



National Tracking Poll #200841  
August 09-12, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between August 9-August 12, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table FWPI\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	75%	(1653)	12%	(257)	2%	(40)	11%	(251)	2200
Gender: Male	73%	(779)	12%	(129)	3%	(27)	12%	(128)	1062
Gender: Female	77%	(874)	11%	(128)	1%	(13)	11%	(123)	1138
Age: 18-34	65%	(425)	18%	(118)	3%	(22)	14%	(90)	655
Age: 35-44	67%	(240)	19%	(66)	3%	(11)	11%	(41)	358
Age: 45-64	81%	(606)	7%	(54)	1%	(5)	11%	(86)	751
Age: 65+	88%	(383)	4%	(18)	—	(2)	8%	(34)	436
GenZers: 1997-2012	72%	(181)	16%	(40)	2%	(6)	9%	(24)	250
Millennials: 1981-1996	62%	(358)	18%	(105)	4%	(24)	15%	(86)	573
GenXers: 1965-1980	75%	(414)	14%	(76)	1%	(6)	10%	(58)	553
Baby Boomers: 1946-1964	85%	(616)	4%	(32)	—	(3)	10%	(75)	727
PID: Dem (no lean)	76%	(643)	13%	(110)	2%	(15)	9%	(80)	849
PID: Ind (no lean)	72%	(459)	9%	(59)	2%	(11)	17%	(112)	641
PID: Rep (no lean)	77%	(550)	12%	(88)	2%	(13)	8%	(59)	710
PID/Gender: Dem Men	73%	(288)	14%	(54)	3%	(11)	11%	(43)	396
PID/Gender: Dem Women	79%	(356)	12%	(55)	1%	(4)	8%	(37)	452
PID/Gender: Ind Men	73%	(224)	7%	(22)	2%	(6)	18%	(57)	309
PID/Gender: Ind Women	71%	(235)	11%	(37)	2%	(6)	16%	(55)	332
PID/Gender: Rep Men	75%	(267)	15%	(52)	3%	(10)	8%	(28)	357
PID/Gender: Rep Women	80%	(283)	10%	(36)	1%	(4)	9%	(31)	354
Ideo: Liberal (1-3)	75%	(469)	14%	(89)	2%	(15)	8%	(51)	625
Ideo: Moderate (4)	80%	(505)	9%	(56)	1%	(9)	10%	(63)	633
Ideo: Conservative (5-7)	78%	(567)	12%	(85)	2%	(14)	8%	(57)	724
Educ: < College	72%	(1095)	12%	(181)	2%	(27)	14%	(209)	1512
Educ: Bachelors degree	83%	(368)	10%	(45)	1%	(4)	6%	(27)	444
Educ: Post-grad	78%	(190)	12%	(30)	4%	(9)	6%	(15)	244

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**Table FWP1\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	75%	(1653)	12%	(257)	2%	(40)	11%	(251)	2200
Income: Under 50k	73%	(906)	12%	(151)	2%	(19)	13%	(167)	1243
Income: 50k-100k	77%	(515)	10%	(64)	2%	(14)	11%	(73)	666
Income: 100k+	80%	(232)	14%	(42)	2%	(7)	3%	(10)	291
Ethnicity: White	77%	(1326)	11%	(192)	2%	(29)	10%	(175)	1722
Ethnicity: Hispanic	67%	(233)	15%	(53)	3%	(12)	15%	(51)	349
Ethnicity: Black	65%	(179)	16%	(45)	2%	(6)	16%	(44)	274
Ethnicity: Other	73%	(148)	10%	(20)	2%	(4)	15%	(32)	204
All Christian	81%	(861)	10%	(108)	1%	(12)	8%	(89)	1070
All Non-Christian	71%	(80)	8%	(9)	10%	(12)	10%	(12)	113
Atheist	74%	(79)	18%	(19)	1%	(1)	7%	(7)	106
Agnostic/Nothing in particular	70%	(385)	12%	(64)	2%	(9)	17%	(96)	554
Something Else	69%	(248)	16%	(57)	2%	(6)	13%	(47)	357
Religious Non-Protestant/Catholic	72%	(103)	10%	(14)	8%	(12)	11%	(15)	144
Evangelical	77%	(442)	11%	(64)	1%	(8)	10%	(58)	572
Non-Evangelical	78%	(633)	11%	(93)	1%	(10)	9%	(73)	809
Community: Urban	65%	(393)	18%	(111)	2%	(14)	15%	(90)	608
Community: Suburban	81%	(846)	8%	(87)	2%	(18)	9%	(97)	1048
Community: Rural	76%	(413)	11%	(59)	2%	(8)	12%	(64)	545
Employ: Private Sector	75%	(477)	15%	(97)	3%	(19)	7%	(43)	635
Employ: Government	76%	(103)	12%	(16)	3%	(4)	9%	(12)	136
Employ: Self-Employed	61%	(112)	22%	(41)	2%	(4)	14%	(26)	184
Employ: Homemaker	72%	(89)	10%	(13)	1%	(1)	17%	(21)	124
Employ: Retired	87%	(463)	5%	(29)	1%	(3)	7%	(40)	535
Employ: Unemployed	70%	(232)	8%	(27)	1%	(5)	20%	(65)	329
Employ: Other	58%	(70)	18%	(21)	—	(0)	24%	(29)	120
Military HH: Yes	79%	(259)	10%	(33)	3%	(10)	8%	(26)	328
Military HH: No	74%	(1393)	12%	(224)	2%	(29)	12%	(225)	1872
RD/WT: Right Direction	67%	(448)	14%	(95)	4%	(25)	14%	(96)	665
RD/WT: Wrong Track	78%	(1204)	11%	(162)	1%	(14)	10%	(155)	1535

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**Table FWPI\_1: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	75%	(1653)	12%	(257)	2%	(40)	11%	(251)	2200
Trump Job Approve	74%	(651)	13%	(112)	2%	(19)	11%	(99)	881
Trump Job Disapprove	79%	(962)	11%	(137)	2%	(21)	9%	(105)	1225
Trump Job Strongly Approve	73%	(373)	13%	(65)	3%	(15)	11%	(56)	508
Trump Job Somewhat Approve	75%	(279)	12%	(47)	1%	(4)	12%	(44)	373
Trump Job Somewhat Disapprove	78%	(191)	12%	(28)	3%	(9)	6%	(16)	244
Trump Job Strongly Disapprove	79%	(771)	11%	(109)	1%	(13)	9%	(89)	981
Favorable of Trump	75%	(659)	12%	(103)	3%	(22)	10%	(90)	875
Unfavorable of Trump	78%	(953)	12%	(144)	1%	(14)	9%	(104)	1216
Very Favorable of Trump	72%	(393)	13%	(72)	3%	(17)	11%	(62)	544
Somewhat Favorable of Trump	80%	(266)	10%	(31)	2%	(5)	9%	(28)	330
Somewhat Unfavorable of Trump	80%	(157)	13%	(25)	3%	(5)	5%	(9)	196
Very Unfavorable of Trump	78%	(796)	12%	(119)	1%	(9)	9%	(95)	1020
#1 Issue: Economy	75%	(594)	13%	(99)	2%	(17)	10%	(80)	790
#1 Issue: Security	72%	(184)	16%	(42)	1%	(4)	11%	(27)	257
#1 Issue: Health Care	80%	(312)	10%	(40)	1%	(4)	9%	(35)	391
#1 Issue: Medicare / Social Security	77%	(232)	8%	(24)	—	(1)	15%	(44)	301
#1 Issue: Women's Issues	59%	(70)	24%	(29)	3%	(4)	14%	(16)	119
#1 Issue: Education	72%	(89)	13%	(16)	2%	(3)	12%	(15)	123
#1 Issue: Energy	78%	(56)	6%	(4)	7%	(5)	8%	(6)	71
#1 Issue: Other	79%	(115)	2%	(2)	2%	(3)	18%	(26)	147
2018 House Vote: Democrat	80%	(640)	10%	(84)	2%	(13)	8%	(67)	805
2018 House Vote: Republican	80%	(506)	11%	(69)	3%	(17)	7%	(42)	634
2018 House Vote: Someone else	78%	(41)	4%	(2)	—	(0)	19%	(10)	53
2016 Vote: Hillary Clinton	77%	(559)	11%	(83)	3%	(22)	8%	(59)	723
2016 Vote: Donald Trump	80%	(541)	11%	(75)	2%	(11)	7%	(49)	676
2016 Vote: Other	79%	(94)	6%	(7)	—	(0)	15%	(19)	120
2016 Vote: Didn't Vote	68%	(457)	13%	(87)	1%	(7)	18%	(124)	674
Voted in 2014: Yes	80%	(1029)	10%	(125)	2%	(25)	8%	(105)	1284
Voted in 2014: No	68%	(624)	14%	(132)	2%	(15)	16%	(146)	916

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**Table FWP1\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	75%	(1653)	12%	(257)	2%	(40)	11%	(251)	2200
2012 Vote: Barack Obama	80%	(677)	11%	(90)	2%	(21)	7%	(60)	849
2012 Vote: Mitt Romney	82%	(407)	10%	(48)	1%	(7)	7%	(33)	496
2012 Vote: Other	75%	(54)	4%	(3)	—	(0)	21%	(15)	72
2012 Vote: Didn't Vote	66%	(513)	15%	(116)	1%	(12)	18%	(141)	782
4-Region: Northeast	72%	(283)	14%	(56)	2%	(7)	12%	(49)	394
4-Region: Midwest	81%	(373)	9%	(40)	2%	(8)	9%	(41)	462
4-Region: South	73%	(605)	11%	(94)	2%	(18)	13%	(107)	824
4-Region: West	75%	(391)	13%	(67)	2%	(8)	10%	(54)	520

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

**Table FWPI\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	73%	(1601)	14%	(306)	3%	(55)	11%	(238)	2200
Gender: Male	71%	(752)	15%	(158)	3%	(32)	11%	(121)	1062
Gender: Female	75%	(849)	13%	(148)	2%	(23)	10%	(118)	1138
Age: 18-34	60%	(394)	22%	(141)	5%	(32)	13%	(88)	655
Age: 35-44	64%	(230)	21%	(76)	4%	(14)	11%	(38)	358
Age: 45-64	79%	(595)	9%	(69)	1%	(7)	11%	(81)	751
Age: 65+	88%	(383)	5%	(20)	1%	(2)	7%	(31)	436
GenZers: 1997-2012	71%	(177)	13%	(33)	6%	(15)	10%	(26)	250
Millennials: 1981-1996	57%	(329)	25%	(141)	4%	(23)	14%	(79)	573
GenXers: 1965-1980	73%	(405)	15%	(81)	2%	(13)	10%	(56)	553
Baby Boomers: 1946-1964	84%	(609)	6%	(46)	1%	(4)	9%	(69)	727
PID: Dem (no lean)	74%	(627)	15%	(127)	2%	(15)	9%	(80)	849
PID: Ind (no lean)	70%	(450)	10%	(62)	4%	(26)	16%	(104)	641
PID: Rep (no lean)	74%	(524)	16%	(117)	2%	(15)	8%	(55)	710
PID/Gender: Dem Men	70%	(278)	17%	(67)	2%	(8)	11%	(43)	396
PID/Gender: Dem Women	77%	(349)	13%	(60)	1%	(7)	8%	(37)	452
PID/Gender: Ind Men	71%	(221)	8%	(24)	4%	(13)	17%	(52)	309
PID/Gender: Ind Women	69%	(230)	11%	(38)	4%	(13)	16%	(52)	332
PID/Gender: Rep Men	71%	(253)	19%	(67)	3%	(11)	7%	(25)	357
PID/Gender: Rep Women	77%	(271)	14%	(50)	1%	(3)	8%	(29)	354
Ideo: Liberal (1-3)	73%	(456)	16%	(98)	4%	(27)	7%	(44)	625
Ideo: Moderate (4)	79%	(498)	11%	(70)	1%	(7)	9%	(58)	633
Ideo: Conservative (5-7)	75%	(544)	15%	(110)	2%	(12)	8%	(58)	724
Educ: < College	71%	(1066)	14%	(207)	3%	(41)	13%	(199)	1512
Educ: Bachelors degree	80%	(355)	13%	(56)	2%	(7)	6%	(26)	444
Educ: Post-grad	74%	(179)	18%	(43)	3%	(7)	6%	(14)	244
Income: Under 50k	71%	(881)	14%	(171)	3%	(38)	12%	(153)	1243
Income: 50k-100k	76%	(504)	12%	(81)	1%	(7)	11%	(75)	666
Income: 100k+	74%	(216)	19%	(54)	3%	(10)	4%	(11)	291
Ethnicity: White	75%	(1290)	13%	(223)	2%	(40)	10%	(169)	1722

Continued on next page

**Table FWP1\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	73%	(1601)	14%	(306)	3%	(55)	11%	(238)	2200
Ethnicity: Hispanic	64%	(222)	17%	(60)	6%	(21)	13%	(46)	349
Ethnicity: Black	60%	(166)	23%	(62)	1%	(2)	16%	(44)	274
Ethnicity: Other	71%	(146)	10%	(21)	6%	(13)	12%	(25)	204
All Christian	78%	(831)	12%	(133)	2%	(17)	8%	(88)	1070
All Non-Christian	65%	(74)	22%	(25)	4%	(4)	9%	(10)	113
Atheist	71%	(76)	18%	(19)	6%	(6)	5%	(6)	106
Agnostic/Nothing in particular	69%	(381)	12%	(66)	3%	(15)	17%	(92)	554
Something Else	67%	(239)	18%	(64)	4%	(13)	12%	(42)	357
Religious Non-Protestant/Catholic	67%	(96)	22%	(32)	3%	(4)	8%	(12)	144
Evangelical	74%	(422)	14%	(82)	2%	(10)	10%	(58)	572
Non-Evangelical	76%	(617)	13%	(103)	2%	(19)	9%	(69)	809
Community: Urban	61%	(369)	21%	(129)	5%	(28)	13%	(82)	608
Community: Suburban	79%	(826)	11%	(110)	2%	(17)	9%	(95)	1048
Community: Rural	75%	(407)	12%	(66)	2%	(10)	11%	(62)	545
Employ: Private Sector	71%	(452)	20%	(125)	3%	(18)	6%	(40)	635
Employ: Government	74%	(101)	14%	(19)	2%	(3)	9%	(13)	136
Employ: Self-Employed	60%	(110)	20%	(37)	6%	(10)	14%	(25)	184
Employ: Homemaker	67%	(83)	15%	(19)	1%	(1)	17%	(21)	124
Employ: Retired	86%	(459)	7%	(35)	1%	(4)	7%	(37)	535
Employ: Unemployed	69%	(226)	10%	(32)	4%	(12)	18%	(59)	329
Employ: Other	55%	(65)	20%	(24)	3%	(4)	22%	(27)	120
Military HH: Yes	79%	(259)	10%	(34)	3%	(11)	7%	(24)	328
Military HH: No	72%	(1342)	15%	(272)	2%	(44)	11%	(214)	1872
RD/WT: Right Direction	65%	(433)	18%	(119)	4%	(24)	13%	(89)	665
RD/WT: Wrong Track	76%	(1168)	12%	(187)	2%	(31)	10%	(149)	1535
Trump Job Approve	72%	(637)	14%	(127)	3%	(27)	10%	(90)	881
Trump Job Disapprove	76%	(926)	14%	(169)	2%	(28)	8%	(102)	1225

Continued on next page

**Table FWPI\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	73%	(1601)	14%	(306)	3%	(55)	11%	(238)	2200
Trump Job Strongly Approve	72%	(366)	14%	(74)	3%	(15)	10%	(53)	508
Trump Job Somewhat Approve	73%	(271)	14%	(53)	3%	(12)	10%	(37)	373
Trump Job Somewhat Disapprove	74%	(182)	18%	(44)	2%	(4)	6%	(14)	244
Trump Job Strongly Disapprove	76%	(744)	13%	(126)	2%	(24)	9%	(87)	981
Favorable of Trump	73%	(640)	14%	(125)	3%	(29)	9%	(81)	875
Unfavorable of Trump	75%	(914)	14%	(174)	2%	(26)	8%	(101)	1216
Very Favorable of Trump	70%	(379)	15%	(82)	5%	(25)	11%	(59)	544
Somewhat Favorable of Trump	79%	(262)	13%	(43)	1%	(4)	7%	(22)	330
Somewhat Unfavorable of Trump	77%	(151)	18%	(36)	1%	(2)	4%	(7)	196
Very Unfavorable of Trump	75%	(763)	14%	(138)	2%	(24)	9%	(94)	1020
#1 Issue: Economy	74%	(581)	15%	(116)	3%	(23)	9%	(70)	790
#1 Issue: Security	66%	(170)	22%	(56)	2%	(5)	10%	(26)	257
#1 Issue: Health Care	77%	(303)	11%	(43)	2%	(10)	9%	(36)	391
#1 Issue: Medicare / Social Security	76%	(229)	9%	(28)	1%	(3)	14%	(41)	301
#1 Issue: Women's Issues	57%	(68)	26%	(31)	3%	(4)	13%	(16)	119
#1 Issue: Education	68%	(84)	15%	(18)	6%	(7)	11%	(13)	123
#1 Issue: Energy	76%	(54)	14%	(10)	1%	(1)	10%	(7)	71
#1 Issue: Other	76%	(112)	2%	(4)	2%	(3)	19%	(28)	147
2018 House Vote: Democrat	77%	(624)	12%	(98)	2%	(17)	8%	(66)	805
2018 House Vote: Republican	75%	(476)	16%	(102)	2%	(15)	7%	(42)	634
2018 House Vote: Someone else	70%	(37)	7%	(4)	—	(0)	23%	(12)	53
2016 Vote: Hillary Clinton	76%	(552)	14%	(98)	3%	(21)	7%	(51)	723
2016 Vote: Donald Trump	77%	(518)	14%	(96)	2%	(14)	7%	(48)	676
2016 Vote: Other	74%	(89)	10%	(12)	—	(0)	16%	(19)	120
2016 Vote: Didn't Vote	65%	(436)	15%	(99)	3%	(20)	18%	(119)	674
Voted in 2014: Yes	77%	(992)	13%	(169)	2%	(25)	8%	(98)	1284
Voted in 2014: No	66%	(609)	15%	(136)	3%	(30)	15%	(140)	916

Continued on next page

**Table FWP1\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	73%	(1601)	14%	(306)	3%	(55)	11%	(238)	2200
2012 Vote: Barack Obama	78%	(664)	14%	(115)	2%	(14)	7%	(55)	849
2012 Vote: Mitt Romney	77%	(382)	14%	(71)	2%	(9)	7%	(35)	496
2012 Vote: Other	72%	(52)	5%	(4)	7%	(5)	17%	(12)	72
2012 Vote: Didn't Vote	64%	(502)	15%	(116)	4%	(28)	17%	(136)	782
4-Region: Northeast	71%	(280)	15%	(59)	2%	(9)	12%	(46)	394
4-Region: Midwest	78%	(362)	12%	(55)	1%	(5)	9%	(40)	462
4-Region: South	69%	(573)	15%	(122)	3%	(21)	13%	(108)	824
4-Region: West	74%	(387)	13%	(69)	4%	(20)	9%	(44)	520

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

**Table FWPI\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	66%	(1445)	19%	(411)	4%	(84)	12%	(261)	2200
Gender: Male	65%	(687)	19%	(199)	4%	(42)	13%	(134)	1062
Gender: Female	67%	(758)	19%	(212)	4%	(42)	11%	(126)	1138
Age: 18-34	53%	(345)	26%	(169)	6%	(39)	16%	(102)	655
Age: 35-44	56%	(200)	26%	(92)	5%	(19)	13%	(47)	358
Age: 45-64	72%	(539)	15%	(111)	3%	(21)	11%	(79)	751
Age: 65+	83%	(361)	9%	(38)	1%	(4)	8%	(33)	436
GenZers: 1997-2012	59%	(147)	23%	(57)	6%	(16)	12%	(31)	250
Millennials: 1981-1996	51%	(295)	28%	(160)	5%	(29)	16%	(89)	573
GenXers: 1965-1980	64%	(356)	19%	(107)	5%	(26)	12%	(65)	553
Baby Boomers: 1946-1964	78%	(566)	11%	(80)	2%	(13)	9%	(68)	727
PID: Dem (no lean)	66%	(559)	21%	(178)	3%	(22)	11%	(89)	849
PID: Ind (no lean)	63%	(406)	15%	(96)	4%	(25)	18%	(115)	641
PID: Rep (no lean)	67%	(479)	19%	(137)	5%	(37)	8%	(57)	710
PID/Gender: Dem Men	62%	(247)	23%	(92)	2%	(9)	12%	(49)	396
PID/Gender: Dem Women	69%	(312)	19%	(87)	3%	(13)	9%	(40)	452
PID/Gender: Ind Men	65%	(202)	12%	(37)	3%	(9)	19%	(60)	309
PID/Gender: Ind Women	61%	(204)	18%	(58)	5%	(16)	16%	(55)	332
PID/Gender: Rep Men	67%	(237)	20%	(70)	7%	(24)	7%	(25)	357
PID/Gender: Rep Women	68%	(242)	19%	(67)	4%	(13)	9%	(32)	354
Ideo: Liberal (1-3)	65%	(409)	22%	(139)	5%	(31)	7%	(47)	625
Ideo: Moderate (4)	71%	(446)	18%	(112)	2%	(13)	10%	(61)	633
Ideo: Conservative (5-7)	69%	(501)	17%	(123)	4%	(32)	9%	(68)	724
Educ: < College	63%	(951)	19%	(285)	4%	(57)	15%	(219)	1512
Educ: Bachelors degree	73%	(324)	18%	(78)	3%	(15)	6%	(27)	444
Educ: Post-grad	70%	(170)	19%	(47)	5%	(13)	6%	(14)	244
Income: Under 50k	64%	(799)	18%	(222)	4%	(51)	14%	(171)	1243
Income: 50k-100k	66%	(438)	20%	(135)	2%	(14)	12%	(79)	666
Income: 100k+	71%	(207)	19%	(54)	6%	(19)	4%	(12)	291
Ethnicity: White	67%	(1155)	18%	(314)	4%	(69)	11%	(184)	1722

Continued on next page

**Table FWP1\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	66%	(1445)	19%	(411)	4%	(84)	12%	(261)	2200
Ethnicity: Hispanic	51%	(180)	25%	(86)	6%	(21)	18%	(63)	349
Ethnicity: Black	61%	(166)	21%	(58)	2%	(7)	16%	(43)	274
Ethnicity: Other	61%	(124)	19%	(39)	4%	(9)	16%	(33)	204
All Christian	71%	(765)	17%	(178)	3%	(32)	9%	(95)	1070
All Non-Christian	66%	(75)	18%	(21)	6%	(7)	9%	(11)	113
Atheist	62%	(66)	28%	(30)	3%	(3)	7%	(7)	106
Agnostic/Nothing in particular	60%	(330)	18%	(101)	4%	(25)	18%	(98)	554
Something Else	59%	(210)	23%	(81)	5%	(17)	14%	(49)	357
Religious Non-Protestant/Catholic	67%	(96)	19%	(27)	6%	(9)	8%	(12)	144
Evangelical	68%	(388)	17%	(99)	4%	(22)	11%	(64)	572
Non-Evangelical	69%	(556)	18%	(149)	3%	(26)	10%	(78)	809
Community: Urban	55%	(335)	23%	(142)	7%	(40)	15%	(92)	608
Community: Suburban	70%	(734)	17%	(178)	3%	(30)	10%	(106)	1048
Community: Rural	69%	(376)	17%	(91)	3%	(14)	12%	(63)	545
Employ: Private Sector	65%	(416)	22%	(143)	5%	(31)	7%	(45)	635
Employ: Government	54%	(74)	25%	(34)	6%	(8)	15%	(20)	136
Employ: Self-Employed	53%	(97)	20%	(37)	10%	(18)	17%	(31)	184
Employ: Homemaker	61%	(75)	20%	(24)	3%	(4)	17%	(21)	124
Employ: Retired	80%	(429)	11%	(59)	2%	(8)	7%	(38)	535
Employ: Unemployed	63%	(206)	15%	(51)	3%	(10)	19%	(62)	329
Employ: Other	49%	(58)	28%	(34)	1%	(2)	22%	(26)	120
Military HH: Yes	71%	(234)	15%	(48)	6%	(19)	8%	(27)	328
Military HH: No	65%	(1210)	19%	(362)	3%	(65)	12%	(234)	1872
RD/WT: Right Direction	58%	(384)	21%	(143)	5%	(34)	16%	(104)	665
RD/WT: Wrong Track	69%	(1060)	17%	(268)	3%	(50)	10%	(157)	1535
Trump Job Approve	66%	(579)	19%	(166)	5%	(41)	11%	(95)	881
Trump Job Disapprove	68%	(833)	19%	(232)	3%	(38)	10%	(121)	1225

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**Table FWPI\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	66%	(1445)	19%	(411)	4%	(84)	12%	(261)	2200
Trump Job Strongly Approve	66%	(335)	18%	(90)	6%	(28)	11%	(55)	508
Trump Job Somewhat Approve	66%	(245)	20%	(75)	3%	(13)	11%	(40)	373
Trump Job Somewhat Disapprove	67%	(163)	21%	(50)	4%	(10)	9%	(21)	244
Trump Job Strongly Disapprove	68%	(670)	19%	(182)	3%	(28)	10%	(100)	981
Favorable of Trump	65%	(573)	19%	(163)	5%	(46)	11%	(92)	875
Unfavorable of Trump	69%	(834)	19%	(235)	3%	(35)	9%	(111)	1216
Very Favorable of Trump	64%	(348)	18%	(99)	7%	(36)	11%	(62)	544
Somewhat Favorable of Trump	68%	(225)	19%	(64)	3%	(11)	9%	(30)	330
Somewhat Unfavorable of Trump	71%	(139)	21%	(42)	3%	(6)	5%	(9)	196
Very Unfavorable of Trump	68%	(695)	19%	(193)	3%	(29)	10%	(102)	1020
#1 Issue: Economy	65%	(512)	21%	(164)	4%	(31)	10%	(83)	790
#1 Issue: Security	59%	(153)	24%	(62)	5%	(12)	12%	(30)	257
#1 Issue: Health Care	72%	(283)	14%	(53)	4%	(17)	10%	(38)	391
#1 Issue: Medicare / Social Security	69%	(209)	12%	(36)	2%	(7)	16%	(48)	301
#1 Issue: Women's Issues	46%	(55)	35%	(42)	5%	(6)	14%	(16)	119
#1 Issue: Education	60%	(74)	24%	(29)	4%	(5)	12%	(15)	123
#1 Issue: Energy	72%	(52)	17%	(12)	1%	(1)	10%	(7)	71
#1 Issue: Other	74%	(108)	8%	(11)	2%	(4)	16%	(24)	147
2018 House Vote: Democrat	71%	(571)	17%	(137)	2%	(18)	10%	(79)	805
2018 House Vote: Republican	69%	(438)	19%	(122)	5%	(29)	7%	(45)	634
2018 House Vote: Someone else	68%	(36)	12%	(6)	—	(0)	21%	(11)	53
2016 Vote: Hillary Clinton	70%	(505)	18%	(132)	4%	(26)	8%	(59)	723
2016 Vote: Donald Trump	71%	(478)	17%	(118)	4%	(30)	8%	(51)	676
2016 Vote: Other	65%	(78)	17%	(20)	—	(0)	18%	(22)	120
2016 Vote: Didn't Vote	57%	(382)	20%	(136)	4%	(28)	19%	(128)	674
Voted in 2014: Yes	71%	(915)	17%	(218)	4%	(46)	8%	(105)	1284
Voted in 2014: No	58%	(530)	21%	(193)	4%	(38)	17%	(156)	916

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**Table FWP1\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	66%	(1445)	19%	(411)	4%	(84)	12%	(261)	2200
2012 Vote: Barack Obama	71%	(601)	19%	(159)	3%	(22)	8%	(67)	849
2012 Vote: Mitt Romney	72%	(359)	17%	(82)	4%	(22)	7%	(33)	496
2012 Vote: Other	64%	(46)	11%	(8)	8%	(6)	17%	(12)	72
2012 Vote: Didn't Vote	56%	(437)	21%	(162)	4%	(35)	19%	(148)	782
4-Region: Northeast	65%	(255)	19%	(77)	3%	(13)	13%	(49)	394
4-Region: Midwest	69%	(320)	18%	(83)	2%	(11)	11%	(49)	462
4-Region: South	66%	(540)	17%	(142)	4%	(37)	13%	(106)	824
4-Region: West	63%	(330)	21%	(110)	4%	(23)	11%	(57)	520

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

**Table FWPI\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	46%	(1009)	37%	(822)	6%	(128)	11%	(240)	2200
Gender: Male	48%	(513)	34%	(360)	6%	(62)	12%	(126)	1062
Gender: Female	44%	(496)	41%	(462)	6%	(66)	10%	(114)	1138
Age: 18-34	36%	(238)	41%	(271)	8%	(50)	15%	(96)	655
Age: 35-44	37%	(131)	44%	(159)	9%	(32)	10%	(36)	358
Age: 45-64	50%	(375)	35%	(264)	5%	(36)	10%	(75)	751
Age: 65+	61%	(265)	29%	(128)	2%	(10)	8%	(33)	436
GenZers: 1997-2012	41%	(103)	40%	(99)	6%	(15)	13%	(33)	250
Millennials: 1981-1996	34%	(197)	43%	(245)	9%	(50)	14%	(81)	573
GenXers: 1965-1980	42%	(231)	43%	(238)	7%	(36)	9%	(49)	553
Baby Boomers: 1946-1964	57%	(417)	30%	(218)	3%	(25)	9%	(67)	727
PID: Dem (no lean)	46%	(387)	39%	(328)	6%	(54)	9%	(80)	849
PID: Ind (no lean)	45%	(289)	34%	(218)	5%	(29)	17%	(106)	641
PID: Rep (no lean)	47%	(334)	39%	(277)	6%	(45)	8%	(54)	710
PID/Gender: Dem Men	46%	(183)	37%	(149)	6%	(25)	10%	(40)	396
PID/Gender: Dem Women	45%	(204)	40%	(179)	6%	(29)	9%	(40)	452
PID/Gender: Ind Men	45%	(139)	31%	(96)	5%	(14)	19%	(60)	309
PID/Gender: Ind Women	45%	(150)	37%	(121)	5%	(15)	14%	(46)	332
PID/Gender: Rep Men	54%	(191)	32%	(116)	7%	(23)	7%	(26)	357
PID/Gender: Rep Women	40%	(142)	46%	(162)	6%	(22)	8%	(28)	354
Ideo: Liberal (1-3)	45%	(284)	39%	(244)	8%	(50)	8%	(47)	625
Ideo: Moderate (4)	47%	(297)	39%	(248)	4%	(27)	10%	(62)	633
Ideo: Conservative (5-7)	50%	(359)	37%	(266)	6%	(42)	8%	(57)	724
Educ: < College	43%	(650)	38%	(571)	6%	(91)	13%	(200)	1512
Educ: Bachelors degree	51%	(228)	37%	(166)	5%	(24)	6%	(25)	444
Educ: Post-grad	54%	(131)	35%	(85)	5%	(13)	6%	(15)	244
Income: Under 50k	44%	(546)	38%	(468)	6%	(78)	12%	(152)	1243
Income: 50k-100k	48%	(319)	36%	(241)	4%	(28)	12%	(78)	666
Income: 100k+	50%	(145)	39%	(114)	7%	(22)	4%	(11)	291
Ethnicity: White	48%	(823)	36%	(628)	6%	(106)	10%	(164)	1722

Continued on next page

**Table FWPI\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	46%	(1009)	37%	(822)	6%	(128)	11%	(240)	2200
Ethnicity: Hispanic	35%	(122)	42%	(145)	10%	(33)	14%	(49)	349
Ethnicity: Black	37%	(101)	43%	(117)	4%	(10)	17%	(47)	274
Ethnicity: Other	42%	(85)	38%	(77)	6%	(12)	14%	(29)	204
All Christian	52%	(558)	35%	(379)	5%	(48)	8%	(84)	1070
All Non-Christian	50%	(57)	24%	(27)	15%	(17)	11%	(13)	113
Atheist	46%	(49)	40%	(42)	7%	(8)	7%	(7)	106
Agnostic/Nothing in particular	40%	(221)	38%	(213)	5%	(27)	17%	(93)	554
Something Else	35%	(125)	45%	(161)	8%	(28)	12%	(43)	357
Religious Non-Protestant/Catholic	54%	(78)	23%	(33)	13%	(19)	10%	(14)	144
Evangelical	46%	(260)	40%	(230)	5%	(27)	10%	(55)	572
Non-Evangelical	49%	(393)	37%	(301)	6%	(46)	9%	(69)	809
Community: Urban	38%	(228)	41%	(251)	7%	(45)	14%	(82)	608
Community: Suburban	50%	(527)	36%	(372)	5%	(56)	9%	(92)	1048
Community: Rural	47%	(254)	37%	(199)	5%	(26)	12%	(66)	545
Employ: Private Sector	45%	(284)	42%	(266)	7%	(47)	6%	(38)	635
Employ: Government	43%	(58)	42%	(57)	6%	(8)	10%	(13)	136
Employ: Self-Employed	36%	(66)	39%	(71)	11%	(19)	15%	(28)	184
Employ: Homemaker	37%	(46)	43%	(54)	6%	(7)	14%	(17)	124
Employ: Retired	58%	(311)	31%	(164)	4%	(20)	8%	(41)	535
Employ: Unemployed	45%	(147)	31%	(103)	6%	(20)	18%	(59)	329
Employ: Other	32%	(39)	44%	(53)	1%	(2)	22%	(27)	120
Military HH: Yes	55%	(181)	30%	(99)	7%	(22)	8%	(25)	328
Military HH: No	44%	(828)	39%	(723)	6%	(106)	11%	(215)	1872
RD/WT: Right Direction	41%	(275)	37%	(248)	7%	(48)	14%	(94)	665
RD/WT: Wrong Track	48%	(735)	37%	(574)	5%	(80)	10%	(146)	1535
Trump Job Approve	48%	(421)	36%	(314)	6%	(57)	10%	(89)	881
Trump Job Disapprove	46%	(569)	39%	(483)	5%	(67)	9%	(106)	1225

Continued on next page

**Table FWPI\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	46%	(1009)	37%	(822)	6%	(128)	11%	(240)	2200
Trump Job Strongly Approve	49%	(249)	36%	(181)	5%	(27)	10%	(51)	508
Trump Job Somewhat Approve	46%	(172)	36%	(133)	8%	(29)	10%	(38)	373
Trump Job Somewhat Disapprove	41%	(101)	43%	(105)	9%	(21)	7%	(16)	244
Trump Job Strongly Disapprove	48%	(468)	39%	(378)	5%	(45)	9%	(89)	981
Favorable of Trump	48%	(416)	37%	(325)	6%	(55)	9%	(78)	875
Unfavorable of Trump	47%	(570)	39%	(469)	6%	(71)	9%	(105)	1216
Very Favorable of Trump	47%	(257)	36%	(194)	7%	(39)	10%	(53)	544
Somewhat Favorable of Trump	48%	(159)	40%	(131)	5%	(16)	8%	(25)	330
Somewhat Unfavorable of Trump	45%	(89)	40%	(79)	9%	(17)	5%	(11)	196
Very Unfavorable of Trump	47%	(482)	38%	(389)	5%	(54)	9%	(95)	1020
#1 Issue: Economy	43%	(343)	42%	(330)	6%	(45)	9%	(72)	790
#1 Issue: Security	42%	(108)	41%	(104)	7%	(18)	10%	(27)	257
#1 Issue: Health Care	50%	(195)	36%	(139)	5%	(20)	9%	(36)	391
#1 Issue: Medicare / Social Security	48%	(145)	34%	(103)	4%	(12)	13%	(40)	301
#1 Issue: Women's Issues	34%	(41)	40%	(48)	12%	(14)	14%	(16)	119
#1 Issue: Education	49%	(61)	31%	(38)	7%	(8)	13%	(16)	123
#1 Issue: Energy	55%	(40)	25%	(18)	10%	(7)	9%	(7)	71
#1 Issue: Other	52%	(76)	29%	(42)	2%	(3)	17%	(26)	147
2018 House Vote: Democrat	50%	(406)	36%	(286)	5%	(44)	9%	(69)	805
2018 House Vote: Republican	50%	(316)	37%	(236)	7%	(44)	6%	(38)	634
2018 House Vote: Someone else	43%	(23)	32%	(17)	4%	(2)	21%	(11)	53
2016 Vote: Hillary Clinton	48%	(349)	37%	(270)	7%	(50)	7%	(54)	723
2016 Vote: Donald Trump	51%	(342)	37%	(251)	6%	(38)	7%	(44)	676
2016 Vote: Other	46%	(56)	35%	(42)	3%	(4)	15%	(18)	120
2016 Vote: Didn't Vote	38%	(257)	38%	(258)	5%	(37)	18%	(123)	674
Voted in 2014: Yes	51%	(658)	36%	(462)	6%	(72)	7%	(92)	1284
Voted in 2014: No	38%	(352)	39%	(361)	6%	(56)	16%	(148)	916

Continued on next page

**Table FWP1\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	46%	(1009)	37%	(822)	6%	(128)	11%	(240)	2200
2012 Vote: Barack Obama	48%	(409)	40%	(342)	5%	(43)	6%	(55)	849
2012 Vote: Mitt Romney	55%	(274)	33%	(164)	6%	(29)	6%	(28)	496
2012 Vote: Other	48%	(35)	27%	(19)	8%	(6)	16%	(12)	72
2012 Vote: Didn't Vote	37%	(292)	38%	(296)	6%	(49)	19%	(145)	782
4-Region: Northeast	46%	(180)	37%	(144)	7%	(26)	11%	(44)	394
4-Region: Midwest	49%	(225)	36%	(166)	5%	(24)	10%	(48)	462
4-Region: South	45%	(367)	37%	(303)	6%	(53)	12%	(102)	824
4-Region: West	46%	(238)	40%	(209)	5%	(26)	9%	(47)	520

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

**Table FWPI\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	25%	(555)	53%	(1176)	10%	(219)	11%	(251)	2200
Gender: Male	29%	(307)	50%	(531)	9%	(92)	12%	(131)	1062
Gender: Female	22%	(247)	57%	(644)	11%	(127)	11%	(120)	1138
Age: 18-34	22%	(142)	51%	(335)	13%	(82)	15%	(97)	655
Age: 35-44	19%	(69)	56%	(199)	14%	(49)	11%	(40)	358
Age: 45-64	27%	(202)	54%	(405)	8%	(63)	11%	(80)	751
Age: 65+	32%	(141)	54%	(238)	6%	(24)	8%	(33)	436
GenZers: 1997-2012	23%	(58)	52%	(130)	13%	(32)	12%	(29)	250
Millennials: 1981-1996	21%	(121)	50%	(288)	13%	(76)	15%	(89)	573
GenXers: 1965-1980	22%	(121)	59%	(327)	9%	(51)	10%	(54)	553
Baby Boomers: 1946-1964	30%	(220)	53%	(384)	7%	(54)	10%	(70)	727
PID: Dem (no lean)	25%	(209)	56%	(477)	9%	(80)	10%	(83)	849
PID: Ind (no lean)	26%	(168)	49%	(311)	8%	(51)	17%	(111)	641
PID: Rep (no lean)	25%	(178)	55%	(388)	12%	(88)	8%	(57)	710
PID/Gender: Dem Men	28%	(111)	51%	(204)	9%	(36)	11%	(45)	396
PID/Gender: Dem Women	21%	(97)	60%	(273)	10%	(44)	9%	(39)	452
PID/Gender: Ind Men	28%	(87)	46%	(142)	7%	(21)	19%	(59)	309
PID/Gender: Ind Women	24%	(81)	51%	(170)	9%	(31)	15%	(51)	332
PID/Gender: Rep Men	30%	(109)	52%	(186)	10%	(35)	7%	(27)	357
PID/Gender: Rep Women	20%	(69)	57%	(202)	15%	(52)	8%	(30)	354
Ideo: Liberal (1-3)	25%	(154)	56%	(347)	11%	(71)	8%	(53)	625
Ideo: Moderate (4)	26%	(163)	58%	(365)	6%	(41)	10%	(63)	633
Ideo: Conservative (5-7)	28%	(202)	52%	(378)	12%	(87)	8%	(56)	724
Educ: < College	24%	(355)	52%	(788)	11%	(161)	14%	(207)	1512
Educ: Bachelors degree	29%	(128)	57%	(252)	8%	(37)	6%	(27)	444
Educ: Post-grad	29%	(71)	55%	(135)	8%	(21)	7%	(17)	244
Income: Under 50k	24%	(302)	52%	(650)	11%	(134)	13%	(157)	1243
Income: 50k-100k	26%	(171)	55%	(367)	8%	(52)	11%	(76)	666
Income: 100k+	28%	(81)	55%	(159)	11%	(33)	6%	(17)	291
Ethnicity: White	26%	(447)	54%	(930)	10%	(177)	10%	(168)	1722

Continued on next page

**Table FWP1\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	25%	(555)	53%	(1176)	10%	(219)	11%	(251)	2200
Ethnicity: Hispanic	21%	(75)	52%	(181)	12%	(42)	15%	(51)	349
Ethnicity: Black	19%	(52)	56%	(155)	7%	(19)	18%	(48)	274
Ethnicity: Other	27%	(56)	44%	(90)	11%	(23)	17%	(35)	204
All Christian	28%	(303)	53%	(569)	10%	(104)	9%	(94)	1070
All Non-Christian	31%	(35)	48%	(54)	8%	(9)	13%	(14)	113
Atheist	24%	(25)	58%	(62)	11%	(12)	7%	(7)	106
Agnostic/Nothing in particular	23%	(128)	52%	(290)	9%	(49)	16%	(87)	554
Something Else	18%	(64)	56%	(200)	13%	(45)	14%	(48)	357
Religious Non-Protestant/Catholic	33%	(47)	46%	(67)	10%	(14)	11%	(16)	144
Evangelical	26%	(148)	54%	(308)	10%	(59)	10%	(57)	572
Non-Evangelical	25%	(204)	55%	(444)	10%	(81)	10%	(79)	809
Community: Urban	22%	(132)	52%	(319)	13%	(76)	13%	(81)	608
Community: Suburban	26%	(273)	56%	(583)	9%	(92)	10%	(100)	1048
Community: Rural	28%	(150)	50%	(274)	9%	(51)	13%	(69)	545
Employ: Private Sector	24%	(151)	58%	(371)	11%	(73)	6%	(41)	635
Employ: Government	26%	(35)	53%	(71)	9%	(13)	12%	(16)	136
Employ: Self-Employed	22%	(40)	48%	(88)	15%	(28)	15%	(28)	184
Employ: Homemaker	19%	(24)	57%	(70)	10%	(12)	14%	(18)	124
Employ: Retired	32%	(170)	53%	(285)	8%	(42)	7%	(38)	535
Employ: Unemployed	26%	(85)	48%	(156)	8%	(25)	19%	(63)	329
Employ: Other	13%	(16)	52%	(62)	11%	(14)	24%	(28)	120
Military HH: Yes	30%	(98)	53%	(175)	8%	(28)	9%	(28)	328
Military HH: No	24%	(457)	53%	(1001)	10%	(192)	12%	(222)	1872
RD/WT: Right Direction	23%	(155)	51%	(336)	12%	(81)	14%	(93)	665
RD/WT: Wrong Track	26%	(400)	55%	(839)	9%	(138)	10%	(158)	1535
Trump Job Approve	27%	(238)	51%	(452)	11%	(96)	11%	(96)	881
Trump Job Disapprove	25%	(308)	56%	(692)	9%	(116)	9%	(110)	1225

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**Table FWPI\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	25%	(555)	53%	(1176)	10%	(219)	11%	(251)	2200
Trump Job Strongly Approve	28%	(145)	50%	(253)	11%	(54)	11%	(56)	508
Trump Job Somewhat Approve	25%	(93)	53%	(199)	11%	(41)	11%	(40)	373
Trump Job Somewhat Disapprove	19%	(47)	61%	(149)	11%	(27)	8%	(21)	244
Trump Job Strongly Disapprove	27%	(260)	55%	(542)	9%	(89)	9%	(89)	981
Favorable of Trump	27%	(232)	52%	(455)	11%	(96)	10%	(91)	875
Unfavorable of Trump	25%	(306)	57%	(691)	10%	(117)	8%	(102)	1216
Very Favorable of Trump	27%	(147)	49%	(267)	12%	(67)	12%	(63)	544
Somewhat Favorable of Trump	26%	(85)	57%	(188)	9%	(29)	8%	(28)	330
Somewhat Unfavorable of Trump	26%	(50)	60%	(117)	10%	(19)	5%	(9)	196
Very Unfavorable of Trump	25%	(256)	56%	(573)	10%	(98)	9%	(93)	1020
#1 Issue: Economy	23%	(183)	57%	(448)	11%	(86)	9%	(73)	790
#1 Issue: Security	26%	(67)	52%	(133)	12%	(32)	10%	(26)	257
#1 Issue: Health Care	28%	(110)	53%	(207)	8%	(33)	11%	(41)	391
#1 Issue: Medicare / Social Security	27%	(83)	49%	(149)	9%	(26)	14%	(43)	301
#1 Issue: Women's Issues	19%	(23)	54%	(65)	13%	(16)	13%	(16)	119
#1 Issue: Education	25%	(30)	51%	(63)	10%	(13)	13%	(16)	123
#1 Issue: Energy	21%	(15)	59%	(42)	10%	(7)	10%	(7)	71
#1 Issue: Other	30%	(44)	47%	(69)	4%	(6)	19%	(28)	147
2018 House Vote: Democrat	28%	(225)	54%	(438)	9%	(73)	9%	(69)	805
2018 House Vote: Republican	27%	(170)	56%	(354)	11%	(71)	6%	(39)	634
2018 House Vote: Someone else	20%	(10)	54%	(28)	3%	(2)	24%	(12)	53
2016 Vote: Hillary Clinton	27%	(194)	56%	(401)	9%	(68)	8%	(59)	723
2016 Vote: Donald Trump	27%	(180)	56%	(381)	10%	(70)	7%	(45)	676
2016 Vote: Other	27%	(33)	51%	(62)	5%	(6)	16%	(20)	120
2016 Vote: Didn't Vote	22%	(147)	48%	(325)	11%	(76)	19%	(126)	674
Voted in 2014: Yes	28%	(361)	56%	(714)	9%	(112)	8%	(98)	1284
Voted in 2014: No	21%	(194)	50%	(462)	12%	(107)	17%	(153)	916

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**Table FWP1\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	25%	(555)	53%	(1176)	10%	(219)	11%	(251)	2200
2012 Vote: Barack Obama	26%	(223)	59%	(502)	8%	(70)	6%	(53)	849
2012 Vote: Mitt Romney	30%	(150)	54%	(266)	10%	(49)	6%	(31)	496
2012 Vote: Other	32%	(23)	37%	(27)	7%	(5)	23%	(17)	72
2012 Vote: Didn't Vote	20%	(158)	49%	(379)	12%	(94)	19%	(150)	782
4-Region: Northeast	25%	(97)	56%	(220)	8%	(30)	12%	(47)	394
4-Region: Midwest	31%	(142)	53%	(245)	7%	(33)	9%	(42)	462
4-Region: South	24%	(194)	52%	(428)	12%	(97)	13%	(105)	824
4-Region: West	24%	(123)	54%	(283)	11%	(58)	11%	(56)	520

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

**Table FWPI\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	15%	(320)	58%	(1268)	17%	(363)	11%	(249)	2200
Gender: Male	18%	(196)	56%	(595)	14%	(145)	12%	(126)	1062
Gender: Female	11%	(124)	59%	(673)	19%	(218)	11%	(123)	1138
Age: 18-34	13%	(82)	56%	(364)	17%	(115)	14%	(94)	655
Age: 35-44	10%	(37)	59%	(210)	20%	(72)	11%	(39)	358
Age: 45-64	17%	(127)	56%	(422)	16%	(122)	11%	(80)	751
Age: 65+	17%	(74)	62%	(272)	12%	(54)	8%	(36)	436
GenZers: 1997-2012	12%	(30)	59%	(149)	16%	(39)	13%	(32)	250
Millennials: 1981-1996	13%	(72)	53%	(305)	20%	(114)	14%	(83)	573
GenXers: 1965-1980	13%	(71)	61%	(337)	16%	(91)	10%	(54)	553
Baby Boomers: 1946-1964	18%	(130)	58%	(422)	14%	(104)	10%	(71)	727
PID: Dem (no lean)	15%	(124)	61%	(515)	15%	(128)	9%	(81)	849
PID: Ind (no lean)	16%	(105)	51%	(328)	16%	(100)	17%	(107)	641
PID: Rep (no lean)	13%	(90)	60%	(424)	19%	(135)	9%	(61)	710
PID/Gender: Dem Men	19%	(76)	57%	(226)	13%	(51)	11%	(43)	396
PID/Gender: Dem Women	11%	(48)	64%	(289)	17%	(77)	8%	(38)	452
PID/Gender: Ind Men	19%	(60)	51%	(158)	12%	(37)	18%	(54)	309
PID/Gender: Ind Women	14%	(46)	51%	(170)	19%	(64)	16%	(53)	332
PID/Gender: Rep Men	17%	(60)	59%	(210)	16%	(58)	8%	(29)	357
PID/Gender: Rep Women	9%	(30)	60%	(214)	22%	(77)	9%	(33)	354
Ideo: Liberal (1-3)	13%	(82)	60%	(377)	19%	(121)	7%	(45)	625
Ideo: Moderate (4)	15%	(94)	65%	(409)	11%	(69)	10%	(61)	633
Ideo: Conservative (5-7)	16%	(114)	57%	(414)	18%	(131)	9%	(65)	724
Educ: < College	14%	(208)	56%	(844)	17%	(257)	13%	(203)	1512
Educ: Bachelors degree	16%	(69)	63%	(279)	15%	(66)	7%	(29)	444
Educ: Post-grad	18%	(43)	59%	(144)	16%	(40)	7%	(17)	244
Income: Under 50k	15%	(181)	56%	(698)	17%	(209)	12%	(155)	1243
Income: 50k-100k	14%	(94)	59%	(396)	15%	(97)	12%	(79)	666
Income: 100k+	15%	(44)	60%	(174)	20%	(58)	5%	(15)	291
Ethnicity: White	15%	(253)	58%	(998)	17%	(297)	10%	(174)	1722

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**Table FWPI\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	15%	(320)	58%	(1268)	17%	(363)	11%	(249)	2200
Ethnicity: Hispanic	14%	(50)	49%	(173)	21%	(72)	16%	(55)	349
Ethnicity: Black	12%	(33)	61%	(168)	12%	(32)	15%	(42)	274
Ethnicity: Other	16%	(34)	50%	(101)	17%	(35)	17%	(34)	204
All Christian	15%	(162)	60%	(647)	16%	(168)	9%	(93)	1070
All Non-Christian	20%	(22)	54%	(61)	16%	(18)	10%	(11)	113
Atheist	9%	(10)	68%	(72)	16%	(17)	7%	(7)	106
Agnostic/Nothing in particular	15%	(83)	54%	(299)	15%	(83)	16%	(90)	554
Something Else	12%	(43)	53%	(189)	22%	(77)	14%	(48)	357
Religious Non-Protestant/Catholic	19%	(27)	54%	(78)	18%	(26)	9%	(13)	144
Evangelical	14%	(81)	60%	(344)	15%	(87)	11%	(60)	572
Non-Evangelical	14%	(117)	58%	(466)	18%	(147)	10%	(78)	809
Community: Urban	15%	(89)	54%	(328)	17%	(101)	15%	(90)	608
Community: Suburban	15%	(156)	61%	(635)	16%	(166)	9%	(91)	1048
Community: Rural	14%	(75)	56%	(305)	18%	(97)	13%	(68)	545
Employ: Private Sector	14%	(86)	63%	(399)	17%	(106)	7%	(44)	635
Employ: Government	15%	(21)	62%	(84)	12%	(17)	11%	(14)	136
Employ: Self-Employed	12%	(22)	50%	(92)	20%	(37)	18%	(32)	184
Employ: Homemaker	7%	(9)	59%	(74)	19%	(24)	14%	(18)	124
Employ: Retired	17%	(90)	61%	(324)	15%	(79)	8%	(41)	535
Employ: Unemployed	19%	(63)	48%	(158)	16%	(54)	16%	(53)	329
Employ: Other	5%	(6)	52%	(63)	19%	(22)	24%	(29)	120
Military HH: Yes	18%	(58)	60%	(196)	15%	(49)	8%	(25)	328
Military HH: No	14%	(261)	57%	(1072)	17%	(315)	12%	(224)	1872
RD/WT: Right Direction	14%	(95)	54%	(356)	17%	(114)	15%	(100)	665
RD/WT: Wrong Track	15%	(225)	59%	(912)	16%	(250)	10%	(149)	1535
Trump Job Approve	15%	(134)	56%	(497)	17%	(154)	11%	(97)	881
Trump Job Disapprove	15%	(178)	60%	(741)	16%	(196)	9%	(110)	1225

Continued on next page

**Table FWPI\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	15%	(320)	58%	(1268)	17%	(363)	11%	(249)	2200
Trump Job Strongly Approve	15%	(78)	56%	(287)	17%	(86)	11%	(58)	508
Trump Job Somewhat Approve	15%	(56)	56%	(210)	18%	(68)	11%	(39)	373
Trump Job Somewhat Disapprove	13%	(33)	60%	(147)	20%	(49)	6%	(16)	244
Trump Job Strongly Disapprove	15%	(145)	61%	(594)	15%	(148)	10%	(95)	981
Favorable of Trump	15%	(128)	57%	(498)	18%	(160)	10%	(89)	875
Unfavorable of Trump	15%	(180)	61%	(742)	16%	(191)	8%	(103)	1216
Very Favorable of Trump	15%	(83)	55%	(301)	18%	(99)	11%	(61)	544
Somewhat Favorable of Trump	14%	(45)	60%	(197)	18%	(61)	8%	(28)	330
Somewhat Unfavorable of Trump	17%	(34)	59%	(117)	19%	(37)	5%	(9)	196
Very Unfavorable of Trump	14%	(147)	61%	(625)	15%	(154)	9%	(94)	1020
#1 Issue: Economy	13%	(106)	58%	(458)	19%	(150)	10%	(76)	790
#1 Issue: Security	14%	(35)	58%	(149)	18%	(47)	10%	(27)	257
#1 Issue: Health Care	17%	(67)	56%	(219)	16%	(64)	10%	(41)	391
#1 Issue: Medicare / Social Security	14%	(43)	59%	(177)	13%	(38)	14%	(43)	301
#1 Issue: Women's Issues	9%	(10)	59%	(71)	20%	(24)	12%	(14)	119
#1 Issue: Education	18%	(23)	52%	(64)	16%	(20)	14%	(17)	123
#1 Issue: Energy	8%	(6)	75%	(54)	9%	(6)	7%	(5)	71
#1 Issue: Other	20%	(30)	52%	(77)	9%	(14)	18%	(26)	147
2018 House Vote: Democrat	17%	(134)	61%	(491)	13%	(105)	9%	(75)	805
2018 House Vote: Republican	15%	(94)	60%	(378)	18%	(116)	7%	(45)	634
2018 House Vote: Someone else	16%	(8)	49%	(26)	17%	(9)	19%	(10)	53
2016 Vote: Hillary Clinton	17%	(123)	61%	(444)	14%	(105)	7%	(51)	723
2016 Vote: Donald Trump	15%	(101)	60%	(404)	18%	(120)	8%	(51)	676
2016 Vote: Other	17%	(20)	54%	(65)	15%	(18)	15%	(18)	120
2016 Vote: Didn't Vote	11%	(75)	52%	(350)	18%	(122)	19%	(128)	674
Voted in 2014: Yes	17%	(215)	60%	(776)	15%	(196)	8%	(97)	1284
Voted in 2014: No	11%	(105)	54%	(492)	18%	(168)	17%	(152)	916

Continued on next page

**Table FWP1\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	15%	(320)	58%	(1268)	17%	(363)	11%	(249)	2200
2012 Vote: Barack Obama	16%	(134)	64%	(540)	14%	(120)	6%	(54)	849
2012 Vote: Mitt Romney	16%	(79)	60%	(296)	17%	(85)	7%	(36)	496
2012 Vote: Other	19%	(14)	44%	(32)	20%	(15)	17%	(13)	72
2012 Vote: Didn't Vote	12%	(93)	51%	(400)	18%	(143)	19%	(146)	782
4-Region: Northeast	16%	(62)	58%	(227)	15%	(58)	12%	(47)	394
4-Region: Midwest	16%	(72)	58%	(267)	16%	(72)	11%	(51)	462
4-Region: South	14%	(117)	57%	(466)	17%	(141)	12%	(99)	824
4-Region: West	13%	(68)	59%	(307)	18%	(92)	10%	(52)	520

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

**Table FWPI\_7: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(130)	60%	(1318)	23%	(514)	11%	(237)	2200
Gender: Male	8%	(87)	61%	(648)	19%	(204)	12%	(122)	1062
Gender: Female	4%	(43)	59%	(670)	27%	(310)	10%	(115)	1138
Age: 18-34	7%	(45)	57%	(374)	23%	(150)	13%	(86)	655
Age: 35-44	4%	(13)	60%	(216)	25%	(89)	11%	(39)	358
Age: 45-64	6%	(45)	61%	(458)	23%	(171)	10%	(77)	751
Age: 65+	6%	(26)	62%	(271)	24%	(104)	8%	(35)	436
GenZers: 1997-2012	5%	(14)	64%	(159)	21%	(52)	10%	(25)	250
Millennials: 1981-1996	7%	(38)	54%	(312)	25%	(142)	14%	(81)	573
GenXers: 1965-1980	4%	(24)	63%	(346)	23%	(128)	10%	(56)	553
Baby Boomers: 1946-1964	7%	(48)	62%	(447)	23%	(166)	9%	(66)	727
PID: Dem (no lean)	6%	(52)	63%	(531)	23%	(191)	9%	(74)	849
PID: Ind (no lean)	5%	(33)	59%	(377)	20%	(127)	16%	(104)	641
PID: Rep (no lean)	6%	(44)	58%	(410)	28%	(196)	8%	(59)	710
PID/Gender: Dem Men	8%	(32)	64%	(255)	18%	(72)	9%	(37)	396
PID/Gender: Dem Women	4%	(20)	61%	(276)	26%	(119)	8%	(37)	452
PID/Gender: Ind Men	8%	(24)	59%	(183)	15%	(48)	18%	(55)	309
PID/Gender: Ind Women	3%	(9)	59%	(195)	24%	(79)	15%	(50)	332
PID/Gender: Rep Men	9%	(31)	59%	(211)	24%	(84)	9%	(31)	357
PID/Gender: Rep Women	4%	(13)	56%	(200)	32%	(112)	8%	(28)	354
Ideo: Liberal (1-3)	6%	(37)	61%	(381)	26%	(161)	7%	(47)	625
Ideo: Moderate (4)	4%	(25)	68%	(428)	20%	(127)	8%	(54)	633
Ideo: Conservative (5-7)	8%	(56)	58%	(423)	25%	(178)	9%	(66)	724
Educ: < College	6%	(89)	58%	(872)	24%	(360)	13%	(192)	1512
Educ: Bachelors degree	6%	(26)	65%	(288)	22%	(98)	7%	(32)	444
Educ: Post-grad	6%	(14)	65%	(159)	23%	(57)	6%	(14)	244
Income: Under 50k	6%	(73)	59%	(730)	23%	(284)	13%	(156)	1243
Income: 50k-100k	5%	(33)	61%	(409)	23%	(154)	10%	(69)	666
Income: 100k+	8%	(23)	62%	(179)	26%	(76)	4%	(12)	291
Ethnicity: White	6%	(106)	59%	(1016)	26%	(439)	9%	(161)	1722

Continued on next page

**Table FWP1\_7:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(130)	60%	(1318)	23%	(514)	11%	(237)	2200
Ethnicity: Hispanic	7%	(26)	56%	(195)	22%	(77)	15%	(51)	349
Ethnicity: Black	5%	(13)	65%	(178)	14%	(38)	17%	(46)	274
Ethnicity: Other	6%	(11)	61%	(124)	19%	(38)	15%	(31)	204
All Christian	6%	(68)	62%	(668)	23%	(246)	8%	(87)	1070
All Non-Christian	9%	(10)	56%	(63)	24%	(27)	11%	(13)	113
Atheist	2%	(3)	69%	(74)	22%	(23)	7%	(7)	106
Agnostic/Nothing in particular	5%	(30)	54%	(301)	24%	(134)	16%	(89)	554
Something Else	5%	(19)	59%	(212)	24%	(84)	12%	(42)	357
Religious Non-Protestant/Catholic	7%	(10)	56%	(81)	27%	(38)	10%	(14)	144
Evangelical	7%	(37)	63%	(358)	22%	(126)	9%	(51)	572
Non-Evangelical	6%	(50)	61%	(494)	23%	(189)	9%	(76)	809
Community: Urban	8%	(46)	56%	(338)	24%	(144)	13%	(79)	608
Community: Suburban	5%	(57)	62%	(644)	24%	(255)	9%	(92)	1048
Community: Rural	5%	(27)	62%	(336)	21%	(116)	12%	(66)	545
Employ: Private Sector	8%	(50)	63%	(399)	23%	(143)	7%	(43)	635
Employ: Government	7%	(9)	69%	(93)	16%	(22)	8%	(11)	136
Employ: Self-Employed	4%	(6)	55%	(101)	28%	(52)	13%	(24)	184
Employ: Homemaker	3%	(4)	58%	(72)	28%	(35)	12%	(14)	124
Employ: Retired	6%	(33)	62%	(330)	25%	(133)	7%	(39)	535
Employ: Unemployed	6%	(19)	57%	(186)	19%	(64)	18%	(59)	329
Employ: Other	1%	(2)	43%	(51)	31%	(37)	26%	(31)	120
Military HH: Yes	8%	(26)	64%	(210)	20%	(64)	8%	(28)	328
Military HH: No	6%	(104)	59%	(1108)	24%	(450)	11%	(210)	1872
RD/WT: Right Direction	8%	(51)	57%	(380)	21%	(142)	14%	(91)	665
RD/WT: Wrong Track	5%	(79)	61%	(938)	24%	(372)	10%	(146)	1535
Trump Job Approve	7%	(63)	59%	(516)	23%	(205)	11%	(97)	881
Trump Job Disapprove	5%	(65)	63%	(767)	24%	(294)	8%	(99)	1225

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**Table FWPI\_7: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(130)	60%	(1318)	23%	(514)	11%	(237)	2200
Trump Job Strongly Approve	8%	(42)	59%	(297)	23%	(116)	10%	(53)	508
Trump Job Somewhat Approve	6%	(21)	59%	(219)	24%	(89)	12%	(44)	373
Trump Job Somewhat Disapprove	5%	(12)	60%	(147)	30%	(73)	5%	(13)	244
Trump Job Strongly Disapprove	5%	(53)	63%	(620)	23%	(221)	9%	(86)	981
Favorable of Trump	7%	(59)	59%	(518)	24%	(211)	10%	(87)	875
Unfavorable of Trump	5%	(66)	62%	(756)	24%	(295)	8%	(99)	1216
Very Favorable of Trump	8%	(43)	58%	(316)	23%	(124)	11%	(62)	544
Somewhat Favorable of Trump	5%	(15)	61%	(203)	26%	(87)	8%	(25)	330
Somewhat Unfavorable of Trump	7%	(14)	60%	(119)	28%	(54)	5%	(9)	196
Very Unfavorable of Trump	5%	(52)	62%	(637)	24%	(240)	9%	(90)	1020
#1 Issue: Economy	5%	(41)	61%	(481)	25%	(201)	9%	(68)	790
#1 Issue: Security	6%	(16)	58%	(148)	25%	(64)	11%	(29)	257
#1 Issue: Health Care	7%	(26)	59%	(230)	25%	(96)	10%	(39)	391
#1 Issue: Medicare / Social Security	8%	(25)	57%	(172)	21%	(64)	13%	(40)	301
#1 Issue: Women's Issues	3%	(3)	56%	(67)	29%	(34)	13%	(15)	119
#1 Issue: Education	7%	(8)	62%	(76)	19%	(24)	12%	(15)	123
#1 Issue: Energy	3%	(2)	68%	(49)	21%	(15)	7%	(5)	71
#1 Issue: Other	5%	(8)	65%	(96)	11%	(16)	18%	(27)	147
2018 House Vote: Democrat	6%	(47)	66%	(531)	21%	(166)	8%	(61)	805
2018 House Vote: Republican	6%	(41)	60%	(383)	26%	(166)	7%	(45)	634
2018 House Vote: Someone else	8%	(4)	54%	(28)	20%	(11)	18%	(10)	53
2016 Vote: Hillary Clinton	6%	(41)	64%	(462)	23%	(164)	8%	(56)	723
2016 Vote: Donald Trump	7%	(50)	59%	(401)	26%	(176)	7%	(49)	676
2016 Vote: Other	6%	(7)	60%	(73)	19%	(23)	15%	(18)	120
2016 Vote: Didn't Vote	4%	(28)	56%	(381)	22%	(151)	17%	(114)	674
Voted in 2014: Yes	7%	(88)	63%	(804)	23%	(295)	8%	(97)	1284
Voted in 2014: No	5%	(42)	56%	(514)	24%	(219)	15%	(140)	916

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**Table FWP1\_7:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(130)	60%	(1318)	23%	(514)	11%	(237)	2200
2012 Vote: Barack Obama	5%	(42)	66%	(559)	23%	(198)	6%	(49)	849
2012 Vote: Mitt Romney	8%	(38)	61%	(304)	24%	(119)	7%	(36)	496
2012 Vote: Other	11%	(8)	47%	(34)	22%	(16)	20%	(14)	72
2012 Vote: Didn't Vote	5%	(41)	54%	(421)	23%	(181)	18%	(138)	782
4-Region: Northeast	6%	(22)	60%	(238)	23%	(92)	11%	(42)	394
4-Region: Midwest	6%	(29)	61%	(284)	23%	(104)	10%	(45)	462
4-Region: South	6%	(53)	58%	(475)	24%	(196)	12%	(100)	824
4-Region: West	5%	(26)	62%	(322)	24%	(123)	10%	(50)	520

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

**Table FWPI\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(88)	49%	(1087)	36%	(795)	10%	(231)	2200
Gender: Male	5%	(57)	53%	(559)	31%	(326)	11%	(120)	1062
Gender: Female	3%	(31)	46%	(527)	41%	(469)	10%	(111)	1138
Age: 18-34	6%	(38)	50%	(326)	32%	(212)	12%	(79)	655
Age: 35-44	3%	(10)	49%	(176)	36%	(129)	12%	(42)	358
Age: 45-64	3%	(23)	48%	(362)	39%	(291)	10%	(75)	751
Age: 65+	4%	(17)	51%	(222)	37%	(163)	8%	(34)	436
GenZers: 1997-2012	4%	(9)	58%	(144)	30%	(76)	8%	(21)	250
Millennials: 1981-1996	6%	(36)	45%	(259)	35%	(198)	14%	(80)	573
GenXers: 1965-1980	2%	(11)	49%	(274)	39%	(214)	10%	(54)	553
Baby Boomers: 1946-1964	4%	(27)	50%	(366)	37%	(267)	9%	(67)	727
PID: Dem (no lean)	3%	(29)	51%	(429)	37%	(317)	9%	(74)	849
PID: Ind (no lean)	3%	(22)	49%	(314)	33%	(209)	15%	(96)	641
PID: Rep (no lean)	5%	(36)	48%	(344)	38%	(269)	9%	(61)	710
PID/Gender: Dem Men	3%	(14)	54%	(214)	32%	(128)	10%	(41)	396
PID/Gender: Dem Women	3%	(16)	48%	(215)	42%	(189)	7%	(33)	452
PID/Gender: Ind Men	5%	(16)	50%	(156)	29%	(88)	16%	(49)	309
PID/Gender: Ind Women	2%	(6)	48%	(158)	36%	(121)	14%	(47)	332
PID/Gender: Rep Men	8%	(27)	53%	(190)	31%	(110)	8%	(30)	357
PID/Gender: Rep Women	3%	(9)	44%	(154)	45%	(159)	9%	(31)	354
Ideo: Liberal (1-3)	3%	(21)	50%	(313)	39%	(246)	7%	(45)	625
Ideo: Moderate (4)	4%	(26)	53%	(338)	34%	(214)	9%	(55)	633
Ideo: Conservative (5-7)	5%	(37)	50%	(361)	37%	(265)	8%	(60)	724
Educ: < College	4%	(65)	48%	(728)	35%	(535)	12%	(184)	1512
Educ: Bachelors degree	3%	(14)	53%	(235)	37%	(163)	7%	(32)	444
Educ: Post-grad	4%	(9)	51%	(124)	40%	(97)	6%	(15)	244
Income: Under 50k	4%	(55)	48%	(600)	36%	(442)	12%	(146)	1243
Income: 50k-100k	3%	(22)	51%	(343)	35%	(232)	10%	(69)	666
Income: 100k+	4%	(11)	50%	(144)	41%	(121)	5%	(15)	291
Ethnicity: White	4%	(64)	48%	(828)	38%	(662)	10%	(167)	1722

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**Table FWP1\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(88)	49%	(1087)	36%	(795)	10%	(231)	2200
Ethnicity: Hispanic	5%	(16)	54%	(190)	28%	(98)	13%	(45)	349
Ethnicity: Black	7%	(18)	56%	(152)	24%	(66)	14%	(38)	274
Ethnicity: Other	3%	(6)	52%	(106)	33%	(67)	13%	(26)	204
All Christian	5%	(49)	50%	(538)	37%	(394)	8%	(88)	1070
All Non-Christian	8%	(9)	49%	(55)	32%	(36)	11%	(12)	113
Atheist	—	(0)	61%	(65)	33%	(35)	5%	(5)	106
Agnostic/Nothing in particular	3%	(15)	45%	(251)	36%	(201)	16%	(87)	554
Something Else	4%	(14)	49%	(176)	36%	(129)	11%	(38)	357
Religious Non-Protestant/Catholic	8%	(12)	46%	(67)	36%	(52)	10%	(14)	144
Evangelical	4%	(24)	54%	(307)	32%	(184)	10%	(57)	572
Non-Evangelical	5%	(37)	48%	(387)	39%	(318)	8%	(67)	809
Community: Urban	5%	(31)	48%	(293)	34%	(205)	13%	(79)	608
Community: Suburban	3%	(33)	50%	(519)	39%	(405)	9%	(90)	1048
Community: Rural	4%	(23)	50%	(274)	34%	(184)	11%	(62)	545
Employ: Private Sector	5%	(31)	52%	(331)	36%	(229)	7%	(44)	635
Employ: Government	3%	(4)	52%	(70)	35%	(47)	10%	(14)	136
Employ: Self-Employed	3%	(6)	48%	(88)	34%	(63)	14%	(26)	184
Employ: Homemaker	3%	(4)	42%	(53)	41%	(51)	13%	(17)	124
Employ: Retired	5%	(25)	49%	(263)	40%	(212)	7%	(35)	535
Employ: Unemployed	4%	(12)	50%	(164)	32%	(105)	14%	(47)	329
Employ: Other	3%	(3)	33%	(40)	40%	(48)	24%	(29)	120
Military HH: Yes	4%	(13)	58%	(191)	31%	(102)	7%	(22)	328
Military HH: No	4%	(75)	48%	(896)	37%	(693)	11%	(208)	1872
RD/WT: Right Direction	6%	(39)	48%	(322)	32%	(210)	14%	(93)	665
RD/WT: Wrong Track	3%	(48)	50%	(765)	38%	(585)	9%	(137)	1535
Trump Job Approve	6%	(51)	48%	(425)	35%	(313)	11%	(93)	881
Trump Job Disapprove	3%	(34)	51%	(630)	38%	(460)	8%	(101)	1225

