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IMMIGRATION RAIDS IMPACT STUDY



**BREAKTHROUGH
RESEARCH**

Study Overview & Methodology

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ThinkNow conducted a quantitative study among a nationally representative sample of U.S. adults, with the objective of understanding the impact the Immigration Raids are having on U.S. consumers, particularly the 70 million Americans of Hispanic descent.

Areas we covered include:

- Economic Impact & Behavior
- Trust in Institutions
- Expectations of Corporate Response
- Effect on US Identity & Belonging
- Political Implications



TOTAL SAMPLE: N= 1,500



Survey Method
• Online Survey



Screening Criteria
• 18+ years of age



Regional Coverage
• National



Field Timing
• August 6 – 15, 2025

Executive Summary

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Immigration Enforcement Is Reshaping Consumer Behavior, Public Trust, and National Sentiment

Our survey findings reveal the consequences of immigration enforcement, particularly ICE raids, on Hispanic communities and broader American society, influencing spending habits, public engagement, brand trust, and national identity.



Why this matters:

- **The Driving Force of U.S. Growth:** Hispanic Americans are the core engine of post-pandemic consumer expansion, fueling labor-force growth and spending power at rates exceeding the national average.
- **Explosive Economic Impact:** Hispanic buying power has reached \$4 trillion in 2025, larger than the entire economy of India, outpacing U.S. market growth (8.6 % vs 5.5 %).
- **Workforce Vitality:** In 2023, Hispanics added 820,000 new workers, offsetting declines among non-Latinos. This population is the backbone of U.S. labor-force renewal and consumer demand.
- **Educated and Upwardly Mobile:** 18.8 % hold college degrees, and median household income has risen to \$62,800, closing the gap with the national average while far exceeding growth among other minority groups.
- **Youth-Powered Market:** Nearly half of all multicultural young adults are Hispanic, ensuring long-term cultural and economic influence on mainstream American identity.

Consumer Spending and Public Avoidance

- 45% of Hispanic households have reduced spending due to fear of ICE activity.
- 44% report avoiding public places, including restaurants, stores, and other communal spaces, because of immigration enforcement concerns.
- This behavioral shift extends beyond Hispanic communities:
 - Gen Z, Millennials, and Gen Pop households earning \$100K+ are also scaling back spending.
 - 37% of Americans are postponing major decisions such as travel or car purchases due to the political climate, with \$100K+ earners leading at 45%.

Executive Summary cont.



Erosion of National Pride and Belief in the American Dream

In just one year:

- Pride in being American among Hispanics fell from 77% to 54%.
- Belief in the American Dream dropped from 66% to 44%, reflecting a deepening sense of disillusionment.

Broader Public Opinion on Immigration Policy

- 64% of Americans support allowing undocumented immigrants to stay, with a path to citizenship or legal status.
- Only 29% favor deportation, suggesting a majority of Americans lean toward inclusive immigration reform.

Declining Trust in Institutions and Brands

- Trust in ICE and Border Patrol is net negative across all ethnic groups, including White respondents and political Independents, indicating bipartisan fallout.
- Among Hispanics, trust in national brands and retailers has dropped sharply since the immigration raids began:
 - 53% believe brands should publicly oppose immigration raids, signaling a demand for corporate accountability.

Holiday Spending Outlook

- Just 17% of all respondents plan to spend more this holiday season, while 25% plan to spend less.
 - Compared to 2023, when 26% planned to spend more and 26% less, this marks a shift toward caution.
- Among Hispanics, the number planning to spend more this year is half of what it was in 2023, underscoring the economic anxiety tied to immigration enforcement.

Executive Summary cont.

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Key Impacts for Brands

- **Widespread Economic Ripple:** Fear-driven spending reductions among Hispanics (45%) and broader high-income consumers (37–45%) signal a national slowdown that brands can help reverse through inclusive messaging and reassurance.
- **Erosion of Brand Trust:** Trust in national brands among Hispanics fell to 18% positive, underscoring the urgency for companies to rebuild confidence through consistent engagement, transparency, and allyship.
- **Demand for Corporate Leadership:** 53% of Hispanics believe brands should publicly oppose immigration raids, showing that silence is increasingly viewed as complicity.
- **Shift in Consumer Visibility:** 44% of Hispanic households avoid public spaces like restaurants or stores. This impacts foot traffic, QSRs, retail, and entertainment sectors, creating opportunities for brands that communicate safety and belonging.
- **Socio-Political Cross-Impact:** Disillusionment with national identity (American pride fell from 77% to 54%) ties to overall consumer optimism. Brands that celebrate shared values can help counteract the decline in morale.

A black and white photograph of a woman with dark hair, smiling warmly at the camera. She is wearing a dark apron over a light-colored shirt. In front of her is a wooden crate filled with avocados. The background is a blurred grocery store aisle with shelves of various products.

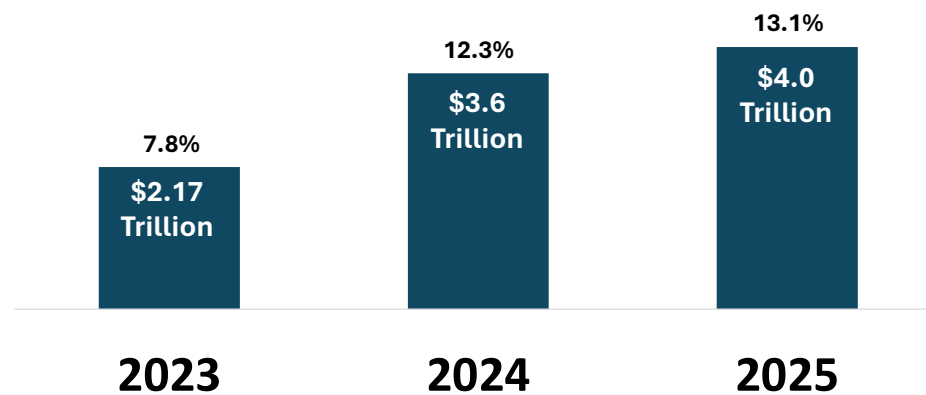
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THE HISPANIC GROWTH ENGINE

Hispanic buying power is outpacing U.S. market growth.

- Hispanic spending is bigger than India's economy and growing.
- 18.8% have college degrees.
- 3.8 people per household vs. 3.2 U.S. average.
- Median HH income is \$62,800 which is higher than African Americans (\$52,860) but lower than the national average of \$74,580.
- In 2023, Hispanics added 820,000 new workers, offsetting a decline of 560,000 among non-Latinos.

