



National Tracking Poll #2108063
August 12-16, 2021

Crosstabulation Results

Methodology:

This poll was conducted between August 12-August 16, 2021 among a 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.

Table Index

1	Table MCBR4_1: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Early August</i>	4
2	Table MCBR4_2: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Mid-August</i>	8
3	Table MCBR4_3: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Late August</i>	12
4	Table MCBR4_4: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Early September</i>	16
5	Table MCBR4_5: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Mid-September</i>	20
6	Table MCBR4_6: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Late September</i>	24
7	Table MCBR4_7: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Early October</i>	28
8	Table MCBR4_8: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Mid-October</i>	32
9	Table MCBR4_9: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Late October</i>	36
10	Table MCBR4_10: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Early November</i>	40
11	Table MCBR4_11: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Mid-November</i>	44
12	Table MCBR4_12: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Late November</i>	48
13	Table MCBR4_13: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Early December</i>	52
14	Table MCBR4_14: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Mid-December</i>	56
15	Table MCBR4_15: <i>Are the following time periods too early, too late or just right for brands and companies to start selling pumpkin spice products? Late-December</i>	60
16	Table MCBR5: <i>And do you believe pumpkin spice products should be available year-round or as a seasonal product?</i>	64
17	Table MCBR6_1: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Hot coffee products</i>	67

18	Table MCBR6_2: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Cold coffee products</i>	70
19	Table MCBR6_3: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Coffee creamer</i>	73
20	Table MCBR6_4: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Baked goods</i>	76
21	Table MCBR6_5: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Savory foods</i>	79
22	Table MCBR6_6: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Candy</i>	82
23	Table MCBR6_7: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Cereal</i>	85
24	Table MCBR6_8: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Ice cream or ice cream product</i>	88
25	Table MCBR6_9: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Beer</i>	91
26	Table MCBR6_10: <i>To what extent do you enjoy the following products when they are pumpkin spice flavored? Liqueur or spirit</i>	94
27	Summary Statistics of Survey Respondent Demographics	97

Crosstabulation Results by Respondent Demographics

Table MCBR4_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	67%	(1467)	19%	(409)	3%	(64)	12%	(259)	2200
Gender: Male	60%	(640)	20%	(216)	4%	(42)	15%	(164)	1062
Gender: Female	73%	(827)	17%	(194)	2%	(22)	8%	(95)	1138
Age: 18-34	59%	(384)	26%	(170)	5%	(32)	10%	(69)	655
Age: 35-44	59%	(212)	21%	(74)	7%	(23)	13%	(48)	358
Age: 45-64	72%	(537)	15%	(110)	1%	(9)	13%	(95)	751
Age: 65+	76%	(333)	13%	(56)	—	(0)	11%	(47)	436
GenZers: 1997-2012	59%	(145)	28%	(69)	3%	(6)	10%	(24)	243
Millennials: 1981-1996	58%	(381)	24%	(157)	6%	(39)	11%	(74)	651
GenXers: 1965-1980	67%	(358)	15%	(82)	3%	(16)	14%	(76)	531
Baby Boomers: 1946-1964	76%	(517)	13%	(92)	—	(3)	10%	(67)	679
PID: Dem (no lean)	65%	(623)	21%	(204)	4%	(38)	10%	(96)	961
PID: Ind (no lean)	65%	(404)	18%	(110)	2%	(12)	15%	(96)	622
PID: Rep (no lean)	71%	(440)	15%	(95)	2%	(14)	11%	(68)	617
PID/Gender: Dem Men	58%	(263)	25%	(113)	5%	(23)	12%	(56)	456
PID/Gender: Dem Women	71%	(360)	18%	(91)	3%	(16)	8%	(39)	506
PID/Gender: Ind Men	58%	(172)	18%	(53)	2%	(7)	22%	(64)	296
PID/Gender: Ind Women	71%	(233)	17%	(57)	1%	(5)	10%	(32)	326
PID/Gender: Rep Men	66%	(205)	16%	(50)	4%	(12)	14%	(43)	310
PID/Gender: Rep Women	77%	(235)	15%	(46)	1%	(2)	8%	(25)	306
Ideo: Liberal (1-3)	66%	(473)	21%	(151)	4%	(26)	9%	(66)	716
Ideo: Moderate (4)	64%	(402)	20%	(128)	2%	(15)	13%	(82)	626
Ideo: Conservative (5-7)	72%	(496)	15%	(103)	2%	(16)	10%	(72)	687
Educ: < College	66%	(999)	19%	(290)	3%	(43)	12%	(181)	1512
Educ: Bachelors degree	66%	(292)	20%	(89)	4%	(17)	10%	(46)	444
Educ: Post-grad	73%	(177)	13%	(31)	2%	(5)	13%	(31)	244

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Table MCBR4_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	67%	(1467)	19%	(409)	3%	(64)	12%	(259)	2200
Income: Under 50k	65%	(791)	19%	(234)	2%	(27)	14%	(166)	1219
Income: 50k-100k	70%	(472)	17%	(113)	3%	(22)	10%	(68)	674
Income: 100k+	66%	(204)	20%	(63)	5%	(15)	8%	(25)	307
Ethnicity: White	69%	(1193)	18%	(302)	2%	(37)	11%	(190)	1722
Ethnicity: Hispanic	63%	(219)	20%	(70)	7%	(25)	10%	(35)	349
Ethnicity: Black	56%	(153)	25%	(69)	4%	(12)	15%	(41)	274
Ethnicity: Other	60%	(121)	19%	(39)	8%	(16)	14%	(28)	204
All Christian	69%	(693)	17%	(174)	4%	(37)	10%	(97)	1001
All Non-Christian	63%	(70)	19%	(21)	3%	(3)	15%	(17)	111
Atheist	69%	(89)	20%	(25)	1%	(2)	10%	(13)	129
Agnostic/Nothing in particular	61%	(368)	21%	(124)	2%	(15)	16%	(95)	601
Something Else	69%	(247)	18%	(66)	2%	(7)	10%	(37)	358
Religious Non-Protestant/Catholic	61%	(80)	21%	(28)	3%	(3)	15%	(20)	131
Evangelical	68%	(384)	20%	(113)	3%	(17)	9%	(54)	567
Non-Evangelical	71%	(534)	15%	(113)	3%	(26)	10%	(75)	748
Community: Urban	62%	(410)	21%	(136)	6%	(39)	11%	(75)	660
Community: Suburban	71%	(700)	16%	(160)	2%	(18)	11%	(112)	990
Community: Rural	65%	(357)	21%	(114)	1%	(7)	13%	(72)	549
Employ: Private Sector	63%	(452)	22%	(155)	4%	(31)	11%	(77)	715
Employ: Government	71%	(98)	14%	(19)	11%	(15)	4%	(6)	138
Employ: Self-Employed	64%	(116)	22%	(40)	3%	(6)	11%	(21)	182
Employ: Homemaker	65%	(111)	22%	(37)	3%	(5)	10%	(16)	170
Employ: Student	56%	(42)	32%	(24)	2%	(2)	9%	(7)	75
Employ: Retired	74%	(357)	14%	(68)	—	(0)	12%	(59)	483
Employ: Unemployed	65%	(199)	17%	(53)	—	(2)	17%	(53)	307
Employ: Other	71%	(92)	10%	(13)	3%	(4)	16%	(21)	129
Military HH: Yes	65%	(221)	19%	(65)	4%	(14)	11%	(37)	337
Military HH: No	67%	(1247)	18%	(344)	3%	(50)	12%	(222)	1863
RD/WT: Right Direction	64%	(628)	21%	(210)	4%	(38)	11%	(104)	981
RD/WT: Wrong Track	69%	(839)	16%	(199)	2%	(26)	13%	(155)	1219

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Table MCBR4_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	67%	(1467)	19%	(409)	3%	(64)	12%	(259)	2200
Biden Job Approve	64%	(785)	21%	(259)	4%	(49)	11%	(132)	1226
Biden Job Disapprove	72%	(631)	15%	(130)	2%	(13)	11%	(98)	872
Biden Job Strongly Approve	62%	(407)	21%	(137)	5%	(31)	12%	(81)	656
Biden Job Somewhat Approve	66%	(379)	21%	(122)	3%	(18)	9%	(51)	570
Biden Job Somewhat Disapprove	69%	(172)	18%	(45)	2%	(6)	11%	(27)	249
Biden Job Strongly Disapprove	74%	(459)	14%	(85)	1%	(8)	11%	(71)	623
Favorable of Biden	64%	(797)	21%	(261)	4%	(50)	10%	(128)	1237
Unfavorable of Biden	73%	(634)	15%	(130)	2%	(13)	11%	(95)	872
Very Favorable of Biden	63%	(421)	20%	(136)	5%	(36)	11%	(76)	669
Somewhat Favorable of Biden	66%	(376)	22%	(126)	2%	(14)	9%	(52)	568
Somewhat Unfavorable of Biden	71%	(151)	17%	(37)	2%	(5)	9%	(20)	213
Very Unfavorable of Biden	73%	(482)	14%	(93)	1%	(8)	11%	(76)	659
#1 Issue: Economy	65%	(511)	20%	(159)	3%	(23)	11%	(88)	782
#1 Issue: Security	69%	(207)	16%	(47)	2%	(6)	13%	(39)	299
#1 Issue: Health Care	65%	(212)	20%	(65)	2%	(8)	13%	(43)	329
#1 Issue: Medicare / Social Security	75%	(202)	13%	(36)	—	(0)	12%	(32)	270
#1 Issue: Women's Issues	60%	(76)	28%	(36)	5%	(6)	7%	(9)	128
#1 Issue: Education	61%	(72)	21%	(25)	6%	(7)	12%	(15)	119
#1 Issue: Energy	65%	(89)	12%	(16)	10%	(13)	13%	(18)	136
#1 Issue: Other	71%	(97)	18%	(25)	—	(0)	11%	(15)	138
2020 Vote: Joe Biden	64%	(685)	21%	(227)	3%	(33)	11%	(119)	1065
2020 Vote: Donald Trump	72%	(491)	15%	(103)	2%	(16)	10%	(69)	679
2020 Vote: Other	66%	(35)	15%	(8)	4%	(2)	15%	(8)	53
2020 Vote: Didn't Vote	63%	(254)	18%	(72)	3%	(13)	15%	(62)	401
2018 House Vote: Democrat	67%	(556)	20%	(168)	3%	(28)	9%	(77)	829
2018 House Vote: Republican	72%	(396)	16%	(86)	3%	(17)	10%	(54)	553
2016 Vote: Hillary Clinton	65%	(510)	21%	(162)	4%	(30)	10%	(82)	783
2016 Vote: Donald Trump	73%	(458)	15%	(92)	2%	(14)	10%	(64)	628
2016 Vote: Other	71%	(59)	13%	(11)	2%	(1)	15%	(12)	83
2016 Vote: Didn't Vote	62%	(437)	20%	(143)	3%	(19)	14%	(100)	700

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Table MCBR4_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	67%	(1467)	19%	(409)	3%	(64)	12%	(259)	2200
Voted in 2014: Yes	69%	(874)	19%	(236)	3%	(34)	10%	(126)	1270
Voted in 2014: No	64%	(593)	19%	(174)	3%	(31)	14%	(133)	930
4-Region: Northeast	72%	(285)	14%	(55)	3%	(12)	11%	(42)	394
4-Region: Midwest	67%	(311)	21%	(96)	1%	(7)	10%	(48)	462
4-Region: South	63%	(523)	21%	(176)	3%	(24)	12%	(102)	824
4-Region: West	67%	(349)	16%	(83)	4%	(22)	13%	(67)	520
Pumpkin Spice Just Right in August	—	(0)	100%	(353)	—	(0)	—	(0)	353

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

Table MCBR4_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	65%	(1428)	21%	(451)	3%	(58)	12%	(263)	2200
Gender: Male	58%	(618)	22%	(229)	4%	(46)	16%	(169)	1062
Gender: Female	71%	(810)	20%	(222)	1%	(12)	8%	(94)	1138
Age: 18-34	57%	(375)	27%	(177)	4%	(28)	11%	(75)	655
Age: 35-44	55%	(197)	26%	(93)	7%	(23)	12%	(43)	358
Age: 45-64	70%	(524)	16%	(124)	1%	(6)	13%	(98)	751
Age: 65+	76%	(332)	13%	(57)	—	(0)	11%	(47)	436
GenZers: 1997-2012	61%	(149)	25%	(60)	3%	(7)	11%	(26)	243
Millennials: 1981-1996	55%	(357)	28%	(184)	5%	(35)	12%	(75)	651
GenXers: 1965-1980	64%	(342)	18%	(97)	3%	(16)	14%	(76)	531
Baby Boomers: 1946-1964	75%	(512)	14%	(98)	—	(0)	10%	(68)	679
PID: Dem (no lean)	63%	(604)	24%	(231)	3%	(32)	10%	(94)	961
PID: Ind (no lean)	64%	(396)	19%	(118)	2%	(9)	16%	(98)	622
PID: Rep (no lean)	69%	(427)	17%	(102)	3%	(16)	12%	(71)	617
PID/Gender: Dem Men	55%	(251)	27%	(123)	5%	(24)	13%	(57)	456
PID/Gender: Dem Women	70%	(353)	21%	(108)	2%	(8)	7%	(37)	506
PID/Gender: Ind Men	57%	(169)	18%	(53)	3%	(8)	22%	(67)	296
PID/Gender: Ind Women	70%	(227)	20%	(65)	1%	(2)	10%	(32)	326
PID/Gender: Rep Men	64%	(198)	17%	(53)	4%	(14)	15%	(45)	310
PID/Gender: Rep Women	75%	(230)	16%	(49)	1%	(2)	8%	(26)	306
Ideo: Liberal (1-3)	65%	(463)	24%	(170)	3%	(21)	9%	(62)	716
Ideo: Moderate (4)	63%	(396)	22%	(135)	2%	(14)	13%	(81)	626
Ideo: Conservative (5-7)	70%	(478)	17%	(116)	2%	(15)	11%	(79)	687
Educ: < College	66%	(991)	20%	(302)	2%	(33)	12%	(185)	1512
Educ: Bachelors degree	62%	(277)	24%	(105)	4%	(18)	10%	(44)	444
Educ: Post-grad	65%	(160)	18%	(44)	3%	(7)	14%	(34)	244
Income: Under 50k	64%	(776)	21%	(252)	2%	(25)	14%	(166)	1219
Income: 50k-100k	69%	(466)	18%	(121)	3%	(17)	10%	(70)	674
Income: 100k+	61%	(186)	25%	(78)	5%	(16)	9%	(27)	307
Ethnicity: White	67%	(1154)	20%	(340)	2%	(31)	11%	(196)	1722
Ethnicity: Hispanic	61%	(214)	22%	(78)	7%	(25)	9%	(33)	349

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Table MCBR4_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	65%	(1428)	21%	(451)	3%	(58)	12%	(263)	2200
Ethnicity: Black	56%	(154)	23%	(63)	7%	(18)	14%	(39)	274
Ethnicity: Other	59%	(120)	23%	(48)	4%	(9)	14%	(28)	204
All Christian	66%	(657)	21%	(214)	3%	(28)	10%	(102)	1001
All Non-Christian	60%	(66)	19%	(21)	4%	(5)	17%	(19)	111
Atheist	68%	(88)	20%	(26)	2%	(2)	10%	(13)	129
Agnostic/Nothing in particular	62%	(375)	20%	(119)	3%	(16)	15%	(91)	601
Something Else	68%	(242)	20%	(71)	2%	(6)	11%	(39)	358
Religious Non-Protestant/Catholic	58%	(76)	22%	(29)	4%	(5)	17%	(22)	131
Evangelical	65%	(369)	22%	(124)	3%	(16)	10%	(58)	567
Non-Evangelical	68%	(511)	19%	(143)	2%	(17)	10%	(77)	748
Community: Urban	59%	(393)	23%	(153)	5%	(32)	12%	(82)	660
Community: Suburban	69%	(682)	18%	(180)	2%	(18)	11%	(110)	990
Community: Rural	64%	(353)	21%	(117)	1%	(7)	13%	(72)	549
Employ: Private Sector	60%	(432)	24%	(174)	4%	(29)	11%	(80)	715
Employ: Government	63%	(87)	23%	(31)	10%	(14)	4%	(6)	138
Employ: Self-Employed	58%	(106)	25%	(46)	3%	(6)	13%	(24)	182
Employ: Homemaker	63%	(107)	23%	(39)	4%	(6)	10%	(17)	170
Employ: Student	58%	(44)	32%	(24)	2%	(2)	8%	(6)	75
Employ: Retired	74%	(358)	14%	(67)	—	(0)	12%	(58)	483
Employ: Unemployed	66%	(203)	18%	(54)	—	(0)	16%	(50)	307
Employ: Other	70%	(90)	12%	(16)	1%	(1)	17%	(22)	129
Military HH: Yes	62%	(208)	24%	(82)	3%	(11)	11%	(38)	337
Military HH: No	66%	(1220)	20%	(369)	3%	(47)	12%	(226)	1863
RD/WT: Right Direction	61%	(603)	24%	(239)	4%	(36)	10%	(102)	981
RD/WT: Wrong Track	68%	(825)	17%	(212)	2%	(22)	13%	(161)	1219
Biden Job Approve	62%	(765)	23%	(287)	4%	(43)	11%	(130)	1226
Biden Job Disapprove	70%	(615)	16%	(141)	1%	(13)	12%	(104)	872

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**Table MCBR4_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	65%	(1428)	21%	(451)	3%	(58)	12%	(263)	2200
Biden Job Strongly Approve	60%	(396)	23%	(153)	4%	(28)	12%	(79)	656
Biden Job Somewhat Approve	65%	(369)	24%	(134)	3%	(16)	9%	(50)	570
Biden Job Somewhat Disapprove	68%	(171)	19%	(48)	2%	(6)	10%	(25)	249
Biden Job Strongly Disapprove	71%	(444)	15%	(93)	1%	(7)	13%	(79)	623
Favorable of Biden	63%	(785)	23%	(285)	4%	(44)	10%	(124)	1237
Unfavorable of Biden	69%	(606)	17%	(149)	2%	(14)	12%	(103)	872
Very Favorable of Biden	61%	(410)	23%	(156)	4%	(29)	11%	(74)	669
Somewhat Favorable of Biden	66%	(375)	23%	(129)	3%	(15)	9%	(49)	568
Somewhat Unfavorable of Biden	65%	(138)	22%	(48)	2%	(5)	10%	(22)	213
Very Unfavorable of Biden	71%	(467)	15%	(101)	1%	(9)	12%	(81)	659
#1 Issue: Economy	65%	(506)	21%	(167)	2%	(19)	12%	(91)	782
#1 Issue: Security	66%	(199)	18%	(53)	2%	(6)	14%	(41)	299
#1 Issue: Health Care	62%	(202)	24%	(78)	1%	(4)	14%	(45)	329
#1 Issue: Medicare / Social Security	74%	(200)	14%	(38)	—	(0)	12%	(31)	270
#1 Issue: Women's Issues	60%	(76)	29%	(37)	6%	(8)	5%	(7)	128
#1 Issue: Education	55%	(66)	21%	(25)	10%	(12)	14%	(17)	119
#1 Issue: Energy	62%	(84)	19%	(26)	7%	(9)	12%	(17)	136
#1 Issue: Other	69%	(95)	20%	(27)	—	(0)	11%	(16)	138
2020 Vote: Joe Biden	63%	(667)	23%	(245)	3%	(34)	11%	(119)	1065
2020 Vote: Donald Trump	70%	(478)	17%	(115)	2%	(14)	11%	(72)	679
2020 Vote: Other	63%	(33)	21%	(11)	1%	(1)	15%	(8)	53
2020 Vote: Didn't Vote	62%	(248)	20%	(79)	2%	(9)	16%	(64)	401
2018 House Vote: Democrat	64%	(533)	23%	(191)	3%	(28)	9%	(78)	829
2018 House Vote: Republican	69%	(383)	18%	(99)	3%	(15)	10%	(57)	553
2016 Vote: Hillary Clinton	62%	(487)	24%	(188)	3%	(27)	10%	(82)	783
2016 Vote: Donald Trump	70%	(438)	17%	(104)	3%	(16)	11%	(71)	628
2016 Vote: Other	71%	(59)	13%	(11)	2%	(1)	14%	(12)	83
2016 Vote: Didn't Vote	63%	(440)	21%	(147)	2%	(14)	14%	(99)	700
Voted in 2014: Yes	66%	(839)	21%	(267)	3%	(36)	10%	(129)	1270
Voted in 2014: No	63%	(589)	20%	(184)	2%	(22)	14%	(135)	930

Continued on next page

Table MCBR4_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	65%	(1428)	21%	(451)	3%	(58)	12%	(263)	2200
4-Region: Northeast	70%	(277)	16%	(64)	3%	(11)	11%	(42)	394
4-Region: Midwest	66%	(303)	22%	(102)	2%	(9)	10%	(48)	462
4-Region: South	62%	(511)	24%	(194)	2%	(17)	12%	(101)	824
4-Region: West	65%	(336)	17%	(91)	4%	(21)	14%	(72)	520
Pumpkin Spice Just Right in August	—	(0)	100%	(353)	—	(0)	—	(0)	353

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

Table MCBR4_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%	(1334)	25%	(559)	3%	(55)	11%	(252)	2200
Gender: Male	56%	(597)	26%	(273)	3%	(30)	15%	(161)	1062
Gender: Female	65%	(737)	25%	(286)	2%	(25)	8%	(91)	1138
Age: 18-34	51%	(331)	35%	(233)	3%	(22)	11%	(69)	655
Age: 35-44	50%	(178)	33%	(117)	6%	(20)	12%	(42)	358
Age: 45-64	67%	(501)	19%	(143)	2%	(12)	13%	(94)	751
Age: 65+	74%	(324)	15%	(66)	—	(0)	11%	(47)	436
GenZers: 1997-2012	51%	(125)	34%	(82)	4%	(11)	10%	(25)	243
Millennials: 1981-1996	50%	(325)	35%	(231)	4%	(24)	11%	(71)	651
GenXers: 1965-1980	61%	(322)	23%	(120)	3%	(19)	13%	(70)	531
Baby Boomers: 1946-1964	73%	(495)	17%	(114)	—	(1)	10%	(67)	679
PID: Dem (no lean)	58%	(553)	30%	(287)	3%	(32)	9%	(89)	961
PID: Ind (no lean)	59%	(367)	25%	(154)	1%	(8)	15%	(92)	622
PID: Rep (no lean)	67%	(413)	19%	(118)	2%	(15)	11%	(70)	617
PID/Gender: Dem Men	53%	(239)	32%	(145)	4%	(20)	11%	(52)	456
PID/Gender: Dem Women	62%	(314)	28%	(142)	2%	(12)	7%	(37)	506
PID/Gender: Ind Men	54%	(159)	24%	(71)	1%	(3)	22%	(64)	296
PID/Gender: Ind Women	64%	(209)	26%	(83)	2%	(6)	9%	(28)	326
PID/Gender: Rep Men	64%	(200)	18%	(57)	3%	(8)	15%	(45)	310
PID/Gender: Rep Women	70%	(214)	20%	(61)	2%	(7)	8%	(25)	306
Ideo: Liberal (1-3)	59%	(425)	31%	(219)	2%	(15)	8%	(58)	716
Ideo: Moderate (4)	60%	(373)	25%	(158)	2%	(15)	13%	(79)	626
Ideo: Conservative (5-7)	66%	(451)	21%	(142)	3%	(21)	11%	(73)	687
Educ: < College	61%	(918)	25%	(383)	2%	(34)	12%	(178)	1512
Educ: Bachelors degree	58%	(259)	29%	(129)	3%	(14)	9%	(42)	444
Educ: Post-grad	64%	(157)	20%	(48)	3%	(7)	13%	(33)	244
Income: Under 50k	59%	(717)	26%	(314)	2%	(28)	13%	(159)	1219
Income: 50k-100k	66%	(442)	22%	(149)	2%	(15)	10%	(68)	674
Income: 100k+	57%	(175)	31%	(95)	4%	(12)	8%	(25)	307
Ethnicity: White	63%	(1087)	24%	(415)	2%	(33)	11%	(187)	1722
Ethnicity: Hispanic	59%	(205)	29%	(100)	4%	(13)	9%	(31)	349

Continued on next page

Table MCBR4_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%	(1334)	25%	(559)	3%	(55)	11%	(252)	2200
Ethnicity: Black	51%	(139)	30%	(84)	5%	(14)	14%	(39)	274
Ethnicity: Other	53%	(109)	29%	(60)	4%	(9)	13%	(27)	204
All Christian	62%	(623)	26%	(259)	2%	(20)	10%	(98)	1001
All Non-Christian	60%	(66)	23%	(26)	4%	(5)	13%	(14)	111
Atheist	61%	(79)	27%	(35)	1%	(2)	10%	(13)	129
Agnostic/Nothing in particular	57%	(341)	25%	(151)	3%	(20)	15%	(90)	601
Something Else	63%	(224)	25%	(88)	2%	(9)	10%	(37)	358
Religious Non-Protestant/Catholic	57%	(75)	26%	(34)	4%	(5)	13%	(18)	131
Evangelical	63%	(355)	26%	(146)	2%	(11)	10%	(55)	567
Non-Evangelical	63%	(474)	25%	(186)	2%	(16)	10%	(73)	748
Community: Urban	56%	(371)	30%	(196)	3%	(20)	11%	(73)	660
Community: Suburban	64%	(637)	22%	(220)	2%	(23)	11%	(110)	990
Community: Rural	59%	(326)	26%	(143)	2%	(12)	13%	(69)	549
Employ: Private Sector	55%	(392)	32%	(226)	3%	(22)	11%	(76)	715
Employ: Government	68%	(94)	21%	(29)	7%	(10)	3%	(4)	138
Employ: Self-Employed	52%	(95)	31%	(57)	4%	(7)	12%	(23)	182
Employ: Homemaker	55%	(93)	30%	(51)	6%	(10)	10%	(16)	170
Employ: Student	53%	(40)	39%	(29)	—	(0)	8%	(6)	75
Employ: Retired	71%	(344)	17%	(81)	—	(0)	12%	(57)	483
Employ: Unemployed	63%	(194)	20%	(61)	2%	(5)	15%	(47)	307
Employ: Other	63%	(82)	19%	(24)	1%	(1)	17%	(22)	129
Military HH: Yes	61%	(207)	26%	(87)	2%	(8)	10%	(35)	337
Military HH: No	61%	(1127)	25%	(472)	3%	(47)	12%	(217)	1863
RD/WT: Right Direction	57%	(557)	30%	(298)	3%	(28)	10%	(97)	981
RD/WT: Wrong Track	64%	(777)	21%	(261)	2%	(28)	13%	(155)	1219
Biden Job Approve	58%	(707)	29%	(356)	3%	(39)	10%	(123)	1226
Biden Job Disapprove	67%	(582)	20%	(177)	2%	(13)	11%	(100)	872

Continued on next page

Table MCBR4_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%	(1334)	25%	(559)	3%	(55)	11%	(252)	2200
Biden Job Strongly Approve	56%	(369)	29%	(190)	3%	(21)	12%	(76)	656
Biden Job Somewhat Approve	59%	(339)	29%	(166)	3%	(17)	8%	(47)	570
Biden Job Somewhat Disapprove	63%	(158)	25%	(61)	2%	(4)	11%	(26)	249
Biden Job Strongly Disapprove	68%	(424)	19%	(116)	2%	(9)	12%	(74)	623
Favorable of Biden	58%	(721)	29%	(363)	3%	(37)	9%	(116)	1237
Unfavorable of Biden	66%	(577)	20%	(178)	2%	(16)	11%	(100)	872
Very Favorable of Biden	57%	(383)	29%	(191)	4%	(25)	10%	(70)	669
Somewhat Favorable of Biden	59%	(338)	30%	(172)	2%	(12)	8%	(46)	568
Somewhat Unfavorable of Biden	62%	(132)	26%	(55)	2%	(5)	10%	(22)	213
Very Unfavorable of Biden	68%	(445)	19%	(124)	2%	(12)	12%	(78)	659
#1 Issue: Economy	58%	(451)	29%	(228)	2%	(18)	11%	(85)	782
#1 Issue: Security	64%	(191)	20%	(60)	3%	(8)	14%	(41)	299
#1 Issue: Health Care	59%	(193)	25%	(83)	3%	(11)	13%	(41)	329
#1 Issue: Medicare / Social Security	71%	(190)	17%	(47)	1%	(2)	12%	(31)	270
#1 Issue: Women's Issues	54%	(69)	35%	(45)	5%	(7)	5%	(7)	128
#1 Issue: Education	53%	(64)	29%	(34)	6%	(7)	12%	(14)	119
#1 Issue: Energy	64%	(87)	22%	(30)	1%	(1)	12%	(17)	136
#1 Issue: Other	65%	(89)	23%	(32)	1%	(1)	11%	(16)	138
2020 Vote: Joe Biden	57%	(609)	29%	(310)	3%	(31)	11%	(115)	1065
2020 Vote: Donald Trump	68%	(462)	21%	(139)	1%	(8)	10%	(69)	679
2020 Vote: Other	58%	(30)	25%	(13)	4%	(2)	14%	(7)	53
2020 Vote: Didn't Vote	57%	(230)	24%	(97)	3%	(14)	15%	(60)	401
2018 House Vote: Democrat	60%	(494)	28%	(231)	3%	(29)	9%	(76)	829
2018 House Vote: Republican	67%	(372)	21%	(118)	1%	(8)	10%	(55)	553
2016 Vote: Hillary Clinton	57%	(450)	29%	(225)	3%	(27)	10%	(81)	783
2016 Vote: Donald Trump	68%	(427)	20%	(128)	1%	(8)	11%	(66)	628
2016 Vote: Other	69%	(57)	16%	(14)	2%	(1)	13%	(11)	83
2016 Vote: Didn't Vote	57%	(396)	27%	(190)	3%	(19)	13%	(94)	700
Voted in 2014: Yes	63%	(795)	25%	(319)	2%	(28)	10%	(127)	1270
Voted in 2014: No	58%	(539)	26%	(240)	3%	(27)	13%	(125)	930

Continued on next page

Table MCBR4_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%	(1334)	25%	(559)	3%	(55)	11%	(252)	2200
4-Region: Northeast	65%	(255)	23%	(90)	3%	(11)	10%	(38)	394
4-Region: Midwest	61%	(280)	28%	(130)	2%	(8)	10%	(45)	462
4-Region: South	59%	(483)	26%	(214)	3%	(27)	12%	(100)	824
4-Region: West	61%	(316)	24%	(125)	2%	(10)	13%	(69)	520
Pumpkin Spice Just Right in August	—	(0)	100%	(353)	—	(0)	—	(0)	353