Continued on next page

**Table FWPI\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(88)	49%	(1087)	36%	(795)	10%	(231)	2200
Trump Job Strongly Approve	6%	(33)	49%	(250)	33%	(170)	11%	(56)	508
Trump Job Somewhat Approve	5%	(18)	47%	(175)	38%	(143)	10%	(37)	373
Trump Job Somewhat Disapprove	3%	(7)	50%	(123)	40%	(98)	7%	(16)	244
Trump Job Strongly Disapprove	3%	(27)	52%	(508)	37%	(362)	9%	(85)	981
Favorable of Trump	5%	(47)	49%	(427)	36%	(316)	10%	(84)	875
Unfavorable of Trump	3%	(40)	51%	(622)	38%	(460)	8%	(95)	1216
Very Favorable of Trump	7%	(37)	47%	(257)	35%	(191)	11%	(59)	544
Somewhat Favorable of Trump	3%	(10)	51%	(170)	38%	(125)	8%	(25)	330
Somewhat Unfavorable of Trump	4%	(8)	50%	(99)	40%	(79)	5%	(11)	196
Very Unfavorable of Trump	3%	(32)	51%	(523)	37%	(381)	8%	(84)	1020
#1 Issue: Economy	3%	(26)	48%	(379)	40%	(317)	9%	(67)	790
#1 Issue: Security	6%	(16)	48%	(124)	35%	(89)	11%	(28)	257
#1 Issue: Health Care	5%	(19)	47%	(183)	38%	(148)	10%	(41)	391
#1 Issue: Medicare / Social Security	5%	(15)	51%	(153)	31%	(95)	13%	(38)	301
#1 Issue: Women's Issues	3%	(4)	49%	(58)	38%	(46)	10%	(12)	119
#1 Issue: Education	4%	(5)	57%	(70)	29%	(36)	10%	(12)	123
#1 Issue: Energy	1%	(1)	56%	(40)	36%	(26)	7%	(5)	71
#1 Issue: Other	2%	(2)	54%	(79)	26%	(39)	18%	(27)	147
2018 House Vote: Democrat	3%	(26)	52%	(416)	37%	(300)	8%	(62)	805
2018 House Vote: Republican	5%	(32)	50%	(317)	38%	(239)	7%	(46)	634
2018 House Vote: Someone else	5%	(3)	51%	(27)	26%	(14)	19%	(10)	53
2016 Vote: Hillary Clinton	4%	(26)	50%	(359)	40%	(290)	7%	(48)	723
2016 Vote: Donald Trump	5%	(36)	49%	(334)	38%	(256)	7%	(50)	676
2016 Vote: Other	3%	(3)	49%	(59)	32%	(39)	16%	(19)	120
2016 Vote: Didn't Vote	3%	(22)	49%	(329)	31%	(210)	17%	(113)	674
Voted in 2014: Yes	4%	(54)	51%	(660)	37%	(472)	8%	(97)	1284
Voted in 2014: No	4%	(34)	47%	(426)	35%	(323)	15%	(133)	916

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**Table FWP1\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(88)	49%	(1087)	36%	(795)	10%	(231)	2200
2012 Vote: Barack Obama	3%	(25)	51%	(435)	40%	(337)	6%	(52)	849
2012 Vote: Mitt Romney	6%	(29)	51%	(254)	36%	(176)	7%	(36)	496
2012 Vote: Other	4%	(3)	45%	(32)	36%	(26)	15%	(11)	72
2012 Vote: Didn't Vote	4%	(30)	47%	(365)	33%	(255)	17%	(132)	782
4-Region: Northeast	4%	(15)	48%	(190)	37%	(145)	11%	(43)	394
4-Region: Midwest	4%	(17)	51%	(235)	36%	(169)	9%	(42)	462
4-Region: South	4%	(36)	47%	(385)	36%	(300)	13%	(103)	824
4-Region: West	4%	(20)	53%	(277)	35%	(182)	8%	(42)	520

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

**Table FWPI\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(63)	33%	(727)	53%	(1164)	11%	(247)	2200
Gender: Male	4%	(38)	37%	(397)	47%	(502)	12%	(124)	1062
Gender: Female	2%	(24)	29%	(330)	58%	(661)	11%	(122)	1138
Age: 18-34	4%	(24)	37%	(244)	45%	(292)	15%	(96)	655
Age: 35-44	5%	(16)	32%	(113)	53%	(190)	11%	(38)	358
Age: 45-64	2%	(12)	32%	(239)	56%	(418)	11%	(82)	751
Age: 65+	2%	(11)	30%	(130)	61%	(264)	7%	(32)	436
GenZers: 1997-2012	2%	(5)	40%	(99)	48%	(120)	11%	(26)	250
Millennials: 1981-1996	5%	(28)	34%	(193)	46%	(263)	16%	(89)	573
GenXers: 1965-1980	2%	(10)	31%	(174)	56%	(312)	11%	(58)	553
Baby Boomers: 1946-1964	2%	(18)	32%	(235)	56%	(408)	9%	(67)	727
PID: Dem (no lean)	3%	(24)	34%	(286)	54%	(456)	10%	(82)	849
PID: Ind (no lean)	2%	(15)	32%	(208)	49%	(316)	16%	(103)	641
PID: Rep (no lean)	3%	(24)	33%	(233)	55%	(392)	9%	(61)	710
PID/Gender: Dem Men	3%	(14)	39%	(155)	48%	(189)	10%	(39)	396
PID/Gender: Dem Women	2%	(11)	29%	(131)	59%	(267)	10%	(43)	452
PID/Gender: Ind Men	2%	(7)	34%	(105)	46%	(142)	17%	(54)	309
PID/Gender: Ind Women	2%	(8)	31%	(102)	52%	(173)	15%	(49)	332
PID/Gender: Rep Men	5%	(18)	38%	(137)	48%	(171)	9%	(31)	357
PID/Gender: Rep Women	2%	(6)	27%	(97)	63%	(221)	8%	(30)	354
Ideo: Liberal (1-3)	3%	(17)	32%	(200)	57%	(357)	8%	(51)	625
Ideo: Moderate (4)	2%	(14)	37%	(235)	51%	(324)	10%	(60)	633
Ideo: Conservative (5-7)	4%	(26)	34%	(247)	54%	(389)	9%	(62)	724
Educ: < College	3%	(42)	31%	(474)	53%	(796)	13%	(200)	1512
Educ: Bachelors degree	3%	(12)	37%	(164)	53%	(236)	7%	(32)	444
Educ: Post-grad	4%	(9)	37%	(89)	54%	(131)	6%	(15)	244
Income: Under 50k	3%	(32)	33%	(409)	52%	(644)	13%	(159)	1243
Income: 50k-100k	3%	(18)	34%	(226)	52%	(348)	11%	(74)	666
Income: 100k+	5%	(13)	32%	(92)	59%	(172)	5%	(14)	291
Ethnicity: White	3%	(45)	33%	(563)	55%	(945)	10%	(169)	1722

Continued on next page

**Table FWP1\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(63)	33%	(727)	53%	(1164)	11%	(247)	2200
Ethnicity: Hispanic	4%	(13)	40%	(138)	40%	(141)	17%	(58)	349
Ethnicity: Black	5%	(13)	36%	(99)	42%	(114)	18%	(48)	274
Ethnicity: Other	2%	(4)	32%	(66)	51%	(104)	15%	(30)	204
All Christian	3%	(35)	35%	(375)	53%	(567)	9%	(92)	1070
All Non-Christian	10%	(11)	30%	(34)	44%	(50)	16%	(18)	113
Atheist	1%	(1)	38%	(41)	53%	(56)	8%	(9)	106
Agnostic/Nothing in particular	1%	(7)	29%	(161)	54%	(301)	15%	(85)	554
Something Else	3%	(10)	32%	(116)	53%	(188)	12%	(43)	357
Religious Non-Protestant/Catholic	8%	(11)	31%	(44)	47%	(67)	15%	(22)	144
Evangelical	4%	(22)	36%	(204)	50%	(286)	10%	(59)	572
Non-Evangelical	3%	(22)	33%	(268)	55%	(447)	9%	(71)	809
Community: Urban	5%	(30)	32%	(196)	49%	(301)	13%	(82)	608
Community: Suburban	2%	(21)	33%	(343)	56%	(583)	10%	(101)	1048
Community: Rural	2%	(12)	34%	(188)	51%	(280)	12%	(64)	545
Employ: Private Sector	4%	(27)	36%	(228)	52%	(333)	7%	(47)	635
Employ: Government	4%	(6)	43%	(58)	44%	(60)	9%	(12)	136
Employ: Self-Employed	3%	(5)	29%	(53)	53%	(97)	16%	(29)	184
Employ: Homemaker	—	(1)	28%	(35)	58%	(73)	13%	(16)	124
Employ: Retired	2%	(13)	29%	(156)	61%	(327)	7%	(38)	535
Employ: Unemployed	3%	(11)	34%	(110)	47%	(154)	16%	(53)	329
Employ: Other	—	(1)	23%	(28)	50%	(59)	27%	(32)	120
Military HH: Yes	2%	(5)	37%	(120)	52%	(169)	10%	(33)	328
Military HH: No	3%	(57)	32%	(607)	53%	(995)	11%	(213)	1872
RD/WT: Right Direction	4%	(29)	34%	(228)	47%	(313)	14%	(95)	665
RD/WT: Wrong Track	2%	(33)	33%	(499)	55%	(851)	10%	(152)	1535
Trump Job Approve	4%	(36)	34%	(302)	50%	(443)	11%	(99)	881
Trump Job Disapprove	2%	(25)	33%	(403)	56%	(690)	9%	(107)	1225

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**Table FWPI\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(63)	33%	(727)	53%	(1164)	11%	(247)	2200
Trump Job Strongly Approve	4%	(18)	36%	(182)	49%	(250)	11%	(58)	508
Trump Job Somewhat Approve	5%	(18)	32%	(120)	52%	(193)	11%	(42)	373
Trump Job Somewhat Disapprove	2%	(5)	37%	(90)	53%	(128)	8%	(20)	244
Trump Job Strongly Disapprove	2%	(20)	32%	(313)	57%	(562)	9%	(86)	981
Favorable of Trump	4%	(34)	35%	(307)	51%	(445)	10%	(89)	875
Unfavorable of Trump	2%	(27)	32%	(394)	57%	(689)	9%	(106)	1216
Very Favorable of Trump	4%	(23)	33%	(182)	50%	(274)	12%	(65)	544
Somewhat Favorable of Trump	3%	(11)	38%	(125)	52%	(171)	7%	(23)	330
Somewhat Unfavorable of Trump	3%	(6)	36%	(70)	55%	(108)	7%	(13)	196
Very Unfavorable of Trump	2%	(21)	32%	(324)	57%	(581)	9%	(93)	1020
#1 Issue: Economy	2%	(16)	34%	(272)	55%	(432)	9%	(71)	790
#1 Issue: Security	5%	(14)	28%	(71)	55%	(142)	12%	(30)	257
#1 Issue: Health Care	4%	(15)	32%	(127)	53%	(207)	11%	(43)	391
#1 Issue: Medicare / Social Security	3%	(9)	32%	(96)	52%	(156)	13%	(39)	301
#1 Issue: Women's Issues	—	(0)	34%	(40)	50%	(60)	16%	(19)	119
#1 Issue: Education	3%	(4)	36%	(45)	48%	(59)	12%	(15)	123
#1 Issue: Energy	4%	(3)	39%	(28)	54%	(39)	4%	(3)	71
#1 Issue: Other	1%	(2)	33%	(49)	47%	(69)	18%	(27)	147
2018 House Vote: Democrat	3%	(21)	34%	(275)	55%	(445)	8%	(64)	805
2018 House Vote: Republican	4%	(26)	33%	(207)	55%	(352)	8%	(49)	634
2018 House Vote: Someone else	5%	(2)	38%	(20)	39%	(21)	19%	(10)	53
2016 Vote: Hillary Clinton	2%	(18)	31%	(226)	57%	(415)	9%	(64)	723
2016 Vote: Donald Trump	4%	(26)	33%	(225)	56%	(376)	7%	(49)	676
2016 Vote: Other	4%	(5)	41%	(49)	40%	(48)	15%	(18)	120
2016 Vote: Didn't Vote	2%	(14)	33%	(223)	48%	(322)	17%	(116)	674
Voted in 2014: Yes	3%	(41)	34%	(438)	55%	(702)	8%	(103)	1284
Voted in 2014: No	2%	(22)	32%	(289)	50%	(462)	16%	(143)	916

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**Table FWP1\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(63)	33%	(727)	53%	(1164)	11%	(247)	2200
2012 Vote: Barack Obama	3%	(24)	34%	(285)	57%	(483)	7%	(57)	849
2012 Vote: Mitt Romney	4%	(20)	35%	(172)	55%	(271)	6%	(32)	496
2012 Vote: Other	3%	(2)	32%	(23)	43%	(31)	22%	(16)	72
2012 Vote: Didn't Vote	2%	(16)	32%	(246)	48%	(377)	18%	(142)	782
4-Region: Northeast	4%	(16)	30%	(118)	54%	(214)	12%	(46)	394
4-Region: Midwest	3%	(14)	33%	(152)	54%	(251)	10%	(45)	462
4-Region: South	3%	(22)	33%	(270)	52%	(426)	13%	(107)	824
4-Region: West	2%	(11)	36%	(187)	53%	(274)	9%	(48)	520

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

**Table FWPI\_10: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(111)	7%	(160)	75%	(1646)	13%	(283)	2200
Gender: Male	5%	(57)	10%	(107)	73%	(770)	12%	(128)	1062
Gender: Female	5%	(54)	5%	(54)	77%	(876)	14%	(155)	1138
Age: 18-34	7%	(48)	12%	(76)	66%	(435)	15%	(96)	655
Age: 35-44	6%	(21)	9%	(34)	73%	(262)	11%	(40)	358
Age: 45-64	3%	(22)	4%	(33)	78%	(583)	15%	(113)	751
Age: 65+	5%	(20)	4%	(17)	84%	(366)	8%	(34)	436
GenZers: 1997-2012	4%	(9)	13%	(33)	71%	(177)	13%	(32)	250
Millennials: 1981-1996	8%	(45)	10%	(58)	67%	(383)	15%	(87)	573
GenXers: 1965-1980	4%	(22)	7%	(39)	76%	(420)	13%	(73)	553
Baby Boomers: 1946-1964	4%	(30)	4%	(27)	81%	(587)	11%	(83)	727
PID: Dem (no lean)	6%	(49)	7%	(63)	75%	(637)	12%	(99)	849
PID: Ind (no lean)	4%	(26)	6%	(39)	72%	(461)	18%	(115)	641
PID: Rep (no lean)	5%	(36)	8%	(58)	77%	(548)	10%	(69)	710
PID/Gender: Dem Men	7%	(27)	11%	(45)	71%	(283)	11%	(42)	396
PID/Gender: Dem Women	5%	(23)	4%	(18)	78%	(355)	13%	(57)	452
PID/Gender: Ind Men	3%	(8)	7%	(23)	74%	(228)	16%	(51)	309
PID/Gender: Ind Women	5%	(18)	5%	(17)	70%	(233)	19%	(64)	332
PID/Gender: Rep Men	6%	(22)	11%	(39)	73%	(260)	10%	(36)	357
PID/Gender: Rep Women	4%	(13)	5%	(19)	81%	(288)	10%	(34)	354
Ideo: Liberal (1-3)	5%	(30)	10%	(61)	77%	(483)	8%	(51)	625
Ideo: Moderate (4)	4%	(28)	6%	(37)	77%	(486)	13%	(83)	633
Ideo: Conservative (5-7)	6%	(42)	7%	(51)	78%	(562)	10%	(69)	724
Educ: < College	5%	(83)	7%	(102)	73%	(1100)	15%	(227)	1512
Educ: Bachelors degree	4%	(20)	7%	(31)	80%	(356)	8%	(37)	444
Educ: Post-grad	3%	(8)	12%	(28)	78%	(190)	7%	(18)	244
Income: Under 50k	6%	(70)	6%	(74)	73%	(910)	15%	(189)	1243
Income: 50k-100k	4%	(27)	8%	(51)	76%	(509)	12%	(79)	666
Income: 100k+	5%	(14)	12%	(35)	78%	(227)	5%	(14)	291
Ethnicity: White	5%	(90)	6%	(111)	77%	(1324)	11%	(197)	1722

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**Table FWP1\_10: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?***Early November*

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(111)	7%	(160)	75%	(1646)	13%	(283)	2200
Ethnicity: Hispanic	8%	(29)	11%	(38)	64%	(223)	17%	(59)	349
Ethnicity: Black	6%	(17)	12%	(33)	64%	(174)	19%	(51)	274
Ethnicity: Other	2%	(5)	8%	(17)	72%	(147)	17%	(35)	204
All Christian	6%	(65)	7%	(79)	77%	(823)	10%	(103)	1070
All Non-Christian	7%	(8)	11%	(13)	70%	(79)	12%	(13)	113
Atheist	2%	(2)	10%	(11)	80%	(85)	8%	(8)	106
Agnostic/Nothing in particular	4%	(20)	6%	(36)	72%	(396)	18%	(102)	554
Something Else	4%	(15)	6%	(22)	74%	(263)	16%	(57)	357
Religious Non-Protestant/Catholic	6%	(9)	12%	(17)	72%	(103)	11%	(15)	144
Evangelical	6%	(36)	7%	(41)	75%	(431)	11%	(64)	572
Non-Evangelical	5%	(44)	6%	(50)	77%	(623)	11%	(91)	809
Community: Urban	6%	(36)	10%	(62)	70%	(426)	14%	(84)	608
Community: Suburban	5%	(55)	6%	(63)	77%	(811)	11%	(119)	1048
Community: Rural	4%	(20)	6%	(35)	75%	(410)	15%	(80)	545
Employ: Private Sector	6%	(37)	10%	(67)	75%	(476)	9%	(55)	635
Employ: Government	10%	(14)	10%	(13)	67%	(91)	13%	(18)	136
Employ: Self-Employed	5%	(9)	11%	(21)	67%	(124)	17%	(30)	184
Employ: Homemaker	3%	(3)	2%	(3)	78%	(97)	17%	(21)	124
Employ: Retired	4%	(21)	4%	(21)	84%	(448)	8%	(45)	535
Employ: Unemployed	6%	(20)	6%	(21)	68%	(223)	20%	(65)	329
Employ: Other	2%	(3)	6%	(7)	67%	(81)	25%	(30)	120
Military HH: Yes	3%	(9)	10%	(32)	78%	(255)	10%	(32)	328
Military HH: No	5%	(102)	7%	(128)	74%	(1391)	13%	(251)	1872
RD/WT: Right Direction	7%	(49)	10%	(66)	67%	(446)	16%	(104)	665
RD/WT: Wrong Track	4%	(62)	6%	(95)	78%	(1200)	12%	(178)	1535
Trump Job Approve	6%	(52)	8%	(67)	74%	(655)	12%	(107)	881
Trump Job Disapprove	5%	(55)	7%	(90)	77%	(946)	11%	(133)	1225

Continued on next page

**Table FWPI\_10:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(111)	7%	(160)	75%	(1646)	13%	(283)	2200
Trump Job Strongly Approve	6%	(29)	9%	(44)	73%	(369)	13%	(66)	508
Trump Job Somewhat Approve	6%	(24)	6%	(23)	77%	(286)	11%	(41)	373
Trump Job Somewhat Disapprove	7%	(18)	9%	(23)	74%	(180)	9%	(23)	244
Trump Job Strongly Disapprove	4%	(37)	7%	(67)	78%	(767)	11%	(110)	981
Favorable of Trump	6%	(55)	8%	(71)	75%	(653)	11%	(96)	875
Unfavorable of Trump	4%	(55)	7%	(84)	78%	(950)	10%	(127)	1216
Very Favorable of Trump	5%	(30)	9%	(52)	73%	(395)	12%	(68)	544
Somewhat Favorable of Trump	8%	(26)	6%	(19)	78%	(257)	9%	(29)	330
Somewhat Unfavorable of Trump	6%	(12)	8%	(15)	80%	(157)	6%	(11)	196
Very Unfavorable of Trump	4%	(42)	7%	(69)	78%	(793)	11%	(115)	1020
#1 Issue: Economy	3%	(26)	6%	(51)	80%	(632)	10%	(80)	790
#1 Issue: Security	8%	(20)	9%	(23)	70%	(179)	14%	(35)	257
#1 Issue: Health Care	6%	(25)	7%	(26)	74%	(288)	13%	(52)	391
#1 Issue: Medicare / Social Security	7%	(21)	8%	(25)	69%	(208)	16%	(47)	301
#1 Issue: Women's Issues	8%	(9)	10%	(11)	67%	(80)	15%	(18)	119
#1 Issue: Education	5%	(6)	11%	(13)	70%	(86)	14%	(18)	123
#1 Issue: Energy	3%	(2)	9%	(6)	78%	(56)	10%	(7)	71
#1 Issue: Other	—	(1)	2%	(4)	80%	(117)	18%	(26)	147
2018 House Vote: Democrat	6%	(45)	8%	(62)	76%	(609)	11%	(89)	805
2018 House Vote: Republican	5%	(34)	7%	(45)	79%	(498)	9%	(57)	634
2018 House Vote: Someone else	7%	(3)	8%	(4)	65%	(34)	21%	(11)	53
2016 Vote: Hillary Clinton	6%	(42)	8%	(60)	77%	(554)	9%	(67)	723
2016 Vote: Donald Trump	5%	(36)	7%	(47)	78%	(530)	9%	(63)	676
2016 Vote: Other	6%	(7)	4%	(5)	74%	(90)	16%	(19)	120
2016 Vote: Didn't Vote	3%	(23)	7%	(49)	70%	(469)	20%	(134)	674
Voted in 2014: Yes	5%	(67)	6%	(83)	79%	(1009)	10%	(124)	1284
Voted in 2014: No	5%	(44)	8%	(77)	70%	(637)	17%	(159)	916

Continued on next page

**Table FWP1\_10:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(111)	7%	(160)	75%	(1646)	13%	(283)	2200
2012 Vote: Barack Obama	5%	(46)	6%	(54)	80%	(675)	9%	(74)	849
2012 Vote: Mitt Romney	5%	(23)	7%	(35)	80%	(398)	8%	(40)	496
2012 Vote: Other	5%	(3)	4%	(3)	73%	(53)	18%	(13)	72
2012 Vote: Didn't Vote	5%	(38)	9%	(69)	66%	(519)	20%	(156)	782
4-Region: Northeast	5%	(18)	6%	(25)	78%	(306)	11%	(45)	394
4-Region: Midwest	6%	(28)	5%	(21)	76%	(352)	13%	(61)	462
4-Region: South	5%	(38)	8%	(69)	72%	(592)	15%	(126)	824
4-Region: West	5%	(27)	9%	(46)	76%	(396)	10%	(52)	520

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

**Table FWPI\_11: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-November**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(94)	6%	(142)	77%	(1685)	13%	(279)	2200
Gender: Male	4%	(40)	10%	(102)	74%	(787)	12%	(132)	1062
Gender: Female	5%	(54)	3%	(40)	79%	(898)	13%	(147)	1138
Age: 18-34	5%	(35)	11%	(71)	68%	(447)	16%	(102)	655
Age: 35-44	6%	(20)	9%	(32)	74%	(263)	12%	(41)	358
Age: 45-64	3%	(24)	4%	(30)	79%	(596)	13%	(101)	751
Age: 65+	3%	(15)	2%	(8)	87%	(379)	8%	(35)	436
GenZers: 1997-2012	5%	(12)	8%	(20)	75%	(187)	13%	(32)	250
Millennials: 1981-1996	5%	(27)	12%	(70)	67%	(385)	16%	(92)	573
GenXers: 1965-1980	4%	(25)	6%	(32)	77%	(424)	13%	(73)	553
Baby Boomers: 1946-1964	4%	(26)	3%	(19)	84%	(609)	10%	(74)	727
PID: Dem (no lean)	5%	(42)	7%	(57)	78%	(663)	10%	(87)	849
PID: Ind (no lean)	4%	(25)	5%	(30)	73%	(465)	19%	(121)	641
PID: Rep (no lean)	4%	(28)	8%	(54)	79%	(558)	10%	(70)	710
PID/Gender: Dem Men	5%	(18)	11%	(46)	74%	(293)	10%	(40)	396
PID/Gender: Dem Women	5%	(23)	3%	(12)	82%	(370)	10%	(47)	452
PID/Gender: Ind Men	2%	(6)	7%	(22)	73%	(224)	18%	(56)	309
PID/Gender: Ind Women	6%	(19)	2%	(8)	72%	(241)	20%	(65)	332
PID/Gender: Rep Men	5%	(16)	10%	(34)	76%	(270)	10%	(36)	357
PID/Gender: Rep Women	3%	(12)	6%	(20)	81%	(287)	10%	(35)	354
Ideo: Liberal (1-3)	3%	(22)	9%	(55)	80%	(497)	8%	(51)	625
Ideo: Moderate (4)	4%	(26)	5%	(29)	80%	(507)	11%	(70)	633
Ideo: Conservative (5-7)	4%	(30)	7%	(51)	78%	(566)	11%	(77)	724
Educ: < College	5%	(69)	6%	(88)	74%	(1125)	15%	(229)	1512
Educ: Bachelors degree	4%	(17)	6%	(26)	82%	(366)	8%	(35)	444
Educ: Post-grad	4%	(9)	11%	(27)	80%	(194)	6%	(15)	244
Income: Under 50k	5%	(61)	6%	(68)	74%	(926)	15%	(188)	1243
Income: 50k-100k	3%	(19)	6%	(42)	79%	(528)	12%	(77)	666
Income: 100k+	5%	(14)	11%	(31)	80%	(232)	5%	(13)	291
Ethnicity: White	4%	(72)	6%	(100)	79%	(1357)	11%	(192)	1722

Continued on next page

**Table FWP1\_11: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**

Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(94)	6%	(142)	77%	(1685)	13%	(279)	2200
Ethnicity: Hispanic	6%	(22)	11%	(37)	67%	(233)	16%	(57)	349
Ethnicity: Black	5%	(13)	12%	(34)	63%	(174)	19%	(53)	274
Ethnicity: Other	4%	(9)	4%	(8)	76%	(154)	16%	(33)	204
All Christian	4%	(47)	7%	(75)	80%	(851)	9%	(97)	1070
All Non-Christian	4%	(5)	10%	(12)	77%	(87)	8%	(9)	113
Atheist	2%	(3)	8%	(9)	85%	(90)	4%	(5)	106
Agnostic/Nothing in particular	4%	(23)	5%	(29)	71%	(394)	20%	(108)	554
Something Else	5%	(17)	5%	(17)	74%	(263)	17%	(60)	357
Religious Non-Protestant/Catholic	4%	(6)	11%	(16)	77%	(112)	8%	(11)	144
Evangelical	4%	(25)	7%	(40)	77%	(438)	12%	(69)	572
Non-Evangelical	5%	(38)	5%	(44)	79%	(643)	10%	(84)	809
Community: Urban	5%	(32)	10%	(61)	70%	(426)	15%	(89)	608
Community: Suburban	4%	(44)	6%	(58)	79%	(829)	11%	(117)	1048
Community: Rural	3%	(19)	4%	(23)	79%	(430)	13%	(73)	545
Employ: Private Sector	4%	(25)	10%	(63)	77%	(492)	9%	(56)	635
Employ: Government	9%	(13)	11%	(15)	68%	(92)	12%	(16)	136
Employ: Self-Employed	7%	(12)	10%	(18)	65%	(119)	18%	(34)	184
Employ: Homemaker	2%	(3)	—	(1)	79%	(99)	18%	(22)	124
Employ: Retired	3%	(18)	2%	(11)	87%	(465)	8%	(41)	535
Employ: Unemployed	6%	(19)	4%	(15)	70%	(231)	19%	(63)	329
Employ: Other	2%	(3)	8%	(10)	65%	(78)	24%	(29)	120
Military HH: Yes	3%	(11)	9%	(28)	77%	(253)	11%	(36)	328
Military HH: No	4%	(83)	6%	(114)	77%	(1432)	13%	(243)	1872
RD/WT: Right Direction	6%	(37)	10%	(69)	68%	(450)	16%	(109)	665
RD/WT: Wrong Track	4%	(57)	5%	(73)	80%	(1235)	11%	(170)	1535
Trump Job Approve	3%	(30)	9%	(79)	74%	(656)	13%	(115)	881
Trump Job Disapprove	5%	(62)	5%	(61)	80%	(985)	10%	(118)	1225

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**Table FWPI\_11: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-November**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(94)	6%	(142)	77%	(1685)	13%	(279)	2200
Trump Job Strongly Approve	3%	(17)	10%	(50)	73%	(372)	14%	(69)	508
Trump Job Somewhat Approve	4%	(14)	8%	(29)	76%	(284)	12%	(46)	373
Trump Job Somewhat Disapprove	9%	(21)	8%	(19)	78%	(191)	5%	(13)	244
Trump Job Strongly Disapprove	4%	(41)	4%	(42)	81%	(794)	11%	(105)	981
Favorable of Trump	4%	(35)	9%	(77)	75%	(656)	12%	(106)	875
Unfavorable of Trump	5%	(59)	5%	(62)	81%	(985)	9%	(111)	1216
Very Favorable of Trump	4%	(22)	9%	(51)	72%	(394)	14%	(77)	544
Somewhat Favorable of Trump	4%	(13)	8%	(26)	79%	(262)	9%	(29)	330
Somewhat Unfavorable of Trump	7%	(14)	8%	(17)	81%	(158)	4%	(7)	196
Very Unfavorable of Trump	4%	(44)	4%	(45)	81%	(826)	10%	(104)	1020
#1 Issue: Economy	3%	(25)	6%	(51)	81%	(636)	10%	(78)	790
#1 Issue: Security	5%	(12)	13%	(33)	68%	(175)	14%	(37)	257
#1 Issue: Health Care	6%	(24)	5%	(19)	76%	(298)	13%	(50)	391
#1 Issue: Medicare / Social Security	6%	(19)	6%	(17)	74%	(221)	15%	(45)	301
#1 Issue: Women's Issues	6%	(7)	9%	(10)	71%	(84)	15%	(18)	119
#1 Issue: Education	5%	(6)	6%	(7)	74%	(91)	15%	(19)	123
#1 Issue: Energy	4%	(3)	3%	(2)	85%	(60)	8%	(6)	71
#1 Issue: Other	—	(0)	2%	(2)	81%	(119)	18%	(26)	147
2018 House Vote: Democrat	6%	(49)	6%	(46)	79%	(634)	9%	(76)	805
2018 House Vote: Republican	4%	(23)	7%	(46)	79%	(504)	10%	(61)	634
2018 House Vote: Someone else	5%	(2)	4%	(2)	73%	(39)	19%	(10)	53
2016 Vote: Hillary Clinton	5%	(40)	7%	(51)	78%	(566)	9%	(66)	723
2016 Vote: Donald Trump	4%	(24)	7%	(49)	80%	(538)	10%	(66)	676
2016 Vote: Other	3%	(3)	8%	(9)	75%	(91)	14%	(17)	120
2016 Vote: Didn't Vote	4%	(28)	4%	(29)	72%	(488)	19%	(130)	674
Voted in 2014: Yes	4%	(57)	6%	(77)	80%	(1028)	10%	(122)	1284
Voted in 2014: No	4%	(37)	7%	(65)	72%	(658)	17%	(156)	916

Continued on next page



**Table FWP1\_11:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(94)	6%	(142)	77%	(1685)	13%	(279)	2200
2012 Vote: Barack Obama	5%	(44)	6%	(48)	81%	(690)	8%	(67)	849
2012 Vote: Mitt Romney	3%	(15)	7%	(34)	82%	(404)	9%	(42)	496
2012 Vote: Other	4%	(3)	2%	(2)	72%	(52)	21%	(15)	72
2012 Vote: Didn't Vote	4%	(32)	7%	(58)	69%	(538)	20%	(153)	782
4-Region: Northeast	3%	(12)	8%	(31)	78%	(308)	11%	(42)	394
4-Region: Midwest	5%	(23)	4%	(16)	78%	(359)	14%	(64)	462
4-Region: South	3%	(28)	7%	(58)	75%	(617)	15%	(121)	824
4-Region: West	6%	(31)	7%	(37)	77%	(401)	10%	(51)	520

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

**Table FWPI\_12: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**

Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(115)	6%	(122)	77%	(1694)	12%	(269)	2200
Gender: Male	5%	(53)	9%	(91)	74%	(789)	12%	(129)	1062
Gender: Female	6%	(63)	3%	(31)	79%	(904)	12%	(140)	1138
Age: 18-34	8%	(51)	9%	(61)	68%	(449)	14%	(94)	655
Age: 35-44	7%	(24)	8%	(30)	73%	(259)	12%	(45)	358
Age: 45-64	3%	(26)	3%	(25)	81%	(605)	13%	(95)	751
Age: 65+	3%	(15)	1%	(6)	87%	(380)	8%	(35)	436
GenZers: 1997-2012	6%	(16)	6%	(15)	76%	(190)	12%	(29)	250
Millennials: 1981-1996	7%	(39)	11%	(64)	67%	(382)	15%	(88)	573
GenXers: 1965-1980	6%	(30)	5%	(25)	77%	(427)	13%	(70)	553
Baby Boomers: 1946-1964	3%	(24)	2%	(17)	84%	(613)	10%	(72)	727
PID: Dem (no lean)	6%	(52)	7%	(58)	77%	(654)	10%	(84)	849
PID: Ind (no lean)	5%	(31)	3%	(19)	74%	(474)	18%	(117)	641
PID: Rep (no lean)	5%	(32)	6%	(45)	80%	(566)	9%	(67)	710
PID/Gender: Dem Men	6%	(22)	12%	(46)	72%	(287)	10%	(41)	396
PID/Gender: Dem Women	7%	(30)	3%	(12)	81%	(367)	10%	(43)	452
PID/Gender: Ind Men	4%	(14)	4%	(13)	74%	(228)	18%	(54)	309
PID/Gender: Ind Women	5%	(17)	2%	(6)	74%	(247)	19%	(63)	332
PID/Gender: Rep Men	5%	(17)	9%	(32)	77%	(275)	9%	(33)	357
PID/Gender: Rep Women	4%	(16)	4%	(13)	82%	(291)	10%	(34)	354
Ideo: Liberal (1-3)	6%	(35)	8%	(48)	79%	(497)	7%	(45)	625
Ideo: Moderate (4)	4%	(26)	4%	(26)	81%	(510)	11%	(71)	633
Ideo: Conservative (5-7)	5%	(38)	6%	(43)	79%	(569)	10%	(73)	724
Educ: < College	5%	(81)	5%	(81)	75%	(1128)	15%	(221)	1512
Educ: Bachelors degree	6%	(25)	4%	(18)	83%	(367)	7%	(33)	444
Educ: Post-grad	4%	(9)	9%	(22)	81%	(198)	6%	(15)	244
Income: Under 50k	6%	(73)	5%	(57)	75%	(930)	15%	(182)	1243
Income: 50k-100k	3%	(22)	6%	(43)	79%	(526)	11%	(75)	666
Income: 100k+	7%	(20)	8%	(22)	82%	(237)	4%	(12)	291
Ethnicity: White	5%	(85)	5%	(86)	79%	(1360)	11%	(191)	1722

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**Table FWP1\_12: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
 Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(115)	6%	(122)	77%	(1694)	12%	(269)	2200
Ethnicity: Hispanic	10%	(34)	10%	(35)	66%	(229)	15%	(51)	349
Ethnicity: Black	7%	(19)	11%	(30)	64%	(176)	18%	(49)	274
Ethnicity: Other	6%	(11)	3%	(6)	77%	(158)	14%	(29)	204
All Christian	5%	(52)	6%	(66)	80%	(856)	9%	(96)	1070
All Non-Christian	8%	(10)	11%	(13)	71%	(81)	9%	(10)	113
Atheist	5%	(6)	6%	(6)	84%	(90)	5%	(5)	106
Agnostic/Nothing in particular	5%	(26)	5%	(26)	72%	(398)	19%	(105)	554
Something Else	6%	(22)	3%	(12)	76%	(270)	15%	(53)	357
Religious Non-Protestant/Catholic	7%	(10)	12%	(17)	73%	(105)	8%	(11)	144
Evangelical	5%	(31)	6%	(33)	77%	(442)	11%	(65)	572
Non-Evangelical	5%	(43)	4%	(35)	80%	(651)	10%	(80)	809
Community: Urban	6%	(38)	8%	(48)	72%	(437)	14%	(85)	608
Community: Suburban	5%	(48)	5%	(56)	79%	(830)	11%	(114)	1048
Community: Rural	5%	(30)	3%	(18)	78%	(427)	13%	(70)	545
Employ: Private Sector	5%	(33)	10%	(61)	77%	(488)	8%	(54)	635
Employ: Government	10%	(14)	6%	(8)	72%	(98)	12%	(17)	136
Employ: Self-Employed	7%	(13)	9%	(16)	68%	(124)	16%	(30)	184
Employ: Homemaker	2%	(3)	—	(1)	79%	(99)	18%	(22)	124
Employ: Retired	3%	(18)	1%	(8)	88%	(469)	7%	(40)	535
Employ: Unemployed	7%	(25)	4%	(14)	70%	(229)	18%	(60)	329
Employ: Other	5%	(6)	7%	(9)	65%	(78)	23%	(27)	120
Military HH: Yes	6%	(18)	8%	(27)	77%	(253)	9%	(30)	328
Military HH: No	5%	(97)	5%	(96)	77%	(1440)	13%	(239)	1872
RD/WT: Right Direction	7%	(44)	9%	(60)	68%	(454)	16%	(107)	665
RD/WT: Wrong Track	5%	(72)	4%	(63)	81%	(1239)	11%	(161)	1535
Trump Job Approve	6%	(53)	6%	(54)	76%	(666)	12%	(107)	881
Trump Job Disapprove	5%	(60)	5%	(67)	80%	(982)	10%	(116)	1225

Continued on next page

**Table FWPI\_12: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(115)	6%	(122)	77%	(1694)	12%	(269)	2200
Trump Job Strongly Approve	4%	(22)	8%	(43)	75%	(379)	13%	(64)	508
Trump Job Somewhat Approve	8%	(30)	3%	(12)	77%	(288)	12%	(44)	373
Trump Job Somewhat Disapprove	9%	(21)	9%	(23)	76%	(187)	5%	(13)	244
Trump Job Strongly Disapprove	4%	(38)	4%	(44)	81%	(796)	11%	(103)	981
Favorable of Trump	6%	(52)	7%	(63)	76%	(661)	11%	(99)	875
Unfavorable of Trump	5%	(60)	5%	(56)	81%	(989)	9%	(111)	1216
Very Favorable of Trump	6%	(31)	8%	(44)	74%	(400)	13%	(70)	544
Somewhat Favorable of Trump	7%	(22)	6%	(19)	79%	(261)	9%	(29)	330
Somewhat Unfavorable of Trump	9%	(17)	8%	(15)	80%	(157)	4%	(8)	196
Very Unfavorable of Trump	4%	(43)	4%	(41)	82%	(833)	10%	(103)	1020
#1 Issue: Economy	4%	(33)	5%	(43)	81%	(643)	9%	(72)	790
#1 Issue: Security	8%	(19)	9%	(23)	69%	(176)	15%	(39)	257
#1 Issue: Health Care	7%	(26)	4%	(15)	77%	(302)	12%	(47)	391
#1 Issue: Medicare / Social Security	6%	(19)	5%	(16)	74%	(223)	15%	(44)	301
#1 Issue: Women's Issues	9%	(11)	10%	(12)	67%	(80)	13%	(16)	119
#1 Issue: Education	4%	(5)	5%	(6)	75%	(92)	16%	(19)	123
#1 Issue: Energy	4%	(3)	8%	(6)	80%	(57)	8%	(6)	71
#1 Issue: Other	—	(0)	1%	(2)	81%	(119)	18%	(26)	147
2018 House Vote: Democrat	6%	(46)	5%	(44)	79%	(638)	10%	(77)	805
2018 House Vote: Republican	5%	(31)	7%	(42)	80%	(505)	9%	(56)	634
2018 House Vote: Someone else	7%	(4)	—	(0)	74%	(39)	19%	(10)	53
2016 Vote: Hillary Clinton	7%	(47)	7%	(51)	78%	(565)	8%	(59)	723
2016 Vote: Donald Trump	4%	(30)	6%	(40)	80%	(544)	9%	(62)	676
2016 Vote: Other	6%	(7)	3%	(3)	77%	(93)	14%	(17)	120
2016 Vote: Didn't Vote	5%	(31)	4%	(24)	72%	(489)	19%	(130)	674
Voted in 2014: Yes	5%	(70)	6%	(74)	80%	(1026)	9%	(114)	1284
Voted in 2014: No	5%	(46)	5%	(48)	73%	(668)	17%	(154)	916

Continued on next page

**Table FWP1\_12:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(115)	6%	(122)	77%	(1694)	12%	(269)	2200
2012 Vote: Barack Obama	5%	(45)	6%	(51)	81%	(687)	8%	(66)	849
2012 Vote: Mitt Romney	4%	(19)	5%	(26)	82%	(408)	9%	(43)	496
2012 Vote: Other	11%	(8)	1%	(0)	74%	(53)	14%	(10)	72
2012 Vote: Didn't Vote	5%	(43)	6%	(44)	70%	(544)	19%	(150)	782
4-Region: Northeast	4%	(15)	7%	(27)	77%	(305)	12%	(46)	394
4-Region: Midwest	7%	(33)	2%	(9)	78%	(360)	13%	(60)	462
4-Region: South	4%	(32)	6%	(51)	76%	(625)	14%	(116)	824
4-Region: West	7%	(36)	7%	(34)	78%	(404)	9%	(46)	520

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

**Table FWPI\_13: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(115)	5%	(117)	77%	(1687)	13%	(281)	2200
Gender: Male	5%	(56)	8%	(84)	75%	(798)	12%	(124)	1062
Gender: Female	5%	(59)	3%	(34)	78%	(889)	14%	(157)	1138
Age: 18-34	7%	(45)	10%	(67)	68%	(446)	15%	(97)	655
Age: 35-44	7%	(25)	8%	(27)	74%	(264)	12%	(42)	358
Age: 45-64	4%	(30)	3%	(20)	79%	(594)	14%	(107)	751
Age: 65+	4%	(15)	1%	(3)	88%	(383)	8%	(35)	436
GenZers: 1997-2012	5%	(12)	10%	(25)	74%	(185)	11%	(29)	250
Millennials: 1981-1996	7%	(38)	10%	(56)	68%	(388)	16%	(91)	573
GenXers: 1965-1980	5%	(29)	5%	(26)	76%	(423)	14%	(75)	553
Baby Boomers: 1946-1964	4%	(30)	1%	(9)	84%	(611)	11%	(77)	727
PID: Dem (no lean)	6%	(53)	6%	(50)	77%	(655)	11%	(92)	849
PID: Ind (no lean)	4%	(27)	4%	(24)	73%	(470)	19%	(119)	641
PID: Rep (no lean)	5%	(35)	6%	(44)	79%	(562)	10%	(69)	710
PID/Gender: Dem Men	7%	(27)	9%	(37)	74%	(292)	10%	(40)	396
PID/Gender: Dem Women	6%	(26)	3%	(12)	80%	(362)	11%	(52)	452
PID/Gender: Ind Men	3%	(8)	5%	(16)	75%	(232)	17%	(52)	309
PID/Gender: Ind Women	6%	(19)	2%	(8)	72%	(238)	20%	(67)	332
PID/Gender: Rep Men	6%	(21)	9%	(31)	77%	(274)	9%	(31)	357
PID/Gender: Rep Women	4%	(14)	4%	(13)	81%	(288)	11%	(38)	354
Ideo: Liberal (1-3)	5%	(31)	7%	(46)	80%	(498)	8%	(50)	625
Ideo: Moderate (4)	5%	(31)	4%	(24)	81%	(510)	11%	(68)	633
Ideo: Conservative (5-7)	5%	(38)	6%	(42)	78%	(563)	11%	(79)	724
Educ: < College	5%	(77)	5%	(81)	74%	(1121)	15%	(232)	1512
Educ: Bachelors degree	6%	(25)	3%	(15)	83%	(369)	8%	(35)	444
Educ: Post-grad	5%	(13)	9%	(21)	81%	(197)	6%	(13)	244
Income: Under 50k	5%	(64)	5%	(68)	74%	(917)	16%	(194)	1243
Income: 50k-100k	5%	(32)	4%	(30)	79%	(529)	11%	(75)	666
Income: 100k+	6%	(19)	7%	(19)	83%	(242)	4%	(12)	291
Ethnicity: White	5%	(88)	4%	(71)	79%	(1367)	11%	(196)	1722

Continued on next page

**Table FWP1\_13: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
 Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(115)	5%	(117)	77%	(1687)	13%	(281)	2200
Ethnicity: Hispanic	11%	(38)	6%	(21)	67%	(236)	16%	(54)	349
Ethnicity: Black	5%	(14)	15%	(40)	62%	(170)	18%	(50)	274
Ethnicity: Other	7%	(13)	3%	(6)	74%	(150)	17%	(34)	204
All Christian	6%	(61)	5%	(56)	80%	(852)	9%	(101)	1070
All Non-Christian	8%	(9)	12%	(13)	70%	(79)	10%	(11)	113
Atheist	3%	(3)	8%	(9)	84%	(90)	5%	(5)	106
Agnostic/Nothing in particular	5%	(28)	4%	(24)	73%	(403)	18%	(99)	554
Something Else	4%	(14)	4%	(15)	74%	(263)	18%	(64)	357
Religious Non-Protestant/Catholic	7%	(10)	11%	(16)	73%	(106)	9%	(12)	144
Evangelical	5%	(31)	6%	(34)	76%	(437)	12%	(69)	572
Non-Evangelical	5%	(43)	4%	(30)	80%	(643)	11%	(93)	809
Community: Urban	5%	(32)	9%	(55)	70%	(428)	15%	(93)	608
Community: Suburban	5%	(54)	4%	(40)	80%	(838)	11%	(116)	1048
Community: Rural	5%	(29)	4%	(23)	77%	(422)	13%	(71)	545
Employ: Private Sector	6%	(37)	8%	(53)	78%	(493)	8%	(52)	635
Employ: Government	11%	(14)	6%	(8)	74%	(101)	9%	(12)	136
Employ: Self-Employed	7%	(14)	9%	(16)	66%	(121)	18%	(33)	184
Employ: Homemaker	3%	(3)	—	(1)	79%	(98)	18%	(23)	124
Employ: Retired	4%	(22)	1%	(8)	86%	(461)	8%	(44)	535
Employ: Unemployed	5%	(17)	4%	(14)	70%	(231)	20%	(66)	329
Employ: Other	4%	(4)	8%	(9)	62%	(74)	27%	(32)	120
Military HH: Yes	4%	(14)	8%	(27)	77%	(252)	11%	(35)	328
Military HH: No	5%	(101)	5%	(90)	77%	(1435)	13%	(245)	1872
RD/WT: Right Direction	7%	(50)	8%	(54)	68%	(450)	17%	(111)	665
RD/WT: Wrong Track	4%	(66)	4%	(63)	81%	(1237)	11%	(170)	1535
Trump Job Approve	6%	(49)	6%	(57)	75%	(658)	13%	(117)	881
Trump Job Disapprove	5%	(63)	5%	(60)	80%	(982)	10%	(120)	1225

Continued on next page

**Table FWPI\_13:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(115)	5%	(117)	77%	(1687)	13%	(281)	2200
Trump Job Strongly Approve	5%	(25)	7%	(38)	74%	(377)	13%	(68)	508
Trump Job Somewhat Approve	7%	(24)	5%	(19)	75%	(281)	13%	(49)	373
Trump Job Somewhat Disapprove	10%	(24)	8%	(19)	77%	(188)	5%	(13)	244
Trump Job Strongly Disapprove	4%	(39)	4%	(40)	81%	(795)	11%	(107)	981
Favorable of Trump	6%	(52)	7%	(59)	75%	(658)	12%	(106)	875
Unfavorable of Trump	5%	(59)	4%	(53)	81%	(982)	10%	(121)	1216
Very Favorable of Trump	5%	(26)	8%	(44)	73%	(399)	14%	(75)	544
Somewhat Favorable of Trump	8%	(26)	5%	(15)	78%	(259)	9%	(31)	330
Somewhat Unfavorable of Trump	6%	(12)	8%	(15)	82%	(160)	4%	(8)	196
Very Unfavorable of Trump	5%	(48)	4%	(38)	81%	(821)	11%	(113)	1020
#1 Issue: Economy	5%	(36)	4%	(33)	80%	(636)	11%	(85)	790
#1 Issue: Security	7%	(17)	11%	(29)	67%	(172)	15%	(38)	257
#1 Issue: Health Care	7%	(28)	4%	(16)	77%	(302)	12%	(46)	391
#1 Issue: Medicare / Social Security	7%	(20)	5%	(15)	74%	(223)	15%	(44)	301
#1 Issue: Women's Issues	7%	(8)	7%	(8)	72%	(86)	14%	(17)	119
#1 Issue: Education	3%	(4)	6%	(7)	75%	(92)	16%	(19)	123
#1 Issue: Energy	1%	(1)	6%	(4)	85%	(61)	8%	(6)	71
#1 Issue: Other	1%	(1)	3%	(5)	78%	(115)	18%	(26)	147
2018 House Vote: Democrat	6%	(49)	5%	(37)	80%	(641)	10%	(79)	805
2018 House Vote: Republican	5%	(31)	6%	(38)	80%	(506)	9%	(59)	634
2018 House Vote: Someone else	7%	(4)	—	(0)	74%	(39)	19%	(10)	53
2016 Vote: Hillary Clinton	6%	(45)	6%	(46)	78%	(566)	9%	(65)	723
2016 Vote: Donald Trump	4%	(29)	6%	(38)	80%	(544)	10%	(65)	676
2016 Vote: Other	5%	(6)	6%	(7)	76%	(91)	14%	(17)	120
2016 Vote: Didn't Vote	5%	(32)	4%	(26)	72%	(483)	20%	(134)	674
Voted in 2014: Yes	6%	(71)	5%	(59)	80%	(1030)	10%	(124)	1284
Voted in 2014: No	5%	(44)	6%	(58)	72%	(657)	17%	(157)	916

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**Table FWP1\_13:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(115)	5%	(117)	77%	(1687)	13%	(281)	2200
2012 Vote: Barack Obama	6%	(52)	4%	(37)	81%	(691)	8%	(69)	849
2012 Vote: Mitt Romney	5%	(23)	5%	(26)	81%	(403)	9%	(43)	496
2012 Vote: Other	6%	(4)	1%	(0)	73%	(53)	21%	(15)	72
2012 Vote: Didn't Vote	5%	(36)	7%	(54)	69%	(538)	20%	(154)	782
4-Region: Northeast	5%	(18)	4%	(18)	79%	(310)	12%	(48)	394
4-Region: Midwest	5%	(24)	4%	(18)	79%	(363)	12%	(57)	462
4-Region: South	4%	(36)	6%	(47)	75%	(618)	15%	(123)	824
4-Region: West	7%	(37)	7%	(34)	76%	(396)	10%	(53)	520

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

**Table FWPI\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(107)	6%	(123)	77%	(1697)	12%	(273)	2200
Gender: Male	4%	(47)	8%	(81)	76%	(806)	12%	(128)	1062
Gender: Female	5%	(60)	4%	(43)	78%	(891)	13%	(145)	1138
Age: 18-34	6%	(36)	10%	(66)	69%	(454)	15%	(98)	655
Age: 35-44	7%	(24)	9%	(33)	73%	(260)	11%	(41)	358
Age: 45-64	4%	(32)	3%	(20)	80%	(599)	13%	(99)	751
Age: 65+	3%	(15)	1%	(4)	88%	(383)	8%	(34)	436
GenZers: 1997-2012	5%	(12)	10%	(26)	74%	(185)	11%	(28)	250
Millennials: 1981-1996	5%	(28)	9%	(54)	69%	(398)	16%	(93)	573
GenXers: 1965-1980	5%	(30)	6%	(31)	77%	(424)	12%	(69)	553
Baby Boomers: 1946-1964	4%	(32)	2%	(11)	84%	(610)	10%	(75)	727
PID: Dem (no lean)	5%	(45)	6%	(55)	77%	(657)	11%	(92)	849
PID: Ind (no lean)	4%	(27)	4%	(28)	73%	(471)	18%	(116)	641
PID: Rep (no lean)	5%	(35)	6%	(41)	80%	(569)	9%	(65)	710
PID/Gender: Dem Men	5%	(20)	9%	(37)	75%	(296)	11%	(44)	396
PID/Gender: Dem Women	6%	(26)	4%	(18)	80%	(361)	10%	(47)	452
PID/Gender: Ind Men	3%	(10)	4%	(14)	75%	(233)	17%	(53)	309
PID/Gender: Ind Women	5%	(17)	4%	(14)	72%	(238)	19%	(64)	332
PID/Gender: Rep Men	5%	(18)	8%	(30)	78%	(277)	9%	(31)	357
PID/Gender: Rep Women	5%	(17)	3%	(11)	83%	(292)	10%	(34)	354
Ideo: Liberal (1-3)	4%	(27)	7%	(42)	80%	(502)	9%	(53)	625
Ideo: Moderate (4)	5%	(30)	4%	(27)	81%	(511)	10%	(65)	633
Ideo: Conservative (5-7)	5%	(38)	6%	(43)	79%	(571)	10%	(72)	724
Educ: < College	5%	(76)	6%	(85)	75%	(1133)	14%	(219)	1512
Educ: Bachelors degree	4%	(20)	4%	(19)	83%	(367)	9%	(38)	444
Educ: Post-grad	5%	(11)	8%	(20)	81%	(198)	6%	(15)	244
Income: Under 50k	5%	(67)	5%	(67)	74%	(925)	15%	(184)	1243
Income: 50k-100k	4%	(25)	5%	(36)	80%	(532)	11%	(73)	666
Income: 100k+	5%	(16)	7%	(20)	82%	(239)	5%	(16)	291
Ethnicity: White	5%	(83)	5%	(80)	80%	(1370)	11%	(188)	1722

Continued on next page

**Table FWP1\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(107)	6%	(123)	77%	(1697)	12%	(273)	2200
Ethnicity: Hispanic	8%	(27)	9%	(31)	68%	(238)	15%	(54)	349
Ethnicity: Black	4%	(12)	11%	(30)	65%	(179)	20%	(54)	274
Ethnicity: Other	6%	(13)	6%	(13)	72%	(148)	15%	(31)	204
All Christian	5%	(51)	6%	(64)	80%	(856)	9%	(100)	1070
All Non-Christian	7%	(8)	10%	(11)	70%	(79)	13%	(15)	113
Atheist	7%	(7)	5%	(5)	84%	(89)	5%	(5)	106
Agnostic/Nothing in particular	4%	(25)	4%	(21)	74%	(411)	18%	(98)	554
Something Else	5%	(17)	6%	(23)	73%	(262)	16%	(56)	357
Religious Non-Protestant/Catholic	8%	(12)	9%	(13)	71%	(103)	11%	(16)	144
Evangelical	5%	(29)	7%	(41)	76%	(437)	11%	(64)	572
Non-Evangelical	4%	(34)	5%	(39)	80%	(649)	11%	(87)	809
Community: Urban	5%	(32)	9%	(52)	72%	(436)	14%	(88)	608
Community: Suburban	4%	(46)	4%	(46)	80%	(839)	11%	(116)	1048
Community: Rural	5%	(29)	5%	(25)	77%	(422)	13%	(69)	545
Employ: Private Sector	4%	(28)	9%	(55)	78%	(498)	8%	(54)	635
Employ: Government	10%	(13)	6%	(8)	74%	(101)	10%	(13)	136
Employ: Self-Employed	7%	(13)	11%	(19)	67%	(123)	16%	(29)	184
Employ: Homemaker	2%	(3)	1%	(1)	79%	(98)	18%	(23)	124
Employ: Retired	4%	(21)	1%	(6)	87%	(466)	8%	(42)	535
Employ: Unemployed	5%	(16)	5%	(18)	70%	(232)	19%	(64)	329
Employ: Other	6%	(8)	8%	(10)	62%	(74)	24%	(29)	120
Military HH: Yes	4%	(14)	6%	(18)	79%	(258)	11%	(38)	328
Military HH: No	5%	(93)	6%	(105)	77%	(1439)	13%	(235)	1872
RD/WT: Right Direction	6%	(42)	9%	(61)	69%	(458)	16%	(104)	665
RD/WT: Wrong Track	4%	(65)	4%	(62)	81%	(1238)	11%	(169)	1535
Trump Job Approve	5%	(46)	6%	(54)	76%	(669)	13%	(112)	881
Trump Job Disapprove	5%	(60)	5%	(67)	80%	(984)	9%	(115)	1225

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**Table FWPI\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(107)	6%	(123)	77%	(1697)	12%	(273)	2200
Trump Job Strongly Approve	4%	(20)	7%	(33)	77%	(393)	12%	(62)	508
Trump Job Somewhat Approve	7%	(26)	6%	(21)	74%	(276)	13%	(50)	373
Trump Job Somewhat Disapprove	10%	(25)	7%	(17)	77%	(189)	6%	(14)	244
Trump Job Strongly Disapprove	4%	(35)	5%	(50)	81%	(795)	10%	(101)	981
Favorable of Trump	5%	(48)	6%	(57)	77%	(670)	11%	(100)	875
Unfavorable of Trump	5%	(58)	5%	(60)	81%	(981)	10%	(117)	1216
Very Favorable of Trump	4%	(24)	7%	(37)	76%	(413)	13%	(71)	544
Somewhat Favorable of Trump	7%	(24)	6%	(19)	78%	(258)	9%	(29)	330
Somewhat Unfavorable of Trump	7%	(14)	6%	(12)	83%	(162)	4%	(8)	196
Very Unfavorable of Trump	4%	(44)	5%	(48)	80%	(818)	11%	(109)	1020
#1 Issue: Economy	4%	(32)	5%	(40)	81%	(640)	10%	(78)	790
#1 Issue: Security	4%	(11)	9%	(23)	70%	(181)	16%	(41)	257
#1 Issue: Health Care	6%	(24)	5%	(18)	78%	(306)	11%	(44)	391
#1 Issue: Medicare / Social Security	8%	(24)	5%	(15)	73%	(220)	14%	(43)	301
#1 Issue: Women's Issues	6%	(7)	10%	(12)	69%	(83)	15%	(18)	119
#1 Issue: Education	6%	(8)	4%	(6)	74%	(91)	15%	(19)	123
#1 Issue: Energy	1%	(1)	10%	(7)	84%	(60)	5%	(4)	71
#1 Issue: Other	1%	(1)	2%	(3)	79%	(117)	18%	(26)	147
2018 House Vote: Democrat	6%	(47)	5%	(39)	80%	(643)	10%	(77)	805
2018 House Vote: Republican	4%	(28)	6%	(39)	81%	(513)	9%	(54)	634
2018 House Vote: Someone else	7%	(4)	—	(0)	74%	(39)	19%	(10)	53
2016 Vote: Hillary Clinton	6%	(44)	5%	(39)	79%	(572)	9%	(68)	723
2016 Vote: Donald Trump	4%	(28)	6%	(38)	81%	(550)	9%	(60)	676
2016 Vote: Other	5%	(6)	6%	(7)	75%	(90)	14%	(17)	120
2016 Vote: Didn't Vote	4%	(30)	5%	(35)	71%	(481)	19%	(128)	674
Voted in 2014: Yes	5%	(63)	5%	(65)	81%	(1037)	9%	(120)	1284
Voted in 2014: No	5%	(44)	6%	(59)	72%	(660)	17%	(153)	916

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**Table FWP1\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(107)	6%	(123)	77%	(1697)	12%	(273)	2200
2012 Vote: Barack Obama	5%	(45)	5%	(41)	82%	(696)	8%	(66)	849
2012 Vote: Mitt Romney	5%	(23)	5%	(27)	82%	(406)	8%	(40)	496
2012 Vote: Other	6%	(4)	1%	(0)	73%	(53)	21%	(15)	72
2012 Vote: Didn't Vote	4%	(35)	7%	(54)	69%	(541)	19%	(152)	782
4-Region: Northeast	3%	(12)	6%	(25)	79%	(309)	12%	(48)	394
4-Region: Midwest	5%	(23)	3%	(16)	78%	(363)	13%	(61)	462
4-Region: South	4%	(32)	6%	(46)	77%	(631)	14%	(114)	824
4-Region: West	8%	(40)	7%	(36)	76%	(394)	10%	(50)	520

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

**Table FWPI\_15: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
*Late-December*

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(105)	6%	(126)	77%	(1697)	12%	(271)	2200
Gender: Male	5%	(49)	8%	(90)	75%	(796)	12%	(128)	1062
Gender: Female	5%	(57)	3%	(37)	79%	(901)	13%	(143)	1138
Age: 18-34	6%	(37)	11%	(70)	69%	(454)	14%	(94)	655
Age: 35-44	6%	(22)	9%	(32)	73%	(261)	12%	(42)	358
Age: 45-64	4%	(31)	3%	(21)	80%	(599)	13%	(100)	751
Age: 65+	3%	(15)	1%	(3)	88%	(383)	8%	(35)	436
GenZers: 1997-2012	5%	(12)	10%	(26)	76%	(189)	9%	(24)	250
Millennials: 1981-1996	5%	(29)	11%	(62)	68%	(390)	16%	(92)	573
GenXers: 1965-1980	5%	(28)	5%	(25)	77%	(428)	13%	(72)	553
Baby Boomers: 1946-1964	4%	(32)	2%	(13)	84%	(609)	10%	(74)	727
PID: Dem (no lean)	6%	(50)	7%	(58)	77%	(652)	10%	(88)	849
PID: Ind (no lean)	4%	(27)	4%	(27)	74%	(474)	18%	(113)	641
PID: Rep (no lean)	4%	(28)	6%	(41)	81%	(572)	10%	(70)	710
PID/Gender: Dem Men	6%	(24)	11%	(44)	72%	(287)	11%	(42)	396
PID/Gender: Dem Women	6%	(26)	3%	(14)	81%	(365)	10%	(46)	452
PID/Gender: Ind Men	3%	(8)	5%	(15)	75%	(233)	17%	(52)	309
PID/Gender: Ind Women	6%	(19)	4%	(12)	73%	(241)	18%	(61)	332
PID/Gender: Rep Men	5%	(16)	9%	(30)	78%	(277)	9%	(33)	357
PID/Gender: Rep Women	3%	(12)	3%	(10)	83%	(295)	10%	(36)	354
Ideo: Liberal (1-3)	4%	(26)	8%	(51)	80%	(500)	8%	(48)	625
Ideo: Moderate (4)	5%	(33)	4%	(26)	80%	(505)	11%	(69)	633
Ideo: Conservative (5-7)	5%	(35)	5%	(39)	79%	(573)	11%	(76)	724
Educ: < College	5%	(73)	6%	(88)	75%	(1131)	15%	(220)	1512
Educ: Bachelors degree	5%	(23)	4%	(18)	83%	(367)	8%	(35)	444
Educ: Post-grad	4%	(9)	8%	(21)	81%	(199)	7%	(16)	244
Income: Under 50k	5%	(63)	6%	(69)	75%	(927)	15%	(184)	1243
Income: 50k-100k	4%	(24)	6%	(41)	79%	(528)	11%	(73)	666
Income: 100k+	6%	(18)	6%	(16)	83%	(242)	5%	(15)	291
Ethnicity: White	5%	(78)	5%	(90)	79%	(1366)	11%	(188)	1722

Continued on next page

**Table FWP1\_15: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
 Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(105)	6%	(126)	77%	(1697)	12%	(271)	2200
Ethnicity: Hispanic	8%	(28)	9%	(32)	69%	(241)	14%	(49)	349
Ethnicity: Black	6%	(16)	10%	(28)	64%	(176)	20%	(54)	274
Ethnicity: Other	6%	(11)	4%	(9)	76%	(155)	14%	(29)	204
All Christian	5%	(56)	5%	(54)	81%	(862)	9%	(97)	1070
All Non-Christian	7%	(8)	15%	(17)	68%	(77)	9%	(10)	113
Atheist	2%	(2)	9%	(10)	84%	(90)	5%	(5)	106
Agnostic/Nothing in particular	5%	(27)	4%	(24)	73%	(402)	18%	(102)	554
Something Else	3%	(12)	6%	(22)	75%	(267)	16%	(57)	357
Religious Non-Protestant/Catholic	7%	(10)	12%	(17)	73%	(105)	8%	(12)	144
Evangelical	5%	(30)	6%	(33)	77%	(443)	11%	(65)	572
Non-Evangelical	4%	(36)	5%	(42)	80%	(646)	10%	(85)	809
Community: Urban	5%	(32)	9%	(54)	71%	(432)	15%	(90)	608
Community: Suburban	5%	(48)	4%	(44)	80%	(841)	11%	(114)	1048
Community: Rural	5%	(25)	5%	(28)	78%	(424)	12%	(68)	545
Employ: Private Sector	5%	(29)	8%	(50)	79%	(500)	9%	(56)	635
Employ: Government	10%	(14)	5%	(7)	75%	(102)	10%	(13)	136
Employ: Self-Employed	7%	(12)	14%	(25)	64%	(117)	16%	(29)	184
Employ: Homemaker	3%	(4)	—	(1)	78%	(97)	18%	(23)	124
Employ: Retired	4%	(21)	2%	(8)	87%	(465)	8%	(41)	535
Employ: Unemployed	4%	(14)	6%	(18)	70%	(231)	20%	(65)	329
Employ: Other	4%	(4)	9%	(11)	64%	(76)	24%	(29)	120
Military HH: Yes	3%	(11)	10%	(32)	76%	(250)	11%	(35)	328
Military HH: No	5%	(94)	5%	(94)	77%	(1447)	13%	(236)	1872
RD/WT: Right Direction	6%	(37)	10%	(69)	68%	(454)	16%	(105)	665
RD/WT: Wrong Track	4%	(69)	4%	(58)	81%	(1243)	11%	(166)	1535
Trump Job Approve	4%	(37)	7%	(62)	76%	(672)	13%	(110)	881
Trump Job Disapprove	5%	(65)	5%	(64)	80%	(980)	9%	(116)	1225

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**Table FWPI\_15: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?**  
*Late-December*

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(105)	6%	(126)	77%	(1697)	12%	(271)	2200
Trump Job Strongly Approve	3%	(15)	8%	(41)	76%	(387)	13%	(65)	508
Trump Job Somewhat Approve	6%	(22)	6%	(21)	76%	(285)	12%	(45)	373
Trump Job Somewhat Disapprove	12%	(30)	7%	(16)	75%	(183)	6%	(15)	244
Trump Job Strongly Disapprove	4%	(35)	5%	(48)	81%	(797)	10%	(101)	981
Favorable of Trump	4%	(38)	7%	(59)	77%	(675)	12%	(102)	875
Unfavorable of Trump	5%	(64)	5%	(62)	80%	(977)	9%	(113)	1216
Very Favorable of Trump	4%	(19)	8%	(44)	74%	(405)	14%	(75)	544
Somewhat Favorable of Trump	6%	(19)	4%	(15)	82%	(270)	8%	(27)	330
Somewhat Unfavorable of Trump	8%	(16)	7%	(15)	80%	(157)	4%	(8)	196
Very Unfavorable of Trump	5%	(48)	5%	(47)	80%	(819)	10%	(105)	1020
#1 Issue: Economy	4%	(29)	5%	(42)	81%	(640)	10%	(80)	790
#1 Issue: Security	6%	(14)	10%	(27)	69%	(177)	15%	(38)	257
#1 Issue: Health Care	7%	(29)	4%	(14)	78%	(305)	11%	(44)	391
#1 Issue: Medicare / Social Security	6%	(18)	5%	(15)	75%	(226)	14%	(42)	301
#1 Issue: Women's Issues	7%	(9)	10%	(12)	68%	(82)	14%	(17)	119
#1 Issue: Education	5%	(6)	7%	(8)	74%	(91)	14%	(18)	123
#1 Issue: Energy	1%	(1)	9%	(6)	82%	(58)	9%	(6)	71
#1 Issue: Other	1%	(1)	1%	(2)	80%	(118)	18%	(26)	147
2018 House Vote: Democrat	6%	(48)	6%	(45)	79%	(640)	9%	(72)	805
2018 House Vote: Republican	4%	(28)	6%	(36)	81%	(512)	9%	(58)	634
2018 House Vote: Someone else	5%	(2)	3%	(1)	72%	(38)	21%	(11)	53
2016 Vote: Hillary Clinton	6%	(45)	6%	(47)	79%	(568)	9%	(62)	723
2016 Vote: Donald Trump	4%	(25)	5%	(33)	82%	(554)	9%	(63)	676
2016 Vote: Other	6%	(7)	4%	(5)	75%	(90)	15%	(18)	120
2016 Vote: Didn't Vote	4%	(28)	6%	(37)	71%	(482)	19%	(127)	674
Voted in 2014: Yes	5%	(67)	5%	(63)	81%	(1035)	9%	(118)	1284
Voted in 2014: No	4%	(38)	7%	(63)	72%	(662)	17%	(153)	916

Continued on next page



**Table FWP1\_15:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Halloween?

Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(105)	6%	(126)	77%	(1697)	12%	(271)	2200
2012 Vote: Barack Obama	5%	(46)	6%	(48)	82%	(692)	7%	(63)	849
2012 Vote: Mitt Romney	5%	(23)	4%	(18)	83%	(413)	8%	(41)	496
2012 Vote: Other	4%	(3)	2%	(2)	71%	(51)	22%	(16)	72
2012 Vote: Didn't Vote	4%	(33)	7%	(58)	69%	(539)	19%	(151)	782
4-Region: Northeast	3%	(14)	7%	(27)	78%	(306)	12%	(47)	394
4-Region: Midwest	5%	(24)	5%	(21)	78%	(362)	12%	(55)	462
4-Region: South	4%	(30)	6%	(47)	76%	(627)	15%	(120)	824
4-Region: West	7%	(38)	6%	(31)	77%	(403)	9%	(49)	520

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

**Table FWP2\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	83%	(1826)	5%	(110)	3%	(58)	9%	(206)	2200
Gender: Male	79%	(836)	7%	(79)	4%	(45)	10%	(102)	1062
Gender: Female	87%	(991)	3%	(30)	1%	(13)	9%	(104)	1138
Age: 18-34	74%	(486)	8%	(53)	4%	(28)	14%	(89)	655
Age: 35-44	78%	(278)	9%	(33)	3%	(12)	10%	(34)	358
Age: 45-64	88%	(660)	3%	(20)	2%	(13)	8%	(57)	751
Age: 65+	92%	(403)	1%	(3)	1%	(4)	6%	(26)	436
GenZers: 1997-2012	81%	(203)	7%	(19)	2%	(4)	10%	(25)	250
Millennials: 1981-1996	73%	(418)	8%	(49)	5%	(29)	14%	(78)	573
GenXers: 1965-1980	83%	(462)	5%	(29)	3%	(14)	9%	(48)	553
Baby Boomers: 1946-1964	91%	(661)	2%	(13)	1%	(8)	6%	(45)	727
PID: Dem (no lean)	83%	(702)	7%	(59)	2%	(21)	8%	(66)	849
PID: Ind (no lean)	81%	(518)	3%	(18)	1%	(9)	15%	(97)	641
PID: Rep (no lean)	85%	(606)	5%	(33)	4%	(28)	6%	(43)	710
PID/Gender: Dem Men	77%	(304)	11%	(45)	4%	(15)	8%	(33)	396
PID/Gender: Dem Women	88%	(398)	3%	(15)	1%	(6)	7%	(34)	452
PID/Gender: Ind Men	78%	(242)	4%	(11)	3%	(8)	15%	(48)	309
PID/Gender: Ind Women	83%	(276)	2%	(7)	—	(1)	15%	(49)	332
PID/Gender: Rep Men	81%	(289)	7%	(24)	6%	(22)	6%	(21)	357
PID/Gender: Rep Women	90%	(317)	3%	(9)	2%	(6)	6%	(22)	354
Ideo: Liberal (1-3)	83%	(521)	7%	(43)	4%	(23)	6%	(38)	625
Ideo: Moderate (4)	86%	(545)	4%	(25)	2%	(11)	8%	(52)	633
Ideo: Conservative (5-7)	86%	(625)	5%	(34)	3%	(21)	6%	(44)	724
Educ: < College	82%	(1238)	4%	(68)	2%	(36)	11%	(170)	1512
Educ: Bachelors degree	86%	(383)	6%	(25)	3%	(12)	5%	(24)	444
Educ: Post-grad	84%	(205)	7%	(17)	4%	(10)	5%	(12)	244
Income: Under 50k	83%	(1027)	4%	(56)	2%	(29)	11%	(131)	1243
Income: 50k-100k	83%	(556)	5%	(31)	2%	(15)	10%	(65)	666
Income: 100k+	84%	(244)	8%	(23)	5%	(14)	3%	(10)	291
Ethnicity: White	85%	(1458)	4%	(75)	3%	(44)	8%	(144)	1722

