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WTF - Indulgence

1_1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Fine dining

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	5%	7%	3%	-	7%	5%	3%	8%	7%	2%	3%	7%	6%	5%	3%	4%	4%	5%	5%	6%	3%
		B		**	F			I	I			**			*						
Somewhat more like an everyday purchase	11%	14%	8%	-	14%	13%	6%	11%	17%	9%	5%	3%	8%	10%	12%	13%	13%	13%	10%	10%	10%
		B		**	F	F			IJ			**			*						
Somewhat more like a luxury/splurge	25%	25%	26%	-	26%	23%	27%	30%	21%	22%	30%	27%	19%	27%	24%	27%	28%	26%	25%	24%	27%
				**							HI	**		L	*	L	L				
Much more like a luxury/splurge	51%	47%	54%	100%	46%	52%	53%	44%	48%	58%	51%	53%	52%	50%	56%	50%	48%	48%	52%	49%	54%
			A	**						GH		**			*						
Even mix of both	4%	4%	4%	-	5%	3%	4%	5%	4%	3%	4%	9%	5%	4%	3%	3%	4%	4%	4%	5%	3%
				**								**			*						
Don't know/not applicable	4%	4%	4%	-	2%	4%	6%	2%	3%	6%	6%	2%	9%	3%	2%	3%	3%	4%	5%	5%	3%
				**			D					**	MNOP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	15%	20%	11%	-	21%	18%	9%	19%	24%	12%	9%	10%	14%	15%	15%	17%	18%	19%	14%	16%	12%
		B		**	F	F		J	IJ			**			*						
More like luxury (Net)	76%	71%	80%	100%	72%	74%	80%	74%	69%	80%	81%	80%	71%	78%	80%	77%	76%	73%	77%	74%	81%
			A	**			D			H	H	**			*						

WTF - Indulgence

1_1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Fine dining

		Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	5%	7%	4%	5%	4%	6%	4%	3%	4%	6%	4%	5%	6%	3%	2%	6%	4%	5%	8%	4%	2%
							*						*	*	*			*	ST		
Somewhat more like an everyday purchase	11%	17%	8%	9%	13%	14%	17%	4%	7%	14%	7%	10%	15%	9%	15%	12%	9%	10%	18%	7%	7%
		B				GH	GH*			J			*	*	*			*	ST		
Somewhat more like a luxury/splurge	25%	21%	27%	23%	28%	25%	28%	23%	27%	25%	26%	23%	26%	34%	28%	23%	25%	25%	30%	25%	18%
							*						*	K*	*			*	T		
Much more like a luxury/splurge	51%	47%	52%	52%	50%	50%	45%	58%	49%	48%	54%	53%	42%	49%	46%	50%	53%	48%	36%	55%	64%
							*						*	*	*			*		R	R
Even mix of both	4%	5%	4%	5%	3%	4%	4%	3%	6%	4%	4%	4%	8%	2%	4%	4%	4%	6%	6%	3%	4%
							*						M*	*	*			*			
Don't know/not applicable	4%	2%	5%	6%	3%	2%	2%	8%	7%	4%	5%	5%	3%	3%	5%	4%	4%	5%	3%	5%	5%
				D			*	E	E				*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	15%	24%	12%	14%	17%	20%	21%	7%	10%	20%	11%	15%	21%	12%	16%	19%	14%	15%	26%	11%	9%
		B				GH	GH*			J			*	*	*			*	ST		
More like luxury (Net)	76%	68%	79%	75%	77%	74%	72%	82%	77%	72%	80%	76%	67%	84%	74%	74%	79%	74%	66%	80%	82%
			A				*				I		*	L*	*			*		R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

1_1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Fine dining

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	5%	8%	7%	2%	3%	7%	7%	4%	7%	6%	2%	4%	4%	6%	4%	5%
		C	C			**			J							
Somewhat more like an everyday purchase	11%	11%	17%	9%	5%	3%	15%	5%	14%	16%	7%	5%	9%	13%	12%	9%
			CD			**	G		JK	JK						
Somewhat more like a luxury/splurge	25%	30%	21%	22%	30%	27%	24%	30%	26%	22%	22%	31%	24%	27%	25%	25%
					BC	**										
Much more like a luxury/splurge	51%	44%	48%	58%	51%	53%	46%	51%	46%	48%	59%	49%	54%	44%	52%	49%
				AB		**					HI		M			
Even mix of both	4%	5%	4%	3%	4%	9%	5%	5%	5%	4%	3%	5%	4%	5%	3%	5%
						**										
Don't know/not applicable	4%	2%	3%	6%	6%	2%	3%	6%	2%	4%	6%	5%	4%	5%	3%	6%
						**					H					
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	15%	19%	24%	12%	9%	10%	22%	9%	21%	22%	9%	10%	14%	19%	16%	15%
		D	CD			**	G		JK	JK						
More like luxury (Net)	76%	74%	69%	80%	81%	80%	71%	81%	72%	70%	82%	80%	78%	71%	78%	75%
				B	B	**		F			HI	I	M			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_2. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Dining out (fast food, chain restaurants)

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	14%	17%	10%	29%	13%	12%	16%	15%	12%	11%	16%	31%	12%	13%	9%	16%	20%	15%	13%	14%	13%
		B		**								**			*	N	LN				
Somewhat more like an everyday purchase	32%	34%	30%	-	32%	30%	34%	33%	31%	29%	36%	34%	23%	34%	37%	36%	35%	29%	41%	30%	30%
				**								**		L	L*	L	L		QST		
Somewhat more like a luxury/splurge	32%	29%	35%	43%	35%	30%	31%	32%	33%	38%	26%	29%	32%	32%	40%	33%	29%	28%	24%	35%	36%
				**						J		**			*						R	R
Much more like a luxury/splurge	12%	10%	13%	23%	12%	16%	8%	11%	15%	12%	9%	-	19%	12%	5%	5%	5%	12%	12%	12%	11%
				**		F						**	MNOP	OP	*						
Even mix of both	8%	8%	8%	-	8%	9%	8%	8%	7%	9%	9%	-	10%	7%	5%	7%	8%	13%	6%	7%	8%
				**								**			*			RS			
Don't know/not applicable	3%	2%	3%	5%	1%	3%	3%	2%	2%	2%	4%	6%	4%	2%	4%	3%	2%	4%	4%	2%	1%
				**								**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	46%	51%	41%	29%	45%	42%	50%	48%	43%	39%	52%	65%	35%	47%	46%	52%	55%	45%	54%	44%	43%
		B		**							I	**		L	*	L	L		ST		
More like luxury (Net)	43%	39%	48%	66%	46%	46%	39%	43%	48%	49%	35%	29%	51%	44%	45%	38%	35%	39%	36%	47%	47%
			A	**					J	J		**	OP		*						R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_2. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Dining out (fast food, chain restaurants)

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	14%	11%	15%	14%	14%	13%	11%	14%	16%	15%	13%	13%	21%	11%	12%	12%	16%	13%	18%	13%	10%
							*						K*	*	*			*	T		
Somewhat more like an everyday purchase	32%	37%	30%	30%	34%	31%	31%	27%	38%	35%	29%	34%	29%	30%	28%	34%	32%	30%	28%	35%	30%
							*		G				*	*	*			*			R
Somewhat more like a luxury/splurge	32%	28%	34%	31%	33%	33%	34%	36%	26%	30%	34%	32%	28%	35%	32%	33%	32%	31%	30%	31%	38%
							*	H					*	*	*			*			
Much more like a luxury/splurge	12%	15%	10%	14%	9%	13%	13%	12%	7%	10%	14%	11%	14%	10%	11%	13%	10%	10%	12%	9%	16%
		B		D			*						*	*	*			*			S
Even mix of both	8%	7%	8%	9%	7%	8%	11%	8%	8%	7%	9%	6%	8%	13%	13%	6%	9%	11%	10%	8%	4%
							*						*	K*	K*			*	T	T	
Don't know/not applicable	3%	2%	3%	3%	2%	2%	0%	3%	5%	4%	2%	3%	1%	2%	4%	4%	1%	4%	2%	3%	2%
							*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	46%	48%	45%	44%	48%	45%	42%	41%	54%	50%	42%	48%	50%	41%	40%	45%	47%	43%	45%	48%	40%
							*		EG	J			*	*	*			*			
More like luxury (Net)	43%	43%	44%	45%	42%	45%	47%	49%	33%	39%	48%	43%	42%	45%	43%	45%	43%	42%	43%	40%	55%
						H	H*	H			I		*	*	*			*			RS

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_2. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Dining out (fast food, chain restaurants)

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	14%	15%	12%	11%	16%	31%	13%	17%	13%	14%	9%	20%	15%	11%	14%	14%
						**						J				
Somewhat more like an everyday purchase	32%	33%	31%	29%	36%	34%	32%	36%	32%	31%	28%	39%	31%	35%	34%	30%
						**						J				
Somewhat more like a luxury/splurge	32%	32%	33%	38%	26%	29%	33%	26%	35%	28%	39%	25%	31%	34%	30%	33%
				D		**			K		IK					
Much more like a luxury/splurge	12%	11%	15%	12%	9%	-	14%	8%	12%	16%	11%	7%	13%	9%	11%	12%
						**				K						
Even mix of both	8%	8%	7%	9%	9%	-	7%	8%	8%	8%	11%	5%	8%	9%	8%	8%
						**					K					
Don't know/not applicable	3%	2%	2%	2%	4%	6%	2%	5%	1%	3%	2%	5%	3%	2%	2%	3%
						**		F				H				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	46%	48%	43%	39%	52%	65%	45%	53%	45%	45%	36%	59%	46%	46%	49%	44%
				C		**		F				HIJ				
More like luxury (Net)	43%	43%	48%	49%	35%	29%	46%	35%	46%	44%	50%	32%	44%	43%	41%	45%
			D	D		**	G		K	K	K					

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_3. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Ordering food delivered

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	10%	13%	7%	29%	15%	9%	7%	14%	14%	7%	8%	-	9%	10%	5%	11%	14%	13%	12%	11%	6%
		B		**	EF				IJ			**			*			T			
Somewhat more like an everyday purchase	21%	23%	19%	10%	25%	23%	16%	25%	23%	21%	16%	11%	15%	21%	25%	24%	24%	20%	18%	23%	20%
				**	F	F		J				**			L*	L	L				
Somewhat more like a luxury/splurge	31%	26%	36%	24%	32%	31%	31%	31%	33%	29%	29%	49%	28%	36%	32%	29%	27%	31%	27%	32%	34%
			A	**								**		L	*						
Much more like a luxury/splurge	20%	20%	20%	23%	16%	25%	19%	17%	19%	24%	20%	14%	25%	19%	19%	18%	17%	16%	25%	18%	22%
				**		D						**	OP		*						
Even mix of both	7%	7%	7%	-	9%	5%	7%	9%	6%	7%	6%	4%	12%	3%	7%	8%	8%	9%	5%	6%	9%
				**								**	M		*	M	M				
Don't know/not applicable	11%	11%	11%	13%	4%	7%	19%	4%	5%	10%	21%	22%	11%	11%	11%	11%	11%	11%	14%	11%	9%
				**			DE			H	GHI	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	31%	36%	26%	39%	40%	32%	23%	39%	37%	28%	24%	11%	24%	31%	31%	35%	37%	32%	30%	34%	26%
		B		**	F	F		J	J			**			*	L	L				
More like luxury (Net)	51%	46%	56%	47%	47%	55%	50%	47%	52%	54%	49%	63%	52%	55%	51%	47%	44%	47%	52%	50%	56%
			A	**								**		P	*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_3. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Ordering food delivered

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	10%	17%	8%	10%	11%	13%	10%	7%	6%	10%	10%	9%	21%	8%	12%	9%	12%	10%	14%	10%	5%
		B				GH	*						KM*	*	*			*	T		
Somewhat more like an everyday purchase	21%	25%	19%	20%	22%	23%	22%	19%	17%	20%	22%	19%	24%	25%	23%	18%	22%	20%	25%	19%	18%
							*						*	*	*			*			
Somewhat more like a luxury/splurge	31%	27%	33%	33%	29%	31%	29%	35%	29%	31%	31%	31%	28%	33%	31%	34%	32%	22%	28%	33%	29%
							*						*	*	*	Q	Q	*			
Much more like a luxury/splurge	20%	21%	20%	22%	18%	20%	22%	19%	20%	19%	22%	23%	13%	15%	17%	23%	18%	16%	16%	20%	27%
							*					L	*	*	*			*			R
Even mix of both	7%	6%	7%	7%	7%	6%	5%	10%	7%	5%	9%	5%	10%	10%	9%	4%	7%	12%	9%	7%	4%
							*				I		*	*	*			O*			
Don't know/not applicable	11%	4%	13%	8%	13%	7%	12%	9%	21%	15%	6%	13%	5%	8%	8%	11%	8%	20%	7%	11%	15%
			A		C		*		EG	J		L	*	*	*			OP*			R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	31%	42%	27%	30%	32%	36%	32%	26%	23%	30%	32%	28%	45%	34%	35%	27%	34%	30%	39%	29%	24%
		B				GH	*						K*	*	*			*		ST	
More like luxury (Net)	51%	47%	53%	55%	47%	51%	51%	54%	49%	50%	52%	54%	40%	48%	48%	57%	51%	38%	45%	53%	56%
				D			*					L	*	*	*	Q	Q	*		R	R

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_3. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Ordering food delivered

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	10%	14%	14%	7%	8%	-	14%	7%	15%	12%	5%	8%	9%	14%	10%	11%
			CD			**	G		JK	J				L		
Somewhat more like an everyday purchase	21%	25%	23%	21%	16%	11%	24%	15%	25%	24%	18%	16%	20%	21%	19%	22%
		D				**	G		K	K						
Somewhat more like a luxury/splurge	31%	31%	33%	29%	29%	49%	32%	31%	32%	30%	30%	33%	33%	28%	32%	30%
						**										
Much more like a luxury/splurge	20%	17%	19%	24%	20%	14%	18%	19%	16%	23%	26%	16%	21%	18%	22%	19%
						**					HK					
Even mix of both	7%	9%	6%	7%	6%	4%	7%	6%	9%	5%	9%	4%	7%	7%	6%	7%
						**			K		K					
Don't know/not applicable	11%	4%	5%	10%	21%	22%	5%	21%	4%	6%	12%	23%	11%	11%	11%	11%
				B	ABC	**		F			HI	HIJ				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	31%	39%	37%	28%	24%	11%	38%	23%	40%	36%	23%	24%	29%	35%	29%	33%
		D	D			**	G		JK	JK						
More like luxury (Net)	51%	47%	52%	54%	49%	63%	50%	50%	47%	53%	55%	49%	53%	46%	54%	49%
						**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_4. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning your own home

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	18%	19%	17%	23%	12%	15%	25%	9%	15%	19%	25%	36%	12%	20%	15%	21%	23%	16%	23%	20%	13%
				**			DE			G	GH	**		L	*	L	L		T		
Somewhat more like an everyday purchase	20%	18%	21%	-	14%	20%	24%	13%	17%	23%	25%	14%	13%	21%	22%	24%	24%	20%	20%	20%	19%
				**			D			G	GH	**		L	L*	L	L				
Somewhat more like a luxury/splurge	18%	19%	17%	-	24%	20%	12%	24%	25%	13%	11%	12%	15%	19%	25%	19%	16%	21%	11%	18%	23%
				**	F	F		IJ	IJ			**			L*			R		R	R
Much more like a luxury/splurge	24%	24%	24%	61%	36%	24%	16%	42%	27%	20%	16%	14%	34%	23%	14%	18%	20%	22%	21%	26%	26%
				**	EF	F		HIJ	J			**	MNOP		*						
Even mix of both	10%	10%	11%	-	9%	12%	10%	6%	12%	15%	7%	14%	12%	9%	12%	11%	11%	13%	11%	10%	9%
				**						GJ		**			*						
Don't know/not applicable	9%	10%	9%	15%	5%	9%	14%	5%	5%	10%	16%	10%	15%	8%	11%	7%	5%	8%	13%	7%	11%
				**			D				GH	**	MOP		*				S		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	38%	37%	39%	23%	26%	35%	49%	22%	31%	42%	50%	50%	24%	41%	37%	44%	47%	35%	43%	39%	32%
				**		D	DE			GH	GH	**		L	L*	L	L		T		
More like luxury (Net)	42%	43%	41%	61%	60%	44%	27%	66%	52%	34%	27%	26%	49%	42%	40%	37%	36%	43%	32%	44%	48%
				**	EF	F		HIJ	IJ			**	OP		*			R		R	R

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_4. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning your own home

		Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	18%	14%	20%	14%	22%	17%	19%	9%	28%	24%	12%	22%	9%	11%	13%	21%	15%	26%	15%	21%	14%
					C	G	G*		EG	J		LMN	*	*	*	P		P*		RT	
Somewhat more like an everyday purchase	20%	26%	17%	16%	23%	20%	22%	17%	19%	26%	13%	22%	13%	20%	19%	23%	19%	13%	18%	20%	22%
		B			C		*			J			*	*	*	Q		*			
Somewhat more like a luxury/splurge	18%	23%	16%	18%	18%	21%	21%	16%	10%	16%	19%	16%	20%	23%	23%	19%	19%	13%	24%	15%	16%
		B				H	H*						*	*	*			*	ST		
Much more like a luxury/splurge	24%	21%	26%	29%	20%	25%	27%	31%	14%	16%	33%	22%	30%	28%	28%	20%	29%	19%	27%	24%	22%
				D		H	H*	H			I		*	*	*		O	*			
Even mix of both	10%	14%	9%	10%	10%	10%	7%	14%	10%	9%	12%	9%	17%	9%	8%	9%	11%	9%	9%	11%	10%
							*						K*	*	*			*			
Don't know/not applicable	9%	3%	12%	12%	7%	6%	4%	12%	19%	8%	11%	10%	11%	9%	9%	8%	7%	18%	7%	9%	17%
			A	D			*	E	EF				*	*	*			OP*			RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	38%	40%	37%	31%	45%	37%	41%	27%	47%	50%	25%	44%	22%	31%	32%	44%	34%	40%	33%	42%	35%
					C	G	G*		EG	J		LMN	*	*	*	P		*		R	
More like luxury (Net)	42%	43%	42%	47%	38%	47%	47%	48%	24%	32%	52%	38%	50%	51%	51%	38%	48%	32%	51%	38%	38%
				D		H	H*	H			I		K*	K*	K*		OQ	*	ST		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_4. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning your own home

		Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
	Total	Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	18%	9%	15%	19%	25%	36%	13%	26%	12%	15%	19%	28%	17%	20%	16%	20%
				A	AB	**		F			H	HIJ				
Somewhat more like an everyday purchase	20%	13%	17%	23%	25%	14%	15%	24%	14%	22%	22%	23%	19%	21%	20%	19%
				A	AB	**		F		H	H	H				
Somewhat more like a luxury/splurge	18%	24%	25%	13%	11%	12%	25%	11%	24%	22%	13%	11%	19%	16%	17%	18%
		CD	CD			**	G		JK	JK						
Much more like a luxury/splurge	24%	42%	27%	20%	16%	14%	32%	16%	36%	24%	20%	15%	25%	22%	29%	20%
		BCD	D			**	G		IJK	K					O	
Even mix of both	10%	6%	12%	15%	7%	14%	10%	8%	9%	11%	14%	8%	10%	11%	8%	12%
				AD		**										
Don't know/not applicable	9%	5%	5%	10%	16%	10%	5%	15%	5%	7%	12%	15%	9%	11%	8%	10%
					AB	**		F			H	HI				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	38%	22%	31%	42%	50%	50%	28%	50%	26%	37%	41%	51%	37%	41%	36%	39%
				AB	AB	**		F		H	H	HIJ				
More like luxury (Net)	42%	66%	52%	34%	27%	26%	57%	27%	60%	45%	33%	26%	44%	38%	47%	38%
		BCD	CD			**	G		IJK	JK					O	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_5. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Health insurance

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	42%	39%	44%	31%	30%	35%	57%	25%	33%	42%	57%	74%	32%	40%	49%	50%	51%	43%	46%	43%	34%
				**			DE			GH	GHI	**			L*	LM	LM		T		
Somewhat more like an everyday purchase	25%	29%	21%	5%	29%	24%	23%	31%	26%	21%	25%	13%	17%	28%	29%	27%	26%	27%	20%	25%	27%
		B		**								**		L	L*	L	L				
Somewhat more like a luxury/splurge	11%	10%	11%	16%	14%	14%	4%	14%	15%	9%	5%	5%	14%	10%	8%	8%	8%	8%	9%	10%	15%
				**	F	F		J	IJ			**	O		*						
Much more like a luxury/splurge	9%	10%	7%	8%	12%	11%	4%	12%	11%	10%	3%	5%	13%	9%	4%	4%	4%	9%	11%	7%	9%
				**	F	F		J	J	J		**	NOP	OP	*						
Even mix of both	7%	5%	9%	-	8%	8%	6%	9%	7%	10%	4%	2%	10%	5%	4%	7%	8%	7%	6%	8%	7%
			A	**						J		**	M		*						
Don't know/not applicable	7%	6%	8%	39%	8%	8%	6%	9%	7%	8%	6%	2%	13%	7%	5%	3%	2%	5%	9%	6%	8%
				**								**	MNOP	OP	*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	67%	69%	65%	36%	58%	59%	79%	56%	59%	63%	82%	87%	49%	68%	78%	77%	77%	71%	66%	69%	61%
				**			DE				GHI	**		L	L*	LM	LM				
More like luxury (Net)	19%	21%	18%	24%	26%	26%	9%	26%	27%	19%	8%	10%	27%	20%	13%	13%	13%	17%	19%	17%	23%
				**	F	F		J	J	J		**	MNOP	O	*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_5. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Health insurance

		Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	42%	39%	43%	36%	47%	39%	32%	32%	60%	47%	37%	49%	28%	32%	31%	40%	46%	39%	34%	45%	46%
					C		*		EFG	J		LMN	*	*	*			*		R	R
Somewhat more like an everyday purchase	25%	24%	25%	26%	24%	27%	36%	17%	20%	25%	24%	22%	35%	22%	35%	26%	23%	27%	30%	24%	18%
						G	GH*						K*	*	K*			*	T		
Somewhat more like a luxury/splurge	11%	17%	8%	11%	10%	12%	8%	15%	4%	10%	11%	10%	13%	14%	8%	11%	10%	8%	10%	11%	10%
		B				H	*	H					*	*	*			*			
Much more like a luxury/splurge	9%	10%	8%	10%	7%	10%	11%	11%	2%	7%	10%	7%	7%	13%	10%	9%	8%	6%	10%	8%	9%
						H	H*	H					*	*	*			*			
Even mix of both	7%	6%	8%	8%	6%	6%	7%	13%	5%	6%	9%	6%	7%	12%	6%	9%	6%	9%	8%	7%	8%
							*	EH					*	*	*			*			
Don't know/not applicable	7%	4%	8%	9%	6%	5%	6%	11%	9%	5%	9%	6%	10%	7%	10%	5%	7%	11%	8%	6%	9%
			A				*	E			I		*	*	*			O*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	67%	63%	68%	62%	71%	67%	68%	49%	80%	72%	61%	71%	63%	54%	66%	66%	69%	66%	64%	69%	64%
				C	G	G*		EFG	J		M	*	*	*			*			
More like luxury (Net)	19%	27%	16%	21%	17%	22%	19%	26%	6%	17%	21%	17%	20%	27%	17%	21%	18%	15%	20%	19%	19%
		B				H	H*	H					*	K*	*			*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_5. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Health insurance

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	42%	25%	33%	42%	57%	74%	30%	59%	30%	34%	44%	63%	43%	38%	39%	44%
				AB	ABC	**		F			HI	HIJ				
Somewhat more like an everyday purchase	25%	31%	26%	21%	25%	13%	28%	23%	29%	25%	23%	22%	24%	27%	26%	24%
						**										
Somewhat more like a luxury/splurge	11%	14%	15%	9%	5%	5%	15%	5%	14%	16%	7%	4%	10%	11%	9%	12%
		D	CD			**	G		JK	JK						
Much more like a luxury/splurge	9%	12%	11%	10%	3%	5%	11%	3%	12%	11%	8%	3%	9%	7%	11%	7%
		D	D	D		**	G		K	K	K					
Even mix of both	7%	9%	7%	10%	4%	2%	8%	4%	8%	8%	9%	3%	6%	10%	6%	8%
				D		**					K			L		
Don't know/not applicable	7%	9%	7%	8%	6%	2%	8%	6%	8%	7%	9%	4%	7%	7%	9%	6%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	67%	56%	59%	63%	82%	87%	58%	82%	58%	59%	67%	85%	67%	65%	66%	67%
					ABC	**		F				HIJ				
More like luxury (Net)	19%	26%	27%	19%	8%	10%	27%	8%	26%	26%	15%	7%	20%	18%	20%	19%
		D	D	D		**	G		JK	JK	K					

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_6. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Jewelry

		Gender			Age			Generation					Household Income					Region			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	4%	5%	4%	-	7%	3%	3%	9%	5%	2%	3%	7%	4%	5%	9%	5%	2%	3%	3%	6%	4%
				**	EF			IJ	I			**			LOP*	P					
Somewhat more like an everyday purchase	8%	8%	8%	-	10%	11%	4%	11%	14%	5%	4%	3%	9%	7%	9%	9%	10%	13%	6%	8%	7%
				**	F	F		J	IJ			**			*			R			
Somewhat more like a luxury/splurge	24%	25%	23%	29%	28%	20%	25%	27%	23%	22%	26%	20%	20%	21%	30%	31%	31%	32%	23%	22%	24%
				**								**			*	LM	LM	S			
Much more like a luxury/splurge	49%	47%	51%	58%	43%	52%	51%	43%	47%	56%	49%	54%	49%	55%	42%	44%	45%	40%	53%	50%	53%
				**	D					G		**		OP	*				Q		Q
Even mix of both	6%	5%	7%	8%	9%	5%	5%	8%	5%	6%	6%	2%	9%	6%	3%	4%	5%	6%	6%	8%	3%
				**								**	O		*						
Don't know/not applicable	8%	9%	7%	5%	2%	8%	12%	1%	5%	9%	13%	14%	11%	7%	7%	7%	7%	6%	10%	7%	9%
				**		D	D			G	GH	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	12%	13%	12%	-	18%	14%	7%	20%	19%	7%	7%	10%	12%	11%	18%	14%	12%	15%	9%	14%	11%
				**	F	F		IJ	IJ			**			*						
More like luxury (Net)	74%	72%	75%	87%	71%	73%	76%	71%	70%	78%	75%	74%	69%	76%	72%	75%	76%	72%	76%	71%	77%
				**								**		L	*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_6. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Jewelry

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	4%	8%	3%	6%	3%	5%	3%	6%	2%	5%	4%	4%	6%	7%	1%	5%	3%	5%	6%	4%	3%
		B					*						*	*	*			*			
Somewhat more like an everyday purchase	8%	12%	6%	7%	9%	9%	12%	7%	4%	7%	9%	7%	14%	8%	10%	10%	7%	8%	13%	7%	4%
		B				H	H*						K*	*	*			*	ST		
Somewhat more like a luxury/splurge	24%	22%	25%	23%	26%	25%	29%	19%	24%	23%	25%	25%	26%	24%	19%	24%	26%	25%	29%	23%	22%
							*						*	*	*			*			
Much more like a luxury/splurge	49%	46%	51%	50%	48%	49%	42%	52%	52%	51%	47%	52%	39%	46%	52%	48%	52%	41%	41%	52%	58%
							*					L	*	*	*			*		R	R
Even mix of both	6%	6%	6%	7%	5%	6%	10%	6%	5%	5%	7%	5%	9%	9%	5%	7%	5%	8%	6%	7%	4%
							*						*	*	*			*			
Don't know/not applicable	8%	5%	9%	8%	9%	6%	5%	11%	13%	8%	8%	8%	6%	6%	13%	6%	7%	13%	6%	9%	9%
			A				*	E	E				*	*	*			O*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	12%	20%	9%	13%	12%	14%	15%	12%	6%	12%	13%	10%	20%	15%	11%	15%	10%	13%	19%	10%	7%
		B				H	H*						K*	*	*	P		*	ST		
More like luxury (Net)	74%	69%	75%	73%	74%	74%	71%	71%	76%	75%	72%	77%	65%	70%	71%	72%	78%	66%	69%	74%	79%
							*					L	*	*	*		Q	*			R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_6. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Jewelry

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	4%	9%	5%	2%	3%	7%	6%	3%	7%	4%	3%	2%	4%	5%	4%	4%
		CD	C			**			K							
Somewhat more like an everyday purchase	8%	11%	14%	5%	4%	3%	13%	4%	10%	14%	5%	3%	6%	13%	8%	8%
		D	CD			**	G		JK	JK				L		
Somewhat more like a luxury/splurge	24%	27%	23%	22%	26%	20%	24%	25%	28%	18%	23%	27%	25%	21%	26%	23%
						**			I							
Much more like a luxury/splurge	49%	43%	47%	56%	49%	54%	46%	49%	43%	51%	53%	52%	51%	46%	48%	50%
				A		**										
Even mix of both	6%	8%	5%	6%	6%	2%	7%	5%	9%	4%	6%	4%	5%	8%	6%	6%
						**										
Don't know/not applicable	8%	1%	5%	9%	13%	14%	4%	13%	2%	8%	10%	13%	9%	7%	8%	8%
				A	AB	**		F		H	H	H				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	12%	20%	19%	7%	7%	10%	19%	7%	18%	18%	8%	5%	9%	19%	12%	13%
		CD	CD			**	G		JK	JK				L		
More like luxury (Net)	74%	71%	70%	78%	75%	74%	70%	75%	71%	69%	76%	79%	77%	67%	75%	73%
						**							I	M		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_7. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Sweets and treats

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	22%	24%	20%	29%	24%	19%	23%	23%	21%	20%	23%	23%	21%	18%	22%	26%	28%	23%	24%	23%	18%
				**								**			*	M	M				
Somewhat more like an everyday purchase	35%	32%	37%	48%	34%	36%	34%	36%	32%	37%	35%	38%	29%	38%	45%	36%	31%	36%	29%	35%	39%
				**								**		L	LOP*	P					
Somewhat more like a luxury/splurge	23%	25%	21%	-	24%	23%	22%	23%	24%	21%	22%	23%	22%	24%	21%	22%	23%	26%	22%	22%	23%
				**								**			*						
Much more like a luxury/splurge	9%	9%	9%	15%	9%	11%	8%	9%	11%	7%	8%	7%	11%	10%	5%	6%	7%	5%	10%	9%	11%
				**								**	O		*						Q
Even mix of both	8%	7%	9%	8%	7%	8%	9%	7%	9%	12%	6%	3%	12%	7%	5%	7%	8%	8%	10%	9%	8%
				**						J		**	M		*						
Don't know/not applicable	3%	3%	3%	-	2%	3%	4%	2%	3%	3%	5%	5%	5%	3%	2%	3%	3%	3%	5%	3%	2%
				**								**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	57%	56%	57%	77%	58%	55%	57%	59%	53%	57%	58%	61%	50%	56%	67%	62%	59%	59%	53%	57%	56%
				**								**			L*	L	L				
More like luxury (Net)	32%	34%	30%	15%	33%	33%	29%	32%	35%	28%	31%	30%	33%	34%	26%	28%	29%	31%	31%	31%	34%
				**								**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_7. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Sweets and treats

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	22%	22%	22%	22%	21%	23%	18%	21%	22%	23%	21%	22%	22%	21%	20%	21%	24%	19%	21%	23%	19%
							*						*	*	*			*			
Somewhat more like an everyday purchase	35%	37%	34%	34%	36%	33%	38%	35%	37%	37%	33%	36%	35%	31%	34%	34%	36%	31%	36%	36%	31%
							*						*	*	*			*			
Somewhat more like a luxury/splurge	23%	21%	23%	22%	23%	26%	17%	20%	20%	22%	23%	23%	17%	26%	24%	25%	22%	22%	22%	22%	27%
							*						*	*	*			*			
Much more like a luxury/splurge	9%	11%	8%	8%	10%	8%	8%	11%	9%	8%	10%	9%	8%	9%	11%	9%	8%	11%	11%	7%	10%
							*						*	*	*			*			
Even mix of both	8%	8%	9%	10%	7%	8%	14%	9%	7%	7%	10%	7%	15%	10%	9%	8%	8%	12%	8%	8%	9%
							*						K*	*	*			*			
Don't know/not applicable	3%	1%	4%	4%	3%	2%	5%	3%	5%	4%	2%	4%	3%	3%	2%	2%	3%	6%	3%	3%	3%
							*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	57%	59%	56%	56%	57%	56%	56%	56%	59%	59%	54%	58%	57%	52%	53%	55%	59%	50%	56%	59%	50%
							*						*	*	*			*			
More like luxury (Net)	32%	32%	31%	30%	33%	34%	25%	31%	29%	30%	33%	31%	25%	35%	35%	34%	30%	33%	32%	29%	37%
							*						*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_7. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Sweets and treats

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	22%	23%	21%	20%	23%	23%	22%	23%	24%	19%	18%	26%	21%	23%	22%	22%
						**										
Somewhat more like an everyday purchase	35%	36%	32%	37%	35%	38%	33%	35%	34%	37%	33%	36%	36%	32%	37%	33%
						**										
Somewhat more like a luxury/splurge	23%	23%	24%	21%	22%	23%	24%	23%	24%	21%	22%	23%	23%	23%	22%	24%
						**										
Much more like a luxury/splurge	9%	9%	11%	7%	8%	7%	10%	8%	9%	11%	10%	6%	9%	8%	9%	9%
						**										
Even mix of both	8%	7%	9%	12%	6%	3%	8%	6%	7%	9%	13%	4%	8%	10%	7%	9%
				D		**				K	HK					
Don't know/not applicable	3%	2%	3%	3%	5%	5%	2%	5%	2%	3%	3%	5%	3%	4%	3%	3%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	57%	59%	53%	57%	58%	61%	55%	59%	58%	55%	51%	62%	57%	55%	58%	55%
						**						J				
More like luxury (Net)	32%	32%	35%	28%	31%	30%	34%	31%	33%	32%	32%	29%	32%	31%	31%	32%
						**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_8. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Fashion (as opposed to everyday clothes)

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	7%	11%	4%	-	10%	8%	5%	7%	12%	6%	4%	7%	8%	6%	12%	8%	7%	9%	7%	8%	6%
		B		**	F				IJ			**			*						
Somewhat more like an everyday purchase	16%	18%	14%	5%	15%	17%	16%	12%	16%	19%	16%	10%	13%	18%	19%	16%	14%	18%	18%	14%	15%
				**								**			*						
Somewhat more like a luxury/splurge	33%	30%	35%	46%	33%	32%	33%	32%	32%	32%	34%	41%	28%	36%	35%	33%	32%	35%	25%	35%	33%
				**								**		L	*			R			R
Much more like a luxury/splurge	31%	29%	32%	41%	34%	30%	29%	37%	31%	28%	30%	31%	35%	30%	27%	29%	30%	24%	36%	29%	33%
				**								**			*				Q		
Even mix of both	7%	5%	8%	-	7%	7%	6%	10%	6%	8%	5%	-	8%	5%	5%	7%	8%	7%	5%	7%	8%
				**								**			*						
Don't know/not applicable	7%	8%	6%	8%	2%	6%	12%	2%	3%	8%	12%	11%	9%	5%	3%	7%	9%	7%	9%	7%	6%
				**		D	DE			GH	GH	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	23%	29%	18%	5%	24%	25%	21%	19%	28%	24%	20%	16%	21%	24%	30%	24%	21%	27%	25%	23%	20%
		B		**					J			**			*						
More like luxury (Net)	63%	59%	67%	87%	66%	62%	62%	69%	62%	60%	63%	72%	62%	65%	62%	62%	62%	60%	61%	64%	66%
			A	**								**			*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

1_8. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Fashion (as opposed to everyday clothes)

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	7%	11%	6%	7%	7%	10%	7%	5%	4%	8%	7%	6%	12%	7%	7%	10%	6%	8%	11%	6%	5%
		B				GH	*						*	*	*			*	T		
Somewhat more like an everyday purchase	16%	21%	14%	14%	18%	17%	14%	14%	16%	17%	14%	14%	20%	19%	19%	14%	15%	23%	20%	14%	15%
		B					*						*	*	*			O*	S		
Somewhat more like a luxury/splurge	33%	30%	34%	32%	34%	34%	35%	27%	35%	32%	34%	31%	29%	39%	33%	31%	37%	23%	32%	36%	23%
							*						*	*	*		Q	*		T	
Much more like a luxury/splurge	31%	28%	32%	32%	29%	30%	28%	36%	29%	29%	32%	34%	27%	22%	29%	33%	30%	26%	27%	30%	40%
							*					M	*	*	*			*			RS
Even mix of both	7%	8%	6%	8%	5%	5%	11%	12%	5%	6%	7%	5%	11%	11%	7%	6%	6%	11%	7%	6%	8%
							E*	EH					K*	K*	*			*			
Don't know/not applicable	7%	2%	9%	7%	7%	5%	5%	7%	12%	8%	6%	10%	2%	2%	4%	6%	6%	9%	4%	8%	9%
			A				*		E			LM	*	*	*			*			R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	23%	32%	20%	21%	25%	27%	20%	18%	20%	25%	21%	20%	31%	26%	26%	24%	21%	31%	31%	20%	20%
		B				G	*						K*	*	*			*	ST		
More like luxury (Net)	63%	58%	65%	64%	63%	63%	63%	63%	64%	61%	66%	65%	56%	61%	62%	64%	67%	49%	59%	66%	64%
			A				*						*	*	*	Q	Q	*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_8. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Fashion (as opposed to everyday clothes)

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	7%	7%	12%	6%	4%	7%	10%	4%	10%	10%	5%	4%	7%	7%	7%	7%
			CD			**	G		K	K						
Somewhat more like an everyday purchase	16%	12%	16%	19%	16%	10%	15%	15%	15%	18%	17%	14%	14%	19%	15%	17%
						**										
Somewhat more like a luxury/splurge	33%	32%	32%	32%	34%	41%	32%	35%	33%	30%	30%	39%	33%	32%	37%	29%
						**									O	
Much more like a luxury/splurge	31%	37%	31%	28%	30%	31%	33%	30%	34%	29%	31%	28%	32%	27%	31%	30%
						**										
Even mix of both	7%	10%	6%	8%	5%	-	8%	4%	7%	7%	8%	3%	6%	7%	5%	8%
						**					K					
Don't know/not applicable	7%	2%	3%	8%	12%	11%	3%	12%	2%	6%	9%	12%	7%	7%	5%	8%
				AB	AB	**		F		H	H	HI				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	23%	19%	28%	24%	20%	16%	25%	20%	24%	28%	22%	18%	22%	27%	22%	24%
			D			**				K						
More like luxury (Net)	63%	69%	62%	60%	63%	72%	65%	64%	66%	59%	61%	67%	65%	60%	68%	60%
						**									O	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_9. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Travel and vacations

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	5%	7%	3%	5%	7%	4%	4%	8%	6%	2%	4%	12%	4%	5%	6%	5%	5%	7%	5%	5%	4%
		B		**				I				**			*						
Somewhat more like an everyday purchase	10%	13%	8%	-	13%	9%	9%	13%	15%	4%	12%	3%	10%	7%	6%	15%	19%	14%	8%	10%	11%
		B		**				I	I		I	**			*	MN	LMNO				
Somewhat more like a luxury/splurge	31%	31%	31%	8%	21%	29%	39%	20%	26%	33%	39%	49%	19%	34%	36%	34%	34%	31%	32%	29%	31%
				**		D	DE			G	GH	**		L	L*	L	L				
Much more like a luxury/splurge	40%	36%	44%	77%	47%	42%	34%	48%	41%	47%	30%	27%	48%	39%	42%	36%	33%	32%	43%	42%	41%
			A	**	F	F		J	J	J		**	MOP		*				Q	Q	
Even mix of both	9%	9%	10%	-	9%	10%	8%	9%	10%	9%	9%	9%	10%	11%	9%	8%	7%	9%	5%	11%	10%
				**								**			*						R
Don't know/not applicable	4%	4%	5%	10%	3%	5%	5%	3%	3%	6%	6%	-	10%	3%	1%	2%	2%	6%	7%	3%	3%
				**								**	MNOP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	15%	21%	11%	5%	20%	14%	13%	20%	20%	6%	16%	15%	13%	13%	12%	20%	24%	21%	13%	15%	15%
		B		**	F			I	I		I	**			*	LMN	LMNO	R			
More like luxury (Net)	71%	67%	74%	85%	68%	71%	73%	68%	66%	79%	69%	76%	67%	73%	78%	71%	67%	63%	75%	71%	72%
			A	**						GHJ		**			*				Q		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_9. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Travel and vacations

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	5%	8%	4%	5%	5%	6%	7%	2%	4%	6%	4%	5%	8%	4%	2%	6%	4%	8%	7%	4%	3%
		B					*						*	*	*			*			
Somewhat more like an everyday purchase	10%	14%	9%	8%	13%	12%	7%	7%	11%	11%	9%	10%	11%	10%	17%	13%	8%	15%	16%	8%	7%
		B			C		*						*	*	K*	P		P*	ST		
Somewhat more like a luxury/splurge	31%	25%	33%	26%	35%	28%	41%	26%	36%	36%	25%	34%	23%	27%	27%	30%	32%	25%	30%	33%	23%
			A		C		EG*		G	J		L	*	*	*			*		T	
Much more like a luxury/splurge	40%	36%	42%	45%	35%	43%	34%	46%	32%	35%	46%	40%	39%	40%	41%	40%	43%	35%	32%	41%	53%
				D		H	*	H			I		*	*	*			*		R	RS
Even mix of both	9%	12%	8%	9%	9%	9%	10%	9%	9%	8%	10%	7%	11%	16%	9%	8%	9%	10%	11%	9%	7%
							*						*	K*	*			*			
Don't know/not applicable	4%	4%	5%	7%	2%	2%	1%	9%	8%	3%	6%	4%	8%	3%	3%	4%	4%	7%	4%	4%	6%
				D			*	EF	EF		I		*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	15%	22%	13%	13%	18%	18%	14%	10%	15%	18%	13%	15%	19%	14%	20%	19%	12%	23%	23%	13%	11%
		B		C	G	*							*	*	*	P		P*	ST		
More like luxury (Net)	71%	61%	74%	71%	71%	71%	75%	72%	68%	71%	71%	74%	61%	67%	68%	70%	76%	61%	62%	74%	76%
			A				*					L	*	*	*		Q	*		R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

1_9. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Travel and vacations

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	5%	8%	6%	2%	4%	12%	6%	5%	7%	5%	2%	6%	4%	7%	5%	5%
		C				**			J							
Somewhat more like an everyday purchase	10%	13%	15%	4%	12%	3%	14%	11%	13%	12%	6%	11%	9%	14%	11%	10%
		C	C		C	**			J	J				L		
Somewhat more like a luxury/splurge	31%	20%	26%	33%	39%	49%	24%	40%	21%	29%	32%	43%	31%	31%	31%	30%
				A	AB	**		F			H	HIJ				
Much more like a luxury/splurge	40%	48%	41%	47%	30%	27%	43%	30%	47%	38%	43%	30%	44%	32%	40%	40%
		D	D	D		**	G		K		K		M			
Even mix of both	9%	9%	10%	9%	9%	9%	10%	9%	9%	12%	10%	6%	8%	11%	10%	9%
						**				K						
Don't know/not applicable	4%	3%	3%	6%	6%	-	3%	5%	3%	4%	6%	5%	4%	5%	3%	6%
						**										N
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	15%	20%	20%	6%	16%	15%	20%	16%	20%	17%	8%	16%	13%	21%	16%	15%
		C	C		C	**			J	J		J		L		
More like luxury (Net)	71%	68%	66%	79%	69%	76%	67%	70%	68%	67%	76%	73%	75%	63%	72%	70%
				ABD		**								M		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_10. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning a car

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	24%	25%	23%	15%	16%	23%	31%	13%	20%	28%	27%	59%	17%	24%	27%	29%	30%	22%	30%	26%	17%
				**		D	DE			G	G	**		L	*	L	L		T	T	
Somewhat more like an everyday purchase	23%	25%	22%	50%	16%	25%	27%	14%	25%	23%	30%	10%	16%	26%	21%	25%	27%	28%	23%	22%	22%
				**		D	D		G		G	**		L	*	L	L				
Somewhat more like a luxury/splurge	20%	20%	21%	16%	27%	20%	16%	27%	23%	17%	17%	17%	21%	18%	25%	23%	22%	21%	17%	21%	23%
				**	F			IJ				**			*						
Much more like a luxury/splurge	15%	14%	17%	18%	25%	16%	8%	30%	17%	14%	8%	7%	23%	15%	10%	11%	11%	13%	14%	15%	19%
				**	EF	F		HIJ	J			**	MNOP		*						
Even mix of both	11%	11%	11%	-	13%	9%	12%	11%	11%	13%	11%	6%	12%	12%	13%	9%	8%	11%	9%	11%	13%
				**								**			*						
Don't know/not applicable	6%	5%	6%	-	3%	7%	6%	4%	4%	6%	8%	-	10%	5%	4%	4%	4%	5%	7%	4%	6%
				**								**	MOP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	47%	50%	45%	65%	32%	48%	58%	27%	45%	50%	57%	70%	33%	51%	48%	54%	56%	50%	54%	48%	39%
				**		D	DE		G	G	GH	**		L	L*	L	L		T		
More like luxury (Net)	36%	34%	38%	35%	52%	36%	24%	57%	40%	31%	24%	24%	44%	33%	36%	34%	33%	34%	30%	36%	42%
				**	EF	F		HIJ	IJ			**	MOP		*						R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_10. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning a car

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	24%	25%	24%	19%	29%	23%	26%	16%	32%	29%	19%	30%	15%	12%	14%	28%	23%	22%	21%	25%	26%
					C		*		EG	J		LMN	*	*	*			*			
Somewhat more like an everyday purchase	23%	25%	23%	22%	25%	24%	18%	23%	25%	28%	18%	24%	22%	20%	34%	25%	21%	24%	19%	26%	23%
							*			J			*	*	KM*			*			R
Somewhat more like a luxury/splurge	20%	20%	21%	21%	20%	22%	22%	22%	16%	17%	24%	19%	17%	29%	19%	18%	22%	19%	25%	18%	19%
							*				I		*	K*	*			*	S		
Much more like a luxury/splurge	15%	16%	15%	19%	12%	16%	22%	20%	7%	10%	21%	11%	24%	23%	17%	15%	18%	12%	18%	15%	11%
				D		H	H*	H			I		K*	K*	*			*			
Even mix of both	11%	10%	12%	12%	10%	11%	12%	12%	10%	11%	12%	10%	19%	8%	11%	8%	12%	16%	12%	10%	13%
							*						KM*	*	*			O*			
Don't know/not applicable	6%	4%	6%	7%	4%	4%	1%	9%	9%	5%	7%	6%	2%	8%	4%	5%	4%	7%	5%	6%	7%
							*	EF	EF				*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	47%	49%	47%	41%	54%	47%	43%	38%	58%	58%	37%	54%	37%	31%	48%	53%	44%	47%	40%	51%	49%
					C		*		EFG	J		LM	*	*	M*	P		*			R
More like luxury (Net)	36%	36%	36%	40%	31%	38%	44%	41%	23%	27%	45%	30%	42%	53%	36%	33%	40%	31%	43%	33%	30%
				D		H	H*	H			I		K*	KN*	*			*	ST		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

1_10. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning a car

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	24%	13%	20%	28%	27%	59%	18%	30%	16%	24%	25%	34%	25%	21%	21%	27%
				A	A	**		F		H	H	HI				
Somewhat more like an everyday purchase	23%	14%	25%	23%	30%	10%	21%	28%	16%	27%	27%	25%	21%	29%	27%	20%
			A		A	**		F		H	H	H		L	O	
Somewhat more like a luxury/splurge	20%	27%	23%	17%	17%	17%	25%	17%	27%	21%	15%	18%	20%	21%	19%	22%
		CD				**	G		JK							
Much more like a luxury/splurge	15%	30%	17%	14%	8%	7%	21%	8%	25%	15%	12%	7%	17%	13%	16%	14%
		BCD	D			**	G		IJK	K						
Even mix of both	11%	11%	11%	13%	11%	6%	11%	10%	13%	7%	14%	10%	11%	11%	11%	11%
						**					I					
Don't know/not applicable	6%	4%	4%	6%	8%	-	4%	7%	3%	7%	7%	6%	6%	5%	6%	6%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	47%	27%	45%	50%	57%	70%	39%	58%	32%	50%	52%	59%	46%	50%	48%	47%
			A	A	AB	**		F		H	H	H				
More like luxury (Net)	36%	57%	40%	31%	24%	24%	46%	24%	52%	36%	27%	25%	37%	34%	35%	36%
		BCD	CD			**	G		IJK	K						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_11. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning a sports car/luxury sedan/luxury SUV

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	4%	4%	4%	-	6%	5%	1%	4%	7%	4%	0%	4%	4%	4%	3%	4%	4%	6%	3%	4%	2%
				**	F	F		J	J	J		**			*						
Somewhat more like an everyday purchase	8%	11%	6%	-	12%	9%	5%	12%	12%	4%	6%	5%	8%	7%	10%	10%	10%	8%	7%	10%	8%
		B		**	F			I	IJ			**			*						
Somewhat more like a luxury/splurge	13%	16%	10%	5%	12%	14%	12%	11%	15%	13%	12%	8%	12%	13%	17%	14%	12%	18%	14%	12%	10%
		B		**								**			*			T			
Much more like a luxury/splurge	61%	55%	66%	87%	59%	58%	64%	65%	52%	64%	64%	67%	56%	62%	59%	63%	65%	55%	60%	61%	66%
			A	**				H		H	H	**			*		L				Q
Even mix of both	5%	5%	4%	-	5%	5%	5%	5%	5%	5%	4%	6%	6%	5%	7%	4%	3%	5%	6%	5%	4%
				**								**			*						
Don't know/not applicable	9%	9%	10%	8%	6%	10%	12%	3%	9%	10%	13%	10%	13%	11%	5%	6%	6%	9%	10%	9%	10%
				**			D		G	G	G	**	OP	O	*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	12%	15%	9%	-	18%	14%	7%	16%	19%	8%	7%	9%	13%	10%	13%	14%	14%	13%	10%	14%	10%
		B		**	F	F		IJ	IJ			**			*						
More like luxury (Net)	74%	71%	76%	92%	71%	72%	77%	76%	67%	77%	76%	75%	68%	74%	75%	77%	77%	73%	74%	72%	76%
				**						H	H	**			*	L	L				

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_11. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning a sports car/luxury sedan/luxury SUV

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	4%	8%	2%	4%	4%	5%	0%	4%	1%	5%	3%	3%	9%	3%	6%	3%	4%	7%	5%	4%	2%
		B				H	*						K*	*	*			*			
Somewhat more like an everyday purchase	8%	12%	7%	10%	7%	10%	13%	5%	5%	10%	7%	7%	12%	10%	9%	11%	6%	11%	12%	6%	7%
		B					GH*						*	*	*	P		P*	S		
Somewhat more like a luxury/splurge	13%	15%	12%	12%	14%	14%	11%	9%	14%	12%	14%	13%	14%	15%	13%	15%	12%	6%	13%	12%	14%
							*						*	*	*	Q		*			
Much more like a luxury/splurge	61%	54%	63%	59%	63%	59%	64%	64%	60%	59%	63%	63%	51%	60%	59%	59%	65%	54%	54%	64%	62%
			A				*						L	*	*	*		Q	*		R
Even mix of both	5%	5%	5%	7%	3%	5%	4%	5%	5%	4%	5%	4%	8%	4%	4%	5%	3%	12%	5%	5%	4%
				D			*						*	*	*			OP*			
Don't know/not applicable	9%	6%	11%	9%	10%	6%	7%	12%	15%	10%	8%	10%	5%	8%	9%	7%	10%	10%	10%	9%	10%
							*	E	E				*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	12%	20%	9%	14%	11%	15%	13%	10%	6%	14%	10%	10%	21%	13%	15%	14%	10%	18%	18%	10%	9%
		B				H	*						K*	*	*			P*	ST		
More like luxury (Net)	74%	69%	75%	70%	77%	73%	75%	73%	74%	71%	76%	76%	65%	75%	71%	74%	78%	60%	67%	76%	76%
			A		C		*						L	*	*	*	Q	Q	*		R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_11. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Owning a sports car/luxury sedan/luxury SUV

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	4%	4%	7%	4%	0%	4%	6%	1%	6%	5%	3%	1%	3%	6%	3%	4%
		D	D	D		**	G		K	K				L		
Somewhat more like an everyday purchase	8%	12%	12%	4%	6%	5%	12%	6%	12%	11%	5%	5%	8%	10%	9%	8%
		C	CD			**	G		JK	JK						
Somewhat more like a luxury/splurge	13%	11%	15%	13%	12%	8%	13%	12%	12%	14%	14%	11%	11%	16%	11%	14%
						**										
Much more like a luxury/splurge	61%	65%	52%	64%	64%	67%	57%	64%	59%	55%	63%	66%	64%	53%	62%	59%
		B		B	B	**						I	M			
Even mix of both	5%	5%	5%	5%	4%	6%	5%	4%	5%	5%	5%	4%	4%	7%	4%	6%
						**										
Don't know/not applicable	9%	3%	9%	10%	13%	10%	7%	13%	6%	10%	10%	13%	10%	9%	10%	9%
			A	A	A	**		F				H				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	12%	16%	19%	8%	7%	9%	18%	7%	18%	16%	8%	6%	11%	16%	12%	12%
		CD	CD			**	G		JK	JK				L		
More like luxury (Net)	74%	76%	67%	77%	76%	75%	70%	76%	71%	68%	77%	77%	76%	69%	74%	73%
				B	B	**					I	I	M			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_12. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Home and decor

