



National Tracking Poll #2211115  
November 16-17, 2022

*Crosstabulation Results*

*Methodology:*

This poll was conducted between November 16-November 17, 2022 among a sample of 2215 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCBR1\_1:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid October

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	38% (832)	28% (613)	23% (510)	3% (67)	1% (29)	7% (164)	2215
Gender: Male	38% (405)	24% (253)	25% (266)	4% (43)	2% (17)	8% (87)	1070
Gender: Female	37% (427)	32% (361)	21% (244)	2% (24)	1% (12)	7% (77)	1145
Age: 18-34	34% (218)	25% (160)	26% (169)	6% (36)	2% (14)	7% (45)	643
Age: 35-44	31% (112)	26% (96)	29% (106)	4% (14)	1% (3)	10% (35)	366
Age: 45-64	38% (272)	29% (206)	23% (164)	2% (16)	1% (8)	7% (51)	715
Age: 65+	47% (230)	31% (152)	14% (70)	— (1)	1% (4)	7% (33)	490
GenZers: 1997-2012	33% (77)	27% (62)	24% (55)	7% (16)	1% (1)	9% (20)	231
Millennials: 1981-1996	33% (223)	23% (156)	28% (188)	5% (31)	2% (15)	8% (52)	666
GenXers: 1965-1980	36% (187)	29% (152)	24% (127)	3% (16)	1% (6)	6% (33)	521
Baby Boomers: 1946-1964	43% (311)	30% (221)	18% (129)	1% (4)	1% (6)	7% (54)	724
PID: Dem (no lean)	37% (317)	27% (233)	26% (218)	3% (27)	1% (11)	5% (45)	852
PID: Ind (no lean)	38% (258)	26% (172)	20% (133)	3% (23)	1% (6)	12% (80)	672
PID: Rep (no lean)	37% (257)	30% (209)	23% (159)	2% (17)	2% (12)	6% (39)	692
PID/Gender: Dem Men	37% (156)	25% (106)	28% (118)	5% (20)	1% (5)	5% (22)	427
PID/Gender: Dem Women	38% (161)	30% (127)	24% (100)	2% (7)	1% (6)	5% (23)	425
PID/Gender: Ind Men	41% (130)	17% (54)	23% (72)	4% (12)	1% (3)	15% (46)	317
PID/Gender: Ind Women	36% (128)	33% (118)	17% (62)	3% (11)	1% (3)	9% (34)	355
PID/Gender: Rep Men	37% (119)	28% (93)	23% (77)	3% (11)	3% (8)	6% (19)	327
PID/Gender: Rep Women	38% (138)	32% (116)	22% (82)	2% (6)	1% (3)	6% (20)	365
Ideo: Liberal (1-3)	44% (294)	26% (174)	22% (146)	2% (16)	1% (6)	4% (26)	662
Ideo: Moderate (4)	35% (234)	29% (189)	25% (165)	2% (16)	2% (10)	7% (45)	660
Ideo: Conservative (5-7)	37% (263)	30% (215)	23% (163)	3% (24)	1% (10)	6% (41)	716
Educ: < College	35% (498)	27% (383)	25% (361)	3% (46)	1% (19)	9% (133)	1440
Educ: Bachelors degree	42% (208)	30% (146)	20% (98)	3% (15)	1% (5)	4% (18)	492
Educ: Post-grad	44% (125)	30% (84)	18% (51)	2% (5)	2% (5)	5% (13)	283

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**Table MCBR1\_1:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid October

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	38% (832)	28% (613)	23% (510)	3% (67)	1% (29)	7% (164)	2215
Income: Under 50k	35% (400)	26% (297)	24% (273)	3% (32)	1% (14)	11% (122)	1138
Income: 50k-100k	40% (278)	29% (197)	23% (159)	3% (21)	1% (7)	4% (24)	686
Income: 100k+	39% (154)	31% (120)	20% (78)	4% (14)	2% (7)	4% (17)	391
Ethnicity: White	41% (707)	29% (493)	20% (349)	2% (41)	2% (26)	6% (100)	1715
Ethnicity: Hispanic	32% (118)	26% (97)	26% (99)	7% (25)	1% (5)	8% (31)	375
Ethnicity: Black	19% (53)	24% (69)	40% (115)	4% (11)	— (0)	13% (36)	283
Ethnicity: Other	33% (73)	24% (52)	21% (47)	7% (15)	1% (3)	13% (29)	217
All Christian	39% (384)	30% (294)	22% (216)	2% (18)	1% (13)	6% (54)	978
All Non-Christian	38% (48)	28% (35)	22% (27)	4% (5)	4% (5)	3% (4)	124
Atheist	53% (60)	20% (23)	17% (19)	8% (9)	— (1)	2% (2)	113
Agnostic/Nothing in particular	38% (215)	27% (151)	21% (115)	4% (20)	1% (7)	9% (52)	560
Something Else	29% (126)	25% (111)	30% (132)	3% (15)	1% (3)	12% (52)	439
Religious Non-Protestant/Catholic	39% (53)	30% (40)	21% (29)	4% (5)	4% (5)	3% (4)	137
Evangelical	33% (182)	27% (149)	29% (161)	2% (13)	1% (5)	8% (44)	554
Non-Evangelical	38% (314)	30% (246)	21% (172)	2% (19)	1% (11)	7% (62)	823
Community: Urban	33% (214)	24% (155)	30% (199)	4% (24)	2% (10)	8% (53)	655
Community: Suburban	40% (414)	31% (318)	19% (202)	2% (23)	1% (10)	7% (71)	1039
Community: Rural	39% (203)	27% (141)	21% (109)	4% (20)	2% (8)	8% (40)	521
Employ: Private Sector	36% (259)	31% (221)	24% (176)	4% (32)	2% (11)	3% (23)	722
Employ: Government	29% (36)	28% (35)	30% (38)	4% (5)	4% (5)	4% (5)	125
Employ: Self-Employed	34% (63)	24% (45)	25% (47)	4% (7)	1% (2)	13% (25)	188
Employ: Homemaker	37% (59)	19% (31)	28% (44)	4% (7)	1% (1)	10% (15)	157
Employ: Student	38% (25)	27% (18)	24% (16)	3% (2)	— (0)	9% (6)	67
Employ: Retired	46% (259)	31% (170)	14% (79)	1% (3)	1% (4)	7% (42)	556
Employ: Unemployed	35% (89)	21% (54)	27% (68)	3% (9)	1% (3)	12% (30)	253
Employ: Other	28% (41)	27% (40)	29% (42)	1% (2)	2% (3)	12% (17)	145
Military HH: Yes	44% (131)	26% (80)	16% (49)	4% (12)	2% (6)	8% (24)	301
Military HH: No	37% (701)	28% (534)	24% (461)	3% (55)	1% (23)	7% (140)	1914
RD/WT: Right Direction	33% (221)	26% (178)	29% (194)	3% (17)	2% (11)	8% (51)	672
RD/WT: Wrong Track	40% (610)	28% (435)	20% (316)	3% (49)	1% (18)	7% (113)	1543

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**Table MCBR1\_1: How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid October**

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	38% (832)	28% (613)	23% (510)	3% (67)	1% (29)	7% (164)	2215
Biden Job Approve	37% (359)	27% (264)	27% (262)	3% (31)	1% (8)	5% (50)	976
Biden Job Disapprove	39% (449)	29% (332)	20% (230)	3% (32)	2% (18)	7% (81)	1142
Biden Job Strongly Approve	37% (150)	22% (92)	32% (130)	3% (12)	2% (6)	5% (20)	411
Biden Job Somewhat Approve	37% (209)	31% (172)	23% (132)	3% (20)	— (2)	5% (29)	565
Biden Job Somewhat Disapprove	36% (124)	27% (94)	22% (77)	3% (11)	2% (8)	9% (32)	346
Biden Job Strongly Disapprove	41% (325)	30% (238)	19% (153)	3% (21)	1% (10)	6% (49)	796
Favorable of Biden	38% (382)	27% (277)	25% (252)	3% (29)	1% (14)	6% (56)	1010
Unfavorable of Biden	39% (430)	29% (322)	22% (243)	3% (29)	1% (13)	7% (72)	1109
Very Favorable of Biden	35% (158)	24% (105)	32% (144)	3% (12)	1% (5)	4% (20)	444
Somewhat Favorable of Biden	40% (225)	30% (172)	19% (108)	3% (16)	2% (9)	6% (36)	566
Somewhat Unfavorable of Biden	35% (102)	23% (68)	29% (85)	3% (10)	1% (4)	8% (23)	292
Very Unfavorable of Biden	40% (328)	31% (254)	19% (158)	2% (19)	1% (9)	6% (50)	818
#1 Issue: Economy	36% (318)	29% (262)	24% (214)	3% (24)	2% (16)	6% (53)	888
#1 Issue: Security	37% (77)	22% (46)	29% (60)	3% (6)	1% (1)	8% (17)	207
#1 Issue: Health Care	32% (53)	31% (51)	29% (48)	3% (5)	2% (4)	3% (4)	165
#1 Issue: Medicare / Social Security	39% (112)	29% (82)	20% (56)	1% (4)	1% (4)	10% (27)	285
#1 Issue: Women's Issues	43% (141)	26% (85)	19% (62)	4% (14)	1% (3)	8% (27)	332
#1 Issue: Education	26% (18)	34% (23)	21% (15)	12% (8)	— (0)	6% (4)	68
#1 Issue: Energy	41% (55)	27% (36)	21% (28)	4% (5)	— (0)	7% (10)	134
#1 Issue: Other	43% (58)	20% (27)	20% (27)	1% (2)	— (1)	16% (21)	136
2022 House Vote: Democrat	40% (357)	30% (268)	22% (198)	3% (24)	1% (9)	5% (45)	901
2022 House Vote: Republican	39% (258)	30% (200)	24% (155)	1% (9)	2% (11)	4% (27)	660
2022 House Vote: Someone else	43% (26)	30% (18)	16% (9)	3% (2)	— (0)	8% (5)	60
2022 House Vote: Didn't Vote	32% (192)	21% (127)	25% (146)	5% (33)	2% (9)	15% (87)	594
2020 Vote: Joe Biden	40% (366)	28% (258)	23% (211)	2% (17)	1% (7)	5% (46)	906
2020 Vote: Donald Trump	38% (273)	30% (218)	23% (168)	2% (16)	2% (13)	5% (35)	723
2020 Vote: Other	42% (36)	32% (26)	17% (14)	— (0)	— (0)	9% (7)	84
2020 Vote: Didn't Vote	31% (157)	22% (110)	23% (117)	7% (33)	2% (9)	15% (75)	502

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**Table MCBR1\_1:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid October

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	38% (832)	28% (613)	23% (510)	3% (67)	1% (29)	7% (164)	2215
2018 House Vote: Democrat	39% (308)	29% (228)	23% (185)	2% (19)	1% (7)	6% (44)	791
2018 House Vote: Republican	41% (243)	31% (186)	21% (125)	3% (15)	1% (7)	4% (21)	599
2018 House Vote: Didnt Vote	34% (262)	24% (187)	24% (188)	4% (32)	2% (15)	12% (95)	779
4-Region: Northeast	39% (148)	29% (110)	25% (96)	3% (10)	2% (8)	3% (11)	383
4-Region: Midwest	40% (183)	31% (143)	17% (76)	2% (9)	1% (5)	9% (41)	458
4-Region: South	34% (290)	25% (209)	28% (237)	3% (28)	1% (10)	9% (73)	846
4-Region: West	40% (211)	29% (151)	19% (101)	4% (20)	1% (6)	7% (40)	528

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

**Table MCBR1\_2:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Early November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	11% (254)	35% (772)	39% (853)	6% (141)	2% (43)	7% (152)	2215
Gender: Male	14% (147)	34% (361)	36% (386)	7% (73)	2% (22)	7% (80)	1070
Gender: Female	9% (106)	36% (411)	41% (467)	6% (68)	2% (22)	6% (72)	1145
Age: 18-34	12% (76)	35% (228)	39% (249)	6% (37)	2% (14)	6% (40)	643
Age: 35-44	8% (27)	31% (114)	41% (148)	10% (36)	2% (8)	9% (31)	366
Age: 45-64	12% (88)	32% (231)	40% (285)	6% (46)	2% (15)	7% (51)	715
Age: 65+	13% (62)	41% (199)	35% (171)	4% (22)	1% (6)	6% (29)	490
GenZers: 1997-2012	13% (29)	39% (91)	33% (75)	5% (12)	2% (4)	8% (19)	231
Millennials: 1981-1996	10% (68)	33% (219)	40% (269)	8% (50)	3% (18)	6% (43)	666
GenXers: 1965-1980	10% (54)	34% (175)	42% (217)	6% (33)	2% (10)	6% (32)	521
Baby Boomers: 1946-1964	13% (92)	35% (254)	37% (270)	6% (45)	2% (12)	7% (52)	724
PID: Dem (no lean)	12% (106)	35% (298)	40% (338)	6% (55)	2% (17)	4% (37)	852
PID: Ind (no lean)	13% (86)	34% (227)	37% (249)	4% (25)	2% (11)	11% (73)	672
PID: Rep (no lean)	9% (62)	36% (246)	38% (266)	9% (61)	2% (15)	6% (41)	692
PID/Gender: Dem Men	14% (60)	36% (152)	37% (160)	7% (31)	2% (7)	4% (18)	427
PID/Gender: Dem Women	11% (46)	35% (147)	42% (179)	6% (23)	2% (10)	5% (20)	425
PID/Gender: Ind Men	17% (55)	29% (93)	35% (112)	2% (8)	2% (7)	14% (43)	317
PID/Gender: Ind Women	9% (31)	38% (134)	39% (138)	5% (17)	1% (5)	8% (30)	355
PID/Gender: Rep Men	10% (33)	36% (116)	35% (115)	11% (35)	3% (8)	6% (19)	327
PID/Gender: Rep Women	8% (29)	36% (130)	41% (151)	7% (27)	2% (7)	6% (22)	365
Ideo: Liberal (1-3)	14% (95)	39% (259)	37% (245)	5% (31)	2% (11)	3% (22)	662
Ideo: Moderate (4)	11% (72)	34% (226)	41% (272)	6% (37)	2% (10)	6% (43)	660
Ideo: Conservative (5-7)	10% (72)	34% (242)	39% (282)	9% (65)	2% (17)	5% (39)	716
Educ: < College	10% (142)	34% (490)	38% (553)	7% (105)	2% (28)	8% (122)	1440
Educ: Bachelors degree	13% (63)	37% (182)	40% (199)	4% (20)	2% (10)	4% (17)	492
Educ: Post-grad	17% (48)	36% (100)	36% (101)	6% (16)	2% (5)	4% (13)	283
Income: Under 50k	11% (121)	32% (369)	39% (440)	7% (77)	2% (19)	10% (113)	1138
Income: 50k-100k	11% (75)	39% (269)	38% (259)	6% (44)	2% (16)	3% (23)	686
Income: 100k+	15% (58)	34% (134)	39% (154)	5% (20)	2% (9)	4% (15)	391
Ethnicity: White	13% (219)	37% (636)	37% (638)	6% (96)	2% (29)	6% (96)	1715
Ethnicity: Hispanic	9% (35)	31% (116)	42% (159)	8% (28)	2% (9)	7% (27)	375

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**Table MCBR1\_2:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Early November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	11% (254)	35% (772)	39% (853)	6% (141)	2% (43)	7% (152)	2215
Ethnicity: Black	7% (20)	21% (61)	48% (137)	10% (29)	2% (5)	11% (31)	283
Ethnicity: Other	7% (15)	35% (75)	36% (78)	7% (15)	4% (9)	11% (24)	217
All Christian	10% (93)	36% (348)	41% (405)	7% (65)	2% (17)	5% (50)	978
All Non-Christian	18% (22)	38% (47)	28% (35)	10% (13)	1% (2)	5% (6)	124
Atheist	21% (24)	45% (51)	24% (27)	6% (6)	2% (2)	2% (2)	113
Agnostic/Nothing in particular	12% (65)	37% (205)	37% (206)	5% (26)	2% (10)	9% (48)	560
Something Else	11% (49)	27% (121)	41% (181)	7% (31)	3% (13)	10% (45)	439
Religious Non-Protestant/Catholic	18% (25)	39% (53)	29% (39)	9% (13)	1% (2)	4% (6)	137
Evangelical	9% (48)	28% (152)	47% (259)	8% (45)	2% (13)	7% (37)	554
Non-Evangelical	11% (88)	37% (304)	38% (309)	6% (48)	2% (17)	7% (58)	823
Community: Urban	12% (81)	29% (190)	42% (278)	7% (47)	2% (11)	7% (48)	655
Community: Suburban	10% (108)	39% (408)	37% (380)	5% (54)	2% (25)	6% (65)	1039
Community: Rural	12% (64)	33% (174)	38% (196)	8% (40)	2% (8)	7% (38)	521
Employ: Private Sector	9% (62)	36% (260)	41% (298)	8% (57)	3% (20)	4% (26)	722
Employ: Government	15% (19)	24% (30)	47% (59)	7% (9)	3% (4)	4% (5)	125
Employ: Self-Employed	13% (25)	32% (61)	34% (64)	6% (11)	2% (4)	13% (25)	188
Employ: Homemaker	10% (16)	30% (48)	47% (73)	4% (7)	— (0)	9% (14)	157
Employ: Student	12% (8)	39% (26)	41% (28)	1% (1)	4% (3)	3% (2)	67
Employ: Retired	14% (77)	39% (215)	35% (192)	5% (26)	1% (8)	7% (38)	556
Employ: Unemployed	11% (29)	35% (88)	35% (89)	7% (18)	1% (2)	11% (27)	253
Employ: Other	13% (18)	31% (45)	35% (50)	9% (13)	3% (4)	10% (15)	145
Military HH: Yes	12% (38)	37% (110)	34% (101)	7% (21)	2% (7)	8% (23)	301
Military HH: No	11% (216)	35% (662)	39% (752)	6% (120)	2% (36)	7% (128)	1914
RD/WT: Right Direction	10% (69)	33% (220)	42% (285)	7% (44)	1% (6)	7% (48)	672
RD/WT: Wrong Track	12% (184)	36% (552)	37% (569)	6% (97)	2% (37)	7% (104)	1543
Biden Job Approve	11% (109)	35% (338)	42% (410)	7% (64)	1% (11)	5% (44)	976
Biden Job Disapprove	12% (135)	36% (406)	37% (421)	6% (73)	3% (30)	7% (77)	1142

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**Table MCBR1\_2: How early or late are each of the following for companies to begin their holiday themed advertising?  
Early November**

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	11% (254)	35% (772)	39% (853)	6% (141)	2% (43)	7% (152)	2215
Biden Job Strongly Approve	13% (52)	30% (124)	42% (173)	8% (33)	2% (7)	5% (21)	411
Biden Job Somewhat Approve	10% (56)	38% (214)	42% (237)	5% (30)	1% (4)	4% (23)	565
Biden Job Somewhat Disapprove	12% (40)	34% (119)	37% (127)	8% (26)	2% (9)	7% (26)	346
Biden Job Strongly Disapprove	12% (95)	36% (288)	37% (294)	6% (47)	3% (22)	6% (51)	796
Favorable of Biden	12% (121)	35% (358)	41% (411)	6% (60)	1% (12)	5% (49)	1010
Unfavorable of Biden	11% (123)	35% (392)	38% (421)	7% (75)	3% (28)	6% (71)	1109
Very Favorable of Biden	13% (58)	30% (133)	43% (192)	8% (35)	1% (6)	5% (20)	444
Somewhat Favorable of Biden	11% (63)	40% (225)	39% (219)	4% (25)	1% (6)	5% (29)	566
Somewhat Unfavorable of Biden	11% (32)	33% (97)	38% (112)	8% (23)	2% (7)	7% (21)	292
Very Unfavorable of Biden	11% (90)	36% (295)	38% (309)	6% (52)	3% (21)	6% (50)	818
#1 Issue: Economy	10% (89)	37% (329)	40% (357)	5% (47)	2% (17)	5% (48)	888
#1 Issue: Security	13% (27)	25% (52)	41% (86)	12% (25)	1% (2)	7% (15)	207
#1 Issue: Health Care	15% (25)	31% (52)	38% (63)	7% (12)	3% (5)	5% (8)	165
#1 Issue: Medicare / Social Security	10% (29)	33% (95)	40% (115)	5% (13)	2% (5)	10% (27)	285
#1 Issue: Women's Issues	12% (40)	39% (130)	31% (104)	7% (25)	3% (10)	7% (23)	332
#1 Issue: Education	3% (2)	29% (20)	45% (31)	15% (10)	1% (1)	6% (4)	68
#1 Issue: Energy	9% (12)	41% (55)	37% (49)	5% (7)	1% (2)	7% (10)	134
#1 Issue: Other	21% (28)	29% (39)	35% (48)	2% (2)	1% (2)	12% (17)	136
2022 House Vote: Democrat	12% (110)	37% (335)	39% (353)	5% (46)	2% (19)	4% (37)	901
2022 House Vote: Republican	11% (74)	35% (231)	41% (273)	6% (38)	2% (13)	5% (31)	660
2022 House Vote: Someone else	7% (4)	34% (20)	45% (27)	3% (2)	3% (2)	8% (5)	60
2022 House Vote: Didn't Vote	11% (65)	31% (186)	34% (201)	9% (55)	2% (10)	13% (79)	594
2020 Vote: Joe Biden	12% (112)	35% (322)	41% (369)	5% (49)	2% (14)	4% (41)	906
2020 Vote: Donald Trump	11% (77)	35% (253)	40% (290)	7% (52)	2% (15)	5% (36)	723
2020 Vote: Other	17% (14)	36% (31)	33% (28)	2% (2)	3% (3)	8% (7)	84
2020 Vote: Didn't Vote	10% (51)	33% (166)	33% (167)	8% (38)	2% (11)	14% (68)	502
2018 House Vote: Democrat	13% (105)	34% (266)	42% (329)	5% (41)	2% (15)	4% (35)	791
2018 House Vote: Republican	11% (64)	36% (214)	41% (247)	7% (40)	2% (10)	4% (23)	599
2018 House Vote: Didn't Vote	10% (80)	36% (279)	33% (256)	7% (57)	2% (18)	11% (89)	779

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**Table MCBR1\_2:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Early November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	11% (254)	35% (772)	39% (853)	6% (141)	2% (43)	7% (152)	2215
4-Region: Northeast	12% (48)	37% (143)	36% (139)	9% (35)	2% (8)	3% (10)	383
4-Region: Midwest	12% (55)	38% (174)	36% (163)	5% (21)	1% (5)	9% (40)	458
4-Region: South	10% (82)	32% (273)	42% (354)	6% (53)	2% (18)	8% (65)	846
4-Region: West	13% (69)	34% (181)	37% (197)	6% (31)	2% (12)	7% (37)	528

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

**Table MCBR1\_3:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	5% (109)	18% (401)	50% (1116)	15% (327)	5% (115)	7% (147)	2215
Gender: Male	7% (71)	20% (211)	48% (514)	14% (145)	5% (50)	7% (80)	1070
Gender: Female	3% (38)	17% (191)	53% (602)	16% (182)	6% (64)	6% (68)	1145
Age: 18-34	5% (33)	20% (131)	49% (317)	14% (88)	5% (30)	7% (44)	643
Age: 35-44	3% (11)	15% (55)	48% (177)	18% (67)	8% (28)	8% (29)	366
Age: 45-64	5% (37)	15% (109)	53% (376)	15% (108)	6% (40)	7% (47)	715
Age: 65+	6% (29)	22% (107)	50% (246)	13% (63)	3% (17)	6% (29)	490
GenZers: 1997-2012	5% (11)	23% (52)	46% (106)	14% (33)	3% (7)	9% (21)	231
Millennials: 1981-1996	4% (29)	18% (119)	50% (332)	15% (97)	7% (48)	6% (41)	666
GenXers: 1965-1980	4% (21)	14% (74)	53% (278)	17% (89)	5% (25)	6% (34)	521
Baby Boomers: 1946-1964	6% (43)	19% (139)	50% (363)	14% (102)	5% (33)	6% (46)	724
PID: Dem (no lean)	6% (47)	19% (161)	51% (437)	17% (141)	4% (31)	4% (34)	852
PID: Ind (no lean)	4% (29)	20% (135)	48% (324)	12% (81)	4% (30)	11% (73)	672
PID: Rep (no lean)	5% (32)	15% (105)	51% (355)	15% (105)	8% (54)	6% (40)	692
PID/Gender: Dem Men	7% (30)	21% (88)	50% (212)	16% (69)	3% (11)	4% (17)	427
PID/Gender: Dem Women	4% (18)	17% (73)	53% (226)	17% (72)	5% (20)	4% (17)	425
PID/Gender: Ind Men	7% (23)	21% (66)	42% (134)	13% (40)	3% (11)	14% (43)	317
PID/Gender: Ind Women	2% (6)	19% (69)	54% (190)	12% (41)	5% (19)	8% (30)	355
PID/Gender: Rep Men	6% (18)	17% (56)	52% (169)	11% (36)	9% (28)	6% (19)	327
PID/Gender: Rep Women	4% (14)	13% (49)	51% (186)	19% (69)	7% (26)	6% (21)	365
Ideo: Liberal (1-3)	6% (36)	23% (151)	51% (340)	14% (90)	3% (22)	3% (22)	662
Ideo: Moderate (4)	5% (33)	18% (119)	53% (347)	14% (90)	4% (28)	6% (42)	660
Ideo: Conservative (5-7)	5% (33)	17% (119)	49% (349)	17% (125)	7% (52)	5% (38)	716
Educ: < College	4% (62)	17% (240)	49% (705)	16% (231)	6% (84)	8% (118)	1440
Educ: Bachelors degree	5% (25)	19% (92)	56% (276)	13% (65)	4% (19)	3% (16)	492
Educ: Post-grad	8% (22)	25% (70)	48% (135)	11% (31)	4% (12)	5% (14)	283
Income: Under 50k	5% (55)	17% (195)	49% (562)	14% (160)	5% (57)	10% (108)	1138
Income: 50k-100k	4% (25)	21% (143)	51% (350)	17% (115)	5% (32)	3% (23)	686
Income: 100k+	7% (29)	16% (63)	52% (204)	13% (52)	7% (26)	4% (17)	391
Ethnicity: White	5% (93)	19% (328)	51% (871)	15% (252)	5% (79)	5% (91)	1715
Ethnicity: Hispanic	5% (19)	18% (66)	49% (182)	15% (56)	6% (24)	8% (28)	375

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**Table MCBR1\_3:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	5% (109)	18% (401)	50% (1116)	15% (327)	5% (115)	7% (147)	2215
Ethnicity: Black	3% (8)	15% (42)	46% (130)	19% (54)	5% (15)	12% (34)	283
Ethnicity: Other	4% (8)	14% (31)	53% (115)	10% (21)	9% (20)	10% (22)	217
All Christian	4% (42)	18% (173)	53% (517)	16% (154)	5% (44)	5% (48)	978
All Non-Christian	8% (9)	22% (28)	50% (62)	9% (11)	7% (8)	5% (6)	124
Atheist	9% (10)	34% (39)	35% (40)	13% (15)	5% (6)	3% (3)	113
Agnostic/Nothing in particular	5% (26)	20% (110)	49% (272)	15% (82)	4% (23)	8% (47)	560
Something Else	5% (21)	12% (51)	51% (225)	15% (65)	8% (34)	10% (43)	439
Religious Non-Protestant/Catholic	7% (9)	24% (33)	50% (68)	9% (12)	6% (8)	4% (6)	137
Evangelical	4% (25)	12% (66)	53% (293)	18% (98)	6% (36)	7% (37)	554
Non-Evangelical	4% (35)	18% (149)	52% (425)	15% (120)	5% (42)	6% (53)	823
Community: Urban	6% (42)	17% (113)	50% (327)	14% (89)	5% (35)	8% (50)	655
Community: Suburban	4% (41)	20% (204)	50% (523)	16% (163)	4% (47)	6% (61)	1039
Community: Rural	5% (25)	16% (84)	51% (265)	15% (76)	6% (34)	7% (37)	521
Employ: Private Sector	4% (32)	16% (115)	53% (384)	16% (116)	7% (50)	3% (25)	722
Employ: Government	8% (10)	15% (19)	50% (63)	19% (24)	5% (6)	3% (4)	125
Employ: Self-Employed	4% (7)	15% (29)	48% (91)	10% (20)	7% (13)	15% (28)	188
Employ: Homemaker	4% (6)	16% (26)	54% (84)	14% (22)	4% (6)	8% (13)	157
Employ: Student	4% (3)	29% (20)	49% (33)	8% (6)	6% (4)	3% (2)	67
Employ: Retired	6% (33)	21% (119)	49% (275)	14% (77)	3% (18)	6% (34)	556
Employ: Unemployed	5% (12)	21% (54)	42% (106)	18% (46)	3% (8)	11% (27)	253
Employ: Other	4% (6)	14% (20)	55% (79)	12% (17)	6% (8)	10% (15)	145
Military HH: Yes	5% (15)	20% (61)	51% (152)	14% (41)	4% (13)	6% (19)	301
Military HH: No	5% (94)	18% (340)	50% (964)	15% (286)	5% (102)	7% (128)	1914
RD/WT: Right Direction	5% (32)	16% (109)	55% (371)	14% (93)	3% (20)	7% (47)	672
RD/WT: Wrong Track	5% (77)	19% (292)	48% (744)	15% (234)	6% (95)	7% (100)	1543
Biden Job Approve	6% (54)	18% (174)	54% (529)	15% (147)	3% (29)	4% (43)	976
Biden Job Disapprove	5% (51)	19% (214)	48% (551)	15% (169)	7% (82)	7% (75)	1142

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**Table MCBR1\_3: How early or late are each of the following for companies to begin their holiday themed advertising?**  
Mid November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	5% (109)	18% (401)	50% (1116)	15% (327)	5% (115)	7% (147)	2215
Biden Job Strongly Approve	7% (27)	17% (70)	54% (221)	12% (51)	5% (21)	5% (21)	411
Biden Job Somewhat Approve	5% (28)	18% (104)	54% (307)	17% (96)	2% (9)	4% (22)	565
Biden Job Somewhat Disapprove	4% (14)	20% (69)	44% (154)	18% (63)	5% (19)	8% (28)	346
Biden Job Strongly Disapprove	5% (37)	18% (145)	50% (397)	13% (106)	8% (63)	6% (47)	796
Favorable of Biden	5% (55)	19% (192)	53% (534)	15% (149)	3% (32)	5% (47)	1010
Unfavorable of Biden	4% (49)	18% (197)	50% (549)	15% (169)	7% (78)	6% (66)	1109
Very Favorable of Biden	6% (25)	17% (75)	54% (241)	15% (65)	5% (20)	4% (19)	444
Somewhat Favorable of Biden	5% (31)	21% (118)	52% (293)	15% (84)	2% (12)	5% (29)	566
Somewhat Unfavorable of Biden	4% (10)	17% (50)	49% (143)	20% (59)	3% (10)	6% (18)	292
Very Unfavorable of Biden	5% (39)	18% (147)	50% (406)	13% (110)	8% (69)	6% (48)	818
#1 Issue: Economy	3% (28)	17% (154)	54% (480)	15% (134)	5% (44)	5% (48)	888
#1 Issue: Security	5% (11)	17% (35)	48% (100)	12% (26)	11% (22)	6% (13)	207
#1 Issue: Health Care	10% (16)	14% (22)	41% (68)	22% (37)	8% (13)	5% (9)	165
#1 Issue: Medicare / Social Security	6% (17)	21% (60)	48% (136)	13% (37)	4% (10)	9% (26)	285
#1 Issue: Women's Issues	5% (18)	16% (53)	51% (170)	15% (50)	5% (17)	7% (23)	332
#1 Issue: Education	— (0)	22% (15)	62% (42)	10% (7)	2% (1)	4% (3)	68
#1 Issue: Energy	6% (8)	22% (29)	50% (67)	13% (18)	3% (4)	6% (8)	134
#1 Issue: Other	8% (11)	24% (33)	39% (53)	14% (19)	2% (3)	12% (17)	136
2022 House Vote: Democrat	5% (48)	19% (173)	52% (472)	15% (139)	4% (32)	4% (37)	901
2022 House Vote: Republican	4% (27)	18% (121)	52% (347)	15% (99)	6% (37)	4% (29)	660
2022 House Vote: Someone else	5% (3)	17% (10)	51% (31)	13% (8)	7% (4)	8% (5)	60
2022 House Vote: Didn't Vote	5% (31)	16% (98)	45% (267)	14% (81)	7% (41)	13% (76)	594
2020 Vote: Joe Biden	6% (50)	19% (175)	52% (473)	15% (136)	4% (32)	4% (40)	906
2020 Vote: Donald Trump	4% (32)	17% (121)	51% (371)	16% (117)	7% (49)	5% (34)	723
2020 Vote: Other	6% (5)	24% (20)	49% (41)	9% (8)	4% (3)	8% (7)	84
2020 Vote: Didn't Vote	4% (22)	17% (85)	46% (230)	13% (67)	6% (31)	13% (66)	502
2018 House Vote: Democrat	5% (42)	20% (161)	51% (401)	15% (122)	4% (31)	4% (34)	791
2018 House Vote: Republican	5% (28)	17% (104)	53% (316)	16% (94)	6% (37)	3% (20)	599
2018 House Vote: Didn't Vote	5% (36)	17% (129)	48% (377)	13% (103)	6% (45)	12% (90)	779

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**Table MCBR1\_3:** How early or late are each of the following for companies to begin their holiday themed advertising?

