(225)	41%	(203)	7%	(33)	7%	(32)	493
Somewhat Favorable of Trump	38%	(135)	45%	(160)	11%	(39)	6%	(21)	355
Somewhat Unfavorable of Trump	37%	(66)	48%	(84)	5%	(9)	10%	(18)	176
Very Unfavorable of Trump	43%	(386)	39%	(349)	12%	(107)	6%	(49)	891
#1 Issue: Economy	45%	(302)	41%	(275)	10%	(65)	5%	(32)	675
#1 Issue: Security	39%	(87)	41%	(91)	10%	(22)	10%	(21)	222
#1 Issue: Health Care	41%	(179)	43%	(189)	11%	(47)	5%	(24)	438
#1 Issue: Medicare / Social Security	43%	(131)	41%	(126)	8%	(24)	8%	(25)	305
#1 Issue: Women's Issues	40%	(36)	47%	(42)	5%	(5)	7%	(6)	89
#1 Issue: Education	37%	(38)	36%	(37)	14%	(14)	13%	(13)	103
#1 Issue: Energy	36%	(21)	47%	(27)	13%	(7)	4%	(2)	58
#1 Issue: Other	43%	(44)	36%	(37)	9%	(9)	11%	(11)	102
2018 House Vote: Democrat	43%	(326)	40%	(298)	11%	(79)	6%	(46)	750
2018 House Vote: Republican	44%	(301)	42%	(286)	9%	(62)	5%	(35)	683
2018 House Vote: Someone else	42%	(30)	42%	(30)	7%	(5)	9%	(7)	72
2016 Vote: Hillary Clinton	46%	(313)	38%	(258)	10%	(66)	6%	(43)	680
2016 Vote: Donald Trump	44%	(329)	42%	(310)	8%	(61)	6%	(44)	744
2016 Vote: Other	34%	(49)	46%	(68)	13%	(19)	7%	(10)	147
2016 Vote: Didn't Vote	35%	(147)	45%	(187)	11%	(47)	9%	(37)	417
Voted in 2014: Yes	45%	(605)	40%	(541)	9%	(120)	6%	(78)	1344
Voted in 2014: No	36%	(234)	44%	(283)	11%	(73)	9%	(58)	648

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Table CMS13_9: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Keeps the company relevant*

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(839)	41%	(825)	10%	(193)	7%	(135)	1992
2012 Vote: Barack Obama	44%	(364)	41%	(335)	9%	(73)	7%	(54)	826
2012 Vote: Mitt Romney	42%	(233)	43%	(236)	9%	(47)	7%	(37)	553
2012 Vote: Other	41%	(33)	47%	(38)	6%	(5)	6%	(5)	81
2012 Vote: Didn't Vote	39%	(205)	41%	(214)	13%	(67)	8%	(40)	526
4-Region: Northeast	40%	(142)	42%	(149)	11%	(39)	7%	(25)	355
4-Region: Midwest	40%	(183)	44%	(200)	11%	(50)	5%	(24)	458
4-Region: South	47%	(347)	39%	(292)	8%	(56)	7%	(49)	744
4-Region: West	38%	(167)	42%	(183)	11%	(48)	8%	(37)	435
Sports fan	43%	(556)	42%	(542)	10%	(126)	6%	(77)	1301
Traveled outside of U.S. in past year 1+ times	39%	(151)	44%	(169)	10%	(37)	7%	(27)	385
Frequent Flyer	38%	(87)	44%	(102)	10%	(24)	7%	(17)	230

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

Table CMS13_10: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is a critical part of their company's brand / image

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	34%	(687)	38%	(749)	19%	(377)	9%	(179)	1992
Gender: Male	33%	(306)	38%	(354)	19%	(173)	11%	(100)	932
Gender: Female	36%	(381)	37%	(395)	19%	(205)	7%	(79)	1060
Age: 18-34	38%	(191)	32%	(161)	20%	(101)	9%	(46)	500
Age: 35-44	34%	(102)	36%	(109)	21%	(64)	9%	(27)	303
Age: 45-64	30%	(220)	42%	(303)	18%	(132)	10%	(71)	725
Age: 65+	38%	(174)	38%	(175)	17%	(80)	7%	(34)	463
GenZers: 1997-2012	39%	(81)	28%	(57)	23%	(47)	10%	(20)	205
Millennials: 1981-1996	36%	(156)	34%	(149)	20%	(89)	9%	(40)	434
GenXers: 1965-1980	33%	(165)	41%	(202)	18%	(89)	8%	(42)	498
Baby Boomers: 1946-1964	32%	(252)	40%	(315)	19%	(148)	9%	(74)	789
PID: Dem (no lean)	40%	(308)	33%	(257)	19%	(148)	8%	(59)	772
PID: Ind (no lean)	27%	(153)	37%	(205)	22%	(123)	14%	(77)	558
PID: Rep (no lean)	34%	(226)	43%	(287)	16%	(106)	7%	(43)	662
PID/Gender: Dem Men	38%	(113)	33%	(97)	20%	(59)	9%	(28)	297
PID/Gender: Dem Women	41%	(195)	34%	(160)	19%	(89)	6%	(31)	475
PID/Gender: Ind Men	25%	(73)	38%	(111)	20%	(60)	16%	(48)	292
PID/Gender: Ind Women	30%	(80)	35%	(94)	24%	(63)	11%	(29)	266
PID/Gender: Rep Men	35%	(120)	43%	(146)	16%	(54)	7%	(24)	343
PID/Gender: Rep Women	33%	(106)	44%	(141)	16%	(52)	6%	(20)	319
Ideo: Liberal (1-3)	35%	(207)	32%	(190)	22%	(132)	11%	(63)	593
Ideo: Moderate (4)	35%	(188)	40%	(218)	18%	(97)	8%	(41)	544
Ideo: Conservative (5-7)	35%	(252)	41%	(301)	17%	(123)	7%	(53)	729
Educ: < College	39%	(486)	36%	(453)	16%	(203)	9%	(110)	1253
Educ: Bachelors degree	26%	(124)	41%	(191)	24%	(113)	9%	(43)	471
Educ: Post-grad	29%	(77)	39%	(105)	23%	(61)	9%	(25)	268
Income: Under 50k	37%	(357)	36%	(355)	17%	(166)	10%	(95)	973
Income: 50k-100k	35%	(238)	38%	(260)	21%	(142)	7%	(51)	690
Income: 100k+	28%	(92)	41%	(134)	21%	(70)	10%	(33)	329
Ethnicity: White	32%	(523)	39%	(624)	19%	(313)	9%	(152)	1611

Continued on next page

Table CMS13_10: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is a critical part of their company's brand / image

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	34%	(687)	38%	(749)	19%	(377)	9%	(179)	1992
Ethnicity: Hispanic	43%	(83)	34%	(66)	18%	(34)	5%	(10)	193
Ethnicity: Afr. Am.	48%	(122)	32%	(80)	16%	(40)	4%	(11)	253
Ethnicity: Other	33%	(43)	35%	(45)	19%	(24)	13%	(16)	128
All Christian	35%	(362)	38%	(392)	20%	(201)	7%	(70)	1025
All Non-Christian	38%	(38)	31%	(31)	23%	(23)	8%	(8)	100
Atheist	22%	(21)	35%	(33)	24%	(23)	19%	(18)	95
Agnostic/Nothing in particular	34%	(266)	38%	(293)	17%	(131)	11%	(83)	772
Religious Non-Protestant/Catholic	34%	(48)	34%	(47)	26%	(36)	6%	(8)	139
Evangelical	39%	(208)	38%	(203)	17%	(90)	6%	(33)	534
Non-Evangelical	33%	(249)	39%	(289)	19%	(142)	9%	(68)	748
Community: Urban	39%	(194)	34%	(171)	18%	(90)	10%	(48)	504
Community: Suburban	33%	(331)	39%	(394)	20%	(202)	9%	(87)	1014
Community: Rural	34%	(162)	39%	(184)	18%	(85)	9%	(44)	474
Employ: Private Sector	34%	(217)	40%	(255)	19%	(120)	6%	(39)	631
Employ: Government	22%	(22)	36%	(36)	25%	(25)	16%	(16)	100
Employ: Self-Employed	35%	(47)	36%	(49)	22%	(31)	7%	(9)	136
Employ: Homemaker	36%	(47)	34%	(44)	24%	(31)	6%	(8)	131
Employ: Retired	34%	(178)	40%	(208)	16%	(85)	10%	(50)	521
Employ: Unemployed	40%	(94)	34%	(79)	15%	(34)	11%	(26)	233
Employ: Other	32%	(39)	35%	(41)	19%	(23)	14%	(16)	119
Military HH: Yes	35%	(114)	40%	(128)	17%	(55)	8%	(27)	323
Military HH: No	34%	(573)	37%	(621)	19%	(322)	9%	(152)	1669
RD/WT: Right Direction	36%	(253)	42%	(299)	14%	(96)	8%	(55)	703
RD/WT: Wrong Track	34%	(434)	35%	(450)	22%	(281)	10%	(124)	1289
Trump Job Approve	34%	(294)	42%	(360)	16%	(143)	8%	(68)	865
Trump Job Disapprove	35%	(378)	35%	(370)	21%	(225)	9%	(96)	1070

Continued on next page

Table CMS13_10: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is a critical part of their company's brand / image

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	34%	(687)	38%	(749)	19%	(377)	9%	(179)	1992
Trump Job Strongly Approve	39%	(188)	40%	(197)	14%	(66)	8%	(37)	489
Trump Job Somewhat Approve	28%	(106)	43%	(162)	20%	(76)	8%	(31)	376
Trump Job Somewhat Disapprove	30%	(66)	40%	(87)	19%	(42)	10%	(23)	219
Trump Job Strongly Disapprove	37%	(312)	33%	(283)	21%	(182)	9%	(73)	850
Favorable of Trump	34%	(292)	41%	(351)	17%	(141)	8%	(65)	848
Unfavorable of Trump	35%	(368)	35%	(373)	21%	(227)	9%	(100)	1067
Very Favorable of Trump	40%	(197)	40%	(196)	14%	(69)	6%	(31)	493
Somewhat Favorable of Trump	27%	(94)	44%	(155)	20%	(72)	9%	(33)	355
Somewhat Unfavorable of Trump	29%	(52)	40%	(70)	19%	(34)	12%	(20)	176
Very Unfavorable of Trump	36%	(317)	34%	(303)	22%	(193)	9%	(79)	891
#1 Issue: Economy	34%	(231)	38%	(260)	19%	(129)	8%	(55)	675
#1 Issue: Security	30%	(66)	41%	(92)	17%	(38)	12%	(27)	222
#1 Issue: Health Care	35%	(154)	34%	(150)	24%	(107)	6%	(28)	438
#1 Issue: Medicare / Social Security	37%	(113)	41%	(126)	12%	(38)	9%	(27)	305
#1 Issue: Women's Issues	40%	(35)	32%	(28)	17%	(15)	11%	(10)	89
#1 Issue: Education	36%	(37)	30%	(31)	22%	(23)	12%	(12)	103
#1 Issue: Energy	30%	(17)	39%	(23)	23%	(13)	8%	(5)	58
#1 Issue: Other	33%	(34)	38%	(39)	14%	(14)	15%	(15)	102
2018 House Vote: Democrat	36%	(269)	36%	(268)	20%	(147)	9%	(66)	750
2018 House Vote: Republican	34%	(235)	42%	(284)	17%	(118)	7%	(47)	683
2018 House Vote: Someone else	28%	(20)	35%	(25)	25%	(18)	12%	(8)	72
2016 Vote: Hillary Clinton	38%	(255)	35%	(239)	18%	(123)	9%	(64)	680
2016 Vote: Donald Trump	34%	(255)	43%	(318)	16%	(119)	7%	(52)	744
2016 Vote: Other	19%	(28)	39%	(57)	31%	(46)	11%	(16)	147
2016 Vote: Didn't Vote	35%	(148)	32%	(134)	21%	(89)	11%	(47)	417
Voted in 2014: Yes	35%	(467)	39%	(521)	18%	(248)	8%	(107)	1344
Voted in 2014: No	34%	(220)	35%	(227)	20%	(129)	11%	(71)	648

Continued on next page

Table CMS13_10: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is a critical part of their company's brand / image

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	34%	(687)	38%	(749)	19%	(377)	9%	(179)	1992
2012 Vote: Barack Obama	36%	(297)	37%	(307)	18%	(151)	9%	(71)	826
2012 Vote: Mitt Romney	31%	(174)	41%	(228)	19%	(103)	9%	(48)	553
2012 Vote: Other	24%	(20)	48%	(39)	21%	(17)	7%	(5)	81
2012 Vote: Didn't Vote	37%	(195)	33%	(172)	20%	(105)	10%	(55)	526
4-Region: Northeast	35%	(123)	34%	(121)	23%	(80)	9%	(31)	355
4-Region: Midwest	32%	(145)	41%	(185)	21%	(98)	6%	(28)	458
4-Region: South	39%	(291)	38%	(286)	15%	(108)	8%	(59)	744
4-Region: West	29%	(128)	36%	(156)	21%	(91)	14%	(60)	435
Sports fan	35%	(452)	39%	(512)	18%	(240)	7%	(97)	1301
Traveled outside of U.S. in past year 1+ times	33%	(127)	41%	(158)	18%	(67)	8%	(33)	385
Frequent Flyer	29%	(68)	38%	(88)	22%	(52)	10%	(23)	230

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

Table CMS13_11: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Leads with fairness and integrity

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	59%	(1169)	30%	(604)	6%	(111)	5%	(109)	1992
Gender: Male	53%	(496)	33%	(306)	7%	(65)	7%	(65)	932
Gender: Female	63%	(672)	28%	(297)	4%	(46)	4%	(44)	1060
Age: 18-34	54%	(273)	29%	(147)	10%	(48)	7%	(33)	500
Age: 35-44	53%	(161)	31%	(94)	9%	(27)	7%	(20)	303
Age: 45-64	58%	(419)	34%	(245)	3%	(24)	5%	(37)	725
Age: 65+	68%	(315)	25%	(117)	3%	(12)	4%	(18)	463
GenZers: 1997-2012	60%	(122)	26%	(54)	8%	(17)	6%	(11)	205
Millennials: 1981-1996	51%	(222)	31%	(136)	10%	(43)	8%	(33)	434
GenXers: 1965-1980	58%	(289)	31%	(156)	5%	(26)	5%	(27)	498
Baby Boomers: 1946-1964	61%	(483)	31%	(247)	3%	(25)	4%	(35)	789
PID: Dem (no lean)	62%	(476)	29%	(224)	5%	(42)	4%	(30)	772
PID: Ind (no lean)	55%	(309)	31%	(171)	6%	(33)	8%	(45)	558
PID: Rep (no lean)	58%	(384)	32%	(209)	5%	(36)	5%	(34)	662
PID/Gender: Dem Men	55%	(162)	34%	(102)	6%	(19)	5%	(14)	297
PID/Gender: Dem Women	66%	(314)	26%	(123)	5%	(23)	3%	(16)	475
PID/Gender: Ind Men	50%	(145)	35%	(103)	6%	(18)	9%	(26)	292
PID/Gender: Ind Women	61%	(163)	26%	(68)	6%	(15)	7%	(20)	266
PID/Gender: Rep Men	55%	(189)	30%	(102)	8%	(28)	7%	(25)	343
PID/Gender: Rep Women	61%	(195)	33%	(107)	2%	(8)	3%	(9)	319
Ideo: Liberal (1-3)	62%	(366)	28%	(165)	6%	(37)	4%	(25)	593
Ideo: Moderate (4)	58%	(315)	32%	(176)	5%	(25)	5%	(29)	544
Ideo: Conservative (5-7)	59%	(433)	31%	(223)	5%	(36)	5%	(37)	729
Educ: < College	60%	(753)	30%	(372)	4%	(55)	6%	(73)	1253
Educ: Bachelors degree	56%	(266)	31%	(144)	8%	(39)	5%	(22)	471
Educ: Post-grad	56%	(150)	33%	(88)	6%	(16)	5%	(14)	268
Income: Under 50k	59%	(571)	30%	(290)	5%	(49)	6%	(63)	973
Income: 50k-100k	59%	(407)	31%	(214)	6%	(39)	4%	(30)	690
Income: 100k+	58%	(191)	30%	(99)	7%	(23)	5%	(16)	329
Ethnicity: White	58%	(932)	31%	(507)	5%	(87)	5%	(86)	1611

Continued on next page

Table CMS13_11: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Leads with fairness and integrity

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	59%	(1169)	30%	(604)	6%	(111)	5%	(109)	1992
Ethnicity: Hispanic	63%	(122)	27%	(53)	8%	(15)	2%	(4)	193
Ethnicity: Afr. Am.	64%	(162)	23%	(58)	7%	(19)	6%	(14)	253
Ethnicity: Other	59%	(75)	30%	(38)	4%	(6)	7%	(9)	128
All Christian	62%	(631)	30%	(305)	4%	(41)	5%	(47)	1025
All Non-Christian	56%	(56)	35%	(35)	6%	(6)	3%	(3)	100
Atheist	58%	(55)	26%	(25)	10%	(9)	6%	(6)	95
Agnostic/Nothing in particular	55%	(427)	31%	(239)	7%	(54)	7%	(53)	772
Religious Non-Protestant/Catholic	55%	(76)	36%	(50)	6%	(8)	3%	(4)	139
Evangelical	60%	(322)	31%	(167)	5%	(24)	4%	(21)	534
Non-Evangelical	61%	(458)	28%	(210)	5%	(35)	6%	(45)	748
Community: Urban	56%	(283)	31%	(155)	7%	(38)	6%	(30)	504
Community: Suburban	60%	(610)	30%	(301)	5%	(50)	5%	(53)	1014
Community: Rural	58%	(276)	31%	(148)	5%	(23)	6%	(27)	474
Employ: Private Sector	56%	(356)	32%	(202)	7%	(46)	4%	(27)	631
Employ: Government	54%	(54)	30%	(30)	8%	(8)	9%	(9)	100
Employ: Self-Employed	53%	(72)	32%	(44)	9%	(13)	5%	(7)	136
Employ: Homemaker	56%	(73)	35%	(46)	5%	(7)	4%	(5)	131
Employ: Retired	64%	(334)	27%	(142)	2%	(12)	7%	(34)	521
Employ: Unemployed	60%	(139)	32%	(75)	3%	(7)	5%	(12)	233
Employ: Other	54%	(65)	30%	(35)	8%	(10)	8%	(9)	119
Military HH: Yes	63%	(205)	28%	(90)	4%	(14)	5%	(15)	323
Military HH: No	58%	(964)	31%	(514)	6%	(97)	6%	(94)	1669
RD/WT: Right Direction	56%	(391)	34%	(238)	5%	(33)	6%	(42)	703
RD/WT: Wrong Track	60%	(778)	28%	(366)	6%	(78)	5%	(67)	1289
Trump Job Approve	57%	(496)	32%	(277)	5%	(43)	6%	(50)	865
Trump Job Disapprove	61%	(653)	29%	(310)	6%	(60)	4%	(46)	1070

Continued on next page

Table CMS13_11: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Leads with fairness and integrity

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	59%	(1169)	30%	(604)	6%	(111)	5%	(109)	1992
Trump Job Strongly Approve	61%	(296)	28%	(138)	5%	(26)	6%	(29)	489
Trump Job Somewhat Approve	53%	(199)	37%	(139)	4%	(17)	6%	(21)	376
Trump Job Somewhat Disapprove	52%	(114)	38%	(84)	6%	(12)	4%	(9)	219
Trump Job Strongly Disapprove	63%	(539)	27%	(227)	6%	(48)	4%	(37)	850
Favorable of Trump	58%	(495)	31%	(262)	5%	(45)	5%	(46)	848
Unfavorable of Trump	60%	(645)	30%	(316)	5%	(58)	4%	(48)	1067
Very Favorable of Trump	62%	(307)	28%	(137)	5%	(23)	5%	(25)	493
Somewhat Favorable of Trump	53%	(188)	35%	(125)	6%	(21)	6%	(20)	355
Somewhat Unfavorable of Trump	51%	(90)	40%	(70)	3%	(6)	6%	(10)	176
Very Unfavorable of Trump	62%	(555)	28%	(247)	6%	(52)	4%	(38)	891
#1 Issue: Economy	59%	(396)	31%	(212)	6%	(39)	4%	(29)	675
#1 Issue: Security	52%	(115)	34%	(74)	6%	(14)	8%	(19)	222
#1 Issue: Health Care	60%	(265)	31%	(136)	5%	(21)	4%	(17)	438
#1 Issue: Medicare / Social Security	63%	(191)	30%	(91)	1%	(4)	6%	(18)	305
#1 Issue: Women's Issues	67%	(60)	23%	(20)	4%	(4)	6%	(5)	89
#1 Issue: Education	46%	(47)	28%	(29)	15%	(15)	11%	(11)	103
#1 Issue: Energy	52%	(30)	27%	(16)	19%	(11)	2%	(1)	58
#1 Issue: Other	63%	(65)	24%	(25)	4%	(4)	9%	(9)	102
2018 House Vote: Democrat	63%	(469)	29%	(217)	4%	(32)	4%	(32)	750
2018 House Vote: Republican	58%	(398)	33%	(228)	4%	(28)	4%	(29)	683
2018 House Vote: Someone else	58%	(42)	28%	(20)	4%	(3)	10%	(7)	72
2016 Vote: Hillary Clinton	62%	(425)	30%	(202)	4%	(26)	4%	(28)	680
2016 Vote: Donald Trump	59%	(442)	31%	(229)	4%	(33)	5%	(40)	744
2016 Vote: Other	52%	(77)	37%	(55)	6%	(8)	5%	(8)	147
2016 Vote: Didn't Vote	54%	(224)	28%	(118)	10%	(43)	8%	(32)	417
Voted in 2014: Yes	62%	(827)	30%	(404)	4%	(53)	4%	(60)	1344
Voted in 2014: No	53%	(341)	31%	(200)	9%	(58)	8%	(49)	648

Continued on next page

Table CMS13_11: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Leads with fairness and integrity

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	59%	(1169)	30%	(604)	6%	(111)	5%	(109)	1992
2012 Vote: Barack Obama	62%	(512)	29%	(237)	5%	(40)	5%	(38)	826
2012 Vote: Mitt Romney	57%	(316)	33%	(185)	3%	(19)	6%	(33)	553
2012 Vote: Other	58%	(47)	31%	(25)	6%	(5)	5%	(4)	81
2012 Vote: Didn't Vote	55%	(289)	30%	(156)	9%	(47)	7%	(34)	526
4-Region: Northeast	57%	(201)	30%	(106)	9%	(31)	5%	(17)	355
4-Region: Midwest	58%	(264)	30%	(138)	7%	(33)	5%	(22)	458
4-Region: South	61%	(457)	29%	(215)	4%	(31)	6%	(41)	744
4-Region: West	57%	(247)	33%	(144)	4%	(16)	6%	(28)	435
Sports fan	58%	(753)	31%	(409)	6%	(76)	5%	(62)	1301
Traveled outside of U.S. in past year 1+ times	55%	(212)	33%	(126)	7%	(26)	6%	(21)	385
Frequent Flyer	54%	(125)	31%	(72)	8%	(19)	6%	(14)	230

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

Table CMS13_12: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Demonstrates foresight

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(842)	41%	(819)	10%	(207)	6%	(124)	1992
Gender: Male	42%	(395)	39%	(365)	11%	(102)	8%	(70)	932
Gender: Female	42%	(447)	43%	(454)	10%	(105)	5%	(54)	1060
Age: 18-34	47%	(233)	35%	(176)	11%	(56)	7%	(35)	500
Age: 35-44	38%	(114)	42%	(127)	14%	(43)	6%	(19)	303
Age: 45-64	39%	(281)	45%	(327)	10%	(73)	6%	(45)	725
Age: 65+	46%	(214)	41%	(188)	8%	(36)	5%	(25)	463
GenZers: 1997-2012	51%	(104)	31%	(64)	12%	(25)	5%	(11)	205
Millennials: 1981-1996	41%	(180)	40%	(173)	11%	(47)	8%	(34)	434
GenXers: 1965-1980	39%	(192)	44%	(217)	12%	(58)	6%	(31)	498
Baby Boomers: 1946-1964	41%	(326)	44%	(345)	9%	(72)	6%	(46)	789
PID: Dem (no lean)	47%	(359)	38%	(297)	10%	(76)	5%	(39)	772
PID: Ind (no lean)	39%	(218)	40%	(222)	12%	(68)	9%	(50)	558
PID: Rep (no lean)	40%	(265)	45%	(300)	10%	(63)	5%	(35)	662
PID/Gender: Dem Men	48%	(144)	36%	(107)	10%	(30)	5%	(16)	297
PID/Gender: Dem Women	45%	(215)	40%	(190)	10%	(46)	5%	(23)	475
PID/Gender: Ind Men	39%	(114)	39%	(113)	12%	(34)	10%	(30)	292
PID/Gender: Ind Women	39%	(104)	41%	(109)	13%	(33)	8%	(20)	266
PID/Gender: Rep Men	40%	(137)	42%	(145)	11%	(38)	7%	(24)	343
PID/Gender: Rep Women	40%	(128)	49%	(155)	8%	(25)	3%	(11)	319
Ideo: Liberal (1-3)	48%	(284)	37%	(220)	9%	(55)	6%	(34)	593
Ideo: Moderate (4)	37%	(203)	46%	(253)	10%	(56)	6%	(32)	544
Ideo: Conservative (5-7)	42%	(307)	41%	(302)	11%	(83)	5%	(37)	729
Educ: < College	44%	(548)	40%	(499)	10%	(123)	7%	(84)	1253
Educ: Bachelors degree	40%	(191)	42%	(200)	12%	(57)	5%	(24)	471
Educ: Post-grad	39%	(103)	45%	(120)	10%	(27)	6%	(17)	268
Income: Under 50k	43%	(414)	40%	(388)	10%	(99)	7%	(72)	973
Income: 50k-100k	41%	(284)	42%	(293)	11%	(78)	5%	(35)	690
Income: 100k+	44%	(144)	42%	(137)	9%	(30)	5%	(18)	329
Ethnicity: White	40%	(647)	43%	(694)	10%	(168)	6%	(102)	1611

Continued on next page

Table CMS13_12: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Demonstrates foresight

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(842)	41%	(819)	10%	(207)	6%	(124)	1992
Ethnicity: Hispanic	44%	(85)	42%	(80)	10%	(18)	5%	(9)	193
Ethnicity: Afr. Am.	52%	(132)	32%	(80)	12%	(29)	4%	(11)	253
Ethnicity: Other	49%	(62)	35%	(44)	8%	(10)	9%	(12)	128
All Christian	44%	(452)	41%	(418)	10%	(104)	5%	(50)	1025
All Non-Christian	47%	(47)	37%	(37)	10%	(10)	6%	(6)	100
Atheist	43%	(41)	33%	(31)	15%	(14)	9%	(8)	95
Agnostic/Nothing in particular	39%	(302)	43%	(332)	10%	(79)	8%	(60)	772
Religious Non-Protestant/Catholic	42%	(58)	39%	(54)	13%	(18)	6%	(8)	139
Evangelical	42%	(223)	44%	(234)	10%	(53)	5%	(24)	534
Non-Evangelical	43%	(324)	41%	(306)	9%	(71)	6%	(48)	748
Community: Urban	42%	(210)	40%	(201)	11%	(56)	7%	(37)	504
Community: Suburban	43%	(437)	42%	(425)	10%	(97)	5%	(54)	1014
Community: Rural	41%	(194)	41%	(192)	11%	(54)	7%	(34)	474
Employ: Private Sector	40%	(252)	43%	(272)	13%	(79)	4%	(27)	631
Employ: Government	36%	(36)	47%	(47)	8%	(8)	9%	(9)	100
Employ: Self-Employed	40%	(54)	41%	(56)	11%	(15)	8%	(10)	136
Employ: Homemaker	44%	(57)	41%	(54)	12%	(15)	4%	(5)	131
Employ: Retired	42%	(222)	42%	(219)	8%	(44)	7%	(37)	521
Employ: Unemployed	50%	(118)	36%	(84)	9%	(20)	5%	(12)	233
Employ: Other	35%	(42)	42%	(51)	10%	(12)	13%	(15)	119
Military HH: Yes	45%	(145)	42%	(135)	9%	(31)	4%	(13)	323
Military HH: No	42%	(697)	41%	(684)	11%	(177)	7%	(112)	1669
RD/WT: Right Direction	41%	(285)	44%	(312)	9%	(62)	6%	(44)	703
RD/WT: Wrong Track	43%	(556)	39%	(507)	11%	(145)	6%	(81)	1289
Trump Job Approve	40%	(345)	44%	(383)	10%	(89)	5%	(47)	865
Trump Job Disapprove	45%	(481)	39%	(417)	10%	(109)	6%	(63)	1070

Continued on next page

Table CMS13_12: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Demonstrates foresight

