



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 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

1	Table CMS1_1: <i>In the past month, have you done the following? Worn a face mask in public spaces such as the grocery store or park</i>	11
2	Table CMS1_2: <i>In the past month, have you done the following? Avoided contact with others by social distancing</i>	15
3	Table CMS1_3: <i>In the past month, have you done the following? Disinfected and cleaned your home</i>	19
4	Table CMS1_4: <i>In the past month, have you done the following? Disinfected and cleaned your personal electronics</i>	23
5	Table CMS2_1: <i>How comfortable would you be doing the following activities right now? Going out to eat at a restaurant or cafe</i>	27
6	Table CMS2_2: <i>How comfortable would you be doing the following activities right now? Going to the movies</i>	31
7	Table CMS2_3: <i>How comfortable would you be doing the following activities right now? Going to a concert</i>	35
8	Table CMS2_4: <i>How comfortable would you be doing the following activities right now? Going to a shopping mall</i>	39
9	Table CMS2_5: <i>How comfortable would you be doing the following activities right now? Going to an amusement park</i>	43
10	Table CMS2_6: <i>How comfortable would you be doing the following activities right now? Going to a party or social event</i>	47
11	Table CMS2_7: <i>How comfortable would you be doing the following activities right now? Going to a religious gathering or meeting</i>	51
12	Table CMS2_8: <i>How comfortable would you be doing the following activities right now? Going to a work conference</i>	55
13	Table CMS2_9: <i>How comfortable would you be doing the following activities right now? Going to a theater performance</i>	59
14	Table CMS2_10: <i>How comfortable would you be doing the following activities right now? Going to a museum</i>	63
15	Table CMS2_11: <i>How comfortable would you be doing the following activities right now? Going to a political rally</i>	67
16	Table CMS2_12: <i>How comfortable would you be doing the following activities right now? Going to the gym or an exercise class</i>	71
17	Table CMS2_13: <i>How comfortable would you be doing the following activities right now? Going on vacation</i>	75

18	Table CMS2_14: <i>How comfortable would you be doing the following activities right now? Traveling abroad</i>	79
19	Table CMS3: <i>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?</i>	83
20	Table CMS4_1: <i>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</i>	87
21	Table CMS4_2: <i>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</i>	91
22	Table CMS4_3: <i>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</i>	95
23	Table CMS4_4: <i>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</i>	99
24	Table CMS4_5: <i>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</i>	103
25	Table CMS4_6: <i>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</i>	107
26	Table CMS4_7: <i>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</i>	111
27	Table CMS5_1: <i>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</i>	115
28	Table CMS5_2: <i>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</i>	119
29	Table CMS5_3: <i>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</i>	123
30	Table CMS5_4: <i>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</i>	127

31	Table CMS5_5: <i>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</i>	131
32	Table CMS5_6: <i>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</i>	135
33	Table CMS5_7: <i>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</i>	139
34	Table CMS6: <i>Do you think the United States would be prepared to handle the economic impact of a potential second wave of COVID-19 (coronavirus) cases?</i>	143
35	Table CMS7: <i>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?</i>	147
36	Table CMS8: <i>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?</i>	151
37	Table CMS9: <i>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?</i>	155
38	Table CMS10_1: <i>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</i>	159
39	Table CMS10_2: <i>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</i>	163
40	Table CMS10_3: <i>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</i>	167
41	Table CMS10_4: <i>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</i>	171
42	Table CMS10_5: <i>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</i>	175
43	Table CMS10_6: <i>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</i>	179

44	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	183
45	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	187
46	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	191
47	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	195
48	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	199
49	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 . . .	203
50	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	207
51	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	211
52	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	215
53	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	219
54	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	223
55	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	227

56	Table CMS11_5: <i>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)</i>	231
57	Table CMS11_6: <i>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</i>	235
58	Table CMS11_7: <i>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</i>	239
59	Table CMS11_8: <i>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</i>	243
60	Table CMS11_9: <i>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</i>	247
61	Table CMS11_10: <i>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</i>	251
62	Table CMS11_11: <i>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</i>	255
63	Table CMS11_12: <i>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</i>	259
64	Table CMS11_13: <i>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</i>	263
65	Table CMS11_14: <i>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</i>	267
66	Table CMS11_15: <i>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</i>	271
67	Table CMS11_16: <i>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</i>	275

68	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	279
69	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	283
70	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	287
71	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	291
72	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	295
73	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	299
74	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	303
75	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	307
76	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)	311
77	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	315
78	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	319
79	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	323
80	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	327

81	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	331
82	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	335
83	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	339
84	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	343
85	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	347
86	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	351
87	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	355
88	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	359
89	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	363
90	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	367
91	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	371
92	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	375
93	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	379

94	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	383
95	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	387
96	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	391
97	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	395
98	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	399
99	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	403
100	Table CMSdem1_1: In the past year, how many times have you done the following? Traveled within the U.S.	407
101	Table CMSdem1_2: In the past year, how many times have you done the following? Traveled outside of the U.S.	411
102	Table CMSdem1_3: In the past year, how many times have you done the following? Stayed overnight at a hotel in the U.S.	415
103	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.	419
104	Table CMSdem1_5: In the past year, how many times have you done the following? Traveled by airplane	423
105	Table CMSdem2_1: And do you currently have plans to do any of the following in the next year? Travel within the U.S.	427
106	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.	431
107	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.	435
108	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.	439

109	Table CMSdem2_5: <i>And do you currently have plans to do any of the following in the next year? Travel by airplane</i>	443
110	Table CMSdem3_1: <i>In general, what kind of fan do you consider yourself of the following? Film</i>	447
111	Table CMSdem3_2: <i>In general, what kind of fan do you consider yourself of the following? Television</i>	451
112	Table CMSdem3_3: <i>In general, what kind of fan do you consider yourself of the following? Music</i>	455
113	Table CMSdem3_4: <i>In general, what kind of fan do you consider yourself of the following? Sports</i>	459
114	Table CMSdem4: <i>How concerned are you with the issue of climate change and the impact it is having on the U.S. environment?</i>	463
115	Table CMSdem5: <i>Which of the following best describes your current behavior?</i>	467
116	Table CMSdem6: <i>How concerned are you about the COVID-19 pandemic (coronavirus)?</i>	472
117	Summary Statistics of Survey Respondent Demographics	476

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
Adults	67%	(1465)	19%	(426)	14%	(310)	2201
Gender: Male	62%	(660)	22%	(234)	16%	(167)	1062
Gender: Female	71%	(804)	17%	(192)	13%	(143)	1139
Age: 18-34	65%	(426)	20%	(133)	15%	(96)	655
Age: 35-44	63%	(225)	22%	(80)	15%	(53)	358
Age: 45-64	64%	(482)	20%	(147)	16%	(123)	751
Age: 65+	76%	(331)	15%	(66)	9%	(39)	436
GenZers: 1997-2012	71%	(203)	17%	(49)	12%	(36)	287
Millennials: 1981-1996	60%	(322)	23%	(125)	17%	(90)	536
GenXers: 1965-1980	64%	(348)	20%	(106)	16%	(89)	543
Baby Boomers: 1946-1964	71%	(543)	18%	(138)	11%	(87)	769
PID: Dem (no lean)	75%	(617)	14%	(114)	11%	(90)	820
PID: Ind (no lean)	62%	(428)	20%	(141)	17%	(119)	688
PID: Rep (no lean)	61%	(420)	25%	(172)	15%	(102)	693
PID/Gender: Dem Men	68%	(229)	17%	(59)	14%	(48)	336
PID/Gender: Dem Women	80%	(388)	11%	(55)	9%	(42)	484
PID/Gender: Ind Men	60%	(211)	23%	(81)	17%	(58)	349
PID/Gender: Ind Women	64%	(217)	18%	(60)	18%	(61)	338
PID/Gender: Rep Men	58%	(220)	25%	(95)	16%	(62)	377
PID/Gender: Rep Women	63%	(200)	24%	(76)	13%	(40)	316
Ideo: Liberal (1-3)	74%	(473)	16%	(102)	10%	(63)	639
Ideo: Moderate (4)	68%	(412)	18%	(108)	14%	(84)	604
Ideo: Conservative (5-7)	63%	(470)	23%	(170)	14%	(104)	743
Educ: < College	65%	(986)	19%	(285)	16%	(242)	1513
Educ: Bachelors degree	70%	(310)	21%	(91)	10%	(42)	444
Educ: Post-grad	69%	(169)	20%	(50)	10%	(26)	244
Income: Under 50k	63%	(731)	18%	(211)	18%	(209)	1151
Income: 50k-100k	69%	(497)	21%	(149)	10%	(71)	716
Income: 100k+	71%	(238)	20%	(66)	9%	(30)	334

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
Adults	67%	(1465)	19%	(426)	14%	(310)	2201
Ethnicity: White	65%	(1115)	20%	(350)	15%	(257)	1723
Ethnicity: Hispanic	72%	(252)	20%	(68)	8%	(30)	350
Ethnicity: Afr. Am.	75%	(205)	15%	(41)	10%	(28)	274
Ethnicity: Other	71%	(145)	17%	(35)	12%	(24)	204
All Christian	69%	(718)	18%	(188)	13%	(138)	1044
All Non-Christian	69%	(77)	24%	(26)	7%	(8)	111
Atheist	65%	(69)	16%	(17)	19%	(20)	106
Agnostic/Nothing in particular	64%	(601)	21%	(195)	15%	(145)	940
Religious Non-Protestant/Catholic	66%	(97)	22%	(32)	12%	(17)	146
Evangelical	67%	(380)	18%	(104)	15%	(86)	570
Non-Evangelical	70%	(562)	18%	(146)	11%	(91)	799
Community: Urban	69%	(400)	18%	(105)	13%	(76)	581
Community: Suburban	69%	(754)	19%	(207)	12%	(131)	1092
Community: Rural	59%	(312)	22%	(114)	19%	(102)	528
Employ: Private Sector	64%	(430)	24%	(163)	12%	(84)	677
Employ: Government	65%	(66)	25%	(26)	10%	(10)	102
Employ: Self-Employed	64%	(97)	22%	(34)	14%	(21)	152
Employ: Homemaker	62%	(100)	17%	(27)	21%	(34)	161
Employ: Retired	72%	(360)	16%	(80)	12%	(60)	500
Employ: Unemployed	62%	(180)	17%	(50)	21%	(60)	290
Employ: Other	67%	(106)	16%	(25)	18%	(28)	159
Military HH: Yes	63%	(208)	23%	(75)	15%	(49)	332
Military HH: No	67%	(1256)	19%	(351)	14%	(261)	1869
RD/WT: Right Direction	58%	(448)	24%	(183)	18%	(143)	774
RD/WT: Wrong Track	71%	(1017)	17%	(243)	12%	(167)	1427
Trump Job Approve	59%	(543)	25%	(233)	16%	(151)	927
Trump Job Disapprove	75%	(876)	14%	(168)	10%	(122)	1167
Trump Job Strongly Approve	56%	(288)	25%	(130)	19%	(98)	516
Trump Job Somewhat Approve	62%	(254)	25%	(103)	13%	(53)	410
Trump Job Somewhat Disapprove	68%	(180)	22%	(58)	10%	(27)	264
Trump Job Strongly Disapprove	77%	(696)	12%	(110)	11%	(96)	902

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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
Adults	67%	(1465)	19%	(426)	14%	(310)	2201
Favorable of Trump	59%	(535)	25%	(230)	16%	(143)	909
Unfavorable of Trump	75%	(882)	14%	(166)	11%	(124)	1172
Very Favorable of Trump	57%	(292)	25%	(127)	19%	(95)	515
Somewhat Favorable of Trump	62%	(243)	26%	(103)	12%	(48)	394
Somewhat Unfavorable of Trump	68%	(136)	15%	(31)	16%	(33)	199
Very Unfavorable of Trump	77%	(746)	14%	(136)	9%	(91)	973
#1 Issue: Economy	64%	(486)	23%	(177)	12%	(93)	755
#1 Issue: Security	52%	(124)	21%	(50)	27%	(63)	238
#1 Issue: Health Care	72%	(336)	14%	(64)	15%	(69)	468
#1 Issue: Medicare / Social Security	76%	(233)	15%	(47)	9%	(28)	307
#1 Issue: Women's Issues	72%	(82)	16%	(18)	12%	(14)	114
#1 Issue: Education	60%	(77)	28%	(37)	12%	(16)	129
#1 Issue: Energy	74%	(49)	18%	(12)	8%	(6)	67
#1 Issue: Other	64%	(78)	17%	(21)	19%	(23)	122
2018 House Vote: Democrat	76%	(556)	15%	(110)	9%	(67)	733
2018 House Vote: Republican	63%	(410)	23%	(153)	14%	(92)	654
2018 House Vote: Someone else	60%	(43)	29%	(21)	11%	(8)	71
2016 Vote: Hillary Clinton	76%	(504)	16%	(103)	9%	(58)	664
2016 Vote: Donald Trump	63%	(455)	23%	(163)	14%	(100)	718
2016 Vote: Other	65%	(98)	23%	(34)	12%	(18)	150
2016 Vote: Didn't Vote	61%	(406)	19%	(126)	20%	(134)	666
Voted in 2014: Yes	70%	(903)	19%	(252)	11%	(138)	1293
Voted in 2014: No	62%	(562)	19%	(174)	19%	(172)	908
2012 Vote: Barack Obama	74%	(591)	18%	(143)	8%	(66)	800
2012 Vote: Mitt Romney	63%	(332)	20%	(108)	17%	(89)	529
2012 Vote: Other	51%	(42)	34%	(28)	16%	(13)	83
2012 Vote: Didn't Vote	63%	(496)	19%	(147)	18%	(142)	785
4-Region: Northeast	79%	(313)	15%	(59)	6%	(22)	394
4-Region: Midwest	63%	(290)	22%	(103)	15%	(70)	462
4-Region: South	62%	(515)	21%	(170)	17%	(139)	825
4-Region: West	67%	(347)	18%	(94)	15%	(79)	520

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
Adults	67% (1465)	19% (426)	14% (310)	2201
Sports fan	68% (944)	20% (279)	12% (167)	1391
Traveled outside of U.S. in past year 1+ times	70% (304)	21% (94)	9% (39)	436
Frequent Flyer	68% (170)	24% (59)	9% (22)	251

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
Adults	72%	(1587)	23%	(510)	5%	(104)	2201
Gender: Male	68%	(718)	26%	(275)	6%	(69)	1062
Gender: Female	76%	(869)	21%	(235)	3%	(35)	1139
Age: 18-34	66%	(431)	27%	(174)	8%	(50)	655
Age: 35-44	70%	(249)	26%	(92)	5%	(18)	358
Age: 45-64	74%	(554)	23%	(172)	3%	(25)	751
Age: 65+	81%	(353)	16%	(72)	3%	(12)	436
GenZers: 1997-2012	69%	(198)	23%	(67)	8%	(22)	287
Millennials: 1981-1996	64%	(344)	29%	(153)	7%	(40)	536
GenXers: 1965-1980	71%	(385)	26%	(139)	4%	(20)	543
Baby Boomers: 1946-1964	79%	(605)	19%	(144)	2%	(19)	769
PID: Dem (no lean)	81%	(661)	16%	(133)	3%	(26)	820
PID: Ind (no lean)	67%	(458)	27%	(182)	7%	(48)	688
PID: Rep (no lean)	68%	(468)	28%	(195)	4%	(30)	693
PID/Gender: Dem Men	80%	(267)	15%	(50)	5%	(18)	336
PID/Gender: Dem Women	81%	(394)	17%	(83)	2%	(8)	484
PID/Gender: Ind Men	60%	(209)	32%	(113)	8%	(27)	349
PID/Gender: Ind Women	73%	(248)	21%	(70)	6%	(20)	338
PID/Gender: Rep Men	64%	(241)	30%	(112)	6%	(23)	377
PID/Gender: Rep Women	72%	(227)	26%	(83)	2%	(7)	316
Ideo: Liberal (1-3)	83%	(528)	14%	(88)	3%	(22)	639
Ideo: Moderate (4)	74%	(446)	22%	(132)	4%	(26)	604
Ideo: Conservative (5-7)	68%	(504)	29%	(213)	4%	(26)	743
Educ: < College	70%	(1064)	24%	(364)	6%	(85)	1513
Educ: Bachelors degree	75%	(335)	22%	(98)	2%	(11)	444
Educ: Post-grad	77%	(188)	20%	(48)	3%	(8)	244
Income: Under 50k	68%	(786)	25%	(293)	6%	(72)	1151
Income: 50k-100k	75%	(537)	22%	(156)	3%	(23)	716
Income: 100k+	79%	(264)	18%	(60)	3%	(9)	334
Ethnicity: White	72%	(1242)	24%	(409)	4%	(71)	1723
Ethnicity: Hispanic	74%	(258)	21%	(74)	5%	(17)	350
Ethnicity: Afr. Am.	72%	(199)	21%	(58)	7%	(18)	274

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
Adults	72%	(1587)	23%	(510)	5%	(104)	2201
Ethnicity: Other	72%	(146)	21%	(43)	7%	(15)	204
All Christian	75%	(784)	22%	(231)	3%	(29)	1044
All Non-Christian	70%	(78)	25%	(27)	5%	(6)	111
Atheist	77%	(81)	22%	(24)	1%	(1)	106
Agnostic/Nothing in particular	69%	(644)	24%	(228)	7%	(68)	940
Religious Non-Protestant/Catholic	67%	(98)	28%	(41)	5%	(7)	146
Evangelical	69%	(394)	27%	(151)	4%	(25)	570
Non-Evangelical	76%	(608)	21%	(170)	3%	(21)	799
Community: Urban	69%	(400)	25%	(143)	7%	(39)	581
Community: Suburban	75%	(821)	21%	(228)	4%	(42)	1092
Community: Rural	69%	(366)	26%	(139)	4%	(24)	528
Employ: Private Sector	70%	(473)	26%	(174)	4%	(29)	677
Employ: Government	69%	(71)	23%	(23)	8%	(8)	102
Employ: Self-Employed	71%	(108)	25%	(39)	3%	(5)	152
Employ: Homemaker	74%	(119)	22%	(36)	3%	(5)	161
Employ: Retired	78%	(392)	18%	(91)	3%	(17)	500
Employ: Unemployed	66%	(190)	27%	(77)	8%	(23)	290
Employ: Other	69%	(110)	21%	(33)	10%	(16)	159
Military HH: Yes	71%	(236)	24%	(79)	5%	(17)	332
Military HH: No	72%	(1351)	23%	(431)	5%	(87)	1869
RD/WT: Right Direction	63%	(490)	32%	(250)	4%	(34)	774
RD/WT: Wrong Track	77%	(1097)	18%	(260)	5%	(70)	1427
Trump Job Approve	65%	(604)	30%	(282)	4%	(41)	927
Trump Job Disapprove	81%	(940)	17%	(193)	3%	(34)	1167
Trump Job Strongly Approve	64%	(332)	30%	(154)	6%	(30)	516
Trump Job Somewhat Approve	66%	(272)	31%	(128)	2%	(10)	410
Trump Job Somewhat Disapprove	71%	(189)	24%	(63)	5%	(13)	264
Trump Job Strongly Disapprove	83%	(751)	14%	(130)	2%	(21)	902
Favorable of Trump	66%	(597)	30%	(270)	5%	(41)	909
Unfavorable of Trump	80%	(938)	17%	(201)	3%	(34)	1172

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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
Adults	72%	(1587)	23%	(510)	5%	(104)	2201
Very Favorable of Trump	65%	(334)	30%	(152)	6%	(29)	515
Somewhat Favorable of Trump	67%	(263)	30%	(118)	3%	(12)	394
Somewhat Unfavorable of Trump	71%	(141)	24%	(48)	5%	(11)	199
Very Unfavorable of Trump	82%	(797)	16%	(153)	2%	(23)	973
#1 Issue: Economy	71%	(537)	24%	(185)	4%	(34)	755
#1 Issue: Security	59%	(140)	32%	(75)	10%	(23)	238
#1 Issue: Health Care	80%	(373)	16%	(76)	4%	(19)	468
#1 Issue: Medicare / Social Security	78%	(241)	18%	(57)	3%	(10)	307
#1 Issue: Women's Issues	75%	(86)	21%	(25)	3%	(4)	114
#1 Issue: Education	57%	(73)	37%	(47)	7%	(9)	129
#1 Issue: Energy	78%	(52)	16%	(11)	6%	(4)	67
#1 Issue: Other	70%	(86)	28%	(35)	2%	(2)	122
2018 House Vote: Democrat	83%	(611)	14%	(105)	2%	(17)	733
2018 House Vote: Republican	68%	(443)	28%	(185)	4%	(26)	654
2018 House Vote: Someone else	60%	(43)	32%	(23)	8%	(6)	71
2016 Vote: Hillary Clinton	81%	(540)	16%	(104)	3%	(20)	664
2016 Vote: Donald Trump	70%	(503)	27%	(192)	3%	(24)	718
2016 Vote: Other	67%	(100)	29%	(43)	4%	(6)	150
2016 Vote: Didn't Vote	66%	(441)	26%	(171)	8%	(54)	666
Voted in 2014: Yes	76%	(978)	22%	(281)	3%	(34)	1293
Voted in 2014: No	67%	(609)	25%	(229)	8%	(70)	908
2012 Vote: Barack Obama	79%	(632)	18%	(148)	3%	(21)	800
2012 Vote: Mitt Romney	69%	(366)	28%	(146)	3%	(17)	529
2012 Vote: Other	64%	(53)	31%	(25)	5%	(4)	83
2012 Vote: Didn't Vote	68%	(532)	24%	(191)	8%	(62)	785
4-Region: Northeast	73%	(287)	23%	(92)	4%	(15)	394
4-Region: Midwest	68%	(315)	27%	(126)	5%	(22)	462
4-Region: South	74%	(607)	22%	(181)	4%	(36)	825
4-Region: West	73%	(378)	21%	(112)	6%	(31)	520
Sports fan	72%	(999)	25%	(347)	3%	(45)	1391
Traveled outside of U.S. in past year 1+ times	74%	(322)	23%	(98)	4%	(16)	436

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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
Adults	72% (1587)	23% (510)	5% (104)	2201
Frequent Flyer	73% (183)	22% (55)	5% (13)	251

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
Adults	56%	(1230)	35%	(769)	9%	(202)	2201
Gender: Male	50%	(526)	38%	(406)	12%	(130)	1062
Gender: Female	62%	(704)	32%	(363)	6%	(72)	1139
Age: 18-34	57%	(374)	34%	(224)	9%	(58)	655
Age: 35-44	62%	(222)	29%	(104)	9%	(31)	358
Age: 45-64	54%	(409)	36%	(272)	9%	(70)	751
Age: 65+	52%	(225)	39%	(169)	10%	(43)	436
GenZers: 1997-2012	57%	(164)	33%	(96)	9%	(27)	287
Millennials: 1981-1996	58%	(312)	33%	(176)	9%	(49)	536
GenXers: 1965-1980	61%	(332)	31%	(169)	8%	(42)	543
Baby Boomers: 1946-1964	51%	(390)	39%	(302)	10%	(77)	769
PID: Dem (no lean)	62%	(509)	30%	(250)	7%	(61)	820
PID: Ind (no lean)	50%	(345)	38%	(261)	12%	(82)	688
PID: Rep (no lean)	54%	(376)	37%	(258)	9%	(59)	693
PID/Gender: Dem Men	55%	(184)	34%	(114)	11%	(38)	336
PID/Gender: Dem Women	67%	(325)	28%	(136)	5%	(23)	484
PID/Gender: Ind Men	46%	(159)	39%	(138)	15%	(53)	349
PID/Gender: Ind Women	55%	(186)	36%	(123)	9%	(29)	338
PID/Gender: Rep Men	49%	(183)	41%	(154)	11%	(40)	377
PID/Gender: Rep Women	61%	(193)	33%	(104)	6%	(19)	316
Ideo: Liberal (1-3)	58%	(371)	34%	(217)	8%	(51)	639
Ideo: Moderate (4)	58%	(352)	33%	(197)	9%	(55)	604
Ideo: Conservative (5-7)	53%	(393)	39%	(291)	8%	(59)	743
Educ: < College	58%	(883)	32%	(484)	10%	(146)	1513
Educ: Bachelors degree	54%	(242)	38%	(170)	7%	(32)	444
Educ: Post-grad	43%	(106)	47%	(115)	10%	(24)	244
Income: Under 50k	54%	(627)	34%	(389)	12%	(136)	1151
Income: 50k-100k	59%	(420)	35%	(248)	7%	(49)	716
Income: 100k+	55%	(184)	40%	(132)	5%	(18)	334
Ethnicity: White	53%	(909)	38%	(647)	10%	(167)	1723
Ethnicity: Hispanic	66%	(231)	27%	(96)	7%	(23)	350
Ethnicity: Afr. Am.	73%	(200)	21%	(56)	7%	(19)	274

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
Adults	56%	(1230)	35%	(769)	9%	(202)	2201
Ethnicity: Other	60%	(122)	32%	(66)	8%	(16)	204
All Christian	56%	(589)	36%	(376)	8%	(79)	1044
All Non-Christian	46%	(51)	44%	(49)	10%	(11)	111
Atheist	45%	(48)	39%	(41)	16%	(17)	106
Agnostic/Nothing in particular	58%	(542)	32%	(303)	10%	(95)	940
Religious Non-Protestant/Catholic	48%	(70)	42%	(62)	10%	(15)	146
Evangelical	59%	(338)	34%	(192)	7%	(41)	570
Non-Evangelical	58%	(467)	34%	(271)	8%	(62)	799
Community: Urban	57%	(329)	32%	(187)	11%	(66)	581
Community: Suburban	56%	(615)	36%	(394)	8%	(82)	1092
Community: Rural	54%	(286)	35%	(187)	10%	(54)	528
Employ: Private Sector	59%	(396)	34%	(229)	8%	(51)	677
Employ: Government	47%	(48)	43%	(44)	10%	(10)	102
Employ: Self-Employed	61%	(92)	35%	(53)	4%	(7)	152
Employ: Homemaker	68%	(109)	26%	(41)	7%	(11)	161
Employ: Retired	48%	(241)	40%	(200)	12%	(59)	500
Employ: Unemployed	60%	(173)	29%	(85)	11%	(32)	290
Employ: Other	47%	(75)	37%	(58)	16%	(25)	159
Military HH: Yes	52%	(171)	36%	(121)	12%	(40)	332
Military HH: No	57%	(1059)	35%	(648)	9%	(162)	1869
RD/WT: Right Direction	55%	(426)	36%	(276)	9%	(71)	774
RD/WT: Wrong Track	56%	(804)	35%	(492)	9%	(131)	1427
Trump Job Approve	54%	(499)	37%	(344)	9%	(84)	927
Trump Job Disapprove	58%	(673)	34%	(399)	8%	(95)	1167
Trump Job Strongly Approve	52%	(269)	36%	(188)	11%	(59)	516
Trump Job Somewhat Approve	56%	(229)	38%	(156)	6%	(25)	410
Trump Job Somewhat Disapprove	51%	(134)	39%	(103)	10%	(27)	264
Trump Job Strongly Disapprove	60%	(538)	33%	(296)	8%	(68)	902
Favorable of Trump	54%	(494)	37%	(334)	9%	(81)	909
Unfavorable of Trump	58%	(675)	34%	(404)	8%	(93)	1172

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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
Adults	56%	(1230)	35%	(769)	9%	(202)	2201
Very Favorable of Trump	55%	(283)	35%	(180)	10%	(52)	515
Somewhat Favorable of Trump	53%	(211)	39%	(155)	7%	(29)	394
Somewhat Unfavorable of Trump	47%	(95)	43%	(86)	9%	(19)	199
Very Unfavorable of Trump	60%	(580)	33%	(318)	8%	(75)	973
#1 Issue: Economy	61%	(462)	32%	(238)	7%	(55)	755
#1 Issue: Security	48%	(114)	39%	(92)	13%	(32)	238
#1 Issue: Health Care	56%	(262)	34%	(161)	10%	(45)	468
#1 Issue: Medicare / Social Security	55%	(168)	35%	(109)	10%	(30)	307
#1 Issue: Women's Issues	63%	(72)	31%	(35)	6%	(7)	114
#1 Issue: Education	43%	(55)	46%	(60)	11%	(14)	129
#1 Issue: Energy	54%	(36)	38%	(25)	8%	(6)	67
#1 Issue: Other	50%	(61)	40%	(49)	10%	(12)	122
2018 House Vote: Democrat	59%	(436)	34%	(248)	7%	(49)	733
2018 House Vote: Republican	54%	(352)	38%	(246)	9%	(56)	654
2018 House Vote: Someone else	59%	(42)	32%	(23)	9%	(6)	71
2016 Vote: Hillary Clinton	57%	(377)	36%	(241)	7%	(47)	664
2016 Vote: Donald Trump	57%	(408)	35%	(251)	8%	(60)	718
2016 Vote: Other	51%	(76)	40%	(60)	9%	(13)	150
2016 Vote: Didn't Vote	55%	(369)	32%	(216)	12%	(81)	666
Voted in 2014: Yes	57%	(732)	36%	(468)	7%	(93)	1293
Voted in 2014: No	55%	(498)	33%	(301)	12%	(109)	908
2012 Vote: Barack Obama	59%	(472)	35%	(279)	6%	(49)	800
2012 Vote: Mitt Romney	53%	(278)	39%	(205)	9%	(46)	529
2012 Vote: Other	57%	(47)	33%	(28)	9%	(8)	83
2012 Vote: Didn't Vote	55%	(430)	33%	(255)	13%	(100)	785
4-Region: Northeast	56%	(222)	36%	(140)	8%	(32)	394
4-Region: Midwest	53%	(247)	37%	(171)	10%	(45)	462
4-Region: South	61%	(501)	31%	(258)	8%	(65)	825
4-Region: West	50%	(261)	38%	(199)	12%	(60)	520
Sports fan	58%	(805)	34%	(480)	8%	(106)	1391
Traveled outside of U.S. in past year 1+ times	57%	(247)	38%	(164)	6%	(25)	436

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
Adults	56% (1230)	35% (769)	9% (202)	2201
Frequent Flyer	55% (138)	39% (97)	7% (16)	251

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
Adults	47%	(1033)	36%	(792)	17%	(376)	2201
Gender: Male	42%	(444)	37%	(394)	21%	(224)	1062
Gender: Female	52%	(589)	35%	(398)	13%	(152)	1139
Age: 18-34	50%	(329)	35%	(228)	15%	(99)	655
Age: 35-44	54%	(194)	31%	(112)	14%	(52)	358
Age: 45-64	42%	(319)	38%	(287)	19%	(146)	751
Age: 65+	44%	(191)	38%	(166)	18%	(80)	436
GenZers: 1997-2012	50%	(143)	34%	(97)	16%	(47)	287
Millennials: 1981-1996	52%	(279)	34%	(184)	14%	(73)	536
GenXers: 1965-1980	51%	(275)	33%	(180)	16%	(88)	543
Baby Boomers: 1946-1964	41%	(312)	40%	(309)	19%	(148)	769
PID: Dem (no lean)	52%	(428)	32%	(266)	15%	(125)	820
PID: Ind (no lean)	43%	(296)	37%	(257)	20%	(135)	688
PID: Rep (no lean)	45%	(309)	39%	(269)	17%	(116)	693
PID/Gender: Dem Men	49%	(164)	32%	(107)	19%	(65)	336
PID/Gender: Dem Women	55%	(265)	33%	(159)	12%	(60)	484
PID/Gender: Ind Men	38%	(133)	38%	(131)	24%	(85)	349
PID/Gender: Ind Women	48%	(162)	37%	(126)	15%	(50)	338
PID/Gender: Rep Men	39%	(147)	41%	(156)	20%	(74)	377
PID/Gender: Rep Women	51%	(162)	36%	(112)	13%	(42)	316
Ideo: Liberal (1-3)	48%	(308)	35%	(223)	17%	(107)	639
Ideo: Moderate (4)	52%	(315)	35%	(209)	13%	(80)	604
Ideo: Conservative (5-7)	43%	(323)	39%	(289)	18%	(132)	743
Educ: < College	49%	(740)	34%	(514)	17%	(259)	1513
Educ: Bachelors degree	45%	(199)	39%	(174)	16%	(70)	444
Educ: Post-grad	39%	(94)	42%	(104)	19%	(46)	244
Income: Under 50k	46%	(534)	33%	(383)	20%	(234)	1151
Income: 50k-100k	49%	(348)	38%	(272)	13%	(95)	716
Income: 100k+	45%	(150)	41%	(137)	14%	(46)	334
Ethnicity: White	44%	(759)	37%	(645)	19%	(319)	1723
Ethnicity: Hispanic	52%	(182)	37%	(129)	11%	(39)	350
Ethnicity: Afr. Am.	65%	(178)	24%	(66)	11%	(30)	274

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
Adults	47%	(1033)	36%	(792)	17%	(376)	2201
Ethnicity: Other	47%	(96)	40%	(81)	13%	(27)	204
All Christian	47%	(488)	37%	(389)	16%	(167)	1044
All Non-Christian	46%	(51)	36%	(40)	18%	(20)	111
Atheist	39%	(41)	36%	(38)	25%	(27)	106
Agnostic/Nothing in particular	48%	(453)	35%	(325)	17%	(163)	940
Religious Non-Protestant/Catholic	44%	(64)	39%	(58)	17%	(25)	146
Evangelical	51%	(290)	35%	(199)	14%	(82)	570
Non-Evangelical	48%	(380)	37%	(294)	16%	(126)	799
Community: Urban	48%	(279)	35%	(201)	17%	(101)	581
Community: Suburban	46%	(503)	38%	(410)	16%	(178)	1092
Community: Rural	47%	(250)	34%	(181)	18%	(97)	528
Employ: Private Sector	50%	(340)	36%	(245)	14%	(91)	677
Employ: Government	51%	(52)	31%	(32)	17%	(18)	102
Employ: Self-Employed	52%	(78)	34%	(52)	14%	(22)	152
Employ: Homemaker	61%	(97)	28%	(45)	12%	(18)	161
Employ: Retired	39%	(195)	39%	(196)	22%	(109)	500
Employ: Unemployed	44%	(129)	35%	(102)	20%	(59)	290
Employ: Other	39%	(62)	34%	(53)	27%	(43)	159
Military HH: Yes	44%	(146)	32%	(105)	24%	(80)	332
Military HH: No	47%	(887)	37%	(687)	16%	(296)	1869
RD/WT: Right Direction	46%	(358)	36%	(279)	18%	(136)	774
RD/WT: Wrong Track	47%	(675)	36%	(513)	17%	(239)	1427
Trump Job Approve	44%	(409)	39%	(358)	17%	(160)	927
Trump Job Disapprove	50%	(581)	34%	(398)	16%	(188)	1167
Trump Job Strongly Approve	46%	(235)	35%	(183)	19%	(98)	516
Trump Job Somewhat Approve	42%	(173)	43%	(175)	15%	(62)	410
Trump Job Somewhat Disapprove	41%	(108)	45%	(119)	14%	(37)	264
Trump Job Strongly Disapprove	52%	(473)	31%	(279)	17%	(150)	902
Favorable of Trump	45%	(408)	38%	(344)	17%	(158)	909
Unfavorable of Trump	50%	(587)	34%	(399)	16%	(187)	1172

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
Adults	47%	(1033)	36%	(792)	17%	(376)	2201
Very Favorable of Trump	46%	(236)	36%	(187)	18%	(92)	515
Somewhat Favorable of Trump	44%	(172)	40%	(157)	17%	(66)	394
Somewhat Unfavorable of Trump	43%	(85)	41%	(83)	16%	(31)	199
Very Unfavorable of Trump	52%	(501)	32%	(316)	16%	(156)	973
#1 Issue: Economy	50%	(379)	34%	(253)	16%	(123)	755
#1 Issue: Security	37%	(87)	41%	(98)	22%	(52)	238
#1 Issue: Health Care	51%	(240)	32%	(151)	16%	(77)	468
#1 Issue: Medicare / Social Security	47%	(144)	34%	(106)	19%	(57)	307
#1 Issue: Women's Issues	48%	(55)	40%	(46)	12%	(14)	114
#1 Issue: Education	40%	(51)	48%	(62)	13%	(16)	129
#1 Issue: Energy	35%	(24)	48%	(32)	16%	(11)	67
#1 Issue: Other	43%	(53)	36%	(44)	21%	(25)	122
2018 House Vote: Democrat	51%	(373)	36%	(262)	13%	(98)	733
2018 House Vote: Republican	44%	(287)	39%	(257)	17%	(110)	654
2018 House Vote: Someone else	49%	(35)	31%	(22)	20%	(14)	71
2016 Vote: Hillary Clinton	50%	(332)	36%	(242)	14%	(91)	664
2016 Vote: Donald Trump	46%	(334)	37%	(264)	17%	(121)	718
2016 Vote: Other	43%	(64)	42%	(63)	16%	(23)	150
2016 Vote: Didn't Vote	45%	(302)	34%	(224)	21%	(140)	666
Voted in 2014: Yes	47%	(611)	38%	(490)	15%	(192)	1293
Voted in 2014: No	46%	(422)	33%	(302)	20%	(184)	908
2012 Vote: Barack Obama	49%	(392)	37%	(296)	14%	(112)	800
2012 Vote: Mitt Romney	44%	(233)	38%	(203)	18%	(93)	529
2012 Vote: Other	51%	(42)	32%	(26)	18%	(15)	83
2012 Vote: Didn't Vote	46%	(362)	34%	(267)	20%	(156)	785
4-Region: Northeast	46%	(181)	36%	(144)	17%	(69)	394
4-Region: Midwest	47%	(220)	35%	(162)	17%	(81)	462
4-Region: South	51%	(418)	34%	(279)	15%	(127)	825
4-Region: West	41%	(214)	40%	(207)	19%	(100)	520
Sports fan	49%	(688)	35%	(492)	15%	(211)	1391
Traveled outside of U.S. in past year 1+ times	52%	(227)	36%	(159)	12%	(50)	436

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
Adults	47% (1033)	36% (792)	17% (376)	2201
Frequent Flyer	52% (131)	37% (94)	11% (27)	251

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
Adults	9%	(191)	14%	(315)	21%	(454)	51%	(1133)	5% (108)	2201
Gender: Male	11%	(117)	17%	(181)	22%	(232)	45%	(473)	5% (58)	1062
Gender: Female	6%	(74)	12%	(133)	20%	(222)	58%	(660)	4% (50)	1139
Age: 18-34	10%	(68)	16%	(103)	23%	(149)	44%	(290)	7% (46)	655
Age: 35-44	8%	(28)	16%	(59)	21%	(74)	51%	(181)	5% (16)	358
Age: 45-64	10%	(73)	14%	(104)	21%	(155)	51%	(384)	5% (35)	751
Age: 65+	5%	(22)	11%	(48)	18%	(76)	64%	(278)	3% (11)	436
GenZers: 1997-2012	10%	(30)	13%	(37)	24%	(68)	46%	(132)	7% (20)	287
Millennials: 1981-1996	10%	(54)	18%	(97)	22%	(120)	43%	(230)	7% (35)	536
GenXers: 1965-1980	10%	(54)	14%	(74)	21%	(112)	50%	(274)	5% (29)	543
Baby Boomers: 1946-1964	7%	(50)	13%	(98)	19%	(149)	58%	(449)	3% (22)	769
PID: Dem (no lean)	6%	(49)	11%	(88)	16%	(133)	63%	(515)	4% (34)	820
PID: Ind (no lean)	7%	(51)	12%	(81)	23%	(157)	51%	(349)	7% (50)	688
PID: Rep (no lean)	13%	(91)	21%	(145)	24%	(165)	39%	(269)	3% (24)	693
PID/Gender: Dem Men	7%	(23)	16%	(55)	17%	(57)	55%	(184)	5% (17)	336
PID/Gender: Dem Women	5%	(26)	7%	(34)	16%	(76)	68%	(332)	3% (17)	484
PID/Gender: Ind Men	10%	(34)	14%	(48)	23%	(79)	47%	(163)	7% (26)	349
PID/Gender: Ind Women	5%	(17)	10%	(33)	23%	(77)	55%	(186)	7% (25)	338
PID/Gender: Rep Men	16%	(60)	21%	(79)	25%	(95)	34%	(127)	4% (16)	377
PID/Gender: Rep Women	10%	(30)	21%	(66)	22%	(69)	45%	(142)	3% (8)	316
Ideo: Liberal (1-3)	7%	(47)	10%	(65)	18%	(114)	62%	(398)	2% (14)	639
Ideo: Moderate (4)	5%	(32)	14%	(82)	19%	(117)	57%	(346)	5% (28)	604
Ideo: Conservative (5-7)	11%	(84)	19%	(142)	24%	(180)	42%	(314)	3% (24)	743
Educ: < College	9%	(138)	14%	(213)	19%	(289)	51%	(778)	6% (95)	1513
Educ: Bachelors degree	7%	(30)	14%	(64)	24%	(107)	52%	(233)	2% (11)	444
Educ: Post-grad	10%	(23)	16%	(38)	24%	(58)	50%	(122)	1% (3)	244
Income: Under 50k	9%	(101)	15%	(170)	20%	(229)	50%	(573)	7% (78)	1151
Income: 50k-100k	8%	(57)	14%	(102)	21%	(148)	54%	(386)	3% (23)	716
Income: 100k+	10%	(32)	13%	(43)	23%	(77)	52%	(174)	2% (7)	334
Ethnicity: White	9%	(162)	15%	(257)	21%	(356)	51%	(875)	4% (72)	1723
Ethnicity: Hispanic	10%	(34)	13%	(45)	14%	(50)	59%	(205)	4% (14)	350

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
Adults	9%	(191)	14%	(315)	21%	(454)	51%	(1133)	5%	(108)	2201
Ethnicity: Afr. Am.	6%	(18)	12%	(34)	22%	(59)	55%	(151)	5%	(13)	274
Ethnicity: Other	6%	(11)	11%	(23)	19%	(39)	53%	(108)	11%	(23)	204
All Christian	7%	(73)	16%	(166)	20%	(206)	55%	(572)	3%	(27)	1044
All Non-Christian	4%	(5)	13%	(15)	22%	(24)	57%	(64)	3%	(3)	111
Atheist	9%	(10)	15%	(16)	22%	(24)	53%	(56)	1%	(1)	106
Agnostic/Nothing in particular	11%	(103)	13%	(118)	21%	(200)	47%	(442)	8%	(77)	940
Religious Non-Protestant/Catholic	4%	(6)	18%	(26)	22%	(32)	54%	(79)	3%	(4)	146
Evangelical	12%	(69)	18%	(101)	21%	(122)	44%	(251)	5%	(27)	570
Non-Evangelical	7%	(55)	12%	(98)	19%	(155)	58%	(466)	3%	(25)	799
Community: Urban	10%	(55)	13%	(73)	18%	(102)	53%	(310)	7%	(41)	581
Community: Suburban	8%	(87)	14%	(152)	23%	(249)	52%	(563)	4%	(41)	1092
Community: Rural	9%	(49)	17%	(90)	20%	(103)	49%	(260)	5%	(27)	528
Employ: Private Sector	10%	(68)	18%	(123)	21%	(140)	48%	(322)	3%	(23)	677
Employ: Government	9%	(9)	21%	(21)	28%	(29)	40%	(40)	2%	(2)	102
Employ: Self-Employed	10%	(16)	17%	(26)	20%	(30)	48%	(73)	5%	(8)	152
Employ: Homemaker	3%	(5)	7%	(12)	23%	(36)	61%	(97)	6%	(10)	161
Employ: Retired	8%	(38)	11%	(56)	18%	(89)	60%	(300)	3%	(17)	500
Employ: Unemployed	9%	(25)	15%	(44)	21%	(60)	49%	(143)	6%	(18)	290
Employ: Other	15%	(24)	8%	(13)	17%	(27)	49%	(78)	11%	(17)	159
Military HH: Yes	11%	(35)	18%	(59)	17%	(57)	50%	(166)	4%	(15)	332
Military HH: No	8%	(155)	14%	(255)	21%	(398)	52%	(967)	5%	(93)	1869
RD/WT: Right Direction	10%	(80)	21%	(160)	24%	(183)	41%	(318)	4%	(33)	774
RD/WT: Wrong Track	8%	(111)	11%	(154)	19%	(272)	57%	(815)	5%	(75)	1427
Trump Job Approve	12%	(111)	20%	(186)	22%	(204)	42%	(387)	4%	(39)	927
Trump Job Disapprove	6%	(68)	10%	(113)	19%	(224)	62%	(724)	3%	(38)	1167
Trump Job Strongly Approve	18%	(91)	18%	(95)	22%	(112)	38%	(195)	4%	(22)	516
Trump Job Somewhat Approve	5%	(20)	22%	(91)	22%	(91)	47%	(192)	4%	(16)	410
Trump Job Somewhat Disapprove	6%	(16)	12%	(31)	24%	(64)	54%	(143)	4%	(11)	264
Trump Job Strongly Disapprove	6%	(53)	9%	(82)	18%	(160)	64%	(581)	3%	(27)	902

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
Adults	9%	(191)	14%	(315)	21%	(454)	51%	(1133)	5%	(108)	2201
Favorable of Trump	12%	(112)	20%	(186)	22%	(199)	41%	(377)	4%	(35)	909
Unfavorable of Trump	6%	(70)	10%	(118)	20%	(239)	61%	(711)	3%	(34)	1172
Very Favorable of Trump	17%	(90)	19%	(100)	21%	(110)	38%	(194)	4%	(21)	515
Somewhat Favorable of Trump	6%	(23)	22%	(86)	23%	(89)	46%	(183)	3%	(14)	394
Somewhat Unfavorable of Trump	7%	(13)	11%	(22)	32%	(63)	45%	(89)	6%	(12)	199
Very Unfavorable of Trump	6%	(57)	10%	(96)	18%	(176)	64%	(623)	2%	(21)	973
#1 Issue: Economy	13%	(97)	17%	(127)	21%	(160)	45%	(341)	4%	(30)	755
#1 Issue: Security	9%	(22)	18%	(42)	21%	(50)	43%	(102)	9%	(21)	238
#1 Issue: Health Care	5%	(23)	11%	(49)	20%	(93)	60%	(283)	4%	(20)	468
#1 Issue: Medicare / Social Security	5%	(14)	13%	(41)	20%	(61)	58%	(180)	4%	(12)	307
#1 Issue: Women's Issues	12%	(13)	11%	(13)	19%	(21)	54%	(62)	4%	(5)	114
#1 Issue: Education	7%	(9)	14%	(18)	26%	(34)	42%	(54)	11%	(15)	129
#1 Issue: Energy	5%	(3)	9%	(6)	26%	(17)	60%	(40)	—	(0)	67
#1 Issue: Other	7%	(8)	14%	(17)	15%	(19)	59%	(72)	5%	(6)	122
2018 House Vote: Democrat	5%	(39)	11%	(83)	18%	(135)	62%	(456)	3%	(20)	733
2018 House Vote: Republican	13%	(86)	20%	(133)	22%	(144)	42%	(277)	2%	(15)	654
2018 House Vote: Someone else	8%	(6)	16%	(12)	26%	(19)	44%	(32)	5%	(4)	71
2016 Vote: Hillary Clinton	5%	(32)	11%	(71)	19%	(126)	63%	(419)	2%	(16)	664
2016 Vote: Donald Trump	12%	(88)	20%	(144)	20%	(145)	45%	(322)	3%	(19)	718
2016 Vote: Other	8%	(12)	13%	(19)	32%	(48)	43%	(65)	5%	(7)	150
2016 Vote: Didn't Vote	9%	(60)	12%	(80)	20%	(135)	49%	(325)	10%	(66)	666
Voted in 2014: Yes	8%	(107)	15%	(198)	21%	(265)	53%	(687)	3%	(35)	1293
Voted in 2014: No	9%	(84)	13%	(116)	21%	(189)	49%	(446)	8%	(73)	908
2012 Vote: Barack Obama	5%	(41)	11%	(91)	21%	(166)	60%	(479)	3%	(24)	800
2012 Vote: Mitt Romney	11%	(60)	20%	(107)	22%	(119)	44%	(232)	2%	(10)	529
2012 Vote: Other	17%	(14)	20%	(16)	24%	(19)	38%	(31)	2%	(2)	83
2012 Vote: Didn't Vote	10%	(76)	13%	(99)	19%	(151)	50%	(389)	9%	(70)	785

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
Adults	9%	(191)	14%	(315)	21%	(454)	51%	(1133)	5%	(108)	2201
4-Region: Northeast	7%	(29)	11%	(44)	21%	(84)	55%	(216)	5%	(21)	394
4-Region: Midwest	8%	(39)	16%	(76)	23%	(105)	48%	(221)	5%	(22)	462
4-Region: South	8%	(68)	16%	(131)	21%	(172)	50%	(415)	5%	(40)	825
4-Region: West	11%	(56)	12%	(64)	18%	(94)	54%	(281)	5%	(25)	520
Sports fan	8%	(114)	16%	(224)	22%	(302)	51%	(705)	3%	(46)	1391
Traveled outside of U.S. in past year 1+ times	10%	(44)	17%	(73)	21%	(90)	50%	(219)	2%	(11)	436
Frequent Flyer	11%	(28)	19%	(47)	26%	(65)	42%	(104)	3%	(6)	251

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
Adults	7%	(156)	9%	(197)	13%	(293)	63%	(1389)	8%	(165)	2201
Gender: Male	9%	(92)	11%	(116)	14%	(145)	58%	(619)	9%	(91)	1062
Gender: Female	6%	(64)	7%	(81)	13%	(148)	68%	(771)	7%	(75)	1139
Age: 18-34	11%	(69)	11%	(73)	15%	(97)	55%	(362)	8%	(54)	655
Age: 35-44	6%	(23)	9%	(33)	15%	(55)	61%	(219)	8%	(28)	358
Age: 45-64	7%	(49)	9%	(70)	14%	(107)	62%	(466)	8%	(59)	751
Age: 65+	3%	(15)	5%	(21)	8%	(34)	78%	(343)	5%	(24)	436
GenZers: 1997-2012	10%	(30)	9%	(27)	15%	(44)	57%	(164)	8%	(22)	287
Millennials: 1981-1996	10%	(54)	12%	(65)	16%	(87)	54%	(287)	8%	(44)	536
GenXers: 1965-1980	7%	(38)	10%	(52)	14%	(76)	60%	(325)	10%	(52)	543
Baby Boomers: 1946-1964	4%	(32)	7%	(51)	11%	(85)	72%	(557)	6%	(44)	769
PID: Dem (no lean)	5%	(42)	7%	(54)	11%	(89)	72%	(588)	6%	(47)	820
PID: Ind (no lean)	7%	(45)	7%	(51)	15%	(103)	61%	(417)	10%	(72)	688
PID: Rep (no lean)	10%	(69)	13%	(92)	15%	(102)	55%	(385)	7%	(46)	693
PID/Gender: Dem Men	7%	(22)	9%	(30)	12%	(40)	67%	(224)	6%	(20)	336
PID/Gender: Dem Women	4%	(20)	5%	(24)	10%	(49)	75%	(364)	6%	(27)	484
PID/Gender: Ind Men	8%	(27)	9%	(32)	15%	(51)	57%	(199)	11%	(40)	349
PID/Gender: Ind Women	5%	(18)	6%	(19)	15%	(52)	64%	(218)	10%	(32)	338
PID/Gender: Rep Men	11%	(43)	14%	(54)	14%	(54)	52%	(196)	8%	(31)	377
PID/Gender: Rep Women	8%	(26)	12%	(38)	15%	(48)	60%	(189)	5%	(15)	316
Ideo: Liberal (1-3)	8%	(48)	6%	(39)	12%	(75)	70%	(446)	5%	(31)	639
Ideo: Moderate (4)	4%	(27)	8%	(46)	13%	(77)	68%	(413)	7%	(41)	604
Ideo: Conservative (5-7)	8%	(60)	13%	(96)	15%	(112)	59%	(436)	5%	(39)	743
Educ: < College	8%	(117)	9%	(129)	12%	(181)	63%	(946)	9%	(140)	1513
Educ: Bachelors degree	5%	(22)	11%	(50)	15%	(65)	66%	(293)	3%	(13)	444
Educ: Post-grad	7%	(17)	7%	(18)	19%	(48)	61%	(150)	5%	(12)	244
Income: Under 50k	7%	(83)	9%	(104)	12%	(139)	62%	(711)	10%	(113)	1151
Income: 50k-100k	7%	(49)	9%	(64)	13%	(95)	66%	(472)	5%	(37)	716
Income: 100k+	7%	(24)	9%	(29)	18%	(59)	62%	(206)	5%	(16)	334
Ethnicity: White	8%	(134)	9%	(160)	14%	(234)	63%	(1080)	7%	(114)	1723
Ethnicity: Hispanic	9%	(32)	10%	(36)	10%	(36)	65%	(226)	6%	(20)	350

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
Adults	7%	(156)	9%	(197)	13%	(293)	63%	(1389)	8%	(165)	2201
Ethnicity: Afr. Am.	5%	(14)	8%	(22)	13%	(36)	64%	(177)	9%	(25)	274
Ethnicity: Other	4%	(8)	7%	(15)	11%	(23)	65%	(133)	13%	(26)	204
All Christian	5%	(53)	10%	(103)	13%	(138)	67%	(697)	5%	(54)	1044
All Non-Christian	5%	(5)	8%	(9)	15%	(16)	67%	(74)	5%	(6)	111
Atheist	8%	(9)	8%	(8)	19%	(20)	62%	(66)	3%	(3)	106
Agnostic/Nothing in particular	9%	(89)	8%	(78)	13%	(119)	59%	(552)	11%	(102)	940
Religious Non-Protestant/Catholic	5%	(7)	11%	(15)	13%	(18)	67%	(98)	5%	(7)	146
Evangelical	9%	(53)	11%	(65)	15%	(83)	56%	(321)	8%	(48)	570
Non-Evangelical	5%	(38)	8%	(65)	13%	(103)	69%	(554)	5%	(40)	799
Community: Urban	8%	(48)	7%	(39)	15%	(85)	61%	(352)	10%	(57)	581
Community: Suburban	6%	(67)	9%	(99)	13%	(146)	66%	(718)	6%	(62)	1092
Community: Rural	8%	(41)	11%	(59)	12%	(62)	60%	(319)	9%	(47)	528
Employ: Private Sector	10%	(68)	12%	(80)	15%	(101)	58%	(390)	6%	(38)	677
Employ: Government	7%	(7)	7%	(7)	21%	(21)	60%	(61)	6%	(6)	102
Employ: Self-Employed	9%	(14)	7%	(11)	12%	(18)	66%	(100)	6%	(10)	152
Employ: Homemaker	1%	(2)	7%	(12)	11%	(18)	72%	(115)	9%	(14)	161
Employ: Retired	4%	(20)	7%	(34)	9%	(47)	73%	(366)	7%	(33)	500
Employ: Unemployed	9%	(27)	8%	(23)	14%	(41)	61%	(176)	8%	(23)	290
Employ: Other	9%	(14)	6%	(10)	15%	(24)	53%	(84)	17%	(27)	159
Military HH: Yes	7%	(23)	10%	(34)	15%	(49)	61%	(202)	7%	(23)	332
Military HH: No	7%	(133)	9%	(163)	13%	(244)	64%	(1187)	8%	(142)	1869
RD/WT: Right Direction	9%	(66)	13%	(98)	16%	(126)	56%	(432)	7%	(52)	774
RD/WT: Wrong Track	6%	(90)	7%	(99)	12%	(167)	67%	(957)	8%	(113)	1427
Trump Job Approve	9%	(82)	13%	(120)	15%	(142)	56%	(520)	7%	(62)	927
Trump Job Disapprove	5%	(63)	6%	(68)	11%	(127)	72%	(843)	6%	(65)	1167
Trump Job Strongly Approve	13%	(66)	14%	(70)	14%	(70)	54%	(279)	6%	(32)	516
Trump Job Somewhat Approve	4%	(16)	12%	(50)	18%	(73)	59%	(241)	7%	(30)	410
Trump Job Somewhat Disapprove	5%	(14)	8%	(20)	15%	(40)	64%	(169)	8%	(21)	264
Trump Job Strongly Disapprove	5%	(49)	5%	(48)	10%	(87)	75%	(674)	5%	(44)	902

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
Adults	7%	(156)	9%	(197)	13%	(293)	63%	(1389)	8%	(165)	2201
Favorable of Trump	9%	(84)	13%	(120)	15%	(140)	56%	(505)	7%	(60)	909
Unfavorable of Trump	6%	(69)	6%	(68)	12%	(140)	72%	(839)	5%	(55)	1172
Very Favorable of Trump	13%	(65)	14%	(72)	14%	(71)	53%	(273)	6%	(33)	515
Somewhat Favorable of Trump	5%	(19)	12%	(48)	17%	(68)	59%	(232)	7%	(27)	394
Somewhat Unfavorable of Trump	6%	(12)	8%	(17)	17%	(35)	59%	(118)	9%	(18)	199
Very Unfavorable of Trump	6%	(57)	5%	(51)	11%	(105)	74%	(722)	4%	(38)	973
#1 Issue: Economy	11%	(86)	11%	(86)	13%	(100)	58%	(436)	6%	(47)	755
#1 Issue: Security	7%	(16)	10%	(23)	15%	(36)	57%	(134)	12%	(28)	238
#1 Issue: Health Care	4%	(18)	7%	(35)	11%	(49)	72%	(337)	6%	(28)	468
#1 Issue: Medicare / Social Security	3%	(8)	5%	(17)	14%	(43)	72%	(221)	6%	(19)	307
#1 Issue: Women's Issues	11%	(13)	9%	(10)	8%	(9)	65%	(74)	7%	(8)	114
#1 Issue: Education	5%	(6)	12%	(16)	21%	(27)	49%	(63)	14%	(17)	129
#1 Issue: Energy	8%	(6)	5%	(3)	21%	(14)	66%	(44)	—	(0)	67
#1 Issue: Other	3%	(3)	6%	(7)	12%	(15)	66%	(81)	14%	(17)	122
2018 House Vote: Democrat	5%	(36)	6%	(45)	11%	(79)	74%	(543)	4%	(31)	733
2018 House Vote: Republican	9%	(57)	14%	(91)	14%	(91)	58%	(377)	6%	(38)	654
2018 House Vote: Someone else	9%	(6)	13%	(9)	15%	(10)	52%	(37)	12%	(8)	71
2016 Vote: Hillary Clinton	4%	(27)	8%	(51)	11%	(75)	73%	(484)	4%	(27)	664
2016 Vote: Donald Trump	8%	(56)	13%	(90)	13%	(95)	60%	(429)	7%	(48)	718
2016 Vote: Other	8%	(11)	4%	(6)	19%	(28)	63%	(94)	6%	(10)	150
2016 Vote: Didn't Vote	9%	(62)	7%	(50)	14%	(95)	57%	(380)	12%	(80)	666
Voted in 2014: Yes	6%	(80)	10%	(124)	12%	(159)	66%	(857)	6%	(73)	1293
Voted in 2014: No	8%	(76)	8%	(73)	15%	(134)	59%	(533)	10%	(92)	908
2012 Vote: Barack Obama	4%	(29)	7%	(55)	11%	(91)	72%	(578)	6%	(46)	800
2012 Vote: Mitt Romney	7%	(40)	13%	(70)	13%	(70)	60%	(319)	6%	(31)	529
2012 Vote: Other	13%	(10)	8%	(7)	20%	(17)	53%	(44)	6%	(5)	83
2012 Vote: Didn't Vote	10%	(77)	8%	(66)	15%	(116)	57%	(446)	10%	(81)	785

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
Adults	7%	(156)	9%	(197)	13%	(293)	63%	(1389)	8%	(165)	2201
4-Region: Northeast	5%	(21)	7%	(28)	16%	(61)	65%	(255)	7%	(29)	394
4-Region: Midwest	6%	(30)	11%	(51)	15%	(70)	60%	(277)	7%	(35)	462
4-Region: South	7%	(55)	9%	(76)	12%	(101)	64%	(528)	8%	(65)	825
4-Region: West	10%	(51)	8%	(42)	12%	(61)	63%	(330)	7%	(37)	520
Sports fan	7%	(102)	11%	(148)	14%	(193)	62%	(868)	6%	(79)	1391
Traveled outside of U.S. in past year 1+ times	10%	(43)	10%	(44)	15%	(67)	61%	(265)	4%	(16)	436
Frequent Flyer	10%	(26)	11%	(27)	17%	(43)	57%	(143)	5%	(12)	251

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
Adults	6%	(140)	6%	(129)	11%	(241)	69%	(1528)	7%	(162)	2201
Gender: Male	8%	(88)	8%	(82)	11%	(116)	64%	(682)	9%	(95)	1062
Gender: Female	5%	(53)	4%	(47)	11%	(125)	74%	(846)	6%	(67)	1139
Age: 18-34	10%	(62)	5%	(34)	15%	(96)	63%	(413)	8%	(50)	655
Age: 35-44	5%	(19)	8%	(27)	12%	(42)	68%	(244)	7%	(25)	358
Age: 45-64	6%	(47)	7%	(54)	10%	(73)	69%	(515)	8%	(63)	751
Age: 65+	3%	(13)	3%	(14)	7%	(29)	82%	(356)	6%	(24)	436
GenZers: 1997-2012	8%	(23)	2%	(6)	13%	(36)	68%	(195)	9%	(27)	287
Millennials: 1981-1996	9%	(51)	8%	(41)	16%	(85)	60%	(324)	6%	(35)	536
GenXers: 1965-1980	7%	(38)	8%	(43)	10%	(54)	66%	(357)	9%	(51)	543
Baby Boomers: 1946-1964	3%	(25)	5%	(36)	8%	(64)	78%	(598)	6%	(45)	769
PID: Dem (no lean)	4%	(32)	4%	(32)	10%	(85)	75%	(617)	6%	(53)	820
PID: Ind (no lean)	6%	(42)	4%	(28)	11%	(75)	70%	(480)	9%	(62)	688
PID: Rep (no lean)	10%	(66)	10%	(69)	12%	(81)	62%	(430)	7%	(47)	693
PID/Gender: Dem Men	6%	(20)	5%	(16)	11%	(37)	70%	(234)	9%	(29)	336
PID/Gender: Dem Women	2%	(11)	3%	(16)	10%	(49)	79%	(383)	5%	(25)	484
PID/Gender: Ind Men	8%	(27)	6%	(20)	9%	(31)	68%	(237)	10%	(34)	349
PID/Gender: Ind Women	4%	(15)	2%	(8)	13%	(44)	72%	(243)	8%	(28)	338
PID/Gender: Rep Men	11%	(40)	12%	(46)	13%	(49)	56%	(210)	9%	(32)	377
PID/Gender: Rep Women	8%	(27)	7%	(22)	10%	(32)	70%	(220)	5%	(15)	316
Ideo: Liberal (1-3)	5%	(32)	3%	(21)	11%	(67)	77%	(490)	4%	(28)	639
Ideo: Moderate (4)	6%	(34)	5%	(28)	10%	(59)	73%	(438)	7%	(45)	604
Ideo: Conservative (5-7)	7%	(50)	9%	(70)	12%	(92)	65%	(485)	6%	(46)	743
Educ: < College	7%	(104)	5%	(82)	10%	(156)	68%	(1028)	9%	(142)	1513
Educ: Bachelors degree	4%	(19)	6%	(27)	12%	(53)	74%	(329)	4%	(16)	444
Educ: Post-grad	7%	(17)	8%	(20)	13%	(32)	70%	(171)	2%	(4)	244
Income: Under 50k	6%	(74)	6%	(68)	11%	(122)	67%	(769)	10%	(118)	1151
Income: 50k-100k	6%	(40)	6%	(43)	11%	(79)	73%	(520)	5%	(35)	716
Income: 100k+	8%	(26)	5%	(18)	12%	(41)	72%	(240)	3%	(9)	334
Ethnicity: White	7%	(118)	6%	(111)	11%	(188)	70%	(1198)	6%	(108)	1723
Ethnicity: Hispanic	7%	(26)	5%	(17)	12%	(42)	70%	(246)	5%	(19)	350

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
Adults	6%	(140)	6%	(129)	11%	(241)	69%	(1528)	7%	(162)	2201
Ethnicity: Afr. Am.	5%	(14)	5%	(15)	11%	(31)	69%	(189)	9%	(26)	274
Ethnicity: Other	4%	(8)	2%	(3)	11%	(22)	69%	(141)	14%	(28)	204
All Christian	5%	(48)	6%	(58)	11%	(115)	74%	(770)	5%	(53)	1044
All Non-Christian	5%	(5)	6%	(7)	13%	(15)	72%	(80)	4%	(4)	111
Atheist	6%	(7)	5%	(5)	13%	(14)	71%	(76)	5%	(5)	106
Agnostic/Nothing in particular	9%	(80)	6%	(59)	10%	(98)	64%	(603)	11%	(100)	940
Religious Non-Protestant/Catholic	5%	(8)	5%	(7)	12%	(18)	73%	(107)	5%	(7)	146
Evangelical	7%	(42)	8%	(47)	12%	(69)	64%	(367)	8%	(45)	570
Non-Evangelical	4%	(34)	6%	(45)	10%	(77)	75%	(601)	5%	(42)	799
Community: Urban	5%	(31)	5%	(26)	13%	(74)	67%	(392)	10%	(58)	581
Community: Suburban	6%	(70)	6%	(67)	10%	(111)	72%	(780)	6%	(64)	1092
Community: Rural	7%	(40)	7%	(35)	11%	(57)	67%	(356)	8%	(41)	528
Employ: Private Sector	10%	(66)	8%	(52)	12%	(79)	66%	(446)	5%	(35)	677
Employ: Government	6%	(6)	8%	(9)	11%	(11)	73%	(75)	2%	(2)	102
Employ: Self-Employed	8%	(13)	7%	(10)	13%	(20)	63%	(96)	8%	(13)	152
Employ: Homemaker	1%	(2)	5%	(8)	12%	(19)	73%	(117)	9%	(15)	161
Employ: Retired	4%	(18)	5%	(23)	8%	(41)	77%	(386)	6%	(32)	500
Employ: Unemployed	4%	(12)	5%	(14)	13%	(38)	69%	(201)	9%	(25)	290
Employ: Other	12%	(19)	6%	(10)	5%	(8)	59%	(94)	17%	(28)	159
Military HH: Yes	6%	(19)	8%	(26)	13%	(43)	68%	(227)	5%	(17)	332
Military HH: No	6%	(121)	6%	(103)	11%	(199)	70%	(1301)	8%	(145)	1869
RD/WT: Right Direction	8%	(58)	10%	(79)	15%	(113)	61%	(469)	7%	(54)	774
RD/WT: Wrong Track	6%	(82)	3%	(49)	9%	(128)	74%	(1059)	8%	(108)	1427
Trump Job Approve	8%	(74)	9%	(86)	13%	(117)	62%	(577)	8%	(73)	927
Trump Job Disapprove	5%	(54)	3%	(35)	9%	(108)	78%	(908)	5%	(61)	1167
Trump Job Strongly Approve	11%	(59)	10%	(54)	11%	(58)	60%	(309)	7%	(36)	516
Trump Job Somewhat Approve	4%	(15)	8%	(32)	14%	(59)	65%	(268)	9%	(37)	410
Trump Job Somewhat Disapprove	5%	(13)	5%	(14)	13%	(34)	70%	(185)	7%	(18)	264
Trump Job Strongly Disapprove	5%	(41)	2%	(21)	8%	(74)	80%	(722)	5%	(43)	902

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
Adults	6%	(140)	6%	(129)	11%	(241)	69%	(1528)	7%	(162)	2201
Favorable of Trump	8%	(73)	9%	(84)	13%	(118)	62%	(568)	7%	(67)	909
Unfavorable of Trump	5%	(59)	3%	(39)	9%	(108)	77%	(907)	5%	(59)	1172
Very Favorable of Trump	11%	(56)	10%	(52)	12%	(64)	60%	(310)	7%	(34)	515
Somewhat Favorable of Trump	4%	(17)	8%	(32)	14%	(54)	65%	(258)	8%	(33)	394
Somewhat Unfavorable of Trump	7%	(13)	6%	(11)	14%	(28)	63%	(126)	10%	(21)	199
Very Unfavorable of Trump	5%	(46)	3%	(28)	8%	(80)	80%	(781)	4%	(38)	973
#1 Issue: Economy	11%	(80)	7%	(56)	12%	(90)	65%	(488)	5%	(41)	755
#1 Issue: Security	5%	(12)	7%	(18)	14%	(32)	62%	(147)	12%	(29)	238
#1 Issue: Health Care	4%	(18)	3%	(16)	7%	(34)	79%	(372)	6%	(28)	468
#1 Issue: Medicare / Social Security	2%	(7)	6%	(19)	9%	(26)	75%	(231)	8%	(25)	307
#1 Issue: Women's Issues	8%	(9)	5%	(5)	15%	(17)	64%	(73)	8%	(9)	114
#1 Issue: Education	6%	(8)	9%	(12)	17%	(23)	52%	(67)	14%	(19)	129
#1 Issue: Energy	5%	(3)	2%	(1)	12%	(8)	81%	(54)	—	(0)	67
#1 Issue: Other	2%	(3)	2%	(2)	9%	(11)	78%	(96)	9%	(11)	122
2018 House Vote: Democrat	3%	(25)	3%	(25)	9%	(67)	79%	(578)	5%	(37)	733
2018 House Vote: Republican	9%	(56)	10%	(62)	11%	(75)	65%	(423)	6%	(38)	654
2018 House Vote: Someone else	6%	(4)	10%	(7)	20%	(14)	54%	(39)	10%	(7)	71
2016 Vote: Hillary Clinton	4%	(26)	4%	(28)	8%	(56)	78%	(521)	5%	(33)	664
2016 Vote: Donald Trump	8%	(58)	9%	(68)	11%	(81)	65%	(467)	6%	(44)	718
2016 Vote: Other	3%	(5)	2%	(4)	15%	(23)	71%	(106)	8%	(13)	150
2016 Vote: Didn't Vote	8%	(52)	4%	(29)	12%	(81)	65%	(432)	11%	(72)	666
Voted in 2014: Yes	6%	(76)	7%	(88)	10%	(131)	71%	(923)	6%	(75)	1293
Voted in 2014: No	7%	(64)	4%	(40)	12%	(111)	67%	(605)	10%	(87)	908
2012 Vote: Barack Obama	4%	(31)	4%	(35)	10%	(78)	76%	(611)	6%	(44)	800
2012 Vote: Mitt Romney	7%	(38)	9%	(47)	11%	(59)	67%	(352)	6%	(33)	529
2012 Vote: Other	13%	(10)	9%	(7)	12%	(10)	63%	(52)	4%	(3)	83
2012 Vote: Didn't Vote	8%	(61)	5%	(40)	12%	(94)	65%	(511)	10%	(80)	785

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
Adults	6%	(140)	6%	(129)	11%	(241)	69%	(1528)	7%	(162)	2201
4-Region: Northeast	6%	(24)	5%	(20)	11%	(43)	72%	(283)	6%	(24)	394
4-Region: Midwest	7%	(33)	6%	(28)	10%	(48)	68%	(315)	8%	(39)	462
4-Region: South	5%	(42)	6%	(52)	12%	(97)	70%	(574)	7%	(60)	825
4-Region: West	8%	(41)	6%	(29)	10%	(54)	68%	(356)	8%	(40)	520
Sports fan	7%	(98)	7%	(97)	12%	(162)	69%	(957)	6%	(77)	1391
Traveled outside of U.S. in past year 1+ times	9%	(38)	6%	(24)	11%	(50)	71%	(309)	3%	(15)	436
Frequent Flyer	12%	(30)	8%	(20)	11%	(28)	66%	(166)	3%	(8)	251

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
Adults	8%	(168)	15%	(328)	19%	(424)	53%	(1169)	5%	(113)	2201
Gender: Male	10%	(102)	18%	(193)	20%	(211)	46%	(493)	6%	(63)	1062
Gender: Female	6%	(66)	12%	(134)	19%	(213)	59%	(676)	4%	(51)	1139
Age: 18-34	9%	(57)	17%	(111)	20%	(134)	47%	(308)	7%	(46)	655
Age: 35-44	8%	(27)	14%	(51)	20%	(72)	52%	(187)	6%	(20)	358
Age: 45-64	8%	(61)	16%	(119)	19%	(145)	52%	(391)	5%	(35)	751
Age: 65+	5%	(22)	11%	(46)	17%	(73)	65%	(283)	3%	(12)	436
GenZers: 1997-2012	4%	(12)	18%	(50)	22%	(64)	49%	(139)	7%	(21)	287
Millennials: 1981-1996	12%	(63)	16%	(87)	20%	(105)	46%	(245)	7%	(36)	536
GenXers: 1965-1980	9%	(46)	13%	(72)	21%	(114)	52%	(280)	6%	(31)	543
Baby Boomers: 1946-1964	6%	(43)	14%	(107)	17%	(133)	60%	(461)	3%	(25)	769
PID: Dem (no lean)	6%	(48)	10%	(85)	18%	(144)	61%	(504)	5%	(39)	820
PID: Ind (no lean)	7%	(49)	13%	(86)	23%	(156)	50%	(343)	8%	(53)	688
PID: Rep (no lean)	10%	(71)	23%	(156)	18%	(124)	46%	(321)	3%	(22)	693
PID/Gender: Dem Men	8%	(28)	14%	(49)	18%	(62)	53%	(178)	6%	(19)	336
PID/Gender: Dem Women	4%	(21)	8%	(36)	17%	(82)	67%	(326)	4%	(20)	484
PID/Gender: Ind Men	9%	(31)	15%	(54)	23%	(82)	43%	(152)	9%	(31)	349
PID/Gender: Ind Women	5%	(17)	10%	(33)	22%	(75)	57%	(192)	6%	(22)	338
PID/Gender: Rep Men	11%	(43)	24%	(91)	18%	(68)	43%	(163)	3%	(13)	377
PID/Gender: Rep Women	9%	(28)	21%	(65)	18%	(56)	50%	(158)	3%	(9)	316
Ideo: Liberal (1-3)	6%	(41)	10%	(64)	19%	(121)	62%	(397)	2%	(16)	639
Ideo: Moderate (4)	5%	(31)	13%	(79)	21%	(125)	55%	(331)	6%	(38)	604
Ideo: Conservative (5-7)	9%	(70)	21%	(155)	19%	(138)	48%	(360)	3%	(20)	743
Educ: < College	8%	(126)	14%	(215)	18%	(276)	53%	(797)	7%	(100)	1513
Educ: Bachelors degree	5%	(20)	17%	(74)	22%	(96)	55%	(243)	2%	(10)	444
Educ: Post-grad	9%	(22)	16%	(39)	21%	(52)	53%	(129)	1%	(3)	244
Income: Under 50k	8%	(97)	15%	(168)	19%	(223)	51%	(587)	7%	(77)	1151
Income: 50k-100k	6%	(44)	16%	(113)	19%	(139)	55%	(394)	4%	(26)	716
Income: 100k+	8%	(26)	14%	(47)	19%	(62)	56%	(188)	3%	(10)	334
Ethnicity: White	8%	(138)	16%	(271)	19%	(324)	53%	(910)	5%	(80)	1723
Ethnicity: Hispanic	10%	(35)	14%	(48)	17%	(61)	54%	(190)	4%	(16)	350

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
Adults	8%	(168)	15%	(328)	19%	(424)	53%	(1169)	5%	(113)	2201
Ethnicity: Afr. Am.	7%	(20)	11%	(30)	21%	(58)	55%	(150)	6%	(16)	274
Ethnicity: Other	5%	(10)	13%	(26)	21%	(42)	53%	(109)	8%	(17)	204
All Christian	7%	(76)	16%	(166)	19%	(200)	55%	(573)	3%	(29)	1044
All Non-Christian	2%	(2)	18%	(20)	19%	(22)	56%	(62)	5%	(5)	111
Atheist	7%	(8)	12%	(13)	28%	(29)	51%	(54)	2%	(2)	106
Agnostic/Nothing in particular	9%	(81)	14%	(129)	18%	(173)	51%	(479)	8%	(78)	940
Religious Non-Protestant/Catholic	3%	(5)	17%	(25)	20%	(29)	56%	(82)	4%	(6)	146
Evangelical	9%	(52)	18%	(102)	20%	(114)	47%	(268)	6%	(34)	570
Non-Evangelical	7%	(59)	14%	(111)	19%	(149)	57%	(456)	3%	(24)	799
Community: Urban	7%	(41)	14%	(84)	16%	(95)	55%	(317)	7%	(43)	581
Community: Suburban	7%	(81)	14%	(156)	20%	(221)	54%	(591)	4%	(42)	1092
Community: Rural	8%	(45)	17%	(87)	20%	(108)	49%	(261)	5%	(27)	528
Employ: Private Sector	9%	(64)	18%	(122)	18%	(121)	51%	(345)	4%	(25)	677
Employ: Government	7%	(7)	20%	(20)	25%	(26)	46%	(47)	2%	(2)	102
Employ: Self-Employed	11%	(17)	13%	(20)	18%	(27)	51%	(78)	7%	(11)	152
Employ: Homemaker	3%	(5)	9%	(14)	20%	(32)	63%	(101)	6%	(9)	161
Employ: Retired	5%	(26)	13%	(65)	17%	(85)	61%	(304)	4%	(19)	500
Employ: Unemployed	9%	(25)	13%	(39)	22%	(64)	48%	(139)	8%	(23)	290
Employ: Other	12%	(20)	16%	(26)	20%	(32)	42%	(67)	9%	(15)	159
Military HH: Yes	9%	(29)	17%	(56)	20%	(67)	50%	(164)	5%	(15)	332
Military HH: No	7%	(139)	15%	(272)	19%	(357)	54%	(1004)	5%	(98)	1869
RD/WT: Right Direction	9%	(70)	20%	(153)	20%	(156)	46%	(355)	5%	(39)	774
RD/WT: Wrong Track	7%	(98)	12%	(174)	19%	(267)	57%	(814)	5%	(74)	1427
Trump Job Approve	10%	(88)	21%	(192)	19%	(172)	47%	(431)	5%	(44)	927
Trump Job Disapprove	6%	(69)	10%	(120)	20%	(229)	61%	(711)	3%	(38)	1167
Trump Job Strongly Approve	14%	(74)	21%	(107)	17%	(88)	43%	(220)	5%	(28)	516
Trump Job Somewhat Approve	4%	(15)	21%	(85)	20%	(84)	51%	(211)	4%	(16)	410
Trump Job Somewhat Disapprove	5%	(14)	16%	(42)	24%	(63)	51%	(134)	4%	(11)	264
Trump Job Strongly Disapprove	6%	(55)	9%	(77)	18%	(166)	64%	(577)	3%	(27)	902

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
Adults	8%	(168)	15%	(328)	19%	(424)	53%	(1169)	5%	(113)	2201
Favorable of Trump	10%	(89)	21%	(190)	19%	(171)	46%	(419)	4%	(40)	909
Unfavorable of Trump	6%	(67)	11%	(123)	21%	(243)	60%	(701)	3%	(38)	1172
Very Favorable of Trump	14%	(70)	22%	(114)	17%	(86)	43%	(221)	5%	(25)	515
Somewhat Favorable of Trump	5%	(19)	19%	(76)	22%	(85)	50%	(199)	4%	(15)	394
Somewhat Unfavorable of Trump	5%	(9)	14%	(29)	29%	(58)	45%	(89)	7%	(14)	199
Very Unfavorable of Trump	6%	(57)	10%	(95)	19%	(185)	63%	(612)	3%	(24)	973
#1 Issue: Economy	11%	(81)	17%	(132)	21%	(156)	47%	(356)	4%	(30)	755
#1 Issue: Security	9%	(21)	15%	(36)	23%	(55)	45%	(107)	8%	(19)	238
#1 Issue: Health Care	5%	(22)	10%	(47)	16%	(77)	64%	(300)	5%	(23)	468
#1 Issue: Medicare / Social Security	5%	(15)	14%	(44)	20%	(62)	55%	(170)	5%	(16)	307
#1 Issue: Women's Issues	9%	(10)	14%	(15)	18%	(20)	57%	(65)	3%	(3)	114
#1 Issue: Education	7%	(9)	11%	(14)	22%	(29)	48%	(62)	12%	(15)	129
#1 Issue: Energy	5%	(3)	21%	(14)	14%	(9)	59%	(39)	2%	(1)	67
#1 Issue: Other	5%	(6)	21%	(26)	13%	(16)	56%	(69)	5%	(6)	122
2018 House Vote: Democrat	6%	(41)	10%	(72)	19%	(142)	63%	(459)	3%	(20)	733
2018 House Vote: Republican	10%	(68)	23%	(150)	17%	(113)	46%	(303)	3%	(20)	654
2018 House Vote: Someone else	11%	(8)	8%	(6)	25%	(18)	50%	(36)	6%	(4)	71
2016 Vote: Hillary Clinton	6%	(39)	9%	(63)	21%	(142)	61%	(408)	2%	(13)	664
2016 Vote: Donald Trump	10%	(72)	22%	(157)	16%	(117)	49%	(349)	3%	(23)	718
2016 Vote: Other	5%	(8)	15%	(23)	22%	(33)	52%	(78)	5%	(8)	150
2016 Vote: Didn't Vote	7%	(49)	13%	(84)	20%	(132)	50%	(331)	10%	(70)	666
Voted in 2014: Yes	8%	(104)	16%	(203)	18%	(234)	55%	(706)	4%	(46)	1293
Voted in 2014: No	7%	(64)	14%	(124)	21%	(189)	51%	(463)	7%	(68)	908
2012 Vote: Barack Obama	6%	(47)	10%	(84)	21%	(168)	59%	(474)	3%	(27)	800
2012 Vote: Mitt Romney	9%	(48)	22%	(118)	17%	(89)	49%	(259)	3%	(15)	529
2012 Vote: Other	16%	(13)	18%	(15)	21%	(17)	40%	(33)	5%	(4)	83
2012 Vote: Didn't Vote	8%	(59)	14%	(111)	19%	(149)	51%	(400)	8%	(65)	785

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
Adults	8%	(168)	15%	(328)	19%	(424)	53%	(1169)	5%	(113)	2201
4-Region: Northeast	7%	(26)	13%	(50)	20%	(80)	55%	(217)	6%	(22)	394
4-Region: Midwest	7%	(34)	17%	(78)	22%	(101)	47%	(219)	7%	(31)	462
4-Region: South	8%	(64)	15%	(120)	19%	(156)	54%	(447)	4%	(36)	825
4-Region: West	8%	(44)	15%	(80)	17%	(86)	55%	(287)	5%	(24)	520
Sports fan	8%	(107)	16%	(219)	19%	(267)	53%	(743)	4%	(56)	1391
Traveled outside of U.S. in past year 1+ times	7%	(29)	22%	(94)	16%	(71)	53%	(230)	3%	(12)	436
Frequent Flyer	9%	(23)	23%	(58)	16%	(40)	48%	(121)	3%	(8)	251

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
Adults	7%	(156)	7%	(155)	12%	(272)	65%	(1440)	8%	(177)	2201
Gender: Male	9%	(96)	9%	(97)	15%	(156)	58%	(618)	9%	(95)	1062
Gender: Female	5%	(60)	5%	(58)	10%	(116)	72%	(823)	7%	(82)	1139
Age: 18-34	10%	(67)	7%	(43)	15%	(101)	60%	(394)	8%	(50)	655
Age: 35-44	8%	(29)	7%	(25)	14%	(50)	63%	(227)	7%	(27)	358
Age: 45-64	6%	(45)	9%	(65)	11%	(83)	66%	(493)	9%	(66)	751
Age: 65+	4%	(16)	5%	(21)	9%	(38)	75%	(327)	8%	(35)	436
GenZers: 1997-2012	8%	(23)	5%	(15)	14%	(40)	65%	(185)	8%	(24)	287
Millennials: 1981-1996	12%	(63)	7%	(38)	17%	(90)	57%	(307)	7%	(38)	536
GenXers: 1965-1980	7%	(37)	10%	(53)	11%	(61)	62%	(339)	10%	(54)	543
Baby Boomers: 1946-1964	4%	(29)	6%	(47)	10%	(77)	73%	(561)	7%	(54)	769
PID: Dem (no lean)	6%	(47)	5%	(41)	10%	(82)	73%	(597)	7%	(53)	820
PID: Ind (no lean)	7%	(45)	5%	(35)	13%	(91)	64%	(443)	11%	(74)	688
PID: Rep (no lean)	9%	(65)	11%	(78)	14%	(99)	58%	(401)	7%	(50)	693
PID/Gender: Dem Men	8%	(28)	8%	(27)	12%	(40)	65%	(219)	7%	(22)	336
PID/Gender: Dem Women	4%	(19)	3%	(15)	9%	(42)	78%	(377)	6%	(31)	484
PID/Gender: Ind Men	8%	(28)	6%	(21)	15%	(54)	58%	(203)	12%	(42)	349
PID/Gender: Ind Women	5%	(16)	4%	(14)	11%	(37)	71%	(240)	9%	(32)	338
PID/Gender: Rep Men	11%	(40)	13%	(49)	17%	(62)	52%	(195)	8%	(31)	377
PID/Gender: Rep Women	8%	(25)	9%	(30)	12%	(37)	65%	(206)	6%	(19)	316
Ideo: Liberal (1-3)	8%	(50)	3%	(18)	9%	(60)	75%	(482)	4%	(29)	639
Ideo: Moderate (4)	4%	(24)	7%	(42)	14%	(82)	67%	(407)	8%	(48)	604
Ideo: Conservative (5-7)	8%	(57)	11%	(83)	14%	(101)	61%	(456)	6%	(47)	743
Educ: < College	8%	(117)	7%	(111)	11%	(174)	64%	(962)	10%	(150)	1513
Educ: Bachelors degree	5%	(23)	6%	(27)	13%	(60)	72%	(319)	3%	(15)	444
Educ: Post-grad	7%	(17)	7%	(17)	16%	(39)	65%	(160)	5%	(12)	244
Income: Under 50k	7%	(85)	7%	(84)	11%	(124)	63%	(729)	11%	(129)	1151
Income: 50k-100k	7%	(49)	7%	(52)	13%	(92)	69%	(492)	5%	(32)	716
Income: 100k+	7%	(22)	6%	(19)	17%	(57)	66%	(219)	5%	(16)	334
Ethnicity: White	7%	(128)	8%	(138)	11%	(196)	66%	(1140)	7%	(120)	1723
Ethnicity: Hispanic	11%	(37)	6%	(22)	12%	(40)	65%	(228)	6%	(23)	350

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
Adults	7%	(156)	7%	(155)	12%	(272)	65%	(1440)	8%	(177)	2201
Ethnicity: Afr. Am.	7%	(18)	4%	(12)	17%	(46)	63%	(172)	9%	(26)	274
Ethnicity: Other	5%	(10)	2%	(5)	15%	(30)	63%	(128)	15%	(31)	204
All Christian	5%	(53)	7%	(77)	12%	(123)	70%	(728)	6%	(64)	1044
All Non-Christian	6%	(6)	5%	(6)	11%	(12)	70%	(78)	8%	(9)	111
Atheist	10%	(11)	2%	(2)	15%	(15)	68%	(72)	6%	(6)	106
Agnostic/Nothing in particular	9%	(87)	7%	(70)	13%	(122)	60%	(563)	10%	(99)	940
Religious Non-Protestant/Catholic	5%	(7)	6%	(9)	10%	(15)	71%	(103)	9%	(13)	146
Evangelical	10%	(55)	9%	(54)	14%	(77)	59%	(335)	9%	(49)	570
Non-Evangelical	4%	(33)	6%	(47)	12%	(92)	73%	(580)	6%	(48)	799
Community: Urban	8%	(46)	5%	(30)	14%	(84)	62%	(359)	11%	(62)	581
Community: Suburban	6%	(69)	7%	(76)	12%	(127)	68%	(747)	7%	(73)	1092
Community: Rural	8%	(41)	9%	(49)	12%	(61)	63%	(335)	8%	(43)	528
Employ: Private Sector	10%	(70)	10%	(67)	12%	(79)	62%	(419)	6%	(42)	677
Employ: Government	6%	(6)	6%	(6)	19%	(19)	61%	(63)	8%	(8)	102
Employ: Self-Employed	10%	(15)	4%	(6)	18%	(28)	62%	(94)	6%	(10)	152
Employ: Homemaker	2%	(4)	4%	(6)	12%	(19)	75%	(120)	7%	(11)	161
Employ: Retired	4%	(21)	6%	(32)	7%	(36)	74%	(370)	8%	(41)	500
Employ: Unemployed	7%	(22)	6%	(17)	14%	(41)	62%	(180)	11%	(31)	290
Employ: Other	9%	(15)	8%	(12)	13%	(21)	57%	(90)	14%	(22)	159
Military HH: Yes	8%	(27)	9%	(31)	14%	(47)	61%	(202)	7%	(25)	332
Military HH: No	7%	(129)	7%	(124)	12%	(225)	66%	(1238)	8%	(152)	1869
RD/WT: Right Direction	9%	(68)	10%	(80)	15%	(116)	58%	(447)	8%	(63)	774
RD/WT: Wrong Track	6%	(89)	5%	(75)	11%	(156)	70%	(993)	8%	(114)	1427
Trump Job Approve	9%	(83)	11%	(101)	14%	(127)	58%	(540)	8%	(75)	927
Trump Job Disapprove	5%	(61)	4%	(42)	12%	(136)	74%	(858)	6%	(69)	1167
Trump Job Strongly Approve	13%	(66)	12%	(59)	14%	(74)	53%	(274)	8%	(42)	516
Trump Job Somewhat Approve	4%	(17)	10%	(42)	13%	(53)	65%	(266)	8%	(33)	410
Trump Job Somewhat Disapprove	5%	(12)	5%	(13)	17%	(44)	66%	(175)	8%	(20)	264
Trump Job Strongly Disapprove	5%	(49)	3%	(30)	10%	(92)	76%	(682)	5%	(49)	902

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
Adults	7%	(156)	7%	(155)	12%	(272)	65%	(1440)	8%	(177)	2201
Favorable of Trump	9%	(82)	11%	(101)	13%	(119)	59%	(534)	8%	(74)	909
Unfavorable of Trump	6%	(66)	4%	(46)	12%	(140)	73%	(860)	5%	(60)	1172
Very Favorable of Trump	12%	(60)	11%	(59)	14%	(73)	54%	(278)	9%	(45)	515
Somewhat Favorable of Trump	6%	(22)	11%	(42)	12%	(46)	65%	(256)	7%	(29)	394
Somewhat Unfavorable of Trump	7%	(14)	5%	(11)	17%	(34)	61%	(121)	10%	(20)	199
Very Unfavorable of Trump	5%	(53)	4%	(35)	11%	(106)	76%	(739)	4%	(40)	973
#1 Issue: Economy	11%	(84)	9%	(70)	15%	(114)	57%	(432)	7%	(56)	755
#1 Issue: Security	5%	(13)	9%	(21)	10%	(24)	63%	(150)	13%	(30)	238
#1 Issue: Health Care	4%	(20)	5%	(24)	9%	(44)	76%	(355)	6%	(26)	468
#1 Issue: Medicare / Social Security	3%	(9)	5%	(17)	9%	(29)	73%	(224)	9%	(29)	307
#1 Issue: Women's Issues	11%	(13)	7%	(8)	10%	(12)	67%	(77)	4%	(5)	114
#1 Issue: Education	8%	(10)	7%	(9)	18%	(23)	55%	(71)	12%	(15)	129
#1 Issue: Energy	8%	(5)	1%	(1)	18%	(12)	69%	(46)	4%	(3)	67
#1 Issue: Other	3%	(3)	4%	(5)	11%	(14)	71%	(86)	11%	(14)	122
2018 House Vote: Democrat	5%	(40)	5%	(35)	9%	(64)	75%	(549)	6%	(45)	733
2018 House Vote: Republican	9%	(58)	11%	(72)	12%	(81)	62%	(405)	6%	(39)	654
2018 House Vote: Someone else	5%	(3)	8%	(5)	19%	(13)	59%	(42)	10%	(7)	71
2016 Vote: Hillary Clinton	5%	(31)	5%	(31)	10%	(63)	75%	(501)	6%	(38)	664
2016 Vote: Donald Trump	8%	(61)	11%	(79)	14%	(100)	60%	(434)	6%	(44)	718
2016 Vote: Other	7%	(10)	4%	(6)	11%	(17)	69%	(103)	9%	(14)	150
2016 Vote: Didn't Vote	8%	(55)	6%	(38)	14%	(92)	60%	(401)	12%	(81)	666
Voted in 2014: Yes	7%	(88)	8%	(100)	10%	(132)	69%	(889)	6%	(84)	1293
Voted in 2014: No	8%	(68)	6%	(55)	15%	(140)	61%	(551)	10%	(93)	908
2012 Vote: Barack Obama	5%	(37)	5%	(44)	11%	(90)	72%	(577)	7%	(52)	800
2012 Vote: Mitt Romney	7%	(35)	11%	(57)	13%	(71)	63%	(333)	6%	(32)	529
2012 Vote: Other	18%	(15)	5%	(4)	7%	(6)	63%	(52)	7%	(6)	83
2012 Vote: Didn't Vote	9%	(69)	6%	(50)	13%	(105)	61%	(476)	11%	(86)	785

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
Adults	7%	(156)	7%	(155)	12%	(272)	65%	(1440)	8%	(177)	2201
4-Region: Northeast	7%	(29)	4%	(15)	14%	(55)	67%	(263)	8%	(32)	394
4-Region: Midwest	6%	(27)	10%	(45)	13%	(59)	63%	(291)	9%	(40)	462
4-Region: South	7%	(55)	8%	(63)	11%	(92)	67%	(550)	8%	(64)	825
4-Region: West	8%	(44)	6%	(32)	13%	(66)	65%	(336)	8%	(42)	520
Sports fan	7%	(99)	9%	(120)	13%	(184)	65%	(903)	6%	(85)	1391
Traveled outside of U.S. in past year 1+ times	10%	(44)	6%	(27)	13%	(59)	63%	(276)	7%	(31)	436
Frequent Flyer	12%	(30)	6%	(14)	16%	(40)	60%	(151)	6%	(15)	251

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
Adults	7%	(150)	9%	(204)	16%	(344)	61%	(1345)	7%	(158)	2201
Gender: Male	9%	(98)	10%	(109)	16%	(171)	56%	(598)	8%	(86)	1062
Gender: Female	5%	(52)	8%	(95)	15%	(173)	66%	(747)	6%	(72)	1139
Age: 18-34	8%	(55)	11%	(71)	19%	(127)	52%	(338)	10%	(64)	655
Age: 35-44	7%	(26)	11%	(40)	17%	(62)	58%	(207)	7%	(23)	358
Age: 45-64	7%	(50)	10%	(77)	14%	(105)	63%	(474)	6%	(45)	751
Age: 65+	4%	(19)	4%	(17)	11%	(49)	75%	(326)	6%	(25)	436
GenZers: 1997-2012	5%	(16)	11%	(30)	21%	(60)	53%	(153)	10%	(28)	287
Millennials: 1981-1996	10%	(55)	13%	(67)	17%	(91)	51%	(275)	9%	(47)	536
GenXers: 1965-1980	7%	(37)	10%	(53)	17%	(95)	59%	(319)	7%	(39)	543
Baby Boomers: 1946-1964	5%	(40)	7%	(52)	12%	(92)	71%	(545)	5%	(40)	769
PID: Dem (no lean)	5%	(39)	6%	(53)	12%	(101)	70%	(572)	7%	(55)	820
PID: Ind (no lean)	6%	(41)	9%	(60)	18%	(120)	59%	(405)	9%	(61)	688
PID: Rep (no lean)	10%	(70)	13%	(91)	18%	(122)	53%	(369)	6%	(42)	693
PID/Gender: Dem Men	8%	(28)	8%	(28)	13%	(42)	63%	(211)	8%	(25)	336
PID/Gender: Dem Women	2%	(11)	5%	(24)	12%	(59)	74%	(361)	6%	(29)	484
PID/Gender: Ind Men	8%	(27)	8%	(28)	19%	(67)	56%	(197)	9%	(30)	349
PID/Gender: Ind Women	4%	(14)	10%	(32)	16%	(54)	61%	(207)	9%	(31)	338
PID/Gender: Rep Men	11%	(42)	14%	(53)	17%	(63)	50%	(190)	8%	(30)	377
PID/Gender: Rep Women	9%	(28)	12%	(38)	19%	(60)	57%	(179)	4%	(12)	316
Ideo: Liberal (1-3)	6%	(38)	6%	(39)	15%	(98)	67%	(427)	6%	(37)	639
Ideo: Moderate (4)	5%	(32)	8%	(48)	17%	(103)	63%	(382)	6%	(39)	604
Ideo: Conservative (5-7)	8%	(59)	14%	(101)	16%	(118)	58%	(432)	5%	(34)	743
Educ: < College	7%	(109)	10%	(144)	14%	(206)	61%	(916)	9%	(137)	1513
Educ: Bachelors degree	5%	(24)	8%	(37)	21%	(92)	63%	(278)	3%	(13)	444
Educ: Post-grad	7%	(17)	10%	(23)	19%	(46)	62%	(151)	3%	(7)	244
Income: Under 50k	7%	(82)	9%	(105)	15%	(168)	60%	(692)	9%	(104)	1151
Income: 50k-100k	6%	(41)	9%	(64)	17%	(123)	63%	(449)	5%	(39)	716
Income: 100k+	8%	(27)	10%	(35)	16%	(53)	61%	(204)	4%	(15)	334
Ethnicity: White	7%	(125)	9%	(161)	16%	(279)	61%	(1044)	7%	(114)	1723
Ethnicity: Hispanic	7%	(26)	7%	(24)	12%	(43)	66%	(232)	7%	(25)	350

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
Adults	7%	(150)	9%	(204)	16%	(344)	61%	(1345)	7% (158)	2201
Ethnicity: Afr. Am.	5%	(14)	11%	(29)	13%	(36)	64%	(176)	7% (20)	274
Ethnicity: Other	5%	(11)	7%	(15)	14%	(29)	61%	(125)	12% (24)	204
All Christian	6%	(60)	9%	(95)	18%	(184)	64%	(664)	4% (41)	1044
All Non-Christian	5%	(5)	11%	(12)	11%	(12)	66%	(73)	7% (8)	111
Atheist	6%	(6)	11%	(12)	22%	(24)	56%	(59)	5% (5)	106
Agnostic/Nothing in particular	8%	(78)	9%	(85)	13%	(124)	58%	(549)	11% (104)	940
Religious Non-Protestant/Catholic	5%	(7)	13%	(19)	12%	(17)	64%	(93)	7% (10)	146
Evangelical	10%	(59)	11%	(61)	16%	(92)	56%	(318)	7% (40)	570
Non-Evangelical	5%	(40)	8%	(67)	16%	(126)	67%	(533)	4% (33)	799
Community: Urban	7%	(42)	8%	(49)	14%	(83)	60%	(349)	10% (57)	581
Community: Suburban	6%	(67)	9%	(100)	16%	(171)	63%	(691)	6% (63)	1092
Community: Rural	8%	(40)	11%	(55)	17%	(90)	58%	(305)	7% (38)	528
Employ: Private Sector	10%	(69)	13%	(87)	16%	(111)	56%	(377)	5% (33)	677
Employ: Government	6%	(6)	9%	(9)	25%	(25)	56%	(57)	5% (5)	102
Employ: Self-Employed	9%	(14)	7%	(10)	17%	(26)	59%	(90)	8% (13)	152
Employ: Homemaker	3%	(4)	12%	(19)	13%	(21)	63%	(102)	9% (15)	161
Employ: Retired	4%	(22)	6%	(29)	12%	(58)	72%	(360)	6% (30)	500
Employ: Unemployed	6%	(16)	8%	(24)	17%	(49)	61%	(177)	8% (24)	290
Employ: Other	9%	(14)	8%	(12)	14%	(22)	53%	(84)	17% (27)	159
Military HH: Yes	9%	(28)	10%	(33)	17%	(57)	58%	(193)	6% (20)	332
Military HH: No	7%	(122)	9%	(171)	15%	(286)	62%	(1152)	7% (138)	1869
RD/WT: Right Direction	8%	(63)	14%	(111)	18%	(139)	53%	(411)	6% (50)	774
RD/WT: Wrong Track	6%	(87)	7%	(93)	14%	(205)	65%	(934)	8% (108)	1427
Trump Job Approve	9%	(82)	14%	(125)	17%	(160)	54%	(496)	7% (63)	927
Trump Job Disapprove	5%	(55)	6%	(66)	15%	(170)	70%	(816)	5% (60)	1167
Trump Job Strongly Approve	13%	(67)	12%	(63)	15%	(80)	52%	(270)	7% (36)	516
Trump Job Somewhat Approve	4%	(15)	15%	(62)	20%	(80)	55%	(226)	6% (26)	410
Trump Job Somewhat Disapprove	6%	(16)	8%	(21)	19%	(51)	61%	(161)	6% (16)	264
Trump Job Strongly Disapprove	4%	(39)	5%	(45)	13%	(119)	73%	(655)	5% (44)	902

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
Adults	7%	(150)	9%	(204)	16%	(344)	61%	(1345)	7% (158)	2201
Favorable of Trump	9%	(81)	14%	(128)	17%	(153)	53%	(485)	7% (62)	909
Unfavorable of Trump	5%	(59)	6%	(66)	15%	(177)	69%	(814)	5% (56)	1172
Very Favorable of Trump	13%	(65)	12%	(62)	15%	(79)	53%	(275)	7% (34)	515
Somewhat Favorable of Trump	4%	(16)	17%	(67)	19%	(74)	53%	(210)	7% (28)	394
Somewhat Unfavorable of Trump	9%	(17)	5%	(11)	20%	(39)	57%	(114)	9% (18)	199
Very Unfavorable of Trump	4%	(42)	6%	(55)	14%	(138)	72%	(700)	4% (38)	973
#1 Issue: Economy	10%	(76)	12%	(94)	16%	(122)	55%	(416)	6% (47)	755
#1 Issue: Security	6%	(15)	11%	(26)	20%	(47)	50%	(120)	13% (30)	238
#1 Issue: Health Care	4%	(20)	4%	(18)	15%	(72)	71%	(331)	6% (27)	468
#1 Issue: Medicare / Social Security	4%	(13)	7%	(21)	13%	(41)	69%	(212)	7% (21)	307
#1 Issue: Women's Issues	8%	(9)	10%	(11)	16%	(18)	59%	(67)	8% (9)	114
#1 Issue: Education	7%	(9)	8%	(11)	20%	(25)	53%	(69)	12% (15)	129
#1 Issue: Energy	5%	(3)	11%	(7)	13%	(9)	70%	(46)	1% (1)	67
#1 Issue: Other	3%	(4)	13%	(16)	9%	(11)	68%	(84)	7% (8)	122
2018 House Vote: Democrat	4%	(26)	6%	(47)	12%	(86)	73%	(537)	5% (37)	733
2018 House Vote: Republican	10%	(66)	12%	(80)	19%	(124)	54%	(354)	5% (30)	654
2018 House Vote: Someone else	9%	(7)	12%	(8)	25%	(18)	48%	(34)	7% (5)	71
2016 Vote: Hillary Clinton	4%	(25)	7%	(45)	12%	(83)	73%	(482)	4% (29)	664
2016 Vote: Donald Trump	9%	(67)	12%	(86)	17%	(122)	56%	(406)	5% (38)	718
2016 Vote: Other	4%	(6)	8%	(12)	22%	(33)	59%	(88)	7% (11)	150
2016 Vote: Didn't Vote	8%	(52)	9%	(61)	16%	(106)	55%	(367)	12% (80)	666
Voted in 2014: Yes	7%	(88)	9%	(120)	15%	(189)	64%	(833)	5% (64)	1293
Voted in 2014: No	7%	(61)	9%	(85)	17%	(155)	56%	(512)	10% (94)	908
2012 Vote: Barack Obama	4%	(32)	8%	(62)	14%	(110)	70%	(561)	4% (35)	800
2012 Vote: Mitt Romney	8%	(44)	12%	(62)	18%	(96)	57%	(300)	5% (27)	529
2012 Vote: Other	14%	(11)	12%	(10)	18%	(15)	49%	(40)	7% (6)	83
2012 Vote: Didn't Vote	8%	(63)	9%	(71)	16%	(122)	56%	(441)	11% (88)	785

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
Adults	7%	(150)	9%	(204)	16%	(344)	61%	(1345)	7%	(158)	2201
4-Region: Northeast	7%	(28)	7%	(28)	17%	(67)	63%	(247)	6%	(23)	394
4-Region: Midwest	7%	(31)	11%	(52)	16%	(75)	60%	(278)	6%	(28)	462
4-Region: South	5%	(45)	11%	(90)	15%	(122)	61%	(507)	7%	(62)	825
4-Region: West	9%	(46)	7%	(36)	15%	(81)	60%	(313)	9%	(45)	520
Sports fan	8%	(110)	10%	(143)	16%	(223)	60%	(837)	6%	(77)	1391
Traveled outside of U.S. in past year 1+ times	9%	(38)	9%	(40)	19%	(83)	59%	(256)	4%	(19)	436
Frequent Flyer	12%	(30)	11%	(28)	19%	(48)	53%	(134)	4%	(11)	251

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
Adults	9%	(197)	10%	(216)	15%	(332)	57%	(1249)	9%	(207)	2201
Gender: Male	11%	(122)	11%	(121)	14%	(151)	53%	(561)	10%	(107)	1062
Gender: Female	7%	(76)	8%	(95)	16%	(181)	60%	(687)	9%	(101)	1139
Age: 18-34	9%	(59)	8%	(52)	16%	(102)	55%	(359)	13%	(84)	655
Age: 35-44	8%	(30)	12%	(41)	15%	(55)	56%	(200)	9%	(31)	358
Age: 45-64	11%	(80)	12%	(90)	15%	(109)	54%	(409)	8%	(63)	751
Age: 65+	6%	(28)	7%	(32)	15%	(66)	64%	(280)	7%	(30)	436
GenZers: 1997-2012	8%	(23)	8%	(23)	15%	(43)	55%	(158)	14%	(40)	287
Millennials: 1981-1996	9%	(50)	10%	(52)	16%	(84)	54%	(290)	11%	(60)	536
GenXers: 1965-1980	10%	(57)	13%	(70)	15%	(79)	53%	(287)	9%	(50)	543
Baby Boomers: 1946-1964	8%	(63)	8%	(63)	15%	(119)	61%	(472)	7%	(52)	769
PID: Dem (no lean)	6%	(47)	5%	(45)	13%	(105)	68%	(560)	8%	(64)	820
PID: Ind (no lean)	7%	(51)	8%	(53)	14%	(93)	58%	(400)	13%	(90)	688
PID: Rep (no lean)	14%	(99)	17%	(118)	19%	(134)	42%	(289)	8%	(53)	693
PID/Gender: Dem Men	9%	(29)	8%	(28)	11%	(38)	65%	(218)	7%	(23)	336
PID/Gender: Dem Women	4%	(17)	4%	(17)	14%	(67)	70%	(341)	8%	(41)	484
PID/Gender: Ind Men	10%	(33)	10%	(34)	12%	(41)	55%	(193)	14%	(48)	349
PID/Gender: Ind Women	5%	(18)	6%	(19)	16%	(52)	61%	(207)	12%	(42)	338
PID/Gender: Rep Men	16%	(59)	16%	(59)	19%	(73)	40%	(150)	9%	(36)	377
PID/Gender: Rep Women	13%	(40)	19%	(59)	19%	(61)	44%	(139)	6%	(18)	316
Ideo: Liberal (1-3)	6%	(38)	5%	(30)	12%	(75)	71%	(451)	7%	(44)	639
Ideo: Moderate (4)	5%	(29)	9%	(56)	12%	(73)	62%	(375)	12%	(70)	604
Ideo: Conservative (5-7)	14%	(103)	15%	(111)	21%	(159)	44%	(331)	5%	(40)	743
Educ: < College	9%	(141)	9%	(141)	14%	(217)	55%	(837)	12%	(176)	1513
Educ: Bachelors degree	7%	(32)	12%	(51)	16%	(71)	61%	(270)	4%	(19)	444
Educ: Post-grad	10%	(24)	9%	(23)	18%	(44)	58%	(141)	5%	(13)	244
Income: Under 50k	9%	(103)	10%	(112)	15%	(170)	54%	(626)	12%	(141)	1151
Income: 50k-100k	9%	(64)	11%	(76)	14%	(104)	59%	(424)	7%	(49)	716
Income: 100k+	9%	(30)	8%	(28)	18%	(59)	60%	(199)	5%	(18)	334
Ethnicity: White	10%	(170)	11%	(182)	15%	(252)	56%	(969)	9%	(148)	1723
Ethnicity: Hispanic	10%	(34)	5%	(18)	14%	(49)	62%	(217)	9%	(32)	350

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
Adults	9%	(197)	10%	(216)	15%	(332)	57%	(1249)	9% (207)	2201
Ethnicity: Afr. Am.	6%	(16)	8%	(23)	20%	(55)	55%	(152)	10% (29)	274
Ethnicity: Other	6%	(11)	5%	(10)	12%	(24)	63%	(128)	15% (30)	204
All Christian	8%	(87)	13%	(135)	18%	(188)	55%	(573)	6% (61)	1044
All Non-Christian	6%	(7)	8%	(9)	16%	(18)	63%	(70)	7% (7)	111
Atheist	3%	(3)	2%	(3)	11%	(12)	74%	(79)	9% (10)	106
Agnostic/Nothing in particular	11%	(101)	7%	(69)	12%	(114)	56%	(527)	14% (130)	940
Religious Non-Protestant/Catholic	6%	(8)	14%	(20)	19%	(28)	54%	(79)	7% (11)	146
Evangelical	18%	(103)	15%	(86)	18%	(100)	41%	(234)	8% (47)	570
Non-Evangelical	6%	(45)	10%	(79)	17%	(138)	62%	(493)	6% (44)	799
Community: Urban	9%	(50)	6%	(33)	15%	(89)	56%	(327)	14% (82)	581
Community: Suburban	9%	(95)	9%	(102)	15%	(169)	60%	(653)	7% (73)	1092
Community: Rural	10%	(53)	15%	(80)	14%	(74)	51%	(269)	10% (52)	528
Employ: Private Sector	10%	(69)	13%	(89)	15%	(99)	54%	(368)	8% (52)	677
Employ: Government	10%	(11)	7%	(7)	26%	(26)	49%	(50)	7% (7)	102
Employ: Self-Employed	13%	(20)	8%	(13)	19%	(29)	53%	(80)	7% (10)	152
Employ: Homemaker	3%	(5)	8%	(13)	14%	(22)	63%	(101)	12% (20)	161
Employ: Retired	8%	(41)	8%	(42)	13%	(63)	64%	(318)	7% (36)	500
Employ: Unemployed	7%	(21)	7%	(21)	15%	(43)	57%	(165)	13% (39)	290
Employ: Other	12%	(20)	9%	(15)	20%	(31)	41%	(65)	18% (28)	159
Military HH: Yes	12%	(38)	14%	(45)	14%	(48)	52%	(174)	8% (28)	332
Military HH: No	9%	(159)	9%	(171)	15%	(284)	58%	(1075)	10% (180)	1869
RD/WT: Right Direction	13%	(100)	15%	(115)	18%	(139)	45%	(349)	9% (70)	774
RD/WT: Wrong Track	7%	(97)	7%	(100)	14%	(193)	63%	(900)	10% (137)	1427
Trump Job Approve	14%	(127)	16%	(148)	17%	(156)	46%	(424)	8% (73)	927
Trump Job Disapprove	5%	(58)	5%	(62)	14%	(161)	68%	(793)	8% (93)	1167
Trump Job Strongly Approve	20%	(102)	15%	(79)	17%	(86)	40%	(208)	8% (41)	516
Trump Job Somewhat Approve	6%	(25)	17%	(69)	17%	(70)	52%	(215)	8% (32)	410
Trump Job Somewhat Disapprove	5%	(14)	9%	(24)	18%	(48)	55%	(147)	12% (32)	264
Trump Job Strongly Disapprove	5%	(45)	4%	(37)	13%	(113)	72%	(647)	7% (61)	902

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
Adults	9%	(197)	10%	(216)	15%	(332)	57%	(1249)	9%	(207)	2201
Favorable of Trump	15%	(133)	15%	(141)	17%	(157)	45%	(410)	8%	(69)	909
Unfavorable of Trump	5%	(59)	6%	(69)	15%	(171)	67%	(787)	7%	(86)	1172
Very Favorable of Trump	20%	(102)	15%	(76)	18%	(91)	40%	(207)	8%	(39)	515
Somewhat Favorable of Trump	8%	(31)	16%	(65)	17%	(66)	51%	(203)	8%	(30)	394
Somewhat Unfavorable of Trump	7%	(13)	13%	(27)	21%	(42)	44%	(87)	15%	(30)	199
Very Unfavorable of Trump	5%	(46)	4%	(42)	13%	(129)	72%	(700)	6%	(56)	973
#1 Issue: Economy	12%	(87)	12%	(93)	18%	(138)	50%	(374)	8%	(63)	755
#1 Issue: Security	10%	(24)	15%	(36)	17%	(40)	46%	(110)	12%	(28)	238
#1 Issue: Health Care	5%	(22)	7%	(34)	10%	(48)	70%	(327)	8%	(37)	468
#1 Issue: Medicare / Social Security	6%	(18)	7%	(23)	15%	(46)	60%	(183)	12%	(37)	307
#1 Issue: Women's Issues	12%	(14)	8%	(9)	7%	(8)	64%	(73)	9%	(11)	114
#1 Issue: Education	7%	(9)	7%	(9)	13%	(17)	57%	(73)	15%	(20)	129
#1 Issue: Energy	8%	(5)	5%	(3)	21%	(14)	66%	(44)	1%	(1)	67
#1 Issue: Other	15%	(18)	7%	(9)	17%	(21)	52%	(64)	9%	(11)	122
2018 House Vote: Democrat	4%	(33)	7%	(51)	13%	(98)	69%	(508)	6%	(43)	733
2018 House Vote: Republican	14%	(93)	17%	(109)	18%	(118)	43%	(281)	8%	(53)	654
2018 House Vote: Someone else	10%	(7)	4%	(3)	18%	(13)	53%	(37)	16%	(11)	71
2016 Vote: Hillary Clinton	4%	(25)	7%	(47)	14%	(92)	70%	(466)	5%	(36)	664
2016 Vote: Donald Trump	15%	(106)	15%	(108)	19%	(134)	44%	(318)	7%	(51)	718
2016 Vote: Other	6%	(8)	9%	(14)	16%	(24)	56%	(84)	13%	(20)	150
2016 Vote: Didn't Vote	9%	(59)	7%	(47)	12%	(82)	57%	(378)	15%	(100)	666
Voted in 2014: Yes	9%	(111)	11%	(145)	15%	(200)	57%	(741)	7%	(96)	1293
Voted in 2014: No	9%	(86)	8%	(71)	15%	(132)	56%	(508)	12%	(111)	908
2012 Vote: Barack Obama	4%	(34)	8%	(61)	14%	(111)	68%	(540)	7%	(54)	800
2012 Vote: Mitt Romney	14%	(72)	15%	(81)	20%	(106)	44%	(231)	7%	(39)	529
2012 Vote: Other	20%	(16)	9%	(7)	17%	(14)	47%	(39)	8%	(6)	83
2012 Vote: Didn't Vote	10%	(75)	8%	(66)	13%	(101)	56%	(437)	13%	(106)	785

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
Adults	9%	(197)	10%	(216)	15%	(332)	57%	(1249)	9% (207)	2201
4-Region: Northeast	7%	(28)	6%	(24)	17%	(68)	61%	(242)	8% (32)	394
4-Region: Midwest	7%	(32)	13%	(61)	18%	(82)	53%	(247)	9% (40)	462
4-Region: South	10%	(80)	11%	(94)	15%	(121)	54%	(447)	10% (82)	825
4-Region: West	11%	(57)	7%	(36)	12%	(61)	60%	(312)	10% (54)	520
Sports fan	9%	(131)	11%	(158)	15%	(213)	56%	(780)	8% (109)	1391
Traveled outside of U.S. in past year 1+ times	8%	(36)	9%	(37)	16%	(71)	59%	(259)	8% (33)	436
Frequent Flyer	11%	(27)	9%	(23)	17%	(43)	56%	(141)	7% (17)	251

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
Adults	6%	(130)	9%	(197)	16%	(350)	54%	(1183)	15%	(341)	2201
Gender: Male	7%	(78)	11%	(114)	20%	(208)	47%	(501)	15%	(161)	1062
Gender: Female	5%	(51)	7%	(83)	13%	(143)	60%	(681)	16%	(180)	1139
Age: 18-34	8%	(53)	11%	(74)	19%	(128)	47%	(310)	14%	(91)	655
Age: 35-44	5%	(20)	10%	(36)	24%	(85)	49%	(174)	12%	(43)	358
Age: 45-64	6%	(44)	10%	(71)	13%	(101)	55%	(414)	16%	(121)	751
Age: 65+	3%	(13)	4%	(16)	8%	(37)	65%	(285)	20%	(86)	436
GenZers: 1997-2012	7%	(19)	12%	(36)	19%	(54)	50%	(143)	12%	(35)	287
Millennials: 1981-1996	8%	(45)	12%	(63)	21%	(115)	45%	(242)	13%	(71)	536
GenXers: 1965-1980	6%	(33)	9%	(51)	17%	(93)	51%	(275)	17%	(91)	543
Baby Boomers: 1946-1964	4%	(30)	6%	(45)	11%	(86)	63%	(484)	16%	(124)	769
PID: Dem (no lean)	5%	(37)	5%	(42)	14%	(114)	62%	(508)	14%	(118)	820
PID: Ind (no lean)	5%	(35)	8%	(52)	16%	(107)	52%	(356)	20%	(136)	688
PID: Rep (no lean)	8%	(57)	15%	(103)	19%	(129)	46%	(318)	12%	(87)	693
PID/Gender: Dem Men	5%	(17)	6%	(22)	16%	(55)	56%	(187)	16%	(55)	336
PID/Gender: Dem Women	4%	(20)	4%	(20)	12%	(59)	66%	(322)	13%	(63)	484
PID/Gender: Ind Men	7%	(23)	10%	(34)	20%	(69)	46%	(162)	18%	(61)	349
PID/Gender: Ind Women	4%	(12)	5%	(18)	11%	(38)	58%	(195)	22%	(75)	338
PID/Gender: Rep Men	10%	(38)	15%	(58)	22%	(84)	40%	(153)	12%	(45)	377
PID/Gender: Rep Women	6%	(20)	14%	(45)	14%	(45)	52%	(165)	13%	(42)	316
Ideo: Liberal (1-3)	6%	(38)	6%	(36)	14%	(88)	65%	(416)	9%	(60)	639
Ideo: Moderate (4)	4%	(23)	7%	(43)	16%	(98)	55%	(330)	18%	(109)	604
Ideo: Conservative (5-7)	7%	(51)	14%	(106)	18%	(132)	48%	(355)	13%	(100)	743
Educ: < College	7%	(99)	8%	(122)	15%	(221)	52%	(787)	19%	(283)	1513
Educ: Bachelors degree	3%	(14)	12%	(55)	18%	(79)	58%	(259)	8%	(36)	444
Educ: Post-grad	6%	(16)	8%	(20)	21%	(50)	56%	(137)	9%	(22)	244
Income: Under 50k	6%	(67)	8%	(92)	13%	(154)	52%	(599)	21%	(238)	1151
Income: 50k-100k	5%	(38)	10%	(71)	17%	(124)	56%	(403)	11%	(80)	716
Income: 100k+	7%	(24)	10%	(34)	22%	(73)	54%	(181)	7%	(22)	334
Ethnicity: White	6%	(107)	9%	(155)	15%	(263)	54%	(929)	16%	(269)	1723
Ethnicity: Hispanic	5%	(17)	10%	(34)	22%	(75)	52%	(180)	12%	(43)	350

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
Adults	6%	(130)	9%	(197)	16%	(350)	54%	(1183)	15%	(341)	2201
Ethnicity: Afr. Am.	5%	(15)	10%	(28)	17%	(46)	56%	(153)	12%	(33)	274
Ethnicity: Other	4%	(8)	7%	(14)	21%	(42)	50%	(101)	19%	(38)	204
All Christian	4%	(44)	9%	(95)	15%	(154)	57%	(596)	15%	(154)	1044
All Non-Christian	6%	(7)	9%	(10)	22%	(25)	55%	(61)	8%	(9)	111
Atheist	6%	(6)	9%	(9)	21%	(22)	53%	(56)	12%	(13)	106
Agnostic/Nothing in particular	8%	(72)	9%	(83)	16%	(150)	50%	(470)	18%	(165)	940
Religious Non-Protestant/Catholic	6%	(9)	9%	(13)	20%	(30)	57%	(83)	8%	(12)	146
Evangelical	7%	(38)	13%	(75)	16%	(92)	48%	(274)	16%	(91)	570
Non-Evangelical	4%	(36)	7%	(57)	16%	(126)	59%	(469)	14%	(112)	799
Community: Urban	7%	(42)	7%	(40)	15%	(86)	54%	(313)	17%	(101)	581
Community: Suburban	5%	(54)	10%	(109)	17%	(189)	54%	(591)	13%	(147)	1092
Community: Rural	6%	(34)	9%	(49)	14%	(75)	53%	(278)	17%	(92)	528
Employ: Private Sector	9%	(64)	14%	(97)	19%	(128)	48%	(326)	9%	(62)	677
Employ: Government	8%	(9)	9%	(9)	25%	(26)	55%	(56)	2%	(2)	102
Employ: Self-Employed	10%	(14)	11%	(17)	23%	(36)	46%	(71)	10%	(15)	152
Employ: Homemaker	1%	(2)	6%	(9)	12%	(19)	57%	(92)	24%	(39)	161
Employ: Retired	2%	(11)	5%	(25)	6%	(32)	64%	(319)	23%	(113)	500
Employ: Unemployed	6%	(16)	5%	(16)	16%	(47)	52%	(150)	21%	(61)	290
Employ: Other	6%	(10)	5%	(9)	17%	(27)	52%	(83)	19%	(30)	159
Military HH: Yes	7%	(24)	10%	(34)	14%	(47)	52%	(173)	17%	(55)	332
Military HH: No	6%	(106)	9%	(164)	16%	(303)	54%	(1010)	15%	(286)	1869
RD/WT: Right Direction	7%	(55)	15%	(113)	19%	(146)	45%	(346)	15%	(114)	774
RD/WT: Wrong Track	5%	(74)	6%	(84)	14%	(205)	59%	(837)	16%	(227)	1427
Trump Job Approve	7%	(67)	14%	(131)	18%	(163)	46%	(430)	15%	(136)	927
Trump Job Disapprove	5%	(56)	5%	(59)	15%	(172)	62%	(722)	13%	(157)	1167
Trump Job Strongly Approve	10%	(53)	16%	(83)	16%	(83)	43%	(223)	15%	(75)	516
Trump Job Somewhat Approve	4%	(15)	12%	(48)	20%	(80)	51%	(207)	15%	(61)	410
Trump Job Somewhat Disapprove	5%	(14)	7%	(20)	22%	(58)	47%	(125)	18%	(48)	264
Trump Job Strongly Disapprove	5%	(43)	4%	(39)	13%	(114)	66%	(597)	12%	(110)	902

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
Adults	6%	(130)	9%	(197)	16%	(350)	54%	(1183)	15%	(341)	2201
Favorable of Trump	8%	(69)	14%	(132)	17%	(157)	46%	(416)	15%	(136)	909
Unfavorable of Trump	5%	(53)	5%	(61)	15%	(181)	62%	(725)	13%	(152)	1172
Very Favorable of Trump	10%	(50)	15%	(77)	16%	(84)	44%	(228)	15%	(76)	515
Somewhat Favorable of Trump	5%	(18)	14%	(55)	19%	(73)	48%	(189)	15%	(59)	394
Somewhat Unfavorable of Trump	7%	(15)	10%	(19)	15%	(30)	48%	(96)	20%	(39)	199
Very Unfavorable of Trump	4%	(39)	4%	(42)	15%	(150)	65%	(628)	12%	(113)	973
#1 Issue: Economy	9%	(68)	13%	(96)	19%	(147)	46%	(344)	13%	(100)	755
#1 Issue: Security	5%	(11)	11%	(25)	21%	(49)	44%	(104)	20%	(48)	238
#1 Issue: Health Care	3%	(16)	5%	(22)	11%	(52)	66%	(309)	15%	(70)	468
#1 Issue: Medicare / Social Security	2%	(7)	6%	(20)	9%	(27)	61%	(187)	22%	(67)	307
#1 Issue: Women's Issues	9%	(11)	8%	(9)	10%	(11)	59%	(67)	14%	(16)	114
#1 Issue: Education	5%	(6)	9%	(11)	23%	(30)	48%	(62)	16%	(20)	129
#1 Issue: Energy	5%	(4)	8%	(5)	28%	(19)	58%	(38)	1%	(0)	67
#1 Issue: Other	6%	(7)	7%	(8)	13%	(16)	59%	(72)	16%	(19)	122
2018 House Vote: Democrat	3%	(25)	5%	(34)	14%	(103)	65%	(473)	13%	(98)	733
2018 House Vote: Republican	8%	(51)	15%	(101)	17%	(110)	46%	(304)	13%	(88)	654
2018 House Vote: Someone else	6%	(5)	8%	(6)	13%	(9)	49%	(35)	24%	(17)	71
2016 Vote: Hillary Clinton	3%	(23)	6%	(37)	13%	(89)	64%	(424)	14%	(91)	664
2016 Vote: Donald Trump	7%	(51)	14%	(100)	17%	(120)	48%	(346)	14%	(102)	718
2016 Vote: Other	7%	(11)	4%	(6)	19%	(28)	57%	(86)	13%	(19)	150
2016 Vote: Didn't Vote	7%	(45)	8%	(54)	17%	(114)	49%	(325)	19%	(128)	666
Voted in 2014: Yes	5%	(70)	9%	(116)	14%	(182)	58%	(744)	14%	(181)	1293
Voted in 2014: No	7%	(60)	9%	(82)	19%	(168)	48%	(439)	18%	(160)	908
2012 Vote: Barack Obama	3%	(25)	5%	(40)	15%	(116)	62%	(499)	15%	(120)	800
2012 Vote: Mitt Romney	7%	(38)	14%	(74)	16%	(87)	49%	(261)	13%	(70)	529
2012 Vote: Other	9%	(8)	13%	(11)	16%	(13)	48%	(40)	13%	(11)	83
2012 Vote: Didn't Vote	8%	(60)	9%	(72)	17%	(134)	49%	(381)	18%	(138)	785

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
Adults	6%	(130)	9%	(197)	16%	(350)	54%	(1183)	15%	(341)	2201
4-Region: Northeast	6%	(25)	8%	(31)	15%	(59)	56%	(221)	14%	(57)	394
4-Region: Midwest	5%	(24)	9%	(44)	15%	(68)	50%	(234)	20%	(93)	462
4-Region: South	5%	(43)	10%	(85)	15%	(126)	55%	(453)	14%	(117)	825
4-Region: West	7%	(37)	7%	(38)	19%	(97)	53%	(275)	14%	(74)	520
Sports fan	6%	(83)	10%	(146)	17%	(240)	53%	(740)	13%	(183)	1391
Traveled outside of U.S. in past year 1+ times	8%	(35)	12%	(50)	22%	(97)	48%	(207)	11%	(47)	436
Frequent Flyer	9%	(23)	14%	(36)	19%	(48)	49%	(123)	8%	(20)	251

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
Adults	5%	(117)	7%	(162)	13%	(279)	66%	(1442)	9%	(201)	2201
Gender: Male	7%	(74)	9%	(92)	13%	(143)	60%	(642)	10%	(111)	1062
Gender: Female	4%	(43)	6%	(70)	12%	(136)	70%	(800)	8%	(90)	1139
Age: 18-34	7%	(45)	9%	(61)	16%	(104)	58%	(381)	10%	(64)	655
Age: 35-44	5%	(19)	9%	(32)	16%	(58)	59%	(210)	11%	(39)	358
Age: 45-64	5%	(41)	7%	(54)	12%	(88)	66%	(494)	10%	(74)	751
Age: 65+	3%	(12)	3%	(14)	7%	(28)	82%	(358)	6%	(25)	436
GenZers: 1997-2012	4%	(12)	9%	(26)	16%	(47)	62%	(177)	9%	(25)	287
Millennials: 1981-1996	8%	(44)	10%	(55)	18%	(94)	54%	(290)	10%	(53)	536
GenXers: 1965-1980	6%	(33)	8%	(43)	14%	(74)	60%	(328)	12%	(65)	543
Baby Boomers: 1946-1964	3%	(25)	5%	(37)	7%	(57)	77%	(594)	7%	(55)	769
PID: Dem (no lean)	3%	(24)	6%	(46)	10%	(85)	73%	(596)	8%	(69)	820
PID: Ind (no lean)	5%	(34)	7%	(47)	13%	(90)	64%	(443)	11%	(74)	688
PID: Rep (no lean)	8%	(59)	10%	(69)	15%	(104)	58%	(403)	8%	(58)	693
PID/Gender: Dem Men	4%	(15)	7%	(23)	11%	(38)	67%	(226)	10%	(34)	336
PID/Gender: Dem Women	2%	(9)	5%	(23)	10%	(47)	76%	(370)	7%	(36)	484
PID/Gender: Ind Men	6%	(22)	8%	(28)	13%	(46)	61%	(212)	12%	(41)	349
PID/Gender: Ind Women	3%	(12)	6%	(19)	13%	(44)	68%	(231)	10%	(32)	338
PID/Gender: Rep Men	10%	(36)	11%	(41)	16%	(59)	54%	(204)	10%	(37)	377
PID/Gender: Rep Women	7%	(23)	9%	(28)	14%	(45)	63%	(199)	7%	(22)	316
Ideo: Liberal (1-3)	5%	(32)	6%	(37)	10%	(66)	73%	(467)	6%	(36)	639
Ideo: Moderate (4)	4%	(21)	7%	(43)	10%	(60)	70%	(425)	9%	(55)	604
Ideo: Conservative (5-7)	6%	(45)	9%	(69)	17%	(126)	61%	(450)	7%	(53)	743
Educ: < College	6%	(87)	7%	(101)	12%	(176)	64%	(975)	12%	(174)	1513
Educ: Bachelors degree	3%	(12)	9%	(41)	15%	(67)	69%	(305)	4%	(19)	444
Educ: Post-grad	7%	(18)	8%	(20)	15%	(36)	66%	(162)	3%	(8)	244
Income: Under 50k	5%	(59)	7%	(76)	12%	(138)	64%	(742)	12%	(136)	1151
Income: 50k-100k	5%	(33)	9%	(63)	13%	(94)	67%	(478)	7%	(49)	716
Income: 100k+	8%	(25)	7%	(23)	14%	(47)	67%	(223)	5%	(16)	334
Ethnicity: White	6%	(101)	8%	(139)	13%	(221)	66%	(1131)	8%	(131)	1723
Ethnicity: Hispanic	6%	(20)	8%	(28)	13%	(44)	65%	(228)	9%	(30)	350

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
Adults	5%	(117)	7%	(162)	13%	(279)	66%	(1442)	9%	(201)	2201
Ethnicity: Afr. Am.	3%	(10)	5%	(15)	14%	(37)	67%	(184)	10%	(28)	274
Ethnicity: Other	3%	(6)	4%	(8)	10%	(21)	62%	(127)	20%	(42)	204
All Christian	4%	(44)	7%	(73)	13%	(135)	69%	(717)	7%	(76)	1044
All Non-Christian	4%	(5)	6%	(6)	10%	(11)	72%	(80)	8%	(9)	111
Atheist	5%	(5)	2%	(2)	24%	(25)	64%	(68)	5%	(5)	106
Agnostic/Nothing in particular	7%	(63)	9%	(81)	12%	(108)	61%	(577)	12%	(110)	940
Religious Non-Protestant/Catholic	4%	(6)	7%	(11)	11%	(17)	69%	(100)	8%	(12)	146
Evangelical	8%	(43)	9%	(52)	13%	(72)	60%	(344)	10%	(59)	570
Non-Evangelical	4%	(33)	6%	(45)	12%	(99)	71%	(566)	7%	(56)	799
Community: Urban	5%	(28)	6%	(34)	13%	(75)	62%	(362)	14%	(81)	581
Community: Suburban	5%	(59)	8%	(84)	13%	(139)	69%	(748)	6%	(61)	1092
Community: Rural	6%	(30)	8%	(44)	12%	(64)	63%	(332)	11%	(58)	528
Employ: Private Sector	8%	(55)	10%	(68)	14%	(98)	60%	(406)	8%	(51)	677
Employ: Government	7%	(8)	7%	(7)	14%	(15)	67%	(69)	4%	(4)	102
Employ: Self-Employed	7%	(11)	8%	(12)	13%	(20)	62%	(95)	10%	(15)	152
Employ: Homemaker	2%	(3)	6%	(10)	11%	(18)	72%	(116)	8%	(13)	161
Employ: Retired	3%	(13)	5%	(25)	7%	(37)	78%	(389)	7%	(36)	500
Employ: Unemployed	4%	(12)	7%	(21)	12%	(36)	64%	(186)	12%	(36)	290
Employ: Other	9%	(14)	7%	(12)	17%	(27)	48%	(77)	19%	(29)	159
Military HH: Yes	7%	(22)	9%	(29)	16%	(54)	62%	(205)	7%	(22)	332
Military HH: No	5%	(95)	7%	(133)	12%	(225)	66%	(1238)	10%	(179)	1869
RD/WT: Right Direction	7%	(53)	10%	(77)	15%	(118)	59%	(456)	9%	(70)	774
RD/WT: Wrong Track	5%	(64)	6%	(85)	11%	(161)	69%	(986)	9%	(131)	1427
Trump Job Approve	7%	(67)	11%	(98)	14%	(133)	59%	(543)	9%	(85)	927
Trump Job Disapprove	4%	(43)	5%	(55)	12%	(134)	73%	(857)	7%	(78)	1167
Trump Job Strongly Approve	11%	(55)	11%	(58)	13%	(65)	56%	(292)	9%	(47)	516
Trump Job Somewhat Approve	3%	(12)	10%	(41)	16%	(68)	61%	(252)	9%	(38)	410
Trump Job Somewhat Disapprove	5%	(13)	5%	(13)	18%	(46)	63%	(167)	9%	(24)	264
Trump Job Strongly Disapprove	3%	(29)	5%	(42)	10%	(88)	76%	(690)	6%	(54)	902

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
Adults	5%	(117)	7%	(162)	13%	(279)	66%	(1442)	9%	(201)	2201
Favorable of Trump	7%	(66)	10%	(95)	15%	(132)	59%	(536)	9%	(79)	909
Unfavorable of Trump	4%	(45)	5%	(62)	12%	(140)	73%	(850)	6%	(74)	1172
Very Favorable of Trump	10%	(54)	11%	(56)	12%	(64)	58%	(298)	8%	(43)	515
Somewhat Favorable of Trump	3%	(13)	10%	(39)	17%	(68)	60%	(237)	9%	(37)	394
Somewhat Unfavorable of Trump	7%	(13)	7%	(13)	19%	(39)	57%	(114)	10%	(20)	199
Very Unfavorable of Trump	3%	(32)	5%	(49)	10%	(102)	76%	(736)	6%	(54)	973
#1 Issue: Economy	9%	(65)	10%	(77)	13%	(100)	60%	(450)	9%	(64)	755
#1 Issue: Security	5%	(13)	8%	(19)	15%	(35)	59%	(140)	13%	(30)	238
#1 Issue: Health Care	3%	(16)	5%	(24)	9%	(43)	74%	(348)	8%	(37)	468
#1 Issue: Medicare / Social Security	2%	(5)	4%	(14)	10%	(31)	75%	(231)	9%	(26)	307
#1 Issue: Women's Issues	7%	(8)	8%	(9)	14%	(16)	61%	(69)	10%	(12)	114
#1 Issue: Education	5%	(6)	7%	(9)	21%	(27)	54%	(70)	13%	(17)	129
#1 Issue: Energy	5%	(3)	6%	(4)	17%	(12)	72%	(48)	—	(0)	67
#1 Issue: Other	1%	(1)	4%	(5)	12%	(15)	71%	(87)	12%	(15)	122
2018 House Vote: Democrat	3%	(19)	6%	(42)	10%	(76)	75%	(553)	6%	(44)	733
2018 House Vote: Republican	8%	(54)	10%	(69)	15%	(98)	59%	(386)	7%	(48)	654
2018 House Vote: Someone else	9%	(6)	12%	(8)	15%	(11)	54%	(39)	10%	(7)	71
2016 Vote: Hillary Clinton	3%	(21)	5%	(33)	12%	(77)	75%	(501)	5%	(33)	664
2016 Vote: Donald Trump	7%	(52)	10%	(70)	13%	(97)	61%	(441)	8%	(58)	718
2016 Vote: Other	4%	(6)	8%	(12)	13%	(20)	66%	(98)	9%	(13)	150
2016 Vote: Didn't Vote	6%	(38)	7%	(47)	13%	(86)	60%	(400)	14%	(97)	666
Voted in 2014: Yes	5%	(69)	7%	(96)	12%	(152)	68%	(881)	7%	(96)	1293
Voted in 2014: No	5%	(48)	7%	(66)	14%	(127)	62%	(561)	12%	(105)	908
2012 Vote: Barack Obama	3%	(21)	6%	(45)	11%	(92)	74%	(589)	7%	(53)	800
2012 Vote: Mitt Romney	7%	(39)	10%	(53)	14%	(75)	62%	(327)	7%	(35)	529
2012 Vote: Other	13%	(10)	8%	(6)	12%	(10)	58%	(48)	10%	(8)	83
2012 Vote: Didn't Vote	6%	(46)	7%	(58)	13%	(103)	61%	(475)	13%	(103)	785

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
Adults	5%	(117)	7%	(162)	13%	(279)	66%	(1442)	9%	(201)	2201
4-Region: Northeast	5%	(22)	5%	(19)	14%	(55)	67%	(264)	9%	(34)	394
4-Region: Midwest	4%	(18)	9%	(41)	15%	(70)	62%	(288)	10%	(45)	462
4-Region: South	5%	(39)	7%	(61)	13%	(104)	67%	(554)	8%	(67)	825
4-Region: West	7%	(38)	8%	(41)	10%	(49)	65%	(336)	11%	(56)	520
Sports fan	5%	(76)	9%	(119)	13%	(179)	66%	(918)	7%	(99)	1391
Traveled outside of U.S. in past year 1+ times	6%	(27)	11%	(49)	13%	(58)	65%	(283)	4%	(19)	436
Frequent Flyer	8%	(20)	12%	(29)	16%	(39)	59%	(148)	6%	(14)	251