Mid November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	5% (109)	18% (401)	50% (1116)	15% (327)	5% (115)	7% (147)	2215
4-Region: Northeast	5% (19)	21% (79)	55% (212)	11% (43)	5% (20)	3% (10)	383
4-Region: Midwest	6% (26)	18% (84)	48% (222)	15% (69)	4% (19)	8% (39)	458
4-Region: South	4% (33)	16% (137)	50% (419)	18% (150)	5% (43)	8% (64)	846
4-Region: West	6% (30)	19% (101)	50% (263)	12% (66)	6% (33)	7% (35)	528

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

**Table MCBR1\_4:** How early or late are each of the following for companies to begin their holiday themed advertising?

Late November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	2% (45)	5% (120)	48% (1059)	24% (526)	14% (318)	7% (148)	2215
Gender: Male	3% (33)	7% (76)	47% (506)	22% (232)	14% (145)	7% (78)	1070
Gender: Female	1% (12)	4% (44)	48% (552)	26% (294)	15% (172)	6% (71)	1145
Age: 18-34	3% (19)	6% (41)	50% (321)	22% (138)	13% (81)	7% (43)	643
Age: 35-44	1% (4)	7% (25)	44% (161)	21% (79)	19% (68)	8% (30)	366
Age: 45-64	2% (13)	4% (30)	46% (330)	26% (183)	16% (113)	7% (47)	715
Age: 65+	2% (9)	5% (25)	50% (246)	26% (125)	11% (56)	6% (29)	490
GenZers: 1997-2012	4% (8)	9% (21)	48% (110)	19% (44)	11% (25)	9% (21)	231
Millennials: 1981-1996	2% (14)	6% (40)	47% (314)	23% (152)	16% (105)	6% (42)	666
GenXers: 1965-1980	1% (8)	4% (19)	46% (240)	26% (134)	17% (86)	7% (34)	521
Baby Boomers: 1946-1964	2% (13)	5% (33)	50% (363)	24% (176)	13% (94)	6% (45)	724
PID: Dem (no lean)	3% (24)	5% (40)	48% (411)	26% (222)	14% (119)	4% (35)	852
PID: Ind (no lean)	1% (7)	7% (47)	48% (324)	21% (141)	12% (80)	11% (73)	672
PID: Rep (no lean)	2% (14)	5% (33)	47% (324)	23% (162)	17% (118)	6% (40)	692
PID/Gender: Dem Men	4% (18)	7% (28)	46% (197)	26% (111)	13% (56)	4% (18)	427
PID/Gender: Dem Women	2% (7)	3% (12)	50% (214)	26% (112)	15% (64)	4% (17)	425
PID/Gender: Ind Men	2% (5)	10% (31)	46% (145)	18% (57)	12% (38)	13% (41)	317
PID/Gender: Ind Women	— (2)	5% (16)	50% (179)	24% (84)	12% (42)	9% (32)	355
PID/Gender: Rep Men	3% (11)	5% (17)	50% (165)	20% (64)	16% (52)	6% (18)	327
PID/Gender: Rep Women	1% (4)	4% (16)	44% (160)	27% (98)	18% (67)	6% (22)	365
Ideo: Liberal (1-3)	3% (19)	5% (34)	52% (346)	24% (159)	12% (82)	4% (23)	662
Ideo: Moderate (4)	2% (16)	6% (43)	46% (306)	25% (166)	13% (89)	6% (41)	660
Ideo: Conservative (5-7)	1% (9)	5% (36)	47% (337)	24% (175)	17% (122)	5% (37)	716
Educ: < College	2% (29)	5% (77)	47% (670)	22% (320)	16% (227)	8% (118)	1440
Educ: Bachelors degree	2% (10)	4% (21)	52% (256)	27% (131)	12% (57)	3% (17)	492
Educ: Post-grad	2% (7)	8% (21)	47% (132)	26% (75)	12% (34)	5% (14)	283
Income: Under 50k	2% (19)	6% (63)	47% (537)	22% (249)	14% (162)	9% (108)	1138
Income: 50k-100k	2% (13)	5% (36)	50% (345)	25% (173)	14% (98)	3% (22)	686
Income: 100k+	4% (14)	5% (20)	45% (177)	26% (103)	15% (58)	5% (18)	391
Ethnicity: White	2% (36)	6% (95)	49% (835)	25% (428)	13% (231)	5% (90)	1715
Ethnicity: Hispanic	2% (8)	6% (24)	48% (179)	22% (82)	14% (52)	8% (30)	375

Continued on next page



**Table MCBR1\_4:** How early or late are each of the following for companies to begin their holiday themed advertising?

Late November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	2% (45)	5% (120)	48% (1059)	24% (526)	14% (318)	7% (148)	2215
Ethnicity: Black	2% (5)	7% (19)	41% (117)	19% (55)	18% (51)	13% (36)	283
Ethnicity: Other	2% (4)	3% (6)	49% (107)	20% (43)	16% (36)	10% (22)	217
All Christian	2% (18)	5% (49)	47% (460)	26% (258)	15% (146)	5% (47)	978
All Non-Christian	2% (3)	9% (11)	52% (65)	20% (24)	12% (14)	5% (6)	124
Atheist	4% (5)	10% (11)	52% (59)	18% (21)	12% (14)	3% (3)	113
Agnostic/Nothing in particular	1% (7)	5% (28)	50% (281)	22% (123)	13% (74)	8% (47)	560
Something Else	3% (12)	5% (20)	44% (194)	23% (100)	16% (69)	10% (44)	439
Religious Non-Protestant/Catholic	2% (3)	8% (11)	52% (71)	22% (30)	11% (15)	5% (6)	137
Evangelical	2% (12)	6% (32)	45% (251)	24% (132)	16% (91)	7% (37)	554
Non-Evangelical	2% (17)	4% (36)	46% (378)	26% (216)	15% (123)	6% (53)	823
Community: Urban	3% (21)	7% (44)	48% (315)	20% (133)	13% (87)	8% (55)	655
Community: Suburban	1% (11)	6% (59)	47% (491)	25% (265)	15% (155)	6% (59)	1039
Community: Rural	3% (14)	3% (16)	49% (253)	24% (128)	15% (76)	7% (35)	521
Employ: Private Sector	2% (11)	6% (40)	47% (338)	26% (189)	17% (120)	3% (25)	722
Employ: Government	5% (7)	3% (3)	40% (50)	31% (39)	17% (22)	3% (4)	125
Employ: Self-Employed	3% (5)	4% (8)	44% (83)	22% (42)	12% (22)	14% (27)	188
Employ: Homemaker	— (1)	5% (8)	49% (77)	24% (38)	13% (21)	8% (13)	157
Employ: Student	5% (3)	11% (7)	48% (32)	21% (14)	13% (9)	3% (2)	67
Employ: Retired	2% (11)	5% (28)	51% (286)	24% (133)	11% (62)	6% (36)	556
Employ: Unemployed	2% (6)	6% (16)	47% (120)	17% (42)	17% (42)	11% (27)	253
Employ: Other	1% (1)	6% (9)	50% (73)	19% (28)	13% (20)	10% (14)	145
Military HH: Yes	3% (9)	3% (9)	49% (148)	24% (71)	15% (46)	6% (18)	301
Military HH: No	2% (36)	6% (111)	48% (911)	24% (454)	14% (272)	7% (130)	1914
RD/WT: Right Direction	3% (19)	4% (27)	51% (344)	24% (162)	11% (72)	7% (47)	672
RD/WT: Wrong Track	2% (26)	6% (92)	46% (715)	24% (363)	16% (245)	7% (101)	1543
Biden Job Approve	3% (26)	5% (51)	50% (489)	26% (255)	12% (112)	4% (43)	976
Biden Job Disapprove	2% (19)	5% (62)	47% (534)	23% (258)	17% (194)	7% (76)	1142

Continued on next page

**Table MCBR1\_4:** How early or late are each of the following for companies to begin their holiday themed advertising?

Late November

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	2% (45)	5% (120)	48% (1059)	24% (526)	14% (318)	7% (148)	2215
Biden Job Strongly Approve	4% (15)	4% (16)	52% (214)	23% (96)	12% (48)	5% (21)	411
Biden Job Somewhat Approve	2% (12)	6% (35)	49% (275)	28% (158)	11% (64)	4% (21)	565
Biden Job Somewhat Disapprove	1% (5)	5% (16)	45% (155)	22% (77)	18% (62)	9% (31)	346
Biden Job Strongly Disapprove	2% (15)	6% (46)	48% (379)	23% (180)	17% (133)	6% (44)	796
Favorable of Biden	3% (28)	5% (52)	50% (505)	26% (260)	12% (117)	5% (49)	1010
Unfavorable of Biden	2% (18)	5% (59)	47% (520)	23% (257)	17% (190)	6% (64)	1109
Very Favorable of Biden	3% (14)	4% (18)	52% (230)	23% (102)	13% (60)	4% (19)	444
Somewhat Favorable of Biden	2% (14)	6% (33)	48% (275)	28% (158)	10% (57)	5% (30)	566
Somewhat Unfavorable of Biden	1% (2)	6% (17)	46% (133)	24% (69)	17% (48)	7% (21)	292
Very Unfavorable of Biden	2% (16)	5% (42)	47% (387)	23% (188)	17% (142)	5% (43)	818
#1 Issue: Economy	1% (12)	5% (41)	49% (433)	25% (223)	15% (132)	5% (47)	888
#1 Issue: Security	3% (6)	4% (9)	48% (100)	21% (44)	17% (35)	6% (13)	207
#1 Issue: Health Care	3% (5)	10% (17)	40% (66)	25% (40)	17% (29)	5% (9)	165
#1 Issue: Medicare / Social Security	2% (6)	5% (15)	50% (141)	24% (69)	10% (29)	9% (25)	285
#1 Issue: Women's Issues	3% (9)	5% (17)	45% (148)	24% (80)	16% (54)	7% (24)	332
#1 Issue: Education	— (0)	— (0)	61% (42)	22% (15)	13% (9)	4% (3)	68
#1 Issue: Energy	5% (6)	7% (9)	46% (62)	23% (31)	11% (15)	8% (10)	134
#1 Issue: Other	1% (1)	9% (12)	50% (68)	16% (22)	11% (15)	12% (17)	136
2022 House Vote: Democrat	2% (23)	6% (51)	47% (426)	27% (240)	13% (121)	4% (40)	901
2022 House Vote: Republican	2% (11)	6% (39)	51% (334)	23% (152)	15% (97)	4% (27)	660
2022 House Vote: Someone else	1% (1)	1% (1)	48% (29)	28% (17)	14% (8)	8% (5)	60
2022 House Vote: Didn't Vote	2% (11)	5% (29)	45% (269)	20% (117)	15% (91)	13% (77)	594
2020 Vote: Joe Biden	3% (24)	5% (42)	49% (442)	26% (238)	13% (118)	5% (43)	906
2020 Vote: Donald Trump	2% (12)	6% (44)	48% (346)	23% (166)	17% (124)	4% (31)	723
2020 Vote: Other	— (0)	5% (4)	49% (41)	29% (24)	8% (7)	9% (8)	84
2020 Vote: Didn't Vote	2% (9)	6% (30)	46% (229)	19% (97)	14% (69)	13% (67)	502
2018 House Vote: Democrat	3% (21)	6% (45)	46% (368)	27% (217)	13% (102)	5% (38)	791
2018 House Vote: Republican	2% (12)	5% (33)	49% (296)	25% (148)	16% (93)	3% (17)	599
2018 House Vote: Didn't Vote	1% (12)	5% (42)	48% (373)	19% (148)	15% (116)	11% (89)	779

Continued on next page

**Table MCBR1\_4:** How early or late are each of the following for companies to begin their holiday themed advertising?

Late November

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion	Total N	
Adults	2%	(45)	5%	(120)	48%	(1059)	24%	(526)	14%	(318)	7%	(148)	2215
4-Region: Northeast	2%	(7)	6%	(22)	56%	(216)	20%	(76)	14%	(52)	3%	(10)	383
4-Region: Midwest	1%	(6)	7%	(30)	47%	(216)	22%	(103)	14%	(64)	9%	(39)	458
4-Region: South	2%	(18)	5%	(41)	47%	(396)	23%	(198)	15%	(128)	8%	(67)	846
4-Region: West	3%	(16)	5%	(27)	44%	(230)	28%	(149)	14%	(74)	6%	(32)	528

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

**Table MCBR1\_5: How early or late are each of the following for companies to begin their holiday themed advertising?**  
Early December

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion		Total N
Adults	2%	(40)	3%	(59)	36%	(806)	28%	(613)	25%	(547)	7%	(151)	2215
Gender: Male	3%	(32)	3%	(36)	39%	(417)	26%	(277)	22%	(232)	7%	(77)	1070
Gender: Female	1%	(8)	2%	(23)	34%	(389)	29%	(336)	28%	(315)	6%	(74)	1145
Age: 18-34	3%	(17)	4%	(27)	40%	(259)	24%	(153)	23%	(145)	7%	(43)	643
Age: 35-44	3%	(11)	3%	(9)	31%	(112)	26%	(94)	30%	(111)	8%	(29)	366
Age: 45-64	1%	(7)	2%	(12)	37%	(262)	27%	(197)	26%	(188)	7%	(50)	715
Age: 65+	1%	(5)	2%	(11)	35%	(174)	34%	(169)	21%	(103)	6%	(29)	490
GenZers: 1997-2012	4%	(8)	4%	(9)	45%	(104)	20%	(47)	18%	(42)	9%	(21)	231
Millennials: 1981-1996	3%	(17)	4%	(28)	33%	(222)	26%	(172)	28%	(185)	6%	(42)	666
GenXers: 1965-1980	1%	(8)	1%	(6)	36%	(188)	27%	(143)	27%	(140)	7%	(36)	521
Baby Boomers: 1946-1964	1%	(4)	2%	(16)	37%	(267)	31%	(228)	23%	(163)	6%	(46)	724
PID: Dem (no lean)	2%	(18)	3%	(23)	37%	(318)	28%	(238)	26%	(221)	4%	(33)	852
PID: Ind (no lean)	1%	(6)	3%	(17)	38%	(255)	26%	(176)	21%	(138)	12%	(79)	672
PID: Rep (no lean)	2%	(16)	3%	(19)	34%	(232)	29%	(198)	27%	(188)	6%	(38)	692
PID/Gender: Dem Men	4%	(16)	4%	(16)	40%	(169)	26%	(112)	23%	(97)	4%	(17)	427
PID/Gender: Dem Women	—	(2)	2%	(7)	35%	(149)	30%	(127)	29%	(124)	4%	(16)	425
PID/Gender: Ind Men	1%	(4)	3%	(9)	39%	(125)	24%	(75)	19%	(61)	14%	(43)	317
PID/Gender: Ind Women	—	(2)	2%	(8)	37%	(131)	29%	(102)	22%	(77)	10%	(37)	355
PID/Gender: Rep Men	4%	(12)	3%	(10)	38%	(123)	28%	(90)	23%	(74)	5%	(17)	327
PID/Gender: Rep Women	1%	(4)	2%	(9)	30%	(110)	29%	(108)	31%	(114)	6%	(21)	365
Ideo: Liberal (1-3)	2%	(13)	3%	(19)	41%	(273)	26%	(174)	24%	(161)	3%	(23)	662
Ideo: Moderate (4)	2%	(11)	3%	(19)	39%	(260)	26%	(173)	24%	(159)	6%	(39)	660
Ideo: Conservative (5-7)	2%	(16)	3%	(19)	31%	(219)	32%	(232)	27%	(193)	5%	(37)	716
Educ: < College	2%	(29)	2%	(35)	36%	(519)	27%	(388)	24%	(347)	9%	(123)	1440
Educ: Bachelors degree	1%	(6)	3%	(14)	37%	(183)	28%	(136)	28%	(137)	3%	(15)	492
Educ: Post-grad	2%	(5)	3%	(9)	37%	(104)	31%	(89)	23%	(64)	4%	(12)	283
Income: Under 50k	2%	(22)	3%	(33)	37%	(425)	24%	(275)	24%	(270)	10%	(113)	1138
Income: 50k-100k	1%	(9)	3%	(19)	35%	(239)	33%	(230)	25%	(168)	3%	(22)	686
Income: 100k+	2%	(9)	2%	(7)	36%	(142)	28%	(108)	28%	(109)	4%	(15)	391
Ethnicity: White	1%	(24)	3%	(44)	36%	(622)	30%	(508)	25%	(426)	5%	(90)	1715
Ethnicity: Hispanic	2%	(7)	3%	(11)	36%	(134)	28%	(104)	24%	(89)	8%	(30)	375

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**Table MCBR1\_5: How early or late are each of the following for companies to begin their holiday themed advertising?**  
Early December

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion		Total N
Adults	2%	(40)	3%	(59)	36%	(806)	28%	(613)	25%	(547)	7%	(151)	2215
Ethnicity: Black	4%	(12)	4%	(11)	34%	(97)	21%	(59)	25%	(69)	12%	(34)	283
Ethnicity: Other	1%	(3)	2%	(5)	40%	(86)	21%	(45)	24%	(52)	12%	(26)	217
All Christian	1%	(13)	3%	(26)	35%	(338)	30%	(293)	27%	(261)	5%	(47)	978
All Non-Christian	8%	(9)	7%	(9)	35%	(43)	28%	(35)	17%	(21)	5%	(6)	124
Atheist	4%	(4)	2%	(2)	44%	(50)	24%	(27)	23%	(26)	3%	(4)	113
Agnostic/Nothing in particular	1%	(4)	2%	(8)	38%	(212)	27%	(149)	24%	(134)	9%	(52)	560
Something Else	2%	(9)	3%	(14)	37%	(162)	25%	(108)	24%	(104)	10%	(42)	439
Religious Non-Protestant/Catholic	7%	(9)	6%	(9)	35%	(48)	29%	(39)	19%	(25)	4%	(6)	137
Evangelical	3%	(14)	5%	(26)	36%	(199)	25%	(140)	25%	(140)	6%	(35)	554
Non-Evangelical	1%	(6)	1%	(12)	34%	(284)	30%	(251)	27%	(218)	6%	(53)	823
Community: Urban	4%	(26)	4%	(24)	37%	(244)	24%	(159)	24%	(154)	7%	(48)	655
Community: Suburban	1%	(8)	2%	(24)	36%	(373)	30%	(313)	25%	(257)	6%	(65)	1039
Community: Rural	1%	(6)	2%	(11)	36%	(190)	27%	(141)	26%	(136)	7%	(37)	521
Employ: Private Sector	2%	(17)	2%	(16)	33%	(240)	30%	(218)	29%	(208)	3%	(23)	722
Employ: Government	—	(1)	2%	(3)	39%	(49)	25%	(31)	30%	(38)	4%	(5)	125
Employ: Self-Employed	4%	(7)	3%	(5)	33%	(62)	24%	(45)	23%	(43)	14%	(26)	188
Employ: Homemaker	—	(1)	—	(0)	38%	(60)	25%	(39)	25%	(40)	11%	(17)	157
Employ: Student	2%	(1)	11%	(8)	41%	(27)	25%	(16)	18%	(12)	3%	(2)	67
Employ: Retired	1%	(3)	3%	(14)	37%	(208)	32%	(176)	22%	(122)	6%	(34)	556
Employ: Unemployed	3%	(6)	2%	(6)	39%	(99)	24%	(60)	21%	(53)	11%	(28)	253
Employ: Other	3%	(4)	5%	(7)	42%	(62)	19%	(27)	21%	(30)	11%	(15)	145
Military HH: Yes	2%	(6)	2%	(5)	36%	(108)	34%	(102)	20%	(60)	7%	(20)	301
Military HH: No	2%	(34)	3%	(54)	36%	(698)	27%	(511)	25%	(487)	7%	(131)	1914
RD/WT: Right Direction	2%	(13)	4%	(26)	39%	(262)	27%	(185)	21%	(143)	7%	(45)	672
RD/WT: Wrong Track	2%	(27)	2%	(34)	35%	(544)	28%	(428)	26%	(404)	7%	(106)	1543
Biden Job Approve	2%	(16)	4%	(35)	40%	(388)	28%	(270)	23%	(227)	4%	(41)	976
Biden Job Disapprove	2%	(23)	2%	(22)	34%	(388)	29%	(328)	27%	(304)	7%	(78)	1142

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**Table MCBR1\_5: How early or late are each of the following for companies to begin their holiday themed advertising?  
Early December**

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion	Total N	
Adults	2%	(40)	3%	(59)	36%	(806)	28%	(613)	25%	(547)	7%	(151)	2215
Biden Job Strongly Approve	2%	(8)	4%	(16)	44%	(179)	25%	(101)	21%	(88)	4%	(18)	411
Biden Job Somewhat Approve	1%	(8)	3%	(19)	37%	(208)	30%	(169)	25%	(139)	4%	(23)	565
Biden Job Somewhat Disapprove	1%	(3)	3%	(11)	31%	(108)	29%	(100)	27%	(93)	9%	(30)	346
Biden Job Strongly Disapprove	2%	(19)	1%	(11)	35%	(280)	29%	(228)	26%	(211)	6%	(48)	796
Favorable of Biden	1%	(12)	3%	(32)	40%	(404)	28%	(284)	23%	(231)	5%	(48)	1010
Unfavorable of Biden	2%	(21)	2%	(24)	34%	(374)	28%	(316)	28%	(305)	6%	(69)	1109
Very Favorable of Biden	2%	(9)	3%	(14)	42%	(185)	26%	(115)	23%	(101)	4%	(20)	444
Somewhat Favorable of Biden	1%	(3)	3%	(17)	39%	(220)	30%	(169)	23%	(129)	5%	(28)	566
Somewhat Unfavorable of Biden	1%	(3)	4%	(12)	31%	(90)	28%	(82)	29%	(84)	7%	(20)	292
Very Unfavorable of Biden	2%	(18)	1%	(11)	35%	(284)	29%	(234)	27%	(221)	6%	(49)	818
#1 Issue: Economy	2%	(18)	3%	(22)	35%	(307)	31%	(272)	25%	(219)	5%	(48)	888
#1 Issue: Security	1%	(2)	4%	(8)	40%	(83)	23%	(48)	24%	(51)	7%	(15)	207
#1 Issue: Health Care	2%	(4)	5%	(9)	38%	(63)	25%	(41)	24%	(40)	6%	(10)	165
#1 Issue: Medicare / Social Security	2%	(5)	3%	(9)	38%	(108)	31%	(88)	17%	(50)	9%	(26)	285
#1 Issue: Women's Issues	—	(1)	1%	(4)	35%	(118)	24%	(79)	32%	(108)	7%	(23)	332
#1 Issue: Education	6%	(4)	—	(0)	33%	(22)	21%	(14)	36%	(25)	4%	(3)	68
#1 Issue: Energy	4%	(6)	2%	(2)	42%	(57)	25%	(34)	20%	(27)	6%	(8)	134
#1 Issue: Other	—	(1)	4%	(5)	36%	(49)	27%	(36)	21%	(28)	13%	(18)	136
2022 House Vote: Democrat	2%	(14)	3%	(25)	38%	(343)	28%	(255)	25%	(228)	4%	(35)	901
2022 House Vote: Republican	2%	(16)	3%	(17)	36%	(237)	31%	(205)	24%	(159)	4%	(25)	660
2022 House Vote: Someone else	1%	(1)	1%	(1)	36%	(22)	28%	(17)	26%	(16)	8%	(5)	60
2022 House Vote: Didn't Vote	2%	(10)	3%	(16)	34%	(204)	23%	(136)	24%	(144)	14%	(85)	594
2020 Vote: Joe Biden	1%	(11)	2%	(19)	38%	(343)	29%	(267)	25%	(225)	4%	(41)	906
2020 Vote: Donald Trump	3%	(19)	3%	(20)	34%	(246)	29%	(209)	28%	(199)	4%	(30)	723
2020 Vote: Other	—	(0)	1%	(1)	39%	(32)	33%	(28)	20%	(16)	8%	(7)	84
2020 Vote: Didn't Vote	2%	(9)	4%	(19)	37%	(185)	22%	(110)	21%	(106)	15%	(73)	502
2018 House Vote: Democrat	1%	(11)	3%	(23)	37%	(290)	29%	(229)	26%	(204)	4%	(34)	791
2018 House Vote: Republican	3%	(18)	2%	(13)	34%	(206)	30%	(181)	27%	(163)	3%	(18)	599
2018 House Vote: Didn't Vote	1%	(10)	3%	(21)	37%	(291)	24%	(190)	22%	(172)	12%	(95)	779

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**Table MCBR1\_5:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Early December

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion	Total N	
Adults	2%	(40)	3%	(59)	36%	(806)	28%	(613)	25%	(547)	7%	(151)	2215
4-Region: Northeast	2%	(10)	4%	(14)	41%	(157)	29%	(111)	21%	(82)	3%	(10)	383
4-Region: Midwest	2%	(8)	2%	(10)	36%	(167)	29%	(131)	22%	(101)	9%	(40)	458
4-Region: South	2%	(13)	2%	(21)	35%	(297)	27%	(230)	26%	(220)	8%	(67)	846
4-Region: West	2%	(10)	3%	(14)	35%	(186)	27%	(141)	27%	(144)	6%	(34)	528

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

**Table MCBR1\_6:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid December

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	1% (22)	2% (36)	20% (446)	27% (589)	44% (965)	7% (157)	2215
Gender: Male	1% (14)	2% (25)	24% (254)	25% (265)	40% (426)	8% (86)	1070
Gender: Female	1% (9)	1% (10)	17% (192)	28% (324)	47% (539)	6% (71)	1145
Age: 18-34	2% (11)	3% (17)	24% (156)	24% (156)	40% (256)	7% (47)	643
Age: 35-44	1% (4)	2% (6)	17% (63)	25% (93)	47% (171)	8% (29)	366
Age: 45-64	1% (5)	1% (9)	20% (146)	26% (187)	45% (320)	7% (48)	715
Age: 65+	— (2)	1% (4)	17% (81)	31% (152)	44% (218)	7% (32)	490
GenZers: 1997-2012	1% (1)	3% (6)	25% (58)	28% (64)	34% (78)	10% (23)	231
Millennials: 1981-1996	2% (12)	2% (16)	21% (137)	23% (152)	46% (304)	7% (44)	666
GenXers: 1965-1980	1% (4)	1% (4)	22% (114)	24% (126)	46% (241)	6% (33)	521
Baby Boomers: 1946-1964	— (3)	1% (9)	17% (121)	31% (223)	44% (318)	7% (51)	724
PID: Dem (no lean)	1% (9)	2% (19)	22% (191)	26% (225)	43% (368)	5% (39)	852
PID: Ind (no lean)	1% (4)	1% (7)	20% (135)	28% (186)	39% (260)	12% (79)	672
PID: Rep (no lean)	1% (9)	1% (9)	17% (120)	26% (178)	49% (337)	6% (38)	692
PID/Gender: Dem Men	2% (7)	3% (13)	27% (114)	23% (100)	40% (169)	5% (23)	427
PID/Gender: Dem Women	— (2)	1% (6)	18% (77)	29% (125)	47% (199)	4% (16)	425
PID/Gender: Ind Men	— (1)	2% (5)	25% (78)	24% (75)	36% (112)	14% (44)	317
PID/Gender: Ind Women	1% (2)	1% (2)	16% (57)	31% (111)	42% (148)	10% (35)	355
PID/Gender: Rep Men	1% (5)	2% (7)	19% (62)	28% (90)	44% (145)	6% (19)	327
PID/Gender: Rep Women	1% (4)	1% (2)	16% (58)	24% (88)	53% (192)	5% (20)	365
Ideo: Liberal (1-3)	2% (10)	1% (10)	21% (139)	30% (200)	42% (277)	4% (27)	662
Ideo: Moderate (4)	1% (6)	3% (17)	24% (156)	26% (172)	41% (271)	6% (39)	660
Ideo: Conservative (5-7)	1% (6)	1% (9)	16% (117)	27% (191)	49% (353)	6% (41)	716
Educ: < College	1% (13)	1% (19)	21% (305)	27% (384)	41% (591)	9% (128)	1440
Educ: Bachelors degree	2% (8)	2% (9)	18% (88)	27% (133)	49% (240)	3% (14)	492
Educ: Post-grad	— (1)	3% (7)	19% (53)	25% (72)	47% (134)	5% (15)	283
Income: Under 50k	1% (11)	1% (12)	22% (245)	27% (307)	39% (448)	10% (114)	1138
Income: 50k-100k	1% (5)	2% (15)	19% (129)	27% (186)	48% (328)	3% (23)	686
Income: 100k+	1% (6)	2% (9)	18% (72)	25% (96)	48% (189)	5% (20)	391
Ethnicity: White	1% (16)	1% (23)	18% (313)	29% (495)	45% (774)	5% (94)	1715
Ethnicity: Hispanic	— (2)	1% (2)	24% (88)	23% (86)	43% (161)	9% (35)	375

