

November Recession

Fieldwork Dates: 15th - 18th November 2019

Conducted by YouGov YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1242 adults. Fieldwork was undertaken between 15th - 18th November 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

November Recession

YouGov		Ge	nder				Generation					Reg	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
LEE 04 MIL 17 1 1 11 11 11 11 11 11 11 11 11 11 11		A	В	С	D	E	F	G	Н	ı	J	К	L	М	N
KEF_Q1. When, if ever, do you think the next major economic recession will happen?															
Unweighted base	1242	566	676	25	356	305	455	101	-	-	219	254	468	301	872
Base: All US adults	1242	604	638	37	409	283	418	94	-	-	219	236	487	301	841
Within the next 6 months	7%	6%	9%	3%	9%	8%	7%	2%	**	-	8%	8%	8%	6%	8%
In the next 7 to 12 months	15%	14%	15%	15%	11%	14%	19% D	14%	-	-	18%	13%	15%	13%	16%
In the next 1 to 2 years	17%	19%	16%	33%	17%	16%	16%	23%	-	-	13%	23% J	16%	19%	17%
In the next 3 to 4 years	7%	7%	7%	-	8%	4%	8%	12% E*	-	-	8%	8%	6%	7%	8%
In the next 5 to 6 years	6%	7%	5%	9%	4%	7%	8%	7%	-	-	7%	5%	6%	8%	7%
More than 6 years from now	7%	10%	5%	9%	3%	8%	9%	12%	-	-	5%	7%	10%	5%	8%
I don't think there will ever be another major economic recession	7%	B 8%	6%	2%	8%	D 7%	D 7%	D*	-	-	7%	8%	8%	5%	6%
Parity language of a sur-	33%	29%	270/	**	400/	37%	070/	*	**	**	250/	29%	200/	270/	200/
Don't know/not sure	33%	29%	37% A	29%	40% F.G	57% F.G	27%	23%	**	**	35%	29%	32%	37%	29%
KEF_Q2. Regardless of whether or not you are expecting one, how prepared do you feel personally for a major economic recession?	1242	566	676	25	356	305	455	101			219	254	468	301	872
Unweighted base Base: All US adults	1242	604	638	25 37	409	283	418	94	-	-	219	236	487	301	841
Very prepared	11%	14%	8%	2%	9%	8%	13%	20%	-	-	10%	11%	10%	13%	12%
		В		**			E	D.E*	**	**					
Somewhat prepared	31%	34%	28%	27%	23%	24%	39% D.E	49% D.E*	**	**	26%	32%	32%	30%	35% O.P.Q
Not very prepared	21%	17%	24% A	26%	22%	22%	20%	13%	**	**	20%	21%	21%	21%	21%
Not at all prepared	22%	20%	24%	26%	21%	32% D.F.G	17%	13%	**	-	27% L	25%	19%	21%	20%
Don't know/not sure	16%	15%	16%	18%	25% E.F.G	14% G	9%	5% *	-	- **	16%	11%	18% K	14%	12%
KEF_Q3. Regardless of whether or not you are expecting one, how prepared do you feel the US is for a major economic recession?															
Unweighted base	1242	566	676	25	356	305	455	101	-	-	219	254	468	301	872
Base: All US adults	1242	604	638	37	409	283	418	94	-	-	219	236	487	301	841
Very prepared	7%	9% B	4%	2%	9%	5%	5%	10%	-	-	7%	7%	6%	7%	6%
Somewhat prepared	18%	19%	17%	11%	14%	19%	21%	19%	- **	-	18%	17%	20%	13%	18%
Not very prepared	34%	34%	35%	51%	27%	31%	39% D	50% D.E.F*	-	-	30%	41% J.M	34%	32%	37% P
Not at all prepared	25%	21%	29% A	21%	23%	31% G	26%	16%	-	-	27%	26%	21%	30% L	27%
Don't know/not sure	16%	17%	16%	15%	27% E.F.G	15% G	10%	5%	-	-	17% K	8%	19% K	19% K	11%
KEF_Q8. To what extent do you believe President Trump's economic policies are making a recession more or less					E.F.G	G					K		N.	N.	

November Recession

YouGov		R	ace			Educa	tion							Marital Status		
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorce	
		0	P	Q	R	S	т	U	V	w	х	Y	Z	AA	AB	
KEF_Q1. When, if ever, do you think the next major																
economic recession will happen?	10.10	110	101	0.7		101	0.40	450	040		0.4	0.4	704	000	- 00	
Unweighted base	1242 1242	119	164	87 97	411	431	242	158	616	20	94	34	764	298	93	
Base: All US adults		164	140		489	405	219	129	548	23	106	35	713	338	92	
Within the next 6 months	7%	7% *	6%	7% *	7%	7%	11%	6%	7%	16%	9%	4%	7%	7%	11%	
In the next 7 to 12 months	15%	16%	11%	7%	11%	11%	25% R.S	23% R.S	16%	14%	14%	4%	15%	14%	18%	
In the next 1 to 2 years	17%	19%	13%	23%	12%	20%	20%	24%	16%	14%	17%	37%	17%	18%	19%	
		*		*		R	R	R		**	*	**			*	
In the next 3 to 4 years	7%	4%	6%	5%	4%	8%	8%	15%	9%	4%	8%	-	8%	5%	7%	
				*		R	R	R.S			•	**				
In the next 5 to 6 years	6%	2%	6%	5%	6%	7%	6%	6%	8%	14%	3%	5% **	7%	4%	7% *	
More than 6 years from now	7%	6%	6%	5%	5%	9%	9%	6%	10%	-	8%	2%	9%	5%	7%	
I don't think there will ever be another major economic recession	7%	7%	10%	10%	10%	5%	4%	4%	7%	5%	9%		7%	8%	3%	
r don't trillik there will ever be another major economic recession	1 70	1 70 *	1076	*	S.T.U	370	470	470	1 70	5% **	970 *	9%	1 70	070	*	
Don't know/not sure	33%	41%	43%	38%	46%	32%	17%	17%	27%	33%	32%	38%	28%	39%	29%	
		N*	N	*	S.T.U	T.U				**		**		V.Z		
one, how prepared do you feel personally for a major economic recession? Unweighted base	1242	119	164	87	411	431	242	158	616	20	94	34	764	298	93	
Base: All US adults	1242	164	140	97	489	405	219	129	548	23	106	35	713	338	92	
Very prepared	11%	6%	13%	8%	7%	12% R	14% R	18% R	14% AA	5%	6%	19%	13%	8%	9%	
Somewhat prepared	31%	22%	20%	21%	21%	30%	40%	56%	37%	16%	19%	11%	33%	27%	37%	
ooniomat propared	0170	*	2070	*	2170	R	R.S	R.S.T	X.Z.AA	**	*	**	X	2.70	X*	
Not very prepared	21%	17%	27%	20%	19%	25%	23%	11%	20%	33%	29%	30%	22%	21%	16%	
Not at all prepared	22%	35%	20%	19%	U 26%	U 22%	U 19%	12%	18%	36%	28%	34%	V 21%	24%	24%	
		N.P.Q*		*	U	U				**		**	V		*	
Don't know/not sure	16%	20%	20% N	31% N*	27% S.T.U	12% T.U	5%	3%	11%	10%	17%	5%	11%	20% V.Z	15%	
KEF_Q3. Regardless of whether or not you are expecting one, how prepared do you feel the US is for a major			N	IX.	0.1.0	1.0								V.L		
economic recession? Unweighted base	1242	119	164	87	411	431	242	158	616	20	94	34	764	298	93	
Base: All US adults	1242	164	140	97	489	405	219	129	548	23	106	35	713	338	92	
Very prepared	7%	5%	16%	4%	8%	6%	4%	9%	7%	14%	5%	9%	7%	8%	5%	
Somewhat prepared	18%	22%	N.O.Q 12%	15%	14%	18%	27%	15%	20%	15%	24%	13%	20%	15%	10%	
Network	240/	*	200/	*	200/	270/	R.S.U	400/	270/	**	*	**	200/	240/	*	
Not very prepared	34%	31%	22%	28%	28%	37% R	37% R	42% R	37%	25%	38%	26%	36%	31%	35%	
Not at all prepared	25%	17%	23%	22%	23%	26%	27%	31%	27%	21%	18%	44%	26%	23%	32%	
Don't know/not sure	16%	25%	27%	30%	27%	13%	5%	3%	9%	25%	16%	8%	11%	24%	19%	
		N*	N	N*	S.T.U	T.U				**	•	**	V	V.Z	V*	
KEF_Q8. To what extent do you believe President Trump's economic policies are making a recession more or less likely?																