**Hispanic Buying Power 2023-2025
And % of Total U.S.**

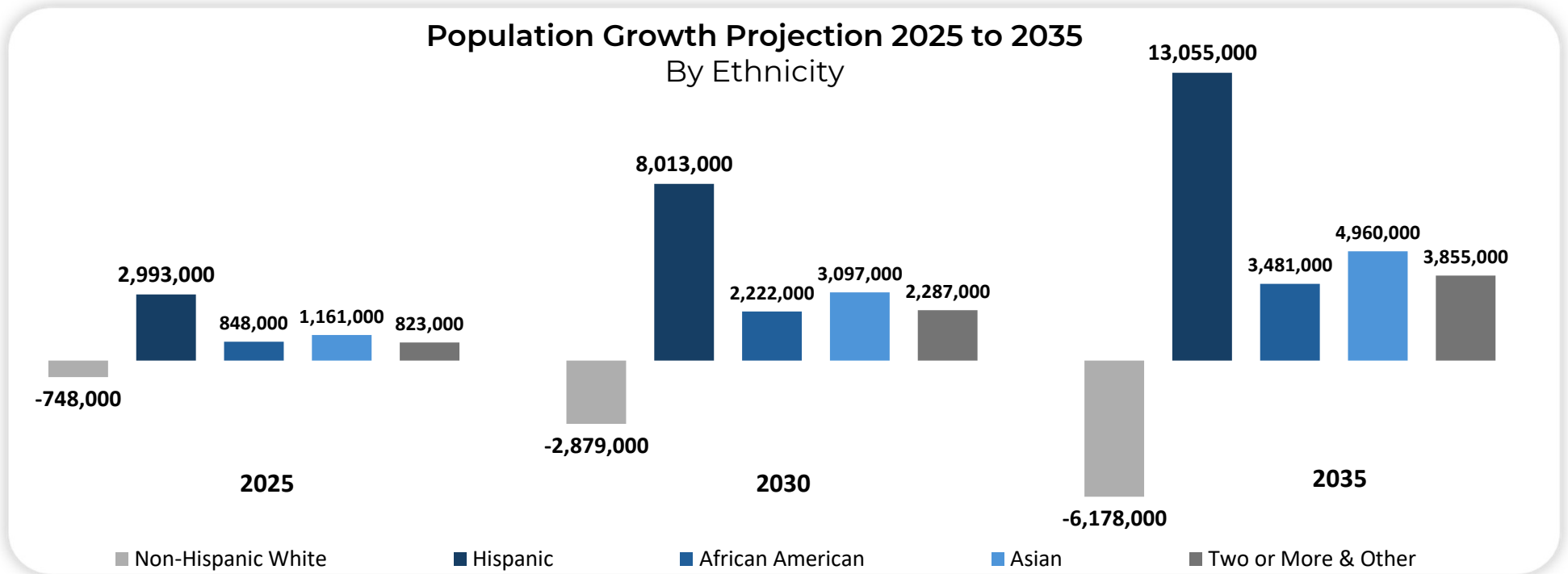


Hispanic spend growth rate 8.6%
U.S. spend growth rate 5.5%

Source: Nielsen Hispanic Consumer Report 2023

Source: Arizona State University Latino GDP Report 2025

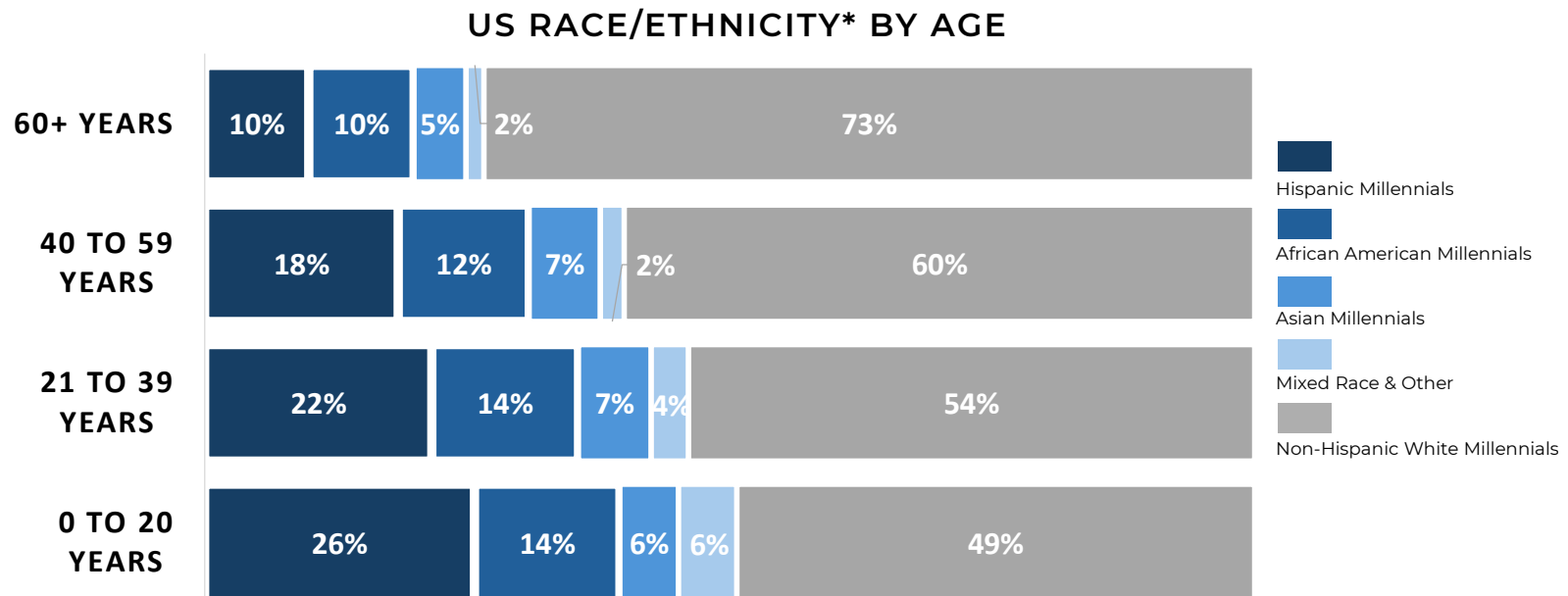
Hispanic Americans are fueling the growth of the American Consumer Market



Source: U.S. Census Bureau Population Projections 2023-2060

**41% of the U.S. Population
is Multicultural.**

Younger Americans are more likely to be Multicultural, of which half are Hispanic.



Source: US Census: Projection 2022. *AA, Asian, Mixed and White in chart exclude Hispanic.



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DETAILED FINDINGS

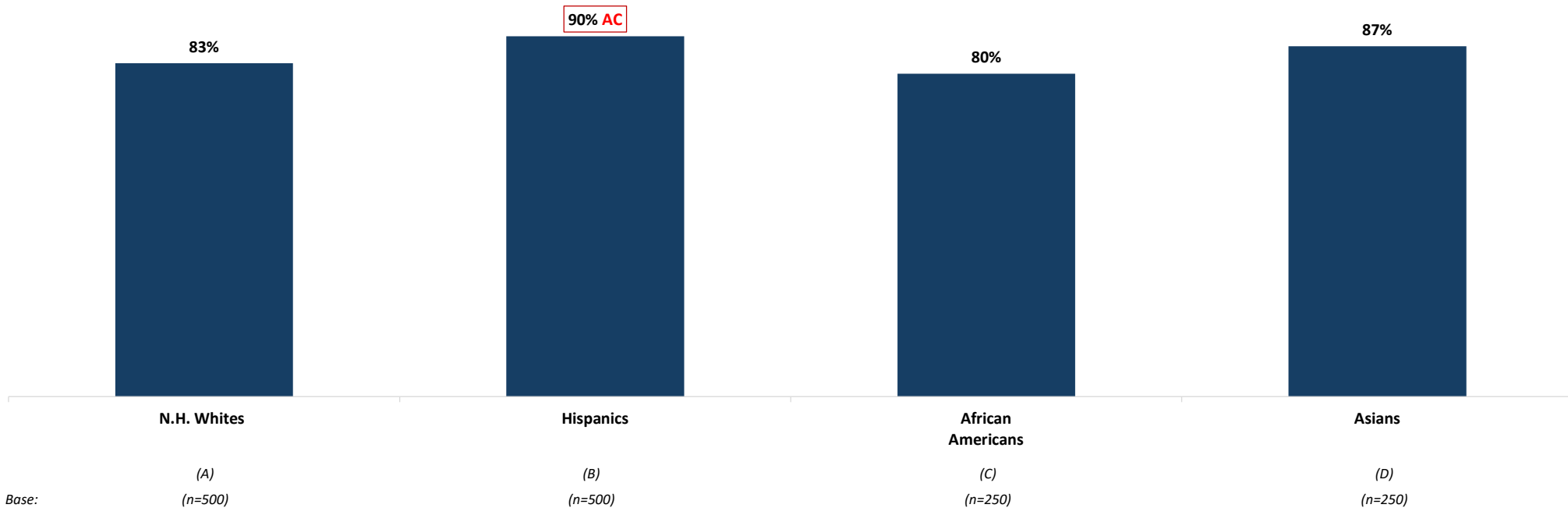


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PERCEPTIONS OF IMMIGRATION RAIDS

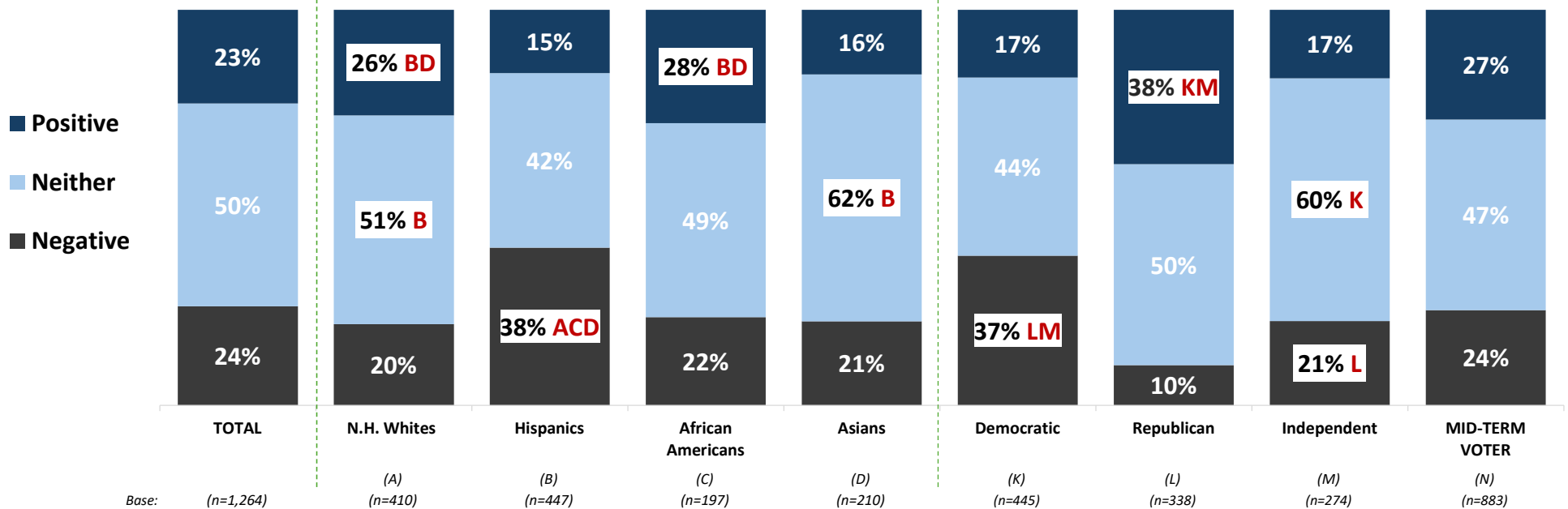
Public awareness of immigration raids has become widespread across race/ethnic groups.