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

Table MCBR4_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	46%	(1004)	40%	(884)	3%	(58)	12%	(254)	2200
Gender: Male	46%	(484)	36%	(385)	3%	(28)	16%	(165)	1062
Gender: Female	46%	(520)	44%	(499)	3%	(30)	8%	(89)	1138
Age: 18-34	35%	(229)	50%	(325)	4%	(28)	11%	(74)	655
Age: 35-44	39%	(139)	45%	(162)	4%	(15)	12%	(43)	358
Age: 45-64	50%	(377)	36%	(270)	2%	(13)	12%	(91)	751
Age: 65+	59%	(259)	29%	(128)	—	(2)	11%	(47)	436
GenZers: 1997-2012	34%	(82)	50%	(121)	6%	(13)	11%	(27)	243
Millennials: 1981-1996	36%	(237)	49%	(321)	3%	(20)	11%	(73)	651
GenXers: 1965-1980	47%	(249)	37%	(194)	3%	(18)	13%	(70)	531
Baby Boomers: 1946-1964	56%	(383)	33%	(224)	1%	(7)	10%	(66)	679
PID: Dem (no lean)	45%	(433)	42%	(404)	3%	(31)	10%	(94)	961
PID: Ind (no lean)	42%	(262)	42%	(259)	2%	(11)	14%	(90)	622
PID: Rep (no lean)	50%	(309)	36%	(221)	3%	(16)	12%	(71)	617
PID/Gender: Dem Men	46%	(208)	38%	(173)	3%	(15)	13%	(60)	456
PID/Gender: Dem Women	44%	(225)	46%	(231)	3%	(16)	7%	(34)	506
PID/Gender: Ind Men	39%	(117)	39%	(114)	2%	(5)	20%	(59)	296
PID/Gender: Ind Women	45%	(145)	44%	(145)	2%	(5)	9%	(30)	326
PID/Gender: Rep Men	51%	(159)	32%	(98)	2%	(8)	15%	(46)	310
PID/Gender: Rep Women	49%	(150)	40%	(123)	3%	(8)	8%	(25)	306
Ideo: Liberal (1-3)	45%	(319)	45%	(322)	2%	(17)	8%	(58)	716
Ideo: Moderate (4)	43%	(272)	41%	(254)	3%	(20)	13%	(80)	626
Ideo: Conservative (5-7)	50%	(344)	36%	(245)	3%	(19)	12%	(80)	687
Educ: < College	45%	(685)	41%	(615)	2%	(36)	12%	(175)	1512
Educ: Bachelors degree	45%	(201)	42%	(185)	3%	(15)	10%	(43)	444
Educ: Post-grad	49%	(119)	34%	(83)	3%	(6)	15%	(36)	244
Income: Under 50k	44%	(538)	41%	(504)	2%	(21)	13%	(155)	1219
Income: 50k-100k	49%	(332)	37%	(251)	3%	(22)	10%	(69)	674
Income: 100k+	44%	(134)	42%	(129)	5%	(15)	10%	(30)	307
Ethnicity: White	46%	(797)	41%	(698)	2%	(36)	11%	(191)	1722
Ethnicity: Hispanic	43%	(150)	44%	(155)	4%	(15)	9%	(30)	349

Continued on next page

Table MCBR4_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	46%	(1004)	40%	(884)	3%	(58)	12%	(254)	2200
Ethnicity: Black	44%	(120)	39%	(106)	4%	(10)	14%	(38)	274
Ethnicity: Other	43%	(87)	39%	(80)	6%	(12)	12%	(25)	204
All Christian	46%	(458)	41%	(413)	3%	(29)	10%	(102)	1001
All Non-Christian	49%	(55)	35%	(39)	4%	(4)	12%	(13)	111
Atheist	46%	(59)	41%	(52)	4%	(5)	10%	(12)	129
Agnostic/Nothing in particular	43%	(257)	40%	(241)	2%	(15)	15%	(88)	601
Something Else	49%	(175)	39%	(139)	1%	(5)	11%	(39)	358
Religious Non-Protestant/Catholic	47%	(61)	37%	(49)	3%	(4)	13%	(17)	131
Evangelical	48%	(272)	40%	(226)	2%	(11)	10%	(59)	567
Non-Evangelical	46%	(347)	41%	(304)	3%	(22)	10%	(75)	748
Community: Urban	41%	(270)	44%	(288)	4%	(24)	12%	(78)	660
Community: Suburban	49%	(485)	38%	(378)	2%	(24)	10%	(103)	990
Community: Rural	45%	(249)	40%	(218)	2%	(10)	13%	(73)	549
Employ: Private Sector	41%	(296)	44%	(316)	3%	(25)	11%	(79)	715
Employ: Government	53%	(73)	38%	(52)	6%	(8)	4%	(5)	138
Employ: Self-Employed	37%	(68)	46%	(85)	3%	(6)	13%	(24)	182
Employ: Homemaker	41%	(70)	47%	(79)	3%	(5)	9%	(16)	170
Employ: Student	29%	(22)	56%	(43)	7%	(6)	8%	(6)	75
Employ: Retired	56%	(272)	31%	(151)	1%	(3)	12%	(57)	483
Employ: Unemployed	47%	(146)	37%	(114)	—	(1)	15%	(46)	307
Employ: Other	46%	(59)	35%	(45)	4%	(5)	16%	(21)	129
Military HH: Yes	52%	(176)	36%	(121)	1%	(4)	11%	(37)	337
Military HH: No	44%	(829)	41%	(762)	3%	(54)	12%	(217)	1863
RD/WT: Right Direction	44%	(427)	43%	(424)	3%	(27)	10%	(102)	981
RD/WT: Wrong Track	47%	(577)	38%	(460)	3%	(31)	12%	(152)	1219
Biden Job Approve	44%	(538)	43%	(525)	3%	(35)	10%	(128)	1226
Biden Job Disapprove	50%	(432)	37%	(321)	2%	(21)	11%	(98)	872

Continued on next page

Table MCBR4_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	46%	(1004)	40%	(884)	3%	(58)	12%	(254)	2200
Biden Job Strongly Approve	44%	(287)	41%	(271)	3%	(17)	12%	(81)	656
Biden Job Somewhat Approve	44%	(250)	45%	(255)	3%	(18)	8%	(47)	570
Biden Job Somewhat Disapprove	46%	(114)	41%	(103)	3%	(8)	10%	(24)	249
Biden Job Strongly Disapprove	51%	(319)	35%	(217)	2%	(13)	12%	(74)	623
Favorable of Biden	45%	(551)	43%	(528)	3%	(34)	10%	(123)	1237
Unfavorable of Biden	49%	(430)	37%	(325)	2%	(22)	11%	(96)	872
Very Favorable of Biden	45%	(299)	41%	(273)	3%	(20)	11%	(77)	669
Somewhat Favorable of Biden	44%	(251)	45%	(256)	2%	(14)	8%	(47)	568
Somewhat Unfavorable of Biden	44%	(93)	43%	(92)	4%	(9)	9%	(19)	213
Very Unfavorable of Biden	51%	(336)	35%	(233)	2%	(13)	12%	(77)	659
#1 Issue: Economy	43%	(339)	42%	(329)	3%	(27)	11%	(88)	782
#1 Issue: Security	49%	(146)	35%	(104)	2%	(6)	14%	(43)	299
#1 Issue: Health Care	45%	(149)	41%	(135)	2%	(6)	12%	(39)	329
#1 Issue: Medicare / Social Security	54%	(145)	34%	(93)	1%	(3)	11%	(29)	270
#1 Issue: Women's Issues	36%	(46)	53%	(68)	5%	(7)	5%	(7)	128
#1 Issue: Education	42%	(49)	41%	(49)	3%	(4)	14%	(16)	119
#1 Issue: Energy	47%	(63)	39%	(53)	2%	(3)	12%	(16)	136
#1 Issue: Other	48%	(66)	39%	(53)	2%	(3)	11%	(16)	138
2020 Vote: Joe Biden	43%	(461)	43%	(458)	3%	(28)	11%	(118)	1065
2020 Vote: Donald Trump	50%	(337)	37%	(255)	2%	(16)	11%	(72)	679
2020 Vote: Other	41%	(22)	44%	(23)	3%	(1)	13%	(7)	53
2020 Vote: Didn't Vote	46%	(183)	37%	(148)	3%	(13)	14%	(57)	401
2018 House Vote: Democrat	47%	(386)	42%	(347)	2%	(19)	9%	(77)	829
2018 House Vote: Republican	51%	(281)	37%	(204)	3%	(14)	10%	(55)	553
2016 Vote: Hillary Clinton	45%	(354)	43%	(335)	2%	(15)	10%	(79)	783
2016 Vote: Donald Trump	51%	(320)	36%	(228)	2%	(10)	11%	(70)	628
2016 Vote: Other	50%	(41)	32%	(27)	5%	(4)	14%	(11)	83
2016 Vote: Didn't Vote	41%	(285)	42%	(292)	4%	(29)	13%	(93)	700
Voted in 2014: Yes	49%	(619)	39%	(498)	2%	(25)	10%	(127)	1270
Voted in 2014: No	41%	(385)	41%	(386)	4%	(33)	14%	(127)	930

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Table MCBR4_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	46%	(1004)	40%	(884)	3%	(58)	12%	(254)	2200
4-Region: Northeast	50%	(196)	39%	(152)	2%	(7)	10%	(38)	394
4-Region: Midwest	43%	(200)	43%	(198)	4%	(18)	10%	(46)	462
4-Region: South	44%	(365)	41%	(339)	2%	(20)	12%	(100)	824
4-Region: West	47%	(242)	37%	(195)	3%	(13)	13%	(70)	520
Pumpkin Spice Just Right in August	3%	(11)	91%	(321)	6%	(21)	—	(1)	353

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

Table MCBR4_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	33%	(720)	53%	(1160)	3%	(68)	11%	(252)	2200
Gender: Male	34%	(364)	47%	(497)	4%	(39)	15%	(162)	1062
Gender: Female	31%	(356)	58%	(663)	3%	(29)	8%	(89)	1138
Age: 18-34	21%	(137)	62%	(409)	6%	(38)	11%	(72)	655
Age: 35-44	30%	(106)	55%	(195)	4%	(15)	12%	(41)	358
Age: 45-64	38%	(282)	49%	(366)	2%	(12)	12%	(90)	751
Age: 65+	45%	(195)	44%	(190)	1%	(3)	11%	(48)	436
GenZers: 1997-2012	20%	(49)	62%	(152)	7%	(17)	11%	(26)	243
Millennials: 1981-1996	23%	(152)	62%	(400)	4%	(27)	11%	(72)	651
GenXers: 1965-1980	35%	(184)	49%	(258)	3%	(18)	14%	(72)	531
Baby Boomers: 1946-1964	43%	(291)	47%	(316)	1%	(7)	9%	(64)	679
PID: Dem (no lean)	31%	(299)	55%	(530)	4%	(38)	10%	(94)	961
PID: Ind (no lean)	32%	(197)	52%	(325)	2%	(11)	14%	(90)	622
PID: Rep (no lean)	36%	(224)	49%	(305)	3%	(20)	11%	(68)	617
PID/Gender: Dem Men	33%	(149)	50%	(228)	4%	(20)	13%	(58)	456
PID/Gender: Dem Women	30%	(150)	60%	(302)	3%	(17)	7%	(36)	506
PID/Gender: Ind Men	29%	(87)	48%	(142)	2%	(7)	20%	(60)	296
PID/Gender: Ind Women	34%	(110)	56%	(183)	1%	(3)	9%	(29)	326
PID/Gender: Rep Men	41%	(128)	41%	(127)	4%	(11)	14%	(44)	310
PID/Gender: Rep Women	31%	(96)	58%	(178)	3%	(8)	8%	(24)	306
Ideo: Liberal (1-3)	31%	(223)	59%	(422)	2%	(14)	8%	(58)	716
Ideo: Moderate (4)	31%	(195)	52%	(323)	4%	(25)	13%	(83)	626
Ideo: Conservative (5-7)	37%	(257)	48%	(332)	4%	(26)	11%	(73)	687
Educ: < College	33%	(493)	53%	(799)	3%	(45)	12%	(175)	1512
Educ: Bachelors degree	32%	(143)	54%	(242)	4%	(18)	9%	(41)	444
Educ: Post-grad	34%	(84)	49%	(119)	2%	(5)	15%	(35)	244
Income: Under 50k	32%	(386)	53%	(648)	2%	(29)	13%	(156)	1219
Income: 50k-100k	36%	(245)	50%	(334)	4%	(26)	10%	(69)	674
Income: 100k+	29%	(89)	58%	(178)	4%	(14)	9%	(27)	307
Ethnicity: White	34%	(579)	53%	(911)	3%	(46)	11%	(186)	1722
Ethnicity: Hispanic	29%	(103)	58%	(203)	4%	(13)	9%	(31)	349

Continued on next page

**Table MCBR4_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	33%	(720)	53%	(1160)	3%	(68)	11%	(252)	2200
Ethnicity: Black	28%	(76)	55%	(150)	4%	(11)	14%	(37)	274
Ethnicity: Other	32%	(65)	48%	(99)	6%	(12)	14%	(29)	204
All Christian	33%	(326)	54%	(544)	4%	(37)	9%	(95)	1001
All Non-Christian	32%	(36)	49%	(54)	4%	(4)	15%	(17)	111
Atheist	35%	(45)	52%	(67)	4%	(5)	9%	(11)	129
Agnostic/Nothing in particular	29%	(177)	53%	(318)	3%	(18)	15%	(88)	601
Something Else	38%	(136)	49%	(177)	1%	(4)	11%	(41)	358
Religious Non-Protestant/Catholic	32%	(42)	50%	(66)	3%	(4)	15%	(20)	131
Evangelical	36%	(206)	51%	(292)	3%	(15)	9%	(54)	567
Non-Evangelical	33%	(246)	54%	(405)	3%	(23)	10%	(75)	748
Community: Urban	30%	(198)	54%	(355)	5%	(32)	11%	(75)	660
Community: Suburban	34%	(332)	53%	(528)	2%	(23)	11%	(108)	990
Community: Rural	35%	(190)	51%	(277)	2%	(13)	12%	(69)	549
Employ: Private Sector	28%	(202)	57%	(405)	4%	(29)	11%	(80)	715
Employ: Government	32%	(45)	54%	(74)	8%	(11)	5%	(7)	138
Employ: Self-Employed	27%	(49)	56%	(102)	3%	(6)	14%	(25)	182
Employ: Homemaker	31%	(53)	59%	(100)	2%	(4)	8%	(14)	170
Employ: Student	16%	(12)	66%	(50)	10%	(8)	8%	(6)	75
Employ: Retired	43%	(208)	44%	(213)	1%	(7)	12%	(56)	483
Employ: Unemployed	34%	(103)	51%	(155)	1%	(4)	15%	(45)	307
Employ: Other	38%	(49)	47%	(61)	—	(0)	15%	(19)	129
Military HH: Yes	34%	(116)	52%	(175)	2%	(8)	11%	(38)	337
Military HH: No	32%	(605)	53%	(985)	3%	(60)	11%	(213)	1863
RD/WT: Right Direction	31%	(309)	55%	(541)	3%	(33)	10%	(98)	981
RD/WT: Wrong Track	34%	(412)	51%	(618)	3%	(35)	13%	(154)	1219
Biden Job Approve	31%	(385)	55%	(677)	3%	(35)	10%	(128)	1226
Biden Job Disapprove	36%	(310)	50%	(436)	4%	(33)	11%	(94)	872

Continued on next page

**Table MCBR4_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	33%	(720)	53%	(1160)	3%	(68)	11%	(252)	2200
Biden Job Strongly Approve	31%	(204)	54%	(353)	3%	(18)	12%	(80)	656
Biden Job Somewhat Approve	32%	(181)	57%	(324)	3%	(17)	8%	(48)	570
Biden Job Somewhat Disapprove	31%	(76)	53%	(132)	6%	(16)	10%	(25)	249
Biden Job Strongly Disapprove	37%	(233)	49%	(303)	3%	(17)	11%	(70)	623
Favorable of Biden	32%	(398)	55%	(677)	3%	(39)	10%	(123)	1237
Unfavorable of Biden	35%	(308)	51%	(444)	3%	(28)	11%	(92)	872
Very Favorable of Biden	33%	(219)	53%	(351)	4%	(24)	11%	(75)	669
Somewhat Favorable of Biden	32%	(179)	57%	(325)	3%	(15)	9%	(48)	568
Somewhat Unfavorable of Biden	30%	(64)	56%	(119)	5%	(10)	9%	(20)	213
Very Unfavorable of Biden	37%	(244)	49%	(324)	3%	(19)	11%	(72)	659
#1 Issue: Economy	32%	(247)	55%	(427)	3%	(21)	11%	(87)	782
#1 Issue: Security	37%	(110)	47%	(142)	3%	(8)	13%	(40)	299
#1 Issue: Health Care	32%	(105)	53%	(173)	3%	(11)	12%	(40)	329
#1 Issue: Medicare / Social Security	42%	(114)	44%	(119)	2%	(5)	12%	(31)	270
#1 Issue: Women's Issues	16%	(21)	71%	(91)	7%	(9)	5%	(7)	128
#1 Issue: Education	24%	(29)	56%	(66)	7%	(9)	13%	(15)	119
#1 Issue: Energy	31%	(42)	56%	(76)	1%	(2)	12%	(16)	136
#1 Issue: Other	38%	(52)	48%	(66)	3%	(4)	11%	(15)	138
2020 Vote: Joe Biden	31%	(333)	55%	(584)	3%	(33)	11%	(114)	1065
2020 Vote: Donald Trump	35%	(241)	52%	(352)	2%	(17)	10%	(69)	679
2020 Vote: Other	23%	(12)	58%	(31)	4%	(2)	15%	(8)	53
2020 Vote: Didn't Vote	33%	(133)	48%	(193)	4%	(16)	15%	(59)	401
2018 House Vote: Democrat	32%	(268)	55%	(458)	3%	(27)	9%	(76)	829
2018 House Vote: Republican	40%	(221)	48%	(263)	3%	(17)	9%	(52)	553
2016 Vote: Hillary Clinton	32%	(250)	55%	(430)	3%	(24)	10%	(80)	783
2016 Vote: Donald Trump	38%	(238)	49%	(306)	3%	(16)	11%	(68)	628
2016 Vote: Other	36%	(30)	49%	(41)	2%	(1)	14%	(11)	83
2016 Vote: Didn't Vote	29%	(202)	54%	(379)	4%	(27)	13%	(92)	700
Voted in 2014: Yes	35%	(444)	53%	(667)	3%	(37)	10%	(122)	1270
Voted in 2014: No	30%	(277)	53%	(493)	3%	(31)	14%	(130)	930

Continued on next page

Table MCBR4_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	33%	(720)	53%	(1160)	3%	(68)	11%	(252)	2200
4-Region: Northeast	32%	(128)	56%	(222)	1%	(5)	10%	(39)	394
4-Region: Midwest	32%	(146)	54%	(249)	5%	(22)	10%	(45)	462
4-Region: South	33%	(275)	52%	(431)	2%	(19)	12%	(98)	824
4-Region: West	33%	(172)	50%	(258)	4%	(22)	13%	(69)	520
Pumpkin Spice Just Right in August	2%	(8)	92%	(326)	5%	(18)	—	(1)	353

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

Table MCBR4_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	23%	(516)	61%	(1347)	4%	(92)	11%	(245)	2200
Gender: Male	27%	(288)	54%	(570)	4%	(46)	15%	(158)	1062
Gender: Female	20%	(228)	68%	(778)	4%	(46)	8%	(87)	1138
Age: 18-34	13%	(88)	68%	(447)	8%	(50)	11%	(70)	655
Age: 35-44	23%	(83)	60%	(215)	5%	(19)	11%	(41)	358
Age: 45-64	28%	(208)	58%	(436)	2%	(16)	12%	(90)	751
Age: 65+	31%	(137)	57%	(249)	2%	(7)	10%	(44)	436
GenZers: 1997-2012	9%	(22)	72%	(174)	9%	(22)	11%	(26)	243
Millennials: 1981-1996	18%	(117)	65%	(424)	6%	(40)	11%	(70)	651
GenXers: 1965-1980	28%	(149)	55%	(295)	3%	(17)	13%	(70)	531
Baby Boomers: 1946-1964	28%	(193)	61%	(411)	2%	(12)	9%	(63)	679
PID: Dem (no lean)	26%	(249)	60%	(573)	5%	(50)	9%	(89)	961
PID: Ind (no lean)	19%	(120)	64%	(395)	3%	(17)	14%	(89)	622
PID: Rep (no lean)	24%	(147)	61%	(379)	4%	(25)	11%	(66)	617
PID/Gender: Dem Men	30%	(139)	53%	(240)	5%	(22)	12%	(55)	456
PID/Gender: Dem Women	22%	(111)	66%	(333)	5%	(28)	7%	(34)	506
PID/Gender: Ind Men	21%	(61)	56%	(166)	3%	(10)	20%	(60)	296
PID/Gender: Ind Women	18%	(59)	70%	(230)	2%	(7)	9%	(30)	326
PID/Gender: Rep Men	29%	(88)	53%	(164)	5%	(14)	14%	(43)	310
PID/Gender: Rep Women	19%	(58)	70%	(215)	3%	(11)	8%	(23)	306
Ideo: Liberal (1-3)	23%	(166)	65%	(463)	4%	(30)	8%	(56)	716
Ideo: Moderate (4)	24%	(149)	60%	(375)	4%	(24)	12%	(78)	626
Ideo: Conservative (5-7)	25%	(174)	59%	(408)	4%	(31)	11%	(74)	687
Educ: < College	23%	(350)	62%	(934)	4%	(57)	11%	(172)	1512
Educ: Bachelors degree	24%	(105)	62%	(275)	5%	(24)	9%	(40)	444
Educ: Post-grad	25%	(61)	57%	(138)	5%	(11)	14%	(33)	244
Income: Under 50k	22%	(264)	63%	(765)	3%	(37)	13%	(153)	1219
Income: 50k-100k	26%	(176)	59%	(395)	5%	(36)	10%	(67)	674
Income: 100k+	25%	(77)	61%	(187)	6%	(19)	8%	(25)	307
Ethnicity: White	23%	(397)	63%	(1079)	4%	(62)	11%	(183)	1722
Ethnicity: Hispanic	27%	(93)	59%	(205)	6%	(21)	9%	(30)	349

Continued on next page

Table MCBR4_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	23%	(516)	61%	(1347)	4%	(92)	11%	(245)	2200
Ethnicity: Black	25%	(70)	56%	(155)	5%	(13)	13%	(36)	274
Ethnicity: Other	24%	(49)	56%	(113)	8%	(16)	12%	(25)	204
All Christian	24%	(241)	62%	(625)	5%	(45)	9%	(90)	1001
All Non-Christian	25%	(27)	57%	(63)	3%	(4)	15%	(17)	111
Atheist	26%	(34)	62%	(79)	4%	(5)	9%	(11)	129
Agnostic/Nothing in particular	21%	(124)	60%	(359)	5%	(28)	15%	(90)	601
Something Else	25%	(90)	62%	(221)	3%	(10)	10%	(37)	358
Religious Non-Protestant/Catholic	25%	(32)	57%	(75)	3%	(4)	15%	(20)	131
Evangelical	28%	(160)	59%	(337)	3%	(19)	9%	(51)	567
Non-Evangelical	21%	(160)	65%	(485)	5%	(34)	9%	(69)	748
Community: Urban	25%	(163)	59%	(390)	5%	(36)	11%	(71)	660
Community: Suburban	23%	(232)	62%	(614)	4%	(37)	11%	(107)	990
Community: Rural	22%	(121)	62%	(343)	3%	(19)	12%	(67)	549
Employ: Private Sector	22%	(154)	62%	(442)	6%	(42)	11%	(78)	715
Employ: Government	26%	(36)	64%	(88)	6%	(9)	4%	(5)	138
Employ: Self-Employed	19%	(34)	64%	(116)	5%	(8)	13%	(24)	182
Employ: Homemaker	20%	(33)	68%	(116)	4%	(6)	9%	(15)	170
Employ: Student	4%	(3)	75%	(56)	14%	(11)	8%	(6)	75
Employ: Retired	30%	(147)	57%	(274)	2%	(11)	11%	(52)	483
Employ: Unemployed	25%	(78)	58%	(177)	2%	(5)	15%	(47)	307
Employ: Other	24%	(31)	61%	(78)	—	(1)	15%	(19)	129
Military HH: Yes	25%	(86)	63%	(212)	2%	(6)	10%	(34)	337
Military HH: No	23%	(430)	61%	(1136)	5%	(86)	11%	(211)	1863
RD/WT: Right Direction	24%	(236)	62%	(606)	4%	(44)	10%	(95)	981
RD/WT: Wrong Track	23%	(280)	61%	(742)	4%	(48)	12%	(150)	1219
Biden Job Approve	24%	(294)	61%	(753)	5%	(56)	10%	(123)	1226
Biden Job Disapprove	23%	(204)	62%	(540)	4%	(36)	11%	(93)	872

Continued on next page

Table MCBR4_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	23%	(516)	61%	(1347)	4%	(92)	11%	(245)	2200
Biden Job Strongly Approve	26%	(168)	58%	(379)	5%	(32)	12%	(78)	656
Biden Job Somewhat Approve	22%	(126)	66%	(374)	4%	(24)	8%	(46)	570
Biden Job Somewhat Disapprove	20%	(50)	65%	(162)	5%	(13)	10%	(24)	249
Biden Job Strongly Disapprove	25%	(154)	61%	(378)	4%	(22)	11%	(69)	623
Favorable of Biden	24%	(303)	61%	(759)	5%	(59)	9%	(117)	1237
Unfavorable of Biden	23%	(203)	63%	(546)	4%	(32)	10%	(91)	872
Very Favorable of Biden	27%	(183)	58%	(389)	4%	(25)	11%	(71)	669
Somewhat Favorable of Biden	21%	(119)	65%	(369)	6%	(34)	8%	(46)	568
Somewhat Unfavorable of Biden	19%	(39)	66%	(141)	6%	(12)	9%	(20)	213
Very Unfavorable of Biden	25%	(163)	61%	(405)	3%	(20)	11%	(71)	659
#1 Issue: Economy	23%	(182)	62%	(486)	4%	(30)	11%	(84)	782
#1 Issue: Security	26%	(78)	57%	(171)	4%	(11)	13%	(39)	299
#1 Issue: Health Care	21%	(69)	63%	(206)	4%	(14)	12%	(40)	329
#1 Issue: Medicare / Social Security	27%	(72)	60%	(161)	3%	(8)	11%	(29)	270
#1 Issue: Women's Issues	14%	(18)	73%	(93)	7%	(9)	6%	(7)	128
#1 Issue: Education	18%	(21)	58%	(69)	11%	(13)	13%	(16)	119
#1 Issue: Energy	26%	(35)	63%	(86)	1%	(1)	10%	(14)	136
#1 Issue: Other	29%	(40)	55%	(75)	5%	(6)	11%	(16)	138
2020 Vote: Joe Biden	25%	(268)	60%	(640)	4%	(46)	10%	(111)	1065
2020 Vote: Donald Trump	24%	(162)	63%	(427)	3%	(20)	10%	(70)	679
2020 Vote: Other	13%	(7)	70%	(37)	5%	(2)	13%	(7)	53
2020 Vote: Didn't Vote	19%	(78)	61%	(243)	6%	(24)	14%	(57)	401
2018 House Vote: Democrat	27%	(221)	60%	(498)	4%	(37)	9%	(72)	829
2018 House Vote: Republican	26%	(145)	61%	(337)	3%	(19)	9%	(52)	553
2016 Vote: Hillary Clinton	27%	(214)	59%	(462)	4%	(33)	10%	(75)	783
2016 Vote: Donald Trump	25%	(157)	61%	(385)	3%	(19)	11%	(67)	628
2016 Vote: Other	17%	(15)	66%	(55)	3%	(3)	14%	(11)	83
2016 Vote: Didn't Vote	18%	(129)	63%	(441)	5%	(38)	13%	(92)	700
Voted in 2014: Yes	26%	(325)	61%	(777)	4%	(48)	9%	(120)	1270
Voted in 2014: No	21%	(191)	61%	(571)	5%	(44)	13%	(125)	930

Continued on next page

Table MCBR4_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	23%	(516)	61%	(1347)	4%	(92)	11%	(245)	2200
4-Region: Northeast	22%	(86)	66%	(261)	2%	(10)	9%	(37)	394
4-Region: Midwest	21%	(95)	64%	(297)	5%	(25)	10%	(45)	462
4-Region: South	23%	(191)	61%	(502)	4%	(35)	12%	(96)	824
4-Region: West	28%	(144)	55%	(287)	4%	(22)	13%	(67)	520
Pumpkin Spice Just Right in August	3%	(11)	90%	(318)	6%	(23)	—	(1)	353

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

**Table MCBR4_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	11%	(238)	72%	(1584)	6%	(132)	11%	(247)	2200
Gender: Male	14%	(152)	64%	(684)	6%	(67)	15%	(159)	1062
Gender: Female	8%	(86)	79%	(900)	6%	(64)	8%	(87)	1138
Age: 18-34	7%	(48)	73%	(477)	9%	(59)	11%	(72)	655
Age: 35-44	13%	(45)	68%	(243)	8%	(27)	12%	(42)	358
Age: 45-64	11%	(80)	73%	(549)	5%	(34)	12%	(88)	751
Age: 65+	15%	(64)	72%	(315)	3%	(11)	10%	(45)	436
GenZers: 1997-2012	4%	(10)	76%	(185)	7%	(17)	13%	(31)	243
Millennials: 1981-1996	10%	(67)	71%	(465)	8%	(54)	10%	(65)	651
GenXers: 1965-1980	11%	(56)	70%	(370)	6%	(33)	13%	(71)	531
Baby Boomers: 1946-1964	13%	(89)	74%	(502)	4%	(26)	9%	(61)	679
PID: Dem (no lean)	11%	(107)	72%	(689)	8%	(72)	10%	(93)	961
PID: Ind (no lean)	9%	(55)	73%	(454)	4%	(23)	14%	(90)	622
PID: Rep (no lean)	12%	(76)	71%	(440)	6%	(36)	10%	(64)	617
PID/Gender: Dem Men	14%	(63)	65%	(297)	8%	(38)	13%	(58)	456
PID/Gender: Dem Women	9%	(44)	78%	(392)	7%	(34)	7%	(35)	506
PID/Gender: Ind Men	11%	(33)	65%	(192)	4%	(11)	20%	(60)	296
PID/Gender: Ind Women	7%	(22)	80%	(262)	4%	(12)	9%	(30)	326
PID/Gender: Rep Men	18%	(56)	63%	(195)	6%	(18)	13%	(42)	310
PID/Gender: Rep Women	7%	(20)	80%	(246)	6%	(18)	7%	(23)	306
Ideo: Liberal (1-3)	10%	(69)	76%	(544)	6%	(46)	8%	(57)	716
Ideo: Moderate (4)	10%	(64)	72%	(451)	5%	(30)	13%	(80)	626
Ideo: Conservative (5-7)	13%	(87)	69%	(478)	7%	(48)	11%	(75)	687
Educ: < College	10%	(158)	72%	(1094)	6%	(86)	11%	(173)	1512
Educ: Bachelors degree	11%	(47)	74%	(327)	7%	(30)	9%	(40)	444
Educ: Post-grad	13%	(32)	67%	(163)	6%	(15)	14%	(34)	244
Income: Under 50k	11%	(131)	72%	(880)	4%	(53)	13%	(155)	1219
Income: 50k-100k	11%	(74)	71%	(479)	8%	(55)	10%	(65)	674
Income: 100k+	11%	(33)	73%	(224)	8%	(24)	9%	(27)	307
Ethnicity: White	11%	(190)	73%	(1254)	6%	(95)	11%	(183)	1722
Ethnicity: Hispanic	10%	(35)	72%	(252)	8%	(27)	10%	(35)	349