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**Table FWP2\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	83%	(1826)	5%	(110)	3%	(58)	9%	(206)	2200
Ethnicity: Hispanic	72%	(252)	9%	(33)	5%	(18)	13%	(47)	349
Ethnicity: Black	77%	(210)	9%	(25)	2%	(6)	12%	(34)	274
Ethnicity: Other	77%	(158)	5%	(10)	4%	(8)	14%	(29)	204
All Christian	86%	(917)	5%	(54)	3%	(32)	6%	(67)	1070
All Non-Christian	75%	(84)	10%	(11)	8%	(9)	8%	(9)	113
Atheist	84%	(90)	10%	(10)	—	(0)	5%	(6)	106
Agnostic/Nothing in particular	79%	(437)	4%	(20)	2%	(10)	16%	(86)	554
Something Else	83%	(298)	4%	(15)	2%	(6)	11%	(39)	357
Religious Non-Protestant/Catholic	79%	(114)	7%	(11)	6%	(9)	7%	(10)	144
Evangelical	84%	(481)	6%	(34)	3%	(15)	8%	(43)	572
Non-Evangelical	86%	(692)	4%	(34)	3%	(22)	7%	(60)	809
Community: Urban	76%	(464)	8%	(47)	5%	(29)	11%	(67)	608
Community: Suburban	86%	(903)	4%	(43)	2%	(21)	8%	(81)	1048
Community: Rural	84%	(459)	4%	(19)	1%	(8)	11%	(58)	545
Employ: Private Sector	82%	(520)	7%	(47)	5%	(32)	6%	(37)	635
Employ: Government	79%	(108)	12%	(16)	3%	(4)	6%	(8)	136
Employ: Self-Employed	72%	(133)	7%	(13)	6%	(11)	14%	(27)	184
Employ: Homemaker	84%	(104)	3%	(4)	2%	(2)	12%	(14)	124
Employ: Retired	91%	(488)	2%	(9)	1%	(4)	6%	(34)	535
Employ: Unemployed	79%	(258)	4%	(13)	1%	(4)	16%	(54)	329
Employ: Other	81%	(97)	3%	(4)	—	(0)	16%	(19)	120
Military HH: Yes	85%	(278)	5%	(17)	5%	(15)	6%	(19)	328
Military HH: No	83%	(1548)	5%	(93)	2%	(43)	10%	(187)	1872
RD/WT: Right Direction	75%	(500)	7%	(47)	6%	(39)	12%	(79)	665
RD/WT: Wrong Track	86%	(1327)	4%	(63)	1%	(19)	8%	(127)	1535
Trump Job Approve	82%	(724)	5%	(44)	4%	(38)	8%	(74)	881
Trump Job Disapprove	86%	(1053)	5%	(65)	2%	(19)	7%	(88)	1225

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**Table FWP2\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	83%	(1826)	5%	(110)	3%	(58)	9%	(206)	2200
Trump Job Strongly Approve	81%	(413)	5%	(26)	5%	(26)	8%	(42)	508
Trump Job Somewhat Approve	84%	(311)	5%	(17)	3%	(12)	9%	(32)	373
Trump Job Somewhat Disapprove	81%	(198)	10%	(24)	5%	(12)	4%	(11)	244
Trump Job Strongly Disapprove	87%	(855)	4%	(41)	1%	(7)	8%	(78)	981
Favorable of Trump	82%	(721)	5%	(48)	4%	(39)	8%	(68)	875
Unfavorable of Trump	87%	(1052)	5%	(59)	1%	(18)	7%	(86)	1216
Very Favorable of Trump	81%	(439)	5%	(30)	5%	(29)	9%	(47)	544
Somewhat Favorable of Trump	85%	(282)	5%	(18)	3%	(10)	6%	(21)	330
Somewhat Unfavorable of Trump	86%	(168)	7%	(14)	4%	(7)	3%	(7)	196
Very Unfavorable of Trump	87%	(884)	4%	(45)	1%	(11)	8%	(80)	1020
#1 Issue: Economy	85%	(672)	5%	(36)	2%	(20)	8%	(62)	790
#1 Issue: Security	78%	(201)	9%	(24)	4%	(11)	9%	(22)	257
#1 Issue: Health Care	85%	(334)	3%	(11)	4%	(14)	8%	(32)	391
#1 Issue: Medicare / Social Security	83%	(250)	5%	(15)	1%	(2)	12%	(35)	301
#1 Issue: Women's Issues	75%	(89)	6%	(8)	5%	(6)	14%	(17)	119
#1 Issue: Education	81%	(100)	6%	(7)	3%	(3)	10%	(12)	123
#1 Issue: Energy	81%	(58)	10%	(7)	3%	(2)	6%	(4)	71
#1 Issue: Other	84%	(124)	1%	(2)	—	(0)	14%	(21)	147
2018 House Vote: Democrat	86%	(695)	6%	(52)	1%	(8)	6%	(50)	805
2018 House Vote: Republican	87%	(549)	5%	(29)	4%	(26)	5%	(31)	634
2018 House Vote: Someone else	77%	(41)	2%	(1)	—	(0)	21%	(11)	53
2016 Vote: Hillary Clinton	85%	(611)	7%	(53)	3%	(19)	5%	(39)	723
2016 Vote: Donald Trump	88%	(593)	4%	(30)	3%	(18)	5%	(35)	676
2016 Vote: Other	82%	(99)	2%	(3)	1%	(1)	14%	(17)	120
2016 Vote: Didn't Vote	77%	(520)	4%	(24)	2%	(15)	17%	(114)	674
Voted in 2014: Yes	86%	(1104)	5%	(66)	3%	(40)	6%	(73)	1284
Voted in 2014: No	79%	(722)	5%	(44)	2%	(18)	14%	(133)	916

Continued on next page

**Table FWP2\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	83%	(1826)	5%	(110)	3%	(58)	9%	(206)	2200
2012 Vote: Barack Obama	87%	(737)	6%	(51)	3%	(23)	4%	(38)	849
2012 Vote: Mitt Romney	88%	(437)	3%	(16)	3%	(15)	6%	(28)	496
2012 Vote: Other	79%	(57)	2%	(1)	6%	(4)	13%	(10)	72
2012 Vote: Didn't Vote	76%	(594)	5%	(41)	2%	(16)	17%	(130)	782
4-Region: Northeast	81%	(317)	6%	(23)	4%	(15)	10%	(39)	394
4-Region: Midwest	87%	(401)	3%	(16)	1%	(6)	8%	(39)	462
4-Region: South	81%	(671)	5%	(43)	3%	(22)	11%	(88)	824
4-Region: West	84%	(437)	5%	(28)	3%	(14)	8%	(40)	520

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

**Table FWP2\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1812)	5%	(119)	3%	(55)	10%	(214)	2200
Gender: Male	77%	(818)	9%	(96)	4%	(41)	10%	(106)	1062
Gender: Female	87%	(993)	2%	(23)	1%	(14)	9%	(107)	1138
Age: 18-34	72%	(473)	10%	(63)	4%	(28)	14%	(91)	655
Age: 35-44	77%	(277)	10%	(34)	3%	(11)	10%	(35)	358
Age: 45-64	88%	(660)	3%	(20)	1%	(9)	8%	(62)	751
Age: 65+	92%	(402)	1%	(2)	2%	(7)	6%	(25)	436
GenZers: 1997-2012	77%	(194)	9%	(22)	2%	(6)	11%	(28)	250
Millennials: 1981-1996	72%	(411)	9%	(54)	5%	(28)	14%	(81)	573
GenXers: 1965-1980	84%	(466)	6%	(33)	2%	(10)	8%	(44)	553
Baby Boomers: 1946-1964	91%	(660)	1%	(11)	1%	(6)	7%	(50)	727
PID: Dem (no lean)	83%	(701)	7%	(58)	2%	(16)	9%	(73)	849
PID: Ind (no lean)	80%	(515)	3%	(18)	2%	(12)	15%	(95)	641
PID: Rep (no lean)	84%	(595)	6%	(43)	4%	(27)	6%	(45)	710
PID/Gender: Dem Men	75%	(298)	13%	(51)	3%	(12)	9%	(35)	396
PID/Gender: Dem Women	89%	(403)	2%	(8)	1%	(4)	8%	(37)	452
PID/Gender: Ind Men	78%	(241)	4%	(13)	2%	(8)	15%	(47)	309
PID/Gender: Ind Women	82%	(274)	2%	(6)	1%	(4)	15%	(48)	332
PID/Gender: Rep Men	78%	(279)	9%	(33)	6%	(21)	7%	(24)	357
PID/Gender: Rep Women	90%	(317)	3%	(10)	2%	(5)	6%	(22)	354
Ideo: Liberal (1-3)	82%	(511)	8%	(49)	4%	(24)	7%	(41)	625
Ideo: Moderate (4)	86%	(544)	4%	(25)	1%	(8)	9%	(56)	633
Ideo: Conservative (5-7)	86%	(621)	5%	(37)	3%	(20)	6%	(45)	724
Educ: < College	81%	(1230)	5%	(72)	2%	(34)	12%	(177)	1512
Educ: Bachelors degree	85%	(377)	6%	(28)	3%	(12)	6%	(27)	444
Educ: Post-grad	84%	(205)	8%	(19)	4%	(10)	4%	(10)	244
Income: Under 50k	82%	(1014)	5%	(63)	2%	(27)	11%	(139)	1243
Income: 50k-100k	83%	(550)	5%	(35)	2%	(16)	10%	(65)	666
Income: 100k+	85%	(247)	7%	(21)	5%	(13)	3%	(9)	291
Ethnicity: White	84%	(1450)	5%	(87)	2%	(37)	9%	(148)	1722

Continued on next page

**Table FWP2\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1812)	5%	(119)	3%	(55)	10%	(214)	2200
Ethnicity: Hispanic	71%	(247)	12%	(41)	4%	(15)	13%	(47)	349
Ethnicity: Black	74%	(203)	7%	(20)	4%	(11)	15%	(40)	274
Ethnicity: Other	78%	(159)	6%	(12)	4%	(7)	13%	(26)	204
All Christian	85%	(908)	6%	(68)	2%	(25)	6%	(68)	1070
All Non-Christian	72%	(82)	11%	(12)	8%	(9)	9%	(10)	113
Atheist	83%	(88)	9%	(10)	3%	(3)	5%	(6)	106
Agnostic/Nothing in particular	78%	(431)	4%	(21)	2%	(10)	17%	(92)	554
Something Else	85%	(302)	2%	(8)	2%	(9)	11%	(38)	357
Religious Non-Protestant/Catholic	76%	(109)	10%	(14)	6%	(9)	8%	(11)	144
Evangelical	84%	(481)	6%	(34)	3%	(17)	7%	(41)	572
Non-Evangelical	85%	(691)	5%	(39)	2%	(16)	8%	(62)	809
Community: Urban	75%	(457)	9%	(54)	4%	(24)	12%	(72)	608
Community: Suburban	86%	(903)	4%	(43)	2%	(21)	8%	(81)	1048
Community: Rural	83%	(452)	4%	(22)	2%	(10)	11%	(61)	545
Employ: Private Sector	80%	(512)	10%	(60)	5%	(29)	5%	(35)	635
Employ: Government	78%	(106)	11%	(15)	4%	(5)	7%	(10)	136
Employ: Self-Employed	74%	(136)	6%	(12)	5%	(9)	14%	(27)	184
Employ: Homemaker	84%	(104)	3%	(4)	—	(0)	13%	(16)	124
Employ: Retired	91%	(487)	1%	(4)	1%	(5)	7%	(39)	535
Employ: Unemployed	78%	(257)	4%	(13)	1%	(5)	16%	(53)	329
Employ: Other	79%	(95)	5%	(6)	—	(0)	16%	(19)	120
Military HH: Yes	84%	(277)	3%	(11)	6%	(19)	6%	(21)	328
Military HH: No	82%	(1534)	6%	(109)	2%	(36)	10%	(193)	1872
RD/WT: Right Direction	74%	(491)	9%	(60)	5%	(34)	12%	(80)	665
RD/WT: Wrong Track	86%	(1321)	4%	(60)	1%	(21)	9%	(134)	1535
Trump Job Approve	81%	(713)	6%	(53)	4%	(35)	9%	(79)	881
Trump Job Disapprove	86%	(1049)	5%	(65)	2%	(19)	8%	(93)	1225

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**Table FWP2\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1812)	5%	(119)	3%	(55)	10%	(214)	2200
Trump Job Strongly Approve	79%	(402)	8%	(40)	4%	(21)	9%	(45)	508
Trump Job Somewhat Approve	84%	(311)	3%	(13)	4%	(14)	9%	(34)	373
Trump Job Somewhat Disapprove	82%	(200)	10%	(24)	4%	(9)	5%	(11)	244
Trump Job Strongly Disapprove	87%	(849)	4%	(41)	1%	(10)	8%	(82)	981
Favorable of Trump	81%	(710)	7%	(62)	4%	(34)	8%	(69)	875
Unfavorable of Trump	86%	(1047)	5%	(56)	2%	(21)	8%	(93)	1216
Very Favorable of Trump	79%	(430)	8%	(42)	5%	(25)	9%	(48)	544
Somewhat Favorable of Trump	85%	(281)	6%	(20)	3%	(9)	6%	(21)	330
Somewhat Unfavorable of Trump	84%	(166)	7%	(14)	4%	(9)	4%	(8)	196
Very Unfavorable of Trump	86%	(881)	4%	(42)	1%	(12)	8%	(85)	1020
#1 Issue: Economy	85%	(673)	5%	(37)	2%	(18)	8%	(62)	790
#1 Issue: Security	76%	(194)	12%	(31)	3%	(8)	9%	(24)	257
#1 Issue: Health Care	84%	(328)	3%	(14)	4%	(14)	9%	(35)	391
#1 Issue: Medicare / Social Security	82%	(247)	5%	(14)	1%	(4)	12%	(36)	301
#1 Issue: Women's Issues	77%	(92)	6%	(7)	3%	(4)	13%	(16)	119
#1 Issue: Education	76%	(93)	8%	(10)	5%	(6)	11%	(14)	123
#1 Issue: Energy	86%	(62)	5%	(4)	—	(0)	8%	(6)	71
#1 Issue: Other	83%	(122)	1%	(2)	1%	(2)	14%	(21)	147
2018 House Vote: Democrat	87%	(697)	6%	(46)	1%	(10)	6%	(52)	805
2018 House Vote: Republican	85%	(538)	6%	(36)	4%	(25)	6%	(35)	634
2018 House Vote: Someone else	74%	(39)	5%	(2)	4%	(2)	18%	(9)	53
2016 Vote: Hillary Clinton	85%	(613)	6%	(46)	3%	(20)	6%	(44)	723
2016 Vote: Donald Trump	87%	(587)	5%	(31)	3%	(19)	6%	(39)	676
2016 Vote: Other	81%	(97)	5%	(6)	1%	(1)	13%	(16)	120
2016 Vote: Didn't Vote	76%	(512)	5%	(32)	2%	(15)	17%	(115)	674
Voted in 2014: Yes	86%	(1099)	5%	(69)	3%	(37)	6%	(79)	1284
Voted in 2014: No	78%	(713)	5%	(50)	2%	(18)	15%	(135)	916

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**Table FWP2\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1812)	5%	(119)	3%	(55)	10%	(214)	2200
2012 Vote: Barack Obama	87%	(740)	6%	(49)	2%	(21)	5%	(39)	849
2012 Vote: Mitt Romney	86%	(428)	5%	(25)	3%	(15)	6%	(28)	496
2012 Vote: Other	77%	(56)	4%	(3)	6%	(4)	13%	(10)	72
2012 Vote: Didn't Vote	75%	(587)	6%	(43)	2%	(16)	17%	(136)	782
4-Region: Northeast	80%	(314)	7%	(27)	3%	(11)	10%	(41)	394
4-Region: Midwest	86%	(396)	4%	(18)	1%	(5)	9%	(43)	462
4-Region: South	82%	(673)	5%	(39)	3%	(21)	11%	(91)	824
4-Region: West	82%	(428)	7%	(34)	4%	(18)	8%	(40)	520

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

**Table FWP2\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1798)	6%	(132)	3%	(57)	10%	(213)	2200
Gender: Male	77%	(814)	9%	(99)	4%	(41)	10%	(107)	1062
Gender: Female	86%	(983)	3%	(33)	1%	(16)	9%	(106)	1138
Age: 18-34	72%	(470)	10%	(67)	5%	(31)	13%	(87)	655
Age: 35-44	78%	(278)	9%	(31)	3%	(9)	11%	(40)	358
Age: 45-64	86%	(649)	4%	(31)	1%	(11)	8%	(60)	751
Age: 65+	92%	(401)	1%	(3)	2%	(7)	6%	(26)	436
GenZers: 1997-2012	78%	(195)	8%	(21)	4%	(11)	9%	(23)	250
Millennials: 1981-1996	70%	(404)	10%	(60)	4%	(24)	15%	(85)	573
GenXers: 1965-1980	83%	(460)	7%	(37)	2%	(10)	8%	(45)	553
Baby Boomers: 1946-1964	90%	(656)	2%	(15)	1%	(7)	7%	(49)	727
PID: Dem (no lean)	82%	(692)	8%	(68)	2%	(14)	9%	(75)	849
PID: Ind (no lean)	81%	(517)	4%	(23)	2%	(10)	14%	(92)	641
PID: Rep (no lean)	83%	(589)	6%	(41)	5%	(34)	7%	(46)	710
PID/Gender: Dem Men	74%	(291)	14%	(56)	2%	(10)	10%	(39)	396
PID/Gender: Dem Women	88%	(400)	3%	(12)	1%	(4)	8%	(36)	452
PID/Gender: Ind Men	78%	(242)	5%	(16)	2%	(6)	14%	(45)	309
PID/Gender: Ind Women	83%	(274)	2%	(7)	1%	(4)	14%	(47)	332
PID/Gender: Rep Men	79%	(281)	8%	(28)	7%	(25)	7%	(23)	357
PID/Gender: Rep Women	87%	(309)	4%	(13)	2%	(9)	7%	(23)	354
Ideo: Liberal (1-3)	81%	(508)	10%	(61)	3%	(18)	6%	(37)	625
Ideo: Moderate (4)	86%	(544)	4%	(25)	1%	(9)	9%	(55)	633
Ideo: Conservative (5-7)	84%	(611)	5%	(37)	4%	(25)	7%	(50)	724
Educ: < College	81%	(1219)	6%	(85)	2%	(36)	11%	(173)	1512
Educ: Bachelors degree	84%	(375)	7%	(29)	2%	(11)	6%	(29)	444
Educ: Post-grad	84%	(204)	7%	(18)	4%	(10)	5%	(12)	244
Income: Under 50k	81%	(1004)	6%	(70)	3%	(33)	11%	(136)	1243
Income: 50k-100k	83%	(551)	6%	(40)	2%	(10)	10%	(65)	666
Income: 100k+	83%	(242)	8%	(23)	5%	(14)	4%	(12)	291
Ethnicity: White	84%	(1446)	6%	(95)	2%	(36)	8%	(145)	1722

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**Table FWP2\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1798)	6%	(132)	3%	(57)	10%	(213)	2200
Ethnicity: Hispanic	70%	(246)	13%	(47)	3%	(10)	13%	(47)	349
Ethnicity: Black	70%	(191)	10%	(26)	6%	(15)	15%	(41)	274
Ethnicity: Other	79%	(160)	5%	(11)	3%	(6)	13%	(27)	204
All Christian	84%	(897)	7%	(75)	3%	(29)	6%	(68)	1070
All Non-Christian	71%	(80)	8%	(9)	8%	(9)	12%	(14)	113
Atheist	82%	(87)	10%	(10)	3%	(3)	5%	(6)	106
Agnostic/Nothing in particular	79%	(437)	3%	(18)	2%	(13)	15%	(86)	554
Something Else	83%	(295)	6%	(20)	1%	(2)	11%	(40)	357
Religious Non-Protestant/Catholic	72%	(104)	10%	(15)	7%	(9)	11%	(16)	144
Evangelical	82%	(467)	8%	(44)	3%	(16)	8%	(44)	572
Non-Evangelical	85%	(689)	5%	(43)	2%	(15)	8%	(61)	809
Community: Urban	75%	(456)	9%	(52)	5%	(31)	11%	(69)	608
Community: Suburban	85%	(894)	6%	(58)	2%	(17)	7%	(78)	1048
Community: Rural	82%	(448)	4%	(22)	2%	(9)	12%	(65)	545
Employ: Private Sector	81%	(514)	8%	(52)	5%	(31)	6%	(38)	635
Employ: Government	76%	(104)	13%	(17)	4%	(6)	7%	(9)	136
Employ: Self-Employed	71%	(131)	11%	(20)	5%	(9)	13%	(25)	184
Employ: Homemaker	82%	(102)	4%	(5)	1%	(1)	13%	(16)	124
Employ: Retired	91%	(487)	1%	(4)	1%	(7)	7%	(37)	535
Employ: Unemployed	78%	(255)	5%	(18)	1%	(2)	16%	(54)	329
Employ: Other	75%	(90)	9%	(10)	1%	(1)	16%	(19)	120
Military HH: Yes	83%	(271)	9%	(28)	4%	(12)	5%	(17)	328
Military HH: No	82%	(1526)	6%	(104)	2%	(45)	10%	(196)	1872
RD/WT: Right Direction	74%	(490)	9%	(58)	5%	(35)	12%	(81)	665
RD/WT: Wrong Track	85%	(1307)	5%	(74)	1%	(22)	9%	(132)	1535
Trump Job Approve	80%	(709)	6%	(56)	4%	(39)	9%	(77)	881
Trump Job Disapprove	85%	(1039)	6%	(75)	1%	(15)	8%	(95)	1225

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**Table FWP2\_3: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late August**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1798)	6%	(132)	3%	(57)	10%	(213)	2200
Trump Job Strongly Approve	79%	(402)	7%	(36)	5%	(25)	9%	(44)	508
Trump Job Somewhat Approve	82%	(306)	5%	(19)	4%	(14)	9%	(33)	373
Trump Job Somewhat Disapprove	82%	(199)	11%	(26)	2%	(5)	6%	(14)	244
Trump Job Strongly Disapprove	86%	(840)	5%	(49)	1%	(10)	8%	(82)	981
Favorable of Trump	80%	(704)	7%	(63)	4%	(36)	8%	(72)	875
Unfavorable of Trump	86%	(1041)	5%	(66)	2%	(19)	7%	(91)	1216
Very Favorable of Trump	79%	(430)	7%	(40)	5%	(26)	9%	(48)	544
Somewhat Favorable of Trump	83%	(274)	7%	(24)	3%	(10)	7%	(24)	330
Somewhat Unfavorable of Trump	85%	(167)	8%	(16)	3%	(5)	4%	(8)	196
Very Unfavorable of Trump	86%	(873)	5%	(49)	1%	(14)	8%	(83)	1020
#1 Issue: Economy	85%	(672)	5%	(43)	2%	(12)	8%	(63)	790
#1 Issue: Security	75%	(193)	9%	(24)	7%	(18)	8%	(21)	257
#1 Issue: Health Care	83%	(326)	5%	(18)	4%	(15)	8%	(33)	391
#1 Issue: Medicare / Social Security	82%	(246)	5%	(15)	2%	(5)	11%	(35)	301
#1 Issue: Women's Issues	76%	(90)	10%	(12)	—	(0)	14%	(17)	119
#1 Issue: Education	79%	(96)	8%	(10)	4%	(5)	9%	(11)	123
#1 Issue: Energy	81%	(58)	5%	(3)	2%	(1)	13%	(9)	71
#1 Issue: Other	79%	(116)	5%	(7)	—	(0)	16%	(24)	147
2018 House Vote: Democrat	86%	(690)	7%	(54)	1%	(7)	7%	(55)	805
2018 House Vote: Republican	84%	(535)	5%	(34)	5%	(29)	6%	(36)	634
2018 House Vote: Someone else	75%	(40)	4%	(2)	—	(0)	21%	(11)	53
2016 Vote: Hillary Clinton	84%	(608)	8%	(59)	2%	(12)	6%	(43)	723
2016 Vote: Donald Trump	85%	(578)	5%	(35)	4%	(24)	6%	(40)	676
2016 Vote: Other	81%	(97)	3%	(3)	3%	(4)	13%	(16)	120
2016 Vote: Didn't Vote	76%	(512)	5%	(31)	3%	(17)	17%	(114)	674
Voted in 2014: Yes	85%	(1089)	6%	(78)	3%	(36)	6%	(81)	1284
Voted in 2014: No	77%	(709)	6%	(54)	2%	(21)	14%	(132)	916

Continued on next page

**Table FWP2\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1798)	6%	(132)	3%	(57)	10%	(213)	2200
2012 Vote: Barack Obama	87%	(735)	7%	(59)	2%	(14)	5%	(40)	849
2012 Vote: Mitt Romney	86%	(424)	4%	(20)	5%	(23)	6%	(30)	496
2012 Vote: Other	77%	(56)	9%	(7)	—	(0)	13%	(10)	72
2012 Vote: Didn't Vote	74%	(582)	6%	(46)	3%	(21)	17%	(133)	782
4-Region: Northeast	80%	(314)	9%	(36)	1%	(3)	10%	(41)	394
4-Region: Midwest	85%	(393)	4%	(19)	2%	(11)	8%	(39)	462
4-Region: South	81%	(666)	5%	(43)	2%	(20)	12%	(95)	824
4-Region: West	82%	(425)	7%	(35)	4%	(22)	7%	(38)	520

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

**Table FWP2\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	79%	(1729)	9%	(201)	3%	(61)	10%	(209)	2200
Gender: Male	75%	(794)	11%	(119)	4%	(45)	10%	(104)	1062
Gender: Female	82%	(935)	7%	(82)	1%	(16)	9%	(105)	1138
Age: 18-34	69%	(454)	13%	(87)	4%	(27)	13%	(87)	655
Age: 35-44	72%	(257)	15%	(55)	2%	(9)	10%	(37)	358
Age: 45-64	83%	(625)	6%	(47)	2%	(18)	8%	(61)	751
Age: 65+	90%	(393)	3%	(12)	2%	(7)	6%	(25)	436
GenZers: 1997-2012	76%	(190)	12%	(29)	2%	(6)	10%	(25)	250
Millennials: 1981-1996	67%	(384)	15%	(85)	4%	(25)	14%	(79)	573
GenXers: 1965-1980	78%	(433)	10%	(56)	3%	(15)	9%	(49)	553
Baby Boomers: 1946-1964	88%	(642)	4%	(27)	2%	(12)	6%	(46)	727
PID: Dem (no lean)	78%	(660)	11%	(97)	2%	(19)	9%	(73)	849
PID: Ind (no lean)	77%	(496)	6%	(37)	2%	(13)	15%	(96)	641
PID: Rep (no lean)	81%	(573)	10%	(67)	4%	(29)	6%	(41)	710
PID/Gender: Dem Men	72%	(286)	16%	(64)	3%	(12)	9%	(35)	396
PID/Gender: Dem Women	83%	(374)	7%	(33)	2%	(7)	8%	(38)	452
PID/Gender: Ind Men	76%	(234)	5%	(16)	3%	(10)	16%	(49)	309
PID/Gender: Ind Women	79%	(262)	6%	(21)	1%	(3)	14%	(46)	332
PID/Gender: Rep Men	77%	(274)	11%	(39)	7%	(23)	6%	(20)	357
PID/Gender: Rep Women	84%	(299)	8%	(28)	2%	(6)	6%	(21)	354
Ideo: Liberal (1-3)	78%	(489)	11%	(71)	4%	(22)	7%	(42)	625
Ideo: Moderate (4)	81%	(511)	9%	(54)	2%	(11)	9%	(57)	633
Ideo: Conservative (5-7)	83%	(598)	8%	(61)	3%	(22)	6%	(43)	724
Educ: < College	77%	(1171)	9%	(132)	3%	(40)	11%	(169)	1512
Educ: Bachelors degree	82%	(364)	9%	(41)	2%	(10)	7%	(29)	444
Educ: Post-grad	80%	(194)	12%	(28)	4%	(11)	4%	(11)	244
Income: Under 50k	78%	(971)	8%	(104)	3%	(37)	11%	(131)	1243
Income: 50k-100k	79%	(529)	9%	(61)	2%	(10)	10%	(67)	666
Income: 100k+	79%	(229)	12%	(36)	5%	(14)	4%	(11)	291
Ethnicity: White	81%	(1388)	8%	(146)	3%	(43)	8%	(144)	1722

Continued on next page

**Table FWP2\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	79%	(1729)	9%	(201)	3%	(61)	10%	(209)	2200
Ethnicity: Hispanic	68%	(239)	14%	(48)	5%	(17)	13%	(46)	349
Ethnicity: Black	67%	(184)	15%	(42)	3%	(9)	15%	(40)	274
Ethnicity: Other	77%	(157)	6%	(13)	4%	(9)	12%	(25)	204
All Christian	81%	(861)	9%	(101)	3%	(35)	7%	(72)	1070
All Non-Christian	75%	(85)	11%	(13)	6%	(7)	8%	(9)	113
Atheist	81%	(87)	10%	(10)	4%	(4)	5%	(6)	106
Agnostic/Nothing in particular	75%	(416)	7%	(41)	2%	(11)	15%	(85)	554
Something Else	78%	(280)	10%	(36)	1%	(4)	10%	(37)	357
Religious Non-Protestant/Catholic	75%	(109)	11%	(16)	5%	(7)	9%	(13)	144
Evangelical	79%	(450)	11%	(60)	3%	(20)	7%	(42)	572
Non-Evangelical	81%	(658)	9%	(69)	2%	(19)	8%	(62)	809
Community: Urban	72%	(436)	13%	(76)	5%	(29)	11%	(67)	608
Community: Suburban	82%	(863)	8%	(80)	2%	(24)	8%	(81)	1048
Community: Rural	79%	(429)	8%	(45)	2%	(8)	11%	(62)	545
Employ: Private Sector	77%	(486)	13%	(81)	5%	(31)	6%	(37)	635
Employ: Government	77%	(105)	11%	(15)	4%	(6)	7%	(10)	136
Employ: Self-Employed	69%	(127)	15%	(28)	2%	(5)	13%	(24)	184
Employ: Homemaker	78%	(97)	8%	(10)	1%	(1)	13%	(16)	124
Employ: Retired	89%	(473)	4%	(21)	1%	(6)	6%	(34)	535
Employ: Unemployed	75%	(247)	5%	(18)	2%	(7)	17%	(57)	329
Employ: Other	69%	(83)	12%	(14)	4%	(4)	16%	(19)	120
Military HH: Yes	81%	(265)	10%	(32)	5%	(15)	5%	(17)	328
Military HH: No	78%	(1464)	9%	(170)	2%	(46)	10%	(192)	1872
RD/WT: Right Direction	70%	(467)	13%	(89)	4%	(29)	12%	(79)	665
RD/WT: Wrong Track	82%	(1261)	7%	(112)	2%	(32)	8%	(130)	1535
Trump Job Approve	78%	(689)	10%	(86)	4%	(32)	8%	(74)	881
Trump Job Disapprove	81%	(992)	9%	(112)	2%	(26)	8%	(95)	1225

Continued on next page

**Table FWP2\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	79%	(1729)	9%	(201)	3%	(61)	10%	(209)	2200
Trump Job Strongly Approve	76%	(388)	12%	(60)	4%	(21)	8%	(40)	508
Trump Job Somewhat Approve	81%	(301)	7%	(27)	3%	(12)	9%	(34)	373
Trump Job Somewhat Disapprove	78%	(191)	14%	(34)	3%	(7)	5%	(13)	244
Trump Job Strongly Disapprove	82%	(801)	8%	(78)	2%	(20)	8%	(82)	981
Favorable of Trump	78%	(682)	10%	(92)	4%	(34)	8%	(67)	875
Unfavorable of Trump	82%	(997)	9%	(104)	2%	(23)	8%	(92)	1216
Very Favorable of Trump	76%	(412)	11%	(59)	5%	(28)	8%	(45)	544
Somewhat Favorable of Trump	82%	(270)	10%	(33)	2%	(6)	7%	(22)	330
Somewhat Unfavorable of Trump	80%	(157)	12%	(24)	3%	(7)	4%	(8)	196
Very Unfavorable of Trump	82%	(840)	8%	(79)	2%	(16)	8%	(84)	1020
#1 Issue: Economy	82%	(649)	8%	(62)	2%	(19)	8%	(60)	790
#1 Issue: Security	72%	(186)	15%	(38)	4%	(11)	9%	(22)	257
#1 Issue: Health Care	79%	(309)	8%	(30)	4%	(16)	9%	(36)	391
#1 Issue: Medicare / Social Security	77%	(233)	9%	(26)	3%	(8)	11%	(35)	301
#1 Issue: Women's Issues	75%	(89)	11%	(13)	—	(0)	14%	(17)	119
#1 Issue: Education	73%	(90)	14%	(18)	2%	(3)	10%	(12)	123
#1 Issue: Energy	84%	(60)	6%	(5)	1%	(1)	8%	(6)	71
#1 Issue: Other	77%	(113)	6%	(9)	2%	(3)	15%	(22)	147
2018 House Vote: Democrat	83%	(667)	9%	(72)	2%	(14)	6%	(52)	805
2018 House Vote: Republican	82%	(520)	9%	(58)	4%	(26)	5%	(29)	634
2018 House Vote: Someone else	70%	(37)	13%	(7)	—	(0)	18%	(9)	53
2016 Vote: Hillary Clinton	81%	(583)	10%	(75)	3%	(22)	6%	(43)	723
2016 Vote: Donald Trump	83%	(560)	9%	(59)	3%	(22)	5%	(34)	676
2016 Vote: Other	79%	(95)	7%	(9)	1%	(1)	13%	(16)	120
2016 Vote: Didn't Vote	73%	(489)	8%	(54)	2%	(16)	17%	(116)	674
Voted in 2014: Yes	82%	(1050)	10%	(122)	3%	(36)	6%	(75)	1284
Voted in 2014: No	74%	(679)	9%	(79)	3%	(25)	15%	(134)	916

Continued on next page



**Table FWP2\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	79%	(1729)	9%	(201)	3%	(61)	10%	(209)	2200
2012 Vote: Barack Obama	83%	(704)	10%	(85)	2%	(19)	5%	(40)	849
2012 Vote: Mitt Romney	83%	(414)	8%	(41)	3%	(14)	5%	(26)	496
2012 Vote: Other	73%	(52)	7%	(5)	7%	(5)	14%	(10)	72
2012 Vote: Didn't Vote	71%	(557)	9%	(70)	3%	(22)	17%	(133)	782
4-Region: Northeast	75%	(296)	11%	(45)	2%	(8)	11%	(45)	394
4-Region: Midwest	83%	(384)	6%	(26)	3%	(14)	8%	(38)	462
4-Region: South	77%	(638)	9%	(74)	3%	(22)	11%	(90)	824
4-Region: West	79%	(411)	11%	(56)	3%	(17)	7%	(36)	520

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

**Table FWP2\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	76%	(1669)	12%	(259)	3%	(62)	10%	(210)	2200
Gender: Male	72%	(766)	13%	(142)	5%	(50)	10%	(104)	1062
Gender: Female	79%	(903)	10%	(117)	1%	(12)	9%	(106)	1138
Age: 18-34	66%	(433)	16%	(108)	3%	(22)	14%	(92)	655
Age: 35-44	67%	(241)	19%	(68)	4%	(16)	9%	(33)	358
Age: 45-64	82%	(617)	8%	(59)	2%	(17)	8%	(58)	751
Age: 65+	87%	(378)	6%	(24)	2%	(8)	6%	(26)	436
GenZers: 1997-2012	75%	(189)	12%	(31)	2%	(6)	10%	(25)	250
Millennials: 1981-1996	62%	(356)	19%	(106)	5%	(26)	15%	(84)	573
GenXers: 1965-1980	77%	(424)	13%	(71)	3%	(16)	8%	(43)	553
Baby Boomers: 1946-1964	86%	(625)	6%	(45)	1%	(9)	7%	(48)	727
PID: Dem (no lean)	76%	(645)	13%	(111)	2%	(20)	9%	(73)	849
PID: Ind (no lean)	75%	(480)	9%	(55)	2%	(12)	15%	(94)	641
PID: Rep (no lean)	77%	(545)	13%	(93)	4%	(30)	6%	(43)	710
PID/Gender: Dem Men	69%	(274)	17%	(69)	4%	(16)	10%	(38)	396
PID/Gender: Dem Women	82%	(371)	9%	(42)	1%	(4)	8%	(35)	452
PID/Gender: Ind Men	75%	(231)	8%	(24)	3%	(10)	14%	(45)	309
PID/Gender: Ind Women	75%	(249)	10%	(32)	1%	(2)	15%	(50)	332
PID/Gender: Rep Men	73%	(262)	14%	(49)	7%	(24)	6%	(22)	357
PID/Gender: Rep Women	80%	(283)	12%	(43)	2%	(6)	6%	(21)	354
Ideo: Liberal (1-3)	77%	(478)	14%	(86)	3%	(19)	7%	(41)	625
Ideo: Moderate (4)	78%	(497)	11%	(69)	2%	(14)	8%	(53)	633
Ideo: Conservative (5-7)	79%	(575)	11%	(81)	3%	(24)	6%	(43)	724
Educ: < College	74%	(1126)	11%	(172)	3%	(40)	12%	(175)	1512
Educ: Bachelors degree	80%	(357)	12%	(52)	2%	(10)	6%	(25)	444
Educ: Post-grad	76%	(186)	14%	(35)	5%	(13)	4%	(10)	244
Income: Under 50k	74%	(924)	12%	(149)	3%	(37)	11%	(133)	1243
Income: 50k-100k	79%	(525)	10%	(68)	1%	(9)	10%	(64)	666
Income: 100k+	76%	(220)	15%	(42)	5%	(16)	5%	(13)	291
Ethnicity: White	78%	(1337)	12%	(201)	3%	(44)	8%	(139)	1722

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**Table FWP2\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	76%	(1669)	12%	(259)	3%	(62)	10%	(210)	2200
Ethnicity: Hispanic	67%	(235)	17%	(60)	3%	(11)	12%	(43)	349
Ethnicity: Black	65%	(179)	16%	(44)	2%	(7)	17%	(45)	274
Ethnicity: Other	75%	(153)	7%	(14)	5%	(11)	12%	(25)	204
All Christian	79%	(847)	11%	(122)	3%	(32)	6%	(69)	1070
All Non-Christian	68%	(76)	15%	(17)	8%	(9)	9%	(10)	113
Atheist	79%	(84)	12%	(13)	3%	(4)	5%	(6)	106
Agnostic/Nothing in particular	71%	(394)	11%	(62)	2%	(10)	16%	(88)	554
Something Else	75%	(268)	12%	(44)	2%	(7)	11%	(38)	357
Religious Non-Protestant/Catholic	69%	(100)	17%	(24)	6%	(9)	8%	(11)	144
Evangelical	77%	(438)	13%	(72)	3%	(18)	8%	(43)	572
Non-Evangelical	80%	(648)	10%	(83)	3%	(21)	7%	(57)	809
Community: Urban	69%	(421)	14%	(86)	6%	(35)	11%	(65)	608
Community: Suburban	80%	(835)	11%	(114)	1%	(15)	8%	(84)	1048
Community: Rural	76%	(413)	11%	(59)	2%	(12)	11%	(61)	545
Employ: Private Sector	73%	(467)	15%	(97)	6%	(37)	5%	(35)	635
Employ: Government	73%	(99)	17%	(24)	2%	(3)	8%	(10)	136
Employ: Self-Employed	66%	(122)	19%	(36)	1%	(2)	13%	(24)	184
Employ: Homemaker	75%	(94)	11%	(14)	1%	(1)	13%	(16)	124
Employ: Retired	87%	(464)	6%	(30)	1%	(7)	6%	(34)	535
Employ: Unemployed	72%	(235)	9%	(29)	2%	(7)	17%	(57)	329
Employ: Other	65%	(78)	17%	(20)	3%	(3)	16%	(19)	120
Military HH: Yes	80%	(263)	11%	(36)	4%	(12)	5%	(18)	328
Military HH: No	75%	(1406)	12%	(223)	3%	(51)	10%	(192)	1872
RD/WT: Right Direction	68%	(451)	16%	(105)	5%	(31)	12%	(78)	665
RD/WT: Wrong Track	79%	(1218)	10%	(154)	2%	(31)	9%	(132)	1535
Trump Job Approve	75%	(662)	12%	(109)	4%	(37)	8%	(72)	881
Trump Job Disapprove	78%	(960)	12%	(143)	2%	(25)	8%	(97)	1225

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**Table FWP2\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	76%	(1669)	12%	(259)	3%	(62)	10%	(210)	2200
Trump Job Strongly Approve	73%	(371)	14%	(74)	4%	(22)	8%	(42)	508
Trump Job Somewhat Approve	78%	(291)	10%	(36)	4%	(16)	8%	(31)	373
Trump Job Somewhat Disapprove	72%	(176)	18%	(43)	4%	(10)	6%	(15)	244
Trump Job Strongly Disapprove	80%	(784)	10%	(99)	2%	(15)	8%	(83)	981
Favorable of Trump	75%	(656)	13%	(110)	4%	(39)	8%	(70)	875
Unfavorable of Trump	79%	(961)	12%	(142)	2%	(23)	7%	(90)	1216
Very Favorable of Trump	73%	(395)	14%	(75)	5%	(28)	8%	(46)	544
Somewhat Favorable of Trump	79%	(261)	11%	(35)	3%	(11)	7%	(24)	330
Somewhat Unfavorable of Trump	75%	(146)	18%	(36)	3%	(6)	4%	(8)	196
Very Unfavorable of Trump	80%	(815)	10%	(105)	2%	(17)	8%	(82)	1020
#1 Issue: Economy	79%	(624)	11%	(86)	2%	(18)	8%	(62)	790
#1 Issue: Security	70%	(181)	19%	(49)	3%	(7)	8%	(20)	257
#1 Issue: Health Care	77%	(300)	11%	(43)	4%	(16)	8%	(32)	391
#1 Issue: Medicare / Social Security	75%	(225)	10%	(30)	2%	(7)	13%	(39)	301
#1 Issue: Women's Issues	72%	(86)	15%	(18)	—	(0)	13%	(15)	119
#1 Issue: Education	70%	(86)	15%	(18)	6%	(7)	9%	(11)	123
#1 Issue: Energy	77%	(55)	7%	(5)	6%	(4)	9%	(6)	71
#1 Issue: Other	76%	(112)	6%	(9)	2%	(3)	16%	(23)	147
2018 House Vote: Democrat	81%	(653)	10%	(83)	2%	(18)	6%	(50)	805
2018 House Vote: Republican	78%	(496)	13%	(81)	4%	(25)	5%	(31)	634
2018 House Vote: Someone else	64%	(34)	15%	(8)	—	(0)	21%	(11)	53
2016 Vote: Hillary Clinton	79%	(568)	12%	(85)	4%	(25)	6%	(43)	723
2016 Vote: Donald Trump	79%	(536)	12%	(82)	3%	(23)	5%	(35)	676
2016 Vote: Other	76%	(92)	10%	(12)	1%	(1)	13%	(16)	120
2016 Vote: Didn't Vote	69%	(467)	12%	(80)	2%	(12)	17%	(115)	674
Voted in 2014: Yes	80%	(1022)	11%	(145)	3%	(44)	6%	(74)	1284
Voted in 2014: No	71%	(648)	12%	(114)	2%	(18)	15%	(136)	916

Continued on next page

**Table FWP2\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	76%	(1669)	12%	(259)	3%	(62)	10%	(210)	2200
2012 Vote: Barack Obama	82%	(692)	11%	(97)	3%	(24)	4%	(36)	849
2012 Vote: Mitt Romney	81%	(400)	10%	(51)	3%	(17)	6%	(28)	496
2012 Vote: Other	73%	(52)	7%	(5)	7%	(5)	14%	(10)	72
2012 Vote: Didn't Vote	67%	(524)	14%	(106)	2%	(16)	17%	(136)	782
4-Region: Northeast	74%	(291)	13%	(53)	2%	(9)	10%	(41)	394
4-Region: Midwest	82%	(377)	8%	(39)	2%	(8)	8%	(38)	462
4-Region: South	74%	(612)	11%	(95)	3%	(27)	11%	(91)	824
4-Region: West	75%	(390)	14%	(72)	3%	(18)	8%	(40)	520

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

**Table FWP2\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	71%	(1552)	16%	(359)	4%	(78)	10%	(211)	2200
Gender: Male	68%	(724)	16%	(173)	5%	(57)	10%	(109)	1062
Gender: Female	73%	(828)	16%	(186)	2%	(22)	9%	(102)	1138
Age: 18-34	62%	(408)	18%	(121)	6%	(36)	14%	(89)	655
Age: 35-44	63%	(226)	23%	(81)	4%	(15)	10%	(34)	358
Age: 45-64	75%	(561)	15%	(111)	3%	(19)	8%	(60)	751
Age: 65+	82%	(356)	10%	(45)	2%	(7)	6%	(27)	436
GenZers: 1997-2012	70%	(176)	14%	(35)	5%	(12)	11%	(28)	250
Millennials: 1981-1996	59%	(336)	22%	(125)	6%	(33)	14%	(79)	573
GenXers: 1965-1980	71%	(392)	17%	(96)	4%	(21)	8%	(44)	553
Baby Boomers: 1946-1964	79%	(576)	13%	(93)	1%	(8)	7%	(50)	727
PID: Dem (no lean)	71%	(599)	17%	(148)	4%	(31)	8%	(70)	849
PID: Ind (no lean)	70%	(451)	12%	(80)	3%	(18)	14%	(93)	641
PID: Rep (no lean)	71%	(502)	18%	(131)	4%	(29)	7%	(48)	710
PID/Gender: Dem Men	66%	(263)	19%	(76)	6%	(22)	9%	(36)	396
PID/Gender: Dem Women	74%	(337)	16%	(72)	2%	(9)	8%	(34)	452
PID/Gender: Ind Men	69%	(212)	12%	(37)	4%	(13)	15%	(47)	309
PID/Gender: Ind Women	72%	(239)	13%	(43)	2%	(5)	14%	(46)	332
PID/Gender: Rep Men	70%	(249)	17%	(60)	6%	(22)	7%	(26)	357
PID/Gender: Rep Women	72%	(253)	20%	(71)	2%	(7)	6%	(22)	354
Ideo: Liberal (1-3)	70%	(437)	18%	(111)	5%	(31)	7%	(45)	625
Ideo: Moderate (4)	73%	(460)	16%	(99)	3%	(19)	9%	(55)	633
Ideo: Conservative (5-7)	74%	(539)	16%	(119)	3%	(21)	6%	(46)	724
Educ: < College	69%	(1046)	16%	(239)	3%	(51)	12%	(176)	1512
Educ: Bachelors degree	75%	(332)	16%	(71)	4%	(17)	5%	(23)	444
Educ: Post-grad	71%	(174)	20%	(48)	4%	(10)	5%	(12)	244
Income: Under 50k	69%	(860)	17%	(206)	4%	(44)	11%	(133)	1243
Income: 50k-100k	72%	(483)	15%	(101)	3%	(18)	10%	(64)	666
Income: 100k+	72%	(210)	18%	(52)	5%	(16)	5%	(14)	291
Ethnicity: White	73%	(1250)	16%	(269)	3%	(56)	9%	(147)	1722

Continued on next page

**Table FWP2\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	71%	(1552)	16%	(359)	4%	(78)	10%	(211)	2200
Ethnicity: Hispanic	59%	(206)	25%	(87)	4%	(16)	12%	(40)	349
Ethnicity: Black	62%	(169)	20%	(54)	4%	(10)	15%	(41)	274
Ethnicity: Other	66%	(134)	18%	(36)	6%	(12)	11%	(23)	204
All Christian	73%	(781)	17%	(180)	3%	(35)	7%	(73)	1070
All Non-Christian	63%	(71)	16%	(18)	13%	(15)	8%	(9)	113
Atheist	74%	(78)	18%	(19)	3%	(4)	5%	(5)	106
Agnostic/Nothing in particular	68%	(377)	14%	(77)	3%	(14)	16%	(87)	554
Something Else	69%	(245)	18%	(65)	3%	(11)	10%	(37)	357
Religious Non-Protestant/Catholic	63%	(91)	19%	(27)	10%	(15)	7%	(10)	144
Evangelical	71%	(407)	18%	(103)	4%	(23)	7%	(39)	572
Non-Evangelical	73%	(594)	16%	(128)	3%	(22)	8%	(64)	809
Community: Urban	62%	(378)	20%	(123)	6%	(39)	11%	(67)	608
Community: Suburban	75%	(787)	14%	(147)	3%	(28)	8%	(86)	1048
Community: Rural	71%	(388)	16%	(88)	2%	(11)	11%	(58)	545
Employ: Private Sector	68%	(434)	21%	(130)	5%	(34)	6%	(37)	635
Employ: Government	74%	(100)	14%	(20)	5%	(7)	7%	(9)	136
Employ: Self-Employed	64%	(117)	17%	(31)	6%	(10)	14%	(25)	184
Employ: Homemaker	72%	(90)	14%	(18)	1%	(1)	13%	(16)	124
Employ: Retired	79%	(421)	13%	(71)	1%	(8)	7%	(35)	535
Employ: Unemployed	69%	(225)	12%	(40)	3%	(10)	16%	(53)	329
Employ: Other	55%	(66)	26%	(31)	4%	(4)	16%	(19)	120
Military HH: Yes	76%	(249)	13%	(43)	6%	(20)	5%	(16)	328
Military HH: No	70%	(1303)	17%	(315)	3%	(58)	10%	(195)	1872
RD/WT: Right Direction	65%	(432)	18%	(118)	5%	(36)	12%	(79)	665
RD/WT: Wrong Track	73%	(1121)	16%	(240)	3%	(43)	9%	(132)	1535
Trump Job Approve	70%	(618)	17%	(147)	5%	(42)	8%	(73)	881
Trump Job Disapprove	73%	(891)	17%	(203)	3%	(34)	8%	(97)	1225

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**Table FWP2\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	71%	(1552)	16%	(359)	4%	(78)	10%	(211)	2200
Trump Job Strongly Approve	69%	(353)	18%	(91)	4%	(19)	9%	(45)	508
Trump Job Somewhat Approve	71%	(265)	15%	(56)	6%	(23)	8%	(28)	373
Trump Job Somewhat Disapprove	68%	(165)	19%	(46)	6%	(14)	8%	(18)	244
Trump Job Strongly Disapprove	74%	(726)	16%	(156)	2%	(20)	8%	(79)	981
Favorable of Trump	71%	(624)	17%	(145)	4%	(38)	8%	(69)	875
Unfavorable of Trump	73%	(882)	17%	(203)	3%	(38)	8%	(92)	1216
Very Favorable of Trump	69%	(375)	17%	(95)	5%	(26)	9%	(48)	544
Somewhat Favorable of Trump	75%	(249)	15%	(50)	4%	(12)	6%	(20)	330
Somewhat Unfavorable of Trump	69%	(135)	21%	(42)	6%	(11)	4%	(8)	196
Very Unfavorable of Trump	73%	(748)	16%	(161)	3%	(27)	8%	(84)	1020
#1 Issue: Economy	72%	(566)	18%	(139)	3%	(23)	8%	(63)	790
#1 Issue: Security	68%	(175)	21%	(54)	4%	(12)	6%	(16)	257
#1 Issue: Health Care	72%	(282)	15%	(57)	5%	(19)	8%	(33)	391
#1 Issue: Medicare / Social Security	69%	(207)	16%	(47)	2%	(5)	14%	(42)	301
#1 Issue: Women's Issues	62%	(74)	20%	(24)	6%	(7)	12%	(14)	119
#1 Issue: Education	69%	(85)	15%	(18)	5%	(7)	11%	(13)	123
#1 Issue: Energy	73%	(52)	14%	(10)	3%	(2)	9%	(7)	71
#1 Issue: Other	76%	(111)	7%	(10)	3%	(4)	15%	(22)	147
2018 House Vote: Democrat	76%	(611)	15%	(123)	3%	(20)	6%	(51)	805
2018 House Vote: Republican	74%	(470)	16%	(101)	5%	(29)	5%	(34)	634
2018 House Vote: Someone else	68%	(36)	14%	(7)	—	(0)	18%	(9)	53
2016 Vote: Hillary Clinton	73%	(525)	17%	(119)	4%	(32)	6%	(46)	723
2016 Vote: Donald Trump	75%	(509)	16%	(107)	3%	(23)	5%	(37)	676
2016 Vote: Other	70%	(84)	14%	(17)	3%	(4)	13%	(16)	120
2016 Vote: Didn't Vote	64%	(431)	16%	(111)	3%	(20)	17%	(112)	674
Voted in 2014: Yes	75%	(958)	16%	(201)	4%	(50)	6%	(75)	1284
Voted in 2014: No	65%	(594)	17%	(158)	3%	(28)	15%	(136)	916

Continued on next page



**Table FWP2\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	71%	(1552)	16%	(359)	4%	(78)	10%	(211)	2200
2012 Vote: Barack Obama	75%	(638)	17%	(146)	3%	(27)	4%	(37)	849
2012 Vote: Mitt Romney	74%	(366)	16%	(80)	4%	(20)	6%	(30)	496
2012 Vote: Other	72%	(52)	7%	(5)	7%	(5)	14%	(10)	72
2012 Vote: Didn't Vote	63%	(495)	16%	(127)	3%	(26)	17%	(133)	782
4-Region: Northeast	69%	(272)	15%	(60)	5%	(19)	11%	(42)	394
4-Region: Midwest	78%	(359)	11%	(49)	3%	(14)	9%	(40)	462
4-Region: South	68%	(560)	18%	(149)	3%	(25)	11%	(91)	824
4-Region: West	69%	(361)	19%	(101)	4%	(20)	7%	(38)	520

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

**Table FWP2\_7: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early October**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	59%	(1297)	28%	(606)	4%	(83)	10%	(214)	2200
Gender: Male	59%	(621)	26%	(273)	5%	(55)	11%	(113)	1062
Gender: Female	59%	(676)	29%	(333)	2%	(28)	9%	(102)	1138
Age: 18-34	53%	(347)	28%	(183)	5%	(31)	14%	(94)	655
Age: 35-44	51%	(181)	35%	(124)	5%	(17)	10%	(35)	358
Age: 45-64	62%	(464)	27%	(204)	3%	(25)	8%	(58)	751
Age: 65+	70%	(305)	22%	(94)	2%	(9)	6%	(27)	436
GenZers: 1997-2012	61%	(152)	26%	(65)	2%	(5)	11%	(28)	250
Millennials: 1981-1996	49%	(282)	30%	(170)	7%	(38)	14%	(83)	573
GenXers: 1965-1980	56%	(311)	32%	(177)	3%	(19)	8%	(46)	553
Baby Boomers: 1946-1964	67%	(485)	25%	(179)	2%	(16)	7%	(47)	727
PID: Dem (no lean)	59%	(500)	29%	(244)	4%	(32)	8%	(72)	849
PID: Ind (no lean)	58%	(374)	25%	(157)	2%	(15)	15%	(95)	641
PID: Rep (no lean)	59%	(422)	29%	(204)	5%	(36)	7%	(48)	710
PID/Gender: Dem Men	58%	(229)	27%	(109)	6%	(22)	9%	(37)	396
PID/Gender: Dem Women	60%	(272)	30%	(136)	2%	(10)	8%	(35)	452
PID/Gender: Ind Men	59%	(182)	22%	(67)	3%	(9)	16%	(50)	309
PID/Gender: Ind Women	58%	(192)	27%	(90)	2%	(6)	13%	(44)	332
PID/Gender: Rep Men	59%	(210)	27%	(97)	7%	(24)	7%	(25)	357
PID/Gender: Rep Women	60%	(212)	30%	(107)	3%	(12)	6%	(23)	354
Ideo: Liberal (1-3)	59%	(371)	28%	(175)	5%	(32)	7%	(47)	625
Ideo: Moderate (4)	62%	(395)	27%	(169)	3%	(17)	8%	(52)	633
Ideo: Conservative (5-7)	61%	(440)	29%	(209)	4%	(27)	7%	(47)	724
Educ: < College	56%	(854)	28%	(430)	3%	(51)	12%	(177)	1512
Educ: Bachelors degree	65%	(290)	25%	(109)	5%	(20)	5%	(24)	444
Educ: Post-grad	63%	(153)	27%	(67)	5%	(12)	5%	(13)	244
Income: Under 50k	58%	(718)	28%	(353)	3%	(40)	11%	(132)	1243
Income: 50k-100k	59%	(394)	27%	(179)	4%	(24)	10%	(68)	666
Income: 100k+	63%	(185)	25%	(74)	6%	(19)	5%	(14)	291
Ethnicity: White	61%	(1048)	27%	(466)	4%	(63)	8%	(145)	1722

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**Table FWP2\_7:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	59%	(1297)	28%	(606)	4%	(83)	10%	(214)	2200
Ethnicity: Hispanic	50%	(174)	32%	(110)	6%	(19)	13%	(46)	349
Ethnicity: Black	52%	(144)	28%	(76)	5%	(13)	15%	(42)	274
Ethnicity: Other	52%	(105)	31%	(64)	4%	(7)	13%	(27)	204
All Christian	62%	(660)	27%	(293)	4%	(44)	7%	(73)	1070
All Non-Christian	60%	(68)	22%	(24)	8%	(9)	10%	(11)	113
Atheist	66%	(70)	22%	(24)	7%	(7)	5%	(6)	106
Agnostic/Nothing in particular	57%	(314)	25%	(139)	3%	(14)	16%	(86)	554
Something Else	52%	(185)	35%	(125)	2%	(9)	11%	(38)	357
Religious Non-Protestant/Catholic	61%	(88)	23%	(34)	6%	(9)	9%	(13)	144
Evangelical	57%	(328)	31%	(177)	4%	(25)	7%	(42)	572
Non-Evangelical	61%	(493)	28%	(227)	3%	(27)	8%	(62)	809
Community: Urban	54%	(330)	30%	(182)	5%	(30)	11%	(66)	608
Community: Suburban	62%	(651)	26%	(276)	4%	(39)	8%	(82)	1048
Community: Rural	58%	(317)	27%	(148)	3%	(14)	12%	(66)	545
Employ: Private Sector	56%	(354)	32%	(201)	6%	(40)	6%	(40)	635
Employ: Government	59%	(80)	27%	(36)	8%	(11)	7%	(9)	136
Employ: Self-Employed	54%	(99)	29%	(54)	4%	(7)	13%	(24)	184
Employ: Homemaker	59%	(73)	28%	(34)	1%	(1)	13%	(16)	124
Employ: Retired	67%	(357)	24%	(129)	2%	(11)	7%	(37)	535
Employ: Unemployed	60%	(198)	21%	(70)	2%	(7)	16%	(53)	329
Employ: Other	39%	(47)	41%	(50)	4%	(4)	16%	(19)	120
Military HH: Yes	66%	(217)	25%	(83)	3%	(8)	6%	(19)	328
Military HH: No	58%	(1080)	28%	(522)	4%	(75)	10%	(195)	1872
RD/WT: Right Direction	53%	(354)	29%	(192)	5%	(33)	13%	(86)	665
RD/WT: Wrong Track	61%	(943)	27%	(414)	3%	(50)	8%	(129)	1535
Trump Job Approve	57%	(502)	29%	(257)	5%	(41)	9%	(81)	881
Trump Job Disapprove	62%	(760)	27%	(331)	3%	(41)	8%	(94)	1225

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**Table FWP2\_7: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early October**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	59%	(1297)	28%	(606)	4%	(83)	10%	(214)	2200
Trump Job Strongly Approve	57%	(288)	29%	(149)	5%	(26)	9%	(45)	508
Trump Job Somewhat Approve	57%	(214)	29%	(108)	4%	(16)	9%	(35)	373
Trump Job Somewhat Disapprove	58%	(140)	33%	(79)	3%	(8)	6%	(16)	244
Trump Job Strongly Disapprove	63%	(620)	26%	(252)	3%	(32)	8%	(78)	981
Favorable of Trump	57%	(503)	29%	(256)	5%	(41)	9%	(75)	875
Unfavorable of Trump	62%	(760)	27%	(326)	3%	(41)	7%	(89)	1216
Very Favorable of Trump	57%	(309)	30%	(162)	4%	(22)	9%	(51)	544
Somewhat Favorable of Trump	58%	(193)	28%	(94)	6%	(19)	7%	(25)	330
Somewhat Unfavorable of Trump	59%	(116)	31%	(62)	5%	(10)	4%	(8)	196
Very Unfavorable of Trump	63%	(644)	26%	(264)	3%	(31)	8%	(80)	1020
#1 Issue: Economy	59%	(469)	29%	(231)	4%	(32)	8%	(59)	790
#1 Issue: Security	57%	(147)	28%	(72)	5%	(14)	9%	(24)	257
#1 Issue: Health Care	61%	(238)	25%	(99)	6%	(22)	8%	(32)	391
#1 Issue: Medicare / Social Security	55%	(165)	30%	(91)	2%	(6)	13%	(40)	301
#1 Issue: Women's Issues	53%	(63)	33%	(39)	1%	(1)	14%	(16)	119
#1 Issue: Education	60%	(74)	26%	(32)	3%	(3)	11%	(13)	123
#1 Issue: Energy	65%	(46)	25%	(18)	1%	(1)	9%	(7)	71
#1 Issue: Other	64%	(95)	17%	(24)	4%	(5)	16%	(23)	147
2018 House Vote: Democrat	63%	(506)	28%	(227)	3%	(20)	6%	(52)	805
2018 House Vote: Republican	62%	(395)	27%	(173)	5%	(31)	5%	(35)	634
2018 House Vote: Someone else	55%	(29)	28%	(15)	—	(0)	16%	(9)	53
2016 Vote: Hillary Clinton	62%	(445)	29%	(211)	3%	(21)	6%	(45)	723
2016 Vote: Donald Trump	62%	(417)	28%	(190)	4%	(30)	6%	(39)	676
2016 Vote: Other	62%	(75)	22%	(26)	3%	(4)	12%	(15)	120
2016 Vote: Didn't Vote	53%	(357)	26%	(178)	4%	(24)	17%	(115)	674
Voted in 2014: Yes	62%	(796)	28%	(360)	4%	(53)	6%	(74)	1284
Voted in 2014: No	55%	(501)	27%	(245)	3%	(30)	15%	(140)	916

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**Table FWP2\_7:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	59%	(1297)	28%	(606)	4%	(83)	10%	(214)	2200
2012 Vote: Barack Obama	61%	(522)	31%	(262)	3%	(29)	4%	(37)	849
2012 Vote: Mitt Romney	63%	(313)	25%	(126)	6%	(29)	6%	(28)	496
2012 Vote: Other	63%	(45)	23%	(17)	1%	(1)	13%	(9)	72
2012 Vote: Didn't Vote	53%	(417)	26%	(201)	3%	(24)	18%	(140)	782
4-Region: Northeast	59%	(231)	26%	(101)	5%	(21)	10%	(40)	394
4-Region: Midwest	63%	(292)	25%	(115)	3%	(13)	9%	(42)	462
4-Region: South	58%	(479)	27%	(223)	4%	(33)	11%	(90)	824
4-Region: West	57%	(295)	32%	(167)	3%	(16)	8%	(43)	520

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

**Table FWP2\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	42%	(922)	45%	(980)	4%	(93)	9%	(205)	2200
Gender: Male	44%	(471)	41%	(431)	5%	(54)	10%	(105)	1062
Gender: Female	40%	(451)	48%	(549)	3%	(39)	9%	(100)	1138
Age: 18-34	38%	(249)	43%	(283)	5%	(33)	14%	(90)	655
Age: 35-44	34%	(123)	50%	(179)	7%	(23)	9%	(32)	358
Age: 45-64	45%	(337)	44%	(333)	3%	(26)	7%	(55)	751
Age: 65+	49%	(213)	43%	(186)	2%	(10)	6%	(27)	436
GenZers: 1997-2012	45%	(112)	40%	(101)	5%	(12)	10%	(25)	250
Millennials: 1981-1996	34%	(194)	46%	(262)	6%	(34)	14%	(83)	573
GenXers: 1965-1980	41%	(228)	47%	(262)	4%	(23)	7%	(40)	553
Baby Boomers: 1946-1964	48%	(352)	43%	(310)	3%	(19)	6%	(47)	727
PID: Dem (no lean)	39%	(335)	49%	(416)	3%	(28)	8%	(69)	849
PID: Ind (no lean)	45%	(285)	37%	(238)	4%	(26)	14%	(92)	641
PID: Rep (no lean)	42%	(302)	46%	(326)	6%	(39)	6%	(44)	710
PID/Gender: Dem Men	40%	(160)	46%	(184)	4%	(17)	9%	(37)	396
PID/Gender: Dem Women	39%	(176)	51%	(232)	2%	(11)	7%	(33)	452
PID/Gender: Ind Men	49%	(150)	31%	(96)	5%	(15)	15%	(48)	309
PID/Gender: Ind Women	41%	(135)	43%	(142)	3%	(12)	13%	(44)	332
PID/Gender: Rep Men	45%	(162)	43%	(152)	6%	(23)	6%	(21)	357
PID/Gender: Rep Women	40%	(140)	49%	(174)	5%	(16)	6%	(23)	354
Ideo: Liberal (1-3)	43%	(266)	46%	(287)	5%	(31)	6%	(41)	625
Ideo: Moderate (4)	43%	(274)	45%	(286)	3%	(19)	9%	(54)	633
Ideo: Conservative (5-7)	44%	(318)	46%	(332)	4%	(30)	6%	(43)	724
Educ: < College	41%	(617)	44%	(659)	4%	(63)	11%	(172)	1512
Educ: Bachelors degree	46%	(206)	45%	(198)	4%	(19)	5%	(21)	444
Educ: Post-grad	41%	(99)	50%	(123)	5%	(11)	4%	(11)	244
Income: Under 50k	42%	(528)	43%	(535)	4%	(55)	10%	(125)	1243
Income: 50k-100k	41%	(271)	47%	(312)	3%	(21)	9%	(62)	666
Income: 100k+	42%	(123)	46%	(133)	6%	(17)	6%	(17)	291
Ethnicity: White	43%	(741)	45%	(768)	4%	(72)	8%	(141)	1722

Continued on next page

**Table FWP2\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	42%	(922)	45%	(980)	4%	(93)	9%	(205)	2200
Ethnicity: Hispanic	35%	(121)	48%	(168)	5%	(17)	13%	(44)	349
Ethnicity: Black	40%	(110)	43%	(119)	3%	(9)	14%	(38)	274
Ethnicity: Other	35%	(72)	46%	(93)	6%	(13)	13%	(26)	204
All Christian	43%	(456)	47%	(504)	4%	(44)	6%	(66)	1070
All Non-Christian	45%	(51)	43%	(49)	5%	(5)	7%	(8)	113
Atheist	44%	(47)	45%	(48)	6%	(6)	5%	(5)	106
Agnostic/Nothing in particular	40%	(223)	40%	(223)	3%	(19)	16%	(89)	554
Something Else	41%	(146)	44%	(157)	5%	(19)	10%	(36)	357
Religious Non-Protestant/Catholic	46%	(66)	44%	(63)	4%	(6)	7%	(10)	144
Evangelical	40%	(227)	49%	(278)	5%	(28)	7%	(39)	572
Non-Evangelical	44%	(357)	45%	(362)	4%	(33)	7%	(57)	809
Community: Urban	39%	(236)	44%	(270)	6%	(37)	11%	(64)	608
Community: Suburban	44%	(462)	45%	(468)	4%	(39)	7%	(78)	1048
Community: Rural	41%	(224)	44%	(242)	3%	(17)	11%	(62)	545
Employ: Private Sector	37%	(237)	52%	(328)	5%	(34)	6%	(37)	635
Employ: Government	42%	(56)	46%	(63)	5%	(7)	7%	(9)	136
Employ: Self-Employed	42%	(77)	41%	(76)	4%	(8)	13%	(23)	184
Employ: Homemaker	42%	(53)	42%	(52)	3%	(4)	12%	(15)	124
Employ: Retired	48%	(256)	43%	(232)	2%	(13)	6%	(34)	535
Employ: Unemployed	44%	(145)	36%	(118)	4%	(14)	16%	(52)	329
Employ: Other	30%	(36)	50%	(60)	5%	(6)	15%	(18)	120
Military HH: Yes	50%	(164)	40%	(132)	5%	(18)	4%	(15)	328
Military HH: No	41%	(758)	45%	(848)	4%	(75)	10%	(190)	1872
RD/WT: Right Direction	40%	(265)	43%	(284)	5%	(31)	13%	(84)	665
RD/WT: Wrong Track	43%	(657)	45%	(696)	4%	(62)	8%	(121)	1535
Trump Job Approve	43%	(375)	44%	(388)	5%	(43)	8%	(75)	881
Trump Job Disapprove	43%	(521)	46%	(568)	4%	(46)	7%	(90)	1225

Continued on next page

**Table FWP2\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	42%	(922)	45%	(980)	4%	(93)	9%	(205)	2200
Trump Job Strongly Approve	42%	(214)	45%	(228)	5%	(24)	8%	(42)	508
Trump Job Somewhat Approve	43%	(161)	43%	(160)	5%	(19)	9%	(33)	373
Trump Job Somewhat Disapprove	36%	(88)	51%	(125)	5%	(12)	8%	(19)	244
Trump Job Strongly Disapprove	44%	(433)	45%	(443)	3%	(34)	7%	(71)	981
Favorable of Trump	42%	(367)	45%	(391)	5%	(45)	8%	(71)	875
Unfavorable of Trump	44%	(531)	46%	(558)	4%	(44)	7%	(83)	1216
Very Favorable of Trump	43%	(234)	43%	(232)	6%	(31)	8%	(46)	544
Somewhat Favorable of Trump	40%	(133)	48%	(158)	4%	(14)	8%	(26)	330
Somewhat Unfavorable of Trump	39%	(77)	51%	(99)	4%	(8)	6%	(12)	196
Very Unfavorable of Trump	45%	(454)	45%	(459)	3%	(36)	7%	(71)	1020
#1 Issue: Economy	39%	(312)	49%	(385)	4%	(34)	8%	(59)	790
#1 Issue: Security	42%	(109)	46%	(119)	4%	(10)	8%	(20)	257
#1 Issue: Health Care	41%	(161)	45%	(175)	6%	(25)	8%	(30)	391
#1 Issue: Medicare / Social Security	45%	(135)	40%	(119)	3%	(9)	13%	(38)	301
#1 Issue: Women's Issues	43%	(51)	42%	(50)	2%	(3)	13%	(16)	119
#1 Issue: Education	45%	(55)	42%	(51)	4%	(5)	9%	(12)	123
#1 Issue: Energy	46%	(33)	41%	(29)	3%	(2)	9%	(7)	71
#1 Issue: Other	46%	(67)	35%	(51)	4%	(6)	16%	(23)	147
2018 House Vote: Democrat	44%	(356)	47%	(382)	3%	(20)	6%	(47)	805
2018 House Vote: Republican	44%	(280)	45%	(286)	5%	(33)	6%	(36)	634
2018 House Vote: Someone else	44%	(23)	35%	(18)	4%	(2)	18%	(9)	53
2016 Vote: Hillary Clinton	42%	(304)	49%	(355)	3%	(25)	5%	(38)	723
2016 Vote: Donald Trump	45%	(302)	45%	(303)	5%	(32)	6%	(39)	676
2016 Vote: Other	48%	(57)	37%	(45)	2%	(3)	13%	(16)	120
2016 Vote: Didn't Vote	38%	(259)	40%	(271)	5%	(33)	17%	(112)	674
Voted in 2014: Yes	44%	(571)	46%	(587)	4%	(52)	6%	(74)	1284
Voted in 2014: No	38%	(351)	43%	(393)	4%	(41)	14%	(131)	916