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
Adults	8%	(184)	11%	(251)	17%	(365)	55%	(1204)	9%	(197)	2201
Gender: Male	10%	(108)	13%	(139)	19%	(205)	47%	(504)	10%	(106)	1062
Gender: Female	7%	(76)	10%	(112)	14%	(160)	61%	(700)	8%	(91)	1139
Age: 18-34	11%	(74)	11%	(75)	18%	(118)	49%	(322)	10%	(67)	655
Age: 35-44	9%	(33)	12%	(42)	22%	(77)	49%	(174)	9%	(32)	358
Age: 45-64	8%	(60)	13%	(98)	17%	(124)	54%	(402)	9%	(66)	751
Age: 65+	4%	(17)	8%	(36)	11%	(46)	70%	(306)	7%	(32)	436
GenZers: 1997-2012	10%	(28)	9%	(27)	19%	(55)	52%	(148)	10%	(29)	287
Millennials: 1981-1996	12%	(66)	14%	(73)	18%	(98)	46%	(246)	10%	(52)	536
GenXers: 1965-1980	8%	(42)	13%	(69)	20%	(107)	49%	(265)	11%	(60)	543
Baby Boomers: 1946-1964	6%	(46)	10%	(76)	13%	(102)	65%	(499)	6%	(47)	769
PID: Dem (no lean)	6%	(46)	8%	(68)	14%	(111)	64%	(527)	8%	(68)	820
PID: Ind (no lean)	9%	(60)	9%	(59)	21%	(142)	51%	(348)	11%	(79)	688
PID: Rep (no lean)	11%	(78)	18%	(124)	16%	(112)	47%	(329)	7%	(50)	693
PID/Gender: Dem Men	6%	(22)	10%	(34)	16%	(53)	58%	(194)	10%	(33)	336
PID/Gender: Dem Women	5%	(24)	7%	(34)	12%	(58)	69%	(333)	7%	(35)	484
PID/Gender: Ind Men	11%	(40)	10%	(35)	22%	(77)	45%	(156)	12%	(42)	349
PID/Gender: Ind Women	6%	(20)	7%	(24)	19%	(65)	57%	(191)	11%	(37)	338
PID/Gender: Rep Men	12%	(47)	19%	(71)	20%	(75)	41%	(153)	8%	(31)	377
PID/Gender: Rep Women	10%	(31)	17%	(54)	12%	(37)	56%	(176)	6%	(19)	316
Ideo: Liberal (1-3)	7%	(47)	8%	(50)	18%	(112)	62%	(394)	6%	(36)	639
Ideo: Moderate (4)	6%	(36)	10%	(61)	16%	(95)	58%	(348)	11%	(63)	604
Ideo: Conservative (5-7)	10%	(73)	16%	(122)	18%	(132)	50%	(372)	6%	(45)	743
Educ: < College	9%	(141)	10%	(151)	16%	(235)	54%	(822)	11%	(165)	1513
Educ: Bachelors degree	5%	(24)	16%	(70)	19%	(84)	57%	(253)	3%	(14)	444
Educ: Post-grad	8%	(20)	12%	(30)	19%	(46)	53%	(129)	7%	(18)	244
Income: Under 50k	8%	(94)	11%	(130)	16%	(184)	53%	(614)	11%	(129)	1151
Income: 50k-100k	8%	(58)	12%	(84)	17%	(121)	57%	(406)	7%	(48)	716
Income: 100k+	10%	(33)	11%	(37)	18%	(60)	55%	(184)	6%	(20)	334
Ethnicity: White	9%	(155)	12%	(215)	17%	(288)	54%	(934)	8%	(130)	1723
Ethnicity: Hispanic	12%	(41)	8%	(27)	17%	(60)	54%	(187)	10%	(35)	350

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
Adults	8%	(184)	11%	(251)	17%	(365)	55%	(1204)	9% (197)	2201
Ethnicity: Afr. Am.	6%	(16)	9%	(24)	12%	(32)	62%	(171)	11% (31)	274
Ethnicity: Other	6%	(12)	6%	(12)	22%	(45)	48%	(99)	17% (36)	204
All Christian	7%	(70)	12%	(126)	17%	(178)	57%	(598)	7% (73)	1044
All Non-Christian	12%	(14)	11%	(13)	10%	(11)	60%	(67)	6% (7)	111
Atheist	7%	(7)	10%	(11)	28%	(29)	52%	(55)	3% (3)	106
Agnostic/Nothing in particular	10%	(93)	11%	(102)	16%	(147)	51%	(484)	12% (114)	940
Religious Non-Protestant/Catholic	11%	(16)	13%	(18)	13%	(19)	58%	(85)	5% (8)	146
Evangelical	11%	(60)	14%	(81)	16%	(91)	51%	(290)	8% (48)	570
Non-Evangelical	7%	(55)	11%	(85)	16%	(131)	59%	(473)	7% (56)	799
Community: Urban	9%	(53)	9%	(55)	16%	(91)	54%	(313)	12% (70)	581
Community: Suburban	8%	(90)	12%	(128)	17%	(188)	55%	(602)	8% (85)	1092
Community: Rural	8%	(41)	13%	(68)	16%	(87)	55%	(290)	8% (42)	528
Employ: Private Sector	11%	(74)	15%	(98)	16%	(110)	52%	(350)	7% (45)	677
Employ: Government	12%	(12)	14%	(14)	15%	(15)	51%	(52)	9% (9)	102
Employ: Self-Employed	12%	(18)	13%	(19)	16%	(25)	50%	(76)	9% (13)	152
Employ: Homemaker	2%	(3)	10%	(16)	16%	(26)	62%	(100)	10% (16)	161
Employ: Retired	6%	(28)	9%	(45)	12%	(61)	65%	(326)	8% (40)	500
Employ: Unemployed	7%	(21)	11%	(31)	24%	(70)	48%	(138)	11% (30)	290
Employ: Other	13%	(21)	9%	(14)	16%	(25)	46%	(73)	17% (27)	159
Military HH: Yes	8%	(27)	15%	(50)	15%	(51)	54%	(181)	7% (24)	332
Military HH: No	8%	(157)	11%	(201)	17%	(314)	55%	(1023)	9% (173)	1869
RD/WT: Right Direction	10%	(78)	16%	(126)	17%	(130)	49%	(382)	7% (58)	774
RD/WT: Wrong Track	7%	(106)	9%	(125)	16%	(235)	58%	(822)	10% (139)	1427
Trump Job Approve	11%	(105)	16%	(146)	17%	(157)	48%	(446)	8% (73)	927
Trump Job Disapprove	5%	(63)	8%	(95)	16%	(191)	63%	(730)	8% (88)	1167
Trump Job Strongly Approve	16%	(81)	17%	(85)	14%	(74)	47%	(241)	7% (35)	516
Trump Job Somewhat Approve	6%	(25)	15%	(60)	20%	(83)	50%	(204)	9% (38)	410
Trump Job Somewhat Disapprove	6%	(16)	8%	(22)	25%	(65)	50%	(133)	11% (28)	264
Trump Job Strongly Disapprove	5%	(47)	8%	(73)	14%	(126)	66%	(597)	7% (59)	902

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
Adults	8%	(184)	11%	(251)	17%	(365)	55%	(1204)	9% (197)	2201
Favorable of Trump	11%	(103)	16%	(145)	17%	(156)	48%	(437)	7% (68)	909
Unfavorable of Trump	6%	(72)	9%	(102)	17%	(198)	61%	(719)	7% (81)	1172
Very Favorable of Trump	15%	(76)	17%	(87)	13%	(69)	48%	(245)	7% (38)	515
Somewhat Favorable of Trump	7%	(27)	15%	(58)	22%	(86)	49%	(192)	8% (31)	394
Somewhat Unfavorable of Trump	7%	(15)	11%	(21)	27%	(54)	41%	(82)	14% (27)	199
Very Unfavorable of Trump	6%	(58)	8%	(80)	15%	(144)	65%	(637)	6% (54)	973
#1 Issue: Economy	13%	(95)	15%	(111)	16%	(125)	49%	(368)	7% (56)	755
#1 Issue: Security	8%	(18)	11%	(26)	16%	(38)	50%	(119)	15% (36)	238
#1 Issue: Health Care	5%	(23)	10%	(45)	16%	(77)	63%	(293)	7% (31)	468
#1 Issue: Medicare / Social Security	3%	(9)	10%	(32)	15%	(47)	62%	(191)	9% (28)	307
#1 Issue: Women's Issues	10%	(12)	6%	(7)	16%	(19)	57%	(65)	10% (11)	114
#1 Issue: Education	11%	(14)	10%	(13)	20%	(25)	47%	(61)	12% (15)	129
#1 Issue: Energy	10%	(7)	12%	(8)	15%	(10)	56%	(37)	7% (5)	67
#1 Issue: Other	5%	(6)	6%	(8)	20%	(25)	56%	(69)	12% (14)	122
2018 House Vote: Democrat	5%	(40)	9%	(67)	15%	(110)	64%	(472)	6% (44)	733
2018 House Vote: Republican	12%	(77)	16%	(107)	17%	(109)	49%	(320)	6% (40)	654
2018 House Vote: Someone else	12%	(9)	10%	(7)	27%	(19)	38%	(27)	13% (9)	71
2016 Vote: Hillary Clinton	5%	(32)	9%	(60)	16%	(106)	64%	(426)	6% (41)	664
2016 Vote: Donald Trump	11%	(81)	16%	(116)	14%	(104)	52%	(373)	6% (44)	718
2016 Vote: Other	8%	(12)	9%	(13)	30%	(44)	44%	(66)	9% (14)	150
2016 Vote: Didn't Vote	9%	(58)	9%	(63)	17%	(111)	50%	(336)	15% (99)	666
Voted in 2014: Yes	8%	(101)	13%	(166)	15%	(192)	58%	(748)	7% (85)	1293
Voted in 2014: No	9%	(83)	9%	(85)	19%	(173)	50%	(456)	12% (112)	908
2012 Vote: Barack Obama	5%	(43)	10%	(80)	16%	(130)	62%	(496)	7% (52)	800
2012 Vote: Mitt Romney	9%	(46)	17%	(90)	16%	(82)	52%	(277)	6% (34)	529
2012 Vote: Other	16%	(13)	13%	(11)	21%	(17)	41%	(34)	9% (8)	83
2012 Vote: Didn't Vote	10%	(82)	9%	(70)	17%	(135)	50%	(395)	13% (102)	785

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
Adults	8%	(184)	11%	(251)	17%	(365)	55%	(1204)	9%	(197)	2201
4-Region: Northeast	7%	(27)	7%	(27)	21%	(83)	56%	(220)	9%	(37)	394
4-Region: Midwest	8%	(38)	15%	(71)	16%	(74)	51%	(237)	9%	(43)	462
4-Region: South	7%	(55)	13%	(104)	16%	(133)	57%	(467)	8%	(67)	825
4-Region: West	12%	(63)	10%	(50)	15%	(76)	54%	(280)	10%	(51)	520
Sports fan	9%	(118)	14%	(188)	17%	(230)	54%	(757)	7%	(97)	1391
Traveled outside of U.S. in past year 1+ times	12%	(50)	11%	(49)	19%	(81)	53%	(229)	6%	(27)	436
Frequent Flyer	14%	(35)	18%	(44)	18%	(45)	45%	(113)	6%	(14)	251

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
Adults	4%	(90)	5%	(101)	9%	(207)	71%	(1566)	11%	(237)	2201
Gender: Male	6%	(61)	6%	(61)	11%	(119)	66%	(699)	12%	(122)	1062
Gender: Female	3%	(29)	4%	(40)	8%	(88)	76%	(867)	10%	(115)	1139
Age: 18-34	5%	(36)	3%	(22)	10%	(65)	68%	(445)	13%	(87)	655
Age: 35-44	3%	(10)	6%	(20)	11%	(38)	69%	(246)	12%	(44)	358
Age: 45-64	4%	(34)	5%	(41)	10%	(74)	69%	(521)	11%	(81)	751
Age: 65+	2%	(11)	4%	(18)	7%	(30)	81%	(354)	6%	(24)	436
GenZers: 1997-2012	5%	(15)	2%	(5)	9%	(25)	73%	(209)	11%	(33)	287
Millennials: 1981-1996	5%	(26)	6%	(31)	11%	(60)	64%	(341)	15%	(78)	536
GenXers: 1965-1980	4%	(23)	5%	(30)	11%	(59)	67%	(362)	13%	(69)	543
Baby Boomers: 1946-1964	3%	(24)	4%	(30)	8%	(60)	78%	(601)	7%	(54)	769
PID: Dem (no lean)	2%	(17)	3%	(28)	7%	(59)	78%	(636)	10%	(79)	820
PID: Ind (no lean)	4%	(25)	3%	(19)	7%	(47)	73%	(500)	14%	(96)	688
PID: Rep (no lean)	7%	(48)	8%	(54)	15%	(101)	62%	(429)	9%	(62)	693
PID/Gender: Dem Men	4%	(12)	5%	(15)	9%	(30)	71%	(239)	11%	(39)	336
PID/Gender: Dem Women	1%	(5)	3%	(13)	6%	(29)	82%	(397)	8%	(40)	484
PID/Gender: Ind Men	5%	(16)	4%	(15)	7%	(26)	70%	(246)	13%	(47)	349
PID/Gender: Ind Women	3%	(9)	1%	(4)	6%	(21)	75%	(254)	15%	(50)	338
PID/Gender: Rep Men	9%	(32)	8%	(31)	17%	(63)	57%	(214)	10%	(37)	377
PID/Gender: Rep Women	5%	(15)	7%	(23)	12%	(38)	68%	(216)	8%	(25)	316
Ideo: Liberal (1-3)	4%	(22)	4%	(25)	8%	(52)	79%	(504)	5%	(35)	639
Ideo: Moderate (4)	3%	(18)	3%	(19)	7%	(43)	75%	(456)	11%	(67)	604
Ideo: Conservative (5-7)	6%	(42)	7%	(51)	13%	(99)	65%	(486)	9%	(65)	743
Educ: < College	4%	(67)	5%	(70)	9%	(135)	69%	(1042)	13%	(199)	1513
Educ: Bachelors degree	3%	(15)	4%	(17)	10%	(44)	79%	(349)	4%	(19)	444
Educ: Post-grad	3%	(8)	6%	(14)	11%	(28)	72%	(175)	8%	(18)	244
Income: Under 50k	4%	(45)	5%	(55)	8%	(94)	69%	(798)	14%	(159)	1151
Income: 50k-100k	4%	(30)	4%	(30)	9%	(62)	75%	(536)	8%	(58)	716
Income: 100k+	4%	(15)	5%	(16)	15%	(51)	70%	(233)	6%	(19)	334
Ethnicity: White	5%	(80)	5%	(83)	9%	(158)	72%	(1244)	9%	(157)	1723
Ethnicity: Hispanic	3%	(12)	6%	(20)	9%	(30)	72%	(253)	10%	(35)	350

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
Adults	4%	(90)	5%	(101)	9%	(207)	71%	(1566)	11%	(237)	2201
Ethnicity: Afr. Am.	3%	(7)	4%	(12)	13%	(36)	66%	(180)	14%	(39)	274
Ethnicity: Other	1%	(2)	3%	(6)	6%	(13)	70%	(143)	20%	(40)	204
All Christian	3%	(34)	4%	(46)	9%	(99)	74%	(771)	9%	(94)	1044
All Non-Christian	3%	(3)	6%	(7)	12%	(13)	77%	(85)	3%	(3)	111
Atheist	5%	(5)	3%	(3)	11%	(11)	76%	(80)	7%	(7)	106
Agnostic/Nothing in particular	5%	(48)	5%	(46)	9%	(84)	67%	(630)	14%	(133)	940
Religious Non-Protestant/Catholic	3%	(5)	5%	(8)	10%	(14)	77%	(113)	4%	(6)	146
Evangelical	5%	(29)	8%	(47)	14%	(79)	60%	(343)	13%	(74)	570
Non-Evangelical	3%	(22)	4%	(31)	8%	(67)	77%	(617)	8%	(63)	799
Community: Urban	5%	(27)	4%	(21)	10%	(56)	68%	(396)	14%	(81)	581
Community: Suburban	4%	(42)	4%	(48)	9%	(102)	74%	(811)	8%	(90)	1092
Community: Rural	4%	(22)	6%	(32)	9%	(49)	68%	(360)	12%	(65)	528
Employ: Private Sector	7%	(50)	5%	(35)	11%	(73)	69%	(466)	8%	(52)	677
Employ: Government	2%	(2)	9%	(9)	10%	(10)	74%	(75)	6%	(6)	102
Employ: Self-Employed	2%	(3)	8%	(12)	14%	(21)	65%	(99)	12%	(18)	152
Employ: Homemaker	1%	(2)	4%	(7)	10%	(16)	72%	(116)	12%	(20)	161
Employ: Retired	3%	(17)	4%	(18)	6%	(32)	79%	(393)	8%	(39)	500
Employ: Unemployed	2%	(5)	2%	(6)	9%	(26)	74%	(214)	14%	(39)	290
Employ: Other	5%	(8)	7%	(11)	9%	(14)	57%	(91)	22%	(35)	159
Military HH: Yes	5%	(17)	6%	(21)	13%	(43)	67%	(221)	9%	(30)	332
Military HH: No	4%	(73)	4%	(80)	9%	(164)	72%	(1345)	11%	(207)	1869
RD/WT: Right Direction	6%	(48)	6%	(48)	15%	(113)	62%	(477)	11%	(88)	774
RD/WT: Wrong Track	3%	(42)	4%	(53)	7%	(94)	76%	(1089)	10%	(149)	1427
Trump Job Approve	6%	(55)	7%	(67)	13%	(122)	63%	(585)	11%	(97)	927
Trump Job Disapprove	3%	(30)	2%	(29)	6%	(74)	80%	(938)	8%	(97)	1167
Trump Job Strongly Approve	9%	(48)	10%	(52)	12%	(64)	58%	(297)	11%	(55)	516
Trump Job Somewhat Approve	2%	(7)	4%	(15)	14%	(58)	70%	(288)	10%	(43)	410
Trump Job Somewhat Disapprove	3%	(9)	3%	(7)	10%	(25)	71%	(188)	13%	(36)	264
Trump Job Strongly Disapprove	2%	(21)	2%	(22)	5%	(48)	83%	(750)	7%	(61)	902

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
Adults	4%	(90)	5%	(101)	9%	(207)	71%	(1566)	11%	(237)	2201
Favorable of Trump	6%	(58)	7%	(65)	13%	(120)	63%	(574)	10%	(92)	909
Unfavorable of Trump	2%	(28)	3%	(32)	7%	(86)	80%	(936)	8%	(89)	1172
Very Favorable of Trump	9%	(45)	10%	(49)	13%	(69)	59%	(302)	10%	(49)	515
Somewhat Favorable of Trump	3%	(13)	4%	(16)	13%	(50)	69%	(272)	11%	(43)	394
Somewhat Unfavorable of Trump	4%	(7)	4%	(8)	14%	(27)	65%	(130)	13%	(27)	199
Very Unfavorable of Trump	2%	(21)	2%	(24)	6%	(59)	83%	(806)	6%	(63)	973
#1 Issue: Economy	6%	(48)	7%	(53)	12%	(91)	65%	(493)	9%	(70)	755
#1 Issue: Security	4%	(10)	6%	(15)	9%	(20)	67%	(160)	14%	(33)	238
#1 Issue: Health Care	2%	(9)	3%	(12)	7%	(33)	80%	(374)	9%	(41)	468
#1 Issue: Medicare / Social Security	2%	(6)	3%	(8)	9%	(27)	77%	(238)	9%	(28)	307
#1 Issue: Women's Issues	6%	(7)	4%	(5)	7%	(8)	69%	(79)	14%	(16)	114
#1 Issue: Education	3%	(4)	5%	(7)	14%	(19)	60%	(77)	17%	(22)	129
#1 Issue: Energy	4%	(3)	1%	(1)	6%	(4)	88%	(58)	1%	(1)	67
#1 Issue: Other	3%	(4)	1%	(1)	4%	(5)	70%	(86)	22%	(27)	122
2018 House Vote: Democrat	1%	(10)	3%	(24)	7%	(51)	81%	(597)	7%	(51)	733
2018 House Vote: Republican	6%	(42)	8%	(53)	13%	(86)	64%	(421)	8%	(51)	654
2018 House Vote: Someone else	8%	(6)	5%	(3)	12%	(9)	62%	(44)	13%	(9)	71
2016 Vote: Hillary Clinton	2%	(10)	3%	(19)	8%	(51)	81%	(538)	7%	(46)	664
2016 Vote: Donald Trump	6%	(44)	8%	(56)	14%	(98)	64%	(458)	9%	(63)	718
2016 Vote: Other	3%	(5)	4%	(5)	9%	(13)	76%	(114)	8%	(12)	150
2016 Vote: Didn't Vote	5%	(31)	3%	(21)	7%	(45)	68%	(454)	17%	(116)	666
Voted in 2014: Yes	4%	(52)	6%	(77)	9%	(116)	73%	(946)	8%	(104)	1293
Voted in 2014: No	4%	(38)	3%	(25)	10%	(91)	68%	(621)	15%	(133)	908
2012 Vote: Barack Obama	2%	(13)	3%	(25)	8%	(65)	79%	(629)	8%	(67)	800
2012 Vote: Mitt Romney	6%	(34)	8%	(40)	13%	(66)	66%	(348)	8%	(41)	529
2012 Vote: Other	7%	(6)	14%	(12)	7%	(6)	64%	(53)	7%	(6)	83
2012 Vote: Didn't Vote	5%	(37)	3%	(24)	9%	(69)	68%	(534)	15%	(120)	785

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
Adults	4%	(90)	5%	(101)	9%	(207)	71%	(1566)	11%	(237)	2201
4-Region: Northeast	4%	(16)	4%	(16)	10%	(39)	73%	(286)	9%	(37)	394
4-Region: Midwest	3%	(14)	4%	(16)	11%	(50)	71%	(327)	12%	(56)	462
4-Region: South	4%	(31)	6%	(46)	9%	(72)	71%	(584)	11%	(92)	825
4-Region: West	6%	(29)	4%	(23)	9%	(47)	71%	(370)	10%	(52)	520
Sports fan	4%	(62)	5%	(75)	11%	(155)	70%	(971)	9%	(127)	1391
Traveled outside of U.S. in past year 1+ times	5%	(23)	5%	(21)	10%	(44)	74%	(324)	6%	(25)	436
Frequent Flyer	6%	(16)	7%	(17)	12%	(30)	67%	(169)	8%	(19)	251

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
Adults	6%	(139)	7%	(160)	14%	(310)	64%	(1401)	9%	(191)	2201
Gender: Male	8%	(85)	9%	(91)	15%	(164)	58%	(619)	10%	(102)	1062
Gender: Female	5%	(53)	6%	(69)	13%	(146)	69%	(781)	8%	(89)	1139
Age: 18-34	9%	(58)	9%	(56)	16%	(108)	57%	(371)	9%	(62)	655
Age: 35-44	8%	(28)	9%	(31)	17%	(59)	61%	(218)	6%	(22)	358
Age: 45-64	6%	(43)	8%	(57)	13%	(95)	64%	(481)	10%	(75)	751
Age: 65+	2%	(10)	4%	(16)	11%	(48)	76%	(330)	7%	(32)	436
GenZers: 1997-2012	6%	(18)	7%	(21)	16%	(46)	60%	(172)	10%	(30)	287
Millennials: 1981-1996	10%	(54)	10%	(54)	18%	(95)	54%	(290)	8%	(43)	536
GenXers: 1965-1980	7%	(36)	8%	(44)	14%	(77)	61%	(331)	10%	(55)	543
Baby Boomers: 1946-1964	4%	(28)	5%	(40)	11%	(87)	72%	(557)	7%	(57)	769
PID: Dem (no lean)	5%	(40)	5%	(37)	12%	(98)	71%	(585)	7%	(60)	820
PID: Ind (no lean)	6%	(41)	7%	(46)	14%	(98)	62%	(425)	11%	(78)	688
PID: Rep (no lean)	8%	(58)	11%	(77)	16%	(114)	56%	(391)	8%	(54)	693
PID/Gender: Dem Men	7%	(24)	8%	(27)	14%	(46)	64%	(214)	8%	(25)	336
PID/Gender: Dem Women	3%	(16)	2%	(10)	11%	(52)	77%	(371)	7%	(35)	484
PID/Gender: Ind Men	7%	(25)	7%	(23)	15%	(51)	59%	(208)	12%	(42)	349
PID/Gender: Ind Women	5%	(16)	7%	(23)	14%	(47)	64%	(217)	11%	(36)	338
PID/Gender: Rep Men	9%	(36)	11%	(41)	18%	(68)	53%	(198)	9%	(35)	377
PID/Gender: Rep Women	7%	(22)	12%	(36)	15%	(46)	61%	(193)	6%	(19)	316
Ideo: Liberal (1-3)	7%	(44)	4%	(23)	13%	(83)	73%	(464)	4%	(26)	639
Ideo: Moderate (4)	4%	(23)	7%	(40)	15%	(88)	66%	(401)	8%	(51)	604
Ideo: Conservative (5-7)	8%	(57)	11%	(83)	15%	(110)	59%	(436)	8%	(57)	743
Educ: < College	7%	(100)	6%	(93)	14%	(211)	63%	(949)	11%	(161)	1513
Educ: Bachelors degree	4%	(19)	9%	(42)	15%	(64)	67%	(299)	4%	(19)	444
Educ: Post-grad	8%	(20)	10%	(25)	14%	(35)	63%	(153)	5%	(11)	244
Income: Under 50k	6%	(71)	7%	(84)	14%	(156)	62%	(709)	11%	(131)	1151
Income: 50k-100k	5%	(39)	7%	(53)	14%	(98)	67%	(481)	6%	(45)	716
Income: 100k+	9%	(29)	7%	(23)	17%	(56)	63%	(210)	5%	(15)	334
Ethnicity: White	7%	(113)	8%	(133)	14%	(235)	64%	(1095)	8%	(146)	1723
Ethnicity: Hispanic	5%	(19)	9%	(31)	13%	(46)	65%	(228)	7%	(26)	350

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
Adults	6%	(139)	7%	(160)	14%	(310)	64%	(1401)	9%	(191)	2201
Ethnicity: Afr. Am.	6%	(17)	7%	(18)	15%	(40)	66%	(180)	7%	(19)	274
Ethnicity: Other	4%	(9)	4%	(9)	17%	(34)	62%	(126)	13%	(26)	204
All Christian	4%	(43)	8%	(86)	16%	(164)	64%	(673)	8%	(79)	1044
All Non-Christian	8%	(9)	4%	(5)	13%	(14)	69%	(76)	6%	(7)	111
Atheist	5%	(5)	6%	(7)	18%	(19)	68%	(72)	3%	(3)	106
Agnostic/Nothing in particular	9%	(81)	7%	(64)	12%	(113)	62%	(580)	11%	(102)	940
Religious Non-Protestant/Catholic	7%	(10)	8%	(12)	13%	(19)	65%	(94)	7%	(10)	146
Evangelical	9%	(53)	10%	(58)	15%	(88)	56%	(322)	9%	(50)	570
Non-Evangelical	4%	(33)	6%	(49)	13%	(106)	69%	(551)	8%	(61)	799
Community: Urban	7%	(40)	7%	(38)	14%	(79)	63%	(364)	10%	(60)	581
Community: Suburban	6%	(62)	8%	(87)	14%	(152)	65%	(712)	7%	(79)	1092
Community: Rural	7%	(37)	7%	(35)	15%	(79)	61%	(325)	10%	(52)	528
Employ: Private Sector	9%	(63)	10%	(68)	14%	(96)	60%	(403)	7%	(46)	677
Employ: Government	9%	(9)	8%	(8)	20%	(20)	59%	(60)	6%	(6)	102
Employ: Self-Employed	11%	(17)	7%	(11)	13%	(20)	61%	(93)	7%	(11)	152
Employ: Homemaker	1%	(2)	2%	(4)	14%	(22)	71%	(114)	12%	(19)	161
Employ: Retired	3%	(14)	5%	(26)	13%	(67)	71%	(357)	7%	(37)	500
Employ: Unemployed	5%	(16)	8%	(22)	11%	(31)	67%	(193)	10%	(28)	290
Employ: Other	8%	(13)	7%	(11)	14%	(22)	54%	(86)	17%	(27)	159
Military HH: Yes	7%	(23)	8%	(26)	19%	(62)	59%	(195)	8%	(26)	332
Military HH: No	6%	(116)	7%	(135)	13%	(248)	65%	(1206)	9%	(165)	1869
RD/WT: Right Direction	8%	(63)	10%	(78)	16%	(122)	57%	(442)	9%	(69)	774
RD/WT: Wrong Track	5%	(75)	6%	(82)	13%	(188)	67%	(959)	9%	(122)	1427
Trump Job Approve	8%	(76)	10%	(95)	15%	(141)	57%	(531)	9%	(84)	927
Trump Job Disapprove	5%	(53)	5%	(56)	13%	(156)	72%	(835)	6%	(67)	1167
Trump Job Strongly Approve	11%	(57)	10%	(53)	15%	(76)	55%	(285)	9%	(45)	516
Trump Job Somewhat Approve	5%	(19)	10%	(42)	16%	(65)	60%	(246)	9%	(39)	410
Trump Job Somewhat Disapprove	5%	(13)	9%	(23)	16%	(42)	64%	(168)	7%	(19)	264
Trump Job Strongly Disapprove	4%	(40)	4%	(33)	13%	(115)	74%	(667)	5%	(48)	902

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
Adults	6%	(139)	7%	(160)	14%	(310)	64%	(1401)	9%	(191)	2201
Favorable of Trump	8%	(75)	11%	(98)	16%	(143)	57%	(515)	8%	(77)	909
Unfavorable of Trump	5%	(57)	5%	(57)	14%	(159)	71%	(835)	6%	(65)	1172
Very Favorable of Trump	11%	(55)	10%	(51)	16%	(83)	56%	(286)	8%	(39)	515
Somewhat Favorable of Trump	5%	(20)	12%	(47)	15%	(60)	58%	(229)	10%	(38)	394
Somewhat Unfavorable of Trump	7%	(14)	9%	(18)	16%	(32)	57%	(114)	10%	(21)	199
Very Unfavorable of Trump	4%	(43)	4%	(39)	13%	(126)	74%	(721)	5%	(44)	973
#1 Issue: Economy	9%	(68)	11%	(83)	15%	(112)	58%	(442)	7%	(52)	755
#1 Issue: Security	5%	(13)	7%	(17)	14%	(34)	59%	(141)	14%	(34)	238
#1 Issue: Health Care	5%	(22)	4%	(21)	13%	(59)	72%	(337)	6%	(30)	468
#1 Issue: Medicare / Social Security	2%	(7)	5%	(14)	14%	(43)	70%	(216)	9%	(28)	307
#1 Issue: Women's Issues	7%	(8)	7%	(8)	17%	(20)	60%	(69)	8%	(9)	114
#1 Issue: Education	8%	(10)	10%	(12)	15%	(20)	54%	(69)	13%	(17)	129
#1 Issue: Energy	13%	(8)	4%	(3)	14%	(9)	67%	(45)	2%	(1)	67
#1 Issue: Other	3%	(4)	2%	(3)	11%	(14)	67%	(82)	16%	(20)	122
2018 House Vote: Democrat	4%	(26)	4%	(33)	12%	(87)	74%	(545)	6%	(42)	733
2018 House Vote: Republican	8%	(55)	11%	(70)	15%	(101)	59%	(383)	7%	(44)	654
2018 House Vote: Someone else	10%	(7)	4%	(3)	16%	(11)	54%	(38)	17%	(12)	71
2016 Vote: Hillary Clinton	4%	(28)	4%	(30)	13%	(87)	73%	(482)	6%	(37)	664
2016 Vote: Donald Trump	8%	(55)	10%	(71)	15%	(109)	60%	(429)	8%	(55)	718
2016 Vote: Other	3%	(5)	7%	(11)	11%	(16)	69%	(103)	10%	(15)	150
2016 Vote: Didn't Vote	8%	(51)	7%	(49)	15%	(98)	58%	(385)	13%	(84)	666
Voted in 2014: Yes	6%	(74)	7%	(97)	14%	(177)	66%	(857)	7%	(89)	1293
Voted in 2014: No	7%	(65)	7%	(64)	15%	(133)	60%	(544)	11%	(102)	908
2012 Vote: Barack Obama	4%	(30)	6%	(48)	14%	(109)	70%	(558)	7%	(55)	800
2012 Vote: Mitt Romney	8%	(41)	8%	(44)	16%	(87)	61%	(325)	6%	(32)	529
2012 Vote: Other	7%	(6)	15%	(13)	7%	(6)	61%	(50)	10%	(8)	83
2012 Vote: Didn't Vote	8%	(62)	7%	(56)	14%	(109)	59%	(465)	12%	(93)	785

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
Adults	6%	(139)	7%	(160)	14%	(310)	64%	(1401)	9%	(191)	2201
4-Region: Northeast	7%	(28)	3%	(13)	15%	(59)	66%	(262)	8%	(32)	394
4-Region: Midwest	6%	(26)	9%	(42)	17%	(77)	60%	(277)	9%	(41)	462
4-Region: South	6%	(48)	8%	(68)	14%	(113)	63%	(519)	9%	(76)	825
4-Region: West	7%	(37)	7%	(37)	12%	(61)	66%	(343)	8%	(42)	520
Sports fan	7%	(104)	8%	(117)	15%	(210)	63%	(879)	6%	(81)	1391
Traveled outside of U.S. in past year 1+ times	9%	(39)	9%	(38)	14%	(60)	64%	(277)	5%	(22)	436
Frequent Flyer	12%	(31)	12%	(29)	15%	(38)	57%	(142)	4%	(11)	251

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
Adults	10%	(219)	13%	(284)	20%	(438)	50%	(1090)	8%	(170)	2201
Gender: Male	13%	(134)	15%	(158)	20%	(213)	45%	(475)	8%	(83)	1062
Gender: Female	7%	(85)	11%	(127)	20%	(225)	54%	(615)	8%	(87)	1139
Age: 18-34	12%	(79)	13%	(84)	19%	(128)	47%	(310)	8%	(54)	655
Age: 35-44	10%	(36)	13%	(48)	23%	(83)	46%	(164)	8%	(27)	358
Age: 45-64	10%	(75)	14%	(104)	22%	(165)	46%	(348)	8%	(60)	751
Age: 65+	6%	(28)	11%	(47)	14%	(63)	62%	(269)	7%	(29)	436
GenZers: 1997-2012	10%	(29)	10%	(28)	21%	(59)	51%	(147)	8%	(24)	287
Millennials: 1981-1996	12%	(67)	15%	(82)	21%	(111)	44%	(233)	8%	(43)	536
GenXers: 1965-1980	11%	(59)	14%	(75)	22%	(122)	43%	(234)	10%	(53)	543
Baby Boomers: 1946-1964	8%	(60)	12%	(92)	18%	(140)	56%	(432)	6%	(44)	769
PID: Dem (no lean)	5%	(44)	9%	(73)	18%	(148)	60%	(492)	8%	(62)	820
PID: Ind (no lean)	10%	(70)	12%	(80)	20%	(140)	48%	(330)	10%	(69)	688
PID: Rep (no lean)	15%	(105)	19%	(131)	22%	(150)	39%	(267)	6%	(40)	693
PID/Gender: Dem Men	7%	(24)	11%	(38)	17%	(56)	57%	(192)	8%	(26)	336
PID/Gender: Dem Women	4%	(20)	7%	(36)	19%	(92)	62%	(300)	7%	(35)	484
PID/Gender: Ind Men	13%	(47)	14%	(50)	20%	(71)	43%	(149)	9%	(32)	349
PID/Gender: Ind Women	7%	(22)	9%	(30)	20%	(68)	53%	(181)	11%	(37)	338
PID/Gender: Rep Men	17%	(63)	19%	(70)	23%	(86)	35%	(133)	7%	(25)	377
PID/Gender: Rep Women	13%	(42)	19%	(61)	20%	(64)	42%	(134)	5%	(15)	316
Ideo: Liberal (1-3)	7%	(43)	9%	(58)	21%	(132)	58%	(370)	6%	(35)	639
Ideo: Moderate (4)	7%	(45)	11%	(69)	20%	(118)	54%	(327)	7%	(44)	604
Ideo: Conservative (5-7)	13%	(96)	18%	(134)	23%	(170)	41%	(308)	5%	(36)	743
Educ: < College	11%	(160)	13%	(192)	17%	(256)	50%	(754)	10%	(152)	1513
Educ: Bachelors degree	7%	(33)	13%	(59)	26%	(115)	51%	(225)	3%	(12)	444
Educ: Post-grad	11%	(27)	14%	(33)	27%	(67)	45%	(111)	3%	(7)	244
Income: Under 50k	11%	(132)	12%	(137)	16%	(187)	50%	(577)	10%	(118)	1151
Income: 50k-100k	7%	(50)	13%	(96)	23%	(162)	52%	(370)	5%	(38)	716
Income: 100k+	11%	(37)	15%	(51)	27%	(89)	43%	(142)	4%	(14)	334
Ethnicity: White	10%	(179)	14%	(236)	20%	(349)	49%	(841)	7%	(117)	1723
Ethnicity: Hispanic	10%	(33)	14%	(49)	17%	(59)	52%	(183)	7%	(26)	350

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
Adults	10%	(219)	13%	(284)	20%	(438)	50%	(1090)	8%	(170)	2201
Ethnicity: Afr. Am.	11%	(29)	7%	(20)	18%	(49)	56%	(154)	8%	(22)	274
Ethnicity: Other	5%	(11)	13%	(27)	19%	(39)	47%	(95)	15%	(31)	204
All Christian	8%	(88)	13%	(134)	21%	(220)	52%	(544)	6%	(58)	1044
All Non-Christian	8%	(9)	11%	(13)	15%	(17)	61%	(67)	5%	(5)	111
Atheist	7%	(7)	18%	(20)	21%	(22)	51%	(54)	3%	(3)	106
Agnostic/Nothing in particular	12%	(115)	13%	(118)	19%	(178)	45%	(424)	11%	(104)	940
Religious Non-Protestant/Catholic	7%	(10)	12%	(18)	19%	(28)	55%	(81)	6%	(9)	146
Evangelical	13%	(72)	18%	(102)	18%	(101)	45%	(256)	7%	(40)	570
Non-Evangelical	9%	(74)	10%	(76)	22%	(173)	53%	(423)	7%	(54)	799
Community: Urban	9%	(50)	10%	(58)	20%	(115)	51%	(298)	10%	(59)	581
Community: Suburban	10%	(105)	13%	(146)	21%	(232)	49%	(536)	7%	(74)	1092
Community: Rural	12%	(64)	15%	(80)	17%	(91)	48%	(256)	7%	(37)	528
Employ: Private Sector	14%	(97)	17%	(114)	22%	(150)	41%	(280)	5%	(36)	677
Employ: Government	10%	(10)	15%	(15)	24%	(25)	49%	(50)	2%	(2)	102
Employ: Self-Employed	9%	(13)	18%	(28)	20%	(31)	44%	(67)	8%	(12)	152
Employ: Homemaker	6%	(10)	8%	(13)	23%	(37)	53%	(85)	10%	(15)	161
Employ: Retired	8%	(40)	10%	(49)	16%	(78)	60%	(299)	7%	(33)	500
Employ: Unemployed	10%	(28)	9%	(25)	22%	(64)	49%	(143)	10%	(30)	290
Employ: Other	7%	(12)	11%	(18)	17%	(27)	46%	(73)	18%	(29)	159
Military HH: Yes	11%	(36)	13%	(44)	23%	(75)	47%	(155)	6%	(20)	332
Military HH: No	10%	(183)	13%	(240)	19%	(362)	50%	(934)	8%	(150)	1869
RD/WT: Right Direction	13%	(100)	18%	(141)	21%	(161)	42%	(322)	6%	(49)	774
RD/WT: Wrong Track	8%	(119)	10%	(143)	19%	(276)	54%	(768)	8%	(121)	1427
Trump Job Approve	13%	(122)	19%	(173)	19%	(180)	41%	(383)	7%	(69)	927
Trump Job Disapprove	7%	(78)	9%	(100)	21%	(244)	58%	(677)	6%	(68)	1167
Trump Job Strongly Approve	18%	(94)	19%	(97)	17%	(87)	40%	(206)	6%	(32)	516
Trump Job Somewhat Approve	7%	(28)	19%	(76)	23%	(93)	43%	(176)	9%	(37)	410
Trump Job Somewhat Disapprove	6%	(15)	12%	(31)	30%	(80)	46%	(121)	7%	(17)	264
Trump Job Strongly Disapprove	7%	(62)	8%	(69)	18%	(165)	62%	(555)	6%	(51)	902

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
Adults	10%	(219)	13%	(284)	20%	(438)	50%	(1090)	8%	(170)	2201
Favorable of Trump	14%	(124)	18%	(165)	20%	(181)	41%	(373)	7%	(66)	909
Unfavorable of Trump	7%	(78)	9%	(108)	21%	(247)	57%	(674)	6%	(65)	1172
Very Favorable of Trump	19%	(97)	18%	(93)	17%	(87)	40%	(205)	7%	(34)	515
Somewhat Favorable of Trump	7%	(28)	18%	(72)	24%	(94)	43%	(168)	8%	(32)	394
Somewhat Unfavorable of Trump	5%	(11)	13%	(26)	28%	(56)	43%	(85)	11%	(22)	199
Very Unfavorable of Trump	7%	(67)	8%	(82)	20%	(191)	61%	(589)	4%	(43)	973
#1 Issue: Economy	14%	(105)	16%	(123)	21%	(158)	42%	(316)	7%	(53)	755
#1 Issue: Security	10%	(23)	11%	(26)	25%	(60)	43%	(102)	11%	(27)	238
#1 Issue: Health Care	6%	(29)	10%	(45)	19%	(87)	60%	(280)	6%	(27)	468
#1 Issue: Medicare / Social Security	7%	(22)	11%	(35)	14%	(43)	59%	(182)	8%	(25)	307
#1 Issue: Women's Issues	9%	(10)	14%	(16)	18%	(20)	52%	(59)	7%	(8)	114
#1 Issue: Education	13%	(17)	8%	(10)	27%	(35)	40%	(51)	12%	(16)	129
#1 Issue: Energy	6%	(4)	15%	(10)	17%	(11)	61%	(40)	2%	(2)	67
#1 Issue: Other	8%	(10)	15%	(19)	18%	(23)	49%	(60)	10%	(12)	122
2018 House Vote: Democrat	5%	(36)	9%	(70)	20%	(149)	59%	(433)	6%	(46)	733
2018 House Vote: Republican	15%	(99)	17%	(109)	22%	(144)	42%	(272)	5%	(31)	654
2018 House Vote: Someone else	15%	(11)	20%	(14)	22%	(16)	32%	(23)	11%	(8)	71
2016 Vote: Hillary Clinton	6%	(38)	8%	(53)	20%	(132)	60%	(400)	6%	(41)	664
2016 Vote: Donald Trump	14%	(103)	18%	(129)	20%	(145)	43%	(306)	5%	(35)	718
2016 Vote: Other	7%	(11)	14%	(21)	28%	(42)	42%	(63)	9%	(13)	150
2016 Vote: Didn't Vote	10%	(67)	12%	(81)	18%	(119)	48%	(318)	12%	(81)	666
Voted in 2014: Yes	10%	(130)	13%	(164)	21%	(266)	50%	(652)	6%	(82)	1293
Voted in 2014: No	10%	(89)	13%	(120)	19%	(172)	48%	(438)	10%	(89)	908
2012 Vote: Barack Obama	7%	(53)	9%	(68)	20%	(158)	58%	(466)	7%	(55)	800
2012 Vote: Mitt Romney	12%	(63)	19%	(103)	24%	(125)	40%	(213)	5%	(26)	529
2012 Vote: Other	20%	(17)	22%	(18)	12%	(10)	40%	(33)	6%	(5)	83
2012 Vote: Didn't Vote	11%	(87)	12%	(95)	18%	(145)	48%	(376)	11%	(83)	785

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
Adults	10%	(219)	13%	(284)	20%	(438)	50%	(1090)	8%	(170)	2201
4-Region: Northeast	8%	(30)	10%	(40)	23%	(92)	50%	(196)	9%	(35)	394
4-Region: Midwest	11%	(49)	14%	(63)	19%	(90)	49%	(226)	7%	(35)	462
4-Region: South	9%	(76)	14%	(113)	19%	(157)	50%	(413)	8%	(65)	825
4-Region: West	12%	(64)	13%	(67)	19%	(99)	49%	(254)	7%	(35)	520
Sports fan	11%	(157)	14%	(198)	20%	(274)	49%	(676)	6%	(86)	1391
Traveled outside of U.S. in past year 1+ times	11%	(46)	13%	(56)	26%	(116)	46%	(202)	4%	(17)	436
Frequent Flyer	14%	(35)	17%	(43)	24%	(59)	42%	(106)	4%	(9)	251

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
Adults	5%	(106)	5%	(104)	10%	(211)	72%	(1584)	9%	(196)	2201
Gender: Male	6%	(65)	7%	(69)	11%	(119)	66%	(696)	11%	(114)	1062
Gender: Female	4%	(42)	3%	(35)	8%	(93)	78%	(888)	7%	(82)	1139
Age: 18-34	8%	(50)	5%	(36)	13%	(88)	62%	(406)	12%	(77)	655
Age: 35-44	6%	(20)	6%	(21)	12%	(42)	69%	(246)	8%	(29)	358
Age: 45-64	3%	(25)	5%	(38)	8%	(61)	75%	(566)	8%	(61)	751
Age: 65+	3%	(11)	2%	(9)	5%	(20)	84%	(367)	7%	(29)	436
GenZers: 1997-2012	5%	(15)	4%	(13)	15%	(43)	64%	(183)	12%	(34)	287
Millennials: 1981-1996	8%	(42)	7%	(36)	13%	(68)	62%	(332)	11%	(57)	536
GenXers: 1965-1980	5%	(26)	5%	(26)	11%	(58)	70%	(381)	10%	(53)	543
Baby Boomers: 1946-1964	3%	(20)	4%	(29)	5%	(41)	82%	(631)	6%	(47)	769
PID: Dem (no lean)	3%	(24)	4%	(29)	9%	(73)	77%	(632)	8%	(62)	820
PID: Ind (no lean)	6%	(44)	4%	(26)	10%	(69)	70%	(479)	10%	(70)	688
PID: Rep (no lean)	5%	(38)	7%	(49)	10%	(69)	68%	(473)	9%	(63)	693
PID/Gender: Dem Men	4%	(12)	5%	(18)	10%	(34)	71%	(239)	10%	(32)	336
PID/Gender: Dem Women	2%	(12)	2%	(11)	8%	(39)	81%	(393)	6%	(30)	484
PID/Gender: Ind Men	8%	(28)	4%	(16)	11%	(40)	66%	(230)	11%	(37)	349
PID/Gender: Ind Women	5%	(16)	3%	(11)	9%	(29)	74%	(249)	10%	(33)	338
PID/Gender: Rep Men	7%	(25)	10%	(36)	12%	(45)	60%	(228)	12%	(44)	377
PID/Gender: Rep Women	4%	(13)	4%	(13)	8%	(25)	78%	(246)	6%	(19)	316
Ideo: Liberal (1-3)	5%	(32)	4%	(25)	9%	(60)	77%	(494)	4%	(28)	639
Ideo: Moderate (4)	3%	(20)	4%	(24)	9%	(56)	74%	(445)	10%	(58)	604
Ideo: Conservative (5-7)	5%	(35)	6%	(43)	11%	(81)	71%	(529)	8%	(57)	743
Educ: < College	5%	(73)	4%	(63)	9%	(130)	71%	(1072)	12%	(174)	1513
Educ: Bachelors degree	3%	(14)	6%	(29)	12%	(52)	76%	(337)	3%	(12)	444
Educ: Post-grad	8%	(19)	5%	(12)	12%	(30)	72%	(175)	4%	(9)	244
Income: Under 50k	5%	(56)	5%	(58)	8%	(94)	69%	(799)	13%	(144)	1151
Income: 50k-100k	4%	(26)	4%	(28)	11%	(76)	76%	(546)	6%	(41)	716
Income: 100k+	7%	(24)	6%	(18)	12%	(41)	72%	(239)	3%	(11)	334
Ethnicity: White	4%	(77)	5%	(90)	9%	(159)	73%	(1254)	8%	(143)	1723
Ethnicity: Hispanic	3%	(11)	6%	(23)	15%	(53)	67%	(235)	8%	(28)	350

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
Adults	5%	(106)	5%	(104)	10%	(211)	72%	(1584)	9%	(196)	2201
Ethnicity: Afr. Am.	7%	(20)	2%	(7)	12%	(32)	68%	(187)	11%	(29)	274
Ethnicity: Other	5%	(10)	3%	(7)	10%	(20)	70%	(143)	12%	(24)	204
All Christian	3%	(36)	5%	(53)	8%	(86)	77%	(805)	6%	(64)	1044
All Non-Christian	4%	(5)	8%	(9)	11%	(13)	74%	(82)	3%	(3)	111
Atheist	5%	(5)	4%	(4)	18%	(19)	69%	(73)	5%	(5)	106
Agnostic/Nothing in particular	6%	(60)	4%	(38)	10%	(95)	66%	(624)	13%	(124)	940
Religious Non-Protestant/Catholic	3%	(5)	8%	(11)	11%	(15)	74%	(108)	5%	(7)	146
Evangelical	4%	(25)	7%	(41)	10%	(58)	69%	(392)	10%	(54)	570
Non-Evangelical	4%	(32)	4%	(30)	7%	(59)	79%	(629)	6%	(49)	799
Community: Urban	6%	(36)	4%	(25)	11%	(63)	67%	(388)	12%	(69)	581
Community: Suburban	4%	(45)	5%	(54)	9%	(102)	75%	(818)	7%	(73)	1092
Community: Rural	5%	(25)	5%	(25)	9%	(47)	72%	(378)	10%	(54)	528
Employ: Private Sector	7%	(48)	7%	(47)	12%	(79)	69%	(465)	6%	(38)	677
Employ: Government	7%	(7)	7%	(7)	8%	(8)	74%	(76)	4%	(4)	102
Employ: Self-Employed	6%	(9)	4%	(6)	12%	(18)	71%	(108)	8%	(12)	152
Employ: Homemaker	4%	(6)	2%	(3)	5%	(7)	80%	(128)	10%	(16)	161
Employ: Retired	3%	(13)	3%	(13)	6%	(31)	81%	(406)	7%	(36)	500
Employ: Unemployed	5%	(13)	5%	(15)	12%	(34)	66%	(192)	13%	(36)	290
Employ: Other	5%	(7)	3%	(5)	6%	(10)	64%	(101)	23%	(36)	159
Military HH: Yes	4%	(13)	7%	(24)	9%	(30)	71%	(237)	8%	(28)	332
Military HH: No	5%	(93)	4%	(80)	10%	(181)	72%	(1347)	9%	(168)	1869
RD/WT: Right Direction	7%	(52)	6%	(46)	12%	(92)	66%	(514)	9%	(69)	774
RD/WT: Wrong Track	4%	(54)	4%	(58)	8%	(120)	75%	(1070)	9%	(126)	1427
Trump Job Approve	5%	(48)	6%	(56)	11%	(103)	68%	(633)	9%	(86)	927
Trump Job Disapprove	4%	(52)	4%	(42)	8%	(99)	77%	(904)	6%	(71)	1167
Trump Job Strongly Approve	8%	(40)	8%	(39)	11%	(58)	64%	(333)	9%	(46)	516
Trump Job Somewhat Approve	2%	(8)	4%	(17)	11%	(45)	73%	(300)	10%	(40)	410
Trump Job Somewhat Disapprove	4%	(11)	3%	(8)	13%	(36)	70%	(186)	9%	(24)	264
Trump Job Strongly Disapprove	5%	(41)	4%	(34)	7%	(63)	80%	(718)	5%	(46)	902

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
Adults	5%	(106)	5%	(104)	10%	(211)	72%	(1584)	9%	(196)	2201
Favorable of Trump	5%	(47)	6%	(57)	11%	(102)	68%	(622)	9%	(82)	909
Unfavorable of Trump	4%	(52)	4%	(44)	9%	(103)	77%	(905)	6%	(68)	1172
Very Favorable of Trump	7%	(37)	7%	(37)	10%	(53)	66%	(342)	9%	(47)	515
Somewhat Favorable of Trump	2%	(10)	5%	(20)	12%	(49)	71%	(281)	9%	(35)	394
Somewhat Unfavorable of Trump	5%	(9)	4%	(8)	14%	(27)	66%	(132)	12%	(23)	199
Very Unfavorable of Trump	4%	(43)	4%	(36)	8%	(76)	79%	(773)	5%	(45)	973
#1 Issue: Economy	7%	(56)	7%	(50)	13%	(100)	66%	(500)	7%	(50)	755
#1 Issue: Security	4%	(9)	3%	(7)	10%	(23)	72%	(171)	11%	(27)	238
#1 Issue: Health Care	3%	(14)	4%	(19)	9%	(40)	77%	(361)	7%	(34)	468
#1 Issue: Medicare / Social Security	3%	(9)	2%	(7)	3%	(10)	81%	(250)	10%	(31)	307
#1 Issue: Women's Issues	7%	(8)	5%	(5)	8%	(9)	70%	(80)	10%	(11)	114
#1 Issue: Education	2%	(2)	6%	(7)	9%	(11)	63%	(81)	21%	(27)	129
#1 Issue: Energy	5%	(3)	6%	(4)	10%	(7)	73%	(49)	6%	(4)	67
#1 Issue: Other	4%	(5)	3%	(4)	9%	(11)	74%	(91)	9%	(11)	122
2018 House Vote: Democrat	3%	(20)	3%	(23)	9%	(63)	81%	(591)	5%	(36)	733
2018 House Vote: Republican	6%	(39)	7%	(43)	10%	(63)	71%	(461)	7%	(47)	654
2018 House Vote: Someone else	3%	(2)	11%	(8)	16%	(11)	56%	(40)	13%	(9)	71
2016 Vote: Hillary Clinton	4%	(24)	4%	(27)	8%	(51)	79%	(527)	5%	(36)	664
2016 Vote: Donald Trump	5%	(37)	6%	(44)	10%	(69)	72%	(514)	8%	(54)	718
2016 Vote: Other	3%	(5)	3%	(5)	12%	(18)	75%	(112)	7%	(10)	150
2016 Vote: Didn't Vote	6%	(40)	4%	(28)	11%	(74)	64%	(429)	14%	(96)	666
Voted in 2014: Yes	4%	(54)	5%	(66)	8%	(107)	76%	(982)	7%	(84)	1293
Voted in 2014: No	6%	(52)	4%	(38)	12%	(104)	66%	(602)	12%	(111)	908
2012 Vote: Barack Obama	3%	(23)	3%	(26)	8%	(65)	78%	(627)	7%	(59)	800
2012 Vote: Mitt Romney	5%	(29)	7%	(38)	9%	(49)	72%	(378)	7%	(35)	529
2012 Vote: Other	4%	(3)	8%	(6)	6%	(5)	79%	(65)	4%	(4)	83
2012 Vote: Didn't Vote	7%	(52)	4%	(34)	12%	(92)	65%	(510)	12%	(97)	785

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
Adults	5%	(106)	5%	(104)	10%	(211)	72%	(1584)	9%	(196)	2201
4-Region: Northeast	4%	(14)	5%	(19)	11%	(45)	72%	(283)	8%	(33)	394
4-Region: Midwest	4%	(18)	5%	(22)	8%	(39)	73%	(335)	10%	(48)	462
4-Region: South	5%	(39)	5%	(38)	11%	(90)	71%	(589)	8%	(69)	825
4-Region: West	7%	(35)	5%	(25)	7%	(38)	72%	(377)	9%	(45)	520
Sports fan	5%	(75)	5%	(75)	11%	(149)	72%	(1002)	6%	(90)	1391
Traveled outside of U.S. in past year 1+ times	8%	(36)	8%	(36)	16%	(68)	64%	(279)	4%	(17)	436
Frequent Flyer	11%	(28)	9%	(22)	14%	(36)	61%	(154)	4%	(11)	251

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
Adults	45%	(984)	36%	(790)	6%	(135)	3%	(72)	10%	(219)	2201
Gender: Male	39%	(415)	38%	(403)	8%	(81)	5%	(49)	11%	(114)	1062
Gender: Female	50%	(569)	34%	(387)	5%	(54)	2%	(23)	9%	(106)	1139
Age: 18-34	41%	(267)	35%	(232)	8%	(51)	5%	(30)	11%	(74)	655
Age: 35-44	50%	(179)	34%	(120)	6%	(20)	2%	(7)	9%	(32)	358
Age: 45-64	47%	(353)	34%	(253)	6%	(46)	4%	(29)	9%	(70)	751
Age: 65+	42%	(185)	42%	(185)	4%	(18)	1%	(6)	10%	(43)	436
GenZers: 1997-2012	38%	(108)	39%	(111)	8%	(22)	3%	(9)	13%	(37)	287
Millennials: 1981-1996	46%	(244)	32%	(171)	8%	(44)	5%	(25)	10%	(51)	536
GenXers: 1965-1980	49%	(268)	32%	(173)	4%	(23)	4%	(22)	11%	(57)	543
Baby Boomers: 1946-1964	45%	(345)	40%	(305)	5%	(41)	2%	(16)	8%	(62)	769
PID: Dem (no lean)	54%	(447)	34%	(276)	5%	(38)	2%	(15)	5%	(44)	820
PID: Ind (no lean)	43%	(293)	34%	(235)	6%	(40)	3%	(21)	14%	(99)	688
PID: Rep (no lean)	35%	(244)	40%	(280)	8%	(58)	5%	(36)	11%	(76)	693
PID/Gender: Dem Men	49%	(164)	38%	(128)	4%	(15)	3%	(10)	6%	(19)	336
PID/Gender: Dem Women	58%	(283)	31%	(148)	5%	(23)	1%	(5)	5%	(25)	484
PID/Gender: Ind Men	40%	(140)	35%	(123)	6%	(21)	5%	(17)	14%	(48)	349
PID/Gender: Ind Women	45%	(153)	33%	(112)	6%	(19)	1%	(3)	15%	(51)	338
PID/Gender: Rep Men	29%	(111)	41%	(153)	12%	(45)	6%	(22)	12%	(46)	377
PID/Gender: Rep Women	42%	(133)	40%	(127)	4%	(13)	4%	(14)	9%	(30)	316
Ideo: Liberal (1-3)	60%	(384)	30%	(189)	4%	(25)	2%	(10)	5%	(31)	639
Ideo: Moderate (4)	44%	(265)	40%	(239)	5%	(28)	3%	(16)	9%	(56)	604
Ideo: Conservative (5-7)	33%	(246)	41%	(308)	10%	(76)	5%	(36)	11%	(78)	743
Educ: < College	42%	(640)	36%	(551)	6%	(83)	3%	(52)	12%	(186)	1513
Educ: Bachelors degree	49%	(218)	35%	(156)	8%	(35)	3%	(12)	5%	(22)	444
Educ: Post-grad	52%	(126)	34%	(83)	7%	(17)	3%	(7)	5%	(11)	244
Income: Under 50k	42%	(489)	35%	(405)	6%	(65)	4%	(47)	13%	(145)	1151
Income: 50k-100k	46%	(332)	37%	(265)	7%	(48)	2%	(15)	8%	(56)	716
Income: 100k+	49%	(163)	36%	(120)	7%	(22)	3%	(10)	5%	(18)	334
Ethnicity: White	44%	(763)	37%	(642)	6%	(100)	3%	(58)	9%	(159)	1723
Ethnicity: Hispanic	41%	(142)	41%	(143)	8%	(27)	6%	(19)	5%	(19)	350
Ethnicity: Afr. Am.	47%	(128)	30%	(83)	6%	(17)	2%	(6)	15%	(40)	274

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
Adults	45%	(984)	36%	(790)	6%	(135)	3%	(72)	10%	(219)	2201
Ethnicity: Other	45%	(92)	32%	(65)	9%	(19)	4%	(8)	10%	(20)	204
All Christian	42%	(434)	39%	(405)	7%	(70)	4%	(39)	9%	(97)	1044
All Non-Christian	44%	(49)	41%	(45)	10%	(11)	1%	(2)	4%	(4)	111
Atheist	58%	(62)	34%	(36)	4%	(4)	—	(0)	4%	(4)	106
Agnostic/Nothing in particular	47%	(440)	32%	(304)	5%	(50)	3%	(31)	12%	(114)	940
Religious Non-Protestant/Catholic	46%	(68)	37%	(54)	8%	(12)	1%	(2)	7%	(11)	146
Evangelical	38%	(219)	36%	(208)	9%	(51)	6%	(35)	10%	(58)	570
Non-Evangelical	47%	(375)	37%	(295)	5%	(42)	3%	(20)	8%	(67)	799
Community: Urban	48%	(276)	30%	(177)	5%	(29)	4%	(21)	13%	(77)	581
Community: Suburban	43%	(467)	39%	(429)	6%	(70)	3%	(31)	9%	(94)	1092
Community: Rural	45%	(240)	35%	(184)	7%	(35)	4%	(20)	9%	(48)	528
Employ: Private Sector	45%	(302)	35%	(237)	8%	(55)	3%	(19)	9%	(64)	677
Employ: Government	55%	(56)	28%	(29)	11%	(11)	2%	(2)	4%	(4)	102
Employ: Self-Employed	50%	(76)	34%	(51)	10%	(15)	3%	(4)	3%	(5)	152
Employ: Homemaker	48%	(77)	36%	(58)	4%	(7)	3%	(6)	8%	(13)	161
Employ: Retired	42%	(210)	40%	(202)	4%	(22)	3%	(16)	10%	(49)	500
Employ: Unemployed	41%	(118)	39%	(112)	4%	(10)	3%	(9)	14%	(41)	290
Employ: Other	52%	(83)	23%	(37)	4%	(7)	5%	(8)	15%	(24)	159
Military HH: Yes	45%	(150)	34%	(113)	6%	(21)	5%	(16)	10%	(33)	332
Military HH: No	45%	(835)	36%	(678)	6%	(115)	3%	(56)	10%	(186)	1869
RD/WT: Right Direction	30%	(232)	43%	(334)	9%	(69)	5%	(41)	13%	(98)	774
RD/WT: Wrong Track	53%	(752)	32%	(457)	5%	(66)	2%	(31)	9%	(122)	1427
Trump Job Approve	34%	(317)	40%	(375)	10%	(89)	5%	(44)	11%	(102)	927
Trump Job Disapprove	55%	(639)	33%	(383)	4%	(44)	2%	(24)	7%	(78)	1167
Trump Job Strongly Approve	35%	(179)	35%	(182)	11%	(56)	7%	(38)	12%	(61)	516
Trump Job Somewhat Approve	33%	(137)	47%	(193)	8%	(33)	2%	(6)	10%	(41)	410
Trump Job Somewhat Disapprove	34%	(90)	45%	(119)	5%	(14)	5%	(13)	10%	(27)	264
Trump Job Strongly Disapprove	61%	(549)	29%	(263)	3%	(29)	1%	(11)	6%	(51)	902
Favorable of Trump	34%	(305)	41%	(368)	9%	(82)	5%	(46)	12%	(107)	909
Unfavorable of Trump	55%	(650)	34%	(393)	4%	(42)	2%	(19)	6%	(69)	1172

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
Adults	45%	(984)	36%	(790)	6%	(135)	3%	(72)	10%	(219)	2201
Very Favorable of Trump	33%	(168)	38%	(197)	11%	(54)	7%	(36)	11%	(59)	515
Somewhat Favorable of Trump	35%	(137)	44%	(172)	7%	(28)	3%	(10)	12%	(48)	394
Somewhat Unfavorable of Trump	42%	(83)	39%	(79)	6%	(12)	4%	(7)	9%	(18)	199
Very Unfavorable of Trump	58%	(566)	32%	(314)	3%	(30)	1%	(11)	5%	(51)	973
#1 Issue: Economy	39%	(298)	37%	(282)	9%	(66)	3%	(22)	11%	(87)	755
#1 Issue: Security	31%	(75)	38%	(89)	10%	(24)	4%	(10)	17%	(39)	238
#1 Issue: Health Care	57%	(268)	31%	(144)	3%	(12)	4%	(17)	6%	(27)	468
#1 Issue: Medicare / Social Security	45%	(139)	41%	(127)	3%	(10)	1%	(3)	9%	(28)	307
#1 Issue: Women's Issues	51%	(58)	33%	(37)	6%	(7)	3%	(4)	7%	(8)	114
#1 Issue: Education	36%	(46)	47%	(60)	5%	(7)	2%	(3)	10%	(12)	129
#1 Issue: Energy	50%	(33)	38%	(25)	6%	(4)	—	(0)	6%	(4)	67
#1 Issue: Other	54%	(67)	20%	(24)	5%	(6)	10%	(12)	11%	(13)	122
2018 House Vote: Democrat	59%	(433)	32%	(232)	3%	(23)	1%	(9)	5%	(37)	733
2018 House Vote: Republican	35%	(230)	42%	(272)	8%	(56)	4%	(28)	11%	(69)	654
2018 House Vote: Someone else	41%	(29)	40%	(29)	11%	(8)	—	(0)	8%	(5)	71
2016 Vote: Hillary Clinton	59%	(394)	31%	(209)	3%	(18)	1%	(7)	5%	(36)	664
2016 Vote: Donald Trump	38%	(272)	40%	(284)	8%	(54)	5%	(35)	10%	(72)	718
2016 Vote: Other	38%	(56)	45%	(67)	14%	(20)	—	(0)	4%	(6)	150
2016 Vote: Didn't Vote	39%	(260)	34%	(229)	6%	(42)	5%	(30)	16%	(104)	666
Voted in 2014: Yes	48%	(624)	36%	(465)	6%	(76)	2%	(28)	8%	(101)	1293
Voted in 2014: No	40%	(361)	36%	(326)	7%	(59)	5%	(44)	13%	(118)	908
2012 Vote: Barack Obama	56%	(445)	34%	(271)	4%	(29)	1%	(8)	6%	(48)	800
2012 Vote: Mitt Romney	37%	(194)	40%	(212)	9%	(49)	4%	(23)	10%	(52)	529
2012 Vote: Other	40%	(33)	43%	(35)	5%	(4)	2%	(2)	11%	(9)	83
2012 Vote: Didn't Vote	40%	(311)	34%	(270)	7%	(54)	5%	(39)	14%	(111)	785
4-Region: Northeast	43%	(171)	36%	(142)	6%	(22)	4%	(18)	11%	(42)	394
4-Region: Midwest	46%	(212)	37%	(173)	6%	(28)	3%	(14)	8%	(35)	462
4-Region: South	46%	(377)	34%	(282)	5%	(43)	3%	(27)	12%	(95)	825
4-Region: West	43%	(224)	37%	(193)	8%	(42)	3%	(13)	9%	(47)	520
Sports fan	44%	(614)	37%	(517)	7%	(94)	3%	(42)	9%	(124)	1391
Traveled outside of U.S. in past year 1+ times	41%	(180)	42%	(183)	7%	(29)	3%	(12)	7%	(32)	436

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
Adults	45%	(984)	36%	(790)	6%	(135)	3%	(72)	10%	(219)	2201
Frequent Flyer	51%	(127)	36%	(89)	7%	(17)	3%	(7)	4%	(10)	251

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
Adults	51%	(1133)	26%	(564)	9%	(196)	8%	(181)	6%	(128)	2201
Gender: Male	48%	(507)	26%	(277)	9%	(99)	11%	(113)	6%	(66)	1062
Gender: Female	55%	(626)	25%	(287)	8%	(96)	6%	(67)	5%	(62)	1139
Age: 18-34	53%	(347)	20%	(133)	10%	(64)	8%	(55)	9%	(57)	655
Age: 35-44	53%	(191)	23%	(84)	8%	(30)	7%	(26)	8%	(27)	358
Age: 45-64	47%	(353)	29%	(216)	10%	(76)	9%	(68)	5%	(39)	751
Age: 65+	55%	(242)	30%	(131)	6%	(26)	7%	(32)	1%	(5)	436
GenZers: 1997-2012	58%	(166)	17%	(49)	10%	(29)	8%	(23)	7%	(21)	287
Millennials: 1981-1996	49%	(265)	24%	(127)	9%	(49)	8%	(43)	10%	(52)	536
GenXers: 1965-1980	49%	(266)	26%	(143)	10%	(55)	7%	(40)	7%	(39)	543
Baby Boomers: 1946-1964	52%	(399)	29%	(226)	7%	(57)	9%	(70)	2%	(16)	769
PID: Dem (no lean)	65%	(535)	22%	(181)	4%	(32)	4%	(33)	5%	(39)	820
PID: Ind (no lean)	47%	(325)	25%	(174)	9%	(64)	8%	(58)	10%	(67)	688
PID: Rep (no lean)	39%	(274)	30%	(209)	14%	(99)	13%	(90)	3%	(22)	693
PID/Gender: Dem Men	61%	(206)	24%	(79)	5%	(16)	6%	(22)	4%	(13)	336
PID/Gender: Dem Women	68%	(329)	21%	(101)	3%	(17)	2%	(11)	5%	(26)	484
PID/Gender: Ind Men	43%	(152)	26%	(92)	9%	(31)	10%	(36)	11%	(39)	349
PID/Gender: Ind Women	51%	(173)	24%	(83)	10%	(33)	7%	(22)	8%	(28)	338
PID/Gender: Rep Men	40%	(150)	28%	(105)	14%	(53)	15%	(56)	4%	(14)	377
PID/Gender: Rep Women	39%	(124)	33%	(103)	15%	(46)	11%	(34)	3%	(8)	316
Ideo: Liberal (1-3)	68%	(432)	19%	(119)	6%	(38)	5%	(30)	3%	(21)	639
Ideo: Moderate (4)	54%	(328)	30%	(179)	6%	(38)	5%	(28)	5%	(31)	604
Ideo: Conservative (5-7)	39%	(292)	28%	(208)	15%	(110)	15%	(111)	3%	(23)	743
Educ: < College	52%	(788)	24%	(361)	8%	(127)	8%	(121)	8%	(116)	1513
Educ: Bachelors degree	51%	(227)	28%	(123)	11%	(49)	9%	(40)	1%	(5)	444
Educ: Post-grad	49%	(119)	33%	(80)	8%	(20)	8%	(20)	3%	(6)	244
Income: Under 50k	52%	(601)	24%	(279)	8%	(92)	8%	(92)	8%	(87)	1151
Income: 50k-100k	51%	(365)	26%	(189)	10%	(72)	8%	(61)	4%	(29)	716
Income: 100k+	50%	(167)	29%	(96)	9%	(31)	8%	(28)	4%	(12)	334
Ethnicity: White	48%	(833)	28%	(474)	10%	(177)	9%	(155)	5%	(83)	1723
Ethnicity: Hispanic	58%	(201)	20%	(70)	9%	(31)	8%	(29)	5%	(19)	350

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
Adults	51%	(1133)	26%	(564)	9%	(196)	8%	(181)	6%	(128)	2201
Ethnicity: Afr. Am.	63%	(172)	19%	(52)	3%	(7)	5%	(12)	11%	(30)	274
Ethnicity: Other	63%	(128)	18%	(37)	5%	(11)	6%	(13)	7%	(15)	204
All Christian	50%	(523)	28%	(289)	10%	(100)	10%	(108)	2%	(23)	1044
All Non-Christian	50%	(55)	34%	(38)	9%	(10)	4%	(5)	3%	(3)	111
Atheist	67%	(71)	18%	(19)	7%	(7)	5%	(6)	3%	(3)	106
Agnostic/Nothing in particular	51%	(484)	23%	(218)	8%	(78)	7%	(63)	10%	(98)	940
Religious Non-Protestant/Catholic	45%	(66)	32%	(47)	14%	(20)	6%	(8)	3%	(4)	146
Evangelical	46%	(264)	28%	(161)	8%	(44)	11%	(65)	6%	(36)	570
Non-Evangelical	55%	(438)	25%	(203)	8%	(67)	9%	(71)	3%	(21)	799
Community: Urban	56%	(328)	25%	(144)	7%	(42)	5%	(27)	7%	(41)	581
Community: Suburban	52%	(571)	26%	(283)	9%	(95)	9%	(95)	4%	(48)	1092
Community: Rural	44%	(234)	26%	(137)	11%	(58)	11%	(59)	7%	(39)	528
Employ: Private Sector	46%	(314)	27%	(183)	12%	(81)	10%	(68)	5%	(31)	677
Employ: Government	47%	(48)	28%	(28)	9%	(10)	14%	(14)	2%	(2)	102
Employ: Self-Employed	51%	(78)	24%	(37)	8%	(12)	12%	(19)	4%	(7)	152
Employ: Homemaker	59%	(94)	18%	(29)	8%	(12)	4%	(7)	11%	(18)	161
Employ: Retired	54%	(270)	28%	(141)	7%	(33)	8%	(42)	3%	(13)	500
Employ: Unemployed	53%	(152)	23%	(66)	11%	(31)	6%	(18)	8%	(24)	290
Employ: Other	51%	(81)	25%	(39)	7%	(11)	3%	(4)	15%	(24)	159
Military HH: Yes	48%	(158)	26%	(86)	9%	(30)	13%	(43)	5%	(15)	332
Military HH: No	52%	(976)	26%	(477)	9%	(166)	7%	(138)	6%	(113)	1869
RD/WT: Right Direction	41%	(317)	32%	(246)	12%	(90)	10%	(80)	5%	(40)	774
RD/WT: Wrong Track	57%	(816)	22%	(317)	7%	(106)	7%	(101)	6%	(87)	1427
Trump Job Approve	39%	(358)	30%	(275)	15%	(137)	13%	(118)	4%	(38)	927
Trump Job Disapprove	64%	(749)	23%	(269)	5%	(54)	4%	(50)	4%	(46)	1167
Trump Job Strongly Approve	38%	(197)	26%	(132)	15%	(79)	18%	(90)	3%	(18)	516
Trump Job Somewhat Approve	39%	(161)	35%	(143)	14%	(58)	7%	(28)	5%	(21)	410
Trump Job Somewhat Disapprove	51%	(135)	30%	(79)	6%	(15)	7%	(19)	6%	(15)	264
Trump Job Strongly Disapprove	68%	(613)	21%	(189)	4%	(39)	3%	(31)	3%	(31)	902

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
Adults	51%	(1133)	26%	(564)	9%	(196)	8%	(181)	6%	(128)	2201
Favorable of Trump	38%	(347)	29%	(268)	15%	(133)	13%	(120)	5%	(42)	909
Unfavorable of Trump	64%	(748)	24%	(280)	5%	(56)	4%	(50)	3%	(39)	1172
Very Favorable of Trump	38%	(195)	26%	(136)	16%	(80)	16%	(84)	4%	(20)	515
Somewhat Favorable of Trump	38%	(152)	33%	(131)	13%	(53)	9%	(37)	5%	(22)	394
Somewhat Unfavorable of Trump	48%	(95)	36%	(73)	8%	(17)	4%	(7)	4%	(8)	199
Very Unfavorable of Trump	67%	(653)	21%	(207)	4%	(39)	4%	(43)	3%	(31)	973
#1 Issue: Economy	44%	(336)	25%	(187)	14%	(106)	12%	(89)	5%	(37)	755
#1 Issue: Security	36%	(85)	32%	(77)	13%	(31)	11%	(26)	8%	(19)	238
#1 Issue: Health Care	64%	(299)	22%	(104)	5%	(24)	4%	(16)	5%	(25)	468
#1 Issue: Medicare / Social Security	56%	(173)	30%	(93)	4%	(13)	7%	(22)	2%	(7)	307
#1 Issue: Women's Issues	63%	(73)	22%	(25)	2%	(3)	4%	(5)	8%	(9)	114
#1 Issue: Education	52%	(67)	25%	(33)	4%	(6)	5%	(6)	14%	(18)	129
#1 Issue: Energy	63%	(42)	23%	(15)	4%	(3)	8%	(5)	2%	(1)	67
#1 Issue: Other	48%	(59)	25%	(30)	10%	(12)	8%	(10)	9%	(11)	122
2018 House Vote: Democrat	65%	(480)	25%	(185)	4%	(28)	3%	(22)	2%	(18)	733
2018 House Vote: Republican	38%	(247)	29%	(188)	16%	(104)	16%	(102)	2%	(12)	654
2018 House Vote: Someone else	35%	(25)	39%	(27)	11%	(8)	10%	(7)	5%	(4)	71
2016 Vote: Hillary Clinton	66%	(440)	24%	(160)	4%	(27)	3%	(21)	3%	(17)	664
2016 Vote: Donald Trump	42%	(299)	28%	(204)	14%	(98)	14%	(101)	2%	(16)	718
2016 Vote: Other	41%	(61)	31%	(47)	14%	(21)	9%	(14)	4%	(7)	150
2016 Vote: Didn't Vote	50%	(332)	23%	(152)	7%	(50)	7%	(45)	13%	(88)	666
Voted in 2014: Yes	52%	(672)	28%	(360)	9%	(111)	9%	(118)	2%	(31)	1293
Voted in 2014: No	51%	(461)	22%	(203)	9%	(84)	7%	(62)	11%	(96)	908
2012 Vote: Barack Obama	62%	(500)	26%	(209)	4%	(31)	4%	(28)	4%	(32)	800
2012 Vote: Mitt Romney	39%	(208)	29%	(153)	14%	(74)	16%	(84)	2%	(10)	529
2012 Vote: Other	24%	(20)	40%	(33)	18%	(15)	14%	(12)	3%	(2)	83
2012 Vote: Didn't Vote	51%	(403)	21%	(166)	9%	(75)	7%	(57)	11%	(84)	785

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
Adults	51%	(1133)	26%	(564)	9%	(196)	8%	(181)	6%	(128)	2201
4-Region: Northeast	54%	(213)	24%	(95)	10%	(38)	6%	(25)	6%	(22)	394
4-Region: Midwest	49%	(226)	29%	(132)	8%	(39)	10%	(48)	4%	(18)	462
4-Region: South	51%	(424)	27%	(227)	7%	(60)	7%	(57)	7%	(57)	825
4-Region: West	52%	(271)	21%	(110)	11%	(59)	10%	(50)	6%	(32)	520
Sports fan	51%	(706)	26%	(368)	9%	(131)	9%	(121)	5%	(64)	1391
Traveled outside of U.S. in past year 1+ times	50%	(218)	26%	(113)	13%	(59)	6%	(26)	5%	(21)	436
Frequent Flyer	45%	(114)	29%	(73)	13%	(32)	9%	(24)	3%	(9)	251

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_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
Adults	42%	(916)	27%	(584)	15%	(338)	9%	(203)	7%	(161)	2201
Gender: Male	38%	(403)	27%	(282)	16%	(167)	12%	(126)	8%	(85)	1062
Gender: Female	45%	(513)	26%	(302)	15%	(171)	7%	(77)	7%	(76)	1139
Age: 18-34	43%	(284)	24%	(159)	14%	(95)	8%	(51)	10%	(67)	655
Age: 35-44	44%	(158)	24%	(87)	15%	(55)	9%	(33)	7%	(25)	358
Age: 45-64	40%	(301)	27%	(199)	15%	(116)	11%	(81)	7%	(53)	751
Age: 65+	39%	(172)	32%	(139)	16%	(72)	9%	(38)	4%	(16)	436
GenZers: 1997-2012	46%	(131)	27%	(78)	14%	(40)	6%	(16)	8%	(23)	287
Millennials: 1981-1996	42%	(223)	22%	(120)	15%	(82)	10%	(52)	11%	(60)	536
GenXers: 1965-1980	42%	(228)	26%	(139)	16%	(86)	8%	(46)	8%	(44)	543
Baby Boomers: 1946-1964	40%	(309)	29%	(226)	16%	(120)	11%	(84)	4%	(30)	769
PID: Dem (no lean)	56%	(460)	25%	(201)	9%	(76)	4%	(37)	6%	(46)	820
PID: Ind (no lean)	36%	(246)	28%	(191)	16%	(110)	9%	(63)	11%	(77)	688
PID: Rep (no lean)	30%	(210)	28%	(191)	22%	(152)	15%	(103)	5%	(37)	693
PID/Gender: Dem Men	52%	(175)	27%	(92)	8%	(28)	7%	(23)	6%	(19)	336
PID/Gender: Dem Women	59%	(285)	23%	(110)	10%	(48)	3%	(14)	6%	(28)	484
PID/Gender: Ind Men	32%	(113)	27%	(94)	15%	(52)	12%	(42)	14%	(48)	349
PID/Gender: Ind Women	39%	(132)	29%	(98)	17%	(58)	6%	(21)	9%	(30)	338
PID/Gender: Rep Men	30%	(115)	26%	(97)	23%	(86)	16%	(61)	5%	(18)	377
PID/Gender: Rep Women	30%	(96)	30%	(94)	21%	(66)	13%	(42)	6%	(19)	316
Ideo: Liberal (1-3)	57%	(363)	25%	(159)	9%	(59)	5%	(32)	4%	(26)	639
Ideo: Moderate (4)	43%	(260)	29%	(177)	14%	(84)	7%	(39)	7%	(44)	604
Ideo: Conservative (5-7)	30%	(224)	26%	(196)	23%	(170)	16%	(122)	4%	(32)	743
Educ: < College	41%	(622)	26%	(391)	15%	(224)	9%	(137)	9%	(139)	1513
Educ: Bachelors degree	44%	(196)	27%	(119)	17%	(75)	10%	(44)	2%	(10)	444
Educ: Post-grad	40%	(98)	30%	(74)	16%	(39)	9%	(21)	5%	(12)	244
Income: Under 50k	42%	(479)	24%	(279)	16%	(180)	8%	(97)	10%	(115)	1151
Income: 50k-100k	42%	(298)	28%	(201)	16%	(114)	10%	(72)	4%	(31)	716
Income: 100k+	41%	(138)	31%	(103)	13%	(44)	10%	(34)	4%	(14)	334
Ethnicity: White	39%	(677)	28%	(481)	16%	(276)	10%	(179)	6%	(111)	1723
Ethnicity: Hispanic	43%	(150)	26%	(92)	17%	(58)	7%	(26)	7%	(23)	350

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
Adults	42%	(916)	27%	(584)	15%	(338)	9%	(203)	7%	(161)	2201
Ethnicity: Afr. Am.	50%	(137)	21%	(57)	14%	(38)	4%	(11)	11%	(31)	274
Ethnicity: Other	50%	(102)	23%	(46)	12%	(24)	6%	(13)	9%	(19)	204
All Christian	41%	(427)	27%	(285)	17%	(174)	11%	(111)	4%	(46)	1044
All Non-Christian	37%	(41)	36%	(39)	15%	(17)	6%	(7)	5%	(6)	111
Atheist	57%	(60)	23%	(25)	12%	(12)	6%	(6)	2%	(3)	106
Agnostic/Nothing in particular	41%	(387)	25%	(234)	14%	(134)	8%	(79)	11%	(106)	940
Religious Non-Protestant/Catholic	35%	(52)	34%	(50)	17%	(25)	8%	(12)	5%	(8)	146
Evangelical	39%	(222)	24%	(139)	17%	(98)	11%	(62)	9%	(49)	570
Non-Evangelical	43%	(348)	28%	(227)	14%	(112)	10%	(81)	4%	(32)	799
Community: Urban	46%	(266)	25%	(144)	13%	(78)	7%	(41)	9%	(52)	581
Community: Suburban	42%	(457)	29%	(316)	16%	(170)	9%	(96)	5%	(54)	1092
Community: Rural	37%	(193)	24%	(124)	17%	(90)	12%	(66)	10%	(55)	528
Employ: Private Sector	37%	(251)	28%	(188)	18%	(125)	11%	(72)	6%	(41)	677
Employ: Government	40%	(41)	27%	(27)	19%	(19)	10%	(10)	4%	(4)	102
Employ: Self-Employed	43%	(66)	25%	(38)	14%	(21)	11%	(17)	7%	(10)	152
Employ: Homemaker	48%	(77)	25%	(41)	9%	(14)	9%	(14)	9%	(15)	161
Employ: Retired	41%	(205)	27%	(134)	18%	(92)	9%	(47)	4%	(22)	500
Employ: Unemployed	43%	(125)	25%	(72)	11%	(32)	12%	(34)	9%	(27)	290
Employ: Other	42%	(66)	25%	(39)	12%	(20)	3%	(5)	18%	(28)	159
Military HH: Yes	35%	(115)	31%	(104)	17%	(58)	12%	(40)	5%	(15)	332
Military HH: No	43%	(801)	26%	(480)	15%	(280)	9%	(162)	8%	(146)	1869
RD/WT: Right Direction	32%	(248)	29%	(222)	20%	(155)	12%	(95)	7%	(54)	774
RD/WT: Wrong Track	47%	(668)	25%	(362)	13%	(183)	8%	(107)	7%	(107)	1427
Trump Job Approve	29%	(273)	28%	(263)	21%	(197)	15%	(136)	6%	(58)	927
Trump Job Disapprove	53%	(621)	26%	(300)	11%	(125)	5%	(59)	5%	(61)	1167
Trump Job Strongly Approve	30%	(154)	24%	(126)	21%	(109)	18%	(95)	6%	(32)	516
Trump Job Somewhat Approve	29%	(119)	33%	(137)	21%	(87)	10%	(41)	6%	(27)	410
Trump Job Somewhat Disapprove	37%	(98)	35%	(93)	15%	(38)	7%	(19)	6%	(15)	264
Trump Job Strongly Disapprove	58%	(523)	23%	(207)	10%	(87)	4%	(40)	5%	(46)	902

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
Adults	42%	(916)	27%	(584)	15%	(338)	9%	(203)	7%	(161)	2201
Favorable of Trump	29%	(266)	28%	(255)	21%	(194)	15%	(138)	6%	(56)	909
Unfavorable of Trump	53%	(626)	26%	(311)	11%	(127)	5%	(59)	4%	(51)	1172
Very Favorable of Trump	29%	(147)	26%	(133)	20%	(106)	20%	(102)	6%	(28)	515
Somewhat Favorable of Trump	30%	(119)	31%	(122)	23%	(89)	9%	(36)	7%	(28)	394
Somewhat Unfavorable of Trump	37%	(75)	39%	(77)	12%	(25)	6%	(12)	5%	(11)	199
Very Unfavorable of Trump	57%	(551)	24%	(234)	10%	(102)	5%	(46)	4%	(40)	973
#1 Issue: Economy	35%	(267)	27%	(201)	20%	(155)	12%	(94)	5%	(39)	755
#1 Issue: Security	26%	(62)	28%	(66)	19%	(45)	18%	(42)	9%	(22)	238
#1 Issue: Health Care	54%	(253)	25%	(119)	9%	(41)	5%	(22)	7%	(33)	468
#1 Issue: Medicare / Social Security	42%	(130)	28%	(88)	15%	(46)	8%	(25)	6%	(19)	307
#1 Issue: Women's Issues	56%	(64)	26%	(30)	6%	(7)	3%	(3)	9%	(10)	114
#1 Issue: Education	44%	(57)	26%	(34)	14%	(18)	2%	(3)	14%	(18)	129
#1 Issue: Energy	49%	(33)	25%	(17)	12%	(8)	5%	(3)	9%	(6)	67
#1 Issue: Other	42%	(52)	24%	(30)	15%	(18)	8%	(10)	10%	(13)	122
2018 House Vote: Democrat	55%	(402)	27%	(195)	10%	(76)	4%	(30)	4%	(31)	733
2018 House Vote: Republican	29%	(192)	26%	(170)	24%	(155)	17%	(113)	4%	(25)	654
2018 House Vote: Someone else	27%	(19)	30%	(21)	22%	(16)	14%	(10)	7%	(5)	71
2016 Vote: Hillary Clinton	56%	(372)	26%	(172)	9%	(58)	5%	(30)	5%	(32)	664
2016 Vote: Donald Trump	31%	(225)	26%	(190)	23%	(163)	16%	(111)	4%	(29)	718
2016 Vote: Other	29%	(43)	27%	(40)	24%	(36)	16%	(23)	5%	(7)	150
2016 Vote: Didn't Vote	41%	(274)	27%	(182)	12%	(81)	6%	(38)	14%	(93)	666
Voted in 2014: Yes	42%	(543)	27%	(346)	17%	(216)	10%	(131)	4%	(57)	1293
Voted in 2014: No	41%	(373)	26%	(238)	13%	(122)	8%	(72)	11%	(104)	908
2012 Vote: Barack Obama	51%	(409)	27%	(218)	12%	(99)	4%	(33)	5%	(41)	800
2012 Vote: Mitt Romney	29%	(155)	28%	(146)	22%	(115)	17%	(90)	4%	(23)	529
2012 Vote: Other	21%	(17)	31%	(25)	20%	(17)	25%	(20)	4%	(3)	83
2012 Vote: Didn't Vote	42%	(333)	24%	(192)	14%	(107)	8%	(59)	12%	(94)	785

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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
Adults	42%	(916)	27%	(584)	15%	(338)	9%	(203)	7%	(161)	2201
4-Region: Northeast	42%	(167)	29%	(113)	12%	(46)	9%	(36)	8%	(32)	394
4-Region: Midwest	37%	(172)	27%	(127)	20%	(91)	9%	(43)	6%	(29)	462
4-Region: South	43%	(359)	25%	(203)	16%	(129)	8%	(70)	8%	(65)	825
4-Region: West	42%	(218)	27%	(142)	14%	(72)	10%	(53)	7%	(35)	520
Sports fan	41%	(573)	27%	(372)	17%	(234)	10%	(135)	6%	(78)	1391
Traveled outside of U.S. in past year 1+ times	41%	(179)	29%	(127)	15%	(67)	9%	(41)	5%	(23)	436
Frequent Flyer	39%	(98)	28%	(70)	19%	(48)	10%	(24)	5%	(12)	251

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
Adults	70% (1548)	18% (394)	3% (74)	2% (39)	7% (146)	2201
Gender: Male	65% (687)	22% (233)	4% (40)	2% (26)	7% (76)	1062
Gender: Female	76% (861)	14% (161)	3% (34)	1% (12)	6% (70)	1139
Age: 18-34	67% (440)	16% (102)	5% (33)	3% (17)	10% (63)	655
Age: 35-44	71% (253)	16% (58)	3% (12)	2% (6)	8% (28)	358
Age: 45-64	69% (517)	21% (157)	3% (25)	1% (6)	6% (47)	751
Age: 65+	77% (338)	18% (78)	1% (4)	2% (9)	2% (8)	436
GenZers: 1997-2012	71% (203)	14% (40)	4% (12)	3% (7)	9% (25)	287
Millennials: 1981-1996	64% (343)	18% (99)	5% (28)	2% (13)	10% (53)	536
GenXers: 1965-1980	70% (382)	17% (90)	4% (20)	1% (6)	8% (45)	543
Baby Boomers: 1946-1964	74% (571)	20% (151)	2% (14)	1% (11)	3% (22)	769
PID: Dem (no lean)	79% (648)	12% (98)	3% (23)	1% (7)	5% (44)	820
PID: Ind (no lean)	68% (470)	16% (108)	3% (20)	3% (18)	10% (72)	688
PID: Rep (no lean)	62% (430)	27% (188)	5% (31)	2% (14)	4% (30)	693
PID/Gender: Dem Men	75% (252)	15% (50)	4% (14)	2% (5)	4% (14)	336
PID/Gender: Dem Women	82% (395)	10% (48)	2% (9)	— (2)	6% (30)	484
PID/Gender: Ind Men	61% (213)	20% (71)	3% (11)	3% (11)	12% (44)	349
PID/Gender: Ind Women	76% (258)	11% (37)	3% (9)	2% (6)	8% (28)	338
PID/Gender: Rep Men	59% (222)	30% (112)	4% (16)	3% (10)	5% (18)	377
PID/Gender: Rep Women	66% (208)	24% (76)	5% (16)	1% (4)	4% (12)	316
Ideo: Liberal (1-3)	79% (504)	13% (82)	3% (22)	1% (8)	3% (22)	639
Ideo: Moderate (4)	73% (441)	18% (106)	3% (19)	2% (10)	5% (28)	604
Ideo: Conservative (5-7)	65% (482)	25% (184)	4% (32)	2% (18)	4% (28)	743
Educ: < College	70% (1055)	17% (254)	3% (50)	2% (24)	9% (129)	1513
Educ: Bachelors degree	72% (320)	20% (88)	3% (15)	2% (10)	2% (10)	444
Educ: Post-grad	71% (173)	21% (51)	3% (9)	2% (4)	3% (6)	244
Income: Under 50k	69% (799)	17% (196)	3% (37)	2% (25)	8% (94)	1151
Income: 50k-100k	71% (508)	19% (137)	4% (25)	1% (9)	5% (37)	716
Income: 100k+	72% (241)	18% (62)	3% (11)	1% (4)	5% (15)	334
Ethnicity: White	71% (1219)	19% (324)	3% (52)	2% (30)	6% (97)	1723
Ethnicity: Hispanic	74% (258)	15% (51)	5% (16)	2% (6)	5% (19)	350

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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
Adults	70% (1548)	18% (394)	3% (74)	2% (39)	7% (146)	2201
Ethnicity: Afr. Am.	67% (184)	15% (42)	6% (15)	1% (3)	11% (30)	274
Ethnicity: Other	71% (146)	14% (28)	3% (6)	2% (5)	10% (20)	204
All Christian	72% (753)	21% (215)	2% (22)	2% (20)	3% (34)	1044
All Non-Christian	70% (78)	21% (23)	6% (6)	1% (1)	3% (3)	111
Atheist	79% (84)	14% (15)	2% (2)	1% (1)	5% (5)	106
Agnostic/Nothing in particular	67% (634)	15% (141)	5% (44)	2% (17)	11% (104)	940
Religious Non-Protestant/Catholic	72% (106)	20% (29)	4% (6)	— (1)	3% (4)	146
Evangelical	66% (379)	22% (123)	4% (21)	2% (12)	6% (35)	570
Non-Evangelical	74% (590)	18% (146)	2% (17)	2% (13)	4% (34)	799
Community: Urban	73% (422)	15% (88)	3% (17)	1% (9)	8% (46)	581
Community: Suburban	71% (780)	19% (205)	3% (34)	2% (18)	5% (54)	1092
Community: Rural	66% (346)	19% (102)	4% (23)	2% (12)	9% (45)	528
Employ: Private Sector	68% (462)	21% (140)	4% (30)	2% (12)	5% (32)	677
Employ: Government	66% (67)	21% (22)	6% (6)	3% (3)	3% (3)	102
Employ: Self-Employed	71% (109)	16% (24)	4% (6)	2% (4)	6% (10)	152
Employ: Homemaker	72% (115)	10% (16)	7% (11)	— (1)	11% (17)	161
Employ: Retired	75% (377)	20% (99)	1% (3)	1% (5)	3% (16)	500
Employ: Unemployed	68% (197)	17% (48)	3% (8)	3% (9)	9% (27)	290
Employ: Other	67% (106)	12% (19)	4% (6)	1% (2)	16% (26)	159
Military HH: Yes	65% (216)	22% (74)	4% (13)	2% (8)	6% (21)	332
Military HH: No	71% (1332)	17% (320)	3% (61)	2% (31)	7% (125)	1869
RD/WT: Right Direction	64% (496)	24% (187)	5% (36)	2% (14)	5% (41)	774
RD/WT: Wrong Track	74% (1053)	15% (207)	3% (38)	2% (24)	7% (105)	1427
Trump Job Approve	63% (587)	25% (236)	4% (36)	2% (20)	5% (48)	927
Trump Job Disapprove	79% (916)	13% (149)	3% (30)	2% (18)	5% (54)	1167
Trump Job Strongly Approve	65% (334)	23% (121)	4% (22)	3% (15)	5% (24)	516
Trump Job Somewhat Approve	62% (252)	28% (115)	3% (14)	1% (4)	6% (24)	410
Trump Job Somewhat Disapprove	64% (169)	23% (62)	4% (10)	2% (5)	7% (19)	264
Trump Job Strongly Disapprove	83% (747)	10% (87)	2% (21)	1% (13)	4% (35)	902

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
Adults	70% (1548)	18% (394)	3% (74)	2% (39)	7% (146)	2201
Favorable of Trump	64% (578)	25% (224)	4% (36)	2% (20)	6% (51)	909
Unfavorable of Trump	79% (931)	12% (146)	3% (31)	2% (18)	4% (45)	1172
Very Favorable of Trump	64% (328)	24% (126)	4% (21)	3% (15)	5% (25)	515
Somewhat Favorable of Trump	63% (250)	25% (99)	4% (15)	1% (5)	6% (25)	394
Somewhat Unfavorable of Trump	69% (138)	21% (41)	1% (2)	2% (5)	7% (14)	199
Very Unfavorable of Trump	82% (793)	11% (105)	3% (30)	1% (14)	3% (32)	973
#1 Issue: Economy	67% (506)	21% (160)	4% (30)	2% (17)	6% (43)	755
#1 Issue: Security	63% (150)	22% (52)	2% (4)	4% (8)	9% (22)	238
#1 Issue: Health Care	77% (363)	13% (62)	2% (11)	1% (5)	6% (27)	468
#1 Issue: Medicare / Social Security	75% (231)	19% (58)	3% (9)	1% (3)	2% (7)	307
#1 Issue: Women's Issues	75% (85)	13% (15)	2% (2)	2% (2)	9% (10)	114
#1 Issue: Education	57% (74)	22% (28)	5% (7)	1% (1)	14% (19)	129
#1 Issue: Energy	71% (47)	16% (11)	9% (6)	2% (1)	2% (1)	67
#1 Issue: Other	76% (93)	7% (8)	4% (5)	1% (1)	13% (16)	122
2018 House Vote: Democrat	83% (605)	11% (80)	2% (16)	1% (6)	3% (26)	733
2018 House Vote: Republican	64% (418)	26% (167)	5% (30)	3% (21)	3% (19)	654
2018 House Vote: Someone else	65% (46)	25% (18)	2% (2)	2% (2)	5% (4)	71
2016 Vote: Hillary Clinton	82% (548)	11% (75)	2% (16)	1% (4)	3% (21)	664
2016 Vote: Donald Trump	66% (475)	24% (170)	4% (26)	3% (18)	4% (29)	718
2016 Vote: Other	67% (101)	23% (34)	3% (4)	2% (4)	5% (7)	150
2016 Vote: Didn't Vote	63% (423)	17% (115)	4% (28)	2% (12)	13% (88)	666
Voted in 2014: Yes	73% (949)	18% (237)	3% (40)	2% (21)	4% (47)	1293
Voted in 2014: No	66% (599)	17% (157)	4% (34)	2% (18)	11% (99)	908
2012 Vote: Barack Obama	79% (632)	13% (106)	2% (20)	1% (5)	5% (38)	800
2012 Vote: Mitt Romney	65% (343)	25% (131)	4% (21)	3% (15)	4% (19)	529
2012 Vote: Other	58% (48)	31% (25)	5% (4)	2% (2)	4% (3)	83
2012 Vote: Didn't Vote	66% (521)	17% (132)	4% (29)	2% (17)	11% (85)	785

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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
Adults	70% (1548)	18% (394)	3% (74)	2% (39)	7% (146)	2201
4-Region: Northeast	66% (260)	20% (80)	3% (13)	2% (9)	8% (33)	394
4-Region: Midwest	74% (341)	16% (74)	5% (21)	1% (5)	5% (22)	462
4-Region: South	71% (585)	16% (134)	4% (30)	2% (16)	7% (59)	825
4-Region: West	70% (362)	21% (107)	2% (11)	2% (9)	6% (31)	520
Sports fan	70% (970)	19% (269)	3% (45)	2% (31)	5% (75)	1391
Traveled outside of U.S. in past year 1+ times	68% (296)	19% (84)	5% (22)	3% (12)	5% (23)	436
Frequent Flyer	63% (159)	21% (52)	9% (22)	3% (8)	4% (11)	251

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
Adults	63%	(1376)	21%	(459)	7%	(145)	4%	(91)	6%	(130)	2201
Gender: Male	58%	(618)	23%	(239)	7%	(75)	6%	(60)	7%	(69)	1062
Gender: Female	67%	(758)	19%	(220)	6%	(70)	3%	(31)	5%	(61)	1139
Age: 18-34	62%	(407)	19%	(123)	6%	(41)	4%	(29)	8%	(55)	655
Age: 35-44	59%	(211)	22%	(79)	8%	(28)	5%	(18)	6%	(22)	358
Age: 45-64	59%	(444)	23%	(171)	7%	(54)	5%	(34)	6%	(47)	751
Age: 65+	72%	(314)	19%	(85)	5%	(22)	2%	(10)	1%	(5)	436
GenZers: 1997-2012	70%	(200)	15%	(44)	5%	(15)	4%	(10)	6%	(17)	287
Millennials: 1981-1996	56%	(300)	22%	(119)	8%	(41)	5%	(27)	9%	(50)	536
GenXers: 1965-1980	57%	(309)	23%	(126)	8%	(42)	5%	(26)	7%	(40)	543
Baby Boomers: 1946-1964	67%	(517)	21%	(159)	6%	(43)	3%	(26)	3%	(23)	769
PID: Dem (no lean)	74%	(608)	16%	(132)	4%	(30)	2%	(14)	4%	(36)	820
PID: Ind (no lean)	60%	(414)	19%	(133)	6%	(40)	5%	(32)	10%	(68)	688
PID: Rep (no lean)	51%	(354)	28%	(194)	11%	(75)	6%	(45)	4%	(26)	693
PID/Gender: Dem Men	69%	(231)	19%	(64)	4%	(15)	3%	(10)	5%	(16)	336
PID/Gender: Dem Women	78%	(377)	14%	(68)	3%	(16)	1%	(4)	4%	(20)	484
PID/Gender: Ind Men	57%	(201)	19%	(68)	5%	(17)	7%	(26)	11%	(39)	349
PID/Gender: Ind Women	63%	(213)	19%	(66)	7%	(23)	2%	(7)	9%	(29)	338
PID/Gender: Rep Men	49%	(186)	29%	(108)	12%	(44)	6%	(24)	4%	(14)	377
PID/Gender: Rep Women	53%	(168)	27%	(86)	10%	(31)	6%	(20)	4%	(11)	316
Ideo: Liberal (1-3)	79%	(502)	12%	(77)	4%	(28)	2%	(14)	3%	(18)	639
Ideo: Moderate (4)	65%	(391)	22%	(135)	5%	(28)	3%	(18)	5%	(32)	604
Ideo: Conservative (5-7)	52%	(387)	28%	(206)	11%	(81)	6%	(48)	3%	(21)	743
Educ: < College	61%	(927)	21%	(312)	7%	(99)	4%	(60)	8%	(115)	1513
Educ: Bachelors degree	66%	(291)	20%	(91)	8%	(35)	4%	(18)	2%	(9)	444
Educ: Post-grad	65%	(158)	23%	(56)	5%	(11)	5%	(13)	2%	(6)	244
Income: Under 50k	62%	(711)	20%	(226)	7%	(84)	4%	(43)	8%	(88)	1151
Income: 50k-100k	63%	(449)	23%	(163)	6%	(40)	5%	(34)	4%	(30)	716
Income: 100k+	65%	(216)	21%	(70)	6%	(22)	4%	(14)	4%	(12)	334
Ethnicity: White	60%	(1034)	23%	(398)	7%	(126)	4%	(77)	5%	(88)	1723
Ethnicity: Hispanic	68%	(237)	22%	(78)	3%	(11)	2%	(8)	4%	(15)	350

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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
Adults	63%	(1376)	21%	(459)	7%	(145)	4%	(91)	6%	(130)	2201
Ethnicity: Afr. Am.	71%	(194)	12%	(33)	5%	(14)	3%	(9)	9%	(25)	274
Ethnicity: Other	73%	(148)	14%	(28)	3%	(6)	3%	(5)	8%	(17)	204
All Christian	63%	(662)	23%	(236)	7%	(73)	4%	(39)	3%	(33)	1044
All Non-Christian	60%	(67)	23%	(26)	9%	(10)	6%	(6)	2%	(2)	111
Atheist	80%	(85)	11%	(11)	5%	(6)	1%	(1)	2%	(3)	106
Agnostic/Nothing in particular	60%	(562)	20%	(186)	6%	(56)	5%	(44)	10%	(92)	940
Religious Non-Protestant/Catholic	57%	(83)	24%	(35)	11%	(16)	6%	(9)	2%	(3)	146
Evangelical	58%	(329)	24%	(134)	8%	(44)	5%	(28)	6%	(36)	570
Non-Evangelical	67%	(536)	20%	(163)	6%	(47)	3%	(24)	4%	(29)	799
Community: Urban	66%	(384)	19%	(108)	5%	(29)	3%	(17)	7%	(43)	581
Community: Suburban	65%	(708)	20%	(223)	7%	(74)	4%	(47)	4%	(39)	1092
Community: Rural	54%	(284)	24%	(128)	8%	(42)	5%	(27)	9%	(48)	528
Employ: Private Sector	57%	(383)	26%	(175)	9%	(58)	5%	(32)	4%	(28)	677
Employ: Government	63%	(64)	18%	(18)	9%	(9)	8%	(8)	2%	(2)	102
Employ: Self-Employed	62%	(95)	20%	(30)	6%	(9)	9%	(14)	2%	(4)	152
Employ: Homemaker	59%	(95)	19%	(31)	9%	(14)	4%	(6)	9%	(15)	161
Employ: Retired	68%	(339)	21%	(103)	6%	(29)	3%	(13)	3%	(15)	500
Employ: Unemployed	62%	(179)	17%	(50)	5%	(15)	6%	(16)	10%	(29)	290
Employ: Other	66%	(104)	14%	(22)	3%	(5)	1%	(2)	16%	(25)	159
Military HH: Yes	62%	(207)	22%	(74)	7%	(24)	5%	(15)	4%	(12)	332
Military HH: No	63%	(1169)	21%	(385)	6%	(121)	4%	(76)	6%	(118)	1869
RD/WT: Right Direction	53%	(407)	28%	(215)	9%	(71)	4%	(34)	6%	(47)	774
RD/WT: Wrong Track	68%	(970)	17%	(244)	5%	(74)	4%	(57)	6%	(83)	1427
Trump Job Approve	51%	(476)	27%	(253)	11%	(98)	6%	(57)	5%	(43)	927
Trump Job Disapprove	74%	(864)	16%	(189)	3%	(38)	3%	(32)	4%	(43)	1167
Trump Job Strongly Approve	49%	(253)	27%	(140)	12%	(60)	8%	(43)	4%	(21)	516
Trump Job Somewhat Approve	54%	(223)	28%	(113)	9%	(38)	3%	(14)	6%	(23)	410
Trump Job Somewhat Disapprove	60%	(159)	26%	(70)	5%	(14)	4%	(11)	4%	(11)	264
Trump Job Strongly Disapprove	78%	(705)	13%	(119)	3%	(24)	2%	(21)	4%	(32)	902

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
Adults	63%	(1376)	21%	(459)	7%	(145)	4%	(91)	6%	(130)	2201
Favorable of Trump	51%	(467)	27%	(246)	11%	(96)	6%	(55)	5%	(46)	909
Unfavorable of Trump	75%	(876)	16%	(188)	3%	(40)	3%	(33)	3%	(34)	1172
Very Favorable of Trump	49%	(254)	27%	(139)	11%	(59)	8%	(43)	4%	(21)	515
Somewhat Favorable of Trump	54%	(213)	27%	(107)	9%	(37)	3%	(12)	6%	(25)	394
Somewhat Unfavorable of Trump	61%	(121)	25%	(50)	6%	(11)	5%	(11)	3%	(7)	199
Very Unfavorable of Trump	78%	(755)	14%	(138)	3%	(29)	2%	(23)	3%	(27)	973
#1 Issue: Economy	59%	(445)	23%	(174)	8%	(59)	6%	(43)	5%	(35)	755
#1 Issue: Security	42%	(101)	29%	(69)	10%	(24)	8%	(20)	10%	(24)	238
#1 Issue: Health Care	73%	(342)	15%	(70)	6%	(27)	1%	(7)	5%	(23)	468
#1 Issue: Medicare / Social Security	70%	(215)	20%	(62)	4%	(12)	3%	(8)	3%	(10)	307
#1 Issue: Women's Issues	63%	(72)	25%	(28)	1%	(1)	3%	(4)	8%	(9)	114
#1 Issue: Education	62%	(79)	17%	(22)	5%	(7)	3%	(3)	13%	(17)	129
#1 Issue: Energy	60%	(40)	26%	(17)	9%	(6)	2%	(1)	3%	(2)	67
#1 Issue: Other	67%	(83)	13%	(16)	6%	(8)	4%	(5)	9%	(11)	122
2018 House Vote: Democrat	76%	(555)	16%	(119)	3%	(25)	1%	(11)	3%	(24)	733
2018 House Vote: Republican	51%	(335)	28%	(181)	11%	(70)	8%	(51)	3%	(17)	654
2018 House Vote: Someone else	52%	(37)	31%	(22)	5%	(4)	6%	(5)	5%	(4)	71
2016 Vote: Hillary Clinton	77%	(509)	15%	(98)	4%	(24)	2%	(12)	3%	(22)	664
2016 Vote: Donald Trump	53%	(382)	27%	(191)	10%	(70)	7%	(52)	3%	(22)	718
2016 Vote: Other	58%	(86)	28%	(42)	7%	(11)	4%	(6)	3%	(5)	150
2016 Vote: Didn't Vote	60%	(397)	19%	(127)	6%	(40)	3%	(21)	12%	(81)	666
Voted in 2014: Yes	64%	(824)	22%	(288)	7%	(91)	4%	(52)	3%	(38)	1293
Voted in 2014: No	61%	(552)	19%	(171)	6%	(54)	4%	(39)	10%	(92)	908
2012 Vote: Barack Obama	73%	(585)	18%	(140)	4%	(30)	2%	(17)	4%	(28)	800
2012 Vote: Mitt Romney	51%	(272)	26%	(140)	11%	(61)	7%	(35)	4%	(22)	529
2012 Vote: Other	44%	(37)	32%	(27)	15%	(13)	5%	(4)	3%	(2)	83
2012 Vote: Didn't Vote	61%	(478)	19%	(152)	5%	(42)	4%	(34)	10%	(78)	785

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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
Adults	63% (1376)	21% (459)	7% (145)	4% (91)	6% (130)	2201
4-Region: Northeast	65% (256)	18% (72)	6% (25)	4% (17)	6% (24)	394
4-Region: Midwest	60% (278)	23% (107)	9% (41)	3% (14)	5% (23)	462
4-Region: South	65% (534)	19% (153)	6% (46)	4% (35)	7% (56)	825
4-Region: West	59% (307)	24% (127)	6% (33)	5% (26)	5% (27)	520
Sports fan	62% (865)	22% (308)	7% (91)	4% (58)	5% (67)	1391
Traveled outside of U.S. in past year 1+ times	63% (274)	23% (101)	6% (24)	5% (22)	3% (14)	436
Frequent Flyer	56% (142)	24% (61)	8% (21)	8% (21)	3% (7)	251

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_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
Adults	66%	(1453)	21%	(455)	4%	(93)	4%	(78)	6%	(122)	2201
Gender: Male	62%	(659)	22%	(234)	5%	(49)	5%	(56)	6%	(64)	1062
Gender: Female	70%	(794)	19%	(221)	4%	(44)	2%	(22)	5%	(58)	1139
Age: 18-34	62%	(408)	18%	(115)	5%	(34)	6%	(38)	9%	(60)	655
Age: 35-44	64%	(231)	22%	(78)	5%	(16)	3%	(11)	6%	(22)	358
Age: 45-64	65%	(492)	23%	(175)	4%	(29)	3%	(20)	5%	(35)	751
Age: 65+	74%	(322)	20%	(86)	3%	(14)	2%	(10)	1%	(4)	436
GenZers: 1997-2012	66%	(190)	16%	(45)	4%	(11)	7%	(19)	7%	(21)	287
Millennials: 1981-1996	60%	(321)	20%	(108)	6%	(30)	4%	(24)	10%	(53)	536
GenXers: 1965-1980	63%	(345)	24%	(130)	4%	(23)	2%	(13)	6%	(33)	543
Baby Boomers: 1946-1964	71%	(544)	21%	(160)	4%	(27)	3%	(21)	2%	(16)	769
PID: Dem (no lean)	77%	(631)	14%	(118)	3%	(22)	2%	(14)	4%	(35)	820
PID: Ind (no lean)	62%	(424)	20%	(139)	4%	(25)	5%	(33)	10%	(67)	688
PID: Rep (no lean)	57%	(398)	29%	(198)	7%	(46)	4%	(31)	3%	(20)	693
PID/Gender: Dem Men	72%	(241)	18%	(61)	3%	(9)	4%	(12)	4%	(13)	336
PID/Gender: Dem Women	81%	(390)	12%	(57)	3%	(13)	—	(2)	5%	(22)	484
PID/Gender: Ind Men	57%	(199)	20%	(70)	4%	(16)	7%	(25)	11%	(40)	349
PID/Gender: Ind Women	66%	(224)	20%	(68)	3%	(10)	3%	(9)	8%	(27)	338
PID/Gender: Rep Men	58%	(218)	27%	(103)	7%	(25)	5%	(20)	3%	(11)	377
PID/Gender: Rep Women	57%	(180)	30%	(95)	7%	(21)	4%	(11)	3%	(9)	316
Ideo: Liberal (1-3)	79%	(502)	14%	(88)	2%	(12)	3%	(18)	3%	(19)	639
Ideo: Moderate (4)	69%	(415)	21%	(124)	5%	(29)	2%	(12)	4%	(23)	604
Ideo: Conservative (5-7)	57%	(426)	28%	(208)	6%	(47)	6%	(43)	3%	(20)	743
Educ: < College	67%	(1007)	18%	(280)	4%	(64)	3%	(51)	7%	(111)	1513
Educ: Bachelors degree	65%	(287)	25%	(112)	5%	(21)	4%	(18)	1%	(6)	444
Educ: Post-grad	65%	(159)	26%	(63)	3%	(8)	4%	(9)	2%	(4)	244
Income: Under 50k	66%	(757)	19%	(220)	4%	(49)	3%	(38)	8%	(87)	1151
Income: 50k-100k	66%	(474)	22%	(159)	4%	(30)	4%	(29)	3%	(24)	716
Income: 100k+	67%	(222)	23%	(75)	4%	(14)	3%	(11)	3%	(11)	334
Ethnicity: White	65%	(1112)	23%	(395)	5%	(82)	3%	(55)	5%	(79)	1723

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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
Adults	66% (1453)	21% (455)	4% (93)	4% (78)	6% (122)	2201
Ethnicity: Hispanic	69% (241)	19% (68)	2% (6)	5% (16)	5% (19)	350
Ethnicity: Afr. Am.	72% (198)	12% (32)	2% (6)	5% (13)	9% (25)	274
Ethnicity: Other	70% (143)	14% (28)	2% (5)	5% (10)	9% (18)	204
All Christian	67% (701)	22% (228)	5% (52)	4% (39)	2% (23)	1044
All Non-Christian	60% (66)	30% (33)	3% (3)	5% (5)	3% (4)	111
Atheist	73% (78)	21% (22)	2% (2)	2% (2)	2% (3)	106
Agnostic/Nothing in particular	65% (608)	18% (172)	4% (36)	3% (32)	10% (92)	940
Religious Non-Protestant/Catholic	61% (89)	28% (41)	2% (4)	5% (8)	3% (5)	146
Evangelical	63% (358)	21% (120)	7% (38)	4% (23)	5% (31)	570
Non-Evangelical	71% (567)	20% (158)	4% (34)	3% (23)	2% (17)	799
Community: Urban	68% (394)	19% (108)	3% (20)	3% (18)	7% (41)	581
Community: Suburban	67% (727)	22% (244)	4% (39)	4% (41)	4% (40)	1092
Community: Rural	63% (332)	19% (103)	6% (34)	4% (19)	8% (41)	528
Employ: Private Sector	62% (418)	25% (171)	5% (35)	4% (29)	4% (24)	677
Employ: Government	65% (66)	23% (23)	5% (6)	6% (6)	1% (1)	102
Employ: Self-Employed	63% (96)	20% (30)	7% (10)	7% (11)	4% (6)	152
Employ: Homemaker	65% (105)	20% (33)	3% (4)	3% (5)	8% (13)	161
Employ: Retired	71% (353)	21% (107)	4% (18)	2% (12)	2% (10)	500
Employ: Unemployed	68% (198)	15% (44)	3% (10)	2% (7)	10% (30)	290
Employ: Other	67% (107)	12% (19)	2% (3)	1% (1)	18% (28)	159
Military HH: Yes	64% (212)	22% (73)	6% (20)	4% (13)	4% (14)	332
Military HH: No	66% (1242)	20% (381)	4% (73)	3% (65)	6% (108)	1869
RD/WT: Right Direction	58% (445)	29% (225)	6% (48)	3% (25)	4% (30)	774
RD/WT: Wrong Track	71% (1008)	16% (229)	3% (45)	4% (53)	6% (92)	1427
Trump Job Approve	55% (512)	30% (276)	7% (62)	5% (43)	4% (34)	927
Trump Job Disapprove	78% (907)	14% (166)	2% (24)	2% (27)	4% (42)	1167

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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
Adults	66%	(1453)	21%	(455)	4%	(93)	4%	(78)	6%	(122)	2201
Trump Job Strongly Approve	56%	(290)	27%	(142)	7%	(38)	6%	(31)	3%	(16)	516
Trump Job Somewhat Approve	54%	(223)	33%	(134)	6%	(24)	3%	(12)	4%	(18)	410
Trump Job Somewhat Disapprove	64%	(168)	24%	(65)	4%	(10)	4%	(10)	5%	(12)	264
Trump Job Strongly Disapprove	82%	(739)	11%	(102)	2%	(14)	2%	(17)	3%	(30)	902
Favorable of Trump	55%	(501)	29%	(268)	7%	(63)	4%	(38)	4%	(38)	909
Unfavorable of Trump	78%	(911)	14%	(165)	2%	(24)	3%	(36)	3%	(36)	1172
Very Favorable of Trump	56%	(289)	28%	(147)	7%	(38)	5%	(26)	3%	(16)	515
Somewhat Favorable of Trump	54%	(213)	31%	(121)	6%	(25)	3%	(12)	6%	(22)	394
Somewhat Unfavorable of Trump	64%	(128)	25%	(51)	2%	(4)	3%	(6)	5%	(11)	199
Very Unfavorable of Trump	80%	(783)	12%	(114)	2%	(21)	3%	(30)	3%	(25)	973
#1 Issue: Economy	63%	(478)	22%	(167)	6%	(43)	5%	(34)	4%	(33)	755
#1 Issue: Security	50%	(119)	31%	(73)	6%	(13)	6%	(15)	7%	(17)	238
#1 Issue: Health Care	76%	(354)	16%	(77)	2%	(9)	1%	(3)	5%	(25)	468
#1 Issue: Medicare / Social Security	72%	(221)	21%	(64)	4%	(11)	2%	(5)	2%	(6)	307
#1 Issue: Women's Issues	65%	(74)	23%	(27)	5%	(5)	2%	(2)	6%	(7)	114
#1 Issue: Education	57%	(74)	20%	(26)	5%	(6)	4%	(5)	14%	(18)	129
#1 Issue: Energy	69%	(46)	15%	(10)	2%	(1)	8%	(5)	7%	(5)	67
#1 Issue: Other	72%	(88)	10%	(12)	2%	(3)	7%	(9)	9%	(11)	122
2018 House Vote: Democrat	80%	(587)	13%	(98)	2%	(15)	2%	(11)	3%	(21)	733
2018 House Vote: Republican	57%	(373)	29%	(190)	7%	(45)	5%	(36)	2%	(10)	654
2018 House Vote: Someone else	61%	(43)	23%	(16)	5%	(4)	6%	(5)	5%	(4)	71
2016 Vote: Hillary Clinton	79%	(525)	14%	(95)	2%	(17)	1%	(9)	3%	(19)	664
2016 Vote: Donald Trump	59%	(423)	28%	(201)	7%	(48)	4%	(31)	2%	(16)	718
2016 Vote: Other	63%	(94)	25%	(37)	4%	(6)	5%	(8)	4%	(5)	150
2016 Vote: Didn't Vote	61%	(409)	18%	(122)	3%	(23)	5%	(31)	12%	(82)	666
Voted in 2014: Yes	68%	(884)	22%	(280)	5%	(62)	3%	(37)	2%	(31)	1293
Voted in 2014: No	63%	(570)	19%	(175)	3%	(31)	4%	(41)	10%	(91)	908

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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
Adults	66% (1453)	21% (455)	4% (93)	4% (78)	6% (122)	2201
2012 Vote: Barack Obama	76% (611)	16% (125)	3% (25)	1% (10)	4% (29)	800
2012 Vote: Mitt Romney	58% (304)	29% (151)	7% (39)	4% (23)	2% (11)	529
2012 Vote: Other	48% (40)	39% (32)	5% (4)	6% (5)	2% (2)	83
2012 Vote: Didn't Vote	63% (495)	18% (144)	3% (25)	5% (41)	10% (80)	785
4-Region: Northeast	67% (263)	19% (73)	5% (20)	3% (12)	6% (25)	394
4-Region: Midwest	64% (297)	22% (104)	6% (29)	2% (11)	5% (21)	462
4-Region: South	68% (561)	19% (161)	3% (26)	3% (27)	6% (51)	825
4-Region: West	64% (332)	23% (117)	3% (18)	5% (29)	5% (24)	520
Sports fan	66% (918)	22% (306)	5% (67)	3% (46)	4% (54)	1391
Traveled outside of U.S. in past year 1+ times	64% (280)	22% (98)	4% (19)	6% (25)	4% (16)	436
Frequent Flyer	61% (154)	22% (56)	6% (15)	7% (16)	4% (10)	251

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
Adults	62% (1365)	24% (522)	5% (107)	2% (49)	7% (158)	2201
Gender: Male	60% (632)	26% (276)	5% (48)	3% (30)	7% (75)	1062
Gender: Female	64% (733)	22% (245)	5% (59)	2% (19)	7% (83)	1139
Age: 18-34	62% (404)	21% (135)	5% (35)	2% (12)	11% (70)	655
Age: 35-44	63% (226)	22% (80)	5% (19)	1% (5)	8% (29)	358
Age: 45-64	62% (468)	23% (170)	5% (38)	3% (25)	7% (50)	751
Age: 65+	61% (267)	31% (137)	4% (15)	2% (7)	2% (10)	436
GenZers: 1997-2012	68% (196)	16% (47)	4% (11)	2% (6)	9% (27)	287
Millennials: 1981-1996	57% (304)	25% (132)	6% (33)	2% (8)	11% (59)	536
GenXers: 1965-1980	66% (361)	19% (103)	4% (23)	2% (13)	8% (44)	543
Baby Boomers: 1946-1964	61% (466)	28% (216)	5% (39)	3% (20)	4% (27)	769
PID: Dem (no lean)	73% (601)	18% (150)	2% (17)	1% (9)	5% (43)	820
PID: Ind (no lean)	60% (413)	21% (143)	5% (35)	2% (15)	12% (82)	688
PID: Rep (no lean)	51% (351)	33% (228)	8% (55)	4% (25)	5% (33)	693
PID/Gender: Dem Men	70% (236)	21% (69)	3% (10)	2% (7)	4% (14)	336
PID/Gender: Dem Women	75% (365)	17% (81)	1% (7)	— (2)	6% (29)	484
PID/Gender: Ind Men	58% (202)	22% (77)	4% (14)	3% (9)	14% (47)	349
PID/Gender: Ind Women	63% (212)	19% (66)	6% (21)	2% (6)	10% (34)	338
PID/Gender: Rep Men	52% (195)	34% (130)	6% (24)	4% (14)	4% (14)	377
PID/Gender: Rep Women	49% (157)	31% (98)	10% (31)	3% (11)	6% (19)	316
Ideo: Liberal (1-3)	76% (489)	16% (103)	3% (16)	1% (8)	4% (23)	639
Ideo: Moderate (4)	65% (390)	25% (149)	4% (23)	1% (7)	6% (35)	604
Ideo: Conservative (5-7)	49% (365)	33% (244)	9% (66)	5% (34)	5% (34)	743
Educ: < College	64% (964)	21% (324)	4% (62)	2% (25)	9% (137)	1513
Educ: Bachelors degree	59% (261)	29% (128)	6% (26)	4% (17)	3% (12)	444
Educ: Post-grad	57% (140)	28% (69)	8% (19)	3% (7)	4% (9)	244
Income: Under 50k	66% (757)	20% (225)	3% (39)	2% (23)	9% (107)	1151
Income: 50k-100k	60% (430)	26% (189)	7% (47)	2% (13)	5% (36)	716
Income: 100k+	53% (178)	32% (107)	6% (21)	4% (12)	4% (15)	334
Ethnicity: White	61% (1053)	25% (431)	5% (88)	2% (39)	6% (110)	1723
Ethnicity: Hispanic	62% (217)	25% (86)	3% (12)	3% (9)	7% (25)	350

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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
Adults	62% (1365)	24% (522)	5% (107)	2% (49)	7% (158)	2201
Ethnicity: Afr. Am.	63% (174)	20% (55)	4% (11)	2% (6)	11% (29)	274
Ethnicity: Other	68% (138)	18% (36)	4% (8)	2% (3)	9% (19)	204
All Christian	60% (627)	28% (287)	6% (59)	3% (28)	4% (42)	1044
All Non-Christian	58% (64)	27% (30)	8% (9)	1% (1)	5% (6)	111
Atheist	79% (84)	13% (13)	4% (5)	1% (1)	3% (3)	106
Agnostic/Nothing in particular	63% (590)	20% (191)	4% (35)	2% (18)	11% (107)	940
Religious Non-Protestant/Catholic	56% (82)	29% (42)	8% (11)	3% (4)	5% (7)	146
Evangelical	57% (325)	28% (158)	5% (28)	3% (19)	7% (41)	570
Non-Evangelical	64% (513)	25% (197)	5% (44)	2% (15)	4% (31)	799
Community: Urban	69% (402)	17% (101)	4% (21)	2% (10)	8% (49)	581
Community: Suburban	59% (647)	28% (302)	5% (54)	3% (29)	6% (60)	1092
Community: Rural	60% (317)	22% (119)	6% (33)	2% (10)	9% (49)	528
Employ: Private Sector	59% (398)	27% (181)	7% (45)	3% (22)	5% (31)	677
Employ: Government	53% (54)	29% (29)	11% (11)	2% (2)	6% (6)	102
Employ: Self-Employed	61% (92)	28% (42)	5% (7)	1% (1)	6% (9)	152
Employ: Homemaker	63% (102)	18% (28)	7% (11)	1% (1)	11% (18)	161
Employ: Retired	63% (314)	28% (141)	3% (14)	2% (10)	4% (21)	500
Employ: Unemployed	65% (189)	18% (52)	4% (10)	2% (6)	11% (33)	290
Employ: Other	62% (98)	16% (26)	2% (3)	2% (4)	18% (28)	159
Military HH: Yes	55% (183)	29% (96)	7% (24)	3% (10)	6% (19)	332
Military HH: No	63% (1182)	23% (426)	4% (83)	2% (38)	7% (139)	1869
RD/WT: Right Direction	53% (411)	30% (232)	8% (59)	3% (20)	7% (52)	774
RD/WT: Wrong Track	67% (955)	20% (289)	3% (48)	2% (29)	7% (106)	1427
Trump Job Approve	54% (498)	30% (277)	8% (70)	3% (30)	6% (51)	927
Trump Job Disapprove	71% (831)	20% (230)	3% (33)	1% (17)	5% (56)	1167
Trump Job Strongly Approve	53% (274)	29% (147)	9% (46)	4% (22)	5% (26)	516
Trump Job Somewhat Approve	54% (223)	32% (130)	6% (24)	2% (8)	6% (25)	410
Trump Job Somewhat Disapprove	59% (156)	28% (73)	5% (13)	1% (4)	7% (19)	264
Trump Job Strongly Disapprove	75% (675)	17% (157)	2% (20)	1% (13)	4% (37)	902

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
Adults	62% (1365)	24% (522)	5% (107)	2% (49)	7% (158)	2201
Favorable of Trump	53% (485)	30% (268)	8% (72)	4% (32)	6% (52)	909
Unfavorable of Trump	72% (838)	20% (230)	3% (32)	1% (17)	5% (55)	1172
Very Favorable of Trump	54% (281)	28% (144)	9% (44)	4% (22)	5% (25)	515
Somewhat Favorable of Trump	52% (204)	32% (125)	7% (28)	3% (10)	7% (27)	394
Somewhat Unfavorable of Trump	58% (117)	31% (61)	3% (6)	2% (3)	6% (13)	199
Very Unfavorable of Trump	74% (722)	17% (169)	3% (26)	1% (13)	4% (42)	973
#1 Issue: Economy	59% (444)	25% (188)	7% (50)	3% (25)	6% (49)	755
#1 Issue: Security	51% (122)	27% (63)	8% (19)	5% (12)	9% (21)	238
#1 Issue: Health Care	66% (307)	25% (116)	3% (12)	2% (8)	5% (25)	468
#1 Issue: Medicare / Social Security	70% (215)	22% (68)	4% (11)	— (1)	4% (12)	307
#1 Issue: Women's Issues	66% (75)	18% (21)	7% (8)	— (0)	9% (10)	114
#1 Issue: Education	60% (77)	24% (31)	1% (1)	1% (1)	14% (19)	129
#1 Issue: Energy	66% (44)	16% (11)	4% (3)	2% (1)	12% (8)	67
#1 Issue: Other	65% (79)	19% (23)	3% (4)	1% (1)	12% (14)	122
2018 House Vote: Democrat	74% (539)	19% (141)	3% (20)	1% (7)	4% (27)	733
2018 House Vote: Republican	50% (324)	34% (221)	8% (52)	5% (33)	3% (23)	654
2018 House Vote: Someone else	58% (41)	25% (18)	9% (6)	2% (2)	6% (5)	71
2016 Vote: Hillary Clinton	75% (495)	19% (126)	3% (19)	— (2)	3% (23)	664
2016 Vote: Donald Trump	51% (370)	33% (235)	7% (51)	4% (28)	5% (34)	718
2016 Vote: Other	53% (79)	32% (48)	8% (12)	3% (5)	3% (5)	150
2016 Vote: Didn't Vote	63% (419)	17% (112)	4% (25)	2% (13)	14% (97)	666
Voted in 2014: Yes	61% (795)	27% (346)	6% (74)	2% (32)	4% (46)	1293
Voted in 2014: No	63% (570)	19% (176)	4% (33)	2% (17)	12% (112)	908
2012 Vote: Barack Obama	70% (561)	22% (175)	4% (30)	— (3)	4% (31)	800
2012 Vote: Mitt Romney	48% (254)	35% (184)	7% (39)	5% (28)	4% (24)	529
2012 Vote: Other	54% (45)	28% (23)	12% (10)	2% (1)	4% (4)	83
2012 Vote: Didn't Vote	64% (502)	18% (139)	4% (28)	2% (16)	13% (100)	785

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
Adults	62% (1365)	24% (522)	5% (107)	2% (49)	7% (158)	2201
4-Region: Northeast	62% (244)	23% (89)	4% (16)	3% (12)	8% (33)	394
4-Region: Midwest	63% (292)	23% (106)	6% (29)	2% (8)	6% (27)	462
4-Region: South	64% (529)	21% (171)	5% (44)	2% (18)	8% (63)	825
4-Region: West	58% (300)	30% (155)	4% (19)	2% (11)	7% (35)	520
Sports fan	61% (843)	27% (371)	5% (71)	2% (35)	5% (71)	1391
Traveled outside of U.S. in past year 1+ times	57% (250)	27% (117)	6% (28)	4% (16)	6% (25)	436
Frequent Flyer	52% (130)	30% (76)	8% (20)	5% (12)	5% (13)	251

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
Adults	62% (1363)	26% (563)	3% (70)	2% (49)	7% (155)	2201
Gender: Male	61% (649)	24% (258)	4% (45)	3% (27)	8% (83)	1062
Gender: Female	63% (715)	27% (305)	2% (25)	2% (21)	6% (72)	1139
Age: 18-34	61% (397)	21% (135)	4% (27)	3% (19)	12% (78)	655
Age: 35-44	62% (220)	25% (91)	4% (13)	2% (7)	7% (26)	358
Age: 45-64	61% (455)	28% (208)	3% (23)	3% (20)	6% (45)	751
Age: 65+	67% (291)	30% (130)	2% (7)	— (2)	1% (6)	436
GenZers: 1997-2012	65% (187)	17% (49)	3% (9)	3% (9)	12% (33)	287
Millennials: 1981-1996	57% (308)	24% (130)	5% (25)	3% (14)	11% (59)	536
GenXers: 1965-1980	62% (335)	24% (131)	4% (24)	2% (11)	8% (42)	543
Baby Boomers: 1946-1964	64% (492)	30% (232)	1% (11)	2% (12)	3% (21)	769
PID: Dem (no lean)	69% (565)	21% (172)	4% (31)	1% (10)	5% (43)	820
PID: Ind (no lean)	56% (386)	26% (178)	3% (18)	2% (16)	13% (90)	688
PID: Rep (no lean)	60% (413)	31% (214)	3% (21)	3% (23)	3% (22)	693
PID/Gender: Dem Men	67% (226)	21% (71)	5% (17)	1% (5)	5% (18)	336
PID/Gender: Dem Women	70% (339)	21% (101)	3% (14)	1% (5)	5% (25)	484
PID/Gender: Ind Men	56% (197)	23% (81)	4% (14)	2% (8)	14% (50)	349
PID/Gender: Ind Women	56% (189)	29% (97)	1% (4)	2% (8)	12% (40)	338
PID/Gender: Rep Men	60% (226)	28% (107)	4% (14)	4% (15)	4% (15)	377
PID/Gender: Rep Women	59% (187)	34% (107)	2% (7)	2% (8)	2% (7)	316
Ideo: Liberal (1-3)	73% (463)	18% (117)	4% (23)	1% (8)	4% (28)	639
Ideo: Moderate (4)	61% (369)	27% (166)	3% (16)	2% (14)	7% (40)	604
Ideo: Conservative (5-7)	56% (420)	33% (248)	4% (28)	3% (26)	3% (22)	743
Educ: < College	62% (935)	25% (372)	3% (42)	2% (26)	9% (137)	1513
Educ: Bachelors degree	63% (278)	28% (123)	4% (19)	4% (16)	2% (9)	444
Educ: Post-grad	61% (150)	28% (69)	4% (9)	3% (7)	4% (9)	244
Income: Under 50k	60% (693)	25% (286)	3% (38)	2% (20)	10% (114)	1151
Income: 50k-100k	64% (460)	26% (186)	3% (23)	3% (19)	4% (28)	716
Income: 100k+	63% (211)	27% (91)	3% (9)	3% (10)	4% (13)	334
Ethnicity: White	62% (1068)	27% (461)	3% (53)	2% (36)	6% (104)	1723
Ethnicity: Hispanic	61% (214)	23% (81)	5% (18)	3% (11)	7% (26)	350

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
Adults	62% (1363)	26% (563)	3% (70)	2% (49)	7% (155)	2201
Ethnicity: Afr. Am.	60% (164)	21% (57)	4% (11)	4% (10)	12% (32)	274
Ethnicity: Other	64% (131)	22% (45)	3% (7)	1% (3)	9% (19)	204
All Christian	63% (659)	28% (292)	2% (25)	2% (25)	4% (43)	1044
All Non-Christian	61% (68)	28% (31)	2% (2)	6% (7)	3% (4)	111
Atheist	73% (78)	20% (21)	3% (4)	2% (2)	2% (3)	106
Agnostic/Nothing in particular	59% (559)	23% (220)	4% (40)	2% (15)	11% (106)	940
Religious Non-Protestant/Catholic	63% (92)	27% (39)	2% (2)	6% (9)	3% (5)	146
Evangelical	58% (333)	30% (174)	3% (16)	2% (12)	6% (35)	570
Non-Evangelical	67% (532)	24% (191)	3% (21)	2% (16)	5% (39)	799
Community: Urban	61% (356)	24% (140)	3% (18)	2% (12)	9% (54)	581
Community: Suburban	63% (688)	26% (286)	4% (38)	3% (29)	5% (51)	1092
Community: Rural	61% (320)	26% (137)	3% (14)	2% (8)	9% (50)	528
Employ: Private Sector	61% (411)	28% (192)	3% (22)	4% (25)	4% (26)	677
Employ: Government	62% (63)	26% (27)	7% (7)	3% (3)	2% (2)	102
Employ: Self-Employed	67% (103)	17% (26)	10% (15)	2% (3)	4% (6)	152
Employ: Homemaker	54% (87)	27% (43)	2% (3)	2% (4)	15% (24)	161
Employ: Retired	65% (326)	29% (146)	2% (9)	1% (5)	3% (14)	500
Employ: Unemployed	60% (173)	24% (69)	1% (3)	1% (4)	14% (40)	290
Employ: Other	56% (89)	18% (28)	6% (9)	1% (1)	20% (32)	159
Military HH: Yes	57% (190)	32% (105)	3% (11)	3% (10)	4% (15)	332
Military HH: No	63% (1173)	25% (458)	3% (59)	2% (38)	8% (140)	1869
RD/WT: Right Direction	58% (445)	32% (244)	3% (20)	3% (21)	6% (44)	774
RD/WT: Wrong Track	64% (918)	22% (319)	4% (51)	2% (28)	8% (111)	1427
Trump Job Approve	57% (530)	32% (297)	3% (27)	3% (26)	5% (46)	927
Trump Job Disapprove	69% (799)	21% (246)	4% (41)	2% (19)	5% (61)	1167
Trump Job Strongly Approve	59% (307)	30% (155)	3% (15)	4% (18)	4% (21)	516
Trump Job Somewhat Approve	55% (224)	35% (143)	3% (12)	2% (7)	6% (25)	410
Trump Job Somewhat Disapprove	61% (160)	29% (76)	2% (6)	3% (8)	5% (14)	264
Trump Job Strongly Disapprove	71% (639)	19% (171)	4% (35)	1% (11)	5% (46)	902

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
Adults	62% (1363)	26% (563)	3% (70)	2% (49)	7% (155)	2201
Favorable of Trump	57% (522)	32% (290)	3% (26)	3% (25)	5% (45)	909
Unfavorable of Trump	69% (810)	21% (244)	4% (42)	2% (19)	5% (57)	1172
Very Favorable of Trump	60% (308)	31% (158)	3% (15)	3% (15)	4% (19)	515
Somewhat Favorable of Trump	54% (215)	33% (132)	3% (12)	3% (10)	7% (26)	394
Somewhat Unfavorable of Trump	61% (122)	28% (57)	2% (4)	2% (3)	6% (13)	199
Very Unfavorable of Trump	71% (687)	19% (188)	4% (37)	2% (16)	5% (45)	973
#1 Issue: Economy	62% (467)	27% (203)	3% (20)	3% (21)	6% (44)	755
#1 Issue: Security	50% (119)	31% (74)	8% (18)	2% (5)	9% (22)	238
#1 Issue: Health Care	66% (310)	24% (112)	4% (17)	1% (6)	5% (24)	468
#1 Issue: Medicare / Social Security	67% (207)	26% (81)	1% (2)	2% (6)	4% (11)	307
#1 Issue: Women's Issues	63% (72)	24% (28)	3% (3)	3% (4)	7% (8)	114
#1 Issue: Education	54% (69)	23% (29)	4% (5)	1% (1)	19% (25)	129
#1 Issue: Energy	65% (43)	14% (10)	4% (2)	7% (5)	10% (7)	67
#1 Issue: Other	62% (76)	22% (27)	3% (4)	2% (2)	11% (14)	122
2018 House Vote: Democrat	69% (505)	23% (166)	4% (28)	1% (7)	4% (28)	733
2018 House Vote: Republican	58% (381)	32% (211)	3% (22)	4% (24)	3% (17)	654
2018 House Vote: Someone else	60% (43)	29% (20)	3% (2)	3% (2)	5% (4)	71
2016 Vote: Hillary Clinton	71% (469)	21% (141)	3% (21)	1% (9)	4% (24)	664
2016 Vote: Donald Trump	59% (422)	32% (232)	3% (21)	3% (21)	3% (22)	718
2016 Vote: Other	59% (88)	31% (46)	5% (7)	2% (3)	4% (5)	150
2016 Vote: Didn't Vote	57% (382)	22% (144)	3% (21)	2% (15)	16% (104)	666
Voted in 2014: Yes	63% (816)	29% (369)	3% (41)	2% (28)	3% (40)	1293
Voted in 2014: No	60% (548)	21% (195)	3% (29)	2% (21)	13% (115)	908
2012 Vote: Barack Obama	68% (541)	24% (191)	3% (27)	1% (9)	4% (32)	800
2012 Vote: Mitt Romney	56% (298)	34% (180)	3% (18)	4% (19)	3% (14)	529
2012 Vote: Other	61% (50)	32% (26)	3% (2)	2% (2)	3% (2)	83
2012 Vote: Didn't Vote	60% (470)	21% (165)	3% (23)	3% (20)	14% (107)	785