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	9%	11%	7%	10%	11%	9%	7%	9%	10%	8%	8%	11%	9%	9%	3%	8%	10%	8%	8%	10%	8%
				**								**	N		*	N					
Somewhat more like an everyday purchase	29%	31%	27%	5%	26%	28%	32%	24%	27%	28%	34%	39%	20%	31%	33%	33%	33%	28%	35%	27%	28%
				**								**		L	L*	L	L				
Somewhat more like a luxury/splurge	34%	31%	36%	48%	36%	34%	32%	40%	32%	36%	31%	22%	32%	33%	39%	35%	34%	32%	28%	38%	33%
				**								**			*						R
Much more like a luxury/splurge	13%	11%	14%	29%	16%	13%	10%	14%	18%	10%	11%	5%	19%	13%	10%	9%	8%	13%	12%	11%	17%
				**					IJ			**	MOP		*						
Even mix of both	10%	11%	10%	8%	10%	10%	11%	9%	9%	14%	7%	15%	11%	9%	12%	10%	10%	15%	9%	9%	10%
				**						J		**			*						
Don't know/not applicable	5%	5%	6%	-	2%	6%	7%	3%	4%	4%	9%	8%	8%	4%	2%	4%	5%	5%	7%	5%	4%
				**			D				GI	**	MO		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	38%	42%	34%	15%	36%	37%	40%	34%	37%	36%	42%	50%	29%	41%	36%	41%	43%	36%	43%	37%	37%
		B		**								**		L	*	L	L				
More like luxury (Net)	47%	42%	50%	77%	52%	47%	42%	54%	50%	46%	42%	27%	51%	46%	50%	44%	42%	44%	40%	49%	50%
		A		**	F			J				**	P		*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_12. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Home and decor

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	9%	11%	8%	8%	9%	9%	9%	6%	9%	10%	8%	8%	11%	9%	8%	8%	10%	10%	11%	8%	8%
							*						*	*	*			*			
Somewhat more like an everyday purchase	29%	31%	28%	25%	34%	31%	29%	20%	32%	32%	27%	32%	21%	27%	31%	33%	26%	29%	30%	30%	25%
				C		G	*		G			L	*	*	*	P		*			
Somewhat more like a luxury/splurge	34%	29%	36%	36%	32%	34%	36%	39%	28%	31%	36%	32%	32%	40%	33%	34%	35%	29%	32%	35%	34%
							*	H					*	*	*			*			
Much more like a luxury/splurge	13%	17%	12%	13%	13%	14%	12%	14%	10%	12%	13%	13%	12%	12%	14%	12%	13%	12%	11%	13%	15%
							*						*	*	*			*			
Even mix of both	10%	11%	10%	11%	9%	9%	9%	14%	11%	9%	11%	9%	18%	9%	10%	8%	11%	9%	12%	9%	12%
							*						K*	*	*			*			
Don't know/not applicable	5%	2%	6%	7%	3%	3%	4%	6%	11%	6%	5%	6%	6%	4%	4%	4%	4%	11%	4%	6%	6%
			A	D			*		E				*	*	*			OP*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	38%	42%	37%	33%	43%	41%	38%	27%	41%	42%	34%	40%	32%	36%	38%	41%	35%	39%	41%	38%	33%
				C	G	*		G	J				*	*	*			*			
More like luxury (Net)	47%	45%	47%	48%	45%	48%	49%	53%	38%	43%	50%	45%	44%	51%	47%	46%	49%	42%	43%	48%	49%
						H	*	H					*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_12. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Home and decor

| | Total | Generation | | | | | Generation 2 | | Age | | | | Price Expectation Next Five Years | | Sustainability vs. Economic Growth | |
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	9%	9%	10%	8%	8%	11%	10%	8%	11%	10%	5%	10%	7%	12%	9%	9%
						**			J					L		
Somewhat more like an everyday purchase	29%	24%	27%	28%	34%	39%	26%	34%	26%	31%	27%	34%	30%	28%	29%	29%
						**		F								
Somewhat more like a luxury/splurge	34%	40%	32%	36%	31%	22%	35%	30%	36%	31%	38%	29%	34%	34%	34%	33%
						**										
Much more like a luxury/splurge	13%	14%	18%	10%	11%	5%	16%	11%	16%	15%	9%	11%	15%	9%	14%	12%
			CD			**	G							M		
Even mix of both	10%	9%	9%	14%	7%	15%	9%	8%	10%	8%	17%	6%	10%	11%	9%	11%
				D		**					HIK					
Don't know/not applicable	5%	3%	4%	4%	9%	8%	4%	9%	2%	6%	4%	10%	5%	6%	4%	6%
					AC	**		F				HJ				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	38%	34%	37%	36%	42%	50%	36%	43%	36%	41%	32%	44%	37%	40%	38%	38%
						**						J				
More like luxury (Net)	47%	54%	50%	46%	42%	27%	51%	40%	52%	46%	48%	40%	49%	42%	48%	45%
		D				**	G		K							

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_13. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Experiences

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	11%	13%	8%	52%	11%	12%	9%	10%	14%	8%	9%	18%	11%	10%	7%	11%	13%	14%	14%	9%	7%
		B		**					I			**			*			T	T		
Somewhat more like an everyday purchase	19%	22%	15%	-	22%	15%	19%	22%	20%	11%	23%	17%	15%	21%	15%	19%	20%	26%	15%	16%	21%
		B		**	E			I	I		I	**		L	*			RS			
Somewhat more like a luxury/splurge	32%	28%	37%	24%	33%	35%	30%	34%	32%	36%	29%	26%	29%	34%	38%	33%	30%	23%	31%	36%	35%
			A	**								**			*					Q	Q
Much more like a luxury/splurge	18%	19%	18%	23%	19%	21%	16%	17%	20%	21%	15%	10%	20%	16%	25%	19%	17%	17%	20%	18%	18%
				**								**			*						
Even mix of both	14%	12%	17%	-	14%	12%	16%	16%	11%	16%	14%	21%	16%	13%	9%	14%	16%	9%	11%	16%	16%
			A	**								**			*						
Don't know/not applicable	6%	7%	6%	-	2%	6%	9%	1%	4%	7%	10%	8%	9%	6%	6%	4%	3%	10%	8%	5%	3%
				**		D	D			G	GH	**	OP		*			ST	T		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	29%	35%	23%	52%	33%	27%	29%	32%	33%	19%	32%	35%	26%	31%	22%	30%	33%	40%	29%	25%	28%
		B		**				I	I		I	**			*			RST			
More like luxury (Net)	51%	47%	55%	48%	51%	56%	46%	51%	52%	57%	44%	36%	49%	50%	63%	52%	47%	40%	52%	54%	53%
		A		**		F				J		**			LOP*	P			Q	Q	Q

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_13. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Experiences

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	11%	14%	10%	12%	9%	12%	11%	6%	12%	11%	11%	10%	17%	10%	6%	10%	13%	7%	14%	9%	9%
							*						KN*	*	*			*			
Somewhat more like an everyday purchase	19%	18%	19%	14%	23%	20%	16%	14%	20%	18%	19%	19%	16%	18%	24%	19%	16%	26%	21%	19%	12%
					C		*						*	*	*			P*	T	T	
Somewhat more like a luxury/splurge	32%	34%	32%	32%	33%	33%	34%	34%	29%	35%	30%	34%	25%	33%	35%	33%	32%	29%	30%	33%	35%
							*						*	*	*			*			
Much more like a luxury/splurge	18%	19%	18%	19%	18%	21%	15%	20%	12%	19%	18%	20%	16%	12%	20%	21%	19%	11%	15%	19%	22%
						H	*					M	*	*	*	Q		*			
Even mix of both	14%	12%	15%	16%	12%	11%	23%	18%	14%	12%	16%	10%	21%	23%	12%	11%	15%	20%	14%	14%	14%
						E*	E						K*	K*	*			O*			
Don't know/not applicable	6%	4%	7%	8%	4%	4%	1%	7%	13%	6%	6%	7%	5%	4%	4%	7%	5%	7%	5%	6%	9%
							*	F	EF				*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	29%	31%	28%	26%	32%	31%	27%	21%	32%	29%	30%	28%	33%	28%	30%	28%	29%	33%	35%	29%	21%
					C	G	*		G				*	*	*			*		T	
More like luxury (Net)	51%	54%	50%	50%	51%	54%	49%	54%	41%	53%	48%	54%	41%	45%	55%	54%	51%	40%	46%	52%	57%
						H	*	H				L	*	*	*	Q		*			R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_13. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Experiences

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	11%	10%	14%	8%	9%	18%	12%	10%	11%	14%	7%	12%	11%	10%	10%	11%
			C			**				J						
Somewhat more like an everyday purchase	19%	22%	20%	11%	23%	17%	20%	22%	22%	17%	14%	21%	18%	21%	20%	18%
		C	C		C	**			J			J				
Somewhat more like a luxury/splurge	32%	34%	32%	36%	29%	26%	33%	29%	33%	34%	34%	28%	33%	32%	34%	31%
						**										
Much more like a luxury/splurge	18%	17%	20%	21%	15%	10%	19%	15%	19%	19%	22%	13%	20%	13%	17%	19%
						**					K		M			
Even mix of both	14%	16%	11%	16%	14%	21%	13%	14%	14%	12%	15%	16%	13%	17%	14%	14%
						**										
Don't know/not applicable	6%	1%	4%	7%	10%	8%	3%	10%	2%	5%	8%	10%	6%	7%	5%	7%
				A	AB	**		F			H	H				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	29%	32%	33%	19%	32%	35%	33%	32%	33%	31%	21%	33%	29%	31%	29%	29%
		C	C		C	**			J	J		J				
More like luxury (Net)	51%	51%	52%	57%	44%	36%	52%	43%	51%	53%	56%	42%	53%	45%	51%	50%
				D		**	G				K	K		M		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_14. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Technology and gadgets

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	8%	10%	6%	-	8%	7%	8%	8%	8%	5%	11%	5%	5%	8%	9%	9%	9%	10%	8%	6%	10%
		B		**							I	**			*						
Somewhat more like an everyday purchase	21%	22%	20%	13%	16%	21%	24%	16%	18%	23%	27%	11%	17%	20%	19%	26%	29%	27%	22%	20%	18%
				**			D				GH	**			*	L	LM	T			
Somewhat more like a luxury/splurge	36%	36%	36%	46%	37%	34%	38%	33%	38%	36%	34%	49%	33%	39%	34%	36%	37%	30%	33%	38%	40%
				**								**			*						
Much more like a luxury/splurge	23%	19%	26%	33%	31%	24%	15%	35%	26%	21%	14%	10%	30%	23%	25%	17%	13%	19%	22%	23%	24%
			A	**	F	F		IJ	J			**	MOP	P	OP*	P					
Even mix of both	9%	9%	9%	8%	6%	9%	10%	7%	7%	10%	10%	18%	10%	7%	9%	10%	10%	10%	9%	10%	6%
				**								**			*						
Don't know/not applicable	3%	4%	3%	-	2%	5%	4%	2%	3%	5%	3%	7%	6%	3%	3%	2%	2%	4%	6%	3%	2%
				**								**	MOP		*				T		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	29%	32%	26%	13%	25%	28%	33%	24%	26%	28%	38%	16%	22%	28%	28%	35%	38%	37%	30%	25%	28%
				**							GHI	**			*	L	LM	S			
More like luxury (Net)	59%	55%	62%	79%	68%	57%	53%	67%	64%	57%	49%	59%	62%	62%	59%	53%	50%	49%	55%	62%	64%
				**	EF			J	J			**	OP	OP	*					Q	Q

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_14. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Technology and gadgets

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	8%	9%	7%	7%	9%	9%	6%	5%	9%	7%	8%	8%	7%	8%	6%	9%	8%	9%	11%	8%	3%
							*						*	*	*			*	T		
Somewhat more like an everyday purchase	21%	21%	21%	15%	27%	20%	25%	17%	25%	26%	16%	22%	15%	21%	26%	21%	22%	19%	24%	22%	15%
					C		*			J			*	*	*			*	T		
Somewhat more like a luxury/splurge	36%	35%	37%	36%	36%	38%	35%	32%	37%	37%	36%	37%	38%	34%	30%	33%	38%	35%	34%	38%	34%
							*						*	*	*			*			
Much more like a luxury/splurge	23%	25%	22%	27%	18%	24%	23%	30%	13%	18%	27%	21%	21%	28%	24%	24%	21%	22%	22%	19%	34%
				D		H	H*	H			I		*	*	*			*			RS
Even mix of both	9%	8%	9%	10%	7%	7%	8%	11%	13%	9%	9%	9%	13%	5%	10%	9%	8%	10%	6%	11%	7%
							*		E				M*	*	*			*			R
Don't know/not applicable	3%	2%	4%	4%	3%	3%	3%	5%	4%	3%	4%	3%	5%	4%	3%	3%	3%	5%	4%	3%	5%
							*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	29%	30%	28%	22%	36%	29%	30%	22%	34%	34%	24%	30%	22%	29%	32%	30%	30%	28%	35%	29%	19%
					C		*		G	J			*	*	*			*	T	T	
More like luxury (Net)	59%	60%	58%	63%	54%	62%	59%	62%	49%	54%	63%	58%	59%	62%	54%	58%	59%	57%	56%	57%	69%
				D		H	*	H			I		*	*	*			*			RS

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_14. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Technology and gadgets

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	8%	8%	8%	5%	11%	5%	8%	10%	8%	8%	4%	11%	8%	8%	8%	8%
					C	**						J				
Somewhat more like an everyday purchase	21%	16%	18%	23%	27%	11%	17%	26%	16%	22%	21%	26%	21%	22%	21%	21%
					AB	**		F				H				
Somewhat more like a luxury/splurge	36%	33%	38%	36%	34%	49%	36%	36%	37%	33%	38%	37%	37%	34%	39%	34%
						**										
Much more like a luxury/splurge	23%	35%	26%	21%	14%	10%	29%	14%	31%	23%	21%	13%	24%	20%	22%	23%
		CD	D			**	G		JK	K	K					
Even mix of both	9%	7%	7%	10%	10%	18%	7%	11%	6%	10%	10%	10%	7%	12%	6%	11%
						**								L		N
Don't know/not applicable	3%	2%	3%	5%	3%	7%	3%	4%	2%	5%	5%	3%	3%	5%	4%	3%
						**					H					
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	29%	24%	26%	28%	38%	16%	25%	36%	25%	29%	26%	38%	29%	30%	29%	29%
					ABC	**		F				HJ				
More like luxury (Net)	59%	67%	64%	57%	49%	59%	65%	50%	68%	56%	59%	50%	61%	53%	61%	57%
		D	D			**	G		IK					M		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_15. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Beauty products

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Much more like an everyday purchase	14%	13%	16%	-	15%	14%	15%	12%	16%	13%	14%	19%	13%	14%	11%	16%	18%	18%	16%	13%	12%
				**								**			*						
Somewhat more like an everyday purchase	34%	31%	37%	5%	33%	29%	39%	30%	31%	32%	43%	21%	25%	35%	54%	39%	31%	31%	34%	36%	33%
				**			E				GHI	**		L	LMOP*	LP					
Somewhat more like a luxury/splurge	22%	19%	23%	77%	28%	24%	15%	32%	25%	19%	15%	24%	24%	22%	15%	20%	23%	22%	21%	21%	23%
				**	F	F		IJ	J			**			*						
Much more like a luxury/splurge	11%	13%	10%	-	12%	14%	9%	12%	15%	9%	9%	4%	15%	11%	11%	9%	7%	10%	12%	10%	14%
				**								**	OP		*						
Even mix of both	9%	8%	11%	-	10%	11%	8%	11%	10%	13%	4%	10%	13%	9%	5%	8%	9%	12%	6%	10%	8%
				**				J	J	J		**	NO		*						
Don't know/not applicable	10%	16%	4%	18%	3%	9%	15%	3%	4%	14%	14%	22%	11%	9%	5%	9%	12%	7%	11%	10%	9%
		B		**		D	DE			GH	GH	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	48%	44%	53%	5%	48%	43%	54%	42%	47%	45%	57%	40%	38%	49%	65%	54%	49%	49%	50%	49%	45%
			A	**			E				GHI	**		L	LMOP*	LP	L				
More like luxury (Net)	33%	32%	33%	77%	39%	38%	24%	44%	39%	28%	24%	27%	39%	33%	25%	29%	30%	32%	33%	30%	38%
				**	F	F		IJ	IJ			**	NO		*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

 Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

 Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_15. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Beauty products

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Much more like an everyday purchase	14%	16%	14%	11%	17%	17%	10%	10%	15%	15%	13%	13%	22%	15%	13%	15%	16%	10%	20%	14%	7%
					C	G	*						K*	*	*			*	T	T	
Somewhat more like an everyday purchase	34%	33%	34%	34%	34%	34%	34%	30%	38%	37%	31%	33%	37%	33%	41%	33%	35%	35%	28%	37%	36%
							*						*	*	*			*			R
Somewhat more like a luxury/splurge	22%	25%	20%	22%	22%	21%	24%	29%	17%	20%	24%	24%	12%	23%	17%	21%	22%	20%	23%	21%	21%
							*	EH				L	*	*	*			*			
Much more like a luxury/splurge	11%	11%	11%	13%	9%	12%	13%	11%	8%	10%	13%	12%	9%	10%	15%	13%	11%	9%	12%	10%	13%
							*						*	*	*			*			
Even mix of both	9%	11%	9%	10%	8%	9%	12%	12%	6%	8%	11%	7%	16%	13%	8%	9%	8%	12%	10%	9%	9%
							*	H					K*	K*	*			*			
Don't know/not applicable	10%	5%	11%	10%	9%	8%	8%	8%	16%	11%	9%	12%	4%	7%	6%	8%	8%	14%	8%	9%	12%
			A				*		EG			L	*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
More like everyday purchase (Net)	48%	49%	48%	46%	51%	50%	44%	39%	53%	52%	45%	47%	60%	48%	54%	48%	51%	46%	47%	51%	44%
						G	*		G	J			K*	*	*			*			
More like luxury (Net)	33%	36%	32%	35%	31%	33%	36%	40%	25%	29%	36%	35%	21%	33%	31%	34%	32%	29%	35%	31%	35%
							*	H			I	L	*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1_15. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Beauty products

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Much more like an everyday purchase	14%	12%	16%	13%	14%	19%	15%	14%	15%	17%	10%	16%	14%	16%	15%	14%
						**										
Somewhat more like an everyday purchase	34%	30%	31%	32%	43%	21%	31%	41%	33%	28%	34%	41%	33%	37%	32%	36%
					ABC	**		F				I				
Somewhat more like a luxury/splurge	22%	32%	25%	19%	15%	24%	27%	16%	28%	25%	17%	16%	23%	18%	25%	19%
		CD	D			**	G		JK	K					O	
Much more like a luxury/splurge	11%	12%	15%	9%	9%	4%	14%	9%	12%	15%	11%	7%	11%	11%	12%	11%
						**				K						
Even mix of both	9%	11%	10%	13%	4%	10%	10%	5%	10%	10%	12%	5%	8%	11%	8%	10%
		D	D	D		**	G				K					
Don't know/not applicable	10%	3%	4%	14%	14%	22%	3%	15%	3%	7%	15%	15%	11%	7%	9%	10%
				AB	AB	**		F			HI	HI				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
More like everyday purchase (Net)	48%	42%	47%	45%	57%	40%	45%	56%	48%	44%	45%	57%	46%	53%	46%	50%
					ABC	**		F				IJ				
More like luxury (Net)	33%	44%	39%	28%	24%	27%	41%	24%	39%	39%	28%	23%	35%	29%	37%	30%
		CD	CD			**	G		JK	JK					O	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - More like everyday purchase Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Fine dining	15%	20%	11%	-	21%	18%	9%	19%	24%	12%	9%	10%	14%	15%	15%	17%	18%	19%	14%	16%	12%
		B		**	F	F		J	IJ			**			*						
Dining out (fast food, chain restaurants)	46%	51%	41%	29%	45%	42%	50%	48%	43%	39%	52%	65%	35%	47%	46%	52%	55%	45%	54%	44%	43%
		B		**						I		**		L	*	L	L			ST	
Ordering food delivered	31%	36%	26%	39%	40%	32%	23%	39%	37%	28%	24%	11%	24%	31%	31%	35%	37%	32%	30%	34%	26%
		B		**	F	F		J	J			**			*	L	L				
Owning your own home	38%	37%	39%	23%	26%	35%	49%	22%	31%	42%	50%	50%	24%	41%	37%	44%	47%	35%	43%	39%	32%
				**		D	DE			GH	GH	**		L	L*	L	L		T		
Health insurance	67%	69%	65%	36%	58%	59%	79%	56%	59%	63%	82%	87%	49%	68%	78%	77%	77%	71%	66%	69%	61%
				**			DE				GHI	**		L	L*	LM	LM				
Jewelry	12%	13%	12%	-	18%	14%	7%	20%	19%	7%	7%	10%	12%	11%	18%	14%	12%	15%	9%	14%	11%
				**	F	F		IJ	IJ			**			*						
Sweets and treats	57%	56%	57%	77%	58%	55%	57%	59%	53%	57%	58%	61%	50%	56%	67%	62%	59%	59%	53%	57%	56%
				**								**			L*	L	L				
Fashion (as opposed to everyday clothes)	23%	29%	18%	5%	24%	25%	21%	19%	28%	24%	20%	16%	21%	24%	30%	24%	21%	27%	25%	23%	20%
		B		**					J			**			*						
Travel and vacations	15%	21%	11%	5%	20%	14%	13%	20%	20%	6%	16%	15%	13%	13%	12%	20%	24%	21%	13%	15%	15%
		B		**	F			I	I		I	**			*	LMN	LMNO	R			
Owning a car	47%	50%	45%	65%	32%	48%	58%	27%	45%	50%	57%	70%	33%	51%	48%	54%	56%	50%	54%	48%	39%
				**		D	DE		G	G	GH	**		L	L*	L	L		T		
Owning a sports car/luxury sedan/luxury SUV	12%	15%	9%	-	18%	14%	7%	16%	19%	8%	7%	9%	13%	10%	13%	14%	14%	13%	10%	14%	10%
		B		**	F	F		IJ	IJ			**			*						
Home and decor	38%	42%	34%	15%	36%	37%	40%	34%	37%	36%	42%	50%	29%	41%	36%	41%	43%	36%	43%	37%	37%
		B		**								**		L	*	L	L				
Experiences	29%	35%	23%	52%	33%	27%	29%	32%	33%	19%	32%	35%	26%	31%	22%	30%	33%	40%	29%	25%	28%
		B		**				I	I		I	**			*			RST			
Technology and gadgets	29%	32%	26%	13%	25%	28%	33%	24%	26%	28%	38%	16%	22%	28%	28%	35%	38%	37%	30%	25%	28%
				**							GHI	**			*	L	LM	S			
Beauty products	48%	44%	53%	5%	48%	43%	54%	42%	47%	45%	57%	40%	38%	49%	65%	54%	49%	49%	50%	49%	45%
		A		**			E				GHI	**		L	LMOP*	LP	L				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - More like everyday purchase Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Fine dining	15%	24%	12%	14%	17%	20%	21%	7%	10%	20%	11%	15%	21%	12%	16%	19%	14%	15%	26%	11%	9%
		B				GH	GH*			J			*	*	*			*		ST	
Dining out (fast food, chain restaurants)	46%	48%	45%	44%	48%	45%	42%	41%	54%	50%	42%	48%	50%	41%	40%	45%	47%	43%	45%	48%	40%
							*		EG	J			*	*	*			*			
Ordering food delivered	31%	42%	27%	30%	32%	36%	32%	26%	23%	30%	32%	28%	45%	34%	35%	27%	34%	30%	39%	29%	24%
		B				GH	*						K*	*	*			*		ST	
Owning your own home	38%	40%	37%	31%	45%	37%	41%	27%	47%	50%	25%	44%	22%	31%	32%	44%	34%	40%	33%	42%	35%
					C		G	G*	EG	J		LMN	*	*	*	P		*			R
Health insurance	67%	63%	68%	62%	71%	67%	68%	49%	80%	72%	61%	71%	63%	54%	66%	66%	69%	66%	64%	69%	64%
					C		G	G*	EFG	J		M	*	*	*			*			
Jewelry	12%	20%	9%	13%	12%	14%	15%	12%	6%	12%	13%	10%	20%	15%	11%	15%	10%	13%	19%	10%	7%
		B				H	H*						K*	*	*	P		*		ST	
Sweets and treats	57%	59%	56%	56%	57%	56%	56%	56%	59%	59%	54%	58%	57%	52%	53%	55%	59%	50%	56%	59%	50%
							*						*	*	*			*			
Fashion (as opposed to everyday clothes)	23%	32%	20%	21%	25%	27%	20%	18%	20%	25%	21%	20%	31%	26%	26%	24%	21%	31%	31%	20%	20%
		B				G	*						K*	*	*			*		ST	
Travel and vacations	15%	22%	13%	13%	18%	18%	14%	10%	15%	18%	13%	15%	19%	14%	20%	19%	12%	23%	23%	13%	11%
		B			C	G	*						*	*	*	P		P*		ST	
Owning a car	47%	49%	47%	41%	54%	47%	43%	38%	58%	58%	37%	54%	37%	31%	48%	53%	44%	47%	40%	51%	49%
					C		*		EFG	J		LM	*	*	M*	P		*			R
Owning a sports car/luxury sedan/luxury SUV	12%	20%	9%	14%	11%	15%	13%	10%	6%	14%	10%	10%	21%	13%	15%	14%	10%	18%	18%	10%	9%
		B				H	*						K*	*	*			P*		ST	
Home and decor	38%	42%	37%	33%	43%	41%	38%	27%	41%	42%	34%	40%	32%	36%	38%	41%	35%	39%	41%	38%	33%
					C	G	*		G	J			*	*	*			*			
Experiences	29%	31%	28%	26%	32%	31%	27%	21%	32%	29%	30%	28%	33%	28%	30%	28%	29%	33%	35%	29%	21%
					C	G	*		G				*	*	*			*			T
Technology and gadgets	29%	30%	28%	22%	36%	29%	30%	22%	34%	34%	24%	30%	22%	29%	32%	30%	30%	28%	35%	29%	19%
					C		*		G	J			*	*	*			*		T	T
Beauty products	48%	49%	48%	46%	51%	50%	44%	39%	53%	52%	45%	47%	60%	48%	54%	48%	51%	46%	47%	51%	44%
						G	*		G	J			K*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - More like everyday purchase Summary

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Fine dining	15%	19%	24%	12%	9%	10%	22%	9%	21%	22%	9%	10%	14%	19%	16%	15%
		D	CD			**	G		JK	JK						
Dining out (fast food, chain restaurants)	46%	48%	43%	39%	52%	65%	45%	53%	45%	45%	36%	59%	46%	46%	49%	44%
					C	**		F				HIJ				
Ordering food delivered	31%	39%	37%	28%	24%	11%	38%	23%	40%	36%	23%	24%	29%	35%	29%	33%
		D	D			**	G		JK	JK						
Owning your own home	38%	22%	31%	42%	50%	50%	28%	50%	26%	37%	41%	51%	37%	41%	36%	39%
				AB	AB	**		F		H	H	HIJ				
Health insurance	67%	56%	59%	63%	82%	87%	58%	82%	58%	59%	67%	85%	67%	65%	66%	67%
					ABC	**		F				HIJ				
Jewelry	12%	20%	19%	7%	7%	10%	19%	7%	18%	18%	8%	5%	9%	19%	12%	13%
		CD	CD			**	G		JK	JK				L		
Sweets and treats	57%	59%	53%	57%	58%	61%	55%	59%	58%	55%	51%	62%	57%	55%	58%	55%
						**						J				
Fashion (as opposed to everyday clothes)	23%	19%	28%	24%	20%	16%	25%	20%	24%	28%	22%	18%	22%	27%	22%	24%
			D			**				K						
Travel and vacations	15%	20%	20%	6%	16%	15%	20%	16%	20%	17%	8%	16%	13%	21%	16%	15%
		C	C		C	**			J	J		J		L		
Owning a car	47%	27%	45%	50%	57%	70%	39%	58%	32%	50%	52%	59%	46%	50%	48%	47%
			A	A	AB	**		F		H	H	H				
Owning a sports car/luxury sedan/luxury SUV	12%	16%	19%	8%	7%	9%	18%	7%	18%	16%	8%	6%	11%	16%	12%	12%
		CD	CD			**	G		JK	JK				L		
Home and decor	38%	34%	37%	36%	42%	50%	36%	43%	36%	41%	32%	44%	37%	40%	38%	38%
						**						J				
Experiences	29%	32%	33%	19%	32%	35%	33%	32%	33%	31%	21%	33%	29%	31%	29%	29%

		C	C		C	**			J	J		J				
Technology and gadgets	29%	24%	26%	28%	38%	16%	25%	36%	25%	29%	26%	38%	29%	30%	29%	29%
					ABC	**		F				HJ				
Beauty products	48%	42%	47%	45%	57%	40%	45%	56%	48%	44%	45%	57%	46%	53%	46%	50%
					ABC	**		F				IJ				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - More like luxury Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Fine dining	76%	71%	80%	100%	72%	74%	80%	74%	69%	80%	81%	80%	71%	78%	80%	77%	76%	73%	77%	74%	81%
			A	**			D		H	H		**			*						
Dining out (fast food, chain restaurants)	43%	39%	48%	66%	46%	46%	39%	43%	48%	49%	35%	29%	51%	44%	45%	38%	35%	39%	36%	47%	47%
			A	**					J	J		**	OP		*					R	R
Ordering food delivered	51%	46%	56%	47%	47%	55%	50%	47%	52%	54%	49%	63%	52%	55%	51%	47%	44%	47%	52%	50%	56%
			A	**								**		P	*						
Owning your own home	42%	43%	41%	61%	60%	44%	27%	66%	52%	34%	27%	26%	49%	42%	40%	37%	36%	43%	32%	44%	48%
				**	EF	F		HIJ	IJ			**	OP		*			R		R	R
Health insurance	19%	21%	18%	24%	26%	26%	9%	26%	27%	19%	8%	10%	27%	20%	13%	13%	13%	17%	19%	17%	23%
				**	F	F		J	J	J		**	MNOP	O	*						
Jewelry	74%	72%	75%	87%	71%	73%	76%	71%	70%	78%	75%	74%	69%	76%	72%	75%	76%	72%	76%	71%	77%
				**								**		L	*						
Sweets and treats	32%	34%	30%	15%	33%	33%	29%	32%	35%	28%	31%	30%	33%	34%	26%	28%	29%	31%	31%	31%	34%
				**								**			*						
Fashion (as opposed to everyday clothes)	63%	59%	67%	87%	66%	62%	62%	69%	62%	60%	63%	72%	62%	65%	62%	62%	62%	60%	61%	64%	66%
			A	**								**			*						
Travel and vacations	71%	67%	74%	85%	68%	71%	73%	68%	66%	79%	69%	76%	67%	73%	78%	71%	67%	63%	75%	71%	72%
			A	**						GHJ		**			*				Q		
Owning a car	36%	34%	38%	35%	52%	36%	24%	57%	40%	31%	24%	24%	44%	33%	36%	34%	33%	34%	30%	36%	42%
				**	EF	F		HIJ	IJ			**	MOP		*						R
Owning a sports car/luxury sedan/luxury SUV	74%	71%	76%	92%	71%	72%	77%	76%	67%	77%	76%	75%	68%	74%	75%	77%	77%	73%	74%	72%	76%
				**						H	H	**			*	L	L				
Home and decor	47%	42%	50%	77%	52%	47%	42%	54%	50%	46%	42%	27%	51%	46%	50%	44%	42%	44%	40%	49%	50%
			A	**	F			J				**	P		*						
Experiences	51%	47%	55%	48%	51%	56%	46%	51%	52%	57%	44%	36%	49%	50%	63%	52%	47%	40%	52%	54%	53%
			A	**		F				J		**			LOP*	P			Q	Q	Q
Technology and gadgets	59%	55%	62%	79%	68%	57%	53%	67%	64%	57%	49%	59%	62%	62%	59%	53%	50%	49%	55%	62%	64%
			A	**	EF			J	J			**	OP	OP	*					Q	Q
Beauty products	33%	32%	33%	77%	39%	38%	24%	44%	39%	28%	24%	27%	39%	33%	25%	29%	30%	32%	33%	30%	38%
				**	F	F		IJ	IJ			**	NO		*						

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - More like luxury Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Fine dining	76%	68%	79%	75%	77%	74%	72%	82%	77%	72%	80%	76%	67%	84%	74%	74%	79%	74%	66%	80%	82%
			A				*				I		*	L*	*			*		R	R
Dining out (fast food, chain restaurants)	43%	43%	44%	45%	42%	45%	47%	49%	33%	39%	48%	43%	42%	45%	43%	45%	43%	42%	43%	40%	55%
				H		H	H*	H			I		*	*	*			*			RS
Ordering food delivered	51%	47%	53%	55%	47%	51%	51%	54%	49%	50%	52%	54%	40%	48%	48%	57%	51%	38%	45%	53%	56%
				D			*					L	*	*	*	Q	Q	*		R	R
Owning your own home	42%	43%	42%	47%	38%	47%	47%	48%	24%	32%	52%	38%	50%	51%	51%	38%	48%	32%	51%	38%	38%
				D		H	H*	H			I		K*	K*	K*		OQ	*	ST		
Health insurance	19%	27%	16%	21%	17%	22%	19%	26%	6%	17%	21%	17%	20%	27%	17%	21%	18%	15%	20%	19%	19%
		B				H	H*	H					*	K*	*			*			
Jewelry	74%	69%	75%	73%	74%	74%	71%	71%	76%	75%	72%	77%	65%	70%	71%	72%	78%	66%	69%	74%	79%
							*					L	*	*	*		Q	*			R
Sweets and treats	32%	32%	31%	30%	33%	34%	25%	31%	29%	30%	33%	31%	25%	35%	35%	34%	30%	33%	32%	29%	37%
							*						*	*	*			*			
Fashion (as opposed to everyday clothes)	63%	58%	65%	64%	63%	63%	63%	63%	64%	61%	66%	65%	56%	61%	62%	64%	67%	49%	59%	66%	64%
			A				*						*	*	*	Q	Q	*			
Travel and vacations	71%	61%	74%	71%	71%	71%	75%	72%	68%	71%	71%	74%	61%	67%	68%	70%	76%	61%	62%	74%	76%
			A				*					L	*	*	*		Q	*		R	R
Owning a car	36%	36%	36%	40%	31%	38%	44%	41%	23%	27%	45%	30%	42%	53%	36%	33%	40%	31%	43%	33%	30%
				D		H	H*	H			I		K*	KN*	*			*	ST		
Owning a sports car/luxury sedan/luxury SUV	74%	69%	75%	70%	77%	73%	75%	73%	74%	71%	76%	76%	65%	75%	71%	74%	78%	60%	67%	76%	76%
			A		C		*					L	*	*	*	Q	Q	*		R	
Home and decor	47%	45%	47%	48%	45%	48%	49%	53%	38%	43%	50%	45%	44%	51%	47%	46%	49%	42%	43%	48%	49%
						H	*	H					*	*	*			*			
Experiences	51%	54%	50%	50%	51%	54%	49%	54%	41%	53%	48%	54%	41%	45%	55%	54%	51%	40%	46%	52%	57%
						H	*	H				L	*	*	*	Q		*			R
Technology and gadgets	59%	60%	58%	63%	54%	62%	59%	62%	49%	54%	63%	58%	59%	62%	54%	58%	59%	57%	56%	57%	69%
				D		H	*	H			I		*	*	*			*			RS
Beauty products	33%	36%	32%	35%	31%	33%	36%	40%	25%	29%	36%	35%	21%	33%	31%	34%	32%	29%	35%	31%	35%
							*	H			I	L	*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - More like luxury Summary

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Fine dining	76%	74%	69%	80%	81%	80%	71%	81%	72%	70%	82%	80%	78%	71%	78%	75%
				B	B	**		F			HI	I	M			
Dining out (fast food, chain restaurants)	43%	43%	48%	49%	35%	29%	46%	35%	46%	44%	50%	32%	44%	43%	41%	45%
			D	D		**	G		K	K	K					
Ordering food delivered	51%	47%	52%	54%	49%	63%	50%	50%	47%	53%	55%	49%	53%	46%	54%	49%
						**										
Owning your own home	42%	66%	52%	34%	27%	26%	57%	27%	60%	45%	33%	26%	44%	38%	47%	38%
		BCD	CD			**	G		IJK	JK						O
Health insurance	19%	26%	27%	19%	8%	10%	27%	8%	26%	26%	15%	7%	20%	18%	20%	19%
		D	D	D		**	G		JK	JK	K					
Jewelry	74%	71%	70%	78%	75%	74%	70%	75%	71%	69%	76%	79%	77%	67%	75%	73%
						**						I	M			
Sweets and treats	32%	32%	35%	28%	31%	30%	34%	31%	33%	32%	32%	29%	32%	31%	31%	32%
						**										
Fashion (as opposed to everyday clothes)	63%	69%	62%	60%	63%	72%	65%	64%	66%	59%	61%	67%	65%	60%	68%	60%
						**									O	
Travel and vacations	71%	68%	66%	79%	69%	76%	67%	70%	68%	67%	76%	73%	75%	63%	72%	70%
				ABD		**								M		
Owning a car	36%	57%	40%	31%	24%	24%	46%	24%	52%	36%	27%	25%	37%	34%	35%	36%
		BCD	CD			**	G		IJK	K						
Owning a sports car/luxury sedan/luxury SUV	74%	76%	67%	77%	76%	75%	70%	76%	71%	68%	77%	77%	76%	69%	74%	73%
				B	B	**					I	I	M			
Home and decor	47%	54%	50%	46%	42%	27%	51%	40%	52%	46%	48%	40%	49%	42%	48%	45%
		D				**	G		K							
Experiences	51%	51%	52%	57%	44%	36%	52%	43%	51%	53%	56%	42%	53%	45%	51%	50%

Experiences				D		**	G			K	K		M			
Technology and gadgets	59%	67%	64%	57%	49%	59%	65%	50%	68%	56%	59%	50%	61%	53%	61%	57%
		D	D			**	G		IK				M			
Beauty products	33%	44%	39%	28%	24%	27%	41%	24%	39%	39%	28%	23%	35%	29%	37%	30%
		CD	CD			**	G		JK	JK					O	

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? - Grid Table

	Fine dining	Dining out (fast food, chain restaurants)	Ordering food delivered	Owning your own home	Health insurance	Jewelry	Sweets and treats	Fashion (as opposed to everyday clothes)	Travel and vacations	Owning a car	Owning a sports car/luxury sedan/luxury SUV	Home and decor	Experiences	Technology and gadgets	Beauty products
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120
Base: All Respondents (wtd)	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120
Much more like an everyday purchase	5%	14%	10%	18%	42%	4%	22%	7%	5%	24%	4%	9%	11%	8%	14%
		ACFHIKLMN	AFHIK	ABCFHIKLMNO	ABCDFGHIJKLMNO		ABCDFHIKLMNO	AFIK		ABCDFHIKLMNO		AFIK	AFHIKN	AFIK	ACFHIKLMN
Somewhat more like an everyday purchase	11%	32%	21%	20%	25%	8%	35%	16%	10%	23%	8%	29%	19%	21%	34%
	F	ACDEFHIJKMN	AFHIK	AFHIK	ACDFHIKM		ACDEFHIJKLMN	AFIK		ADFHIKM		ACDEFHIJKMN	AFIK	AFHIK	ACDEFHIJKLMN
Somewhat more like a luxury/splurge	25%	32%	31%	18%	11%	24%	23%	33%	31%	20%	13%	34%	32%	36%	22%
	DEJK	ADEFGJKO	ADEFGJKO	EK		DEK	DEK	ADEFGJKO	ADEFGJKO	EK		ADEFGJKO	ADEFGJKO	ACDEFGIJKO	EK
Much more like a luxury/splurge	51%	12%	20%	24%	9%	49%	9%	31%	40%	15%	61%	13%	18%	23%	11%
	BCDEGHIJLMNO	EG	BEGJLO	BCEGJLMO		BCDEGHIJLMNO		BCDEGJLMNO	BCDEGHJLMNO	BEGO	ABCDEFGHIJLMNO	EG	BEGLO	BEGJLMNO	
Even mix of both	4%	8%	7%	10%	7%	6%	8%	7%	9%	11%	5%	10%	14%	9%	9%
		AK	AK	ACEFHK	AK		AFK	A	AFHK	ABCEFGHK		ACEFHK	ABCDEFGHIJKLNO	AFK	AFHK
Don't know/not applicable	4%	3%	11%	9%	7%	8%	3%	7%	4%	6%	9%	5%	6%	3%	10%
	B		ABEFGHIJLMN	ABEGHIJLMN	ABGIN	ABGIJLN		ABGIN	B	BGN	ABEGHIJLMN	BGN	ABGN		ABEGHIJLMN
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary

	Fine dining	Dining out	Ordering food delivered	Owning your own home	Health insurance	Jewelry	Sweets and treats	Fashion	Travel and vacations	Owning a car	Owning a sports car	Home and decor	Experiences	Technology and gadgets	Beauty products
More like everyday purchase (Net)	15%	46%	31%	38%	67%	12%	57%	23%	15%	47%	12%	38%	29%	29%	48%
	FK	ACDFHIKLMN	AFHIK	ACFHIKMN	ABCDFGHIJKLMNO		ABCDFHIJKLMNO	AFIK	FK	ACDFHIKLMN		ACFHIKMN	AFHIK	AFHIK	ACDFHIKLMN
More like luxury (Net)	76%	43%	51%	42%	19%	74%	32%	63%	71%	36%	74%	47%	51%	59%	33%
	BCDEGHIJLMNO	EGJO	BDEGJLO	EGJO		BCDEGHJLMNO	E	BCDEGJLMNO	BCDEGHJLMNO	E	BCDEGHJLMNO	DEGJO	BDEGJO	BCDEGJLMO	E

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:
  Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

2. In your opinion, which of the following characteristics define luxury products or brands?

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Rare materials	27%	30%	24%	23%	29%	26%	27%	23%	30%	28%	25%	32%	22%	33%	29%	24%	22%	29%	32%	25%	24%
				**								**		LOP	*						
Quality materials	49%	47%	50%	51%	51%	47%	49%	50%	50%	47%	49%	47%	44%	47%	55%	55%	54%	44%	49%	51%	48%
				**								**			*	L	L				
Handmade construction	20%	22%	18%	-	18%	21%	20%	18%	20%	22%	20%	13%	19%	18%	27%	22%	20%	23%	19%	17%	23%
				**								**			*						
Designer branded	54%	49%	58%	58%	50%	51%	59%	48%	50%	55%	61%	46%	57%	55%	50%	49%	49%	53%	48%	56%	55%
			A	**			DE				GH	**	O		*						
Limited availability/exclusivity	35%	36%	34%	45%	33%	38%	33%	33%	36%	36%	31%	51%	34%	32%	31%	38%	41%	38%	37%	32%	34%
				**								**			*						
Sustainability	11%	11%	12%	-	18%	12%	5%	23%	15%	7%	5%	5%	14%	10%	10%	11%	11%	10%	12%	14%	7%
				**	EF	F		IJ	IJ			**			*						T
Expensive	62%	60%	64%	68%	56%	61%	67%	57%	58%	59%	71%	73%	66%	62%	52%	59%	63%	61%	63%	61%	64%
				**			D				GHI	**	N		*						
Heritage	11%	13%	10%	-	14%	11%	9%	15%	12%	12%	8%	10%	8%	13%	12%	12%	12%	10%	9%	11%	14%
				**				J				**		L	*						
Bespoke or custom made	19%	20%	18%	42%	16%	19%	21%	16%	17%	22%	20%	21%	18%	18%	22%	22%	21%	21%	20%	18%	19%
				**								**			*						
Celebrity influencers use/endorse it	12%	11%	12%	13%	14%	13%	9%	17%	12%	11%	10%	2%	16%	11%	12%	9%	7%	10%	10%	13%	12%
				**								**	OP		*						
Other	0%	1%	0%	-	0%	1%	0%	0%	1%	0%	0%	-	1%	1%	-	-	-	0%	0%	1%	0%
				**								**	O		*						
Sigma	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%

WTF - Indulgence

2. In your opinion, which of the following characteristics define luxury products or brands?

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Rare materials	27%	31%	26%	26%	28%	30%	26%	25%	23%	27%	27%	28%	27%	23%	22%	27%	26%	27%	26%	26%	32%
							*						*	*	*			*			
Quality materials	49%	49%	49%	49%	48%	51%	42%	46%	49%	48%	50%	49%	62%	40%	50%	46%	50%	53%	49%	50%	44%
							*						KM*	*	*			*			
Handmade construction	20%	21%	20%	20%	19%	21%	15%	20%	19%	23%	17%	21%	15%	18%	25%	21%	19%	18%	24%	20%	13%
							*						*	*	*			*	T		
Designer branded	54%	49%	55%	54%	53%	51%	58%	53%	59%	55%	53%	56%	48%	51%	54%	57%	52%	46%	47%	56%	57%
							*						*	*	*			*		R	
Limited availability/exclusivity	35%	35%	35%	31%	38%	34%	31%	37%	37%	32%	37%	33%	36%	37%	36%	31%	37%	42%	32%	36%	36%
					C		*						*	*	*			O*			
Sustainability	11%	14%	10%	15%	8%	11%	12%	15%	8%	8%	14%	8%	20%	17%	15%	10%	13%	12%	15%	11%	7%
				D			*				I		K*	K*	K*			*	T		
Expensive	62%	59%	63%	61%	64%	59%	62%	62%	71%	64%	61%	66%	50%	59%	54%	65%	60%	65%	57%	63%	67%
							*		E			LN	*	*	*			*			R
Heritage	11%	12%	11%	12%	10%	12%	18%	10%	8%	11%	12%	9%	10%	21%	14%	10%	12%	7%	16%	10%	6%
							H*						*	K*	*			*	ST		
Bespoke or custom made	19%	16%	20%	16%	23%	19%	20%	19%	19%	21%	18%	21%	17%	17%	20%	19%	20%	15%	22%	18%	19%
					C		*						*	*	*			*			
Celebrity influencers use/endorse it	12%	13%	11%	15%	8%	12%	16%	13%	7%	11%	12%	9%	14%	17%	11%	12%	11%	15%	11%	10%	17%
				D			H*						*	K*	*			*			S
Other	0%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	0%	-	1%	0%	1%	0%	1%	0%	1%	1%
							*						*	*	*			*			
Sigma	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%

WTF - Indulgence

2. In your opinion, which of the following characteristics define luxury products or brands?

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Rare materials	27%	23%	30%	28%	25%	32%	27%	26%	29%	25%	30%	25%	26%	29%	30%	25%
						**										
Quality materials	49%	50%	50%	47%	49%	47%	50%	48%	51%	48%	46%	50%	48%	50%	49%	49%
						**										
Handmade construction	20%	18%	20%	22%	20%	13%	19%	19%	18%	19%	26%	16%	18%	24%	20%	20%
						**					K					
Designer branded	54%	48%	50%	55%	61%	46%	49%	59%	50%	50%	55%	61%	55%	51%	50%	56%
					AB	**		F				HI				
Limited availability/exclusivity	35%	33%	36%	36%	31%	51%	35%	33%	33%	38%	31%	37%	37%	29%	34%	35%
						**							M			
Sustainability	11%	23%	15%	7%	5%	5%	18%	5%	18%	15%	5%	5%	10%	14%	13%	10%
		CD	CD			**	G		JK	JK						
Expensive	62%	57%	58%	59%	71%	73%	58%	71%	56%	61%	62%	72%	65%	55%	61%	63%
					ABC	**		F				HIJ	M			
Heritage	11%	15%	12%	12%	8%	10%	13%	8%	14%	12%	11%	8%	9%	15%	12%	11%
		D				**								L		
Bespoke or custom made	19%	16%	17%	22%	20%	21%	17%	20%	16%	18%	24%	18%	20%	17%	18%	20%
						**					H					
Celebrity influencers use/endorse it	12%	17%	12%	11%	10%	2%	14%	9%	14%	14%	11%	8%	10%	15%	13%	11%
						**								L		
Other	0%	0%	1%	0%	0%	-	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%
						**										
Sigma	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%

Field Dates: 8/13-8/14
Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_1. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Sugary soft drinks

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	18%	19%	16%	37%	23%	18%	13%	22%	22%	17%	12%	2%	19%	18%	14%	16%	17%	17%	17%	20%	14%
				**	F			J	J			**			*						
Somewhat agree	37%	39%	35%	40%	40%	40%	31%	37%	43%	36%	29%	41%	33%	38%	39%	37%	37%	35%	40%	36%	35%
				**	F				J			**			*						
Neither agree nor disagree	27%	25%	30%	-	22%	26%	33%	26%	19%	28%	36%	31%	27%	28%	28%	27%	26%	28%	28%	25%	30%
				**			D			H	H	**			*						
Somewhat disagree	11%	12%	10%	8%	9%	10%	14%	8%	10%	12%	13%	21%	13%	11%	11%	10%	10%	11%	9%	12%	12%
				**								**			*						
Strongly disagree	7%	5%	9%	15%	6%	6%	9%	7%	5%	7%	10%	5%	8%	4%	8%	10%	10%	10%	5%	6%	8%
				**								**	M		*	M	M				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	54%	57%	51%	77%	62%	59%	45%	59%	65%	53%	42%	43%	52%	57%	53%	53%	54%	52%	57%	57%	49%
				**	F	F		J	IJ	J		**			*						
Disagree (Net)	18%	18%	19%	23%	15%	16%	23%	15%	15%	19%	23%	26%	21%	15%	19%	20%	20%	20%	15%	18%	20%
				**			DE				H	**	M		*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

3_1. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Sugary soft drinks

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	18%	22%	16%	15%	20%	20%	23%	16%	10%	19%	17%	19%	23%	13%	10%	16%	22%	11%	20%	17%	15%
		B				H	H*					N	N*	*	*		Q	*			
Somewhat agree	37%	42%	35%	34%	40%	40%	33%	31%	34%	38%	35%	38%	34%	36%	38%	38%	38%	33%	37%	36%	36%
							*						*	*	*			*			
Neither agree nor disagree	27%	20%	30%	30%	25%	22%	31%	34%	33%	25%	30%	27%	30%	28%	26%	24%	27%	36%	27%	27%	29%
			A				*	E	E				*	*	*			O*			
Somewhat disagree	11%	9%	12%	13%	10%	11%	10%	10%	14%	11%	11%	10%	6%	16%	15%	14%	8%	14%	9%	12%	12%
							*						*	L*	*	P		*			
Strongly disagree	7%	7%	7%	9%	5%	6%	4%	9%	9%	7%	7%	7%	6%	7%	11%	8%	6%	7%	7%	7%	8%
							*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	54%	64%	50%	49%	60%	61%	56%	47%	44%	57%	52%	56%	57%	48%	48%	54%	59%	43%	58%	53%	51%
		B			C	GH	*						*	*	*		Q	*			
Disagree (Net)	18%	16%	19%	21%	15%	17%	13%	19%	23%	19%	18%	17%	12%	23%	26%	22%	14%	20%	16%	19%	19%
				D			*						*	*	KL*	P		*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

 Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

3_1. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Sugary soft drinks

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	18%	22%	22%	17%	12%	2%	22%	11%	23%	22%	17%	8%	18%	16%	19%	16%
		D	D			**	G		K	K	K					
Somewhat agree	37%	37%	43%	36%	29%	41%	41%	31%	40%	42%	33%	31%	36%	37%	36%	37%
			D			**	G			K						
Neither agree nor disagree	27%	26%	19%	28%	36%	31%	22%	35%	22%	22%	30%	36%	26%	31%	26%	29%
				B	B	**		F				HI				
Somewhat disagree	11%	8%	10%	12%	13%	21%	9%	14%	9%	8%	13%	15%	12%	10%	12%	11%
						**						I				
Strongly disagree	7%	7%	5%	7%	10%	5%	6%	9%	6%	6%	7%	9%	8%	5%	7%	7%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	54%	59%	65%	53%	42%	43%	63%	42%	62%	64%	50%	39%	55%	53%	55%	53%
		D	CD	D		**	G		JK	JK	K					
Disagree (Net)	18%	15%	15%	19%	23%	26%	15%	23%	15%	14%	20%	24%	20%	16%	19%	18%
					B	**		F				HI				

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_2. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Wine

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Strongly agree	26%	28%	25%	44%	29%	25%	26%	30%	26%	25%	28%	14%	21%	25%	23%	31%	35%	28%	25%	29%	21%
				**				*				**			*	L	LM				
Somewhat agree	40%	40%	41%	10%	41%	43%	37%	34%	45%	43%	33%	55%	37%	40%	53%	43%	38%	38%	39%	41%	41%
				**				*	J	J		**			LMOP*	P					
Neither agree nor disagree	22%	21%	22%	36%	20%	20%	25%	21%	19%	18%	29%	18%	24%	26%	14%	16%	17%	22%	21%	19%	27%
				**				*			HI	**	O	NOP	*						
Somewhat disagree	7%	8%	6%	-	7%	8%	6%	9%	6%	9%	4%	6%	9%	6%	5%	6%	6%	7%	8%	5%	8%
				**				*		J		**			*						
Strongly disagree	5%	4%	6%	10%	3%	5%	7%	5%	4%	5%	6%	7%	10%	3%	5%	4%	4%	4%	8%	6%	2%
				**				*				**	MOP		*				T		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	66%	67%	66%	54%	70%	67%	63%	65%	71%	68%	61%	68%	58%	65%	76%	74%	73%	66%	64%	70%	63%
				**				*	J			**		L	L*	LM	L				
Disagree (Net)	12%	12%	12%	10%	10%	13%	13%	14%	11%	14%	10%	13%	19%	9%	10%	10%	10%	12%	16%	11%	11%
				**				*				**	MOP		*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_2. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Wine

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Strongly agree	26%	29%	25%	23%	30%	29%	20%	21%	25%	27%	26%	28%	30%	20%	15%	22%	32%	23%	32%	25%	20%
					C		*					N	N*	*	*		O	*	T		
Somewhat agree	40%	45%	38%	36%	44%	42%	46%	37%	35%	43%	37%	39%	41%	39%	50%	41%	42%	40%	38%	44%	34%
					C		*			J			*	*	K*			*		T	
Neither agree nor disagree	22%	18%	23%	26%	18%	19%	20%	23%	28%	17%	26%	22%	14%	27%	19%	20%	18%	26%	21%	20%	26%
				D			*		E		I		*	*	*			*			
Somewhat disagree	7%	6%	7%	8%	5%	6%	10%	8%	6%	7%	7%	5%	7%	11%	10%	8%	5%	8%	6%	7%	7%
							*						*	*	*			*			
Strongly disagree	5%	4%	6%	7%	3%	4%	4%	11%	5%	6%	5%	5%	7%	3%	6%	9%	2%	4%	3%	4%	13%
				D			*	EH					*	*	*	P		*			RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	66%	73%	64%	59%	73%	71%	66%	58%	60%	70%	62%	67%	71%	59%	65%	63%	74%	62%	69%	69%	54%
		B			C	GH	*			J			*	*	*		OQ	*	T	T	
Disagree (Net)	12%	9%	13%	15%	9%	10%	14%	19%	12%	12%	11%	11%	14%	14%	17%	17%	7%	12%	9%	11%	20%
				D			*	EH					*	*	*	P		*			RS