Continued on next page



**Table FWP2\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	42%	(922)	45%	(980)	4%	(93)	9%	(205)	2200
2012 Vote: Barack Obama	43%	(366)	50%	(422)	3%	(25)	4%	(35)	849
2012 Vote: Mitt Romney	46%	(230)	43%	(215)	5%	(25)	5%	(26)	496
2012 Vote: Other	44%	(32)	34%	(24)	7%	(5)	15%	(11)	72
2012 Vote: Didn't Vote	38%	(294)	41%	(317)	5%	(38)	17%	(133)	782
4-Region: Northeast	40%	(157)	46%	(182)	4%	(18)	9%	(37)	394
4-Region: Midwest	45%	(209)	43%	(198)	3%	(15)	9%	(41)	462
4-Region: South	42%	(347)	42%	(350)	5%	(39)	11%	(88)	824
4-Region: West	40%	(209)	48%	(250)	4%	(22)	7%	(38)	520

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

**Table FWP2\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	22%	(479)	62%	(1366)	6%	(142)	10%	(213)	2200
Gender: Male	24%	(258)	59%	(631)	6%	(67)	10%	(105)	1062
Gender: Female	19%	(221)	65%	(735)	7%	(74)	9%	(108)	1138
Age: 18-34	19%	(126)	60%	(394)	6%	(38)	15%	(97)	655
Age: 35-44	20%	(71)	63%	(226)	9%	(31)	8%	(29)	358
Age: 45-64	24%	(181)	61%	(461)	7%	(49)	8%	(60)	751
Age: 65+	23%	(101)	65%	(285)	5%	(23)	6%	(27)	436
GenZers: 1997-2012	22%	(56)	60%	(150)	5%	(12)	13%	(32)	250
Millennials: 1981-1996	19%	(110)	59%	(340)	8%	(43)	14%	(80)	573
GenXers: 1965-1980	21%	(117)	65%	(359)	6%	(32)	8%	(45)	553
Baby Boomers: 1946-1964	24%	(176)	62%	(454)	7%	(51)	6%	(47)	727
PID: Dem (no lean)	21%	(182)	64%	(543)	6%	(55)	8%	(69)	849
PID: Ind (no lean)	22%	(141)	58%	(374)	5%	(33)	15%	(94)	641
PID: Rep (no lean)	22%	(156)	63%	(449)	8%	(54)	7%	(51)	710
PID/Gender: Dem Men	22%	(87)	63%	(251)	7%	(27)	8%	(32)	396
PID/Gender: Dem Women	21%	(95)	65%	(292)	6%	(28)	8%	(36)	452
PID/Gender: Ind Men	26%	(82)	54%	(166)	6%	(18)	14%	(44)	309
PID/Gender: Ind Women	18%	(59)	63%	(208)	5%	(15)	15%	(50)	332
PID/Gender: Rep Men	25%	(90)	60%	(214)	6%	(23)	8%	(29)	357
PID/Gender: Rep Women	19%	(66)	66%	(234)	9%	(31)	6%	(22)	354
Ideo: Liberal (1-3)	23%	(141)	63%	(394)	7%	(46)	7%	(43)	625
Ideo: Moderate (4)	23%	(146)	63%	(399)	6%	(36)	8%	(52)	633
Ideo: Conservative (5-7)	23%	(168)	64%	(461)	7%	(50)	6%	(45)	724
Educ: < College	21%	(315)	60%	(913)	7%	(104)	12%	(179)	1512
Educ: Bachelors degree	24%	(108)	66%	(291)	5%	(23)	5%	(22)	444
Educ: Post-grad	23%	(56)	66%	(161)	6%	(14)	5%	(12)	244
Income: Under 50k	22%	(277)	61%	(757)	6%	(74)	11%	(135)	1243
Income: 50k-100k	21%	(140)	63%	(419)	7%	(44)	9%	(62)	666
Income: 100k+	21%	(62)	65%	(189)	8%	(23)	6%	(16)	291
Ethnicity: White	22%	(371)	63%	(1085)	7%	(119)	8%	(146)	1722

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**Table FWP2\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	22%	(479)	62%	(1366)	6%	(142)	10%	(213)	2200
Ethnicity: Hispanic	18%	(62)	63%	(220)	6%	(21)	13%	(47)	349
Ethnicity: Black	22%	(60)	61%	(168)	3%	(7)	14%	(39)	274
Ethnicity: Other	23%	(48)	55%	(113)	8%	(15)	14%	(28)	204
All Christian	22%	(232)	64%	(687)	8%	(82)	6%	(69)	1070
All Non-Christian	19%	(22)	63%	(71)	9%	(10)	8%	(10)	113
Atheist	26%	(27)	62%	(67)	6%	(6)	6%	(7)	106
Agnostic/Nothing in particular	21%	(119)	59%	(328)	4%	(20)	16%	(87)	554
Something Else	22%	(79)	60%	(213)	7%	(24)	11%	(41)	357
Religious Non-Protestant/Catholic	20%	(29)	64%	(92)	8%	(12)	8%	(11)	144
Evangelical	20%	(113)	66%	(377)	7%	(39)	7%	(43)	572
Non-Evangelical	23%	(188)	62%	(497)	8%	(63)	7%	(60)	809
Community: Urban	23%	(141)	58%	(350)	8%	(49)	11%	(67)	608
Community: Suburban	21%	(223)	66%	(689)	6%	(58)	7%	(78)	1048
Community: Rural	21%	(115)	60%	(327)	6%	(35)	13%	(69)	545
Employ: Private Sector	21%	(133)	66%	(417)	7%	(47)	6%	(39)	635
Employ: Government	24%	(33)	64%	(88)	4%	(6)	7%	(9)	136
Employ: Self-Employed	19%	(35)	57%	(105)	8%	(16)	16%	(29)	184
Employ: Homemaker	24%	(29)	55%	(68)	10%	(12)	12%	(15)	124
Employ: Retired	22%	(116)	66%	(351)	7%	(35)	6%	(33)	535
Employ: Unemployed	28%	(90)	52%	(171)	4%	(14)	16%	(53)	329
Employ: Other	11%	(13)	66%	(79)	6%	(7)	17%	(20)	120
Military HH: Yes	26%	(86)	61%	(201)	7%	(25)	5%	(17)	328
Military HH: No	21%	(393)	62%	(1165)	6%	(117)	11%	(197)	1872
RD/WT: Right Direction	22%	(148)	58%	(388)	7%	(44)	13%	(85)	665
RD/WT: Wrong Track	22%	(331)	64%	(978)	6%	(98)	8%	(129)	1535
Trump Job Approve	23%	(203)	61%	(539)	7%	(63)	9%	(76)	881
Trump Job Disapprove	21%	(262)	65%	(793)	6%	(76)	8%	(94)	1225

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**Table FWP2\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	22%	(479)	62%	(1366)	6%	(142)	10%	(213)	2200
Trump Job Strongly Approve	24%	(121)	59%	(300)	8%	(39)	10%	(49)	508
Trump Job Somewhat Approve	22%	(82)	64%	(239)	6%	(24)	7%	(27)	373
Trump Job Somewhat Disapprove	15%	(37)	67%	(165)	10%	(25)	7%	(17)	244
Trump Job Strongly Disapprove	23%	(225)	64%	(628)	5%	(51)	8%	(76)	981
Favorable of Trump	23%	(201)	61%	(537)	7%	(62)	9%	(75)	875
Unfavorable of Trump	22%	(266)	65%	(789)	6%	(78)	7%	(83)	1216
Very Favorable of Trump	25%	(137)	57%	(311)	8%	(43)	10%	(54)	544
Somewhat Favorable of Trump	19%	(64)	68%	(225)	6%	(19)	6%	(21)	330
Somewhat Unfavorable of Trump	18%	(36)	68%	(133)	10%	(20)	4%	(8)	196
Very Unfavorable of Trump	23%	(230)	64%	(656)	6%	(58)	7%	(75)	1020
#1 Issue: Economy	21%	(167)	66%	(520)	6%	(46)	7%	(57)	790
#1 Issue: Security	19%	(48)	66%	(170)	7%	(18)	8%	(21)	257
#1 Issue: Health Care	23%	(89)	61%	(237)	8%	(33)	8%	(32)	391
#1 Issue: Medicare / Social Security	22%	(67)	59%	(177)	6%	(19)	13%	(39)	301
#1 Issue: Women's Issues	19%	(23)	59%	(70)	8%	(10)	14%	(16)	119
#1 Issue: Education	26%	(32)	56%	(68)	6%	(8)	12%	(15)	123
#1 Issue: Energy	20%	(14)	67%	(48)	3%	(2)	10%	(7)	71
#1 Issue: Other	27%	(40)	51%	(75)	4%	(6)	18%	(26)	147
2018 House Vote: Democrat	24%	(192)	64%	(519)	6%	(47)	6%	(48)	805
2018 House Vote: Republican	22%	(141)	63%	(400)	9%	(55)	6%	(38)	634
2018 House Vote: Someone else	23%	(12)	55%	(29)	—	(0)	21%	(11)	53
2016 Vote: Hillary Clinton	23%	(169)	65%	(471)	6%	(45)	5%	(38)	723
2016 Vote: Donald Trump	21%	(144)	65%	(442)	7%	(50)	6%	(40)	676
2016 Vote: Other	29%	(35)	54%	(65)	4%	(5)	13%	(16)	120
2016 Vote: Didn't Vote	20%	(132)	57%	(383)	6%	(40)	18%	(120)	674
Voted in 2014: Yes	23%	(301)	64%	(827)	7%	(86)	5%	(70)	1284
Voted in 2014: No	19%	(179)	59%	(539)	6%	(56)	16%	(143)	916

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**Table FWP2\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	22%	(479)	62%	(1366)	6%	(142)	10%	(213)	2200
2012 Vote: Barack Obama	22%	(190)	67%	(572)	6%	(55)	4%	(32)	849
2012 Vote: Mitt Romney	22%	(110)	65%	(323)	8%	(37)	5%	(26)	496
2012 Vote: Other	33%	(24)	49%	(36)	3%	(2)	14%	(10)	72
2012 Vote: Didn't Vote	20%	(156)	56%	(435)	6%	(47)	18%	(144)	782
4-Region: Northeast	22%	(85)	61%	(242)	8%	(31)	9%	(36)	394
4-Region: Midwest	22%	(103)	63%	(293)	5%	(24)	9%	(43)	462
4-Region: South	20%	(169)	63%	(516)	6%	(49)	11%	(91)	824
4-Region: West	24%	(123)	61%	(315)	7%	(38)	8%	(43)	520

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

**Table FWP2\_10:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(130)	73%	(1608)	12%	(264)	9%	(198)	2200
Gender: Male	6%	(68)	74%	(786)	10%	(111)	9%	(98)	1062
Gender: Female	6%	(63)	72%	(822)	13%	(154)	9%	(100)	1138
Age: 18-34	6%	(38)	67%	(441)	13%	(86)	14%	(90)	655
Age: 35-44	8%	(28)	69%	(247)	15%	(54)	8%	(29)	358
Age: 45-64	6%	(44)	76%	(572)	11%	(80)	7%	(56)	751
Age: 65+	5%	(20)	80%	(348)	10%	(45)	5%	(23)	436
GenZers: 1997-2012	5%	(12)	74%	(185)	11%	(28)	10%	(25)	250
Millennials: 1981-1996	8%	(43)	63%	(359)	16%	(90)	14%	(80)	573
GenXers: 1965-1980	5%	(30)	78%	(434)	9%	(50)	7%	(40)	553
Baby Boomers: 1946-1964	5%	(36)	77%	(560)	12%	(88)	6%	(43)	727
PID: Dem (no lean)	8%	(67)	73%	(617)	11%	(96)	8%	(68)	849
PID: Ind (no lean)	3%	(20)	72%	(462)	11%	(72)	14%	(87)	641
PID: Rep (no lean)	6%	(43)	74%	(528)	14%	(96)	6%	(43)	710
PID/Gender: Dem Men	9%	(35)	72%	(284)	11%	(46)	8%	(32)	396
PID/Gender: Dem Women	7%	(33)	74%	(333)	11%	(51)	8%	(36)	452
PID/Gender: Ind Men	3%	(9)	73%	(224)	11%	(33)	14%	(42)	309
PID/Gender: Ind Women	3%	(10)	72%	(238)	12%	(39)	13%	(45)	332
PID/Gender: Rep Men	7%	(24)	78%	(277)	9%	(32)	7%	(24)	357
PID/Gender: Rep Women	5%	(19)	71%	(251)	18%	(64)	5%	(19)	354
Ideo: Liberal (1-3)	7%	(45)	73%	(458)	13%	(80)	7%	(42)	625
Ideo: Moderate (4)	6%	(38)	76%	(478)	11%	(71)	7%	(46)	633
Ideo: Conservative (5-7)	6%	(41)	76%	(548)	13%	(94)	6%	(41)	724
Educ: < College	5%	(81)	71%	(1068)	13%	(197)	11%	(166)	1512
Educ: Bachelors degree	6%	(28)	79%	(352)	10%	(44)	5%	(20)	444
Educ: Post-grad	9%	(21)	77%	(188)	10%	(23)	5%	(12)	244
Income: Under 50k	6%	(75)	71%	(889)	13%	(157)	10%	(123)	1243
Income: 50k-100k	5%	(34)	75%	(501)	11%	(71)	9%	(60)	666
Income: 100k+	7%	(22)	75%	(218)	12%	(36)	5%	(15)	291
Ethnicity: White	5%	(94)	75%	(1285)	12%	(210)	8%	(133)	1722

Continued on next page

**Table FWP2\_10:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
 Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(130)	73%	(1608)	12%	(264)	9%	(198)	2200
Ethnicity: Hispanic	6%	(22)	67%	(236)	14%	(49)	12%	(43)	349
Ethnicity: Black	10%	(28)	66%	(181)	10%	(27)	14%	(38)	274
Ethnicity: Other	4%	(8)	70%	(142)	13%	(27)	13%	(27)	204
All Christian	6%	(68)	75%	(803)	12%	(132)	6%	(66)	1070
All Non-Christian	7%	(8)	68%	(77)	17%	(19)	8%	(9)	113
Atheist	8%	(8)	72%	(77)	15%	(16)	5%	(5)	106
Agnostic/Nothing in particular	4%	(21)	72%	(398)	10%	(53)	15%	(81)	554
Something Else	7%	(25)	71%	(252)	12%	(43)	10%	(36)	357
Religious Non-Protestant/Catholic	5%	(8)	71%	(102)	17%	(24)	7%	(10)	144
Evangelical	7%	(43)	75%	(426)	11%	(65)	7%	(38)	572
Non-Evangelical	6%	(50)	74%	(597)	13%	(103)	7%	(58)	809
Community: Urban	8%	(49)	66%	(403)	15%	(91)	11%	(65)	608
Community: Suburban	5%	(52)	77%	(807)	11%	(114)	7%	(75)	1048
Community: Rural	5%	(29)	73%	(398)	11%	(60)	11%	(58)	545
Employ: Private Sector	6%	(40)	75%	(480)	13%	(80)	6%	(36)	635
Employ: Government	8%	(11)	73%	(99)	13%	(17)	6%	(9)	136
Employ: Self-Employed	4%	(7)	69%	(127)	11%	(21)	16%	(29)	184
Employ: Homemaker	3%	(4)	68%	(84)	17%	(21)	12%	(15)	124
Employ: Retired	5%	(28)	77%	(414)	12%	(63)	6%	(30)	535
Employ: Unemployed	9%	(31)	66%	(218)	10%	(32)	15%	(48)	329
Employ: Other	4%	(5)	68%	(81)	13%	(15)	16%	(19)	120
Military HH: Yes	8%	(25)	76%	(250)	13%	(42)	4%	(12)	328
Military HH: No	6%	(105)	73%	(1358)	12%	(223)	10%	(185)	1872
RD/WT: Right Direction	8%	(56)	69%	(461)	11%	(71)	11%	(76)	665
RD/WT: Wrong Track	5%	(75)	75%	(1146)	13%	(193)	8%	(121)	1535
Trump Job Approve	7%	(60)	73%	(639)	13%	(113)	8%	(69)	881
Trump Job Disapprove	5%	(67)	76%	(926)	12%	(146)	7%	(86)	1225

Continued on next page

**Table FWP2\_10:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(130)	73%	(1608)	12%	(264)	9%	(198)	2200
Trump Job Strongly Approve	7%	(37)	72%	(368)	12%	(59)	9%	(44)	508
Trump Job Somewhat Approve	6%	(23)	73%	(271)	14%	(54)	7%	(25)	373
Trump Job Somewhat Disapprove	3%	(7)	76%	(185)	16%	(39)	5%	(13)	244
Trump Job Strongly Disapprove	6%	(59)	76%	(742)	11%	(107)	7%	(73)	981
Favorable of Trump	7%	(59)	73%	(642)	12%	(105)	8%	(68)	875
Unfavorable of Trump	6%	(71)	75%	(915)	13%	(153)	6%	(77)	1216
Very Favorable of Trump	8%	(44)	71%	(386)	12%	(65)	9%	(48)	544
Somewhat Favorable of Trump	4%	(15)	77%	(256)	12%	(40)	6%	(20)	330
Somewhat Unfavorable of Trump	4%	(8)	77%	(151)	15%	(30)	4%	(7)	196
Very Unfavorable of Trump	6%	(63)	75%	(763)	12%	(124)	7%	(70)	1020
#1 Issue: Economy	6%	(49)	75%	(591)	12%	(95)	7%	(55)	790
#1 Issue: Security	7%	(17)	71%	(183)	15%	(38)	7%	(19)	257
#1 Issue: Health Care	5%	(19)	74%	(289)	13%	(51)	8%	(32)	391
#1 Issue: Medicare / Social Security	6%	(17)	72%	(216)	10%	(32)	12%	(37)	301
#1 Issue: Women's Issues	8%	(10)	66%	(79)	14%	(16)	12%	(14)	119
#1 Issue: Education	7%	(8)	72%	(88)	11%	(14)	10%	(13)	123
#1 Issue: Energy	1%	(1)	75%	(54)	14%	(10)	10%	(7)	71
#1 Issue: Other	6%	(9)	73%	(107)	7%	(10)	14%	(21)	147
2018 House Vote: Democrat	7%	(59)	76%	(608)	11%	(91)	6%	(47)	805
2018 House Vote: Republican	6%	(41)	76%	(479)	13%	(82)	5%	(31)	634
2018 House Vote: Someone else	8%	(4)	71%	(38)	3%	(2)	18%	(9)	53
2016 Vote: Hillary Clinton	7%	(49)	75%	(544)	13%	(92)	5%	(37)	723
2016 Vote: Donald Trump	6%	(43)	77%	(519)	12%	(80)	5%	(34)	676
2016 Vote: Other	5%	(6)	74%	(89)	9%	(11)	12%	(15)	120
2016 Vote: Didn't Vote	5%	(33)	67%	(449)	12%	(81)	17%	(112)	674
Voted in 2014: Yes	7%	(90)	76%	(973)	12%	(151)	5%	(70)	1284
Voted in 2014: No	4%	(40)	69%	(635)	12%	(113)	14%	(128)	916

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**Table FWP2\_10:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(130)	73%	(1608)	12%	(264)	9%	(198)	2200
2012 Vote: Barack Obama	7%	(62)	77%	(655)	12%	(101)	4%	(31)	849
2012 Vote: Mitt Romney	5%	(26)	77%	(380)	13%	(64)	5%	(26)	496
2012 Vote: Other	2%	(1)	72%	(52)	12%	(9)	13%	(10)	72
2012 Vote: Didn't Vote	5%	(40)	66%	(520)	12%	(91)	17%	(131)	782
4-Region: Northeast	8%	(30)	71%	(281)	13%	(50)	8%	(32)	394
4-Region: Midwest	5%	(22)	74%	(343)	12%	(54)	9%	(44)	462
4-Region: South	6%	(52)	73%	(599)	11%	(93)	10%	(80)	824
4-Region: West	5%	(25)	74%	(386)	13%	(67)	8%	(42)	520

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

**Table FWP2\_11: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-November**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(65)	63%	(1380)	25%	(551)	9%	(204)	2200
Gender: Male	3%	(33)	67%	(707)	21%	(221)	9%	(101)	1062
Gender: Female	3%	(32)	59%	(673)	29%	(330)	9%	(104)	1138
Age: 18-34	4%	(28)	60%	(391)	22%	(145)	14%	(92)	655
Age: 35-44	4%	(13)	61%	(217)	27%	(96)	9%	(32)	358
Age: 45-64	2%	(17)	64%	(479)	26%	(198)	8%	(58)	751
Age: 65+	2%	(8)	67%	(293)	26%	(112)	5%	(23)	436
GenZers: 1997-2012	2%	(6)	67%	(169)	20%	(49)	11%	(27)	250
Millennials: 1981-1996	5%	(28)	56%	(321)	25%	(141)	15%	(83)	573
GenXers: 1965-1980	3%	(14)	64%	(356)	26%	(143)	7%	(40)	553
Baby Boomers: 1946-1964	1%	(11)	66%	(478)	26%	(193)	6%	(46)	727
PID: Dem (no lean)	3%	(24)	62%	(530)	26%	(220)	9%	(75)	849
PID: Ind (no lean)	2%	(15)	62%	(396)	22%	(144)	13%	(85)	641
PID: Rep (no lean)	4%	(26)	64%	(453)	26%	(188)	6%	(44)	710
PID/Gender: Dem Men	3%	(13)	65%	(257)	23%	(91)	9%	(35)	396
PID/Gender: Dem Women	2%	(11)	60%	(273)	28%	(128)	9%	(40)	452
PID/Gender: Ind Men	2%	(7)	66%	(203)	18%	(55)	14%	(43)	309
PID/Gender: Ind Women	2%	(8)	58%	(193)	27%	(89)	13%	(42)	332
PID/Gender: Rep Men	4%	(13)	69%	(246)	21%	(75)	6%	(22)	357
PID/Gender: Rep Women	4%	(13)	59%	(207)	32%	(112)	6%	(22)	354
Ideo: Liberal (1-3)	3%	(19)	61%	(381)	29%	(182)	7%	(42)	625
Ideo: Moderate (4)	2%	(14)	66%	(415)	24%	(152)	8%	(52)	633
Ideo: Conservative (5-7)	4%	(29)	66%	(475)	24%	(176)	6%	(43)	724
Educ: < College	3%	(40)	60%	(910)	26%	(391)	11%	(171)	1512
Educ: Bachelors degree	3%	(12)	69%	(305)	23%	(103)	5%	(23)	444
Educ: Post-grad	5%	(12)	68%	(165)	23%	(57)	4%	(10)	244
Income: Under 50k	3%	(41)	61%	(753)	26%	(320)	10%	(129)	1243
Income: 50k-100k	1%	(9)	66%	(439)	23%	(154)	9%	(63)	666
Income: 100k+	5%	(15)	64%	(188)	26%	(77)	4%	(12)	291
Ethnicity: White	2%	(38)	64%	(1099)	26%	(452)	8%	(132)	1722

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**Table FWP2\_11:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(65)	63%	(1380)	25%	(551)	9%	(204)	2200
Ethnicity: Hispanic	3%	(11)	57%	(199)	26%	(92)	13%	(47)	349
Ethnicity: Black	8%	(23)	57%	(157)	19%	(52)	16%	(43)	274
Ethnicity: Other	2%	(4)	61%	(124)	23%	(47)	14%	(29)	204
All Christian	3%	(36)	64%	(689)	26%	(277)	6%	(68)	1070
All Non-Christian	9%	(10)	56%	(64)	29%	(33)	6%	(7)	113
Atheist	1%	(2)	64%	(68)	27%	(29)	7%	(8)	106
Agnostic/Nothing in particular	1%	(5)	61%	(339)	22%	(124)	15%	(86)	554
Something Else	4%	(13)	62%	(220)	25%	(88)	10%	(36)	357
Religious Non-Protestant/Catholic	9%	(12)	56%	(81)	29%	(42)	6%	(8)	144
Evangelical	4%	(23)	65%	(371)	25%	(140)	7%	(38)	572
Non-Evangelical	3%	(22)	64%	(516)	26%	(212)	7%	(59)	809
Community: Urban	4%	(27)	57%	(349)	27%	(165)	11%	(67)	608
Community: Suburban	2%	(25)	65%	(681)	25%	(263)	8%	(80)	1048
Community: Rural	3%	(14)	64%	(350)	23%	(123)	11%	(58)	545
Employ: Private Sector	5%	(30)	65%	(416)	24%	(153)	6%	(36)	635
Employ: Government	4%	(6)	67%	(91)	23%	(31)	6%	(8)	136
Employ: Self-Employed	1%	(3)	60%	(110)	23%	(43)	16%	(29)	184
Employ: Homemaker	3%	(3)	56%	(69)	30%	(37)	12%	(15)	124
Employ: Retired	2%	(9)	64%	(345)	28%	(149)	6%	(31)	535
Employ: Unemployed	3%	(9)	61%	(201)	20%	(67)	16%	(51)	329
Employ: Other	1%	(1)	51%	(61)	32%	(38)	17%	(20)	120
Military HH: Yes	3%	(9)	67%	(219)	25%	(84)	5%	(17)	328
Military HH: No	3%	(56)	62%	(1161)	25%	(468)	10%	(187)	1872
RD/WT: Right Direction	5%	(35)	64%	(428)	19%	(124)	12%	(78)	665
RD/WT: Wrong Track	2%	(30)	62%	(951)	28%	(427)	8%	(127)	1535
Trump Job Approve	4%	(36)	65%	(571)	23%	(206)	8%	(69)	881
Trump Job Disapprove	2%	(24)	63%	(773)	27%	(333)	8%	(95)	1225

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**Table FWP2\_11: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-November**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(65)	63%	(1380)	25%	(551)	9%	(204)	2200
Trump Job Strongly Approve	4%	(23)	65%	(331)	22%	(113)	8%	(42)	508
Trump Job Somewhat Approve	4%	(13)	64%	(240)	25%	(93)	7%	(27)	373
Trump Job Somewhat Disapprove	2%	(6)	60%	(147)	30%	(74)	7%	(17)	244
Trump Job Strongly Disapprove	2%	(18)	64%	(625)	26%	(259)	8%	(78)	981
Favorable of Trump	4%	(36)	65%	(566)	24%	(207)	8%	(66)	875
Unfavorable of Trump	2%	(27)	64%	(773)	27%	(330)	7%	(85)	1216
Very Favorable of Trump	5%	(29)	63%	(343)	24%	(128)	8%	(45)	544
Somewhat Favorable of Trump	2%	(7)	67%	(223)	24%	(79)	6%	(21)	330
Somewhat Unfavorable of Trump	1%	(3)	66%	(129)	28%	(55)	5%	(9)	196
Very Unfavorable of Trump	2%	(25)	63%	(644)	27%	(275)	7%	(76)	1020
#1 Issue: Economy	2%	(19)	66%	(523)	24%	(190)	7%	(59)	790
#1 Issue: Security	4%	(10)	61%	(156)	28%	(72)	7%	(19)	257
#1 Issue: Health Care	3%	(10)	58%	(227)	31%	(119)	9%	(34)	391
#1 Issue: Medicare / Social Security	2%	(7)	60%	(181)	25%	(74)	13%	(39)	301
#1 Issue: Women's Issues	6%	(7)	59%	(71)	23%	(27)	12%	(14)	119
#1 Issue: Education	4%	(5)	69%	(84)	18%	(22)	10%	(12)	123
#1 Issue: Energy	5%	(4)	61%	(44)	25%	(18)	8%	(6)	71
#1 Issue: Other	2%	(3)	63%	(93)	20%	(29)	15%	(22)	147
2018 House Vote: Democrat	3%	(23)	65%	(521)	26%	(212)	6%	(49)	805
2018 House Vote: Republican	4%	(23)	66%	(421)	25%	(158)	5%	(32)	634
2018 House Vote: Someone else	5%	(2)	71%	(37)	8%	(4)	17%	(9)	53
2016 Vote: Hillary Clinton	3%	(23)	63%	(458)	28%	(202)	5%	(40)	723
2016 Vote: Donald Trump	4%	(24)	66%	(445)	26%	(173)	5%	(34)	676
2016 Vote: Other	1%	(1)	67%	(80)	20%	(24)	13%	(16)	120
2016 Vote: Didn't Vote	2%	(17)	58%	(391)	23%	(152)	17%	(115)	674
Voted in 2014: Yes	3%	(45)	66%	(845)	25%	(323)	6%	(71)	1284
Voted in 2014: No	2%	(20)	58%	(534)	25%	(229)	15%	(133)	916

Continued on next page

**Table FWP2\_11:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(65)	63%	(1380)	25%	(551)	9%	(204)	2200
2012 Vote: Barack Obama	4%	(31)	66%	(556)	27%	(227)	4%	(34)	849
2012 Vote: Mitt Romney	3%	(17)	66%	(328)	25%	(125)	5%	(26)	496
2012 Vote: Other	2%	(1)	63%	(45)	22%	(16)	13%	(10)	72
2012 Vote: Didn't Vote	2%	(15)	57%	(449)	23%	(183)	17%	(134)	782
4-Region: Northeast	4%	(14)	65%	(254)	23%	(90)	9%	(35)	394
4-Region: Midwest	2%	(8)	65%	(302)	24%	(111)	9%	(41)	462
4-Region: South	4%	(32)	59%	(486)	27%	(221)	10%	(85)	824
4-Region: West	2%	(10)	65%	(337)	25%	(131)	8%	(42)	520

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

**Table FWP2\_12: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late November**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(79)	35%	(772)	51%	(1129)	10%	(220)	2200
Gender: Male	5%	(50)	40%	(430)	45%	(473)	10%	(109)	1062
Gender: Female	3%	(29)	30%	(342)	58%	(656)	10%	(112)	1138
Age: 18-34	5%	(32)	37%	(242)	43%	(285)	15%	(96)	655
Age: 35-44	4%	(15)	35%	(124)	51%	(182)	10%	(37)	358
Age: 45-64	3%	(22)	35%	(263)	53%	(400)	9%	(66)	751
Age: 65+	2%	(9)	33%	(143)	60%	(263)	5%	(21)	436
GenZers: 1997-2012	2%	(6)	39%	(96)	48%	(119)	12%	(29)	250
Millennials: 1981-1996	6%	(32)	36%	(206)	44%	(250)	15%	(85)	573
GenXers: 1965-1980	3%	(18)	35%	(192)	53%	(293)	9%	(51)	553
Baby Boomers: 1946-1964	2%	(16)	35%	(251)	57%	(414)	6%	(46)	727
PID: Dem (no lean)	3%	(25)	35%	(294)	53%	(452)	9%	(77)	849
PID: Ind (no lean)	3%	(19)	35%	(223)	48%	(305)	15%	(94)	641
PID: Rep (no lean)	5%	(35)	36%	(255)	52%	(371)	7%	(49)	710
PID/Gender: Dem Men	4%	(17)	41%	(161)	46%	(182)	9%	(37)	396
PID/Gender: Dem Women	2%	(9)	29%	(133)	60%	(270)	9%	(40)	452
PID/Gender: Ind Men	4%	(13)	37%	(113)	44%	(137)	15%	(46)	309
PID/Gender: Ind Women	2%	(6)	33%	(110)	51%	(169)	14%	(48)	332
PID/Gender: Rep Men	6%	(21)	44%	(156)	43%	(155)	7%	(25)	357
PID/Gender: Rep Women	4%	(14)	28%	(99)	61%	(216)	7%	(24)	354
Ideo: Liberal (1-3)	5%	(29)	37%	(230)	51%	(316)	8%	(49)	625
Ideo: Moderate (4)	3%	(17)	36%	(226)	53%	(336)	9%	(54)	633
Ideo: Conservative (5-7)	4%	(30)	36%	(258)	54%	(390)	6%	(46)	724
Educ: < College	3%	(48)	34%	(510)	51%	(772)	12%	(183)	1512
Educ: Bachelors degree	4%	(20)	39%	(173)	51%	(227)	6%	(25)	444
Educ: Post-grad	5%	(12)	37%	(90)	54%	(131)	5%	(12)	244
Income: Under 50k	3%	(41)	34%	(423)	52%	(640)	11%	(138)	1243
Income: 50k-100k	2%	(16)	38%	(254)	49%	(328)	10%	(67)	666
Income: 100k+	7%	(21)	33%	(95)	55%	(160)	5%	(14)	291
Ethnicity: White	3%	(53)	34%	(589)	55%	(938)	8%	(141)	1722

Continued on next page

**Table FWP2\_12:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(79)	35%	(772)	51%	(1129)	10%	(220)	2200
Ethnicity: Hispanic	4%	(14)	37%	(128)	46%	(162)	13%	(45)	349
Ethnicity: Black	6%	(17)	39%	(106)	37%	(101)	18%	(50)	274
Ethnicity: Other	4%	(8)	38%	(77)	44%	(90)	14%	(29)	204
All Christian	4%	(42)	35%	(377)	54%	(581)	7%	(70)	1070
All Non-Christian	5%	(6)	33%	(37)	48%	(55)	14%	(16)	113
Atheist	9%	(9)	33%	(36)	53%	(56)	5%	(5)	106
Agnostic/Nothing in particular	2%	(9)	32%	(180)	50%	(276)	16%	(89)	554
Something Else	4%	(13)	40%	(143)	45%	(161)	11%	(40)	357
Religious Non-Protestant/Catholic	4%	(6)	35%	(50)	49%	(71)	12%	(17)	144
Evangelical	5%	(28)	38%	(217)	50%	(284)	8%	(43)	572
Non-Evangelical	3%	(28)	35%	(285)	54%	(436)	7%	(60)	809
Community: Urban	5%	(32)	35%	(212)	47%	(286)	13%	(77)	608
Community: Suburban	3%	(30)	35%	(368)	54%	(567)	8%	(82)	1048
Community: Rural	3%	(16)	35%	(193)	51%	(275)	11%	(61)	545
Employ: Private Sector	7%	(41)	37%	(237)	50%	(319)	6%	(38)	635
Employ: Government	3%	(4)	44%	(59)	44%	(60)	9%	(12)	136
Employ: Self-Employed	3%	(5)	37%	(68)	45%	(83)	15%	(28)	184
Employ: Homemaker	1%	(1)	28%	(35)	57%	(71)	15%	(18)	124
Employ: Retired	2%	(12)	30%	(163)	61%	(326)	6%	(34)	535
Employ: Unemployed	2%	(7)	37%	(120)	44%	(145)	17%	(56)	329
Employ: Other	3%	(3)	33%	(39)	48%	(58)	16%	(19)	120
Military HH: Yes	3%	(9)	43%	(140)	50%	(163)	5%	(17)	328
Military HH: No	4%	(70)	34%	(632)	52%	(966)	11%	(203)	1872
RD/WT: Right Direction	7%	(45)	37%	(249)	43%	(286)	13%	(84)	665
RD/WT: Wrong Track	2%	(34)	34%	(523)	55%	(843)	9%	(136)	1535
Trump Job Approve	5%	(46)	35%	(307)	51%	(447)	9%	(80)	881
Trump Job Disapprove	3%	(33)	36%	(441)	53%	(654)	8%	(98)	1225

Continued on next page

**Table FWP2\_12:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(79)	35%	(772)	51%	(1129)	10%	(220)	2200
Trump Job Strongly Approve	5%	(28)	37%	(189)	49%	(248)	9%	(43)	508
Trump Job Somewhat Approve	5%	(18)	32%	(119)	53%	(199)	10%	(37)	373
Trump Job Somewhat Disapprove	4%	(10)	36%	(88)	53%	(129)	7%	(16)	244
Trump Job Strongly Disapprove	2%	(23)	36%	(352)	53%	(524)	8%	(82)	981
Favorable of Trump	5%	(45)	35%	(310)	51%	(448)	8%	(73)	875
Unfavorable of Trump	3%	(34)	36%	(434)	54%	(654)	8%	(93)	1216
Very Favorable of Trump	6%	(32)	36%	(197)	49%	(268)	9%	(47)	544
Somewhat Favorable of Trump	4%	(13)	34%	(112)	54%	(180)	8%	(25)	330
Somewhat Unfavorable of Trump	4%	(9)	39%	(76)	51%	(99)	6%	(12)	196
Very Unfavorable of Trump	3%	(26)	35%	(357)	54%	(555)	8%	(82)	1020
#1 Issue: Economy	3%	(24)	36%	(282)	53%	(419)	8%	(65)	790
#1 Issue: Security	5%	(12)	35%	(89)	51%	(130)	10%	(26)	257
#1 Issue: Health Care	4%	(18)	32%	(124)	54%	(213)	9%	(37)	391
#1 Issue: Medicare / Social Security	3%	(8)	32%	(97)	53%	(158)	12%	(38)	301
#1 Issue: Women's Issues	4%	(5)	36%	(42)	48%	(57)	13%	(15)	119
#1 Issue: Education	5%	(6)	43%	(53)	44%	(54)	8%	(10)	123
#1 Issue: Energy	2%	(1)	40%	(28)	50%	(36)	9%	(6)	71
#1 Issue: Other	4%	(6)	38%	(56)	42%	(62)	15%	(22)	147
2018 House Vote: Democrat	3%	(27)	36%	(291)	54%	(434)	6%	(52)	805
2018 House Vote: Republican	5%	(33)	37%	(234)	52%	(331)	6%	(36)	634
2018 House Vote: Someone else	4%	(2)	43%	(23)	35%	(19)	18%	(9)	53
2016 Vote: Hillary Clinton	4%	(28)	35%	(253)	55%	(397)	6%	(45)	723
2016 Vote: Donald Trump	5%	(33)	35%	(240)	54%	(366)	5%	(37)	676
2016 Vote: Other	2%	(2)	43%	(51)	41%	(49)	15%	(18)	120
2016 Vote: Didn't Vote	2%	(16)	33%	(224)	47%	(314)	18%	(120)	674
Voted in 2014: Yes	4%	(53)	37%	(472)	53%	(682)	6%	(77)	1284
Voted in 2014: No	3%	(25)	33%	(300)	49%	(447)	16%	(143)	916

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**Table FWP2\_12:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(79)	35%	(772)	51%	(1129)	10%	(220)	2200
2012 Vote: Barack Obama	4%	(32)	35%	(298)	57%	(483)	4%	(36)	849
2012 Vote: Mitt Romney	5%	(22)	36%	(179)	53%	(263)	6%	(31)	496
2012 Vote: Other	3%	(2)	45%	(33)	39%	(28)	12%	(9)	72
2012 Vote: Didn't Vote	3%	(22)	34%	(262)	45%	(354)	18%	(144)	782
4-Region: Northeast	4%	(14)	36%	(142)	51%	(201)	9%	(37)	394
4-Region: Midwest	3%	(16)	34%	(157)	53%	(243)	10%	(47)	462
4-Region: South	3%	(28)	36%	(295)	50%	(408)	11%	(93)	824
4-Region: West	4%	(21)	34%	(179)	53%	(276)	8%	(44)	520

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

**Table FWP2\_13:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(117)	6%	(135)	78%	(1709)	11%	(238)	2200
Gender: Male	7%	(69)	8%	(88)	75%	(794)	10%	(110)	1062
Gender: Female	4%	(48)	4%	(47)	80%	(915)	11%	(128)	1138
Age: 18-34	6%	(41)	11%	(69)	66%	(436)	17%	(110)	655
Age: 35-44	6%	(20)	8%	(29)	76%	(272)	10%	(36)	358
Age: 45-64	5%	(36)	4%	(28)	82%	(618)	9%	(69)	751
Age: 65+	5%	(20)	2%	(8)	88%	(384)	5%	(24)	436
GenZers: 1997-2012	4%	(9)	10%	(25)	74%	(186)	12%	(31)	250
Millennials: 1981-1996	7%	(42)	10%	(60)	65%	(374)	17%	(97)	573
GenXers: 1965-1980	4%	(25)	5%	(27)	82%	(452)	9%	(50)	553
Baby Boomers: 1946-1964	4%	(32)	3%	(22)	86%	(622)	7%	(51)	727
PID: Dem (no lean)	6%	(48)	7%	(59)	78%	(662)	9%	(79)	849
PID: Ind (no lean)	5%	(31)	4%	(28)	74%	(473)	17%	(109)	641
PID: Rep (no lean)	5%	(38)	7%	(48)	81%	(575)	7%	(49)	710
PID/Gender: Dem Men	7%	(30)	10%	(38)	74%	(292)	9%	(37)	396
PID/Gender: Dem Women	4%	(19)	5%	(21)	82%	(370)	9%	(43)	452
PID/Gender: Ind Men	5%	(16)	6%	(19)	72%	(223)	16%	(50)	309
PID/Gender: Ind Women	4%	(15)	3%	(9)	75%	(249)	18%	(60)	332
PID/Gender: Rep Men	7%	(23)	9%	(31)	78%	(279)	7%	(24)	357
PID/Gender: Rep Women	4%	(15)	5%	(17)	84%	(296)	7%	(26)	354
Ideo: Liberal (1-3)	7%	(42)	8%	(47)	77%	(480)	9%	(55)	625
Ideo: Moderate (4)	5%	(31)	6%	(38)	80%	(508)	9%	(56)	633
Ideo: Conservative (5-7)	5%	(38)	6%	(41)	82%	(596)	7%	(48)	724
Educ: < College	5%	(73)	6%	(91)	76%	(1147)	13%	(202)	1512
Educ: Bachelors degree	7%	(31)	6%	(26)	81%	(362)	6%	(25)	444
Educ: Post-grad	6%	(14)	7%	(18)	82%	(201)	5%	(11)	244
Income: Under 50k	5%	(66)	6%	(77)	76%	(945)	12%	(155)	1243
Income: 50k-100k	5%	(30)	6%	(39)	79%	(529)	10%	(68)	666
Income: 100k+	7%	(21)	6%	(19)	81%	(235)	5%	(16)	291
Ethnicity: White	4%	(76)	5%	(94)	81%	(1396)	9%	(155)	1722

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**Table FWP2\_13:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(117)	6%	(135)	78%	(1709)	11%	(238)	2200
Ethnicity: Hispanic	7%	(25)	11%	(37)	67%	(235)	15%	(52)	349
Ethnicity: Black	12%	(32)	11%	(30)	59%	(162)	19%	(51)	274
Ethnicity: Other	5%	(9)	5%	(11)	74%	(151)	16%	(32)	204
All Christian	6%	(63)	6%	(67)	81%	(870)	7%	(70)	1070
All Non-Christian	12%	(14)	9%	(10)	69%	(78)	10%	(12)	113
Atheist	7%	(7)	5%	(5)	80%	(86)	8%	(9)	106
Agnostic/Nothing in particular	4%	(21)	6%	(32)	73%	(407)	17%	(94)	554
Something Else	4%	(13)	6%	(22)	75%	(269)	15%	(53)	357
Religious Non-Protestant/Catholic	10%	(14)	10%	(14)	71%	(103)	9%	(13)	144
Evangelical	6%	(33)	8%	(44)	78%	(444)	9%	(50)	572
Non-Evangelical	5%	(42)	5%	(39)	82%	(661)	8%	(66)	809
Community: Urban	5%	(33)	9%	(56)	73%	(442)	13%	(76)	608
Community: Suburban	5%	(57)	6%	(63)	80%	(839)	8%	(88)	1048
Community: Rural	5%	(27)	3%	(16)	79%	(428)	13%	(73)	545
Employ: Private Sector	7%	(46)	9%	(56)	78%	(497)	6%	(37)	635
Employ: Government	7%	(10)	7%	(9)	77%	(104)	9%	(12)	136
Employ: Self-Employed	7%	(13)	11%	(20)	66%	(122)	16%	(29)	184
Employ: Homemaker	1%	(1)	1%	(1)	81%	(101)	17%	(21)	124
Employ: Retired	4%	(21)	2%	(10)	88%	(468)	7%	(36)	535
Employ: Unemployed	5%	(16)	7%	(22)	69%	(226)	20%	(65)	329
Employ: Other	4%	(5)	6%	(7)	72%	(86)	17%	(21)	120
Military HH: Yes	4%	(14)	8%	(26)	79%	(260)	9%	(29)	328
Military HH: No	6%	(103)	6%	(109)	77%	(1450)	11%	(210)	1872
RD/WT: Right Direction	8%	(53)	9%	(62)	70%	(467)	13%	(83)	665
RD/WT: Wrong Track	4%	(65)	5%	(73)	81%	(1242)	10%	(155)	1535
Trump Job Approve	5%	(46)	6%	(56)	78%	(688)	10%	(91)	881
Trump Job Disapprove	6%	(70)	6%	(75)	80%	(976)	9%	(104)	1225

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**Table FWP2\_13:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(117)	6%	(135)	78%	(1709)	11%	(238)	2200
Trump Job Strongly Approve	5%	(27)	7%	(37)	77%	(393)	10%	(50)	508
Trump Job Somewhat Approve	5%	(19)	5%	(18)	79%	(294)	11%	(41)	373
Trump Job Somewhat Disapprove	8%	(20)	8%	(20)	76%	(186)	7%	(18)	244
Trump Job Strongly Disapprove	5%	(50)	6%	(55)	80%	(790)	9%	(87)	981
Favorable of Trump	5%	(47)	7%	(60)	78%	(682)	10%	(85)	875
Unfavorable of Trump	6%	(69)	6%	(71)	80%	(977)	8%	(100)	1216
Very Favorable of Trump	5%	(29)	8%	(44)	76%	(415)	10%	(57)	544
Somewhat Favorable of Trump	5%	(18)	5%	(16)	81%	(268)	9%	(29)	330
Somewhat Unfavorable of Trump	7%	(14)	10%	(20)	78%	(152)	5%	(10)	196
Very Unfavorable of Trump	5%	(55)	5%	(50)	81%	(824)	9%	(90)	1020
#1 Issue: Economy	5%	(37)	5%	(43)	82%	(644)	8%	(66)	790
#1 Issue: Security	7%	(17)	11%	(28)	72%	(184)	11%	(28)	257
#1 Issue: Health Care	6%	(25)	5%	(19)	79%	(309)	10%	(38)	391
#1 Issue: Medicare / Social Security	3%	(9)	6%	(18)	77%	(232)	14%	(43)	301
#1 Issue: Women's Issues	7%	(9)	8%	(9)	70%	(84)	15%	(18)	119
#1 Issue: Education	5%	(7)	9%	(11)	74%	(91)	12%	(14)	123
#1 Issue: Energy	9%	(7)	7%	(5)	73%	(52)	10%	(7)	71
#1 Issue: Other	6%	(8)	1%	(1)	77%	(113)	17%	(24)	147
2018 House Vote: Democrat	6%	(44)	6%	(45)	82%	(662)	7%	(53)	805
2018 House Vote: Republican	6%	(41)	7%	(43)	81%	(513)	6%	(37)	634
2018 House Vote: Someone else	9%	(5)	2%	(1)	68%	(36)	21%	(11)	53
2016 Vote: Hillary Clinton	7%	(48)	6%	(44)	80%	(579)	7%	(51)	723
2016 Vote: Donald Trump	5%	(36)	6%	(42)	82%	(557)	6%	(41)	676
2016 Vote: Other	8%	(9)	4%	(5)	76%	(91)	13%	(16)	120
2016 Vote: Didn't Vote	3%	(20)	7%	(44)	71%	(480)	19%	(130)	674
Voted in 2014: Yes	6%	(82)	5%	(67)	82%	(1050)	7%	(85)	1284
Voted in 2014: No	4%	(35)	7%	(68)	72%	(660)	17%	(153)	916

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**Table FWP2\_13:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(117)	6%	(135)	78%	(1709)	11%	(238)	2200
2012 Vote: Barack Obama	7%	(56)	5%	(45)	84%	(709)	5%	(39)	849
2012 Vote: Mitt Romney	6%	(29)	5%	(24)	82%	(409)	7%	(34)	496
2012 Vote: Other	6%	(4)	3%	(2)	72%	(52)	19%	(14)	72
2012 Vote: Didn't Vote	4%	(27)	8%	(64)	69%	(539)	19%	(151)	782
4-Region: Northeast	7%	(28)	7%	(27)	76%	(301)	10%	(38)	394
4-Region: Midwest	5%	(25)	4%	(20)	81%	(373)	10%	(44)	462
4-Region: South	5%	(43)	7%	(55)	76%	(623)	13%	(103)	824
4-Region: West	4%	(21)	6%	(33)	79%	(413)	10%	(53)	520

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

**Table FWP2\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(118)	5%	(116)	79%	(1740)	10%	(227)	2200
Gender: Male	7%	(70)	8%	(80)	76%	(806)	10%	(106)	1062
Gender: Female	4%	(48)	3%	(36)	82%	(934)	11%	(121)	1138
Age: 18-34	6%	(38)	9%	(62)	69%	(453)	16%	(102)	655
Age: 35-44	7%	(25)	6%	(20)	79%	(281)	9%	(31)	358
Age: 45-64	5%	(35)	4%	(28)	83%	(620)	9%	(67)	751
Age: 65+	5%	(20)	1%	(5)	88%	(385)	6%	(26)	436
GenZers: 1997-2012	4%	(9)	7%	(17)	78%	(195)	12%	(29)	250
Millennials: 1981-1996	7%	(39)	10%	(58)	68%	(387)	15%	(89)	573
GenXers: 1965-1980	5%	(29)	4%	(21)	83%	(458)	8%	(46)	553
Baby Boomers: 1946-1964	4%	(30)	3%	(18)	86%	(625)	7%	(54)	727
PID: Dem (no lean)	5%	(46)	6%	(51)	81%	(683)	8%	(68)	849
PID: Ind (no lean)	5%	(32)	3%	(19)	75%	(481)	17%	(109)	641
PID: Rep (no lean)	6%	(40)	6%	(46)	81%	(575)	7%	(50)	710
PID/Gender: Dem Men	7%	(28)	9%	(35)	76%	(302)	8%	(31)	396
PID/Gender: Dem Women	4%	(18)	3%	(16)	84%	(381)	8%	(37)	452
PID/Gender: Ind Men	7%	(20)	2%	(7)	75%	(231)	16%	(50)	309
PID/Gender: Ind Women	4%	(12)	3%	(12)	75%	(250)	18%	(59)	332
PID/Gender: Rep Men	6%	(22)	10%	(37)	77%	(273)	7%	(25)	357
PID/Gender: Rep Women	5%	(18)	2%	(9)	86%	(302)	7%	(25)	354
Ideo: Liberal (1-3)	7%	(43)	6%	(39)	79%	(494)	8%	(48)	625
Ideo: Moderate (4)	5%	(34)	4%	(28)	82%	(519)	8%	(53)	633
Ideo: Conservative (5-7)	5%	(35)	5%	(38)	83%	(602)	7%	(48)	724
Educ: < College	5%	(76)	5%	(76)	77%	(1171)	13%	(190)	1512
Educ: Bachelors degree	7%	(31)	5%	(20)	83%	(368)	6%	(25)	444
Educ: Post-grad	5%	(11)	8%	(19)	83%	(202)	5%	(12)	244
Income: Under 50k	5%	(67)	5%	(67)	77%	(960)	12%	(149)	1243
Income: 50k-100k	4%	(28)	5%	(31)	81%	(541)	10%	(65)	666
Income: 100k+	8%	(23)	6%	(17)	82%	(239)	4%	(13)	291
Ethnicity: White	5%	(79)	5%	(83)	82%	(1406)	9%	(153)	1722

Continued on next page

**Table FWP2\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(118)	5%	(116)	79%	(1740)	10%	(227)	2200
Ethnicity: Hispanic	7%	(25)	7%	(26)	71%	(249)	14%	(50)	349
Ethnicity: Black	11%	(29)	9%	(25)	65%	(179)	15%	(41)	274
Ethnicity: Other	5%	(9)	4%	(8)	76%	(155)	16%	(33)	204
All Christian	6%	(67)	5%	(55)	82%	(881)	6%	(67)	1070
All Non-Christian	6%	(7)	10%	(11)	73%	(83)	11%	(12)	113
Atheist	6%	(7)	3%	(3)	85%	(90)	6%	(6)	106
Agnostic/Nothing in particular	4%	(23)	5%	(29)	74%	(408)	17%	(94)	554
Something Else	4%	(14)	5%	(17)	78%	(278)	13%	(48)	357
Religious Non-Protestant/Catholic	5%	(7)	8%	(11)	78%	(113)	10%	(14)	144
Evangelical	6%	(33)	7%	(42)	79%	(451)	8%	(46)	572
Non-Evangelical	6%	(48)	4%	(29)	82%	(666)	8%	(65)	809
Community: Urban	6%	(34)	9%	(52)	73%	(446)	12%	(75)	608
Community: Suburban	5%	(56)	4%	(41)	83%	(866)	8%	(85)	1048
Community: Rural	5%	(28)	4%	(22)	79%	(428)	12%	(67)	545
Employ: Private Sector	7%	(45)	8%	(48)	80%	(508)	5%	(34)	635
Employ: Government	5%	(7)	7%	(9)	80%	(108)	8%	(11)	136
Employ: Self-Employed	8%	(14)	10%	(19)	68%	(124)	15%	(27)	184
Employ: Homemaker	—	(1)	2%	(2)	82%	(102)	16%	(19)	124
Employ: Retired	4%	(21)	1%	(7)	88%	(469)	7%	(37)	535
Employ: Unemployed	6%	(19)	5%	(18)	70%	(231)	18%	(60)	329
Employ: Other	4%	(5)	6%	(7)	73%	(87)	17%	(21)	120
Military HH: Yes	6%	(19)	5%	(17)	80%	(263)	9%	(29)	328
Military HH: No	5%	(99)	5%	(99)	79%	(1476)	11%	(197)	1872
RD/WT: Right Direction	8%	(54)	9%	(61)	70%	(468)	12%	(81)	665
RD/WT: Wrong Track	4%	(64)	4%	(55)	83%	(1272)	9%	(145)	1535
Trump Job Approve	6%	(51)	6%	(55)	78%	(685)	10%	(89)	881
Trump Job Disapprove	5%	(65)	5%	(59)	82%	(1007)	8%	(95)	1225

Continued on next page

**Table FWP2\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(118)	5%	(116)	79%	(1740)	10%	(227)	2200
Trump Job Strongly Approve	6%	(28)	7%	(35)	77%	(393)	10%	(51)	508
Trump Job Somewhat Approve	6%	(23)	5%	(20)	78%	(292)	10%	(38)	373
Trump Job Somewhat Disapprove	7%	(17)	6%	(14)	81%	(199)	6%	(14)	244
Trump Job Strongly Disapprove	5%	(48)	5%	(44)	82%	(808)	8%	(81)	981
Favorable of Trump	6%	(53)	7%	(57)	78%	(685)	9%	(79)	875
Unfavorable of Trump	5%	(64)	4%	(53)	83%	(1004)	8%	(94)	1216
Very Favorable of Trump	6%	(31)	8%	(42)	76%	(413)	11%	(58)	544
Somewhat Favorable of Trump	7%	(22)	5%	(15)	82%	(272)	6%	(21)	330
Somewhat Unfavorable of Trump	6%	(11)	6%	(13)	83%	(162)	5%	(10)	196
Very Unfavorable of Trump	5%	(53)	4%	(41)	83%	(842)	8%	(84)	1020
#1 Issue: Economy	5%	(37)	4%	(35)	83%	(656)	8%	(63)	790
#1 Issue: Security	6%	(15)	12%	(31)	71%	(182)	11%	(28)	257
#1 Issue: Health Care	8%	(31)	4%	(16)	79%	(311)	9%	(34)	391
#1 Issue: Medicare / Social Security	3%	(9)	5%	(16)	79%	(238)	13%	(38)	301
#1 Issue: Women's Issues	7%	(9)	3%	(4)	75%	(89)	15%	(18)	119
#1 Issue: Education	4%	(5)	8%	(9)	78%	(95)	11%	(13)	123
#1 Issue: Energy	5%	(3)	6%	(4)	78%	(55)	12%	(8)	71
#1 Issue: Other	6%	(8)	1%	(1)	77%	(113)	17%	(24)	147
2018 House Vote: Democrat	5%	(43)	5%	(38)	84%	(674)	6%	(50)	805
2018 House Vote: Republican	6%	(38)	6%	(40)	82%	(517)	6%	(39)	634
2018 House Vote: Someone else	7%	(4)	4%	(2)	68%	(36)	21%	(11)	53
2016 Vote: Hillary Clinton	6%	(47)	5%	(34)	83%	(597)	6%	(45)	723
2016 Vote: Donald Trump	6%	(38)	5%	(37)	83%	(558)	6%	(43)	676
2016 Vote: Other	5%	(6)	6%	(8)	76%	(92)	13%	(16)	120
2016 Vote: Didn't Vote	4%	(24)	5%	(37)	73%	(491)	18%	(122)	674
Voted in 2014: Yes	6%	(73)	5%	(66)	83%	(1061)	7%	(84)	1284
Voted in 2014: No	5%	(45)	5%	(49)	74%	(679)	16%	(142)	916

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**Table FWP2\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(118)	5%	(116)	79%	(1740)	10%	(227)	2200
2012 Vote: Barack Obama	6%	(52)	5%	(40)	85%	(720)	4%	(37)	849
2012 Vote: Mitt Romney	5%	(26)	6%	(28)	82%	(408)	7%	(34)	496
2012 Vote: Other	4%	(3)	5%	(4)	72%	(52)	19%	(14)	72
2012 Vote: Didn't Vote	5%	(37)	6%	(44)	72%	(559)	18%	(141)	782
4-Region: Northeast	8%	(31)	5%	(19)	78%	(308)	9%	(35)	394
4-Region: Midwest	5%	(21)	4%	(19)	82%	(379)	9%	(43)	462
4-Region: South	5%	(44)	6%	(50)	76%	(630)	12%	(101)	824
4-Region: West	4%	(21)	6%	(29)	81%	(423)	9%	(47)	520

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

**Table FWP2\_15:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(104)	5%	(119)	79%	(1749)	10%	(228)	2200
Gender: Male	5%	(55)	8%	(85)	76%	(809)	11%	(112)	1062
Gender: Female	4%	(49)	3%	(33)	83%	(940)	10%	(116)	1138
Age: 18-34	4%	(28)	10%	(67)	70%	(457)	16%	(103)	655
Age: 35-44	7%	(24)	5%	(20)	79%	(283)	9%	(32)	358
Age: 45-64	4%	(33)	4%	(27)	83%	(623)	9%	(68)	751
Age: 65+	4%	(19)	1%	(5)	88%	(386)	6%	(26)	436
GenZers: 1997-2012	2%	(6)	7%	(17)	79%	(199)	11%	(28)	250
Millennials: 1981-1996	6%	(35)	11%	(60)	68%	(388)	16%	(90)	573
GenXers: 1965-1980	5%	(25)	4%	(21)	83%	(461)	8%	(46)	553
Baby Boomers: 1946-1964	4%	(28)	3%	(19)	86%	(626)	8%	(55)	727
PID: Dem (no lean)	4%	(34)	6%	(50)	81%	(689)	9%	(76)	849
PID: Ind (no lean)	5%	(31)	4%	(23)	75%	(483)	16%	(104)	641
PID: Rep (no lean)	6%	(39)	6%	(46)	81%	(577)	7%	(49)	710
PID/Gender: Dem Men	4%	(15)	9%	(37)	76%	(303)	10%	(41)	396
PID/Gender: Dem Women	4%	(19)	3%	(13)	85%	(386)	8%	(34)	452
PID/Gender: Ind Men	6%	(18)	4%	(13)	75%	(230)	15%	(47)	309
PID/Gender: Ind Women	4%	(13)	3%	(10)	76%	(253)	17%	(57)	332
PID/Gender: Rep Men	6%	(22)	10%	(35)	77%	(276)	7%	(24)	357
PID/Gender: Rep Women	5%	(17)	3%	(11)	85%	(301)	7%	(25)	354
Ideo: Liberal (1-3)	5%	(31)	7%	(43)	80%	(499)	8%	(52)	625
Ideo: Moderate (4)	4%	(27)	5%	(30)	82%	(518)	9%	(58)	633
Ideo: Conservative (5-7)	5%	(38)	5%	(37)	83%	(603)	6%	(45)	724
Educ: < College	5%	(69)	5%	(83)	77%	(1171)	12%	(188)	1512
Educ: Bachelors degree	5%	(23)	5%	(22)	84%	(371)	6%	(27)	444
Educ: Post-grad	5%	(12)	6%	(14)	84%	(206)	5%	(12)	244
Income: Under 50k	5%	(64)	5%	(65)	78%	(969)	12%	(144)	1243
Income: 50k-100k	4%	(23)	5%	(34)	81%	(540)	10%	(68)	666
Income: 100k+	6%	(17)	7%	(19)	82%	(239)	5%	(16)	291
Ethnicity: White	4%	(71)	5%	(84)	82%	(1414)	9%	(153)	1722

Continued on next page

**Table FWP2\_15:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
 Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(104)	5%	(119)	79%	(1749)	10%	(228)	2200
Ethnicity: Hispanic	5%	(18)	11%	(38)	69%	(241)	15%	(52)	349
Ethnicity: Black	8%	(23)	11%	(29)	66%	(181)	15%	(42)	274
Ethnicity: Other	5%	(11)	3%	(5)	76%	(154)	16%	(33)	204
All Christian	5%	(54)	6%	(64)	82%	(882)	7%	(70)	1070
All Non-Christian	5%	(6)	11%	(12)	72%	(81)	12%	(13)	113
Atheist	6%	(7)	3%	(3)	85%	(90)	6%	(6)	106
Agnostic/Nothing in particular	5%	(25)	4%	(21)	75%	(417)	16%	(90)	554
Something Else	3%	(12)	5%	(18)	78%	(278)	14%	(49)	357
Religious Non-Protestant/Catholic	4%	(6)	10%	(14)	76%	(109)	10%	(15)	144
Evangelical	6%	(33)	6%	(36)	80%	(458)	8%	(44)	572
Non-Evangelical	4%	(33)	5%	(43)	82%	(662)	9%	(71)	809
Community: Urban	5%	(32)	8%	(46)	76%	(460)	12%	(70)	608
Community: Suburban	5%	(50)	5%	(56)	81%	(852)	9%	(90)	1048
Community: Rural	4%	(23)	3%	(17)	80%	(437)	12%	(68)	545
Employ: Private Sector	5%	(35)	8%	(53)	80%	(509)	6%	(38)	635
Employ: Government	6%	(8)	5%	(7)	77%	(105)	12%	(17)	136
Employ: Self-Employed	7%	(13)	10%	(18)	69%	(126)	15%	(27)	184
Employ: Homemaker	1%	(1)	1%	(1)	83%	(103)	16%	(19)	124
Employ: Retired	4%	(19)	1%	(8)	89%	(474)	6%	(34)	535
Employ: Unemployed	6%	(20)	6%	(19)	70%	(231)	18%	(58)	329
Employ: Other	4%	(5)	6%	(7)	73%	(88)	17%	(21)	120
Military HH: Yes	4%	(13)	7%	(23)	82%	(268)	8%	(26)	328
Military HH: No	5%	(92)	5%	(96)	79%	(1481)	11%	(203)	1872
RD/WT: Right Direction	7%	(43)	10%	(64)	71%	(474)	13%	(84)	665
RD/WT: Wrong Track	4%	(61)	4%	(55)	83%	(1275)	9%	(144)	1535
Trump Job Approve	5%	(42)	7%	(59)	78%	(690)	10%	(90)	881
Trump Job Disapprove	5%	(59)	5%	(58)	83%	(1011)	8%	(97)	1225

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**Table FWP2\_15: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late-December**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(104)	5%	(119)	79%	(1749)	10%	(228)	2200
Trump Job Strongly Approve	5%	(23)	8%	(40)	78%	(395)	10%	(49)	508
Trump Job Somewhat Approve	5%	(19)	5%	(19)	79%	(295)	11%	(41)	373
Trump Job Somewhat Disapprove	6%	(14)	8%	(19)	81%	(197)	6%	(14)	244
Trump Job Strongly Disapprove	5%	(45)	4%	(39)	83%	(813)	8%	(83)	981
Favorable of Trump	5%	(41)	7%	(64)	79%	(689)	9%	(81)	875
Unfavorable of Trump	5%	(62)	4%	(51)	83%	(1011)	8%	(91)	1216
Very Favorable of Trump	5%	(27)	8%	(44)	76%	(416)	11%	(57)	544
Somewhat Favorable of Trump	4%	(14)	6%	(20)	83%	(273)	7%	(24)	330
Somewhat Unfavorable of Trump	5%	(11)	6%	(12)	82%	(161)	7%	(13)	196
Very Unfavorable of Trump	5%	(51)	4%	(39)	83%	(850)	8%	(79)	1020
#1 Issue: Economy	4%	(30)	4%	(35)	84%	(660)	8%	(65)	790
#1 Issue: Security	4%	(11)	12%	(30)	71%	(184)	13%	(32)	257
#1 Issue: Health Care	6%	(25)	4%	(16)	80%	(313)	9%	(37)	391
#1 Issue: Medicare / Social Security	3%	(8)	5%	(15)	80%	(240)	13%	(38)	301
#1 Issue: Women's Issues	7%	(9)	6%	(7)	74%	(88)	13%	(16)	119
#1 Issue: Education	6%	(7)	8%	(10)	76%	(93)	10%	(12)	123
#1 Issue: Energy	7%	(5)	10%	(7)	72%	(51)	12%	(8)	71
#1 Issue: Other	6%	(9)	—	(0)	80%	(118)	13%	(19)	147
2018 House Vote: Democrat	5%	(38)	4%	(34)	84%	(677)	7%	(56)	805
2018 House Vote: Republican	6%	(37)	6%	(41)	81%	(516)	6%	(40)	634
2018 House Vote: Someone else	6%	(3)	8%	(4)	69%	(36)	18%	(9)	53
2016 Vote: Hillary Clinton	6%	(40)	5%	(36)	83%	(600)	6%	(46)	723
2016 Vote: Donald Trump	5%	(37)	6%	(38)	83%	(560)	6%	(42)	676
2016 Vote: Other	4%	(5)	4%	(5)	77%	(92)	15%	(18)	120
2016 Vote: Didn't Vote	3%	(22)	5%	(36)	73%	(495)	18%	(122)	674
Voted in 2014: Yes	5%	(67)	5%	(69)	83%	(1061)	7%	(88)	1284
Voted in 2014: No	4%	(38)	5%	(50)	75%	(688)	15%	(140)	916

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**Table FWP2\_15:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for Thanksgiving?  
Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(104)	5%	(119)	79%	(1749)	10%	(228)	2200
2012 Vote: Barack Obama	5%	(40)	5%	(43)	86%	(726)	5%	(40)	849
2012 Vote: Mitt Romney	6%	(28)	4%	(22)	83%	(410)	7%	(36)	496
2012 Vote: Other	4%	(3)	5%	(4)	72%	(52)	19%	(14)	72
2012 Vote: Didn't Vote	4%	(34)	6%	(49)	72%	(561)	18%	(138)	782
4-Region: Northeast	4%	(17)	7%	(27)	78%	(309)	10%	(40)	394
4-Region: Midwest	6%	(27)	3%	(13)	82%	(380)	9%	(42)	462
4-Region: South	5%	(42)	6%	(45)	77%	(638)	12%	(99)	824
4-Region: West	3%	(18)	6%	(32)	81%	(422)	9%	(47)	520

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

**Table FWP3\_1: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1801)	5%	(104)	3%	(61)	11%	(234)	2200
Gender: Male	78%	(832)	7%	(76)	4%	(44)	10%	(110)	1062
Gender: Female	85%	(969)	3%	(29)	1%	(17)	11%	(123)	1138
Age: 18-34	73%	(478)	8%	(55)	5%	(36)	13%	(86)	655
Age: 35-44	76%	(273)	7%	(25)	3%	(11)	14%	(49)	358
Age: 45-64	86%	(648)	3%	(20)	2%	(12)	9%	(71)	751
Age: 65+	92%	(402)	1%	(5)	—	(2)	6%	(28)	436
GenZers: 1997-2012	80%	(201)	7%	(18)	2%	(6)	10%	(26)	250
Millennials: 1981-1996	72%	(412)	8%	(44)	6%	(36)	14%	(81)	573
GenXers: 1965-1980	82%	(455)	4%	(22)	2%	(13)	11%	(63)	553
Baby Boomers: 1946-1964	89%	(646)	3%	(20)	1%	(5)	8%	(56)	727
PID: Dem (no lean)	81%	(689)	6%	(49)	3%	(22)	10%	(88)	849
PID: Ind (no lean)	80%	(512)	3%	(19)	2%	(16)	15%	(95)	641
PID: Rep (no lean)	85%	(601)	5%	(37)	3%	(23)	7%	(50)	710
PID/Gender: Dem Men	76%	(303)	9%	(36)	4%	(16)	11%	(42)	396
PID/Gender: Dem Women	85%	(386)	3%	(13)	1%	(6)	10%	(46)	452
PID/Gender: Ind Men	78%	(241)	5%	(15)	3%	(10)	14%	(43)	309
PID/Gender: Ind Women	81%	(270)	1%	(4)	2%	(6)	16%	(52)	332
PID/Gender: Rep Men	81%	(288)	7%	(25)	5%	(18)	7%	(25)	357
PID/Gender: Rep Women	88%	(313)	3%	(11)	1%	(5)	7%	(25)	354
Ideo: Liberal (1-3)	81%	(508)	9%	(58)	3%	(20)	6%	(39)	625
Ideo: Moderate (4)	85%	(536)	3%	(18)	2%	(13)	10%	(66)	633
Ideo: Conservative (5-7)	86%	(621)	3%	(25)	3%	(23)	8%	(54)	724
Educ: < College	80%	(1205)	4%	(66)	3%	(42)	13%	(200)	1512
Educ: Bachelors degree	88%	(392)	5%	(23)	2%	(8)	5%	(20)	444
Educ: Post-grad	84%	(205)	6%	(15)	5%	(11)	6%	(14)	244
Income: Under 50k	80%	(998)	4%	(52)	3%	(35)	13%	(158)	1243
Income: 50k-100k	83%	(555)	5%	(32)	2%	(14)	10%	(65)	666
Income: 100k+	85%	(248)	7%	(21)	4%	(11)	4%	(11)	291
Ethnicity: White	84%	(1447)	4%	(68)	3%	(43)	10%	(164)	1722

Continued on next page

**Table FWP3\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1801)	5%	(104)	3%	(61)	11%	(234)	2200
Ethnicity: Hispanic	73%	(255)	6%	(22)	6%	(21)	14%	(50)	349
Ethnicity: Black	70%	(192)	10%	(27)	3%	(9)	17%	(47)	274
Ethnicity: Other	80%	(162)	5%	(10)	4%	(9)	11%	(23)	204
All Christian	86%	(923)	4%	(47)	2%	(27)	7%	(73)	1070
All Non-Christian	75%	(84)	7%	(8)	11%	(12)	7%	(8)	113
Atheist	85%	(90)	6%	(7)	3%	(3)	6%	(7)	106
Agnostic/Nothing in particular	75%	(418)	4%	(23)	2%	(13)	18%	(100)	554
Something Else	80%	(286)	6%	(20)	2%	(6)	13%	(46)	357
Religious Non-Protestant/Catholic	77%	(112)	5%	(8)	10%	(15)	7%	(10)	144
Evangelical	82%	(467)	6%	(32)	3%	(17)	10%	(55)	572
Non-Evangelical	87%	(703)	4%	(33)	1%	(12)	8%	(61)	809
Community: Urban	74%	(451)	9%	(53)	3%	(20)	14%	(84)	608
Community: Suburban	87%	(911)	3%	(29)	3%	(28)	8%	(80)	1048
Community: Rural	81%	(439)	4%	(23)	2%	(13)	13%	(70)	545
Employ: Private Sector	82%	(524)	7%	(47)	4%	(25)	6%	(39)	635
Employ: Government	80%	(108)	6%	(8)	2%	(3)	12%	(17)	136
Employ: Self-Employed	70%	(129)	7%	(13)	7%	(13)	16%	(29)	184
Employ: Homemaker	85%	(106)	1%	(2)	—	(0)	13%	(16)	124
Employ: Retired	89%	(478)	3%	(17)	—	(2)	7%	(38)	535
Employ: Unemployed	75%	(248)	4%	(15)	3%	(9)	18%	(58)	329
Employ: Other	75%	(90)	2%	(3)	5%	(6)	18%	(22)	120
Military HH: Yes	85%	(279)	8%	(27)	3%	(10)	4%	(13)	328
Military HH: No	81%	(1522)	4%	(78)	3%	(51)	12%	(221)	1872
RD/WT: Right Direction	73%	(488)	8%	(53)	5%	(36)	13%	(88)	665
RD/WT: Wrong Track	86%	(1313)	3%	(52)	2%	(25)	9%	(145)	1535
Trump Job Approve	81%	(714)	6%	(56)	4%	(32)	9%	(79)	881
Trump Job Disapprove	85%	(1041)	4%	(47)	2%	(26)	9%	(112)	1225