November Recession

YouGov							Parent o	or guardian of any	/ children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
		AC	AD	AE	AF	AG	АН	Al	AJ	AK	AL	AM	AN	AO	AP
KEF_Q1. When, if ever, do you think the next major															
economic recession will happen? Unweighted base	1242	56	12	4	15	296	438	693	512	37	402	356	329	155	380
Base: All US adults	1242	56	10	9	24	260	399	625	566	51	471	325	268	177	393
Within the next 6 months	7%	3%	9%	-	6%	10%	4%	6%	8%	8%	9%	5%	8%	8%	9%
			**	**	**	AH.AI		AH	AH	**					
In the next 7 to 12 months	15%	16%	11%	12%	-	15%	18%	16%	14%	-	11%	17%	22% AL.AO	10%	14%
In the next 1 to 2 years	17%	18%	14%	-	11%	17%	17%	17%	18%	14%	14%	19%	23%	14%	15%
		*	**	**	**					**			AL.AO		
In the next 3 to 4 years	7%	8%	4%	**	**	6%	10%	8%	6%	- **	4%	11% AL.AO	10% AL.AO	2%	6%
In the next 5 to 6 years	6%	7%	-	-	-	7%	9%	8%	5%	1%	6%	6%	9%	6%	5%
		*	**	**	**					**					
More than 6 years from now	7%	7% *	- **	-	- **	6%	9%	8%	7%	2%	5%	11% AL.AO	10% AL.AO	3%	6%
I don't think there will ever be another major economic recession	7%	6%	_		_	6%	6%	6%	8%	_	9%	7%	4%	5%	7%
,			**	**	**					**	AN				
Don't know/not sure	33%	36%	62%	88%	84%	35%	27%	30%	33%	75%	42%	24%	15%	53%	38%
Don't know/not sure	33 /0	*	**	**	**	AH	21 /0	AH	3376	**	AM.AN	AN	1370	AM.AN*	AQ
one, how prepared do you feel personally for a major economic recession? Unweighted base	1242	56	12	4	15	296	438	693	512	37	402	356	329	155	380
Base: All US adults	1242	56	10	9	24	260	399	625	566	51	471	325	268	177	393
Very prepared	11%	11%	-	-	9%	13%	11%	12%	10%	4%	5%	12%	21%	9%	14%
		*	**	**	**					**		AL	AL.AM.AO		
Somewhat prepared	31%	36%	25%	12%	- **	29%	43% AG.AI.AJ	37% AG.AJ	25%	15%	19%	35% AL	51% AL.AM.AO	26%	27%
Not very prepared	21%	22%	22%	15%	13%	23%	18%	20%	23%	15%	24% AN	23% AN	15%	16%	17%
Not at all prepared	22%	15%	45%	19%	13%	19%	17%	17%	28%	6%	32%	24%	8%	15%	24%
2 11 / /	100/	*				100/	400/	400/	AG.AH.AI		AN.AO	AN	50/	*	100/
Don't know/not sure	16%	17%	8% **	54% **	65%	16% AH	10%	13% AH	14%	59%	21% AM.AN	6%	5%	34% AL.AM.AN*	18%
KEF_Q3. Regardless of whether or not you are expecting one, how prepared do you feel the US is for a major economic recession?															
Unweighted base	1242	56	12	4	15	296	438	693	512	37	402	356	329	155	380
Base: All US adults	1242	56	10	9	24	260	399	625	566	51	471	325	268	177	393
Very prepared	7%	4%	**	**	- **	10% AH	5%	7% AH	6%	6%	6%	9%	8%	4%	10% AQ
Somewhat prepared	18%	21%	17%	12%	5%	16%	23%	20%	16%	9%	16%	19%	23%	11%	16%
Not very prepared	34%	35%	33%	34%	13%	34%	AG.AI.AJ 40%	37%	32%	17%	32%	38%	AL.AO 39%	26%	32%
			**	**	**		AJ			**		AO	AO		
Not at all prepared	25%	25%	42%	-	18%	26%	23%	24%	28%	12%	26%	26%	25%	21%	22%
Don't know/not sure	16%	15%	8%	54%	65%	14%	10%	12%	18%	56%	21%	8%	5%	38%	20%
KEF Q8. To what extent do you believe President Trump's					**			AH	AH.AI		AM.AN			AL.AM.AN*	AQ
economic policies are making a recession more or less															
likely? Unweighted base	1242	56	12	4	15	296	438	693	512	37	402	356	329	155	

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YouGov		Type of Are	ea Lived in				Political Party						Political	Viewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
		AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	ВА	ВВ	BC	BD
KEF_Q1. When, if ever, do you think the next major		AQ	AR	AS	AI	AU	AV	AVV	AA.	Ai	AL	DA	ВВ	ВС	ьи
economic recession will happen?															
Unweighted base	1242	643	216	3	421	344	355	44	78	156	209	348	266	156	107
Base: All US adults	1242	608	239	2	420	306	361	34	120	135	198	348	243	140	177
Within the next 6 months	7%	6%	7%	**	10% AU	4%	8%	4% *	7% *	15% 3A.BB.BC.BD.BF		7%	5%	7%	5% *
In the next 7 to 12 months	15%	17%	10%	- **	24% AU.AV.AW.AX	5%	14% AU	6% *	10%	27% 3A.BB.BC.BD.BF	27% BA.BB.BC.BD.BF	13%	10%	7%	7% *
In the next 1 to 2 years	17%	20%	13%	-	22% AV.AX	17%	15%	14%	9%	24% BC.BD.BF	26% BB.BC.BD.BF	19% BD	16% BD	13%	5%
In the next 3 to 4 years	7%	8%	7%	- **	5%	9%	10%	9%	2%	4%	9%	7%	9%	10%	3%
In the next 5 to 6 years	6%	6%	8%	-	2%	12% AT.AX	7% AT.AX	18% AT.AV.AX*	-	2%	1%	5% AZ.BE	16% AY.AZ.BA.BD.BI	10%	1%
More than 6 years from now	7%	8%	7%	-	3%	16% AT.AV.AX	6%	6% AX*	-	6% BD	4%	5%	13%	20% EAY.AZ.BA.BD.BE	-
I don't think there will ever be another major economic recession	7%	5%	11%	44%	6%	9%	5%	2%	10%	2%	4%	6%	6%	11%	12%
Don't know/not sure	33%	29%	AQ 36%	56%	27%	27%	35%	* 40%	61%	20%	22%	37%	26%	AY.AZ.BE 23%	AY.BE* 66%
				**				*	AT.AU.AV*			Y.AZ.BB.BC.BE	.BF	AY.A	Z.BA.BB.BC.I
KEF_Q2. Regardless of whether or not you are expecting one, how prepared do you feel personally for a major economic recession?					1								-		
Unweighted base	1242	643	216	3	421	344	355	44	78	156	209	348	266	156	107
Base: All US adults	1242	608	239	2	420	306	361	34	120	135	198	348	243 14%	140	177
Very prepared	11%	10%	8%	**	8%	15% AT.AX	13% AX	13% AX*	2%	8% BD	4%	11% AZ.BD.BE	AZ.BD.BE	26% AZ.BA.BB.BD.BE	
Somewhat prepared	31%	34%	28%	32%	30% AX	37% AX	32% AX	30%	14%	29% BD	42% BA.BD	29% BD	39% BA.BD	39% BD	6%
Not very prepared	21%	24% AP	18%	**	23% AX	23% AX	21%	18%	9%	23%	22%	25% BC.BF	19%	15%	16% *
Not at all prepared	22%	18%	28% AQ	**	30% AU.AV	14%	17%	32% AU.AV*	25% AU*	31% BA.BB.BC.BF	27% BA.BB.BF	18%	14%	16%	33% BA.BB.BC.BI
Don't know/not sure	16%	13%	17%	68%	9%	10%	17% AT.AU	7% *	49% AT.AU.AV.AW	8%	6%	16% AY.AZ.BC.BE.B	13% F AZ.BC.BE.BF	3% AY.A	43% Z.BA.BB.BC.I
KEF_Q3. Regardless of whether or not you are expecting one, how prepared do you feel the US is for a major economic recession?															
Unweighted base	1242	643	216	3	421	344	355	44	78	156	209	348	266	156	107
Base: All US adults	1242	608	239	2	420	306	361	34	120	135	198	348	243	140	177
Very prepared	7%	5%	5%	-	4%	9% AT	9% AT	7%	3%	2%	1%	8% AY.AZ.BD.BE	11% AY.AZ.BD.BE	16% AY.AZ.BA.BD.BE	1%
Somewhat prepared	18%	18%	19%	32%	13%	30% AT.AV.AW.AX	14%	6% *	13%	9%	14%	14%	27% AY.AZ.BA.BD.BI	30% AY.AZ.BA.BD.BE	13%
Not very prepared	34%	37%	32%	68%	36% AX	37% AX	34%	36% *	21%	31% AY.	49% BA.BB.BC.BD.BE	37% BD	32%	32%	20%
Not at all prepared	25%	26%	27%	-	34% AU.AV.AX	15%	25% AU	40% AU.AX*	15%	51% 3A.BB.BC.BD.BE	29%	26% BC.BF	20%	15%	15%
Don't know/not sure	16%	13%	18%	-	13%	9%	17% AU	11%	48% AT.AU.AV.AW	7%	7%	16% AY.AZ.BC.BE.B	11%	7%	50% Z.BA.BB.BC.I
KEF_Q8. To what extent do you believe President Trump's economic policies are making a recession more or less							AU		AT.AU.AV.AW			AT.AZ.DC.DL.D		71.0	