Continued on next page

**Table MCBR4_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	11%	(238)	72%	(1584)	6%	(132)	11%	(247)	2200
Ethnicity: Black	10%	(27)	69%	(190)	7%	(18)	14%	(39)	274
Ethnicity: Other	11%	(21)	68%	(139)	9%	(18)	12%	(25)	204
All Christian	12%	(119)	72%	(721)	7%	(65)	10%	(95)	1001
All Non-Christian	13%	(14)	64%	(71)	8%	(8)	15%	(17)	111
Atheist	10%	(13)	77%	(100)	4%	(5)	9%	(11)	129
Agnostic/Nothing in particular	10%	(57)	69%	(415)	7%	(42)	15%	(87)	601
Something Else	9%	(34)	77%	(277)	3%	(10)	10%	(36)	358
Religious Non-Protestant/Catholic	12%	(16)	65%	(86)	7%	(9)	15%	(20)	131
Evangelical	13%	(72)	71%	(404)	6%	(35)	10%	(56)	567
Non-Evangelical	10%	(75)	76%	(567)	5%	(38)	9%	(69)	748
Community: Urban	13%	(86)	67%	(442)	8%	(53)	12%	(79)	660
Community: Suburban	10%	(96)	74%	(734)	5%	(54)	11%	(107)	990
Community: Rural	10%	(55)	74%	(408)	4%	(24)	11%	(62)	549
Employ: Private Sector	9%	(64)	73%	(521)	7%	(50)	11%	(80)	715
Employ: Government	19%	(27)	70%	(96)	7%	(9)	4%	(5)	138
Employ: Self-Employed	9%	(16)	71%	(130)	7%	(12)	13%	(24)	182
Employ: Homemaker	13%	(22)	74%	(126)	5%	(8)	8%	(14)	170
Employ: Student	4%	(3)	73%	(55)	11%	(8)	12%	(9)	75
Employ: Retired	15%	(72)	71%	(341)	4%	(18)	11%	(52)	483
Employ: Unemployed	7%	(22)	72%	(222)	6%	(18)	15%	(45)	307
Employ: Other	8%	(10)	72%	(94)	6%	(8)	14%	(18)	129
Military HH: Yes	15%	(52)	71%	(241)	3%	(10)	10%	(34)	337
Military HH: No	10%	(186)	72%	(1343)	7%	(121)	11%	(213)	1863
RD/WT: Right Direction	12%	(121)	71%	(695)	7%	(66)	10%	(100)	981
RD/WT: Wrong Track	10%	(117)	73%	(889)	5%	(66)	12%	(147)	1219
Biden Job Approve	11%	(139)	72%	(879)	6%	(79)	10%	(127)	1226
Biden Job Disapprove	11%	(93)	73%	(636)	6%	(52)	10%	(91)	872

Continued on next page

**Table MCBR4_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	11%	(238)	72%	(1584)	6%	(132)	11%	(247)	2200
Biden Job Strongly Approve	14%	(93)	67%	(441)	7%	(45)	12%	(77)	656
Biden Job Somewhat Approve	8%	(47)	77%	(438)	6%	(35)	9%	(50)	570
Biden Job Somewhat Disapprove	9%	(23)	73%	(183)	8%	(21)	9%	(23)	249
Biden Job Strongly Disapprove	11%	(71)	73%	(453)	5%	(31)	11%	(68)	623
Favorable of Biden	11%	(141)	72%	(892)	7%	(83)	10%	(121)	1237
Unfavorable of Biden	11%	(94)	74%	(645)	5%	(45)	10%	(88)	872
Very Favorable of Biden	14%	(94)	68%	(456)	7%	(44)	11%	(75)	669
Somewhat Favorable of Biden	8%	(47)	77%	(436)	7%	(38)	8%	(47)	568
Somewhat Unfavorable of Biden	7%	(15)	78%	(165)	6%	(13)	9%	(19)	213
Very Unfavorable of Biden	12%	(79)	73%	(480)	5%	(32)	10%	(68)	659
#1 Issue: Economy	10%	(76)	73%	(570)	7%	(55)	10%	(81)	782
#1 Issue: Security	15%	(44)	67%	(202)	5%	(15)	13%	(39)	299
#1 Issue: Health Care	7%	(22)	75%	(246)	6%	(19)	13%	(41)	329
#1 Issue: Medicare / Social Security	10%	(27)	74%	(201)	4%	(12)	11%	(30)	270
#1 Issue: Women's Issues	8%	(11)	80%	(102)	6%	(8)	5%	(7)	128
#1 Issue: Education	8%	(9)	65%	(78)	10%	(12)	17%	(20)	119
#1 Issue: Energy	22%	(30)	64%	(87)	3%	(5)	10%	(14)	136
#1 Issue: Other	14%	(20)	71%	(98)	4%	(6)	10%	(14)	138
2020 Vote: Joe Biden	11%	(121)	71%	(758)	7%	(71)	11%	(115)	1065
2020 Vote: Donald Trump	12%	(82)	73%	(494)	5%	(37)	10%	(66)	679
2020 Vote: Other	6%	(3)	80%	(42)	2%	(1)	11%	(6)	53
2020 Vote: Didn't Vote	8%	(31)	72%	(289)	6%	(23)	15%	(59)	401
2018 House Vote: Democrat	11%	(94)	73%	(607)	7%	(58)	9%	(71)	829
2018 House Vote: Republican	13%	(73)	72%	(401)	5%	(30)	9%	(50)	553
2016 Vote: Hillary Clinton	11%	(90)	73%	(569)	7%	(52)	9%	(73)	783
2016 Vote: Donald Trump	13%	(81)	71%	(447)	5%	(34)	11%	(66)	628
2016 Vote: Other	9%	(8)	73%	(61)	4%	(3)	14%	(11)	83
2016 Vote: Didn't Vote	8%	(59)	72%	(502)	6%	(42)	14%	(96)	700
Voted in 2014: Yes	12%	(152)	73%	(922)	6%	(80)	9%	(116)	1270
Voted in 2014: No	9%	(86)	71%	(662)	6%	(52)	14%	(131)	930

Continued on next page

Table MCBR4_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	11%	(238)	72%	(1584)	6%	(132)	11%	(247)	2200
4-Region: Northeast	8%	(31)	77%	(304)	5%	(20)	10%	(38)	394
4-Region: Midwest	11%	(49)	72%	(335)	7%	(32)	10%	(46)	462
4-Region: South	11%	(89)	72%	(592)	6%	(46)	12%	(98)	824
4-Region: West	13%	(69)	68%	(353)	6%	(33)	12%	(65)	520
Pumpkin Spice Just Right in August	2%	(7)	87%	(308)	10%	(37)	—	(1)	353

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

Table MCBR4_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	8%	(173)	73%	(1606)	8%	(180)	11%	(240)	2200
Gender: Male	11%	(116)	67%	(716)	7%	(78)	14%	(152)	1062
Gender: Female	5%	(58)	78%	(890)	9%	(102)	8%	(88)	1138
Age: 18-34	6%	(42)	71%	(467)	12%	(78)	10%	(68)	655
Age: 35-44	12%	(43)	67%	(241)	9%	(32)	12%	(41)	358
Age: 45-64	7%	(51)	75%	(562)	7%	(53)	11%	(85)	751
Age: 65+	9%	(37)	77%	(336)	4%	(18)	11%	(46)	436
GenZers: 1997-2012	4%	(11)	73%	(177)	13%	(31)	10%	(25)	243
Millennials: 1981-1996	10%	(62)	70%	(457)	10%	(64)	11%	(69)	651
GenXers: 1965-1980	8%	(40)	72%	(381)	8%	(44)	12%	(66)	531
Baby Boomers: 1946-1964	8%	(53)	77%	(525)	6%	(39)	9%	(62)	679
PID: Dem (no lean)	7%	(68)	74%	(710)	10%	(95)	9%	(89)	961
PID: Ind (no lean)	8%	(51)	72%	(449)	5%	(34)	14%	(88)	622
PID: Rep (no lean)	9%	(55)	73%	(447)	8%	(51)	10%	(63)	617
PID/Gender: Dem Men	10%	(46)	69%	(316)	9%	(42)	11%	(52)	456
PID/Gender: Dem Women	4%	(21)	78%	(395)	10%	(53)	7%	(37)	506
PID/Gender: Ind Men	10%	(31)	64%	(188)	6%	(18)	20%	(59)	296
PID/Gender: Ind Women	6%	(20)	80%	(261)	5%	(16)	9%	(28)	326
PID/Gender: Rep Men	13%	(39)	68%	(212)	6%	(18)	13%	(41)	310
PID/Gender: Rep Women	5%	(16)	77%	(235)	11%	(33)	7%	(23)	306
Ideo: Liberal (1-3)	6%	(45)	76%	(545)	10%	(73)	7%	(53)	716
Ideo: Moderate (4)	8%	(50)	73%	(456)	7%	(41)	12%	(78)	626
Ideo: Conservative (5-7)	9%	(60)	72%	(494)	9%	(60)	11%	(73)	687
Educ: < College	8%	(117)	73%	(1098)	9%	(131)	11%	(166)	1512
Educ: Bachelors degree	8%	(34)	77%	(340)	7%	(29)	9%	(40)	444
Educ: Post-grad	9%	(22)	69%	(168)	8%	(21)	14%	(34)	244
Income: Under 50k	8%	(94)	73%	(892)	7%	(83)	12%	(149)	1219
Income: 50k-100k	7%	(50)	72%	(486)	11%	(73)	10%	(65)	674
Income: 100k+	9%	(29)	74%	(229)	8%	(25)	8%	(25)	307
Ethnicity: White	8%	(137)	74%	(1279)	7%	(128)	10%	(178)	1722
Ethnicity: Hispanic	12%	(42)	69%	(242)	11%	(37)	8%	(29)	349

Continued on next page

Table MCBR4_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	8%	(173)	73%	(1606)	8%	(180)	11%	(240)	2200
Ethnicity: Black	7%	(18)	70%	(193)	9%	(26)	14%	(37)	274
Ethnicity: Other	9%	(18)	66%	(134)	13%	(27)	12%	(25)	204
All Christian	9%	(95)	72%	(721)	9%	(91)	9%	(93)	1001
All Non-Christian	7%	(8)	75%	(83)	4%	(4)	14%	(15)	111
Atheist	6%	(7)	81%	(104)	5%	(6)	9%	(11)	129
Agnostic/Nothing in particular	6%	(39)	70%	(418)	10%	(61)	14%	(83)	601
Something Else	7%	(24)	78%	(279)	5%	(18)	10%	(37)	358
Religious Non-Protestant/Catholic	8%	(11)	73%	(96)	5%	(7)	14%	(18)	131
Evangelical	12%	(66)	72%	(408)	7%	(40)	9%	(53)	567
Non-Evangelical	6%	(48)	76%	(565)	9%	(64)	10%	(71)	748
Community: Urban	10%	(67)	69%	(456)	10%	(63)	11%	(74)	660
Community: Suburban	7%	(67)	75%	(742)	8%	(79)	10%	(103)	990
Community: Rural	7%	(39)	74%	(409)	7%	(38)	12%	(63)	549
Employ: Private Sector	8%	(54)	72%	(516)	9%	(68)	11%	(78)	715
Employ: Government	12%	(16)	74%	(102)	11%	(15)	4%	(5)	138
Employ: Self-Employed	6%	(11)	72%	(131)	9%	(16)	14%	(25)	182
Employ: Homemaker	11%	(18)	72%	(122)	9%	(15)	9%	(15)	170
Employ: Student	8%	(6)	73%	(55)	12%	(9)	8%	(6)	75
Employ: Retired	8%	(40)	75%	(363)	6%	(27)	11%	(53)	483
Employ: Unemployed	6%	(19)	74%	(226)	7%	(22)	13%	(40)	307
Employ: Other	7%	(9)	71%	(92)	7%	(9)	14%	(19)	129
Military HH: Yes	12%	(40)	73%	(247)	5%	(16)	10%	(34)	337
Military HH: No	7%	(133)	73%	(1359)	9%	(165)	11%	(206)	1863
RD/WT: Right Direction	9%	(92)	72%	(702)	9%	(89)	10%	(98)	981
RD/WT: Wrong Track	7%	(82)	74%	(905)	7%	(91)	12%	(142)	1219
Biden Job Approve	8%	(98)	73%	(899)	9%	(107)	10%	(122)	1226
Biden Job Disapprove	8%	(69)	74%	(643)	8%	(69)	10%	(90)	872

Continued on next page

Table MCBR4_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	8%	(173)	73%	(1606)	8%	(180)	11%	(240)	2200
Biden Job Strongly Approve	10%	(66)	68%	(449)	10%	(64)	12%	(77)	656
Biden Job Somewhat Approve	6%	(32)	79%	(450)	8%	(43)	8%	(44)	570
Biden Job Somewhat Disapprove	7%	(17)	76%	(191)	8%	(21)	9%	(21)	249
Biden Job Strongly Disapprove	8%	(53)	73%	(453)	8%	(48)	11%	(69)	623
Favorable of Biden	7%	(92)	75%	(923)	9%	(106)	9%	(116)	1237
Unfavorable of Biden	8%	(74)	73%	(640)	8%	(70)	10%	(88)	872
Very Favorable of Biden	11%	(71)	71%	(473)	8%	(56)	10%	(70)	669
Somewhat Favorable of Biden	4%	(21)	79%	(451)	9%	(50)	8%	(46)	568
Somewhat Unfavorable of Biden	8%	(17)	74%	(158)	8%	(18)	10%	(20)	213
Very Unfavorable of Biden	9%	(57)	73%	(482)	8%	(52)	10%	(68)	659
#1 Issue: Economy	7%	(57)	73%	(575)	9%	(68)	11%	(83)	782
#1 Issue: Security	11%	(31)	69%	(207)	7%	(22)	13%	(39)	299
#1 Issue: Health Care	6%	(18)	77%	(254)	6%	(19)	12%	(38)	329
#1 Issue: Medicare / Social Security	5%	(15)	77%	(206)	7%	(18)	11%	(30)	270
#1 Issue: Women's Issues	7%	(10)	75%	(96)	12%	(16)	5%	(6)	128
#1 Issue: Education	12%	(15)	65%	(77)	10%	(12)	13%	(15)	119
#1 Issue: Energy	13%	(18)	64%	(87)	11%	(15)	12%	(16)	136
#1 Issue: Other	7%	(10)	76%	(105)	8%	(10)	9%	(12)	138
2020 Vote: Joe Biden	8%	(82)	73%	(780)	9%	(91)	10%	(111)	1065
2020 Vote: Donald Trump	10%	(65)	73%	(499)	7%	(50)	10%	(65)	679
2020 Vote: Other	7%	(3)	78%	(41)	5%	(2)	10%	(5)	53
2020 Vote: Didn't Vote	6%	(22)	71%	(284)	9%	(37)	14%	(58)	401
2018 House Vote: Democrat	8%	(64)	75%	(619)	9%	(73)	9%	(73)	829
2018 House Vote: Republican	10%	(54)	74%	(409)	7%	(41)	9%	(49)	553
2016 Vote: Hillary Clinton	8%	(61)	74%	(579)	9%	(68)	10%	(76)	783
2016 Vote: Donald Trump	9%	(59)	73%	(458)	7%	(46)	10%	(65)	628
2016 Vote: Other	8%	(7)	74%	(62)	4%	(3)	14%	(11)	83
2016 Vote: Didn't Vote	7%	(47)	72%	(501)	9%	(63)	13%	(88)	700
Voted in 2014: Yes	8%	(102)	75%	(949)	8%	(102)	9%	(117)	1270
Voted in 2014: No	8%	(71)	71%	(658)	8%	(79)	13%	(123)	930

Continued on next page

Table MCBR4_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	8%	(173)	73%	(1606)	8%	(180)	11%	(240)	2200
4-Region: Northeast	5%	(19)	79%	(312)	7%	(26)	9%	(36)	394
4-Region: Midwest	9%	(40)	73%	(338)	9%	(43)	9%	(41)	462
4-Region: South	8%	(65)	72%	(591)	9%	(71)	12%	(97)	824
4-Region: West	9%	(48)	70%	(366)	8%	(40)	13%	(65)	520
Pumpkin Spice Just Right in August	2%	(7)	86%	(303)	12%	(42)	—	(1)	353

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

Table MCBR4_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	6%	(134)	71%	(1564)	12%	(255)	11%	(248)	2200
Gender: Male	8%	(84)	66%	(697)	11%	(120)	15%	(161)	1062
Gender: Female	4%	(49)	76%	(867)	12%	(135)	8%	(87)	1138
Age: 18-34	6%	(42)	68%	(445)	15%	(100)	11%	(69)	655
Age: 35-44	8%	(30)	69%	(246)	11%	(40)	12%	(43)	358
Age: 45-64	6%	(43)	72%	(538)	11%	(80)	12%	(90)	751
Age: 65+	5%	(20)	77%	(336)	8%	(35)	11%	(46)	436
GenZers: 1997-2012	6%	(14)	68%	(165)	16%	(38)	11%	(26)	243
Millennials: 1981-1996	7%	(48)	69%	(450)	13%	(84)	11%	(69)	651
GenXers: 1965-1980	6%	(33)	70%	(370)	10%	(55)	14%	(74)	531
Baby Boomers: 1946-1964	5%	(33)	76%	(517)	10%	(67)	9%	(61)	679
PID: Dem (no lean)	6%	(56)	71%	(682)	13%	(129)	10%	(94)	961
PID: Ind (no lean)	6%	(35)	71%	(444)	9%	(56)	14%	(87)	622
PID: Rep (no lean)	7%	(43)	71%	(438)	11%	(69)	11%	(67)	617
PID/Gender: Dem Men	8%	(38)	65%	(297)	13%	(60)	13%	(60)	456
PID/Gender: Dem Women	4%	(18)	76%	(384)	14%	(69)	7%	(34)	506
PID/Gender: Ind Men	6%	(19)	65%	(193)	9%	(25)	20%	(59)	296
PID/Gender: Ind Women	5%	(16)	77%	(251)	10%	(31)	8%	(27)	326
PID/Gender: Rep Men	9%	(27)	67%	(207)	11%	(34)	13%	(41)	310
PID/Gender: Rep Women	5%	(15)	75%	(231)	11%	(34)	8%	(25)	306
Ideo: Liberal (1-3)	4%	(30)	75%	(536)	13%	(95)	8%	(56)	716
Ideo: Moderate (4)	7%	(41)	71%	(444)	10%	(60)	13%	(81)	626
Ideo: Conservative (5-7)	8%	(52)	69%	(477)	12%	(82)	11%	(76)	687
Educ: < College	6%	(88)	71%	(1079)	12%	(175)	11%	(171)	1512
Educ: Bachelors degree	7%	(30)	73%	(324)	11%	(48)	10%	(42)	444
Educ: Post-grad	7%	(16)	66%	(161)	13%	(32)	14%	(35)	244
Income: Under 50k	6%	(75)	71%	(866)	11%	(128)	12%	(150)	1219
Income: 50k-100k	5%	(36)	72%	(489)	12%	(81)	10%	(69)	674
Income: 100k+	7%	(23)	68%	(210)	15%	(45)	10%	(30)	307
Ethnicity: White	6%	(100)	72%	(1247)	11%	(189)	11%	(186)	1722
Ethnicity: Hispanic	6%	(20)	75%	(262)	10%	(35)	9%	(32)	349

Continued on next page

Table MCBR4_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	6%	(134)	71%	(1564)	12%	(255)	11%	(248)	2200
Ethnicity: Black	8%	(22)	64%	(176)	14%	(39)	14%	(38)	274
Ethnicity: Other	6%	(12)	69%	(141)	13%	(26)	12%	(24)	204
All Christian	7%	(65)	71%	(714)	12%	(122)	10%	(100)	1001
All Non-Christian	6%	(7)	69%	(77)	10%	(11)	14%	(16)	111
Atheist	4%	(6)	80%	(103)	7%	(9)	9%	(11)	129
Agnostic/Nothing in particular	6%	(36)	67%	(403)	13%	(78)	14%	(85)	601
Something Else	6%	(20)	75%	(267)	10%	(34)	10%	(36)	358
Religious Non-Protestant/Catholic	8%	(10)	68%	(90)	10%	(13)	14%	(19)	131
Evangelical	9%	(50)	70%	(399)	11%	(63)	10%	(55)	567
Non-Evangelical	4%	(30)	74%	(556)	12%	(88)	10%	(75)	748
Community: Urban	8%	(54)	67%	(445)	13%	(84)	12%	(77)	660
Community: Suburban	4%	(40)	74%	(730)	11%	(112)	11%	(108)	990
Community: Rural	7%	(39)	71%	(389)	11%	(59)	11%	(63)	549
Employ: Private Sector	6%	(44)	69%	(497)	13%	(90)	12%	(85)	715
Employ: Government	11%	(15)	71%	(98)	12%	(17)	6%	(8)	138
Employ: Self-Employed	7%	(12)	66%	(121)	14%	(25)	13%	(24)	182
Employ: Homemaker	8%	(13)	73%	(124)	10%	(17)	9%	(15)	170
Employ: Student	7%	(5)	68%	(51)	18%	(14)	7%	(5)	75
Employ: Retired	6%	(28)	74%	(357)	9%	(46)	11%	(53)	483
Employ: Unemployed	3%	(10)	73%	(224)	11%	(33)	13%	(40)	307
Employ: Other	5%	(7)	71%	(92)	10%	(13)	14%	(18)	129
Military HH: Yes	7%	(25)	76%	(258)	6%	(20)	10%	(35)	337
Military HH: No	6%	(109)	70%	(1306)	13%	(235)	11%	(213)	1863
RD/WT: Right Direction	7%	(69)	70%	(687)	12%	(120)	11%	(104)	981
RD/WT: Wrong Track	5%	(65)	72%	(876)	11%	(135)	12%	(144)	1219
Biden Job Approve	6%	(76)	71%	(876)	12%	(146)	10%	(128)	1226
Biden Job Disapprove	6%	(51)	72%	(626)	12%	(103)	11%	(93)	872

Continued on next page

Table MCBR4_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	6%	(134)	71%	(1564)	12%	(255)	11%	(248)	2200
Biden Job Strongly Approve	8%	(51)	67%	(441)	12%	(80)	13%	(84)	656
Biden Job Somewhat Approve	4%	(25)	76%	(435)	12%	(66)	8%	(44)	570
Biden Job Somewhat Disapprove	6%	(15)	71%	(177)	14%	(35)	9%	(22)	249
Biden Job Strongly Disapprove	6%	(36)	72%	(449)	11%	(68)	11%	(70)	623
Favorable of Biden	6%	(74)	72%	(893)	12%	(149)	10%	(121)	1237
Unfavorable of Biden	6%	(54)	72%	(627)	11%	(98)	11%	(93)	872
Very Favorable of Biden	8%	(52)	68%	(456)	12%	(82)	12%	(78)	669
Somewhat Favorable of Biden	4%	(21)	77%	(437)	12%	(67)	7%	(42)	568
Somewhat Unfavorable of Biden	5%	(11)	71%	(151)	14%	(30)	10%	(22)	213
Very Unfavorable of Biden	6%	(43)	72%	(476)	10%	(69)	11%	(72)	659
#1 Issue: Economy	6%	(45)	72%	(566)	11%	(90)	10%	(82)	782
#1 Issue: Security	8%	(25)	67%	(201)	10%	(31)	14%	(43)	299
#1 Issue: Health Care	6%	(19)	72%	(238)	9%	(30)	13%	(41)	329
#1 Issue: Medicare / Social Security	5%	(13)	74%	(200)	10%	(28)	11%	(29)	270
#1 Issue: Women's Issues	3%	(4)	79%	(101)	13%	(16)	5%	(7)	128
#1 Issue: Education	6%	(8)	62%	(73)	18%	(21)	14%	(17)	119
#1 Issue: Energy	10%	(13)	62%	(84)	18%	(25)	10%	(14)	136
#1 Issue: Other	6%	(8)	73%	(100)	10%	(14)	11%	(15)	138
2020 Vote: Joe Biden	6%	(66)	71%	(752)	12%	(128)	11%	(119)	1065
2020 Vote: Donald Trump	6%	(42)	74%	(501)	10%	(70)	10%	(67)	679
2020 Vote: Other	6%	(3)	76%	(40)	7%	(4)	11%	(6)	53
2020 Vote: Didn't Vote	6%	(23)	67%	(270)	13%	(53)	14%	(55)	401
2018 House Vote: Democrat	6%	(47)	73%	(602)	12%	(103)	9%	(76)	829
2018 House Vote: Republican	6%	(35)	74%	(411)	10%	(57)	9%	(50)	553
2016 Vote: Hillary Clinton	6%	(46)	72%	(566)	12%	(93)	10%	(79)	783
2016 Vote: Donald Trump	6%	(40)	73%	(456)	10%	(65)	11%	(68)	628
2016 Vote: Other	4%	(3)	72%	(60)	10%	(9)	14%	(11)	83
2016 Vote: Didn't Vote	6%	(45)	68%	(477)	13%	(88)	13%	(90)	700
Voted in 2014: Yes	6%	(78)	73%	(926)	11%	(143)	10%	(122)	1270
Voted in 2014: No	6%	(55)	69%	(638)	12%	(112)	13%	(126)	930

Continued on next page

Table MCBR4_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	6%	(134)	71%	(1564)	12%	(255)	11%	(248)	2200
4-Region: Northeast	3%	(11)	76%	(298)	12%	(49)	9%	(35)	394
4-Region: Midwest	7%	(33)	73%	(336)	10%	(45)	10%	(48)	462
4-Region: South	7%	(54)	70%	(575)	12%	(98)	12%	(96)	824
4-Region: West	7%	(35)	68%	(355)	12%	(62)	13%	(68)	520
Pumpkin Spice Just Right in August	3%	(9)	82%	(290)	14%	(50)	1%	(4)	353

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

Table MCBR4_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	5%	(112)	64%	(1406)	20%	(431)	11%	(252)	2200
Gender: Male	6%	(60)	58%	(615)	21%	(228)	15%	(159)	1062
Gender: Female	5%	(51)	69%	(791)	18%	(203)	8%	(93)	1138
Age: 18-34	6%	(42)	61%	(402)	22%	(141)	11%	(70)	655
Age: 35-44	8%	(29)	56%	(201)	22%	(80)	13%	(47)	358
Age: 45-64	4%	(27)	66%	(493)	19%	(142)	12%	(89)	751
Age: 65+	3%	(13)	71%	(310)	15%	(67)	11%	(46)	436
GenZers: 1997-2012	8%	(19)	59%	(144)	21%	(51)	12%	(28)	243
Millennials: 1981-1996	6%	(42)	61%	(400)	21%	(140)	11%	(69)	651
GenXers: 1965-1980	5%	(26)	62%	(331)	19%	(102)	14%	(73)	531
Baby Boomers: 1946-1964	3%	(22)	69%	(471)	18%	(122)	9%	(64)	679
PID: Dem (no lean)	6%	(58)	64%	(615)	21%	(200)	9%	(89)	961
PID: Ind (no lean)	5%	(32)	62%	(386)	17%	(109)	15%	(95)	622
PID: Rep (no lean)	4%	(22)	66%	(405)	20%	(122)	11%	(68)	617
PID/Gender: Dem Men	8%	(38)	57%	(259)	23%	(103)	12%	(56)	456
PID/Gender: Dem Women	4%	(19)	70%	(356)	19%	(97)	7%	(33)	506
PID/Gender: Ind Men	3%	(8)	57%	(167)	20%	(58)	21%	(63)	296
PID/Gender: Ind Women	7%	(24)	67%	(218)	16%	(51)	10%	(33)	326
PID/Gender: Rep Men	4%	(14)	61%	(189)	22%	(67)	13%	(41)	310
PID/Gender: Rep Women	3%	(8)	71%	(216)	18%	(55)	9%	(27)	306
Ideo: Liberal (1-3)	5%	(37)	67%	(480)	20%	(143)	8%	(57)	716
Ideo: Moderate (4)	6%	(38)	61%	(379)	21%	(130)	13%	(79)	626
Ideo: Conservative (5-7)	4%	(29)	66%	(451)	19%	(130)	11%	(77)	687
Educ: < College	5%	(79)	64%	(966)	19%	(293)	11%	(173)	1512
Educ: Bachelors degree	5%	(21)	65%	(288)	20%	(90)	10%	(44)	444
Educ: Post-grad	4%	(11)	62%	(151)	19%	(47)	14%	(35)	244
Income: Under 50k	5%	(59)	64%	(780)	18%	(224)	13%	(155)	1219
Income: 50k-100k	5%	(35)	64%	(429)	21%	(142)	10%	(68)	674
Income: 100k+	6%	(18)	64%	(197)	21%	(64)	9%	(29)	307
Ethnicity: White	5%	(86)	65%	(1127)	19%	(319)	11%	(191)	1722
Ethnicity: Hispanic	8%	(28)	60%	(210)	22%	(76)	10%	(36)	349

Continued on next page

Table MCBR4_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	5%	(112)	64%	(1406)	20%	(431)	11%	(252)	2200
Ethnicity: Black	5%	(13)	58%	(158)	25%	(69)	13%	(34)	274
Ethnicity: Other	6%	(13)	59%	(121)	21%	(43)	13%	(27)	204
All Christian	5%	(53)	65%	(648)	20%	(198)	10%	(101)	1001
All Non-Christian	4%	(4)	64%	(71)	18%	(20)	14%	(16)	111
Atheist	5%	(7)	68%	(88)	16%	(21)	10%	(13)	129
Agnostic/Nothing in particular	5%	(33)	58%	(351)	22%	(133)	14%	(84)	601
Something Else	4%	(15)	69%	(247)	16%	(58)	11%	(38)	358
Religious Non-Protestant/Catholic	4%	(5)	65%	(85)	17%	(23)	14%	(18)	131
Evangelical	8%	(43)	62%	(351)	21%	(118)	10%	(55)	567
Non-Evangelical	3%	(23)	69%	(515)	18%	(132)	11%	(79)	748
Community: Urban	7%	(49)	58%	(385)	22%	(147)	12%	(79)	660
Community: Suburban	4%	(38)	66%	(654)	19%	(189)	11%	(109)	990
Community: Rural	4%	(24)	67%	(367)	17%	(95)	12%	(64)	549
Employ: Private Sector	6%	(40)	61%	(437)	22%	(155)	12%	(84)	715
Employ: Government	5%	(7)	68%	(94)	21%	(29)	6%	(8)	138
Employ: Self-Employed	5%	(10)	60%	(110)	22%	(39)	13%	(23)	182
Employ: Homemaker	7%	(12)	65%	(110)	17%	(30)	11%	(18)	170
Employ: Student	7%	(5)	60%	(45)	23%	(18)	10%	(7)	75
Employ: Retired	4%	(20)	68%	(328)	17%	(82)	11%	(52)	483
Employ: Unemployed	3%	(11)	64%	(196)	19%	(59)	14%	(41)	307
Employ: Other	6%	(8)	65%	(84)	15%	(19)	14%	(18)	129
Military HH: Yes	5%	(16)	69%	(233)	15%	(52)	11%	(36)	337
Military HH: No	5%	(96)	63%	(1173)	20%	(378)	12%	(216)	1863
RD/WT: Right Direction	7%	(64)	63%	(615)	21%	(203)	10%	(98)	981
RD/WT: Wrong Track	4%	(47)	65%	(791)	19%	(228)	13%	(154)	1219
Biden Job Approve	6%	(70)	64%	(787)	20%	(244)	10%	(126)	1226
Biden Job Disapprove	4%	(35)	64%	(560)	21%	(179)	11%	(98)	872

