

State of the American Consumer and the Trump Presidency

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Abstract:

The 2016 United States Presidential election was, for better or worse, a watershed moment in American politics, sending shockwaves through the status quo in government, business, social media, and the ways in which people interact. While much has been made of the groups that supported Donald Trump's surprise win and what those alignments might mean for the American voter and political system, the impact of the win on how consumers behave remains a vital point of interest for brands, media, and advertisers. This research describes what has changed in the mind of the American consumer in the immediate aftermath of the election, and in the time since Trump took office on January 20th. These results provide insights that brands can use to make sense of the shifts happening in the American market, and how to adapt to them. The key finding of this analysis is that the election created substantial differences in economic outlook and media consumption patterns for consumers based on their ideological identities. As a result, brands and advertisers should consider the political makeup of their consumers in considering both the messaging of their campaigns and how they target to them.

Methodology:

The Simmons National Consumer Survey (NCS) is a rich, nationally representative, probabilistic paper survey that has been produced by Simmons Research for over 60 years. The NCS examines brand use, media consumption, consumer sentiments, attitudes, and opinions for over 2,000 respondents monthly, producing over 80,000 data points. To evaluate consumer changes as a result of the election, we segmented the respondents into different periods. The general election period (August 30 to November 8, 2016), the post-election period up to inauguration (November 9, 2016 to January 21, 2017), and the early governing period (January 22 to July 14).

We looked at 4,390 relevant variables with sufficient rates of incidence to be examined in a statistically valid fashion. We investigated these variables to analyze what had changed and what has remained constant across the periods of interest with a special focus on those variables which had statistically significant changes at the 95% confidence interval of more than five percentage points between time frames. Results of the NCS were weighted to the US population.

Introduction

The first question, of course, is whether the election did in fact appear to matter with respect to variables measured by the NCS? Looking at all respondents, very little appears to have changed. Between the general election and the post-election periods, less than one half of one percent (0.39%) changed substantially, as defined by a statistically significant change of more than five percentage points. This accounts for just 17 variables that changed substantially between the general election and the post-election periods. Even fewer things changed looking at the differences between the post-election and early governing periods, with only 0.14% (six) of the variables changing substantially. From this perspective, the elections didn't change much about the choices and opinions of the American consumer.

The story changes substantially, however, when individual respondents are broken up into segments based on their self-reported ideology. The NCS asks respondents if they are Very or Somewhat Liberal (Liberals), Middle of the Road, or Very or Somewhat Conservative (Conservatives). When the same analysis is done looking for changes in attitudes and behaviors, but limited to only the respondents in each ideological segment, a very different picture emerges. Among liberals, more than six times as many variables changed substantially (2.37%) as compared to all respondents between the general election and post-election periods. Almost twenty times as many variables changed substantially (2.76%) as compared to all respondents between the post-election and early governing periods.

Among conservatives, a similar, but slightly smaller increase is observed. As compared to American adults, conservatives had over five times as many variables change substantially (2.00%) from the general election to the post-election period. Between the post-election and early governing periods, more than eleven times as many variables changed substantially (1.55%). Table One shows these differences.

Table One. Percent of All Variables Measured that Changed Substantially Between Periods by Ideology

Time Periods	American Adults	Liberals	Middle of the Road	Conservatives
General Election vs. Post-Election	0.39%	2.37%	2.30%	2.00%
Post-Election vs. Early Governing	0.14%	2.76%	1.25%	1.55%

Election Day in 2016 was, for most, a shocking result, whether one considered it a tragic defeat or a stunning victory. With very few exceptions, national news media and major polling companies had predicted a solid win for Hillary Clinton, possibly an historic landslide. While most polls accurately predicted Hillary Clinton's popular vote win, only the USC/LA Times tracking poll and the Investor's Business Daily/TIPP tracking poll correctly predicted Donald Trump's electoral win. So what changed in the mind of the American consumer as a result of this surprising outcome?

Results

As mentioned, only 17 variables changed substantially when looking at all respondents. Economic outlook appeared to improve, with about eleven percent more Americans believing that the economy will be better off in 12 months than thought so before the election, and over six percent more thinking they will personally be better off financially in the coming 12 months. There also appeared to be a general increase in reliance on the Internet for entertainment. Increases included Americans indicating that the Internet had become a primary source of entertainment for their family (+6.1 pts), that the Internet has become a primary source of entertainment for them personally (+5.8 pts), and that they mostly download or stream videos rather than use a DVD (+5.6 pts). Finally, there also appeared to be a trend towards shopping economically and healthier eating. Walmart was the only brand that appeared to improve substantially in this period, with an increase of 5.9 points among those who say they shopped at the discount chain. Sirius saw a drop of over nine points, but it is unclear if this is due to the XM/Sirius rebrand or a real reduction in listeners. There was an increase of about five points in Americans who said they like to know as much as possible about ingredients before they buy, that look for the freshest ingredients, that read the information on product labels, and who like the trend towards healthier fast food. Interest in foreign travel also increased by almost seven points. Finally, the number of Americans that said they would be more likely to go to a store where they had a coupon increased about 5.6 points, although this increase evaporated in the early governing period.