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_2. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Wine

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Strongly agree	26%	30%	26%	25%	28%	14%	27%	26%	29%	24%	24%	27%	28%	23%	26%	26%
		*				**										
Somewhat agree	40%	34%	45%	43%	33%	55%	42%	35%	41%	44%	41%	35%	39%	42%	40%	41%
		*	D	D		**										
Neither agree nor disagree	22%	21%	19%	18%	29%	18%	19%	28%	20%	18%	21%	29%	23%	20%	23%	20%
		*			BC	**		F				HI				
Somewhat disagree	7%	9%	6%	9%	4%	6%	7%	4%	7%	9%	8%	4%	6%	9%	8%	6%
		*		D		**				K						
Strongly disagree	5%	5%	4%	5%	6%	7%	4%	6%	3%	6%	7%	5%	5%	6%	3%	7%
		*				**										N
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	66%	65%	71%	68%	61%	68%	69%	62%	70%	68%	65%	62%	67%	66%	66%	67%
		*	D			**										
Disagree (Net)	12%	14%	11%	14%	10%	13%	12%	10%	10%	14%	14%	9%	11%	15%	11%	13%
		*				**										

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
   Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Beer

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Strongly agree	23%	26%	20%	9%	25%	24%	20%	22%	26%	23%	19%	15%	20%	23%	22%	24%	25%	24%	21%	25%	19%
				**				*				**			*						
Somewhat agree	40%	42%	38%	51%	40%	43%	37%	44%	40%	39%	38%	39%	32%	39%	54%	46%	42%	41%	46%	36%	39%
				**				*				**			LM*	L	L		S		
Neither agree nor disagree	21%	20%	23%	-	18%	17%	27%	16%	16%	20%	30%	33%	26%	23%	11%	16%	19%	18%	19%	20%	29%
				**			DE	*			GHI	**	NO	NO	*						QRS
Somewhat disagree	9%	8%	10%	18%	9%	10%	8%	7%	11%	11%	6%	6%	10%	10%	9%	8%	8%	12%	8%	10%	7%
				**				*	J			**			*						
Strongly disagree	7%	4%	9%	22%	8%	6%	7%	10%	7%	6%	7%	7%	12%	5%	4%	6%	7%	5%	6%	9%	6%
			A	**				*				**	MNO		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	62%	67%	57%	60%	65%	66%	57%	66%	66%	63%	57%	54%	52%	62%	76%	70%	67%	65%	67%	61%	58%
		B		**		F		*				**		L	LM*	L	L				
Disagree (Net)	16%	13%	19%	40%	18%	16%	15%	17%	18%	17%	13%	13%	22%	15%	13%	14%	14%	17%	14%	19%	13%
			A	**				*				**	MOP		*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Beer

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Strongly agree	23%	28%	21%	20%	25%	26%	19%	21%	17%	24%	21%	25%	23%	15%	14%	21%	27%	16%	29%	21%	19%
		B				H	*					MN	*	*	*		Q	*	ST		
Somewhat agree	40%	40%	40%	36%	44%	42%	42%	31%	39%	42%	38%	39%	36%	43%	48%	40%	41%	44%	38%	43%	32%
					C	G	*						*	*	*			*			T
Neither agree nor disagree	21%	17%	23%	23%	20%	18%	21%	22%	30%	20%	23%	23%	20%	22%	17%	20%	20%	20%	20%	21%	24%
							*		E				*	*	*			*			
Somewhat disagree	9%	9%	9%	12%	6%	8%	12%	11%	9%	9%	10%	8%	11%	13%	12%	11%	7%	12%	7%	9%	12%
				D			*						*	*	*			*			
Strongly disagree	7%	6%	8%	9%	5%	5%	7%	14%	6%	7%	8%	6%	11%	7%	10%	9%	5%	8%	5%	6%	14%
				D			*	EH					*	*	*	P		*			RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	62%	68%	60%	55%	69%	69%	61%	52%	55%	65%	59%	64%	59%	58%	62%	61%	68%	60%	67%	64%	50%
		B			C	GH	*						*	*	*		O	*	T	T	
Disagree (Net)	16%	15%	17%	21%	11%	14%	18%	26%	15%	15%	17%	13%	21%	20%	22%	20%	12%	20%	13%	15%	26%
				D			*	EH					*	*	K*	P		P*			RS

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Beer

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Strongly agree	23%	22%	26%	23%	19%	15%	25%	19%	25%	23%	25%	16%	23%	21%	23%	22%
		*				**			K		K					
Somewhat agree	40%	44%	40%	39%	38%	39%	41%	38%	40%	42%	37%	40%	40%	40%	39%	40%
		*				**										
Neither agree nor disagree	21%	16%	16%	20%	30%	33%	16%	30%	18%	16%	22%	30%	21%	23%	23%	20%
		*			ABC	**		F				HI				
Somewhat disagree	9%	7%	11%	11%	6%	6%	10%	6%	9%	11%	9%	7%	10%	8%	9%	10%
		*	D			**										
Strongly disagree	7%	10%	7%	6%	7%	7%	8%	7%	8%	7%	7%	6%	6%	8%	6%	8%
		*				**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	62%	66%	66%	63%	57%	54%	66%	57%	65%	66%	62%	57%	63%	61%	62%	63%
		*				**	G									
Disagree (Net)	16%	17%	18%	17%	13%	13%	18%	13%	18%	18%	16%	13%	16%	16%	15%	17%
		*				**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

　Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

　Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_4. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Liquor

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Strongly agree	18%	21%	15%	9%	21%	17%	17%	17%	20%	20%	15%	10%	15%	17%	22%	21%	21%	20%	17%	19%	15%
		B		**				*				**			*						
Somewhat agree	36%	34%	37%	51%	37%	41%	31%	40%	37%	37%	31%	47%	30%	37%	38%	38%	38%	38%	35%	39%	30%
				**		F		*				**			*		L				
Neither agree nor disagree	25%	26%	26%	-	19%	25%	30%	20%	24%	23%	32%	24%	28%	26%	24%	23%	22%	20%	29%	19%	36%
				**			D	*			GHI	**			*				QS		QS
Somewhat disagree	12%	14%	10%	-	14%	9%	12%	14%	11%	12%	11%	11%	11%	13%	11%	10%	10%	14%	8%	13%	12%
				**				*				**			*						
Strongly disagree	9%	5%	13%	40%	10%	8%	10%	10%	8%	8%	11%	7%	16%	7%	5%	8%	9%	8%	10%	10%	7%
			A	**				*				**	MNOP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	54%	55%	52%	60%	58%	58%	48%	57%	57%	57%	46%	57%	45%	54%	60%	59%	59%	59%	53%	58%	45%
				**	F	F		*	J	J		**		L	L*	L	L	T		T	
Disagree (Net)	21%	19%	22%	40%	24%	17%	22%	23%	19%	20%	22%	18%	27%	19%	16%	18%	19%	22%	18%	23%	19%
				**				*				**	MNOP		*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_4. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Liquor

		Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Strongly agree	18%	16%	19%	17%	19%	21%	12%	18%	13%	15%	21%	20%	17%	14%	10%	17%	21%	13%	20%	18%	15%
						H	*				I	N	*	*	*			*			
Somewhat agree	36%	43%	33%	31%	40%	38%	35%	32%	33%	38%	34%	35%	36%	37%	36%	35%	38%	36%	36%	37%	33%
		B			C		*						*	*	*			*			
Neither agree nor disagree	25%	23%	26%	27%	24%	23%	35%	21%	30%	25%	25%	26%	28%	22%	28%	22%	24%	33%	26%	26%	22%
							EG*						*	*	*			O*			
Somewhat disagree	12%	10%	12%	13%	10%	11%	6%	12%	14%	12%	11%	11%	9%	19%	10%	14%	9%	11%	11%	12%	11%
							*						*	K*	*	P		*			
Strongly disagree	9%	8%	10%	12%	7%	6%	12%	17%	10%	10%	9%	8%	10%	8%	16%	12%	7%	7%	7%	7%	18%
				D			*	E					*	*	K*	P		*			RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	54%	59%	52%	48%	59%	59%	48%	50%	47%	53%	55%	55%	54%	51%	46%	52%	60%	49%	56%	54%	49%
					C	H	*						*	*	*			*			
Disagree (Net)	21%	18%	22%	25%	16%	18%	18%	29%	24%	22%	20%	19%	18%	27%	26%	26%	16%	18%	18%	19%	30%
				D			*	E					*	*	*	P		*			RS

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_4. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Liquor

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Strongly agree	18%	17%	20%	20%	15%	10%	19%	15%	21%	16%	20%	15%	20%	13%	18%	18%
		*				**							M			
Somewhat agree	36%	40%	37%	37%	31%	47%	38%	33%	37%	39%	33%	34%	34%	39%	36%	36%
		*				**										
Neither agree nor disagree	25%	20%	24%	23%	32%	24%	23%	31%	19%	27%	26%	31%	26%	25%	26%	25%
		*			ABC	**		F				H				
Somewhat disagree	12%	14%	11%	12%	11%	11%	12%	11%	14%	10%	11%	12%	11%	12%	11%	12%
		*				**										
Strongly disagree	9%	10%	8%	8%	11%	7%	9%	11%	10%	8%	10%	9%	9%	11%	8%	10%
		*				**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	54%	57%	57%	57%	46%	57%	57%	47%	58%	56%	53%	48%	55%	52%	54%	53%
		*	D	D		**	G									
Disagree (Net)	21%	23%	19%	20%	22%	18%	21%	22%	24%	18%	21%	21%	20%	23%	20%	22%
		*				**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_5. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - E-cigarettes/vaping

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	9%	10%	7%	8%	16%	8%	4%	12%	14%	8%	2%	-	9%	9%	4%	8%	10%	9%	6%	10%	8%
				**	EF	F		J	IJ	J		**			*						
Somewhat agree	18%	20%	17%	8%	22%	24%	11%	18%	26%	19%	10%	7%	18%	18%	24%	18%	16%	21%	18%	21%	11%
				**	F	F			J	J		**			*			T		T	
Neither agree nor disagree	22%	25%	20%	-	21%	25%	21%	22%	21%	27%	21%	5%	24%	21%	22%	23%	23%	25%	29%	20%	18%
				**								**			*				ST		
Somewhat disagree	24%	22%	26%	5%	18%	22%	30%	23%	18%	24%	31%	27%	19%	27%	24%	24%	24%	18%	23%	21%	33%
				**			DE				H	**		L	*						QS
Strongly disagree	27%	23%	30%	79%	24%	21%	34%	25%	21%	22%	35%	61%	30%	25%	27%	27%	27%	27%	23%	27%	30%
			A	**			DE				HI	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	27%	30%	24%	16%	38%	32%	15%	30%	40%	27%	13%	7%	27%	28%	27%	26%	26%	30%	25%	31%	19%
		B		**	F	F		J	IJ	J		**			*			T		T	
Disagree (Net)	51%	45%	56%	84%	42%	43%	64%	48%	39%	46%	66%	88%	50%	52%	51%	51%	51%	45%	47%	49%	62%
			A	**			DE				GHI	**			*						QRS

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_5. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - E-cigarettes/vaping

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	9%	15%	6%	8%	9%	12%	9%	5%	3%	9%	9%	9%	11%	7%	5%	10%	10%	3%	15%	6%	6%
		B				GH	H*						*	*	*	Q	Q	*	ST		
Somewhat agree	18%	24%	16%	17%	20%	23%	18%	14%	10%	19%	17%	19%	22%	18%	14%	19%	20%	18%	22%	16%	20%
		B				GH	*						*	*	*			*			
Neither agree nor disagree	22%	22%	22%	21%	23%	23%	18%	22%	22%	20%	24%	21%	26%	23%	23%	19%	22%	25%	22%	23%	19%
							*						*	*	*			*			
Somewhat disagree	24%	18%	26%	25%	23%	20%	30%	24%	31%	24%	24%	25%	19%	28%	18%	23%	25%	25%	19%	28%	21%
			A				*		E				*	*	*			*		R	
Strongly disagree	27%	21%	29%	28%	25%	22%	24%	35%	34%	28%	26%	26%	23%	24%	40%	29%	23%	29%	23%	27%	34%
			A				*	E	E				*	*	KLM*			*			R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	27%	39%	22%	25%	29%	35%	28%	19%	13%	28%	26%	28%	32%	25%	20%	29%	29%	21%	36%	22%	25%
		B				GH	H*						*	*	*			*	ST		
Disagree (Net)	51%	39%	55%	54%	48%	42%	54%	58%	64%	52%	49%	51%	42%	52%	58%	52%	49%	54%	42%	55%	55%
			A				*	E	E				*	*	L*			*		R	R

WTF - Indulgence

3_5. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - E-cigarettes/vaping

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	9%	12%	14%	8%	2%	-	13%	2%	16%	10%	6%	1%	9%	8%	9%	9%
		D	CD	D		**	G		JK	K	K					
Somewhat agree	18%	18%	26%	19%	10%	7%	23%	10%	22%	25%	17%	8%	17%	20%	17%	20%
			D	D		**	G		K	K	K					
Neither agree nor disagree	22%	22%	21%	27%	21%	5%	21%	20%	21%	23%	28%	17%	21%	24%	24%	21%
						**					K					
Somewhat disagree	24%	23%	18%	24%	31%	27%	20%	30%	18%	21%	24%	35%	25%	21%	26%	22%
					B	**		F				HIJ				
Strongly disagree	27%	25%	21%	22%	35%	61%	23%	38%	24%	20%	25%	39%	27%	27%	25%	29%
					BC	**		F				HIJ				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	27%	30%	40%	27%	13%	7%	36%	12%	38%	35%	23%	9%	26%	28%	25%	28%
		D	CD	D		**	G		JK	JK	K					
Disagree (Net)	51%	48%	39%	46%	66%	88%	42%	68%	42%	42%	49%	74%	52%	48%	51%	51%
					ABC	**		F				HIJ				

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_6. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Tobacco cigarettes

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	9%	11%	8%	8%	13%	11%	5%	11%	14%	10%	4%	-	9%	9%	7%	9%	10%	11%	8%	10%	8%
				**	F	F		J	J	J		**			*						
Somewhat agree	19%	21%	18%	8%	25%	22%	13%	20%	27%	18%	13%	8%	19%	22%	23%	17%	14%	20%	23%	17%	19%
				**	F	F			IJ			**		P	*						
Neither agree nor disagree	22%	22%	22%	-	19%	26%	20%	20%	22%	25%	20%	5%	25%	18%	26%	24%	23%	22%	27%	23%	15%
				**								**	M		*				T	T	
Somewhat disagree	21%	22%	20%	5%	17%	17%	27%	22%	14%	19%	28%	32%	17%	23%	23%	22%	21%	19%	16%	20%	28%
				**			DE				HI	**		L	*						R
Strongly disagree	29%	24%	32%	79%	26%	24%	34%	27%	22%	28%	35%	54%	31%	27%	21%	29%	32%	27%	26%	30%	31%
			A	**			E				H	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	29%	32%	25%	16%	37%	33%	18%	31%	41%	28%	17%	8%	28%	31%	30%	26%	24%	31%	31%	27%	26%
		B		**	F	F		J	IJ	J		**			*						
Disagree (Net)	50%	46%	53%	84%	43%	41%	62%	48%	37%	47%	63%	86%	47%	51%	44%	50%	53%	47%	42%	50%	59%
				**			DE	H		H	GHI	**			*						QR

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_6. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Tobacco cigarettes

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	9%	11%	9%	10%	8%	11%	12%	9%	3%	7%	11%	9%	14%	11%	4%	7%	12%	5%	16%	7%	5%
						H	H*	H			I		N*	*	*		OQ	*	ST		
Somewhat agree	19%	25%	17%	20%	19%	23%	20%	12%	16%	19%	19%	20%	23%	17%	17%	22%	20%	16%	21%	19%	17%
		B				GH	*						*	*	*			*			
Neither agree nor disagree	22%	25%	21%	20%	23%	25%	13%	21%	19%	22%	21%	22%	25%	21%	19%	22%	19%	33%	23%	20%	25%
						F	*						*	*	*			OP*			
Somewhat disagree	21%	14%	23%	20%	22%	16%	27%	22%	29%	21%	21%	22%	14%	24%	16%	18%	21%	27%	16%	23%	21%
			A				E*		E				*	*	*			*		R	
Strongly disagree	29%	25%	30%	30%	28%	24%	27%	36%	34%	30%	27%	28%	24%	28%	44%	31%	28%	20%	24%	30%	32%
							*	E	E				*	*	KLM*	Q		*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	29%	36%	26%	30%	27%	35%	33%	21%	19%	27%	31%	28%	37%	28%	22%	29%	32%	20%	37%	26%	22%
		B				GH	H*						N*	*	*			Q	*	ST	
Disagree (Net)	50%	39%	54%	50%	50%	40%	54%	58%	62%	51%	48%	50%	38%	52%	59%	49%	49%	47%	40%	54%	53%
			A				E*	E	E			L	*	*	L*			*		R	R

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

3_6. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Tobacco cigarettes

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	9%	11%	14%	10%	4%	-	13%	3%	13%	13%	8%	2%	9%	9%	10%	8%
		D	D	D		**	G		K	K	K					
Somewhat agree	19%	20%	27%	18%	13%	8%	25%	12%	25%	23%	17%	11%	19%	19%	20%	19%
			CD			**	G		K	K						
Neither agree nor disagree	22%	20%	22%	25%	20%	5%	22%	19%	19%	26%	25%	17%	19%	27%	20%	23%
						**				K				L		
Somewhat disagree	21%	22%	14%	19%	28%	32%	17%	29%	17%	16%	21%	31%	22%	18%	23%	19%
					BC	**		F				HIJ				
Strongly disagree	29%	27%	22%	28%	35%	54%	24%	37%	26%	22%	29%	39%	30%	26%	27%	30%
					B	**		F				HIJ				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	29%	31%	41%	28%	17%	8%	38%	16%	37%	36%	26%	13%	29%	29%	30%	27%
		D	CD	D		**	G		JK	JK	K					
Disagree (Net)	50%	48%	37%	47%	63%	86%	41%	65%	43%	38%	50%	70%	52%	44%	50%	49%
		B		B	ABC	**		F			I	HIJ	M			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_7. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Casino gambling

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	10%	13%	8%	-	12%	12%	7%	10%	13%	12%	7%	-	9%	11%	7%	10%	12%	7%	9%	12%	10%
		B		**					J			**			*						
Somewhat agree	27%	32%	23%	37%	27%	31%	24%	24%	29%	34%	23%	19%	25%	27%	30%	30%	29%	36%	28%	27%	21%
		B		**						J		**			*			T			
Neither agree nor disagree	29%	26%	32%	10%	26%	28%	32%	27%	27%	24%	36%	32%	29%	28%	32%	30%	29%	25%	32%	25%	35%
				**							HI	**			*						S
Somewhat disagree	20%	18%	21%	30%	20%	18%	21%	24%	17%	20%	19%	29%	17%	22%	20%	19%	18%	18%	19%	19%	22%
				**								**			*						
Strongly disagree	14%	11%	16%	23%	15%	12%	15%	15%	14%	10%	15%	20%	20%	12%	11%	11%	12%	13%	12%	16%	12%
			A	**								**	MNOP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	38%	45%	31%	37%	39%	43%	32%	34%	42%	45%	30%	19%	34%	38%	38%	40%	41%	43%	36%	40%	31%
		B		**		F			J	GJ		**			*			T			
Disagree (Net)	34%	29%	38%	53%	35%	29%	36%	39%	31%	31%	34%	49%	37%	34%	30%	30%	30%	31%	31%	35%	34%
			A	**								**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_7. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Casino gambling

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	10%	12%	9%	9%	11%	12%	16%	7%	6%	11%	9%	11%	10%	8%	6%	11%	11%	6%	12%	10%	7%
						H	GH*						*	*	*			*			
Somewhat agree	27%	34%	25%	25%	29%	32%	18%	24%	24%	29%	26%	27%	36%	24%	28%	26%	29%	32%	27%	29%	25%
		B				FH	*						*	*	*			*			
Neither agree nor disagree	29%	24%	31%	28%	30%	29%	26%	28%	31%	24%	33%	30%	25%	27%	31%	28%	28%	32%	30%	29%	28%
							*				I		*	*	*			*			
Somewhat disagree	20%	15%	21%	21%	19%	16%	25%	21%	24%	20%	20%	20%	18%	24%	17%	19%	20%	17%	17%	21%	20%
							*		E				*	*	*			*			
Strongly disagree	14%	15%	14%	17%	11%	11%	15%	20%	15%	16%	12%	13%	11%	17%	18%	16%	11%	14%	14%	11%	21%
				D			*	E					*	*	*			*			S
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	38%	46%	34%	34%	41%	44%	34%	31%	30%	40%	35%	38%	46%	32%	34%	37%	41%	38%	39%	39%	32%
		B				GH	*						M*	*	*			*			
Disagree (Net)	34%	30%	35%	37%	29%	27%	39%	41%	39%	35%	32%	32%	29%	41%	35%	35%	31%	30%	31%	33%	40%
				D			E*	E	E				*	*	*			*			

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_7. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Casino gambling

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	10%	10%	13%	12%	7%	-	12%	6%	12%	12%	10%	6%	10%	10%	12%	9%
			D			**	G									
Somewhat agree	27%	24%	29%	34%	23%	19%	27%	23%	27%	30%	30%	23%	28%	27%	27%	28%
				D		**										
Neither agree nor disagree	29%	27%	27%	24%	36%	32%	27%	36%	26%	27%	27%	36%	28%	31%	28%	30%
					BC	**		F				H				
Somewhat disagree	20%	24%	17%	20%	19%	29%	19%	20%	20%	18%	20%	20%	21%	17%	21%	19%
						**										
Strongly disagree	14%	15%	14%	10%	15%	20%	14%	16%	15%	13%	12%	14%	13%	15%	13%	15%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	38%	34%	42%	45%	30%	19%	39%	29%	39%	42%	40%	29%	38%	37%	38%	37%
			D	AD		**	G		K	K	K					
Disagree (Net)	34%	39%	31%	31%	34%	49%	34%	35%	35%	31%	33%	35%	34%	32%	34%	33%
						**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_8. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Pornography

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	9%	12%	6%	8%	13%	11%	4%	10%	12%	11%	3%	-	9%	8%	13%	9%	6%	11%	8%	11%	4%
		B		**	F	F		J	J	J		**			*			T		T	
Somewhat agree	16%	19%	13%	37%	21%	22%	7%	17%	24%	16%	6%	5%	15%	17%	13%	15%	15%	13%	17%	15%	18%
		B		**	F	F		J	IJ	J		**			*						
Neither agree nor disagree	24%	25%	23%	-	25%	26%	21%	27%	25%	25%	20%	17%	22%	20%	31%	29%	28%	26%	27%	22%	23%
				**								**			M*	M					
Somewhat disagree	19%	21%	17%	24%	19%	15%	22%	24%	14%	17%	23%	10%	16%	22%	12%	17%	19%	23%	17%	18%	20%
				**			E	H			H	**		LN	*						
Strongly disagree	33%	24%	41%	30%	22%	27%	46%	22%	24%	31%	47%	68%	37%	32%	30%	31%	31%	27%	32%	34%	36%
			A	**			DE				GHI	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	25%	31%	19%	45%	34%	32%	11%	27%	36%	27%	10%	5%	24%	26%	26%	23%	22%	24%	25%	26%	22%
		B		**	F	F		J	IJ	J		**			*						
Disagree (Net)	52%	44%	58%	55%	41%	41%	68%	46%	38%	48%	70%	78%	53%	54%	42%	48%	50%	50%	48%	52%	55%
			A	**			DE			H	GHI	**			*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_8. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Pornography

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	9%	10%	8%	9%	9%	11%	5%	10%	3%	7%	10%	8%	9%	10%	11%	7%	12%	3%	14%	7%	5%
						H	*	H					*	*	*		OQ	*	ST		
Somewhat agree	16%	21%	14%	14%	18%	21%	16%	12%	7%	16%	16%	15%	24%	16%	15%	12%	20%	16%	20%	16%	9%
		B				GH	H*						K*	*	*		O	*	T	T	
Neither agree nor disagree	24%	23%	24%	22%	26%	27%	23%	24%	18%	20%	27%	24%	23%	23%	27%	18%	25%	37%	23%	24%	25%
						H	*				I		*	*	*		O	OP*			
Somewhat disagree	19%	18%	19%	20%	18%	18%	16%	15%	24%	18%	20%	19%	21%	19%	16%	18%	19%	18%	15%	20%	23%
							*		G				*	*	*			*			R
Strongly disagree	33%	27%	35%	35%	30%	23%	41%	39%	48%	39%	27%	34%	24%	33%	31%	45%	23%	27%	28%	34%	38%
			A				E*	E	E	J			*	*	*	PQ		*			R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	25%	31%	22%	23%	26%	32%	21%	22%	10%	23%	26%	23%	33%	25%	26%	19%	32%	19%	34%	23%	13%
		B				GH	H*	H					K*	*	*		OQ	*	ST	T	
Disagree (Net)	52%	45%	54%	55%	48%	41%	56%	54%	72%	57%	47%	53%	45%	52%	47%	63%	43%	45%	43%	53%	62%
			A	D			E*	E	EFG	J			*	*	*	PQ		*		R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_8. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Pornography

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	9%	10%	12%	11%	3%	-	11%	3%	13%	11%	7%	4%	9%	7%	11%	7%
		D	D	D		**	G		K	K						
Somewhat agree	16%	17%	24%	16%	6%	5%	22%	6%	21%	21%	15%	4%	16%	16%	18%	14%
		D	CD	D		**	G		K	K	K					
Neither agree nor disagree	24%	27%	25%	25%	20%	17%	26%	20%	25%	28%	23%	19%	24%	24%	26%	22%
						**				K						
Somewhat disagree	19%	24%	14%	17%	23%	10%	18%	22%	19%	13%	20%	23%	19%	18%	18%	20%
		B			B	**						I				
Strongly disagree	33%	22%	24%	31%	47%	68%	23%	49%	22%	26%	35%	51%	32%	35%	28%	37%
					ABC	**		F			HI	HIJ				N
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	25%	27%	36%	27%	10%	5%	33%	9%	34%	32%	22%	8%	25%	23%	29%	21%
		D	CD	D		**	G		JK	JK	K				O	
Disagree (Net)	52%	46%	38%	48%	70%	78%	41%	71%	41%	40%	55%	73%	51%	53%	45%	57%
				B	ABC	**		F			HI	HIJ				N

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_9. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Online betting and gambling

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	9%	13%	6%	-	13%	12%	4%	8%	16%	10%	3%	5%	9%	9%	7%	10%	11%	8%	8%	12%	8%
		B		**	F	F		J	GJ	J		**			*						
Somewhat agree	24%	27%	21%	8%	21%	29%	21%	18%	28%	28%	21%	10%	19%	24%	25%	26%	27%	29%	27%	23%	19%
		B		**		DF			G	G		**			*	L		T			
Neither agree nor disagree	29%	26%	31%	45%	28%	24%	34%	31%	23%	26%	37%	31%	29%	29%	29%	29%	29%	27%	31%	28%	30%
				**			E				HI	**			*						
Somewhat disagree	20%	18%	22%	15%	19%	22%	21%	24%	17%	23%	19%	23%	19%	23%	18%	18%	17%	19%	20%	19%	25%
				**								**			*						
Strongly disagree	17%	15%	20%	32%	19%	13%	20%	19%	17%	12%	20%	32%	23%	14%	21%	17%	15%	16%	14%	19%	19%
				**			E				I	**	MP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	33%	41%	27%	8%	34%	41%	25%	26%	44%	38%	24%	15%	29%	33%	32%	36%	39%	37%	35%	34%	27%
		B		**	F	F			GJ	GJ		**			*		L	T			
Disagree (Net)	38%	33%	42%	47%	38%	35%	41%	44%	34%	36%	39%	54%	42%	38%	39%	35%	33%	36%	34%	38%	43%
			A	**								**	P		*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_9. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Online betting and gambling

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	9%	13%	8%	8%	10%	13%	10%	7%	4%	9%	10%	9%	14%	7%	7%	10%	11%	5%	15%	7%	5%
		B				GH	*						*	*	*			*	ST		
Somewhat agree	24%	27%	23%	22%	26%	26%	23%	19%	23%	26%	22%	23%	32%	23%	23%	22%	26%	29%	23%	25%	22%
							*						*	*	*			*			
Neither agree nor disagree	29%	26%	30%	26%	31%	28%	30%	26%	33%	26%	32%	30%	24%	28%	27%	30%	29%	26%	26%	31%	28%
							*				I		*	*	*			*			
Somewhat disagree	20%	18%	21%	22%	18%	19%	24%	21%	21%	20%	21%	21%	13%	25%	16%	17%	21%	21%	18%	22%	18%
							*						*	*	*			*			
Strongly disagree	17%	16%	18%	20%	15%	14%	14%	28%	19%	19%	16%	16%	16%	18%	28%	21%	13%	20%	17%	15%	26%
				D			*	EFH					*	*	K*	P		*			RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	33%	40%	31%	31%	36%	39%	32%	25%	27%	35%	31%	32%	47%	30%	30%	32%	37%	34%	38%	32%	28%
		B				GH	*						KMN*	*	*			*	T		
Disagree (Net)	38%	34%	39%	43%	33%	33%	38%	49%	40%	39%	36%	37%	29%	42%	43%	38%	34%	40%	35%	37%	44%
				D			*	E					*	*	*			*			

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_9. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Online betting and gambling

| | Total | Generation | | | | | Generation 2 | | Age | | | | Price Expectation Next Five Years | | Sustainability vs. Economic Growth | |
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	9%	8%	16%	10%	3%	5%	13%	3%	13%	14%	7%	3%	9%	10%	9%	10%
		D	AD	D		**	G		JK	JK						
Somewhat agree	24%	18%	28%	28%	21%	10%	24%	20%	21%	28%	26%	20%	24%	25%	24%	24%
			A	A		**										
Neither agree nor disagree	29%	31%	23%	26%	37%	31%	26%	36%	28%	23%	29%	35%	28%	31%	27%	30%
					BC	**		F				I				
Somewhat disagree	20%	24%	17%	23%	19%	23%	20%	19%	19%	20%	22%	21%	22%	16%	23%	18%
						**										
Strongly disagree	17%	19%	17%	12%	20%	32%	18%	22%	19%	14%	16%	21%	17%	18%	17%	18%
					C	**						I				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	33%	26%	44%	38%	24%	15%	37%	23%	34%	43%	33%	23%	33%	34%	33%	34%
			AD	AD		**	G		K	JK	K					
Disagree (Net)	38%	44%	34%	36%	39%	54%	37%	41%	38%	34%	38%	42%	39%	35%	40%	36%
						**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_10. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Violent video games

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	12%	14%	9%	37%	22%	13%	3%	24%	16%	10%	2%	-	13%	10%	15%	12%	11%	15%	9%	12%	11%
		B		**	EF	F		IJ	J	J		**			*						
Somewhat agree	20%	26%	15%	24%	34%	23%	8%	34%	28%	18%	7%	5%	20%	19%	22%	22%	22%	22%	21%	21%	18%
		B		**	EF	F		IJ	IJ	J		**			*						
Neither agree nor disagree	25%	24%	25%	18%	25%	28%	22%	25%	26%	29%	20%	5%	24%	26%	27%	24%	22%	20%	32%	24%	23%
				**							J	**			*				QS		
Somewhat disagree	20%	19%	22%	-	12%	17%	28%	10%	16%	20%	29%	32%	17%	23%	16%	19%	20%	22%	18%	17%	24%
				**			DE			G	GHI	**		L	*						
Strongly disagree	24%	17%	29%	20%	8%	19%	39%	6%	14%	23%	42%	58%	27%	22%	20%	24%	25%	22%	20%	26%	24%
			A	**		D	DE		G	GH	GHI	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	32%	40%	24%	61%	55%	36%	11%	58%	44%	28%	9%	5%	33%	29%	37%	34%	33%	36%	29%	33%	29%
		B		**	EF	F		HIJ	IJ	J		**			*						
Disagree (Net)	44%	36%	51%	20%	20%	36%	67%	16%	30%	43%	71%	90%	43%	45%	36%	42%	45%	44%	39%	43%	48%
			A	**		D	DE		G	GH	GHI	**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_10. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Violent video games

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	12%	14%	11%	13%	10%	15%	10%	12%	3%	9%	14%	10%	15%	13%	11%	9%	15%	6%	15%	12%	6%
						H	H*	H			I		*	*	*		OQ	*	T		
Somewhat agree	20%	27%	18%	20%	21%	23%	24%	25%	8%	19%	22%	18%	24%	26%	17%	20%	21%	21%	22%	19%	20%
		B				H	H*	H					*	*	*			*			
Neither agree nor disagree	25%	26%	24%	25%	25%	25%	28%	26%	21%	23%	26%	23%	34%	22%	29%	20%	26%	32%	26%	24%	23%
							*						K*	*	*			O*			
Somewhat disagree	20%	17%	21%	18%	22%	19%	15%	16%	27%	21%	19%	22%	10%	20%	19%	23%	17%	18%	18%	21%	19%
							*		EFG			L	*	*	*			*			
Strongly disagree	24%	17%	26%	24%	23%	17%	23%	22%	41%	28%	19%	26%	17%	18%	23%	29%	20%	22%	19%	23%	32%
			A				*		EFG	J			*	*	*	P		*			RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	32%	41%	28%	33%	30%	39%	34%	36%	11%	28%	36%	28%	40%	40%	29%	29%	36%	28%	37%	31%	26%
		B				H	H*	H			I		K*	K*	*			*	T		
Disagree (Net)	44%	33%	47%	42%	45%	36%	38%	38%	68%	49%	38%	48%	27%	38%	42%	51%	38%	40%	37%	45%	51%
			A				*		EFG	J		L	*	*	L*	P		*		R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

 Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_10. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Violent video games

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	12%	24%	16%	10%	2%	-	19%	2%	22%	16%	6%	1%	12%	11%	14%	10%
		CD	D	D		**	G		JK	JK	K					
Somewhat agree	20%	34%	28%	18%	7%	5%	30%	7%	34%	24%	15%	6%	21%	18%	20%	20%
		CD	CD	D		**	G		IJK	JK	K					
Neither agree nor disagree	25%	25%	26%	29%	20%	5%	26%	19%	25%	28%	30%	15%	23%	28%	24%	25%
				D		**	G		K	K	K					
Somewhat disagree	20%	10%	16%	20%	29%	32%	14%	30%	12%	16%	22%	31%	20%	21%	22%	18%
				A	ABC	**		F			H	HIJ				
Strongly disagree	24%	6%	14%	23%	42%	58%	11%	43%	8%	17%	27%	47%	24%	22%	20%	26%
			A	AB	ABC	**		F		H	HI	HIJ				N
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	32%	58%	44%	28%	9%	5%	49%	9%	55%	39%	21%	7%	33%	28%	34%	30%
		BCD	CD	D		**	G		IJK	JK	K					
Disagree (Net)	44%	16%	30%	43%	71%	90%	25%	73%	20%	33%	48%	78%	44%	43%	42%	45%
			A	AB	ABC	**		F		H	HI	HIJ				

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_11. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Cannabis/marijuana

		Gender			Age			Generation					Household Income					Region			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	18%	22%	14%	37%	25%	20%	11%	24%	21%	21%	9%	5%	20%	16%	17%	19%	20%	21%	20%	19%	14%
		B		**	F	F		J	J	J		**			*						
Somewhat agree	24%	25%	23%	30%	28%	25%	20%	26%	29%	21%	21%	6%	24%	26%	26%	21%	19%	24%	23%	23%	25%
				**					IJ			**			*						
Neither agree nor disagree	24%	21%	26%	-	21%	21%	28%	24%	20%	21%	31%	12%	24%	23%	25%	24%	24%	16%	26%	21%	31%
				**							HI	**			*				Q		QS
Somewhat disagree	15%	14%	15%	10%	11%	15%	17%	15%	10%	15%	17%	31%	13%	16%	10%	14%	16%	18%	14%	14%	14%
				**			D				H	**			*						
Strongly disagree	20%	18%	22%	23%	15%	18%	25%	11%	19%	22%	21%	46%	20%	20%	21%	20%	20%	21%	18%	23%	17%
				**			D			G	G	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	42%	47%	37%	67%	53%	45%	31%	50%	50%	42%	30%	11%	43%	42%	44%	41%	39%	45%	42%	42%	39%
		B		**	F	F		J	J	J		**			*						
Disagree (Net)	35%	32%	37%	33%	26%	34%	42%	26%	29%	36%	38%	77%	33%	35%	31%	35%	36%	39%	31%	37%	30%
				**			DE				GH	**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_11. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Cannabis/marijuana

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	18%	20%	17%	19%	17%	22%	16%	17%	10%	14%	22%	17%	25%	18%	12%	13%	23%	14%	23%	16%	14%
						H	*	H			I		N*	*	*		OQ	*	ST		
Somewhat agree	24%	23%	24%	25%	23%	26%	19%	25%	20%	21%	26%	21%	32%	31%	17%	18%	28%	28%	25%	24%	21%
							*						KN*	KN*	*		O	O*			
Neither agree nor disagree	24%	22%	24%	24%	24%	20%	32%	22%	30%	25%	23%	26%	18%	23%	24%	24%	23%	21%	25%	22%	27%
							E*		E				*	*	*			*			
Somewhat disagree	15%	14%	15%	14%	15%	14%	10%	14%	19%	17%	13%	16%	8%	11%	19%	16%	14%	18%	9%	17%	16%
							*						*	*	L*			*		R	R
Strongly disagree	20%	21%	20%	18%	22%	18%	23%	22%	22%	24%	16%	20%	17%	17%	28%	29%	12%	20%	18%	21%	22%
							*			J			*	*	*	P		P*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	42%	43%	41%	44%	40%	48%	35%	42%	30%	35%	49%	38%	57%	50%	29%	31%	52%	41%	48%	41%	35%
						FH	*	H			I		KN*	KN*	*		O	*	T		
Disagree (Net)	35%	35%	35%	33%	37%	32%	33%	36%	40%	40%	29%	36%	25%	28%	48%	45%	25%	38%	27%	38%	39%
							*			J		L	*	*	KLM*	P		P*		R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_11. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Cannabis/marijuana

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	18%	24%	21%	21%	9%	5%	22%	9%	25%	19%	17%	9%	21%	12%	23%	14%
		D	D	D		**	G		K	K	K		M		O	
Somewhat agree	24%	26%	29%	21%	21%	6%	28%	20%	28%	27%	23%	17%	25%	21%	26%	22%
			CD			**	G		K	K						
Neither agree nor disagree	24%	24%	20%	21%	31%	12%	21%	29%	21%	21%	23%	30%	21%	30%	25%	23%
					BC	**		F						L		
Somewhat disagree	15%	15%	10%	15%	17%	31%	12%	19%	11%	14%	15%	20%	15%	14%	13%	16%
					B	**		F				H				
Strongly disagree	20%	11%	19%	22%	21%	46%	16%	24%	15%	19%	22%	24%	18%	24%	14%	25%
				A	A	**		F				H				N
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	42%	50%	50%	42%	30%	11%	50%	28%	53%	46%	40%	26%	46%	33%	49%	36%
		D	D	D		**	G		JK	K	K		M		O	
Disagree (Net)	35%	26%	29%	36%	38%	77%	28%	42%	26%	33%	37%	44%	33%	37%	27%	41%
					AB	**		F			H	HI				N

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_12. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Candy

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	28%	28%	27%	37%	34%	28%	23%	32%	31%	29%	24%	9%	27%	27%	27%	30%	32%	27%	32%	29%	23%
				**	F							**			*						
Somewhat agree	39%	38%	41%	53%	35%	42%	40%	38%	39%	39%	42%	34%	36%	40%	46%	41%	38%	40%	41%	39%	38%
				**								**			*						
Neither agree nor disagree	25%	24%	26%	-	21%	23%	30%	19%	23%	25%	29%	36%	25%	26%	20%	24%	25%	26%	18%	26%	29%
				**			D					**			*					R	R
Somewhat disagree	5%	6%	4%	-	7%	3%	5%	7%	5%	4%	5%	14%	7%	5%	5%	4%	4%	4%	8%	4%	6%
				**								**			*						
Strongly disagree	2%	3%	2%	10%	2%	3%	1%	3%	3%	2%	1%	7%	5%	2%	2%	1%	1%	3%	2%	2%	3%
				**								**	MOP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	67%	66%	68%	90%	69%	70%	63%	70%	70%	68%	65%	43%	63%	67%	73%	71%	70%	67%	73%	69%	61%
				**								**			*	L			T		
Disagree (Net)	8%	9%	6%	10%	9%	7%	7%	10%	7%	6%	5%	21%	12%	7%	7%	5%	4%	8%	10%	5%	9%
				**								**	MOP		*						

WTF - Indulgence

3_12. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Candy

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	28%	32%	26%	26%	30%	32%	33%	24%	20%	27%	29%	29%	32%	22%	22%	26%	34%	16%	29%	29%	25%
						H	H*						*	*	*		OQ	*			
Somewhat agree	39%	41%	39%	37%	42%	38%	36%	40%	44%	41%	38%	40%	42%	35%	41%	41%	41%	36%	40%	37%	44%
							*						*	*	*			*			
Neither agree nor disagree	25%	18%	28%	27%	23%	23%	23%	29%	27%	23%	27%	23%	20%	32%	28%	25%	19%	39%	22%	26%	26%
			A				*						*	*	*			OP*			
Somewhat disagree	5%	7%	5%	7%	4%	5%	5%	4%	6%	6%	4%	5%	5%	6%	6%	7%	4%	6%	6%	5%	4%
				D			*						*	*	*			*			
Strongly disagree	2%	2%	2%	3%	1%	2%	2%	3%	2%	2%	2%	2%	2%	5%	2%	2%	2%	3%	2%	3%	1%
							*						*	K*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	67%	73%	65%	63%	72%	70%	70%	64%	64%	69%	66%	70%	74%	57%	64%	66%	75%	53%	69%	66%	69%
		B			C		*					M	M*	*	*	Q	OQ	*			
Disagree (Net)	8%	9%	7%	10%	5%	7%	7%	7%	9%	8%	7%	7%	7%	11%	8%	9%	6%	9%	9%	8%	5%
				D			*						*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_12. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Candy

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	28%	32%	31%	29%	24%	9%	31%	22%	34%	27%	30%	19%	30%	24%	30%	26%
						**	G		K		K					
Somewhat agree	39%	38%	39%	39%	42%	34%	39%	41%	35%	44%	38%	42%	39%	41%	37%	41%
						**										
Neither agree nor disagree	25%	19%	23%	25%	29%	36%	22%	30%	21%	22%	27%	31%	23%	29%	25%	25%
						**		F				HI				
Somewhat disagree	5%	7%	5%	4%	5%	14%	6%	6%	7%	4%	3%	6%	6%	4%	5%	5%
						**										
Strongly disagree	2%	3%	3%	2%	1%	7%	3%	1%	2%	4%	2%	2%	3%	2%	2%	3%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	67%	70%	70%	68%	65%	43%	70%	63%	69%	71%	68%	61%	68%	65%	67%	67%
						**				K						
Disagree (Net)	8%	10%	7%	6%	5%	21%	8%	7%	9%	7%	5%	8%	8%	6%	7%	8%
						**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_13. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Psychedelic drugs/opiates

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	6%	8%	4%	8%	7%	9%	2%	7%	10%	6%	2%	-	8%	4%	6%	6%	7%	6%	7%	7%	4%
		B		**	F	F		J	J	J		**			*						
Somewhat agree	14%	16%	13%	8%	20%	18%	7%	15%	21%	15%	7%	-	13%	15%	15%	13%	12%	15%	15%	12%	16%
				**	F	F		J	J	J		**			*						
Neither agree nor disagree	18%	20%	17%	37%	25%	19%	13%	24%	22%	17%	14%	2%	18%	19%	17%	18%	18%	19%	22%	17%	18%
				**	F	F		J	J			**			*						
Somewhat disagree	22%	21%	23%	5%	21%	21%	23%	25%	20%	21%	22%	26%	20%	24%	25%	20%	18%	21%	19%	23%	24%
				**								**			*						
Strongly disagree	40%	35%	44%	42%	27%	33%	55%	30%	27%	41%	55%	72%	40%	37%	37%	42%	45%	40%	37%	41%	39%
			A	**			DE			GH	GHI	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	20%	24%	16%	16%	27%	27%	9%	22%	31%	21%	9%	-	21%	20%	21%	20%	19%	20%	22%	19%	19%
		B		**	F	F		J	IJ	J		**			*						
Disagree (Net)	62%	56%	67%	47%	48%	54%	78%	55%	47%	62%	77%	98%	60%	61%	61%	63%	63%	61%	56%	64%	63%
			A	**			DE			H	GHI	**			*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_13. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Psychedelic drugs/opiates

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	6%	7%	5%	6%	6%	8%	6%	6%	1%	5%	7%	6%	10%	6%	2%	6%	7%	4%	11%	3%	6%
						H	*	H					N*	*	*			*	*	S	
Somewhat agree	14%	17%	13%	13%	15%	18%	13%	11%	7%	14%	14%	15%	11%	16%	11%	13%	17%	9%	21%	12%	8%
						GH	*						*	*	*			*	ST		
Neither agree nor disagree	18%	19%	18%	18%	19%	21%	17%	20%	10%	13%	24%	14%	27%	23%	28%	13%	22%	19%	20%	18%	17%
						H	*	H			I		K*	K*	K*		O	*			
Somewhat disagree	22%	22%	22%	23%	21%	20%	29%	19%	26%	22%	22%	23%	19%	26%	15%	22%	21%	29%	21%	22%	21%
							*						*	*	*			*			
Strongly disagree	40%	35%	42%	40%	39%	32%	35%	44%	56%	46%	34%	43%	32%	30%	44%	46%	33%	38%	28%	44%	47%
							*	E	EFG	J		M	*	*	*	P		*		R	R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	20%	24%	18%	19%	21%	26%	19%	17%	8%	20%	21%	20%	21%	22%	13%	19%	24%	14%	31%	16%	14%
						GH	H*	H					*	*	*		Q	*	ST		
Disagree (Net)	62%	57%	64%	63%	60%	52%	64%	63%	82%	68%	55%	65%	51%	55%	59%	68%	54%	67%	49%	66%	69%
							*	E	EFG	J		L	*	*	*	P		P*		R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

3_13. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Psychedelic drugs/opiates

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	6%	7%	10%	6%	2%	-	8%	2%	7%	9%	5%	2%	6%	7%	7%	5%
		D	D	D		**	G		K	K						
Somewhat agree	14%	15%	21%	15%	7%	-	19%	6%	20%	17%	12%	6%	15%	11%	17%	12%
		D	D	D		**	G		JK	K	K				O	
Neither agree nor disagree	18%	24%	22%	17%	14%	2%	23%	13%	25%	21%	14%	12%	17%	21%	21%	17%
		D	D			**	G		JK	K						
Somewhat disagree	22%	25%	20%	21%	22%	26%	22%	22%	21%	21%	21%	24%	22%	22%	22%	22%
						**										
Strongly disagree	40%	30%	27%	41%	55%	72%	28%	57%	27%	31%	48%	56%	40%	39%	33%	45%
				AB	ABC	**		F			HI	HI				N
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	20%	22%	31%	21%	9%	-	28%	8%	27%	27%	17%	8%	21%	18%	24%	17%
		D	CD	D		**	G		JK	JK	K				O	
Disagree (Net)	62%	55%	47%	62%	77%	98%	50%	79%	48%	52%	69%	80%	62%	61%	55%	67%
				B	ABC	**		F			HI	HIJ				N

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_14. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Overeating

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	7%	8%	6%	-	10%	9%	3%	10%	9%	7%	3%	-	5%	4%	12%	10%	10%	11%	5%	6%	6%
				**	F	F		J	J			**			LM*	LM	M	R			
Somewhat agree	19%	20%	18%	34%	25%	22%	12%	24%	25%	18%	11%	12%	19%	20%	18%	17%	17%	20%	23%	17%	17%
				**	F	F		J	J	J		**			*						
Neither agree nor disagree	30%	28%	32%	34%	26%	30%	33%	25%	31%	26%	37%	21%	28%	31%	31%	31%	30%	31%	30%	28%	33%
				**							GI	**			*						
Somewhat disagree	30%	31%	30%	16%	29%	28%	34%	31%	25%	33%	33%	42%	31%	30%	31%	30%	30%	25%	30%	32%	33%
				**								**			*						
Strongly disagree	14%	14%	14%	15%	11%	12%	18%	11%	10%	16%	16%	26%	17%	14%	8%	12%	13%	13%	11%	16%	12%
				**			DE					**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	26%	27%	24%	34%	34%	31%	15%	34%	34%	25%	14%	12%	24%	25%	30%	28%	26%	31%	29%	24%	22%
				**	F	F		J	J	J		**			*						
Disagree (Net)	44%	45%	44%	32%	39%	39%	52%	42%	36%	48%	49%	67%	48%	44%	39%	42%	43%	38%	41%	48%	45%
				**			DE		H	H		**			*						Q

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_14. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Overeating

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	7%	10%	6%	6%	8%	9%	4%	7%	2%	7%	7%	6%	9%	8%	5%	6%	8%	7%	10%	5%	7%
						H	*	H					*	*	*			*	S		
Somewhat agree	19%	26%	16%	18%	20%	22%	21%	17%	13%	20%	18%	19%	16%	20%	23%	19%	21%	15%	22%	19%	13%
		B				H	*						*	*	*			*	T		
Neither agree nor disagree	30%	23%	33%	28%	32%	30%	30%	29%	33%	28%	32%	33%	25%	26%	27%	31%	27%	38%	26%	31%	33%
			A				*						*	*	*			P*			
Somewhat disagree	30%	30%	31%	34%	27%	28%	36%	30%	34%	30%	30%	31%	35%	31%	22%	29%	33%	26%	26%	32%	33%
							*						*	*	*			*			
Strongly disagree	14%	11%	15%	14%	13%	12%	9%	17%	18%	15%	13%	11%	15%	14%	22%	15%	12%	14%	15%	13%	14%
							*						*	*	K*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	26%	36%	22%	24%	28%	31%	25%	24%	15%	27%	25%	25%	25%	28%	29%	25%	29%	23%	33%	23%	20%
		B				H	*	H					*	*	*			*	ST		
Disagree (Net)	44%	41%	45%	48%	40%	40%	45%	47%	52%	45%	43%	42%	51%	46%	44%	44%	44%	40%	41%	45%	47%
				D			*		E				*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_14. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Overeating

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	7%	10%	9%	7%	3%	-	9%	3%	10%	11%	4%	2%	8%	5%	8%	6%
		D	D			**	G		JK	JK						
Somewhat agree	19%	24%	25%	18%	11%	12%	25%	11%	25%	24%	15%	10%	19%	18%	19%	19%
		D	D	D		**	G		JK	JK						
Neither agree nor disagree	30%	25%	31%	26%	37%	21%	29%	36%	26%	28%	31%	36%	29%	34%	32%	29%
					AC	**						H				
Somewhat disagree	30%	31%	25%	33%	33%	42%	27%	34%	29%	26%	32%	35%	31%	30%	31%	30%
						**						I				
Strongly disagree	14%	11%	10%	16%	16%	26%	11%	17%	11%	11%	17%	16%	14%	14%	10%	17%
						**		F								N
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	26%	34%	34%	25%	14%	12%	34%	14%	34%	35%	19%	13%	27%	23%	27%	25%
		D	D	D		**	G		JK	JK						
Disagree (Net)	44%	42%	36%	48%	49%	67%	38%	51%	39%	37%	49%	51%	44%	44%	41%	47%
				B	B	**		F			HI	HI				

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

　Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

　Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_15. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Coffee

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	46%	43%	49%	69%	45%	50%	45%	42%	49%	51%	43%	40%	40%	44%	56%	54%	53%	48%	47%	49%	41%
				**								**			L*	LM	L				
Somewhat agree	33%	34%	32%	16%	32%	31%	35%	30%	33%	33%	34%	44%	34%	36%	27%	29%	30%	34%	32%	31%	36%
				**								**			*						
Neither agree nor disagree	15%	15%	16%	5%	16%	14%	16%	18%	14%	12%	20%	5%	19%	15%	9%	13%	15%	13%	13%	15%	19%
				**							I	**	NO		*						
Somewhat disagree	3%	4%	2%	10%	4%	3%	3%	5%	2%	3%	3%	6%	4%	3%	4%	3%	2%	3%	4%	3%	3%
				**								**			*						
Strongly disagree	2%	3%	1%	-	4%	3%	1%	5%	2%	2%	1%	5%	3%	2%	3%	2%	2%	3%	3%	2%	1%
				**				J				**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	79%	78%	81%	85%	77%	81%	80%	72%	81%	83%	77%	83%	73%	80%	83%	82%	82%	81%	80%	80%	76%
				**					G	G		**		L	*	L	L				
Disagree (Net)	5%	7%	3%	10%	7%	5%	4%	11%	4%	5%	3%	12%	8%	4%	8%	5%	3%	5%	7%	5%	4%
		B		**				HIJ				**			*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3_15. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Coffee

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	46%	49%	46%	43%	50%	48%	50%	44%	44%	49%	44%	51%	37%	40%	44%	48%	50%	34%	46%	48%	42%
					C		*					L	*	*	*	Q	Q	*			
Somewhat agree	33%	35%	32%	33%	33%	34%	29%	29%	36%	33%	32%	30%	43%	36%	32%	31%	36%	30%	33%	33%	34%
							*						K*	*	*			*			
Neither agree nor disagree	15%	13%	16%	18%	12%	13%	14%	21%	17%	12%	19%	14%	14%	19%	19%	13%	12%	28%	15%	15%	17%
				D			*	E			I		*	*	*			OP*			
Somewhat disagree	3%	1%	4%	3%	3%	3%	5%	2%	3%	3%	3%	3%	4%	3%	1%	5%	1%	4%	4%	2%	4%
							*						*	*	*	P		*			
Strongly disagree	2%	2%	2%	3%	1%	2%	1%	5%	1%	2%	3%	2%	3%	2%	3%	3%	1%	4%	3%	2%	3%
							*	H					*	*	*			P*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	79%	84%	78%	76%	83%	82%	79%	73%	79%	83%	76%	81%	80%	76%	76%	79%	86%	64%	79%	81%	76%
					C	G	*			J			*	*	*	Q	OQ	*			
Disagree (Net)	5%	4%	6%	6%	5%	5%	6%	7%	4%	5%	5%	5%	7%	5%	4%	7%	2%	8%	7%	4%	7%
							*						*	*	*	P		P*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

