MORNING CONSULT

National Tracking Poll #2012127
December 29-30, 2020

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCBR1: *Did you receive one or more present(s) this holiday season that you plan to return to the store it was purchased from?*

Demographic	Yes, definitely		Yes, maybe		No		Total N
Adults	8%	(178)	10%	(214)	82%	(1808)	2200
Gender: Male	8%	(85)	11%	(121)	81%	(856)	1062
Gender: Female	8%	(93)	8%	(94)	84%	(952)	1138
Age: 18-34	12%	(80)	15%	(97)	73%	(478)	655
Age: 35-44	10%	(37)	13%	(48)	76%	(273)	358
Age: 45-64	7%	(50)	7%	(51)	87%	(650)	751
Age: 65+	3%	(11)	4%	(19)	93%	(407)	436
GenZers: 1997-2012	10%	(20)	13%	(25)	77%	(152)	197
Millennials: 1981-1996	12%	(77)	16%	(106)	72%	(463)	647
GenXers: 1965-1980	11%	(56)	9%	(48)	80%	(413)	517
Baby Boomers: 1946-1964	3%	(22)	4%	(31)	93%	(699)	753
PID: Dem (no lean)	10%	(80)	12%	(103)	78%	(654)	837
PID: Ind (no lean)	5%	(35)	9%	(62)	85%	(567)	665
PID: Rep (no lean)	9%	(62)	7%	(49)	84%	(587)	698
PID/Gender: Dem Men	11%	(42)	15%	(57)	74%	(284)	383
PID/Gender: Dem Women	9%	(39)	10%	(46)	81%	(370)	454
PID/Gender: Ind Men	4%	(11)	10%	(32)	86%	(271)	315
PID/Gender: Ind Women	7%	(24)	9%	(30)	85%	(296)	350
PID/Gender: Rep Men	9%	(32)	9%	(31)	82%	(300)	364
PID/Gender: Rep Women	9%	(30)	5%	(18)	86%	(286)	334
Ideo: Liberal (1-3)	9%	(60)	11%	(76)	80%	(535)	670
Ideo: Moderate (4)	7%	(42)	10%	(60)	83%	(508)	611
Ideo: Conservative (5-7)	9%	(63)	8%	(57)	83%	(587)	707
Educ: < College	7%	(107)	9%	(135)	84%	(1270)	1512
Educ: Bachelors degree	9%	(39)	12%	(54)	79%	(351)	444
Educ: Post-grad	13%	(32)	11%	(26)	76%	(186)	244
Income: Under 50k	6%	(81)	7%	(90)	86%	(1097)	1268
Income: 50k-100k	10%	(63)	13%	(81)	78%	(501)	644
Income: 100k+	12%	(34)	15%	(43)	73%	(210)	287
Ethnicity: White	8%	(143)	8%	(140)	84%	(1438)	1722

Table MCBR1: *Did you receive one or more present(s) this holiday season that you plan to return to the store it was purchased from?*