There was a fair bit of speculation around what kind of president Donald Trump would be. Many believed that he would be a different president than candidate, and that the mantle of office would change the way he behaved and possibly the policies he would choose to pursue. Looking at the early governing as compared to the post-election period, fewer metrics changed than did with the election itself. Only six metrics saw substantial, statistically significant changes, and of those, two simply reversed changes from the election (I pursue a life of challenge, novelty and change; Because of a coupon, I'd be drawn to a store I don't normally shop at). ESPN saw a viewership drop of 5.6 points, dropping from 21.1% to 15.6%. This is a large drop, but probably a result of the end of football season more than a result of Trump's inauguration. The most interesting of the six variables that changed was a 5.5-point increase (from 28.0% to 33.5%) in the number of people who said that they would participate in a civil protest if they felt strongly about the subject. This accompanied large protests across the country both for and against the new administration, although much more so in opposition. Unsurprisingly, this increase is driven by liberals who saw an increase of over 13 points in this metric, growing from 44.2% agreeing to 57.3%. This was by far the largest increase of any variable from any of the ideological subgroups moving into the early governing period.

When you peel apart the electorate by ideology, however, many more changes become evident, as shown in Table One. Many of these changes have very different scales and directions depending on whether the consumer is a liberal, moderate, or conservative. The following are some of the major themes of relevance to brands, media, and advertisers resulting, more than likely, from the shock of the election outcome. Appendix A has the full list of variable changes among the adult population as a result of the election. Appendices B, C, and D show these same changes segmented to Liberals, Conservatives, and Moderates respectively.

The Economy & Finances

The most glaring change that happened when comparing the general election and the post-election periods was related to expectations around the performance of the economy. Trump's election greatly improved economic optimism for non-liberals, with conservatives especially pleased. While there was an overall increase of 11.1 points in the percent of American adults that believed the American economy would be better off in the coming 12 months, conservatives saw an astonishing increase of nearly 30 points (29.8), more than doubling the number of conservatives who believe this to 51.4%. Moderates also appeared to see the Trump win as a positive with respect to the American economy, with a more modest, but still quite large increase of nearly 10 points to 25.8%. Liberals, on the other hand, saw their economic optimism take the opposite direction, losing 12 points in their belief that the economy would improve down to 15.5%.

As compared to before the election, conservatives and moderates both felt that they were personally more likely to be better off financially in the next 12 months, with increases of 10.2 and 7.6 point increases respectively. Conservatives and moderates were also more likely to say that they were better off financially now than they were 12 months ago in the post-election period (5.0 and 7.2 point increases). For liberals, there was no statistically significant changes in either of these metrics. In general, these changes around the economy and personal finances persisted into the early governing period. Following the inauguration, however, there was a 6.2 point drop in the percentage of conservatives who said they felt financially secure.

After the election, there was an increase across the board regarding the degree to which Americans were seeking new ideas to improve their homes. The increase was largest among liberals (+8 pts) and similar with conservatives and moderates (+5.6 pts). Similarly, all three groups were more likely to indicate that their home décor was of particular interest to them at similar levels. Among liberals there was also an increase in brand use for the Home Depot (+5.7 pts). Moderates also indicated a 5.0-point increase in making an effort to have their home reflect who they are. There was no corresponding increase in likelihood to buy a home or other large purchases. Interestingly, the increases in these metrics among conservatives disappeared in the early governing period. This emphasis on the home could be of value to home repair and decoration retailers.

The Internet & Mobile Devices

There were a large number of shifts in the use of the internet, whether on a personal computer or connected mobile device. These changes were virtually all increases in use or reliance, which is interesting as there was not a commensurate increase in device ownership. Also of note is the ways in which people's attitudes and use of connected devices changed was very different across the ideological spectrum, and changed sharply from before to after the general election. Liberals broadly increased across virtually all the activities one does online as well as how they expressed their dependence on the technology. Conservatives and moderates had far fewer changes in attitudes than liberals across these variables. Conservatives primarily increased along the factors associated with online purchasing, while increases among moderates were mostly focused on entertainment and information gathering.