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(842)	41%	(819)	10%	(207)	6%	(124)	1992
Trump Job Strongly Approve	42%	(207)	42%	(204)	10%	(47)	6%	(31)	489
Trump Job Somewhat Approve	37%	(138)	48%	(179)	11%	(42)	4%	(16)	376
Trump Job Somewhat Disapprove	34%	(76)	49%	(107)	11%	(24)	6%	(13)	219
Trump Job Strongly Disapprove	48%	(405)	36%	(310)	10%	(85)	6%	(51)	850
Favorable of Trump	41%	(346)	43%	(366)	11%	(92)	5%	(44)	848
Unfavorable of Trump	44%	(466)	40%	(424)	10%	(112)	6%	(65)	1067
Very Favorable of Trump	43%	(213)	42%	(209)	9%	(42)	6%	(29)	493
Somewhat Favorable of Trump	38%	(133)	44%	(157)	14%	(50)	4%	(15)	355
Somewhat Unfavorable of Trump	29%	(52)	52%	(91)	11%	(19)	8%	(14)	176
Very Unfavorable of Trump	46%	(414)	37%	(333)	10%	(93)	6%	(52)	891
#1 Issue: Economy	42%	(282)	43%	(288)	11%	(77)	4%	(27)	675
#1 Issue: Security	37%	(81)	45%	(100)	8%	(18)	10%	(22)	222
#1 Issue: Health Care	45%	(196)	40%	(177)	10%	(43)	5%	(22)	438
#1 Issue: Medicare / Social Security	41%	(126)	44%	(135)	7%	(22)	7%	(21)	305
#1 Issue: Women's Issues	39%	(35)	37%	(33)	14%	(12)	10%	(9)	89
#1 Issue: Education	46%	(48)	27%	(28)	18%	(19)	8%	(8)	103
#1 Issue: Energy	43%	(25)	38%	(22)	9%	(5)	10%	(6)	58
#1 Issue: Other	47%	(48)	34%	(35)	10%	(11)	8%	(9)	102
2018 House Vote: Democrat	44%	(329)	39%	(291)	11%	(84)	6%	(45)	750
2018 House Vote: Republican	41%	(281)	45%	(308)	9%	(64)	4%	(30)	683
2018 House Vote: Someone else	43%	(31)	44%	(32)	4%	(3)	9%	(7)	72
2016 Vote: Hillary Clinton	46%	(316)	38%	(262)	10%	(65)	6%	(38)	680
2016 Vote: Donald Trump	42%	(311)	43%	(321)	9%	(71)	6%	(42)	744
2016 Vote: Other	31%	(46)	50%	(73)	13%	(19)	6%	(9)	147
2016 Vote: Didn't Vote	40%	(168)	39%	(162)	13%	(53)	8%	(35)	417
Voted in 2014: Yes	43%	(583)	42%	(559)	10%	(130)	5%	(71)	1344
Voted in 2014: No	40%	(258)	40%	(260)	12%	(77)	8%	(53)	648

Continued on next page

Table CMS13_12: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Demonstrates foresight

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(842)	41%	(819)	10%	(207)	6%	(124)	1992
2012 Vote: Barack Obama	45%	(369)	40%	(332)	10%	(81)	5%	(45)	826
2012 Vote: Mitt Romney	40%	(221)	43%	(238)	10%	(57)	7%	(37)	553
2012 Vote: Other	32%	(26)	54%	(44)	9%	(7)	4%	(3)	81
2012 Vote: Didn't Vote	42%	(223)	38%	(202)	12%	(62)	8%	(40)	526
4-Region: Northeast	42%	(149)	39%	(139)	12%	(43)	7%	(24)	355
4-Region: Midwest	40%	(181)	43%	(196)	12%	(55)	6%	(26)	458
4-Region: South	44%	(330)	42%	(314)	8%	(60)	5%	(40)	744
4-Region: West	42%	(181)	39%	(170)	11%	(49)	8%	(35)	435
Sports fan	43%	(556)	41%	(539)	11%	(137)	5%	(69)	1301
Traveled outside of U.S. in past year 1+ times	40%	(155)	42%	(161)	12%	(47)	6%	(22)	385
Frequent Flyer	41%	(95)	40%	(91)	13%	(30)	6%	(13)	230

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

Table CMS13_13: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Delivers products and/or services that meet a high standard of excellence and quality

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	60%	(1192)	30%	(602)	5%	(96)	5%	(102)	1992
Gender: Male	55%	(517)	32%	(298)	6%	(54)	7%	(64)	932
Gender: Female	64%	(675)	29%	(305)	4%	(41)	4%	(38)	1060
Age: 18-34	59%	(294)	27%	(136)	7%	(37)	7%	(33)	500
Age: 35-44	55%	(166)	35%	(104)	6%	(17)	5%	(16)	303
Age: 45-64	57%	(416)	34%	(247)	4%	(29)	5%	(34)	725
Age: 65+	68%	(316)	25%	(114)	3%	(14)	4%	(20)	463
GenZers: 1997-2012	56%	(115)	30%	(61)	7%	(14)	7%	(15)	205
Millennials: 1981-1996	58%	(251)	28%	(121)	8%	(35)	6%	(28)	434
GenXers: 1965-1980	58%	(287)	34%	(172)	3%	(15)	5%	(24)	498
Baby Boomers: 1946-1964	62%	(489)	30%	(235)	4%	(32)	4%	(33)	789
PID: Dem (no lean)	64%	(492)	28%	(213)	5%	(40)	3%	(26)	772
PID: Ind (no lean)	55%	(306)	31%	(176)	5%	(27)	9%	(49)	558
PID: Rep (no lean)	59%	(393)	32%	(214)	4%	(28)	4%	(28)	662
PID/Gender: Dem Men	57%	(170)	32%	(95)	6%	(17)	5%	(15)	297
PID/Gender: Dem Women	68%	(322)	25%	(118)	5%	(23)	2%	(11)	475
PID/Gender: Ind Men	52%	(152)	32%	(92)	6%	(17)	10%	(30)	292
PID/Gender: Ind Women	58%	(154)	31%	(83)	4%	(10)	7%	(19)	266
PID/Gender: Rep Men	57%	(194)	32%	(111)	6%	(20)	6%	(19)	343
PID/Gender: Rep Women	62%	(199)	32%	(103)	3%	(9)	3%	(8)	319
Ideo: Liberal (1-3)	62%	(368)	28%	(165)	5%	(31)	5%	(29)	593
Ideo: Moderate (4)	57%	(311)	33%	(180)	5%	(25)	5%	(29)	544
Ideo: Conservative (5-7)	62%	(453)	30%	(219)	4%	(27)	4%	(31)	729
Educ: < College	61%	(768)	29%	(359)	5%	(61)	5%	(66)	1253
Educ: Bachelors degree	57%	(269)	33%	(154)	5%	(24)	5%	(23)	471
Educ: Post-grad	58%	(155)	33%	(89)	4%	(11)	5%	(13)	268
Income: Under 50k	60%	(583)	29%	(286)	4%	(43)	6%	(61)	973
Income: 50k-100k	61%	(423)	30%	(206)	5%	(34)	4%	(27)	690
Income: 100k+	56%	(186)	33%	(110)	6%	(18)	4%	(15)	329
Ethnicity: White	59%	(948)	32%	(511)	5%	(73)	5%	(79)	1611

Continued on next page

Table CMS13_13: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Delivers products and/or services that meet a high standard of excellence and quality

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	60%	(1192)	30%	(602)	5%	(96)	5%	(102)	1992
Ethnicity: Hispanic	60%	(116)	31%	(60)	7%	(14)	2%	(3)	193
Ethnicity: Afr. Am.	68%	(171)	19%	(49)	7%	(19)	5%	(14)	253
Ethnicity: Other	56%	(72)	33%	(43)	3%	(4)	7%	(9)	128
All Christian	62%	(631)	31%	(315)	4%	(40)	4%	(39)	1025
All Non-Christian	64%	(64)	28%	(28)	4%	(4)	4%	(4)	100
Atheist	55%	(52)	34%	(32)	4%	(3)	7%	(7)	95
Agnostic/Nothing in particular	58%	(445)	29%	(227)	6%	(48)	7%	(53)	772
Religious Non-Protestant/Catholic	59%	(82)	31%	(43)	6%	(8)	3%	(5)	139
Evangelical	62%	(332)	30%	(162)	4%	(24)	3%	(17)	534
Non-Evangelical	62%	(462)	29%	(216)	4%	(30)	5%	(39)	748
Community: Urban	60%	(302)	28%	(139)	7%	(33)	6%	(31)	504
Community: Suburban	59%	(598)	32%	(324)	4%	(44)	5%	(48)	1014
Community: Rural	62%	(292)	30%	(140)	4%	(18)	5%	(24)	474
Employ: Private Sector	58%	(364)	34%	(214)	5%	(32)	3%	(21)	631
Employ: Government	58%	(58)	25%	(25)	7%	(7)	10%	(11)	100
Employ: Self-Employed	59%	(80)	30%	(40)	7%	(9)	5%	(6)	136
Employ: Homemaker	57%	(74)	35%	(46)	5%	(7)	3%	(4)	131
Employ: Retired	62%	(322)	29%	(150)	3%	(15)	7%	(35)	521
Employ: Unemployed	67%	(156)	26%	(60)	3%	(7)	5%	(11)	233
Employ: Other	57%	(69)	29%	(34)	7%	(8)	7%	(9)	119
Military HH: Yes	61%	(197)	32%	(103)	3%	(10)	4%	(14)	323
Military HH: No	60%	(995)	30%	(500)	5%	(86)	5%	(88)	1669
RD/WT: Right Direction	57%	(399)	34%	(241)	4%	(25)	5%	(37)	703
RD/WT: Wrong Track	61%	(792)	28%	(361)	5%	(71)	5%	(65)	1289
Trump Job Approve	58%	(504)	33%	(283)	4%	(34)	5%	(44)	865
Trump Job Disapprove	63%	(669)	28%	(300)	5%	(54)	4%	(47)	1070

Continued on next page

Table CMS13_13: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Delivers products and/or services that meet a high standard of excellence and quality

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	60%	(1192)	30%	(602)	5%	(96)	5%	(102)	1992
Trump Job Strongly Approve	61%	(298)	29%	(143)	4%	(21)	6%	(27)	489
Trump Job Somewhat Approve	55%	(206)	37%	(139)	4%	(14)	4%	(17)	376
Trump Job Somewhat Disapprove	60%	(131)	33%	(71)	5%	(10)	3%	(7)	219
Trump Job Strongly Disapprove	63%	(538)	27%	(229)	5%	(44)	5%	(40)	850
Favorable of Trump	59%	(497)	32%	(272)	5%	(39)	5%	(41)	848
Unfavorable of Trump	62%	(665)	28%	(302)	5%	(52)	4%	(48)	1067
Very Favorable of Trump	64%	(314)	27%	(135)	4%	(21)	5%	(23)	493
Somewhat Favorable of Trump	51%	(183)	38%	(137)	5%	(18)	5%	(17)	355
Somewhat Unfavorable of Trump	59%	(104)	34%	(60)	1%	(1)	6%	(10)	176
Very Unfavorable of Trump	63%	(561)	27%	(242)	6%	(50)	4%	(38)	891
#1 Issue: Economy	60%	(403)	31%	(210)	5%	(35)	4%	(27)	675
#1 Issue: Security	54%	(121)	33%	(73)	3%	(8)	9%	(21)	222
#1 Issue: Health Care	63%	(275)	28%	(123)	6%	(28)	3%	(14)	438
#1 Issue: Medicare / Social Security	61%	(186)	32%	(97)	2%	(5)	6%	(18)	305
#1 Issue: Women's Issues	64%	(57)	26%	(24)	4%	(4)	5%	(5)	89
#1 Issue: Education	56%	(57)	27%	(27)	9%	(10)	8%	(8)	103
#1 Issue: Energy	55%	(32)	35%	(20)	8%	(4)	2%	(1)	58
#1 Issue: Other	60%	(61)	28%	(29)	2%	(2)	9%	(10)	102
2018 House Vote: Democrat	63%	(476)	28%	(211)	4%	(34)	4%	(29)	750
2018 House Vote: Republican	60%	(411)	32%	(222)	3%	(22)	4%	(29)	683
2018 House Vote: Someone else	58%	(42)	29%	(21)	3%	(2)	9%	(7)	72
2016 Vote: Hillary Clinton	63%	(430)	29%	(197)	4%	(28)	4%	(26)	680
2016 Vote: Donald Trump	62%	(459)	31%	(230)	3%	(23)	4%	(32)	744
2016 Vote: Other	51%	(76)	38%	(56)	5%	(7)	6%	(8)	147
2016 Vote: Didn't Vote	54%	(225)	28%	(118)	9%	(39)	8%	(35)	417
Voted in 2014: Yes	63%	(841)	30%	(406)	3%	(45)	4%	(52)	1344
Voted in 2014: No	54%	(351)	30%	(196)	8%	(51)	8%	(50)	648

Continued on next page

Table CMS13_13: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*

Delivers products and/or services that meet a high standard of excellence and quality

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	60%	(1192)	30%	(602)	5%	(96)	5%	(102)	1992
2012 Vote: Barack Obama	62%	(511)	29%	(242)	5%	(40)	4%	(33)	826
2012 Vote: Mitt Romney	59%	(328)	33%	(182)	3%	(15)	5%	(28)	553
2012 Vote: Other	59%	(48)	33%	(27)	3%	(2)	6%	(5)	81
2012 Vote: Didn't Vote	57%	(301)	28%	(149)	7%	(39)	7%	(37)	526
4-Region: Northeast	60%	(212)	29%	(104)	6%	(22)	5%	(18)	355
4-Region: Midwest	57%	(263)	34%	(154)	6%	(27)	3%	(15)	458
4-Region: South	62%	(462)	28%	(211)	4%	(27)	6%	(43)	744
4-Region: West	59%	(255)	31%	(134)	5%	(20)	6%	(27)	435
Sports fan	60%	(782)	30%	(397)	5%	(64)	4%	(58)	1301
Traveled outside of U.S. in past year 1+ times	58%	(223)	31%	(119)	4%	(17)	7%	(26)	385
Frequent Flyer	58%	(134)	32%	(74)	5%	(11)	5%	(11)	230

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

Table CMS13_14: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has a clear and compelling vision for the future

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(905)	39%	(783)	9%	(176)	6%	(127)	1992
Gender: Male	45%	(416)	38%	(353)	10%	(94)	8%	(70)	932
Gender: Female	46%	(490)	41%	(430)	8%	(83)	5%	(57)	1060
Age: 18-34	45%	(224)	39%	(197)	9%	(45)	7%	(35)	500
Age: 35-44	46%	(138)	38%	(114)	10%	(30)	7%	(20)	303
Age: 45-64	42%	(305)	42%	(305)	9%	(67)	7%	(49)	725
Age: 65+	51%	(238)	36%	(168)	7%	(34)	5%	(23)	463
GenZers: 1997-2012	49%	(99)	38%	(78)	7%	(14)	6%	(13)	205
Millennials: 1981-1996	44%	(192)	39%	(168)	10%	(44)	7%	(30)	434
GenXers: 1965-1980	44%	(220)	40%	(200)	9%	(43)	7%	(34)	498
Baby Boomers: 1946-1964	45%	(351)	40%	(318)	9%	(73)	6%	(47)	789
PID: Dem (no lean)	48%	(371)	39%	(299)	9%	(68)	4%	(34)	772
PID: Ind (no lean)	41%	(227)	38%	(215)	10%	(58)	11%	(59)	558
PID: Rep (no lean)	46%	(307)	41%	(270)	8%	(51)	5%	(34)	662
PID/Gender: Dem Men	46%	(137)	37%	(110)	11%	(33)	6%	(16)	297
PID/Gender: Dem Women	49%	(234)	40%	(189)	7%	(35)	4%	(18)	475
PID/Gender: Ind Men	39%	(113)	39%	(114)	10%	(30)	12%	(34)	292
PID/Gender: Ind Women	43%	(114)	38%	(101)	10%	(28)	9%	(24)	266
PID/Gender: Rep Men	48%	(165)	38%	(129)	9%	(30)	6%	(19)	343
PID/Gender: Rep Women	45%	(142)	44%	(141)	6%	(21)	5%	(15)	319
Ideo: Liberal (1-3)	48%	(284)	37%	(222)	9%	(52)	6%	(35)	593
Ideo: Moderate (4)	42%	(231)	44%	(237)	9%	(48)	5%	(28)	544
Ideo: Conservative (5-7)	46%	(338)	39%	(288)	8%	(62)	6%	(41)	729
Educ: < College	47%	(590)	37%	(468)	9%	(113)	7%	(82)	1253
Educ: Bachelors degree	42%	(199)	43%	(202)	9%	(41)	6%	(30)	471
Educ: Post-grad	44%	(117)	42%	(113)	8%	(22)	6%	(16)	268
Income: Under 50k	48%	(463)	36%	(347)	10%	(92)	7%	(71)	973
Income: 50k-100k	42%	(287)	46%	(315)	8%	(54)	5%	(34)	690
Income: 100k+	47%	(155)	37%	(122)	9%	(30)	7%	(22)	329
Ethnicity: White	43%	(687)	42%	(677)	9%	(140)	7%	(107)	1611

Continued on next page

Table CMS13_14: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has a clear and compelling vision for the future

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(905)	39%	(783)	9%	(176)	6%	(127)	1992
Ethnicity: Hispanic	46%	(90)	40%	(77)	9%	(18)	4%	(9)	193
Ethnicity: Afr. Am.	60%	(151)	26%	(67)	10%	(24)	4%	(11)	253
Ethnicity: Other	52%	(67)	31%	(40)	9%	(12)	7%	(9)	128
All Christian	46%	(476)	40%	(410)	8%	(85)	5%	(54)	1025
All Non-Christian	52%	(52)	33%	(33)	9%	(9)	5%	(5)	100
Atheist	33%	(32)	44%	(42)	12%	(11)	10%	(10)	95
Agnostic/Nothing in particular	45%	(346)	39%	(298)	9%	(70)	7%	(58)	772
Religious Non-Protestant/Catholic	46%	(64)	39%	(55)	10%	(14)	4%	(6)	139
Evangelical	50%	(270)	37%	(199)	7%	(37)	5%	(28)	534
Non-Evangelical	46%	(343)	39%	(295)	8%	(62)	6%	(48)	748
Community: Urban	46%	(230)	37%	(187)	10%	(49)	8%	(39)	504
Community: Suburban	45%	(461)	40%	(408)	9%	(87)	6%	(57)	1014
Community: Rural	45%	(214)	40%	(189)	8%	(40)	6%	(31)	474
Employ: Private Sector	46%	(288)	40%	(252)	10%	(65)	4%	(26)	631
Employ: Government	40%	(40)	44%	(44)	6%	(6)	11%	(11)	100
Employ: Self-Employed	46%	(62)	42%	(57)	8%	(11)	5%	(7)	136
Employ: Homemaker	46%	(60)	38%	(49)	10%	(13)	7%	(9)	131
Employ: Retired	45%	(237)	38%	(200)	9%	(45)	7%	(39)	521
Employ: Unemployed	45%	(105)	39%	(90)	10%	(23)	7%	(16)	233
Employ: Other	45%	(54)	38%	(45)	7%	(8)	10%	(12)	119
Military HH: Yes	46%	(149)	40%	(130)	9%	(29)	5%	(15)	323
Military HH: No	45%	(756)	39%	(653)	9%	(148)	7%	(112)	1669
RD/WT: Right Direction	45%	(320)	41%	(285)	8%	(58)	6%	(40)	703
RD/WT: Wrong Track	45%	(585)	39%	(498)	9%	(118)	7%	(87)	1289
Trump Job Approve	45%	(387)	41%	(357)	8%	(67)	6%	(53)	865
Trump Job Disapprove	47%	(500)	38%	(405)	10%	(103)	6%	(62)	1070

Continued on next page

Table CMS13_14: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...
Has a clear and compelling vision for the future

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(905)	39%	(783)	9%	(176)	6%	(127)	1992
Trump Job Strongly Approve	50%	(245)	37%	(179)	7%	(33)	7%	(33)	489
Trump Job Somewhat Approve	38%	(143)	48%	(178)	9%	(34)	5%	(21)	376
Trump Job Somewhat Disapprove	38%	(83)	41%	(91)	15%	(34)	5%	(12)	219
Trump Job Strongly Disapprove	49%	(417)	37%	(314)	8%	(69)	6%	(50)	850
Favorable of Trump	46%	(389)	40%	(339)	8%	(70)	6%	(51)	848
Unfavorable of Trump	46%	(489)	39%	(417)	9%	(96)	6%	(65)	1067
Very Favorable of Trump	49%	(244)	37%	(183)	7%	(36)	6%	(30)	493
Somewhat Favorable of Trump	41%	(146)	44%	(155)	9%	(34)	6%	(21)	355
Somewhat Unfavorable of Trump	33%	(58)	51%	(90)	8%	(15)	8%	(14)	176
Very Unfavorable of Trump	48%	(432)	37%	(327)	9%	(81)	6%	(51)	891
#1 Issue: Economy	47%	(320)	38%	(259)	9%	(63)	5%	(33)	675
#1 Issue: Security	40%	(90)	45%	(100)	5%	(11)	9%	(21)	222
#1 Issue: Health Care	46%	(200)	40%	(174)	10%	(43)	5%	(22)	438
#1 Issue: Medicare / Social Security	47%	(143)	39%	(120)	7%	(21)	7%	(21)	305
#1 Issue: Women's Issues	45%	(40)	42%	(37)	6%	(5)	7%	(6)	89
#1 Issue: Education	38%	(39)	34%	(35)	21%	(21)	7%	(7)	103
#1 Issue: Energy	48%	(28)	34%	(20)	10%	(6)	7%	(4)	58
#1 Issue: Other	44%	(45)	37%	(38)	6%	(6)	12%	(12)	102
2018 House Vote: Democrat	48%	(357)	37%	(275)	10%	(73)	6%	(44)	750
2018 House Vote: Republican	46%	(312)	41%	(282)	8%	(56)	5%	(33)	683
2018 House Vote: Someone else	40%	(29)	45%	(32)	6%	(4)	8%	(6)	72
2016 Vote: Hillary Clinton	49%	(332)	37%	(251)	9%	(62)	5%	(35)	680
2016 Vote: Donald Trump	46%	(344)	41%	(302)	8%	(57)	6%	(41)	744
2016 Vote: Other	30%	(44)	54%	(80)	6%	(9)	10%	(15)	147
2016 Vote: Didn't Vote	44%	(185)	36%	(150)	11%	(47)	9%	(35)	417
Voted in 2014: Yes	47%	(630)	39%	(527)	8%	(113)	6%	(74)	1344
Voted in 2014: No	43%	(276)	40%	(257)	10%	(63)	8%	(53)	648

Continued on next page

Table CMS13_14: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Has a clear and compelling vision for the future

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	45%	(905)	39%	(783)	9%	(176)	6%	(127)	1992
2012 Vote: Barack Obama	46%	(384)	38%	(318)	9%	(74)	6%	(50)	826
2012 Vote: Mitt Romney	42%	(234)	43%	(238)	9%	(49)	6%	(33)	553
2012 Vote: Other	41%	(33)	46%	(38)	6%	(5)	7%	(5)	81
2012 Vote: Didn't Vote	48%	(250)	36%	(189)	9%	(47)	7%	(39)	526
4-Region: Northeast	44%	(155)	39%	(139)	10%	(35)	8%	(27)	355
4-Region: Midwest	41%	(188)	42%	(194)	12%	(55)	4%	(20)	458
4-Region: South	51%	(382)	37%	(277)	6%	(42)	6%	(42)	744
4-Region: West	41%	(180)	40%	(173)	10%	(44)	9%	(38)	435
Sports fan	47%	(614)	39%	(510)	9%	(112)	5%	(65)	1301
Traveled outside of U.S. in past year 1+ times	47%	(183)	40%	(153)	7%	(27)	6%	(23)	385
Frequent Flyer	45%	(103)	41%	(93)	8%	(19)	6%	(15)	230

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

Table CMS13_15: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is able to execute on a compelling vision

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	41%	(811)	42%	(840)	10%	(203)	7%	(137)	1992
Gender: Male	39%	(362)	43%	(399)	10%	(93)	8%	(78)	932
Gender: Female	42%	(450)	42%	(441)	10%	(110)	6%	(59)	1060
Age: 18-34	45%	(224)	38%	(188)	11%	(53)	7%	(35)	500
Age: 35-44	39%	(117)	47%	(141)	7%	(22)	7%	(22)	303
Age: 45-64	36%	(262)	45%	(325)	12%	(85)	7%	(54)	725
Age: 65+	45%	(208)	40%	(186)	9%	(43)	6%	(26)	463
GenZers: 1997-2012	50%	(102)	38%	(77)	7%	(14)	6%	(12)	205
Millennials: 1981-1996	41%	(176)	40%	(173)	12%	(51)	8%	(34)	434
GenXers: 1965-1980	37%	(186)	45%	(224)	10%	(51)	7%	(36)	498
Baby Boomers: 1946-1964	39%	(307)	44%	(346)	11%	(84)	7%	(53)	789
PID: Dem (no lean)	46%	(353)	39%	(303)	10%	(77)	5%	(38)	772
PID: Ind (no lean)	36%	(199)	41%	(231)	11%	(63)	12%	(64)	558
PID: Rep (no lean)	39%	(259)	46%	(306)	10%	(63)	5%	(35)	662
PID/Gender: Dem Men	45%	(135)	40%	(118)	10%	(29)	5%	(15)	297
PID/Gender: Dem Women	46%	(219)	39%	(185)	10%	(48)	5%	(23)	475
PID/Gender: Ind Men	32%	(95)	43%	(126)	11%	(32)	13%	(39)	292
PID/Gender: Ind Women	39%	(105)	39%	(105)	12%	(31)	10%	(25)	266
PID/Gender: Rep Men	39%	(132)	45%	(154)	10%	(33)	7%	(24)	343
PID/Gender: Rep Women	40%	(127)	47%	(151)	9%	(30)	3%	(11)	319
Ideo: Liberal (1-3)	45%	(269)	39%	(233)	8%	(50)	7%	(41)	593
Ideo: Moderate (4)	39%	(210)	46%	(247)	11%	(58)	5%	(28)	544
Ideo: Conservative (5-7)	39%	(283)	44%	(322)	11%	(79)	6%	(45)	729
Educ: < College	43%	(536)	40%	(498)	10%	(130)	7%	(88)	1253
Educ: Bachelors degree	38%	(177)	46%	(217)	10%	(46)	6%	(31)	471
Educ: Post-grad	36%	(98)	46%	(124)	10%	(27)	7%	(19)	268
Income: Under 50k	42%	(413)	39%	(380)	10%	(101)	8%	(80)	973
Income: 50k-100k	38%	(263)	46%	(316)	11%	(76)	5%	(36)	690
Income: 100k+	41%	(136)	44%	(145)	8%	(27)	7%	(22)	329
Ethnicity: White	39%	(627)	43%	(698)	11%	(173)	7%	(113)	1611

Continued on next page

Table CMS13_15: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is able to execute on a compelling vision

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	41%	(811)	42%	(840)	10%	(203)	7%	(137)	1992
Ethnicity: Hispanic	43%	(82)	40%	(77)	12%	(24)	5%	(9)	193
Ethnicity: Afr. Am.	53%	(133)	34%	(86)	8%	(21)	5%	(12)	253
Ethnicity: Other	40%	(52)	44%	(56)	7%	(9)	9%	(12)	128
All Christian	41%	(423)	43%	(443)	10%	(101)	6%	(58)	1025
All Non-Christian	42%	(42)	43%	(43)	8%	(8)	6%	(6)	100
Atheist	35%	(34)	40%	(38)	14%	(13)	11%	(10)	95
Agnostic/Nothing in particular	40%	(312)	41%	(315)	11%	(81)	8%	(64)	772
Religious Non-Protestant/Catholic	39%	(55)	44%	(62)	12%	(16)	4%	(6)	139
Evangelical	42%	(225)	44%	(234)	8%	(45)	6%	(30)	534
Non-Evangelical	41%	(303)	42%	(316)	10%	(74)	7%	(54)	748
Community: Urban	43%	(219)	37%	(187)	12%	(60)	8%	(38)	504
Community: Suburban	40%	(410)	44%	(449)	9%	(90)	6%	(65)	1014
Community: Rural	39%	(183)	43%	(204)	11%	(53)	7%	(34)	474
Employ: Private Sector	39%	(247)	44%	(279)	12%	(75)	5%	(30)	631
Employ: Government	33%	(33)	45%	(46)	11%	(11)	11%	(11)	100
Employ: Self-Employed	39%	(53)	43%	(58)	10%	(13)	8%	(11)	136
Employ: Homemaker	42%	(54)	44%	(57)	9%	(12)	6%	(8)	131
Employ: Retired	42%	(217)	42%	(217)	9%	(49)	7%	(38)	521
Employ: Unemployed	45%	(106)	40%	(92)	7%	(15)	8%	(19)	233
Employ: Other	38%	(46)	38%	(45)	15%	(17)	10%	(12)	119
Military HH: Yes	44%	(142)	40%	(129)	11%	(34)	6%	(18)	323
Military HH: No	40%	(670)	43%	(711)	10%	(169)	7%	(119)	1669
RD/WT: Right Direction	40%	(279)	45%	(314)	9%	(64)	6%	(45)	703
RD/WT: Wrong Track	41%	(533)	41%	(526)	11%	(139)	7%	(92)	1289
Trump Job Approve	39%	(334)	45%	(391)	10%	(83)	7%	(57)	865
Trump Job Disapprove	43%	(460)	40%	(429)	10%	(112)	6%	(69)	1070

Continued on next page

Table CMS13_15: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is able to execute on a compelling vision