November Recession

Fig. 2 Section Fig. 2 Section Fig. 2 Section Fig. 3 Se	YouGov					2012 Presid	lential Vote				2010	6 Presidential	Vote			
KEP_01. Was 1 saw and sign with the tense major become in tensession #ill liquids 1		Total	NET: Liberal		Barack Obama	Mitt Romney		I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		Yes
Second Paragraph Paragra			BE	BF	BG	ВН	ВІ	BJ	BK	BL	ВМ	BN	во	ВР	BQ	BR
Change place 1000																
Bases AN US and an		12/12	365	422	484	372	31	355	400	414	30	22	13	23	322	1070
With the rest of broady is a 12 month of the control of the contro	9															832
## Part of 12 months ## Part of 12 months ## Part of 12 months ## Part of 13 months ## Part of 15 months																8%
The rece f to 12 months in the received in the rec														**		
the fire real to 2 years the fire real to 2 years the fire real 20 of years the fire real 30 of years the fire real 30 of years the fire real 50 of yea	In the next 7 to 12 months	15%	27%	9%		5%	15%	10%	32%	4%	14%	22%	14%	18%	10%	18%
Birth cand 2 to 5 years Fig. Birth cand 2 to 5 years Fig. Birth cand 2 to 5 years Fig.			BA.BB.BC.BD.BF		BH.BJ		**	вн	BL.BM.BQ		BL*	**	**	**	BL	BS
In the read 3 to 4 years In the read 5 to 9	In the next 1 to 2 years	17%	25%	15%	22%	16%	13%	14%	24%	13%	30%	24%	11%	19%	15%	19%
Book			BB.BC.BD.BF	BD	BH.BJ		**		BL.BQ		BL.BQ*	**	**	**		
In the next 50 5 years 98% 99% 19% 14% 29% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 18% 18% 18% 18% 18% 18% 18% 18% 18% 18	In the next 3 to 4 years	7%	7%	9%	5%	11%	15%	6%	5%	13%	9%	4%	13%	21%	5%	8%
More Stand by Stand from 10						BG.BJ	**			BK.BQ	*	**	**	**		
More than 6 years from row 7% 4% AYAZBAB DB 4% 17% 4% 2% 80% 8% 29% 7% 7%	In the next 5 to 6 years	6%	1%	14%	2%	17%		3%	2%	15%	20%	-	8%	3%	4%	7%
Contribution Cont			, i	AY.AZ.BA.BD.BE		BG.BJ	**			BK.BQ	BK.BQ*	**	**	**		
Idon't bink there will ever be another major economic recession 7% 3% 8% 3% 24% 26	More than 6 years from now	7%						4%	2%							8%
AY-BE BG P				AY.AZ.BA.BD.BE	Ē	BG.BJ	**			BK.BQ	BK*	**	**	**	BK	
Don't knowlends sure 33% 21% 25% 25% 26% 24% 20% 46% 21% 26% 17% 15% 30% 35% 45% 26%	I don't think there will ever be another major economic recession	7%	3%	8%	3%	7%	3%	10%	3%	9%	_	-	-	-	9%	5%
Don't knowlends sure 33% 21% 25% 25% 26% 24% 20% 46% 21% 26% 17% 15% 30% 35% 45% 26%				AV RE		BG	**	BG		BK	*	**	**	**	BK	
BP B B B B B B B B B	Don't know/not sure	33%	21%		25%				21%		17%					26%
Common C	Don't know/not sure	33 /0		2370	2570	2470			2170	2070						2070
Very prepared 11% 6% 19% 11% 19% 13% 6% 19% 20% 18% 6% 9% 7% 6% 18	Unweighted base															107
AyAZBABBDB BGBJ F	Base: All US adults						23				15		6	10		832
Somewhat prepared 31% 37% 39% 37% 44% 49% 17% 40% 41% 44% 30% 41% 55% 19% 38% 38% 38% 22% 18% 22% 22% 18% 22% 20	Very prepared	11%						6%	10%						6%	14%
AYBD BABD BJ BJ FI BD BQ BQ FI FI BD BQ BQ FI FI BD BD BD BD BD BD BD B											.,					BS
Not very prepared 21% 22% 18% 24% 20% 20% 20% 19% 24% 20% 22% 10% 38% 8% 20% 23% 10% 38% 8% 20% 23% 10% 38% 8% 20% 23% 10% 38% 8% 20% 23% 10% 38% 8% 20% 23% 10% 38% 8% 20% 23% 10% 38% 8% 20% 23% 10% 38% 8% 20% 23% 10% 38% 18% 30% 17% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Somewhat prepared	31%						17%							19%	38%
Not at all prepared 22% 29% 15% 18% 12% 15% 31% 20% 10% 3% 48% 6% 14% 30% 17 BABB.BC.BF BH BH BLBM CDn't know/not sure 16% 7% 10% 10% 6% 4% 26% 6% 9% 12% 7% 6% 16% 26% 89 BKBL KEF_Q3. Regardless of whether or not you are expecting one, how prepared do you feel the US is for a major seconomic recession? Unweighted base 1242 385 422 484 372 31 355 409 414 39 22 13 23 322 107 Base. All US adults 1242 333 384 412 294 23 513 329 318 15 12 6 10 552 83 Very prepared 7% 11% 13% 6% 7% 55% 7% 4% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 10% 9% 7% 66 40% 10% 9% 7% 66 40% 10% 10% 10% 10% 10% 10% 10% 10% 10% 1																
BA.BB.BC.BF BH W BG.BH BL.BM P BL.BM P BL.BM P BL.BM P BL.BM P BC.BH BF* BC BH BF* BC BH BC.BH P BC.BH BC.BH P	Not very prepared	21%	22%	18%	24%	20%		19%	24%	20%	22% *				20%	23%
Don't know/not sure 16% 7% 10% 10% 6% 4% 26% 6% 9% 12% 7% 6% 16% 26% 88 88 88 88 88 88 88	Not at all prepared	22%		15%		12%				10%						17%
BF* BC BH ** BG.BH ** BG.BH ** ** ** ** ** ** ** ** ** ** ** ** *	D. W	400/	-	100/		201				00/						20/
KEF_Q3. Regardless of whether or not you are expecting one, how prepared do you feel the US is for a major seconomic recession? Unweighted base 1242 365 422 484 372 31 355 409 414 39 22 13 23 322 107	Don't know/not sure	16%				6%			6%	9%						8%
Unweighted base 1242 385 422 484 372 31 355 409 414 39 22 13 23 322 107	one, how prepared do you feel the US is for a major		.вг	ВС	БП			во.вп							DN.DL	
Base: All US adults		1242	365	422	484	372	31	355	409	414	39	22	13	23	322	1070
Very prepared 7% 1% 13% 6% 7% 5% 7% 4% 10% - - 9% - 7% 6% Somewhat prepared 18% 12% 28% 13% 29% 33% 14% 11% 29% 16% - 22% 16% 15% 20 AYAZBA.BD.BE BG.BJ **																832
Somewhat prepared 18% 12% 28% 13% 29% 33% 14% 11% 29% 16% - 22% 16% 15% 20%				13%			5%			10%	-	-	9%	-		6%
Not very prepared 34% 42% 32% 40% 40% 28% 27% 40% 38% 47% 60% 29% 38% 28% 37' AY.BB.BD.BF BD BJ BJ " BQ BQ BQ BQ " " " " " " " " " " " " "	Somewhat prepared	18%		28%				14%	11%	29%	16%				15%	20%
Not at all prepared 25% 38% 18% 30% 16% 28% 26% 38% 14% 18% 35% 35% 30% 24% 27% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25	Not very prepared	34%	42%	32%	40%	40%		27%		38%					28%	37%
Z.BA.BB.BC.BD.BF BH ** BH BL.BM.BQ * ** ** ** ** ** ** ** ** ** ** ** ** BL Don't know/not sure 16% 7% 10% 11% 7% 6% 27% 7% 10% 18% 6% 6% 16% 26% 10 .BF* ** ** BG.BH BK* ** ** ** ** BK.BL	Not at all propored	25%						26%							24%	27%
Don't know/not sure 16% 7% 10% 11% 7% 6% 27% 7% 10% 18% 6% 6% 16% 26% 10' .BF* BG.BH BK* ** BK.BL	Not at all prepared	23/0				1070				1470						217
.BF* ** BG.BH ** ** ** ** BK.BL	Don't know/not sura	16%				7%				10%	18%					100
	Don't know/not sure	1070		1070	1170	1 70			1 70	1070						107
	KEE OS To what extent do you believe President Trums's		.ur					во.вп			DN				DN.DL	
	conomic policies are making a recession more or less															