Continued on next page

Table MCBR4_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	5%	(112)	64%	(1406)	20%	(431)	11%	(252)	2200
Biden Job Strongly Approve	7%	(46)	61%	(397)	20%	(133)	12%	(79)	656
Biden Job Somewhat Approve	4%	(24)	68%	(389)	19%	(110)	8%	(46)	570
Biden Job Somewhat Disapprove	5%	(12)	61%	(152)	25%	(62)	10%	(24)	249
Biden Job Strongly Disapprove	4%	(23)	66%	(409)	19%	(117)	12%	(74)	623
Favorable of Biden	5%	(67)	65%	(803)	20%	(246)	10%	(120)	1237
Unfavorable of Biden	4%	(35)	65%	(567)	20%	(174)	11%	(96)	872
Very Favorable of Biden	7%	(50)	62%	(417)	19%	(128)	11%	(74)	669
Somewhat Favorable of Biden	3%	(17)	68%	(386)	21%	(118)	8%	(46)	568
Somewhat Unfavorable of Biden	4%	(9)	62%	(133)	24%	(50)	10%	(21)	213
Very Unfavorable of Biden	4%	(26)	66%	(435)	19%	(124)	11%	(75)	659
#1 Issue: Economy	5%	(36)	62%	(487)	22%	(171)	11%	(88)	782
#1 Issue: Security	5%	(16)	66%	(198)	15%	(44)	14%	(41)	299
#1 Issue: Health Care	6%	(19)	64%	(210)	18%	(60)	12%	(39)	329
#1 Issue: Medicare / Social Security	4%	(11)	67%	(181)	19%	(50)	10%	(28)	270
#1 Issue: Women's Issues	4%	(5)	65%	(82)	26%	(33)	6%	(7)	128
#1 Issue: Education	10%	(12)	54%	(64)	21%	(24)	16%	(19)	119
#1 Issue: Energy	7%	(9)	62%	(85)	20%	(28)	10%	(14)	136
#1 Issue: Other	3%	(4)	72%	(99)	14%	(20)	11%	(15)	138
2020 Vote: Joe Biden	6%	(59)	63%	(670)	20%	(217)	11%	(119)	1065
2020 Vote: Donald Trump	4%	(26)	68%	(463)	18%	(121)	10%	(69)	679
2020 Vote: Other	9%	(5)	71%	(38)	10%	(5)	9%	(5)	53
2020 Vote: Didn't Vote	6%	(22)	59%	(235)	21%	(86)	14%	(58)	401
2018 House Vote: Democrat	5%	(37)	66%	(546)	21%	(171)	9%	(75)	829
2018 House Vote: Republican	5%	(27)	67%	(370)	19%	(103)	10%	(53)	553
2016 Vote: Hillary Clinton	4%	(34)	65%	(507)	21%	(163)	10%	(79)	783
2016 Vote: Donald Trump	5%	(28)	67%	(422)	18%	(111)	11%	(67)	628
2016 Vote: Other	5%	(5)	61%	(51)	20%	(17)	14%	(11)	83
2016 Vote: Didn't Vote	6%	(44)	61%	(424)	20%	(138)	13%	(94)	700
Voted in 2014: Yes	5%	(59)	66%	(840)	19%	(247)	10%	(123)	1270
Voted in 2014: No	6%	(53)	61%	(565)	20%	(183)	14%	(129)	930

Continued on next page

Table MCBR4_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	5%	(112)	64%	(1406)	20%	(431)	11%	(252)	2200
4-Region: Northeast	4%	(14)	61%	(239)	25%	(99)	10%	(41)	394
4-Region: Midwest	7%	(33)	65%	(302)	16%	(76)	11%	(52)	462
4-Region: South	5%	(38)	65%	(538)	19%	(157)	11%	(92)	824
4-Region: West	5%	(27)	63%	(327)	19%	(99)	13%	(67)	520
Pumpkin Spice Just Right in August	3%	(9)	79%	(278)	18%	(62)	1%	(4)	353

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

Table MCBR4_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%	(75)	62%	(1371)	23%	(506)	11%	(247)	2200
Gender: Male	5%	(53)	57%	(607)	23%	(246)	15%	(156)	1062
Gender: Female	2%	(22)	67%	(765)	23%	(261)	8%	(91)	1138
Age: 18-34	5%	(32)	60%	(394)	24%	(157)	11%	(73)	655
Age: 35-44	7%	(24)	55%	(197)	27%	(96)	11%	(40)	358
Age: 45-64	2%	(12)	66%	(492)	21%	(161)	11%	(86)	751
Age: 65+	2%	(7)	66%	(288)	21%	(93)	11%	(48)	436
GenZers: 1997-2012	5%	(11)	58%	(140)	25%	(61)	13%	(31)	243
Millennials: 1981-1996	6%	(36)	61%	(394)	24%	(155)	10%	(66)	651
GenXers: 1965-1980	3%	(16)	62%	(331)	22%	(116)	13%	(68)	531
Baby Boomers: 1946-1964	2%	(11)	67%	(452)	23%	(153)	9%	(63)	679
PID: Dem (no lean)	4%	(43)	63%	(601)	24%	(233)	9%	(84)	961
PID: Ind (no lean)	2%	(14)	61%	(377)	21%	(131)	16%	(100)	622
PID: Rep (no lean)	3%	(18)	64%	(393)	23%	(142)	10%	(63)	617
PID/Gender: Dem Men	8%	(36)	58%	(263)	23%	(105)	11%	(51)	456
PID/Gender: Dem Women	1%	(7)	67%	(338)	25%	(128)	6%	(33)	506
PID/Gender: Ind Men	2%	(5)	55%	(164)	21%	(63)	22%	(64)	296
PID/Gender: Ind Women	3%	(9)	65%	(213)	21%	(69)	11%	(36)	326
PID/Gender: Rep Men	4%	(12)	58%	(179)	25%	(78)	13%	(40)	310
PID/Gender: Rep Women	2%	(6)	70%	(214)	21%	(64)	7%	(23)	306
Ideo: Liberal (1-3)	3%	(24)	64%	(460)	25%	(182)	7%	(50)	716
Ideo: Moderate (4)	4%	(27)	59%	(370)	24%	(149)	13%	(81)	626
Ideo: Conservative (5-7)	4%	(24)	64%	(442)	21%	(147)	11%	(74)	687
Educ: < College	4%	(55)	63%	(946)	22%	(339)	11%	(172)	1512
Educ: Bachelors degree	3%	(13)	64%	(284)	24%	(105)	9%	(42)	444
Educ: Post-grad	3%	(8)	58%	(141)	26%	(62)	13%	(33)	244
Income: Under 50k	3%	(40)	63%	(763)	21%	(261)	13%	(154)	1219
Income: 50k-100k	3%	(18)	63%	(425)	25%	(166)	10%	(65)	674
Income: 100k+	6%	(18)	59%	(183)	26%	(79)	9%	(28)	307
Ethnicity: White	3%	(51)	64%	(1094)	23%	(390)	11%	(186)	1722
Ethnicity: Hispanic	4%	(13)	62%	(218)	23%	(82)	10%	(36)	349

Continued on next page

Table MCBR4_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%	(75)	62%	(1371)	23%	(506)	11%	(247)	2200
Ethnicity: Black	6%	(16)	57%	(156)	25%	(68)	12%	(34)	274
Ethnicity: Other	4%	(8)	59%	(121)	24%	(48)	13%	(27)	204
All Christian	5%	(46)	63%	(627)	23%	(230)	10%	(98)	1001
All Non-Christian	1%	(1)	61%	(68)	25%	(27)	13%	(14)	111
Atheist	2%	(3)	68%	(87)	19%	(25)	11%	(14)	129
Agnostic/Nothing in particular	3%	(18)	58%	(346)	26%	(157)	13%	(80)	601
Something Else	2%	(7)	68%	(243)	19%	(67)	11%	(41)	358
Religious Non-Protestant/Catholic	1%	(1)	63%	(83)	23%	(30)	13%	(17)	131
Evangelical	5%	(29)	62%	(349)	23%	(131)	10%	(58)	567
Non-Evangelical	3%	(22)	66%	(493)	21%	(158)	10%	(76)	748
Community: Urban	5%	(35)	59%	(391)	24%	(157)	12%	(77)	660
Community: Suburban	2%	(18)	64%	(629)	24%	(236)	11%	(107)	990
Community: Rural	4%	(22)	64%	(351)	21%	(114)	11%	(62)	549
Employ: Private Sector	5%	(35)	59%	(423)	25%	(181)	11%	(77)	715
Employ: Government	4%	(6)	63%	(87)	27%	(38)	5%	(7)	138
Employ: Self-Employed	4%	(7)	59%	(107)	25%	(45)	13%	(23)	182
Employ: Homemaker	3%	(5)	70%	(118)	19%	(33)	8%	(14)	170
Employ: Student	1%	(1)	59%	(44)	26%	(19)	14%	(11)	75
Employ: Retired	3%	(13)	63%	(305)	23%	(109)	12%	(56)	483
Employ: Unemployed	2%	(5)	67%	(205)	18%	(56)	13%	(41)	307
Employ: Other	2%	(3)	64%	(82)	20%	(26)	14%	(18)	129
Military HH: Yes	3%	(11)	67%	(226)	19%	(65)	11%	(36)	337
Military HH: No	3%	(64)	62%	(1146)	24%	(442)	11%	(211)	1863
RD/WT: Right Direction	5%	(49)	61%	(600)	24%	(236)	10%	(95)	981
RD/WT: Wrong Track	2%	(26)	63%	(771)	22%	(270)	12%	(152)	1219
Biden Job Approve	4%	(52)	62%	(758)	24%	(293)	10%	(123)	1226
Biden Job Disapprove	2%	(21)	63%	(552)	24%	(206)	11%	(94)	872

Continued on next page

Table MCBR4_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%	(75)	62%	(1371)	23%	(506)	11%	(247)	2200
Biden Job Strongly Approve	5%	(36)	59%	(388)	24%	(157)	11%	(75)	656
Biden Job Somewhat Approve	3%	(16)	65%	(369)	24%	(136)	8%	(48)	570
Biden Job Somewhat Disapprove	3%	(7)	61%	(152)	27%	(67)	9%	(24)	249
Biden Job Strongly Disapprove	2%	(14)	64%	(400)	22%	(139)	11%	(70)	623
Favorable of Biden	4%	(52)	63%	(776)	23%	(291)	10%	(118)	1237
Unfavorable of Biden	2%	(19)	64%	(557)	24%	(206)	10%	(90)	872
Very Favorable of Biden	6%	(38)	62%	(412)	22%	(150)	10%	(70)	669
Somewhat Favorable of Biden	3%	(15)	64%	(364)	25%	(140)	8%	(48)	568
Somewhat Unfavorable of Biden	2%	(4)	63%	(134)	25%	(53)	10%	(21)	213
Very Unfavorable of Biden	2%	(15)	64%	(422)	23%	(152)	10%	(69)	659
#1 Issue: Economy	3%	(24)	62%	(487)	24%	(185)	11%	(86)	782
#1 Issue: Security	5%	(14)	61%	(183)	21%	(62)	13%	(40)	299
#1 Issue: Health Care	3%	(11)	63%	(208)	21%	(69)	12%	(41)	329
#1 Issue: Medicare / Social Security	1%	(3)	66%	(178)	22%	(60)	11%	(29)	270
#1 Issue: Women's Issues	1%	(2)	58%	(74)	36%	(46)	5%	(6)	128
#1 Issue: Education	7%	(8)	57%	(68)	21%	(25)	14%	(17)	119
#1 Issue: Energy	6%	(9)	60%	(82)	24%	(32)	10%	(13)	136
#1 Issue: Other	2%	(3)	68%	(93)	19%	(26)	11%	(15)	138
2020 Vote: Joe Biden	4%	(43)	61%	(649)	24%	(260)	11%	(113)	1065
2020 Vote: Donald Trump	2%	(14)	67%	(452)	21%	(146)	10%	(67)	679
2020 Vote: Other	2%	(1)	72%	(38)	15%	(8)	10%	(5)	53
2020 Vote: Didn't Vote	4%	(16)	58%	(232)	23%	(92)	15%	(61)	401
2018 House Vote: Democrat	4%	(35)	63%	(521)	24%	(199)	9%	(74)	829
2018 House Vote: Republican	3%	(17)	66%	(364)	22%	(120)	9%	(52)	553
2016 Vote: Hillary Clinton	4%	(34)	62%	(482)	24%	(190)	10%	(78)	783
2016 Vote: Donald Trump	2%	(13)	67%	(418)	21%	(130)	11%	(67)	628
2016 Vote: Other	2%	(2)	58%	(49)	28%	(23)	12%	(10)	83
2016 Vote: Didn't Vote	4%	(26)	60%	(420)	23%	(161)	13%	(92)	700
Voted in 2014: Yes	4%	(48)	64%	(810)	23%	(290)	10%	(121)	1270
Voted in 2014: No	3%	(27)	60%	(561)	23%	(217)	13%	(125)	930

Continued on next page

Table MCBR4_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%	(75)	62%	(1371)	23%	(506)	11%	(247)	2200
4-Region: Northeast	3%	(12)	59%	(233)	27%	(106)	11%	(43)	394
4-Region: Midwest	3%	(16)	66%	(305)	21%	(99)	9%	(42)	462
4-Region: South	4%	(30)	62%	(510)	23%	(188)	12%	(96)	824
4-Region: West	3%	(17)	62%	(323)	22%	(113)	13%	(66)	520
Pumpkin Spice Just Right in August	2%	(5)	75%	(267)	21%	(74)	2%	(8)	353

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

Table MCBR4_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	4%	(82)	55%	(1210)	30%	(651)	12%	(256)	2200
Gender: Male	6%	(63)	50%	(529)	29%	(309)	15%	(161)	1062
Gender: Female	2%	(19)	60%	(681)	30%	(342)	8%	(96)	1138
Age: 18-34	5%	(31)	53%	(345)	31%	(205)	11%	(73)	655
Age: 35-44	7%	(26)	48%	(173)	32%	(115)	12%	(43)	358
Age: 45-64	2%	(16)	59%	(440)	27%	(204)	12%	(91)	751
Age: 65+	2%	(9)	58%	(252)	29%	(127)	11%	(49)	436
GenZers: 1997-2012	2%	(6)	50%	(120)	35%	(84)	14%	(33)	243
Millennials: 1981-1996	6%	(42)	54%	(353)	29%	(190)	10%	(66)	651
GenXers: 1965-1980	4%	(22)	54%	(287)	28%	(150)	14%	(73)	531
Baby Boomers: 1946-1964	2%	(11)	60%	(407)	29%	(196)	10%	(65)	679
PID: Dem (no lean)	5%	(48)	56%	(534)	30%	(290)	9%	(89)	961
PID: Ind (no lean)	3%	(18)	53%	(328)	29%	(178)	16%	(99)	622
PID: Rep (no lean)	3%	(16)	56%	(348)	30%	(183)	11%	(69)	617
PID/Gender: Dem Men	9%	(42)	51%	(233)	28%	(126)	12%	(54)	456
PID/Gender: Dem Women	1%	(6)	59%	(301)	33%	(164)	7%	(35)	506
PID/Gender: Ind Men	3%	(9)	47%	(138)	29%	(85)	22%	(64)	296
PID/Gender: Ind Women	3%	(9)	58%	(190)	28%	(93)	11%	(35)	326
PID/Gender: Rep Men	4%	(12)	51%	(158)	32%	(98)	14%	(43)	310
PID/Gender: Rep Women	1%	(4)	62%	(190)	28%	(85)	9%	(26)	306
Ideo: Liberal (1-3)	5%	(35)	58%	(415)	30%	(216)	7%	(51)	716
Ideo: Moderate (4)	4%	(26)	51%	(319)	32%	(199)	13%	(83)	626
Ideo: Conservative (5-7)	3%	(19)	57%	(394)	28%	(193)	12%	(81)	687
Educ: < College	3%	(43)	56%	(854)	29%	(437)	12%	(178)	1512
Educ: Bachelors degree	6%	(28)	54%	(238)	30%	(134)	10%	(43)	444
Educ: Post-grad	5%	(12)	48%	(118)	32%	(79)	14%	(35)	244
Income: Under 50k	3%	(34)	56%	(688)	28%	(340)	13%	(158)	1219
Income: 50k-100k	5%	(32)	54%	(366)	31%	(206)	10%	(70)	674
Income: 100k+	5%	(17)	51%	(156)	34%	(105)	9%	(29)	307
Ethnicity: White	3%	(55)	56%	(968)	29%	(504)	11%	(196)	1722
Ethnicity: Hispanic	7%	(23)	52%	(180)	31%	(108)	11%	(38)	349

Continued on next page

Table MCBR4_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	4%	(82)	55%	(1210)	30%	(651)	12%	(256)	2200
Ethnicity: Black	7%	(19)	49%	(133)	32%	(88)	12%	(34)	274
Ethnicity: Other	4%	(9)	53%	(109)	29%	(59)	13%	(27)	204
All Christian	5%	(48)	55%	(555)	29%	(293)	11%	(105)	1001
All Non-Christian	5%	(6)	54%	(59)	29%	(32)	12%	(14)	111
Atheist	2%	(3)	60%	(78)	27%	(34)	11%	(14)	129
Agnostic/Nothing in particular	3%	(18)	50%	(299)	34%	(203)	14%	(81)	601
Something Else	2%	(8)	61%	(219)	25%	(89)	12%	(42)	358
Religious Non-Protestant/Catholic	5%	(7)	56%	(73)	27%	(35)	12%	(16)	131
Evangelical	4%	(25)	56%	(320)	29%	(163)	10%	(60)	567
Non-Evangelical	4%	(28)	57%	(429)	28%	(209)	11%	(82)	748
Community: Urban	6%	(42)	53%	(349)	29%	(192)	12%	(78)	660
Community: Suburban	2%	(23)	55%	(544)	31%	(310)	11%	(113)	990
Community: Rural	3%	(17)	58%	(317)	27%	(149)	12%	(66)	549
Employ: Private Sector	5%	(36)	51%	(366)	32%	(232)	11%	(81)	715
Employ: Government	6%	(8)	56%	(77)	33%	(46)	5%	(7)	138
Employ: Self-Employed	6%	(10)	52%	(96)	29%	(53)	13%	(24)	182
Employ: Homemaker	3%	(5)	61%	(104)	26%	(44)	10%	(17)	170
Employ: Student	4%	(3)	44%	(33)	38%	(29)	14%	(11)	75
Employ: Retired	3%	(13)	56%	(271)	29%	(142)	12%	(58)	483
Employ: Unemployed	2%	(5)	59%	(182)	26%	(79)	13%	(41)	307
Employ: Other	1%	(2)	63%	(82)	21%	(27)	14%	(18)	129
Military HH: Yes	5%	(17)	56%	(187)	28%	(94)	12%	(39)	337
Military HH: No	4%	(65)	55%	(1023)	30%	(557)	12%	(218)	1863
RD/WT: Right Direction	6%	(61)	54%	(529)	29%	(288)	10%	(102)	981
RD/WT: Wrong Track	2%	(22)	56%	(681)	30%	(363)	13%	(154)	1219
Biden Job Approve	5%	(58)	55%	(672)	30%	(366)	11%	(130)	1226
Biden Job Disapprove	2%	(18)	56%	(484)	31%	(272)	11%	(97)	872

Continued on next page

Table MCBR4_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	4%	(82)	55%	(1210)	30%	(651)	12%	(256)	2200
Biden Job Strongly Approve	6%	(42)	53%	(348)	29%	(187)	12%	(79)	656
Biden Job Somewhat Approve	3%	(16)	57%	(324)	31%	(178)	9%	(51)	570
Biden Job Somewhat Disapprove	2%	(5)	54%	(134)	35%	(87)	9%	(24)	249
Biden Job Strongly Disapprove	2%	(13)	56%	(351)	30%	(185)	12%	(74)	623
Favorable of Biden	5%	(56)	55%	(685)	30%	(373)	10%	(122)	1237
Unfavorable of Biden	2%	(21)	56%	(488)	31%	(266)	11%	(96)	872
Very Favorable of Biden	6%	(40)	57%	(378)	27%	(180)	11%	(71)	669
Somewhat Favorable of Biden	3%	(16)	54%	(307)	34%	(193)	9%	(51)	568
Somewhat Unfavorable of Biden	3%	(7)	55%	(116)	32%	(68)	10%	(22)	213
Very Unfavorable of Biden	2%	(14)	56%	(372)	30%	(199)	11%	(74)	659
#1 Issue: Economy	3%	(27)	54%	(420)	32%	(249)	11%	(86)	782
#1 Issue: Security	4%	(11)	59%	(176)	24%	(73)	13%	(40)	299
#1 Issue: Health Care	4%	(12)	55%	(182)	27%	(90)	14%	(45)	329
#1 Issue: Medicare / Social Security	2%	(6)	61%	(165)	26%	(70)	11%	(29)	270
#1 Issue: Women's Issues	1%	(2)	51%	(66)	39%	(50)	8%	(10)	128
#1 Issue: Education	12%	(14)	40%	(47)	33%	(39)	16%	(19)	119
#1 Issue: Energy	7%	(9)	48%	(65)	36%	(49)	10%	(13)	136
#1 Issue: Other	1%	(1)	65%	(89)	24%	(32)	11%	(15)	138
2020 Vote: Joe Biden	5%	(52)	53%	(570)	31%	(327)	11%	(116)	1065
2020 Vote: Donald Trump	3%	(17)	58%	(396)	29%	(195)	11%	(72)	679
2020 Vote: Other	4%	(2)	61%	(32)	22%	(12)	12%	(7)	53
2020 Vote: Didn't Vote	3%	(11)	53%	(212)	29%	(117)	15%	(61)	401
2018 House Vote: Democrat	5%	(45)	56%	(464)	29%	(243)	9%	(77)	829
2018 House Vote: Republican	3%	(16)	58%	(320)	29%	(162)	10%	(56)	553
2016 Vote: Hillary Clinton	5%	(42)	55%	(428)	30%	(232)	10%	(82)	783
2016 Vote: Donald Trump	2%	(15)	57%	(360)	29%	(183)	11%	(71)	628
2016 Vote: Other	4%	(4)	49%	(41)	34%	(28)	13%	(11)	83
2016 Vote: Didn't Vote	3%	(22)	54%	(379)	29%	(205)	13%	(93)	700
Voted in 2014: Yes	4%	(55)	56%	(717)	29%	(370)	10%	(128)	1270
Voted in 2014: No	3%	(27)	53%	(493)	30%	(281)	14%	(129)	930

Continued on next page

Table MCBR4_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	4%	(82)	55%	(1210)	30%	(651)	12%	(256)	2200
4-Region: Northeast	4%	(14)	52%	(203)	34%	(134)	11%	(42)	394
4-Region: Midwest	4%	(20)	57%	(262)	29%	(133)	10%	(47)	462
4-Region: South	3%	(26)	55%	(452)	30%	(248)	12%	(99)	824
4-Region: West	4%	(22)	56%	(293)	26%	(136)	13%	(68)	520
Pumpkin Spice Just Right in August	2%	(8)	73%	(258)	22%	(78)	3%	(9)	353

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

Table MCBR4_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%	(79)	38%	(831)	47%	(1036)	12%	(254)	2200
Gender: Male	5%	(54)	39%	(417)	41%	(433)	15%	(157)	1062
Gender: Female	2%	(25)	36%	(413)	53%	(602)	9%	(97)	1138
Age: 18-34	5%	(34)	36%	(239)	47%	(311)	11%	(72)	655
Age: 35-44	7%	(24)	35%	(126)	45%	(162)	13%	(45)	358
Age: 45-64	2%	(13)	40%	(300)	47%	(351)	12%	(87)	751
Age: 65+	2%	(8)	38%	(166)	49%	(212)	11%	(50)	436
GenZers: 1997-2012	8%	(20)	33%	(79)	48%	(117)	11%	(26)	243
Millennials: 1981-1996	4%	(28)	39%	(251)	46%	(296)	12%	(76)	651
GenXers: 1965-1980	3%	(17)	38%	(202)	46%	(243)	13%	(69)	531
Baby Boomers: 1946-1964	2%	(11)	39%	(268)	49%	(336)	9%	(64)	679
PID: Dem (no lean)	4%	(41)	42%	(402)	45%	(433)	9%	(86)	961
PID: Ind (no lean)	3%	(21)	33%	(205)	47%	(295)	16%	(101)	622
PID: Rep (no lean)	3%	(18)	36%	(224)	50%	(308)	11%	(67)	617
PID/Gender: Dem Men	8%	(35)	43%	(197)	38%	(174)	11%	(49)	456
PID/Gender: Dem Women	1%	(5)	40%	(205)	51%	(258)	7%	(37)	506
PID/Gender: Ind Men	3%	(8)	36%	(106)	39%	(116)	22%	(65)	296
PID/Gender: Ind Women	4%	(13)	30%	(99)	55%	(179)	11%	(36)	326
PID/Gender: Rep Men	3%	(11)	37%	(114)	46%	(143)	14%	(43)	310
PID/Gender: Rep Women	2%	(7)	36%	(110)	54%	(165)	8%	(24)	306
Ideo: Liberal (1-3)	4%	(28)	38%	(274)	50%	(361)	8%	(54)	716
Ideo: Moderate (4)	3%	(20)	37%	(233)	47%	(292)	13%	(81)	626
Ideo: Conservative (5-7)	4%	(29)	39%	(269)	45%	(311)	11%	(79)	687
Educ: < College	4%	(56)	39%	(582)	46%	(698)	12%	(175)	1512
Educ: Bachelors degree	3%	(15)	38%	(167)	48%	(214)	11%	(47)	444
Educ: Post-grad	3%	(8)	33%	(82)	50%	(123)	13%	(32)	244
Income: Under 50k	3%	(41)	40%	(484)	44%	(538)	13%	(155)	1219
Income: 50k-100k	3%	(23)	34%	(228)	52%	(352)	10%	(71)	674
Income: 100k+	5%	(15)	39%	(119)	47%	(146)	9%	(28)	307
Ethnicity: White	3%	(58)	38%	(646)	48%	(823)	11%	(195)	1722
Ethnicity: Hispanic	6%	(21)	36%	(125)	48%	(167)	10%	(36)	349

Continued on next page

Table MCBR4_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%	(79)	38%	(831)	47%	(1036)	12%	(254)	2200
Ethnicity: Black	6%	(16)	44%	(120)	39%	(108)	11%	(31)	274
Ethnicity: Other	3%	(6)	32%	(65)	51%	(105)	14%	(28)	204
All Christian	4%	(38)	38%	(380)	48%	(484)	10%	(100)	1001
All Non-Christian	1%	(2)	46%	(51)	38%	(43)	14%	(15)	111
Atheist	2%	(3)	36%	(47)	50%	(65)	12%	(15)	129
Agnostic/Nothing in particular	3%	(20)	34%	(203)	49%	(297)	14%	(81)	601
Something Else	5%	(17)	42%	(150)	41%	(148)	12%	(43)	358
Religious Non-Protestant/Catholic	1%	(2)	48%	(63)	37%	(49)	14%	(19)	131
Evangelical	4%	(21)	44%	(247)	44%	(249)	9%	(50)	567
Non-Evangelical	4%	(31)	35%	(263)	49%	(370)	11%	(85)	748
Community: Urban	6%	(40)	38%	(249)	45%	(297)	11%	(74)	660
Community: Suburban	2%	(21)	37%	(367)	49%	(484)	12%	(118)	990
Community: Rural	3%	(18)	39%	(215)	46%	(254)	11%	(62)	549
Employ: Private Sector	4%	(27)	39%	(276)	46%	(329)	12%	(83)	715
Employ: Government	8%	(11)	34%	(47)	53%	(73)	5%	(7)	138
Employ: Self-Employed	3%	(5)	42%	(76)	43%	(78)	13%	(24)	182
Employ: Homemaker	3%	(6)	34%	(58)	52%	(89)	10%	(18)	170
Employ: Student	6%	(5)	32%	(24)	51%	(38)	10%	(8)	75
Employ: Retired	3%	(14)	38%	(182)	48%	(230)	12%	(57)	483
Employ: Unemployed	3%	(10)	39%	(119)	45%	(139)	13%	(39)	307
Employ: Other	2%	(2)	39%	(50)	45%	(58)	14%	(19)	129
Military HH: Yes	3%	(9)	38%	(129)	47%	(160)	11%	(39)	337
Military HH: No	4%	(70)	38%	(701)	47%	(875)	12%	(215)	1863
RD/WT: Right Direction	5%	(45)	41%	(398)	45%	(441)	10%	(97)	981
RD/WT: Wrong Track	3%	(35)	35%	(433)	49%	(595)	13%	(157)	1219
Biden Job Approve	4%	(49)	40%	(493)	46%	(560)	10%	(123)	1226
Biden Job Disapprove	3%	(27)	34%	(299)	51%	(446)	12%	(100)	872

Continued on next page

Table MCBR4_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%	(79)	38%	(831)	47%	(1036)	12%	(254)	2200
Biden Job Strongly Approve	4%	(25)	39%	(258)	45%	(296)	12%	(77)	656
Biden Job Somewhat Approve	4%	(24)	41%	(235)	46%	(264)	8%	(47)	570
Biden Job Somewhat Disapprove	3%	(7)	31%	(78)	55%	(138)	11%	(27)	249
Biden Job Strongly Disapprove	3%	(19)	36%	(221)	49%	(308)	12%	(74)	623
Favorable of Biden	4%	(48)	40%	(497)	46%	(569)	10%	(124)	1237
Unfavorable of Biden	3%	(26)	35%	(307)	51%	(444)	11%	(94)	872
Very Favorable of Biden	4%	(27)	40%	(267)	45%	(303)	11%	(71)	669
Somewhat Favorable of Biden	4%	(20)	40%	(230)	47%	(265)	9%	(52)	568
Somewhat Unfavorable of Biden	1%	(2)	35%	(74)	54%	(115)	10%	(21)	213
Very Unfavorable of Biden	4%	(24)	35%	(232)	50%	(329)	11%	(73)	659
#1 Issue: Economy	3%	(25)	36%	(279)	50%	(389)	11%	(89)	782
#1 Issue: Security	5%	(15)	38%	(113)	44%	(132)	13%	(40)	299
#1 Issue: Health Care	5%	(16)	39%	(130)	43%	(141)	13%	(43)	329
#1 Issue: Medicare / Social Security	3%	(7)	42%	(112)	45%	(121)	11%	(29)	270
#1 Issue: Women's Issues	—	(0)	34%	(43)	60%	(77)	6%	(8)	128
#1 Issue: Education	9%	(11)	38%	(46)	38%	(46)	14%	(17)	119
#1 Issue: Energy	3%	(4)	34%	(46)	53%	(73)	10%	(13)	136
#1 Issue: Other	2%	(3)	45%	(62)	42%	(58)	11%	(15)	138
2020 Vote: Joe Biden	4%	(41)	39%	(414)	47%	(496)	11%	(114)	1065
2020 Vote: Donald Trump	2%	(17)	37%	(253)	50%	(338)	11%	(72)	679
2020 Vote: Other	1%	(1)	36%	(19)	46%	(24)	17%	(9)	53
2020 Vote: Didn't Vote	5%	(21)	36%	(144)	44%	(177)	15%	(58)	401
2018 House Vote: Democrat	4%	(32)	41%	(342)	45%	(377)	9%	(79)	829
2018 House Vote: Republican	3%	(17)	40%	(220)	47%	(261)	10%	(55)	553
2016 Vote: Hillary Clinton	4%	(30)	40%	(316)	45%	(355)	11%	(83)	783
2016 Vote: Donald Trump	2%	(15)	38%	(241)	48%	(303)	11%	(69)	628
2016 Vote: Other	2%	(2)	34%	(28)	49%	(41)	15%	(13)	83
2016 Vote: Didn't Vote	5%	(32)	35%	(244)	48%	(335)	13%	(89)	700
Voted in 2014: Yes	3%	(41)	41%	(525)	45%	(575)	10%	(129)	1270
Voted in 2014: No	4%	(39)	33%	(305)	50%	(461)	13%	(125)	930