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	41%	(811)	42%	(840)	10%	(203)	7%	(137)	1992
Trump Job Strongly Approve	43%	(209)	42%	(204)	8%	(38)	8%	(38)	489
Trump Job Somewhat Approve	33%	(124)	50%	(188)	12%	(45)	5%	(19)	376
Trump Job Somewhat Disapprove	30%	(66)	52%	(115)	10%	(22)	7%	(16)	219
Trump Job Strongly Disapprove	46%	(394)	37%	(314)	11%	(90)	6%	(52)	850
Favorable of Trump	39%	(335)	44%	(375)	10%	(86)	6%	(52)	848
Unfavorable of Trump	42%	(451)	41%	(435)	10%	(111)	7%	(70)	1067
Very Favorable of Trump	43%	(214)	41%	(204)	9%	(43)	6%	(32)	493
Somewhat Favorable of Trump	34%	(120)	48%	(171)	12%	(44)	6%	(20)	355
Somewhat Unfavorable of Trump	31%	(55)	52%	(92)	8%	(14)	9%	(15)	176
Very Unfavorable of Trump	44%	(396)	39%	(344)	11%	(97)	6%	(55)	891
#1 Issue: Economy	43%	(290)	42%	(285)	10%	(70)	4%	(30)	675
#1 Issue: Security	36%	(81)	43%	(96)	10%	(23)	10%	(23)	222
#1 Issue: Health Care	41%	(178)	42%	(184)	11%	(49)	6%	(27)	438
#1 Issue: Medicare / Social Security	40%	(123)	43%	(130)	10%	(30)	7%	(22)	305
#1 Issue: Women's Issues	42%	(37)	44%	(39)	6%	(6)	8%	(7)	89
#1 Issue: Education	40%	(41)	34%	(35)	15%	(15)	11%	(12)	103
#1 Issue: Energy	51%	(29)	35%	(20)	7%	(4)	7%	(4)	58
#1 Issue: Other	31%	(32)	50%	(51)	7%	(7)	12%	(12)	102
2018 House Vote: Democrat	44%	(331)	38%	(289)	11%	(79)	7%	(52)	750
2018 House Vote: Republican	38%	(259)	48%	(329)	9%	(61)	5%	(34)	683
2018 House Vote: Someone else	35%	(25)	50%	(36)	6%	(4)	9%	(7)	72
2016 Vote: Hillary Clinton	45%	(308)	39%	(264)	9%	(64)	7%	(45)	680
2016 Vote: Donald Trump	39%	(289)	45%	(338)	10%	(72)	6%	(45)	744
2016 Vote: Other	29%	(42)	56%	(82)	9%	(13)	7%	(10)	147
2016 Vote: Didn't Vote	41%	(172)	37%	(155)	13%	(54)	9%	(37)	417
Voted in 2014: Yes	42%	(563)	42%	(569)	10%	(129)	6%	(83)	1344
Voted in 2014: No	38%	(248)	42%	(271)	11%	(74)	8%	(55)	648

Continued on next page

Table CMS13_15: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is able to execute on a compelling vision

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	41%	(811)	42%	(840)	10%	(203)	7%	(137)	1992
2012 Vote: Barack Obama	43%	(355)	41%	(340)	9%	(77)	7%	(55)	826
2012 Vote: Mitt Romney	38%	(209)	45%	(251)	10%	(54)	7%	(39)	553
2012 Vote: Other	30%	(24)	53%	(43)	11%	(9)	6%	(5)	81
2012 Vote: Didn't Vote	42%	(220)	39%	(205)	12%	(61)	7%	(39)	526
4-Region: Northeast	38%	(136)	41%	(145)	13%	(47)	7%	(26)	355
4-Region: Midwest	38%	(172)	44%	(203)	12%	(57)	6%	(26)	458
4-Region: South	44%	(326)	42%	(315)	8%	(59)	6%	(45)	744
4-Region: West	41%	(178)	41%	(177)	9%	(40)	9%	(41)	435
Sports fan	41%	(536)	43%	(562)	10%	(131)	5%	(71)	1301
Traveled outside of U.S. in past year 1+ times	40%	(155)	45%	(173)	9%	(35)	6%	(22)	385
Frequent Flyer	39%	(91)	44%	(101)	11%	(25)	6%	(14)	230

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

Table CMS13_16: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is leading the company in an innovative direction

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(832)	41%	(825)	10%	(205)	7%	(131)	1992
Gender: Male	39%	(368)	40%	(375)	12%	(112)	8%	(77)	932
Gender: Female	44%	(464)	42%	(450)	9%	(93)	5%	(54)	1060
Age: 18-34	44%	(220)	36%	(181)	14%	(68)	6%	(31)	500
Age: 35-44	38%	(116)	46%	(140)	8%	(24)	8%	(23)	303
Age: 45-64	39%	(282)	44%	(322)	9%	(69)	7%	(52)	725
Age: 65+	46%	(213)	39%	(182)	10%	(44)	5%	(24)	463
GenZers: 1997-2012	48%	(99)	36%	(73)	10%	(20)	6%	(12)	205
Millennials: 1981-1996	41%	(177)	40%	(172)	13%	(55)	7%	(30)	434
GenXers: 1965-1980	39%	(196)	44%	(219)	9%	(47)	7%	(36)	498
Baby Boomers: 1946-1964	41%	(323)	43%	(339)	10%	(79)	6%	(48)	789
PID: Dem (no lean)	46%	(354)	39%	(303)	10%	(79)	5%	(35)	772
PID: Ind (no lean)	36%	(202)	42%	(237)	11%	(60)	11%	(59)	558
PID: Rep (no lean)	42%	(275)	43%	(284)	10%	(66)	6%	(36)	662
PID/Gender: Dem Men	43%	(127)	38%	(113)	14%	(42)	5%	(15)	297
PID/Gender: Dem Women	48%	(227)	40%	(191)	8%	(37)	4%	(20)	475
PID/Gender: Ind Men	35%	(101)	41%	(121)	11%	(33)	13%	(37)	292
PID/Gender: Ind Women	38%	(101)	44%	(116)	10%	(27)	8%	(22)	266
PID/Gender: Rep Men	41%	(140)	41%	(141)	11%	(37)	7%	(25)	343
PID/Gender: Rep Women	43%	(136)	45%	(143)	9%	(29)	4%	(11)	319
Ideo: Liberal (1-3)	47%	(276)	38%	(223)	11%	(63)	5%	(31)	593
Ideo: Moderate (4)	38%	(208)	46%	(250)	9%	(51)	6%	(35)	544
Ideo: Conservative (5-7)	42%	(305)	42%	(303)	11%	(77)	6%	(44)	729
Educ: < College	45%	(559)	39%	(490)	10%	(120)	7%	(84)	1253
Educ: Bachelors degree	35%	(164)	47%	(221)	12%	(57)	6%	(30)	471
Educ: Post-grad	41%	(109)	42%	(114)	11%	(28)	6%	(17)	268
Income: Under 50k	44%	(427)	38%	(373)	10%	(98)	8%	(75)	973
Income: 50k-100k	39%	(270)	46%	(315)	10%	(71)	5%	(34)	690
Income: 100k+	41%	(135)	42%	(137)	11%	(35)	7%	(22)	329
Ethnicity: White	40%	(643)	43%	(692)	10%	(167)	7%	(109)	1611

Continued on next page

Table CMS13_16: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is leading the company in an innovative direction

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(832)	41%	(825)	10%	(205)	7%	(131)	1992
Ethnicity: Hispanic	45%	(86)	41%	(79)	11%	(21)	3%	(7)	193
Ethnicity: Afr. Am.	53%	(133)	33%	(82)	10%	(26)	4%	(11)	253
Ethnicity: Other	43%	(55)	39%	(50)	9%	(12)	8%	(11)	128
All Christian	42%	(430)	41%	(422)	11%	(115)	6%	(58)	1025
All Non-Christian	46%	(46)	35%	(35)	12%	(12)	6%	(6)	100
Atheist	41%	(39)	41%	(39)	11%	(11)	7%	(6)	95
Agnostic/Nothing in particular	41%	(317)	42%	(328)	9%	(67)	8%	(61)	772
Religious Non-Protestant/Catholic	38%	(53)	41%	(57)	16%	(23)	4%	(6)	139
Evangelical	44%	(234)	42%	(222)	9%	(48)	6%	(30)	534
Non-Evangelical	43%	(320)	40%	(296)	11%	(83)	6%	(48)	748
Community: Urban	44%	(221)	39%	(196)	10%	(50)	8%	(38)	504
Community: Suburban	41%	(415)	43%	(436)	10%	(102)	6%	(60)	1014
Community: Rural	41%	(195)	41%	(192)	11%	(54)	7%	(32)	474
Employ: Private Sector	40%	(252)	43%	(273)	12%	(78)	4%	(28)	631
Employ: Government	36%	(36)	46%	(47)	6%	(7)	11%	(11)	100
Employ: Self-Employed	39%	(53)	43%	(58)	13%	(18)	6%	(8)	136
Employ: Homemaker	37%	(48)	48%	(63)	10%	(13)	5%	(6)	131
Employ: Retired	42%	(221)	41%	(215)	9%	(46)	8%	(40)	521
Employ: Unemployed	50%	(117)	34%	(78)	9%	(21)	7%	(17)	233
Employ: Other	40%	(47)	39%	(46)	11%	(13)	11%	(13)	119
Military HH: Yes	43%	(139)	40%	(130)	12%	(39)	5%	(15)	323
Military HH: No	42%	(693)	42%	(695)	10%	(166)	7%	(116)	1669
RD/WT: Right Direction	43%	(305)	39%	(277)	11%	(76)	6%	(44)	703
RD/WT: Wrong Track	41%	(526)	42%	(547)	10%	(129)	7%	(87)	1289
Trump Job Approve	42%	(361)	42%	(360)	10%	(87)	7%	(57)	865
Trump Job Disapprove	42%	(452)	42%	(446)	10%	(112)	6%	(59)	1070

Continued on next page

Table CMS13_16: Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...

Is leading the company in an innovative direction

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(832)	41%	(825)	10%	(205)	7%	(131)	1992
Trump Job Strongly Approve	46%	(225)	39%	(190)	8%	(39)	7%	(35)	489
Trump Job Somewhat Approve	36%	(136)	45%	(170)	13%	(47)	6%	(22)	376
Trump Job Somewhat Disapprove	32%	(69)	51%	(111)	12%	(27)	5%	(12)	219
Trump Job Strongly Disapprove	45%	(383)	39%	(335)	10%	(85)	6%	(48)	850
Favorable of Trump	42%	(360)	41%	(346)	11%	(90)	6%	(52)	848
Unfavorable of Trump	42%	(446)	42%	(451)	10%	(108)	6%	(63)	1067
Very Favorable of Trump	47%	(232)	39%	(191)	8%	(38)	7%	(32)	493
Somewhat Favorable of Trump	36%	(128)	44%	(155)	14%	(51)	6%	(20)	355
Somewhat Unfavorable of Trump	29%	(51)	54%	(95)	10%	(17)	7%	(13)	176
Very Unfavorable of Trump	44%	(394)	40%	(356)	10%	(90)	6%	(51)	891
#1 Issue: Economy	43%	(290)	42%	(284)	10%	(69)	5%	(31)	675
#1 Issue: Security	36%	(79)	43%	(96)	9%	(21)	12%	(26)	222
#1 Issue: Health Care	43%	(188)	40%	(174)	13%	(56)	5%	(21)	438
#1 Issue: Medicare / Social Security	43%	(132)	43%	(132)	6%	(19)	7%	(23)	305
#1 Issue: Women's Issues	51%	(45)	37%	(33)	6%	(5)	6%	(6)	89
#1 Issue: Education	31%	(31)	39%	(40)	20%	(21)	10%	(10)	103
#1 Issue: Energy	44%	(25)	39%	(23)	11%	(6)	6%	(4)	58
#1 Issue: Other	40%	(41)	40%	(41)	8%	(8)	11%	(11)	102
2018 House Vote: Democrat	42%	(318)	41%	(310)	11%	(80)	6%	(42)	750
2018 House Vote: Republican	41%	(280)	43%	(297)	11%	(72)	5%	(34)	683
2018 House Vote: Someone else	35%	(26)	48%	(35)	6%	(5)	10%	(7)	72
2016 Vote: Hillary Clinton	44%	(298)	41%	(276)	10%	(71)	5%	(36)	680
2016 Vote: Donald Trump	42%	(314)	42%	(316)	10%	(72)	6%	(43)	744
2016 Vote: Other	28%	(42)	52%	(77)	11%	(16)	9%	(13)	147
2016 Vote: Didn't Vote	43%	(178)	37%	(156)	11%	(46)	9%	(38)	417
Voted in 2014: Yes	42%	(559)	43%	(577)	10%	(131)	6%	(77)	1344
Voted in 2014: No	42%	(272)	38%	(248)	11%	(74)	8%	(54)	648

Continued on next page

Table CMS13_16: *Thinking again about company CEOs, how important is each of the following in your decision to use or buy from the company they lead? The CEO...*
Is leading the company in an innovative direction

Demographic	Very important		Somewhat important		Not very important		Not at all important		Total N
Registered Voters	42%	(832)	41%	(825)	10%	(205)	7%	(131)	1992
2012 Vote: Barack Obama	42%	(348)	41%	(342)	11%	(88)	6%	(48)	826
2012 Vote: Mitt Romney	40%	(223)	44%	(242)	9%	(52)	7%	(38)	553
2012 Vote: Other	30%	(24)	52%	(42)	12%	(10)	7%	(5)	81
2012 Vote: Didn't Vote	45%	(235)	37%	(197)	10%	(55)	8%	(40)	526
4-Region: Northeast	41%	(147)	41%	(144)	11%	(40)	7%	(24)	355
4-Region: Midwest	39%	(180)	45%	(205)	11%	(50)	5%	(23)	458
4-Region: South	48%	(355)	38%	(281)	8%	(62)	6%	(46)	744
4-Region: West	34%	(150)	45%	(195)	12%	(53)	9%	(38)	435
Sports fan	43%	(555)	42%	(542)	11%	(138)	5%	(66)	1301
Traveled outside of U.S. in past year 1+ times	43%	(165)	41%	(159)	10%	(37)	6%	(24)	385
Frequent Flyer	42%	(96)	40%	(93)	12%	(28)	6%	(13)	230

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

Table CMSdem1_1: *In the past year, how many times have you done the following?*
Traveled within the U.S.

Demographic	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		Total N
Registered Voters	31%	(615)	46%	(926)	13%	(260)	4%	(77)	6%	(114)	1992
Gender: Male	32%	(295)	44%	(413)	14%	(130)	3%	(29)	7%	(66)	932
Gender: Female	30%	(321)	48%	(513)	12%	(130)	5%	(48)	5%	(48)	1060
Age: 18-34	25%	(126)	44%	(221)	18%	(89)	6%	(29)	7%	(34)	500
Age: 35-44	27%	(80)	47%	(143)	16%	(48)	4%	(11)	7%	(20)	303
Age: 45-64	35%	(251)	45%	(323)	11%	(80)	4%	(27)	6%	(43)	725
Age: 65+	34%	(157)	51%	(238)	9%	(43)	2%	(9)	4%	(16)	463
GenZers: 1997-2012	27%	(55)	42%	(86)	18%	(36)	7%	(13)	7%	(14)	205
Millennials: 1981-1996	24%	(102)	47%	(203)	18%	(76)	5%	(24)	7%	(29)	434
GenXers: 1965-1980	33%	(164)	45%	(226)	12%	(61)	3%	(16)	6%	(31)	498
Baby Boomers: 1946-1964	34%	(272)	48%	(378)	10%	(80)	3%	(22)	5%	(38)	789
PID: Dem (no lean)	33%	(252)	46%	(355)	13%	(101)	3%	(27)	5%	(38)	772
PID: Ind (no lean)	34%	(188)	44%	(248)	13%	(71)	4%	(22)	5%	(29)	558
PID: Rep (no lean)	26%	(175)	49%	(323)	13%	(88)	4%	(28)	7%	(48)	662
PID/Gender: Dem Men	37%	(109)	40%	(119)	15%	(44)	3%	(8)	6%	(17)	297
PID/Gender: Dem Women	30%	(143)	50%	(236)	12%	(56)	4%	(19)	4%	(21)	475
PID/Gender: Ind Men	34%	(99)	47%	(137)	11%	(31)	2%	(7)	6%	(18)	292
PID/Gender: Ind Women	34%	(89)	42%	(110)	15%	(40)	6%	(15)	4%	(11)	266
PID/Gender: Rep Men	25%	(87)	45%	(156)	16%	(55)	4%	(14)	9%	(31)	343
PID/Gender: Rep Women	28%	(88)	52%	(167)	10%	(33)	4%	(14)	5%	(17)	319
Ideo: Liberal (1-3)	27%	(159)	47%	(281)	15%	(89)	5%	(30)	6%	(33)	593
Ideo: Moderate (4)	34%	(186)	47%	(257)	11%	(61)	3%	(14)	5%	(26)	544
Ideo: Conservative (5-7)	27%	(199)	48%	(352)	13%	(97)	4%	(31)	7%	(50)	729
Educ: < College	38%	(479)	44%	(553)	10%	(125)	3%	(33)	5%	(62)	1253
Educ: Bachelors degree	20%	(94)	50%	(237)	18%	(86)	6%	(26)	6%	(27)	471
Educ: Post-grad	15%	(41)	51%	(136)	18%	(48)	7%	(18)	9%	(24)	268
Income: Under 50k	44%	(432)	41%	(400)	8%	(79)	2%	(21)	4%	(40)	973
Income: 50k-100k	22%	(150)	52%	(362)	16%	(108)	4%	(30)	6%	(39)	690
Income: 100k+	10%	(33)	50%	(164)	22%	(73)	8%	(25)	11%	(35)	329
Ethnicity: White	29%	(471)	47%	(764)	14%	(219)	4%	(68)	6%	(89)	1611
Ethnicity: Hispanic	33%	(64)	39%	(76)	14%	(27)	6%	(12)	8%	(15)	193

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Table CMSdem1_1: *In the past year, how many times have you done the following?*
Traveled within the U.S.

Demographic	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		Total N
Registered Voters	31%	(615)	46%	(926)	13%	(260)	4%	(77)	6%	(114)	1992
Ethnicity: Afr. Am.	43%	(107)	38%	(96)	12%	(30)	2%	(6)	5%	(13)	253
Ethnicity: Other	29%	(37)	51%	(65)	9%	(12)	2%	(3)	9%	(12)	128
All Christian	28%	(284)	49%	(499)	15%	(149)	4%	(41)	5%	(52)	1025
All Non-Christian	27%	(27)	49%	(49)	13%	(13)	4%	(4)	7%	(7)	100
Atheist	29%	(27)	46%	(44)	14%	(13)	6%	(5)	6%	(5)	95
Agnostic/Nothing in particular	36%	(277)	43%	(334)	11%	(85)	3%	(26)	6%	(50)	772
Religious Non-Protestant/Catholic	25%	(34)	52%	(72)	15%	(21)	3%	(5)	5%	(7)	139
Evangelical	33%	(179)	48%	(255)	11%	(61)	3%	(17)	4%	(23)	534
Non-Evangelical	27%	(204)	48%	(357)	14%	(106)	4%	(29)	7%	(51)	748
Community: Urban	39%	(195)	40%	(200)	13%	(68)	4%	(19)	4%	(22)	504
Community: Suburban	26%	(266)	50%	(503)	14%	(141)	4%	(39)	6%	(65)	1014
Community: Rural	33%	(154)	47%	(222)	11%	(51)	4%	(19)	6%	(28)	474
Employ: Private Sector	21%	(130)	50%	(313)	19%	(119)	4%	(24)	7%	(45)	631
Employ: Government	18%	(18)	54%	(54)	18%	(18)	4%	(4)	5%	(5)	100
Employ: Self-Employed	24%	(33)	46%	(62)	12%	(17)	9%	(13)	9%	(12)	136
Employ: Homemaker	35%	(45)	50%	(65)	9%	(12)	2%	(3)	5%	(6)	131
Employ: Retired	37%	(192)	46%	(242)	10%	(50)	3%	(15)	4%	(22)	521
Employ: Unemployed	48%	(113)	39%	(91)	6%	(14)	3%	(6)	4%	(9)	233
Employ: Other	51%	(61)	36%	(44)	8%	(9)	1%	(2)	4%	(4)	119
Military HH: Yes	26%	(83)	55%	(177)	11%	(36)	3%	(11)	5%	(16)	323
Military HH: No	32%	(532)	45%	(749)	13%	(224)	4%	(65)	6%	(98)	1669
RD/WT: Right Direction	28%	(198)	48%	(336)	14%	(98)	4%	(31)	6%	(40)	703
RD/WT: Wrong Track	32%	(417)	46%	(590)	13%	(163)	4%	(46)	6%	(74)	1289
Trump Job Approve	29%	(254)	48%	(417)	12%	(108)	4%	(37)	6%	(50)	865
Trump Job Disapprove	31%	(331)	46%	(490)	14%	(148)	3%	(37)	6%	(63)	1070
Trump Job Strongly Approve	29%	(140)	51%	(247)	12%	(57)	3%	(17)	6%	(28)	489
Trump Job Somewhat Approve	30%	(114)	45%	(170)	14%	(51)	5%	(20)	6%	(21)	376
Trump Job Somewhat Disapprove	31%	(68)	44%	(97)	14%	(30)	5%	(11)	6%	(13)	219
Trump Job Strongly Disapprove	31%	(264)	46%	(393)	14%	(117)	3%	(26)	6%	(50)	850

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Table CMSdem1_1: *In the past year, how many times have you done the following?*
Traveled within the U.S.

Demographic	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		Total N
Registered Voters	31%	(615)	46%	(926)	13%	(260)	4%	(77)	6%	(114)	1992
Favorable of Trump	29%	(246)	49%	(412)	12%	(104)	4%	(37)	6%	(49)	848
Unfavorable of Trump	31%	(326)	46%	(491)	14%	(152)	4%	(37)	6%	(60)	1067
Very Favorable of Trump	30%	(150)	48%	(236)	12%	(59)	4%	(18)	6%	(30)	493
Somewhat Favorable of Trump	27%	(96)	50%	(176)	13%	(46)	5%	(19)	5%	(18)	355
Somewhat Unfavorable of Trump	34%	(60)	43%	(75)	16%	(29)	5%	(8)	2%	(4)	176
Very Unfavorable of Trump	30%	(266)	47%	(416)	14%	(124)	3%	(29)	6%	(57)	891
#1 Issue: Economy	25%	(171)	49%	(328)	13%	(88)	6%	(39)	7%	(48)	675
#1 Issue: Security	35%	(77)	44%	(99)	16%	(35)	2%	(5)	3%	(7)	222
#1 Issue: Health Care	32%	(139)	48%	(212)	14%	(59)	2%	(10)	4%	(18)	438
#1 Issue: Medicare / Social Security	39%	(118)	45%	(136)	8%	(25)	2%	(7)	6%	(18)	305
#1 Issue: Women’s Issues	24%	(21)	48%	(43)	12%	(10)	9%	(8)	7%	(7)	89
#1 Issue: Education	30%	(31)	40%	(41)	23%	(23)	4%	(4)	3%	(3)	103
#1 Issue: Energy	32%	(19)	39%	(22)	16%	(9)	2%	(1)	11%	(6)	58
#1 Issue: Other	37%	(38)	44%	(45)	10%	(10)	2%	(2)	7%	(7)	102
2018 House Vote: Democrat	32%	(238)	46%	(345)	14%	(104)	4%	(27)	5%	(37)	750
2018 House Vote: Republican	27%	(183)	48%	(325)	14%	(97)	5%	(33)	7%	(45)	683
2018 House Vote: Someone else	30%	(21)	54%	(39)	9%	(6)	2%	(1)	7%	(5)	72
2016 Vote: Hillary Clinton	34%	(232)	45%	(306)	13%	(87)	3%	(19)	5%	(36)	680
2016 Vote: Donald Trump	26%	(192)	50%	(369)	14%	(102)	4%	(33)	6%	(48)	744
2016 Vote: Other	24%	(35)	54%	(80)	12%	(18)	5%	(7)	5%	(8)	147
2016 Vote: Didn’t Vote	37%	(155)	41%	(170)	13%	(53)	4%	(17)	5%	(22)	417
Voted in 2014: Yes	29%	(386)	48%	(647)	14%	(184)	4%	(49)	6%	(78)	1344
Voted in 2014: No	35%	(229)	43%	(279)	12%	(76)	4%	(28)	6%	(36)	648
2012 Vote: Barack Obama	32%	(263)	46%	(384)	14%	(112)	3%	(23)	5%	(44)	826
2012 Vote: Mitt Romney	27%	(148)	49%	(270)	12%	(69)	5%	(30)	7%	(37)	553
2012 Vote: Other	29%	(24)	50%	(40)	13%	(11)	2%	(1)	6%	(5)	81
2012 Vote: Didn’t Vote	34%	(177)	44%	(229)	13%	(68)	4%	(22)	5%	(29)	526

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Table CMSdem1_1: *In the past year, how many times have you done the following?*
Traveled within the U.S.

Demographic	Frequency of Travel Outside U.S.										Total N
	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		
Registered Voters	31%	(615)	46%	(926)	13%	(260)	4%	(77)	6%	(114)	1992
4-Region: Northeast	28%	(101)	49%	(175)	13%	(46)	4%	(14)	6%	(20)	355
4-Region: Midwest	32%	(144)	46%	(211)	15%	(68)	3%	(12)	5%	(22)	458
4-Region: South	31%	(229)	46%	(339)	13%	(98)	5%	(36)	6%	(42)	744
4-Region: West	33%	(141)	46%	(201)	11%	(48)	3%	(15)	7%	(30)	435
Sports fan	26%	(333)	49%	(641)	14%	(188)	4%	(52)	7%	(87)	1301
Traveled outside of U.S. in past year 1+ times	8%	(29)	49%	(188)	25%	(94)	8%	(31)	11%	(43)	385
Frequent Flyer	3%	(6)	17%	(40)	39%	(89)	17%	(38)	25%	(57)	230

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

Table CMSdem1_2: *In the past year, how many times have you done the following?*
Traveled outside of the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	81% (1607)	16% (320)	2% (35)	1% (12)	1% (17)	1992
Gender: Male	79% (734)	17% (160)	2% (21)	1% (10)	1% (8)	932
Gender: Female	82% (873)	15% (161)	1% (14)	— (2)	1% (9)	1060
Age: 18-34	71% (354)	21% (107)	4% (20)	2% (10)	2% (9)	500
Age: 35-44	75% (226)	21% (64)	3% (9)	1% (3)	— (1)	303
Age: 45-64	86% (627)	12% (90)	— (4)	— (0)	1% (4)	725
Age: 65+	86% (399)	13% (58)	1% (3)	— (0)	1% (4)	463
GenZers: 1997-2012	68% (139)	23% (47)	3% (6)	3% (7)	2% (5)	205
Millennials: 1981-1996	73% (315)	21% (92)	4% (17)	1% (5)	1% (4)	434
GenXers: 1965-1980	84% (416)	15% (74)	1% (5)	— (0)	— (2)	498
Baby Boomers: 1946-1964	86% (677)	13% (101)	1% (6)	— (0)	1% (6)	789
PID: Dem (no lean)	82% (633)	15% (115)	2% (12)	1% (6)	1% (6)	772
PID: Ind (no lean)	78% (437)	19% (103)	2% (12)	— (0)	1% (6)	558
PID: Rep (no lean)	81% (537)	15% (102)	2% (11)	1% (6)	1% (6)	662
PID/Gender: Dem Men	80% (236)	16% (48)	2% (7)	2% (5)	— (1)	297
PID/Gender: Dem Women	84% (397)	14% (67)	1% (5)	— (1)	1% (5)	475
PID/Gender: Ind Men	78% (228)	19% (55)	2% (7)	— (0)	1% (2)	292
PID/Gender: Ind Women	78% (209)	18% (48)	2% (5)	— (0)	1% (4)	266
PID/Gender: Rep Men	78% (269)	17% (57)	2% (7)	2% (5)	1% (5)	343
PID/Gender: Rep Women	84% (268)	14% (45)	1% (4)	— (1)	— (1)	319
Ideo: Liberal (1-3)	76% (451)	19% (115)	2% (14)	1% (7)	1% (6)	593
Ideo: Moderate (4)	81% (443)	16% (85)	2% (10)	— (2)	1% (4)	544
Ideo: Conservative (5-7)	83% (603)	15% (110)	1% (8)	— (3)	1% (5)	729
Educ: < College	87% (1087)	11% (138)	1% (13)	1% (8)	1% (8)	1253
Educ: Bachelors degree	74% (347)	22% (105)	2% (11)	1% (3)	1% (5)	471
Educ: Post-grad	65% (174)	29% (76)	4% (11)	1% (2)	2% (5)	268
Income: Under 50k	90% (875)	8% (79)	1% (10)	1% (5)	— (3)	973
Income: 50k-100k	76% (526)	20% (135)	2% (15)	1% (6)	1% (8)	690
Income: 100k+	63% (206)	32% (106)	3% (10)	— (1)	2% (6)	329
Ethnicity: White	81% (1310)	16% (252)	2% (28)	— (6)	1% (15)	1611
Ethnicity: Hispanic	72% (139)	22% (43)	3% (5)	1% (2)	2% (4)	193