As noted above, liberals' use of and dependence on the internet and connected devices increased substantially from the general election period to the post-election period, and changes persisted past inauguration. Liberals increased their reliance on the internet as their primary source of entertainment for themselves (+11.5 pts) and their families (+10.7 pts), and increased their desire to download or stream entertainment content (+9.1 pts) rather than obtaining physical media such as a DVD or Blu-Ray disc. They also increased the likelihood of saying that their personal computer was a primary source of fun and entertainment (+5.7 pts). These increases appear to have been at the expense of traditional offline media, with liberals reporting that they are more likely to say they spend less time reading magazines (+7.0 pts) or listening to non-internet radio (+5.3) because of the internet. In the early governing period, this extended to television as well, with many more respondents saying that they spend less time watching television on their television sets because of the internet (+9.9 pts). Even when watching television, an increasing number of respondents in the early governing period said that they would often go online afterwards to learn more about what they saw.

Liberals were also increasingly likely to express dependence on access to the internet. Increases from the general election to the post-election period included the desire to have their connected mobile device helping them work when they're away from home or work (+8.9 pts), the importance of having access to mobile internet generally (+8.0 pts), wanting to have access to the internet their entire waking life (+6.4 pts), and in how they decide to spend their free time (+5.8 pts). The percent of people who say that the internet has changed the way they work increased by about six points as well. There were also substantial increases in the use of their connected devices in gathering information, with an increase of 11.2 pts among those saying the internet helped them become experts in many things.

Liberals, like conservatives, also saw increases in online shopping behavior. These included doing more of their shopping online (+9.5 pts), interest in services that let them use their mobile phone to make purchases (+6.6 pts), and, in the early governing period, planning and booking travel online (+5.5 pts).

Gains were made among liberals in how they view the internet as a way to maintain their social life. There were gains in the percent of liberals who believe that their friendships would be less close without their mobile device (+6.5 pts) as well as in the early governing period that the internet is itself a new way for them to socialize or meet people (+6.5 pts) and the reliance on the internet to communicate with family or friends (+5.2 pts).

The way liberals interact with their devices also shifted during these periods. Coming from the general election periods, there were increases in the tendency to use whatever device was handy when watching video content of any kind (+7.7 pts) as well as the likelihood of carrying multiple mobile devices (+5.9 pts). There was also a decrease in the use of landlines if a cell phone is present (-6.0 pts). Ownership of iPhones increased by 5.5 points among liberals during this period.

These increases in use and reliance on the internet may be taking a toll, however. Going into the early governing period, there was an increase among liberals of over six points in feeling the need at times to disconnect or take breaks from the internet.

While conservatives were more likely after the general election to say that the internet has changed the way they spend their free time (+5.8 pts) and that their phone connects them to their social world (+5.0 pts), their changes were mostly related to the use of the internet to make purchases. There were increases in their use of the internet to plan shopping trips (+6.4 pts), likelihood to buy products advertised on their mobile device (+6.4 pts), feelings of safety making online purchases (+6.1 pts), and interest in services that allow them to use their mobile device to make purchases (+5.9 pts). These changes persisted into the early governing period.

Moderates also indicated that their mobile devices connect them to their social world (+5.0 pts), but their increased interest in the Internet after the general election were mostly along the lines information and entertainment. They increased their reliance on mobile phones to keep up with news or sports (+6.0 pts), the use of the internet to plan shopping trips (+5.2 pts), and the likelihood to say that the internet had become a primary source of entertainment for themselves (+5.2 pts) or their families (5.3 pts). These changes also persisted into the early governing period.

Advertising

During the campaign, the television and radio airwaves were flooded with some of the most personal and negative political ads seen since the creation of those media channels. These campaign ads, as well as the typical holiday ad campaign blitzes, may have had some adverse impact on feelings toward advertising generally, or on ad receptivity generally. As with the other subject areas described, there were some substantial changes among Americans that were sharply different depending on their self-described ideology. While both liberals and, to a smaller extent, conservatives generally saw increases in their dislike of advertising, there were some improvement in ad awareness and receptivity. Moderates, on the other hand, were more positive to ads.

For liberals, most of the changes were from the post-election period to early governing. From the general election, there was a substantial increase in the percent of liberals that like television commercials that make them laugh (+9.3 pts) and in the likelihood to say they notice brand name products used in movies (+5.4 pts).

From the post-election to general election period, liberals saw substantial strains on their feelings toward advertising. While liberals were more likely to say they notice ads in movie lobbies (+5.7 pts), TV shows (+5.5 pts), and movies (+5.3 pts), they were generally increasingly hostile to such product placement. There were increases in hatred for product placement in movies (+11.2 pts) and TV shows (+10.2 pts). Liberals were also more likely to say that advertising is a waste of their time (+6.8 pts), that they change the channel when commercials come on (+6.5 pts), and that they typically avoid watching TV commercials (+5.7 pts). Interestingly, there was an increase in being reassured that a product they use is good if they see it in a movie (+5.1 pts). Magazine advertising is seen differently than television among liberals, possibly due to the general lack of vitriolic political advertising in that medium. Liberals increased their likelihood to say that they often read ads in magazines out of curiosity (+9.5 pts) and that they enjoy reading ads in magazines (+6.1 pts).