November Recession

US_nat_int Sample: 15th - 18th November 2019



	oting Registration	on
Total	No	Don't know
	BS	ВТ

KEF_Q1. When, if ever, do you think the next major

economic recession will happen?			
Unweighted base	1242	136	36
Base: All US adults	1242	328	82
Within the next 6 months	7%	8%	2%
In the next 7 to 12 months	15%	10%	-
In the next 1 to 2 years	17%	14%	8%
In the next 3 to 4 years	7%	3%	8% **
In the next 5 to 6 years	6%	4%	3%
More than 6 years from now	7%	7%	- **
I don't think there will ever be another major economic recession	7%	10% BR	14%
Don't know/not sure	33%	42% BR	66%

KEF_Q2. Regardless of whether or not you are expecting one, how prepared do you feel personally for a major economic recession?

Unweighted base	1242	136	36
Base: All US adults	1242	328	82
Very prepared	11%	5%	4%
Somewhat prepared	31%	17%	13%
Not very prepared	21%	19%	10%
Not at all prepared	22%	35% BR	18%
Don't know/not sure	16%	24% BR	55% **

KEF_Q3. Regardless of whether or not you are expecting one, how prepared do you feel the US is for a major economic recession?

_			
Unweighted base	1242	136	36
Base: All US adults	1242	328	82
Very prepared	7%	8%	5% **
Somewhat prepared	18%	15%	8%
Not very prepared	34%	29%	22%
Not at all prepared	25%	24%	8%
Don't know/not sure	16%	24% BR	58%

KEF_Q8. To what extent do you believe President Trump's economic policies are making a recession more or less likely?

Unweighted base	1242	136	36

November Recession

US_nat_int Sample: 15th - 18th November 2019

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		Ger	nder				Generation					Reç	jion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Base: All US adults	1242	604	638	37	409	283	418	94	-	-	219	236	487	301	841
Much more likely	27%	29%	26%	29%	21%	29%	34% D.G	20%	-	-	33%	29%	26%	24%	28%
Somewhat more likely	15%	16%	14%	17%	18%	12%	14%	14%	-	-	16%	18%	14%	14%	15%
Neither more nor less likely	12%	9%	14% A	21%	15% F	14% F	8%	7% *	-	- **	9%	15%	11%	12%	11%
Somewhat less likely	9%	9%	9%	2%	8%	8%	10%	11% *	-	-	7%	10%	9%	10%	9%
Much less likely	20%	23%	18%	3% **	9%	22% D	27% D	43% D.E.F*	-	- **	19%	18%	23%	19%	26% O.P
Don't know	16%	14%	19%	29%	28% E.F.G	15% F.G	8%	4% *	- **	-	16%	9%	18% K	21% K	12%

How much influence, if any, will your outlook on the U.S. economy have on your anticipated spending during the 201 holiday season in each of the following categories?

No influence at all

31%

Don't know 12% 13%

32%

31%

11%

12%

24%

21%

21%

30%

D

13%

rrr_q9_1. Gifts

rrr_q9_2. Travel

	38%	37%	39%	30%	43%	36%	39%	23%	#VALUE!	#VALUE!	41%	36%	38%	37%	36%
Unweighted base	1242	566	676	25	356	305	455	101	-	-	219	254	468	301	872
Base: All US adults	1242	604	638	37	409	283	418	94	-	-	219	236	487	301	841
A great deal of influence	13%	13%	13%	2%	15%	16%	11%	9%	-	- **	14%	10%	15%	11%	10%
Some influence	25%	24%	25%	28%	27% G	20%	28% E.G	14%	-	-	27%	26%	23%	26%	25%
Not much influence	26%	24%	28%	41%	18%	30% D	27% D	41% D.F*	-	-	27%	27%	26%	26%	30% O.F
No influence at all	26%	27%	25%	5% **	19%	25%	32% D	36% D*	-	-	22%	30%	28%	22%	28% P
Don't know	10%	12%	9%	24%	20%	9%	3%	-	-	-	11%	6%	8%	16%	7%
OT MUCH/NOT AT ALL	52%	51%	52%	47%	38%	55%	58%	77%	#VALUE!	#VALUE!	49%	57%	53%	47%	58%
Unweighted base		566	676	25	356	305	455	101	-	-	219	254	468	301	872
Base: All US adults		604	638	37	409	283	418	94	-	-	219	236	487	301	841
A great deal of influence	14%	14%	14%	7% **	14%	15%	14%	10%	**	**	18%	11%	14%	13%	12%
Some influence	18%	17%	19%	24%	20% G	20% G	17% G	6% *	-	-	19%	17%	16%	21%	16%
Not much influence	22%	23%	21%	33%	20%	21%	21%	35% D.E.F*	-	-	18%	24%	24%	19%	26% O.F
No influence at all	33%	32%	35%	12%	24%	32%	42% D.E	48% D.E*	-	-	34%	41% L.M	32%	29%	37% P.C
Don't know	13%	14%	12%	24%	22%	12%	6%	1%	-	-	12%	7%	13%	17%	9%
GREAT DEAL/SOME:	32%	31%	33%	31%	34%	35%	31%	16%	#VALUE!	#VALUE!	37%	28%	31%	34%	29%
Harris labeta di basa a	1242	566	676	25	356	305	455	101			219	254	468	301	872
Unweighted base Base: All US adults		604	638	37	409	283	455	94			219	236	487	301	841
									-	-					
great deal of influence	13%	14%	13%	29%	15%	15%	11%	7% *	**	**	11%	13%	16%	12%	119
Some influence	18%	16%	19%	13%	19% G	16% G	20% G	6% *	-	-	19%	18%	16%	18%	179
Not much influence	26%	25%	26%	22%	23%	26%	26%	38% D.E.F*	-	-	31%	26%	23%	25%	30°
								5.2.1							0.