Demographic	Yes, definitely		Yes, maybe		No		Total N
Adults	8%	(178)	10%	(214)	82%	(1808)	2200
Ethnicity: Hispanic	14%	(49)	18%	(63)	68%	(237)	349
Ethnicity: Black	8%	(21)	12%	(34)	80%	(220)	274
Ethnicity: Other	7%	(14)	20%	(41)	73%	(150)	204
All Christian	7%	(74)	10%	(98)	83%	(835)	1007
All Non-Christian	15%	(17)	20%	(22)	65%	(73)	112
Atheist	2%	(3)	15%	(17)	83%	(95)	114
Agnostic/Nothing in particular	8%	(49)	8%	(47)	84%	(493)	589
Something Else	9%	(35)	8%	(31)	82%	(312)	378
Religious Non-Protestant/Catholic	16%	(21)	17%	(22)	67%	(88)	131
Evangelical	8%	(48)	8%	(46)	83%	(470)	564
Non-Evangelical	7%	(54)	10%	(78)	83%	(647)	780
Community: Urban	10%	(59)	14%	(86)	77%	(471)	616
Community: Suburban	8%	(76)	9%	(92)	83%	(818)	985
Community: Rural	7%	(44)	6%	(37)	87%	(518)	599
Employ: Private Sector	11%	(73)	13%	(80)	76%	(485)	639
Employ: Government	19%	(20)	12%	(12)	69%	(70)	102
Employ: Self-Employed	15%	(30)	18%	(37)	67%	(140)	207
Employ: Homemaker	8%	(13)	5%	(9)	86%	(138)	160
Employ: Student	7%	(7)	11%	(10)	82%	(75)	91
Employ: Retired	3%	(16)	3%	(18)	93%	(469)	502
Employ: Unemployed	3%	(10)	10%	(34)	87%	(294)	338
Employ: Other	5%	(8)	10%	(15)	86%	(137)	161
Military HH: Yes	8%	(26)	9%	(30)	84%	(287)	343
Military HH: No	8%	(152)	10%	(184)	82%	(1521)	1857
RD/WT: Right Direction	13%	(81)	14%	(85)	73%	(445)	612
RD/WT: Wrong Track	6%	(97)	8%	(129)	86%	(1363)	1588
Trump Job Approve	10%	(94)	9%	(86)	81%	(755)	935
Trump Job Disapprove	7%	(78)	10%	(117)	83%	(979)	1174
Trump Job Strongly Approve	9%	(49)	9%	(51)	82%	(454)	554
Trump Job Somewhat Approve	12%	(45)	9%	(35)	79%	(302)	381
Trump Job Somewhat Disapprove	7%	(17)	16%	(39)	77%	(193)	249
Trump Job Strongly Disapprove	7%	(61)	8%	(78)	85%	(786)	926

Table MCBR1: *Did you receive one or more present(s) this holiday season that you plan to return to the store it was purchased from?*

Demographic	Yes, definitely		Yes, maybe		No		Total N
Adults	8%	(178)	10%	(214)	82%	(1808)	2200
Favorable of Trump	10%	(92)	9%	(79)	81%	(740)	911
Unfavorable of Trump	7%	(83)	11%	(132)	82%	(984)	1199
Very Favorable of Trump	10%	(54)	8%	(43)	82%	(451)	548
Somewhat Favorable of Trump	10%	(37)	10%	(37)	80%	(289)	363
Somewhat Unfavorable of Trump	7%	(14)	17%	(34)	77%	(157)	204
Very Unfavorable of Trump	7%	(69)	10%	(98)	83%	(828)	995
#1 Issue: Economy	8%	(72)	11%	(100)	81%	(712)	884
#1 Issue: Security	12%	(28)	8%	(19)	79%	(179)	225
#1 Issue: Health Care	7%	(26)	10%	(37)	84%	(321)	385
#1 Issue: Medicare / Social Security	4%	(11)	5%	(14)	90%	(237)	262
#1 Issue: Women's Issues	14%	(15)	9%	(9)	77%	(79)	103
#1 Issue: Education	13%	(17)	16%	(21)	71%	(90)	128
#1 Issue: Energy	6%	(4)	12%	(8)	83%	(54)	65
#1 Issue: Other	3%	(5)	5%	(7)	92%	(135)	147
2018 House Vote: Democrat	8%	(60)	10%	(76)	82%	(610)	746
2018 House Vote: Republican	8%	(45)	7%	(40)	85%	(472)	557
2018 House Vote: Someone else	11%	(6)	9%	(5)	79%	(44)	56
2016 Vote: Hillary Clinton	8%	(60)	10%	(74)	81%	(583)	716
2016 Vote: Donald Trump	8%	(51)	9%	(57)	84%	(547)	655
2016 Vote: Other	2%	(2)	7%	(6)	91%	(87)	96
2016 Vote: Didn't Vote	9%	(66)	11%	(78)	80%	(589)	733
Voted in 2014: Yes	7%	(87)	8%	(97)	85%	(1003)	1187
Voted in 2014: No	9%	(91)	12%	(117)	79%	(804)	1013
2012 Vote: Barack Obama	8%	(64)	9%	(71)	84%	(687)	822
2012 Vote: Mitt Romney	8%	(38)	7%	(33)	84%	(377)	447
2012 Vote: Other	9%	(7)	8%	(6)	83%	(63)	76
2012 Vote: Didn't Vote	8%	(69)	12%	(105)	80%	(678)	852
4-Region: Northeast	7%	(29)	10%	(41)	82%	(324)	394
4-Region: Midwest	6%	(28)	8%	(39)	85%	(395)	462
4-Region: South	10%	(84)	10%	(83)	80%	(657)	824
4-Region: West	7%	(37)	10%	(51)	83%	(431)	520