3_15. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Coffee

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	46%	42%	49%	51%	43%	40%	46%	43%	45%	50%	46%	45%	49%	41%	48%	45%
						**							M			
Somewhat agree	33%	30%	33%	33%	34%	44%	32%	35%	32%	31%	35%	34%	31%	36%	31%	34%
						**										
Neither agree nor disagree	15%	18%	14%	12%	20%	5%	15%	18%	16%	14%	15%	16%	15%	17%	16%	15%
					C	**										
Somewhat disagree	3%	5%	2%	3%	3%	6%	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%
						**										
Strongly disagree	2%	5%	2%	2%	1%	5%	3%	1%	4%	3%	1%	1%	2%	3%	2%	3%
		D				**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	79%	72%	81%	83%	77%	83%	78%	78%	77%	81%	81%	80%	81%	77%	79%	80%
			A	A		**										
Disagree (Net)	5%	11%	4%	5%	3%	12%	7%	4%	7%	5%	4%	5%	5%	6%	5%	6%
		BCD				**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Agree Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Sugary soft drinks	54%	57%	51%	77%	62%	59%	45%	59%	65%	53%	42%	43%	52%	57%	53%	53%	54%	52%	57%	57%	49%
				**	F	F		J	IJ	J		**			*						
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Wine	66%	67%	66%	54%	70%	67%	63%	65%	71%	68%	61%	68%	58%	65%	76%	74%	73%	66%	64%	70%	63%
				**				*	J			**		L	L*	LM	L				
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Beer	62%	67%	57%	60%	65%	66%	57%	66%	66%	63%	57%	54%	52%	62%	76%	70%	67%	65%	67%	61%	58%
		B		**		F		*				**		L	LM*	L	L				
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Liquor	54%	55%	52%	60%	58%	58%	48%	57%	57%	57%	46%	57%	45%	54%	60%	59%	59%	59%	53%	58%	45%
				**	F	F		*	J	J		**		L	L*	L	L	T		T	
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
E-cigarettes/vaping	27%	30%	24%	16%	38%	32%	15%	30%	40%	27%	13%	7%	27%	28%	27%	26%	26%	30%	25%	31%	19%
		B		**	F	F		J	IJ	J		**			*			T		T	
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Tobacco cigarettes	29%	32%	25%	16%	37%	33%	18%	31%	41%	28%	17%	8%	28%	31%	30%	26%	24%	31%	31%	27%	26%
		B		**	F	F		J	IJ	J		**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Casino gambling	38%	45%	31%	37%	39%	43%	32%	34%	42%	45%	30%	19%	34%	38%	38%	40%	41%	43%	36%	40%	31%
		B		**		F			J	GJ		**			*			T			
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Pornography	25%	31%	19%	45%	34%	32%	11%	27%	36%	27%	10%	5%	24%	26%	26%	23%	22%	24%	25%	26%	22%
		B		**	F	F		J	IJ	J		**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Online betting and gambling	33%	41%	27%	8%	34%	41%	25%	26%	44%	38%	24%	15%	29%	33%	32%	36%	39%	37%	35%	34%	27%
		B		**	F	F			GJ	GJ		**			*		L	T			
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Violent video games	32%	40%	24%	61%	55%	36%	11%	58%	44%	28%	9%	5%	33%	29%	37%	34%	33%	36%	29%	33%	29%
		B		**	EF	F		HIJ	IJ	J		**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240

Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Cannabis/marijuana	42%	47%	37%	67%	53%	45%	31%	50%	50%	42%	30%	11%	43%	42%	44%	41%	39%	45%	42%	42%	39%
		B		**	F	F		J	J	J		**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Candy	67%	66%	68%	90%	69%	70%	63%	70%	70%	68%	65%	43%	63%	67%	73%	71%	70%	67%	73%	69%	61%
				**								**			*	L			T		
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Psychedelic drugs/opiates	20%	24%	16%	16%	27%	27%	9%	22%	31%	21%	9%	-	21%	20%	21%	20%	19%	20%	22%	19%	19%
		B		**	F	F		J	IJ	J		**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Overeating	26%	27%	24%	34%	34%	31%	15%	34%	34%	25%	14%	12%	24%	25%	30%	28%	26%	31%	29%	24%	22%
				**	F	F		J	J	J		**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Coffee	79%	78%	81%	85%	77%	81%	80%	72%	81%	83%	77%	83%	73%	80%	83%	82%	82%	81%	80%	80%	76%
				**					G	G		**		L	*	L	L				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Sugary soft drinks	54%	64%	50%	49%	60%	61%	56%	47%	44%	57%	52%	56%	57%	48%	48%	54%	59%	43%	58%	53%	51%
		B			C	GH	*						*	*	*		Q	*			
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Wine	66%	73%	64%	59%	73%	71%	66%	58%	60%	70%	62%	67%	71%	59%	65%	63%	74%	62%	69%	69%	54%
		B			C	GH	*			J			*	*	*		OQ	*	T	T	
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Beer	62%	68%	60%	55%	69%	69%	61%	52%	55%	65%	59%	64%	59%	58%	62%	61%	68%	60%	67%	64%	50%
		B			C	GH	*						*	*	*		O	*	T	T	
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Liquor	54%	59%	52%	48%	59%	59%	48%	50%	47%	53%	55%	55%	54%	51%	46%	52%	60%	49%	56%	54%	49%
					C	H	*						*	*	*		*				
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
E-cigarettes/vaping	27%	39%	22%	25%	29%	35%	28%	19%	13%	28%	26%	28%	32%	25%	20%	29%	29%	21%	36%	22%	25%
		B				GH	H*						*	*	*			*		ST	
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Tobacco cigarettes	29%	36%	26%	30%	27%	35%	33%	21%	19%	27%	31%	28%	37%	28%	22%	29%	32%	20%	37%	26%	22%
		B				GH	H*						N*	*	*		Q	*	ST		
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Casino gambling	38%	46%	34%	34%	41%	44%	34%	31%	30%	40%	35%	38%	46%	32%	34%	37%	41%	38%	39%	39%	32%
		B				GH	*						M*	*	*			*			
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Pornography	25%	31%	22%	23%	26%	32%	21%	22%	10%	23%	26%	23%	33%	25%	26%	19%	32%	19%	34%	23%	13%
		B				GH	H*	H					K*	*	*		OQ	*	ST	T	
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Online betting and gambling	33%	40%	31%	31%	36%	39%	32%	25%	27%	35%	31%	32%	47%	30%	30%	32%	37%	34%	38%	32%	28%
		B				GH	*						KMN*	*	*			*		T	
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Violent video games	32%	41%	28%	33%	30%	39%	34%	36%	11%	28%	36%	28%	40%	40%	29%	29%	36%	28%	37%	31%	26%
		B				H	H*	H			I		K*	K*	*			*	T		
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199

Cannabis/marijuana	42%	43%	41%	44%	40%	48%	35%	42%	30%	35%	49%	38%	57%	50%	29%	31%	52%	41%	48%	41%	35%
						FH	*	H			I		KN*	KN*	*		O	*	T		
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Candy	67%	73%	65%	63%	72%	70%	70%	64%	64%	69%	66%	70%	74%	57%	64%	66%	75%	53%	69%	66%	69%
		B			C		*					M	M*	*	*	Q	OQ	*			
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Psychedelic drugs/opiates	20%	24%	18%	19%	21%	26%	19%	17%	8%	20%	21%	20%	21%	22%	13%	19%	24%	14%	31%	16%	14%
						GH	H*	H					*	*	*		Q	*	ST		
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Overeating	26%	36%	22%	24%	28%	31%	25%	24%	15%	27%	25%	25%	25%	28%	29%	25%	29%	23%	33%	23%	20%
		B				H	*	H					*	*	*			*	ST		
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Coffee	79%	84%	78%	76%	83%	82%	79%	73%	79%	83%	76%	81%	80%	76%	76%	79%	86%	64%	79%	81%	76%
					C	G	*			J			*	*	*	Q	OQ	*			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Agree Summary

| | Total | Generation | | | | | Generation 2 | | Age | | | | Price Expectation Next Five Years | | Sustainability vs. Economic Growth | |
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Sugary soft drinks	54%	59%	65%	53%	42%	43%	63%	42%	62%	64%	50%	39%	55%	53%	55%	53%
		D	CD	D		**	G		JK	JK	K					
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Wine	66%	65%	71%	68%	61%	68%	69%	62%	70%	68%	65%	62%	67%	66%	66%	67%
		*	D			**										
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Beer	62%	66%	66%	63%	57%	54%	66%	57%	65%	66%	62%	57%	63%	61%	62%	63%
		*				**	G									
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Liquor	54%	57%	57%	57%	46%	57%	57%	47%	58%	56%	53%	48%	55%	52%	54%	53%
		*	D	D		**	G									
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
E-cigarettes/vaping	27%	30%	40%	27%	13%	7%	36%	12%	38%	35%	23%	9%	26%	28%	25%	28%
		D	CD	D		**	G		JK	JK	K					
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Tobacco cigarettes	29%	31%	41%	28%	17%	8%	38%	16%	37%	36%	26%	13%	29%	29%	30%	27%
		D	CD	D		**	G		JK	JK	K					
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Casino gambling	38%	34%	42%	45%	30%	19%	39%	29%	39%	42%	40%	29%	38%	37%	38%	37%
			D	AD		**	G		K	K	K					
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611

		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Pornography	25%	27%	36%	27%	10%	5%	33%	9%	34%	32%	22%	8%	25%	23%	29%	21%
			D	CD	D		**	G		JK	JK	K				O	
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Online betting and gambling	33%	26%	44%	38%	24%	15%	37%	23%	34%	43%	33%	23%	33%	34%	33%	34%
			AD	AD		**	G		K	JK	K					
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Violent video games	32%	58%	44%	28%	9%	5%	49%	9%	55%	39%	21%	7%	33%	28%	34%	30%
		BCD	CD	D		**	G		IJK	JK	K					
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Cannabis/marijuana	42%	50%	50%	42%	30%	11%	50%	28%	53%	46%	40%	26%	46%	33%	49%	36%
		D	D	D		**	G		JK	K	K		M		O	
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Candy	67%	70%	70%	68%	65%	43%	70%	63%	69%	71%	68%	61%	68%	65%	67%	67%
						**				K						
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Psychedelic drugs/opiates	20%	22%	31%	21%	9%	-	28%	8%	27%	27%	17%	8%	21%	18%	24%	17%
		D	CD	D		**	G		JK	JK	K				O	
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Overeating	26%	34%	34%	25%	14%	12%	34%	14%	34%	35%	19%	13%	27%	23%	27%	25%
		D	D	D		**	G		JK	JK						
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Coffee	79%	72%	81%	83%	77%	83%	78%	78%	77%	81%	81%	80%	81%	77%	79%	80%
			A	A		**										

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Disagree Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Sugary soft drinks	18%	18%	19%	23%	15%	16%	23%	15%	15%	19%	23%	26%	21%	15%	19%	20%	20%	20%	15%	18%	20%
				**			DE				H	**	M		*						
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Wine	12%	12%	12%	10%	10%	13%	13%	14%	11%	14%	10%	13%	19%	9%	10%	10%	10%	12%	16%	11%	11%
				**				*				**	MOP		*						
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Beer	16%	13%	19%	40%	18%	16%	15%	17%	18%	17%	13%	13%	22%	15%	13%	14%	14%	17%	14%	19%	13%
			A	**				*				**	MOP		*						
Base: Age 21+ (unwtd)	1085	543	535	7	272	414	399	128	349	290	287	30	429	405	82	251	169	214	230	411	230
Base: Age 21+ (wtd)	1069	521	541	7	268	368	433	129	326	284	296	33	262	430	121	377	256	190	220	411	248
Liquor	21%	19%	22%	40%	24%	17%	22%	23%	19%	20%	22%	18%	27%	19%	16%	18%	19%	22%	18%	23%	19%
				**				*				**	MNOP		*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
E-cigarettes/vaping	51%	45%	56%	84%	42%	43%	64%	48%	39%	46%	66%	88%	50%	52%	51%	51%	51%	45%	47%	49%	62%
			A	**			DE				GHI	**			*						QRS
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Tobacco cigarettes	50%	46%	53%	84%	43%	41%	62%	48%	37%	47%	63%	86%	47%	51%	44%	50%	53%	47%	42%	50%	59%
				**			DE	H		H	GHI	**			*						QR
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Casino gambling	34%	29%	38%	53%	35%	29%	36%	39%	31%	31%	34%	49%	37%	34%	30%	30%	30%	31%	31%	35%	34%
			A	**								**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Pornography	52%	44%	58%	55%	41%	41%	68%	46%	38%	48%	70%	78%	53%	54%	42%	48%	50%	50%	48%	52%	55%
			A	**			DE			H	GHI	**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Online betting and gambling	38%	33%	42%	47%	38%	35%	41%	44%	34%	36%	39%	54%	42%	38%	39%	35%	33%	36%	34%	38%	43%
			A	**								**	P		*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Violent video games	44%	36%	51%	20%	20%	36%	67%	16%	30%	43%	71%	90%	43%	45%	36%	42%	45%	44%	39%	43%	48%
			A	**		D	DE		G	GH	GHI	**			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Cannabis/marijuana	35%	32%	37%	33%	26%	34%	42%	26%	29%	36%	38%	77%	33%	35%	31%	35%	36%	39%	31%	37%	30%
				**			DE					GH **			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Candy	8%	9%	6%	10%	9%	7%	7%	10%	7%	6%	5%	21%	12%	7%	7%	5%	4%	8%	10%	5%	9%
				**								**	MOP		*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Psychedelic drugs/opiates	62%	56%	67%	47%	48%	54%	78%	55%	47%	62%	77%	98%	60%	61%	61%	63%	63%	61%	56%	64%	63%
			A	**			DE				H	GHI **			*						
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Overeating	44%	45%	44%	32%	39%	39%	52%	42%	36%	48%	49%	67%	48%	44%	39%	42%	43%	38%	41%	48%	45%
				**			DE			H	H	**			*					Q	
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Coffee	5%	7%	3%	10%	7%	5%	4%	11%	4%	5%	3%	12%	8%	4%	8%	5%	3%	5%	7%	5%	4%
		B		**				HIJ				**			*						

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Sugary soft drinks	18%	16%	19%	21%	15%	17%	13%	19%	23%	19%	18%	17%	12%	23%	26%	22%	14%	20%	16%	19%	19%
				D			*						*	*	KL*	P		*			
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Wine	12%	9%	13%	15%	9%	10%	14%	19%	12%	12%	11%	11%	14%	14%	17%	17%	7%	12%	9%	11%	20%
				D			*	EH					*	*	*	P		*			RS
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Beer	16%	15%	17%	21%	11%	14%	18%	26%	15%	15%	17%	13%	21%	20%	22%	20%	12%	20%	13%	15%	26%
				D			*	EH					*	*	K*	P		P*			RS
Base: Age 21+ (unwtd)	1085	280	805	590	495	521	105	218	241	505	580	719	119	113	112	390	490	130	324	545	216
Base: Age 21+ (wtd)	1069	301	768	519	550	564	93	174	238	558	511	655	130	177	79	380	502	123	317	561	191
Liquor	21%	18%	22%	25%	16%	18%	18%	29%	24%	22%	20%	19%	18%	27%	26%	26%	16%	18%	18%	19%	30%
				D			*	E					*	*	*	P		*			RS
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
E-cigarettes/vaping	51%	39%	55%	54%	48%	42%	54%	58%	64%	52%	49%	51%	42%	52%	58%	52%	49%	54%	42%	55%	55%
			A				*	E	E				*	*	L*			*		R	R
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Tobacco cigarettes	50%	39%	54%	50%	50%	40%	54%	58%	62%	51%	48%	50%	38%	52%	59%	49%	49%	47%	40%	54%	53%
			A				E*	E	E			L	*	*	L*			*		R	R
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Casino gambling	34%	30%	35%	37%	29%	27%	39%	41%	39%	35%	32%	32%	29%	41%	35%	35%	31%	30%	31%	33%	40%
				D			E*	E	E				*	*	*			*			
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Pornography	52%	45%	54%	55%	48%	41%	56%	54%	72%	57%	47%	53%	45%	52%	47%	63%	43%	45%	43%	53%	62%
			A	D			E*	E	EFG	J			*	*	*	PQ		*		R	R
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Online betting and gambling	38%	34%	39%	43%	33%	33%	38%	49%	40%	39%	36%	37%	29%	42%	43%	38%	34%	40%	35%	37%	44%
				D			*	E					*	*	*			*			
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Violent video games	44%	33%	47%	42%	45%	36%	38%	38%	68%	49%	38%	48%	27%	38%	42%	51%	38%	40%	37%	45%	51%
			A				*		EFG	J		L	*	*	L*	P		*		R	R
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Cannabis/marijuana	35%	35%	35%	33%	37%	32%	33%	36%	40%	40%	29%	36%	25%	28%	48%	45%	25%	38%	27%	38%	39%
							*			J		L	*	*	KLM*	P		P*		R	R
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Candy	8%	9%	7%	10%	5%	7%	7%	7%	9%	8%	7%	7%	7%	11%	8%	9%	6%	9%	9%	8%	5%
				D			*						*	*	*			*			
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Psychedelic drugs/opiates	62%	57%	64%	63%	60%	52%	64%	63%	82%	68%	55%	65%	51%	55%	59%	68%	54%	67%	49%	66%	69%
							*	E	EFG	J		L	*	*	*	P		P*		R	R
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Overeating	44%	41%	45%	48%	40%	40%	45%	47%	52%	45%	43%	42%	51%	46%	44%	44%	44%	40%	41%	45%	47%
				D			*		E				*	*	*			*			
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Coffee	5%	4%	6%	6%	5%	5%	6%	7%	4%	5%	5%	5%	7%	5%	4%	7%	2%	8%	7%	4%	7%
							*						*	*	*	P		P*			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Disagree Summary

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Sugary soft drinks	18%	15%	15%	19%	23%	26%	15%	23%	15%	14%	20%	24%	20%	16%	19%	18%
					B	**		F				HI				
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Wine	12%	14%	11%	14%	10%	13%	12%	10%	10%	14%	14%	9%	11%	15%	11%	13%
		*				**										
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Beer	16%	17%	18%	17%	13%	13%	18%	13%	18%	18%	16%	13%	16%	16%	15%	17%
		*				**										
Base: Age 21+ (unwtd)	1085	128	349	290	287	30	477	317	272	290	280	243	751	334	487	598
Base: Age 21+ (wtd)	1069	129	326	284	296	33	455	329	268	258	289	253	733	336	480	588
Liquor	21%	23%	19%	20%	22%	18%	21%	22%	24%	18%	21%	21%	20%	23%	20%	22%
		*				**										
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
E-cigarettes/vaping	51%	48%	39%	46%	66%	88%	42%	68%	42%	42%	49%	74%	52%	48%	51%	51%
					ABC	**		F				HIJ				
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Tobacco cigarettes	50%	48%	37%	47%	63%	86%	41%	65%	43%	38%	50%	70%	52%	44%	50%	49%
		B		B	ABC	**		F			I	HIJ	M			
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Casino gambling	34%	39%	31%	31%	34%	49%	34%	35%	35%	31%	33%	35%	34%	32%	34%	33%
						**										
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Pornography	52%	46%	38%	48%	70%	78%	41%	71%	41%	40%	55%	73%	51%	53%	45%	57%
				B	ABC	**		F			HI	HIJ				N
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Online betting and gambling	38%	44%	34%	36%	39%	54%	37%	41%	38%	34%	38%	42%	39%	35%	40%	36%
						**										
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Violent video games	44%	16%	30%	43%	71%	90%	25%	73%	20%	33%	48%	78%	44%	43%	42%	45%
			A	AB	ABC	**		F		H	HI	HIJ				
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Cannabis/marijuana	35%	26%	29%	36%	38%	77%	28%	42%	26%	33%	37%	44%	33%	37%	27%	41%
					AB	**		F			H	HI				N
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Candy	8%	10%	7%	6%	5%	21%	8%	7%	9%	7%	5%	8%	8%	6%	7%	8%
						**										
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Psychedelic drugs/opiates	62%	55%	47%	62%	77%	98%	50%	79%	48%	52%	69%	80%	62%	61%	55%	67%
				B	ABC	**		F			HI	HIJ				N
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Overeating	44%	42%	36%	48%	49%	67%	38%	51%	39%	37%	49%	51%	44%	44%	41%	47%
				B	B	**		F			HI	HI				
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Coffee	5%	11%	4%	5%	3%	12%	7%	4%	7%	5%	4%	5%	5%	6%	5%	6%
		BCD				**										

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? - Grid Table

	Sugary soft drinks	Wine	Beer	Liquor	E-cigarettes/ vaping	Tobacco cigarettes	Casino gambling	Pornography	Online betting and gambling	Violent video games	Cannabis/ marijuana	Candy	Psychedelic drugs/opiates	Overeating	Coffee
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	1120	1085	1085	1085	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120
Base: All Answering (wtd)	1120	1069	1069	1069	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120	1120
Strongly agree	18%	26%	23%	18%	9%	9%	10%	9%	9%	12%	18%	28%	6%	7%	46%
	EFGHIJMN	ACDEFGHIJKMN	ADEFGHIJKMN	EFGHIJMN	M	MN	MN	M	MN	EHMN	EFGHIJMN	ACDEFGHIJKMN			ABCDEFGHIJKLMN
Somewhat agree	37%	40%	40%	36%	18%	19%	27%	16%	24%	20%	24%	39%	14%	19%	33%
	EFGHIJKMN	DEFGHIJKMNO	DEFGHIJKMNO	EFGHIJKMN	M	HM	EFHIJMN		EFHMN	HM	EFHMN	EFGHIJKMNO		M	EFGHIJKMN
Neither agree nor disagree	27%	22%	21%	25%	22%	22%	29%	24%	29%	25%	24%	25%	18%	30%	15%
	BCEFMO	O	O	BCMO	MO	O	BCEFHJKMO	MO	BCEFHJKMO	MO	MO	BCMO		BCDEFHJKLMO	
Somewhat disagree	11%	7%	9%	12%	24%	21%	20%	19%	20%	20%	15%	5%	22%	30%	3%
	BLO	O	BLO	BCLO	ABCDFGHJKLO	ABCDKLO	ABCDKLO	ABCDKLO	ABCDKLO	ABCDKLO	ABCDLO	O	ABCDKLO	ABCDEFGHIJKLMO	
Strongly disagree	7%	5%	7%	9%	27%	29%	14%	33%	17%	24%	20%	2%	40%	14%	2%
	LO	LO	BLO	BCLO	ABCDGIKLO	ABCDGIJKLNO	ABCDLO	ABCDEFGIJKLNO	ABCDGLNO	ABCDGIKLNO	ABCDGLNO		ABCDEFGHIJKLNO	ABCDLO	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
Agree (Net)	54%	66%	62%	54%	27%	29%	38%	25%	33%	32%	42%	67%	20%	26%	79%
	EFGHIJKMN	ACDEFGHIJKMN	ADEFGHIJKMN	EFGHIJKMN	M	HM	EFHIJMN	M	EFHMN	EHMN	EFGHIJMN	ACDEFGHIJKMN		M	ABCDEFGHIJKLMN
Disagree (Net)	18%	12%	16%	21%	51%	50%	34%	52%	38%	44%	35%	8%	62%	44%	5%
	BLO	LO	BLO	BCLO	ABCDGIJKLNO	ABCDGIJKLNO	ABCDLO	ABCDGIJKLNO	ABCDGLO	ABCDGIKLO	ABCDLO	O	ABCDEFGHIJKLNO	ABCDGIKLO	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
  Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_1. How much do you agree or disagree with the following statements? - The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	34%	31%	37%	41%	42%	34%	29%	48%	34%	30%	31%	18%	45%	33%	37%	27%	23%	34%	32%	35%	33%
				**	F			HIJ				**	MOP	P	OP*	P					
Somewhat agree	38%	38%	38%	59%	31%	39%	43%	25%	40%	42%	40%	45%	29%	41%	45%	42%	40%	38%	39%	36%	41%
				**			D		G	G	G	**		L	L*	L	L				
Neither agree nor disagree	18%	19%	18%	-	19%	17%	18%	20%	16%	19%	18%	13%	17%	17%	17%	20%	22%	17%	18%	20%	15%
				**								**			*						
Somewhat disagree	7%	8%	5%	-	6%	6%	8%	5%	7%	5%	9%	17%	6%	6%	2%	8%	11%	8%	9%	5%	7%
				**								**			*	N	NO				
Strongly disagree	3%	4%	2%	-	2%	4%	3%	2%	2%	4%	2%	7%	4%	3%	-	3%	4%	2%	2%	4%	3%
				**								**			*	N					
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	72%	69%	75%	100%	73%	73%	71%	73%	74%	72%	71%	63%	74%	74%	81%	69%	63%	73%	71%	71%	74%
				**								**	P	P	OP*	P					
Disagree (Net)	10%	12%	7%	-	8%	10%	11%	7%	9%	9%	11%	24%	10%	9%	2%	10%	15%	10%	11%	8%	10%
		B		**								**	N	N	*	N	NO				

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_1. How much do you agree or disagree with the following statements? - The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	34%	36%	33%	37%	31%	33%	40%	40%	29%	30%	38%	33%	34%	36%	29%	30%	37%	38%	31%	34%	38%
							*	H			I		*	*	*			*			
Somewhat agree	38%	36%	39%	35%	42%	40%	41%	31%	39%	41%	36%	40%	30%	38%	43%	39%	41%	27%	42%	37%	35%
						G	*						*	*	*	Q	Q	*			
Neither agree nor disagree	18%	19%	18%	19%	17%	18%	16%	19%	19%	17%	19%	17%	23%	16%	20%	20%	15%	19%	19%	18%	18%
							*						*	*	*			*			
Somewhat disagree	7%	7%	7%	6%	8%	7%	3%	6%	9%	8%	5%	6%	8%	8%	7%	8%	5%	11%	5%	9%	4%
							*						*	*	*			*			
Strongly disagree	3%	3%	3%	3%	3%	3%	0%	4%	3%	3%	3%	3%	5%	2%	2%	4%	2%	5%	3%	3%	4%
							*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	72%	71%	73%	72%	72%	73%	81%	71%	68%	71%	73%	74%	64%	74%	72%	68%	78%	66%	73%	71%	74%
							H*						*	*	*		OQ	*			
Disagree (Net)	10%	10%	10%	9%	10%	10%	3%	10%	12%	11%	8%	9%	13%	10%	9%	12%	7%	16%	8%	11%	8%
							*		F				*	*	*	P		P*			

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_1. How much do you agree or disagree with the following statements? - The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	34%	48%	34%	30%	31%	18%	39%	30%	42%	34%	29%	31%	39%	23%	35%	33%
		BCD				**	G		JK				M			
Somewhat agree	38%	25%	40%	42%	40%	45%	35%	41%	31%	39%	43%	41%	39%	37%	40%	37%
			A	A	A	**					H	H				
Neither agree nor disagree	18%	20%	16%	19%	18%	13%	18%	18%	19%	18%	19%	16%	13%	29%	16%	20%
						**								L		
Somewhat disagree	7%	5%	7%	5%	9%	17%	6%	9%	6%	6%	5%	10%	6%	8%	7%	7%
						**										
Strongly disagree	3%	2%	2%	4%	2%	7%	2%	3%	2%	4%	4%	3%	3%	3%	3%	3%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	72%	73%	74%	72%	71%	63%	74%	70%	73%	73%	71%	72%	78%	59%	74%	70%
						**							M			
Disagree (Net)	10%	7%	9%	9%	11%	24%	8%	12%	8%	10%	9%	12%	9%	12%	10%	10%
						**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_2. How much do you agree or disagree with the following statements? - Where I think the economy is headed in the future (up or down) impacts how I spend today

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	25%	26%	24%	42%	30%	25%	21%	34%	26%	23%	22%	11%	31%	22%	21%	24%	25%	25%	20%	27%	26%
				**	F			IJ				**	MO		*						
Somewhat agree	41%	40%	42%	13%	37%	39%	45%	32%	41%	38%	46%	54%	36%	42%	47%	42%	40%	41%	43%	41%	39%
				**							G	**			*						
Neither agree nor disagree	22%	21%	22%	15%	20%	24%	21%	21%	21%	26%	20%	13%	19%	23%	25%	22%	21%	23%	25%	19%	23%
				**								**			*						
Somewhat disagree	9%	9%	9%	29%	11%	9%	8%	12%	9%	7%	8%	15%	9%	10%	7%	8%	9%	9%	8%	9%	10%
				**								**			*						
Strongly disagree	4%	4%	3%	-	1%	4%	6%	2%	2%	6%	4%	7%	4%	4%	-	3%	5%	2%	3%	5%	3%
				**			D			H		**	N		*	N					
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	66%	66%	66%	56%	68%	64%	66%	66%	67%	61%	68%	64%	67%	64%	68%	66%	65%	65%	63%	68%	65%
				**								**			*						
Disagree (Net)	13%	13%	12%	29%	12%	12%	13%	13%	12%	13%	12%	22%	14%	13%	7%	12%	14%	12%	12%	14%	13%
				**								**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_2. How much do you agree or disagree with the following statements? - Where I think the economy is headed in the future (up or down) impacts how I spend today

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	25%	31%	22%	26%	23%	28%	17%	26%	19%	23%	27%	24%	35%	20%	22%	23%	29%	21%	24%	24%	28%
		B				H	*						KM*	*	*			*			
Somewhat agree	41%	36%	42%	39%	42%	38%	53%	36%	46%	43%	39%	43%	30%	40%	48%	41%	43%	36%	45%	40%	38%
							EG*					L	*	*	L*			*			
Neither agree nor disagree	22%	19%	23%	21%	22%	21%	25%	23%	21%	21%	23%	22%	16%	24%	22%	23%	17%	29%	22%	22%	21%
							*						*	*	*			P*			
Somewhat disagree	9%	12%	8%	9%	9%	10%	3%	11%	8%	10%	8%	8%	10%	12%	4%	9%	8%	10%	6%	11%	9%
							*						*	*	*			*			
Strongly disagree	4%	2%	4%	4%	4%	3%	1%	3%	6%	3%	4%	3%	8%	3%	3%	4%	3%	4%	4%	3%	5%
							*						K*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	66%	67%	65%	66%	65%	66%	70%	62%	64%	66%	65%	67%	65%	60%	70%	64%	72%	57%	68%	64%	66%
							*						*	*	*		OQ	*			
Disagree (Net)	13%	14%	12%	13%	12%	13%	4%	14%	15%	13%	12%	11%	18%	16%	8%	13%	11%	14%	10%	14%	14%
						F	*	F	F				KN*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

   Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_2. How much do you agree or disagree with the following statements? - Where I think the economy is headed in the future (up or down) impacts how I spend today

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	25%	34%	26%	23%	22%	11%	29%	21%	30%	25%	23%	20%	27%	19%	28%	22%
		CD				**	G		K				M			
Somewhat agree	41%	32%	41%	38%	46%	54%	38%	47%	37%	39%	37%	51%	42%	38%	41%	41%
					A	**		F				HIJ				
Neither agree nor disagree	22%	21%	21%	26%	20%	13%	21%	19%	20%	24%	26%	17%	19%	28%	20%	23%
						**					K			L		
Somewhat disagree	9%	12%	9%	7%	8%	15%	10%	9%	11%	8%	9%	7%	9%	10%	9%	9%
						**										
Strongly disagree	4%	2%	2%	6%	4%	7%	2%	4%	1%	4%	5%	5%	3%	5%	3%	4%
				B		**					H	H				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	66%	66%	67%	61%	68%	64%	67%	68%	68%	64%	59%	71%	69%	57%	68%	63%
						**						J	M			
Disagree (Net)	13%	13%	12%	13%	12%	22%	12%	13%	12%	12%	14%	12%	12%	15%	12%	13%
						**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_3. How much do you agree or disagree with the following statements? - I plan large purchases (appliances, cars, homes) in advance so I can budget for them

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	36%	36%	36%	47%	43%	38%	29%	41%	41%	35%	27%	39%	36%	34%	41%	38%	36%	31%	39%	39%	32%
				**	F	F		J	J			**			*						
Somewhat agree	40%	38%	41%	42%	34%	39%	44%	34%	39%	37%	48%	38%	33%	44%	39%	39%	40%	45%	40%	36%	41%
				**			D				GI	**		L	*						
Neither agree nor disagree	13%	14%	13%	-	14%	13%	13%	13%	13%	16%	12%	13%	17%	12%	11%	13%	13%	13%	13%	13%	14%
				**								**	M		*						
Somewhat disagree	7%	8%	6%	10%	6%	6%	9%	8%	5%	9%	9%	6%	8%	7%	8%	7%	7%	8%	6%	7%	9%
				**								**			*						
Strongly disagree	4%	4%	4%	-	3%	3%	5%	4%	2%	4%	5%	3%	6%	3%	1%	3%	4%	4%	2%	5%	3%
				**								**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	76%	74%	77%	90%	77%	77%	73%	76%	80%	72%	74%	77%	69%	78%	80%	77%	76%	75%	79%	75%	74%
				**					I			**		L	*	L					
Disagree (Net)	11%	12%	10%	10%	9%	9%	14%	11%	7%	12%	14%	10%	14%	10%	9%	10%	11%	12%	7%	12%	12%
				**							H	**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_3. How much do you agree or disagree with the following statements? - I plan large purchases (appliances, cars, homes) in advance so I can budget for them

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	36%	43%	33%	35%	37%	39%	40%	37%	26%	35%	37%	36%	42%	30%	37%	37%	39%	24%	39%	35%	34%
		B				H	H*	H					*	*	*	Q	Q	*			
Somewhat agree	40%	34%	42%	36%	43%	41%	37%	31%	46%	40%	40%	40%	36%	43%	38%	39%	41%	35%	39%	40%	41%
			A		C	G	*		G				*	*	*			*			
Neither agree nor disagree	13%	13%	13%	15%	12%	13%	12%	16%	13%	15%	12%	12%	14%	14%	16%	15%	10%	18%	12%	13%	15%
							*						*	*	*			P*			
Somewhat disagree	7%	6%	8%	9%	6%	5%	7%	10%	10%	7%	8%	7%	5%	10%	6%	6%	6%	16%	7%	7%	8%
							*	E					*	*	*			OP*			
Strongly disagree	4%	3%	4%	5%	2%	2%	3%	5%	6%	3%	4%	4%	3%	2%	3%	4%	3%	8%	4%	4%	2%
				D			*		E				*	*	*			P*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	76%	77%	75%	71%	80%	79%	78%	68%	72%	75%	76%	76%	78%	73%	74%	76%	81%	58%	77%	75%	74%
					C	GH	*						*	*	*	Q	Q	*			
Disagree (Net)	11%	9%	12%	14%	8%	8%	10%	15%	16%	10%	12%	11%	8%	13%	9%	9%	9%	24%	11%	12%	10%
				D			*	E	E				*	*	*			OP*			

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

4_3. How much do you agree or disagree with the following statements? - I plan large purchases (appliances, cars, homes) in advance so I can budget for them

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	36%	41%	41%	35%	27%	39%	41%	28%	43%	40%	32%	27%	37%	34%	37%	35%
		D	D			**	G		JK	K						
Somewhat agree	40%	34%	39%	37%	48%	38%	37%	47%	34%	38%	41%	47%	40%	39%	42%	38%
					AC	**		F				H				
Neither agree nor disagree	13%	13%	13%	16%	12%	13%	13%	12%	14%	13%	14%	12%	12%	16%	10%	16%
						**										N
Somewhat disagree	7%	8%	5%	9%	9%	6%	6%	9%	6%	7%	9%	8%	8%	6%	7%	7%
						**										
Strongly disagree	4%	4%	2%	4%	5%	3%	3%	5%	3%	3%	4%	6%	3%	4%	3%	4%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	76%	76%	80%	72%	74%	77%	78%	75%	77%	78%	73%	74%	76%	74%	79%	73%
			C			**									O	
Disagree (Net)	11%	11%	7%	12%	14%	10%	9%	14%	9%	9%	13%	13%	11%	10%	10%	12%
					B	**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_4. How much do you agree or disagree with the following statements? - When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)

| | Total | Gender | | | Age | | | Generation | | | | | Household Income | | | | | Region | | | |
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	6%	7%	5%	-	9%	8%	3%	8%	11%	5%	1%	-	6%	5%	7%	6%	6%	5%	7%	7%	5%
				**	F	F		J	IJ	J		**			*						
Somewhat agree	18%	23%	13%	8%	25%	20%	11%	17%	28%	13%	12%	18%	15%	21%	22%	17%	14%	20%	16%	19%	17%
		B		**	F	F			GIJ			**		L	*						
Neither agree nor disagree	19%	20%	19%	-	17%	19%	20%	16%	17%	25%	18%	11%	19%	15%	17%	24%	27%	16%	20%	18%	22%
				**						H		**			*	M	LM				
Somewhat disagree	25%	24%	26%	21%	19%	25%	29%	23%	19%	23%	33%	26%	23%	27%	27%	24%	22%	23%	29%	24%	24%
				**			D				HI	**			*						
Strongly disagree	32%	26%	37%	71%	30%	29%	36%	36%	25%	33%	36%	45%	38%	31%	27%	30%	31%	36%	28%	33%	32%
			A	**			E	H			H	**	O		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	24%	30%	18%	8%	33%	27%	14%	25%	39%	18%	13%	18%	21%	27%	29%	23%	20%	25%	23%	25%	22%
		B		**	F	F		J	GIJ			**			*						
Disagree (Net)	57%	50%	63%	92%	49%	53%	66%	59%	44%	56%	68%	71%	60%	58%	54%	53%	53%	59%	57%	57%	56%
			A	**			DE	H		H	HI	**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_4. How much do you agree or disagree with the following statements? - When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	6%	9%	5%	6%	6%	8%	4%	4%	3%	5%	7%	5%	12%	4%	5%	8%	4%	9%	10%	5%	3%
						H	*						KM*	*	*			*	ST		
Somewhat agree	18%	30%	13%	15%	21%	23%	15%	13%	12%	18%	18%	16%	20%	24%	24%	16%	19%	22%	27%	15%	13%
		B				GH	*						*	K*	K*			*	ST		
Neither agree nor disagree	19%	16%	20%	18%	20%	21%	17%	20%	16%	19%	19%	17%	23%	22%	21%	19%	19%	18%	20%	19%	18%
							*						*	*	*			*			
Somewhat disagree	25%	19%	27%	24%	26%	22%	32%	24%	29%	28%	22%	27%	18%	25%	25%	25%	25%	21%	21%	26%	29%
			A				*						*	*	*			*			
Strongly disagree	32%	27%	34%	37%	28%	27%	32%	39%	40%	30%	34%	35%	26%	25%	25%	32%	32%	29%	22%	36%	38%
			A	D			*	E	E				*	*	*			*		R	R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	24%	39%	18%	22%	26%	31%	20%	18%	15%	23%	25%	21%	32%	28%	29%	23%	23%	31%	37%	19%	16%
			B			GH	*						K*	*	*			*	ST		
Disagree (Net)	57%	45%	61%	61%	53%	49%	64%	63%	69%	58%	56%	62%	45%	50%	50%	57%	58%	50%	43%	62%	66%
			A	D			E*	E	E			LMN	*	*	*			*		R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_4. How much do you agree or disagree with the following statements? - When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	6%	8%	11%	5%	1%	-	10%	1%	9%	10%	4%	1%	5%	8%	6%	6%
		D	CD	D		**	G		JK	JK				L		
Somewhat agree	18%	17%	28%	13%	12%	18%	24%	13%	25%	25%	11%	10%	17%	20%	18%	18%
			ACD			**	G		JK	JK						
Neither agree nor disagree	19%	16%	17%	25%	18%	11%	16%	18%	17%	18%	21%	19%	17%	23%	19%	19%
				B		**								L		
Somewhat disagree	25%	23%	19%	23%	33%	26%	21%	32%	19%	22%	29%	31%	26%	23%	26%	24%
					BC	**		F			H	HI				
Strongly disagree	32%	36%	25%	33%	36%	45%	29%	37%	30%	25%	36%	38%	36%	25%	31%	33%
		B			B	**					I	I	M			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	24%	25%	39%	18%	13%	18%	34%	14%	33%	35%	14%	12%	22%	29%	24%	24%
		D	ACD			**	G		JK	JK				L		
Disagree (Net)	57%	59%	44%	56%	68%	71%	50%	69%	49%	46%	64%	69%	61%	48%	57%	57%
		B		B	BC	**		F			HI	HI	M			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_5. How much do you agree or disagree with the following statements? - If it's easy to get, it's not a luxury

		Gender			Age			Generation					Household Income					Region			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	10%	11%	9%	29%	12%	14%	6%	12%	15%	8%	7%	5%	13%	9%	7%	9%	10%	12%	11%	12%	6%
				**	F	F			IJ			**			*			T		T	
Somewhat agree	28%	32%	24%	21%	31%	27%	25%	24%	34%	27%	24%	21%	24%	28%	32%	29%	28%	31%	27%	28%	25%
		B		**					GJ			**			*						
Neither agree nor disagree	32%	30%	34%	31%	27%	33%	35%	29%	29%	36%	33%	42%	31%	36%	27%	29%	30%	31%	34%	28%	38%
				**								**			*						S
Somewhat disagree	21%	19%	23%	10%	21%	15%	26%	26%	12%	18%	29%	32%	18%	20%	28%	25%	23%	18%	21%	20%	25%
				**			E	H			HI	**			*						
Strongly disagree	9%	8%	10%	8%	9%	10%	8%	9%	9%	11%	8%	-	14%	7%	6%	8%	9%	8%	7%	12%	7%
				**								**	MO		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	38%	43%	33%	51%	43%	41%	31%	36%	49%	35%	31%	26%	38%	37%	39%	39%	38%	43%	38%	40%	30%
		B		**	F	F			GIJ			**			*			T		T	
Disagree (Net)	30%	27%	33%	18%	30%	25%	34%	35%	22%	29%	36%	32%	32%	26%	34%	33%	32%	26%	28%	32%	32%
				**			E	H			H	**			*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_5. How much do you agree or disagree with the following statements? - If it's easy to get, it's not a luxury

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	10%	17%	8%	10%	11%	12%	10%	10%	7%	10%	10%	8%	20%	11%	7%	10%	11%	8%	14%	8%	10%
		B					*						KN*	*	*			*	S		
Somewhat agree	28%	35%	25%	26%	29%	30%	27%	26%	22%	30%	25%	26%	24%	32%	42%	31%	24%	30%	29%	29%	21%
		B				H	*						*	*	KL*			*			T
Neither agree nor disagree	32%	30%	33%	33%	31%	29%	35%	33%	37%	32%	32%	32%	24%	40%	24%	32%	33%	34%	30%	32%	37%
							*						*	LN*	*			*			
Somewhat disagree	21%	12%	25%	20%	22%	19%	24%	19%	26%	20%	22%	25%	19%	11%	21%	19%	22%	21%	18%	23%	21%
			A				*					M	*	*	*			*			
Strongly disagree	9%	7%	10%	11%	7%	10%	5%	11%	7%	8%	10%	10%	13%	6%	6%	8%	10%	7%	9%	8%	12%
				D			*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	38%	52%	32%	36%	40%	42%	37%	37%	29%	40%	35%	34%	44%	43%	49%	41%	35%	38%	43%	37%	30%
		B				H	*						*	*	K*			*	T		
Disagree (Net)	30%	18%	34%	31%	29%	29%	29%	30%	33%	28%	32%	34%	32%	17%	27%	27%	32%	28%	27%	31%	33%
			A				*					M	M*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4_5. How much do you agree or disagree with the following statements? - If it's easy to get, it's not a luxury

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	10%	12%	15%	8%	7%	5%	14%	6%	12%	16%	7%	6%	11%	8%	10%	10%
			CD			**	G		K	JK						
Somewhat agree	28%	24%	34%	27%	24%	21%	30%	24%	31%	30%	26%	23%	28%	27%	26%	29%
			AD			**										
Neither agree nor disagree	32%	29%	29%	36%	33%	42%	29%	34%	27%	32%	38%	32%	30%	37%	33%	32%
						**					H			L		
Somewhat disagree	21%	26%	12%	18%	29%	32%	17%	29%	21%	11%	21%	32%	21%	20%	22%	20%
		B			BC	**		F	I		I	HIJ				
Strongly disagree	9%	9%	9%	11%	8%	-	9%	7%	9%	11%	9%	8%	10%	7%	9%	9%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	38%	36%	49%	35%	31%	26%	44%	30%	43%	46%	33%	28%	39%	36%	36%	39%
			ACD			**	G		JK	JK						
Disagree (Net)	30%	35%	22%	29%	36%	32%	26%	36%	30%	21%	30%	40%	31%	27%	31%	29%
		B			B	**		F	I			HIJ				

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4. How much do you agree or disagree with the following statements? - Agree Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today	72%	69%	75%	100%	73%	73%	71%	73%	74%	72%	71%	63%	74%	74%	81%	69%	63%	73%	71%	71%	74%
				**								**	P	P	OP*	P					
Where I think the economy is headed in the future (up or down) impacts how I spend today	66%	66%	66%	56%	68%	64%	66%	66%	67%	61%	68%	64%	67%	64%	68%	66%	65%	65%	63%	68%	65%
				**								**			*						
I plan large purchases (appliances, cars, homes) in advance so I can budget for them	76%	74%	77%	90%	77%	77%	73%	76%	80%	72%	74%	77%	69%	78%	80%	77%	76%	75%	79%	75%	74%
				**					I			**		L	*	L					
When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)	24%	30%	18%	8%	33%	27%	14%	25%	39%	18%	13%	18%	21%	27%	29%	23%	20%	25%	23%	25%	22%
		B		**	F	F		J	GIJ			**			*						
If it's easy to get, it's not a luxury	38%	43%	33%	51%	43%	41%	31%	36%	49%	35%	31%	26%	38%	37%	39%	39%	38%	43%	38%	40%	30%
		B		**	F	F			GIJ			**			*			T		T	

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4. How much do you agree or disagree with the following statements? - Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today	72%	71%	73%	72%	72%	73%	81%	71%	68%	71%	73%	74%	64%	74%	72%	68%	78%	66%	73%	71%	74%
							H*						*	*	*		OQ	*			
Where I think the economy is headed in the future (up or down) impacts how I spend today	66%	67%	65%	66%	65%	66%	70%	62%	64%	66%	65%	67%	65%	60%	70%	64%	72%	57%	68%	64%	66%
							*						*	*	*		OQ	*			
I plan large purchases (appliances, cars, homes) in advance so I can budget for them	76%	77%	75%	71%	80%	79%	78%	68%	72%	75%	76%	76%	78%	73%	74%	76%	81%	58%	77%	75%	74%
					C	GH	*						*	*	*	Q	Q	*			
When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)	24%	39%	18%	22%	26%	31%	20%	18%	15%	23%	25%	21%	32%	28%	29%	23%	23%	31%	37%	19%	16%
		B				GH	*						K*	*	*			*	ST		
If it's easy to get, it's not a luxury	38%	52%	32%	36%	40%	42%	37%	37%	29%	40%	35%	34%	44%	43%	49%	41%	35%	38%	43%	37%	30%
		B				H	*						*	*	K*			*	T		

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

4. How much do you agree or disagree with the following statements? - Agree Summary

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today	72%	73%	74%	72%	71%	63%	74%	70%	73%	73%	71%	72%	78%	59%	74%	70%
						**							M			
Where I think the economy is headed in the future (up or down) impacts how I spend today	66%	66%	67%	61%	68%	64%	67%	68%	68%	64%	59%	71%	69%	57%	68%	63%
						**						J	M			
I plan large purchases (appliances, cars, homes) in advance so I can budget for them	76%	76%	80%	72%	74%	77%	78%	75%	77%	78%	73%	74%	76%	74%	79%	73%
			C			**										O
When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)	24%	25%	39%	18%	13%	18%	34%	14%	33%	35%	14%	12%	22%	29%	24%	24%
		D	ACD			**	G		JK	JK				L		
If it's easy to get, it's not a luxury	38%	36%	49%	35%	31%	26%	44%	30%	43%	46%	33%	28%	39%	36%	36%	39%
			ACD			**	G		JK	JK						

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4. How much do you agree or disagree with the following statements? - Disagree Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today	10%	12%	7%	-	8%	10%	11%	7%	9%	9%	11%	24%	10%	9%	2%	10%	15%	10%	11%	8%	10%
		B		**								**	N	N	*	N	NO				
Where I think the economy is headed in the future (up or down) impacts how I spend today	13%	13%	12%	29%	12%	12%	13%	13%	12%	13%	12%	22%	14%	13%	7%	12%	14%	12%	12%	14%	13%
				**								**			*						
I plan large purchases (appliances, cars, homes) in advance so I can budget for them	11%	12%	10%	10%	9%	9%	14%	11%	7%	12%	14%	10%	14%	10%	9%	10%	11%	12%	7%	12%	12%
				**							H	**			*						
When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)	57%	50%	63%	92%	49%	53%	66%	59%	44%	56%	68%	71%	60%	58%	54%	53%	53%	59%	57%	57%	56%
			A	**			DE	H		H	HI	**			*						
If it's easy to get, it's not a luxury	30%	27%	33%	18%	30%	25%	34%	35%	22%	29%	36%	32%	32%	26%	34%	33%	32%	26%	28%	32%	32%
				**			E	H			H	**			*						

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4. How much do you agree or disagree with the following statements? - Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today	10%	10%	10%	9%	10%	10%	3%	10%	12%	11%	8%	9%	13%	10%	9%	12%	7%	16%	8%	11%	8%
							*		F				*	*	*	P		P*			
Where I think the economy is headed in the future (up or down) impacts how I spend today	13%	14%	12%	13%	12%	13%	4%	14%	15%	13%	12%	11%	18%	16%	8%	13%	11%	14%	10%	14%	14%
						F	*	F	F				KN*	*	*			*			
I plan large purchases (appliances, cars, homes) in advance so I can budget for them	11%	9%	12%	14%	8%	8%	10%	15%	16%	10%	12%	11%	8%	13%	9%	9%	9%	24%	11%	12%	10%
				D			*	E	E				*	*	*			OP*			
When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)	57%	45%	61%	61%	53%	49%	64%	63%	69%	58%	56%	62%	45%	50%	50%	57%	58%	50%	43%	62%	66%
			A	D			E*	E	E			LMN	*	*	*			*		R	R
If it's easy to get, it's not a luxury	30%	18%	34%	31%	29%	29%	29%	30%	33%	28%	32%	34%	32%	17%	27%	27%	32%	28%	27%	31%	33%
			A				*					M	M*	*	*			*			

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

4. How much do you agree or disagree with the following statements? - Disagree Summary

| | Total | Generation | | | | | Generation 2 | | Age | | | | Price Expectation Next Five Years | | Sustainability vs. Economic Growth | |
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today	10%	7%	9%	9%	11%	24%	8%	12%	8%	10%	9%	12%	9%	12%	10%	10%
						**										
Where I think the economy is headed in the future (up or down) impacts how I spend today	13%	13%	12%	13%	12%	22%	12%	13%	12%	12%	14%	12%	12%	15%	12%	13%
						**										
I plan large purchases (appliances, cars, homes) in advance so I can budget for them	11%	11%	7%	12%	14%	10%	9%	14%	9%	9%	13%	13%	11%	10%	10%	12%
					B	**										
When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)	57%	59%	44%	56%	68%	71%	50%	69%	49%	46%	64%	69%	61%	48%	57%	57%
		B		B	BC	**		F			HI	HI	M			
If it's easy to get, it's not a luxury	30%	35%	22%	29%	36%	32%	26%	36%	30%	21%	30%	40%	31%	27%	31%	29%
		B			B	**		F	I			HIJ				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

5. When you are looking to buy a "splurge" item, do you do any of the following?

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Spend less on essentials	14%	15%	13%	10%	15%	21%	8%	17%	19%	14%	9%	4%	16%	13%	21%	14%	11%	14%	13%	15%	16%
				**	F	F		J	J			**			OP*	P					
Use credit (e.g., credit card(s), loans, buy now, pay later)	30%	31%	30%	42%	32%	38%	23%	27%	38%	32%	23%	30%	26%	35%	36%	28%	24%	30%	29%	33%	27%
				**	F	F			GJ			**		LP	*						
Use savings	26%	29%	22%	23%	28%	27%	23%	28%	29%	24%	24%	11%	25%	22%	32%	30%	29%	26%	26%	29%	20%
		B		**								**			*	M					T
Buy used	26%	22%	29%	31%	30%	29%	19%	31%	31%	25%	19%	19%	23%	26%	38%	27%	22%	27%	32%	22%	26%
			A	**	F	F		J	J			**			LOP*	P			S		
Buy a similar, but off-brand version	25%	24%	25%	45%	28%	29%	18%	30%	28%	25%	18%	25%	27%	24%	27%	24%	23%	22%	29%	22%	28%
				**	F	F		J	J			**			*						
Buy a cheaper version from the same brand	21%	22%	20%	31%	24%	23%	18%	24%	22%	21%	20%	13%	26%	21%	20%	18%	17%	25%	20%	18%	25%
				**								**	OP		*						
Buy a more expensive version/model of something I already buy	13%	17%	9%	29%	20%	11%	10%	21%	15%	9%	10%	15%	13%	11%	13%	16%	17%	18%	9%	14%	12%
		B		**	EF			IJ	I			**			*			R			
Look for a sustainable version of it	16%	16%	16%	72%	25%	17%	10%	25%	23%	11%	10%	16%	17%	18%	15%	14%	14%	20%	14%	16%	18%
				**	EF	F		IJ	IJ			**			*						
Other	1%	1%	2%	-	1%	1%	2%	-	1%	2%	1%	5%	2%	1%	2%	1%	-	1%	3%	1%	0%
				**								**	P		*	P					
None of the above	16%	15%	17%	-	8%	13%	24%	9%	8%	19%	25%	14%	16%	13%	13%	18%	21%	11%	20%	16%	16%
				**			DE			GH	GH	**			*		M		Q		
Sigma	189%	193%	183%	284%	212%	207%	156%	212%	213%	181%	159%	152%	192%	184%	216%	190%	178%	195%	194%	183%	187%