40%

D.E

4%

49%

D.E*

28%

34%

33%

28%

35%

P.Q

November Recession

US_nat_int Sample: 15th - 18th November 2019

N 4	_		$\overline{}$		- 6
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	u	u	u	U	v

		Ra	асе			Educa	ation							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Base: All US adults	1242	164	140	97	489	405	219	129	548	23	106	35	713	338	92
Much more likely	27%	32%	22%	21%	23%	23%	36% R.S	42% R.S	25%	25%	22%	45%	25%	29%	42% V.X.Z*
Somewhat more likely	15%	19%	14%	10%	13%	16%	17%	17%	13%	16%	23% V.AB*	21%	15% V	18%	9%
Neither more nor less likely	12%	12%	15%	16%	13%	12%	12%	7%	12%	15% **	18%	9%	13%	13%	8%
Somewhat less likely	9%	8%	11%	11%	8%	11%	8%	8%	11%	4% **	10% *	6% **	10%	6%	7% *
Much less likely	20%	5% *	8%	17% O*	16%	24% R	22%	22%	30% X.Z.AA.AB	11%	8% *	6% **	25% X.AA	11%	19%
Don't know	16%	25% N*	29% N	25% N*	28% S.T.U	13% T.U	4%	5%	10%	29%	20% V*	13%	12% V	24% V.Z.AC	16%

How much influence, if any, will your outlook on the U.S. economy have on your anticipated spending during the 201 holiday season in each of the following categories?

No influence at all

31%

Don't know 12% 16%

33%

P.Q*

16%

23%

17%

29%

28%

32%

rrr_q9_1. Gifts

rrr_q9_2. Travel

wing categories?	38%	40%	49%	39%	37%	36%	44%	39%	36%	52%	40%	39%	37%	41%	39%
Unweighted base		119	164	87	411	431	242	158	616	20	94	34	764	298	93
Base: All US adults		164	140	97	489	405	219	129	548	23	106	35	713	338	92
A great deal of influence	13%	20% N*	21% N	16%	15%	10%	16%	12%	12%	26%	13%	18%	13%	14%	14%
Some influence	25%	20%	28%	23%	22%	26%	28%	27%	24%	26%	27%	21%	24%	27%	25%
Not much influence	26%	16%	20%	20%	20%	32% R	27%	31% R	31% AA	24%	27%	18%	30% AA	20%	25%
No influence at al	26%	31% P.Q*	13%	16%	25%	25%	26%	29%	27%	24%	21%	25%	26%	24%	31%
Don't know	10%	13%	18%	26%	19%	7%	3%	1%	6%	-	13%	19%	7%	14%	5%
NOT MUCH/NOT AT ALL	. 52%	47%	33%	35%	44%	57%	53%	60%	59%	48%	48%	42%	56%	44%	56%
Unweighted base	1242	119	164	87	411	431	242	158	616	20	94	34	764	298	93
Base: All US adults		164	140	97	489	405	219	129	548	23	106	35	713	338	92
A great deal of influence		13%	19%	23%	12%	15%	17%	11%	14%	27%	7%	10%	13%	14%	16%
7. grout dour or mindonot		*	N	N*	1270	1070				**	*	**	1070		*
Some influence	18%	18%	27% N	18%	15%	15%	27% R.S	22%	18% AC	37%	22% AC*	29%	19% V.AC	19% AC	15%
Not much influence	22%	12%	17%	15%	18%	25%	21%	29% R	25% Z	6%	21%	10%	23%	20%	22%
No influence at al	33%	40% P.Q*	17%	16%	30%	38% R	31%	35%	34%	31%	32%	35%	34%	32%	39%
Don't know	13%	17%	20%	28%	25%	7%	3%	3%	9%	-	18%	17%	11%	15%	8%
GREAT DEAL/SOME		31%	47%	41%	28%	30%	45%	33%	32%	63%	28%	39%	33%	33%	31%
	1242	110	164	0.7		404	0.40	158	616	00	0.4	34	764	000	- 00
Unweighted base		119	164	87 97	411	431	242 219	158	548	20	94		713	298 338	93
Base: All US adults		164				405				23	106	35			92
A great deal of influence	13%	20% N*	19% N	19%	14%	14%	13%	10%	11%	16%	17% AC*	13%	12% V	17% V.AC	14%
Some influence	18%	17%	21%	20%	15%	18%	23% R	18%	15%	51% **	20%	12%	17% V	22%	15%
Not much influence	26%	15%	21%	15%	21%	28%	27%	33% R	32% Z.AA	8%	25%	24%	30% AA	18%	27%

34%

38%

25%

23%

32%

32%

27%

38%

34%

November Recession

US_nat_int Sample: 15th - 18th November 2019

YouGov

							Parent o	r guardian of an	y children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Base: All US adults	1242	56	10	9	24	260	399	625	566	51	471	325	268	177	393
Much more likely	27%	31%	47% **	-	4%	28%	25%	26%	31%	8%	29%	27%	30%	22%	31% AR
Somewhat more likely	15%	11%	30%	27%	8% **	15%	12%	13%	18%	7% **	14%	20% AO	14%	10%	14%
Neither more nor less likely	12%	10%	- **	-	-	13%	11%	12%	12%	17%	14%	13%	10%	9%	14%
Somewhat less likely	9%	15%	10%	-	8% **	9%	12% AJ	11%	7%	4% **	9%	8%	12%	7% *	7%
Much less likely	20%	25% X.AA*	6% **	54% **	5% **	17%	29% AG.AI.AJ	24% AG.AJ	17%	14%	12%	23% AL	30% AL	23% AL*	12%
Don't know	16%	7% *	8%	19%	75% **	18% AH.AI	11%	14% AH	16% AH	50% **	23% AM.AN	9% AN	5%	29% AM.AN*	22% AQ

How much influence, if any, will your outlook on the U.S. economy have on your anticipated spending during the 2019 holiday season in each of the following categories?

rrr_q9_1. Gifts

rrr_q9_2. Travel

	38%	38%	55%	27%	15%	48%	39%	42%	35%	18%	41%	42%	37%	24%	42%
Unweighted base	1242	56	12	4	15	296	438	693	512	37	402	356	329	155	380
Base: All US adults	1242	56	10	9	24	260	399	625	566	51	471	325	268	177	393
A great deal of influence	13%	14%	22%	15%	4%	22% AH.AI.AJ	13%	17% AH.AJ	10%	3%	16% AN	14%	9%	10%	17%
Some influence	25%	24%	33%	12%	11%	26%	26%	26%	25%	14%	25% AO	28% AO	28% AO	15%	25%
Not much influence	26%	31%	16%	-	10%	24%	31%	28%	24%	27%	23%	27%	30%	26%	21%
No influence at all	26%	28%	21%	-	19%	19%	28% AG.AI	24% AG	29% AG	5% **	25%	25%	29%	23%	22%
Don't know	10%	3%	8%	73%	56%	8%	3%	5%	12%	50%	11%	5%	3%	27%	14%
OT MUCH/NOT AT ALL	52%	60%	37%	#VALUE!	29%	43%	58%	52%	53%	32%	48%	53%	59%	49%	43%
Unweighted base	1242	56	12	4	15	296	438	693	512	37	402	356	329	155	380
Base: All US adults		56	10	9	24	260	399	625	566	51	471	325	268	177	393
A great deal of influence	14%	20% X*	33%	- **	5% **	17%	15%	16%	12%	9%	14%	15%	14%	12%	15%
Some influence	18%	4% *	8%	15%	13%	24% AH.AI	15%	18% AH	19%	8% **	16%	22%	20%	13%	22% AR
Not much influence	22%	24%	22%	12%	10%	24%	26% AJ	25%	19%	15%	17%	26% AL	27% AL	20%	18%
No influence at all	33%	43%	21%	19%	17%	23%	38% AG.AI	32% AG	36% AG	13%	37%	32%	35%	26%	30%
Don't know	13%	9%	16%	54%	56%	13%	6%	9%	13%	54%	16%	6%	4%	29%	14%
GREAT DEAL/SOME:	32%	24%	40%	#VALUE!	18%	41%	30%	34%	31%	18%	30%	37%	34%	25%	37%
Harris Inhand	4040		40		15	296	438	693	512	37	402	356	329	155	000
Unweighted base		56 56	12	4		260	399	625	512		402	325	268	155	380 393
Base: All US adults A great deal of influence		3%	10 33%	9	24 10%	19%	11%	14%	13%	51 2%	16%	325 15%	10%	8%	16%