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

Table MCBR2_1NET: *How do you plan to make your return(s)? Please select all that apply.*

I plan to return my gift in-store

Demographic	Selected		Not Selected		Total N
Adults	74%	(290)	26%	(102)	392
Gender: Male	72%	(148)	28%	(59)	206
Gender: Female	76%	(142)	24%	(44)	186
Age: 18-34	77%	(137)	23%	(40)	177
Age: 35-44	60%	(51)	40%	(34)	85
Age: 45-64	76%	(77)	24%	(24)	101
Millennials: 1981-1996	72%	(132)	28%	(51)	183
GenXers: 1965-1980	76%	(79)	24%	(25)	104
Baby Boomers: 1946-1964	78%	(41)	22%	(12)	53
PID: Dem (no lean)	75%	(138)	25%	(45)	183
PID: Ind (no lean)	69%	(68)	31%	(30)	98
PID: Rep (no lean)	76%	(84)	24%	(27)	111
PID/Gender: Dem Men	75%	(74)	25%	(25)	99
PID/Gender: Dem Women	76%	(64)	24%	(20)	85
PID/Gender: Ind Women	73%	(39)	27%	(15)	54
PID/Gender: Rep Men	71%	(45)	29%	(18)	64
Ideo: Liberal (1-3)	72%	(98)	28%	(38)	136
Ideo: Moderate (4)	80%	(82)	20%	(20)	102
Ideo: Conservative (5-7)	72%	(86)	28%	(34)	120
Educ: < College	73%	(178)	27%	(64)	242
Educ: Bachelors degree	79%	(73)	21%	(19)	92
Educ: Post-grad	68%	(39)	32%	(19)	58
Income: Under 50k	71%	(122)	29%	(50)	172
Income: 50k-100k	76%	(109)	24%	(34)	144
Income: 100k+	76%	(59)	24%	(18)	77
Ethnicity: White	75%	(211)	25%	(72)	284
Ethnicity: Hispanic	70%	(78)	30%	(34)	112
Ethnicity: Black	67%	(37)	33%	(18)	54
Ethnicity: Other	77%	(42)	23%	(13)	54
All Christian	76%	(131)	24%	(41)	171
Agnostic/Nothing in particular	75%	(72)	25%	(24)	96
Something Else	79%	(53)	21%	(14)	67

Table MCBR2_1NET: *How do you plan to make your return(s)? Please select all that apply.*

I plan to return my gift in-store

Demographic	Selected		Not Selected		Total N
Adults	74%	(290)	26%	(102)	392
Evangelical	75%	(70)	25%	(24)	94
Non-Evangelical	77%	(102)	23%	(30)	132
Community: Urban	73%	(106)	27%	(39)	145
Community: Suburban	71%	(119)	29%	(48)	167
Community: Rural	81%	(65)	19%	(15)	80
Employ: Private Sector	72%	(111)	28%	(43)	154
Employ: Self-Employed	73%	(49)	27%	(18)	67
Military HH: Yes	71%	(40)	29%	(16)	56
Military HH: No	74%	(250)	26%	(86)	336
RD/WT: Right Direction	74%	(124)	26%	(43)	167
RD/WT: Wrong Track	74%	(166)	26%	(59)	226
Trump Job Approve	80%	(143)	20%	(37)	180
Trump Job Disapprove	70%	(136)	30%	(59)	195
Trump Job Strongly Approve	77%	(77)	23%	(24)	101
Trump Job Somewhat Approve	83%	(66)	17%	(13)	79
Trump Job Somewhat Disapprove	71%	(40)	29%	(16)	56
Trump Job Strongly Disapprove	69%	(97)	31%	(43)	139
Favorable of Trump	81%	(138)	19%	(33)	171
Unfavorable of Trump	68%	(146)	32%	(69)	215
Very Favorable of Trump	76%	(73)	24%	(24)	97
Somewhat Favorable of Trump	87%	(65)	13%	(9)	74
Very Unfavorable of Trump	69%	(115)	31%	(52)	167
#1 Issue: Economy	81%	(139)	19%	(33)	172
#1 Issue: Health Care	68%	(43)	32%	(20)	63
2018 House Vote: Democrat	71%	(96)	29%	(39)	136
2018 House Vote: Republican	75%	(64)	25%	(21)	85
2016 Vote: Hillary Clinton	72%	(96)	28%	(38)	133
2016 Vote: Donald Trump	78%	(84)	22%	(24)	107
2016 Vote: Didn't Vote	74%	(107)	26%	(37)	144
Voted in 2014: Yes	77%	(141)	23%	(42)	184
Voted in 2014: No	71%	(149)	29%	(60)	209