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Table CMSdem1_2: *In the past year, how many times have you done the following?*
Traveled outside of the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	81% (1607)	16% (320)	2% (35)	1% (12)	1% (17)	1992
Ethnicity: Afr. Am.	83% (210)	13% (33)	2% (4)	2% (6)	— (0)	253
Ethnicity: Other	69% (88)	28% (36)	2% (2)	— (0)	2% (2)	128
All Christian	81% (833)	16% (166)	2% (15)	— (3)	1% (8)	1025
All Non-Christian	70% (70)	19% (19)	5% (5)	1% (1)	5% (5)	100
Atheist	77% (73)	20% (19)	1% (1)	2% (2)	— (0)	95
Agnostic/Nothing in particular	82% (632)	15% (117)	2% (13)	1% (7)	— (4)	772
Religious Non-Protestant/Catholic	73% (101)	18% (25)	4% (6)	1% (1)	4% (5)	139
Evangelical	87% (466)	11% (59)	1% (7)	— (1)	— (1)	534
Non-Evangelical	80% (596)	18% (132)	2% (12)	— (2)	1% (6)	748
Community: Urban	78% (392)	16% (80)	3% (17)	2% (9)	1% (7)	504
Community: Suburban	78% (793)	19% (195)	2% (16)	— (2)	1% (8)	1014
Community: Rural	89% (422)	10% (46)	— (2)	— (1)	1% (3)	474
Employ: Private Sector	72% (455)	23% (144)	3% (17)	2% (11)	1% (5)	631
Employ: Government	77% (77)	20% (20)	2% (2)	— (0)	1% (1)	100
Employ: Self-Employed	77% (104)	17% (24)	4% (6)	— (1)	1% (2)	136
Employ: Homemaker	89% (117)	10% (13)	— (0)	— (0)	1% (1)	131
Employ: Retired	88% (460)	11% (58)	— (2)	— (0)	— (2)	521
Employ: Unemployed	87% (204)	10% (24)	2% (5)	— (0)	— (1)	233
Employ: Other	88% (105)	10% (12)	1% (1)	— (0)	2% (3)	119
Military HH: Yes	82% (266)	14% (47)	2% (6)	— (1)	1% (4)	323
Military HH: No	80% (1341)	16% (274)	2% (29)	1% (11)	1% (13)	1669
RD/WT: Right Direction	80% (565)	16% (113)	2% (14)	1% (6)	— (3)	703
RD/WT: Wrong Track	81% (1042)	16% (207)	2% (20)	— (6)	1% (14)	1289
Trump Job Approve	80% (695)	16% (142)	2% (18)	1% (6)	— (4)	865
Trump Job Disapprove	80% (860)	16% (175)	2% (16)	1% (6)	1% (11)	1070
Trump Job Strongly Approve	82% (403)	14% (69)	2% (9)	1% (5)	1% (3)	489
Trump Job Somewhat Approve	78% (292)	19% (72)	2% (9)	— (1)	— (1)	376
Trump Job Somewhat Disapprove	77% (168)	20% (45)	1% (3)	1% (1)	1% (2)	219
Trump Job Strongly Disapprove	81% (692)	15% (131)	2% (13)	1% (5)	1% (9)	850

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Table CMSdem1_2: *In the past year, how many times have you done the following?*
Traveled outside of the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	81% (1607)	16% (320)	2% (35)	1% (12)	1% (17)	1992
Favorable of Trump	81% (685)	16% (136)	2% (17)	1% (4)	1% (5)	848
Unfavorable of Trump	80% (855)	17% (179)	2% (17)	1% (7)	1% (10)	1067
Very Favorable of Trump	83% (409)	14% (71)	2% (9)	— (1)	1% (3)	493
Somewhat Favorable of Trump	78% (277)	19% (66)	2% (8)	1% (3)	1% (2)	355
Somewhat Unfavorable of Trump	82% (145)	16% (27)	1% (2)	1% (1)	— (0)	176
Very Unfavorable of Trump	80% (710)	17% (152)	2% (14)	1% (5)	1% (10)	891
#1 Issue: Economy	75% (507)	21% (142)	2% (16)	1% (7)	1% (3)	675
#1 Issue: Security	85% (189)	13% (28)	1% (3)	— (1)	1% (2)	222
#1 Issue: Health Care	85% (371)	12% (54)	2% (9)	— (1)	1% (3)	438
#1 Issue: Medicare / Social Security	89% (271)	9% (29)	1% (3)	— (0)	1% (3)	305
#1 Issue: Women's Issues	76% (67)	17% (15)	2% (2)	— (0)	6% (5)	89
#1 Issue: Education	80% (82)	19% (19)	— (0)	1% (1)	— (0)	103
#1 Issue: Energy	69% (40)	28% (16)	1% (1)	1% (1)	1% (0)	58
#1 Issue: Other	79% (81)	17% (18)	2% (2)	1% (2)	— (0)	102
2018 House Vote: Democrat	81% (609)	16% (119)	2% (16)	— (1)	1% (5)	750
2018 House Vote: Republican	81% (552)	17% (114)	1% (8)	1% (4)	1% (5)	683
2018 House Vote: Someone else	82% (59)	15% (11)	3% (2)	— (0)	— (0)	72
2016 Vote: Hillary Clinton	82% (557)	15% (102)	2% (16)	— (1)	1% (5)	680
2016 Vote: Donald Trump	81% (605)	16% (120)	1% (10)	1% (4)	1% (5)	744
2016 Vote: Other	84% (123)	16% (23)	— (0)	— (0)	1% (1)	147
2016 Vote: Didn't Vote	77% (320)	18% (75)	2% (8)	2% (7)	2% (7)	417
Voted in 2014: Yes	81% (1094)	16% (213)	2% (23)	— (4)	1% (9)	1344
Voted in 2014: No	79% (513)	17% (107)	2% (12)	1% (9)	1% (8)	648
2012 Vote: Barack Obama	82% (679)	15% (122)	2% (18)	— (1)	1% (7)	826
2012 Vote: Mitt Romney	82% (452)	16% (90)	1% (5)	— (2)	1% (4)	553
2012 Vote: Other	88% (72)	12% (10)	— (0)	— (0)	— (0)	81
2012 Vote: Didn't Vote	76% (402)	18% (96)	2% (11)	2% (10)	1% (7)	526

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Table CMSdem1_2: *In the past year, how many times have you done the following?*
Traveled outside of the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	81% (1607)	16% (320)	2% (35)	1% (12)	1% (17)	1992
4-Region: Northeast	75% (267)	19% (68)	2% (7)	2% (8)	2% (6)	355
4-Region: Midwest	85% (389)	12% (55)	2% (7)	1% (3)	1% (3)	458
4-Region: South	81% (602)	16% (118)	2% (18)	— (1)	1% (4)	744
4-Region: West	80% (349)	18% (79)	1% (3)	— (0)	1% (4)	435
Sports fan	79% (1027)	17% (223)	2% (28)	1% (11)	1% (11)	1301
Traveled outside of U.S. in past year 1+ times	— (0)	83% (320)	9% (35)	3% (12)	4% (17)	385
Frequent Flyer	32% (74)	45% (104)	11% (26)	5% (11)	7% (15)	230

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

Table CMSdem1_3: *In the past year, how many times have you done the following?*
Stayed overnight at a hotel in the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	40% (800)	38% (756)	11% (218)	5% (108)	6% (110)	1992
Gender: Male	41% (380)	34% (318)	13% (118)	6% (52)	7% (64)	932
Gender: Female	40% (420)	41% (438)	9% (101)	5% (56)	4% (45)	1060
Age: 18-34	33% (166)	39% (197)	14% (68)	7% (37)	6% (33)	500
Age: 35-44	32% (97)	40% (122)	14% (43)	6% (17)	8% (23)	303
Age: 45-64	44% (317)	36% (264)	9% (69)	5% (38)	5% (38)	725
Age: 65+	48% (220)	37% (172)	8% (38)	3% (16)	4% (16)	463
GenZers: 1997-2012	32% (65)	41% (84)	12% (24)	9% (18)	7% (13)	205
Millennials: 1981-1996	32% (141)	39% (167)	16% (68)	7% (29)	7% (29)	434
GenXers: 1965-1980	41% (202)	39% (192)	11% (54)	5% (25)	5% (24)	498
Baby Boomers: 1946-1964	45% (352)	37% (294)	9% (67)	4% (35)	5% (41)	789
PID: Dem (no lean)	41% (313)	39% (300)	10% (78)	5% (41)	5% (39)	772
PID: Ind (no lean)	45% (250)	33% (183)	12% (65)	6% (34)	5% (25)	558
PID: Rep (no lean)	36% (236)	41% (273)	11% (75)	5% (32)	7% (46)	662
PID/Gender: Dem Men	43% (127)	33% (98)	13% (39)	6% (18)	5% (15)	297
PID/Gender: Dem Women	39% (186)	42% (202)	8% (39)	5% (24)	5% (24)	475
PID/Gender: Ind Men	46% (134)	31% (92)	12% (34)	6% (17)	5% (15)	292
PID/Gender: Ind Women	44% (116)	34% (91)	12% (31)	6% (17)	4% (10)	266
PID/Gender: Rep Men	35% (119)	37% (128)	13% (45)	5% (17)	10% (35)	343
PID/Gender: Rep Women	37% (117)	46% (145)	9% (30)	5% (15)	3% (11)	319
Ideo: Liberal (1-3)	36% (211)	39% (233)	11% (66)	7% (40)	7% (43)	593
Ideo: Moderate (4)	45% (243)	36% (196)	11% (59)	5% (27)	3% (19)	544
Ideo: Conservative (5-7)	37% (270)	41% (299)	11% (82)	5% (34)	6% (44)	729
Educ: < College	48% (604)	35% (436)	9% (108)	4% (50)	4% (55)	1253
Educ: Bachelors degree	28% (131)	45% (210)	14% (67)	7% (34)	6% (29)	471
Educ: Post-grad	24% (65)	41% (110)	16% (44)	9% (24)	10% (26)	268
Income: Under 50k	56% (548)	30% (293)	7% (69)	3% (30)	3% (33)	973
Income: 50k-100k	29% (199)	45% (311)	14% (95)	6% (44)	6% (41)	690
Income: 100k+	16% (54)	46% (152)	16% (54)	10% (34)	11% (35)	329
Ethnicity: White	39% (632)	39% (621)	11% (177)	6% (89)	6% (93)	1611
Ethnicity: Hispanic	40% (76)	38% (73)	9% (17)	8% (16)	6% (11)	193

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Table CMSdem1_3: *In the past year, how many times have you done the following?*
Stayed overnight at a hotel in the U.S.

Demographic	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		Total N
Registered Voters	40%	(800)	38%	(756)	11%	(218)	5%	(108)	6%	(110)	1992
Ethnicity: Afr. Am.	45%	(114)	36%	(92)	12%	(30)	5%	(12)	2%	(4)	253
Ethnicity: Other	42%	(54)	34%	(44)	9%	(11)	5%	(6)	10%	(13)	128
All Christian	38%	(390)	40%	(411)	11%	(118)	5%	(55)	5%	(52)	1025
All Non-Christian	40%	(40)	34%	(34)	12%	(12)	8%	(8)	6%	(6)	100
Atheist	39%	(37)	37%	(35)	7%	(7)	10%	(9)	7%	(7)	95
Agnostic/Nothing in particular	43%	(333)	36%	(276)	11%	(82)	5%	(36)	6%	(45)	772
Religious Non-Protestant/Catholic	38%	(53)	39%	(54)	12%	(16)	7%	(10)	4%	(6)	139
Evangelical	43%	(232)	39%	(210)	9%	(49)	5%	(24)	4%	(19)	534
Non-Evangelical	37%	(276)	38%	(286)	13%	(94)	6%	(43)	7%	(49)	748
Community: Urban	44%	(221)	34%	(171)	12%	(58)	5%	(26)	6%	(28)	504
Community: Suburban	37%	(372)	41%	(411)	11%	(113)	6%	(59)	6%	(59)	1014
Community: Rural	44%	(207)	37%	(174)	10%	(47)	5%	(23)	5%	(23)	474
Employ: Private Sector	28%	(179)	43%	(272)	15%	(97)	6%	(37)	7%	(46)	631
Employ: Government	21%	(21)	48%	(48)	19%	(19)	6%	(6)	6%	(6)	100
Employ: Self-Employed	29%	(40)	36%	(49)	12%	(16)	12%	(16)	10%	(14)	136
Employ: Homemaker	45%	(59)	37%	(49)	8%	(10)	7%	(9)	4%	(5)	131
Employ: Retired	49%	(258)	35%	(183)	8%	(41)	4%	(20)	4%	(20)	521
Employ: Unemployed	62%	(144)	28%	(66)	5%	(13)	2%	(5)	3%	(6)	233
Employ: Other	55%	(66)	30%	(36)	7%	(8)	4%	(5)	4%	(5)	119
Military HH: Yes	34%	(111)	43%	(138)	12%	(39)	6%	(19)	5%	(16)	323
Military HH: No	41%	(689)	37%	(618)	11%	(179)	5%	(89)	6%	(94)	1669
RD/WT: Right Direction	39%	(272)	39%	(271)	12%	(84)	6%	(39)	5%	(37)	703
RD/WT: Wrong Track	41%	(527)	38%	(485)	10%	(135)	5%	(69)	6%	(73)	1289
Trump Job Approve	39%	(337)	39%	(336)	11%	(93)	5%	(46)	6%	(53)	865
Trump Job Disapprove	41%	(436)	37%	(399)	11%	(122)	5%	(57)	5%	(56)	1070
Trump Job Strongly Approve	39%	(193)	39%	(192)	11%	(52)	4%	(21)	6%	(31)	489
Trump Job Somewhat Approve	38%	(144)	38%	(144)	11%	(41)	7%	(25)	6%	(22)	376
Trump Job Somewhat Disapprove	45%	(98)	34%	(75)	13%	(28)	6%	(12)	3%	(6)	219
Trump Job Strongly Disapprove	40%	(338)	38%	(324)	11%	(94)	5%	(44)	6%	(50)	850

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Table CMSdem1_3: *In the past year, how many times have you done the following?*
Stayed overnight at a hotel in the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	40% (800)	38% (756)	11% (218)	5% (108)	6% (110)	1992
Favorable of Trump	38% (322)	39% (333)	11% (93)	6% (48)	6% (52)	848
Unfavorable of Trump	40% (429)	38% (406)	12% (124)	5% (55)	5% (54)	1067
Very Favorable of Trump	40% (195)	38% (187)	11% (55)	5% (25)	6% (31)	493
Somewhat Favorable of Trump	36% (126)	41% (147)	11% (38)	6% (23)	6% (21)	355
Somewhat Unfavorable of Trump	44% (77)	37% (65)	14% (25)	4% (8)	— (1)	176
Very Unfavorable of Trump	39% (351)	38% (340)	11% (99)	5% (47)	6% (54)	891
#1 Issue: Economy	33% (224)	41% (278)	13% (86)	6% (42)	7% (45)	675
#1 Issue: Security	43% (95)	38% (86)	10% (22)	5% (11)	4% (9)	222
#1 Issue: Health Care	39% (173)	41% (181)	12% (54)	4% (16)	3% (13)	438
#1 Issue: Medicare / Social Security	52% (159)	32% (98)	6% (17)	5% (15)	5% (15)	305
#1 Issue: Women's Issues	42% (37)	30% (27)	7% (7)	11% (10)	10% (9)	89
#1 Issue: Education	38% (39)	30% (31)	18% (19)	6% (6)	8% (8)	103
#1 Issue: Energy	42% (24)	32% (18)	7% (4)	7% (4)	12% (7)	58
#1 Issue: Other	48% (49)	36% (36)	10% (10)	4% (4)	3% (3)	102
2018 House Vote: Democrat	41% (306)	37% (280)	11% (82)	5% (39)	6% (43)	750
2018 House Vote: Republican	35% (240)	41% (281)	12% (83)	5% (37)	6% (43)	683
2018 House Vote: Someone else	43% (31)	34% (25)	11% (8)	5% (3)	7% (5)	72
2016 Vote: Hillary Clinton	42% (287)	37% (251)	10% (70)	5% (36)	5% (35)	680
2016 Vote: Donald Trump	36% (267)	41% (303)	11% (84)	5% (40)	7% (51)	744
2016 Vote: Other	33% (48)	45% (66)	14% (21)	3% (4)	6% (9)	147
2016 Vote: Didn't Vote	47% (195)	33% (136)	10% (43)	7% (28)	4% (15)	417
Voted in 2014: Yes	38% (509)	39% (528)	11% (152)	5% (70)	6% (86)	1344
Voted in 2014: No	45% (291)	35% (229)	10% (66)	6% (38)	4% (24)	648
2012 Vote: Barack Obama	41% (336)	38% (313)	11% (88)	5% (40)	6% (49)	826
2012 Vote: Mitt Romney	35% (193)	41% (229)	12% (64)	5% (27)	7% (40)	553
2012 Vote: Other	42% (35)	38% (31)	13% (11)	1% (1)	5% (4)	81
2012 Vote: Didn't Vote	44% (233)	34% (182)	10% (55)	8% (40)	3% (17)	526

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Table CMSdem1_3: *In the past year, how many times have you done the following?*
Stayed overnight at a hotel in the U.S.

Demographic	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		Total N
Registered Voters	40%	(800)	38%	(756)	11%	(218)	5%	(108)	6%	(110)	1992
4-Region: Northeast	38%	(136)	43%	(153)	10%	(36)	4%	(15)	4%	(16)	355
4-Region: Midwest	40%	(184)	37%	(167)	13%	(62)	4%	(20)	5%	(25)	458
4-Region: South	40%	(297)	37%	(277)	12%	(91)	5%	(38)	5%	(41)	744
4-Region: West	42%	(183)	37%	(159)	7%	(30)	8%	(35)	6%	(28)	435
Sports fan	33%	(433)	41%	(532)	13%	(170)	6%	(75)	7%	(90)	1301
Traveled outside of U.S. in past year 1+ times	13%	(52)	41%	(157)	23%	(90)	11%	(42)	12%	(44)	385
Frequent Flyer	3%	(7)	22%	(52)	31%	(71)	19%	(44)	25%	(58)	230

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

Table CMSdem1_4: *In the past year, how many times have you done the following?*
Stayed overnight at a hotel outside of the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	80% (1598)	13% (263)	3% (68)	1% (29)	2% (34)	1992
Gender: Male	77% (721)	14% (135)	4% (42)	2% (19)	2% (16)	932
Gender: Female	83% (877)	12% (128)	2% (26)	1% (10)	2% (18)	1060
Age: 18-34	71% (357)	18% (91)	6% (31)	2% (8)	3% (14)	500
Age: 35-44	72% (218)	19% (58)	4% (12)	3% (9)	2% (6)	303
Age: 45-64	86% (624)	10% (70)	2% (15)	1% (8)	1% (8)	725
Age: 65+	86% (399)	9% (44)	2% (10)	1% (5)	1% (6)	463
GenZers: 1997-2012	73% (149)	17% (35)	6% (12)	2% (5)	2% (5)	205
Millennials: 1981-1996	70% (303)	20% (85)	6% (26)	2% (7)	3% (12)	434
GenXers: 1965-1980	83% (412)	12% (60)	3% (13)	1% (7)	1% (5)	498
Baby Boomers: 1946-1964	85% (673)	10% (78)	2% (16)	1% (11)	2% (12)	789
PID: Dem (no lean)	80% (621)	13% (100)	3% (26)	1% (10)	2% (15)	772
PID: Ind (no lean)	80% (447)	13% (75)	4% (22)	1% (8)	1% (6)	558
PID: Rep (no lean)	80% (530)	13% (88)	3% (21)	2% (11)	2% (12)	662
PID/Gender: Dem Men	76% (225)	15% (44)	5% (15)	3% (8)	2% (5)	297
PID/Gender: Dem Women	83% (396)	12% (56)	2% (10)	— (2)	2% (10)	475
PID/Gender: Ind Men	81% (237)	13% (37)	4% (12)	1% (3)	1% (2)	292
PID/Gender: Ind Women	79% (211)	14% (38)	3% (9)	2% (5)	2% (4)	266
PID/Gender: Rep Men	75% (259)	15% (53)	4% (14)	2% (8)	3% (9)	343
PID/Gender: Rep Women	85% (271)	11% (35)	2% (7)	1% (3)	1% (3)	319
Ideo: Liberal (1-3)	76% (453)	14% (86)	5% (33)	1% (8)	2% (14)	593
Ideo: Moderate (4)	80% (436)	15% (79)	3% (14)	1% (7)	1% (7)	544
Ideo: Conservative (5-7)	82% (597)	12% (89)	2% (18)	2% (13)	2% (12)	729
Educ: < College	87% (1086)	10% (120)	2% (27)	1% (11)	1% (10)	1253
Educ: Bachelors degree	73% (342)	19% (88)	4% (19)	2% (9)	3% (14)	471
Educ: Post-grad	64% (170)	21% (56)	8% (22)	4% (10)	4% (10)	268
Income: Under 50k	89% (867)	7% (70)	2% (23)	— (4)	1% (8)	973
Income: 50k-100k	77% (529)	17% (116)	2% (17)	2% (13)	2% (14)	690
Income: 100k+	61% (202)	23% (76)	9% (28)	4% (12)	3% (11)	329
Ethnicity: White	81% (1301)	13% (209)	4% (57)	1% (21)	1% (23)	1611
Ethnicity: Hispanic	73% (140)	20% (39)	3% (6)	2% (3)	3% (5)	193

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Table CMSdem1_4: *In the past year, how many times have you done the following?*
Stayed overnight at a hotel outside of the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	80% (1598)	13% (263)	3% (68)	1% (29)	2% (34)	1992
Ethnicity: Afr. Am.	81% (205)	12% (29)	3% (7)	3% (6)	2% (4)	253
Ethnicity: Other	71% (91)	19% (25)	3% (4)	2% (2)	5% (7)	128
All Christian	80% (824)	15% (149)	3% (27)	1% (11)	1% (14)	1025
All Non-Christian	71% (71)	15% (15)	6% (6)	— (0)	7% (7)	100
Atheist	75% (72)	16% (15)	4% (4)	3% (3)	1% (1)	95
Agnostic/Nothing in particular	82% (631)	11% (84)	4% (30)	2% (15)	2% (12)	772
Religious Non-Protestant/Catholic	75% (104)	14% (19)	5% (7)	1% (1)	5% (7)	139
Evangelical	85% (453)	11% (60)	2% (12)	1% (6)	1% (4)	534
Non-Evangelical	79% (591)	15% (115)	3% (23)	1% (8)	1% (11)	748
Community: Urban	79% (399)	12% (62)	4% (22)	2% (9)	2% (11)	504
Community: Suburban	77% (786)	16% (157)	3% (35)	2% (16)	2% (19)	1014
Community: Rural	87% (414)	9% (43)	2% (10)	1% (4)	1% (3)	474
Employ: Private Sector	70% (442)	20% (125)	5% (34)	2% (15)	2% (15)	631
Employ: Government	74% (75)	18% (18)	5% (5)	1% (1)	2% (2)	100
Employ: Self-Employed	71% (97)	17% (23)	6% (8)	3% (4)	3% (4)	136
Employ: Homemaker	89% (116)	7% (10)	1% (1)	1% (2)	2% (2)	131
Employ: Retired	89% (464)	8% (40)	2% (8)	1% (5)	1% (5)	521
Employ: Unemployed	89% (207)	7% (17)	3% (8)	— (1)	— (1)	233
Employ: Other	89% (106)	7% (8)	— (0)	2% (2)	2% (2)	119
Military HH: Yes	82% (266)	11% (37)	4% (14)	— (2)	2% (5)	323
Military HH: No	80% (1332)	14% (226)	3% (55)	2% (28)	2% (29)	1669
RD/WT: Right Direction	80% (564)	14% (97)	3% (22)	2% (14)	1% (6)	703
RD/WT: Wrong Track	80% (1034)	13% (166)	4% (46)	1% (15)	2% (27)	1289
Trump Job Approve	79% (686)	15% (128)	3% (30)	2% (13)	1% (8)	865
Trump Job Disapprove	80% (860)	12% (132)	4% (38)	1% (15)	2% (24)	1070
Trump Job Strongly Approve	80% (393)	14% (66)	4% (17)	2% (9)	1% (4)	489
Trump Job Somewhat Approve	78% (293)	16% (62)	3% (12)	1% (4)	1% (4)	376
Trump Job Somewhat Disapprove	76% (168)	16% (35)	2% (5)	2% (5)	3% (6)	219
Trump Job Strongly Disapprove	81% (692)	11% (96)	4% (33)	1% (10)	2% (19)	850

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Table CMSdem1_4: *In the past year, how many times have you done the following?*
Stayed overnight at a hotel outside of the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	80% (1598)	13% (263)	3% (68)	1% (29)	2% (34)	1992
Favorable of Trump	80% (678)	14% (120)	3% (27)	2% (14)	1% (8)	848
Unfavorable of Trump	80% (853)	13% (139)	4% (39)	1% (15)	2% (21)	1067
Very Favorable of Trump	81% (400)	13% (65)	4% (18)	2% (8)	1% (3)	493
Somewhat Favorable of Trump	78% (278)	16% (56)	3% (9)	2% (7)	1% (5)	355
Somewhat Unfavorable of Trump	81% (142)	15% (27)	2% (4)	1% (1)	1% (2)	176
Very Unfavorable of Trump	80% (711)	13% (112)	4% (35)	2% (14)	2% (19)	891
#1 Issue: Economy	76% (515)	16% (105)	4% (29)	2% (14)	2% (11)	675
#1 Issue: Security	84% (188)	11% (25)	2% (4)	1% (3)	1% (3)	222
#1 Issue: Health Care	81% (356)	12% (53)	3% (14)	1% (6)	2% (10)	438
#1 Issue: Medicare / Social Security	89% (271)	8% (25)	1% (4)	1% (2)	1% (3)	305
#1 Issue: Women's Issues	80% (71)	13% (12)	3% (3)	1% (1)	3% (2)	89
#1 Issue: Education	74% (76)	17% (18)	4% (4)	3% (3)	1% (2)	103
#1 Issue: Energy	67% (39)	23% (13)	6% (4)	— (0)	4% (2)	58
#1 Issue: Other	80% (82)	12% (12)	6% (6)	— (0)	1% (2)	102
2018 House Vote: Democrat	80% (602)	13% (96)	3% (26)	1% (10)	2% (17)	750
2018 House Vote: Republican	81% (552)	13% (87)	3% (22)	2% (15)	1% (8)	683
2018 House Vote: Someone else	82% (59)	13% (9)	5% (4)	— (0)	— (0)	72
2016 Vote: Hillary Clinton	79% (537)	13% (91)	4% (25)	2% (12)	2% (15)	680
2016 Vote: Donald Trump	81% (601)	13% (95)	3% (26)	2% (13)	1% (9)	744
2016 Vote: Other	86% (126)	11% (16)	3% (5)	— (0)	1% (1)	147
2016 Vote: Didn't Vote	79% (332)	15% (61)	3% (13)	1% (4)	2% (9)	417
Voted in 2014: Yes	81% (1085)	13% (171)	3% (46)	1% (18)	2% (24)	1344
Voted in 2014: No	79% (513)	14% (92)	3% (22)	2% (11)	1% (10)	648
2012 Vote: Barack Obama	80% (658)	13% (109)	4% (30)	1% (9)	2% (19)	826
2012 Vote: Mitt Romney	82% (452)	12% (67)	3% (18)	2% (9)	1% (7)	553
2012 Vote: Other	91% (74)	9% (7)	— (0)	— (0)	— (0)	81
2012 Vote: Didn't Vote	78% (411)	15% (77)	4% (20)	2% (11)	1% (7)	526

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Table CMSdem1_4: *In the past year, how many times have you done the following?*
Stayed overnight at a hotel outside of the U.S.