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

5. When you are looking to buy a "splurge" item, do you do any of the following?

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Spend less on essentials	14%	17%	13%	14%	14%	17%	16%	15%	7%	15%	13%	12%	15%	18%	18%	17%	12%	15%	16%	14%	11%
						H	H*	H					*	*	*			*			
Use credit (e.g., credit card(s), loans, buy now, pay later)	30%	33%	29%	26%	35%	36%	26%	24%	23%	30%	30%	31%	30%	27%	38%	28%	33%	34%	30%	31%	28%
					C	GH	*						*	*	*			*			
Use savings	26%	29%	24%	23%	28%	27%	28%	22%	25%	27%	24%	27%	24%	20%	30%	29%	25%	23%	27%	26%	24%
							*						*	*	*			*			
Buy used	26%	29%	24%	25%	26%	28%	33%	26%	17%	27%	25%	28%	15%	24%	21%	24%	27%	23%	27%	24%	27%
						H	H*	H				L	*	*	*			*			
Buy a similar, but off-brand version	25%	30%	23%	24%	25%	24%	31%	29%	20%	24%	25%	24%	25%	27%	23%	24%	26%	23%	27%	23%	25%
		B					*	H					*	*	*			*			
Buy a cheaper version from the same brand	21%	22%	21%	23%	19%	20%	28%	25%	18%	20%	23%	22%	22%	19%	26%	17%	24%	23%	21%	22%	19%
							*						*	*	*		O	*			
Buy a more expensive version/model of something I already buy	13%	17%	12%	11%	15%	15%	10%	16%	9%	11%	15%	10%	20%	18%	18%	14%	13%	13%	19%	11%	9%
							*						K*	K*	K*			*	ST		
Look for a sustainable version of it	16%	22%	14%	17%	16%	19%	15%	18%	10%	15%	18%	14%	22%	21%	19%	13%	19%	15%	22%	14%	15%
		B				H	*	H					*	*	*		O	*	S		
Other	1%	0%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	0%	0%	2%	2%
							*						*	*	*			*			R
None of the above	16%	9%	18%	17%	15%	13%	14%	17%	23%	18%	14%	18%	12%	11%	12%	15%	16%	15%	13%	16%	18%
			A				*		E				*	*	*			*			
Sigma	189%	207%	182%	182%	195%	199%	204%	193%	153%	188%	189%	189%	186%	185%	205%	183%	196%	183%	203%	184%	178%

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

5. When you are looking to buy a "splurge" item, do you do any of the following?

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Spend less on essentials	14%	17%	19%	14%	9%	4%	18%	9%	15%	22%	12%	8%	15%	12%	16%	13%
		D	D			**	G		K	JK						
Use credit (e.g., credit card(s), loans, buy now, pay later)	30%	27%	38%	32%	23%	30%	34%	24%	32%	35%	28%	27%	30%	32%	31%	30%
			AD			**	G									
Use savings	26%	28%	29%	24%	24%	11%	28%	23%	28%	28%	22%	24%	24%	28%	25%	26%
						**										
Buy used	26%	31%	31%	25%	19%	19%	31%	19%	30%	28%	24%	19%	28%	21%	31%	21%
		D	D			**	G		K	K				M		O
Buy a similar, but off-brand version	25%	30%	28%	25%	18%	25%	28%	19%	28%	28%	23%	18%	26%	21%	27%	23%
		D	D			**	G		K	K						
Buy a cheaper version from the same brand	21%	24%	22%	21%	20%	13%	23%	19%	24%	20%	23%	17%	23%	17%	25%	18%
						**								M		O
Buy a more expensive version/model of something I already buy	13%	21%	15%	9%	10%	15%	18%	11%	20%	12%	9%	11%	13%	13%	12%	14%
		CD	C			**	G		IJK							
Look for a sustainable version of it	16%	25%	23%	11%	10%	16%	24%	10%	25%	18%	12%	9%	17%	16%	21%	13%
		CD	CD			**	G		JK	K						O
Other	1%	-	1%	2%	1%	5%	1%	1%	1%	-	2%	2%	1%	2%	1%	2%
						**					I					
None of the above	16%	9%	8%	19%	25%	14%	8%	24%	8%	11%	21%	24%	14%	19%	15%	17%
				AB	AB	**		F			HI	HI				
Sigma	189%	212%	213%	181%	159%	152%	213%	158%	212%	203%	175%	159%	193%	179%	203%	176%

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_1. If the following were legal where you live, how interested would you be in betting on them? - Professional sports outcomes

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
5 - Extremely interested (5)	12%	19%	6%	-	18%	16%	5%	16%	20%	11%	4%	-	10%	13%	15%	13%	12%	15%	14%	13%	8%
		B		**	F	F		J	IJ	J		**			*						
4 (4)	15%	19%	10%	15%	20%	16%	9%	20%	20%	14%	8%	4%	16%	12%	13%	17%	19%	15%	20%	14%	11%
		B		**	F	F		J	J	J		**			*				T		
3 (3)	17%	19%	15%	-	26%	11%	14%	26%	19%	11%	14%	14%	16%	20%	18%	13%	10%	9%	13%	19%	22%
				**	EF			IJ	I			**		OP	*					Q	QR
2 (2)	8%	8%	9%	-	6%	11%	8%	5%	9%	9%	8%	10%	8%	8%	6%	9%	10%	12%	3%	9%	9%
				**								**			*			R		R	R
1 - Not interested at all (1)	48%	35%	60%	85%	30%	45%	63%	33%	32%	55%	65%	72%	49%	47%	49%	49%	48%	49%	49%	46%	50%
		A		**		D	DE			GH	GHI	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	27%	38%	17%	15%	37%	33%	14%	36%	40%	25%	12%	4%	26%	25%	28%	30%	31%	31%	34%	27%	19%
		B		**	F	F		IJ	IJ	J		**			*			T	T		
Not interested (Net)	56%	43%	69%	85%	37%	56%	71%	38%	41%	64%	74%	82%	58%	55%	54%	57%	59%	60%	53%	55%	59%
		A		**		D	DE			GH	GHI	**			*						
Mean	2.3	2.8	1.9	1.5	2.9	2.5	1.8	2.8	2.9	2.2	1.8	1.5	2.3	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.2
		B		**	EF	F		IJ	IJ	J		**			*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_1. If the following were legal where you live, how interested would you be in betting on them? - Professional sports outcomes

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
5 - Extremely interested (5)	12%	20%	10%	11%	13%	18%	13%	8%	3%	12%	13%	11%	17%	13%	12%	15%	12%	11%	17%	11%	8%
		B				GH	H*						*	*	*			*	ST		
4 (4)	15%	23%	11%	13%	16%	19%	14%	12%	8%	13%	17%	11%	31%	17%	12%	16%	14%	16%	23%	12%	10%
		B				GH	*						KMN*	*	*			*	ST		
3 (3)	17%	14%	18%	18%	15%	17%	20%	16%	14%	14%	19%	14%	15%	25%	20%	18%	16%	19%	17%	17%	15%
							*				I		*	K*	*			*			
2 (2)	8%	8%	9%	7%	9%	8%	10%	7%	10%	10%	7%	8%	6%	8%	15%	8%	9%	6%	9%	9%	5%
							*						*	*	L*			*			
1 - Not interested at all (1)	48%	35%	53%	50%	46%	39%	43%	57%	65%	52%	44%	56%	31%	37%	41%	44%	48%	49%	34%	52%	62%
			A				*	EF	EF	J		LMN	*	*	*			*		R	RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	27%	43%	21%	24%	30%	37%	26%	19%	11%	25%	29%	22%	48%	30%	24%	31%	27%	26%	40%	23%	18%
		B				GH	H*	H					KMN*	*	*			*	ST		
Not interested (Net)	56%	43%	61%	58%	55%	46%	54%	65%	74%	61%	51%	64%	37%	45%	55%	52%	58%	55%	43%	61%	67%
			A				*	E	EF	J		LM	*	*	L*			*		R	R
Mean	2.3	2.8	2.2	2.3	2.4	2.7	2.4	2	1.8	2.2	2.5	2.1	3	2.6	2.4	2.5	2.3	2.3	2.8	2.2	2
		B				GH	H*	H			I		KN*	K*	*			*	ST		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_1. If the following were legal where you live, how interested would you be in betting on them? - Professional sports outcomes

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
5 - Extremely interested (5)	12%	16%	20%	11%	4%	-	19%	4%	18%	19%	8%	4%	12%	12%	11%	14%
		D	CD	D		**	G		JK	JK						
4 (4)	15%	20%	20%	14%	8%	4%	20%	7%	20%	19%	12%	7%	13%	18%	13%	16%
		D	D	D		**	G		JK	K						
3 (3)	17%	26%	19%	11%	14%	14%	21%	14%	26%	12%	12%	15%	15%	21%	16%	17%
		CD	C			**	G		IJK					L		
2 (2)	8%	5%	9%	9%	8%	10%	8%	9%	6%	11%	8%	9%	8%	8%	9%	8%
						**				H						
1 - Not interested at all (1)	48%	33%	32%	55%	65%	72%	32%	66%	30%	39%	60%	66%	51%	41%	51%	45%
				AB	ABC	**		F			HI	HI	M			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Interested (Net)	27%	36%	40%	25%	12%	4%	39%	11%	37%	37%	20%	11%	26%	30%	24%	30%
		CD	CD	D		**	G		JK	JK	K					
Not interested (Net)	56%	38%	41%	64%	74%	82%	40%	75%	37%	51%	68%	74%	60%	49%	60%	53%
				AB	ABC	**		F		H	HI	HI	M			
Mean	2.3	2.8	2.9	2.2	1.8	1.5	2.8	1.7	2.9	2.7	2	1.7	2.3	2.5	2.2	2.4
		CD	CD	D		**	G		JK	JK				L		N

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_2. If the following were legal where you live, how interested would you be in betting on them? - College or amateur sport teams from your state

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
5 - Extremely interested (5)	10%	15%	6%	-	15%	15%	2%	10%	20%	8%	2%	-	6%	12%	10%	11%	11%	13%	10%	11%	7%
		B		**	F	F		J	GIJ	J		**		L	*						
4 (4)	11%	17%	5%	-	16%	12%	7%	15%	15%	9%	7%	2%	13%	11%	13%	10%	9%	12%	14%	11%	8%
		B		**	F			J	IJ			**			*						
3 (3)	16%	18%	14%	10%	21%	16%	13%	24%	19%	14%	11%	18%	15%	16%	19%	17%	17%	10%	18%	18%	16%
				**	F			IJ	J			**			*						Q
2 (2)	9%	10%	9%	-	12%	9%	7%	14%	8%	10%	6%	8%	12%	7%	13%	10%	8%	10%	7%	10%	10%
				**	F			J				**	M		*						
1 - Not interested at all (1)	53%	40%	66%	90%	36%	48%	71%	38%	37%	59%	74%	72%	54%	54%	46%	52%	55%	55%	52%	50%	59%
		A		**		D	DE			GH	GHI	**			*						S
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	21%	32%	11%	-	31%	27%	9%	25%	36%	17%	9%	2%	19%	23%	22%	21%	20%	24%	24%	22%	15%
		B		**	F	F		J	GIJ	J		**			*			T	T		
Not interested (Net)	63%	49%	75%	90%	48%	57%	78%	52%	45%	69%	80%	80%	66%	61%	59%	62%	63%	65%	58%	60%	69%
			A	**		D	DE			GH	GHI	**			*						RS
Mean	2.2	2.6	1.8	1.2	2.6	2.4	1.6	2.5	2.7	2	1.6	1.5	2.1	2.2	2.3	2.2	2.1	2.2	2.2	2.2	1.9
		B		**	EF	F		IJ	IJ	J		**			*				T	T	

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_2. If the following were legal where you live, how interested would you be in betting on them? - College or amateur sport teams from your state

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
5 - Extremely interested (5)	10%	20%	6%	9%	11%	15%	8%	8%	1%	10%	11%	8%	18%	13%	8%	11%	10%	10%	16%	8%	7%
		B				GH	H*	H					K*	*	*			*	ST		
4 (4)	11%	14%	10%	10%	12%	15%	9%	6%	8%	12%	10%	10%	22%	11%	7%	15%	9%	9%	18%	8%	6%
						GH	*						KN*	*	*	P		*	ST		
3 (3)	16%	19%	15%	16%	16%	17%	22%	15%	12%	14%	18%	14%	19%	19%	23%	18%	15%	20%	18%	16%	14%
							H*						*	*	K*			*			
2 (2)	9%	10%	9%	10%	9%	9%	11%	11%	8%	8%	10%	7%	11%	13%	17%	8%	10%	9%	7%	11%	6%
							*						*	K*	K*			*			
1 - Not interested at all (1)	53%	37%	60%	55%	52%	44%	49%	61%	72%	56%	51%	62%	31%	43%	45%	47%	56%	52%	40%	56%	67%
			A				*	E	EFG			LMN	*	*	L*		O	*		R	RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	21%	34%	16%	19%	23%	30%	17%	13%	9%	21%	21%	17%	40%	24%	15%	27%	19%	19%	34%	16%	13%
			B			FGH	H*						KMN*	*	*	P		*	ST		
Not interested (Net)	63%	47%	69%	64%	61%	53%	60%	71%	80%	64%	61%	69%	41%	57%	62%	56%	65%	61%	48%	68%	73%
			A				*	E	EF			LM	*	L*	L*		O	*		R	R
Mean	2.2	2.7	1.9	2.1	2.2	2.5	2.2	1.9	1.6	2.1	2.2	1.9	2.9	2.4	2.2	2.4	2.1	2.2	2.6	2	1.8
		B				GH	H*	H					KMN*	K*	*	P		*	ST		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_2. If the following were legal where you live, how interested would you be in betting on them? - College or amateur sport teams from your state

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
5 - Extremely interested (5)	10%	10%	20%	8%	2%	-	17%	2%	15%	17%	6%	2%	10%	10%	10%	10%
		D	ACD	D		**	G		JK	JK	K					
4 (4)	11%	15%	15%	9%	7%	2%	15%	6%	16%	13%	8%	7%	9%	15%	10%	12%
		D	CD			**	G		JK	K				L		
3 (3)	16%	24%	19%	14%	11%	18%	21%	12%	21%	18%	14%	11%	14%	22%	13%	19%
		CD	D			**	G		K	K				L		N
2 (2)	9%	14%	8%	10%	6%	8%	10%	6%	12%	9%	7%	7%	9%	10%	9%	9%
		D				**										
1 - Not interested at all (1)	53%	38%	37%	59%	74%	72%	37%	74%	36%	43%	65%	73%	58%	43%	58%	50%
				AB	ABC	**		F			HI	HI	M		O	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Interested (Net)	21%	25%	36%	17%	9%	2%	32%	9%	31%	30%	13%	9%	19%	25%	20%	22%
		D	ACD	D		**	G		JK	JK						
Not interested (Net)	63%	52%	45%	69%	80%	80%	47%	80%	48%	52%	73%	80%	67%	53%	67%	59%
				AB	ABC	**		F			HI	HI	M		O	
Mean	2.2	2.5	2.7	2	1.6	1.5	2.6	1.6	2.6	2.5	1.8	1.6	2	2.4	2.1	2.2
		CD	CD	D		**	G		JK	JK	K			L		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_3. If the following were legal where you live, how interested would you be in betting on them? - College or amateur sport teams from other states

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
5 - Extremely interested (5)	9%	13%	4%	-	13%	14%	1%	6%	20%	6%	1%	-	7%	9%	8%	9%	10%	11%	9%	10%	4%
		B		**	F	F		J	GIJ	J		**			*			T		T	
4 (4)	12%	19%	6%	-	19%	12%	7%	21%	17%	8%	5%	7%	12%	13%	15%	11%	9%	16%	13%	12%	8%
		B		**	EF	F		IJ	IJ			**			*			T			
3 (3)	15%	18%	13%	10%	19%	15%	13%	18%	18%	15%	11%	21%	15%	15%	12%	16%	18%	8%	16%	19%	15%
		B		**					J			**			*				Q	Q	
2 (2)	10%	9%	10%	-	11%	11%	8%	10%	10%	12%	8%	12%	10%	9%	11%	10%	10%	9%	9%	9%	12%
				**								**			*						
1 - Not interested at all (1)	54%	40%	67%	90%	38%	48%	71%	45%	35%	59%	75%	60%	56%	54%	53%	53%	53%	55%	52%	51%	61%
			A	**		D	DE			GH	GHI	**			*						S
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	21%	32%	10%	-	32%	26%	8%	27%	37%	14%	6%	7%	18%	22%	23%	20%	19%	27%	22%	22%	12%
		B		**	F	F		IJ	IJ	J		**			*			T	T	T	
Not interested (Net)	64%	49%	78%	90%	49%	59%	79%	55%	45%	71%	83%	72%	67%	63%	64%	63%	63%	64%	62%	60%	73%
			A	**		D	DE			GH	GHI	**			*						RS
Mean	2.1	2.6	1.7	1.2	2.6	2.3	1.6	2.3	2.8	1.9	1.5	1.7	2	2.1	2.1	2.1	2.1	2.2	2.2	2.2	1.8
		B		**	F	F		IJ	GIJ	J		**			*			T	T	T	

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
 Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
 Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_3. If the following were legal where you live, how interested would you be in betting on them? - College or amateur sport teams from other states

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
5 - Extremely interested (5)	9%	17%	5%	7%	10%	13%	6%	5%	1%	9%	8%	7%	16%	9%	6%	10%	10%	4%	15%	6%	4%
		B				GH	H*	H					KN*	*	*			*	ST		
4 (4)	12%	17%	10%	12%	12%	16%	7%	9%	7%	10%	14%	9%	25%	14%	13%	14%	11%	14%	18%	10%	8%
		B				FGH	*						KN*	*	*			*	ST		
3 (3)	15%	18%	14%	14%	17%	17%	26%	13%	9%	15%	15%	13%	19%	21%	13%	18%	13%	19%	17%	16%	10%
						H	GH*						*	*	*			*			
2 (2)	10%	10%	9%	11%	8%	9%	11%	10%	10%	9%	11%	8%	10%	13%	17%	9%	11%	5%	10%	11%	6%
							*						*	*	K*			*			T
1 - Not interested at all (1)	54%	37%	61%	56%	52%	44%	49%	63%	73%	57%	52%	63%	30%	43%	51%	49%	56%	57%	40%	57%	72%
			A				*	E	EFG			LMN	*	*	L*			*		R	RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	21%	35%	15%	19%	22%	29%	13%	15%	8%	19%	22%	16%	41%	23%	19%	24%	20%	19%	33%	16%	13%
		B				FGH	*	H					KMN*	*	*			*	ST		
Not interested (Net)	64%	47%	71%	67%	61%	54%	61%	72%	83%	65%	63%	71%	40%	56%	69%	58%	67%	63%	49%	68%	77%
			A				*	E	EFG			LM	*	L*	L*		O	*		R	RS
Mean	2.1	2.7	1.9	2	2.2	2.4	2.1	1.9	1.5	2.1	2.2	1.9	2.9	2.3	2	2.3	2.1	2	2.6	2	1.7
		B				GH	H*	H					KMN*	K*	*			*	ST	T	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_3. If the following were legal where you live, how interested would you be in betting on them? - College or amateur sport teams from other states

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
5 - Extremely interested (5)	9%	6%	20%	6%	1%	-	15%	1%	13%	16%	4%	1%	8%	9%	7%	10%
		D	ACD	D		**	G		JK	JK						
4 (4)	12%	21%	17%	8%	5%	7%	18%	5%	19%	15%	8%	5%	11%	15%	11%	13%
		CD	CD			**	G		JK	JK						
3 (3)	15%	18%	18%	15%	11%	21%	18%	12%	19%	17%	14%	11%	13%	22%	14%	16%
			D			**	G		K					L		
2 (2)	10%	10%	10%	12%	8%	12%	10%	8%	11%	10%	8%	10%	10%	9%	11%	9%
						**										
1 - Not interested at all (1)	54%	45%	35%	59%	75%	60%	39%	74%	38%	43%	66%	74%	59%	45%	56%	52%
				AB	ABC	**		F			HI	HI	M			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Interested (Net)	21%	27%	37%	14%	6%	7%	33%	6%	32%	31%	12%	6%	19%	24%	19%	22%
		CD	CD	D		**	G		JK	JK	K					
Not interested (Net)	64%	55%	45%	71%	83%	72%	48%	82%	49%	52%	74%	83%	69%	54%	67%	61%
				AB	ABC	**		F			HI	HIJ	M			
Mean	2.1	2.3	2.8	1.9	1.5	1.7	2.6	1.5	2.6	2.5	1.8	1.5	2	2.4	2	2.2
		CD	ACD	D		**	G		JK	JK	K			L		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_4. If the following were legal where you live, how interested would you be in betting on them? - In-game sports events (coin toss, specific plays, etc.)

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
5 - Extremely interested (5)	9%	13%	4%	-	15%	13%	1%	11%	18%	5%	1%	-	7%	9%	9%	9%	9%	11%	7%	11%	5%
		B		**	F	F		IJ	IJ	J		**			*			T		T	
4 (4)	10%	14%	6%	-	14%	13%	4%	13%	17%	8%	3%	2%	10%	9%	16%	11%	9%	10%	13%	9%	9%
		B		**	F	F		J	IJ	J		**			*						
3 (3)	16%	17%	14%	-	22%	14%	12%	23%	19%	13%	11%	3%	16%	17%	14%	13%	13%	14%	14%	15%	19%
				**	EF			IJ	J			**			*						
2 (2)	10%	11%	9%	-	12%	9%	9%	14%	9%	10%	8%	13%	10%	10%	7%	10%	11%	8%	12%	11%	8%
				**								**			*						
1 - Not interested at all (1)	56%	43%	67%	100%	36%	51%	75%	39%	37%	64%	77%	81%	57%	55%	53%	56%	58%	58%	54%	54%	59%
			A	**		D	DE			GH	GHI	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	19%	28%	10%	-	29%	26%	5%	24%	36%	13%	4%	2%	17%	18%	25%	20%	18%	21%	20%	20%	14%
		B		**	F	F		IJ	GIJ	J		**			*						
Not interested (Net)	66%	55%	76%	100%	49%	60%	83%	52%	46%	74%	85%	95%	67%	65%	61%	66%	69%	65%	66%	65%	67%
			A	**		D	DE			GH	GHI	**			*						
Mean	2.1	2.4	1.7	1	2.6	2.3	1.5	2.4	2.7	1.8	1.4	1.3	2	2.1	2.2	2.1	2	2.1	2.1	2.1	1.9
		B		**	EF	F		IJ	IJ	J		**			*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_4. If the following were legal where you live, how interested would you be in betting on them? - In-game sports events (coin toss, specific plays, etc.)

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
5 - Extremely interested (5)	9%	17%	5%	7%	11%	14%	9%	3%	0%	9%	8%	6%	21%	9%	8%	10%	9%	7%	15%	6%	5%
		B			C	GH	H*	H					KMN*	*	*			*	ST		
4 (4)	10%	15%	8%	9%	11%	13%	12%	8%	4%	11%	9%	9%	19%	11%	3%	11%	9%	14%	16%	8%	7%
		B				H	H*						KN*	*	*			*	ST		
3 (3)	16%	19%	14%	17%	13%	17%	18%	15%	10%	11%	20%	12%	15%	27%	19%	19%	14%	14%	17%	14%	15%
						H	*				I		*	K*	*			*			
2 (2)	10%	8%	11%	10%	10%	9%	12%	10%	11%	11%	9%	9%	7%	12%	20%	8%	12%	9%	9%	11%	8%
							*						*	*	KL*			*			
1 - Not interested at all (1)	56%	42%	61%	57%	55%	46%	49%	64%	74%	58%	54%	64%	39%	40%	49%	52%	57%	56%	43%	60%	65%
			A				*	EF	EFG			LMN	*	*	*			*		R	R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	19%	32%	14%	16%	22%	27%	21%	12%	4%	20%	18%	15%	39%	20%	11%	21%	18%	21%	31%	14%	12%
		B			C	GH	H*	H					KMN*	*	*			*	ST		
Not interested (Net)	66%	49%	72%	67%	65%	56%	61%	74%	86%	69%	62%	73%	46%	53%	70%	61%	68%	65%	52%	72%	73%
			A				*	EF	EFG	J		LM	*	*	LM*		O	*		R	R
Mean	2.1	2.6	1.9	2	2.1	2.4	2.2	1.8	1.4	2	2.1	1.8	2.8	2.4	2	2.2	2	2.1	2.5	1.9	1.8
		B				GH	GH*	H					KN*	K*	*			*	ST		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_4. If the following were legal where you live, how interested would you be in betting on them? - In-game sports events (coin toss, specific plays, etc.)

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
5 - Extremely interested (5)	9%	11%	18%	5%	1%	-	16%	1%	15%	15%	3%	1%	8%	9%	7%	10%
		CD	CD	D		**	G		JK	JK						
4 (4)	10%	13%	17%	8%	3%	2%	16%	3%	14%	15%	6%	4%	9%	13%	10%	10%
		D	CD	D		**	G		JK	JK						
3 (3)	16%	23%	19%	13%	11%	3%	20%	10%	22%	17%	12%	9%	14%	20%	16%	15%
		CD	D			**	G		JK	K				L		
2 (2)	10%	14%	9%	10%	8%	13%	11%	8%	12%	9%	8%	10%	10%	9%	10%	10%
						**										
1 - Not interested at all (1)	56%	39%	37%	64%	77%	81%	37%	77%	36%	44%	71%	76%	59%	49%	57%	55%
				AB	ABC	**		F			HI	HI	M			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Interested (Net)	19%	24%	36%	13%	4%	2%	32%	4%	29%	30%	9%	5%	17%	22%	17%	20%
		CD	ACD	D		**	G		JK	JK						
Not interested (Net)	66%	52%	46%	74%	85%	95%	48%	86%	49%	52%	79%	86%	69%	58%	68%	64%
				AB	ABC	**		F			HI	HI	M			
Mean	2.1	2.4	2.7	1.8	1.4	1.3	2.6	1.4	2.6	2.5	1.6	1.4	2	2.3	2	2.1
		CD	CD	D		**	G		JK	JK				L		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_5. If the following were legal where you live, how interested would you be in betting on them? - Entertainment events (like the Oscars)

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
5 - Extremely interested (5)	7%	8%	6%	-	7%	12%	2%	5%	16%	3%	2%	5%	6%	8%	3%	6%	7%	10%	6%	7%	4%
				**	F	F			GIJ			**			*			T			
4 (4)	12%	16%	8%	29%	22%	12%	3%	18%	20%	6%	4%	2%	12%	10%	13%	13%	12%	12%	8%	12%	14%
		B		**	EF	F		IJ	IJ			**			*						
3 (3)	14%	14%	14%	-	26%	12%	8%	29%	15%	14%	6%	2%	17%	15%	13%	11%	9%	13%	10%	17%	15%
				**	EF			HIJ	J	J		**	OP		*						R
2 (2)	10%	12%	9%	-	11%	13%	8%	10%	11%	12%	8%	16%	8%	11%	8%	10%	12%	12%	10%	12%	6%
				**								**			*						
1 - Not interested at all (1)	57%	51%	63%	71%	35%	52%	79%	38%	38%	65%	80%	76%	57%	55%	63%	61%	59%	53%	65%	53%	61%
		A	**		D	DE			GH	GHI	**			*				QS			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	18%	23%	14%	29%	29%	24%	5%	23%	36%	9%	6%	7%	18%	19%	16%	18%	20%	22%	15%	19%	18%
		B		**	F	F		IJ	GIJ			**			*						
Not interested (Net)	68%	63%	72%	71%	45%	64%	87%	48%	49%	77%	88%	92%	65%	66%	71%	71%	71%	65%	76%	64%	68%
		A		**		D	DE			GH	GHI	**			*				QS		
Mean	2	2.2	1.9	1.9	2.6	2.2	1.4	2.4	2.6	1.7	1.4	1.4	2	2.1	1.8	1.9	2	2.1	1.8	2.1	1.9
		B		**	EF	F		IJ	IJ	J		**			*			R		R	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_5. If the following were legal where you live, how interested would you be in betting on them? - Entertainment events (like the Oscars)

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
5 - Extremely interested (5)	7%	13%	4%	5%	9%	10%	13%	3%	1%	8%	5%	6%	14%	8%	0%	7%	8%	4%	17%	3%	3%
		B				GH	GH*						KN*	N*	*			*	ST		
4 (4)	12%	20%	8%	11%	13%	15%	12%	11%	4%	11%	13%	8%	25%	14%	12%	13%	11%	13%	16%	11%	5%
		B				H	H*	H					KN*	*	*			*	T	T	
3 (3)	14%	18%	13%	15%	14%	17%	15%	16%	6%	11%	18%	10%	20%	23%	20%	12%	17%	8%	18%	13%	10%
						H	H*	H			I		K*	K*	K*		Q	*	T		
2 (2)	10%	11%	10%	11%	10%	9%	13%	12%	10%	11%	9%	10%	8%	10%	15%	9%	12%	9%	9%	12%	9%
							*						*	*	*			*			
1 - Not interested at all (1)	57%	38%	65%	59%	56%	49%	48%	59%	79%	60%	55%	65%	33%	45%	53%	59%	53%	66%	41%	61%	74%
			A				*	E	EFG			LMN	*	*	L*			P*		R	RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	18%	33%	13%	16%	21%	24%	25%	14%	5%	19%	18%	15%	39%	22%	12%	20%	18%	17%	33%	14%	8%
		B				GH	GH*	H					KMN*	*	*			*	ST	T	
Not interested (Net)	68%	49%	75%	70%	65%	59%	61%	70%	89%	71%	64%	76%	41%	55%	68%	68%	65%	75%	49%	73%	82%
			A				*	E	EFG			LM	*	*	L*			*		R	RS
Mean	2	2.6	1.8	1.9	2.1	2.3	2.3	1.9	1.4	2	2	1.8	2.8	2.3	1.9	2	2.1	1.8	2.6	1.8	1.5
		B				GH	GH*	H					KMN*	K*	*			*	ST	T	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_5. If the following were legal where you live, how interested would you be in betting on them? - Entertainment events (like the Oscars)

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
5 - Extremely interested (5)	7%	5%	16%	3%	2%	5%	12%	3%	7%	16%	1%	3%	6%	9%	6%	8%
			ACD			**	G		J	HJK						
4 (4)	12%	18%	20%	6%	4%	2%	19%	4%	22%	15%	5%	3%	10%	15%	12%	11%
		CD	CD			**	G		JK	JK						
3 (3)	14%	29%	15%	14%	6%	2%	20%	5%	26%	11%	11%	6%	15%	13%	14%	14%
		BCD	D	D		**	G		IJK	K						
2 (2)	10%	10%	11%	12%	8%	16%	10%	9%	11%	11%	10%	9%	10%	12%	11%	9%
						**										
1 - Not interested at all (1)	57%	38%	38%	65%	80%	76%	38%	80%	35%	46%	73%	79%	60%	52%	57%	57%
				AB	ABC	**		F		H	HI	HI	M			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Interested (Net)	18%	23%	36%	9%	6%	7%	31%	6%	29%	31%	6%	6%	16%	24%	18%	19%
		CD	ACD			**	G		JK	JK				L		
Not interested (Net)	68%	48%	49%	77%	88%	92%	49%	88%	45%	57%	83%	88%	69%	63%	69%	67%
				AB	ABC	**		F		H	HI	HI				
Mean	2	2.4	2.6	1.7	1.4	1.4	2.6	1.4	2.6	2.4	1.5	1.4	1.9	2.2	2	2
		CD	CD	D		**	G		JK	JK				L		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_6. If the following were legal where you live, how interested would you be in betting on them? - Political races

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
5 - Extremely interested (5)	8%	10%	6%	-	12%	7%	6%	9%	12%	4%	5%	11%	7%	10%	7%	6%	6%	9%	6%	9%	6%
		B		**	F				IJ			**			*						
4 (4)	12%	14%	9%	29%	18%	12%	6%	19%	16%	7%	7%	4%	11%	13%	11%	10%	9%	15%	11%	11%	10%
		B		**	F	F		IJ	IJ			**			*						
3 (3)	13%	16%	11%	-	18%	15%	8%	19%	18%	12%	7%	9%	14%	12%	10%	15%	18%	13%	11%	15%	13%
		B		**	F	F		J	J			**			*						
2 (2)	10%	12%	8%	5%	12%	10%	8%	11%	12%	10%	7%	9%	11%	9%	15%	11%	8%	8%	11%	11%	10%
				**								**			*						
1 - Not interested at all (1)	57%	48%	66%	66%	40%	55%	72%	42%	42%	66%	73%	67%	57%	56%	57%	58%	59%	54%	60%	54%	61%
		A		**		D	DE			GH	GH	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	19%	24%	15%	29%	30%	19%	12%	28%	28%	11%	13%	15%	18%	23%	18%	16%	15%	24%	18%	19%	17%
		B		**	EF	F		IJ	IJ			**		OP	*						
Not interested (Net)	67%	60%	74%	71%	52%	65%	80%	53%	54%	77%	80%	76%	68%	65%	72%	69%	67%	62%	71%	66%	71%
		A		**		D	DE			GH	GH	**			*						
Mean	2	2.3	1.8	1.9	2.5	2.1	1.7	2.4	2.4	1.7	1.7	1.8	2	2.1	2	1.9	1.9	2.2	1.9	2.1	1.9
		B		**	EF	F		IJ	IJ			**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_6. If the following were legal where you live, how interested would you be in betting on them? - Political races

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
5 - Extremely interested (5)	8%	12%	6%	8%	8%	10%	12%	4%	5%	8%	8%	8%	12%	9%	1%	10%	8%	4%	15%	5%	4%
		B					GH*					N	N*	N*	*			*	ST		
4 (4)	12%	20%	8%	10%	13%	16%	9%	7%	6%	13%	10%	10%	13%	17%	11%	16%	10%	11%	16%	10%	8%
		B				GH	*						*	*	*	P		*	ST		
3 (3)	13%	18%	12%	12%	15%	14%	17%	15%	9%	11%	16%	10%	19%	16%	21%	13%	13%	16%	16%	15%	6%
		B					*						K*	*	K*			*	T	T	
2 (2)	10%	12%	9%	11%	9%	11%	11%	8%	9%	11%	9%	9%	10%	12%	14%	8%	13%	9%	10%	10%	9%
							*						*	*	*		O	*			
1 - Not interested at all (1)	57%	38%	64%	60%	54%	49%	51%	65%	71%	57%	58%	63%	46%	46%	53%	54%	55%	60%	43%	60%	72%
			A				*	EF	EF			LM	*	*	*			*		R	RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	19%	32%	15%	17%	21%	25%	21%	12%	11%	21%	18%	18%	25%	26%	12%	25%	18%	15%	32%	14%	13%
		B				GH	H*						N*	N*	*	PQ		*	ST		
Not interested (Net)	67%	51%	74%	71%	64%	61%	62%	74%	80%	68%	67%	72%	56%	58%	67%	61%	69%	69%	53%	71%	82%
		A	D				*	E	EF			LM	*	*	*			*		R	RS
Mean	2	2.5	1.8	1.9	2.1	2.2	2.2	1.8	1.6	2	2	1.9	2.3	2.3	1.9	2.2	2	1.9	2.5	1.9	1.6
		B				GH	GH*						KN*	K*	*			*	ST	T	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_6. If the following were legal where you live, how interested would you be in betting on them? - Political races

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
5 - Extremely interested (5)	8%	9%	12%	4%	5%	11%	11%	6%	12%	10%	4%	6%	7%	11%	8%	7%
			CD			**	G		JK	J				L		
4 (4)	12%	19%	16%	7%	7%	4%	17%	7%	18%	14%	5%	8%	12%	10%	10%	13%
		CD	CD			**	G		JK	J						
3 (3)	13%	19%	18%	12%	7%	9%	18%	7%	18%	17%	9%	9%	11%	19%	12%	14%
		D	D			**	G		JK	JK				L		
2 (2)	10%	11%	12%	10%	7%	9%	12%	7%	12%	12%	9%	7%	10%	11%	10%	10%
						**										
1 - Not interested at all (1)	57%	42%	42%	66%	73%	67%	42%	72%	40%	48%	73%	71%	61%	49%	60%	55%
				AB	AB	**		F			HI	HI	M			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Interested (Net)	19%	28%	28%	11%	13%	15%	28%	13%	30%	23%	9%	14%	19%	21%	18%	20%
		CD	CD			**	G		JK	JK						
Not interested (Net)	67%	53%	54%	77%	80%	76%	54%	80%	52%	60%	82%	77%	71%	60%	70%	65%
				AB	AB	**		F			HI	HI	M			
Mean	2	2.4	2.4	1.7	1.7	1.8	2.4	1.7	2.5	2.2	1.6	1.7	1.9	2.2	2	2.1
		CD	CD			**	G		JK	JK				L		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_7. If the following were legal where you live, how interested would you be in betting on them? - Celebrity deaths

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
5 - Extremely interested (5)	3%	5%	1%	-	4%	6%	1%	3%	7%	1%	1%	-	3%	4%	3%	3%	2%	4%	2%	5%	2%
		B		**	F	F			IJ			**			*						
4 (4)	8%	11%	5%	-	14%	11%	1%	13%	14%	6%	1%	-	10%	8%	8%	7%	7%	12%	6%	8%	6%
		B		**	F	F		IJ	IJ	J		**			*						
3 (3)	11%	13%	10%	-	17%	13%	6%	21%	15%	8%	5%	2%	14%	10%	10%	11%	12%	8%	10%	14%	11%
				**	F	F		IJ	IJ			**			*						
2 (2)	10%	11%	9%	-	13%	11%	6%	10%	14%	8%	6%	9%	9%	12%	10%	8%	7%	11%	7%	9%	12%
				**	F				IJ			**			*						
1 - Not interested at all (1)	68%	60%	74%	100%	52%	60%	86%	52%	49%	76%	86%	90%	64%	67%	68%	70%	71%	65%	74%	65%	69%
		A		**			DE			GH	GHI	**			*				S		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	11%	17%	7%	-	18%	16%	2%	17%	21%	8%	2%	-	13%	12%	11%	10%	9%	16%	8%	13%	8%
		B		**	F	F		IJ	IJ	J		**			*			RT			
Not interested (Net)	77%	71%	83%	100%	65%	70%	92%	62%	63%	84%	93%	98%	73%	79%	78%	79%	79%	76%	81%	73%	81%
		A		**			DE			GH	GHI	**			*						
Mean	1.7	1.9	1.5	1	2.1	1.9	1.2	2.1	2.2	1.5	1.2	1.1	1.8	1.7	1.7	1.6	1.6	1.8	1.6	1.8	1.6
		B		**	F	F		IJ	IJ	J		**			*					R	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

 Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

 Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_7. If the following were legal where you live, how interested would you be in betting on them? - Celebrity deaths

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
5 - Extremely interested (5)	3%	7%	2%	3%	3%	5%	3%	2%	0%	3%	3%	3%	8%	4%	-	5%	3%	2%	7%	1%	2%
		B				H	*						KN*	*	*			*			ST
4 (4)	8%	17%	5%	8%	9%	11%	9%	7%	1%	8%	8%	7%	11%	13%	7%	11%	8%	5%	15%	6%	4%
		B				H	H*	H					*	K*	*			*		ST	
3 (3)	11%	15%	10%	13%	10%	13%	10%	15%	4%	11%	12%	9%	22%	10%	15%	11%	9%	16%	17%	9%	9%
						H	*	H					KM*	*	*			*	ST		
2 (2)	10%	10%	10%	11%	8%	10%	10%	10%	9%	8%	11%	8%	7%	17%	13%	9%	9%	13%	11%	9%	8%
							*						*	KL*	*			*			
1 - Not interested at all (1)	68%	52%	74%	65%	70%	61%	67%	66%	85%	69%	66%	73%	52%	57%	65%	63%	71%	64%	50%	75%	76%
			A				*		EFG			LM	*	*	*	O	*			R	R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	11%	23%	7%	11%	12%	16%	12%	8%	2%	12%	11%	9%	19%	16%	7%	16%	10%	8%	22%	7%	6%
		B				GH	H*	H					KN*	K*	*	PQ		*	ST		
Not interested (Net)	77%	62%	83%	76%	78%	70%	78%	77%	94%	78%	77%	81%	59%	74%	78%	73%	80%	76%	61%	84%	85%
			A				*		EFG			L	*	L*	L*	O	*			R	R
Mean	1.7	2.2	1.5	1.7	1.7	1.9	1.7	1.7	1.2	1.7	1.7	1.6	2.2	1.9	1.6	1.9	1.6	1.7	2.2	1.5	1.5
		B				GH	H*	H					KN*	K*	*	P		*	ST		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_7. If the following were legal where you live, how interested would you be in betting on them? - Celebrity deaths

| | Total | Generation | | | | | Generation 2 | | Age | | | | Price Expectation Next Five Years | | Sustainability vs. Economic Growth | |
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
5 - Extremely interested (5)	3%	3%	7%	1%	1%	-	6%	1%	4%	8%	2%	-	3%	4%	3%	4%
			CD			**	G		K	JK						
4 (4)	8%	13%	14%	6%	1%	-	14%	1%	14%	14%	2%	1%	7%	11%	7%	9%
		CD	CD	D		**	G		JK	JK						
3 (3)	11%	21%	15%	8%	5%	2%	17%	5%	17%	16%	6%	5%	10%	14%	9%	13%
		CD	CD			**	G		JK	JK						
2 (2)	10%	10%	14%	8%	6%	9%	13%	7%	13%	11%	7%	6%	9%	12%	10%	9%
			CD			**	G		K							
1 - Not interested at all (1)	68%	52%	49%	76%	86%	90%	50%	87%	52%	51%	82%	87%	71%	59%	71%	65%
				AB	ABC	**		F			HI	HI	M			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Interested (Net)	11%	17%	21%	8%	2%	-	20%	2%	18%	21%	4%	1%	10%	15%	10%	13%
		CD	CD	D		**	G		JK	JK						
Not interested (Net)	77%	62%	63%	84%	93%	98%	63%	93%	65%	63%	90%	93%	80%	71%	81%	74%
				AB	ABC	**		F			HI	HI	M		O	
Mean	1.7	2.1	2.2	1.5	1.2	1.1	2.1	1.2	2.1	2.1	1.3	1.2	1.6	1.9	1.6	1.8
		CD	CD	D		**	G		JK	JK				L		N

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_8. If the following were legal where you live, how interested would you be in betting on them? - Anything someone can make odds on

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
5 - Extremely interested (5)	5%	9%	2%	-	8%	8%	1%	6%	11%	3%	1%	-	5%	5%	8%	5%	4%	6%	7%	6%	2%
		B		**	F	F		J	IJ			**			*			T	T	T	
4 (4)	11%	15%	6%	29%	20%	12%	2%	24%	16%	6%	2%	-	10%	11%	14%	12%	10%	15%	6%	11%	11%
		B		**	EF	F		IJ	IJ	J		**			*			R		R	
3 (3)	17%	18%	16%	-	28%	17%	9%	21%	26%	12%	10%	10%	21%	17%	13%	14%	14%	17%	15%	19%	15%
				**	EF	F		IJ	IJ			**	OP		*						
2 (2)	12%	13%	12%	-	16%	11%	11%	17%	11%	13%	10%	9%	11%	13%	11%	13%	14%	10%	12%	12%	15%
				**								**			*						
1 - Not interested at all (1)	55%	46%	63%	71%	28%	52%	77%	31%	37%	66%	76%	80%	54%	54%	54%	57%	58%	52%	60%	52%	57%
		A		**		D	DE			GH	GHI	**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	16%	24%	8%	29%	28%	20%	3%	31%	27%	9%	3%	-	14%	16%	22%	17%	15%	21%	12%	17%	13%
		B		**	EF	F		IJ	IJ	J		**			*			RT			
Not interested (Net)	67%	58%	76%	71%	44%	63%	87%	48%	47%	79%	87%	90%	65%	67%	65%	69%	72%	62%	72%	64%	72%
		A		**		D	DE			GH	GHI	**			*				Q		
Mean	2	2.3	1.7	1.9	2.6	2.1	1.4	2.6	2.5	1.7	1.4	1.3	2	2	2.1	2	1.9	2.1	1.9	2.1	1.9
		B		**	EF	F		IJ	IJ	J		**			*			T			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6_8. If the following were legal where you live, how interested would you be in betting on them? - Anything someone can make odds on

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
5 - Extremely interested (5)	5%	9%	4%	4%	6%	8%	7%	2%	0%	5%	5%	4%	10%	6%	2%	7%	5%	4%	11%	3%	2%
		B				GH	GH*						KN*	*	*			*		ST	
4 (4)	11%	18%	8%	12%	10%	15%	9%	11%	1%	9%	13%	7%	23%	14%	13%	10%	10%	15%	15%	9%	8%
		B				H	H*	H					K*	K*	*			*		ST	
3 (3)	17%	21%	15%	18%	16%	18%	20%	18%	11%	17%	17%	14%	23%	22%	22%	18%	16%	17%	20%	16%	12%
		B				H	H*						K*	K*	K*			*	T		
2 (2)	12%	12%	12%	12%	13%	13%	13%	14%	8%	11%	13%	10%	11%	19%	14%	11%	15%	9%	11%	14%	10%
							*						*	K*	*			*			
1 - Not interested at all (1)	55%	40%	60%	54%	55%	45%	50%	56%	79%	58%	52%	64%	33%	39%	49%	53%	55%	56%	43%	57%	67%
			A				*	E	EFG			LMN	*	*	L*			*		R	RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Interested (Net)	16%	26%	12%	16%	16%	23%	16%	12%	2%	14%	18%	12%	34%	20%	15%	18%	14%	18%	26%	12%	10%
		B				GH	H*	H					KMN*	K*	*			*	ST		
Not interested (Net)	67%	52%	73%	66%	68%	58%	64%	70%	88%	69%	65%	75%	44%	58%	63%	64%	70%	64%	54%	71%	77%
			A				*	E	EFG			LMN	*	*	L*			*		R	R
Mean	2	2.4	1.8	2	2	2.3	2.1	1.9	1.3	1.9	2.1	1.8	2.7	2.3	2	2.1	1.9	2	2.4	1.9	1.7
		B				GH	H*	H					KMN*	K*	K*			*	ST		

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

6_8. If the following were legal where you live, how interested would you be in betting on them? - Anything someone can make odds on

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
5 - Extremely interested (5)	5%	6%	11%	3%	1%	-	9%	1%	8%	10%	2%	1%	6%	4%	4%	6%
		D	CD			**	G		JK	JK						
4 (4)	11%	24%	16%	6%	2%	-	19%	2%	20%	15%	5%	1%	10%	13%	10%	11%
		CD	CD	D		**	G		JK	JK	K					
3 (3)	17%	21%	26%	12%	10%	10%	24%	10%	28%	19%	11%	9%	15%	22%	16%	18%
		CD	CD			**	G		IJK	JK				L		
2 (2)	12%	17%	11%	13%	10%	9%	13%	10%	16%	10%	12%	12%	12%	13%	15%	10%
						**										O
1 - Not interested at all (1)	55%	31%	37%	66%	76%	80%	34%	77%	28%	47%	70%	78%	58%	48%	55%	55%
				AB	ABC	**		F		H	HI	HI	M			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Interested (Net)	16%	31%	27%	9%	3%	-	28%	3%	28%	25%	7%	1%	15%	17%	14%	17%
		CD	CD	D		**	G		JK	JK	K					
Not interested (Net)	67%	48%	47%	79%	87%	90%	48%	87%	44%	57%	82%	90%	70%	61%	70%	65%
				AB	ABC	**		F		H	HI	HIJ	M			
Mean	2	2.6	2.5	1.7	1.4	1.3	2.6	1.4	2.6	2.3	1.6	1.3	1.9	2.1	1.9	2
		CD	CD	D		**	G		IJK	JK	K					

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Interested Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Professional sports outcomes	27%	38%	17%	15%	37%	33%	14%	36%	40%	25%	12%	4%	26%	25%	28%	30%	31%	31%	34%	27%	19%
		B		**	F	F		IJ	IJ	J		**			*			T	T		
College or amateur sport teams from your state	21%	32%	11%	-	31%	27%	9%	25%	36%	17%	9%	2%	19%	23%	22%	21%	20%	24%	24%	22%	15%
		B		**	F	F		J	GIJ	J		**			*			T	T		
College or amateur sport teams from other states	21%	32%	10%	-	32%	26%	8%	27%	37%	14%	6%	7%	18%	22%	23%	20%	19%	27%	22%	22%	12%
		B		**	F	F		IJ	IJ	J		**			*			T	T	T	
In-game sports events (coin toss, specific plays, etc.)	19%	28%	10%	-	29%	26%	5%	24%	36%	13%	4%	2%	17%	18%	25%	20%	18%	21%	20%	20%	14%
		B		**	F	F		IJ	GIJ	J		**			*						
Entertainment events (like the Oscars)	18%	23%	14%	29%	29%	24%	5%	23%	36%	9%	6%	7%	18%	19%	16%	18%	20%	22%	15%	19%	18%
		B		**	F	F		IJ	GIJ			**			*						
Political races	19%	24%	15%	29%	30%	19%	12%	28%	28%	11%	13%	15%	18%	23%	18%	16%	15%	24%	18%	19%	17%
		B		**	EF	F		IJ	IJ			**		OP	*						
Celebrity deaths	11%	17%	7%	-	18%	16%	2%	17%	21%	8%	2%	-	13%	12%	11%	10%	9%	16%	8%	13%	8%
		B		**	F	F		IJ	IJ	J		**			*			RT			
Anything someone can make odds on	16%	24%	8%	29%	28%	20%	3%	31%	27%	9%	3%	-	14%	16%	22%	17%	15%	21%	12%	17%	13%
		B		**	EF	F		IJ	IJ	J		**			*			RT			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Interested Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Professional sports outcomes	27%	43%	21%	24%	30%	37%	26%	19%	11%	25%	29%	22%	48%	30%	24%	31%	27%	26%	40%	23%	18%
		B				GH	H*	H					KMN*	*	*			*	ST		
College or amateur sport teams from your state	21%	34%	16%	19%	23%	30%	17%	13%	9%	21%	21%	17%	40%	24%	15%	27%	19%	19%	34%	16%	13%
		B				FGH	H*						KMN*	*	*	P		*	ST		
College or amateur sport teams from other states	21%	35%	15%	19%	22%	29%	13%	15%	8%	19%	22%	16%	41%	23%	19%	24%	20%	19%	33%	16%	13%
		B				FGH	*	H					KMN*	*	*			*	ST		
In-game sports events (coin toss, specific plays, etc.)	19%	32%	14%	16%	22%	27%	21%	12%	4%	20%	18%	15%	39%	20%	11%	21%	18%	21%	31%	14%	12%
		B			C	GH	H*	H					KMN*	*	*			*	ST		
Entertainment events (like the Oscars)	18%	33%	13%	16%	21%	24%	25%	14%	5%	19%	18%	15%	39%	22%	12%	20%	18%	17%	33%	14%	8%
		B				GH	GH*	H					KMN*	*	*			*	ST		T
Political races	19%	32%	15%	17%	21%	25%	21%	12%	11%	21%	18%	18%	25%	26%	12%	25%	18%	15%	32%	14%	13%
		B				GH	H*						N*	N*	*	PQ		*	ST		
Celebrity deaths	11%	23%	7%	11%	12%	16%	12%	8%	2%	12%	11%	9%	19%	16%	7%	16%	10%	8%	22%	7%	6%
		B				GH	H*	H					KN*	K*	*	PQ		*	ST		
Anything someone can make odds on	16%	26%	12%	16%	16%	23%	16%	12%	2%	14%	18%	12%	34%	20%	15%	18%	14%	18%	26%	12%	10%
		B				GH	H*	H					KMN*	K*	*			*	ST		

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Interested Summary

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Professional sports outcomes	27%	36%	40%	25%	12%	4%	39%	11%	37%	37%	20%	11%	26%	30%	24%	30%
		CD	CD	D		**	G		JK	JK	K					
College or amateur sport teams from your state	21%	25%	36%	17%	9%	2%	32%	9%	31%	30%	13%	9%	19%	25%	20%	22%
		D	ACD	D		**	G		JK	JK						
College or amateur sport teams from other states	21%	27%	37%	14%	6%	7%	33%	6%	32%	31%	12%	6%	19%	24%	19%	22%
		CD	CD	D		**	G		JK	JK	K					
In-game sports events (coin toss, specific plays, etc.)	19%	24%	36%	13%	4%	2%	32%	4%	29%	30%	9%	5%	17%	22%	17%	20%
		CD	ACD	D		**	G		JK	JK						
Entertainment events (like the Oscars)	18%	23%	36%	9%	6%	7%	31%	6%	29%	31%	6%	6%	16%	24%	18%	19%
		CD	ACD			**	G		JK	JK					L	
Political races	19%	28%	28%	11%	13%	15%	28%	13%	30%	23%	9%	14%	19%	21%	18%	20%
		CD	CD			**	G		JK	JK						
Celebrity deaths	11%	17%	21%	8%	2%	-	20%	2%	18%	21%	4%	1%	10%	15%	10%	13%
		CD	CD	D		**	G		JK	JK						
Anything someone can make odds on	16%	31%	27%	9%	3%	-	28%	3%	28%	25%	7%	1%	15%	17%	14%	17%
		CD	CD	D		**	G		JK	JK	K					

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Not interested Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Professional sports outcomes	56%	43%	69%	85%	37%	56%	71%	38%	41%	64%	74%	82%	58%	55%	54%	57%	59%	60%	53%	55%	59%
			A	**		D	DE			GH	GHI	**			*						
College or amateur sport teams from your state	63%	49%	75%	90%	48%	57%	78%	52%	45%	69%	80%	80%	66%	61%	59%	62%	63%	65%	58%	60%	69%
			A	**		D	DE			GH	GHI	**			*						RS
College or amateur sport teams from other states	64%	49%	78%	90%	49%	59%	79%	55%	45%	71%	83%	72%	67%	63%	64%	63%	63%	64%	62%	60%	73%
			A	**		D	DE			GH	GHI	**			*						RS
In-game sports events (coin toss, specific plays, etc.)	66%	55%	76%	100%	49%	60%	83%	52%	46%	74%	85%	95%	67%	65%	61%	66%	69%	65%	66%	65%	67%
			A	**		D	DE			GH	GHI	**			*						
Entertainment events (like the Oscars)	68%	63%	72%	71%	45%	64%	87%	48%	49%	77%	88%	92%	65%	66%	71%	71%	71%	65%	76%	64%	68%
			A	**		D	DE			GH	GHI	**			*				QS		
Political races	67%	60%	74%	71%	52%	65%	80%	53%	54%	77%	80%	76%	68%	65%	72%	69%	67%	62%	71%	66%	71%
			A	**		D	DE			GH	GH	**			*						
Celebrity deaths	77%	71%	83%	100%	65%	70%	92%	62%	63%	84%	93%	98%	73%	79%	78%	79%	79%	76%	81%	73%	81%
			A	**			DE			GH	GHI	**			*						
Anything someone can make odds on	67%	58%	76%	71%	44%	63%	87%	48%	47%	79%	87%	90%	65%	67%	65%	69%	72%	62%	72%	64%	72%
			A	**		D	DE			GH	GHI	**			*				Q		