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**Table FWP3\_1: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1801)	5%	(104)	3%	(61)	11%	(234)	2200
Trump Job Strongly Approve	81%	(410)	7%	(38)	3%	(15)	9%	(45)	508
Trump Job Somewhat Approve	81%	(303)	5%	(18)	5%	(18)	9%	(34)	373
Trump Job Somewhat Disapprove	80%	(196)	5%	(13)	5%	(12)	10%	(24)	244
Trump Job Strongly Disapprove	86%	(845)	4%	(35)	1%	(14)	9%	(88)	981
Favorable of Trump	81%	(711)	6%	(50)	4%	(35)	9%	(78)	875
Unfavorable of Trump	86%	(1042)	4%	(50)	2%	(24)	8%	(100)	1216
Very Favorable of Trump	80%	(437)	7%	(40)	3%	(18)	9%	(49)	544
Somewhat Favorable of Trump	83%	(274)	3%	(10)	5%	(17)	9%	(29)	330
Somewhat Unfavorable of Trump	83%	(164)	5%	(9)	4%	(8)	7%	(15)	196
Very Unfavorable of Trump	86%	(878)	4%	(40)	1%	(15)	8%	(86)	1020
#1 Issue: Economy	84%	(663)	5%	(40)	2%	(14)	9%	(73)	790
#1 Issue: Security	79%	(202)	9%	(23)	4%	(9)	9%	(23)	257
#1 Issue: Health Care	83%	(324)	5%	(18)	3%	(12)	9%	(36)	391
#1 Issue: Medicare / Social Security	80%	(240)	2%	(5)	2%	(5)	17%	(50)	301
#1 Issue: Women's Issues	80%	(96)	4%	(4)	5%	(5)	12%	(14)	119
#1 Issue: Education	79%	(97)	8%	(9)	4%	(5)	9%	(11)	123
#1 Issue: Energy	85%	(60)	2%	(1)	4%	(3)	9%	(6)	71
#1 Issue: Other	80%	(118)	2%	(3)	4%	(5)	14%	(20)	147
2018 House Vote: Democrat	85%	(686)	4%	(36)	2%	(17)	8%	(66)	805
2018 House Vote: Republican	87%	(550)	4%	(24)	4%	(22)	6%	(38)	634
2018 House Vote: Someone else	75%	(40)	2%	(1)	4%	(2)	19%	(10)	53
2016 Vote: Hillary Clinton	84%	(604)	6%	(44)	3%	(20)	7%	(54)	723
2016 Vote: Donald Trump	87%	(590)	4%	(28)	2%	(16)	6%	(42)	676
2016 Vote: Other	84%	(101)	1%	(2)	3%	(3)	12%	(14)	120
2016 Vote: Didn't Vote	75%	(504)	4%	(26)	3%	(21)	18%	(123)	674
Voted in 2014: Yes	86%	(1099)	5%	(59)	2%	(31)	7%	(95)	1284
Voted in 2014: No	77%	(702)	5%	(45)	3%	(30)	15%	(139)	916

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**Table FWP3\_1:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1801)	5%	(104)	3%	(61)	11%	(234)	2200
2012 Vote: Barack Obama	86%	(728)	5%	(39)	3%	(30)	6%	(52)	849
2012 Vote: Mitt Romney	87%	(431)	4%	(21)	2%	(8)	7%	(35)	496
2012 Vote: Other	78%	(56)	8%	(6)	2%	(1)	12%	(9)	72
2012 Vote: Didn't Vote	75%	(584)	5%	(39)	3%	(22)	18%	(137)	782
4-Region: Northeast	82%	(324)	6%	(24)	3%	(10)	9%	(36)	394
4-Region: Midwest	86%	(397)	3%	(12)	2%	(11)	9%	(42)	462
4-Region: South	80%	(655)	5%	(41)	3%	(22)	13%	(105)	824
4-Region: West	82%	(425)	5%	(27)	3%	(17)	10%	(50)	520

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

**Table FWP3\_2: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1812)	5%	(109)	2%	(51)	10%	(228)	2200
Gender: Male	79%	(841)	8%	(82)	3%	(29)	10%	(109)	1062
Gender: Female	85%	(971)	2%	(27)	2%	(22)	10%	(119)	1138
Age: 18-34	73%	(480)	9%	(58)	4%	(27)	14%	(90)	655
Age: 35-44	80%	(285)	6%	(21)	3%	(11)	11%	(41)	358
Age: 45-64	86%	(642)	4%	(27)	1%	(10)	9%	(71)	751
Age: 65+	93%	(404)	1%	(3)	1%	(2)	6%	(27)	436
GenZers: 1997-2012	82%	(205)	5%	(13)	1%	(3)	11%	(29)	250
Millennials: 1981-1996	72%	(414)	9%	(52)	5%	(28)	14%	(79)	573
GenXers: 1965-1980	83%	(458)	4%	(24)	2%	(12)	11%	(59)	553
Baby Boomers: 1946-1964	89%	(647)	3%	(20)	1%	(7)	7%	(54)	727
PID: Dem (no lean)	82%	(697)	6%	(54)	2%	(14)	10%	(84)	849
PID: Ind (no lean)	80%	(516)	3%	(18)	2%	(12)	15%	(96)	641
PID: Rep (no lean)	84%	(599)	5%	(38)	4%	(26)	7%	(48)	710
PID/Gender: Dem Men	79%	(313)	10%	(40)	2%	(7)	9%	(36)	396
PID/Gender: Dem Women	85%	(384)	3%	(13)	1%	(7)	11%	(48)	452
PID/Gender: Ind Men	78%	(240)	4%	(14)	3%	(8)	15%	(47)	309
PID/Gender: Ind Women	83%	(275)	1%	(4)	1%	(4)	15%	(49)	332
PID/Gender: Rep Men	81%	(288)	8%	(28)	4%	(15)	7%	(26)	357
PID/Gender: Rep Women	88%	(311)	3%	(10)	3%	(11)	6%	(22)	354
Ideo: Liberal (1-3)	82%	(510)	9%	(58)	2%	(13)	7%	(44)	625
Ideo: Moderate (4)	84%	(532)	4%	(24)	2%	(12)	10%	(65)	633
Ideo: Conservative (5-7)	87%	(632)	3%	(24)	3%	(22)	6%	(46)	724
Educ: < College	81%	(1219)	4%	(66)	2%	(37)	13%	(190)	1512
Educ: Bachelors degree	88%	(389)	6%	(25)	2%	(7)	5%	(23)	444
Educ: Post-grad	83%	(203)	8%	(19)	3%	(7)	6%	(15)	244
Income: Under 50k	81%	(1007)	4%	(55)	3%	(33)	12%	(148)	1243
Income: 50k-100k	83%	(556)	5%	(34)	1%	(9)	10%	(66)	666
Income: 100k+	85%	(249)	7%	(20)	3%	(8)	5%	(14)	291
Ethnicity: White	85%	(1456)	4%	(72)	2%	(39)	9%	(155)	1722

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**Table FWP3\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1812)	5%	(109)	2%	(51)	10%	(228)	2200
Ethnicity: Hispanic	74%	(257)	9%	(30)	4%	(15)	14%	(47)	349
Ethnicity: Black	70%	(193)	9%	(26)	3%	(7)	18%	(49)	274
Ethnicity: Other	80%	(163)	6%	(12)	3%	(5)	12%	(24)	204
All Christian	86%	(920)	5%	(49)	3%	(32)	6%	(69)	1070
All Non-Christian	75%	(84)	13%	(14)	2%	(3)	10%	(12)	113
Atheist	84%	(90)	8%	(8)	2%	(2)	6%	(6)	106
Agnostic/Nothing in particular	77%	(429)	4%	(20)	1%	(5)	18%	(99)	554
Something Else	81%	(288)	5%	(18)	3%	(9)	12%	(42)	357
Religious Non-Protestant/Catholic	76%	(109)	11%	(16)	4%	(5)	9%	(13)	144
Evangelical	83%	(472)	6%	(32)	4%	(21)	8%	(47)	572
Non-Evangelical	87%	(700)	4%	(31)	2%	(16)	8%	(61)	809
Community: Urban	74%	(451)	8%	(51)	4%	(21)	14%	(84)	608
Community: Suburban	87%	(913)	4%	(39)	2%	(23)	7%	(72)	1048
Community: Rural	82%	(447)	4%	(20)	1%	(7)	13%	(71)	545
Employ: Private Sector	82%	(519)	8%	(49)	4%	(25)	7%	(42)	635
Employ: Government	84%	(115)	4%	(6)	1%	(2)	10%	(13)	136
Employ: Self-Employed	74%	(135)	9%	(16)	4%	(7)	14%	(26)	184
Employ: Homemaker	86%	(107)	2%	(2)	—	(0)	12%	(15)	124
Employ: Retired	90%	(482)	2%	(12)	—	(2)	7%	(38)	535
Employ: Unemployed	75%	(245)	6%	(18)	2%	(8)	18%	(58)	329
Employ: Other	77%	(92)	2%	(3)	5%	(6)	16%	(19)	120
Military HH: Yes	87%	(285)	6%	(19)	2%	(5)	6%	(19)	328
Military HH: No	82%	(1527)	5%	(90)	2%	(46)	11%	(209)	1872
RD/WT: Right Direction	75%	(499)	9%	(58)	4%	(24)	13%	(84)	665
RD/WT: Wrong Track	86%	(1313)	3%	(51)	2%	(27)	9%	(144)	1535
Trump Job Approve	81%	(712)	6%	(55)	3%	(31)	9%	(83)	881
Trump Job Disapprove	86%	(1051)	4%	(53)	1%	(16)	9%	(105)	1225

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**Table FWP3\_2: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1812)	5%	(109)	2%	(51)	10%	(228)	2200
Trump Job Strongly Approve	81%	(410)	7%	(37)	3%	(17)	9%	(44)	508
Trump Job Somewhat Approve	81%	(302)	5%	(17)	4%	(14)	11%	(40)	373
Trump Job Somewhat Disapprove	84%	(205)	7%	(16)	1%	(4)	8%	(19)	244
Trump Job Strongly Disapprove	86%	(845)	4%	(37)	1%	(13)	9%	(86)	981
Favorable of Trump	82%	(719)	6%	(51)	4%	(31)	8%	(73)	875
Unfavorable of Trump	86%	(1043)	4%	(54)	1%	(18)	8%	(101)	1216
Very Favorable of Trump	80%	(436)	7%	(40)	3%	(18)	9%	(50)	544
Somewhat Favorable of Trump	86%	(283)	3%	(11)	4%	(14)	7%	(23)	330
Somewhat Unfavorable of Trump	84%	(166)	7%	(13)	3%	(6)	6%	(11)	196
Very Unfavorable of Trump	86%	(877)	4%	(40)	1%	(12)	9%	(90)	1020
#1 Issue: Economy	84%	(661)	6%	(46)	2%	(13)	9%	(71)	790
#1 Issue: Security	77%	(198)	9%	(22)	4%	(9)	11%	(28)	257
#1 Issue: Health Care	84%	(328)	4%	(18)	3%	(12)	9%	(34)	391
#1 Issue: Medicare / Social Security	84%	(253)	1%	(3)	1%	(4)	13%	(40)	301
#1 Issue: Women's Issues	78%	(93)	7%	(9)	—	(0)	14%	(17)	119
#1 Issue: Education	79%	(97)	5%	(7)	6%	(7)	10%	(12)	123
#1 Issue: Energy	85%	(61)	4%	(3)	2%	(1)	9%	(6)	71
#1 Issue: Other	82%	(120)	2%	(2)	3%	(4)	14%	(20)	147
2018 House Vote: Democrat	87%	(697)	5%	(36)	2%	(12)	7%	(60)	805
2018 House Vote: Republican	85%	(542)	6%	(37)	3%	(18)	6%	(37)	634
2018 House Vote: Someone else	77%	(40)	4%	(2)	1%	(1)	19%	(10)	53
2016 Vote: Hillary Clinton	86%	(618)	6%	(42)	2%	(11)	7%	(51)	723
2016 Vote: Donald Trump	86%	(583)	5%	(34)	3%	(19)	6%	(40)	676
2016 Vote: Other	82%	(99)	5%	(6)	2%	(2)	12%	(14)	120
2016 Vote: Didn't Vote	76%	(510)	4%	(24)	3%	(19)	18%	(122)	674
Voted in 2014: Yes	86%	(1100)	6%	(75)	2%	(22)	7%	(87)	1284
Voted in 2014: No	78%	(712)	4%	(34)	3%	(29)	15%	(141)	916

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**Table FWP3\_2:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1812)	5%	(109)	2%	(51)	10%	(228)	2200
2012 Vote: Barack Obama	87%	(742)	5%	(43)	2%	(17)	5%	(46)	849
2012 Vote: Mitt Romney	85%	(423)	6%	(30)	2%	(9)	7%	(34)	496
2012 Vote: Other	78%	(56)	9%	(7)	1%	(1)	12%	(9)	72
2012 Vote: Didn't Vote	75%	(590)	4%	(29)	3%	(24)	18%	(138)	782
4-Region: Northeast	81%	(320)	7%	(27)	2%	(8)	10%	(39)	394
4-Region: Midwest	85%	(393)	4%	(18)	2%	(10)	9%	(42)	462
4-Region: South	80%	(662)	5%	(40)	2%	(19)	13%	(103)	824
4-Region: West	84%	(437)	5%	(24)	3%	(15)	8%	(44)	520

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

**Table FWP3\_3: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**

Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1804)	5%	(113)	3%	(57)	10%	(226)	2200
Gender: Male	79%	(840)	7%	(71)	4%	(42)	10%	(109)	1062
Gender: Female	85%	(964)	4%	(43)	1%	(15)	10%	(117)	1138
Age: 18-34	74%	(482)	9%	(56)	5%	(30)	13%	(87)	655
Age: 35-44	78%	(280)	6%	(22)	4%	(15)	11%	(41)	358
Age: 45-64	85%	(640)	4%	(29)	1%	(11)	9%	(71)	751
Age: 65+	92%	(401)	2%	(7)	—	(2)	6%	(26)	436
GenZers: 1997-2012	82%	(205)	7%	(18)	2%	(6)	9%	(22)	250
Millennials: 1981-1996	72%	(411)	8%	(48)	5%	(30)	15%	(85)	573
GenXers: 1965-1980	83%	(460)	4%	(22)	3%	(14)	10%	(56)	553
Baby Boomers: 1946-1964	88%	(640)	4%	(26)	1%	(7)	8%	(55)	727
PID: Dem (no lean)	82%	(692)	6%	(52)	2%	(21)	10%	(84)	849
PID: Ind (no lean)	80%	(510)	3%	(21)	2%	(14)	15%	(96)	641
PID: Rep (no lean)	85%	(601)	6%	(40)	3%	(23)	6%	(46)	710
PID/Gender: Dem Men	78%	(309)	9%	(36)	3%	(13)	9%	(38)	396
PID/Gender: Dem Women	85%	(383)	3%	(15)	2%	(7)	10%	(46)	452
PID/Gender: Ind Men	78%	(240)	3%	(10)	4%	(12)	15%	(47)	309
PID/Gender: Ind Women	81%	(271)	3%	(11)	1%	(2)	15%	(49)	332
PID/Gender: Rep Men	82%	(292)	7%	(24)	5%	(17)	7%	(24)	357
PID/Gender: Rep Women	88%	(310)	5%	(17)	2%	(5)	6%	(22)	354
Ideo: Liberal (1-3)	82%	(511)	8%	(48)	4%	(24)	7%	(42)	625
Ideo: Moderate (4)	84%	(531)	4%	(24)	2%	(15)	10%	(62)	633
Ideo: Conservative (5-7)	86%	(623)	5%	(35)	2%	(17)	7%	(49)	724
Educ: < College	80%	(1209)	5%	(77)	2%	(35)	13%	(192)	1512
Educ: Bachelors degree	89%	(393)	5%	(24)	2%	(7)	4%	(20)	444
Educ: Post-grad	83%	(202)	5%	(13)	6%	(16)	6%	(14)	244
Income: Under 50k	80%	(995)	5%	(65)	3%	(33)	12%	(150)	1243
Income: 50k-100k	84%	(557)	5%	(31)	2%	(13)	10%	(65)	666
Income: 100k+	86%	(251)	6%	(17)	4%	(12)	4%	(11)	291
Ethnicity: White	84%	(1451)	4%	(74)	3%	(45)	9%	(151)	1722

Continued on next page

**Table FWP3\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1804)	5%	(113)	3%	(57)	10%	(226)	2200
Ethnicity: Hispanic	73%	(255)	9%	(30)	4%	(15)	14%	(49)	349
Ethnicity: Black	68%	(186)	12%	(33)	2%	(7)	18%	(48)	274
Ethnicity: Other	81%	(166)	3%	(6)	3%	(6)	13%	(26)	204
All Christian	86%	(916)	5%	(58)	3%	(33)	6%	(63)	1070
All Non-Christian	74%	(83)	8%	(9)	9%	(10)	9%	(10)	113
Atheist	87%	(92)	5%	(5)	3%	(3)	6%	(6)	106
Agnostic/Nothing in particular	77%	(428)	4%	(21)	1%	(6)	18%	(99)	554
Something Else	80%	(284)	6%	(21)	1%	(5)	13%	(47)	357
Religious Non-Protestant/Catholic	75%	(108)	8%	(12)	9%	(13)	8%	(12)	144
Evangelical	82%	(470)	7%	(39)	3%	(16)	8%	(46)	572
Non-Evangelical	86%	(694)	4%	(35)	2%	(18)	8%	(62)	809
Community: Urban	73%	(446)	8%	(51)	5%	(28)	14%	(83)	608
Community: Suburban	87%	(915)	4%	(37)	2%	(23)	7%	(73)	1048
Community: Rural	81%	(443)	5%	(25)	1%	(7)	13%	(70)	545
Employ: Private Sector	83%	(525)	7%	(47)	4%	(24)	6%	(39)	635
Employ: Government	83%	(113)	6%	(8)	1%	(2)	10%	(13)	136
Employ: Self-Employed	70%	(128)	9%	(16)	7%	(12)	15%	(27)	184
Employ: Homemaker	86%	(106)	2%	(3)	—	(0)	12%	(15)	124
Employ: Retired	89%	(475)	3%	(18)	1%	(5)	7%	(36)	535
Employ: Unemployed	75%	(248)	4%	(13)	2%	(7)	19%	(62)	329
Employ: Other	78%	(93)	2%	(2)	5%	(6)	16%	(19)	120
Military HH: Yes	85%	(279)	7%	(24)	3%	(10)	5%	(15)	328
Military HH: No	81%	(1524)	5%	(90)	3%	(47)	11%	(210)	1872
RD/WT: Right Direction	75%	(501)	8%	(56)	5%	(30)	12%	(78)	665
RD/WT: Wrong Track	85%	(1303)	4%	(58)	2%	(27)	10%	(148)	1535
Trump Job Approve	81%	(711)	6%	(54)	4%	(35)	9%	(81)	881
Trump Job Disapprove	85%	(1044)	5%	(58)	2%	(19)	8%	(104)	1225

Continued on next page

**Table FWP3\_3: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**

Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1804)	5%	(113)	3%	(57)	10%	(226)	2200
Trump Job Strongly Approve	80%	(409)	8%	(41)	3%	(15)	8%	(43)	508
Trump Job Somewhat Approve	81%	(302)	4%	(13)	5%	(20)	10%	(38)	373
Trump Job Somewhat Disapprove	83%	(202)	6%	(14)	3%	(8)	8%	(20)	244
Trump Job Strongly Disapprove	86%	(842)	4%	(44)	1%	(11)	9%	(84)	981
Favorable of Trump	82%	(720)	6%	(49)	4%	(33)	8%	(73)	875
Unfavorable of Trump	85%	(1033)	5%	(60)	2%	(22)	8%	(100)	1216
Very Favorable of Trump	80%	(437)	7%	(39)	3%	(17)	9%	(51)	544
Somewhat Favorable of Trump	86%	(284)	3%	(10)	5%	(16)	7%	(22)	330
Somewhat Unfavorable of Trump	82%	(160)	7%	(13)	4%	(7)	8%	(15)	196
Very Unfavorable of Trump	86%	(873)	5%	(47)	1%	(15)	8%	(85)	1020
#1 Issue: Economy	84%	(663)	5%	(42)	2%	(14)	9%	(72)	790
#1 Issue: Security	76%	(194)	10%	(25)	6%	(15)	9%	(23)	257
#1 Issue: Health Care	83%	(324)	4%	(15)	4%	(16)	9%	(36)	391
#1 Issue: Medicare / Social Security	83%	(250)	2%	(5)	1%	(4)	14%	(41)	301
#1 Issue: Women's Issues	79%	(94)	8%	(10)	—	(0)	13%	(15)	119
#1 Issue: Education	83%	(102)	6%	(7)	3%	(3)	9%	(11)	123
#1 Issue: Energy	78%	(56)	7%	(5)	2%	(2)	13%	(9)	71
#1 Issue: Other	82%	(120)	3%	(5)	2%	(3)	13%	(18)	147
2018 House Vote: Democrat	86%	(692)	4%	(32)	2%	(19)	8%	(61)	805
2018 House Vote: Republican	85%	(542)	6%	(39)	3%	(17)	6%	(36)	634
2018 House Vote: Someone else	77%	(40)	6%	(3)	3%	(1)	15%	(8)	53
2016 Vote: Hillary Clinton	85%	(611)	5%	(37)	3%	(22)	7%	(53)	723
2016 Vote: Donald Trump	86%	(585)	5%	(35)	2%	(16)	6%	(40)	676
2016 Vote: Other	81%	(97)	5%	(6)	3%	(3)	12%	(14)	120
2016 Vote: Didn't Vote	75%	(509)	5%	(32)	2%	(16)	18%	(118)	674
Voted in 2014: Yes	85%	(1096)	5%	(69)	2%	(27)	7%	(92)	1284
Voted in 2014: No	77%	(708)	5%	(44)	3%	(31)	15%	(133)	916

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**Table FWP3\_3:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	82%	(1804)	5%	(113)	3%	(57)	10%	(226)	2200
2012 Vote: Barack Obama	87%	(736)	5%	(41)	2%	(21)	6%	(50)	849
2012 Vote: Mitt Romney	86%	(425)	6%	(30)	2%	(9)	6%	(32)	496
2012 Vote: Other	78%	(56)	2%	(2)	2%	(1)	18%	(13)	72
2012 Vote: Didn't Vote	75%	(585)	5%	(41)	3%	(26)	17%	(130)	782
4-Region: Northeast	82%	(322)	6%	(25)	3%	(10)	9%	(36)	394
4-Region: Midwest	85%	(394)	3%	(14)	3%	(13)	9%	(41)	462
4-Region: South	79%	(649)	6%	(52)	2%	(20)	13%	(104)	824
4-Region: West	84%	(438)	4%	(22)	3%	(15)	9%	(45)	520

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

**Table FWP3\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	81%	(1786)	6%	(132)	2%	(49)	11%	(233)	2200
Gender: Male	78%	(831)	8%	(86)	3%	(31)	11%	(113)	1062
Gender: Female	84%	(955)	4%	(46)	2%	(18)	11%	(120)	1138
Age: 18-34	73%	(478)	9%	(56)	4%	(27)	14%	(95)	655
Age: 35-44	77%	(276)	9%	(33)	2%	(9)	11%	(40)	358
Age: 45-64	85%	(638)	4%	(31)	2%	(12)	9%	(71)	751
Age: 65+	91%	(395)	3%	(12)	—	(2)	6%	(27)	436
GenZers: 1997-2012	82%	(204)	6%	(14)	3%	(7)	10%	(24)	250
Millennials: 1981-1996	70%	(402)	10%	(59)	4%	(23)	16%	(89)	573
GenXers: 1965-1980	82%	(456)	5%	(29)	2%	(12)	10%	(56)	553
Baby Boomers: 1946-1964	88%	(640)	4%	(27)	1%	(6)	8%	(55)	727
PID: Dem (no lean)	81%	(685)	7%	(62)	2%	(17)	10%	(84)	849
PID: Ind (no lean)	79%	(506)	3%	(21)	2%	(12)	16%	(102)	641
PID: Rep (no lean)	84%	(595)	7%	(49)	3%	(20)	7%	(46)	710
PID/Gender: Dem Men	78%	(309)	10%	(39)	3%	(10)	10%	(38)	396
PID/Gender: Dem Women	83%	(376)	5%	(23)	1%	(7)	10%	(46)	452
PID/Gender: Ind Men	76%	(235)	4%	(13)	3%	(10)	16%	(51)	309
PID/Gender: Ind Women	82%	(271)	3%	(9)	—	(1)	15%	(51)	332
PID/Gender: Rep Men	81%	(287)	10%	(34)	3%	(11)	7%	(24)	357
PID/Gender: Rep Women	87%	(307)	4%	(14)	3%	(10)	6%	(22)	354
Ideo: Liberal (1-3)	82%	(509)	8%	(49)	3%	(21)	7%	(45)	625
Ideo: Moderate (4)	83%	(524)	5%	(33)	2%	(12)	10%	(64)	633
Ideo: Conservative (5-7)	85%	(616)	6%	(44)	2%	(15)	7%	(49)	724
Educ: < College	79%	(1202)	5%	(78)	2%	(33)	13%	(199)	1512
Educ: Bachelors degree	88%	(389)	6%	(28)	1%	(7)	5%	(20)	444
Educ: Post-grad	80%	(195)	11%	(26)	4%	(9)	5%	(13)	244
Income: Under 50k	80%	(993)	5%	(67)	2%	(29)	12%	(154)	1243
Income: 50k-100k	83%	(552)	5%	(36)	2%	(11)	10%	(67)	666
Income: 100k+	83%	(242)	10%	(30)	3%	(9)	4%	(11)	291
Ethnicity: White	84%	(1441)	5%	(94)	2%	(29)	9%	(158)	1722

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**Table FWP3\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	81%	(1786)	6%	(132)	2%	(49)	11%	(233)	2200
Ethnicity: Hispanic	74%	(257)	8%	(27)	3%	(11)	16%	(55)	349
Ethnicity: Black	67%	(184)	10%	(28)	5%	(13)	18%	(49)	274
Ethnicity: Other	79%	(161)	5%	(10)	4%	(7)	13%	(26)	204
All Christian	85%	(909)	6%	(68)	3%	(28)	6%	(66)	1070
All Non-Christian	73%	(82)	9%	(10)	8%	(9)	11%	(12)	113
Atheist	86%	(92)	6%	(6)	2%	(2)	5%	(6)	106
Agnostic/Nothing in particular	76%	(421)	5%	(25)	1%	(5)	18%	(102)	554
Something Else	79%	(282)	6%	(23)	1%	(5)	13%	(47)	357
Religious Non-Protestant/Catholic	73%	(106)	8%	(11)	8%	(11)	11%	(16)	144
Evangelical	81%	(464)	9%	(51)	2%	(11)	8%	(45)	572
Non-Evangelical	86%	(692)	5%	(37)	2%	(18)	8%	(62)	809
Community: Urban	72%	(436)	11%	(64)	4%	(25)	13%	(82)	608
Community: Suburban	86%	(905)	4%	(41)	2%	(19)	8%	(83)	1048
Community: Rural	82%	(444)	5%	(27)	1%	(5)	12%	(68)	545
Employ: Private Sector	82%	(520)	9%	(59)	3%	(17)	6%	(39)	635
Employ: Government	82%	(111)	5%	(7)	4%	(5)	10%	(13)	136
Employ: Self-Employed	70%	(129)	9%	(16)	4%	(7)	17%	(32)	184
Employ: Homemaker	84%	(105)	3%	(4)	—	(0)	12%	(15)	124
Employ: Retired	88%	(473)	4%	(21)	1%	(4)	7%	(37)	535
Employ: Unemployed	74%	(244)	5%	(17)	2%	(5)	19%	(62)	329
Employ: Other	76%	(91)	2%	(3)	5%	(6)	17%	(21)	120
Military HH: Yes	87%	(286)	4%	(13)	3%	(8)	6%	(21)	328
Military HH: No	80%	(1500)	6%	(119)	2%	(41)	11%	(212)	1872
RD/WT: Right Direction	75%	(496)	9%	(62)	3%	(23)	13%	(84)	665
RD/WT: Wrong Track	84%	(1291)	5%	(70)	2%	(26)	10%	(149)	1535
Trump Job Approve	80%	(706)	7%	(62)	4%	(31)	9%	(82)	881
Trump Job Disapprove	84%	(1033)	6%	(69)	1%	(15)	9%	(108)	1225

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**Table FWP3\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	81%	(1786)	6%	(132)	2%	(49)	11%	(233)	2200
Trump Job Strongly Approve	81%	(410)	8%	(40)	3%	(14)	9%	(44)	508
Trump Job Somewhat Approve	79%	(296)	6%	(22)	5%	(17)	10%	(38)	373
Trump Job Somewhat Disapprove	80%	(195)	10%	(24)	2%	(4)	8%	(21)	244
Trump Job Strongly Disapprove	85%	(838)	5%	(45)	1%	(11)	9%	(87)	981
Favorable of Trump	82%	(716)	7%	(59)	3%	(25)	8%	(74)	875
Unfavorable of Trump	84%	(1024)	6%	(67)	2%	(22)	8%	(103)	1216
Very Favorable of Trump	80%	(437)	8%	(43)	2%	(13)	9%	(51)	544
Somewhat Favorable of Trump	84%	(279)	5%	(16)	4%	(12)	7%	(23)	330
Somewhat Unfavorable of Trump	79%	(155)	8%	(15)	4%	(8)	9%	(19)	196
Very Unfavorable of Trump	85%	(869)	5%	(52)	1%	(14)	8%	(85)	1020
#1 Issue: Economy	83%	(659)	6%	(45)	2%	(13)	9%	(72)	790
#1 Issue: Security	75%	(192)	11%	(28)	5%	(12)	10%	(25)	257
#1 Issue: Health Care	82%	(322)	5%	(19)	3%	(12)	10%	(39)	391
#1 Issue: Medicare / Social Security	81%	(243)	4%	(13)	1%	(4)	14%	(41)	301
#1 Issue: Women's Issues	77%	(92)	7%	(8)	—	(0)	16%	(19)	119
#1 Issue: Education	81%	(100)	8%	(9)	1%	(2)	10%	(12)	123
#1 Issue: Energy	79%	(56)	10%	(7)	2%	(2)	9%	(6)	71
#1 Issue: Other	83%	(122)	2%	(3)	2%	(3)	13%	(19)	147
2018 House Vote: Democrat	84%	(679)	7%	(55)	1%	(12)	7%	(59)	805
2018 House Vote: Republican	84%	(536)	7%	(42)	3%	(18)	6%	(39)	634
2018 House Vote: Someone else	80%	(42)	6%	(3)	—	(0)	15%	(8)	53
2016 Vote: Hillary Clinton	83%	(598)	8%	(55)	2%	(14)	8%	(55)	723
2016 Vote: Donald Trump	86%	(582)	6%	(41)	2%	(14)	6%	(39)	676
2016 Vote: Other	81%	(98)	3%	(4)	4%	(5)	12%	(14)	120
2016 Vote: Didn't Vote	75%	(503)	5%	(32)	2%	(16)	18%	(123)	674
Voted in 2014: Yes	85%	(1086)	6%	(77)	2%	(27)	7%	(94)	1284
Voted in 2014: No	76%	(701)	6%	(55)	2%	(22)	15%	(138)	916

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**Table FWP3\_4:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	81%	(1786)	6%	(132)	2%	(49)	11%	(233)	2200
2012 Vote: Barack Obama	86%	(727)	6%	(54)	2%	(16)	6%	(51)	849
2012 Vote: Mitt Romney	85%	(424)	5%	(26)	3%	(15)	6%	(31)	496
2012 Vote: Other	76%	(55)	5%	(4)	—	(0)	19%	(14)	72
2012 Vote: Didn't Vote	74%	(580)	6%	(48)	2%	(18)	17%	(136)	782
4-Region: Northeast	82%	(324)	6%	(25)	1%	(6)	10%	(39)	394
4-Region: Midwest	83%	(384)	5%	(23)	3%	(12)	9%	(42)	462
4-Region: South	79%	(652)	7%	(54)	2%	(15)	13%	(103)	824
4-Region: West	82%	(427)	6%	(29)	3%	(16)	9%	(48)	520

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

**Table FWP3\_5: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	80%	(1765)	6%	(138)	3%	(69)	10%	(228)	2200
Gender: Male	77%	(819)	8%	(88)	4%	(45)	10%	(110)	1062
Gender: Female	83%	(945)	4%	(50)	2%	(24)	10%	(118)	1138
Age: 18-34	73%	(475)	9%	(56)	5%	(35)	14%	(89)	655
Age: 35-44	77%	(274)	7%	(27)	5%	(17)	11%	(40)	358
Age: 45-64	83%	(623)	5%	(40)	2%	(14)	10%	(73)	751
Age: 65+	90%	(392)	4%	(16)	—	(2)	6%	(26)	436
GenZers: 1997-2012	81%	(201)	8%	(19)	3%	(8)	9%	(22)	250
Millennials: 1981-1996	71%	(405)	8%	(47)	6%	(35)	15%	(86)	573
GenXers: 1965-1980	80%	(441)	6%	(35)	4%	(19)	10%	(57)	553
Baby Boomers: 1946-1964	87%	(632)	5%	(33)	1%	(6)	8%	(56)	727
PID: Dem (no lean)	79%	(673)	8%	(65)	3%	(28)	10%	(82)	849
PID: Ind (no lean)	78%	(500)	4%	(29)	2%	(14)	15%	(99)	641
PID: Rep (no lean)	83%	(592)	6%	(44)	4%	(27)	7%	(47)	710
PID/Gender: Dem Men	77%	(304)	9%	(36)	5%	(20)	9%	(37)	396
PID/Gender: Dem Women	82%	(369)	6%	(29)	2%	(9)	10%	(46)	452
PID/Gender: Ind Men	75%	(231)	7%	(21)	3%	(9)	15%	(47)	309
PID/Gender: Ind Women	81%	(269)	2%	(7)	1%	(5)	15%	(51)	332
PID/Gender: Rep Men	80%	(284)	9%	(31)	4%	(16)	7%	(26)	357
PID/Gender: Rep Women	87%	(308)	4%	(13)	3%	(11)	6%	(21)	354
Ideo: Liberal (1-3)	80%	(501)	9%	(56)	4%	(25)	7%	(42)	625
Ideo: Moderate (4)	81%	(515)	6%	(39)	3%	(17)	10%	(63)	633
Ideo: Conservative (5-7)	85%	(612)	5%	(39)	3%	(23)	7%	(50)	724
Educ: < College	78%	(1186)	6%	(89)	3%	(45)	13%	(192)	1512
Educ: Bachelors degree	86%	(383)	6%	(26)	3%	(15)	5%	(20)	444
Educ: Post-grad	81%	(197)	9%	(23)	4%	(9)	6%	(16)	244
Income: Under 50k	79%	(987)	6%	(70)	3%	(37)	12%	(148)	1243
Income: 50k-100k	81%	(538)	7%	(43)	3%	(17)	10%	(67)	666
Income: 100k+	82%	(239)	9%	(25)	5%	(14)	4%	(13)	291
Ethnicity: White	83%	(1422)	6%	(100)	3%	(45)	9%	(154)	1722

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**Table FWP3\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	80%	(1765)	6%	(138)	3%	(69)	10%	(228)	2200
Ethnicity: Hispanic	71%	(249)	8%	(29)	7%	(23)	14%	(48)	349
Ethnicity: Black	67%	(183)	11%	(29)	5%	(13)	18%	(49)	274
Ethnicity: Other	78%	(159)	4%	(8)	5%	(11)	12%	(25)	204
All Christian	83%	(890)	8%	(82)	3%	(36)	6%	(62)	1070
All Non-Christian	74%	(83)	9%	(10)	9%	(10)	8%	(9)	113
Atheist	85%	(90)	7%	(7)	3%	(3)	5%	(6)	106
Agnostic/Nothing in particular	77%	(425)	3%	(17)	2%	(10)	18%	(102)	554
Something Else	78%	(277)	6%	(22)	2%	(9)	14%	(49)	357
Religious Non-Protestant/Catholic	74%	(107)	9%	(13)	9%	(13)	8%	(11)	144
Evangelical	79%	(451)	10%	(56)	3%	(18)	8%	(48)	572
Non-Evangelical	84%	(682)	5%	(43)	3%	(23)	8%	(61)	809
Community: Urban	72%	(437)	10%	(58)	5%	(32)	13%	(81)	608
Community: Suburban	85%	(890)	5%	(53)	2%	(25)	8%	(79)	1048
Community: Rural	80%	(438)	5%	(27)	2%	(12)	13%	(68)	545
Employ: Private Sector	81%	(513)	9%	(57)	4%	(27)	6%	(40)	635
Employ: Government	84%	(114)	5%	(7)	2%	(3)	9%	(12)	136
Employ: Self-Employed	69%	(126)	7%	(13)	8%	(15)	16%	(30)	184
Employ: Homemaker	84%	(105)	3%	(4)	—	(0)	12%	(15)	124
Employ: Retired	86%	(462)	7%	(35)	—	(2)	7%	(35)	535
Employ: Unemployed	74%	(243)	4%	(14)	3%	(10)	19%	(61)	329
Employ: Other	75%	(90)	3%	(4)	5%	(6)	18%	(21)	120
Military HH: Yes	86%	(281)	5%	(16)	4%	(13)	5%	(17)	328
Military HH: No	79%	(1484)	7%	(122)	3%	(55)	11%	(211)	1872
RD/WT: Right Direction	74%	(491)	9%	(60)	5%	(34)	12%	(80)	665
RD/WT: Wrong Track	83%	(1274)	5%	(78)	2%	(35)	10%	(148)	1535
Trump Job Approve	80%	(701)	7%	(63)	4%	(34)	9%	(83)	881
Trump Job Disapprove	83%	(1016)	6%	(74)	3%	(32)	8%	(103)	1225

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**Table FWP3\_5: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	80%	(1765)	6%	(138)	3%	(69)	10%	(228)	2200
Trump Job Strongly Approve	80%	(408)	8%	(38)	3%	(17)	9%	(45)	508
Trump Job Somewhat Approve	79%	(294)	7%	(25)	5%	(17)	10%	(38)	373
Trump Job Somewhat Disapprove	80%	(195)	7%	(16)	7%	(16)	7%	(17)	244
Trump Job Strongly Disapprove	84%	(821)	6%	(57)	2%	(16)	9%	(86)	981
Favorable of Trump	81%	(707)	7%	(57)	4%	(35)	9%	(76)	875
Unfavorable of Trump	83%	(1010)	6%	(76)	3%	(32)	8%	(97)	1216
Very Favorable of Trump	79%	(428)	8%	(43)	3%	(19)	10%	(54)	544
Somewhat Favorable of Trump	84%	(278)	4%	(14)	5%	(16)	7%	(22)	330
Somewhat Unfavorable of Trump	83%	(162)	6%	(11)	5%	(11)	6%	(12)	196
Very Unfavorable of Trump	83%	(848)	6%	(65)	2%	(21)	8%	(85)	1020
#1 Issue: Economy	82%	(651)	6%	(46)	2%	(18)	9%	(75)	790
#1 Issue: Security	75%	(193)	11%	(28)	4%	(11)	10%	(25)	257
#1 Issue: Health Care	81%	(315)	6%	(25)	4%	(14)	9%	(37)	391
#1 Issue: Medicare / Social Security	80%	(241)	5%	(15)	2%	(6)	13%	(39)	301
#1 Issue: Women's Issues	76%	(90)	5%	(6)	5%	(6)	14%	(16)	119
#1 Issue: Education	80%	(98)	9%	(11)	2%	(3)	9%	(11)	123
#1 Issue: Energy	80%	(57)	5%	(3)	6%	(4)	9%	(6)	71
#1 Issue: Other	81%	(119)	3%	(4)	4%	(5)	13%	(19)	147
2018 House Vote: Democrat	82%	(663)	7%	(59)	3%	(21)	8%	(61)	805
2018 House Vote: Republican	84%	(534)	6%	(40)	3%	(22)	6%	(38)	634
2018 House Vote: Someone else	74%	(39)	7%	(4)	4%	(2)	15%	(8)	53
2016 Vote: Hillary Clinton	82%	(593)	7%	(52)	3%	(24)	7%	(54)	723
2016 Vote: Donald Trump	84%	(571)	7%	(50)	2%	(15)	6%	(40)	676
2016 Vote: Other	82%	(99)	4%	(5)	2%	(2)	12%	(14)	120
2016 Vote: Didn't Vote	73%	(496)	5%	(31)	4%	(28)	18%	(120)	674
Voted in 2014: Yes	84%	(1073)	7%	(84)	3%	(35)	7%	(91)	1284
Voted in 2014: No	75%	(692)	6%	(54)	4%	(34)	15%	(137)	916

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**Table FWP3\_5:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	80%	(1765)	6%	(138)	3%	(69)	10%	(228)	2200
2012 Vote: Barack Obama	85%	(718)	7%	(56)	3%	(29)	5%	(46)	849
2012 Vote: Mitt Romney	85%	(421)	6%	(28)	3%	(14)	7%	(33)	496
2012 Vote: Other	74%	(53)	8%	(6)	—	(0)	18%	(13)	72
2012 Vote: Didn't Vote	73%	(572)	6%	(49)	3%	(26)	17%	(135)	782
4-Region: Northeast	81%	(318)	6%	(25)	4%	(15)	9%	(37)	394
4-Region: Midwest	84%	(388)	6%	(28)	1%	(6)	9%	(40)	462
4-Region: South	78%	(644)	6%	(52)	3%	(24)	13%	(103)	824
4-Region: West	80%	(415)	6%	(33)	5%	(24)	9%	(48)	520

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

**Table FWP3\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	80%	(1749)	7%	(157)	3%	(63)	11%	(231)	2200
Gender: Male	77%	(814)	9%	(99)	4%	(41)	10%	(108)	1062
Gender: Female	82%	(935)	5%	(58)	2%	(22)	11%	(123)	1138
Age: 18-34	72%	(474)	9%	(61)	5%	(32)	14%	(89)	655
Age: 35-44	75%	(267)	10%	(35)	4%	(13)	12%	(43)	358
Age: 45-64	82%	(618)	6%	(44)	2%	(16)	10%	(72)	751
Age: 65+	90%	(391)	4%	(17)	—	(2)	6%	(26)	436
GenZers: 1997-2012	82%	(205)	6%	(15)	2%	(5)	10%	(24)	250
Millennials: 1981-1996	69%	(396)	10%	(60)	5%	(31)	15%	(86)	573
GenXers: 1965-1980	79%	(439)	7%	(38)	3%	(18)	11%	(58)	553
Baby Boomers: 1946-1964	86%	(623)	6%	(41)	1%	(7)	8%	(56)	727
PID: Dem (no lean)	79%	(673)	8%	(71)	3%	(22)	10%	(82)	849
PID: Ind (no lean)	78%	(498)	5%	(30)	2%	(16)	15%	(97)	641
PID: Rep (no lean)	81%	(578)	8%	(55)	3%	(25)	7%	(52)	710
PID/Gender: Dem Men	76%	(301)	12%	(49)	3%	(12)	9%	(35)	396
PID/Gender: Dem Women	82%	(372)	5%	(22)	2%	(11)	11%	(48)	452
PID/Gender: Ind Men	76%	(234)	6%	(19)	3%	(9)	15%	(47)	309
PID/Gender: Ind Women	80%	(264)	3%	(11)	2%	(7)	15%	(50)	332
PID/Gender: Rep Men	78%	(279)	9%	(31)	6%	(20)	8%	(27)	357
PID/Gender: Rep Women	85%	(299)	7%	(25)	1%	(4)	7%	(25)	354
Ideo: Liberal (1-3)	80%	(497)	10%	(61)	3%	(22)	7%	(45)	625
Ideo: Moderate (4)	81%	(514)	6%	(36)	3%	(19)	10%	(64)	633
Ideo: Conservative (5-7)	84%	(607)	7%	(50)	2%	(17)	7%	(50)	724
Educ: < College	78%	(1182)	6%	(94)	3%	(42)	13%	(195)	1512
Educ: Bachelors degree	85%	(375)	9%	(39)	2%	(7)	5%	(23)	444
Educ: Post-grad	79%	(192)	10%	(25)	6%	(14)	6%	(14)	244
Income: Under 50k	79%	(985)	6%	(71)	3%	(35)	12%	(152)	1243
Income: 50k-100k	79%	(527)	9%	(58)	2%	(13)	10%	(68)	666
Income: 100k+	82%	(237)	10%	(28)	5%	(15)	4%	(11)	291
Ethnicity: White	81%	(1403)	6%	(110)	3%	(49)	9%	(160)	1722

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**Table FWP3\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	80%	(1749)	7%	(157)	3%	(63)	11%	(231)	2200
Ethnicity: Hispanic	73%	(256)	7%	(25)	5%	(18)	14%	(50)	349
Ethnicity: Black	67%	(184)	13%	(36)	3%	(8)	17%	(46)	274
Ethnicity: Other	79%	(162)	5%	(11)	3%	(5)	13%	(26)	204
All Christian	82%	(881)	8%	(83)	3%	(36)	7%	(70)	1070
All Non-Christian	74%	(83)	11%	(12)	7%	(8)	8%	(9)	113
Atheist	85%	(91)	7%	(7)	2%	(3)	5%	(6)	106
Agnostic/Nothing in particular	76%	(422)	4%	(23)	2%	(8)	18%	(100)	554
Something Else	76%	(272)	9%	(32)	2%	(8)	13%	(46)	357
Religious Non-Protestant/Catholic	73%	(105)	12%	(18)	7%	(11)	7%	(11)	144
Evangelical	79%	(450)	9%	(54)	3%	(19)	9%	(49)	572
Non-Evangelical	83%	(670)	7%	(53)	3%	(20)	8%	(65)	809
Community: Urban	71%	(434)	10%	(62)	4%	(27)	14%	(85)	608
Community: Suburban	84%	(885)	6%	(63)	2%	(25)	7%	(75)	1048
Community: Rural	79%	(431)	6%	(32)	2%	(11)	13%	(71)	545
Employ: Private Sector	80%	(509)	10%	(62)	4%	(23)	6%	(41)	635
Employ: Government	80%	(108)	9%	(12)	1%	(2)	10%	(14)	136
Employ: Self-Employed	70%	(128)	9%	(16)	7%	(12)	15%	(27)	184
Employ: Homemaker	81%	(100)	6%	(7)	1%	(1)	13%	(16)	124
Employ: Retired	87%	(465)	6%	(30)	—	(2)	7%	(38)	535
Employ: Unemployed	72%	(238)	5%	(15)	4%	(14)	19%	(61)	329
Employ: Other	72%	(87)	7%	(8)	5%	(6)	16%	(19)	120
Military HH: Yes	85%	(278)	7%	(23)	3%	(11)	5%	(16)	328
Military HH: No	79%	(1471)	7%	(134)	3%	(51)	11%	(215)	1872
RD/WT: Right Direction	72%	(475)	10%	(70)	5%	(35)	13%	(85)	665
RD/WT: Wrong Track	83%	(1274)	6%	(88)	2%	(28)	10%	(146)	1535
Trump Job Approve	78%	(685)	9%	(77)	4%	(33)	10%	(87)	881
Trump Job Disapprove	83%	(1019)	6%	(77)	2%	(26)	8%	(103)	1225

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**Table FWP3\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	80%	(1749)	7%	(157)	3%	(63)	11%	(231)	2200
Trump Job Strongly Approve	78%	(395)	10%	(50)	3%	(17)	9%	(46)	508
Trump Job Somewhat Approve	78%	(290)	7%	(26)	4%	(16)	11%	(40)	373
Trump Job Somewhat Disapprove	78%	(191)	9%	(21)	6%	(14)	7%	(18)	244
Trump Job Strongly Disapprove	84%	(829)	6%	(55)	1%	(12)	9%	(86)	981
Favorable of Trump	79%	(692)	8%	(72)	4%	(31)	9%	(79)	875
Unfavorable of Trump	83%	(1011)	6%	(78)	2%	(29)	8%	(97)	1216
Very Favorable of Trump	77%	(422)	9%	(51)	3%	(16)	10%	(55)	544
Somewhat Favorable of Trump	82%	(271)	6%	(20)	5%	(15)	7%	(24)	330
Somewhat Unfavorable of Trump	79%	(155)	7%	(14)	7%	(13)	7%	(14)	196
Very Unfavorable of Trump	84%	(856)	6%	(64)	2%	(16)	8%	(83)	1020
#1 Issue: Economy	81%	(641)	8%	(62)	1%	(10)	10%	(76)	790
#1 Issue: Security	75%	(194)	10%	(26)	5%	(13)	9%	(24)	257
#1 Issue: Health Care	82%	(320)	6%	(22)	4%	(14)	9%	(36)	391
#1 Issue: Medicare / Social Security	78%	(236)	6%	(18)	2%	(5)	14%	(42)	301
#1 Issue: Women's Issues	75%	(90)	7%	(8)	5%	(6)	13%	(15)	119
#1 Issue: Education	78%	(95)	7%	(8)	5%	(7)	10%	(13)	123
#1 Issue: Energy	80%	(57)	6%	(5)	4%	(3)	9%	(6)	71
#1 Issue: Other	79%	(116)	6%	(8)	3%	(4)	13%	(19)	147
2018 House Vote: Democrat	83%	(670)	7%	(58)	2%	(18)	7%	(59)	805
2018 House Vote: Republican	83%	(523)	8%	(51)	3%	(21)	6%	(39)	634
2018 House Vote: Someone else	73%	(38)	7%	(4)	5%	(3)	15%	(8)	53
2016 Vote: Hillary Clinton	82%	(594)	8%	(56)	3%	(21)	7%	(52)	723
2016 Vote: Donald Trump	84%	(571)	7%	(48)	2%	(14)	6%	(43)	676
2016 Vote: Other	79%	(95)	7%	(8)	2%	(3)	12%	(14)	120
2016 Vote: Didn't Vote	72%	(486)	6%	(41)	4%	(25)	18%	(122)	674
Voted in 2014: Yes	83%	(1064)	8%	(98)	2%	(30)	7%	(92)	1284
Voted in 2014: No	75%	(685)	6%	(59)	4%	(32)	15%	(139)	916

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**Table FWP3\_6:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	80%	(1749)	7%	(157)	3%	(63)	11%	(231)	2200
2012 Vote: Barack Obama	84%	(712)	8%	(65)	3%	(27)	5%	(44)	849
2012 Vote: Mitt Romney	83%	(414)	7%	(36)	2%	(9)	7%	(37)	496
2012 Vote: Other	75%	(54)	7%	(5)	—	(0)	18%	(13)	72
2012 Vote: Didn't Vote	73%	(568)	6%	(51)	3%	(26)	17%	(137)	782
4-Region: Northeast	79%	(311)	7%	(29)	5%	(20)	9%	(35)	394
4-Region: Midwest	83%	(385)	5%	(24)	3%	(12)	9%	(42)	462
4-Region: South	76%	(629)	9%	(71)	2%	(18)	13%	(106)	824
4-Region: West	82%	(425)	6%	(33)	3%	(13)	9%	(49)	520

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

**Table FWP3\_7: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	77%	(1688)	11%	(242)	3%	(56)	10%	(213)	2200
Gender: Male	75%	(798)	12%	(126)	3%	(36)	10%	(102)	1062
Gender: Female	78%	(890)	10%	(116)	2%	(21)	10%	(111)	1138
Age: 18-34	72%	(474)	11%	(74)	4%	(25)	12%	(81)	655
Age: 35-44	73%	(262)	14%	(49)	3%	(9)	11%	(38)	358
Age: 45-64	78%	(589)	10%	(73)	3%	(20)	9%	(69)	751
Age: 65+	83%	(363)	10%	(45)	—	(2)	6%	(26)	436
GenZers: 1997-2012	80%	(201)	8%	(20)	2%	(5)	10%	(24)	250
Millennials: 1981-1996	69%	(396)	14%	(78)	4%	(25)	13%	(74)	573
GenXers: 1965-1980	76%	(421)	11%	(62)	3%	(17)	10%	(54)	553
Baby Boomers: 1946-1964	82%	(593)	10%	(71)	1%	(9)	7%	(54)	727
PID: Dem (no lean)	76%	(643)	13%	(109)	2%	(19)	9%	(77)	849
PID: Ind (no lean)	76%	(489)	8%	(51)	2%	(12)	14%	(90)	641
PID: Rep (no lean)	78%	(557)	11%	(81)	4%	(26)	7%	(46)	710
PID/Gender: Dem Men	73%	(288)	16%	(63)	3%	(12)	9%	(34)	396
PID/Gender: Dem Women	79%	(356)	10%	(47)	2%	(7)	9%	(43)	452
PID/Gender: Ind Men	76%	(235)	7%	(22)	3%	(8)	14%	(43)	309
PID/Gender: Ind Women	76%	(253)	9%	(29)	1%	(3)	14%	(47)	332
PID/Gender: Rep Men	77%	(275)	11%	(41)	4%	(16)	7%	(25)	357
PID/Gender: Rep Women	80%	(281)	12%	(41)	3%	(10)	6%	(21)	354
Ideo: Liberal (1-3)	78%	(489)	12%	(76)	4%	(23)	6%	(36)	625
Ideo: Moderate (4)	77%	(490)	11%	(70)	2%	(14)	9%	(59)	633
Ideo: Conservative (5-7)	81%	(584)	11%	(77)	2%	(17)	6%	(45)	724
Educ: < College	75%	(1127)	11%	(167)	2%	(36)	12%	(182)	1512
Educ: Bachelors degree	83%	(370)	10%	(46)	2%	(7)	5%	(20)	444
Educ: Post-grad	78%	(191)	12%	(28)	6%	(13)	5%	(12)	244
Income: Under 50k	76%	(941)	11%	(137)	2%	(28)	11%	(137)	1243
Income: 50k-100k	77%	(512)	11%	(74)	2%	(14)	10%	(67)	666
Income: 100k+	81%	(236)	11%	(31)	5%	(14)	3%	(10)	291
Ethnicity: White	79%	(1367)	9%	(163)	3%	(44)	9%	(147)	1722

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**Table FWP3\_7:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	77%	(1688)	11%	(242)	3%	(56)	10%	(213)	2200
Ethnicity: Hispanic	72%	(251)	12%	(42)	4%	(14)	12%	(42)	349
Ethnicity: Black	64%	(175)	18%	(49)	2%	(5)	16%	(44)	274
Ethnicity: Other	71%	(146)	14%	(29)	4%	(7)	11%	(22)	204
All Christian	80%	(859)	11%	(119)	3%	(32)	6%	(59)	1070
All Non-Christian	69%	(78)	15%	(17)	8%	(9)	8%	(9)	113
Atheist	84%	(89)	8%	(9)	2%	(2)	5%	(6)	106
Agnostic/Nothing in particular	72%	(400)	9%	(49)	2%	(9)	17%	(97)	554
Something Else	73%	(262)	14%	(49)	1%	(4)	12%	(42)	357
Religious Non-Protestant/Catholic	70%	(100)	15%	(22)	8%	(12)	7%	(11)	144
Evangelical	74%	(423)	15%	(86)	3%	(18)	8%	(45)	572
Non-Evangelical	82%	(666)	9%	(74)	2%	(15)	7%	(55)	809
Community: Urban	69%	(417)	15%	(89)	5%	(28)	12%	(74)	608
Community: Suburban	82%	(861)	9%	(91)	2%	(22)	7%	(74)	1048
Community: Rural	75%	(410)	11%	(62)	1%	(7)	12%	(66)	545
Employ: Private Sector	78%	(493)	14%	(88)	3%	(18)	6%	(36)	635
Employ: Government	81%	(110)	8%	(11)	3%	(4)	8%	(11)	136
Employ: Self-Employed	67%	(122)	13%	(25)	5%	(9)	15%	(27)	184
Employ: Homemaker	74%	(92)	12%	(15)	2%	(2)	12%	(15)	124
Employ: Retired	81%	(433)	12%	(64)	—	(3)	7%	(35)	535
Employ: Unemployed	74%	(242)	5%	(18)	4%	(14)	17%	(55)	329
Employ: Other	69%	(83)	12%	(14)	3%	(3)	16%	(20)	120
Military HH: Yes	83%	(272)	10%	(32)	3%	(11)	4%	(13)	328
Military HH: No	76%	(1417)	11%	(209)	2%	(45)	11%	(200)	1872
RD/WT: Right Direction	70%	(463)	13%	(88)	5%	(36)	12%	(79)	665
RD/WT: Wrong Track	80%	(1226)	10%	(154)	1%	(21)	9%	(135)	1535
Trump Job Approve	76%	(665)	12%	(107)	4%	(32)	9%	(76)	881
Trump Job Disapprove	80%	(979)	11%	(129)	2%	(22)	8%	(95)	1225

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**Table FWP3\_7: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	77%	(1688)	11%	(242)	3%	(56)	10%	(213)	2200
Trump Job Strongly Approve	75%	(383)	13%	(66)	3%	(18)	8%	(41)	508
Trump Job Somewhat Approve	76%	(282)	11%	(42)	4%	(15)	9%	(34)	373
Trump Job Somewhat Disapprove	72%	(175)	17%	(42)	4%	(11)	7%	(16)	244
Trump Job Strongly Disapprove	82%	(803)	9%	(87)	1%	(11)	8%	(79)	981
Favorable of Trump	78%	(679)	11%	(97)	3%	(30)	8%	(68)	875
Unfavorable of Trump	79%	(965)	11%	(137)	2%	(24)	7%	(90)	1216
Very Favorable of Trump	75%	(408)	14%	(74)	3%	(17)	8%	(45)	544
Somewhat Favorable of Trump	82%	(271)	7%	(23)	4%	(14)	7%	(23)	330
Somewhat Unfavorable of Trump	75%	(146)	14%	(27)	6%	(11)	6%	(12)	196
Very Unfavorable of Trump	80%	(819)	11%	(110)	1%	(13)	8%	(78)	1020
#1 Issue: Economy	80%	(629)	10%	(80)	2%	(17)	8%	(64)	790
#1 Issue: Security	73%	(188)	14%	(36)	4%	(10)	9%	(23)	257
#1 Issue: Health Care	78%	(305)	11%	(41)	2%	(10)	9%	(36)	391
#1 Issue: Medicare / Social Security	73%	(219)	13%	(39)	2%	(6)	12%	(37)	301
#1 Issue: Women's Issues	72%	(86)	9%	(11)	6%	(7)	13%	(15)	119
#1 Issue: Education	76%	(93)	12%	(15)	1%	(1)	11%	(13)	123
#1 Issue: Energy	78%	(56)	9%	(6)	4%	(3)	9%	(6)	71
#1 Issue: Other	77%	(113)	9%	(13)	1%	(2)	13%	(19)	147
2018 House Vote: Democrat	79%	(635)	13%	(104)	1%	(10)	7%	(56)	805
2018 House Vote: Republican	80%	(506)	11%	(67)	4%	(27)	5%	(34)	634
2018 House Vote: Someone else	76%	(40)	9%	(5)	—	(0)	15%	(8)	53
2016 Vote: Hillary Clinton	78%	(567)	14%	(98)	2%	(13)	6%	(45)	723
2016 Vote: Donald Trump	81%	(549)	11%	(75)	2%	(17)	5%	(36)	676
2016 Vote: Other	76%	(92)	8%	(10)	4%	(5)	12%	(14)	120
2016 Vote: Didn't Vote	70%	(475)	9%	(59)	3%	(22)	17%	(118)	674
Voted in 2014: Yes	80%	(1022)	12%	(152)	2%	(31)	6%	(79)	1284
Voted in 2014: No	73%	(666)	10%	(89)	3%	(26)	15%	(134)	916

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**Table FWP3\_7:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	77%	(1688)	11%	(242)	3%	(56)	10%	(213)	2200
2012 Vote: Barack Obama	80%	(680)	13%	(111)	2%	(18)	5%	(39)	849
2012 Vote: Mitt Romney	80%	(397)	10%	(51)	3%	(16)	6%	(31)	496
2012 Vote: Other	79%	(57)	8%	(5)	1%	(1)	12%	(9)	72
2012 Vote: Didn't Vote	71%	(553)	10%	(74)	3%	(21)	17%	(133)	782
4-Region: Northeast	80%	(314)	9%	(35)	3%	(13)	8%	(32)	394
4-Region: Midwest	81%	(373)	8%	(38)	3%	(12)	9%	(39)	462
4-Region: South	73%	(601)	13%	(105)	2%	(19)	12%	(99)	824
4-Region: West	77%	(401)	12%	(64)	2%	(12)	8%	(43)	520

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

**Table FWP3\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	73%	(1608)	14%	(313)	2%	(51)	10%	(229)	2200
Gender: Male	71%	(758)	15%	(161)	3%	(33)	10%	(111)	1062
Gender: Female	75%	(850)	13%	(152)	2%	(18)	10%	(118)	1138
Age: 18-34	68%	(447)	14%	(93)	3%	(22)	14%	(94)	655
Age: 35-44	69%	(247)	17%	(62)	3%	(9)	11%	(40)	358
Age: 45-64	75%	(565)	13%	(100)	2%	(17)	9%	(69)	751
Age: 65+	80%	(348)	14%	(59)	1%	(3)	6%	(26)	436
GenZers: 1997-2012	75%	(188)	11%	(26)	2%	(6)	12%	(30)	250
Millennials: 1981-1996	66%	(378)	16%	(94)	3%	(20)	14%	(82)	573
GenXers: 1965-1980	72%	(398)	15%	(84)	3%	(15)	10%	(56)	553
Baby Boomers: 1946-1964	79%	(571)	13%	(93)	1%	(10)	7%	(54)	727
PID: Dem (no lean)	72%	(613)	16%	(135)	2%	(17)	10%	(84)	849
PID: Ind (no lean)	73%	(468)	11%	(69)	1%	(7)	15%	(97)	641
PID: Rep (no lean)	74%	(526)	15%	(110)	4%	(27)	7%	(48)	710
PID/Gender: Dem Men	70%	(277)	18%	(70)	3%	(10)	10%	(39)	396
PID/Gender: Dem Women	74%	(336)	14%	(64)	1%	(7)	10%	(45)	452
PID/Gender: Ind Men	72%	(223)	11%	(35)	2%	(6)	15%	(45)	309
PID/Gender: Ind Women	74%	(245)	10%	(34)	—	(2)	15%	(51)	332
PID/Gender: Rep Men	72%	(258)	16%	(56)	5%	(16)	7%	(26)	357
PID/Gender: Rep Women	76%	(268)	15%	(54)	3%	(10)	6%	(21)	354
Ideo: Liberal (1-3)	73%	(458)	16%	(101)	3%	(21)	7%	(44)	625
Ideo: Moderate (4)	75%	(472)	14%	(87)	2%	(12)	10%	(62)	633
Ideo: Conservative (5-7)	77%	(556)	15%	(105)	2%	(17)	6%	(46)	724
Educ: < College	71%	(1077)	14%	(208)	2%	(32)	13%	(195)	1512
Educ: Bachelors degree	77%	(341)	17%	(74)	2%	(7)	5%	(21)	444
Educ: Post-grad	78%	(189)	13%	(31)	5%	(11)	5%	(12)	244
Income: Under 50k	72%	(894)	14%	(171)	2%	(26)	12%	(152)	1243
Income: 50k-100k	73%	(487)	15%	(97)	2%	(15)	10%	(66)	666
Income: 100k+	78%	(227)	15%	(45)	3%	(10)	3%	(10)	291
Ethnicity: White	76%	(1307)	13%	(219)	2%	(41)	9%	(155)	1722

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**Table FWP3\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	73%	(1608)	14%	(313)	2%	(51)	10%	(229)	2200
Ethnicity: Hispanic	67%	(235)	17%	(59)	3%	(10)	13%	(45)	349
Ethnicity: Black	58%	(159)	23%	(62)	1%	(2)	19%	(51)	274
Ethnicity: Other	70%	(142)	15%	(31)	4%	(9)	11%	(22)	204
All Christian	76%	(813)	15%	(161)	3%	(28)	6%	(67)	1070
All Non-Christian	66%	(74)	15%	(17)	9%	(11)	9%	(10)	113
Atheist	85%	(91)	9%	(9)	1%	(1)	5%	(6)	106
Agnostic/Nothing in particular	69%	(380)	12%	(65)	1%	(7)	18%	(102)	554
Something Else	70%	(249)	17%	(60)	1%	(4)	12%	(44)	357
Religious Non-Protestant/Catholic	66%	(95)	17%	(24)	9%	(13)	8%	(12)	144
Evangelical	71%	(404)	18%	(104)	3%	(15)	9%	(49)	572
Non-Evangelical	78%	(628)	13%	(108)	2%	(13)	7%	(60)	809
Community: Urban	65%	(393)	18%	(108)	4%	(25)	13%	(81)	608
Community: Suburban	79%	(824)	12%	(129)	2%	(20)	7%	(75)	1048
Community: Rural	72%	(390)	14%	(76)	1%	(6)	13%	(72)	545
Employ: Private Sector	74%	(472)	17%	(110)	2%	(15)	6%	(39)	635
Employ: Government	75%	(102)	12%	(16)	1%	(2)	12%	(16)	136
Employ: Self-Employed	62%	(113)	16%	(30)	6%	(12)	15%	(28)	184
Employ: Homemaker	71%	(88)	16%	(20)	1%	(2)	12%	(15)	124
Employ: Retired	77%	(412)	16%	(85)	1%	(4)	6%	(34)	535
Employ: Unemployed	71%	(232)	8%	(26)	3%	(11)	18%	(60)	329
Employ: Other	65%	(78)	15%	(18)	4%	(5)	16%	(20)	120
Military HH: Yes	77%	(252)	15%	(50)	3%	(8)	6%	(19)	328
Military HH: No	72%	(1356)	14%	(263)	2%	(43)	11%	(210)	1872
RD/WT: Right Direction	67%	(443)	16%	(107)	5%	(31)	13%	(84)	665
RD/WT: Wrong Track	76%	(1165)	13%	(206)	1%	(20)	9%	(145)	1535
Trump Job Approve	72%	(632)	16%	(139)	3%	(29)	9%	(81)	881
Trump Job Disapprove	76%	(934)	14%	(167)	2%	(19)	9%	(105)	1225

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**Table FWP3\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	73%	(1608)	14%	(313)	2%	(51)	10%	(229)	2200
Trump Job Strongly Approve	71%	(362)	17%	(87)	3%	(16)	8%	(43)	508
Trump Job Somewhat Approve	72%	(270)	14%	(52)	3%	(13)	10%	(38)	373
Trump Job Somewhat Disapprove	71%	(172)	19%	(45)	3%	(8)	7%	(18)	244
Trump Job Strongly Disapprove	78%	(762)	12%	(122)	1%	(11)	9%	(87)	981
Favorable of Trump	74%	(646)	15%	(128)	3%	(30)	8%	(71)	875
Unfavorable of Trump	76%	(920)	14%	(176)	2%	(19)	8%	(101)	1216
Very Favorable of Trump	71%	(386)	17%	(94)	3%	(17)	9%	(48)	544
Somewhat Favorable of Trump	79%	(260)	10%	(34)	4%	(13)	7%	(23)	330
Somewhat Unfavorable of Trump	72%	(141)	16%	(31)	4%	(8)	8%	(16)	196
Very Unfavorable of Trump	76%	(779)	14%	(145)	1%	(11)	8%	(85)	1020
#1 Issue: Economy	76%	(598)	14%	(112)	2%	(14)	8%	(66)	790
#1 Issue: Security	67%	(173)	19%	(49)	3%	(7)	11%	(28)	257
#1 Issue: Health Care	74%	(291)	13%	(49)	3%	(12)	10%	(39)	391
#1 Issue: Medicare / Social Security	71%	(213)	15%	(44)	2%	(6)	13%	(39)	301
#1 Issue: Women's Issues	69%	(82)	15%	(17)	4%	(5)	13%	(15)	119
#1 Issue: Education	75%	(92)	13%	(16)	—	(0)	11%	(13)	123
#1 Issue: Energy	79%	(56)	7%	(5)	5%	(3)	10%	(7)	71
#1 Issue: Other	69%	(102)	14%	(21)	2%	(3)	15%	(22)	147
2018 House Vote: Democrat	76%	(610)	16%	(126)	1%	(12)	7%	(58)	805
2018 House Vote: Republican	76%	(480)	15%	(93)	4%	(23)	6%	(38)	634
2018 House Vote: Someone else	67%	(35)	15%	(8)	—	(0)	19%	(10)	53
2016 Vote: Hillary Clinton	75%	(545)	16%	(117)	2%	(15)	6%	(46)	723
2016 Vote: Donald Trump	77%	(522)	15%	(102)	2%	(14)	6%	(37)	676
2016 Vote: Other	72%	(87)	12%	(14)	2%	(2)	14%	(17)	120
2016 Vote: Didn't Vote	66%	(447)	12%	(80)	3%	(20)	19%	(128)	674
Voted in 2014: Yes	77%	(983)	15%	(188)	2%	(28)	7%	(85)	1284
Voted in 2014: No	68%	(624)	14%	(125)	3%	(23)	16%	(143)	916

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**Table FWP3\_8:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	73%	(1608)	14%	(313)	2%	(51)	10%	(229)	2200
2012 Vote: Barack Obama	76%	(649)	16%	(138)	2%	(18)	5%	(43)	849
2012 Vote: Mitt Romney	77%	(382)	13%	(66)	3%	(13)	7%	(34)	496
2012 Vote: Other	75%	(54)	12%	(8)	1%	(1)	12%	(9)	72
2012 Vote: Didn't Vote	67%	(522)	13%	(99)	2%	(19)	18%	(141)	782
4-Region: Northeast	74%	(293)	14%	(54)	3%	(11)	9%	(35)	394
4-Region: Midwest	77%	(356)	11%	(50)	2%	(11)	10%	(45)	462
4-Region: South	70%	(579)	15%	(125)	2%	(17)	12%	(103)	824
4-Region: West	73%	(380)	16%	(83)	2%	(12)	9%	(46)	520

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

**Table FWP3\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	66%	(1460)	21%	(466)	3%	(56)	10%	(218)	2200
Gender: Male	66%	(703)	21%	(224)	3%	(34)	10%	(101)	1062
Gender: Female	66%	(757)	21%	(243)	2%	(21)	10%	(117)	1138
Age: 18-34	62%	(408)	21%	(136)	4%	(25)	13%	(86)	655
Age: 35-44	64%	(227)	23%	(82)	3%	(11)	10%	(37)	358
Age: 45-64	67%	(503)	22%	(164)	2%	(15)	9%	(68)	751
Age: 65+	74%	(322)	19%	(83)	1%	(5)	6%	(26)	436
GenZers: 1997-2012	71%	(179)	17%	(42)	3%	(7)	9%	(22)	250
Millennials: 1981-1996	59%	(339)	23%	(130)	4%	(21)	14%	(83)	573
GenXers: 1965-1980	65%	(358)	22%	(123)	3%	(17)	10%	(55)	553
Baby Boomers: 1946-1964	71%	(519)	21%	(150)	1%	(8)	7%	(51)	727
PID: Dem (no lean)	65%	(552)	24%	(203)	2%	(15)	9%	(79)	849
PID: Ind (no lean)	68%	(439)	16%	(105)	1%	(8)	14%	(89)	641
PID: Rep (no lean)	66%	(468)	22%	(159)	5%	(33)	7%	(50)	710
PID/Gender: Dem Men	63%	(250)	26%	(102)	2%	(9)	9%	(36)	396
PID/Gender: Dem Women	67%	(302)	22%	(101)	1%	(6)	9%	(43)	452
PID/Gender: Ind Men	71%	(218)	14%	(44)	2%	(6)	13%	(41)	309
PID/Gender: Ind Women	67%	(221)	18%	(61)	—	(2)	15%	(49)	332
PID/Gender: Rep Men	66%	(235)	22%	(78)	5%	(19)	7%	(25)	357
PID/Gender: Rep Women	66%	(233)	23%	(81)	4%	(14)	7%	(26)	354
Ideo: Liberal (1-3)	66%	(411)	24%	(151)	4%	(23)	6%	(40)	625
Ideo: Moderate (4)	68%	(432)	21%	(136)	1%	(8)	9%	(57)	633
Ideo: Conservative (5-7)	70%	(504)	20%	(147)	3%	(25)	7%	(48)	724
Educ: < College	64%	(971)	21%	(322)	2%	(35)	12%	(184)	1512
Educ: Bachelors degree	71%	(317)	22%	(96)	2%	(10)	5%	(21)	444
Educ: Post-grad	70%	(172)	20%	(48)	4%	(10)	6%	(13)	244
Income: Under 50k	65%	(803)	21%	(267)	2%	(31)	11%	(142)	1243
Income: 50k-100k	68%	(450)	21%	(140)	2%	(14)	9%	(62)	666
Income: 100k+	71%	(207)	21%	(60)	4%	(11)	5%	(14)	291
Ethnicity: White	69%	(1190)	20%	(345)	2%	(36)	9%	(150)	1722