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	80% (1598)	13% (263)	3% (68)	1% (29)	2% (34)	1992
4-Region: Northeast	74% (264)	15% (55)	5% (19)	2% (6)	3% (12)	355
4-Region: Midwest	83% (380)	12% (55)	3% (13)	1% (3)	1% (6)	458
4-Region: South	82% (607)	12% (92)	4% (27)	1% (11)	1% (6)	744
4-Region: West	80% (346)	14% (61)	2% (9)	2% (9)	2% (9)	435
Sports fan	78% (1018)	14% (182)	4% (54)	2% (21)	2% (25)	1301
Traveled outside of U.S. in past year 1+ times	19% (73)	52% (201)	15% (56)	7% (26)	8% (29)	385
Frequent Flyer	34% (77)	29% (67)	17% (38)	8% (19)	12% (29)	230

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

Table CMSdem1_5: *In the past year, how many times have you done the following?*
Traveled by airplane

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	60% (1189)	29% (573)	7% (148)	2% (39)	2% (44)	1992
Gender: Male	59% (546)	28% (262)	8% (78)	2% (21)	3% (26)	932
Gender: Female	61% (643)	29% (311)	7% (69)	2% (18)	2% (18)	1060
Age: 18-34	50% (248)	32% (161)	11% (54)	4% (19)	4% (18)	500
Age: 35-44	53% (161)	32% (97)	9% (27)	3% (10)	3% (9)	303
Age: 45-64	65% (471)	26% (187)	7% (47)	1% (7)	2% (13)	725
Age: 65+	67% (309)	28% (128)	4% (19)	1% (3)	1% (4)	463
GenZers: 1997-2012	50% (102)	33% (68)	9% (19)	4% (9)	4% (8)	205
Millennials: 1981-1996	49% (214)	32% (139)	12% (53)	3% (14)	3% (15)	434
GenXers: 1965-1980	63% (312)	27% (136)	6% (28)	2% (11)	2% (11)	498
Baby Boomers: 1946-1964	65% (516)	27% (212)	6% (45)	1% (6)	1% (11)	789
PID: Dem (no lean)	58% (451)	29% (226)	8% (64)	2% (14)	2% (16)	772
PID: Ind (no lean)	63% (354)	25% (142)	7% (41)	2% (10)	2% (10)	558
PID: Rep (no lean)	58% (384)	31% (204)	6% (43)	2% (15)	3% (17)	662
PID/Gender: Dem Men	58% (174)	27% (80)	10% (30)	2% (6)	3% (8)	297
PID/Gender: Dem Women	59% (278)	31% (147)	7% (34)	2% (8)	2% (8)	475
PID/Gender: Ind Men	65% (190)	25% (73)	5% (15)	3% (8)	2% (5)	292
PID/Gender: Ind Women	62% (164)	26% (69)	10% (26)	1% (2)	2% (5)	266
PID/Gender: Rep Men	53% (182)	32% (109)	10% (33)	2% (7)	4% (12)	343
PID/Gender: Rep Women	63% (202)	30% (95)	3% (9)	2% (8)	1% (5)	319
Ideo: Liberal (1-3)	55% (324)	30% (175)	10% (61)	3% (15)	3% (18)	593
Ideo: Moderate (4)	61% (331)	30% (163)	6% (33)	2% (11)	1% (5)	544
Ideo: Conservative (5-7)	59% (433)	30% (220)	6% (47)	2% (13)	2% (17)	729
Educ: < College	70% (873)	24% (295)	4% (50)	2% (22)	1% (12)	1253
Educ: Bachelors degree	46% (219)	37% (173)	11% (54)	2% (10)	3% (15)	471
Educ: Post-grad	36% (97)	39% (104)	16% (44)	2% (6)	6% (16)	268
Income: Under 50k	74% (724)	20% (196)	3% (31)	1% (11)	1% (11)	973
Income: 50k-100k	52% (362)	35% (239)	9% (63)	2% (13)	2% (13)	690
Income: 100k+	31% (103)	42% (138)	16% (54)	5% (15)	6% (19)	329
Ethnicity: White	60% (961)	29% (471)	7% (118)	2% (27)	2% (35)	1611
Ethnicity: Hispanic	53% (103)	32% (62)	8% (15)	3% (6)	3% (7)	193

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Table CMSdem1_5: *In the past year, how many times have you done the following?*
Traveled by airplane

Demographic	None	1 to 3 times	4 to 6 times	7 to 10 times	More than 10 times	Total N
Registered Voters	60% (1189)	29% (573)	7% (148)	2% (39)	2% (44)	1992
Ethnicity: Afr. Am.	65% (164)	23% (58)	7% (18)	3% (8)	2% (4)	253
Ethnicity: Other	50% (64)	34% (43)	9% (11)	3% (4)	4% (6)	128
All Christian	58% (599)	31% (320)	7% (72)	1% (14)	2% (19)	1025
All Non-Christian	48% (48)	28% (28)	11% (11)	6% (6)	6% (6)	100
Atheist	58% (55)	25% (23)	15% (14)	1% (1)	1% (1)	95
Agnostic/Nothing in particular	63% (487)	26% (201)	6% (50)	2% (18)	2% (17)	772
Religious Non-Protestant/Catholic	48% (67)	31% (43)	12% (17)	4% (6)	5% (6)	139
Evangelical	67% (359)	26% (137)	5% (24)	1% (6)	1% (8)	534
Non-Evangelical	55% (415)	33% (243)	8% (61)	2% (12)	2% (17)	748
Community: Urban	58% (291)	28% (139)	10% (52)	1% (7)	3% (16)	504
Community: Suburban	55% (560)	32% (328)	8% (77)	3% (28)	2% (21)	1014
Community: Rural	71% (339)	22% (106)	4% (18)	1% (4)	1% (7)	474
Employ: Private Sector	46% (288)	36% (225)	12% (77)	3% (20)	3% (20)	631
Employ: Government	44% (44)	43% (43)	7% (7)	3% (3)	3% (3)	100
Employ: Self-Employed	54% (74)	29% (39)	10% (14)	2% (3)	4% (6)	136
Employ: Homemaker	73% (96)	18% (23)	5% (7)	3% (4)	1% (1)	131
Employ: Retired	68% (356)	27% (139)	4% (20)	— (2)	1% (5)	521
Employ: Unemployed	79% (184)	18% (43)	1% (3)	— (0)	1% (3)	233
Employ: Other	78% (93)	15% (18)	5% (5)	— (1)	2% (3)	119
Military HH: Yes	58% (189)	32% (103)	6% (20)	1% (2)	3% (9)	323
Military HH: No	60% (1000)	28% (470)	8% (128)	2% (36)	2% (35)	1669
RD/WT: Right Direction	59% (417)	31% (215)	6% (45)	2% (14)	2% (12)	703
RD/WT: Wrong Track	60% (772)	28% (357)	8% (103)	2% (25)	2% (32)	1289
Trump Job Approve	60% (518)	30% (261)	6% (54)	2% (14)	2% (18)	865
Trump Job Disapprove	59% (629)	28% (300)	9% (91)	2% (25)	2% (25)	1070
Trump Job Strongly Approve	62% (305)	27% (134)	6% (29)	1% (6)	3% (15)	489
Trump Job Somewhat Approve	57% (213)	34% (127)	7% (25)	2% (8)	1% (2)	376
Trump Job Somewhat Disapprove	61% (133)	26% (58)	9% (20)	1% (3)	2% (5)	219
Trump Job Strongly Disapprove	58% (496)	28% (242)	8% (71)	3% (21)	2% (20)	850

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Table CMSdem1_5: *In the past year, how many times have you done the following?*
Traveled by airplane

Demographic	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		Total N
Registered Voters	60%	(1189)	29%	(573)	7%	(148)	2%	(39)	2%	(44)	1992
Favorable of Trump	61%	(519)	29%	(245)	6%	(55)	2%	(13)	2%	(17)	848
Unfavorable of Trump	58%	(616)	29%	(313)	8%	(91)	2%	(26)	2%	(22)	1067
Very Favorable of Trump	64%	(315)	26%	(130)	6%	(30)	1%	(4)	3%	(14)	493
Somewhat Favorable of Trump	58%	(204)	32%	(114)	7%	(25)	2%	(9)	1%	(3)	355
Somewhat Unfavorable of Trump	61%	(107)	30%	(53)	7%	(13)	1%	(1)	1%	(1)	176
Very Unfavorable of Trump	57%	(509)	29%	(259)	9%	(77)	3%	(25)	2%	(21)	891
#1 Issue: Economy	53%	(356)	33%	(225)	8%	(57)	3%	(19)	3%	(17)	675
#1 Issue: Security	67%	(148)	27%	(60)	4%	(9)	—	(1)	2%	(4)	222
#1 Issue: Health Care	61%	(267)	28%	(124)	7%	(33)	2%	(8)	2%	(7)	438
#1 Issue: Medicare / Social Security	73%	(222)	21%	(63)	4%	(13)	1%	(5)	1%	(3)	305
#1 Issue: Women’s Issues	50%	(44)	33%	(30)	10%	(9)	3%	(3)	4%	(3)	89
#1 Issue: Education	57%	(58)	30%	(31)	12%	(13)	—	(0)	1%	(1)	103
#1 Issue: Energy	46%	(27)	30%	(17)	16%	(9)	3%	(2)	5%	(3)	58
#1 Issue: Other	66%	(68)	22%	(22)	6%	(6)	1%	(2)	5%	(5)	102
2018 House Vote: Democrat	59%	(445)	28%	(210)	8%	(63)	2%	(17)	2%	(15)	750
2018 House Vote: Republican	57%	(389)	31%	(209)	8%	(53)	2%	(14)	3%	(17)	683
2018 House Vote: Someone else	62%	(45)	30%	(22)	5%	(4)	1%	(0)	1%	(1)	72
2016 Vote: Hillary Clinton	59%	(402)	28%	(189)	9%	(60)	2%	(15)	2%	(15)	680
2016 Vote: Donald Trump	58%	(434)	31%	(228)	7%	(54)	1%	(11)	2%	(18)	744
2016 Vote: Other	57%	(84)	35%	(51)	5%	(7)	3%	(4)	1%	(1)	147
2016 Vote: Didn’t Vote	64%	(268)	25%	(104)	6%	(26)	2%	(9)	3%	(11)	417
Voted in 2014: Yes	58%	(785)	29%	(396)	8%	(112)	2%	(23)	2%	(28)	1344
Voted in 2014: No	62%	(404)	27%	(177)	6%	(36)	3%	(16)	2%	(15)	648
2012 Vote: Barack Obama	61%	(500)	27%	(226)	8%	(70)	1%	(11)	2%	(19)	826
2012 Vote: Mitt Romney	58%	(319)	31%	(172)	7%	(40)	2%	(11)	2%	(13)	553
2012 Vote: Other	65%	(53)	29%	(23)	4%	(4)	1%	(1)	—	(0)	81
2012 Vote: Didn’t Vote	60%	(314)	28%	(149)	7%	(34)	3%	(16)	2%	(12)	526

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Table CMSdem1_5: *In the past year, how many times have you done the following?*
Traveled by airplane

Demographic	Frequency of Travel Outside U.S.										Total N
	None		1 to 3 times		4 to 6 times		7 to 10 times		More than 10 times		
Registered Voters	60%	(1189)	29%	(573)	7%	(148)	2%	(39)	2%	(44)	1992
4-Region: Northeast	59%	(211)	27%	(96)	8%	(30)	2%	(6)	3%	(12)	355
4-Region: Midwest	62%	(283)	29%	(132)	6%	(28)	2%	(8)	2%	(7)	458
4-Region: South	61%	(455)	28%	(205)	8%	(59)	2%	(16)	1%	(9)	744
4-Region: West	55%	(240)	32%	(139)	7%	(31)	2%	(9)	4%	(16)	435
Sports fan	55%	(713)	31%	(406)	9%	(114)	2%	(32)	3%	(36)	1301
Traveled outside of U.S. in past year 1+ times	11%	(42)	48%	(186)	25%	(97)	7%	(27)	8%	(32)	385
Frequent Flyer	—	(0)	—	(0)	64%	(148)	17%	(39)	19%	(44)	230

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

Table CMSdem2_1: *And do you currently have plans to do any of the following in the next year?*
Travel within the U.S.

Demographic	Yes		No		Total N
Registered Voters	56%	(1122)	44%	(870)	1992
Gender: Male	57%	(533)	43%	(399)	932
Gender: Female	56%	(589)	44%	(471)	1060
Age: 18-34	57%	(287)	43%	(213)	500
Age: 35-44	61%	(184)	39%	(118)	303
Age: 45-64	56%	(403)	44%	(323)	725
Age: 65+	53%	(247)	47%	(216)	463
GenZers: 1997-2012	52%	(106)	48%	(98)	205
Millennials: 1981-1996	61%	(265)	39%	(169)	434
GenXers: 1965-1980	57%	(284)	43%	(214)	498
Baby Boomers: 1946-1964	55%	(436)	45%	(353)	789
PID: Dem (no lean)	51%	(397)	49%	(374)	772
PID: Ind (no lean)	52%	(292)	48%	(266)	558
PID: Rep (no lean)	65%	(433)	35%	(230)	662
PID/Gender: Dem Men	54%	(162)	46%	(135)	297
PID/Gender: Dem Women	50%	(236)	50%	(239)	475
PID/Gender: Ind Men	52%	(150)	48%	(141)	292
PID/Gender: Ind Women	53%	(141)	47%	(125)	266
PID/Gender: Rep Men	64%	(221)	36%	(123)	343
PID/Gender: Rep Women	66%	(212)	34%	(107)	319
Ideo: Liberal (1-3)	55%	(326)	45%	(267)	593
Ideo: Moderate (4)	52%	(282)	48%	(261)	544
Ideo: Conservative (5-7)	64%	(464)	36%	(265)	729
Educ: < College	51%	(636)	49%	(617)	1253
Educ: Bachelors degree	62%	(290)	38%	(181)	471
Educ: Post-grad	73%	(195)	27%	(73)	268
Income: Under 50k	46%	(451)	54%	(522)	973
Income: 50k-100k	62%	(430)	38%	(260)	690
Income: 100k+	73%	(240)	27%	(88)	329
Ethnicity: White	57%	(923)	43%	(688)	1611
Ethnicity: Hispanic	52%	(101)	48%	(92)	193
Ethnicity: Afr. Am.	48%	(122)	52%	(131)	253

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Table CMSdem2_1: *And do you currently have plans to do any of the following in the next year?*

Travel within the U.S.

Demographic	Yes		No		Total N
Registered Voters	56%	(1122)	44%	(870)	1992
Ethnicity: Other	60%	(76)	40%	(52)	128
All Christian	59%	(602)	41%	(423)	1025
All Non-Christian	46%	(46)	54%	(54)	100
Atheist	56%	(53)	44%	(42)	95
Agnostic/Nothing in particular	54%	(421)	46%	(351)	772
Religious Non-Protestant/Catholic	51%	(70)	49%	(69)	139
Evangelical	58%	(311)	42%	(224)	534
Non-Evangelical	58%	(433)	42%	(315)	748
Community: Urban	53%	(267)	47%	(237)	504
Community: Suburban	58%	(592)	42%	(421)	1014
Community: Rural	55%	(262)	45%	(212)	474
Employ: Private Sector	62%	(389)	38%	(242)	631
Employ: Government	70%	(70)	30%	(30)	100
Employ: Self-Employed	63%	(85)	37%	(51)	136
Employ: Homemaker	53%	(69)	47%	(62)	131
Employ: Retired	53%	(275)	47%	(246)	521
Employ: Unemployed	44%	(104)	56%	(130)	233
Employ: Other	47%	(56)	53%	(64)	119
Military HH: Yes	63%	(205)	37%	(118)	323
Military HH: No	55%	(917)	45%	(752)	1669
RD/WT: Right Direction	62%	(438)	38%	(265)	703
RD/WT: Wrong Track	53%	(684)	47%	(606)	1289
Trump Job Approve	62%	(540)	38%	(325)	865
Trump Job Disapprove	52%	(557)	48%	(512)	1070
Trump Job Strongly Approve	63%	(309)	37%	(180)	489
Trump Job Somewhat Approve	61%	(231)	39%	(145)	376
Trump Job Somewhat Disapprove	54%	(118)	46%	(101)	219
Trump Job Strongly Disapprove	52%	(439)	48%	(411)	850
Favorable of Trump	63%	(533)	37%	(315)	848
Unfavorable of Trump	53%	(566)	47%	(501)	1067

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Table CMSdem2_1: *And do you currently have plans to do any of the following in the next year?*
Travel within the U.S.

Demographic	Yes		No		Total N
Registered Voters	56%	(1122)	44%	(870)	1992
Very Favorable of Trump	64%	(315)	36%	(178)	493
Somewhat Favorable of Trump	61%	(218)	39%	(137)	355
Somewhat Unfavorable of Trump	53%	(93)	47%	(83)	176
Very Unfavorable of Trump	53%	(473)	47%	(418)	891
#1 Issue: Economy	62%	(420)	38%	(254)	675
#1 Issue: Security	60%	(134)	40%	(89)	222
#1 Issue: Health Care	49%	(214)	51%	(225)	438
#1 Issue: Medicare / Social Security	49%	(149)	51%	(157)	305
#1 Issue: Women's Issues	62%	(55)	38%	(34)	89
#1 Issue: Education	65%	(66)	35%	(36)	103
#1 Issue: Energy	57%	(33)	43%	(25)	58
#1 Issue: Other	50%	(51)	50%	(51)	102
2018 House Vote: Democrat	51%	(382)	49%	(368)	750
2018 House Vote: Republican	64%	(437)	36%	(246)	683
2018 House Vote: Someone else	52%	(38)	48%	(34)	72
2016 Vote: Hillary Clinton	50%	(341)	50%	(340)	680
2016 Vote: Donald Trump	65%	(484)	35%	(260)	744
2016 Vote: Other	54%	(79)	46%	(68)	147
2016 Vote: Didn't Vote	52%	(217)	48%	(200)	417
Voted in 2014: Yes	58%	(774)	42%	(570)	1344
Voted in 2014: No	54%	(348)	46%	(300)	648
2012 Vote: Barack Obama	54%	(445)	46%	(381)	826
2012 Vote: Mitt Romney	64%	(352)	36%	(202)	553
2012 Vote: Other	59%	(48)	41%	(33)	81
2012 Vote: Didn't Vote	52%	(275)	48%	(251)	526
4-Region: Northeast	58%	(206)	42%	(150)	355
4-Region: Midwest	53%	(241)	47%	(217)	458
4-Region: South	57%	(428)	43%	(316)	744
4-Region: West	57%	(247)	43%	(188)	435
Sports fan	61%	(788)	39%	(513)	1301
Traveled outside of U.S. in past year 1+ times	73%	(282)	27%	(103)	385

Continued on next page

Table CMSdem2_1: *And do you currently have plans to do any of the following in the next year?*
Travel within the U.S.

Demographic	Yes		No		Total N
Registered Voters	56%	(1122)	44%	(870)	1992
Frequent Flyer	76%	(176)	24%	(54)	230

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

Table CMSdem2_2: *And do you currently have plans to do any of the following in the next year?*
Travel outside of the U.S.

Demographic	Yes		No		Total N
Registered Voters	15%	(301)	85%	(1691)	1992
Gender: Male	19%	(174)	81%	(758)	932
Gender: Female	12%	(127)	88%	(932)	1060
Age: 18-34	22%	(110)	78%	(391)	500
Age: 35-44	20%	(60)	80%	(243)	303
Age: 45-64	12%	(84)	88%	(641)	725
Age: 65+	10%	(48)	90%	(415)	463
GenZers: 1997-2012	22%	(45)	78%	(159)	205
Millennials: 1981-1996	21%	(91)	79%	(343)	434
GenXers: 1965-1980	15%	(73)	85%	(424)	498
Baby Boomers: 1946-1964	11%	(89)	89%	(700)	789
PID: Dem (no lean)	15%	(118)	85%	(654)	772
PID: Ind (no lean)	16%	(87)	84%	(471)	558
PID: Rep (no lean)	14%	(96)	86%	(566)	662
PID/Gender: Dem Men	19%	(56)	81%	(241)	297
PID/Gender: Dem Women	13%	(62)	87%	(413)	475
PID/Gender: Ind Men	18%	(54)	82%	(238)	292
PID/Gender: Ind Women	13%	(33)	87%	(233)	266
PID/Gender: Rep Men	19%	(64)	81%	(280)	343
PID/Gender: Rep Women	10%	(32)	90%	(287)	319
Ideo: Liberal (1-3)	18%	(108)	82%	(484)	593
Ideo: Moderate (4)	16%	(90)	84%	(454)	544
Ideo: Conservative (5-7)	13%	(92)	87%	(637)	729
Educ: < College	12%	(151)	88%	(1102)	1253
Educ: Bachelors degree	16%	(73)	84%	(398)	471
Educ: Post-grad	29%	(77)	71%	(191)	268
Income: Under 50k	10%	(102)	90%	(871)	973
Income: 50k-100k	16%	(112)	84%	(578)	690
Income: 100k+	27%	(87)	73%	(242)	329
Ethnicity: White	14%	(228)	86%	(1384)	1611
Ethnicity: Hispanic	21%	(40)	79%	(153)	193
Ethnicity: Afr. Am.	15%	(39)	85%	(214)	253

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Table CMSdem2_2: *And do you currently have plans to do any of the following in the next year?*
Travel outside of the U.S.

Demographic	Yes		No		Total N
Registered Voters	15%	(301)	85%	(1691)	1992
Ethnicity: Other	27%	(35)	73%	(93)	128
All Christian	14%	(142)	86%	(883)	1025
All Non-Christian	22%	(22)	78%	(78)	100
Atheist	17%	(16)	83%	(79)	95
Agnostic/Nothing in particular	16%	(121)	84%	(651)	772
Religious Non-Protestant/Catholic	19%	(27)	81%	(112)	139
Evangelical	12%	(65)	88%	(469)	534
Non-Evangelical	15%	(112)	85%	(636)	748
Community: Urban	20%	(100)	80%	(404)	504
Community: Suburban	15%	(156)	85%	(857)	1014
Community: Rural	9%	(45)	91%	(429)	474
Employ: Private Sector	19%	(122)	81%	(508)	631
Employ: Government	21%	(22)	79%	(79)	100
Employ: Self-Employed	20%	(27)	80%	(109)	136
Employ: Homemaker	11%	(14)	89%	(116)	131
Employ: Retired	10%	(51)	90%	(470)	521
Employ: Unemployed	12%	(27)	88%	(206)	233
Employ: Other	8%	(10)	92%	(110)	119
Military HH: Yes	12%	(39)	88%	(284)	323
Military HH: No	16%	(262)	84%	(1406)	1669
RD/WT: Right Direction	16%	(109)	84%	(594)	703
RD/WT: Wrong Track	15%	(192)	85%	(1097)	1289
Trump Job Approve	14%	(125)	86%	(740)	865
Trump Job Disapprove	16%	(172)	84%	(898)	1070
Trump Job Strongly Approve	16%	(78)	84%	(411)	489
Trump Job Somewhat Approve	12%	(46)	88%	(329)	376
Trump Job Somewhat Disapprove	19%	(41)	81%	(178)	219
Trump Job Strongly Disapprove	15%	(131)	85%	(720)	850
Favorable of Trump	14%	(121)	86%	(727)	848
Unfavorable of Trump	16%	(171)	84%	(896)	1067

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Table CMSdem2_2: *And do you currently have plans to do any of the following in the next year?*
Travel outside of the U.S.

Demographic	Yes		No		Total N
Registered Voters	15%	(301)	85%	(1691)	1992
Very Favorable of Trump	15%	(76)	85%	(417)	493
Somewhat Favorable of Trump	13%	(45)	87%	(310)	355
Somewhat Unfavorable of Trump	15%	(26)	85%	(150)	176
Very Unfavorable of Trump	16%	(145)	84%	(746)	891
#1 Issue: Economy	20%	(132)	80%	(542)	675
#1 Issue: Security	16%	(36)	84%	(186)	222
#1 Issue: Health Care	10%	(42)	90%	(396)	438
#1 Issue: Medicare / Social Security	8%	(24)	92%	(282)	305
#1 Issue: Women's Issues	20%	(18)	80%	(71)	89
#1 Issue: Education	18%	(18)	82%	(84)	103
#1 Issue: Energy	31%	(18)	69%	(40)	58
#1 Issue: Other	12%	(13)	88%	(89)	102
2018 House Vote: Democrat	14%	(105)	86%	(645)	750
2018 House Vote: Republican	15%	(102)	85%	(582)	683
2018 House Vote: Someone else	12%	(9)	88%	(63)	72
2016 Vote: Hillary Clinton	14%	(93)	86%	(587)	680
2016 Vote: Donald Trump	16%	(116)	84%	(629)	744
2016 Vote: Other	12%	(17)	88%	(130)	147
2016 Vote: Didn't Vote	18%	(75)	82%	(342)	417
Voted in 2014: Yes	14%	(190)	86%	(1154)	1344
Voted in 2014: No	17%	(111)	83%	(537)	648
2012 Vote: Barack Obama	14%	(113)	86%	(713)	826
2012 Vote: Mitt Romney	15%	(81)	85%	(472)	553
2012 Vote: Other	9%	(8)	91%	(74)	81
2012 Vote: Didn't Vote	19%	(99)	81%	(427)	526
4-Region: Northeast	19%	(67)	81%	(288)	355
4-Region: Midwest	11%	(52)	89%	(406)	458
4-Region: South	16%	(120)	84%	(623)	744
4-Region: West	14%	(62)	86%	(374)	435
Sports fan	17%	(226)	83%	(1075)	1301
Traveled outside of U.S. in past year 1+ times	50%	(191)	50%	(194)	385

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Table CMSdem2_2: *And do you currently have plans to do any of the following in the next year?*
Travel outside of the U.S.

Demographic	Yes		No		Total N
Registered Voters	15%	(301)	85%	(1691)	1992
Frequent Flyer	42%	(97)	58%	(134)	230

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

Table CMSdem2_3: *And do you currently have plans to do any of the following in the next year?*
Stay overnight at a hotel in the U.S.

Demographic	Yes		No		Total N
Registered Voters	45%	(901)	55%	(1091)	1992
Gender: Male	47%	(438)	53%	(494)	932
Gender: Female	44%	(463)	56%	(596)	1060
Age: 18-34	48%	(238)	52%	(263)	500
Age: 35-44	54%	(164)	46%	(138)	303
Age: 45-64	45%	(324)	55%	(402)	725
Age: 65+	38%	(175)	62%	(288)	463
GenZers: 1997-2012	43%	(88)	57%	(117)	205
Millennials: 1981-1996	52%	(227)	48%	(207)	434
GenXers: 1965-1980	47%	(236)	53%	(262)	498
Baby Boomers: 1946-1964	42%	(333)	58%	(456)	789
PID: Dem (no lean)	41%	(315)	59%	(457)	772
PID: Ind (no lean)	42%	(232)	58%	(326)	558
PID: Rep (no lean)	53%	(354)	47%	(308)	662
PID/Gender: Dem Men	44%	(130)	56%	(167)	297
PID/Gender: Dem Women	39%	(185)	61%	(290)	475
PID/Gender: Ind Men	40%	(117)	60%	(175)	292
PID/Gender: Ind Women	43%	(115)	57%	(151)	266
PID/Gender: Rep Men	55%	(191)	45%	(153)	343
PID/Gender: Rep Women	51%	(164)	49%	(155)	319
Ideo: Liberal (1-3)	43%	(253)	57%	(340)	593
Ideo: Moderate (4)	42%	(228)	58%	(316)	544
Ideo: Conservative (5-7)	52%	(378)	48%	(351)	729
Educ: < College	40%	(507)	60%	(746)	1253
Educ: Bachelors degree	50%	(236)	50%	(235)	471
Educ: Post-grad	59%	(158)	41%	(110)	268
Income: Under 50k	36%	(348)	64%	(625)	973
Income: 50k-100k	51%	(354)	49%	(336)	690
Income: 100k+	61%	(199)	39%	(130)	329
Ethnicity: White	46%	(742)	54%	(869)	1611
Ethnicity: Hispanic	46%	(89)	54%	(104)	193
Ethnicity: Afr. Am.	39%	(99)	61%	(154)	253

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Table CMSdem2_3: *And do you currently have plans to do any of the following in the next year?*
Stay overnight at a hotel in the U.S.

Demographic	Yes		No		Total N
Registered Voters	45%	(901)	55%	(1091)	1992
Ethnicity: Other	47%	(60)	53%	(68)	128
All Christian	46%	(476)	54%	(549)	1025
All Non-Christian	45%	(45)	55%	(55)	100
Atheist	45%	(42)	55%	(53)	95
Agnostic/Nothing in particular	44%	(338)	56%	(434)	772
Religious Non-Protestant/Catholic	47%	(65)	53%	(74)	139
Evangelical	46%	(247)	54%	(287)	534
Non-Evangelical	46%	(343)	54%	(405)	748
Community: Urban	43%	(216)	57%	(288)	504
Community: Suburban	47%	(472)	53%	(541)	1014
Community: Rural	45%	(213)	55%	(261)	474
Employ: Private Sector	52%	(331)	48%	(300)	631
Employ: Government	59%	(60)	41%	(41)	100
Employ: Self-Employed	57%	(77)	43%	(59)	136
Employ: Homemaker	40%	(53)	60%	(78)	131
Employ: Retired	37%	(195)	63%	(327)	521
Employ: Unemployed	35%	(82)	65%	(151)	233
Employ: Other	33%	(40)	67%	(80)	119
Military HH: Yes	48%	(156)	52%	(168)	323
Military HH: No	45%	(745)	55%	(923)	1669
RD/WT: Right Direction	51%	(358)	49%	(345)	703
RD/WT: Wrong Track	42%	(544)	58%	(745)	1289
Trump Job Approve	51%	(440)	49%	(425)	865
Trump Job Disapprove	41%	(439)	59%	(630)	1070
Trump Job Strongly Approve	52%	(257)	48%	(233)	489
Trump Job Somewhat Approve	49%	(184)	51%	(192)	376
Trump Job Somewhat Disapprove	46%	(100)	54%	(119)	219
Trump Job Strongly Disapprove	40%	(339)	60%	(511)	850
Favorable of Trump	51%	(436)	49%	(412)	848
Unfavorable of Trump	41%	(443)	59%	(624)	1067

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Table CMSdem2_3: *And do you currently have plans to do any of the following in the next year?*
Stay overnight at a hotel in the U.S.

Demographic	Yes		No		Total N
Registered Voters	45%	(901)	55%	(1091)	1992
Very Favorable of Trump	52%	(255)	48%	(238)	493
Somewhat Favorable of Trump	51%	(181)	49%	(174)	355
Somewhat Unfavorable of Trump	41%	(71)	59%	(105)	176
Very Unfavorable of Trump	42%	(371)	58%	(520)	891
#1 Issue: Economy	53%	(355)	47%	(320)	675
#1 Issue: Security	44%	(98)	56%	(125)	222
#1 Issue: Health Care	39%	(170)	61%	(268)	438
#1 Issue: Medicare / Social Security	38%	(117)	62%	(189)	305
#1 Issue: Women's Issues	49%	(44)	51%	(45)	89
#1 Issue: Education	54%	(56)	46%	(47)	103
#1 Issue: Energy	45%	(26)	55%	(32)	58
#1 Issue: Other	36%	(37)	64%	(66)	102
2018 House Vote: Democrat	39%	(292)	61%	(458)	750
2018 House Vote: Republican	53%	(361)	47%	(323)	683
2018 House Vote: Someone else	46%	(33)	54%	(39)	72
2016 Vote: Hillary Clinton	38%	(257)	62%	(423)	680
2016 Vote: Donald Trump	53%	(398)	47%	(347)	744
2016 Vote: Other	48%	(70)	52%	(77)	147
2016 Vote: Didn't Vote	42%	(176)	58%	(241)	417
Voted in 2014: Yes	47%	(633)	53%	(711)	1344
Voted in 2014: No	41%	(268)	59%	(380)	648
2012 Vote: Barack Obama	42%	(349)	58%	(477)	826
2012 Vote: Mitt Romney	54%	(298)	46%	(256)	553
2012 Vote: Other	53%	(43)	47%	(38)	81
2012 Vote: Didn't Vote	40%	(211)	60%	(316)	526
4-Region: Northeast	47%	(166)	53%	(189)	355
4-Region: Midwest	41%	(186)	59%	(271)	458
4-Region: South	46%	(341)	54%	(402)	744
4-Region: West	48%	(207)	52%	(228)	435
Sports fan	50%	(653)	50%	(647)	1301
Traveled outside of U.S. in past year 1+ times	63%	(241)	37%	(144)	385

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Table CMSdem2_3: *And do you currently have plans to do any of the following in the next year?*
Stay overnight at a hotel in the U.S.

Demographic	Yes		No		Total N
Registered Voters	45%	(901)	55%	(1091)	1992
Frequent Flyer	70%	(160)	30%	(70)	230

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

Table CMSdem2_4: And do you currently have plans to do any of the following in the next year?
Stay overnight at a hotel outside of the U.S.