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**Table MCBR1\_6:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid December

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	1% (22)	2% (36)	20% (446)	27% (589)	44% (965)	7% (157)	2215
Ethnicity: Black	2% (6)	4% (10)	27% (76)	16% (44)	39% (111)	13% (36)	283
Ethnicity: Other	— (0)	1% (3)	26% (57)	23% (50)	37% (81)	12% (27)	217
All Christian	1% (12)	2% (16)	18% (174)	27% (260)	48% (468)	5% (49)	978
All Non-Christian	1% (1)	8% (10)	21% (26)	27% (34)	35% (43)	8% (10)	124
Atheist	1% (1)	2% (2)	27% (31)	25% (29)	43% (49)	2% (2)	113
Agnostic/Nothing in particular	1% (3)	1% (4)	20% (113)	28% (158)	41% (230)	9% (52)	560
Something Else	1% (4)	1% (3)	23% (103)	25% (109)	40% (176)	10% (44)	439
Religious Non-Protestant/Catholic	1% (1)	8% (10)	21% (28)	26% (36)	38% (52)	7% (10)	137
Evangelical	2% (10)	2% (10)	22% (122)	24% (131)	44% (244)	7% (38)	554
Non-Evangelical	1% (5)	1% (7)	17% (141)	28% (232)	47% (384)	7% (54)	823
Community: Urban	2% (12)	3% (17)	25% (161)	24% (155)	39% (254)	8% (55)	655
Community: Suburban	1% (5)	1% (11)	18% (188)	28% (290)	46% (480)	6% (65)	1039
Community: Rural	1% (5)	1% (7)	19% (97)	28% (144)	44% (232)	7% (36)	521
Employ: Private Sector	1% (9)	2% (13)	20% (144)	22% (160)	51% (368)	4% (27)	722
Employ: Government	— (1)	1% (2)	22% (28)	28% (35)	44% (55)	4% (5)	125
Employ: Self-Employed	1% (2)	3% (5)	21% (39)	23% (42)	39% (73)	14% (27)	188
Employ: Homemaker	— (1)	— (0)	18% (28)	27% (42)	44% (69)	11% (17)	157
Employ: Student	2% (1)	2% (2)	17% (12)	36% (24)	40% (27)	3% (2)	67
Employ: Retired	— (2)	1% (7)	18% (98)	32% (176)	42% (236)	7% (37)	556
Employ: Unemployed	2% (5)	1% (3)	22% (55)	28% (71)	37% (92)	11% (27)	253
Employ: Other	1% (1)	3% (5)	29% (42)	26% (37)	31% (45)	10% (14)	145
Military HH: Yes	1% (3)	1% (2)	18% (53)	30% (90)	42% (127)	8% (25)	301
Military HH: No	1% (20)	2% (33)	21% (393)	26% (499)	44% (838)	7% (131)	1914
RD/WT: Right Direction	1% (10)	3% (21)	25% (166)	25% (168)	39% (259)	7% (48)	672
RD/WT: Wrong Track	1% (12)	1% (15)	18% (280)	27% (421)	46% (706)	7% (109)	1543
Biden Job Approve	1% (12)	2% (22)	24% (231)	28% (274)	40% (388)	5% (49)	976
Biden Job Disapprove	1% (9)	1% (12)	18% (203)	26% (292)	48% (549)	7% (77)	1142

Continued on next page

**Table MCBR1\_6:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid December

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion	Total N	
Adults	1%	(22)	2%	(36)	20%	(446)	27%	(589)	44%	(965)	7%	(157)	2215
Biden Job Strongly Approve	2%	(9)	3%	(13)	28%	(116)	24%	(98)	37%	(154)	5%	(21)	411
Biden Job Somewhat Approve	1%	(3)	2%	(9)	20%	(116)	31%	(176)	42%	(235)	5%	(27)	565
Biden Job Somewhat Disapprove	1%	(4)	—	(1)	18%	(63)	26%	(89)	47%	(162)	8%	(27)	346
Biden Job Strongly Disapprove	1%	(4)	1%	(11)	18%	(140)	26%	(203)	49%	(387)	6%	(50)	796
Favorable of Biden	1%	(10)	2%	(20)	23%	(236)	28%	(287)	40%	(407)	5%	(51)	1010
Unfavorable of Biden	1%	(11)	1%	(12)	18%	(194)	26%	(283)	49%	(540)	6%	(68)	1109
Very Favorable of Biden	1%	(6)	2%	(10)	27%	(118)	25%	(110)	40%	(177)	5%	(22)	444
Somewhat Favorable of Biden	1%	(3)	2%	(10)	21%	(117)	31%	(177)	41%	(230)	5%	(29)	566
Somewhat Unfavorable of Biden	1%	(3)	1%	(4)	19%	(54)	23%	(68)	49%	(144)	6%	(18)	292
Very Unfavorable of Biden	1%	(8)	1%	(8)	17%	(140)	26%	(215)	48%	(396)	6%	(50)	818
#1 Issue: Economy	1%	(7)	2%	(15)	20%	(175)	25%	(225)	47%	(415)	6%	(50)	888
#1 Issue: Security	2%	(3)	2%	(4)	22%	(45)	25%	(52)	42%	(88)	7%	(15)	207
#1 Issue: Health Care	2%	(4)	4%	(6)	23%	(38)	25%	(41)	41%	(68)	4%	(7)	165
#1 Issue: Medicare / Social Security	2%	(5)	1%	(3)	22%	(64)	31%	(87)	35%	(98)	10%	(28)	285
#1 Issue: Women's Issues	—	(1)	1%	(2)	17%	(58)	27%	(90)	47%	(157)	7%	(23)	332
#1 Issue: Education	1%	(1)	3%	(2)	16%	(11)	28%	(19)	42%	(29)	10%	(7)	68
#1 Issue: Energy	2%	(3)	1%	(1)	26%	(34)	24%	(33)	40%	(53)	8%	(10)	134
#1 Issue: Other	—	(0)	1%	(2)	15%	(20)	30%	(41)	41%	(56)	12%	(17)	136
2022 House Vote: Democrat	1%	(7)	2%	(19)	21%	(188)	28%	(251)	44%	(395)	4%	(40)	901
2022 House Vote: Republican	2%	(11)	1%	(7)	19%	(128)	27%	(177)	47%	(310)	4%	(28)	660
2022 House Vote: Someone else	1%	(1)	—	(0)	17%	(10)	22%	(13)	52%	(31)	8%	(5)	60
2022 House Vote: Didn't Vote	1%	(4)	2%	(10)	20%	(120)	25%	(148)	38%	(228)	14%	(84)	594
2020 Vote: Joe Biden	1%	(9)	2%	(16)	20%	(185)	27%	(248)	45%	(405)	5%	(44)	906
2020 Vote: Donald Trump	1%	(7)	2%	(13)	19%	(137)	24%	(173)	50%	(361)	4%	(32)	723
2020 Vote: Other	—	(0)	—	(0)	14%	(11)	37%	(31)	41%	(34)	8%	(7)	84
2020 Vote: Didn't Vote	1%	(6)	1%	(7)	23%	(113)	27%	(137)	33%	(164)	15%	(74)	502
2018 House Vote: Democrat	1%	(6)	2%	(18)	21%	(168)	26%	(206)	45%	(355)	5%	(38)	791
2018 House Vote: Republican	1%	(9)	1%	(4)	17%	(105)	26%	(155)	51%	(304)	4%	(23)	599
2018 House Vote: Didn't Vote	1%	(7)	2%	(14)	21%	(162)	28%	(217)	37%	(287)	12%	(92)	779

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**Table MCBR1\_6:** How early or late are each of the following for companies to begin their holiday themed advertising?  
Mid December

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion	Total N	
Adults	1%	(22)	2%	(36)	20%	(446)	27%	(589)	44%	(965)	7%	(157)	2215
4-Region: Northeast	1%	(4)	3%	(11)	24%	(91)	26%	(98)	44%	(168)	3%	(11)	383
4-Region: Midwest	1%	(6)	2%	(9)	16%	(71)	29%	(130)	44%	(201)	9%	(40)	458
4-Region: South	1%	(7)	1%	(9)	22%	(185)	27%	(227)	41%	(350)	8%	(69)	846
4-Region: West	1%	(5)	1%	(7)	19%	(99)	25%	(133)	47%	(246)	7%	(37)	528

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

**Table MCBR1\_7: How early or late are each of the following for companies to begin their holiday themed advertising?**

Late December

Demographic	Way too early	Somewhat too early	Just the right time	Somewhat too late	Way too late	Don't know / No opinion	Total N
Adults	1% (28)	2% (42)	11% (254)	12% (256)	67% (1478)	7% (157)	2215
Gender: Male	2% (18)	3% (31)	15% (159)	11% (119)	62% (663)	7% (80)	1070
Gender: Female	1% (10)	1% (11)	8% (96)	12% (136)	71% (814)	7% (77)	1145
Age: 18-34	2% (12)	5% (32)	16% (103)	9% (60)	61% (394)	6% (41)	643
Age: 35-44	2% (8)	2% (6)	13% (47)	7% (26)	68% (250)	8% (28)	366
Age: 45-64	1% (6)	1% (4)	10% (69)	13% (94)	68% (489)	8% (54)	715
Age: 65+	— (2)	— (0)	7% (35)	15% (76)	70% (344)	7% (33)	490
GenZers: 1997-2012	1% (1)	5% (13)	15% (34)	9% (20)	62% (143)	8% (19)	231
Millennials: 1981-1996	3% (17)	4% (24)	15% (100)	8% (56)	64% (428)	6% (41)	666
GenXers: 1965-1980	1% (7)	1% (3)	11% (59)	9% (46)	71% (368)	7% (38)	521
Baby Boomers: 1946-1964	— (1)	— (2)	8% (55)	16% (113)	69% (501)	7% (53)	724
PID: Dem (no lean)	1% (10)	2% (20)	13% (115)	13% (111)	65% (557)	5% (38)	852
PID: Ind (no lean)	1% (4)	2% (12)	11% (75)	9% (62)	65% (440)	12% (78)	672
PID: Rep (no lean)	2% (14)	2% (10)	9% (65)	12% (82)	69% (480)	6% (40)	692
PID/Gender: Dem Men	2% (8)	3% (14)	17% (75)	13% (57)	59% (253)	5% (20)	427
PID/Gender: Dem Women	— (2)	1% (6)	9% (40)	13% (54)	72% (305)	4% (18)	425
PID/Gender: Ind Men	— (1)	3% (10)	14% (46)	8% (26)	60% (191)	13% (42)	317
PID/Gender: Ind Women	1% (3)	1% (2)	8% (29)	10% (36)	70% (249)	10% (36)	355
PID/Gender: Rep Men	3% (9)	2% (7)	12% (38)	11% (35)	67% (219)	5% (18)	327
PID/Gender: Rep Women	1% (5)	1% (4)	7% (27)	13% (46)	71% (261)	6% (23)	365
Ideo: Liberal (1-3)	2% (10)	2% (12)	13% (86)	12% (80)	68% (449)	4% (25)	662
Ideo: Moderate (4)	1% (4)	2% (16)	14% (91)	11% (76)	65% (427)	7% (47)	660
Ideo: Conservative (5-7)	2% (12)	2% (12)	8% (56)	13% (90)	71% (506)	6% (40)	716
Educ: < College	1% (20)	2% (27)	12% (171)	11% (164)	65% (932)	9% (125)	1440
Educ: Bachelors degree	1% (7)	1% (7)	11% (55)	12% (60)	71% (347)	3% (15)	492
Educ: Post-grad	— (1)	3% (8)	10% (27)	11% (31)	70% (198)	6% (17)	283
Income: Under 50k	2% (18)	2% (20)	12% (137)	11% (123)	64% (724)	10% (116)	1138
Income: 50k-100k	1% (8)	2% (15)	10% (71)	13% (89)	70% (478)	4% (25)	686
Income: 100k+	1% (2)	2% (6)	12% (46)	11% (44)	71% (276)	4% (17)	391
Ethnicity: White	1% (16)	1% (24)	10% (164)	12% (209)	70% (1204)	6% (98)	1715
Ethnicity: Hispanic	1% (4)	2% (9)	17% (64)	7% (25)	66% (246)	7% (27)	375

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**Table MCBR1\_7: How early or late are each of the following for companies to begin their holiday themed advertising?**

Late December

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion		Total N
Adults	1%	(28)	2%	(42)	11%	(254)	12%	(256)	67%	(1478)	7%	(157)	2215
Ethnicity: Black	3%	(10)	5%	(14)	17%	(49)	11%	(30)	51%	(144)	12%	(35)	283
Ethnicity: Other	1%	(2)	2%	(4)	19%	(42)	8%	(17)	59%	(129)	11%	(24)	217
All Christian	2%	(15)	1%	(10)	10%	(101)	12%	(120)	70%	(682)	5%	(50)	978
All Non-Christian	2%	(2)	10%	(13)	14%	(17)	13%	(17)	55%	(68)	6%	(7)	124
Atheist	2%	(2)	3%	(3)	18%	(20)	13%	(15)	61%	(69)	3%	(4)	113
Agnostic/Nothing in particular	1%	(5)	1%	(8)	11%	(59)	10%	(57)	68%	(381)	9%	(50)	560
Something Else	1%	(4)	2%	(8)	13%	(57)	11%	(47)	63%	(278)	10%	(46)	439
Religious Non-Protestant/Catholic	2%	(2)	10%	(13)	14%	(19)	13%	(17)	58%	(79)	5%	(7)	137
Evangelical	2%	(12)	2%	(13)	14%	(77)	12%	(69)	62%	(345)	7%	(39)	554
Non-Evangelical	1%	(6)	1%	(4)	8%	(66)	12%	(95)	72%	(596)	7%	(57)	823
Community: Urban	2%	(16)	4%	(28)	18%	(117)	10%	(63)	57%	(376)	8%	(55)	655
Community: Suburban	1%	(5)	1%	(11)	8%	(80)	13%	(135)	71%	(742)	6%	(66)	1039
Community: Rural	1%	(7)	1%	(3)	11%	(57)	11%	(58)	69%	(360)	7%	(37)	521
Employ: Private Sector	2%	(11)	3%	(19)	12%	(83)	9%	(67)	71%	(516)	4%	(27)	722
Employ: Government	1%	(2)	3%	(4)	13%	(16)	13%	(16)	66%	(82)	4%	(5)	125
Employ: Self-Employed	2%	(4)	4%	(8)	11%	(20)	10%	(19)	59%	(112)	13%	(25)	188
Employ: Homemaker	—	(1)	—	(1)	11%	(18)	6%	(10)	70%	(110)	12%	(19)	157
Employ: Student	2%	(1)	4%	(3)	13%	(9)	10%	(7)	67%	(45)	3%	(2)	67
Employ: Retired	1%	(3)	—	(2)	8%	(44)	18%	(99)	67%	(371)	7%	(38)	556
Employ: Unemployed	1%	(4)	2%	(4)	16%	(40)	9%	(22)	62%	(158)	10%	(26)	253
Employ: Other	2%	(3)	1%	(2)	17%	(24)	12%	(17)	58%	(85)	10%	(14)	145
Military HH: Yes	—	(1)	3%	(8)	10%	(29)	14%	(42)	68%	(203)	6%	(18)	301
Military HH: No	1%	(28)	2%	(34)	12%	(225)	11%	(214)	67%	(1274)	7%	(139)	1914
RD/WT: Right Direction	2%	(10)	3%	(20)	17%	(112)	13%	(86)	59%	(393)	7%	(50)	672
RD/WT: Wrong Track	1%	(18)	1%	(22)	9%	(142)	11%	(170)	70%	(1084)	7%	(107)	1543
Biden Job Approve	1%	(10)	3%	(25)	15%	(144)	13%	(127)	64%	(622)	5%	(48)	976
Biden Job Disapprove	2%	(17)	1%	(15)	9%	(103)	10%	(120)	71%	(808)	7%	(79)	1142

Continued on next page

**Table MCBR1\_7: How early or late are each of the following for companies to begin their holiday themed advertising?**

Late December

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion	Total N	
Adults	1%	(28)	2%	(42)	11%	(254)	12%	(256)	67%	(1478)	7%	(157)	2215
Biden Job Strongly Approve	2%	(6)	3%	(13)	21%	(84)	12%	(49)	57%	(234)	6%	(24)	411
Biden Job Somewhat Approve	1%	(3)	2%	(12)	11%	(60)	14%	(78)	69%	(389)	4%	(24)	565
Biden Job Somewhat Disapprove	2%	(6)	1%	(5)	11%	(39)	10%	(34)	68%	(235)	8%	(28)	346
Biden Job Strongly Disapprove	1%	(12)	1%	(10)	8%	(64)	11%	(85)	72%	(573)	6%	(52)	796
Favorable of Biden	1%	(10)	2%	(21)	15%	(152)	12%	(123)	65%	(652)	5%	(53)	1010
Unfavorable of Biden	2%	(18)	1%	(13)	9%	(96)	11%	(122)	71%	(791)	6%	(70)	1109
Very Favorable of Biden	2%	(7)	3%	(11)	19%	(83)	12%	(52)	60%	(268)	5%	(23)	444
Somewhat Favorable of Biden	—	(3)	2%	(9)	12%	(69)	12%	(71)	68%	(384)	5%	(31)	566
Somewhat Unfavorable of Biden	2%	(6)	2%	(4)	12%	(34)	11%	(31)	68%	(199)	6%	(18)	292
Very Unfavorable of Biden	2%	(12)	1%	(8)	8%	(62)	11%	(91)	72%	(592)	6%	(52)	818
#1 Issue: Economy	1%	(13)	2%	(15)	12%	(107)	9%	(84)	70%	(619)	6%	(49)	888
#1 Issue: Security	2%	(5)	1%	(1)	17%	(35)	14%	(30)	58%	(121)	8%	(16)	207
#1 Issue: Health Care	3%	(5)	3%	(5)	11%	(19)	14%	(23)	64%	(106)	5%	(8)	165
#1 Issue: Medicare / Social Security	1%	(3)	1%	(2)	11%	(32)	18%	(50)	59%	(169)	10%	(27)	285
#1 Issue: Women's Issues	—	(1)	2%	(5)	9%	(30)	9%	(31)	73%	(242)	7%	(23)	332
#1 Issue: Education	1%	(1)	12%	(8)	10%	(7)	8%	(5)	65%	(44)	5%	(3)	68
#1 Issue: Energy	1%	(1)	3%	(4)	12%	(17)	14%	(19)	61%	(82)	8%	(11)	134
#1 Issue: Other	1%	(1)	—	(0)	6%	(8)	10%	(13)	69%	(94)	14%	(18)	136
2022 House Vote: Democrat	1%	(10)	2%	(17)	12%	(108)	13%	(116)	67%	(606)	5%	(44)	901
2022 House Vote: Republican	2%	(13)	1%	(6)	11%	(74)	12%	(81)	69%	(457)	4%	(29)	660
2022 House Vote: Someone else	1%	(1)	—	(0)	11%	(7)	9%	(5)	71%	(43)	8%	(5)	60
2022 House Vote: Didn't Vote	1%	(5)	3%	(19)	11%	(65)	9%	(53)	63%	(372)	13%	(79)	594
2020 Vote: Joe Biden	1%	(8)	2%	(15)	11%	(103)	13%	(114)	68%	(618)	5%	(48)	906
2020 Vote: Donald Trump	2%	(13)	1%	(6)	11%	(78)	12%	(86)	70%	(507)	5%	(34)	723
2020 Vote: Other	—	(0)	—	(0)	8%	(7)	11%	(9)	72%	(60)	9%	(8)	84
2020 Vote: Didn't Vote	1%	(7)	4%	(21)	13%	(66)	9%	(47)	58%	(292)	14%	(68)	502
2018 House Vote: Democrat	1%	(7)	2%	(15)	12%	(95)	13%	(106)	66%	(526)	5%	(41)	791
2018 House Vote: Republican	2%	(13)	1%	(6)	9%	(56)	13%	(76)	71%	(428)	3%	(21)	599
2018 House Vote: Didn't Vote	1%	(8)	3%	(21)	12%	(95)	9%	(70)	64%	(495)	12%	(91)	779

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**Table MCBR1\_7:** How early or late are each of the following for companies to begin their holiday themed advertising?

Late December

Demographic	Way too early		Somewhat too early		Just the right time		Somewhat too late		Way too late		Don't know / No opinion	Total N	
Adults	1%	(28)	2%	(42)	11%	(254)	12%	(256)	67%	(1478)	7%	(157)	2215
4-Region: Northeast	2%	(7)	4%	(15)	15%	(56)	12%	(47)	64%	(246)	3%	(12)	383
4-Region: Midwest	2%	(8)	2%	(9)	9%	(40)	9%	(43)	70%	(319)	9%	(39)	458
4-Region: South	1%	(9)	1%	(12)	11%	(97)	13%	(108)	65%	(551)	8%	(70)	846
4-Region: West	1%	(5)	1%	(6)	12%	(61)	11%	(58)	69%	(362)	7%	(35)	528

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

**Table MCBR4\_1:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Hearing about opportunities for savings

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	43%	(956)	40%	(885)	12%	(268)	5%	(105)	2215
Gender: Male	37%	(392)	42%	(452)	15%	(164)	6%	(62)	1070
Gender: Female	49%	(565)	38%	(433)	9%	(104)	4%	(43)	1145
Age: 18-34	47%	(302)	37%	(241)	12%	(76)	4%	(25)	643
Age: 35-44	53%	(192)	36%	(131)	8%	(31)	3%	(12)	366
Age: 45-64	43%	(304)	42%	(300)	12%	(88)	3%	(24)	715
Age: 65+	32%	(158)	44%	(214)	15%	(73)	9%	(45)	490
GenZers: 1997-2012	47%	(107)	34%	(79)	14%	(33)	5%	(12)	231
Millennials: 1981-1996	49%	(330)	38%	(253)	10%	(64)	3%	(20)	666
GenXers: 1965-1980	43%	(225)	43%	(225)	10%	(50)	4%	(21)	521
Baby Boomers: 1946-1964	38%	(273)	41%	(296)	15%	(110)	6%	(46)	724
PID: Dem (no lean)	46%	(391)	38%	(325)	12%	(99)	4%	(36)	852
PID: Ind (no lean)	39%	(264)	40%	(266)	14%	(94)	7%	(49)	672
PID: Rep (no lean)	44%	(302)	43%	(294)	11%	(76)	3%	(20)	692
PID/Gender: Dem Men	43%	(182)	39%	(166)	14%	(58)	5%	(20)	427
PID/Gender: Dem Women	49%	(209)	37%	(159)	10%	(41)	4%	(16)	425
PID/Gender: Ind Men	30%	(95)	41%	(129)	19%	(61)	10%	(32)	317
PID/Gender: Ind Women	47%	(169)	38%	(137)	9%	(32)	5%	(17)	355
PID/Gender: Rep Men	35%	(115)	48%	(157)	14%	(45)	3%	(10)	327
PID/Gender: Rep Women	51%	(187)	38%	(137)	9%	(31)	3%	(10)	365
Ideo: Liberal (1-3)	45%	(299)	39%	(260)	11%	(74)	5%	(30)	662
Ideo: Moderate (4)	40%	(267)	42%	(278)	14%	(92)	4%	(23)	660
Ideo: Conservative (5-7)	44%	(316)	40%	(287)	12%	(88)	3%	(25)	716
Educ: < College	44%	(637)	39%	(566)	12%	(168)	5%	(70)	1440
Educ: Bachelors degree	41%	(203)	42%	(206)	13%	(63)	4%	(20)	492
Educ: Post-grad	41%	(116)	40%	(114)	13%	(37)	5%	(15)	283
Income: Under 50k	43%	(491)	40%	(452)	12%	(136)	5%	(59)	1138
Income: 50k-100k	44%	(304)	39%	(266)	12%	(82)	5%	(34)	686
Income: 100k+	41%	(161)	43%	(167)	13%	(50)	3%	(12)	391
Ethnicity: White	42%	(728)	41%	(707)	12%	(198)	5%	(82)	1715
Ethnicity: Hispanic	42%	(158)	39%	(148)	14%	(52)	5%	(17)	375

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**Table MCBR4\_1:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
 Hearing about opportunities for savings

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	43%	(956)	40%	(885)	12%	(268)	5%	(105)	2215
Ethnicity: Black	51%	(145)	33%	(93)	11%	(32)	5%	(14)	283
Ethnicity: Other	38%	(84)	39%	(86)	18%	(39)	4%	(10)	217
All Christian	45%	(442)	41%	(404)	10%	(99)	3%	(33)	978
All Non-Christian	44%	(55)	38%	(47)	11%	(14)	7%	(8)	124
Atheist	31%	(35)	49%	(56)	14%	(15)	6%	(7)	113
Agnostic/Nothing in particular	41%	(231)	36%	(204)	17%	(97)	5%	(29)	560
Something Else	44%	(194)	40%	(174)	10%	(43)	6%	(28)	439
Religious Non-Protestant/Catholic	44%	(60)	38%	(52)	12%	(16)	6%	(8)	137
Evangelical	48%	(267)	38%	(212)	10%	(53)	4%	(22)	554
Non-Evangelical	43%	(352)	42%	(349)	10%	(82)	5%	(39)	823
Community: Urban	44%	(286)	39%	(257)	12%	(81)	5%	(31)	655
Community: Suburban	43%	(444)	40%	(414)	13%	(132)	5%	(50)	1039
Community: Rural	44%	(227)	41%	(215)	11%	(56)	5%	(24)	521
Employ: Private Sector	45%	(328)	41%	(295)	11%	(80)	3%	(19)	722
Employ: Government	48%	(60)	40%	(50)	10%	(12)	3%	(4)	125
Employ: Self-Employed	45%	(85)	42%	(78)	10%	(18)	4%	(7)	188
Employ: Homemaker	54%	(85)	30%	(48)	11%	(18)	5%	(7)	157
Employ: Student	44%	(30)	40%	(27)	12%	(8)	4%	(3)	67
Employ: Retired	35%	(194)	42%	(236)	15%	(82)	8%	(44)	556
Employ: Unemployed	41%	(105)	42%	(107)	10%	(25)	6%	(16)	253
Employ: Other	49%	(71)	31%	(44)	16%	(24)	4%	(6)	145
Military HH: Yes	43%	(129)	34%	(101)	16%	(47)	8%	(24)	301
Military HH: No	43%	(828)	41%	(784)	12%	(221)	4%	(81)	1914
RD/WT: Right Direction	44%	(299)	37%	(252)	14%	(97)	4%	(25)	672
RD/WT: Wrong Track	43%	(657)	41%	(634)	11%	(171)	5%	(80)	1543
Biden Job Approve	46%	(447)	38%	(370)	13%	(123)	4%	(35)	976
Biden Job Disapprove	42%	(481)	42%	(481)	11%	(125)	5%	(55)	1142

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**Table MCBR4\_1:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Hearing about opportunities for savings

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	43%	(956)	40%	(885)	12%	(268)	5%	(105)	2215
Biden Job Strongly Approve	47%	(195)	34%	(140)	15%	(61)	3%	(14)	411
Biden Job Somewhat Approve	45%	(252)	41%	(230)	11%	(62)	4%	(21)	565
Biden Job Somewhat Disapprove	43%	(147)	44%	(151)	10%	(36)	4%	(12)	346
Biden Job Strongly Disapprove	42%	(333)	41%	(330)	11%	(90)	5%	(43)	796
Favorable of Biden	46%	(463)	38%	(386)	13%	(127)	3%	(34)	1010
Unfavorable of Biden	42%	(471)	41%	(459)	11%	(126)	5%	(53)	1109
Very Favorable of Biden	49%	(216)	34%	(152)	14%	(60)	3%	(15)	444
Somewhat Favorable of Biden	44%	(247)	41%	(234)	12%	(67)	3%	(19)	566
Somewhat Unfavorable of Biden	41%	(120)	44%	(128)	11%	(32)	4%	(12)	292
Very Unfavorable of Biden	43%	(351)	40%	(331)	12%	(94)	5%	(41)	818
#1 Issue: Economy	45%	(402)	39%	(349)	12%	(109)	3%	(28)	888
#1 Issue: Security	42%	(88)	41%	(85)	12%	(26)	4%	(9)	207
#1 Issue: Health Care	45%	(74)	43%	(71)	8%	(13)	4%	(6)	165
#1 Issue: Medicare / Social Security	39%	(112)	39%	(112)	15%	(44)	6%	(18)	285
#1 Issue: Women's Issues	46%	(153)	42%	(138)	8%	(25)	5%	(15)	332
#1 Issue: Education	31%	(21)	46%	(31)	15%	(10)	9%	(6)	68
#1 Issue: Energy	45%	(60)	38%	(51)	14%	(18)	4%	(5)	134
#1 Issue: Other	34%	(47)	37%	(50)	16%	(22)	13%	(18)	136
2022 House Vote: Democrat	46%	(410)	38%	(342)	12%	(108)	4%	(40)	901
2022 House Vote: Republican	43%	(282)	41%	(269)	13%	(87)	3%	(22)	660
2022 House Vote: Someone else	45%	(27)	32%	(19)	15%	(9)	8%	(5)	60
2022 House Vote: Didn't Vote	40%	(237)	43%	(255)	11%	(63)	6%	(38)	594
2020 Vote: Joe Biden	46%	(413)	38%	(341)	12%	(110)	5%	(42)	906
2020 Vote: Donald Trump	43%	(314)	41%	(299)	12%	(86)	3%	(24)	723
2020 Vote: Other	37%	(31)	39%	(33)	19%	(16)	4%	(4)	84
2020 Vote: Didn't Vote	40%	(198)	42%	(212)	11%	(56)	7%	(35)	502
2018 House Vote: Democrat	45%	(359)	38%	(298)	13%	(99)	4%	(35)	791
2018 House Vote: Republican	43%	(260)	41%	(243)	12%	(72)	4%	(23)	599
2018 House Vote: Didn't Vote	41%	(319)	42%	(327)	12%	(90)	5%	(42)	779