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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
Adults	62%	(1363)	26%	(563)	3%	(70)	2%	(49)	7%	(155)	2201
4-Region: Northeast	62%	(246)	24%	(94)	4%	(14)	2%	(9)	8%	(31)	394
4-Region: Midwest	63%	(291)	25%	(116)	3%	(15)	3%	(12)	6%	(28)	462
4-Region: South	60%	(497)	26%	(215)	4%	(34)	2%	(17)	7%	(61)	825
4-Region: West	63%	(329)	27%	(139)	1%	(7)	2%	(11)	7%	(35)	520
Sports fan	62%	(862)	27%	(371)	4%	(50)	3%	(36)	5%	(71)	1391
Traveled outside of U.S. in past year 1+ times	58%	(251)	29%	(126)	3%	(15)	5%	(20)	6%	(25)	436
Frequent Flyer	53%	(133)	30%	(76)	4%	(9)	9%	(22)	4%	(11)	251

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://morningconsultintelligence.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
Adults	57%	(1252)	21%	(455)	9%	(205)	7%	(155)	6%	(134)	2201
Gender: Male	52%	(548)	24%	(251)	10%	(107)	9%	(95)	6%	(62)	1062
Gender: Female	62%	(704)	18%	(204)	9%	(98)	5%	(60)	6%	(72)	1139
Age: 18-34	54%	(356)	20%	(130)	9%	(61)	7%	(49)	9%	(59)	655
Age: 35-44	59%	(209)	20%	(71)	9%	(31)	6%	(21)	7%	(25)	358
Age: 45-64	54%	(409)	22%	(166)	9%	(69)	8%	(62)	6%	(45)	751
Age: 65+	64%	(278)	20%	(88)	10%	(43)	5%	(23)	1%	(5)	436
GenZers: 1997-2012	58%	(167)	20%	(57)	10%	(30)	5%	(15)	6%	(18)	287
Millennials: 1981-1996	52%	(280)	20%	(110)	9%	(48)	8%	(43)	10%	(56)	536
GenXers: 1965-1980	56%	(303)	21%	(116)	9%	(50)	6%	(34)	7%	(40)	543
Baby Boomers: 1946-1964	60%	(457)	20%	(157)	10%	(73)	8%	(60)	3%	(20)	769
PID: Dem (no lean)	71%	(578)	17%	(143)	4%	(35)	3%	(23)	5%	(41)	820
PID: Ind (no lean)	53%	(362)	19%	(133)	10%	(68)	8%	(53)	11%	(72)	688
PID: Rep (no lean)	45%	(312)	26%	(179)	15%	(103)	11%	(79)	3%	(21)	693
PID/Gender: Dem Men	64%	(216)	22%	(73)	5%	(16)	5%	(16)	4%	(15)	336
PID/Gender: Dem Women	75%	(362)	15%	(71)	4%	(18)	2%	(7)	5%	(26)	484
PID/Gender: Ind Men	48%	(166)	21%	(75)	10%	(37)	10%	(35)	11%	(37)	349
PID/Gender: Ind Women	58%	(196)	17%	(58)	9%	(31)	5%	(19)	10%	(35)	338
PID/Gender: Rep Men	44%	(166)	27%	(103)	14%	(54)	12%	(44)	3%	(10)	377
PID/Gender: Rep Women	46%	(146)	24%	(76)	16%	(49)	11%	(34)	3%	(11)	316
Ideo: Liberal (1-3)	71%	(453)	15%	(97)	6%	(37)	4%	(28)	4%	(24)	639
Ideo: Moderate (4)	58%	(353)	24%	(146)	7%	(45)	4%	(23)	6%	(38)	604
Ideo: Conservative (5-7)	48%	(355)	22%	(164)	15%	(113)	12%	(90)	3%	(22)	743
Educ: < College	56%	(850)	20%	(306)	9%	(134)	7%	(101)	8%	(122)	1513
Educ: Bachelors degree	58%	(258)	21%	(95)	10%	(46)	9%	(39)	1%	(6)	444
Educ: Post-grad	59%	(143)	22%	(54)	10%	(25)	6%	(15)	3%	(7)	244
Income: Under 50k	55%	(635)	22%	(249)	9%	(107)	6%	(70)	8%	(89)	1151
Income: 50k-100k	59%	(421)	20%	(145)	9%	(65)	8%	(56)	4%	(31)	716
Income: 100k+	59%	(196)	18%	(61)	10%	(33)	9%	(29)	4%	(15)	334
Ethnicity: White	55%	(946)	21%	(367)	10%	(177)	8%	(139)	5%	(94)	1723

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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
Adults	57% (1252)	21% (455)	9% (205)	7% (155)	6% (134)	2201
Ethnicity: Hispanic	63% (219)	16% (56)	8% (30)	6% (20)	7% (26)	350
Ethnicity: Afr. Am.	63% (174)	20% (55)	5% (13)	3% (8)	9% (25)	274
Ethnicity: Other	65% (133)	16% (33)	7% (14)	4% (8)	8% (16)	204
All Christian	57% (599)	21% (222)	11% (111)	8% (83)	3% (28)	1044
All Non-Christian	57% (63)	24% (26)	3% (3)	13% (14)	4% (4)	111
Atheist	66% (70)	20% (21)	9% (9)	3% (3)	3% (3)	106
Agnostic/Nothing in particular	55% (520)	20% (185)	9% (82)	6% (55)	11% (99)	940
Religious Non-Protestant/Catholic	51% (75)	27% (40)	5% (7)	13% (19)	4% (6)	146
Evangelical	53% (305)	21% (120)	12% (66)	8% (45)	6% (35)	570
Non-Evangelical	62% (495)	19% (152)	8% (66)	7% (59)	3% (27)	799
Community: Urban	60% (346)	22% (126)	7% (42)	3% (20)	8% (47)	581
Community: Suburban	57% (625)	22% (243)	9% (96)	7% (81)	4% (48)	1092
Community: Rural	53% (281)	16% (87)	13% (67)	10% (55)	7% (39)	528
Employ: Private Sector	52% (349)	22% (152)	11% (73)	9% (62)	6% (41)	677
Employ: Government	59% (60)	20% (20)	10% (10)	10% (10)	1% (1)	102
Employ: Self-Employed	60% (91)	14% (22)	10% (15)	11% (16)	6% (9)	152
Employ: Homemaker	65% (104)	12% (19)	5% (8)	8% (14)	9% (15)	161
Employ: Retired	60% (298)	22% (109)	10% (51)	6% (32)	2% (11)	500
Employ: Unemployed	57% (165)	20% (58)	9% (26)	6% (17)	8% (24)	290
Employ: Other	57% (91)	22% (35)	5% (8)	1% (1)	15% (24)	159
Military HH: Yes	54% (181)	20% (65)	13% (45)	9% (28)	4% (13)	332
Military HH: No	57% (1071)	21% (390)	9% (160)	7% (127)	6% (121)	1869
RD/WT: Right Direction	49% (379)	24% (189)	13% (103)	9% (68)	5% (35)	774
RD/WT: Wrong Track	61% (873)	19% (266)	7% (102)	6% (87)	7% (99)	1427
Trump Job Approve	45% (418)	24% (221)	15% (142)	12% (108)	4% (37)	927
Trump Job Disapprove	69% (800)	19% (219)	5% (55)	3% (35)	5% (57)	1167

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
Adults	57%	(1252)	21%	(455)	9%	(205)	7%	(155)	6%	(134)	2201
Trump Job Strongly Approve	46%	(235)	20%	(102)	17%	(88)	15%	(76)	3%	(15)	516
Trump Job Somewhat Approve	45%	(183)	29%	(119)	13%	(54)	8%	(33)	5%	(22)	410
Trump Job Somewhat Disapprove	53%	(141)	30%	(79)	5%	(13)	5%	(12)	7%	(19)	264
Trump Job Strongly Disapprove	73%	(659)	16%	(140)	5%	(42)	3%	(23)	4%	(38)	902
Favorable of Trump	45%	(406)	23%	(213)	16%	(145)	12%	(106)	4%	(39)	909
Unfavorable of Trump	69%	(813)	18%	(216)	4%	(52)	4%	(45)	4%	(46)	1172
Very Favorable of Trump	44%	(228)	21%	(109)	17%	(86)	15%	(76)	3%	(16)	515
Somewhat Favorable of Trump	45%	(178)	26%	(104)	15%	(59)	8%	(30)	6%	(23)	394
Somewhat Unfavorable of Trump	55%	(109)	30%	(60)	4%	(8)	5%	(10)	6%	(12)	199
Very Unfavorable of Trump	72%	(704)	16%	(156)	5%	(44)	4%	(35)	4%	(35)	973
#1 Issue: Economy	50%	(381)	21%	(156)	12%	(92)	11%	(83)	6%	(43)	755
#1 Issue: Security	43%	(101)	26%	(61)	15%	(35)	8%	(20)	9%	(21)	238
#1 Issue: Health Care	70%	(327)	16%	(74)	5%	(22)	4%	(20)	6%	(26)	468
#1 Issue: Medicare / Social Security	63%	(193)	24%	(75)	8%	(23)	3%	(11)	2%	(6)	307
#1 Issue: Women's Issues	62%	(71)	21%	(24)	4%	(4)	3%	(3)	11%	(12)	114
#1 Issue: Education	52%	(67)	23%	(30)	9%	(11)	5%	(6)	11%	(15)	129
#1 Issue: Energy	68%	(46)	14%	(9)	8%	(5)	8%	(5)	2%	(1)	67
#1 Issue: Other	55%	(67)	21%	(26)	10%	(12)	6%	(7)	8%	(10)	122
2018 House Vote: Democrat	73%	(533)	18%	(131)	4%	(32)	2%	(16)	3%	(22)	733
2018 House Vote: Republican	45%	(293)	23%	(148)	17%	(109)	14%	(89)	2%	(15)	654
2018 House Vote: Someone else	53%	(38)	23%	(17)	6%	(4)	13%	(9)	4%	(3)	71
2016 Vote: Hillary Clinton	71%	(472)	19%	(128)	3%	(23)	3%	(21)	3%	(21)	664
2016 Vote: Donald Trump	48%	(345)	23%	(165)	15%	(104)	12%	(88)	2%	(16)	718
2016 Vote: Other	49%	(74)	18%	(27)	19%	(29)	8%	(12)	6%	(8)	150
2016 Vote: Didn't Vote	54%	(359)	20%	(134)	7%	(49)	5%	(35)	13%	(90)	666
Voted in 2014: Yes	59%	(764)	21%	(267)	10%	(126)	8%	(103)	3%	(34)	1293
Voted in 2014: No	54%	(488)	21%	(188)	9%	(79)	6%	(52)	11%	(101)	908

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
Adults	57%	(1252)	21%	(455)	9%	(205)	7%	(155)	6%	(134)	2201
2012 Vote: Barack Obama	68%	(543)	21%	(166)	4%	(32)	3%	(26)	4%	(34)	800
2012 Vote: Mitt Romney	48%	(253)	20%	(107)	17%	(92)	12%	(65)	2%	(12)	529
2012 Vote: Other	34%	(28)	28%	(23)	14%	(12)	20%	(17)	4%	(3)	83
2012 Vote: Didn't Vote	54%	(426)	20%	(157)	9%	(69)	6%	(48)	11%	(85)	785
4-Region: Northeast	59%	(231)	20%	(81)	7%	(26)	7%	(26)	8%	(30)	394
4-Region: Midwest	58%	(266)	21%	(98)	11%	(53)	6%	(29)	4%	(16)	462
4-Region: South	57%	(474)	21%	(171)	9%	(74)	6%	(53)	6%	(52)	825
4-Region: West	54%	(280)	20%	(105)	10%	(52)	9%	(47)	7%	(36)	520
Sports fan	56%	(780)	22%	(305)	10%	(137)	7%	(100)	5%	(68)	1391
Traveled outside of U.S. in past year 1+ times	56%	(243)	20%	(88)	12%	(54)	7%	(31)	5%	(20)	436
Frequent Flyer	54%	(136)	22%	(55)	11%	(27)	10%	(25)	3%	(8)	251

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
Adults	50%	(1100)	21%	(463)	12%	(274)	9%	(201)	7%	(163)	2201
Gender: Male	47%	(496)	21%	(228)	12%	(124)	12%	(129)	8%	(84)	1062
Gender: Female	53%	(604)	21%	(235)	13%	(150)	6%	(71)	7%	(79)	1139
Age: 18-34	50%	(325)	17%	(113)	15%	(95)	8%	(53)	11%	(70)	655
Age: 35-44	53%	(191)	19%	(67)	13%	(46)	8%	(28)	7%	(26)	358
Age: 45-64	46%	(348)	24%	(184)	11%	(82)	11%	(83)	7%	(55)	751
Age: 65+	54%	(236)	23%	(100)	12%	(51)	8%	(37)	3%	(13)	436
GenZers: 1997-2012	54%	(156)	14%	(40)	15%	(43)	7%	(19)	10%	(28)	287
Millennials: 1981-1996	47%	(251)	20%	(107)	14%	(73)	9%	(48)	10%	(56)	536
GenXers: 1965-1980	49%	(266)	24%	(130)	11%	(59)	8%	(43)	8%	(46)	543
Baby Boomers: 1946-1964	51%	(392)	22%	(171)	12%	(89)	11%	(85)	4%	(32)	769
PID: Dem (no lean)	65%	(529)	17%	(137)	8%	(65)	5%	(39)	6%	(50)	820
PID: Ind (no lean)	45%	(309)	21%	(144)	14%	(93)	9%	(63)	11%	(79)	688
PID: Rep (no lean)	38%	(263)	26%	(182)	17%	(116)	14%	(99)	5%	(34)	693
PID/Gender: Dem Men	60%	(201)	20%	(68)	6%	(21)	8%	(28)	5%	(18)	336
PID/Gender: Dem Women	68%	(328)	14%	(69)	9%	(44)	2%	(11)	7%	(32)	484
PID/Gender: Ind Men	44%	(153)	17%	(61)	12%	(44)	13%	(46)	13%	(46)	349
PID/Gender: Ind Women	46%	(155)	25%	(83)	15%	(49)	5%	(18)	10%	(33)	338
PID/Gender: Rep Men	38%	(142)	26%	(100)	16%	(59)	15%	(56)	5%	(20)	377
PID/Gender: Rep Women	38%	(121)	26%	(82)	18%	(56)	14%	(43)	4%	(14)	316
Ideo: Liberal (1-3)	66%	(424)	17%	(106)	8%	(49)	5%	(33)	4%	(28)	639
Ideo: Moderate (4)	51%	(307)	24%	(142)	13%	(76)	7%	(40)	7%	(39)	604
Ideo: Conservative (5-7)	39%	(292)	23%	(170)	17%	(127)	16%	(120)	5%	(34)	743
Educ: < College	50%	(753)	20%	(304)	12%	(181)	9%	(129)	10%	(145)	1513
Educ: Bachelors degree	50%	(222)	24%	(106)	12%	(55)	12%	(53)	2%	(9)	444
Educ: Post-grad	51%	(125)	22%	(53)	15%	(38)	8%	(19)	4%	(9)	244
Income: Under 50k	48%	(557)	21%	(239)	13%	(145)	8%	(95)	10%	(115)	1151
Income: 50k-100k	52%	(371)	21%	(151)	13%	(95)	10%	(68)	4%	(32)	716
Income: 100k+	52%	(173)	22%	(74)	10%	(34)	11%	(37)	5%	(16)	334
Ethnicity: White	48%	(820)	23%	(390)	13%	(224)	10%	(175)	7%	(113)	1723

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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
Adults	50%	(1100)	21%	(463)	12%	(274)	9%	(201)	7%	(163)	2201
Ethnicity: Hispanic	52%	(182)	21%	(72)	12%	(43)	8%	(28)	7%	(25)	350
Ethnicity: Afr. Am.	58%	(159)	14%	(39)	13%	(36)	4%	(11)	11%	(31)	274
Ethnicity: Other	59%	(121)	17%	(34)	7%	(14)	7%	(15)	9%	(19)	204
All Christian	50%	(519)	22%	(229)	14%	(142)	11%	(113)	4%	(40)	1044
All Non-Christian	51%	(57)	28%	(31)	4%	(5)	12%	(14)	4%	(5)	111
Atheist	66%	(71)	14%	(15)	5%	(6)	10%	(11)	4%	(4)	106
Agnostic/Nothing in particular	48%	(454)	20%	(187)	13%	(122)	7%	(63)	12%	(114)	940
Religious Non-Protestant/Catholic	47%	(69)	29%	(43)	6%	(10)	13%	(20)	4%	(6)	146
Evangelical	45%	(257)	24%	(136)	12%	(69)	12%	(66)	7%	(41)	570
Non-Evangelical	54%	(428)	20%	(162)	12%	(97)	9%	(75)	5%	(37)	799
Community: Urban	52%	(304)	21%	(122)	12%	(70)	5%	(32)	9%	(53)	581
Community: Suburban	51%	(560)	22%	(236)	12%	(128)	10%	(105)	6%	(63)	1092
Community: Rural	45%	(236)	20%	(105)	14%	(77)	12%	(64)	9%	(48)	528
Employ: Private Sector	46%	(311)	21%	(144)	13%	(90)	13%	(89)	6%	(42)	677
Employ: Government	48%	(49)	21%	(22)	21%	(21)	8%	(8)	2%	(2)	102
Employ: Self-Employed	53%	(80)	23%	(34)	8%	(13)	10%	(15)	6%	(10)	152
Employ: Homemaker	53%	(86)	20%	(32)	10%	(15)	8%	(12)	9%	(15)	161
Employ: Retired	50%	(251)	23%	(116)	14%	(69)	9%	(44)	4%	(20)	500
Employ: Unemployed	48%	(140)	21%	(60)	12%	(34)	8%	(24)	11%	(32)	290
Employ: Other	53%	(84)	16%	(26)	11%	(18)	1%	(2)	18%	(29)	159
Military HH: Yes	45%	(148)	22%	(74)	15%	(49)	12%	(40)	6%	(21)	332
Military HH: No	51%	(952)	21%	(389)	12%	(226)	9%	(161)	8%	(142)	1869
RD/WT: Right Direction	41%	(321)	24%	(182)	16%	(127)	13%	(97)	6%	(46)	774
RD/WT: Wrong Track	55%	(779)	20%	(281)	10%	(147)	7%	(103)	8%	(117)	1427
Trump Job Approve	37%	(345)	25%	(230)	17%	(154)	15%	(140)	6%	(56)	927
Trump Job Disapprove	63%	(729)	18%	(213)	9%	(105)	5%	(54)	6%	(65)	1167

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
Adults	50%	(1100)	21%	(463)	12%	(274)	9%	(201)	7%	(163)	2201
Trump Job Strongly Approve	36%	(188)	22%	(112)	17%	(89)	19%	(99)	5%	(28)	516
Trump Job Somewhat Approve	38%	(157)	29%	(119)	16%	(65)	10%	(41)	7%	(28)	410
Trump Job Somewhat Disapprove	47%	(124)	25%	(66)	14%	(36)	6%	(17)	8%	(22)	264
Trump Job Strongly Disapprove	67%	(605)	16%	(147)	8%	(69)	4%	(37)	5%	(44)	902
Favorable of Trump	38%	(346)	23%	(213)	17%	(154)	15%	(139)	6%	(57)	909
Unfavorable of Trump	62%	(725)	19%	(225)	9%	(108)	5%	(56)	5%	(58)	1172
Very Favorable of Trump	37%	(190)	22%	(111)	17%	(87)	19%	(97)	6%	(31)	515
Somewhat Favorable of Trump	40%	(156)	26%	(103)	17%	(67)	11%	(42)	7%	(26)	394
Somewhat Unfavorable of Trump	45%	(89)	30%	(60)	13%	(26)	6%	(11)	7%	(14)	199
Very Unfavorable of Trump	65%	(636)	17%	(165)	8%	(82)	5%	(45)	5%	(44)	973
#1 Issue: Economy	45%	(340)	20%	(149)	17%	(130)	13%	(100)	5%	(37)	755
#1 Issue: Security	34%	(80)	26%	(62)	16%	(38)	15%	(35)	9%	(23)	238
#1 Issue: Health Care	62%	(290)	20%	(93)	6%	(27)	5%	(25)	7%	(33)	468
#1 Issue: Medicare / Social Security	53%	(162)	25%	(76)	12%	(37)	5%	(16)	5%	(16)	307
#1 Issue: Women's Issues	59%	(67)	20%	(23)	5%	(6)	3%	(4)	13%	(15)	114
#1 Issue: Education	46%	(59)	20%	(26)	14%	(18)	4%	(5)	16%	(20)	129
#1 Issue: Energy	66%	(44)	14%	(9)	6%	(4)	4%	(3)	9%	(6)	67
#1 Issue: Other	47%	(58)	21%	(26)	11%	(13)	11%	(13)	10%	(13)	122
2018 House Vote: Democrat	65%	(475)	20%	(145)	7%	(51)	5%	(34)	4%	(27)	733
2018 House Vote: Republican	37%	(240)	25%	(160)	18%	(119)	17%	(110)	4%	(25)	654
2018 House Vote: Someone else	36%	(26)	23%	(16)	24%	(17)	11%	(8)	6%	(4)	71
2016 Vote: Hillary Clinton	65%	(433)	19%	(127)	6%	(42)	5%	(35)	4%	(28)	664
2016 Vote: Donald Trump	39%	(283)	24%	(173)	17%	(123)	16%	(113)	4%	(26)	718
2016 Vote: Other	37%	(55)	22%	(33)	21%	(32)	14%	(21)	6%	(8)	150
2016 Vote: Didn't Vote	49%	(327)	19%	(129)	12%	(78)	5%	(32)	15%	(101)	666
Voted in 2014: Yes	51%	(656)	23%	(291)	12%	(156)	11%	(139)	4%	(50)	1293
Voted in 2014: No	49%	(444)	19%	(172)	13%	(118)	7%	(61)	12%	(113)	908

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
Adults	50%	(1100)	21%	(463)	12%	(274)	9%	(201)	7%	(163)	2201
2012 Vote: Barack Obama	62%	(494)	21%	(165)	8%	(67)	5%	(38)	4%	(36)	800
2012 Vote: Mitt Romney	38%	(202)	24%	(125)	17%	(90)	17%	(87)	5%	(24)	529
2012 Vote: Other	29%	(24)	27%	(22)	13%	(11)	26%	(22)	4%	(4)	83
2012 Vote: Didn't Vote	48%	(379)	19%	(147)	13%	(106)	7%	(54)	13%	(99)	785
4-Region: Northeast	48%	(187)	23%	(90)	12%	(47)	8%	(32)	9%	(37)	394
4-Region: Midwest	50%	(232)	21%	(97)	14%	(66)	9%	(43)	5%	(25)	462
4-Region: South	51%	(420)	20%	(162)	13%	(108)	9%	(70)	8%	(64)	825
4-Region: West	50%	(261)	22%	(114)	10%	(54)	11%	(55)	7%	(37)	520
Sports fan	51%	(704)	21%	(295)	13%	(177)	10%	(135)	6%	(80)	1391
Traveled outside of U.S. in past year 1+ times	49%	(215)	21%	(94)	14%	(60)	9%	(39)	6%	(28)	436
Frequent Flyer	50%	(125)	20%	(49)	15%	(37)	10%	(26)	5%	(13)	251

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
Adults	70%	(1547)	17%	(369)	4%	(98)	2%	(51)	6%	(136)	2201
Gender: Male	64%	(680)	20%	(213)	6%	(65)	4%	(38)	6%	(66)	1062
Gender: Female	76%	(866)	14%	(157)	3%	(33)	1%	(13)	6%	(70)	1139
Age: 18-34	66%	(432)	14%	(94)	7%	(46)	3%	(19)	10%	(64)	655
Age: 35-44	73%	(260)	14%	(50)	4%	(13)	3%	(9)	7%	(26)	358
Age: 45-64	68%	(514)	20%	(148)	4%	(31)	2%	(16)	6%	(42)	751
Age: 65+	78%	(341)	18%	(76)	2%	(8)	2%	(7)	1%	(5)	436
GenZers: 1997-2012	66%	(191)	14%	(41)	8%	(24)	3%	(10)	8%	(22)	287
Millennials: 1981-1996	66%	(353)	16%	(84)	6%	(30)	3%	(15)	10%	(55)	536
GenXers: 1965-1980	72%	(390)	15%	(80)	4%	(22)	2%	(10)	8%	(41)	543
Baby Boomers: 1946-1964	73%	(562)	20%	(152)	3%	(23)	2%	(14)	2%	(18)	769
PID: Dem (no lean)	79%	(649)	12%	(100)	3%	(22)	1%	(6)	5%	(44)	820
PID: Ind (no lean)	67%	(463)	14%	(98)	4%	(28)	4%	(24)	11%	(74)	688
PID: Rep (no lean)	63%	(434)	25%	(171)	7%	(49)	3%	(21)	3%	(18)	693
PID/Gender: Dem Men	74%	(250)	15%	(50)	5%	(15)	2%	(6)	4%	(14)	336
PID/Gender: Dem Women	82%	(399)	10%	(49)	1%	(7)	—	(0)	6%	(29)	484
PID/Gender: Ind Men	61%	(213)	18%	(61)	5%	(17)	5%	(16)	12%	(41)	349
PID/Gender: Ind Women	74%	(250)	11%	(37)	3%	(10)	2%	(8)	10%	(33)	338
PID/Gender: Rep Men	58%	(217)	27%	(101)	9%	(33)	4%	(16)	3%	(11)	377
PID/Gender: Rep Women	69%	(217)	22%	(70)	5%	(16)	2%	(5)	2%	(7)	316
Ideo: Liberal (1-3)	80%	(509)	10%	(64)	5%	(30)	2%	(14)	3%	(21)	639
Ideo: Moderate (4)	72%	(433)	19%	(116)	2%	(15)	1%	(8)	5%	(31)	604
Ideo: Conservative (5-7)	65%	(483)	23%	(168)	7%	(49)	3%	(22)	3%	(21)	743
Educ: < College	69%	(1045)	16%	(236)	5%	(74)	2%	(36)	8%	(122)	1513
Educ: Bachelors degree	74%	(329)	19%	(82)	3%	(15)	2%	(9)	2%	(8)	444
Educ: Post-grad	71%	(172)	21%	(51)	4%	(9)	2%	(5)	2%	(6)	244
Income: Under 50k	69%	(793)	17%	(190)	4%	(49)	3%	(32)	8%	(87)	1151
Income: 50k-100k	72%	(516)	18%	(125)	4%	(31)	1%	(10)	5%	(34)	716
Income: 100k+	71%	(238)	16%	(53)	5%	(18)	3%	(9)	5%	(15)	334
Ethnicity: White	70%	(1205)	18%	(308)	5%	(79)	2%	(40)	5%	(90)	1723

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
Adults	70% (1547)	17% (369)	4% (98)	2% (51)	6% (136)	2201
Ethnicity: Hispanic	76% (267)	11% (37)	5% (17)	1% (4)	7% (25)	350
Ethnicity: Afr. Am.	68% (185)	14% (38)	6% (16)	3% (7)	10% (28)	274
Ethnicity: Other	76% (156)	11% (23)	2% (4)	2% (4)	9% (18)	204
All Christian	71% (744)	20% (210)	4% (40)	2% (22)	3% (27)	1044
All Non-Christian	67% (75)	19% (21)	9% (10)	1% (1)	4% (4)	111
Atheist	83% (88)	11% (12)	3% (3)	1% (1)	3% (3)	106
Agnostic/Nothing in particular	68% (641)	14% (127)	5% (45)	3% (26)	11% (101)	940
Religious Non-Protestant/Catholic	64% (93)	24% (36)	8% (11)	1% (1)	4% (6)	146
Evangelical	68% (388)	20% (113)	4% (22)	3% (18)	5% (30)	570
Non-Evangelical	74% (588)	17% (134)	4% (31)	2% (15)	4% (31)	799
Community: Urban	71% (415)	14% (82)	4% (25)	2% (10)	8% (49)	581
Community: Suburban	72% (784)	18% (192)	4% (42)	3% (27)	4% (46)	1092
Community: Rural	66% (348)	18% (96)	6% (31)	2% (13)	8% (41)	528
Employ: Private Sector	68% (458)	19% (129)	6% (40)	3% (18)	5% (31)	677
Employ: Government	68% (70)	21% (21)	6% (6)	2% (2)	3% (4)	102
Employ: Self-Employed	68% (104)	14% (22)	6% (9)	5% (7)	7% (10)	152
Employ: Homemaker	76% (123)	9% (14)	3% (4)	3% (5)	9% (15)	161
Employ: Retired	75% (373)	19% (97)	2% (12)	2% (10)	2% (9)	500
Employ: Unemployed	69% (201)	15% (42)	4% (13)	3% (8)	9% (26)	290
Employ: Other	67% (107)	10% (15)	5% (9)	— (0)	18% (28)	159
Military HH: Yes	65% (216)	19% (64)	8% (25)	4% (14)	4% (13)	332
Military HH: No	71% (1330)	16% (305)	4% (73)	2% (37)	7% (123)	1869
RD/WT: Right Direction	64% (498)	23% (176)	6% (49)	3% (21)	4% (30)	774
RD/WT: Wrong Track	74% (1049)	14% (194)	3% (49)	2% (29)	7% (106)	1427
Trump Job Approve	63% (582)	24% (221)	7% (63)	3% (26)	4% (34)	927
Trump Job Disapprove	79% (916)	12% (143)	3% (31)	2% (18)	5% (59)	1167

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
Adults	70%	(1547)	17%	(369)	4%	(98)	2%	(51)	6%	(136)	2201
Trump Job Strongly Approve	65%	(334)	21%	(110)	8%	(41)	3%	(17)	3%	(14)	516
Trump Job Somewhat Approve	61%	(248)	27%	(110)	5%	(22)	2%	(9)	5%	(21)	410
Trump Job Somewhat Disapprove	63%	(166)	24%	(64)	2%	(6)	3%	(8)	8%	(20)	264
Trump Job Strongly Disapprove	83%	(751)	9%	(79)	3%	(24)	1%	(9)	4%	(39)	902
Favorable of Trump	63%	(576)	23%	(212)	6%	(57)	3%	(27)	4%	(37)	909
Unfavorable of Trump	79%	(930)	12%	(139)	3%	(36)	2%	(20)	4%	(48)	1172
Very Favorable of Trump	64%	(329)	22%	(115)	7%	(37)	4%	(19)	3%	(14)	515
Somewhat Favorable of Trump	63%	(247)	24%	(96)	5%	(20)	2%	(7)	6%	(23)	394
Somewhat Unfavorable of Trump	66%	(131)	23%	(45)	3%	(6)	3%	(6)	6%	(11)	199
Very Unfavorable of Trump	82%	(799)	10%	(93)	3%	(31)	1%	(13)	4%	(36)	973
#1 Issue: Economy	68%	(516)	19%	(142)	5%	(40)	3%	(22)	5%	(36)	755
#1 Issue: Security	59%	(140)	24%	(57)	5%	(11)	4%	(10)	8%	(19)	238
#1 Issue: Health Care	77%	(361)	12%	(58)	4%	(20)	1%	(3)	6%	(26)	468
#1 Issue: Medicare / Social Security	77%	(236)	17%	(54)	2%	(7)	1%	(4)	2%	(8)	307
#1 Issue: Women's Issues	72%	(82)	9%	(10)	5%	(6)	3%	(3)	11%	(13)	114
#1 Issue: Education	57%	(73)	23%	(30)	2%	(3)	4%	(5)	14%	(18)	129
#1 Issue: Energy	72%	(48)	10%	(7)	8%	(5)	2%	(1)	8%	(5)	67
#1 Issue: Other	74%	(90)	10%	(12)	6%	(7)	2%	(2)	9%	(11)	122
2018 House Vote: Democrat	81%	(595)	12%	(85)	4%	(26)	1%	(4)	3%	(24)	733
2018 House Vote: Republican	65%	(422)	23%	(150)	7%	(46)	4%	(24)	2%	(12)	654
2018 House Vote: Someone else	67%	(48)	20%	(15)	3%	(2)	3%	(2)	6%	(4)	71
2016 Vote: Hillary Clinton	80%	(532)	13%	(83)	3%	(23)	1%	(5)	3%	(21)	664
2016 Vote: Donald Trump	66%	(477)	22%	(158)	6%	(42)	3%	(24)	2%	(17)	718
2016 Vote: Other	70%	(105)	19%	(28)	5%	(8)	2%	(2)	4%	(6)	150
2016 Vote: Didn't Vote	65%	(431)	15%	(100)	4%	(25)	3%	(20)	14%	(91)	666
Voted in 2014: Yes	74%	(959)	17%	(221)	4%	(57)	2%	(23)	3%	(34)	1293
Voted in 2014: No	65%	(588)	16%	(148)	5%	(41)	3%	(28)	11%	(102)	908

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
Adults	70%	(1547)	17%	(369)	4%	(98)	2%	(51)	6%	(136)	2201
2012 Vote: Barack Obama	79%	(633)	13%	(107)	3%	(21)	—	(4)	4%	(34)	800
2012 Vote: Mitt Romney	65%	(343)	24%	(125)	6%	(32)	3%	(18)	2%	(11)	529
2012 Vote: Other	64%	(53)	18%	(15)	11%	(9)	5%	(4)	2%	(2)	83
2012 Vote: Didn't Vote	65%	(514)	16%	(122)	5%	(36)	3%	(24)	11%	(89)	785
4-Region: Northeast	66%	(260)	16%	(65)	6%	(23)	3%	(13)	8%	(33)	394
4-Region: Midwest	71%	(326)	17%	(80)	6%	(29)	1%	(4)	5%	(23)	462
4-Region: South	72%	(596)	15%	(123)	4%	(31)	3%	(25)	6%	(50)	825
4-Region: West	70%	(364)	20%	(103)	3%	(15)	2%	(9)	6%	(29)	520
Sports fan	69%	(964)	19%	(260)	5%	(70)	2%	(33)	5%	(64)	1391
Traveled outside of U.S. in past year 1+ times	69%	(302)	16%	(70)	8%	(33)	2%	(10)	5%	(22)	436
Frequent Flyer	61%	(154)	21%	(54)	11%	(28)	2%	(5)	4%	(10)	251

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
Adults	65%	(1435)	18%	(399)	6%	(133)	4%	(93)	6%	(141)	2201
Gender: Male	60%	(632)	21%	(227)	7%	(78)	5%	(55)	7%	(71)	1062
Gender: Female	71%	(803)	15%	(172)	5%	(55)	3%	(38)	6%	(70)	1139
Age: 18-34	62%	(405)	18%	(116)	6%	(40)	5%	(32)	10%	(62)	655
Age: 35-44	64%	(227)	17%	(61)	6%	(20)	6%	(20)	8%	(29)	358
Age: 45-64	63%	(470)	20%	(153)	7%	(54)	4%	(29)	6%	(46)	751
Age: 65+	76%	(333)	16%	(70)	4%	(19)	3%	(12)	1%	(4)	436
GenZers: 1997-2012	64%	(185)	17%	(48)	6%	(18)	5%	(13)	8%	(23)	287
Millennials: 1981-1996	59%	(316)	19%	(103)	6%	(34)	5%	(29)	10%	(55)	536
GenXers: 1965-1980	64%	(346)	17%	(94)	7%	(36)	5%	(27)	7%	(41)	543
Baby Boomers: 1946-1964	70%	(537)	19%	(145)	5%	(41)	3%	(22)	3%	(23)	769
PID: Dem (no lean)	77%	(631)	13%	(111)	3%	(23)	2%	(15)	5%	(39)	820
PID: Ind (no lean)	61%	(418)	17%	(120)	6%	(40)	5%	(36)	11%	(74)	688
PID: Rep (no lean)	56%	(385)	24%	(169)	10%	(70)	6%	(42)	4%	(27)	693
PID/Gender: Dem Men	71%	(237)	19%	(62)	3%	(10)	3%	(11)	5%	(16)	336
PID/Gender: Dem Women	81%	(394)	10%	(48)	3%	(14)	1%	(4)	5%	(24)	484
PID/Gender: Ind Men	57%	(199)	20%	(69)	7%	(24)	6%	(19)	11%	(38)	349
PID/Gender: Ind Women	65%	(219)	15%	(51)	5%	(16)	5%	(16)	11%	(36)	338
PID/Gender: Rep Men	52%	(196)	25%	(95)	12%	(44)	6%	(24)	5%	(17)	377
PID/Gender: Rep Women	60%	(189)	23%	(73)	8%	(26)	6%	(18)	3%	(10)	316
Ideo: Liberal (1-3)	79%	(505)	12%	(77)	3%	(20)	3%	(20)	3%	(17)	639
Ideo: Moderate (4)	65%	(393)	21%	(127)	6%	(37)	2%	(12)	6%	(35)	604
Ideo: Conservative (5-7)	59%	(436)	22%	(164)	9%	(69)	7%	(49)	3%	(25)	743
Educ: < College	63%	(960)	18%	(269)	6%	(90)	5%	(69)	8%	(125)	1513
Educ: Bachelors degree	70%	(310)	18%	(80)	6%	(28)	3%	(16)	2%	(10)	444
Educ: Post-grad	68%	(165)	21%	(50)	6%	(15)	3%	(8)	2%	(6)	244
Income: Under 50k	63%	(726)	18%	(213)	6%	(66)	4%	(51)	8%	(95)	1151
Income: 50k-100k	67%	(476)	19%	(133)	6%	(44)	4%	(29)	5%	(33)	716
Income: 100k+	70%	(233)	16%	(53)	7%	(22)	4%	(12)	4%	(13)	334
Ethnicity: White	63%	(1087)	20%	(343)	7%	(120)	4%	(72)	6%	(100)	1723

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
Adults	65%	(1435)	18%	(399)	6%	(133)	4%	(93)	6%	(141)	2201
Ethnicity: Hispanic	68%	(238)	20%	(69)	4%	(15)	2%	(8)	6%	(21)	350
Ethnicity: Afr. Am.	72%	(197)	12%	(33)	2%	(7)	6%	(15)	8%	(22)	274
Ethnicity: Other	74%	(151)	11%	(23)	3%	(6)	3%	(5)	9%	(19)	204
All Christian	67%	(701)	20%	(205)	6%	(66)	4%	(39)	3%	(33)	1044
All Non-Christian	65%	(73)	18%	(20)	7%	(8)	5%	(6)	4%	(4)	111
Atheist	78%	(83)	8%	(9)	8%	(9)	2%	(2)	3%	(3)	106
Agnostic/Nothing in particular	62%	(579)	17%	(164)	5%	(51)	5%	(46)	11%	(100)	940
Religious Non-Protestant/Catholic	64%	(93)	21%	(30)	7%	(10)	5%	(7)	4%	(5)	146
Evangelical	61%	(348)	22%	(124)	6%	(36)	4%	(26)	7%	(37)	570
Non-Evangelical	71%	(564)	17%	(138)	6%	(45)	3%	(26)	3%	(27)	799
Community: Urban	69%	(401)	17%	(98)	4%	(25)	2%	(12)	8%	(45)	581
Community: Suburban	67%	(729)	18%	(200)	6%	(62)	5%	(51)	5%	(49)	1092
Community: Rural	58%	(305)	19%	(100)	9%	(46)	6%	(30)	9%	(47)	528
Employ: Private Sector	61%	(412)	22%	(147)	7%	(45)	5%	(37)	5%	(35)	677
Employ: Government	67%	(69)	17%	(18)	7%	(7)	5%	(5)	3%	(3)	102
Employ: Self-Employed	62%	(94)	19%	(29)	5%	(7)	9%	(14)	5%	(7)	152
Employ: Homemaker	68%	(110)	9%	(15)	6%	(10)	6%	(9)	11%	(17)	161
Employ: Retired	70%	(352)	18%	(92)	6%	(30)	3%	(15)	2%	(12)	500
Employ: Unemployed	61%	(177)	17%	(50)	8%	(22)	3%	(10)	11%	(31)	290
Employ: Other	67%	(107)	13%	(20)	5%	(8)	—	(1)	15%	(23)	159
Military HH: Yes	66%	(220)	16%	(54)	10%	(32)	4%	(13)	4%	(13)	332
Military HH: No	65%	(1215)	18%	(345)	5%	(101)	4%	(80)	7%	(128)	1869
RD/WT: Right Direction	57%	(438)	22%	(171)	10%	(78)	6%	(43)	6%	(45)	774
RD/WT: Wrong Track	70%	(998)	16%	(228)	4%	(55)	4%	(50)	7%	(96)	1427
Trump Job Approve	54%	(502)	24%	(225)	11%	(97)	6%	(55)	5%	(47)	927
Trump Job Disapprove	77%	(902)	14%	(162)	2%	(28)	2%	(24)	4%	(50)	1167

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
Adults	65%	(1435)	18%	(399)	6%	(133)	4%	(93)	6%	(141)	2201
Trump Job Strongly Approve	52%	(269)	23%	(119)	13%	(65)	8%	(40)	4%	(23)	516
Trump Job Somewhat Approve	57%	(232)	26%	(107)	8%	(32)	4%	(15)	6%	(24)	410
Trump Job Somewhat Disapprove	64%	(169)	23%	(61)	3%	(8)	4%	(10)	6%	(15)	264
Trump Job Strongly Disapprove	81%	(732)	11%	(101)	2%	(20)	2%	(14)	4%	(35)	902
Favorable of Trump	54%	(489)	24%	(218)	11%	(99)	6%	(57)	5%	(46)	909
Unfavorable of Trump	78%	(909)	14%	(163)	3%	(30)	3%	(30)	3%	(41)	1172
Very Favorable of Trump	53%	(275)	23%	(118)	12%	(63)	8%	(40)	4%	(19)	515
Somewhat Favorable of Trump	54%	(214)	26%	(101)	9%	(36)	4%	(17)	7%	(26)	394
Somewhat Unfavorable of Trump	71%	(142)	18%	(37)	4%	(7)	3%	(7)	3%	(7)	199
Very Unfavorable of Trump	79%	(766)	13%	(126)	2%	(23)	2%	(23)	3%	(34)	973
#1 Issue: Economy	61%	(461)	20%	(153)	8%	(59)	6%	(44)	5%	(38)	755
#1 Issue: Security	49%	(116)	23%	(54)	11%	(26)	8%	(18)	10%	(23)	238
#1 Issue: Health Care	75%	(351)	14%	(65)	5%	(22)	2%	(7)	5%	(22)	468
#1 Issue: Medicare / Social Security	72%	(223)	20%	(60)	3%	(10)	1%	(3)	4%	(12)	307
#1 Issue: Women's Issues	66%	(75)	16%	(18)	5%	(6)	3%	(3)	11%	(13)	114
#1 Issue: Education	58%	(75)	17%	(22)	4%	(5)	8%	(10)	13%	(17)	129
#1 Issue: Energy	70%	(47)	19%	(12)	4%	(3)	5%	(3)	2%	(1)	67
#1 Issue: Other	71%	(87)	12%	(15)	2%	(2)	3%	(4)	12%	(14)	122
2018 House Vote: Democrat	80%	(584)	13%	(96)	2%	(17)	2%	(13)	3%	(23)	733
2018 House Vote: Republican	56%	(366)	24%	(155)	11%	(72)	7%	(45)	2%	(16)	654
2018 House Vote: Someone else	60%	(43)	17%	(12)	12%	(8)	5%	(4)	6%	(4)	71
2016 Vote: Hillary Clinton	79%	(527)	13%	(87)	2%	(16)	2%	(12)	3%	(23)	664
2016 Vote: Donald Trump	57%	(412)	23%	(165)	10%	(71)	7%	(50)	3%	(19)	718
2016 Vote: Other	63%	(94)	22%	(33)	7%	(11)	5%	(8)	2%	(3)	150
2016 Vote: Didn't Vote	60%	(399)	17%	(114)	5%	(35)	3%	(23)	14%	(95)	666
Voted in 2014: Yes	68%	(882)	19%	(246)	6%	(80)	4%	(53)	2%	(32)	1293
Voted in 2014: No	61%	(553)	17%	(153)	6%	(53)	4%	(40)	12%	(109)	908

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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
Adults	65%	(1435)	18%	(399)	6%	(133)	4%	(93)	6%	(141)	2201
2012 Vote: Barack Obama	76%	(611)	15%	(122)	3%	(23)	2%	(17)	3%	(28)	800
2012 Vote: Mitt Romney	57%	(304)	23%	(120)	10%	(54)	6%	(34)	3%	(17)	529
2012 Vote: Other	51%	(42)	27%	(22)	14%	(12)	5%	(4)	3%	(2)	83
2012 Vote: Didn't Vote	60%	(474)	17%	(134)	6%	(44)	5%	(38)	12%	(94)	785
4-Region: Northeast	65%	(255)	19%	(75)	6%	(23)	4%	(14)	7%	(26)	394
4-Region: Midwest	64%	(298)	20%	(92)	7%	(32)	5%	(25)	4%	(17)	462
4-Region: South	68%	(558)	16%	(132)	5%	(39)	4%	(34)	7%	(61)	825
4-Region: West	62%	(324)	19%	(100)	7%	(38)	4%	(21)	7%	(37)	520
Sports fan	65%	(909)	20%	(272)	6%	(89)	4%	(58)	4%	(62)	1391
Traveled outside of U.S. in past year 1+ times	64%	(280)	21%	(91)	6%	(26)	4%	(16)	5%	(23)	436
Frequent Flyer	63%	(157)	20%	(51)	7%	(18)	5%	(14)	5%	(12)	251

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
Adults	67%	(1472)	19%	(419)	5%	(103)	3%	(64)	6%	(143)	2201
Gender: Male	62%	(658)	21%	(224)	6%	(60)	4%	(46)	7%	(74)	1062
Gender: Female	71%	(814)	17%	(195)	4%	(43)	2%	(19)	6%	(68)	1139
Age: 18-34	62%	(406)	19%	(123)	6%	(36)	4%	(27)	10%	(63)	655
Age: 35-44	66%	(236)	19%	(68)	5%	(17)	2%	(8)	8%	(29)	358
Age: 45-64	66%	(494)	22%	(162)	4%	(30)	2%	(18)	6%	(47)	751
Age: 65+	77%	(336)	15%	(65)	4%	(19)	3%	(12)	1%	(4)	436
GenZers: 1997-2012	65%	(188)	18%	(51)	5%	(16)	3%	(10)	8%	(23)	287
Millennials: 1981-1996	59%	(318)	22%	(118)	5%	(27)	4%	(20)	10%	(54)	536
GenXers: 1965-1980	66%	(357)	19%	(103)	5%	(27)	2%	(13)	8%	(44)	543
Baby Boomers: 1946-1964	73%	(559)	18%	(137)	4%	(30)	3%	(20)	3%	(22)	769
PID: Dem (no lean)	78%	(639)	13%	(108)	3%	(21)	1%	(9)	5%	(43)	820
PID: Ind (no lean)	63%	(432)	18%	(126)	5%	(34)	3%	(21)	11%	(76)	688
PID: Rep (no lean)	58%	(402)	27%	(185)	7%	(48)	5%	(34)	3%	(24)	693
PID/Gender: Dem Men	72%	(242)	17%	(59)	4%	(12)	2%	(8)	5%	(15)	336
PID/Gender: Dem Women	82%	(396)	10%	(49)	2%	(9)	—	(2)	6%	(27)	484
PID/Gender: Ind Men	58%	(201)	20%	(69)	6%	(21)	4%	(14)	12%	(44)	349
PID/Gender: Ind Women	68%	(230)	17%	(57)	4%	(12)	2%	(6)	10%	(32)	338
PID/Gender: Rep Men	57%	(215)	26%	(97)	7%	(27)	6%	(24)	4%	(15)	377
PID/Gender: Rep Women	59%	(187)	28%	(89)	7%	(21)	3%	(11)	3%	(9)	316
Ideo: Liberal (1-3)	79%	(506)	13%	(81)	3%	(22)	2%	(11)	3%	(19)	639
Ideo: Moderate (4)	70%	(420)	19%	(112)	5%	(27)	1%	(6)	6%	(37)	604
Ideo: Conservative (5-7)	59%	(439)	26%	(193)	6%	(47)	6%	(42)	3%	(22)	743
Educ: < College	66%	(1000)	18%	(269)	5%	(69)	3%	(46)	9%	(129)	1513
Educ: Bachelors degree	67%	(300)	23%	(104)	4%	(19)	3%	(13)	2%	(9)	444
Educ: Post-grad	71%	(172)	19%	(46)	6%	(15)	2%	(6)	2%	(5)	244
Income: Under 50k	66%	(754)	19%	(221)	4%	(49)	3%	(30)	8%	(97)	1151
Income: 50k-100k	69%	(494)	19%	(136)	5%	(34)	3%	(22)	4%	(31)	716
Income: 100k+	67%	(223)	19%	(62)	6%	(20)	4%	(13)	5%	(15)	334

Continued on next page

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
Adults	67%	(1472)	19%	(419)	5%	(103)	3%	(64)	6%	(143)	2201
Ethnicity: White	66%	(1133)	21%	(355)	5%	(80)	3%	(58)	6%	(97)	1723
Ethnicity: Hispanic	67%	(235)	20%	(68)	4%	(14)	2%	(8)	7%	(25)	350
Ethnicity: Afr. Am.	70%	(192)	14%	(38)	6%	(16)	1%	(3)	10%	(26)	274
Ethnicity: Other	72%	(147)	13%	(26)	4%	(7)	2%	(4)	10%	(20)	204
All Christian	69%	(715)	20%	(206)	6%	(58)	3%	(35)	3%	(30)	1044
All Non-Christian	62%	(69)	25%	(28)	6%	(7)	2%	(3)	4%	(5)	111
Atheist	75%	(80)	18%	(19)	2%	(3)	1%	(1)	3%	(3)	106
Agnostic/Nothing in particular	65%	(608)	18%	(166)	4%	(35)	3%	(26)	11%	(105)	940
Religious Non-Protestant/Catholic	57%	(84)	30%	(44)	6%	(8)	3%	(4)	4%	(6)	146
Evangelical	64%	(365)	20%	(117)	6%	(31)	4%	(23)	6%	(35)	570
Non-Evangelical	72%	(576)	18%	(142)	5%	(37)	2%	(20)	3%	(25)	799
Community: Urban	71%	(410)	16%	(90)	5%	(28)	1%	(5)	8%	(48)	581
Community: Suburban	67%	(734)	21%	(225)	4%	(42)	3%	(38)	5%	(53)	1092
Community: Rural	62%	(327)	20%	(104)	6%	(33)	4%	(22)	8%	(42)	528
Employ: Private Sector	62%	(420)	23%	(156)	6%	(37)	4%	(27)	5%	(35)	677
Employ: Government	63%	(65)	26%	(26)	4%	(4)	3%	(3)	3%	(3)	102
Employ: Self-Employed	65%	(98)	19%	(29)	4%	(7)	6%	(9)	6%	(10)	152
Employ: Homemaker	72%	(115)	14%	(22)	3%	(5)	3%	(5)	8%	(13)	161
Employ: Retired	73%	(363)	17%	(87)	5%	(24)	3%	(15)	2%	(11)	500
Employ: Unemployed	67%	(195)	17%	(50)	4%	(11)	1%	(3)	11%	(31)	290
Employ: Other	65%	(103)	16%	(25)	2%	(3)	—	(1)	17%	(27)	159
Military HH: Yes	64%	(211)	19%	(64)	7%	(23)	5%	(18)	5%	(15)	332
Military HH: No	67%	(1261)	19%	(355)	4%	(80)	2%	(46)	7%	(127)	1869
RD/WT: Right Direction	59%	(459)	25%	(196)	6%	(48)	4%	(35)	5%	(36)	774
RD/WT: Wrong Track	71%	(1012)	16%	(223)	4%	(55)	2%	(30)	7%	(107)	1427
Trump Job Approve	57%	(529)	27%	(247)	7%	(64)	5%	(43)	5%	(45)	927
Trump Job Disapprove	78%	(910)	13%	(154)	3%	(34)	1%	(14)	5%	(55)	1167

Continued on next page

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
Adults	67%	(1472)	19%	(419)	5%	(103)	3%	(64)	6%	(143)	2201
Trump Job Strongly Approve	56%	(292)	25%	(130)	7%	(38)	6%	(32)	5%	(24)	516
Trump Job Somewhat Approve	58%	(237)	28%	(116)	6%	(25)	3%	(11)	5%	(21)	410
Trump Job Somewhat Disapprove	61%	(161)	25%	(66)	5%	(13)	2%	(6)	7%	(18)	264
Trump Job Strongly Disapprove	83%	(749)	10%	(88)	2%	(21)	1%	(8)	4%	(37)	902
Favorable of Trump	57%	(521)	27%	(243)	7%	(60)	5%	(41)	5%	(43)	909
Unfavorable of Trump	78%	(912)	13%	(156)	3%	(35)	2%	(20)	4%	(48)	1172
Very Favorable of Trump	57%	(295)	26%	(131)	7%	(38)	6%	(31)	4%	(20)	515
Somewhat Favorable of Trump	58%	(227)	28%	(112)	6%	(22)	3%	(10)	6%	(23)	394
Somewhat Unfavorable of Trump	63%	(125)	24%	(48)	4%	(7)	4%	(8)	6%	(11)	199
Very Unfavorable of Trump	81%	(787)	11%	(109)	3%	(28)	1%	(12)	4%	(37)	973
#1 Issue: Economy	63%	(475)	21%	(162)	6%	(48)	4%	(30)	5%	(40)	755
#1 Issue: Security	56%	(133)	25%	(59)	7%	(16)	5%	(11)	8%	(19)	238
#1 Issue: Health Care	76%	(358)	13%	(60)	4%	(17)	1%	(7)	6%	(27)	468
#1 Issue: Medicare / Social Security	74%	(228)	18%	(54)	3%	(10)	2%	(6)	3%	(10)	307
#1 Issue: Women's Issues	62%	(71)	21%	(24)	4%	(4)	2%	(2)	12%	(13)	114
#1 Issue: Education	55%	(71)	25%	(32)	4%	(6)	4%	(5)	12%	(16)	129
#1 Issue: Energy	72%	(48)	17%	(11)	1%	(1)	2%	(1)	8%	(5)	67
#1 Issue: Other	72%	(88)	14%	(18)	2%	(2)	3%	(3)	9%	(11)	122
2018 House Vote: Democrat	80%	(588)	13%	(93)	3%	(21)	1%	(7)	3%	(23)	733
2018 House Vote: Republican	58%	(378)	26%	(173)	7%	(49)	6%	(39)	2%	(16)	654
2018 House Vote: Someone else	70%	(50)	18%	(13)	6%	(4)	2%	(2)	4%	(3)	71
2016 Vote: Hillary Clinton	80%	(529)	13%	(88)	2%	(16)	1%	(9)	3%	(22)	664
2016 Vote: Donald Trump	61%	(435)	25%	(180)	6%	(46)	5%	(39)	3%	(19)	718
2016 Vote: Other	64%	(95)	24%	(36)	7%	(10)	1%	(2)	4%	(7)	150
2016 Vote: Didn't Vote	62%	(410)	17%	(115)	5%	(30)	2%	(15)	14%	(95)	666
Voted in 2014: Yes	70%	(899)	20%	(258)	5%	(60)	3%	(40)	3%	(36)	1293
Voted in 2014: No	63%	(573)	18%	(162)	5%	(43)	3%	(25)	12%	(106)	908

Continued on next page

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
Adults	67%	(1472)	19%	(419)	5%	(103)	3%	(64)	6%	(143)	2201
2012 Vote: Barack Obama	78%	(622)	14%	(111)	3%	(25)	1%	(7)	4%	(34)	800
2012 Vote: Mitt Romney	59%	(312)	25%	(135)	7%	(37)	6%	(31)	3%	(13)	529
2012 Vote: Other	51%	(42)	37%	(30)	5%	(4)	4%	(4)	3%	(2)	83
2012 Vote: Didn't Vote	63%	(491)	18%	(142)	5%	(36)	3%	(22)	12%	(93)	785
4-Region: Northeast	67%	(264)	17%	(69)	5%	(21)	2%	(9)	8%	(31)	394
4-Region: Midwest	66%	(305)	23%	(105)	4%	(20)	3%	(12)	4%	(20)	462
4-Region: South	69%	(567)	17%	(142)	5%	(39)	3%	(21)	7%	(55)	825
4-Region: West	64%	(335)	20%	(103)	4%	(23)	4%	(22)	7%	(37)	520
Sports fan	67%	(934)	20%	(271)	5%	(74)	3%	(47)	5%	(64)	1391
Traveled outside of U.S. in past year 1+ times	65%	(283)	20%	(87)	6%	(28)	3%	(12)	6%	(26)	436
Frequent Flyer	61%	(152)	25%	(63)	5%	(12)	5%	(12)	5%	(12)	251

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
Adults	63%	(1389)	20%	(446)	6%	(128)	3%	(70)	8%	(167)	2201
Gender: Male	60%	(635)	21%	(226)	7%	(71)	4%	(44)	8%	(85)	1062
Gender: Female	66%	(754)	19%	(220)	5%	(57)	2%	(26)	7%	(82)	1139
Age: 18-34	61%	(401)	19%	(127)	6%	(40)	3%	(21)	10%	(67)	655
Age: 35-44	66%	(238)	17%	(62)	5%	(19)	2%	(8)	9%	(31)	358
Age: 45-64	63%	(470)	20%	(152)	6%	(44)	4%	(31)	7%	(54)	751
Age: 65+	64%	(281)	24%	(105)	6%	(25)	2%	(11)	4%	(16)	436
GenZers: 1997-2012	64%	(183)	18%	(53)	6%	(18)	2%	(5)	10%	(27)	287
Millennials: 1981-1996	59%	(316)	21%	(113)	6%	(33)	4%	(20)	10%	(54)	536
GenXers: 1965-1980	68%	(369)	17%	(90)	4%	(24)	3%	(16)	8%	(45)	543
Baby Boomers: 1946-1964	62%	(479)	22%	(172)	7%	(50)	4%	(27)	5%	(40)	769
PID: Dem (no lean)	75%	(613)	15%	(123)	3%	(24)	2%	(12)	6%	(47)	820
PID: Ind (no lean)	61%	(418)	19%	(129)	5%	(34)	3%	(21)	12%	(86)	688
PID: Rep (no lean)	52%	(358)	28%	(194)	10%	(69)	5%	(37)	5%	(35)	693
PID/Gender: Dem Men	73%	(244)	15%	(52)	4%	(14)	3%	(10)	5%	(16)	336
PID/Gender: Dem Women	76%	(369)	15%	(71)	2%	(11)	—	(2)	6%	(31)	484
PID/Gender: Ind Men	56%	(195)	21%	(73)	5%	(18)	4%	(13)	15%	(51)	349
PID/Gender: Ind Women	66%	(223)	16%	(56)	5%	(17)	2%	(8)	10%	(35)	338
PID/Gender: Rep Men	52%	(196)	27%	(102)	11%	(40)	6%	(21)	5%	(19)	377
PID/Gender: Rep Women	51%	(162)	29%	(93)	9%	(29)	5%	(16)	5%	(16)	316
Ideo: Liberal (1-3)	79%	(502)	12%	(75)	4%	(28)	2%	(11)	3%	(22)	639
Ideo: Moderate (4)	66%	(397)	21%	(127)	4%	(23)	2%	(14)	7%	(43)	604
Ideo: Conservative (5-7)	50%	(374)	29%	(212)	10%	(76)	6%	(43)	5%	(37)	743
Educ: < College	65%	(977)	18%	(276)	5%	(78)	2%	(38)	10%	(144)	1513
Educ: Bachelors degree	60%	(265)	25%	(112)	6%	(28)	6%	(25)	3%	(14)	444
Educ: Post-grad	60%	(147)	24%	(58)	9%	(22)	3%	(8)	4%	(10)	244
Income: Under 50k	66%	(764)	17%	(192)	4%	(51)	3%	(35)	9%	(108)	1151
Income: 50k-100k	61%	(437)	23%	(165)	7%	(52)	3%	(23)	6%	(39)	716
Income: 100k+	56%	(188)	27%	(89)	7%	(25)	4%	(12)	6%	(20)	334
Ethnicity: White	62%	(1062)	22%	(373)	6%	(106)	3%	(58)	7%	(124)	1723

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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
Adults	63% (1389)	20% (446)	6% (128)	3% (70)	8% (167)	2201
Ethnicity: Hispanic	64% (223)	20% (69)	5% (19)	3% (12)	7% (26)	350
Ethnicity: Afr. Am.	67% (184)	15% (42)	5% (13)	3% (10)	9% (25)	274
Ethnicity: Other	70% (143)	15% (31)	4% (9)	1% (3)	9% (19)	204
All Christian	60% (629)	24% (246)	7% (77)	4% (40)	5% (52)	1044
All Non-Christian	61% (67)	29% (32)	4% (5)	2% (2)	4% (5)	111
Atheist	80% (85)	13% (14)	3% (3)	1% (1)	3% (3)	106
Agnostic/Nothing in particular	65% (608)	16% (155)	4% (42)	3% (27)	11% (108)	940
Religious Non-Protestant/Catholic	57% (84)	27% (40)	8% (12)	4% (5)	4% (6)	146
Evangelical	60% (345)	21% (119)	6% (37)	5% (28)	7% (42)	570
Non-Evangelical	64% (511)	21% (171)	7% (53)	3% (23)	5% (41)	799
Community: Urban	69% (399)	16% (95)	4% (24)	2% (9)	9% (54)	581
Community: Suburban	62% (673)	22% (245)	6% (62)	4% (49)	6% (63)	1092
Community: Rural	60% (318)	20% (107)	8% (41)	2% (12)	10% (50)	528
Employ: Private Sector	60% (403)	22% (150)	8% (51)	5% (32)	6% (40)	677
Employ: Government	58% (59)	25% (26)	11% (11)	2% (2)	4% (4)	102
Employ: Self-Employed	60% (92)	21% (32)	10% (15)	3% (5)	5% (8)	152
Employ: Homemaker	68% (110)	16% (25)	3% (4)	3% (5)	10% (17)	161
Employ: Retired	65% (323)	22% (111)	6% (29)	3% (15)	4% (22)	500
Employ: Unemployed	68% (196)	17% (49)	2% (6)	1% (3)	12% (36)	290
Employ: Other	62% (99)	13% (20)	2% (4)	4% (7)	19% (30)	159
Military HH: Yes	57% (187)	25% (84)	9% (29)	4% (14)	5% (17)	332
Military HH: No	64% (1202)	19% (362)	5% (99)	3% (56)	8% (150)	1869
RD/WT: Right Direction	55% (426)	26% (199)	8% (61)	4% (35)	7% (54)	774
RD/WT: Wrong Track	68% (963)	17% (247)	5% (67)	3% (36)	8% (114)	1427
Trump Job Approve	54% (498)	26% (239)	9% (82)	5% (47)	7% (60)	927
Trump Job Disapprove	73% (856)	16% (189)	3% (40)	2% (18)	5% (64)	1167

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
Adults	63%	(1389)	20%	(446)	6%	(128)	3%	(70)	8%	(167)	2201
Trump Job Strongly Approve	54%	(279)	23%	(118)	10%	(54)	6%	(33)	6%	(32)	516
Trump Job Somewhat Approve	53%	(219)	29%	(121)	7%	(28)	4%	(15)	7%	(28)	410
Trump Job Somewhat Disapprove	60%	(158)	27%	(70)	4%	(11)	2%	(6)	8%	(20)	264
Trump Job Strongly Disapprove	77%	(698)	13%	(118)	3%	(29)	1%	(12)	5%	(44)	902
Favorable of Trump	55%	(497)	25%	(225)	9%	(81)	5%	(47)	6%	(58)	909
Unfavorable of Trump	73%	(856)	17%	(196)	4%	(44)	2%	(20)	5%	(57)	1172
Very Favorable of Trump	55%	(283)	23%	(119)	10%	(51)	6%	(33)	6%	(29)	515
Somewhat Favorable of Trump	54%	(215)	27%	(105)	8%	(30)	4%	(14)	8%	(30)	394
Somewhat Unfavorable of Trump	58%	(116)	31%	(61)	5%	(10)	1%	(2)	5%	(10)	199
Very Unfavorable of Trump	76%	(740)	14%	(135)	4%	(34)	2%	(18)	5%	(46)	973
#1 Issue: Economy	58%	(439)	23%	(171)	8%	(60)	4%	(33)	7%	(52)	755
#1 Issue: Security	50%	(119)	25%	(60)	9%	(21)	4%	(10)	11%	(27)	238
#1 Issue: Health Care	71%	(330)	18%	(84)	4%	(19)	2%	(10)	5%	(25)	468
#1 Issue: Medicare / Social Security	73%	(223)	19%	(59)	3%	(8)	1%	(4)	5%	(14)	307
#1 Issue: Women's Issues	64%	(73)	20%	(23)	5%	(6)	—	(0)	11%	(12)	114
#1 Issue: Education	57%	(74)	19%	(25)	3%	(4)	7%	(9)	13%	(16)	129
#1 Issue: Energy	70%	(47)	13%	(9)	6%	(4)	4%	(2)	8%	(5)	67
#1 Issue: Other	68%	(83)	14%	(17)	4%	(5)	1%	(1)	13%	(15)	122
2018 House Vote: Democrat	75%	(553)	16%	(119)	3%	(24)	1%	(9)	4%	(28)	733
2018 House Vote: Republican	51%	(331)	27%	(180)	11%	(71)	6%	(42)	5%	(30)	654
2018 House Vote: Someone else	64%	(46)	20%	(14)	8%	(6)	2%	(2)	5%	(4)	71
2016 Vote: Hillary Clinton	77%	(513)	16%	(105)	3%	(17)	1%	(4)	4%	(26)	664
2016 Vote: Donald Trump	53%	(379)	26%	(188)	10%	(73)	6%	(44)	5%	(34)	718
2016 Vote: Other	54%	(81)	29%	(43)	9%	(14)	4%	(6)	4%	(6)	150
2016 Vote: Didn't Vote	62%	(415)	17%	(111)	4%	(24)	2%	(16)	15%	(101)	666
Voted in 2014: Yes	63%	(817)	22%	(288)	7%	(91)	3%	(45)	4%	(52)	1293
Voted in 2014: No	63%	(572)	17%	(159)	4%	(37)	3%	(25)	13%	(115)	908

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
Adults	63% (1389)	20% (446)	6% (128)	3% (70)	8% (167)	2201
2012 Vote: Barack Obama	73% (583)	18% (142)	3% (28)	1% (11)	5% (37)	800
2012 Vote: Mitt Romney	48% (256)	30% (158)	11% (59)	6% (31)	5% (25)	529
2012 Vote: Other	57% (47)	26% (21)	9% (7)	5% (4)	5% (4)	83
2012 Vote: Didn't Vote	64% (499)	16% (125)	4% (34)	3% (25)	13% (102)	785
4-Region: Northeast	63% (246)	18% (72)	7% (26)	4% (15)	9% (35)	394
4-Region: Midwest	63% (293)	20% (92)	7% (34)	3% (15)	6% (28)	462
4-Region: South	65% (535)	19% (154)	5% (45)	3% (24)	8% (67)	825
4-Region: West	61% (316)	25% (128)	4% (23)	3% (16)	7% (37)	520
Sports fan	62% (858)	22% (313)	7% (92)	3% (47)	6% (81)	1391
Traveled outside of U.S. in past year 1+ times	57% (249)	24% (103)	9% (37)	4% (16)	7% (31)	436
Frequent Flyer	55% (138)	27% (67)	9% (23)	5% (13)	4% (10)	251

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
Adults	61%	(1337)	25%	(558)	4%	(85)	3%	(62)	7%	(159)	2201
Gender: Male	58%	(613)	26%	(276)	5%	(49)	4%	(43)	8%	(82)	1062
Gender: Female	64%	(724)	25%	(282)	3%	(36)	2%	(20)	7%	(76)	1139
Age: 18-34	59%	(384)	22%	(146)	6%	(40)	3%	(20)	10%	(66)	655
Age: 35-44	62%	(221)	25%	(91)	2%	(9)	2%	(7)	8%	(30)	358
Age: 45-64	60%	(453)	27%	(204)	3%	(22)	3%	(22)	7%	(50)	751
Age: 65+	64%	(279)	27%	(117)	3%	(15)	3%	(13)	3%	(12)	436
GenZers: 1997-2012	61%	(175)	22%	(62)	7%	(20)	2%	(7)	8%	(23)	287
Millennials: 1981-1996	56%	(299)	26%	(140)	5%	(24)	3%	(16)	11%	(57)	536
GenXers: 1965-1980	65%	(350)	23%	(125)	2%	(11)	2%	(11)	8%	(46)	543
Baby Boomers: 1946-1964	62%	(475)	27%	(209)	4%	(27)	3%	(27)	4%	(31)	769
PID: Dem (no lean)	70%	(577)	20%	(161)	2%	(18)	2%	(18)	6%	(47)	820
PID: Ind (no lean)	54%	(371)	27%	(183)	4%	(27)	4%	(25)	12%	(81)	688
PID: Rep (no lean)	56%	(389)	31%	(214)	6%	(40)	3%	(20)	4%	(30)	693
PID/Gender: Dem Men	66%	(223)	21%	(71)	3%	(10)	4%	(13)	5%	(18)	336
PID/Gender: Dem Women	73%	(353)	19%	(90)	2%	(8)	1%	(4)	6%	(29)	484
PID/Gender: Ind Men	52%	(183)	26%	(91)	4%	(15)	4%	(16)	13%	(44)	349
PID/Gender: Ind Women	56%	(188)	27%	(92)	4%	(12)	3%	(9)	11%	(37)	338
PID/Gender: Rep Men	55%	(206)	30%	(114)	6%	(24)	4%	(14)	5%	(20)	377
PID/Gender: Rep Women	58%	(183)	32%	(101)	5%	(16)	2%	(6)	3%	(11)	316
Ideo: Liberal (1-3)	74%	(471)	18%	(115)	3%	(18)	2%	(13)	3%	(22)	639
Ideo: Moderate (4)	60%	(360)	29%	(172)	3%	(21)	2%	(10)	7%	(40)	604
Ideo: Conservative (5-7)	53%	(396)	32%	(238)	6%	(45)	4%	(32)	4%	(32)	743
Educ: < College	63%	(946)	23%	(349)	3%	(47)	2%	(35)	9%	(136)	1513
Educ: Bachelors degree	56%	(251)	30%	(135)	5%	(24)	5%	(21)	3%	(13)	444
Educ: Post-grad	58%	(141)	30%	(74)	6%	(14)	3%	(7)	4%	(9)	244
Income: Under 50k	61%	(701)	24%	(278)	3%	(35)	3%	(32)	9%	(105)	1151
Income: 50k-100k	62%	(445)	25%	(178)	5%	(36)	3%	(22)	5%	(36)	716
Income: 100k+	57%	(191)	31%	(102)	4%	(14)	3%	(9)	5%	(18)	334
Ethnicity: White	60%	(1031)	26%	(456)	4%	(66)	3%	(53)	7%	(117)	1723

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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
Adults	61%	(1337)	25%	(558)	4%	(85)	3%	(62)	7%	(159)	2201
Ethnicity: Hispanic	59%	(208)	26%	(91)	3%	(12)	4%	(14)	7%	(26)	350
Ethnicity: Afr. Am.	62%	(171)	22%	(61)	5%	(14)	1%	(4)	9%	(24)	274
Ethnicity: Other	66%	(135)	20%	(41)	3%	(6)	2%	(5)	9%	(18)	204
All Christian	60%	(625)	28%	(295)	4%	(42)	3%	(33)	5%	(48)	1044
All Non-Christian	63%	(70)	27%	(30)	4%	(4)	1%	(2)	4%	(5)	111
Atheist	69%	(73)	21%	(23)	5%	(5)	2%	(2)	3%	(3)	106
Agnostic/Nothing in particular	60%	(568)	22%	(210)	4%	(34)	3%	(26)	11%	(102)	940
Religious Non-Protestant/Catholic	60%	(88)	27%	(40)	6%	(8)	3%	(5)	4%	(6)	146
Evangelical	58%	(332)	28%	(158)	4%	(22)	4%	(21)	7%	(38)	570
Non-Evangelical	63%	(508)	26%	(205)	3%	(26)	2%	(19)	5%	(42)	799
Community: Urban	62%	(362)	24%	(140)	3%	(20)	2%	(9)	9%	(49)	581
Community: Suburban	60%	(652)	26%	(289)	5%	(51)	4%	(42)	5%	(57)	1092
Community: Rural	61%	(322)	24%	(129)	3%	(14)	2%	(11)	10%	(52)	528
Employ: Private Sector	57%	(388)	29%	(195)	4%	(30)	4%	(26)	6%	(38)	677
Employ: Government	61%	(62)	25%	(25)	10%	(10)	1%	(1)	3%	(3)	102
Employ: Self-Employed	62%	(94)	25%	(39)	5%	(7)	3%	(5)	5%	(8)	152
Employ: Homemaker	62%	(100)	23%	(37)	1%	(2)	4%	(6)	10%	(16)	161
Employ: Retired	63%	(317)	27%	(136)	3%	(14)	3%	(16)	4%	(18)	500
Employ: Unemployed	63%	(182)	20%	(59)	4%	(11)	2%	(5)	11%	(33)	290
Employ: Other	56%	(89)	21%	(34)	3%	(5)	1%	(1)	19%	(30)	159
Military HH: Yes	55%	(181)	33%	(110)	4%	(15)	5%	(17)	3%	(9)	332
Military HH: No	62%	(1156)	24%	(448)	4%	(71)	2%	(45)	8%	(150)	1869
RD/WT: Right Direction	55%	(428)	30%	(235)	5%	(39)	3%	(25)	6%	(47)	774
RD/WT: Wrong Track	64%	(909)	23%	(323)	3%	(46)	3%	(37)	8%	(112)	1427
Trump Job Approve	53%	(495)	32%	(292)	5%	(49)	4%	(35)	6%	(55)	927
Trump Job Disapprove	69%	(802)	22%	(255)	2%	(27)	2%	(22)	5%	(60)	1167

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
Adults	61%	(1337)	25%	(558)	4%	(85)	3%	(62)	7%	(159)	2201
Trump Job Strongly Approve	56%	(289)	28%	(146)	6%	(32)	5%	(24)	5%	(26)	516
Trump Job Somewhat Approve	50%	(207)	36%	(146)	4%	(17)	3%	(11)	7%	(29)	410
Trump Job Somewhat Disapprove	56%	(149)	33%	(86)	2%	(5)	2%	(6)	7%	(18)	264
Trump Job Strongly Disapprove	72%	(653)	19%	(169)	2%	(21)	2%	(16)	5%	(42)	902
Favorable of Trump	55%	(498)	30%	(272)	5%	(49)	4%	(35)	6%	(55)	909
Unfavorable of Trump	68%	(801)	23%	(265)	3%	(30)	2%	(23)	5%	(53)	1172
Very Favorable of Trump	59%	(305)	26%	(133)	5%	(27)	5%	(24)	5%	(26)	515
Somewhat Favorable of Trump	49%	(193)	35%	(139)	6%	(22)	3%	(11)	7%	(30)	394
Somewhat Unfavorable of Trump	50%	(101)	40%	(79)	3%	(6)	2%	(4)	5%	(10)	199
Very Unfavorable of Trump	72%	(701)	19%	(185)	3%	(25)	2%	(19)	4%	(43)	973
#1 Issue: Economy	57%	(430)	28%	(212)	4%	(32)	4%	(27)	7%	(55)	755
#1 Issue: Security	51%	(121)	30%	(72)	8%	(18)	3%	(7)	8%	(19)	238
#1 Issue: Health Care	71%	(332)	20%	(95)	2%	(8)	2%	(11)	5%	(22)	468
#1 Issue: Medicare / Social Security	67%	(205)	26%	(81)	1%	(4)	2%	(5)	4%	(12)	307
#1 Issue: Women's Issues	54%	(62)	29%	(34)	4%	(5)	1%	(1)	11%	(13)	114
#1 Issue: Education	56%	(72)	20%	(26)	7%	(8)	4%	(5)	14%	(18)	129
#1 Issue: Energy	63%	(42)	16%	(11)	7%	(4)	4%	(3)	10%	(7)	67
#1 Issue: Other	60%	(73)	22%	(27)	4%	(5)	3%	(4)	10%	(13)	122
2018 House Vote: Democrat	70%	(511)	23%	(170)	1%	(11)	2%	(12)	4%	(29)	733
2018 House Vote: Republican	54%	(355)	32%	(208)	6%	(39)	4%	(28)	4%	(24)	654
2018 House Vote: Someone else	61%	(43)	24%	(17)	5%	(4)	3%	(2)	7%	(5)	71
2016 Vote: Hillary Clinton	70%	(467)	23%	(151)	2%	(10)	1%	(10)	4%	(26)	664
2016 Vote: Donald Trump	55%	(398)	31%	(222)	5%	(38)	4%	(31)	4%	(29)	718
2016 Vote: Other	55%	(82)	32%	(48)	6%	(9)	4%	(5)	4%	(6)	150
2016 Vote: Didn't Vote	58%	(388)	21%	(138)	4%	(28)	2%	(17)	15%	(97)	666
Voted in 2014: Yes	62%	(800)	28%	(360)	4%	(47)	3%	(38)	4%	(48)	1293
Voted in 2014: No	59%	(537)	22%	(198)	4%	(38)	3%	(24)	12%	(111)	908

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
Adults	61%	(1337)	25%	(558)	4%	(85)	3%	(62)	7%	(159)	2201
2012 Vote: Barack Obama	68%	(544)	24%	(189)	2%	(17)	2%	(14)	5%	(37)	800
2012 Vote: Mitt Romney	51%	(272)	35%	(183)	6%	(32)	4%	(23)	4%	(20)	529
2012 Vote: Other	57%	(47)	30%	(25)	3%	(2)	5%	(4)	4%	(4)	83
2012 Vote: Didn't Vote	60%	(471)	20%	(161)	4%	(34)	3%	(22)	13%	(99)	785
4-Region: Northeast	60%	(237)	24%	(96)	3%	(12)	3%	(12)	10%	(38)	394
4-Region: Midwest	63%	(293)	24%	(109)	5%	(25)	2%	(10)	6%	(27)	462
4-Region: South	61%	(505)	25%	(207)	3%	(29)	3%	(26)	7%	(58)	825
4-Region: West	58%	(303)	28%	(146)	4%	(20)	3%	(15)	7%	(37)	520
Sports fan	61%	(846)	27%	(371)	4%	(54)	3%	(45)	5%	(74)	1391
Traveled outside of U.S. in past year 1+ times	56%	(244)	28%	(122)	6%	(27)	3%	(15)	6%	(28)	436
Frequent Flyer	54%	(135)	30%	(75)	7%	(18)	6%	(14)	4%	(9)	251

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
Adults	31%	(686)	45%	(999)	23%	(517)	2201
Gender: Male	36%	(385)	43%	(457)	21%	(221)	1062
Gender: Female	26%	(301)	48%	(542)	26%	(296)	1139
Age: 18-34	26%	(170)	47%	(310)	27%	(175)	655
Age: 35-44	38%	(135)	43%	(155)	19%	(68)	358
Age: 45-64	32%	(239)	46%	(343)	23%	(169)	751
Age: 65+	33%	(143)	44%	(190)	24%	(104)	436
GenZers: 1997-2012	26%	(75)	45%	(128)	29%	(84)	287
Millennials: 1981-1996	31%	(165)	46%	(248)	23%	(123)	536
GenXers: 1965-1980	32%	(173)	47%	(257)	21%	(113)	543
Baby Boomers: 1946-1964	31%	(239)	45%	(348)	24%	(182)	769
PID: Dem (no lean)	20%	(164)	59%	(485)	21%	(172)	820
PID: Ind (no lean)	26%	(179)	44%	(305)	30%	(204)	688
PID: Rep (no lean)	49%	(343)	30%	(209)	20%	(141)	693
PID/Gender: Dem Men	21%	(71)	59%	(199)	20%	(66)	336
PID/Gender: Dem Women	19%	(93)	59%	(285)	22%	(106)	484
PID/Gender: Ind Men	29%	(103)	45%	(158)	25%	(89)	349
PID/Gender: Ind Women	23%	(76)	43%	(147)	34%	(115)	338
PID/Gender: Rep Men	56%	(211)	26%	(100)	18%	(66)	377
PID/Gender: Rep Women	42%	(132)	35%	(109)	24%	(75)	316
Ideo: Liberal (1-3)	21%	(136)	61%	(389)	18%	(113)	639
Ideo: Moderate (4)	34%	(205)	42%	(254)	24%	(145)	604
Ideo: Conservative (5-7)	42%	(313)	37%	(274)	21%	(156)	743
Educ: < College	31%	(474)	41%	(627)	27%	(412)	1513
Educ: Bachelors degree	28%	(126)	57%	(252)	15%	(66)	444
Educ: Post-grad	35%	(86)	49%	(120)	16%	(39)	244
Income: Under 50k	30%	(343)	43%	(499)	27%	(309)	1151
Income: 50k-100k	33%	(239)	47%	(334)	20%	(144)	716
Income: 100k+	31%	(105)	50%	(165)	19%	(64)	334
Ethnicity: White	32%	(546)	45%	(779)	23%	(398)	1723
Ethnicity: Hispanic	28%	(99)	45%	(156)	27%	(94)	350

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
Adults	31%	(686)	45%	(999)	23%	(517)	2201
Ethnicity: Afr. Am.	27%	(74)	49%	(135)	24%	(65)	274
Ethnicity: Other	33%	(66)	41%	(84)	26%	(53)	204
All Christian	37%	(387)	42%	(441)	21%	(217)	1044
All Non-Christian	33%	(37)	47%	(52)	20%	(22)	111
Atheist	18%	(19)	63%	(67)	20%	(21)	106
Agnostic/Nothing in particular	26%	(244)	47%	(440)	27%	(257)	940
Religious Non-Protestant/Catholic	35%	(51)	45%	(66)	21%	(30)	146
Evangelical	37%	(213)	39%	(224)	23%	(133)	570
Non-Evangelical	35%	(279)	44%	(353)	21%	(167)	799
Community: Urban	28%	(165)	42%	(247)	29%	(170)	581
Community: Suburban	31%	(337)	47%	(516)	22%	(238)	1092
Community: Rural	35%	(184)	45%	(236)	21%	(108)	528
Employ: Private Sector	34%	(233)	47%	(319)	18%	(124)	677
Employ: Government	24%	(24)	62%	(63)	14%	(14)	102
Employ: Self-Employed	31%	(47)	45%	(69)	24%	(36)	152
Employ: Homemaker	31%	(50)	33%	(53)	36%	(58)	161
Employ: Retired	33%	(164)	45%	(225)	22%	(111)	500
Employ: Unemployed	25%	(71)	47%	(136)	29%	(83)	290
Employ: Other	24%	(38)	45%	(71)	31%	(49)	159
Military HH: Yes	38%	(126)	39%	(130)	23%	(76)	332
Military HH: No	30%	(560)	46%	(869)	24%	(441)	1869
RD/WT: Right Direction	51%	(392)	24%	(187)	25%	(195)	774
RD/WT: Wrong Track	21%	(294)	57%	(812)	23%	(322)	1427
Trump Job Approve	47%	(440)	31%	(286)	22%	(201)	927
Trump Job Disapprove	20%	(235)	59%	(686)	21%	(246)	1167
Trump Job Strongly Approve	57%	(292)	24%	(124)	19%	(100)	516
Trump Job Somewhat Approve	36%	(148)	39%	(162)	25%	(101)	410
Trump Job Somewhat Disapprove	33%	(88)	43%	(113)	24%	(64)	264
Trump Job Strongly Disapprove	16%	(146)	64%	(573)	20%	(183)	902

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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
Adults	31%	(686)	45%	(999)	23%	(517)	2201
Favorable of Trump	48%	(435)	30%	(275)	22%	(199)	909
Unfavorable of Trump	20%	(237)	59%	(691)	21%	(244)	1172
Very Favorable of Trump	55%	(283)	23%	(118)	22%	(113)	515
Somewhat Favorable of Trump	39%	(152)	40%	(157)	22%	(86)	394
Somewhat Unfavorable of Trump	25%	(50)	49%	(97)	26%	(51)	199
Very Unfavorable of Trump	19%	(187)	61%	(593)	20%	(193)	973
#1 Issue: Economy	35%	(261)	44%	(334)	21%	(161)	755
#1 Issue: Security	43%	(102)	32%	(77)	25%	(59)	238
#1 Issue: Health Care	28%	(130)	55%	(258)	17%	(81)	468
#1 Issue: Medicare / Social Security	27%	(84)	44%	(134)	29%	(89)	307
#1 Issue: Women's Issues	25%	(29)	42%	(48)	33%	(38)	114
#1 Issue: Education	30%	(38)	37%	(47)	34%	(44)	129
#1 Issue: Energy	17%	(11)	59%	(39)	24%	(16)	67
#1 Issue: Other	25%	(31)	51%	(62)	24%	(30)	122
2018 House Vote: Democrat	22%	(158)	61%	(448)	17%	(127)	733
2018 House Vote: Republican	48%	(313)	33%	(218)	19%	(123)	654
2018 House Vote: Someone else	22%	(16)	54%	(38)	24%	(17)	71
2016 Vote: Hillary Clinton	21%	(138)	59%	(391)	20%	(135)	664
2016 Vote: Donald Trump	47%	(336)	34%	(244)	19%	(138)	718
2016 Vote: Other	22%	(34)	58%	(86)	20%	(30)	150
2016 Vote: Didn't Vote	27%	(178)	41%	(275)	32%	(214)	666
Voted in 2014: Yes	34%	(439)	48%	(617)	18%	(237)	1293
Voted in 2014: No	27%	(247)	42%	(381)	31%	(279)	908
2012 Vote: Barack Obama	26%	(207)	55%	(439)	19%	(154)	800
2012 Vote: Mitt Romney	44%	(235)	35%	(183)	21%	(111)	529
2012 Vote: Other	29%	(24)	48%	(40)	23%	(19)	83
2012 Vote: Didn't Vote	28%	(218)	43%	(335)	30%	(232)	785

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
Adults	31%	(686)	45%	(999)	23%	(517)	2201
4-Region: Northeast	29%	(115)	49%	(193)	22%	(86)	394
4-Region: Midwest	32%	(148)	45%	(210)	23%	(105)	462
4-Region: South	33%	(274)	44%	(360)	23%	(190)	825
4-Region: West	29%	(149)	45%	(236)	26%	(135)	520
Sports fan	33%	(465)	46%	(637)	21%	(288)	1391
Traveled outside of U.S. in past year 1+ times	37%	(162)	44%	(194)	18%	(80)	436
Frequent Flyer	39%	(97)	47%	(119)	14%	(35)	251

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
Adults	38%	(826)	41%	(904)	21%	(471)	2201
Gender: Male	41%	(439)	38%	(403)	21%	(220)	1062
Gender: Female	34%	(386)	44%	(502)	22%	(251)	1139
Age: 18-34	35%	(227)	42%	(277)	23%	(151)	655
Age: 35-44	42%	(150)	39%	(138)	19%	(70)	358
Age: 45-64	37%	(281)	41%	(311)	21%	(159)	751
Age: 65+	38%	(167)	41%	(178)	21%	(91)	436
GenZers: 1997-2012	33%	(95)	43%	(123)	24%	(69)	287
Millennials: 1981-1996	39%	(206)	40%	(215)	21%	(115)	536
GenXers: 1965-1980	36%	(194)	43%	(232)	21%	(117)	543
Baby Boomers: 1946-1964	39%	(297)	41%	(314)	20%	(157)	769
PID: Dem (no lean)	25%	(202)	56%	(456)	20%	(161)	820
PID: Ind (no lean)	31%	(213)	43%	(297)	26%	(178)	688
PID: Rep (no lean)	59%	(410)	22%	(152)	19%	(132)	693
PID/Gender: Dem Men	30%	(99)	52%	(175)	18%	(62)	336
PID/Gender: Dem Women	21%	(103)	58%	(281)	21%	(100)	484
PID/Gender: Ind Men	32%	(113)	42%	(148)	25%	(88)	349
PID/Gender: Ind Women	30%	(100)	44%	(149)	26%	(89)	338
PID/Gender: Rep Men	60%	(227)	21%	(80)	19%	(70)	377
PID/Gender: Rep Women	58%	(183)	23%	(72)	19%	(62)	316
Ideo: Liberal (1-3)	25%	(162)	59%	(374)	16%	(103)	639
Ideo: Moderate (4)	36%	(219)	44%	(263)	20%	(121)	604
Ideo: Conservative (5-7)	55%	(407)	24%	(181)	21%	(154)	743
Educ: < College	37%	(561)	38%	(573)	25%	(379)	1513
Educ: Bachelors degree	37%	(163)	49%	(217)	14%	(64)	444
Educ: Post-grad	42%	(102)	47%	(114)	12%	(28)	244
Income: Under 50k	36%	(411)	40%	(462)	24%	(278)	1151
Income: 50k-100k	39%	(282)	42%	(299)	19%	(135)	716
Income: 100k+	40%	(132)	43%	(144)	17%	(58)	334
Ethnicity: White	39%	(673)	40%	(693)	21%	(356)	1723
Ethnicity: Hispanic	33%	(115)	42%	(148)	25%	(87)	350

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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
Adults	38%	(826)	41%	(904)	21%	(471)	2201
Ethnicity: Afr. Am.	29%	(78)	49%	(134)	22%	(62)	274
Ethnicity: Other	36%	(74)	38%	(77)	26%	(53)	204
All Christian	45%	(470)	35%	(367)	20%	(207)	1044
All Non-Christian	36%	(40)	44%	(49)	19%	(22)	111
Atheist	36%	(38)	55%	(58)	9%	(10)	106
Agnostic/Nothing in particular	30%	(277)	46%	(430)	25%	(233)	940
Religious Non-Protestant/Catholic	40%	(59)	38%	(56)	22%	(32)	146
Evangelical	44%	(252)	32%	(184)	24%	(134)	570
Non-Evangelical	40%	(323)	40%	(322)	19%	(155)	799
Community: Urban	31%	(179)	43%	(249)	26%	(153)	581
Community: Suburban	39%	(420)	42%	(454)	20%	(217)	1092
Community: Rural	43%	(226)	38%	(201)	19%	(101)	528
Employ: Private Sector	41%	(279)	42%	(284)	17%	(113)	677
Employ: Government	41%	(42)	48%	(49)	11%	(11)	102
Employ: Self-Employed	37%	(56)	38%	(58)	25%	(38)	152
Employ: Homemaker	35%	(56)	34%	(55)	31%	(50)	161
Employ: Retired	39%	(194)	41%	(204)	20%	(102)	500
Employ: Unemployed	37%	(108)	41%	(118)	22%	(65)	290
Employ: Other	22%	(34)	46%	(73)	33%	(52)	159
Military HH: Yes	42%	(140)	37%	(123)	21%	(69)	332
Military HH: No	37%	(686)	42%	(781)	22%	(402)	1869
RD/WT: Right Direction	60%	(467)	18%	(141)	21%	(166)	774
RD/WT: Wrong Track	25%	(359)	54%	(763)	21%	(305)	1427
Trump Job Approve	57%	(524)	23%	(214)	20%	(189)	927
Trump Job Disapprove	24%	(283)	56%	(659)	19%	(224)	1167
Trump Job Strongly Approve	66%	(341)	17%	(89)	17%	(86)	516
Trump Job Somewhat Approve	45%	(183)	30%	(124)	25%	(103)	410
Trump Job Somewhat Disapprove	38%	(101)	41%	(107)	21%	(56)	264
Trump Job Strongly Disapprove	20%	(183)	61%	(552)	19%	(168)	902

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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
Adults	38%	(826)	41%	(904)	21%	(471)	2201
Favorable of Trump	57%	(517)	23%	(206)	20%	(186)	909
Unfavorable of Trump	24%	(284)	57%	(665)	19%	(223)	1172
Very Favorable of Trump	64%	(328)	17%	(89)	19%	(98)	515
Somewhat Favorable of Trump	48%	(189)	30%	(117)	22%	(88)	394
Somewhat Unfavorable of Trump	29%	(58)	46%	(92)	25%	(50)	199
Very Unfavorable of Trump	23%	(226)	59%	(573)	18%	(174)	973
#1 Issue: Economy	44%	(331)	37%	(283)	19%	(141)	755
#1 Issue: Security	51%	(122)	23%	(55)	26%	(61)	238
#1 Issue: Health Care	30%	(143)	53%	(247)	17%	(79)	468
#1 Issue: Medicare / Social Security	35%	(107)	42%	(128)	24%	(72)	307
#1 Issue: Women's Issues	29%	(33)	45%	(51)	26%	(30)	114
#1 Issue: Education	30%	(39)	40%	(52)	30%	(38)	129
#1 Issue: Energy	25%	(17)	53%	(35)	22%	(15)	67
#1 Issue: Other	28%	(34)	44%	(53)	28%	(35)	122
2018 House Vote: Democrat	25%	(180)	59%	(436)	16%	(117)	733
2018 House Vote: Republican	60%	(391)	23%	(153)	17%	(110)	654
2018 House Vote: Someone else	25%	(18)	53%	(37)	22%	(16)	71
2016 Vote: Hillary Clinton	25%	(163)	58%	(386)	17%	(115)	664
2016 Vote: Donald Trump	58%	(419)	24%	(176)	17%	(123)	718
2016 Vote: Other	32%	(48)	49%	(74)	18%	(27)	150
2016 Vote: Didn't Vote	29%	(194)	40%	(267)	31%	(205)	666
Voted in 2014: Yes	42%	(538)	42%	(546)	16%	(210)	1293
Voted in 2014: No	32%	(288)	40%	(359)	29%	(261)	908
2012 Vote: Barack Obama	30%	(237)	53%	(420)	18%	(143)	800
2012 Vote: Mitt Romney	57%	(300)	24%	(127)	19%	(102)	529
2012 Vote: Other	40%	(33)	41%	(34)	20%	(16)	83
2012 Vote: Didn't Vote	32%	(254)	41%	(321)	27%	(210)	785

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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
Adults	38%	(826)	41%	(904)	21%	(471)	2201
4-Region: Northeast	35%	(139)	43%	(170)	21%	(84)	394
4-Region: Midwest	38%	(177)	41%	(191)	21%	(95)	462
4-Region: South	39%	(325)	39%	(326)	21%	(173)	825
4-Region: West	35%	(184)	42%	(218)	23%	(118)	520
Sports fan	40%	(556)	41%	(565)	19%	(270)	1391
Traveled outside of U.S. in past year 1+ times	45%	(196)	39%	(168)	17%	(72)	436
Frequent Flyer	43%	(109)	45%	(113)	12%	(30)	251

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
Adults	25%	(550)	28%	(608)	24%	(528)	23%	(515)	2201
Gender: Male	25%	(264)	28%	(301)	28%	(294)	19%	(204)	1062
Gender: Female	25%	(286)	27%	(307)	21%	(234)	27%	(311)	1139
Age: 18-34	26%	(172)	32%	(209)	15%	(100)	27%	(174)	655
Age: 35-44	31%	(112)	27%	(98)	20%	(70)	22%	(78)	358
Age: 45-64	22%	(167)	27%	(203)	29%	(216)	22%	(165)	751
Age: 65+	23%	(99)	22%	(98)	33%	(142)	22%	(98)	436
GenZers: 1997-2012	25%	(73)	34%	(97)	12%	(36)	29%	(82)	287
Millennials: 1981-1996	29%	(154)	30%	(159)	17%	(92)	24%	(131)	536
GenXers: 1965-1980	24%	(129)	27%	(149)	24%	(133)	24%	(132)	543
Baby Boomers: 1946-1964	23%	(178)	26%	(196)	31%	(242)	20%	(152)	769
PID: Dem (no lean)	30%	(243)	29%	(241)	19%	(158)	22%	(178)	820
PID: Ind (no lean)	23%	(156)	25%	(174)	22%	(149)	30%	(208)	688
PID: Rep (no lean)	22%	(151)	28%	(193)	32%	(221)	19%	(129)	693
PID/Gender: Dem Men	33%	(110)	29%	(96)	19%	(65)	19%	(65)	336
PID/Gender: Dem Women	27%	(132)	30%	(145)	19%	(93)	23%	(114)	484
PID/Gender: Ind Men	21%	(74)	26%	(93)	27%	(93)	26%	(90)	349
PID/Gender: Ind Women	24%	(82)	24%	(82)	17%	(56)	35%	(118)	338
PID/Gender: Rep Men	21%	(80)	30%	(112)	36%	(136)	13%	(49)	377
PID/Gender: Rep Women	22%	(71)	26%	(81)	27%	(85)	25%	(80)	316
Ideo: Liberal (1-3)	34%	(217)	33%	(213)	17%	(107)	16%	(102)	639
Ideo: Moderate (4)	26%	(154)	26%	(158)	22%	(134)	26%	(157)	604
Ideo: Conservative (5-7)	21%	(154)	27%	(201)	33%	(248)	19%	(141)	743
Educ: < College	24%	(368)	25%	(374)	23%	(354)	28%	(417)	1513
Educ: Bachelors degree	27%	(118)	33%	(148)	25%	(112)	15%	(66)	444
Educ: Post-grad	26%	(64)	35%	(86)	25%	(62)	13%	(32)	244
Income: Under 50k	23%	(261)	24%	(272)	24%	(271)	30%	(348)	1151
Income: 50k-100k	29%	(211)	31%	(222)	23%	(167)	16%	(116)	716
Income: 100k+	23%	(78)	34%	(114)	27%	(90)	15%	(51)	334
Ethnicity: White	24%	(407)	28%	(490)	26%	(446)	22%	(380)	1723
Ethnicity: Hispanic	31%	(108)	22%	(78)	21%	(73)	26%	(91)	350

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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
Adults	25%	(550)	28%	(608)	24%	(528)	23%	(515)	2201
Ethnicity: Afr. Am.	31%	(85)	23%	(64)	18%	(49)	28%	(76)	274
Ethnicity: Other	28%	(58)	27%	(54)	16%	(33)	29%	(59)	204
All Christian	24%	(250)	28%	(288)	28%	(294)	20%	(212)	1044
All Non-Christian	36%	(40)	24%	(26)	23%	(25)	17%	(19)	111
Atheist	30%	(32)	34%	(36)	24%	(26)	11%	(12)	106
Agnostic/Nothing in particular	24%	(227)	27%	(257)	20%	(184)	29%	(272)	940
Religious Non-Protestant/Catholic	33%	(48)	26%	(38)	23%	(34)	17%	(25)	146
Evangelical	25%	(140)	24%	(138)	28%	(157)	24%	(134)	570
Non-Evangelical	25%	(201)	29%	(228)	26%	(204)	21%	(166)	799
Community: Urban	30%	(174)	23%	(136)	19%	(110)	28%	(162)	581
Community: Suburban	22%	(245)	31%	(335)	27%	(290)	20%	(221)	1092
Community: Rural	25%	(131)	26%	(137)	24%	(129)	25%	(132)	528
Employ: Private Sector	27%	(180)	32%	(218)	24%	(164)	17%	(115)	677
Employ: Government	23%	(24)	30%	(31)	29%	(30)	18%	(18)	102
Employ: Self-Employed	25%	(39)	37%	(57)	21%	(32)	16%	(25)	152
Employ: Homemaker	21%	(33)	21%	(34)	17%	(28)	41%	(66)	161
Employ: Retired	21%	(107)	24%	(120)	33%	(164)	22%	(108)	500
Employ: Unemployed	28%	(82)	25%	(72)	21%	(61)	26%	(74)	290
Employ: Other	23%	(36)	18%	(28)	17%	(27)	43%	(68)	159
Military HH: Yes	24%	(80)	29%	(95)	28%	(93)	19%	(64)	332
Military HH: No	25%	(470)	27%	(513)	23%	(436)	24%	(451)	1869
RD/WT: Right Direction	23%	(175)	25%	(195)	31%	(237)	22%	(168)	774
RD/WT: Wrong Track	26%	(375)	29%	(414)	20%	(292)	24%	(347)	1427
Trump Job Approve	21%	(198)	27%	(250)	32%	(292)	20%	(187)	927
Trump Job Disapprove	29%	(344)	30%	(345)	19%	(219)	22%	(258)	1167
Trump Job Strongly Approve	24%	(126)	23%	(119)	34%	(176)	18%	(95)	516
Trump Job Somewhat Approve	18%	(72)	32%	(131)	28%	(116)	22%	(92)	410
Trump Job Somewhat Disapprove	20%	(54)	28%	(74)	22%	(59)	29%	(78)	264
Trump Job Strongly Disapprove	32%	(290)	30%	(271)	18%	(161)	20%	(181)	902

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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
Adults	25%	(550)	28%	(608)	24%	(528)	23%	(515)	2201
Favorable of Trump	22%	(203)	26%	(238)	31%	(284)	20%	(184)	909
Unfavorable of Trump	29%	(338)	31%	(358)	19%	(226)	21%	(251)	1172
Very Favorable of Trump	24%	(124)	24%	(123)	34%	(175)	18%	(93)	515
Somewhat Favorable of Trump	20%	(78)	29%	(115)	28%	(110)	23%	(91)	394
Somewhat Unfavorable of Trump	20%	(39)	32%	(64)	22%	(44)	26%	(52)	199
Very Unfavorable of Trump	31%	(299)	30%	(294)	19%	(181)	20%	(199)	973
#1 Issue: Economy	23%	(173)	31%	(235)	24%	(184)	22%	(164)	755
#1 Issue: Security	17%	(42)	25%	(60)	28%	(67)	29%	(69)	238
#1 Issue: Health Care	31%	(145)	27%	(126)	24%	(112)	18%	(84)	468
#1 Issue: Medicare / Social Security	25%	(77)	21%	(64)	26%	(80)	28%	(86)	307
#1 Issue: Women's Issues	24%	(28)	33%	(38)	20%	(22)	23%	(26)	114
#1 Issue: Education	25%	(32)	30%	(39)	16%	(21)	28%	(37)	129
#1 Issue: Energy	45%	(30)	32%	(22)	7%	(5)	16%	(10)	67
#1 Issue: Other	19%	(23)	19%	(23)	31%	(38)	31%	(38)	122
2018 House Vote: Democrat	31%	(224)	31%	(227)	21%	(152)	18%	(130)	733
2018 House Vote: Republican	23%	(150)	28%	(182)	32%	(211)	17%	(111)	654
2018 House Vote: Someone else	18%	(12)	37%	(26)	27%	(20)	18%	(13)	71
2016 Vote: Hillary Clinton	29%	(193)	30%	(202)	19%	(124)	22%	(146)	664
2016 Vote: Donald Trump	23%	(162)	27%	(191)	34%	(242)	17%	(122)	718
2016 Vote: Other	26%	(38)	28%	(42)	29%	(44)	17%	(26)	150
2016 Vote: Didn't Vote	23%	(155)	26%	(173)	18%	(118)	33%	(221)	666
Voted in 2014: Yes	27%	(348)	28%	(361)	28%	(357)	18%	(227)	1293
Voted in 2014: No	22%	(202)	27%	(247)	19%	(171)	32%	(287)	908
2012 Vote: Barack Obama	30%	(238)	30%	(237)	21%	(165)	20%	(160)	800
2012 Vote: Mitt Romney	19%	(101)	25%	(133)	38%	(200)	18%	(94)	529
2012 Vote: Other	20%	(16)	34%	(28)	31%	(26)	15%	(13)	83
2012 Vote: Didn't Vote	25%	(193)	26%	(207)	18%	(138)	32%	(248)	785

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
Adults	25%	(550)	28%	(608)	24%	(528)	23%	(515)	2201
4-Region: Northeast	22%	(87)	31%	(124)	24%	(94)	23%	(89)	394
4-Region: Midwest	22%	(103)	28%	(129)	27%	(126)	22%	(104)	462
4-Region: South	27%	(219)	27%	(220)	21%	(173)	26%	(212)	825
4-Region: West	27%	(141)	26%	(135)	26%	(135)	21%	(110)	520
Sports fan	28%	(391)	28%	(393)	25%	(351)	18%	(256)	1391
Traveled outside of U.S. in past year 1+ times	30%	(132)	33%	(144)	19%	(83)	18%	(78)	436
Frequent Flyer	32%	(80)	35%	(88)	20%	(50)	13%	(33)	251

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
Adults	25%	(548)	52%	(1148)	7%	(143)	16%	(362)	2201
Gender: Male	26%	(281)	52%	(551)	8%	(83)	14%	(147)	1062
Gender: Female	23%	(267)	52%	(597)	5%	(60)	19%	(215)	1139
Age: 18-34	25%	(163)	47%	(305)	7%	(47)	21%	(140)	655
Age: 35-44	26%	(94)	48%	(173)	8%	(27)	18%	(63)	358
Age: 45-64	24%	(179)	55%	(411)	6%	(48)	15%	(113)	751
Age: 65+	26%	(111)	59%	(259)	5%	(21)	10%	(45)	436
GenZers: 1997-2012	26%	(76)	44%	(127)	7%	(20)	23%	(65)	287
Millennials: 1981-1996	25%	(131)	48%	(259)	8%	(43)	19%	(103)	536
GenXers: 1965-1980	26%	(142)	50%	(272)	7%	(36)	17%	(94)	543
Baby Boomers: 1946-1964	23%	(178)	60%	(459)	5%	(41)	12%	(91)	769
PID: Dem (no lean)	28%	(227)	51%	(422)	5%	(41)	16%	(130)	820
PID: Ind (no lean)	23%	(161)	49%	(338)	7%	(47)	21%	(141)	688
PID: Rep (no lean)	23%	(160)	56%	(389)	8%	(55)	13%	(90)	693
PID/Gender: Dem Men	33%	(109)	47%	(158)	4%	(15)	16%	(54)	336
PID/Gender: Dem Women	24%	(118)	54%	(264)	6%	(27)	16%	(76)	484
PID/Gender: Ind Men	23%	(80)	52%	(183)	8%	(29)	16%	(57)	349
PID/Gender: Ind Women	24%	(81)	46%	(154)	5%	(18)	25%	(85)	338
PID/Gender: Rep Men	24%	(91)	56%	(210)	11%	(40)	10%	(36)	377
PID/Gender: Rep Women	22%	(69)	56%	(179)	5%	(15)	17%	(54)	316
Ideo: Liberal (1-3)	31%	(199)	52%	(333)	6%	(40)	10%	(66)	639
Ideo: Moderate (4)	24%	(147)	53%	(320)	6%	(37)	16%	(99)	604
Ideo: Conservative (5-7)	23%	(169)	55%	(411)	9%	(65)	13%	(97)	743
Educ: < College	24%	(369)	51%	(768)	5%	(82)	19%	(293)	1513
Educ: Bachelors degree	25%	(109)	55%	(242)	10%	(45)	11%	(48)	444
Educ: Post-grad	29%	(70)	56%	(138)	7%	(16)	8%	(21)	244
Income: Under 50k	24%	(277)	49%	(567)	6%	(65)	21%	(243)	1151
Income: 50k-100k	26%	(184)	56%	(398)	7%	(51)	12%	(83)	716
Income: 100k+	26%	(87)	55%	(184)	8%	(27)	11%	(36)	334
Ethnicity: White	23%	(393)	55%	(941)	7%	(113)	16%	(276)	1723
Ethnicity: Hispanic	28%	(97)	49%	(171)	4%	(14)	19%	(67)	350

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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
Adults	25%	(548)	52%	(1148)	7%	(143)	16%	(362)	2201
Ethnicity: Afr. Am.	35%	(97)	43%	(119)	5%	(15)	16%	(43)	274
Ethnicity: Other	28%	(58)	43%	(88)	8%	(16)	21%	(42)	204
All Christian	26%	(267)	55%	(573)	7%	(71)	13%	(132)	1044
All Non-Christian	32%	(36)	52%	(58)	6%	(7)	9%	(10)	111
Atheist	22%	(23)	63%	(67)	5%	(5)	10%	(11)	106
Agnostic/Nothing in particular	24%	(222)	48%	(450)	6%	(60)	22%	(208)	940
Religious Non-Protestant/Catholic	29%	(42)	53%	(77)	6%	(9)	13%	(18)	146
Evangelical	27%	(153)	52%	(299)	7%	(38)	14%	(81)	570
Non-Evangelical	25%	(199)	55%	(436)	7%	(56)	14%	(109)	799
Community: Urban	29%	(169)	47%	(270)	7%	(39)	18%	(103)	581
Community: Suburban	22%	(244)	57%	(618)	8%	(84)	13%	(147)	1092
Community: Rural	26%	(136)	49%	(260)	4%	(21)	21%	(111)	528
Employ: Private Sector	28%	(188)	53%	(356)	7%	(49)	12%	(84)	677
Employ: Government	26%	(26)	52%	(53)	12%	(12)	10%	(11)	102
Employ: Self-Employed	21%	(33)	60%	(92)	6%	(10)	12%	(18)	152
Employ: Homemaker	19%	(30)	48%	(77)	6%	(9)	28%	(44)	161
Employ: Retired	24%	(118)	59%	(293)	7%	(33)	11%	(56)	500
Employ: Unemployed	29%	(83)	47%	(138)	4%	(11)	20%	(58)	290
Employ: Other	20%	(32)	40%	(64)	3%	(5)	36%	(57)	159
Military HH: Yes	27%	(89)	51%	(169)	10%	(32)	13%	(42)	332
Military HH: No	25%	(459)	52%	(980)	6%	(112)	17%	(319)	1869
RD/WT: Right Direction	23%	(180)	53%	(411)	7%	(54)	17%	(129)	774
RD/WT: Wrong Track	26%	(368)	52%	(737)	6%	(89)	16%	(232)	1427
Trump Job Approve	24%	(219)	53%	(490)	9%	(81)	15%	(137)	927
Trump Job Disapprove	28%	(321)	54%	(627)	5%	(56)	14%	(164)	1167
Trump Job Strongly Approve	23%	(120)	54%	(277)	10%	(50)	13%	(68)	516
Trump Job Somewhat Approve	24%	(99)	52%	(213)	7%	(30)	17%	(69)	410
Trump Job Somewhat Disapprove	25%	(66)	51%	(135)	5%	(13)	19%	(50)	264
Trump Job Strongly Disapprove	28%	(255)	54%	(492)	5%	(42)	13%	(113)	902

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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
Adults	25%	(548)	52%	(1148)	7%	(143)	16%	(362)	2201
Favorable of Trump	24%	(222)	54%	(487)	8%	(75)	14%	(126)	909
Unfavorable of Trump	27%	(313)	54%	(632)	6%	(65)	14%	(162)	1172
Very Favorable of Trump	24%	(124)	53%	(274)	10%	(50)	13%	(67)	515
Somewhat Favorable of Trump	25%	(98)	54%	(213)	6%	(25)	15%	(59)	394
Somewhat Unfavorable of Trump	24%	(48)	53%	(106)	7%	(13)	16%	(32)	199
Very Unfavorable of Trump	27%	(265)	54%	(527)	5%	(52)	13%	(129)	973
#1 Issue: Economy	26%	(195)	51%	(382)	7%	(49)	17%	(128)	755
#1 Issue: Security	20%	(48)	52%	(124)	8%	(20)	20%	(47)	238
#1 Issue: Health Care	29%	(138)	53%	(249)	6%	(27)	12%	(55)	468
#1 Issue: Medicare / Social Security	25%	(77)	57%	(174)	3%	(10)	15%	(46)	307
#1 Issue: Women's Issues	18%	(20)	55%	(62)	4%	(5)	24%	(27)	114
#1 Issue: Education	22%	(28)	46%	(60)	8%	(10)	24%	(31)	129
#1 Issue: Energy	27%	(18)	58%	(39)	10%	(7)	5%	(3)	67
#1 Issue: Other	20%	(24)	47%	(58)	13%	(15)	21%	(25)	122
2018 House Vote: Democrat	29%	(216)	55%	(406)	5%	(38)	10%	(74)	733
2018 House Vote: Republican	24%	(155)	55%	(361)	10%	(65)	11%	(73)	654
2018 House Vote: Someone else	21%	(15)	59%	(42)	5%	(4)	14%	(10)	71
2016 Vote: Hillary Clinton	30%	(199)	52%	(345)	5%	(34)	13%	(87)	664
2016 Vote: Donald Trump	23%	(166)	57%	(408)	9%	(64)	11%	(81)	718
2016 Vote: Other	18%	(27)	62%	(94)	6%	(10)	13%	(20)	150
2016 Vote: Didn't Vote	23%	(156)	45%	(300)	5%	(36)	26%	(174)	666
Voted in 2014: Yes	27%	(346)	55%	(713)	7%	(93)	11%	(141)	1293
Voted in 2014: No	22%	(202)	48%	(435)	6%	(50)	24%	(221)	908
2012 Vote: Barack Obama	29%	(232)	53%	(427)	5%	(42)	12%	(98)	800
2012 Vote: Mitt Romney	21%	(111)	57%	(303)	10%	(53)	12%	(62)	529
2012 Vote: Other	20%	(17)	61%	(50)	9%	(7)	10%	(8)	83
2012 Vote: Didn't Vote	24%	(188)	46%	(363)	5%	(40)	25%	(193)	785

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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
Adults	25%	(548)	52%	(1148)	7%	(143)	16%	(362)	2201
4-Region: Northeast	26%	(102)	49%	(194)	8%	(32)	17%	(66)	394
4-Region: Midwest	21%	(97)	57%	(261)	7%	(30)	16%	(74)	462
4-Region: South	27%	(224)	50%	(411)	5%	(45)	18%	(145)	825
4-Region: West	24%	(125)	54%	(282)	7%	(36)	15%	(77)	520
Sports fan	27%	(382)	52%	(729)	7%	(101)	13%	(178)	1391
Traveled outside of U.S. in past year 1+ times	33%	(144)	48%	(209)	9%	(39)	10%	(45)	436
Frequent Flyer	31%	(78)	51%	(129)	9%	(23)	8%	(21)	251

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
Adults	40%	(875)	33%	(733)	27%	(593)	2201
Gender: Male	35%	(374)	37%	(398)	27%	(290)	1062
Gender: Female	44%	(501)	29%	(335)	27%	(302)	1139
Age: 18-34	44%	(286)	30%	(195)	27%	(175)	655
Age: 35-44	48%	(172)	35%	(125)	17%	(61)	358
Age: 45-64	35%	(263)	35%	(265)	30%	(224)	751
Age: 65+	36%	(155)	34%	(148)	31%	(133)	436
GenZers: 1997-2012	45%	(128)	33%	(95)	22%	(64)	287
Millennials: 1981-1996	45%	(243)	29%	(154)	26%	(139)	536
GenXers: 1965-1980	39%	(211)	36%	(196)	25%	(136)	543
Baby Boomers: 1946-1964	35%	(273)	35%	(272)	29%	(224)	769
PID: Dem (no lean)	43%	(354)	33%	(274)	23%	(192)	820
PID: Ind (no lean)	36%	(248)	32%	(219)	32%	(221)	688
PID: Rep (no lean)	40%	(274)	35%	(241)	26%	(179)	693
PID/Gender: Dem Men	36%	(121)	41%	(139)	23%	(76)	336
PID/Gender: Dem Women	48%	(233)	28%	(135)	24%	(116)	484
PID/Gender: Ind Men	32%	(111)	36%	(126)	32%	(112)	349
PID/Gender: Ind Women	40%	(136)	27%	(93)	32%	(109)	338
PID/Gender: Rep Men	38%	(142)	35%	(133)	27%	(102)	377
PID/Gender: Rep Women	42%	(132)	34%	(107)	24%	(77)	316
Ideo: Liberal (1-3)	44%	(283)	35%	(225)	20%	(131)	639
Ideo: Moderate (4)	40%	(241)	32%	(193)	28%	(170)	604
Ideo: Conservative (5-7)	38%	(285)	34%	(250)	28%	(208)	743
Educ: < College	40%	(598)	31%	(472)	29%	(443)	1513
Educ: Bachelors degree	38%	(168)	40%	(177)	22%	(99)	444
Educ: Post-grad	45%	(109)	34%	(84)	21%	(51)	244
Income: Under 50k	37%	(424)	31%	(357)	32%	(370)	1151
Income: 50k-100k	44%	(315)	35%	(249)	21%	(153)	716
Income: 100k+	41%	(136)	38%	(127)	21%	(70)	334
Ethnicity: White	39%	(664)	34%	(591)	27%	(467)	1723
Ethnicity: Hispanic	41%	(144)	31%	(107)	28%	(99)	350

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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
Adults	40%	(875)	33%	(733)	27%	(593)	2201
Ethnicity: Afr. Am.	47%	(128)	27%	(75)	26%	(72)	274
Ethnicity: Other	41%	(83)	33%	(67)	26%	(54)	204
All Christian	42%	(434)	34%	(355)	24%	(255)	1044
All Non-Christian	34%	(38)	39%	(43)	27%	(30)	111
Atheist	37%	(39)	38%	(41)	25%	(26)	106
Agnostic/Nothing in particular	39%	(365)	31%	(295)	30%	(281)	940
Religious Non-Protestant/Catholic	33%	(48)	43%	(62)	25%	(37)	146
Evangelical	42%	(240)	31%	(178)	27%	(152)	570
Non-Evangelical	43%	(343)	32%	(259)	25%	(197)	799
Community: Urban	42%	(244)	29%	(166)	29%	(171)	581
Community: Suburban	40%	(436)	35%	(385)	25%	(271)	1092
Community: Rural	37%	(196)	34%	(182)	28%	(150)	528
Employ: Private Sector	43%	(291)	32%	(214)	25%	(172)	677
Employ: Government	43%	(44)	29%	(30)	27%	(28)	102
Employ: Self-Employed	45%	(68)	38%	(57)	18%	(27)	152
Employ: Homemaker	42%	(68)	31%	(49)	27%	(43)	161
Employ: Retired	36%	(179)	35%	(174)	29%	(147)	500
Employ: Unemployed	37%	(109)	36%	(106)	26%	(76)	290
Employ: Other	29%	(46)	35%	(55)	37%	(58)	159
Military HH: Yes	36%	(118)	32%	(108)	32%	(106)	332
Military HH: No	41%	(757)	33%	(625)	26%	(487)	1869
RD/WT: Right Direction	39%	(304)	33%	(257)	27%	(212)	774
RD/WT: Wrong Track	40%	(571)	33%	(476)	27%	(380)	1427
Trump Job Approve	40%	(369)	33%	(310)	27%	(248)	927
Trump Job Disapprove	41%	(476)	33%	(388)	26%	(303)	1167
Trump Job Strongly Approve	44%	(229)	28%	(147)	27%	(140)	516
Trump Job Somewhat Approve	34%	(140)	40%	(163)	26%	(108)	410
Trump Job Somewhat Disapprove	37%	(97)	35%	(93)	28%	(75)	264
Trump Job Strongly Disapprove	42%	(379)	33%	(295)	25%	(228)	902

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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
Adults	40%	(875)	33%	(733)	27%	(593)	2201
Favorable of Trump	40%	(367)	33%	(304)	26%	(239)	909
Unfavorable of Trump	41%	(475)	34%	(399)	25%	(297)	1172
Very Favorable of Trump	45%	(231)	28%	(145)	27%	(139)	515
Somewhat Favorable of Trump	35%	(136)	40%	(159)	25%	(99)	394
Somewhat Unfavorable of Trump	36%	(71)	39%	(77)	25%	(50)	199
Very Unfavorable of Trump	42%	(404)	33%	(322)	25%	(247)	973
#1 Issue: Economy	41%	(311)	34%	(259)	25%	(186)	755
#1 Issue: Security	37%	(89)	34%	(82)	28%	(67)	238
#1 Issue: Health Care	38%	(177)	36%	(170)	26%	(121)	468
#1 Issue: Medicare / Social Security	41%	(127)	29%	(90)	30%	(91)	307
#1 Issue: Women's Issues	43%	(49)	32%	(37)	24%	(28)	114
#1 Issue: Education	37%	(48)	28%	(36)	35%	(45)	129
#1 Issue: Energy	42%	(28)	35%	(23)	24%	(16)	67
#1 Issue: Other	39%	(47)	29%	(36)	32%	(39)	122
2018 House Vote: Democrat	42%	(307)	35%	(257)	23%	(169)	733
2018 House Vote: Republican	40%	(263)	34%	(224)	26%	(167)	654
2018 House Vote: Someone else	30%	(21)	41%	(29)	29%	(21)	71
2016 Vote: Hillary Clinton	40%	(269)	37%	(246)	23%	(150)	664
2016 Vote: Donald Trump	41%	(291)	33%	(238)	26%	(189)	718
2016 Vote: Other	36%	(54)	34%	(51)	29%	(44)	150
2016 Vote: Didn't Vote	39%	(260)	30%	(197)	31%	(209)	666
Voted in 2014: Yes	40%	(518)	34%	(444)	26%	(331)	1293
Voted in 2014: No	39%	(357)	32%	(289)	29%	(261)	908
2012 Vote: Barack Obama	41%	(327)	35%	(279)	24%	(194)	800
2012 Vote: Mitt Romney	38%	(203)	34%	(179)	28%	(147)	529
2012 Vote: Other	37%	(31)	35%	(29)	27%	(23)	83
2012 Vote: Didn't Vote	40%	(313)	31%	(243)	29%	(229)	785

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
Adults	40%	(875)	33%	(733)	27%	(593)	2201
4-Region: Northeast	41%	(163)	32%	(125)	27%	(106)	394
4-Region: Midwest	40%	(183)	33%	(155)	27%	(124)	462
4-Region: South	42%	(346)	33%	(271)	25%	(207)	825
4-Region: West	35%	(182)	35%	(182)	30%	(155)	520
Sports fan	42%	(579)	35%	(480)	24%	(331)	1391
Traveled outside of U.S. in past year 1+ times	46%	(200)	37%	(159)	18%	(77)	436
Frequent Flyer	44%	(112)	40%	(101)	15%	(38)	251

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
Adults	19%	(426)	31%	(674)	50%	(1101)	2201
Gender: Male	19%	(204)	32%	(341)	49%	(517)	1062
Gender: Female	19%	(221)	29%	(333)	51%	(584)	1139
Age: 18-34	25%	(161)	35%	(228)	41%	(266)	655
Age: 35-44	25%	(89)	37%	(134)	38%	(135)	358
Age: 45-64	16%	(121)	28%	(209)	56%	(421)	751
Age: 65+	13%	(55)	24%	(103)	64%	(279)	436
GenZers: 1997-2012	27%	(76)	37%	(106)	36%	(104)	287
Millennials: 1981-1996	25%	(134)	34%	(181)	41%	(220)	536
GenXers: 1965-1980	19%	(105)	34%	(184)	47%	(254)	543
Baby Boomers: 1946-1964	13%	(102)	25%	(191)	62%	(476)	769
PID: Dem (no lean)	19%	(159)	34%	(276)	47%	(385)	820
PID: Ind (no lean)	17%	(114)	27%	(188)	56%	(386)	688
PID: Rep (no lean)	22%	(154)	30%	(209)	48%	(330)	693
PID/Gender: Dem Men	22%	(73)	36%	(120)	43%	(143)	336
PID/Gender: Dem Women	18%	(86)	32%	(157)	50%	(242)	484
PID/Gender: Ind Men	15%	(51)	28%	(98)	57%	(200)	349
PID/Gender: Ind Women	18%	(62)	27%	(90)	55%	(186)	338
PID/Gender: Rep Men	21%	(80)	33%	(123)	46%	(174)	377
PID/Gender: Rep Women	23%	(74)	27%	(86)	49%	(156)	316
Ideo: Liberal (1-3)	22%	(139)	31%	(197)	47%	(302)	639
Ideo: Moderate (4)	19%	(115)	34%	(203)	47%	(286)	604
Ideo: Conservative (5-7)	19%	(144)	28%	(209)	53%	(390)	743
Educ: < College	20%	(308)	30%	(449)	50%	(755)	1513
Educ: Bachelors degree	17%	(75)	34%	(151)	49%	(218)	444
Educ: Post-grad	17%	(43)	30%	(73)	53%	(128)	244
Income: Under 50k	20%	(226)	28%	(319)	53%	(606)	1151
Income: 50k-100k	20%	(141)	33%	(235)	48%	(341)	716
Income: 100k+	18%	(59)	36%	(120)	46%	(155)	334
Ethnicity: White	18%	(306)	30%	(511)	53%	(905)	1723
Ethnicity: Hispanic	19%	(66)	37%	(128)	44%	(155)	350

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
Adults	19%	(426)	31%	(674)	50%	(1101)	2201
Ethnicity: Afr. Am.	29%	(79)	34%	(93)	37%	(102)	274
Ethnicity: Other	20%	(40)	34%	(70)	46%	(94)	204
All Christian	19%	(196)	32%	(332)	49%	(516)	1044
All Non-Christian	22%	(25)	29%	(32)	49%	(55)	111
Atheist	17%	(18)	28%	(30)	54%	(58)	106
Agnostic/Nothing in particular	20%	(187)	30%	(280)	50%	(473)	940
Religious Non-Protestant/Catholic	21%	(31)	28%	(41)	51%	(75)	146
Evangelical	20%	(115)	32%	(185)	47%	(271)	570
Non-Evangelical	20%	(156)	32%	(256)	48%	(387)	799
Community: Urban	21%	(124)	31%	(183)	47%	(274)	581
Community: Suburban	18%	(198)	32%	(350)	50%	(543)	1092
Community: Rural	20%	(103)	27%	(141)	54%	(284)	528
Employ: Private Sector	23%	(153)	33%	(224)	44%	(300)	677
Employ: Government	14%	(14)	40%	(41)	46%	(47)	102
Employ: Self-Employed	17%	(26)	38%	(58)	45%	(69)	152
Employ: Homemaker	16%	(26)	27%	(44)	57%	(91)	161
Employ: Retired	14%	(72)	23%	(117)	62%	(311)	500
Employ: Unemployed	27%	(79)	25%	(73)	47%	(138)	290
Employ: Other	15%	(25)	30%	(47)	55%	(87)	159
Military HH: Yes	17%	(56)	26%	(87)	57%	(189)	332
Military HH: No	20%	(370)	31%	(586)	49%	(913)	1869
RD/WT: Right Direction	23%	(175)	30%	(233)	47%	(366)	774
RD/WT: Wrong Track	18%	(251)	31%	(441)	52%	(735)	1427
Trump Job Approve	20%	(190)	30%	(283)	49%	(454)	927
Trump Job Disapprove	18%	(206)	31%	(364)	51%	(596)	1167
Trump Job Strongly Approve	24%	(121)	28%	(142)	49%	(253)	516
Trump Job Somewhat Approve	17%	(68)	34%	(140)	49%	(202)	410
Trump Job Somewhat Disapprove	14%	(37)	38%	(100)	48%	(127)	264
Trump Job Strongly Disapprove	19%	(169)	29%	(264)	52%	(470)	902

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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
Adults	19%	(426)	31%	(674)	50%	(1101)	2201
Favorable of Trump	21%	(188)	30%	(272)	49%	(449)	909
Unfavorable of Trump	18%	(216)	31%	(365)	50%	(591)	1172
Very Favorable of Trump	23%	(119)	28%	(146)	49%	(250)	515
Somewhat Favorable of Trump	18%	(69)	32%	(126)	51%	(199)	394
Somewhat Unfavorable of Trump	19%	(37)	29%	(57)	52%	(105)	199
Very Unfavorable of Trump	18%	(179)	32%	(308)	50%	(486)	973
#1 Issue: Economy	21%	(161)	32%	(246)	46%	(349)	755
#1 Issue: Security	20%	(48)	26%	(62)	54%	(128)	238
#1 Issue: Health Care	16%	(76)	31%	(146)	53%	(247)	468
#1 Issue: Medicare / Social Security	18%	(57)	26%	(81)	55%	(169)	307
#1 Issue: Women's Issues	25%	(29)	35%	(40)	40%	(46)	114
#1 Issue: Education	17%	(22)	32%	(42)	51%	(65)	129
#1 Issue: Energy	20%	(13)	39%	(26)	41%	(27)	67
#1 Issue: Other	17%	(20)	26%	(31)	58%	(71)	122
2018 House Vote: Democrat	19%	(140)	32%	(234)	49%	(360)	733
2018 House Vote: Republican	22%	(144)	27%	(176)	51%	(335)	654
2018 House Vote: Someone else	10%	(7)	30%	(21)	60%	(43)	71
2016 Vote: Hillary Clinton	19%	(129)	33%	(220)	48%	(316)	664
2016 Vote: Donald Trump	19%	(136)	28%	(202)	53%	(380)	718
2016 Vote: Other	12%	(19)	30%	(45)	58%	(87)	150
2016 Vote: Didn't Vote	21%	(142)	31%	(207)	48%	(318)	666
Voted in 2014: Yes	19%	(247)	29%	(374)	52%	(672)	1293
Voted in 2014: No	20%	(179)	33%	(300)	47%	(429)	908
2012 Vote: Barack Obama	19%	(150)	31%	(244)	51%	(405)	800
2012 Vote: Mitt Romney	18%	(93)	30%	(157)	53%	(279)	529
2012 Vote: Other	20%	(16)	28%	(23)	52%	(43)	83
2012 Vote: Didn't Vote	21%	(166)	32%	(249)	47%	(370)	785

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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
Adults	19%	(426)	31%	(674)	50%	(1101)	2201
4-Region: Northeast	21%	(82)	32%	(124)	48%	(187)	394
4-Region: Midwest	19%	(88)	31%	(144)	50%	(230)	462
4-Region: South	23%	(186)	30%	(244)	48%	(394)	825
4-Region: West	13%	(69)	31%	(162)	56%	(290)	520
Sports fan	22%	(302)	33%	(453)	46%	(636)	1391
Traveled outside of U.S. in past year 1+ times	25%	(108)	37%	(161)	38%	(167)	436
Frequent Flyer	27%	(69)	36%	(91)	36%	(91)	251

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
Adults	42%	(917)	31%	(688)	27%	(596)	2201
Gender: Male	39%	(417)	33%	(355)	27%	(290)	1062
Gender: Female	44%	(501)	29%	(332)	27%	(306)	1139
Age: 18-34	45%	(292)	30%	(198)	25%	(165)	655
Age: 35-44	42%	(149)	36%	(128)	23%	(81)	358
Age: 45-64	39%	(296)	30%	(227)	30%	(228)	751
Age: 65+	41%	(180)	31%	(135)	28%	(122)	436
GenZers: 1997-2012	41%	(118)	35%	(100)	24%	(69)	287
Millennials: 1981-1996	45%	(239)	30%	(161)	25%	(136)	536
GenXers: 1965-1980	40%	(216)	33%	(178)	27%	(149)	543
Baby Boomers: 1946-1964	42%	(319)	30%	(232)	28%	(217)	769
PID: Dem (no lean)	46%	(376)	30%	(245)	24%	(199)	820
PID: Ind (no lean)	39%	(265)	30%	(209)	31%	(214)	688
PID: Rep (no lean)	40%	(276)	34%	(234)	26%	(184)	693
PID/Gender: Dem Men	44%	(149)	32%	(109)	23%	(78)	336
PID/Gender: Dem Women	47%	(227)	28%	(137)	25%	(121)	484
PID/Gender: Ind Men	34%	(120)	33%	(116)	32%	(113)	349
PID/Gender: Ind Women	43%	(145)	27%	(93)	30%	(101)	338
PID/Gender: Rep Men	39%	(147)	35%	(131)	26%	(100)	377
PID/Gender: Rep Women	41%	(129)	33%	(103)	27%	(84)	316
Ideo: Liberal (1-3)	48%	(308)	31%	(200)	21%	(131)	639
Ideo: Moderate (4)	42%	(255)	34%	(202)	24%	(147)	604
Ideo: Conservative (5-7)	42%	(309)	30%	(223)	29%	(212)	743
Educ: < College	39%	(598)	31%	(463)	30%	(452)	1513
Educ: Bachelors degree	45%	(198)	33%	(146)	23%	(100)	444
Educ: Post-grad	50%	(122)	32%	(78)	18%	(44)	244
Income: Under 50k	36%	(415)	31%	(361)	33%	(376)	1151
Income: 50k-100k	46%	(330)	32%	(226)	22%	(161)	716
Income: 100k+	52%	(173)	30%	(101)	18%	(59)	334
Ethnicity: White	40%	(697)	32%	(557)	27%	(469)	1723
Ethnicity: Hispanic	47%	(163)	30%	(105)	23%	(82)	350

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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
Adults	42%	(917)	31%	(688)	27%	(596)	2201
Ethnicity: Afr. Am.	45%	(124)	26%	(72)	29%	(78)	274
Ethnicity: Other	47%	(97)	29%	(59)	24%	(49)	204
All Christian	45%	(467)	30%	(317)	25%	(260)	1044
All Non-Christian	38%	(42)	36%	(40)	26%	(29)	111
Atheist	40%	(43)	29%	(30)	31%	(33)	106
Agnostic/Nothing in particular	39%	(365)	32%	(301)	29%	(274)	940
Religious Non-Protestant/Catholic	38%	(56)	34%	(50)	28%	(41)	146
Evangelical	40%	(229)	31%	(178)	29%	(163)	570
Non-Evangelical	45%	(360)	31%	(251)	23%	(188)	799
Community: Urban	47%	(271)	27%	(157)	26%	(154)	581
Community: Suburban	43%	(467)	30%	(332)	27%	(292)	1092
Community: Rural	34%	(180)	38%	(198)	28%	(150)	528
Employ: Private Sector	44%	(295)	35%	(234)	22%	(147)	677
Employ: Government	40%	(41)	30%	(30)	30%	(31)	102
Employ: Self-Employed	45%	(69)	32%	(49)	22%	(34)	152
Employ: Homemaker	42%	(68)	30%	(48)	28%	(45)	161
Employ: Retired	43%	(217)	27%	(133)	30%	(150)	500
Employ: Unemployed	38%	(110)	29%	(85)	33%	(94)	290
Employ: Other	27%	(43)	37%	(59)	35%	(56)	159
Military HH: Yes	44%	(145)	27%	(91)	29%	(95)	332
Military HH: No	41%	(772)	32%	(597)	27%	(500)	1869
RD/WT: Right Direction	39%	(304)	31%	(241)	30%	(229)	774
RD/WT: Wrong Track	43%	(614)	31%	(447)	26%	(367)	1427
Trump Job Approve	40%	(369)	32%	(300)	28%	(257)	927
Trump Job Disapprove	45%	(525)	31%	(359)	24%	(283)	1167
Trump Job Strongly Approve	42%	(219)	31%	(159)	27%	(138)	516
Trump Job Somewhat Approve	37%	(150)	34%	(141)	29%	(119)	410
Trump Job Somewhat Disapprove	36%	(94)	38%	(99)	27%	(71)	264
Trump Job Strongly Disapprove	48%	(431)	29%	(260)	23%	(212)	902

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
Adults	42%	(917)	31%	(688)	27%	(596)	2201
Favorable of Trump	40%	(365)	32%	(288)	28%	(255)	909
Unfavorable of Trump	45%	(527)	32%	(370)	23%	(275)	1172
Very Favorable of Trump	43%	(224)	29%	(151)	27%	(140)	515
Somewhat Favorable of Trump	36%	(142)	35%	(137)	29%	(115)	394
Somewhat Unfavorable of Trump	36%	(72)	34%	(68)	30%	(60)	199
Very Unfavorable of Trump	47%	(456)	31%	(302)	22%	(215)	973
#1 Issue: Economy	44%	(330)	32%	(241)	24%	(184)	755
#1 Issue: Security	39%	(93)	28%	(66)	33%	(79)	238
#1 Issue: Health Care	44%	(208)	32%	(150)	23%	(110)	468
#1 Issue: Medicare / Social Security	36%	(110)	32%	(99)	32%	(99)	307
#1 Issue: Women's Issues	45%	(51)	29%	(33)	27%	(30)	114
#1 Issue: Education	35%	(45)	35%	(46)	30%	(38)	129
#1 Issue: Energy	43%	(28)	35%	(23)	22%	(15)	67
#1 Issue: Other	42%	(52)	24%	(29)	34%	(41)	122
2018 House Vote: Democrat	48%	(349)	31%	(228)	21%	(156)	733
2018 House Vote: Republican	41%	(268)	34%	(221)	25%	(165)	654
2018 House Vote: Someone else	34%	(25)	35%	(25)	31%	(22)	71
2016 Vote: Hillary Clinton	45%	(297)	32%	(212)	23%	(155)	664
2016 Vote: Donald Trump	42%	(303)	33%	(239)	25%	(176)	718
2016 Vote: Other	45%	(68)	32%	(47)	23%	(34)	150
2016 Vote: Didn't Vote	37%	(249)	28%	(189)	34%	(228)	666
Voted in 2014: Yes	43%	(560)	33%	(423)	24%	(310)	1293
Voted in 2014: No	39%	(358)	29%	(265)	31%	(286)	908
2012 Vote: Barack Obama	46%	(364)	31%	(247)	24%	(189)	800
2012 Vote: Mitt Romney	42%	(220)	32%	(170)	26%	(139)	529
2012 Vote: Other	47%	(39)	32%	(26)	21%	(18)	83
2012 Vote: Didn't Vote	37%	(294)	31%	(242)	32%	(249)	785

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
Adults	42%	(917)	31%	(688)	27%	(596)	2201
4-Region: Northeast	46%	(183)	30%	(120)	23%	(91)	394
4-Region: Midwest	41%	(188)	34%	(159)	25%	(116)	462
4-Region: South	39%	(320)	31%	(252)	31%	(253)	825
4-Region: West	44%	(227)	30%	(157)	26%	(136)	520
Sports fan	44%	(610)	32%	(451)	24%	(329)	1391
Traveled outside of U.S. in past year 1+ times	47%	(203)	35%	(151)	19%	(82)	436
Frequent Flyer	48%	(121)	35%	(88)	17%	(42)	251

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
Adults	29%	(631)	33%	(716)	39%	(854)	2201
Gender: Male	28%	(296)	33%	(352)	39%	(415)	1062
Gender: Female	29%	(335)	32%	(364)	39%	(440)	1139
Age: 18-34	33%	(216)	34%	(220)	34%	(220)	655
Age: 35-44	36%	(130)	35%	(124)	29%	(104)	358
Age: 45-64	24%	(182)	32%	(242)	43%	(327)	751
Age: 65+	24%	(103)	30%	(130)	47%	(204)	436
GenZers: 1997-2012	29%	(84)	38%	(110)	33%	(93)	287
Millennials: 1981-1996	36%	(194)	31%	(168)	33%	(174)	536
GenXers: 1965-1980	30%	(165)	34%	(186)	35%	(191)	543
Baby Boomers: 1946-1964	22%	(172)	30%	(231)	48%	(365)	769
PID: Dem (no lean)	30%	(245)	33%	(275)	37%	(300)	820
PID: Ind (no lean)	27%	(182)	30%	(207)	43%	(298)	688
PID: Rep (no lean)	29%	(203)	34%	(234)	37%	(256)	693
PID/Gender: Dem Men	29%	(99)	33%	(111)	38%	(126)	336
PID/Gender: Dem Women	30%	(146)	34%	(164)	36%	(174)	484
PID/Gender: Ind Men	23%	(82)	33%	(115)	44%	(153)	349
PID/Gender: Ind Women	30%	(101)	27%	(92)	43%	(145)	338
PID/Gender: Rep Men	31%	(116)	33%	(125)	36%	(136)	377
PID/Gender: Rep Women	28%	(88)	34%	(109)	38%	(120)	316
Ideo: Liberal (1-3)	32%	(204)	34%	(217)	34%	(218)	639
Ideo: Moderate (4)	29%	(173)	36%	(216)	36%	(215)	604
Ideo: Conservative (5-7)	28%	(209)	30%	(226)	41%	(307)	743
Educ: < College	28%	(430)	31%	(462)	41%	(621)	1513
Educ: Bachelors degree	28%	(126)	38%	(168)	34%	(150)	444
Educ: Post-grad	31%	(75)	35%	(86)	34%	(83)	244
Income: Under 50k	28%	(321)	29%	(338)	43%	(492)	1151
Income: 50k-100k	30%	(218)	35%	(247)	35%	(251)	716
Income: 100k+	27%	(91)	39%	(130)	34%	(112)	334
Ethnicity: White	26%	(452)	33%	(575)	40%	(696)	1723
Ethnicity: Hispanic	30%	(103)	33%	(114)	38%	(132)	350