Have you recently heard or seen news about increased immigration enforcement (e.g., ICE raids or checkpoints, deportations)?
Yes (NET)



Hispanics are nearly twice as likely to have been negatively affected by the raids than other groups

Would you say that the immigration raids have affected your life in a positive or negative way?
Among those aware of increased immigration enforcement/ICE raids



While most agree that people should only come to the US legally, a slightly majority of Americans (including mid-term voters) agree that Immigration is good for the economy.

How much do you agree or disagree with the following statements about immigration?

Top Two Box Summary

TOP TWO BOX (Agree Completely/Somewhat)	TOTAL	N.H. Whites	Hispanics	African Americans	Asians	Democratic	Republican	Independent	MID-TERM VOTER
		(A)	(B)	(C)	(D)	(K)	(L)	(M)	(N)
People should only come to the United States legally	69%	76% BCD	52%	64% B	67% B	62%	86% KM	66%	73%
Immigration is good for the economy	55%	53%	57%	54%	60%	67% LM	50%	50%	59%
The government should spend more on border security	48%	55% BCD	32%	40%	45% B	34%	72% KM	42%	53%
Democratic Party policies are good for people like me	40%	36%	39%	57% ABD	43%	73% LM	26%	23%	46%
The U.S. should increase the number of immigrants allowed to enter	40%	38%	45% AD	44% D	30%	54% LM	34%	29%	43%
The Republican Party has good immigration policies	39%	47% BCD	22%	28%	32% B	21%	67% KM	31% k	43%
Immigrants take jobs from current citizens and residents	39%	45% BCD	22%	33% B	28%	29%	59% KM	28%	43%
Republican Party policies are good for people like me	39%	46% BCD	24%	29%	34% B	19%	73% KM	27%	44%
The Democratic Party has good immigration policies	36%	33%	34%	45% AB	37%	58% LM	26%	23%	40%
Immigrants are more likely to commit crimes compared to native citizens	30%	34% BD	19%	26%	20%	20%	49% KM	17%	33%
Base:	(n=1,500)	(n=500)	(n=500)	(n=250)	(n=250)	(n=502)	(n=394)	(n=331)	(n=974)

About two-thirds of all Americans believe undocumented immigrants should be allowed to stay and either be afforded a path to citizenship or legal status. Only 29% believe they should be deported.

What do you think should happen with undocumented immigrants already in the U.S.?

	TOTAL	N.H. Whites	Hispanics	African Americans	Asians	Democratic	Republican	Independent	MID-TERM VOTER
		(A)	(B)	(C)	(D)	(K)	(L)	(M)	(N)
They should be allowed to stay and granted a pathway to citizenship if they meet certain criteria (e.g., paying taxes, no criminal record)	48%	45%	63% ACD	47%	41%	64% L	34%	56% L	51%
They should be allowed to stay and work in the U.S. legally but not be granted citizenship	14%	12%	13%	15%	14%	14% M	12%	8%	13%
They should be required to return to their home country with the option to apply for legal entry and return if granted	21%	24% B	15%	19%	23% B	12%	33% KM	21% K	21%
They should be deported back to their home countries without the option to return	8%	11% B	3%	7% B	8% B	3%	16% KM	6%	10%
Undecided/No opinion	9%	9%	6%	12% B	15% AB	7%	6%	10%	5%
Base:	(n=1,500)	(n=500)	(n=500)	(n=250)	(n=250)	(n=502)	(n=394)	(n=331)	(n=974)

A low-angle, black and white photograph of a person standing on a ladder, raising a large American flag. The flag is partially unfurled and is being hoisted by a pole. The person is silhouetted against the sky. The background shows the side of a building with horizontal siding and some trees in the distance. The overall mood is one of patriotism and national identity.

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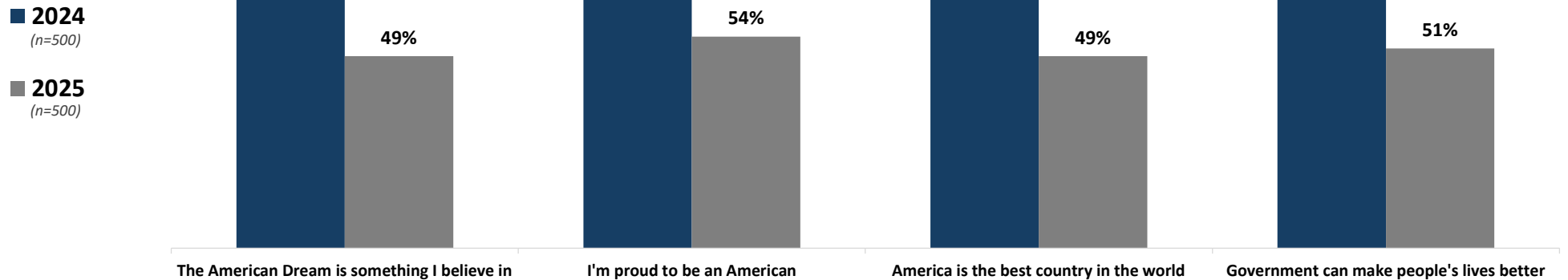
DECLINING FAITH IN AMERICA

Since August 2024, belief in America has fallen sharply among Hispanics

Please select the point in the scale that describes how much you agree or disagree with each statement

Top Two Box Summary: Agree Completely/Somewhat

HISPANIC PATRIOTIC VALUES



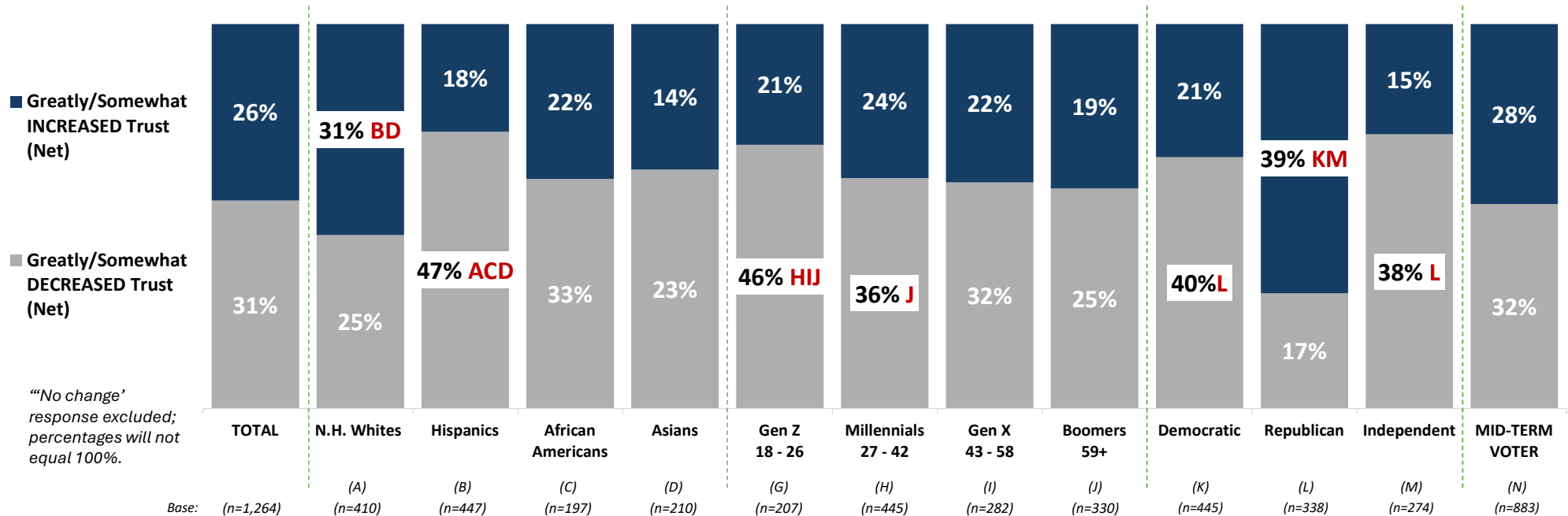
A black and white photograph of an American flag, slightly out of focus, serving as the background for the slide.