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**Table MCBR4\_1:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Hearing about opportunities for savings

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	43%	(956)	40%	(885)	12%	(268)	5%	(105)	2215
4-Region: Northeast	42%	(160)	39%	(149)	15%	(56)	5%	(18)	383
4-Region: Midwest	42%	(192)	41%	(188)	12%	(53)	6%	(25)	458
4-Region: South	49%	(415)	38%	(320)	9%	(79)	4%	(32)	846
4-Region: West	36%	(189)	43%	(228)	15%	(81)	6%	(30)	528

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

**Table MCBR4\_2:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Access to seasonal products

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(744)	51%	(1122)	11%	(239)	5%	(110)	2215
Gender: Male	28%	(302)	51%	(546)	14%	(152)	7%	(70)	1070
Gender: Female	39%	(442)	50%	(576)	8%	(87)	4%	(40)	1145
Age: 18-34	36%	(229)	49%	(318)	10%	(68)	5%	(30)	643
Age: 35-44	41%	(149)	45%	(166)	9%	(32)	5%	(19)	366
Age: 45-64	35%	(248)	50%	(361)	11%	(76)	4%	(30)	715
Age: 65+	24%	(117)	57%	(278)	13%	(64)	6%	(31)	490
GenZers: 1997-2012	32%	(73)	51%	(118)	11%	(24)	7%	(15)	231
Millennials: 1981-1996	39%	(258)	47%	(313)	10%	(69)	4%	(26)	666
GenXers: 1965-1980	37%	(192)	49%	(253)	9%	(47)	5%	(28)	521
Baby Boomers: 1946-1964	28%	(205)	54%	(395)	12%	(89)	5%	(36)	724
PID: Dem (no lean)	37%	(316)	49%	(415)	11%	(93)	3%	(29)	852
PID: Ind (no lean)	29%	(194)	51%	(345)	11%	(77)	8%	(55)	672
PID: Rep (no lean)	34%	(234)	52%	(362)	10%	(70)	4%	(26)	692
PID/Gender: Dem Men	33%	(142)	49%	(209)	14%	(59)	4%	(17)	427
PID/Gender: Dem Women	41%	(174)	48%	(206)	8%	(33)	3%	(12)	425
PID/Gender: Ind Men	22%	(70)	51%	(161)	16%	(50)	11%	(35)	317
PID/Gender: Ind Women	35%	(124)	52%	(184)	8%	(27)	6%	(20)	355
PID/Gender: Rep Men	27%	(90)	54%	(176)	13%	(43)	5%	(18)	327
PID/Gender: Rep Women	40%	(144)	51%	(186)	7%	(26)	2%	(8)	365
Ideo: Liberal (1-3)	35%	(229)	50%	(332)	10%	(69)	5%	(32)	662
Ideo: Moderate (4)	35%	(230)	48%	(318)	12%	(82)	5%	(30)	660
Ideo: Conservative (5-7)	32%	(228)	55%	(391)	10%	(74)	3%	(22)	716
Educ: < College	35%	(500)	50%	(717)	10%	(147)	5%	(77)	1440
Educ: Bachelors degree	32%	(159)	54%	(264)	10%	(52)	4%	(17)	492
Educ: Post-grad	30%	(85)	50%	(141)	14%	(41)	6%	(16)	283
Income: Under 50k	33%	(379)	50%	(574)	10%	(118)	6%	(67)	1138
Income: 50k-100k	37%	(252)	48%	(330)	11%	(77)	4%	(27)	686
Income: 100k+	29%	(113)	56%	(218)	11%	(45)	4%	(16)	391
Ethnicity: White	32%	(553)	52%	(899)	10%	(172)	5%	(90)	1715
Ethnicity: Hispanic	33%	(124)	49%	(183)	13%	(48)	6%	(21)	375

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**Table MCBR4\_2:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
 Access to seasonal products

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(744)	51%	(1122)	11%	(239)	5%	(110)	2215
Ethnicity: Black	40%	(113)	44%	(124)	13%	(36)	3%	(10)	283
Ethnicity: Other	35%	(77)	46%	(99)	14%	(31)	5%	(10)	217
All Christian	36%	(349)	54%	(524)	8%	(77)	3%	(29)	978
All Non-Christian	30%	(37)	49%	(61)	13%	(16)	9%	(11)	124
Atheist	20%	(23)	51%	(58)	19%	(22)	9%	(11)	113
Agnostic/Nothing in particular	30%	(167)	49%	(273)	16%	(87)	6%	(32)	560
Something Else	38%	(168)	47%	(206)	9%	(37)	6%	(28)	439
Religious Non-Protestant/Catholic	30%	(42)	49%	(67)	12%	(17)	8%	(11)	137
Evangelical	42%	(234)	47%	(263)	7%	(41)	3%	(17)	554
Non-Evangelical	32%	(264)	55%	(449)	9%	(71)	5%	(39)	823
Community: Urban	36%	(237)	46%	(303)	12%	(82)	5%	(33)	655
Community: Suburban	32%	(329)	53%	(546)	11%	(109)	5%	(55)	1039
Community: Rural	34%	(178)	52%	(273)	9%	(48)	4%	(22)	521
Employ: Private Sector	37%	(266)	50%	(359)	11%	(77)	3%	(20)	722
Employ: Government	31%	(39)	56%	(70)	6%	(7)	7%	(9)	125
Employ: Self-Employed	36%	(68)	48%	(91)	9%	(18)	6%	(11)	188
Employ: Homemaker	42%	(66)	44%	(69)	10%	(16)	4%	(6)	157
Employ: Student	36%	(24)	53%	(36)	5%	(4)	6%	(4)	67
Employ: Retired	25%	(139)	56%	(312)	13%	(71)	6%	(34)	556
Employ: Unemployed	31%	(79)	48%	(123)	13%	(33)	8%	(19)	253
Employ: Other	43%	(63)	43%	(62)	9%	(13)	5%	(7)	145
Military HH: Yes	30%	(90)	48%	(146)	17%	(50)	5%	(15)	301
Military HH: No	34%	(653)	51%	(976)	10%	(190)	5%	(95)	1914
RD/WT: Right Direction	37%	(245)	51%	(341)	9%	(62)	4%	(24)	672
RD/WT: Wrong Track	32%	(498)	51%	(781)	11%	(177)	6%	(86)	1543
Biden Job Approve	38%	(370)	48%	(473)	10%	(102)	3%	(31)	976
Biden Job Disapprove	31%	(356)	53%	(608)	10%	(118)	5%	(61)	1142

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**Table MCBR4\_2:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Access to seasonal products

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(744)	51%	(1122)	11%	(239)	5%	(110)	2215
Biden Job Strongly Approve	42%	(172)	45%	(185)	10%	(43)	3%	(11)	411
Biden Job Somewhat Approve	35%	(198)	51%	(288)	10%	(59)	4%	(20)	565
Biden Job Somewhat Disapprove	30%	(104)	54%	(186)	11%	(40)	5%	(16)	346
Biden Job Strongly Disapprove	32%	(251)	53%	(422)	10%	(78)	6%	(45)	796
Favorable of Biden	38%	(382)	49%	(491)	10%	(103)	3%	(34)	1010
Unfavorable of Biden	31%	(344)	53%	(592)	10%	(110)	6%	(63)	1109
Very Favorable of Biden	44%	(193)	43%	(192)	10%	(45)	3%	(13)	444
Somewhat Favorable of Biden	33%	(188)	53%	(299)	10%	(58)	4%	(21)	566
Somewhat Unfavorable of Biden	26%	(77)	58%	(169)	11%	(31)	5%	(14)	292
Very Unfavorable of Biden	33%	(267)	52%	(423)	10%	(80)	6%	(48)	818
#1 Issue: Economy	35%	(315)	50%	(446)	11%	(98)	3%	(28)	888
#1 Issue: Security	33%	(69)	52%	(107)	9%	(19)	6%	(12)	207
#1 Issue: Health Care	38%	(63)	52%	(86)	3%	(6)	6%	(10)	165
#1 Issue: Medicare / Social Security	27%	(77)	55%	(156)	13%	(38)	5%	(14)	285
#1 Issue: Women's Issues	35%	(118)	49%	(163)	10%	(34)	5%	(18)	332
#1 Issue: Education	24%	(16)	57%	(39)	12%	(8)	8%	(5)	68
#1 Issue: Energy	38%	(51)	43%	(58)	16%	(21)	3%	(4)	134
#1 Issue: Other	26%	(35)	49%	(67)	11%	(15)	14%	(19)	136
2022 House Vote: Democrat	34%	(305)	51%	(458)	11%	(100)	4%	(38)	901
2022 House Vote: Republican	33%	(220)	52%	(340)	11%	(73)	4%	(27)	660
2022 House Vote: Someone else	43%	(26)	40%	(24)	9%	(5)	8%	(5)	60
2022 House Vote: Didn't Vote	32%	(193)	50%	(299)	10%	(62)	7%	(40)	594
2020 Vote: Joe Biden	35%	(314)	50%	(455)	11%	(101)	4%	(36)	906
2020 Vote: Donald Trump	34%	(248)	51%	(371)	10%	(76)	4%	(29)	723
2020 Vote: Other	29%	(24)	53%	(45)	15%	(12)	3%	(3)	84
2020 Vote: Didn't Vote	31%	(157)	50%	(251)	10%	(51)	9%	(43)	502
2018 House Vote: Democrat	35%	(277)	50%	(399)	11%	(86)	4%	(29)	791
2018 House Vote: Republican	34%	(202)	53%	(315)	10%	(58)	4%	(23)	599
2018 House Vote: Didn't Vote	32%	(252)	50%	(386)	11%	(88)	7%	(54)	779

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**Table MCBR4\_2:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Access to seasonal products

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(744)	51%	(1122)	11%	(239)	5%	(110)	2215
4-Region: Northeast	33%	(128)	49%	(186)	13%	(49)	5%	(21)	383
4-Region: Midwest	31%	(141)	52%	(239)	12%	(54)	5%	(23)	458
4-Region: South	37%	(313)	51%	(433)	8%	(70)	4%	(30)	846
4-Region: West	31%	(161)	50%	(264)	13%	(67)	7%	(36)	528

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

**Table MCBR4\_3:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
The cheerful themes of most holiday ads

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	43%	(950)	40%	(894)	11%	(249)	5%	(122)	2215
Gender: Male	38%	(410)	41%	(441)	14%	(147)	7%	(72)	1070
Gender: Female	47%	(539)	40%	(454)	9%	(102)	4%	(50)	1145
Age: 18-34	44%	(283)	37%	(237)	13%	(81)	7%	(42)	643
Age: 35-44	42%	(153)	41%	(151)	12%	(43)	5%	(20)	366
Age: 45-64	45%	(322)	41%	(293)	10%	(70)	4%	(31)	715
Age: 65+	39%	(192)	44%	(213)	11%	(55)	6%	(29)	490
GenZers: 1997-2012	45%	(104)	33%	(76)	12%	(27)	10%	(23)	231
Millennials: 1981-1996	43%	(288)	39%	(257)	14%	(91)	4%	(30)	666
GenXers: 1965-1980	44%	(230)	41%	(212)	9%	(48)	6%	(31)	521
Baby Boomers: 1946-1964	42%	(303)	43%	(314)	10%	(76)	4%	(32)	724
PID: Dem (no lean)	46%	(395)	39%	(330)	11%	(92)	4%	(35)	852
PID: Ind (no lean)	38%	(255)	40%	(271)	12%	(79)	10%	(66)	672
PID: Rep (no lean)	43%	(300)	42%	(294)	11%	(78)	3%	(20)	692
PID/Gender: Dem Men	42%	(181)	41%	(174)	13%	(55)	4%	(17)	427
PID/Gender: Dem Women	50%	(213)	37%	(156)	9%	(37)	4%	(19)	425
PID/Gender: Ind Men	32%	(102)	39%	(122)	15%	(49)	14%	(43)	317
PID/Gender: Ind Women	43%	(153)	42%	(149)	9%	(30)	6%	(23)	355
PID/Gender: Rep Men	39%	(127)	44%	(144)	13%	(44)	4%	(12)	327
PID/Gender: Rep Women	47%	(173)	41%	(149)	9%	(35)	2%	(8)	365
Ideo: Liberal (1-3)	44%	(292)	39%	(256)	12%	(77)	6%	(37)	662
Ideo: Moderate (4)	44%	(293)	39%	(260)	11%	(72)	5%	(35)	660
Ideo: Conservative (5-7)	42%	(301)	44%	(312)	12%	(83)	3%	(20)	716
Educ: < College	42%	(599)	40%	(582)	12%	(171)	6%	(87)	1440
Educ: Bachelors degree	45%	(223)	43%	(210)	8%	(41)	3%	(17)	492
Educ: Post-grad	45%	(127)	36%	(102)	13%	(37)	6%	(17)	283
Income: Under 50k	41%	(467)	41%	(469)	11%	(128)	7%	(74)	1138
Income: 50k-100k	44%	(302)	39%	(270)	12%	(84)	4%	(30)	686
Income: 100k+	46%	(181)	40%	(155)	9%	(36)	5%	(18)	391
Ethnicity: White	42%	(727)	42%	(715)	10%	(174)	6%	(99)	1715
Ethnicity: Hispanic	41%	(154)	38%	(144)	13%	(50)	7%	(27)	375

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**Table MCBR4\_3:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
 The cheerful themes of most holiday ads

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	43%	(950)	40%	(894)	11%	(249)	5%	(122)	2215
Ethnicity: Black	46%	(130)	36%	(101)	15%	(41)	4%	(11)	283
Ethnicity: Other	43%	(93)	36%	(78)	16%	(34)	6%	(12)	217
All Christian	48%	(467)	40%	(393)	9%	(89)	3%	(30)	978
All Non-Christian	37%	(46)	35%	(43)	19%	(24)	9%	(11)	124
Atheist	32%	(36)	37%	(42)	23%	(26)	8%	(9)	113
Agnostic/Nothing in particular	36%	(202)	43%	(240)	13%	(75)	8%	(43)	560
Something Else	45%	(199)	40%	(176)	8%	(35)	7%	(29)	439
Religious Non-Protestant/Catholic	40%	(55)	34%	(47)	18%	(24)	8%	(11)	137
Evangelical	49%	(271)	40%	(221)	8%	(44)	3%	(17)	554
Non-Evangelical	45%	(371)	41%	(335)	9%	(76)	5%	(41)	823
Community: Urban	41%	(271)	37%	(243)	14%	(95)	7%	(46)	655
Community: Suburban	44%	(454)	41%	(429)	10%	(102)	5%	(54)	1039
Community: Rural	43%	(225)	43%	(222)	10%	(52)	4%	(21)	521
Employ: Private Sector	46%	(332)	40%	(290)	10%	(73)	4%	(27)	722
Employ: Government	51%	(63)	35%	(44)	9%	(12)	5%	(6)	125
Employ: Self-Employed	40%	(76)	41%	(78)	9%	(16)	10%	(19)	188
Employ: Homemaker	49%	(77)	37%	(58)	11%	(17)	4%	(6)	157
Employ: Student	51%	(34)	36%	(24)	10%	(7)	3%	(2)	67
Employ: Retired	39%	(215)	44%	(243)	11%	(64)	6%	(34)	556
Employ: Unemployed	37%	(94)	37%	(93)	17%	(43)	9%	(23)	253
Employ: Other	40%	(58)	45%	(64)	12%	(17)	3%	(5)	145
Military HH: Yes	39%	(119)	44%	(133)	12%	(35)	5%	(14)	301
Military HH: No	43%	(831)	40%	(761)	11%	(214)	6%	(108)	1914
RD/WT: Right Direction	47%	(317)	38%	(258)	11%	(75)	3%	(21)	672
RD/WT: Wrong Track	41%	(633)	41%	(636)	11%	(174)	6%	(100)	1543
Biden Job Approve	46%	(453)	38%	(374)	11%	(110)	4%	(39)	976
Biden Job Disapprove	41%	(471)	43%	(488)	11%	(123)	5%	(60)	1142

Continued on next page

**Table MCBR4\_3:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
The cheerful themes of most holiday ads

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	43%	(950)	40%	(894)	11%	(249)	5%	(122)	2215
Biden Job Strongly Approve	50%	(204)	37%	(152)	11%	(47)	2%	(9)	411
Biden Job Somewhat Approve	44%	(249)	39%	(222)	11%	(63)	5%	(31)	565
Biden Job Somewhat Disapprove	39%	(135)	44%	(153)	11%	(37)	6%	(21)	346
Biden Job Strongly Disapprove	42%	(336)	42%	(335)	11%	(86)	5%	(39)	796
Favorable of Biden	46%	(467)	39%	(390)	11%	(106)	5%	(47)	1010
Unfavorable of Biden	42%	(462)	42%	(466)	11%	(122)	5%	(60)	1109
Very Favorable of Biden	50%	(221)	37%	(162)	11%	(48)	3%	(12)	444
Somewhat Favorable of Biden	43%	(245)	40%	(228)	10%	(58)	6%	(35)	566
Somewhat Unfavorable of Biden	37%	(108)	44%	(129)	14%	(40)	5%	(14)	292
Very Unfavorable of Biden	43%	(354)	41%	(336)	10%	(82)	6%	(46)	818
#1 Issue: Economy	45%	(403)	40%	(354)	10%	(92)	4%	(39)	888
#1 Issue: Security	44%	(91)	43%	(89)	9%	(19)	4%	(8)	207
#1 Issue: Health Care	46%	(75)	40%	(66)	9%	(15)	5%	(8)	165
#1 Issue: Medicare / Social Security	37%	(106)	43%	(123)	15%	(42)	5%	(13)	285
#1 Issue: Women's Issues	43%	(141)	40%	(133)	11%	(37)	6%	(20)	332
#1 Issue: Education	43%	(29)	38%	(26)	12%	(8)	7%	(5)	68
#1 Issue: Energy	49%	(66)	34%	(46)	11%	(15)	5%	(7)	134
#1 Issue: Other	27%	(37)	42%	(57)	15%	(21)	15%	(21)	136
2022 House Vote: Democrat	46%	(415)	37%	(337)	12%	(109)	4%	(40)	901
2022 House Vote: Republican	46%	(301)	40%	(265)	11%	(72)	4%	(23)	660
2022 House Vote: Someone else	39%	(23)	37%	(22)	14%	(8)	10%	(6)	60
2022 House Vote: Didn't Vote	36%	(211)	45%	(270)	10%	(61)	9%	(52)	594
2020 Vote: Joe Biden	46%	(414)	37%	(336)	12%	(113)	5%	(44)	906
2020 Vote: Donald Trump	46%	(329)	41%	(296)	10%	(75)	3%	(23)	723
2020 Vote: Other	41%	(34)	36%	(31)	17%	(14)	6%	(5)	84
2020 Vote: Didn't Vote	34%	(172)	46%	(232)	9%	(47)	10%	(50)	502
2018 House Vote: Democrat	46%	(363)	37%	(295)	13%	(99)	4%	(34)	791
2018 House Vote: Republican	46%	(275)	42%	(250)	10%	(57)	3%	(17)	599
2018 House Vote: Didn't Vote	38%	(295)	43%	(332)	11%	(86)	8%	(66)	779

Continued on next page

**Table MCBR4\_3:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
The cheerful themes of most holiday ads

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
Adults	43%	(950)	40%	(894)	11%	(249)	5%	(122)	2215
4-Region: Northeast	46%	(178)	38%	(145)	11%	(44)	4%	(16)	383
4-Region: Midwest	37%	(171)	40%	(184)	17%	(77)	6%	(26)	458
4-Region: South	47%	(399)	40%	(339)	8%	(66)	5%	(42)	846
4-Region: West	38%	(201)	43%	(227)	12%	(63)	7%	(37)	528

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

**Table MCBR4\_4:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Feeling nostalgia for advertisements you've seen in previous years

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(833)	41%	(911)	14%	(306)	7%	(165)	2215
Gender: Male	35%	(380)	40%	(426)	16%	(172)	9%	(92)	1070
Gender: Female	40%	(453)	42%	(485)	12%	(134)	6%	(73)	1145
Age: 18-34	42%	(267)	36%	(234)	15%	(95)	7%	(47)	643
Age: 35-44	37%	(137)	43%	(159)	12%	(45)	7%	(26)	366
Age: 45-64	40%	(283)	42%	(298)	12%	(88)	6%	(46)	715
Age: 65+	30%	(145)	45%	(220)	16%	(79)	9%	(45)	490
GenZers: 1997-2012	44%	(102)	33%	(77)	16%	(36)	7%	(15)	231
Millennials: 1981-1996	40%	(265)	40%	(265)	14%	(90)	7%	(46)	666
GenXers: 1965-1980	37%	(194)	41%	(214)	14%	(72)	8%	(41)	521
Baby Boomers: 1946-1964	35%	(257)	44%	(322)	13%	(91)	8%	(56)	724
PID: Dem (no lean)	40%	(344)	40%	(343)	13%	(110)	6%	(54)	852
PID: Ind (no lean)	33%	(219)	39%	(261)	17%	(113)	12%	(79)	672
PID: Rep (no lean)	39%	(270)	44%	(307)	12%	(83)	5%	(32)	692
PID/Gender: Dem Men	38%	(164)	42%	(178)	14%	(59)	6%	(25)	427
PID/Gender: Dem Women	42%	(180)	39%	(165)	12%	(51)	7%	(29)	425
PID/Gender: Ind Men	29%	(91)	35%	(110)	21%	(66)	15%	(48)	317
PID/Gender: Ind Women	36%	(127)	42%	(151)	13%	(46)	9%	(31)	355
PID/Gender: Rep Men	38%	(125)	42%	(137)	14%	(47)	6%	(18)	327
PID/Gender: Rep Women	40%	(146)	46%	(170)	10%	(36)	4%	(13)	365
Ideo: Liberal (1-3)	40%	(264)	40%	(264)	12%	(79)	8%	(55)	662
Ideo: Moderate (4)	38%	(254)	40%	(266)	14%	(94)	7%	(47)	660
Ideo: Conservative (5-7)	38%	(272)	44%	(315)	14%	(98)	4%	(30)	716
Educ: < College	37%	(529)	41%	(585)	15%	(212)	8%	(115)	1440
Educ: Bachelors degree	39%	(190)	44%	(217)	12%	(59)	5%	(26)	492
Educ: Post-grad	40%	(114)	39%	(109)	13%	(36)	8%	(24)	283
Income: Under 50k	36%	(405)	41%	(462)	15%	(175)	8%	(95)	1138
Income: 50k-100k	40%	(272)	42%	(290)	13%	(88)	5%	(37)	686
Income: 100k+	40%	(156)	41%	(159)	11%	(43)	8%	(33)	391
Ethnicity: White	37%	(642)	42%	(722)	13%	(223)	7%	(128)	1715
Ethnicity: Hispanic	40%	(149)	40%	(151)	13%	(48)	7%	(28)	375

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**Table MCBR4\_4:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
 Feeling nostalgic for advertisements you've seen in previous years

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(833)	41%	(911)	14%	(306)	7%	(165)	2215
Ethnicity: Black	42%	(118)	35%	(98)	16%	(45)	8%	(22)	283
Ethnicity: Other	33%	(73)	42%	(91)	18%	(38)	7%	(15)	217
All Christian	42%	(412)	41%	(402)	12%	(114)	5%	(51)	978
All Non-Christian	34%	(42)	43%	(53)	12%	(15)	11%	(14)	124
Atheist	28%	(31)	42%	(48)	21%	(24)	9%	(10)	113
Agnostic/Nothing in particular	33%	(184)	42%	(235)	16%	(91)	9%	(50)	560
Something Else	37%	(164)	39%	(173)	14%	(62)	9%	(39)	439
Religious Non-Protestant/Catholic	35%	(48)	42%	(57)	12%	(16)	11%	(15)	137
Evangelical	42%	(233)	40%	(222)	12%	(65)	6%	(34)	554
Non-Evangelical	40%	(330)	40%	(331)	13%	(110)	6%	(53)	823
Community: Urban	36%	(239)	39%	(254)	15%	(100)	9%	(62)	655
Community: Suburban	38%	(392)	43%	(445)	13%	(140)	6%	(62)	1039
Community: Rural	39%	(202)	41%	(212)	13%	(66)	8%	(41)	521
Employ: Private Sector	40%	(289)	44%	(315)	12%	(83)	5%	(35)	722
Employ: Government	43%	(54)	35%	(43)	10%	(12)	13%	(16)	125
Employ: Self-Employed	39%	(74)	38%	(71)	14%	(26)	9%	(18)	188
Employ: Homemaker	43%	(67)	34%	(54)	16%	(26)	7%	(11)	157
Employ: Student	46%	(31)	37%	(25)	14%	(10)	3%	(2)	67
Employ: Retired	33%	(182)	44%	(243)	15%	(84)	9%	(47)	556
Employ: Unemployed	35%	(88)	40%	(100)	17%	(42)	9%	(23)	253
Employ: Other	33%	(47)	41%	(60)	17%	(24)	9%	(13)	145
Military HH: Yes	35%	(106)	41%	(124)	17%	(50)	7%	(21)	301
Military HH: No	38%	(727)	41%	(787)	13%	(256)	7%	(143)	1914
RD/WT: Right Direction	40%	(267)	42%	(280)	12%	(82)	6%	(43)	672
RD/WT: Wrong Track	37%	(566)	41%	(631)	15%	(224)	8%	(122)	1543
Biden Job Approve	40%	(393)	40%	(387)	13%	(124)	7%	(71)	976
Biden Job Disapprove	37%	(427)	43%	(486)	14%	(156)	6%	(73)	1142

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**Table MCBR4\_4:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Feeling nostalgic for advertisements you've seen in previous years

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(833)	41%	(911)	14%	(306)	7%	(165)	2215
Biden Job Strongly Approve	45%	(185)	36%	(149)	12%	(48)	7%	(29)	411
Biden Job Somewhat Approve	37%	(207)	42%	(239)	14%	(76)	8%	(42)	565
Biden Job Somewhat Disapprove	35%	(122)	45%	(155)	14%	(49)	6%	(20)	346
Biden Job Strongly Disapprove	38%	(305)	42%	(331)	14%	(108)	7%	(53)	796
Favorable of Biden	39%	(398)	40%	(408)	13%	(129)	7%	(75)	1010
Unfavorable of Biden	37%	(413)	43%	(477)	13%	(149)	6%	(71)	1109
Very Favorable of Biden	44%	(193)	36%	(160)	14%	(64)	6%	(27)	444
Somewhat Favorable of Biden	36%	(204)	44%	(249)	11%	(65)	9%	(49)	566
Somewhat Unfavorable of Biden	33%	(98)	48%	(139)	13%	(38)	6%	(16)	292
Very Unfavorable of Biden	39%	(315)	41%	(337)	14%	(111)	7%	(55)	818
#1 Issue: Economy	41%	(361)	41%	(361)	13%	(117)	6%	(49)	888
#1 Issue: Security	35%	(74)	48%	(100)	11%	(23)	5%	(10)	207
#1 Issue: Health Care	45%	(75)	36%	(60)	14%	(24)	4%	(7)	165
#1 Issue: Medicare / Social Security	27%	(76)	47%	(135)	17%	(49)	9%	(25)	285
#1 Issue: Women's Issues	41%	(137)	38%	(127)	12%	(40)	8%	(28)	332
#1 Issue: Education	40%	(27)	47%	(32)	7%	(5)	5%	(4)	68
#1 Issue: Energy	41%	(55)	35%	(47)	16%	(22)	7%	(10)	134
#1 Issue: Other	21%	(28)	36%	(49)	20%	(27)	24%	(32)	136
2022 House Vote: Democrat	40%	(359)	39%	(355)	13%	(121)	7%	(67)	901
2022 House Vote: Republican	40%	(263)	43%	(282)	12%	(80)	5%	(35)	660
2022 House Vote: Someone else	35%	(21)	38%	(23)	14%	(8)	12%	(7)	60
2022 House Vote: Didn't Vote	32%	(190)	42%	(251)	16%	(97)	9%	(55)	594
2020 Vote: Joe Biden	40%	(361)	39%	(357)	13%	(117)	8%	(71)	906
2020 Vote: Donald Trump	40%	(287)	44%	(315)	12%	(87)	5%	(33)	723
2020 Vote: Other	43%	(36)	34%	(28)	16%	(13)	8%	(7)	84
2020 Vote: Didn't Vote	30%	(149)	42%	(210)	18%	(89)	11%	(54)	502
2018 House Vote: Democrat	40%	(317)	39%	(311)	13%	(105)	7%	(57)	791
2018 House Vote: Republican	42%	(251)	42%	(254)	11%	(68)	4%	(26)	599
2018 House Vote: Didn't Vote	33%	(254)	42%	(327)	16%	(121)	10%	(77)	779

Continued on next page

**Table MCBR4\_4:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
Feeling nostalgia for advertisements you've seen in previous years

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(833)	41%	(911)	14%	(306)	7%	(165)	2215
4-Region: Northeast	37%	(144)	40%	(152)	16%	(60)	7%	(28)	383
4-Region: Midwest	37%	(167)	40%	(185)	16%	(74)	7%	(31)	458
4-Region: South	41%	(346)	40%	(335)	13%	(110)	7%	(56)	846
4-Region: West	33%	(176)	45%	(239)	12%	(63)	9%	(50)	528