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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
Adults	29%	(631)	33%	(716)	39%	(854)	2201
Ethnicity: Afr. Am.	39%	(108)	26%	(71)	35%	(96)	274
Ethnicity: Other	35%	(71)	35%	(71)	31%	(63)	204
All Christian	29%	(306)	33%	(349)	37%	(389)	1044
All Non-Christian	31%	(35)	40%	(44)	29%	(32)	111
Atheist	25%	(26)	35%	(37)	41%	(44)	106
Agnostic/Nothing in particular	28%	(264)	30%	(286)	42%	(390)	940
Religious Non-Protestant/Catholic	29%	(42)	43%	(62)	29%	(42)	146
Evangelical	31%	(179)	31%	(178)	37%	(214)	570
Non-Evangelical	30%	(236)	33%	(261)	38%	(302)	799
Community: Urban	31%	(182)	31%	(178)	38%	(221)	581
Community: Suburban	29%	(311)	34%	(367)	38%	(413)	1092
Community: Rural	26%	(137)	32%	(171)	42%	(220)	528
Employ: Private Sector	31%	(211)	36%	(243)	33%	(223)	677
Employ: Government	33%	(33)	31%	(31)	37%	(37)	102
Employ: Self-Employed	28%	(43)	36%	(55)	35%	(54)	152
Employ: Homemaker	27%	(44)	26%	(42)	47%	(75)	161
Employ: Retired	24%	(120)	29%	(147)	47%	(233)	500
Employ: Unemployed	34%	(100)	30%	(87)	36%	(104)	290
Employ: Other	19%	(31)	35%	(55)	46%	(73)	159
Military HH: Yes	24%	(79)	32%	(105)	44%	(147)	332
Military HH: No	29%	(551)	33%	(611)	38%	(707)	1869
RD/WT: Right Direction	30%	(232)	34%	(263)	36%	(280)	774
RD/WT: Wrong Track	28%	(399)	32%	(453)	40%	(575)	1427
Trump Job Approve	28%	(258)	35%	(326)	37%	(343)	927
Trump Job Disapprove	29%	(339)	31%	(365)	40%	(463)	1167
Trump Job Strongly Approve	31%	(161)	30%	(157)	38%	(198)	516
Trump Job Somewhat Approve	24%	(97)	41%	(169)	35%	(145)	410
Trump Job Somewhat Disapprove	27%	(71)	36%	(95)	37%	(98)	264
Trump Job Strongly Disapprove	30%	(268)	30%	(270)	40%	(365)	902

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
Adults	29%	(631)	33%	(716)	39%	(854)	2201
Favorable of Trump	29%	(263)	34%	(306)	37%	(340)	909
Unfavorable of Trump	29%	(340)	33%	(385)	38%	(448)	1172
Very Favorable of Trump	31%	(161)	30%	(152)	39%	(201)	515
Somewhat Favorable of Trump	26%	(102)	39%	(154)	35%	(138)	394
Somewhat Unfavorable of Trump	25%	(49)	39%	(78)	36%	(72)	199
Very Unfavorable of Trump	30%	(290)	32%	(306)	39%	(376)	973
#1 Issue: Economy	30%	(225)	35%	(262)	36%	(268)	755
#1 Issue: Security	25%	(60)	30%	(72)	44%	(106)	238
#1 Issue: Health Care	26%	(124)	35%	(163)	39%	(182)	468
#1 Issue: Medicare / Social Security	29%	(90)	30%	(92)	41%	(126)	307
#1 Issue: Women's Issues	38%	(43)	32%	(36)	31%	(35)	114
#1 Issue: Education	23%	(30)	32%	(41)	44%	(57)	129
#1 Issue: Energy	37%	(25)	32%	(21)	31%	(21)	67
#1 Issue: Other	27%	(33)	24%	(29)	49%	(60)	122
2018 House Vote: Democrat	31%	(227)	33%	(246)	36%	(261)	733
2018 House Vote: Republican	26%	(173)	35%	(231)	38%	(250)	654
2018 House Vote: Someone else	30%	(21)	35%	(25)	35%	(25)	71
2016 Vote: Hillary Clinton	29%	(194)	34%	(226)	37%	(244)	664
2016 Vote: Donald Trump	26%	(188)	34%	(245)	40%	(285)	718
2016 Vote: Other	26%	(38)	36%	(54)	38%	(57)	150
2016 Vote: Didn't Vote	31%	(210)	29%	(190)	40%	(267)	666
Voted in 2014: Yes	28%	(363)	34%	(434)	38%	(496)	1293
Voted in 2014: No	29%	(267)	31%	(282)	40%	(359)	908
2012 Vote: Barack Obama	30%	(242)	33%	(263)	37%	(295)	800
2012 Vote: Mitt Romney	24%	(128)	33%	(176)	43%	(225)	529
2012 Vote: Other	22%	(18)	38%	(32)	40%	(33)	83
2012 Vote: Didn't Vote	31%	(243)	31%	(245)	38%	(298)	785

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
Adults	29%	(631)	33%	(716)	39%	(854)	2201
4-Region: Northeast	30%	(118)	33%	(131)	37%	(145)	394
4-Region: Midwest	26%	(119)	33%	(153)	41%	(190)	462
4-Region: South	33%	(270)	30%	(248)	37%	(307)	825
4-Region: West	24%	(123)	35%	(184)	41%	(212)	520
Sports fan	30%	(423)	35%	(484)	35%	(483)	1391
Traveled outside of U.S. in past year 1+ times	32%	(141)	40%	(173)	28%	(122)	436
Frequent Flyer	36%	(90)	38%	(96)	26%	(65)	251

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
Adults	30%	(666)	33%	(734)	36%	(800)	2201
Gender: Male	27%	(288)	36%	(379)	37%	(395)	1062
Gender: Female	33%	(378)	31%	(355)	36%	(405)	1139
Age: 18-34	32%	(210)	35%	(229)	33%	(217)	655
Age: 35-44	35%	(127)	38%	(134)	27%	(97)	358
Age: 45-64	28%	(213)	31%	(237)	40%	(302)	751
Age: 65+	27%	(117)	31%	(135)	42%	(185)	436
GenZers: 1997-2012	29%	(84)	40%	(114)	31%	(89)	287
Millennials: 1981-1996	36%	(194)	33%	(175)	31%	(167)	536
GenXers: 1965-1980	31%	(170)	34%	(183)	35%	(190)	543
Baby Boomers: 1946-1964	27%	(205)	32%	(245)	41%	(319)	769
PID: Dem (no lean)	34%	(282)	33%	(268)	33%	(270)	820
PID: Ind (no lean)	24%	(168)	34%	(236)	41%	(283)	688
PID: Rep (no lean)	31%	(216)	33%	(231)	36%	(247)	693
PID/Gender: Dem Men	33%	(109)	37%	(124)	31%	(103)	336
PID/Gender: Dem Women	36%	(173)	30%	(144)	35%	(167)	484
PID/Gender: Ind Men	21%	(73)	35%	(121)	45%	(156)	349
PID/Gender: Ind Women	28%	(95)	34%	(116)	38%	(127)	338
PID/Gender: Rep Men	28%	(106)	36%	(135)	36%	(136)	377
PID/Gender: Rep Women	35%	(110)	30%	(96)	35%	(110)	316
Ideo: Liberal (1-3)	35%	(222)	34%	(219)	31%	(198)	639
Ideo: Moderate (4)	29%	(174)	38%	(231)	33%	(198)	604
Ideo: Conservative (5-7)	30%	(221)	29%	(218)	41%	(304)	743
Educ: < College	31%	(464)	31%	(474)	38%	(574)	1513
Educ: Bachelors degree	29%	(129)	38%	(170)	33%	(145)	444
Educ: Post-grad	30%	(73)	37%	(90)	33%	(81)	244
Income: Under 50k	29%	(339)	30%	(341)	41%	(471)	1151
Income: 50k-100k	34%	(242)	34%	(246)	32%	(228)	716
Income: 100k+	26%	(85)	44%	(147)	30%	(101)	334
Ethnicity: White	30%	(518)	32%	(552)	38%	(653)	1723
Ethnicity: Hispanic	29%	(103)	38%	(133)	32%	(113)	350

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
Adults	30%	(666)	33%	(734)	36%	(800)	2201
Ethnicity: Afr. Am.	33%	(90)	39%	(107)	28%	(78)	274
Ethnicity: Other	29%	(59)	37%	(76)	34%	(69)	204
All Christian	32%	(330)	32%	(339)	36%	(376)	1044
All Non-Christian	40%	(45)	29%	(32)	31%	(34)	111
Atheist	28%	(30)	33%	(35)	39%	(41)	106
Agnostic/Nothing in particular	28%	(262)	35%	(329)	37%	(349)	940
Religious Non-Protestant/Catholic	37%	(54)	30%	(45)	33%	(48)	146
Evangelical	33%	(188)	32%	(182)	35%	(200)	570
Non-Evangelical	31%	(251)	33%	(265)	36%	(284)	799
Community: Urban	29%	(168)	37%	(213)	34%	(200)	581
Community: Suburban	31%	(340)	32%	(346)	37%	(406)	1092
Community: Rural	30%	(158)	33%	(176)	37%	(195)	528
Employ: Private Sector	31%	(213)	37%	(254)	31%	(210)	677
Employ: Government	31%	(32)	37%	(38)	32%	(33)	102
Employ: Self-Employed	31%	(47)	37%	(56)	32%	(49)	152
Employ: Homemaker	36%	(58)	23%	(36)	42%	(67)	161
Employ: Retired	29%	(145)	27%	(137)	43%	(217)	500
Employ: Unemployed	32%	(93)	33%	(94)	35%	(102)	290
Employ: Other	19%	(30)	39%	(62)	42%	(67)	159
Military HH: Yes	28%	(92)	33%	(110)	39%	(129)	332
Military HH: No	31%	(574)	33%	(624)	36%	(671)	1869
RD/WT: Right Direction	31%	(238)	32%	(246)	37%	(290)	774
RD/WT: Wrong Track	30%	(429)	34%	(488)	36%	(510)	1427
Trump Job Approve	31%	(286)	32%	(294)	37%	(346)	927
Trump Job Disapprove	31%	(357)	35%	(408)	34%	(402)	1167
Trump Job Strongly Approve	34%	(178)	28%	(146)	37%	(193)	516
Trump Job Somewhat Approve	26%	(108)	36%	(148)	37%	(154)	410
Trump Job Somewhat Disapprove	24%	(63)	45%	(118)	31%	(83)	264
Trump Job Strongly Disapprove	32%	(293)	32%	(290)	35%	(319)	902

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
Adults	30%	(666)	33%	(734)	36%	(800)	2201
Favorable of Trump	31%	(284)	32%	(287)	37%	(339)	909
Unfavorable of Trump	30%	(355)	36%	(418)	34%	(399)	1172
Very Favorable of Trump	36%	(184)	28%	(145)	36%	(187)	515
Somewhat Favorable of Trump	25%	(100)	36%	(142)	39%	(152)	394
Somewhat Unfavorable of Trump	25%	(49)	43%	(86)	33%	(65)	199
Very Unfavorable of Trump	32%	(307)	34%	(332)	34%	(334)	973
#1 Issue: Economy	31%	(237)	36%	(273)	33%	(246)	755
#1 Issue: Security	28%	(68)	27%	(64)	44%	(105)	238
#1 Issue: Health Care	30%	(141)	34%	(158)	36%	(169)	468
#1 Issue: Medicare / Social Security	30%	(91)	35%	(106)	36%	(110)	307
#1 Issue: Women's Issues	34%	(39)	34%	(39)	32%	(36)	114
#1 Issue: Education	26%	(34)	32%	(41)	42%	(54)	129
#1 Issue: Energy	35%	(23)	36%	(24)	29%	(20)	67
#1 Issue: Other	27%	(33)	23%	(29)	49%	(60)	122
2018 House Vote: Democrat	32%	(237)	35%	(254)	33%	(242)	733
2018 House Vote: Republican	31%	(202)	33%	(215)	36%	(238)	654
2018 House Vote: Someone else	27%	(19)	35%	(25)	38%	(27)	71
2016 Vote: Hillary Clinton	32%	(214)	36%	(239)	32%	(211)	664
2016 Vote: Donald Trump	30%	(218)	33%	(236)	37%	(264)	718
2016 Vote: Other	24%	(37)	37%	(55)	38%	(58)	150
2016 Vote: Didn't Vote	29%	(196)	31%	(204)	40%	(266)	666
Voted in 2014: Yes	31%	(400)	34%	(439)	35%	(454)	1293
Voted in 2014: No	29%	(266)	33%	(296)	38%	(346)	908
2012 Vote: Barack Obama	32%	(254)	34%	(273)	34%	(273)	800
2012 Vote: Mitt Romney	29%	(152)	33%	(175)	38%	(201)	529
2012 Vote: Other	24%	(20)	35%	(29)	41%	(34)	83
2012 Vote: Didn't Vote	31%	(240)	33%	(257)	37%	(289)	785

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
Adults	30%	(666)	33%	(734)	36%	(800)	2201
4-Region: Northeast	35%	(138)	32%	(124)	34%	(132)	394
4-Region: Midwest	30%	(140)	34%	(158)	36%	(164)	462
4-Region: South	31%	(255)	34%	(277)	35%	(292)	825
4-Region: West	26%	(134)	34%	(174)	41%	(212)	520
Sports fan	32%	(442)	35%	(492)	33%	(456)	1391
Traveled outside of U.S. in past year 1+ times	32%	(140)	41%	(179)	27%	(117)	436
Frequent Flyer	30%	(76)	46%	(115)	24%	(60)	251

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
Adults	47%	(1029)	31%	(686)	22%	(486)	2201
Gender: Male	42%	(449)	35%	(368)	23%	(245)	1062
Gender: Female	51%	(580)	28%	(318)	21%	(241)	1139
Age: 18-34	47%	(307)	33%	(219)	20%	(130)	655
Age: 35-44	52%	(185)	31%	(111)	17%	(62)	358
Age: 45-64	44%	(330)	30%	(227)	26%	(194)	751
Age: 65+	48%	(207)	29%	(129)	23%	(100)	436
GenZers: 1997-2012	48%	(139)	33%	(95)	18%	(53)	287
Millennials: 1981-1996	48%	(258)	32%	(169)	20%	(109)	536
GenXers: 1965-1980	46%	(247)	32%	(176)	22%	(119)	543
Baby Boomers: 1946-1964	46%	(355)	30%	(227)	24%	(187)	769
PID: Dem (no lean)	51%	(418)	30%	(249)	19%	(153)	820
PID: Ind (no lean)	42%	(289)	32%	(222)	26%	(177)	688
PID: Rep (no lean)	46%	(322)	31%	(215)	22%	(156)	693
PID/Gender: Dem Men	48%	(162)	35%	(117)	17%	(57)	336
PID/Gender: Dem Women	53%	(256)	27%	(132)	20%	(96)	484
PID/Gender: Ind Men	37%	(128)	36%	(124)	28%	(97)	349
PID/Gender: Ind Women	47%	(161)	29%	(97)	24%	(80)	338
PID/Gender: Rep Men	42%	(159)	34%	(127)	24%	(91)	377
PID/Gender: Rep Women	52%	(163)	28%	(88)	21%	(65)	316
Ideo: Liberal (1-3)	53%	(339)	33%	(209)	14%	(90)	639
Ideo: Moderate (4)	47%	(281)	33%	(197)	21%	(126)	604
Ideo: Conservative (5-7)	44%	(329)	30%	(226)	25%	(188)	743
Educ: < College	46%	(692)	30%	(454)	24%	(367)	1513
Educ: Bachelors degree	48%	(215)	33%	(146)	19%	(83)	444
Educ: Post-grad	50%	(123)	35%	(86)	15%	(36)	244
Income: Under 50k	45%	(515)	30%	(340)	26%	(295)	1151
Income: 50k-100k	49%	(352)	32%	(230)	19%	(135)	716
Income: 100k+	49%	(162)	35%	(116)	17%	(56)	334
Ethnicity: White	46%	(794)	32%	(546)	22%	(383)	1723
Ethnicity: Hispanic	44%	(153)	33%	(115)	23%	(81)	350

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
Adults	47%	(1029)	31%	(686)	22%	(486)	2201
Ethnicity: Afr. Am.	51%	(140)	26%	(72)	23%	(63)	274
Ethnicity: Other	47%	(96)	33%	(68)	20%	(40)	204
All Christian	49%	(508)	32%	(339)	19%	(196)	1044
All Non-Christian	49%	(54)	29%	(33)	22%	(24)	111
Atheist	44%	(46)	30%	(31)	27%	(29)	106
Agnostic/Nothing in particular	45%	(421)	30%	(282)	25%	(237)	940
Religious Non-Protestant/Catholic	46%	(68)	35%	(51)	18%	(27)	146
Evangelical	48%	(271)	29%	(168)	23%	(131)	570
Non-Evangelical	49%	(389)	32%	(258)	19%	(153)	799
Community: Urban	50%	(289)	27%	(155)	24%	(138)	581
Community: Suburban	47%	(515)	33%	(357)	20%	(219)	1092
Community: Rural	43%	(225)	33%	(174)	25%	(129)	528
Employ: Private Sector	49%	(329)	33%	(222)	19%	(125)	677
Employ: Government	42%	(43)	36%	(37)	21%	(22)	102
Employ: Self-Employed	44%	(68)	33%	(50)	23%	(35)	152
Employ: Homemaker	47%	(76)	27%	(44)	25%	(41)	161
Employ: Retired	48%	(240)	29%	(143)	23%	(117)	500
Employ: Unemployed	41%	(119)	36%	(104)	23%	(67)	290
Employ: Other	45%	(71)	22%	(35)	33%	(53)	159
Military HH: Yes	47%	(156)	31%	(103)	22%	(73)	332
Military HH: No	47%	(873)	31%	(583)	22%	(413)	1869
RD/WT: Right Direction	46%	(357)	29%	(223)	25%	(195)	774
RD/WT: Wrong Track	47%	(672)	32%	(463)	20%	(292)	1427
Trump Job Approve	45%	(420)	30%	(278)	25%	(228)	927
Trump Job Disapprove	49%	(573)	32%	(377)	19%	(217)	1167
Trump Job Strongly Approve	47%	(245)	27%	(139)	26%	(133)	516
Trump Job Somewhat Approve	43%	(175)	34%	(139)	23%	(96)	410
Trump Job Somewhat Disapprove	44%	(117)	39%	(104)	16%	(43)	264
Trump Job Strongly Disapprove	51%	(456)	30%	(273)	19%	(174)	902

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
Adults	47%	(1029)	31%	(686)	22%	(486)	2201
Favorable of Trump	46%	(418)	30%	(272)	24%	(220)	909
Unfavorable of Trump	49%	(578)	32%	(380)	18%	(213)	1172
Very Favorable of Trump	47%	(244)	28%	(145)	25%	(126)	515
Somewhat Favorable of Trump	44%	(174)	32%	(127)	24%	(93)	394
Somewhat Unfavorable of Trump	50%	(100)	35%	(69)	15%	(31)	199
Very Unfavorable of Trump	49%	(479)	32%	(311)	19%	(183)	973
#1 Issue: Economy	49%	(368)	31%	(237)	20%	(150)	755
#1 Issue: Security	41%	(96)	31%	(74)	28%	(67)	238
#1 Issue: Health Care	45%	(209)	35%	(163)	20%	(96)	468
#1 Issue: Medicare / Social Security	50%	(153)	28%	(86)	22%	(68)	307
#1 Issue: Women's Issues	52%	(59)	28%	(32)	20%	(23)	114
#1 Issue: Education	45%	(58)	32%	(41)	23%	(30)	129
#1 Issue: Energy	47%	(31)	33%	(22)	21%	(14)	67
#1 Issue: Other	44%	(54)	24%	(30)	31%	(38)	122
2018 House Vote: Democrat	52%	(379)	32%	(236)	16%	(119)	733
2018 House Vote: Republican	47%	(309)	32%	(207)	21%	(138)	654
2018 House Vote: Someone else	41%	(29)	38%	(27)	21%	(15)	71
2016 Vote: Hillary Clinton	50%	(332)	33%	(217)	17%	(115)	664
2016 Vote: Donald Trump	48%	(342)	30%	(215)	22%	(162)	718
2016 Vote: Other	49%	(73)	31%	(46)	21%	(31)	150
2016 Vote: Didn't Vote	42%	(280)	31%	(208)	27%	(178)	666
Voted in 2014: Yes	49%	(629)	31%	(398)	21%	(266)	1293
Voted in 2014: No	44%	(400)	32%	(287)	24%	(221)	908
2012 Vote: Barack Obama	49%	(393)	32%	(255)	19%	(152)	800
2012 Vote: Mitt Romney	45%	(239)	31%	(163)	24%	(126)	529
2012 Vote: Other	48%	(39)	28%	(23)	24%	(20)	83
2012 Vote: Didn't Vote	45%	(353)	31%	(245)	24%	(188)	785

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
Adults	47%	(1029)	31%	(686)	22%	(486)	2201
4-Region: Northeast	48%	(189)	33%	(128)	19%	(77)	394
4-Region: Midwest	46%	(214)	33%	(153)	21%	(96)	462
4-Region: South	49%	(406)	28%	(235)	22%	(184)	825
4-Region: West	42%	(220)	33%	(170)	25%	(131)	520
Sports fan	49%	(678)	32%	(450)	19%	(262)	1391
Traveled outside of U.S. in past year 1+ times	53%	(232)	34%	(148)	13%	(56)	436
Frequent Flyer	55%	(137)	34%	(85)	12%	(30)	251

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
Adults	20%	(436)	34%	(742)	46%	(1023)	2201
Gender: Male	20%	(213)	35%	(374)	45%	(475)	1062
Gender: Female	20%	(224)	32%	(367)	48%	(548)	1139
Age: 18-34	28%	(187)	37%	(243)	34%	(226)	655
Age: 35-44	22%	(79)	39%	(141)	39%	(138)	358
Age: 45-64	16%	(124)	31%	(234)	52%	(394)	751
Age: 65+	11%	(47)	28%	(123)	61%	(266)	436
GenZers: 1997-2012	33%	(93)	34%	(98)	33%	(96)	287
Millennials: 1981-1996	25%	(136)	40%	(214)	35%	(186)	536
GenXers: 1965-1980	19%	(101)	35%	(190)	46%	(252)	543
Baby Boomers: 1946-1964	13%	(97)	29%	(223)	58%	(448)	769
PID: Dem (no lean)	21%	(172)	35%	(290)	44%	(358)	820
PID: Ind (no lean)	17%	(118)	32%	(222)	51%	(348)	688
PID: Rep (no lean)	21%	(146)	33%	(230)	46%	(318)	693
PID/Gender: Dem Men	22%	(74)	37%	(125)	41%	(136)	336
PID/Gender: Dem Women	20%	(98)	34%	(165)	46%	(221)	484
PID/Gender: Ind Men	17%	(60)	33%	(116)	50%	(173)	349
PID/Gender: Ind Women	17%	(58)	31%	(106)	52%	(174)	338
PID/Gender: Rep Men	21%	(78)	35%	(133)	44%	(166)	377
PID/Gender: Rep Women	21%	(67)	31%	(97)	48%	(152)	316
Ideo: Liberal (1-3)	24%	(151)	37%	(239)	39%	(249)	639
Ideo: Moderate (4)	19%	(117)	36%	(219)	44%	(268)	604
Ideo: Conservative (5-7)	19%	(143)	31%	(227)	50%	(373)	743
Educ: < College	19%	(293)	32%	(485)	49%	(734)	1513
Educ: Bachelors degree	21%	(93)	37%	(165)	42%	(186)	444
Educ: Post-grad	21%	(50)	37%	(92)	42%	(102)	244
Income: Under 50k	17%	(201)	31%	(356)	52%	(594)	1151
Income: 50k-100k	23%	(162)	35%	(252)	42%	(303)	716
Income: 100k+	22%	(73)	40%	(134)	38%	(127)	334
Ethnicity: White	18%	(317)	34%	(580)	48%	(825)	1723
Ethnicity: Hispanic	24%	(83)	40%	(139)	36%	(127)	350

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
Adults	20%	(436)	34%	(742)	46%	(1023)	2201
Ethnicity: Afr. Am.	29%	(79)	32%	(87)	39%	(108)	274
Ethnicity: Other	19%	(40)	36%	(74)	44%	(90)	204
All Christian	20%	(207)	31%	(327)	49%	(510)	1044
All Non-Christian	28%	(31)	33%	(37)	39%	(43)	111
Atheist	19%	(20)	37%	(39)	45%	(47)	106
Agnostic/Nothing in particular	19%	(179)	36%	(339)	45%	(423)	940
Religious Non-Protestant/Catholic	24%	(36)	33%	(49)	42%	(62)	146
Evangelical	22%	(124)	33%	(190)	45%	(256)	570
Non-Evangelical	20%	(162)	32%	(256)	48%	(381)	799
Community: Urban	22%	(129)	33%	(194)	44%	(258)	581
Community: Suburban	21%	(225)	34%	(372)	45%	(495)	1092
Community: Rural	16%	(82)	33%	(176)	51%	(270)	528
Employ: Private Sector	23%	(158)	37%	(253)	39%	(265)	677
Employ: Government	21%	(22)	37%	(38)	42%	(43)	102
Employ: Self-Employed	18%	(27)	42%	(64)	41%	(62)	152
Employ: Homemaker	18%	(30)	32%	(51)	50%	(80)	161
Employ: Retired	15%	(74)	26%	(129)	59%	(297)	500
Employ: Unemployed	24%	(68)	31%	(90)	45%	(132)	290
Employ: Other	8%	(13)	38%	(60)	54%	(86)	159
Military HH: Yes	20%	(65)	27%	(88)	54%	(178)	332
Military HH: No	20%	(371)	35%	(653)	45%	(845)	1869
RD/WT: Right Direction	22%	(172)	32%	(250)	45%	(352)	774
RD/WT: Wrong Track	19%	(264)	34%	(491)	47%	(671)	1427
Trump Job Approve	20%	(184)	33%	(302)	48%	(441)	927
Trump Job Disapprove	19%	(226)	36%	(416)	45%	(525)	1167
Trump Job Strongly Approve	24%	(123)	29%	(152)	47%	(241)	516
Trump Job Somewhat Approve	15%	(61)	36%	(150)	49%	(200)	410
Trump Job Somewhat Disapprove	16%	(41)	40%	(106)	44%	(117)	264
Trump Job Strongly Disapprove	20%	(185)	34%	(310)	45%	(408)	902

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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
Adults	20%	(436)	34%	(742)	46%	(1023)	2201
Favorable of Trump	20%	(185)	32%	(287)	48%	(437)	909
Unfavorable of Trump	20%	(235)	36%	(420)	44%	(518)	1172
Very Favorable of Trump	24%	(123)	30%	(157)	46%	(235)	515
Somewhat Favorable of Trump	16%	(62)	33%	(130)	51%	(202)	394
Somewhat Unfavorable of Trump	20%	(40)	36%	(73)	44%	(87)	199
Very Unfavorable of Trump	20%	(195)	36%	(347)	44%	(431)	973
#1 Issue: Economy	24%	(178)	34%	(257)	43%	(321)	755
#1 Issue: Security	17%	(40)	36%	(85)	48%	(113)	238
#1 Issue: Health Care	18%	(84)	34%	(158)	48%	(226)	468
#1 Issue: Medicare / Social Security	15%	(47)	29%	(89)	56%	(172)	307
#1 Issue: Women's Issues	26%	(29)	41%	(47)	34%	(39)	114
#1 Issue: Education	19%	(24)	34%	(44)	47%	(60)	129
#1 Issue: Energy	26%	(17)	37%	(25)	37%	(25)	67
#1 Issue: Other	14%	(18)	30%	(37)	56%	(68)	122
2018 House Vote: Democrat	20%	(145)	35%	(259)	45%	(329)	733
2018 House Vote: Republican	19%	(123)	32%	(212)	49%	(319)	654
2018 House Vote: Someone else	18%	(13)	34%	(24)	48%	(34)	71
2016 Vote: Hillary Clinton	19%	(125)	37%	(244)	44%	(295)	664
2016 Vote: Donald Trump	19%	(135)	31%	(220)	51%	(364)	718
2016 Vote: Other	13%	(20)	43%	(64)	44%	(66)	150
2016 Vote: Didn't Vote	23%	(156)	32%	(213)	45%	(297)	666
Voted in 2014: Yes	18%	(238)	34%	(437)	48%	(618)	1293
Voted in 2014: No	22%	(198)	34%	(304)	45%	(405)	908
2012 Vote: Barack Obama	18%	(148)	35%	(279)	47%	(373)	800
2012 Vote: Mitt Romney	17%	(87)	33%	(173)	51%	(268)	529
2012 Vote: Other	20%	(17)	38%	(31)	42%	(35)	83
2012 Vote: Didn't Vote	24%	(185)	33%	(258)	44%	(343)	785

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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
Adults	20%	(436)	34%	(742)	46%	(1023)	2201
4-Region: Northeast	22%	(85)	36%	(143)	42%	(165)	394
4-Region: Midwest	19%	(87)	30%	(141)	51%	(235)	462
4-Region: South	23%	(192)	32%	(260)	45%	(372)	825
4-Region: West	14%	(73)	38%	(197)	48%	(251)	520
Sports fan	22%	(301)	36%	(494)	43%	(595)	1391
Traveled outside of U.S. in past year 1+ times	29%	(125)	40%	(175)	31%	(136)	436
Frequent Flyer	29%	(73)	42%	(104)	30%	(74)	251

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
Adults	48%	(1054)	32%	(715)	20%	(432)	2201
Gender: Male	42%	(445)	36%	(386)	22%	(231)	1062
Gender: Female	53%	(609)	29%	(329)	18%	(201)	1139
Age: 18-34	48%	(316)	31%	(203)	21%	(136)	655
Age: 35-44	54%	(194)	32%	(114)	14%	(49)	358
Age: 45-64	46%	(347)	32%	(244)	21%	(160)	751
Age: 65+	45%	(196)	35%	(153)	20%	(87)	436
GenZers: 1997-2012	48%	(139)	34%	(97)	18%	(51)	287
Millennials: 1981-1996	50%	(270)	29%	(153)	21%	(113)	536
GenXers: 1965-1980	48%	(259)	35%	(191)	17%	(93)	543
Baby Boomers: 1946-1964	47%	(362)	33%	(252)	20%	(154)	769
PID: Dem (no lean)	52%	(426)	32%	(259)	16%	(135)	820
PID: Ind (no lean)	43%	(297)	33%	(229)	23%	(161)	688
PID: Rep (no lean)	48%	(331)	33%	(227)	20%	(136)	693
PID/Gender: Dem Men	45%	(152)	38%	(129)	16%	(54)	336
PID/Gender: Dem Women	57%	(274)	27%	(130)	17%	(81)	484
PID/Gender: Ind Men	37%	(129)	36%	(126)	27%	(95)	349
PID/Gender: Ind Women	50%	(168)	31%	(104)	20%	(66)	338
PID/Gender: Rep Men	44%	(164)	35%	(131)	22%	(81)	377
PID/Gender: Rep Women	53%	(166)	30%	(95)	17%	(55)	316
Ideo: Liberal (1-3)	53%	(341)	34%	(217)	13%	(81)	639
Ideo: Moderate (4)	47%	(281)	33%	(199)	20%	(123)	604
Ideo: Conservative (5-7)	48%	(355)	32%	(239)	20%	(150)	743
Educ: < College	47%	(716)	30%	(456)	23%	(341)	1513
Educ: Bachelors degree	47%	(211)	40%	(177)	13%	(57)	444
Educ: Post-grad	52%	(127)	33%	(82)	14%	(35)	244
Income: Under 50k	46%	(524)	30%	(343)	25%	(284)	1151
Income: 50k-100k	50%	(356)	36%	(255)	15%	(105)	716
Income: 100k+	52%	(173)	35%	(118)	13%	(43)	334
Ethnicity: White	48%	(825)	33%	(569)	19%	(329)	1723
Ethnicity: Hispanic	48%	(168)	30%	(103)	22%	(78)	350

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
Adults	48%	(1054)	32%	(715)	20%	(432)	2201
Ethnicity: Afr. Am.	52%	(143)	26%	(73)	21%	(59)	274
Ethnicity: Other	42%	(86)	36%	(73)	22%	(45)	204
All Christian	48%	(504)	34%	(352)	18%	(188)	1044
All Non-Christian	50%	(55)	31%	(35)	19%	(21)	111
Atheist	51%	(54)	35%	(37)	15%	(16)	106
Agnostic/Nothing in particular	47%	(440)	31%	(292)	22%	(208)	940
Religious Non-Protestant/Catholic	48%	(70)	33%	(48)	19%	(28)	146
Evangelical	50%	(282)	31%	(175)	20%	(113)	570
Non-Evangelical	49%	(388)	33%	(265)	18%	(147)	799
Community: Urban	50%	(290)	30%	(175)	20%	(116)	581
Community: Suburban	50%	(541)	32%	(352)	18%	(199)	1092
Community: Rural	42%	(223)	36%	(188)	22%	(118)	528
Employ: Private Sector	51%	(346)	34%	(229)	15%	(101)	677
Employ: Government	50%	(51)	33%	(34)	17%	(18)	102
Employ: Self-Employed	49%	(75)	32%	(48)	20%	(30)	152
Employ: Homemaker	53%	(84)	28%	(45)	20%	(31)	161
Employ: Retired	48%	(242)	31%	(157)	20%	(101)	500
Employ: Unemployed	48%	(138)	31%	(89)	22%	(63)	290
Employ: Other	34%	(54)	33%	(53)	33%	(52)	159
Military HH: Yes	45%	(149)	34%	(112)	21%	(71)	332
Military HH: No	48%	(904)	32%	(603)	19%	(362)	1869
RD/WT: Right Direction	46%	(356)	32%	(246)	22%	(172)	774
RD/WT: Wrong Track	49%	(698)	33%	(469)	18%	(261)	1427
Trump Job Approve	46%	(424)	34%	(313)	20%	(189)	927
Trump Job Disapprove	50%	(589)	32%	(377)	17%	(201)	1167
Trump Job Strongly Approve	50%	(258)	30%	(153)	20%	(104)	516
Trump Job Somewhat Approve	40%	(166)	39%	(160)	21%	(84)	410
Trump Job Somewhat Disapprove	44%	(117)	34%	(91)	21%	(56)	264
Trump Job Strongly Disapprove	52%	(472)	32%	(286)	16%	(144)	902

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
Adults	48%	(1054)	32%	(715)	20%	(432)	2201
Favorable of Trump	47%	(423)	34%	(306)	20%	(180)	909
Unfavorable of Trump	51%	(596)	33%	(383)	17%	(194)	1172
Very Favorable of Trump	51%	(264)	27%	(141)	21%	(109)	515
Somewhat Favorable of Trump	40%	(159)	42%	(165)	18%	(70)	394
Somewhat Unfavorable of Trump	47%	(94)	37%	(73)	16%	(33)	199
Very Unfavorable of Trump	52%	(502)	32%	(310)	17%	(161)	973
#1 Issue: Economy	50%	(376)	34%	(254)	17%	(125)	755
#1 Issue: Security	43%	(103)	31%	(73)	26%	(61)	238
#1 Issue: Health Care	48%	(225)	34%	(161)	18%	(82)	468
#1 Issue: Medicare / Social Security	48%	(147)	31%	(95)	21%	(66)	307
#1 Issue: Women's Issues	48%	(55)	31%	(35)	22%	(25)	114
#1 Issue: Education	46%	(59)	28%	(37)	26%	(33)	129
#1 Issue: Energy	45%	(30)	39%	(26)	16%	(11)	67
#1 Issue: Other	48%	(59)	28%	(34)	24%	(30)	122
2018 House Vote: Democrat	54%	(394)	33%	(243)	13%	(96)	733
2018 House Vote: Republican	46%	(301)	36%	(233)	18%	(119)	654
2018 House Vote: Someone else	43%	(31)	32%	(23)	25%	(17)	71
2016 Vote: Hillary Clinton	52%	(348)	34%	(224)	14%	(93)	664
2016 Vote: Donald Trump	49%	(350)	33%	(237)	18%	(131)	718
2016 Vote: Other	44%	(65)	35%	(52)	22%	(32)	150
2016 Vote: Didn't Vote	43%	(289)	30%	(201)	26%	(177)	666
Voted in 2014: Yes	49%	(635)	34%	(438)	17%	(220)	1293
Voted in 2014: No	46%	(418)	30%	(277)	23%	(213)	908
2012 Vote: Barack Obama	50%	(400)	33%	(263)	17%	(137)	800
2012 Vote: Mitt Romney	47%	(250)	34%	(181)	18%	(98)	529
2012 Vote: Other	53%	(43)	30%	(25)	17%	(14)	83
2012 Vote: Didn't Vote	46%	(358)	31%	(243)	23%	(184)	785

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
Adults	48%	(1054)	32%	(715)	20%	(432)	2201
4-Region: Northeast	51%	(200)	33%	(131)	16%	(63)	394
4-Region: Midwest	46%	(212)	36%	(169)	18%	(81)	462
4-Region: South	49%	(408)	30%	(244)	21%	(172)	825
4-Region: West	45%	(234)	33%	(170)	22%	(116)	520
Sports fan	49%	(686)	33%	(460)	18%	(244)	1391
Traveled outside of U.S. in past year 1+ times	48%	(210)	36%	(159)	15%	(67)	436
Frequent Flyer	48%	(120)	39%	(99)	13%	(32)	251

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
Adults	31%	(677)	37%	(821)	32%	(703)	2201
Gender: Male	27%	(284)	42%	(448)	31%	(331)	1062
Gender: Female	35%	(393)	33%	(374)	33%	(372)	1139
Age: 18-34	36%	(234)	34%	(226)	30%	(196)	655
Age: 35-44	38%	(135)	39%	(138)	24%	(85)	358
Age: 45-64	26%	(193)	40%	(300)	34%	(259)	751
Age: 65+	26%	(115)	36%	(158)	37%	(163)	436
GenZers: 1997-2012	33%	(94)	38%	(108)	29%	(84)	287
Millennials: 1981-1996	37%	(201)	34%	(183)	28%	(153)	536
GenXers: 1965-1980	32%	(172)	40%	(215)	29%	(156)	543
Baby Boomers: 1946-1964	26%	(198)	38%	(290)	37%	(281)	769
PID: Dem (no lean)	34%	(276)	36%	(297)	30%	(247)	820
PID: Ind (no lean)	26%	(182)	36%	(249)	37%	(257)	688
PID: Rep (no lean)	32%	(220)	40%	(276)	29%	(198)	693
PID/Gender: Dem Men	30%	(101)	43%	(145)	27%	(90)	336
PID/Gender: Dem Women	36%	(175)	31%	(152)	33%	(157)	484
PID/Gender: Ind Men	22%	(75)	39%	(138)	39%	(136)	349
PID/Gender: Ind Women	31%	(106)	33%	(111)	36%	(120)	338
PID/Gender: Rep Men	29%	(108)	44%	(165)	28%	(104)	377
PID/Gender: Rep Women	35%	(112)	35%	(110)	30%	(94)	316
Ideo: Liberal (1-3)	34%	(217)	38%	(245)	28%	(176)	639
Ideo: Moderate (4)	33%	(201)	38%	(227)	29%	(175)	604
Ideo: Conservative (5-7)	29%	(216)	38%	(282)	33%	(246)	743
Educ: < College	29%	(445)	36%	(544)	35%	(525)	1513
Educ: Bachelors degree	33%	(149)	39%	(174)	27%	(121)	444
Educ: Post-grad	34%	(84)	42%	(103)	23%	(57)	244
Income: Under 50k	29%	(339)	34%	(390)	37%	(423)	1151
Income: 50k-100k	33%	(233)	40%	(286)	27%	(197)	716
Income: 100k+	31%	(105)	44%	(145)	25%	(83)	334
Ethnicity: White	29%	(504)	38%	(653)	33%	(565)	1723
Ethnicity: Hispanic	30%	(103)	43%	(150)	27%	(96)	350

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
Adults	31%	(677)	37%	(821)	32%	(703)	2201
Ethnicity: Afr. Am.	37%	(101)	35%	(96)	28%	(78)	274
Ethnicity: Other	35%	(72)	36%	(73)	29%	(59)	204
All Christian	32%	(338)	39%	(404)	29%	(302)	1044
All Non-Christian	29%	(32)	37%	(41)	34%	(37)	111
Atheist	24%	(25)	42%	(44)	35%	(37)	106
Agnostic/Nothing in particular	30%	(281)	35%	(333)	35%	(326)	940
Religious Non-Protestant/Catholic	29%	(43)	38%	(55)	33%	(48)	146
Evangelical	31%	(177)	39%	(225)	30%	(168)	570
Non-Evangelical	35%	(277)	36%	(292)	29%	(231)	799
Community: Urban	31%	(181)	35%	(204)	34%	(196)	581
Community: Suburban	31%	(342)	39%	(428)	29%	(322)	1092
Community: Rural	29%	(154)	36%	(190)	35%	(184)	528
Employ: Private Sector	33%	(224)	40%	(271)	27%	(181)	677
Employ: Government	33%	(33)	39%	(39)	29%	(29)	102
Employ: Self-Employed	32%	(49)	42%	(64)	26%	(39)	152
Employ: Homemaker	33%	(53)	26%	(41)	41%	(66)	161
Employ: Retired	27%	(132)	36%	(180)	37%	(187)	500
Employ: Unemployed	34%	(98)	36%	(106)	30%	(86)	290
Employ: Other	19%	(30)	40%	(64)	41%	(65)	159
Military HH: Yes	25%	(83)	38%	(127)	36%	(121)	332
Military HH: No	32%	(593)	37%	(694)	31%	(582)	1869
RD/WT: Right Direction	32%	(246)	37%	(290)	31%	(237)	774
RD/WT: Wrong Track	30%	(430)	37%	(531)	33%	(465)	1427
Trump Job Approve	32%	(293)	38%	(351)	30%	(282)	927
Trump Job Disapprove	31%	(358)	38%	(439)	32%	(369)	1167
Trump Job Strongly Approve	34%	(176)	35%	(180)	31%	(160)	516
Trump Job Somewhat Approve	28%	(117)	42%	(171)	30%	(122)	410
Trump Job Somewhat Disapprove	27%	(72)	42%	(112)	31%	(81)	264
Trump Job Strongly Disapprove	32%	(287)	36%	(328)	32%	(288)	902

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
Adults	31%	(677)	37%	(821)	32%	(703)	2201
Favorable of Trump	32%	(288)	38%	(346)	30%	(275)	909
Unfavorable of Trump	31%	(360)	38%	(446)	31%	(366)	1172
Very Favorable of Trump	35%	(178)	35%	(181)	30%	(156)	515
Somewhat Favorable of Trump	28%	(109)	42%	(166)	30%	(119)	394
Somewhat Unfavorable of Trump	28%	(57)	40%	(80)	32%	(63)	199
Very Unfavorable of Trump	31%	(304)	38%	(367)	31%	(303)	973
#1 Issue: Economy	34%	(258)	37%	(281)	29%	(217)	755
#1 Issue: Security	27%	(64)	37%	(87)	36%	(86)	238
#1 Issue: Health Care	30%	(139)	38%	(179)	32%	(150)	468
#1 Issue: Medicare / Social Security	27%	(83)	36%	(112)	37%	(113)	307
#1 Issue: Women's Issues	36%	(41)	41%	(47)	23%	(26)	114
#1 Issue: Education	24%	(31)	40%	(52)	36%	(46)	129
#1 Issue: Energy	37%	(25)	43%	(29)	20%	(13)	67
#1 Issue: Other	30%	(36)	29%	(35)	42%	(51)	122
2018 House Vote: Democrat	33%	(239)	39%	(284)	29%	(210)	733
2018 House Vote: Republican	31%	(201)	40%	(265)	29%	(189)	654
2018 House Vote: Someone else	23%	(17)	37%	(26)	40%	(28)	71
2016 Vote: Hillary Clinton	31%	(208)	40%	(264)	29%	(192)	664
2016 Vote: Donald Trump	32%	(230)	39%	(277)	29%	(212)	718
2016 Vote: Other	22%	(33)	49%	(73)	30%	(44)	150
2016 Vote: Didn't Vote	31%	(205)	31%	(208)	38%	(253)	666
Voted in 2014: Yes	30%	(394)	39%	(509)	30%	(391)	1293
Voted in 2014: No	31%	(283)	34%	(313)	34%	(312)	908
2012 Vote: Barack Obama	32%	(253)	39%	(308)	30%	(239)	800
2012 Vote: Mitt Romney	28%	(149)	41%	(219)	31%	(161)	529
2012 Vote: Other	23%	(19)	40%	(33)	36%	(30)	83
2012 Vote: Didn't Vote	33%	(256)	33%	(258)	34%	(270)	785

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
Adults	31%	(677)	37%	(821)	32%	(703)	2201
4-Region: Northeast	30%	(117)	39%	(155)	31%	(121)	394
4-Region: Midwest	31%	(145)	37%	(173)	31%	(145)	462
4-Region: South	35%	(285)	34%	(284)	31%	(256)	825
4-Region: West	25%	(130)	40%	(209)	35%	(181)	520
Sports fan	33%	(454)	40%	(550)	28%	(387)	1391
Traveled outside of U.S. in past year 1+ times	37%	(159)	43%	(188)	20%	(89)	436
Frequent Flyer	37%	(93)	44%	(111)	19%	(47)	251

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
Adults	51%	(1133)	24%	(523)	25%	(545)	2201
Gender: Male	48%	(505)	26%	(278)	26%	(279)	1062
Gender: Female	55%	(627)	22%	(246)	23%	(266)	1139
Age: 18-34	47%	(310)	27%	(175)	26%	(171)	655
Age: 35-44	58%	(208)	24%	(86)	18%	(63)	358
Age: 45-64	49%	(370)	23%	(175)	27%	(206)	751
Age: 65+	56%	(244)	20%	(87)	24%	(106)	436
GenZers: 1997-2012	48%	(138)	25%	(73)	26%	(76)	287
Millennials: 1981-1996	50%	(268)	27%	(143)	23%	(125)	536
GenXers: 1965-1980	52%	(284)	24%	(131)	23%	(127)	543
Baby Boomers: 1946-1964	52%	(401)	22%	(167)	26%	(200)	769
PID: Dem (no lean)	55%	(452)	24%	(195)	21%	(173)	820
PID: Ind (no lean)	46%	(318)	22%	(154)	31%	(215)	688
PID: Rep (no lean)	52%	(362)	25%	(174)	23%	(157)	693
PID/Gender: Dem Men	51%	(172)	27%	(89)	22%	(74)	336
PID/Gender: Dem Women	58%	(280)	22%	(106)	20%	(98)	484
PID/Gender: Ind Men	42%	(147)	25%	(88)	33%	(115)	349
PID/Gender: Ind Women	51%	(171)	20%	(67)	30%	(100)	338
PID/Gender: Rep Men	49%	(186)	27%	(101)	24%	(90)	377
PID/Gender: Rep Women	56%	(176)	23%	(73)	21%	(67)	316
Ideo: Liberal (1-3)	58%	(369)	24%	(154)	18%	(116)	639
Ideo: Moderate (4)	51%	(309)	25%	(154)	23%	(141)	604
Ideo: Conservative (5-7)	50%	(370)	23%	(170)	27%	(203)	743
Educ: < College	51%	(765)	23%	(344)	27%	(403)	1513
Educ: Bachelors degree	52%	(233)	25%	(112)	22%	(99)	444
Educ: Post-grad	55%	(134)	27%	(67)	18%	(43)	244
Income: Under 50k	49%	(564)	22%	(254)	29%	(333)	1151
Income: 50k-100k	54%	(388)	25%	(178)	21%	(150)	716
Income: 100k+	54%	(180)	27%	(91)	18%	(62)	334
Ethnicity: White	50%	(862)	25%	(428)	25%	(432)	1723
Ethnicity: Hispanic	54%	(188)	22%	(76)	24%	(86)	350

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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
Adults	51%	(1133)	24%	(523)	25%	(545)	2201
Ethnicity: Afr. Am.	58%	(161)	19%	(51)	23%	(63)	274
Ethnicity: Other	54%	(110)	22%	(44)	25%	(50)	204
All Christian	56%	(579)	21%	(224)	23%	(241)	1044
All Non-Christian	54%	(60)	21%	(23)	25%	(28)	111
Atheist	46%	(49)	34%	(36)	20%	(21)	106
Agnostic/Nothing in particular	47%	(444)	26%	(240)	27%	(255)	940
Religious Non-Protestant/Catholic	51%	(75)	23%	(34)	26%	(38)	146
Evangelical	54%	(306)	22%	(128)	24%	(137)	570
Non-Evangelical	55%	(437)	22%	(172)	24%	(190)	799
Community: Urban	51%	(294)	25%	(143)	25%	(144)	581
Community: Suburban	53%	(579)	22%	(243)	25%	(269)	1092
Community: Rural	49%	(259)	26%	(138)	25%	(131)	528
Employ: Private Sector	50%	(340)	28%	(188)	22%	(148)	677
Employ: Government	52%	(53)	30%	(30)	18%	(19)	102
Employ: Self-Employed	60%	(91)	18%	(27)	22%	(34)	152
Employ: Homemaker	53%	(85)	25%	(41)	22%	(35)	161
Employ: Retired	52%	(262)	22%	(108)	26%	(129)	500
Employ: Unemployed	52%	(152)	17%	(48)	31%	(90)	290
Employ: Other	42%	(67)	27%	(43)	31%	(48)	159
Military HH: Yes	50%	(166)	22%	(73)	28%	(94)	332
Military HH: No	52%	(967)	24%	(451)	24%	(451)	1869
RD/WT: Right Direction	51%	(391)	24%	(186)	25%	(196)	774
RD/WT: Wrong Track	52%	(741)	24%	(337)	24%	(349)	1427
Trump Job Approve	51%	(469)	24%	(220)	26%	(238)	927
Trump Job Disapprove	54%	(626)	24%	(275)	23%	(266)	1167
Trump Job Strongly Approve	53%	(272)	21%	(110)	26%	(134)	516
Trump Job Somewhat Approve	48%	(197)	27%	(109)	25%	(104)	410
Trump Job Somewhat Disapprove	47%	(124)	26%	(69)	27%	(71)	264
Trump Job Strongly Disapprove	56%	(501)	23%	(206)	22%	(195)	902

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
Adults	51%	(1133)	24%	(523)	25%	(545)	2201
Favorable of Trump	51%	(466)	24%	(216)	25%	(227)	909
Unfavorable of Trump	54%	(632)	24%	(280)	22%	(260)	1172
Very Favorable of Trump	54%	(277)	22%	(112)	24%	(125)	515
Somewhat Favorable of Trump	48%	(188)	26%	(104)	26%	(102)	394
Somewhat Unfavorable of Trump	54%	(107)	23%	(46)	23%	(46)	199
Very Unfavorable of Trump	54%	(525)	24%	(234)	22%	(214)	973
#1 Issue: Economy	53%	(399)	25%	(185)	23%	(171)	755
#1 Issue: Security	48%	(113)	25%	(58)	28%	(66)	238
#1 Issue: Health Care	55%	(256)	24%	(113)	21%	(100)	468
#1 Issue: Medicare / Social Security	55%	(171)	17%	(53)	27%	(84)	307
#1 Issue: Women's Issues	56%	(64)	18%	(21)	26%	(30)	114
#1 Issue: Education	44%	(57)	26%	(34)	29%	(38)	129
#1 Issue: Energy	45%	(30)	29%	(20)	26%	(17)	67
#1 Issue: Other	35%	(43)	33%	(40)	32%	(39)	122
2018 House Vote: Democrat	56%	(410)	25%	(185)	19%	(138)	733
2018 House Vote: Republican	52%	(342)	24%	(157)	24%	(155)	654
2018 House Vote: Someone else	43%	(31)	21%	(15)	36%	(26)	71
2016 Vote: Hillary Clinton	54%	(358)	25%	(166)	21%	(140)	664
2016 Vote: Donald Trump	55%	(394)	22%	(157)	23%	(168)	718
2016 Vote: Other	47%	(70)	29%	(44)	24%	(36)	150
2016 Vote: Didn't Vote	46%	(310)	24%	(157)	30%	(200)	666
Voted in 2014: Yes	53%	(690)	24%	(315)	22%	(288)	1293
Voted in 2014: No	49%	(442)	23%	(209)	28%	(256)	908
2012 Vote: Barack Obama	55%	(442)	24%	(193)	21%	(165)	800
2012 Vote: Mitt Romney	52%	(274)	24%	(124)	25%	(131)	529
2012 Vote: Other	48%	(39)	20%	(17)	32%	(27)	83
2012 Vote: Didn't Vote	48%	(376)	24%	(187)	28%	(223)	785

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
Adults	51%	(1133)	24%	(523)	25%	(545)	2201
4-Region: Northeast	49%	(194)	26%	(104)	24%	(95)	394
4-Region: Midwest	51%	(237)	27%	(124)	22%	(102)	462
4-Region: South	57%	(466)	20%	(166)	23%	(192)	825
4-Region: West	45%	(236)	25%	(129)	30%	(156)	520
Sports fan	54%	(756)	25%	(345)	21%	(290)	1391
Traveled outside of U.S. in past year 1+ times	56%	(245)	28%	(120)	16%	(71)	436
Frequent Flyer	55%	(137)	28%	(71)	17%	(43)	251

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
Adults	56%	(1239)	26%	(582)	17%	(380)	2201
Gender: Male	50%	(532)	31%	(332)	19%	(199)	1062
Gender: Female	62%	(707)	22%	(250)	16%	(181)	1139
Age: 18-34	53%	(345)	29%	(188)	19%	(123)	655
Age: 35-44	62%	(221)	25%	(91)	13%	(45)	358
Age: 45-64	56%	(419)	25%	(190)	19%	(142)	751
Age: 65+	58%	(254)	26%	(113)	16%	(70)	436
GenZers: 1997-2012	54%	(154)	31%	(89)	15%	(44)	287
Millennials: 1981-1996	55%	(295)	26%	(140)	19%	(101)	536
GenXers: 1965-1980	55%	(298)	28%	(151)	17%	(94)	543
Baby Boomers: 1946-1964	60%	(459)	24%	(186)	16%	(124)	769
PID: Dem (no lean)	58%	(473)	27%	(225)	15%	(122)	820
PID: Ind (no lean)	54%	(368)	25%	(174)	21%	(145)	688
PID: Rep (no lean)	57%	(398)	26%	(182)	16%	(113)	693
PID/Gender: Dem Men	54%	(183)	32%	(107)	14%	(46)	336
PID/Gender: Dem Women	60%	(290)	24%	(118)	16%	(76)	484
PID/Gender: Ind Men	45%	(157)	31%	(107)	25%	(86)	349
PID/Gender: Ind Women	63%	(212)	20%	(67)	17%	(59)	338
PID/Gender: Rep Men	51%	(193)	31%	(118)	18%	(67)	377
PID/Gender: Rep Women	65%	(205)	20%	(65)	15%	(47)	316
Ideo: Liberal (1-3)	63%	(399)	25%	(162)	12%	(78)	639
Ideo: Moderate (4)	53%	(322)	30%	(181)	17%	(101)	604
Ideo: Conservative (5-7)	58%	(434)	25%	(184)	17%	(125)	743
Educ: < College	53%	(801)	27%	(405)	20%	(307)	1513
Educ: Bachelors degree	63%	(278)	25%	(112)	12%	(54)	444
Educ: Post-grad	65%	(159)	27%	(66)	8%	(19)	244
Income: Under 50k	53%	(609)	26%	(295)	21%	(247)	1151
Income: 50k-100k	58%	(417)	28%	(197)	14%	(102)	716
Income: 100k+	64%	(213)	27%	(90)	9%	(30)	334
Ethnicity: White	57%	(977)	27%	(461)	16%	(284)	1723
Ethnicity: Hispanic	49%	(172)	30%	(105)	21%	(72)	350

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
Adults	56%	(1239)	26%	(582)	17%	(380)	2201
Ethnicity: Afr. Am.	54%	(149)	24%	(66)	22%	(59)	274
Ethnicity: Other	55%	(113)	27%	(54)	18%	(37)	204
All Christian	59%	(613)	26%	(272)	15%	(159)	1044
All Non-Christian	62%	(68)	20%	(22)	18%	(20)	111
Atheist	56%	(60)	27%	(29)	16%	(17)	106
Agnostic/Nothing in particular	53%	(498)	28%	(259)	20%	(184)	940
Religious Non-Protestant/Catholic	61%	(89)	21%	(31)	18%	(27)	146
Evangelical	57%	(323)	27%	(156)	16%	(92)	570
Non-Evangelical	58%	(463)	26%	(211)	16%	(125)	799
Community: Urban	54%	(313)	27%	(159)	19%	(109)	581
Community: Suburban	59%	(645)	25%	(277)	16%	(170)	1092
Community: Rural	53%	(281)	28%	(146)	19%	(101)	528
Employ: Private Sector	58%	(394)	27%	(181)	15%	(102)	677
Employ: Government	55%	(56)	33%	(34)	11%	(12)	102
Employ: Self-Employed	57%	(87)	29%	(45)	13%	(20)	152
Employ: Homemaker	59%	(95)	20%	(32)	21%	(33)	161
Employ: Retired	58%	(292)	25%	(125)	17%	(83)	500
Employ: Unemployed	51%	(149)	31%	(89)	18%	(52)	290
Employ: Other	41%	(66)	26%	(41)	33%	(52)	159
Military HH: Yes	57%	(189)	25%	(84)	18%	(59)	332
Military HH: No	56%	(1050)	27%	(498)	17%	(321)	1869
RD/WT: Right Direction	53%	(413)	27%	(206)	20%	(155)	774
RD/WT: Wrong Track	58%	(826)	26%	(376)	16%	(225)	1427
Trump Job Approve	56%	(519)	26%	(241)	18%	(167)	927
Trump Job Disapprove	59%	(685)	27%	(310)	15%	(171)	1167
Trump Job Strongly Approve	58%	(297)	24%	(124)	18%	(95)	516
Trump Job Somewhat Approve	54%	(222)	28%	(117)	18%	(72)	410
Trump Job Somewhat Disapprove	54%	(142)	27%	(72)	19%	(51)	264
Trump Job Strongly Disapprove	60%	(543)	26%	(239)	13%	(120)	902

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
Adults	56%	(1239)	26%	(582)	17%	(380)	2201
Favorable of Trump	56%	(508)	27%	(243)	17%	(158)	909
Unfavorable of Trump	59%	(692)	27%	(313)	14%	(167)	1172
Very Favorable of Trump	56%	(289)	25%	(131)	18%	(94)	515
Somewhat Favorable of Trump	55%	(218)	28%	(112)	16%	(64)	394
Somewhat Unfavorable of Trump	56%	(111)	27%	(53)	18%	(35)	199
Very Unfavorable of Trump	60%	(581)	27%	(260)	14%	(132)	973
#1 Issue: Economy	59%	(446)	27%	(207)	14%	(103)	755
#1 Issue: Security	48%	(114)	26%	(61)	26%	(63)	238
#1 Issue: Health Care	55%	(258)	26%	(124)	18%	(86)	468
#1 Issue: Medicare / Social Security	53%	(162)	31%	(96)	16%	(49)	307
#1 Issue: Women's Issues	60%	(69)	22%	(25)	18%	(20)	114
#1 Issue: Education	47%	(60)	28%	(36)	25%	(32)	129
#1 Issue: Energy	72%	(48)	17%	(11)	11%	(8)	67
#1 Issue: Other	66%	(81)	18%	(22)	16%	(19)	122
2018 House Vote: Democrat	61%	(448)	27%	(201)	12%	(85)	733
2018 House Vote: Republican	59%	(387)	26%	(170)	15%	(97)	654
2018 House Vote: Someone else	54%	(38)	21%	(15)	25%	(18)	71
2016 Vote: Hillary Clinton	58%	(387)	28%	(189)	13%	(88)	664
2016 Vote: Donald Trump	60%	(431)	24%	(175)	16%	(112)	718
2016 Vote: Other	60%	(89)	24%	(36)	16%	(25)	150
2016 Vote: Didn't Vote	50%	(330)	27%	(181)	23%	(155)	666
Voted in 2014: Yes	60%	(773)	26%	(332)	15%	(189)	1293
Voted in 2014: No	51%	(466)	28%	(250)	21%	(192)	908
2012 Vote: Barack Obama	60%	(478)	25%	(198)	15%	(124)	800
2012 Vote: Mitt Romney	59%	(313)	27%	(141)	14%	(75)	529
2012 Vote: Other	64%	(53)	20%	(17)	16%	(13)	83
2012 Vote: Didn't Vote	50%	(392)	29%	(225)	21%	(168)	785

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
Adults	56%	(1239)	26%	(582)	17%	(380)	2201
4-Region: Northeast	58%	(227)	27%	(106)	15%	(61)	394
4-Region: Midwest	56%	(257)	28%	(129)	17%	(77)	462
4-Region: South	57%	(473)	24%	(201)	18%	(151)	825
4-Region: West	54%	(283)	28%	(146)	18%	(92)	520
Sports fan	57%	(786)	29%	(398)	15%	(206)	1391
Traveled outside of U.S. in past year 1+ times	57%	(247)	32%	(141)	11%	(48)	436
Frequent Flyer	61%	(153)	31%	(77)	9%	(21)	251

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
Adults	31%	(689)	34%	(747)	35%	(765)	2201
Gender: Male	30%	(318)	35%	(368)	35%	(376)	1062
Gender: Female	33%	(371)	33%	(379)	34%	(389)	1139
Age: 18-34	42%	(275)	32%	(207)	26%	(173)	655
Age: 35-44	37%	(132)	41%	(145)	22%	(80)	358
Age: 45-64	25%	(185)	35%	(265)	40%	(301)	751
Age: 65+	22%	(97)	30%	(129)	48%	(210)	436
GenZers: 1997-2012	48%	(139)	29%	(83)	23%	(65)	287
Millennials: 1981-1996	37%	(199)	36%	(192)	27%	(145)	536
GenXers: 1965-1980	30%	(165)	36%	(197)	33%	(182)	543
Baby Boomers: 1946-1964	23%	(173)	34%	(260)	44%	(336)	769
PID: Dem (no lean)	32%	(264)	34%	(277)	34%	(279)	820
PID: Ind (no lean)	32%	(220)	32%	(217)	36%	(250)	688
PID: Rep (no lean)	30%	(205)	36%	(253)	34%	(236)	693
PID/Gender: Dem Men	29%	(99)	36%	(120)	35%	(117)	336
PID/Gender: Dem Women	34%	(165)	32%	(157)	33%	(162)	484
PID/Gender: Ind Men	33%	(114)	29%	(100)	39%	(135)	349
PID/Gender: Ind Women	31%	(106)	35%	(117)	34%	(115)	338
PID/Gender: Rep Men	28%	(105)	39%	(148)	33%	(124)	377
PID/Gender: Rep Women	32%	(100)	33%	(105)	35%	(112)	316
Ideo: Liberal (1-3)	38%	(241)	33%	(213)	29%	(185)	639
Ideo: Moderate (4)	32%	(191)	36%	(217)	32%	(196)	604
Ideo: Conservative (5-7)	28%	(208)	34%	(254)	38%	(282)	743
Educ: < College	31%	(469)	32%	(483)	37%	(561)	1513
Educ: Bachelors degree	31%	(139)	39%	(173)	30%	(132)	444
Educ: Post-grad	33%	(82)	37%	(90)	30%	(72)	244
Income: Under 50k	29%	(334)	31%	(363)	39%	(454)	1151
Income: 50k-100k	34%	(243)	36%	(256)	30%	(218)	716
Income: 100k+	34%	(112)	39%	(129)	28%	(93)	334
Ethnicity: White	30%	(514)	34%	(588)	36%	(621)	1723
Ethnicity: Hispanic	38%	(133)	31%	(109)	31%	(107)	350

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
Adults	31%	(689)	34%	(747)	35%	(765)	2201
Ethnicity: Afr. Am.	41%	(111)	30%	(82)	29%	(81)	274
Ethnicity: Other	32%	(65)	37%	(76)	31%	(63)	204
All Christian	30%	(309)	36%	(375)	34%	(360)	1044
All Non-Christian	37%	(40)	32%	(35)	32%	(35)	111
Atheist	39%	(42)	30%	(32)	30%	(32)	106
Agnostic/Nothing in particular	32%	(299)	32%	(304)	36%	(338)	940
Religious Non-Protestant/Catholic	33%	(49)	30%	(43)	37%	(54)	146
Evangelical	32%	(180)	34%	(193)	35%	(198)	570
Non-Evangelical	31%	(250)	36%	(287)	33%	(262)	799
Community: Urban	35%	(203)	31%	(182)	34%	(196)	581
Community: Suburban	32%	(346)	35%	(385)	33%	(360)	1092
Community: Rural	26%	(140)	34%	(179)	40%	(209)	528
Employ: Private Sector	34%	(227)	39%	(261)	28%	(188)	677
Employ: Government	29%	(30)	39%	(40)	31%	(32)	102
Employ: Self-Employed	33%	(50)	35%	(54)	32%	(48)	152
Employ: Homemaker	25%	(40)	35%	(57)	39%	(63)	161
Employ: Retired	24%	(119)	30%	(148)	46%	(232)	500
Employ: Unemployed	43%	(124)	25%	(73)	32%	(94)	290
Employ: Other	25%	(39)	35%	(56)	40%	(63)	159
Military HH: Yes	28%	(93)	32%	(106)	40%	(133)	332
Military HH: No	32%	(596)	34%	(641)	34%	(632)	1869
RD/WT: Right Direction	32%	(246)	35%	(267)	34%	(261)	774
RD/WT: Wrong Track	31%	(444)	34%	(479)	35%	(504)	1427
Trump Job Approve	31%	(284)	34%	(320)	35%	(323)	927
Trump Job Disapprove	32%	(373)	34%	(397)	34%	(396)	1167
Trump Job Strongly Approve	33%	(169)	34%	(173)	34%	(174)	516
Trump Job Somewhat Approve	28%	(115)	36%	(146)	36%	(149)	410
Trump Job Somewhat Disapprove	34%	(90)	34%	(89)	32%	(85)	264
Trump Job Strongly Disapprove	31%	(284)	34%	(308)	34%	(311)	902

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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
Adults	31%	(689)	34%	(747)	35%	(765)	2201
Favorable of Trump	30%	(270)	36%	(325)	35%	(315)	909
Unfavorable of Trump	33%	(392)	33%	(386)	34%	(395)	1172
Very Favorable of Trump	33%	(172)	34%	(175)	33%	(168)	515
Somewhat Favorable of Trump	25%	(97)	38%	(150)	37%	(147)	394
Somewhat Unfavorable of Trump	39%	(77)	28%	(56)	33%	(66)	199
Very Unfavorable of Trump	32%	(315)	34%	(329)	34%	(329)	973
#1 Issue: Economy	35%	(265)	35%	(261)	30%	(230)	755
#1 Issue: Security	27%	(65)	31%	(74)	42%	(99)	238
#1 Issue: Health Care	27%	(127)	36%	(168)	37%	(173)	468
#1 Issue: Medicare / Social Security	31%	(95)	28%	(87)	41%	(125)	307
#1 Issue: Women's Issues	38%	(43)	36%	(41)	27%	(30)	114
#1 Issue: Education	27%	(35)	41%	(53)	31%	(40)	129
#1 Issue: Energy	38%	(25)	37%	(25)	25%	(17)	67
#1 Issue: Other	28%	(34)	31%	(38)	41%	(50)	122
2018 House Vote: Democrat	30%	(223)	36%	(268)	33%	(242)	733
2018 House Vote: Republican	30%	(198)	35%	(232)	34%	(224)	654
2018 House Vote: Someone else	18%	(13)	43%	(30)	40%	(28)	71
2016 Vote: Hillary Clinton	30%	(198)	38%	(253)	32%	(213)	664
2016 Vote: Donald Trump	30%	(217)	35%	(249)	35%	(252)	718
2016 Vote: Other	28%	(42)	37%	(56)	34%	(52)	150
2016 Vote: Didn't Vote	35%	(231)	28%	(188)	37%	(247)	666
Voted in 2014: Yes	29%	(381)	36%	(460)	35%	(452)	1293
Voted in 2014: No	34%	(309)	32%	(286)	34%	(313)	908
2012 Vote: Barack Obama	29%	(231)	38%	(302)	33%	(267)	800
2012 Vote: Mitt Romney	28%	(151)	35%	(187)	36%	(191)	529
2012 Vote: Other	32%	(26)	26%	(22)	42%	(34)	83
2012 Vote: Didn't Vote	36%	(282)	30%	(235)	34%	(268)	785

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
Adults	31%	(689)	34%	(747)	35%	(765)	2201
4-Region: Northeast	35%	(138)	34%	(135)	31%	(121)	394
4-Region: Midwest	30%	(140)	34%	(157)	36%	(165)	462
4-Region: South	33%	(269)	32%	(268)	35%	(288)	825
4-Region: West	27%	(142)	36%	(187)	37%	(191)	520
Sports fan	32%	(451)	36%	(506)	31%	(434)	1391
Traveled outside of U.S. in past year 1+ times	42%	(184)	36%	(156)	22%	(96)	436
Frequent Flyer	43%	(107)	36%	(90)	22%	(54)	251

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
Adults	23%	(504)	30%	(654)	47%	(1043)	2201
Gender: Male	22%	(237)	30%	(323)	47%	(502)	1062
Gender: Female	23%	(267)	29%	(330)	48%	(541)	1139
Age: 18-34	29%	(191)	31%	(204)	40%	(260)	655
Age: 35-44	30%	(106)	32%	(114)	38%	(137)	358
Age: 45-64	19%	(142)	28%	(208)	53%	(401)	751
Age: 65+	15%	(64)	29%	(128)	56%	(245)	436
GenZers: 1997-2012	34%	(97)	27%	(78)	39%	(112)	287
Millennials: 1981-1996	28%	(149)	34%	(180)	39%	(207)	536
GenXers: 1965-1980	23%	(128)	28%	(152)	49%	(264)	543
Baby Boomers: 1946-1964	16%	(125)	29%	(226)	54%	(418)	769
PID: Dem (no lean)	23%	(191)	32%	(261)	45%	(369)	820
PID: Ind (no lean)	21%	(144)	25%	(175)	54%	(369)	688
PID: Rep (no lean)	24%	(169)	32%	(218)	44%	(306)	693
PID/Gender: Dem Men	23%	(76)	33%	(111)	44%	(148)	336
PID/Gender: Dem Women	24%	(114)	31%	(150)	45%	(220)	484
PID/Gender: Ind Men	19%	(67)	26%	(91)	55%	(192)	349
PID/Gender: Ind Women	23%	(77)	25%	(84)	52%	(177)	338
PID/Gender: Rep Men	25%	(94)	32%	(122)	43%	(162)	377
PID/Gender: Rep Women	24%	(76)	31%	(97)	45%	(144)	316
Ideo: Liberal (1-3)	26%	(166)	34%	(218)	40%	(255)	639
Ideo: Moderate (4)	21%	(128)	31%	(187)	48%	(289)	604
Ideo: Conservative (5-7)	23%	(170)	26%	(191)	51%	(382)	743
Educ: < College	24%	(357)	27%	(415)	49%	(741)	1513
Educ: Bachelors degree	19%	(85)	36%	(160)	45%	(199)	444
Educ: Post-grad	25%	(61)	32%	(79)	42%	(104)	244
Income: Under 50k	22%	(258)	25%	(286)	53%	(607)	1151
Income: 50k-100k	24%	(173)	34%	(244)	42%	(299)	716
Income: 100k+	22%	(72)	37%	(125)	41%	(137)	334
Ethnicity: White	21%	(369)	29%	(506)	49%	(847)	1723
Ethnicity: Hispanic	22%	(77)	35%	(123)	43%	(150)	350

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
Adults	23%	(504)	30%	(654)	47%	(1043)	2201
Ethnicity: Afr. Am.	30%	(82)	29%	(79)	42%	(114)	274
Ethnicity: Other	26%	(53)	34%	(69)	40%	(82)	204
All Christian	23%	(235)	30%	(316)	47%	(493)	1044
All Non-Christian	30%	(34)	30%	(33)	40%	(44)	111
Atheist	21%	(22)	27%	(29)	52%	(55)	106
Agnostic/Nothing in particular	23%	(213)	29%	(276)	48%	(451)	940
Religious Non-Protestant/Catholic	29%	(43)	31%	(45)	40%	(59)	146
Evangelical	21%	(122)	32%	(184)	46%	(265)	570
Non-Evangelical	23%	(181)	30%	(242)	47%	(376)	799
Community: Urban	25%	(144)	27%	(156)	48%	(281)	581
Community: Suburban	23%	(253)	31%	(336)	46%	(503)	1092
Community: Rural	20%	(107)	31%	(162)	49%	(259)	528
Employ: Private Sector	24%	(162)	34%	(231)	42%	(284)	677
Employ: Government	27%	(28)	32%	(33)	40%	(41)	102
Employ: Self-Employed	21%	(31)	34%	(51)	46%	(69)	152
Employ: Homemaker	22%	(36)	24%	(39)	53%	(85)	161
Employ: Retired	18%	(90)	24%	(121)	58%	(289)	500
Employ: Unemployed	31%	(89)	27%	(77)	43%	(124)	290
Employ: Other	17%	(28)	31%	(49)	52%	(82)	159
Military HH: Yes	20%	(67)	28%	(92)	52%	(174)	332
Military HH: No	23%	(437)	30%	(562)	47%	(870)	1869
RD/WT: Right Direction	25%	(195)	28%	(219)	46%	(360)	774
RD/WT: Wrong Track	22%	(309)	30%	(434)	48%	(684)	1427
Trump Job Approve	24%	(224)	28%	(262)	47%	(440)	927
Trump Job Disapprove	22%	(256)	31%	(364)	47%	(547)	1167
Trump Job Strongly Approve	26%	(132)	28%	(144)	47%	(241)	516
Trump Job Somewhat Approve	23%	(93)	29%	(119)	48%	(199)	410
Trump Job Somewhat Disapprove	17%	(44)	36%	(96)	47%	(124)	264
Trump Job Strongly Disapprove	23%	(211)	30%	(269)	47%	(422)	902

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
Adults	23%	(504)	30%	(654)	47%	(1043)	2201
Favorable of Trump	23%	(213)	29%	(263)	48%	(433)	909
Unfavorable of Trump	22%	(263)	31%	(363)	47%	(547)	1172
Very Favorable of Trump	26%	(135)	28%	(143)	46%	(236)	515
Somewhat Favorable of Trump	20%	(77)	30%	(120)	50%	(197)	394
Somewhat Unfavorable of Trump	21%	(43)	31%	(63)	47%	(94)	199
Very Unfavorable of Trump	23%	(220)	31%	(300)	47%	(453)	973
#1 Issue: Economy	25%	(189)	31%	(234)	44%	(333)	755
#1 Issue: Security	25%	(60)	24%	(56)	51%	(122)	238
#1 Issue: Health Care	18%	(86)	33%	(154)	49%	(227)	468
#1 Issue: Medicare / Social Security	21%	(66)	28%	(86)	51%	(155)	307
#1 Issue: Women's Issues	31%	(36)	29%	(34)	39%	(45)	114
#1 Issue: Education	19%	(25)	29%	(37)	52%	(67)	129
#1 Issue: Energy	27%	(18)	33%	(22)	40%	(26)	67
#1 Issue: Other	20%	(24)	25%	(31)	55%	(67)	122
2018 House Vote: Democrat	21%	(154)	34%	(250)	45%	(329)	733
2018 House Vote: Republican	25%	(163)	28%	(186)	47%	(304)	654
2018 House Vote: Someone else	17%	(12)	34%	(24)	50%	(35)	71
2016 Vote: Hillary Clinton	19%	(127)	36%	(240)	45%	(297)	664
2016 Vote: Donald Trump	24%	(175)	28%	(202)	48%	(341)	718
2016 Vote: Other	19%	(29)	28%	(42)	53%	(79)	150
2016 Vote: Didn't Vote	26%	(173)	25%	(169)	49%	(325)	666
Voted in 2014: Yes	22%	(281)	32%	(410)	47%	(602)	1293
Voted in 2014: No	24%	(222)	27%	(244)	49%	(441)	908
2012 Vote: Barack Obama	21%	(166)	33%	(263)	46%	(371)	800
2012 Vote: Mitt Romney	23%	(122)	28%	(147)	49%	(259)	529
2012 Vote: Other	13%	(11)	27%	(22)	60%	(49)	83
2012 Vote: Didn't Vote	26%	(204)	28%	(220)	46%	(361)	785

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
Adults	23%	(504)	30%	(654)	47%	(1043)	2201
4-Region: Northeast	25%	(97)	30%	(118)	45%	(179)	394
4-Region: Midwest	23%	(108)	28%	(129)	49%	(226)	462
4-Region: South	24%	(201)	29%	(237)	47%	(386)	825
4-Region: West	19%	(98)	33%	(170)	48%	(252)	520
Sports fan	25%	(342)	32%	(449)	43%	(600)	1391
Traveled outside of U.S. in past year 1+ times	32%	(141)	35%	(151)	33%	(144)	436
Frequent Flyer	33%	(83)	35%	(87)	32%	(81)	251

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
Adults	27%	(585)	33%	(735)	40%	(881)	2201
Gender: Male	26%	(281)	34%	(359)	40%	(422)	1062
Gender: Female	27%	(304)	33%	(376)	40%	(459)	1139
Age: 18-34	26%	(173)	35%	(232)	38%	(251)	655
Age: 35-44	32%	(115)	36%	(128)	32%	(115)	358
Age: 45-64	26%	(193)	32%	(239)	42%	(318)	751
Age: 65+	24%	(104)	31%	(136)	45%	(197)	436
GenZers: 1997-2012	25%	(71)	42%	(120)	34%	(97)	287
Millennials: 1981-1996	30%	(160)	32%	(172)	38%	(204)	536
GenXers: 1965-1980	30%	(164)	31%	(166)	39%	(213)	543
Baby Boomers: 1946-1964	23%	(176)	33%	(257)	44%	(336)	769
PID: Dem (no lean)	27%	(224)	38%	(310)	35%	(287)	820
PID: Ind (no lean)	24%	(167)	30%	(205)	46%	(315)	688
PID: Rep (no lean)	28%	(194)	32%	(220)	40%	(279)	693
PID/Gender: Dem Men	27%	(90)	41%	(137)	32%	(109)	336
PID/Gender: Dem Women	28%	(134)	36%	(173)	37%	(178)	484
PID/Gender: Ind Men	24%	(82)	29%	(103)	47%	(164)	349
PID/Gender: Ind Women	25%	(85)	30%	(102)	45%	(151)	338
PID/Gender: Rep Men	29%	(109)	31%	(119)	40%	(149)	377
PID/Gender: Rep Women	27%	(85)	32%	(101)	41%	(130)	316
Ideo: Liberal (1-3)	31%	(196)	36%	(232)	33%	(210)	639
Ideo: Moderate (4)	29%	(177)	34%	(206)	37%	(221)	604
Ideo: Conservative (5-7)	23%	(173)	31%	(234)	45%	(336)	743
Educ: < College	26%	(400)	32%	(479)	42%	(634)	1513
Educ: Bachelors degree	26%	(114)	39%	(174)	35%	(155)	444
Educ: Post-grad	29%	(71)	33%	(81)	38%	(92)	244
Income: Under 50k	26%	(294)	31%	(358)	43%	(498)	1151
Income: 50k-100k	28%	(198)	36%	(255)	37%	(264)	716
Income: 100k+	28%	(93)	36%	(122)	36%	(119)	334
Ethnicity: White	25%	(438)	33%	(575)	41%	(709)	1723
Ethnicity: Hispanic	25%	(87)	36%	(125)	39%	(137)	350

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
Adults	27%	(585)	33%	(735)	40%	(881)	2201
Ethnicity: Afr. Am.	33%	(90)	31%	(84)	36%	(100)	274
Ethnicity: Other	28%	(57)	37%	(75)	35%	(72)	204
All Christian	28%	(297)	34%	(356)	37%	(391)	1044
All Non-Christian	31%	(34)	33%	(37)	36%	(40)	111
Atheist	18%	(19)	35%	(37)	46%	(49)	106
Agnostic/Nothing in particular	25%	(235)	32%	(304)	43%	(401)	940
Religious Non-Protestant/Catholic	27%	(40)	35%	(51)	38%	(56)	146
Evangelical	29%	(166)	32%	(183)	39%	(221)	570
Non-Evangelical	29%	(230)	34%	(270)	37%	(299)	799
Community: Urban	28%	(161)	32%	(188)	40%	(232)	581
Community: Suburban	26%	(281)	34%	(373)	40%	(438)	1092
Community: Rural	27%	(143)	33%	(174)	40%	(212)	528
Employ: Private Sector	31%	(211)	32%	(220)	36%	(246)	677
Employ: Government	21%	(22)	43%	(44)	36%	(37)	102
Employ: Self-Employed	28%	(42)	30%	(45)	43%	(65)	152
Employ: Homemaker	24%	(39)	31%	(49)	45%	(72)	161
Employ: Retired	23%	(115)	34%	(168)	43%	(216)	500
Employ: Unemployed	26%	(76)	33%	(96)	41%	(118)	290
Employ: Other	21%	(33)	33%	(52)	47%	(74)	159
Military HH: Yes	25%	(84)	33%	(111)	41%	(137)	332
Military HH: No	27%	(500)	33%	(624)	40%	(744)	1869
RD/WT: Right Direction	28%	(218)	30%	(235)	42%	(321)	774
RD/WT: Wrong Track	26%	(367)	35%	(500)	39%	(560)	1427
Trump Job Approve	26%	(238)	32%	(294)	43%	(395)	927
Trump Job Disapprove	28%	(324)	35%	(403)	38%	(440)	1167
Trump Job Strongly Approve	29%	(147)	29%	(148)	43%	(221)	516
Trump Job Somewhat Approve	22%	(91)	36%	(146)	42%	(173)	410
Trump Job Somewhat Disapprove	24%	(64)	39%	(102)	37%	(98)	264
Trump Job Strongly Disapprove	29%	(259)	33%	(300)	38%	(343)	902

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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
Adults	27%	(585)	33%	(735)	40%	(881)	2201
Favorable of Trump	27%	(246)	31%	(281)	42%	(382)	909
Unfavorable of Trump	27%	(312)	36%	(426)	37%	(434)	1172
Very Favorable of Trump	29%	(151)	28%	(144)	43%	(219)	515
Somewhat Favorable of Trump	24%	(95)	35%	(137)	41%	(163)	394
Somewhat Unfavorable of Trump	22%	(43)	39%	(77)	40%	(79)	199
Very Unfavorable of Trump	28%	(269)	36%	(348)	37%	(355)	973
#1 Issue: Economy	27%	(202)	35%	(267)	38%	(286)	755
#1 Issue: Security	23%	(56)	29%	(69)	48%	(113)	238
#1 Issue: Health Care	29%	(136)	33%	(155)	38%	(177)	468
#1 Issue: Medicare / Social Security	28%	(85)	33%	(100)	40%	(122)	307
#1 Issue: Women's Issues	24%	(28)	36%	(42)	39%	(45)	114
#1 Issue: Education	26%	(33)	29%	(37)	45%	(59)	129
#1 Issue: Energy	30%	(20)	38%	(25)	32%	(22)	67
#1 Issue: Other	20%	(25)	32%	(39)	47%	(58)	122
2018 House Vote: Democrat	27%	(200)	39%	(286)	34%	(247)	733
2018 House Vote: Republican	29%	(189)	31%	(202)	40%	(263)	654
2018 House Vote: Someone else	19%	(13)	38%	(27)	43%	(31)	71
2016 Vote: Hillary Clinton	28%	(184)	39%	(262)	33%	(219)	664
2016 Vote: Donald Trump	28%	(200)	31%	(222)	41%	(296)	718
2016 Vote: Other	21%	(32)	33%	(50)	45%	(68)	150
2016 Vote: Didn't Vote	25%	(169)	30%	(200)	45%	(298)	666
Voted in 2014: Yes	28%	(357)	34%	(445)	38%	(491)	1293
Voted in 2014: No	25%	(228)	32%	(290)	43%	(390)	908
2012 Vote: Barack Obama	29%	(232)	36%	(290)	35%	(279)	800
2012 Vote: Mitt Romney	24%	(125)	32%	(167)	45%	(237)	529
2012 Vote: Other	21%	(18)	27%	(23)	51%	(42)	83
2012 Vote: Didn't Vote	27%	(210)	32%	(254)	41%	(320)	785

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
Adults	27%	(585)	33%	(735)	40%	(881)	2201
4-Region: Northeast	29%	(115)	33%	(131)	38%	(148)	394
4-Region: Midwest	23%	(108)	36%	(165)	41%	(189)	462
4-Region: South	30%	(244)	32%	(265)	38%	(316)	825
4-Region: West	23%	(118)	34%	(174)	44%	(228)	520
Sports fan	30%	(417)	34%	(470)	36%	(504)	1391
Traveled outside of U.S. in past year 1+ times	33%	(143)	37%	(160)	31%	(134)	436
Frequent Flyer	32%	(81)	36%	(90)	32%	(80)	251

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
Adults	55%	(1218)	32%	(709)	5%	(115)	7%	(159)	2201
Gender: Male	51%	(539)	34%	(358)	7%	(72)	9%	(93)	1062
Gender: Female	60%	(679)	31%	(352)	4%	(43)	6%	(66)	1139
Age: 18-34	53%	(349)	31%	(206)	6%	(37)	10%	(63)	655
Age: 35-44	52%	(185)	36%	(128)	7%	(24)	6%	(20)	358
Age: 45-64	55%	(411)	33%	(248)	5%	(39)	7%	(53)	751
Age: 65+	62%	(273)	29%	(127)	3%	(14)	5%	(23)	436
GenZers: 1997-2012	55%	(159)	31%	(89)	4%	(13)	9%	(26)	287
Millennials: 1981-1996	51%	(273)	33%	(179)	7%	(36)	9%	(48)	536
GenXers: 1965-1980	57%	(308)	30%	(163)	6%	(33)	7%	(39)	543
Baby Boomers: 1946-1964	56%	(433)	34%	(260)	4%	(33)	6%	(43)	769
PID: Dem (no lean)	60%	(494)	27%	(224)	6%	(46)	7%	(56)	820
PID: Ind (no lean)	52%	(360)	32%	(220)	6%	(39)	10%	(68)	688
PID: Rep (no lean)	52%	(363)	38%	(265)	4%	(30)	5%	(35)	693
PID/Gender: Dem Men	58%	(194)	26%	(86)	9%	(29)	8%	(27)	336
PID/Gender: Dem Women	62%	(300)	29%	(138)	3%	(17)	6%	(29)	484
PID/Gender: Ind Men	47%	(163)	34%	(120)	7%	(25)	12%	(42)	349
PID/Gender: Ind Women	58%	(198)	30%	(101)	4%	(14)	8%	(26)	338
PID/Gender: Rep Men	48%	(182)	40%	(152)	5%	(18)	6%	(24)	377
PID/Gender: Rep Women	57%	(181)	36%	(112)	4%	(12)	4%	(11)	316
Ideo: Liberal (1-3)	60%	(385)	30%	(189)	5%	(32)	5%	(33)	639
Ideo: Moderate (4)	54%	(324)	34%	(208)	4%	(24)	8%	(48)	604
Ideo: Conservative (5-7)	55%	(410)	34%	(253)	6%	(47)	5%	(34)	743
Educ: < College	56%	(848)	31%	(475)	4%	(66)	8%	(123)	1513
Educ: Bachelors degree	54%	(241)	33%	(145)	8%	(36)	5%	(23)	444
Educ: Post-grad	53%	(128)	37%	(89)	5%	(13)	6%	(14)	244
Income: Under 50k	55%	(631)	31%	(354)	5%	(59)	9%	(108)	1151
Income: 50k-100k	57%	(405)	34%	(242)	5%	(34)	5%	(36)	716
Income: 100k+	55%	(182)	34%	(114)	7%	(22)	5%	(15)	334
Ethnicity: White	55%	(947)	33%	(572)	5%	(90)	7%	(113)	1723

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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
Adults	55%	(1218)	32%	(709)	5%	(115)	7%	(159)	2201
Ethnicity: Hispanic	59%	(205)	29%	(103)	5%	(19)	7%	(24)	350
Ethnicity: Afr. Am.	60%	(166)	26%	(71)	4%	(12)	9%	(26)	274
Ethnicity: Other	52%	(105)	32%	(66)	6%	(12)	10%	(20)	204
All Christian	57%	(599)	33%	(342)	5%	(50)	5%	(53)	1044
All Non-Christian	50%	(55)	33%	(36)	12%	(14)	5%	(6)	111
Atheist	52%	(55)	30%	(32)	6%	(6)	13%	(13)	106
Agnostic/Nothing in particular	54%	(509)	32%	(300)	5%	(44)	9%	(87)	940
Religious Non-Protestant/Catholic	47%	(69)	35%	(51)	12%	(18)	5%	(8)	146
Evangelical	58%	(330)	31%	(179)	5%	(28)	6%	(34)	570
Non-Evangelical	59%	(468)	31%	(249)	4%	(30)	7%	(52)	799
Community: Urban	55%	(322)	30%	(177)	6%	(32)	9%	(50)	581
Community: Suburban	56%	(609)	32%	(351)	5%	(58)	7%	(72)	1092
Community: Rural	54%	(287)	34%	(181)	5%	(24)	7%	(36)	528
Employ: Private Sector	51%	(347)	38%	(257)	5%	(36)	5%	(36)	677
Employ: Government	55%	(56)	31%	(32)	5%	(5)	8%	(9)	102
Employ: Self-Employed	61%	(93)	29%	(44)	7%	(10)	4%	(6)	152
Employ: Homemaker	59%	(95)	30%	(48)	6%	(9)	5%	(8)	161
Employ: Retired	57%	(284)	32%	(160)	4%	(20)	7%	(35)	500
Employ: Unemployed	56%	(163)	30%	(88)	5%	(15)	8%	(23)	290
Employ: Other	53%	(84)	22%	(35)	6%	(10)	19%	(30)	159
Military HH: Yes	59%	(195)	33%	(108)	4%	(14)	4%	(15)	332
Military HH: No	55%	(1023)	32%	(601)	5%	(101)	8%	(144)	1869
RD/WT: Right Direction	51%	(394)	37%	(288)	5%	(42)	6%	(49)	774
RD/WT: Wrong Track	58%	(824)	30%	(421)	5%	(72)	8%	(110)	1427
Trump Job Approve	52%	(479)	37%	(339)	5%	(50)	6%	(59)	927
Trump Job Disapprove	59%	(694)	29%	(339)	5%	(60)	6%	(75)	1167

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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
Adults	55%	(1218)	32%	(709)	5%	(115)	7%	(159)	2201
Trump Job Strongly Approve	56%	(288)	32%	(164)	5%	(26)	7%	(38)	516
Trump Job Somewhat Approve	47%	(191)	42%	(174)	6%	(24)	5%	(21)	410
Trump Job Somewhat Disapprove	48%	(126)	39%	(104)	6%	(17)	7%	(17)	264
Trump Job Strongly Disapprove	63%	(568)	26%	(234)	5%	(43)	6%	(57)	902
Favorable of Trump	53%	(481)	35%	(319)	6%	(52)	6%	(58)	909
Unfavorable of Trump	60%	(697)	30%	(352)	5%	(57)	6%	(66)	1172
Very Favorable of Trump	56%	(288)	32%	(163)	6%	(30)	6%	(33)	515
Somewhat Favorable of Trump	49%	(192)	40%	(156)	5%	(21)	6%	(25)	394
Somewhat Unfavorable of Trump	51%	(101)	38%	(76)	5%	(9)	6%	(13)	199
Very Unfavorable of Trump	61%	(596)	28%	(276)	5%	(47)	5%	(53)	973
#1 Issue: Economy	56%	(422)	33%	(249)	5%	(41)	6%	(44)	755
#1 Issue: Security	46%	(109)	41%	(98)	4%	(9)	9%	(22)	238
#1 Issue: Health Care	58%	(270)	30%	(142)	6%	(28)	6%	(29)	468
#1 Issue: Medicare / Social Security	58%	(179)	30%	(92)	4%	(12)	8%	(25)	307
#1 Issue: Women's Issues	64%	(73)	24%	(28)	1%	(2)	10%	(12)	114
#1 Issue: Education	48%	(62)	32%	(41)	10%	(13)	10%	(13)	129
#1 Issue: Energy	56%	(37)	37%	(25)	5%	(4)	1%	(1)	67
#1 Issue: Other	54%	(65)	29%	(36)	6%	(7)	11%	(14)	122
2018 House Vote: Democrat	63%	(461)	27%	(196)	5%	(39)	5%	(37)	733
2018 House Vote: Republican	52%	(340)	39%	(256)	5%	(33)	4%	(25)	654
2018 House Vote: Someone else	55%	(39)	30%	(22)	4%	(3)	10%	(7)	71
2016 Vote: Hillary Clinton	60%	(400)	29%	(195)	5%	(37)	5%	(33)	664
2016 Vote: Donald Trump	54%	(391)	36%	(259)	4%	(30)	5%	(38)	718
2016 Vote: Other	53%	(80)	36%	(55)	6%	(9)	4%	(7)	150
2016 Vote: Didn't Vote	52%	(346)	30%	(200)	6%	(39)	12%	(82)	666
Voted in 2014: Yes	58%	(744)	33%	(421)	5%	(63)	5%	(65)	1293
Voted in 2014: No	52%	(474)	32%	(288)	6%	(51)	10%	(94)	908

Continued on next page

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
Adults	55%	(1218)	32%	(709)	5%	(115)	7%	(159)	2201
2012 Vote: Barack Obama	60%	(479)	31%	(246)	5%	(39)	4%	(36)	800
2012 Vote: Mitt Romney	51%	(268)	38%	(202)	5%	(25)	6%	(34)	529
2012 Vote: Other	53%	(44)	36%	(29)	4%	(3)	7%	(6)	83
2012 Vote: Didn't Vote	54%	(422)	29%	(231)	6%	(48)	11%	(84)	785
4-Region: Northeast	54%	(215)	32%	(127)	6%	(25)	7%	(28)	394
4-Region: Midwest	55%	(254)	34%	(155)	6%	(28)	5%	(25)	462
4-Region: South	59%	(484)	30%	(250)	4%	(31)	7%	(59)	825
4-Region: West	51%	(266)	34%	(177)	6%	(31)	9%	(47)	520
Sports fan	56%	(783)	32%	(447)	6%	(77)	6%	(84)	1391
Traveled outside of U.S. in past year 1+ times	50%	(217)	40%	(174)	5%	(24)	5%	(22)	436
Frequent Flyer	50%	(124)	35%	(89)	9%	(23)	6%	(15)	251

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
Adults	55%	(1203)	32%	(700)	6%	(130)	8%	(167)	2201
Gender: Male	50%	(529)	33%	(349)	8%	(83)	10%	(101)	1062
Gender: Female	59%	(674)	31%	(351)	4%	(47)	6%	(66)	1139
Age: 18-34	53%	(348)	30%	(195)	8%	(50)	9%	(62)	655
Age: 35-44	56%	(199)	32%	(113)	6%	(20)	7%	(25)	358
Age: 45-64	52%	(390)	35%	(259)	6%	(47)	7%	(55)	751
Age: 65+	61%	(266)	30%	(133)	3%	(13)	6%	(24)	436
GenZers: 1997-2012	56%	(160)	26%	(74)	11%	(31)	8%	(22)	287
Millennials: 1981-1996	52%	(278)	33%	(175)	6%	(30)	10%	(53)	536
GenXers: 1965-1980	53%	(290)	33%	(180)	6%	(30)	8%	(43)	543
Baby Boomers: 1946-1964	56%	(431)	33%	(253)	5%	(39)	6%	(46)	769
PID: Dem (no lean)	60%	(493)	28%	(232)	5%	(45)	6%	(51)	820
PID: Ind (no lean)	54%	(371)	30%	(208)	5%	(37)	10%	(72)	688
PID: Rep (no lean)	49%	(340)	38%	(261)	7%	(49)	6%	(44)	693
PID/Gender: Dem Men	57%	(191)	28%	(95)	7%	(23)	8%	(27)	336
PID/Gender: Dem Women	62%	(301)	28%	(137)	4%	(22)	5%	(25)	484
PID/Gender: Ind Men	46%	(160)	34%	(119)	7%	(26)	13%	(44)	349
PID/Gender: Ind Women	62%	(211)	26%	(89)	3%	(11)	8%	(28)	338
PID/Gender: Rep Men	47%	(178)	36%	(135)	9%	(34)	8%	(31)	377
PID/Gender: Rep Women	51%	(162)	40%	(125)	5%	(15)	4%	(14)	316
Ideo: Liberal (1-3)	64%	(407)	26%	(164)	6%	(35)	5%	(32)	639
Ideo: Moderate (4)	53%	(322)	34%	(205)	4%	(26)	8%	(50)	604
Ideo: Conservative (5-7)	50%	(373)	37%	(272)	8%	(58)	5%	(41)	743
Educ: < College	55%	(834)	30%	(461)	6%	(86)	9%	(132)	1513
Educ: Bachelors degree	54%	(241)	35%	(153)	6%	(28)	5%	(21)	444
Educ: Post-grad	52%	(128)	35%	(85)	7%	(17)	6%	(14)	244
Income: Under 50k	53%	(613)	30%	(346)	7%	(80)	10%	(112)	1151
Income: 50k-100k	56%	(399)	35%	(247)	5%	(33)	5%	(38)	716
Income: 100k+	58%	(192)	32%	(107)	5%	(17)	5%	(18)	334
Ethnicity: White	54%	(931)	33%	(572)	5%	(94)	7%	(125)	1723

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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
Adults	55%	(1203)	32%	(700)	6%	(130)	8%	(167)	2201
Ethnicity: Hispanic	56%	(197)	30%	(103)	5%	(18)	9%	(31)	350
Ethnicity: Afr. Am.	61%	(167)	23%	(64)	9%	(25)	7%	(18)	274
Ethnicity: Other	52%	(106)	31%	(64)	5%	(11)	12%	(24)	204
All Christian	56%	(581)	33%	(343)	6%	(63)	5%	(56)	1044
All Non-Christian	58%	(65)	25%	(27)	12%	(13)	5%	(6)	111
Atheist	57%	(60)	26%	(28)	2%	(2)	15%	(16)	106
Agnostic/Nothing in particular	53%	(497)	32%	(302)	6%	(52)	9%	(89)	940
Religious Non-Protestant/Catholic	56%	(82)	29%	(42)	10%	(15)	5%	(7)	146
Evangelical	57%	(324)	34%	(191)	4%	(22)	6%	(33)	570
Non-Evangelical	55%	(438)	32%	(254)	7%	(55)	7%	(53)	799
Community: Urban	54%	(316)	31%	(179)	8%	(44)	7%	(43)	581
Community: Suburban	55%	(603)	32%	(353)	5%	(58)	7%	(78)	1092
Community: Rural	54%	(285)	32%	(169)	5%	(28)	9%	(47)	528
Employ: Private Sector	53%	(356)	36%	(244)	5%	(35)	6%	(41)	677
Employ: Government	66%	(67)	23%	(24)	4%	(4)	8%	(8)	102
Employ: Self-Employed	52%	(80)	30%	(45)	11%	(17)	6%	(10)	152
Employ: Homemaker	56%	(89)	32%	(52)	6%	(10)	5%	(9)	161
Employ: Retired	55%	(275)	33%	(167)	4%	(20)	7%	(37)	500
Employ: Unemployed	58%	(169)	25%	(72)	10%	(28)	7%	(21)	290
Employ: Other	53%	(83)	24%	(39)	4%	(6)	19%	(30)	159
Military HH: Yes	59%	(197)	31%	(102)	5%	(15)	5%	(18)	332
Military HH: No	54%	(1007)	32%	(598)	6%	(115)	8%	(149)	1869
RD/WT: Right Direction	47%	(362)	38%	(297)	8%	(60)	7%	(56)	774
RD/WT: Wrong Track	59%	(842)	28%	(404)	5%	(71)	8%	(111)	1427
Trump Job Approve	49%	(457)	38%	(348)	6%	(56)	7%	(66)	927
Trump Job Disapprove	60%	(699)	28%	(330)	6%	(67)	6%	(70)	1167

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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
Adults	55%	(1203)	32%	(700)	6%	(130)	8%	(167)	2201
Trump Job Strongly Approve	51%	(264)	34%	(178)	7%	(37)	7%	(38)	516
Trump Job Somewhat Approve	47%	(193)	41%	(170)	5%	(19)	7%	(28)	410
Trump Job Somewhat Disapprove	46%	(122)	37%	(99)	12%	(32)	4%	(12)	264
Trump Job Strongly Disapprove	64%	(578)	26%	(231)	4%	(35)	6%	(58)	902
Favorable of Trump	50%	(455)	36%	(326)	7%	(64)	7%	(64)	909
Unfavorable of Trump	60%	(705)	29%	(338)	5%	(62)	6%	(67)	1172
Very Favorable of Trump	53%	(273)	33%	(169)	8%	(44)	6%	(29)	515
Somewhat Favorable of Trump	46%	(182)	40%	(157)	5%	(21)	9%	(35)	394
Somewhat Unfavorable of Trump	49%	(98)	37%	(73)	7%	(15)	7%	(13)	199
Very Unfavorable of Trump	62%	(607)	27%	(265)	5%	(47)	6%	(54)	973
#1 Issue: Economy	53%	(400)	35%	(268)	6%	(44)	6%	(44)	755
#1 Issue: Security	46%	(109)	36%	(85)	9%	(22)	9%	(21)	238
#1 Issue: Health Care	59%	(277)	29%	(133)	5%	(24)	7%	(34)	468
#1 Issue: Medicare / Social Security	58%	(178)	30%	(93)	3%	(11)	8%	(26)	307
#1 Issue: Women's Issues	60%	(68)	25%	(29)	6%	(7)	9%	(10)	114
#1 Issue: Education	48%	(61)	30%	(39)	12%	(15)	11%	(14)	129
#1 Issue: Energy	56%	(37)	32%	(21)	4%	(3)	8%	(5)	67
#1 Issue: Other	60%	(73)	26%	(32)	4%	(5)	10%	(13)	122
2018 House Vote: Democrat	63%	(464)	27%	(201)	5%	(33)	5%	(34)	733
2018 House Vote: Republican	49%	(324)	37%	(245)	8%	(51)	5%	(35)	654
2018 House Vote: Someone else	60%	(43)	26%	(19)	5%	(3)	9%	(7)	71
2016 Vote: Hillary Clinton	61%	(403)	30%	(201)	5%	(33)	4%	(27)	664
2016 Vote: Donald Trump	53%	(379)	35%	(250)	6%	(44)	6%	(45)	718
2016 Vote: Other	62%	(93)	28%	(42)	4%	(6)	6%	(9)	150
2016 Vote: Didn't Vote	49%	(327)	31%	(207)	7%	(47)	13%	(85)	666
Voted in 2014: Yes	58%	(746)	32%	(413)	5%	(66)	5%	(68)	1293
Voted in 2014: No	50%	(458)	32%	(287)	7%	(64)	11%	(99)	908

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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
Adults	55%	(1203)	32%	(700)	6%	(130)	8%	(167)	2201
2012 Vote: Barack Obama	61%	(487)	31%	(244)	4%	(33)	4%	(35)	800
2012 Vote: Mitt Romney	50%	(262)	36%	(192)	7%	(38)	7%	(37)	529
2012 Vote: Other	64%	(53)	27%	(22)	2%	(2)	7%	(6)	83
2012 Vote: Didn't Vote	51%	(397)	31%	(242)	7%	(58)	11%	(89)	785
4-Region: Northeast	52%	(205)	35%	(136)	6%	(24)	7%	(28)	394
4-Region: Midwest	56%	(258)	32%	(147)	7%	(30)	6%	(27)	462
4-Region: South	57%	(467)	30%	(250)	5%	(43)	8%	(64)	825
4-Region: West	52%	(273)	32%	(166)	6%	(33)	9%	(48)	520
Sports fan	55%	(770)	32%	(450)	7%	(92)	6%	(79)	1391
Traveled outside of U.S. in past year 1+ times	53%	(231)	35%	(153)	6%	(27)	6%	(25)	436
Frequent Flyer	56%	(140)	31%	(79)	7%	(18)	6%	(15)	251

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
Adults	44%	(978)	37%	(825)	9%	(195)	9%	(203)	2201
Gender: Male	41%	(436)	37%	(392)	11%	(117)	11%	(117)	1062
Gender: Female	48%	(541)	38%	(433)	7%	(78)	8%	(86)	1139
Age: 18-34	46%	(300)	35%	(229)	9%	(61)	10%	(65)	655
Age: 35-44	43%	(153)	42%	(149)	7%	(26)	8%	(30)	358
Age: 45-64	43%	(321)	37%	(278)	10%	(74)	10%	(78)	751
Age: 65+	47%	(204)	39%	(168)	8%	(34)	7%	(30)	436
GenZers: 1997-2012	52%	(150)	32%	(91)	9%	(25)	7%	(21)	287
Millennials: 1981-1996	42%	(223)	39%	(210)	8%	(44)	11%	(59)	536
GenXers: 1965-1980	43%	(233)	37%	(202)	10%	(53)	10%	(54)	543
Baby Boomers: 1946-1964	44%	(336)	39%	(299)	9%	(70)	8%	(64)	769
PID: Dem (no lean)	52%	(423)	34%	(282)	6%	(53)	8%	(62)	820
PID: Ind (no lean)	40%	(277)	38%	(261)	9%	(62)	13%	(88)	688
PID: Rep (no lean)	40%	(278)	41%	(282)	12%	(81)	8%	(53)	693
PID/Gender: Dem Men	51%	(170)	33%	(109)	8%	(26)	9%	(30)	336
PID/Gender: Dem Women	52%	(253)	36%	(173)	6%	(27)	7%	(32)	484
PID/Gender: Ind Men	37%	(129)	38%	(131)	10%	(34)	16%	(54)	349
PID/Gender: Ind Women	44%	(148)	38%	(129)	8%	(27)	10%	(34)	338
PID/Gender: Rep Men	36%	(137)	40%	(151)	15%	(57)	9%	(32)	377
PID/Gender: Rep Women	45%	(141)	41%	(131)	8%	(24)	7%	(21)	316
Ideo: Liberal (1-3)	54%	(345)	32%	(206)	7%	(43)	7%	(45)	639
Ideo: Moderate (4)	42%	(256)	40%	(240)	9%	(52)	9%	(56)	604
Ideo: Conservative (5-7)	41%	(302)	40%	(301)	12%	(87)	7%	(54)	743
Educ: < College	46%	(691)	36%	(546)	8%	(120)	10%	(156)	1513
Educ: Bachelors degree	43%	(191)	39%	(172)	11%	(48)	7%	(32)	444
Educ: Post-grad	39%	(96)	44%	(106)	11%	(27)	6%	(15)	244
Income: Under 50k	45%	(514)	36%	(414)	8%	(97)	11%	(126)	1151
Income: 50k-100k	46%	(329)	38%	(276)	9%	(61)	7%	(50)	716
Income: 100k+	40%	(135)	41%	(135)	11%	(37)	8%	(27)	334
Ethnicity: White	44%	(751)	38%	(650)	10%	(167)	9%	(155)	1723

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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
Adults	44%	(978)	37%	(825)	9%	(195)	9%	(203)	2201
Ethnicity: Hispanic	46%	(161)	36%	(125)	10%	(35)	8%	(29)	350
Ethnicity: Afr. Am.	51%	(140)	33%	(91)	7%	(19)	9%	(24)	274
Ethnicity: Other	43%	(87)	41%	(84)	4%	(9)	12%	(24)	204
All Christian	46%	(482)	37%	(386)	10%	(102)	7%	(74)	1044
All Non-Christian	47%	(52)	32%	(35)	16%	(18)	5%	(5)	111
Atheist	45%	(48)	37%	(39)	5%	(5)	14%	(15)	106
Agnostic/Nothing in particular	42%	(396)	39%	(364)	7%	(70)	12%	(110)	940
Religious Non-Protestant/Catholic	43%	(63)	38%	(55)	14%	(21)	5%	(7)	146
Evangelical	42%	(240)	42%	(238)	8%	(45)	8%	(48)	570
Non-Evangelical	50%	(396)	33%	(264)	9%	(72)	8%	(67)	799
Community: Urban	45%	(262)	37%	(213)	9%	(50)	10%	(57)	581
Community: Suburban	43%	(472)	39%	(431)	9%	(96)	8%	(92)	1092
Community: Rural	46%	(244)	34%	(181)	9%	(48)	10%	(54)	528
Employ: Private Sector	43%	(290)	39%	(262)	11%	(71)	8%	(53)	677
Employ: Government	41%	(42)	36%	(37)	11%	(11)	12%	(13)	102
Employ: Self-Employed	41%	(63)	41%	(63)	9%	(14)	9%	(13)	152
Employ: Homemaker	38%	(61)	45%	(73)	8%	(12)	9%	(14)	161
Employ: Retired	45%	(227)	37%	(186)	8%	(41)	9%	(46)	500
Employ: Unemployed	48%	(138)	38%	(110)	7%	(20)	8%	(22)	290
Employ: Other	43%	(68)	30%	(47)	9%	(14)	19%	(30)	159
Military HH: Yes	43%	(143)	39%	(128)	10%	(32)	9%	(29)	332
Military HH: No	45%	(835)	37%	(696)	9%	(164)	9%	(174)	1869
RD/WT: Right Direction	38%	(294)	43%	(332)	11%	(82)	9%	(67)	774
RD/WT: Wrong Track	48%	(684)	35%	(493)	8%	(114)	10%	(136)	1427
Trump Job Approve	39%	(360)	41%	(380)	10%	(93)	10%	(93)	927
Trump Job Disapprove	50%	(580)	35%	(411)	8%	(94)	7%	(81)	1167

Continued on next page

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
Adults	44%	(978)	37%	(825)	9%	(195)	9%	(203)	2201
Trump Job Strongly Approve	42%	(218)	39%	(202)	8%	(43)	10%	(54)	516
Trump Job Somewhat Approve	35%	(143)	43%	(178)	12%	(50)	10%	(40)	410
Trump Job Somewhat Disapprove	38%	(100)	44%	(117)	13%	(34)	5%	(13)	264
Trump Job Strongly Disapprove	53%	(479)	33%	(294)	7%	(60)	8%	(68)	902
Favorable of Trump	41%	(368)	39%	(356)	11%	(97)	10%	(88)	909
Unfavorable of Trump	49%	(573)	36%	(426)	8%	(97)	6%	(76)	1172
Very Favorable of Trump	43%	(222)	38%	(197)	10%	(52)	9%	(44)	515
Somewhat Favorable of Trump	37%	(146)	40%	(159)	11%	(45)	11%	(44)	394
Somewhat Unfavorable of Trump	35%	(69)	46%	(93)	12%	(24)	7%	(14)	199
Very Unfavorable of Trump	52%	(504)	34%	(333)	7%	(73)	6%	(62)	973
#1 Issue: Economy	44%	(336)	38%	(285)	9%	(71)	8%	(64)	755
#1 Issue: Security	33%	(78)	45%	(107)	8%	(20)	14%	(32)	238
#1 Issue: Health Care	47%	(220)	38%	(177)	8%	(39)	7%	(33)	468
#1 Issue: Medicare / Social Security	47%	(143)	35%	(106)	8%	(24)	11%	(34)	307
#1 Issue: Women's Issues	55%	(63)	35%	(41)	3%	(3)	7%	(8)	114
#1 Issue: Education	35%	(45)	37%	(47)	18%	(23)	11%	(14)	129
#1 Issue: Energy	58%	(39)	23%	(15)	16%	(10)	3%	(2)	67
#1 Issue: Other	44%	(54)	38%	(47)	5%	(6)	13%	(16)	122
2018 House Vote: Democrat	51%	(375)	35%	(257)	8%	(56)	6%	(45)	733
2018 House Vote: Republican	40%	(261)	40%	(262)	13%	(83)	7%	(49)	654
2018 House Vote: Someone else	45%	(32)	39%	(28)	3%	(2)	13%	(9)	71
2016 Vote: Hillary Clinton	51%	(340)	36%	(238)	7%	(46)	6%	(41)	664
2016 Vote: Donald Trump	40%	(291)	40%	(288)	11%	(77)	9%	(63)	718
2016 Vote: Other	36%	(54)	45%	(67)	13%	(20)	5%	(8)	150
2016 Vote: Didn't Vote	44%	(292)	35%	(231)	8%	(53)	14%	(91)	666
Voted in 2014: Yes	46%	(592)	38%	(490)	9%	(118)	7%	(93)	1293
Voted in 2014: No	42%	(385)	37%	(335)	9%	(77)	12%	(110)	908

Continued on next page

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
Adults	44%	(978)	37%	(825)	9%	(195)	9%	(203)	2201
2012 Vote: Barack Obama	49%	(396)	38%	(300)	7%	(56)	6%	(48)	800
2012 Vote: Mitt Romney	37%	(193)	41%	(218)	12%	(65)	10%	(53)	529
2012 Vote: Other	43%	(36)	41%	(34)	8%	(6)	8%	(7)	83
2012 Vote: Didn't Vote	44%	(348)	35%	(273)	9%	(68)	12%	(96)	785
4-Region: Northeast	45%	(176)	38%	(149)	8%	(33)	9%	(35)	394
4-Region: Midwest	42%	(196)	39%	(180)	12%	(55)	7%	(32)	462
4-Region: South	48%	(394)	36%	(295)	8%	(63)	9%	(72)	825
4-Region: West	41%	(211)	39%	(201)	9%	(45)	12%	(63)	520
Sports fan	45%	(631)	37%	(520)	9%	(129)	8%	(110)	1391
Traveled outside of U.S. in past year 1+ times	43%	(187)	43%	(189)	7%	(32)	6%	(27)	436
Frequent Flyer	45%	(112)	38%	(96)	10%	(25)	7%	(17)	251

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
Adults	53%	(1175)	33%	(729)	7%	(143)	7%	(154)	2201
Gender: Male	51%	(536)	32%	(345)	9%	(91)	8%	(90)	1062
Gender: Female	56%	(639)	34%	(384)	5%	(52)	6%	(64)	1139
Age: 18-34	56%	(365)	28%	(181)	9%	(57)	8%	(53)	655
Age: 35-44	52%	(186)	36%	(129)	5%	(19)	7%	(24)	358
Age: 45-64	50%	(378)	36%	(268)	6%	(47)	8%	(58)	751
Age: 65+	57%	(247)	34%	(150)	5%	(20)	4%	(19)	436
GenZers: 1997-2012	56%	(161)	27%	(76)	11%	(30)	7%	(19)	287
Millennials: 1981-1996	54%	(287)	31%	(168)	7%	(36)	8%	(45)	536
GenXers: 1965-1980	53%	(287)	34%	(186)	5%	(27)	8%	(43)	543
Baby Boomers: 1946-1964	52%	(400)	36%	(276)	6%	(48)	6%	(44)	769
PID: Dem (no lean)	57%	(465)	32%	(259)	6%	(45)	6%	(51)	820
PID: Ind (no lean)	53%	(361)	31%	(213)	7%	(50)	9%	(64)	688
PID: Rep (no lean)	50%	(349)	37%	(257)	7%	(48)	6%	(40)	693
PID/Gender: Dem Men	55%	(183)	30%	(100)	8%	(26)	8%	(26)	336
PID/Gender: Dem Women	58%	(282)	33%	(159)	4%	(19)	5%	(25)	484
PID/Gender: Ind Men	49%	(172)	31%	(108)	8%	(29)	11%	(40)	349
PID/Gender: Ind Women	56%	(189)	31%	(105)	6%	(21)	7%	(24)	338
PID/Gender: Rep Men	48%	(181)	36%	(137)	9%	(35)	6%	(24)	377
PID/Gender: Rep Women	53%	(168)	38%	(120)	4%	(12)	5%	(16)	316
Ideo: Liberal (1-3)	61%	(392)	28%	(178)	6%	(36)	5%	(33)	639
Ideo: Moderate (4)	51%	(306)	37%	(220)	6%	(35)	7%	(42)	604
Ideo: Conservative (5-7)	51%	(379)	36%	(265)	9%	(67)	4%	(33)	743
Educ: < College	55%	(831)	31%	(467)	6%	(94)	8%	(121)	1513
Educ: Bachelors degree	51%	(225)	38%	(168)	7%	(30)	5%	(20)	444
Educ: Post-grad	49%	(119)	38%	(94)	8%	(19)	5%	(12)	244
Income: Under 50k	54%	(617)	30%	(346)	7%	(86)	9%	(102)	1151
Income: 50k-100k	54%	(389)	36%	(260)	5%	(37)	4%	(30)	716
Income: 100k+	51%	(168)	37%	(123)	6%	(20)	7%	(22)	334
Ethnicity: White	52%	(901)	35%	(603)	6%	(103)	7%	(115)	1723

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
Adults	53%	(1175)	33%	(729)	7%	(143)	7%	(154)	2201
Ethnicity: Hispanic	62%	(217)	23%	(82)	8%	(29)	6%	(22)	350
Ethnicity: Afr. Am.	61%	(167)	23%	(63)	9%	(25)	7%	(20)	274
Ethnicity: Other	53%	(107)	31%	(63)	7%	(15)	9%	(19)	204
All Christian	54%	(565)	35%	(369)	6%	(62)	5%	(48)	1044
All Non-Christian	53%	(58)	31%	(34)	10%	(11)	7%	(7)	111
Atheist	51%	(54)	31%	(33)	4%	(5)	13%	(14)	106
Agnostic/Nothing in particular	53%	(498)	31%	(292)	7%	(66)	9%	(84)	940
Religious Non-Protestant/Catholic	50%	(74)	33%	(48)	11%	(16)	6%	(8)	146
Evangelical	55%	(316)	35%	(198)	4%	(24)	6%	(32)	570
Non-Evangelical	54%	(434)	33%	(265)	7%	(53)	6%	(48)	799
Community: Urban	55%	(318)	30%	(175)	8%	(45)	7%	(43)	581
Community: Suburban	53%	(580)	35%	(379)	6%	(62)	6%	(70)	1092
Community: Rural	52%	(277)	33%	(174)	7%	(37)	8%	(41)	528
Employ: Private Sector	51%	(346)	36%	(243)	7%	(45)	6%	(43)	677
Employ: Government	47%	(48)	36%	(37)	10%	(11)	6%	(7)	102
Employ: Self-Employed	56%	(85)	33%	(51)	8%	(12)	3%	(5)	152
Employ: Homemaker	55%	(88)	35%	(56)	6%	(9)	4%	(7)	161
Employ: Retired	52%	(262)	36%	(181)	5%	(24)	6%	(32)	500
Employ: Unemployed	60%	(173)	27%	(78)	6%	(19)	7%	(20)	290
Employ: Other	52%	(82)	24%	(38)	6%	(9)	19%	(30)	159
Military HH: Yes	58%	(193)	31%	(104)	5%	(17)	6%	(19)	332
Military HH: No	53%	(983)	33%	(625)	7%	(127)	7%	(135)	1869
RD/WT: Right Direction	50%	(389)	36%	(280)	8%	(59)	6%	(46)	774
RD/WT: Wrong Track	55%	(786)	31%	(449)	6%	(85)	8%	(107)	1427
Trump Job Approve	50%	(459)	38%	(351)	7%	(60)	6%	(56)	927
Trump Job Disapprove	57%	(670)	30%	(352)	6%	(74)	6%	(71)	1167

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
Adults	53%	(1175)	33%	(729)	7%	(143)	7%	(154)	2201
Trump Job Strongly Approve	51%	(261)	35%	(182)	8%	(40)	6%	(33)	516
Trump Job Somewhat Approve	48%	(199)	41%	(169)	5%	(20)	5%	(22)	410
Trump Job Somewhat Disapprove	51%	(134)	35%	(94)	9%	(24)	5%	(12)	264
Trump Job Strongly Disapprove	59%	(535)	29%	(258)	6%	(50)	7%	(59)	902
Favorable of Trump	51%	(460)	36%	(327)	7%	(66)	6%	(56)	909
Unfavorable of Trump	58%	(675)	31%	(362)	6%	(70)	6%	(65)	1172
Very Favorable of Trump	53%	(274)	32%	(166)	9%	(44)	6%	(31)	515
Somewhat Favorable of Trump	47%	(187)	41%	(161)	6%	(22)	6%	(25)	394
Somewhat Unfavorable of Trump	51%	(101)	37%	(74)	5%	(10)	7%	(14)	199
Very Unfavorable of Trump	59%	(574)	30%	(288)	6%	(60)	5%	(51)	973
#1 Issue: Economy	54%	(404)	34%	(259)	7%	(49)	6%	(43)	755
#1 Issue: Security	45%	(107)	35%	(82)	11%	(27)	9%	(22)	238
#1 Issue: Health Care	53%	(248)	36%	(168)	4%	(21)	7%	(32)	468
#1 Issue: Medicare / Social Security	59%	(180)	31%	(96)	3%	(10)	7%	(21)	307
#1 Issue: Women's Issues	61%	(70)	28%	(32)	4%	(5)	7%	(8)	114
#1 Issue: Education	50%	(64)	26%	(34)	15%	(19)	10%	(13)	129
#1 Issue: Energy	59%	(39)	27%	(18)	12%	(8)	2%	(2)	67
#1 Issue: Other	52%	(63)	33%	(40)	4%	(5)	11%	(14)	122
2018 House Vote: Democrat	59%	(429)	31%	(224)	6%	(47)	5%	(33)	733
2018 House Vote: Republican	51%	(335)	38%	(249)	7%	(43)	4%	(27)	654
2018 House Vote: Someone else	57%	(41)	30%	(22)	3%	(2)	9%	(7)	71
2016 Vote: Hillary Clinton	58%	(388)	31%	(203)	7%	(43)	5%	(30)	664
2016 Vote: Donald Trump	53%	(378)	37%	(263)	6%	(42)	5%	(35)	718
2016 Vote: Other	49%	(73)	42%	(62)	5%	(8)	4%	(6)	150
2016 Vote: Didn't Vote	50%	(336)	30%	(200)	7%	(49)	12%	(81)	666
Voted in 2014: Yes	55%	(709)	35%	(449)	6%	(74)	5%	(61)	1293
Voted in 2014: No	51%	(466)	31%	(280)	8%	(69)	10%	(92)	908

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
Adults	53%	(1175)	33%	(729)	7%	(143)	7%	(154)	2201
2012 Vote: Barack Obama	56%	(452)	33%	(264)	6%	(49)	4%	(36)	800
2012 Vote: Mitt Romney	51%	(267)	39%	(204)	5%	(28)	6%	(29)	529
2012 Vote: Other	52%	(43)	37%	(31)	3%	(2)	7%	(6)	83
2012 Vote: Didn't Vote	52%	(408)	29%	(230)	8%	(64)	11%	(83)	785
4-Region: Northeast	52%	(203)	33%	(129)	8%	(31)	8%	(30)	394
4-Region: Midwest	51%	(235)	36%	(165)	8%	(37)	5%	(25)	462
4-Region: South	58%	(479)	31%	(256)	4%	(37)	6%	(53)	825
4-Region: West	50%	(258)	34%	(179)	7%	(38)	9%	(45)	520
Sports fan	54%	(748)	33%	(465)	7%	(99)	6%	(78)	1391
Traveled outside of U.S. in past year 1+ times	54%	(237)	35%	(153)	6%	(25)	5%	(21)	436
Frequent Flyer	53%	(133)	32%	(80)	9%	(22)	6%	(15)	251

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
Adults	44%	(976)	39%	(868)	8%	(181)	8%	(176)	2201
Gender: Male	43%	(455)	38%	(407)	9%	(100)	10%	(101)	1062
Gender: Female	46%	(521)	41%	(461)	7%	(81)	7%	(75)	1139
Age: 18-34	40%	(262)	42%	(274)	9%	(62)	9%	(58)	655
Age: 35-44	50%	(177)	38%	(136)	6%	(22)	7%	(23)	358
Age: 45-64	43%	(321)	39%	(292)	9%	(71)	9%	(67)	751
Age: 65+	49%	(216)	38%	(166)	6%	(27)	6%	(28)	436
GenZers: 1997-2012	39%	(113)	43%	(123)	10%	(28)	8%	(24)	287
Millennials: 1981-1996	43%	(231)	40%	(214)	8%	(45)	9%	(46)	536
GenXers: 1965-1980	46%	(248)	38%	(207)	8%	(45)	8%	(42)	543
Baby Boomers: 1946-1964	46%	(355)	39%	(299)	8%	(61)	7%	(54)	769
PID: Dem (no lean)	49%	(399)	37%	(304)	7%	(56)	7%	(60)	820
PID: Ind (no lean)	40%	(274)	40%	(278)	10%	(69)	10%	(67)	688
PID: Rep (no lean)	44%	(303)	41%	(286)	8%	(56)	7%	(48)	693
PID/Gender: Dem Men	49%	(166)	34%	(113)	9%	(29)	8%	(29)	336
PID/Gender: Dem Women	48%	(234)	40%	(192)	6%	(27)	7%	(32)	484
PID/Gender: Ind Men	38%	(131)	40%	(140)	10%	(36)	12%	(41)	349
PID/Gender: Ind Women	42%	(143)	41%	(137)	10%	(32)	8%	(26)	338
PID/Gender: Rep Men	42%	(158)	41%	(154)	9%	(35)	8%	(31)	377
PID/Gender: Rep Women	46%	(145)	42%	(132)	7%	(22)	5%	(17)	316
Ideo: Liberal (1-3)	47%	(301)	39%	(252)	8%	(48)	6%	(37)	639
Ideo: Moderate (4)	43%	(261)	40%	(239)	8%	(46)	10%	(58)	604
Ideo: Conservative (5-7)	44%	(330)	40%	(300)	10%	(75)	5%	(39)	743
Educ: < College	46%	(696)	38%	(570)	7%	(108)	9%	(139)	1513
Educ: Bachelors degree	41%	(180)	42%	(187)	12%	(51)	6%	(25)	444
Educ: Post-grad	41%	(100)	45%	(110)	9%	(21)	5%	(12)	244
Income: Under 50k	45%	(521)	36%	(418)	8%	(92)	10%	(121)	1151
Income: 50k-100k	45%	(323)	41%	(296)	8%	(60)	5%	(37)	716
Income: 100k+	40%	(133)	46%	(155)	8%	(28)	5%	(18)	334
Ethnicity: White	44%	(752)	40%	(692)	9%	(147)	8%	(131)	1723

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
Adults	44%	(976)	39%	(868)	8%	(181)	8%	(176)	2201
Ethnicity: Hispanic	48%	(168)	39%	(135)	6%	(21)	7%	(26)	350
Ethnicity: Afr. Am.	51%	(141)	33%	(90)	7%	(19)	9%	(24)	274
Ethnicity: Other	41%	(83)	42%	(86)	7%	(15)	10%	(20)	204
All Christian	46%	(482)	40%	(418)	8%	(84)	6%	(60)	1044
All Non-Christian	46%	(52)	34%	(38)	11%	(12)	8%	(9)	111
Atheist	37%	(39)	41%	(44)	9%	(10)	13%	(13)	106
Agnostic/Nothing in particular	43%	(404)	39%	(369)	8%	(74)	10%	(93)	940
Religious Non-Protestant/Catholic	43%	(63)	36%	(53)	13%	(20)	7%	(11)	146
Evangelical	49%	(282)	38%	(217)	6%	(35)	6%	(37)	570
Non-Evangelical	45%	(363)	39%	(313)	9%	(68)	7%	(55)	799
Community: Urban	46%	(268)	37%	(214)	8%	(47)	9%	(52)	581
Community: Suburban	44%	(479)	42%	(457)	8%	(82)	7%	(73)	1092
Community: Rural	43%	(229)	37%	(197)	10%	(51)	10%	(51)	528
Employ: Private Sector	43%	(290)	42%	(282)	9%	(58)	7%	(47)	677
Employ: Government	41%	(42)	37%	(38)	13%	(13)	8%	(9)	102
Employ: Self-Employed	45%	(69)	41%	(63)	10%	(16)	3%	(5)	152
Employ: Homemaker	39%	(63)	43%	(69)	11%	(18)	6%	(10)	161
Employ: Retired	47%	(236)	39%	(195)	6%	(29)	8%	(40)	500
Employ: Unemployed	48%	(138)	37%	(108)	7%	(20)	8%	(24)	290
Employ: Other	46%	(74)	28%	(45)	7%	(11)	18%	(29)	159
Military HH: Yes	46%	(152)	41%	(137)	7%	(23)	6%	(20)	332
Military HH: No	44%	(824)	39%	(731)	8%	(158)	8%	(156)	1869
RD/WT: Right Direction	41%	(319)	42%	(327)	8%	(66)	8%	(62)	774
RD/WT: Wrong Track	46%	(658)	38%	(540)	8%	(115)	8%	(113)	1427
Trump Job Approve	43%	(398)	41%	(378)	8%	(76)	8%	(74)	927
Trump Job Disapprove	46%	(538)	39%	(459)	8%	(95)	6%	(75)	1167

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
Adults	44%	(976)	39%	(868)	8%	(181)	8%	(176)	2201
Trump Job Strongly Approve	45%	(234)	37%	(193)	8%	(43)	9%	(46)	516
Trump Job Somewhat Approve	40%	(164)	45%	(185)	8%	(33)	7%	(28)	410
Trump Job Somewhat Disapprove	37%	(97)	48%	(126)	12%	(30)	4%	(10)	264
Trump Job Strongly Disapprove	49%	(441)	37%	(332)	7%	(64)	7%	(65)	902
Favorable of Trump	45%	(408)	39%	(355)	9%	(80)	7%	(67)	909
Unfavorable of Trump	45%	(533)	40%	(470)	8%	(97)	6%	(72)	1172
Very Favorable of Trump	48%	(248)	36%	(183)	9%	(45)	7%	(38)	515
Somewhat Favorable of Trump	41%	(160)	43%	(171)	9%	(35)	7%	(28)	394
Somewhat Unfavorable of Trump	36%	(72)	45%	(90)	11%	(21)	8%	(16)	199
Very Unfavorable of Trump	47%	(461)	39%	(380)	8%	(75)	6%	(56)	973
#1 Issue: Economy	45%	(342)	41%	(312)	8%	(59)	6%	(43)	755
#1 Issue: Security	41%	(97)	39%	(93)	10%	(25)	10%	(23)	238
#1 Issue: Health Care	46%	(217)	38%	(179)	7%	(34)	8%	(38)	468
#1 Issue: Medicare / Social Security	50%	(153)	34%	(104)	5%	(17)	11%	(34)	307
#1 Issue: Women's Issues	36%	(41)	50%	(57)	7%	(8)	7%	(9)	114
#1 Issue: Education	42%	(54)	31%	(41)	17%	(21)	10%	(13)	129
#1 Issue: Energy	40%	(27)	41%	(27)	17%	(11)	2%	(2)	67
#1 Issue: Other	37%	(46)	45%	(55)	5%	(6)	12%	(15)	122
2018 House Vote: Democrat	49%	(359)	37%	(272)	8%	(61)	6%	(41)	733
2018 House Vote: Republican	44%	(285)	42%	(278)	9%	(57)	5%	(34)	654
2018 House Vote: Someone else	42%	(30)	41%	(29)	5%	(3)	13%	(9)	71
2016 Vote: Hillary Clinton	49%	(323)	38%	(255)	8%	(52)	5%	(35)	664
2016 Vote: Donald Trump	48%	(343)	39%	(281)	8%	(55)	6%	(40)	718
2016 Vote: Other	37%	(56)	45%	(68)	10%	(15)	7%	(11)	150
2016 Vote: Didn't Vote	38%	(254)	40%	(264)	9%	(59)	13%	(90)	666
Voted in 2014: Yes	48%	(616)	39%	(504)	8%	(102)	5%	(71)	1293
Voted in 2014: No	40%	(360)	40%	(364)	9%	(79)	12%	(105)	908

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
Adults	44%	(976)	39%	(868)	8%	(181)	8%	(176)	2201
2012 Vote: Barack Obama	48%	(385)	39%	(314)	8%	(60)	5%	(40)	800
2012 Vote: Mitt Romney	44%	(233)	41%	(214)	9%	(47)	7%	(34)	529
2012 Vote: Other	54%	(45)	28%	(23)	7%	(6)	11%	(9)	83
2012 Vote: Didn't Vote	39%	(309)	40%	(316)	9%	(68)	12%	(92)	785
4-Region: Northeast	42%	(166)	43%	(169)	8%	(30)	7%	(29)	394
4-Region: Midwest	42%	(196)	42%	(193)	9%	(42)	7%	(32)	462
4-Region: South	49%	(405)	36%	(298)	7%	(60)	8%	(62)	825
4-Region: West	40%	(210)	40%	(209)	9%	(49)	10%	(53)	520
Sports fan	46%	(637)	39%	(549)	8%	(111)	7%	(93)	1391
Traveled outside of U.S. in past year 1+ times	44%	(194)	43%	(189)	7%	(32)	5%	(21)	436
Frequent Flyer	39%	(99)	45%	(114)	9%	(22)	6%	(16)	251

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
Adults	64%	(1418)	25%	(548)	4%	(93)	6%	(142)	2201
Gender: Male	57%	(610)	28%	(295)	6%	(69)	8%	(88)	1062
Gender: Female	71%	(808)	22%	(253)	2%	(25)	5%	(53)	1139
Age: 18-34	63%	(414)	24%	(157)	5%	(30)	8%	(55)	655
Age: 35-44	62%	(222)	25%	(89)	7%	(24)	6%	(23)	358
Age: 45-64	62%	(469)	27%	(201)	4%	(32)	6%	(49)	751
Age: 65+	72%	(313)	23%	(101)	2%	(7)	3%	(15)	436
GenZers: 1997-2012	67%	(193)	22%	(62)	5%	(14)	6%	(17)	287
Millennials: 1981-1996	61%	(324)	26%	(139)	5%	(25)	9%	(48)	536
GenXers: 1965-1980	62%	(336)	26%	(139)	5%	(28)	7%	(40)	543
Baby Boomers: 1946-1964	67%	(516)	25%	(192)	3%	(26)	4%	(34)	769
PID: Dem (no lean)	68%	(559)	23%	(185)	4%	(32)	5%	(44)	820
PID: Ind (no lean)	62%	(429)	24%	(163)	4%	(27)	10%	(68)	688
PID: Rep (no lean)	62%	(429)	29%	(200)	5%	(34)	4%	(30)	693
PID/Gender: Dem Men	60%	(202)	27%	(92)	5%	(18)	7%	(24)	336
PID/Gender: Dem Women	74%	(357)	19%	(93)	3%	(14)	4%	(20)	484
PID/Gender: Ind Men	57%	(198)	24%	(84)	6%	(22)	13%	(45)	349
PID/Gender: Ind Women	68%	(231)	23%	(79)	1%	(5)	7%	(23)	338
PID/Gender: Rep Men	56%	(210)	32%	(119)	8%	(29)	5%	(19)	377
PID/Gender: Rep Women	69%	(219)	26%	(81)	2%	(6)	3%	(11)	316
Ideo: Liberal (1-3)	72%	(457)	20%	(131)	3%	(22)	5%	(29)	639
Ideo: Moderate (4)	63%	(380)	28%	(167)	4%	(23)	6%	(34)	604
Ideo: Conservative (5-7)	63%	(465)	28%	(206)	6%	(42)	4%	(30)	743
Educ: < College	65%	(990)	23%	(351)	4%	(60)	7%	(112)	1513
Educ: Bachelors degree	64%	(283)	27%	(120)	5%	(21)	5%	(21)	444
Educ: Post-grad	59%	(144)	32%	(78)	5%	(13)	4%	(9)	244
Income: Under 50k	64%	(731)	24%	(272)	4%	(49)	9%	(99)	1151
Income: 50k-100k	67%	(483)	24%	(175)	4%	(31)	4%	(28)	716
Income: 100k+	61%	(203)	30%	(101)	4%	(14)	4%	(15)	334
Ethnicity: White	64%	(1106)	26%	(443)	4%	(71)	6%	(102)	1723

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
Adults	64%	(1418)	25%	(548)	4%	(93)	6%	(142)	2201
Ethnicity: Hispanic	68%	(238)	20%	(69)	6%	(20)	7%	(23)	350
Ethnicity: Afr. Am.	65%	(177)	23%	(64)	4%	(10)	8%	(23)	274
Ethnicity: Other	66%	(134)	20%	(40)	6%	(12)	8%	(17)	204
All Christian	67%	(701)	25%	(259)	4%	(45)	4%	(39)	1044
All Non-Christian	58%	(64)	31%	(34)	8%	(8)	4%	(4)	111
Atheist	58%	(62)	28%	(30)	1%	(2)	12%	(13)	106
Agnostic/Nothing in particular	63%	(591)	24%	(225)	4%	(39)	9%	(85)	940
Religious Non-Protestant/Catholic	58%	(84)	31%	(46)	7%	(11)	4%	(5)	146
Evangelical	67%	(385)	24%	(138)	3%	(19)	5%	(28)	570
Non-Evangelical	68%	(547)	23%	(182)	4%	(31)	5%	(39)	799
Community: Urban	63%	(366)	25%	(143)	5%	(31)	7%	(41)	581
Community: Suburban	65%	(706)	25%	(274)	4%	(46)	6%	(66)	1092
Community: Rural	65%	(345)	25%	(132)	3%	(17)	7%	(35)	528
Employ: Private Sector	62%	(416)	29%	(196)	5%	(34)	4%	(29)	677
Employ: Government	61%	(63)	24%	(24)	9%	(9)	6%	(7)	102
Employ: Self-Employed	68%	(104)	25%	(38)	4%	(6)	3%	(5)	152
Employ: Homemaker	64%	(102)	26%	(42)	5%	(8)	5%	(9)	161
Employ: Retired	67%	(333)	25%	(126)	3%	(13)	6%	(28)	500
Employ: Unemployed	70%	(202)	18%	(53)	5%	(15)	7%	(20)	290
Employ: Other	57%	(90)	21%	(34)	2%	(4)	20%	(32)	159
Military HH: Yes	68%	(225)	23%	(77)	4%	(13)	5%	(17)	332
Military HH: No	64%	(1193)	25%	(471)	4%	(80)	7%	(125)	1869
RD/WT: Right Direction	59%	(453)	31%	(237)	5%	(41)	6%	(43)	774
RD/WT: Wrong Track	68%	(964)	22%	(311)	4%	(53)	7%	(99)	1427
Trump Job Approve	62%	(576)	28%	(256)	5%	(43)	6%	(51)	927
Trump Job Disapprove	68%	(798)	22%	(260)	4%	(47)	5%	(62)	1167