Demographic	Yes		No		Total N
Registered Voters	16%	(315)	84%	(1677)	1992
Gender: Male	18%	(171)	82%	(761)	932
Gender: Female	14%	(144)	86%	(916)	1060
Age: 18-34	23%	(113)	77%	(388)	500
Age: 35-44	20%	(60)	80%	(243)	303
Age: 45-64	12%	(89)	88%	(636)	725
Age: 65+	12%	(53)	88%	(410)	463
GenZers: 1997-2012	19%	(40)	81%	(165)	205
Millennials: 1981-1996	23%	(99)	77%	(335)	434
GenXers: 1965-1980	16%	(79)	84%	(419)	498
Baby Boomers: 1946-1964	12%	(94)	88%	(695)	789
PID: Dem (no lean)	17%	(131)	83%	(641)	772
PID: Ind (no lean)	15%	(81)	85%	(477)	558
PID: Rep (no lean)	16%	(103)	84%	(559)	662
PID/Gender: Dem Men	21%	(62)	79%	(235)	297
PID/Gender: Dem Women	15%	(69)	85%	(406)	475
PID/Gender: Ind Men	14%	(40)	86%	(252)	292
PID/Gender: Ind Women	16%	(42)	84%	(225)	266
PID/Gender: Rep Men	20%	(69)	80%	(274)	343
PID/Gender: Rep Women	11%	(34)	89%	(285)	319
Ideo: Liberal (1-3)	20%	(117)	80%	(476)	593
Ideo: Moderate (4)	16%	(89)	84%	(455)	544
Ideo: Conservative (5-7)	13%	(98)	87%	(631)	729
Educ: < College	13%	(164)	87%	(1089)	1253
Educ: Bachelors degree	16%	(73)	84%	(398)	471
Educ: Post-grad	29%	(78)	71%	(190)	268
Income: Under 50k	11%	(109)	89%	(864)	973
Income: 50k-100k	17%	(117)	83%	(573)	690
Income: 100k+	27%	(90)	73%	(239)	329
Ethnicity: White	15%	(235)	85%	(1376)	1611
Ethnicity: Hispanic	23%	(44)	77%	(149)	193
Ethnicity: Afr. Am.	18%	(45)	82%	(208)	253

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Table CMSdem2_4: *And do you currently have plans to do any of the following in the next year?*
Stay overnight at a hotel outside of the U.S.

Demographic	Yes		No		Total N
Registered Voters	16%	(315)	84%	(1677)	1992
Ethnicity: Other	27%	(35)	73%	(94)	128
All Christian	15%	(153)	85%	(872)	1025
All Non-Christian	20%	(20)	80%	(80)	100
Atheist	18%	(17)	82%	(78)	95
Agnostic/Nothing in particular	16%	(126)	84%	(646)	772
Religious Non-Protestant/Catholic	17%	(24)	83%	(115)	139
Evangelical	13%	(70)	87%	(464)	534
Non-Evangelical	15%	(115)	85%	(633)	748
Community: Urban	20%	(100)	80%	(405)	504
Community: Suburban	16%	(160)	84%	(853)	1014
Community: Rural	12%	(55)	88%	(419)	474
Employ: Private Sector	21%	(131)	79%	(499)	631
Employ: Government	25%	(25)	75%	(75)	100
Employ: Self-Employed	19%	(26)	81%	(110)	136
Employ: Homemaker	12%	(16)	88%	(115)	131
Employ: Retired	10%	(52)	90%	(469)	521
Employ: Unemployed	12%	(28)	88%	(205)	233
Employ: Other	7%	(9)	93%	(111)	119
Military HH: Yes	10%	(32)	90%	(291)	323
Military HH: No	17%	(283)	83%	(1385)	1669
RD/WT: Right Direction	16%	(115)	84%	(588)	703
RD/WT: Wrong Track	16%	(201)	84%	(1088)	1289
Trump Job Approve	15%	(129)	85%	(736)	865
Trump Job Disapprove	17%	(183)	83%	(887)	1070
Trump Job Strongly Approve	17%	(83)	83%	(407)	489
Trump Job Somewhat Approve	12%	(46)	88%	(330)	376
Trump Job Somewhat Disapprove	19%	(41)	81%	(178)	219
Trump Job Strongly Disapprove	17%	(142)	83%	(709)	850
Favorable of Trump	15%	(125)	85%	(723)	848
Unfavorable of Trump	17%	(181)	83%	(886)	1067

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Table CMSdem2_4: *And do you currently have plans to do any of the following in the next year?*
Stay overnight at a hotel outside of the U.S.

Demographic	Yes		No		Total N
Registered Voters	16%	(315)	84%	(1677)	1992
Very Favorable of Trump	16%	(79)	84%	(414)	493
Somewhat Favorable of Trump	13%	(46)	87%	(309)	355
Somewhat Unfavorable of Trump	12%	(21)	88%	(155)	176
Very Unfavorable of Trump	18%	(160)	82%	(732)	891
#1 Issue: Economy	21%	(139)	79%	(536)	675
#1 Issue: Security	13%	(30)	87%	(193)	222
#1 Issue: Health Care	11%	(48)	89%	(391)	438
#1 Issue: Medicare / Social Security	11%	(33)	89%	(272)	305
#1 Issue: Women's Issues	19%	(17)	81%	(72)	89
#1 Issue: Education	16%	(17)	84%	(86)	103
#1 Issue: Energy	32%	(18)	68%	(39)	58
#1 Issue: Other	14%	(14)	86%	(88)	102
2018 House Vote: Democrat	16%	(121)	84%	(629)	750
2018 House Vote: Republican	14%	(96)	86%	(587)	683
2018 House Vote: Someone else	14%	(10)	86%	(62)	72
2016 Vote: Hillary Clinton	15%	(104)	85%	(577)	680
2016 Vote: Donald Trump	15%	(114)	85%	(630)	744
2016 Vote: Other	16%	(23)	84%	(124)	147
2016 Vote: Didn't Vote	18%	(73)	82%	(344)	417
Voted in 2014: Yes	15%	(203)	85%	(1141)	1344
Voted in 2014: No	17%	(112)	83%	(536)	648
2012 Vote: Barack Obama	16%	(129)	84%	(697)	826
2012 Vote: Mitt Romney	16%	(86)	84%	(468)	553
2012 Vote: Other	11%	(9)	89%	(72)	81
2012 Vote: Didn't Vote	17%	(91)	83%	(435)	526
4-Region: Northeast	20%	(71)	80%	(284)	355
4-Region: Midwest	15%	(71)	85%	(387)	458
4-Region: South	15%	(114)	85%	(629)	744
4-Region: West	14%	(59)	86%	(376)	435
Sports fan	18%	(235)	82%	(1066)	1301
Traveled outside of U.S. in past year 1+ times	43%	(167)	57%	(218)	385

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Table CMSdem2_4: *And do you currently have plans to do any of the following in the next year?*
Stay overnight at a hotel outside of the U.S.

Demographic	Yes		No		Total N
Registered Voters	16%	(315)	84%	(1677)	1992
Frequent Flyer	41%	(95)	59%	(136)	230

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

Table CMSdem2_5: *And do you currently have plans to do any of the following in the next year?*
Travel by airplane

Demographic	Yes		No		Total N
Registered Voters	31%	(621)	69%	(1371)	1992
Gender: Male	32%	(296)	68%	(636)	932
Gender: Female	31%	(325)	69%	(735)	1060
Age: 18-34	39%	(198)	61%	(303)	500
Age: 35-44	35%	(107)	65%	(196)	303
Age: 45-64	30%	(215)	70%	(510)	725
Age: 65+	22%	(101)	78%	(363)	463
GenZers: 1997-2012	32%	(66)	68%	(138)	205
Millennials: 1981-1996	41%	(180)	59%	(254)	434
GenXers: 1965-1980	32%	(161)	68%	(337)	498
Baby Boomers: 1946-1964	26%	(202)	74%	(587)	789
PID: Dem (no lean)	30%	(230)	70%	(541)	772
PID: Ind (no lean)	27%	(153)	73%	(405)	558
PID: Rep (no lean)	36%	(238)	64%	(425)	662
PID/Gender: Dem Men	29%	(87)	71%	(211)	297
PID/Gender: Dem Women	30%	(144)	70%	(331)	475
PID/Gender: Ind Men	27%	(78)	73%	(214)	292
PID/Gender: Ind Women	28%	(75)	72%	(191)	266
PID/Gender: Rep Men	38%	(132)	62%	(211)	343
PID/Gender: Rep Women	33%	(106)	67%	(213)	319
Ideo: Liberal (1-3)	34%	(201)	66%	(392)	593
Ideo: Moderate (4)	29%	(158)	71%	(386)	544
Ideo: Conservative (5-7)	33%	(239)	67%	(490)	729
Educ: < College	26%	(320)	74%	(933)	1253
Educ: Bachelors degree	35%	(166)	65%	(305)	471
Educ: Post-grad	50%	(135)	50%	(133)	268
Income: Under 50k	22%	(215)	78%	(758)	973
Income: 50k-100k	36%	(251)	64%	(439)	690
Income: 100k+	47%	(154)	53%	(174)	329
Ethnicity: White	31%	(505)	69%	(1106)	1611
Ethnicity: Hispanic	38%	(73)	62%	(120)	193
Ethnicity: Afr. Am.	27%	(69)	73%	(184)	253

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Table CMSdem2_5: *And do you currently have plans to do any of the following in the next year?*

Travel by airplane

Demographic	Yes		No		Total N
Registered Voters	31%	(621)	69%	(1371)	1992
Ethnicity: Other	37%	(47)	63%	(81)	128
All Christian	32%	(327)	68%	(698)	1025
All Non-Christian	33%	(33)	67%	(67)	100
Atheist	34%	(33)	66%	(62)	95
Agnostic/Nothing in particular	30%	(228)	70%	(544)	772
Religious Non-Protestant/Catholic	33%	(45)	67%	(93)	139
Evangelical	28%	(152)	72%	(383)	534
Non-Evangelical	33%	(250)	67%	(498)	748
Community: Urban	33%	(168)	67%	(336)	504
Community: Suburban	34%	(340)	66%	(673)	1014
Community: Rural	24%	(112)	76%	(362)	474
Employ: Private Sector	40%	(254)	60%	(377)	631
Employ: Government	48%	(48)	52%	(53)	100
Employ: Self-Employed	34%	(46)	66%	(90)	136
Employ: Homemaker	24%	(31)	76%	(100)	131
Employ: Retired	23%	(119)	77%	(402)	521
Employ: Unemployed	20%	(48)	80%	(186)	233
Employ: Other	24%	(29)	76%	(91)	119
Military HH: Yes	29%	(93)	71%	(230)	323
Military HH: No	32%	(528)	68%	(1141)	1669
RD/WT: Right Direction	34%	(241)	66%	(462)	703
RD/WT: Wrong Track	29%	(379)	71%	(910)	1289
Trump Job Approve	34%	(291)	66%	(573)	865
Trump Job Disapprove	29%	(314)	71%	(755)	1070
Trump Job Strongly Approve	34%	(167)	66%	(323)	489
Trump Job Somewhat Approve	33%	(125)	67%	(251)	376
Trump Job Somewhat Disapprove	31%	(69)	69%	(150)	219
Trump Job Strongly Disapprove	29%	(245)	71%	(605)	850
Favorable of Trump	34%	(288)	66%	(560)	848
Unfavorable of Trump	29%	(314)	71%	(754)	1067

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Table CMSdem2_5: *And do you currently have plans to do any of the following in the next year?*
Travel by airplane

Demographic	Yes		No		Total N
Registered Voters	31%	(621)	69%	(1371)	1992
Very Favorable of Trump	34%	(167)	66%	(326)	493
Somewhat Favorable of Trump	34%	(121)	66%	(234)	355
Somewhat Unfavorable of Trump	27%	(48)	73%	(128)	176
Very Unfavorable of Trump	30%	(265)	70%	(626)	891
#1 Issue: Economy	39%	(265)	61%	(410)	675
#1 Issue: Security	28%	(63)	72%	(159)	222
#1 Issue: Health Care	23%	(102)	77%	(337)	438
#1 Issue: Medicare / Social Security	20%	(62)	80%	(244)	305
#1 Issue: Women's Issues	43%	(38)	57%	(51)	89
#1 Issue: Education	40%	(41)	60%	(62)	103
#1 Issue: Energy	45%	(26)	55%	(31)	58
#1 Issue: Other	24%	(25)	76%	(78)	102
2018 House Vote: Democrat	28%	(213)	72%	(537)	750
2018 House Vote: Republican	34%	(235)	66%	(449)	683
2018 House Vote: Someone else	29%	(21)	71%	(51)	72
2016 Vote: Hillary Clinton	27%	(187)	73%	(493)	680
2016 Vote: Donald Trump	35%	(263)	65%	(481)	744
2016 Vote: Other	32%	(47)	68%	(100)	147
2016 Vote: Didn't Vote	29%	(123)	71%	(295)	417
Voted in 2014: Yes	31%	(416)	69%	(928)	1344
Voted in 2014: No	32%	(205)	68%	(443)	648
2012 Vote: Barack Obama	29%	(237)	71%	(589)	826
2012 Vote: Mitt Romney	34%	(188)	66%	(366)	553
2012 Vote: Other	34%	(27)	66%	(54)	81
2012 Vote: Didn't Vote	32%	(169)	68%	(357)	526
4-Region: Northeast	32%	(112)	68%	(243)	355
4-Region: Midwest	26%	(117)	74%	(340)	458
4-Region: South	31%	(229)	69%	(515)	744
4-Region: West	37%	(162)	63%	(273)	435
Sports fan	35%	(454)	65%	(846)	1301
Traveled outside of U.S. in past year 1+ times	58%	(221)	42%	(164)	385

Continued on next page

Table CMSdem2_5: *And do you currently have plans to do any of the following in the next year?*
Travel by airplane

Demographic	Yes		No		Total N
Registered Voters	31%	(621)	69%	(1371)	1992
Frequent Flyer	68%	(158)	32%	(73)	230

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

Table CMSdem3_1: *In general, what kind of fan do you consider yourself of the following?*
Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	28%	(554)	59%	(1184)	13%	(254)	1992
Gender: Male	29%	(274)	57%	(533)	13%	(126)	932
Gender: Female	26%	(280)	61%	(651)	12%	(128)	1060
Age: 18-34	30%	(152)	57%	(288)	12%	(61)	500
Age: 35-44	37%	(112)	53%	(160)	10%	(30)	303
Age: 45-64	26%	(187)	63%	(458)	11%	(81)	725
Age: 65+	22%	(103)	60%	(279)	18%	(82)	463
GenZers: 1997-2012	26%	(53)	62%	(126)	12%	(25)	205
Millennials: 1981-1996	35%	(151)	53%	(232)	12%	(51)	434
GenXers: 1965-1980	31%	(153)	61%	(303)	8%	(42)	498
Baby Boomers: 1946-1964	24%	(188)	61%	(482)	15%	(120)	789
PID: Dem (no lean)	32%	(248)	57%	(438)	11%	(86)	772
PID: Ind (no lean)	25%	(140)	63%	(350)	12%	(68)	558
PID: Rep (no lean)	25%	(165)	60%	(397)	15%	(100)	662
PID/Gender: Dem Men	35%	(104)	51%	(152)	14%	(41)	297
PID/Gender: Dem Women	30%	(145)	60%	(286)	9%	(44)	475
PID/Gender: Ind Men	28%	(82)	61%	(178)	11%	(32)	292
PID/Gender: Ind Women	22%	(58)	65%	(172)	14%	(36)	266
PID/Gender: Rep Men	26%	(88)	59%	(203)	15%	(52)	343
PID/Gender: Rep Women	24%	(77)	61%	(194)	15%	(48)	319
Ideo: Liberal (1-3)	35%	(206)	56%	(334)	9%	(54)	593
Ideo: Moderate (4)	27%	(148)	61%	(333)	12%	(63)	544
Ideo: Conservative (5-7)	25%	(181)	60%	(439)	15%	(109)	729
Educ: < College	27%	(335)	59%	(736)	15%	(182)	1253
Educ: Bachelors degree	29%	(137)	61%	(290)	9%	(45)	471
Educ: Post-grad	30%	(81)	59%	(159)	10%	(28)	268
Income: Under 50k	26%	(252)	59%	(576)	15%	(146)	973
Income: 50k-100k	31%	(212)	59%	(408)	10%	(70)	690
Income: 100k+	27%	(90)	61%	(200)	12%	(38)	329
Ethnicity: White	26%	(426)	60%	(973)	13%	(212)	1611
Ethnicity: Hispanic	33%	(64)	57%	(109)	10%	(19)	193
Ethnicity: Afr. Am.	38%	(95)	54%	(137)	8%	(20)	253

Continued on next page

Table CMSdem3_1: *In general, what kind of fan do you consider yourself of the following?*

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	28%	(554)	59%	(1184)	13%	(254)	1992
Ethnicity: Other	25%	(32)	58%	(75)	17%	(21)	128
All Christian	27%	(273)	60%	(619)	13%	(133)	1025
All Non-Christian	31%	(31)	56%	(55)	14%	(14)	100
Atheist	26%	(25)	64%	(61)	10%	(9)	95
Agnostic/Nothing in particular	29%	(225)	58%	(449)	13%	(98)	772
Religious Non-Protestant/Catholic	31%	(42)	56%	(77)	14%	(19)	139
Evangelical	26%	(141)	58%	(311)	15%	(82)	534
Non-Evangelical	28%	(208)	61%	(459)	11%	(81)	748
Community: Urban	33%	(169)	56%	(283)	10%	(53)	504
Community: Suburban	28%	(283)	60%	(606)	12%	(124)	1014
Community: Rural	22%	(102)	62%	(295)	16%	(77)	474
Employ: Private Sector	35%	(219)	56%	(355)	9%	(57)	631
Employ: Government	29%	(29)	57%	(57)	14%	(14)	100
Employ: Self-Employed	32%	(44)	54%	(73)	14%	(19)	136
Employ: Homemaker	20%	(26)	68%	(89)	12%	(16)	131
Employ: Retired	23%	(121)	60%	(311)	17%	(90)	521
Employ: Unemployed	25%	(58)	67%	(156)	8%	(20)	233
Employ: Other	19%	(23)	62%	(74)	19%	(23)	119
Military HH: Yes	27%	(87)	62%	(201)	11%	(36)	323
Military HH: No	28%	(467)	59%	(984)	13%	(218)	1669
RD/WT: Right Direction	26%	(184)	58%	(410)	15%	(108)	703
RD/WT: Wrong Track	29%	(369)	60%	(774)	11%	(146)	1289
Trump Job Approve	24%	(208)	61%	(529)	15%	(128)	865
Trump Job Disapprove	31%	(336)	58%	(620)	11%	(113)	1070
Trump Job Strongly Approve	24%	(119)	60%	(296)	15%	(74)	489
Trump Job Somewhat Approve	24%	(89)	62%	(233)	14%	(54)	376
Trump Job Somewhat Disapprove	26%	(56)	63%	(138)	11%	(25)	219
Trump Job Strongly Disapprove	33%	(280)	57%	(482)	10%	(89)	850
Favorable of Trump	25%	(211)	60%	(512)	15%	(126)	848
Unfavorable of Trump	31%	(329)	59%	(625)	11%	(113)	1067

Continued on next page

Table CMSdem3_1: *In general, what kind of fan do you consider yourself of the following?*
Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	28%	(554)	59%	(1184)	13%	(254)	1992
Very Favorable of Trump	25%	(123)	60%	(296)	15%	(74)	493
Somewhat Favorable of Trump	25%	(88)	61%	(216)	15%	(52)	355
Somewhat Unfavorable of Trump	23%	(41)	62%	(110)	14%	(25)	176
Very Unfavorable of Trump	32%	(289)	58%	(515)	10%	(88)	891
#1 Issue: Economy	28%	(189)	59%	(399)	13%	(86)	675
#1 Issue: Security	22%	(48)	64%	(141)	15%	(33)	222
#1 Issue: Health Care	35%	(153)	55%	(242)	10%	(43)	438
#1 Issue: Medicare / Social Security	21%	(65)	61%	(187)	17%	(53)	305
#1 Issue: Women's Issues	23%	(21)	67%	(60)	9%	(8)	89
#1 Issue: Education	30%	(31)	62%	(63)	8%	(8)	103
#1 Issue: Energy	43%	(25)	44%	(25)	13%	(7)	58
#1 Issue: Other	22%	(22)	64%	(65)	15%	(15)	102
2018 House Vote: Democrat	33%	(249)	57%	(427)	10%	(74)	750
2018 House Vote: Republican	24%	(162)	61%	(420)	15%	(101)	683
2018 House Vote: Someone else	28%	(20)	49%	(35)	23%	(17)	72
2016 Vote: Hillary Clinton	34%	(234)	57%	(391)	8%	(55)	680
2016 Vote: Donald Trump	22%	(167)	61%	(457)	16%	(120)	744
2016 Vote: Other	25%	(37)	61%	(90)	14%	(20)	147
2016 Vote: Didn't Vote	27%	(115)	59%	(244)	14%	(58)	417
Voted in 2014: Yes	28%	(382)	59%	(795)	12%	(166)	1344
Voted in 2014: No	26%	(171)	60%	(389)	14%	(88)	648
2012 Vote: Barack Obama	32%	(265)	58%	(480)	10%	(81)	826
2012 Vote: Mitt Romney	22%	(119)	62%	(344)	16%	(91)	553
2012 Vote: Other	15%	(12)	72%	(58)	13%	(11)	81
2012 Vote: Didn't Vote	30%	(157)	57%	(299)	13%	(70)	526
4-Region: Northeast	28%	(100)	60%	(212)	12%	(44)	355
4-Region: Midwest	29%	(132)	60%	(274)	11%	(52)	458
4-Region: South	28%	(212)	58%	(433)	13%	(99)	744
4-Region: West	25%	(110)	61%	(266)	14%	(59)	435
Sports fan	32%	(412)	58%	(758)	10%	(131)	1301
Traveled outside of U.S. in past year 1+ times	33%	(126)	59%	(228)	8%	(30)	385

Continued on next page

Table CMSdem3_1: *In general, what kind of fan do you consider yourself of the following?*

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	28%	(554)	59%	(1184)	13%	(254)	1992
Frequent Flyer	35%	(82)	55%	(127)	10%	(22)	230

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

Table CMSdem3_2: *In general, what kind of fan do you consider yourself of the following?*
Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	44%	(875)	49%	(969)	7%	(148)	1992
Gender: Male	43%	(400)	47%	(442)	10%	(91)	932
Gender: Female	45%	(476)	50%	(527)	5%	(57)	1060
Age: 18-34	38%	(192)	51%	(256)	10%	(52)	500
Age: 35-44	42%	(126)	52%	(157)	7%	(20)	303
Age: 45-64	45%	(329)	48%	(347)	7%	(50)	725
Age: 65+	49%	(228)	45%	(209)	6%	(26)	463
GenZers: 1997-2012	35%	(71)	52%	(106)	13%	(27)	205
Millennials: 1981-1996	39%	(171)	53%	(230)	8%	(33)	434
GenXers: 1965-1980	46%	(228)	48%	(240)	6%	(29)	498
Baby Boomers: 1946-1964	47%	(369)	46%	(363)	7%	(57)	789
PID: Dem (no lean)	50%	(387)	45%	(348)	5%	(36)	772
PID: Ind (no lean)	35%	(197)	52%	(293)	12%	(68)	558
PID: Rep (no lean)	44%	(291)	50%	(328)	7%	(43)	662
PID/Gender: Dem Men	50%	(150)	43%	(128)	7%	(20)	297
PID/Gender: Dem Women	50%	(238)	46%	(220)	3%	(17)	475
PID/Gender: Ind Men	35%	(103)	49%	(143)	16%	(45)	292
PID/Gender: Ind Women	35%	(94)	56%	(149)	9%	(23)	266
PID/Gender: Rep Men	43%	(147)	50%	(171)	8%	(26)	343
PID/Gender: Rep Women	45%	(144)	49%	(158)	5%	(17)	319
Ideo: Liberal (1-3)	48%	(283)	46%	(271)	6%	(38)	593
Ideo: Moderate (4)	44%	(242)	48%	(262)	7%	(40)	544
Ideo: Conservative (5-7)	43%	(311)	50%	(367)	7%	(51)	729
Educ: < College	45%	(559)	48%	(600)	7%	(94)	1253
Educ: Bachelors degree	43%	(204)	49%	(230)	8%	(37)	471
Educ: Post-grad	42%	(113)	52%	(138)	6%	(17)	268
Income: Under 50k	45%	(436)	46%	(451)	9%	(86)	973
Income: 50k-100k	43%	(300)	51%	(352)	6%	(38)	690
Income: 100k+	42%	(140)	51%	(166)	7%	(23)	329
Ethnicity: White	44%	(702)	50%	(801)	7%	(108)	1611
Ethnicity: Hispanic	41%	(80)	47%	(91)	12%	(22)	193
Ethnicity: Afr. Am.	52%	(131)	41%	(104)	7%	(18)	253

Continued on next page

Table CMSdem3_2: *In general, what kind of fan do you consider yourself of the following?*

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	44%	(875)	49%	(969)	7%	(148)	1992
Ethnicity: Other	33%	(42)	50%	(64)	17%	(22)	128
All Christian	46%	(475)	47%	(483)	6%	(66)	1025
All Non-Christian	42%	(42)	47%	(47)	11%	(11)	100
Atheist	36%	(34)	53%	(50)	12%	(11)	95
Agnostic/Nothing in particular	42%	(324)	50%	(388)	8%	(60)	772
Religious Non-Protestant/Catholic	44%	(61)	48%	(66)	8%	(12)	139
Evangelical	43%	(230)	49%	(259)	9%	(45)	534
Non-Evangelical	48%	(356)	47%	(355)	5%	(37)	748
Community: Urban	47%	(237)	44%	(224)	9%	(43)	504
Community: Suburban	44%	(449)	49%	(497)	7%	(68)	1014
Community: Rural	40%	(189)	52%	(248)	8%	(37)	474
Employ: Private Sector	44%	(278)	49%	(311)	7%	(42)	631
Employ: Government	41%	(41)	51%	(52)	7%	(7)	100
Employ: Self-Employed	42%	(57)	49%	(67)	9%	(12)	136
Employ: Homemaker	37%	(48)	59%	(77)	4%	(5)	131
Employ: Retired	49%	(256)	44%	(228)	7%	(37)	521
Employ: Unemployed	44%	(104)	47%	(109)	9%	(21)	233
Employ: Other	46%	(55)	43%	(51)	11%	(13)	119
Military HH: Yes	47%	(151)	48%	(156)	5%	(17)	323
Military HH: No	43%	(724)	49%	(813)	8%	(131)	1669
RD/WT: Right Direction	42%	(298)	51%	(356)	7%	(49)	703
RD/WT: Wrong Track	45%	(577)	48%	(613)	8%	(99)	1289
Trump Job Approve	42%	(360)	51%	(442)	7%	(63)	865
Trump Job Disapprove	47%	(502)	46%	(492)	7%	(75)	1070
Trump Job Strongly Approve	43%	(211)	49%	(239)	8%	(39)	489
Trump Job Somewhat Approve	40%	(149)	54%	(203)	6%	(24)	376
Trump Job Somewhat Disapprove	42%	(92)	51%	(112)	7%	(15)	219
Trump Job Strongly Disapprove	48%	(411)	45%	(380)	7%	(60)	850
Favorable of Trump	41%	(351)	51%	(433)	7%	(64)	848
Unfavorable of Trump	47%	(501)	46%	(492)	7%	(74)	1067

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Table CMSdem3_2: *In general, what kind of fan do you consider yourself of the following?*
Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	44%	(875)	49%	(969)	7%	(148)	1992
Very Favorable of Trump	44%	(215)	49%	(239)	8%	(38)	493
Somewhat Favorable of Trump	38%	(136)	55%	(194)	7%	(25)	355
Somewhat Unfavorable of Trump	42%	(74)	52%	(91)	6%	(11)	176
Very Unfavorable of Trump	48%	(426)	45%	(402)	7%	(64)	891
#1 Issue: Economy	42%	(284)	50%	(340)	7%	(51)	675
#1 Issue: Security	39%	(87)	52%	(116)	9%	(19)	222
#1 Issue: Health Care	46%	(204)	47%	(205)	7%	(30)	438
#1 Issue: Medicare / Social Security	50%	(152)	45%	(139)	5%	(15)	305
#1 Issue: Women's Issues	45%	(40)	48%	(42)	8%	(7)	89
#1 Issue: Education	40%	(41)	51%	(53)	9%	(9)	103
#1 Issue: Energy	38%	(22)	56%	(32)	7%	(4)	58
#1 Issue: Other	46%	(47)	41%	(42)	13%	(14)	102
2018 House Vote: Democrat	51%	(383)	44%	(329)	5%	(39)	750
2018 House Vote: Republican	43%	(291)	51%	(346)	7%	(46)	683
2018 House Vote: Someone else	23%	(17)	59%	(42)	18%	(13)	72
2016 Vote: Hillary Clinton	52%	(352)	43%	(294)	5%	(35)	680
2016 Vote: Donald Trump	43%	(318)	49%	(368)	8%	(59)	744
2016 Vote: Other	34%	(51)	57%	(84)	8%	(12)	147
2016 Vote: Didn't Vote	37%	(153)	53%	(222)	10%	(42)	417
Voted in 2014: Yes	47%	(635)	47%	(628)	6%	(81)	1344
Voted in 2014: No	37%	(240)	53%	(341)	10%	(67)	648
2012 Vote: Barack Obama	51%	(422)	44%	(363)	5%	(41)	826
2012 Vote: Mitt Romney	41%	(229)	50%	(278)	8%	(46)	553
2012 Vote: Other	19%	(15)	71%	(58)	10%	(8)	81
2012 Vote: Didn't Vote	40%	(208)	50%	(265)	10%	(53)	526
4-Region: Northeast	47%	(166)	48%	(170)	6%	(20)	355
4-Region: Midwest	51%	(232)	43%	(196)	7%	(30)	458
4-Region: South	45%	(333)	48%	(354)	8%	(57)	744
4-Region: West	33%	(145)	57%	(250)	9%	(40)	435
Sports fan	48%	(628)	47%	(607)	5%	(65)	1301
Traveled outside of U.S. in past year 1+ times	43%	(164)	49%	(189)	8%	(31)	385