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

**Table MCBR4\_5: To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?**

Other

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(212)	25%	(204)	18%	(148)	31%	(252)	816
Gender: Male	22%	(90)	28%	(114)	19%	(75)	31%	(126)	406
Gender: Female	30%	(121)	22%	(91)	18%	(73)	31%	(126)	411
Age: 18-34	26%	(77)	27%	(79)	19%	(56)	27%	(79)	291
Age: 35-44	27%	(45)	27%	(46)	16%	(28)	30%	(50)	168
Age: 45-64	28%	(67)	21%	(51)	19%	(45)	31%	(74)	237
Age: 65+	19%	(23)	24%	(29)	16%	(20)	41%	(49)	120
GenZers: 1997-2012	25%	(27)	33%	(36)	16%	(18)	26%	(29)	110
Millennials: 1981-1996	27%	(81)	26%	(76)	19%	(55)	28%	(84)	296
GenXers: 1965-1980	29%	(56)	20%	(39)	21%	(41)	31%	(60)	196
Baby Boomers: 1946-1964	23%	(45)	25%	(48)	16%	(31)	36%	(69)	194
PID: Dem (no lean)	28%	(88)	22%	(68)	20%	(62)	31%	(97)	316
PID: Ind (no lean)	24%	(60)	24%	(61)	21%	(53)	31%	(77)	251
PID: Rep (no lean)	25%	(63)	30%	(75)	13%	(33)	31%	(78)	249
PID/Gender: Dem Men	24%	(38)	24%	(39)	19%	(31)	33%	(53)	161
PID/Gender: Dem Women	32%	(50)	19%	(29)	20%	(31)	29%	(45)	155
PID/Gender: Ind Men	23%	(27)	22%	(26)	21%	(24)	34%	(39)	116
PID/Gender: Ind Women	25%	(33)	26%	(35)	21%	(29)	28%	(38)	135
PID/Gender: Rep Men	20%	(25)	38%	(49)	15%	(20)	27%	(34)	128
PID/Gender: Rep Women	31%	(38)	21%	(26)	11%	(14)	36%	(43)	121
Ideo: Liberal (1-3)	27%	(60)	24%	(54)	16%	(35)	33%	(74)	222
Ideo: Moderate (4)	29%	(72)	23%	(59)	19%	(48)	29%	(72)	251
Ideo: Conservative (5-7)	25%	(61)	27%	(67)	18%	(44)	31%	(76)	247
Educ: < College	25%	(145)	25%	(145)	21%	(121)	29%	(168)	580
Educ: Bachelors degree	27%	(42)	29%	(46)	11%	(17)	33%	(52)	156
Educ: Post-grad	30%	(24)	17%	(13)	13%	(10)	40%	(33)	81
Income: Under 50k	25%	(116)	22%	(105)	20%	(95)	32%	(152)	469
Income: 50k-100k	27%	(66)	30%	(73)	15%	(37)	27%	(66)	242
Income: 100k+	28%	(29)	25%	(26)	15%	(16)	32%	(34)	106
Ethnicity: White	26%	(149)	23%	(133)	17%	(97)	35%	(202)	582
Ethnicity: Hispanic	30%	(42)	20%	(28)	22%	(31)	28%	(39)	140

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**Table MCBR4\_5:** To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?  
 Other

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(212)	25%	(204)	18%	(148)	31%	(252)	816
Ethnicity: Black	30%	(41)	35%	(49)	16%	(22)	19%	(26)	139
Ethnicity: Other	22%	(21)	23%	(22)	30%	(29)	25%	(23)	96
All Christian	29%	(86)	27%	(81)	13%	(38)	32%	(94)	299
Agnostic/Nothing in particular	25%	(59)	22%	(52)	22%	(52)	31%	(74)	237
Something Else	25%	(50)	29%	(59)	19%	(38)	28%	(58)	205
Evangelical	32%	(66)	26%	(55)	17%	(34)	25%	(52)	207
Non-Evangelical	24%	(67)	26%	(72)	15%	(42)	35%	(97)	278
Community: Urban	20%	(50)	29%	(73)	17%	(43)	33%	(84)	250
Community: Suburban	28%	(100)	24%	(86)	19%	(70)	28%	(101)	358
Community: Rural	29%	(61)	22%	(45)	17%	(36)	32%	(67)	209
Employ: Private Sector	30%	(83)	27%	(74)	13%	(36)	30%	(81)	274
Employ: Government	34%	(17)	29%	(15)	10%	(5)	27%	(13)	50
Employ: Self-Employed	25%	(19)	27%	(19)	16%	(12)	32%	(24)	73
Employ: Homemaker	36%	(20)	12%	(7)	26%	(14)	25%	(14)	55
Employ: Retired	16%	(24)	24%	(35)	19%	(29)	41%	(60)	148
Employ: Unemployed	21%	(23)	19%	(21)	29%	(32)	30%	(33)	111
Employ: Other	27%	(20)	28%	(20)	19%	(14)	27%	(20)	74
Military HH: Yes	20%	(22)	26%	(29)	19%	(21)	35%	(39)	110
Military HH: No	27%	(190)	25%	(176)	18%	(128)	30%	(213)	706
RD/WT: Right Direction	27%	(66)	26%	(65)	17%	(43)	30%	(74)	248
RD/WT: Wrong Track	26%	(145)	25%	(139)	19%	(106)	31%	(178)	568
Biden Job Approve	27%	(90)	23%	(76)	20%	(66)	30%	(101)	333
Biden Job Disapprove	27%	(114)	26%	(110)	17%	(71)	30%	(125)	421
Biden Job Strongly Approve	28%	(40)	25%	(35)	16%	(22)	32%	(45)	142
Biden Job Somewhat Approve	26%	(50)	22%	(41)	23%	(44)	29%	(56)	192
Biden Job Somewhat Disapprove	20%	(28)	27%	(37)	21%	(30)	32%	(45)	140
Biden Job Strongly Disapprove	31%	(86)	26%	(73)	15%	(41)	29%	(81)	281
Favorable of Biden	28%	(99)	23%	(83)	19%	(68)	30%	(106)	356
Unfavorable of Biden	26%	(106)	26%	(107)	17%	(68)	31%	(128)	409

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**Table MCBR4\_5: To what extent do you like or dislike the following aspects of holiday advertising and marketing campaigns?**

Other

Demographic	Like a lot		Like a little		Don't like too much		Don't like at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(212)	25%	(204)	18%	(148)	31%	(252)	816
Very Favorable of Biden	29%	(47)	25%	(41)	19%	(30)	27%	(45)	163
Somewhat Favorable of Biden	27%	(52)	22%	(42)	19%	(38)	32%	(62)	193
Somewhat Unfavorable of Biden	20%	(24)	29%	(34)	21%	(25)	31%	(37)	120
Very Unfavorable of Biden	28%	(82)	25%	(73)	15%	(43)	32%	(92)	290
#1 Issue: Economy	31%	(105)	23%	(80)	19%	(64)	27%	(95)	345
#1 Issue: Security	17%	(11)	47%	(30)	13%	(9)	23%	(15)	64
#1 Issue: Health Care	28%	(17)	22%	(14)	14%	(9)	36%	(22)	61
#1 Issue: Medicare / Social Security	22%	(20)	21%	(19)	31%	(29)	26%	(24)	92
#1 Issue: Women's Issues	27%	(34)	22%	(28)	19%	(23)	33%	(41)	126
#1 Issue: Other	16%	(10)	20%	(12)	13%	(8)	51%	(31)	60
2022 House Vote: Democrat	24%	(72)	23%	(70)	17%	(52)	36%	(107)	301
2022 House Vote: Republican	26%	(58)	28%	(62)	17%	(39)	29%	(65)	225
2022 House Vote: Didnt Vote	27%	(73)	26%	(68)	20%	(52)	27%	(72)	266
2020 Vote: Joe Biden	27%	(83)	20%	(61)	18%	(55)	35%	(105)	304
2020 Vote: Donald Trump	26%	(65)	29%	(73)	14%	(34)	31%	(77)	249
2020 Vote: Didn't Vote	24%	(57)	28%	(65)	22%	(51)	26%	(61)	233
2018 House Vote: Democrat	25%	(68)	20%	(53)	19%	(51)	37%	(100)	273
2018 House Vote: Republican	31%	(57)	23%	(42)	16%	(29)	31%	(56)	184
2018 House Vote: Didnt Vote	24%	(80)	31%	(105)	19%	(64)	27%	(91)	340
4-Region: Northeast	25%	(35)	27%	(39)	18%	(26)	30%	(43)	144
4-Region: Midwest	20%	(33)	24%	(40)	19%	(31)	37%	(61)	165
4-Region: South	31%	(106)	24%	(80)	19%	(63)	26%	(90)	339
4-Region: West	22%	(37)	27%	(46)	17%	(28)	34%	(58)	169

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

**Table MCBR5: Do you typically find holiday themed advertisements and marketing campaigns enjoyable or annoying?**

Demographic	Mostly enjoyable	Somewhat enjoyable	Somewhat annoying	Mostly annoying	Don't know / No opinion	Total N
Adults	31% (689)	39% (873)	15% (332)	9% (196)	6% (126)	2215
Gender: Male	28% (297)	40% (430)	16% (170)	11% (116)	5% (57)	1070
Gender: Female	34% (393)	39% (442)	14% (162)	7% (79)	6% (70)	1145
Age: 18-34	36% (231)	38% (245)	13% (81)	8% (53)	5% (33)	643
Age: 35-44	38% (141)	38% (140)	10% (35)	9% (33)	5% (18)	366
Age: 45-64	29% (206)	41% (295)	16% (112)	8% (57)	6% (45)	715
Age: 65+	23% (111)	39% (193)	21% (103)	11% (52)	6% (31)	490
GenZers: 1997-2012	32% (74)	38% (87)	17% (40)	8% (19)	4% (10)	231
Millennials: 1981-1996	39% (263)	36% (242)	10% (66)	8% (56)	6% (39)	666
GenXers: 1965-1980	31% (164)	39% (204)	14% (73)	9% (49)	6% (31)	521
Baby Boomers: 1946-1964	24% (176)	43% (308)	18% (133)	9% (62)	6% (45)	724
PID: Dem (no lean)	35% (299)	39% (333)	14% (123)	7% (62)	4% (35)	852
PID: Ind (no lean)	23% (157)	39% (265)	15% (102)	13% (84)	9% (63)	672
PID: Rep (no lean)	34% (233)	40% (274)	15% (107)	7% (50)	4% (28)	692
PID/Gender: Dem Men	35% (147)	40% (171)	14% (58)	9% (38)	3% (13)	427
PID/Gender: Dem Women	36% (151)	38% (163)	15% (65)	6% (24)	5% (22)	425
PID/Gender: Ind Men	17% (52)	41% (128)	18% (56)	16% (49)	10% (31)	317
PID/Gender: Ind Women	29% (105)	38% (137)	13% (46)	10% (35)	9% (32)	355
PID/Gender: Rep Men	30% (97)	40% (131)	17% (56)	9% (30)	4% (13)	327
PID/Gender: Rep Women	37% (137)	39% (143)	14% (51)	5% (20)	4% (15)	365
Ideo: Liberal (1-3)	33% (216)	40% (262)	14% (91)	11% (71)	3% (23)	662
Ideo: Moderate (4)	30% (198)	42% (277)	15% (100)	7% (47)	6% (39)	660
Ideo: Conservative (5-7)	32% (227)	39% (283)	17% (123)	8% (57)	4% (26)	716
Educ: < College	31% (441)	38% (547)	15% (220)	9% (131)	7% (101)	1440
Educ: Bachelors degree	31% (151)	45% (221)	14% (69)	7% (34)	3% (17)	492
Educ: Post-grad	34% (97)	37% (104)	15% (43)	11% (31)	3% (8)	283
Income: Under 50k	29% (327)	38% (429)	15% (173)	9% (105)	9% (103)	1138
Income: 50k-100k	32% (216)	42% (291)	16% (109)	8% (55)	2% (14)	686
Income: 100k+	37% (146)	39% (152)	13% (49)	9% (35)	2% (9)	391
Ethnicity: White	31% (524)	39% (676)	16% (270)	10% (165)	5% (79)	1715
Ethnicity: Hispanic	34% (129)	41% (152)	13% (47)	5% (19)	7% (28)	375
Ethnicity: Black	39% (111)	35% (99)	9% (25)	4% (12)	13% (36)	283

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**Table MCBR5:** Do you typically find holiday themed advertisements and marketing campaigns enjoyable or annoying?

Demographic	Mostly enjoyable		Somewhat enjoyable		Somewhat annoying		Mostly annoying		Don't know / No opinion		Total N
Adults	31%	(689)	39%	(873)	15%	(332)	9%	(196)	6%	(126)	2215
Ethnicity: Other	25%	(55)	45%	(97)	17%	(36)	9%	(19)	5%	(10)	217
All Christian	34%	(334)	42%	(415)	13%	(131)	6%	(58)	4%	(40)	978
All Non-Christian	28%	(35)	37%	(46)	21%	(27)	10%	(13)	3%	(3)	124
Atheist	18%	(20)	36%	(41)	23%	(26)	18%	(21)	5%	(5)	113
Agnostic/Nothing in particular	26%	(148)	37%	(209)	17%	(97)	13%	(71)	6%	(36)	560
Something Else	35%	(152)	37%	(161)	11%	(50)	8%	(33)	10%	(42)	439
Religious Non-Protestant/Catholic	28%	(38)	40%	(54)	20%	(27)	10%	(14)	2%	(3)	137
Evangelical	37%	(207)	40%	(219)	10%	(58)	5%	(26)	8%	(44)	554
Non-Evangelical	33%	(271)	41%	(334)	14%	(119)	7%	(61)	5%	(38)	823
Community: Urban	31%	(206)	39%	(255)	12%	(76)	11%	(75)	7%	(44)	655
Community: Suburban	30%	(316)	39%	(409)	17%	(182)	8%	(80)	5%	(52)	1039
Community: Rural	32%	(167)	40%	(209)	14%	(74)	8%	(41)	6%	(30)	521
Employ: Private Sector	36%	(263)	41%	(297)	12%	(87)	7%	(50)	3%	(25)	722
Employ: Government	35%	(44)	46%	(58)	10%	(13)	7%	(9)	1%	(1)	125
Employ: Self-Employed	30%	(56)	35%	(66)	15%	(29)	15%	(28)	5%	(9)	188
Employ: Homemaker	45%	(71)	33%	(52)	11%	(17)	6%	(10)	5%	(8)	157
Employ: Student	41%	(28)	35%	(24)	15%	(10)	6%	(4)	2%	(2)	67
Employ: Retired	23%	(128)	40%	(225)	21%	(116)	10%	(53)	6%	(34)	556
Employ: Unemployed	22%	(55)	38%	(96)	17%	(44)	10%	(26)	13%	(34)	253
Employ: Other	30%	(43)	38%	(55)	11%	(16)	11%	(16)	10%	(15)	145
Military HH: Yes	31%	(93)	37%	(112)	16%	(49)	10%	(29)	6%	(18)	301
Military HH: No	31%	(596)	40%	(761)	15%	(282)	9%	(166)	6%	(108)	1914
RD/WT: Right Direction	34%	(232)	41%	(278)	13%	(88)	6%	(42)	5%	(33)	672
RD/WT: Wrong Track	30%	(457)	39%	(595)	16%	(244)	10%	(154)	6%	(93)	1543
Biden Job Approve	35%	(344)	40%	(391)	13%	(129)	7%	(72)	4%	(40)	976
Biden Job Disapprove	29%	(328)	40%	(454)	17%	(191)	10%	(110)	5%	(60)	1142
Biden Job Strongly Approve	44%	(183)	33%	(135)	13%	(52)	7%	(30)	3%	(11)	411
Biden Job Somewhat Approve	28%	(161)	45%	(256)	14%	(77)	7%	(42)	5%	(28)	565
Biden Job Somewhat Disapprove	28%	(95)	41%	(143)	18%	(61)	8%	(29)	5%	(18)	346
Biden Job Strongly Disapprove	29%	(233)	39%	(311)	16%	(130)	10%	(80)	5%	(42)	796

Continued on next page

**Table MCBR5: Do you typically find holiday themed advertisements and marketing campaigns enjoyable or annoying?**

Demographic	Mostly enjoyable		Somewhat enjoyable		Somewhat annoying		Mostly annoying		Don't know / No opinion		Total N
Adults	31%	(689)	39%	(873)	15%	(332)	9%	(196)	6%	(126)	2215
Favorable of Biden	35%	(357)	39%	(391)	14%	(139)	8%	(78)	5%	(46)	1010
Unfavorable of Biden	29%	(317)	40%	(448)	16%	(178)	10%	(108)	5%	(57)	1109
Very Favorable of Biden	41%	(183)	35%	(157)	13%	(59)	7%	(32)	3%	(13)	444
Somewhat Favorable of Biden	31%	(174)	41%	(233)	14%	(80)	8%	(46)	6%	(33)	566
Somewhat Unfavorable of Biden	27%	(79)	45%	(133)	15%	(43)	7%	(20)	6%	(17)	292
Very Unfavorable of Biden	29%	(238)	39%	(316)	17%	(136)	11%	(88)	5%	(40)	818
#1 Issue: Economy	33%	(293)	39%	(342)	15%	(129)	8%	(73)	6%	(51)	888
#1 Issue: Security	29%	(60)	41%	(85)	17%	(36)	8%	(16)	5%	(10)	207
#1 Issue: Health Care	33%	(55)	47%	(77)	10%	(17)	7%	(12)	3%	(5)	165
#1 Issue: Medicare / Social Security	20%	(56)	43%	(122)	21%	(61)	8%	(24)	8%	(22)	285
#1 Issue: Women's Issues	36%	(121)	37%	(123)	14%	(46)	8%	(28)	4%	(15)	332
#1 Issue: Education	32%	(22)	43%	(29)	12%	(8)	9%	(6)	5%	(4)	68
#1 Issue: Energy	42%	(56)	33%	(44)	11%	(15)	10%	(14)	4%	(6)	134
#1 Issue: Other	20%	(27)	37%	(51)	15%	(20)	18%	(24)	11%	(14)	136
2022 House Vote: Democrat	32%	(292)	40%	(357)	14%	(130)	9%	(84)	4%	(37)	901
2022 House Vote: Republican	32%	(210)	42%	(275)	15%	(99)	8%	(53)	4%	(23)	660
2022 House Vote: Someone else	40%	(24)	27%	(16)	19%	(12)	12%	(7)	1%	(1)	60
2022 House Vote: Didn't Vote	27%	(163)	38%	(224)	15%	(91)	9%	(51)	11%	(65)	594
2020 Vote: Joe Biden	34%	(305)	38%	(344)	16%	(144)	9%	(78)	4%	(37)	906
2020 Vote: Donald Trump	32%	(234)	41%	(300)	15%	(106)	8%	(60)	3%	(23)	723
2020 Vote: Other	29%	(24)	33%	(28)	20%	(17)	14%	(12)	3%	(3)	84
2020 Vote: Didn't Vote	25%	(126)	40%	(201)	13%	(66)	9%	(46)	13%	(63)	502
2018 House Vote: Democrat	32%	(256)	40%	(315)	15%	(119)	8%	(65)	5%	(37)	791
2018 House Vote: Republican	33%	(196)	42%	(251)	14%	(85)	8%	(50)	3%	(16)	599
2018 House Vote: Didn't Vote	29%	(225)	38%	(295)	15%	(118)	9%	(70)	9%	(71)	779
4-Region: Northeast	31%	(120)	38%	(147)	16%	(62)	10%	(37)	5%	(18)	383
4-Region: Midwest	27%	(125)	40%	(184)	15%	(69)	9%	(41)	8%	(38)	458
4-Region: South	35%	(298)	38%	(320)	14%	(117)	7%	(60)	6%	(51)	846
4-Region: West	28%	(147)	42%	(221)	16%	(84)	11%	(57)	4%	(19)	528

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

**Table MCBR6:** *How important, if at all, is it for advertisements to have general holiday themed messaging instead of just focusing on Christmas?*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	23%	(514)	34%	(747)	20%	(443)	15%	(334)	8%	(177)	2215
Gender: Male	20%	(213)	35%	(370)	20%	(209)	18%	(196)	8%	(82)	1070
Gender: Female	26%	(301)	33%	(377)	20%	(234)	12%	(138)	8%	(95)	1145
Age: 18-34	30%	(192)	37%	(237)	15%	(98)	10%	(65)	8%	(52)	643
Age: 35-44	25%	(91)	32%	(119)	20%	(72)	16%	(58)	7%	(27)	366
Age: 45-64	22%	(160)	33%	(239)	22%	(155)	15%	(108)	7%	(54)	715
Age: 65+	14%	(71)	31%	(152)	24%	(118)	21%	(104)	9%	(45)	490
GenZers: 1997-2012	31%	(72)	39%	(89)	13%	(31)	8%	(19)	9%	(20)	231
Millennials: 1981-1996	27%	(182)	34%	(229)	18%	(118)	12%	(83)	8%	(54)	666
GenXers: 1965-1980	24%	(122)	31%	(162)	23%	(119)	15%	(78)	7%	(39)	521
Baby Boomers: 1946-1964	17%	(125)	34%	(248)	21%	(154)	19%	(138)	8%	(60)	724
PID: Dem (no lean)	29%	(249)	38%	(328)	19%	(165)	8%	(65)	5%	(45)	852
PID: Ind (no lean)	20%	(131)	32%	(218)	18%	(124)	17%	(113)	13%	(86)	672
PID: Rep (no lean)	19%	(134)	29%	(202)	22%	(155)	23%	(156)	7%	(46)	692
PID/Gender: Dem Men	26%	(111)	41%	(176)	18%	(77)	9%	(39)	5%	(23)	427
PID/Gender: Dem Women	32%	(138)	36%	(151)	21%	(87)	6%	(26)	5%	(22)	425
PID/Gender: Ind Men	12%	(38)	32%	(102)	21%	(67)	22%	(70)	12%	(39)	317
PID/Gender: Ind Women	26%	(93)	33%	(116)	16%	(57)	12%	(44)	13%	(46)	355
PID/Gender: Rep Men	19%	(63)	28%	(92)	20%	(65)	27%	(88)	6%	(19)	327
PID/Gender: Rep Women	19%	(71)	30%	(110)	25%	(90)	19%	(68)	7%	(27)	365
Ideo: Liberal (1-3)	32%	(212)	36%	(240)	18%	(120)	8%	(54)	6%	(37)	662
Ideo: Moderate (4)	21%	(136)	38%	(249)	21%	(141)	13%	(88)	7%	(47)	660
Ideo: Conservative (5-7)	17%	(124)	29%	(210)	23%	(163)	24%	(173)	6%	(46)	716
Educ: < College	24%	(339)	32%	(466)	20%	(282)	14%	(208)	10%	(145)	1440
Educ: Bachelors degree	20%	(101)	37%	(181)	22%	(106)	16%	(78)	5%	(26)	492
Educ: Post-grad	26%	(74)	35%	(100)	20%	(56)	17%	(48)	2%	(5)	283
Income: Under 50k	24%	(269)	34%	(387)	17%	(198)	14%	(160)	11%	(124)	1138
Income: 50k-100k	22%	(152)	35%	(238)	22%	(148)	16%	(110)	6%	(39)	686
Income: 100k+	24%	(93)	31%	(121)	25%	(98)	17%	(65)	4%	(14)	391
Ethnicity: White	21%	(367)	33%	(570)	21%	(368)	16%	(281)	8%	(129)	1715
Ethnicity: Hispanic	28%	(105)	37%	(138)	16%	(62)	11%	(41)	8%	(28)	375
Ethnicity: Black	31%	(89)	33%	(94)	15%	(42)	9%	(26)	12%	(33)	283

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**Table MCBR6:** How important, if at all, is it for advertisements to have general holiday themed messaging instead of just focusing on Christmas?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	23%	(514)	34%	(747)	20%	(443)	15%	(334)	8%	(177)	2215
Ethnicity: Other	26%	(58)	38%	(83)	16%	(34)	13%	(28)	7%	(15)	217
All Christian	21%	(208)	32%	(315)	22%	(216)	18%	(176)	6%	(63)	978
All Non-Christian	43%	(53)	33%	(41)	13%	(16)	8%	(10)	3%	(4)	124
Atheist	23%	(26)	32%	(36)	23%	(26)	16%	(18)	6%	(7)	113
Agnostic/Nothing in particular	20%	(113)	36%	(200)	19%	(107)	14%	(78)	11%	(60)	560
Something Else	26%	(113)	35%	(154)	18%	(78)	12%	(51)	10%	(44)	439
Religious Non-Protestant/Catholic	39%	(53)	35%	(48)	13%	(17)	10%	(14)	3%	(4)	137
Evangelical	27%	(149)	29%	(162)	18%	(102)	17%	(96)	8%	(45)	554
Non-Evangelical	20%	(164)	35%	(289)	23%	(187)	15%	(123)	7%	(60)	823
Community: Urban	30%	(194)	34%	(221)	16%	(104)	11%	(71)	10%	(66)	655
Community: Suburban	20%	(207)	33%	(345)	24%	(247)	17%	(174)	6%	(65)	1039
Community: Rural	22%	(112)	35%	(181)	18%	(92)	17%	(90)	9%	(46)	521
Employ: Private Sector	26%	(191)	34%	(247)	20%	(148)	13%	(97)	6%	(40)	722
Employ: Government	23%	(29)	41%	(52)	17%	(21)	17%	(21)	2%	(3)	125
Employ: Self-Employed	25%	(47)	38%	(72)	15%	(29)	14%	(26)	8%	(15)	188
Employ: Homemaker	34%	(54)	31%	(49)	15%	(24)	12%	(20)	7%	(10)	157
Employ: Student	30%	(20)	36%	(24)	23%	(16)	4%	(3)	6%	(4)	67
Employ: Retired	14%	(78)	31%	(174)	24%	(134)	22%	(121)	9%	(49)	556
Employ: Unemployed	20%	(51)	34%	(86)	19%	(49)	14%	(36)	12%	(31)	253
Employ: Other	30%	(44)	30%	(43)	15%	(22)	7%	(10)	18%	(26)	145
Military HH: Yes	20%	(59)	32%	(95)	22%	(67)	19%	(57)	8%	(23)	301
Military HH: No	24%	(455)	34%	(652)	20%	(377)	15%	(278)	8%	(153)	1914
RD/WT: Right Direction	32%	(215)	37%	(249)	18%	(120)	7%	(46)	6%	(43)	672
RD/WT: Wrong Track	19%	(299)	32%	(498)	21%	(323)	19%	(289)	9%	(134)	1543
Biden Job Approve	31%	(305)	36%	(353)	19%	(187)	7%	(70)	6%	(61)	976
Biden Job Disapprove	17%	(195)	33%	(372)	21%	(240)	23%	(259)	7%	(76)	1142
Biden Job Strongly Approve	40%	(163)	29%	(121)	19%	(77)	8%	(33)	4%	(18)	411
Biden Job Somewhat Approve	25%	(142)	41%	(232)	19%	(110)	7%	(38)	8%	(44)	565
Biden Job Somewhat Disapprove	17%	(59)	44%	(153)	21%	(74)	12%	(42)	5%	(18)	346
Biden Job Strongly Disapprove	17%	(137)	27%	(218)	21%	(166)	27%	(217)	7%	(59)	796

Continued on next page

**Table MCBR6:** How important, if at all, is it for advertisements to have general holiday themed messaging instead of just focusing on Christmas?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	23%	(514)	34%	(747)	20%	(443)	15%	(334)	8%	(177)	2215
Favorable of Biden	30%	(302)	37%	(370)	20%	(200)	7%	(75)	6%	(63)	1010
Unfavorable of Biden	17%	(192)	32%	(357)	20%	(226)	23%	(252)	7%	(82)	1109
Very Favorable of Biden	40%	(177)	31%	(139)	17%	(77)	7%	(29)	5%	(23)	444
Somewhat Favorable of Biden	22%	(125)	41%	(231)	22%	(123)	8%	(46)	7%	(41)	566
Somewhat Unfavorable of Biden	19%	(54)	41%	(121)	20%	(58)	14%	(40)	6%	(18)	292
Very Unfavorable of Biden	17%	(138)	29%	(236)	20%	(168)	26%	(212)	8%	(65)	818
#1 Issue: Economy	19%	(169)	35%	(312)	22%	(195)	17%	(150)	7%	(61)	888
#1 Issue: Security	21%	(43)	30%	(61)	17%	(36)	26%	(54)	6%	(13)	207
#1 Issue: Health Care	38%	(62)	30%	(50)	20%	(32)	9%	(15)	3%	(6)	165
#1 Issue: Medicare / Social Security	16%	(46)	34%	(95)	24%	(69)	15%	(41)	11%	(32)	285
#1 Issue: Women's Issues	32%	(105)	37%	(122)	18%	(60)	6%	(21)	7%	(24)	332
#1 Issue: Education	20%	(14)	50%	(34)	14%	(9)	12%	(8)	5%	(3)	68
#1 Issue: Energy	37%	(50)	32%	(42)	15%	(20)	11%	(15)	5%	(7)	134
#1 Issue: Other	18%	(24)	22%	(29)	16%	(22)	22%	(30)	23%	(31)	136
2022 House Vote: Democrat	28%	(256)	37%	(337)	20%	(180)	9%	(77)	6%	(51)	901
2022 House Vote: Republican	19%	(123)	30%	(196)	22%	(146)	23%	(154)	6%	(41)	660
2022 House Vote: Someone else	32%	(19)	25%	(15)	14%	(9)	22%	(13)	7%	(4)	60
2022 House Vote: Didn't Vote	20%	(116)	33%	(199)	18%	(109)	15%	(89)	14%	(81)	594
2020 Vote: Joe Biden	28%	(255)	38%	(340)	20%	(185)	8%	(74)	6%	(52)	906
2020 Vote: Donald Trump	19%	(137)	28%	(205)	22%	(156)	25%	(177)	7%	(48)	723
2020 Vote: Other	17%	(14)	29%	(24)	25%	(21)	23%	(19)	6%	(5)	84
2020 Vote: Didn't Vote	21%	(107)	35%	(177)	16%	(81)	13%	(63)	14%	(72)	502
2018 House Vote: Democrat	29%	(225)	38%	(302)	20%	(162)	9%	(68)	4%	(33)	791
2018 House Vote: Republican	19%	(115)	29%	(173)	22%	(134)	24%	(143)	6%	(34)	599
2018 House Vote: Didn't Vote	21%	(164)	34%	(262)	18%	(137)	14%	(110)	14%	(107)	779
4-Region: Northeast	25%	(94)	35%	(133)	19%	(73)	15%	(58)	7%	(25)	383
4-Region: Midwest	21%	(97)	33%	(152)	18%	(82)	17%	(79)	10%	(48)	458
4-Region: South	28%	(241)	33%	(277)	18%	(156)	13%	(113)	7%	(60)	846
4-Region: West	15%	(82)	35%	(186)	25%	(132)	16%	(84)	8%	(44)	528