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
Adults	64%	(1418)	25%	(548)	4%	(93)	6%	(142)	2201
Trump Job Strongly Approve	64%	(331)	26%	(132)	4%	(23)	6%	(30)	516
Trump Job Somewhat Approve	60%	(245)	30%	(124)	5%	(20)	5%	(21)	410
Trump Job Somewhat Disapprove	58%	(153)	31%	(81)	7%	(18)	5%	(13)	264
Trump Job Strongly Disapprove	71%	(645)	20%	(179)	3%	(29)	5%	(50)	902
Favorable of Trump	63%	(574)	26%	(235)	5%	(50)	6%	(50)	909
Unfavorable of Trump	69%	(804)	23%	(269)	4%	(42)	5%	(57)	1172
Very Favorable of Trump	66%	(340)	24%	(123)	5%	(26)	5%	(26)	515
Somewhat Favorable of Trump	59%	(234)	29%	(112)	6%	(24)	6%	(24)	394
Somewhat Unfavorable of Trump	57%	(115)	33%	(65)	2%	(5)	7%	(15)	199
Very Unfavorable of Trump	71%	(689)	21%	(204)	4%	(37)	4%	(42)	973
#1 Issue: Economy	67%	(506)	24%	(179)	4%	(32)	5%	(39)	755
#1 Issue: Security	53%	(125)	32%	(77)	6%	(15)	9%	(21)	238
#1 Issue: Health Care	66%	(310)	24%	(113)	3%	(16)	6%	(29)	468
#1 Issue: Medicare / Social Security	68%	(211)	23%	(71)	2%	(6)	6%	(19)	307
#1 Issue: Women's Issues	70%	(80)	25%	(28)	3%	(3)	2%	(3)	114
#1 Issue: Education	53%	(68)	24%	(31)	12%	(15)	11%	(14)	129
#1 Issue: Energy	60%	(40)	31%	(21)	2%	(1)	7%	(5)	67
#1 Issue: Other	64%	(78)	22%	(27)	4%	(4)	10%	(13)	122
2018 House Vote: Democrat	71%	(520)	20%	(148)	4%	(32)	4%	(33)	733
2018 House Vote: Republican	62%	(408)	30%	(193)	5%	(32)	3%	(21)	654
2018 House Vote: Someone else	68%	(49)	18%	(13)	3%	(2)	10%	(7)	71
2016 Vote: Hillary Clinton	69%	(458)	23%	(155)	4%	(24)	4%	(27)	664
2016 Vote: Donald Trump	64%	(463)	26%	(187)	5%	(36)	5%	(33)	718
2016 Vote: Other	61%	(91)	31%	(46)	3%	(5)	5%	(8)	150
2016 Vote: Didn't Vote	61%	(404)	24%	(160)	4%	(29)	11%	(73)	666
Voted in 2014: Yes	66%	(857)	26%	(332)	4%	(52)	4%	(52)	1293
Voted in 2014: No	62%	(561)	24%	(216)	5%	(41)	10%	(89)	908

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
Adults	64%	(1418)	25%	(548)	4%	(93)	6%	(142)	2201
2012 Vote: Barack Obama	68%	(540)	24%	(192)	4%	(33)	4%	(34)	800
2012 Vote: Mitt Romney	61%	(320)	30%	(160)	4%	(22)	5%	(26)	529
2012 Vote: Other	75%	(62)	17%	(14)	2%	(2)	6%	(5)	83
2012 Vote: Didn't Vote	63%	(491)	23%	(181)	5%	(36)	10%	(77)	785
4-Region: Northeast	63%	(246)	26%	(101)	5%	(20)	7%	(26)	394
4-Region: Midwest	64%	(295)	26%	(123)	4%	(21)	5%	(24)	462
4-Region: South	66%	(548)	24%	(195)	4%	(31)	6%	(51)	825
4-Region: West	63%	(328)	25%	(130)	4%	(22)	8%	(41)	520
Sports fan	64%	(887)	26%	(367)	5%	(69)	5%	(69)	1391
Traveled outside of U.S. in past year 1+ times	59%	(257)	30%	(133)	6%	(27)	4%	(19)	436
Frequent Flyer	62%	(155)	26%	(67)	8%	(19)	4%	(11)	251

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
Adults	48%	(1065)	37%	(819)	7%	(149)	8%	(169)	2201
Gender: Male	44%	(467)	39%	(416)	8%	(80)	9%	(99)	1062
Gender: Female	52%	(597)	35%	(402)	6%	(69)	6%	(70)	1139
Age: 18-34	49%	(319)	32%	(211)	10%	(63)	9%	(61)	655
Age: 35-44	48%	(170)	39%	(140)	5%	(19)	8%	(28)	358
Age: 45-64	45%	(340)	41%	(305)	7%	(49)	8%	(57)	751
Age: 65+	54%	(235)	37%	(162)	4%	(18)	5%	(22)	436
GenZers: 1997-2012	55%	(158)	26%	(75)	12%	(34)	7%	(20)	287
Millennials: 1981-1996	44%	(238)	39%	(208)	6%	(35)	10%	(55)	536
GenXers: 1965-1980	47%	(255)	37%	(199)	8%	(42)	9%	(48)	543
Baby Boomers: 1946-1964	50%	(385)	40%	(307)	5%	(38)	5%	(39)	769
PID: Dem (no lean)	52%	(429)	35%	(284)	6%	(52)	7%	(54)	820
PID: Ind (no lean)	42%	(290)	38%	(259)	9%	(63)	11%	(76)	688
PID: Rep (no lean)	50%	(345)	40%	(276)	5%	(34)	6%	(39)	693
PID/Gender: Dem Men	48%	(161)	36%	(122)	7%	(25)	8%	(27)	336
PID/Gender: Dem Women	55%	(268)	33%	(162)	6%	(27)	6%	(27)	484
PID/Gender: Ind Men	35%	(123)	43%	(150)	9%	(31)	13%	(45)	349
PID/Gender: Ind Women	49%	(167)	32%	(109)	9%	(32)	9%	(31)	338
PID/Gender: Rep Men	48%	(183)	38%	(144)	6%	(24)	7%	(26)	377
PID/Gender: Rep Women	51%	(163)	42%	(132)	3%	(10)	4%	(12)	316
Ideo: Liberal (1-3)	52%	(331)	34%	(220)	8%	(50)	6%	(38)	639
Ideo: Moderate (4)	45%	(271)	41%	(250)	6%	(36)	8%	(47)	604
Ideo: Conservative (5-7)	49%	(367)	39%	(288)	7%	(50)	5%	(38)	743
Educ: < College	49%	(746)	35%	(529)	7%	(107)	9%	(131)	1513
Educ: Bachelors degree	46%	(205)	41%	(183)	7%	(29)	6%	(27)	444
Educ: Post-grad	46%	(113)	44%	(107)	5%	(13)	5%	(11)	244
Income: Under 50k	47%	(541)	36%	(411)	8%	(88)	10%	(111)	1151
Income: 50k-100k	50%	(358)	38%	(272)	7%	(48)	5%	(37)	716
Income: 100k+	49%	(165)	41%	(136)	4%	(12)	6%	(21)	334
Ethnicity: White	47%	(813)	39%	(671)	7%	(114)	7%	(124)	1723

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
Adults	48%	(1065)	37%	(819)	7%	(149)	8%	(169)	2201
Ethnicity: Hispanic	52%	(181)	31%	(108)	8%	(27)	9%	(33)	350
Ethnicity: Afr. Am.	54%	(149)	29%	(80)	9%	(25)	7%	(20)	274
Ethnicity: Other	50%	(102)	33%	(67)	5%	(10)	12%	(25)	204
All Christian	49%	(514)	39%	(406)	7%	(69)	5%	(54)	1044
All Non-Christian	52%	(58)	33%	(36)	10%	(11)	5%	(5)	111
Atheist	38%	(40)	43%	(45)	6%	(6)	14%	(15)	106
Agnostic/Nothing in particular	48%	(453)	35%	(331)	7%	(63)	10%	(94)	940
Religious Non-Protestant/Catholic	47%	(68)	38%	(55)	11%	(17)	4%	(6)	146
Evangelical	51%	(292)	38%	(217)	5%	(27)	6%	(34)	570
Non-Evangelical	50%	(403)	36%	(288)	7%	(54)	7%	(55)	799
Community: Urban	50%	(289)	34%	(199)	8%	(46)	8%	(48)	581
Community: Suburban	48%	(519)	39%	(424)	7%	(71)	7%	(78)	1092
Community: Rural	49%	(256)	37%	(196)	6%	(32)	8%	(43)	528
Employ: Private Sector	48%	(324)	38%	(257)	7%	(47)	7%	(49)	677
Employ: Government	44%	(44)	43%	(44)	7%	(7)	6%	(7)	102
Employ: Self-Employed	52%	(79)	37%	(56)	5%	(8)	6%	(9)	152
Employ: Homemaker	46%	(74)	38%	(60)	10%	(16)	6%	(10)	161
Employ: Retired	49%	(247)	41%	(204)	4%	(18)	6%	(31)	500
Employ: Unemployed	47%	(136)	35%	(102)	10%	(29)	8%	(22)	290
Employ: Other	44%	(70)	30%	(47)	6%	(10)	20%	(31)	159
Military HH: Yes	54%	(179)	35%	(114)	7%	(23)	5%	(16)	332
Military HH: No	47%	(885)	38%	(704)	7%	(126)	8%	(153)	1869
RD/WT: Right Direction	48%	(374)	39%	(300)	6%	(49)	7%	(51)	774
RD/WT: Wrong Track	48%	(691)	36%	(519)	7%	(100)	8%	(118)	1427
Trump Job Approve	48%	(447)	38%	(355)	7%	(63)	7%	(62)	927
Trump Job Disapprove	50%	(578)	37%	(436)	7%	(78)	6%	(75)	1167

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
Adults	48%	(1065)	37%	(819)	7%	(149)	8%	(169)	2201
Trump Job Strongly Approve	53%	(273)	35%	(179)	5%	(28)	7%	(35)	516
Trump Job Somewhat Approve	42%	(174)	43%	(177)	8%	(34)	6%	(26)	410
Trump Job Somewhat Disapprove	45%	(120)	39%	(104)	11%	(29)	5%	(12)	264
Trump Job Strongly Disapprove	51%	(458)	37%	(332)	5%	(49)	7%	(63)	902
Favorable of Trump	50%	(453)	37%	(334)	7%	(63)	7%	(59)	909
Unfavorable of Trump	49%	(577)	38%	(440)	7%	(82)	6%	(73)	1172
Very Favorable of Trump	54%	(277)	34%	(173)	7%	(34)	6%	(31)	515
Somewhat Favorable of Trump	45%	(176)	41%	(161)	7%	(29)	7%	(29)	394
Somewhat Unfavorable of Trump	39%	(77)	42%	(84)	11%	(22)	8%	(16)	199
Very Unfavorable of Trump	51%	(500)	37%	(356)	6%	(60)	6%	(58)	973
#1 Issue: Economy	51%	(383)	37%	(278)	7%	(52)	6%	(44)	755
#1 Issue: Security	40%	(95)	40%	(96)	8%	(18)	12%	(29)	238
#1 Issue: Health Care	48%	(226)	38%	(178)	7%	(32)	7%	(32)	468
#1 Issue: Medicare / Social Security	49%	(152)	39%	(119)	4%	(13)	7%	(23)	307
#1 Issue: Women's Issues	59%	(67)	30%	(35)	4%	(4)	7%	(8)	114
#1 Issue: Education	40%	(52)	35%	(45)	15%	(19)	10%	(13)	129
#1 Issue: Energy	47%	(32)	35%	(23)	8%	(5)	10%	(7)	67
#1 Issue: Other	47%	(58)	37%	(45)	4%	(5)	11%	(14)	122
2018 House Vote: Democrat	53%	(391)	36%	(262)	6%	(45)	5%	(35)	733
2018 House Vote: Republican	47%	(308)	42%	(274)	6%	(40)	5%	(32)	654
2018 House Vote: Someone else	44%	(31)	38%	(27)	3%	(2)	15%	(11)	71
2016 Vote: Hillary Clinton	51%	(339)	38%	(253)	6%	(43)	4%	(30)	664
2016 Vote: Donald Trump	51%	(363)	38%	(273)	6%	(40)	6%	(41)	718
2016 Vote: Other	39%	(58)	48%	(72)	5%	(8)	8%	(12)	150
2016 Vote: Didn't Vote	45%	(302)	33%	(221)	9%	(57)	13%	(86)	666
Voted in 2014: Yes	50%	(643)	39%	(505)	6%	(76)	5%	(69)	1293
Voted in 2014: No	46%	(422)	35%	(313)	8%	(73)	11%	(99)	908

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
Adults	48%	(1065)	37%	(819)	7%	(149)	8%	(169)	2201
2012 Vote: Barack Obama	51%	(409)	37%	(297)	7%	(56)	5%	(38)	800
2012 Vote: Mitt Romney	46%	(245)	43%	(225)	4%	(21)	7%	(37)	529
2012 Vote: Other	46%	(38)	40%	(33)	6%	(5)	7%	(6)	83
2012 Vote: Didn't Vote	47%	(367)	34%	(263)	8%	(66)	11%	(88)	785
4-Region: Northeast	47%	(184)	38%	(149)	6%	(25)	9%	(36)	394
4-Region: Midwest	49%	(226)	37%	(173)	7%	(33)	7%	(30)	462
4-Region: South	51%	(421)	36%	(293)	7%	(56)	7%	(55)	825
4-Region: West	45%	(234)	39%	(203)	7%	(35)	9%	(48)	520
Sports fan	49%	(683)	38%	(530)	7%	(97)	6%	(80)	1391
Traveled outside of U.S. in past year 1+ times	48%	(208)	40%	(175)	7%	(29)	5%	(24)	436
Frequent Flyer	43%	(107)	42%	(104)	9%	(23)	7%	(17)	251

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
Adults	48%	(1064)	36%	(794)	7%	(156)	8%	(187)	2201
Gender: Male	44%	(465)	36%	(385)	9%	(97)	11%	(116)	1062
Gender: Female	53%	(599)	36%	(410)	5%	(59)	6%	(71)	1139
Age: 18-34	47%	(310)	36%	(239)	6%	(41)	10%	(65)	655
Age: 35-44	49%	(174)	35%	(124)	9%	(32)	8%	(28)	358
Age: 45-64	47%	(354)	37%	(280)	8%	(61)	7%	(56)	751
Age: 65+	52%	(227)	35%	(152)	5%	(21)	9%	(37)	436
GenZers: 1997-2012	50%	(144)	36%	(103)	7%	(20)	7%	(19)	287
Millennials: 1981-1996	46%	(247)	36%	(191)	7%	(38)	11%	(60)	536
GenXers: 1965-1980	49%	(266)	36%	(195)	7%	(39)	8%	(43)	543
Baby Boomers: 1946-1964	48%	(372)	37%	(283)	7%	(56)	8%	(58)	769
PID: Dem (no lean)	54%	(441)	34%	(276)	6%	(52)	6%	(52)	820
PID: Ind (no lean)	47%	(320)	35%	(239)	7%	(49)	12%	(81)	688
PID: Rep (no lean)	44%	(304)	40%	(280)	8%	(55)	8%	(54)	693
PID/Gender: Dem Men	49%	(164)	35%	(116)	8%	(28)	8%	(28)	336
PID/Gender: Dem Women	57%	(276)	33%	(160)	5%	(24)	5%	(24)	484
PID/Gender: Ind Men	44%	(153)	33%	(116)	9%	(31)	14%	(50)	349
PID/Gender: Ind Women	49%	(167)	36%	(123)	5%	(18)	9%	(31)	338
PID/Gender: Rep Men	39%	(148)	41%	(153)	10%	(38)	10%	(38)	377
PID/Gender: Rep Women	49%	(156)	40%	(127)	5%	(17)	5%	(16)	316
Ideo: Liberal (1-3)	58%	(373)	30%	(193)	5%	(35)	6%	(38)	639
Ideo: Moderate (4)	45%	(273)	41%	(245)	7%	(42)	7%	(44)	604
Ideo: Conservative (5-7)	45%	(332)	39%	(290)	9%	(69)	7%	(52)	743
Educ: < College	50%	(760)	34%	(517)	6%	(87)	10%	(149)	1513
Educ: Bachelors degree	44%	(194)	40%	(178)	11%	(47)	6%	(25)	444
Educ: Post-grad	45%	(110)	41%	(99)	9%	(22)	5%	(13)	244
Income: Under 50k	49%	(559)	34%	(396)	7%	(76)	10%	(120)	1151
Income: 50k-100k	51%	(363)	36%	(261)	8%	(55)	5%	(38)	716
Income: 100k+	43%	(142)	41%	(138)	8%	(25)	9%	(29)	334
Ethnicity: White	47%	(811)	37%	(639)	8%	(136)	8%	(137)	1723

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
Adults	48%	(1064)	36%	(794)	7%	(156)	8%	(187)	2201
Ethnicity: Hispanic	51%	(177)	29%	(102)	9%	(30)	12%	(40)	350
Ethnicity: Afr. Am.	55%	(151)	30%	(84)	5%	(13)	10%	(27)	274
Ethnicity: Other	50%	(103)	35%	(72)	3%	(6)	11%	(23)	204
All Christian	49%	(507)	38%	(398)	8%	(81)	6%	(58)	1044
All Non-Christian	42%	(46)	40%	(44)	11%	(12)	7%	(8)	111
Atheist	46%	(48)	31%	(33)	11%	(12)	13%	(13)	106
Agnostic/Nothing in particular	49%	(462)	34%	(319)	5%	(51)	11%	(108)	940
Religious Non-Protestant/Catholic	37%	(55)	47%	(69)	9%	(13)	6%	(9)	146
Evangelical	51%	(292)	34%	(193)	7%	(41)	8%	(45)	570
Non-Evangelical	50%	(398)	36%	(291)	7%	(57)	7%	(53)	799
Community: Urban	48%	(279)	35%	(203)	9%	(50)	8%	(49)	581
Community: Suburban	48%	(519)	37%	(404)	7%	(78)	8%	(90)	1092
Community: Rural	50%	(267)	35%	(187)	5%	(27)	9%	(48)	528
Employ: Private Sector	44%	(295)	42%	(281)	8%	(51)	7%	(49)	677
Employ: Government	48%	(49)	36%	(37)	7%	(7)	9%	(9)	102
Employ: Self-Employed	50%	(75)	34%	(52)	6%	(10)	10%	(15)	152
Employ: Homemaker	48%	(78)	39%	(63)	8%	(12)	5%	(8)	161
Employ: Retired	50%	(251)	36%	(180)	6%	(30)	8%	(39)	500
Employ: Unemployed	51%	(149)	33%	(95)	9%	(25)	7%	(21)	290
Employ: Other	52%	(83)	20%	(32)	6%	(10)	21%	(34)	159
Military HH: Yes	50%	(167)	37%	(121)	7%	(24)	6%	(20)	332
Military HH: No	48%	(898)	36%	(673)	7%	(132)	9%	(167)	1869
RD/WT: Right Direction	44%	(338)	40%	(312)	8%	(61)	8%	(63)	774
RD/WT: Wrong Track	51%	(726)	34%	(483)	7%	(95)	9%	(124)	1427
Trump Job Approve	42%	(391)	40%	(372)	9%	(84)	9%	(79)	927
Trump Job Disapprove	54%	(630)	34%	(392)	6%	(68)	7%	(77)	1167

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
Adults	48%	(1064)	36%	(794)	7%	(156)	8%	(187)	2201
Trump Job Strongly Approve	46%	(235)	37%	(189)	8%	(44)	9%	(48)	516
Trump Job Somewhat Approve	38%	(155)	45%	(183)	10%	(41)	8%	(32)	410
Trump Job Somewhat Disapprove	42%	(112)	43%	(114)	9%	(25)	5%	(14)	264
Trump Job Strongly Disapprove	57%	(518)	31%	(279)	5%	(43)	7%	(63)	902
Favorable of Trump	44%	(396)	39%	(355)	9%	(84)	8%	(74)	909
Unfavorable of Trump	53%	(627)	34%	(400)	6%	(67)	7%	(78)	1172
Very Favorable of Trump	48%	(245)	36%	(187)	8%	(41)	8%	(42)	515
Somewhat Favorable of Trump	38%	(151)	42%	(167)	11%	(43)	8%	(33)	394
Somewhat Unfavorable of Trump	40%	(79)	44%	(87)	9%	(18)	8%	(15)	199
Very Unfavorable of Trump	56%	(548)	32%	(313)	5%	(49)	7%	(63)	973
#1 Issue: Economy	49%	(370)	35%	(267)	7%	(57)	8%	(62)	755
#1 Issue: Security	33%	(80)	47%	(112)	9%	(22)	10%	(25)	238
#1 Issue: Health Care	51%	(238)	36%	(168)	6%	(29)	7%	(33)	468
#1 Issue: Medicare / Social Security	53%	(163)	34%	(104)	5%	(16)	8%	(25)	307
#1 Issue: Women's Issues	58%	(66)	31%	(35)	5%	(6)	6%	(7)	114
#1 Issue: Education	35%	(46)	40%	(52)	12%	(16)	12%	(15)	129
#1 Issue: Energy	60%	(40)	24%	(16)	7%	(4)	9%	(6)	67
#1 Issue: Other	50%	(62)	32%	(39)	5%	(7)	12%	(15)	122
2018 House Vote: Democrat	57%	(418)	32%	(234)	6%	(45)	5%	(36)	733
2018 House Vote: Republican	44%	(286)	42%	(273)	9%	(56)	6%	(38)	654
2018 House Vote: Someone else	43%	(31)	42%	(30)	4%	(3)	11%	(8)	71
2016 Vote: Hillary Clinton	55%	(368)	34%	(228)	6%	(40)	4%	(28)	664
2016 Vote: Donald Trump	44%	(318)	40%	(285)	8%	(56)	8%	(59)	718
2016 Vote: Other	46%	(69)	38%	(57)	12%	(17)	4%	(7)	150
2016 Vote: Didn't Vote	46%	(308)	34%	(225)	6%	(41)	14%	(92)	666
Voted in 2014: Yes	50%	(653)	37%	(477)	7%	(88)	6%	(75)	1293
Voted in 2014: No	45%	(411)	35%	(317)	7%	(68)	12%	(111)	908

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
Adults	48%	(1064)	36%	(794)	7%	(156)	8%	(187)	2201
2012 Vote: Barack Obama	53%	(427)	36%	(287)	6%	(51)	4%	(36)	800
2012 Vote: Mitt Romney	42%	(222)	40%	(210)	9%	(46)	10%	(50)	529
2012 Vote: Other	52%	(43)	38%	(31)	4%	(3)	7%	(5)	83
2012 Vote: Didn't Vote	47%	(369)	34%	(265)	7%	(56)	12%	(95)	785
4-Region: Northeast	47%	(184)	38%	(151)	7%	(27)	8%	(32)	394
4-Region: Midwest	49%	(225)	37%	(170)	8%	(38)	6%	(29)	462
4-Region: South	52%	(428)	35%	(285)	6%	(51)	7%	(60)	825
4-Region: West	44%	(227)	36%	(188)	8%	(39)	13%	(65)	520
Sports fan	49%	(683)	37%	(508)	7%	(101)	7%	(98)	1391
Traveled outside of U.S. in past year 1+ times	43%	(187)	44%	(191)	7%	(31)	6%	(27)	436
Frequent Flyer	45%	(112)	40%	(101)	8%	(20)	7%	(18)	251

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
Adults	43%	(945)	36%	(793)	10%	(228)	11%	(235)	2201
Gender: Male	39%	(413)	36%	(378)	12%	(126)	14%	(145)	1062
Gender: Female	47%	(532)	36%	(415)	9%	(102)	8%	(89)	1139
Age: 18-34	48%	(314)	31%	(205)	11%	(71)	10%	(66)	655
Age: 35-44	46%	(164)	34%	(120)	11%	(41)	9%	(33)	358
Age: 45-64	38%	(288)	40%	(302)	10%	(78)	11%	(84)	751
Age: 65+	41%	(179)	38%	(166)	9%	(39)	12%	(52)	436
GenZers: 1997-2012	53%	(153)	28%	(80)	12%	(34)	7%	(20)	287
Millennials: 1981-1996	44%	(235)	34%	(182)	11%	(57)	12%	(63)	536
GenXers: 1965-1980	42%	(230)	38%	(208)	9%	(48)	10%	(57)	543
Baby Boomers: 1946-1964	39%	(299)	39%	(299)	11%	(85)	11%	(86)	769
PID: Dem (no lean)	52%	(430)	33%	(272)	8%	(62)	7%	(55)	820
PID: Ind (no lean)	41%	(282)	35%	(240)	11%	(77)	13%	(89)	688
PID: Rep (no lean)	34%	(233)	41%	(281)	13%	(89)	13%	(91)	693
PID/Gender: Dem Men	49%	(165)	32%	(107)	11%	(36)	8%	(27)	336
PID/Gender: Dem Women	55%	(265)	34%	(165)	5%	(27)	6%	(28)	484
PID/Gender: Ind Men	36%	(125)	36%	(127)	12%	(42)	16%	(56)	349
PID/Gender: Ind Women	46%	(157)	34%	(114)	10%	(35)	10%	(33)	338
PID/Gender: Rep Men	32%	(123)	38%	(144)	13%	(48)	16%	(62)	377
PID/Gender: Rep Women	35%	(111)	43%	(136)	13%	(41)	9%	(29)	316
Ideo: Liberal (1-3)	58%	(372)	30%	(194)	6%	(39)	5%	(33)	639
Ideo: Moderate (4)	42%	(256)	40%	(240)	9%	(52)	9%	(56)	604
Ideo: Conservative (5-7)	30%	(226)	41%	(305)	15%	(114)	13%	(98)	743
Educ: < College	45%	(680)	35%	(527)	9%	(133)	11%	(174)	1513
Educ: Bachelors degree	38%	(169)	37%	(165)	15%	(68)	9%	(41)	444
Educ: Post-grad	39%	(95)	42%	(102)	11%	(27)	8%	(20)	244
Income: Under 50k	45%	(517)	34%	(386)	10%	(113)	12%	(134)	1151
Income: 50k-100k	43%	(305)	38%	(275)	11%	(80)	8%	(57)	716
Income: 100k+	37%	(123)	40%	(132)	10%	(34)	13%	(44)	334
Ethnicity: White	41%	(699)	38%	(648)	11%	(198)	10%	(178)	1723

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
Adults	43%	(945)	36%	(793)	10%	(228)	11%	(235)	2201
Ethnicity: Hispanic	47%	(166)	32%	(113)	9%	(33)	11%	(38)	350
Ethnicity: Afr. Am.	54%	(147)	28%	(76)	8%	(21)	11%	(31)	274
Ethnicity: Other	48%	(98)	34%	(70)	5%	(10)	13%	(26)	204
All Christian	40%	(415)	39%	(410)	12%	(121)	9%	(98)	1044
All Non-Christian	48%	(54)	28%	(31)	18%	(20)	6%	(7)	111
Atheist	45%	(48)	34%	(36)	7%	(8)	13%	(14)	106
Agnostic/Nothing in particular	46%	(428)	34%	(317)	8%	(80)	12%	(115)	940
Religious Non-Protestant/Catholic	43%	(62)	34%	(49)	17%	(25)	7%	(10)	146
Evangelical	45%	(258)	33%	(188)	9%	(52)	13%	(72)	570
Non-Evangelical	42%	(333)	39%	(310)	11%	(86)	9%	(70)	799
Community: Urban	46%	(269)	35%	(204)	10%	(58)	9%	(51)	581
Community: Suburban	42%	(458)	36%	(392)	11%	(116)	12%	(126)	1092
Community: Rural	41%	(218)	37%	(198)	10%	(54)	11%	(58)	528
Employ: Private Sector	40%	(271)	40%	(270)	11%	(77)	9%	(58)	677
Employ: Government	40%	(41)	37%	(38)	13%	(13)	10%	(10)	102
Employ: Self-Employed	40%	(60)	36%	(54)	11%	(17)	14%	(21)	152
Employ: Homemaker	45%	(72)	36%	(58)	9%	(15)	10%	(16)	161
Employ: Retired	40%	(201)	39%	(193)	10%	(50)	11%	(56)	500
Employ: Unemployed	50%	(145)	30%	(86)	11%	(32)	10%	(28)	290
Employ: Other	46%	(73)	28%	(45)	7%	(11)	19%	(29)	159
Military HH: Yes	41%	(135)	38%	(126)	11%	(36)	10%	(35)	332
Military HH: No	43%	(809)	36%	(668)	10%	(192)	11%	(200)	1869
RD/WT: Right Direction	35%	(271)	39%	(301)	14%	(106)	12%	(96)	774
RD/WT: Wrong Track	47%	(674)	35%	(493)	9%	(123)	10%	(138)	1427
Trump Job Approve	33%	(307)	38%	(357)	14%	(134)	14%	(128)	927
Trump Job Disapprove	51%	(600)	34%	(402)	8%	(88)	7%	(77)	1167

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
Adults	43%	(945)	36%	(793)	10%	(228)	11%	(235)	2201
Trump Job Strongly Approve	36%	(185)	35%	(180)	13%	(69)	16%	(83)	516
Trump Job Somewhat Approve	30%	(123)	43%	(177)	16%	(65)	11%	(46)	410
Trump Job Somewhat Disapprove	34%	(89)	47%	(125)	12%	(33)	7%	(17)	264
Trump Job Strongly Disapprove	57%	(511)	31%	(277)	6%	(55)	7%	(59)	902
Favorable of Trump	34%	(313)	38%	(342)	14%	(128)	14%	(126)	909
Unfavorable of Trump	51%	(598)	35%	(409)	8%	(91)	6%	(74)	1172
Very Favorable of Trump	36%	(188)	34%	(176)	14%	(74)	15%	(77)	515
Somewhat Favorable of Trump	32%	(125)	42%	(166)	14%	(54)	13%	(50)	394
Somewhat Unfavorable of Trump	31%	(62)	49%	(97)	11%	(22)	9%	(19)	199
Very Unfavorable of Trump	55%	(536)	32%	(312)	7%	(69)	6%	(56)	973
#1 Issue: Economy	41%	(310)	36%	(275)	11%	(87)	11%	(83)	755
#1 Issue: Security	27%	(63)	42%	(99)	16%	(38)	16%	(37)	238
#1 Issue: Health Care	51%	(238)	33%	(156)	7%	(32)	9%	(42)	468
#1 Issue: Medicare / Social Security	46%	(141)	36%	(111)	8%	(25)	10%	(31)	307
#1 Issue: Women's Issues	44%	(50)	44%	(51)	5%	(6)	7%	(8)	114
#1 Issue: Education	37%	(48)	37%	(47)	16%	(21)	10%	(13)	129
#1 Issue: Energy	57%	(38)	21%	(14)	19%	(13)	2%	(2)	67
#1 Issue: Other	46%	(56)	33%	(40)	6%	(7)	15%	(19)	122
2018 House Vote: Democrat	54%	(393)	33%	(243)	8%	(61)	5%	(36)	733
2018 House Vote: Republican	32%	(212)	41%	(265)	15%	(95)	13%	(82)	654
2018 House Vote: Someone else	36%	(26)	34%	(24)	16%	(11)	15%	(10)	71
2016 Vote: Hillary Clinton	53%	(350)	34%	(226)	8%	(55)	5%	(33)	664
2016 Vote: Donald Trump	33%	(235)	39%	(282)	14%	(103)	14%	(99)	718
2016 Vote: Other	42%	(62)	39%	(58)	10%	(14)	10%	(15)	150
2016 Vote: Didn't Vote	44%	(297)	34%	(226)	8%	(56)	13%	(88)	666
Voted in 2014: Yes	43%	(554)	37%	(481)	11%	(141)	9%	(117)	1293
Voted in 2014: No	43%	(390)	34%	(312)	10%	(88)	13%	(118)	908

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
Adults	43%	(945)	36%	(793)	10%	(228)	11%	(235)	2201
2012 Vote: Barack Obama	51%	(409)	36%	(287)	8%	(63)	5%	(40)	800
2012 Vote: Mitt Romney	30%	(158)	39%	(208)	14%	(74)	17%	(89)	529
2012 Vote: Other	38%	(31)	38%	(32)	10%	(8)	14%	(11)	83
2012 Vote: Didn't Vote	44%	(344)	34%	(265)	10%	(82)	12%	(94)	785
4-Region: Northeast	42%	(163)	39%	(154)	9%	(36)	10%	(40)	394
4-Region: Midwest	42%	(193)	39%	(181)	11%	(49)	8%	(39)	462
4-Region: South	45%	(373)	34%	(280)	11%	(87)	10%	(85)	825
4-Region: West	42%	(216)	34%	(178)	11%	(56)	13%	(70)	520
Sports fan	44%	(611)	36%	(498)	11%	(150)	9%	(132)	1391
Traveled outside of U.S. in past year 1+ times	39%	(170)	42%	(185)	11%	(50)	7%	(31)	436
Frequent Flyer	36%	(89)	42%	(105)	15%	(37)	8%	(19)	251

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
Adults	41%	(906)	38%	(839)	11%	(240)	10%	(217)	2201
Gender: Male	37%	(393)	37%	(397)	13%	(141)	12%	(132)	1062
Gender: Female	45%	(513)	39%	(442)	9%	(99)	7%	(84)	1139
Age: 18-34	46%	(301)	33%	(216)	12%	(75)	10%	(63)	655
Age: 35-44	44%	(157)	37%	(132)	11%	(41)	8%	(28)	358
Age: 45-64	34%	(256)	43%	(321)	11%	(86)	12%	(88)	751
Age: 65+	44%	(191)	39%	(170)	9%	(38)	9%	(38)	436
GenZers: 1997-2012	50%	(145)	28%	(81)	14%	(40)	7%	(21)	287
Millennials: 1981-1996	42%	(223)	38%	(205)	10%	(54)	10%	(55)	536
GenXers: 1965-1980	41%	(225)	36%	(196)	12%	(67)	10%	(56)	543
Baby Boomers: 1946-1964	37%	(288)	42%	(326)	10%	(78)	10%	(77)	769
PID: Dem (no lean)	49%	(400)	35%	(288)	9%	(71)	7%	(61)	820
PID: Ind (no lean)	38%	(262)	37%	(256)	13%	(87)	12%	(83)	688
PID: Rep (no lean)	35%	(244)	42%	(295)	12%	(82)	10%	(73)	693
PID/Gender: Dem Men	46%	(153)	34%	(112)	12%	(41)	9%	(29)	336
PID/Gender: Dem Women	51%	(246)	36%	(176)	6%	(30)	7%	(32)	484
PID/Gender: Ind Men	32%	(112)	37%	(130)	15%	(54)	15%	(54)	349
PID/Gender: Ind Women	44%	(150)	37%	(125)	10%	(33)	9%	(29)	338
PID/Gender: Rep Men	34%	(127)	41%	(154)	12%	(47)	13%	(49)	377
PID/Gender: Rep Women	37%	(117)	45%	(141)	11%	(35)	7%	(23)	316
Ideo: Liberal (1-3)	52%	(330)	35%	(221)	8%	(53)	5%	(34)	639
Ideo: Moderate (4)	40%	(243)	40%	(240)	10%	(60)	10%	(61)	604
Ideo: Conservative (5-7)	34%	(250)	42%	(310)	15%	(108)	10%	(76)	743
Educ: < College	43%	(652)	37%	(557)	10%	(144)	11%	(160)	1513
Educ: Bachelors degree	38%	(169)	38%	(169)	15%	(67)	9%	(39)	444
Educ: Post-grad	35%	(84)	46%	(113)	12%	(30)	7%	(17)	244
Income: Under 50k	41%	(477)	36%	(412)	11%	(125)	12%	(138)	1151
Income: 50k-100k	44%	(318)	38%	(274)	11%	(78)	6%	(46)	716
Income: 100k+	33%	(111)	46%	(153)	11%	(38)	10%	(33)	334
Ethnicity: White	40%	(681)	39%	(672)	11%	(197)	10%	(172)	1723

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
Adults	41%	(906)	38%	(839)	11%	(240)	10%	(217)	2201
Ethnicity: Hispanic	45%	(159)	33%	(116)	12%	(44)	9%	(32)	350
Ethnicity: Afr. Am.	50%	(137)	35%	(96)	7%	(20)	8%	(21)	274
Ethnicity: Other	43%	(88)	34%	(70)	11%	(23)	11%	(23)	204
All Christian	39%	(407)	41%	(425)	11%	(116)	9%	(96)	1044
All Non-Christian	43%	(48)	33%	(37)	18%	(20)	5%	(6)	111
Atheist	45%	(48)	30%	(32)	10%	(10)	14%	(15)	106
Agnostic/Nothing in particular	43%	(403)	37%	(344)	10%	(94)	11%	(99)	940
Religious Non-Protestant/Catholic	36%	(52)	40%	(59)	17%	(25)	7%	(10)	146
Evangelical	42%	(240)	39%	(221)	9%	(51)	10%	(59)	570
Non-Evangelical	41%	(326)	39%	(312)	11%	(91)	9%	(71)	799
Community: Urban	45%	(259)	37%	(214)	10%	(59)	9%	(50)	581
Community: Suburban	39%	(421)	40%	(432)	12%	(133)	10%	(105)	1092
Community: Rural	43%	(226)	36%	(193)	9%	(48)	12%	(62)	528
Employ: Private Sector	40%	(271)	39%	(262)	12%	(83)	9%	(60)	677
Employ: Government	37%	(38)	40%	(41)	14%	(14)	9%	(9)	102
Employ: Self-Employed	38%	(58)	42%	(64)	13%	(19)	7%	(11)	152
Employ: Homemaker	39%	(62)	44%	(70)	8%	(13)	10%	(15)	161
Employ: Retired	40%	(198)	40%	(201)	10%	(50)	10%	(51)	500
Employ: Unemployed	47%	(137)	33%	(96)	10%	(29)	10%	(28)	290
Employ: Other	40%	(64)	32%	(50)	9%	(14)	19%	(30)	159
Military HH: Yes	42%	(140)	38%	(125)	12%	(39)	8%	(28)	332
Military HH: No	41%	(766)	38%	(714)	11%	(201)	10%	(189)	1869
RD/WT: Right Direction	35%	(273)	41%	(320)	13%	(98)	11%	(82)	774
RD/WT: Wrong Track	44%	(632)	36%	(518)	10%	(142)	9%	(134)	1427
Trump Job Approve	35%	(323)	41%	(376)	13%	(119)	12%	(109)	927
Trump Job Disapprove	47%	(548)	37%	(432)	9%	(106)	7%	(81)	1167

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
Adults	41%	(906)	38%	(839)	11%	(240)	10%	(217)	2201
Trump Job Strongly Approve	37%	(192)	36%	(188)	12%	(62)	14%	(74)	516
Trump Job Somewhat Approve	32%	(131)	46%	(188)	14%	(57)	8%	(35)	410
Trump Job Somewhat Disapprove	34%	(89)	46%	(122)	15%	(41)	5%	(12)	264
Trump Job Strongly Disapprove	51%	(459)	34%	(309)	7%	(65)	8%	(69)	902
Favorable of Trump	36%	(326)	39%	(357)	13%	(121)	11%	(104)	909
Unfavorable of Trump	47%	(545)	38%	(440)	9%	(110)	7%	(77)	1172
Very Favorable of Trump	38%	(197)	36%	(185)	13%	(66)	13%	(68)	515
Somewhat Favorable of Trump	33%	(129)	44%	(173)	14%	(56)	9%	(37)	394
Somewhat Unfavorable of Trump	35%	(70)	43%	(86)	13%	(27)	8%	(16)	199
Very Unfavorable of Trump	49%	(476)	36%	(354)	9%	(83)	6%	(61)	973
#1 Issue: Economy	41%	(307)	39%	(298)	12%	(90)	8%	(62)	755
#1 Issue: Security	29%	(69)	41%	(97)	15%	(35)	16%	(37)	238
#1 Issue: Health Care	42%	(197)	39%	(182)	9%	(43)	10%	(45)	468
#1 Issue: Medicare / Social Security	47%	(144)	36%	(111)	7%	(22)	10%	(31)	307
#1 Issue: Women's Issues	54%	(61)	29%	(33)	10%	(11)	7%	(8)	114
#1 Issue: Education	35%	(45)	39%	(50)	16%	(21)	10%	(13)	129
#1 Issue: Energy	57%	(38)	27%	(18)	13%	(9)	2%	(2)	67
#1 Issue: Other	36%	(45)	41%	(50)	7%	(9)	15%	(19)	122
2018 House Vote: Democrat	49%	(360)	34%	(252)	11%	(83)	5%	(38)	733
2018 House Vote: Republican	36%	(235)	41%	(268)	12%	(78)	11%	(73)	654
2018 House Vote: Someone else	37%	(26)	42%	(30)	12%	(9)	9%	(7)	71
2016 Vote: Hillary Clinton	48%	(319)	37%	(246)	10%	(68)	5%	(31)	664
2016 Vote: Donald Trump	36%	(255)	41%	(296)	12%	(84)	12%	(83)	718
2016 Vote: Other	41%	(62)	39%	(58)	13%	(20)	7%	(10)	150
2016 Vote: Didn't Vote	40%	(269)	36%	(237)	10%	(69)	14%	(91)	666
Voted in 2014: Yes	43%	(553)	38%	(486)	11%	(143)	9%	(111)	1293
Voted in 2014: No	39%	(352)	39%	(353)	11%	(97)	12%	(106)	908

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
Adults	41%	(906)	38%	(839)	11%	(240)	10%	(217)	2201
2012 Vote: Barack Obama	47%	(374)	39%	(312)	9%	(72)	5%	(43)	800
2012 Vote: Mitt Romney	32%	(167)	42%	(220)	13%	(68)	14%	(73)	529
2012 Vote: Other	40%	(33)	36%	(30)	14%	(12)	10%	(9)	83
2012 Vote: Didn't Vote	42%	(329)	35%	(275)	11%	(89)	12%	(92)	785
4-Region: Northeast	40%	(156)	42%	(166)	10%	(40)	8%	(32)	394
4-Region: Midwest	40%	(185)	38%	(177)	12%	(56)	10%	(44)	462
4-Region: South	44%	(364)	38%	(310)	10%	(80)	9%	(71)	825
4-Region: West	39%	(201)	36%	(185)	12%	(64)	13%	(69)	520
Sports fan	41%	(576)	38%	(534)	11%	(157)	9%	(124)	1391
Traveled outside of U.S. in past year 1+ times	40%	(176)	42%	(183)	10%	(46)	7%	(31)	436
Frequent Flyer	42%	(104)	37%	(92)	13%	(31)	9%	(23)	251

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
Adults	46%	(1017)	37%	(807)	9%	(198)	8%	(179)	2201
Gender: Male	43%	(460)	35%	(371)	11%	(121)	10%	(110)	1062
Gender: Female	49%	(556)	38%	(436)	7%	(77)	6%	(69)	1139
Age: 18-34	48%	(317)	32%	(212)	11%	(70)	9%	(57)	655
Age: 35-44	49%	(176)	37%	(133)	7%	(25)	7%	(24)	358
Age: 45-64	41%	(307)	41%	(306)	9%	(71)	9%	(68)	751
Age: 65+	50%	(217)	36%	(157)	7%	(32)	7%	(30)	436
GenZers: 1997-2012	50%	(143)	32%	(93)	10%	(30)	7%	(21)	287
Millennials: 1981-1996	48%	(255)	33%	(179)	10%	(56)	9%	(46)	536
GenXers: 1965-1980	46%	(252)	37%	(199)	8%	(46)	9%	(46)	543
Baby Boomers: 1946-1964	44%	(335)	41%	(312)	9%	(65)	7%	(55)	769
PID: Dem (no lean)	51%	(421)	36%	(296)	6%	(53)	6%	(49)	820
PID: Ind (no lean)	41%	(284)	35%	(239)	12%	(82)	12%	(82)	688
PID: Rep (no lean)	45%	(311)	39%	(272)	9%	(63)	7%	(47)	693
PID/Gender: Dem Men	48%	(160)	35%	(118)	9%	(31)	8%	(26)	336
PID/Gender: Dem Women	54%	(261)	37%	(178)	4%	(22)	5%	(24)	484
PID/Gender: Ind Men	37%	(130)	34%	(118)	14%	(50)	15%	(52)	349
PID/Gender: Ind Women	46%	(154)	36%	(121)	10%	(32)	9%	(31)	338
PID/Gender: Rep Men	45%	(170)	36%	(135)	11%	(40)	9%	(32)	377
PID/Gender: Rep Women	45%	(142)	43%	(137)	7%	(23)	5%	(15)	316
Ideo: Liberal (1-3)	54%	(347)	32%	(205)	8%	(54)	5%	(33)	639
Ideo: Moderate (4)	45%	(270)	40%	(239)	7%	(44)	8%	(51)	604
Ideo: Conservative (5-7)	43%	(317)	39%	(289)	12%	(86)	7%	(51)	743
Educ: < College	48%	(726)	35%	(527)	8%	(125)	9%	(135)	1513
Educ: Bachelors degree	42%	(185)	40%	(180)	11%	(50)	6%	(29)	444
Educ: Post-grad	43%	(105)	41%	(101)	9%	(23)	6%	(16)	244
Income: Under 50k	47%	(537)	34%	(391)	10%	(111)	10%	(112)	1151
Income: 50k-100k	48%	(342)	39%	(278)	8%	(55)	6%	(41)	716
Income: 100k+	41%	(138)	42%	(139)	9%	(32)	8%	(26)	334
Ethnicity: White	44%	(755)	39%	(666)	10%	(166)	8%	(135)	1723

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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
Adults	46%	(1017)	37%	(807)	9%	(198)	8%	(179)	2201
Ethnicity: Hispanic	48%	(166)	32%	(111)	14%	(48)	7%	(25)	350
Ethnicity: Afr. Am.	59%	(163)	26%	(71)	7%	(20)	8%	(21)	274
Ethnicity: Other	48%	(99)	34%	(70)	6%	(12)	11%	(23)	204
All Christian	47%	(493)	38%	(400)	8%	(86)	6%	(65)	1044
All Non-Christian	37%	(41)	45%	(50)	13%	(14)	5%	(6)	111
Atheist	46%	(49)	32%	(34)	11%	(11)	11%	(12)	106
Agnostic/Nothing in particular	46%	(434)	34%	(324)	9%	(86)	10%	(96)	940
Religious Non-Protestant/Catholic	34%	(50)	46%	(67)	13%	(19)	7%	(10)	146
Evangelical	52%	(294)	34%	(196)	8%	(45)	6%	(36)	570
Non-Evangelical	47%	(377)	38%	(301)	7%	(57)	8%	(64)	799
Community: Urban	46%	(265)	35%	(206)	11%	(62)	8%	(48)	581
Community: Suburban	44%	(484)	40%	(433)	9%	(94)	7%	(80)	1092
Community: Rural	51%	(268)	32%	(168)	8%	(42)	10%	(50)	528
Employ: Private Sector	44%	(300)	39%	(261)	10%	(68)	7%	(47)	677
Employ: Government	47%	(47)	36%	(36)	9%	(10)	8%	(8)	102
Employ: Self-Employed	51%	(77)	36%	(55)	8%	(12)	5%	(8)	152
Employ: Homemaker	45%	(73)	41%	(65)	7%	(11)	7%	(11)	161
Employ: Retired	45%	(223)	40%	(200)	7%	(36)	8%	(41)	500
Employ: Unemployed	52%	(151)	30%	(87)	10%	(30)	8%	(22)	290
Employ: Other	40%	(64)	28%	(45)	13%	(21)	18%	(29)	159
Military HH: Yes	49%	(162)	36%	(119)	9%	(30)	6%	(20)	332
Military HH: No	46%	(855)	37%	(689)	9%	(168)	8%	(158)	1869
RD/WT: Right Direction	43%	(333)	38%	(295)	10%	(79)	9%	(68)	774
RD/WT: Wrong Track	48%	(684)	36%	(513)	8%	(119)	8%	(111)	1427
Trump Job Approve	42%	(391)	39%	(362)	10%	(92)	9%	(81)	927
Trump Job Disapprove	51%	(592)	36%	(415)	8%	(93)	6%	(68)	1167

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
Adults	46%	(1017)	37%	(807)	9%	(198)	8%	(179)	2201
Trump Job Strongly Approve	46%	(239)	35%	(181)	10%	(51)	9%	(45)	516
Trump Job Somewhat Approve	37%	(152)	44%	(182)	10%	(41)	9%	(36)	410
Trump Job Somewhat Disapprove	41%	(108)	44%	(116)	11%	(29)	4%	(11)	264
Trump Job Strongly Disapprove	54%	(483)	33%	(298)	7%	(64)	6%	(57)	902
Favorable of Trump	44%	(400)	37%	(338)	10%	(95)	9%	(77)	909
Unfavorable of Trump	49%	(577)	36%	(427)	9%	(100)	6%	(69)	1172
Very Favorable of Trump	47%	(242)	34%	(176)	11%	(57)	8%	(40)	515
Somewhat Favorable of Trump	40%	(157)	41%	(162)	10%	(38)	9%	(37)	394
Somewhat Unfavorable of Trump	36%	(72)	43%	(85)	12%	(25)	9%	(17)	199
Very Unfavorable of Trump	52%	(504)	35%	(342)	8%	(75)	5%	(51)	973
#1 Issue: Economy	48%	(364)	35%	(268)	9%	(68)	7%	(57)	755
#1 Issue: Security	37%	(87)	41%	(98)	10%	(24)	12%	(29)	238
#1 Issue: Health Care	49%	(231)	34%	(160)	9%	(44)	7%	(33)	468
#1 Issue: Medicare / Social Security	48%	(147)	38%	(117)	6%	(17)	9%	(26)	307
#1 Issue: Women's Issues	50%	(57)	36%	(42)	7%	(7)	7%	(9)	114
#1 Issue: Education	37%	(47)	40%	(51)	14%	(18)	9%	(12)	129
#1 Issue: Energy	48%	(32)	36%	(24)	16%	(10)	1%	(1)	67
#1 Issue: Other	43%	(52)	39%	(48)	8%	(10)	10%	(12)	122
2018 House Vote: Democrat	52%	(381)	35%	(259)	8%	(56)	5%	(37)	733
2018 House Vote: Republican	42%	(277)	40%	(261)	12%	(76)	6%	(39)	654
2018 House Vote: Someone else	40%	(28)	40%	(28)	7%	(5)	14%	(10)	71
2016 Vote: Hillary Clinton	51%	(336)	37%	(244)	8%	(55)	5%	(30)	664
2016 Vote: Donald Trump	45%	(324)	38%	(272)	9%	(68)	7%	(54)	718
2016 Vote: Other	44%	(66)	41%	(61)	8%	(11)	8%	(11)	150
2016 Vote: Didn't Vote	43%	(290)	35%	(230)	9%	(63)	12%	(83)	666
Voted in 2014: Yes	47%	(604)	38%	(497)	9%	(114)	6%	(78)	1293
Voted in 2014: No	45%	(413)	34%	(310)	9%	(84)	11%	(100)	908

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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
Adults	46%	(1017)	37%	(807)	9%	(198)	8%	(179)	2201
2012 Vote: Barack Obama	50%	(403)	37%	(300)	7%	(54)	5%	(42)	800
2012 Vote: Mitt Romney	40%	(214)	40%	(210)	12%	(61)	8%	(44)	529
2012 Vote: Other	40%	(33)	43%	(36)	8%	(7)	9%	(7)	83
2012 Vote: Didn't Vote	46%	(362)	33%	(262)	10%	(76)	11%	(86)	785
4-Region: Northeast	42%	(165)	41%	(161)	9%	(37)	8%	(31)	394
4-Region: Midwest	49%	(227)	34%	(159)	10%	(46)	7%	(30)	462
4-Region: South	50%	(410)	35%	(288)	7%	(60)	8%	(66)	825
4-Region: West	41%	(215)	38%	(199)	11%	(55)	10%	(51)	520
Sports fan	48%	(669)	36%	(499)	9%	(127)	7%	(96)	1391
Traveled outside of U.S. in past year 1+ times	45%	(198)	40%	(176)	9%	(39)	5%	(23)	436
Frequent Flyer	42%	(106)	38%	(96)	14%	(35)	6%	(15)	251

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
Adults	43%	(936)	40%	(885)	9%	(199)	8%	(181)	2201
Gender: Male	40%	(430)	39%	(417)	10%	(109)	10%	(107)	1062
Gender: Female	44%	(506)	41%	(468)	8%	(90)	7%	(75)	1139
Age: 18-34	44%	(291)	35%	(228)	12%	(77)	9%	(59)	655
Age: 35-44	45%	(162)	38%	(137)	7%	(27)	9%	(33)	358
Age: 45-64	37%	(281)	46%	(347)	9%	(67)	8%	(57)	751
Age: 65+	46%	(202)	40%	(174)	7%	(28)	7%	(32)	436
GenZers: 1997-2012	48%	(138)	35%	(100)	11%	(31)	6%	(17)	287
Millennials: 1981-1996	43%	(230)	36%	(191)	11%	(59)	11%	(57)	536
GenXers: 1965-1980	42%	(226)	42%	(226)	9%	(46)	8%	(45)	543
Baby Boomers: 1946-1964	40%	(307)	45%	(346)	8%	(61)	7%	(55)	769
PID: Dem (no lean)	46%	(380)	39%	(318)	7%	(61)	7%	(60)	820
PID: Ind (no lean)	36%	(250)	41%	(283)	11%	(77)	11%	(77)	688
PID: Rep (no lean)	44%	(305)	41%	(284)	9%	(60)	6%	(44)	693
PID/Gender: Dem Men	46%	(153)	37%	(123)	9%	(30)	9%	(30)	336
PID/Gender: Dem Women	47%	(227)	40%	(196)	6%	(31)	6%	(30)	484
PID/Gender: Ind Men	32%	(111)	43%	(151)	12%	(41)	13%	(47)	349
PID/Gender: Ind Women	41%	(139)	39%	(132)	11%	(36)	9%	(31)	338
PID/Gender: Rep Men	44%	(166)	38%	(143)	10%	(38)	8%	(30)	377
PID/Gender: Rep Women	44%	(140)	44%	(140)	7%	(23)	4%	(14)	316
Ideo: Liberal (1-3)	49%	(311)	36%	(227)	10%	(62)	6%	(39)	639
Ideo: Moderate (4)	37%	(226)	47%	(284)	7%	(44)	8%	(50)	604
Ideo: Conservative (5-7)	43%	(318)	41%	(305)	11%	(81)	5%	(40)	743
Educ: < College	44%	(658)	38%	(576)	9%	(143)	9%	(135)	1513
Educ: Bachelors degree	41%	(181)	43%	(191)	9%	(42)	7%	(30)	444
Educ: Post-grad	39%	(96)	48%	(118)	6%	(14)	6%	(16)	244
Income: Under 50k	42%	(478)	39%	(444)	10%	(117)	10%	(113)	1151
Income: 50k-100k	45%	(319)	41%	(295)	8%	(58)	6%	(44)	716
Income: 100k+	42%	(139)	44%	(147)	7%	(24)	7%	(24)	334
Ethnicity: White	42%	(716)	42%	(725)	8%	(145)	8%	(137)	1723

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
Adults	43%	(936)	40%	(885)	9%	(199)	8%	(181)	2201
Ethnicity: Hispanic	47%	(165)	36%	(125)	9%	(32)	8%	(28)	350
Ethnicity: Afr. Am.	49%	(135)	29%	(81)	13%	(36)	8%	(22)	274
Ethnicity: Other	42%	(85)	39%	(80)	8%	(17)	11%	(22)	204
All Christian	42%	(440)	42%	(441)	9%	(94)	7%	(68)	1044
All Non-Christian	50%	(56)	31%	(34)	14%	(15)	5%	(6)	111
Atheist	35%	(37)	44%	(47)	7%	(7)	15%	(15)	106
Agnostic/Nothing in particular	43%	(403)	39%	(363)	9%	(82)	10%	(92)	940
Religious Non-Protestant/Catholic	45%	(66)	35%	(52)	15%	(22)	5%	(7)	146
Evangelical	46%	(261)	39%	(225)	8%	(44)	7%	(41)	570
Non-Evangelical	43%	(345)	41%	(328)	8%	(64)	8%	(63)	799
Community: Urban	45%	(261)	37%	(214)	10%	(57)	8%	(49)	581
Community: Suburban	41%	(446)	43%	(467)	9%	(94)	8%	(85)	1092
Community: Rural	43%	(229)	39%	(204)	9%	(48)	9%	(47)	528
Employ: Private Sector	41%	(280)	43%	(288)	9%	(59)	7%	(49)	677
Employ: Government	41%	(42)	41%	(42)	10%	(11)	8%	(8)	102
Employ: Self-Employed	46%	(70)	35%	(54)	15%	(22)	4%	(6)	152
Employ: Homemaker	38%	(61)	46%	(74)	9%	(15)	7%	(11)	161
Employ: Retired	42%	(211)	43%	(215)	7%	(33)	8%	(40)	500
Employ: Unemployed	44%	(128)	38%	(111)	11%	(32)	7%	(19)	290
Employ: Other	40%	(63)	31%	(50)	6%	(9)	23%	(37)	159
Military HH: Yes	46%	(154)	38%	(127)	8%	(27)	7%	(23)	332
Military HH: No	42%	(782)	41%	(758)	9%	(172)	8%	(158)	1869
RD/WT: Right Direction	41%	(317)	43%	(330)	9%	(72)	7%	(55)	774
RD/WT: Wrong Track	43%	(619)	39%	(555)	9%	(127)	9%	(127)	1427
Trump Job Approve	41%	(379)	42%	(393)	9%	(84)	8%	(71)	927
Trump Job Disapprove	44%	(515)	40%	(464)	9%	(107)	7%	(80)	1167

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
Adults	43%	(936)	40%	(885)	9%	(199)	8%	(181)	2201
Trump Job Strongly Approve	46%	(238)	37%	(193)	8%	(42)	8%	(43)	516
Trump Job Somewhat Approve	34%	(141)	49%	(200)	10%	(42)	7%	(28)	410
Trump Job Somewhat Disapprove	35%	(92)	48%	(127)	12%	(32)	5%	(13)	264
Trump Job Strongly Disapprove	47%	(423)	37%	(337)	8%	(76)	7%	(67)	902
Favorable of Trump	42%	(379)	41%	(371)	10%	(90)	8%	(69)	909
Unfavorable of Trump	44%	(520)	40%	(473)	9%	(102)	7%	(77)	1172
Very Favorable of Trump	48%	(245)	35%	(181)	10%	(50)	8%	(39)	515
Somewhat Favorable of Trump	34%	(134)	48%	(190)	10%	(40)	8%	(30)	394
Somewhat Unfavorable of Trump	35%	(69)	49%	(98)	8%	(16)	8%	(16)	199
Very Unfavorable of Trump	46%	(451)	39%	(375)	9%	(86)	6%	(61)	973
#1 Issue: Economy	45%	(342)	40%	(302)	8%	(60)	7%	(52)	755
#1 Issue: Security	33%	(79)	39%	(93)	17%	(39)	11%	(26)	238
#1 Issue: Health Care	43%	(199)	43%	(201)	7%	(35)	7%	(33)	468
#1 Issue: Medicare / Social Security	45%	(137)	39%	(121)	8%	(25)	8%	(25)	307
#1 Issue: Women's Issues	51%	(58)	36%	(41)	6%	(7)	8%	(9)	114
#1 Issue: Education	34%	(44)	40%	(52)	14%	(18)	11%	(15)	129
#1 Issue: Energy	43%	(29)	31%	(20)	15%	(10)	11%	(8)	67
#1 Issue: Other	39%	(48)	46%	(56)	4%	(5)	11%	(14)	122
2018 House Vote: Democrat	47%	(341)	39%	(284)	9%	(64)	6%	(44)	733
2018 House Vote: Republican	43%	(284)	41%	(270)	9%	(61)	6%	(39)	654
2018 House Vote: Someone else	46%	(33)	43%	(30)	3%	(2)	9%	(6)	71
2016 Vote: Hillary Clinton	45%	(297)	40%	(267)	10%	(63)	6%	(37)	664
2016 Vote: Donald Trump	45%	(322)	40%	(285)	8%	(59)	7%	(52)	718
2016 Vote: Other	36%	(54)	51%	(76)	7%	(11)	6%	(9)	150
2016 Vote: Didn't Vote	39%	(262)	39%	(257)	10%	(65)	12%	(83)	666
Voted in 2014: Yes	45%	(585)	40%	(524)	8%	(102)	6%	(83)	1293
Voted in 2014: No	39%	(351)	40%	(361)	11%	(96)	11%	(99)	908

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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
Adults	43%	(936)	40%	(885)	9%	(199)	8%	(181)	2201
2012 Vote: Barack Obama	44%	(351)	41%	(328)	9%	(73)	6%	(48)	800
2012 Vote: Mitt Romney	42%	(225)	42%	(221)	8%	(41)	8%	(42)	529
2012 Vote: Other	42%	(35)	44%	(37)	6%	(5)	7%	(6)	83
2012 Vote: Didn't Vote	41%	(323)	38%	(297)	10%	(79)	11%	(86)	785
4-Region: Northeast	42%	(166)	41%	(160)	7%	(29)	10%	(38)	394
4-Region: Midwest	40%	(186)	43%	(198)	9%	(43)	8%	(36)	462
4-Region: South	46%	(377)	39%	(318)	9%	(73)	7%	(57)	825
4-Region: West	40%	(207)	40%	(210)	10%	(53)	10%	(50)	520
Sports fan	44%	(612)	40%	(560)	9%	(128)	7%	(91)	1391
Traveled outside of U.S. in past year 1+ times	42%	(185)	44%	(194)	7%	(30)	6%	(27)	436
Frequent Flyer	46%	(114)	37%	(93)	11%	(27)	6%	(16)	251

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
Adults	35%	(778)	41%	(900)	14%	(304)	10%	(219)	2201
Gender: Male	34%	(360)	38%	(409)	16%	(166)	12%	(128)	1062
Gender: Female	37%	(418)	43%	(492)	12%	(137)	8%	(92)	1139
Age: 18-34	34%	(222)	40%	(263)	14%	(93)	12%	(77)	655
Age: 35-44	40%	(144)	42%	(149)	11%	(39)	7%	(26)	358
Age: 45-64	32%	(240)	43%	(323)	15%	(109)	11%	(79)	751
Age: 65+	39%	(172)	38%	(165)	14%	(63)	8%	(36)	436
GenZers: 1997-2012	35%	(101)	39%	(112)	14%	(39)	12%	(34)	287
Millennials: 1981-1996	34%	(182)	43%	(230)	13%	(67)	11%	(57)	536
GenXers: 1965-1980	38%	(205)	39%	(211)	15%	(80)	9%	(48)	543
Baby Boomers: 1946-1964	34%	(264)	42%	(319)	15%	(114)	9%	(71)	769
PID: Dem (no lean)	41%	(332)	39%	(322)	12%	(96)	8%	(69)	820
PID: Ind (no lean)	29%	(202)	40%	(278)	16%	(108)	15%	(100)	688
PID: Rep (no lean)	35%	(243)	43%	(300)	14%	(100)	7%	(50)	693
PID/Gender: Dem Men	40%	(134)	35%	(118)	15%	(49)	10%	(34)	336
PID/Gender: Dem Women	41%	(198)	42%	(204)	10%	(47)	7%	(35)	484
PID/Gender: Ind Men	27%	(95)	38%	(132)	17%	(60)	18%	(63)	349
PID/Gender: Ind Women	32%	(108)	43%	(145)	14%	(48)	11%	(37)	338
PID/Gender: Rep Men	35%	(131)	42%	(158)	15%	(57)	8%	(31)	377
PID/Gender: Rep Women	36%	(112)	45%	(142)	13%	(43)	6%	(19)	316
Ideo: Liberal (1-3)	42%	(266)	38%	(242)	13%	(85)	7%	(46)	639
Ideo: Moderate (4)	30%	(183)	45%	(270)	15%	(91)	10%	(60)	604
Ideo: Conservative (5-7)	36%	(268)	41%	(306)	15%	(110)	8%	(59)	743
Educ: < College	37%	(557)	39%	(593)	13%	(192)	11%	(171)	1513
Educ: Bachelors degree	33%	(145)	45%	(199)	16%	(70)	7%	(29)	444
Educ: Post-grad	31%	(76)	44%	(108)	17%	(41)	8%	(19)	244
Income: Under 50k	36%	(417)	39%	(446)	13%	(148)	12%	(140)	1151
Income: 50k-100k	36%	(260)	41%	(297)	15%	(109)	7%	(50)	716
Income: 100k+	30%	(101)	47%	(158)	14%	(47)	9%	(28)	334
Ethnicity: White	34%	(579)	42%	(726)	14%	(249)	10%	(169)	1723

Continued on next page

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
Adults	35%	(778)	41%	(900)	14%	(304)	10%	(219)	2201
Ethnicity: Hispanic	39%	(135)	39%	(136)	12%	(44)	10%	(35)	350
Ethnicity: Afr. Am.	44%	(122)	35%	(97)	12%	(32)	9%	(24)	274
Ethnicity: Other	38%	(77)	38%	(78)	11%	(23)	13%	(27)	204
All Christian	36%	(380)	43%	(445)	14%	(141)	7%	(77)	1044
All Non-Christian	26%	(29)	44%	(49)	21%	(23)	9%	(10)	111
Atheist	33%	(35)	34%	(36)	19%	(20)	15%	(16)	106
Agnostic/Nothing in particular	36%	(334)	39%	(370)	13%	(120)	12%	(116)	940
Religious Non-Protestant/Catholic	24%	(35)	47%	(69)	22%	(32)	7%	(11)	146
Evangelical	41%	(235)	42%	(237)	10%	(58)	7%	(40)	570
Non-Evangelical	36%	(289)	41%	(324)	14%	(108)	10%	(79)	799
Community: Urban	39%	(226)	38%	(219)	12%	(67)	12%	(69)	581
Community: Suburban	33%	(359)	43%	(467)	15%	(168)	9%	(97)	1092
Community: Rural	36%	(193)	41%	(214)	13%	(68)	10%	(53)	528
Employ: Private Sector	33%	(224)	46%	(310)	13%	(85)	9%	(58)	677
Employ: Government	32%	(32)	38%	(39)	17%	(17)	13%	(13)	102
Employ: Self-Employed	38%	(58)	42%	(64)	15%	(23)	5%	(8)	152
Employ: Homemaker	34%	(54)	44%	(71)	14%	(23)	8%	(13)	161
Employ: Retired	36%	(182)	39%	(195)	15%	(75)	10%	(48)	500
Employ: Unemployed	42%	(122)	36%	(103)	13%	(37)	9%	(27)	290
Employ: Other	32%	(52)	32%	(50)	15%	(24)	21%	(33)	159
Military HH: Yes	38%	(126)	41%	(135)	14%	(45)	8%	(26)	332
Military HH: No	35%	(652)	41%	(766)	14%	(258)	10%	(193)	1869
RD/WT: Right Direction	34%	(263)	42%	(322)	15%	(115)	10%	(74)	774
RD/WT: Wrong Track	36%	(514)	41%	(578)	13%	(189)	10%	(145)	1427
Trump Job Approve	34%	(316)	41%	(383)	15%	(140)	9%	(87)	927
Trump Job Disapprove	37%	(436)	41%	(481)	13%	(150)	9%	(100)	1167

Continued on next page

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
Adults	35%	(778)	41%	(900)	14%	(304)	10%	(219)	2201
Trump Job Strongly Approve	39%	(202)	38%	(198)	14%	(71)	9%	(46)	516
Trump Job Somewhat Approve	28%	(115)	45%	(185)	17%	(70)	10%	(41)	410
Trump Job Somewhat Disapprove	28%	(75)	47%	(125)	19%	(49)	6%	(16)	264
Trump Job Strongly Disapprove	40%	(362)	39%	(356)	11%	(101)	9%	(84)	902
Favorable of Trump	35%	(316)	40%	(363)	16%	(143)	10%	(87)	909
Unfavorable of Trump	37%	(437)	42%	(489)	13%	(148)	8%	(98)	1172
Very Favorable of Trump	40%	(208)	39%	(202)	12%	(63)	8%	(42)	515
Somewhat Favorable of Trump	28%	(108)	41%	(161)	20%	(80)	12%	(46)	394
Somewhat Unfavorable of Trump	29%	(57)	46%	(91)	15%	(29)	11%	(22)	199
Very Unfavorable of Trump	39%	(380)	41%	(398)	12%	(119)	8%	(76)	973
#1 Issue: Economy	35%	(265)	42%	(315)	14%	(105)	9%	(71)	755
#1 Issue: Security	29%	(68)	44%	(104)	16%	(39)	11%	(27)	238
#1 Issue: Health Care	35%	(165)	40%	(189)	15%	(70)	9%	(43)	468
#1 Issue: Medicare / Social Security	39%	(121)	40%	(122)	13%	(39)	8%	(25)	307
#1 Issue: Women's Issues	44%	(51)	34%	(39)	12%	(13)	10%	(12)	114
#1 Issue: Education	31%	(40)	42%	(54)	14%	(19)	13%	(17)	129
#1 Issue: Energy	34%	(23)	46%	(30)	11%	(7)	9%	(6)	67
#1 Issue: Other	37%	(45)	38%	(46)	10%	(12)	15%	(19)	122
2018 House Vote: Democrat	41%	(300)	38%	(276)	15%	(109)	7%	(48)	733
2018 House Vote: Republican	34%	(224)	45%	(295)	14%	(91)	7%	(43)	654
2018 House Vote: Someone else	29%	(20)	44%	(31)	14%	(10)	14%	(10)	71
2016 Vote: Hillary Clinton	38%	(251)	41%	(274)	14%	(94)	7%	(45)	664
2016 Vote: Donald Trump	37%	(263)	41%	(297)	14%	(101)	8%	(57)	718
2016 Vote: Other	34%	(50)	39%	(59)	20%	(30)	7%	(10)	150
2016 Vote: Didn't Vote	32%	(213)	40%	(269)	12%	(79)	16%	(106)	666
Voted in 2014: Yes	38%	(491)	41%	(535)	14%	(178)	7%	(89)	1293
Voted in 2014: No	32%	(286)	40%	(365)	14%	(126)	14%	(131)	908

Continued on next page

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
Adults	35%	(778)	41%	(900)	14%	(304)	10%	(219)	2201
2012 Vote: Barack Obama	38%	(303)	41%	(331)	14%	(112)	7%	(54)	800
2012 Vote: Mitt Romney	36%	(191)	43%	(226)	13%	(69)	8%	(43)	529
2012 Vote: Other	33%	(27)	40%	(33)	17%	(14)	10%	(8)	83
2012 Vote: Didn't Vote	32%	(253)	39%	(309)	14%	(108)	14%	(114)	785
4-Region: Northeast	31%	(124)	43%	(170)	14%	(56)	11%	(44)	394
4-Region: Midwest	37%	(170)	41%	(189)	14%	(65)	8%	(39)	462
4-Region: South	36%	(300)	41%	(335)	13%	(108)	10%	(80)	825
4-Region: West	35%	(184)	40%	(207)	14%	(74)	11%	(55)	520
Sports fan	37%	(519)	41%	(575)	13%	(175)	9%	(121)	1391
Traveled outside of U.S. in past year 1+ times	36%	(156)	44%	(191)	13%	(56)	8%	(33)	436
Frequent Flyer	34%	(85)	43%	(107)	15%	(39)	8%	(20)	251

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
Adults	53%	(1156)	31%	(686)	7%	(159)	9%	(200)	2201
Gender: Male	47%	(499)	32%	(336)	10%	(105)	12%	(122)	1062
Gender: Female	58%	(657)	31%	(350)	5%	(54)	7%	(77)	1139
Age: 18-34	52%	(342)	29%	(188)	8%	(54)	11%	(71)	655
Age: 35-44	50%	(180)	34%	(123)	8%	(28)	8%	(27)	358
Age: 45-64	51%	(386)	33%	(249)	7%	(56)	8%	(60)	751
Age: 65+	57%	(248)	29%	(126)	5%	(22)	10%	(42)	436
GenZers: 1997-2012	53%	(151)	28%	(81)	10%	(28)	10%	(28)	287
Millennials: 1981-1996	51%	(275)	31%	(166)	7%	(39)	10%	(56)	536
GenXers: 1965-1980	51%	(276)	33%	(180)	8%	(42)	8%	(45)	543
Baby Boomers: 1946-1964	54%	(417)	31%	(237)	7%	(50)	8%	(65)	769
PID: Dem (no lean)	54%	(445)	30%	(250)	8%	(65)	7%	(60)	820
PID: Ind (no lean)	53%	(363)	30%	(206)	5%	(37)	12%	(81)	688
PID: Rep (no lean)	50%	(349)	33%	(230)	8%	(57)	8%	(58)	693
PID/Gender: Dem Men	47%	(159)	32%	(107)	12%	(41)	9%	(29)	336
PID/Gender: Dem Women	59%	(285)	30%	(143)	5%	(25)	6%	(31)	484
PID/Gender: Ind Men	47%	(163)	31%	(107)	7%	(24)	16%	(56)	349
PID/Gender: Ind Women	59%	(200)	29%	(99)	4%	(13)	8%	(26)	338
PID/Gender: Rep Men	47%	(177)	32%	(122)	11%	(40)	10%	(38)	377
PID/Gender: Rep Women	54%	(172)	34%	(108)	5%	(17)	6%	(20)	316
Ideo: Liberal (1-3)	63%	(401)	24%	(153)	8%	(48)	6%	(37)	639
Ideo: Moderate (4)	47%	(286)	38%	(227)	7%	(39)	8%	(51)	604
Ideo: Conservative (5-7)	52%	(387)	32%	(237)	9%	(63)	8%	(56)	743
Educ: < College	52%	(787)	30%	(455)	7%	(109)	11%	(162)	1513
Educ: Bachelors degree	54%	(239)	34%	(151)	7%	(31)	5%	(24)	444
Educ: Post-grad	54%	(131)	33%	(80)	8%	(19)	6%	(14)	244
Income: Under 50k	51%	(593)	30%	(351)	7%	(79)	11%	(129)	1151
Income: 50k-100k	54%	(387)	32%	(232)	8%	(59)	5%	(38)	716
Income: 100k+	53%	(176)	31%	(104)	6%	(21)	10%	(32)	334
Ethnicity: White	53%	(917)	31%	(538)	8%	(133)	8%	(135)	1723

Continued on next page

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
Adults	53%	(1156)	31%	(686)	7%	(159)	9%	(200)	2201
Ethnicity: Hispanic	54%	(190)	27%	(95)	8%	(27)	11%	(37)	350
Ethnicity: Afr. Am.	51%	(139)	30%	(81)	6%	(16)	14%	(38)	274
Ethnicity: Other	49%	(101)	33%	(67)	5%	(10)	13%	(27)	204
All Christian	55%	(572)	32%	(333)	7%	(76)	6%	(63)	1044
All Non-Christian	53%	(58)	33%	(37)	10%	(11)	5%	(5)	111
Atheist	50%	(53)	33%	(35)	3%	(3)	14%	(15)	106
Agnostic/Nothing in particular	50%	(472)	30%	(282)	7%	(69)	12%	(116)	940
Religious Non-Protestant/Catholic	53%	(78)	31%	(46)	10%	(15)	5%	(7)	146
Evangelical	52%	(299)	32%	(183)	7%	(39)	9%	(49)	570
Non-Evangelical	56%	(448)	29%	(230)	7%	(55)	8%	(67)	799
Community: Urban	54%	(312)	29%	(170)	8%	(46)	9%	(53)	581
Community: Suburban	51%	(558)	33%	(356)	8%	(82)	9%	(94)	1092
Community: Rural	54%	(286)	30%	(159)	6%	(31)	10%	(52)	528
Employ: Private Sector	50%	(341)	34%	(233)	8%	(53)	7%	(51)	677
Employ: Government	53%	(54)	31%	(31)	6%	(6)	10%	(10)	102
Employ: Self-Employed	51%	(78)	30%	(46)	9%	(13)	10%	(15)	152
Employ: Homemaker	52%	(83)	37%	(59)	6%	(10)	5%	(8)	161
Employ: Retired	54%	(269)	32%	(161)	5%	(26)	9%	(45)	500
Employ: Unemployed	56%	(163)	28%	(80)	9%	(27)	7%	(20)	290
Employ: Other	48%	(77)	18%	(29)	9%	(14)	24%	(39)	159
Military HH: Yes	58%	(193)	28%	(93)	8%	(26)	6%	(20)	332
Military HH: No	52%	(963)	32%	(593)	7%	(133)	10%	(180)	1869
RD/WT: Right Direction	47%	(363)	37%	(284)	8%	(58)	9%	(69)	774
RD/WT: Wrong Track	56%	(793)	28%	(402)	7%	(101)	9%	(131)	1427
Trump Job Approve	48%	(446)	35%	(321)	8%	(71)	10%	(88)	927
Trump Job Disapprove	57%	(670)	28%	(330)	7%	(85)	7%	(82)	1167

Continued on next page

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
Adults	53%	(1156)	31%	(686)	7%	(159)	9%	(200)	2201
Trump Job Strongly Approve	51%	(266)	32%	(163)	7%	(38)	10%	(50)	516
Trump Job Somewhat Approve	44%	(180)	39%	(158)	8%	(34)	9%	(38)	410
Trump Job Somewhat Disapprove	46%	(121)	39%	(102)	11%	(28)	5%	(12)	264
Trump Job Strongly Disapprove	61%	(549)	25%	(228)	6%	(56)	8%	(69)	902
Favorable of Trump	49%	(447)	33%	(302)	8%	(73)	9%	(86)	909
Unfavorable of Trump	57%	(671)	29%	(344)	7%	(78)	7%	(80)	1172
Very Favorable of Trump	53%	(275)	30%	(154)	8%	(41)	9%	(45)	515
Somewhat Favorable of Trump	44%	(172)	38%	(148)	8%	(32)	11%	(42)	394
Somewhat Unfavorable of Trump	50%	(101)	36%	(72)	7%	(13)	7%	(14)	199
Very Unfavorable of Trump	59%	(570)	28%	(272)	7%	(65)	7%	(65)	973
#1 Issue: Economy	51%	(388)	33%	(252)	6%	(49)	9%	(67)	755
#1 Issue: Security	43%	(101)	35%	(83)	12%	(29)	10%	(24)	238
#1 Issue: Health Care	55%	(259)	31%	(145)	7%	(32)	7%	(32)	468
#1 Issue: Medicare / Social Security	58%	(178)	26%	(81)	6%	(19)	10%	(30)	307
#1 Issue: Women's Issues	61%	(70)	28%	(32)	3%	(4)	8%	(9)	114
#1 Issue: Education	47%	(60)	30%	(38)	10%	(13)	14%	(17)	129
#1 Issue: Energy	66%	(44)	18%	(12)	7%	(5)	9%	(6)	67
#1 Issue: Other	47%	(57)	36%	(44)	7%	(8)	11%	(13)	122
2018 House Vote: Democrat	57%	(422)	29%	(214)	8%	(56)	6%	(41)	733
2018 House Vote: Republican	52%	(341)	33%	(219)	8%	(52)	6%	(42)	654
2018 House Vote: Someone else	59%	(42)	28%	(20)	2%	(1)	11%	(8)	71
2016 Vote: Hillary Clinton	57%	(378)	31%	(205)	7%	(48)	5%	(33)	664
2016 Vote: Donald Trump	53%	(382)	31%	(225)	7%	(51)	8%	(60)	718
2016 Vote: Other	56%	(84)	32%	(47)	5%	(8)	7%	(10)	150
2016 Vote: Didn't Vote	47%	(311)	31%	(208)	8%	(52)	14%	(96)	666
Voted in 2014: Yes	57%	(733)	30%	(393)	7%	(88)	6%	(80)	1293
Voted in 2014: No	47%	(423)	32%	(293)	8%	(72)	13%	(120)	908

Continued on next page

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
Adults	53%	(1156)	31%	(686)	7%	(159)	9%	(200)	2201
2012 Vote: Barack Obama	57%	(453)	32%	(252)	6%	(51)	6%	(44)	800
2012 Vote: Mitt Romney	52%	(276)	32%	(169)	7%	(36)	9%	(48)	529
2012 Vote: Other	59%	(48)	26%	(22)	5%	(4)	10%	(8)	83
2012 Vote: Didn't Vote	48%	(375)	31%	(243)	9%	(68)	13%	(99)	785
4-Region: Northeast	49%	(191)	34%	(133)	9%	(35)	9%	(34)	394
4-Region: Midwest	52%	(242)	32%	(146)	8%	(39)	7%	(35)	462
4-Region: South	54%	(448)	30%	(247)	7%	(58)	9%	(70)	825
4-Region: West	53%	(274)	30%	(159)	5%	(27)	12%	(61)	520
Sports fan	52%	(724)	32%	(441)	8%	(112)	8%	(114)	1391
Traveled outside of U.S. in past year 1+ times	50%	(219)	35%	(153)	8%	(36)	7%	(29)	436
Frequent Flyer	55%	(138)	28%	(71)	10%	(26)	6%	(16)	251

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
Adults	50%	(1103)	35%	(760)	7%	(155)	8%	(184)	2201
Gender: Male	47%	(498)	35%	(369)	9%	(91)	10%	(105)	1062
Gender: Female	53%	(605)	34%	(391)	6%	(64)	7%	(79)	1139
Age: 18-34	48%	(313)	34%	(223)	8%	(52)	10%	(68)	655
Age: 35-44	48%	(171)	37%	(132)	8%	(28)	7%	(26)	358
Age: 45-64	48%	(363)	35%	(266)	8%	(57)	9%	(65)	751
Age: 65+	59%	(256)	32%	(139)	4%	(17)	6%	(25)	436
GenZers: 1997-2012	51%	(147)	31%	(89)	10%	(29)	8%	(22)	287
Millennials: 1981-1996	45%	(242)	36%	(194)	8%	(41)	11%	(59)	536
GenXers: 1965-1980	50%	(272)	36%	(193)	6%	(35)	8%	(43)	543
Baby Boomers: 1946-1964	53%	(406)	34%	(259)	6%	(47)	7%	(57)	769
PID: Dem (no lean)	55%	(449)	32%	(260)	6%	(49)	8%	(62)	820
PID: Ind (no lean)	45%	(306)	35%	(243)	8%	(56)	12%	(83)	688
PID: Rep (no lean)	50%	(347)	37%	(257)	7%	(50)	6%	(39)	693
PID/Gender: Dem Men	54%	(182)	31%	(103)	7%	(22)	9%	(29)	336
PID/Gender: Dem Women	55%	(267)	33%	(158)	5%	(26)	7%	(33)	484
PID/Gender: Ind Men	39%	(137)	36%	(125)	11%	(38)	14%	(50)	349
PID/Gender: Ind Women	50%	(170)	35%	(117)	5%	(18)	10%	(33)	338
PID/Gender: Rep Men	48%	(180)	37%	(141)	8%	(31)	7%	(26)	377
PID/Gender: Rep Women	53%	(168)	37%	(116)	6%	(19)	4%	(13)	316
Ideo: Liberal (1-3)	55%	(354)	31%	(197)	7%	(44)	7%	(43)	639
Ideo: Moderate (4)	48%	(288)	37%	(224)	6%	(36)	9%	(55)	604
Ideo: Conservative (5-7)	50%	(375)	36%	(271)	9%	(66)	4%	(31)	743
Educ: < College	51%	(774)	33%	(502)	6%	(93)	10%	(144)	1513
Educ: Bachelors degree	47%	(209)	38%	(168)	9%	(42)	6%	(25)	444
Educ: Post-grad	49%	(120)	37%	(90)	8%	(21)	6%	(14)	244
Income: Under 50k	50%	(570)	32%	(366)	8%	(92)	11%	(123)	1151
Income: 50k-100k	53%	(377)	36%	(261)	6%	(41)	5%	(37)	716
Income: 100k+	47%	(155)	40%	(134)	6%	(21)	7%	(23)	334
Ethnicity: White	50%	(855)	36%	(614)	7%	(117)	8%	(136)	1723

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
Adults	50%	(1103)	35%	(760)	7%	(155)	8%	(184)	2201
Ethnicity: Hispanic	50%	(175)	30%	(104)	11%	(38)	9%	(33)	350
Ethnicity: Afr. Am.	57%	(157)	28%	(76)	6%	(17)	9%	(24)	274
Ethnicity: Other	44%	(90)	34%	(69)	10%	(21)	11%	(23)	204
All Christian	53%	(552)	35%	(364)	6%	(63)	6%	(65)	1044
All Non-Christian	52%	(57)	30%	(34)	10%	(12)	7%	(8)	111
Atheist	35%	(38)	41%	(43)	11%	(12)	12%	(13)	106
Agnostic/Nothing in particular	49%	(456)	34%	(319)	7%	(68)	10%	(97)	940
Religious Non-Protestant/Catholic	45%	(66)	39%	(57)	10%	(14)	6%	(9)	146
Evangelical	56%	(321)	31%	(177)	6%	(36)	6%	(36)	570
Non-Evangelical	52%	(418)	34%	(274)	6%	(49)	7%	(59)	799
Community: Urban	50%	(288)	32%	(184)	8%	(49)	10%	(60)	581
Community: Suburban	50%	(546)	36%	(391)	7%	(78)	7%	(77)	1092
Community: Rural	51%	(269)	35%	(185)	5%	(27)	9%	(47)	528
Employ: Private Sector	47%	(318)	38%	(260)	7%	(49)	7%	(50)	677
Employ: Government	50%	(51)	37%	(38)	6%	(6)	6%	(6)	102
Employ: Self-Employed	51%	(77)	38%	(58)	6%	(9)	5%	(8)	152
Employ: Homemaker	49%	(79)	37%	(60)	6%	(10)	8%	(12)	161
Employ: Retired	53%	(264)	35%	(173)	5%	(25)	8%	(38)	500
Employ: Unemployed	56%	(163)	24%	(69)	13%	(37)	7%	(21)	290
Employ: Other	45%	(72)	27%	(43)	7%	(11)	21%	(33)	159
Military HH: Yes	53%	(176)	34%	(114)	7%	(24)	6%	(19)	332
Military HH: No	50%	(927)	35%	(647)	7%	(131)	9%	(165)	1869
RD/WT: Right Direction	48%	(373)	39%	(300)	6%	(48)	7%	(52)	774
RD/WT: Wrong Track	51%	(729)	32%	(460)	7%	(106)	9%	(131)	1427
Trump Job Approve	48%	(445)	38%	(349)	8%	(71)	7%	(62)	927
Trump Job Disapprove	53%	(618)	32%	(376)	7%	(82)	8%	(92)	1167

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
Adults	50%	(1103)	35%	(760)	7%	(155)	8%	(184)	2201
Trump Job Strongly Approve	51%	(264)	35%	(180)	7%	(38)	7%	(34)	516
Trump Job Somewhat Approve	44%	(181)	41%	(169)	8%	(32)	7%	(28)	410
Trump Job Somewhat Disapprove	41%	(108)	40%	(105)	13%	(35)	6%	(17)	264
Trump Job Strongly Disapprove	57%	(510)	30%	(270)	5%	(47)	8%	(75)	902
Favorable of Trump	49%	(441)	37%	(336)	8%	(71)	7%	(61)	909
Unfavorable of Trump	53%	(622)	33%	(384)	7%	(78)	8%	(88)	1172
Very Favorable of Trump	53%	(273)	34%	(173)	8%	(40)	6%	(29)	515
Somewhat Favorable of Trump	43%	(168)	41%	(163)	8%	(31)	8%	(32)	394
Somewhat Unfavorable of Trump	41%	(81)	41%	(82)	10%	(20)	8%	(16)	199
Very Unfavorable of Trump	56%	(541)	31%	(302)	6%	(58)	7%	(72)	973
#1 Issue: Economy	52%	(394)	35%	(262)	6%	(45)	7%	(54)	755
#1 Issue: Security	42%	(100)	37%	(88)	11%	(27)	10%	(23)	238
#1 Issue: Health Care	52%	(244)	32%	(151)	8%	(35)	8%	(39)	468
#1 Issue: Medicare / Social Security	53%	(163)	33%	(102)	6%	(17)	8%	(26)	307
#1 Issue: Women's Issues	48%	(55)	37%	(42)	5%	(6)	10%	(11)	114
#1 Issue: Education	42%	(54)	39%	(51)	10%	(12)	9%	(11)	129
#1 Issue: Energy	49%	(32)	34%	(23)	8%	(5)	9%	(6)	67
#1 Issue: Other	49%	(59)	34%	(42)	6%	(7)	11%	(14)	122
2018 House Vote: Democrat	57%	(414)	31%	(227)	7%	(51)	6%	(41)	733
2018 House Vote: Republican	50%	(326)	38%	(251)	8%	(51)	4%	(27)	654
2018 House Vote: Someone else	50%	(35)	32%	(23)	6%	(4)	12%	(9)	71
2016 Vote: Hillary Clinton	53%	(355)	34%	(226)	7%	(47)	6%	(37)	664
2016 Vote: Donald Trump	52%	(375)	36%	(259)	7%	(47)	5%	(37)	718
2016 Vote: Other	45%	(68)	40%	(60)	7%	(11)	7%	(11)	150
2016 Vote: Didn't Vote	46%	(304)	32%	(215)	7%	(50)	15%	(98)	666
Voted in 2014: Yes	53%	(682)	35%	(455)	7%	(87)	5%	(70)	1293
Voted in 2014: No	46%	(421)	34%	(305)	7%	(68)	13%	(114)	908

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
Adults	50%	(1103)	35%	(760)	7%	(155)	8%	(184)	2201
2012 Vote: Barack Obama	53%	(426)	35%	(278)	6%	(48)	6%	(48)	800
2012 Vote: Mitt Romney	50%	(266)	37%	(196)	7%	(37)	6%	(29)	529
2012 Vote: Other	48%	(40)	36%	(30)	6%	(5)	9%	(7)	83
2012 Vote: Didn't Vote	47%	(366)	33%	(256)	8%	(64)	13%	(99)	785
4-Region: Northeast	48%	(188)	37%	(144)	8%	(30)	8%	(31)	394
4-Region: Midwest	51%	(237)	36%	(165)	6%	(29)	7%	(32)	462
4-Region: South	54%	(442)	33%	(268)	6%	(51)	8%	(63)	825
4-Region: West	45%	(236)	35%	(183)	9%	(45)	11%	(57)	520
Sports fan	52%	(718)	35%	(488)	7%	(92)	7%	(92)	1391
Traveled outside of U.S. in past year 1+ times	49%	(212)	36%	(159)	10%	(43)	5%	(22)	436
Frequent Flyer	49%	(122)	38%	(95)	8%	(21)	5%	(13)	251

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
Adults	63%	(1396)	26%	(575)	4%	(86)	7%	(145)	2201
Gender: Male	61%	(645)	26%	(275)	5%	(51)	9%	(91)	1062
Gender: Female	66%	(750)	26%	(299)	3%	(35)	5%	(54)	1139
Age: 18-34	61%	(397)	26%	(167)	5%	(36)	8%	(55)	655
Age: 35-44	63%	(224)	28%	(98)	3%	(12)	6%	(23)	358
Age: 45-64	61%	(459)	29%	(215)	4%	(30)	6%	(48)	751
Age: 65+	72%	(315)	22%	(94)	2%	(8)	4%	(19)	436
GenZers: 1997-2012	59%	(171)	25%	(73)	8%	(22)	8%	(22)	287
Millennials: 1981-1996	61%	(327)	27%	(146)	4%	(19)	8%	(43)	536
GenXers: 1965-1980	65%	(351)	24%	(131)	4%	(22)	7%	(40)	543
Baby Boomers: 1946-1964	65%	(497)	27%	(211)	3%	(23)	5%	(38)	769
PID: Dem (no lean)	65%	(536)	25%	(209)	4%	(30)	6%	(46)	820
PID: Ind (no lean)	62%	(423)	24%	(167)	5%	(31)	10%	(67)	688
PID: Rep (no lean)	63%	(437)	29%	(199)	4%	(25)	5%	(32)	693
PID/Gender: Dem Men	62%	(208)	26%	(87)	5%	(16)	8%	(25)	336
PID/Gender: Dem Women	68%	(328)	25%	(121)	3%	(14)	4%	(21)	484
PID/Gender: Ind Men	58%	(202)	25%	(86)	5%	(16)	13%	(45)	349
PID/Gender: Ind Women	65%	(221)	24%	(81)	4%	(14)	6%	(22)	338
PID/Gender: Rep Men	62%	(236)	27%	(102)	5%	(19)	5%	(21)	377
PID/Gender: Rep Women	64%	(201)	31%	(97)	2%	(7)	4%	(11)	316
Ideo: Liberal (1-3)	68%	(433)	23%	(147)	5%	(29)	5%	(30)	639
Ideo: Moderate (4)	61%	(370)	29%	(173)	4%	(25)	6%	(36)	604
Ideo: Conservative (5-7)	64%	(476)	28%	(209)	4%	(29)	4%	(30)	743
Educ: < College	64%	(967)	25%	(378)	4%	(54)	7%	(113)	1513
Educ: Bachelors degree	62%	(273)	28%	(126)	5%	(23)	5%	(21)	444
Educ: Post-grad	63%	(155)	29%	(70)	4%	(9)	4%	(11)	244
Income: Under 50k	62%	(716)	26%	(294)	4%	(44)	8%	(97)	1151
Income: 50k-100k	66%	(470)	26%	(185)	4%	(31)	4%	(31)	716
Income: 100k+	63%	(210)	29%	(96)	3%	(12)	5%	(17)	334
Ethnicity: White	63%	(1089)	27%	(464)	4%	(62)	6%	(107)	1723

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
Adults	63%	(1396)	26%	(575)	4%	(86)	7%	(145)	2201
Ethnicity: Hispanic	65%	(226)	24%	(85)	5%	(17)	6%	(21)	350
Ethnicity: Afr. Am.	68%	(186)	19%	(51)	6%	(16)	7%	(21)	274
Ethnicity: Other	59%	(121)	29%	(59)	4%	(8)	8%	(17)	204
All Christian	66%	(693)	26%	(268)	4%	(37)	4%	(45)	1044
All Non-Christian	63%	(69)	24%	(27)	9%	(10)	4%	(5)	111
Atheist	57%	(61)	29%	(31)	2%	(2)	13%	(13)	106
Agnostic/Nothing in particular	61%	(573)	27%	(250)	4%	(37)	9%	(81)	940
Religious Non-Protestant/Catholic	59%	(86)	28%	(41)	9%	(13)	4%	(6)	146
Evangelical	69%	(393)	24%	(134)	2%	(13)	5%	(30)	570
Non-Evangelical	65%	(520)	26%	(208)	4%	(31)	5%	(40)	799
Community: Urban	61%	(357)	26%	(149)	6%	(36)	7%	(39)	581
Community: Suburban	64%	(701)	26%	(288)	3%	(34)	6%	(69)	1092
Community: Rural	64%	(338)	26%	(138)	3%	(15)	7%	(37)	528
Employ: Private Sector	61%	(413)	30%	(206)	4%	(27)	4%	(30)	677
Employ: Government	63%	(64)	23%	(24)	7%	(7)	7%	(7)	102
Employ: Self-Employed	60%	(91)	33%	(50)	4%	(7)	3%	(5)	152
Employ: Homemaker	61%	(99)	29%	(46)	5%	(8)	4%	(7)	161
Employ: Retired	66%	(332)	25%	(126)	2%	(11)	6%	(31)	500
Employ: Unemployed	69%	(201)	19%	(55)	5%	(15)	7%	(19)	290
Employ: Other	59%	(94)	20%	(32)	1%	(1)	21%	(33)	159
Military HH: Yes	68%	(226)	23%	(78)	2%	(8)	6%	(20)	332
Military HH: No	63%	(1170)	27%	(497)	4%	(78)	7%	(125)	1869
RD/WT: Right Direction	60%	(463)	30%	(234)	5%	(35)	5%	(41)	774
RD/WT: Wrong Track	65%	(933)	24%	(340)	4%	(51)	7%	(103)	1427
Trump Job Approve	63%	(586)	28%	(258)	3%	(29)	6%	(54)	927
Trump Job Disapprove	65%	(762)	25%	(294)	4%	(49)	5%	(61)	1167

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
Adults	63%	(1396)	26%	(575)	4%	(86)	7%	(145)	2201
Trump Job Strongly Approve	66%	(340)	25%	(128)	3%	(16)	6%	(33)	516
Trump Job Somewhat Approve	60%	(246)	32%	(130)	3%	(13)	5%	(21)	410
Trump Job Somewhat Disapprove	56%	(149)	35%	(92)	7%	(18)	2%	(6)	264
Trump Job Strongly Disapprove	68%	(614)	22%	(202)	4%	(32)	6%	(56)	902
Favorable of Trump	64%	(585)	26%	(235)	4%	(34)	6%	(54)	909
Unfavorable of Trump	65%	(764)	26%	(303)	4%	(47)	5%	(58)	1172
Very Favorable of Trump	67%	(346)	23%	(116)	4%	(22)	6%	(30)	515
Somewhat Favorable of Trump	61%	(239)	30%	(119)	3%	(12)	6%	(24)	394
Somewhat Unfavorable of Trump	62%	(124)	30%	(59)	3%	(6)	5%	(11)	199
Very Unfavorable of Trump	66%	(640)	25%	(244)	4%	(42)	5%	(47)	973
#1 Issue: Economy	66%	(498)	26%	(194)	3%	(23)	5%	(41)	755
#1 Issue: Security	52%	(124)	36%	(85)	4%	(10)	8%	(19)	238
#1 Issue: Health Care	67%	(312)	23%	(110)	4%	(17)	6%	(29)	468
#1 Issue: Medicare / Social Security	68%	(208)	24%	(73)	2%	(5)	7%	(22)	307
#1 Issue: Women's Issues	67%	(77)	24%	(28)	6%	(6)	3%	(4)	114
#1 Issue: Education	53%	(69)	26%	(34)	11%	(15)	9%	(12)	129
#1 Issue: Energy	55%	(37)	30%	(20)	8%	(5)	7%	(5)	67
#1 Issue: Other	59%	(73)	26%	(32)	3%	(4)	11%	(14)	122
2018 House Vote: Democrat	69%	(502)	22%	(164)	5%	(34)	4%	(32)	733
2018 House Vote: Republican	64%	(421)	28%	(185)	4%	(24)	4%	(24)	654
2018 House Vote: Someone else	67%	(47)	22%	(16)	2%	(1)	9%	(7)	71
2016 Vote: Hillary Clinton	67%	(444)	25%	(166)	4%	(26)	4%	(28)	664
2016 Vote: Donald Trump	68%	(485)	25%	(179)	3%	(21)	5%	(33)	718
2016 Vote: Other	60%	(89)	32%	(48)	3%	(4)	6%	(8)	150
2016 Vote: Didn't Vote	56%	(377)	27%	(181)	5%	(34)	11%	(75)	666
Voted in 2014: Yes	66%	(855)	26%	(337)	4%	(48)	4%	(53)	1293
Voted in 2014: No	60%	(540)	26%	(238)	4%	(38)	10%	(91)	908

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
Adults	63%	(1396)	26%	(575)	4%	(86)	7%	(145)	2201
2012 Vote: Barack Obama	66%	(528)	26%	(212)	4%	(30)	4%	(30)	800
2012 Vote: Mitt Romney	65%	(343)	26%	(139)	3%	(17)	6%	(30)	529
2012 Vote: Other	66%	(55)	24%	(20)	2%	(2)	7%	(6)	83
2012 Vote: Didn't Vote	59%	(466)	26%	(203)	5%	(37)	10%	(79)	785
4-Region: Northeast	65%	(255)	24%	(94)	5%	(19)	6%	(25)	394
4-Region: Midwest	62%	(287)	28%	(130)	5%	(23)	5%	(23)	462
4-Region: South	67%	(549)	23%	(190)	4%	(30)	7%	(56)	825
4-Region: West	59%	(305)	31%	(161)	3%	(13)	8%	(41)	520
Sports fan	65%	(897)	26%	(366)	4%	(53)	5%	(75)	1391
Traveled outside of U.S. in past year 1+ times	58%	(254)	31%	(137)	5%	(20)	6%	(25)	436
Frequent Flyer	60%	(152)	29%	(74)	5%	(12)	5%	(14)	251

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
Adults	57%	(1257)	32%	(694)	5%	(114)	6%	(136)	2201
Gender: Male	53%	(560)	33%	(350)	6%	(68)	8%	(84)	1062
Gender: Female	61%	(696)	30%	(345)	4%	(46)	5%	(52)	1139
Age: 18-34	56%	(368)	29%	(188)	7%	(49)	8%	(50)	655
Age: 35-44	56%	(200)	34%	(123)	4%	(15)	6%	(20)	358
Age: 45-64	54%	(407)	35%	(260)	5%	(37)	6%	(48)	751
Age: 65+	65%	(282)	28%	(122)	3%	(14)	4%	(19)	436
GenZers: 1997-2012	60%	(173)	28%	(80)	6%	(18)	6%	(16)	287
Millennials: 1981-1996	53%	(285)	31%	(168)	7%	(39)	8%	(44)	536
GenXers: 1965-1980	54%	(295)	34%	(187)	5%	(25)	6%	(35)	543
Baby Boomers: 1946-1964	60%	(459)	31%	(240)	4%	(32)	5%	(38)	769
PID: Dem (no lean)	60%	(495)	31%	(250)	4%	(36)	5%	(38)	820
PID: Ind (no lean)	54%	(372)	31%	(212)	6%	(39)	9%	(64)	688
PID: Rep (no lean)	56%	(389)	33%	(232)	6%	(39)	5%	(34)	693
PID/Gender: Dem Men	55%	(185)	33%	(110)	6%	(20)	6%	(21)	336
PID/Gender: Dem Women	64%	(310)	29%	(140)	3%	(17)	3%	(17)	484
PID/Gender: Ind Men	50%	(174)	33%	(116)	6%	(19)	12%	(40)	349
PID/Gender: Ind Women	59%	(198)	29%	(97)	6%	(20)	7%	(23)	338
PID/Gender: Rep Men	53%	(201)	33%	(124)	8%	(30)	6%	(23)	377
PID/Gender: Rep Women	59%	(188)	34%	(108)	3%	(9)	4%	(11)	316
Ideo: Liberal (1-3)	64%	(410)	27%	(170)	5%	(29)	5%	(30)	639
Ideo: Moderate (4)	54%	(327)	36%	(216)	4%	(26)	6%	(34)	604
Ideo: Conservative (5-7)	56%	(415)	33%	(247)	7%	(48)	4%	(32)	743
Educ: < College	58%	(872)	31%	(463)	5%	(77)	7%	(100)	1513
Educ: Bachelors degree	55%	(244)	34%	(150)	6%	(26)	5%	(24)	444
Educ: Post-grad	57%	(140)	33%	(81)	4%	(11)	5%	(12)	244
Income: Under 50k	56%	(643)	31%	(357)	5%	(61)	8%	(90)	1151
Income: 50k-100k	59%	(426)	32%	(226)	5%	(37)	4%	(28)	716
Income: 100k+	56%	(188)	33%	(111)	5%	(17)	5%	(17)	334
Ethnicity: White	56%	(968)	33%	(576)	5%	(78)	6%	(100)	1723

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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
Adults	57%	(1257)	32%	(694)	5%	(114)	6%	(136)	2201
Ethnicity: Hispanic	58%	(202)	33%	(114)	4%	(15)	5%	(19)	350
Ethnicity: Afr. Am.	64%	(176)	22%	(60)	9%	(25)	5%	(12)	274
Ethnicity: Other	55%	(112)	28%	(58)	5%	(11)	11%	(23)	204
All Christian	61%	(634)	30%	(315)	5%	(56)	4%	(38)	1044
All Non-Christian	60%	(66)	28%	(31)	9%	(10)	4%	(4)	111
Atheist	46%	(49)	39%	(42)	5%	(5)	10%	(10)	106
Agnostic/Nothing in particular	54%	(507)	33%	(306)	5%	(44)	9%	(83)	940
Religious Non-Protestant/Catholic	56%	(82)	32%	(47)	9%	(14)	3%	(4)	146
Evangelical	63%	(362)	30%	(170)	3%	(16)	4%	(22)	570
Non-Evangelical	59%	(474)	29%	(234)	6%	(48)	5%	(44)	799
Community: Urban	56%	(324)	31%	(182)	6%	(37)	7%	(38)	581
Community: Suburban	57%	(618)	33%	(357)	5%	(51)	6%	(66)	1092
Community: Rural	60%	(315)	29%	(156)	5%	(26)	6%	(32)	528
Employ: Private Sector	51%	(345)	39%	(261)	6%	(43)	4%	(28)	677
Employ: Government	61%	(62)	29%	(30)	2%	(2)	8%	(8)	102
Employ: Self-Employed	61%	(93)	30%	(46)	4%	(6)	5%	(7)	152
Employ: Homemaker	59%	(95)	35%	(57)	3%	(5)	3%	(4)	161
Employ: Retired	60%	(298)	31%	(153)	3%	(16)	6%	(32)	500
Employ: Unemployed	62%	(178)	24%	(70)	8%	(23)	7%	(19)	290
Employ: Other	51%	(81)	28%	(45)	4%	(6)	17%	(26)	159
Military HH: Yes	60%	(201)	31%	(103)	3%	(12)	5%	(17)	332
Military HH: No	56%	(1056)	32%	(592)	5%	(103)	6%	(119)	1869
RD/WT: Right Direction	53%	(411)	35%	(272)	6%	(46)	6%	(44)	774
RD/WT: Wrong Track	59%	(845)	30%	(422)	5%	(68)	6%	(92)	1427
Trump Job Approve	55%	(508)	34%	(318)	5%	(49)	5%	(51)	927
Trump Job Disapprove	61%	(710)	29%	(339)	5%	(61)	5%	(57)	1167

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
Adults	57%	(1257)	32%	(694)	5%	(114)	6%	(136)	2201
Trump Job Strongly Approve	58%	(300)	31%	(160)	4%	(22)	7%	(34)	516
Trump Job Somewhat Approve	51%	(208)	38%	(158)	7%	(27)	4%	(17)	410
Trump Job Somewhat Disapprove	49%	(128)	38%	(102)	9%	(24)	4%	(10)	264
Trump Job Strongly Disapprove	64%	(581)	26%	(238)	4%	(36)	5%	(47)	902
Favorable of Trump	55%	(501)	34%	(305)	5%	(49)	6%	(54)	909
Unfavorable of Trump	61%	(718)	30%	(346)	4%	(53)	5%	(55)	1172
Very Favorable of Trump	60%	(310)	29%	(149)	4%	(23)	7%	(34)	515
Somewhat Favorable of Trump	49%	(191)	40%	(156)	7%	(26)	5%	(21)	394
Somewhat Unfavorable of Trump	52%	(103)	38%	(76)	5%	(9)	5%	(11)	199
Very Unfavorable of Trump	63%	(615)	28%	(271)	4%	(43)	5%	(44)	973
#1 Issue: Economy	58%	(436)	33%	(252)	4%	(28)	5%	(39)	755
#1 Issue: Security	49%	(115)	35%	(82)	7%	(16)	10%	(24)	238
#1 Issue: Health Care	60%	(280)	32%	(149)	4%	(18)	5%	(22)	468
#1 Issue: Medicare / Social Security	63%	(193)	27%	(81)	4%	(13)	6%	(20)	307
#1 Issue: Women's Issues	61%	(70)	26%	(29)	4%	(5)	8%	(10)	114
#1 Issue: Education	45%	(58)	30%	(39)	16%	(21)	8%	(11)	129
#1 Issue: Energy	51%	(34)	38%	(26)	9%	(6)	1%	(1)	67
#1 Issue: Other	57%	(70)	29%	(36)	5%	(7)	8%	(10)	122
2018 House Vote: Democrat	63%	(460)	28%	(204)	6%	(42)	4%	(27)	733
2018 House Vote: Republican	55%	(361)	35%	(231)	5%	(36)	4%	(27)	654
2018 House Vote: Someone else	63%	(45)	26%	(18)	3%	(2)	9%	(6)	71
2016 Vote: Hillary Clinton	62%	(410)	29%	(192)	6%	(39)	4%	(24)	664
2016 Vote: Donald Trump	57%	(413)	33%	(234)	5%	(37)	5%	(34)	718
2016 Vote: Other	55%	(83)	36%	(54)	3%	(4)	6%	(8)	150
2016 Vote: Didn't Vote	53%	(350)	32%	(214)	5%	(33)	10%	(69)	666
Voted in 2014: Yes	60%	(773)	31%	(402)	5%	(65)	4%	(53)	1293
Voted in 2014: No	53%	(483)	32%	(293)	5%	(49)	9%	(83)	908

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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
Adults	57%	(1257)	32%	(694)	5%	(114)	6%	(136)	2201
2012 Vote: Barack Obama	62%	(494)	29%	(232)	6%	(45)	4%	(29)	800
2012 Vote: Mitt Romney	56%	(295)	34%	(178)	5%	(26)	6%	(30)	529
2012 Vote: Other	58%	(48)	33%	(27)	2%	(2)	6%	(5)	83
2012 Vote: Didn't Vote	53%	(416)	33%	(255)	5%	(41)	9%	(72)	785
4-Region: Northeast	56%	(221)	33%	(128)	6%	(24)	5%	(21)	394
4-Region: Midwest	58%	(270)	32%	(150)	5%	(23)	4%	(20)	462
4-Region: South	60%	(499)	29%	(240)	5%	(40)	6%	(47)	825
4-Region: West	51%	(267)	34%	(177)	5%	(28)	9%	(49)	520
Sports fan	58%	(809)	32%	(440)	5%	(73)	5%	(70)	1391
Traveled outside of U.S. in past year 1+ times	53%	(232)	36%	(159)	5%	(22)	5%	(24)	436
Frequent Flyer	55%	(138)	34%	(86)	6%	(14)	5%	(13)	251

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
Adults	47%	(1032)	38%	(847)	8%	(168)	7%	(154)	2201
Gender: Male	43%	(460)	40%	(421)	9%	(95)	8%	(85)	1062
Gender: Female	50%	(572)	37%	(426)	6%	(73)	6%	(69)	1139
Age: 18-34	51%	(332)	35%	(226)	8%	(52)	7%	(45)	655
Age: 35-44	51%	(182)	35%	(127)	6%	(23)	7%	(26)	358
Age: 45-64	41%	(306)	43%	(325)	8%	(62)	8%	(58)	751
Age: 65+	48%	(211)	39%	(169)	7%	(31)	6%	(25)	436
GenZers: 1997-2012	56%	(160)	29%	(82)	11%	(31)	5%	(14)	287
Millennials: 1981-1996	48%	(256)	38%	(203)	6%	(31)	9%	(46)	536
GenXers: 1965-1980	44%	(239)	40%	(218)	9%	(48)	7%	(38)	543
Baby Boomers: 1946-1964	45%	(344)	41%	(316)	7%	(57)	7%	(52)	769
PID: Dem (no lean)	51%	(419)	37%	(299)	7%	(57)	5%	(45)	820
PID: Ind (no lean)	43%	(297)	38%	(261)	9%	(61)	10%	(69)	688
PID: Rep (no lean)	46%	(317)	41%	(287)	7%	(50)	6%	(40)	693
PID/Gender: Dem Men	46%	(153)	39%	(132)	8%	(27)	7%	(23)	336
PID/Gender: Dem Women	55%	(265)	34%	(167)	6%	(30)	4%	(22)	484
PID/Gender: Ind Men	39%	(136)	40%	(141)	9%	(32)	11%	(40)	349
PID/Gender: Ind Women	48%	(161)	35%	(119)	9%	(29)	9%	(29)	338
PID/Gender: Rep Men	45%	(171)	39%	(148)	10%	(36)	6%	(22)	377
PID/Gender: Rep Women	46%	(146)	44%	(139)	4%	(13)	6%	(18)	316
Ideo: Liberal (1-3)	55%	(351)	32%	(203)	8%	(50)	5%	(34)	639
Ideo: Moderate (4)	43%	(259)	43%	(260)	7%	(43)	7%	(42)	604
Ideo: Conservative (5-7)	44%	(326)	43%	(321)	8%	(58)	5%	(39)	743
Educ: < College	49%	(744)	36%	(546)	7%	(109)	8%	(114)	1513
Educ: Bachelors degree	42%	(186)	44%	(194)	9%	(40)	5%	(24)	444
Educ: Post-grad	42%	(102)	44%	(106)	8%	(19)	7%	(16)	244
Income: Under 50k	48%	(550)	35%	(409)	8%	(93)	9%	(100)	1151
Income: 50k-100k	46%	(327)	42%	(304)	8%	(54)	4%	(31)	716
Income: 100k+	47%	(155)	40%	(135)	6%	(21)	7%	(23)	334
Ethnicity: White	45%	(778)	41%	(698)	7%	(129)	7%	(118)	1723

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
Adults	47%	(1032)	38%	(847)	8%	(168)	7%	(154)	2201
Ethnicity: Hispanic	54%	(189)	35%	(122)	6%	(22)	5%	(17)	350
Ethnicity: Afr. Am.	57%	(157)	28%	(77)	10%	(27)	5%	(14)	274
Ethnicity: Other	48%	(98)	35%	(72)	6%	(12)	11%	(22)	204
All Christian	48%	(499)	40%	(412)	8%	(83)	5%	(50)	1044
All Non-Christian	46%	(51)	40%	(44)	7%	(8)	7%	(8)	111
Atheist	42%	(45)	40%	(42)	9%	(10)	9%	(10)	106
Agnostic/Nothing in particular	47%	(438)	37%	(348)	7%	(68)	9%	(86)	940
Religious Non-Protestant/Catholic	42%	(62)	43%	(63)	8%	(12)	6%	(9)	146
Evangelical	50%	(283)	39%	(225)	6%	(35)	5%	(28)	570
Non-Evangelical	50%	(402)	35%	(279)	8%	(66)	6%	(51)	799
Community: Urban	47%	(276)	37%	(214)	7%	(41)	9%	(50)	581
Community: Suburban	47%	(515)	39%	(423)	8%	(89)	6%	(65)	1092
Community: Rural	46%	(242)	40%	(210)	7%	(38)	7%	(38)	528
Employ: Private Sector	45%	(304)	43%	(290)	7%	(47)	5%	(36)	677
Employ: Government	44%	(45)	37%	(37)	11%	(11)	9%	(9)	102
Employ: Self-Employed	49%	(75)	38%	(57)	7%	(11)	6%	(9)	152
Employ: Homemaker	44%	(71)	41%	(66)	10%	(16)	5%	(8)	161
Employ: Retired	44%	(219)	41%	(205)	7%	(36)	8%	(40)	500
Employ: Unemployed	54%	(157)	31%	(89)	8%	(25)	7%	(19)	290
Employ: Other	44%	(71)	36%	(57)	4%	(7)	15%	(24)	159
Military HH: Yes	49%	(164)	37%	(123)	8%	(27)	6%	(19)	332
Military HH: No	46%	(868)	39%	(724)	8%	(141)	7%	(135)	1869
RD/WT: Right Direction	44%	(342)	42%	(329)	7%	(52)	7%	(51)	774
RD/WT: Wrong Track	48%	(690)	36%	(518)	8%	(116)	7%	(103)	1427
Trump Job Approve	44%	(411)	41%	(381)	8%	(72)	7%	(63)	927
Trump Job Disapprove	50%	(583)	38%	(439)	7%	(80)	6%	(66)	1167

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
Adults	47%	(1032)	38%	(847)	8%	(168)	7%	(154)	2201
Trump Job Strongly Approve	48%	(247)	38%	(198)	7%	(34)	7%	(37)	516
Trump Job Somewhat Approve	40%	(164)	44%	(182)	9%	(38)	6%	(26)	410
Trump Job Somewhat Disapprove	39%	(104)	49%	(130)	8%	(20)	4%	(10)	264
Trump Job Strongly Disapprove	53%	(479)	34%	(308)	7%	(60)	6%	(56)	902
Favorable of Trump	44%	(404)	41%	(372)	8%	(71)	7%	(63)	909
Unfavorable of Trump	50%	(589)	37%	(433)	7%	(86)	5%	(64)	1172
Very Favorable of Trump	49%	(250)	39%	(199)	6%	(32)	7%	(34)	515
Somewhat Favorable of Trump	39%	(154)	44%	(173)	10%	(39)	7%	(29)	394
Somewhat Unfavorable of Trump	38%	(75)	50%	(99)	7%	(13)	6%	(12)	199
Very Unfavorable of Trump	53%	(514)	34%	(334)	7%	(73)	5%	(51)	973
#1 Issue: Economy	49%	(370)	39%	(294)	6%	(46)	6%	(45)	755
#1 Issue: Security	34%	(81)	45%	(107)	10%	(23)	11%	(26)	238
#1 Issue: Health Care	50%	(234)	35%	(162)	9%	(44)	6%	(28)	468
#1 Issue: Medicare / Social Security	47%	(144)	41%	(126)	5%	(16)	7%	(21)	307
#1 Issue: Women's Issues	54%	(62)	30%	(34)	8%	(9)	8%	(9)	114
#1 Issue: Education	44%	(57)	37%	(48)	11%	(14)	8%	(10)	129
#1 Issue: Energy	49%	(32)	37%	(25)	11%	(7)	3%	(2)	67
#1 Issue: Other	42%	(51)	42%	(51)	7%	(8)	10%	(12)	122
2018 House Vote: Democrat	52%	(382)	35%	(257)	8%	(60)	5%	(34)	733
2018 House Vote: Republican	44%	(286)	44%	(290)	7%	(44)	5%	(34)	654
2018 House Vote: Someone else	44%	(32)	42%	(30)	4%	(3)	10%	(7)	71
2016 Vote: Hillary Clinton	51%	(342)	37%	(245)	7%	(46)	5%	(31)	664
2016 Vote: Donald Trump	45%	(322)	41%	(293)	8%	(56)	7%	(47)	718
2016 Vote: Other	39%	(58)	49%	(74)	6%	(9)	6%	(9)	150
2016 Vote: Didn't Vote	46%	(309)	35%	(235)	9%	(57)	10%	(66)	666
Voted in 2014: Yes	47%	(611)	40%	(518)	7%	(94)	5%	(70)	1293
Voted in 2014: No	46%	(421)	36%	(329)	8%	(75)	9%	(84)	908

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
Adults	47%	(1032)	38%	(847)	8%	(168)	7%	(154)	2201
2012 Vote: Barack Obama	50%	(396)	39%	(311)	7%	(56)	5%	(37)	800
2012 Vote: Mitt Romney	41%	(216)	43%	(229)	8%	(43)	8%	(40)	529
2012 Vote: Other	44%	(37)	41%	(34)	6%	(5)	8%	(6)	83
2012 Vote: Didn't Vote	48%	(379)	35%	(272)	8%	(63)	9%	(70)	785
4-Region: Northeast	44%	(174)	40%	(158)	10%	(40)	6%	(22)	394
4-Region: Midwest	47%	(218)	39%	(181)	8%	(39)	5%	(24)	462
4-Region: South	49%	(408)	37%	(308)	7%	(54)	7%	(55)	825
4-Region: West	45%	(233)	38%	(199)	7%	(35)	10%	(53)	520
Sports fan	48%	(666)	39%	(549)	7%	(95)	6%	(80)	1391
Traveled outside of U.S. in past year 1+ times	45%	(195)	43%	(189)	6%	(27)	6%	(25)	436
Frequent Flyer	44%	(111)	42%	(105)	8%	(20)	6%	(14)	251

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
Adults	57%	(1256)	30%	(664)	6%	(136)	7%	(146)	2201
Gender: Male	54%	(579)	31%	(333)	6%	(63)	8%	(88)	1062
Gender: Female	59%	(677)	29%	(330)	6%	(73)	5%	(58)	1139
Age: 18-34	53%	(348)	30%	(195)	9%	(60)	8%	(52)	655
Age: 35-44	57%	(204)	31%	(110)	6%	(21)	6%	(23)	358
Age: 45-64	57%	(426)	32%	(238)	5%	(35)	7%	(52)	751
Age: 65+	64%	(278)	28%	(121)	4%	(19)	4%	(19)	436
GenZers: 1997-2012	59%	(170)	27%	(77)	8%	(24)	6%	(16)	287
Millennials: 1981-1996	50%	(267)	32%	(173)	9%	(48)	9%	(49)	536
GenXers: 1965-1980	57%	(309)	31%	(166)	5%	(29)	7%	(39)	543
Baby Boomers: 1946-1964	61%	(469)	30%	(229)	4%	(33)	5%	(38)	769
PID: Dem (no lean)	62%	(506)	27%	(224)	6%	(49)	5%	(41)	820
PID: Ind (no lean)	55%	(375)	28%	(196)	7%	(51)	10%	(66)	688
PID: Rep (no lean)	54%	(375)	35%	(244)	5%	(36)	6%	(39)	693
PID/Gender: Dem Men	60%	(201)	29%	(96)	5%	(18)	6%	(21)	336
PID/Gender: Dem Women	63%	(305)	26%	(128)	6%	(31)	4%	(20)	484
PID/Gender: Ind Men	51%	(178)	31%	(107)	7%	(23)	12%	(41)	349
PID/Gender: Ind Women	58%	(197)	26%	(89)	8%	(28)	7%	(24)	338
PID/Gender: Rep Men	53%	(200)	35%	(130)	6%	(22)	7%	(25)	377
PID/Gender: Rep Women	55%	(175)	36%	(114)	4%	(14)	4%	(14)	316
Ideo: Liberal (1-3)	63%	(400)	25%	(157)	7%	(46)	6%	(36)	639
Ideo: Moderate (4)	55%	(333)	34%	(205)	4%	(25)	7%	(40)	604
Ideo: Conservative (5-7)	57%	(425)	32%	(237)	6%	(45)	5%	(36)	743
Educ: < College	58%	(871)	29%	(435)	6%	(98)	7%	(109)	1513
Educ: Bachelors degree	56%	(248)	33%	(148)	6%	(25)	5%	(23)	444
Educ: Post-grad	56%	(137)	33%	(81)	5%	(13)	6%	(14)	244
Income: Under 50k	55%	(631)	30%	(344)	7%	(78)	9%	(99)	1151
Income: 50k-100k	61%	(439)	30%	(213)	5%	(34)	4%	(30)	716
Income: 100k+	56%	(186)	32%	(107)	7%	(24)	5%	(17)	334
Ethnicity: White	57%	(977)	32%	(547)	5%	(94)	6%	(105)	1723

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
Adults	57%	(1256)	30%	(664)	6%	(136)	7%	(146)	2201
Ethnicity: Hispanic	60%	(210)	28%	(96)	6%	(20)	7%	(23)	350
Ethnicity: Afr. Am.	60%	(166)	24%	(66)	10%	(29)	5%	(15)	274
Ethnicity: Other	55%	(113)	25%	(51)	6%	(13)	13%	(27)	204
All Christian	59%	(620)	31%	(326)	5%	(56)	4%	(42)	1044
All Non-Christian	60%	(66)	26%	(29)	11%	(12)	4%	(4)	111
Atheist	49%	(52)	34%	(36)	8%	(9)	9%	(9)	106
Agnostic/Nothing in particular	55%	(518)	29%	(273)	6%	(59)	10%	(90)	940
Religious Non-Protestant/Catholic	55%	(80)	32%	(47)	11%	(16)	3%	(4)	146
Evangelical	60%	(342)	31%	(176)	4%	(21)	6%	(32)	570
Non-Evangelical	60%	(483)	28%	(227)	6%	(45)	6%	(45)	799
Community: Urban	56%	(325)	28%	(162)	9%	(50)	8%	(44)	581
Community: Suburban	57%	(627)	32%	(346)	5%	(57)	6%	(61)	1092
Community: Rural	57%	(304)	30%	(156)	5%	(29)	8%	(40)	528
Employ: Private Sector	53%	(356)	35%	(239)	7%	(48)	5%	(34)	677
Employ: Government	54%	(55)	27%	(28)	11%	(11)	8%	(8)	102
Employ: Self-Employed	57%	(87)	34%	(52)	4%	(6)	5%	(7)	152
Employ: Homemaker	55%	(89)	31%	(49)	11%	(18)	3%	(5)	161
Employ: Retired	59%	(296)	30%	(151)	4%	(19)	7%	(34)	500
Employ: Unemployed	68%	(198)	18%	(53)	6%	(18)	7%	(20)	290
Employ: Other	46%	(73)	32%	(51)	4%	(7)	18%	(28)	159
Military HH: Yes	62%	(206)	26%	(85)	7%	(23)	5%	(18)	332
Military HH: No	56%	(1050)	31%	(579)	6%	(113)	7%	(128)	1869
RD/WT: Right Direction	52%	(403)	36%	(279)	5%	(41)	7%	(52)	774
RD/WT: Wrong Track	60%	(853)	27%	(385)	7%	(95)	7%	(94)	1427
Trump Job Approve	53%	(493)	35%	(324)	6%	(53)	6%	(56)	927
Trump Job Disapprove	61%	(714)	27%	(317)	6%	(74)	5%	(63)	1167

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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
Adults	57%	(1256)	30%	(664)	6%	(136)	7%	(146)	2201
Trump Job Strongly Approve	55%	(285)	32%	(164)	5%	(28)	7%	(38)	516
Trump Job Somewhat Approve	51%	(208)	39%	(160)	6%	(25)	4%	(18)	410
Trump Job Somewhat Disapprove	51%	(134)	39%	(102)	7%	(18)	4%	(10)	264
Trump Job Strongly Disapprove	64%	(580)	24%	(215)	6%	(55)	6%	(53)	902
Favorable of Trump	55%	(502)	33%	(296)	6%	(53)	6%	(58)	909
Unfavorable of Trump	61%	(712)	28%	(327)	6%	(73)	5%	(60)	1172
Very Favorable of Trump	59%	(305)	29%	(149)	6%	(29)	6%	(32)	515
Somewhat Favorable of Trump	50%	(197)	37%	(147)	6%	(25)	6%	(25)	394
Somewhat Unfavorable of Trump	50%	(100)	39%	(77)	6%	(11)	5%	(11)	199
Very Unfavorable of Trump	63%	(611)	26%	(250)	6%	(62)	5%	(50)	973
#1 Issue: Economy	59%	(443)	31%	(236)	5%	(35)	5%	(41)	755
#1 Issue: Security	44%	(104)	38%	(89)	7%	(17)	12%	(28)	238
#1 Issue: Health Care	59%	(276)	29%	(134)	7%	(31)	6%	(26)	468
#1 Issue: Medicare / Social Security	58%	(179)	31%	(95)	5%	(14)	7%	(20)	307
#1 Issue: Women's Issues	63%	(72)	25%	(28)	6%	(7)	7%	(8)	114
#1 Issue: Education	53%	(68)	29%	(37)	9%	(12)	10%	(12)	129
#1 Issue: Energy	62%	(41)	24%	(16)	13%	(9)	1%	(1)	67
#1 Issue: Other	60%	(73)	24%	(29)	9%	(11)	7%	(9)	122
2018 House Vote: Democrat	64%	(466)	25%	(186)	7%	(52)	4%	(28)	733
2018 House Vote: Republican	55%	(362)	35%	(230)	5%	(35)	4%	(27)	654
2018 House Vote: Someone else	59%	(42)	28%	(20)	4%	(3)	9%	(6)	71
2016 Vote: Hillary Clinton	63%	(419)	27%	(179)	6%	(41)	4%	(25)	664
2016 Vote: Donald Trump	58%	(416)	32%	(229)	5%	(36)	5%	(36)	718
2016 Vote: Other	55%	(82)	35%	(53)	5%	(8)	5%	(7)	150
2016 Vote: Didn't Vote	50%	(336)	30%	(203)	8%	(50)	11%	(77)	666
Voted in 2014: Yes	61%	(789)	29%	(377)	6%	(72)	4%	(55)	1293
Voted in 2014: No	51%	(467)	32%	(286)	7%	(64)	10%	(91)	908

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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
Adults	57%	(1256)	30%	(664)	6%	(136)	7%	(146)	2201
2012 Vote: Barack Obama	62%	(498)	27%	(219)	6%	(52)	4%	(31)	800
2012 Vote: Mitt Romney	55%	(292)	33%	(177)	5%	(29)	6%	(31)	529
2012 Vote: Other	66%	(54)	25%	(21)	4%	(3)	5%	(4)	83
2012 Vote: Didn't Vote	52%	(407)	31%	(247)	7%	(52)	10%	(79)	785
4-Region: Northeast	55%	(216)	32%	(127)	7%	(29)	6%	(23)	394
4-Region: Midwest	58%	(268)	31%	(144)	6%	(27)	5%	(24)	462
4-Region: South	59%	(485)	28%	(232)	7%	(55)	6%	(53)	825
4-Region: West	55%	(287)	31%	(161)	5%	(25)	9%	(46)	520
Sports fan	58%	(806)	31%	(432)	5%	(76)	5%	(76)	1391
Traveled outside of U.S. in past year 1+ times	54%	(234)	33%	(145)	8%	(34)	5%	(23)	436
Frequent Flyer	53%	(132)	32%	(81)	10%	(24)	5%	(14)	251

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
Adults	56%	(1224)	30%	(669)	7%	(165)	7%	(143)	2201
Gender: Male	52%	(557)	31%	(326)	9%	(95)	8%	(84)	1062
Gender: Female	59%	(667)	30%	(343)	6%	(70)	5%	(59)	1139
Age: 18-34	54%	(352)	28%	(180)	10%	(66)	9%	(57)	655
Age: 35-44	57%	(203)	33%	(118)	4%	(16)	6%	(21)	358
Age: 45-64	53%	(398)	34%	(252)	7%	(56)	6%	(46)	751
Age: 65+	62%	(270)	27%	(119)	6%	(28)	4%	(19)	436
GenZers: 1997-2012	57%	(163)	28%	(80)	10%	(28)	6%	(16)	287
Millennials: 1981-1996	53%	(283)	29%	(157)	8%	(42)	10%	(54)	536
GenXers: 1965-1980	55%	(299)	32%	(171)	8%	(42)	6%	(31)	543
Baby Boomers: 1946-1964	56%	(434)	32%	(245)	7%	(50)	5%	(39)	769
PID: Dem (no lean)	60%	(488)	28%	(230)	7%	(59)	5%	(42)	820
PID: Ind (no lean)	51%	(352)	32%	(217)	8%	(57)	9%	(62)	688
PID: Rep (no lean)	55%	(383)	32%	(222)	7%	(49)	6%	(39)	693
PID/Gender: Dem Men	55%	(185)	30%	(100)	9%	(29)	6%	(21)	336
PID/Gender: Dem Women	63%	(304)	27%	(130)	6%	(30)	4%	(21)	484
PID/Gender: Ind Men	48%	(169)	32%	(111)	10%	(34)	10%	(35)	349
PID/Gender: Ind Women	54%	(183)	31%	(106)	7%	(23)	8%	(26)	338
PID/Gender: Rep Men	54%	(203)	30%	(115)	8%	(32)	7%	(28)	377
PID/Gender: Rep Women	57%	(180)	34%	(107)	5%	(17)	4%	(12)	316
Ideo: Liberal (1-3)	59%	(377)	28%	(177)	8%	(48)	6%	(36)	639
Ideo: Moderate (4)	54%	(327)	34%	(203)	7%	(43)	5%	(31)	604
Ideo: Conservative (5-7)	55%	(410)	32%	(236)	8%	(58)	5%	(39)	743
Educ: < College	58%	(882)	27%	(414)	7%	(108)	7%	(109)	1513
Educ: Bachelors degree	51%	(227)	35%	(154)	9%	(42)	5%	(21)	444
Educ: Post-grad	47%	(115)	42%	(101)	6%	(15)	5%	(13)	244
Income: Under 50k	56%	(641)	28%	(325)	8%	(94)	8%	(91)	1151
Income: 50k-100k	57%	(408)	31%	(225)	7%	(50)	5%	(34)	716
Income: 100k+	53%	(176)	36%	(119)	6%	(21)	5%	(18)	334
Ethnicity: White	55%	(944)	31%	(541)	8%	(132)	6%	(106)	1723

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
Adults	56%	(1224)	30%	(669)	7%	(165)	7%	(143)	2201
Ethnicity: Hispanic	57%	(201)	27%	(96)	9%	(32)	6%	(21)	350
Ethnicity: Afr. Am.	60%	(166)	26%	(72)	8%	(22)	6%	(15)	274
Ethnicity: Other	56%	(115)	28%	(56)	6%	(12)	10%	(21)	204
All Christian	56%	(587)	32%	(336)	7%	(69)	5%	(52)	1044
All Non-Christian	59%	(66)	25%	(27)	9%	(10)	7%	(7)	111
Atheist	46%	(49)	32%	(35)	12%	(13)	9%	(9)	106
Agnostic/Nothing in particular	56%	(522)	29%	(271)	8%	(73)	8%	(75)	940
Religious Non-Protestant/Catholic	54%	(79)	31%	(45)	11%	(16)	5%	(7)	146
Evangelical	60%	(339)	31%	(177)	5%	(27)	5%	(27)	570
Non-Evangelical	57%	(455)	30%	(241)	7%	(59)	5%	(44)	799
Community: Urban	56%	(328)	27%	(158)	8%	(48)	8%	(46)	581
Community: Suburban	55%	(601)	33%	(358)	6%	(69)	6%	(63)	1092
Community: Rural	56%	(294)	29%	(153)	9%	(48)	6%	(34)	528
Employ: Private Sector	50%	(339)	36%	(244)	9%	(59)	5%	(35)	677
Employ: Government	53%	(54)	35%	(35)	6%	(6)	7%	(7)	102
Employ: Self-Employed	57%	(87)	29%	(44)	10%	(15)	4%	(7)	152
Employ: Homemaker	58%	(94)	31%	(50)	7%	(12)	3%	(6)	161
Employ: Retired	58%	(291)	30%	(148)	6%	(31)	6%	(29)	500
Employ: Unemployed	63%	(182)	23%	(66)	8%	(24)	6%	(19)	290
Employ: Other	51%	(82)	28%	(44)	2%	(3)	19%	(30)	159
Military HH: Yes	57%	(189)	32%	(106)	5%	(17)	6%	(19)	332
Military HH: No	55%	(1035)	30%	(563)	8%	(147)	7%	(124)	1869
RD/WT: Right Direction	54%	(422)	32%	(250)	7%	(57)	6%	(45)	774
RD/WT: Wrong Track	56%	(802)	29%	(419)	8%	(108)	7%	(98)	1427
Trump Job Approve	54%	(502)	33%	(305)	7%	(66)	6%	(54)	927
Trump Job Disapprove	58%	(680)	28%	(330)	8%	(91)	6%	(66)	1167

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
Adults	56%	(1224)	30%	(669)	7%	(165)	7%	(143)	2201
Trump Job Strongly Approve	58%	(301)	28%	(146)	7%	(36)	6%	(33)	516
Trump Job Somewhat Approve	49%	(201)	39%	(159)	7%	(30)	5%	(21)	410
Trump Job Somewhat Disapprove	49%	(129)	39%	(103)	9%	(24)	3%	(8)	264
Trump Job Strongly Disapprove	61%	(551)	25%	(226)	7%	(67)	6%	(58)	902
Favorable of Trump	55%	(497)	31%	(286)	8%	(72)	6%	(55)	909
Unfavorable of Trump	59%	(686)	29%	(343)	7%	(82)	5%	(61)	1172
Very Favorable of Trump	61%	(313)	26%	(132)	8%	(41)	6%	(29)	515
Somewhat Favorable of Trump	47%	(184)	39%	(154)	8%	(31)	7%	(26)	394
Somewhat Unfavorable of Trump	55%	(110)	35%	(69)	6%	(12)	4%	(8)	199
Very Unfavorable of Trump	59%	(576)	28%	(273)	7%	(70)	5%	(53)	973
#1 Issue: Economy	56%	(421)	32%	(243)	7%	(50)	5%	(41)	755
#1 Issue: Security	48%	(115)	33%	(79)	11%	(26)	7%	(18)	238
#1 Issue: Health Care	58%	(274)	29%	(135)	7%	(33)	6%	(27)	468
#1 Issue: Medicare / Social Security	60%	(185)	29%	(90)	4%	(13)	6%	(19)	307
#1 Issue: Women's Issues	60%	(68)	25%	(29)	6%	(6)	10%	(11)	114
#1 Issue: Education	46%	(59)	28%	(36)	16%	(21)	9%	(12)	129
#1 Issue: Energy	53%	(35)	27%	(18)	12%	(8)	7%	(5)	67
#1 Issue: Other	54%	(66)	32%	(39)	6%	(7)	8%	(10)	122
2018 House Vote: Democrat	61%	(444)	27%	(196)	8%	(60)	4%	(32)	733
2018 House Vote: Republican	55%	(358)	34%	(221)	7%	(47)	4%	(28)	654
2018 House Vote: Someone else	61%	(44)	28%	(20)	4%	(3)	7%	(5)	71
2016 Vote: Hillary Clinton	60%	(397)	29%	(191)	7%	(46)	5%	(30)	664
2016 Vote: Donald Trump	58%	(420)	30%	(214)	6%	(47)	5%	(38)	718
2016 Vote: Other	46%	(69)	44%	(66)	6%	(9)	5%	(7)	150
2016 Vote: Didn't Vote	51%	(338)	30%	(197)	10%	(64)	10%	(68)	666
Voted in 2014: Yes	59%	(759)	30%	(391)	6%	(84)	5%	(60)	1293
Voted in 2014: No	51%	(465)	31%	(278)	9%	(81)	9%	(83)	908

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
Adults	56%	(1224)	30%	(669)	7%	(165)	7%	(143)	2201
2012 Vote: Barack Obama	59%	(475)	29%	(232)	7%	(54)	5%	(39)	800
2012 Vote: Mitt Romney	54%	(284)	33%	(177)	7%	(37)	6%	(30)	529
2012 Vote: Other	60%	(50)	31%	(26)	5%	(4)	4%	(3)	83
2012 Vote: Didn't Vote	52%	(410)	30%	(234)	9%	(70)	9%	(71)	785
4-Region: Northeast	52%	(205)	31%	(124)	11%	(42)	6%	(23)	394
4-Region: Midwest	56%	(258)	31%	(142)	8%	(36)	6%	(27)	462
4-Region: South	59%	(488)	29%	(236)	6%	(51)	6%	(50)	825
4-Region: West	52%	(273)	32%	(168)	7%	(37)	8%	(43)	520
Sports fan	57%	(787)	30%	(423)	8%	(111)	5%	(70)	1391
Traveled outside of U.S. in past year 1+ times	51%	(222)	36%	(159)	7%	(31)	6%	(24)	436
Frequent Flyer	50%	(126)	36%	(90)	8%	(19)	7%	(17)	251

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
Adults	62%	(1361)	27%	(595)	5%	(108)	6%	(138)	2201
Gender: Male	57%	(608)	29%	(307)	6%	(67)	8%	(81)	1062
Gender: Female	66%	(753)	25%	(287)	4%	(41)	5%	(57)	1139
Age: 18-34	58%	(383)	26%	(172)	7%	(43)	9%	(58)	655
Age: 35-44	58%	(209)	31%	(113)	6%	(20)	5%	(16)	358
Age: 45-64	60%	(453)	29%	(216)	5%	(34)	6%	(48)	751
Age: 65+	72%	(316)	22%	(94)	2%	(10)	4%	(16)	436
GenZers: 1997-2012	61%	(176)	24%	(70)	8%	(22)	7%	(19)	287
Millennials: 1981-1996	55%	(295)	29%	(158)	6%	(32)	9%	(51)	536
GenXers: 1965-1980	62%	(336)	28%	(151)	5%	(27)	5%	(30)	543
Baby Boomers: 1946-1964	65%	(500)	27%	(205)	4%	(27)	5%	(36)	769
PID: Dem (no lean)	65%	(529)	25%	(203)	6%	(48)	5%	(40)	820
PID: Ind (no lean)	60%	(410)	27%	(183)	5%	(34)	9%	(59)	688
PID: Rep (no lean)	61%	(421)	30%	(209)	4%	(26)	5%	(38)	693
PID/Gender: Dem Men	58%	(195)	29%	(97)	7%	(23)	6%	(20)	336
PID/Gender: Dem Women	69%	(334)	22%	(105)	5%	(25)	4%	(20)	484
PID/Gender: Ind Men	55%	(194)	28%	(99)	7%	(24)	9%	(32)	349
PID/Gender: Ind Women	64%	(216)	25%	(84)	3%	(10)	8%	(28)	338
PID/Gender: Rep Men	58%	(218)	29%	(111)	5%	(20)	7%	(28)	377
PID/Gender: Rep Women	64%	(203)	31%	(98)	2%	(6)	3%	(10)	316
Ideo: Liberal (1-3)	67%	(425)	24%	(153)	4%	(26)	5%	(35)	639
Ideo: Moderate (4)	61%	(366)	29%	(176)	5%	(27)	6%	(34)	604
Ideo: Conservative (5-7)	62%	(457)	28%	(211)	5%	(36)	5%	(38)	743
Educ: < College	63%	(957)	25%	(380)	5%	(70)	7%	(105)	1513
Educ: Bachelors degree	59%	(260)	31%	(137)	6%	(26)	5%	(21)	444
Educ: Post-grad	59%	(143)	32%	(78)	5%	(12)	5%	(11)	244
Income: Under 50k	60%	(689)	28%	(322)	4%	(47)	8%	(93)	1151
Income: 50k-100k	65%	(469)	25%	(176)	6%	(46)	4%	(26)	716
Income: 100k+	61%	(204)	29%	(96)	5%	(15)	5%	(18)	334
Ethnicity: White	62%	(1061)	28%	(483)	5%	(79)	6%	(99)	1723