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IMPACT ON GOVERNMENT TRUST

Trust in local government agencies has decreased significantly for Hispanic, African American and Asian consumers since the immigration raids began.

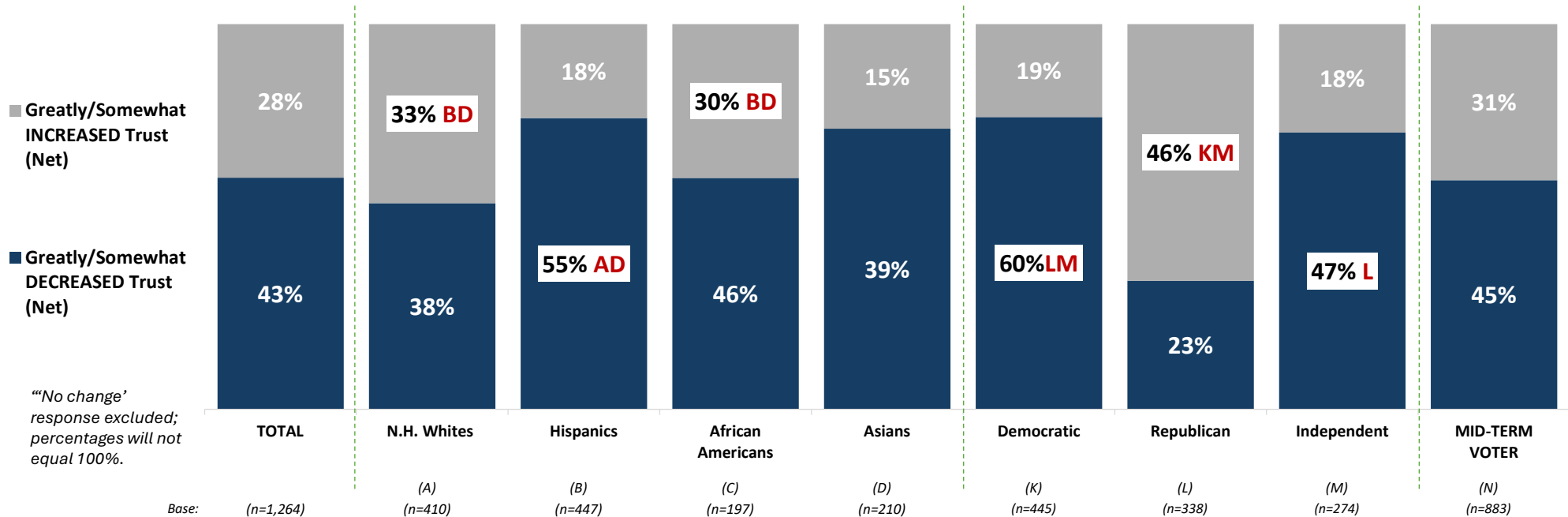
How has the news about immigration enforcement affected your trust in LOCAL GOVERNMENT AGENCIES?
Among those aware of increased immigration enforcement/ICE raids



Trust in federal agencies has fallen across all groups since the raids started, with Hispanics hit hardest. Nearly half of Independents and midterm voters report declining trust

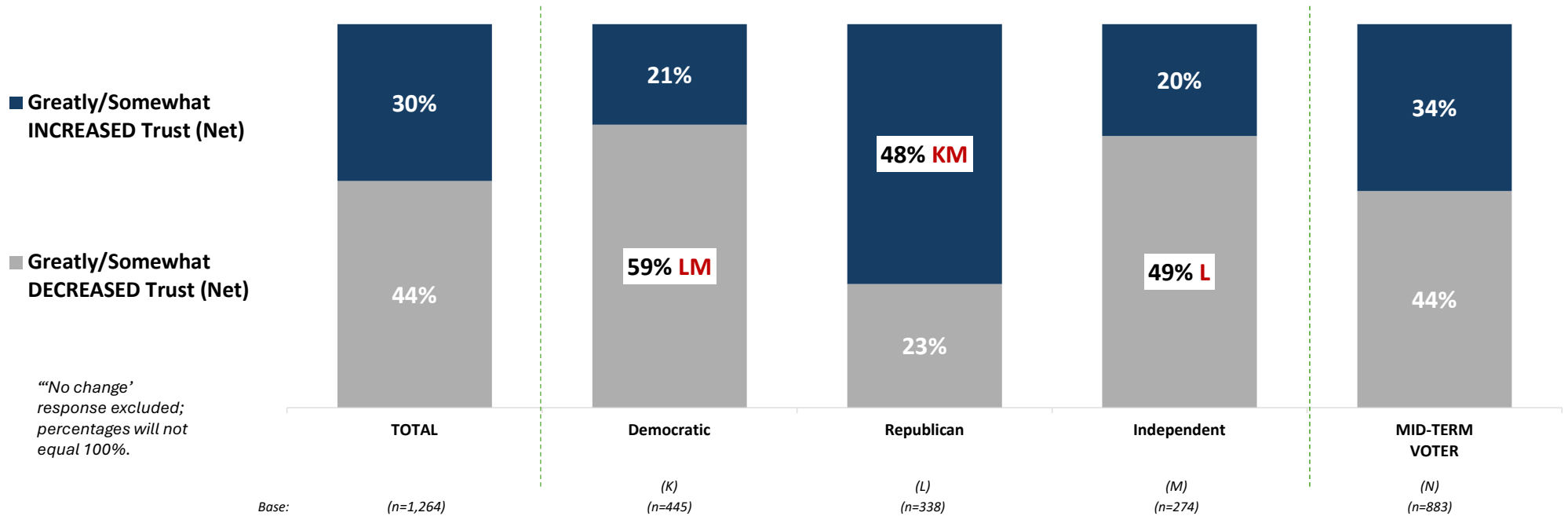
How has the news about immigration enforcement affected your trust in FEDERAL GOVERNMENT AGENCIES?

Among those aware of increased immigration enforcement/ICE raids



ICE and Border Patrol Agents have net-negative trust with all ethnic groups including non-Hispanic Whites. Independent and mid-term voters also have net-negative trust in ICE and Border Agents.

How has the news about immigration enforcement affected your trust in ICE AND BORDER PATROL AGENTS?
Among those aware of increased immigration enforcement/ICE raids



The background of the slide is a dark, grainy photograph of a person's torso. They are wearing a dark-colored t-shirt with the words 'IMMIGRANTS MAKE AMERICA GREAT.' printed in large, bold, white capital letters. Below the main text on the shirt is a small, stylized logo that appears to say 'MAGA'. In the top right corner of the slide, the word 'thinknow' is written in a small, white, lowercase sans-serif font.