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



**Table MCBR7: Would you prefer advertisements to be only Christmas themed, only general holiday themed, or a mix of both?**

Demographic	Christmas themed		General holiday themed		A mix of both Christmas and general holiday themed		Total N
	%	(N)	%	(N)	%	(N)	
Adults	27%	(607)	19%	(416)	54%	(1192)	2215
Gender: Male	32%	(342)	22%	(231)	46%	(497)	1070
Gender: Female	23%	(265)	16%	(185)	61%	(695)	1145
Age: 18-34	25%	(160)	23%	(150)	52%	(334)	643
Age: 35-44	29%	(107)	15%	(56)	55%	(203)	366
Age: 45-64	31%	(219)	14%	(99)	56%	(397)	715
Age: 65+	25%	(121)	23%	(111)	53%	(258)	490
GenZers: 1997-2012	23%	(52)	22%	(51)	55%	(127)	231
Millennials: 1981-1996	27%	(179)	20%	(134)	53%	(353)	666
GenXers: 1965-1980	31%	(164)	14%	(70)	55%	(287)	521
Baby Boomers: 1946-1964	28%	(201)	19%	(137)	53%	(387)	724
PID: Dem (no lean)	18%	(155)	23%	(193)	59%	(504)	852
PID: Ind (no lean)	23%	(154)	19%	(127)	58%	(390)	672
PID: Rep (no lean)	43%	(298)	14%	(95)	43%	(298)	692
PID/Gender: Dem Men	20%	(85)	24%	(101)	56%	(241)	427
PID/Gender: Dem Women	16%	(70)	22%	(92)	62%	(263)	425
PID/Gender: Ind Men	28%	(89)	23%	(72)	49%	(156)	317
PID/Gender: Ind Women	18%	(65)	16%	(55)	66%	(235)	355
PID/Gender: Rep Men	52%	(168)	18%	(57)	31%	(101)	327
PID/Gender: Rep Women	36%	(130)	10%	(38)	54%	(197)	365
Ideo: Liberal (1-3)	18%	(118)	24%	(159)	58%	(385)	662
Ideo: Moderate (4)	26%	(170)	19%	(125)	55%	(366)	660
Ideo: Conservative (5-7)	40%	(290)	14%	(97)	46%	(329)	716
Educ: < College	27%	(390)	18%	(265)	55%	(785)	1440
Educ: Bachelors degree	29%	(144)	19%	(92)	52%	(256)	492
Educ: Post-grad	26%	(73)	21%	(58)	53%	(151)	283
Income: Under 50k	24%	(276)	18%	(206)	58%	(656)	1138
Income: 50k-100k	33%	(227)	20%	(136)	47%	(324)	686
Income: 100k+	26%	(103)	19%	(74)	55%	(213)	391
Ethnicity: White	29%	(500)	17%	(300)	53%	(914)	1715
Ethnicity: Hispanic	31%	(117)	21%	(77)	48%	(180)	375

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**Table MCBR7: Would you prefer advertisements to be only Christmas themed, only general holiday themed, or a mix of both?**

Demographic	Christmas themed		General holiday themed		A mix of both Christmas and general holiday themed		Total N
	%	(N)	%	(N)	%	(N)	
Adults	27%	(607)	19%	(416)	54%	(1192)	2215
Ethnicity: Black	21%	(61)	22%	(61)	57%	(161)	283
Ethnicity: Other	21%	(46)	25%	(54)	54%	(117)	217
All Christian	34%	(331)	15%	(149)	51%	(498)	978
All Non-Christian	23%	(29)	34%	(43)	42%	(53)	124
Atheist	19%	(22)	25%	(28)	56%	(63)	113
Agnostic/Nothing in particular	22%	(122)	19%	(106)	59%	(332)	560
Something Else	24%	(103)	20%	(90)	56%	(246)	439
Religious Non-Protestant/Catholic	22%	(30)	32%	(44)	45%	(62)	137
Evangelical	36%	(202)	12%	(69)	51%	(283)	554
Non-Evangelical	26%	(216)	19%	(160)	54%	(447)	823
Community: Urban	25%	(162)	25%	(161)	51%	(332)	655
Community: Suburban	27%	(285)	17%	(179)	55%	(575)	1039
Community: Rural	31%	(160)	15%	(76)	55%	(285)	521
Employ: Private Sector	33%	(237)	18%	(128)	50%	(358)	722
Employ: Government	27%	(34)	22%	(27)	51%	(64)	125
Employ: Self-Employed	26%	(50)	20%	(37)	54%	(101)	188
Employ: Homemaker	25%	(39)	16%	(25)	59%	(93)	157
Employ: Student	15%	(10)	31%	(21)	53%	(36)	67
Employ: Retired	26%	(147)	20%	(112)	54%	(298)	556
Employ: Unemployed	26%	(65)	19%	(48)	55%	(140)	253
Employ: Other	17%	(25)	12%	(17)	71%	(103)	145
Military HH: Yes	33%	(98)	17%	(52)	50%	(150)	301
Military HH: No	27%	(509)	19%	(363)	54%	(1042)	1914
RD/WT: Right Direction	21%	(145)	21%	(144)	57%	(384)	672
RD/WT: Wrong Track	30%	(463)	18%	(272)	52%	(809)	1543
Biden Job Approve	19%	(182)	23%	(221)	59%	(572)	976
Biden Job Disapprove	36%	(408)	16%	(182)	48%	(552)	1142

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**Table MCBR7: Would you prefer advertisements to be only Christmas themed, only general holiday themed, or a mix of both?**

Demographic	Christmas themed		General holiday themed		A mix of both Christmas and general holiday themed		Total N
	%	(N)	%	(N)	%	(N)	
Adults	27%	(607)	19%	(416)	54%	(1192)	2215
Biden Job Strongly Approve	23%	(93)	22%	(89)	56%	(229)	411
Biden Job Somewhat Approve	16%	(89)	23%	(132)	61%	(344)	565
Biden Job Somewhat Disapprove	25%	(87)	19%	(64)	56%	(195)	346
Biden Job Strongly Disapprove	40%	(321)	15%	(118)	45%	(358)	796
Favorable of Biden	19%	(189)	22%	(222)	59%	(600)	1010
Unfavorable of Biden	36%	(401)	16%	(182)	47%	(526)	1109
Very Favorable of Biden	21%	(95)	22%	(97)	57%	(252)	444
Somewhat Favorable of Biden	17%	(94)	22%	(125)	61%	(348)	566
Somewhat Unfavorable of Biden	25%	(72)	21%	(62)	54%	(158)	292
Very Unfavorable of Biden	40%	(329)	15%	(120)	45%	(368)	818
#1 Issue: Economy	29%	(256)	16%	(142)	55%	(490)	888
#1 Issue: Security	47%	(97)	12%	(26)	41%	(85)	207
#1 Issue: Health Care	23%	(38)	22%	(36)	55%	(91)	165
#1 Issue: Medicare / Social Security	23%	(66)	22%	(62)	55%	(157)	285
#1 Issue: Women's Issues	17%	(58)	22%	(74)	60%	(200)	332
#1 Issue: Education	28%	(19)	22%	(15)	49%	(34)	68
#1 Issue: Energy	25%	(33)	24%	(33)	51%	(69)	134
#1 Issue: Other	30%	(40)	21%	(28)	49%	(67)	136
2022 House Vote: Democrat	16%	(147)	22%	(199)	62%	(555)	901
2022 House Vote: Republican	44%	(290)	13%	(87)	43%	(283)	660
2022 House Vote: Someone else	19%	(11)	25%	(15)	57%	(34)	60
2022 House Vote: Didnt Vote	27%	(160)	19%	(115)	54%	(320)	594
2020 Vote: Joe Biden	18%	(162)	21%	(194)	61%	(551)	906
2020 Vote: Donald Trump	42%	(302)	14%	(99)	45%	(322)	723
2020 Vote: Other	26%	(22)	19%	(16)	55%	(46)	84
2020 Vote: Didn't Vote	24%	(122)	21%	(107)	54%	(273)	502
2018 House Vote: Democrat	18%	(144)	22%	(174)	60%	(473)	791
2018 House Vote: Republican	44%	(261)	13%	(79)	43%	(258)	599
2018 House Vote: Didnt Vote	25%	(194)	20%	(152)	56%	(432)	779

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**Table MCBR7:** *Would you prefer advertisements to be only Christmas themed, only general holiday themed, or a mix of both?*

<b>Demographic</b>	<b>Christmas themed</b>	<b>General holiday themed</b>	<b>A mix of both Christmas and general holiday themed</b>	<b>Total N</b>
Adults	27% (607)	19% (416)	54% (1192)	2215
4-Region: Northeast	28% (109)	22% (83)	50% (192)	383
4-Region: Midwest	27% (123)	21% (95)	52% (239)	458
4-Region: South	26% (224)	16% (138)	57% (485)	846
4-Region: West	29% (152)	19% (100)	52% (276)	528

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

**Table MCBR8:** Would you prefer to purchase products from companies and brands that have only Christmas themed advertisements, only general holiday themed advertisements, or a mix of both?

Demographic	Companies with Christmas themed ads		Companies with general holiday themed ads		Companies with a mix of both Christmas and general holiday themed ads		This does not affect my purchasing decisions		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(421)	12%	(274)	31%	(683)	38%	(836)	2215
Gender: Male	23%	(242)	14%	(146)	26%	(279)	38%	(404)	1070
Gender: Female	16%	(180)	11%	(128)	35%	(404)	38%	(432)	1145
Age: 18-34	18%	(116)	19%	(120)	31%	(200)	32%	(207)	643
Age: 35-44	20%	(74)	10%	(35)	30%	(111)	40%	(146)	366
Age: 45-64	21%	(152)	10%	(69)	31%	(223)	38%	(273)	715
Age: 65+	16%	(80)	10%	(50)	30%	(149)	43%	(211)	490
GenZers: 1997-2012	19%	(44)	17%	(39)	29%	(67)	35%	(81)	231
Millennials: 1981-1996	18%	(121)	16%	(106)	33%	(218)	33%	(222)	666
GenXers: 1965-1980	21%	(108)	9%	(48)	28%	(144)	42%	(221)	521
Baby Boomers: 1946-1964	19%	(140)	10%	(71)	32%	(231)	39%	(282)	724
PID: Dem (no lean)	15%	(132)	16%	(135)	36%	(305)	33%	(279)	852
PID: Ind (no lean)	14%	(97)	10%	(69)	29%	(194)	46%	(312)	672
PID: Rep (no lean)	28%	(193)	10%	(70)	27%	(184)	35%	(245)	692
PID/Gender: Dem Men	18%	(75)	17%	(71)	31%	(131)	35%	(150)	427
PID/Gender: Dem Women	13%	(57)	15%	(64)	41%	(174)	30%	(129)	425
PID/Gender: Ind Men	18%	(58)	10%	(31)	24%	(75)	48%	(153)	317
PID/Gender: Ind Women	11%	(39)	11%	(38)	34%	(120)	45%	(158)	355
PID/Gender: Rep Men	33%	(109)	13%	(43)	23%	(74)	31%	(100)	327
PID/Gender: Rep Women	23%	(84)	7%	(26)	30%	(110)	40%	(145)	365
Ideo: Liberal (1-3)	13%	(88)	18%	(116)	35%	(229)	35%	(229)	662
Ideo: Moderate (4)	18%	(117)	11%	(70)	33%	(218)	39%	(255)	660
Ideo: Conservative (5-7)	28%	(198)	10%	(72)	26%	(185)	36%	(261)	716
Educ: < College	18%	(253)	13%	(191)	30%	(432)	39%	(564)	1440
Educ: Bachelors degree	23%	(112)	10%	(51)	32%	(156)	35%	(173)	492
Educ: Post-grad	20%	(56)	11%	(32)	34%	(96)	35%	(99)	283

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**Table MCBR8:** *Would you prefer to purchase products from companies and brands that have only Christmas themed advertisements, only general holiday themed advertisements, or a mix of both?*

Demographic	Companies with Christmas themed ads		Companies with general holiday themed ads		Companies with a mix of both Christmas and general holiday themed ads		This does not affect my purchasing decisions		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(421)	12%	(274)	31%	(683)	38%	(836)	2215
Income: Under 50k	17%	(191)	13%	(144)	32%	(359)	39%	(445)	1138
Income: 50k-100k	22%	(153)	13%	(92)	30%	(207)	34%	(234)	686
Income: 100k+	20%	(78)	10%	(38)	30%	(118)	40%	(157)	391
Ethnicity: White	19%	(332)	12%	(203)	30%	(506)	39%	(674)	1715
Ethnicity: Hispanic	24%	(90)	12%	(47)	26%	(96)	38%	(142)	375
Ethnicity: Black	19%	(55)	13%	(36)	36%	(101)	32%	(92)	283
Ethnicity: Other	16%	(35)	16%	(35)	35%	(77)	33%	(71)	217
All Christian	25%	(245)	9%	(91)	34%	(332)	32%	(310)	978
All Non-Christian	15%	(19)	30%	(38)	28%	(35)	27%	(33)	124
Atheist	10%	(12)	15%	(17)	25%	(28)	49%	(56)	113
Agnostic/Nothing in particular	13%	(71)	14%	(76)	27%	(152)	47%	(261)	560
Something Else	17%	(75)	12%	(52)	31%	(135)	40%	(177)	439
Religious Non-Protestant/Catholic	14%	(19)	28%	(38)	30%	(42)	28%	(38)	137
Evangelical	28%	(157)	7%	(38)	34%	(189)	31%	(170)	554
Non-Evangelical	18%	(150)	12%	(98)	33%	(269)	37%	(306)	823
Community: Urban	19%	(124)	17%	(110)	30%	(195)	35%	(226)	655
Community: Suburban	19%	(193)	10%	(99)	33%	(342)	39%	(404)	1039
Community: Rural	20%	(104)	12%	(65)	28%	(146)	40%	(206)	521
Employ: Private Sector	23%	(169)	12%	(90)	31%	(226)	33%	(237)	722
Employ: Government	23%	(28)	19%	(23)	26%	(32)	33%	(41)	125
Employ: Self-Employed	22%	(41)	19%	(36)	29%	(55)	30%	(57)	188
Employ: Homemaker	19%	(29)	16%	(26)	27%	(43)	37%	(59)	157
Employ: Student	16%	(11)	17%	(12)	45%	(31)	21%	(14)	67
Employ: Retired	16%	(92)	9%	(49)	31%	(173)	44%	(243)	556
Employ: Unemployed	14%	(35)	10%	(26)	32%	(80)	44%	(112)	253
Employ: Other	11%	(16)	8%	(11)	30%	(44)	51%	(73)	145

Continued on next page

**Table MCBR8:** Would you prefer to purchase products from companies and brands that have only Christmas themed advertisements, only general holiday themed advertisements, or a mix of both?

Demographic	Companies with Christmas themed ads		Companies with general holiday themed ads		Companies with a mix of both Christmas and general holiday themed ads		This does not affect my purchasing decisions		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(421)	12%	(274)	31%	(683)	38%	(836)	2215
Military HH: Yes	22%	(65)	11%	(32)	30%	(89)	38%	(115)	301
Military HH: No	19%	(356)	13%	(242)	31%	(595)	38%	(722)	1914
RD/WT: Right Direction	16%	(106)	17%	(113)	35%	(238)	32%	(215)	672
RD/WT: Wrong Track	20%	(316)	10%	(161)	29%	(445)	40%	(621)	1543
Biden Job Approve	14%	(140)	15%	(147)	37%	(361)	34%	(329)	976
Biden Job Disapprove	24%	(278)	11%	(120)	26%	(294)	39%	(451)	1142
Biden Job Strongly Approve	17%	(71)	16%	(67)	40%	(164)	26%	(109)	411
Biden Job Somewhat Approve	12%	(69)	14%	(80)	35%	(197)	39%	(220)	565
Biden Job Somewhat Disapprove	17%	(58)	16%	(54)	29%	(101)	38%	(133)	346
Biden Job Strongly Disapprove	28%	(220)	8%	(66)	24%	(193)	40%	(317)	796
Favorable of Biden	14%	(144)	15%	(154)	36%	(367)	34%	(344)	1010
Unfavorable of Biden	24%	(270)	10%	(112)	26%	(291)	39%	(436)	1109
Very Favorable of Biden	16%	(70)	17%	(78)	39%	(172)	28%	(124)	444
Somewhat Favorable of Biden	13%	(74)	14%	(77)	35%	(196)	39%	(220)	566
Somewhat Unfavorable of Biden	15%	(44)	15%	(44)	31%	(91)	39%	(113)	292
Very Unfavorable of Biden	28%	(226)	8%	(68)	25%	(201)	40%	(323)	818
#1 Issue: Economy	20%	(176)	10%	(93)	31%	(274)	39%	(345)	888
#1 Issue: Security	35%	(72)	11%	(22)	23%	(48)	31%	(65)	207
#1 Issue: Health Care	19%	(32)	15%	(24)	36%	(59)	30%	(50)	165
#1 Issue: Medicare / Social Security	16%	(46)	12%	(34)	27%	(77)	45%	(127)	285
#1 Issue: Women's Issues	12%	(41)	17%	(56)	38%	(127)	33%	(109)	332
#1 Issue: Education	22%	(15)	11%	(8)	34%	(23)	33%	(22)	68
#1 Issue: Energy	16%	(22)	21%	(29)	35%	(47)	28%	(37)	134
#1 Issue: Other	12%	(17)	7%	(9)	22%	(29)	59%	(81)	136

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**Table MCBR8:** *Would you prefer to purchase products from companies and brands that have only Christmas themed advertisements, only general holiday themed advertisements, or a mix of both?*

Demographic	Companies with Christmas themed ads		Companies with general holiday themed ads		Companies with a mix of both Christmas and general holiday themed ads		This does not affect my purchasing decisions		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(421)	12%	(274)	31%	(683)	38%	(836)	2215
2022 House Vote: Democrat	13%	(115)	15%	(135)	38%	(343)	34%	(308)	901
2022 House Vote: Republican	29%	(193)	9%	(58)	26%	(175)	36%	(235)	660
2022 House Vote: Someone else	12%	(7)	14%	(8)	25%	(15)	49%	(30)	60
2022 House Vote: Didnt Vote	18%	(106)	12%	(72)	25%	(151)	45%	(265)	594
2020 Vote: Joe Biden	14%	(126)	15%	(133)	37%	(332)	35%	(315)	906
2020 Vote: Donald Trump	29%	(206)	9%	(68)	26%	(191)	36%	(258)	723
2020 Vote: Other	14%	(12)	9%	(7)	29%	(24)	49%	(41)	84
2020 Vote: Didn't Vote	15%	(77)	13%	(66)	27%	(137)	44%	(222)	502
2018 House Vote: Democrat	15%	(118)	14%	(111)	37%	(294)	34%	(268)	791
2018 House Vote: Republican	29%	(172)	9%	(55)	27%	(161)	35%	(211)	599
2018 House Vote: Didnt Vote	16%	(126)	13%	(104)	28%	(217)	43%	(331)	779
4-Region: Northeast	21%	(81)	12%	(46)	37%	(140)	30%	(116)	383
4-Region: Midwest	19%	(87)	14%	(65)	29%	(134)	38%	(172)	458
4-Region: South	20%	(172)	12%	(103)	30%	(253)	38%	(318)	846
4-Region: West	15%	(82)	11%	(60)	30%	(156)	44%	(230)	528

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



**Table MCBR9\_1:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Electronics stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	37%	(824)	28%	(612)	15%	(335)	10%	(228)	10%	(215)	2215
Gender: Male	37%	(394)	30%	(319)	15%	(158)	9%	(96)	10%	(103)	1070
Gender: Female	38%	(430)	26%	(293)	16%	(178)	12%	(132)	10%	(112)	1145
Age: 18-34	34%	(220)	29%	(184)	22%	(141)	8%	(49)	8%	(50)	643
Age: 35-44	39%	(141)	25%	(91)	18%	(64)	10%	(35)	9%	(35)	366
Age: 45-64	38%	(270)	28%	(202)	12%	(88)	11%	(77)	11%	(77)	715
Age: 65+	39%	(193)	28%	(136)	9%	(42)	14%	(67)	11%	(53)	490
GenZers: 1997-2012	36%	(84)	29%	(67)	19%	(44)	7%	(16)	8%	(19)	231
Millennials: 1981-1996	34%	(229)	27%	(183)	21%	(139)	9%	(59)	9%	(57)	666
GenXers: 1965-1980	37%	(191)	28%	(143)	14%	(75)	11%	(57)	10%	(54)	521
Baby Boomers: 1946-1964	40%	(291)	28%	(199)	10%	(71)	12%	(86)	11%	(77)	724
PID: Dem (no lean)	41%	(349)	25%	(216)	15%	(132)	11%	(96)	7%	(59)	852
PID: Ind (no lean)	32%	(217)	28%	(188)	14%	(96)	11%	(72)	15%	(99)	672
PID: Rep (no lean)	37%	(258)	30%	(208)	16%	(108)	9%	(60)	8%	(57)	692
PID/Gender: Dem Men	41%	(175)	29%	(124)	12%	(53)	11%	(47)	6%	(27)	427
PID/Gender: Dem Women	41%	(174)	22%	(92)	18%	(78)	12%	(49)	7%	(32)	425
PID/Gender: Ind Men	31%	(99)	30%	(94)	14%	(44)	9%	(29)	16%	(51)	317
PID/Gender: Ind Women	33%	(118)	26%	(94)	14%	(51)	12%	(43)	14%	(48)	355
PID/Gender: Rep Men	37%	(121)	31%	(101)	18%	(60)	6%	(20)	7%	(24)	327
PID/Gender: Rep Women	38%	(137)	29%	(108)	13%	(48)	11%	(40)	9%	(33)	365
Ideo: Liberal (1-3)	37%	(248)	28%	(187)	16%	(104)	11%	(70)	8%	(54)	662
Ideo: Moderate (4)	38%	(248)	26%	(169)	15%	(101)	13%	(84)	9%	(58)	660
Ideo: Conservative (5-7)	38%	(270)	30%	(213)	15%	(110)	9%	(65)	8%	(57)	716
Educ: < College	36%	(522)	27%	(395)	15%	(223)	10%	(145)	11%	(156)	1440
Educ: Bachelors degree	39%	(190)	27%	(134)	16%	(77)	11%	(54)	7%	(37)	492
Educ: Post-grad	40%	(112)	30%	(84)	13%	(35)	10%	(29)	8%	(22)	283

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**Table MCBR9\_1:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Electronics stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	37%	(824)	28%	(612)	15%	(335)	10%	(228)	10%	(215)	2215
Income: Under 50k	37%	(426)	25%	(290)	16%	(180)	9%	(100)	13%	(143)	1138
Income: 50k-100k	37%	(257)	28%	(194)	14%	(99)	13%	(86)	7%	(49)	686
Income: 100k+	36%	(141)	33%	(128)	14%	(57)	11%	(42)	6%	(23)	391
Ethnicity: White	37%	(628)	28%	(484)	15%	(250)	12%	(199)	9%	(153)	1715
Ethnicity: Hispanic	32%	(119)	27%	(101)	22%	(81)	12%	(44)	8%	(31)	375
Ethnicity: Black	42%	(117)	23%	(64)	16%	(45)	6%	(18)	14%	(39)	283
Ethnicity: Other	36%	(79)	30%	(64)	18%	(40)	5%	(11)	11%	(23)	217
All Christian	39%	(385)	28%	(279)	15%	(145)	10%	(96)	8%	(73)	978
All Non-Christian	35%	(44)	30%	(37)	15%	(19)	12%	(15)	8%	(9)	124
Atheist	35%	(40)	28%	(31)	8%	(10)	17%	(20)	12%	(13)	113
Agnostic/Nothing in particular	34%	(189)	27%	(150)	17%	(97)	11%	(61)	11%	(64)	560
Something Else	38%	(167)	26%	(115)	15%	(65)	8%	(37)	13%	(55)	439
Religious Non-Protestant/Catholic	36%	(49)	31%	(42)	16%	(22)	11%	(15)	7%	(9)	137
Evangelical	39%	(215)	28%	(155)	14%	(80)	8%	(46)	11%	(59)	554
Non-Evangelical	39%	(319)	28%	(230)	15%	(121)	10%	(86)	8%	(68)	823
Community: Urban	38%	(250)	28%	(183)	17%	(113)	8%	(54)	8%	(55)	655
Community: Suburban	37%	(389)	27%	(282)	15%	(154)	12%	(120)	9%	(95)	1039
Community: Rural	36%	(185)	28%	(147)	13%	(68)	10%	(55)	13%	(66)	521
Employ: Private Sector	37%	(264)	31%	(226)	17%	(121)	9%	(67)	6%	(45)	722
Employ: Government	32%	(40)	35%	(44)	17%	(22)	11%	(14)	5%	(7)	125
Employ: Self-Employed	42%	(80)	25%	(47)	17%	(31)	9%	(18)	7%	(13)	188
Employ: Homemaker	32%	(50)	23%	(35)	18%	(28)	12%	(19)	16%	(25)	157
Employ: Student	40%	(27)	22%	(15)	28%	(19)	3%	(2)	6%	(4)	67
Employ: Retired	41%	(228)	28%	(156)	8%	(44)	12%	(64)	12%	(65)	556
Employ: Unemployed	32%	(82)	22%	(56)	20%	(51)	11%	(28)	15%	(37)	253
Employ: Other	38%	(55)	24%	(34)	14%	(20)	11%	(16)	13%	(19)	145

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**Table MCBR9\_1:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Electronics stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	37%	(824)	28%	(612)	15%	(335)	10%	(228)	10%	(215)	2215
Military HH: Yes	38%	(114)	29%	(86)	12%	(35)	11%	(34)	10%	(31)	301
Military HH: No	37%	(710)	27%	(526)	16%	(300)	10%	(194)	10%	(184)	1914
RD/WT: Right Direction	41%	(275)	27%	(183)	15%	(100)	8%	(57)	9%	(58)	672
RD/WT: Wrong Track	36%	(549)	28%	(429)	15%	(236)	11%	(171)	10%	(157)	1543
Biden Job Approve	41%	(396)	25%	(243)	15%	(149)	11%	(112)	8%	(76)	976
Biden Job Disapprove	35%	(402)	30%	(344)	16%	(178)	10%	(112)	9%	(106)	1142
Biden Job Strongly Approve	43%	(176)	25%	(104)	14%	(59)	10%	(43)	7%	(29)	411
Biden Job Somewhat Approve	39%	(220)	25%	(138)	16%	(91)	12%	(69)	8%	(47)	565
Biden Job Somewhat Disapprove	33%	(113)	28%	(95)	21%	(74)	9%	(33)	9%	(31)	346
Biden Job Strongly Disapprove	36%	(289)	31%	(248)	13%	(104)	10%	(79)	9%	(76)	796
Favorable of Biden	41%	(416)	27%	(268)	14%	(144)	11%	(108)	7%	(74)	1010
Unfavorable of Biden	35%	(386)	30%	(329)	16%	(177)	10%	(110)	10%	(106)	1109
Very Favorable of Biden	45%	(200)	25%	(113)	13%	(58)	10%	(45)	6%	(28)	444
Somewhat Favorable of Biden	38%	(216)	27%	(155)	15%	(86)	11%	(63)	8%	(47)	566
Somewhat Unfavorable of Biden	31%	(89)	27%	(78)	24%	(71)	9%	(28)	9%	(26)	292
Very Unfavorable of Biden	36%	(297)	31%	(250)	13%	(106)	10%	(83)	10%	(81)	818
#1 Issue: Economy	39%	(345)	28%	(245)	17%	(150)	9%	(77)	8%	(70)	888
#1 Issue: Security	39%	(82)	32%	(65)	15%	(31)	5%	(10)	10%	(20)	207
#1 Issue: Health Care	40%	(66)	29%	(48)	14%	(24)	9%	(16)	7%	(11)	165
#1 Issue: Medicare / Social Security	40%	(112)	27%	(76)	9%	(25)	12%	(33)	13%	(38)	285
#1 Issue: Women's Issues	33%	(108)	26%	(87)	16%	(54)	13%	(45)	11%	(38)	332
#1 Issue: Education	25%	(17)	27%	(18)	20%	(13)	20%	(14)	8%	(6)	68
#1 Issue: Energy	41%	(56)	24%	(33)	18%	(24)	9%	(12)	8%	(10)	134
#1 Issue: Other	28%	(38)	29%	(39)	10%	(14)	16%	(22)	17%	(23)	136

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**Table MCBR9\_1:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Electronics stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	37%	(824)	28%	(612)	15%	(335)	10%	(228)	10%	(215)	2215
2022 House Vote: Democrat	40%	(360)	26%	(237)	14%	(128)	12%	(106)	8%	(71)	901
2022 House Vote: Republican	35%	(234)	34%	(226)	13%	(88)	9%	(62)	8%	(51)	660
2022 House Vote: Someone else	42%	(25)	19%	(12)	13%	(8)	13%	(8)	12%	(7)	60
2022 House Vote: Didnt Vote	35%	(205)	23%	(138)	19%	(112)	9%	(52)	15%	(86)	594
2020 Vote: Joe Biden	40%	(363)	26%	(237)	15%	(132)	11%	(101)	8%	(73)	906
2020 Vote: Donald Trump	36%	(261)	33%	(237)	16%	(113)	9%	(63)	7%	(49)	723
2020 Vote: Other	31%	(26)	30%	(25)	11%	(9)	15%	(12)	13%	(11)	84
2020 Vote: Didn't Vote	35%	(174)	23%	(114)	16%	(81)	10%	(51)	16%	(82)	502
2018 House Vote: Democrat	41%	(325)	25%	(197)	14%	(109)	13%	(102)	7%	(59)	791
2018 House Vote: Republican	37%	(220)	33%	(198)	13%	(77)	11%	(63)	7%	(41)	599
2018 House Vote: Didnt Vote	34%	(265)	27%	(209)	18%	(143)	7%	(54)	14%	(108)	779
4-Region: Northeast	35%	(134)	30%	(117)	14%	(54)	13%	(49)	8%	(29)	383
4-Region: Midwest	36%	(164)	27%	(124)	16%	(75)	10%	(45)	11%	(50)	458
4-Region: South	40%	(340)	28%	(233)	14%	(118)	8%	(68)	10%	(88)	846
4-Region: West	35%	(186)	26%	(139)	17%	(89)	12%	(66)	9%	(47)	528