Continued on next page

Table MCBR4_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%	(79)	38%	(831)	47%	(1036)	12%	(254)	2200
4-Region: Northeast	2%	(8)	29%	(115)	57%	(226)	11%	(44)	394
4-Region: Midwest	5%	(23)	37%	(170)	48%	(221)	10%	(48)	462
4-Region: South	4%	(32)	39%	(325)	46%	(378)	11%	(89)	824
4-Region: West	3%	(15)	42%	(221)	41%	(211)	14%	(73)	520
Pumpkin Spice Just Right in August	2%	(7)	66%	(234)	30%	(105)	2%	(7)	353

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

Table MCBR4_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	3%	(65)	33%	(732)	51%	(1128)	13%	(276)	2200
Gender: Male	4%	(45)	34%	(360)	46%	(484)	16%	(173)	1062
Gender: Female	2%	(20)	33%	(371)	57%	(644)	9%	(103)	1138
Age: 18-34	4%	(24)	32%	(207)	53%	(346)	12%	(79)	655
Age: 35-44	5%	(18)	31%	(110)	49%	(177)	15%	(53)	358
Age: 45-64	2%	(15)	35%	(263)	50%	(378)	13%	(94)	751
Age: 65+	2%	(8)	35%	(152)	52%	(226)	11%	(50)	436
GenZers: 1997-2012	3%	(6)	29%	(70)	55%	(134)	13%	(33)	243
Millennials: 1981-1996	5%	(31)	33%	(215)	50%	(326)	12%	(79)	651
GenXers: 1965-1980	3%	(15)	34%	(179)	49%	(260)	15%	(78)	531
Baby Boomers: 1946-1964	1%	(10)	35%	(240)	53%	(361)	10%	(68)	679
PID: Dem (no lean)	4%	(36)	36%	(349)	49%	(474)	11%	(103)	961
PID: Ind (no lean)	2%	(14)	30%	(186)	51%	(319)	17%	(103)	622
PID: Rep (no lean)	2%	(15)	32%	(197)	54%	(335)	11%	(70)	617
PID/Gender: Dem Men	7%	(31)	37%	(170)	43%	(194)	13%	(61)	456
PID/Gender: Dem Women	1%	(5)	35%	(179)	55%	(280)	8%	(41)	506
PID/Gender: Ind Men	1%	(3)	31%	(92)	45%	(134)	23%	(67)	296
PID/Gender: Ind Women	3%	(11)	29%	(94)	57%	(185)	11%	(36)	326
PID/Gender: Rep Men	3%	(11)	32%	(99)	50%	(156)	14%	(45)	310
PID/Gender: Rep Women	1%	(4)	32%	(98)	59%	(179)	8%	(25)	306
Ideo: Liberal (1-3)	4%	(26)	34%	(244)	55%	(391)	8%	(55)	716
Ideo: Moderate (4)	3%	(20)	30%	(189)	51%	(322)	15%	(94)	626
Ideo: Conservative (5-7)	3%	(18)	36%	(244)	50%	(345)	12%	(81)	687
Educ: < College	3%	(46)	34%	(515)	50%	(759)	13%	(192)	1512
Educ: Bachelors degree	3%	(12)	33%	(146)	54%	(239)	10%	(46)	444
Educ: Post-grad	3%	(7)	29%	(70)	53%	(130)	15%	(37)	244
Income: Under 50k	3%	(31)	34%	(420)	49%	(602)	14%	(165)	1219
Income: 50k-100k	3%	(19)	31%	(212)	54%	(367)	11%	(76)	674
Income: 100k+	5%	(14)	32%	(100)	52%	(158)	11%	(35)	307
Ethnicity: White	3%	(50)	32%	(557)	53%	(912)	12%	(204)	1722
Ethnicity: Hispanic	4%	(14)	32%	(112)	53%	(184)	11%	(39)	349

Continued on next page

Table MCBR4_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	3%	(65)	33%	(732)	51%	(1128)	13%	(276)	2200
Ethnicity: Black	3%	(9)	41%	(112)	41%	(112)	15%	(42)	274
Ethnicity: Other	3%	(7)	31%	(62)	51%	(104)	15%	(31)	204
All Christian	3%	(35)	33%	(332)	53%	(529)	11%	(106)	1001
All Non-Christian	4%	(4)	36%	(40)	43%	(48)	17%	(18)	111
Atheist	2%	(3)	25%	(32)	62%	(80)	11%	(14)	129
Agnostic/Nothing in particular	3%	(18)	29%	(176)	53%	(319)	15%	(88)	601
Something Else	2%	(6)	42%	(152)	42%	(152)	14%	(49)	358
Religious Non-Protestant/Catholic	4%	(5)	38%	(49)	42%	(55)	16%	(22)	131
Evangelical	3%	(19)	40%	(224)	47%	(268)	10%	(55)	567
Non-Evangelical	2%	(18)	32%	(237)	53%	(400)	12%	(92)	748
Community: Urban	5%	(30)	33%	(216)	50%	(328)	13%	(86)	660
Community: Suburban	2%	(21)	32%	(316)	53%	(528)	13%	(126)	990
Community: Rural	3%	(14)	36%	(200)	49%	(271)	12%	(64)	549
Employ: Private Sector	4%	(26)	33%	(235)	50%	(356)	14%	(98)	715
Employ: Government	5%	(7)	33%	(45)	55%	(76)	7%	(9)	138
Employ: Self-Employed	3%	(5)	35%	(65)	50%	(91)	12%	(22)	182
Employ: Homemaker	4%	(7)	30%	(51)	56%	(95)	10%	(17)	170
Employ: Student	5%	(4)	26%	(20)	57%	(43)	12%	(9)	75
Employ: Retired	2%	(12)	34%	(164)	52%	(250)	12%	(57)	483
Employ: Unemployed	—	(2)	33%	(101)	53%	(162)	14%	(42)	307
Employ: Other	2%	(2)	39%	(50)	43%	(56)	17%	(21)	129
Military HH: Yes	1%	(4)	36%	(121)	51%	(171)	12%	(41)	337
Military HH: No	3%	(61)	33%	(611)	51%	(957)	13%	(234)	1863
RD/WT: Right Direction	5%	(44)	36%	(352)	48%	(473)	11%	(111)	981
RD/WT: Wrong Track	2%	(21)	31%	(380)	54%	(654)	14%	(165)	1219
Biden Job Approve	4%	(43)	35%	(435)	49%	(606)	12%	(142)	1226
Biden Job Disapprove	2%	(19)	30%	(259)	56%	(489)	12%	(105)	872

Continued on next page

Table MCBR4_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	3%	(65)	33%	(732)	51%	(1128)	13%	(276)	2200
Biden Job Strongly Approve	5%	(31)	35%	(228)	48%	(312)	13%	(86)	656
Biden Job Somewhat Approve	2%	(13)	36%	(207)	52%	(294)	10%	(56)	570
Biden Job Somewhat Disapprove	4%	(9)	23%	(57)	62%	(156)	11%	(28)	249
Biden Job Strongly Disapprove	2%	(10)	32%	(202)	54%	(333)	12%	(77)	623
Favorable of Biden	4%	(46)	35%	(435)	50%	(615)	11%	(141)	1237
Unfavorable of Biden	2%	(15)	31%	(270)	56%	(486)	11%	(100)	872
Very Favorable of Biden	4%	(28)	35%	(235)	48%	(320)	13%	(87)	669
Somewhat Favorable of Biden	3%	(17)	35%	(201)	52%	(295)	10%	(54)	568
Somewhat Unfavorable of Biden	2%	(4)	29%	(61)	60%	(127)	10%	(21)	213
Very Unfavorable of Biden	2%	(12)	32%	(209)	55%	(359)	12%	(79)	659
#1 Issue: Economy	3%	(22)	30%	(239)	54%	(425)	12%	(97)	782
#1 Issue: Security	4%	(11)	35%	(105)	47%	(140)	15%	(44)	299
#1 Issue: Health Care	3%	(9)	37%	(121)	47%	(155)	14%	(45)	329
#1 Issue: Medicare / Social Security	3%	(7)	36%	(98)	50%	(135)	11%	(29)	270
#1 Issue: Women's Issues	—	(1)	30%	(38)	65%	(83)	5%	(6)	128
#1 Issue: Education	4%	(5)	34%	(41)	41%	(49)	20%	(24)	119
#1 Issue: Energy	6%	(9)	27%	(36)	55%	(74)	12%	(17)	136
#1 Issue: Other	1%	(1)	40%	(55)	49%	(67)	10%	(14)	138
2020 Vote: Joe Biden	3%	(36)	34%	(366)	50%	(534)	12%	(128)	1065
2020 Vote: Donald Trump	2%	(15)	33%	(222)	54%	(366)	11%	(76)	679
2020 Vote: Other	2%	(1)	36%	(19)	46%	(24)	15%	(8)	53
2020 Vote: Didn't Vote	3%	(12)	31%	(123)	50%	(202)	16%	(63)	401
2018 House Vote: Democrat	4%	(31)	36%	(300)	50%	(415)	10%	(84)	829
2018 House Vote: Republican	2%	(14)	36%	(198)	51%	(283)	11%	(59)	553
2016 Vote: Hillary Clinton	4%	(31)	35%	(278)	49%	(386)	11%	(88)	783
2016 Vote: Donald Trump	2%	(10)	34%	(214)	52%	(329)	12%	(76)	628
2016 Vote: Other	2%	(2)	30%	(25)	51%	(43)	16%	(14)	83
2016 Vote: Didn't Vote	3%	(22)	30%	(212)	53%	(368)	14%	(98)	700
Voted in 2014: Yes	3%	(40)	37%	(464)	50%	(630)	11%	(135)	1270
Voted in 2014: No	3%	(25)	29%	(268)	53%	(497)	15%	(140)	930

Continued on next page

Table MCBR4_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	3%	(65)	33%	(732)	51%	(1128)	13%	(276)	2200
4-Region: Northeast	2%	(8)	24%	(96)	61%	(239)	13%	(51)	394
4-Region: Midwest	4%	(16)	31%	(144)	53%	(243)	13%	(58)	462
4-Region: South	3%	(28)	36%	(294)	50%	(409)	11%	(93)	824
4-Region: West	2%	(13)	38%	(197)	45%	(236)	14%	(74)	520
Pumpkin Spice Just Right in August	3%	(10)	63%	(223)	31%	(111)	3%	(9)	353

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

Table MCBR4_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	3%	(75)	30%	(650)	54%	(1199)	13%	(277)	2200
Gender: Male	5%	(49)	30%	(322)	48%	(514)	17%	(176)	1062
Gender: Female	2%	(26)	29%	(327)	60%	(685)	9%	(101)	1138
Age: 18-34	5%	(32)	28%	(184)	54%	(356)	13%	(83)	655
Age: 35-44	6%	(23)	28%	(101)	50%	(180)	15%	(54)	358
Age: 45-64	2%	(13)	31%	(234)	55%	(412)	12%	(92)	751
Age: 65+	2%	(8)	30%	(131)	57%	(250)	11%	(48)	436
GenZers: 1997-2012	4%	(9)	24%	(58)	59%	(144)	13%	(32)	243
Millennials: 1981-1996	6%	(36)	31%	(204)	50%	(326)	13%	(85)	651
GenXers: 1965-1980	3%	(17)	29%	(156)	53%	(282)	14%	(76)	531
Baby Boomers: 1946-1964	1%	(9)	31%	(212)	58%	(393)	10%	(65)	679
PID: Dem (no lean)	5%	(44)	32%	(312)	53%	(507)	10%	(98)	961
PID: Ind (no lean)	2%	(13)	28%	(171)	53%	(332)	17%	(106)	622
PID: Rep (no lean)	3%	(18)	27%	(167)	58%	(360)	12%	(72)	617
PID/Gender: Dem Men	8%	(35)	33%	(150)	47%	(215)	12%	(56)	456
PID/Gender: Dem Women	2%	(9)	32%	(162)	58%	(293)	8%	(42)	506
PID/Gender: Ind Men	1%	(4)	29%	(85)	46%	(136)	24%	(71)	296
PID/Gender: Ind Women	3%	(9)	26%	(86)	60%	(196)	11%	(34)	326
PID/Gender: Rep Men	3%	(11)	28%	(87)	53%	(164)	16%	(48)	310
PID/Gender: Rep Women	2%	(7)	26%	(79)	64%	(196)	8%	(24)	306
Ideo: Liberal (1-3)	4%	(32)	31%	(221)	57%	(411)	7%	(53)	716
Ideo: Moderate (4)	3%	(20)	27%	(169)	55%	(345)	15%	(92)	626
Ideo: Conservative (5-7)	3%	(22)	30%	(208)	55%	(376)	12%	(82)	687
Educ: < College	3%	(48)	30%	(457)	54%	(811)	13%	(197)	1512
Educ: Bachelors degree	4%	(16)	29%	(131)	57%	(253)	10%	(44)	444
Educ: Post-grad	5%	(11)	25%	(62)	55%	(135)	15%	(36)	244
Income: Under 50k	3%	(38)	30%	(363)	53%	(645)	14%	(173)	1219
Income: 50k-100k	3%	(20)	29%	(193)	58%	(388)	11%	(73)	674
Income: 100k+	5%	(17)	30%	(93)	54%	(166)	10%	(31)	307
Ethnicity: White	3%	(55)	30%	(509)	56%	(958)	12%	(200)	1722
Ethnicity: Hispanic	4%	(14)	29%	(101)	54%	(189)	13%	(46)	349

Continued on next page

Table MCBR4_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	3%	(75)	30%	(650)	54%	(1199)	13%	(277)	2200
Ethnicity: Black	6%	(16)	32%	(87)	47%	(128)	16%	(44)	274
Ethnicity: Other	2%	(5)	27%	(54)	55%	(112)	16%	(33)	204
All Christian	3%	(33)	28%	(280)	57%	(574)	11%	(113)	1001
All Non-Christian	6%	(7)	33%	(36)	47%	(52)	14%	(15)	111
Atheist	2%	(2)	25%	(32)	62%	(80)	11%	(14)	129
Agnostic/Nothing in particular	4%	(27)	27%	(164)	54%	(323)	15%	(88)	601
Something Else	2%	(6)	38%	(137)	47%	(169)	13%	(46)	358
Religious Non-Protestant/Catholic	6%	(8)	34%	(45)	45%	(60)	14%	(19)	131
Evangelical	3%	(18)	34%	(195)	52%	(297)	10%	(57)	567
Non-Evangelical	2%	(18)	27%	(204)	58%	(432)	13%	(94)	748
Community: Urban	5%	(33)	29%	(194)	53%	(348)	13%	(84)	660
Community: Suburban	2%	(24)	28%	(280)	57%	(562)	13%	(125)	990
Community: Rural	3%	(18)	32%	(175)	53%	(289)	12%	(68)	549
Employ: Private Sector	4%	(30)	31%	(221)	53%	(376)	12%	(89)	715
Employ: Government	4%	(5)	31%	(42)	59%	(81)	7%	(9)	138
Employ: Self-Employed	4%	(7)	31%	(56)	52%	(96)	13%	(24)	182
Employ: Homemaker	6%	(9)	28%	(48)	56%	(96)	10%	(17)	170
Employ: Student	4%	(3)	20%	(15)	62%	(47)	13%	(10)	75
Employ: Retired	3%	(13)	28%	(137)	57%	(275)	12%	(58)	483
Employ: Unemployed	2%	(6)	28%	(86)	54%	(167)	15%	(48)	307
Employ: Other	2%	(2)	34%	(44)	47%	(61)	17%	(22)	129
Military HH: Yes	2%	(8)	30%	(101)	56%	(188)	12%	(41)	337
Military HH: No	4%	(67)	29%	(549)	54%	(1011)	13%	(235)	1863
RD/WT: Right Direction	5%	(51)	33%	(319)	51%	(504)	11%	(107)	981
RD/WT: Wrong Track	2%	(24)	27%	(331)	57%	(695)	14%	(169)	1219
Biden Job Approve	4%	(54)	31%	(386)	53%	(649)	11%	(137)	1226
Biden Job Disapprove	2%	(19)	26%	(223)	60%	(520)	13%	(110)	872

Continued on next page

Table MCBR4_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	3%	(75)	30%	(650)	54%	(1199)	13%	(277)	2200
Biden Job Strongly Approve	5%	(35)	31%	(205)	51%	(337)	12%	(79)	656
Biden Job Somewhat Approve	3%	(20)	32%	(181)	55%	(312)	10%	(57)	570
Biden Job Somewhat Disapprove	2%	(4)	21%	(52)	65%	(161)	13%	(32)	249
Biden Job Strongly Disapprove	2%	(15)	27%	(171)	58%	(359)	13%	(78)	623
Favorable of Biden	4%	(54)	32%	(392)	53%	(655)	11%	(135)	1237
Unfavorable of Biden	2%	(19)	27%	(232)	59%	(518)	12%	(103)	872
Very Favorable of Biden	6%	(37)	32%	(213)	51%	(343)	11%	(77)	669
Somewhat Favorable of Biden	3%	(17)	32%	(179)	55%	(313)	10%	(59)	568
Somewhat Unfavorable of Biden	2%	(5)	26%	(55)	61%	(130)	11%	(23)	213
Very Unfavorable of Biden	2%	(14)	27%	(177)	59%	(387)	12%	(80)	659
#1 Issue: Economy	3%	(25)	27%	(213)	57%	(444)	13%	(99)	782
#1 Issue: Security	3%	(10)	30%	(91)	50%	(151)	16%	(47)	299
#1 Issue: Health Care	4%	(12)	34%	(112)	49%	(160)	14%	(45)	329
#1 Issue: Medicare / Social Security	2%	(5)	33%	(89)	55%	(147)	10%	(28)	270
#1 Issue: Women's Issues	3%	(3)	27%	(34)	67%	(85)	4%	(5)	128
#1 Issue: Education	9%	(11)	30%	(36)	45%	(53)	16%	(19)	119
#1 Issue: Energy	5%	(7)	24%	(32)	59%	(80)	12%	(16)	136
#1 Issue: Other	1%	(1)	30%	(42)	57%	(78)	12%	(16)	138
2020 Vote: Joe Biden	4%	(47)	30%	(323)	53%	(569)	12%	(126)	1065
2020 Vote: Donald Trump	2%	(17)	28%	(192)	58%	(394)	11%	(76)	679
2020 Vote: Other	2%	(1)	31%	(16)	53%	(28)	14%	(7)	53
2020 Vote: Didn't Vote	2%	(10)	29%	(118)	52%	(207)	16%	(66)	401
2018 House Vote: Democrat	4%	(32)	34%	(278)	52%	(434)	10%	(85)	829
2018 House Vote: Republican	3%	(16)	29%	(161)	57%	(314)	11%	(63)	553
2016 Vote: Hillary Clinton	4%	(32)	32%	(254)	52%	(409)	11%	(89)	783
2016 Vote: Donald Trump	2%	(15)	29%	(179)	57%	(361)	12%	(73)	628
2016 Vote: Other	2%	(2)	26%	(21)	57%	(47)	16%	(13)	83
2016 Vote: Didn't Vote	4%	(26)	27%	(192)	54%	(379)	15%	(102)	700
Voted in 2014: Yes	3%	(43)	32%	(407)	54%	(681)	11%	(138)	1270
Voted in 2014: No	3%	(32)	26%	(242)	56%	(518)	15%	(138)	930

Continued on next page

Table MCBR4_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	3%	(75)	30%	(650)	54%	(1199)	13%	(277)	2200
4-Region: Northeast	3%	(12)	23%	(90)	61%	(242)	13%	(50)	394
4-Region: Midwest	4%	(19)	29%	(135)	56%	(257)	11%	(52)	462
4-Region: South	4%	(32)	30%	(248)	54%	(445)	12%	(99)	824
4-Region: West	2%	(12)	34%	(177)	49%	(255)	15%	(76)	520
Pumpkin Spice Just Right in August	2%	(7)	63%	(224)	32%	(113)	3%	(9)	353

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

Table MCBR5: 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	40% (878)	45% (989)	15% (333)	2200
Gender: Male	42% (447)	41% (431)	17% (184)	1062
Gender: Female	38% (431)	49% (559)	13% (149)	1138
Age: 18-34	40% (260)	49% (323)	11% (72)	655
Age: 35-44	41% (146)	47% (167)	12% (44)	358
Age: 45-64	38% (283)	45% (339)	17% (130)	751
Age: 65+	43% (189)	37% (161)	20% (87)	436
GenZers: 1997-2012	38% (93)	49% (119)	13% (31)	243
Millennials: 1981-1996	40% (264)	49% (317)	11% (71)	651
GenXers: 1965-1980	39% (209)	45% (241)	15% (81)	531
Baby Boomers: 1946-1964	40% (269)	41% (279)	19% (131)	679
PID: Dem (no lean)	41% (397)	46% (446)	12% (118)	961
PID: Ind (no lean)	40% (247)	43% (267)	17% (108)	622
PID: Rep (no lean)	38% (234)	45% (276)	17% (107)	617
PID/Gender: Dem Men	46% (208)	43% (198)	11% (49)	456
PID/Gender: Dem Women	37% (189)	49% (248)	14% (69)	506
PID/Gender: Ind Men	43% (126)	37% (109)	20% (61)	296
PID/Gender: Ind Women	37% (121)	48% (158)	14% (47)	326
PID/Gender: Rep Men	36% (113)	40% (124)	24% (74)	310
PID/Gender: Rep Women	40% (121)	50% (152)	11% (33)	306
Ideo: Liberal (1-3)	39% (282)	48% (342)	13% (93)	716
Ideo: Moderate (4)	39% (242)	47% (295)	14% (89)	626
Ideo: Conservative (5-7)	41% (281)	43% (294)	16% (112)	687
Educ: < College	40% (611)	43% (654)	16% (248)	1512
Educ: Bachelors degree	40% (177)	49% (216)	11% (51)	444
Educ: Post-grad	37% (90)	49% (120)	14% (34)	244
Income: Under 50k	39% (470)	45% (544)	17% (205)	1219
Income: 50k-100k	41% (280)	44% (300)	14% (95)	674
Income: 100k+	42% (129)	47% (145)	11% (33)	307
Ethnicity: White	40% (687)	45% (774)	15% (261)	1722
Ethnicity: Hispanic	46% (159)	44% (154)	10% (36)	349
Ethnicity: Black	42% (115)	44% (120)	14% (39)	274

Continued on next page

Table MCBR5: *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	40% (878)	45% (989)	15% (333)	2200
Ethnicity: Other	37% (76)	46% (95)	16% (33)	204
All Christian	40% (399)	48% (479)	12% (123)	1001
All Non-Christian	37% (42)	45% (50)	17% (19)	111
Atheist	35% (44)	48% (61)	18% (23)	129
Agnostic/Nothing in particular	38% (229)	43% (258)	19% (115)	601
Something Else	46% (164)	39% (141)	15% (53)	358
Religious Non-Protestant/Catholic	39% (52)	45% (59)	16% (21)	131
Evangelical	46% (260)	43% (246)	11% (61)	567
Non-Evangelical	38% (282)	47% (355)	15% (112)	748
Community: Urban	43% (283)	46% (301)	12% (76)	660
Community: Suburban	37% (369)	46% (454)	17% (167)	990
Community: Rural	41% (226)	43% (234)	16% (89)	549
Employ: Private Sector	40% (289)	48% (346)	11% (80)	715
Employ: Government	45% (62)	45% (63)	10% (13)	138
Employ: Self-Employed	34% (63)	48% (88)	18% (32)	182
Employ: Homemaker	37% (64)	52% (89)	10% (18)	170
Employ: Student	42% (32)	49% (37)	9% (7)	75
Employ: Retired	42% (202)	39% (189)	19% (92)	483
Employ: Unemployed	37% (113)	40% (124)	23% (70)	307
Employ: Other	43% (55)	42% (54)	15% (20)	129
Military HH: Yes	48% (161)	40% (133)	13% (43)	337
Military HH: No	39% (717)	46% (856)	16% (289)	1863
RD/WT: Right Direction	42% (414)	47% (463)	11% (104)	981
RD/WT: Wrong Track	38% (464)	43% (527)	19% (229)	1219
Biden Job Approve	41% (505)	46% (561)	13% (160)	1226
Biden Job Disapprove	39% (340)	45% (393)	16% (139)	872
Biden Job Strongly Approve	44% (290)	43% (280)	13% (86)	656
Biden Job Somewhat Approve	38% (215)	49% (281)	13% (74)	570
Biden Job Somewhat Disapprove	40% (100)	46% (115)	14% (35)	249
Biden Job Strongly Disapprove	39% (240)	45% (278)	17% (105)	623

Continued on next page

Table MCBR5: 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	40% (878)	45% (989)	15% (333)	2200
Favorable of Biden	41% (501)	47% (576)	13% (159)	1237
Unfavorable of Biden	39% (338)	45% (394)	16% (140)	872
Very Favorable of Biden	43% (290)	44% (293)	13% (86)	669
Somewhat Favorable of Biden	37% (211)	50% (284)	13% (73)	568
Somewhat Unfavorable of Biden	41% (87)	45% (96)	14% (30)	213
Very Unfavorable of Biden	38% (251)	45% (298)	17% (110)	659
#1 Issue: Economy	37% (290)	48% (377)	15% (115)	782
#1 Issue: Security	39% (116)	40% (121)	21% (63)	299
#1 Issue: Health Care	48% (158)	41% (134)	11% (38)	329
#1 Issue: Medicare / Social Security	44% (120)	39% (106)	16% (44)	270
#1 Issue: Women's Issues	46% (59)	43% (55)	11% (14)	128
#1 Issue: Education	35% (41)	52% (62)	13% (16)	119
#1 Issue: Energy	34% (47)	52% (71)	13% (18)	136
#1 Issue: Other	35% (48)	47% (65)	18% (25)	138
2020 Vote: Joe Biden	40% (429)	47% (502)	13% (134)	1065
2020 Vote: Donald Trump	40% (271)	43% (294)	17% (114)	679
2020 Vote: Other	42% (22)	45% (24)	13% (7)	53
2020 Vote: Didn't Vote	39% (155)	42% (169)	19% (77)	401
2018 House Vote: Democrat	40% (329)	48% (399)	12% (102)	829
2018 House Vote: Republican	41% (226)	42% (231)	17% (96)	553
2016 Vote: Hillary Clinton	40% (317)	46% (361)	13% (106)	783
2016 Vote: Donald Trump	40% (254)	43% (273)	16% (101)	628
2016 Vote: Other	32% (27)	50% (41)	18% (15)	83
2016 Vote: Didn't Vote	39% (275)	45% (314)	16% (111)	700
Voted in 2014: Yes	40% (513)	45% (570)	15% (186)	1270
Voted in 2014: No	39% (364)	45% (419)	16% (147)	930
4-Region: Northeast	40% (158)	49% (191)	11% (44)	394
4-Region: Midwest	42% (193)	42% (196)	16% (73)	462
4-Region: South	39% (326)	45% (370)	16% (129)	824
4-Region: West	39% (200)	45% (232)	17% (87)	520
Pumpkin Spice Just Right in August	67% (237)	30% (107)	2% (9)	353

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

Table MCBR6_1: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Hot coffee products*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	33%	(737)	23%	(512)	12%	(253)	32%	(698)	2200
Gender: Male	33%	(349)	26%	(271)	12%	(127)	30%	(315)	1062
Gender: Female	34%	(388)	21%	(240)	11%	(127)	34%	(383)	1138
Age: 18-34	41%	(267)	30%	(197)	13%	(84)	16%	(107)	655
Age: 35-44	43%	(153)	22%	(78)	8%	(30)	27%	(97)	358
Age: 45-64	30%	(229)	20%	(152)	11%	(85)	38%	(285)	751
Age: 65+	20%	(87)	20%	(86)	12%	(54)	48%	(209)	436
GenZers: 1997-2012	40%	(97)	29%	(70)	14%	(35)	17%	(41)	243
Millennials: 1981-1996	41%	(267)	28%	(179)	11%	(73)	20%	(131)	651
GenXers: 1965-1980	39%	(206)	21%	(110)	8%	(42)	33%	(173)	531
Baby Boomers: 1946-1964	22%	(148)	20%	(139)	13%	(89)	45%	(303)	679
PID: Dem (no lean)	37%	(359)	23%	(220)	13%	(122)	27%	(260)	961
PID: Ind (no lean)	29%	(179)	26%	(162)	10%	(62)	35%	(218)	622
PID: Rep (no lean)	32%	(198)	21%	(129)	11%	(69)	36%	(220)	617
PID/Gender: Dem Men	38%	(171)	27%	(124)	13%	(58)	22%	(102)	456
PID/Gender: Dem Women	37%	(188)	19%	(96)	13%	(64)	31%	(158)	506
PID/Gender: Ind Men	27%	(81)	27%	(80)	10%	(30)	36%	(105)	296
PID/Gender: Ind Women	30%	(98)	25%	(83)	10%	(32)	35%	(113)	326
PID/Gender: Rep Men	31%	(96)	22%	(68)	12%	(39)	35%	(107)	310
PID/Gender: Rep Women	33%	(102)	20%	(61)	10%	(31)	37%	(113)	306
Ideo: Liberal (1-3)	36%	(261)	23%	(163)	12%	(84)	29%	(208)	716
Ideo: Moderate (4)	33%	(206)	26%	(163)	13%	(80)	28%	(177)	626
Ideo: Conservative (5-7)	32%	(222)	20%	(137)	10%	(70)	38%	(258)	687
Educ: < College	34%	(519)	23%	(343)	11%	(173)	32%	(477)	1512
Educ: Bachelors degree	31%	(140)	26%	(113)	12%	(53)	31%	(137)	444
Educ: Post-grad	32%	(78)	23%	(55)	11%	(27)	34%	(84)	244
Income: Under 50k	34%	(411)	23%	(284)	11%	(135)	32%	(389)	1219
Income: 50k-100k	32%	(213)	24%	(163)	12%	(78)	33%	(220)	674
Income: 100k+	37%	(112)	21%	(65)	13%	(40)	29%	(89)	307
Ethnicity: White	33%	(561)	22%	(384)	11%	(194)	34%	(583)	1722
Ethnicity: Hispanic	43%	(150)	25%	(86)	12%	(42)	20%	(71)	349
Ethnicity: Black	40%	(109)	26%	(71)	10%	(27)	24%	(67)	274

Continued on next page

Table MCBR6_1: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Hot coffee products