17%

30%

AJ

37%

AG.AI

5%

18%

29%

AJ

31%

AG

7%

17%

23%

33%

AG

14%

17%

18%

9%

53%

19%

19%

31%

15%

18%

30%

AL

31%

18%

31%

AL

37%

AO

4%

12%

26%

25%

28%

20%

24%

24%

16%

rrr_q9_3. Entertaining

Some influence

Not much influence

No influence at all

Don't know

18%

26%

31%

12%

13%

32%

AA*

43%

X.AA*

9%

8%

22%

21%

16%

15%

12%

19%

54%

7%

20%

63%

21%

27%

22%

11%

November Recession

US_nat_int Sample: 15th - 18th November 2019

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		Type of Are	ea Lived in				Political Party						Political	/iewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Base: All US adults	1242	608	239	2	420	306	361	34	120	135	198	348	243	140	177
Much more likely	27%	29%	19%	-	51%	6%	24%	16%	11%	62%	52%	28%	9%	13%	9%
		AR		**	AU.AV.AW.AX		AU.AX	AU*	*	3A.BB.BC.BD.BF	3A.BB.BC.BD.BF	BB.BC.BD.BF			*
Somewhat more likely	15%	15%	16%	25%	21%	8%	16%	17%	10%	21%	25%	19%	8%	5%	8%
				**	AU		AU	*		BB.BC.BD.BF	BB.BC.BD.BF	BB.BC.BD.BF			*
Neither more nor less likely	12%	11%	9%	-	11%	10%	13%	9%	17%	7%	9%	13%	15%	6%	17%
				**				*				BC	AY.BC.BE.BF		AY.BC.BE*
Somewhat less likely	9%	10%	8%	-	4%	21%	7%	5%	4%	3%	4%	8%	18%	17%	2%
				**		AT.AV.AW.AX		*					AY.AZ.BA.BD.BE	AY.AZ.BA.BD.BE	•
Much less likely	20%	22%	31%	75%	2%	48%	21%	29%	9%	1%	1%	11%	47%	56%	11%
		AP	AP.AQ	**		AT.AV.AW.AX	AT.AX	AT.AX*	AT*			AY.AZ.BE	AY.AZ.BA.BD.BE	AY.AZ.BA.BD.BE	AY.AZ.BE*
Don't know	16%	12%	17%	-	12%	7%	19%	24%	49%	6%	9%	21%	4%	3%	53%
				**	AU		AT.AU	AU*	AT.AU.AV.AW*		BB.BF	Y.AZ.BB.BC.BE.	BF	AY.A	Z.BA.BB.BC.BE

How much influence, if any, will your outlook on the U.S. economy have on your anticipated spending during the 201 holiday season in each of the following categories?