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**Table FWP3\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	66%	(1460)	21%	(466)	3%	(56)	10%	(218)	2200
Ethnicity: Hispanic	64%	(222)	20%	(70)	4%	(15)	12%	(42)	349
Ethnicity: Black	51%	(140)	29%	(78)	3%	(9)	17%	(47)	274
Ethnicity: Other	63%	(130)	21%	(42)	5%	(10)	11%	(22)	204
All Christian	68%	(728)	23%	(244)	3%	(30)	6%	(67)	1070
All Non-Christian	63%	(71)	22%	(25)	5%	(6)	9%	(10)	113
Atheist	76%	(81)	15%	(16)	3%	(4)	5%	(6)	106
Agnostic/Nothing in particular	62%	(346)	19%	(104)	2%	(10)	17%	(94)	554
Something Else	65%	(233)	22%	(77)	2%	(6)	11%	(40)	357
Religious Non-Protestant/Catholic	64%	(92)	22%	(32)	6%	(8)	8%	(12)	144
Evangelical	65%	(369)	25%	(143)	3%	(17)	7%	(42)	572
Non-Evangelical	70%	(564)	21%	(166)	2%	(16)	8%	(63)	809
Community: Urban	58%	(355)	24%	(146)	5%	(33)	12%	(73)	608
Community: Suburban	71%	(746)	20%	(206)	2%	(17)	7%	(78)	1048
Community: Rural	66%	(359)	21%	(113)	1%	(5)	12%	(67)	545
Employ: Private Sector	67%	(425)	24%	(151)	4%	(24)	6%	(35)	635
Employ: Government	72%	(98)	14%	(19)	1%	(2)	12%	(16)	136
Employ: Self-Employed	54%	(99)	29%	(53)	3%	(5)	14%	(27)	184
Employ: Homemaker	65%	(80)	22%	(28)	1%	(1)	12%	(15)	124
Employ: Retired	71%	(380)	22%	(116)	1%	(6)	6%	(33)	535
Employ: Unemployed	65%	(212)	15%	(50)	3%	(9)	17%	(57)	329
Employ: Other	50%	(61)	29%	(34)	4%	(5)	17%	(21)	120
Military HH: Yes	73%	(240)	21%	(69)	2%	(6)	4%	(13)	328
Military HH: No	65%	(1220)	21%	(397)	3%	(49)	11%	(205)	1872
RD/WT: Right Direction	61%	(403)	22%	(147)	5%	(31)	12%	(83)	665
RD/WT: Wrong Track	69%	(1057)	21%	(319)	2%	(24)	9%	(135)	1535
Trump Job Approve	65%	(572)	22%	(190)	4%	(36)	9%	(82)	881
Trump Job Disapprove	69%	(846)	22%	(265)	1%	(18)	8%	(95)	1225

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**Table FWP3\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	66%	(1460)	21%	(466)	3%	(56)	10%	(218)	2200
Trump Job Strongly Approve	64%	(323)	23%	(117)	4%	(22)	9%	(46)	508
Trump Job Somewhat Approve	67%	(249)	20%	(73)	4%	(15)	10%	(37)	373
Trump Job Somewhat Disapprove	63%	(155)	29%	(70)	1%	(3)	7%	(16)	244
Trump Job Strongly Disapprove	71%	(692)	20%	(195)	2%	(15)	8%	(79)	981
Favorable of Trump	66%	(581)	21%	(183)	4%	(38)	8%	(73)	875
Unfavorable of Trump	69%	(842)	22%	(264)	1%	(17)	8%	(93)	1216
Very Favorable of Trump	63%	(344)	23%	(126)	4%	(23)	9%	(51)	544
Somewhat Favorable of Trump	72%	(237)	17%	(56)	5%	(15)	7%	(22)	330
Somewhat Unfavorable of Trump	65%	(128)	25%	(49)	2%	(4)	7%	(14)	196
Very Unfavorable of Trump	70%	(714)	21%	(214)	1%	(13)	8%	(79)	1020
#1 Issue: Economy	69%	(544)	20%	(162)	3%	(21)	8%	(64)	790
#1 Issue: Security	64%	(165)	21%	(54)	5%	(12)	10%	(27)	257
#1 Issue: Health Care	65%	(255)	24%	(92)	2%	(9)	9%	(34)	391
#1 Issue: Medicare / Social Security	64%	(194)	20%	(61)	2%	(7)	13%	(39)	301
#1 Issue: Women's Issues	66%	(78)	19%	(23)	3%	(3)	13%	(15)	119
#1 Issue: Education	70%	(86)	18%	(22)	—	(0)	12%	(14)	123
#1 Issue: Energy	69%	(50)	20%	(14)	1%	(1)	10%	(7)	71
#1 Issue: Other	60%	(89)	26%	(39)	1%	(2)	12%	(18)	147
2018 House Vote: Democrat	70%	(562)	22%	(177)	1%	(10)	7%	(55)	805
2018 House Vote: Republican	69%	(437)	21%	(135)	4%	(24)	6%	(38)	634
2018 House Vote: Someone else	62%	(33)	26%	(14)	—	(0)	11%	(6)	53
2016 Vote: Hillary Clinton	69%	(498)	24%	(172)	1%	(9)	6%	(43)	723
2016 Vote: Donald Trump	70%	(471)	22%	(147)	3%	(20)	6%	(38)	676
2016 Vote: Other	68%	(81)	19%	(22)	2%	(2)	12%	(15)	120
2016 Vote: Didn't Vote	60%	(408)	18%	(120)	4%	(25)	18%	(122)	674
Voted in 2014: Yes	70%	(893)	22%	(283)	2%	(27)	6%	(81)	1284
Voted in 2014: No	62%	(567)	20%	(184)	3%	(28)	15%	(137)	916

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**Table FWP3\_9:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	66%	(1460)	21%	(466)	3%	(56)	10%	(218)	2200
2012 Vote: Barack Obama	69%	(584)	25%	(211)	2%	(13)	5%	(40)	849
2012 Vote: Mitt Romney	70%	(346)	19%	(95)	4%	(20)	7%	(34)	496
2012 Vote: Other	69%	(50)	19%	(14)	1%	(1)	10%	(7)	72
2012 Vote: Didn't Vote	61%	(479)	19%	(145)	3%	(21)	17%	(136)	782
4-Region: Northeast	66%	(261)	22%	(88)	2%	(9)	9%	(35)	394
4-Region: Midwest	72%	(332)	18%	(81)	2%	(9)	9%	(40)	462
4-Region: South	62%	(513)	23%	(193)	2%	(18)	12%	(100)	824
4-Region: West	68%	(353)	20%	(104)	4%	(20)	8%	(43)	520

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

**Table FWP3\_10: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	46%	(1012)	41%	(893)	4%	(78)	10%	(216)	2200
Gender: Male	49%	(516)	38%	(400)	4%	(45)	9%	(101)	1062
Gender: Female	44%	(497)	43%	(493)	3%	(33)	10%	(116)	1138
Age: 18-34	44%	(285)	38%	(251)	5%	(35)	13%	(84)	655
Age: 35-44	46%	(164)	41%	(148)	2%	(8)	10%	(37)	358
Age: 45-64	45%	(341)	42%	(319)	3%	(22)	9%	(69)	751
Age: 65+	51%	(222)	40%	(175)	3%	(12)	6%	(26)	436
GenZers: 1997-2012	50%	(126)	36%	(89)	5%	(12)	10%	(24)	250
Millennials: 1981-1996	42%	(238)	40%	(229)	5%	(28)	14%	(78)	573
GenXers: 1965-1980	46%	(252)	42%	(232)	2%	(13)	10%	(56)	553
Baby Boomers: 1946-1964	49%	(353)	42%	(304)	3%	(19)	7%	(52)	727
PID: Dem (no lean)	46%	(388)	42%	(356)	3%	(30)	9%	(74)	849
PID: Ind (no lean)	48%	(309)	35%	(226)	2%	(13)	15%	(93)	641
PID: Rep (no lean)	44%	(315)	44%	(312)	5%	(35)	7%	(49)	710
PID/Gender: Dem Men	47%	(186)	42%	(167)	3%	(14)	7%	(30)	396
PID/Gender: Dem Women	45%	(202)	42%	(189)	4%	(16)	10%	(45)	452
PID/Gender: Ind Men	53%	(163)	29%	(89)	4%	(11)	14%	(45)	309
PID/Gender: Ind Women	44%	(146)	41%	(136)	—	(2)	15%	(49)	332
PID/Gender: Rep Men	47%	(166)	40%	(144)	6%	(20)	7%	(26)	357
PID/Gender: Rep Women	42%	(149)	47%	(167)	4%	(15)	6%	(22)	354
Ideo: Liberal (1-3)	47%	(295)	41%	(259)	5%	(31)	6%	(40)	625
Ideo: Moderate (4)	48%	(302)	40%	(251)	3%	(21)	9%	(59)	633
Ideo: Conservative (5-7)	47%	(338)	43%	(315)	4%	(26)	6%	(45)	724
Educ: < College	43%	(656)	41%	(614)	4%	(57)	12%	(185)	1512
Educ: Bachelors degree	52%	(233)	41%	(182)	2%	(8)	5%	(21)	444
Educ: Post-grad	51%	(123)	40%	(97)	5%	(12)	5%	(11)	244
Income: Under 50k	44%	(544)	41%	(514)	3%	(42)	12%	(143)	1243
Income: 50k-100k	49%	(324)	39%	(259)	3%	(22)	9%	(61)	666
Income: 100k+	50%	(145)	41%	(121)	5%	(14)	4%	(12)	291
Ethnicity: White	47%	(811)	41%	(705)	3%	(56)	9%	(150)	1722

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**Table FWP3\_10: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**

Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	46%	(1012)	41%	(893)	4%	(78)	10%	(216)	2200
Ethnicity: Hispanic	43%	(150)	41%	(142)	5%	(16)	12%	(41)	349
Ethnicity: Black	39%	(106)	39%	(107)	6%	(17)	16%	(45)	274
Ethnicity: Other	47%	(95)	40%	(82)	3%	(6)	10%	(21)	204
All Christian	47%	(503)	43%	(460)	4%	(42)	6%	(65)	1070
All Non-Christian	47%	(53)	37%	(41)	8%	(9)	8%	(9)	113
Atheist	58%	(62)	34%	(36)	2%	(2)	6%	(6)	106
Agnostic/Nothing in particular	43%	(236)	37%	(207)	3%	(15)	17%	(96)	554
Something Else	45%	(159)	41%	(148)	3%	(10)	11%	(40)	357
Religious Non-Protestant/Catholic	45%	(65)	38%	(54)	10%	(14)	7%	(11)	144
Evangelical	46%	(266)	43%	(244)	3%	(20)	7%	(42)	572
Non-Evangelical	47%	(376)	43%	(346)	3%	(26)	7%	(61)	809
Community: Urban	43%	(261)	39%	(237)	6%	(35)	12%	(74)	608
Community: Suburban	48%	(504)	42%	(439)	3%	(31)	7%	(74)	1048
Community: Rural	45%	(247)	40%	(217)	2%	(12)	13%	(68)	545
Employ: Private Sector	46%	(293)	45%	(284)	4%	(24)	5%	(34)	635
Employ: Government	50%	(68)	39%	(52)	3%	(4)	8%	(11)	136
Employ: Self-Employed	35%	(65)	42%	(77)	9%	(17)	14%	(25)	184
Employ: Homemaker	47%	(58)	39%	(49)	1%	(1)	13%	(16)	124
Employ: Retired	48%	(254)	44%	(234)	2%	(11)	7%	(35)	535
Employ: Unemployed	45%	(149)	33%	(109)	4%	(12)	18%	(60)	329
Employ: Other	36%	(43)	42%	(51)	5%	(6)	17%	(20)	120
Military HH: Yes	55%	(182)	36%	(118)	4%	(14)	5%	(15)	328
Military HH: No	44%	(831)	41%	(775)	3%	(65)	11%	(201)	1872
RD/WT: Right Direction	43%	(285)	39%	(259)	6%	(43)	12%	(78)	665
RD/WT: Wrong Track	47%	(728)	41%	(634)	2%	(35)	9%	(138)	1535
Trump Job Approve	46%	(405)	40%	(356)	5%	(44)	9%	(76)	881
Trump Job Disapprove	48%	(582)	42%	(509)	3%	(32)	8%	(102)	1225

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**Table FWP3\_10: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	46%	(1012)	41%	(893)	4%	(78)	10%	(216)	2200
Trump Job Strongly Approve	46%	(233)	41%	(209)	5%	(26)	8%	(41)	508
Trump Job Somewhat Approve	46%	(172)	40%	(147)	5%	(18)	9%	(35)	373
Trump Job Somewhat Disapprove	45%	(109)	42%	(103)	5%	(12)	8%	(19)	244
Trump Job Strongly Disapprove	48%	(472)	41%	(406)	2%	(20)	8%	(82)	981
Favorable of Trump	47%	(407)	41%	(361)	5%	(41)	8%	(66)	875
Unfavorable of Trump	48%	(579)	41%	(501)	3%	(36)	8%	(99)	1216
Very Favorable of Trump	46%	(249)	41%	(224)	5%	(26)	8%	(45)	544
Somewhat Favorable of Trump	48%	(158)	41%	(137)	4%	(14)	6%	(21)	330
Somewhat Unfavorable of Trump	44%	(86)	45%	(89)	4%	(8)	6%	(13)	196
Very Unfavorable of Trump	48%	(493)	40%	(412)	3%	(28)	8%	(86)	1020
#1 Issue: Economy	45%	(354)	45%	(353)	3%	(21)	8%	(63)	790
#1 Issue: Security	42%	(107)	42%	(108)	6%	(15)	10%	(26)	257
#1 Issue: Health Care	46%	(179)	41%	(162)	4%	(17)	8%	(33)	391
#1 Issue: Medicare / Social Security	47%	(141)	35%	(106)	4%	(13)	14%	(41)	301
#1 Issue: Women's Issues	42%	(50)	38%	(46)	6%	(7)	14%	(17)	119
#1 Issue: Education	55%	(67)	33%	(40)	—	(0)	12%	(15)	123
#1 Issue: Energy	60%	(43)	26%	(19)	5%	(4)	9%	(6)	71
#1 Issue: Other	48%	(70)	40%	(60)	1%	(2)	11%	(16)	147
2018 House Vote: Democrat	51%	(408)	39%	(317)	3%	(23)	7%	(57)	805
2018 House Vote: Republican	46%	(293)	44%	(278)	4%	(28)	5%	(34)	634
2018 House Vote: Someone else	49%	(26)	39%	(20)	1%	(1)	11%	(6)	53
2016 Vote: Hillary Clinton	50%	(358)	41%	(297)	3%	(23)	6%	(45)	723
2016 Vote: Donald Trump	47%	(315)	45%	(303)	3%	(20)	6%	(38)	676
2016 Vote: Other	50%	(60)	36%	(43)	4%	(5)	11%	(13)	120
2016 Vote: Didn't Vote	41%	(280)	36%	(245)	5%	(31)	18%	(119)	674
Voted in 2014: Yes	49%	(628)	41%	(532)	3%	(44)	6%	(80)	1284
Voted in 2014: No	42%	(384)	39%	(361)	4%	(35)	15%	(136)	916

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**Table FWP3\_10:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	46%	(1012)	41%	(893)	4%	(78)	10%	(216)	2200
2012 Vote: Barack Obama	48%	(409)	43%	(365)	4%	(32)	5%	(43)	849
2012 Vote: Mitt Romney	48%	(239)	42%	(206)	4%	(20)	6%	(30)	496
2012 Vote: Other	60%	(43)	29%	(21)	1%	(1)	10%	(7)	72
2012 Vote: Didn't Vote	41%	(320)	38%	(301)	3%	(26)	17%	(135)	782
4-Region: Northeast	46%	(179)	43%	(170)	3%	(11)	8%	(33)	394
4-Region: Midwest	48%	(221)	39%	(182)	3%	(15)	10%	(44)	462
4-Region: South	44%	(364)	40%	(332)	4%	(31)	12%	(97)	824
4-Region: West	48%	(248)	40%	(210)	4%	(21)	8%	(42)	520

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

**Table FWP3\_11: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	27%	(590)	57%	(1264)	6%	(136)	10%	(210)	2200
Gender: Male	32%	(335)	54%	(570)	6%	(59)	9%	(98)	1062
Gender: Female	22%	(255)	61%	(694)	7%	(77)	10%	(112)	1138
Age: 18-34	29%	(190)	51%	(336)	8%	(52)	12%	(77)	655
Age: 35-44	27%	(95)	56%	(202)	6%	(22)	11%	(39)	358
Age: 45-64	28%	(208)	58%	(437)	5%	(40)	9%	(66)	751
Age: 65+	22%	(96)	66%	(290)	5%	(22)	6%	(28)	436
GenZers: 1997-2012	32%	(80)	52%	(130)	8%	(20)	8%	(21)	250
Millennials: 1981-1996	26%	(151)	53%	(303)	8%	(44)	13%	(76)	573
GenXers: 1965-1980	28%	(157)	57%	(316)	5%	(27)	10%	(53)	553
Baby Boomers: 1946-1964	25%	(184)	63%	(455)	5%	(36)	7%	(52)	727
PID: Dem (no lean)	25%	(211)	60%	(510)	6%	(51)	9%	(76)	849
PID: Ind (no lean)	30%	(191)	51%	(327)	6%	(36)	14%	(88)	641
PID: Rep (no lean)	26%	(188)	60%	(427)	7%	(49)	6%	(46)	710
PID/Gender: Dem Men	30%	(119)	58%	(229)	5%	(19)	8%	(30)	396
PID/Gender: Dem Women	20%	(93)	62%	(282)	7%	(32)	10%	(46)	452
PID/Gender: Ind Men	34%	(104)	47%	(145)	6%	(18)	14%	(42)	309
PID/Gender: Ind Women	26%	(87)	55%	(182)	5%	(18)	14%	(46)	332
PID/Gender: Rep Men	32%	(112)	55%	(197)	6%	(22)	7%	(25)	357
PID/Gender: Rep Women	21%	(76)	65%	(231)	8%	(27)	6%	(21)	354
Ideo: Liberal (1-3)	25%	(156)	61%	(383)	7%	(45)	6%	(41)	625
Ideo: Moderate (4)	28%	(177)	57%	(360)	6%	(39)	9%	(56)	633
Ideo: Conservative (5-7)	29%	(210)	59%	(426)	6%	(44)	6%	(44)	724
Educ: < College	26%	(399)	55%	(829)	7%	(103)	12%	(181)	1512
Educ: Bachelors degree	30%	(131)	63%	(279)	4%	(16)	4%	(18)	444
Educ: Post-grad	24%	(59)	64%	(157)	7%	(17)	5%	(11)	244
Income: Under 50k	27%	(336)	55%	(680)	7%	(85)	11%	(142)	1243
Income: 50k-100k	27%	(181)	59%	(393)	5%	(33)	9%	(59)	666
Income: 100k+	25%	(73)	66%	(191)	6%	(18)	3%	(9)	291
Ethnicity: White	27%	(471)	59%	(1012)	5%	(93)	8%	(146)	1722

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**Table FWP3\_11: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**

Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	27%	(590)	57%	(1264)	6%	(136)	10%	(210)	2200
Ethnicity: Hispanic	23%	(79)	58%	(202)	8%	(28)	12%	(40)	349
Ethnicity: Black	23%	(62)	52%	(142)	11%	(29)	15%	(41)	274
Ethnicity: Other	28%	(57)	54%	(110)	7%	(15)	11%	(22)	204
All Christian	26%	(278)	61%	(655)	7%	(70)	6%	(66)	1070
All Non-Christian	33%	(37)	52%	(59)	9%	(10)	6%	(7)	113
Atheist	36%	(38)	57%	(60)	2%	(2)	6%	(6)	106
Agnostic/Nothing in particular	25%	(136)	53%	(293)	5%	(30)	17%	(95)	554
Something Else	28%	(100)	55%	(197)	7%	(24)	10%	(36)	357
Religious Non-Protestant/Catholic	31%	(45)	51%	(74)	12%	(17)	6%	(8)	144
Evangelical	26%	(147)	62%	(353)	6%	(33)	7%	(38)	572
Non-Evangelical	27%	(218)	59%	(478)	6%	(52)	8%	(62)	809
Community: Urban	24%	(143)	56%	(341)	8%	(49)	12%	(74)	608
Community: Suburban	28%	(289)	60%	(629)	6%	(58)	7%	(72)	1048
Community: Rural	29%	(158)	54%	(294)	5%	(29)	12%	(64)	545
Employ: Private Sector	27%	(169)	62%	(397)	6%	(37)	5%	(33)	635
Employ: Government	33%	(45)	51%	(70)	7%	(9)	9%	(12)	136
Employ: Self-Employed	20%	(37)	53%	(98)	14%	(25)	13%	(23)	184
Employ: Homemaker	26%	(32)	59%	(73)	3%	(4)	12%	(15)	124
Employ: Retired	23%	(125)	65%	(346)	5%	(29)	6%	(35)	535
Employ: Unemployed	32%	(105)	45%	(147)	5%	(17)	18%	(60)	329
Employ: Other	22%	(27)	53%	(64)	7%	(9)	17%	(21)	120
Military HH: Yes	31%	(101)	57%	(188)	8%	(26)	4%	(13)	328
Military HH: No	26%	(489)	57%	(1076)	6%	(110)	10%	(196)	1872
RD/WT: Right Direction	29%	(196)	52%	(348)	7%	(46)	11%	(74)	665
RD/WT: Wrong Track	26%	(394)	60%	(916)	6%	(90)	9%	(136)	1535
Trump Job Approve	30%	(264)	55%	(481)	7%	(63)	8%	(73)	881
Trump Job Disapprove	25%	(310)	61%	(749)	5%	(67)	8%	(99)	1225

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**Table FWP3\_11: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	27%	(590)	57%	(1264)	6%	(136)	10%	(210)	2200
Trump Job Strongly Approve	30%	(152)	56%	(284)	6%	(32)	8%	(40)	508
Trump Job Somewhat Approve	30%	(112)	53%	(197)	8%	(31)	9%	(32)	373
Trump Job Somewhat Disapprove	28%	(69)	54%	(132)	10%	(25)	7%	(18)	244
Trump Job Strongly Disapprove	25%	(241)	63%	(617)	4%	(42)	8%	(81)	981
Favorable of Trump	30%	(264)	55%	(485)	7%	(60)	8%	(66)	875
Unfavorable of Trump	25%	(309)	61%	(742)	6%	(71)	8%	(94)	1216
Very Favorable of Trump	29%	(159)	55%	(299)	7%	(39)	9%	(47)	544
Somewhat Favorable of Trump	32%	(105)	56%	(186)	6%	(21)	6%	(19)	330
Somewhat Unfavorable of Trump	28%	(55)	58%	(114)	7%	(14)	7%	(13)	196
Very Unfavorable of Trump	25%	(254)	62%	(628)	6%	(57)	8%	(81)	1020
#1 Issue: Economy	25%	(199)	61%	(485)	5%	(43)	8%	(64)	790
#1 Issue: Security	25%	(64)	58%	(150)	7%	(18)	10%	(25)	257
#1 Issue: Health Care	26%	(103)	58%	(229)	7%	(27)	8%	(33)	391
#1 Issue: Medicare / Social Security	29%	(87)	51%	(155)	6%	(19)	13%	(40)	301
#1 Issue: Women's Issues	20%	(24)	56%	(67)	12%	(14)	12%	(14)	119
#1 Issue: Education	32%	(39)	54%	(66)	3%	(4)	11%	(13)	123
#1 Issue: Energy	35%	(25)	50%	(36)	7%	(5)	8%	(6)	71
#1 Issue: Other	33%	(49)	53%	(77)	4%	(6)	10%	(15)	147
2018 House Vote: Democrat	27%	(221)	60%	(483)	5%	(44)	7%	(57)	805
2018 House Vote: Republican	27%	(174)	61%	(386)	7%	(42)	5%	(32)	634
2018 House Vote: Someone else	35%	(19)	48%	(25)	5%	(3)	11%	(6)	53
2016 Vote: Hillary Clinton	26%	(188)	62%	(447)	6%	(44)	6%	(43)	723
2016 Vote: Donald Trump	28%	(189)	62%	(417)	5%	(36)	5%	(34)	676
2016 Vote: Other	35%	(42)	50%	(60)	6%	(7)	10%	(12)	120
2016 Vote: Didn't Vote	25%	(171)	50%	(335)	7%	(49)	18%	(120)	674
Voted in 2014: Yes	27%	(351)	61%	(779)	6%	(77)	6%	(77)	1284
Voted in 2014: No	26%	(239)	53%	(486)	6%	(59)	14%	(133)	916

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**Table FWP3\_11:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	27%	(590)	57%	(1264)	6%	(136)	10%	(210)	2200
2012 Vote: Barack Obama	26%	(218)	64%	(541)	6%	(48)	5%	(41)	849
2012 Vote: Mitt Romney	28%	(139)	60%	(300)	6%	(28)	6%	(29)	496
2012 Vote: Other	38%	(27)	45%	(33)	7%	(5)	10%	(7)	72
2012 Vote: Didn't Vote	26%	(206)	50%	(390)	7%	(54)	17%	(132)	782
4-Region: Northeast	27%	(106)	59%	(232)	6%	(23)	8%	(33)	394
4-Region: Midwest	30%	(137)	57%	(265)	4%	(20)	9%	(41)	462
4-Region: South	25%	(206)	57%	(468)	7%	(56)	11%	(94)	824
4-Region: West	27%	(142)	58%	(300)	7%	(37)	8%	(41)	520

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

**Table FWP3\_12: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	11%	(239)	71%	(1561)	9%	(189)	10%	(210)	2200
Gender: Male	14%	(148)	70%	(739)	7%	(78)	9%	(96)	1062
Gender: Female	8%	(92)	72%	(822)	10%	(111)	10%	(113)	1138
Age: 18-34	12%	(76)	66%	(435)	10%	(63)	12%	(81)	655
Age: 35-44	15%	(54)	67%	(239)	8%	(30)	10%	(35)	358
Age: 45-64	11%	(81)	72%	(540)	8%	(62)	9%	(67)	751
Age: 65+	6%	(28)	80%	(347)	8%	(34)	6%	(27)	436
GenZers: 1997-2012	12%	(30)	71%	(179)	8%	(20)	9%	(22)	250
Millennials: 1981-1996	13%	(77)	64%	(365)	10%	(56)	13%	(76)	573
GenXers: 1965-1980	11%	(60)	72%	(401)	7%	(40)	10%	(53)	553
Baby Boomers: 1946-1964	10%	(69)	74%	(541)	9%	(66)	7%	(51)	727
PID: Dem (no lean)	13%	(107)	69%	(589)	8%	(72)	10%	(81)	849
PID: Ind (no lean)	11%	(71)	68%	(439)	7%	(46)	13%	(86)	641
PID: Rep (no lean)	9%	(62)	75%	(533)	10%	(72)	6%	(43)	710
PID/Gender: Dem Men	16%	(65)	69%	(274)	6%	(25)	8%	(33)	396
PID/Gender: Dem Women	9%	(42)	70%	(316)	10%	(47)	11%	(48)	452
PID/Gender: Ind Men	14%	(43)	67%	(206)	7%	(21)	13%	(39)	309
PID/Gender: Ind Women	8%	(28)	70%	(233)	8%	(25)	14%	(47)	332
PID/Gender: Rep Men	11%	(40)	73%	(260)	9%	(33)	7%	(24)	357
PID/Gender: Rep Women	6%	(22)	77%	(274)	11%	(39)	5%	(18)	354
Ideo: Liberal (1-3)	11%	(71)	72%	(453)	9%	(59)	7%	(41)	625
Ideo: Moderate (4)	9%	(57)	74%	(470)	8%	(51)	9%	(56)	633
Ideo: Conservative (5-7)	13%	(91)	72%	(521)	10%	(71)	6%	(41)	724
Educ: < College	11%	(173)	67%	(1019)	9%	(143)	12%	(178)	1512
Educ: Bachelors degree	10%	(44)	79%	(350)	6%	(27)	5%	(22)	444
Educ: Post-grad	9%	(22)	79%	(192)	8%	(19)	4%	(10)	244
Income: Under 50k	12%	(154)	67%	(833)	9%	(117)	11%	(138)	1243
Income: 50k-100k	9%	(58)	75%	(499)	8%	(51)	9%	(58)	666
Income: 100k+	9%	(28)	79%	(229)	7%	(21)	4%	(13)	291
Ethnicity: White	10%	(178)	73%	(1255)	8%	(145)	8%	(144)	1722

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**Table FWP3\_12: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?***Late November*

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	11%	(239)	71%	(1561)	9%	(189)	10%	(210)	2200
Ethnicity: Hispanic	13%	(44)	66%	(230)	9%	(33)	12%	(43)	349
Ethnicity: Black	14%	(40)	61%	(168)	9%	(24)	15%	(42)	274
Ethnicity: Other	11%	(21)	68%	(139)	10%	(20)	12%	(24)	204
All Christian	11%	(121)	74%	(791)	9%	(96)	6%	(62)	1070
All Non-Christian	16%	(18)	68%	(76)	9%	(10)	8%	(9)	113
Atheist	11%	(12)	80%	(85)	3%	(4)	6%	(6)	106
Agnostic/Nothing in particular	9%	(47)	66%	(368)	8%	(43)	17%	(95)	554
Something Else	12%	(42)	67%	(241)	10%	(37)	11%	(38)	357
Religious Non-Protestant/Catholic	15%	(21)	69%	(100)	9%	(13)	7%	(10)	144
Evangelical	12%	(66)	74%	(424)	8%	(44)	7%	(38)	572
Non-Evangelical	11%	(91)	71%	(575)	10%	(83)	7%	(59)	809
Community: Urban	12%	(72)	67%	(405)	9%	(56)	12%	(75)	608
Community: Suburban	11%	(116)	73%	(767)	9%	(92)	7%	(72)	1048
Community: Rural	9%	(51)	71%	(389)	8%	(42)	12%	(63)	545
Employ: Private Sector	12%	(79)	74%	(471)	8%	(50)	5%	(34)	635
Employ: Government	14%	(19)	68%	(92)	8%	(12)	10%	(14)	136
Employ: Self-Employed	7%	(12)	67%	(122)	14%	(26)	13%	(23)	184
Employ: Homemaker	13%	(16)	67%	(84)	9%	(12)	11%	(13)	124
Employ: Retired	8%	(44)	78%	(415)	8%	(42)	6%	(34)	535
Employ: Unemployed	13%	(42)	61%	(200)	9%	(29)	17%	(57)	329
Employ: Other	9%	(11)	65%	(79)	9%	(11)	16%	(19)	120
Military HH: Yes	14%	(45)	72%	(235)	11%	(35)	4%	(13)	328
Military HH: No	10%	(194)	71%	(1326)	8%	(155)	11%	(197)	1872
RD/WT: Right Direction	12%	(81)	68%	(451)	9%	(60)	11%	(73)	665
RD/WT: Wrong Track	10%	(159)	72%	(1110)	8%	(130)	9%	(137)	1535
Trump Job Approve	12%	(102)	70%	(619)	10%	(90)	8%	(69)	881
Trump Job Disapprove	11%	(130)	74%	(902)	7%	(92)	8%	(102)	1225

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**Table FWP3\_12: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**

Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	11%	(239)	71%	(1561)	9%	(189)	10%	(210)	2200
Trump Job Strongly Approve	12%	(59)	71%	(363)	10%	(49)	7%	(37)	508
Trump Job Somewhat Approve	12%	(44)	69%	(256)	11%	(41)	9%	(32)	373
Trump Job Somewhat Disapprove	11%	(28)	70%	(171)	11%	(26)	8%	(19)	244
Trump Job Strongly Disapprove	10%	(103)	74%	(730)	7%	(66)	8%	(82)	981
Favorable of Trump	12%	(101)	71%	(624)	10%	(87)	7%	(62)	875
Unfavorable of Trump	11%	(133)	73%	(889)	8%	(97)	8%	(96)	1216
Very Favorable of Trump	12%	(66)	70%	(378)	11%	(57)	8%	(42)	544
Somewhat Favorable of Trump	11%	(35)	74%	(246)	9%	(30)	6%	(20)	330
Somewhat Unfavorable of Trump	14%	(27)	70%	(137)	9%	(18)	7%	(14)	196
Very Unfavorable of Trump	10%	(106)	74%	(752)	8%	(79)	8%	(83)	1020
#1 Issue: Economy	9%	(72)	74%	(587)	9%	(68)	8%	(63)	790
#1 Issue: Security	11%	(28)	69%	(177)	12%	(30)	8%	(22)	257
#1 Issue: Health Care	13%	(51)	70%	(275)	9%	(34)	8%	(31)	391
#1 Issue: Medicare / Social Security	12%	(35)	67%	(203)	8%	(23)	13%	(40)	301
#1 Issue: Women's Issues	9%	(10)	62%	(74)	15%	(18)	14%	(17)	119
#1 Issue: Education	12%	(15)	72%	(88)	5%	(7)	11%	(13)	123
#1 Issue: Energy	11%	(8)	74%	(53)	7%	(5)	8%	(6)	71
#1 Issue: Other	14%	(20)	71%	(104)	4%	(5)	12%	(17)	147
2018 House Vote: Democrat	13%	(101)	72%	(579)	8%	(64)	8%	(61)	805
2018 House Vote: Republican	9%	(60)	76%	(483)	9%	(60)	5%	(31)	634
2018 House Vote: Someone else	13%	(7)	70%	(37)	2%	(1)	15%	(8)	53
2016 Vote: Hillary Clinton	12%	(85)	73%	(528)	9%	(62)	6%	(47)	723
2016 Vote: Donald Trump	10%	(71)	77%	(518)	8%	(55)	5%	(32)	676
2016 Vote: Other	10%	(12)	72%	(87)	8%	(9)	10%	(12)	120
2016 Vote: Didn't Vote	10%	(67)	63%	(427)	9%	(63)	18%	(118)	674
Voted in 2014: Yes	12%	(148)	74%	(956)	8%	(99)	6%	(80)	1284
Voted in 2014: No	10%	(91)	66%	(605)	10%	(90)	14%	(129)	916

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**Table FWP3\_12:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	11%	(239)	71%	(1561)	9%	(189)	10%	(210)	2200
2012 Vote: Barack Obama	13%	(109)	74%	(631)	8%	(67)	5%	(41)	849
2012 Vote: Mitt Romney	10%	(47)	77%	(381)	8%	(39)	6%	(29)	496
2012 Vote: Other	9%	(6)	71%	(51)	11%	(8)	10%	(7)	72
2012 Vote: Didn't Vote	10%	(76)	64%	(498)	10%	(75)	17%	(133)	782
4-Region: Northeast	11%	(45)	72%	(285)	8%	(30)	9%	(34)	394
4-Region: Midwest	8%	(37)	75%	(344)	8%	(39)	9%	(42)	462
4-Region: South	12%	(98)	68%	(561)	9%	(74)	11%	(91)	824
4-Region: West	11%	(59)	71%	(371)	9%	(47)	8%	(43)	520

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

**Table FWP3\_13: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(80)	72%	(1583)	15%	(327)	10%	(210)	2200
Gender: Male	5%	(51)	74%	(787)	12%	(128)	9%	(96)	1062
Gender: Female	3%	(29)	70%	(796)	17%	(199)	10%	(114)	1138
Age: 18-34	5%	(33)	68%	(444)	15%	(96)	12%	(82)	655
Age: 35-44	4%	(15)	70%	(251)	16%	(58)	9%	(33)	358
Age: 45-64	3%	(22)	74%	(557)	14%	(104)	9%	(68)	751
Age: 65+	2%	(10)	76%	(331)	16%	(68)	6%	(27)	436
GenZers: 1997-2012	5%	(12)	74%	(185)	13%	(32)	9%	(22)	250
Millennials: 1981-1996	5%	(30)	65%	(373)	16%	(94)	13%	(77)	573
GenXers: 1965-1980	3%	(18)	76%	(419)	12%	(65)	9%	(52)	553
Baby Boomers: 1946-1964	2%	(18)	74%	(539)	16%	(118)	7%	(51)	727
PID: Dem (no lean)	5%	(40)	72%	(608)	15%	(123)	9%	(77)	849
PID: Ind (no lean)	2%	(14)	72%	(461)	12%	(79)	14%	(88)	641
PID: Rep (no lean)	4%	(26)	72%	(514)	18%	(125)	6%	(45)	710
PID/Gender: Dem Men	6%	(25)	75%	(299)	11%	(42)	8%	(31)	396
PID/Gender: Dem Women	4%	(16)	68%	(310)	18%	(81)	10%	(45)	452
PID/Gender: Ind Men	3%	(8)	75%	(232)	9%	(29)	13%	(39)	309
PID/Gender: Ind Women	2%	(6)	69%	(228)	15%	(49)	15%	(49)	332
PID/Gender: Rep Men	5%	(19)	72%	(256)	16%	(57)	7%	(25)	357
PID/Gender: Rep Women	2%	(7)	73%	(258)	19%	(68)	6%	(20)	354
Ideo: Liberal (1-3)	5%	(34)	71%	(445)	16%	(103)	7%	(42)	625
Ideo: Moderate (4)	3%	(19)	75%	(476)	13%	(84)	9%	(54)	633
Ideo: Conservative (5-7)	4%	(26)	74%	(538)	16%	(117)	6%	(43)	724
Educ: < College	4%	(53)	70%	(1055)	15%	(225)	12%	(179)	1512
Educ: Bachelors degree	3%	(13)	79%	(349)	14%	(62)	5%	(20)	444
Educ: Post-grad	6%	(14)	73%	(179)	16%	(40)	5%	(11)	244
Income: Under 50k	4%	(44)	70%	(874)	15%	(185)	11%	(140)	1243
Income: 50k-100k	3%	(18)	75%	(497)	14%	(91)	9%	(60)	666
Income: 100k+	6%	(18)	73%	(212)	17%	(50)	4%	(11)	291
Ethnicity: White	4%	(62)	73%	(1260)	15%	(261)	8%	(139)	1722

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**Table FWP3\_13:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(80)	72%	(1583)	15%	(327)	10%	(210)	2200
Ethnicity: Hispanic	6%	(21)	67%	(234)	15%	(54)	12%	(41)	349
Ethnicity: Black	5%	(13)	63%	(173)	15%	(40)	17%	(48)	274
Ethnicity: Other	3%	(5)	74%	(150)	13%	(26)	11%	(23)	204
All Christian	4%	(43)	74%	(793)	16%	(170)	6%	(63)	1070
All Non-Christian	6%	(7)	63%	(71)	24%	(27)	7%	(8)	113
Atheist	7%	(7)	81%	(86)	7%	(7)	5%	(6)	106
Agnostic/Nothing in particular	3%	(14)	67%	(371)	14%	(75)	17%	(94)	554
Something Else	2%	(9)	73%	(262)	13%	(47)	11%	(40)	357
Religious Non-Protestant/Catholic	5%	(7)	67%	(96)	22%	(32)	7%	(10)	144
Evangelical	4%	(23)	75%	(427)	14%	(80)	7%	(42)	572
Non-Evangelical	4%	(30)	73%	(593)	16%	(128)	7%	(58)	809
Community: Urban	5%	(32)	67%	(406)	16%	(99)	12%	(71)	608
Community: Suburban	3%	(35)	75%	(781)	15%	(156)	7%	(75)	1048
Community: Rural	2%	(13)	73%	(396)	13%	(72)	12%	(63)	545
Employ: Private Sector	6%	(35)	74%	(470)	15%	(96)	5%	(35)	635
Employ: Government	4%	(5)	73%	(99)	14%	(19)	9%	(12)	136
Employ: Self-Employed	1%	(2)	67%	(123)	19%	(35)	12%	(23)	184
Employ: Homemaker	1%	(1)	66%	(82)	21%	(26)	12%	(15)	124
Employ: Retired	3%	(14)	74%	(394)	17%	(93)	6%	(33)	535
Employ: Unemployed	4%	(13)	70%	(229)	9%	(28)	18%	(59)	329
Employ: Other	3%	(4)	69%	(82)	12%	(15)	16%	(19)	120
Military HH: Yes	5%	(17)	74%	(243)	17%	(54)	4%	(13)	328
Military HH: No	3%	(63)	72%	(1340)	15%	(272)	11%	(197)	1872
RD/WT: Right Direction	4%	(29)	71%	(469)	14%	(93)	11%	(74)	665
RD/WT: Wrong Track	3%	(51)	73%	(1114)	15%	(234)	9%	(136)	1535
Trump Job Approve	3%	(28)	73%	(647)	15%	(134)	8%	(73)	881
Trump Job Disapprove	4%	(48)	73%	(894)	15%	(183)	8%	(99)	1225

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**Table FWP3\_13: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(80)	72%	(1583)	15%	(327)	10%	(210)	2200
Trump Job Strongly Approve	3%	(15)	73%	(372)	16%	(79)	8%	(41)	508
Trump Job Somewhat Approve	3%	(12)	74%	(275)	14%	(54)	8%	(31)	373
Trump Job Somewhat Disapprove	3%	(8)	71%	(172)	19%	(46)	7%	(18)	244
Trump Job Strongly Disapprove	4%	(40)	74%	(722)	14%	(137)	8%	(82)	981
Favorable of Trump	4%	(31)	74%	(647)	15%	(132)	7%	(65)	875
Unfavorable of Trump	4%	(47)	73%	(888)	15%	(187)	8%	(95)	1216
Very Favorable of Trump	5%	(25)	71%	(387)	16%	(90)	8%	(43)	544
Somewhat Favorable of Trump	2%	(7)	79%	(260)	13%	(42)	7%	(22)	330
Somewhat Unfavorable of Trump	4%	(8)	73%	(144)	16%	(31)	7%	(13)	196
Very Unfavorable of Trump	4%	(39)	73%	(744)	15%	(155)	8%	(81)	1020
#1 Issue: Economy	3%	(24)	73%	(580)	16%	(126)	8%	(60)	790
#1 Issue: Security	3%	(7)	69%	(178)	19%	(50)	8%	(22)	257
#1 Issue: Health Care	4%	(15)	72%	(282)	16%	(62)	9%	(33)	391
#1 Issue: Medicare / Social Security	3%	(9)	71%	(214)	12%	(37)	14%	(41)	301
#1 Issue: Women's Issues	5%	(6)	60%	(72)	22%	(26)	13%	(15)	119
#1 Issue: Education	5%	(6)	74%	(91)	9%	(11)	12%	(15)	123
#1 Issue: Energy	2%	(2)	80%	(57)	9%	(6)	8%	(6)	71
#1 Issue: Other	8%	(12)	74%	(109)	6%	(9)	12%	(17)	147
2018 House Vote: Democrat	5%	(40)	73%	(591)	14%	(115)	7%	(59)	805
2018 House Vote: Republican	4%	(24)	74%	(470)	17%	(108)	5%	(32)	634
2018 House Vote: Someone else	6%	(3)	68%	(36)	11%	(6)	15%	(8)	53
2016 Vote: Hillary Clinton	4%	(32)	73%	(529)	16%	(116)	6%	(45)	723
2016 Vote: Donald Trump	4%	(28)	76%	(513)	15%	(102)	5%	(33)	676
2016 Vote: Other	1%	(2)	78%	(94)	10%	(12)	10%	(12)	120
2016 Vote: Didn't Vote	3%	(18)	65%	(441)	14%	(96)	18%	(119)	674
Voted in 2014: Yes	4%	(55)	75%	(966)	14%	(183)	6%	(79)	1284
Voted in 2014: No	3%	(25)	67%	(617)	16%	(143)	14%	(131)	916

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**Table FWP3\_13:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(80)	72%	(1583)	15%	(327)	10%	(210)	2200
2012 Vote: Barack Obama	5%	(40)	75%	(639)	15%	(128)	5%	(41)	849
2012 Vote: Mitt Romney	3%	(17)	76%	(376)	15%	(74)	6%	(28)	496
2012 Vote: Other	—	(0)	80%	(58)	11%	(8)	9%	(6)	72
2012 Vote: Didn't Vote	3%	(22)	65%	(510)	15%	(115)	17%	(134)	782
4-Region: Northeast	4%	(16)	73%	(289)	15%	(57)	8%	(31)	394
4-Region: Midwest	2%	(9)	74%	(341)	15%	(71)	9%	(41)	462
4-Region: South	5%	(40)	69%	(568)	15%	(121)	12%	(95)	824
4-Region: West	3%	(15)	74%	(385)	15%	(77)	8%	(43)	520

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

**Table FWP3\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(58)	61%	(1341)	27%	(592)	10%	(209)	2200
Gender: Male	3%	(33)	66%	(699)	22%	(235)	9%	(95)	1062
Gender: Female	2%	(25)	56%	(642)	31%	(357)	10%	(114)	1138
Age: 18-34	3%	(21)	62%	(403)	23%	(151)	12%	(80)	655
Age: 35-44	3%	(12)	58%	(209)	28%	(102)	10%	(34)	358
Age: 45-64	2%	(14)	60%	(454)	28%	(213)	9%	(69)	751
Age: 65+	2%	(10)	63%	(275)	29%	(126)	6%	(26)	436
GenZers: 1997-2012	4%	(10)	66%	(166)	21%	(54)	8%	(21)	250
Millennials: 1981-1996	3%	(18)	59%	(337)	25%	(142)	13%	(76)	573
GenXers: 1965-1980	3%	(15)	60%	(334)	27%	(151)	10%	(53)	553
Baby Boomers: 1946-1964	2%	(13)	62%	(448)	30%	(216)	7%	(51)	727
PID: Dem (no lean)	3%	(26)	59%	(505)	28%	(236)	10%	(81)	849
PID: Ind (no lean)	2%	(14)	61%	(388)	24%	(152)	14%	(87)	641
PID: Rep (no lean)	2%	(18)	63%	(448)	29%	(203)	6%	(42)	710
PID/Gender: Dem Men	4%	(16)	65%	(256)	23%	(90)	9%	(34)	396
PID/Gender: Dem Women	2%	(10)	55%	(249)	32%	(146)	10%	(47)	452
PID/Gender: Ind Men	3%	(8)	66%	(203)	19%	(58)	13%	(39)	309
PID/Gender: Ind Women	2%	(6)	56%	(185)	28%	(94)	14%	(47)	332
PID/Gender: Rep Men	2%	(9)	67%	(240)	24%	(86)	6%	(21)	357
PID/Gender: Rep Women	2%	(9)	59%	(208)	33%	(117)	6%	(20)	354
Ideo: Liberal (1-3)	4%	(26)	59%	(368)	30%	(189)	7%	(43)	625
Ideo: Moderate (4)	2%	(10)	65%	(411)	25%	(155)	9%	(57)	633
Ideo: Conservative (5-7)	3%	(19)	65%	(469)	27%	(194)	6%	(41)	724
Educ: < College	3%	(38)	59%	(896)	26%	(401)	12%	(177)	1512
Educ: Bachelors degree	3%	(13)	67%	(296)	26%	(113)	5%	(21)	444
Educ: Post-grad	2%	(6)	61%	(149)	32%	(78)	5%	(11)	244
Income: Under 50k	3%	(34)	60%	(746)	26%	(325)	11%	(138)	1243
Income: 50k-100k	2%	(12)	63%	(418)	26%	(176)	9%	(60)	666
Income: 100k+	4%	(11)	61%	(177)	31%	(91)	4%	(12)	291
Ethnicity: White	2%	(36)	62%	(1068)	28%	(483)	8%	(134)	1722

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**Table FWP3\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?  
 Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(58)	61%	(1341)	27%	(592)	10%	(209)	2200
Ethnicity: Hispanic	4%	(13)	63%	(221)	21%	(73)	12%	(42)	349
Ethnicity: Black	5%	(14)	53%	(146)	23%	(64)	18%	(50)	274
Ethnicity: Other	4%	(8)	62%	(127)	22%	(45)	12%	(25)	204
All Christian	3%	(32)	64%	(682)	28%	(295)	6%	(61)	1070
All Non-Christian	3%	(4)	54%	(61)	32%	(36)	10%	(12)	113
Atheist	4%	(4)	69%	(74)	21%	(22)	6%	(6)	106
Agnostic/Nothing in particular	2%	(10)	55%	(307)	26%	(145)	17%	(93)	554
Something Else	2%	(8)	61%	(218)	26%	(93)	11%	(38)	357
Religious Non-Protestant/Catholic	3%	(4)	56%	(81)	32%	(46)	9%	(13)	144
Evangelical	3%	(14)	67%	(386)	23%	(130)	7%	(42)	572
Non-Evangelical	3%	(26)	60%	(485)	30%	(243)	7%	(55)	809
Community: Urban	4%	(22)	57%	(346)	27%	(164)	12%	(75)	608
Community: Suburban	3%	(26)	63%	(659)	27%	(287)	7%	(75)	1048
Community: Rural	2%	(9)	62%	(336)	26%	(140)	11%	(59)	545
Employ: Private Sector	3%	(21)	67%	(425)	24%	(156)	5%	(34)	635
Employ: Government	3%	(3)	60%	(82)	26%	(36)	11%	(15)	136
Employ: Self-Employed	4%	(7)	58%	(106)	26%	(48)	13%	(23)	184
Employ: Homemaker	1%	(1)	49%	(61)	39%	(49)	11%	(13)	124
Employ: Retired	2%	(10)	62%	(334)	30%	(158)	6%	(33)	535
Employ: Unemployed	2%	(6)	58%	(190)	23%	(74)	18%	(58)	329
Employ: Other	4%	(4)	51%	(61)	30%	(36)	16%	(19)	120
Military HH: Yes	3%	(11)	66%	(216)	27%	(89)	4%	(12)	328
Military HH: No	2%	(46)	60%	(1125)	27%	(503)	11%	(198)	1872
RD/WT: Right Direction	3%	(17)	65%	(431)	21%	(142)	11%	(74)	665
RD/WT: Wrong Track	3%	(41)	59%	(910)	29%	(450)	9%	(135)	1535
Trump Job Approve	2%	(20)	64%	(566)	25%	(221)	8%	(73)	881
Trump Job Disapprove	2%	(30)	61%	(741)	29%	(354)	8%	(99)	1225

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**Table FWP3\_14: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(58)	61%	(1341)	27%	(592)	10%	(209)	2200
Trump Job Strongly Approve	1%	(8)	65%	(332)	25%	(129)	8%	(39)	508
Trump Job Somewhat Approve	3%	(13)	63%	(234)	25%	(92)	9%	(34)	373
Trump Job Somewhat Disapprove	2%	(5)	59%	(144)	32%	(77)	7%	(18)	244
Trump Job Strongly Disapprove	3%	(25)	61%	(598)	28%	(277)	8%	(82)	981
Favorable of Trump	2%	(21)	65%	(567)	25%	(222)	7%	(64)	875
Unfavorable of Trump	2%	(30)	61%	(737)	29%	(355)	8%	(94)	1216
Very Favorable of Trump	3%	(14)	64%	(350)	25%	(138)	8%	(42)	544
Somewhat Favorable of Trump	2%	(7)	66%	(217)	25%	(84)	7%	(22)	330
Somewhat Unfavorable of Trump	2%	(5)	64%	(126)	26%	(51)	7%	(14)	196
Very Unfavorable of Trump	3%	(26)	60%	(611)	30%	(303)	8%	(80)	1020
#1 Issue: Economy	2%	(13)	63%	(499)	27%	(215)	8%	(63)	790
#1 Issue: Security	3%	(7)	61%	(156)	27%	(69)	10%	(25)	257
#1 Issue: Health Care	3%	(13)	58%	(226)	30%	(119)	8%	(33)	391
#1 Issue: Medicare / Social Security	2%	(7)	56%	(169)	28%	(84)	14%	(41)	301
#1 Issue: Women's Issues	2%	(3)	57%	(68)	28%	(34)	13%	(15)	119
#1 Issue: Education	5%	(6)	68%	(83)	18%	(22)	9%	(11)	123
#1 Issue: Energy	2%	(1)	62%	(44)	28%	(20)	9%	(6)	71
#1 Issue: Other	5%	(7)	65%	(96)	20%	(29)	10%	(15)	147
2018 House Vote: Democrat	3%	(26)	62%	(500)	27%	(220)	7%	(59)	805
2018 House Vote: Republican	2%	(15)	65%	(410)	27%	(173)	6%	(35)	634
2018 House Vote: Someone else	3%	(2)	60%	(32)	26%	(14)	11%	(6)	53
2016 Vote: Hillary Clinton	3%	(21)	61%	(444)	29%	(212)	6%	(45)	723
2016 Vote: Donald Trump	3%	(19)	64%	(435)	28%	(188)	5%	(34)	676
2016 Vote: Other	—	(0)	65%	(78)	23%	(27)	12%	(15)	120
2016 Vote: Didn't Vote	3%	(17)	56%	(378)	24%	(163)	17%	(116)	674
Voted in 2014: Yes	3%	(37)	64%	(815)	27%	(351)	6%	(81)	1284
Voted in 2014: No	2%	(21)	57%	(526)	26%	(241)	14%	(128)	916

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**Table FWP3\_14:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(58)	61%	(1341)	27%	(592)	10%	(209)	2200
2012 Vote: Barack Obama	3%	(27)	63%	(533)	29%	(248)	5%	(41)	849
2012 Vote: Mitt Romney	3%	(14)	64%	(319)	27%	(133)	6%	(30)	496
2012 Vote: Other	1%	(1)	68%	(49)	23%	(17)	9%	(6)	72
2012 Vote: Didn't Vote	2%	(17)	56%	(440)	25%	(194)	17%	(131)	782
4-Region: Northeast	5%	(19)	59%	(232)	29%	(112)	8%	(30)	394
4-Region: Midwest	1%	(7)	65%	(299)	25%	(115)	9%	(41)	462
4-Region: South	2%	(15)	58%	(475)	29%	(237)	12%	(97)	824
4-Region: West	3%	(17)	64%	(335)	24%	(127)	8%	(41)	520

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

**Table FWP3\_15: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(81)	34%	(752)	52%	(1145)	10%	(222)	2200
Gender: Male	5%	(48)	40%	(423)	46%	(492)	9%	(99)	1062
Gender: Female	3%	(33)	29%	(329)	57%	(653)	11%	(123)	1138
Age: 18-34	6%	(40)	40%	(261)	41%	(271)	13%	(83)	655
Age: 35-44	4%	(15)	36%	(127)	50%	(179)	10%	(37)	358
Age: 45-64	2%	(12)	33%	(245)	56%	(423)	9%	(71)	751
Age: 65+	3%	(14)	27%	(119)	62%	(273)	7%	(31)	436
GenZers: 1997-2012	7%	(17)	44%	(110)	42%	(105)	7%	(19)	250
Millennials: 1981-1996	6%	(32)	37%	(212)	43%	(246)	14%	(83)	573
GenXers: 1965-1980	2%	(11)	34%	(187)	54%	(301)	10%	(54)	553
Baby Boomers: 1946-1964	2%	(17)	30%	(215)	60%	(438)	8%	(58)	727
PID: Dem (no lean)	4%	(32)	32%	(272)	54%	(461)	10%	(83)	849
PID: Ind (no lean)	3%	(20)	36%	(228)	47%	(299)	15%	(94)	641
PID: Rep (no lean)	4%	(29)	36%	(252)	54%	(384)	6%	(45)	710
PID/Gender: Dem Men	6%	(22)	39%	(153)	47%	(187)	9%	(34)	396
PID/Gender: Dem Women	2%	(10)	26%	(119)	61%	(274)	11%	(48)	452
PID/Gender: Ind Men	3%	(11)	41%	(128)	41%	(127)	14%	(43)	309
PID/Gender: Ind Women	3%	(9)	30%	(100)	52%	(172)	16%	(52)	332
PID/Gender: Rep Men	4%	(16)	40%	(142)	50%	(177)	6%	(22)	357
PID/Gender: Rep Women	4%	(13)	31%	(110)	59%	(207)	6%	(23)	354
Ideo: Liberal (1-3)	5%	(32)	33%	(208)	54%	(335)	8%	(51)	625
Ideo: Moderate (4)	2%	(16)	37%	(236)	51%	(325)	9%	(57)	633
Ideo: Conservative (5-7)	4%	(28)	35%	(254)	55%	(398)	6%	(44)	724
Educ: < College	4%	(56)	34%	(515)	50%	(753)	12%	(188)	1512
Educ: Bachelors degree	3%	(14)	34%	(151)	58%	(256)	5%	(23)	444
Educ: Post-grad	4%	(10)	35%	(86)	56%	(136)	5%	(11)	244
Income: Under 50k	4%	(47)	33%	(416)	51%	(637)	12%	(144)	1243
Income: 50k-100k	4%	(24)	36%	(240)	51%	(339)	10%	(64)	666
Income: 100k+	4%	(11)	33%	(97)	58%	(169)	5%	(14)	291
Ethnicity: White	3%	(56)	34%	(592)	54%	(930)	8%	(144)	1722

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**Table FWP3\_15: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**

Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(81)	34%	(752)	52%	(1145)	10%	(222)	2200
Ethnicity: Hispanic	8%	(28)	33%	(115)	46%	(162)	13%	(45)	349
Ethnicity: Black	5%	(14)	30%	(82)	46%	(127)	19%	(51)	274
Ethnicity: Other	5%	(10)	38%	(78)	43%	(89)	13%	(27)	204
All Christian	4%	(41)	35%	(370)	55%	(586)	7%	(72)	1070
All Non-Christian	16%	(18)	27%	(30)	50%	(56)	7%	(8)	113
Atheist	8%	(9)	36%	(39)	50%	(53)	5%	(6)	106
Agnostic/Nothing in particular	2%	(9)	31%	(174)	50%	(277)	17%	(94)	554
Something Else	1%	(4)	39%	(139)	48%	(172)	12%	(42)	357
Religious Non-Protestant/Catholic	13%	(18)	29%	(42)	51%	(74)	7%	(10)	144
Evangelical	4%	(22)	39%	(224)	49%	(278)	8%	(47)	572
Non-Evangelical	3%	(23)	33%	(265)	57%	(457)	8%	(63)	809
Community: Urban	4%	(27)	34%	(208)	49%	(299)	12%	(74)	608
Community: Suburban	4%	(38)	33%	(350)	55%	(578)	8%	(82)	1048
Community: Rural	3%	(17)	36%	(194)	49%	(269)	12%	(65)	545
Employ: Private Sector	5%	(35)	37%	(237)	51%	(327)	6%	(37)	635
Employ: Government	3%	(4)	42%	(57)	46%	(62)	9%	(12)	136
Employ: Self-Employed	4%	(8)	33%	(60)	49%	(90)	14%	(26)	184
Employ: Homemaker	—	(0)	31%	(39)	55%	(68)	14%	(17)	124
Employ: Retired	3%	(17)	28%	(151)	62%	(331)	7%	(36)	535
Employ: Unemployed	2%	(8)	34%	(110)	46%	(152)	18%	(58)	329
Employ: Other	1%	(1)	32%	(38)	51%	(61)	16%	(19)	120
Military HH: Yes	4%	(15)	38%	(124)	53%	(173)	5%	(17)	328
Military HH: No	4%	(66)	34%	(628)	52%	(972)	11%	(205)	1872
RD/WT: Right Direction	5%	(30)	41%	(271)	43%	(288)	11%	(76)	665
RD/WT: Wrong Track	3%	(51)	31%	(482)	56%	(857)	10%	(146)	1535
Trump Job Approve	4%	(36)	37%	(327)	50%	(443)	8%	(75)	881
Trump Job Disapprove	3%	(41)	33%	(403)	55%	(673)	9%	(107)	1225

Continued on next page

**Table FWP3\_15: Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?**  
Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(81)	34%	(752)	52%	(1145)	10%	(222)	2200
Trump Job Strongly Approve	3%	(16)	38%	(195)	51%	(259)	7%	(38)	508
Trump Job Somewhat Approve	5%	(20)	35%	(132)	49%	(184)	10%	(37)	373
Trump Job Somewhat Disapprove	4%	(10)	38%	(93)	51%	(124)	7%	(18)	244
Trump Job Strongly Disapprove	3%	(32)	32%	(310)	56%	(549)	9%	(90)	981
Favorable of Trump	4%	(36)	38%	(331)	50%	(441)	8%	(67)	875
Unfavorable of Trump	3%	(41)	33%	(397)	55%	(674)	8%	(103)	1216
Very Favorable of Trump	4%	(22)	38%	(205)	50%	(274)	8%	(43)	544
Somewhat Favorable of Trump	4%	(14)	38%	(126)	51%	(167)	7%	(24)	330
Somewhat Unfavorable of Trump	4%	(8)	45%	(88)	44%	(86)	7%	(14)	196
Very Unfavorable of Trump	3%	(33)	30%	(309)	58%	(588)	9%	(89)	1020
#1 Issue: Economy	2%	(18)	35%	(277)	54%	(430)	8%	(64)	790
#1 Issue: Security	5%	(12)	32%	(82)	52%	(133)	12%	(30)	257
#1 Issue: Health Care	5%	(20)	31%	(122)	55%	(216)	9%	(34)	391
#1 Issue: Medicare / Social Security	2%	(7)	30%	(92)	53%	(161)	14%	(42)	301
#1 Issue: Women's Issues	9%	(11)	28%	(33)	49%	(58)	15%	(17)	119
#1 Issue: Education	4%	(4)	45%	(55)	41%	(50)	10%	(13)	123
#1 Issue: Energy	4%	(3)	46%	(33)	41%	(29)	9%	(6)	71
#1 Issue: Other	3%	(5)	40%	(58)	46%	(68)	11%	(16)	147
2018 House Vote: Democrat	4%	(32)	33%	(266)	55%	(445)	8%	(62)	805
2018 House Vote: Republican	5%	(29)	35%	(220)	55%	(350)	6%	(35)	634
2018 House Vote: Someone else	7%	(4)	42%	(22)	41%	(21)	11%	(6)	53
2016 Vote: Hillary Clinton	4%	(31)	33%	(237)	56%	(407)	6%	(47)	723
2016 Vote: Donald Trump	4%	(27)	35%	(239)	55%	(374)	5%	(36)	676
2016 Vote: Other	2%	(3)	36%	(43)	52%	(62)	10%	(12)	120
2016 Vote: Didn't Vote	3%	(21)	34%	(227)	45%	(301)	19%	(126)	674
Voted in 2014: Yes	4%	(50)	34%	(437)	55%	(709)	7%	(87)	1284
Voted in 2014: No	3%	(31)	34%	(315)	48%	(436)	15%	(135)	916

Continued on next page



**Table FWP3\_15:** Are the following time periods too early, too late or just right for brands and companies to start promoting products and services for winter holidays, including Christmas and Hanukkah?

Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(81)	34%	(752)	52%	(1145)	10%	(222)	2200
2012 Vote: Barack Obama	4%	(32)	34%	(288)	56%	(479)	6%	(50)	849
2012 Vote: Mitt Romney	5%	(23)	33%	(164)	56%	(278)	6%	(31)	496
2012 Vote: Other	—	(0)	44%	(32)	47%	(34)	9%	(6)	72
2012 Vote: Didn't Vote	3%	(26)	34%	(267)	45%	(353)	17%	(135)	782
4-Region: Northeast	5%	(18)	33%	(129)	54%	(211)	9%	(36)	394
4-Region: Midwest	3%	(14)	35%	(160)	53%	(247)	9%	(41)	462
4-Region: South	3%	(25)	32%	(267)	52%	(429)	12%	(103)	824
4-Region: West	5%	(23)	38%	(196)	50%	(258)	8%	(42)	520

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

**Table FWP4\_1: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	65%	(1433)	15%	(339)	3%	(70)	16%	(357)	2200
Gender: Male	61%	(650)	17%	(180)	4%	(48)	17%	(184)	1062
Gender: Female	69%	(783)	14%	(159)	2%	(23)	15%	(173)	1138
Age: 18-34	55%	(364)	22%	(144)	5%	(32)	18%	(116)	655
Age: 35-44	65%	(232)	15%	(52)	4%	(13)	17%	(61)	358
Age: 45-64	68%	(512)	14%	(103)	2%	(18)	16%	(119)	751
Age: 65+	75%	(326)	9%	(41)	2%	(8)	14%	(62)	436
GenZers: 1997-2012	57%	(144)	26%	(65)	4%	(11)	12%	(31)	250
Millennials: 1981-1996	58%	(330)	18%	(106)	5%	(27)	19%	(111)	573
GenXers: 1965-1980	68%	(375)	13%	(72)	3%	(15)	16%	(91)	553
Baby Boomers: 1946-1964	70%	(512)	12%	(89)	2%	(16)	15%	(111)	727
PID: Dem (no lean)	63%	(534)	17%	(147)	3%	(29)	16%	(138)	849
PID: Ind (no lean)	63%	(405)	14%	(87)	3%	(18)	21%	(132)	641
PID: Rep (no lean)	70%	(494)	15%	(106)	3%	(24)	12%	(87)	710
PID/Gender: Dem Men	57%	(227)	19%	(74)	5%	(19)	19%	(76)	396
PID/Gender: Dem Women	68%	(308)	16%	(73)	2%	(10)	14%	(62)	452
PID/Gender: Ind Men	60%	(185)	15%	(46)	4%	(13)	21%	(64)	309
PID/Gender: Ind Women	66%	(220)	12%	(41)	1%	(4)	20%	(68)	332
PID/Gender: Rep Men	67%	(238)	17%	(60)	4%	(15)	12%	(44)	357
PID/Gender: Rep Women	72%	(255)	13%	(46)	2%	(9)	12%	(44)	354
Ideo: Liberal (1-3)	62%	(389)	18%	(111)	5%	(33)	15%	(92)	625
Ideo: Moderate (4)	69%	(436)	15%	(94)	3%	(16)	14%	(87)	633
Ideo: Conservative (5-7)	70%	(508)	14%	(102)	3%	(20)	13%	(94)	724
Educ: < College	64%	(964)	16%	(243)	3%	(38)	18%	(268)	1512
Educ: Bachelors degree	70%	(309)	15%	(65)	3%	(14)	13%	(56)	444
Educ: Post-grad	66%	(161)	13%	(32)	7%	(18)	14%	(34)	244
Income: Under 50k	63%	(785)	15%	(192)	3%	(34)	19%	(232)	1243
Income: 50k-100k	68%	(450)	15%	(100)	3%	(18)	15%	(99)	666
Income: 100k+	68%	(198)	16%	(47)	6%	(19)	9%	(27)	291
Ethnicity: White	67%	(1152)	15%	(260)	3%	(53)	15%	(257)	1722
Ethnicity: Hispanic	60%	(209)	18%	(64)	5%	(16)	17%	(61)	349

Continued on next page

**Table FWP4\_1:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	65%	(1433)	15%	(339)	3%	(70)	16%	(357)	2200
Ethnicity: Black	53%	(145)	17%	(47)	4%	(11)	26%	(70)	274
Ethnicity: Other	66%	(136)	16%	(32)	3%	(6)	15%	(30)	204
All Christian	72%	(771)	12%	(132)	4%	(39)	12%	(128)	1070
All Non-Christian	58%	(65)	15%	(17)	13%	(15)	14%	(16)	113
Atheist	59%	(63)	27%	(29)	3%	(4)	11%	(11)	106
Agnostic/Nothing in particular	56%	(307)	17%	(95)	1%	(8)	26%	(144)	554
Something Else	63%	(227)	19%	(67)	1%	(5)	16%	(58)	357
Religious Non-Protestant/Catholic	61%	(89)	15%	(21)	12%	(17)	12%	(17)	144
Evangelical	69%	(393)	16%	(93)	3%	(16)	12%	(69)	572
Non-Evangelical	71%	(573)	12%	(100)	3%	(26)	14%	(110)	809
Community: Urban	58%	(355)	16%	(95)	5%	(30)	21%	(128)	608
Community: Suburban	70%	(730)	15%	(157)	2%	(25)	13%	(135)	1048
Community: Rural	64%	(347)	16%	(88)	3%	(15)	17%	(95)	545
Employ: Private Sector	68%	(429)	15%	(98)	5%	(35)	12%	(73)	635
Employ: Government	66%	(89)	20%	(27)	4%	(5)	11%	(15)	136
Employ: Self-Employed	57%	(104)	22%	(40)	3%	(6)	18%	(33)	184
Employ: Homemaker	65%	(81)	16%	(20)	2%	(2)	17%	(21)	124
Employ: Retired	71%	(378)	11%	(60)	2%	(13)	16%	(84)	535
Employ: Unemployed	58%	(189)	17%	(54)	2%	(6)	24%	(78)	329
Employ: Other	57%	(69)	13%	(16)	1%	(2)	28%	(34)	120
Military HH: Yes	68%	(223)	17%	(54)	3%	(11)	12%	(39)	328
Military HH: No	65%	(1210)	15%	(285)	3%	(59)	17%	(318)	1872
RD/WT: Right Direction	61%	(404)	18%	(118)	5%	(30)	17%	(113)	665
RD/WT: Wrong Track	67%	(1029)	14%	(221)	3%	(40)	16%	(244)	1535
Trump Job Approve	66%	(585)	15%	(130)	4%	(34)	15%	(132)	881
Trump Job Disapprove	66%	(809)	17%	(203)	3%	(35)	15%	(178)	1225
Trump Job Strongly Approve	65%	(329)	17%	(89)	4%	(18)	14%	(73)	508
Trump Job Somewhat Approve	69%	(256)	11%	(42)	4%	(16)	16%	(59)	373
Trump Job Somewhat Disapprove	61%	(148)	21%	(52)	4%	(11)	14%	(33)	244
Trump Job Strongly Disapprove	67%	(661)	15%	(152)	2%	(24)	15%	(144)	981

Continued on next page

**Table FWP4\_1: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	65%	(1433)	15%	(339)	3%	(70)	16%	(357)	2200
Favorable of Trump	67%	(589)	15%	(130)	4%	(31)	14%	(125)	875
Unfavorable of Trump	66%	(798)	17%	(203)	3%	(37)	15%	(177)	1216
Very Favorable of Trump	65%	(352)	17%	(91)	4%	(21)	15%	(80)	544
Somewhat Favorable of Trump	72%	(237)	12%	(39)	3%	(10)	13%	(44)	330
Somewhat Unfavorable of Trump	65%	(127)	19%	(37)	3%	(6)	14%	(26)	196
Very Unfavorable of Trump	66%	(672)	16%	(166)	3%	(31)	15%	(151)	1020
#1 Issue: Economy	68%	(534)	16%	(129)	3%	(21)	13%	(106)	790
#1 Issue: Security	61%	(157)	16%	(40)	7%	(18)	16%	(42)	257
#1 Issue: Health Care	67%	(263)	14%	(56)	3%	(13)	15%	(59)	391
#1 Issue: Medicare / Social Security	64%	(194)	13%	(40)	2%	(7)	20%	(61)	301
#1 Issue: Women's Issues	59%	(70)	17%	(21)	2%	(2)	22%	(26)	119
#1 Issue: Education	67%	(82)	14%	(18)	5%	(6)	14%	(17)	123
#1 Issue: Energy	59%	(42)	27%	(19)	3%	(2)	11%	(8)	71
#1 Issue: Other	61%	(90)	11%	(16)	2%	(2)	27%	(39)	147
2018 House Vote: Democrat	68%	(545)	15%	(119)	3%	(25)	14%	(116)	805
2018 House Vote: Republican	71%	(452)	14%	(86)	4%	(25)	11%	(71)	634
2018 House Vote: Someone else	61%	(32)	19%	(10)	4%	(2)	16%	(8)	53
2016 Vote: Hillary Clinton	65%	(467)	15%	(110)	4%	(30)	16%	(116)	723
2016 Vote: Donald Trump	72%	(488)	13%	(91)	3%	(19)	12%	(78)	676
2016 Vote: Other	70%	(84)	14%	(17)	4%	(5)	13%	(15)	120
2016 Vote: Didn't Vote	58%	(392)	17%	(118)	2%	(17)	22%	(148)	674
Voted in 2014: Yes	70%	(903)	13%	(168)	4%	(46)	13%	(168)	1284
Voted in 2014: No	58%	(530)	19%	(171)	3%	(25)	21%	(190)	916
2012 Vote: Barack Obama	68%	(575)	15%	(131)	3%	(25)	14%	(117)	849
2012 Vote: Mitt Romney	72%	(359)	11%	(53)	5%	(23)	12%	(61)	496
2012 Vote: Other	66%	(48)	12%	(8)	4%	(3)	18%	(13)	72
2012 Vote: Didn't Vote	58%	(450)	19%	(146)	3%	(20)	21%	(166)	782

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**Table FWP4\_1:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	65%	(1433)	15%	(339)	3%	(70)	16%	(357)	2200
4-Region: Northeast	64%	(254)	13%	(52)	4%	(14)	19%	(74)	394
4-Region: Midwest	71%	(326)	12%	(57)	2%	(11)	15%	(68)	462
4-Region: South	62%	(507)	17%	(142)	3%	(28)	18%	(147)	824
4-Region: West	66%	(346)	17%	(88)	3%	(18)	13%	(69)	520

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

**Table FWP4\_2:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	64%	(1409)	17%	(375)	3%	(62)	16%	(355)	2200
Gender: Male	60%	(635)	19%	(198)	4%	(41)	18%	(187)	1062
Gender: Female	68%	(774)	16%	(177)	2%	(20)	15%	(168)	1138
Age: 18-34	52%	(343)	26%	(170)	3%	(21)	18%	(121)	655
Age: 35-44	63%	(225)	16%	(56)	5%	(18)	16%	(59)	358
Age: 45-64	68%	(514)	14%	(108)	2%	(13)	15%	(116)	751
Age: 65+	75%	(327)	9%	(41)	2%	(9)	14%	(59)	436
GenZers: 1997-2012	53%	(133)	30%	(76)	2%	(6)	14%	(35)	250
Millennials: 1981-1996	55%	(316)	21%	(122)	4%	(26)	19%	(110)	573
GenXers: 1965-1980	68%	(374)	14%	(79)	2%	(13)	16%	(88)	553
Baby Boomers: 1946-1964	71%	(514)	13%	(91)	2%	(13)	15%	(108)	727
PID: Dem (no lean)	62%	(530)	19%	(162)	3%	(25)	15%	(131)	849
PID: Ind (no lean)	61%	(390)	15%	(95)	3%	(19)	21%	(137)	641
PID: Rep (no lean)	69%	(489)	17%	(118)	2%	(17)	12%	(87)	710
PID/Gender: Dem Men	56%	(222)	21%	(82)	5%	(18)	19%	(74)	396
PID/Gender: Dem Women	68%	(308)	18%	(81)	2%	(7)	13%	(57)	452
PID/Gender: Ind Men	57%	(177)	16%	(49)	4%	(13)	22%	(69)	309
PID/Gender: Ind Women	64%	(213)	14%	(45)	2%	(6)	21%	(68)	332
PID/Gender: Rep Men	66%	(236)	19%	(67)	3%	(10)	12%	(45)	357
PID/Gender: Rep Women	72%	(253)	14%	(51)	2%	(7)	12%	(42)	354
Ideo: Liberal (1-3)	61%	(383)	21%	(131)	4%	(23)	14%	(88)	625
Ideo: Moderate (4)	67%	(427)	16%	(102)	2%	(14)	14%	(90)	633
Ideo: Conservative (5-7)	69%	(502)	15%	(109)	3%	(21)	13%	(91)	724
Educ: < College	62%	(944)	17%	(264)	2%	(37)	18%	(267)	1512
Educ: Bachelors degree	69%	(307)	16%	(71)	2%	(10)	13%	(56)	444
Educ: Post-grad	64%	(157)	16%	(40)	6%	(15)	13%	(32)	244
Income: Under 50k	62%	(771)	17%	(209)	2%	(31)	19%	(232)	1243
Income: 50k-100k	66%	(440)	17%	(113)	3%	(17)	14%	(96)	666
Income: 100k+	68%	(197)	18%	(53)	5%	(14)	9%	(27)	291
Ethnicity: White	66%	(1144)	16%	(284)	3%	(44)	15%	(250)	1722
Ethnicity: Hispanic	56%	(197)	23%	(79)	3%	(11)	18%	(63)	349

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**Table FWP4\_2:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	64%	(1409)	17%	(375)	3%	(62)	16%	(355)	2200
Ethnicity: Black	49%	(135)	19%	(53)	5%	(13)	27%	(73)	274
Ethnicity: Other	64%	(130)	19%	(38)	2%	(4)	15%	(32)	204
All Christian	71%	(759)	15%	(157)	2%	(25)	12%	(130)	1070
All Non-Christian	57%	(64)	17%	(19)	15%	(17)	11%	(12)	113
Atheist	60%	(64)	25%	(27)	3%	(3)	12%	(13)	106
Agnostic/Nothing in particular	53%	(296)	19%	(104)	2%	(12)	25%	(141)	554
Something Else	63%	(226)	19%	(68)	1%	(4)	17%	(60)	357
Religious Non-Protestant/Catholic	61%	(88)	16%	(23)	12%	(17)	11%	(16)	144
Evangelical	68%	(391)	17%	(95)	2%	(14)	13%	(72)	572
Non-Evangelical	69%	(562)	15%	(124)	2%	(15)	13%	(109)	809
Community: Urban	56%	(340)	19%	(117)	4%	(23)	21%	(127)	608
Community: Suburban	69%	(720)	16%	(170)	2%	(26)	13%	(132)	1048
Community: Rural	64%	(348)	16%	(88)	2%	(13)	18%	(96)	545
Employ: Private Sector	65%	(415)	19%	(118)	4%	(27)	12%	(76)	635
Employ: Government	65%	(88)	22%	(30)	1%	(2)	12%	(16)	136
Employ: Self-Employed	55%	(101)	27%	(50)	3%	(5)	15%	(27)	184
Employ: Homemaker	65%	(81)	17%	(21)	1%	(1)	17%	(21)	124
Employ: Retired	72%	(383)	11%	(59)	2%	(12)	15%	(81)	535
Employ: Unemployed	57%	(186)	16%	(54)	3%	(9)	24%	(80)	329
Employ: Other	57%	(68)	11%	(13)	3%	(4)	29%	(35)	120
Military HH: Yes	67%	(220)	18%	(60)	4%	(13)	10%	(34)	328
Military HH: No	63%	(1188)	17%	(314)	3%	(49)	17%	(321)	1872
RD/WT: Right Direction	60%	(398)	20%	(131)	3%	(21)	17%	(116)	665
RD/WT: Wrong Track	66%	(1011)	16%	(244)	3%	(41)	16%	(239)	1535
Trump Job Approve	65%	(575)	17%	(148)	3%	(25)	15%	(133)	881
Trump Job Disapprove	65%	(798)	18%	(217)	3%	(33)	14%	(177)	1225
Trump Job Strongly Approve	64%	(326)	18%	(93)	3%	(15)	14%	(73)	508
Trump Job Somewhat Approve	67%	(249)	15%	(54)	3%	(10)	16%	(60)	373
Trump Job Somewhat Disapprove	60%	(146)	22%	(54)	5%	(12)	13%	(32)	244
Trump Job Strongly Disapprove	66%	(652)	17%	(163)	2%	(21)	15%	(145)	981

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**Table FWP4\_2:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	64%	(1409)	17%	(375)	3%	(62)	16%	(355)	2200
Favorable of Trump	66%	(576)	17%	(147)	3%	(26)	14%	(126)	875
Unfavorable of Trump	65%	(791)	18%	(216)	3%	(34)	14%	(175)	1216
Very Favorable of Trump	63%	(345)	19%	(102)	3%	(16)	15%	(81)	544
Somewhat Favorable of Trump	70%	(231)	14%	(45)	3%	(9)	13%	(44)	330
Somewhat Unfavorable of Trump	62%	(122)	22%	(44)	4%	(7)	12%	(24)	196
Very Unfavorable of Trump	66%	(669)	17%	(172)	3%	(27)	15%	(152)	1020
#1 Issue: Economy	67%	(533)	17%	(138)	2%	(14)	13%	(105)	790
#1 Issue: Security	57%	(147)	22%	(56)	5%	(13)	16%	(40)	257
#1 Issue: Health Care	67%	(262)	16%	(61)	2%	(9)	15%	(59)	391
#1 Issue: Medicare / Social Security	63%	(188)	15%	(46)	3%	(8)	19%	(58)	301
#1 Issue: Women's Issues	55%	(65)	21%	(25)	5%	(6)	19%	(22)	119
#1 Issue: Education	64%	(79)	14%	(17)	3%	(4)	18%	(23)	123
#1 Issue: Energy	61%	(43)	22%	(16)	7%	(5)	10%	(7)	71
#1 Issue: Other	62%	(91)	9%	(14)	1%	(2)	27%	(40)	147
2018 House Vote: Democrat	67%	(537)	17%	(136)	2%	(19)	14%	(113)	805
2018 House Vote: Republican	70%	(444)	16%	(101)	3%	(21)	11%	(68)	634
2018 House Vote: Someone else	60%	(32)	18%	(10)	3%	(2)	18%	(10)	53
2016 Vote: Hillary Clinton	64%	(464)	17%	(124)	4%	(26)	15%	(109)	723
2016 Vote: Donald Trump	71%	(482)	14%	(97)	3%	(19)	12%	(78)	676
2016 Vote: Other	65%	(78)	20%	(24)	1%	(2)	14%	(16)	120
2016 Vote: Didn't Vote	57%	(382)	19%	(125)	2%	(15)	22%	(152)	674
Voted in 2014: Yes	70%	(893)	15%	(188)	3%	(40)	13%	(163)	1284
Voted in 2014: No	56%	(516)	20%	(187)	2%	(21)	21%	(192)	916
2012 Vote: Barack Obama	67%	(570)	17%	(142)	3%	(28)	13%	(109)	849
2012 Vote: Mitt Romney	71%	(354)	13%	(65)	3%	(16)	12%	(61)	496
2012 Vote: Other	64%	(46)	13%	(9)	2%	(1)	21%	(15)	72
2012 Vote: Didn't Vote	56%	(438)	20%	(158)	2%	(16)	22%	(170)	782

Continued on next page



**Table FWP4\_2:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	64%	(1409)	17%	(375)	3%	(62)	16%	(355)	2200
4-Region: Northeast	63%	(249)	15%	(59)	4%	(15)	18%	(70)	394
4-Region: Midwest	70%	(323)	14%	(66)	2%	(7)	14%	(66)	462
4-Region: South	61%	(500)	18%	(148)	3%	(27)	18%	(150)	824
4-Region: West	65%	(336)	19%	(101)	2%	(13)	13%	(69)	520

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

**Table FWP4\_3:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?

Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	61%	(1344)	19%	(421)	4%	(79)	16%	(356)	2200
Gender: Male	58%	(620)	19%	(202)	5%	(54)	18%	(186)	1062
Gender: Female	64%	(723)	19%	(219)	2%	(25)	15%	(170)	1138
Age: 18-34	48%	(315)	28%	(184)	5%	(35)	18%	(121)	655
Age: 35-44	60%	(216)	18%	(64)	5%	(19)	17%	(59)	358
Age: 45-64	66%	(496)	17%	(124)	2%	(15)	15%	(116)	751
Age: 65+	73%	(317)	11%	(49)	2%	(10)	14%	(60)	436
GenZers: 1997-2012	49%	(122)	33%	(82)	3%	(7)	16%	(39)	250
Millennials: 1981-1996	52%	(296)	24%	(136)	6%	(37)	18%	(105)	573
GenXers: 1965-1980	64%	(356)	16%	(90)	3%	(16)	17%	(92)	553
Baby Boomers: 1946-1964	69%	(501)	14%	(104)	2%	(15)	15%	(107)	727
PID: Dem (no lean)	60%	(509)	21%	(175)	3%	(26)	16%	(140)	849
PID: Ind (no lean)	57%	(368)	18%	(118)	3%	(19)	21%	(135)	641
PID: Rep (no lean)	66%	(467)	18%	(128)	5%	(34)	11%	(81)	710
PID/Gender: Dem Men	55%	(217)	21%	(83)	4%	(17)	20%	(80)	396
PID/Gender: Dem Women	65%	(292)	20%	(92)	2%	(8)	13%	(60)	452
PID/Gender: Ind Men	55%	(171)	19%	(58)	4%	(13)	22%	(67)	309
PID/Gender: Ind Women	59%	(197)	18%	(61)	2%	(6)	21%	(69)	332
PID/Gender: Rep Men	65%	(233)	17%	(61)	6%	(23)	11%	(40)	357
PID/Gender: Rep Women	66%	(234)	19%	(67)	3%	(11)	12%	(42)	354
Ideo: Liberal (1-3)	58%	(365)	25%	(154)	3%	(22)	13%	(84)	625
Ideo: Moderate (4)	65%	(411)	17%	(110)	3%	(18)	15%	(94)	633
Ideo: Conservative (5-7)	66%	(475)	17%	(121)	5%	(38)	12%	(89)	724
Educ: < College	60%	(903)	19%	(291)	3%	(47)	18%	(270)	1512
Educ: Bachelors degree	66%	(291)	20%	(87)	3%	(12)	12%	(55)	444
Educ: Post-grad	61%	(150)	18%	(43)	8%	(20)	13%	(32)	244
Income: Under 50k	59%	(731)	19%	(237)	3%	(40)	19%	(236)	1243
Income: 50k-100k	63%	(419)	20%	(132)	3%	(20)	14%	(95)	666
Income: 100k+	67%	(194)	18%	(52)	6%	(19)	9%	(26)	291
Ethnicity: White	64%	(1096)	18%	(316)	3%	(60)	15%	(250)	1722
Ethnicity: Hispanic	51%	(180)	23%	(82)	7%	(23)	19%	(65)	349

Continued on next page

**Table FWP4\_3:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	61%	(1344)	19%	(421)	4%	(79)	16%	(356)	2200
Ethnicity: Black	47%	(128)	21%	(59)	5%	(15)	27%	(73)	274
Ethnicity: Other	59%	(120)	23%	(46)	2%	(4)	16%	(33)	204
All Christian	68%	(729)	16%	(175)	4%	(38)	12%	(128)	1070
All Non-Christian	55%	(62)	17%	(19)	17%	(20)	11%	(12)	113
Atheist	61%	(65)	27%	(28)	—	(0)	12%	(13)	106
Agnostic/Nothing in particular	50%	(276)	21%	(119)	2%	(14)	26%	(146)	554
Something Else	59%	(212)	22%	(80)	2%	(7)	16%	(58)	357
Religious Non-Protestant/Catholic	59%	(85)	17%	(24)	15%	(22)	9%	(13)	144
Evangelical	65%	(374)	18%	(101)	5%	(26)	12%	(71)	572
Non-Evangelical	66%	(536)	18%	(148)	2%	(17)	13%	(108)	809
Community: Urban	55%	(333)	20%	(120)	5%	(33)	20%	(123)	608
Community: Suburban	65%	(684)	19%	(197)	3%	(31)	13%	(135)	1048
Community: Rural	60%	(327)	19%	(105)	3%	(15)	18%	(98)	545
Employ: Private Sector	63%	(403)	19%	(118)	7%	(44)	11%	(71)	635
Employ: Government	59%	(80)	23%	(31)	2%	(3)	16%	(21)	136
Employ: Self-Employed	55%	(100)	27%	(49)	4%	(8)	14%	(26)	184
Employ: Homemaker	59%	(73)	23%	(29)	1%	(1)	17%	(21)	124
Employ: Retired	69%	(368)	13%	(71)	3%	(15)	15%	(81)	535
Employ: Unemployed	54%	(177)	21%	(68)	1%	(4)	24%	(79)	329
Employ: Other	55%	(66)	14%	(17)	2%	(2)	29%	(34)	120
Military HH: Yes	63%	(206)	21%	(70)	5%	(15)	11%	(37)	328
Military HH: No	61%	(1138)	19%	(351)	3%	(64)	17%	(319)	1872
RD/WT: Right Direction	57%	(379)	21%	(139)	5%	(36)	17%	(111)	665
RD/WT: Wrong Track	63%	(965)	18%	(282)	3%	(43)	16%	(246)	1535
Trump Job Approve	62%	(545)	19%	(167)	5%	(42)	14%	(127)	881
Trump Job Disapprove	63%	(766)	20%	(240)	3%	(35)	15%	(184)	1225
Trump Job Strongly Approve	61%	(309)	19%	(99)	6%	(30)	14%	(70)	508
Trump Job Somewhat Approve	63%	(236)	18%	(68)	3%	(12)	15%	(57)	373
Trump Job Somewhat Disapprove	57%	(139)	23%	(57)	6%	(15)	13%	(33)	244
Trump Job Strongly Disapprove	64%	(627)	19%	(182)	2%	(21)	15%	(151)	981

Continued on next page

**Table FWP4\_3: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	61%	(1344)	19%	(421)	4%	(79)	16%	(356)	2200
Favorable of Trump	63%	(547)	19%	(165)	5%	(43)	14%	(120)	875
Unfavorable of Trump	62%	(758)	20%	(240)	3%	(36)	15%	(181)	1216
Very Favorable of Trump	60%	(324)	20%	(110)	6%	(32)	14%	(78)	544
Somewhat Favorable of Trump	67%	(223)	17%	(55)	3%	(11)	13%	(42)	330
Somewhat Unfavorable of Trump	59%	(116)	24%	(48)	4%	(8)	12%	(24)	196
Very Unfavorable of Trump	63%	(642)	19%	(193)	3%	(28)	15%	(157)	1020
#1 Issue: Economy	63%	(501)	20%	(161)	3%	(22)	13%	(106)	790
#1 Issue: Security	57%	(146)	20%	(51)	8%	(20)	15%	(40)	257
#1 Issue: Health Care	63%	(245)	20%	(77)	3%	(13)	14%	(57)	391
#1 Issue: Medicare / Social Security	61%	(185)	16%	(49)	2%	(7)	20%	(60)	301
#1 Issue: Women's Issues	53%	(63)	25%	(30)	4%	(4)	18%	(22)	119
#1 Issue: Education	63%	(78)	16%	(20)	3%	(4)	17%	(21)	123
#1 Issue: Energy	59%	(42)	20%	(14)	11%	(8)	10%	(7)	71
#1 Issue: Other	57%	(84)	13%	(18)	1%	(1)	30%	(43)	147
2018 House Vote: Democrat	64%	(514)	19%	(155)	3%	(21)	14%	(115)	805
2018 House Vote: Republican	67%	(424)	17%	(108)	6%	(39)	10%	(63)	634
2018 House Vote: Someone else	55%	(29)	16%	(8)	4%	(2)	25%	(13)	53
2016 Vote: Hillary Clinton	62%	(448)	19%	(136)	4%	(28)	15%	(110)	723
2016 Vote: Donald Trump	68%	(458)	16%	(107)	5%	(35)	11%	(76)	676
2016 Vote: Other	61%	(73)	23%	(28)	2%	(2)	15%	(18)	120
2016 Vote: Didn't Vote	54%	(363)	22%	(145)	2%	(13)	23%	(153)	674
Voted in 2014: Yes	67%	(856)	17%	(215)	4%	(51)	13%	(162)	1284
Voted in 2014: No	53%	(488)	23%	(206)	3%	(28)	21%	(194)	916
2012 Vote: Barack Obama	65%	(553)	18%	(156)	3%	(28)	13%	(112)	849
2012 Vote: Mitt Romney	68%	(336)	15%	(76)	5%	(25)	12%	(59)	496
2012 Vote: Other	59%	(43)	17%	(12)	3%	(2)	21%	(15)	72
2012 Vote: Didn't Vote	53%	(411)	23%	(176)	3%	(24)	22%	(171)	782

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**Table FWP4\_3:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late August

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	61%	(1344)	19%	(421)	4%	(79)	16%	(356)	2200
4-Region: Northeast	63%	(247)	15%	(60)	5%	(19)	17%	(68)	394
4-Region: Midwest	65%	(302)	17%	(79)	3%	(15)	14%	(67)	462
4-Region: South	57%	(470)	22%	(177)	4%	(30)	18%	(147)	824
4-Region: West	62%	(325)	20%	(104)	3%	(16)	14%	(75)	520

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

**Table FWP4\_4:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	47%	(1023)	34%	(759)	3%	(66)	16%	(352)	2200
Gender: Male	49%	(517)	30%	(318)	4%	(42)	17%	(185)	1062
Gender: Female	44%	(506)	39%	(441)	2%	(24)	15%	(166)	1138
Age: 18-34	33%	(218)	44%	(290)	5%	(31)	18%	(116)	655
Age: 35-44	43%	(155)	38%	(135)	3%	(11)	16%	(57)	358
Age: 45-64	52%	(393)	30%	(226)	2%	(14)	16%	(119)	751
Age: 65+	59%	(258)	25%	(108)	2%	(11)	14%	(59)	436
GenZers: 1997-2012	33%	(82)	48%	(121)	5%	(12)	14%	(36)	250
Millennials: 1981-1996	36%	(208)	42%	(241)	4%	(21)	18%	(102)	573
GenXers: 1965-1980	51%	(283)	30%	(168)	2%	(13)	16%	(91)	553
Baby Boomers: 1946-1964	54%	(391)	29%	(209)	2%	(17)	15%	(110)	727
PID: Dem (no lean)	47%	(398)	34%	(291)	3%	(23)	16%	(136)	849
PID: Ind (no lean)	43%	(278)	33%	(209)	4%	(24)	20%	(131)	641
PID: Rep (no lean)	49%	(348)	36%	(259)	3%	(19)	12%	(85)	710
PID/Gender: Dem Men	48%	(192)	29%	(113)	4%	(14)	19%	(77)	396
PID/Gender: Dem Women	46%	(206)	39%	(178)	2%	(9)	13%	(59)	452
PID/Gender: Ind Men	45%	(140)	30%	(91)	4%	(13)	21%	(64)	309
PID/Gender: Ind Women	41%	(138)	35%	(118)	3%	(11)	20%	(66)	332
PID/Gender: Rep Men	52%	(185)	32%	(113)	4%	(14)	12%	(44)	357
PID/Gender: Rep Women	46%	(163)	41%	(145)	1%	(4)	12%	(41)	354
Ideo: Liberal (1-3)	44%	(275)	39%	(241)	4%	(24)	14%	(85)	625
Ideo: Moderate (4)	52%	(327)	30%	(193)	3%	(17)	15%	(96)	633
Ideo: Conservative (5-7)	50%	(360)	35%	(256)	3%	(20)	12%	(88)	724
Educ: < College	45%	(684)	35%	(528)	2%	(37)	17%	(264)	1512
Educ: Bachelors degree	48%	(213)	37%	(164)	2%	(10)	13%	(57)	444
Educ: Post-grad	52%	(127)	27%	(67)	8%	(19)	13%	(31)	244
Income: Under 50k	44%	(552)	35%	(429)	3%	(32)	18%	(229)	1243
Income: 50k-100k	48%	(320)	35%	(232)	3%	(19)	14%	(95)	666
Income: 100k+	52%	(151)	33%	(97)	5%	(15)	10%	(28)	291
Ethnicity: White	47%	(815)	35%	(606)	3%	(52)	14%	(249)	1722
Ethnicity: Hispanic	43%	(152)	34%	(120)	4%	(14)	18%	(64)	349

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**Table FWP4\_4:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	47%	(1023)	34%	(759)	3%	(66)	16%	(352)	2200
Ethnicity: Black	41%	(114)	29%	(78)	4%	(11)	26%	(72)	274
Ethnicity: Other	46%	(95)	36%	(74)	2%	(4)	15%	(31)	204
All Christian	51%	(548)	34%	(359)	3%	(33)	12%	(130)	1070
All Non-Christian	51%	(57)	31%	(35)	10%	(11)	9%	(10)	113
Atheist	42%	(44)	45%	(48)	2%	(2)	12%	(13)	106
Agnostic/Nothing in particular	39%	(215)	33%	(184)	2%	(11)	26%	(144)	554
Something Else	44%	(159)	37%	(133)	3%	(10)	15%	(55)	357
Religious Non-Protestant/Catholic	50%	(72)	34%	(49)	9%	(13)	8%	(11)	144
Evangelical	50%	(285)	35%	(199)	3%	(18)	12%	(70)	572
Non-Evangelical	50%	(401)	34%	(277)	3%	(22)	13%	(109)	809
Community: Urban	44%	(266)	32%	(194)	3%	(21)	21%	(127)	608
Community: Suburban	49%	(516)	35%	(368)	3%	(30)	13%	(134)	1048
Community: Rural	44%	(241)	36%	(197)	3%	(15)	17%	(91)	545
Employ: Private Sector	49%	(313)	35%	(219)	4%	(28)	12%	(75)	635
Employ: Government	50%	(68)	32%	(44)	3%	(4)	15%	(21)	136
Employ: Self-Employed	41%	(75)	41%	(76)	4%	(8)	14%	(25)	184
Employ: Homemaker	40%	(50)	40%	(50)	3%	(4)	17%	(21)	124
Employ: Retired	56%	(299)	27%	(142)	2%	(13)	15%	(80)	535
Employ: Unemployed	37%	(123)	37%	(122)	1%	(4)	24%	(80)	329
Employ: Other	39%	(46)	32%	(39)	2%	(3)	27%	(32)	120
Military HH: Yes	49%	(161)	37%	(122)	3%	(10)	11%	(35)	328
Military HH: No	46%	(863)	34%	(637)	3%	(56)	17%	(317)	1872
RD/WT: Right Direction	43%	(288)	37%	(243)	4%	(26)	16%	(107)	665
RD/WT: Wrong Track	48%	(735)	34%	(516)	3%	(40)	16%	(244)	1535
Trump Job Approve	47%	(411)	35%	(312)	3%	(30)	15%	(128)	881
Trump Job Disapprove	48%	(588)	35%	(426)	3%	(33)	15%	(178)	1225
Trump Job Strongly Approve	45%	(229)	37%	(190)	4%	(21)	13%	(69)	508
Trump Job Somewhat Approve	49%	(182)	33%	(122)	2%	(9)	16%	(59)	373
Trump Job Somewhat Disapprove	42%	(102)	40%	(99)	5%	(11)	13%	(33)	244
Trump Job Strongly Disapprove	50%	(487)	33%	(327)	2%	(22)	15%	(145)	981

Continued on next page

**Table FWP4\_4:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	47%	(1023)	34%	(759)	3%	(66)	16%	(352)	2200
Favorable of Trump	47%	(414)	36%	(311)	3%	(30)	14%	(119)	875
Unfavorable of Trump	47%	(577)	35%	(428)	3%	(34)	15%	(177)	1216
Very Favorable of Trump	43%	(234)	40%	(216)	3%	(19)	14%	(76)	544
Somewhat Favorable of Trump	54%	(180)	29%	(96)	3%	(11)	13%	(44)	330
Somewhat Unfavorable of Trump	43%	(85)	40%	(79)	5%	(10)	11%	(22)	196
Very Unfavorable of Trump	48%	(492)	34%	(348)	2%	(24)	15%	(155)	1020
#1 Issue: Economy	49%	(386)	36%	(284)	2%	(17)	13%	(103)	790
#1 Issue: Security	44%	(114)	35%	(89)	5%	(14)	15%	(39)	257
#1 Issue: Health Care	49%	(193)	33%	(128)	4%	(14)	14%	(55)	391
#1 Issue: Medicare / Social Security	47%	(142)	30%	(89)	3%	(9)	20%	(61)	301
#1 Issue: Women's Issues	33%	(39)	48%	(57)	1%	(2)	18%	(22)	119
#1 Issue: Education	47%	(58)	33%	(40)	2%	(2)	18%	(23)	123
#1 Issue: Energy	38%	(27)	44%	(32)	7%	(5)	11%	(8)	71
#1 Issue: Other	43%	(63)	27%	(39)	2%	(3)	28%	(41)	147
2018 House Vote: Democrat	51%	(414)	32%	(259)	2%	(16)	14%	(116)	805
2018 House Vote: Republican	51%	(325)	35%	(221)	4%	(24)	10%	(64)	634
2018 House Vote: Someone else	45%	(24)	29%	(16)	6%	(3)	20%	(10)	53
2016 Vote: Hillary Clinton	51%	(366)	31%	(228)	3%	(18)	15%	(110)	723
2016 Vote: Donald Trump	52%	(351)	34%	(230)	3%	(20)	11%	(76)	676
2016 Vote: Other	46%	(55)	37%	(45)	3%	(3)	14%	(17)	120
2016 Vote: Didn't Vote	37%	(250)	38%	(256)	3%	(21)	22%	(148)	674
Voted in 2014: Yes	53%	(680)	31%	(402)	3%	(39)	13%	(163)	1284
Voted in 2014: No	37%	(343)	39%	(357)	3%	(27)	21%	(188)	916
2012 Vote: Barack Obama	53%	(452)	31%	(261)	3%	(22)	13%	(113)	849
2012 Vote: Mitt Romney	51%	(253)	33%	(164)	4%	(21)	12%	(59)	496
2012 Vote: Other	51%	(37)	27%	(19)	1%	(1)	21%	(15)	72
2012 Vote: Didn't Vote	36%	(281)	40%	(314)	3%	(23)	21%	(165)	782

Continued on next page



**Table FWP4\_4:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	47%	(1023)	34%	(759)	3%	(66)	16%	(352)	2200
4-Region: Northeast	46%	(183)	32%	(125)	4%	(16)	18%	(71)	394
4-Region: Midwest	53%	(244)	31%	(145)	2%	(9)	14%	(64)	462
4-Region: South	43%	(358)	36%	(295)	4%	(29)	17%	(142)	824
4-Region: West	46%	(239)	37%	(194)	2%	(12)	14%	(75)	520

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

**Table FWP4\_5:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	34%	(750)	47%	(1035)	3%	(72)	16%	(343)	2200
Gender: Male	37%	(391)	43%	(457)	4%	(38)	17%	(176)	1062
Gender: Female	32%	(359)	51%	(578)	3%	(34)	15%	(167)	1138
Age: 18-34	24%	(156)	54%	(356)	5%	(33)	17%	(110)	655
Age: 35-44	34%	(123)	45%	(160)	4%	(16)	16%	(59)	358
Age: 45-64	36%	(271)	47%	(351)	2%	(14)	15%	(115)	751
Age: 65+	46%	(200)	38%	(168)	2%	(9)	14%	(59)	436
GenZers: 1997-2012	20%	(50)	64%	(159)	3%	(7)	13%	(34)	250
Millennials: 1981-1996	28%	(160)	50%	(286)	5%	(28)	17%	(99)	573
GenXers: 1965-1980	37%	(202)	44%	(242)	3%	(18)	16%	(91)	553
Baby Boomers: 1946-1964	40%	(289)	44%	(316)	2%	(15)	15%	(106)	727
PID: Dem (no lean)	34%	(286)	48%	(410)	3%	(27)	15%	(125)	849
PID: Ind (no lean)	32%	(208)	44%	(281)	3%	(22)	20%	(131)	641
PID: Rep (no lean)	36%	(256)	48%	(344)	3%	(23)	12%	(87)	710
PID/Gender: Dem Men	37%	(148)	42%	(168)	3%	(13)	17%	(67)	396
PID/Gender: Dem Women	31%	(138)	54%	(242)	3%	(14)	13%	(58)	452
PID/Gender: Ind Men	34%	(106)	41%	(128)	3%	(11)	21%	(64)	309
PID/Gender: Ind Women	31%	(102)	46%	(153)	3%	(11)	20%	(67)	332
PID/Gender: Rep Men	38%	(136)	45%	(161)	4%	(14)	13%	(45)	357
PID/Gender: Rep Women	34%	(120)	52%	(182)	3%	(9)	12%	(42)	354
Ideo: Liberal (1-3)	31%	(191)	51%	(320)	5%	(29)	14%	(85)	625
Ideo: Moderate (4)	39%	(245)	45%	(284)	3%	(17)	14%	(86)	633
Ideo: Conservative (5-7)	36%	(260)	49%	(352)	3%	(22)	12%	(89)	724
Educ: < College	33%	(498)	48%	(725)	2%	(33)	17%	(256)	1512
Educ: Bachelors degree	37%	(164)	46%	(206)	5%	(21)	12%	(53)	444
Educ: Post-grad	36%	(88)	43%	(104)	8%	(19)	14%	(33)	244
Income: Under 50k	32%	(401)	47%	(583)	3%	(35)	18%	(224)	1243
Income: 50k-100k	37%	(246)	47%	(311)	3%	(19)	14%	(90)	666
Income: 100k+	36%	(104)	48%	(140)	6%	(19)	10%	(29)	291
Ethnicity: White	35%	(599)	48%	(828)	3%	(53)	14%	(242)	1722
Ethnicity: Hispanic	29%	(101)	52%	(181)	4%	(14)	15%	(53)	349

Continued on next page

**Table FWP4\_5:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	34%	(750)	47%	(1035)	3%	(72)	16%	(343)	2200
Ethnicity: Black	34%	(93)	35%	(96)	5%	(13)	27%	(73)	274
Ethnicity: Other	29%	(58)	55%	(111)	3%	(6)	14%	(28)	204
All Christian	37%	(399)	48%	(509)	3%	(32)	12%	(129)	1070
All Non-Christian	29%	(33)	48%	(54)	13%	(15)	10%	(11)	113
Atheist	33%	(35)	53%	(57)	2%	(2)	12%	(13)	106
Agnostic/Nothing in particular	28%	(155)	45%	(250)	2%	(14)	25%	(136)	554
Something Else	36%	(129)	46%	(164)	3%	(10)	15%	(54)	357
Religious Non-Protestant/Catholic	30%	(43)	51%	(73)	11%	(15)	8%	(12)	144
Evangelical	39%	(221)	46%	(263)	3%	(19)	12%	(69)	572
Non-Evangelical	36%	(293)	48%	(386)	3%	(22)	13%	(108)	809
Community: Urban	33%	(202)	42%	(252)	4%	(27)	21%	(127)	608
Community: Suburban	35%	(370)	49%	(517)	3%	(34)	12%	(127)	1048
Community: Rural	33%	(179)	49%	(265)	2%	(12)	16%	(89)	545
Employ: Private Sector	38%	(240)	47%	(296)	4%	(28)	11%	(72)	635
Employ: Government	34%	(46)	52%	(71)	3%	(4)	11%	(15)	136
Employ: Self-Employed	29%	(53)	52%	(96)	5%	(10)	14%	(25)	184
Employ: Homemaker	26%	(33)	55%	(68)	3%	(3)	17%	(21)	124
Employ: Retired	40%	(216)	42%	(226)	3%	(14)	15%	(79)	535
Employ: Unemployed	31%	(101)	43%	(141)	2%	(5)	25%	(81)	329
Employ: Other	26%	(31)	46%	(55)	4%	(4)	25%	(30)	120
Military HH: Yes	38%	(124)	46%	(150)	5%	(15)	12%	(39)	328
Military HH: No	33%	(626)	47%	(884)	3%	(57)	16%	(304)	1872
RD/WT: Right Direction	33%	(220)	47%	(313)	4%	(26)	16%	(105)	665
RD/WT: Wrong Track	35%	(530)	47%	(721)	3%	(47)	15%	(237)	1535
Trump Job Approve	34%	(303)	48%	(421)	4%	(33)	14%	(124)	881
Trump Job Disapprove	35%	(429)	48%	(585)	3%	(38)	14%	(173)	1225
Trump Job Strongly Approve	33%	(169)	49%	(251)	4%	(18)	14%	(70)	508
Trump Job Somewhat Approve	36%	(134)	46%	(170)	4%	(15)	14%	(54)	373
Trump Job Somewhat Disapprove	32%	(79)	51%	(124)	4%	(9)	13%	(32)	244
Trump Job Strongly Disapprove	36%	(350)	47%	(461)	3%	(28)	14%	(141)	981

Continued on next page

**Table FWP4\_5:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	34%	(750)	47%	(1035)	3%	(72)	16%	(343)	2200
Favorable of Trump	36%	(313)	47%	(413)	4%	(33)	13%	(116)	875
Unfavorable of Trump	34%	(408)	49%	(599)	3%	(36)	14%	(172)	1216
Very Favorable of Trump	33%	(182)	49%	(265)	4%	(20)	14%	(78)	544
Somewhat Favorable of Trump	40%	(131)	45%	(147)	4%	(13)	12%	(39)	330
Somewhat Unfavorable of Trump	30%	(60)	56%	(111)	2%	(3)	12%	(23)	196
Very Unfavorable of Trump	34%	(349)	48%	(489)	3%	(33)	15%	(149)	1020
#1 Issue: Economy	35%	(278)	49%	(387)	4%	(28)	12%	(98)	790
#1 Issue: Security	33%	(86)	49%	(125)	4%	(11)	14%	(35)	257
#1 Issue: Health Care	35%	(136)	48%	(186)	4%	(14)	14%	(55)	391
#1 Issue: Medicare / Social Security	38%	(113)	39%	(118)	3%	(10)	20%	(60)	301
#1 Issue: Women's Issues	22%	(27)	59%	(71)	1%	(1)	18%	(21)	119
#1 Issue: Education	38%	(47)	42%	(51)	1%	(2)	19%	(23)	123
#1 Issue: Energy	28%	(20)	54%	(38)	8%	(6)	11%	(8)	71
#1 Issue: Other	30%	(44)	40%	(59)	1%	(1)	29%	(43)	147
2018 House Vote: Democrat	37%	(295)	46%	(371)	3%	(27)	14%	(113)	805
2018 House Vote: Republican	38%	(243)	47%	(301)	4%	(25)	10%	(64)	634
2018 House Vote: Someone else	36%	(19)	36%	(19)	3%	(1)	25%	(13)	53
2016 Vote: Hillary Clinton	37%	(267)	45%	(322)	4%	(26)	15%	(108)	723
2016 Vote: Donald Trump	38%	(255)	47%	(319)	4%	(25)	11%	(76)	676
2016 Vote: Other	35%	(43)	48%	(58)	1%	(2)	15%	(18)	120
2016 Vote: Didn't Vote	27%	(185)	49%	(329)	3%	(20)	21%	(141)	674
Voted in 2014: Yes	39%	(500)	45%	(580)	3%	(41)	13%	(164)	1284
Voted in 2014: No	27%	(251)	50%	(454)	3%	(32)	20%	(179)	916
2012 Vote: Barack Obama	38%	(325)	46%	(387)	3%	(24)	13%	(113)	849
2012 Vote: Mitt Romney	38%	(188)	46%	(227)	4%	(21)	12%	(60)	496
2012 Vote: Other	40%	(29)	36%	(26)	4%	(3)	21%	(15)	72
2012 Vote: Didn't Vote	27%	(209)	50%	(394)	3%	(24)	20%	(154)	782

Continued on next page

**Table FWP4\_5:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	34%	(750)	47%	(1035)	3%	(72)	16%	(343)	2200
4-Region: Northeast	34%	(134)	45%	(179)	3%	(13)	17%	(68)	394
4-Region: Midwest	38%	(174)	46%	(212)	3%	(15)	13%	(62)	462
4-Region: South	33%	(276)	45%	(370)	4%	(31)	18%	(147)	824
4-Region: West	32%	(167)	53%	(274)	3%	(14)	13%	(66)	520

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

**Table FWP4\_6:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	22%	(474)	59%	(1299)	3%	(76)	16%	(351)	2200
Gender: Male	24%	(259)	55%	(582)	4%	(37)	17%	(183)	1062
Gender: Female	19%	(215)	63%	(717)	3%	(39)	15%	(168)	1138
Age: 18-34	14%	(94)	63%	(410)	5%	(35)	18%	(117)	655
Age: 35-44	20%	(71)	59%	(210)	5%	(17)	17%	(59)	358
Age: 45-64	23%	(174)	59%	(442)	2%	(19)	16%	(117)	751
Age: 65+	31%	(135)	54%	(237)	1%	(6)	13%	(58)	436
GenZers: 1997-2012	13%	(32)	68%	(171)	6%	(15)	13%	(33)	250
Millennials: 1981-1996	16%	(94)	61%	(348)	4%	(25)	18%	(106)	573
GenXers: 1965-1980	21%	(118)	59%	(324)	3%	(18)	17%	(93)	553
Baby Boomers: 1946-1964	27%	(193)	56%	(411)	2%	(17)	15%	(106)	727
PID: Dem (no lean)	20%	(173)	62%	(526)	2%	(21)	15%	(129)	849
PID: Ind (no lean)	20%	(126)	55%	(350)	4%	(26)	22%	(139)	641
PID: Rep (no lean)	25%	(175)	59%	(422)	4%	(29)	12%	(83)	710
PID/Gender: Dem Men	23%	(90)	57%	(228)	2%	(10)	17%	(69)	396
PID/Gender: Dem Women	18%	(83)	66%	(299)	2%	(11)	13%	(60)	452
PID/Gender: Ind Men	23%	(70)	52%	(160)	3%	(8)	23%	(70)	309
PID/Gender: Ind Women	17%	(56)	57%	(190)	6%	(18)	21%	(69)	332
PID/Gender: Rep Men	28%	(99)	54%	(194)	5%	(20)	12%	(44)	357
PID/Gender: Rep Women	21%	(76)	65%	(229)	3%	(10)	11%	(39)	354
Ideo: Liberal (1-3)	18%	(115)	63%	(395)	4%	(22)	15%	(92)	625
Ideo: Moderate (4)	23%	(148)	60%	(377)	3%	(18)	14%	(90)	633
Ideo: Conservative (5-7)	25%	(184)	59%	(427)	4%	(28)	12%	(85)	724
Educ: < College	20%	(305)	60%	(902)	3%	(41)	17%	(265)	1512
Educ: Bachelors degree	24%	(108)	60%	(265)	3%	(15)	12%	(55)	444
Educ: Post-grad	25%	(61)	54%	(132)	8%	(20)	13%	(31)	244
Income: Under 50k	20%	(244)	59%	(728)	3%	(40)	19%	(231)	1243
Income: 50k-100k	25%	(165)	59%	(391)	3%	(17)	14%	(93)	666
Income: 100k+	22%	(65)	62%	(180)	7%	(19)	9%	(27)	291
Ethnicity: White	22%	(378)	60%	(1038)	3%	(58)	14%	(248)	1722
Ethnicity: Hispanic	16%	(56)	63%	(220)	4%	(12)	17%	(61)	349

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**Table FWP4\_6:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	22%	(474)	59%	(1299)	3%	(76)	16%	(351)	2200
Ethnicity: Black	20%	(54)	50%	(136)	4%	(11)	27%	(74)	274
Ethnicity: Other	21%	(43)	61%	(124)	4%	(8)	14%	(29)	204
All Christian	23%	(250)	62%	(662)	3%	(29)	12%	(128)	1070
All Non-Christian	26%	(29)	54%	(61)	9%	(10)	11%	(12)	113
Atheist	23%	(24)	65%	(69)	—	(0)	11%	(12)	106
Agnostic/Nothing in particular	17%	(96)	53%	(294)	4%	(22)	26%	(141)	554
Something Else	21%	(75)	59%	(212)	4%	(14)	16%	(57)	357
Religious Non-Protestant/Catholic	23%	(34)	59%	(86)	8%	(11)	9%	(14)	144
Evangelical	22%	(128)	62%	(356)	4%	(20)	12%	(68)	572
Non-Evangelical	23%	(189)	60%	(488)	3%	(22)	14%	(111)	809
Community: Urban	19%	(114)	55%	(333)	5%	(29)	22%	(131)	608
Community: Suburban	23%	(239)	62%	(652)	3%	(32)	12%	(125)	1048
Community: Rural	22%	(121)	58%	(314)	3%	(15)	17%	(95)	545
Employ: Private Sector	24%	(149)	60%	(384)	4%	(28)	12%	(74)	635
Employ: Government	22%	(29)	64%	(87)	3%	(4)	11%	(15)	136
Employ: Self-Employed	16%	(30)	62%	(114)	6%	(12)	15%	(27)	184
Employ: Homemaker	16%	(20)	63%	(78)	4%	(5)	17%	(21)	124
Employ: Retired	26%	(141)	57%	(304)	2%	(10)	15%	(81)	535
Employ: Unemployed	19%	(64)	52%	(172)	2%	(8)	26%	(85)	329
Employ: Other	18%	(22)	55%	(66)	2%	(2)	25%	(29)	120
Military HH: Yes	23%	(75)	60%	(198)	5%	(15)	12%	(40)	328
Military HH: No	21%	(399)	59%	(1100)	3%	(61)	17%	(311)	1872
RD/WT: Right Direction	23%	(155)	55%	(367)	5%	(32)	17%	(111)	665
RD/WT: Wrong Track	21%	(319)	61%	(932)	3%	(44)	16%	(240)	1535
Trump Job Approve	24%	(211)	57%	(502)	4%	(36)	15%	(132)	881
Trump Job Disapprove	20%	(251)	62%	(763)	3%	(38)	14%	(173)	1225
Trump Job Strongly Approve	23%	(117)	59%	(299)	5%	(25)	13%	(67)	508
Trump Job Somewhat Approve	25%	(94)	54%	(203)	3%	(11)	17%	(65)	373
Trump Job Somewhat Disapprove	16%	(40)	66%	(160)	4%	(10)	14%	(34)	244
Trump Job Strongly Disapprove	22%	(211)	61%	(603)	3%	(28)	14%	(139)	981

Continued on next page

**Table FWP4\_6:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	22%	(474)	59%	(1299)	3%	(76)	16%	(351)	2200
Favorable of Trump	24%	(209)	58%	(506)	4%	(38)	14%	(122)	875
Unfavorable of Trump	21%	(251)	62%	(755)	3%	(36)	14%	(173)	1216
Very Favorable of Trump	23%	(125)	58%	(318)	5%	(26)	14%	(76)	544
Somewhat Favorable of Trump	26%	(84)	57%	(188)	4%	(12)	14%	(46)	330
Somewhat Unfavorable of Trump	21%	(41)	64%	(126)	3%	(6)	12%	(23)	196
Very Unfavorable of Trump	21%	(210)	62%	(629)	3%	(30)	15%	(150)	1020
#1 Issue: Economy	20%	(162)	64%	(504)	3%	(26)	12%	(99)	790
#1 Issue: Security	22%	(57)	56%	(143)	5%	(13)	17%	(44)	257
#1 Issue: Health Care	22%	(87)	59%	(232)	5%	(20)	14%	(53)	391
#1 Issue: Medicare / Social Security	23%	(71)	54%	(163)	2%	(7)	20%	(61)	301
#1 Issue: Women's Issues	16%	(19)	63%	(75)	1%	(2)	19%	(23)	119
#1 Issue: Education	24%	(30)	56%	(69)	1%	(1)	18%	(23)	123
#1 Issue: Energy	26%	(18)	59%	(42)	6%	(4)	10%	(7)	71
#1 Issue: Other	21%	(30)	48%	(71)	3%	(4)	28%	(41)	147
2018 House Vote: Democrat	22%	(178)	61%	(487)	3%	(27)	14%	(112)	805
2018 House Vote: Republican	28%	(178)	58%	(367)	4%	(26)	10%	(63)	634
2018 House Vote: Someone else	23%	(12)	51%	(27)	4%	(2)	22%	(12)	53
2016 Vote: Hillary Clinton	23%	(163)	59%	(426)	3%	(22)	15%	(111)	723
2016 Vote: Donald Trump	26%	(174)	60%	(405)	4%	(24)	11%	(73)	676
2016 Vote: Other	24%	(29)	58%	(70)	1%	(1)	17%	(20)	120
2016 Vote: Didn't Vote	16%	(107)	58%	(391)	4%	(28)	22%	(148)	674
Voted in 2014: Yes	25%	(319)	59%	(761)	3%	(42)	13%	(163)	1284
Voted in 2014: No	17%	(155)	59%	(538)	4%	(35)	21%	(188)	916
2012 Vote: Barack Obama	24%	(204)	60%	(505)	3%	(26)	13%	(113)	849
2012 Vote: Mitt Romney	26%	(127)	58%	(289)	4%	(22)	12%	(57)	496
2012 Vote: Other	30%	(22)	47%	(34)	1%	(1)	22%	(16)	72
2012 Vote: Didn't Vote	16%	(122)	60%	(469)	3%	(26)	21%	(165)	782

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**Table FWP4\_6:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late September

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	22%	(474)	59%	(1299)	3%	(76)	16%	(351)	2200
4-Region: Northeast	21%	(83)	57%	(224)	3%	(13)	19%	(74)	394
4-Region: Midwest	25%	(117)	58%	(270)	2%	(8)	15%	(67)	462
4-Region: South	21%	(174)	57%	(471)	4%	(35)	17%	(144)	824
4-Region: West	19%	(100)	64%	(333)	4%	(21)	13%	(66)	520

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

**Table FWP4\_7: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	10%	(228)	70%	(1542)	5%	(102)	15%	(329)	2200
Gender: Male	13%	(138)	67%	(709)	4%	(43)	16%	(172)	1062
Gender: Female	8%	(90)	73%	(832)	5%	(59)	14%	(157)	1138
Age: 18-34	7%	(46)	70%	(460)	6%	(39)	17%	(110)	655
Age: 35-44	11%	(40)	69%	(246)	6%	(21)	14%	(51)	358
Age: 45-64	10%	(77)	71%	(536)	4%	(27)	15%	(111)	751
Age: 65+	15%	(65)	69%	(299)	3%	(15)	13%	(57)	436
GenZers: 1997-2012	6%	(16)	78%	(195)	5%	(12)	11%	(27)	250
Millennials: 1981-1996	9%	(50)	67%	(386)	6%	(34)	18%	(103)	573
GenXers: 1965-1980	10%	(54)	71%	(392)	5%	(25)	15%	(82)	553
Baby Boomers: 1946-1964	13%	(94)	69%	(504)	4%	(26)	14%	(104)	727
PID: Dem (no lean)	10%	(82)	71%	(602)	4%	(38)	15%	(126)	849
PID: Ind (no lean)	11%	(68)	65%	(417)	5%	(33)	19%	(123)	641
PID: Rep (no lean)	11%	(78)	74%	(522)	4%	(31)	11%	(79)	710
PID/Gender: Dem Men	11%	(45)	67%	(268)	3%	(14)	18%	(70)	396
PID/Gender: Dem Women	8%	(37)	74%	(335)	5%	(25)	12%	(56)	452
PID/Gender: Ind Men	13%	(42)	63%	(193)	4%	(14)	20%	(60)	309
PID/Gender: Ind Women	8%	(27)	67%	(224)	6%	(19)	19%	(63)	332
PID/Gender: Rep Men	14%	(51)	70%	(249)	4%	(16)	11%	(41)	357
PID/Gender: Rep Women	7%	(26)	77%	(273)	4%	(15)	11%	(39)	354
Ideo: Liberal (1-3)	12%	(73)	69%	(430)	6%	(39)	13%	(83)	625
Ideo: Moderate (4)	9%	(55)	75%	(472)	4%	(24)	13%	(81)	633
Ideo: Conservative (5-7)	12%	(90)	72%	(519)	4%	(32)	11%	(83)	724
Educ: < College	10%	(144)	69%	(1051)	5%	(72)	16%	(246)	1512
Educ: Bachelors degree	13%	(59)	71%	(316)	4%	(16)	12%	(53)	444
Educ: Post-grad	10%	(25)	72%	(175)	6%	(14)	12%	(30)	244
Income: Under 50k	9%	(109)	70%	(865)	5%	(63)	17%	(206)	1243
Income: 50k-100k	12%	(81)	70%	(464)	4%	(24)	15%	(97)	666
Income: 100k+	13%	(38)	73%	(213)	5%	(15)	9%	(26)	291
Ethnicity: White	10%	(175)	71%	(1224)	5%	(83)	14%	(240)	1722
Ethnicity: Hispanic	7%	(26)	72%	(252)	3%	(10)	17%	(61)	349

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**Table FWP4\_7: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	10%	(228)	70%	(1542)	5%	(102)	15%	(329)	2200
Ethnicity: Black	12%	(34)	61%	(167)	5%	(13)	22%	(60)	274
Ethnicity: Other	9%	(18)	74%	(151)	3%	(6)	14%	(29)	204
All Christian	11%	(123)	73%	(784)	4%	(42)	11%	(120)	1070
All Non-Christian	13%	(15)	63%	(71)	11%	(12)	13%	(15)	113
Atheist	10%	(11)	77%	(82)	—	(0)	12%	(13)	106
Agnostic/Nothing in particular	8%	(43)	64%	(355)	5%	(27)	23%	(129)	554
Something Else	10%	(37)	70%	(249)	6%	(21)	14%	(52)	357
Religious Non-Protestant/Catholic	13%	(19)	67%	(97)	9%	(13)	11%	(16)	144
Evangelical	13%	(76)	71%	(403)	5%	(28)	11%	(64)	572
Non-Evangelical	10%	(78)	74%	(597)	4%	(33)	12%	(101)	809
Community: Urban	11%	(65)	64%	(391)	6%	(36)	19%	(116)	608
Community: Suburban	11%	(113)	73%	(767)	4%	(44)	12%	(124)	1048
Community: Rural	9%	(50)	71%	(384)	4%	(22)	16%	(89)	545
Employ: Private Sector	12%	(78)	72%	(456)	5%	(35)	11%	(67)	635
Employ: Government	14%	(18)	70%	(95)	5%	(7)	11%	(15)	136
Employ: Self-Employed	10%	(18)	68%	(124)	5%	(10)	17%	(32)	184
Employ: Homemaker	5%	(7)	72%	(89)	6%	(8)	17%	(21)	124
Employ: Retired	12%	(66)	70%	(373)	3%	(18)	15%	(78)	535
Employ: Unemployed	8%	(26)	64%	(211)	5%	(18)	23%	(74)	329
Employ: Other	7%	(8)	68%	(81)	3%	(4)	22%	(26)	120
Military HH: Yes	11%	(36)	72%	(238)	5%	(17)	12%	(38)	328
Military HH: No	10%	(192)	70%	(1304)	5%	(85)	16%	(290)	1872
RD/WT: Right Direction	12%	(77)	68%	(450)	5%	(32)	16%	(107)	665
RD/WT: Wrong Track	10%	(151)	71%	(1092)	5%	(70)	14%	(222)	1535
Trump Job Approve	11%	(100)	70%	(615)	5%	(45)	14%	(122)	881
Trump Job Disapprove	10%	(122)	72%	(886)	5%	(55)	13%	(162)	1225
Trump Job Strongly Approve	10%	(53)	72%	(365)	5%	(24)	13%	(66)	508
Trump Job Somewhat Approve	13%	(47)	67%	(250)	6%	(21)	15%	(56)	373
Trump Job Somewhat Disapprove	7%	(17)	77%	(187)	3%	(7)	13%	(33)	244
Trump Job Strongly Disapprove	11%	(105)	71%	(699)	5%	(48)	13%	(129)	981

Continued on next page

**Table FWP4\_7: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	10%	(228)	70%	(1542)	5%	(102)	15%	(329)	2200
Favorable of Trump	11%	(98)	71%	(620)	5%	(40)	13%	(117)	875
Unfavorable of Trump	10%	(121)	72%	(881)	5%	(59)	13%	(155)	1216
Very Favorable of Trump	11%	(58)	71%	(386)	5%	(27)	14%	(74)	544
Somewhat Favorable of Trump	12%	(40)	71%	(234)	4%	(13)	13%	(43)	330
Somewhat Unfavorable of Trump	9%	(18)	75%	(147)	6%	(11)	10%	(20)	196
Very Unfavorable of Trump	10%	(103)	72%	(734)	5%	(47)	13%	(136)	1020
#1 Issue: Economy	9%	(73)	74%	(581)	6%	(44)	12%	(92)	790
#1 Issue: Security	10%	(25)	71%	(183)	4%	(11)	15%	(38)	257
#1 Issue: Health Care	11%	(43)	71%	(277)	6%	(22)	13%	(49)	391
#1 Issue: Medicare / Social Security	12%	(36)	64%	(194)	5%	(15)	19%	(57)	301
#1 Issue: Women's Issues	9%	(11)	67%	(80)	2%	(2)	22%	(26)	119
#1 Issue: Education	11%	(13)	70%	(86)	2%	(2)	17%	(21)	123
#1 Issue: Energy	16%	(12)	68%	(49)	6%	(4)	10%	(7)	71
#1 Issue: Other	10%	(15)	62%	(92)	1%	(2)	26%	(39)	147
2018 House Vote: Democrat	11%	(88)	72%	(581)	5%	(37)	12%	(99)	805
2018 House Vote: Republican	14%	(91)	70%	(443)	5%	(32)	11%	(68)	634
2018 House Vote: Someone else	12%	(6)	66%	(35)	—	(0)	22%	(12)	53
2016 Vote: Hillary Clinton	11%	(79)	70%	(507)	5%	(34)	14%	(102)	723
2016 Vote: Donald Trump	14%	(92)	71%	(483)	4%	(28)	11%	(73)	676
2016 Vote: Other	7%	(9)	72%	(86)	6%	(7)	15%	(18)	120
2016 Vote: Didn't Vote	7%	(48)	68%	(459)	5%	(32)	20%	(136)	674
Voted in 2014: Yes	12%	(151)	71%	(915)	4%	(57)	13%	(161)	1284
Voted in 2014: No	8%	(76)	68%	(626)	5%	(45)	18%	(168)	916
2012 Vote: Barack Obama	12%	(102)	71%	(604)	4%	(38)	12%	(105)	849
2012 Vote: Mitt Romney	12%	(58)	72%	(355)	5%	(23)	12%	(59)	496
2012 Vote: Other	15%	(11)	60%	(43)	4%	(3)	22%	(16)	72
2012 Vote: Didn't Vote	7%	(57)	69%	(538)	5%	(38)	19%	(149)	782

Continued on next page

**Table FWP4\_7:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	10%	(228)	70%	(1542)	5%	(102)	15%	(329)	2200
4-Region: Northeast	11%	(42)	67%	(263)	6%	(23)	17%	(66)	394
4-Region: Midwest	10%	(47)	71%	(329)	5%	(23)	14%	(62)	462
4-Region: South	10%	(83)	69%	(568)	5%	(39)	16%	(134)	824
4-Region: West	11%	(55)	73%	(382)	3%	(17)	13%	(67)	520

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

**Table FWP4\_8:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(143)	71%	(1563)	8%	(166)	15%	(329)	2200
Gender: Male	8%	(89)	70%	(738)	6%	(66)	16%	(168)	1062
Gender: Female	5%	(54)	72%	(825)	9%	(99)	14%	(160)	1138
Age: 18-34	6%	(37)	69%	(449)	10%	(63)	16%	(106)	655
Age: 35-44	7%	(25)	69%	(246)	9%	(34)	15%	(54)	358
Age: 45-64	6%	(43)	73%	(547)	7%	(49)	15%	(112)	751
Age: 65+	9%	(38)	74%	(322)	5%	(20)	13%	(57)	436
GenZers: 1997-2012	3%	(9)	74%	(185)	11%	(27)	12%	(29)	250
Millennials: 1981-1996	7%	(40)	67%	(385)	9%	(49)	17%	(98)	573
GenXers: 1965-1980	6%	(32)	72%	(399)	7%	(37)	15%	(86)	553
Baby Boomers: 1946-1964	8%	(56)	72%	(522)	6%	(46)	14%	(103)	727
PID: Dem (no lean)	6%	(50)	72%	(610)	8%	(67)	14%	(122)	849
PID: Ind (no lean)	6%	(42)	67%	(429)	7%	(48)	19%	(122)	641
PID: Rep (no lean)	7%	(51)	74%	(524)	7%	(51)	12%	(84)	710
PID/Gender: Dem Men	8%	(31)	70%	(276)	6%	(23)	17%	(66)	396
PID/Gender: Dem Women	4%	(19)	74%	(334)	10%	(44)	12%	(56)	452
PID/Gender: Ind Men	8%	(26)	67%	(205)	6%	(19)	19%	(58)	309
PID/Gender: Ind Women	5%	(16)	67%	(224)	9%	(28)	19%	(64)	332
PID/Gender: Rep Men	9%	(32)	72%	(257)	7%	(24)	12%	(44)	357
PID/Gender: Rep Women	5%	(19)	76%	(267)	8%	(27)	11%	(41)	354
Ideo: Liberal (1-3)	8%	(49)	70%	(438)	8%	(53)	13%	(84)	625
Ideo: Moderate (4)	5%	(32)	75%	(477)	7%	(47)	12%	(78)	633
Ideo: Conservative (5-7)	8%	(56)	73%	(528)	7%	(54)	12%	(85)	724
Educ: < College	6%	(90)	70%	(1062)	8%	(115)	16%	(244)	1512
Educ: Bachelors degree	8%	(36)	74%	(328)	6%	(27)	12%	(53)	444
Educ: Post-grad	7%	(17)	71%	(173)	9%	(23)	13%	(32)	244
Income: Under 50k	7%	(81)	69%	(857)	8%	(100)	17%	(205)	1243
Income: 50k-100k	6%	(41)	73%	(489)	6%	(40)	14%	(96)	666
Income: 100k+	7%	(21)	75%	(217)	9%	(26)	9%	(27)	291
Ethnicity: White	6%	(106)	72%	(1232)	8%	(142)	14%	(241)	1722
Ethnicity: Hispanic	5%	(16)	72%	(253)	7%	(25)	16%	(55)	349

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**Table FWP4\_8:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(143)	71%	(1563)	8%	(166)	15%	(329)	2200
Ethnicity: Black	9%	(25)	65%	(179)	4%	(10)	22%	(60)	274
Ethnicity: Other	6%	(11)	75%	(152)	7%	(13)	13%	(27)	204
All Christian	7%	(77)	74%	(797)	7%	(73)	11%	(122)	1070
All Non-Christian	6%	(7)	74%	(84)	11%	(12)	8%	(9)	113
Atheist	6%	(7)	80%	(85)	1%	(1)	13%	(14)	106
Agnostic/Nothing in particular	6%	(31)	62%	(344)	9%	(48)	24%	(131)	554
Something Else	6%	(21)	71%	(253)	8%	(30)	15%	(53)	357
Religious Non-Protestant/Catholic	9%	(13)	75%	(108)	9%	(13)	7%	(10)	144
Evangelical	7%	(41)	72%	(413)	8%	(47)	12%	(70)	572
Non-Evangelical	6%	(50)	75%	(606)	7%	(55)	12%	(98)	809
Community: Urban	8%	(49)	63%	(385)	9%	(56)	19%	(117)	608
Community: Suburban	6%	(64)	75%	(789)	7%	(73)	12%	(121)	1048
Community: Rural	5%	(29)	71%	(389)	7%	(37)	16%	(90)	545
Employ: Private Sector	8%	(50)	73%	(461)	8%	(53)	11%	(71)	635
Employ: Government	8%	(11)	76%	(103)	6%	(8)	10%	(14)	136
Employ: Self-Employed	7%	(13)	70%	(129)	6%	(11)	17%	(30)	184
Employ: Homemaker	2%	(3)	71%	(88)	11%	(13)	17%	(21)	124
Employ: Retired	7%	(39)	72%	(385)	6%	(33)	15%	(78)	535
Employ: Unemployed	6%	(20)	65%	(215)	7%	(22)	22%	(72)	329
Employ: Other	4%	(5)	64%	(77)	9%	(11)	22%	(27)	120
Military HH: Yes	7%	(23)	78%	(255)	5%	(15)	11%	(35)	328
Military HH: No	6%	(120)	70%	(1308)	8%	(151)	16%	(294)	1872
RD/WT: Right Direction	9%	(57)	68%	(454)	8%	(51)	15%	(103)	665
RD/WT: Wrong Track	6%	(86)	72%	(1109)	7%	(114)	15%	(226)	1535
Trump Job Approve	7%	(62)	71%	(628)	8%	(68)	14%	(124)	881
Trump Job Disapprove	6%	(75)	73%	(899)	8%	(92)	13%	(159)	1225
Trump Job Strongly Approve	8%	(40)	70%	(357)	8%	(42)	14%	(70)	508
Trump Job Somewhat Approve	6%	(22)	73%	(270)	7%	(27)	14%	(54)	373
Trump Job Somewhat Disapprove	5%	(11)	73%	(179)	9%	(21)	13%	(33)	244
Trump Job Strongly Disapprove	6%	(64)	73%	(720)	7%	(71)	13%	(126)	981

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**Table FWP4\_8:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(143)	71%	(1563)	8%	(166)	15%	(329)	2200
Favorable of Trump	7%	(61)	72%	(630)	7%	(65)	14%	(119)	875
Unfavorable of Trump	6%	(75)	73%	(890)	8%	(98)	13%	(153)	1216
Very Favorable of Trump	7%	(40)	71%	(384)	8%	(43)	14%	(78)	544
Somewhat Favorable of Trump	6%	(21)	75%	(246)	7%	(22)	12%	(41)	330
Somewhat Unfavorable of Trump	7%	(14)	75%	(146)	8%	(16)	10%	(20)	196
Very Unfavorable of Trump	6%	(61)	73%	(744)	8%	(81)	13%	(133)	1020
#1 Issue: Economy	5%	(40)	73%	(577)	9%	(74)	12%	(98)	790
#1 Issue: Security	6%	(14)	73%	(187)	7%	(18)	15%	(38)	257
#1 Issue: Health Care	8%	(30)	72%	(282)	8%	(30)	13%	(50)	391
#1 Issue: Medicare / Social Security	9%	(27)	66%	(199)	6%	(19)	19%	(56)	301
#1 Issue: Women's Issues	3%	(4)	74%	(88)	4%	(5)	19%	(22)	119
#1 Issue: Education	8%	(10)	68%	(84)	6%	(7)	17%	(21)	123
#1 Issue: Energy	11%	(8)	71%	(50)	11%	(8)	7%	(5)	71
#1 Issue: Other	6%	(9)	65%	(95)	3%	(4)	26%	(39)	147
2018 House Vote: Democrat	6%	(49)	74%	(596)	7%	(59)	13%	(102)	805
2018 House Vote: Republican	9%	(58)	73%	(461)	8%	(48)	11%	(67)	634
2018 House Vote: Someone else	8%	(4)	68%	(36)	2%	(1)	22%	(12)	53
2016 Vote: Hillary Clinton	6%	(45)	73%	(525)	7%	(53)	14%	(100)	723
2016 Vote: Donald Trump	7%	(50)	74%	(502)	7%	(47)	11%	(77)	676
2016 Vote: Other	5%	(6)	72%	(86)	8%	(10)	15%	(18)	120
2016 Vote: Didn't Vote	6%	(42)	66%	(444)	8%	(55)	20%	(133)	674
Voted in 2014: Yes	7%	(87)	74%	(953)	6%	(83)	13%	(161)	1284
Voted in 2014: No	6%	(56)	67%	(610)	9%	(82)	18%	(168)	916
2012 Vote: Barack Obama	7%	(59)	74%	(629)	7%	(58)	12%	(103)	849
2012 Vote: Mitt Romney	7%	(37)	74%	(366)	6%	(30)	13%	(63)	496
2012 Vote: Other	6%	(4)	66%	(48)	6%	(4)	22%	(16)	72
2012 Vote: Didn't Vote	5%	(42)	66%	(518)	9%	(74)	19%	(147)	782

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**Table FWP4\_8:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	6%	(143)	71%	(1563)	8%	(166)	15%	(329)	2200
4-Region: Northeast	6%	(23)	71%	(281)	7%	(26)	16%	(64)	394
4-Region: Midwest	6%	(28)	73%	(338)	8%	(36)	13%	(61)	462
4-Region: South	7%	(56)	69%	(567)	8%	(65)	17%	(136)	824
4-Region: West	7%	(37)	73%	(378)	7%	(39)	13%	(67)	520

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

**Table FWP4\_9:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(109)	68%	(1488)	12%	(267)	15%	(336)	2200
Gender: Male	6%	(68)	65%	(694)	12%	(125)	16%	(175)	1062
Gender: Female	4%	(41)	70%	(794)	12%	(142)	14%	(161)	1138
Age: 18-34	6%	(38)	63%	(411)	15%	(97)	17%	(110)	655
Age: 35-44	5%	(17)	67%	(241)	12%	(45)	15%	(55)	358
Age: 45-64	4%	(28)	70%	(525)	11%	(86)	15%	(112)	751
Age: 65+	6%	(26)	71%	(311)	9%	(39)	14%	(60)	436
GenZers: 1997-2012	5%	(12)	67%	(168)	17%	(42)	12%	(29)	250
Millennials: 1981-1996	6%	(34)	64%	(364)	13%	(74)	18%	(101)	573
GenXers: 1965-1980	4%	(23)	68%	(377)	12%	(65)	16%	(88)	553
Baby Boomers: 1946-1964	5%	(38)	70%	(507)	10%	(76)	15%	(106)	727
PID: Dem (no lean)	5%	(45)	67%	(571)	13%	(108)	15%	(124)	849
PID: Ind (no lean)	5%	(32)	63%	(404)	12%	(75)	20%	(130)	641
PID: Rep (no lean)	4%	(31)	72%	(513)	12%	(84)	12%	(82)	710
PID/Gender: Dem Men	8%	(32)	64%	(254)	11%	(44)	17%	(67)	396
PID/Gender: Dem Women	3%	(14)	70%	(317)	14%	(64)	13%	(57)	452
PID/Gender: Ind Men	5%	(16)	62%	(193)	11%	(35)	21%	(65)	309
PID/Gender: Ind Women	5%	(17)	64%	(211)	12%	(40)	20%	(65)	332
PID/Gender: Rep Men	6%	(21)	69%	(247)	13%	(46)	12%	(43)	357
PID/Gender: Rep Women	3%	(11)	75%	(266)	11%	(38)	11%	(39)	354
Ideo: Liberal (1-3)	8%	(50)	65%	(407)	13%	(84)	13%	(84)	625
Ideo: Moderate (4)	3%	(17)	72%	(456)	13%	(79)	13%	(80)	633
Ideo: Conservative (5-7)	5%	(37)	71%	(516)	12%	(85)	12%	(85)	724
Educ: < College	5%	(70)	67%	(1006)	12%	(185)	17%	(250)	1512
Educ: Bachelors degree	5%	(23)	71%	(317)	11%	(50)	12%	(54)	444
Educ: Post-grad	6%	(15)	67%	(165)	13%	(32)	13%	(32)	244
Income: Under 50k	5%	(61)	65%	(802)	13%	(167)	17%	(213)	1243
Income: 50k-100k	4%	(29)	72%	(476)	9%	(63)	15%	(97)	666
Income: 100k+	6%	(18)	72%	(209)	13%	(38)	9%	(26)	291
Ethnicity: White	5%	(82)	69%	(1195)	12%	(203)	14%	(242)	1722
Ethnicity: Hispanic	5%	(17)	64%	(225)	15%	(52)	16%	(56)	349

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**Table FWP4\_9:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(109)	68%	(1488)	12%	(267)	15%	(336)	2200
Ethnicity: Black	7%	(18)	58%	(159)	11%	(30)	24%	(67)	274
Ethnicity: Other	4%	(9)	65%	(134)	17%	(34)	13%	(27)	204
All Christian	6%	(59)	72%	(765)	12%	(123)	11%	(122)	1070
All Non-Christian	7%	(7)	61%	(69)	22%	(25)	10%	(11)	113
Atheist	4%	(4)	79%	(84)	4%	(5)	13%	(14)	106
Agnostic/Nothing in particular	5%	(26)	60%	(330)	11%	(62)	25%	(136)	554
Something Else	3%	(12)	67%	(240)	15%	(52)	15%	(53)	357
Religious Non-Protestant/Catholic	8%	(11)	65%	(94)	18%	(27)	9%	(13)	144
Evangelical	5%	(30)	70%	(401)	13%	(73)	12%	(68)	572
Non-Evangelical	5%	(37)	71%	(572)	12%	(100)	12%	(100)	809
Community: Urban	6%	(33)	59%	(361)	15%	(93)	20%	(121)	608
Community: Suburban	5%	(53)	72%	(752)	11%	(120)	12%	(123)	1048
Community: Rural	4%	(23)	69%	(375)	10%	(55)	17%	(92)	545
Employ: Private Sector	6%	(40)	71%	(451)	12%	(75)	11%	(69)	635
Employ: Government	6%	(8)	71%	(97)	12%	(16)	11%	(15)	136
Employ: Self-Employed	4%	(7)	68%	(125)	12%	(23)	16%	(28)	184
Employ: Homemaker	2%	(2)	70%	(86)	12%	(15)	17%	(21)	124
Employ: Retired	5%	(24)	67%	(359)	13%	(71)	15%	(81)	535
Employ: Unemployed	5%	(17)	60%	(198)	11%	(37)	23%	(77)	329
Employ: Other	4%	(4)	63%	(76)	11%	(14)	22%	(26)	120
Military HH: Yes	5%	(17)	72%	(236)	11%	(38)	11%	(37)	328
Military HH: No	5%	(92)	67%	(1251)	12%	(229)	16%	(299)	1872
RD/WT: Right Direction	8%	(53)	63%	(421)	12%	(83)	16%	(107)	665
RD/WT: Wrong Track	4%	(56)	69%	(1066)	12%	(184)	15%	(229)	1535
Trump Job Approve	5%	(48)	68%	(599)	12%	(110)	14%	(125)	881
Trump Job Disapprove	5%	(58)	70%	(859)	12%	(144)	13%	(165)	1225
Trump Job Strongly Approve	6%	(31)	68%	(344)	13%	(64)	13%	(68)	508
Trump Job Somewhat Approve	4%	(16)	68%	(254)	12%	(46)	15%	(56)	373
Trump Job Somewhat Disapprove	4%	(11)	72%	(175)	11%	(26)	13%	(33)	244
Trump Job Strongly Disapprove	5%	(47)	70%	(684)	12%	(118)	13%	(132)	981