Continued on next page

Table CMSdem3_2: *In general, what kind of fan do you consider yourself of the following?*

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	44%	(875)	49%	(969)	7%	(148)	1992
Frequent Flyer	46%	(105)	46%	(107)	8%	(18)	230

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

Table CMSdem3_3: *In general, what kind of fan do you consider yourself of the following?*
Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	43%	(851)	51%	(1007)	7%	(134)	1992
Gender: Male	43%	(398)	49%	(459)	8%	(75)	932
Gender: Female	43%	(452)	52%	(548)	6%	(59)	1060
Age: 18-34	59%	(295)	38%	(189)	3%	(16)	500
Age: 35-44	46%	(139)	48%	(147)	6%	(17)	303
Age: 45-64	40%	(287)	53%	(383)	8%	(56)	725
Age: 65+	28%	(130)	62%	(288)	10%	(45)	463
GenZers: 1997-2012	66%	(136)	30%	(61)	4%	(8)	205
Millennials: 1981-1996	52%	(224)	45%	(193)	4%	(17)	434
GenXers: 1965-1980	45%	(226)	49%	(242)	6%	(30)	498
Baby Boomers: 1946-1964	32%	(253)	59%	(466)	9%	(70)	789
PID: Dem (no lean)	46%	(354)	47%	(366)	7%	(52)	772
PID: Ind (no lean)	43%	(242)	52%	(289)	5%	(27)	558
PID: Rep (no lean)	38%	(255)	53%	(353)	8%	(55)	662
PID/Gender: Dem Men	45%	(134)	46%	(135)	9%	(27)	297
PID/Gender: Dem Women	46%	(220)	49%	(230)	5%	(24)	475
PID/Gender: Ind Men	41%	(120)	54%	(156)	5%	(16)	292
PID/Gender: Ind Women	46%	(122)	50%	(133)	4%	(12)	266
PID/Gender: Rep Men	42%	(144)	49%	(167)	9%	(32)	343
PID/Gender: Rep Women	35%	(111)	58%	(185)	7%	(23)	319
Ideo: Liberal (1-3)	48%	(287)	46%	(276)	5%	(30)	593
Ideo: Moderate (4)	43%	(235)	50%	(272)	7%	(36)	544
Ideo: Conservative (5-7)	37%	(271)	55%	(400)	8%	(58)	729
Educ: < College	45%	(564)	49%	(609)	6%	(79)	1253
Educ: Bachelors degree	39%	(185)	54%	(254)	7%	(32)	471
Educ: Post-grad	38%	(101)	54%	(144)	9%	(23)	268
Income: Under 50k	44%	(431)	48%	(470)	7%	(73)	973
Income: 50k-100k	40%	(278)	54%	(375)	5%	(37)	690
Income: 100k+	43%	(142)	49%	(162)	7%	(24)	329
Ethnicity: White	40%	(640)	54%	(865)	7%	(106)	1611
Ethnicity: Hispanic	54%	(104)	42%	(81)	4%	(8)	193
Ethnicity: Afr. Am.	63%	(158)	34%	(86)	3%	(8)	253

Continued on next page

Table CMSdem3_3: *In general, what kind of fan do you consider yourself of the following?*

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	43%	(851)	51%	(1007)	7%	(134)	1992
Ethnicity: Other	41%	(52)	44%	(57)	15%	(19)	128
All Christian	39%	(401)	55%	(560)	6%	(63)	1025
All Non-Christian	40%	(40)	47%	(47)	13%	(13)	100
Atheist	53%	(51)	41%	(39)	6%	(6)	95
Agnostic/Nothing in particular	46%	(359)	47%	(361)	7%	(52)	772
Religious Non-Protestant/Catholic	41%	(56)	48%	(67)	11%	(15)	139
Evangelical	41%	(221)	52%	(276)	7%	(37)	534
Non-Evangelical	41%	(303)	54%	(406)	5%	(39)	748
Community: Urban	50%	(250)	44%	(223)	6%	(31)	504
Community: Suburban	43%	(432)	50%	(510)	7%	(72)	1014
Community: Rural	36%	(168)	58%	(274)	7%	(32)	474
Employ: Private Sector	48%	(303)	48%	(300)	4%	(28)	631
Employ: Government	45%	(45)	46%	(46)	9%	(9)	100
Employ: Self-Employed	50%	(68)	46%	(63)	3%	(5)	136
Employ: Homemaker	39%	(52)	54%	(71)	6%	(8)	131
Employ: Retired	30%	(157)	60%	(311)	10%	(53)	521
Employ: Unemployed	48%	(111)	47%	(109)	6%	(14)	233
Employ: Other	40%	(47)	50%	(60)	10%	(12)	119
Military HH: Yes	34%	(109)	60%	(193)	6%	(21)	323
Military HH: No	44%	(741)	49%	(814)	7%	(114)	1669
RD/WT: Right Direction	40%	(282)	54%	(378)	6%	(43)	703
RD/WT: Wrong Track	44%	(569)	49%	(629)	7%	(91)	1289
Trump Job Approve	38%	(326)	56%	(483)	7%	(56)	865
Trump Job Disapprove	47%	(503)	46%	(495)	7%	(72)	1070
Trump Job Strongly Approve	37%	(183)	56%	(274)	7%	(33)	489
Trump Job Somewhat Approve	38%	(143)	56%	(209)	6%	(23)	376
Trump Job Somewhat Disapprove	43%	(94)	49%	(107)	8%	(18)	219
Trump Job Strongly Disapprove	48%	(409)	46%	(387)	6%	(54)	850
Favorable of Trump	38%	(320)	56%	(472)	7%	(56)	848
Unfavorable of Trump	47%	(499)	47%	(497)	7%	(71)	1067

Continued on next page

Table CMSdem3_3: *In general, what kind of fan do you consider yourself of the following?*
Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	43%	(851)	51%	(1007)	7%	(134)	1992
Very Favorable of Trump	38%	(187)	56%	(274)	6%	(31)	493
Somewhat Favorable of Trump	37%	(133)	56%	(198)	7%	(25)	355
Somewhat Unfavorable of Trump	42%	(74)	49%	(86)	9%	(16)	176
Very Unfavorable of Trump	48%	(426)	46%	(410)	6%	(56)	891
#1 Issue: Economy	43%	(292)	50%	(340)	6%	(43)	675
#1 Issue: Security	41%	(90)	51%	(112)	9%	(20)	222
#1 Issue: Health Care	46%	(201)	49%	(216)	5%	(22)	438
#1 Issue: Medicare / Social Security	34%	(103)	58%	(177)	8%	(25)	305
#1 Issue: Women's Issues	50%	(44)	45%	(40)	5%	(5)	89
#1 Issue: Education	58%	(59)	36%	(36)	7%	(7)	103
#1 Issue: Energy	47%	(27)	45%	(26)	8%	(5)	58
#1 Issue: Other	34%	(35)	58%	(60)	7%	(8)	102
2018 House Vote: Democrat	45%	(336)	49%	(368)	6%	(46)	750
2018 House Vote: Republican	38%	(261)	54%	(369)	8%	(53)	683
2018 House Vote: Someone else	46%	(33)	49%	(35)	5%	(4)	72
2016 Vote: Hillary Clinton	45%	(306)	49%	(334)	6%	(40)	680
2016 Vote: Donald Trump	36%	(271)	56%	(415)	8%	(59)	744
2016 Vote: Other	42%	(62)	53%	(78)	5%	(7)	147
2016 Vote: Didn't Vote	50%	(211)	43%	(179)	7%	(28)	417
Voted in 2014: Yes	40%	(538)	53%	(715)	7%	(91)	1344
Voted in 2014: No	48%	(312)	45%	(293)	7%	(43)	648
2012 Vote: Barack Obama	44%	(363)	49%	(405)	7%	(58)	826
2012 Vote: Mitt Romney	31%	(174)	61%	(338)	7%	(41)	553
2012 Vote: Other	43%	(35)	54%	(44)	4%	(3)	81
2012 Vote: Didn't Vote	53%	(278)	41%	(218)	6%	(30)	526
4-Region: Northeast	46%	(164)	48%	(170)	6%	(22)	355
4-Region: Midwest	44%	(202)	49%	(226)	6%	(30)	458
4-Region: South	42%	(312)	52%	(386)	6%	(45)	744
4-Region: West	40%	(173)	52%	(225)	9%	(37)	435
Sports fan	46%	(601)	49%	(643)	4%	(57)	1301
Traveled outside of U.S. in past year 1+ times	46%	(176)	49%	(190)	5%	(19)	385

Continued on next page

Table CMSdem3_3: *In general, what kind of fan do you consider yourself of the following?*

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	43%	(851)	51%	(1007)	7%	(134)	1992
Frequent Flyer	52%	(120)	44%	(100)	4%	(10)	230

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

Table CMSdem3_4: *In general, what kind of fan do you consider yourself of the following?*
Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	27%	(545)	38%	(756)	35%	(691)	1992
Gender: Male	42%	(390)	33%	(312)	25%	(231)	932
Gender: Female	15%	(155)	42%	(444)	43%	(461)	1060
Age: 18-34	27%	(133)	35%	(176)	38%	(192)	500
Age: 35-44	36%	(110)	37%	(111)	27%	(82)	303
Age: 45-64	26%	(188)	39%	(280)	35%	(257)	725
Age: 65+	25%	(114)	41%	(189)	35%	(160)	463
GenZers: 1997-2012	19%	(39)	28%	(57)	53%	(109)	205
Millennials: 1981-1996	33%	(141)	40%	(171)	28%	(121)	434
GenXers: 1965-1980	30%	(149)	37%	(185)	33%	(164)	498
Baby Boomers: 1946-1964	24%	(193)	41%	(321)	35%	(276)	789
PID: Dem (no lean)	26%	(201)	39%	(300)	35%	(271)	772
PID: Ind (no lean)	24%	(135)	39%	(216)	37%	(207)	558
PID: Rep (no lean)	32%	(209)	36%	(240)	32%	(213)	662
PID/Gender: Dem Men	45%	(133)	34%	(100)	21%	(63)	297
PID/Gender: Dem Women	14%	(67)	42%	(199)	44%	(208)	475
PID/Gender: Ind Men	36%	(106)	35%	(103)	28%	(83)	292
PID/Gender: Ind Women	11%	(28)	43%	(113)	47%	(124)	266
PID/Gender: Rep Men	44%	(150)	32%	(109)	25%	(84)	343
PID/Gender: Rep Women	19%	(59)	41%	(131)	40%	(128)	319
Ideo: Liberal (1-3)	26%	(153)	37%	(219)	37%	(221)	593
Ideo: Moderate (4)	27%	(145)	40%	(218)	33%	(182)	544
Ideo: Conservative (5-7)	32%	(231)	37%	(271)	31%	(227)	729
Educ: < College	25%	(313)	37%	(460)	38%	(480)	1253
Educ: Bachelors degree	30%	(144)	41%	(192)	29%	(135)	471
Educ: Post-grad	33%	(88)	39%	(104)	28%	(76)	268
Income: Under 50k	25%	(242)	36%	(353)	39%	(378)	973
Income: 50k-100k	28%	(191)	40%	(273)	33%	(226)	690
Income: 100k+	34%	(111)	40%	(130)	27%	(88)	329
Ethnicity: White	26%	(422)	38%	(612)	36%	(577)	1611
Ethnicity: Hispanic	27%	(51)	32%	(61)	42%	(81)	193
Ethnicity: Afr. Am.	36%	(90)	41%	(103)	24%	(60)	253

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Table CMSdem3_4: *In general, what kind of fan do you consider yourself of the following?*
Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	27%	(545)	38%	(756)	35%	(691)	1992
Ethnicity: Other	25%	(33)	33%	(42)	42%	(54)	128
All Christian	30%	(306)	39%	(400)	31%	(319)	1025
All Non-Christian	30%	(30)	38%	(38)	31%	(31)	100
Atheist	20%	(19)	34%	(32)	46%	(44)	95
Agnostic/Nothing in particular	25%	(190)	37%	(285)	38%	(297)	772
Religious Non-Protestant/Catholic	30%	(42)	36%	(50)	33%	(46)	139
Evangelical	30%	(158)	40%	(214)	30%	(162)	534
Non-Evangelical	29%	(220)	38%	(283)	33%	(245)	748
Community: Urban	29%	(148)	36%	(180)	35%	(176)	504
Community: Suburban	29%	(298)	38%	(381)	33%	(334)	1014
Community: Rural	21%	(98)	41%	(195)	38%	(181)	474
Employ: Private Sector	34%	(215)	39%	(246)	27%	(170)	631
Employ: Government	33%	(33)	39%	(40)	28%	(28)	100
Employ: Self-Employed	39%	(53)	39%	(53)	22%	(30)	136
Employ: Homemaker	18%	(24)	31%	(41)	51%	(66)	131
Employ: Retired	25%	(130)	42%	(218)	33%	(173)	521
Employ: Unemployed	21%	(49)	36%	(85)	43%	(100)	233
Employ: Other	22%	(26)	27%	(32)	51%	(61)	119
Military HH: Yes	32%	(103)	38%	(123)	30%	(98)	323
Military HH: No	26%	(442)	38%	(633)	36%	(593)	1669
RD/WT: Right Direction	31%	(219)	41%	(285)	28%	(199)	703
RD/WT: Wrong Track	25%	(326)	37%	(471)	38%	(492)	1289
Trump Job Approve	30%	(262)	39%	(340)	30%	(263)	865
Trump Job Disapprove	26%	(275)	37%	(395)	37%	(400)	1070
Trump Job Strongly Approve	34%	(165)	35%	(172)	31%	(153)	489
Trump Job Somewhat Approve	26%	(97)	45%	(168)	29%	(110)	376
Trump Job Somewhat Disapprove	17%	(38)	36%	(80)	46%	(101)	219
Trump Job Strongly Disapprove	28%	(237)	37%	(315)	35%	(299)	850
Favorable of Trump	30%	(252)	39%	(329)	32%	(267)	848
Unfavorable of Trump	26%	(279)	37%	(398)	37%	(391)	1067

Continued on next page

Table CMSdem3_4: *In general, what kind of fan do you consider yourself of the following?*

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	27%	(545)	38%	(756)	35%	(691)	1992
Very Favorable of Trump	32%	(158)	36%	(176)	32%	(158)	493
Somewhat Favorable of Trump	26%	(94)	43%	(153)	31%	(109)	355
Somewhat Unfavorable of Trump	20%	(36)	38%	(66)	42%	(74)	176
Very Unfavorable of Trump	27%	(243)	37%	(332)	36%	(317)	891
#1 Issue: Economy	32%	(215)	38%	(256)	30%	(204)	675
#1 Issue: Security	28%	(62)	36%	(80)	36%	(80)	222
#1 Issue: Health Care	25%	(111)	40%	(173)	35%	(154)	438
#1 Issue: Medicare / Social Security	27%	(81)	36%	(109)	38%	(115)	305
#1 Issue: Women's Issues	13%	(12)	38%	(34)	49%	(43)	89
#1 Issue: Education	26%	(27)	39%	(40)	35%	(36)	103
#1 Issue: Energy	18%	(10)	48%	(28)	34%	(20)	58
#1 Issue: Other	26%	(26)	36%	(36)	39%	(39)	102
2018 House Vote: Democrat	27%	(205)	42%	(312)	31%	(233)	750
2018 House Vote: Republican	31%	(210)	37%	(254)	32%	(219)	683
2018 House Vote: Someone else	20%	(15)	38%	(27)	42%	(30)	72
2016 Vote: Hillary Clinton	26%	(177)	42%	(282)	32%	(221)	680
2016 Vote: Donald Trump	31%	(233)	38%	(284)	31%	(228)	744
2016 Vote: Other	27%	(40)	39%	(58)	34%	(50)	147
2016 Vote: Didn't Vote	23%	(94)	32%	(132)	46%	(191)	417
Voted in 2014: Yes	29%	(396)	41%	(544)	30%	(404)	1344
Voted in 2014: No	23%	(149)	33%	(212)	44%	(288)	648
2012 Vote: Barack Obama	28%	(234)	42%	(348)	29%	(244)	826
2012 Vote: Mitt Romney	30%	(166)	40%	(221)	30%	(166)	553
2012 Vote: Other	23%	(19)	34%	(28)	43%	(35)	81
2012 Vote: Didn't Vote	24%	(125)	30%	(157)	46%	(244)	526
4-Region: Northeast	28%	(101)	33%	(119)	38%	(136)	355
4-Region: Midwest	28%	(128)	39%	(179)	33%	(150)	458
4-Region: South	29%	(212)	40%	(298)	31%	(233)	744
4-Region: West	24%	(103)	37%	(160)	39%	(172)	435
Sports fan	42%	(545)	58%	(756)	—	(0)	1301
Traveled outside of U.S. in past year 1+ times	33%	(126)	38%	(148)	29%	(111)	385

Continued on next page

Table CMSdem3_4: *In general, what kind of fan do you consider yourself of the following?*
Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Registered Voters	27%	(545)	38%	(756)	35%	(691)	1992
Frequent Flyer	40%	(93)	38%	(88)	21%	(49)	230

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

Table CMSdem4: *How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Registered Voters	40%	(804)	32%	(638)	14%	(275)	10%	(203)	4%	(73)	1992
Gender: Male	37%	(343)	32%	(297)	13%	(126)	14%	(134)	3%	(32)	932
Gender: Female	43%	(460)	32%	(341)	14%	(149)	6%	(68)	4%	(41)	1060
Age: 18-34	46%	(232)	35%	(175)	8%	(39)	6%	(30)	5%	(24)	500
Age: 35-44	43%	(131)	32%	(95)	12%	(36)	7%	(23)	6%	(18)	303
Age: 45-64	37%	(269)	30%	(218)	18%	(127)	12%	(88)	3%	(23)	725
Age: 65+	37%	(171)	32%	(150)	16%	(72)	13%	(62)	2%	(8)	463
GenZers: 1997-2012	52%	(107)	32%	(66)	6%	(11)	4%	(8)	6%	(12)	205
Millennials: 1981-1996	42%	(182)	35%	(152)	11%	(47)	7%	(32)	5%	(21)	434
GenXers: 1965-1980	38%	(187)	31%	(156)	16%	(81)	10%	(52)	4%	(22)	498
Baby Boomers: 1946-1964	39%	(312)	30%	(239)	16%	(123)	13%	(100)	2%	(17)	789
PID: Dem (no lean)	61%	(468)	27%	(209)	7%	(51)	3%	(23)	3%	(22)	772
PID: Ind (no lean)	37%	(208)	37%	(205)	12%	(65)	8%	(47)	6%	(33)	558
PID: Rep (no lean)	19%	(128)	34%	(224)	24%	(159)	20%	(133)	3%	(19)	662
PID/Gender: Dem Men	56%	(166)	29%	(87)	8%	(23)	4%	(12)	3%	(9)	297
PID/Gender: Dem Women	64%	(302)	26%	(122)	6%	(28)	2%	(11)	3%	(12)	475
PID/Gender: Ind Men	36%	(106)	36%	(104)	11%	(33)	11%	(32)	6%	(16)	292
PID/Gender: Ind Women	39%	(103)	38%	(101)	12%	(32)	5%	(14)	6%	(16)	266
PID/Gender: Rep Men	21%	(72)	31%	(106)	20%	(70)	26%	(90)	2%	(6)	343
PID/Gender: Rep Women	18%	(56)	37%	(118)	28%	(89)	13%	(43)	4%	(13)	319
Ideo: Liberal (1-3)	68%	(402)	25%	(148)	4%	(22)	2%	(9)	2%	(11)	593
Ideo: Moderate (4)	42%	(228)	38%	(206)	10%	(54)	7%	(38)	3%	(18)	544
Ideo: Conservative (5-7)	18%	(130)	34%	(248)	26%	(191)	20%	(143)	2%	(17)	729
Educ: < College	38%	(481)	33%	(409)	14%	(170)	10%	(128)	5%	(64)	1253
Educ: Bachelors degree	43%	(200)	31%	(147)	14%	(65)	11%	(52)	2%	(7)	471
Educ: Post-grad	46%	(123)	30%	(81)	15%	(40)	8%	(22)	1%	(2)	268
Income: Under 50k	39%	(382)	32%	(308)	14%	(133)	10%	(98)	5%	(52)	973
Income: 50k-100k	42%	(288)	32%	(220)	14%	(99)	10%	(67)	2%	(15)	690
Income: 100k+	41%	(134)	33%	(109)	13%	(43)	11%	(37)	2%	(6)	329
Ethnicity: White	39%	(623)	31%	(502)	15%	(246)	11%	(185)	3%	(56)	1611
Ethnicity: Hispanic	51%	(99)	29%	(56)	9%	(18)	6%	(12)	4%	(8)	193
Ethnicity: Afr. Am.	50%	(125)	34%	(86)	8%	(20)	4%	(9)	5%	(12)	253

Continued on next page

Table CMSdem4: *How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Registered Voters	40%	(804)	32%	(638)	14%	(275)	10%	(203)	4%	(73)	1992
Ethnicity: Other	43%	(56)	39%	(50)	7%	(9)	6%	(8)	5%	(6)	128
All Christian	36%	(372)	33%	(340)	16%	(169)	12%	(122)	2%	(22)	1025
All Non-Christian	58%	(58)	28%	(28)	3%	(3)	8%	(8)	3%	(3)	100
Atheist	61%	(58)	25%	(24)	5%	(5)	6%	(6)	2%	(2)	95
Agnostic/Nothing in particular	41%	(315)	32%	(246)	13%	(98)	9%	(67)	6%	(46)	772
Religious Non-Protestant/Catholic	48%	(67)	28%	(38)	11%	(15)	10%	(14)	3%	(4)	139
Evangelical	29%	(153)	33%	(179)	19%	(100)	15%	(82)	4%	(20)	534
Non-Evangelical	43%	(319)	32%	(242)	13%	(97)	10%	(72)	2%	(18)	748
Community: Urban	47%	(235)	36%	(183)	6%	(32)	7%	(33)	4%	(21)	504
Community: Suburban	40%	(408)	30%	(307)	15%	(150)	12%	(120)	3%	(29)	1014
Community: Rural	34%	(160)	31%	(148)	19%	(92)	11%	(50)	5%	(23)	474
Employ: Private Sector	41%	(258)	32%	(202)	15%	(94)	10%	(66)	2%	(11)	631
Employ: Government	46%	(46)	29%	(29)	9%	(9)	15%	(15)	—	(0)	100
Employ: Self-Employed	40%	(55)	33%	(45)	18%	(25)	6%	(9)	2%	(3)	136
Employ: Homemaker	37%	(49)	37%	(48)	11%	(14)	8%	(11)	7%	(9)	131
Employ: Retired	34%	(178)	33%	(170)	19%	(96)	13%	(69)	1%	(8)	521
Employ: Unemployed	44%	(103)	32%	(75)	8%	(18)	9%	(22)	7%	(16)	233
Employ: Other	41%	(49)	32%	(38)	9%	(11)	3%	(4)	15%	(18)	119
Military HH: Yes	34%	(109)	30%	(97)	17%	(55)	16%	(52)	3%	(10)	323
Military HH: No	42%	(694)	32%	(541)	13%	(220)	9%	(151)	4%	(64)	1669
RD/WT: Right Direction	20%	(139)	34%	(241)	22%	(154)	19%	(137)	4%	(32)	703
RD/WT: Wrong Track	52%	(665)	31%	(396)	9%	(120)	5%	(66)	3%	(42)	1289
Trump Job Approve	20%	(170)	34%	(296)	23%	(196)	20%	(169)	4%	(34)	865
Trump Job Disapprove	58%	(624)	30%	(325)	7%	(75)	3%	(28)	2%	(18)	1070
Trump Job Strongly Approve	20%	(100)	25%	(122)	26%	(126)	27%	(130)	2%	(11)	489
Trump Job Somewhat Approve	19%	(70)	46%	(174)	19%	(70)	10%	(39)	6%	(23)	376
Trump Job Somewhat Disapprove	36%	(80)	42%	(92)	15%	(33)	4%	(8)	3%	(6)	219
Trump Job Strongly Disapprove	64%	(544)	27%	(233)	5%	(43)	2%	(19)	1%	(12)	850
Favorable of Trump	20%	(166)	35%	(293)	23%	(191)	20%	(167)	4%	(31)	848
Unfavorable of Trump	58%	(622)	30%	(324)	7%	(73)	3%	(30)	2%	(18)	1067

Continued on next page

Table CMSdem4: *How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Registered Voters	40%	(804)	32%	(638)	14%	(275)	10%	(203)	4%	(73)	1992
Very Favorable of Trump	20%	(101)	24%	(119)	26%	(129)	27%	(132)	3%	(12)	493
Somewhat Favorable of Trump	18%	(66)	49%	(174)	17%	(62)	10%	(35)	5%	(19)	355
Somewhat Unfavorable of Trump	32%	(57)	43%	(75)	15%	(27)	4%	(7)	6%	(10)	176
Very Unfavorable of Trump	63%	(566)	28%	(249)	5%	(47)	2%	(22)	1%	(8)	891
#1 Issue: Economy	35%	(234)	33%	(225)	17%	(115)	13%	(85)	2%	(15)	675
#1 Issue: Security	16%	(35)	31%	(68)	24%	(52)	25%	(55)	5%	(12)	222
#1 Issue: Health Care	54%	(238)	31%	(135)	8%	(35)	4%	(18)	3%	(13)	438
#1 Issue: Medicare / Social Security	35%	(107)	39%	(119)	12%	(38)	10%	(31)	3%	(10)	305
#1 Issue: Women's Issues	58%	(51)	28%	(25)	7%	(6)	4%	(3)	4%	(4)	89
#1 Issue: Education	35%	(36)	40%	(41)	13%	(14)	3%	(3)	8%	(9)	103
#1 Issue: Energy	82%	(47)	15%	(9)	4%	(2)	—	(0)	—	(0)	58
#1 Issue: Other	55%	(56)	16%	(16)	13%	(13)	7%	(7)	10%	(10)	102
2018 House Vote: Democrat	60%	(453)	30%	(223)	6%	(47)	2%	(16)	2%	(11)	750
2018 House Vote: Republican	20%	(139)	33%	(225)	24%	(166)	20%	(140)	2%	(14)	683
2018 House Vote: Someone else	29%	(21)	38%	(28)	14%	(10)	9%	(6)	9%	(6)	72
2016 Vote: Hillary Clinton	61%	(415)	29%	(196)	6%	(39)	3%	(18)	2%	(12)	680
2016 Vote: Donald Trump	22%	(165)	32%	(239)	24%	(181)	19%	(142)	2%	(18)	744
2016 Vote: Other	38%	(56)	33%	(49)	15%	(23)	8%	(12)	5%	(8)	147
2016 Vote: Didn't Vote	40%	(166)	37%	(153)	8%	(31)	8%	(32)	9%	(36)	417
Voted in 2014: Yes	41%	(545)	30%	(409)	16%	(211)	11%	(148)	2%	(30)	1344
Voted in 2014: No	40%	(259)	35%	(228)	10%	(63)	8%	(54)	7%	(43)	648
2012 Vote: Barack Obama	55%	(451)	31%	(255)	8%	(65)	4%	(31)	3%	(24)	826
2012 Vote: Mitt Romney	21%	(115)	31%	(173)	26%	(143)	20%	(112)	2%	(11)	553
2012 Vote: Other	24%	(19)	33%	(27)	19%	(15)	19%	(16)	5%	(4)	81
2012 Vote: Didn't Vote	41%	(216)	34%	(181)	10%	(52)	8%	(44)	7%	(35)	526
4-Region: Northeast	43%	(152)	31%	(112)	11%	(40)	10%	(34)	5%	(18)	355
4-Region: Midwest	38%	(174)	35%	(160)	15%	(68)	9%	(39)	4%	(17)	458
4-Region: South	39%	(292)	31%	(231)	16%	(116)	11%	(78)	4%	(27)	744
4-Region: West	43%	(187)	31%	(136)	11%	(50)	12%	(51)	3%	(12)	435
Sports fan	40%	(524)	33%	(426)	14%	(178)	10%	(135)	3%	(37)	1301
Traveled outside of U.S. in past year 1+ times	46%	(179)	34%	(133)	9%	(34)	8%	(31)	2%	(8)	385

Continued on next page

Table CMSdem4: *How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't Know / No Opinion		Total N
Registered Voters	40%	(804)	32%	(638)	14%	(275)	10%	(203)	4%	(73)	1992
Frequent Flyer	50%	(114)	30%	(70)	10%	(24)	8%	(18)	2%	(5)	230

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

Table CMSdem5: Which of the following best describes your current behavior?