26%

31%

Don't know 12%

Not much influence

No influence at all

21%

39%

AP

12%

29%

33%

AP

10%

75%

25%

rrr_q9_1. Gifts

rrr_q9_2. Travel

Base: All US adults		38%	38%	30%	#VALUE!	48%	33%	37%	21%	21%	46%	43%	45%	35%	37%	17%
A great deal of influence 13% 12% 10% - 17% 11% 13% 49% 10% 15% 16% 16% 16% 11% 13% 6 6 Some influence 25% 26% 26% 20% - 3.1% 23% 24% 77% 11% 30% 27% 29% 24% 24% 21% 11 Not much influence 26% 26% 26% 26% 26% 26% 31% 26% 31% 26% 47% 24% 24% 21% 26% 26% 26% 26% 26% 26% 26% 26% 26% 26	Unweighted base	1242	643	216	3	421	344	355	44	78	156	209	348	266	156	107
Some influence 25% 26% 20% - 31% 23% 24% 24% 11% 30% 27% 29% 24% 24% 24% 11 Not much influence 26% 26% 25% 34% 75% 25% 31% 22% 47% 47% 24% 24% 27% 24% 30% 26% 26% 26% 26% 25% 34% - 19% 33% 30% 30% 27% 18% 21% 24% 24% 22% 31% 35% 25% APAQ - APAQ - ATAXXX	Base: All US adults	1242	608	239	2	420	306	361	34	120	135	198	348	243	140	177
Not much influence 26% 28% 29% 75% 25% 31% 22% 47% 24% 24% 24% 24% 24% 24% 30% 26% 26% 26% 26% 31% 30% 22% 47% 24% 24% 24% 24% 24% 30% 26% 26% 26% 26% 26% 30% 25% 34% 30% 27% 18% 21% 24% 22% 31% 35% 25% 31% 35% 25% 34% 35% 30% 27% 18% 36% 9% 6% 9% 6% 9% 4% 3% 35% 31% 35% 31% 35% 32% 21% 24% 32% 31% 35% 32% 32% 32% 32% 32% 32% 32% 32% 32% 32	A great deal of influence	13%	12%	10%			11%	13%			15%			11%	13%	6% *
No influence at all 26% 25% 34% - 19% 33% 30% 27% 18% 21% 24% 22% 31% 35% 35% 25% 36% 27% 18% 21% 24% 22% 31% 35% 35% 35% 35% 35% 35% 35% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36	Some influence	25%	26%	20%												11%
Don't know 10% 9% 8% 25% 8% 3% 11% 4% 36% 9% 6% 9% 46% 53% 33% 31 11% 4% 45% 51% 46% 60% 60% 51 Unweighted base 1242 643 216 3 421 344 355 44 78 156 209 348 266 156 11% 41% 18% 15% 9% 20% 22% 24% 14% 16% 16% 8D BD BD BB.B.B.F Not much influence 22% 24% 22% 32% 14% 14% 18% 15% 9% 20% 22% 24% 14% 16% 16% 3 44% 36 Not much influence 22% 24% 24% 22% 32% 14% 36% 25% 34% 20% 22% 24% 14% 16% 60% 60% 60% 51 Not much influence 33% 32% 421 344 36 Not much influence 33% 32% 444% 44% 24% 25% 34% 20% 20% 22% 24% 14% 16% 16% 34 Not much influence 33% 32% 44% 44% 44% 28% 44% 25% 34% 20% 20% 20% 20% 20% 27% 21% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20	Not much influence	26%		29%		25%		22%			24%	27%	24%	30%	26%	26%
Unweighted base 1242 643 216 3 421 344 355 44 78 156 209 348 266 156 110	No influence at all	26%	25%			19%					21%	24%	22%			25%
Unweighted base 1242 643 216 3 421 344 355 44 78 156 209 348 266 156 11 Base: All US adults 1242 608 239 2 420 306 361 34 120 135 198 348 243 140 11 A great deal of influence 14% 15% 10% - 21% 14% 10% 4% 6% 22% 17% 16% 11% 13% 5 Some influence 18% 17% 12% - 24% 14% 18% 15% 9% 20% 22% 24% 14% 16% 8 Not much influence 22% 24% 22% 32% 18% 24% 25% 34% 20% 20% 22% 24% 14% 16% 8 Not much influence 22% 24% 22% 32% 18% 24% 25% 34% 20% 20% 23% 20% 27% 21% 20 No influence at all 33% 32% 44% 44% 28% 41% 36% 42% 22% 28% 31% 29% 39% 44% 34 APAQ *** ATAX AX** *** BABE AYAZBABE Don't know 13% 12% 12% 25% 9% 7% 12% 4% 43% 10% 7% 12% 9% 6% 34 GREAT DEAL/SOME: 32% 32% 1242 643 216 3 421 344 355 44 78 156 209 348 266 156 11 Base: All US adults 1242 608 239 2 420 306 361 34 120 135 198 348 243 140 1: AUAVAX *** BABE BBBD BBBD BBBDBF	Don't know	10%	9%	8%	25%	8%	3%	11%	4%	36%	9%	6%	9%	4%	3%	31%
Base: All US adults A great deal of influence 14% 15% 10% - 21% 14% 14% 10% - 21% 14% 10% - 306 361 34 120 135 198 348 243 140 17 18% 15% 10% - 21% 14% 10% - 4% 6% 22% 17% 16% 11% 13% 5 BB.BD.BF BD	IOT MUCH/NOT AT ALL	52%	53%	62%	#VALUE!	44%	64%	52%	74%	42%	45%	51%	46%	60%	60%	51%
Base: All US adults A great deal of influence 14% 15% 10% - 21% 14% 10% 4% 6% 22% 17% 16% 11% 13% 5 Some influence 18% 17% 12% - 24% 144% 144% 18% 15% 9% 20% 22% 24% 24% 14% 16% 8B.BD.BF BD BD BD BD BD BB.BD.BF BD BB.BD.BF BD BD BB.BD.BF BD BB.BD.BF BD BB.BD.BF BD BB.BD.BF BD BB.BD.BB BB.BD.BB.BD BB.BD.B																
A great deal of influence 14% 15% 10% - 21% 14% 10% 4% 6% 22% 17% 16% 11% 13% 55 Some influence 18% 17% 12% - 24% 14% 18% 15% 9% 20% 22% 24% 14% 16% 16% 8 Not much influence 22% 24% 22% 32% 18% 24% 25% 34% 20% 20% 23% 20% 27% 21% 20 No influence at all 33% 32% 44% 44% 28% 41% 36% 42% 25% 34% 20% 20% 28% 31% 29% 39% 44% 34% APAQ *** ATAX AX** ** BABBBBBBBBBBBBBBBBBBBBBBBBBBB	Unweighted base	1242	643	216	3	421	344	355	44	78	156	209	348	266	156	107
Some influence 18% 17% 12% - 24% 14% 18% 15% 9% 20% 22% 24% 14% 16% 8 Not much influence 22% 24% 22% 32% 18% 24% 25% 34% 20% 20% 20% 23% 20% 27% 21% 20 No influence at all 33% 32% 44% 44% 28% 41% 36% 42% 22% 28% 31% 29% 39% 44% 34 APAQ ** AT.AX AX* * Don't know 13% 12% 12% 25% 9% 7% 12% 44% 43% 10% 7% 12% 9% 6% 34% GREAT DEAL/SOME: 32% 32% #VALUE! 44% 28% 27% 19% 15% 42% 38% 40% 25% 29% 12 Unweighted base 1242 643 216 3 421 344 355 44 78 156 209 348 266 156 11 Base: All US adults 1242 608 239 2 420 306 361 34 120 135 198 348 243 140 17 A great deal of influence 13% 12% 12% - 19% 13% 9% 6% 8% 17% 17% 15% 8% 16% 7 BB.BD.BF BD BD BD BD BD BD BD BB BB.D.BF BD BD BB BB BB BB BB BB BB	Base: All US adults	1242	608	239	2	420	306	361	34	120	135	198	348	243	140	177
Not much influence 22% 24% 22% 32% 18% 24% 25% 34% 20% 20% 20% 23% 20% 27% 21% 20% 20% 23% 20% 27% 21% 20% 20% 23% 20% 27% 21% 20% 20% 23% 20% 27% 21% 20% 20% 23% 20% 20% 23% 20% 20% 21% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20	A great deal of influence	14%	15%	10%				10%						11%		5%
No influence at all 33% 32% 44% 44% 28% 41% 36% 42% 22% 28% 31% 29% 39% 44% 34 APAQ ** AT.AX AX* . BABE AY.AZ.BA.BE Don't know 13% 12% 12% 25% 9% 7% 12% 49% 43% 10% 7% 12% 9% 6% 34 GREAT DEAL/SOME: 32% 32% 22% #VALUE! 44% 28% 27% 19% 15% 42% 38% 40% 25% 29% 12 Unweighted base 1242 643 216 3 421 344 355 44 78 156 209 348 266 156 11 Base: All US adults 1242 608 239 2 420 306 361 34 120 135 198 348 243 140 17 A great deal of influence 13% 12% 12% - 19% 13% 99% 6% 8% 17% 17% 15% 8% 16% 7	Some influence	18%	17%	12%			14%	18%						14%	16%	8%
AP.AQ ** AT.AX AX* * BB.BD BB.BD BB.BD BB.BD BB.BD BB.BD BB.BD BB.BD BB.BD.BF	Not much influence	22%	24%	22%		18%	24%	25%			20%	23%	20%	27%	21%	20%
GREAT DEAL/SOME: 32% 32% 42% #VALUEI 44% 28% 27% 19% 15% 42% 38% 40% 25% 29% 12 Unweighted base 1242 643 216 3 421 344 355 44 78 156 209 348 266 156 11 Base: All US adults 1242 608 239 2 420 306 361 34 120 135 198 348 243 140 15 A great deal of influence 13% 12% 12% - 19% 13% 9% 6% 8% 17% 17% 15% 8% 16% 7 AUAV.AX ** BB.BD BB.D BB.D BB.D BB.D BB.D BB.D	No influence at all	33%	32%			28%		36%			28%	31%	29%			34%
Unwelghted base 1242 643 216 3 421 344 355 44 78 156 209 348 266 156 11 Base: All US adults 1242 608 239 2 420 306 361 34 120 135 198 348 243 140 17 A great deal of influence 13% 12% 12% - 19% 13% 9% 6% 8% 17% 17% 15% 8% 16% 7 ** AUAV.AX * * * BB.BD BB.BD BB	Don't know	13%	12%	12%	25%	9%	7%	12%	4%	43%	10%	7%	12%	9%	6%	34%
Base: All US adults 1242 608 239 2 420 306 361 34 120 135 198 348 243 140 17 A great deal of influence 13% 12% - 19% 13% 9% 6% 8% 17% 17% 15% 8% 16% 7 ** AUAV.AX * * * BB.BD BB.BD BB BB.BD.BF	GREAT DEAL/SOME:	32%	32%	22%	#VALUE!	44%	28%	27%	19%	15%	42%	38%	40%	25%	29%	12%
Base: All US adults 1242 608 239 2 420 306 361 34 120 135 198 348 243 140 17 A great deal of influence 13% 12% - 19% 13% 9% 6% 8% 17% 17% 15% 8% 16% 7 ** AUAV.AX * * * BB.BD BB.BD BB BB.BD.BF																
A great deal of influence 13% 12% 12% - 19% 13% 9% 6% 8% 17% 17% 15% 8% 16% 7 ** AU.AV.AX ** BB.BD BB BB.BD.BF									44							107
** AU.AV.AX	Base: All US adults				2											177
Some influence 18% 17% 15% - 23% 13% 17% 7% 16% 23% 20% 20% 15% 13% 13	A great deal of influence	13%	12%	12%			13%	9%						8%		7%
	Some influence	18%	17%	15%	-	23%	13%	17%	7%	16%	23%	20%	20%	15%	13%	13%

25%

35%

AT.AX

14%

36%

38%

12%

19%

21%

37%

BF

25%

25%

10%

28%

27%

7%

27%

27%

12%

21%

44%

6% 5% 34%

AY.AZ.BA.BE AY.AZ.BA.BD.BE

30%

40%

19%

27%

AU.AW

24%

24%

10%

30%

40%

AT.AX

4%

November Recession

US_nat_int Sample: 15th - 18th November 2019

					2012 Presid	dential Vote				201	6 Presidential \	/ote			
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
Base: All US adults	1242	333	384	412	294	23	513	329	318	15	12	6	10	552	832
Much more likely	27%	56% BA.BB.BC.BD.BF	11%	52% BH.BJ	4%	30%	21% BH	59% BL.BM.BQ	3%	22% BL*	43% **	23%	29%	22% BL	30%
Somewhat more likely	15%	23% BB.BC.BD.BF	7%	19% BH	5%	20%	17% BH	22% BL	5%	12%	15%	14%	30%	16% BL	15%
Neither more nor less likely	12%	8%	12% BC	12%	13%	9%	11%	9%	10%	21% BK*	36% **	- **	11%	14%	11%
Somewhat less likely	9%	4%	18% AY.AZ.BA.BD.BE	4%	18% BG.BJ	17%	8% BG	2%	16% BK.BQ	15% BK*	-	39%	15%	8% BK	10%
Much less likely	20%	1%	50% AY.AZ.BA.BD.BE	4%	56% BG.BJ	14%	13% BG	1%	60% BK.BM.BQ	16% BK*	3% **	23%	3% **	10% BK	26% BS
Don't know	16%	8% BF	3%	9%	5%	10%	30% BG.BH	8%	5%	13% BL*	2%	- **	11%	29% BK.BL	8%