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
Adults	62%	(1361)	27%	(595)	5%	(108)	6%	(138)	2201
Ethnicity: Hispanic	65%	(229)	23%	(79)	6%	(20)	6%	(22)	350
Ethnicity: Afr. Am.	65%	(177)	23%	(63)	7%	(18)	6%	(16)	274
Ethnicity: Other	60%	(122)	24%	(49)	5%	(10)	11%	(23)	204
All Christian	64%	(665)	28%	(293)	4%	(45)	4%	(41)	1044
All Non-Christian	58%	(64)	26%	(29)	10%	(11)	6%	(7)	111
Atheist	55%	(58)	24%	(26)	8%	(9)	13%	(14)	106
Agnostic/Nothing in particular	61%	(574)	26%	(247)	5%	(44)	8%	(76)	940
Religious Non-Protestant/Catholic	55%	(80)	32%	(48)	8%	(12)	5%	(7)	146
Evangelical	66%	(377)	26%	(147)	4%	(22)	4%	(25)	570
Non-Evangelical	64%	(510)	26%	(207)	5%	(37)	6%	(46)	799
Community: Urban	62%	(358)	26%	(149)	6%	(34)	7%	(40)	581
Community: Suburban	61%	(668)	28%	(311)	4%	(46)	6%	(66)	1092
Community: Rural	63%	(334)	25%	(135)	5%	(28)	6%	(31)	528
Employ: Private Sector	56%	(382)	33%	(226)	5%	(33)	5%	(35)	677
Employ: Government	64%	(65)	22%	(23)	8%	(8)	6%	(6)	102
Employ: Self-Employed	61%	(93)	29%	(45)	5%	(7)	5%	(7)	152
Employ: Homemaker	67%	(108)	24%	(38)	5%	(8)	4%	(6)	161
Employ: Retired	66%	(329)	25%	(125)	3%	(16)	6%	(30)	500
Employ: Unemployed	65%	(188)	22%	(65)	7%	(20)	6%	(18)	290
Employ: Other	59%	(94)	22%	(35)	3%	(4)	16%	(26)	159
Military HH: Yes	65%	(214)	27%	(90)	3%	(11)	5%	(17)	332
Military HH: No	61%	(1147)	27%	(504)	5%	(97)	6%	(121)	1869
RD/WT: Right Direction	58%	(447)	31%	(244)	5%	(35)	6%	(49)	774
RD/WT: Wrong Track	64%	(914)	25%	(351)	5%	(73)	6%	(89)	1427
Trump Job Approve	60%	(559)	30%	(280)	4%	(34)	6%	(53)	927
Trump Job Disapprove	64%	(749)	25%	(296)	6%	(65)	5%	(56)	1167

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
Adults	62%	(1361)	27%	(595)	5%	(108)	6%	(138)	2201
Trump Job Strongly Approve	62%	(321)	28%	(144)	4%	(19)	6%	(32)	516
Trump Job Somewhat Approve	58%	(238)	33%	(135)	4%	(16)	5%	(21)	410
Trump Job Somewhat Disapprove	56%	(147)	34%	(89)	8%	(21)	3%	(8)	264
Trump Job Strongly Disapprove	67%	(602)	23%	(207)	5%	(45)	5%	(49)	902
Favorable of Trump	61%	(554)	29%	(260)	4%	(39)	6%	(57)	909
Unfavorable of Trump	65%	(760)	26%	(303)	5%	(58)	4%	(51)	1172
Very Favorable of Trump	64%	(329)	26%	(134)	4%	(23)	6%	(29)	515
Somewhat Favorable of Trump	57%	(225)	32%	(126)	4%	(16)	7%	(28)	394
Somewhat Unfavorable of Trump	60%	(119)	31%	(61)	5%	(10)	5%	(10)	199
Very Unfavorable of Trump	66%	(641)	25%	(242)	5%	(48)	4%	(41)	973
#1 Issue: Economy	62%	(468)	29%	(219)	5%	(34)	5%	(34)	755
#1 Issue: Security	53%	(126)	33%	(79)	4%	(10)	10%	(23)	238
#1 Issue: Health Care	65%	(302)	26%	(120)	4%	(20)	5%	(25)	468
#1 Issue: Medicare / Social Security	66%	(203)	26%	(81)	2%	(7)	6%	(17)	307
#1 Issue: Women's Issues	69%	(79)	17%	(19)	4%	(5)	10%	(11)	114
#1 Issue: Education	56%	(73)	17%	(21)	14%	(18)	13%	(17)	129
#1 Issue: Energy	59%	(39)	31%	(21)	7%	(5)	3%	(2)	67
#1 Issue: Other	58%	(71)	28%	(34)	7%	(9)	7%	(8)	122
2018 House Vote: Democrat	67%	(488)	24%	(178)	5%	(40)	4%	(28)	733
2018 House Vote: Republican	61%	(401)	31%	(205)	3%	(20)	4%	(29)	654
2018 House Vote: Someone else	66%	(47)	24%	(17)	2%	(1)	9%	(6)	71
2016 Vote: Hillary Clinton	66%	(436)	26%	(170)	5%	(31)	4%	(27)	664
2016 Vote: Donald Trump	64%	(460)	28%	(201)	3%	(22)	5%	(35)	718
2016 Vote: Other	62%	(93)	30%	(45)	4%	(6)	4%	(6)	150
2016 Vote: Didn't Vote	56%	(370)	27%	(178)	7%	(49)	10%	(69)	666
Voted in 2014: Yes	65%	(836)	27%	(351)	4%	(51)	4%	(56)	1293
Voted in 2014: No	58%	(525)	27%	(244)	6%	(57)	9%	(82)	908

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
Adults	62%	(1361)	27%	(595)	5%	(108)	6%	(138)	2201
2012 Vote: Barack Obama	65%	(523)	25%	(203)	5%	(39)	4%	(36)	800
2012 Vote: Mitt Romney	60%	(319)	32%	(168)	3%	(15)	5%	(27)	529
2012 Vote: Other	72%	(59)	20%	(17)	2%	(2)	6%	(5)	83
2012 Vote: Didn't Vote	58%	(455)	26%	(207)	7%	(53)	9%	(70)	785
4-Region: Northeast	60%	(237)	27%	(105)	8%	(30)	6%	(22)	394
4-Region: Midwest	62%	(289)	28%	(131)	5%	(22)	5%	(21)	462
4-Region: South	64%	(527)	26%	(213)	4%	(34)	6%	(51)	825
4-Region: West	59%	(309)	28%	(145)	4%	(22)	8%	(44)	520
Sports fan	62%	(868)	27%	(377)	5%	(71)	5%	(74)	1391
Traveled outside of U.S. in past year 1+ times	58%	(252)	31%	(135)	7%	(28)	5%	(20)	436
Frequent Flyer	58%	(145)	31%	(78)	6%	(16)	5%	(12)	251

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
Adults	51%	(1128)	34%	(756)	7%	(164)	7%	(152)	2201
Gender: Male	47%	(500)	35%	(373)	9%	(96)	9%	(93)	1062
Gender: Female	55%	(628)	34%	(383)	6%	(68)	5%	(59)	1139
Age: 18-34	54%	(353)	30%	(193)	8%	(55)	8%	(54)	655
Age: 35-44	51%	(182)	36%	(130)	6%	(22)	6%	(23)	358
Age: 45-64	46%	(345)	40%	(297)	8%	(60)	7%	(50)	751
Age: 65+	57%	(248)	31%	(135)	6%	(27)	6%	(26)	436
GenZers: 1997-2012	59%	(169)	24%	(69)	9%	(25)	8%	(24)	287
Millennials: 1981-1996	49%	(265)	36%	(191)	7%	(39)	8%	(42)	536
GenXers: 1965-1980	49%	(267)	35%	(192)	9%	(47)	7%	(37)	543
Baby Boomers: 1946-1964	51%	(389)	37%	(283)	7%	(51)	6%	(46)	769
PID: Dem (no lean)	57%	(470)	31%	(251)	6%	(51)	6%	(48)	820
PID: Ind (no lean)	48%	(332)	34%	(232)	8%	(58)	10%	(65)	688
PID: Rep (no lean)	47%	(326)	39%	(273)	8%	(55)	6%	(39)	693
PID/Gender: Dem Men	56%	(188)	30%	(101)	7%	(23)	7%	(25)	336
PID/Gender: Dem Women	58%	(283)	31%	(150)	6%	(28)	5%	(23)	484
PID/Gender: Ind Men	42%	(147)	35%	(122)	11%	(38)	12%	(42)	349
PID/Gender: Ind Women	55%	(185)	33%	(110)	6%	(20)	7%	(23)	338
PID/Gender: Rep Men	44%	(165)	40%	(151)	9%	(35)	7%	(26)	377
PID/Gender: Rep Women	51%	(161)	39%	(123)	6%	(20)	4%	(13)	316
Ideo: Liberal (1-3)	58%	(373)	29%	(188)	7%	(45)	5%	(33)	639
Ideo: Moderate (4)	47%	(283)	38%	(230)	8%	(47)	7%	(43)	604
Ideo: Conservative (5-7)	49%	(366)	38%	(279)	8%	(58)	5%	(40)	743
Educ: < College	53%	(807)	32%	(489)	7%	(102)	8%	(114)	1513
Educ: Bachelors degree	48%	(215)	36%	(161)	10%	(43)	6%	(25)	444
Educ: Post-grad	43%	(106)	43%	(106)	8%	(19)	6%	(14)	244
Income: Under 50k	54%	(620)	31%	(356)	7%	(80)	8%	(94)	1151
Income: 50k-100k	50%	(359)	37%	(266)	8%	(56)	5%	(35)	716
Income: 100k+	45%	(149)	40%	(133)	8%	(28)	7%	(23)	334
Ethnicity: White	50%	(858)	37%	(633)	7%	(121)	6%	(110)	1723

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
Adults	51%	(1128)	34%	(756)	7%	(164)	7%	(152)	2201
Ethnicity: Hispanic	58%	(201)	32%	(112)	5%	(17)	5%	(19)	350
Ethnicity: Afr. Am.	57%	(158)	25%	(70)	12%	(33)	5%	(14)	274
Ethnicity: Other	55%	(113)	26%	(54)	5%	(10)	14%	(28)	204
All Christian	51%	(536)	36%	(380)	7%	(75)	5%	(53)	1044
All Non-Christian	52%	(58)	37%	(41)	7%	(7)	4%	(5)	111
Atheist	46%	(49)	33%	(35)	11%	(11)	10%	(11)	106
Agnostic/Nothing in particular	52%	(486)	32%	(300)	7%	(70)	9%	(84)	940
Religious Non-Protestant/Catholic	46%	(68)	44%	(65)	6%	(9)	3%	(5)	146
Evangelical	56%	(318)	33%	(188)	6%	(36)	5%	(29)	570
Non-Evangelical	52%	(416)	35%	(278)	7%	(55)	6%	(51)	799
Community: Urban	55%	(320)	30%	(173)	8%	(48)	7%	(41)	581
Community: Suburban	50%	(543)	36%	(396)	7%	(74)	7%	(78)	1092
Community: Rural	50%	(266)	35%	(187)	8%	(42)	6%	(33)	528
Employ: Private Sector	46%	(308)	41%	(280)	8%	(57)	5%	(31)	677
Employ: Government	39%	(40)	42%	(43)	10%	(11)	9%	(9)	102
Employ: Self-Employed	54%	(83)	34%	(52)	7%	(10)	5%	(8)	152
Employ: Homemaker	54%	(87)	32%	(51)	9%	(15)	5%	(8)	161
Employ: Retired	49%	(245)	36%	(182)	7%	(35)	8%	(38)	500
Employ: Unemployed	62%	(179)	26%	(76)	7%	(20)	6%	(16)	290
Employ: Other	57%	(91)	22%	(35)	4%	(7)	16%	(26)	159
Military HH: Yes	52%	(171)	35%	(118)	7%	(24)	6%	(19)	332
Military HH: No	51%	(957)	34%	(639)	7%	(140)	7%	(133)	1869
RD/WT: Right Direction	49%	(382)	37%	(288)	7%	(53)	7%	(51)	774
RD/WT: Wrong Track	52%	(747)	33%	(468)	8%	(111)	7%	(101)	1427
Trump Job Approve	47%	(439)	38%	(355)	8%	(71)	7%	(61)	927
Trump Job Disapprove	55%	(647)	32%	(375)	7%	(84)	5%	(61)	1167

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
Adults	51%	(1128)	34%	(756)	7%	(164)	7%	(152)	2201
Trump Job Strongly Approve	52%	(268)	34%	(177)	8%	(39)	6%	(33)	516
Trump Job Somewhat Approve	42%	(171)	43%	(178)	8%	(32)	7%	(28)	410
Trump Job Somewhat Disapprove	45%	(118)	44%	(116)	8%	(21)	4%	(10)	264
Trump Job Strongly Disapprove	59%	(529)	29%	(259)	7%	(63)	6%	(51)	902
Favorable of Trump	49%	(445)	37%	(332)	8%	(72)	7%	(60)	909
Unfavorable of Trump	55%	(644)	32%	(381)	7%	(83)	6%	(65)	1172
Very Favorable of Trump	54%	(276)	33%	(170)	7%	(38)	6%	(31)	515
Somewhat Favorable of Trump	43%	(169)	41%	(162)	9%	(34)	7%	(29)	394
Somewhat Unfavorable of Trump	47%	(93)	41%	(81)	5%	(10)	7%	(14)	199
Very Unfavorable of Trump	57%	(551)	31%	(300)	7%	(72)	5%	(51)	973
#1 Issue: Economy	49%	(373)	37%	(281)	8%	(60)	6%	(42)	755
#1 Issue: Security	44%	(105)	34%	(82)	10%	(24)	11%	(27)	238
#1 Issue: Health Care	53%	(246)	34%	(161)	7%	(35)	6%	(26)	468
#1 Issue: Medicare / Social Security	57%	(174)	33%	(100)	4%	(11)	7%	(22)	307
#1 Issue: Women's Issues	51%	(58)	37%	(43)	5%	(6)	7%	(8)	114
#1 Issue: Education	52%	(67)	26%	(33)	11%	(14)	12%	(15)	129
#1 Issue: Energy	59%	(40)	29%	(19)	9%	(6)	2%	(2)	67
#1 Issue: Other	53%	(65)	31%	(38)	8%	(9)	8%	(10)	122
2018 House Vote: Democrat	58%	(423)	31%	(226)	7%	(53)	4%	(32)	733
2018 House Vote: Republican	46%	(302)	41%	(268)	8%	(55)	5%	(30)	654
2018 House Vote: Someone else	50%	(36)	34%	(24)	7%	(5)	9%	(6)	71
2016 Vote: Hillary Clinton	58%	(385)	31%	(203)	7%	(48)	4%	(28)	664
2016 Vote: Donald Trump	49%	(352)	38%	(273)	8%	(55)	5%	(38)	718
2016 Vote: Other	42%	(62)	48%	(71)	6%	(9)	5%	(7)	150
2016 Vote: Didn't Vote	49%	(327)	31%	(209)	8%	(52)	12%	(79)	666
Voted in 2014: Yes	53%	(680)	36%	(463)	7%	(91)	5%	(60)	1293
Voted in 2014: No	49%	(448)	32%	(294)	8%	(73)	10%	(93)	908

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
Adults	51%	(1128)	34%	(756)	7%	(164)	7%	(152)	2201
2012 Vote: Barack Obama	57%	(458)	32%	(253)	7%	(56)	4%	(33)	800
2012 Vote: Mitt Romney	43%	(228)	42%	(222)	8%	(44)	7%	(36)	529
2012 Vote: Other	46%	(38)	41%	(34)	7%	(6)	6%	(5)	83
2012 Vote: Didn't Vote	51%	(400)	32%	(248)	7%	(58)	10%	(79)	785
4-Region: Northeast	50%	(196)	35%	(137)	9%	(35)	6%	(25)	394
4-Region: Midwest	55%	(257)	32%	(148)	8%	(38)	4%	(20)	462
4-Region: South	53%	(436)	33%	(272)	8%	(64)	6%	(52)	825
4-Region: West	46%	(239)	38%	(199)	5%	(27)	11%	(55)	520
Sports fan	51%	(712)	36%	(498)	7%	(101)	6%	(79)	1391
Traveled outside of U.S. in past year 1+ times	47%	(206)	37%	(163)	9%	(39)	6%	(28)	436
Frequent Flyer	44%	(112)	39%	(98)	11%	(29)	5%	(13)	251

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
Adults	50%	(1111)	36%	(786)	7%	(151)	7%	(153)	2201
Gender: Male	47%	(502)	38%	(403)	7%	(76)	8%	(82)	1062
Gender: Female	53%	(609)	34%	(384)	7%	(76)	6%	(71)	1139
Age: 18-34	51%	(335)	32%	(213)	8%	(54)	8%	(53)	655
Age: 35-44	50%	(180)	36%	(128)	8%	(29)	6%	(22)	358
Age: 45-64	47%	(355)	39%	(295)	6%	(44)	8%	(57)	751
Age: 65+	55%	(241)	34%	(150)	6%	(24)	5%	(20)	436
GenZers: 1997-2012	56%	(160)	31%	(88)	8%	(22)	6%	(16)	287
Millennials: 1981-1996	48%	(256)	35%	(187)	8%	(42)	10%	(51)	536
GenXers: 1965-1980	49%	(266)	38%	(209)	6%	(33)	6%	(35)	543
Baby Boomers: 1946-1964	50%	(383)	37%	(286)	7%	(53)	6%	(46)	769
PID: Dem (no lean)	54%	(440)	34%	(275)	7%	(55)	6%	(50)	820
PID: Ind (no lean)	47%	(320)	36%	(245)	8%	(52)	10%	(70)	688
PID: Rep (no lean)	51%	(350)	38%	(266)	6%	(44)	5%	(33)	693
PID/Gender: Dem Men	48%	(161)	38%	(127)	7%	(25)	7%	(23)	336
PID/Gender: Dem Women	58%	(279)	31%	(148)	6%	(30)	6%	(27)	484
PID/Gender: Ind Men	45%	(157)	37%	(129)	7%	(24)	11%	(40)	349
PID/Gender: Ind Women	48%	(164)	34%	(116)	8%	(28)	9%	(31)	338
PID/Gender: Rep Men	49%	(184)	39%	(147)	7%	(26)	5%	(20)	377
PID/Gender: Rep Women	53%	(166)	38%	(119)	6%	(18)	4%	(13)	316
Ideo: Liberal (1-3)	54%	(346)	33%	(210)	7%	(42)	6%	(41)	639
Ideo: Moderate (4)	51%	(307)	36%	(217)	6%	(37)	7%	(43)	604
Ideo: Conservative (5-7)	47%	(352)	40%	(299)	8%	(58)	5%	(35)	743
Educ: < College	52%	(786)	34%	(521)	6%	(96)	7%	(110)	1513
Educ: Bachelors degree	49%	(216)	37%	(164)	9%	(41)	5%	(24)	444
Educ: Post-grad	45%	(109)	42%	(102)	6%	(14)	8%	(19)	244
Income: Under 50k	51%	(586)	34%	(388)	7%	(81)	8%	(96)	1151
Income: 50k-100k	51%	(367)	37%	(264)	7%	(50)	5%	(36)	716
Income: 100k+	47%	(157)	40%	(134)	6%	(21)	6%	(21)	334
Ethnicity: White	49%	(840)	38%	(652)	7%	(116)	7%	(114)	1723

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
Adults	50%	(1111)	36%	(786)	7%	(151)	7%	(153)	2201
Ethnicity: Hispanic	50%	(175)	38%	(132)	6%	(21)	6%	(21)	350
Ethnicity: Afr. Am.	60%	(165)	25%	(70)	9%	(24)	6%	(16)	274
Ethnicity: Other	52%	(106)	32%	(65)	6%	(11)	11%	(22)	204
All Christian	53%	(553)	35%	(361)	7%	(77)	5%	(52)	1044
All Non-Christian	42%	(46)	45%	(49)	7%	(8)	7%	(8)	111
Atheist	39%	(41)	42%	(44)	10%	(11)	10%	(10)	106
Agnostic/Nothing in particular	50%	(470)	35%	(332)	6%	(56)	9%	(83)	940
Religious Non-Protestant/Catholic	39%	(57)	48%	(70)	9%	(13)	5%	(8)	146
Evangelical	56%	(318)	32%	(185)	6%	(35)	6%	(33)	570
Non-Evangelical	53%	(426)	34%	(274)	7%	(55)	6%	(44)	799
Community: Urban	53%	(308)	33%	(192)	7%	(38)	8%	(44)	581
Community: Suburban	49%	(530)	38%	(416)	7%	(74)	7%	(72)	1092
Community: Rural	52%	(273)	34%	(178)	7%	(40)	7%	(37)	528
Employ: Private Sector	45%	(308)	41%	(277)	8%	(55)	6%	(37)	677
Employ: Government	44%	(45)	34%	(35)	13%	(13)	9%	(9)	102
Employ: Self-Employed	54%	(82)	33%	(50)	9%	(13)	5%	(7)	152
Employ: Homemaker	55%	(88)	31%	(49)	7%	(12)	7%	(11)	161
Employ: Retired	51%	(254)	37%	(186)	5%	(24)	7%	(35)	500
Employ: Unemployed	57%	(164)	31%	(91)	6%	(18)	6%	(16)	290
Employ: Other	49%	(78)	31%	(49)	4%	(6)	16%	(26)	159
Military HH: Yes	53%	(177)	37%	(124)	4%	(15)	5%	(16)	332
Military HH: No	50%	(934)	35%	(662)	7%	(137)	7%	(137)	1869
RD/WT: Right Direction	50%	(383)	38%	(294)	6%	(50)	6%	(46)	774
RD/WT: Wrong Track	51%	(727)	34%	(492)	7%	(101)	7%	(107)	1427
Trump Job Approve	49%	(453)	39%	(362)	6%	(59)	6%	(52)	927
Trump Job Disapprove	53%	(617)	34%	(394)	7%	(82)	6%	(74)	1167

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
Adults	50%	(1111)	36%	(786)	7%	(151)	7%	(153)	2201
Trump Job Strongly Approve	55%	(283)	33%	(172)	6%	(29)	6%	(32)	516
Trump Job Somewhat Approve	41%	(170)	46%	(190)	7%	(30)	5%	(20)	410
Trump Job Somewhat Disapprove	42%	(111)	44%	(116)	10%	(27)	4%	(10)	264
Trump Job Strongly Disapprove	56%	(506)	31%	(278)	6%	(55)	7%	(63)	902
Favorable of Trump	50%	(455)	38%	(343)	6%	(59)	6%	(52)	909
Unfavorable of Trump	52%	(614)	34%	(403)	7%	(82)	6%	(73)	1172
Very Favorable of Trump	55%	(281)	34%	(177)	5%	(28)	6%	(28)	515
Somewhat Favorable of Trump	44%	(175)	42%	(166)	8%	(31)	6%	(23)	394
Somewhat Unfavorable of Trump	40%	(79)	45%	(90)	10%	(20)	5%	(11)	199
Very Unfavorable of Trump	55%	(535)	32%	(313)	6%	(62)	6%	(62)	973
#1 Issue: Economy	51%	(383)	38%	(287)	6%	(48)	5%	(38)	755
#1 Issue: Security	43%	(101)	39%	(92)	8%	(20)	10%	(25)	238
#1 Issue: Health Care	53%	(248)	32%	(150)	7%	(34)	8%	(36)	468
#1 Issue: Medicare / Social Security	53%	(162)	35%	(109)	6%	(17)	6%	(19)	307
#1 Issue: Women's Issues	53%	(60)	32%	(36)	7%	(8)	8%	(10)	114
#1 Issue: Education	47%	(61)	37%	(48)	6%	(8)	9%	(11)	129
#1 Issue: Energy	44%	(29)	39%	(26)	13%	(9)	5%	(3)	67
#1 Issue: Other	54%	(66)	31%	(38)	6%	(8)	9%	(11)	122
2018 House Vote: Democrat	55%	(405)	33%	(243)	7%	(50)	5%	(36)	733
2018 House Vote: Republican	48%	(312)	42%	(272)	7%	(44)	4%	(27)	654
2018 House Vote: Someone else	52%	(37)	32%	(23)	8%	(5)	9%	(6)	71
2016 Vote: Hillary Clinton	54%	(361)	35%	(235)	6%	(37)	5%	(31)	664
2016 Vote: Donald Trump	51%	(365)	38%	(269)	7%	(47)	5%	(37)	718
2016 Vote: Other	41%	(62)	42%	(62)	10%	(15)	8%	(11)	150
2016 Vote: Didn't Vote	48%	(322)	33%	(219)	8%	(52)	11%	(74)	666
Voted in 2014: Yes	51%	(666)	37%	(483)	6%	(82)	5%	(63)	1293
Voted in 2014: No	49%	(445)	33%	(304)	8%	(70)	10%	(89)	908

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
Adults	50%	(1111)	36%	(786)	7%	(151)	7%	(153)	2201
2012 Vote: Barack Obama	53%	(422)	36%	(287)	6%	(48)	5%	(42)	800
2012 Vote: Mitt Romney	46%	(242)	42%	(224)	6%	(30)	6%	(33)	529
2012 Vote: Other	51%	(42)	35%	(29)	8%	(6)	6%	(5)	83
2012 Vote: Didn't Vote	51%	(400)	31%	(245)	9%	(67)	9%	(73)	785
4-Region: Northeast	47%	(184)	37%	(144)	9%	(37)	7%	(28)	394
4-Region: Midwest	51%	(237)	38%	(174)	7%	(32)	4%	(20)	462
4-Region: South	54%	(449)	33%	(270)	6%	(53)	6%	(53)	825
4-Region: West	46%	(241)	38%	(199)	6%	(29)	10%	(52)	520
Sports fan	51%	(715)	37%	(513)	6%	(83)	6%	(79)	1391
Traveled outside of U.S. in past year 1+ times	43%	(190)	45%	(197)	5%	(23)	6%	(27)	436
Frequent Flyer	47%	(118)	41%	(104)	6%	(16)	5%	(13)	251

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
Adults	46%	(1012)	37%	(814)	9%	(196)	8%	(178)	2201
Gender: Male	43%	(462)	36%	(378)	11%	(113)	10%	(110)	1062
Gender: Female	48%	(551)	38%	(436)	7%	(84)	6%	(68)	1139
Age: 18-34	48%	(314)	33%	(214)	9%	(60)	10%	(67)	655
Age: 35-44	45%	(161)	39%	(140)	9%	(33)	7%	(23)	358
Age: 45-64	41%	(311)	41%	(310)	9%	(69)	8%	(61)	751
Age: 65+	52%	(226)	34%	(150)	8%	(34)	6%	(27)	436
GenZers: 1997-2012	52%	(148)	31%	(88)	10%	(28)	8%	(23)	287
Millennials: 1981-1996	44%	(237)	36%	(195)	9%	(48)	10%	(56)	536
GenXers: 1965-1980	43%	(231)	39%	(214)	11%	(57)	7%	(40)	543
Baby Boomers: 1946-1964	46%	(357)	39%	(296)	8%	(60)	7%	(55)	769
PID: Dem (no lean)	49%	(404)	35%	(287)	9%	(78)	6%	(52)	820
PID: Ind (no lean)	41%	(282)	39%	(268)	8%	(54)	12%	(84)	688
PID: Rep (no lean)	47%	(327)	37%	(259)	9%	(65)	6%	(43)	693
PID/Gender: Dem Men	46%	(155)	35%	(116)	11%	(37)	8%	(28)	336
PID/Gender: Dem Women	51%	(248)	35%	(171)	8%	(41)	5%	(24)	484
PID/Gender: Ind Men	37%	(131)	38%	(132)	9%	(31)	16%	(56)	349
PID/Gender: Ind Women	45%	(151)	40%	(136)	7%	(23)	8%	(28)	338
PID/Gender: Rep Men	47%	(176)	34%	(130)	12%	(45)	7%	(26)	377
PID/Gender: Rep Women	48%	(151)	41%	(129)	6%	(20)	5%	(17)	316
Ideo: Liberal (1-3)	48%	(308)	35%	(224)	9%	(59)	7%	(48)	639
Ideo: Moderate (4)	46%	(278)	40%	(240)	6%	(39)	8%	(47)	604
Ideo: Conservative (5-7)	45%	(335)	39%	(287)	11%	(79)	6%	(42)	743
Educ: < College	49%	(740)	34%	(518)	8%	(124)	9%	(130)	1513
Educ: Bachelors degree	39%	(172)	44%	(193)	11%	(49)	7%	(30)	444
Educ: Post-grad	41%	(100)	42%	(103)	9%	(23)	7%	(18)	244
Income: Under 50k	48%	(557)	32%	(372)	9%	(109)	10%	(112)	1151
Income: 50k-100k	44%	(317)	42%	(299)	8%	(61)	5%	(39)	716
Income: 100k+	41%	(138)	43%	(143)	8%	(26)	8%	(27)	334
Ethnicity: White	44%	(751)	40%	(684)	9%	(156)	8%	(131)	1723

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
Adults	46%	(1012)	37%	(814)	9%	(196)	8%	(178)	2201
Ethnicity: Hispanic	50%	(174)	36%	(125)	8%	(26)	7%	(24)	350
Ethnicity: Afr. Am.	59%	(163)	23%	(64)	11%	(29)	7%	(19)	274
Ethnicity: Other	48%	(98)	33%	(67)	5%	(11)	14%	(28)	204
All Christian	48%	(499)	37%	(391)	9%	(97)	5%	(57)	1044
All Non-Christian	50%	(55)	30%	(33)	13%	(14)	7%	(8)	111
Atheist	30%	(32)	45%	(48)	11%	(12)	14%	(15)	106
Agnostic/Nothing in particular	45%	(426)	36%	(342)	8%	(74)	10%	(98)	940
Religious Non-Protestant/Catholic	43%	(63)	36%	(53)	13%	(20)	7%	(10)	146
Evangelical	50%	(285)	38%	(215)	6%	(37)	6%	(33)	570
Non-Evangelical	50%	(400)	34%	(270)	10%	(78)	7%	(52)	799
Community: Urban	49%	(282)	33%	(192)	9%	(50)	10%	(57)	581
Community: Suburban	45%	(493)	38%	(415)	9%	(103)	7%	(80)	1092
Community: Rural	45%	(237)	39%	(207)	8%	(43)	8%	(41)	528
Employ: Private Sector	40%	(272)	43%	(294)	11%	(72)	6%	(39)	677
Employ: Government	41%	(42)	37%	(38)	11%	(12)	10%	(10)	102
Employ: Self-Employed	48%	(73)	37%	(56)	10%	(16)	5%	(8)	152
Employ: Homemaker	53%	(85)	32%	(52)	9%	(15)	6%	(9)	161
Employ: Retired	48%	(238)	36%	(181)	7%	(37)	9%	(44)	500
Employ: Unemployed	56%	(164)	28%	(80)	8%	(22)	8%	(24)	290
Employ: Other	41%	(65)	35%	(56)	5%	(8)	19%	(30)	159
Military HH: Yes	48%	(158)	36%	(119)	10%	(32)	7%	(22)	332
Military HH: No	46%	(854)	37%	(696)	9%	(164)	8%	(156)	1869
RD/WT: Right Direction	48%	(370)	37%	(284)	9%	(68)	7%	(53)	774
RD/WT: Wrong Track	45%	(643)	37%	(531)	9%	(129)	9%	(125)	1427
Trump Job Approve	45%	(420)	39%	(360)	9%	(79)	7%	(67)	927
Trump Job Disapprove	47%	(547)	37%	(429)	9%	(105)	7%	(85)	1167

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
Adults	46%	(1012)	37%	(814)	9%	(196)	8%	(178)	2201
Trump Job Strongly Approve	50%	(258)	35%	(183)	8%	(40)	7%	(36)	516
Trump Job Somewhat Approve	40%	(162)	43%	(177)	10%	(39)	8%	(31)	410
Trump Job Somewhat Disapprove	39%	(103)	47%	(124)	9%	(24)	5%	(13)	264
Trump Job Strongly Disapprove	49%	(444)	34%	(305)	9%	(81)	8%	(72)	902
Favorable of Trump	46%	(419)	38%	(344)	9%	(85)	7%	(62)	909
Unfavorable of Trump	47%	(552)	37%	(434)	9%	(100)	7%	(86)	1172
Very Favorable of Trump	52%	(266)	34%	(174)	8%	(41)	6%	(33)	515
Somewhat Favorable of Trump	39%	(153)	43%	(169)	11%	(43)	7%	(29)	394
Somewhat Unfavorable of Trump	41%	(82)	44%	(89)	6%	(12)	8%	(17)	199
Very Unfavorable of Trump	48%	(470)	36%	(346)	9%	(87)	7%	(69)	973
#1 Issue: Economy	46%	(344)	40%	(302)	9%	(66)	6%	(44)	755
#1 Issue: Security	41%	(98)	37%	(88)	9%	(22)	12%	(30)	238
#1 Issue: Health Care	46%	(215)	37%	(175)	10%	(45)	7%	(33)	468
#1 Issue: Medicare / Social Security	53%	(163)	34%	(103)	5%	(14)	9%	(27)	307
#1 Issue: Women's Issues	53%	(61)	36%	(41)	3%	(3)	8%	(9)	114
#1 Issue: Education	41%	(53)	28%	(35)	19%	(25)	12%	(16)	129
#1 Issue: Energy	40%	(27)	31%	(21)	19%	(13)	9%	(6)	67
#1 Issue: Other	42%	(51)	41%	(50)	7%	(8)	11%	(13)	122
2018 House Vote: Democrat	50%	(366)	35%	(254)	10%	(75)	5%	(39)	733
2018 House Vote: Republican	42%	(277)	42%	(277)	9%	(62)	6%	(39)	654
2018 House Vote: Someone else	39%	(28)	41%	(29)	12%	(8)	9%	(6)	71
2016 Vote: Hillary Clinton	49%	(328)	36%	(242)	9%	(60)	5%	(35)	664
2016 Vote: Donald Trump	46%	(331)	38%	(275)	10%	(70)	6%	(42)	718
2016 Vote: Other	35%	(53)	46%	(69)	10%	(15)	9%	(13)	150
2016 Vote: Didn't Vote	45%	(300)	34%	(228)	8%	(51)	13%	(87)	666
Voted in 2014: Yes	46%	(598)	39%	(504)	9%	(119)	6%	(72)	1293
Voted in 2014: No	46%	(414)	34%	(311)	9%	(77)	12%	(106)	908

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
Adults	46%	(1012)	37%	(814)	9%	(196)	8%	(178)	2201
2012 Vote: Barack Obama	49%	(392)	37%	(297)	9%	(68)	5%	(43)	800
2012 Vote: Mitt Romney	40%	(213)	43%	(225)	10%	(51)	7%	(39)	529
2012 Vote: Other	42%	(35)	39%	(32)	11%	(9)	8%	(6)	83
2012 Vote: Didn't Vote	47%	(369)	33%	(260)	8%	(67)	11%	(90)	785
4-Region: Northeast	45%	(175)	38%	(148)	12%	(47)	6%	(23)	394
4-Region: Midwest	44%	(204)	39%	(182)	10%	(47)	6%	(30)	462
4-Region: South	49%	(408)	35%	(285)	8%	(67)	8%	(65)	825
4-Region: West	43%	(225)	38%	(199)	7%	(36)	12%	(60)	520
Sports fan	48%	(669)	36%	(507)	9%	(120)	7%	(94)	1391
Traveled outside of U.S. in past year 1+ times	45%	(196)	39%	(170)	8%	(35)	8%	(35)	436
Frequent Flyer	45%	(114)	37%	(92)	10%	(26)	8%	(19)	251

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
Adults	36%	(801)	37%	(815)	16%	(348)	11%	(237)	2201
Gender: Male	37%	(391)	36%	(386)	14%	(150)	13%	(135)	1062
Gender: Female	36%	(410)	38%	(429)	17%	(198)	9%	(102)	1139
Age: 18-34	40%	(260)	36%	(235)	14%	(93)	10%	(67)	655
Age: 35-44	40%	(144)	34%	(123)	14%	(50)	12%	(42)	358
Age: 45-64	30%	(228)	40%	(298)	18%	(137)	12%	(88)	751
Age: 65+	39%	(170)	36%	(159)	16%	(69)	9%	(39)	436
GenZers: 1997-2012	42%	(121)	38%	(110)	12%	(34)	8%	(22)	287
Millennials: 1981-1996	38%	(204)	33%	(178)	16%	(87)	12%	(67)	536
GenXers: 1965-1980	36%	(195)	38%	(206)	16%	(88)	10%	(53)	543
Baby Boomers: 1946-1964	33%	(254)	39%	(297)	17%	(130)	11%	(87)	769
PID: Dem (no lean)	37%	(307)	39%	(317)	16%	(129)	8%	(67)	820
PID: Ind (no lean)	33%	(225)	34%	(233)	17%	(120)	16%	(109)	688
PID: Rep (no lean)	39%	(269)	38%	(265)	14%	(99)	9%	(60)	693
PID/Gender: Dem Men	37%	(124)	39%	(131)	13%	(45)	11%	(36)	336
PID/Gender: Dem Women	38%	(183)	38%	(185)	17%	(85)	6%	(31)	484
PID/Gender: Ind Men	33%	(114)	35%	(121)	16%	(55)	17%	(60)	349
PID/Gender: Ind Women	33%	(111)	33%	(113)	19%	(65)	15%	(49)	338
PID/Gender: Rep Men	41%	(153)	36%	(134)	13%	(51)	10%	(39)	377
PID/Gender: Rep Women	37%	(116)	41%	(131)	15%	(48)	7%	(21)	316
Ideo: Liberal (1-3)	37%	(239)	33%	(210)	19%	(122)	11%	(68)	639
Ideo: Moderate (4)	38%	(227)	40%	(242)	13%	(79)	9%	(56)	604
Ideo: Conservative (5-7)	35%	(264)	39%	(288)	16%	(122)	9%	(69)	743
Educ: < College	39%	(597)	36%	(541)	14%	(217)	10%	(158)	1513
Educ: Bachelors degree	31%	(138)	38%	(168)	19%	(87)	11%	(51)	444
Educ: Post-grad	27%	(67)	43%	(106)	18%	(45)	11%	(27)	244
Income: Under 50k	39%	(445)	35%	(403)	14%	(163)	12%	(141)	1151
Income: 50k-100k	36%	(261)	39%	(277)	18%	(128)	7%	(51)	716
Income: 100k+	29%	(96)	41%	(136)	17%	(57)	14%	(45)	334
Ethnicity: White	34%	(594)	38%	(656)	17%	(292)	11%	(181)	1723

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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
Adults	36%	(801)	37%	(815)	16%	(348)	11%	(237)	2201
Ethnicity: Hispanic	43%	(150)	35%	(122)	12%	(43)	10%	(34)	350
Ethnicity: Afr. Am.	49%	(133)	33%	(91)	10%	(29)	8%	(22)	274
Ethnicity: Other	37%	(75)	33%	(68)	14%	(28)	16%	(34)	204
All Christian	38%	(394)	38%	(392)	16%	(168)	9%	(89)	1044
All Non-Christian	37%	(41)	40%	(44)	16%	(18)	7%	(8)	111
Atheist	31%	(32)	29%	(31)	22%	(23)	19%	(20)	106
Agnostic/Nothing in particular	35%	(334)	37%	(348)	15%	(139)	13%	(120)	940
Religious Non-Protestant/Catholic	31%	(46)	43%	(62)	18%	(26)	8%	(12)	146
Evangelical	40%	(230)	35%	(202)	16%	(94)	8%	(44)	570
Non-Evangelical	38%	(304)	37%	(299)	15%	(117)	10%	(80)	799
Community: Urban	39%	(228)	35%	(203)	14%	(82)	12%	(69)	581
Community: Suburban	35%	(384)	37%	(407)	17%	(184)	11%	(116)	1092
Community: Rural	36%	(189)	39%	(205)	16%	(82)	10%	(51)	528
Employ: Private Sector	34%	(227)	41%	(280)	16%	(109)	9%	(61)	677
Employ: Government	30%	(30)	36%	(37)	23%	(24)	10%	(11)	102
Employ: Self-Employed	39%	(59)	41%	(62)	13%	(20)	7%	(11)	152
Employ: Homemaker	38%	(60)	39%	(62)	17%	(28)	6%	(10)	161
Employ: Retired	34%	(171)	36%	(181)	17%	(85)	13%	(63)	500
Employ: Unemployed	43%	(124)	33%	(97)	14%	(40)	10%	(29)	290
Employ: Other	39%	(63)	26%	(42)	11%	(18)	23%	(36)	159
Military HH: Yes	36%	(120)	38%	(125)	17%	(56)	9%	(31)	332
Military HH: No	36%	(682)	37%	(690)	16%	(293)	11%	(205)	1869
RD/WT: Right Direction	39%	(299)	39%	(302)	12%	(96)	10%	(76)	774
RD/WT: Wrong Track	35%	(502)	36%	(512)	18%	(252)	11%	(160)	1427
Trump Job Approve	37%	(346)	38%	(349)	15%	(141)	10%	(91)	927
Trump Job Disapprove	36%	(422)	37%	(429)	17%	(198)	10%	(118)	1167

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
Adults	36%	(801)	37%	(815)	16%	(348)	11%	(237)	2201
Trump Job Strongly Approve	43%	(220)	36%	(185)	12%	(62)	9%	(49)	516
Trump Job Somewhat Approve	31%	(126)	40%	(164)	19%	(79)	10%	(42)	410
Trump Job Somewhat Disapprove	30%	(79)	45%	(118)	16%	(42)	10%	(25)	264
Trump Job Strongly Disapprove	38%	(343)	34%	(311)	17%	(156)	10%	(92)	902
Favorable of Trump	38%	(349)	37%	(335)	15%	(137)	10%	(87)	909
Unfavorable of Trump	36%	(420)	37%	(434)	17%	(198)	10%	(120)	1172
Very Favorable of Trump	42%	(215)	37%	(192)	12%	(64)	8%	(44)	515
Somewhat Favorable of Trump	34%	(134)	36%	(143)	19%	(73)	11%	(43)	394
Somewhat Unfavorable of Trump	29%	(58)	43%	(85)	18%	(35)	11%	(21)	199
Very Unfavorable of Trump	37%	(362)	36%	(349)	17%	(162)	10%	(99)	973
#1 Issue: Economy	37%	(278)	38%	(289)	15%	(114)	10%	(73)	755
#1 Issue: Security	30%	(71)	41%	(98)	15%	(35)	14%	(33)	238
#1 Issue: Health Care	35%	(166)	37%	(173)	18%	(85)	9%	(44)	468
#1 Issue: Medicare / Social Security	44%	(135)	33%	(103)	12%	(36)	11%	(34)	307
#1 Issue: Women's Issues	40%	(46)	36%	(42)	13%	(15)	11%	(12)	114
#1 Issue: Education	36%	(47)	36%	(46)	17%	(22)	11%	(15)	129
#1 Issue: Energy	27%	(18)	33%	(22)	26%	(18)	14%	(9)	67
#1 Issue: Other	33%	(41)	35%	(43)	19%	(23)	13%	(15)	122
2018 House Vote: Democrat	37%	(270)	37%	(271)	17%	(125)	9%	(67)	733
2018 House Vote: Republican	35%	(228)	40%	(264)	16%	(103)	9%	(59)	654
2018 House Vote: Someone else	32%	(23)	32%	(23)	23%	(17)	12%	(9)	71
2016 Vote: Hillary Clinton	38%	(250)	37%	(244)	17%	(111)	9%	(59)	664
2016 Vote: Donald Trump	37%	(266)	38%	(275)	15%	(110)	9%	(68)	718
2016 Vote: Other	28%	(41)	37%	(56)	20%	(31)	15%	(22)	150
2016 Vote: Didn't Vote	37%	(244)	36%	(240)	14%	(95)	13%	(87)	666
Voted in 2014: Yes	35%	(458)	39%	(499)	17%	(215)	9%	(120)	1293
Voted in 2014: No	38%	(343)	35%	(315)	15%	(133)	13%	(117)	908

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
Adults	36%	(801)	37%	(815)	16%	(348)	11%	(237)	2201
2012 Vote: Barack Obama	39%	(308)	36%	(290)	16%	(126)	9%	(76)	800
2012 Vote: Mitt Romney	31%	(166)	41%	(218)	17%	(90)	10%	(55)	529
2012 Vote: Other	23%	(19)	47%	(39)	18%	(15)	11%	(9)	83
2012 Vote: Didn't Vote	39%	(306)	34%	(266)	15%	(117)	12%	(97)	785
4-Region: Northeast	32%	(128)	41%	(160)	19%	(74)	8%	(33)	394
4-Region: Midwest	36%	(166)	38%	(175)	16%	(73)	10%	(48)	462
4-Region: South	41%	(335)	35%	(289)	16%	(131)	8%	(70)	825
4-Region: West	33%	(172)	37%	(192)	14%	(70)	17%	(86)	520
Sports fan	38%	(529)	38%	(524)	15%	(213)	9%	(124)	1391
Traveled outside of U.S. in past year 1+ times	34%	(146)	43%	(189)	14%	(61)	9%	(40)	436
Frequent Flyer	30%	(76)	42%	(105)	17%	(44)	10%	(26)	251

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
Adults	47%	(1031)	38%	(833)	7%	(164)	8%	(172)	2201
Gender: Male	43%	(461)	38%	(408)	9%	(93)	9%	(100)	1062
Gender: Female	50%	(571)	37%	(425)	6%	(71)	6%	(72)	1139
Age: 18-34	48%	(313)	36%	(236)	8%	(49)	9%	(57)	655
Age: 35-44	42%	(150)	45%	(159)	7%	(23)	7%	(25)	358
Age: 45-64	43%	(325)	40%	(299)	8%	(64)	8%	(63)	751
Age: 65+	56%	(243)	32%	(139)	6%	(28)	6%	(27)	436
GenZers: 1997-2012	53%	(152)	35%	(101)	6%	(18)	6%	(16)	287
Millennials: 1981-1996	43%	(228)	39%	(209)	8%	(44)	10%	(54)	536
GenXers: 1965-1980	42%	(229)	42%	(229)	9%	(47)	7%	(39)	543
Baby Boomers: 1946-1964	50%	(382)	36%	(275)	7%	(54)	8%	(58)	769
PID: Dem (no lean)	50%	(408)	37%	(305)	7%	(60)	6%	(47)	820
PID: Ind (no lean)	43%	(299)	36%	(250)	9%	(63)	11%	(76)	688
PID: Rep (no lean)	47%	(324)	40%	(279)	6%	(41)	7%	(50)	693
PID/Gender: Dem Men	45%	(152)	38%	(127)	9%	(31)	7%	(25)	336
PID/Gender: Dem Women	53%	(256)	37%	(178)	6%	(29)	5%	(22)	484
PID/Gender: Ind Men	39%	(137)	38%	(133)	11%	(37)	12%	(43)	349
PID/Gender: Ind Women	48%	(162)	35%	(117)	8%	(26)	10%	(33)	338
PID/Gender: Rep Men	45%	(171)	39%	(148)	6%	(24)	9%	(33)	377
PID/Gender: Rep Women	48%	(153)	41%	(130)	5%	(16)	5%	(17)	316
Ideo: Liberal (1-3)	51%	(327)	35%	(221)	7%	(46)	7%	(44)	639
Ideo: Moderate (4)	45%	(273)	39%	(238)	7%	(43)	8%	(49)	604
Ideo: Conservative (5-7)	45%	(338)	41%	(308)	7%	(53)	6%	(45)	743
Educ: < College	48%	(733)	37%	(553)	7%	(103)	8%	(124)	1513
Educ: Bachelors degree	44%	(194)	40%	(177)	10%	(43)	7%	(31)	444
Educ: Post-grad	43%	(104)	42%	(103)	8%	(18)	7%	(18)	244
Income: Under 50k	48%	(553)	34%	(391)	8%	(95)	10%	(112)	1151
Income: 50k-100k	46%	(328)	43%	(306)	7%	(51)	4%	(32)	716
Income: 100k+	45%	(150)	41%	(136)	6%	(18)	9%	(29)	334
Ethnicity: White	46%	(787)	39%	(675)	7%	(129)	8%	(133)	1723

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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
Adults	47%	(1031)	38%	(833)	7%	(164)	8%	(172)	2201
Ethnicity: Hispanic	44%	(152)	40%	(139)	10%	(35)	7%	(23)	350
Ethnicity: Afr. Am.	53%	(145)	34%	(94)	7%	(21)	5%	(14)	274
Ethnicity: Other	49%	(99)	32%	(65)	7%	(15)	12%	(25)	204
All Christian	50%	(519)	38%	(398)	6%	(68)	6%	(59)	1044
All Non-Christian	47%	(52)	32%	(36)	13%	(14)	8%	(8)	111
Atheist	40%	(42)	38%	(41)	10%	(10)	12%	(13)	106
Agnostic/Nothing in particular	44%	(418)	38%	(359)	8%	(72)	10%	(91)	940
Religious Non-Protestant/Catholic	42%	(61)	40%	(58)	12%	(18)	6%	(9)	146
Evangelical	51%	(293)	37%	(214)	5%	(28)	6%	(36)	570
Non-Evangelical	50%	(399)	36%	(289)	7%	(55)	7%	(56)	799
Community: Urban	47%	(275)	36%	(208)	8%	(48)	9%	(51)	581
Community: Suburban	46%	(506)	40%	(435)	6%	(70)	7%	(80)	1092
Community: Rural	47%	(250)	36%	(191)	9%	(46)	8%	(41)	528
Employ: Private Sector	42%	(286)	44%	(300)	6%	(44)	7%	(46)	677
Employ: Government	35%	(36)	40%	(40)	16%	(16)	10%	(10)	102
Employ: Self-Employed	48%	(73)	37%	(57)	8%	(12)	7%	(11)	152
Employ: Homemaker	48%	(78)	38%	(61)	9%	(15)	5%	(7)	161
Employ: Retired	51%	(255)	35%	(174)	6%	(30)	8%	(41)	500
Employ: Unemployed	50%	(145)	33%	(97)	9%	(27)	7%	(21)	290
Employ: Other	45%	(72)	32%	(51)	8%	(12)	15%	(23)	159
Military HH: Yes	49%	(161)	38%	(126)	7%	(22)	7%	(22)	332
Military HH: No	47%	(870)	38%	(707)	8%	(142)	8%	(150)	1869
RD/WT: Right Direction	46%	(354)	40%	(313)	6%	(48)	8%	(58)	774
RD/WT: Wrong Track	47%	(677)	36%	(520)	8%	(116)	8%	(114)	1427
Trump Job Approve	45%	(418)	41%	(375)	7%	(60)	8%	(73)	927
Trump Job Disapprove	49%	(574)	36%	(425)	8%	(96)	6%	(72)	1167

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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
Adults	47%	(1031)	38%	(833)	7%	(164)	8%	(172)	2201
Trump Job Strongly Approve	49%	(255)	36%	(185)	6%	(32)	9%	(45)	516
Trump Job Somewhat Approve	40%	(163)	46%	(190)	7%	(29)	7%	(28)	410
Trump Job Somewhat Disapprove	41%	(107)	43%	(113)	13%	(34)	4%	(10)	264
Trump Job Strongly Disapprove	52%	(467)	35%	(312)	7%	(62)	7%	(62)	902
Favorable of Trump	46%	(419)	40%	(362)	7%	(61)	7%	(67)	909
Unfavorable of Trump	49%	(575)	37%	(429)	8%	(96)	6%	(72)	1172
Very Favorable of Trump	52%	(265)	34%	(177)	7%	(35)	7%	(38)	515
Somewhat Favorable of Trump	39%	(154)	47%	(185)	7%	(26)	7%	(29)	394
Somewhat Unfavorable of Trump	40%	(80)	43%	(86)	10%	(20)	7%	(13)	199
Very Unfavorable of Trump	51%	(495)	35%	(343)	8%	(76)	6%	(59)	973
#1 Issue: Economy	47%	(353)	40%	(299)	7%	(53)	7%	(51)	755
#1 Issue: Security	40%	(95)	41%	(97)	7%	(16)	12%	(30)	238
#1 Issue: Health Care	47%	(218)	37%	(171)	10%	(49)	6%	(30)	468
#1 Issue: Medicare / Social Security	56%	(173)	32%	(98)	3%	(10)	9%	(27)	307
#1 Issue: Women's Issues	44%	(51)	42%	(48)	5%	(6)	8%	(10)	114
#1 Issue: Education	44%	(57)	37%	(48)	9%	(11)	10%	(13)	129
#1 Issue: Energy	48%	(32)	36%	(24)	13%	(9)	4%	(2)	67
#1 Issue: Other	44%	(54)	40%	(48)	8%	(9)	9%	(10)	122
2018 House Vote: Democrat	52%	(383)	34%	(249)	9%	(65)	5%	(37)	733
2018 House Vote: Republican	45%	(292)	43%	(279)	7%	(44)	6%	(39)	654
2018 House Vote: Someone else	46%	(33)	38%	(27)	5%	(3)	11%	(8)	71
2016 Vote: Hillary Clinton	53%	(349)	34%	(225)	9%	(58)	5%	(33)	664
2016 Vote: Donald Trump	46%	(332)	41%	(292)	6%	(43)	7%	(50)	718
2016 Vote: Other	38%	(57)	47%	(71)	7%	(10)	8%	(12)	150
2016 Vote: Didn't Vote	44%	(292)	37%	(244)	8%	(53)	12%	(77)	666
Voted in 2014: Yes	49%	(628)	38%	(492)	8%	(98)	6%	(75)	1293
Voted in 2014: No	44%	(403)	38%	(342)	7%	(66)	11%	(97)	908

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
Adults	47%	(1031)	38%	(833)	7%	(164)	8%	(172)	2201
2012 Vote: Barack Obama	50%	(400)	37%	(298)	8%	(63)	5%	(40)	800
2012 Vote: Mitt Romney	44%	(233)	40%	(214)	7%	(37)	8%	(45)	529
2012 Vote: Other	38%	(31)	48%	(39)	6%	(5)	8%	(7)	83
2012 Vote: Didn't Vote	46%	(363)	36%	(282)	7%	(59)	10%	(81)	785
4-Region: Northeast	44%	(175)	40%	(157)	9%	(37)	6%	(25)	394
4-Region: Midwest	48%	(223)	37%	(170)	9%	(42)	6%	(27)	462
4-Region: South	51%	(420)	37%	(302)	5%	(44)	7%	(59)	825
4-Region: West	41%	(214)	39%	(204)	8%	(41)	12%	(62)	520
Sports fan	49%	(675)	38%	(523)	7%	(94)	7%	(99)	1391
Traveled outside of U.S. in past year 1+ times	44%	(193)	44%	(192)	6%	(25)	6%	(25)	436
Frequent Flyer	38%	(96)	47%	(118)	9%	(24)	5%	(13)	251

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
Adults	48%	(1058)	37%	(813)	8%	(182)	7%	(149)	2201
Gender: Male	43%	(462)	39%	(416)	9%	(99)	8%	(86)	1062
Gender: Female	52%	(596)	35%	(397)	7%	(83)	6%	(63)	1139
Age: 18-34	47%	(309)	35%	(226)	10%	(66)	8%	(54)	655
Age: 35-44	42%	(149)	44%	(158)	8%	(27)	7%	(23)	358
Age: 45-64	48%	(360)	38%	(289)	7%	(55)	6%	(48)	751
Age: 65+	55%	(240)	32%	(140)	8%	(33)	5%	(23)	436
GenZers: 1997-2012	50%	(144)	34%	(98)	11%	(32)	5%	(13)	287
Millennials: 1981-1996	43%	(229)	38%	(203)	9%	(51)	10%	(54)	536
GenXers: 1965-1980	47%	(257)	38%	(209)	8%	(46)	6%	(32)	543
Baby Boomers: 1946-1964	50%	(386)	37%	(284)	7%	(53)	6%	(46)	769
PID: Dem (no lean)	52%	(424)	35%	(283)	8%	(68)	5%	(44)	820
PID: Ind (no lean)	43%	(298)	38%	(259)	9%	(64)	10%	(67)	688
PID: Rep (no lean)	48%	(336)	39%	(271)	7%	(50)	5%	(38)	693
PID/Gender: Dem Men	47%	(158)	36%	(122)	10%	(32)	7%	(24)	336
PID/Gender: Dem Women	55%	(267)	33%	(161)	7%	(36)	4%	(21)	484
PID/Gender: Ind Men	37%	(130)	42%	(147)	9%	(31)	12%	(41)	349
PID/Gender: Ind Women	49%	(167)	33%	(112)	10%	(33)	8%	(25)	338
PID/Gender: Rep Men	46%	(174)	39%	(147)	9%	(35)	6%	(21)	377
PID/Gender: Rep Women	51%	(162)	39%	(124)	4%	(14)	5%	(17)	316
Ideo: Liberal (1-3)	52%	(333)	32%	(204)	10%	(64)	6%	(37)	639
Ideo: Moderate (4)	47%	(287)	40%	(244)	5%	(32)	7%	(41)	604
Ideo: Conservative (5-7)	47%	(348)	40%	(299)	9%	(63)	4%	(33)	743
Educ: < College	51%	(774)	34%	(509)	8%	(121)	7%	(109)	1513
Educ: Bachelors degree	40%	(177)	46%	(205)	9%	(39)	5%	(24)	444
Educ: Post-grad	44%	(107)	41%	(99)	9%	(22)	6%	(16)	244
Income: Under 50k	48%	(553)	35%	(402)	9%	(103)	8%	(93)	1151
Income: 50k-100k	49%	(349)	39%	(282)	7%	(52)	5%	(34)	716
Income: 100k+	47%	(155)	39%	(129)	8%	(27)	7%	(22)	334
Ethnicity: White	47%	(806)	38%	(662)	8%	(142)	7%	(112)	1723

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
Adults	48%	(1058)	37%	(813)	8%	(182)	7%	(149)	2201
Ethnicity: Hispanic	49%	(171)	38%	(133)	7%	(24)	6%	(21)	350
Ethnicity: Afr. Am.	57%	(158)	27%	(74)	11%	(31)	4%	(12)	274
Ethnicity: Other	46%	(94)	38%	(77)	4%	(9)	12%	(24)	204
All Christian	51%	(534)	36%	(377)	8%	(85)	5%	(48)	1044
All Non-Christian	52%	(58)	33%	(37)	8%	(9)	7%	(8)	111
Atheist	40%	(42)	40%	(43)	9%	(10)	11%	(11)	106
Agnostic/Nothing in particular	45%	(424)	38%	(357)	8%	(78)	9%	(82)	940
Religious Non-Protestant/Catholic	48%	(70)	38%	(55)	9%	(12)	6%	(9)	146
Evangelical	50%	(287)	38%	(217)	7%	(42)	4%	(24)	570
Non-Evangelical	53%	(425)	32%	(258)	9%	(68)	6%	(48)	799
Community: Urban	48%	(280)	34%	(197)	10%	(60)	8%	(45)	581
Community: Suburban	47%	(513)	39%	(431)	7%	(78)	6%	(69)	1092
Community: Rural	50%	(265)	35%	(186)	8%	(43)	7%	(35)	528
Employ: Private Sector	43%	(294)	42%	(282)	9%	(62)	6%	(39)	677
Employ: Government	41%	(42)	46%	(47)	5%	(5)	7%	(8)	102
Employ: Self-Employed	49%	(74)	34%	(52)	12%	(18)	6%	(8)	152
Employ: Homemaker	47%	(75)	39%	(63)	10%	(16)	3%	(6)	161
Employ: Retired	50%	(250)	36%	(181)	7%	(34)	7%	(35)	500
Employ: Unemployed	61%	(177)	27%	(78)	6%	(18)	6%	(17)	290
Employ: Other	46%	(73)	30%	(48)	7%	(11)	17%	(27)	159
Military HH: Yes	52%	(173)	34%	(114)	9%	(29)	5%	(16)	332
Military HH: No	47%	(884)	37%	(699)	8%	(153)	7%	(133)	1869
RD/WT: Right Direction	46%	(356)	40%	(311)	7%	(56)	7%	(51)	774
RD/WT: Wrong Track	49%	(702)	35%	(502)	9%	(125)	7%	(98)	1427
Trump Job Approve	46%	(429)	39%	(365)	8%	(78)	6%	(54)	927
Trump Job Disapprove	50%	(581)	36%	(421)	8%	(95)	6%	(70)	1167

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
Adults	48%	(1058)	37%	(813)	8%	(182)	7%	(149)	2201
Trump Job Strongly Approve	49%	(255)	37%	(192)	6%	(33)	7%	(36)	516
Trump Job Somewhat Approve	43%	(175)	42%	(173)	11%	(45)	4%	(18)	410
Trump Job Somewhat Disapprove	39%	(104)	47%	(125)	8%	(22)	5%	(14)	264
Trump Job Strongly Disapprove	53%	(477)	33%	(296)	8%	(73)	6%	(56)	902
Favorable of Trump	47%	(427)	39%	(356)	8%	(73)	6%	(52)	909
Unfavorable of Trump	50%	(587)	36%	(418)	8%	(98)	6%	(69)	1172
Very Favorable of Trump	52%	(266)	36%	(184)	7%	(34)	6%	(30)	515
Somewhat Favorable of Trump	41%	(161)	44%	(172)	10%	(39)	6%	(22)	394
Somewhat Unfavorable of Trump	41%	(81)	42%	(84)	10%	(20)	7%	(14)	199
Very Unfavorable of Trump	52%	(506)	34%	(334)	8%	(77)	6%	(55)	973
#1 Issue: Economy	50%	(379)	37%	(278)	7%	(53)	6%	(45)	755
#1 Issue: Security	40%	(95)	38%	(90)	12%	(28)	11%	(25)	238
#1 Issue: Health Care	48%	(224)	39%	(182)	8%	(37)	5%	(25)	468
#1 Issue: Medicare / Social Security	56%	(171)	32%	(98)	6%	(18)	6%	(20)	307
#1 Issue: Women's Issues	49%	(56)	37%	(43)	4%	(5)	9%	(10)	114
#1 Issue: Education	39%	(50)	40%	(51)	13%	(16)	9%	(11)	129
#1 Issue: Energy	41%	(27)	40%	(27)	12%	(8)	7%	(5)	67
#1 Issue: Other	45%	(55)	36%	(44)	13%	(16)	6%	(7)	122
2018 House Vote: Democrat	53%	(392)	33%	(245)	9%	(64)	4%	(33)	733
2018 House Vote: Republican	46%	(304)	42%	(274)	7%	(45)	5%	(31)	654
2018 House Vote: Someone else	43%	(31)	42%	(30)	6%	(4)	9%	(7)	71
2016 Vote: Hillary Clinton	53%	(349)	35%	(230)	8%	(52)	5%	(33)	664
2016 Vote: Donald Trump	49%	(351)	39%	(278)	8%	(54)	5%	(36)	718
2016 Vote: Other	40%	(60)	45%	(67)	8%	(13)	7%	(10)	150
2016 Vote: Didn't Vote	45%	(297)	36%	(238)	9%	(62)	10%	(69)	666
Voted in 2014: Yes	50%	(649)	38%	(488)	7%	(90)	5%	(66)	1293
Voted in 2014: No	45%	(408)	36%	(325)	10%	(91)	9%	(83)	908

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
Adults	48%	(1058)	37%	(813)	8%	(182)	7%	(149)	2201
2012 Vote: Barack Obama	52%	(413)	36%	(288)	7%	(59)	5%	(40)	800
2012 Vote: Mitt Romney	46%	(242)	41%	(219)	7%	(35)	6%	(33)	529
2012 Vote: Other	53%	(44)	31%	(26)	8%	(6)	8%	(6)	83
2012 Vote: Didn't Vote	45%	(356)	35%	(278)	10%	(81)	9%	(70)	785
4-Region: Northeast	49%	(193)	35%	(138)	10%	(37)	6%	(25)	394
4-Region: Midwest	49%	(225)	37%	(169)	9%	(41)	6%	(26)	462
4-Region: South	50%	(415)	36%	(293)	8%	(68)	6%	(48)	825
4-Region: West	43%	(224)	41%	(212)	7%	(35)	9%	(49)	520
Sports fan	50%	(689)	37%	(510)	8%	(113)	6%	(78)	1391
Traveled outside of U.S. in past year 1+ times	45%	(196)	42%	(181)	8%	(37)	5%	(21)	436
Frequent Flyer	48%	(121)	39%	(98)	8%	(19)	5%	(13)	251

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
Adults	31%	(693)	35%	(780)	21%	(464)	12%	(264)	2201
Gender: Male	31%	(334)	34%	(363)	21%	(224)	13%	(141)	1062
Gender: Female	31%	(358)	37%	(417)	21%	(240)	11%	(123)	1139
Age: 18-34	33%	(214)	29%	(191)	25%	(161)	14%	(89)	655
Age: 35-44	31%	(111)	38%	(137)	19%	(68)	12%	(42)	358
Age: 45-64	28%	(211)	39%	(294)	20%	(154)	12%	(92)	751
Age: 65+	36%	(157)	36%	(158)	19%	(81)	9%	(41)	436
GenZers: 1997-2012	36%	(103)	23%	(66)	29%	(82)	13%	(36)	287
Millennials: 1981-1996	30%	(160)	36%	(191)	21%	(112)	14%	(74)	536
GenXers: 1965-1980	31%	(168)	37%	(201)	22%	(117)	11%	(58)	543
Baby Boomers: 1946-1964	30%	(231)	39%	(296)	20%	(151)	12%	(90)	769
PID: Dem (no lean)	32%	(260)	35%	(284)	24%	(196)	10%	(80)	820
PID: Ind (no lean)	27%	(188)	33%	(227)	22%	(151)	18%	(121)	688
PID: Rep (no lean)	35%	(245)	39%	(269)	17%	(117)	9%	(63)	693
PID/Gender: Dem Men	34%	(113)	35%	(117)	21%	(70)	11%	(35)	336
PID/Gender: Dem Women	30%	(147)	34%	(167)	26%	(126)	9%	(45)	484
PID/Gender: Ind Men	25%	(86)	32%	(113)	23%	(82)	20%	(68)	349
PID/Gender: Ind Women	30%	(103)	34%	(114)	21%	(69)	15%	(52)	338
PID/Gender: Rep Men	36%	(136)	35%	(133)	19%	(72)	10%	(37)	377
PID/Gender: Rep Women	34%	(109)	43%	(136)	14%	(45)	8%	(27)	316
Ideo: Liberal (1-3)	32%	(205)	30%	(189)	26%	(167)	12%	(78)	639
Ideo: Moderate (4)	30%	(183)	40%	(241)	18%	(108)	12%	(72)	604
Ideo: Conservative (5-7)	32%	(238)	39%	(291)	20%	(148)	9%	(66)	743
Educ: < College	34%	(513)	35%	(531)	19%	(289)	12%	(180)	1513
Educ: Bachelors degree	26%	(117)	34%	(153)	27%	(120)	12%	(54)	444
Educ: Post-grad	25%	(62)	39%	(96)	23%	(56)	12%	(30)	244
Income: Under 50k	34%	(394)	32%	(373)	20%	(230)	13%	(155)	1151
Income: 50k-100k	28%	(200)	40%	(286)	23%	(165)	9%	(66)	716
Income: 100k+	30%	(99)	36%	(121)	21%	(70)	13%	(43)	334
Ethnicity: White	30%	(509)	37%	(639)	21%	(361)	12%	(214)	1723

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
Adults	31%	(693)	35%	(780)	21%	(464)	12%	(264)	2201
Ethnicity: Hispanic	37%	(130)	29%	(100)	22%	(77)	12%	(42)	350
Ethnicity: Afr. Am.	42%	(114)	27%	(74)	23%	(64)	8%	(23)	274
Ethnicity: Other	34%	(70)	33%	(67)	19%	(39)	13%	(27)	204
All Christian	33%	(345)	37%	(389)	20%	(204)	10%	(106)	1044
All Non-Christian	34%	(38)	34%	(38)	24%	(26)	8%	(9)	111
Atheist	18%	(20)	32%	(34)	30%	(32)	20%	(21)	106
Agnostic/Nothing in particular	31%	(290)	34%	(320)	22%	(203)	14%	(127)	940
Religious Non-Protestant/Catholic	32%	(46)	38%	(55)	22%	(32)	9%	(13)	146
Evangelical	36%	(204)	38%	(217)	16%	(94)	10%	(55)	570
Non-Evangelical	34%	(274)	34%	(274)	21%	(169)	10%	(83)	799
Community: Urban	33%	(194)	32%	(186)	21%	(122)	14%	(80)	581
Community: Suburban	31%	(339)	35%	(383)	23%	(246)	11%	(123)	1092
Community: Rural	30%	(160)	40%	(211)	18%	(96)	12%	(61)	528
Employ: Private Sector	30%	(204)	38%	(258)	21%	(144)	11%	(71)	677
Employ: Government	22%	(23)	36%	(37)	28%	(29)	14%	(14)	102
Employ: Self-Employed	35%	(53)	37%	(56)	18%	(27)	11%	(16)	152
Employ: Homemaker	33%	(53)	40%	(64)	17%	(27)	10%	(16)	161
Employ: Retired	32%	(160)	37%	(185)	19%	(97)	12%	(59)	500
Employ: Unemployed	34%	(100)	30%	(87)	24%	(69)	12%	(34)	290
Employ: Other	35%	(55)	27%	(43)	19%	(29)	20%	(31)	159
Military HH: Yes	34%	(112)	38%	(127)	19%	(62)	9%	(31)	332
Military HH: No	31%	(581)	35%	(653)	22%	(402)	12%	(233)	1869
RD/WT: Right Direction	35%	(275)	39%	(303)	15%	(113)	11%	(83)	774
RD/WT: Wrong Track	29%	(418)	33%	(477)	25%	(351)	13%	(181)	1427
Trump Job Approve	33%	(305)	39%	(357)	18%	(164)	11%	(100)	927
Trump Job Disapprove	31%	(359)	33%	(390)	24%	(284)	12%	(134)	1167

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
Adults	31%	(693)	35%	(780)	21%	(464)	12%	(264)	2201
Trump Job Strongly Approve	38%	(194)	38%	(195)	14%	(74)	10%	(52)	516
Trump Job Somewhat Approve	27%	(110)	39%	(162)	22%	(90)	12%	(48)	410
Trump Job Somewhat Disapprove	26%	(69)	40%	(106)	26%	(68)	8%	(22)	264
Trump Job Strongly Disapprove	32%	(290)	31%	(284)	24%	(216)	12%	(112)	902
Favorable of Trump	33%	(300)	39%	(350)	19%	(168)	10%	(90)	909
Unfavorable of Trump	31%	(362)	33%	(392)	24%	(277)	12%	(141)	1172
Very Favorable of Trump	39%	(201)	36%	(187)	16%	(80)	9%	(47)	515
Somewhat Favorable of Trump	25%	(100)	42%	(164)	22%	(88)	11%	(43)	394
Somewhat Unfavorable of Trump	29%	(59)	38%	(76)	20%	(40)	12%	(24)	199
Very Unfavorable of Trump	31%	(304)	33%	(316)	24%	(236)	12%	(117)	973
#1 Issue: Economy	30%	(228)	39%	(292)	20%	(148)	12%	(87)	755
#1 Issue: Security	26%	(63)	40%	(95)	17%	(41)	16%	(38)	238
#1 Issue: Health Care	34%	(160)	32%	(151)	22%	(105)	11%	(52)	468
#1 Issue: Medicare / Social Security	37%	(114)	35%	(108)	16%	(50)	11%	(34)	307
#1 Issue: Women's Issues	32%	(37)	25%	(29)	32%	(37)	10%	(12)	114
#1 Issue: Education	32%	(41)	27%	(35)	28%	(36)	13%	(17)	129
#1 Issue: Energy	27%	(18)	32%	(21)	24%	(16)	17%	(11)	67
#1 Issue: Other	26%	(32)	39%	(47)	25%	(31)	10%	(13)	122
2018 House Vote: Democrat	33%	(245)	33%	(241)	24%	(176)	10%	(71)	733
2018 House Vote: Republican	31%	(200)	41%	(271)	18%	(121)	10%	(63)	654
2018 House Vote: Someone else	25%	(18)	37%	(26)	26%	(18)	12%	(9)	71
2016 Vote: Hillary Clinton	34%	(229)	33%	(223)	23%	(155)	9%	(58)	664
2016 Vote: Donald Trump	33%	(237)	41%	(294)	17%	(124)	9%	(63)	718
2016 Vote: Other	15%	(23)	42%	(63)	27%	(41)	16%	(23)	150
2016 Vote: Didn't Vote	30%	(203)	30%	(200)	22%	(144)	18%	(119)	666
Voted in 2014: Yes	32%	(419)	38%	(491)	21%	(266)	9%	(118)	1293
Voted in 2014: No	30%	(273)	32%	(290)	22%	(199)	16%	(146)	908

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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
Adults	31%	(693)	35%	(780)	21%	(464)	12%	(264)	2201
2012 Vote: Barack Obama	33%	(266)	36%	(287)	21%	(170)	10%	(78)	800
2012 Vote: Mitt Romney	30%	(160)	41%	(215)	18%	(95)	11%	(59)	529
2012 Vote: Other	18%	(15)	48%	(40)	23%	(19)	11%	(9)	83
2012 Vote: Didn't Vote	32%	(251)	30%	(235)	23%	(181)	15%	(118)	785
4-Region: Northeast	26%	(104)	39%	(154)	22%	(88)	12%	(48)	394
4-Region: Midwest	30%	(140)	35%	(161)	23%	(106)	12%	(56)	462
4-Region: South	35%	(290)	35%	(291)	20%	(165)	9%	(78)	825
4-Region: West	31%	(159)	33%	(174)	20%	(106)	16%	(81)	520
Sports fan	33%	(457)	37%	(513)	20%	(279)	10%	(142)	1391
Traveled outside of U.S. in past year 1+ times	30%	(131)	38%	(165)	23%	(98)	9%	(41)	436
Frequent Flyer	28%	(71)	34%	(85)	26%	(66)	11%	(29)	251

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
Adults	58%	(1266)	30%	(654)	6%	(131)	7%	(150)	2201
Gender: Male	54%	(574)	30%	(319)	7%	(75)	9%	(94)	1062
Gender: Female	61%	(692)	29%	(335)	5%	(56)	5%	(56)	1139
Age: 18-34	57%	(372)	27%	(174)	7%	(48)	9%	(62)	655
Age: 35-44	54%	(193)	33%	(119)	7%	(27)	5%	(19)	358
Age: 45-64	55%	(416)	33%	(246)	5%	(41)	6%	(48)	751
Age: 65+	65%	(285)	26%	(114)	4%	(16)	5%	(21)	436
GenZers: 1997-2012	62%	(178)	23%	(65)	9%	(25)	7%	(20)	287
Millennials: 1981-1996	52%	(278)	32%	(169)	7%	(37)	10%	(52)	536
GenXers: 1965-1980	56%	(306)	31%	(166)	7%	(37)	6%	(34)	543
Baby Boomers: 1946-1964	60%	(458)	31%	(239)	4%	(32)	5%	(40)	769
PID: Dem (no lean)	61%	(497)	30%	(246)	5%	(41)	4%	(36)	820
PID: Ind (no lean)	54%	(373)	27%	(189)	7%	(50)	11%	(76)	688
PID: Rep (no lean)	57%	(396)	32%	(219)	6%	(40)	6%	(38)	693
PID/Gender: Dem Men	57%	(190)	32%	(107)	5%	(18)	6%	(21)	336
PID/Gender: Dem Women	63%	(307)	29%	(139)	5%	(23)	3%	(15)	484
PID/Gender: Ind Men	50%	(174)	29%	(100)	8%	(27)	14%	(48)	349
PID/Gender: Ind Women	59%	(199)	26%	(89)	7%	(23)	8%	(28)	338
PID/Gender: Rep Men	56%	(210)	30%	(112)	8%	(30)	7%	(25)	377
PID/Gender: Rep Women	59%	(186)	34%	(108)	3%	(10)	4%	(13)	316
Ideo: Liberal (1-3)	62%	(393)	27%	(174)	6%	(38)	5%	(34)	639
Ideo: Moderate (4)	56%	(337)	32%	(193)	6%	(35)	6%	(39)	604
Ideo: Conservative (5-7)	57%	(427)	32%	(235)	6%	(45)	5%	(37)	743
Educ: < College	59%	(897)	28%	(420)	5%	(80)	8%	(116)	1513
Educ: Bachelors degree	54%	(240)	33%	(146)	8%	(36)	5%	(22)	444
Educ: Post-grad	53%	(128)	36%	(88)	6%	(15)	5%	(13)	244
Income: Under 50k	56%	(645)	29%	(331)	6%	(69)	9%	(105)	1151
Income: 50k-100k	61%	(434)	30%	(213)	6%	(43)	4%	(27)	716
Income: 100k+	56%	(187)	33%	(110)	6%	(19)	5%	(18)	334
Ethnicity: White	57%	(978)	32%	(543)	5%	(92)	6%	(110)	1723

Continued on next page

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
Adults	58%	(1266)	30%	(654)	6%	(131)	7%	(150)	2201
Ethnicity: Hispanic	58%	(202)	29%	(100)	7%	(24)	7%	(24)	350
Ethnicity: Afr. Am.	65%	(178)	20%	(56)	9%	(25)	6%	(16)	274
Ethnicity: Other	54%	(110)	27%	(56)	7%	(14)	12%	(24)	204
All Christian	60%	(623)	31%	(321)	5%	(57)	4%	(44)	1044
All Non-Christian	60%	(66)	30%	(33)	4%	(5)	6%	(7)	111
Atheist	51%	(54)	29%	(31)	9%	(10)	11%	(12)	106
Agnostic/Nothing in particular	56%	(523)	29%	(268)	6%	(60)	9%	(88)	940
Religious Non-Protestant/Catholic	55%	(81)	36%	(52)	4%	(6)	5%	(7)	146
Evangelical	61%	(347)	31%	(179)	4%	(22)	4%	(22)	570
Non-Evangelical	62%	(493)	26%	(212)	6%	(49)	6%	(46)	799
Community: Urban	59%	(341)	26%	(152)	7%	(40)	8%	(48)	581
Community: Suburban	57%	(624)	31%	(338)	5%	(60)	6%	(69)	1092
Community: Rural	57%	(300)	31%	(164)	6%	(31)	6%	(33)	528
Employ: Private Sector	52%	(353)	36%	(242)	7%	(44)	5%	(37)	677
Employ: Government	53%	(54)	34%	(35)	8%	(9)	5%	(5)	102
Employ: Self-Employed	55%	(83)	36%	(54)	5%	(8)	5%	(7)	152
Employ: Homemaker	59%	(95)	27%	(43)	9%	(15)	4%	(7)	161
Employ: Retired	58%	(290)	30%	(151)	5%	(23)	7%	(36)	500
Employ: Unemployed	69%	(199)	20%	(57)	6%	(17)	6%	(17)	290
Employ: Other	57%	(90)	21%	(34)	4%	(6)	18%	(29)	159
Military HH: Yes	61%	(202)	27%	(88)	6%	(20)	6%	(21)	332
Military HH: No	57%	(1064)	30%	(565)	6%	(111)	7%	(129)	1869
RD/WT: Right Direction	57%	(439)	32%	(244)	6%	(43)	6%	(48)	774
RD/WT: Wrong Track	58%	(827)	29%	(410)	6%	(88)	7%	(102)	1427
Trump Job Approve	57%	(526)	32%	(293)	5%	(51)	6%	(57)	927
Trump Job Disapprove	60%	(700)	28%	(330)	6%	(69)	6%	(68)	1167

Continued on next page

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
Adults	58%	(1266)	30%	(654)	6%	(131)	7%	(150)	2201
Trump Job Strongly Approve	61%	(312)	27%	(140)	6%	(30)	7%	(34)	516
Trump Job Somewhat Approve	52%	(214)	37%	(153)	5%	(21)	6%	(23)	410
Trump Job Somewhat Disapprove	54%	(141)	35%	(92)	8%	(21)	4%	(9)	264
Trump Job Strongly Disapprove	62%	(559)	26%	(238)	5%	(47)	6%	(58)	902
Favorable of Trump	57%	(520)	31%	(285)	6%	(51)	6%	(53)	909
Unfavorable of Trump	60%	(708)	28%	(327)	6%	(68)	6%	(69)	1172
Very Favorable of Trump	62%	(320)	27%	(138)	5%	(28)	6%	(30)	515
Somewhat Favorable of Trump	51%	(201)	37%	(147)	6%	(24)	6%	(23)	394
Somewhat Unfavorable of Trump	55%	(110)	33%	(67)	5%	(10)	6%	(13)	199
Very Unfavorable of Trump	61%	(598)	27%	(261)	6%	(58)	6%	(56)	973
#1 Issue: Economy	58%	(434)	33%	(247)	6%	(42)	4%	(33)	755
#1 Issue: Security	50%	(119)	30%	(71)	8%	(18)	12%	(29)	238
#1 Issue: Health Care	59%	(275)	29%	(136)	6%	(30)	6%	(27)	468
#1 Issue: Medicare / Social Security	61%	(188)	29%	(89)	3%	(8)	7%	(22)	307
#1 Issue: Women's Issues	59%	(67)	29%	(33)	5%	(5)	7%	(8)	114
#1 Issue: Education	57%	(73)	23%	(30)	9%	(11)	12%	(15)	129
#1 Issue: Energy	55%	(37)	25%	(17)	12%	(8)	7%	(5)	67
#1 Issue: Other	59%	(72)	25%	(31)	6%	(8)	10%	(12)	122
2018 House Vote: Democrat	63%	(459)	28%	(204)	6%	(41)	4%	(29)	733
2018 House Vote: Republican	56%	(368)	33%	(217)	6%	(39)	5%	(30)	654
2018 House Vote: Someone else	52%	(37)	32%	(23)	7%	(5)	9%	(6)	71
2016 Vote: Hillary Clinton	62%	(412)	30%	(196)	4%	(27)	4%	(29)	664
2016 Vote: Donald Trump	59%	(422)	30%	(216)	6%	(45)	5%	(35)	718
2016 Vote: Other	48%	(72)	41%	(62)	6%	(9)	5%	(8)	150
2016 Vote: Didn't Vote	54%	(360)	27%	(180)	7%	(50)	12%	(78)	666
Voted in 2014: Yes	60%	(772)	31%	(396)	5%	(66)	5%	(60)	1293
Voted in 2014: No	54%	(494)	28%	(258)	7%	(65)	10%	(91)	908

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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
Adults	58%	(1266)	30%	(654)	6%	(131)	7%	(150)	2201
2012 Vote: Barack Obama	62%	(499)	29%	(230)	5%	(37)	4%	(35)	800
2012 Vote: Mitt Romney	53%	(279)	35%	(185)	7%	(35)	6%	(29)	529
2012 Vote: Other	56%	(46)	34%	(28)	5%	(4)	6%	(5)	83
2012 Vote: Didn't Vote	56%	(439)	27%	(209)	7%	(55)	10%	(82)	785
4-Region: Northeast	59%	(232)	28%	(110)	8%	(30)	6%	(22)	394
4-Region: Midwest	58%	(267)	30%	(138)	6%	(29)	6%	(29)	462
4-Region: South	59%	(484)	29%	(239)	6%	(53)	6%	(50)	825
4-Region: West	55%	(284)	32%	(168)	4%	(19)	10%	(50)	520
Sports fan	58%	(808)	31%	(430)	5%	(72)	6%	(80)	1391
Traveled outside of U.S. in past year 1+ times	56%	(244)	32%	(140)	7%	(29)	5%	(24)	436
Frequent Flyer	54%	(136)	29%	(73)	10%	(24)	7%	(18)	251

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
Adults	51%	(1112)	35%	(764)	8%	(182)	7%	(144)	2201
Gender: Male	47%	(497)	36%	(384)	9%	(95)	8%	(86)	1062
Gender: Female	54%	(615)	33%	(381)	8%	(86)	5%	(57)	1139
Age: 18-34	50%	(331)	29%	(193)	12%	(76)	9%	(56)	655
Age: 35-44	54%	(192)	33%	(118)	7%	(24)	7%	(24)	358
Age: 45-64	46%	(349)	40%	(303)	8%	(59)	5%	(41)	751
Age: 65+	55%	(240)	34%	(150)	5%	(23)	5%	(23)	436
GenZers: 1997-2012	57%	(163)	25%	(71)	11%	(33)	7%	(20)	287
Millennials: 1981-1996	48%	(255)	33%	(179)	10%	(55)	9%	(47)	536
GenXers: 1965-1980	49%	(269)	36%	(197)	8%	(45)	6%	(32)	543
Baby Boomers: 1946-1964	50%	(384)	39%	(298)	6%	(45)	5%	(41)	769
PID: Dem (no lean)	55%	(454)	32%	(262)	8%	(62)	5%	(41)	820
PID: Ind (no lean)	48%	(327)	34%	(230)	9%	(65)	9%	(65)	688
PID: Rep (no lean)	48%	(331)	39%	(271)	8%	(54)	5%	(37)	693
PID/Gender: Dem Men	51%	(170)	34%	(114)	8%	(27)	7%	(25)	336
PID/Gender: Dem Women	59%	(283)	31%	(149)	7%	(36)	3%	(17)	484
PID/Gender: Ind Men	44%	(152)	36%	(124)	9%	(33)	12%	(40)	349
PID/Gender: Ind Women	52%	(175)	31%	(106)	10%	(32)	7%	(25)	338
PID/Gender: Rep Men	46%	(175)	39%	(146)	9%	(36)	6%	(21)	377
PID/Gender: Rep Women	49%	(156)	40%	(126)	6%	(18)	5%	(16)	316
Ideo: Liberal (1-3)	55%	(352)	30%	(192)	9%	(59)	6%	(37)	639
Ideo: Moderate (4)	48%	(290)	39%	(236)	7%	(40)	6%	(37)	604
Ideo: Conservative (5-7)	49%	(366)	37%	(275)	9%	(67)	5%	(35)	743
Educ: < College	53%	(809)	32%	(486)	7%	(112)	7%	(105)	1513
Educ: Bachelors degree	44%	(195)	39%	(175)	11%	(50)	5%	(24)	444
Educ: Post-grad	44%	(107)	42%	(103)	8%	(20)	6%	(15)	244
Income: Under 50k	53%	(608)	31%	(355)	9%	(98)	8%	(90)	1151
Income: 50k-100k	50%	(360)	37%	(265)	8%	(59)	5%	(32)	716
Income: 100k+	43%	(144)	43%	(144)	7%	(24)	6%	(21)	334
Ethnicity: White	49%	(848)	37%	(630)	8%	(140)	6%	(105)	1723

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
Adults	51%	(1112)	35%	(764)	8%	(182)	7%	(144)	2201
Ethnicity: Hispanic	55%	(192)	33%	(115)	7%	(26)	5%	(17)	350
Ethnicity: Afr. Am.	58%	(158)	26%	(72)	11%	(29)	5%	(15)	274
Ethnicity: Other	52%	(105)	30%	(62)	6%	(12)	12%	(24)	204
All Christian	53%	(553)	35%	(363)	8%	(82)	4%	(46)	1044
All Non-Christian	49%	(54)	37%	(41)	11%	(12)	3%	(3)	111
Atheist	41%	(43)	31%	(32)	18%	(19)	11%	(11)	106
Agnostic/Nothing in particular	49%	(461)	35%	(328)	7%	(68)	9%	(83)	940
Religious Non-Protestant/Catholic	44%	(65)	42%	(61)	11%	(16)	3%	(4)	146
Evangelical	56%	(319)	33%	(189)	6%	(37)	4%	(25)	570
Non-Evangelical	54%	(430)	33%	(263)	8%	(64)	5%	(42)	799
Community: Urban	51%	(296)	32%	(184)	10%	(60)	7%	(42)	581
Community: Suburban	49%	(530)	38%	(413)	7%	(82)	6%	(67)	1092
Community: Rural	54%	(286)	32%	(167)	8%	(40)	7%	(35)	528
Employ: Private Sector	43%	(289)	44%	(297)	8%	(57)	5%	(34)	677
Employ: Government	46%	(47)	34%	(34)	12%	(12)	8%	(9)	102
Employ: Self-Employed	53%	(80)	33%	(50)	10%	(15)	5%	(7)	152
Employ: Homemaker	53%	(85)	30%	(49)	14%	(22)	3%	(5)	161
Employ: Retired	51%	(255)	35%	(177)	6%	(31)	7%	(36)	500
Employ: Unemployed	63%	(182)	25%	(72)	6%	(18)	6%	(18)	290
Employ: Other	50%	(80)	27%	(43)	8%	(13)	14%	(23)	159
Military HH: Yes	47%	(157)	40%	(132)	7%	(24)	6%	(19)	332
Military HH: No	51%	(955)	34%	(633)	8%	(157)	7%	(125)	1869
RD/WT: Right Direction	48%	(373)	38%	(291)	8%	(61)	6%	(48)	774
RD/WT: Wrong Track	52%	(739)	33%	(473)	8%	(120)	7%	(95)	1427
Trump Job Approve	49%	(450)	38%	(351)	8%	(72)	6%	(53)	927
Trump Job Disapprove	53%	(617)	34%	(392)	8%	(93)	5%	(64)	1167

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
Adults	51%	(1112)	35%	(764)	8%	(182)	7%	(144)	2201
Trump Job Strongly Approve	52%	(270)	34%	(176)	7%	(36)	7%	(34)	516
Trump Job Somewhat Approve	44%	(180)	43%	(175)	9%	(36)	5%	(19)	410
Trump Job Somewhat Disapprove	43%	(113)	45%	(119)	8%	(21)	4%	(12)	264
Trump Job Strongly Disapprove	56%	(504)	30%	(274)	8%	(72)	6%	(52)	902
Favorable of Trump	50%	(452)	36%	(328)	9%	(78)	6%	(51)	909
Unfavorable of Trump	53%	(624)	33%	(390)	8%	(95)	5%	(63)	1172
Very Favorable of Trump	54%	(280)	33%	(169)	7%	(35)	6%	(30)	515
Somewhat Favorable of Trump	44%	(172)	40%	(159)	11%	(43)	5%	(21)	394
Somewhat Unfavorable of Trump	43%	(86)	42%	(83)	8%	(16)	7%	(14)	199
Very Unfavorable of Trump	55%	(538)	32%	(308)	8%	(79)	5%	(48)	973
#1 Issue: Economy	49%	(373)	38%	(285)	8%	(61)	5%	(37)	755
#1 Issue: Security	49%	(116)	35%	(83)	5%	(11)	12%	(28)	238
#1 Issue: Health Care	53%	(247)	32%	(148)	10%	(47)	5%	(25)	468
#1 Issue: Medicare / Social Security	55%	(169)	34%	(105)	5%	(14)	6%	(19)	307
#1 Issue: Women's Issues	57%	(65)	28%	(32)	7%	(8)	8%	(9)	114
#1 Issue: Education	42%	(55)	32%	(42)	14%	(18)	12%	(15)	129
#1 Issue: Energy	41%	(27)	43%	(29)	13%	(9)	3%	(2)	67
#1 Issue: Other	49%	(60)	34%	(41)	11%	(13)	7%	(8)	122
2018 House Vote: Democrat	54%	(395)	34%	(247)	9%	(63)	4%	(28)	733
2018 House Vote: Republican	45%	(297)	42%	(277)	7%	(49)	5%	(31)	654
2018 House Vote: Someone else	52%	(37)	31%	(22)	8%	(5)	9%	(7)	71
2016 Vote: Hillary Clinton	54%	(359)	34%	(228)	7%	(49)	4%	(29)	664
2016 Vote: Donald Trump	50%	(360)	37%	(268)	7%	(53)	5%	(37)	718
2016 Vote: Other	39%	(59)	45%	(67)	11%	(17)	5%	(7)	150
2016 Vote: Didn't Vote	50%	(332)	30%	(201)	9%	(63)	11%	(70)	666
Voted in 2014: Yes	50%	(647)	38%	(492)	7%	(96)	5%	(59)	1293
Voted in 2014: No	51%	(465)	30%	(273)	9%	(85)	9%	(85)	908

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
Adults	51%	(1112)	35%	(764)	8%	(182)	7%	(144)	2201
2012 Vote: Barack Obama	53%	(424)	36%	(285)	7%	(59)	4%	(31)	800
2012 Vote: Mitt Romney	45%	(237)	42%	(220)	7%	(37)	7%	(35)	529
2012 Vote: Other	46%	(38)	38%	(31)	12%	(10)	4%	(3)	83
2012 Vote: Didn't Vote	52%	(409)	29%	(227)	10%	(76)	9%	(73)	785
4-Region: Northeast	51%	(200)	34%	(132)	10%	(41)	5%	(21)	394
4-Region: Midwest	51%	(238)	34%	(159)	8%	(39)	6%	(26)	462
4-Region: South	53%	(434)	33%	(271)	8%	(69)	6%	(51)	825
4-Region: West	46%	(240)	39%	(202)	6%	(33)	9%	(45)	520
Sports fan	51%	(708)	36%	(503)	8%	(105)	5%	(74)	1391
Traveled outside of U.S. in past year 1+ times	45%	(194)	41%	(178)	9%	(40)	6%	(24)	436
Frequent Flyer	44%	(110)	38%	(95)	11%	(28)	7%	(18)	251

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
Adults	32%	(712)	40%	(882)	17%	(368)	11%	(239)	2201
Gender: Male	33%	(347)	40%	(428)	16%	(169)	11%	(117)	1062
Gender: Female	32%	(365)	40%	(453)	17%	(198)	11%	(122)	1139
Age: 18-34	36%	(235)	35%	(229)	19%	(122)	11%	(70)	655
Age: 35-44	33%	(119)	39%	(140)	14%	(52)	13%	(48)	358
Age: 45-64	27%	(206)	45%	(338)	17%	(125)	11%	(82)	751
Age: 65+	35%	(153)	40%	(175)	16%	(69)	9%	(40)	436
GenZers: 1997-2012	41%	(117)	32%	(91)	21%	(59)	7%	(19)	287
Millennials: 1981-1996	30%	(162)	39%	(212)	17%	(89)	14%	(73)	536
GenXers: 1965-1980	33%	(177)	41%	(220)	15%	(81)	12%	(65)	543
Baby Boomers: 1946-1964	30%	(230)	43%	(327)	17%	(133)	10%	(78)	769
PID: Dem (no lean)	32%	(263)	39%	(323)	18%	(150)	10%	(83)	820
PID: Ind (no lean)	30%	(209)	38%	(261)	17%	(119)	14%	(99)	688
PID: Rep (no lean)	35%	(240)	43%	(298)	14%	(98)	8%	(57)	693
PID/Gender: Dem Men	29%	(98)	42%	(141)	16%	(55)	12%	(42)	336
PID/Gender: Dem Women	34%	(165)	38%	(182)	20%	(95)	9%	(42)	484
PID/Gender: Ind Men	30%	(106)	39%	(135)	17%	(60)	14%	(48)	349
PID/Gender: Ind Women	30%	(102)	37%	(126)	17%	(59)	15%	(51)	338
PID/Gender: Rep Men	38%	(143)	41%	(153)	14%	(54)	7%	(27)	377
PID/Gender: Rep Women	31%	(98)	46%	(145)	14%	(44)	9%	(29)	316
Ideo: Liberal (1-3)	33%	(210)	35%	(224)	20%	(128)	12%	(77)	639
Ideo: Moderate (4)	31%	(190)	43%	(259)	16%	(96)	10%	(59)	604
Ideo: Conservative (5-7)	34%	(249)	44%	(328)	15%	(111)	7%	(55)	743
Educ: < College	34%	(516)	38%	(582)	16%	(245)	11%	(170)	1513
Educ: Bachelors degree	30%	(135)	40%	(179)	19%	(83)	10%	(47)	444
Educ: Post-grad	25%	(61)	49%	(121)	16%	(40)	9%	(22)	244
Income: Under 50k	32%	(364)	40%	(455)	16%	(186)	13%	(146)	1151
Income: 50k-100k	34%	(245)	40%	(284)	18%	(132)	8%	(55)	716
Income: 100k+	31%	(103)	43%	(143)	15%	(51)	11%	(37)	334
Ethnicity: White	31%	(532)	42%	(719)	17%	(289)	11%	(183)	1723

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
Adults	32%	(712)	40%	(882)	17%	(368)	11%	(239)	2201
Ethnicity: Hispanic	39%	(138)	34%	(119)	15%	(52)	12%	(42)	350
Ethnicity: Afr. Am.	43%	(117)	29%	(80)	19%	(51)	10%	(26)	274
Ethnicity: Other	31%	(63)	41%	(83)	13%	(27)	15%	(30)	204
All Christian	35%	(364)	41%	(430)	16%	(165)	8%	(85)	1044
All Non-Christian	32%	(35)	45%	(50)	15%	(17)	8%	(9)	111
Atheist	23%	(25)	36%	(38)	21%	(22)	20%	(21)	106
Agnostic/Nothing in particular	31%	(288)	39%	(363)	17%	(164)	13%	(124)	940
Religious Non-Protestant/Catholic	29%	(42)	46%	(68)	18%	(26)	8%	(11)	146
Evangelical	33%	(190)	43%	(246)	14%	(83)	9%	(52)	570
Non-Evangelical	35%	(282)	41%	(324)	16%	(125)	9%	(69)	799
Community: Urban	34%	(199)	35%	(205)	17%	(100)	13%	(77)	581
Community: Suburban	33%	(355)	40%	(440)	17%	(188)	10%	(108)	1092
Community: Rural	30%	(158)	45%	(236)	15%	(80)	10%	(54)	528
Employ: Private Sector	32%	(216)	41%	(280)	18%	(123)	9%	(58)	677
Employ: Government	29%	(30)	41%	(41)	23%	(23)	7%	(8)	102
Employ: Self-Employed	39%	(59)	33%	(50)	19%	(29)	9%	(14)	152
Employ: Homemaker	35%	(56)	41%	(66)	13%	(21)	11%	(18)	161
Employ: Retired	32%	(158)	43%	(215)	14%	(72)	11%	(54)	500
Employ: Unemployed	34%	(98)	36%	(104)	18%	(52)	12%	(35)	290
Employ: Other	31%	(48)	37%	(59)	11%	(17)	22%	(35)	159
Military HH: Yes	35%	(116)	41%	(136)	14%	(47)	10%	(33)	332
Military HH: No	32%	(596)	40%	(746)	17%	(321)	11%	(206)	1869
RD/WT: Right Direction	34%	(262)	45%	(347)	13%	(99)	9%	(67)	774
RD/WT: Wrong Track	32%	(450)	37%	(535)	19%	(269)	12%	(173)	1427
Trump Job Approve	34%	(312)	42%	(392)	16%	(144)	8%	(79)	927
Trump Job Disapprove	32%	(371)	39%	(453)	18%	(209)	11%	(133)	1167

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
Adults	32%	(712)	40%	(882)	17%	(368)	11%	(239)	2201
Trump Job Strongly Approve	37%	(189)	40%	(205)	15%	(75)	9%	(46)	516
Trump Job Somewhat Approve	30%	(123)	46%	(187)	17%	(68)	8%	(32)	410
Trump Job Somewhat Disapprove	27%	(71)	50%	(131)	14%	(37)	10%	(25)	264
Trump Job Strongly Disapprove	33%	(300)	36%	(322)	19%	(172)	12%	(108)	902
Favorable of Trump	34%	(309)	43%	(390)	15%	(134)	8%	(76)	909
Unfavorable of Trump	32%	(373)	38%	(450)	19%	(218)	11%	(132)	1172
Very Favorable of Trump	38%	(195)	40%	(207)	14%	(71)	8%	(41)	515
Somewhat Favorable of Trump	29%	(114)	46%	(183)	16%	(62)	9%	(34)	394
Somewhat Unfavorable of Trump	22%	(43)	51%	(102)	17%	(33)	11%	(21)	199
Very Unfavorable of Trump	34%	(330)	36%	(348)	19%	(185)	11%	(110)	973
#1 Issue: Economy	34%	(256)	43%	(324)	14%	(105)	9%	(70)	755
#1 Issue: Security	31%	(74)	37%	(87)	20%	(47)	13%	(30)	238
#1 Issue: Health Care	31%	(147)	40%	(189)	17%	(81)	11%	(52)	468
#1 Issue: Medicare / Social Security	32%	(98)	43%	(133)	13%	(39)	12%	(38)	307
#1 Issue: Women's Issues	36%	(41)	30%	(34)	24%	(27)	11%	(12)	114
#1 Issue: Education	31%	(40)	36%	(47)	21%	(28)	11%	(14)	129
#1 Issue: Energy	28%	(19)	36%	(24)	26%	(17)	10%	(6)	67
#1 Issue: Other	31%	(38)	36%	(44)	19%	(23)	14%	(17)	122
2018 House Vote: Democrat	32%	(231)	39%	(288)	19%	(137)	10%	(77)	733
2018 House Vote: Republican	33%	(218)	43%	(279)	16%	(103)	8%	(54)	654
2018 House Vote: Someone else	26%	(18)	49%	(35)	15%	(10)	11%	(8)	71
2016 Vote: Hillary Clinton	32%	(210)	39%	(257)	18%	(122)	11%	(76)	664
2016 Vote: Donald Trump	35%	(248)	43%	(306)	14%	(103)	8%	(61)	718
2016 Vote: Other	25%	(37)	42%	(63)	23%	(34)	11%	(16)	150
2016 Vote: Didn't Vote	32%	(217)	38%	(256)	16%	(109)	13%	(85)	666
Voted in 2014: Yes	32%	(418)	42%	(549)	16%	(202)	10%	(125)	1293
Voted in 2014: No	32%	(294)	37%	(333)	18%	(166)	13%	(114)	908

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
Adults	32%	(712)	40%	(882)	17%	(368)	11%	(239)	2201
2012 Vote: Barack Obama	32%	(260)	39%	(315)	18%	(140)	11%	(85)	800
2012 Vote: Mitt Romney	32%	(171)	44%	(235)	14%	(74)	9%	(49)	529
2012 Vote: Other	23%	(19)	49%	(41)	20%	(16)	8%	(7)	83
2012 Vote: Didn't Vote	33%	(261)	37%	(289)	18%	(138)	12%	(97)	785
4-Region: Northeast	31%	(123)	42%	(165)	18%	(72)	8%	(33)	394
4-Region: Midwest	29%	(134)	45%	(209)	17%	(80)	9%	(40)	462
4-Region: South	35%	(289)	39%	(324)	16%	(136)	9%	(76)	825
4-Region: West	32%	(166)	35%	(183)	15%	(80)	17%	(90)	520
Sports fan	34%	(476)	41%	(566)	16%	(226)	9%	(122)	1391
Traveled outside of U.S. in past year 1+ times	35%	(154)	42%	(183)	16%	(69)	7%	(30)	436
Frequent Flyer	31%	(79)	39%	(99)	21%	(52)	8%	(21)	251

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
Adults	52%	(1135)	34%	(738)	8%	(170)	7%	(158)	2201
Gender: Male	47%	(502)	35%	(371)	9%	(94)	9%	(96)	1062
Gender: Female	56%	(633)	32%	(366)	7%	(77)	5%	(62)	1139
Age: 18-34	52%	(340)	27%	(178)	11%	(73)	10%	(64)	655
Age: 35-44	50%	(179)	36%	(128)	8%	(28)	6%	(22)	358
Age: 45-64	49%	(369)	39%	(290)	6%	(42)	7%	(51)	751
Age: 65+	57%	(247)	32%	(141)	6%	(28)	5%	(20)	436
GenZers: 1997-2012	56%	(161)	24%	(69)	12%	(35)	8%	(22)	287
Millennials: 1981-1996	48%	(256)	33%	(176)	9%	(49)	10%	(55)	536
GenXers: 1965-1980	51%	(276)	35%	(190)	8%	(42)	6%	(35)	543
Baby Boomers: 1946-1964	52%	(402)	37%	(282)	5%	(41)	6%	(45)	769
PID: Dem (no lean)	58%	(473)	31%	(252)	7%	(53)	5%	(41)	820
PID: Ind (no lean)	48%	(327)	32%	(220)	9%	(63)	11%	(77)	688
PID: Rep (no lean)	48%	(335)	38%	(265)	8%	(54)	6%	(40)	693
PID/Gender: Dem Men	51%	(172)	35%	(117)	7%	(24)	7%	(22)	336
PID/Gender: Dem Women	62%	(301)	28%	(135)	6%	(29)	4%	(19)	484
PID/Gender: Ind Men	43%	(150)	36%	(124)	9%	(30)	13%	(45)	349
PID/Gender: Ind Women	52%	(177)	28%	(96)	10%	(33)	10%	(33)	338
PID/Gender: Rep Men	48%	(180)	34%	(130)	10%	(40)	8%	(29)	377
PID/Gender: Rep Women	49%	(155)	43%	(135)	5%	(15)	4%	(11)	316
Ideo: Liberal (1-3)	61%	(391)	26%	(166)	7%	(44)	6%	(39)	639
Ideo: Moderate (4)	48%	(291)	39%	(233)	7%	(40)	7%	(40)	604
Ideo: Conservative (5-7)	48%	(357)	38%	(280)	9%	(67)	5%	(40)	743
Educ: < College	53%	(806)	31%	(473)	8%	(119)	8%	(116)	1513
Educ: Bachelors degree	49%	(218)	37%	(165)	7%	(33)	6%	(27)	444
Educ: Post-grad	46%	(111)	41%	(100)	8%	(19)	6%	(15)	244
Income: Under 50k	53%	(610)	31%	(353)	8%	(90)	9%	(98)	1151
Income: 50k-100k	51%	(365)	37%	(263)	7%	(53)	5%	(36)	716
Income: 100k+	48%	(160)	37%	(122)	8%	(28)	7%	(24)	334
Ethnicity: White	50%	(868)	36%	(613)	7%	(128)	7%	(114)	1723

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
Adults	52%	(1135)	34%	(738)	8%	(170)	7%	(158)	2201
Ethnicity: Hispanic	59%	(207)	26%	(90)	8%	(29)	7%	(24)	350
Ethnicity: Afr. Am.	59%	(161)	26%	(70)	10%	(27)	6%	(16)	274
Ethnicity: Other	52%	(106)	27%	(55)	7%	(15)	14%	(28)	204
All Christian	53%	(552)	34%	(358)	8%	(80)	5%	(53)	1044
All Non-Christian	54%	(60)	30%	(33)	8%	(9)	8%	(9)	111
Atheist	47%	(50)	32%	(34)	12%	(13)	9%	(10)	106
Agnostic/Nothing in particular	50%	(473)	33%	(312)	7%	(68)	9%	(86)	940
Religious Non-Protestant/Catholic	51%	(74)	35%	(51)	8%	(12)	6%	(9)	146
Evangelical	56%	(320)	34%	(194)	6%	(33)	4%	(24)	570
Non-Evangelical	54%	(432)	31%	(248)	8%	(65)	7%	(55)	799
Community: Urban	52%	(305)	31%	(179)	8%	(47)	9%	(50)	581
Community: Suburban	51%	(554)	34%	(373)	8%	(91)	7%	(73)	1092
Community: Rural	52%	(276)	35%	(185)	6%	(32)	7%	(35)	528
Employ: Private Sector	46%	(309)	40%	(272)	8%	(54)	6%	(43)	677
Employ: Government	53%	(54)	31%	(32)	4%	(4)	11%	(12)	102
Employ: Self-Employed	52%	(80)	33%	(50)	10%	(15)	5%	(8)	152
Employ: Homemaker	52%	(83)	33%	(53)	11%	(17)	4%	(7)	161
Employ: Retired	52%	(262)	35%	(177)	6%	(29)	6%	(32)	500
Employ: Unemployed	58%	(169)	26%	(77)	8%	(22)	8%	(22)	290
Employ: Other	50%	(80)	26%	(41)	10%	(15)	14%	(23)	159
Military HH: Yes	52%	(174)	34%	(114)	7%	(24)	6%	(21)	332
Military HH: No	51%	(961)	33%	(624)	8%	(147)	7%	(138)	1869
RD/WT: Right Direction	47%	(365)	38%	(295)	8%	(62)	7%	(52)	774
RD/WT: Wrong Track	54%	(770)	31%	(443)	8%	(108)	7%	(106)	1427
Trump Job Approve	46%	(422)	39%	(364)	8%	(75)	7%	(65)	927
Trump Job Disapprove	57%	(671)	30%	(352)	7%	(80)	5%	(64)	1167

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
Adults	52%	(1135)	34%	(738)	8%	(170)	7%	(158)	2201
Trump Job Strongly Approve	50%	(260)	35%	(183)	7%	(36)	7%	(37)	516
Trump Job Somewhat Approve	40%	(162)	44%	(181)	10%	(40)	7%	(28)	410
Trump Job Somewhat Disapprove	44%	(116)	42%	(110)	11%	(29)	4%	(9)	264
Trump Job Strongly Disapprove	61%	(554)	27%	(242)	6%	(51)	6%	(55)	902
Favorable of Trump	48%	(432)	37%	(337)	8%	(77)	7%	(63)	909
Unfavorable of Trump	57%	(665)	31%	(358)	7%	(83)	6%	(67)	1172
Very Favorable of Trump	53%	(273)	34%	(175)	7%	(34)	7%	(34)	515
Somewhat Favorable of Trump	40%	(160)	41%	(162)	11%	(43)	7%	(29)	394
Somewhat Unfavorable of Trump	42%	(85)	43%	(86)	8%	(16)	6%	(13)	199
Very Unfavorable of Trump	60%	(580)	28%	(272)	7%	(67)	6%	(54)	973
#1 Issue: Economy	50%	(375)	36%	(274)	7%	(56)	7%	(51)	755
#1 Issue: Security	41%	(97)	38%	(90)	9%	(21)	12%	(29)	238
#1 Issue: Health Care	55%	(256)	32%	(152)	8%	(37)	5%	(24)	468
#1 Issue: Medicare / Social Security	56%	(171)	34%	(106)	4%	(11)	6%	(20)	307
#1 Issue: Women's Issues	60%	(69)	24%	(27)	8%	(10)	8%	(9)	114
#1 Issue: Education	49%	(64)	26%	(33)	14%	(18)	11%	(15)	129
#1 Issue: Energy	58%	(39)	32%	(21)	5%	(3)	5%	(3)	67
#1 Issue: Other	53%	(65)	29%	(35)	12%	(15)	6%	(7)	122
2018 House Vote: Democrat	60%	(438)	30%	(216)	7%	(53)	4%	(26)	733
2018 House Vote: Republican	47%	(310)	38%	(250)	9%	(57)	6%	(37)	654
2018 House Vote: Someone else	50%	(36)	35%	(25)	4%	(3)	11%	(8)	71
2016 Vote: Hillary Clinton	59%	(394)	31%	(206)	6%	(38)	4%	(26)	664
2016 Vote: Donald Trump	49%	(350)	38%	(269)	8%	(57)	6%	(42)	718
2016 Vote: Other	46%	(69)	43%	(64)	6%	(9)	5%	(8)	150
2016 Vote: Didn't Vote	48%	(320)	30%	(198)	10%	(66)	12%	(82)	666
Voted in 2014: Yes	54%	(700)	35%	(449)	6%	(81)	5%	(63)	1293
Voted in 2014: No	48%	(435)	32%	(289)	10%	(89)	10%	(95)	908

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
Adults	52%	(1135)	34%	(738)	8%	(170)	7%	(158)	2201
2012 Vote: Barack Obama	58%	(463)	32%	(255)	6%	(47)	4%	(36)	800
2012 Vote: Mitt Romney	45%	(238)	41%	(215)	8%	(41)	7%	(35)	529
2012 Vote: Other	52%	(43)	35%	(29)	4%	(3)	8%	(7)	83
2012 Vote: Didn't Vote	49%	(387)	30%	(239)	10%	(79)	10%	(81)	785
4-Region: Northeast	49%	(194)	35%	(138)	10%	(41)	5%	(21)	394
4-Region: Midwest	52%	(240)	35%	(160)	7%	(33)	6%	(29)	462
4-Region: South	55%	(452)	32%	(260)	7%	(56)	7%	(57)	825
4-Region: West	48%	(249)	35%	(180)	8%	(40)	10%	(52)	520
Sports fan	51%	(716)	36%	(495)	6%	(89)	7%	(91)	1391
Traveled outside of U.S. in past year 1+ times	46%	(199)	40%	(175)	8%	(33)	7%	(29)	436
Frequent Flyer	46%	(114)	39%	(97)	9%	(23)	7%	(16)	251

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
Adults	43%	(946)	40%	(874)	10%	(215)	8%	(166)	2201
Gender: Male	42%	(451)	39%	(414)	10%	(106)	9%	(92)	1062
Gender: Female	44%	(495)	40%	(460)	10%	(109)	7%	(74)	1139
Age: 18-34	40%	(263)	38%	(250)	12%	(80)	10%	(63)	655
Age: 35-44	45%	(161)	37%	(134)	10%	(36)	7%	(27)	358
Age: 45-64	39%	(293)	44%	(333)	9%	(71)	7%	(55)	751
Age: 65+	53%	(229)	36%	(158)	6%	(28)	5%	(21)	436
GenZers: 1997-2012	38%	(110)	39%	(113)	13%	(38)	9%	(26)	287
Millennials: 1981-1996	41%	(222)	39%	(208)	10%	(56)	10%	(51)	536
GenXers: 1965-1980	44%	(236)	39%	(213)	10%	(54)	7%	(40)	543
Baby Boomers: 1946-1964	45%	(343)	41%	(314)	9%	(66)	6%	(46)	769
PID: Dem (no lean)	46%	(374)	38%	(313)	10%	(82)	6%	(52)	820
PID: Ind (no lean)	36%	(250)	41%	(283)	11%	(78)	11%	(76)	688
PID: Rep (no lean)	46%	(322)	40%	(278)	8%	(55)	5%	(38)	693
PID/Gender: Dem Men	45%	(151)	37%	(125)	9%	(32)	8%	(28)	336
PID/Gender: Dem Women	46%	(223)	39%	(187)	10%	(50)	5%	(24)	484
PID/Gender: Ind Men	34%	(117)	44%	(153)	11%	(40)	11%	(39)	349
PID/Gender: Ind Women	39%	(133)	38%	(130)	11%	(38)	11%	(37)	338
PID/Gender: Rep Men	48%	(183)	36%	(135)	9%	(35)	7%	(25)	377
PID/Gender: Rep Women	44%	(140)	45%	(143)	7%	(21)	4%	(13)	316
Ideo: Liberal (1-3)	44%	(282)	37%	(238)	12%	(74)	7%	(45)	639
Ideo: Moderate (4)	40%	(241)	45%	(272)	9%	(53)	6%	(39)	604
Ideo: Conservative (5-7)	46%	(341)	40%	(295)	8%	(61)	6%	(46)	743
Educ: < College	45%	(677)	38%	(581)	8%	(128)	8%	(127)	1513
Educ: Bachelors degree	38%	(169)	44%	(196)	13%	(57)	5%	(23)	444
Educ: Post-grad	41%	(100)	40%	(98)	12%	(30)	7%	(16)	244
Income: Under 50k	44%	(501)	37%	(423)	10%	(119)	9%	(107)	1151
Income: 50k-100k	44%	(312)	42%	(304)	9%	(62)	5%	(38)	716
Income: 100k+	40%	(132)	44%	(146)	10%	(34)	6%	(21)	334
Ethnicity: White	43%	(736)	41%	(698)	10%	(166)	7%	(123)	1723

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
Adults	43%	(946)	40%	(874)	10%	(215)	8%	(166)	2201
Ethnicity: Hispanic	44%	(153)	39%	(136)	11%	(38)	6%	(23)	350
Ethnicity: Afr. Am.	46%	(127)	34%	(93)	13%	(34)	7%	(20)	274
Ethnicity: Other	40%	(82)	41%	(83)	7%	(15)	12%	(24)	204
All Christian	45%	(470)	39%	(410)	10%	(100)	6%	(63)	1044
All Non-Christian	43%	(48)	46%	(51)	5%	(6)	5%	(6)	111
Atheist	31%	(32)	44%	(47)	9%	(10)	16%	(17)	106
Agnostic/Nothing in particular	42%	(395)	39%	(365)	11%	(99)	9%	(80)	940
Religious Non-Protestant/Catholic	42%	(62)	47%	(68)	6%	(9)	5%	(7)	146
Evangelical	46%	(260)	41%	(234)	8%	(44)	6%	(32)	570
Non-Evangelical	45%	(363)	37%	(298)	11%	(85)	7%	(54)	799
Community: Urban	43%	(250)	37%	(215)	11%	(65)	9%	(51)	581
Community: Suburban	43%	(468)	41%	(445)	10%	(104)	7%	(75)	1092
Community: Rural	43%	(228)	41%	(214)	9%	(46)	8%	(40)	528
Employ: Private Sector	40%	(269)	44%	(295)	12%	(79)	5%	(34)	677
Employ: Government	32%	(33)	48%	(49)	8%	(8)	11%	(11)	102
Employ: Self-Employed	44%	(68)	39%	(60)	11%	(17)	5%	(8)	152
Employ: Homemaker	41%	(65)	40%	(65)	13%	(22)	6%	(9)	161
Employ: Retired	48%	(241)	36%	(181)	9%	(43)	7%	(34)	500
Employ: Unemployed	46%	(134)	38%	(109)	7%	(20)	9%	(27)	290
Employ: Other	43%	(68)	30%	(47)	11%	(18)	17%	(26)	159
Military HH: Yes	48%	(160)	37%	(123)	10%	(33)	5%	(17)	332
Military HH: No	42%	(787)	40%	(751)	10%	(182)	8%	(149)	1869
RD/WT: Right Direction	45%	(346)	41%	(317)	8%	(60)	7%	(51)	774
RD/WT: Wrong Track	42%	(600)	39%	(556)	11%	(156)	8%	(115)	1427
Trump Job Approve	45%	(414)	41%	(384)	8%	(71)	6%	(57)	927
Trump Job Disapprove	42%	(495)	39%	(455)	12%	(136)	7%	(80)	1167

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
Adults	43%	(946)	40%	(874)	10%	(215)	8%	(166)	2201
Trump Job Strongly Approve	49%	(252)	39%	(201)	6%	(32)	6%	(31)	516
Trump Job Somewhat Approve	40%	(163)	44%	(183)	10%	(39)	6%	(26)	410
Trump Job Somewhat Disapprove	38%	(100)	46%	(122)	11%	(28)	5%	(15)	264
Trump Job Strongly Disapprove	44%	(395)	37%	(334)	12%	(108)	7%	(65)	902
Favorable of Trump	46%	(415)	40%	(364)	8%	(70)	6%	(59)	909
Unfavorable of Trump	43%	(499)	39%	(460)	12%	(135)	7%	(78)	1172
Very Favorable of Trump	51%	(264)	38%	(196)	5%	(28)	5%	(27)	515
Somewhat Favorable of Trump	39%	(152)	43%	(168)	11%	(42)	8%	(32)	394
Somewhat Unfavorable of Trump	41%	(82)	44%	(87)	9%	(17)	6%	(13)	199
Very Unfavorable of Trump	43%	(416)	38%	(373)	12%	(118)	7%	(65)	973
#1 Issue: Economy	44%	(331)	42%	(316)	8%	(64)	6%	(44)	755
#1 Issue: Security	40%	(94)	37%	(87)	12%	(29)	11%	(27)	238
#1 Issue: Health Care	44%	(205)	41%	(193)	9%	(41)	6%	(30)	468
#1 Issue: Medicare / Social Security	47%	(145)	40%	(122)	7%	(22)	6%	(19)	307
#1 Issue: Women's Issues	49%	(56)	31%	(35)	6%	(7)	14%	(16)	114
#1 Issue: Education	32%	(41)	39%	(50)	21%	(27)	9%	(11)	129
#1 Issue: Energy	39%	(26)	38%	(26)	17%	(12)	5%	(4)	67
#1 Issue: Other	39%	(48)	37%	(45)	11%	(14)	13%	(15)	122
2018 House Vote: Democrat	45%	(331)	39%	(289)	9%	(68)	6%	(45)	733
2018 House Vote: Republican	46%	(298)	41%	(265)	10%	(66)	4%	(25)	654
2018 House Vote: Someone else	37%	(26)	41%	(29)	13%	(9)	9%	(7)	71
2016 Vote: Hillary Clinton	46%	(305)	39%	(259)	9%	(61)	6%	(40)	664
2016 Vote: Donald Trump	47%	(339)	40%	(284)	8%	(60)	5%	(35)	718
2016 Vote: Other	30%	(44)	54%	(80)	10%	(16)	6%	(9)	150
2016 Vote: Didn't Vote	39%	(258)	37%	(249)	12%	(78)	12%	(82)	666
Voted in 2014: Yes	46%	(599)	40%	(520)	8%	(108)	5%	(67)	1293
Voted in 2014: No	38%	(348)	39%	(353)	12%	(108)	11%	(99)	908

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
Adults	43%	(946)	40%	(874)	10%	(215)	8%	(166)	2201
2012 Vote: Barack Obama	45%	(362)	40%	(322)	9%	(69)	6%	(47)	800
2012 Vote: Mitt Romney	45%	(238)	41%	(215)	8%	(45)	6%	(31)	529
2012 Vote: Other	39%	(32)	49%	(40)	7%	(6)	5%	(4)	83
2012 Vote: Didn't Vote	39%	(310)	38%	(295)	12%	(96)	11%	(84)	785
4-Region: Northeast	40%	(158)	42%	(165)	10%	(40)	8%	(31)	394
4-Region: Midwest	41%	(192)	42%	(196)	10%	(48)	6%	(27)	462
4-Region: South	47%	(387)	37%	(308)	8%	(66)	8%	(64)	825
4-Region: West	40%	(210)	39%	(205)	12%	(61)	9%	(45)	520
Sports fan	44%	(613)	40%	(561)	10%	(135)	6%	(82)	1391
Traveled outside of U.S. in past year 1+ times	41%	(179)	44%	(191)	10%	(43)	5%	(23)	436
Frequent Flyer	37%	(93)	47%	(117)	11%	(26)	6%	(15)	251

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
Adults	41%	(895)	39%	(848)	12%	(271)	9%	(187)	2201
Gender: Male	37%	(398)	40%	(420)	12%	(131)	11%	(114)	1062
Gender: Female	44%	(497)	38%	(428)	12%	(140)	6%	(74)	1139
Age: 18-34	41%	(271)	36%	(238)	12%	(79)	10%	(67)	655
Age: 35-44	36%	(130)	40%	(142)	15%	(54)	9%	(31)	358
Age: 45-64	37%	(280)	41%	(308)	13%	(96)	9%	(68)	751
Age: 65+	49%	(214)	37%	(160)	9%	(41)	5%	(22)	436
GenZers: 1997-2012	44%	(127)	35%	(101)	12%	(34)	9%	(26)	287
Millennials: 1981-1996	38%	(202)	38%	(204)	14%	(74)	11%	(57)	536
GenXers: 1965-1980	38%	(206)	41%	(222)	12%	(65)	9%	(49)	543
Baby Boomers: 1946-1964	42%	(324)	38%	(295)	13%	(98)	7%	(52)	769
PID: Dem (no lean)	44%	(357)	37%	(304)	12%	(99)	7%	(60)	820
PID: Ind (no lean)	34%	(237)	37%	(254)	15%	(105)	13%	(92)	688
PID: Rep (no lean)	43%	(302)	42%	(290)	10%	(66)	5%	(36)	693
PID/Gender: Dem Men	38%	(126)	40%	(135)	12%	(39)	11%	(35)	336
PID/Gender: Dem Women	48%	(231)	35%	(168)	12%	(60)	5%	(25)	484
PID/Gender: Ind Men	30%	(104)	38%	(134)	15%	(54)	16%	(57)	349
PID/Gender: Ind Women	39%	(133)	35%	(120)	15%	(51)	10%	(35)	338
PID/Gender: Rep Men	44%	(167)	40%	(150)	10%	(38)	6%	(21)	377
PID/Gender: Rep Women	42%	(134)	44%	(139)	9%	(29)	5%	(15)	316
Ideo: Liberal (1-3)	41%	(259)	38%	(242)	13%	(82)	9%	(55)	639
Ideo: Moderate (4)	41%	(247)	40%	(241)	12%	(73)	7%	(43)	604
Ideo: Conservative (5-7)	41%	(307)	41%	(303)	12%	(87)	6%	(46)	743
Educ: < College	44%	(667)	36%	(552)	10%	(157)	9%	(137)	1513
Educ: Bachelors degree	33%	(146)	43%	(191)	17%	(75)	7%	(32)	444
Educ: Post-grad	34%	(82)	43%	(105)	16%	(39)	7%	(18)	244
Income: Under 50k	43%	(500)	35%	(406)	11%	(126)	10%	(119)	1151
Income: 50k-100k	38%	(269)	43%	(308)	14%	(98)	6%	(41)	716
Income: 100k+	38%	(126)	40%	(134)	14%	(47)	8%	(27)	334
Ethnicity: White	38%	(662)	41%	(701)	13%	(216)	8%	(143)	1723

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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
Adults	41%	(895)	39%	(848)	12%	(271)	9%	(187)	2201
Ethnicity: Hispanic	39%	(135)	38%	(135)	14%	(50)	8%	(30)	350
Ethnicity: Afr. Am.	53%	(144)	28%	(78)	14%	(38)	5%	(15)	274
Ethnicity: Other	43%	(88)	33%	(68)	9%	(17)	15%	(30)	204
All Christian	43%	(445)	39%	(407)	12%	(129)	6%	(63)	1044
All Non-Christian	43%	(48)	34%	(37)	17%	(19)	6%	(7)	111
Atheist	26%	(28)	42%	(44)	14%	(15)	18%	(19)	106
Agnostic/Nothing in particular	40%	(374)	38%	(359)	11%	(108)	11%	(99)	940
Religious Non-Protestant/Catholic	39%	(58)	38%	(55)	18%	(26)	5%	(7)	146
Evangelical	43%	(245)	41%	(232)	10%	(57)	6%	(36)	570
Non-Evangelical	45%	(360)	36%	(286)	12%	(97)	7%	(57)	799
Community: Urban	42%	(242)	35%	(204)	14%	(80)	10%	(56)	581
Community: Suburban	40%	(432)	40%	(438)	12%	(131)	8%	(91)	1092
Community: Rural	42%	(222)	39%	(205)	11%	(60)	8%	(41)	528
Employ: Private Sector	36%	(245)	44%	(300)	13%	(86)	7%	(45)	677
Employ: Government	27%	(28)	45%	(46)	19%	(19)	9%	(9)	102
Employ: Self-Employed	42%	(65)	37%	(56)	15%	(22)	6%	(9)	152
Employ: Homemaker	44%	(70)	36%	(58)	14%	(23)	6%	(10)	161
Employ: Retired	44%	(219)	39%	(195)	10%	(48)	8%	(38)	500
Employ: Unemployed	44%	(128)	32%	(92)	14%	(41)	10%	(29)	290
Employ: Other	41%	(66)	30%	(48)	10%	(16)	18%	(29)	159
Military HH: Yes	41%	(137)	42%	(139)	11%	(37)	6%	(19)	332
Military HH: No	41%	(758)	38%	(708)	13%	(234)	9%	(169)	1869
RD/WT: Right Direction	42%	(325)	43%	(329)	9%	(68)	7%	(52)	774
RD/WT: Wrong Track	40%	(570)	36%	(518)	14%	(204)	9%	(135)	1427
Trump Job Approve	40%	(373)	43%	(399)	9%	(86)	7%	(68)	927
Trump Job Disapprove	41%	(483)	36%	(420)	15%	(171)	8%	(93)	1167

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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
Adults	41%	(895)	39%	(848)	12%	(271)	9%	(187)	2201
Trump Job Strongly Approve	43%	(224)	42%	(214)	8%	(39)	8%	(39)	516
Trump Job Somewhat Approve	36%	(149)	45%	(185)	11%	(47)	7%	(29)	410
Trump Job Somewhat Disapprove	36%	(96)	39%	(102)	17%	(46)	8%	(20)	264
Trump Job Strongly Disapprove	43%	(387)	35%	(317)	14%	(125)	8%	(73)	902
Favorable of Trump	41%	(375)	42%	(379)	10%	(90)	7%	(65)	909
Unfavorable of Trump	41%	(484)	36%	(425)	14%	(169)	8%	(94)	1172
Very Favorable of Trump	47%	(240)	38%	(198)	8%	(42)	7%	(35)	515
Somewhat Favorable of Trump	34%	(135)	46%	(182)	12%	(48)	8%	(30)	394
Somewhat Unfavorable of Trump	37%	(74)	38%	(76)	16%	(32)	9%	(17)	199
Very Unfavorable of Trump	42%	(409)	36%	(349)	14%	(138)	8%	(77)	973
#1 Issue: Economy	43%	(321)	38%	(289)	13%	(100)	6%	(46)	755
#1 Issue: Security	36%	(86)	40%	(95)	11%	(26)	12%	(30)	238
#1 Issue: Health Care	39%	(182)	40%	(186)	13%	(63)	8%	(37)	468
#1 Issue: Medicare / Social Security	45%	(140)	40%	(124)	6%	(20)	8%	(24)	307
#1 Issue: Women's Issues	43%	(49)	28%	(32)	16%	(19)	12%	(14)	114
#1 Issue: Education	37%	(47)	39%	(51)	14%	(19)	10%	(13)	129
#1 Issue: Energy	36%	(24)	35%	(23)	14%	(9)	15%	(10)	67
#1 Issue: Other	37%	(45)	38%	(47)	13%	(16)	12%	(14)	122
2018 House Vote: Democrat	43%	(319)	36%	(266)	12%	(90)	8%	(59)	733
2018 House Vote: Republican	40%	(264)	43%	(280)	12%	(78)	5%	(33)	654
2018 House Vote: Someone else	37%	(26)	39%	(28)	12%	(9)	12%	(9)	71
2016 Vote: Hillary Clinton	45%	(299)	36%	(237)	12%	(80)	7%	(48)	664
2016 Vote: Donald Trump	43%	(309)	41%	(292)	10%	(73)	6%	(44)	718
2016 Vote: Other	25%	(37)	52%	(78)	13%	(20)	10%	(14)	150
2016 Vote: Didn't Vote	37%	(249)	36%	(240)	15%	(97)	12%	(81)	666
Voted in 2014: Yes	43%	(551)	40%	(511)	11%	(143)	7%	(88)	1293
Voted in 2014: No	38%	(344)	37%	(336)	14%	(128)	11%	(99)	908

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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
Adults	41%	(895)	39%	(848)	12%	(271)	9%	(187)	2201
2012 Vote: Barack Obama	44%	(355)	36%	(287)	12%	(97)	8%	(60)	800
2012 Vote: Mitt Romney	39%	(205)	43%	(225)	12%	(63)	7%	(35)	529
2012 Vote: Other	26%	(22)	56%	(46)	10%	(9)	8%	(6)	83
2012 Vote: Didn't Vote	40%	(311)	37%	(287)	13%	(101)	11%	(86)	785
4-Region: Northeast	37%	(145)	40%	(158)	15%	(59)	8%	(32)	394
4-Region: Midwest	43%	(197)	37%	(173)	14%	(65)	6%	(27)	462
4-Region: South	45%	(372)	38%	(316)	9%	(75)	7%	(61)	825
4-Region: West	35%	(181)	39%	(202)	14%	(71)	13%	(67)	520
Sports fan	42%	(583)	39%	(538)	12%	(171)	7%	(98)	1391
Traveled outside of U.S. in past year 1+ times	38%	(165)	43%	(189)	13%	(56)	6%	(26)	436
Frequent Flyer	36%	(91)	41%	(104)	16%	(39)	7%	(18)	251

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
Adults	50%	(1094)	36%	(786)	8%	(171)	7%	(150)	2201
Gender: Male	47%	(496)	36%	(383)	8%	(88)	9%	(96)	1062
Gender: Female	53%	(599)	35%	(403)	7%	(83)	5%	(54)	1139
Age: 18-34	47%	(310)	36%	(234)	9%	(60)	8%	(51)	655
Age: 35-44	51%	(182)	34%	(122)	9%	(31)	6%	(23)	358
Age: 45-64	46%	(347)	39%	(294)	7%	(54)	7%	(56)	751
Age: 65+	58%	(255)	31%	(136)	6%	(26)	5%	(20)	436
GenZers: 1997-2012	51%	(147)	35%	(100)	9%	(25)	5%	(16)	287
Millennials: 1981-1996	46%	(246)	36%	(191)	9%	(50)	9%	(49)	536
GenXers: 1965-1980	49%	(264)	37%	(200)	8%	(41)	7%	(38)	543
Baby Boomers: 1946-1964	51%	(394)	36%	(275)	7%	(55)	6%	(45)	769
PID: Dem (no lean)	52%	(429)	35%	(286)	7%	(58)	6%	(46)	820
PID: Ind (no lean)	44%	(301)	36%	(247)	10%	(70)	10%	(70)	688
PID: Rep (no lean)	52%	(363)	37%	(253)	6%	(43)	5%	(33)	693
PID/Gender: Dem Men	47%	(158)	38%	(128)	7%	(22)	8%	(27)	336
PID/Gender: Dem Women	56%	(271)	33%	(158)	7%	(36)	4%	(19)	484
PID/Gender: Ind Men	40%	(140)	36%	(127)	11%	(37)	13%	(45)	349
PID/Gender: Ind Women	48%	(161)	35%	(119)	10%	(33)	7%	(25)	338
PID/Gender: Rep Men	52%	(197)	34%	(128)	8%	(28)	6%	(23)	377
PID/Gender: Rep Women	53%	(166)	40%	(125)	5%	(15)	3%	(10)	316
Ideo: Liberal (1-3)	52%	(329)	35%	(221)	8%	(51)	6%	(37)	639
Ideo: Moderate (4)	48%	(291)	39%	(235)	7%	(41)	6%	(38)	604
Ideo: Conservative (5-7)	52%	(383)	35%	(260)	9%	(63)	5%	(36)	743
Educ: < College	50%	(764)	34%	(521)	8%	(118)	7%	(110)	1513
Educ: Bachelors degree	49%	(217)	38%	(170)	7%	(31)	6%	(26)	444
Educ: Post-grad	47%	(114)	39%	(94)	9%	(22)	6%	(14)	244
Income: Under 50k	49%	(569)	35%	(397)	8%	(89)	8%	(95)	1151
Income: 50k-100k	51%	(362)	37%	(264)	8%	(54)	5%	(37)	716
Income: 100k+	49%	(163)	37%	(125)	8%	(28)	5%	(18)	334
Ethnicity: White	49%	(844)	37%	(629)	8%	(133)	7%	(116)	1723

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
Adults	50%	(1094)	36%	(786)	8%	(171)	7%	(150)	2201
Ethnicity: Hispanic	52%	(182)	34%	(118)	8%	(26)	7%	(23)	350
Ethnicity: Afr. Am.	55%	(152)	32%	(87)	8%	(23)	5%	(13)	274
Ethnicity: Other	48%	(99)	34%	(70)	7%	(15)	10%	(21)	204
All Christian	53%	(558)	34%	(352)	9%	(89)	4%	(45)	1044
All Non-Christian	49%	(55)	39%	(43)	4%	(5)	7%	(8)	111
Atheist	39%	(41)	43%	(46)	7%	(8)	11%	(11)	106
Agnostic/Nothing in particular	47%	(440)	37%	(345)	7%	(70)	9%	(85)	940
Religious Non-Protestant/Catholic	45%	(66)	42%	(62)	7%	(10)	5%	(8)	146
Evangelical	53%	(302)	36%	(208)	7%	(37)	4%	(23)	570
Non-Evangelical	55%	(442)	31%	(245)	9%	(68)	6%	(45)	799
Community: Urban	50%	(288)	33%	(195)	8%	(49)	9%	(50)	581
Community: Suburban	49%	(539)	38%	(418)	6%	(70)	6%	(64)	1092
Community: Rural	51%	(267)	33%	(173)	10%	(52)	7%	(36)	528
Employ: Private Sector	47%	(315)	40%	(268)	9%	(62)	5%	(31)	677
Employ: Government	44%	(45)	43%	(44)	4%	(5)	9%	(9)	102
Employ: Self-Employed	49%	(75)	38%	(57)	9%	(14)	4%	(6)	152
Employ: Homemaker	48%	(78)	38%	(61)	10%	(17)	4%	(6)	161
Employ: Retired	53%	(267)	34%	(170)	6%	(28)	7%	(35)	500
Employ: Unemployed	55%	(158)	32%	(94)	6%	(17)	7%	(21)	290
Employ: Other	47%	(75)	27%	(43)	7%	(11)	19%	(30)	159
Military HH: Yes	56%	(185)	34%	(113)	6%	(20)	4%	(14)	332
Military HH: No	49%	(909)	36%	(673)	8%	(151)	7%	(136)	1869
RD/WT: Right Direction	51%	(395)	37%	(284)	7%	(50)	6%	(45)	774
RD/WT: Wrong Track	49%	(699)	35%	(502)	8%	(121)	7%	(105)	1427
Trump Job Approve	50%	(465)	37%	(344)	7%	(63)	6%	(55)	927
Trump Job Disapprove	50%	(580)	36%	(417)	8%	(97)	6%	(72)	1167

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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
Adults	50%	(1094)	36%	(786)	8%	(171)	7%	(150)	2201
Trump Job Strongly Approve	53%	(271)	36%	(184)	5%	(28)	6%	(33)	516
Trump Job Somewhat Approve	47%	(194)	39%	(160)	9%	(35)	5%	(22)	410
Trump Job Somewhat Disapprove	44%	(115)	44%	(116)	9%	(23)	4%	(11)	264
Trump Job Strongly Disapprove	52%	(465)	33%	(302)	8%	(75)	7%	(61)	902
Favorable of Trump	51%	(467)	36%	(328)	7%	(63)	6%	(51)	909
Unfavorable of Trump	50%	(587)	36%	(416)	8%	(99)	6%	(70)	1172
Very Favorable of Trump	53%	(272)	36%	(186)	6%	(29)	5%	(28)	515
Somewhat Favorable of Trump	50%	(195)	36%	(141)	9%	(34)	6%	(23)	394
Somewhat Unfavorable of Trump	44%	(89)	41%	(82)	8%	(16)	7%	(13)	199
Very Unfavorable of Trump	51%	(498)	34%	(335)	9%	(83)	6%	(57)	973
#1 Issue: Economy	52%	(392)	36%	(269)	8%	(60)	5%	(34)	755
#1 Issue: Security	43%	(102)	38%	(91)	8%	(18)	11%	(27)	238
#1 Issue: Health Care	51%	(239)	35%	(166)	8%	(36)	6%	(27)	468
#1 Issue: Medicare / Social Security	54%	(166)	35%	(106)	5%	(15)	6%	(19)	307
#1 Issue: Women's Issues	54%	(62)	28%	(32)	10%	(11)	8%	(9)	114
#1 Issue: Education	36%	(47)	44%	(56)	12%	(15)	8%	(11)	129
#1 Issue: Energy	45%	(30)	32%	(21)	10%	(6)	14%	(9)	67
#1 Issue: Other	46%	(56)	36%	(44)	7%	(9)	11%	(13)	122
2018 House Vote: Democrat	54%	(395)	33%	(245)	7%	(53)	5%	(40)	733
2018 House Vote: Republican	51%	(330)	38%	(249)	8%	(49)	4%	(25)	654
2018 House Vote: Someone else	45%	(32)	38%	(27)	7%	(5)	10%	(7)	71
2016 Vote: Hillary Clinton	54%	(357)	35%	(232)	6%	(41)	5%	(35)	664
2016 Vote: Donald Trump	53%	(381)	35%	(254)	7%	(48)	5%	(36)	718
2016 Vote: Other	35%	(52)	48%	(72)	10%	(15)	7%	(11)	150
2016 Vote: Didn't Vote	45%	(303)	34%	(228)	10%	(68)	10%	(68)	666
Voted in 2014: Yes	52%	(678)	36%	(461)	7%	(88)	5%	(67)	1293
Voted in 2014: No	46%	(416)	36%	(325)	9%	(83)	9%	(83)	908