Table MCBR2_1NET: *How do you plan to make your return(s)? Please select all that apply.*

I plan to return my gift in-store

Demographic	Selected		Not Selected		Total N
Adults	74%	(290)	26%	(102)	392
2012 Vote: Barack Obama	76%	(103)	24%	(33)	136
2012 Vote: Mitt Romney	82%	(58)	18%	(13)	70
2012 Vote: Didn't Vote	68%	(119)	32%	(55)	173
4-Region: Northeast	65%	(45)	35%	(24)	70
4-Region: Midwest	86%	(58)	14%	(9)	67
4-Region: South	69%	(115)	31%	(52)	167
4-Region: West	81%	(72)	19%	(17)	89

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

Table MCBR2_2NET: *How do you plan to make your return(s)? Please select all that apply.*

I plan to return my gift by mail

Demographic	Selected		Not Selected		Total N
Adults	31%	(122)	69%	(270)	392
Gender: Male	36%	(73)	64%	(133)	206
Gender: Female	26%	(49)	74%	(137)	186
Age: 18-34	29%	(52)	71%	(125)	177
Age: 35-44	41%	(35)	59%	(50)	85
Age: 45-64	30%	(31)	70%	(70)	101
Millennials: 1981-1996	32%	(59)	68%	(124)	183
GenXers: 1965-1980	29%	(30)	71%	(73)	104
Baby Boomers: 1946-1964	26%	(14)	74%	(39)	53
PID: Dem (no lean)	29%	(53)	71%	(130)	183
PID: Ind (no lean)	35%	(34)	65%	(63)	98
PID: Rep (no lean)	31%	(35)	69%	(77)	111
PID/Gender: Dem Men	30%	(30)	70%	(69)	99
PID/Gender: Dem Women	27%	(23)	73%	(62)	85
PID/Gender: Ind Women	30%	(16)	70%	(38)	54
PID/Gender: Rep Men	39%	(25)	61%	(39)	64
Ideo: Liberal (1-3)	30%	(41)	70%	(95)	136
Ideo: Moderate (4)	25%	(26)	75%	(76)	102
Ideo: Conservative (5-7)	34%	(41)	66%	(79)	120
Educ: < College	30%	(74)	70%	(168)	242
Educ: Bachelors degree	27%	(25)	73%	(67)	92
Educ: Post-grad	40%	(23)	60%	(35)	58
Income: Under 50k	33%	(57)	67%	(114)	172
Income: 50k-100k	27%	(39)	73%	(104)	144
Income: 100k+	33%	(26)	67%	(51)	77
Ethnicity: White	30%	(84)	70%	(200)	284
Ethnicity: Hispanic	37%	(41)	63%	(71)	112
Ethnicity: Black	45%	(24)	55%	(30)	54
Ethnicity: Other	26%	(14)	74%	(40)	54
All Christian	30%	(51)	70%	(120)	171
Agnostic/Nothing in particular	30%	(29)	70%	(67)	96
Something Else	26%	(17)	74%	(49)	67

Table MCBR2_2NET: *How do you plan to make your return(s)? Please select all that apply.*