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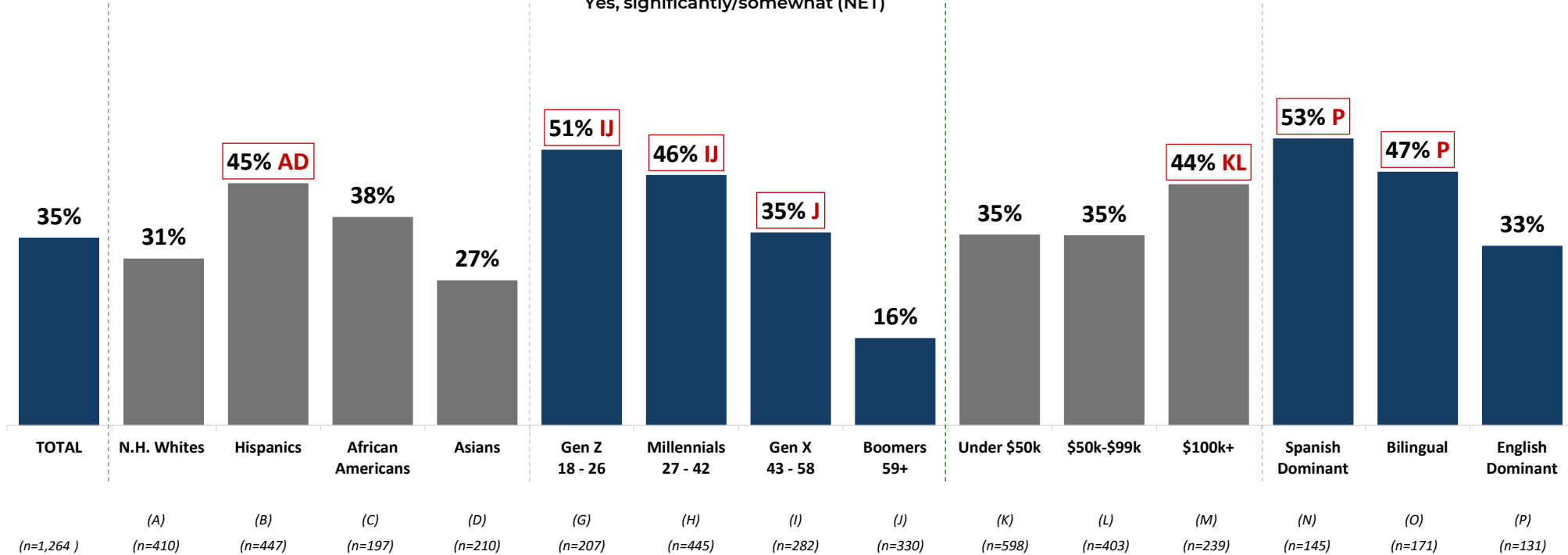
ECONOMIC IMPACT OF IMMIGRATION RAIDS

Nearly half of Hispanics who are aware of the raids have reduced their household spending due to immigration enforcement.

This slowdown in spending is driven by Gen Z and Millennials, Spanish dominant Hispanics and \$100K+ earners.

Have you or your household reduced overall spending in the past 3 months due to concerns about immigration enforcement or ICE activity?
Among those aware of increased immigration enforcement/ICE raids

Yes, significantly/somewhat (NET)



Hispanic shopping is most disrupted with 23% shopping in-person less often for essentials.
Younger consumers and those earning \$100K+ are also shopping in person less.

How has this news affected how your household shops for essentials, if at all?

Among those aware of increased immigration enforcement/ICE raids

	TOTAL	N.H. Whites	Hispanics	African Americans	Asians	Gen Z 18-26	Millennial 27-42	Gen X 43-58	Boomer 59+	Under \$50k	\$50k-\$99k	\$100k+
		(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
We shop more online	24%	23%	26%	30%	19%	29% IJ	31% IJ	20% J	11%	17%	26% K	33% K
We shop in-person less often	19%	19%	23% C	15%	15%	27% IJ	24% IJ	15% J	8%	17%	16%	27% KL
We shop at different locations	19%	16%	22%	18%	20%	22% IJ	28% IJ	15%	10%	17%	20%	27% KL
We shop in-person at different times	18%	16%	20%	21%	19%	27% IJ	24% J	18% J	7%	18%	16%	28% KL
We use retail pickup services or delivery services more often	14%	15% D	13% D	14% D	5%	14% J	18% IJ	9% J	4%	8%	11%	21% KL
Base: Aware of increased immigration enforcement	(n=1,264)	(n=410)	(n=447)	(n=197)	(n=210)	(n=207)	(n=445)	(n=282)	(n=330)	(n=598)	(n=403)	(n=239)

Hispanics are less likely to go to restaurants, or other public places than other groups because of the raids. The Spanish Dominant segment is the most likely to limit public outings and family visits.*

44% of Hispanics either personally or have a family member who avoids certain places due to fear of immigration raids.

How has the news about immigration enforcement affected how your family spends free time, if at all?

Among those aware of increased immigration enforcement/ICE raids

	TOTAL	N.H. Whites	Hispanics	African Americans	Asians	Under \$50k	\$50k-\$99k	\$100k+	Spanish Dominant	Bilingual	English Dominant
		(A)	(B)	(C)	(D)	(K)	(L)	(M)	(N)	(O)	(P)
We go to public places (e.g., parks, malls) less often	24%	20%	34% AD	30%	20%	22%	26%	33% K	41% P	38% P	21%
We go out to restaurants less often	20%	18%	28% A	20%	19%	19%	21%	28% KL	35% P	33% P	14%
We socialize with friends less often	18%	17%	18%	22%	16%	15%	14%	25% KL	25% P	16%	12%
We visit family less often	17%	17% D	17% D	25% D	9%	16%	15%	21% L	25% P	18% P	8%
No change	60%	65% BC	46%	53%	62% B	57%	58%	50%	32%	40%	67% NO
Base: People Aware of increased immigration enforcement	(n=1,264)	(n=410)	(n=447)	(n=197)	(n=210)	(n=598)	(n=403)	(n=239)	(n=145)	(n=171)	(n=131)

*The fear is not necessarily deportation but of being harassed and arrested without cause by over-zealous ICE agents.

Immigration raids have had the greatest impact on Hispanic spending in categories such as dining out, entertainment, apparel, and everyday essentials.

In which of the following areas has your household reduced spending due to concern over immigration enforcement?
Among those who have reduced their spending

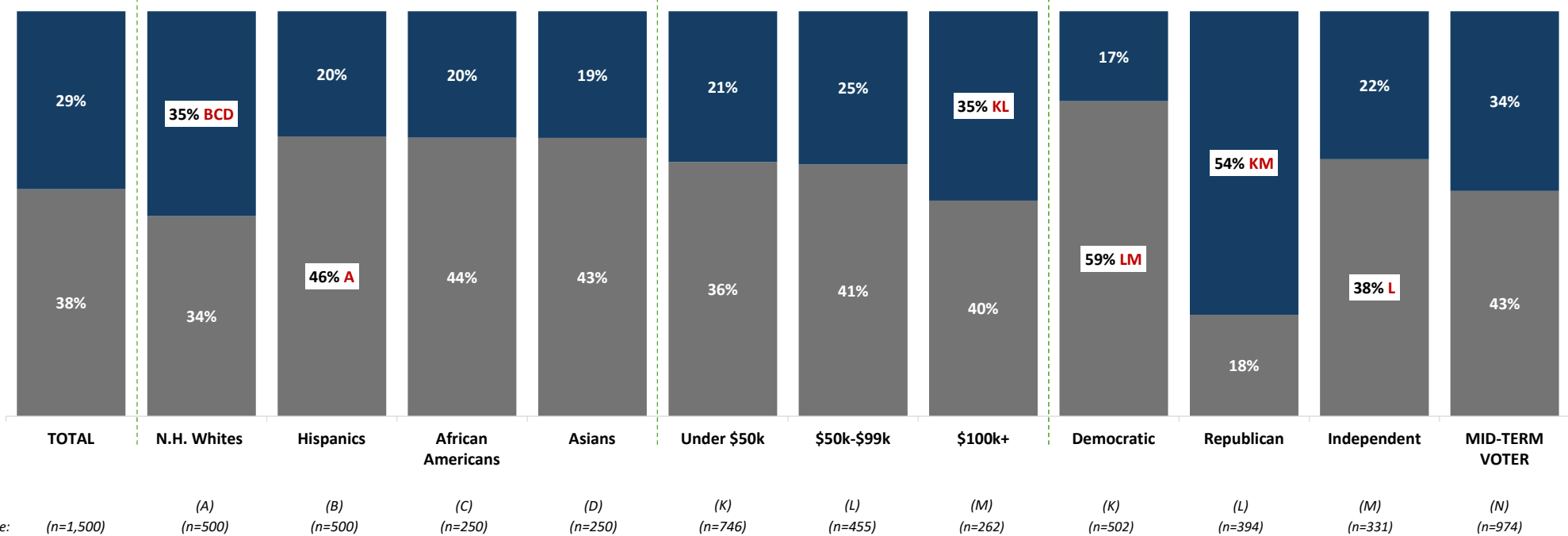
	N.H. Whites	Hispanics	African Americans	Asians
	(A)	(B)	(C)	(D)
Eating out / dining	44%	60% D	50%	47%
Entertainment (e.g., movies, events)	30%	44% D	33%	37%
Groceries	34%	39% D	38%	23%
Clothing	29%	40% AD	37% D	17%
Transportation (e.g., gas, ride shares)	25%	27%	33%	24%
Healthcare	21%	18%	29%	16%
Rent or housing-related expenses	21%	17%	17%	13%
Remittances (money sent to family abroad)	15%	20% D	21%	8%
Base: Spending has decreased	(n=168)	(n=215)	(n=104)	(n=85)

The political climate has Americans feeling gloomy about the rest of 2025, with 29% feeling more optimistic, compared to 38% who are feeling less optimistic.