How much influence, if any, will your outlook on the U.S. economy have on your anticipated spending during the 2019 holiday season in each of the following categories?

rrr_q9_1. Gifts

d spending during the 2019 owing categories?															
	38%	44%	36%	47%	33%	40%	34%	43%	35%	39%	24%	71%	29%	37%	40%
Unweighted base	1242	365	422	484	372	31	355	409	414	39	22	13	23	322	1070
Base: All US adults	1242	333	384	412	294	23	513	329	318	15	12	6	10	552	832
A great deal of influence	13%	16% BD	12%	16% BH	9%	21%	13%	14%	10%	8%	15%	26%	3%	15%	13%
Some influence	25%	28% BD	24% BD	31% BH.BJ	24%	19%	21%	30% BQ	25%	31%	10%	45%	25%	22%	27%
Not much influence	26%	26%	28%	25%	31%	31%	24%	24%	31% BK	29%	45%	14%	25%	24%	27%
No influence at al	I 26%	23%	32% AY.BA.BE	21%	35% BG.BJ	25%	24%	27%	33% BQ	25%	23%	15%	36%	21%	28%
Don't know	10%	7%	4%	7%	2%	4%	18%	5%	2%	7%	7%	-	11%	18%	5%
NOT MUCH/NOT AT ALL	52%	48%	60%	46%	66%	56%	48%	52%	64%	55%	68%	29%	60%	45%	55%
	1010	005	400	101	070	0.4	055	400			- 00	10	- 00	000	1070
Unweighted base		365	422	484	372	31	355	409	414	39	22	13	23	322	1070
Base: All US adults		333	384	412	294	23	513	329	318	15	12	6	10	552	832
A great deal of influence	14%	19% BB.BD.BF	12%	19% BH.BJ	10%	19%	12%	18% BL	11%	12%	23%	27%	6%	13%	15%
Some influence	18%	21% BD	15%	22% BH	15%	21%	16%	22% BL	16%	20%	38%	37%	17%	16%	19%
Not much influence	22%	22%	25%	23%	26%	19%	19%	22%	27%	22%	15%	21%	25%	19%	24%

rrr_q9_2. Travel

Unweighted base	1242	300	422	484	3/2	31	300	409	414	39	22	13	23	322	1070
Base: All US adults	1242	333	384	412	294	23	513	329	318	15	12	6	10	552	832
A great deal of influence	14%	19%	12%	19%	10%	19%	12%	18%	11%	12%	23%	27%	6%	13%	15%
		BB.BD.BF		BH.BJ		**		BL		*	**	**	**		
Some influence	18%	21%	15%	22%	15%	21%	16%	22%	16%	20%	38%	37%	17%	16%	19%
		BD		BH		**		BL		*	**	**	**		
Not much influence	22%	22%	25%	23%	26%	19%	19%	22%	27%	22%	15%	21%	25%	19%	24%
						**			BQ	*	**	**	**		
No influence at all	33%	30%	41%	28%	46%	37%	30%	33%	42%	36%	17%	15%	41%	29%	36%
			AY.BA.BE		BG.BJ	**			BK.BQ	*	**	**	**		
Don't know	13%	8%	7%	8%	3%	4%	23%	5%	3%	10%	7%	-	11%	23%	6%
GREAT DEAL/SOME:	32%	40%	27%	41%	25%	40%	28%	40%	27%	32%	60%	64%	23%	29%	34%
Unweighted base	1242	365	422	484	372	31	355	409	414	39	22	13	23	322	1070
Base: All US adults	1242	333	384	412	294	23	513	329	318	15	12	6	10	552	832
A great deal of influence	13%	17%	11%	16%	10%	31%	12%	15%	10%	8%	49%	35%	-	14%	13%

Unweighted base	1242	365	422	484	372	31	355	409	414	39	22	13	23	322	1070
Base: All US adults	1242	333	384	412	294	23	513	329	318	15	12	6	10	552	832
A great deal of influence	13%	17%	11%	16%	10%	31%	12%	15%	10%	8%	49%	35%	-	14%	13%
		BB.BD.BF	BB	BH		**				*	**	**	**		
Some influence	18%	21%	15%	25%	13%	13%	14%	24%	14%	18%	9%	7%	15%	16%	18%
		BF		BH.BJ		**		BL.BQ		*	**	**	**		
Not much influence	26%	27%	27%	26%	29%	19%	24%	25%	29%	29%	16%	35%	26%	24%	27%
			BC			**				*	**	**	**		
No influence at all	31%	26%	42%	26%	45%	33%	28%	31%	44%	37%	17%	17%	44%	25%	35%
			AY.AZ.BA.BD.BE		BG.BJ	**			BK.BQ	*	**	**	**		BS
Don't know	12%	8%	6%	7%	3%	4%	21%	5%	3%	8%	10%	6%	16%	21%	6%

November Recession

US_nat_int Sample: 15th - 18th November 2019



		oting Registratio	on
	Total	No	Don't know
Base: All US adults	1242	328	82
Much more likely	27%	25%	8%
Somewhat more likely	15%	16%	8%
Neither more nor less likely	12%	14%	15%
Somewhat less likely	9%	7%	5% **
Much less likely	20%	11%	6% **
Don't know	16%	26% BR	58% **

How much influence, if any, will your outlook on the U.S. economy have on your anticipated spending during the 2019 holiday season in each of the following categories?

rrr_q9_1. Gifts

	38%	36%	26%
Unweighted base	1242	136	36
Base: All US adults	1242	328	82
A great deal of influence	13%	14%	16%
Some influence	25%	22%	10%
Not much influence	26%	26%	16%
No influence at all	26%	22%	16%
Don't know	10%	15%	42%
NOT MUCH/NOT AT ALL	52%	48%	32%

rrr_q9_2. Travel

Unweighted base	1242	136	36
Base: All US adults	1242	328	82
A great deal of influence	14%	13%	6% **
Some influence	18%	17%	17%
Not much influence	22%	19%	17%
No influence at all	33%	29%	20%
Don't know	13%	23%	40%
GREAT DEAL/SOME:	32%	29%	24%

Unweighted base	1242	136	36
Base: All US adults	1242	328	82
A great deal of influence	13%	15%	11%
Some influence	18%	15%	18%
Not much influence	26%	24%	15%
No influence at all	31%	25%	14%
Don't know	12%	20%	41%

November Recession

US_nat_int Sample: 15th - 18th November 2019



		Ger	nder		Generation								Region				
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White		
GREAT DEAL/SOME:	31%	30%	32%	43% 34% 31% 31% 13% #VALUE! #VALUE!				30%	31%	32%	30%	28%					

Cell Contents (Column Percentages, Statistical Test Results), Statistica (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/XY/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AQ, AP/AQ/AR/AS, AT/AU/AV/AW/AX, AY/AZ

November Recession

US_nat_int Sample: 15th - 18th November 2019



		Ra	ace			Education								Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
GREAT DEAL/SOME:	31%	36%	39%	39%	29%	32%	36%	27%	26%	67%	37%	26%	29%	39%	29%

Cell Contents (CZ/BA/BB/BC/BD/BE/BF, BG/BH/BI/BJ, BK/BL/BM/BN/BO/BP/BQ, BR/BS/BT, Minimum Base: 30 (**), Small Base: 100 (*))

November Recession

US_nat_int Sample: 15th - 18th November 2019



							Parent o	r guardian of any	y children						
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
GREAT DEAL/SOME:	31%	16%	40%	#VALUE!	17%	40%	29%	32%	30%	19%	35%	33%	29%	20%	37%

November Recession

US_nat_int Sample: 15th - 18th November 2019



		Type of Are	ea Lived in			Political Party							Political	√iewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
GREAT DEAL/SOME:	31%	29%	27%	#VALUE!	42%	26%	26%	13%	24%	40%	38%	35%	24%	30%	19%

November Recession

US_nat_int Sample: 15th - 18th November 2019



					2012 Presidential Vote					201	6 Presidential V	ote/			V
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
GREAT DEAL/SOME:	31%	38%	26%	41%	23%	45%	26%	39%	24%	26%	58%	42%	#VALUE!	30%	31%

November Recession

US_nat_int Sample: 15th - 18th November 2019



		oting Registration	on
	Total	No	Don't know
GREAT DEAL/SOME:	31%	31%	29%