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Not interested Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Professional sports outcomes	56%	43%	61%	58%	55%	46%	54%	65%	74%	61%	51%	64%	37%	45%	55%	52%	58%	55%	43%	61%	67%
			A				*	E	EF	J		LM	*	*	L*			*		R	R
College or amateur sport teams from your state	63%	47%	69%	64%	61%	53%	60%	71%	80%	64%	61%	69%	41%	57%	62%	56%	65%	61%	48%	68%	73%
			A				*	E	EF			LM	*	L*	L*		O	*		R	R
College or amateur sport teams from other states	64%	47%	71%	67%	61%	54%	61%	72%	83%	65%	63%	71%	40%	56%	69%	58%	67%	63%	49%	68%	77%
			A				*	E	EFG			LM	*	L*	L*		O	*		R	RS
In-game sports events (coin toss, specific plays, etc.)	66%	49%	72%	67%	65%	56%	61%	74%	86%	69%	62%	73%	46%	53%	70%	61%	68%	65%	52%	72%	73%
			A				*	EF	EFG	J		LM	*	*	LM*		O	*		R	R
Entertainment events (like the Oscars)	68%	49%	75%	70%	65%	59%	61%	70%	89%	71%	64%	76%	41%	55%	68%	68%	65%	75%	49%	73%	82%
			A				*	E	EFG			LM	*	*	L*			*		R	RS
Political races	67%	51%	74%	71%	64%	61%	62%	74%	80%	68%	67%	72%	56%	58%	67%	61%	69%	69%	53%	71%	82%
			A	D			*	E	EF			LM	*	*	*			*		R	RS
Celebrity deaths	77%	62%	83%	76%	78%	70%	78%	77%	94%	78%	77%	81%	59%	74%	78%	73%	80%	76%	61%	84%	85%
			A				*		EFG			L	*	L*	L*		O	*		R	R
Anything someone can make odds on	67%	52%	73%	66%	68%	58%	64%	70%	88%	69%	65%	75%	44%	58%	63%	64%	70%	64%	54%	71%	77%
			A				*	E	EFG			LMN	*	*	L*			*		R	R

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Not interested Summary

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Professional sports outcomes	56%	38%	41%	64%	74%	82%	40%	75%	37%	51%	68%	74%	60%	49%	60%	53%
				AB	ABC	**		F		H	HI	HI	M			
College or amateur sport teams from your state	63%	52%	45%	69%	80%	80%	47%	80%	48%	52%	73%	80%	67%	53%	67%	59%
				AB	ABC	**		F			HI	HI	M		O	
College or amateur sport teams from other states	64%	55%	45%	71%	83%	72%	48%	82%	49%	52%	74%	83%	69%	54%	67%	61%
				AB	ABC	**		F			HI	HIJ	M			
In-game sports events (coin toss, specific plays, etc.)	66%	52%	46%	74%	85%	95%	48%	86%	49%	52%	79%	86%	69%	58%	68%	64%
				AB	ABC	**		F			HI	HI	M			
Entertainment events (like the Oscars)	68%	48%	49%	77%	88%	92%	49%	88%	45%	57%	83%	88%	69%	63%	69%	67%
				AB	ABC	**		F		H	HI	HI				
Political races	67%	53%	54%	77%	80%	76%	54%	80%	52%	60%	82%	77%	71%	60%	70%	65%
				AB	AB	**		F			HI	HI	M			
Celebrity deaths	77%	62%	63%	84%	93%	98%	63%	93%	65%	63%	90%	93%	80%	71%	81%	74%
				AB	ABC	**		F			HI	HI	M		O	
Anything someone can make odds on	67%	48%	47%	79%	87%	90%	48%	87%	44%	57%	82%	90%	70%	61%	70%	65%
				AB	ABC	**		F		H	HI	HIJ	M			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Mean Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Professional sports outcomes	2.3	2.8	1.9	1.5	2.9	2.5	1.8	2.8	2.9	2.2	1.8	1.5	2.3	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.2
		B		**	EF	F		IJ	IJ	J		**			*						
College or amateur sport teams from your state	2.2	2.6	1.8	1.2	2.6	2.4	1.6	2.5	2.7	2	1.6	1.5	2.1	2.2	2.3	2.2	2.1	2.2	2.2	2.2	1.9
		B		**	EF	F		IJ	IJ	J		**			*				T	T	
College or amateur sport teams from other states	2.1	2.6	1.7	1.2	2.6	2.3	1.6	2.3	2.8	1.9	1.5	1.7	2	2.1	2.1	2.1	2.1	2.2	2.2	2.2	1.8
		B		**	F	F		IJ	GIJ	J		**			*			T	T	T	
In-game sports events (coin toss, specific plays, etc.)	2.1	2.4	1.7	1	2.6	2.3	1.5	2.4	2.7	1.8	1.4	1.3	2	2.1	2.2	2.1	2	2.1	2.1	2.1	1.9
		B		**	EF	F		IJ	IJ	J		**			*						
Entertainment events (like the Oscars)	2	2.2	1.9	1.9	2.6	2.2	1.4	2.4	2.6	1.7	1.4	1.4	2	2.1	1.8	1.9	2	2.1	1.8	2.1	1.9
		B		**	EF	F		IJ	IJ	J		**			*			R		R	
Political races	2	2.3	1.8	1.9	2.5	2.1	1.7	2.4	2.4	1.7	1.7	1.8	2	2.1	2	1.9	1.9	2.2	1.9	2.1	1.9
		B		**	EF	F		IJ	IJ			**			*						
Celebrity deaths	1.7	1.9	1.5	1	2.1	1.9	1.2	2.1	2.2	1.5	1.2	1.1	1.8	1.7	1.7	1.6	1.6	1.8	1.6	1.8	1.6
		B		**	F	F		IJ	IJ	J		**			*					R	
Anything someone can make odds on	2	2.3	1.7	1.9	2.6	2.1	1.4	2.6	2.5	1.7	1.4	1.3	2	2	2.1	2	1.9	2.1	1.9	2.1	1.9
		B		**	EF	F		IJ	IJ	J		**			*			T			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Mean Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Professional sports outcomes	2.3	2.8	2.2	2.3	2.4	2.7	2.4	2	1.8	2.2	2.5	2.1	3	2.6	2.4	2.5	2.3	2.3	2.8	2.2	2
		B				GH	H*	H			I		KN*	K*	*			*		ST	
College or amateur sport teams from your state	2.2	2.7	1.9	2.1	2.2	2.5	2.2	1.9	1.6	2.1	2.2	1.9	2.9	2.4	2.2	2.4	2.1	2.2	2.6	2	1.8
		B				GH	H*	H					KMN*	K*	*	P		*		ST	
College or amateur sport teams from other states	2.1	2.7	1.9	2	2.2	2.4	2.1	1.9	1.5	2.1	2.2	1.9	2.9	2.3	2	2.3	2.1	2	2.6	2	1.7
		B				GH	H*	H					KMN*	K*	*			*		ST	T
In-game sports events (coin toss, specific plays, etc.)	2.1	2.6	1.9	2	2.1	2.4	2.2	1.8	1.4	2	2.1	1.8	2.8	2.4	2	2.2	2	2.1	2.5	1.9	1.8
		B				GH	GH*	H					KN*	K*	*			*		ST	
Entertainment events (like the Oscars)	2	2.6	1.8	1.9	2.1	2.3	2.3	1.9	1.4	2	2	1.8	2.8	2.3	1.9	2	2.1	1.8	2.6	1.8	1.5
		B				GH	GH*	H					KMN*	K*	*			*		ST	T
Political races	2	2.5	1.8	1.9	2.1	2.2	2.2	1.8	1.6	2	2	1.9	2.3	2.3	1.9	2.2	2	1.9	2.5	1.9	1.6
		B				GH	GH*						KN*	K*	*			*		ST	T
Celebrity deaths	1.7	2.2	1.5	1.7	1.7	1.9	1.7	1.7	1.2	1.7	1.7	1.6	2.2	1.9	1.6	1.9	1.6	1.7	2.2	1.5	1.5
		B				GH	H*	H					KN*	K*	*	P		*		ST	
Anything someone can make odds on	2	2.4	1.8	2	2	2.3	2.1	1.9	1.3	1.9	2.1	1.8	2.7	2.3	2	2.1	1.9	2	2.4	1.9	1.7
		B				GH	H*	H					KMN*	K*	K*			*		ST	

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Mean Summary

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Professional sports outcomes	2.3	2.8	2.9	2.2	1.8	1.5	2.8	1.7	2.9	2.7	2	1.7	2.3	2.5	2.2	2.4
		CD	CD	D		**	G		JK	JK				L		N
College or amateur sport teams from your state	2.2	2.5	2.7	2	1.6	1.5	2.6	1.6	2.6	2.5	1.8	1.6	2	2.4	2.1	2.2
		CD	CD	D		**	G		JK	JK	K			L		
College or amateur sport teams from other states	2.1	2.3	2.8	1.9	1.5	1.7	2.6	1.5	2.6	2.5	1.8	1.5	2	2.4	2	2.2
		CD	ACD	D		**	G		JK	JK	K			L		
In-game sports events (coin toss, specific plays, etc.)	2.1	2.4	2.7	1.8	1.4	1.3	2.6	1.4	2.6	2.5	1.6	1.4	2	2.3	2	2.1
		CD	CD	D		**	G		JK	JK				L		
Entertainment events (like the Oscars)	2	2.4	2.6	1.7	1.4	1.4	2.6	1.4	2.6	2.4	1.5	1.4	1.9	2.2	2	2
		CD	CD	D		**	G		JK	JK				L		
Political races	2	2.4	2.4	1.7	1.7	1.8	2.4	1.7	2.5	2.2	1.6	1.7	1.9	2.2	2	2.1
		CD	CD			**	G		JK	JK				L		
Celebrity deaths	1.7	2.1	2.2	1.5	1.2	1.1	2.1	1.2	2.1	2.1	1.3	1.2	1.6	1.9	1.6	1.8
		CD	CD	D		**	G		JK	JK				L		N
Anything someone can make odds on	2	2.6	2.5	1.7	1.4	1.3	2.6	1.4	2.6	2.3	1.6	1.3	1.9	2.1	1.9	2
		CD	CD	D		**	G		IJK	JK	K					

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

6. If the following were legal where you live, how interested would you be in betting on them? - Grid Table

	Professional sports outcomes	College or amateur sport teams from your state	College or amateur sport teams from other states	In-game sports events (coin toss, specific plays, etc.)	Entertainment events (like the Oscars)	Political races	Celebrity deaths	Anything someone can make odds on
	A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1120	1120	1120	1120	1120	1120	1120	1120
Base: All Respondents (wtd)	1120	1120	1120	1120	1120	1120	1120	1120
5 - Extremely interested (5)	12%	10%	9%	9%	7%	8%	3%	5%
	CDEFGH	EGH	GH	GH	G	GH		G
4 (4)	15%	11%	12%	10%	12%	12%	8%	11%
	BCDEFGH	G	G		G	G		G
3 (3)	17%	16%	15%	16%	14%	13%	11%	17%
	FG	G	G	G				FG
2 (2)	8%	9%	10%	10%	10%	10%	10%	12%
								AB
1 - Not interested at all (1)	48%	53%	54%	56%	57%	57%	68%	55%
		A	A	AB	AB	AB	ABCDEFH	A
Sigma	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Interested (Net)	27%	21%	21%	19%	18%	19%	11%	16%
	BCDEFGH	DGH	GH	GH	G	GH		G
Not interested (Net)	56%	63%	64%	66%	68%	67%	77%	67%
		A	A	AB	ABC	ABC	ABCDEFH	ABC
Mean	2.3	2.2	2.1	2.1	2	2	1.7	2
	BCDEFGH	DEFGH	EFGH	G	G	G		G

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:
  Columns Tested (5%): A/B/C/D/E/F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E/F/G/H
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_1. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content gets my attention

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	10%	16%	4%	15%	12%	14%	5%	7%	16%	11%	5%	2%	10%	11%	9%	9%	10%	10%	11%	12%	6%
		B		**	F	F			GJ	J		**			*						
Somewhat agree	33%	43%	25%	18%	35%	33%	33%	33%	35%	31%	32%	48%	31%	31%	38%	37%	37%	32%	34%	31%	37%
		B		**								**			*						
Neither agree nor disagree	30%	23%	36%	8%	26%	31%	31%	29%	26%	34%	31%	22%	27%	30%	32%	31%	31%	31%	34%	27%	30%
			A	**								**			*						
Somewhat disagree	15%	11%	18%	59%	14%	13%	16%	17%	13%	13%	17%	12%	15%	15%	15%	14%	13%	16%	12%	15%	15%
			A	**								**			*						
Strongly disagree	13%	7%	18%	-	14%	9%	15%	14%	11%	11%	15%	15%	17%	14%	6%	8%	9%	11%	8%	15%	13%
			A	**			E					**	NOP	O	*					R	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	43%	59%	29%	33%	46%	47%	38%	40%	51%	42%	37%	50%	41%	41%	47%	47%	47%	41%	46%	43%	43%
		B		**	F				J			**			*						
Disagree (Net)	27%	18%	35%	59%	28%	22%	31%	31%	23%	24%	32%	28%	32%	29%	21%	22%	22%	27%	20%	30%	28%
			A	**			E				H	**	OP		*						R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_1. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content gets my attention

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	10%	16%	8%	9%	11%	13%	12%	7%	4%	11%	9%	9%	15%	7%	8%	9%	11%	14%	14%	8%	7%
		B				GH	H*						*	*	*			*	ST		
Somewhat agree	33%	30%	34%	30%	36%	36%	27%	28%	33%	35%	32%	33%	30%	35%	34%	31%	36%	40%	37%	34%	25%
							*						*	*	*			*	T	T	
Neither agree nor disagree	30%	27%	30%	30%	29%	27%	36%	33%	31%	28%	31%	31%	29%	27%	30%	29%	29%	31%	24%	33%	28%
							*						*	*	*			*		R	
Somewhat disagree	15%	15%	14%	15%	14%	14%	15%	13%	16%	14%	15%	15%	16%	15%	14%	15%	16%	8%	15%	12%	20%
							*						*	*	*		Q	*			S
Strongly disagree	13%	11%	13%	15%	10%	10%	10%	19%	15%	12%	13%	11%	10%	17%	14%	17%	9%	7%	10%	12%	20%
				D			*	E					*	*	*	PQ		*			RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	43%	46%	42%	39%	47%	49%	40%	35%	37%	45%	41%	43%	45%	42%	42%	39%	46%	54%	51%	43%	32%
					C	GH	*						*	*	*			O*	T	T	
Disagree (Net)	27%	26%	27%	31%	24%	24%	25%	32%	32%	27%	28%	26%	25%	32%	28%	31%	25%	15%	25%	24%	40%
				D			*	E					*	*	*	Q	Q	*			RS

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_1. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content gets my attention

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	10%	7%	16%	11%	5%	2%	13%	4%	12%	15%	8%	5%	10%	10%	9%	11%
			AD	D		**	G		K	JK						
Somewhat agree	33%	33%	35%	31%	32%	48%	34%	34%	35%	35%	27%	37%	35%	30%	35%	31%
						**						J				
Neither agree nor disagree	30%	29%	26%	34%	31%	22%	27%	30%	26%	30%	36%	26%	27%	35%	29%	30%
						**					HK			L		
Somewhat disagree	15%	17%	13%	13%	17%	12%	14%	16%	14%	13%	13%	19%	16%	11%	16%	13%
						**										
Strongly disagree	13%	14%	11%	11%	15%	15%	12%	15%	14%	8%	16%	12%	12%	14%	11%	14%
						**					I					
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	43%	40%	51%	42%	37%	50%	47%	38%	46%	50%	35%	42%	45%	39%	44%	42%
			D			**	G		J	J						
Disagree (Net)	27%	31%	23%	24%	32%	28%	26%	31%	28%	20%	29%	32%	28%	25%	27%	27%
					B	**						I				

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_2. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content makes me uncomfortable

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	14%	9%	18%	23%	13%	12%	17%	12%	14%	12%	17%	20%	17%	16%	10%	10%	11%	12%	16%	16%	11%
			A	**								**	O		*						
Somewhat agree	22%	18%	27%	42%	22%	19%	25%	26%	20%	18%	27%	22%	25%	21%	16%	21%	24%	20%	23%	22%	24%
			A	**							HI	**			*						
Neither agree nor disagree	28%	26%	30%	16%	30%	27%	27%	30%	27%	29%	28%	18%	25%	27%	34%	31%	29%	29%	32%	24%	31%
				**								**			*				S		
Somewhat disagree	20%	23%	16%	10%	20%	22%	17%	18%	22%	20%	16%	28%	17%	21%	22%	20%	20%	24%	17%	19%	20%
		B		**								**			*						
Strongly disagree	16%	24%	9%	8%	14%	20%	14%	15%	17%	20%	12%	11%	17%	15%	18%	17%	16%	15%	12%	20%	15%
		B		**						J		**			*					R	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	36%	27%	45%	66%	36%	31%	42%	37%	34%	30%	44%	42%	42%	37%	26%	32%	35%	32%	39%	38%	35%
			A	**			E				HI	**	NO		*						
Disagree (Net)	36%	47%	25%	18%	35%	42%	31%	33%	39%	41%	28%	39%	33%	36%	40%	37%	36%	39%	29%	39%	34%
		B		**		F			J	J		**			*			R		R	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_2. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content makes me uncomfortable

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	14%	16%	13%	16%	12%	13%	15%	14%	17%	16%	13%	14%	17%	11%	12%	20%	10%	8%	16%	12%	16%
							*						*	*	*	PQ		*			
Somewhat agree	22%	23%	22%	23%	22%	18%	26%	25%	28%	23%	22%	24%	17%	23%	20%	26%	20%	20%	23%	22%	23%
							*		E				*	*	*			*			
Neither agree nor disagree	28%	26%	29%	27%	29%	28%	34%	29%	24%	29%	27%	28%	25%	28%	36%	24%	30%	33%	27%	29%	27%
							*						*	*	*			*			
Somewhat disagree	20%	22%	19%	18%	21%	22%	13%	18%	19%	18%	21%	19%	18%	23%	21%	18%	21%	20%	17%	20%	21%
							*						*	*	*			*			
Strongly disagree	16%	13%	17%	16%	16%	20%	12%	14%	11%	14%	18%	15%	24%	14%	11%	11%	19%	20%	17%	17%	13%
						H	*						KN*	*	*		O	O*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	36%	39%	35%	39%	34%	31%	41%	39%	46%	39%	34%	38%	33%	34%	32%	46%	30%	27%	39%	34%	39%
							*		E				*	*	*	PQ		*			
Disagree (Net)	36%	35%	36%	34%	37%	41%	25%	32%	30%	32%	39%	34%	42%	37%	32%	30%	40%	40%	34%	37%	33%
						FGH	*				I		*	*	*		O	*			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_2. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content makes me uncomfortable

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sustainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	14%	12%	14%	12%	17%	20%	13%	17%	13%	13%	14%	16%	15%	13%	14%	14%
						**										
Somewhat agree	22%	26%	20%	18%	27%	22%	22%	27%	22%	21%	20%	27%	22%	22%	21%	24%
					BC	**										
Neither agree nor disagree	28%	30%	27%	29%	28%	18%	28%	27%	30%	25%	30%	27%	25%	34%	30%	26%
						**								L		
Somewhat disagree	20%	18%	22%	20%	16%	28%	21%	17%	20%	22%	19%	17%	21%	17%	18%	21%
						**										
Strongly disagree	16%	15%	17%	20%	12%	11%	16%	12%	14%	20%	17%	14%	17%	14%	17%	15%
				D		**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	36%	37%	34%	30%	44%	42%	35%	44%	36%	34%	34%	43%	37%	35%	34%	38%
					BC	**		F								
Disagree (Net)	36%	33%	39%	41%	28%	39%	37%	29%	35%	41%	36%	30%	38%	31%	35%	36%
			D	D		**	G			K			M			

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_3. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content should be used in marketing

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	4%	6%	2%	-	5%	6%	1%	4%	7%	3%	1%	-	5%	3%	3%	4%	5%	5%	4%	4%	2%
		B		**	F	F			IJ			**			*						
Somewhat agree	11%	19%	4%	-	19%	14%	4%	16%	18%	9%	4%	2%	12%	11%	13%	11%	10%	15%	6%	13%	12%
		B		**	F	F		J	IJ	J		**			*			R		R	
Neither agree nor disagree	27%	30%	24%	8%	23%	34%	23%	22%	30%	34%	21%	17%	24%	26%	33%	30%	28%	27%	32%	23%	28%
				**		DF			J	GJ		**			*				S		
Somewhat disagree	25%	22%	28%	5%	21%	22%	30%	20%	21%	25%	31%	43%	21%	26%	21%	27%	30%	26%	26%	24%	24%
				**			DE				GH	**			*		L				
Strongly disagree	33%	23%	42%	87%	32%	24%	42%	38%	23%	29%	44%	39%	39%	35%	30%	28%	27%	27%	32%	36%	35%
			A	**			DE	H			HI	**	OP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	15%	25%	6%	-	24%	20%	4%	20%	26%	12%	4%	2%	17%	14%	16%	15%	15%	19%	10%	17%	13%
		B		**	F	F		J	IJ	J		**			*			R		R	
Disagree (Net)	58%	46%	70%	92%	53%	46%	72%	58%	45%	54%	75%	81%	60%	60%	51%	55%	57%	53%	58%	60%	59%
			A	**			DE	H		H	GHI	**			*						

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_3. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content should be used in marketing

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	4%	8%	2%	5%	3%	5%	4%	2%	1%	3%	5%	3%	9%	3%	4%	5%	3%	1%	8%	2%	3%
		B				H	*						K*	*	*			*	ST		
Somewhat agree	11%	18%	9%	11%	12%	17%	7%	7%	3%	12%	10%	9%	14%	18%	8%	12%	11%	13%	17%	10%	7%
		B				FGH	*						*	K*	*			*	ST		
Neither agree nor disagree	27%	28%	26%	24%	29%	30%	24%	29%	18%	27%	27%	27%	26%	26%	31%	21%	31%	32%	25%	29%	23%
						H	*	H					*	*	*		O	O*			
Somewhat disagree	25%	20%	27%	24%	26%	23%	25%	21%	34%	26%	24%	29%	14%	19%	29%	23%	26%	27%	21%	28%	22%
							*		EG			L	*	*	L*			*		R	
Strongly disagree	33%	27%	36%	36%	30%	24%	41%	40%	45%	32%	34%	32%	37%	34%	28%	39%	28%	27%	30%	31%	46%
			A				E*	E	E				*	*	*	PQ		*			RS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	15%	25%	11%	15%	15%	23%	10%	10%	4%	15%	15%	12%	23%	21%	12%	17%	15%	14%	24%	12%	9%
		B				FGH	H*	H					K*	K*	*			*	ST		
Disagree (Net)	58%	47%	63%	61%	56%	47%	66%	61%	79%	58%	58%	61%	51%	54%	57%	62%	54%	55%	51%	59%	68%
			A				E*	E	EFG				*	*	*	P		*		R	R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_3. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content should be used in marketing

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	4%	4%	7%	3%	1%	-	6%	1%	5%	7%	2%	1%	4%	3%	3%	4%
			CD			**	G		K	JK						
Somewhat agree	11%	16%	18%	9%	4%	2%	18%	3%	19%	17%	5%	3%	10%	14%	12%	11%
		D	CD	D		**	G		JK	JK						
Neither agree nor disagree	27%	22%	30%	34%	21%	17%	27%	20%	23%	33%	33%	18%	27%	27%	31%	23%
			D	AD		**				HK	HK				O	
Somewhat disagree	25%	20%	21%	25%	31%	43%	21%	32%	21%	21%	25%	34%	26%	23%	26%	24%
					AB	**		F				HIJ				
Strongly disagree	33%	38%	23%	29%	44%	39%	28%	44%	32%	23%	35%	43%	33%	33%	28%	37%
		B			BC	**		F			I	HI				N
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	15%	20%	26%	12%	4%	2%	24%	4%	24%	24%	7%	4%	14%	17%	15%	15%
		D	CD	D		**	G		JK	JK						
Disagree (Net)	58%	58%	45%	54%	75%	81%	49%	76%	53%	44%	60%	78%	59%	56%	55%	61%
		B		B	ABC	**		F			I	HIJ				

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_4. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - I see less sexual content than I used to

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	11%	11%	10%	37%	13%	15%	5%	13%	17%	8%	5%	7%	11%	14%	10%	8%	7%	11%	8%	11%	13%
				**	F	F		J	IJ			**		OP	*						
Somewhat agree	20%	23%	16%	21%	23%	19%	18%	27%	21%	17%	18%	3%	21%	17%	33%	21%	15%	21%	19%	19%	19%
		B		**				I				**			LMOP*	P					
Neither agree nor disagree	32%	31%	34%	8%	32%	27%	36%	26%	30%	32%	36%	49%	30%	33%	17%	32%	40%	33%	30%	29%	37%
				**			E					**	N	N	*	N	LNO				
Somewhat disagree	22%	21%	23%	8%	21%	20%	24%	19%	20%	24%	23%	26%	21%	23%	26%	22%	19%	18%	26%	20%	24%
				**								**			*						
Strongly disagree	16%	14%	18%	25%	11%	18%	17%	14%	13%	19%	17%	15%	17%	13%	14%	17%	19%	17%	16%	21%	7%
				**		D						**			*			T	T	T	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	30%	34%	26%	59%	36%	34%	23%	41%	38%	25%	23%	10%	32%	31%	43%	29%	21%	32%	27%	30%	32%
		B		**	F	F		IJ	IJ			**	P	P	MOP*	P					
Disagree (Net)	38%	35%	40%	33%	32%	38%	41%	33%	33%	43%	40%	41%	38%	36%	40%	39%	39%	35%	43%	41%	30%
				**						H		**			*				T	T	

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

　Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

　Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_4. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - I see less sexual content than I used to

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	11%	17%	9%	11%	11%	13%	13%	10%	6%	10%	12%	9%	14%	17%	9%	11%	11%	11%	17%	8%	7%
		B				H	*						*	K*	*			*	ST		
Somewhat agree	20%	23%	18%	20%	19%	21%	23%	19%	15%	18%	21%	19%	22%	20%	19%	19%	21%	18%	24%	17%	20%
							*						*	*	*			*	S		
Neither agree nor disagree	32%	28%	33%	31%	33%	31%	25%	32%	38%	33%	31%	35%	26%	27%	34%	29%	35%	36%	27%	35%	31%
							*		F				*	*	*			*		R	
Somewhat disagree	22%	19%	23%	21%	23%	20%	24%	23%	25%	22%	22%	21%	20%	29%	22%	24%	19%	25%	21%	22%	24%
							*						*	*	*			*			
Strongly disagree	16%	14%	17%	18%	14%	16%	15%	16%	16%	17%	14%	16%	18%	8%	16%	18%	15%	10%	11%	18%	18%
							*					M	M*	*	*			*		R	R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	30%	39%	27%	31%	30%	34%	36%	29%	21%	28%	33%	28%	36%	37%	28%	29%	31%	28%	41%	25%	27%
		B				H	H*						*	*	*			*	ST		
Disagree (Net)	38%	33%	40%	39%	36%	36%	39%	39%	41%	39%	36%	37%	38%	36%	38%	42%	34%	35%	32%	39%	42%
							*						*	*	*	P		*			R

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

7_4. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - I see less sexual content than I used to

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	11%	13%	17%	8%	5%	7%	16%	5%	13%	18%	6%	5%	10%	12%	12%	9%
		D	CD			**	G		JK	JK						
Somewhat agree	20%	27%	21%	17%	18%	3%	23%	17%	23%	22%	18%	15%	18%	22%	17%	22%
		C				**										
Neither agree nor disagree	32%	26%	30%	32%	36%	49%	29%	37%	32%	25%	34%	38%	30%	35%	32%	32%
						**		F				I				
Somewhat disagree	22%	19%	20%	24%	23%	26%	19%	24%	21%	16%	26%	24%	23%	19%	23%	21%
						**					I					
Strongly disagree	16%	14%	13%	19%	17%	15%	13%	17%	11%	19%	16%	18%	18%	12%	16%	16%
						**				H				M		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	30%	41%	38%	25%	23%	10%	39%	22%	36%	40%	24%	21%	29%	34%	30%	31%
		CD	CD			**	G		JK	JK						
Disagree (Net)	38%	33%	33%	43%	40%	41%	33%	41%	32%	35%	42%	41%	41%	30%	38%	37%
				B		**					H		M			

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_5. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content demeans the people involved

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strongly agree	16%	14%	18%	15%	16%	15%	18%	14%	18%	12%	19%	23%	17%	17%	19%	15%	13%	17%	14%	18%	15%
				**								**			*						
Somewhat agree	25%	24%	25%	40%	25%	18%	31%	24%	22%	22%	30%	33%	26%	24%	26%	25%	25%	24%	31%	24%	22%
				**	E		E					**			*						
Neither agree nor disagree	32%	29%	34%	29%	30%	37%	28%	33%	30%	37%	29%	12%	31%	32%	29%	31%	32%	32%	31%	32%	32%
				**		F						**			*						
Somewhat disagree	18%	22%	15%	8%	22%	16%	17%	21%	18%	18%	16%	22%	15%	18%	12%	20%	23%	19%	19%	16%	21%
		B		**								**			*	N	LN				
Strongly disagree	9%	11%	7%	8%	7%	13%	7%	7%	12%	10%	6%	10%	11%	8%	13%	9%	7%	8%	6%	11%	10%
				**		DF			J			**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	41%	38%	44%	55%	41%	33%	49%	39%	40%	35%	49%	56%	43%	42%	45%	40%	37%	41%	45%	42%	37%
				**			E				I	**			*						
Disagree (Net)	27%	33%	22%	16%	29%	30%	23%	28%	30%	28%	22%	32%	26%	26%	25%	29%	31%	27%	25%	26%	30%
		B		**					J			**			*						

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7_5. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content demeans the people involved

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strongly agree	16%	17%	16%	16%	17%	15%	16%	17%	19%	19%	13%	17%	13%	16%	14%	21%	13%	13%	21%	14%	16%
							*			J			*	*	*	P		*	S		
Somewhat agree	25%	26%	24%	27%	22%	23%	22%	23%	32%	27%	23%	27%	23%	22%	20%	31%	23%	21%	22%	25%	29%
							*		E				*	*	*	P		*			
Neither agree nor disagree	32%	34%	31%	30%	33%	33%	36%	30%	27%	30%	33%	31%	32%	36%	28%	25%	33%	43%	29%	32%	35%
							*						*	*	*		O	O*			
Somewhat disagree	18%	13%	20%	19%	17%	18%	19%	21%	16%	15%	21%	17%	21%	16%	26%	15%	22%	14%	18%	20%	13%
			A				*				I		*	*	K*		O	*			
Strongly disagree	9%	9%	9%	8%	10%	11%	7%	8%	6%	9%	9%	8%	11%	11%	12%	8%	10%	9%	10%	10%	7%
						H	*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Agree (Net)	41%	44%	40%	43%	40%	38%	38%	41%	51%	46%	36%	44%	36%	37%	35%	52%	35%	34%	43%	39%	45%
							*		E	J			*	*	*	PQ		*			
Disagree (Net)	27%	23%	29%	27%	27%	29%	25%	29%	22%	24%	31%	25%	33%	27%	38%	23%	32%	23%	27%	30%	20%
							*				I		*	*	K*		O	*			T

Field Dates: 8/13-8/14
Statistics:
Grid overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

7_5. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Sexual content demeans the people involved

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strongly agree	16%	14%	18%	12%	19%	23%	17%	19%	16%	18%	14%	19%	17%	16%	17%	16%
						**										
Somewhat agree	25%	24%	22%	22%	30%	33%	23%	30%	25%	17%	26%	31%	24%	27%	23%	27%
						**		F				I	I			
Neither agree nor disagree	32%	33%	30%	37%	29%	12%	31%	28%	30%	35%	36%	25%	32%	30%	33%	31%
						**				K	K					
Somewhat disagree	18%	21%	18%	18%	16%	22%	19%	17%	22%	16%	15%	18%	18%	19%	19%	17%
						**										
Strongly disagree	9%	7%	12%	10%	6%	10%	10%	6%	7%	14%	9%	7%	10%	8%	9%	9%
			D			**				HK						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Agree (Net)	41%	39%	40%	35%	49%	56%	39%	50%	41%	35%	40%	50%	41%	43%	39%	43%
					C	**		F				IJ				
Disagree (Net)	27%	28%	30%	28%	22%	32%	29%	23%	29%	30%	24%	25%	27%	27%	28%	26%
			D			**										

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Agree Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Sexual content gets my attention	43%	59%	29%	33%	46%	47%	38%	40%	51%	42%	37%	50%	41%	41%	47%	47%	47%	41%	46%	43%	43%
		B		**		F			J			**			*						
Sexual content makes me uncomfortable	36%	27%	45%	66%	36%	31%	42%	37%	34%	30%	44%	42%	42%	37%	26%	32%	35%	32%	39%	38%	35%
			A	**			E				HI	**	NO		*						
Sexual content should be used in marketing	15%	25%	6%	-	24%	20%	4%	20%	26%	12%	4%	2%	17%	14%	16%	15%	15%	19%	10%	17%	13%
		B		**	F	F		J	IJ	J		**			*			R		R	
I see less sexual content than I used to	30%	34%	26%	59%	36%	34%	23%	41%	38%	25%	23%	10%	32%	31%	43%	29%	21%	32%	27%	30%	32%
		B		**	F	F		IJ	IJ			**	P	P	MOP*	P					
Sexual content demeans the people involved	41%	38%	44%	55%	41%	33%	49%	39%	40%	35%	49%	56%	43%	42%	45%	40%	37%	41%	45%	42%	37%
				**			E				I	**			*						

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Sexual content gets my attention	43%	46%	42%	39%	47%	49%	40%	35%	37%	45%	41%	43%	45%	42%	42%	39%	46%	54%	51%	43%	32%
					C	GH	*						*	*	*			O*	T	T	
Sexual content makes me uncomfortable	36%	39%	35%	39%	34%	31%	41%	39%	46%	39%	34%	38%	33%	34%	32%	46%	30%	27%	39%	34%	39%
							*		E				*	*	*	PQ			*		
Sexual content should be used in marketing	15%	25%	11%	15%	15%	23%	10%	10%	4%	15%	15%	12%	23%	21%	12%	17%	15%	14%	24%	12%	9%
		B				FGH	H*	H					K*	K*	*				*	ST	
I see less sexual content than I used to	30%	39%	27%	31%	30%	34%	36%	29%	21%	28%	33%	28%	36%	37%	28%	29%	31%	28%	41%	25%	27%
		B				H	H*						*	*	*				*	ST	
Sexual content demeans the people involved	41%	44%	40%	43%	40%	38%	38%	41%	51%	46%	36%	44%	36%	37%	35%	52%	35%	34%	43%	39%	45%
							*		E	J			*	*	*	PQ			*		

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Agree Summary

| | Total | Generation | | | | | Generation 2 | | Age | | | | Price Expectation Next Five Years | | Sustainability vs. Economic Growth | |
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Sexual content gets my attention	43%	40%	51%	42%	37%	50%	47%	38%	46%	50%	35%	42%	45%	39%	44%	42%
			D			**	G		J	J						
Sexual content makes me uncomfortable	36%	37%	34%	30%	44%	42%	35%	44%	36%	34%	34%	43%	37%	35%	34%	38%
					BC	**		F								
Sexual content should be used in marketing	15%	20%	26%	12%	4%	2%	24%	4%	24%	24%	7%	4%	14%	17%	15%	15%
		D	CD	D		**	G		JK	JK						
I see less sexual content than I used to	30%	41%	38%	25%	23%	10%	39%	22%	36%	40%	24%	21%	29%	34%	30%	31%
		CD	CD			**	G		JK	JK						
Sexual content demeans the people involved	41%	39%	40%	35%	49%	56%	39%	50%	41%	35%	40%	50%	41%	43%	39%	43%
					C	**		F				IJ				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Disagree Summary

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Sexual content gets my attention	27%	18%	35%	59%	28%	22%	31%	31%	23%	24%	32%	28%	32%	29%	21%	22%	22%	27%	20%	30%	28%
			A	**			E				H	**	OP		*						R
Sexual content makes me uncomfortable	36%	47%	25%	18%	35%	42%	31%	33%	39%	41%	28%	39%	33%	36%	40%	37%	36%	39%	29%	39%	34%
		B		**		F			J	J		**			*			R		R	
Sexual content should be used in marketing	58%	46%	70%	92%	53%	46%	72%	58%	45%	54%	75%	81%	60%	60%	51%	55%	57%	53%	58%	60%	59%
		A		**			DE	H		H	GHI	**			*						
I see less sexual content than I used to	38%	35%	40%	33%	32%	38%	41%	33%	33%	43%	40%	41%	38%	36%	40%	39%	39%	35%	43%	41%	30%
				**						H		**			*				T	T	
Sexual content demeans the people involved	27%	33%	22%	16%	29%	30%	23%	28%	30%	28%	22%	32%	26%	26%	25%	29%	31%	27%	25%	26%	30%
		B		**					J			**			*						

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Sexual content gets my attention	27%	26%	27%	31%	24%	24%	25%	32%	32%	27%	28%	26%	25%	32%	28%	31%	25%	15%	25%	24%	40%
				D			*	E					*	*	*	Q	Q	*			RS
Sexual content makes me uncomfortable	36%	35%	36%	34%	37%	41%	25%	32%	30%	32%	39%	34%	42%	37%	32%	30%	40%	40%	34%	37%	33%
						FGH	*				I		*	*	*		O	*			
Sexual content should be used in marketing	58%	47%	63%	61%	56%	47%	66%	61%	79%	58%	58%	61%	51%	54%	57%	62%	54%	55%	51%	59%	68%
			A				E*	E	EFG				*	*	*	P		*		R	R
I see less sexual content than I used to	38%	33%	40%	39%	36%	36%	39%	39%	41%	39%	36%	37%	38%	36%	38%	42%	34%	35%	32%	39%	42%
							*						*	*	*	P		*			R
Sexual content demeans the people involved	27%	23%	29%	27%	27%	29%	25%	29%	22%	24%	31%	25%	33%	27%	38%	23%	32%	23%	27%	30%	20%
							*				I		*	*	K*		O	*		T	

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
 Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

7. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? - Disagree Summary

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Sexual content gets my attention	27%	31%	23%	24%	32%	28%	26%	31%	28%	20%	29%	32%	28%	25%	27%	27%
					B	**						I				
Sexual content makes me uncomfortable	36%	33%	39%	41%	28%	39%	37%	29%	35%	41%	36%	30%	38%	31%	35%	36%
			D	D		**	G			K			M			
Sexual content should be used in marketing	58%	58%	45%	54%	75%	81%	49%	76%	53%	44%	60%	78%	59%	56%	55%	61%
		B		B	ABC	**		F			I	HIJ				
I see less sexual content than I used to	38%	33%	33%	43%	40%	41%	33%	41%	32%	35%	42%	41%	41%	30%	38%	37%
				B		**					H		M			
Sexual content demeans the people involved	27%	28%	30%	28%	22%	32%	29%	23%	29%	30%	24%	25%	27%	27%	28%	26%
			D			**										

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

8. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
I expect prices for the goods I buy will go up a lot in the next five years	69%	67%	70%	100%	70%	69%	68%	76%	66%	67%	71%	50%	71%	71%	66%	65%	64%	67%	68%	63%	79%
				**								**			*						QRS
I expect prices for the goods I buy will go up a little or not at all in the next five years	31%	33%	30%	-	30%	31%	32%	24%	34%	33%	29%	50%	29%	29%	34%	35%	36%	33%	32%	37%	21%
				**								**			*			T	T	T	
There should be no limits to what people can gamble on	22%	30%	15%	10%	24%	28%	17%	23%	30%	20%	15%	32%	23%	22%	28%	23%	20%	30%	19%	24%	18%
		B		**	F	F			IJ			**			*			RT			
There are certain topics people shouldn't gamble on	78%	70%	85%	90%	76%	72%	83%	77%	70%	80%	85%	68%	77%	78%	72%	77%	80%	70%	81%	76%	82%
			A	**			DE			H	H	**			*				Q		Q
Luxury goods have become too common and less special	48%	48%	48%	23%	44%	45%	53%	46%	43%	50%	53%	48%	48%	46%	54%	49%	47%	42%	49%	48%	52%
				**			D				H	**			*						
Luxury goods are still something to aspire to	52%	52%	52%	77%	56%	55%	47%	54%	57%	50%	47%	52%	52%	54%	46%	51%	53%	58%	51%	52%	48%
				**	F				J			**			*						
Not everyone deserves luxury	35%	39%	31%	30%	28%	38%	38%	32%	31%	36%	40%	41%	35%	32%	35%	38%	40%	33%	37%	35%	34%
		B		**		D	D				H	**			*						
Everyone deserves luxury	65%	61%	69%	70%	72%	62%	62%	68%	69%	64%	60%	59%	65%	68%	65%	62%	60%	67%	63%	65%	66%
			A	**	EF				J			**			*						
Porn should be legal	55%	67%	43%	70%	60%	62%	45%	57%	62%	61%	41%	32%	50%	57%	60%	56%	54%	58%	57%	51%	57%
		B		**	F	F		J	J	J		**			*						
Porn should be illegal	45%	33%	57%	30%	40%	38%	55%	43%	38%	39%	59%	68%	50%	43%	40%	44%	46%	42%	43%	49%	43%
			A	**			DE				GHI	**			*						
The more exclusive something is, the more it feels like true luxury	54%	55%	53%	79%	54%	57%	52%	56%	56%	56%	51%	50%	56%	57%	44%	49%	52%	53%	56%	57%	49%
				**								**	N	N	*						
Luxury is becoming more about unique, personal experiences accessible to anyone	46%	45%	47%	21%	46%	43%	48%	44%	44%	44%	49%	50%	44%	43%	56%	51%	48%	47%	44%	43%	51%
				**								**			LM*						
Sustainability is more important than economic growth	46%	45%	45%	85%	52%	49%	38%	55%	48%	43%	42%	23%	47%	48%	42%	42%	42%	46%	41%	40%	58%
				**	F	F		J				**			*						QRS
Economic growth is essential for progress	54%	55%	55%	15%	48%	51%	62%	45%	52%	57%	58%	77%	53%	52%	58%	58%	58%	54%	59%	60%	42%
				**			DE				G	**			*			T	T	T	
Technical progress is destroying our lives	36%	34%	38%	37%	38%	38%	33%	42%	37%	37%	31%	26%	40%	34%	46%	35%	30%	39%	33%	36%	37%
				**								**	P		OP*	P					
We need modern technology to solve future problems	64%	66%	62%	63%	62%	62%	67%	58%	63%	63%	69%	74%	60%	66%	54%	65%	70%	61%	67%	64%	63%

				**									**			*	N	LNO				
AI will make it impossible to tell real versus fake goods	73%	66%	80%	100%	69%	66%	83%	70%	66%	73%	84%	76%	73%	75%	68%	72%	74%	72%	71%	75%	75%
			A	**			DE				GHI	**			*							
AI will make it easy to prove authenticity of goods	27%	34%	20%	-	31%	34%	17%	30%	34%	27%	16%	24%	27%	25%	32%	28%	26%	28%	29%	25%	25%
		B		**	F	F		J	J	J		**			*							
Sigma	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

8. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

		Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
I expect prices for the goods I buy will go up a lot in the next five years	69%	67%	70%	67%	70%	68%	72%	71%	67%	67%	71%	69%	59%	73%	71%	56%	80%	60%	71%	69%	65%
							*						*	*	*		OQ	*			
I expect prices for the goods I buy will go up a little or not at all in the next five years	31%	33%	30%	33%	30%	32%	28%	29%	33%	33%	29%	31%	41%	27%	29%	44%	20%	40%	29%	31%	35%
							*						*	*	*	P		P*			
There should be no limits to what people can gamble on	22%	30%	20%	22%	23%	28%	21%	19%	15%	22%	22%	21%	32%	25%	14%	25%	20%	25%	28%	20%	22%
		B				GH	*						KN*	*	*			*	S		
There are certain topics people shouldn't gamble on	78%	70%	80%	78%	77%	72%	79%	81%	85%	78%	78%	79%	68%	75%	86%	75%	80%	75%	72%	80%	78%
			A				*	E	E			L	*	*	L*			*			R
Luxury goods have become too common and less special	48%	42%	50%	50%	45%	44%	47%	50%	56%	49%	47%	50%	39%	51%	41%	50%	47%	40%	49%	48%	46%
			A				*		E				*	*	*			*			
Luxury goods are still something to aspire to	52%	58%	50%	50%	55%	56%	53%	50%	44%	51%	53%	50%	61%	49%	59%	50%	53%	60%	51%	52%	54%
		B				H	*						*	*	*			*			
Not everyone deserves luxury	35%	33%	36%	35%	35%	35%	34%	34%	37%	38%	32%	37%	29%	34%	34%	46%	26%	38%	30%	36%	40%
							*						*	*	*	P		P*			
Everyone deserves luxury	65%	67%	64%	65%	65%	65%	66%	66%	63%	62%	68%	63%	71%	66%	66%	54%	74%	62%	70%	64%	60%
							*						*	*	*		OQ	*			
Porn should be legal	55%	58%	53%	50%	60%	65%	47%	49%	39%	49%	61%	52%	58%	58%	55%	39%	66%	59%	56%	56%	49%
					C	FGH	*				I		*	*	*		O	O*			
Porn should be illegal	45%	42%	47%	50%	40%	35%	53%	51%	61%	51%	39%	48%	42%	42%	45%	61%	34%	41%	44%	44%	51%
				D			E*	E	E	J			*	*	*	PQ		*			
The more exclusive something is, the more it feels like true luxury	54%	56%	54%	57%	51%	55%	55%	54%	51%	53%	55%	53%	56%	60%	43%	56%	52%	57%	51%	56%	55%
							*						*	N*	*			*			
Luxury is becoming more about unique, personal experiences accessible to anyone	46%	44%	46%	43%	49%	45%	45%	46%	49%	47%	45%	47%	44%	40%	57%	44%	48%	43%	49%	44%	45%
							*						*	*	M*			*			
Sustainability is more important than economic growth	46%	41%	47%	44%	47%	48%	46%	48%	38%	42%	49%	41%	44%	59%	51%	28%	57%	45%	49%	47%	35%
					H	*							*	KL*	*		OQ	O*	T	T	
Economic growth is essential for progress	54%	59%	53%	56%	53%	52%	54%	52%	62%	58%	51%	59%	56%	41%	49%	72%	43%	55%	51%	53%	65%
							*		E			M	M*	*	*	PQ		P*			RS
Technical progress is destroying our lives	36%	36%	36%	42%	30%	36%	36%	41%	32%	37%	35%	36%	33%	38%	27%	40%	31%	36%	32%	36%	43%
				D			*						*	*	*	P		*			R
We need modern technology to solve future problems	64%	64%	64%	58%	70%	64%	64%	59%	68%	63%	65%	64%	67%	62%	73%	60%	69%	64%	68%	64%	57%
					C		*						*	*	*		O	*	T		

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
AI will make it impossible to tell real versus fake goods	73%	64%	77%	74%	73%	70%	72%	76%	81%	75%	72%	77%	66%	73%	56%	70%	77%	62%	65%	76%	81%
			A				*		E			LN	*	N*	*		OQ	*		R	R
AI will make it easy to prove authenticity of goods	27%	36%	23%	26%	27%	30%	28%	24%	19%	25%	28%	23%	34%	27%	44%	30%	23%	38%	35%	24%	19%
		B				H	*						K*	*	KM*	P		P*	ST		
Sigma	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

8. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sustainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
I expect prices for the goods I buy will go up a lot in the next five years	69%	76%	66%	67%	71%	50%	70%	69%	70%	70%	67%	69%	100%	-	78%	61%
						**								M		O
I expect prices for the goods I buy will go up a little or not at all in the next five years	31%	24%	34%	33%	29%	50%	30%	31%	30%	30%	33%	31%	-	100%	22%	39%
						**								L		N
There should be no limits to what people can gamble on	22%	23%	30%	20%	15%	32%	28%	17%	24%	32%	18%	15%	21%	25%	21%	24%
			CD			**	G		K	JK						
There are certain topics people shouldn't gamble on	78%	77%	70%	80%	85%	68%	72%	83%	76%	68%	82%	85%	79%	75%	79%	76%
				B	B	**		F			I	HI				
Luxury goods have become too common and less special	48%	46%	43%	50%	53%	48%	44%	52%	44%	44%	52%	51%	49%	44%	50%	46%
					B	**		F								
Luxury goods are still something to aspire to	52%	54%	57%	50%	47%	52%	56%	48%	56%	56%	48%	49%	51%	56%	50%	54%
			D			**	G									
Not everyone deserves luxury	35%	32%	31%	36%	40%	41%	31%	40%	28%	37%	34%	43%	33%	40%	29%	40%
					B	**		F				H		L		N
Everyone deserves luxury	65%	68%	69%	64%	60%	59%	69%	60%	72%	63%	66%	57%	67%	60%	71%	60%
			D			**	G		K				M		O	
Porn should be legal	55%	57%	62%	61%	41%	32%	60%	41%	60%	62%	54%	42%	58%	47%	61%	49%
		D	D	D		**	G		K	K	K		M		O	
Porn should be illegal	45%	43%	38%	39%	59%	68%	40%	59%	40%	38%	46%	58%	42%	53%	39%	51%
					ABC	**		F				HIJ		L		N
The more exclusive something is, the more it feels like true luxury	54%	56%	56%	56%	51%	50%	56%	51%	54%	57%	56%	49%	55%	53%	52%	56%
						**										

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Luxury is becoming more about unique, personal experiences accessible to anyone	46%	44%	44%	44%	49%	50%	44%	49%	46%	43%	44%	51%	45%	47%	48%	44%
						**										
Sustainability is more important than economic growth	46%	55%	48%	43%	42%	23%	50%	40%	52%	47%	40%	41%	52%	32%	100%	-
		D				**	G		JK				M		O	
Economic growth is essential for progress	54%	45%	52%	57%	58%	77%	50%	60%	48%	53%	60%	59%	48%	68%	-	100%
					A	**		F			H	H		L		N
Technical progress is destroying our lives	36%	42%	37%	37%	31%	26%	39%	31%	38%	36%	39%	29%	37%	33%	40%	33%
						**	G				K				O	
We need modern technology to solve future problems	64%	58%	63%	63%	69%	74%	61%	69%	62%	64%	61%	71%	63%	67%	60%	67%
						**		F				J				N
AI will make it impossible to tell real versus fake goods	73%	70%	66%	73%	84%	76%	68%	83%	69%	65%	77%	84%	77%	65%	80%	68%
					ABC	**		F			I	HI	M		O	
AI will make it easy to prove authenticity of goods	27%	30%	34%	27%	16%	24%	32%	17%	31%	35%	23%	16%	23%	35%	20%	32%
		D	D	D		**	G		K	JK				L		N
Sigma	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%	900%

Field Dates: 8/13-8/14

Statistics:

Grid overlap formula used

- Column Proportions:

   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Year

Year		Total	Gender			Age			Generation					Household Income					Region			
			Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)		1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)		1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
2007		0%	0%	1%	-	1%	-	-	2%	-	-	-	-	1%	1%	-	-	-	-	2%	-	0%
					**	F		S	HIJ				**			*					S	
2006		1%	1%	2%	16%	5%	-	-	9%	-	-	-	-	2%	0%	4%	2%	2%	1%	1%	2%	2%
					**	EF			HIJ				**	M		M*	M					
2005		2%	2%	1%	-	6%	-	-	10%	-	-	-	-	3%	0%	3%	2%	1%	1%	1%	2%	2%
					**	EF			HIJ				**	M		*						
2004		1%	1%	2%	-	5%	-	-	8%	-	-	-	-	1%	1%	-	2%	2%	-	0%	2%	2%
					**	EF			HIJ				**			*						
2003		1%	1%	1%	-	4%	-	-	6%	-	-	-	-	2%	0%	-	1%	1%	2%	1%	1%	1%
					**	EF			HIJ				**	M		*						
2002		2%	2%	2%	29%	7%	-	-	12%	-	-	-	-	4%	1%	3%	2%	1%	2%	2%	1%	3%
					**	EF			HIJ				**	MP		*						
2001		2%	3%	1%	8%	7%	-	-	13%	-	-	-	-	4%	2%	1%	1%	1%	2%	2%	3%	1%
					**	EF			HIJ				**	OP		*						
2000		2%	3%	2%	-	8%	-	-	15%	-	-	-	-	4%	2%	2%	2%	2%	4%	0%	3%	3%
					**	EF			HIJ				**			*			R			
1999		1%	0%	0%	10%	2%	-	-	3%	-	-	-	-	1%	1%	-	0%	0%	-	1%	0%	1%
					**	EF			HIJ				**			*						
1998		2%	2%	2%	-	8%	-	-	14%	-	-	-	-	3%	3%	4%	1%	0%	3%	2%	2%	2%
					**	EF			HIJ				**	P		P*	P					
1997		1%	1%	1%	-	3%	-	-	6%	-	-	-	-	2%	1%	1%	0%	-	1%	1%	1%	1%
					**	EF			HIJ				**	P		*						
1996		1%	1%	1%	-	4%	-	-	-	4%	-	-	-	2%	1%	1%	1%	1%	-	1%	3%	0%
					**	EF				GIJ			**			*					QT	
1995		2%	2%	2%	-	7%	-	-	-	7%	-	-	-	2%	2%	2%	2%	2%	4%	3%	1%	1%
					**	EF				GIJ			**			*			S			
1994		2%	2%	2%	-	6%	-	-	-	6%	-	-	-	2%	2%	3%	2%	1%	3%	1%	2%	1%
					**	EF				GIJ			**			*						
1993		2%	1%	2%	-	6%	-	-	-	6%	-	-	-	1%	2%	3%	2%	1%	1%	1%	2%	2%
					**	EF				GIJ			**			*						
1992		3%	3%	2%	8%	9%	-	-	-	9%	-	-	-	2%	3%	3%	2%	2%	3%	2%	3%	2%
					**	EF				GIJ			**			*						
1991		2%	2%	2%	-	7%	-	-	-	7%	-	-	-	2%	2%	3%	2%	1%	2%	1%	2%	3%
					**	EF				GIJ			**			*						
1990		2%	2%	3%	-	3%	5%	-	-	9%	-	-	-	1%	4%	4%	2%	1%	1%	2%	4%	2%
					**	F	F			GIJ			**			*						
1989		2%	2%	2%	-	-	5%	-	-	5%	-	-	-	1%	2%	1%	1%	1%	2%	1%	2%	2%
					**		DF			GIJ			**			*						
1988		2%	2%	2%	-	-	6%	-	-	6%	-	-	-	2%	3%	2%	1%	0%	1%	1%	2%	2%