How does the current political climate affect your personal outlook for the rest of 2025?
Among Total Sample

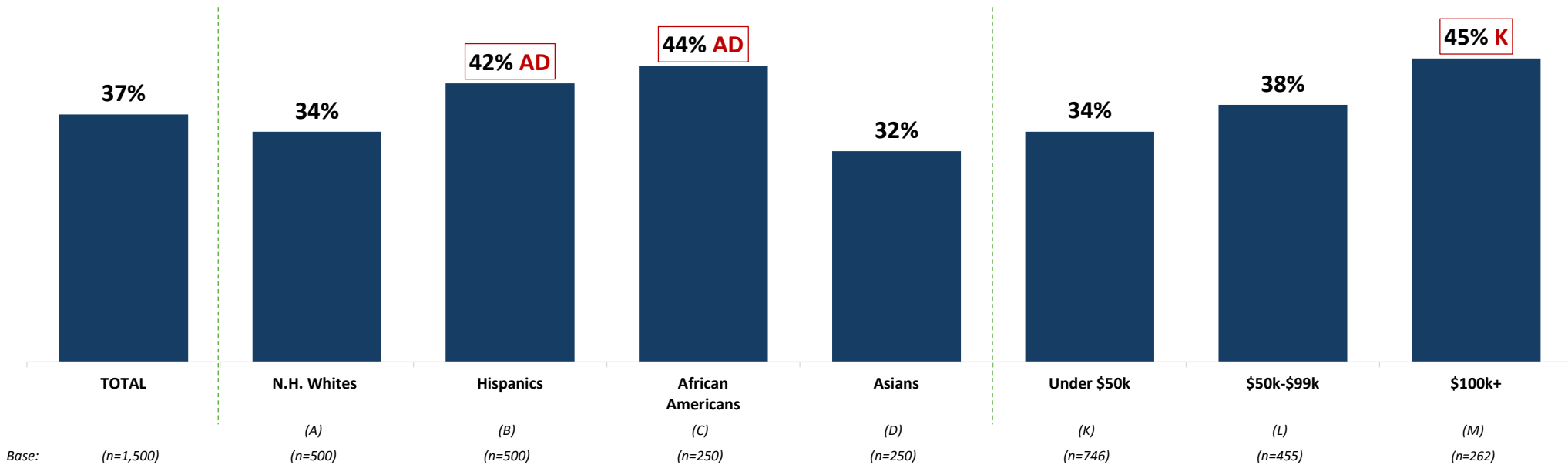
“Neutral” response
excluded; percentages
will not equal 100%.

■ Greatly/Somewhat LESS optimistic (Net) ■ Greatly/Somewhat MORE Optimistic (Net)



Close to 40% of Americans are postponing major decisions because of the political environment. This is led by Hispanics, African-Americans and those earning \$100K+.

Are there major decisions you're currently postponing because of the present political environment? 'YES' responses
Among Total Sample



Travel and new car purchases are the most commonly delayed major spending decisions.

What major decisions are you currently postponing?

Among those postponing a major decision

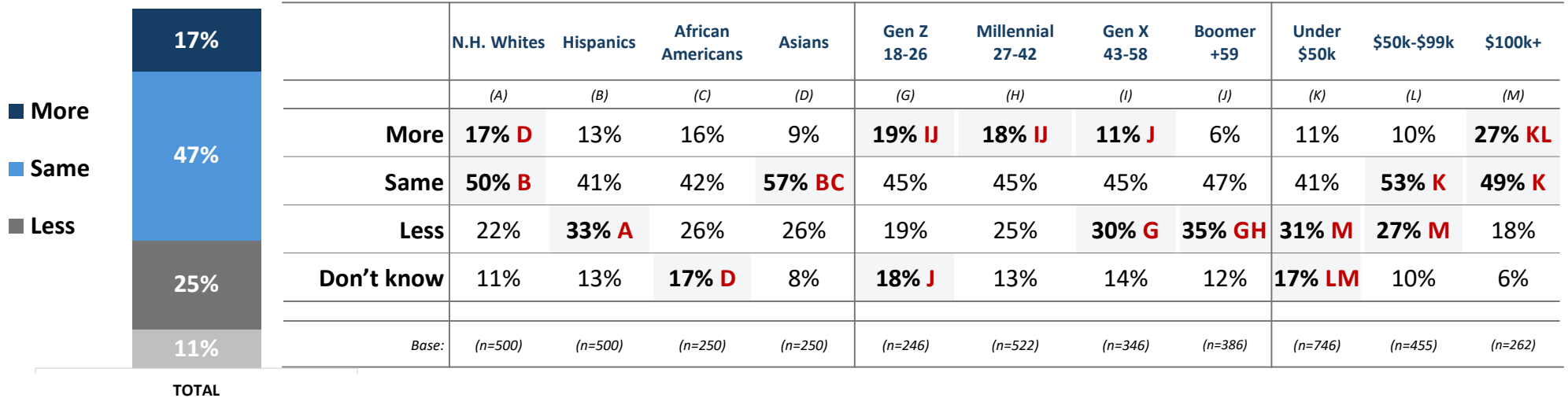
	TOTAL	Hispanics	Gen Z 18-26	Millennial 27-42	Gen X 43-58	Boomer +59	Under \$50k	\$50k-\$99k	\$100k+
		(B)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Traveling abroad	41%	39%	28%	39%	43% G	40%	31%	43% K	46% K
Traveling domestically	33%	35%	27%	32%	31%	39%	34%	29%	33%
Buying a new car	33%	31%	31%	30%	32%	42% H	32%	31%	38%
Doing a home improvement project	26%	26%	21%	25%	24%	31%	21%	27%	31% K
Buying a new house	25%	31%	36% IJ	30% J	22%	16%	22%	31% K	30%
Switching jobs	23%	22%	29% J	27% J	22% J	8%	22%	22%	27%
Buying a new major appliance	18%	17%	11%	17%	14%	28% GHI	18%	15%	20%
Moving to a new apartment	16%	21% D	24% I	17%	14%	17%	21% L	13%	17%
Having a child	15%	20%	32% HIJ	20% J	12% J	1%	13%	25% KM	13%
Getting married	14%	11%	19% IJ	16% IJ	9%	3%	11%	14%	15%
Going back to school	13%	18% D	17%	17% J	12%	8%	17%	13%	10%
Base: Postponing a major decision	(n=560)	(n=213)	(n=108)	(n=215)	(n=138)	(n=99*)	(n=257)	(n=175)	(n=119)

* Caution: Small base size

This holiday season, 17% plan to spend more and 25% less, down from 26% each in 2023. Among Hispanics, those who indicate they will be spending more fell from 26% to 13%.

Do you plan on spending the same, more or less this year for Christmas gifts compared to last year?
Among Total Sample

Net: 8% Will Spend Less





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IMPLICATION FOR BRANDS

About one-third of respondents (and 41% of Hispanics) want brands to support Hispanics and oppose harmful immigration policies during Hispanic Heritage Month, while only 13% (and 7% of Hispanics) think brands should stay out.

As Hispanic Heritage Month approaches, which of the following statements best reflects your view about how brands and companies should participate, especially during a time of heightened immigration enforcement?