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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
Adults	50%	(1094)	36%	(786)	8%	(171)	7%	(150)	2201
2012 Vote: Barack Obama	52%	(419)	35%	(280)	7%	(59)	5%	(43)	800
2012 Vote: Mitt Romney	49%	(262)	38%	(199)	7%	(36)	6%	(33)	529
2012 Vote: Other	41%	(34)	44%	(36)	8%	(7)	7%	(6)	83
2012 Vote: Didn't Vote	48%	(375)	35%	(271)	9%	(69)	9%	(69)	785
4-Region: Northeast	46%	(181)	37%	(146)	11%	(44)	6%	(23)	394
4-Region: Midwest	54%	(248)	34%	(157)	8%	(35)	5%	(22)	462
4-Region: South	54%	(445)	34%	(279)	6%	(51)	6%	(50)	825
4-Region: West	42%	(220)	39%	(204)	8%	(42)	11%	(55)	520
Sports fan	51%	(711)	36%	(497)	8%	(104)	6%	(78)	1391
Traveled outside of U.S. in past year 1+ times	51%	(223)	38%	(167)	6%	(26)	5%	(20)	436
Frequent Flyer	51%	(129)	36%	(91)	7%	(17)	6%	(14)	251

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
Adults	48%	(1048)	38%	(833)	8%	(166)	7%	(154)	2201
Gender: Male	47%	(495)	37%	(398)	7%	(78)	9%	(92)	1062
Gender: Female	49%	(554)	38%	(436)	8%	(88)	5%	(62)	1139
Age: 18-34	48%	(317)	35%	(230)	9%	(58)	8%	(50)	655
Age: 35-44	45%	(161)	40%	(145)	8%	(27)	7%	(25)	358
Age: 45-64	43%	(323)	42%	(319)	7%	(55)	7%	(55)	751
Age: 65+	57%	(247)	32%	(140)	6%	(26)	5%	(23)	436
GenZers: 1997-2012	54%	(156)	32%	(92)	9%	(25)	5%	(14)	287
Millennials: 1981-1996	43%	(233)	39%	(209)	8%	(44)	9%	(49)	536
GenXers: 1965-1980	43%	(236)	41%	(224)	8%	(42)	8%	(41)	543
Baby Boomers: 1946-1964	49%	(380)	38%	(289)	7%	(52)	6%	(47)	769
PID: Dem (no lean)	51%	(416)	36%	(292)	8%	(63)	6%	(48)	820
PID: Ind (no lean)	44%	(302)	37%	(256)	9%	(63)	10%	(67)	688
PID: Rep (no lean)	48%	(330)	41%	(285)	6%	(40)	6%	(38)	693
PID/Gender: Dem Men	48%	(159)	39%	(132)	6%	(19)	7%	(25)	336
PID/Gender: Dem Women	53%	(257)	33%	(160)	9%	(44)	5%	(23)	484
PID/Gender: Ind Men	43%	(150)	35%	(124)	9%	(32)	12%	(43)	349
PID/Gender: Ind Women	45%	(152)	39%	(132)	9%	(30)	7%	(24)	338
PID/Gender: Rep Men	49%	(185)	38%	(142)	7%	(26)	6%	(24)	377
PID/Gender: Rep Women	46%	(145)	45%	(143)	4%	(14)	5%	(15)	316
Ideo: Liberal (1-3)	51%	(327)	35%	(222)	8%	(54)	6%	(35)	639
Ideo: Moderate (4)	46%	(276)	40%	(242)	7%	(42)	7%	(43)	604
Ideo: Conservative (5-7)	49%	(363)	39%	(289)	7%	(53)	5%	(38)	743
Educ: < College	49%	(748)	36%	(539)	7%	(111)	8%	(115)	1513
Educ: Bachelors degree	44%	(196)	42%	(187)	8%	(36)	6%	(25)	444
Educ: Post-grad	43%	(104)	44%	(107)	8%	(19)	6%	(14)	244
Income: Under 50k	48%	(555)	36%	(411)	8%	(88)	9%	(98)	1151
Income: 50k-100k	47%	(340)	41%	(291)	7%	(53)	5%	(33)	716
Income: 100k+	46%	(154)	39%	(131)	8%	(25)	7%	(23)	334
Ethnicity: White	45%	(781)	41%	(700)	8%	(132)	6%	(110)	1723

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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
Adults	48%	(1048)	38%	(833)	8%	(166)	7%	(154)	2201
Ethnicity: Hispanic	45%	(158)	42%	(148)	7%	(25)	5%	(19)	350
Ethnicity: Afr. Am.	62%	(170)	22%	(61)	9%	(25)	7%	(18)	274
Ethnicity: Other	48%	(97)	35%	(72)	4%	(9)	13%	(26)	204
All Christian	50%	(526)	37%	(388)	7%	(75)	5%	(55)	1044
All Non-Christian	40%	(44)	47%	(52)	8%	(8)	6%	(6)	111
Atheist	37%	(39)	42%	(44)	10%	(10)	12%	(13)	106
Agnostic/Nothing in particular	47%	(439)	37%	(349)	8%	(73)	8%	(79)	940
Religious Non-Protestant/Catholic	37%	(54)	48%	(70)	11%	(16)	4%	(6)	146
Evangelical	52%	(297)	36%	(206)	7%	(40)	5%	(27)	570
Non-Evangelical	50%	(400)	36%	(292)	6%	(50)	7%	(57)	799
Community: Urban	46%	(268)	36%	(210)	10%	(60)	8%	(44)	581
Community: Suburban	48%	(527)	40%	(436)	6%	(61)	6%	(67)	1092
Community: Rural	48%	(253)	36%	(188)	8%	(45)	8%	(42)	528
Employ: Private Sector	42%	(285)	44%	(298)	8%	(57)	5%	(36)	677
Employ: Government	46%	(47)	38%	(38)	6%	(6)	9%	(10)	102
Employ: Self-Employed	47%	(71)	39%	(60)	9%	(14)	5%	(8)	152
Employ: Homemaker	45%	(72)	43%	(68)	7%	(11)	5%	(9)	161
Employ: Retired	52%	(260)	34%	(171)	7%	(36)	7%	(34)	500
Employ: Unemployed	53%	(154)	34%	(97)	7%	(21)	6%	(17)	290
Employ: Other	45%	(72)	30%	(48)	7%	(12)	17%	(27)	159
Military HH: Yes	56%	(185)	31%	(104)	9%	(30)	4%	(13)	332
Military HH: No	46%	(864)	39%	(729)	7%	(136)	7%	(140)	1869
RD/WT: Right Direction	47%	(366)	41%	(319)	5%	(36)	7%	(54)	774
RD/WT: Wrong Track	48%	(683)	36%	(514)	9%	(130)	7%	(100)	1427
Trump Job Approve	46%	(426)	42%	(388)	5%	(50)	7%	(62)	927
Trump Job Disapprove	50%	(583)	35%	(410)	9%	(107)	6%	(67)	1167

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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
Adults	48%	(1048)	38%	(833)	8%	(166)	7%	(154)	2201
Trump Job Strongly Approve	51%	(264)	39%	(199)	4%	(20)	6%	(33)	516
Trump Job Somewhat Approve	40%	(163)	46%	(189)	7%	(31)	7%	(28)	410
Trump Job Somewhat Disapprove	41%	(109)	44%	(116)	11%	(28)	4%	(12)	264
Trump Job Strongly Disapprove	53%	(474)	33%	(294)	9%	(79)	6%	(56)	902
Favorable of Trump	47%	(425)	42%	(378)	5%	(49)	6%	(57)	909
Unfavorable of Trump	50%	(585)	35%	(413)	9%	(108)	6%	(66)	1172
Very Favorable of Trump	51%	(264)	40%	(205)	3%	(17)	6%	(28)	515
Somewhat Favorable of Trump	41%	(161)	44%	(173)	8%	(32)	7%	(29)	394
Somewhat Unfavorable of Trump	44%	(88)	41%	(81)	9%	(18)	7%	(13)	199
Very Unfavorable of Trump	51%	(497)	34%	(332)	9%	(90)	5%	(53)	973
#1 Issue: Economy	48%	(365)	40%	(305)	6%	(47)	5%	(39)	755
#1 Issue: Security	42%	(99)	39%	(92)	9%	(20)	11%	(27)	238
#1 Issue: Health Care	50%	(234)	33%	(154)	11%	(53)	6%	(27)	468
#1 Issue: Medicare / Social Security	52%	(159)	36%	(110)	5%	(15)	7%	(23)	307
#1 Issue: Women's Issues	51%	(58)	36%	(41)	4%	(5)	9%	(10)	114
#1 Issue: Education	32%	(42)	49%	(63)	8%	(10)	11%	(14)	129
#1 Issue: Energy	49%	(33)	38%	(26)	9%	(6)	4%	(3)	67
#1 Issue: Other	48%	(58)	34%	(42)	8%	(10)	10%	(12)	122
2018 House Vote: Democrat	51%	(370)	36%	(265)	8%	(59)	5%	(39)	733
2018 House Vote: Republican	47%	(306)	42%	(274)	7%	(45)	4%	(29)	654
2018 House Vote: Someone else	46%	(33)	41%	(29)	5%	(3)	9%	(6)	71
2016 Vote: Hillary Clinton	52%	(346)	36%	(242)	7%	(44)	5%	(32)	664
2016 Vote: Donald Trump	49%	(353)	39%	(280)	6%	(42)	6%	(42)	718
2016 Vote: Other	39%	(58)	45%	(68)	10%	(14)	7%	(10)	150
2016 Vote: Didn't Vote	44%	(290)	36%	(242)	10%	(66)	10%	(68)	666
Voted in 2014: Yes	50%	(644)	38%	(498)	6%	(81)	5%	(71)	1293
Voted in 2014: No	45%	(405)	37%	(335)	9%	(85)	9%	(83)	908

Continued on next page

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
Adults	48%	(1048)	38%	(833)	8%	(166)	7%	(154)	2201
2012 Vote: Barack Obama	51%	(404)	36%	(289)	7%	(57)	6%	(49)	800
2012 Vote: Mitt Romney	47%	(246)	41%	(218)	6%	(33)	6%	(31)	529
2012 Vote: Other	44%	(37)	42%	(34)	7%	(6)	7%	(6)	83
2012 Vote: Didn't Vote	46%	(358)	37%	(289)	9%	(70)	9%	(68)	785
4-Region: Northeast	44%	(174)	40%	(157)	9%	(36)	7%	(27)	394
4-Region: Midwest	46%	(213)	40%	(186)	8%	(38)	6%	(26)	462
4-Region: South	53%	(434)	34%	(281)	7%	(57)	6%	(53)	825
4-Region: West	44%	(228)	40%	(210)	6%	(34)	9%	(49)	520
Sports fan	50%	(694)	37%	(516)	7%	(94)	6%	(87)	1391
Traveled outside of U.S. in past year 1+ times	44%	(193)	44%	(190)	7%	(31)	5%	(23)	436
Frequent Flyer	43%	(108)	42%	(106)	10%	(25)	5%	(13)	251

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
Adults	51%	(1133)	35%	(761)	8%	(169)	6%	(137)	2201
Gender: Male	50%	(532)	33%	(352)	9%	(95)	8%	(84)	1062
Gender: Female	53%	(601)	36%	(409)	7%	(74)	5%	(54)	1139
Age: 18-34	52%	(341)	30%	(196)	11%	(70)	7%	(49)	655
Age: 35-44	51%	(181)	38%	(136)	6%	(20)	6%	(20)	358
Age: 45-64	48%	(360)	38%	(282)	8%	(59)	7%	(50)	751
Age: 65+	58%	(251)	34%	(147)	5%	(21)	4%	(18)	436
GenZers: 1997-2012	53%	(153)	29%	(85)	10%	(29)	7%	(20)	287
Millennials: 1981-1996	50%	(269)	33%	(177)	9%	(50)	7%	(40)	536
GenXers: 1965-1980	51%	(276)	37%	(200)	7%	(36)	6%	(32)	543
Baby Boomers: 1946-1964	50%	(388)	37%	(284)	7%	(53)	6%	(44)	769
PID: Dem (no lean)	55%	(450)	33%	(275)	6%	(51)	5%	(45)	820
PID: Ind (no lean)	47%	(326)	33%	(224)	11%	(76)	9%	(62)	688
PID: Rep (no lean)	52%	(357)	38%	(263)	6%	(42)	4%	(31)	693
PID/Gender: Dem Men	52%	(175)	34%	(113)	7%	(24)	7%	(24)	336
PID/Gender: Dem Women	57%	(275)	33%	(162)	6%	(27)	4%	(20)	484
PID/Gender: Ind Men	45%	(158)	31%	(109)	12%	(43)	11%	(39)	349
PID/Gender: Ind Women	50%	(168)	34%	(114)	10%	(33)	7%	(22)	338
PID/Gender: Rep Men	53%	(199)	34%	(130)	7%	(28)	5%	(20)	377
PID/Gender: Rep Women	50%	(158)	42%	(133)	5%	(14)	3%	(11)	316
Ideo: Liberal (1-3)	54%	(345)	32%	(207)	8%	(50)	6%	(36)	639
Ideo: Moderate (4)	49%	(296)	37%	(224)	8%	(48)	6%	(35)	604
Ideo: Conservative (5-7)	53%	(392)	36%	(270)	7%	(50)	4%	(32)	743
Educ: < College	54%	(818)	32%	(480)	8%	(117)	6%	(98)	1513
Educ: Bachelors degree	47%	(209)	39%	(175)	7%	(32)	6%	(27)	444
Educ: Post-grad	43%	(106)	43%	(106)	8%	(20)	5%	(12)	244
Income: Under 50k	52%	(595)	32%	(367)	9%	(102)	8%	(87)	1151
Income: 50k-100k	54%	(383)	35%	(254)	6%	(45)	5%	(35)	716
Income: 100k+	46%	(155)	42%	(141)	7%	(22)	5%	(16)	334
Ethnicity: White	51%	(870)	36%	(614)	8%	(136)	6%	(102)	1723

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
Adults	51%	(1133)	35%	(761)	8%	(169)	6%	(137)	2201
Ethnicity: Hispanic	55%	(194)	29%	(102)	11%	(37)	5%	(16)	350
Ethnicity: Afr. Am.	58%	(158)	30%	(82)	9%	(24)	4%	(10)	274
Ethnicity: Other	51%	(105)	32%	(66)	4%	(9)	12%	(25)	204
All Christian	53%	(554)	37%	(383)	6%	(61)	4%	(46)	1044
All Non-Christian	49%	(54)	35%	(39)	11%	(12)	5%	(5)	111
Atheist	49%	(52)	35%	(37)	7%	(7)	10%	(10)	106
Agnostic/Nothing in particular	50%	(473)	32%	(302)	9%	(89)	8%	(75)	940
Religious Non-Protestant/Catholic	47%	(68)	40%	(59)	10%	(14)	4%	(5)	146
Evangelical	54%	(306)	39%	(222)	4%	(23)	3%	(20)	570
Non-Evangelical	55%	(438)	33%	(262)	7%	(52)	6%	(47)	799
Community: Urban	50%	(288)	32%	(186)	11%	(65)	7%	(42)	581
Community: Suburban	52%	(565)	37%	(408)	5%	(59)	5%	(59)	1092
Community: Rural	53%	(280)	32%	(167)	9%	(45)	7%	(36)	528
Employ: Private Sector	48%	(322)	39%	(264)	9%	(61)	4%	(30)	677
Employ: Government	44%	(45)	38%	(39)	10%	(10)	8%	(8)	102
Employ: Self-Employed	53%	(81)	35%	(54)	8%	(12)	4%	(5)	152
Employ: Homemaker	56%	(89)	35%	(56)	7%	(11)	3%	(5)	161
Employ: Retired	53%	(262)	36%	(180)	5%	(24)	7%	(33)	500
Employ: Unemployed	58%	(169)	27%	(78)	8%	(24)	7%	(20)	290
Employ: Other	50%	(79)	25%	(39)	11%	(17)	15%	(24)	159
Military HH: Yes	57%	(189)	31%	(104)	8%	(25)	4%	(14)	332
Military HH: No	50%	(944)	35%	(658)	8%	(144)	7%	(124)	1869
RD/WT: Right Direction	51%	(398)	37%	(284)	7%	(51)	5%	(41)	774
RD/WT: Wrong Track	52%	(735)	33%	(478)	8%	(118)	7%	(96)	1427
Trump Job Approve	51%	(471)	38%	(353)	6%	(51)	6%	(51)	927
Trump Job Disapprove	53%	(618)	33%	(385)	9%	(102)	5%	(62)	1167

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
Adults	51%	(1133)	35%	(761)	8%	(169)	6%	(137)	2201
Trump Job Strongly Approve	54%	(279)	36%	(185)	5%	(24)	6%	(29)	516
Trump Job Somewhat Approve	47%	(192)	41%	(169)	7%	(27)	5%	(22)	410
Trump Job Somewhat Disapprove	46%	(121)	40%	(104)	12%	(31)	3%	(9)	264
Trump Job Strongly Disapprove	55%	(497)	31%	(280)	8%	(71)	6%	(54)	902
Favorable of Trump	51%	(466)	37%	(339)	6%	(58)	5%	(46)	909
Unfavorable of Trump	53%	(626)	32%	(380)	9%	(101)	6%	(64)	1172
Very Favorable of Trump	55%	(281)	35%	(180)	6%	(29)	5%	(24)	515
Somewhat Favorable of Trump	47%	(185)	40%	(159)	7%	(29)	6%	(22)	394
Somewhat Unfavorable of Trump	45%	(89)	40%	(80)	9%	(17)	6%	(13)	199
Very Unfavorable of Trump	55%	(537)	31%	(300)	9%	(84)	5%	(52)	973
#1 Issue: Economy	53%	(397)	36%	(273)	7%	(49)	5%	(36)	755
#1 Issue: Security	49%	(118)	32%	(75)	9%	(22)	9%	(23)	238
#1 Issue: Health Care	53%	(249)	34%	(161)	7%	(31)	6%	(27)	468
#1 Issue: Medicare / Social Security	53%	(162)	37%	(113)	4%	(12)	6%	(19)	307
#1 Issue: Women's Issues	60%	(69)	25%	(29)	7%	(8)	8%	(9)	114
#1 Issue: Education	40%	(51)	35%	(45)	16%	(21)	9%	(11)	129
#1 Issue: Energy	53%	(36)	27%	(18)	17%	(11)	3%	(2)	67
#1 Issue: Other	42%	(51)	39%	(47)	11%	(13)	8%	(10)	122
2018 House Vote: Democrat	55%	(402)	33%	(243)	7%	(52)	5%	(36)	733
2018 House Vote: Republican	50%	(329)	40%	(260)	6%	(39)	4%	(26)	654
2018 House Vote: Someone else	44%	(32)	42%	(30)	5%	(4)	9%	(6)	71
2016 Vote: Hillary Clinton	55%	(363)	34%	(225)	7%	(45)	5%	(31)	664
2016 Vote: Donald Trump	53%	(383)	36%	(261)	6%	(40)	5%	(34)	718
2016 Vote: Other	38%	(57)	50%	(74)	7%	(10)	6%	(9)	150
2016 Vote: Didn't Vote	49%	(329)	30%	(201)	11%	(74)	9%	(63)	666
Voted in 2014: Yes	53%	(682)	37%	(475)	6%	(75)	5%	(62)	1293
Voted in 2014: No	50%	(451)	32%	(287)	10%	(94)	8%	(75)	908

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
Adults	51%	(1133)	35%	(761)	8%	(169)	6%	(137)	2201
2012 Vote: Barack Obama	53%	(425)	35%	(283)	7%	(53)	5%	(38)	800
2012 Vote: Mitt Romney	49%	(261)	39%	(207)	6%	(30)	6%	(31)	529
2012 Vote: Other	45%	(37)	44%	(36)	6%	(5)	6%	(5)	83
2012 Vote: Didn't Vote	52%	(406)	30%	(234)	10%	(81)	8%	(64)	785
4-Region: Northeast	50%	(195)	35%	(137)	9%	(36)	7%	(26)	394
4-Region: Midwest	50%	(231)	37%	(171)	9%	(42)	4%	(18)	462
4-Region: South	54%	(449)	33%	(273)	6%	(51)	6%	(52)	825
4-Region: West	50%	(258)	35%	(180)	8%	(41)	8%	(41)	520
Sports fan	52%	(729)	35%	(489)	7%	(98)	5%	(74)	1391
Traveled outside of U.S. in past year 1+ times	51%	(222)	36%	(158)	8%	(34)	5%	(22)	436
Frequent Flyer	51%	(129)	35%	(88)	7%	(17)	7%	(18)	251

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
Adults	37%	(823)	42%	(914)	13%	(283)	8%	(182)	2201
Gender: Male	37%	(388)	42%	(444)	11%	(122)	10%	(108)	1062
Gender: Female	38%	(435)	41%	(470)	14%	(161)	6%	(73)	1139
Age: 18-34	40%	(262)	37%	(245)	13%	(86)	9%	(62)	655
Age: 35-44	38%	(137)	40%	(143)	14%	(48)	8%	(29)	358
Age: 45-64	31%	(235)	46%	(349)	13%	(100)	9%	(68)	751
Age: 65+	43%	(190)	40%	(176)	11%	(49)	5%	(22)	436
GenZers: 1997-2012	42%	(121)	38%	(109)	13%	(36)	7%	(21)	287
Millennials: 1981-1996	38%	(205)	39%	(207)	13%	(68)	11%	(57)	536
GenXers: 1965-1980	34%	(182)	45%	(243)	13%	(71)	9%	(46)	543
Baby Boomers: 1946-1964	37%	(282)	43%	(328)	13%	(103)	7%	(56)	769
PID: Dem (no lean)	38%	(308)	43%	(352)	14%	(111)	6%	(49)	820
PID: Ind (no lean)	34%	(234)	39%	(269)	14%	(93)	13%	(91)	688
PID: Rep (no lean)	41%	(281)	42%	(293)	11%	(78)	6%	(42)	693
PID/Gender: Dem Men	34%	(113)	45%	(152)	13%	(45)	8%	(26)	336
PID/Gender: Dem Women	40%	(196)	41%	(200)	14%	(66)	5%	(23)	484
PID/Gender: Ind Men	33%	(114)	40%	(139)	12%	(42)	16%	(54)	349
PID/Gender: Ind Women	35%	(119)	38%	(130)	15%	(52)	11%	(37)	338
PID/Gender: Rep Men	43%	(161)	40%	(153)	9%	(35)	8%	(28)	377
PID/Gender: Rep Women	38%	(120)	44%	(140)	14%	(43)	4%	(13)	316
Ideo: Liberal (1-3)	36%	(232)	41%	(260)	16%	(102)	7%	(44)	639
Ideo: Moderate (4)	36%	(220)	45%	(274)	11%	(66)	7%	(44)	604
Ideo: Conservative (5-7)	40%	(300)	41%	(301)	13%	(95)	6%	(48)	743
Educ: < College	40%	(608)	39%	(591)	12%	(178)	9%	(136)	1513
Educ: Bachelors degree	32%	(140)	47%	(210)	15%	(67)	6%	(27)	444
Educ: Post-grad	31%	(75)	46%	(113)	15%	(37)	8%	(18)	244
Income: Under 50k	38%	(436)	40%	(457)	12%	(143)	10%	(115)	1151
Income: 50k-100k	38%	(272)	44%	(315)	13%	(93)	5%	(37)	716
Income: 100k+	35%	(116)	43%	(142)	14%	(46)	9%	(29)	334
Ethnicity: White	36%	(615)	43%	(737)	14%	(235)	8%	(135)	1723

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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
Adults	37%	(823)	42%	(914)	13%	(283)	8%	(182)	2201
Ethnicity: Hispanic	40%	(141)	39%	(137)	11%	(37)	10%	(34)	350
Ethnicity: Afr. Am.	47%	(129)	35%	(97)	11%	(29)	7%	(19)	274
Ethnicity: Other	39%	(79)	39%	(80)	9%	(18)	13%	(27)	204
All Christian	39%	(412)	42%	(437)	13%	(134)	6%	(60)	1044
All Non-Christian	40%	(45)	36%	(40)	18%	(19)	6%	(7)	111
Atheist	28%	(29)	42%	(45)	17%	(18)	13%	(14)	106
Agnostic/Nothing in particular	36%	(337)	42%	(392)	12%	(111)	11%	(100)	940
Religious Non-Protestant/Catholic	37%	(54)	39%	(58)	19%	(27)	5%	(7)	146
Evangelical	41%	(233)	44%	(250)	10%	(55)	6%	(32)	570
Non-Evangelical	39%	(314)	40%	(319)	14%	(109)	7%	(58)	799
Community: Urban	38%	(221)	38%	(224)	14%	(80)	10%	(57)	581
Community: Suburban	37%	(402)	43%	(468)	13%	(142)	7%	(80)	1092
Community: Rural	38%	(201)	42%	(222)	12%	(61)	8%	(45)	528
Employ: Private Sector	34%	(230)	47%	(320)	14%	(93)	5%	(34)	677
Employ: Government	30%	(30)	44%	(45)	17%	(17)	10%	(10)	102
Employ: Self-Employed	41%	(62)	43%	(66)	9%	(14)	7%	(11)	152
Employ: Homemaker	40%	(64)	43%	(68)	13%	(20)	5%	(8)	161
Employ: Retired	40%	(199)	40%	(201)	12%	(59)	8%	(40)	500
Employ: Unemployed	42%	(123)	34%	(98)	13%	(39)	10%	(30)	290
Employ: Other	28%	(44)	39%	(63)	12%	(19)	21%	(33)	159
Military HH: Yes	40%	(133)	42%	(138)	13%	(43)	5%	(17)	332
Military HH: No	37%	(690)	41%	(775)	13%	(239)	9%	(165)	1869
RD/WT: Right Direction	41%	(316)	42%	(326)	10%	(80)	7%	(52)	774
RD/WT: Wrong Track	36%	(507)	41%	(588)	14%	(202)	9%	(130)	1427
Trump Job Approve	39%	(358)	43%	(399)	11%	(102)	7%	(67)	927
Trump Job Disapprove	36%	(425)	41%	(481)	15%	(173)	8%	(88)	1167

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
Adults	37%	(823)	42%	(914)	13%	(283)	8%	(182)	2201
Trump Job Strongly Approve	44%	(229)	39%	(203)	10%	(49)	7%	(35)	516
Trump Job Somewhat Approve	31%	(129)	48%	(197)	13%	(53)	8%	(32)	410
Trump Job Somewhat Disapprove	33%	(87)	44%	(116)	17%	(45)	6%	(17)	264
Trump Job Strongly Disapprove	37%	(338)	40%	(365)	14%	(129)	8%	(71)	902
Favorable of Trump	40%	(364)	42%	(380)	11%	(101)	7%	(64)	909
Unfavorable of Trump	36%	(421)	42%	(490)	15%	(172)	8%	(90)	1172
Very Favorable of Trump	44%	(227)	39%	(202)	10%	(53)	6%	(33)	515
Somewhat Favorable of Trump	35%	(138)	45%	(178)	12%	(48)	8%	(31)	394
Somewhat Unfavorable of Trump	35%	(69)	42%	(85)	16%	(31)	7%	(14)	199
Very Unfavorable of Trump	36%	(351)	42%	(405)	14%	(141)	8%	(76)	973
#1 Issue: Economy	41%	(311)	40%	(301)	12%	(94)	6%	(49)	755
#1 Issue: Security	31%	(73)	46%	(110)	10%	(24)	13%	(31)	238
#1 Issue: Health Care	36%	(169)	41%	(192)	15%	(71)	8%	(37)	468
#1 Issue: Medicare / Social Security	40%	(124)	45%	(137)	8%	(24)	7%	(22)	307
#1 Issue: Women's Issues	44%	(51)	30%	(34)	16%	(18)	10%	(11)	114
#1 Issue: Education	25%	(32)	48%	(62)	19%	(24)	8%	(10)	129
#1 Issue: Energy	29%	(19)	44%	(29)	14%	(9)	13%	(9)	67
#1 Issue: Other	35%	(43)	39%	(48)	15%	(18)	11%	(13)	122
2018 House Vote: Democrat	38%	(276)	41%	(300)	15%	(107)	7%	(50)	733
2018 House Vote: Republican	38%	(249)	44%	(288)	13%	(83)	5%	(33)	654
2018 House Vote: Someone else	40%	(29)	35%	(25)	13%	(9)	11%	(8)	71
2016 Vote: Hillary Clinton	39%	(260)	41%	(273)	14%	(91)	6%	(40)	664
2016 Vote: Donald Trump	40%	(289)	42%	(301)	11%	(82)	6%	(46)	718
2016 Vote: Other	25%	(38)	50%	(75)	15%	(22)	10%	(15)	150
2016 Vote: Didn't Vote	35%	(236)	40%	(264)	13%	(86)	12%	(80)	666
Voted in 2014: Yes	38%	(498)	43%	(550)	13%	(166)	6%	(79)	1293
Voted in 2014: No	36%	(326)	40%	(363)	13%	(116)	11%	(102)	908

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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
Adults	37%	(823)	42%	(914)	13%	(283)	8%	(182)	2201
2012 Vote: Barack Obama	39%	(309)	42%	(334)	13%	(105)	6%	(52)	800
2012 Vote: Mitt Romney	37%	(194)	43%	(230)	13%	(68)	7%	(37)	529
2012 Vote: Other	34%	(28)	46%	(38)	11%	(9)	10%	(8)	83
2012 Vote: Didn't Vote	37%	(290)	40%	(310)	13%	(99)	11%	(85)	785
4-Region: Northeast	35%	(138)	42%	(167)	15%	(58)	8%	(30)	394
4-Region: Midwest	36%	(166)	43%	(198)	15%	(70)	6%	(28)	462
4-Region: South	42%	(349)	40%	(331)	10%	(82)	8%	(63)	825
4-Region: West	33%	(170)	42%	(218)	14%	(72)	12%	(60)	520
Sports fan	39%	(539)	42%	(586)	12%	(172)	7%	(93)	1391
Traveled outside of U.S. in past year 1+ times	37%	(160)	44%	(191)	13%	(56)	7%	(29)	436
Frequent Flyer	37%	(93)	42%	(106)	13%	(33)	8%	(19)	251

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
Adults	36%	(798)	41%	(908)	14%	(306)	9%	(189)	2201
Gender: Male	34%	(358)	43%	(455)	13%	(137)	11%	(112)	1062
Gender: Female	39%	(440)	40%	(454)	15%	(169)	7%	(76)	1139
Age: 18-34	40%	(261)	36%	(234)	14%	(92)	10%	(67)	655
Age: 35-44	35%	(126)	45%	(159)	13%	(46)	7%	(26)	358
Age: 45-64	30%	(223)	46%	(347)	15%	(111)	9%	(70)	751
Age: 65+	43%	(188)	38%	(167)	13%	(56)	6%	(25)	436
GenZers: 1997-2012	44%	(127)	34%	(97)	15%	(42)	7%	(21)	287
Millennials: 1981-1996	36%	(194)	40%	(213)	13%	(68)	11%	(61)	536
GenXers: 1965-1980	33%	(182)	45%	(244)	14%	(77)	8%	(41)	543
Baby Boomers: 1946-1964	34%	(262)	43%	(330)	15%	(113)	8%	(64)	769
PID: Dem (no lean)	39%	(316)	41%	(339)	14%	(113)	6%	(52)	820
PID: Ind (no lean)	32%	(221)	38%	(262)	17%	(116)	13%	(89)	688
PID: Rep (no lean)	38%	(262)	44%	(307)	11%	(77)	7%	(48)	693
PID/Gender: Dem Men	35%	(117)	44%	(147)	14%	(47)	8%	(26)	336
PID/Gender: Dem Women	41%	(199)	40%	(192)	14%	(67)	5%	(26)	484
PID/Gender: Ind Men	27%	(95)	41%	(145)	16%	(55)	16%	(55)	349
PID/Gender: Ind Women	37%	(126)	35%	(117)	18%	(61)	10%	(35)	338
PID/Gender: Rep Men	39%	(147)	43%	(163)	9%	(35)	9%	(32)	377
PID/Gender: Rep Women	36%	(115)	46%	(144)	13%	(41)	5%	(16)	316
Ideo: Liberal (1-3)	38%	(240)	38%	(242)	16%	(103)	8%	(54)	639
Ideo: Moderate (4)	33%	(198)	48%	(288)	12%	(73)	7%	(44)	604
Ideo: Conservative (5-7)	38%	(281)	41%	(305)	14%	(105)	7%	(53)	743
Educ: < College	39%	(595)	39%	(590)	13%	(190)	9%	(137)	1513
Educ: Bachelors degree	29%	(129)	46%	(205)	17%	(78)	7%	(33)	444
Educ: Post-grad	30%	(74)	47%	(114)	16%	(38)	8%	(18)	244
Income: Under 50k	38%	(442)	38%	(443)	13%	(147)	10%	(120)	1151
Income: 50k-100k	34%	(244)	45%	(320)	16%	(113)	6%	(40)	716
Income: 100k+	34%	(113)	43%	(145)	14%	(47)	9%	(29)	334
Ethnicity: White	33%	(571)	44%	(756)	15%	(255)	8%	(141)	1723

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
Adults	36%	(798)	41%	(908)	14%	(306)	9%	(189)	2201
Ethnicity: Hispanic	40%	(139)	40%	(139)	12%	(43)	8%	(27)	350
Ethnicity: Afr. Am.	54%	(148)	26%	(73)	13%	(35)	7%	(19)	274
Ethnicity: Other	39%	(80)	39%	(80)	8%	(15)	14%	(29)	204
All Christian	38%	(397)	40%	(418)	15%	(158)	7%	(71)	1044
All Non-Christian	35%	(39)	49%	(54)	11%	(12)	5%	(5)	111
Atheist	21%	(23)	44%	(47)	20%	(21)	15%	(15)	106
Agnostic/Nothing in particular	36%	(340)	41%	(389)	12%	(114)	10%	(97)	940
Religious Non-Protestant/Catholic	32%	(47)	49%	(71)	15%	(21)	4%	(6)	146
Evangelical	42%	(241)	40%	(230)	12%	(67)	6%	(32)	570
Non-Evangelical	37%	(298)	40%	(318)	14%	(115)	8%	(68)	799
Community: Urban	40%	(232)	37%	(213)	14%	(83)	9%	(54)	581
Community: Suburban	35%	(377)	44%	(475)	14%	(152)	8%	(88)	1092
Community: Rural	36%	(189)	42%	(221)	14%	(71)	9%	(47)	528
Employ: Private Sector	33%	(224)	44%	(301)	16%	(108)	6%	(44)	677
Employ: Government	24%	(25)	51%	(52)	14%	(15)	10%	(10)	102
Employ: Self-Employed	38%	(58)	45%	(69)	10%	(15)	7%	(10)	152
Employ: Homemaker	37%	(60)	42%	(68)	12%	(20)	8%	(12)	161
Employ: Retired	37%	(186)	41%	(204)	13%	(67)	9%	(42)	500
Employ: Unemployed	40%	(116)	37%	(108)	13%	(37)	10%	(29)	290
Employ: Other	38%	(61)	32%	(50)	13%	(21)	17%	(26)	159
Military HH: Yes	40%	(131)	41%	(137)	13%	(44)	6%	(19)	332
Military HH: No	36%	(667)	41%	(771)	14%	(261)	9%	(169)	1869
RD/WT: Right Direction	38%	(291)	44%	(340)	11%	(83)	8%	(60)	774
RD/WT: Wrong Track	36%	(508)	40%	(568)	16%	(223)	9%	(129)	1427
Trump Job Approve	37%	(342)	43%	(398)	12%	(113)	8%	(73)	927
Trump Job Disapprove	36%	(415)	41%	(482)	16%	(181)	8%	(90)	1167

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
Adults	36%	(798)	41%	(908)	14%	(306)	9%	(189)	2201
Trump Job Strongly Approve	42%	(216)	41%	(214)	9%	(48)	7%	(38)	516
Trump Job Somewhat Approve	31%	(125)	45%	(184)	16%	(66)	9%	(35)	410
Trump Job Somewhat Disapprove	27%	(71)	51%	(136)	15%	(39)	7%	(19)	264
Trump Job Strongly Disapprove	38%	(344)	38%	(346)	16%	(142)	8%	(71)	902
Favorable of Trump	38%	(342)	42%	(383)	13%	(114)	8%	(71)	909
Unfavorable of Trump	36%	(417)	41%	(483)	16%	(182)	8%	(90)	1172
Very Favorable of Trump	41%	(211)	43%	(222)	9%	(48)	7%	(34)	515
Somewhat Favorable of Trump	33%	(131)	41%	(161)	17%	(66)	9%	(36)	394
Somewhat Unfavorable of Trump	27%	(53)	50%	(100)	15%	(30)	8%	(17)	199
Very Unfavorable of Trump	37%	(363)	39%	(384)	16%	(152)	8%	(74)	973
#1 Issue: Economy	39%	(296)	40%	(300)	15%	(115)	6%	(45)	755
#1 Issue: Security	29%	(69)	45%	(107)	13%	(31)	13%	(30)	238
#1 Issue: Health Care	35%	(165)	40%	(186)	15%	(72)	10%	(46)	468
#1 Issue: Medicare / Social Security	38%	(117)	45%	(138)	10%	(30)	7%	(23)	307
#1 Issue: Women's Issues	39%	(44)	43%	(49)	10%	(12)	8%	(9)	114
#1 Issue: Education	30%	(39)	43%	(56)	13%	(16)	14%	(18)	129
#1 Issue: Energy	35%	(23)	38%	(26)	22%	(15)	4%	(3)	67
#1 Issue: Other	35%	(43)	39%	(47)	13%	(16)	13%	(16)	122
2018 House Vote: Democrat	38%	(275)	41%	(300)	15%	(108)	7%	(51)	733
2018 House Vote: Republican	36%	(236)	44%	(289)	14%	(89)	6%	(40)	654
2018 House Vote: Someone else	30%	(21)	43%	(31)	15%	(11)	11%	(8)	71
2016 Vote: Hillary Clinton	38%	(252)	42%	(276)	14%	(95)	6%	(41)	664
2016 Vote: Donald Trump	38%	(272)	43%	(306)	12%	(88)	7%	(52)	718
2016 Vote: Other	22%	(33)	45%	(68)	23%	(35)	9%	(14)	150
2016 Vote: Didn't Vote	36%	(240)	39%	(257)	13%	(88)	12%	(81)	666
Voted in 2014: Yes	36%	(472)	43%	(559)	14%	(175)	7%	(88)	1293
Voted in 2014: No	36%	(326)	38%	(349)	14%	(131)	11%	(101)	908

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
Adults	36%	(798)	41%	(908)	14%	(306)	9%	(189)	2201
2012 Vote: Barack Obama	37%	(299)	42%	(334)	14%	(109)	7%	(58)	800
2012 Vote: Mitt Romney	35%	(187)	42%	(223)	14%	(75)	8%	(44)	529
2012 Vote: Other	25%	(21)	54%	(45)	12%	(10)	8%	(7)	83
2012 Vote: Didn't Vote	37%	(290)	39%	(304)	14%	(111)	10%	(80)	785
4-Region: Northeast	34%	(133)	43%	(171)	15%	(59)	8%	(30)	394
4-Region: Midwest	33%	(150)	44%	(204)	16%	(75)	7%	(34)	462
4-Region: South	42%	(348)	39%	(320)	11%	(94)	8%	(63)	825
4-Region: West	32%	(167)	41%	(214)	15%	(78)	12%	(62)	520
Sports fan	37%	(515)	43%	(602)	12%	(173)	7%	(100)	1391
Traveled outside of U.S. in past year 1+ times	35%	(152)	44%	(192)	15%	(67)	6%	(25)	436
Frequent Flyer	32%	(79)	47%	(119)	14%	(36)	7%	(17)	251

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
Adults	49%	(1068)	37%	(809)	8%	(177)	7%	(148)	2201
Gender: Male	44%	(465)	37%	(397)	10%	(109)	9%	(91)	1062
Gender: Female	53%	(603)	36%	(411)	6%	(68)	5%	(57)	1139
Age: 18-34	49%	(321)	34%	(221)	11%	(69)	7%	(44)	655
Age: 35-44	49%	(174)	37%	(132)	7%	(25)	8%	(27)	358
Age: 45-64	44%	(328)	41%	(308)	8%	(60)	7%	(55)	751
Age: 65+	56%	(245)	34%	(148)	5%	(22)	5%	(21)	436
GenZers: 1997-2012	51%	(147)	35%	(99)	10%	(29)	4%	(11)	287
Millennials: 1981-1996	47%	(253)	34%	(183)	10%	(53)	9%	(47)	536
GenXers: 1965-1980	46%	(252)	40%	(216)	6%	(33)	8%	(42)	543
Baby Boomers: 1946-1964	49%	(373)	38%	(289)	8%	(62)	6%	(45)	769
PID: Dem (no lean)	51%	(422)	36%	(294)	7%	(57)	6%	(47)	820
PID: Ind (no lean)	44%	(302)	36%	(251)	10%	(67)	10%	(67)	688
PID: Rep (no lean)	50%	(343)	38%	(263)	8%	(52)	5%	(34)	693
PID/Gender: Dem Men	42%	(140)	41%	(136)	9%	(31)	8%	(28)	336
PID/Gender: Dem Women	58%	(282)	33%	(158)	5%	(26)	4%	(19)	484
PID/Gender: Ind Men	41%	(143)	37%	(128)	11%	(38)	12%	(40)	349
PID/Gender: Ind Women	47%	(160)	36%	(122)	9%	(30)	8%	(27)	338
PID/Gender: Rep Men	48%	(182)	35%	(132)	11%	(40)	6%	(22)	377
PID/Gender: Rep Women	51%	(161)	41%	(131)	4%	(12)	4%	(12)	316
Ideo: Liberal (1-3)	53%	(341)	34%	(217)	7%	(47)	5%	(34)	639
Ideo: Moderate (4)	45%	(273)	40%	(241)	8%	(50)	7%	(39)	604
Ideo: Conservative (5-7)	49%	(364)	38%	(281)	8%	(58)	6%	(41)	743
Educ: < College	50%	(754)	35%	(531)	8%	(122)	7%	(106)	1513
Educ: Bachelors degree	45%	(199)	41%	(180)	9%	(38)	6%	(26)	444
Educ: Post-grad	47%	(115)	40%	(98)	7%	(17)	6%	(15)	244
Income: Under 50k	48%	(552)	34%	(396)	9%	(104)	9%	(99)	1151
Income: 50k-100k	51%	(363)	38%	(275)	7%	(47)	4%	(31)	716
Income: 100k+	46%	(153)	41%	(137)	8%	(26)	5%	(17)	334
Ethnicity: White	47%	(809)	39%	(667)	8%	(133)	7%	(113)	1723

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
Adults	49%	(1068)	37%	(809)	8%	(177)	7%	(148)	2201
Ethnicity: Hispanic	51%	(180)	33%	(114)	10%	(36)	5%	(19)	350
Ethnicity: Afr. Am.	57%	(156)	28%	(76)	10%	(29)	5%	(13)	274
Ethnicity: Other	50%	(102)	32%	(65)	7%	(15)	11%	(21)	204
All Christian	51%	(536)	37%	(384)	6%	(67)	5%	(56)	1044
All Non-Christian	50%	(55)	34%	(37)	11%	(12)	6%	(7)	111
Atheist	35%	(37)	43%	(46)	13%	(14)	9%	(10)	106
Agnostic/Nothing in particular	47%	(439)	36%	(342)	9%	(84)	8%	(75)	940
Religious Non-Protestant/Catholic	48%	(70)	37%	(54)	10%	(15)	5%	(7)	146
Evangelical	52%	(299)	37%	(210)	6%	(35)	5%	(26)	570
Non-Evangelical	51%	(411)	35%	(280)	7%	(56)	7%	(53)	799
Community: Urban	48%	(281)	34%	(198)	10%	(58)	8%	(44)	581
Community: Suburban	48%	(524)	39%	(429)	7%	(72)	6%	(66)	1092
Community: Rural	50%	(263)	34%	(182)	9%	(47)	7%	(37)	528
Employ: Private Sector	44%	(298)	42%	(281)	10%	(67)	5%	(31)	677
Employ: Government	48%	(48)	35%	(35)	9%	(9)	9%	(9)	102
Employ: Self-Employed	53%	(81)	31%	(47)	9%	(14)	7%	(11)	152
Employ: Homemaker	47%	(75)	41%	(66)	8%	(13)	4%	(6)	161
Employ: Retired	50%	(251)	38%	(191)	5%	(24)	7%	(35)	500
Employ: Unemployed	52%	(150)	34%	(98)	7%	(21)	7%	(21)	290
Employ: Other	47%	(74)	25%	(39)	12%	(19)	17%	(26)	159
Military HH: Yes	48%	(159)	39%	(131)	9%	(29)	4%	(13)	332
Military HH: No	49%	(908)	36%	(678)	8%	(148)	7%	(135)	1869
RD/WT: Right Direction	47%	(365)	39%	(304)	7%	(54)	7%	(51)	774
RD/WT: Wrong Track	49%	(703)	35%	(504)	9%	(123)	7%	(97)	1427
Trump Job Approve	48%	(441)	40%	(370)	7%	(60)	6%	(55)	927
Trump Job Disapprove	50%	(588)	35%	(404)	9%	(106)	6%	(69)	1167

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
Adults	49%	(1068)	37%	(809)	8%	(177)	7%	(148)	2201
Trump Job Strongly Approve	52%	(269)	36%	(186)	6%	(30)	6%	(31)	516
Trump Job Somewhat Approve	42%	(172)	45%	(184)	7%	(30)	6%	(25)	410
Trump Job Somewhat Disapprove	40%	(105)	43%	(114)	11%	(29)	6%	(16)	264
Trump Job Strongly Disapprove	54%	(483)	32%	(289)	9%	(77)	6%	(53)	902
Favorable of Trump	49%	(441)	39%	(353)	7%	(63)	6%	(52)	909
Unfavorable of Trump	50%	(588)	36%	(417)	9%	(102)	6%	(65)	1172
Very Favorable of Trump	54%	(277)	36%	(183)	6%	(29)	5%	(26)	515
Somewhat Favorable of Trump	42%	(165)	43%	(170)	9%	(34)	7%	(26)	394
Somewhat Unfavorable of Trump	43%	(86)	41%	(81)	9%	(17)	7%	(14)	199
Very Unfavorable of Trump	52%	(502)	34%	(336)	9%	(85)	5%	(51)	973
#1 Issue: Economy	49%	(372)	38%	(291)	7%	(52)	5%	(41)	755
#1 Issue: Security	41%	(97)	41%	(97)	7%	(17)	11%	(27)	238
#1 Issue: Health Care	49%	(231)	38%	(177)	8%	(37)	5%	(23)	468
#1 Issue: Medicare / Social Security	51%	(157)	35%	(108)	7%	(21)	7%	(22)	307
#1 Issue: Women's Issues	61%	(69)	28%	(32)	4%	(5)	7%	(8)	114
#1 Issue: Education	40%	(52)	35%	(45)	16%	(21)	9%	(11)	129
#1 Issue: Energy	49%	(32)	31%	(21)	19%	(13)	1%	(1)	67
#1 Issue: Other	47%	(58)	31%	(38)	10%	(12)	12%	(14)	122
2018 House Vote: Democrat	52%	(379)	36%	(263)	8%	(57)	5%	(34)	733
2018 House Vote: Republican	48%	(312)	40%	(264)	7%	(49)	5%	(30)	654
2018 House Vote: Someone else	44%	(32)	43%	(30)	5%	(3)	9%	(6)	71
2016 Vote: Hillary Clinton	52%	(346)	36%	(238)	7%	(47)	5%	(33)	664
2016 Vote: Donald Trump	50%	(358)	37%	(269)	7%	(49)	6%	(42)	718
2016 Vote: Other	35%	(53)	52%	(79)	8%	(12)	4%	(6)	150
2016 Vote: Didn't Vote	47%	(310)	33%	(222)	10%	(68)	10%	(66)	666
Voted in 2014: Yes	50%	(642)	39%	(501)	7%	(86)	5%	(64)	1293
Voted in 2014: No	47%	(426)	34%	(308)	10%	(91)	9%	(83)	908

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
Adults	49%	(1068)	37%	(809)	8%	(177)	7%	(148)	2201
2012 Vote: Barack Obama	51%	(410)	36%	(292)	8%	(60)	5%	(38)	800
2012 Vote: Mitt Romney	45%	(238)	41%	(218)	6%	(34)	7%	(39)	529
2012 Vote: Other	47%	(39)	44%	(37)	5%	(4)	4%	(3)	83
2012 Vote: Didn't Vote	48%	(379)	33%	(259)	10%	(79)	9%	(67)	785
4-Region: Northeast	48%	(188)	36%	(140)	9%	(37)	7%	(28)	394
4-Region: Midwest	48%	(220)	36%	(167)	12%	(58)	4%	(17)	462
4-Region: South	50%	(413)	38%	(311)	6%	(51)	6%	(50)	825
4-Region: West	47%	(246)	37%	(191)	6%	(30)	10%	(53)	520
Sports fan	49%	(681)	38%	(523)	8%	(110)	5%	(76)	1391
Traveled outside of U.S. in past year 1+ times	47%	(203)	41%	(178)	7%	(30)	6%	(25)	436
Frequent Flyer	45%	(114)	39%	(98)	9%	(23)	6%	(16)	251

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
Adults	43%	(949)	40%	(872)	10%	(216)	7%	(164)	2201
Gender: Male	41%	(440)	39%	(413)	11%	(112)	9%	(98)	1062
Gender: Female	45%	(509)	40%	(459)	9%	(104)	6%	(67)	1139
Age: 18-34	44%	(286)	36%	(233)	12%	(81)	8%	(55)	655
Age: 35-44	41%	(148)	42%	(150)	9%	(33)	7%	(26)	358
Age: 45-64	39%	(291)	44%	(328)	10%	(72)	8%	(61)	751
Age: 65+	52%	(225)	37%	(160)	7%	(29)	5%	(22)	436
GenZers: 1997-2012	46%	(132)	35%	(102)	12%	(36)	6%	(18)	287
Millennials: 1981-1996	40%	(217)	39%	(207)	11%	(61)	10%	(51)	536
GenXers: 1965-1980	40%	(217)	43%	(231)	10%	(54)	8%	(42)	543
Baby Boomers: 1946-1964	45%	(342)	41%	(313)	8%	(61)	7%	(51)	769
PID: Dem (no lean)	44%	(359)	40%	(325)	10%	(86)	6%	(49)	820
PID: Ind (no lean)	39%	(271)	39%	(268)	11%	(73)	11%	(76)	688
PID: Rep (no lean)	46%	(319)	40%	(278)	8%	(57)	6%	(39)	693
PID/Gender: Dem Men	41%	(138)	40%	(134)	11%	(38)	8%	(26)	336
PID/Gender: Dem Women	46%	(222)	40%	(192)	10%	(47)	5%	(24)	484
PID/Gender: Ind Men	35%	(123)	39%	(137)	12%	(41)	14%	(47)	349
PID/Gender: Ind Women	44%	(148)	39%	(131)	9%	(31)	8%	(29)	338
PID/Gender: Rep Men	47%	(179)	38%	(142)	8%	(32)	6%	(25)	377
PID/Gender: Rep Women	44%	(140)	43%	(136)	8%	(25)	5%	(14)	316
Ideo: Liberal (1-3)	43%	(277)	38%	(244)	12%	(78)	6%	(41)	639
Ideo: Moderate (4)	40%	(242)	45%	(271)	7%	(45)	8%	(46)	604
Ideo: Conservative (5-7)	46%	(345)	39%	(291)	9%	(67)	5%	(40)	743
Educ: < College	46%	(690)	37%	(553)	10%	(152)	8%	(118)	1513
Educ: Bachelors degree	38%	(170)	46%	(203)	10%	(43)	6%	(27)	444
Educ: Post-grad	37%	(90)	47%	(115)	8%	(20)	8%	(19)	244
Income: Under 50k	44%	(510)	36%	(416)	10%	(120)	9%	(106)	1151
Income: 50k-100k	43%	(310)	43%	(310)	9%	(62)	5%	(35)	716
Income: 100k+	39%	(130)	44%	(146)	10%	(34)	7%	(23)	334
Ethnicity: White	40%	(696)	43%	(737)	10%	(167)	7%	(123)	1723

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
Adults	43%	(949)	40%	(872)	10%	(216)	7%	(164)	2201
Ethnicity: Hispanic	47%	(163)	36%	(125)	12%	(41)	6%	(20)	350
Ethnicity: Afr. Am.	59%	(161)	24%	(67)	10%	(28)	6%	(18)	274
Ethnicity: Other	45%	(92)	33%	(68)	10%	(21)	12%	(24)	204
All Christian	46%	(476)	40%	(423)	9%	(92)	5%	(53)	1044
All Non-Christian	47%	(52)	39%	(43)	9%	(10)	5%	(6)	111
Atheist	31%	(33)	45%	(48)	14%	(15)	11%	(12)	106
Agnostic/Nothing in particular	41%	(389)	38%	(359)	11%	(99)	10%	(94)	940
Religious Non-Protestant/Catholic	43%	(62)	40%	(59)	13%	(19)	5%	(7)	146
Evangelical	48%	(275)	39%	(222)	8%	(43)	5%	(31)	570
Non-Evangelical	44%	(348)	40%	(323)	9%	(76)	7%	(53)	799
Community: Urban	43%	(250)	35%	(206)	12%	(71)	9%	(54)	581
Community: Suburban	43%	(466)	43%	(464)	9%	(95)	6%	(66)	1092
Community: Rural	44%	(233)	38%	(201)	9%	(50)	8%	(44)	528
Employ: Private Sector	38%	(254)	46%	(310)	11%	(75)	6%	(38)	677
Employ: Government	40%	(41)	42%	(43)	10%	(10)	8%	(8)	102
Employ: Self-Employed	48%	(73)	34%	(51)	14%	(21)	4%	(7)	152
Employ: Homemaker	47%	(75)	39%	(63)	8%	(12)	6%	(10)	161
Employ: Retired	48%	(238)	37%	(185)	8%	(39)	8%	(38)	500
Employ: Unemployed	48%	(140)	38%	(110)	7%	(19)	7%	(21)	290
Employ: Other	39%	(61)	26%	(42)	16%	(25)	19%	(30)	159
Military HH: Yes	50%	(167)	36%	(118)	8%	(27)	6%	(19)	332
Military HH: No	42%	(782)	40%	(754)	10%	(188)	8%	(145)	1869
RD/WT: Right Direction	44%	(343)	42%	(324)	7%	(56)	7%	(52)	774
RD/WT: Wrong Track	42%	(606)	38%	(548)	11%	(160)	8%	(112)	1427
Trump Job Approve	43%	(394)	43%	(398)	8%	(73)	7%	(61)	927
Trump Job Disapprove	43%	(507)	38%	(446)	12%	(136)	7%	(78)	1167

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
Adults	43%	(949)	40%	(872)	10%	(216)	7%	(164)	2201
Trump Job Strongly Approve	46%	(238)	40%	(204)	7%	(38)	7%	(36)	516
Trump Job Somewhat Approve	38%	(156)	47%	(194)	9%	(35)	6%	(25)	410
Trump Job Somewhat Disapprove	38%	(100)	44%	(115)	13%	(33)	6%	(16)	264
Trump Job Strongly Disapprove	45%	(407)	37%	(330)	11%	(103)	7%	(62)	902
Favorable of Trump	44%	(398)	42%	(379)	8%	(72)	7%	(60)	909
Unfavorable of Trump	44%	(512)	38%	(451)	12%	(135)	6%	(74)	1172
Very Favorable of Trump	47%	(243)	40%	(205)	6%	(32)	7%	(35)	515
Somewhat Favorable of Trump	39%	(155)	44%	(174)	10%	(39)	7%	(26)	394
Somewhat Unfavorable of Trump	38%	(75)	47%	(93)	7%	(14)	9%	(17)	199
Very Unfavorable of Trump	45%	(437)	37%	(357)	12%	(121)	6%	(57)	973
#1 Issue: Economy	46%	(349)	39%	(292)	10%	(72)	6%	(43)	755
#1 Issue: Security	38%	(91)	41%	(97)	9%	(22)	12%	(28)	238
#1 Issue: Health Care	41%	(194)	42%	(196)	10%	(49)	6%	(29)	468
#1 Issue: Medicare / Social Security	45%	(138)	39%	(121)	8%	(24)	8%	(25)	307
#1 Issue: Women's Issues	42%	(48)	42%	(48)	7%	(8)	9%	(10)	114
#1 Issue: Education	37%	(48)	39%	(50)	13%	(17)	11%	(14)	129
#1 Issue: Energy	42%	(28)	40%	(26)	15%	(10)	4%	(3)	67
#1 Issue: Other	44%	(54)	34%	(41)	11%	(13)	11%	(14)	122
2018 House Vote: Democrat	45%	(333)	38%	(281)	10%	(76)	6%	(42)	733
2018 House Vote: Republican	45%	(294)	41%	(270)	9%	(57)	5%	(33)	654
2018 House Vote: Someone else	41%	(29)	43%	(31)	7%	(5)	9%	(6)	71
2016 Vote: Hillary Clinton	48%	(319)	37%	(243)	9%	(61)	6%	(40)	664
2016 Vote: Donald Trump	46%	(327)	41%	(291)	8%	(58)	6%	(42)	718
2016 Vote: Other	36%	(53)	47%	(70)	12%	(17)	6%	(9)	150
2016 Vote: Didn't Vote	37%	(249)	40%	(266)	12%	(79)	11%	(72)	666
Voted in 2014: Yes	46%	(599)	40%	(512)	9%	(111)	6%	(72)	1293
Voted in 2014: No	39%	(351)	40%	(360)	12%	(105)	10%	(92)	908

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
Adults	43%	(949)	40%	(872)	10%	(216)	7%	(164)	2201
2012 Vote: Barack Obama	46%	(365)	40%	(318)	8%	(67)	6%	(50)	800
2012 Vote: Mitt Romney	43%	(228)	42%	(223)	8%	(44)	7%	(34)	529
2012 Vote: Other	42%	(35)	47%	(38)	6%	(5)	6%	(5)	83
2012 Vote: Didn't Vote	41%	(319)	37%	(291)	13%	(100)	10%	(75)	785
4-Region: Northeast	40%	(156)	41%	(163)	12%	(47)	7%	(28)	394
4-Region: Midwest	43%	(198)	42%	(194)	10%	(47)	5%	(24)	462
4-Region: South	47%	(388)	38%	(310)	8%	(67)	7%	(59)	825
4-Region: West	40%	(207)	39%	(205)	10%	(55)	10%	(53)	520
Sports fan	44%	(611)	40%	(560)	9%	(128)	7%	(92)	1391
Traveled outside of U.S. in past year 1+ times	41%	(180)	43%	(189)	9%	(41)	6%	(27)	436
Frequent Flyer	39%	(97)	43%	(109)	10%	(26)	8%	(19)	251

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
Adults	36%	(794)	36%	(803)	18%	(393)	10%	(211)	2201
Gender: Male	35%	(373)	37%	(391)	17%	(179)	11%	(119)	1062
Gender: Female	37%	(422)	36%	(412)	19%	(213)	8%	(92)	1139
Age: 18-34	39%	(257)	32%	(207)	19%	(123)	10%	(68)	655
Age: 35-44	36%	(127)	35%	(124)	21%	(74)	9%	(32)	358
Age: 45-64	31%	(236)	41%	(308)	17%	(127)	11%	(79)	751
Age: 65+	40%	(174)	37%	(163)	16%	(68)	7%	(32)	436
GenZers: 1997-2012	42%	(120)	28%	(80)	21%	(60)	10%	(27)	287
Millennials: 1981-1996	36%	(194)	34%	(184)	19%	(101)	11%	(58)	536
GenXers: 1965-1980	35%	(188)	39%	(211)	18%	(96)	9%	(48)	543
Baby Boomers: 1946-1964	34%	(260)	39%	(303)	17%	(130)	10%	(75)	769
PID: Dem (no lean)	40%	(327)	33%	(274)	18%	(151)	8%	(68)	820
PID: Ind (no lean)	30%	(209)	34%	(235)	21%	(145)	14%	(100)	688
PID: Rep (no lean)	37%	(258)	42%	(294)	14%	(97)	6%	(44)	693
PID/Gender: Dem Men	38%	(128)	33%	(110)	18%	(61)	11%	(37)	336
PID/Gender: Dem Women	41%	(200)	34%	(164)	19%	(90)	6%	(31)	484
PID/Gender: Ind Men	27%	(96)	37%	(128)	20%	(68)	17%	(58)	349
PID/Gender: Ind Women	33%	(113)	32%	(107)	23%	(77)	12%	(42)	338
PID/Gender: Rep Men	39%	(149)	41%	(153)	13%	(51)	6%	(24)	377
PID/Gender: Rep Women	34%	(109)	45%	(141)	15%	(47)	6%	(20)	316
Ideo: Liberal (1-3)	37%	(236)	31%	(196)	21%	(137)	11%	(69)	639
Ideo: Moderate (4)	35%	(211)	40%	(243)	16%	(98)	8%	(51)	604
Ideo: Conservative (5-7)	37%	(273)	40%	(298)	16%	(119)	7%	(53)	743
Educ: < College	40%	(600)	35%	(529)	16%	(235)	10%	(149)	1513
Educ: Bachelors degree	27%	(118)	41%	(181)	23%	(104)	9%	(41)	444
Educ: Post-grad	31%	(76)	38%	(93)	22%	(53)	9%	(22)	244
Income: Under 50k	37%	(429)	35%	(403)	17%	(191)	11%	(128)	1151
Income: 50k-100k	37%	(264)	37%	(268)	19%	(135)	7%	(49)	716
Income: 100k+	30%	(101)	40%	(132)	20%	(66)	10%	(34)	334
Ethnicity: White	34%	(583)	38%	(653)	19%	(320)	10%	(166)	1723

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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
Adults	36%	(794)	36%	(803)	18%	(393)	10%	(211)	2201
Ethnicity: Hispanic	43%	(149)	31%	(109)	18%	(62)	8%	(30)	350
Ethnicity: Afr. Am.	52%	(141)	29%	(80)	14%	(40)	5%	(13)	274
Ethnicity: Other	34%	(70)	34%	(69)	16%	(33)	16%	(32)	204
All Christian	37%	(385)	37%	(389)	19%	(199)	7%	(71)	1044
All Non-Christian	41%	(46)	33%	(37)	18%	(20)	7%	(8)	111
Atheist	23%	(24)	33%	(35)	23%	(25)	21%	(22)	106
Agnostic/Nothing in particular	36%	(339)	36%	(342)	16%	(149)	12%	(111)	940
Religious Non-Protestant/Catholic	37%	(54)	36%	(53)	22%	(32)	5%	(8)	146
Evangelical	42%	(238)	37%	(212)	15%	(85)	6%	(36)	570
Non-Evangelical	35%	(279)	38%	(300)	19%	(149)	9%	(72)	799
Community: Urban	41%	(239)	32%	(185)	17%	(98)	10%	(60)	581
Community: Suburban	34%	(368)	38%	(418)	19%	(206)	9%	(99)	1092
Community: Rural	35%	(187)	38%	(200)	17%	(89)	10%	(52)	528
Employ: Private Sector	33%	(227)	42%	(282)	19%	(126)	6%	(42)	677
Employ: Government	25%	(25)	36%	(36)	26%	(26)	13%	(14)	102
Employ: Self-Employed	42%	(63)	33%	(50)	19%	(28)	7%	(10)	152
Employ: Homemaker	37%	(60)	34%	(55)	23%	(37)	6%	(9)	161
Employ: Retired	36%	(178)	39%	(197)	15%	(75)	10%	(50)	500
Employ: Unemployed	41%	(120)	31%	(91)	14%	(41)	13%	(38)	290
Employ: Other	36%	(57)	27%	(43)	17%	(26)	20%	(32)	159
Military HH: Yes	38%	(126)	39%	(129)	15%	(51)	8%	(27)	332
Military HH: No	36%	(669)	36%	(674)	18%	(342)	10%	(184)	1869
RD/WT: Right Direction	39%	(303)	41%	(317)	12%	(92)	8%	(62)	774
RD/WT: Wrong Track	34%	(491)	34%	(486)	21%	(301)	10%	(149)	1427
Trump Job Approve	36%	(332)	41%	(383)	15%	(138)	8%	(73)	927
Trump Job Disapprove	36%	(425)	33%	(389)	21%	(243)	9%	(110)	1167

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
Adults	36%	(794)	36%	(803)	18%	(393)	10%	(211)	2201
Trump Job Strongly Approve	41%	(210)	39%	(204)	12%	(64)	7%	(38)	516
Trump Job Somewhat Approve	30%	(122)	44%	(179)	18%	(75)	8%	(35)	410
Trump Job Somewhat Disapprove	32%	(85)	38%	(100)	21%	(54)	9%	(25)	264
Trump Job Strongly Disapprove	38%	(340)	32%	(288)	21%	(189)	9%	(85)	902
Favorable of Trump	37%	(333)	40%	(368)	15%	(137)	8%	(71)	909
Unfavorable of Trump	36%	(421)	34%	(398)	21%	(241)	10%	(112)	1172
Very Favorable of Trump	42%	(218)	38%	(198)	13%	(66)	6%	(33)	515
Somewhat Favorable of Trump	29%	(115)	43%	(170)	18%	(71)	10%	(38)	394
Somewhat Unfavorable of Trump	33%	(65)	36%	(72)	20%	(39)	11%	(23)	199
Very Unfavorable of Trump	37%	(356)	34%	(326)	21%	(202)	9%	(89)	973
#1 Issue: Economy	36%	(275)	37%	(283)	18%	(134)	8%	(63)	755
#1 Issue: Security	32%	(77)	39%	(92)	15%	(36)	14%	(32)	238
#1 Issue: Health Care	36%	(169)	33%	(152)	23%	(109)	8%	(38)	468
#1 Issue: Medicare / Social Security	39%	(121)	40%	(124)	12%	(36)	9%	(27)	307
#1 Issue: Women's Issues	38%	(44)	34%	(39)	15%	(17)	13%	(15)	114
#1 Issue: Education	34%	(43)	37%	(47)	20%	(26)	10%	(12)	129
#1 Issue: Energy	31%	(21)	37%	(25)	24%	(16)	8%	(5)	67
#1 Issue: Other	36%	(44)	33%	(40)	16%	(19)	15%	(19)	122
2018 House Vote: Democrat	38%	(278)	35%	(259)	18%	(133)	9%	(62)	733
2018 House Vote: Republican	36%	(234)	41%	(269)	16%	(107)	7%	(44)	654
2018 House Vote: Someone else	28%	(20)	33%	(24)	27%	(19)	12%	(8)	71
2016 Vote: Hillary Clinton	39%	(261)	35%	(230)	17%	(112)	9%	(62)	664
2016 Vote: Donald Trump	36%	(260)	42%	(300)	15%	(109)	7%	(49)	718
2016 Vote: Other	20%	(30)	39%	(58)	30%	(46)	10%	(16)	150
2016 Vote: Didn't Vote	36%	(242)	32%	(215)	19%	(125)	13%	(85)	666
Voted in 2014: Yes	36%	(471)	38%	(496)	17%	(224)	8%	(102)	1293
Voted in 2014: No	36%	(323)	34%	(307)	19%	(168)	12%	(110)	908

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
Adults	36%	(794)	36%	(803)	18%	(393)	10%	(211)	2201
2012 Vote: Barack Obama	38%	(302)	37%	(295)	17%	(136)	8%	(67)	800
2012 Vote: Mitt Romney	33%	(177)	40%	(212)	18%	(96)	8%	(44)	529
2012 Vote: Other	23%	(19)	50%	(41)	19%	(16)	8%	(7)	83
2012 Vote: Didn't Vote	38%	(295)	32%	(253)	18%	(144)	12%	(93)	785
4-Region: Northeast	35%	(136)	34%	(135)	23%	(89)	9%	(34)	394
4-Region: Midwest	34%	(157)	39%	(182)	21%	(95)	6%	(28)	462
4-Region: South	41%	(335)	37%	(309)	13%	(111)	8%	(70)	825
4-Region: West	32%	(165)	34%	(178)	19%	(98)	15%	(80)	520
Sports fan	37%	(514)	38%	(529)	17%	(235)	8%	(112)	1391
Traveled outside of U.S. in past year 1+ times	35%	(152)	40%	(176)	17%	(74)	8%	(33)	436
Frequent Flyer	32%	(80)	38%	(95)	21%	(52)	9%	(24)	251

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
Adults	58%	(1285)	30%	(650)	6%	(127)	6%	(139)	2201
Gender: Male	53%	(567)	31%	(334)	7%	(74)	8%	(87)	1062
Gender: Female	63%	(717)	28%	(316)	5%	(53)	5%	(52)	1139
Age: 18-34	56%	(365)	27%	(178)	9%	(61)	8%	(52)	655
Age: 35-44	55%	(197)	30%	(108)	7%	(27)	7%	(26)	358
Age: 45-64	56%	(420)	34%	(257)	4%	(29)	6%	(45)	751
Age: 65+	69%	(303)	24%	(107)	2%	(10)	4%	(17)	436
GenZers: 1997-2012	63%	(181)	22%	(64)	8%	(22)	7%	(19)	287
Millennials: 1981-1996	51%	(275)	30%	(162)	9%	(51)	9%	(49)	536
GenXers: 1965-1980	57%	(308)	31%	(170)	6%	(31)	6%	(34)	543
Baby Boomers: 1946-1964	61%	(470)	31%	(241)	3%	(23)	5%	(35)	769
PID: Dem (no lean)	61%	(497)	29%	(238)	6%	(46)	5%	(40)	820
PID: Ind (no lean)	55%	(375)	30%	(208)	6%	(43)	9%	(61)	688
PID: Rep (no lean)	60%	(413)	29%	(204)	5%	(38)	6%	(38)	693
PID/Gender: Dem Men	53%	(179)	34%	(113)	6%	(20)	7%	(24)	336
PID/Gender: Dem Women	66%	(318)	26%	(124)	5%	(25)	3%	(16)	484
PID/Gender: Ind Men	50%	(174)	33%	(117)	7%	(24)	10%	(35)	349
PID/Gender: Ind Women	60%	(201)	27%	(91)	6%	(19)	8%	(26)	338
PID/Gender: Rep Men	57%	(215)	28%	(104)	8%	(30)	7%	(28)	377
PID/Gender: Rep Women	63%	(198)	32%	(101)	2%	(8)	3%	(10)	316
Ideo: Liberal (1-3)	63%	(401)	26%	(168)	6%	(41)	5%	(29)	639
Ideo: Moderate (4)	57%	(341)	33%	(199)	4%	(27)	6%	(37)	604
Ideo: Conservative (5-7)	60%	(443)	30%	(224)	5%	(37)	5%	(39)	743
Educ: < College	59%	(895)	29%	(437)	5%	(74)	7%	(107)	1513
Educ: Bachelors degree	57%	(252)	30%	(135)	9%	(39)	4%	(19)	444
Educ: Post-grad	57%	(139)	32%	(78)	6%	(14)	5%	(12)	244
Income: Under 50k	58%	(666)	29%	(330)	6%	(65)	8%	(89)	1151
Income: 50k-100k	59%	(419)	31%	(225)	5%	(39)	5%	(33)	716
Income: 100k+	60%	(199)	28%	(95)	7%	(22)	5%	(17)	334
Ethnicity: White	57%	(990)	31%	(537)	6%	(96)	6%	(100)	1723

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
Adults	58%	(1285)	30%	(650)	6%	(127)	6%	(139)	2201
Ethnicity: Hispanic	61%	(212)	27%	(93)	7%	(26)	5%	(18)	350
Ethnicity: Afr. Am.	65%	(177)	21%	(58)	8%	(23)	6%	(16)	274
Ethnicity: Other	58%	(118)	27%	(55)	4%	(8)	12%	(24)	204
All Christian	61%	(641)	29%	(307)	4%	(43)	5%	(52)	1044
All Non-Christian	55%	(61)	36%	(40)	6%	(7)	3%	(3)	111
Atheist	56%	(59)	27%	(28)	8%	(9)	9%	(10)	106
Agnostic/Nothing in particular	56%	(523)	29%	(276)	7%	(67)	8%	(74)	940
Religious Non-Protestant/Catholic	54%	(79)	37%	(54)	6%	(9)	3%	(4)	146
Evangelical	61%	(349)	31%	(174)	4%	(25)	4%	(23)	570
Non-Evangelical	61%	(491)	27%	(216)	5%	(39)	7%	(53)	799
Community: Urban	56%	(325)	29%	(170)	8%	(44)	7%	(41)	581
Community: Suburban	60%	(651)	30%	(323)	5%	(54)	6%	(63)	1092
Community: Rural	58%	(308)	30%	(157)	5%	(28)	7%	(35)	528
Employ: Private Sector	55%	(369)	33%	(223)	8%	(54)	5%	(31)	677
Employ: Government	57%	(58)	29%	(29)	7%	(8)	7%	(7)	102
Employ: Self-Employed	56%	(86)	30%	(46)	9%	(14)	5%	(7)	152
Employ: Homemaker	58%	(93)	32%	(51)	6%	(10)	4%	(6)	161
Employ: Retired	64%	(320)	27%	(134)	3%	(13)	7%	(33)	500
Employ: Unemployed	61%	(176)	30%	(87)	3%	(8)	6%	(19)	290
Employ: Other	51%	(80)	26%	(42)	7%	(12)	16%	(25)	159
Military HH: Yes	64%	(214)	26%	(86)	5%	(18)	4%	(15)	332
Military HH: No	57%	(1071)	30%	(565)	6%	(109)	7%	(125)	1869
RD/WT: Right Direction	56%	(431)	33%	(254)	5%	(38)	7%	(51)	774
RD/WT: Wrong Track	60%	(853)	28%	(397)	6%	(89)	6%	(88)	1427
Trump Job Approve	58%	(534)	31%	(287)	5%	(47)	6%	(59)	927
Trump Job Disapprove	60%	(701)	29%	(342)	6%	(68)	5%	(56)	1167

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
Adults	58%	(1285)	30%	(650)	6%	(127)	6%	(139)	2201
Trump Job Strongly Approve	61%	(313)	28%	(143)	6%	(28)	6%	(31)	516
Trump Job Somewhat Approve	54%	(221)	35%	(143)	5%	(19)	7%	(27)	410
Trump Job Somewhat Disapprove	51%	(136)	41%	(107)	5%	(13)	3%	(8)	264
Trump Job Strongly Disapprove	63%	(566)	26%	(235)	6%	(54)	5%	(48)	902
Favorable of Trump	59%	(536)	30%	(272)	5%	(47)	6%	(55)	909
Unfavorable of Trump	60%	(705)	29%	(344)	6%	(68)	5%	(55)	1172
Very Favorable of Trump	62%	(320)	28%	(142)	5%	(24)	5%	(28)	515
Somewhat Favorable of Trump	55%	(215)	33%	(130)	6%	(22)	7%	(27)	394
Somewhat Unfavorable of Trump	55%	(110)	37%	(73)	3%	(6)	5%	(10)	199
Very Unfavorable of Trump	61%	(595)	28%	(270)	6%	(62)	5%	(45)	973
#1 Issue: Economy	59%	(446)	30%	(229)	6%	(44)	5%	(36)	755
#1 Issue: Security	51%	(121)	32%	(77)	6%	(14)	11%	(25)	238
#1 Issue: Health Care	60%	(279)	31%	(143)	5%	(23)	5%	(23)	468
#1 Issue: Medicare / Social Security	63%	(194)	30%	(91)	2%	(5)	6%	(18)	307
#1 Issue: Women's Issues	67%	(76)	22%	(25)	3%	(4)	8%	(9)	114
#1 Issue: Education	46%	(59)	29%	(37)	14%	(18)	11%	(14)	129
#1 Issue: Energy	55%	(36)	25%	(17)	18%	(12)	2%	(1)	67
#1 Issue: Other	60%	(74)	25%	(31)	5%	(6)	10%	(12)	122
2018 House Vote: Democrat	62%	(456)	29%	(216)	4%	(32)	4%	(29)	733
2018 House Vote: Republican	58%	(380)	33%	(218)	4%	(29)	4%	(28)	654
2018 House Vote: Someone else	61%	(43)	26%	(19)	4%	(3)	9%	(7)	71
2016 Vote: Hillary Clinton	63%	(417)	30%	(199)	3%	(23)	4%	(26)	664
2016 Vote: Donald Trump	60%	(429)	30%	(217)	5%	(33)	5%	(39)	718
2016 Vote: Other	53%	(79)	37%	(56)	5%	(7)	5%	(7)	150
2016 Vote: Didn't Vote	54%	(358)	27%	(179)	9%	(63)	10%	(66)	666
Voted in 2014: Yes	62%	(796)	30%	(389)	4%	(52)	4%	(56)	1293
Voted in 2014: No	54%	(489)	29%	(261)	8%	(75)	9%	(83)	908

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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
Adults	58%	(1285)	30%	(650)	6%	(127)	6%	(139)	2201
2012 Vote: Barack Obama	62%	(496)	29%	(232)	5%	(37)	4%	(36)	800
2012 Vote: Mitt Romney	57%	(303)	33%	(174)	4%	(20)	6%	(31)	529
2012 Vote: Other	59%	(48)	32%	(26)	5%	(4)	5%	(4)	83
2012 Vote: Didn't Vote	55%	(434)	28%	(218)	8%	(66)	9%	(68)	785
4-Region: Northeast	57%	(224)	29%	(112)	9%	(37)	5%	(20)	394
4-Region: Midwest	59%	(272)	29%	(136)	7%	(33)	5%	(22)	462
4-Region: South	61%	(503)	28%	(234)	5%	(37)	6%	(50)	825
4-Region: West	55%	(286)	32%	(168)	4%	(19)	9%	(47)	520
Sports fan	58%	(806)	31%	(426)	6%	(79)	6%	(79)	1391
Traveled outside of U.S. in past year 1+ times	55%	(240)	33%	(144)	6%	(28)	5%	(24)	436
Frequent Flyer	55%	(138)	32%	(80)	7%	(18)	6%	(15)	251

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
Adults	42%	(934)	40%	(878)	10%	(224)	7%	(164)	2201
Gender: Male	43%	(455)	38%	(402)	10%	(108)	9%	(97)	1062
Gender: Female	42%	(479)	42%	(476)	10%	(116)	6%	(67)	1139
Age: 18-34	46%	(304)	33%	(216)	12%	(76)	9%	(59)	655
Age: 35-44	38%	(138)	41%	(148)	13%	(45)	8%	(27)	358
Age: 45-64	38%	(284)	45%	(341)	10%	(72)	7%	(54)	751
Age: 65+	48%	(209)	40%	(173)	7%	(31)	5%	(24)	436
GenZers: 1997-2012	52%	(148)	27%	(78)	14%	(42)	7%	(19)	287
Millennials: 1981-1996	40%	(214)	40%	(215)	10%	(52)	10%	(55)	536
GenXers: 1965-1980	39%	(210)	43%	(232)	11%	(62)	7%	(39)	543
Baby Boomers: 1946-1964	42%	(322)	43%	(333)	8%	(65)	6%	(48)	769
PID: Dem (no lean)	46%	(378)	39%	(316)	9%	(75)	6%	(51)	820
PID: Ind (no lean)	39%	(268)	38%	(260)	12%	(84)	11%	(75)	688
PID: Rep (no lean)	42%	(288)	44%	(302)	9%	(65)	6%	(38)	693
PID/Gender: Dem Men	48%	(161)	36%	(120)	9%	(29)	8%	(25)	336
PID/Gender: Dem Women	45%	(217)	40%	(196)	9%	(46)	5%	(26)	484
PID/Gender: Ind Men	39%	(135)	37%	(130)	11%	(38)	13%	(46)	349
PID/Gender: Ind Women	39%	(134)	38%	(130)	14%	(46)	8%	(29)	338
PID/Gender: Rep Men	42%	(159)	40%	(152)	11%	(41)	7%	(26)	377
PID/Gender: Rep Women	41%	(129)	48%	(150)	8%	(24)	4%	(13)	316
Ideo: Liberal (1-3)	48%	(308)	36%	(228)	10%	(61)	7%	(42)	639
Ideo: Moderate (4)	38%	(226)	46%	(276)	9%	(57)	7%	(44)	604
Ideo: Conservative (5-7)	43%	(320)	41%	(301)	11%	(84)	5%	(38)	743
Educ: < College	43%	(653)	39%	(583)	10%	(148)	8%	(128)	1513
Educ: Bachelors degree	41%	(183)	42%	(187)	12%	(52)	5%	(21)	444
Educ: Post-grad	40%	(98)	44%	(108)	10%	(24)	6%	(15)	244
Income: Under 50k	42%	(483)	38%	(443)	10%	(115)	10%	(110)	1151
Income: 50k-100k	42%	(300)	42%	(302)	11%	(81)	5%	(35)	716
Income: 100k+	45%	(152)	40%	(134)	9%	(28)	6%	(20)	334
Ethnicity: White	40%	(689)	43%	(738)	10%	(173)	7%	(123)	1723

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
Adults	42%	(934)	40%	(878)	10%	(224)	7%	(164)	2201
Ethnicity: Hispanic	45%	(157)	38%	(134)	9%	(31)	8%	(27)	350
Ethnicity: Afr. Am.	54%	(149)	28%	(78)	12%	(34)	5%	(13)	274
Ethnicity: Other	47%	(97)	31%	(62)	8%	(17)	14%	(28)	204
All Christian	45%	(470)	40%	(415)	10%	(106)	5%	(53)	1044
All Non-Christian	50%	(55)	37%	(41)	8%	(9)	5%	(6)	111
Atheist	40%	(43)	32%	(34)	15%	(16)	13%	(14)	106
Agnostic/Nothing in particular	39%	(367)	41%	(389)	10%	(93)	10%	(91)	940
Religious Non-Protestant/Catholic	45%	(65)	39%	(57)	11%	(17)	5%	(8)	146
Evangelical	43%	(246)	43%	(246)	9%	(52)	5%	(26)	570
Non-Evangelical	43%	(348)	40%	(317)	10%	(77)	7%	(57)	799
Community: Urban	43%	(249)	37%	(217)	11%	(62)	9%	(54)	581
Community: Suburban	43%	(471)	41%	(450)	9%	(103)	6%	(68)	1092
Community: Rural	41%	(214)	40%	(212)	11%	(60)	8%	(43)	528
Employ: Private Sector	38%	(258)	44%	(300)	12%	(83)	5%	(36)	677
Employ: Government	39%	(39)	45%	(46)	7%	(7)	9%	(9)	102
Employ: Self-Employed	44%	(67)	40%	(61)	9%	(14)	7%	(10)	152
Employ: Homemaker	44%	(71)	40%	(65)	11%	(18)	4%	(7)	161
Employ: Retired	43%	(215)	42%	(208)	8%	(42)	7%	(35)	500
Employ: Unemployed	49%	(142)	35%	(103)	9%	(26)	6%	(19)	290
Employ: Other	38%	(60)	33%	(52)	7%	(12)	22%	(35)	159
Military HH: Yes	46%	(153)	40%	(132)	10%	(35)	4%	(13)	332
Military HH: No	42%	(781)	40%	(747)	10%	(190)	8%	(152)	1869
RD/WT: Right Direction	41%	(319)	43%	(332)	9%	(67)	7%	(56)	774
RD/WT: Wrong Track	43%	(615)	38%	(546)	11%	(157)	8%	(109)	1427
Trump Job Approve	40%	(369)	44%	(407)	10%	(90)	7%	(60)	927
Trump Job Disapprove	45%	(529)	38%	(441)	10%	(119)	7%	(78)	1167

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
Adults	42%	(934)	40%	(878)	10%	(224)	7%	(164)	2201
Trump Job Strongly Approve	43%	(223)	41%	(210)	9%	(46)	7%	(37)	516
Trump Job Somewhat Approve	35%	(145)	48%	(198)	11%	(44)	6%	(23)	410
Trump Job Somewhat Disapprove	36%	(95)	48%	(127)	12%	(31)	5%	(13)	264
Trump Job Strongly Disapprove	48%	(435)	35%	(314)	10%	(88)	7%	(65)	902
Favorable of Trump	41%	(375)	42%	(383)	10%	(94)	6%	(57)	909
Unfavorable of Trump	45%	(523)	38%	(450)	10%	(121)	7%	(78)	1172
Very Favorable of Trump	44%	(229)	41%	(211)	8%	(41)	7%	(35)	515
Somewhat Favorable of Trump	37%	(146)	44%	(172)	14%	(53)	6%	(23)	394
Somewhat Unfavorable of Trump	33%	(65)	49%	(98)	11%	(21)	7%	(15)	199
Very Unfavorable of Trump	47%	(458)	36%	(351)	10%	(100)	7%	(64)	973
#1 Issue: Economy	43%	(321)	41%	(313)	11%	(79)	5%	(41)	755
#1 Issue: Security	36%	(85)	45%	(106)	7%	(17)	12%	(29)	238
#1 Issue: Health Care	45%	(209)	40%	(185)	10%	(45)	6%	(29)	468
#1 Issue: Medicare / Social Security	42%	(130)	44%	(136)	7%	(21)	7%	(21)	307
#1 Issue: Women's Issues	42%	(48)	32%	(36)	16%	(18)	11%	(12)	114
#1 Issue: Education	44%	(56)	27%	(35)	19%	(25)	9%	(12)	129
#1 Issue: Energy	43%	(28)	38%	(25)	7%	(5)	13%	(8)	67
#1 Issue: Other	45%	(55)	34%	(41)	12%	(15)	9%	(11)	122
2018 House Vote: Democrat	45%	(330)	39%	(282)	10%	(77)	6%	(44)	733
2018 House Vote: Republican	42%	(272)	45%	(293)	9%	(61)	4%	(29)	654
2018 House Vote: Someone else	42%	(30)	46%	(33)	4%	(3)	9%	(6)	71
2016 Vote: Hillary Clinton	48%	(319)	38%	(252)	9%	(58)	5%	(35)	664
2016 Vote: Donald Trump	43%	(305)	42%	(304)	9%	(68)	6%	(41)	718
2016 Vote: Other	31%	(47)	51%	(76)	12%	(18)	6%	(9)	150
2016 Vote: Didn't Vote	39%	(263)	37%	(245)	12%	(80)	12%	(78)	666
Voted in 2014: Yes	44%	(572)	41%	(535)	9%	(119)	5%	(68)	1293
Voted in 2014: No	40%	(363)	38%	(343)	12%	(105)	11%	(97)	908

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
Adults	42%	(934)	40%	(878)	10%	(224)	7%	(164)	2201
2012 Vote: Barack Obama	46%	(365)	40%	(318)	9%	(73)	5%	(44)	800
2012 Vote: Mitt Romney	41%	(217)	42%	(223)	10%	(54)	7%	(35)	529
2012 Vote: Other	30%	(25)	57%	(48)	8%	(7)	4%	(3)	83
2012 Vote: Didn't Vote	41%	(325)	37%	(287)	12%	(91)	10%	(82)	785
4-Region: Northeast	42%	(164)	38%	(149)	13%	(50)	8%	(31)	394
4-Region: Midwest	41%	(189)	43%	(197)	11%	(51)	6%	(26)	462
4-Region: South	44%	(360)	41%	(340)	9%	(71)	7%	(54)	825
4-Region: West	42%	(221)	37%	(193)	10%	(53)	10%	(53)	520
Sports fan	43%	(599)	40%	(561)	10%	(137)	7%	(94)	1391
Traveled outside of U.S. in past year 1+ times	41%	(179)	43%	(185)	11%	(50)	5%	(22)	436
Frequent Flyer	42%	(106)	39%	(99)	12%	(31)	6%	(15)	251

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
Adults	59%	(1299)	30%	(657)	5%	(112)	6%	(133)	2201
Gender: Male	55%	(580)	31%	(331)	6%	(65)	8%	(86)	1062
Gender: Female	63%	(718)	29%	(326)	4%	(47)	4%	(47)	1139
Age: 18-34	58%	(381)	27%	(174)	8%	(50)	8%	(50)	655
Age: 35-44	54%	(193)	35%	(125)	5%	(19)	6%	(21)	358
Age: 45-64	56%	(424)	34%	(253)	4%	(31)	6%	(44)	751
Age: 65+	69%	(300)	24%	(106)	3%	(13)	4%	(18)	436
GenZers: 1997-2012	57%	(164)	28%	(81)	7%	(21)	7%	(21)	287
Millennials: 1981-1996	56%	(302)	27%	(147)	8%	(43)	8%	(43)	536
GenXers: 1965-1980	57%	(307)	34%	(186)	3%	(17)	6%	(32)	543
Baby Boomers: 1946-1964	62%	(477)	29%	(226)	4%	(30)	4%	(35)	769
PID: Dem (no lean)	63%	(516)	28%	(227)	5%	(40)	5%	(37)	820
PID: Ind (no lean)	53%	(368)	31%	(214)	6%	(43)	9%	(62)	688
PID: Rep (no lean)	60%	(415)	31%	(216)	4%	(29)	5%	(33)	693
PID/Gender: Dem Men	57%	(191)	31%	(105)	5%	(16)	7%	(24)	336
PID/Gender: Dem Women	67%	(325)	25%	(122)	5%	(24)	3%	(13)	484
PID/Gender: Ind Men	49%	(172)	32%	(111)	8%	(28)	11%	(38)	349
PID/Gender: Ind Women	58%	(195)	31%	(104)	4%	(15)	7%	(24)	338
PID/Gender: Rep Men	58%	(217)	31%	(115)	6%	(21)	6%	(24)	377
PID/Gender: Rep Women	63%	(198)	32%	(101)	2%	(8)	3%	(10)	316
Ideo: Liberal (1-3)	63%	(401)	26%	(169)	6%	(36)	5%	(33)	639
Ideo: Moderate (4)	56%	(335)	34%	(204)	4%	(26)	6%	(38)	604
Ideo: Conservative (5-7)	62%	(462)	29%	(219)	4%	(30)	4%	(32)	743
Educ: < College	60%	(901)	29%	(431)	5%	(81)	7%	(100)	1513
Educ: Bachelors degree	57%	(254)	33%	(147)	5%	(22)	5%	(21)	444
Educ: Post-grad	59%	(144)	33%	(80)	4%	(9)	5%	(12)	244
Income: Under 50k	58%	(671)	29%	(334)	5%	(59)	8%	(87)	1151
Income: 50k-100k	61%	(435)	30%	(215)	5%	(37)	4%	(29)	716
Income: 100k+	58%	(193)	32%	(108)	5%	(17)	5%	(17)	334
Ethnicity: White	58%	(1002)	32%	(544)	5%	(82)	5%	(95)	1723

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
Adults	59%	(1299)	30%	(657)	5%	(112)	6%	(133)	2201
Ethnicity: Hispanic	60%	(209)	29%	(101)	6%	(22)	5%	(17)	350
Ethnicity: Afr. Am.	68%	(188)	18%	(50)	7%	(20)	6%	(17)	274
Ethnicity: Other	53%	(109)	31%	(63)	5%	(11)	10%	(21)	204
All Christian	61%	(636)	31%	(322)	4%	(42)	4%	(44)	1044
All Non-Christian	66%	(73)	27%	(30)	4%	(4)	3%	(4)	111
Atheist	54%	(58)	32%	(34)	3%	(3)	10%	(11)	106
Agnostic/Nothing in particular	57%	(532)	29%	(272)	7%	(62)	8%	(75)	940
Religious Non-Protestant/Catholic	62%	(90)	30%	(44)	5%	(8)	3%	(4)	146
Evangelical	62%	(354)	31%	(174)	4%	(23)	3%	(18)	570
Non-Evangelical	61%	(485)	29%	(232)	5%	(37)	6%	(46)	799
Community: Urban	59%	(343)	27%	(156)	7%	(39)	7%	(43)	581
Community: Suburban	58%	(636)	32%	(351)	4%	(47)	5%	(57)	1092
Community: Rural	61%	(320)	29%	(151)	5%	(26)	6%	(32)	528
Employ: Private Sector	56%	(381)	34%	(233)	6%	(38)	4%	(24)	677
Employ: Government	61%	(62)	23%	(23)	7%	(7)	10%	(10)	102
Employ: Self-Employed	62%	(95)	28%	(42)	6%	(9)	4%	(6)	152
Employ: Homemaker	57%	(92)	34%	(55)	5%	(8)	3%	(5)	161
Employ: Retired	61%	(306)	28%	(142)	3%	(15)	7%	(36)	500
Employ: Unemployed	65%	(188)	26%	(75)	3%	(10)	6%	(17)	290
Employ: Other	52%	(83)	27%	(42)	6%	(9)	15%	(24)	159
Military HH: Yes	63%	(208)	30%	(99)	2%	(8)	5%	(16)	332
Military HH: No	58%	(1091)	30%	(558)	6%	(104)	6%	(117)	1869
RD/WT: Right Direction	57%	(440)	34%	(259)	3%	(26)	6%	(49)	774
RD/WT: Wrong Track	60%	(859)	28%	(398)	6%	(87)	6%	(84)	1427
Trump Job Approve	58%	(539)	32%	(297)	4%	(37)	6%	(54)	927
Trump Job Disapprove	61%	(715)	28%	(332)	5%	(63)	5%	(58)	1167

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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
Adults	59%	(1299)	30%	(657)	5%	(112)	6%	(133)	2201
Trump Job Strongly Approve	61%	(315)	29%	(149)	4%	(20)	6%	(33)	516
Trump Job Somewhat Approve	54%	(224)	36%	(148)	4%	(18)	5%	(21)	410
Trump Job Somewhat Disapprove	59%	(155)	34%	(90)	5%	(12)	2%	(6)	264
Trump Job Strongly Disapprove	62%	(560)	27%	(241)	6%	(50)	6%	(51)	902
Favorable of Trump	59%	(533)	31%	(285)	4%	(40)	6%	(51)	909
Unfavorable of Trump	62%	(721)	29%	(335)	5%	(62)	5%	(54)	1172
Very Favorable of Trump	65%	(333)	26%	(133)	4%	(20)	6%	(29)	515
Somewhat Favorable of Trump	51%	(200)	38%	(152)	5%	(21)	6%	(22)	394
Somewhat Unfavorable of Trump	60%	(120)	32%	(63)	3%	(6)	5%	(10)	199
Very Unfavorable of Trump	62%	(601)	28%	(272)	6%	(56)	5%	(44)	973
#1 Issue: Economy	59%	(448)	31%	(235)	5%	(36)	5%	(37)	755
#1 Issue: Security	51%	(122)	33%	(77)	5%	(12)	11%	(26)	238
#1 Issue: Health Care	63%	(293)	27%	(128)	6%	(26)	4%	(21)	468
#1 Issue: Medicare / Social Security	62%	(190)	31%	(94)	2%	(5)	6%	(17)	307
#1 Issue: Women's Issues	60%	(68)	29%	(33)	4%	(5)	7%	(8)	114
#1 Issue: Education	52%	(67)	30%	(38)	12%	(15)	7%	(9)	129
#1 Issue: Energy	56%	(37)	32%	(21)	10%	(6)	2%	(1)	67
#1 Issue: Other	60%	(73)	25%	(31)	5%	(6)	10%	(12)	122
2018 House Vote: Democrat	64%	(471)	28%	(205)	4%	(31)	4%	(26)	733
2018 House Vote: Republican	61%	(396)	32%	(208)	3%	(20)	5%	(30)	654
2018 House Vote: Someone else	59%	(42)	29%	(21)	3%	(2)	9%	(6)	71
2016 Vote: Hillary Clinton	64%	(426)	29%	(189)	4%	(26)	3%	(23)	664
2016 Vote: Donald Trump	62%	(448)	30%	(215)	3%	(21)	5%	(34)	718
2016 Vote: Other	54%	(81)	37%	(55)	4%	(6)	5%	(8)	150
2016 Vote: Didn't Vote	51%	(343)	30%	(197)	9%	(60)	10%	(67)	666
Voted in 2014: Yes	63%	(818)	30%	(384)	3%	(40)	4%	(51)	1293
Voted in 2014: No	53%	(481)	30%	(273)	8%	(72)	9%	(82)	908

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
Adults	59%	(1299)	30%	(657)	5%	(112)	6%	(133)	2201
2012 Vote: Barack Obama	62%	(499)	29%	(233)	5%	(36)	4%	(32)	800
2012 Vote: Mitt Romney	60%	(315)	32%	(171)	3%	(14)	5%	(29)	529
2012 Vote: Other	62%	(51)	30%	(25)	2%	(2)	6%	(5)	83
2012 Vote: Didn't Vote	55%	(429)	29%	(228)	8%	(60)	9%	(68)	785
4-Region: Northeast	59%	(231)	29%	(116)	6%	(25)	5%	(22)	394
4-Region: Midwest	59%	(275)	32%	(146)	6%	(29)	3%	(14)	462
4-Region: South	61%	(505)	28%	(233)	4%	(32)	7%	(55)	825
4-Region: West	55%	(288)	31%	(163)	5%	(26)	8%	(43)	520
Sports fan	59%	(824)	30%	(421)	5%	(69)	5%	(76)	1391
Traveled outside of U.S. in past year 1+ times	58%	(255)	31%	(134)	4%	(19)	7%	(29)	436
Frequent Flyer	59%	(148)	31%	(78)	5%	(12)	5%	(14)	251

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
Adults	46%	(1003)	38%	(846)	9%	(194)	7%	(159)	2201
Gender: Male	45%	(477)	37%	(392)	9%	(99)	9%	(94)	1062
Gender: Female	46%	(526)	40%	(454)	8%	(94)	6%	(65)	1139
Age: 18-34	44%	(289)	39%	(253)	9%	(60)	8%	(54)	655
Age: 35-44	47%	(169)	36%	(128)	9%	(33)	8%	(28)	358
Age: 45-64	42%	(313)	41%	(312)	9%	(70)	7%	(56)	751
Age: 65+	53%	(232)	35%	(153)	7%	(31)	5%	(20)	436
GenZers: 1997-2012	48%	(139)	38%	(109)	7%	(19)	7%	(20)	287
Millennials: 1981-1996	43%	(232)	38%	(202)	10%	(53)	9%	(48)	536
GenXers: 1965-1980	44%	(242)	38%	(209)	9%	(50)	8%	(42)	543
Baby Boomers: 1946-1964	45%	(348)	40%	(305)	9%	(69)	6%	(46)	769
PID: Dem (no lean)	47%	(385)	39%	(318)	9%	(72)	5%	(44)	820
PID: Ind (no lean)	41%	(281)	37%	(255)	11%	(73)	11%	(78)	688
PID: Rep (no lean)	48%	(336)	39%	(273)	7%	(48)	5%	(36)	693
PID/Gender: Dem Men	45%	(152)	37%	(123)	11%	(36)	8%	(26)	336
PID/Gender: Dem Women	48%	(234)	40%	(196)	8%	(37)	4%	(18)	484
PID/Gender: Ind Men	39%	(135)	38%	(131)	10%	(35)	14%	(48)	349
PID/Gender: Ind Women	43%	(146)	36%	(123)	11%	(39)	9%	(30)	338
PID/Gender: Rep Men	50%	(190)	37%	(138)	8%	(29)	5%	(20)	377
PID/Gender: Rep Women	46%	(146)	43%	(135)	6%	(19)	5%	(16)	316
Ideo: Liberal (1-3)	47%	(302)	38%	(240)	9%	(56)	6%	(41)	639
Ideo: Moderate (4)	42%	(254)	44%	(263)	8%	(51)	6%	(36)	604
Ideo: Conservative (5-7)	48%	(355)	38%	(285)	8%	(63)	5%	(41)	743
Educ: < College	47%	(706)	37%	(555)	9%	(134)	8%	(118)	1513
Educ: Bachelors degree	42%	(188)	43%	(190)	9%	(39)	6%	(27)	444
Educ: Post-grad	44%	(108)	41%	(101)	9%	(21)	6%	(14)	244
Income: Under 50k	46%	(534)	35%	(403)	10%	(113)	9%	(102)	1151
Income: 50k-100k	43%	(309)	45%	(321)	7%	(52)	5%	(34)	716
Income: 100k+	48%	(160)	37%	(122)	9%	(29)	7%	(23)	334
Ethnicity: White	43%	(736)	42%	(717)	9%	(148)	7%	(122)	1723

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
Adults	46%	(1003)	38%	(846)	9%	(194)	7%	(159)	2201
Ethnicity: Hispanic	46%	(160)	37%	(131)	10%	(33)	7%	(26)	350
Ethnicity: Afr. Am.	59%	(163)	26%	(71)	10%	(29)	4%	(12)	274
Ethnicity: Other	51%	(104)	28%	(58)	8%	(17)	12%	(25)	204
All Christian	47%	(490)	40%	(415)	8%	(84)	5%	(55)	1044
All Non-Christian	47%	(52)	36%	(40)	13%	(14)	5%	(5)	111
Atheist	31%	(33)	43%	(45)	13%	(14)	13%	(14)	106
Agnostic/Nothing in particular	46%	(428)	37%	(346)	9%	(82)	9%	(84)	940
Religious Non-Protestant/Catholic	43%	(64)	41%	(59)	12%	(18)	4%	(6)	146
Evangelical	52%	(296)	37%	(209)	6%	(36)	5%	(29)	570
Non-Evangelical	47%	(377)	38%	(306)	8%	(66)	6%	(52)	799
Community: Urban	44%	(257)	36%	(212)	10%	(59)	9%	(54)	581
Community: Suburban	46%	(502)	40%	(432)	8%	(91)	6%	(66)	1092
Community: Rural	46%	(244)	38%	(202)	8%	(44)	7%	(39)	528
Employ: Private Sector	44%	(299)	40%	(274)	11%	(73)	4%	(30)	677
Employ: Government	43%	(43)	42%	(43)	6%	(6)	9%	(9)	102
Employ: Self-Employed	50%	(76)	39%	(60)	6%	(9)	4%	(7)	152
Employ: Homemaker	46%	(74)	38%	(61)	9%	(14)	7%	(11)	161
Employ: Retired	46%	(232)	38%	(190)	8%	(42)	7%	(36)	500
Employ: Unemployed	44%	(129)	37%	(107)	11%	(31)	8%	(22)	290
Employ: Other	45%	(72)	31%	(50)	5%	(8)	19%	(30)	159
Military HH: Yes	48%	(160)	39%	(130)	8%	(28)	4%	(15)	332
Military HH: No	45%	(843)	38%	(716)	9%	(166)	8%	(144)	1869
RD/WT: Right Direction	46%	(358)	40%	(310)	7%	(58)	6%	(47)	774
RD/WT: Wrong Track	45%	(645)	38%	(535)	10%	(136)	8%	(112)	1427
Trump Job Approve	46%	(429)	40%	(368)	7%	(68)	7%	(62)	927
Trump Job Disapprove	46%	(537)	38%	(438)	10%	(118)	6%	(74)	1167

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
Adults	46%	(1003)	38%	(846)	9%	(194)	7%	(159)	2201
Trump Job Strongly Approve	52%	(269)	35%	(181)	6%	(32)	7%	(35)	516
Trump Job Somewhat Approve	39%	(160)	46%	(187)	9%	(36)	7%	(27)	410
Trump Job Somewhat Disapprove	36%	(96)	42%	(111)	17%	(45)	4%	(12)	264
Trump Job Strongly Disapprove	49%	(441)	36%	(327)	8%	(73)	7%	(62)	902
Favorable of Trump	48%	(432)	38%	(349)	8%	(70)	6%	(57)	909
Unfavorable of Trump	45%	(533)	39%	(454)	9%	(109)	6%	(76)	1172
Very Favorable of Trump	51%	(262)	36%	(184)	7%	(36)	6%	(32)	515
Somewhat Favorable of Trump	43%	(170)	42%	(165)	9%	(34)	6%	(25)	394
Somewhat Unfavorable of Trump	34%	(67)	49%	(97)	9%	(19)	8%	(16)	199
Very Unfavorable of Trump	48%	(466)	37%	(357)	9%	(90)	6%	(60)	973
#1 Issue: Economy	49%	(367)	37%	(277)	9%	(71)	5%	(41)	755
#1 Issue: Security	39%	(93)	45%	(106)	5%	(11)	12%	(28)	238
#1 Issue: Health Care	45%	(209)	40%	(186)	9%	(44)	6%	(29)	468
#1 Issue: Medicare / Social Security	49%	(151)	38%	(116)	6%	(20)	7%	(21)	307
#1 Issue: Women's Issues	46%	(53)	37%	(42)	8%	(9)	9%	(10)	114
#1 Issue: Education	37%	(47)	37%	(48)	19%	(24)	7%	(9)	129
#1 Issue: Energy	45%	(30)	37%	(25)	8%	(6)	9%	(6)	67
#1 Issue: Other	43%	(53)	37%	(45)	8%	(10)	12%	(15)	122
2018 House Vote: Democrat	48%	(352)	36%	(266)	10%	(75)	6%	(41)	733
2018 House Vote: Republican	46%	(301)	41%	(270)	8%	(53)	5%	(31)	654
2018 House Vote: Someone else	40%	(28)	46%	(33)	6%	(5)	8%	(6)	71
2016 Vote: Hillary Clinton	49%	(328)	37%	(243)	9%	(61)	5%	(33)	664
2016 Vote: Donald Trump	47%	(340)	40%	(286)	7%	(53)	5%	(39)	718
2016 Vote: Other	30%	(45)	54%	(81)	7%	(10)	9%	(13)	150
2016 Vote: Didn't Vote	43%	(290)	35%	(236)	10%	(69)	11%	(72)	666
Voted in 2014: Yes	47%	(613)	39%	(500)	9%	(111)	5%	(69)	1293
Voted in 2014: No	43%	(390)	38%	(345)	9%	(83)	10%	(89)	908

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
Adults	46%	(1003)	38%	(846)	9%	(194)	7%	(159)	2201
2012 Vote: Barack Obama	47%	(376)	38%	(303)	9%	(74)	6%	(47)	800
2012 Vote: Mitt Romney	43%	(228)	43%	(226)	8%	(44)	6%	(31)	529
2012 Vote: Other	40%	(33)	48%	(40)	5%	(4)	6%	(5)	83
2012 Vote: Didn't Vote	46%	(362)	35%	(277)	9%	(70)	10%	(75)	785
4-Region: Northeast	44%	(175)	39%	(152)	10%	(38)	7%	(30)	394
4-Region: Midwest	43%	(198)	41%	(190)	11%	(52)	5%	(22)	462
4-Region: South	50%	(416)	37%	(306)	6%	(50)	6%	(52)	825
4-Region: West	41%	(213)	38%	(198)	10%	(54)	10%	(55)	520
Sports fan	48%	(664)	38%	(533)	8%	(113)	6%	(81)	1391
Traveled outside of U.S. in past year 1+ times	46%	(202)	42%	(181)	7%	(29)	5%	(24)	436
Frequent Flyer	44%	(111)	42%	(104)	7%	(18)	7%	(18)	251

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
Adults	41%	(907)	40%	(890)	10%	(230)	8%	(173)	2201
Gender: Male	40%	(423)	41%	(438)	9%	(98)	10%	(104)	1062
Gender: Female	43%	(484)	40%	(453)	12%	(132)	6%	(70)	1139
Age: 18-34	45%	(292)	35%	(232)	11%	(73)	9%	(57)	655
Age: 35-44	40%	(143)	44%	(156)	8%	(28)	9%	(31)	358
Age: 45-64	35%	(265)	44%	(333)	12%	(91)	8%	(62)	751
Age: 65+	47%	(207)	39%	(169)	9%	(38)	5%	(23)	436
GenZers: 1997-2012	51%	(146)	34%	(97)	9%	(26)	7%	(19)	287
Millennials: 1981-1996	40%	(214)	39%	(207)	11%	(61)	10%	(55)	536
GenXers: 1965-1980	36%	(198)	44%	(238)	11%	(62)	8%	(45)	543
Baby Boomers: 1946-1964	40%	(311)	42%	(326)	10%	(78)	7%	(53)	769
PID: Dem (no lean)	45%	(371)	39%	(318)	10%	(83)	6%	(47)	820
PID: Ind (no lean)	37%	(254)	38%	(261)	12%	(84)	13%	(88)	688
PID: Rep (no lean)	41%	(282)	45%	(311)	9%	(63)	5%	(38)	693
PID/Gender: Dem Men	45%	(150)	40%	(133)	8%	(28)	7%	(25)	336
PID/Gender: Dem Women	46%	(221)	38%	(186)	11%	(54)	5%	(23)	484
PID/Gender: Ind Men	34%	(118)	40%	(141)	11%	(37)	15%	(53)	349
PID/Gender: Ind Women	40%	(136)	35%	(120)	14%	(47)	10%	(35)	338
PID/Gender: Rep Men	41%	(156)	43%	(164)	9%	(32)	7%	(26)	377
PID/Gender: Rep Women	40%	(127)	46%	(147)	10%	(31)	4%	(12)	316
Ideo: Liberal (1-3)	45%	(286)	38%	(245)	9%	(60)	7%	(48)	639
Ideo: Moderate (4)	39%	(238)	44%	(263)	11%	(64)	6%	(39)	604
Ideo: Conservative (5-7)	40%	(297)	43%	(321)	11%	(82)	6%	(45)	743
Educ: < College	43%	(650)	38%	(571)	11%	(163)	9%	(129)	1513
Educ: Bachelors degree	37%	(166)	47%	(207)	10%	(43)	6%	(27)	444
Educ: Post-grad	37%	(91)	46%	(112)	10%	(23)	7%	(17)	244
Income: Under 50k	42%	(480)	37%	(427)	11%	(128)	10%	(115)	1151
Income: 50k-100k	40%	(287)	44%	(317)	11%	(77)	5%	(36)	716
Income: 100k+	42%	(140)	44%	(146)	7%	(25)	7%	(22)	334
Ethnicity: White	39%	(679)	42%	(724)	11%	(188)	8%	(131)	1723

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
Adults	41%	(907)	40%	(890)	10%	(230)	8%	(173)	2201
Ethnicity: Hispanic	42%	(148)	38%	(134)	11%	(40)	8%	(28)	350
Ethnicity: Afr. Am.	54%	(147)	30%	(83)	11%	(31)	5%	(13)	274
Ethnicity: Other	40%	(81)	41%	(83)	5%	(11)	14%	(29)	204
All Christian	42%	(437)	42%	(440)	10%	(109)	6%	(58)	1044
All Non-Christian	42%	(46)	44%	(48)	9%	(10)	5%	(6)	111
Atheist	34%	(36)	42%	(44)	11%	(12)	13%	(14)	106
Agnostic/Nothing in particular	41%	(389)	38%	(358)	10%	(99)	10%	(95)	940
Religious Non-Protestant/Catholic	39%	(58)	45%	(65)	12%	(18)	4%	(6)	146
Evangelical	43%	(248)	43%	(244)	8%	(48)	5%	(31)	570
Non-Evangelical	41%	(328)	41%	(325)	11%	(86)	8%	(60)	799
Community: Urban	44%	(253)	35%	(203)	12%	(71)	9%	(54)	581
Community: Suburban	41%	(446)	43%	(471)	9%	(97)	7%	(77)	1092
Community: Rural	39%	(208)	41%	(216)	12%	(62)	8%	(42)	528
Employ: Private Sector	38%	(254)	45%	(304)	12%	(80)	6%	(38)	677
Employ: Government	34%	(35)	42%	(43)	15%	(15)	9%	(9)	102
Employ: Self-Employed	44%	(67)	39%	(60)	9%	(14)	8%	(11)	152
Employ: Homemaker	41%	(66)	42%	(68)	11%	(18)	5%	(9)	161
Employ: Retired	43%	(213)	41%	(203)	9%	(47)	7%	(36)	500
Employ: Unemployed	47%	(137)	36%	(104)	7%	(21)	10%	(28)	290
Employ: Other	38%	(61)	30%	(48)	13%	(21)	18%	(29)	159
Military HH: Yes	46%	(152)	38%	(125)	11%	(37)	5%	(18)	332
Military HH: No	40%	(756)	41%	(765)	10%	(193)	8%	(155)	1869
RD/WT: Right Direction	41%	(314)	43%	(335)	9%	(71)	7%	(54)	774
RD/WT: Wrong Track	42%	(593)	39%	(556)	11%	(159)	8%	(119)	1427
Trump Job Approve	39%	(362)	44%	(408)	9%	(87)	7%	(69)	927
Trump Job Disapprove	43%	(505)	39%	(454)	11%	(127)	7%	(81)	1167

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
Adults	41%	(907)	40%	(890)	10%	(230)	8%	(173)	2201
Trump Job Strongly Approve	43%	(223)	41%	(212)	8%	(39)	8%	(43)	516
Trump Job Somewhat Approve	34%	(139)	48%	(196)	12%	(49)	6%	(26)	410
Trump Job Somewhat Disapprove	32%	(86)	50%	(133)	11%	(28)	7%	(17)	264
Trump Job Strongly Disapprove	46%	(419)	36%	(321)	11%	(99)	7%	(64)	902
Favorable of Trump	41%	(371)	42%	(385)	10%	(91)	7%	(62)	909
Unfavorable of Trump	43%	(499)	39%	(462)	11%	(130)	7%	(81)	1172
Very Favorable of Trump	45%	(231)	40%	(206)	8%	(42)	7%	(36)	515
Somewhat Favorable of Trump	36%	(140)	45%	(179)	12%	(48)	7%	(26)	394
Somewhat Unfavorable of Trump	33%	(66)	50%	(100)	9%	(17)	8%	(16)	199
Very Unfavorable of Trump	44%	(433)	37%	(362)	12%	(113)	7%	(65)	973
#1 Issue: Economy	45%	(337)	40%	(304)	10%	(72)	6%	(42)	755
#1 Issue: Security	36%	(85)	42%	(100)	9%	(22)	13%	(30)	238
#1 Issue: Health Care	39%	(182)	41%	(194)	12%	(58)	7%	(34)	468
#1 Issue: Medicare / Social Security	42%	(130)	41%	(125)	10%	(31)	7%	(22)	307
#1 Issue: Women's Issues	42%	(48)	40%	(46)	8%	(9)	10%	(11)	114
#1 Issue: Education	40%	(52)	34%	(44)	15%	(19)	11%	(14)	129
#1 Issue: Energy	47%	(31)	33%	(22)	11%	(7)	9%	(6)	67
#1 Issue: Other	34%	(41)	45%	(55)	9%	(11)	12%	(14)	122
2018 House Vote: Democrat	45%	(332)	38%	(276)	10%	(76)	7%	(50)	733
2018 House Vote: Republican	38%	(247)	49%	(318)	9%	(56)	5%	(33)	654
2018 House Vote: Someone else	35%	(25)	51%	(37)	5%	(4)	9%	(6)	71
2016 Vote: Hillary Clinton	47%	(310)	38%	(251)	9%	(60)	7%	(43)	664
2016 Vote: Donald Trump	40%	(285)	45%	(322)	9%	(67)	6%	(44)	718
2016 Vote: Other	30%	(44)	56%	(83)	8%	(13)	6%	(9)	150
2016 Vote: Didn't Vote	40%	(268)	35%	(233)	13%	(89)	11%	(76)	666
Voted in 2014: Yes	42%	(549)	42%	(544)	9%	(121)	6%	(80)	1293
Voted in 2014: No	39%	(358)	38%	(347)	12%	(109)	10%	(94)	908

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
Adults	41%	(907)	40%	(890)	10%	(230)	8%	(173)	2201
2012 Vote: Barack Obama	44%	(355)	40%	(319)	9%	(73)	7%	(53)	800
2012 Vote: Mitt Romney	38%	(202)	45%	(237)	10%	(52)	7%	(38)	529
2012 Vote: Other	28%	(23)	56%	(47)	10%	(8)	6%	(5)	83
2012 Vote: Didn't Vote	41%	(325)	37%	(287)	12%	(96)	10%	(78)	785
4-Region: Northeast	38%	(151)	40%	(158)	14%	(55)	8%	(30)	394
4-Region: Midwest	39%	(183)	42%	(195)	12%	(58)	6%	(27)	462
4-Region: South	44%	(361)	40%	(331)	9%	(73)	7%	(59)	825
4-Region: West	41%	(213)	39%	(205)	8%	(44)	11%	(57)	520
Sports fan	43%	(591)	41%	(573)	10%	(138)	6%	(89)	1391
Traveled outside of U.S. in past year 1+ times	39%	(171)	47%	(204)	9%	(38)	5%	(23)	436
Frequent Flyer	37%	(94)	46%	(114)	10%	(25)	7%	(18)	251

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
Adults	43%	(937)	40%	(879)	10%	(224)	7%	(161)	2201
Gender: Male	41%	(433)	39%	(413)	11%	(119)	9%	(97)	1062
Gender: Female	44%	(504)	41%	(466)	9%	(105)	6%	(63)	1139
Age: 18-34	44%	(288)	35%	(228)	14%	(90)	8%	(50)	655
Age: 35-44	41%	(147)	43%	(154)	7%	(26)	8%	(30)	358
Age: 45-64	38%	(287)	44%	(333)	9%	(71)	8%	(59)	751
Age: 65+	49%	(215)	37%	(163)	9%	(38)	5%	(21)	436
GenZers: 1997-2012	49%	(140)	33%	(93)	12%	(36)	6%	(18)	287
Millennials: 1981-1996	41%	(221)	38%	(206)	12%	(62)	9%	(47)	536
GenXers: 1965-1980	39%	(211)	44%	(237)	9%	(50)	8%	(45)	543
Baby Boomers: 1946-1964	43%	(327)	42%	(320)	10%	(74)	6%	(47)	769
PID: Dem (no lean)	47%	(381)	38%	(313)	10%	(81)	5%	(45)	820
PID: Ind (no lean)	38%	(258)	40%	(274)	11%	(78)	11%	(78)	688
PID: Rep (no lean)	43%	(298)	42%	(292)	9%	(66)	5%	(38)	693
PID/Gender: Dem Men	43%	(143)	37%	(125)	13%	(42)	7%	(25)	336
PID/Gender: Dem Women	49%	(238)	39%	(187)	8%	(39)	4%	(20)	484
PID/Gender: Ind Men	36%	(126)	39%	(136)	11%	(40)	14%	(48)	349
PID/Gender: Ind Women	39%	(132)	41%	(138)	11%	(38)	9%	(30)	338
PID/Gender: Rep Men	43%	(163)	40%	(152)	10%	(37)	7%	(25)	377
PID/Gender: Rep Women	43%	(135)	44%	(140)	9%	(29)	4%	(13)	316
Ideo: Liberal (1-3)	47%	(298)	37%	(233)	11%	(73)	5%	(34)	639
Ideo: Moderate (4)	39%	(235)	45%	(272)	9%	(53)	7%	(44)	604
Ideo: Conservative (5-7)	43%	(319)	41%	(303)	10%	(78)	6%	(43)	743
Educ: < College	45%	(679)	38%	(568)	10%	(146)	8%	(119)	1513
Educ: Bachelors degree	35%	(155)	47%	(208)	12%	(54)	6%	(27)	444
Educ: Post-grad	42%	(102)	42%	(103)	10%	(24)	6%	(15)	244
Income: Under 50k	44%	(505)	36%	(419)	11%	(123)	9%	(104)	1151
Income: 50k-100k	41%	(292)	45%	(322)	10%	(69)	5%	(34)	716
Income: 100k+	42%	(140)	41%	(138)	10%	(33)	7%	(22)	334
Ethnicity: White	41%	(699)	42%	(726)	10%	(172)	7%	(125)	1723

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
Adults	43%	(937)	40%	(879)	10%	(224)	7%	(161)	2201
Ethnicity: Hispanic	45%	(156)	38%	(135)	10%	(36)	7%	(23)	350
Ethnicity: Afr. Am.	55%	(151)	29%	(79)	12%	(32)	5%	(12)	274
Ethnicity: Other	43%	(87)	36%	(74)	10%	(20)	12%	(24)	204
All Christian	43%	(448)	40%	(422)	11%	(114)	6%	(60)	1044
All Non-Christian	45%	(50)	34%	(38)	15%	(17)	5%	(6)	111
Atheist	41%	(43)	40%	(42)	10%	(11)	9%	(10)	106
Agnostic/Nothing in particular	42%	(395)	40%	(377)	9%	(83)	9%	(85)	940
Religious Non-Protestant/Catholic	38%	(56)	39%	(57)	18%	(27)	4%	(6)	146
Evangelical	46%	(261)	41%	(231)	8%	(47)	5%	(31)	570
Non-Evangelical	44%	(354)	38%	(305)	11%	(88)	7%	(52)	799
Community: Urban	44%	(257)	37%	(213)	10%	(59)	9%	(52)	581
Community: Suburban	42%	(455)	42%	(462)	10%	(107)	6%	(68)	1092
Community: Rural	43%	(225)	39%	(204)	11%	(58)	8%	(41)	528
Employ: Private Sector	39%	(265)	44%	(298)	12%	(80)	5%	(33)	677
Employ: Government	36%	(37)	46%	(47)	9%	(9)	9%	(10)	102
Employ: Self-Employed	45%	(68)	38%	(59)	12%	(18)	5%	(8)	152
Employ: Homemaker	38%	(62)	48%	(77)	9%	(14)	5%	(8)	161
Employ: Retired	44%	(219)	40%	(201)	8%	(42)	8%	(38)	500
Employ: Unemployed	50%	(145)	31%	(91)	11%	(31)	8%	(23)	290
Employ: Other	40%	(64)	32%	(51)	9%	(14)	19%	(30)	159
Military HH: Yes	45%	(149)	39%	(129)	11%	(38)	5%	(16)	332
Military HH: No	42%	(788)	40%	(750)	10%	(187)	8%	(145)	1869
RD/WT: Right Direction	45%	(345)	39%	(299)	10%	(80)	6%	(50)	774
RD/WT: Wrong Track	41%	(592)	41%	(580)	10%	(144)	8%	(111)	1427
Trump Job Approve	42%	(389)	42%	(385)	10%	(88)	7%	(65)	927
Trump Job Disapprove	43%	(505)	40%	(468)	11%	(124)	6%	(70)	1167

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
Adults	43%	(937)	40%	(879)	10%	(224)	7%	(161)	2201
Trump Job Strongly Approve	47%	(242)	38%	(198)	8%	(40)	7%	(36)	516
Trump Job Somewhat Approve	36%	(147)	46%	(187)	12%	(49)	7%	(28)	410
Trump Job Somewhat Disapprove	32%	(85)	50%	(132)	14%	(36)	4%	(11)	264
Trump Job Strongly Disapprove	47%	(420)	37%	(336)	10%	(87)	7%	(59)	902
Favorable of Trump	43%	(393)	40%	(365)	10%	(91)	7%	(60)	909
Unfavorable of Trump	43%	(508)	40%	(472)	10%	(120)	6%	(72)	1172
Very Favorable of Trump	48%	(246)	38%	(195)	8%	(40)	7%	(34)	515
Somewhat Favorable of Trump	37%	(147)	43%	(170)	13%	(51)	7%	(26)	394
Somewhat Unfavorable of Trump	31%	(62)	51%	(103)	11%	(21)	6%	(13)	199
Very Unfavorable of Trump	46%	(446)	38%	(370)	10%	(99)	6%	(59)	973
#1 Issue: Economy	45%	(339)	40%	(303)	10%	(74)	5%	(41)	755
#1 Issue: Security	37%	(87)	42%	(101)	8%	(18)	13%	(32)	238
#1 Issue: Health Care	42%	(195)	41%	(190)	12%	(57)	6%	(26)	468
#1 Issue: Medicare / Social Security	46%	(141)	41%	(128)	6%	(17)	7%	(22)	307
#1 Issue: Women's Issues	51%	(58)	33%	(38)	8%	(9)	8%	(9)	114
#1 Issue: Education	31%	(40)	39%	(50)	22%	(28)	8%	(11)	129
#1 Issue: Energy	44%	(29)	33%	(22)	13%	(9)	9%	(6)	67
#1 Issue: Other	40%	(49)	39%	(48)	10%	(12)	11%	(14)	122
2018 House Vote: Democrat	45%	(329)	40%	(290)	10%	(76)	5%	(38)	733
2018 House Vote: Republican	40%	(264)	44%	(289)	11%	(70)	5%	(32)	654
2018 House Vote: Someone else	36%	(25)	49%	(35)	6%	(4)	9%	(7)	71
2016 Vote: Hillary Clinton	46%	(303)	39%	(262)	10%	(66)	5%	(34)	664
2016 Vote: Donald Trump	43%	(308)	42%	(302)	9%	(67)	6%	(41)	718
2016 Vote: Other	30%	(45)	51%	(77)	11%	(16)	8%	(11)	150
2016 Vote: Didn't Vote	42%	(281)	36%	(238)	11%	(74)	11%	(74)	666
Voted in 2014: Yes	43%	(550)	42%	(549)	10%	(124)	5%	(70)	1293
Voted in 2014: No	43%	(387)	36%	(330)	11%	(101)	10%	(90)	908

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
Adults	43%	(937)	40%	(879)	10%	(224)	7%	(161)	2201
2012 Vote: Barack Obama	44%	(349)	40%	(323)	10%	(82)	6%	(45)	800
2012 Vote: Mitt Romney	40%	(213)	44%	(233)	9%	(48)	7%	(35)	529
2012 Vote: Other	28%	(23)	53%	(43)	12%	(10)	7%	(6)	83
2012 Vote: Didn't Vote	44%	(349)	35%	(277)	11%	(83)	10%	(75)	785
4-Region: Northeast	41%	(162)	41%	(161)	11%	(43)	7%	(27)	394
4-Region: Midwest	40%	(186)	44%	(203)	11%	(49)	5%	(24)	462
4-Region: South	49%	(403)	36%	(294)	9%	(71)	7%	(56)	825
4-Region: West	36%	(185)	42%	(220)	12%	(61)	10%	(53)	520
Sports fan	44%	(618)	40%	(551)	10%	(140)	6%	(81)	1391
Traveled outside of U.S. in past year 1+ times	43%	(188)	42%	(182)	10%	(42)	5%	(24)	436
Frequent Flyer	42%	(104)	40%	(101)	12%	(31)	6%	(15)	251

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
Adults	33% (727)	44% (977)	13% (276)	4% (87)	6% (134)	2201
Gender: Male	33% (347)	43% (453)	14% (146)	3% (33)	8% (83)	1062
Gender: Female	33% (380)	46% (524)	11% (130)	5% (54)	5% (51)	1139
Age: 18-34	29% (187)	43% (280)	15% (101)	6% (41)	7% (46)	655
Age: 35-44	30% (106)	44% (158)	14% (51)	4% (13)	8% (29)	358
Age: 45-64	38% (286)	42% (318)	10% (78)	3% (25)	6% (45)	751
Age: 65+	34% (148)	51% (221)	11% (46)	2% (7)	3% (14)	436
GenZers: 1997-2012	28% (82)	41% (117)	16% (45)	8% (22)	7% (21)	287
Millennials: 1981-1996	27% (145)	45% (242)	15% (82)	6% (30)	7% (38)	536
GenXers: 1965-1980	36% (194)	42% (230)	12% (64)	3% (16)	7% (39)	543
Baby Boomers: 1946-1964	37% (285)	46% (354)	10% (77)	2% (19)	4% (34)	769
PID: Dem (no lean)	35% (286)	44% (361)	12% (100)	4% (30)	5% (42)	820
PID: Ind (no lean)	36% (249)	43% (294)	12% (80)	4% (26)	6% (40)	688
PID: Rep (no lean)	28% (192)	46% (322)	14% (96)	4% (31)	8% (53)	693
PID/Gender: Dem Men	39% (132)	38% (127)	13% (45)	3% (10)	7% (22)	336
PID/Gender: Dem Women	32% (155)	48% (234)	11% (55)	4% (20)	4% (20)	484
PID/Gender: Ind Men	33% (115)	47% (165)	10% (35)	2% (7)	8% (27)	349
PID/Gender: Ind Women	40% (134)	38% (128)	13% (45)	6% (19)	4% (13)	338
PID/Gender: Rep Men	27% (101)	43% (161)	18% (66)	4% (16)	9% (34)	377
PID/Gender: Rep Women	29% (92)	51% (161)	9% (30)	5% (15)	6% (19)	316
Ideo: Liberal (1-3)	28% (176)	47% (300)	14% (90)	6% (38)	5% (35)	639
Ideo: Moderate (4)	36% (217)	46% (276)	11% (67)	2% (13)	5% (31)	604
Ideo: Conservative (5-7)	29% (214)	46% (339)	14% (103)	4% (32)	8% (56)	743
Educ: < College	40% (602)	42% (637)	10% (147)	3% (45)	5% (81)	1513
Educ: Bachelors degree	20% (87)	49% (218)	19% (84)	6% (26)	7% (29)	444
Educ: Post-grad	16% (38)	50% (122)	18% (45)	6% (15)	10% (24)	244
Income: Under 50k	46% (527)	39% (447)	8% (91)	2% (27)	5% (59)	1151
Income: 50k-100k	23% (168)	51% (366)	15% (109)	5% (33)	6% (40)	716
Income: 100k+	10% (33)	49% (163)	23% (76)	8% (26)	11% (36)	334
Ethnicity: White	32% (548)	45% (779)	13% (222)	4% (76)	6% (97)	1723
Ethnicity: Hispanic	32% (111)	39% (135)	15% (52)	7% (23)	8% (29)	350

Continued on next page

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
Adults	33%	(727)	44%	(977)	13%	(276)	4%	(87)	6%	(134)	2201
Ethnicity: Afr. Am.	43%	(119)	34%	(94)	14%	(38)	3%	(8)	6%	(16)	274
Ethnicity: Other	29%	(60)	51%	(104)	8%	(16)	2%	(3)	11%	(22)	204
All Christian	29%	(303)	48%	(497)	14%	(147)	4%	(40)	5%	(56)	1044
All Non-Christian	28%	(31)	44%	(48)	11%	(12)	10%	(11)	8%	(9)	111
Atheist	31%	(33)	44%	(47)	13%	(14)	6%	(7)	5%	(5)	106
Agnostic/Nothing in particular	38%	(360)	41%	(384)	11%	(103)	3%	(29)	7%	(64)	940
Religious Non-Protestant/Catholic	25%	(37)	47%	(69)	13%	(19)	8%	(11)	6%	(9)	146
Evangelical	35%	(201)	46%	(260)	12%	(67)	3%	(17)	4%	(25)	570
Non-Evangelical	29%	(233)	46%	(371)	13%	(108)	4%	(29)	7%	(59)	799
Community: Urban	41%	(240)	38%	(219)	12%	(70)	5%	(27)	4%	(26)	581
Community: Suburban	28%	(303)	49%	(529)	13%	(147)	4%	(40)	7%	(73)	1092
Community: Rural	35%	(184)	43%	(228)	11%	(59)	4%	(20)	7%	(36)	528
Employ: Private Sector	23%	(156)	47%	(317)	18%	(123)	4%	(26)	8%	(54)	677
Employ: Government	19%	(20)	50%	(51)	19%	(19)	7%	(7)	5%	(5)	102
Employ: Self-Employed	25%	(38)	40%	(61)	16%	(24)	8%	(13)	10%	(16)	152
Employ: Homemaker	41%	(66)	45%	(73)	8%	(13)	2%	(3)	3%	(6)	161
Employ: Retired	38%	(190)	46%	(230)	9%	(46)	3%	(13)	4%	(20)	500
Employ: Unemployed	45%	(130)	41%	(119)	5%	(16)	4%	(11)	5%	(14)	290
Employ: Other	57%	(90)	32%	(52)	7%	(11)	1%	(2)	3%	(4)	159
Military HH: Yes	26%	(87)	53%	(177)	11%	(37)	4%	(12)	5%	(18)	332
Military HH: No	34%	(640)	43%	(799)	13%	(239)	4%	(74)	6%	(117)	1869
RD/WT: Right Direction	30%	(235)	45%	(349)	14%	(108)	4%	(34)	6%	(49)	774
RD/WT: Wrong Track	34%	(492)	44%	(628)	12%	(168)	4%	(53)	6%	(86)	1427
Trump Job Approve	31%	(288)	46%	(424)	12%	(116)	4%	(40)	6%	(59)	927
Trump Job Disapprove	33%	(381)	44%	(517)	13%	(155)	3%	(40)	6%	(74)	1167
Trump Job Strongly Approve	30%	(155)	48%	(246)	13%	(65)	3%	(17)	6%	(33)	516
Trump Job Somewhat Approve	32%	(133)	43%	(178)	12%	(50)	6%	(23)	6%	(26)	410
Trump Job Somewhat Disapprove	32%	(84)	44%	(117)	12%	(32)	4%	(11)	8%	(21)	264
Trump Job Strongly Disapprove	33%	(296)	44%	(400)	14%	(123)	3%	(29)	6%	(54)	902

Continued on next page

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
Adults	33% (727)	44% (977)	13% (276)	4% (87)	6% (134)	2201
Favorable of Trump	31% (284)	46% (421)	12% (111)	4% (38)	6% (56)	909
Unfavorable of Trump	32% (372)	45% (523)	14% (161)	4% (47)	6% (69)	1172
Very Favorable of Trump	32% (165)	45% (229)	13% (66)	4% (18)	7% (36)	515
Somewhat Favorable of Trump	30% (119)	49% (191)	11% (44)	5% (20)	5% (20)	394
Somewhat Unfavorable of Trump	33% (66)	43% (86)	16% (31)	5% (10)	3% (6)	199
Very Unfavorable of Trump	32% (307)	45% (437)	13% (130)	4% (37)	7% (63)	973
#1 Issue: Economy	28% (211)	46% (348)	13% (98)	6% (43)	7% (56)	755
#1 Issue: Security	39% (94)	41% (97)	15% (36)	2% (4)	3% (7)	238
#1 Issue: Health Care	34% (157)	46% (216)	14% (65)	2% (11)	4% (20)	468
#1 Issue: Medicare / Social Security	40% (123)	44% (135)	7% (22)	2% (7)	7% (20)	307
#1 Issue: Women's Issues	27% (31)	48% (55)	10% (11)	10% (11)	6% (7)	114
#1 Issue: Education	35% (46)	39% (51)	18% (23)	4% (5)	3% (4)	129
#1 Issue: Energy	34% (23)	36% (24)	14% (9)	6% (4)	10% (7)	67
#1 Issue: Other	36% (44)	42% (51)	10% (12)	2% (2)	11% (14)	122
2018 House Vote: Democrat	32% (235)	45% (333)	14% (99)	4% (28)	5% (37)	733
2018 House Vote: Republican	28% (182)	46% (298)	15% (96)	5% (33)	7% (45)	654
2018 House Vote: Someone else	28% (20)	55% (40)	9% (6)	1% (1)	7% (5)	71
2016 Vote: Hillary Clinton	35% (231)	44% (292)	13% (84)	3% (20)	6% (38)	664
2016 Vote: Donald Trump	26% (189)	47% (340)	15% (109)	4% (32)	7% (48)	718
2016 Vote: Other	23% (35)	54% (81)	11% (17)	6% (9)	5% (8)	150
2016 Vote: Didn't Vote	41% (270)	39% (263)	10% (66)	4% (27)	6% (41)	666
Voted in 2014: Yes	29% (381)	47% (607)	14% (178)	4% (49)	6% (78)	1293
Voted in 2014: No	38% (346)	41% (369)	11% (98)	4% (38)	6% (56)	908
2012 Vote: Barack Obama	32% (259)	46% (368)	14% (109)	3% (21)	5% (43)	800
2012 Vote: Mitt Romney	27% (144)	46% (244)	14% (74)	6% (29)	7% (37)	529
2012 Vote: Other	30% (25)	48% (40)	13% (11)	2% (2)	6% (5)	83
2012 Vote: Didn't Vote	38% (297)	41% (322)	10% (82)	4% (35)	6% (49)	785

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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		
Adults	33%	(727)	44%	(977)	13%	(276)	4%	(87)	6%	(134)	2201
4-Region: Northeast	30%	(120)	48%	(188)	12%	(48)	4%	(15)	6%	(22)	394
4-Region: Midwest	33%	(152)	43%	(201)	15%	(68)	3%	(14)	6%	(28)	462
4-Region: South	34%	(278)	43%	(357)	13%	(104)	5%	(37)	6%	(48)	825
4-Region: West	34%	(177)	44%	(231)	11%	(56)	4%	(20)	7%	(37)	520
Sports fan	28%	(388)	47%	(658)	14%	(198)	4%	(53)	7%	(93)	1391
Traveled outside of U.S. in past year 1+ times	8%	(37)	47%	(206)	22%	(96)	9%	(40)	13%	(57)	436
Frequent Flyer	4%	(9)	16%	(41)	35%	(88)	17%	(43)	28%	(69)	251

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
Adults	80% (1765)	16% (352)	2% (40)	1% (19)	1% (25)	2201
Gender: Male	78% (826)	18% (189)	2% (25)	1% (12)	1% (10)	1062
Gender: Female	82% (939)	14% (162)	1% (16)	1% (7)	1% (15)	1139
Age: 18-34	72% (470)	21% (136)	3% (23)	2% (15)	2% (12)	655
Age: 35-44	74% (265)	21% (74)	3% (11)	1% (3)	1% (4)	358
Age: 45-64	87% (651)	12% (89)	1% (4)	— (1)	1% (7)	751
Age: 65+	87% (379)	12% (53)	— (2)	— (0)	1% (3)	436
GenZers: 1997-2012	68% (196)	23% (66)	2% (7)	4% (12)	2% (7)	287
Millennials: 1981-1996	73% (394)	20% (107)	4% (21)	1% (6)	2% (8)	536
GenXers: 1965-1980	83% (450)	15% (79)	2% (8)	— (1)	1% (5)	543
Baby Boomers: 1946-1964	87% (667)	12% (91)	1% (4)	— (1)	1% (6)	769
PID: Dem (no lean)	81% (662)	15% (126)	1% (12)	1% (8)	1% (11)	820
PID: Ind (no lean)	79% (546)	17% (116)	2% (13)	— (3)	1% (9)	688
PID: Rep (no lean)	80% (557)	16% (109)	2% (15)	1% (7)	1% (6)	693
PID/Gender: Dem Men	78% (263)	17% (58)	2% (8)	2% (6)	1% (2)	336
PID/Gender: Dem Women	82% (399)	14% (69)	1% (5)	— (2)	2% (9)	484
PID/Gender: Ind Men	77% (270)	19% (68)	2% (8)	— (0)	1% (3)	349
PID/Gender: Ind Women	82% (276)	14% (48)	1% (5)	1% (3)	2% (6)	338
PID/Gender: Rep Men	78% (293)	17% (64)	2% (9)	2% (6)	1% (5)	377
PID/Gender: Rep Women	83% (264)	14% (45)	2% (6)	— (1)	— (1)	316
Ideo: Liberal (1-3)	75% (478)	19% (121)	3% (17)	2% (12)	1% (9)	639
Ideo: Moderate (4)	80% (485)	17% (101)	1% (9)	1% (3)	1% (5)	604
Ideo: Conservative (5-7)	82% (612)	15% (111)	1% (10)	— (3)	1% (7)	743
Educ: < College	86% (1297)	12% (175)	1% (15)	1% (12)	1% (13)	1513
Educ: Bachelors degree	71% (314)	23% (104)	3% (15)	1% (5)	1% (7)	444
Educ: Post-grad	63% (154)	30% (72)	4% (10)	1% (2)	2% (5)	244
Income: Under 50k	89% (1020)	9% (100)	1% (12)	1% (10)	1% (9)	1151
Income: 50k-100k	75% (538)	20% (144)	2% (16)	1% (8)	1% (10)	716
Income: 100k+	62% (206)	32% (108)	4% (13)	— (2)	2% (6)	334
Ethnicity: White	81% (1398)	15% (265)	2% (32)	— (8)	1% (20)	1723
Ethnicity: Hispanic	72% (252)	22% (76)	3% (10)	1% (3)	2% (9)	350