I plan to return my gift by mail

Demographic	Selected		Not Selected		Total N
Adults	31%	(122)	69%	(270)	392
Evangelical	33%	(31)	67%	(63)	94
Non-Evangelical	28%	(36)	72%	(96)	132
Community: Urban	33%	(47)	67%	(97)	145
Community: Suburban	32%	(53)	68%	(114)	167
Community: Rural	27%	(22)	73%	(58)	80
Employ: Private Sector	33%	(50)	67%	(104)	154
Employ: Self-Employed	33%	(22)	67%	(45)	67
Military HH: Yes	31%	(17)	69%	(39)	56
Military HH: No	31%	(105)	69%	(231)	336
RD/WT: Right Direction	31%	(52)	69%	(114)	167
RD/WT: Wrong Track	31%	(70)	69%	(156)	226
Trump Job Approve	24%	(43)	76%	(137)	180
Trump Job Disapprove	36%	(70)	64%	(126)	195
Trump Job Strongly Approve	27%	(28)	73%	(73)	101
Trump Job Somewhat Approve	19%	(15)	81%	(64)	79
Trump Job Somewhat Disapprove	40%	(22)	60%	(34)	56
Trump Job Strongly Disapprove	34%	(47)	66%	(92)	139
Favorable of Trump	24%	(40)	76%	(130)	171
Unfavorable of Trump	37%	(79)	63%	(136)	215
Very Favorable of Trump	31%	(30)	69%	(67)	97
Somewhat Favorable of Trump	14%	(11)	86%	(63)	74
Very Unfavorable of Trump	34%	(57)	66%	(110)	167
#1 Issue: Economy	26%	(44)	74%	(128)	172
#1 Issue: Health Care	36%	(23)	64%	(40)	63
2018 House Vote: Democrat	33%	(45)	67%	(90)	136
2018 House Vote: Republican	31%	(27)	69%	(58)	85
2016 Vote: Hillary Clinton	32%	(43)	68%	(90)	133
2016 Vote: Donald Trump	29%	(31)	71%	(76)	107
2016 Vote: Didn't Vote	30%	(44)	70%	(100)	144
Voted in 2014: Yes	28%	(51)	72%	(133)	184
Voted in 2014: No	34%	(71)	66%	(137)	209

Table MCBR2_2NET: *How do you plan to make your return(s)? Please select all that apply.*

I plan to return my gift by mail

Demographic	Selected		Not Selected		Total N
Adults	31%	(122)	69%	(270)	392
2012 Vote: Barack Obama	25%	(34)	75%	(101)	136
2012 Vote: Mitt Romney	26%	(18)	74%	(52)	70
2012 Vote: Didn't Vote	38%	(66)	62%	(107)	173
4-Region: Northeast	40%	(28)	60%	(42)	70
4-Region: Midwest	18%	(12)	82%	(55)	67
4-Region: South	35%	(59)	65%	(108)	167
4-Region: West	27%	(24)	73%	(65)	89

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

Table MCBR3: *Many people choose to return gifts that they don't need, don't fit or are not what they wanted. Do you typically return holiday presents?*