Year																					
1988				**		DF			GIJ			**			*						
1987	1%	1%	1%	-	-	4%	-	-	5%	-	-	-	1%	2%	1%	1%	1%	1%	3%	1%	1%
				**		DF			GIJ			**			*				S		
1986	2%	2%	1%	-	-	5%	-	-	5%	-	-	-	2%	1%	1%	2%	2%	2%	2%	1%	1%
				**		DF			GIJ			**			*						
1985	2%	2%	2%	-	-	7%	-	-	8%	-	-	-	1%	2%	1%	3%	5%	2%	3%	2%	3%
				**		DF			GIJ			**			*				L		
1984	2%	2%	1%	-	-	5%	-	-	6%	-	-	-	1%	1%	2%	3%	4%	2%	2%	1%	3%
				**		DF			GIJ			**			*	M	M				
1983	2%	2%	2%	-	-	6%	-	-	7%	-	-	-	1%	2%	4%	3%	2%	2%	3%	2%	1%
				**		DF			GIJ			**			*						
1982	2%	2%	2%	-	-	5%	-	-	6%	-	-	-	2%	2%	-	1%	1%	1%	3%	1%	2%
				**		DF			GIJ			**			*						
1981	1%	1%	1%	8%	-	3%	-	-	3%	-	-	-	1%	1%	2%	1%	-	1%	1%	1%	1%
				**		DF			GIJ			**			*	P					
1980	2%	3%	1%	-	-	5%	-	-	-	6%	-	-	3%	2%	-	1%	2%	2%	1%	2%	1%
				**		DF				GHJ		**			*						
1979	1%	1%	1%	-	-	2%	-	-	-	2%	-	-	1%	1%	1%	0%	-	1%	1%	1%	-
				**		DF				HJ		**			*						
1978	2%	2%	2%	-	-	6%	-	-	-	8%	-	-	1%	1%	3%	3%	4%	4%	2%	1%	2%
				**		DF				GHJ		**			*	S					
1977	1%	1%	1%	-	-	3%	-	-	-	3%	-	-	1%	0%	1%	1%	1%	1%	2%	0%	0%
				**		DF				HJ		**			*						
1976	1%	1%	1%	-	-	3%	-	-	-	4%	-	-	2%	1%	-	1%	1%	-	1%	1%	1%
				**		DF				GHJ		**			*						
1975	1%	2%	1%	-	-	4%	-	-	-	5%	-	-	2%	1%	2%	2%	2%	1%	0%	2%	2%
				**		DF				GHJ		**			*						
1974	2%	2%	1%	-	-	6%	-	-	-	8%	-	-	2%	2%	1%	2%	2%	3%	2%	1%	3%
				**		DF				GHJ		**			*						
1973	2%	1%	2%	-	-	6%	-	-	-	7%	-	-	1%	2%	3%	2%	2%	1%	4%	2%	1%
				**		DF				GHJ		**			*				QT		
1972	2%	2%	2%	-	-	6%	-	-	-	8%	-	-	2%	1%	5%	3%	2%	2%	2%	3%	0%
				**		DF				GHJ		**			M*						T
1971	2%	1%	3%	-	-	6%	-	-	-	8%	-	-	2%	2%	1%	2%	2%	3%	2%	2%	2%
				**		DF				GHJ		**			*						
1970	2%	3%	1%	-	-	3%	3%	-	-	7%	-	-	2%	2%	6%	2%	0%	1%	4%	2%	1%
				**		D	D			GHJ		**			LMOP*	P					
1969	2%	2%	2%	-	-	-	6%	-	-	9%	-	-	2%	2%	3%	3%	3%	4%	1%	2%	2%
				**			DE			GHJ		**			*						
1968	1%	0%	2%	-	-	-	3%	-	-	4%	-	-	1%	1%	-	1%	2%	1%	2%	1%	1%
			A	**			DE			GHJ		**			*						
1967	2%	1%	3%	-	-	-	5%	-	-	8%	-	-	2%	3%	-	1%	2%	1%	3%	3%	1%
				**			DE			GHJ		**			*						
1966	2%	2%	1%	-	-	-	4%	-	-	6%	-	-	1%	1%	4%	3%	2%	1%	2%	2%	2%
				**			DE			GHJ		**			M*						
1965	1%	2%	1%	-	-	-	4%	-	-	6%	-	-	2%	1%	1%	2%	2%	0%	2%	2%	1%
				**			DE			GHJ		**			*						
1964	0%	0%	1%	-	-	-	1%	-	-	-	1%	-	1%	0%	-	-	-	0%	1%	0%	0%
				**								**	O		*						
1963	3%	4%	2%	-	-	-	8%	-	-	-	11%	-	2%	5%	-	2%	3%	2%	2%	3%	4%

Year																					
1963				**			DE				GHI	**		L	*						
1962	1%	1%	2%	-	-	-	4%	-	-	-	5%	-	2%	1%	2%	2%	1%	3%	-	1%	2%
				**			DE				GHI	**			*			R			
1961	2%	1%	2%	-	-	-	5%	-	-	-	7%	-	2%	2%	1%	1%	1%	2%	1%	2%	3%
				**			DE				GHI	**			*						
1960	2%	2%	1%	-	-	-	4%	-	-	-	6%	-	1%	1%	2%	2%	2%	2%	1%	2%	1%
				**			DE				GHI	**			*						
1959	2%	1%	4%	-	-	-	6%	-	-	-	9%	-	2%	2%	-	2%	3%	1%	2%	2%	4%
			A	**			DE				GHI	**			*						
1958	1%	2%	1%	-	-	-	4%	-	-	-	5%	-	1%	2%	2%	1%	1%	1%	1%	2%	1%
				**			DE				GHI	**			*						
1957	2%	2%	3%	20%	-	-	6%	-	-	-	8%	-	1%	2%	-	3%	4%	1%	2%	2%	3%
				**			DE				GHI	**			*	N					
1956	2%	1%	4%	-	-	-	6%	-	-	-	9%	-	2%	3%	1%	2%	3%	2%	3%	1%	4%
			A	**			DE				GHI	**			*					S	S
1955	2%	2%	2%	-	-	-	5%	-	-	-	7%	-	1%	2%	1%	2%	2%	1%	1%	2%	2%
				**			DE				GHI	**			*						
1954	1%	2%	1%	-	-	-	4%	-	-	-	5%	-	1%	1%	3%	2%	1%	2%	1%	1%	1%
				**			DE				GHI	**			*						
1953	1%	2%	0%	-	-	-	3%	-	-	-	4%	-	1%	1%	-	1%	1%	-	1%	2%	1%
				**			DE				GHI	**			*						
1952	1%	1%	1%	-	-	-	2%	-	-	-	3%	-	2%	1%	-	-	-	1%	2%	0%	1%
				**			DE				GHI	**	O		*						
1951	1%	2%	1%	-	-	-	3%	-	-	-	5%	-	1%	1%	1%	2%	2%	1%	1%	1%	1%
				**			DE				GHI	**			*						
1950	1%	1%	1%	-	-	-	2%	-	-	-	3%	-	1%	1%	-	0%	1%	0%	1%	1%	1%
				**			E				HI	**			*						
1949	1%	1%	1%	-	-	-	2%	-	-	-	4%	-	1%	2%	-	0%	0%	2%	0%	1%	1%
				**			DE				GHI	**			*						
1948	0%	0%	1%	-	-	-	1%	-	-	-	2%	-	1%	-	-	1%	1%	1%	1%	-	0%
				**							H	**			*						
1947	1%	1%	1%	-	-	-	3%	-	-	-	4%	-	0%	2%	-	1%	1%	1%	2%	1%	1%
				**			DE				GHI	**			*						
1946	1%	1%	0%	-	-	-	2%	-	-	-	2%	-	1%	0%	-	1%	1%	1%	1%	0%	1%
				**			E				HI	**			*						
1945	1%	1%	0%	-	-	-	2%	-	-	-	-	23%	-	1%	-	1%	2%	2%	1%	0%	-
				**			E					**			*						
1944	1%	1%	1%	-	-	-	2%	-	-	-	-	29%	1%	1%	2%	1%	-	2%	0%	1%	0%
				**			DE					**			*	P					
1943	0%	0%	-	-	-	-	0%	-	-	-	-	6%	-	0%	1%	0%	-	0%	-	-	1%
				**								**			*						
1942	0%	0%	0%	-	-	-	0%	-	-	-	-	4%	0%	0%	-	-	-	-	-	0%	-
				**								**			*						
1941	0%	1%	0%	-	-	-	1%	-	-	-	-	15%	-	1%	-	1%	1%	-	0%	0%	1%
				**								**			*						
1940	0%	1%	0%	-	-	-	1%	-	-	-	-	12%	-	0%	-	1%	1%	-	1%	0%	1%
				**								**			*						
1938	0%	0%	-	-	-	-	0%	-	-	-	-	4%	-	-	-	0%	0%	1%	-	-	-
				**								**			*						
1937	0%	0%	-	-	-	-	0%	-	-	-	-	5%	-	-	-	0%	1%	-	1%	-	-

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1937																					
				**								**			*						
1929	0%	0%	-	-	-	-	0%	-	-	-	-	2%	-	0%	-	-	-	-	-	-	0%
				**								**			*						
1926	0%	-	0%	-	-	-	0%	-	-	-	-	-	0%	-	-	-	-	-	0%	-	-
				**								**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Gen Z Born 2012-1997 (Net)	16%	16%	16%	63%	56%	-	-	100%	-	-	-	-	26%	13%	19%	13%	10%	16%	13%	17%	17%
				**	EF			HIJ				**	MOP		*						
Millennials Born 1981-1996 (Net)	29%	29%	30%	16%	44%	51%	-	-	100%	-	-	-	24%	34%	32%	28%	25%	28%	30%	30%	27%
				**	F	F			GIJ				**		L	*					
Xers Born 1965-1980 (Net)	25%	26%	25%	-	-	49%	24%	-	-	100%	-	-	25%	21%	31%	30%	29%	25%	30%	26%	21%
				**		DF	D			GHJ			**			*	M				T
Boomers Born 1946-1964 (Net)	26%	25%	28%	20%	-	-	68%	-	-	-	100%	-	23%	30%	14%	25%	30%	26%	23%	25%	32%
				**			DE				GHI		**	N	*	N	NO				
Silent Generation Born 1928-1945 (Net)	3%	4%	2%	-	-	-	8%	-	-	-	-	100%	1%	3%	4%	4%	5%	5%	3%	2%	3%
		B		**			DE					**			*	L	L				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Year

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
2007	0%	0%	0%	1%	-	-	3%	1%	-	-	1%	0%	-	1%	-	-	1%	-	0%	1%	-
							EH*						*	*	*			*			
2006	1%	1%	2%	3%	-	-	4%	6%	-	-	3%	1%	2%	2%	-	1%	1%	1%	1%	2%	1%
				D			EH*	EH			I		*	*	*			*			
2005	2%	1%	2%	3%	-	0%	2%	7%	-	-	3%	1%	5%	4%	1%	1%	2%	4%	1%	1%	3%
				D			*	EH			I		K*	K*	*			O*			
2004	1%	0%	2%	2%	0%	0%	5%	4%	-	0%	2%	0%	1%	5%	2%	1%	1%	1%	3%	1%	0%
				D			EH*	EH			I		*	K*	*			*	S		
2003	1%	-	1%	2%	-	1%	1%	1%	-	0%	2%	0%	1%	4%	1%	1%	1%	-	1%	1%	1%
				D			*				I		*	K*	*			*			
2002	2%	1%	2%	3%	1%	2%	4%	3%	-	0%	4%	1%	2%	3%	5%	2%	2%	2%	2%	2%	1%
							H*	H			I		*	*	K*			*			
2001	2%	2%	2%	3%	1%	3%	1%	4%	0%	1%	3%	1%	6%	1%	4%	2%	2%	2%	3%	1%	3%
							*	H			I		K*	*	K*			*			
2000	2%	2%	3%	3%	1%	3%	5%	2%	-	1%	4%	1%	5%	5%	1%	4%	1%	3%	4%	2%	2%
				D		H	H*				I		K*	K*	*			*			
1999	1%	1%	1%	1%	1%	1%	1%	1%	-	0%	1%	1%	1%	-	-	1%	0%	1%	1%	1%	-
							*						*	*	*			*			
1998	2%	4%	2%	2%	2%	4%	0%	2%	-	1%	4%	2%	3%	5%	1%	1%	3%	5%	2%	1%	5%
		B				H	*				I		*	*	*			O*			S
1997	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%	2%	1%	0%	1%	1%	1%	2%	1%	0%
							*						*	*	*			*			
1996	1%	1%	1%	2%	0%	2%	1%	1%	-	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%
				D			*						*	*	*			*			
1995	2%	5%	1%	1%	3%	3%	2%	2%	-	2%	2%	2%	1%	2%	2%	1%	3%	1%	3%	2%	1%
		B			C	H	*						*	*	*			*			
1994	2%	3%	1%	1%	2%	3%	1%	1%	-	1%	3%	1%	7%	1%	4%	2%	2%	2%	3%	2%	1%
						H	*						KM*	*	K*			*			
1993	2%	4%	1%	2%	2%	2%	2%	2%	-	2%	1%	2%	0%	1%	3%	2%	1%	2%	1%	2%	4%
		B				H	*	H					*	*	*			*			R
1992	3%	6%	1%	3%	2%	4%	1%	2%	-	3%	2%	3%	2%	3%	5%	3%	2%	2%	3%	2%	2%
		B				H	*	H					*	*	*			*			
1991	2%	3%	2%	3%	1%	3%	3%	1%	-	3%	2%	1%	3%	5%	3%	2%	2%	1%	3%	2%	1%
				D		H	H*						*	K*	*			*			
1990	2%	6%	1%	2%	3%	4%	3%	1%	-	3%	2%	2%	2%	4%	1%	3%	2%	2%	4%	2%	2%
		B				H	H*						*	*	*			*			
1989	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	0%	3%	4%	1%	2%	2%	3%	1%	2%
							*						*	*	*			*	S		
1988	2%	4%	1%	1%	2%	3%	4%	1%	-	2%	2%	1%	3%	3%	3%	1%	3%	-	3%	1%	1%
		B				H	H*						*	*	*			*			

Year																					
1987	1%	3%	1%	1%	2%	2%	-	1%	0%	1%	2%	2%	1%	1%	1%	1%	1%	0%	3%	1%	1%
		B					*						*	*	*			*			
1986	2%	4%	1%	1%	2%	2%	2%	2%	-	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%
		B					*			J			*	*	*			*			
1985	2%	6%	1%	2%	3%	3%	-	3%	0%	3%	2%	2%	3%	3%	1%	1%	2%	3%	4%	1%	2%
		B				H	*	H					*	*	*			*			
1984	2%	4%	1%	1%	2%	3%	1%	2%	-	2%	1%	2%	2%	2%	3%	2%	1%	4%	3%	1%	2%
		B				H	*						*	*	*			P*	S		
1983	2%	3%	2%	1%	3%	2%	5%	1%	-	3%	1%	2%	1%	1%	3%	2%	2%	3%	0%	3%	3%
						H	H*						*	*	*			*		R	R
1982	2%	2%	2%	1%	2%	1%	2%	5%	-	1%	2%	1%	3%	3%	2%	1%	2%	1%	4%	1%	1%
							*	EH					*	*	*			*	S		
1981	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	1%	1%	3%	1%	1%	1%
							*						*	*	*			*			
1980	2%	4%	1%	2%	1%	2%	0%	1%	0%	2%	1%	1%	0%	2%	3%	2%	1%	2%	2%	2%	1%
		B					*						*	*	*			*			
1979	1%	1%	0%	0%	1%	1%	-	0%	-	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%
							*						*	*	*			*			
1978	2%	5%	1%	1%	3%	3%	0%	3%	0%	3%	1%	2%	1%	4%	-	3%	2%	1%	2%	3%	1%
		B			C	H	*			J			*	*	*			*			
1977	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	0%	2%	0%	1%	2%	1%	0%	1%
							*						*	*	*			O*			
1976	1%	1%	1%	1%	1%	1%	4%	1%	-	1%	1%	1%	2%	-	2%	1%	1%	1%	1%	1%	0%
							EH*						*	*	*			*			
1975	1%	2%	1%	1%	2%	2%	1%	1%	0%	2%	1%	1%	-	1%	2%	2%	1%	1%	1%	1%	2%
							*						*	*	*			*			
1974	2%	1%	2%	2%	2%	2%	3%	2%	0%	2%	2%	2%	2%	2%	-	2%	2%	2%	2%	2%	1%
							*						*	*	*			*			
1973	2%	2%	2%	1%	2%	3%	2%	1%	-	3%	1%	2%	1%	2%	1%	2%	2%	3%	1%	2%	3%
						H	*			J			*	*	*			*			
1972	2%	2%	2%	3%	1%	1%	3%	5%	0%	3%	1%	2%	2%	3%	-	2%	2%	1%	1%	2%	2%
							*	EH					*	*	*			*			
1971	2%	2%	2%	2%	2%	2%	2%	3%	0%	3%	2%	3%	2%	1%	0%	2%	2%	2%	2%	2%	2%
							*						*	*	*			*			
1970	2%	1%	2%	2%	2%	2%	2%	2%	0%	2%	1%	2%	4%	0%	1%	2%	2%	1%	1%	2%	2%
							*						*	*	*			*			
1969	2%	2%	2%	3%	2%	3%	1%	1%	1%	2%	3%	2%	1%	3%	-	1%	3%	2%	1%	3%	2%
							*						*	*	*			*			
1968	1%	-	1%	1%	1%	0%	-	4%	1%	2%	0%	1%	-	-	2%	2%	1%	1%	1%	1%	1%
							*	E					*	*	*			*			
1967	2%	1%	2%	3%	1%	3%	-	2%	2%	2%	2%	2%	4%	3%	2%	2%	2%	1%	1%	2%	3%
							*						*	*	*			*			
1966	2%	-	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	1%	3%	-	2%	2%	1%	1%	2%	1%
		A					*						*	*	*			*			
1965	1%	0%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	3%	-	3%	1%	2%	-	1%	1%	3%
							*						*	*	M*			*			
1964	0%	-	1%	0%	0%	0%	2%	-	1%	0%	1%	1%	-	-	-	0%	1%	-	0%	0%	1%
							E*						*	*	*			*			
1963	3%	2%	3%	2%	4%	3%	3%	1%	5%	3%	3%	3%	3%	3%	3%	5%	2%	0%	3%	3%	3%
							*						*	*	*	Q		*			

Year	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	C14	C15	C16	C17	C18	C19	C20	C21
1962	1%	-	2%	0%	2%	0%	2%	2%	3%	2%	1%	2%	-	-	4%	1%	2%	1%	1%	2%	1%
			A		C		*	E	E				*	*	LM*			*			
1961	2%	0%	2%	2%	1%	1%	3%	1%	4%	2%	1%	2%	-	-	4%	3%	1%	1%	0%	2%	3%
			A				*		E				*	*	LM*	P		*		R	R
1960	2%	0%	2%	1%	2%	0%	1%	1%	5%	2%	1%	2%	2%	-	2%	3%	1%	1%	0%	2%	2%
							*		EG				*	*	*			*			
1959	2%	-	3%	3%	2%	1%	1%	2%	6%	1%	4%	3%	2%	2%	-	1%	3%	2%	2%	2%	2%
			A				*		EG		I		*	*	*			*			
1958	1%	-	2%	1%	2%	1%	1%	0%	4%	2%	1%	2%	-	-	3%	1%	2%	2%	2%	2%	1%
			A				*		EG				*	*	M*			*			
1957	2%	-	3%	3%	2%	0%	1%	1%	8%	3%	2%	2%	4%	1%	2%	3%	1%	3%	1%	2%	6%
			A				*		EFG				*	*	*			*			RS
1956	2%	0%	3%	2%	3%	1%	4%	-	6%	3%	1%	3%	-	2%	1%	2%	3%	0%	2%	3%	1%
			A				G*		EG				*	*	*			*			
1955	2%	-	3%	2%	2%	1%	1%	0%	7%	3%	1%	3%	1%	-	-	3%	2%	0%	1%	2%	2%
			A				*		EFG				*	*	*			*			
1954	1%	0%	2%	1%	2%	0%	0%	-	5%	1%	1%	1%	1%	1%	4%	1%	1%	2%	0%	2%	1%
							*		EG				*	*	K*			*			R
1953	1%	-	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	-	-	2%	1%	1%	0%	1%	1%
							*						*	*	*			*			
1952	1%	-	1%	1%	1%	1%	1%	-	3%	1%	1%	1%	-	-	1%	1%	1%	2%	0%	1%	1%
							*		EG				*	*	*			*			
1951	1%	-	2%	1%	2%	-	3%	0%	4%	2%	0%	2%	1%	-	-	1%	2%	1%	0%	2%	2%
			A				E*		EG		J		*	*	*			*			
1950	1%	-	1%	0%	1%	0%	-	-	2%	1%	1%	1%	-	0%	1%	0%	1%	0%	1%	0%	1%
							*		E				*	*	*			*			
1949	1%	1%	1%	1%	1%	-	-	-	4%	1%	1%	1%	-	0%	-	1%	1%	1%	1%	1%	1%
							*		EG				*	*	*			*			
1948	0%	-	1%	0%	1%	-	-	-	2%	0%	0%	1%	-	-	1%	0%	1%	0%	1%	0%	-
							*		E				*	*	*			*			
1947	1%	-	1%	1%	1%	-	1%	-	4%	1%	1%	2%	-	-	-	1%	1%	-	0%	2%	0%
							E*		EG				*	*	*			*			
1946	1%	-	1%	0%	1%	-	-	0%	2%	1%	0%	1%	-	-	1%	0%	0%	3%	0%	1%	0%
							*		E				*	*	*			OP*			
1945	1%	-	1%	-	1%	1%	-	-	2%	1%	1%	1%	-	-	-	1%	0%	3%	0%	1%	1%
				C			*						*	*	*			P*			
1944	1%	-	1%	1%	1%	-	-	-	4%	1%	0%	1%	-	-	-	1%	1%	1%	1%	1%	1%
							*		EG				*	*	*			*			
1943	0%	-	0%	0%	0%	-	-	-	1%	0%	0%	0%	-	-	-	0%	0%	-	0%	0%	-
							*						*	*	*			*			
1942	0%	-	0%	-	0%	-	-	-	1%	0%	-	0%	-	-	-	0%	-	1%	-	0%	-
							*						*	*	*			*			
1941	0%	0%	0%	0%	1%	0%	-	-	1%	0%	0%	1%	-	-	1%	0%	0%	1%	1%	0%	-
							*						*	*	*			*			
1940	0%	-	0%	0%	0%	-	-	-	2%	1%	0%	1%	-	-	-	0%	1%	-	0%	0%	-
							*		E				*	*	*			*			
1938	0%	-	0%	-	0%	-	-	-	1%	0%	-	0%	-	-	-	0%	-	-	-	0%	-
							*						*	*	*			*			
1937	0%	-	0%	-	0%	-	-	-	1%	0%	-	0%	-	-	-	0%	-	-	-	0%	-
							*						*	*	*			*			

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1929	0%	-	0%	0%	-	-	-	-	0%	-	0%	0%	-	-	-	0%	-	-	-	-	0%
								*					*	*	*				*		
1926	0%	-	0%	0%	-	-	-	-	0%	-	0%	0%	-	-	-	0%	-	-	-	0%	-
								*					*	*	*				*		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Gen Z Born 2012-1997 (Net)	16%	14%	17%	24%	7%	15%	26%	32%	0%	4%	28%	10%	27%	28%	15%	14%	16%	19%	21%	13%	16%
				D		H	EH*	EH			I		K*	KN*	*				*	S	
Millennials Born 1981-1996 (Net)	29%	57%	18%	24%	34%	42%	27%	27%	1%	31%	27%	25%	34%	37%	39%	25%	30%	31%	39%	24%	27%
		B			C	FGH	H*	H					*	K*	K*				*	ST	
Xers Born 1965-1980 (Net)	25%	25%	26%	25%	26%	31%	22%	32%	8%	30%	21%	26%	24%	27%	19%	27%	26%	22%	20%	29%	25%
						H	H*	H		J			*	*	*					R	
Boomers Born 1946-1964 (Net)	26%	4%	35%	24%	29%	11%	25%	10%	78%	31%	22%	34%	14%	9%	25%	30%	26%	23%	17%	31%	30%
			A				EG*		EFG	J		LM	*	*	M*				*	R	R
Silent Generation Born 1928-1945 (Net)	3%	0%	4%	2%	4%	1%	-	-	11%	4%	2%	4%	-	-	1%	4%	2%	6%	2%	3%	3%
			A					*	EFG			LM	*	*	*			*			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Year

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sustainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
2007	0%	2%	-	-	-	-	1%	-	1%	-	-	-	1%	-	1%	0%
		BCD				**										
2006	1%	9%	-	-	-	-	3%	-	5%	-	-	-	1%	2%	2%	1%
		BCD				**	G		IJK							
2005	2%	10%	-	-	-	-	4%	-	6%	-	-	-	2%	1%	2%	1%
		BCD				**	G		IJK							
2004	1%	8%	-	-	-	-	3%	-	5%	-	-	-	1%	2%	2%	1%
		BCD				**	G		IJK							
2003	1%	6%	-	-	-	-	2%	-	4%	-	-	-	1%	0%	1%	1%
		BCD				**	G		IJK							
2002	2%	12%	-	-	-	-	4%	-	7%	-	-	-	2%	1%	3%	1%
		BCD				**	G		IJK							O
2001	2%	13%	-	-	-	-	5%	-	7%	-	-	-	3%	1%	3%	2%
		BCD				**	G		IJK							
2000	2%	15%	-	-	-	-	5%	-	8%	-	-	-	3%	2%	3%	2%
		BCD				**	G		IJK							
1999	1%	3%	-	-	-	-	1%	-	2%	-	-	-	1%	0%	1%	1%
		BCD				**										
1998	2%	14%	-	-	-	-	5%	-	8%	-	-	-	2%	3%	1%	3%
		BCD				**	G		IJK							
1997	1%	6%	-	-	-	-	2%	-	3%	-	-	-	1%	1%	2%	0%
		BCD				**	G		IJK							O
1996	1%	-	4%	-	-	-	3%	-	4%	-	-	-	1%	3%	1%	2%
			ACD			**	G		IJK					L		
1995	2%	-	7%	-	-	-	4%	-	7%	-	-	-	2%	3%	2%	2%
			ACD			**	G		IJK							
1994	2%	-	6%	-	-	-	4%	-	6%	-	-	-	2%	2%	2%	2%

Year																
1994			ACD			**	G		IJK							
1993	2%	-	6%	-	-	-	4%	-	6%	-	-	-	2%	2%	2%	2%
			ACD			**	G		IJK							
1992	3%	-	9%	-	-	-	6%	-	9%	-	-	-	2%	3%	4%	1%
			ACD			**	G		IJK					O		
1991	2%	-	7%	-	-	-	5%	-	7%	-	-	-	2%	2%	2%	2%
			ACD			**	G		IJK							
1990	2%	-	9%	-	-	-	5%	-	3%	7%	-	-	2%	4%	2%	3%
			ACD			**	G		JK	HJK				L		
1989	2%	-	5%	-	-	-	3%	-	-	7%	-	-	2%	1%	2%	1%
			ACD			**	G			HJK						
1988	2%	-	6%	-	-	-	4%	-	-	8%	-	-	2%	1%	2%	2%
			ACD			**	G			HJK						
1987	1%	-	5%	-	-	-	3%	-	-	6%	-	-	1%	1%	1%	1%
			ACD			**	G			HJK						
1986	2%	-	5%	-	-	-	3%	-	-	7%	-	-	2%	1%	2%	2%
			ACD			**	G			HJK						
1985	2%	-	8%	-	-	-	5%	-	-	10%	-	-	2%	3%	2%	3%
			ACD			**	G			HJK						
1984	2%	-	6%	-	-	-	4%	-	-	7%	-	-	2%	1%	2%	2%
			ACD			**	G			HJK						
1983	2%	-	7%	-	-	-	4%	-	-	8%	-	-	2%	2%	2%	2%
			ACD			**	G			HJK						
1982	2%	-	6%	-	-	-	4%	-	-	7%	-	-	2%	0%	2%	2%
			ACD			**	G			HJK				M		
1981	1%	-	3%	-	-	-	2%	-	-	4%	-	-	1%	1%	1%	1%
			ACD			**	G			HJK						
1980	2%	-	-	6%	-	-	-	-	-	7%	-	-	1%	2%	1%	2%
				ABD		**				HJK						
1979	1%	-	-	2%	-	-	-	-	-	3%	-	-	1%	1%	1%	0%
				BD		**				HJK						
1978	2%	-	-	8%	-	-	-	-	-	9%	-	-	2%	2%	3%	2%
				ABD		**				HJK						
1977	1%	-	-	3%	-	-	-	-	-	4%	-	-	1%	0%	1%	1%
				BD		**				HJK						
1976	1%	-	-	4%	-	-	-	-	-	4%	-	-	1%	1%	1%	1%
				ABD		**				HJK						
1975	1%	-	-	5%	-	-	-	-	-	2%	4%	-	1%	2%	2%	1%
				ABD		**					HK					
1974	2%	-	-	8%	-	-	-	-	-	-	7%	-	3%	1%	2%	2%

Year	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1974				ABD		**					HIK					
1973	2%	-	-	7%	-	-	-	-	-	-	7%	-	2%	2%	3%	1%
				ABD		**					HIK					
1972	2%	-	-	8%	-	-	-	-	-	-	8%	-	2%	3%	2%	2%
				ABD		**					HIK					
1971	2%	-	-	8%	-	-	-	-	-	-	8%	-	2%	3%	2%	2%
				ABD		**					HIK					
1970	2%	-	-	7%	-	-	-	-	-	-	7%	-	2%	2%	2%	2%
				ABD		**					HIK					
1969	2%	-	-	9%	-	-	-	-	-	-	8%	-	2%	3%	2%	2%
				ABD		**					HIK					
1968	1%	-	-	4%	-	-	-	-	-	-	4%	-	1%	1%	1%	1%
				ABD		**					HIK					
1967	2%	-	-	8%	-	-	-	-	-	-	8%	-	1%	3%	1%	3%
				ABD		**					HIK					
1966	2%	-	-	6%	-	-	-	-	-	-	6%	-	2%	1%	1%	2%
				ABD		**					HIK					
1965	1%	-	-	6%	-	-	-	-	-	-	6%	-	2%	1%	0%	2%
				ABD		**					HIK					N
1964	0%	-	-	-	1%	-	-	1%	-	-	2%	-	0%	0%	1%	0%
						**		F								
1963	3%	-	-	-	11%	-	-	10%	-	-	11%	-	3%	3%	3%	3%
					ABC	**		F			HIK					
1962	1%	-	-	-	5%	-	-	5%	-	-	5%	-	2%	1%	1%	2%
					ABC	**		F			HIK					
1961	2%	-	-	-	7%	-	-	6%	-	-	7%	-	2%	2%	1%	3%
					ABC	**		F			HIK					N
1960	2%	-	-	-	6%	-	-	5%	-	-	1%	6%	1%	2%	1%	2%
					ABC	**		F				HIJ				
1959	2%	-	-	-	9%	-	-	8%	-	-	-	10%	3%	1%	3%	2%
					ABC	**		F				HIJ	M			
1958	1%	-	-	-	5%	-	-	5%	-	-	-	6%	2%	1%	1%	2%
					ABC	**		F				HIJ				
1957	2%	-	-	-	8%	-	-	8%	-	-	-	10%	2%	3%	1%	3%
					ABC	**		F				HIJ				
1956	2%	-	-	-	9%	-	-	8%	-	-	-	10%	2%	2%	3%	2%
					ABC	**		F				HIJ				
1955	2%	-	-	-	7%	-	-	6%	-	-	-	8%	2%	2%	2%	2%
					ABC	**		F				HIJ				
1954	1%	-	-	-	5%	-	-	5%	-	-	-	6%	1%	2%	2%	1%

1954					ABC	**		F				HIJ				
1953	1%	-	-	-	4%	-	-	3%	-	-	-	4%	1%	1%	1%	1%
					ABC	**		F				HIJ				
1952	1%	-	-	-	3%	-	-	3%	-	-	-	4%	1%	1%	1%	1%
					ABC	**		F				HIJ				
1951	1%	-	-	-	5%	-	-	4%	-	-	-	6%	1%	1%	2%	1%
					ABC	**		F				HIJ				
1950	1%	-	-	-	3%	-	-	2%	-	-	-	3%	1%	0%	0%	1%
					BC	**		F				HIJ				
1949	1%	-	-	-	4%	-	-	3%	-	-	-	4%	1%	1%	1%	1%
					ABC	**		F				HIJ				
1948	0%	-	-	-	2%	-	-	2%	-	-	-	2%	1%	0%	0%	0%
					B	**		F				HIJ				
1947	1%	-	-	-	4%	-	-	3%	-	-	-	5%	1%	1%	1%	1%
					ABC	**		F				HIJ				
1946	1%	-	-	-	2%	-	-	2%	-	-	-	3%	1%	1%	0%	1%
					BC	**		F				HIJ				
1945	1%	-	-	-	-	23%	-	2%	-	-	-	3%	0%	1%	0%	1%
						**		F				HIJ				
1944	1%	-	-	-	-	29%	-	3%	-	-	-	4%	1%	2%	0%	1%
						**		F				HIJ				
1943	0%	-	-	-	-	6%	-	1%	-	-	-	1%	0%	0%	-	0%
						**										
1942	0%	-	-	-	-	4%	-	0%	-	-	-	0%	0%	0%	-	0%
						**										
1941	0%	-	-	-	-	15%	-	2%	-	-	-	2%	0%	0%	1%	0%
						**		F				HIJ				
1940	0%	-	-	-	-	12%	-	1%	-	-	-	2%	0%	0%	-	1%
						**		F								
1938	0%	-	-	-	-	4%	-	0%	-	-	-	1%	-	0%	-	0%
						**										
1937	0%	-	-	-	-	5%	-	0%	-	-	-	1%	-	0%	-	0%
						**										
1929	0%	-	-	-	-	2%	-	0%	-	-	-	0%	0%	-	0%	-
						**										
1926	0%	-	-	-	-	-	-	-	-	-	-	0%	0%	-	-	0%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary

Gen Z Born 2012-1997 (Net)	16%	100%	-	-	-	-	36%	-	56%	-	-	-	18%	12%	19%	13%
		BCD				**	G		IJK				M		O	
Millennials Born 1981-1996 (Net)	29%	-	100%	-	-	-	64%	-	44%	72%	-	-	28%	31%	30%	28%
			ACD			**	G		JK	HJK						
Xers Born 1965-1980 (Net)	25%	-	-	100%	-	-	-	-	-	28%	73%	-	25%	27%	24%	26%
				ABD		**				HK	HIK					
Boomers Born 1946-1964 (Net)	26%	-	-	-	100%	-	-	90%	-	-	27%	87%	27%	25%	25%	28%
					ABC	**		F			HI	HIJ				
Silent Generation Born 1928-1945 (Net)	3%	-	-	-	-	100%	-	10%	-	-	-	13%	2%	5%	2%	4%
						**		F				HIJ				N

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Household Income

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Under $15K	6%	6%	6%	10%	10%	5%	4%	13%	5%	6%	3%	-	24%	-	-	-	-	4%	5%	7%	6%
				**	EF			HIJ				**	MNOP			*					
$15K to less than $20K	2%	2%	2%	5%	2%	1%	3%	3%	0%	1%	4%	1%	8%	-	-	-	-	2%	1%	2%	2%
				**				H			H	**	MNOP			*					
$20K to less than $25K	3%	3%	3%	-	3%	2%	3%	4%	2%	2%	3%	-	11%	-	-	-	-	2%	1%	4%	3%
				**								**	MNOP			*					
$25K to less than $30K	3%	2%	3%	-	2%	3%	2%	4%	2%	3%	3%	2%	11%	-	-	-	-	1%	3%	3%	2%
				**								**	MNOP			*					
$30K to less than $40K	6%	5%	7%	16%	10%	4%	5%	10%	6%	6%	5%	2%	25%	-	-	-	-	5%	8%	6%	5%
				**	EF							**	MNOP			*					
$40K to less than $50K	6%	6%	5%	8%	6%	6%	5%	7%	5%	7%	4%	2%	22%	-	-	-	-	6%	5%	7%	4%
				**								**	MNOP			*					
$50K to less than $75K	15%	13%	16%	31%	14%	14%	16%	13%	14%	13%	17%	20%	-	37%	-	-	-	18%	17%	13%	13%
				**								**		LNOP		*					
$75K to less than $100K	25%	25%	25%	-	24%	24%	25%	18%	31%	19%	27%	19%	-	63%	-	-	-	17%	23%	27%	27%
				**					GI			**		LNOP		*				Q	Q
$100K to less than $150K	22%	25%	19%	29%	20%	24%	21%	20%	22%	26%	17%	37%	-	-	100%	61%	43%	26%	22%	19%	23%
				**						J		**			LMOP*	LMP	LM				
$150K or more	14%	15%	13%	-	8%	15%	16%	8%	12%	16%	17%	17%	-	-	-	39%	57%	18%	13%	11%	15%
				**		D	D				G	**				*	LMN	LMNO	S		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Under $50K (Net)	25%	23%	27%	39%	33%	22%	21%	40%	21%	25%	22%	6%	100%	-	-	-	-	21%	24%	29%	22%
				**	EF			HIJ				**	MNOP			*					
$50K-<$100K (Net)	39%	38%	41%	31%	38%	39%	41%	31%	46%	33%	44%	39%	-	100%	-	-	-	34%	41%	41%	40%
				**					GI		GI	**		LNOP		*					
$100K-<$125K (Net)	12%	13%	10%	-	13%	13%	10%	13%	13%	14%	6%	14%	-	-	100%	33%	-	15%	15%	9%	10%
				**				J	J	J		**			LMOP*	LMP					
$100K+ (Net)	36%	39%	32%	29%	29%	39%	38%	29%	34%	42%	34%	54%	-	-	100%	100%	100%	44%	35%	31%	38%
		B		**		D	D			G		**			LM*	LM	LM	S			
$125K+ (Net)	24%	26%	22%	29%	16%	26%	28%	15%	21%	28%	28%	40%	-	-	-	67%	100%	29%	20%	21%	28%
				**		D	D			G	G	**				*	LMN	LMNO			
Mean (,000)	92.8	96.5	89.6	69.7	81.4	98	96.9	77.9	94.5	96.2	94.9	111	27.2	76.5	112.5	156.7	178.2	103.8	90.1	87.7	95.6
				**		D	D			G	G	**		L	LM*	LMN	LMNO	RS			
STD. DEV.	60.96	60.87	61.02	50.06	60.01	61.79	59.95	64.44	59.86	60.13	60.05	56.79	14.1	14.2	*	51.45	50.22	69.3	56.71	60.21	58.31
STD. ERR.	1.82	2.62	2.55	17.75	3.36	3.22	2.88	4.8	3.32	3.57	3.49	9.89	0.84	0.68	*	2.57	3.06	4.98	3.74	2.9	3.59

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Household Income

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Under $15K	6%	5%	6%	11%	1%	2%	7%	21%	3%	1%	11%	4%	12%	8%	5%	4%	5%	9%	8%	4%	9%
				D			E*	EFH			I		K*	*	*			*	S		S
$15K to less than $20K	2%	1%	2%	3%	0%	0%	2%	3%	5%	0%	3%	2%	2%	4%	0%	3%	2%	2%	2%	2%	3%
				D			*	E	E		I		*	*	*				*		
$20K to less than $25K	3%	1%	3%	4%	1%	1%	7%	4%	3%	1%	5%	2%	5%	4%	1%	3%	3%	1%	3%	2%	2%
				D			E*				I		*	*	*			*			
$25K to less than $30K	3%	2%	3%	4%	1%	2%	3%	4%	3%	2%	4%	3%	5%	1%	3%	3%	2%	4%	2%	2%	4%
				D			*						*	*	*			*			
$30K to less than $40K	6%	4%	7%	10%	3%	6%	4%	7%	6%	3%	9%	5%	9%	9%	4%	5%	7%	6%	7%	5%	9%
				D			*				I		*	*	*			*			
$40K to less than $50K	6%	6%	5%	8%	3%	5%	7%	6%	5%	4%	8%	5%	9%	7%	5%	6%	5%	6%	6%	6%	5%
				D			*				I		*	*	*			*			
$50K to less than $75K	15%	11%	16%	16%	14%	13%	20%	14%	17%	14%	16%	16%	13%	10%	12%	14%	15%	15%	13%	15%	18%
							*						*	*	*			*			
$75K to less than $100K	25%	32%	22%	21%	28%	28%	27%	11%	27%	28%	21%	23%	20%	37%	20%	22%	29%	20%	26%	24%	23%
		B			C	G	G*		G	J			*	KLN*	*		O	*			
$100K to less than $150K	22%	23%	22%	16%	28%	26%	18%	19%	17%	28%	16%	24%	16%	17%	29%	27%	19%	25%	21%	23%	21%
					C	H	*			J			*	*	LM*	P		*			
$150K or more	14%	16%	13%	7%	21%	16%	6%	11%	15%	20%	7%	17%	10%	4%	21%	14%	15%	12%	10%	18%	7%
					C	F	*		F	J		M	*	*	LM*			*		RT	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Under $50K (Net)	25%	18%	28%	40%	10%	17%	30%	45%	24%	11%	39%	20%	40%	32%	18%	23%	23%	28%	29%	20%	32%
			A	D			E*	EFH	E		I		KN*	KN*	*			*	S		S
$50K-<$100K (Net)	39%	43%	38%	37%	42%	41%	47%	25%	44%	41%	37%	39%	33%	47%	32%	35%	44%	35%	39%	39%	40%
						G	G*		G				*	N*	*		O	*			
$100K-<$125K (Net)	12%	12%	11%	10%	13%	15%	13%	10%	4%	16%	8%	13%	9%	6%	19%	16%	8%	14%	11%	11%	15%
						H	H*	H		J			*	*	M*	P		*			
$100K+ (Net)	36%	39%	34%	23%	49%	42%	24%	30%	32%	48%	23%	41%	27%	21%	50%	41%	34%	37%	32%	41%	28%
				C		FGH	*			J		LM	*	*	LM*	P		*		RT	
$125K+ (Net)	24%	27%	23%	13%	35%	27%	10%	20%	28%	32%	16%	28%	17%	15%	31%	26%	25%	22%	20%	30%	12%
				C		F	*		F	J		LM	*	*	LM*			*	T	RT	
Mean (,000)	92.8	101.4	89.5	71.8	114.5	103.1	77.9	74.7	90.8	111.7	73.9	100.1	77.6	75.2	113.2	96.7	93.8	92.7	87	102.1	75.5
		B			C	FGH	*		G	J		LM	*	*	LM*			*	T	RT	
STD. DEV.	60.96	59.2	61.34	52.67	61.39	59.05	54.63	67.94	56.71	59.04	56.87	61.4	64.03	45.75	71.59	60.08	59.23	69.13	59.3	64.12	48.1
STD. ERR.	1.82	3.36	2.16	2.21	2.62	2.48	5.26	4.73	3.67	2.49	2.4	2.37	5.41	3.25	8.03	3.03	2.58	6.06	3.23	2.65	3.41

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Household Income

		Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
	Total	Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Under $15K	6%	13%	5%	6%	3%	-	8%	3%	10%	5%	6%	2%	6%	5%	7%	6%
		BCD				**	G		K		K					
$15K to less than $20K	2%	3%	0%	1%	4%	1%	1%	3%	2%	0%	2%	3%	2%	2%	2%	2%
		B			B	**										
$20K to less than $25K	3%	4%	2%	2%	3%	-	3%	3%	3%	2%	2%	3%	3%	3%	2%	3%
						**										
$25K to less than $30K	3%	4%	2%	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%	3%
						**										
$30K to less than $40K	6%	10%	6%	6%	5%	2%	7%	5%	10%	3%	5%	5%	7%	5%	6%	6%
						**			I							
$40K to less than $50K	6%	7%	5%	7%	4%	2%	6%	4%	6%	6%	6%	4%	6%	6%	6%	5%
						**										
$50K to less than $75K	15%	13%	14%	13%	17%	20%	14%	17%	14%	14%	15%	17%	15%	13%	15%	15%
						**										
$75K to less than $100K	25%	18%	31%	19%	27%	19%	27%	26%	24%	27%	23%	25%	25%	23%	27%	23%
			AC			**										
$100K to less than $150K	22%	20%	22%	26%	17%	37%	21%	19%	20%	23%	23%	21%	20%	26%	20%	23%
				D		**										
$150K or more	14%	8%	12%	16%	17%	17%	11%	17%	8%	16%	14%	18%	14%	14%	13%	14%
					A	**		F		H		H				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Under $50K (Net)	25%	40%	21%	25%	22%	6%	28%	21%	33%	21%	25%	19%	26%	23%	26%	24%
		BCD				**			IK							
$50K-<$100K (Net)	39%	31%	46%	33%	44%	39%	40%	43%	38%	40%	37%	42%	40%	37%	41%	38%
			AC		AC	**										

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
$100K-<$125K (Net)	12%	13%	13%	14%	6%	14%	13%	7%	13%	12%	13%	7%	11%	13%	11%	12%
		D	D	D		**	G									
$100K+ (Net)	36%	29%	34%	42%	34%	54%	32%	36%	29%	39%	38%	39%	34%	40%	33%	38%
				A		**				H		H				
$125K+ (Net)	24%	15%	21%	28%	28%	40%	19%	29%	16%	27%	24%	32%	23%	27%	22%	25%
				A	A	**		F		H	H	H				
Mean (,000)	92.8	77.9	94.5	96.2	94.9	111	88.6	96.5	81.4	100.4	93.9	98.3	91.4	95.9	90.2	95
			A	A	A	**				H	H	H				
STD. DEV.	60.96	64.44	59.86	60.13	60.05	56.79	61.99	59.85	60.01	63.86	62.14	55.77	61.53	59.65	59.24	62.32
STD. ERR.	1.82	4.8	3.32	3.57	3.49	9.89	2.76	3.3	3.36	3.97	3.65	3.51	2.22	3.19	2.62	2.52

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Gender

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Male	48%	100%	-	-	48%	49%	49%	47%	48%	50%	46%	72%	45%	46%	55%	53%	53%	49%	51%	48%	46%
		B		**								**			*	L					
Female	51%	-	100%	-	50%	51%	51%	50%	52%	50%	54%	28%	54%	53%	45%	46%	47%	49%	49%	52%	53%
			A	**								**	O		*						
Another gender	0%	-	-	53%	1%	0%	-	2%	0%	-	-	-	0%	0%	-	1%	1%	1%	1%	-	-
				**								**			*			S			
Prefer not to answer	0%	-	-	47%	1%	-	0%	1%	-	-	1%	-	1%	0%	-	-	-	0%	-	0%	1%
				**								**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Gender

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Male	48%	48%	48%	45%	52%	57%	35%	32%	47%	50%	47%	46%	58%	48%	51%	51%	46%	57%	57%	47%	37%
					C	FGH	*		G				K*	*	*			P*	ST	T	
Female	51%	52%	51%	55%	47%	42%	64%	67%	53%	50%	52%	54%	40%	51%	49%	49%	53%	42%	43%	52%	62%
				D			E*	EH	E			L	*	*	*		Q	*		R	RS
Another gender	0%	0%	0%	-	1%	1%	-	-	-	0%	1%	0%	2%	-	-	-	1%	-	0%	1%	-
							*						*	*	*			*			
Prefer not to answer	0%	-	0%	0%	0%	-	1%	1%	0%	-	1%	0%	1%	1%	-	0%	-	1%	1%	0%	1%
							E*	E					*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Gender

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Male	48%	47%	48%	50%	46%	72%	48%	48%	48%	50%	48%	48%	47%	51%	48%	49%
						**										
Female	51%	50%	52%	50%	54%	28%	51%	51%	50%	50%	52%	51%	52%	49%	51%	51%
						**										
Another gender	0%	2%	0%	-	-	-	1%	-	1%	0%	-	-	1%	-	1%	-
						**										
Prefer not to answer	0%	1%	-	-	1%	-	0%	0%	1%	-	-	1%	0%	-	0%	0%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Age

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
18 - 34 (Net)	29%	28%	28%	72%	100%	-	-	100%	43%	-	-	-	38%	28%	32%	23%	18%	30%	23%	32%	27%
				**	EF			HIJ	IJ			**	MOP	P	OP*	P					
18 - 24	11%	11%	11%	53%	39%	-	-	68%	-	-	-	-	18%	8%	12%	10%	9%	9%	9%	12%	12%
				**	EF			HIJ				**	MOP		*						
25 - 34	18%	17%	18%	18%	61%	-	-	32%	43%	-	-	-	19%	20%	21%	13%	10%	21%	14%	19%	15%
				**	EF			IJ	IJ			**	OP	OP	OP*	P					
35 - 54 (Net)	33%	33%	33%	8%	-	100%	-	-	57%	64%	-	-	29%	32%	36%	36%	36%	32%	37%	32%	31%
				**		DF			GJ	GJ		**			*						
35 - 44	17%	17%	17%	8%	-	53%	-	-	57%	2%	-	-	13%	19%	18%	18%	18%	14%	20%	17%	18%
				**		DF			GIJ	J		**			*						
45 - 54	16%	16%	16%	-	-	47%	-	-	-	61%	-	-	16%	13%	18%	18%	18%	18%	17%	15%	13%
				**		DF				GHJ		**			*						
55 + (Net)	39%	39%	39%	20%	-	-	100%	-	-	36%	100%	100%	33%	40%	32%	41%	46%	38%	39%	36%	43%
				**			DE			GH	GHI	**			*	LN	LNO				
55 - 64	16%	16%	16%	-	-	-	42%	-	-	36%	26%	-	16%	16%	17%	16%	16%	14%	16%	16%	18%
				**			DE			GHJ	GH	**			*						
65+	23%	23%	23%	20%	-	-	58%	-	-	-	74%	100%	17%	24%	14%	25%	30%	24%	23%	20%	25%
				**			DE				GHI	**		L	*	LN	LNO				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Mean	48	48.4	47.8	34	26.7	44.5	66.7	23	35.9	52.6	68.2	82.4	44.7	48.7	45	49.6	51.8	48.7	49	46.6	48.9
				**	D	DE			G	GH	GHI	**		L	*	LN	LNO				
STD. DEV.	17.67	17.95	17.32	19.25	4.98	6.12	7.79	3.01	4.47	4.38	4.87	3.02	17.99	17.35	16.71	17.52	17.51	18.12	17.49	17.26	18.09
STD. ERR.	0.53	0.76	0.74	6.81	0.28	0.3	0.39	0.24	0.24	0.26	0.29	0.55	0.85	0.85	1.81	1.09	1.33	1.23	1.13	0.84	1.17
Median	48	48	48.65	24.58	27	44	66	23	35.28	53	68	81	44	47	43	51	52	47	48.15	46	50.26

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Age

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
18 - 34 (Net)	29%	38%	25%	37%	19%	34%	36%	41%	0%	16%	41%	21%	43%	44%	34%	26%	29%	31%	35%	26%	25%
		B		D		H	H*	H			I		K*	K*	K*			*	S		
18 - 24	11%	6%	13%	18%	3%	8%	22%	26%	0%	2%	20%	6%	20%	20%	13%	9%	11%	9%	13%	10%	9%
			A	D		H	EH*	EH			I		K*	K*	K*			*			
25 - 34	18%	32%	12%	19%	16%	26%	14%	15%	0%	15%	20%	14%	23%	24%	21%	16%	18%	22%	21%	16%	16%
		B				FGH	H*	H			I		K*	K*	*			*			
35 - 54 (Net)	33%	55%	24%	26%	39%	43%	34%	37%	3%	40%	26%	31%	32%	39%	32%	31%	33%	36%	40%	29%	31%
		B			C	H	H*	H		J			*	*	*			*		S	
35 - 44	17%	35%	10%	12%	23%	24%	18%	18%	1%	19%	15%	15%	19%	22%	22%	15%	17%	21%	27%	12%	17%
		B			C	H	H*	H					*	*	*			*	ST		
45 - 54	16%	20%	14%	14%	17%	20%	16%	19%	2%	20%	11%	16%	13%	17%	10%	16%	16%	15%	13%	17%	14%
		B				H	H*	H		J			*	*	*			*			
55 + (Net)	39%	7%	51%	36%	41%	22%	30%	22%	96%	44%	33%	48%	25%	17%	34%	44%	38%	33%	25%	45%	43%
			A				*		EFG	J		LMN	*	*	M*			*		R	R
55 - 64	16%	5%	20%	16%	16%	15%	15%	17%	19%	17%	15%	18%	14%	11%	18%	20%	15%	8%	10%	19%	19%
			A				*						*	*	*	Q		*		R	R
65+	23%	2%	30%	20%	25%	8%	15%	4%	77%	27%	18%	30%	11%	6%	15%	24%	23%	25%	15%	26%	25%
			A				EG*		EFG	J		LMN	*	*	M*			*		R	R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary																					
Mean	48	38.9	51.5	45.4	50.7	42.9	43.7	39.9	69.2	52.4	43.7	52.3	40.9	39.1	45.3	49.7	47.6	47.6	43	50.5	49.3
			A		C	G	*		EFG	J		LMN	*	*	M*			*		R	R
STD. DEV.	17.67	10.79	18.53	18.44	16.42	13.84	17.76	15.65	8.95	15.78	18.39	17.53	15.77	14.37	16.56	17.63	17.56	18.47	16.59	17.77	17.45
STD. ERR.	0.53	0.63	0.64	0.74	0.74	0.6	1.66	1.01	0.58	0.7	0.74	0.65	1.42	1.29	1.55	0.88	0.78	1.6	0.9	0.75	1.17
Median	48	38	55	45	50	41	42	40	69	52	41	54	39	36.61	42.55	52	47	43.42	39.04	52	52