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	33%	(737)	23%	(512)	12%	(253)	32%	(698)	2200
Ethnicity: Other	32%	(66)	28%	(57)	16%	(32)	24%	(49)	204
All Christian	32%	(316)	24%	(236)	12%	(122)	33%	(326)	1001
All Non-Christian	40%	(44)	28%	(32)	11%	(12)	21%	(23)	111
Atheist	37%	(48)	21%	(26)	15%	(19)	27%	(35)	129
Agnostic/Nothing in particular	32%	(193)	23%	(140)	10%	(60)	35%	(209)	601
Something Else	38%	(135)	22%	(77)	11%	(40)	29%	(105)	358
Religious Non-Protestant/Catholic	36%	(48)	25%	(32)	11%	(15)	28%	(37)	131
Evangelical	35%	(198)	23%	(133)	11%	(63)	31%	(174)	567
Non-Evangelical	32%	(238)	24%	(177)	12%	(93)	32%	(241)	748
Community: Urban	41%	(269)	24%	(160)	12%	(78)	23%	(154)	660
Community: Suburban	31%	(304)	24%	(237)	11%	(111)	34%	(339)	990
Community: Rural	30%	(164)	21%	(115)	12%	(65)	38%	(206)	549
Employ: Private Sector	41%	(296)	24%	(170)	10%	(74)	24%	(175)	715
Employ: Government	32%	(44)	20%	(28)	20%	(28)	28%	(38)	138
Employ: Self-Employed	29%	(53)	18%	(33)	14%	(26)	39%	(70)	182
Employ: Homemaker	39%	(66)	23%	(40)	8%	(13)	30%	(51)	170
Employ: Student	43%	(32)	27%	(20)	18%	(13)	12%	(9)	75
Employ: Retired	22%	(107)	19%	(94)	12%	(60)	46%	(222)	483
Employ: Unemployed	30%	(92)	31%	(94)	9%	(28)	30%	(93)	307
Employ: Other	35%	(45)	26%	(33)	8%	(10)	32%	(41)	129
Military HH: Yes	30%	(100)	23%	(77)	12%	(41)	35%	(119)	337
Military HH: No	34%	(637)	23%	(434)	11%	(212)	31%	(579)	1863
RD/WT: Right Direction	37%	(367)	25%	(245)	12%	(120)	25%	(248)	981
RD/WT: Wrong Track	30%	(369)	22%	(266)	11%	(134)	37%	(450)	1219
Biden Job Approve	37%	(448)	23%	(283)	12%	(146)	28%	(349)	1226
Biden Job Disapprove	31%	(267)	22%	(196)	11%	(99)	36%	(310)	872
Biden Job Strongly Approve	39%	(258)	21%	(136)	12%	(80)	28%	(182)	656
Biden Job Somewhat Approve	33%	(190)	26%	(147)	11%	(65)	29%	(168)	570
Biden Job Somewhat Disapprove	33%	(82)	30%	(74)	10%	(25)	27%	(68)	249
Biden Job Strongly Disapprove	30%	(185)	20%	(122)	12%	(74)	39%	(242)	623

Continued on next page

Table MCBR6_1: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Hot coffee products*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	33%	(737)	23%	(512)	12%	(253)	32%	(698)	2200
Favorable of Biden	37%	(454)	23%	(285)	12%	(149)	28%	(349)	1237
Unfavorable of Biden	30%	(258)	23%	(203)	11%	(96)	36%	(314)	872
Very Favorable of Biden	40%	(265)	20%	(133)	13%	(89)	27%	(183)	669
Somewhat Favorable of Biden	33%	(189)	27%	(152)	11%	(61)	29%	(166)	568
Somewhat Unfavorable of Biden	29%	(63)	29%	(62)	10%	(22)	31%	(66)	213
Very Unfavorable of Biden	30%	(196)	21%	(141)	11%	(74)	38%	(248)	659
#1 Issue: Economy	36%	(280)	24%	(189)	10%	(81)	30%	(232)	782
#1 Issue: Security	30%	(91)	20%	(61)	12%	(35)	38%	(113)	299
#1 Issue: Health Care	38%	(124)	23%	(77)	11%	(36)	28%	(92)	329
#1 Issue: Medicare / Social Security	22%	(58)	23%	(63)	13%	(34)	42%	(114)	270
#1 Issue: Women's Issues	42%	(53)	25%	(32)	12%	(16)	21%	(26)	128
#1 Issue: Education	40%	(48)	30%	(36)	13%	(16)	17%	(20)	119
#1 Issue: Energy	39%	(52)	21%	(28)	13%	(18)	28%	(38)	136
#1 Issue: Other	22%	(31)	19%	(26)	13%	(18)	46%	(63)	138
2020 Vote: Joe Biden	36%	(388)	24%	(250)	11%	(122)	29%	(305)	1065
2020 Vote: Donald Trump	31%	(213)	20%	(137)	13%	(88)	35%	(241)	679
2020 Vote: Other	13%	(7)	19%	(10)	12%	(6)	57%	(30)	53
2020 Vote: Didn't Vote	32%	(129)	28%	(114)	9%	(38)	30%	(120)	401
2018 House Vote: Democrat	38%	(317)	20%	(168)	12%	(102)	29%	(242)	829
2018 House Vote: Republican	29%	(161)	23%	(125)	12%	(66)	36%	(201)	553
2016 Vote: Hillary Clinton	37%	(286)	21%	(166)	12%	(96)	30%	(234)	783
2016 Vote: Donald Trump	30%	(192)	21%	(131)	11%	(69)	38%	(237)	628
2016 Vote: Other	27%	(22)	20%	(16)	7%	(6)	47%	(39)	83
2016 Vote: Didn't Vote	34%	(236)	28%	(196)	11%	(80)	27%	(188)	700
Voted in 2014: Yes	33%	(423)	21%	(269)	11%	(141)	34%	(436)	1270
Voted in 2014: No	34%	(314)	26%	(242)	12%	(112)	28%	(262)	930
4-Region: Northeast	36%	(140)	20%	(78)	12%	(47)	33%	(128)	394
4-Region: Midwest	27%	(125)	27%	(123)	9%	(44)	37%	(171)	462
4-Region: South	37%	(302)	22%	(182)	11%	(88)	31%	(251)	824
4-Region: West	33%	(170)	25%	(128)	14%	(74)	29%	(148)	520
Pumpkin Spice Just Right in August	45%	(157)	26%	(93)	10%	(34)	20%	(69)	353

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

Table MCBR6_2: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Cold coffee products

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	27%	(585)	21%	(456)	14%	(310)	39%	(849)	2200
Gender: Male	25%	(266)	21%	(222)	15%	(162)	39%	(412)	1062
Gender: Female	28%	(319)	21%	(234)	13%	(149)	38%	(437)	1138
Age: 18-34	44%	(289)	26%	(169)	11%	(71)	19%	(126)	655
Age: 35-44	34%	(121)	23%	(84)	13%	(46)	30%	(107)	358
Age: 45-64	18%	(139)	20%	(152)	15%	(113)	46%	(347)	751
Age: 65+	8%	(36)	12%	(51)	18%	(80)	62%	(269)	436
GenZers: 1997-2012	47%	(115)	25%	(60)	9%	(23)	19%	(45)	243
Millennials: 1981-1996	40%	(260)	25%	(165)	11%	(74)	23%	(152)	651
GenXers: 1965-1980	26%	(138)	22%	(119)	14%	(73)	38%	(202)	531
Baby Boomers: 1946-1964	10%	(67)	15%	(102)	18%	(123)	57%	(386)	679
PID: Dem (no lean)	31%	(295)	21%	(200)	15%	(145)	33%	(321)	961
PID: Ind (no lean)	25%	(156)	22%	(135)	13%	(82)	40%	(250)	622
PID: Rep (no lean)	22%	(134)	20%	(121)	14%	(83)	45%	(278)	617
PID/Gender: Dem Men	31%	(140)	23%	(105)	17%	(75)	30%	(135)	456
PID/Gender: Dem Women	31%	(155)	19%	(94)	14%	(70)	37%	(186)	506
PID/Gender: Ind Men	22%	(65)	20%	(60)	12%	(37)	45%	(134)	296
PID/Gender: Ind Women	28%	(90)	23%	(75)	14%	(45)	36%	(116)	326
PID/Gender: Rep Men	20%	(61)	18%	(56)	16%	(49)	46%	(144)	310
PID/Gender: Rep Women	24%	(73)	21%	(65)	11%	(34)	44%	(134)	306
Ideo: Liberal (1-3)	30%	(215)	21%	(152)	15%	(104)	34%	(245)	716
Ideo: Moderate (4)	26%	(160)	24%	(149)	15%	(91)	36%	(225)	626
Ideo: Conservative (5-7)	24%	(167)	15%	(105)	14%	(99)	46%	(317)	687
Educ: < College	28%	(420)	20%	(301)	14%	(211)	38%	(580)	1512
Educ: Bachelors degree	25%	(111)	22%	(99)	15%	(68)	37%	(166)	444
Educ: Post-grad	22%	(54)	23%	(56)	13%	(31)	42%	(103)	244
Income: Under 50k	27%	(329)	21%	(259)	12%	(151)	39%	(479)	1219
Income: 50k-100k	26%	(173)	18%	(121)	17%	(117)	39%	(263)	674
Income: 100k+	27%	(83)	25%	(76)	14%	(42)	35%	(107)	307
Ethnicity: White	25%	(430)	19%	(334)	14%	(242)	42%	(716)	1722
Ethnicity: Hispanic	43%	(149)	21%	(72)	14%	(48)	23%	(80)	349
Ethnicity: Black	32%	(87)	30%	(81)	10%	(28)	29%	(78)	274

Continued on next page

Table MCBR6_2: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Cold coffee products*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	27%	(585)	21%	(456)	14%	(310)	39%	(849)	2200
Ethnicity: Other	34%	(68)	20%	(40)	20%	(41)	27%	(55)	204
All Christian	23%	(230)	21%	(206)	14%	(142)	42%	(423)	1001
All Non-Christian	32%	(36)	24%	(27)	17%	(19)	27%	(30)	111
Atheist	27%	(35)	20%	(26)	18%	(23)	35%	(45)	129
Agnostic/Nothing in particular	29%	(173)	20%	(122)	14%	(82)	37%	(224)	601
Something Else	31%	(112)	21%	(74)	13%	(45)	36%	(127)	358
Religious Non-Protestant/Catholic	30%	(39)	23%	(30)	15%	(19)	33%	(43)	131
Evangelical	25%	(144)	20%	(114)	14%	(81)	40%	(228)	567
Non-Evangelical	25%	(185)	21%	(159)	14%	(102)	40%	(303)	748
Community: Urban	34%	(225)	24%	(157)	14%	(90)	28%	(188)	660
Community: Suburban	23%	(231)	19%	(192)	15%	(148)	42%	(419)	990
Community: Rural	23%	(129)	19%	(107)	13%	(72)	44%	(242)	549
Employ: Private Sector	34%	(241)	25%	(181)	12%	(85)	29%	(209)	715
Employ: Government	32%	(44)	17%	(23)	18%	(24)	33%	(46)	138
Employ: Self-Employed	21%	(38)	21%	(38)	18%	(33)	40%	(73)	182
Employ: Homemaker	34%	(58)	20%	(33)	13%	(22)	34%	(57)	170
Employ: Student	45%	(34)	31%	(23)	11%	(8)	13%	(10)	75
Employ: Retired	11%	(53)	12%	(58)	16%	(78)	61%	(294)	483
Employ: Unemployed	30%	(91)	24%	(72)	12%	(37)	35%	(106)	307
Employ: Other	21%	(27)	21%	(26)	17%	(22)	41%	(53)	129
Military HH: Yes	24%	(82)	18%	(61)	15%	(51)	42%	(143)	337
Military HH: No	27%	(503)	21%	(395)	14%	(259)	38%	(706)	1863
RD/WT: Right Direction	29%	(282)	24%	(233)	16%	(155)	32%	(310)	981
RD/WT: Wrong Track	25%	(303)	18%	(223)	13%	(155)	44%	(539)	1219
Biden Job Approve	29%	(356)	22%	(265)	15%	(181)	35%	(423)	1226
Biden Job Disapprove	24%	(208)	18%	(158)	14%	(119)	44%	(387)	872
Biden Job Strongly Approve	30%	(199)	20%	(130)	15%	(97)	35%	(230)	656
Biden Job Somewhat Approve	28%	(157)	24%	(136)	15%	(84)	34%	(193)	570
Biden Job Somewhat Disapprove	33%	(82)	18%	(45)	14%	(34)	35%	(88)	249
Biden Job Strongly Disapprove	20%	(125)	18%	(113)	14%	(85)	48%	(300)	623

Continued on next page

Table MCBR6_2: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Cold coffee products

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	27%	(585)	21%	(456)	14%	(310)	39%	(849)	2200
Favorable of Biden	29%	(362)	21%	(260)	15%	(184)	35%	(431)	1237
Unfavorable of Biden	23%	(204)	19%	(167)	13%	(117)	44%	(384)	872
Very Favorable of Biden	31%	(210)	20%	(133)	15%	(99)	34%	(227)	669
Somewhat Favorable of Biden	27%	(152)	22%	(127)	15%	(85)	36%	(204)	568
Somewhat Unfavorable of Biden	30%	(63)	23%	(48)	12%	(25)	36%	(76)	213
Very Unfavorable of Biden	21%	(141)	18%	(118)	14%	(92)	47%	(308)	659
#1 Issue: Economy	29%	(228)	23%	(182)	13%	(103)	34%	(270)	782
#1 Issue: Security	20%	(60)	16%	(47)	18%	(53)	46%	(139)	299
#1 Issue: Health Care	28%	(92)	22%	(73)	15%	(48)	35%	(116)	329
#1 Issue: Medicare / Social Security	11%	(29)	16%	(43)	14%	(39)	59%	(160)	270
#1 Issue: Women's Issues	44%	(57)	27%	(35)	11%	(13)	18%	(23)	128
#1 Issue: Education	45%	(54)	23%	(27)	14%	(17)	18%	(21)	119
#1 Issue: Energy	29%	(39)	17%	(23)	17%	(23)	37%	(51)	136
#1 Issue: Other	19%	(27)	19%	(27)	10%	(14)	51%	(70)	138
2020 Vote: Joe Biden	28%	(296)	22%	(232)	15%	(161)	35%	(376)	1065
2020 Vote: Donald Trump	22%	(152)	19%	(126)	15%	(100)	44%	(300)	679
2020 Vote: Other	13%	(7)	22%	(11)	10%	(5)	54%	(29)	53
2020 Vote: Didn't Vote	32%	(130)	21%	(85)	11%	(44)	35%	(141)	401
2018 House Vote: Democrat	29%	(238)	20%	(167)	15%	(121)	36%	(302)	829
2018 House Vote: Republican	20%	(108)	20%	(109)	15%	(81)	46%	(255)	553
2016 Vote: Hillary Clinton	29%	(225)	21%	(161)	13%	(105)	37%	(291)	783
2016 Vote: Donald Trump	20%	(127)	19%	(122)	14%	(91)	46%	(288)	628
2016 Vote: Other	13%	(11)	14%	(12)	18%	(15)	55%	(46)	83
2016 Vote: Didn't Vote	31%	(220)	23%	(159)	14%	(100)	32%	(221)	700
Voted in 2014: Yes	24%	(308)	19%	(243)	14%	(179)	43%	(540)	1270
Voted in 2014: No	30%	(278)	23%	(213)	14%	(131)	33%	(309)	930
4-Region: Northeast	26%	(102)	22%	(86)	13%	(51)	39%	(154)	394
4-Region: Midwest	20%	(94)	20%	(94)	15%	(67)	45%	(208)	462
4-Region: South	29%	(243)	20%	(163)	14%	(119)	36%	(299)	824
4-Region: West	28%	(147)	22%	(113)	14%	(73)	36%	(187)	520
Pumpkin Spice Just Right in August	40%	(140)	26%	(91)	11%	(38)	24%	(84)	353

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

Table MCBR6_3: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Coffee creamer*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	28%	(624)	27%	(588)	12%	(266)	33%	(722)	2200
Gender: Male	26%	(280)	27%	(288)	15%	(155)	32%	(338)	1062
Gender: Female	30%	(344)	26%	(300)	10%	(111)	34%	(383)	1138
Age: 18-34	38%	(251)	34%	(224)	14%	(90)	14%	(91)	655
Age: 35-44	35%	(126)	28%	(100)	8%	(29)	29%	(102)	358
Age: 45-64	25%	(189)	24%	(182)	11%	(85)	39%	(295)	751
Age: 65+	13%	(57)	19%	(83)	14%	(62)	54%	(234)	436
GenZers: 1997-2012	37%	(89)	34%	(84)	14%	(35)	14%	(35)	243
Millennials: 1981-1996	37%	(241)	32%	(210)	11%	(73)	19%	(126)	651
GenXers: 1965-1980	32%	(172)	24%	(125)	11%	(58)	33%	(176)	531
Baby Boomers: 1946-1964	16%	(109)	23%	(155)	12%	(83)	49%	(331)	679
PID: Dem (no lean)	32%	(306)	27%	(260)	13%	(121)	28%	(274)	961
PID: Ind (no lean)	23%	(144)	30%	(184)	12%	(76)	35%	(219)	622
PID: Rep (no lean)	28%	(174)	23%	(145)	11%	(69)	37%	(229)	617
PID/Gender: Dem Men	29%	(134)	30%	(138)	16%	(74)	24%	(110)	456
PID/Gender: Dem Women	34%	(173)	24%	(122)	9%	(48)	32%	(164)	506
PID/Gender: Ind Men	20%	(60)	29%	(85)	14%	(43)	37%	(109)	296
PID/Gender: Ind Women	26%	(84)	30%	(99)	10%	(33)	34%	(110)	326
PID/Gender: Rep Men	28%	(86)	21%	(66)	12%	(39)	39%	(120)	310
PID/Gender: Rep Women	29%	(88)	26%	(79)	10%	(31)	36%	(109)	306
Ideo: Liberal (1-3)	30%	(214)	27%	(196)	13%	(96)	29%	(211)	716
Ideo: Moderate (4)	31%	(193)	27%	(167)	13%	(81)	30%	(186)	626
Ideo: Conservative (5-7)	26%	(181)	25%	(169)	10%	(70)	39%	(267)	687
Educ: < College	30%	(450)	27%	(403)	12%	(178)	32%	(481)	1512
Educ: Bachelors degree	25%	(113)	28%	(123)	13%	(59)	34%	(149)	444
Educ: Post-grad	25%	(60)	26%	(63)	12%	(29)	37%	(91)	244
Income: Under 50k	30%	(370)	26%	(320)	11%	(138)	32%	(391)	1219
Income: 50k-100k	24%	(163)	27%	(185)	14%	(92)	35%	(234)	674
Income: 100k+	30%	(91)	27%	(83)	12%	(36)	32%	(97)	307
Ethnicity: White	28%	(474)	26%	(442)	11%	(189)	36%	(616)	1722
Ethnicity: Hispanic	33%	(114)	35%	(121)	14%	(49)	19%	(65)	349
Ethnicity: Black	36%	(98)	28%	(76)	16%	(43)	21%	(57)	274

Continued on next page

Table MCBR6_3: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Coffee creamer

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	28%	(624)	27%	(588)	12%	(266)	33%	(722)	2200
Ethnicity: Other	25%	(51)	34%	(70)	17%	(35)	24%	(49)	204
All Christian	28%	(281)	25%	(253)	12%	(124)	34%	(344)	1001
All Non-Christian	28%	(31)	31%	(34)	14%	(15)	28%	(31)	111
Atheist	26%	(33)	30%	(39)	13%	(17)	31%	(40)	129
Agnostic/Nothing in particular	29%	(177)	24%	(145)	12%	(74)	34%	(205)	601
Something Else	29%	(102)	33%	(118)	10%	(36)	29%	(102)	358
Religious Non-Protestant/Catholic	27%	(36)	28%	(36)	12%	(16)	33%	(44)	131
Evangelical	29%	(165)	26%	(146)	13%	(71)	33%	(185)	567
Non-Evangelical	27%	(205)	28%	(213)	12%	(87)	33%	(244)	748
Community: Urban	35%	(229)	29%	(191)	14%	(90)	23%	(149)	660
Community: Suburban	26%	(253)	26%	(254)	12%	(114)	37%	(370)	990
Community: Rural	26%	(142)	26%	(143)	11%	(62)	37%	(202)	549
Employ: Private Sector	35%	(253)	28%	(201)	11%	(82)	25%	(180)	715
Employ: Government	27%	(37)	31%	(42)	17%	(23)	26%	(36)	138
Employ: Self-Employed	26%	(48)	21%	(37)	16%	(29)	37%	(68)	182
Employ: Homemaker	35%	(59)	29%	(49)	5%	(9)	31%	(52)	170
Employ: Student	38%	(29)	25%	(19)	26%	(20)	10%	(8)	75
Employ: Retired	16%	(78)	20%	(99)	13%	(61)	51%	(246)	483
Employ: Unemployed	26%	(81)	33%	(102)	11%	(33)	29%	(90)	307
Employ: Other	30%	(39)	30%	(39)	7%	(9)	33%	(43)	129
Military HH: Yes	24%	(82)	27%	(92)	14%	(47)	34%	(116)	337
Military HH: No	29%	(542)	27%	(496)	12%	(219)	33%	(606)	1863
RD/WT: Right Direction	32%	(319)	28%	(272)	13%	(130)	27%	(261)	981
RD/WT: Wrong Track	25%	(305)	26%	(317)	11%	(137)	38%	(461)	1219
Biden Job Approve	30%	(373)	27%	(328)	13%	(162)	30%	(363)	1226
Biden Job Disapprove	26%	(224)	27%	(232)	11%	(96)	37%	(320)	872
Biden Job Strongly Approve	34%	(221)	24%	(160)	13%	(83)	29%	(192)	656
Biden Job Somewhat Approve	27%	(152)	30%	(168)	14%	(79)	30%	(171)	570
Biden Job Somewhat Disapprove	27%	(68)	32%	(79)	12%	(30)	29%	(72)	249
Biden Job Strongly Disapprove	25%	(156)	25%	(153)	11%	(66)	40%	(248)	623

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Table MCBR6_3: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Coffee creamer*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	28%	(624)	27%	(588)	12%	(266)	33%	(722)	2200
Favorable of Biden	31%	(380)	27%	(328)	13%	(163)	30%	(366)	1237
Unfavorable of Biden	25%	(216)	28%	(241)	11%	(92)	37%	(323)	872
Very Favorable of Biden	35%	(237)	24%	(162)	12%	(79)	28%	(191)	669
Somewhat Favorable of Biden	25%	(143)	29%	(166)	15%	(83)	31%	(176)	568
Somewhat Unfavorable of Biden	27%	(58)	33%	(69)	8%	(18)	32%	(67)	213
Very Unfavorable of Biden	24%	(158)	26%	(172)	11%	(74)	39%	(256)	659
#1 Issue: Economy	31%	(240)	27%	(211)	12%	(91)	31%	(241)	782
#1 Issue: Security	24%	(73)	25%	(76)	10%	(30)	40%	(120)	299
#1 Issue: Health Care	29%	(94)	28%	(93)	13%	(42)	30%	(100)	329
#1 Issue: Medicare / Social Security	21%	(57)	24%	(65)	11%	(30)	44%	(118)	270
#1 Issue: Women's Issues	36%	(46)	35%	(45)	17%	(22)	11%	(14)	128
#1 Issue: Education	34%	(40)	31%	(37)	17%	(20)	19%	(22)	119
#1 Issue: Energy	33%	(44)	20%	(28)	15%	(20)	32%	(43)	136
#1 Issue: Other	21%	(30)	24%	(33)	9%	(12)	46%	(64)	138
2020 Vote: Joe Biden	29%	(314)	27%	(287)	13%	(140)	30%	(325)	1065
2020 Vote: Donald Trump	28%	(191)	24%	(162)	11%	(76)	37%	(250)	679
2020 Vote: Other	13%	(7)	19%	(10)	15%	(8)	54%	(28)	53
2020 Vote: Didn't Vote	28%	(113)	32%	(130)	11%	(43)	29%	(116)	401
2018 House Vote: Democrat	30%	(247)	25%	(209)	13%	(107)	32%	(267)	829
2018 House Vote: Republican	26%	(146)	26%	(143)	9%	(51)	39%	(213)	553
2016 Vote: Hillary Clinton	30%	(233)	25%	(196)	12%	(94)	33%	(260)	783
2016 Vote: Donald Trump	26%	(163)	24%	(153)	11%	(66)	39%	(246)	628
2016 Vote: Other	16%	(14)	20%	(16)	13%	(11)	51%	(43)	83
2016 Vote: Didn't Vote	30%	(212)	32%	(223)	13%	(93)	25%	(172)	700
Voted in 2014: Yes	28%	(356)	23%	(289)	12%	(152)	37%	(473)	1270
Voted in 2014: No	29%	(268)	32%	(299)	12%	(115)	27%	(249)	930
4-Region: Northeast	30%	(120)	22%	(87)	13%	(51)	35%	(136)	394
4-Region: Midwest	23%	(105)	27%	(126)	13%	(59)	37%	(172)	462
4-Region: South	31%	(255)	28%	(229)	11%	(92)	30%	(248)	824
4-Region: West	28%	(144)	28%	(146)	12%	(64)	32%	(166)	520
Pumpkin Spice Just Right in August	41%	(145)	31%	(110)	8%	(27)	20%	(71)	353

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

Table MCBR6_4: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Baked goods

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	46%	(1020)	34%	(738)	7%	(147)	13%	(296)	2200
Gender: Male	43%	(452)	36%	(383)	8%	(81)	14%	(145)	1062
Gender: Female	50%	(568)	31%	(354)	6%	(66)	13%	(151)	1138
Age: 18-34	54%	(354)	31%	(201)	7%	(49)	8%	(51)	655
Age: 35-44	50%	(179)	29%	(105)	5%	(18)	16%	(56)	358
Age: 45-64	44%	(328)	34%	(252)	7%	(55)	15%	(116)	751
Age: 65+	36%	(158)	41%	(179)	6%	(25)	17%	(73)	436
GenZers: 1997-2012	54%	(132)	29%	(71)	8%	(19)	9%	(21)	243
Millennials: 1981-1996	52%	(342)	30%	(198)	6%	(41)	11%	(70)	651
GenXers: 1965-1980	46%	(243)	32%	(170)	8%	(40)	15%	(78)	531
Baby Boomers: 1946-1964	40%	(270)	39%	(261)	5%	(36)	16%	(111)	679
PID: Dem (no lean)	49%	(473)	31%	(298)	7%	(70)	13%	(121)	961
PID: Ind (no lean)	43%	(267)	37%	(228)	6%	(40)	14%	(87)	622
PID: Rep (no lean)	45%	(280)	34%	(211)	6%	(37)	14%	(88)	617
PID/Gender: Dem Men	45%	(205)	35%	(160)	9%	(41)	11%	(50)	456
PID/Gender: Dem Women	53%	(268)	27%	(138)	6%	(29)	14%	(71)	506
PID/Gender: Ind Men	40%	(119)	37%	(110)	7%	(21)	16%	(46)	296
PID/Gender: Ind Women	45%	(148)	36%	(118)	6%	(19)	13%	(41)	326
PID/Gender: Rep Men	42%	(129)	36%	(113)	6%	(20)	16%	(49)	310
PID/Gender: Rep Women	49%	(151)	32%	(99)	6%	(18)	13%	(39)	306
Ideo: Liberal (1-3)	49%	(353)	31%	(221)	8%	(58)	12%	(84)	716
Ideo: Moderate (4)	44%	(273)	37%	(233)	7%	(42)	12%	(78)	626
Ideo: Conservative (5-7)	46%	(317)	33%	(227)	5%	(38)	15%	(106)	687
Educ: < College	47%	(710)	33%	(499)	6%	(97)	14%	(207)	1512
Educ: Bachelors degree	46%	(206)	34%	(152)	7%	(31)	13%	(56)	444
Educ: Post-grad	43%	(104)	36%	(88)	8%	(19)	14%	(33)	244
Income: Under 50k	47%	(570)	34%	(416)	5%	(66)	14%	(167)	1219
Income: 50k-100k	46%	(310)	32%	(214)	8%	(55)	14%	(95)	674
Income: 100k+	46%	(140)	35%	(108)	8%	(25)	11%	(34)	307
Ethnicity: White	45%	(783)	35%	(595)	6%	(104)	14%	(239)	1722
Ethnicity: Hispanic	54%	(187)	29%	(101)	10%	(35)	8%	(27)	349
Ethnicity: Black	50%	(138)	26%	(73)	11%	(31)	12%	(33)	274

Continued on next page

Table MCBR6_4: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Baked goods*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	46%	(1020)	34%	(738)	7%	(147)	13%	(296)	2200
Ethnicity: Other	49%	(99)	34%	(70)	6%	(11)	12%	(24)	204
All Christian	45%	(450)	37%	(370)	6%	(63)	12%	(118)	1001
All Non-Christian	45%	(50)	31%	(35)	8%	(9)	16%	(17)	111
Atheist	53%	(69)	26%	(34)	9%	(11)	12%	(15)	129
Agnostic/Nothing in particular	45%	(272)	33%	(198)	8%	(48)	14%	(83)	601
Something Else	50%	(179)	28%	(101)	4%	(15)	18%	(63)	358
Religious Non-Protestant/Catholic	44%	(58)	30%	(39)	8%	(10)	18%	(23)	131
Evangelical	49%	(280)	31%	(175)	6%	(37)	13%	(75)	567
Non-Evangelical	44%	(330)	38%	(284)	5%	(39)	13%	(95)	748
Community: Urban	50%	(333)	32%	(210)	7%	(44)	11%	(73)	660
Community: Suburban	44%	(438)	34%	(337)	8%	(75)	14%	(141)	990
Community: Rural	45%	(250)	35%	(190)	5%	(27)	15%	(82)	549
Employ: Private Sector	50%	(356)	32%	(229)	8%	(54)	11%	(78)	715
Employ: Government	42%	(58)	41%	(56)	10%	(13)	8%	(10)	138
Employ: Self-Employed	45%	(82)	29%	(52)	8%	(15)	18%	(32)	182
Employ: Homemaker	58%	(98)	25%	(43)	4%	(7)	13%	(22)	170
Employ: Student	55%	(41)	33%	(25)	4%	(3)	8%	(6)	75
Employ: Retired	38%	(182)	41%	(197)	5%	(26)	16%	(77)	483
Employ: Unemployed	46%	(141)	32%	(98)	6%	(19)	16%	(49)	307
Employ: Other	47%	(61)	30%	(38)	7%	(9)	17%	(21)	129
Military HH: Yes	42%	(142)	38%	(127)	8%	(25)	13%	(43)	337
Military HH: No	47%	(877)	33%	(611)	7%	(121)	14%	(253)	1863
RD/WT: Right Direction	48%	(472)	34%	(337)	7%	(66)	11%	(106)	981
RD/WT: Wrong Track	45%	(548)	33%	(401)	7%	(80)	16%	(190)	1219
Biden Job Approve	49%	(598)	32%	(390)	7%	(91)	12%	(146)	1226
Biden Job Disapprove	45%	(395)	35%	(303)	5%	(48)	14%	(126)	872
Biden Job Strongly Approve	53%	(346)	30%	(194)	6%	(40)	12%	(77)	656
Biden Job Somewhat Approve	44%	(253)	34%	(196)	9%	(51)	12%	(69)	570
Biden Job Somewhat Disapprove	44%	(110)	39%	(98)	4%	(11)	12%	(30)	249
Biden Job Strongly Disapprove	46%	(285)	33%	(205)	6%	(37)	16%	(97)	623