Demographic	Yes, often		Yes, sometimes		No, rarely		No, never		Total N
Adults	3%	(66)	20%	(438)	44%	(974)	33%	(722)	2200
Gender: Male	4%	(45)	20%	(213)	42%	(451)	33%	(353)	1062
Gender: Female	2%	(21)	20%	(224)	46%	(523)	32%	(369)	1138
Age: 18-34	3%	(21)	25%	(162)	37%	(240)	35%	(232)	655
Age: 35-44	4%	(15)	26%	(93)	41%	(147)	29%	(103)	358
Age: 45-64	3%	(24)	18%	(133)	48%	(360)	31%	(234)	751
Age: 65+	1%	(6)	11%	(50)	52%	(226)	35%	(154)	436
GenZers: 1997-2012	2%	(4)	12%	(24)	39%	(77)	47%	(92)	197
Millennials: 1981-1996	3%	(20)	29%	(190)	38%	(245)	30%	(192)	647
GenXers: 1965-1980	5%	(27)	22%	(113)	43%	(221)	30%	(156)	517
Baby Boomers: 1946-1964	2%	(14)	14%	(102)	52%	(389)	33%	(247)	753
PID: Dem (no lean)	4%	(34)	21%	(175)	42%	(354)	33%	(275)	837
PID: Ind (no lean)	1%	(9)	20%	(130)	43%	(285)	36%	(241)	665
PID: Rep (no lean)	3%	(23)	19%	(133)	48%	(335)	30%	(207)	698
PID/Gender: Dem Men	6%	(22)	23%	(87)	40%	(152)	32%	(122)	383
PID/Gender: Dem Women	3%	(12)	19%	(88)	44%	(202)	34%	(152)	454
PID/Gender: Ind Men	2%	(6)	16%	(51)	43%	(136)	39%	(121)	315
PID/Gender: Ind Women	1%	(3)	23%	(79)	43%	(149)	34%	(119)	350
PID/Gender: Rep Men	4%	(16)	21%	(76)	45%	(163)	30%	(109)	364
PID/Gender: Rep Women	2%	(7)	17%	(57)	51%	(172)	29%	(98)	334
Ideo: Liberal (1-3)	4%	(24)	20%	(133)	42%	(285)	34%	(228)	670
Ideo: Moderate (4)	2%	(11)	23%	(138)	42%	(259)	33%	(203)	611
Ideo: Conservative (5-7)	4%	(28)	19%	(134)	48%	(342)	29%	(203)	707
Educ: < College	2%	(32)	17%	(264)	42%	(642)	38%	(574)	1512
Educ: Bachelors degree	4%	(18)	25%	(112)	49%	(218)	22%	(97)	444
Educ: Post-grad	7%	(16)	25%	(62)	47%	(115)	21%	(51)	244
Income: Under 50k	2%	(21)	16%	(205)	43%	(547)	39%	(495)	1268
Income: 50k-100k	5%	(29)	24%	(152)	45%	(292)	27%	(171)	644
Income: 100k+	5%	(16)	28%	(81)	47%	(135)	19%	(55)	287
Ethnicity: White	3%	(50)	19%	(330)	48%	(821)	30%	(520)	1722
Ethnicity: Hispanic	3%	(11)	29%	(103)	34%	(118)	34%	(118)	349
Ethnicity: Black	4%	(10)	19%	(51)	28%	(78)	49%	(135)	274
Ethnicity: Other	3%	(5)	28%	(56)	37%	(75)	33%	(67)	204

Table MCBR3: *Many people choose to return gifts that they don't need, don't fit or are not what they wanted. Do you typically return holiday presents?*

Demographic	Yes, often		Yes, sometimes		No, rarely		No, never		Total N
Adults	3%	(66)	20%	(438)	44%	(974)	33%	(722)	2200
All Christian	2%	(20)	20%	(200)	47%	(476)	31%	(310)	1007
All Non-Christian	11%	(13)	29%	(32)	39%	(43)	21%	(24)	112
Atheist	2%	(2)	19%	(22)	31%	(35)	49%	(55)	114
Agnostic/Nothing in particular	4%	(21)	19%	(111)	45%	(267)	32%	(191)	589
Something Else	3%	(10)	19%	(73)	41%	(153)	37%	(142)	378
Religious Non-Protestant/Catholic	10%	(13)	28%	(36)	40%	(53)	22%	(29)	131
Evangelical	3%	(17)	20%	(111)	42%	(239)	35%	(197)	564
Non-Evangelical	2%	(12)	20%	(153)	48%	(371)	31%	(244)	780
Community: Urban	5%	(32)	19%	(115)	41%	(253)	35%	(216)	616
Community: Suburban	2%	(21)	22%	(220)	45%	(442)	31%	(302)	985
Community: Rural	2%	(13)	17%	(103)	47%	(279)	34%	(204)	599
Employ: Private Sector	5%	(33)	28%	(178)	44%	(278)	23%	(150)	639
Employ: Government	11%	(11)	30%	(30)	38%	(38)	22%	(23)	102
Employ: Self-Employed	3%	(5)	26%	(53)	43%	(90)	28%	(59)	207
Employ: Homemaker	2%	(2)	18%	(29)	39%	(62)	41%	(66)	160
Employ: Student	1%	(1)	17%	(15)	43%	(39)	39%	(36)	91
Employ: Retired	1%	(5)	11%	(54)	51%	(258)	37%	(186)	502
Employ: Unemployed	2%	(7)	16%	(53)	41%	(137)	42%	(141)	338
Employ: Other	1%	(2)	16%	(25)	45%	(72)	39%	(62)	161
Military HH: Yes	3%	(11)	15%	(50)	48%	(165)	34%	(116)	343
Military HH: No	3%	(55)	21%	(388)	44%	(809)	33%	(606)	1857
RD/WT: Right Direction	5%	(31)	24%	(146)	39%	(241)	32%	(194)	612
RD/WT: Wrong Track	2%	(35)	18%	(292)	46%	(733)	33%	(528)	1588
Trump Job Approve	4%	(34)	21%	(196)	45%	(424)	30%	(282)	935
Trump Job Disapprove	3%	(31)	19%	(228)	44%	(523)	34%	(394)	1174
Trump Job Strongly Approve	5%	(25)	19%	(104)	45%	(251)	31%	(174)	554
Trump Job Somewhat Approve	2%	(9)	24%	(91)	45%	(173)	28%	(108)	381
Trump Job Somewhat Disapprove	2%	(6)	20%	(50)	49%	(121)	29%	(72)	249
Trump Job Strongly Disapprove	3%	(25)	19%	(178)	43%	(402)	35%	(321)	926
Favorable of Trump	3%	(31)	21%	(194)	46%	(416)	30%	(269)	911
Unfavorable of Trump	3%	(32)	19%	(228)	45%	(537)	34%	(402)	1199