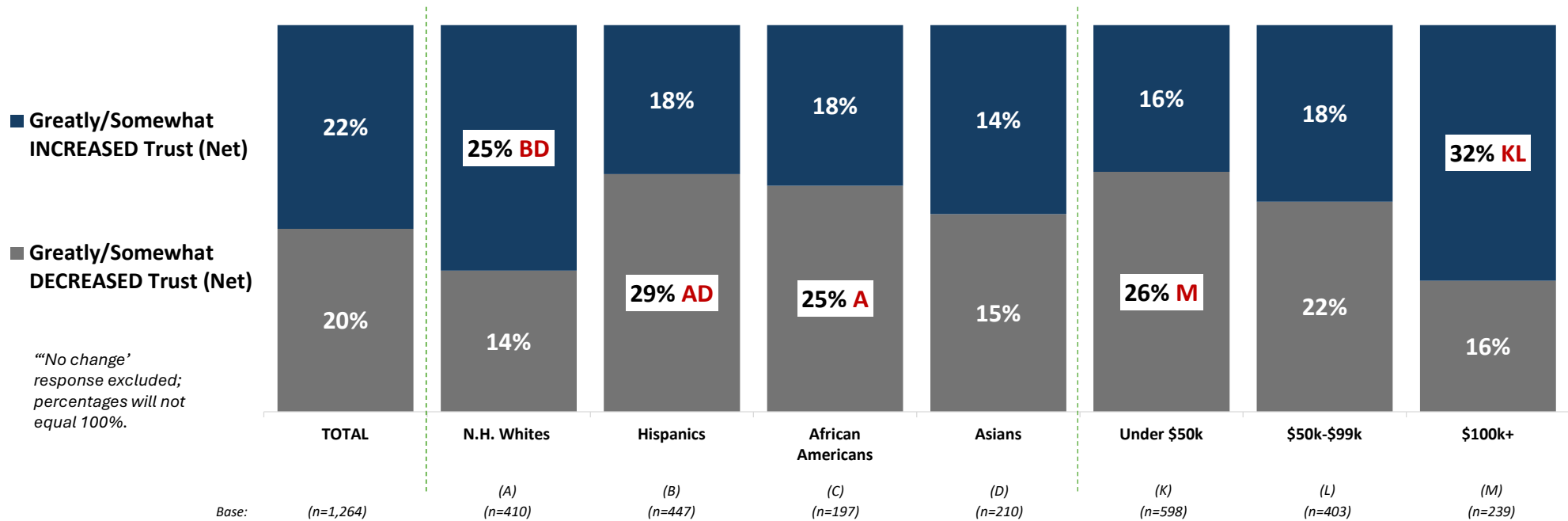
Among Total Sample

Brands should...	TOTAL	N.H. Whites	Hispanics	African Americans	Asians	Gen Z 18-26	Millennial 27-42	Gen X 43-58	Boomer +59
		(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)
Publicly support Hispanics and oppose harmful immigration policies.	 32%	28%	41% AD	33% D	22%	39% IJ	35% IJ	28%	23%
Celebrate Hispanic Heritage Month regardless of politics.	 19%	18%	19%	23%	20%	15%	14%	19%	27% GHI
Participate only if they back Hispanic communities with real action (donations, advocacy, employee support).	 17%	17%	20%	17%	15%	22% J	24% IJ	17% J	9%
Skip this year unless they address today's challenges facing Hispanics.	 2%	2%	2%	1%	5% BC	2%	3%	3%	2%
Avoid getting involved altogether.	 13%	18% BC	7%	5%	11%	4%	7%	11% G	18% GHI
Base: (n=1,500)		(n=500)	(n=500)	(n=250)	(n=250)	(n=246)	(n=522)	(n=346)	(n=386)

Trust in national brands and retailers has decreased significantly among Hispanics since the immigration raids began.

How has the news about immigration enforcement affected your trust in NATIONAL BRANDS/RETAILERS

Among those aware of increased immigration enforcement/ICE raids



Nearly 40% of Americans think brands and retailers should speak out against the immigration raids vs 24% who think they should support them.

Hispanics, Gen Z and Democrats are more likely to think brands and retailers should speak out against them.

Should brands/retailers speak out about the ICE raids?

Among those aware of increased immigration enforcement/ICE raids

	TOTAL	N.H. Whites	Hispanics	African Americans	Asians	Gen Z 18-26	Millennial 27-42	Gen X 43-58	Boomer +59	Democratic	Republican	Independent	MID-TERM VOTER
		(A)	(B)	(C)	(D)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Yes, they should speak out against them	38%	32%	53% AD	45% A	35%	49% IJ	41%	40%	35%	53% LM	21%	38% L	39%
No, they should stay out of it	38%	42% BC	29%	25%	47% BC	26%	28%	42% GH	49% GH	28%	45% K	45% K	36%
Yes, they should support them	24%	26% B	18%	30% BD	17%	25% J	31% IJ	18%	16%	19%	34% KM	17%	26%
Base: People Aware of increased immigration enforcement	(n=1,264)	(n=410)	(n=447)	(n=197)	(n=210)	(n=207)	(n=445)	(n=282)	(n=330)	(n=445)	(n=338)	(n=274)	(n=883)

Consumers are most likely to support brands that assist employees affected by immigration enforcement and donate to immigrant-support organizations.

Which of the following actions, if any, would make you view a brand or retailer more favorably in the context of immigration enforcement?

Among those aware of increased immigration enforcement/ICE raids

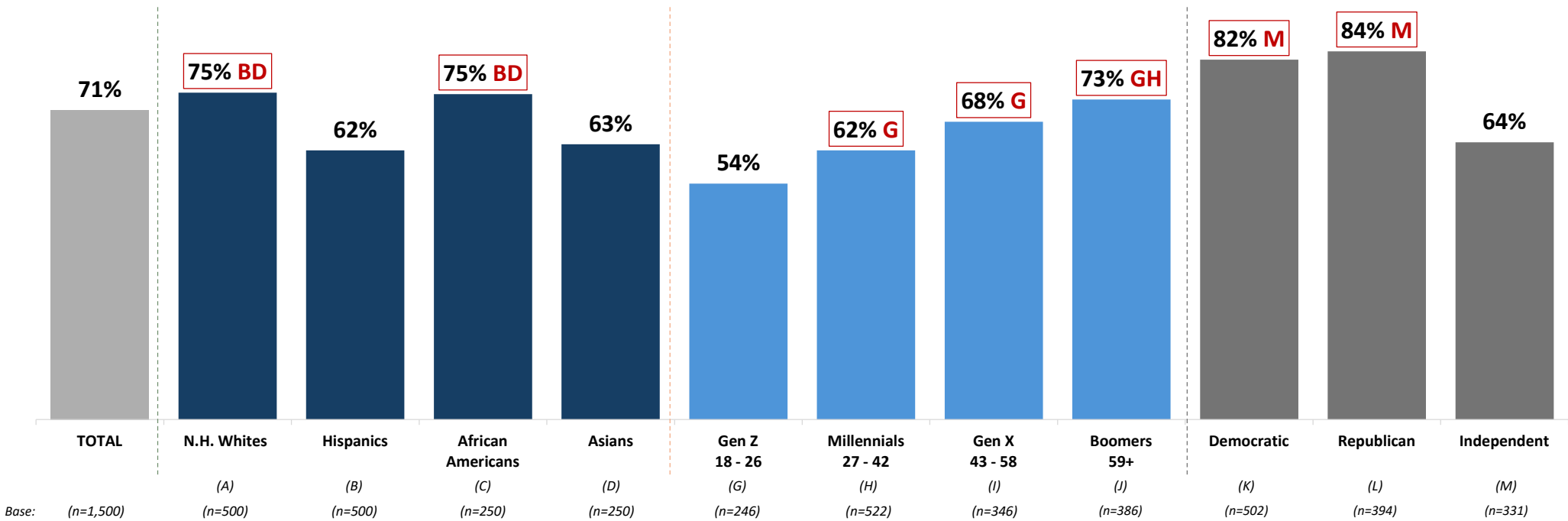
	TOTAL	N.H. Whites	Hispanics	African Americans	Asians	Democratic	Republican	Independent	MID-TERM VOTER
		(A)	(B)	(C)	(D)	(K)	(L)	(M)	(N)
Provide resources for employees affected by immigration enforcement.	36%	33%	42% AD	42%	30%	48% LM	28%	33%	39%
Donating to organizations that support immigrants	32%	30%	38% A	36%	30%	47% LM	21%	29%	35%
Make public statements opposing immigration enforcement	28%	24%	35% AD	39% AD	25%	42% LM	16%	30% L	30%
Stay neutral and avoid public positions on immigration enforcement.	23%	26% B	19%	19%	19%	15%	33% K	28% L	25%
Donating to organizations that support border security	21%	22% B	13%	25% B	15%	16%	27% K	20%	21%
Make public statements supporting immigration enforcement.	20%	20%	17%	26%	17%	17%	26% K	20%	21%
Base: Aware of increased immigration enforcement	(n=1,264)	(n=410)	(n=447)	(n=197)	(n=210)	(n=445)	(n=338)	(n=274)	(n=883)