Continued on next page

Table MCBR6_4: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Baked goods

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	46%	(1020)	34%	(738)	7%	(147)	13%	(296)	2200
Favorable of Biden	49%	(608)	32%	(395)	7%	(83)	12%	(150)	1237
Unfavorable of Biden	44%	(382)	35%	(304)	7%	(58)	15%	(128)	872
Very Favorable of Biden	53%	(358)	29%	(192)	6%	(40)	12%	(80)	669
Somewhat Favorable of Biden	44%	(251)	36%	(204)	8%	(43)	12%	(70)	568
Somewhat Unfavorable of Biden	41%	(88)	38%	(80)	9%	(18)	12%	(26)	213
Very Unfavorable of Biden	45%	(294)	34%	(223)	6%	(39)	16%	(102)	659
#1 Issue: Economy	48%	(373)	32%	(254)	6%	(49)	14%	(106)	782
#1 Issue: Security	41%	(122)	35%	(105)	8%	(24)	16%	(48)	299
#1 Issue: Health Care	46%	(151)	35%	(114)	6%	(21)	13%	(42)	329
#1 Issue: Medicare / Social Security	40%	(107)	39%	(105)	5%	(12)	17%	(46)	270
#1 Issue: Women's Issues	57%	(72)	24%	(30)	11%	(14)	9%	(12)	128
#1 Issue: Education	52%	(62)	31%	(37)	9%	(10)	8%	(9)	119
#1 Issue: Energy	52%	(71)	31%	(43)	6%	(8)	10%	(14)	136
#1 Issue: Other	44%	(61)	36%	(49)	7%	(10)	13%	(18)	138
2020 Vote: Joe Biden	48%	(507)	33%	(346)	8%	(81)	12%	(131)	1065
2020 Vote: Donald Trump	46%	(312)	34%	(228)	6%	(43)	14%	(96)	679
2020 Vote: Other	29%	(15)	48%	(25)	2%	(1)	21%	(11)	53
2020 Vote: Didn't Vote	46%	(186)	34%	(137)	6%	(22)	14%	(56)	401
2018 House Vote: Democrat	49%	(403)	33%	(277)	7%	(56)	11%	(93)	829
2018 House Vote: Republican	48%	(264)	33%	(185)	6%	(31)	13%	(73)	553
2016 Vote: Hillary Clinton	49%	(381)	32%	(250)	7%	(57)	12%	(95)	783
2016 Vote: Donald Trump	45%	(285)	35%	(220)	6%	(39)	14%	(85)	628
2016 Vote: Other	33%	(27)	46%	(38)	1%	(1)	20%	(17)	83
2016 Vote: Didn't Vote	46%	(322)	33%	(230)	7%	(50)	14%	(98)	700
Voted in 2014: Yes	47%	(599)	34%	(434)	6%	(80)	12%	(157)	1270
Voted in 2014: No	45%	(421)	33%	(304)	7%	(66)	15%	(139)	930
4-Region: Northeast	43%	(170)	36%	(141)	9%	(36)	12%	(47)	394
4-Region: Midwest	43%	(200)	36%	(164)	7%	(33)	14%	(65)	462
4-Region: South	48%	(396)	31%	(258)	7%	(55)	14%	(116)	824
4-Region: West	49%	(254)	34%	(174)	4%	(23)	13%	(69)	520
Pumpkin Spice Just Right in August	64%	(226)	27%	(97)	2%	(8)	6%	(23)	353

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

Table MCBR6_5: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Savory foods*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	26%	(583)	30%	(650)	15%	(332)	29%	(635)	2200
Gender: Male	29%	(304)	29%	(312)	15%	(163)	27%	(283)	1062
Gender: Female	24%	(278)	30%	(338)	15%	(169)	31%	(353)	1138
Age: 18-34	34%	(226)	29%	(193)	16%	(108)	20%	(129)	655
Age: 35-44	36%	(130)	29%	(103)	10%	(35)	25%	(89)	358
Age: 45-64	23%	(171)	31%	(231)	15%	(109)	32%	(240)	751
Age: 65+	13%	(55)	28%	(123)	18%	(80)	41%	(178)	436
GenZers: 1997-2012	33%	(81)	22%	(53)	18%	(45)	27%	(65)	243
Millennials: 1981-1996	36%	(233)	32%	(209)	13%	(84)	19%	(125)	651
GenXers: 1965-1980	27%	(145)	31%	(163)	13%	(70)	29%	(154)	531
Baby Boomers: 1946-1964	17%	(114)	29%	(199)	17%	(112)	37%	(253)	679
PID: Dem (no lean)	31%	(295)	28%	(268)	15%	(140)	27%	(258)	961
PID: Ind (no lean)	24%	(151)	29%	(180)	17%	(107)	30%	(185)	622
PID: Rep (no lean)	22%	(137)	33%	(202)	14%	(84)	31%	(193)	617
PID/Gender: Dem Men	35%	(157)	29%	(131)	15%	(68)	22%	(100)	456
PID/Gender: Dem Women	27%	(138)	27%	(138)	14%	(72)	31%	(158)	506
PID/Gender: Ind Men	28%	(82)	28%	(82)	16%	(48)	28%	(83)	296
PID/Gender: Ind Women	21%	(68)	30%	(97)	18%	(59)	31%	(101)	326
PID/Gender: Rep Men	21%	(65)	32%	(99)	15%	(47)	32%	(100)	310
PID/Gender: Rep Women	24%	(73)	34%	(103)	12%	(37)	30%	(93)	306
Ideo: Liberal (1-3)	28%	(198)	29%	(211)	17%	(120)	26%	(188)	716
Ideo: Moderate (4)	29%	(181)	28%	(175)	15%	(95)	28%	(174)	626
Ideo: Conservative (5-7)	25%	(170)	31%	(210)	13%	(90)	32%	(218)	687
Educ: < College	27%	(405)	28%	(420)	16%	(235)	30%	(453)	1512
Educ: Bachelors degree	25%	(112)	36%	(158)	14%	(62)	25%	(112)	444
Educ: Post-grad	27%	(66)	29%	(72)	15%	(35)	29%	(71)	244
Income: Under 50k	26%	(317)	28%	(336)	16%	(192)	31%	(373)	1219
Income: 50k-100k	28%	(189)	30%	(202)	14%	(97)	28%	(185)	674
Income: 100k+	25%	(76)	36%	(112)	14%	(42)	25%	(77)	307
Ethnicity: White	24%	(413)	30%	(520)	15%	(267)	30%	(523)	1722
Ethnicity: Hispanic	36%	(125)	29%	(102)	17%	(58)	19%	(65)	349
Ethnicity: Black	39%	(107)	24%	(67)	12%	(33)	24%	(67)	274

Continued on next page

Table MCBR6_5: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Savory foods

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	26%	(583)	30%	(650)	15%	(332)	29%	(635)	2200
Ethnicity: Other	31%	(63)	31%	(64)	16%	(32)	22%	(45)	204
All Christian	23%	(231)	33%	(333)	16%	(165)	27%	(272)	1001
All Non-Christian	27%	(30)	26%	(29)	21%	(23)	26%	(29)	111
Atheist	24%	(31)	30%	(39)	15%	(20)	30%	(39)	129
Agnostic/Nothing in particular	32%	(191)	25%	(148)	13%	(76)	31%	(185)	601
Something Else	28%	(98)	28%	(101)	13%	(47)	31%	(111)	358
Religious Non-Protestant/Catholic	27%	(36)	27%	(35)	20%	(26)	26%	(35)	131
Evangelical	26%	(147)	31%	(177)	16%	(89)	27%	(155)	567
Non-Evangelical	22%	(168)	33%	(244)	16%	(117)	29%	(219)	748
Community: Urban	32%	(214)	30%	(195)	16%	(105)	22%	(146)	660
Community: Suburban	23%	(227)	30%	(292)	16%	(157)	32%	(315)	990
Community: Rural	26%	(142)	30%	(162)	13%	(70)	32%	(175)	549
Employ: Private Sector	31%	(225)	33%	(237)	12%	(88)	23%	(165)	715
Employ: Government	29%	(40)	31%	(42)	20%	(28)	21%	(28)	138
Employ: Self-Employed	28%	(52)	28%	(51)	14%	(26)	29%	(53)	182
Employ: Homemaker	24%	(40)	30%	(52)	15%	(25)	31%	(53)	170
Employ: Student	37%	(28)	20%	(15)	23%	(17)	20%	(15)	75
Employ: Retired	15%	(74)	28%	(136)	17%	(84)	39%	(190)	483
Employ: Unemployed	28%	(86)	28%	(85)	14%	(42)	30%	(93)	307
Employ: Other	29%	(38)	25%	(32)	16%	(21)	29%	(38)	129
Military HH: Yes	22%	(73)	33%	(112)	19%	(63)	27%	(90)	337
Military HH: No	27%	(510)	29%	(538)	14%	(268)	29%	(546)	1863
RD/WT: Right Direction	31%	(303)	30%	(291)	15%	(151)	24%	(236)	981
RD/WT: Wrong Track	23%	(280)	29%	(359)	15%	(180)	33%	(400)	1219
Biden Job Approve	29%	(360)	29%	(360)	15%	(185)	26%	(320)	1226
Biden Job Disapprove	22%	(191)	30%	(264)	16%	(139)	32%	(279)	872
Biden Job Strongly Approve	34%	(221)	26%	(172)	16%	(104)	24%	(158)	656
Biden Job Somewhat Approve	24%	(138)	33%	(188)	14%	(81)	28%	(162)	570
Biden Job Somewhat Disapprove	23%	(56)	30%	(74)	19%	(48)	28%	(71)	249
Biden Job Strongly Disapprove	22%	(135)	30%	(189)	15%	(91)	33%	(208)	623

Continued on next page

Table MCBR6_5: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Savory foods*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	26%	(583)	30%	(650)	15%	(332)	29%	(635)	2200
Favorable of Biden	29%	(365)	29%	(357)	15%	(187)	26%	(328)	1237
Unfavorable of Biden	22%	(190)	30%	(264)	16%	(136)	32%	(281)	872
Very Favorable of Biden	32%	(215)	27%	(178)	17%	(112)	25%	(165)	669
Somewhat Favorable of Biden	26%	(150)	32%	(179)	13%	(76)	29%	(163)	568
Somewhat Unfavorable of Biden	20%	(42)	34%	(71)	18%	(38)	29%	(61)	213
Very Unfavorable of Biden	22%	(148)	29%	(193)	15%	(98)	33%	(220)	659
#1 Issue: Economy	29%	(226)	30%	(235)	15%	(117)	26%	(204)	782
#1 Issue: Security	19%	(57)	29%	(88)	17%	(51)	35%	(104)	299
#1 Issue: Health Care	30%	(98)	30%	(100)	13%	(44)	26%	(87)	329
#1 Issue: Medicare / Social Security	13%	(36)	28%	(75)	18%	(48)	41%	(111)	270
#1 Issue: Women's Issues	39%	(50)	21%	(26)	18%	(24)	22%	(28)	128
#1 Issue: Education	36%	(43)	41%	(49)	7%	(8)	16%	(18)	119
#1 Issue: Energy	26%	(35)	30%	(40)	19%	(26)	25%	(34)	136
#1 Issue: Other	27%	(38)	27%	(37)	10%	(14)	36%	(49)	138
2020 Vote: Joe Biden	29%	(314)	29%	(311)	15%	(163)	26%	(277)	1065
2020 Vote: Donald Trump	22%	(150)	32%	(219)	15%	(101)	31%	(209)	679
2020 Vote: Other	26%	(13)	21%	(11)	11%	(6)	42%	(22)	53
2020 Vote: Didn't Vote	26%	(106)	27%	(108)	15%	(61)	31%	(126)	401
2018 House Vote: Democrat	29%	(239)	30%	(247)	17%	(139)	25%	(205)	829
2018 House Vote: Republican	21%	(117)	33%	(181)	13%	(74)	33%	(181)	553
2016 Vote: Hillary Clinton	28%	(220)	30%	(234)	16%	(127)	26%	(203)	783
2016 Vote: Donald Trump	21%	(132)	32%	(202)	15%	(91)	32%	(203)	628
2016 Vote: Other	16%	(14)	30%	(25)	16%	(13)	38%	(32)	83
2016 Vote: Didn't Vote	31%	(216)	27%	(189)	14%	(100)	28%	(194)	700
Voted in 2014: Yes	26%	(328)	30%	(383)	15%	(197)	29%	(362)	1270
Voted in 2014: No	27%	(255)	29%	(267)	15%	(135)	29%	(273)	930
4-Region: Northeast	24%	(94)	35%	(136)	15%	(60)	26%	(104)	394
4-Region: Midwest	21%	(97)	31%	(142)	15%	(70)	33%	(153)	462
4-Region: South	30%	(245)	28%	(229)	14%	(113)	29%	(237)	824
4-Region: West	28%	(147)	28%	(144)	17%	(88)	27%	(141)	520
Pumpkin Spice Just Right in August	35%	(123)	37%	(132)	12%	(44)	15%	(54)	353

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

Table MCBR6_6: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Candy

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	27%	(593)	29%	(639)	16%	(362)	28%	(605)	2200
Gender: Male	27%	(291)	30%	(321)	18%	(186)	25%	(264)	1062
Gender: Female	27%	(303)	28%	(318)	15%	(176)	30%	(341)	1138
Age: 18-34	34%	(225)	33%	(214)	18%	(121)	15%	(96)	655
Age: 35-44	38%	(136)	29%	(104)	12%	(42)	21%	(76)	358
Age: 45-64	22%	(169)	30%	(222)	15%	(113)	33%	(247)	751
Age: 65+	15%	(64)	23%	(100)	20%	(87)	43%	(186)	436
GenZers: 1997-2012	37%	(90)	30%	(74)	16%	(40)	16%	(40)	243
Millennials: 1981-1996	35%	(228)	32%	(210)	16%	(107)	16%	(106)	651
GenXers: 1965-1980	30%	(158)	28%	(149)	16%	(82)	27%	(142)	531
Baby Boomers: 1946-1964	15%	(104)	27%	(182)	17%	(113)	41%	(279)	679
PID: Dem (no lean)	30%	(284)	29%	(282)	17%	(160)	25%	(236)	961
PID: Ind (no lean)	24%	(148)	30%	(188)	16%	(96)	30%	(189)	622
PID: Rep (no lean)	26%	(161)	27%	(169)	17%	(106)	29%	(180)	617
PID/Gender: Dem Men	33%	(150)	29%	(134)	17%	(78)	21%	(94)	456
PID/Gender: Dem Women	27%	(134)	29%	(147)	16%	(82)	28%	(142)	506
PID/Gender: Ind Men	23%	(68)	31%	(92)	18%	(54)	28%	(82)	296
PID/Gender: Ind Women	25%	(80)	30%	(97)	13%	(42)	33%	(107)	326
PID/Gender: Rep Men	23%	(73)	31%	(95)	18%	(54)	28%	(88)	310
PID/Gender: Rep Women	29%	(88)	24%	(75)	17%	(52)	30%	(92)	306
Ideo: Liberal (1-3)	26%	(188)	32%	(228)	16%	(116)	26%	(183)	716
Ideo: Moderate (4)	30%	(188)	28%	(176)	16%	(99)	26%	(163)	626
Ideo: Conservative (5-7)	26%	(177)	25%	(175)	18%	(122)	31%	(213)	687
Educ: < College	28%	(418)	29%	(440)	16%	(242)	27%	(413)	1512
Educ: Bachelors degree	26%	(116)	29%	(130)	17%	(76)	27%	(122)	444
Educ: Post-grad	24%	(59)	28%	(69)	18%	(45)	29%	(71)	244
Income: Under 50k	27%	(327)	31%	(381)	14%	(175)	28%	(336)	1219
Income: 50k-100k	26%	(174)	25%	(170)	19%	(127)	30%	(203)	674
Income: 100k+	30%	(93)	29%	(88)	19%	(60)	22%	(66)	307
Ethnicity: White	25%	(425)	29%	(507)	16%	(275)	30%	(515)	1722
Ethnicity: Hispanic	29%	(100)	33%	(116)	20%	(72)	18%	(61)	349
Ethnicity: Black	37%	(102)	29%	(80)	17%	(47)	17%	(46)	274

Continued on next page

Table MCBR6_6: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Candy*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	27%	(593)	29%	(639)	16%	(362)	28%	(605)	2200
Ethnicity: Other	33%	(67)	26%	(52)	20%	(40)	22%	(44)	204
All Christian	26%	(260)	31%	(310)	17%	(166)	27%	(266)	1001
All Non-Christian	31%	(35)	30%	(33)	17%	(18)	22%	(25)	111
Atheist	31%	(39)	22%	(29)	18%	(23)	29%	(38)	129
Agnostic/Nothing in particular	27%	(159)	29%	(173)	18%	(109)	27%	(160)	601
Something Else	28%	(99)	26%	(94)	13%	(47)	33%	(117)	358
Religious Non-Protestant/Catholic	34%	(44)	25%	(33)	15%	(20)	26%	(34)	131
Evangelical	29%	(165)	29%	(167)	16%	(90)	26%	(145)	567
Non-Evangelical	24%	(176)	31%	(230)	16%	(116)	30%	(226)	748
Community: Urban	33%	(220)	30%	(198)	16%	(104)	21%	(137)	660
Community: Suburban	23%	(230)	29%	(282)	18%	(175)	31%	(303)	990
Community: Rural	26%	(143)	29%	(159)	15%	(83)	30%	(165)	549
Employ: Private Sector	34%	(246)	32%	(227)	15%	(106)	19%	(136)	715
Employ: Government	25%	(34)	36%	(49)	21%	(29)	18%	(25)	138
Employ: Self-Employed	27%	(49)	22%	(39)	20%	(37)	31%	(57)	182
Employ: Homemaker	32%	(54)	27%	(45)	18%	(30)	24%	(41)	170
Employ: Student	33%	(25)	35%	(26)	13%	(9)	20%	(15)	75
Employ: Retired	17%	(84)	23%	(113)	18%	(87)	41%	(199)	483
Employ: Unemployed	26%	(80)	30%	(92)	16%	(50)	28%	(85)	307
Employ: Other	16%	(21)	36%	(47)	11%	(14)	37%	(47)	129
Military HH: Yes	24%	(80)	33%	(110)	17%	(56)	27%	(92)	337
Military HH: No	28%	(514)	28%	(529)	16%	(306)	28%	(513)	1863
RD/WT: Right Direction	31%	(302)	32%	(310)	17%	(162)	21%	(207)	981
RD/WT: Wrong Track	24%	(291)	27%	(330)	16%	(200)	33%	(398)	1219
Biden Job Approve	30%	(367)	30%	(364)	16%	(200)	24%	(294)	1226
Biden Job Disapprove	24%	(205)	27%	(238)	17%	(151)	32%	(278)	872
Biden Job Strongly Approve	32%	(212)	29%	(189)	16%	(104)	23%	(151)	656
Biden Job Somewhat Approve	27%	(155)	31%	(176)	17%	(96)	25%	(143)	570
Biden Job Somewhat Disapprove	20%	(51)	35%	(87)	19%	(47)	26%	(65)	249
Biden Job Strongly Disapprove	25%	(154)	24%	(151)	17%	(104)	34%	(213)	623

Continued on next page

Table MCBR6_6: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Candy

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	27%	(593)	29%	(639)	16%	(362)	28%	(605)	2200
Favorable of Biden	31%	(377)	29%	(358)	16%	(199)	24%	(302)	1237
Unfavorable of Biden	23%	(198)	27%	(238)	17%	(151)	33%	(284)	872
Very Favorable of Biden	34%	(225)	27%	(180)	15%	(102)	24%	(162)	669
Somewhat Favorable of Biden	27%	(152)	31%	(178)	17%	(97)	25%	(140)	568
Somewhat Unfavorable of Biden	16%	(34)	35%	(75)	18%	(39)	30%	(65)	213
Very Unfavorable of Biden	25%	(164)	25%	(163)	17%	(113)	33%	(219)	659
#1 Issue: Economy	28%	(221)	30%	(233)	16%	(128)	26%	(200)	782
#1 Issue: Security	23%	(67)	28%	(83)	16%	(48)	34%	(101)	299
#1 Issue: Health Care	28%	(93)	29%	(95)	16%	(53)	27%	(87)	329
#1 Issue: Medicare / Social Security	19%	(52)	27%	(72)	17%	(46)	37%	(100)	270
#1 Issue: Women's Issues	41%	(52)	23%	(29)	15%	(19)	21%	(26)	128
#1 Issue: Education	32%	(38)	35%	(42)	21%	(25)	12%	(14)	119
#1 Issue: Energy	28%	(38)	31%	(42)	19%	(26)	22%	(30)	136
#1 Issue: Other	22%	(31)	31%	(43)	13%	(18)	34%	(46)	138
2020 Vote: Joe Biden	27%	(290)	31%	(327)	17%	(180)	25%	(267)	1065
2020 Vote: Donald Trump	26%	(179)	26%	(177)	17%	(115)	31%	(207)	679
2020 Vote: Other	15%	(8)	37%	(19)	7%	(4)	41%	(22)	53
2020 Vote: Didn't Vote	29%	(116)	29%	(115)	15%	(61)	27%	(108)	401
2018 House Vote: Democrat	29%	(237)	29%	(243)	18%	(148)	24%	(202)	829
2018 House Vote: Republican	24%	(132)	28%	(157)	16%	(90)	31%	(174)	553
2016 Vote: Hillary Clinton	29%	(224)	29%	(227)	18%	(139)	25%	(194)	783
2016 Vote: Donald Trump	24%	(151)	27%	(169)	17%	(106)	32%	(202)	628
2016 Vote: Other	7%	(6)	37%	(31)	9%	(8)	46%	(39)	83
2016 Vote: Didn't Vote	30%	(210)	30%	(209)	16%	(110)	24%	(170)	700
Voted in 2014: Yes	26%	(332)	30%	(378)	16%	(200)	28%	(360)	1270
Voted in 2014: No	28%	(262)	28%	(261)	17%	(162)	26%	(245)	930
4-Region: Northeast	24%	(96)	30%	(119)	18%	(72)	27%	(107)	394
4-Region: Midwest	24%	(109)	29%	(133)	17%	(77)	31%	(143)	462
4-Region: South	31%	(252)	27%	(225)	16%	(131)	26%	(216)	824
4-Region: West	26%	(137)	31%	(162)	16%	(82)	27%	(138)	520
Pumpkin Spice Just Right in August	37%	(132)	35%	(123)	12%	(44)	15%	(55)	353

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

Table MCBR6_7: To what extent do you enjoy the following products when they are pumpkin spice flavored?*Cereal*

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	24%	(538)	25%	(552)	17%	(367)	34%	(743)	2200
Gender: Male	28%	(302)	25%	(270)	17%	(181)	29%	(310)	1062
Gender: Female	21%	(236)	25%	(282)	16%	(187)	38%	(433)	1138
Age: 18-34	33%	(219)	28%	(185)	18%	(116)	21%	(135)	655
Age: 35-44	33%	(117)	31%	(110)	13%	(46)	24%	(85)	358
Age: 45-64	20%	(152)	24%	(178)	17%	(124)	39%	(296)	751
Age: 65+	11%	(49)	18%	(79)	19%	(81)	52%	(226)	436
GenZers: 1997-2012	29%	(70)	26%	(64)	19%	(46)	26%	(63)	243
Millennials: 1981-1996	35%	(230)	30%	(197)	15%	(95)	20%	(130)	651
GenXers: 1965-1980	25%	(135)	26%	(137)	16%	(84)	33%	(175)	531
Baby Boomers: 1946-1964	13%	(91)	20%	(136)	18%	(125)	48%	(325)	679
PID: Dem (no lean)	29%	(274)	25%	(236)	16%	(154)	31%	(297)	961
PID: Ind (no lean)	21%	(130)	26%	(163)	15%	(96)	37%	(233)	622
PID: Rep (no lean)	22%	(134)	25%	(153)	19%	(117)	35%	(213)	617
PID/Gender: Dem Men	34%	(156)	27%	(124)	15%	(69)	23%	(107)	456
PID/Gender: Dem Women	23%	(118)	22%	(112)	17%	(85)	38%	(190)	506
PID/Gender: Ind Men	24%	(70)	26%	(77)	17%	(51)	33%	(98)	296
PID/Gender: Ind Women	18%	(60)	26%	(86)	14%	(45)	41%	(135)	326
PID/Gender: Rep Men	25%	(76)	22%	(68)	19%	(60)	34%	(105)	310
PID/Gender: Rep Women	19%	(58)	28%	(85)	18%	(56)	35%	(108)	306
Ideo: Liberal (1-3)	26%	(190)	26%	(188)	17%	(123)	30%	(215)	716
Ideo: Moderate (4)	26%	(165)	24%	(152)	15%	(96)	34%	(214)	626
Ideo: Conservative (5-7)	21%	(147)	24%	(163)	18%	(123)	37%	(254)	687
Educ: < College	25%	(380)	24%	(363)	17%	(253)	34%	(516)	1512
Educ: Bachelors degree	23%	(101)	30%	(131)	15%	(67)	32%	(144)	444
Educ: Post-grad	23%	(56)	24%	(58)	19%	(47)	34%	(83)	244
Income: Under 50k	26%	(315)	24%	(288)	17%	(206)	34%	(409)	1219
Income: 50k-100k	22%	(147)	27%	(180)	15%	(104)	36%	(243)	674
Income: 100k+	25%	(75)	27%	(84)	18%	(57)	29%	(91)	307
Ethnicity: White	21%	(367)	25%	(432)	17%	(301)	36%	(621)	1722
Ethnicity: Hispanic	33%	(115)	25%	(89)	19%	(65)	23%	(81)	349
Ethnicity: Black	37%	(103)	23%	(62)	14%	(39)	26%	(70)	274

Continued on next page

Table MCBR6_7: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Cereal

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	24%	(538)	25%	(552)	17%	(367)	34%	(743)	2200
Ethnicity: Other	33%	(68)	28%	(58)	13%	(27)	25%	(51)	204
All Christian	22%	(216)	27%	(273)	18%	(175)	34%	(337)	1001
All Non-Christian	26%	(28)	27%	(30)	18%	(20)	29%	(33)	111
Atheist	19%	(24)	30%	(38)	21%	(28)	30%	(39)	129
Agnostic/Nothing in particular	28%	(171)	25%	(151)	14%	(83)	33%	(197)	601
Something Else	28%	(99)	17%	(60)	17%	(61)	38%	(137)	358
Religious Non-Protestant/Catholic	25%	(32)	25%	(33)	19%	(25)	31%	(41)	131
Evangelical	27%	(152)	23%	(131)	16%	(88)	34%	(195)	567
Non-Evangelical	20%	(148)	26%	(192)	19%	(141)	36%	(267)	748
Community: Urban	33%	(219)	26%	(174)	15%	(96)	26%	(171)	660
Community: Suburban	20%	(199)	24%	(243)	18%	(176)	38%	(372)	990
Community: Rural	22%	(120)	25%	(135)	17%	(95)	36%	(199)	549
Employ: Private Sector	30%	(214)	30%	(214)	16%	(115)	24%	(173)	715
Employ: Government	27%	(37)	29%	(40)	18%	(24)	26%	(36)	138
Employ: Self-Employed	24%	(43)	19%	(35)	18%	(32)	40%	(72)	182
Employ: Homemaker	28%	(48)	26%	(44)	15%	(26)	30%	(52)	170
Employ: Student	36%	(27)	22%	(16)	19%	(15)	23%	(17)	75
Employ: Retired	13%	(62)	20%	(96)	18%	(87)	49%	(238)	483
Employ: Unemployed	25%	(78)	23%	(71)	16%	(49)	35%	(109)	307
Employ: Other	22%	(28)	27%	(35)	15%	(19)	35%	(46)	129
Military HH: Yes	19%	(64)	31%	(104)	16%	(53)	35%	(117)	337
Military HH: No	25%	(474)	24%	(448)	17%	(314)	34%	(626)	1863
RD/WT: Right Direction	29%	(285)	26%	(259)	16%	(158)	28%	(279)	981
RD/WT: Wrong Track	21%	(253)	24%	(293)	17%	(210)	38%	(464)	1219
Biden Job Approve	28%	(337)	25%	(305)	16%	(195)	32%	(388)	1226
Biden Job Disapprove	20%	(174)	26%	(223)	18%	(155)	37%	(320)	872
Biden Job Strongly Approve	34%	(220)	23%	(150)	14%	(91)	30%	(195)	656
Biden Job Somewhat Approve	21%	(117)	27%	(155)	18%	(104)	34%	(193)	570
Biden Job Somewhat Disapprove	24%	(60)	29%	(72)	17%	(43)	30%	(75)	249
Biden Job Strongly Disapprove	18%	(114)	24%	(151)	18%	(112)	39%	(245)	623

Continued on next page

Table MCBR6_7: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Cereal

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	24%	(538)	25%	(552)	17%	(367)	34%	(743)	2200
Favorable of Biden	28%	(344)	24%	(301)	16%	(199)	32%	(393)	1237
Unfavorable of Biden	20%	(171)	25%	(219)	18%	(157)	37%	(324)	872
Very Favorable of Biden	32%	(213)	24%	(158)	14%	(91)	31%	(207)	669
Somewhat Favorable of Biden	23%	(131)	25%	(143)	19%	(108)	33%	(186)	568
Somewhat Unfavorable of Biden	19%	(40)	31%	(67)	18%	(37)	32%	(68)	213
Very Unfavorable of Biden	20%	(131)	23%	(152)	18%	(120)	39%	(256)	659
#1 Issue: Economy	27%	(213)	24%	(190)	17%	(135)	31%	(244)	782
#1 Issue: Security	17%	(50)	26%	(78)	18%	(55)	39%	(116)	299
#1 Issue: Health Care	26%	(87)	27%	(88)	16%	(51)	31%	(102)	329
#1 Issue: Medicare / Social Security	16%	(44)	23%	(62)	13%	(35)	48%	(130)	270
#1 Issue: Women's Issues	28%	(36)	29%	(37)	18%	(22)	25%	(32)	128
#1 Issue: Education	28%	(34)	33%	(40)	18%	(22)	20%	(24)	119
#1 Issue: Energy	36%	(49)	19%	(26)	18%	(25)	27%	(36)	136
#1 Issue: Other	19%	(26)	23%	(32)	16%	(22)	41%	(57)	138
2020 Vote: Joe Biden	27%	(284)	25%	(265)	17%	(181)	31%	(334)	1065
2020 Vote: Donald Trump	23%	(153)	25%	(173)	17%	(116)	35%	(238)	679
2020 Vote: Other	7%	(4)	22%	(11)	14%	(7)	58%	(30)	53
2020 Vote: Didn't Vote	24%	(98)	26%	(103)	16%	(62)	35%	(138)	401
2018 House Vote: Democrat	28%	(232)	23%	(193)	17%	(140)	32%	(265)	829
2018 House Vote: Republican	21%	(115)	26%	(145)	17%	(92)	36%	(201)	553
2016 Vote: Hillary Clinton	26%	(207)	25%	(194)	16%	(128)	32%	(254)	783
2016 Vote: Donald Trump	20%	(128)	26%	(163)	16%	(103)	37%	(234)	628
2016 Vote: Other	9%	(8)	19%	(16)	17%	(14)	56%	(46)	83
2016 Vote: Didn't Vote	28%	(193)	26%	(180)	17%	(122)	29%	(205)	700
Voted in 2014: Yes	24%	(300)	24%	(311)	16%	(208)	35%	(451)	1270
Voted in 2014: No	26%	(238)	26%	(241)	17%	(159)	31%	(292)	930
4-Region: Northeast	20%	(80)	31%	(123)	16%	(62)	33%	(129)	394
4-Region: Midwest	20%	(91)	25%	(117)	18%	(84)	37%	(171)	462
4-Region: South	28%	(232)	23%	(187)	17%	(139)	32%	(266)	824
4-Region: West	26%	(136)	24%	(126)	16%	(83)	34%	(176)	520
Pumpkin Spice Just Right in August	35%	(123)	31%	(110)	13%	(45)	21%	(75)	353

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

Table MCBR6_8: To what extent do you enjoy the following products when they are pumpkin spice flavored?
Ice cream or ice cream product