Demographic							I am not going to public places or interacting in-person, but I am socializing with friends or family virtually		I am not going to public places nor am I socializing with family or friends		Don't Know / No Opinion	Total N	
	I am continuing to socialize in public places		I am continuing to socialize in public places, but less than before		I am not going to public places, but I am socializing with friends or family in my or their homes								
Registered Voters	4%	(85)	9%	(187)	17%	(335)	36%	(723)	27%	(541)	6%	(120)	1992
Gender: Male	6%	(54)	12%	(111)	16%	(150)	34%	(318)	25%	(229)	8%	(71)	932
Gender: Female	3%	(31)	7%	(76)	18%	(186)	38%	(405)	29%	(312)	5%	(49)	1060
Age: 18-34	5%	(25)	12%	(58)	18%	(89)	42%	(210)	17%	(85)	7%	(33)	500
Age: 35-44	5%	(16)	10%	(32)	15%	(45)	38%	(116)	24%	(73)	7%	(21)	303
Age: 45-64	4%	(30)	9%	(68)	18%	(132)	32%	(235)	30%	(218)	6%	(43)	725
Age: 65+	3%	(15)	6%	(30)	15%	(69)	35%	(163)	35%	(164)	5%	(23)	463
GenZers: 1997-2012	3%	(7)	10%	(21)	20%	(40)	43%	(87)	17%	(35)	7%	(14)	205
Millennials: 1981-1996	6%	(25)	11%	(46)	18%	(77)	41%	(176)	19%	(81)	7%	(29)	434
GenXers: 1965-1980	4%	(20)	11%	(53)	15%	(75)	35%	(173)	28%	(141)	7%	(36)	498
Baby Boomers: 1946-1964	4%	(31)	8%	(62)	17%	(136)	34%	(271)	32%	(253)	5%	(36)	789
PID: Dem (no lean)	4%	(27)	6%	(47)	13%	(103)	41%	(313)	32%	(246)	4%	(35)	772
PID: Ind (no lean)	3%	(18)	10%	(56)	17%	(97)	37%	(207)	25%	(140)	7%	(39)	558
PID: Rep (no lean)	6%	(40)	13%	(84)	20%	(134)	31%	(203)	23%	(155)	7%	(46)	662
PID/Gender: Dem Men	7%	(20)	10%	(29)	11%	(33)	39%	(116)	29%	(87)	4%	(13)	297
PID/Gender: Dem Women	2%	(8)	4%	(18)	15%	(71)	42%	(197)	34%	(159)	5%	(21)	475
PID/Gender: Ind Men	4%	(11)	11%	(31)	17%	(50)	37%	(107)	22%	(64)	10%	(28)	292
PID/Gender: Ind Women	2%	(7)	9%	(25)	18%	(48)	38%	(100)	28%	(76)	4%	(11)	266
PID/Gender: Rep Men	7%	(23)	15%	(51)	20%	(67)	28%	(95)	23%	(78)	9%	(30)	343
PID/Gender: Rep Women	5%	(17)	10%	(33)	21%	(67)	34%	(109)	24%	(77)	5%	(16)	319
Ideo: Liberal (1-3)	3%	(18)	6%	(38)	13%	(80)	47%	(279)	26%	(157)	4%	(21)	593
Ideo: Moderate (4)	3%	(17)	9%	(48)	18%	(97)	36%	(195)	30%	(162)	5%	(25)	544
Ideo: Conservative (5-7)	6%	(47)	13%	(92)	18%	(133)	30%	(221)	26%	(192)	6%	(43)	729

Continued on next page

Table CMSdem5: Which of the following best describes your current behavior?

Demographic	I am continuing to socialize in public places	I am continuing to socialize in public places, but less than before	I am not going to public places, but I am socializing with friends or family in my or their homes	I am not going to public places or interacting in-person, but I am socializing with friends or family virtually	I am not going to public places nor am I socializing with family or friends	Don't Know / No Opinion	Total N
Registered Voters	4% (85)	9% (187)	17% (335)	36% (723)	27% (541)	6% (120)	1992
Educ: < College	5% (64)	10% (123)	17% (207)	33% (419)	27% (341)	8% (99)	1253
Educ: Bachelors degree	2% (11)	8% (39)	21% (97)	39% (185)	26% (125)	3% (14)	471
Educ: Post-grad	4% (10)	9% (25)	12% (31)	44% (119)	28% (76)	3% (7)	268
Income: Under 50k	5% (52)	10% (97)	17% (161)	31% (297)	29% (284)	8% (82)	973
Income: 50k-100k	3% (23)	9% (63)	19% (128)	40% (274)	25% (176)	4% (27)	690
Income: 100k+	3% (10)	8% (27)	14% (46)	46% (152)	25% (81)	3% (11)	329
Ethnicity: White	4% (70)	9% (152)	17% (281)	36% (583)	27% (439)	5% (86)	1611
Ethnicity: Hispanic	7% (14)	9% (18)	15% (28)	32% (62)	29% (56)	8% (15)	193
Ethnicity: Afr. Am.	4% (9)	11% (28)	13% (33)	35% (89)	29% (74)	8% (20)	253
Ethnicity: Other	5% (6)	6% (8)	17% (22)	40% (52)	21% (27)	11% (14)	128
All Christian	4% (44)	9% (97)	17% (177)	36% (365)	29% (296)	4% (46)	1025
All Non-Christian	7% (7)	9% (9)	15% (15)	34% (34)	32% (32)	4% (4)	100
Atheist	4% (4)	10% (9)	12% (12)	60% (57)	12% (11)	3% (2)	95
Agnostic/Nothing in particular	4% (31)	9% (71)	17% (131)	35% (268)	26% (202)	9% (68)	772
Religious Non-Protestant/Catholic	5% (8)	9% (12)	19% (26)	35% (48)	28% (39)	4% (6)	139
Evangelical	4% (22)	13% (71)	19% (100)	30% (160)	26% (141)	8% (42)	534
Non-Evangelical	5% (36)	8% (57)	16% (118)	39% (295)	28% (212)	4% (30)	748
Community: Urban	4% (22)	7% (37)	14% (72)	39% (196)	27% (135)	8% (42)	504
Community: Suburban	4% (45)	9% (93)	17% (173)	38% (381)	27% (274)	5% (49)	1014
Community: Rural	4% (18)	12% (58)	19% (90)	31% (146)	28% (132)	6% (30)	474

Continued on next page

Table CMSdem5: Which of the following best describes your current behavior?

Demographic											Total N		
	I am continuing to socialize in public places		I am continuing to socialize in public places, but less than before		I am not going to public places, but I am socializing with friends or family in my or their homes		I am not going to public places or interacting in-person, but I am socializing with friends or family virtually		I am not going to public places nor am I socializing with family or friends			Don't Know / No Opinion	
Registered Voters	4%	(85)	9%	(187)	17%	(335)	36%	(723)	27%	(541)	6%	(120)	1992
Employ: Private Sector	5%	(30)	11%	(69)	19%	(118)	37%	(236)	24%	(154)	4%	(24)	631
Employ: Government	6%	(6)	11%	(11)	18%	(18)	37%	(37)	27%	(27)	2%	(2)	100
Employ: Self-Employed	5%	(7)	6%	(8)	16%	(21)	40%	(54)	29%	(39)	5%	(7)	136
Employ: Homemaker	7%	(9)	6%	(8)	16%	(20)	36%	(47)	29%	(38)	6%	(8)	131
Employ: Retired	3%	(14)	8%	(40)	17%	(86)	31%	(161)	36%	(190)	6%	(30)	521
Employ: Unemployed	6%	(13)	12%	(28)	15%	(36)	35%	(83)	21%	(50)	10%	(24)	233
Employ: Other	4%	(5)	9%	(11)	12%	(14)	36%	(43)	22%	(26)	17%	(20)	119
Military HH: Yes	6%	(18)	12%	(40)	17%	(54)	33%	(105)	26%	(85)	7%	(21)	323
Military HH: No	4%	(67)	9%	(147)	17%	(281)	37%	(618)	27%	(456)	6%	(99)	1669
RD/WT: Right Direction	6%	(44)	14%	(97)	19%	(132)	31%	(215)	24%	(169)	7%	(46)	703
RD/WT: Wrong Track	3%	(41)	7%	(90)	16%	(203)	39%	(508)	29%	(372)	6%	(74)	1289
Trump Job Approve	6%	(48)	12%	(106)	21%	(185)	31%	(270)	24%	(203)	6%	(52)	865
Trump Job Disapprove	3%	(29)	7%	(76)	13%	(144)	42%	(448)	31%	(330)	4%	(44)	1070
Trump Job Strongly Approve	7%	(33)	13%	(65)	22%	(106)	30%	(146)	22%	(108)	6%	(32)	489
Trump Job Somewhat Approve	4%	(16)	11%	(41)	21%	(78)	33%	(124)	25%	(96)	6%	(21)	376
Trump Job Somewhat Disapprove	5%	(11)	10%	(23)	15%	(33)	35%	(77)	31%	(67)	4%	(8)	219
Trump Job Strongly Disapprove	2%	(18)	6%	(53)	13%	(111)	44%	(371)	31%	(263)	4%	(36)	850
Favorable of Trump	6%	(50)	13%	(109)	21%	(176)	31%	(262)	23%	(196)	6%	(55)	848
Unfavorable of Trump	2%	(26)	6%	(69)	14%	(153)	42%	(449)	31%	(326)	4%	(44)	1067
Very Favorable of Trump	7%	(35)	14%	(71)	20%	(101)	29%	(143)	23%	(112)	6%	(31)	493
Somewhat Favorable of Trump	4%	(15)	11%	(38)	21%	(75)	33%	(119)	24%	(84)	7%	(24)	355
Somewhat Unfavorable of Trump	3%	(5)	7%	(13)	19%	(33)	34%	(59)	32%	(57)	5%	(9)	176
Very Unfavorable of Trump	2%	(21)	6%	(56)	14%	(120)	44%	(390)	30%	(269)	4%	(36)	891

Continued on next page

Table CMSdem5: Which of the following best describes your current behavior?

Demographic	I am continuing to socialize in public places	I am continuing to socialize in public places, but less than before	I am not going to public places, but I am socializing with friends or family in my or their homes	I am not going to public places or interacting in-person, but I am socializing with friends or family virtually	I am not going to public places nor am I socializing with family or friends	Don't Know / No Opinion	Total N
Registered Voters	4% (85)	9% (187)	17% (335)	36% (723)	27% (541)	6% (120)	1992
#1 Issue: Economy	5% (34)	13% (85)	20% (132)	33% (226)	24% (161)	6% (37)	675
#1 Issue: Security	7% (16)	7% (15)	19% (42)	33% (74)	25% (57)	8% (18)	222
#1 Issue: Health Care	2% (9)	6% (26)	14% (63)	42% (185)	31% (135)	5% (20)	438
#1 Issue: Medicare / Social Security	2% (7)	11% (33)	16% (50)	28% (86)	37% (112)	5% (17)	305
#1 Issue: Women's Issues	7% (6)	5% (4)	18% (16)	43% (38)	23% (21)	4% (4)	89
#1 Issue: Education	7% (7)	11% (11)	13% (14)	40% (41)	19% (19)	10% (11)	103
#1 Issue: Energy	6% (3)	8% (5)	8% (5)	56% (32)	17% (10)	6% (3)	58
#1 Issue: Other	2% (3)	7% (7)	14% (15)	40% (41)	26% (26)	10% (10)	102
2018 House Vote: Democrat	3% (21)	8% (57)	14% (101)	41% (306)	32% (239)	3% (26)	750
2018 House Vote: Republican	6% (40)	11% (78)	21% (144)	31% (209)	25% (173)	6% (39)	683
2018 House Vote: Someone else	6% (4)	17% (12)	16% (12)	24% (17)	31% (22)	6% (5)	72
2016 Vote: Hillary Clinton	3% (19)	8% (53)	13% (90)	41% (278)	32% (215)	4% (24)	680
2016 Vote: Donald Trump	6% (43)	11% (83)	20% (146)	31% (231)	27% (199)	6% (42)	744
2016 Vote: Other	3% (5)	10% (14)	18% (26)	36% (53)	28% (41)	5% (8)	147
2016 Vote: Didn't Vote	4% (18)	9% (36)	17% (73)	39% (161)	20% (84)	11% (46)	417
Voted in 2014: Yes	4% (57)	9% (126)	16% (218)	35% (472)	30% (407)	5% (63)	1344
Voted in 2014: No	4% (28)	9% (61)	18% (118)	39% (251)	21% (134)	9% (57)	648
2012 Vote: Barack Obama	3% (27)	8% (67)	14% (112)	39% (322)	31% (260)	5% (38)	826
2012 Vote: Mitt Romney	5% (28)	11% (58)	20% (109)	32% (175)	28% (154)	5% (29)	553
2012 Vote: Other	6% (5)	14% (12)	18% (15)	31% (25)	21% (17)	9% (7)	81
2012 Vote: Didn't Vote	5% (25)	9% (50)	19% (97)	38% (199)	21% (109)	9% (46)	526

Continued on next page

Table CMSdem5: Which of the following best describes your current behavior?

Demographic		I am continuing to socialize in public places		I am continuing to socialize in public places, but less than before		I am not going to public places, but I am socializing with friends or family in my or their homes		I am not going to public places or interacting in-person, but I am socializing with friends or family virtually		I am not going to public places nor am I socializing with family or friends		Don't Know / No Opinion		Total N
Registered Voters		4%	(85)	9%	(187)	17%	(335)	36%	(723)	27%	(541)	6%	(120)	1992
4-Region: Northeast		4%	(12)	8%	(29)	13%	(47)	41%	(147)	29%	(103)	5%	(17)	355
4-Region: Midwest		4%	(20)	11%	(51)	19%	(86)	30%	(138)	28%	(129)	7%	(33)	458
4-Region: South		4%	(31)	11%	(79)	15%	(115)	36%	(268)	27%	(203)	6%	(48)	744
4-Region: West		5%	(22)	6%	(28)	20%	(87)	39%	(171)	24%	(106)	5%	(22)	435
Sports fan		5%	(68)	10%	(125)	17%	(219)	37%	(484)	25%	(331)	6%	(75)	1301
Traveled outside of U.S. in past year 1+ times		4%	(16)	10%	(39)	18%	(69)	42%	(161)	22%	(86)	4%	(14)	385
Frequent Flyer		4%	(9)	11%	(26)	18%	(42)	42%	(96)	22%	(50)	3%	(8)	230

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 CMSdem6: *How concerned are you about the COVID-19 pandemic (coronavirus)?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Registered Voters	49%	(985)	35%	(695)	9%	(176)	4%	(88)	2%	(48)	1992
Gender: Male	46%	(430)	34%	(315)	10%	(98)	6%	(59)	3%	(31)	932
Gender: Female	52%	(555)	36%	(381)	7%	(78)	3%	(29)	2%	(17)	1060
Age: 18-34	44%	(221)	37%	(184)	10%	(49)	5%	(24)	5%	(23)	500
Age: 35-44	51%	(155)	35%	(105)	6%	(18)	4%	(11)	4%	(14)	303
Age: 45-64	49%	(357)	33%	(241)	11%	(81)	5%	(37)	1%	(9)	725
Age: 65+	54%	(252)	36%	(166)	6%	(28)	3%	(15)	1%	(2)	463
GenZers: 1997-2012	47%	(96)	38%	(79)	8%	(15)	3%	(6)	4%	(9)	205
Millennials: 1981-1996	45%	(194)	35%	(151)	10%	(44)	5%	(24)	5%	(23)	434
GenXers: 1965-1980	50%	(247)	35%	(175)	9%	(46)	4%	(20)	2%	(10)	498
Baby Boomers: 1946-1964	52%	(410)	34%	(270)	8%	(66)	5%	(36)	1%	(7)	789
PID: Dem (no lean)	62%	(482)	30%	(235)	3%	(24)	2%	(13)	2%	(17)	772
PID: Ind (no lean)	48%	(269)	35%	(194)	8%	(44)	5%	(29)	4%	(22)	558
PID: Rep (no lean)	35%	(234)	40%	(266)	16%	(108)	7%	(46)	1%	(9)	662
PID/Gender: Dem Men	59%	(174)	32%	(94)	4%	(12)	3%	(8)	3%	(10)	297
PID/Gender: Dem Women	65%	(308)	30%	(141)	3%	(12)	1%	(6)	2%	(7)	475
PID/Gender: Ind Men	45%	(132)	35%	(102)	8%	(24)	7%	(20)	5%	(14)	292
PID/Gender: Ind Women	51%	(137)	35%	(93)	8%	(20)	3%	(9)	3%	(8)	266
PID/Gender: Rep Men	36%	(123)	35%	(119)	18%	(62)	9%	(32)	2%	(7)	343
PID/Gender: Rep Women	35%	(111)	46%	(147)	14%	(45)	5%	(14)	1%	(2)	319
Ideo: Liberal (1-3)	62%	(370)	30%	(175)	3%	(18)	4%	(21)	1%	(8)	593
Ideo: Moderate (4)	57%	(311)	32%	(173)	7%	(36)	3%	(15)	2%	(8)	544
Ideo: Conservative (5-7)	36%	(261)	42%	(305)	15%	(111)	6%	(45)	1%	(7)	729
Educ: < College	50%	(622)	34%	(424)	8%	(102)	5%	(60)	4%	(44)	1253
Educ: Bachelors degree	48%	(227)	36%	(172)	10%	(48)	5%	(21)	1%	(3)	471
Educ: Post-grad	51%	(136)	37%	(99)	9%	(25)	3%	(7)	—	(1)	268
Income: Under 50k	49%	(477)	35%	(337)	9%	(83)	4%	(42)	4%	(35)	973
Income: 50k-100k	49%	(341)	36%	(251)	9%	(59)	4%	(29)	1%	(9)	690
Income: 100k+	51%	(168)	33%	(107)	10%	(33)	5%	(17)	1%	(4)	329
Ethnicity: White	47%	(760)	37%	(589)	10%	(154)	5%	(76)	2%	(32)	1611
Ethnicity: Hispanic	59%	(114)	27%	(53)	6%	(12)	4%	(8)	3%	(6)	193
Ethnicity: Afr. Am.	62%	(156)	26%	(65)	5%	(14)	3%	(8)	3%	(9)	253

Continued on next page

Table CMSdem6: *How concerned are you about the COVID-19 pandemic (coronavirus)?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Registered Voters	49%	(985)	35%	(695)	9%	(176)	4%	(88)	2%	(48)	1992
Ethnicity: Other	54%	(69)	32%	(41)	6%	(7)	3%	(4)	5%	(7)	128
All Christian	49%	(504)	36%	(372)	9%	(94)	4%	(45)	1%	(10)	1025
All Non-Christian	58%	(58)	25%	(25)	12%	(11)	2%	(2)	3%	(3)	100
Atheist	53%	(50)	39%	(37)	4%	(4)	4%	(4)	—	(0)	95
Agnostic/Nothing in particular	48%	(373)	34%	(261)	9%	(66)	5%	(37)	5%	(35)	772
Religious Non-Protestant/Catholic	53%	(73)	31%	(43)	9%	(12)	4%	(6)	3%	(4)	139
Evangelical	43%	(228)	37%	(196)	12%	(63)	6%	(34)	2%	(12)	534
Non-Evangelical	54%	(403)	33%	(249)	8%	(62)	4%	(27)	1%	(6)	748
Community: Urban	58%	(293)	28%	(143)	5%	(27)	5%	(26)	3%	(15)	504
Community: Suburban	47%	(481)	37%	(379)	9%	(93)	4%	(43)	2%	(17)	1014
Community: Rural	45%	(211)	37%	(173)	12%	(55)	4%	(18)	3%	(16)	474
Employ: Private Sector	46%	(293)	36%	(224)	11%	(67)	6%	(37)	2%	(10)	631
Employ: Government	50%	(50)	31%	(31)	7%	(7)	12%	(12)	—	(0)	100
Employ: Self-Employed	45%	(61)	40%	(54)	6%	(8)	7%	(10)	2%	(2)	136
Employ: Homemaker	47%	(61)	37%	(49)	11%	(14)	2%	(3)	3%	(4)	131
Employ: Retired	53%	(276)	35%	(180)	8%	(42)	3%	(18)	1%	(5)	521
Employ: Unemployed	52%	(121)	33%	(78)	9%	(21)	2%	(5)	4%	(9)	233
Employ: Other	57%	(68)	26%	(31)	6%	(7)	2%	(2)	9%	(11)	119
Military HH: Yes	46%	(149)	34%	(109)	12%	(38)	7%	(23)	1%	(3)	323
Military HH: No	50%	(836)	35%	(586)	8%	(138)	4%	(65)	3%	(45)	1669
RD/WT: Right Direction	37%	(262)	40%	(284)	13%	(93)	7%	(47)	2%	(17)	703
RD/WT: Wrong Track	56%	(723)	32%	(411)	6%	(83)	3%	(41)	2%	(30)	1289
Trump Job Approve	37%	(317)	40%	(350)	14%	(124)	7%	(64)	1%	(10)	865
Trump Job Disapprove	61%	(656)	31%	(331)	4%	(47)	2%	(21)	1%	(15)	1070
Trump Job Strongly Approve	36%	(176)	36%	(177)	15%	(76)	11%	(54)	1%	(7)	489
Trump Job Somewhat Approve	37%	(141)	46%	(172)	13%	(48)	3%	(10)	1%	(4)	376
Trump Job Somewhat Disapprove	46%	(101)	39%	(85)	10%	(22)	3%	(6)	2%	(5)	219
Trump Job Strongly Disapprove	65%	(555)	29%	(246)	3%	(25)	2%	(14)	1%	(10)	850
Favorable of Trump	38%	(319)	39%	(333)	14%	(122)	7%	(62)	1%	(12)	848
Unfavorable of Trump	61%	(650)	32%	(338)	4%	(46)	2%	(20)	1%	(14)	1067

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Table CMSdem6: *How concerned are you about the COVID-19 pandemic (coronavirus)?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Registered Voters	49%	(985)	35%	(695)	9%	(176)	4%	(88)	2%	(48)	1992
Very Favorable of Trump	37%	(182)	36%	(180)	15%	(73)	10%	(51)	2%	(7)	493
Somewhat Favorable of Trump	38%	(137)	43%	(153)	14%	(50)	3%	(12)	1%	(4)	355
Somewhat Unfavorable of Trump	43%	(76)	44%	(77)	8%	(13)	3%	(5)	3%	(5)	176
Very Unfavorable of Trump	64%	(574)	29%	(261)	4%	(32)	2%	(15)	1%	(9)	891
#1 Issue: Economy	44%	(300)	36%	(244)	12%	(80)	6%	(42)	1%	(9)	675
#1 Issue: Security	35%	(78)	42%	(94)	14%	(31)	7%	(16)	2%	(4)	222
#1 Issue: Health Care	61%	(265)	31%	(134)	3%	(15)	3%	(11)	3%	(12)	438
#1 Issue: Medicare / Social Security	55%	(169)	33%	(102)	6%	(20)	2%	(7)	3%	(8)	305
#1 Issue: Women's Issues	51%	(45)	42%	(37)	—	(0)	4%	(3)	4%	(3)	89
#1 Issue: Education	39%	(40)	38%	(39)	11%	(12)	3%	(4)	8%	(8)	103
#1 Issue: Energy	52%	(30)	31%	(18)	8%	(5)	4%	(2)	4%	(2)	58
#1 Issue: Other	56%	(57)	27%	(27)	13%	(14)	2%	(2)	2%	(2)	102
2018 House Vote: Democrat	65%	(485)	30%	(223)	3%	(23)	1%	(10)	1%	(8)	750
2018 House Vote: Republican	38%	(261)	38%	(261)	15%	(105)	7%	(49)	1%	(7)	683
2018 House Vote: Someone else	33%	(24)	48%	(35)	8%	(5)	7%	(5)	5%	(3)	72
2016 Vote: Hillary Clinton	65%	(441)	29%	(198)	3%	(23)	2%	(11)	1%	(8)	680
2016 Vote: Donald Trump	41%	(303)	38%	(281)	14%	(103)	7%	(50)	1%	(7)	744
2016 Vote: Other	40%	(59)	46%	(67)	10%	(15)	3%	(4)	1%	(2)	147
2016 Vote: Didn't Vote	43%	(181)	35%	(147)	8%	(35)	6%	(23)	7%	(30)	417
Voted in 2014: Yes	52%	(695)	34%	(457)	9%	(122)	4%	(53)	1%	(16)	1344
Voted in 2014: No	45%	(290)	37%	(238)	8%	(53)	5%	(35)	5%	(32)	648
2012 Vote: Barack Obama	62%	(509)	30%	(249)	5%	(38)	2%	(18)	2%	(13)	826
2012 Vote: Mitt Romney	39%	(216)	39%	(214)	15%	(83)	6%	(35)	1%	(6)	553
2012 Vote: Other	22%	(18)	54%	(44)	15%	(13)	6%	(5)	2%	(2)	81
2012 Vote: Didn't Vote	46%	(240)	35%	(186)	8%	(42)	6%	(31)	5%	(27)	526
4-Region: Northeast	53%	(188)	32%	(115)	7%	(26)	5%	(17)	3%	(11)	355
4-Region: Midwest	46%	(209)	37%	(168)	10%	(48)	4%	(18)	3%	(15)	458
4-Region: South	52%	(384)	35%	(260)	8%	(61)	3%	(24)	2%	(15)	744
4-Region: West	47%	(205)	35%	(152)	10%	(42)	7%	(30)	2%	(7)	435
Sports fan	51%	(662)	34%	(437)	9%	(114)	5%	(62)	2%	(26)	1301
Traveled outside of U.S. in past year 1+ times	52%	(200)	35%	(134)	8%	(30)	4%	(17)	1%	(4)	385

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Table CMSdem6: *How concerned are you about the COVID-19 pandemic (coronavirus)?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Don't know / No opinion		Total N
Registered Voters	49%	(985)	35%	(695)	9%	(176)	4%	(88)	2%	(48)	1992
Frequent Flyer	53%	(122)	29%	(66)	11%	(25)	6%	(14)	1%	(3)	230

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	1992	100%
xdemGender	Gender: Male	932	47%
	Gender: Female	1060	53%
	N	1992	
age	Age: 18-34	500	25%
	Age: 35-44	303	15%
	Age: 45-64	725	36%
	Age: 65+	463	23%
	N	1992	
demAgeGeneration	GenZers: 1997-2012	205	10%
	Millennials: 1981-1996	434	22%
	GenXers: 1965-1980	498	25%
	Baby Boomers: 1946-1964	789	40%
	N	1926	
xpid3	PID: Dem (no lean)	772	39%
	PID: Ind (no lean)	558	28%
	PID: Rep (no lean)	662	33%
	N	1992	
xpidGender	PID/Gender: Dem Men	297	15%
	PID/Gender: Dem Women	475	24%
	PID/Gender: Ind Men	292	15%
	PID/Gender: Ind Women	266	13%
	PID/Gender: Rep Men	343	17%
	PID/Gender: Rep Women	319	16%
	N	1992	
xdemIdeo3	Ideo: Liberal (1-3)	593	30%
	Ideo: Moderate (4)	544	27%
	Ideo: Conservative (5-7)	729	37%
	N	1866	
xeduc3	Educ: < College	1253	63%
	Educ: Bachelors degree	471	24%
	Educ: Post-grad	268	13%
	N	1992	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	973	49%
	Income: 50k-100k	690	35%
	Income: 100k+	329	17%
	N	1992	
xdemWhite	Ethnicity: White	1611	81%
xdemHispBin	Ethnicity: Hispanic	193	10%
demBlackBin	Ethnicity: Afr. Am.	253	13%
demRaceOther	Ethnicity: Other	128	6%
xdemReligion	All Christian	1025	51%
	All Non-Christian	100	5%
	Atheist	95	5%
	Agnostic/Nothing in particular	772	39%
	N	1992	
xdemReligOther	Religious Non-Protestant/Catholic	139	7%
xdemEvang	Evangelical	534	27%
	Non-Evangelical	748	38%
	N	1282	
xdemUsr	Community: Urban	504	25%
	Community: Suburban	1014	51%
	Community: Rural	474	24%
	N	1992	
xdemEmploy	Employ: Private Sector	631	32%
	Employ: Government	100	5%
	Employ: Self-Employed	136	7%
	Employ: Homemaker	131	7%
	Employ: Retired	521	26%
	Employ: Unemployed	233	12%
	Employ: Other	119	6%
	N	1872	
xdemMilHH1	Military HH: Yes	323	16%
	Military HH: No	1669	84%
	N	1992	
xnrl	RD/WT: Right Direction	703	35%
	RD/WT: Wrong Track	1289	65%
	N	1992	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	865	43%
	Trump Job Disapprove	1070	54%
	N	1934	
Trump_Approve2	Trump Job Strongly Approve	489	25%
	Trump Job Somewhat Approve	376	19%
	Trump Job Somewhat Disapprove	219	11%
	Trump Job Strongly Disapprove	850	43%
	N	1934	
Trump_Fav	Favorable of Trump	848	43%
	Unfavorable of Trump	1067	54%
	N	1915	
Trump_Fav_FULL	Very Favorable of Trump	493	25%
	Somewhat Favorable of Trump	355	18%
	Somewhat Unfavorable of Trump	176	9%
	Very Unfavorable of Trump	891	45%
	N	1915	
xnr3	#1 Issue: Economy	675	34%
	#1 Issue: Security	222	11%
	#1 Issue: Health Care	438	22%
	#1 Issue: Medicare / Social Security	305	15%
	#1 Issue: Women's Issues	89	4%
	#1 Issue: Education	103	5%
	#1 Issue: Energy	58	3%
	#1 Issue: Other	102	5%
	N	1992	
xsubVote18O	2018 House Vote: Democrat	750	38%
	2018 House Vote: Republican	683	34%
	2018 House Vote: Someone else	72	4%
	N	1505	
xsubVote16O	2016 Vote: Hillary Clinton	680	34%
	2016 Vote: Donald Trump	744	37%
	2016 Vote: Other	147	7%
	2016 Vote: Didn't Vote	417	21%
	N	1989	
xsubVote14O	Voted in 2014: Yes	1344	67%
	Voted in 2014: No	648	33%
	N	1992	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	826	41%
	2012 Vote: Mitt Romney	553	28%
	2012 Vote: Other	81	4%
	2012 Vote: Didn't Vote	526	26%
	N	1987	
xreg4	4-Region: Northeast	355	18%
	4-Region: Midwest	458	23%
	4-Region: South	744	37%
	4-Region: West	435	22%
	N	1992	
CMSdem8	Sports fan	1301	65%
CMSdem9	Traveled outside of U.S. in past year 1+ times	385	19%
CMSdem10	Frequent Flyer	230	12%

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