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POLITICAL IMPLICATIONS

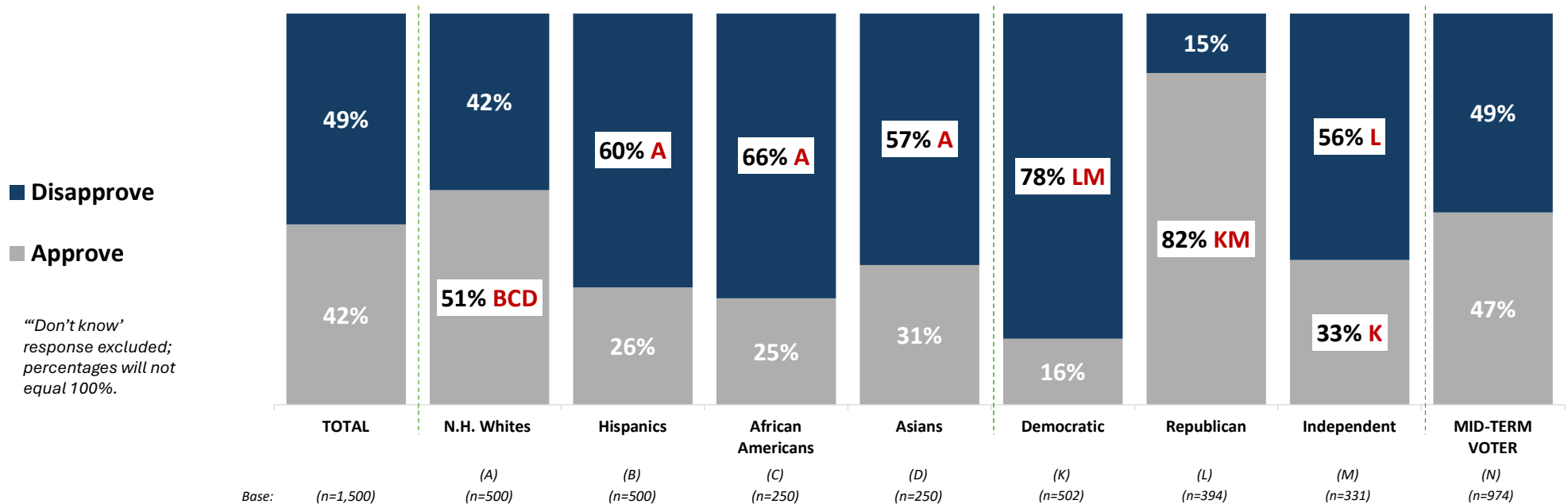
Whites and African Americans are more likely than Hispanics and Asians to say they will vote in the mid-terms, and partisans more likely than Independents.

Do you plan to vote in the 2026 mid-term elections? ("Yes" response shown)
Among Total Sample



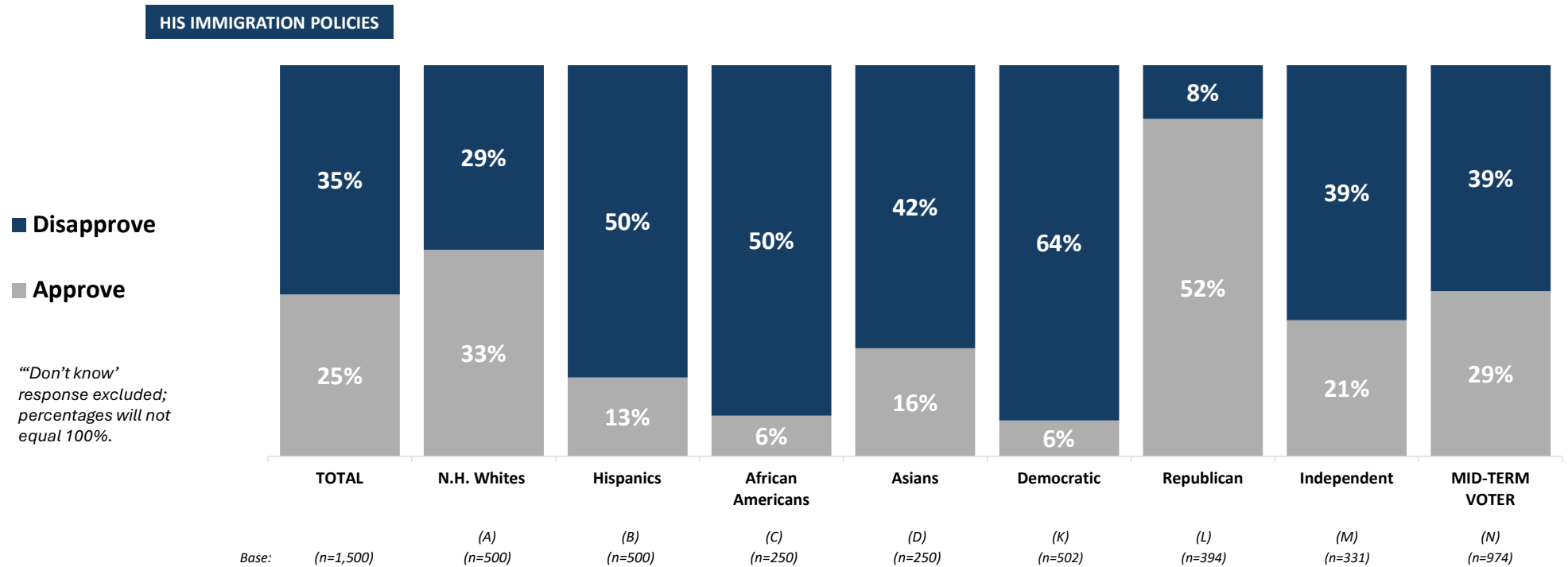
From February to August of this year, Trump's approval fell from 47% to 42% overall and from 38% to 26% among Hispanics, with Hispanic disapproval rising from 49% to 60%.

Do you approve or disapprove of the way Donald Trump is handling his job as president?
Among Total Sample



Hispanic disapproval of the President is driven by his immigration policies with 50% disapproving and only 13% approving.

What are the main reasons you approve or disapprove of Donald Trump?
 "Those who mentioned Immigration Policies"





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STRATEGIES FOR INCLUSIVE GROWTH

Investing in Latino Consumers Now Will Pay Future Dividends

Reaffirm Belonging: Launch messaging that around safety, inclusion, and shared identity. E.g., “Everyone belongs here” campaigns. This counters fear with reassurance and strengthens brand loyalty.

Invest in Community Stability: Support small businesses, immigrant-owned vendors, and local community events that foster connection. Local partnerships help offset fear of public engagement.

Offer Tangible Support: Provide legal aid stipends and employee family assistance. Highlight real stories of how your company stands by its workforce.

Elevate Representation: Feature Hispanic and immigrant voices year-round, not just during Hispanic Heritage Month, to demonstrate continuity and authenticity.



Investing in Latino Consumers Cont...

Inspire Optimism: Frame the Hispanic community not as victims of policy but as drivers of U.S. economic vitality, a \$4 trillion GDP contribution and the youngest, fastest-growing segment of the labor force.

Measure What Matters: Track Hispanic trust and sentiment alongside sales KPIs to demonstrate that inclusion correlates with long-term growth.

Collaborate Across Sectors: Partner with civic and business coalitions to advocate for humane and economically sound immigration policies, showing that compassion and capitalism align.

Be True To Your Brand: Any action you take must be resonant with your organization's values.

Silence is Also a Response: Staying silent during this moment is itself a statement that can have its own consequences.





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APPENDIX

Participant Profile

	TOTAL MARKET	Male	Female	N.H. Whites	Hispanics	African Americans	Asians	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59+
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
GENDER											
Female	48%	--	100%	50%	50%	50%	49%	48%	49%	52%	52%
Male	48%	100%	--	50%	50%	50%	49%	51%	51%	48%	48%
Other (Net)	4%	--	--	--	--	--	2%	1%	1%	--	--
AGE											
18 to 26	15%	17%	16%	12%	20% C	21% C	17%	100%	--	--	--
27 to 42	29%	36%	34%	26%	38% CE	26%	32%	--	100%	--	--
43 to 58	25%	22%	24%	25%	25%	27%	28%	--	--	100%	--
59+	31%	25%	27%	37% DEF	17%	26% D	22%	--	--	--	100%
Median age	46	41	43	50	39	44	44	22	35	50	67
ETHNICITY											
Hispanic/Latino	19%	34%	33%	--	100%	--	--	37% J	41% U	30%	24%
Black, African-American	13%	16%	17%	--	--	100%	--	22% HJ	13%	20% HJ	14%
Asian	6%	16%	16%	--	--	--	100%	19%	16%	18%	15%
White (Non-Hispanic)	62%	33%	33%	100%	--	--	--	22%	30% G	32% G	47% GHI
REGIONS											
Northeast	17%	16%	19%	18%	14%	16%	21%	23% J	20% J	18% J	10%
Midwest	21%	16%	14%	25% DF	10%	18% D	12%	15%	14%	15%	17%
South	38%	36%	44% A	36% F	38% F	57% CDF	24%	39%	37%	42%	43%
West	24%	31% B	23%	21% E	38% CE	9%	43% CE	23%	29%	24%	30%
Base:	(1,500)	(n=741)	(n=752)	(n=500)	(n=250)	(n=250)	(n=500)	(n=246)	(n=522)	(n=346)	(n=386)