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

**Table MCBR9\_2:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Clothing stores

Demographic	Open with extended hours	Open regular hours	Open part of the day with reduced hours	Closed all day	Don't know / No opinion	Total N
Adults	33% (731)	31% (677)	14% (313)	12% (270)	10% (225)	2215
Gender: Male	33% (348)	32% (339)	14% (151)	11% (117)	11% (115)	1070
Gender: Female	33% (383)	30% (338)	14% (162)	13% (153)	10% (110)	1145
Age: 18-34	30% (195)	31% (200)	20% (127)	10% (65)	9% (56)	643
Age: 35-44	37% (136)	26% (96)	16% (59)	11% (41)	9% (35)	366
Age: 45-64	34% (244)	30% (216)	12% (87)	13% (90)	11% (78)	715
Age: 65+	32% (156)	34% (166)	8% (38)	15% (74)	11% (56)	490
GenZers: 1997-2012	31% (70)	32% (75)	20% (46)	7% (16)	10% (24)	231
Millennials: 1981-1996	32% (211)	29% (196)	19% (124)	12% (77)	9% (58)	666
GenXers: 1965-1980	34% (175)	28% (148)	14% (75)	12% (65)	11% (58)	521
Baby Boomers: 1946-1964	34% (246)	33% (238)	9% (65)	14% (99)	11% (77)	724
PID: Dem (no lean)	36% (308)	29% (251)	16% (133)	12% (102)	7% (58)	852
PID: Ind (no lean)	27% (179)	31% (211)	14% (91)	13% (89)	15% (101)	672
PID: Rep (no lean)	35% (244)	31% (215)	13% (88)	11% (79)	9% (66)	692
PID/Gender: Dem Men	37% (156)	31% (133)	15% (64)	10% (44)	7% (30)	427
PID/Gender: Dem Women	36% (152)	28% (119)	16% (69)	14% (58)	7% (28)	425
PID/Gender: Ind Men	24% (76)	34% (108)	13% (43)	12% (36)	17% (53)	317
PID/Gender: Ind Women	29% (103)	29% (103)	14% (49)	15% (53)	13% (48)	355
PID/Gender: Rep Men	35% (116)	30% (99)	13% (44)	11% (37)	10% (32)	327
PID/Gender: Rep Women	35% (128)	32% (117)	12% (44)	12% (43)	9% (34)	365
Ideo: Liberal (1-3)	35% (234)	30% (197)	14% (94)	12% (80)	9% (57)	662
Ideo: Moderate (4)	33% (215)	29% (194)	15% (96)	14% (96)	9% (60)	660
Ideo: Conservative (5-7)	32% (232)	33% (237)	15% (106)	11% (80)	8% (60)	716
Educ: < College	32% (458)	30% (436)	15% (209)	12% (177)	11% (161)	1440
Educ: Bachelors degree	35% (172)	32% (158)	13% (66)	13% (62)	7% (34)	492
Educ: Post-grad	36% (101)	29% (83)	13% (38)	11% (31)	11% (30)	283

Continued on next page

**Table MCBR9\_2:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Clothing stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	33%	(731)	31%	(677)	14%	(313)	12%	(270)	10%	(225)	2215
Income: Under 50k	33%	(372)	29%	(332)	15%	(168)	11%	(125)	12%	(142)	1138
Income: 50k-100k	34%	(231)	31%	(214)	13%	(91)	14%	(97)	8%	(53)	686
Income: 100k+	33%	(128)	34%	(132)	14%	(54)	12%	(47)	8%	(30)	391
Ethnicity: White	32%	(552)	31%	(532)	13%	(228)	14%	(242)	9%	(161)	1715
Ethnicity: Hispanic	27%	(102)	30%	(114)	21%	(77)	13%	(49)	9%	(32)	375
Ethnicity: Black	39%	(109)	27%	(77)	14%	(38)	6%	(18)	14%	(40)	283
Ethnicity: Other	32%	(70)	32%	(69)	21%	(46)	5%	(10)	11%	(24)	217
All Christian	36%	(351)	32%	(309)	12%	(119)	13%	(123)	8%	(76)	978
All Non-Christian	37%	(46)	25%	(31)	22%	(27)	7%	(9)	9%	(12)	124
Atheist	31%	(35)	31%	(35)	8%	(9)	18%	(20)	13%	(14)	113
Agnostic/Nothing in particular	27%	(149)	31%	(171)	18%	(98)	14%	(76)	12%	(66)	560
Something Else	34%	(150)	30%	(131)	14%	(60)	10%	(42)	13%	(56)	439
Religious Non-Protestant/Catholic	36%	(50)	26%	(36)	21%	(29)	8%	(10)	8%	(12)	137
Evangelical	38%	(211)	30%	(164)	12%	(67)	9%	(52)	11%	(60)	554
Non-Evangelical	33%	(274)	32%	(264)	13%	(108)	13%	(109)	8%	(68)	823
Community: Urban	36%	(235)	30%	(199)	14%	(92)	10%	(63)	10%	(65)	655
Community: Suburban	33%	(341)	30%	(316)	15%	(154)	13%	(137)	9%	(91)	1039
Community: Rural	30%	(154)	31%	(162)	13%	(66)	13%	(70)	13%	(69)	521
Employ: Private Sector	33%	(240)	33%	(242)	14%	(103)	12%	(87)	7%	(51)	722
Employ: Government	26%	(32)	40%	(50)	17%	(21)	12%	(15)	5%	(7)	125
Employ: Self-Employed	40%	(75)	26%	(48)	18%	(33)	9%	(17)	8%	(15)	188
Employ: Homemaker	26%	(41)	29%	(45)	18%	(28)	12%	(18)	15%	(24)	157
Employ: Student	39%	(26)	22%	(15)	29%	(19)	5%	(3)	6%	(4)	67
Employ: Retired	36%	(199)	33%	(183)	7%	(38)	13%	(73)	11%	(64)	556
Employ: Unemployed	28%	(70)	22%	(56)	19%	(48)	15%	(38)	16%	(42)	253
Employ: Other	33%	(48)	26%	(38)	15%	(22)	13%	(19)	13%	(19)	145

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**Table MCBR9\_2:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Clothing stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	33%	(731)	31%	(677)	14%	(313)	12%	(270)	10%	(225)	2215
Military HH: Yes	28%	(85)	37%	(111)	12%	(35)	12%	(36)	11%	(33)	301
Military HH: No	34%	(645)	30%	(566)	14%	(277)	12%	(234)	10%	(192)	1914
RD/WT: Right Direction	37%	(251)	31%	(207)	12%	(77)	10%	(70)	10%	(67)	672
RD/WT: Wrong Track	31%	(479)	30%	(470)	15%	(235)	13%	(200)	10%	(158)	1543
Biden Job Approve	37%	(356)	28%	(270)	14%	(133)	14%	(133)	9%	(83)	976
Biden Job Disapprove	31%	(354)	33%	(378)	15%	(169)	12%	(132)	10%	(110)	1142
Biden Job Strongly Approve	40%	(163)	27%	(112)	12%	(50)	12%	(50)	9%	(36)	411
Biden Job Somewhat Approve	34%	(193)	28%	(158)	15%	(84)	15%	(83)	8%	(48)	565
Biden Job Somewhat Disapprove	30%	(104)	30%	(105)	20%	(70)	11%	(38)	8%	(29)	346
Biden Job Strongly Disapprove	31%	(250)	34%	(273)	12%	(99)	12%	(94)	10%	(81)	796
Favorable of Biden	38%	(380)	29%	(290)	12%	(125)	13%	(135)	8%	(80)	1010
Unfavorable of Biden	30%	(332)	33%	(364)	16%	(173)	12%	(130)	10%	(110)	1109
Very Favorable of Biden	42%	(187)	26%	(115)	11%	(50)	12%	(55)	8%	(36)	444
Somewhat Favorable of Biden	34%	(193)	31%	(175)	13%	(74)	14%	(79)	8%	(45)	566
Somewhat Unfavorable of Biden	29%	(85)	28%	(81)	24%	(71)	10%	(29)	9%	(25)	292
Very Unfavorable of Biden	30%	(247)	35%	(283)	13%	(103)	12%	(100)	10%	(85)	818
#1 Issue: Economy	33%	(291)	33%	(294)	14%	(128)	11%	(93)	9%	(82)	888
#1 Issue: Security	38%	(78)	33%	(68)	14%	(29)	8%	(17)	8%	(16)	207
#1 Issue: Health Care	38%	(63)	30%	(49)	15%	(24)	9%	(15)	8%	(14)	165
#1 Issue: Medicare / Social Security	33%	(93)	32%	(90)	9%	(25)	14%	(40)	13%	(37)	285
#1 Issue: Women's Issues	30%	(100)	26%	(88)	16%	(54)	16%	(53)	11%	(37)	332
#1 Issue: Education	24%	(17)	26%	(18)	23%	(16)	20%	(14)	7%	(5)	68
#1 Issue: Energy	39%	(52)	25%	(34)	17%	(23)	10%	(13)	9%	(12)	134
#1 Issue: Other	27%	(36)	27%	(37)	11%	(14)	19%	(25)	17%	(23)	136

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**Table MCBR9\_2:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Clothing stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	33%	(731)	31%	(677)	14%	(313)	12%	(270)	10%	(225)	2215
2022 House Vote: Democrat	36%	(326)	29%	(259)	14%	(125)	13%	(119)	8%	(72)	901
2022 House Vote: Republican	33%	(216)	36%	(238)	11%	(73)	12%	(80)	8%	(53)	660
2022 House Vote: Someone else	32%	(19)	24%	(15)	17%	(10)	14%	(9)	12%	(7)	60
2022 House Vote: Didnt Vote	29%	(170)	28%	(165)	18%	(104)	10%	(62)	15%	(92)	594
2020 Vote: Joe Biden	36%	(327)	29%	(259)	14%	(129)	13%	(116)	8%	(75)	906
2020 Vote: Donald Trump	32%	(233)	36%	(261)	13%	(95)	11%	(83)	7%	(51)	723
2020 Vote: Other	29%	(24)	22%	(19)	19%	(16)	17%	(14)	13%	(11)	84
2020 Vote: Didn't Vote	29%	(146)	28%	(139)	14%	(72)	11%	(57)	18%	(88)	502
2018 House Vote: Democrat	38%	(297)	27%	(217)	14%	(108)	14%	(108)	8%	(61)	791
2018 House Vote: Republican	33%	(195)	36%	(215)	12%	(71)	13%	(76)	7%	(41)	599
2018 House Vote: Didnt Vote	29%	(227)	30%	(236)	16%	(125)	10%	(77)	15%	(114)	779
4-Region: Northeast	36%	(136)	30%	(113)	15%	(56)	13%	(49)	8%	(30)	383
4-Region: Midwest	31%	(143)	32%	(145)	14%	(63)	11%	(52)	12%	(53)	458
4-Region: South	34%	(292)	32%	(267)	13%	(114)	10%	(83)	11%	(91)	846
4-Region: West	30%	(160)	29%	(152)	15%	(80)	16%	(85)	10%	(51)	528

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



**Table MCBR9\_3:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Home decor/furniture stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	23%	(512)	37%	(825)	13%	(284)	15%	(326)	12%	(269)	2215
Gender: Male	23%	(249)	39%	(420)	11%	(122)	13%	(140)	13%	(138)	1070
Gender: Female	23%	(262)	35%	(405)	14%	(162)	16%	(185)	11%	(131)	1145
Age: 18-34	23%	(149)	36%	(229)	19%	(121)	12%	(79)	10%	(66)	643
Age: 35-44	26%	(95)	31%	(115)	17%	(61)	12%	(45)	14%	(51)	366
Age: 45-64	23%	(164)	39%	(279)	9%	(65)	16%	(115)	13%	(93)	715
Age: 65+	21%	(104)	41%	(202)	7%	(37)	18%	(87)	12%	(60)	490
GenZers: 1997-2012	26%	(59)	38%	(87)	15%	(34)	9%	(21)	13%	(30)	231
Millennials: 1981-1996	23%	(151)	33%	(221)	20%	(130)	14%	(91)	11%	(73)	666
GenXers: 1965-1980	22%	(117)	37%	(191)	12%	(62)	15%	(79)	14%	(72)	521
Baby Boomers: 1946-1964	23%	(168)	41%	(297)	7%	(54)	17%	(121)	12%	(85)	724
PID: Dem (no lean)	26%	(222)	36%	(309)	14%	(116)	15%	(125)	9%	(80)	852
PID: Ind (no lean)	19%	(126)	35%	(238)	13%	(85)	17%	(112)	17%	(111)	672
PID: Rep (no lean)	24%	(164)	40%	(279)	12%	(83)	13%	(89)	11%	(78)	692
PID/Gender: Dem Men	26%	(113)	40%	(169)	11%	(46)	13%	(55)	10%	(44)	427
PID/Gender: Dem Women	26%	(109)	33%	(140)	16%	(69)	17%	(70)	8%	(36)	425
PID/Gender: Ind Men	17%	(53)	38%	(122)	12%	(39)	15%	(47)	17%	(55)	317
PID/Gender: Ind Women	20%	(73)	33%	(116)	13%	(46)	18%	(64)	16%	(56)	355
PID/Gender: Rep Men	25%	(83)	40%	(130)	11%	(36)	12%	(38)	12%	(39)	327
PID/Gender: Rep Women	22%	(80)	41%	(149)	13%	(47)	14%	(51)	11%	(39)	365
Ideo: Liberal (1-3)	25%	(165)	38%	(253)	13%	(86)	14%	(94)	10%	(65)	662
Ideo: Moderate (4)	22%	(147)	35%	(230)	14%	(91)	18%	(117)	11%	(75)	660
Ideo: Conservative (5-7)	23%	(163)	41%	(296)	12%	(89)	13%	(95)	10%	(73)	716
Educ: < College	23%	(329)	36%	(522)	13%	(181)	15%	(210)	14%	(198)	1440
Educ: Bachelors degree	23%	(113)	40%	(197)	13%	(65)	16%	(78)	8%	(39)	492
Educ: Post-grad	24%	(69)	38%	(107)	14%	(38)	13%	(37)	11%	(32)	283

Continued on next page

**Table MCBR9\_3:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Home decor/furniture stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	23%	(512)	37%	(825)	13%	(284)	15%	(326)	12%	(269)	2215
Income: Under 50k	23%	(259)	34%	(383)	15%	(166)	14%	(156)	15%	(174)	1138
Income: 50k-100k	23%	(158)	41%	(281)	11%	(75)	17%	(115)	8%	(56)	686
Income: 100k+	24%	(94)	41%	(161)	11%	(43)	14%	(54)	10%	(38)	391
Ethnicity: White	22%	(376)	38%	(653)	13%	(218)	17%	(285)	11%	(182)	1715
Ethnicity: Hispanic	20%	(77)	31%	(118)	19%	(71)	17%	(62)	13%	(47)	375
Ethnicity: Black	31%	(88)	32%	(90)	10%	(28)	8%	(24)	18%	(52)	283
Ethnicity: Other	21%	(47)	37%	(82)	17%	(38)	8%	(17)	16%	(35)	217
All Christian	23%	(224)	41%	(406)	11%	(111)	15%	(144)	10%	(94)	978
All Non-Christian	31%	(38)	32%	(40)	17%	(22)	11%	(14)	9%	(11)	124
Atheist	19%	(21)	35%	(40)	7%	(8)	22%	(25)	17%	(19)	113
Agnostic/Nothing in particular	21%	(118)	33%	(186)	14%	(81)	17%	(94)	14%	(80)	560
Something Else	25%	(110)	35%	(154)	14%	(62)	11%	(48)	15%	(65)	439
Religious Non-Protestant/Catholic	29%	(39)	34%	(47)	17%	(24)	11%	(15)	8%	(11)	137
Evangelical	27%	(151)	37%	(206)	11%	(64)	11%	(60)	13%	(74)	554
Non-Evangelical	21%	(174)	40%	(331)	13%	(105)	16%	(130)	10%	(83)	823
Community: Urban	27%	(176)	36%	(237)	13%	(85)	11%	(74)	13%	(82)	655
Community: Suburban	21%	(217)	39%	(410)	13%	(134)	16%	(167)	11%	(111)	1039
Community: Rural	23%	(118)	34%	(178)	12%	(65)	16%	(84)	15%	(76)	521
Employ: Private Sector	22%	(162)	40%	(291)	14%	(99)	15%	(108)	9%	(63)	722
Employ: Government	16%	(20)	49%	(61)	17%	(21)	11%	(14)	8%	(10)	125
Employ: Self-Employed	33%	(62)	33%	(62)	15%	(28)	10%	(19)	10%	(18)	188
Employ: Homemaker	23%	(37)	30%	(47)	15%	(24)	17%	(27)	15%	(24)	157
Employ: Student	35%	(23)	25%	(17)	23%	(16)	9%	(6)	8%	(5)	67
Employ: Retired	24%	(135)	41%	(228)	7%	(39)	15%	(83)	13%	(71)	556
Employ: Unemployed	13%	(34)	32%	(80)	14%	(36)	18%	(46)	23%	(58)	253
Employ: Other	27%	(39)	28%	(40)	15%	(22)	16%	(23)	14%	(20)	145

Continued on next page

**Table MCBR9\_3:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Home decor/furniture stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	23%	(512)	37%	(825)	13%	(284)	15%	(326)	12%	(269)	2215
Military HH: Yes	23%	(68)	38%	(115)	11%	(34)	13%	(39)	15%	(44)	301
Military HH: No	23%	(444)	37%	(710)	13%	(250)	15%	(286)	12%	(225)	1914
RD/WT: Right Direction	27%	(183)	39%	(261)	11%	(72)	12%	(79)	11%	(77)	672
RD/WT: Wrong Track	21%	(328)	37%	(564)	14%	(211)	16%	(247)	12%	(192)	1543
Biden Job Approve	26%	(258)	36%	(350)	12%	(113)	16%	(160)	10%	(94)	976
Biden Job Disapprove	21%	(238)	39%	(448)	14%	(157)	14%	(162)	12%	(137)	1142
Biden Job Strongly Approve	30%	(122)	36%	(149)	12%	(48)	13%	(54)	9%	(37)	411
Biden Job Somewhat Approve	24%	(135)	36%	(201)	12%	(66)	19%	(106)	10%	(57)	565
Biden Job Somewhat Disapprove	19%	(65)	36%	(123)	19%	(66)	13%	(47)	13%	(45)	346
Biden Job Strongly Disapprove	22%	(174)	41%	(325)	11%	(91)	15%	(115)	12%	(92)	796
Favorable of Biden	26%	(268)	36%	(369)	12%	(118)	16%	(159)	10%	(97)	1010
Unfavorable of Biden	20%	(226)	39%	(435)	14%	(156)	15%	(161)	12%	(132)	1109
Very Favorable of Biden	32%	(142)	35%	(154)	11%	(47)	14%	(62)	9%	(39)	444
Somewhat Favorable of Biden	22%	(126)	38%	(215)	13%	(71)	17%	(98)	10%	(57)	566
Somewhat Unfavorable of Biden	19%	(55)	33%	(96)	22%	(63)	15%	(43)	12%	(34)	292
Very Unfavorable of Biden	21%	(171)	41%	(339)	11%	(93)	14%	(118)	12%	(97)	818
#1 Issue: Economy	22%	(192)	40%	(351)	14%	(127)	13%	(118)	11%	(100)	888
#1 Issue: Security	23%	(48)	44%	(92)	13%	(26)	9%	(19)	11%	(22)	207
#1 Issue: Health Care	29%	(47)	34%	(56)	12%	(21)	14%	(23)	11%	(18)	165
#1 Issue: Medicare / Social Security	23%	(67)	40%	(113)	6%	(17)	17%	(47)	14%	(41)	285
#1 Issue: Women's Issues	23%	(76)	32%	(105)	14%	(48)	17%	(58)	14%	(46)	332
#1 Issue: Education	30%	(20)	27%	(18)	14%	(9)	23%	(16)	7%	(5)	68
#1 Issue: Energy	29%	(39)	34%	(46)	16%	(21)	12%	(16)	10%	(13)	134
#1 Issue: Other	17%	(23)	32%	(44)	11%	(15)	22%	(29)	18%	(25)	136

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**Table MCBR9\_3:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Home decor/furniture stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	23%	(512)	37%	(825)	13%	(284)	15%	(326)	12%	(269)	2215
2022 House Vote: Democrat	26%	(235)	37%	(331)	12%	(110)	15%	(138)	10%	(87)	901
2022 House Vote: Republican	23%	(154)	42%	(277)	11%	(73)	14%	(94)	10%	(63)	660
2022 House Vote: Someone else	17%	(10)	33%	(20)	19%	(11)	16%	(9)	16%	(9)	60
2022 House Vote: Didnt Vote	19%	(113)	33%	(198)	15%	(89)	14%	(85)	18%	(109)	594
2020 Vote: Joe Biden	25%	(229)	36%	(330)	13%	(121)	15%	(138)	10%	(89)	906
2020 Vote: Donald Trump	23%	(163)	43%	(310)	12%	(87)	13%	(96)	9%	(67)	723
2020 Vote: Other	23%	(19)	31%	(26)	14%	(12)	16%	(14)	15%	(13)	84
2020 Vote: Didn't Vote	20%	(101)	32%	(159)	13%	(64)	16%	(78)	20%	(100)	502
2018 House Vote: Democrat	27%	(210)	36%	(282)	12%	(97)	17%	(131)	9%	(71)	791
2018 House Vote: Republican	24%	(146)	42%	(250)	11%	(66)	14%	(86)	9%	(51)	599
2018 House Vote: Didnt Vote	19%	(148)	36%	(281)	15%	(113)	13%	(99)	18%	(138)	779
4-Region: Northeast	25%	(96)	39%	(148)	12%	(46)	15%	(57)	9%	(36)	383
4-Region: Midwest	24%	(108)	37%	(167)	12%	(55)	15%	(68)	13%	(60)	458
4-Region: South	24%	(201)	39%	(328)	11%	(93)	13%	(107)	14%	(117)	846
4-Region: West	20%	(106)	35%	(182)	17%	(90)	18%	(93)	11%	(56)	528

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

**Table MCBR9\_4:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Grocery stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	23%	(519)	43%	(951)	19%	(420)	6%	(138)	8%	(187)	2215
Gender: Male	24%	(252)	43%	(463)	18%	(190)	6%	(60)	10%	(105)	1070
Gender: Female	23%	(267)	43%	(488)	20%	(230)	7%	(78)	7%	(82)	1145
Age: 18-34	21%	(137)	39%	(249)	27%	(171)	5%	(33)	8%	(53)	643
Age: 35-44	26%	(94)	42%	(154)	21%	(76)	5%	(19)	7%	(24)	366
Age: 45-64	26%	(187)	44%	(312)	14%	(97)	7%	(50)	10%	(69)	715
Age: 65+	21%	(101)	48%	(237)	15%	(76)	7%	(35)	8%	(41)	490
GenZers: 1997-2012	24%	(56)	41%	(95)	18%	(42)	6%	(13)	10%	(24)	231
Millennials: 1981-1996	22%	(148)	39%	(257)	27%	(180)	5%	(34)	7%	(47)	666
GenXers: 1965-1980	26%	(135)	43%	(224)	16%	(86)	6%	(32)	9%	(44)	521
Baby Boomers: 1946-1964	22%	(160)	48%	(344)	14%	(103)	7%	(53)	9%	(64)	724
PID: Dem (no lean)	25%	(214)	41%	(351)	20%	(171)	7%	(56)	7%	(59)	852
PID: Ind (no lean)	21%	(141)	43%	(286)	19%	(129)	6%	(37)	12%	(79)	672
PID: Rep (no lean)	24%	(164)	45%	(314)	17%	(120)	6%	(44)	7%	(50)	692
PID/Gender: Dem Men	26%	(109)	43%	(184)	17%	(72)	7%	(29)	8%	(33)	427
PID/Gender: Dem Women	25%	(105)	39%	(167)	23%	(99)	7%	(28)	6%	(26)	425
PID/Gender: Ind Men	19%	(59)	44%	(139)	17%	(55)	6%	(18)	15%	(46)	317
PID/Gender: Ind Women	23%	(82)	41%	(147)	21%	(75)	5%	(19)	9%	(33)	355
PID/Gender: Rep Men	26%	(84)	43%	(140)	19%	(63)	4%	(13)	8%	(27)	327
PID/Gender: Rep Women	22%	(81)	47%	(173)	16%	(57)	9%	(31)	6%	(23)	365
Ideo: Liberal (1-3)	24%	(156)	44%	(289)	19%	(127)	6%	(42)	7%	(49)	662
Ideo: Moderate (4)	23%	(151)	42%	(274)	21%	(140)	7%	(48)	7%	(48)	660
Ideo: Conservative (5-7)	23%	(162)	46%	(332)	18%	(128)	6%	(43)	7%	(51)	716
Educ: < College	25%	(355)	40%	(582)	19%	(276)	6%	(84)	10%	(143)	1440
Educ: Bachelors degree	20%	(99)	50%	(244)	18%	(89)	7%	(36)	5%	(24)	492
Educ: Post-grad	23%	(66)	44%	(125)	19%	(54)	6%	(18)	7%	(21)	283

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**Table MCBR9\_4:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Grocery stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	23%	(519)	43%	(951)	19%	(420)	6%	(138)	8%	(187)	2215
Income: Under 50k	25%	(290)	40%	(453)	18%	(207)	5%	(60)	11%	(128)	1138
Income: 50k-100k	22%	(153)	46%	(314)	19%	(130)	8%	(55)	5%	(35)	686
Income: 100k+	20%	(77)	47%	(184)	21%	(83)	6%	(23)	6%	(24)	391
Ethnicity: White	22%	(374)	45%	(765)	20%	(337)	7%	(118)	7%	(120)	1715
Ethnicity: Hispanic	19%	(71)	42%	(157)	23%	(85)	8%	(28)	9%	(34)	375
Ethnicity: Black	36%	(102)	31%	(87)	14%	(40)	4%	(11)	15%	(43)	283
Ethnicity: Other	20%	(43)	46%	(99)	19%	(42)	4%	(9)	11%	(24)	217
All Christian	23%	(227)	46%	(451)	18%	(177)	6%	(58)	7%	(65)	978
All Non-Christian	19%	(24)	43%	(53)	20%	(24)	5%	(6)	14%	(18)	124
Atheist	18%	(20)	40%	(45)	26%	(30)	10%	(12)	6%	(7)	113
Agnostic/Nothing in particular	21%	(116)	42%	(238)	21%	(119)	6%	(36)	9%	(50)	560
Something Else	30%	(132)	37%	(164)	16%	(69)	6%	(26)	11%	(48)	439
Religious Non-Protestant/Catholic	18%	(25)	44%	(60)	20%	(28)	5%	(6)	13%	(18)	137
Evangelical	30%	(168)	38%	(213)	15%	(84)	7%	(36)	10%	(53)	554
Non-Evangelical	22%	(183)	46%	(381)	19%	(157)	6%	(47)	7%	(57)	823
Community: Urban	26%	(171)	41%	(268)	20%	(134)	3%	(23)	9%	(59)	655
Community: Suburban	21%	(222)	45%	(472)	19%	(197)	7%	(76)	7%	(73)	1039
Community: Rural	24%	(126)	41%	(211)	17%	(89)	8%	(39)	11%	(56)	521
Employ: Private Sector	24%	(171)	44%	(316)	20%	(141)	7%	(48)	6%	(46)	722
Employ: Government	16%	(20)	52%	(66)	19%	(24)	7%	(9)	5%	(7)	125
Employ: Self-Employed	27%	(51)	43%	(81)	16%	(31)	7%	(13)	7%	(13)	188
Employ: Homemaker	22%	(35)	35%	(55)	25%	(40)	7%	(12)	10%	(16)	157
Employ: Student	19%	(13)	47%	(32)	25%	(17)	3%	(2)	5%	(3)	67
Employ: Retired	24%	(131)	48%	(267)	14%	(76)	6%	(33)	9%	(48)	556
Employ: Unemployed	20%	(50)	36%	(90)	24%	(62)	5%	(13)	15%	(38)	253
Employ: Other	32%	(47)	31%	(44)	20%	(30)	6%	(8)	11%	(16)	145

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**Table MCBR9\_4:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Grocery stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	23%	(519)	43%	(951)	19%	(420)	6%	(138)	8%	(187)	2215
Military HH: Yes	22%	(66)	46%	(137)	17%	(50)	5%	(16)	11%	(32)	301
Military HH: No	24%	(453)	43%	(814)	19%	(370)	6%	(122)	8%	(155)	1914
RD/WT: Right Direction	26%	(177)	44%	(293)	17%	(111)	4%	(30)	9%	(60)	672
RD/WT: Wrong Track	22%	(342)	43%	(658)	20%	(309)	7%	(108)	8%	(127)	1543
Biden Job Approve	25%	(241)	42%	(407)	19%	(188)	6%	(62)	8%	(78)	976
Biden Job Disapprove	22%	(254)	45%	(510)	19%	(221)	7%	(76)	7%	(82)	1142
Biden Job Strongly Approve	31%	(127)	36%	(149)	18%	(75)	6%	(26)	8%	(34)	411
Biden Job Somewhat Approve	20%	(114)	46%	(259)	20%	(113)	6%	(36)	8%	(43)	565
Biden Job Somewhat Disapprove	22%	(77)	42%	(144)	22%	(76)	7%	(25)	7%	(24)	346
Biden Job Strongly Disapprove	22%	(176)	46%	(366)	18%	(146)	6%	(51)	7%	(58)	796
Favorable of Biden	26%	(258)	43%	(434)	18%	(183)	6%	(60)	7%	(75)	1010
Unfavorable of Biden	22%	(245)	44%	(489)	20%	(225)	7%	(74)	7%	(77)	1109
Very Favorable of Biden	32%	(140)	38%	(171)	16%	(70)	6%	(28)	8%	(36)	444
Somewhat Favorable of Biden	21%	(118)	47%	(263)	20%	(113)	6%	(32)	7%	(39)	566
Somewhat Unfavorable of Biden	22%	(63)	41%	(121)	26%	(75)	6%	(17)	5%	(16)	292
Very Unfavorable of Biden	22%	(181)	45%	(368)	18%	(150)	7%	(57)	8%	(61)	818
#1 Issue: Economy	22%	(199)	45%	(403)	19%	(167)	6%	(52)	7%	(66)	888
#1 Issue: Security	27%	(57)	47%	(98)	15%	(32)	4%	(9)	6%	(12)	207
#1 Issue: Health Care	27%	(45)	41%	(67)	14%	(24)	9%	(15)	8%	(14)	165
#1 Issue: Medicare / Social Security	27%	(77)	43%	(123)	11%	(32)	7%	(20)	11%	(32)	285
#1 Issue: Women's Issues	19%	(62)	38%	(127)	26%	(86)	7%	(24)	10%	(34)	332
#1 Issue: Education	25%	(17)	32%	(22)	24%	(16)	6%	(4)	12%	(8)	68
#1 Issue: Energy	24%	(32)	40%	(54)	28%	(37)	4%	(5)	5%	(6)	134
#1 Issue: Other	22%	(30)	42%	(57)	18%	(25)	7%	(9)	11%	(15)	136