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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
Adults	80% (1765)	16% (352)	2% (40)	1% (19)	1% (25)	2201
Ethnicity: Afr. Am.	83% (228)	12% (32)	2% (5)	4% (10)	— (0)	274
Ethnicity: Other	68% (139)	26% (54)	2% (4)	1% (1)	3% (6)	204
All Christian	80% (833)	17% (178)	2% (18)	— (5)	1% (11)	1044
All Non-Christian	64% (71)	21% (23)	7% (8)	3% (3)	5% (5)	111
Atheist	77% (82)	20% (21)	1% (1)	2% (2)	1% (1)	106
Agnostic/Nothing in particular	83% (780)	14% (130)	1% (13)	1% (9)	1% (8)	940
Religious Non-Protestant/Catholic	69% (100)	19% (28)	6% (9)	2% (3)	4% (5)	146
Evangelical	88% (499)	11% (61)	1% (8)	— (1)	— (1)	570
Non-Evangelical	78% (627)	18% (145)	2% (14)	— (4)	1% (10)	799
Community: Urban	76% (441)	17% (98)	3% (17)	3% (15)	2% (10)	581
Community: Suburban	78% (854)	19% (205)	2% (18)	— (2)	1% (12)	1092
Community: Rural	89% (470)	9% (48)	1% (4)	— (2)	1% (4)	528
Employ: Private Sector	71% (477)	23% (156)	3% (21)	2% (14)	1% (8)	677
Employ: Government	74% (75)	22% (22)	2% (2)	3% (3)	1% (1)	102
Employ: Self-Employed	78% (118)	17% (25)	4% (6)	— (1)	2% (3)	152
Employ: Homemaker	91% (147)	8% (13)	— (0)	— (0)	1% (1)	161
Employ: Retired	88% (439)	11% (57)	— (2)	— (0)	— (2)	500
Employ: Unemployed	86% (250)	11% (32)	2% (5)	— (1)	1% (2)	290
Employ: Other	90% (144)	7% (11)	— (1)	— (0)	2% (4)	159
Military HH: Yes	81% (270)	14% (47)	3% (9)	— (1)	1% (5)	332
Military HH: No	80% (1494)	16% (305)	2% (32)	1% (18)	1% (21)	1869
RD/WT: Right Direction	80% (617)	17% (129)	2% (17)	1% (8)	— (3)	774
RD/WT: Wrong Track	80% (1148)	16% (222)	2% (23)	1% (11)	2% (22)	1427
Trump Job Approve	80% (740)	16% (151)	2% (22)	1% (7)	1% (7)	927
Trump Job Disapprove	80% (931)	16% (192)	2% (18)	1% (9)	1% (17)	1167
Trump Job Strongly Approve	83% (427)	13% (68)	2% (10)	1% (6)	1% (5)	516
Trump Job Somewhat Approve	76% (313)	20% (83)	3% (12)	— (1)	— (1)	410
Trump Job Somewhat Disapprove	75% (199)	22% (59)	1% (3)	— (1)	1% (3)	264
Trump Job Strongly Disapprove	81% (732)	15% (134)	2% (15)	1% (8)	2% (14)	902

Continued on next page

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
Adults	80% (1765)	16% (352)	2% (40)	1% (19)	1% (25)	2201
Favorable of Trump	80% (731)	16% (146)	2% (20)	1% (5)	1% (8)	909
Unfavorable of Trump	79% (927)	17% (199)	2% (20)	1% (12)	1% (15)	1172
Very Favorable of Trump	83% (427)	14% (72)	2% (10)	— (2)	1% (5)	515
Somewhat Favorable of Trump	77% (304)	19% (74)	3% (10)	1% (3)	1% (2)	394
Somewhat Unfavorable of Trump	82% (163)	15% (30)	2% (4)	1% (2)	— (1)	199
Very Unfavorable of Trump	79% (764)	17% (169)	2% (15)	1% (10)	1% (14)	973
#1 Issue: Economy	75% (564)	21% (162)	2% (18)	1% (8)	— (3)	755
#1 Issue: Security	86% (204)	12% (28)	1% (2)	— (1)	1% (3)	238
#1 Issue: Health Care	83% (390)	13% (59)	2% (12)	— (1)	1% (5)	468
#1 Issue: Medicare / Social Security	90% (276)	9% (27)	1% (2)	— (0)	1% (2)	307
#1 Issue: Women's Issues	79% (90)	13% (15)	2% (3)	— (0)	6% (7)	114
#1 Issue: Education	81% (105)	17% (21)	— (0)	1% (1)	1% (1)	129
#1 Issue: Energy	64% (42)	28% (19)	2% (1)	6% (4)	1% (0)	67
#1 Issue: Other	76% (93)	17% (20)	2% (3)	3% (3)	2% (3)	122
2018 House Vote: Democrat	81% (590)	16% (120)	2% (17)	— (2)	1% (5)	733
2018 House Vote: Republican	80% (522)	17% (111)	2% (10)	1% (5)	1% (7)	654
2018 House Vote: Someone else	82% (58)	16% (11)	2% (2)	— (0)	— (0)	71
2016 Vote: Hillary Clinton	81% (540)	15% (100)	3% (18)	— (2)	1% (5)	664
2016 Vote: Donald Trump	81% (583)	16% (113)	1% (11)	1% (5)	1% (6)	718
2016 Vote: Other	80% (119)	20% (29)	— (0)	— (0)	— (1)	150
2016 Vote: Didn't Vote	78% (521)	16% (109)	2% (11)	2% (12)	2% (13)	666
Voted in 2014: Yes	81% (1046)	16% (207)	2% (25)	— (4)	1% (11)	1293
Voted in 2014: No	79% (719)	16% (144)	2% (15)	2% (15)	2% (15)	908
2012 Vote: Barack Obama	82% (657)	15% (117)	2% (19)	— (1)	1% (6)	800
2012 Vote: Mitt Romney	81% (429)	16% (85)	1% (7)	— (2)	1% (6)	529
2012 Vote: Other	86% (71)	14% (12)	— (0)	— (0)	— (0)	83
2012 Vote: Didn't Vote	77% (605)	17% (136)	2% (14)	2% (16)	2% (13)	785

Continued on next page

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
Adults	80% (1765)	16% (352)	2% (40)	1% (19)	1% (25)	2201
4-Region: Northeast	75% (296)	18% (73)	2% (7)	2% (9)	2% (9)	394
4-Region: Midwest	84% (388)	12% (54)	2% (8)	1% (7)	1% (6)	462
4-Region: South	82% (673)	15% (122)	2% (21)	— (3)	1% (6)	825
4-Region: West	78% (408)	20% (103)	1% (5)	— (0)	1% (4)	520
Sports fan	79% (1095)	17% (236)	2% (32)	1% (13)	1% (13)	1391
Traveled outside of U.S. in past year 1+ times	— (0)	81% (352)	9% (40)	4% (19)	6% (25)	436
Frequent Flyer	29% (72)	43% (108)	12% (30)	7% (17)	9% (24)	251

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
Adults	42%	(914)	36%	(800)	11%	(245)	5%	(116)	6%	(127)	2201
Gender: Male	42%	(442)	33%	(351)	13%	(135)	5%	(56)	7%	(79)	1062
Gender: Female	41%	(473)	39%	(449)	10%	(110)	5%	(60)	4%	(48)	1139
Age: 18-34	37%	(244)	37%	(240)	14%	(89)	7%	(43)	6%	(39)	655
Age: 35-44	33%	(116)	38%	(136)	13%	(48)	6%	(23)	10%	(35)	358
Age: 45-64	46%	(345)	35%	(263)	9%	(66)	5%	(37)	5%	(40)	751
Age: 65+	48%	(209)	36%	(159)	10%	(42)	3%	(13)	3%	(13)	436
GenZers: 1997-2012	32%	(92)	40%	(115)	14%	(40)	7%	(21)	7%	(19)	287
Millennials: 1981-1996	37%	(199)	36%	(191)	14%	(76)	7%	(35)	7%	(35)	536
GenXers: 1965-1980	42%	(229)	36%	(196)	10%	(57)	5%	(27)	6%	(35)	543
Baby Boomers: 1946-1964	46%	(355)	36%	(278)	9%	(68)	4%	(31)	5%	(37)	769
PID: Dem (no lean)	43%	(351)	38%	(309)	10%	(79)	5%	(40)	5%	(41)	820
PID: Ind (no lean)	46%	(313)	32%	(222)	11%	(77)	6%	(40)	5%	(36)	688
PID: Rep (no lean)	36%	(250)	39%	(269)	13%	(89)	5%	(36)	7%	(50)	693
PID/Gender: Dem Men	46%	(153)	32%	(107)	12%	(41)	5%	(17)	5%	(17)	336
PID/Gender: Dem Women	41%	(198)	42%	(202)	8%	(38)	5%	(23)	5%	(24)	484
PID/Gender: Ind Men	44%	(154)	33%	(115)	11%	(38)	6%	(20)	7%	(23)	349
PID/Gender: Ind Women	47%	(159)	32%	(107)	12%	(39)	6%	(20)	4%	(13)	338
PID/Gender: Rep Men	36%	(135)	34%	(129)	15%	(56)	5%	(19)	10%	(39)	377
PID/Gender: Rep Women	37%	(116)	44%	(139)	10%	(33)	5%	(17)	4%	(11)	316
Ideo: Liberal (1-3)	36%	(227)	39%	(250)	12%	(76)	6%	(39)	7%	(47)	639
Ideo: Moderate (4)	46%	(279)	35%	(210)	10%	(62)	5%	(29)	4%	(24)	604
Ideo: Conservative (5-7)	38%	(283)	38%	(282)	12%	(92)	5%	(38)	7%	(49)	743
Educ: < College	48%	(733)	33%	(506)	9%	(141)	4%	(61)	5%	(72)	1513
Educ: Bachelors degree	28%	(124)	44%	(195)	14%	(64)	7%	(33)	6%	(29)	444
Educ: Post-grad	23%	(57)	40%	(98)	16%	(40)	9%	(22)	11%	(26)	244
Income: Under 50k	56%	(649)	29%	(333)	8%	(87)	3%	(36)	4%	(47)	1151
Income: 50k-100k	30%	(213)	44%	(316)	14%	(97)	6%	(46)	6%	(43)	716
Income: 100k+	16%	(52)	45%	(151)	18%	(60)	10%	(33)	11%	(37)	334
Ethnicity: White	41%	(712)	37%	(634)	11%	(184)	5%	(95)	6%	(98)	1723
Ethnicity: Hispanic	40%	(138)	35%	(122)	12%	(40)	7%	(24)	7%	(25)	350

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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
Adults	42%	(914)	36%	(800)	11%	(245)	5%	(116)	6%	(127)	2201
Ethnicity: Afr. Am.	44%	(120)	36%	(98)	15%	(42)	4%	(11)	1%	(3)	274
Ethnicity: Other	40%	(82)	33%	(68)	9%	(19)	5%	(10)	13%	(26)	204
All Christian	39%	(407)	40%	(415)	11%	(118)	5%	(55)	5%	(49)	1044
All Non-Christian	40%	(45)	30%	(34)	15%	(17)	7%	(8)	7%	(8)	111
Atheist	42%	(44)	35%	(37)	6%	(7)	11%	(12)	6%	(6)	106
Agnostic/Nothing in particular	45%	(419)	33%	(313)	11%	(103)	4%	(42)	7%	(63)	940
Religious Non-Protestant/Catholic	39%	(57)	35%	(51)	15%	(21)	6%	(9)	5%	(8)	146
Evangelical	44%	(252)	37%	(213)	10%	(59)	4%	(25)	4%	(22)	570
Non-Evangelical	39%	(308)	38%	(301)	12%	(96)	6%	(46)	6%	(50)	799
Community: Urban	45%	(262)	33%	(192)	11%	(63)	5%	(30)	6%	(35)	581
Community: Suburban	38%	(416)	39%	(423)	11%	(125)	6%	(63)	6%	(65)	1092
Community: Rural	45%	(237)	35%	(185)	11%	(57)	4%	(23)	5%	(27)	528
Employ: Private Sector	30%	(204)	41%	(279)	15%	(103)	6%	(38)	8%	(52)	677
Employ: Government	21%	(22)	46%	(47)	21%	(21)	7%	(7)	5%	(5)	102
Employ: Self-Employed	31%	(47)	32%	(49)	16%	(24)	9%	(14)	12%	(19)	152
Employ: Homemaker	49%	(79)	34%	(54)	9%	(14)	6%	(10)	2%	(4)	161
Employ: Retired	51%	(254)	34%	(170)	8%	(39)	4%	(19)	3%	(17)	500
Employ: Unemployed	59%	(170)	30%	(86)	5%	(13)	3%	(8)	4%	(13)	290
Employ: Other	58%	(92)	26%	(41)	8%	(12)	4%	(7)	4%	(7)	159
Military HH: Yes	34%	(111)	41%	(135)	15%	(48)	6%	(20)	5%	(16)	332
Military HH: No	43%	(803)	36%	(664)	11%	(196)	5%	(95)	6%	(111)	1869
RD/WT: Right Direction	39%	(304)	36%	(282)	13%	(102)	6%	(45)	5%	(41)	774
RD/WT: Wrong Track	43%	(610)	36%	(518)	10%	(142)	5%	(71)	6%	(86)	1427
Trump Job Approve	40%	(368)	36%	(337)	12%	(107)	6%	(52)	7%	(62)	927
Trump Job Disapprove	42%	(491)	37%	(430)	11%	(126)	5%	(56)	6%	(64)	1167
Trump Job Strongly Approve	40%	(205)	37%	(192)	12%	(64)	5%	(24)	6%	(32)	516
Trump Job Somewhat Approve	40%	(164)	35%	(145)	11%	(44)	7%	(28)	7%	(29)	410
Trump Job Somewhat Disapprove	43%	(113)	37%	(99)	10%	(26)	6%	(15)	4%	(12)	264
Trump Job Strongly Disapprove	42%	(378)	37%	(331)	11%	(99)	5%	(42)	6%	(53)	902

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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
Adults	42%	(914)	36%	(800)	11%	(245)	5%	(116)	6% (127)	2201
Favorable of Trump	39%	(355)	37%	(335)	12%	(106)	6%	(55)	6% (58)	909
Unfavorable of Trump	41%	(479)	37%	(437)	12%	(137)	5%	(54)	5% (64)	1172
Very Favorable of Trump	40%	(208)	35%	(182)	13%	(67)	5%	(26)	6% (33)	515
Somewhat Favorable of Trump	37%	(147)	39%	(153)	10%	(39)	7%	(29)	7% (26)	394
Somewhat Unfavorable of Trump	41%	(82)	39%	(78)	12%	(25)	4%	(8)	3% (6)	199
Very Unfavorable of Trump	41%	(397)	37%	(360)	12%	(112)	5%	(46)	6% (58)	973
#1 Issue: Economy	35%	(268)	38%	(291)	13%	(96)	6%	(46)	7% (55)	755
#1 Issue: Security	44%	(105)	37%	(87)	11%	(26)	5%	(11)	4% (9)	238
#1 Issue: Health Care	42%	(195)	40%	(187)	12%	(57)	3%	(15)	3% (14)	468
#1 Issue: Medicare / Social Security	53%	(164)	32%	(98)	5%	(15)	5%	(14)	5% (16)	307
#1 Issue: Women's Issues	40%	(46)	32%	(37)	8%	(10)	12%	(13)	7% (9)	114
#1 Issue: Education	41%	(52)	29%	(37)	18%	(23)	5%	(7)	8% (10)	129
#1 Issue: Energy	43%	(29)	28%	(18)	12%	(8)	6%	(4)	11% (7)	67
#1 Issue: Other	45%	(55)	36%	(44)	8%	(10)	5%	(6)	6% (8)	122
2018 House Vote: Democrat	42%	(307)	36%	(267)	11%	(82)	5%	(34)	6% (43)	733
2018 House Vote: Republican	35%	(230)	39%	(258)	13%	(85)	6%	(37)	7% (45)	654
2018 House Vote: Someone else	41%	(29)	36%	(26)	10%	(7)	5%	(4)	8% (5)	71
2016 Vote: Hillary Clinton	43%	(283)	36%	(240)	11%	(71)	5%	(33)	6% (37)	664
2016 Vote: Donald Trump	35%	(255)	39%	(278)	13%	(94)	5%	(39)	7% (52)	718
2016 Vote: Other	35%	(53)	44%	(66)	12%	(18)	2%	(3)	6% (9)	150
2016 Vote: Didn't Vote	48%	(323)	32%	(215)	9%	(61)	6%	(40)	4% (28)	666
Voted in 2014: Yes	38%	(495)	38%	(494)	12%	(151)	5%	(66)	7% (87)	1293
Voted in 2014: No	46%	(419)	34%	(305)	10%	(94)	5%	(50)	4% (40)	908
2012 Vote: Barack Obama	41%	(328)	38%	(300)	11%	(88)	5%	(36)	6% (47)	800
2012 Vote: Mitt Romney	34%	(182)	39%	(206)	14%	(72)	5%	(27)	8% (42)	529
2012 Vote: Other	45%	(37)	35%	(29)	14%	(11)	1%	(1)	5% (4)	83
2012 Vote: Didn't Vote	46%	(363)	33%	(263)	9%	(74)	7%	(52)	4% (33)	785

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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	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		
Adults	42%	(914)	36%	(800)	11%	(245)	5%	(116)	6%	(127)	2201
4-Region: Northeast	40%	(158)	41%	(161)	10%	(41)	4%	(15)	5%	(18)	394
4-Region: Midwest	42%	(193)	34%	(158)	14%	(63)	4%	(21)	6%	(28)	462
4-Region: South	41%	(337)	36%	(298)	12%	(100)	5%	(43)	6%	(47)	825
4-Region: West	43%	(226)	35%	(183)	8%	(42)	7%	(37)	6%	(34)	520
Sports fan	34%	(475)	39%	(547)	14%	(190)	6%	(77)	7%	(101)	1391
Traveled outside of U.S. in past year 1+ times	16%	(68)	39%	(171)	22%	(97)	10%	(44)	13%	(56)	436
Frequent Flyer	3%	(8)	20%	(51)	31%	(77)	18%	(44)	28%	(71)	251

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
Adults	80% (1762)	13% (289)	3% (75)	1% (30)	2% (45)	2201
Gender: Male	77% (813)	15% (160)	4% (45)	2% (21)	2% (24)	1062
Gender: Female	83% (949)	11% (129)	3% (30)	1% (9)	2% (21)	1139
Age: 18-34	73% (475)	17% (115)	6% (37)	1% (9)	3% (20)	655
Age: 35-44	72% (258)	19% (67)	4% (13)	3% (10)	3% (9)	358
Age: 45-64	86% (649)	9% (68)	2% (17)	1% (7)	1% (11)	751
Age: 65+	87% (380)	9% (40)	2% (9)	1% (3)	1% (5)	436
GenZers: 1997-2012	72% (207)	18% (51)	6% (16)	2% (5)	2% (7)	287
Millennials: 1981-1996	72% (384)	18% (97)	5% (29)	2% (8)	3% (18)	536
GenXers: 1965-1980	82% (447)	12% (65)	3% (15)	1% (7)	2% (9)	543
Baby Boomers: 1946-1964	87% (665)	9% (70)	2% (13)	1% (9)	1% (11)	769
PID: Dem (no lean)	80% (657)	13% (104)	3% (26)	2% (12)	2% (20)	820
PID: Ind (no lean)	81% (557)	13% (88)	4% (24)	1% (7)	2% (12)	688
PID: Rep (no lean)	79% (548)	14% (98)	4% (25)	2% (10)	2% (12)	693
PID/Gender: Dem Men	76% (254)	15% (49)	4% (15)	3% (10)	2% (8)	336
PID/Gender: Dem Women	83% (403)	11% (55)	2% (11)	— (2)	3% (13)	484
PID/Gender: Ind Men	79% (278)	14% (49)	4% (14)	1% (3)	2% (7)	349
PID/Gender: Ind Women	82% (279)	12% (39)	3% (11)	1% (4)	2% (6)	338
PID/Gender: Rep Men	75% (281)	17% (62)	4% (16)	2% (8)	3% (10)	377
PID/Gender: Rep Women	84% (267)	11% (35)	3% (8)	1% (3)	1% (3)	316
Ideo: Liberal (1-3)	76% (484)	14% (93)	6% (36)	2% (10)	3% (16)	639
Ideo: Moderate (4)	79% (477)	16% (95)	3% (16)	1% (7)	1% (9)	604
Ideo: Conservative (5-7)	82% (608)	12% (89)	3% (20)	1% (11)	2% (14)	743
Educ: < College	86% (1298)	10% (151)	2% (32)	1% (12)	1% (19)	1513
Educ: Bachelors degree	70% (313)	19% (86)	5% (21)	2% (9)	3% (15)	444
Educ: Post-grad	62% (151)	21% (52)	9% (22)	4% (9)	4% (11)	244
Income: Under 50k	88% (1014)	8% (88)	2% (26)	— (4)	2% (18)	1151
Income: 50k-100k	76% (545)	17% (122)	3% (21)	2% (13)	2% (15)	716
Income: 100k+	61% (203)	24% (78)	8% (28)	4% (12)	4% (13)	334
Ethnicity: White	81% (1395)	13% (219)	4% (61)	1% (19)	2% (28)	1723
Ethnicity: Hispanic	73% (255)	19% (68)	3% (10)	1% (5)	3% (11)	350

Continued on next page

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
Adults	80% (1762)	13% (289)	3% (75)	1% (30)	2% (45)	2201
Ethnicity: Afr. Am.	82% (225)	11% (29)	3% (9)	3% (7)	2% (4)	274
Ethnicity: Other	69% (142)	20% (41)	3% (5)	2% (3)	6% (13)	204
All Christian	79% (829)	15% (159)	3% (31)	1% (10)	1% (15)	1044
All Non-Christian	66% (73)	18% (20)	7% (8)	— (0)	8% (9)	111
Atheist	76% (80)	16% (17)	4% (4)	2% (3)	2% (2)	106
Agnostic/Nothing in particular	83% (780)	10% (93)	3% (32)	2% (17)	2% (18)	940
Religious Non-Protestant/Catholic	71% (104)	16% (24)	6% (9)	1% (1)	6% (9)	146
Evangelical	85% (486)	11% (63)	2% (11)	1% (5)	1% (5)	570
Non-Evangelical	78% (627)	16% (124)	3% (27)	1% (7)	2% (14)	799
Community: Urban	78% (453)	13% (75)	5% (27)	2% (10)	3% (16)	581
Community: Suburban	78% (847)	15% (167)	3% (36)	1% (16)	2% (25)	1092
Community: Rural	87% (462)	9% (47)	2% (12)	1% (3)	1% (4)	528
Employ: Private Sector	69% (469)	20% (135)	5% (36)	2% (16)	3% (21)	677
Employ: Government	72% (73)	18% (18)	8% (9)	1% (1)	2% (2)	102
Employ: Self-Employed	73% (111)	16% (25)	5% (7)	2% (4)	3% (5)	152
Employ: Homemaker	91% (146)	6% (10)	— (1)	2% (3)	1% (2)	161
Employ: Retired	89% (444)	8% (39)	2% (9)	1% (4)	1% (5)	500
Employ: Unemployed	88% (256)	8% (23)	3% (8)	— (1)	1% (2)	290
Employ: Other	91% (144)	6% (9)	— (0)	1% (2)	2% (4)	159
Military HH: Yes	82% (273)	11% (36)	5% (15)	1% (2)	2% (6)	332
Military HH: No	80% (1489)	14% (253)	3% (60)	1% (28)	2% (39)	1869
RD/WT: Right Direction	79% (615)	15% (114)	3% (24)	2% (14)	1% (7)	774
RD/WT: Wrong Track	80% (1147)	12% (175)	4% (51)	1% (15)	3% (38)	1427
Trump Job Approve	79% (731)	14% (134)	4% (33)	1% (12)	2% (17)	927
Trump Job Disapprove	80% (936)	13% (148)	3% (39)	1% (17)	2% (27)	1167
Trump Job Strongly Approve	81% (416)	13% (65)	4% (20)	2% (8)	1% (7)	516
Trump Job Somewhat Approve	77% (315)	17% (69)	3% (13)	1% (4)	2% (9)	410
Trump Job Somewhat Disapprove	75% (198)	18% (49)	2% (7)	2% (5)	2% (6)	264
Trump Job Strongly Disapprove	82% (737)	11% (99)	4% (33)	1% (12)	2% (22)	902

Continued on next page

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
Adults	80% (1762)	13% (289)	3% (75)	1% (30)	2% (45)	2201
Favorable of Trump	80% (724)	14% (129)	3% (31)	1% (13)	1% (11)	909
Unfavorable of Trump	79% (929)	13% (156)	4% (43)	1% (16)	2% (28)	1172
Very Favorable of Trump	81% (419)	12% (64)	4% (21)	1% (7)	1% (5)	515
Somewhat Favorable of Trump	78% (306)	16% (65)	3% (11)	2% (7)	2% (7)	394
Somewhat Unfavorable of Trump	79% (157)	16% (32)	3% (5)	— (1)	2% (4)	199
Very Unfavorable of Trump	79% (773)	13% (124)	4% (37)	2% (16)	2% (23)	973
#1 Issue: Economy	76% (576)	16% (120)	4% (32)	2% (14)	2% (14)	755
#1 Issue: Security	85% (203)	10% (24)	2% (4)	1% (3)	1% (3)	238
#1 Issue: Health Care	81% (378)	12% (58)	3% (15)	1% (6)	2% (11)	468
#1 Issue: Medicare / Social Security	90% (276)	8% (24)	1% (3)	1% (2)	1% (2)	307
#1 Issue: Women's Issues	81% (92)	14% (15)	3% (3)	— (0)	2% (3)	114
#1 Issue: Education	75% (96)	16% (21)	3% (4)	3% (3)	4% (5)	129
#1 Issue: Energy	65% (44)	20% (13)	9% (6)	2% (1)	4% (3)	67
#1 Issue: Other	79% (96)	11% (13)	6% (8)	— (0)	4% (5)	122
2018 House Vote: Democrat	80% (587)	13% (93)	3% (25)	1% (10)	2% (18)	733
2018 House Vote: Republican	80% (523)	13% (85)	4% (24)	2% (13)	1% (9)	654
2018 House Vote: Someone else	81% (58)	13% (9)	5% (4)	— (0)	— (0)	71
2016 Vote: Hillary Clinton	79% (522)	14% (90)	4% (25)	2% (13)	2% (14)	664
2016 Vote: Donald Trump	81% (578)	13% (90)	4% (27)	2% (12)	1% (10)	718
2016 Vote: Other	85% (127)	11% (17)	4% (5)	— (0)	— (1)	150
2016 Vote: Didn't Vote	80% (533)	14% (92)	3% (17)	1% (4)	3% (20)	666
Voted in 2014: Yes	80% (1039)	13% (165)	4% (46)	1% (17)	2% (26)	1293
Voted in 2014: No	80% (723)	14% (124)	3% (29)	1% (12)	2% (19)	908
2012 Vote: Barack Obama	80% (640)	13% (106)	3% (28)	1% (10)	2% (17)	800
2012 Vote: Mitt Romney	81% (428)	12% (64)	4% (20)	1% (8)	2% (9)	529
2012 Vote: Other	90% (74)	10% (9)	— (0)	— (0)	— (0)	83
2012 Vote: Didn't Vote	79% (618)	14% (109)	3% (27)	2% (12)	2% (19)	785

Continued on next page

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
Adults	80% (1762)	13% (289)	3% (75)	1% (30)	2% (45)	2201
4-Region: Northeast	74% (293)	15% (58)	5% (20)	2% (7)	4% (15)	394
4-Region: Midwest	82% (381)	11% (53)	4% (16)	1% (3)	2% (9)	462
4-Region: South	82% (680)	12% (97)	4% (29)	1% (10)	1% (8)	825
4-Region: West	78% (408)	16% (81)	2% (9)	2% (9)	3% (13)	520
Sports fan	78% (1089)	14% (196)	4% (56)	2% (21)	2% (28)	1391
Traveled outside of U.S. in past year 1+ times	19% (82)	52% (226)	15% (64)	6% (26)	9% (39)	436
Frequent Flyer	30% (76)	30% (75)	17% (44)	8% (19)	15% (37)	251

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
Adults	61% (1339)	28% (611)	7% (151)	2% (46)	2% (54)	2201
Gender: Male	59% (628)	28% (295)	8% (81)	3% (27)	3% (32)	1062
Gender: Female	63% (712)	28% (316)	6% (70)	2% (18)	2% (22)	1139
Age: 18-34	53% (350)	31% (200)	10% (63)	3% (20)	3% (23)	655
Age: 35-44	55% (195)	29% (103)	8% (30)	4% (15)	4% (15)	358
Age: 45-64	67% (505)	24% (182)	6% (42)	1% (8)	2% (14)	751
Age: 65+	66% (289)	29% (126)	4% (16)	1% (2)	1% (3)	436
GenZers: 1997-2012	52% (148)	31% (90)	9% (27)	4% (11)	4% (11)	287
Millennials: 1981-1996	53% (285)	30% (159)	10% (56)	3% (15)	4% (21)	536
GenXers: 1965-1980	64% (349)	26% (139)	5% (27)	3% (15)	2% (13)	543
Baby Boomers: 1946-1964	67% (512)	27% (204)	5% (37)	1% (5)	1% (10)	769
PID: Dem (no lean)	59% (482)	29% (238)	8% (62)	2% (17)	3% (21)	820
PID: Ind (no lean)	67% (460)	23% (158)	6% (42)	2% (13)	2% (15)	688
PID: Rep (no lean)	57% (398)	31% (215)	7% (47)	2% (16)	3% (18)	693
PID/Gender: Dem Men	60% (200)	26% (87)	9% (30)	2% (8)	3% (11)	336
PID/Gender: Dem Women	58% (282)	31% (151)	7% (32)	2% (9)	2% (11)	484
PID/Gender: Ind Men	66% (231)	24% (84)	4% (15)	3% (11)	2% (9)	349
PID/Gender: Ind Women	68% (228)	22% (74)	8% (27)	1% (2)	2% (7)	338
PID/Gender: Rep Men	52% (196)	33% (124)	10% (36)	2% (8)	3% (13)	377
PID/Gender: Rep Women	64% (201)	29% (91)	3% (11)	2% (8)	2% (5)	316
Ideo: Liberal (1-3)	56% (355)	28% (181)	10% (64)	3% (18)	3% (21)	639
Ideo: Moderate (4)	61% (371)	29% (178)	6% (34)	2% (14)	1% (7)	604
Ideo: Conservative (5-7)	59% (442)	30% (222)	6% (46)	2% (13)	3% (22)	743
Educ: < College	70% (1056)	23% (352)	4% (59)	2% (26)	1% (20)	1513
Educ: Bachelors degree	44% (197)	37% (164)	12% (53)	3% (13)	4% (18)	444
Educ: Post-grad	35% (86)	39% (95)	16% (39)	3% (7)	7% (17)	244
Income: Under 50k	75% (859)	19% (223)	3% (37)	1% (11)	2% (21)	1151
Income: 50k-100k	53% (380)	34% (245)	9% (62)	2% (16)	2% (14)	716
Income: 100k+	30% (100)	43% (142)	16% (52)	6% (19)	6% (20)	334
Ethnicity: White	62% (1060)	28% (476)	7% (120)	2% (29)	2% (38)	1723
Ethnicity: Hispanic	53% (185)	33% (116)	7% (24)	3% (11)	4% (14)	350

Continued on next page

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
Adults	61% (1339)	28% (611)	7% (151)	2% (46)	2% (54)	2201
Ethnicity: Afr. Am.	65% (177)	24% (66)	7% (18)	3% (9)	1% (4)	274
Ethnicity: Other	50% (102)	34% (69)	6% (13)	4% (8)	6% (12)	204
All Christian	58% (609)	31% (324)	7% (73)	2% (16)	2% (21)	1044
All Non-Christian	46% (51)	28% (31)	14% (15)	5% (6)	8% (8)	111
Atheist	61% (64)	24% (25)	12% (13)	1% (2)	2% (2)	106
Agnostic/Nothing in particular	65% (615)	24% (230)	5% (50)	2% (22)	2% (23)	940
Religious Non-Protestant/Catholic	47% (69)	30% (44)	13% (20)	4% (6)	6% (8)	146
Evangelical	67% (380)	26% (151)	4% (24)	1% (7)	1% (9)	570
Non-Evangelical	56% (450)	32% (253)	8% (64)	2% (14)	2% (19)	799
Community: Urban	59% (344)	27% (155)	9% (52)	2% (10)	4% (21)	581
Community: Suburban	55% (605)	32% (352)	7% (76)	3% (31)	2% (27)	1092
Community: Rural	74% (390)	20% (104)	4% (23)	1% (5)	1% (7)	528
Employ: Private Sector	46% (313)	35% (236)	11% (77)	4% (27)	4% (24)	677
Employ: Government	45% (46)	39% (39)	9% (9)	4% (4)	3% (3)	102
Employ: Self-Employed	54% (82)	30% (45)	9% (14)	2% (3)	5% (8)	152
Employ: Homemaker	77% (124)	17% (27)	4% (6)	2% (3)	1% (1)	161
Employ: Retired	68% (342)	27% (134)	3% (17)	— (2)	1% (5)	500
Employ: Unemployed	78% (225)	18% (54)	2% (6)	— (1)	2% (5)	290
Employ: Other	84% (134)	10% (16)	3% (5)	1% (1)	2% (3)	159
Military HH: Yes	58% (193)	32% (105)	6% (20)	1% (4)	3% (10)	332
Military HH: No	61% (1147)	27% (506)	7% (131)	2% (42)	2% (44)	1869
RD/WT: Right Direction	59% (458)	30% (236)	6% (49)	2% (17)	2% (14)	774
RD/WT: Wrong Track	62% (881)	26% (375)	7% (102)	2% (28)	3% (41)	1427
Trump Job Approve	60% (556)	30% (276)	6% (58)	2% (15)	2% (23)	927
Trump Job Disapprove	61% (708)	26% (309)	8% (88)	3% (31)	3% (31)	1167
Trump Job Strongly Approve	62% (320)	27% (142)	6% (30)	1% (7)	3% (18)	516
Trump Job Somewhat Approve	57% (236)	33% (134)	7% (28)	2% (8)	1% (5)	410
Trump Job Somewhat Disapprove	63% (168)	24% (64)	7% (20)	2% (6)	3% (7)	264
Trump Job Strongly Disapprove	60% (541)	27% (245)	8% (68)	3% (25)	3% (24)	902

Continued on next page

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
Adults	61% (1339)	28% (611)	7% (151)	2% (46)	2% (54)	2201
Favorable of Trump	61% (559)	29% (262)	6% (56)	2% (14)	2% (19)	909
Unfavorable of Trump	59% (692)	28% (326)	8% (93)	3% (31)	3% (29)	1172
Very Favorable of Trump	63% (327)	27% (137)	6% (32)	1% (5)	3% (16)	515
Somewhat Favorable of Trump	59% (232)	32% (125)	6% (24)	2% (9)	1% (4)	394
Somewhat Unfavorable of Trump	63% (125)	27% (53)	8% (16)	1% (2)	2% (3)	199
Very Unfavorable of Trump	58% (567)	28% (273)	8% (77)	3% (30)	3% (26)	973
#1 Issue: Economy	54% (405)	33% (251)	8% (60)	3% (22)	2% (18)	755
#1 Issue: Security	70% (166)	24% (57)	4% (9)	1% (1)	2% (4)	238
#1 Issue: Health Care	61% (287)	28% (132)	7% (32)	2% (9)	2% (9)	468
#1 Issue: Medicare / Social Security	74% (227)	20% (61)	3% (10)	1% (4)	2% (5)	307
#1 Issue: Women's Issues	56% (64)	29% (33)	10% (11)	3% (3)	3% (3)	114
#1 Issue: Education	61% (79)	27% (34)	9% (12)	— (0)	3% (4)	129
#1 Issue: Energy	45% (30)	29% (19)	18% (12)	4% (3)	5% (3)	67
#1 Issue: Other	67% (82)	19% (24)	4% (5)	3% (4)	7% (8)	122
2018 House Vote: Democrat	59% (435)	28% (204)	8% (59)	3% (21)	2% (14)	733
2018 House Vote: Republican	57% (370)	30% (198)	8% (53)	2% (14)	3% (19)	654
2018 House Vote: Someone else	61% (44)	32% (23)	5% (3)	1% (0)	1% (1)	71
2016 Vote: Hillary Clinton	59% (395)	27% (178)	9% (57)	3% (20)	2% (15)	664
2016 Vote: Donald Trump	57% (412)	31% (224)	7% (52)	2% (11)	3% (19)	718
2016 Vote: Other	56% (84)	37% (55)	4% (6)	3% (4)	— (1)	150
2016 Vote: Didn't Vote	67% (447)	23% (153)	5% (36)	2% (11)	3% (20)	666
Voted in 2014: Yes	58% (755)	29% (377)	8% (106)	2% (26)	2% (29)	1293
Voted in 2014: No	64% (585)	26% (234)	5% (45)	2% (20)	3% (25)	908
2012 Vote: Barack Obama	61% (487)	27% (217)	8% (63)	2% (16)	2% (18)	800
2012 Vote: Mitt Romney	56% (297)	32% (167)	8% (41)	2% (10)	3% (14)	529
2012 Vote: Other	66% (55)	29% (24)	4% (3)	1% (1)	— (0)	83
2012 Vote: Didn't Vote	64% (499)	26% (201)	6% (44)	2% (19)	3% (22)	785

Continued on next page

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
Adults	61%	(1339)	28%	(611)	7%	(151)	2%	(46)	2%	(54)	2201
4-Region: Northeast	61%	(240)	26%	(101)	7%	(29)	2%	(8)	4%	(16)	394
4-Region: Midwest	62%	(287)	27%	(126)	7%	(30)	2%	(10)	2%	(10)	462
4-Region: South	63%	(521)	26%	(216)	7%	(59)	2%	(18)	1%	(11)	825
4-Region: West	56%	(292)	32%	(168)	6%	(33)	2%	(10)	3%	(18)	520
Sports fan	56%	(773)	31%	(426)	8%	(115)	3%	(36)	3%	(40)	1391
Traveled outside of U.S. in past year 1+ times	10%	(46)	48%	(211)	24%	(103)	8%	(34)	10%	(42)	436
Frequent Flyer	—	(0)	—	(0)	60%	(151)	18%	(46)	22%	(54)	251

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
Adults	55%	(1220)	45%	(981)	2201
Gender: Male	57%	(602)	43%	(460)	1062
Gender: Female	54%	(618)	46%	(521)	1139
Age: 18-34	56%	(367)	44%	(289)	655
Age: 35-44	61%	(217)	39%	(141)	358
Age: 45-64	53%	(399)	47%	(352)	751
Age: 65+	54%	(237)	46%	(199)	436
GenZers: 1997-2012	52%	(150)	48%	(137)	287
Millennials: 1981-1996	60%	(320)	40%	(216)	536
GenXers: 1965-1980	55%	(300)	45%	(243)	543
Baby Boomers: 1946-1964	55%	(420)	45%	(348)	769
PID: Dem (no lean)	51%	(420)	49%	(400)	820
PID: Ind (no lean)	51%	(350)	49%	(337)	688
PID: Rep (no lean)	65%	(449)	35%	(244)	693
PID/Gender: Dem Men	53%	(177)	47%	(159)	336
PID/Gender: Dem Women	50%	(243)	50%	(241)	484
PID/Gender: Ind Men	53%	(184)	47%	(165)	349
PID/Gender: Ind Women	49%	(166)	51%	(172)	338
PID/Gender: Rep Men	64%	(241)	36%	(136)	377
PID/Gender: Rep Women	66%	(209)	34%	(108)	316
Ideo: Liberal (1-3)	55%	(354)	45%	(285)	639
Ideo: Moderate (4)	52%	(312)	48%	(292)	604
Ideo: Conservative (5-7)	62%	(463)	38%	(280)	743
Educ: < College	51%	(770)	49%	(743)	1513
Educ: Bachelors degree	62%	(274)	38%	(170)	444
Educ: Post-grad	72%	(176)	28%	(68)	244
Income: Under 50k	47%	(536)	53%	(615)	1151
Income: 50k-100k	61%	(435)	39%	(281)	716
Income: 100k+	74%	(248)	26%	(85)	334
Ethnicity: White	56%	(960)	44%	(762)	1723
Ethnicity: Hispanic	54%	(188)	46%	(162)	350
Ethnicity: Afr. Am.	52%	(142)	48%	(133)	274

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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
Adults	55%	(1220)	45%	(981)	2201
Ethnicity: Other	58%	(118)	42%	(86)	204
All Christian	58%	(607)	42%	(437)	1044
All Non-Christian	49%	(54)	51%	(56)	111
Atheist	56%	(59)	44%	(47)	106
Agnostic/Nothing in particular	53%	(499)	47%	(441)	940
Religious Non-Protestant/Catholic	51%	(75)	49%	(71)	146
Evangelical	57%	(327)	43%	(243)	570
Non-Evangelical	58%	(463)	42%	(337)	799
Community: Urban	53%	(311)	47%	(270)	581
Community: Suburban	57%	(619)	43%	(473)	1092
Community: Rural	55%	(290)	45%	(238)	528
Employ: Private Sector	61%	(414)	39%	(262)	677
Employ: Government	68%	(69)	32%	(33)	102
Employ: Self-Employed	64%	(98)	36%	(54)	152
Employ: Homemaker	48%	(77)	52%	(84)	161
Employ: Retired	52%	(262)	48%	(238)	500
Employ: Unemployed	45%	(132)	55%	(158)	290
Employ: Other	44%	(70)	56%	(89)	159
Military HH: Yes	64%	(212)	36%	(120)	332
Military HH: No	54%	(1008)	46%	(861)	1869
RD/WT: Right Direction	61%	(474)	39%	(300)	774
RD/WT: Wrong Track	52%	(746)	48%	(681)	1427
Trump Job Approve	61%	(565)	39%	(362)	927
Trump Job Disapprove	52%	(608)	48%	(559)	1167
Trump Job Strongly Approve	62%	(320)	38%	(196)	516
Trump Job Somewhat Approve	60%	(245)	40%	(165)	410
Trump Job Somewhat Disapprove	54%	(143)	46%	(121)	264
Trump Job Strongly Disapprove	52%	(465)	48%	(437)	902
Favorable of Trump	61%	(559)	39%	(350)	909
Unfavorable of Trump	53%	(626)	47%	(546)	1172

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
Adults	55%	(1220)	45%	(981)	2201
Very Favorable of Trump	63%	(323)	37%	(192)	515
Somewhat Favorable of Trump	60%	(236)	40%	(159)	394
Somewhat Unfavorable of Trump	54%	(108)	46%	(91)	199
Very Unfavorable of Trump	53%	(518)	47%	(454)	973
#1 Issue: Economy	60%	(457)	40%	(299)	755
#1 Issue: Security	57%	(136)	43%	(101)	238
#1 Issue: Health Care	47%	(220)	53%	(248)	468
#1 Issue: Medicare / Social Security	51%	(156)	49%	(151)	307
#1 Issue: Women's Issues	65%	(74)	35%	(40)	114
#1 Issue: Education	56%	(72)	44%	(57)	129
#1 Issue: Energy	58%	(39)	42%	(28)	67
#1 Issue: Other	54%	(65)	46%	(57)	122
2018 House Vote: Democrat	51%	(375)	49%	(358)	733
2018 House Vote: Republican	63%	(413)	37%	(241)	654
2018 House Vote: Someone else	54%	(38)	46%	(33)	71
2016 Vote: Hillary Clinton	51%	(337)	49%	(327)	664
2016 Vote: Donald Trump	64%	(462)	36%	(256)	718
2016 Vote: Other	53%	(80)	47%	(70)	150
2016 Vote: Didn't Vote	51%	(340)	49%	(327)	666
Voted in 2014: Yes	57%	(741)	43%	(552)	1293
Voted in 2014: No	53%	(478)	47%	(429)	908
2012 Vote: Barack Obama	54%	(435)	46%	(365)	800
2012 Vote: Mitt Romney	63%	(336)	37%	(193)	529
2012 Vote: Other	56%	(46)	44%	(36)	83
2012 Vote: Didn't Vote	51%	(401)	49%	(384)	785
4-Region: Northeast	57%	(225)	43%	(169)	394
4-Region: Midwest	53%	(244)	47%	(219)	462
4-Region: South	56%	(465)	44%	(360)	825
4-Region: West	55%	(286)	45%	(234)	520
Sports fan	60%	(833)	40%	(557)	1391
Traveled outside of U.S. in past year 1+ times	72%	(315)	28%	(121)	436

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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
Adults	55%	(1220)	45%	(981)	2201
Frequent Flyer	75%	(189)	25%	(62)	251

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
Adults	16%	(351)	84%	(1850)	2201
Gender: Male	19%	(203)	81%	(859)	1062
Gender: Female	13%	(148)	87%	(990)	1139
Age: 18-34	22%	(143)	78%	(513)	655
Age: 35-44	22%	(78)	78%	(280)	358
Age: 45-64	11%	(84)	89%	(667)	751
Age: 65+	11%	(47)	89%	(389)	436
GenZers: 1997-2012	23%	(66)	77%	(221)	287
Millennials: 1981-1996	21%	(114)	79%	(422)	536
GenXers: 1965-1980	15%	(84)	85%	(460)	543
Baby Boomers: 1946-1964	11%	(85)	89%	(684)	769
PID: Dem (no lean)	17%	(136)	83%	(684)	820
PID: Ind (no lean)	16%	(110)	84%	(577)	688
PID: Rep (no lean)	15%	(105)	85%	(588)	693
PID/Gender: Dem Men	20%	(67)	80%	(269)	336
PID/Gender: Dem Women	14%	(69)	86%	(415)	484
PID/Gender: Ind Men	19%	(66)	81%	(283)	349
PID/Gender: Ind Women	13%	(44)	87%	(294)	338
PID/Gender: Rep Men	18%	(70)	82%	(308)	377
PID/Gender: Rep Women	11%	(35)	89%	(281)	316
Ideo: Liberal (1-3)	20%	(130)	80%	(509)	639
Ideo: Moderate (4)	17%	(105)	83%	(498)	604
Ideo: Conservative (5-7)	13%	(95)	87%	(649)	743
Educ: < College	13%	(201)	87%	(1312)	1513
Educ: Bachelors degree	17%	(77)	83%	(367)	444
Educ: Post-grad	30%	(73)	70%	(171)	244
Income: Under 50k	11%	(130)	89%	(1021)	1151
Income: 50k-100k	18%	(128)	82%	(588)	716
Income: 100k+	28%	(93)	72%	(241)	334
Ethnicity: White	15%	(253)	85%	(1470)	1723
Ethnicity: Hispanic	22%	(76)	78%	(273)	350
Ethnicity: Afr. Am.	16%	(43)	84%	(231)	274

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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
Adults	16%	(351)	84%	(1850)	2201
Ethnicity: Other	27%	(55)	73%	(149)	204
All Christian	15%	(158)	85%	(886)	1044
All Non-Christian	24%	(27)	76%	(84)	111
Atheist	17%	(18)	83%	(89)	106
Agnostic/Nothing in particular	16%	(149)	84%	(791)	940
Religious Non-Protestant/Catholic	21%	(31)	79%	(115)	146
Evangelical	12%	(71)	88%	(499)	570
Non-Evangelical	17%	(132)	83%	(667)	799
Community: Urban	20%	(119)	80%	(462)	581
Community: Suburban	16%	(171)	84%	(921)	1092
Community: Rural	12%	(62)	88%	(467)	528
Employ: Private Sector	21%	(142)	79%	(535)	677
Employ: Government	20%	(21)	80%	(81)	102
Employ: Self-Employed	19%	(29)	81%	(123)	152
Employ: Homemaker	10%	(16)	90%	(144)	161
Employ: Retired	11%	(54)	89%	(446)	500
Employ: Unemployed	13%	(37)	87%	(253)	290
Employ: Other	8%	(13)	92%	(146)	159
Military HH: Yes	13%	(45)	87%	(287)	332
Military HH: No	16%	(307)	84%	(1563)	1869
RD/WT: Right Direction	16%	(122)	84%	(652)	774
RD/WT: Wrong Track	16%	(229)	84%	(1198)	1427
Trump Job Approve	14%	(132)	86%	(794)	927
Trump Job Disapprove	18%	(210)	82%	(957)	1167
Trump Job Strongly Approve	16%	(81)	84%	(436)	516
Trump Job Somewhat Approve	13%	(52)	87%	(359)	410
Trump Job Somewhat Disapprove	21%	(57)	79%	(208)	264
Trump Job Strongly Disapprove	17%	(153)	83%	(749)	902
Favorable of Trump	14%	(128)	86%	(781)	909
Unfavorable of Trump	18%	(209)	82%	(963)	1172

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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
Adults	16%	(351)	84%	(1850)	2201
Very Favorable of Trump	15%	(77)	85%	(438)	515
Somewhat Favorable of Trump	13%	(51)	87%	(343)	394
Somewhat Unfavorable of Trump	15%	(29)	85%	(170)	199
Very Unfavorable of Trump	18%	(179)	82%	(794)	973
#1 Issue: Economy	20%	(152)	80%	(603)	755
#1 Issue: Security	16%	(38)	84%	(199)	238
#1 Issue: Health Care	11%	(52)	89%	(416)	468
#1 Issue: Medicare / Social Security	8%	(25)	92%	(283)	307
#1 Issue: Women's Issues	26%	(29)	74%	(85)	114
#1 Issue: Education	15%	(19)	85%	(110)	129
#1 Issue: Energy	30%	(20)	70%	(46)	67
#1 Issue: Other	13%	(16)	87%	(106)	122
2018 House Vote: Democrat	15%	(112)	85%	(622)	733
2018 House Vote: Republican	15%	(100)	85%	(555)	654
2018 House Vote: Someone else	14%	(10)	86%	(61)	71
2016 Vote: Hillary Clinton	15%	(97)	85%	(567)	664
2016 Vote: Donald Trump	16%	(112)	84%	(606)	718
2016 Vote: Other	12%	(18)	88%	(132)	150
2016 Vote: Didn't Vote	19%	(123)	81%	(543)	666
Voted in 2014: Yes	15%	(191)	85%	(1103)	1293
Voted in 2014: No	18%	(160)	82%	(747)	908
2012 Vote: Barack Obama	14%	(114)	86%	(686)	800
2012 Vote: Mitt Romney	15%	(79)	85%	(450)	529
2012 Vote: Other	9%	(7)	91%	(75)	83
2012 Vote: Didn't Vote	19%	(151)	81%	(634)	785
4-Region: Northeast	19%	(74)	81%	(320)	394
4-Region: Midwest	11%	(52)	89%	(410)	462
4-Region: South	17%	(141)	83%	(683)	825
4-Region: West	16%	(84)	84%	(437)	520
Sports fan	18%	(252)	82%	(1139)	1391
Traveled outside of U.S. in past year 1+ times	50%	(218)	50%	(218)	436

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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
Adults	16%	(351)	84%	(1850)	2201
Frequent Flyer	44%	(110)	56%	(141)	251

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
Adults	45%	(996)	55%	(1205)	2201
Gender: Male	47%	(500)	53%	(562)	1062
Gender: Female	44%	(496)	56%	(643)	1139
Age: 18-34	46%	(304)	54%	(351)	655
Age: 35-44	54%	(194)	46%	(164)	358
Age: 45-64	44%	(328)	56%	(424)	751
Age: 65+	39%	(171)	61%	(266)	436
GenZers: 1997-2012	44%	(127)	56%	(160)	287
Millennials: 1981-1996	51%	(272)	49%	(265)	536
GenXers: 1965-1980	48%	(259)	52%	(284)	543
Baby Boomers: 1946-1964	42%	(321)	58%	(447)	769
PID: Dem (no lean)	41%	(336)	59%	(484)	820
PID: Ind (no lean)	41%	(284)	59%	(404)	688
PID: Rep (no lean)	54%	(377)	46%	(317)	693
PID/Gender: Dem Men	43%	(145)	57%	(191)	336
PID/Gender: Dem Women	39%	(191)	61%	(294)	484
PID/Gender: Ind Men	41%	(143)	59%	(207)	349
PID/Gender: Ind Women	42%	(141)	58%	(197)	338
PID/Gender: Rep Men	56%	(213)	44%	(164)	377
PID/Gender: Rep Women	52%	(164)	48%	(152)	316
Ideo: Liberal (1-3)	44%	(280)	56%	(359)	639
Ideo: Moderate (4)	42%	(256)	58%	(348)	604
Ideo: Conservative (5-7)	52%	(385)	48%	(359)	743
Educ: < College	42%	(628)	58%	(884)	1513
Educ: Bachelors degree	50%	(224)	50%	(220)	444
Educ: Post-grad	59%	(144)	41%	(100)	244
Income: Under 50k	36%	(420)	64%	(732)	1151
Income: 50k-100k	51%	(368)	49%	(348)	716
Income: 100k+	63%	(209)	37%	(125)	334
Ethnicity: White	46%	(788)	54%	(934)	1723
Ethnicity: Hispanic	48%	(167)	52%	(183)	350
Ethnicity: Afr. Am.	42%	(115)	58%	(159)	274

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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
Adults	45%	(996)	55%	(1205)	2201
Ethnicity: Other	46%	(93)	54%	(111)	204
All Christian	47%	(490)	53%	(554)	1044
All Non-Christian	47%	(52)	53%	(58)	111
Atheist	44%	(47)	56%	(59)	106
Agnostic/Nothing in particular	43%	(407)	57%	(533)	940
Religious Non-Protestant/Catholic	48%	(70)	52%	(76)	146
Evangelical	46%	(262)	54%	(309)	570
Non-Evangelical	47%	(375)	53%	(424)	799
Community: Urban	43%	(251)	57%	(330)	581
Community: Suburban	46%	(501)	54%	(591)	1092
Community: Rural	46%	(244)	54%	(284)	528
Employ: Private Sector	53%	(356)	47%	(320)	677
Employ: Government	57%	(58)	43%	(44)	102
Employ: Self-Employed	59%	(89)	41%	(63)	152
Employ: Homemaker	38%	(60)	62%	(100)	161
Employ: Retired	37%	(186)	63%	(314)	500
Employ: Unemployed	38%	(110)	62%	(180)	290
Employ: Other	34%	(54)	66%	(105)	159
Military HH: Yes	50%	(165)	50%	(167)	332
Military HH: No	44%	(831)	56%	(1038)	1869
RD/WT: Right Direction	50%	(389)	50%	(385)	774
RD/WT: Wrong Track	43%	(608)	57%	(820)	1427
Trump Job Approve	51%	(469)	49%	(458)	927
Trump Job Disapprove	42%	(489)	58%	(678)	1167
Trump Job Strongly Approve	52%	(271)	48%	(245)	516
Trump Job Somewhat Approve	48%	(198)	52%	(213)	410
Trump Job Somewhat Disapprove	48%	(128)	52%	(136)	264
Trump Job Strongly Disapprove	40%	(361)	60%	(541)	902
Favorable of Trump	51%	(464)	49%	(445)	909
Unfavorable of Trump	43%	(501)	57%	(671)	1172

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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
Adults	45%	(996)	55%	(1205)	2201
Very Favorable of Trump	52%	(266)	48%	(249)	515
Somewhat Favorable of Trump	50%	(198)	50%	(196)	394
Somewhat Unfavorable of Trump	43%	(86)	57%	(113)	199
Very Unfavorable of Trump	43%	(415)	57%	(558)	973
#1 Issue: Economy	52%	(391)	48%	(364)	755
#1 Issue: Security	43%	(103)	57%	(135)	238
#1 Issue: Health Care	38%	(176)	62%	(292)	468
#1 Issue: Medicare / Social Security	40%	(123)	60%	(184)	307
#1 Issue: Women's Issues	56%	(64)	44%	(50)	114
#1 Issue: Education	47%	(61)	53%	(68)	129
#1 Issue: Energy	45%	(30)	55%	(37)	67
#1 Issue: Other	40%	(49)	60%	(74)	122
2018 House Vote: Democrat	39%	(290)	61%	(444)	733
2018 House Vote: Republican	53%	(346)	47%	(308)	654
2018 House Vote: Someone else	51%	(36)	49%	(35)	71
2016 Vote: Hillary Clinton	39%	(256)	61%	(408)	664
2016 Vote: Donald Trump	54%	(388)	46%	(330)	718
2016 Vote: Other	46%	(69)	54%	(80)	150
2016 Vote: Didn't Vote	42%	(282)	58%	(384)	666
Voted in 2014: Yes	48%	(615)	52%	(678)	1293
Voted in 2014: No	42%	(381)	58%	(526)	908
2012 Vote: Barack Obama	43%	(346)	57%	(454)	800
2012 Vote: Mitt Romney	55%	(290)	45%	(239)	529
2012 Vote: Other	50%	(41)	50%	(42)	83
2012 Vote: Didn't Vote	41%	(320)	59%	(465)	785
4-Region: Northeast	47%	(184)	53%	(210)	394
4-Region: Midwest	40%	(186)	60%	(276)	462
4-Region: South	46%	(381)	54%	(444)	825
4-Region: West	47%	(246)	53%	(274)	520
Sports fan	50%	(698)	50%	(692)	1391
Traveled outside of U.S. in past year 1+ times	62%	(271)	38%	(165)	436

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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
Adults	45%	(996)	55%	(1205)	2201
Frequent Flyer	70%	(176)	30%	(75)	251

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
Adults	17%	(365)	83%	(1836)	2201
Gender: Male	19%	(198)	81%	(864)	1062
Gender: Female	15%	(166)	85%	(972)	1139
Age: 18-34	23%	(148)	77%	(508)	655
Age: 35-44	21%	(73)	79%	(284)	358
Age: 45-64	12%	(91)	88%	(660)	751
Age: 65+	12%	(52)	88%	(384)	436
GenZers: 1997-2012	21%	(60)	79%	(227)	287
Millennials: 1981-1996	23%	(121)	77%	(415)	536
GenXers: 1965-1980	16%	(86)	84%	(457)	543
Baby Boomers: 1946-1964	12%	(91)	88%	(677)	769
PID: Dem (no lean)	18%	(144)	82%	(676)	820
PID: Ind (no lean)	16%	(110)	84%	(578)	688
PID: Rep (no lean)	16%	(111)	84%	(583)	693
PID/Gender: Dem Men	21%	(69)	79%	(266)	336
PID/Gender: Dem Women	15%	(75)	85%	(409)	484
PID/Gender: Ind Men	16%	(55)	84%	(294)	349
PID/Gender: Ind Women	16%	(55)	84%	(284)	338
PID/Gender: Rep Men	20%	(74)	80%	(303)	377
PID/Gender: Rep Women	12%	(37)	88%	(279)	316
Ideo: Liberal (1-3)	22%	(142)	78%	(497)	639
Ideo: Moderate (4)	17%	(100)	83%	(503)	604
Ideo: Conservative (5-7)	13%	(99)	87%	(644)	743
Educ: < College	14%	(214)	86%	(1298)	1513
Educ: Bachelors degree	17%	(77)	83%	(367)	444
Educ: Post-grad	30%	(74)	70%	(170)	244
Income: Under 50k	12%	(134)	88%	(1017)	1151
Income: 50k-100k	19%	(135)	81%	(582)	716
Income: 100k+	29%	(96)	71%	(238)	334
Ethnicity: White	15%	(263)	85%	(1460)	1723
Ethnicity: Hispanic	23%	(80)	77%	(270)	350
Ethnicity: Afr. Am.	18%	(49)	82%	(226)	274

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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
Adults	17%	(365)	83%	(1836)	2201
Ethnicity: Other	26%	(54)	74%	(151)	204
All Christian	16%	(166)	84%	(878)	1044
All Non-Christian	23%	(26)	77%	(85)	111
Atheist	17%	(18)	83%	(88)	106
Agnostic/Nothing in particular	16%	(155)	84%	(785)	940
Religious Non-Protestant/Catholic	20%	(29)	80%	(117)	146
Evangelical	13%	(73)	87%	(498)	570
Non-Evangelical	17%	(133)	83%	(666)	799
Community: Urban	20%	(119)	80%	(462)	581
Community: Suburban	16%	(175)	84%	(916)	1092
Community: Rural	13%	(71)	87%	(457)	528
Employ: Private Sector	22%	(146)	78%	(530)	677
Employ: Government	26%	(26)	74%	(76)	102
Employ: Self-Employed	18%	(27)	82%	(125)	152
Employ: Homemaker	10%	(17)	90%	(144)	161
Employ: Retired	11%	(55)	89%	(445)	500
Employ: Unemployed	13%	(38)	87%	(252)	290
Employ: Other	11%	(18)	89%	(141)	159
Military HH: Yes	11%	(37)	89%	(294)	332
Military HH: No	18%	(327)	82%	(1542)	1869
RD/WT: Right Direction	17%	(130)	83%	(644)	774
RD/WT: Wrong Track	16%	(235)	84%	(1192)	1427
Trump Job Approve	15%	(135)	85%	(791)	927
Trump Job Disapprove	18%	(216)	82%	(951)	1167
Trump Job Strongly Approve	16%	(83)	84%	(433)	516
Trump Job Somewhat Approve	13%	(53)	87%	(358)	410
Trump Job Somewhat Disapprove	21%	(55)	79%	(210)	264
Trump Job Strongly Disapprove	18%	(161)	82%	(741)	902
Favorable of Trump	14%	(130)	86%	(779)	909
Unfavorable of Trump	19%	(221)	81%	(951)	1172

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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
Adults	17%	(365)	83%	(1836)	2201
Very Favorable of Trump	16%	(80)	84%	(435)	515
Somewhat Favorable of Trump	13%	(50)	87%	(344)	394
Somewhat Unfavorable of Trump	13%	(26)	87%	(174)	199
Very Unfavorable of Trump	20%	(196)	80%	(777)	973
#1 Issue: Economy	20%	(154)	80%	(602)	755
#1 Issue: Security	13%	(32)	87%	(206)	238
#1 Issue: Health Care	12%	(58)	88%	(410)	468
#1 Issue: Medicare / Social Security	12%	(37)	88%	(270)	307
#1 Issue: Women's Issues	21%	(24)	79%	(90)	114
#1 Issue: Education	15%	(20)	85%	(109)	129
#1 Issue: Energy	34%	(23)	66%	(44)	67
#1 Issue: Other	14%	(17)	86%	(105)	122
2018 House Vote: Democrat	17%	(125)	83%	(608)	733
2018 House Vote: Republican	14%	(92)	86%	(562)	654
2018 House Vote: Someone else	17%	(12)	83%	(59)	71
2016 Vote: Hillary Clinton	16%	(109)	84%	(555)	664
2016 Vote: Donald Trump	15%	(110)	85%	(608)	718
2016 Vote: Other	15%	(23)	85%	(127)	150
2016 Vote: Didn't Vote	18%	(122)	82%	(545)	666
Voted in 2014: Yes	16%	(205)	84%	(1088)	1293
Voted in 2014: No	18%	(160)	82%	(748)	908
2012 Vote: Barack Obama	16%	(131)	84%	(669)	800
2012 Vote: Mitt Romney	16%	(82)	84%	(446)	529
2012 Vote: Other	11%	(9)	89%	(74)	83
2012 Vote: Didn't Vote	18%	(143)	82%	(642)	785
4-Region: Northeast	20%	(79)	80%	(314)	394
4-Region: Midwest	16%	(74)	84%	(388)	462
4-Region: South	16%	(128)	84%	(696)	825
4-Region: West	16%	(83)	84%	(437)	520
Sports fan	19%	(265)	81%	(1126)	1391
Traveled outside of U.S. in past year 1+ times	44%	(193)	56%	(244)	436

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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
Adults	17%	(365)	83%	(1836)	2201
Frequent Flyer	45%	(112)	55%	(139)	251

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
Adults	31%	(685)	69%	(1516)	2201
Gender: Male	32%	(338)	68%	(724)	1062
Gender: Female	31%	(347)	69%	(791)	1139
Age: 18-34	37%	(244)	63%	(412)	655
Age: 35-44	36%	(129)	64%	(229)	358
Age: 45-64	28%	(210)	72%	(541)	751
Age: 65+	23%	(102)	77%	(334)	436
GenZers: 1997-2012	33%	(94)	67%	(193)	287
Millennials: 1981-1996	39%	(210)	61%	(326)	536
GenXers: 1965-1980	31%	(168)	69%	(375)	543
Baby Boomers: 1946-1964	26%	(199)	74%	(570)	769
PID: Dem (no lean)	31%	(250)	69%	(569)	820
PID: Ind (no lean)	27%	(184)	73%	(504)	688
PID: Rep (no lean)	36%	(251)	64%	(443)	693
PID/Gender: Dem Men	29%	(98)	71%	(238)	336
PID/Gender: Dem Women	32%	(153)	68%	(332)	484
PID/Gender: Ind Men	27%	(95)	73%	(255)	349
PID/Gender: Ind Women	26%	(89)	74%	(249)	338
PID/Gender: Rep Men	39%	(145)	61%	(232)	377
PID/Gender: Rep Women	33%	(106)	67%	(211)	316
Ideo: Liberal (1-3)	35%	(223)	65%	(416)	639
Ideo: Moderate (4)	30%	(179)	70%	(425)	604
Ideo: Conservative (5-7)	33%	(244)	67%	(500)	743
Educ: < College	26%	(398)	74%	(1115)	1513
Educ: Bachelors degree	37%	(163)	63%	(281)	444
Educ: Post-grad	51%	(124)	49%	(120)	244
Income: Under 50k	22%	(257)	78%	(894)	1151
Income: 50k-100k	37%	(263)	63%	(454)	716
Income: 100k+	50%	(165)	50%	(168)	334
Ethnicity: White	31%	(532)	69%	(1191)	1723
Ethnicity: Hispanic	40%	(138)	60%	(211)	350
Ethnicity: Afr. Am.	30%	(82)	70%	(193)	274

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
Adults	31%	(685)	69%	(1516)	2201
Ethnicity: Other	35%	(72)	65%	(133)	204
All Christian	33%	(340)	67%	(703)	1044
All Non-Christian	35%	(39)	65%	(72)	111
Atheist	34%	(36)	66%	(70)	106
Agnostic/Nothing in particular	29%	(269)	71%	(671)	940
Religious Non-Protestant/Catholic	34%	(50)	66%	(96)	146
Evangelical	29%	(165)	71%	(405)	570
Non-Evangelical	34%	(273)	66%	(527)	799
Community: Urban	33%	(190)	67%	(391)	581
Community: Suburban	34%	(367)	66%	(725)	1092
Community: Rural	24%	(128)	76%	(400)	528
Employ: Private Sector	40%	(274)	60%	(403)	677
Employ: Government	45%	(45)	55%	(57)	102
Employ: Self-Employed	37%	(56)	63%	(96)	152
Employ: Homemaker	22%	(36)	78%	(125)	161
Employ: Retired	23%	(117)	77%	(383)	500
Employ: Unemployed	22%	(64)	78%	(226)	290
Employ: Other	20%	(33)	80%	(126)	159
Military HH: Yes	30%	(100)	70%	(231)	332
Military HH: No	31%	(585)	69%	(1285)	1869
RD/WT: Right Direction	34%	(266)	66%	(508)	774
RD/WT: Wrong Track	29%	(419)	71%	(1008)	1427
Trump Job Approve	34%	(312)	66%	(614)	927
Trump Job Disapprove	30%	(348)	70%	(819)	1167
Trump Job Strongly Approve	34%	(177)	66%	(339)	516
Trump Job Somewhat Approve	33%	(135)	67%	(275)	410
Trump Job Somewhat Disapprove	32%	(84)	68%	(181)	264
Trump Job Strongly Disapprove	29%	(264)	71%	(638)	902
Favorable of Trump	34%	(305)	66%	(604)	909
Unfavorable of Trump	30%	(355)	70%	(817)	1172

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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
Adults	31%	(685)	69%	(1516)	2201
Very Favorable of Trump	34%	(174)	66%	(341)	515
Somewhat Favorable of Trump	33%	(132)	67%	(262)	394
Somewhat Unfavorable of Trump	27%	(53)	73%	(146)	199
Very Unfavorable of Trump	31%	(302)	69%	(671)	973
#1 Issue: Economy	39%	(292)	61%	(463)	755
#1 Issue: Security	27%	(65)	73%	(173)	238
#1 Issue: Health Care	23%	(109)	77%	(359)	468
#1 Issue: Medicare / Social Security	21%	(65)	79%	(243)	307
#1 Issue: Women's Issues	46%	(52)	54%	(62)	114
#1 Issue: Education	34%	(44)	66%	(85)	129
#1 Issue: Energy	43%	(28)	57%	(38)	67
#1 Issue: Other	24%	(30)	76%	(92)	122
2018 House Vote: Democrat	29%	(215)	71%	(518)	733
2018 House Vote: Republican	34%	(223)	66%	(431)	654
2018 House Vote: Someone else	31%	(22)	69%	(49)	71
2016 Vote: Hillary Clinton	28%	(188)	72%	(477)	664
2016 Vote: Donald Trump	36%	(261)	64%	(457)	718
2016 Vote: Other	33%	(50)	67%	(100)	150
2016 Vote: Didn't Vote	28%	(186)	72%	(480)	666
Voted in 2014: Yes	31%	(404)	69%	(889)	1293
Voted in 2014: No	31%	(281)	69%	(627)	908
2012 Vote: Barack Obama	29%	(234)	71%	(566)	800
2012 Vote: Mitt Romney	34%	(182)	66%	(347)	529
2012 Vote: Other	34%	(28)	66%	(54)	83
2012 Vote: Didn't Vote	31%	(241)	69%	(544)	785
4-Region: Northeast	30%	(119)	70%	(275)	394
4-Region: Midwest	25%	(117)	75%	(345)	462
4-Region: South	31%	(254)	69%	(570)	825
4-Region: West	37%	(195)	63%	(326)	520
Sports fan	35%	(489)	65%	(902)	1391
Traveled outside of U.S. in past year 1+ times	58%	(251)	42%	(185)	436

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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
Adults	31%	(685)	69%	(1516)	2201
Frequent Flyer	65%	(164)	35%	(87)	251

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
Adults	27%	(605)	59%	(1303)	13%	(294)	2201
Gender: Male	30%	(317)	57%	(603)	13%	(143)	1062
Gender: Female	25%	(287)	61%	(700)	13%	(151)	1139
Age: 18-34	29%	(188)	58%	(380)	13%	(87)	655
Age: 35-44	35%	(124)	53%	(190)	12%	(44)	358
Age: 45-64	26%	(193)	63%	(472)	12%	(87)	751
Age: 65+	23%	(100)	60%	(261)	17%	(76)	436
GenZers: 1997-2012	25%	(71)	64%	(183)	11%	(33)	287
Millennials: 1981-1996	33%	(176)	53%	(283)	14%	(77)	536
GenXers: 1965-1980	30%	(163)	60%	(327)	10%	(53)	543
Baby Boomers: 1946-1964	24%	(186)	61%	(468)	15%	(114)	769
PID: Dem (no lean)	32%	(263)	56%	(462)	12%	(95)	820
PID: Ind (no lean)	24%	(162)	63%	(431)	14%	(95)	688
PID: Rep (no lean)	26%	(180)	59%	(410)	15%	(104)	693
PID/Gender: Dem Men	34%	(114)	51%	(171)	15%	(51)	336
PID/Gender: Dem Women	31%	(149)	60%	(291)	9%	(44)	484
PID/Gender: Ind Men	28%	(99)	62%	(218)	9%	(32)	349
PID/Gender: Ind Women	19%	(63)	63%	(212)	19%	(63)	338
PID/Gender: Rep Men	28%	(104)	56%	(213)	16%	(60)	377
PID/Gender: Rep Women	24%	(76)	62%	(197)	14%	(44)	316
Ideo: Liberal (1-3)	32%	(205)	58%	(368)	10%	(66)	639
Ideo: Moderate (4)	28%	(167)	61%	(369)	11%	(68)	604
Ideo: Conservative (5-7)	26%	(191)	60%	(445)	14%	(107)	743
Educ: < College	26%	(399)	59%	(886)	15%	(228)	1513
Educ: Bachelors degree	30%	(133)	61%	(270)	9%	(41)	444
Educ: Post-grad	30%	(73)	60%	(146)	10%	(25)	244
Income: Under 50k	26%	(297)	59%	(679)	15%	(175)	1151
Income: 50k-100k	30%	(211)	59%	(425)	11%	(80)	716
Income: 100k+	29%	(96)	60%	(199)	12%	(39)	334
Ethnicity: White	26%	(449)	61%	(1043)	13%	(231)	1723
Ethnicity: Hispanic	33%	(114)	56%	(195)	12%	(41)	350
Ethnicity: Afr. Am.	39%	(107)	50%	(139)	10%	(29)	274

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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
Adults	27%	(605)	59%	(1303)	13%	(294)	2201
Ethnicity: Other	24%	(49)	59%	(121)	17%	(35)	204
All Christian	27%	(279)	60%	(630)	13%	(135)	1044
All Non-Christian	28%	(30)	59%	(65)	14%	(15)	111
Atheist	27%	(29)	65%	(69)	8%	(8)	106
Agnostic/Nothing in particular	28%	(267)	57%	(538)	14%	(136)	940
Religious Non-Protestant/Catholic	28%	(42)	58%	(85)	13%	(19)	146
Evangelical	28%	(158)	57%	(326)	15%	(86)	570
Non-Evangelical	28%	(224)	61%	(486)	11%	(89)	799
Community: Urban	32%	(183)	57%	(332)	11%	(66)	581
Community: Suburban	28%	(302)	60%	(650)	13%	(139)	1092
Community: Rural	23%	(119)	61%	(320)	17%	(89)	528
Employ: Private Sector	34%	(228)	56%	(382)	10%	(67)	677
Employ: Government	27%	(27)	58%	(59)	15%	(15)	102
Employ: Self-Employed	36%	(56)	50%	(76)	13%	(20)	152
Employ: Homemaker	19%	(30)	66%	(106)	15%	(24)	161
Employ: Retired	23%	(114)	60%	(300)	17%	(86)	500
Employ: Unemployed	23%	(67)	66%	(191)	11%	(32)	290
Employ: Other	23%	(36)	58%	(92)	19%	(30)	159
Military HH: Yes	26%	(85)	62%	(207)	12%	(40)	332
Military HH: No	28%	(520)	59%	(1096)	14%	(254)	1869
RD/WT: Right Direction	27%	(209)	58%	(451)	15%	(114)	774
RD/WT: Wrong Track	28%	(395)	60%	(851)	13%	(180)	1427
Trump Job Approve	25%	(228)	61%	(563)	15%	(136)	927
Trump Job Disapprove	31%	(358)	58%	(676)	11%	(132)	1167
Trump Job Strongly Approve	26%	(133)	59%	(305)	15%	(78)	516
Trump Job Somewhat Approve	23%	(96)	63%	(257)	14%	(57)	410
Trump Job Somewhat Disapprove	23%	(62)	65%	(171)	12%	(31)	264
Trump Job Strongly Disapprove	33%	(296)	56%	(505)	11%	(101)	902
Favorable of Trump	26%	(235)	60%	(544)	14%	(130)	909
Unfavorable of Trump	30%	(348)	59%	(694)	11%	(130)	1172

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
Adults	27%	(605)	59%	(1303)	13%	(294)	2201
Very Favorable of Trump	26%	(136)	59%	(303)	15%	(76)	515
Somewhat Favorable of Trump	25%	(99)	61%	(242)	14%	(54)	394
Somewhat Unfavorable of Trump	23%	(46)	63%	(126)	14%	(27)	199
Very Unfavorable of Trump	31%	(302)	58%	(568)	11%	(103)	973
#1 Issue: Economy	29%	(221)	57%	(432)	14%	(102)	755
#1 Issue: Security	22%	(53)	63%	(150)	15%	(35)	238
#1 Issue: Health Care	33%	(157)	56%	(260)	11%	(51)	468
#1 Issue: Medicare / Social Security	20%	(61)	62%	(191)	18%	(55)	307
#1 Issue: Women's Issues	23%	(27)	65%	(75)	11%	(13)	114
#1 Issue: Education	27%	(35)	63%	(81)	10%	(13)	129
#1 Issue: Energy	39%	(26)	51%	(34)	10%	(7)	67
#1 Issue: Other	20%	(25)	65%	(79)	15%	(19)	122
2018 House Vote: Democrat	34%	(247)	56%	(414)	10%	(73)	733
2018 House Vote: Republican	24%	(154)	61%	(402)	15%	(98)	654
2018 House Vote: Someone else	28%	(20)	48%	(35)	23%	(17)	71
2016 Vote: Hillary Clinton	35%	(229)	57%	(380)	8%	(55)	664
2016 Vote: Donald Trump	23%	(166)	61%	(435)	16%	(117)	718
2016 Vote: Other	23%	(35)	64%	(95)	13%	(19)	150
2016 Vote: Didn't Vote	26%	(173)	59%	(392)	15%	(102)	666
Voted in 2014: Yes	28%	(367)	59%	(763)	13%	(164)	1293
Voted in 2014: No	26%	(238)	59%	(540)	14%	(130)	908
2012 Vote: Barack Obama	32%	(257)	58%	(465)	10%	(78)	800
2012 Vote: Mitt Romney	23%	(120)	60%	(319)	17%	(90)	529
2012 Vote: Other	13%	(11)	74%	(61)	13%	(11)	83
2012 Vote: Didn't Vote	28%	(217)	58%	(454)	14%	(113)	785
4-Region: Northeast	28%	(112)	58%	(229)	14%	(53)	394
4-Region: Midwest	28%	(130)	60%	(277)	12%	(56)	462
4-Region: South	29%	(236)	57%	(473)	14%	(115)	825
4-Region: West	24%	(127)	62%	(323)	13%	(70)	520
Sports fan	32%	(451)	57%	(797)	10%	(143)	1391
Traveled outside of U.S. in past year 1+ times	30%	(131)	62%	(269)	8%	(36)	436

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
Adults	27%	(605)	59%	(1303)	13%	(294)	2201
Frequent Flyer	32%	(81)	58%	(145)	10%	(25)	251

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
Adults	41%	(909)	50%	(1093)	9%	(199)	2201
Gender: Male	40%	(428)	48%	(511)	12%	(124)	1062
Gender: Female	42%	(482)	51%	(582)	7%	(75)	1139
Age: 18-34	35%	(233)	52%	(338)	13%	(85)	655
Age: 35-44	40%	(144)	51%	(183)	8%	(30)	358
Age: 45-64	43%	(324)	49%	(368)	8%	(59)	751
Age: 65+	48%	(208)	47%	(203)	6%	(25)	436
GenZers: 1997-2012	31%	(89)	54%	(155)	15%	(42)	287
Millennials: 1981-1996	37%	(200)	52%	(279)	11%	(57)	536
GenXers: 1965-1980	44%	(240)	49%	(268)	6%	(35)	543
Baby Boomers: 1946-1964	45%	(347)	47%	(359)	8%	(62)	769
PID: Dem (no lean)	48%	(396)	46%	(376)	6%	(47)	820
PID: Ind (no lean)	33%	(228)	52%	(361)	14%	(99)	688
PID: Rep (no lean)	41%	(285)	51%	(357)	7%	(52)	693
PID/Gender: Dem Men	47%	(158)	44%	(146)	9%	(31)	336
PID/Gender: Dem Women	49%	(238)	47%	(230)	3%	(17)	484
PID/Gender: Ind Men	34%	(120)	49%	(171)	17%	(58)	349
PID/Gender: Ind Women	32%	(108)	56%	(189)	12%	(41)	338
PID/Gender: Rep Men	40%	(149)	51%	(193)	9%	(35)	377
PID/Gender: Rep Women	43%	(136)	52%	(163)	5%	(17)	316
Ideo: Liberal (1-3)	45%	(285)	46%	(297)	9%	(57)	639
Ideo: Moderate (4)	43%	(259)	48%	(292)	9%	(53)	604
Ideo: Conservative (5-7)	40%	(301)	52%	(384)	8%	(59)	743
Educ: < College	41%	(618)	50%	(752)	9%	(143)	1513
Educ: Bachelors degree	43%	(191)	49%	(217)	8%	(36)	444
Educ: Post-grad	41%	(100)	51%	(124)	8%	(19)	244
Income: Under 50k	41%	(476)	48%	(549)	11%	(126)	1151
Income: 50k-100k	41%	(295)	52%	(374)	7%	(47)	716
Income: 100k+	41%	(138)	51%	(170)	8%	(26)	334
Ethnicity: White	42%	(717)	50%	(869)	8%	(136)	1723
Ethnicity: Hispanic	38%	(133)	48%	(167)	14%	(50)	350
Ethnicity: Afr. Am.	46%	(127)	46%	(125)	8%	(22)	274

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
Adults	41%	(909)	50%	(1093)	9%	(199)	2201
Ethnicity: Other	32%	(66)	48%	(98)	20%	(40)	204
All Christian	45%	(470)	48%	(499)	7%	(74)	1044
All Non-Christian	40%	(45)	50%	(55)	10%	(11)	111
Atheist	30%	(32)	57%	(61)	13%	(14)	106
Agnostic/Nothing in particular	39%	(362)	51%	(478)	11%	(100)	940
Religious Non-Protestant/Catholic	43%	(63)	49%	(72)	8%	(12)	146
Evangelical	40%	(231)	50%	(286)	9%	(53)	570
Non-Evangelical	46%	(364)	48%	(387)	6%	(49)	799
Community: Urban	44%	(253)	47%	(276)	9%	(52)	581
Community: Suburban	42%	(458)	49%	(537)	9%	(97)	1092
Community: Rural	38%	(198)	53%	(281)	9%	(50)	528
Employ: Private Sector	43%	(288)	49%	(333)	8%	(56)	677
Employ: Government	39%	(39)	52%	(53)	10%	(10)	102
Employ: Self-Employed	38%	(58)	53%	(81)	9%	(13)	152
Employ: Homemaker	35%	(57)	58%	(93)	7%	(11)	161
Employ: Retired	48%	(241)	44%	(222)	7%	(36)	500
Employ: Unemployed	42%	(123)	48%	(138)	10%	(30)	290
Employ: Other	37%	(59)	46%	(73)	17%	(27)	159
Military HH: Yes	44%	(146)	49%	(161)	7%	(25)	332
Military HH: No	41%	(763)	50%	(932)	9%	(174)	1869
RD/WT: Right Direction	39%	(305)	53%	(407)	8%	(61)	774
RD/WT: Wrong Track	42%	(604)	48%	(686)	10%	(137)	1427
Trump Job Approve	39%	(362)	52%	(483)	9%	(81)	927
Trump Job Disapprove	45%	(521)	47%	(547)	8%	(98)	1167
Trump Job Strongly Approve	40%	(207)	51%	(264)	9%	(45)	516
Trump Job Somewhat Approve	38%	(155)	53%	(219)	9%	(36)	410
Trump Job Somewhat Disapprove	38%	(100)	53%	(139)	9%	(25)	264
Trump Job Strongly Disapprove	47%	(421)	45%	(408)	8%	(74)	902
Favorable of Trump	39%	(354)	53%	(478)	8%	(77)	909
Unfavorable of Trump	45%	(522)	47%	(554)	8%	(97)	1172

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
Adults	41%	(909)	50%	(1093)	9%	(199)	2201
Very Favorable of Trump	41%	(212)	51%	(262)	8%	(40)	515
Somewhat Favorable of Trump	36%	(141)	55%	(216)	9%	(37)	394
Somewhat Unfavorable of Trump	41%	(81)	51%	(101)	9%	(17)	199
Very Unfavorable of Trump	45%	(441)	46%	(452)	8%	(80)	973
#1 Issue: Economy	41%	(309)	50%	(380)	9%	(67)	755
#1 Issue: Security	36%	(87)	53%	(126)	10%	(25)	238
#1 Issue: Health Care	44%	(205)	48%	(223)	9%	(40)	468
#1 Issue: Medicare / Social Security	47%	(145)	47%	(145)	6%	(18)	307
#1 Issue: Women's Issues	40%	(46)	52%	(59)	8%	(10)	114
#1 Issue: Education	36%	(46)	53%	(68)	12%	(15)	129
#1 Issue: Energy	35%	(23)	60%	(40)	5%	(3)	67
#1 Issue: Other	41%	(50)	43%	(52)	17%	(21)	122
2018 House Vote: Democrat	51%	(376)	43%	(318)	5%	(39)	733
2018 House Vote: Republican	42%	(273)	51%	(332)	8%	(49)	654
2018 House Vote: Someone else	23%	(16)	58%	(41)	19%	(14)	71
2016 Vote: Hillary Clinton	51%	(340)	43%	(286)	6%	(39)	664
2016 Vote: Donald Trump	42%	(299)	50%	(358)	9%	(61)	718
2016 Vote: Other	31%	(47)	58%	(87)	11%	(16)	150
2016 Vote: Didn't Vote	33%	(222)	54%	(362)	12%	(83)	666
Voted in 2014: Yes	47%	(603)	47%	(605)	7%	(85)	1293
Voted in 2014: No	34%	(306)	54%	(488)	13%	(114)	908
2012 Vote: Barack Obama	51%	(406)	44%	(353)	5%	(41)	800
2012 Vote: Mitt Romney	40%	(210)	51%	(271)	9%	(48)	529
2012 Vote: Other	17%	(14)	71%	(58)	12%	(10)	83
2012 Vote: Didn't Vote	35%	(278)	52%	(407)	13%	(100)	785
4-Region: Northeast	45%	(176)	49%	(192)	7%	(26)	394
4-Region: Midwest	48%	(221)	43%	(201)	9%	(41)	462
4-Region: South	42%	(343)	49%	(405)	9%	(77)	825
4-Region: West	33%	(170)	57%	(295)	11%	(55)	520
Sports fan	47%	(651)	48%	(661)	6%	(79)	1391
Traveled outside of U.S. in past year 1+ times	40%	(177)	50%	(218)	10%	(42)	436

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
Adults	41%	(909)	50%	(1093)	9%	(199)	2201
Frequent Flyer	44%	(111)	47%	(117)	9%	(23)	251

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
Adults	44%	(973)	49%	(1083)	7%	(145)	2201
Gender: Male	44%	(463)	48%	(514)	8%	(85)	1062
Gender: Female	45%	(510)	50%	(568)	5%	(61)	1139
Age: 18-34	58%	(380)	38%	(247)	4%	(28)	655
Age: 35-44	46%	(165)	47%	(169)	7%	(24)	358
Age: 45-64	41%	(306)	52%	(394)	7%	(51)	751
Age: 65+	28%	(122)	63%	(273)	10%	(42)	436
GenZers: 1997-2012	64%	(183)	32%	(91)	4%	(13)	287
Millennials: 1981-1996	51%	(276)	43%	(231)	5%	(29)	536
GenXers: 1965-1980	46%	(252)	48%	(260)	6%	(31)	543
Baby Boomers: 1946-1964	32%	(250)	59%	(455)	8%	(64)	769
PID: Dem (no lean)	47%	(382)	47%	(385)	7%	(53)	820
PID: Ind (no lean)	46%	(316)	48%	(333)	6%	(39)	688
PID: Rep (no lean)	40%	(275)	53%	(365)	8%	(54)	693
PID/Gender: Dem Men	44%	(149)	46%	(154)	10%	(33)	336
PID/Gender: Dem Women	48%	(232)	48%	(231)	4%	(21)	484
PID/Gender: Ind Men	44%	(154)	51%	(177)	5%	(18)	349
PID/Gender: Ind Women	48%	(162)	46%	(156)	6%	(21)	338
PID/Gender: Rep Men	42%	(160)	49%	(183)	9%	(34)	377
PID/Gender: Rep Women	36%	(115)	57%	(182)	6%	(19)	316
Ideo: Liberal (1-3)	49%	(313)	45%	(290)	6%	(36)	639
Ideo: Moderate (4)	44%	(268)	50%	(300)	6%	(36)	604
Ideo: Conservative (5-7)	38%	(284)	54%	(403)	8%	(56)	743
Educ: < College	46%	(698)	47%	(718)	6%	(96)	1513
Educ: Bachelors degree	41%	(181)	53%	(234)	6%	(28)	444
Educ: Post-grad	38%	(93)	53%	(130)	8%	(21)	244
Income: Under 50k	47%	(538)	46%	(533)	7%	(80)	1151
Income: 50k-100k	41%	(292)	54%	(384)	6%	(41)	716
Income: 100k+	43%	(143)	50%	(166)	7%	(24)	334
Ethnicity: White	41%	(711)	53%	(907)	6%	(104)	1723
Ethnicity: Hispanic	51%	(177)	45%	(156)	5%	(16)	350
Ethnicity: Afr. Am.	62%	(170)	33%	(92)	5%	(13)	274

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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
Adults	44%	(973)	49%	(1083)	7%	(145)	2201
Ethnicity: Other	45%	(92)	41%	(84)	14%	(28)	204
All Christian	41%	(425)	54%	(561)	6%	(58)	1044
All Non-Christian	39%	(44)	48%	(54)	12%	(13)	111
Atheist	49%	(52)	45%	(48)	6%	(6)	106
Agnostic/Nothing in particular	48%	(452)	45%	(420)	7%	(68)	940
Religious Non-Protestant/Catholic	41%	(60)	49%	(72)	10%	(15)	146
Evangelical	43%	(245)	50%	(287)	7%	(38)	570
Non-Evangelical	42%	(340)	53%	(423)	5%	(37)	799
Community: Urban	51%	(294)	44%	(255)	5%	(32)	581
Community: Suburban	43%	(469)	50%	(543)	7%	(79)	1092
Community: Rural	40%	(209)	54%	(285)	7%	(35)	528
Employ: Private Sector	49%	(331)	46%	(314)	5%	(32)	677
Employ: Government	45%	(46)	47%	(48)	8%	(8)	102
Employ: Self-Employed	52%	(79)	46%	(69)	3%	(4)	152
Employ: Homemaker	38%	(62)	54%	(88)	7%	(12)	161
Employ: Retired	31%	(156)	59%	(294)	10%	(50)	500
Employ: Unemployed	50%	(145)	44%	(129)	5%	(16)	290
Employ: Other	40%	(64)	48%	(77)	12%	(19)	159
Military HH: Yes	35%	(115)	59%	(196)	6%	(21)	332
Military HH: No	46%	(858)	47%	(887)	7%	(124)	1869
RD/WT: Right Direction	42%	(321)	53%	(409)	6%	(44)	774
RD/WT: Wrong Track	46%	(651)	47%	(674)	7%	(102)	1427
Trump Job Approve	39%	(360)	55%	(509)	6%	(57)	927
Trump Job Disapprove	48%	(560)	46%	(531)	7%	(76)	1167
Trump Job Strongly Approve	39%	(200)	55%	(283)	7%	(34)	516
Trump Job Somewhat Approve	39%	(160)	55%	(227)	6%	(24)	410
Trump Job Somewhat Disapprove	43%	(113)	50%	(132)	8%	(20)	264
Trump Job Strongly Disapprove	50%	(447)	44%	(399)	6%	(56)	902
Favorable of Trump	39%	(355)	55%	(497)	6%	(57)	909
Unfavorable of Trump	48%	(566)	46%	(535)	6%	(71)	1172

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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
Adults	44%	(973)	49%	(1083)	7%	(145)	2201
Very Favorable of Trump	39%	(199)	55%	(284)	6%	(32)	515
Somewhat Favorable of Trump	40%	(156)	54%	(213)	6%	(25)	394
Somewhat Unfavorable of Trump	45%	(89)	47%	(95)	8%	(15)	199
Very Unfavorable of Trump	49%	(477)	45%	(440)	6%	(56)	973
#1 Issue: Economy	45%	(339)	49%	(371)	6%	(45)	755
#1 Issue: Security	42%	(100)	48%	(113)	10%	(25)	238
#1 Issue: Health Care	45%	(212)	50%	(234)	5%	(21)	468
#1 Issue: Medicare / Social Security	35%	(109)	57%	(175)	8%	(23)	307
#1 Issue: Women's Issues	50%	(57)	45%	(52)	5%	(5)	114
#1 Issue: Education	55%	(71)	37%	(48)	8%	(10)	129
#1 Issue: Energy	50%	(33)	43%	(29)	7%	(5)	67
#1 Issue: Other	42%	(52)	49%	(61)	8%	(10)	122
2018 House Vote: Democrat	46%	(337)	48%	(355)	6%	(42)	733
2018 House Vote: Republican	39%	(258)	53%	(344)	8%	(52)	654
2018 House Vote: Someone else	49%	(35)	47%	(33)	5%	(3)	71
2016 Vote: Hillary Clinton	46%	(307)	48%	(320)	6%	(37)	664
2016 Vote: Donald Trump	37%	(265)	55%	(395)	8%	(58)	718
2016 Vote: Other	42%	(63)	54%	(81)	4%	(6)	150
2016 Vote: Didn't Vote	51%	(337)	43%	(286)	7%	(44)	666
Voted in 2014: Yes	41%	(532)	52%	(674)	7%	(87)	1293
Voted in 2014: No	49%	(440)	45%	(409)	6%	(58)	908
2012 Vote: Barack Obama	45%	(360)	48%	(387)	7%	(53)	800
2012 Vote: Mitt Romney	31%	(166)	61%	(320)	8%	(42)	529
2012 Vote: Other	47%	(39)	50%	(42)	3%	(2)	83
2012 Vote: Didn't Vote	52%	(407)	42%	(332)	6%	(46)	785
4-Region: Northeast	46%	(180)	48%	(188)	7%	(26)	394
4-Region: Midwest	47%	(217)	47%	(216)	6%	(30)	462
4-Region: South	45%	(371)	49%	(405)	6%	(49)	825
4-Region: West	40%	(206)	53%	(273)	8%	(41)	520
Sports fan	48%	(661)	48%	(673)	4%	(56)	1391
Traveled outside of U.S. in past year 1+ times	45%	(195)	50%	(220)	5%	(21)	436

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
Adults	44%	(973)	49%	(1083)	7%	(145)	2201
Frequent Flyer	53%	(133)	42%	(106)	5%	(12)	251

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
Adults	26%	(569)	37%	(821)	37%	(810)	2201
Gender: Male	38%	(406)	36%	(378)	26%	(278)	1062
Gender: Female	14%	(163)	39%	(443)	47%	(533)	1139
Age: 18-34	23%	(152)	33%	(217)	44%	(287)	655
Age: 35-44	34%	(123)	37%	(132)	29%	(103)	358
Age: 45-64	26%	(193)	38%	(286)	36%	(272)	751
Age: 65+	23%	(102)	43%	(186)	34%	(149)	436
GenZers: 1997-2012	15%	(44)	28%	(80)	57%	(163)	287
Millennials: 1981-1996	31%	(164)	38%	(201)	32%	(170)	536
GenXers: 1965-1980	28%	(152)	36%	(197)	36%	(193)	543
Baby Boomers: 1946-1964	24%	(186)	41%	(319)	34%	(264)	769
PID: Dem (no lean)	26%	(210)	38%	(313)	36%	(297)	820
PID: Ind (no lean)	22%	(148)	37%	(255)	41%	(285)	688
PID: Rep (no lean)	30%	(211)	37%	(254)	33%	(229)	693
PID/Gender: Dem Men	42%	(139)	36%	(120)	23%	(76)	336
PID/Gender: Dem Women	15%	(71)	40%	(192)	46%	(221)	484
PID/Gender: Ind Men	32%	(113)	38%	(131)	30%	(105)	349
PID/Gender: Ind Women	10%	(35)	37%	(124)	53%	(179)	338
PID/Gender: Rep Men	41%	(154)	34%	(127)	26%	(96)	377
PID/Gender: Rep Women	18%	(57)	40%	(127)	42%	(132)	316
Ideo: Liberal (1-3)	25%	(163)	36%	(228)	39%	(248)	639
Ideo: Moderate (4)	25%	(154)	39%	(235)	36%	(215)	604
Ideo: Conservative (5-7)	31%	(227)	38%	(279)	32%	(236)	743
Educ: < College	23%	(351)	36%	(549)	40%	(612)	1513
Educ: Bachelors degree	31%	(137)	40%	(177)	29%	(130)	444
Educ: Post-grad	33%	(81)	39%	(95)	28%	(68)	244
Income: Under 50k	23%	(263)	36%	(413)	41%	(475)	1151
Income: 50k-100k	27%	(195)	38%	(274)	35%	(248)	716
Income: 100k+	33%	(112)	40%	(134)	26%	(87)	334
Ethnicity: White	25%	(429)	37%	(642)	38%	(652)	1723
Ethnicity: Hispanic	25%	(86)	32%	(111)	44%	(152)	350
Ethnicity: Afr. Am.	33%	(91)	41%	(112)	26%	(72)	274

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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
Adults	26%	(569)	37%	(821)	37%	(810)	2201
Ethnicity: Other	24%	(50)	33%	(67)	43%	(87)	204
All Christian	29%	(305)	38%	(392)	33%	(346)	1044
All Non-Christian	27%	(30)	42%	(46)	31%	(35)	111
Atheist	18%	(19)	33%	(35)	49%	(52)	106
Agnostic/Nothing in particular	23%	(215)	37%	(347)	40%	(378)	940
Religious Non-Protestant/Catholic	28%	(41)	39%	(58)	33%	(48)	146
Evangelical	28%	(162)	40%	(229)	31%	(180)	570
Non-Evangelical	28%	(223)	37%	(294)	35%	(282)	799
Community: Urban	28%	(160)	35%	(204)	37%	(217)	581
Community: Suburban	28%	(308)	37%	(406)	35%	(378)	1092
Community: Rural	19%	(101)	40%	(212)	41%	(215)	528
Employ: Private Sector	33%	(226)	37%	(251)	30%	(200)	677
Employ: Government	30%	(30)	37%	(37)	34%	(34)	102
Employ: Self-Employed	35%	(54)	43%	(66)	22%	(33)	152
Employ: Homemaker	15%	(24)	30%	(47)	55%	(89)	161
Employ: Retired	26%	(128)	42%	(208)	33%	(163)	500
Employ: Unemployed	22%	(63)	37%	(107)	41%	(120)	290
Employ: Other	16%	(26)	29%	(46)	54%	(86)	159
Military HH: Yes	31%	(104)	38%	(126)	31%	(102)	332
Military HH: No	25%	(466)	37%	(695)	38%	(708)	1869
RD/WT: Right Direction	29%	(228)	41%	(318)	29%	(228)	774
RD/WT: Wrong Track	24%	(342)	35%	(503)	41%	(583)	1427
Trump Job Approve	29%	(267)	39%	(363)	32%	(297)	927
Trump Job Disapprove	25%	(291)	36%	(416)	39%	(459)	1167
Trump Job Strongly Approve	33%	(170)	35%	(179)	33%	(168)	516
Trump Job Somewhat Approve	24%	(97)	45%	(185)	31%	(129)	410
Trump Job Somewhat Disapprove	17%	(44)	35%	(92)	48%	(128)	264
Trump Job Strongly Disapprove	27%	(247)	36%	(324)	37%	(331)	902
Favorable of Trump	28%	(258)	39%	(355)	33%	(295)	909
Unfavorable of Trump	25%	(292)	36%	(426)	39%	(455)	1172

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
Adults	26%	(569)	37%	(821)	37%	(810)	2201
Very Favorable of Trump	31%	(159)	37%	(190)	32%	(165)	515
Somewhat Favorable of Trump	25%	(99)	42%	(165)	33%	(130)	394
Somewhat Unfavorable of Trump	19%	(37)	38%	(76)	43%	(86)	199
Very Unfavorable of Trump	26%	(254)	36%	(350)	38%	(369)	973
#1 Issue: Economy	31%	(233)	38%	(286)	31%	(236)	755
#1 Issue: Security	27%	(65)	34%	(80)	39%	(93)	238
#1 Issue: Health Care	24%	(113)	40%	(187)	36%	(169)	468
#1 Issue: Medicare / Social Security	26%	(79)	35%	(109)	39%	(120)	307
#1 Issue: Women's Issues	13%	(15)	34%	(39)	53%	(61)	114
#1 Issue: Education	21%	(27)	40%	(51)	40%	(51)	129
#1 Issue: Energy	15%	(10)	44%	(29)	41%	(27)	67
#1 Issue: Other	23%	(28)	33%	(41)	44%	(53)	122
2018 House Vote: Democrat	28%	(207)	41%	(300)	31%	(226)	733
2018 House Vote: Republican	31%	(203)	37%	(242)	32%	(210)	654
2018 House Vote: Someone else	20%	(14)	36%	(26)	44%	(31)	71
2016 Vote: Hillary Clinton	27%	(179)	42%	(277)	31%	(208)	664
2016 Vote: Donald Trump	31%	(226)	38%	(274)	30%	(219)	718
2016 Vote: Other	26%	(38)	38%	(57)	36%	(55)	150
2016 Vote: Didn't Vote	19%	(125)	32%	(213)	49%	(328)	666
Voted in 2014: Yes	30%	(388)	40%	(522)	30%	(383)	1293
Voted in 2014: No	20%	(182)	33%	(299)	47%	(427)	908
2012 Vote: Barack Obama	29%	(235)	42%	(339)	28%	(226)	800
2012 Vote: Mitt Romney	30%	(158)	41%	(215)	30%	(156)	529
2012 Vote: Other	22%	(19)	32%	(27)	45%	(37)	83
2012 Vote: Didn't Vote	20%	(159)	30%	(238)	49%	(388)	785
4-Region: Northeast	26%	(104)	33%	(130)	40%	(159)	394
4-Region: Midwest	26%	(120)	39%	(181)	35%	(161)	462
4-Region: South	27%	(223)	39%	(318)	34%	(283)	825
4-Region: West	23%	(122)	37%	(191)	40%	(207)	520
Sports fan	41%	(569)	59%	(821)	—	(0)	1391
Traveled outside of U.S. in past year 1+ times	30%	(131)	38%	(164)	32%	(141)	436

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
Adults	26%	(569)	37%	(821)	37%	(810)	2201
Frequent Flyer	40%	(100)	36%	(91)	24%	(59)	251

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
Adults	40%	(882)	33%	(717)	13%	(279)	10%	(221)	5%	(102)	2201
Gender: Male	37%	(392)	33%	(346)	13%	(135)	13%	(142)	4%	(46)	1062
Gender: Female	43%	(490)	33%	(371)	13%	(143)	7%	(78)	5%	(56)	1139
Age: 18-34	45%	(297)	33%	(217)	8%	(52)	7%	(45)	7%	(43)	655
Age: 35-44	43%	(155)	33%	(117)	11%	(39)	7%	(25)	6%	(22)	358
Age: 45-64	37%	(274)	31%	(232)	16%	(123)	13%	(94)	4%	(28)	751
Age: 65+	36%	(156)	35%	(151)	15%	(64)	13%	(57)	2%	(9)	436
GenZers: 1997-2012	49%	(141)	32%	(92)	7%	(21)	4%	(13)	7%	(20)	287
Millennials: 1981-1996	42%	(224)	34%	(181)	10%	(54)	8%	(44)	6%	(33)	536
GenXers: 1965-1980	38%	(208)	31%	(166)	15%	(80)	11%	(59)	6%	(30)	543
Baby Boomers: 1946-1964	38%	(293)	33%	(252)	15%	(113)	12%	(94)	2%	(16)	769
PID: Dem (no lean)	59%	(484)	28%	(233)	7%	(54)	3%	(24)	3%	(26)	820
PID: Ind (no lean)	37%	(254)	35%	(242)	11%	(73)	9%	(64)	8%	(55)	688
PID: Rep (no lean)	21%	(144)	35%	(243)	22%	(152)	19%	(133)	3%	(21)	693
PID/Gender: Dem Men	54%	(183)	30%	(101)	8%	(25)	4%	(12)	4%	(15)	336
PID/Gender: Dem Women	62%	(302)	27%	(132)	6%	(28)	2%	(11)	2%	(11)	484
PID/Gender: Ind Men	35%	(123)	35%	(123)	11%	(38)	12%	(43)	7%	(23)	349
PID/Gender: Ind Women	39%	(131)	35%	(119)	10%	(35)	6%	(21)	9%	(32)	338
PID/Gender: Rep Men	23%	(87)	32%	(122)	19%	(72)	23%	(87)	2%	(9)	377
PID/Gender: Rep Women	18%	(57)	38%	(120)	25%	(80)	15%	(46)	4%	(13)	316
Ideo: Liberal (1-3)	66%	(425)	25%	(162)	4%	(25)	2%	(13)	2%	(14)	639
Ideo: Moderate (4)	42%	(251)	39%	(233)	9%	(55)	7%	(43)	4%	(22)	604
Ideo: Conservative (5-7)	18%	(134)	35%	(261)	25%	(183)	19%	(143)	3%	(21)	743
Educ: < College	38%	(581)	33%	(507)	12%	(182)	10%	(150)	6%	(93)	1513
Educ: Bachelors degree	43%	(191)	30%	(135)	14%	(61)	11%	(50)	2%	(7)	444
Educ: Post-grad	45%	(111)	31%	(76)	14%	(35)	8%	(20)	1%	(2)	244
Income: Under 50k	39%	(446)	32%	(367)	12%	(141)	11%	(121)	7%	(75)	1151
Income: 50k-100k	43%	(306)	32%	(231)	14%	(98)	9%	(62)	3%	(19)	716
Income: 100k+	39%	(129)	36%	(119)	12%	(40)	11%	(38)	2%	(8)	334
Ethnicity: White	39%	(664)	32%	(548)	14%	(246)	11%	(190)	4%	(74)	1723
Ethnicity: Hispanic	48%	(167)	32%	(114)	9%	(31)	6%	(22)	5%	(16)	350
Ethnicity: Afr. Am.	50%	(136)	33%	(90)	8%	(21)	5%	(14)	5%	(14)	274

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
Adults	40%	(882)	33%	(717)	13%	(279)	10%	(221)	5% (102)	2201
Ethnicity: Other	40%	(82)	39%	(79)	6%	(12)	8%	(17)	7% (14)	204
All Christian	37%	(386)	33%	(347)	16%	(164)	12%	(122)	2% (25)	1044
All Non-Christian	57%	(63)	29%	(32)	5%	(6)	7%	(7)	2% (2)	111
Atheist	57%	(61)	28%	(30)	5%	(5)	7%	(7)	3% (3)	106
Agnostic/Nothing in particular	40%	(372)	33%	(308)	11%	(103)	9%	(84)	8% (72)	940
Religious Non-Protestant/Catholic	49%	(71)	28%	(42)	11%	(17)	9%	(13)	2% (3)	146
Evangelical	30%	(171)	34%	(192)	17%	(98)	15%	(85)	4% (25)	570
Non-Evangelical	42%	(338)	34%	(268)	12%	(96)	9%	(76)	3% (21)	799
Community: Urban	46%	(266)	36%	(208)	6%	(34)	7%	(40)	6% (32)	581
Community: Suburban	39%	(430)	32%	(351)	14%	(152)	11%	(123)	3% (36)	1092
Community: Rural	35%	(186)	30%	(158)	18%	(93)	11%	(57)	6% (34)	528
Employ: Private Sector	41%	(277)	32%	(219)	14%	(95)	11%	(72)	2% (13)	677
Employ: Government	44%	(45)	29%	(30)	12%	(12)	14%	(14)	— (0)	102
Employ: Self-Employed	38%	(58)	36%	(55)	16%	(25)	7%	(11)	2% (3)	152
Employ: Homemaker	34%	(54)	40%	(64)	9%	(14)	8%	(13)	11% (17)	161
Employ: Retired	34%	(170)	33%	(167)	18%	(90)	13%	(65)	1% (7)	500
Employ: Unemployed	45%	(130)	32%	(92)	7%	(20)	9%	(27)	7% (21)	290
Employ: Other	38%	(60)	31%	(49)	9%	(14)	6%	(10)	17% (27)	159
Military HH: Yes	34%	(113)	30%	(100)	16%	(53)	16%	(53)	4% (13)	332
Military HH: No	41%	(769)	33%	(617)	12%	(226)	9%	(167)	5% (90)	1869
RD/WT: Right Direction	21%	(162)	35%	(274)	20%	(155)	19%	(147)	5% (36)	774
RD/WT: Wrong Track	50%	(720)	31%	(443)	9%	(123)	5%	(74)	5% (67)	1427
Trump Job Approve	21%	(193)	34%	(318)	21%	(195)	19%	(178)	5% (43)	927
Trump Job Disapprove	57%	(665)	31%	(367)	7%	(77)	3%	(34)	2% (24)	1167
Trump Job Strongly Approve	21%	(110)	26%	(134)	24%	(124)	26%	(132)	3% (15)	516
Trump Job Somewhat Approve	20%	(83)	45%	(185)	17%	(70)	11%	(46)	7% (27)	410
Trump Job Somewhat Disapprove	40%	(107)	41%	(109)	12%	(32)	4%	(10)	2% (6)	264
Trump Job Strongly Disapprove	62%	(558)	29%	(258)	5%	(45)	3%	(24)	2% (17)	902
Favorable of Trump	21%	(187)	35%	(320)	21%	(186)	19%	(177)	4% (39)	909
Unfavorable of Trump	57%	(672)	31%	(365)	7%	(80)	3%	(34)	2% (22)	1172

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
Adults	40%	(882)	33%	(717)	13%	(279)	10%	(221)	5%	(102)	2201
Very Favorable of Trump	21%	(107)	26%	(132)	24%	(125)	26%	(134)	3%	(17)	515
Somewhat Favorable of Trump	20%	(80)	48%	(188)	16%	(62)	11%	(43)	6%	(22)	394
Somewhat Unfavorable of Trump	36%	(71)	39%	(78)	14%	(29)	4%	(8)	7%	(13)	199
Very Unfavorable of Trump	62%	(600)	29%	(286)	5%	(51)	3%	(26)	1%	(8)	973
#1 Issue: Economy	36%	(274)	34%	(255)	15%	(111)	12%	(88)	4%	(27)	755
#1 Issue: Security	16%	(37)	31%	(73)	23%	(54)	22%	(53)	9%	(21)	238
#1 Issue: Health Care	54%	(252)	31%	(146)	8%	(38)	4%	(20)	3%	(13)	468
#1 Issue: Medicare / Social Security	35%	(106)	41%	(125)	11%	(34)	10%	(31)	4%	(11)	307
#1 Issue: Women's Issues	57%	(65)	28%	(32)	7%	(8)	4%	(5)	4%	(4)	114
#1 Issue: Education	30%	(39)	42%	(54)	10%	(14)	6%	(7)	12%	(15)	129
#1 Issue: Energy	78%	(52)	15%	(10)	8%	(5)	—	(0)	—	(0)	67
#1 Issue: Other	46%	(56)	18%	(23)	13%	(16)	14%	(17)	9%	(11)	122
2018 House Vote: Democrat	60%	(439)	30%	(222)	6%	(46)	2%	(16)	1%	(10)	733
2018 House Vote: Republican	22%	(141)	32%	(212)	24%	(154)	20%	(133)	2%	(14)	654
2018 House Vote: Someone else	32%	(23)	37%	(27)	12%	(8)	9%	(6)	10%	(7)	71
2016 Vote: Hillary Clinton	60%	(402)	29%	(195)	6%	(38)	3%	(18)	2%	(11)	664
2016 Vote: Donald Trump	23%	(166)	32%	(232)	23%	(168)	19%	(134)	2%	(18)	718
2016 Vote: Other	35%	(53)	34%	(51)	16%	(23)	9%	(13)	6%	(9)	150
2016 Vote: Didn't Vote	39%	(259)	36%	(239)	7%	(48)	8%	(55)	10%	(64)	666
Voted in 2014: Yes	41%	(530)	30%	(394)	15%	(199)	11%	(140)	2%	(30)	1293
Voted in 2014: No	39%	(352)	36%	(323)	9%	(79)	9%	(81)	8%	(73)	908
2012 Vote: Barack Obama	54%	(431)	31%	(252)	8%	(63)	4%	(30)	3%	(24)	800
2012 Vote: Mitt Romney	22%	(114)	31%	(166)	25%	(132)	20%	(107)	2%	(10)	529
2012 Vote: Other	26%	(22)	31%	(26)	19%	(16)	19%	(16)	5%	(4)	83
2012 Vote: Didn't Vote	40%	(314)	35%	(272)	9%	(68)	9%	(67)	8%	(64)	785
4-Region: Northeast	41%	(162)	34%	(132)	11%	(43)	10%	(38)	5%	(19)	394
4-Region: Midwest	39%	(181)	34%	(158)	14%	(63)	9%	(41)	4%	(19)	462
4-Region: South	39%	(321)	31%	(257)	14%	(119)	10%	(86)	5%	(41)	825
4-Region: West	42%	(218)	33%	(169)	10%	(54)	11%	(56)	4%	(22)	520
Sports fan	41%	(563)	34%	(468)	13%	(176)	10%	(135)	3%	(48)	1391
Traveled outside of U.S. in past year 1+ times	46%	(201)	35%	(151)	9%	(39)	8%	(35)	2%	(10)	436

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
Adults	40%	(882)	33%	(717)	13%	(279)	10%	(221)	5%	(102)	2201
Frequent Flyer	47%	(119)	31%	(77)	11%	(28)	8%	(20)	3%	(7)	251

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 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
Adults	5% (108)	10% (215)	17% (372)	35% (769)	26% (575)	7% (160)	2201
Gender: Male	6% (67)	12% (126)	15% (161)	34% (357)	25% (260)	9% (92)	1062
Gender: Female	4% (41)	8% (89)	19% (212)	36% (413)	28% (315)	6% (69)	1139
Age: 18-34	5% (34)	12% (80)	18% (120)	38% (251)	17% (112)	9% (58)	655
Age: 35-44	5% (18)	11% (39)	16% (56)	38% (134)	24% (85)	7% (25)	358
Age: 45-64	6% (43)	9% (69)	18% (134)	30% (228)	30% (223)	7% (54)	751
Age: 65+	3% (13)	6% (27)	14% (62)	36% (156)	36% (156)	5% (23)	436
GenZers: 1997-2012	3% (10)	13% (37)	19% (53)	38% (109)	19% (55)	8% (24)	287
Millennials: 1981-1996	6% (31)	11% (56)	19% (101)	39% (207)	18% (95)	8% (45)	536
GenXers: 1965-1980	5% (29)	10% (54)	16% (86)	33% (177)	27% (149)	9% (48)	543
Baby Boomers: 1946-1964	5% (36)	8% (63)	16% (126)	34% (259)	32% (246)	5% (38)	769
PID: Dem (no lean)	4% (34)	6% (51)	15% (119)	38% (316)	32% (260)	5% (41)	820
PID: Ind (no lean)	4% (30)	11% (74)	17% (115)	35% (241)	23% (161)	10% (67)	688
PID: Rep (no lean)	6% (44)	13% (91)	20% (138)	31% (213)	22% (155)	8% (53)	693
PID/Gender: Dem Men	7% (24)	9% (30)	11% (38)	38% (127)	30% (100)	5% (18)	336
PID/Gender: Dem Women	2% (10)	4% (21)	17% (81)	39% (189)	33% (159)	5% (23)	484
PID/Gender: Ind Men	5% (18)	11% (40)	15% (53)	34% (119)	23% (80)	11% (40)	349
PID/Gender: Ind Women	4% (12)	10% (34)	18% (62)	36% (122)	24% (81)	8% (27)	338
PID/Gender: Rep Men	7% (26)	15% (57)	19% (70)	29% (111)	21% (80)	9% (34)	377
PID/Gender: Rep Women	6% (18)	11% (34)	21% (68)	32% (102)	24% (75)	6% (19)	316
Ideo: Liberal (1-3)	4% (24)	7% (48)	14% (89)	44% (282)	26% (168)	4% (27)	639
Ideo: Moderate (4)	4% (22)	9% (55)	18% (110)	35% (210)	29% (175)	5% (30)	604
Ideo: Conservative (5-7)	7% (50)	13% (93)	18% (136)	31% (229)	25% (187)	6% (48)	743

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
Adults	5% (108)	10% (215)	17% (372)	35% (769)	26% (575)	7% (160)	2201
Educ: < College	6% (88)	10% (155)	17% (253)	32% (491)	25% (386)	9% (141)	1513
Educ: Bachelors degree	3% (12)	9% (38)	20% (89)	38% (171)	27% (121)	3% (13)	444
Educ: Post-grad	4% (9)	9% (22)	13% (31)	44% (108)	28% (69)	3% (6)	244
Income: Under 50k	6% (72)	11% (123)	16% (187)	29% (332)	28% (321)	10% (116)	1151
Income: 50k-100k	3% (25)	9% (64)	19% (138)	39% (282)	24% (175)	5% (33)	716
Income: 100k+	3% (12)	8% (28)	14% (47)	46% (155)	24% (80)	4% (12)	334
Ethnicity: White	5% (85)	10% (169)	17% (301)	35% (596)	27% (458)	7% (113)	1723
Ethnicity: Hispanic	7% (26)	10% (33)	15% (51)	33% (116)	27% (94)	8% (29)	350
Ethnicity: Afr. Am.	5% (14)	12% (32)	13% (37)	34% (92)	28% (78)	8% (22)	274
Ethnicity: Other	5% (9)	7% (14)	17% (35)	40% (81)	19% (39)	13% (26)	204
All Christian	4% (45)	10% (103)	17% (182)	35% (363)	29% (303)	5% (48)	1044
All Non-Christian	11% (12)	9% (10)	17% (19)	30% (33)	30% (33)	4% (4)	111
Atheist	5% (6)	10% (11)	11% (12)	57% (60)	14% (15)	2% (2)	106
Agnostic/Nothing in particular	5% (47)	10% (92)	17% (159)	33% (312)	24% (224)	11% (106)	940
Religious Non-Protestant/Catholic	9% (12)	8% (12)	21% (31)	31% (46)	27% (39)	4% (6)	146
Evangelical	4% (24)	14% (79)	18% (104)	30% (174)	25% (143)	8% (46)	570
Non-Evangelical	5% (42)	8% (63)	16% (128)	39% (309)	28% (226)	4% (31)	799
Community: Urban	5% (30)	6% (35)	15% (90)	37% (214)	27% (156)	10% (55)	581
Community: Suburban	5% (53)	10% (105)	17% (184)	37% (408)	26% (282)	5% (59)	1092
Community: Rural	5% (25)	14% (75)	19% (98)	28% (147)	26% (137)	9% (46)	528

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
Adults	5% (108)	10% (215)	17% (372)	35% (769)	26% (575)	7% (160)	2201
Employ: Private Sector	6% (44)	11% (77)	20% (133)	35% (236)	24% (160)	4% (27)	677
Employ: Government	6% (6)	11% (11)	19% (20)	35% (36)	27% (28)	1% (1)	102
Employ: Self-Employed	5% (7)	7% (11)	15% (23)	43% (65)	25% (38)	5% (8)	152
Employ: Homemaker	6% (9)	9% (14)	18% (29)	33% (54)	26% (42)	8% (13)	161
Employ: Retired	3% (13)	7% (37)	16% (80)	31% (155)	37% (184)	6% (31)	500
Employ: Unemployed	7% (20)	12% (35)	16% (46)	33% (95)	21% (60)	12% (34)	290
Employ: Other	5% (8)	9% (14)	11% (17)	31% (49)	21% (33)	23% (37)	159
Military HH: Yes	6% (20)	12% (41)	17% (58)	31% (104)	26% (86)	7% (22)	332
Military HH: No	5% (88)	9% (174)	17% (314)	36% (665)	26% (489)	7% (138)	1869
RD/WT: Right Direction	7% (58)	14% (111)	18% (141)	30% (233)	23% (176)	7% (55)	774
RD/WT: Wrong Track	4% (51)	7% (104)	16% (231)	38% (536)	28% (400)	7% (106)	1427
Trump Job Approve	6% (59)	12% (116)	21% (190)	32% (294)	22% (199)	7% (67)	927
Trump Job Disapprove	3% (39)	7% (86)	14% (161)	40% (462)	31% (364)	5% (54)	1167
Trump Job Strongly Approve	7% (38)	14% (72)	21% (110)	30% (156)	21% (106)	6% (33)	516
Trump Job Somewhat Approve	5% (21)	11% (44)	20% (80)	34% (138)	23% (93)	8% (34)	410
Trump Job Somewhat Disapprove	5% (14)	10% (27)	14% (38)	35% (92)	32% (84)	4% (10)	264
Trump Job Strongly Disapprove	3% (25)	7% (59)	14% (123)	41% (370)	31% (280)	5% (45)	902
Favorable of Trump	7% (61)	13% (115)	20% (180)	31% (286)	22% (197)	8% (70)	909
Unfavorable of Trump	3% (34)	7% (86)	15% (177)	40% (463)	31% (360)	5% (53)	1172
Very Favorable of Trump	8% (42)	14% (73)	20% (105)	29% (152)	22% (112)	6% (31)	515
Somewhat Favorable of Trump	5% (19)	11% (43)	19% (75)	34% (134)	22% (85)	10% (39)	394
Somewhat Unfavorable of Trump	4% (8)	7% (15)	18% (36)	32% (64)	32% (63)	6% (12)	199
Very Unfavorable of Trump	3% (26)	7% (71)	14% (140)	41% (399)	30% (296)	4% (41)	973

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
Adults	5% (108)	10% (215)	17% (372)	35% (769)	26% (575)	7% (160)	2201
#1 Issue: Economy	5% (36)	13% (99)	19% (147)	32% (244)	23% (173)	7% (56)	755
#1 Issue: Security	7% (17)	8% (19)	20% (48)	30% (72)	25% (58)	10% (24)	238
#1 Issue: Health Care	3% (15)	6% (29)	14% (67)	40% (187)	32% (148)	5% (23)	468
#1 Issue: Medicare / Social Security	3% (10)	11% (34)	15% (46)	29% (90)	35% (108)	6% (19)	307
#1 Issue: Women's Issues	8% (9)	5% (6)	18% (21)	40% (45)	24% (28)	4% (5)	114
#1 Issue: Education	9% (11)	13% (17)	10% (13)	37% (48)	17% (22)	13% (17)	129
#1 Issue: Energy	5% (3)	7% (5)	15% (10)	49% (32)	16% (11)	8% (5)	67
#1 Issue: Other	6% (7)	6% (7)	16% (19)	41% (51)	22% (27)	9% (11)	122
2018 House Vote: Democrat	4% (26)	8% (58)	14% (101)	39% (288)	32% (232)	4% (28)	733
2018 House Vote: Republican	6% (41)	11% (75)	21% (140)	30% (199)	24% (159)	6% (41)	654
2018 House Vote: Someone else	6% (4)	18% (13)	16% (11)	24% (17)	30% (22)	7% (5)	71
2016 Vote: Hillary Clinton	4% (26)	9% (56)	13% (86)	40% (264)	31% (207)	4% (25)	664
2016 Vote: Donald Trump	6% (43)	11% (80)	20% (141)	32% (227)	26% (184)	6% (44)	718
2016 Vote: Other	4% (7)	9% (14)	20% (30)	35% (53)	26% (39)	5% (8)	150
2016 Vote: Didn't Vote	5% (33)	10% (65)	17% (116)	34% (225)	22% (144)	13% (84)	666
Voted in 2014: Yes	5% (63)	9% (121)	16% (209)	35% (452)	30% (383)	5% (66)	1293
Voted in 2014: No	5% (46)	10% (95)	18% (163)	35% (317)	21% (192)	10% (95)	908
2012 Vote: Barack Obama	4% (31)	9% (70)	13% (106)	38% (306)	31% (248)	5% (38)	800
2012 Vote: Mitt Romney	6% (29)	10% (52)	19% (103)	32% (171)	26% (139)	6% (33)	529
2012 Vote: Other	5% (4)	14% (12)	18% (15)	33% (27)	21% (17)	9% (7)	83
2012 Vote: Didn't Vote	6% (44)	10% (81)	19% (146)	34% (263)	22% (170)	10% (82)	785

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
Adults	5% (108)	10% (215)	17% (372)	35% (769)	26% (575)	7% (160)	2201
4-Region: Northeast	4% (16)	8% (32)	14% (56)	40% (158)	28% (110)	5% (21)	394
4-Region: Midwest	5% (21)	12% (55)	19% (88)	31% (141)	26% (121)	8% (36)	462
4-Region: South	5% (40)	11% (94)	15% (126)	34% (276)	27% (219)	8% (69)	825
4-Region: West	6% (31)	6% (33)	20% (103)	37% (194)	24% (125)	7% (34)	520
Sports fan	6% (80)	10% (137)	16% (229)	36% (506)	25% (351)	6% (89)	1391
Traveled outside of U.S. in past year 1+ times	4% (19)	10% (44)	19% (81)	40% (174)	23% (102)	4% (16)	436
Frequent Flyer	5% (12)	11% (29)	18% (46)	40% (100)	22% (54)	4% (9)	251

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
Adults	49%	(1068)	35%	(765)	9%	(200)	4%	(92)	3%	(76)	2201
Gender: Male	46%	(484)	34%	(359)	10%	(111)	6%	(62)	4%	(47)	1062
Gender: Female	51%	(584)	36%	(406)	8%	(89)	3%	(30)	3%	(29)	1139
Age: 18-34	43%	(282)	35%	(232)	10%	(67)	5%	(30)	7%	(44)	655
Age: 35-44	52%	(187)	34%	(123)	6%	(23)	3%	(11)	4%	(14)	358
Age: 45-64	49%	(367)	33%	(248)	11%	(84)	5%	(38)	2%	(15)	751
Age: 65+	53%	(232)	37%	(162)	6%	(26)	3%	(14)	1%	(3)	436
GenZers: 1997-2012	46%	(131)	37%	(107)	10%	(28)	2%	(7)	5%	(15)	287
Millennials: 1981-1996	43%	(233)	34%	(181)	10%	(55)	5%	(28)	7%	(39)	536
GenXers: 1965-1980	51%	(276)	33%	(181)	9%	(50)	4%	(21)	3%	(15)	543
Baby Boomers: 1946-1964	51%	(391)	35%	(273)	8%	(64)	5%	(35)	1%	(6)	769
PID: Dem (no lean)	62%	(505)	31%	(250)	3%	(28)	2%	(14)	3%	(23)	820
PID: Ind (no lean)	47%	(322)	34%	(232)	9%	(60)	5%	(32)	6%	(43)	688
PID: Rep (no lean)	35%	(241)	41%	(283)	16%	(112)	7%	(47)	1%	(10)	693
PID/Gender: Dem Men	57%	(192)	32%	(108)	4%	(12)	2%	(8)	4%	(14)	336
PID/Gender: Dem Women	65%	(313)	29%	(142)	3%	(16)	1%	(6)	2%	(8)	484
PID/Gender: Ind Men	44%	(155)	33%	(115)	9%	(32)	6%	(22)	7%	(25)	349
PID/Gender: Ind Women	49%	(167)	34%	(116)	8%	(27)	3%	(10)	5%	(18)	338
PID/Gender: Rep Men	36%	(137)	36%	(135)	18%	(66)	9%	(32)	2%	(7)	377
PID/Gender: Rep Women	33%	(105)	47%	(148)	15%	(46)	4%	(14)	1%	(3)	316
Ideo: Liberal (1-3)	61%	(387)	31%	(195)	3%	(21)	4%	(24)	2%	(12)	639
Ideo: Moderate (4)	56%	(339)	31%	(189)	8%	(45)	3%	(17)	2%	(13)	604
Ideo: Conservative (5-7)	36%	(268)	42%	(309)	16%	(116)	6%	(42)	1%	(8)	743
Educ: < College	48%	(730)	34%	(512)	9%	(133)	4%	(66)	5%	(72)	1513
Educ: Bachelors degree	48%	(213)	37%	(163)	10%	(45)	5%	(20)	1%	(3)	444
Educ: Post-grad	51%	(125)	37%	(90)	9%	(22)	3%	(7)	—	(1)	244
Income: Under 50k	48%	(548)	34%	(387)	10%	(112)	4%	(48)	5%	(56)	1151
Income: 50k-100k	50%	(356)	37%	(262)	8%	(56)	4%	(28)	2%	(14)	716
Income: 100k+	49%	(164)	35%	(116)	10%	(32)	5%	(16)	2%	(5)	334
Ethnicity: White	47%	(804)	36%	(628)	9%	(163)	5%	(78)	3%	(49)	1723
Ethnicity: Hispanic	54%	(190)	31%	(108)	7%	(24)	4%	(13)	4%	(15)	350
Ethnicity: Afr. Am.	58%	(159)	27%	(74)	8%	(23)	3%	(8)	4%	(11)	274

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
Adults	49%	(1068)	35%	(765)	9%	(200)	4%	(92)	3%	(76)	2201
Ethnicity: Other	52%	(105)	31%	(63)	7%	(15)	3%	(6)	8%	(15)	204
All Christian	49%	(510)	36%	(374)	10%	(101)	4%	(47)	1%	(11)	1044
All Non-Christian	53%	(58)	31%	(35)	11%	(13)	2%	(3)	2%	(2)	111
Atheist	49%	(52)	43%	(46)	4%	(5)	3%	(4)	—	(0)	106
Agnostic/Nothing in particular	47%	(446)	33%	(311)	9%	(82)	4%	(39)	7%	(62)	940
Religious Non-Protestant/Catholic	49%	(72)	36%	(52)	9%	(13)	4%	(6)	2%	(3)	146
Evangelical	43%	(243)	37%	(208)	11%	(65)	6%	(37)	3%	(17)	570
Non-Evangelical	53%	(425)	33%	(266)	9%	(75)	3%	(27)	1%	(7)	799
Community: Urban	55%	(322)	29%	(166)	7%	(42)	5%	(29)	4%	(23)	581
Community: Suburban	47%	(515)	38%	(409)	9%	(99)	4%	(42)	2%	(26)	1092
Community: Rural	44%	(231)	36%	(190)	11%	(60)	4%	(21)	5%	(27)	528
Employ: Private Sector	45%	(306)	36%	(247)	11%	(73)	6%	(39)	2%	(12)	677
Employ: Government	49%	(50)	31%	(32)	8%	(8)	11%	(11)	—	(0)	102
Employ: Self-Employed	42%	(63)	43%	(65)	7%	(11)	8%	(12)	1%	(2)	152
Employ: Homemaker	47%	(76)	36%	(58)	10%	(17)	2%	(2)	5%	(8)	161
Employ: Retired	53%	(266)	34%	(171)	8%	(40)	3%	(17)	1%	(5)	500
Employ: Unemployed	50%	(146)	33%	(96)	9%	(25)	2%	(7)	5%	(16)	290
Employ: Other	51%	(81)	26%	(41)	7%	(12)	1%	(2)	15%	(24)	159
Military HH: Yes	47%	(155)	33%	(109)	12%	(41)	7%	(24)	1%	(3)	332
Military HH: No	49%	(913)	35%	(656)	9%	(160)	4%	(68)	4%	(73)	1869
RD/WT: Right Direction	36%	(279)	41%	(320)	13%	(104)	6%	(47)	3%	(23)	774
RD/WT: Wrong Track	55%	(788)	31%	(445)	7%	(96)	3%	(45)	4%	(53)	1427
Trump Job Approve	35%	(327)	42%	(387)	14%	(128)	7%	(66)	2%	(18)	927
Trump Job Disapprove	61%	(707)	30%	(352)	5%	(61)	2%	(23)	2%	(24)	1167
Trump Job Strongly Approve	35%	(178)	38%	(194)	16%	(80)	11%	(55)	2%	(8)	516
Trump Job Somewhat Approve	36%	(149)	47%	(193)	12%	(48)	3%	(10)	3%	(10)	410
Trump Job Somewhat Disapprove	48%	(127)	36%	(95)	12%	(31)	2%	(6)	2%	(6)	264
Trump Job Strongly Disapprove	64%	(580)	28%	(257)	3%	(30)	2%	(17)	2%	(18)	902
Favorable of Trump	37%	(335)	40%	(365)	14%	(129)	7%	(63)	2%	(17)	909
Unfavorable of Trump	60%	(701)	31%	(367)	5%	(60)	2%	(23)	2%	(21)	1172

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
Adults	49%	(1068)	35%	(765)	9%	(200)	4%	(92)	3%	(76)	2201
Very Favorable of Trump	36%	(185)	38%	(194)	15%	(75)	10%	(52)	2%	(9)	515
Somewhat Favorable of Trump	38%	(150)	43%	(170)	14%	(54)	3%	(12)	2%	(9)	394
Somewhat Unfavorable of Trump	45%	(89)	41%	(82)	8%	(15)	2%	(5)	4%	(8)	199
Very Unfavorable of Trump	63%	(612)	29%	(286)	5%	(45)	2%	(18)	1%	(13)	973
#1 Issue: Economy	44%	(336)	36%	(271)	11%	(85)	6%	(45)	3%	(19)	755
#1 Issue: Security	36%	(85)	41%	(98)	13%	(30)	6%	(15)	4%	(9)	238
#1 Issue: Health Care	60%	(280)	31%	(144)	4%	(18)	2%	(11)	3%	(14)	468
#1 Issue: Medicare / Social Security	54%	(165)	34%	(106)	7%	(21)	2%	(7)	3%	(9)	307
#1 Issue: Women's Issues	51%	(59)	36%	(41)	6%	(7)	4%	(4)	3%	(3)	114
#1 Issue: Education	36%	(47)	37%	(48)	11%	(14)	4%	(5)	12%	(16)	129
#1 Issue: Energy	47%	(31)	35%	(24)	8%	(6)	3%	(2)	6%	(4)	67
#1 Issue: Other	52%	(64)	27%	(33)	16%	(20)	3%	(3)	2%	(2)	122
2018 House Vote: Democrat	65%	(479)	29%	(216)	3%	(20)	1%	(10)	1%	(8)	733
2018 House Vote: Republican	39%	(253)	38%	(249)	15%	(99)	7%	(46)	1%	(7)	654
2018 House Vote: Someone else	33%	(24)	46%	(33)	8%	(6)	7%	(5)	5%	(3)	71
2016 Vote: Hillary Clinton	65%	(434)	29%	(191)	3%	(20)	2%	(11)	1%	(8)	664
2016 Vote: Donald Trump	41%	(294)	38%	(273)	13%	(96)	7%	(49)	1%	(7)	718
2016 Vote: Other	38%	(58)	48%	(72)	10%	(14)	3%	(4)	2%	(2)	150
2016 Vote: Didn't Vote	42%	(282)	34%	(227)	10%	(70)	4%	(29)	9%	(58)	666
Voted in 2014: Yes	52%	(676)	34%	(437)	9%	(113)	4%	(50)	1%	(16)	1293
Voted in 2014: No	43%	(392)	36%	(328)	10%	(87)	5%	(42)	7%	(60)	908
2012 Vote: Barack Obama	62%	(495)	30%	(240)	4%	(34)	2%	(18)	2%	(13)	800
2012 Vote: Mitt Romney	39%	(207)	39%	(209)	14%	(75)	6%	(32)	1%	(6)	529
2012 Vote: Other	23%	(19)	53%	(44)	15%	(13)	5%	(4)	3%	(2)	83
2012 Vote: Didn't Vote	44%	(345)	34%	(270)	10%	(78)	5%	(39)	7%	(54)	785
4-Region: Northeast	51%	(200)	33%	(130)	7%	(29)	5%	(18)	4%	(16)	394
4-Region: Midwest	47%	(218)	36%	(167)	9%	(43)	4%	(19)	3%	(16)	462
4-Region: South	50%	(416)	34%	(280)	9%	(77)	3%	(24)	3%	(27)	825
4-Region: West	45%	(234)	36%	(188)	10%	(51)	6%	(32)	3%	(16)	520
Sports fan	51%	(703)	34%	(470)	8%	(118)	5%	(63)	3%	(38)	1391
Traveled outside of U.S. in past year 1+ times	51%	(223)	37%	(161)	7%	(32)	4%	(16)	1%	(5)	436

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
Adults	49% (1068)	35% (765)	9% (200)	4% (92)	3% (76)	2201
Frequent Flyer	52% (130)	30% (76)	11% (27)	5% (12)	2% (5)	251

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	287	13%
	Millennials: 1981-1996	536	24%
	GenXers: 1965-1980	543	25%
	Baby Boomers: 1946-1964	769	35%
	N	2135	
xpid3	PID: Dem (no lean)	820	37%
	PID: Ind (no lean)	688	31%
	PID: Rep (no lean)	693	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	336	15%
	PID/Gender: Dem Women	484	22%
	PID/Gender: Ind Men	349	16%
	PID/Gender: Ind Women	338	15%
	PID/Gender: Rep Men	377	17%
	PID/Gender: Rep Women	316	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	639	29%
	Ideo: Moderate (4)	604	27%
	Ideo: Conservative (5-7)	743	34%
	N	1986	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1151	52%
	Income: 50k-100k	716	33%
	Income: 100k+	334	15%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1044	47%
	All Non-Christian	111	5%
	Atheist	106	5%
	Agnostic/Nothing in particular	940	43%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	146	7%
xdemEvang	Evangelical	570	26%
	Non-Evangelical	799	36%
	N	1370	
xdemUsr	Community: Urban	581	26%
	Community: Suburban	1092	50%
	Community: Rural	528	24%
	N	2201	
xdemEmploy	Employ: Private Sector	677	31%
	Employ: Government	102	5%
	Employ: Self-Employed	152	7%
	Employ: Homemaker	161	7%
	Employ: Retired	500	23%
	Employ: Unemployed	290	13%
	Employ: Other	159	7%
	N	2040	
xdemMilHH1	Military HH: Yes	332	15%
	Military HH: No	1869	85%
	N	2201	
xnrl	RD/WT: Right Direction	774	35%
	RD/WT: Wrong Track	1427	65%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	927	42%
	Trump Job Disapprove	1167	53%
	N	2093	
Trump_Approve2	Trump Job Strongly Approve	516	23%
	Trump Job Somewhat Approve	410	19%
	Trump Job Somewhat Disapprove	264	12%
	Trump Job Strongly Disapprove	902	41%
	N	2093	
Trump_Fav	Favorable of Trump	909	41%
	Unfavorable of Trump	1172	53%
	N	2081	
Trump_Fav_FULL	Very Favorable of Trump	515	23%
	Somewhat Favorable of Trump	394	18%
	Somewhat Unfavorable of Trump	199	9%
	Very Unfavorable of Trump	973	44%
	N	2081	
xnr3	#1 Issue: Economy	755	34%
	#1 Issue: Security	238	11%
	#1 Issue: Health Care	468	21%
	#1 Issue: Medicare / Social Security	307	14%
	#1 Issue: Women's Issues	114	5%
	#1 Issue: Education	129	6%
	#1 Issue: Energy	67	3%
	#1 Issue: Other	122	6%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	733	33%
	2018 House Vote: Republican	654	30%
	2018 House Vote: Someone else	71	3%
	N	1459	
xsubVote16O	2016 Vote: Hillary Clinton	664	30%
	2016 Vote: Donald Trump	718	33%
	2016 Vote: Other	150	7%
	2016 Vote: Didn't Vote	666	30%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1293	59%
	Voted in 2014: No	908	41%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	800	36%
	2012 Vote: Mitt Romney	529	24%
	2012 Vote: Other	83	4%
	2012 Vote: Didn't Vote	785	36%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
CMSdem8	Sports fan	1391	63%
CMSdem9	Traveled outside of U.S. in past year 1+ times	436	20%
CMSdem10	Frequent Flyer	251	11%

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