Table MCBR3: *Many people choose to return gifts that they don't need, don't fit or are not what they wanted. Do you typically return holiday presents?*

Demographic	Yes, often		Yes, sometimes		No, rarely		No, never		Total N
Adults	3%	(66)	20%	(438)	44%	(974)	33%	(722)	2200
Very Favorable of Trump	4%	(21)	18%	(100)	44%	(243)	33%	(183)	548
Somewhat Favorable of Trump	3%	(11)	26%	(94)	48%	(173)	24%	(86)	363
Somewhat Unfavorable of Trump	4%	(8)	17%	(35)	51%	(104)	28%	(57)	204
Very Unfavorable of Trump	2%	(24)	19%	(193)	43%	(433)	35%	(345)	995
#1 Issue: Economy	3%	(29)	22%	(196)	45%	(396)	30%	(263)	884
#1 Issue: Security	2%	(4)	22%	(50)	44%	(99)	32%	(73)	225
#1 Issue: Health Care	3%	(12)	21%	(79)	46%	(177)	30%	(116)	385
#1 Issue: Medicare / Social Security	3%	(7)	14%	(36)	50%	(131)	33%	(88)	262
#1 Issue: Women's Issues	1%	(1)	23%	(24)	40%	(41)	36%	(37)	103
#1 Issue: Education	7%	(9)	13%	(17)	35%	(45)	45%	(57)	128
#1 Issue: Energy	2%	(1)	24%	(15)	44%	(29)	30%	(19)	65
#1 Issue: Other	2%	(3)	14%	(20)	38%	(56)	46%	(68)	147
2018 House Vote: Democrat	3%	(23)	23%	(173)	42%	(314)	32%	(235)	746
2018 House Vote: Republican	2%	(14)	18%	(101)	52%	(290)	27%	(152)	557
2018 House Vote: Someone else	3%	(2)	14%	(8)	56%	(31)	26%	(15)	56
2016 Vote: Hillary Clinton	4%	(28)	23%	(165)	41%	(296)	32%	(227)	716
2016 Vote: Donald Trump	3%	(18)	20%	(132)	51%	(335)	26%	(169)	655
2016 Vote: Other	—	(0)	14%	(13)	55%	(52)	32%	(30)	96
2016 Vote: Didn't Vote	3%	(19)	17%	(128)	40%	(291)	40%	(294)	733
Voted in 2014: Yes	3%	(39)	21%	(250)	46%	(549)	29%	(349)	1187
Voted in 2014: No	3%	(27)	19%	(188)	42%	(425)	37%	(373)	1013
2012 Vote: Barack Obama	3%	(28)	20%	(167)	45%	(374)	31%	(254)	822
2012 Vote: Mitt Romney	3%	(12)	21%	(92)	52%	(232)	25%	(111)	447
2012 Vote: Other	5%	(3)	15%	(12)	50%	(38)	30%	(23)	76
2012 Vote: Didn't Vote	3%	(23)	20%	(167)	39%	(330)	39%	(332)	852
4-Region: Northeast	3%	(14)	20%	(80)	43%	(171)	33%	(129)	394
4-Region: Midwest	2%	(10)	19%	(87)	51%	(237)	28%	(128)	462
4-Region: South	3%	(24)	20%	(167)	43%	(355)	34%	(278)	824
4-Region: West	4%	(18)	20%	(104)	41%	(211)	36%	(187)	520