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**Table MCBR9\_4:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Grocery stores

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	23%	(519)	43%	(951)	19%	(420)	6%	(138)	8%	(187)	2215
2022 House Vote: Democrat	25%	(223)	42%	(382)	19%	(170)	6%	(57)	8%	(68)	901
2022 House Vote: Republican	23%	(150)	48%	(316)	17%	(113)	6%	(41)	6%	(40)	660
2022 House Vote: Someone else	14%	(8)	46%	(28)	21%	(13)	7%	(4)	12%	(7)	60
2022 House Vote: Didnt Vote	23%	(138)	38%	(225)	21%	(124)	6%	(35)	12%	(72)	594
2020 Vote: Joe Biden	24%	(220)	43%	(392)	19%	(176)	6%	(53)	7%	(65)	906
2020 Vote: Donald Trump	23%	(168)	47%	(341)	18%	(129)	6%	(45)	6%	(40)	723
2020 Vote: Other	10%	(8)	52%	(43)	22%	(19)	7%	(6)	9%	(7)	84
2020 Vote: Didn't Vote	25%	(124)	35%	(174)	19%	(96)	7%	(34)	15%	(75)	502
2018 House Vote: Democrat	25%	(194)	42%	(329)	20%	(159)	7%	(55)	7%	(53)	791
2018 House Vote: Republican	24%	(145)	48%	(285)	16%	(96)	7%	(39)	6%	(33)	599
2018 House Vote: Didnt Vote	22%	(171)	41%	(320)	20%	(155)	5%	(39)	12%	(94)	779
4-Region: Northeast	22%	(86)	45%	(171)	20%	(78)	6%	(22)	7%	(27)	383
4-Region: Midwest	23%	(104)	45%	(207)	16%	(71)	7%	(30)	10%	(44)	458
4-Region: South	26%	(222)	42%	(357)	17%	(142)	6%	(49)	9%	(76)	846
4-Region: West	20%	(107)	41%	(216)	24%	(129)	7%	(36)	8%	(41)	528

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



**Table MCBR9\_5:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Big Box stores like Walmart or Target

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	42%	(935)	25%	(564)	14%	(320)	9%	(189)	9%	(207)	2215
Gender: Male	42%	(450)	27%	(288)	13%	(140)	8%	(83)	10%	(110)	1070
Gender: Female	42%	(486)	24%	(277)	16%	(179)	9%	(106)	8%	(97)	1145
Age: 18-34	39%	(251)	27%	(176)	20%	(128)	6%	(41)	8%	(48)	643
Age: 35-44	44%	(160)	23%	(84)	17%	(63)	7%	(25)	9%	(35)	366
Age: 45-64	44%	(318)	25%	(177)	11%	(79)	9%	(67)	10%	(74)	715
Age: 65+	42%	(206)	26%	(128)	10%	(50)	11%	(56)	10%	(50)	490
GenZers: 1997-2012	43%	(98)	29%	(68)	13%	(31)	5%	(12)	10%	(22)	231
Millennials: 1981-1996	39%	(262)	25%	(164)	21%	(139)	7%	(49)	8%	(53)	666
GenXers: 1965-1980	43%	(226)	25%	(129)	14%	(72)	9%	(46)	9%	(49)	521
Baby Boomers: 1946-1964	44%	(315)	26%	(191)	10%	(72)	10%	(71)	10%	(75)	724
PID: Dem (no lean)	45%	(385)	24%	(208)	14%	(123)	10%	(82)	6%	(53)	852
PID: Ind (no lean)	37%	(248)	27%	(179)	14%	(95)	9%	(57)	14%	(92)	672
PID: Rep (no lean)	44%	(302)	26%	(177)	15%	(101)	7%	(49)	9%	(62)	692
PID/Gender: Dem Men	47%	(200)	26%	(113)	12%	(52)	9%	(38)	6%	(24)	427
PID/Gender: Dem Women	44%	(185)	22%	(95)	17%	(71)	10%	(44)	7%	(29)	425
PID/Gender: Ind Men	33%	(104)	31%	(99)	12%	(37)	8%	(26)	16%	(51)	317
PID/Gender: Ind Women	41%	(144)	23%	(80)	16%	(57)	9%	(32)	12%	(41)	355
PID/Gender: Rep Men	45%	(146)	23%	(76)	16%	(51)	6%	(19)	11%	(35)	327
PID/Gender: Rep Women	43%	(156)	28%	(101)	14%	(51)	8%	(30)	7%	(27)	365
Ideo: Liberal (1-3)	43%	(285)	26%	(171)	14%	(95)	9%	(62)	8%	(50)	662
Ideo: Moderate (4)	40%	(266)	25%	(164)	16%	(104)	11%	(71)	8%	(56)	660
Ideo: Conservative (5-7)	44%	(313)	27%	(192)	14%	(102)	7%	(47)	9%	(62)	716
Educ: < College	42%	(606)	24%	(353)	15%	(209)	9%	(122)	10%	(150)	1440
Educ: Bachelors degree	42%	(207)	27%	(135)	15%	(72)	9%	(46)	6%	(32)	492
Educ: Post-grad	43%	(123)	27%	(76)	14%	(38)	7%	(21)	9%	(25)	283

Continued on next page

**Table MCBR9\_5:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Big Box stores like Walmart or Target

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	42%	(935)	25%	(564)	14%	(320)	9%	(189)	9%	(207)	2215
Income: Under 50k	42%	(479)	24%	(270)	14%	(165)	8%	(87)	12%	(137)	1138
Income: 50k-100k	43%	(293)	27%	(186)	14%	(95)	10%	(70)	6%	(42)	686
Income: 100k+	42%	(163)	28%	(109)	15%	(59)	8%	(31)	7%	(28)	391
Ethnicity: White	42%	(717)	26%	(450)	14%	(235)	10%	(168)	8%	(144)	1715
Ethnicity: Hispanic	35%	(131)	27%	(100)	18%	(69)	9%	(35)	11%	(40)	375
Ethnicity: Black	46%	(130)	18%	(52)	17%	(49)	4%	(11)	15%	(41)	283
Ethnicity: Other	41%	(88)	28%	(62)	16%	(35)	5%	(10)	10%	(21)	217
All Christian	44%	(426)	27%	(262)	13%	(129)	9%	(85)	8%	(77)	978
All Non-Christian	40%	(50)	29%	(37)	14%	(17)	6%	(8)	10%	(13)	124
Atheist	40%	(46)	26%	(29)	11%	(13)	17%	(19)	6%	(6)	113
Agnostic/Nothing in particular	39%	(220)	23%	(131)	18%	(104)	8%	(47)	10%	(58)	560
Something Else	44%	(193)	24%	(105)	13%	(57)	7%	(30)	12%	(54)	439
Religious Non-Protestant/Catholic	41%	(56)	29%	(40)	15%	(21)	6%	(8)	9%	(13)	137
Evangelical	43%	(240)	25%	(139)	12%	(69)	8%	(42)	12%	(64)	554
Non-Evangelical	44%	(360)	27%	(219)	13%	(109)	9%	(72)	8%	(63)	823
Community: Urban	43%	(281)	26%	(172)	15%	(100)	6%	(40)	10%	(62)	655
Community: Suburban	43%	(443)	25%	(255)	15%	(153)	10%	(101)	8%	(87)	1039
Community: Rural	40%	(211)	26%	(137)	13%	(67)	9%	(48)	11%	(58)	521
Employ: Private Sector	43%	(311)	28%	(205)	14%	(104)	8%	(54)	7%	(48)	722
Employ: Government	31%	(39)	34%	(42)	22%	(27)	8%	(10)	6%	(7)	125
Employ: Self-Employed	46%	(87)	25%	(47)	15%	(28)	8%	(15)	6%	(12)	188
Employ: Homemaker	38%	(60)	17%	(27)	20%	(31)	10%	(16)	14%	(22)	157
Employ: Student	49%	(33)	25%	(17)	13%	(9)	7%	(5)	6%	(4)	67
Employ: Retired	45%	(252)	25%	(140)	9%	(51)	10%	(54)	11%	(59)	556
Employ: Unemployed	36%	(90)	21%	(53)	20%	(50)	9%	(23)	14%	(37)	253
Employ: Other	44%	(63)	23%	(33)	14%	(20)	8%	(11)	12%	(18)	145

Continued on next page

**Table MCBR9\_5:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Big Box stores like Walmart or Target

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	42%	(935)	25%	(564)	14%	(320)	9%	(189)	9%	(207)	2215
Military HH: Yes	42%	(126)	28%	(83)	12%	(36)	9%	(26)	10%	(30)	301
Military HH: No	42%	(809)	25%	(481)	15%	(283)	8%	(163)	9%	(177)	1914
RD/WT: Right Direction	44%	(296)	26%	(173)	14%	(97)	7%	(48)	9%	(58)	672
RD/WT: Wrong Track	41%	(639)	25%	(392)	14%	(222)	9%	(141)	10%	(149)	1543
Biden Job Approve	43%	(420)	25%	(246)	15%	(143)	9%	(92)	8%	(74)	976
Biden Job Disapprove	42%	(480)	26%	(296)	15%	(171)	8%	(96)	9%	(99)	1142
Biden Job Strongly Approve	44%	(179)	24%	(99)	15%	(61)	9%	(39)	8%	(33)	411
Biden Job Somewhat Approve	43%	(241)	26%	(147)	14%	(82)	9%	(54)	7%	(41)	565
Biden Job Somewhat Disapprove	45%	(154)	23%	(80)	17%	(58)	8%	(29)	7%	(25)	346
Biden Job Strongly Disapprove	41%	(326)	27%	(216)	14%	(113)	8%	(67)	9%	(74)	796
Favorable of Biden	44%	(447)	25%	(249)	14%	(144)	9%	(93)	8%	(77)	1010
Unfavorable of Biden	41%	(458)	27%	(296)	15%	(171)	8%	(91)	8%	(94)	1109
Very Favorable of Biden	47%	(211)	23%	(100)	14%	(60)	9%	(40)	7%	(32)	444
Somewhat Favorable of Biden	42%	(237)	26%	(148)	15%	(84)	9%	(52)	8%	(45)	566
Somewhat Unfavorable of Biden	42%	(123)	26%	(75)	19%	(55)	7%	(19)	7%	(19)	292
Very Unfavorable of Biden	41%	(334)	27%	(221)	14%	(116)	9%	(71)	9%	(75)	818
#1 Issue: Economy	45%	(397)	25%	(221)	15%	(135)	7%	(62)	8%	(73)	888
#1 Issue: Security	44%	(92)	26%	(54)	15%	(31)	6%	(12)	9%	(18)	207
#1 Issue: Health Care	41%	(68)	30%	(49)	13%	(21)	8%	(13)	8%	(14)	165
#1 Issue: Medicare / Social Security	43%	(123)	28%	(80)	6%	(16)	12%	(33)	11%	(32)	285
#1 Issue: Women's Issues	37%	(123)	24%	(80)	17%	(56)	12%	(40)	10%	(33)	332
#1 Issue: Education	35%	(24)	30%	(20)	23%	(16)	5%	(4)	7%	(5)	68
#1 Issue: Energy	48%	(65)	20%	(26)	20%	(27)	5%	(6)	7%	(9)	134
#1 Issue: Other	32%	(44)	25%	(34)	12%	(17)	14%	(19)	17%	(23)	136

Continued on next page

**Table MCBR9\_5:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Big Box stores like Walmart or Target

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	42%	(935)	25%	(564)	14%	(320)	9%	(189)	9%	(207)	2215
2022 House Vote: Democrat	44%	(399)	25%	(222)	14%	(124)	10%	(92)	7%	(64)	901
2022 House Vote: Republican	42%	(277)	29%	(190)	14%	(93)	7%	(47)	8%	(53)	660
2022 House Vote: Someone else	50%	(30)	15%	(9)	15%	(9)	9%	(5)	11%	(7)	60
2022 House Vote: Didnt Vote	39%	(230)	24%	(143)	16%	(93)	8%	(45)	14%	(83)	594
2020 Vote: Joe Biden	43%	(391)	25%	(230)	14%	(131)	9%	(85)	8%	(69)	906
2020 Vote: Donald Trump	44%	(317)	28%	(200)	15%	(107)	7%	(50)	7%	(50)	723
2020 Vote: Other	36%	(30)	26%	(22)	14%	(11)	12%	(10)	12%	(10)	84
2020 Vote: Didn't Vote	39%	(196)	22%	(113)	14%	(70)	9%	(45)	16%	(78)	502
2018 House Vote: Democrat	44%	(346)	24%	(188)	14%	(114)	11%	(85)	7%	(58)	791
2018 House Vote: Republican	44%	(266)	28%	(165)	13%	(76)	8%	(48)	7%	(44)	599
2018 House Vote: Didnt Vote	39%	(307)	26%	(202)	16%	(121)	6%	(50)	13%	(99)	779
4-Region: Northeast	42%	(162)	24%	(94)	15%	(58)	9%	(35)	9%	(35)	383
4-Region: Midwest	42%	(193)	26%	(117)	12%	(55)	9%	(43)	11%	(49)	458
4-Region: South	45%	(378)	26%	(220)	13%	(111)	7%	(63)	9%	(75)	846
4-Region: West	38%	(202)	25%	(134)	18%	(96)	9%	(48)	9%	(48)	528

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

**Table MCBR9\_6:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Department stores like Kohls or Macys

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	38%	(851)	27%	(595)	13%	(298)	10%	(226)	11%	(245)	2215
Gender: Male	38%	(405)	29%	(309)	13%	(136)	9%	(95)	12%	(125)	1070
Gender: Female	39%	(446)	25%	(286)	14%	(162)	11%	(131)	10%	(120)	1145
Age: 18-34	34%	(218)	28%	(179)	20%	(131)	8%	(53)	10%	(62)	643
Age: 35-44	41%	(149)	25%	(92)	15%	(54)	8%	(30)	11%	(40)	366
Age: 45-64	40%	(289)	26%	(185)	11%	(76)	10%	(75)	13%	(91)	715
Age: 65+	40%	(194)	28%	(138)	7%	(37)	14%	(68)	11%	(52)	490
GenZers: 1997-2012	35%	(80)	31%	(71)	16%	(36)	5%	(12)	14%	(33)	231
Millennials: 1981-1996	36%	(239)	26%	(172)	20%	(132)	10%	(63)	9%	(59)	666
GenXers: 1965-1980	38%	(197)	27%	(140)	13%	(65)	11%	(55)	12%	(64)	521
Baby Boomers: 1946-1964	42%	(303)	27%	(196)	9%	(62)	11%	(82)	11%	(81)	724
PID: Dem (no lean)	41%	(351)	27%	(226)	14%	(119)	11%	(94)	7%	(62)	852
PID: Ind (no lean)	32%	(217)	29%	(192)	13%	(84)	10%	(69)	16%	(110)	672
PID: Rep (no lean)	41%	(283)	26%	(178)	14%	(95)	9%	(63)	11%	(73)	692
PID/Gender: Dem Men	43%	(182)	29%	(123)	12%	(51)	10%	(42)	7%	(29)	427
PID/Gender: Dem Women	40%	(169)	24%	(103)	16%	(68)	12%	(52)	8%	(32)	425
PID/Gender: Ind Men	29%	(91)	33%	(105)	11%	(36)	9%	(29)	18%	(56)	317
PID/Gender: Ind Women	35%	(126)	24%	(87)	14%	(48)	11%	(40)	15%	(54)	355
PID/Gender: Rep Men	40%	(132)	25%	(82)	15%	(49)	7%	(24)	12%	(40)	327
PID/Gender: Rep Women	41%	(151)	26%	(96)	13%	(46)	10%	(38)	9%	(33)	365
Ideo: Liberal (1-3)	40%	(266)	26%	(172)	15%	(97)	10%	(66)	9%	(61)	662
Ideo: Moderate (4)	36%	(240)	27%	(181)	14%	(92)	13%	(84)	10%	(63)	660
Ideo: Conservative (5-7)	40%	(283)	28%	(199)	13%	(95)	9%	(66)	10%	(72)	716
Educ: < College	37%	(532)	28%	(396)	13%	(187)	10%	(145)	12%	(180)	1440
Educ: Bachelors degree	41%	(201)	26%	(126)	14%	(71)	11%	(55)	8%	(39)	492
Educ: Post-grad	42%	(118)	26%	(73)	14%	(40)	9%	(26)	9%	(27)	283

Continued on next page

**Table MCBR9\_6:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Department stores like Kohls or Macys

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	38%	(851)	27%	(595)	13%	(298)	10%	(226)	11%	(245)	2215
Income: Under 50k	38%	(429)	26%	(291)	13%	(153)	9%	(102)	14%	(163)	1138
Income: 50k-100k	39%	(266)	29%	(197)	13%	(91)	12%	(80)	8%	(52)	686
Income: 100k+	40%	(155)	28%	(108)	14%	(54)	11%	(44)	8%	(30)	391
Ethnicity: White	38%	(648)	28%	(473)	13%	(215)	12%	(205)	10%	(173)	1715
Ethnicity: Hispanic	30%	(113)	26%	(99)	21%	(78)	10%	(37)	13%	(48)	375
Ethnicity: Black	45%	(126)	21%	(60)	14%	(39)	4%	(11)	16%	(46)	283
Ethnicity: Other	35%	(76)	28%	(62)	20%	(44)	4%	(10)	12%	(26)	217
All Christian	40%	(395)	27%	(264)	13%	(126)	11%	(104)	9%	(90)	978
All Non-Christian	44%	(54)	24%	(30)	15%	(18)	9%	(11)	9%	(11)	124
Atheist	36%	(41)	32%	(36)	8%	(9)	17%	(19)	8%	(9)	113
Agnostic/Nothing in particular	34%	(190)	28%	(155)	15%	(84)	10%	(56)	13%	(75)	560
Something Else	39%	(170)	25%	(110)	14%	(61)	8%	(37)	14%	(61)	439
Religious Non-Protestant/Catholic	43%	(59)	25%	(35)	16%	(22)	8%	(11)	8%	(11)	137
Evangelical	41%	(229)	24%	(134)	14%	(78)	8%	(46)	12%	(68)	554
Non-Evangelical	39%	(323)	28%	(229)	12%	(98)	11%	(94)	10%	(80)	823
Community: Urban	39%	(256)	29%	(188)	14%	(93)	8%	(51)	10%	(68)	655
Community: Suburban	40%	(414)	25%	(258)	13%	(138)	11%	(118)	11%	(110)	1039
Community: Rural	35%	(180)	29%	(149)	13%	(68)	11%	(57)	13%	(67)	521
Employ: Private Sector	39%	(283)	30%	(214)	16%	(112)	8%	(58)	8%	(55)	722
Employ: Government	34%	(42)	25%	(31)	21%	(26)	13%	(16)	8%	(10)	125
Employ: Self-Employed	41%	(78)	30%	(56)	12%	(22)	9%	(17)	8%	(15)	188
Employ: Homemaker	32%	(51)	23%	(35)	17%	(26)	13%	(21)	15%	(24)	157
Employ: Student	41%	(27)	24%	(16)	23%	(16)	3%	(2)	8%	(6)	67
Employ: Retired	43%	(238)	27%	(149)	7%	(37)	12%	(67)	12%	(66)	556
Employ: Unemployed	31%	(77)	25%	(64)	16%	(39)	12%	(29)	17%	(43)	253
Employ: Other	37%	(54)	20%	(29)	14%	(20)	11%	(16)	18%	(26)	145

Continued on next page

**Table MCBR9\_6:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Department stores like Kohls or Macys

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	38%	(851)	27%	(595)	13%	(298)	10%	(226)	11%	(245)	2215
Military HH: Yes	37%	(110)	30%	(92)	10%	(30)	11%	(32)	12%	(37)	301
Military HH: No	39%	(740)	26%	(504)	14%	(268)	10%	(194)	11%	(208)	1914
RD/WT: Right Direction	41%	(276)	27%	(183)	14%	(92)	9%	(58)	9%	(62)	672
RD/WT: Wrong Track	37%	(574)	27%	(412)	13%	(206)	11%	(167)	12%	(183)	1543
Biden Job Approve	41%	(396)	25%	(243)	14%	(141)	11%	(110)	9%	(86)	976
Biden Job Disapprove	37%	(421)	29%	(334)	13%	(152)	10%	(113)	11%	(121)	1142
Biden Job Strongly Approve	44%	(181)	22%	(90)	15%	(64)	10%	(43)	8%	(33)	411
Biden Job Somewhat Approve	38%	(215)	27%	(153)	14%	(77)	12%	(67)	9%	(53)	565
Biden Job Somewhat Disapprove	34%	(118)	29%	(102)	17%	(59)	10%	(34)	10%	(34)	346
Biden Job Strongly Disapprove	38%	(303)	29%	(233)	12%	(93)	10%	(80)	11%	(88)	796
Favorable of Biden	41%	(414)	26%	(265)	13%	(133)	11%	(114)	8%	(84)	1010
Unfavorable of Biden	37%	(408)	28%	(315)	14%	(159)	10%	(108)	11%	(119)	1109
Very Favorable of Biden	45%	(201)	23%	(103)	13%	(58)	11%	(48)	8%	(34)	444
Somewhat Favorable of Biden	38%	(214)	29%	(162)	13%	(74)	12%	(67)	9%	(50)	566
Somewhat Unfavorable of Biden	34%	(99)	28%	(80)	20%	(60)	9%	(27)	9%	(26)	292
Very Unfavorable of Biden	38%	(309)	29%	(235)	12%	(99)	10%	(81)	11%	(93)	818
#1 Issue: Economy	38%	(342)	29%	(256)	14%	(126)	9%	(80)	10%	(85)	888
#1 Issue: Security	44%	(90)	25%	(51)	16%	(34)	7%	(14)	8%	(18)	207
#1 Issue: Health Care	42%	(70)	24%	(39)	13%	(22)	8%	(13)	13%	(22)	165
#1 Issue: Medicare / Social Security	39%	(112)	29%	(82)	5%	(15)	12%	(35)	14%	(40)	285
#1 Issue: Women's Issues	34%	(112)	27%	(89)	15%	(51)	13%	(44)	11%	(36)	332
#1 Issue: Education	36%	(24)	26%	(18)	21%	(15)	10%	(7)	7%	(5)	68
#1 Issue: Energy	45%	(61)	22%	(29)	15%	(20)	8%	(10)	10%	(13)	134
#1 Issue: Other	29%	(39)	23%	(31)	12%	(16)	17%	(23)	19%	(27)	136

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**Table MCBR9\_6:** As you may know, some stores have special extended shopping hours on Thanksgiving and Black Friday to offer customers more opportunities to shop, while others remain closed during the holidays to give employees time off. How long do you think the following types of stores should be open on Black Friday?

Department stores like Kohls or Macys

Demographic	Open with extended hours		Open regular hours		Open part of the day with reduced hours		Closed all day		Don't know / No opinion		Total N
Adults	38%	(851)	27%	(595)	13%	(298)	10%	(226)	11%	(245)	2215
2022 House Vote: Democrat	41%	(372)	26%	(231)	13%	(118)	12%	(105)	8%	(76)	901
2022 House Vote: Republican	39%	(257)	29%	(194)	13%	(86)	9%	(62)	9%	(62)	660
2022 House Vote: Someone else	38%	(23)	26%	(16)	13%	(8)	11%	(7)	12%	(7)	60
2022 House Vote: Didnt Vote	34%	(199)	26%	(155)	15%	(87)	9%	(53)	17%	(101)	594
2020 Vote: Joe Biden	40%	(363)	26%	(238)	13%	(120)	11%	(101)	9%	(83)	906
2020 Vote: Donald Trump	39%	(283)	30%	(214)	15%	(109)	8%	(60)	8%	(58)	723
2020 Vote: Other	33%	(27)	27%	(23)	13%	(11)	14%	(11)	14%	(12)	84
2020 Vote: Didn't Vote	35%	(177)	24%	(121)	12%	(58)	11%	(53)	19%	(93)	502
2018 House Vote: Democrat	42%	(336)	24%	(189)	13%	(101)	13%	(100)	8%	(65)	791
2018 House Vote: Republican	42%	(252)	28%	(168)	12%	(72)	10%	(60)	8%	(47)	599
2018 House Vote: Didnt Vote	32%	(251)	29%	(224)	15%	(119)	8%	(59)	16%	(126)	779
4-Region: Northeast	41%	(159)	23%	(89)	15%	(58)	11%	(42)	9%	(36)	383
4-Region: Midwest	38%	(173)	28%	(130)	12%	(54)	10%	(46)	12%	(55)	458
4-Region: South	40%	(335)	28%	(235)	13%	(109)	9%	(74)	11%	(93)	846
4-Region: West	35%	(184)	27%	(142)	15%	(77)	12%	(63)	12%	(62)	528

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



## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2215	100%
xdemGender	Gender: Male	1070	48%
	Gender: Female	1145	52%
	N	2215	
age	Age: 18-34	643	29%
	Age: 35-44	366	17%
	Age: 45-64	715	32%
	Age: 65+	490	22%
	N	2215	
demAgeGeneration	GenZers: 1997-2012	231	10%
	Millennials: 1981-1996	666	30%
	GenXers: 1965-1980	521	24%
	Baby Boomers: 1946-1964	724	33%
	N	2142	
xpid3	PID: Dem (no lean)	852	38%
	PID: Ind (no lean)	672	30%
	PID: Rep (no lean)	692	31%
	N	2215	
xpidGender	PID/Gender: Dem Men	427	19%
	PID/Gender: Dem Women	425	19%
	PID/Gender: Ind Men	317	14%
	PID/Gender: Ind Women	355	16%
	PID/Gender: Rep Men	327	15%
	PID/Gender: Rep Women	365	16%
	N	2215	
xdemIdeo3	Ideo: Liberal (1-3)	662	30%
	Ideo: Moderate (4)	660	30%
	Ideo: Conservative (5-7)	716	32%
	N	2039	
xeduc3	Educ: < College	1440	65%
	Educ: Bachelors degree	492	22%
	Educ: Post-grad	283	13%
	N	2215	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1138	51%
	Income: 50k-100k	686	31%
	Income: 100k+	391	18%
	N	2215	
xdemWhite	Ethnicity: White	1715	77%
xdemHispBin	Ethnicity: Hispanic	375	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	217	10%
xdemReligion	All Christian	978	44%
	All Non-Christian	124	6%
	Atheist	113	5%
	Agnostic/Nothing in particular	560	25%
	Something Else	439	20%
	N	2215	
xdemReligOther	Religious Non-Protestant/Catholic	137	6%
xdemEvang	Evangelical	554	25%
	Non-Evangelical	823	37%
	N	1378	
xdemUsr	Community: Urban	655	30%
	Community: Suburban	1039	47%
	Community: Rural	521	24%
	N	2215	
xdemEmploy	Employ: Private Sector	722	33%
	Employ: Government	125	6%
	Employ: Self-Employed	188	9%
	Employ: Homemaker	157	7%
	Employ: Student	67	3%
	Employ: Retired	556	25%
	Employ: Unemployed	253	11%
	Employ: Other	145	7%
	N	2215	
xdemMilHH1	Military HH: Yes	301	14%
	Military HH: No	1914	86%
	N	2215	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	672	30%
	RD/WT: Wrong Track	1543	70%
	N	2215	
xdemBidenApprove	Biden Job Approve	976	44%
	Biden Job Disapprove	1142	52%
	N	2118	
xdemBidenApprove2	Biden Job Strongly Approve	411	19%
	Biden Job Somewhat Approve	565	26%
	Biden Job Somewhat Disapprove	346	16%
	Biden Job Strongly Disapprove	796	36%
	N	2118	
xdemBidenFav	Favorable of Biden	1010	46%
	Unfavorable of Biden	1109	50%
	N	2119	
xdemBidenFavFull	Very Favorable of Biden	444	20%
	Somewhat Favorable of Biden	566	26%
	Somewhat Unfavorable of Biden	292	13%
	Very Unfavorable of Biden	818	37%
	N	2119	
xnr3	#1 Issue: Economy	888	40%
	#1 Issue: Security	207	9%
	#1 Issue: Health Care	165	7%
	#1 Issue: Medicare / Social Security	285	13%
	#1 Issue: Women's Issues	332	15%
	#1 Issue: Education	68	3%
	#1 Issue: Energy	134	6%
	#1 Issue: Other	136	6%
	N	2215	
xsubVote22O	2022 House Vote: Democrat	901	41%
	2022 House Vote: Republican	660	30%
	2022 House Vote: Someone else	60	3%
	2022 House Vote: Didnt Vote	594	27%
	N	2215	
xsubVote20O	2020 Vote: Joe Biden	906	41%
	2020 Vote: Donald Trump	723	33%
	2020 Vote: Other	84	4%
	2020 Vote: Didn't Vote	502	23%
	N	2215	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	791	36%
	2018 House Vote: Republican	599	27%
	2018 House Vote: Someone else	46	2%
	2018 House Vote: Didnt Vote	779	35%
	N	2215	
xreg4	4-Region: Northeast	383	17%
	4-Region: Midwest	458	21%
	4-Region: South	846	38%
	4-Region: West	528	24%
	N	2215	

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