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	33%	(728)	27%	(603)	13%	(289)	26%	(580)	2200
Gender: Male	35%	(370)	29%	(312)	13%	(142)	22%	(238)	1062
Gender: Female	31%	(358)	26%	(291)	13%	(148)	30%	(342)	1138
Age: 18-34	44%	(286)	29%	(189)	14%	(91)	14%	(90)	655
Age: 35-44	41%	(146)	28%	(100)	10%	(36)	21%	(75)	358
Age: 45-64	29%	(219)	26%	(192)	13%	(101)	32%	(239)	751
Age: 65+	18%	(77)	28%	(123)	14%	(61)	40%	(176)	436
GenZers: 1997-2012	47%	(115)	24%	(57)	13%	(32)	16%	(39)	243
Millennials: 1981-1996	41%	(270)	30%	(193)	14%	(88)	15%	(100)	651
GenXers: 1965-1980	35%	(185)	26%	(137)	11%	(56)	29%	(154)	531
Baby Boomers: 1946-1964	21%	(141)	29%	(193)	13%	(90)	38%	(255)	679
PID: Dem (no lean)	37%	(356)	28%	(269)	12%	(112)	23%	(225)	961
PID: Ind (no lean)	32%	(198)	25%	(158)	14%	(84)	29%	(181)	622
PID: Rep (no lean)	28%	(175)	28%	(176)	15%	(93)	28%	(173)	617
PID/Gender: Dem Men	40%	(184)	30%	(137)	11%	(51)	18%	(83)	456
PID/Gender: Dem Women	34%	(171)	26%	(132)	12%	(60)	28%	(142)	506
PID/Gender: Ind Men	33%	(98)	26%	(76)	15%	(46)	26%	(76)	296
PID/Gender: Ind Women	31%	(100)	25%	(82)	12%	(39)	32%	(105)	326
PID/Gender: Rep Men	28%	(88)	32%	(98)	14%	(44)	26%	(79)	310
PID/Gender: Rep Women	28%	(87)	25%	(77)	16%	(48)	31%	(94)	306
Ideo: Liberal (1-3)	36%	(255)	30%	(213)	12%	(88)	22%	(160)	716
Ideo: Moderate (4)	36%	(223)	27%	(169)	13%	(78)	25%	(156)	626
Ideo: Conservative (5-7)	29%	(202)	25%	(172)	14%	(98)	31%	(215)	687
Educ: < College	33%	(501)	27%	(403)	13%	(203)	27%	(405)	1512
Educ: Bachelors degree	32%	(142)	30%	(133)	13%	(57)	25%	(112)	444
Educ: Post-grad	35%	(86)	27%	(67)	12%	(29)	25%	(62)	244
Income: Under 50k	32%	(391)	29%	(349)	13%	(159)	26%	(319)	1219
Income: 50k-100k	35%	(235)	24%	(160)	13%	(89)	28%	(190)	674
Income: 100k+	33%	(102)	31%	(94)	13%	(41)	23%	(71)	307
Ethnicity: White	30%	(523)	27%	(471)	14%	(237)	29%	(492)	1722
Ethnicity: Hispanic	39%	(138)	26%	(92)	15%	(52)	19%	(68)	349
Ethnicity: Black	47%	(129)	23%	(64)	9%	(26)	20%	(55)	274

Continued on next page

Table MCBR6_8: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Ice cream or ice cream product

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	33%	(728)	27%	(603)	13%	(289)	26%	(580)	2200
Ethnicity: Other	37%	(76)	34%	(68)	13%	(27)	16%	(33)	204
All Christian	30%	(302)	30%	(295)	14%	(142)	26%	(261)	1001
All Non-Christian	37%	(41)	35%	(39)	10%	(11)	17%	(19)	111
Atheist	35%	(45)	25%	(33)	19%	(25)	20%	(26)	129
Agnostic/Nothing in particular	36%	(214)	25%	(153)	11%	(66)	28%	(169)	601
Something Else	35%	(126)	23%	(82)	13%	(45)	29%	(104)	358
Religious Non-Protestant/Catholic	38%	(50)	32%	(42)	11%	(14)	20%	(26)	131
Evangelical	34%	(193)	25%	(140)	14%	(79)	27%	(155)	567
Non-Evangelical	29%	(217)	30%	(228)	14%	(103)	27%	(201)	748
Community: Urban	41%	(268)	28%	(187)	11%	(73)	20%	(132)	660
Community: Suburban	28%	(281)	29%	(286)	15%	(145)	28%	(278)	990
Community: Rural	33%	(179)	24%	(130)	13%	(71)	31%	(170)	549
Employ: Private Sector	41%	(290)	27%	(195)	12%	(88)	20%	(142)	715
Employ: Government	35%	(48)	33%	(46)	15%	(21)	16%	(23)	138
Employ: Self-Employed	29%	(53)	23%	(41)	20%	(37)	28%	(51)	182
Employ: Homemaker	36%	(61)	28%	(48)	14%	(23)	23%	(38)	170
Employ: Student	44%	(33)	29%	(22)	12%	(9)	15%	(11)	75
Employ: Retired	21%	(101)	25%	(122)	15%	(71)	39%	(188)	483
Employ: Unemployed	32%	(97)	31%	(97)	10%	(31)	27%	(82)	307
Employ: Other	34%	(44)	25%	(32)	7%	(9)	34%	(44)	129
Military HH: Yes	30%	(100)	30%	(101)	16%	(53)	25%	(84)	337
Military HH: No	34%	(628)	27%	(502)	13%	(237)	27%	(496)	1863
RD/WT: Right Direction	36%	(353)	31%	(299)	11%	(112)	22%	(216)	981
RD/WT: Wrong Track	31%	(375)	25%	(304)	14%	(177)	30%	(364)	1219
Biden Job Approve	36%	(438)	28%	(348)	12%	(148)	24%	(292)	1226
Biden Job Disapprove	30%	(259)	26%	(226)	14%	(125)	30%	(262)	872
Biden Job Strongly Approve	38%	(251)	28%	(183)	12%	(81)	21%	(140)	656
Biden Job Somewhat Approve	33%	(187)	29%	(165)	12%	(66)	27%	(152)	570
Biden Job Somewhat Disapprove	33%	(82)	26%	(64)	17%	(43)	24%	(61)	249
Biden Job Strongly Disapprove	28%	(177)	26%	(162)	13%	(82)	32%	(201)	623

Continued on next page

Table MCBR6_8: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Ice cream or ice cream product

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	33%	(728)	27%	(603)	13%	(289)	26%	(580)	2200
Favorable of Biden	36%	(445)	28%	(352)	12%	(146)	24%	(294)	1237
Unfavorable of Biden	29%	(253)	25%	(220)	15%	(129)	31%	(270)	872
Very Favorable of Biden	38%	(256)	29%	(193)	12%	(78)	21%	(142)	669
Somewhat Favorable of Biden	33%	(188)	28%	(159)	12%	(68)	27%	(152)	568
Somewhat Unfavorable of Biden	32%	(67)	22%	(46)	20%	(42)	27%	(58)	213
Very Unfavorable of Biden	28%	(186)	26%	(174)	13%	(87)	32%	(212)	659
#1 Issue: Economy	33%	(259)	28%	(219)	14%	(111)	25%	(194)	782
#1 Issue: Security	28%	(84)	26%	(79)	15%	(46)	30%	(90)	299
#1 Issue: Health Care	36%	(120)	30%	(98)	9%	(30)	25%	(81)	329
#1 Issue: Medicare / Social Security	20%	(54)	30%	(81)	14%	(39)	36%	(96)	270
#1 Issue: Women's Issues	43%	(54)	26%	(33)	11%	(15)	20%	(26)	128
#1 Issue: Education	50%	(59)	24%	(29)	14%	(17)	12%	(14)	119
#1 Issue: Energy	37%	(50)	23%	(32)	14%	(19)	26%	(35)	136
#1 Issue: Other	35%	(49)	24%	(32)	10%	(13)	31%	(43)	138
2020 Vote: Joe Biden	35%	(369)	30%	(315)	12%	(130)	24%	(251)	1065
2020 Vote: Donald Trump	31%	(208)	25%	(171)	15%	(102)	29%	(198)	679
2020 Vote: Other	20%	(11)	23%	(12)	9%	(5)	48%	(25)	53
2020 Vote: Didn't Vote	35%	(140)	26%	(104)	13%	(52)	26%	(105)	401
2018 House Vote: Democrat	34%	(284)	29%	(241)	13%	(111)	23%	(193)	829
2018 House Vote: Republican	29%	(159)	26%	(146)	15%	(80)	30%	(168)	553
2016 Vote: Hillary Clinton	35%	(272)	29%	(226)	13%	(104)	23%	(181)	783
2016 Vote: Donald Trump	28%	(178)	27%	(169)	14%	(90)	30%	(191)	628
2016 Vote: Other	19%	(16)	29%	(24)	10%	(9)	42%	(35)	83
2016 Vote: Didn't Vote	37%	(261)	26%	(184)	12%	(86)	24%	(169)	700
Voted in 2014: Yes	32%	(403)	28%	(352)	13%	(169)	27%	(346)	1270
Voted in 2014: No	35%	(326)	27%	(251)	13%	(120)	25%	(234)	930
4-Region: Northeast	32%	(127)	29%	(112)	12%	(48)	27%	(106)	394
4-Region: Midwest	29%	(133)	29%	(132)	12%	(54)	31%	(143)	462
4-Region: South	36%	(293)	25%	(209)	13%	(104)	27%	(219)	824
4-Region: West	34%	(175)	29%	(150)	16%	(84)	21%	(112)	520
Pumpkin Spice Just Right in August	44%	(157)	33%	(117)	10%	(36)	12%	(43)	353

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

Table MCBR6_9: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Beer

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	14%	(285)	14%	(298)	15%	(306)	58%	(1203)	2092
Gender: Male	19%	(200)	17%	(178)	13%	(135)	50%	(515)	1028
Gender: Female	8%	(84)	11%	(120)	16%	(171)	65%	(688)	1063
Age: 18-34	19%	(102)	20%	(111)	19%	(107)	42%	(227)	547
Age: 35-44	27%	(98)	18%	(66)	14%	(49)	40%	(144)	358
Age: 45-64	10%	(72)	12%	(88)	13%	(97)	66%	(495)	751
Age: 65+	3%	(13)	8%	(33)	12%	(54)	77%	(337)	436
GenZers: 1997-2012	13%	(17)	14%	(19)	21%	(28)	52%	(70)	135
Millennials: 1981-1996	24%	(155)	20%	(131)	17%	(111)	39%	(255)	651
GenXers: 1965-1980	14%	(73)	15%	(80)	15%	(82)	56%	(297)	531
Baby Boomers: 1946-1964	6%	(39)	9%	(62)	11%	(74)	74%	(504)	679
PID: Dem (no lean)	17%	(153)	16%	(145)	16%	(150)	51%	(464)	912
PID: Ind (no lean)	10%	(58)	13%	(72)	14%	(78)	64%	(363)	572
PID: Rep (no lean)	12%	(74)	13%	(81)	13%	(78)	62%	(376)	609
PID/Gender: Dem Men	24%	(107)	22%	(96)	14%	(64)	40%	(177)	443
PID/Gender: Dem Women	10%	(47)	10%	(49)	18%	(86)	61%	(287)	468
PID/Gender: Ind Men	13%	(35)	14%	(39)	14%	(37)	59%	(163)	275
PID/Gender: Ind Women	8%	(23)	11%	(33)	14%	(41)	67%	(200)	297
PID/Gender: Rep Men	19%	(59)	14%	(43)	11%	(33)	56%	(175)	310
PID/Gender: Rep Women	5%	(15)	13%	(38)	15%	(45)	67%	(201)	298
Ideo: Liberal (1-3)	15%	(101)	18%	(120)	15%	(102)	52%	(348)	670
Ideo: Moderate (4)	16%	(96)	13%	(78)	18%	(106)	53%	(313)	593
Ideo: Conservative (5-7)	12%	(83)	13%	(88)	11%	(73)	64%	(436)	680
Educ: < College	12%	(168)	13%	(183)	14%	(202)	61%	(854)	1407
Educ: Bachelors degree	17%	(74)	19%	(84)	16%	(72)	48%	(212)	442
Educ: Post-grad	17%	(42)	13%	(32)	13%	(32)	57%	(137)	243
Income: Under 50k	12%	(136)	13%	(151)	15%	(166)	60%	(688)	1142
Income: 50k-100k	15%	(95)	15%	(95)	14%	(92)	56%	(366)	648
Income: 100k+	18%	(53)	17%	(52)	16%	(48)	49%	(149)	301
Ethnicity: White	13%	(221)	13%	(211)	14%	(227)	61%	(1015)	1675
Ethnicity: Hispanic	18%	(54)	21%	(64)	21%	(65)	40%	(123)	305
Ethnicity: Black	17%	(43)	20%	(50)	16%	(39)	48%	(120)	253

Continued on next page

Table MCBR6_9: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	14%	(285)	14%	(298)	15%	(306)	58%	(1203)	2092
Ethnicity: Other	13%	(21)	23%	(37)	24%	(40)	41%	(67)	165
All Christian	14%	(135)	16%	(155)	14%	(134)	56%	(549)	973
All Non-Christian	17%	(19)	20%	(22)	14%	(16)	49%	(53)	110
Atheist	10%	(12)	23%	(28)	15%	(18)	52%	(64)	122
Agnostic/Nothing in particular	16%	(89)	10%	(58)	17%	(94)	57%	(314)	554
Something Else	9%	(30)	11%	(36)	13%	(44)	67%	(223)	333
Religious Non-Protestant/Catholic	15%	(19)	18%	(22)	15%	(19)	53%	(68)	128
Evangelical	13%	(72)	15%	(82)	11%	(62)	61%	(343)	558
Non-Evangelical	12%	(84)	15%	(105)	15%	(107)	58%	(409)	706
Community: Urban	23%	(141)	15%	(92)	17%	(106)	44%	(270)	609
Community: Suburban	10%	(98)	14%	(129)	14%	(129)	62%	(594)	951
Community: Rural	9%	(46)	14%	(77)	13%	(71)	64%	(339)	532
Employ: Private Sector	22%	(154)	20%	(138)	15%	(106)	43%	(298)	696
Employ: Government	15%	(20)	22%	(29)	11%	(15)	51%	(67)	131
Employ: Self-Employed	13%	(21)	11%	(18)	22%	(36)	55%	(92)	168
Employ: Homemaker	12%	(20)	11%	(19)	17%	(29)	60%	(102)	169
Employ: Retired	6%	(29)	10%	(46)	11%	(53)	74%	(356)	483
Employ: Unemployed	9%	(26)	10%	(29)	13%	(37)	67%	(184)	276
Employ: Other	8%	(10)	10%	(13)	14%	(18)	68%	(87)	128
Military HH: Yes	11%	(37)	17%	(53)	13%	(41)	59%	(189)	320
Military HH: No	14%	(248)	14%	(245)	15%	(265)	57%	(1014)	1772
RD/WT: Right Direction	18%	(175)	15%	(145)	16%	(149)	50%	(479)	948
RD/WT: Wrong Track	10%	(110)	13%	(153)	14%	(156)	63%	(724)	1144
Biden Job Approve	17%	(195)	16%	(182)	15%	(181)	52%	(613)	1171
Biden Job Disapprove	10%	(85)	13%	(107)	14%	(113)	63%	(529)	834
Biden Job Strongly Approve	22%	(142)	14%	(91)	16%	(104)	48%	(305)	642
Biden Job Somewhat Approve	10%	(53)	17%	(91)	15%	(77)	58%	(307)	528
Biden Job Somewhat Disapprove	8%	(18)	18%	(39)	15%	(33)	59%	(128)	218
Biden Job Strongly Disapprove	11%	(66)	11%	(68)	13%	(80)	65%	(400)	615
Favorable of Biden	17%	(197)	15%	(176)	16%	(191)	52%	(617)	1181
Unfavorable of Biden	10%	(82)	14%	(112)	12%	(103)	64%	(534)	831

Continued on next page

Table MCBR6_9: To what extent do you enjoy the following products when they are pumpkin spice flavored?

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	14%	(285)	14%	(298)	15%	(306)	58%	(1203)	2092
Very Favorable of Biden	23%	(148)	13%	(85)	15%	(100)	49%	(315)	647
Somewhat Favorable of Biden	9%	(49)	17%	(91)	17%	(91)	57%	(302)	534
Somewhat Unfavorable of Biden	8%	(16)	20%	(37)	12%	(23)	59%	(111)	187
Very Unfavorable of Biden	10%	(66)	12%	(75)	12%	(80)	66%	(423)	644
#1 Issue: Economy	15%	(117)	16%	(122)	16%	(122)	53%	(402)	763
#1 Issue: Security	10%	(30)	15%	(45)	13%	(37)	62%	(181)	292
#1 Issue: Health Care	16%	(51)	11%	(34)	16%	(51)	57%	(177)	313
#1 Issue: Medicare / Social Security	7%	(18)	9%	(23)	9%	(25)	76%	(203)	268
#1 Issue: Women's Issues	15%	(15)	21%	(21)	23%	(23)	42%	(42)	100
#1 Issue: Education	18%	(19)	19%	(20)	21%	(22)	43%	(45)	105
#1 Issue: Energy	21%	(26)	21%	(26)	12%	(15)	47%	(59)	127
#1 Issue: Other	8%	(9)	6%	(7)	9%	(11)	78%	(96)	123
2020 Vote: Joe Biden	16%	(169)	16%	(160)	16%	(161)	52%	(538)	1028
2020 Vote: Donald Trump	12%	(83)	12%	(83)	12%	(84)	63%	(425)	675
2020 Vote: Didn't Vote	8%	(28)	15%	(51)	16%	(55)	60%	(203)	337
2018 House Vote: Democrat	18%	(145)	16%	(133)	15%	(123)	51%	(423)	825
2018 House Vote: Republican	12%	(67)	13%	(71)	12%	(65)	63%	(350)	553
2016 Vote: Hillary Clinton	17%	(133)	16%	(125)	15%	(118)	52%	(403)	780
2016 Vote: Donald Trump	13%	(84)	13%	(79)	11%	(71)	63%	(395)	628
2016 Vote: Other	8%	(7)	6%	(5)	11%	(9)	75%	(62)	83
2016 Vote: Didn't Vote	10%	(60)	15%	(89)	18%	(105)	57%	(341)	595
Voted in 2014: Yes	16%	(197)	14%	(173)	13%	(166)	58%	(732)	1267
Voted in 2014: No	11%	(88)	15%	(126)	17%	(140)	57%	(471)	824
4-Region: Northeast	13%	(49)	15%	(57)	16%	(61)	56%	(214)	382
4-Region: Midwest	13%	(56)	10%	(47)	14%	(61)	63%	(280)	445
4-Region: South	15%	(113)	15%	(117)	13%	(100)	58%	(450)	781
4-Region: West	14%	(66)	16%	(78)	17%	(83)	53%	(258)	485
Pumpkin Spice Just Right in August	21%	(69)	17%	(55)	13%	(41)	49%	(161)	326

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

Table MCBR6_10: To what extent do you enjoy the following products when they are pumpkin spice flavored?
Liqueur or spirit

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	14%	(287)	21%	(430)	16%	(325)	50%	(1049)	2092
Gender: Male	17%	(174)	23%	(235)	16%	(159)	45%	(460)	1028
Gender: Female	11%	(113)	18%	(195)	16%	(166)	55%	(590)	1063
Age: 18-34	19%	(104)	28%	(151)	17%	(94)	36%	(198)	547
Age: 35-44	22%	(80)	27%	(97)	15%	(54)	35%	(127)	358
Age: 45-64	11%	(79)	18%	(132)	15%	(114)	57%	(426)	751
Age: 65+	5%	(24)	12%	(50)	15%	(63)	68%	(298)	436
GenZers: 1997-2012	16%	(21)	22%	(29)	14%	(19)	48%	(65)	135
Millennials: 1981-1996	20%	(133)	28%	(184)	18%	(118)	33%	(216)	651
GenXers: 1965-1980	17%	(91)	22%	(115)	12%	(66)	49%	(260)	531
Baby Boomers: 1946-1964	6%	(39)	14%	(92)	16%	(106)	65%	(442)	679
PID: Dem (no lean)	18%	(162)	22%	(201)	16%	(144)	44%	(405)	912
PID: Ind (no lean)	10%	(56)	19%	(110)	14%	(79)	57%	(326)	572
PID: Rep (no lean)	11%	(69)	20%	(119)	17%	(102)	52%	(319)	609
PID/Gender: Dem Men	24%	(105)	26%	(116)	16%	(72)	34%	(151)	443
PID/Gender: Dem Women	12%	(58)	18%	(85)	15%	(72)	54%	(254)	468
PID/Gender: Ind Men	10%	(27)	21%	(56)	13%	(35)	57%	(157)	275
PID/Gender: Ind Women	10%	(30)	18%	(54)	15%	(44)	57%	(169)	297
PID/Gender: Rep Men	14%	(43)	20%	(63)	17%	(53)	49%	(152)	310
PID/Gender: Rep Women	9%	(26)	19%	(56)	17%	(50)	56%	(167)	298
Ideo: Liberal (1-3)	18%	(118)	24%	(161)	15%	(99)	44%	(291)	670
Ideo: Moderate (4)	15%	(88)	23%	(135)	16%	(96)	46%	(274)	593
Ideo: Conservative (5-7)	11%	(72)	17%	(117)	15%	(104)	57%	(387)	680
Educ: < College	13%	(187)	18%	(257)	15%	(213)	53%	(750)	1407
Educ: Bachelors degree	15%	(67)	27%	(120)	16%	(71)	42%	(184)	442
Educ: Post-grad	14%	(33)	22%	(53)	17%	(41)	48%	(116)	243
Income: Under 50k	13%	(150)	19%	(216)	14%	(163)	54%	(613)	1142
Income: 50k-100k	13%	(84)	22%	(143)	17%	(110)	48%	(311)	648
Income: 100k+	17%	(53)	24%	(71)	18%	(53)	41%	(125)	301
Ethnicity: White	13%	(215)	19%	(319)	16%	(260)	53%	(881)	1675
Ethnicity: Hispanic	20%	(62)	23%	(71)	21%	(64)	35%	(108)	305
Ethnicity: Black	18%	(46)	28%	(70)	12%	(30)	42%	(107)	253

Continued on next page

Table MCBR6_10: To what extent do you enjoy the following products when they are pumpkin spice flavored?
 Liqueur or spirit

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	14%	(287)	21%	(430)	16%	(325)	50%	(1049)	2092
Ethnicity: Other	16%	(26)	25%	(41)	22%	(36)	37%	(61)	165
All Christian	14%	(139)	21%	(201)	15%	(143)	50%	(490)	973
All Non-Christian	17%	(18)	27%	(30)	18%	(20)	38%	(41)	110
Atheist	14%	(17)	24%	(29)	21%	(25)	41%	(50)	122
Agnostic/Nothing in particular	13%	(74)	21%	(117)	14%	(80)	51%	(284)	554
Something Else	12%	(39)	16%	(53)	17%	(56)	55%	(184)	333
Religious Non-Protestant/Catholic	15%	(20)	24%	(31)	18%	(23)	43%	(55)	128
Evangelical	13%	(75)	18%	(99)	15%	(81)	54%	(304)	558
Non-Evangelical	13%	(94)	21%	(149)	16%	(112)	50%	(351)	706
Community: Urban	21%	(127)	26%	(160)	15%	(93)	38%	(229)	609
Community: Suburban	12%	(115)	17%	(164)	16%	(156)	54%	(516)	951
Community: Rural	8%	(45)	20%	(106)	14%	(76)	57%	(305)	532
Employ: Private Sector	21%	(149)	27%	(186)	15%	(102)	37%	(260)	696
Employ: Government	12%	(16)	27%	(36)	18%	(23)	43%	(56)	131
Employ: Self-Employed	15%	(25)	21%	(35)	26%	(43)	38%	(65)	168
Employ: Homemaker	12%	(20)	14%	(24)	18%	(31)	56%	(95)	169
Employ: Retired	5%	(26)	14%	(66)	12%	(56)	69%	(335)	483
Employ: Unemployed	10%	(26)	19%	(52)	17%	(47)	55%	(151)	276
Employ: Other	13%	(16)	18%	(24)	15%	(19)	54%	(69)	128
Military HH: Yes	14%	(44)	20%	(63)	12%	(38)	55%	(175)	320
Military HH: No	14%	(243)	21%	(367)	16%	(287)	49%	(875)	1772
RD/WT: Right Direction	17%	(159)	24%	(226)	17%	(157)	43%	(406)	948
RD/WT: Wrong Track	11%	(128)	18%	(205)	15%	(169)	56%	(643)	1144
Biden Job Approve	17%	(197)	22%	(260)	16%	(182)	45%	(532)	1171
Biden Job Disapprove	10%	(79)	19%	(160)	15%	(125)	56%	(469)	834
Biden Job Strongly Approve	20%	(130)	23%	(148)	14%	(87)	43%	(277)	642
Biden Job Somewhat Approve	13%	(67)	21%	(112)	18%	(94)	48%	(255)	528
Biden Job Somewhat Disapprove	12%	(26)	18%	(39)	16%	(35)	54%	(118)	218
Biden Job Strongly Disapprove	9%	(53)	20%	(121)	15%	(90)	57%	(352)	615
Favorable of Biden	17%	(197)	22%	(259)	16%	(189)	45%	(535)	1181
Unfavorable of Biden	10%	(80)	20%	(164)	15%	(124)	56%	(464)	831

Continued on next page

Table MCBR6_10: To what extent do you enjoy the following products when they are pumpkin spice flavored?
Liqueur or spirit

Demographic	Enjoy a lot		Enjoy somewhat		Do not enjoy much		Do not enjoy at all		Total N
Adults	14%	(287)	21%	(430)	16%	(325)	50%	(1049)	2092
Very Favorable of Biden	20%	(129)	23%	(148)	14%	(88)	43%	(281)	647
Somewhat Favorable of Biden	13%	(68)	21%	(111)	19%	(101)	48%	(254)	534
Somewhat Unfavorable of Biden	13%	(24)	20%	(37)	15%	(27)	53%	(99)	187
Very Unfavorable of Biden	9%	(56)	20%	(127)	15%	(97)	57%	(365)	644
#1 Issue: Economy	14%	(108)	23%	(174)	16%	(122)	47%	(360)	763
#1 Issue: Security	13%	(39)	17%	(49)	14%	(41)	56%	(163)	292
#1 Issue: Health Care	14%	(44)	19%	(60)	15%	(48)	51%	(161)	313
#1 Issue: Medicare / Social Security	6%	(15)	16%	(44)	13%	(36)	65%	(174)	268
#1 Issue: Women's Issues	24%	(24)	35%	(35)	15%	(15)	27%	(27)	100
#1 Issue: Education	12%	(13)	23%	(24)	26%	(27)	39%	(41)	105
#1 Issue: Energy	23%	(29)	21%	(27)	17%	(22)	38%	(49)	127
#1 Issue: Other	12%	(15)	14%	(17)	12%	(15)	61%	(75)	123
2020 Vote: Joe Biden	17%	(179)	22%	(228)	16%	(159)	45%	(461)	1028
2020 Vote: Donald Trump	11%	(75)	20%	(133)	15%	(99)	54%	(367)	675
2020 Vote: Didn't Vote	9%	(31)	17%	(59)	19%	(62)	55%	(185)	337
2018 House Vote: Democrat	18%	(149)	21%	(176)	16%	(128)	45%	(371)	825
2018 House Vote: Republican	10%	(53)	21%	(118)	14%	(77)	55%	(304)	553
2016 Vote: Hillary Clinton	18%	(137)	22%	(172)	16%	(122)	45%	(348)	780
2016 Vote: Donald Trump	12%	(76)	19%	(121)	14%	(89)	54%	(342)	628
2016 Vote: Other	6%	(5)	15%	(13)	12%	(10)	67%	(56)	83
2016 Vote: Didn't Vote	12%	(69)	20%	(122)	17%	(102)	51%	(301)	595
Voted in 2014: Yes	14%	(183)	21%	(263)	14%	(181)	50%	(640)	1267
Voted in 2014: No	13%	(104)	20%	(167)	17%	(144)	50%	(409)	824
4-Region: Northeast	10%	(40)	25%	(96)	15%	(58)	49%	(188)	382
4-Region: Midwest	11%	(49)	18%	(80)	13%	(60)	57%	(256)	445
4-Region: South	15%	(116)	19%	(151)	15%	(117)	51%	(397)	781
4-Region: West	17%	(82)	21%	(103)	19%	(91)	43%	(208)	485
Pumpkin Spice Just Right in August	20%	(66)	25%	(81)	12%	(39)	43%	(140)	326

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	243	11%
	Millennials: 1981-1996	651	30%
	GenXers: 1965-1980	531	24%
	Baby Boomers: 1946-1964	679	31%
	N	2104	
xpid3	PID: Dem (no lean)	961	44%
	PID: Ind (no lean)	622	28%
	PID: Rep (no lean)	617	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	456	21%
	PID/Gender: Dem Women	506	23%
	PID/Gender: Ind Men	296	13%
	PID/Gender: Ind Women	326	15%
	PID/Gender: Rep Men	310	14%
	PID/Gender: Rep Women	306	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	716	33%
	Ideo: Moderate (4)	626	28%
	Ideo: Conservative (5-7)	687	31%
	N	2030	
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	1219	55%
	Income: 50k-100k	674	31%
	Income: 100k+	307	14%
	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	1001	45%
	All Non-Christian	111	5%
	Atheist	129	6%
	Agnostic/Nothing in particular	601	27%
	Something Else	358	16%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	131	6%
xdemEvang	Evangelical	567	26%
	Non-Evangelical	748	34%
	N	1316	
xdemUsr	Community: Urban	660	30%
	Community: Suburban	990	45%
	Community: Rural	549	25%
	N	2200	
xdemEmploy	Employ: Private Sector	715	33%
	Employ: Government	138	6%
	Employ: Self-Employed	182	8%
	Employ: Homemaker	170	8%
	Employ: Student	75	3%
	Employ: Retired	483	22%
	Employ: Unemployed	307	14%
	Employ: Other	129	6%
N	2200		
xdemMilHH1	Military HH: Yes	337	15%
	Military HH: No	1863	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	981	45%
	RD/WT: Wrong Track	1219	55%
	N	2200	
xdemBidenApprove	Biden Job Approve	1226	56%
	Biden Job Disapprove	872	40%
	N	2098	
xdemBidenApprove2	Biden Job Strongly Approve	656	30%
	Biden Job Somewhat Approve	570	26%
	Biden Job Somewhat Disapprove	249	11%
	Biden Job Strongly Disapprove	623	28%
	N	2098	
xdemBidenFav	Favorable of Biden	1237	56%
	Unfavorable of Biden	872	40%
	N	2109	
xdemBidenFavFull	Very Favorable of Biden	669	30%
	Somewhat Favorable of Biden	568	26%
	Somewhat Unfavorable of Biden	213	10%
	Very Unfavorable of Biden	659	30%
	N	2109	
xnr3	#1 Issue: Economy	782	36%
	#1 Issue: Security	299	14%
	#1 Issue: Health Care	329	15%
	#1 Issue: Medicare / Social Security	270	12%
	#1 Issue: Women's Issues	128	6%
	#1 Issue: Education	119	5%
	#1 Issue: Energy	136	6%
	#1 Issue: Other	138	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1065	48%
	2020 Vote: Donald Trump	679	31%
	2020 Vote: Other	53	2%
	2020 Vote: Didn't Vote	401	18%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	829	38%
	2018 House Vote: Republican	553	25%
	2018 House Vote: Someone else	41	2%
	N	1423	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	783	36%
	2016 Vote: Donald Trump	628	29%
	2016 Vote: Other	83	4%
	2016 Vote: Didn't Vote	700	32%
	<i>N</i>	2195	
xsubVote14O	Voted in 2014: Yes	1270	58%
	Voted in 2014: No	930	42%
	<i>N</i>	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	<i>N</i>	2200	
MCBRxdem1	Pumpkin Spice Just Right in August	353	16%

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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