Continued on next page

**Table FWP4\_9:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(109)	68%	(1488)	12%	(267)	15%	(336)	2200
Favorable of Trump	5%	(47)	69%	(604)	12%	(103)	14%	(120)	875
Unfavorable of Trump	5%	(57)	69%	(842)	13%	(156)	13%	(160)	1216
Very Favorable of Trump	6%	(33)	67%	(366)	13%	(70)	14%	(76)	544
Somewhat Favorable of Trump	4%	(15)	72%	(238)	10%	(34)	13%	(44)	330
Somewhat Unfavorable of Trump	8%	(16)	69%	(136)	12%	(24)	10%	(20)	196
Very Unfavorable of Trump	4%	(41)	69%	(706)	13%	(132)	14%	(140)	1020
#1 Issue: Economy	3%	(27)	68%	(538)	16%	(130)	12%	(95)	790
#1 Issue: Security	5%	(13)	69%	(178)	11%	(28)	15%	(39)	257
#1 Issue: Health Care	5%	(19)	71%	(279)	11%	(43)	13%	(50)	391
#1 Issue: Medicare / Social Security	7%	(22)	63%	(191)	10%	(31)	19%	(58)	301
#1 Issue: Women's Issues	3%	(4)	72%	(86)	6%	(7)	19%	(22)	119
#1 Issue: Education	10%	(12)	65%	(79)	9%	(11)	17%	(20)	123
#1 Issue: Energy	6%	(4)	74%	(53)	10%	(7)	11%	(8)	71
#1 Issue: Other	6%	(8)	58%	(85)	6%	(9)	30%	(44)	147
2018 House Vote: Democrat	5%	(39)	70%	(565)	12%	(96)	13%	(105)	805
2018 House Vote: Republican	6%	(40)	72%	(456)	12%	(73)	10%	(65)	634
2018 House Vote: Someone else	2%	(1)	65%	(34)	7%	(4)	26%	(14)	53
2016 Vote: Hillary Clinton	5%	(39)	68%	(494)	12%	(87)	14%	(103)	723
2016 Vote: Donald Trump	5%	(33)	71%	(482)	13%	(85)	11%	(76)	676
2016 Vote: Other	4%	(4)	71%	(85)	10%	(12)	15%	(18)	120
2016 Vote: Didn't Vote	4%	(28)	63%	(424)	12%	(83)	21%	(140)	674
Voted in 2014: Yes	5%	(67)	70%	(904)	12%	(151)	13%	(161)	1284
Voted in 2014: No	5%	(42)	64%	(583)	13%	(116)	19%	(175)	916
2012 Vote: Barack Obama	6%	(48)	70%	(591)	12%	(102)	13%	(107)	849
2012 Vote: Mitt Romney	5%	(25)	72%	(356)	11%	(55)	12%	(60)	496
2012 Vote: Other	4%	(3)	60%	(43)	14%	(10)	22%	(16)	72
2012 Vote: Didn't Vote	4%	(33)	63%	(495)	13%	(99)	20%	(154)	782

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**Table FWP4\_9:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late October

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	5%	(109)	68%	(1488)	12%	(267)	15%	(336)	2200
4-Region: Northeast	6%	(24)	66%	(260)	11%	(43)	17%	(67)	394
4-Region: Midwest	5%	(23)	69%	(317)	13%	(59)	14%	(63)	462
4-Region: South	5%	(38)	68%	(562)	11%	(87)	17%	(138)	824
4-Region: West	5%	(24)	67%	(349)	15%	(79)	13%	(69)	520

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

**Table FWP4\_10:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(80)	60%	(1321)	20%	(449)	16%	(350)	2200
Gender: Male	5%	(53)	56%	(594)	22%	(233)	17%	(182)	1062
Gender: Female	2%	(27)	64%	(727)	19%	(217)	15%	(167)	1138
Age: 18-34	4%	(25)	55%	(359)	23%	(149)	19%	(121)	655
Age: 35-44	4%	(13)	58%	(206)	24%	(85)	15%	(54)	358
Age: 45-64	3%	(23)	64%	(478)	18%	(133)	16%	(117)	751
Age: 65+	4%	(19)	64%	(278)	19%	(82)	13%	(57)	436
GenZers: 1997-2012	5%	(12)	55%	(139)	26%	(65)	14%	(35)	250
Millennials: 1981-1996	3%	(20)	57%	(326)	21%	(119)	19%	(109)	573
GenXers: 1965-1980	3%	(17)	61%	(339)	20%	(113)	15%	(85)	553
Baby Boomers: 1946-1964	4%	(30)	63%	(458)	18%	(129)	15%	(110)	727
PID: Dem (no lean)	3%	(28)	60%	(507)	22%	(184)	15%	(129)	849
PID: Ind (no lean)	3%	(19)	56%	(359)	20%	(128)	21%	(135)	641
PID: Rep (no lean)	5%	(33)	64%	(455)	19%	(137)	12%	(85)	710
PID/Gender: Dem Men	5%	(19)	53%	(212)	24%	(95)	18%	(70)	396
PID/Gender: Dem Women	2%	(9)	65%	(295)	20%	(89)	13%	(59)	452
PID/Gender: Ind Men	3%	(8)	55%	(171)	20%	(62)	22%	(67)	309
PID/Gender: Ind Women	3%	(11)	56%	(187)	20%	(66)	20%	(68)	332
PID/Gender: Rep Men	7%	(25)	59%	(211)	21%	(76)	13%	(45)	357
PID/Gender: Rep Women	2%	(8)	69%	(244)	17%	(61)	11%	(40)	354
Ideo: Liberal (1-3)	4%	(25)	61%	(380)	21%	(130)	14%	(90)	625
Ideo: Moderate (4)	3%	(21)	61%	(388)	22%	(138)	14%	(86)	633
Ideo: Conservative (5-7)	4%	(31)	64%	(460)	20%	(145)	12%	(87)	724
Educ: < College	3%	(47)	58%	(882)	21%	(318)	18%	(265)	1512
Educ: Bachelors degree	4%	(17)	65%	(288)	19%	(86)	12%	(52)	444
Educ: Post-grad	7%	(16)	62%	(151)	19%	(45)	13%	(32)	244
Income: Under 50k	3%	(36)	57%	(704)	23%	(280)	18%	(223)	1243
Income: 50k-100k	4%	(28)	64%	(427)	17%	(110)	15%	(100)	666
Income: 100k+	5%	(15)	65%	(190)	20%	(59)	9%	(27)	291
Ethnicity: White	4%	(61)	62%	(1068)	20%	(343)	15%	(250)	1722
Ethnicity: Hispanic	4%	(14)	57%	(200)	21%	(73)	18%	(63)	349

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**Table FWP4\_10: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(80)	60%	(1321)	20%	(449)	16%	(350)	2200
Ethnicity: Black	3%	(8)	48%	(132)	23%	(63)	26%	(71)	274
Ethnicity: Other	5%	(11)	60%	(121)	21%	(43)	14%	(29)	204
All Christian	5%	(52)	64%	(682)	20%	(212)	12%	(124)	1070
All Non-Christian	4%	(4)	52%	(59)	31%	(34)	13%	(15)	113
Atheist	2%	(2)	67%	(72)	18%	(19)	13%	(14)	106
Agnostic/Nothing in particular	2%	(12)	54%	(300)	18%	(101)	26%	(142)	554
Something Else	3%	(9)	59%	(209)	23%	(83)	16%	(55)	357
Religious Non-Protestant/Catholic	8%	(12)	55%	(80)	25%	(36)	11%	(16)	144
Evangelical	4%	(25)	62%	(355)	21%	(122)	12%	(70)	572
Non-Evangelical	4%	(29)	63%	(507)	21%	(169)	13%	(103)	809
Community: Urban	6%	(34)	48%	(291)	26%	(160)	20%	(123)	608
Community: Suburban	3%	(33)	65%	(686)	19%	(197)	13%	(133)	1048
Community: Rural	3%	(14)	63%	(344)	17%	(93)	17%	(94)	545
Employ: Private Sector	5%	(30)	62%	(395)	22%	(139)	11%	(72)	635
Employ: Government	8%	(11)	61%	(82)	20%	(27)	11%	(16)	136
Employ: Self-Employed	2%	(5)	64%	(117)	15%	(28)	19%	(35)	184
Employ: Homemaker	2%	(2)	62%	(78)	19%	(24)	17%	(21)	124
Employ: Retired	3%	(18)	60%	(319)	22%	(119)	15%	(78)	535
Employ: Unemployed	3%	(9)	55%	(181)	17%	(56)	25%	(83)	329
Employ: Other	2%	(3)	60%	(72)	16%	(19)	22%	(26)	120
Military HH: Yes	3%	(9)	67%	(221)	17%	(55)	13%	(43)	328
Military HH: No	4%	(72)	59%	(1100)	21%	(394)	16%	(307)	1872
RD/WT: Right Direction	5%	(31)	57%	(380)	21%	(140)	17%	(114)	665
RD/WT: Wrong Track	3%	(50)	61%	(941)	20%	(309)	15%	(236)	1535
Trump Job Approve	3%	(31)	63%	(553)	19%	(170)	14%	(127)	881
Trump Job Disapprove	4%	(46)	60%	(738)	22%	(264)	14%	(176)	1225
Trump Job Strongly Approve	4%	(21)	62%	(314)	20%	(104)	14%	(69)	508
Trump Job Somewhat Approve	3%	(10)	64%	(239)	18%	(66)	16%	(58)	373
Trump Job Somewhat Disapprove	3%	(7)	59%	(144)	24%	(57)	15%	(36)	244
Trump Job Strongly Disapprove	4%	(40)	61%	(594)	21%	(207)	14%	(140)	981

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**Table FWP4\_10:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(80)	60%	(1321)	20%	(449)	16%	(350)	2200
Favorable of Trump	4%	(33)	63%	(552)	19%	(170)	14%	(120)	875
Unfavorable of Trump	3%	(42)	61%	(737)	22%	(266)	14%	(171)	1216
Very Favorable of Trump	4%	(23)	61%	(333)	20%	(111)	14%	(76)	544
Somewhat Favorable of Trump	3%	(10)	66%	(219)	18%	(58)	13%	(44)	330
Somewhat Unfavorable of Trump	3%	(6)	62%	(122)	21%	(42)	13%	(26)	196
Very Unfavorable of Trump	4%	(36)	60%	(615)	22%	(224)	14%	(145)	1020
#1 Issue: Economy	2%	(19)	62%	(493)	23%	(183)	12%	(96)	790
#1 Issue: Security	5%	(13)	60%	(155)	19%	(48)	16%	(42)	257
#1 Issue: Health Care	5%	(20)	59%	(231)	22%	(85)	14%	(55)	391
#1 Issue: Medicare / Social Security	4%	(13)	54%	(164)	21%	(64)	20%	(60)	301
#1 Issue: Women's Issues	2%	(3)	58%	(69)	18%	(21)	22%	(27)	119
#1 Issue: Education	5%	(7)	65%	(79)	13%	(16)	17%	(21)	123
#1 Issue: Energy	4%	(3)	67%	(48)	19%	(14)	10%	(7)	71
#1 Issue: Other	2%	(4)	56%	(83)	13%	(19)	28%	(41)	147
2018 House Vote: Democrat	4%	(35)	61%	(493)	21%	(167)	14%	(110)	805
2018 House Vote: Republican	5%	(30)	64%	(404)	20%	(130)	11%	(70)	634
2018 House Vote: Someone else	1%	(0)	66%	(35)	11%	(6)	22%	(12)	53
2016 Vote: Hillary Clinton	4%	(32)	60%	(431)	21%	(151)	15%	(109)	723
2016 Vote: Donald Trump	4%	(28)	63%	(428)	21%	(145)	11%	(75)	676
2016 Vote: Other	1%	(1)	69%	(83)	15%	(19)	15%	(18)	120
2016 Vote: Didn't Vote	3%	(20)	55%	(372)	20%	(135)	22%	(148)	674
Voted in 2014: Yes	4%	(47)	64%	(818)	20%	(254)	13%	(166)	1284
Voted in 2014: No	4%	(33)	55%	(504)	21%	(196)	20%	(184)	916
2012 Vote: Barack Obama	4%	(30)	63%	(534)	20%	(172)	13%	(112)	849
2012 Vote: Mitt Romney	4%	(21)	64%	(317)	20%	(97)	12%	(60)	496
2012 Vote: Other	3%	(2)	59%	(42)	16%	(12)	23%	(16)	72
2012 Vote: Didn't Vote	3%	(26)	55%	(426)	21%	(168)	21%	(161)	782

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**Table FWP4\_10:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(80)	60%	(1321)	20%	(449)	16%	(350)	2200
4-Region: Northeast	3%	(14)	60%	(235)	19%	(74)	18%	(71)	394
4-Region: Midwest	4%	(17)	62%	(286)	20%	(94)	14%	(65)	462
4-Region: South	4%	(30)	59%	(490)	19%	(156)	18%	(148)	824
4-Region: West	4%	(19)	60%	(310)	24%	(125)	13%	(65)	520

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

**Table FWP4\_11: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-November**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(72)	57%	(1258)	24%	(530)	16%	(341)	2200
Gender: Male	4%	(45)	53%	(563)	26%	(281)	16%	(173)	1062
Gender: Female	2%	(27)	61%	(695)	22%	(248)	15%	(168)	1138
Age: 18-34	4%	(26)	53%	(347)	26%	(168)	17%	(113)	655
Age: 35-44	3%	(12)	53%	(189)	29%	(104)	14%	(52)	358
Age: 45-64	3%	(20)	61%	(459)	21%	(155)	16%	(117)	751
Age: 65+	3%	(13)	60%	(263)	23%	(101)	14%	(59)	436
GenZers: 1997-2012	3%	(8)	55%	(138)	28%	(71)	13%	(33)	250
Millennials: 1981-1996	4%	(22)	53%	(306)	25%	(145)	18%	(101)	573
GenXers: 1965-1980	3%	(19)	58%	(320)	23%	(129)	15%	(85)	553
Baby Boomers: 1946-1964	2%	(18)	61%	(444)	21%	(155)	15%	(110)	727
PID: Dem (no lean)	4%	(30)	57%	(485)	25%	(214)	14%	(120)	849
PID: Ind (no lean)	2%	(12)	54%	(344)	23%	(147)	22%	(138)	641
PID: Rep (no lean)	4%	(30)	60%	(428)	24%	(169)	12%	(83)	710
PID/Gender: Dem Men	4%	(17)	53%	(210)	27%	(107)	16%	(63)	396
PID/Gender: Dem Women	3%	(13)	61%	(275)	24%	(107)	13%	(57)	452
PID/Gender: Ind Men	2%	(6)	52%	(160)	25%	(76)	22%	(67)	309
PID/Gender: Ind Women	2%	(6)	55%	(184)	21%	(71)	22%	(72)	332
PID/Gender: Rep Men	6%	(22)	54%	(193)	28%	(98)	12%	(43)	357
PID/Gender: Rep Women	2%	(8)	67%	(236)	20%	(71)	11%	(40)	354
Ideo: Liberal (1-3)	5%	(31)	58%	(361)	24%	(152)	13%	(81)	625
Ideo: Moderate (4)	2%	(12)	58%	(369)	26%	(165)	14%	(87)	633
Ideo: Conservative (5-7)	3%	(24)	60%	(435)	24%	(175)	12%	(90)	724
Educ: < College	3%	(42)	56%	(845)	24%	(366)	17%	(259)	1512
Educ: Bachelors degree	4%	(18)	60%	(267)	24%	(106)	12%	(53)	444
Educ: Post-grad	5%	(12)	60%	(145)	23%	(57)	12%	(29)	244
Income: Under 50k	3%	(37)	54%	(665)	26%	(318)	18%	(223)	1243
Income: 50k-100k	4%	(24)	61%	(403)	22%	(145)	14%	(94)	666
Income: 100k+	4%	(11)	65%	(189)	23%	(67)	8%	(24)	291
Ethnicity: White	3%	(54)	59%	(1015)	24%	(411)	14%	(242)	1722
Ethnicity: Hispanic	4%	(14)	56%	(197)	23%	(82)	16%	(56)	349

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**Table FWP4\_11: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-November**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(72)	57%	(1258)	24%	(530)	16%	(341)	2200
Ethnicity: Black	4%	(12)	46%	(126)	24%	(67)	25%	(69)	274
Ethnicity: Other	3%	(5)	58%	(117)	25%	(52)	15%	(30)	204
All Christian	4%	(45)	60%	(646)	24%	(257)	11%	(121)	1070
All Non-Christian	5%	(6)	48%	(54)	40%	(45)	8%	(9)	113
Atheist	2%	(2)	67%	(71)	19%	(20)	12%	(13)	106
Agnostic/Nothing in particular	2%	(12)	51%	(281)	21%	(118)	26%	(142)	554
Something Else	2%	(7)	57%	(205)	25%	(89)	16%	(56)	357
Religious Non-Protestant/Catholic	8%	(12)	51%	(74)	34%	(49)	7%	(10)	144
Evangelical	4%	(22)	58%	(334)	26%	(147)	12%	(69)	572
Non-Evangelical	3%	(23)	61%	(492)	24%	(191)	13%	(103)	809
Community: Urban	4%	(25)	45%	(276)	30%	(182)	21%	(125)	608
Community: Suburban	3%	(29)	62%	(651)	23%	(241)	12%	(126)	1048
Community: Rural	3%	(17)	61%	(331)	20%	(106)	17%	(90)	545
Employ: Private Sector	4%	(26)	58%	(370)	27%	(169)	11%	(71)	635
Employ: Government	6%	(9)	56%	(76)	28%	(39)	9%	(12)	136
Employ: Self-Employed	2%	(4)	65%	(119)	18%	(33)	15%	(28)	184
Employ: Homemaker	1%	(2)	62%	(77)	20%	(25)	17%	(21)	124
Employ: Retired	4%	(21)	56%	(300)	25%	(135)	15%	(80)	535
Employ: Unemployed	2%	(6)	53%	(175)	20%	(66)	25%	(81)	329
Employ: Other	2%	(3)	57%	(68)	19%	(23)	22%	(26)	120
Military HH: Yes	4%	(13)	65%	(214)	19%	(63)	12%	(38)	328
Military HH: No	3%	(59)	56%	(1044)	25%	(467)	16%	(303)	1872
RD/WT: Right Direction	4%	(29)	55%	(365)	24%	(161)	16%	(109)	665
RD/WT: Wrong Track	3%	(42)	58%	(892)	24%	(369)	15%	(232)	1535
Trump Job Approve	3%	(26)	59%	(521)	24%	(211)	14%	(124)	881
Trump Job Disapprove	3%	(42)	58%	(711)	25%	(301)	14%	(171)	1225
Trump Job Strongly Approve	3%	(16)	59%	(302)	25%	(125)	13%	(65)	508
Trump Job Somewhat Approve	3%	(10)	59%	(219)	23%	(86)	16%	(58)	373
Trump Job Somewhat Disapprove	2%	(4)	59%	(144)	27%	(65)	13%	(31)	244
Trump Job Strongly Disapprove	4%	(38)	58%	(567)	24%	(236)	14%	(140)	981

Continued on next page

**Table FWP4\_11: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-November**

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(72)	57%	(1258)	24%	(530)	16%	(341)	2200
Favorable of Trump	3%	(29)	59%	(518)	24%	(211)	13%	(117)	875
Unfavorable of Trump	3%	(38)	58%	(710)	25%	(301)	14%	(167)	1216
Very Favorable of Trump	4%	(20)	59%	(322)	24%	(129)	14%	(74)	544
Somewhat Favorable of Trump	3%	(9)	59%	(196)	25%	(82)	13%	(43)	330
Somewhat Unfavorable of Trump	2%	(4)	64%	(125)	23%	(45)	11%	(22)	196
Very Unfavorable of Trump	3%	(35)	57%	(585)	25%	(256)	14%	(145)	1020
#1 Issue: Economy	3%	(22)	61%	(479)	25%	(194)	12%	(95)	790
#1 Issue: Security	5%	(13)	57%	(146)	24%	(61)	14%	(37)	257
#1 Issue: Health Care	4%	(17)	54%	(212)	28%	(108)	14%	(54)	391
#1 Issue: Medicare / Social Security	4%	(13)	49%	(149)	26%	(79)	20%	(60)	301
#1 Issue: Women's Issues	1%	(2)	54%	(64)	27%	(33)	18%	(21)	119
#1 Issue: Education	4%	(4)	62%	(77)	17%	(21)	17%	(21)	123
#1 Issue: Energy	1%	(1)	64%	(46)	26%	(18)	9%	(7)	71
#1 Issue: Other	—	(0)	59%	(87)	11%	(16)	31%	(45)	147
2018 House Vote: Democrat	4%	(30)	58%	(469)	24%	(197)	14%	(109)	805
2018 House Vote: Republican	4%	(27)	61%	(385)	25%	(158)	10%	(63)	634
2018 House Vote: Someone else	—	(0)	69%	(37)	8%	(4)	22%	(12)	53
2016 Vote: Hillary Clinton	4%	(30)	56%	(408)	25%	(180)	15%	(105)	723
2016 Vote: Donald Trump	3%	(22)	60%	(407)	26%	(174)	11%	(73)	676
2016 Vote: Other	1%	(1)	66%	(79)	18%	(22)	15%	(18)	120
2016 Vote: Didn't Vote	3%	(19)	53%	(357)	23%	(153)	21%	(144)	674
Voted in 2014: Yes	4%	(47)	60%	(770)	24%	(308)	12%	(159)	1284
Voted in 2014: No	3%	(25)	53%	(488)	24%	(221)	20%	(182)	916
2012 Vote: Barack Obama	3%	(27)	59%	(501)	25%	(210)	13%	(111)	849
2012 Vote: Mitt Romney	4%	(21)	60%	(299)	24%	(118)	12%	(58)	496
2012 Vote: Other	3%	(2)	58%	(42)	17%	(12)	23%	(16)	72
2012 Vote: Didn't Vote	3%	(22)	53%	(415)	24%	(189)	20%	(155)	782

Continued on next page

**Table FWP4\_11:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(72)	57%	(1258)	24%	(530)	16%	(341)	2200
4-Region: Northeast	4%	(18)	56%	(222)	23%	(90)	16%	(64)	394
4-Region: Midwest	3%	(13)	58%	(267)	25%	(116)	14%	(66)	462
4-Region: South	3%	(26)	57%	(474)	22%	(178)	18%	(146)	824
4-Region: West	3%	(14)	57%	(295)	28%	(146)	13%	(65)	520

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

**Table FWP4\_12: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(63)	53%	(1159)	29%	(634)	16%	(344)	2200
Gender: Male	4%	(41)	50%	(532)	29%	(312)	17%	(177)	1062
Gender: Female	2%	(22)	55%	(627)	28%	(322)	15%	(168)	1138
Age: 18-34	4%	(24)	50%	(330)	28%	(185)	18%	(117)	655
Age: 35-44	3%	(11)	49%	(174)	33%	(117)	15%	(55)	358
Age: 45-64	2%	(18)	56%	(424)	26%	(195)	15%	(115)	751
Age: 65+	3%	(11)	53%	(231)	31%	(136)	13%	(58)	436
GenZers: 1997-2012	2%	(6)	53%	(133)	31%	(76)	14%	(35)	250
Millennials: 1981-1996	4%	(21)	50%	(287)	28%	(162)	18%	(103)	573
GenXers: 1965-1980	3%	(16)	54%	(298)	28%	(153)	16%	(86)	553
Baby Boomers: 1946-1964	2%	(17)	55%	(401)	28%	(200)	15%	(109)	727
PID: Dem (no lean)	3%	(26)	54%	(455)	29%	(243)	15%	(125)	849
PID: Ind (no lean)	3%	(16)	47%	(303)	29%	(184)	21%	(138)	641
PID: Rep (no lean)	3%	(21)	56%	(400)	29%	(207)	12%	(82)	710
PID/Gender: Dem Men	4%	(18)	50%	(199)	28%	(113)	17%	(67)	396
PID/Gender: Dem Women	2%	(8)	57%	(256)	29%	(130)	13%	(58)	452
PID/Gender: Ind Men	3%	(8)	47%	(145)	29%	(88)	22%	(68)	309
PID/Gender: Ind Women	3%	(9)	48%	(159)	29%	(96)	21%	(69)	332
PID/Gender: Rep Men	4%	(16)	53%	(188)	31%	(111)	12%	(42)	357
PID/Gender: Rep Women	2%	(5)	60%	(212)	27%	(96)	11%	(40)	354
Ideo: Liberal (1-3)	4%	(24)	53%	(334)	29%	(180)	14%	(87)	625
Ideo: Moderate (4)	2%	(14)	53%	(337)	31%	(194)	14%	(88)	633
Ideo: Conservative (5-7)	3%	(20)	56%	(406)	29%	(212)	12%	(86)	724
Educ: < College	3%	(38)	52%	(788)	28%	(423)	17%	(263)	1512
Educ: Bachelors degree	3%	(15)	54%	(240)	31%	(135)	12%	(53)	444
Educ: Post-grad	4%	(10)	53%	(130)	31%	(75)	12%	(29)	244
Income: Under 50k	2%	(30)	50%	(623)	29%	(363)	18%	(226)	1243
Income: 50k-100k	3%	(22)	55%	(366)	28%	(184)	14%	(94)	666
Income: 100k+	4%	(10)	58%	(169)	30%	(86)	9%	(25)	291
Ethnicity: White	3%	(51)	54%	(922)	29%	(507)	14%	(242)	1722
Ethnicity: Hispanic	3%	(12)	54%	(187)	27%	(94)	16%	(56)	349

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**Table FWP4\_12: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
 Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(63)	53%	(1159)	29%	(634)	16%	(344)	2200
Ethnicity: Black	2%	(7)	47%	(128)	24%	(67)	27%	(73)	274
Ethnicity: Other	3%	(5)	54%	(109)	29%	(60)	14%	(30)	204
All Christian	4%	(40)	56%	(596)	29%	(313)	11%	(121)	1070
All Non-Christian	3%	(3)	50%	(57)	36%	(41)	10%	(12)	113
Atheist	4%	(4)	62%	(66)	22%	(23)	12%	(13)	106
Agnostic/Nothing in particular	2%	(8)	47%	(259)	26%	(144)	26%	(143)	554
Something Else	2%	(7)	51%	(182)	31%	(112)	16%	(56)	357
Religious Non-Protestant/Catholic	6%	(9)	52%	(76)	32%	(46)	9%	(13)	144
Evangelical	3%	(18)	55%	(316)	30%	(169)	12%	(69)	572
Non-Evangelical	3%	(23)	54%	(437)	31%	(247)	13%	(102)	809
Community: Urban	4%	(25)	43%	(261)	32%	(194)	21%	(128)	608
Community: Suburban	2%	(21)	57%	(595)	29%	(302)	12%	(129)	1048
Community: Rural	3%	(17)	56%	(303)	25%	(138)	16%	(87)	545
Employ: Private Sector	4%	(25)	54%	(345)	30%	(193)	11%	(72)	635
Employ: Government	3%	(4)	57%	(78)	29%	(40)	11%	(14)	136
Employ: Self-Employed	1%	(3)	64%	(118)	20%	(37)	14%	(26)	184
Employ: Homemaker	3%	(3)	55%	(68)	26%	(33)	17%	(21)	124
Employ: Retired	3%	(16)	49%	(264)	32%	(174)	15%	(81)	535
Employ: Unemployed	2%	(7)	49%	(160)	24%	(79)	25%	(82)	329
Employ: Other	2%	(3)	50%	(60)	25%	(30)	23%	(27)	120
Military HH: Yes	3%	(10)	62%	(204)	23%	(75)	12%	(39)	328
Military HH: No	3%	(53)	51%	(955)	30%	(559)	16%	(306)	1872
RD/WT: Right Direction	4%	(27)	52%	(348)	28%	(183)	16%	(107)	665
RD/WT: Wrong Track	2%	(36)	53%	(811)	29%	(451)	15%	(237)	1535
Trump Job Approve	3%	(24)	55%	(482)	29%	(252)	14%	(124)	881
Trump Job Disapprove	3%	(36)	53%	(653)	30%	(362)	14%	(174)	1225
Trump Job Strongly Approve	2%	(10)	57%	(288)	29%	(146)	13%	(64)	508
Trump Job Somewhat Approve	4%	(13)	52%	(194)	28%	(106)	16%	(60)	373
Trump Job Somewhat Disapprove	3%	(8)	57%	(139)	27%	(65)	13%	(31)	244
Trump Job Strongly Disapprove	3%	(28)	52%	(514)	30%	(296)	15%	(143)	981

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**Table FWP4\_12: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(63)	53%	(1159)	29%	(634)	16%	(344)	2200
Favorable of Trump	3%	(23)	55%	(480)	29%	(257)	13%	(114)	875
Unfavorable of Trump	3%	(37)	53%	(648)	29%	(357)	14%	(173)	1216
Very Favorable of Trump	3%	(15)	55%	(301)	29%	(156)	13%	(73)	544
Somewhat Favorable of Trump	3%	(9)	54%	(179)	31%	(101)	13%	(42)	330
Somewhat Unfavorable of Trump	4%	(8)	59%	(115)	26%	(51)	11%	(22)	196
Very Unfavorable of Trump	3%	(29)	52%	(533)	30%	(306)	15%	(151)	1020
#1 Issue: Economy	2%	(14)	54%	(429)	31%	(246)	13%	(100)	790
#1 Issue: Security	4%	(10)	56%	(145)	25%	(64)	15%	(38)	257
#1 Issue: Health Care	4%	(16)	50%	(197)	32%	(123)	14%	(55)	391
#1 Issue: Medicare / Social Security	4%	(11)	46%	(140)	30%	(91)	20%	(59)	301
#1 Issue: Women's Issues	2%	(3)	49%	(58)	31%	(37)	18%	(21)	119
#1 Issue: Education	4%	(5)	54%	(67)	25%	(30)	17%	(21)	123
#1 Issue: Energy	3%	(2)	62%	(44)	25%	(18)	9%	(7)	71
#1 Issue: Other	1%	(1)	54%	(80)	16%	(24)	29%	(43)	147
2018 House Vote: Democrat	3%	(27)	53%	(430)	29%	(236)	14%	(112)	805
2018 House Vote: Republican	3%	(18)	56%	(355)	31%	(199)	10%	(62)	634
2018 House Vote: Someone else	1%	(0)	65%	(34)	12%	(6)	22%	(12)	53
2016 Vote: Hillary Clinton	3%	(25)	53%	(380)	29%	(208)	15%	(108)	723
2016 Vote: Donald Trump	2%	(15)	55%	(370)	32%	(218)	11%	(72)	676
2016 Vote: Other	1%	(1)	59%	(71)	25%	(30)	15%	(18)	120
2016 Vote: Didn't Vote	3%	(21)	49%	(330)	26%	(177)	22%	(146)	674
Voted in 2014: Yes	3%	(37)	55%	(709)	29%	(378)	13%	(161)	1284
Voted in 2014: No	3%	(26)	49%	(450)	28%	(256)	20%	(183)	916
2012 Vote: Barack Obama	3%	(25)	54%	(461)	30%	(252)	13%	(110)	849
2012 Vote: Mitt Romney	3%	(16)	56%	(276)	29%	(145)	12%	(58)	496
2012 Vote: Other	3%	(2)	53%	(38)	22%	(16)	23%	(16)	72
2012 Vote: Didn't Vote	3%	(20)	49%	(382)	28%	(220)	21%	(160)	782

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**Table FWP4\_12:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late November

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	3%	(63)	53%	(1159)	29%	(634)	16%	(344)	2200
4-Region: Northeast	3%	(11)	54%	(212)	26%	(103)	17%	(67)	394
4-Region: Midwest	3%	(12)	53%	(246)	30%	(139)	14%	(65)	462
4-Region: South	3%	(28)	52%	(428)	27%	(224)	17%	(144)	824
4-Region: West	2%	(11)	52%	(272)	32%	(168)	13%	(69)	520

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

**Table FWP4\_13:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(93)	33%	(731)	46%	(1015)	16%	(361)	2200
Gender: Male	6%	(59)	35%	(375)	42%	(445)	17%	(182)	1062
Gender: Female	3%	(34)	31%	(356)	50%	(570)	16%	(179)	1138
Age: 18-34	5%	(33)	29%	(192)	46%	(302)	20%	(129)	655
Age: 35-44	4%	(15)	28%	(100)	52%	(187)	15%	(55)	358
Age: 45-64	4%	(29)	37%	(275)	44%	(327)	16%	(119)	751
Age: 65+	3%	(15)	38%	(164)	46%	(200)	13%	(58)	436
GenZers: 1997-2012	4%	(10)	29%	(74)	50%	(126)	16%	(41)	250
Millennials: 1981-1996	5%	(31)	29%	(167)	46%	(266)	19%	(109)	573
GenXers: 1965-1980	4%	(25)	33%	(182)	47%	(259)	16%	(88)	553
Baby Boomers: 1946-1964	3%	(24)	38%	(280)	43%	(312)	15%	(111)	727
PID: Dem (no lean)	5%	(45)	33%	(279)	47%	(400)	15%	(124)	849
PID: Ind (no lean)	2%	(16)	29%	(183)	45%	(290)	24%	(152)	641
PID: Rep (no lean)	5%	(32)	38%	(268)	46%	(325)	12%	(85)	710
PID/Gender: Dem Men	7%	(30)	35%	(140)	40%	(160)	17%	(67)	396
PID/Gender: Dem Women	3%	(15)	31%	(139)	53%	(241)	13%	(57)	452
PID/Gender: Ind Men	3%	(8)	30%	(92)	44%	(136)	24%	(73)	309
PID/Gender: Ind Women	2%	(8)	27%	(91)	46%	(154)	24%	(80)	332
PID/Gender: Rep Men	6%	(21)	40%	(143)	42%	(150)	12%	(43)	357
PID/Gender: Rep Women	3%	(11)	36%	(126)	49%	(175)	12%	(42)	354
Ideo: Liberal (1-3)	5%	(32)	33%	(207)	48%	(297)	14%	(88)	625
Ideo: Moderate (4)	3%	(18)	35%	(224)	47%	(299)	15%	(93)	633
Ideo: Conservative (5-7)	5%	(37)	36%	(258)	46%	(335)	13%	(94)	724
Educ: < College	4%	(54)	34%	(512)	44%	(669)	18%	(277)	1512
Educ: Bachelors degree	5%	(24)	32%	(142)	50%	(224)	12%	(54)	444
Educ: Post-grad	6%	(16)	32%	(78)	50%	(121)	12%	(29)	244
Income: Under 50k	3%	(38)	32%	(394)	46%	(573)	19%	(238)	1243
Income: 50k-100k	5%	(35)	36%	(238)	44%	(293)	15%	(99)	666
Income: 100k+	7%	(20)	34%	(99)	51%	(149)	8%	(24)	291
Ethnicity: White	4%	(70)	34%	(579)	48%	(822)	15%	(251)	1722
Ethnicity: Hispanic	7%	(24)	33%	(114)	43%	(150)	17%	(60)	349

Continued on next page

**Table FWP4\_13:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
 Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(93)	33%	(731)	46%	(1015)	16%	(361)	2200
Ethnicity: Black	4%	(11)	31%	(85)	37%	(101)	28%	(77)	274
Ethnicity: Other	6%	(12)	33%	(67)	45%	(92)	16%	(32)	204
All Christian	5%	(57)	35%	(379)	48%	(510)	12%	(123)	1070
All Non-Christian	8%	(9)	25%	(28)	56%	(63)	11%	(13)	113
Atheist	4%	(4)	43%	(46)	40%	(43)	13%	(13)	106
Agnostic/Nothing in particular	3%	(15)	29%	(163)	42%	(231)	26%	(145)	554
Something Else	2%	(7)	32%	(114)	47%	(169)	19%	(67)	357
Religious Non-Protestant/Catholic	11%	(16)	28%	(41)	51%	(73)	10%	(14)	144
Evangelical	4%	(25)	38%	(220)	44%	(249)	14%	(78)	572
Non-Evangelical	4%	(32)	32%	(257)	51%	(413)	13%	(106)	809
Community: Urban	5%	(31)	30%	(181)	44%	(267)	21%	(128)	608
Community: Suburban	4%	(38)	34%	(359)	49%	(513)	13%	(137)	1048
Community: Rural	4%	(24)	35%	(190)	43%	(235)	18%	(96)	545
Employ: Private Sector	7%	(45)	33%	(211)	48%	(307)	12%	(73)	635
Employ: Government	5%	(6)	36%	(49)	46%	(63)	13%	(18)	136
Employ: Self-Employed	1%	(1)	43%	(78)	41%	(75)	16%	(29)	184
Employ: Homemaker	2%	(3)	30%	(37)	50%	(63)	17%	(21)	124
Employ: Retired	4%	(22)	35%	(190)	45%	(241)	15%	(82)	535
Employ: Unemployed	1%	(4)	32%	(105)	41%	(134)	26%	(85)	329
Employ: Other	4%	(4)	29%	(35)	43%	(52)	24%	(29)	120
Military HH: Yes	3%	(11)	42%	(138)	42%	(136)	13%	(43)	328
Military HH: No	4%	(82)	32%	(593)	47%	(878)	17%	(318)	1872
RD/WT: Right Direction	5%	(32)	37%	(244)	41%	(275)	17%	(114)	665
RD/WT: Wrong Track	4%	(61)	32%	(487)	48%	(740)	16%	(247)	1535
Trump Job Approve	4%	(36)	36%	(315)	45%	(396)	15%	(135)	881
Trump Job Disapprove	4%	(54)	32%	(395)	49%	(595)	15%	(181)	1225
Trump Job Strongly Approve	5%	(23)	38%	(192)	43%	(220)	14%	(72)	508
Trump Job Somewhat Approve	3%	(12)	33%	(123)	47%	(176)	17%	(62)	373
Trump Job Somewhat Disapprove	7%	(16)	34%	(82)	46%	(112)	14%	(33)	244
Trump Job Strongly Disapprove	4%	(38)	32%	(313)	49%	(483)	15%	(147)	981

Continued on next page

**Table FWP4\_13:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(93)	33%	(731)	46%	(1015)	16%	(361)	2200
Favorable of Trump	4%	(37)	37%	(321)	45%	(392)	14%	(125)	875
Unfavorable of Trump	4%	(55)	32%	(391)	49%	(592)	15%	(178)	1216
Very Favorable of Trump	4%	(21)	39%	(213)	43%	(231)	15%	(79)	544
Somewhat Favorable of Trump	5%	(16)	33%	(109)	49%	(160)	14%	(45)	330
Somewhat Unfavorable of Trump	3%	(6)	40%	(78)	45%	(88)	12%	(24)	196
Very Unfavorable of Trump	5%	(48)	31%	(314)	49%	(504)	15%	(154)	1020
#1 Issue: Economy	3%	(27)	36%	(283)	47%	(374)	13%	(107)	790
#1 Issue: Security	5%	(13)	39%	(100)	40%	(103)	16%	(41)	257
#1 Issue: Health Care	5%	(21)	28%	(108)	53%	(207)	14%	(55)	391
#1 Issue: Medicare / Social Security	4%	(12)	32%	(96)	45%	(135)	19%	(58)	301
#1 Issue: Women's Issues	6%	(8)	27%	(33)	48%	(57)	19%	(22)	119
#1 Issue: Education	5%	(7)	30%	(36)	43%	(53)	22%	(27)	123
#1 Issue: Energy	6%	(4)	41%	(29)	44%	(32)	9%	(7)	71
#1 Issue: Other	1%	(2)	31%	(46)	36%	(54)	31%	(46)	147
2018 House Vote: Democrat	5%	(38)	33%	(263)	48%	(389)	14%	(115)	805
2018 House Vote: Republican	5%	(30)	38%	(240)	47%	(299)	10%	(65)	634
2018 House Vote: Someone else	1%	(1)	43%	(23)	33%	(18)	22%	(12)	53
2016 Vote: Hillary Clinton	4%	(32)	32%	(233)	47%	(342)	16%	(116)	723
2016 Vote: Donald Trump	4%	(27)	38%	(259)	47%	(315)	11%	(75)	676
2016 Vote: Other	3%	(4)	39%	(47)	41%	(50)	16%	(19)	120
2016 Vote: Didn't Vote	4%	(27)	28%	(189)	46%	(308)	22%	(151)	674
Voted in 2014: Yes	5%	(65)	36%	(457)	47%	(599)	13%	(164)	1284
Voted in 2014: No	3%	(28)	30%	(274)	45%	(416)	22%	(197)	916
2012 Vote: Barack Obama	5%	(40)	34%	(289)	48%	(406)	13%	(113)	849
2012 Vote: Mitt Romney	6%	(29)	36%	(178)	46%	(229)	12%	(60)	496
2012 Vote: Other	5%	(3)	43%	(31)	29%	(21)	23%	(17)	72
2012 Vote: Didn't Vote	3%	(20)	30%	(233)	46%	(359)	22%	(170)	782

Continued on next page

**Table FWP4\_13:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Early December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(93)	33%	(731)	46%	(1015)	16%	(361)	2200
4-Region: Northeast	5%	(20)	30%	(117)	47%	(186)	18%	(70)	394
4-Region: Midwest	3%	(16)	34%	(158)	48%	(223)	14%	(66)	462
4-Region: South	4%	(32)	33%	(275)	44%	(360)	19%	(157)	824
4-Region: West	5%	(25)	35%	(181)	47%	(246)	13%	(68)	520

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

**Table FWP4\_14:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(89)	31%	(689)	49%	(1069)	16%	(354)	2200
Gender: Male	5%	(52)	34%	(357)	44%	(471)	17%	(182)	1062
Gender: Female	3%	(37)	29%	(332)	52%	(597)	15%	(172)	1138
Age: 18-34	5%	(35)	27%	(176)	49%	(322)	19%	(123)	655
Age: 35-44	4%	(16)	27%	(98)	53%	(190)	15%	(54)	358
Age: 45-64	3%	(21)	35%	(264)	46%	(345)	16%	(120)	751
Age: 65+	4%	(17)	35%	(151)	48%	(211)	13%	(57)	436
GenZers: 1997-2012	5%	(12)	26%	(66)	53%	(134)	16%	(39)	250
Millennials: 1981-1996	5%	(30)	28%	(160)	49%	(279)	18%	(104)	573
GenXers: 1965-1980	3%	(18)	32%	(178)	49%	(269)	16%	(89)	553
Baby Boomers: 1946-1964	4%	(26)	35%	(258)	46%	(333)	15%	(110)	727
PID: Dem (no lean)	4%	(36)	31%	(266)	50%	(421)	15%	(126)	849
PID: Ind (no lean)	3%	(20)	27%	(174)	48%	(306)	22%	(142)	641
PID: Rep (no lean)	5%	(33)	35%	(249)	48%	(342)	12%	(86)	710
PID/Gender: Dem Men	6%	(24)	34%	(134)	43%	(170)	17%	(69)	396
PID/Gender: Dem Women	2%	(11)	29%	(132)	56%	(251)	13%	(57)	452
PID/Gender: Ind Men	2%	(5)	30%	(93)	46%	(141)	22%	(69)	309
PID/Gender: Ind Women	4%	(14)	24%	(81)	50%	(165)	22%	(73)	332
PID/Gender: Rep Men	6%	(22)	36%	(130)	45%	(160)	12%	(45)	357
PID/Gender: Rep Women	3%	(12)	34%	(119)	51%	(181)	12%	(42)	354
Ideo: Liberal (1-3)	5%	(33)	31%	(195)	50%	(310)	14%	(87)	625
Ideo: Moderate (4)	3%	(17)	33%	(206)	50%	(317)	15%	(93)	633
Ideo: Conservative (5-7)	5%	(35)	33%	(242)	49%	(357)	12%	(90)	724
Educ: < College	4%	(58)	32%	(479)	47%	(709)	18%	(267)	1512
Educ: Bachelors degree	4%	(18)	30%	(134)	53%	(234)	13%	(57)	444
Educ: Post-grad	5%	(12)	31%	(76)	51%	(125)	12%	(30)	244
Income: Under 50k	3%	(43)	30%	(374)	48%	(596)	18%	(230)	1243
Income: 50k-100k	5%	(33)	33%	(218)	48%	(316)	15%	(99)	666
Income: 100k+	4%	(13)	33%	(96)	54%	(156)	9%	(26)	291
Ethnicity: White	4%	(74)	31%	(533)	50%	(868)	14%	(248)	1722
Ethnicity: Hispanic	5%	(17)	31%	(108)	46%	(161)	18%	(64)	349

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**Table FWP4\_14:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(89)	31%	(689)	49%	(1069)	16%	(354)	2200
Ethnicity: Black	2%	(7)	33%	(91)	39%	(106)	26%	(71)	274
Ethnicity: Other	4%	(8)	32%	(65)	47%	(95)	17%	(35)	204
All Christian	5%	(55)	33%	(349)	50%	(537)	12%	(129)	1070
All Non-Christian	4%	(5)	29%	(33)	58%	(66)	8%	(9)	113
Atheist	6%	(7)	39%	(41)	43%	(45)	12%	(13)	106
Agnostic/Nothing in particular	2%	(12)	28%	(157)	44%	(246)	25%	(139)	554
Something Else	3%	(10)	30%	(109)	49%	(174)	18%	(64)	357
Religious Non-Protestant/Catholic	6%	(9)	34%	(50)	53%	(76)	7%	(10)	144
Evangelical	5%	(30)	35%	(202)	46%	(263)	13%	(77)	572
Non-Evangelical	4%	(31)	29%	(236)	53%	(432)	14%	(110)	809
Community: Urban	5%	(28)	29%	(176)	45%	(275)	21%	(129)	608
Community: Suburban	4%	(38)	31%	(326)	52%	(547)	13%	(137)	1048
Community: Rural	4%	(23)	34%	(187)	45%	(247)	16%	(88)	545
Employ: Private Sector	6%	(36)	32%	(202)	51%	(322)	12%	(76)	635
Employ: Government	3%	(4)	34%	(47)	50%	(68)	13%	(18)	136
Employ: Self-Employed	3%	(5)	38%	(69)	45%	(83)	14%	(26)	184
Employ: Homemaker	2%	(3)	29%	(36)	51%	(64)	17%	(21)	124
Employ: Retired	4%	(23)	33%	(178)	48%	(257)	15%	(78)	535
Employ: Unemployed	2%	(8)	32%	(105)	40%	(133)	25%	(83)	329
Employ: Other	5%	(6)	26%	(31)	46%	(55)	23%	(28)	120
Military HH: Yes	4%	(14)	40%	(131)	44%	(145)	11%	(37)	328
Military HH: No	4%	(74)	30%	(558)	49%	(923)	17%	(317)	1872
RD/WT: Right Direction	6%	(37)	34%	(226)	44%	(293)	16%	(108)	665
RD/WT: Wrong Track	3%	(51)	30%	(462)	51%	(776)	16%	(246)	1535
Trump Job Approve	5%	(41)	33%	(294)	47%	(418)	15%	(128)	881
Trump Job Disapprove	4%	(44)	31%	(378)	51%	(623)	15%	(180)	1225
Trump Job Strongly Approve	5%	(26)	35%	(180)	46%	(232)	14%	(71)	508
Trump Job Somewhat Approve	4%	(15)	31%	(114)	50%	(186)	15%	(57)	373
Trump Job Somewhat Disapprove	4%	(10)	33%	(81)	49%	(119)	14%	(34)	244
Trump Job Strongly Disapprove	3%	(34)	30%	(296)	51%	(505)	15%	(146)	981

Continued on next page

**Table FWP4\_14:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(89)	31%	(689)	49%	(1069)	16%	(354)	2200
Favorable of Trump	5%	(42)	34%	(296)	48%	(416)	14%	(121)	875
Unfavorable of Trump	4%	(44)	31%	(377)	51%	(620)	14%	(175)	1216
Very Favorable of Trump	5%	(25)	36%	(198)	45%	(245)	14%	(76)	544
Somewhat Favorable of Trump	5%	(17)	30%	(98)	52%	(171)	14%	(45)	330
Somewhat Unfavorable of Trump	3%	(6)	38%	(75)	47%	(93)	11%	(23)	196
Very Unfavorable of Trump	4%	(38)	30%	(303)	52%	(527)	15%	(152)	1020
#1 Issue: Economy	3%	(23)	33%	(262)	51%	(403)	13%	(102)	790
#1 Issue: Security	6%	(15)	37%	(96)	43%	(110)	14%	(36)	257
#1 Issue: Health Care	5%	(18)	26%	(104)	54%	(213)	15%	(57)	391
#1 Issue: Medicare / Social Security	4%	(13)	30%	(91)	46%	(139)	20%	(59)	301
#1 Issue: Women's Issues	5%	(6)	23%	(27)	53%	(63)	20%	(23)	119
#1 Issue: Education	9%	(10)	26%	(32)	44%	(54)	21%	(26)	123
#1 Issue: Energy	3%	(2)	46%	(33)	42%	(30)	10%	(7)	71
#1 Issue: Other	1%	(2)	31%	(45)	38%	(56)	30%	(44)	147
2018 House Vote: Democrat	4%	(32)	31%	(251)	50%	(404)	15%	(118)	805
2018 House Vote: Republican	5%	(29)	35%	(221)	50%	(320)	10%	(64)	634
2018 House Vote: Someone else	—	(0)	42%	(22)	35%	(19)	22%	(12)	53
2016 Vote: Hillary Clinton	4%	(29)	30%	(220)	50%	(364)	15%	(110)	723
2016 Vote: Donald Trump	4%	(26)	35%	(240)	50%	(338)	11%	(73)	676
2016 Vote: Other	2%	(3)	37%	(45)	44%	(53)	16%	(19)	120
2016 Vote: Didn't Vote	4%	(27)	27%	(182)	46%	(313)	23%	(152)	674
Voted in 2014: Yes	4%	(55)	34%	(430)	50%	(636)	13%	(163)	1284
Voted in 2014: No	4%	(34)	28%	(258)	47%	(433)	21%	(191)	916
2012 Vote: Barack Obama	3%	(29)	33%	(276)	51%	(432)	13%	(112)	849
2012 Vote: Mitt Romney	5%	(27)	34%	(168)	49%	(242)	12%	(59)	496
2012 Vote: Other	3%	(2)	40%	(29)	33%	(24)	23%	(17)	72
2012 Vote: Didn't Vote	4%	(30)	27%	(214)	47%	(371)	21%	(167)	782

Continued on next page



**Table FWP4\_14:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Mid-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(89)	31%	(689)	49%	(1069)	16%	(354)	2200
4-Region: Northeast	5%	(22)	26%	(104)	50%	(198)	18%	(70)	394
4-Region: Midwest	4%	(20)	31%	(142)	52%	(238)	13%	(62)	462
4-Region: South	4%	(30)	32%	(265)	46%	(377)	18%	(152)	824
4-Region: West	3%	(17)	34%	(178)	49%	(255)	13%	(70)	520

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

**Table FWP4\_15: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**

Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(88)	27%	(603)	53%	(1155)	16%	(353)	2200
Gender: Male	5%	(54)	29%	(306)	49%	(518)	17%	(183)	1062
Gender: Female	3%	(34)	26%	(297)	56%	(637)	15%	(170)	1138
Age: 18-34	5%	(36)	25%	(166)	50%	(331)	19%	(123)	655
Age: 35-44	4%	(16)	23%	(83)	58%	(206)	15%	(53)	358
Age: 45-64	3%	(24)	30%	(225)	51%	(382)	16%	(119)	751
Age: 65+	3%	(13)	30%	(129)	54%	(236)	13%	(58)	436
GenZers: 1997-2012	5%	(12)	25%	(63)	53%	(134)	16%	(41)	250
Millennials: 1981-1996	5%	(31)	25%	(146)	51%	(294)	18%	(102)	573
GenXers: 1965-1980	4%	(21)	26%	(146)	54%	(299)	16%	(87)	553
Baby Boomers: 1946-1964	3%	(20)	31%	(226)	51%	(370)	15%	(111)	727
PID: Dem (no lean)	3%	(29)	28%	(237)	54%	(456)	15%	(126)	849
PID: Ind (no lean)	3%	(22)	24%	(151)	51%	(328)	22%	(140)	641
PID: Rep (no lean)	5%	(37)	30%	(215)	52%	(372)	12%	(87)	710
PID/Gender: Dem Men	5%	(21)	30%	(119)	46%	(184)	18%	(72)	396
PID/Gender: Dem Women	2%	(9)	26%	(118)	60%	(272)	12%	(54)	452
PID/Gender: Ind Men	3%	(10)	24%	(74)	51%	(158)	22%	(67)	309
PID/Gender: Ind Women	4%	(12)	23%	(77)	51%	(170)	22%	(73)	332
PID/Gender: Rep Men	7%	(23)	32%	(113)	50%	(177)	12%	(44)	357
PID/Gender: Rep Women	4%	(14)	29%	(102)	55%	(195)	12%	(43)	354
Ideo: Liberal (1-3)	4%	(28)	30%	(184)	52%	(323)	14%	(90)	625
Ideo: Moderate (4)	3%	(17)	29%	(182)	54%	(344)	14%	(90)	633
Ideo: Conservative (5-7)	5%	(38)	27%	(197)	55%	(399)	12%	(89)	724
Educ: < College	4%	(54)	27%	(413)	51%	(774)	18%	(271)	1512
Educ: Bachelors degree	5%	(23)	28%	(124)	55%	(245)	12%	(51)	444
Educ: Post-grad	5%	(11)	27%	(66)	56%	(136)	12%	(30)	244
Income: Under 50k	3%	(42)	26%	(323)	52%	(649)	19%	(230)	1243
Income: 50k-100k	5%	(31)	29%	(191)	52%	(345)	15%	(99)	666
Income: 100k+	5%	(16)	31%	(89)	55%	(161)	9%	(25)	291
Ethnicity: White	4%	(66)	28%	(475)	54%	(933)	14%	(249)	1722
Ethnicity: Hispanic	5%	(17)	29%	(103)	49%	(170)	17%	(60)	349

Continued on next page

**Table FWP4\_15: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(88)	27%	(603)	53%	(1155)	16%	(353)	2200
Ethnicity: Black	4%	(11)	26%	(71)	43%	(118)	27%	(74)	274
Ethnicity: Other	6%	(12)	28%	(57)	51%	(105)	15%	(30)	204
All Christian	5%	(53)	29%	(307)	55%	(584)	12%	(126)	1070
All Non-Christian	6%	(7)	24%	(28)	60%	(68)	9%	(11)	113
Atheist	4%	(4)	37%	(40)	45%	(48)	13%	(14)	106
Agnostic/Nothing in particular	3%	(15)	24%	(134)	48%	(265)	25%	(141)	554
Something Else	3%	(10)	27%	(95)	53%	(190)	17%	(62)	357
Religious Non-Protestant/Catholic	7%	(10)	29%	(42)	56%	(81)	8%	(12)	144
Evangelical	6%	(32)	30%	(170)	52%	(295)	13%	(76)	572
Non-Evangelical	3%	(27)	27%	(216)	57%	(458)	13%	(107)	809
Community: Urban	6%	(38)	26%	(157)	47%	(283)	21%	(129)	608
Community: Suburban	3%	(29)	29%	(300)	56%	(585)	13%	(134)	1048
Community: Rural	4%	(21)	27%	(146)	53%	(287)	17%	(91)	545
Employ: Private Sector	6%	(39)	27%	(169)	56%	(353)	12%	(73)	635
Employ: Government	3%	(4)	32%	(44)	51%	(69)	14%	(19)	136
Employ: Self-Employed	1%	(2)	38%	(69)	47%	(86)	14%	(26)	184
Employ: Homemaker	2%	(2)	27%	(34)	54%	(67)	17%	(21)	124
Employ: Retired	4%	(22)	28%	(152)	53%	(282)	15%	(78)	535
Employ: Unemployed	2%	(7)	26%	(86)	45%	(147)	27%	(88)	329
Employ: Other	3%	(4)	25%	(30)	50%	(60)	22%	(26)	120
Military HH: Yes	4%	(13)	35%	(115)	49%	(161)	12%	(39)	328
Military HH: No	4%	(75)	26%	(489)	53%	(994)	17%	(314)	1872
RD/WT: Right Direction	5%	(31)	31%	(204)	48%	(320)	17%	(110)	665
RD/WT: Wrong Track	4%	(57)	26%	(399)	54%	(835)	16%	(243)	1535
Trump Job Approve	5%	(41)	28%	(250)	52%	(460)	15%	(129)	881
Trump Job Disapprove	4%	(44)	27%	(334)	55%	(670)	14%	(177)	1225
Trump Job Strongly Approve	4%	(18)	33%	(167)	50%	(252)	14%	(71)	508
Trump Job Somewhat Approve	6%	(23)	22%	(83)	56%	(208)	16%	(58)	373
Trump Job Somewhat Disapprove	5%	(11)	30%	(73)	52%	(128)	13%	(33)	244
Trump Job Strongly Disapprove	3%	(33)	27%	(261)	55%	(542)	15%	(145)	981

Continued on next page

**Table FWP4\_15: Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?**  
Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(88)	27%	(603)	53%	(1155)	16%	(353)	2200
Favorable of Trump	5%	(41)	30%	(258)	52%	(453)	14%	(122)	875
Unfavorable of Trump	4%	(46)	27%	(326)	55%	(671)	14%	(172)	1216
Very Favorable of Trump	4%	(23)	33%	(181)	49%	(265)	14%	(75)	544
Somewhat Favorable of Trump	5%	(18)	23%	(77)	57%	(188)	14%	(47)	330
Somewhat Unfavorable of Trump	3%	(6)	35%	(68)	51%	(99)	12%	(23)	196
Very Unfavorable of Trump	4%	(41)	25%	(257)	56%	(572)	15%	(149)	1020
#1 Issue: Economy	3%	(21)	29%	(231)	55%	(434)	13%	(103)	790
#1 Issue: Security	7%	(19)	30%	(77)	48%	(124)	14%	(37)	257
#1 Issue: Health Care	4%	(17)	23%	(91)	58%	(227)	14%	(56)	391
#1 Issue: Medicare / Social Security	4%	(12)	25%	(76)	51%	(154)	20%	(59)	301
#1 Issue: Women's Issues	5%	(6)	26%	(31)	49%	(58)	20%	(23)	119
#1 Issue: Education	7%	(8)	24%	(30)	50%	(62)	19%	(23)	123
#1 Issue: Energy	2%	(1)	38%	(27)	50%	(36)	11%	(8)	71
#1 Issue: Other	3%	(4)	27%	(39)	41%	(60)	30%	(44)	147
2018 House Vote: Democrat	4%	(31)	27%	(220)	55%	(440)	14%	(114)	805
2018 House Vote: Republican	5%	(31)	30%	(190)	55%	(348)	10%	(65)	634
2018 House Vote: Someone else	4%	(2)	35%	(19)	38%	(20)	22%	(12)	53
2016 Vote: Hillary Clinton	4%	(28)	27%	(193)	54%	(392)	15%	(109)	723
2016 Vote: Donald Trump	4%	(29)	31%	(207)	54%	(367)	11%	(73)	676
2016 Vote: Other	2%	(2)	31%	(37)	51%	(62)	16%	(19)	120
2016 Vote: Didn't Vote	4%	(29)	24%	(160)	50%	(334)	22%	(152)	674
Voted in 2014: Yes	4%	(53)	29%	(372)	54%	(697)	13%	(162)	1284
Voted in 2014: No	4%	(36)	25%	(231)	50%	(459)	21%	(191)	916
2012 Vote: Barack Obama	3%	(27)	29%	(243)	55%	(466)	13%	(112)	849
2012 Vote: Mitt Romney	6%	(30)	27%	(136)	55%	(272)	12%	(58)	496
2012 Vote: Other	4%	(3)	38%	(27)	35%	(25)	23%	(17)	72
2012 Vote: Didn't Vote	4%	(28)	25%	(196)	50%	(391)	21%	(166)	782

Continued on next page

**Table FWP4\_15:** Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products?  
Late-December

Demographic	Too early		Just right		Too late		Don't know / No opinion		Total N
Adults	4%	(88)	27%	(603)	53%	(1155)	16%	(353)	2200
4-Region: Northeast	5%	(20)	24%	(95)	53%	(210)	18%	(69)	394
4-Region: Midwest	3%	(15)	27%	(124)	56%	(259)	14%	(63)	462
4-Region: South	3%	(28)	27%	(225)	50%	(415)	19%	(156)	824
4-Region: West	5%	(25)	31%	(159)	52%	(271)	12%	(65)	520

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

**Table FWP5:** *And do you believe pumpkin spice products should be available year-round or as a seasonal product?*

Demographic	Should be available year-round	Should be a seasonal product	Don't know / No opinion	Total N
Adults	37% (813)	45% (995)	18% (393)	2200
Gender: Male	37% (397)	44% (472)	18% (192)	1062
Gender: Female	36% (415)	46% (523)	18% (200)	1138
Age: 18-34	37% (242)	44% (290)	19% (122)	655
Age: 35-44	36% (130)	49% (175)	15% (53)	358
Age: 45-64	37% (276)	47% (353)	16% (121)	751
Age: 65+	38% (164)	40% (176)	22% (96)	436
GenZers: 1997-2012	38% (95)	43% (108)	19% (46)	250
Millennials: 1981-1996	37% (210)	46% (263)	17% (99)	573
GenXers: 1965-1980	36% (198)	50% (274)	15% (81)	553
Baby Boomers: 1946-1964	38% (273)	43% (314)	19% (140)	727
PID: Dem (no lean)	37% (313)	48% (406)	15% (129)	849
PID: Ind (no lean)	34% (219)	42% (267)	24% (155)	641
PID: Rep (no lean)	39% (280)	45% (322)	15% (108)	710
PID/Gender: Dem Men	36% (144)	45% (177)	19% (75)	396
PID/Gender: Dem Women	37% (169)	51% (229)	12% (54)	452
PID/Gender: Ind Men	35% (107)	42% (130)	23% (71)	309
PID/Gender: Ind Women	34% (112)	41% (137)	25% (84)	332
PID/Gender: Rep Men	41% (146)	46% (164)	13% (47)	357
PID/Gender: Rep Women	38% (135)	45% (157)	17% (62)	354
Ideo: Liberal (1-3)	38% (236)	47% (293)	15% (96)	625
Ideo: Moderate (4)	39% (250)	44% (280)	16% (103)	633
Ideo: Conservative (5-7)	36% (261)	48% (350)	16% (113)	724
Educ: < College	38% (576)	43% (652)	19% (284)	1512
Educ: Bachelors degree	32% (141)	52% (230)	16% (72)	444
Educ: Post-grad	39% (96)	46% (112)	15% (36)	244
Income: Under 50k	38% (473)	42% (519)	20% (251)	1243
Income: 50k-100k	35% (232)	49% (326)	16% (108)	666
Income: 100k+	37% (108)	51% (149)	12% (34)	291
Ethnicity: White	36% (627)	46% (795)	17% (299)	1722
Ethnicity: Hispanic	41% (144)	42% (148)	16% (58)	349
Ethnicity: Black	36% (100)	42% (114)	22% (60)	274

Continued on next page

**Table FWP5: And do you believe pumpkin spice products should be available year-round or as a seasonal product?**

Demographic	Should be available year-round	Should be a seasonal product	Don't know / No opinion	Total N
Adults	37% (813)	45% (995)	18% (393)	2200
Ethnicity: Other	42% (86)	42% (85)	16% (33)	204
All Christian	37% (394)	47% (506)	16% (170)	1070
All Non-Christian	33% (38)	54% (60)	13% (15)	113
Atheist	46% (49)	39% (42)	14% (15)	106
Agnostic/Nothing in particular	35% (195)	40% (222)	25% (137)	554
Something Else	39% (138)	46% (164)	16% (56)	357
Religious Non-Protestant/Catholic	33% (47)	55% (79)	13% (18)	144
Evangelical	39% (222)	46% (262)	15% (88)	572
Non-Evangelical	36% (290)	48% (388)	16% (131)	809
Community: Urban	36% (218)	45% (275)	19% (114)	608
Community: Suburban	36% (379)	48% (498)	16% (171)	1048
Community: Rural	40% (216)	41% (222)	20% (107)	545
Employ: Private Sector	34% (216)	51% (325)	15% (94)	635
Employ: Government	36% (48)	45% (61)	20% (27)	136
Employ: Self-Employed	41% (75)	46% (84)	13% (24)	184
Employ: Homemaker	38% (47)	47% (59)	15% (18)	124
Employ: Retired	40% (211)	40% (215)	20% (108)	535
Employ: Unemployed	36% (118)	42% (138)	22% (73)	329
Employ: Other	43% (51)	36% (43)	21% (25)	120
Military HH: Yes	39% (129)	46% (151)	15% (48)	328
Military HH: No	37% (684)	45% (844)	18% (344)	1872
RD/WT: Right Direction	40% (268)	44% (292)	16% (105)	665
RD/WT: Wrong Track	35% (545)	46% (703)	19% (287)	1535
Trump Job Approve	39% (346)	44% (389)	17% (146)	881
Trump Job Disapprove	37% (449)	47% (578)	16% (197)	1225
Trump Job Strongly Approve	42% (212)	46% (232)	13% (64)	508
Trump Job Somewhat Approve	36% (133)	42% (157)	22% (82)	373
Trump Job Somewhat Disapprove	41% (101)	45% (110)	14% (33)	244
Trump Job Strongly Disapprove	36% (349)	48% (468)	17% (164)	981
Favorable of Trump	40% (347)	44% (388)	16% (140)	875
Unfavorable of Trump	36% (435)	47% (573)	17% (208)	1216

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**Table FWP5: And do you believe pumpkin spice products should be available year-round or as a seasonal product?**

Demographic	Should be available year-round	Should be a seasonal product	Don't know / No opinion	Total N
Adults	37% (813)	45% (995)	18% (393)	2200
Very Favorable of Trump	41% (225)	45% (245)	14% (74)	544
Somewhat Favorable of Trump	37% (122)	43% (143)	20% (65)	330
Somewhat Unfavorable of Trump	33% (65)	49% (96)	18% (34)	196
Very Unfavorable of Trump	36% (369)	47% (476)	17% (174)	1020
#1 Issue: Economy	39% (310)	43% (339)	18% (141)	790
#1 Issue: Security	35% (89)	45% (116)	20% (51)	257
#1 Issue: Health Care	31% (121)	53% (207)	16% (63)	391
#1 Issue: Medicare / Social Security	42% (125)	43% (130)	15% (46)	301
#1 Issue: Women's Issues	31% (37)	50% (60)	19% (22)	119
#1 Issue: Education	41% (51)	42% (51)	17% (21)	123
#1 Issue: Energy	37% (26)	51% (36)	12% (9)	71
#1 Issue: Other	35% (52)	38% (56)	27% (39)	147
2018 House Vote: Democrat	37% (298)	48% (385)	15% (122)	805
2018 House Vote: Republican	36% (231)	47% (299)	16% (104)	634
2018 House Vote: Someone else	44% (23)	44% (23)	12% (6)	53
2016 Vote: Hillary Clinton	36% (260)	48% (345)	16% (118)	723
2016 Vote: Donald Trump	37% (254)	47% (315)	16% (108)	676
2016 Vote: Other	37% (44)	42% (51)	21% (25)	120
2016 Vote: Didn't Vote	38% (255)	41% (278)	21% (141)	674
Voted in 2014: Yes	36% (466)	47% (605)	17% (213)	1284
Voted in 2014: No	38% (347)	43% (389)	20% (180)	916
2012 Vote: Barack Obama	38% (320)	47% (403)	15% (126)	849
2012 Vote: Mitt Romney	34% (170)	47% (233)	19% (93)	496
2012 Vote: Other	32% (23)	42% (30)	26% (19)	72
2012 Vote: Didn't Vote	38% (299)	42% (327)	20% (155)	782
4-Region: Northeast	38% (149)	42% (166)	20% (78)	394
4-Region: Midwest	36% (165)	47% (219)	17% (78)	462
4-Region: South	36% (299)	45% (373)	18% (152)	824
4-Region: West	38% (200)	45% (236)	16% (84)	520

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



## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	250	11%
	Millennials: 1981-1996	573	26%
	GenXers: 1965-1980	553	25%
	Baby Boomers: 1946-1964	727	33%
	N	2104	
xpid3	PID: Dem (no lean)	849	39%
	PID: Ind (no lean)	641	29%
	PID: Rep (no lean)	710	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	396	18%
	PID/Gender: Dem Women	452	21%
	PID/Gender: Ind Men	309	14%
	PID/Gender: Ind Women	332	15%
	PID/Gender: Rep Men	357	16%
	PID/Gender: Rep Women	354	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	625	28%
	Ideo: Moderate (4)	633	29%
	Ideo: Conservative (5-7)	724	33%
	N	1981	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1243	56%
	Income: 50k-100k	666	30%
	Income: 100k+	291	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1070	49%
	All Non-Christian	113	5%
	Atheist	106	5%
	Agnostic/Nothing in particular	554	25%
	Something Else	357	16%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	144	7%
xdemEvang	Evangelical	572	26%
	Non-Evangelical	809	37%
	N	1381	
xdemUsr	Community: Urban	608	28%
	Community: Suburban	1048	48%
	Community: Rural	545	25%
	N	2200	
xdemEmploy	Employ: Private Sector	635	29%
	Employ: Government	136	6%
	Employ: Self-Employed	184	8%
	Employ: Homemaker	124	6%
	Employ: Retired	535	24%
	Employ: Unemployed	329	15%
	Employ: Other	120	5%
	N	2062	
xdemMilHH1	Military HH: Yes	328	15%
	Military HH: No	1872	85%
	N	2200	
xnrl	RD/WT: Right Direction	665	30%
	RD/WT: Wrong Track	1535	70%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	881	40%
	Trump Job Disapprove	1225	56%
	N	2106	
Trump_Approve2	Trump Job Strongly Approve	508	23%
	Trump Job Somewhat Approve	373	17%
	Trump Job Somewhat Disapprove	244	11%
	Trump Job Strongly Disapprove	981	45%
	N	2106	
Trump_Fav	Favorable of Trump	875	40%
	Unfavorable of Trump	1216	55%
	N	2090	
Trump_Fav_FULL	Very Favorable of Trump	544	25%
	Somewhat Favorable of Trump	330	15%
	Somewhat Unfavorable of Trump	196	9%
	Very Unfavorable of Trump	1020	46%
	N	2090	
xnr3	#1 Issue: Economy	790	36%
	#1 Issue: Security	257	12%
	#1 Issue: Health Care	391	18%
	#1 Issue: Medicare / Social Security	301	14%
	#1 Issue: Women's Issues	119	5%
	#1 Issue: Education	123	6%
	#1 Issue: Energy	71	3%
	#1 Issue: Other	147	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	805	37%
	2018 House Vote: Republican	634	29%
	2018 House Vote: Someone else	53	2%
	N	1492	
xsubVote16O	2016 Vote: Hillary Clinton	723	33%
	2016 Vote: Donald Trump	676	31%
	2016 Vote: Other	120	5%
	2016 Vote: Didn't Vote	674	31%
	N	2193	
xsubVote14O	Voted in 2014: Yes	1284	58%
	Voted in 2014: No	916	42%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	849	39%
	2012 Vote: Mitt Romney	496	23%
	2012 Vote: Other	72	3%
	2012 Vote: Didn't Vote	782	36%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

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



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