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Age

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
18 - 34 (Net)	29%	100%	43%	-	-	-	63%	-	100%	-	-	-	29%	27%	33%	25%
		BCD	CD			**	G		IJK							O
18 - 24	11%	68%	-	-	-	-	24%	-	39%	-	-	-	13%	7%	14%	8%
		BCD				**	G		IJK				M		O	
25 - 34	18%	32%	43%	-	-	-	39%	-	61%	-	-	-	16%	20%	19%	17%
		CD	CD			**	G		IJK							
35 - 54 (Net)	33%	-	57%	64%	-	-	37%	-	-	100%	38%	-	33%	33%	35%	31%
			AD	AD		**	G			HJK	HK					
35 - 44	17%	-	57%	2%	-	-	37%	-	-	75%	-	-	17%	17%	17%	17%
			ACD	D		**	G			HJK						
45 - 54	16%	-	-	61%	-	-	-	-	-	25%	38%	-	15%	16%	18%	14%
				ABD		**				HK	HIK					
55 + (Net)	39%	-	-	36%	100%	100%	-	100%	-	-	62%	100%	38%	40%	32%	44%
			AB	ABC	**			F			HI	HIJ				N
55 - 64	16%	-	-	36%	26%	-	-	23%	-	-	62%	-	16%	17%	11%	20%
			ABD	AB	**			F			HIK					N
65+	23%	-	-	-	74%	100%	-	77%	-	-	-	100%	23%	23%	20%	24%
				ABC	**			F				HIJ				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Mean	48	23	35.9	52.6	68.2	82.4	31.3	69.6	26.7	41.3	56.7	71.9	47.7	48.7	45.8	49.9
			A	AB	ABC	**		F		H	HI	HIJ				N
STD. DEV.	17.67	3.01	4.47	4.38	4.87	3.02	7.4	6.35	4.98	4.16	4.34	5.79	17.74	17.5	17.38	17.71
STD. ERR.	0.53	0.24	0.24	0.26	0.29	0.55	0.33	0.36	0.28	0.24	0.26	0.37	0.64	0.95	0.77	0.72

		48	23	35.28	53	68	81	31.22	68	27	41	56	70	47	50	44.14	51
Median																	

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Region

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Northeast	17%	18%	17%	34%	18%	17%	17%	18%	16%	17%	17%	29%	15%	15%	23%	21%	21%	100%	-	-	-
				**								**			*	L		RST			
Midwest	20%	21%	20%	24%	17%	23%	21%	16%	21%	24%	18%	22%	20%	21%	26%	20%	17%	-	100%	-	-
				**								**			*				QST		
South	39%	38%	39%	15%	43%	38%	36%	41%	40%	40%	36%	27%	44%	40%	31%	33%	34%	-	-	100%	-
				**								**	NOP		*					QRT	
West	24%	23%	24%	26%	22%	22%	26%	25%	22%	19%	29%	23%	21%	24%	20%	25%	28%	-	-	-	100%
				**							I	**			*						QRS
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Region

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Northeast	17%	18%	17%	15%	20%	20%	13%	9%	19%	16%	19%	17%	13%	19%	20%	15%	19%	24%	20%	17%	16%
						G	*		G				*	*	*			O*			
Midwest	20%	22%	20%	20%	21%	20%	22%	20%	21%	23%	18%	25%	22%	7%	12%	23%	19%	20%	20%	19%	25%
							*					MN	M*	*	*			*			
South	39%	40%	38%	42%	35%	38%	42%	45%	33%	40%	37%	37%	57%	37%	23%	46%	35%	33%	33%	41%	42%
							*	H				N	KMN*	N*	*	PQ		*			
West	24%	20%	25%	23%	24%	22%	23%	25%	27%	21%	26%	21%	7%	36%	46%	17%	27%	23%	28%	24%	17%
							*					L	*	KL*	KL*		O	*	T		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

Region

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Northeast	17%	18%	16%	17%	17%	29%	17%	18%	18%	16%	16%	18%	17%	18%	18%	17%
						**										
Midwest	20%	16%	21%	24%	18%	22%	19%	19%	17%	24%	21%	21%	20%	21%	18%	22%
						**										
South	39%	41%	40%	40%	36%	27%	40%	35%	43%	37%	39%	35%	36%	45%	34%	43%
						**								L		N
West	24%	25%	22%	19%	29%	23%	23%	28%	22%	22%	24%	26%	27%	16%	30%	18%
					C	**							M		O	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Education

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Grade School	0%	0%	0%	-	0%	1%	-	-	1%	0%	-	-	1%	-	-	-	-	0%	-	0%	0%
				**								**			*						
Some High School	2%	2%	1%	-	3%	2%	0%	4%	2%	2%	0%	-	5%	1%	1%	1%	1%	0%	2%	2%	2%
				**	F	F		J				**	MOP		*						
Graduated High School	18%	19%	18%	10%	27%	13%	16%	36%	12%	19%	16%	3%	38%	15%	14%	8%	5%	17%	19%	20%	16%
				**	EF			HIJ				**	MNOP	OP	OP*	P					
Some College	19%	17%	21%	21%	27%	13%	18%	27%	18%	16%	18%	23%	23%	19%	19%	16%	15%	17%	16%	20%	22%
				**	EF			HIJ				**	OP		*						
Associate's degree (AA, AS, etc.)	11%	9%	14%	-	10%	11%	12%	10%	10%	13%	13%	5%	14%	13%	11%	8%	7%	9%	14%	13%	8%
			A	**								**	OP		*						
Bachelor's degree (BA, BS, etc.)	31%	31%	31%	45%	25%	37%	30%	19%	35%	34%	30%	35%	16%	34%	42%	38%	37%	34%	31%	29%	32%
				**		D			G	G	G	**		L	L*	L	L				
Post Graduate Degree	18%	22%	14%	23%	9%	22%	22%	3%	23%	15%	24%	34%	3%	18%	13%	29%	36%	23%	18%	16%	19%
		B		**		D	D		G	G	GI	**		L	L*	LMN	LMNO				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
No college degree (Net)	51%	47%	55%	32%	67%	41%	47%	77%	43%	50%	46%	31%	81%	48%	44%	33%	27%	44%	51%	55%	49%
			A	**	EF			HIJ				**	MNOP	OP	OP*	P					Q
College degree (Net)	49%	53%	45%	68%	33%	59%	53%	23%	57%	50%	54%	69%	19%	52%	56%	67%	73%	56%	49%	45%	51%
		B		**		D	D		G	G	G	**		L	L*	LMN	LMNO	S			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Education

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Grade School	0%	-	0%	0%	-	0%	-	1%	-	0%	0%	0%	-	1%	-	0%	0%	-	0%	0%	0%
							*						*	*	*			*			
Some High School	2%	2%	2%	3%	-	1%	3%	6%	1%	1%	3%	1%	4%	2%	2%	2%	1%	1%	2%	1%	3%
				D			*	EH			I		*	*	*			*			
Graduated High School	18%	16%	19%	36%	-	14%	14%	31%	20%	11%	25%	16%	30%	24%	8%	20%	13%	28%	16%	16%	29%
				D			*	EFH			I		KN*	N*	*	P		P*			RS
Some College	19%	13%	22%	38%	-	16%	24%	23%	22%	14%	25%	17%	24%	28%	7%	19%	20%	14%	20%	20%	15%
			A	D			*				I	N	N*	KN*	*			*			
Associate's degree (AA, AS, etc.)	11%	11%	11%	22%	-	11%	8%	10%	14%	11%	12%	12%	10%	10%	8%	14%	11%	11%	8%	11%	17%
				D			*						*	*	*			*			R
Bachelor's degree (BA, BS, etc.)	31%	36%	29%	-	63%	37%	28%	24%	24%	37%	25%	33%	17%	25%	54%	27%	35%	30%	30%	34%	24%
		B			C	GH	*			J		L	*	*	KLM*		O	*		T	
Post Graduate Degree	18%	22%	17%	-	37%	22%	22%	6%	20%	27%	10%	21%	15%	11%	21%	18%	19%	17%	23%	18%	12%
					C	G	G*		G	J		M	*	*	*			*	T		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
No college degree (Net)	51%	42%	54%	100%	-	42%	50%	70%	56%	36%	65%	46%	68%	64%	26%	54%	45%	53%	47%	49%	64%
			A	D			*	EFH	E		I	N	KN*	KN*	*	P		*			RS
College degree (Net)	49%	58%	46%	-	100%	58%	50%	30%	44%	64%	35%	54%	32%	36%	74%	46%	55%	47%	53%	51%	36%
		B			C	GH	G*		G	J		LM	*	*	KLM*		O	*	T	T	

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

Education

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Grade School	0%	-	1%	0%	-	-	0%	-	0%	1%	-	-	0%	0%	0%	0%
						**										
Some High School	2%	4%	2%	2%	0%	-	3%	0%	3%	2%	1%	0%	2%	1%	2%	2%
		D				**	G		K							
Graduated High School	18%	36%	12%	19%	16%	3%	21%	14%	27%	12%	19%	14%	17%	21%	15%	21%
		BCD				**	G		IK							N
Some College	19%	27%	18%	16%	18%	23%	21%	18%	27%	12%	17%	19%	20%	16%	22%	17%
		BCD				**			IJ			I				
Associate's degree (AA, AS, etc.)	11%	10%	10%	13%	13%	5%	10%	12%	10%	10%	14%	12%	10%	14%	10%	12%
						**										
Bachelor's degree (BA, BS, etc.)	31%	19%	35%	34%	30%	35%	29%	30%	25%	39%	32%	29%	32%	28%	32%	30%
			A	A	A	**				HK						
Post Graduate Degree	18%	3%	23%	15%	24%	34%	16%	25%	9%	25%	17%	26%	18%	19%	19%	18%
			A	A	AC	**		F		H	H	HJ				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
No college degree (Net)	51%	77%	43%	50%	46%	31%	55%	45%	67%	36%	51%	45%	50%	53%	49%	52%
		BCD				**	G		IJK		I					
College degree (Net)	49%	23%	57%	50%	54%	69%	45%	55%	33%	64%	49%	55%	50%	47%	51%	48%
			A	A	A	**		F		HJ	H	H				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
    Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
    Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Age & Presence Of Children

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Under 6 only	7%	5%	9%	-	19%	4%	0%	17%	14%	1%	0%	-	7%	9%	7%	4%	3%	4%	8%	8%	6%
				**	EF	F		IJ	IJ			**		OP	*						
6-12 Only	5%	3%	8%	8%	5%	11%	1%	1%	13%	5%	0%	-	4%	5%	10%	7%	5%	6%	7%	6%	3%
			A	**	F	DF			GIJ	GJ		**			L*						
13-17 Only	6%	8%	4%	-	3%	12%	4%	3%	6%	13%	3%	5%	3%	6%	5%	8%	10%	8%	8%	5%	5%
		B		**		DF				GHJ		**			*	L	L				
Under 6 and 6-12	4%	4%	3%	-	6%	6%	0%	1%	10%	2%	0%	-	2%	4%	6%	5%	4%	6%	1%	4%	4%
				**	F	F			GIJ	J		**			*			R			
Under 6 and 13-17	1%	1%	0%	-	0%	2%	-	1%	1%	1%	-	-	1%	0%	-	1%	2%	1%	-	1%	1%
		B		**		F						**			*						
6-12 and 13-17	4%	4%	4%	-	1%	10%	-	1%	9%	4%	-	-	2%	5%	2%	4%	5%	3%	5%	4%	1%
				**		DF			GIJ	J		**			*				T		
All 3	1%	2%	0%	-	1%	1%	-	1%	2%	0%	-	-	0%	1%	-	1%	2%	-	1%	1%	2%
		B		**	F	F			J			**			*						
None Under 18	72%	72%	72%	92%	63%	53%	95%	76%	46%	73%	96%	95%	80%	70%	71%	70%	69%	72%	70%	71%	77%
				**	E		DE	H		H	GHI	**	MOP		*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
With Kids (Net)	28%	28%	28%	8%	37%	47%	5%	24%	54%	27%	4%	5%	20%	30%	29%	30%	31%	28%	30%	29%	23%
				**	F	DF		J	GIJ	J		**		L	*	L	L				
No Kids (Net)	72%	72%	72%	92%	63%	53%	95%	76%	46%	73%	96%	95%	80%	70%	71%	70%	69%	72%	70%	71%	77%
				**	E		DE	H		H	GHI	**	MOP		*						

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Age & Presence Of Children

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Under 6 only	7%	26%	-	8%	6%	9%	7%	9%	0%	8%	6%	6%	8%	10%	6%	9%	6%	5%	8%	5%	13%
		B				H	H*	H					*	*	*			*			S
6-12 Only	5%	19%	-	4%	7%	8%	2%	6%	-	8%	3%	5%	8%	6%	4%	4%	5%	7%	6%	5%	5%
		B				FH	*	H		J			*	*	*			*			
13-17 Only	6%	23%	-	5%	8%	8%	7%	6%	1%	8%	5%	7%	7%	6%	4%	9%	6%	2%	6%	8%	3%
		B				H	H*	H					*	*	*	Q		*		T	
Under 6 and 6-12	4%	14%	-	2%	5%	6%	3%	3%	0%	6%	2%	5%	1%	2%	5%	5%	4%	3%	7%	2%	5%
		B		C		H	H*	H		J			*	*	*			*	S		S
Under 6 and 13-17	1%	2%	-	0%	1%	1%	-	-	-	1%	0%	1%	-	2%	-	1%	1%	-	1%	1%	-
		B					*						*	*	*			*			
6-12 and 13-17	4%	13%	-	2%	5%	5%	3%	3%	-	5%	2%	3%	5%	6%	2%	3%	3%	4%	6%	3%	3%
		B		C		H	H*	H		J			*	*	*			*			
All 3	1%	3%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	-	2%	-	1%	0%	4%	1%	1%	1%
		B					*						*	*	*			OP*			
None Under 18	72%	-	100%	77%	67%	61%	77%	72%	98%	63%	81%	73%	71%	66%	80%	70%	74%	75%	65%	77%	71%
			A	D			E*	E	EFG		I		*	*	M*			*		R	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
With Kids (Net)	28%	100%	-	23%	33%	39%	23%	28%	2%	37%	19%	27%	29%	34%	20%	30%	26%	25%	35%	23%	29%
		B		C		FGH	H*	H		J			*	N*	*			*	S		
No Kids (Net)	72%	-	100%	77%	67%	61%	77%	72%	98%	63%	81%	73%	71%	66%	80%	70%	74%	75%	65%	77%	71%
			A	D			E*	E	EFG		I		*	*	M*			*		R	

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Age & Presence Of Children

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Under 6 only	7%	17%	14%	1%	0%	-	15%	0%	19%	6%	1%	-	8%	6%	5%	9%
		CD	CD			**	G		IJK	JK						N
6-12 Only	5%	1%	13%	5%	0%	-	9%	0%	5%	16%	2%	-	5%	6%	6%	5%
			ACD	AD		**	G		K	HJK						
13-17 Only	6%	3%	6%	13%	3%	5%	5%	3%	3%	10%	10%	2%	5%	8%	5%	7%
				ABD		**				HK	HK					
Under 6 and 6-12	4%	1%	10%	2%	0%	-	7%	0%	6%	7%	1%	0%	4%	4%	5%	3%
			ACD	D		**	G		JK	JK						
Under 6 and 13-17	1%	1%	1%	1%	-	-	1%	-	0%	2%	-	-	1%	1%	1%	0%
						**				JK						
6-12 and 13-17	4%	1%	9%	4%	-	-	6%	-	1%	13%	1%	-	4%	3%	3%	5%
			ACD	D		**	G			HJK						
All 3	1%	1%	2%	0%	-	-	2%	-	1%	1%	0%	-	1%	1%	1%	1%
			D			**	G									
None Under 18	72%	76%	46%	73%	96%	95%	56%	96%	63%	44%	85%	98%	73%	70%	75%	70%
		B		B	ABC	**		F	I		HI	HIJ				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
With Kids (Net)	28%	24%	54%	27%	4%	5%	44%	4%	37%	56%	15%	2%	27%	30%	25%	30%
		D	ACD	D		**	G		JK	HJK	K					
No Kids (Net)	72%	76%	46%	73%	96%	95%	56%	96%	63%	44%	85%	98%	73%	70%	75%	70%
		B		B	ABC	**		F	I		HI	HIJ				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Marital Status

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Single	28%	32%	23%	92%	55%	20%	15%	70%	29%	19%	13%	1%	48%	24%	24%	18%	14%	34%	26%	27%	25%
		B		**	EF			HIJ	IJ			**	MNOP	P	*						
Domestic Partnership	9%	8%	10%	-	14%	9%	5%	16%	12%	7%	3%	-	9%	10%	3%	7%	9%	7%	8%	9%	11%
				**	EF			IJ	J			**			*						
Married	50%	51%	49%	8%	29%	61%	57%	13%	53%	59%	59%	66%	22%	52%	67%	67%	67%	46%	56%	52%	45%
				**		D	D		G	G	G	**		L	LM*	LM	LM		T		
Widowed	3%	2%	4%	-	0%	1%	6%	1%	1%	2%	6%	15%	5%	2%	-	2%	2%	4%	3%	2%	3%
			A	**			DE				GHI	**	MNO		*						
Divorced or separated	10%	7%	14%	-	2%	9%	18%	-	5%	13%	19%	18%	16%	11%	5%	6%	7%	9%	6%	10%	16%
			A	**		D	DE		G	GH	GH	**	NOP		*						R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Married (Net)	50%	51%	49%	8%	29%	61%	57%	13%	53%	59%	59%	66%	22%	52%	67%	67%	67%	46%	56%	52%	45%
				**		D	D		G	G	G	**		L	LM*	LM	LM		T		
Other (Net)	50%	49%	51%	92%	71%	39%	43%	87%	47%	41%	41%	34%	78%	48%	33%	33%	33%	54%	44%	48%	55%
				**	EF			HIJ				**	MNOP	NOP	*						R

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Marital Status

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Single	28%	16%	32%	37%	19%	29%	32%	41%	11%	-	56%	16%	65%	40%	32%	20%	32%	32%	38%	24%	22%
			A	D		H	H*	EH			I		KMN*	K*	K*		O	O*	ST		
Domestic Partnership	9%	10%	9%	11%	6%	9%	11%	11%	5%	-	18%	8%	4%	13%	10%	6%	12%	5%	10%	8%	9%
				D			*	H			I		*	L*	*		O	*			
Married	50%	66%	44%	36%	65%	52%	51%	36%	57%	100%	-	63%	18%	31%	48%	61%	43%	52%	43%	54%	49%
		B			C	G	G*		G	J		LMN	*	*	LM*	P		*		R	
Widowed	3%	1%	3%	3%	2%	1%	1%	2%	8%	-	6%	3%	2%	2%	2%	3%	3%	2%	1%	3%	5%
							*		EFG		I		*	*	*			*			R
Divorced or separated	10%	7%	12%	13%	8%	8%	5%	10%	18%	-	21%	10%	10%	13%	8%	11%	10%	9%	8%	10%	15%
			A	D			*		EFG		I		*	*	*			*			R
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Married (Net)	50%	66%	44%	36%	65%	52%	51%	36%	57%	100%	-	63%	18%	31%	48%	61%	43%	52%	43%	54%	49%
		B			C	G	G*		G	J		LMN	*	*	LM*	P		*		R	
Other (Net)	50%	34%	56%	64%	35%	48%	49%	64%	43%	-	100%	37%	82%	69%	52%	39%	57%	48%	57%	46%	51%
			A	D			*	EFH			I		KN*	KN*	K*		O	*	S		

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Marital Status

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Single	28%	70%	29%	19%	13%	1%	43%	11%	55%	23%	18%	10%	29%	26%	31%	25%
		BCD	CD			**	G		IJK	K	K					
Domestic Partnership	9%	16%	12%	7%	3%	-	14%	3%	14%	10%	7%	3%	10%	6%	9%	9%
		CD	D			**	G		JK	K						
Married	50%	13%	53%	59%	59%	66%	39%	60%	29%	59%	57%	60%	49%	53%	46%	53%
			A	A	A	**		F		H	H	H				
Widowed	3%	1%	1%	2%	6%	15%	1%	7%	0%	2%	2%	8%	3%	3%	2%	3%
					ABC	**		F				HIJ				
Divorced or separated	10%	-	5%	13%	19%	18%	3%	19%	2%	7%	16%	18%	10%	11%	12%	10%
			A	AB	AB	**		F		H	HI	HI				
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Married (Net)	50%	13%	53%	59%	59%	66%	39%	60%	29%	59%	57%	60%	49%	53%	46%	53%
			A	A	A	**		F		H	H	H				
Other (Net)	50%	87%	47%	41%	41%	34%	61%	40%	71%	41%	43%	40%	51%	47%	54%	47%
		BCD				**	G		IJK							

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Employment

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Employed - full-time	44%	52%	36%	24%	54%	61%	22%	41%	68%	53%	14%	5%	27%	47%	56%	52%	50%	52%	42%	44%	39%
		B		**	F	F		J	GIJ	GJ		**		L	L*	L	L	T			
Employed - part-time	10%	7%	12%	15%	12%	10%	8%	16%	9%	8%	9%	-	11%	11%	11%	6%	4%	7%	11%	10%	9%
			A	**								**	OP	OP	P*	P					
Self-Employed	7%	8%	6%	29%	7%	7%	8%	6%	6%	9%	7%	13%	7%	6%	10%	8%	7%	8%	7%	6%	7%
				**								**			*						
Retired	21%	21%	22%	5%	0%	2%	53%	1%	1%	7%	63%	83%	21%	24%	8%	19%	24%	23%	22%	18%	24%
				**			DE			GH	GHI	**	N	N	*	N	NO				
Student/Pupil	3%	2%	4%	16%	10%	0%	-	18%	1%	-	-	-	3%	2%	3%	4%	5%	1%	2%	4%	3%
				**	EF			HIJ				**			*		M				
Military	0%	0%	-	-	-	0%	-	-	0%	-	-	-	-	-	-	0%	0%	-	-	-	0%
				**								**			*						
Homemaker	5%	1%	9%	-	5%	9%	2%	3%	7%	8%	1%	-	4%	4%	8%	6%	5%	2%	8%	6%	3%
			A	**		F			J	J		**			*				QT		
Currently Unemployed	10%	9%	11%	10%	11%	11%	8%	15%	8%	14%	6%	-	25%	6%	6%	4%	3%	5%	8%	11%	13%
				**				J		J		**	MNOP		*					Q	Q
(Dk/Ns)	0%	0%	1%	-	1%	1%	-	1%	0%	1%	-	-	1%	0%	-	1%	1%	1%	0%	0%	0%
				**								**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Full Time (Net)	51%	60%	42%	53%	61%	67%	29%	47%	73%	62%	21%	17%	35%	53%	65%	59%	56%	60%	49%	50%	47%
		B		**	F	F		J	GIJ	GJ		**		L	L*	L	L	RT			
Part Time (Net)	10%	7%	12%	15%	12%	10%	8%	16%	9%	8%	9%	-	11%	11%	11%	6%	4%	7%	11%	10%	9%
			A	**								**	OP	OP	P*	P					
Not Emp. (Net)	18%	12%	24%	26%	26%	21%	10%	36%	17%	23%	7%	-	33%	12%	16%	15%	15%	10%	18%	21%	20%
			A	**	F	F		HIJ	J	J		**	MNOP		*				Q	Q	Q
Retired (Net)	21%	21%	22%	5%	0%	2%	53%	1%	1%	7%	63%	83%	21%	24%	8%	19%	24%	23%	22%	18%	24%
				**			DE			GH	GHI	**	N	N	*	N	NO				

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Employment

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Employed - full-time	44%	69%	34%	34%	54%	86%	-	-	-	47%	40%	41%	46%	51%	48%	45%	44%	45%	52%	39%	42%
		B			C	FGH	*			J			*	*	*			*		S	
Employed - part-time	10%	8%	10%	9%	10%	-	100%	-	-	10%	9%	9%	10%	11%	10%	9%	11%	6%	13%	9%	7%
							EGH*						*	*	*			*			
Self-Employed	7%	3%	9%	8%	6%	14%	-	-	-	5%	9%	5%	8%	6%	10%	6%	7%	8%	8%	8%	4%
			A			FGH	*						*	*	*			*			
Retired	21%	2%	29%	23%	19%	-	-	-	100%	24%	18%	29%	12%	8%	13%	25%	21%	18%	12%	26%	25%
			A				*		EFG	J		LMN	*	*	*			*		R	R
Student/Pupil	3%	1%	4%	6%	0%	-	-	17%	-	0%	6%	2%	6%	5%	2%	2%	3%	1%	4%	3%	2%
			D				*	EFH			I		K*	*	*			*			
Military	0%	0%	-	-	0%	-	-	1%	-	0%	-	0%	-	-	-	-	-	1%	0%	-	-
							*						*	*	*			*			
Homemaker	5%	11%	3%	6%	4%	-	-	27%	-	8%	2%	6%	2%	3%	9%	6%	4%	7%	3%	5%	8%
		B					*	EFH		J			*	*	LM*			*			R
Currently Unemployed	10%	5%	12%	13%	6%	-	-	54%	-	5%	15%	7%	17%	14%	9%	8%	9%	14%	9%	10%	12%
			A	D				*	EFH		I		K*	K*	*			*			
(Dk/Ns)	0%	1%	0%	1%	-	-	-	2%	-	-	1%	0%	-	2%	-	-	1%	-	-	1%	1%
								*	EH				*	K*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
Full Time (Net)	51%	72%	43%	42%	60%	100%	-	-	-	53%	49%	47%	54%	57%	57%	50%	51%	52%	60%	47%	46%
		B			C	FGH	*						*	*	*			*		ST	
Part Time (Net)	10%	8%	10%	9%	10%	-	100%	-	-	10%	9%	9%	10%	11%	10%	9%	11%	6%	13%	9%	7%
							EGH*						*	*	*			*			
Not Emp. (Net)	18%	19%	18%	25%	11%	-	-	100%	-	13%	24%	15%	25%	24%	20%	16%	17%	23%	16%	18%	22%
				D				*	EFH		I		K*	*	*			*			
Retired (Net)	21%	2%	29%	23%	19%	-	-	-	100%	24%	18%	29%	12%	8%	13%	25%	21%	18%	12%	26%	25%
			A				*		EFG	J		LMN	*	*	*			*		R	R

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Employment

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Employed - full-time	44%	41%	68%	53%	14%	5%	58%	13%	54%	64%	44%	9%	43%	46%	45%	43%
		D	ACD	AD		**	G		JK	HJK	K					
Employed - part-time	10%	16%	9%	8%	9%	-	11%	8%	12%	10%	9%	7%	10%	9%	10%	10%
						**										
Self-Employed	7%	6%	6%	9%	7%	13%	6%	7%	7%	5%	8%	8%	8%	6%	9%	6%
						**										
Retired	21%	1%	1%	7%	63%	83%	1%	65%	0%	2%	17%	73%	21%	22%	18%	24%
				AB	ABC	**		F			HI	HIJ				N
Student/Pupil	3%	18%	1%	-	-	-	7%	-	10%	1%	-	-	3%	4%	4%	2%
		BCD				**	G		IJK							
Military	0%	-	0%	-	-	-	0%	-	-	0%	-	-	0%	-	0%	-
						**										
Homemaker	5%	3%	7%	8%	1%	-	6%	1%	5%	8%	7%	0%	4%	6%	5%	5%
			D	D		**	G		K	K	K					
Currently Unemployed	10%	15%	8%	14%	6%	-	11%	5%	11%	10%	14%	3%	11%	7%	9%	10%
		D		D		**	G		K	K	K					
(Dk/Ns)	0%	1%	0%	1%	-	-	0%	-	1%	0%	1%	-	1%	0%	0%	1%
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Full Time (Net)	51%	47%	73%	62%	21%	17%	64%	21%	61%	69%	52%	17%	50%	52%	53%	48%
		D	ACD	AD		**	G		K	JK	K					
Part Time (Net)	10%	16%	9%	8%	9%	-	11%	8%	12%	10%	9%	7%	10%	9%	10%	10%
						**										
Not Emp. (Net)	18%	36%	17%	23%	7%	-	24%	6%	26%	19%	22%	4%	19%	17%	19%	18%
		BCD	D	D		**	G		K	K	K					

Retired (Net)	21%	1%	1%	7%	63%	83%	1%	65%	0%	2%	17%	73%	21%	22%	18%	24%
				AB	ABC	**		F			HI	HIJ				N

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

US01ETH - Race

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
White or Caucasian (not Hispanic or Latino)	60%	57%	64%	29%	44%	57%	75%	39%	52%	62%	77%	89%	48%	59%	67%	69%	70%	60%	73%	57%	53%
			A	**		D	DE		G	GH	GHI	**			L	L*	LM	LM		QST	
Black or African-American (not Hispanic or Latino)	13%	15%	10%	39%	19%	12%	8%	21%	15%	12%	7%	-	20%	11%	10%	9%	9%	10%	14%	18%	4%
		B		**	EF			IJ	J			**	MNOP		*				T	T	QT
Asian/Pacific Islander	7%	7%	7%	-	8%	7%	6%	7%	10%	5%	7%	3%	5%	6%	12%	10%	9%	8%	4%	4%	14%
				**								**			L*	L					RS
Native American, Alaska Native, Aleutian	2%	2%	1%	-	1%	2%	1%	2%	1%	2%	2%	-	3%	2%	-	-	-	1%	1%	2%	1%
				**								**	OP	O	*						
Hispanic or Latino (White or Caucasian)	10%	10%	11%	16%	15%	13%	4%	16%	14%	12%	2%	-	11%	13%	8%	6%	6%	11%	3%	10%	16%
				**	F	F		J	J	J		**	OP	OP	*			R		R	R
Hispanic or Latino (Black or African-American)	2%	2%	2%	-	4%	3%	1%	4%	3%	2%	1%	-	3%	3%	-	1%	2%	3%	3%	2%	1%
				**	F	F						**			*						
Hispanic or Latino (all other races/multiple races)	5%	5%	5%	-	8%	5%	3%	11%	5%	4%	3%	-	9%	5%	2%	3%	3%	6%	0%	5%	10%
				**	F			IJ				**	MNOP		*			R		R	RS
Other	0%	0%	1%	-	0%	1%	0%	0%	1%	0%	0%	-	1%	0%	2%	1%	-	-	2%	0%	-
				**								**			*	P					
Prefer not to answer	1%	1%	0%	15%	-	0%	1%	-	0%	0%	1%	8%	0%	1%	-	1%	1%	2%	-	0%	1%
				**								**			*						
Consent not granted	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				**								**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Summary

	Total	Male	Female	Other/Pref	18-34	35-54	55+	Gen Z	Millennials	Xers	Boomers	Silent	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
White (Net)	60%	57%	64%	29%	44%	57%	75%	39%	52%	62%	77%	89%	48%	59%	67%	69%	70%	60%	73%	57%	53%
			A	**		D	DE		G	GH	GHI	**			L	L*	LM	LM		QST	
Black (Net)	13%	15%	10%	39%	19%	12%	8%	21%	15%	12%	7%	-	20%	11%	10%	9%	9%	10%	14%	18%	4%
		B		**	EF			IJ	J			**	MNOP		*				T	T	QT
Asian (Net)	7%	7%	7%	-	8%	7%	6%	7%	10%	5%	7%	3%	5%	6%	12%	10%	9%	8%	4%	4%	14%
				**								**			L*	L					RS
Hispanic (Net)	18%	18%	18%	16%	27%	21%	8%	31%	22%	19%	6%	-	23%	21%	10%	10%	11%	20%	6%	17%	27%
				**	F	F		IJ	J	J		**	NOP	NOP	*			R		R	RS
Selected another race (non-Hispanic) (Net)	3%	3%	2%	15%	2%	3%	3%	2%	2%	3%	3%	8%	4%	3%	2%	1%	1%	3%	2%	3%	2%
				**								**			*						

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

US01ETH - Race

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
White or Caucasian (not Hispanic or Latino)	60%	58%	61%	55%	66%	56%	57%	50%	81%	75%	45%	100%	-	-	-	75%	55%	51%	48%	63%	71%
					C		*		EFG	J		LMN	*	*	*	PQ		*		R	R
Black or African-American (not Hispanic or Latino)	13%	13%	12%	17%	8%	13%	12%	17%	7%	5%	20%	-	100%	-	-	5%	17%	14%	20%	9%	10%
				D		H	*	H			I		KMN*	*	*		O	O*	ST		
Asian/Pacific Islander	7%	5%	8%	4%	11%	8%	7%	8%	4%	7%	7%	-	-	-	100%	6%	8%	9%	6%	9%	3%
					C		*						*	*	KLM*			*		T	
Native American, Alaska Native, Aleutian	2%	1%	2%	2%	1%	2%	1%	2%	0%	1%	2%	-	-	-	-	2%	1%	2%	1%	2%	2%
							*						*	*	*			*			
Hispanic or Latino (White or Caucasian)	10%	13%	9%	13%	8%	12%	8%	14%	4%	6%	14%	-	-	58%	-	7%	10%	10%	15%	8%	8%
				D		H	*	H			I		*	KLN*	*			*	ST		
Hispanic or Latino (Black or African-American)	2%	5%	1%	3%	2%	4%	2%	1%	0%	2%	3%	-	-	13%	-	2%	2%	4%	1%	2%	4%
		B				GH	*						*	KLN*	*			*			
Hispanic or Latino (all other races/multiple races)	5%	4%	6%	7%	3%	4%	11%	8%	2%	3%	8%	-	-	29%	-	4%	6%	7%	8%	5%	1%
				D			EH*	H			I		*	KLN*	*			*	T	T	
Other	0%	1%	0%	1%	0%	1%	1%	-	1%	1%	0%	-	-	-	-	0%	0%	1%	0%	1%	-
							*						*	*	*			*			
Prefer not to answer	1%	-	1%	0%	1%	1%	1%	1%	0%	0%	1%	-	-	-	-	-	0%	3%	1%	1%	1%
							*						*	*	*			OP*			
Consent not granted	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
							*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																					
White (Net)	60%	58%	61%	55%	66%	56%	57%	50%	81%	75%	45%	100%	-	-	-	75%	55%	51%	48%	63%	71%
					C		*		EFG	J		LMN	*	*	*	PQ		*		R	R
Black (Net)	13%	13%	12%	17%	8%	13%	12%	17%	7%	5%	20%	-	100%	-	-	5%	17%	14%	20%	9%	10%
				D		H	*	H			I		KMN*	*	*		O	O*	ST		
Asian (Net)	7%	5%	8%	4%	11%	8%	7%	8%	4%	7%	7%	-	-	-	100%	6%	8%	9%	6%	9%	3%
					C		*						*	*	KLM*			*		T	
Hispanic (Net)	18%	22%	16%	22%	13%	20%	21%	23%	7%	11%	24%	-	-	100%	-	13%	18%	20%	24%	15%	14%
				D		H	H*	H			I		*	KLN*	*			*	ST		
Selected another race (non-Hispanic) (Net)	3%	2%	3%	3%	2%	3%	3%	2%	1%	2%	3%	-	-	-	-	2%	1%	6%	1%	3%	3%
							*						*	*	*			OP*			

Field Dates: 8/13-8/14

Statistics:

Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

US01ETH - Race

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sustainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
White or Caucasian (not Hispanic or Latino)	60%	39%	52%	62%	77%	89%	47%	79%	44%	53%	66%	81%	60%	60%	54%	65%
			A	AB	ABC	**		F			HI	HIJ				N
Black or African-American (not Hispanic or Latino)	13%	21%	15%	12%	7%	-	17%	6%	19%	13%	11%	6%	11%	16%	12%	13%
		CD	D			**	G		JK	K				L		
Asian/Pacific Islander	7%	7%	10%	5%	7%	3%	9%	6%	8%	9%	6%	5%	7%	6%	8%	6%
						**										
Native American, Alaska Native, Aleutian	2%	2%	1%	2%	2%	-	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%
						**										
Hispanic or Latino (White or Caucasian)	10%	16%	14%	12%	2%	-	15%	2%	15%	14%	10%	1%	12%	7%	13%	8%
		D	D	D		**	G		K	K	K		M		O	
Hispanic or Latino (Black or African-American)	2%	4%	3%	2%	1%	-	3%	1%	4%	3%	2%	0%	3%	2%	3%	2%
						**	G		K	K						
Hispanic or Latino (all other races/multiple races)	5%	11%	5%	4%	3%	-	7%	3%	8%	5%	3%	3%	4%	7%	7%	4%
		CD				**	G		JK							
Other	0%	0%	1%	0%	0%	-	1%	0%	0%	1%	1%	-	0%	1%	1%	0%
						**										
Prefer not to answer	1%	-	0%	0%	1%	8%	0%	2%	-	0%	0%	2%	1%	1%	1%	1%
						**		F				H				
Consent not granted	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
White (Net)	60%	39%	52%	62%	77%	89%	47%	79%	44%	53%	66%	81%	60%	60%	54%	65%

	col1	col2	A	AB	ABC	**		F			HI	HIJ				N
White (Net)			A	AB	ABC	**		F			HI	HIJ				N
Black (Net)	13%	21%	15%	12%	7%	-	17%	6%	19%	13%	11%	6%	11%	16%	12%	13%
		CD	D			**	G		JK	K					L	
Asian (Net)	7%	7%	10%	5%	7%	3%	9%	6%	8%	9%	6%	5%	7%	6%	8%	6%
						**										
Hispanic (Net)	18%	31%	22%	19%	6%	-	25%	5%	27%	22%	14%	5%	19%	15%	23%	13%
		CD	D	D		**	G		JK	JK	K					O
Selected another race (non-Hispanic) (Net)	3%	2%	2%	3%	3%	8%	2%	4%	2%	2%	3%	4%	3%	2%	3%	3%
						**										

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Are you of Hispanic Ethnicity?

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Yes	18%	18%	18%	16%	27%	21%	8%	31%	22%	19%	6%	-	23%	21%	10%	10%	11%	20%	6%	17%	27%
				**	F	F		IJ	J	J		**	NOP	NOP	*			R		R	RS
No	81%	81%	82%	68%	72%	79%	91%	69%	77%	81%	93%	92%	77%	78%	90%	89%	88%	78%	94%	82%	72%
				**			DE			G	GHI	**			LM*	LM	LM		QST	T	
(Dk/Ns)	1%	1%	0%	15%	0%	0%	1%	-	1%	0%	1%	8%	0%	1%	-	1%	1%	2%	-	1%	1%
				**								**			*			R			
Consent not granted	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				**								**			*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

WTF - Indulgence

Are you of Hispanic Ethnicity?

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Yes	18%	22%	16%	22%	13%	20%	21%	23%	7%	11%	24%	-	-	100%	-	13%	18%	20%	24%	15%	14%
				D		H	H*	H			I		*	KLN*	*			*	ST		
No	81%	78%	83%	77%	86%	79%	78%	77%	93%	88%	75%	100%	100%	-	100%	87%	81%	75%	76%	84%	84%
					C		*		EFG	J		M	M*	*	M*	PQ		*		R	R
(Dk/Ns)	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	-	-	-	-	0%	5%	1%	1%	2%
							*						*	*	*			OP*			
Consent not granted	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
							*						*	*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Are you of Hispanic Ethnicity?

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Yes	18%	31%	22%	19%	6%	-	25%	5%	27%	22%	14%	5%	19%	15%	23%	13%
		CD	D	D		**	G		JK	JK	K					O
No	81%	69%	77%	81%	93%	92%	74%	93%	72%	77%	85%	93%	81%	83%	76%	86%
				A	ABC	**		F			HI	HIJ				N
(Dk/Ns)	1%	-	1%	0%	1%	8%	0%	2%	0%	0%	0%	3%	1%	1%	1%	1%
						**										
Consent not granted	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						**										
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Metro status

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
All <1M (Includes NON-METRO)	41%	37%	43%	69%	36%	38%	46%	39%	33%	45%	46%	32%	46%	41%	40%	36%	34%	35%	39%	46%	37%
				**			D			H	H	**	OP		*						Q
1M-4.9M	32%	33%	32%	8%	27%	35%	33%	27%	31%	35%	33%	39%	29%	32%	35%	34%	34%	19%	39%	26%	45%
				**								**			*				QS		QS
5M+	27%	30%	25%	23%	37%	27%	21%	35%	36%	20%	21%	29%	25%	27%	24%	29%	32%	46%	21%	28%	19%
				**	EF			IJ	IJ			**			*			RST		T	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

Metro status

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
All <1M (Includes NON-METRO)	41%	39%	41%	45%	36%	36%	36%	45%	49%	41%	40%	46%	40%	30%	24%	43%	38%	40%	31%	37%	68%
				D			*		E			MN	N*	*	*			*			RS
1M-4.9M	32%	33%	32%	31%	33%	34%	30%	28%	33%	33%	31%	32%	27%	31%	45%	33%	32%	35%	29%	38%	20%
							*						*	*	KL*			*			RT
5M+	27%	29%	27%	24%	31%	30%	33%	27%	19%	27%	28%	22%	34%	39%	32%	24%	30%	25%	40%	25%	11%
					C	H	H*						K*	K*	*			*	ST		T
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

WTF - Indulgence

Metro status

| | Total | Generation | | | | | Generation 2 | | Age | | | | Price Expectation Next Five Years | | Sustainability vs. Economic Growth | |
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
All <1M (Includes NON-METRO)	41%	39%	33%	45%	46%	32%	35%	45%	36%	35%	47%	45%	42%	37%	39%	42%
				B	B	**		F			HI	I				
1M-4.9M	32%	27%	31%	35%	33%	39%	30%	34%	27%	34%	36%	32%	33%	30%	36%	29%
						**										
5M+	27%	35%	36%	20%	21%	29%	35%	22%	37%	32%	17%	23%	25%	32%	26%	29%
		CD	CD			**	G		JK	J				L		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

PID. With which political party do you most identify?

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Republican	35%	37%	34%	5%	31%	33%	40%	31%	31%	37%	39%	42%	33%	31%	47%	41%	38%	30%	39%	41%	25%
				**								**			LM*	M			T	QT	
Democrat	47%	45%	49%	53%	48%	47%	46%	46%	49%	48%	47%	34%	43%	52%	34%	44%	49%	51%	44%	43%	54%
				**								**		LN	*	N	NO				S
Independents	12%	14%	10%	10%	13%	13%	10%	14%	12%	10%	10%	22%	13%	10%	14%	12%	11%	16%	11%	10%	11%
				**								**			*						
Don't know/None/Other	6%	5%	7%	32%	8%	7%	4%	9%	8%	5%	4%	2%	11%	6%	5%	3%	2%	3%	6%	6%	10%
				**								**	MOP		*						Q
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

PID. With which political party do you most identify?

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Republican	35%	38%	34%	37%	33%	35%	31%	30%	41%	43%	27%	43%	14%	25%	29%	100%	-	-	28%	35%	46%
							*		G	J		LMN	*	*	L*	PQ		*			RS
Democrat	47%	44%	48%	42%	52%	47%	54%	44%	46%	41%	54%	43%	65%	49%	51%	-	100%	-	56%	47%	31%
					C		*			I			KM*	*	*		OQ	*	ST	T	
Independents	12%	10%	12%	12%	11%	12%	8%	15%	10%	12%	11%	10%	13%	13%	14%	-	-	100%	9%	11%	16%
							*						*	*	*			OP*			R
Don't know/None/Other	6%	7%	6%	8%	4%	6%	7%	11%	3%	5%	8%	3%	8%	12%	6%	-	-	-	7%	6%	7%
				D			*	EH					K*	K*	*					*	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

   Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

PID. With which political party do you most identify?

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Republican	35%	31%	31%	37%	39%	42%	31%	40%	31%	30%	41%	37%	28%	50%	21%	47%
						**		F			HI			L		N
Democrat	47%	46%	49%	48%	47%	34%	48%	45%	48%	49%	44%	48%	55%	31%	59%	38%
						**							M		O	
Independents	12%	14%	12%	10%	10%	22%	13%	11%	13%	13%	8%	13%	10%	15%	12%	12%
						**										
Don't know/None/Other	6%	9%	8%	5%	4%	2%	8%	4%	8%	8%	6%	2%	7%	5%	9%	4%
						**	G		K	K					O	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14
Statistics:
Overlap formula used
- Column Proportions:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O
  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

PID_Summary Table

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Pref er not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Answering (unwtd)	908	458	445	5	243	327	338	126	278	236	244	23	344	342	71	222	151	175	197	350	186
Base: All Answering (wtd)	920	441	475	5	255	294	372	140	260	241	255	25	212	368	106	340	235	157	191	363	209
Strong	39%	38%	40%	64%	35%	37%	44%	37%	34%	44%	42%	35%	36%	38%	44%	42%	41%	44%	39%	38%	38%
				**				*		H		**			*						
Moderate	40%	40%	41%	9%	41%	42%	38%	37%	47%	38%	38%	36%	39%	42%	42%	39%	37%	42%	41%	42%	36%
				**				*				**			*						
Lean	21%	22%	19%	27%	24%	20%	18%	26%	19%	18%	21%	29%	24%	20%	14%	19%	22%	14%	20%	20%	26%
				**				*				**			*						Q
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

PID_Summary Table

		Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Answering (unwtd)	908	237	671	485	423	431	97	176	204	417	491	625	98	88	86	400	508	-	282	457	169
Base: All Answering (wtd)	920	256	664	452	468	468	92	154	207	466	454	585	111	147	64	392	528	-	284	483	153
Strong	39%	40%	39%	37%	41%	37%	35%	48%	40%	39%	39%	40%	48%	36%	32%	39%	39%	-	40%	36%	47%
							*	E					*	*	*						S
Moderate	40%	42%	40%	43%	38%	43%	40%	34%	39%	41%	40%	38%	42%	43%	50%	43%	38%	-	42%	41%	33%
							*						*	*	*						
Lean	21%	18%	21%	20%	21%	20%	25%	19%	21%	20%	21%	23%	10%	21%	18%	18%	23%	-	17%	23%	20%
							*					L	*	*	*						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

PID_Summary Table

		Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
	Total	Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Answering (unwtd)	908	126	278	236	244	23	404	267	243	228	236	201	635	273	401	507
Base: All Answering (wtd)	920	140	260	241	255	25	399	280	255	204	247	214	639	281	408	513
Strong	39%	37%	34%	44%	42%	35%	35%	41%	35%	37%	42%	43%	39%	39%	38%	40%
		*		B		**										
Moderate	40%	37%	47%	38%	38%	36%	44%	37%	41%	43%	41%	36%	38%	45%	37%	43%
		*				**										
Lean	21%	26%	19%	18%	21%	29%	22%	21%	24%	20%	17%	21%	23%	15%	24%	18%
		*				**							M		O	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

PID_Grid. Specific Party Identification

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Strong Democrat	19%	16%	21%	37%	19%	16%	20%	19%	18%	18%	21%	12%	16%	20%	16%	19%	21%	25%	15%	15%	24%
				**								**			*			RS			RS
Moderate Democrat	18%	18%	18%	-	17%	21%	16%	15%	22%	19%	15%	4%	16%	22%	13%	14%	15%	18%	19%	18%	16%
				**					J			**		LO	*						
Lean Democrat	11%	11%	10%	16%	12%	10%	10%	12%	9%	11%	10%	18%	11%	10%	5%	11%	14%	9%	10%	9%	15%
				**								**			*	N	N				
Lean Republican	6%	7%	6%	-	7%	6%	5%	8%	6%	5%	7%	4%	8%	6%	6%	6%	5%	3%	6%	8%	6%
				**								**			*					Q	
Moderate Republican	15%	15%	15%	5%	15%	13%	17%	14%	15%	13%	17%	23%	14%	13%	21%	18%	17%	16%	15%	17%	12%
				**								**			*						
Strong Republican	14%	15%	12%	-	9%	14%	17%	10%	9%	20%	15%	15%	11%	12%	20%	17%	15%	11%	17%	17%	7%
				**			D			GH		**			*				T	T	
Independent	12%	14%	10%	10%	13%	13%	10%	14%	12%	10%	10%	22%	13%	10%	14%	12%	11%	16%	11%	10%	11%
				**								**			*						
Other/Dont know/Refused	6%	5%	7%	32%	8%	7%	4%	9%	8%	5%	4%	2%	11%	6%	5%	3%	2%	3%	6%	6%	10%
				**								**	MOP		*						Q
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

PID_Grid. Specific Party Identification

		Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Strong Democrat	19%	17%	19%	16%	22%	17%	15%	23%	20%	14%	23%	17%	32%	18%	17%	-	39%	-	25%	17%	13%
					C		*				I		KMN*	*	*		OQ	*	ST		
Moderate Democrat	18%	19%	17%	17%	18%	20%	25%	12%	13%	16%	19%	14%	27%	22%	22%	-	38%	-	20%	19%	10%
						GH	GH*						K*	*	*		OQ	*	T	T	
Lean Democrat	11%	8%	12%	9%	12%	10%	13%	8%	12%	10%	11%	12%	6%	9%	12%	-	23%	-	11%	11%	8%
							*						*	*	*		OQ	*			
Lean Republican	6%	7%	6%	7%	5%	6%	8%	6%	6%	6%	6%	8%	2%	7%	2%	18%	-	-	4%	8%	7%
							*						*	*	*	PQ		*		R	
Moderate Republican	15%	15%	15%	16%	14%	15%	9%	13%	20%	17%	13%	19%	6%	10%	18%	43%	-	-	15%	15%	15%
							*		F			LM	*	*	L*	PQ		*			
Strong Republican	14%	16%	13%	14%	13%	14%	14%	12%	15%	19%	8%	17%	6%	9%	9%	39%	-	-	9%	13%	23%
							*			J		LMN	*	*	*	PQ		*			RS
Independent	12%	10%	12%	12%	11%	12%	8%	15%	10%	12%	11%	10%	13%	13%	14%	-	-	100%	9%	11%	16%
							*						*	*	*			OP*			R
Other/Dont know/Refused	6%	7%	6%	8%	4%	6%	7%	11%	3%	5%	8%	3%	8%	12%	6%	-	-	-	7%	6%	7%
				D			*	EH					K*	K*	*			*			
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

PID_Grid. Specific Party Identification

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Strong Democrat	19%	19%	18%	18%	21%	12% **	18%	20%	19%	17%	16%	23%	23% M	9%	25% O	13%
Moderate Democrat	18%	15%	22% D	19%	15%	4% **	20%	14%	17%	22% K	19%	13%	18%	17%	19%	17%
Lean Democrat	11%	12%	9%	11%	10%	18% **	10%	11%	12%	9%	9%	12%	13% M	5%	15% O	7%
Lean Republican	6%	8%	6%	5%	7%	4% **	7%	7%	7%	7%	5%	6%	6%	8%	5%	8%
Moderate Republican	15%	14%	15%	13%	17%	23% **	15%	18%	15%	12%	16%	17%	13%	20% L	11%	19% N
Strong Republican	14%	10%	9%	20% AB	15%	15% **	10%	15%	9%	12%	20% HI	14%	10%	23% L	6%	20% N
Independent	12%	14%	12%	10%	10%	22% **	13%	11%	13%	13%	8%	13%	10%	15%	12%	12%
Other/Dont know/Refused	6%	9%	8%	5%	4%	2% **	8% G	4%	8% K	8% K	6%	2%	7%	5%	9% O	4%
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

LIV. How would you describe the area in which you live?

	Total	Gender			Age			Generation					Household Income					Region			
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	Gen Z Born 2012-1997	Millennials Born 1981-1996	Xers Born 1965-1980	Boomers Born 1946-1964	Silent Generation Born 1928-1945	Under $50K	$50K-<$100K	$100K-<$125K	$100K+	$125K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	561	551	8	307	414	399	163	349	290	287	30	449	412	85	259	174	218	238	424	240
Base: All Respondents (wtd)	1120	542	570	8	319	368	433	180	326	284	296	33	280	440	131	400	269	194	230	432	264
Rural	18%	14%	22%	16%	16%	17%	20%	17%	16%	17%	20%	17%	23%	18%	23%	14%	9%	16%	22%	19%	13%
			A	**								**	OP	P	OP*	P			T		
Suburban	52%	51%	53%	51%	48%	46%	61%	43%	43%	59%	61%	59%	42%	52%	47%	59%	65%	50%	49%	55%	52%
				**			DE			GH	GH	**		L	*	LN	LMNO				
Urban	30%	35%	25%	33%	37%	37%	20%	40%	41%	24%	19%	24%	35%	30%	30%	27%	26%	34%	29%	26%	35%
		B		**	F	F		IJ	IJ			**	OP		*						S
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C,D/E/F,G/H/I/J/K,L/M/N/O/P,Q/R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

WTF - Indulgence

LIV. How would you describe the area in which you live?

	Total	Children in Household		Education		Employment Status				Marital Status		Race/Hispanic ethnicity				PID			LIV		
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Black	Hispanic	Asian	Republican	Democrat	Independent	Urban	Suburban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1120	289	831	624	496	525	115	239	241	507	613	735	124	124	114	400	508	134	338	560	222
Base: All Respondents (wtd)	1120	310	810	569	551	568	108	206	238	561	559	673	140	198	80	392	528	130	337	584	199
Rural	18%	19%	17%	22%	13%	16%	12%	21%	21%	17%	18%	21%	14%	14%	6%	23%	12%	25%	-	-	100%
				D			*					N	*	*	*	P		P*			RS
Suburban	52%	44%	55%	50%	54%	49%	48%	52%	63%	57%	48%	55%	38%	46%	67%	53%	52%	51%	-	100%	-
			A				*		EF	J		L	*	*	KLM*			*		RT	
Urban	30%	38%	27%	28%	33%	35%	40%	26%	16%	26%	34%	24%	48%	41%	27%	24%	36%	24%	100%	-	-
		B				GH	GH*	H			I		KN*	K*	*		OQ	*	ST		
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L/M/N,O/P/Q,R/S/T

  Minimum Base: 30 (**), Small Base: 100 (*)

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WTF - Indulgence

LIV. How would you describe the area in which you live?

	Total	Generation					Generation 2		Age				Price Expectation Next Five Years		Sustainability vs. Economic Growth	
		Gen Z	Millenial	Gen X	Baby Boomers	Seniors/Older than Boomers	Gen Z and Millenial	Boomer and Older	18-34	35-49	50-64	65+	Expects Prices to Increase A Lot	Expects Prices to Increase A Little / None	Believes Sutainability is More Important	Believes Economic Growth is Essential
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1120	163	349	290	287	30	512	317	307	290	280	243	778	342	509	611
Base: All Respondents (wtd)	1120	180	326	284	296	33	506	329	319	258	289	253	770	350	510	610
Rural	18%	17%	16%	17%	20%	17%	17%	20%	16%	16%	20%	19%	17%	20%	14%	21%
						**										N
Suburban	52%	43%	43%	59%	61%	59%	43%	61%	48%	41%	60%	60%	52%	52%	54%	51%
				AB	AB	**		F			HI	HI				
Urban	30%	40%	41%	24%	19%	24%	41%	19%	37%	43%	21%	20%	31%	28%	32%	28%
		CD	CD			**	G		JK	JK						
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/13-8/14

Statistics:

Overlap formula used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D/E,F/G,H/I/J/K,L/M,N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

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