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	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	197	9%
	Millennials: 1981-1996	647	29%
	GenXers: 1965-1980	517	24%
	Baby Boomers: 1946-1964	753	34%
	N	2113	
xpid3	PID: Dem (no lean)	837	38%
	PID: Ind (no lean)	665	30%
	PID: Rep (no lean)	698	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	383	17%
	PID/Gender: Dem Women	454	21%
	PID/Gender: Ind Men	315	14%
	PID/Gender: Ind Women	350	16%
	PID/Gender: Rep Men	364	17%
	PID/Gender: Rep Women	334	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	670	30%
	Ideo: Moderate (4)	611	28%
	Ideo: Conservative (5-7)	707	32%
	N	1988	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1268	58%
	Income: 50k-100k	644	29%
	Income: 100k+	287	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	1007	46%
	All Non-Christian	112	5%
	Atheist	114	5%
	Agnostic/Nothing in particular	589	27%
	Something Else	378	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	131	6%
xdemEvang	Evangelical	564	26%
	Non-Evangelical	780	35%
	N	1344	
xdemUsr	Community: Urban	616	28%
	Community: Suburban	985	45%
	Community: Rural	599	27%
	N	2200	
xdemEmploy	Employ: Private Sector	639	29%
	Employ: Government	102	5%
	Employ: Self-Employed	207	9%
	Employ: Homemaker	160	7%
	Employ: Student	91	4%
	Employ: Retired	502	23%
	Employ: Unemployed	338	15%
	Employ: Other	161	7%
	N	2200	
xdemMilHH1	Military HH: Yes	343	16%
	Military HH: No	1857	84%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	612	28%
	RD/WT: Wrong Track	1588	72%
	N	2200	
Trump_Approve	Trump Job Approve	935	43%
	Trump Job Disapprove	1174	53%
	N	2110	
Trump_Approve2	Trump Job Strongly Approve	554	25%
	Trump Job Somewhat Approve	381	17%
	Trump Job Somewhat Disapprove	249	11%
	Trump Job Strongly Disapprove	926	42%
	N	2110	
Trump_Fav	Favorable of Trump	911	41%
	Unfavorable of Trump	1199	55%
	N	2110	
Trump_Fav_FULL	Very Favorable of Trump	548	25%
	Somewhat Favorable of Trump	363	16%
	Somewhat Unfavorable of Trump	204	9%
	Very Unfavorable of Trump	995	45%
	N	2110	
xnr3	#1 Issue: Economy	884	40%
	#1 Issue: Security	225	10%
	#1 Issue: Health Care	385	17%
	#1 Issue: Medicare / Social Security	262	12%
	#1 Issue: Women's Issues	103	5%
	#1 Issue: Education	128	6%
	#1 Issue: Energy	65	3%
	#1 Issue: Other	147	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	746	34%
	2018 House Vote: Republican	557	25%
	2018 House Vote: Someone else	56	3%
	N	1358	
xsubVote16O	2016 Vote: Hillary Clinton	716	33%
	2016 Vote: Donald Trump	655	30%
	2016 Vote: Other	96	4%
	2016 Vote: Didn't Vote	733	33%
	N	2198	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1187	54%
	Voted in 2014: No	1013	46%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	822	37%
	2012 Vote: Mitt Romney	447	20%
	2012 Vote: Other	76	3%
	2012 Vote: Didn't Vote	852	39%
	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.