Although conservatives were more also more likely to say they typically avoid watching television commercials in the post-election period (+5.2 pts), they were generally more positive to advertising. There was an increase in noticing brands in movies (+5.4 pts) and in being more likely to buy a product recognized from a movie (+5.5 pts). As mentioned earlier, conservatives were also more willing to accept ads sent to their mobile phones if they receive something of value in exchange (+5.3 pts). In the early governing period, there was also a decrease in seeing advertising as a waste of their time (-5.4 pts) and acceptance of product placement in TV shows (+5.0 pts). There was, however, a decrease in reassurance that a product is good if they see that product placed in a movie (-5.7 pts).

Moderates became generally more positive toward advertising in the post-election and early governing periods. In the post-election period, moderates were more likely to say they remember advertised products when shopping (+7.2 pts) and to notice ads in movie theater lobbies (+6.1). Moderates were also more likely to find ads for financial services to be interesting (+6.3 pts), to help them choose products for their children (+5.4 pts) and to say that advertising presents a true picture of the products of well-known companies (+5.4 pts). Dislike for advertising in general fell by 5.3 points. In the early governing period, moderates became more likely to say they find TV advertising interesting and gives them something to talk about (+6.5 pts).

News

While news consumption did not change appreciably after the election overall or for moderates, both liberals and conservatives saw some changes. Liberals increased their readership of national print news, in particular the Wall Street Journal, Sunday edition (6.3 pts), the New York Times, Sunday edition (5.6 pts), and the Washington Post daily (5.3 pts). Conservatives, on the other hand, increased their interest in local news. Conservatives saw a 9.4-point increase the way they value local papers because they cover local news and a 5.9-point increase in the degree to which they like websites that focus on local information.

While readership of the Wall Street Journal and Washington Post quickly returned to the general election levels in the early governing period, the readership of the New York Times persisted. Liberals also continued to see improvements in trust for print newspapers in the early governing period, increasing by 9.3 points, as well as relying on newspapers for information, which grew by 5.4 points. For conservatives, the increase in valuing local papers also faded, but not for websites that focus on local information.

Other Interesting Changes

There are many, many other interesting changes in attitudes and opinions aside from some of the broad topics listed above, which can be found in the Appendices at the end of this paper. A few additional data points that don't fall neatly into categories are still worth mentioning. For both liberals and conservatives, and to a lesser extent for moderates, there was a substantial increase in support for legalization of marijuana from the general election to the post-election period. Liberals increased their support by 6.7 points (59.5% to 66.1%), conservatives by 5.1 points (38.4% to 43.5%), and moderates by 3.3 points (37.7% to 41.0%). Support for closing pornographic movie houses and shops declined for both liberals (down 6.8 points, from 23.1% to 16.3%) and conservatives (down 5.0 points, from 43.9% to 39.0%). There was no change among moderates who remained consistent at 27.7% wanting to close the shops. In general, there was a socially liberal population shift among the American adults on these issues, seemingly as a result of the election, that persisted past the inauguration and into the early governing period. It is unclear as to why these shifts occurred, but it's certainly possible that the salacious tone of the election may have desensitized the electorate on these topics.

Another differential change arising from the data relates to buying American. Compared to the general election, liberals were less likely in the post-election period to say they buy goods produced in the US whenever they can, dropping over five points from 45.1% to 40.0%. Conservatives had the opposite change, increasing their likelihood to buy American by 5.5 points from 51.1% to 56.6%. There was no change among moderates.

Finally, the party affiliation of both liberals and moderates appears to have changed in meaningful ways. The percent of moderates that self-identified as independents or with a third party dropped by over six points after the election, down from 35.3% to 29.1%, with a large majority of the movement going to the Republican party. Among Liberals, there was a stunning 12.1 point drop in self-identification as a Democrat moving from the post-election to the early governing periods, moving from 77.1% to 64.9%. These former Democrats overwhelmingly moved to identification as either independents or third parties, with that group growing from 18.2% to 30.8%. Conservatives saw no such party alignments, despite the amount of speculation that Trump would cause conservatives to leave the Republican party.

Conclusion

So what can advertisers and brands learn from this analysis? Looking at liberals first, they reported a large decline in economic optimism and may, therefore, be more interested in buying financial products associated with long-term savings and low-risk investments. They may be less likely to be interested in major purchases. Liberals had substantial increases in their online presence and may therefore be reached more effectively online than before. The increase in viewership of content online appears to be at the expense of traditional media (TV, radio, magazines), which reinforces the potential value of this strategy. There was also a significant increase in mobile and online social behavior, making social ad investments and viral campaigns more attractive choices to reach these consumers. Liberals appear even more likely to multi-screen and to search online after viewing interesting content on their television, so coordinated cross-platform campaigns might be getting more effective for this group. Although liberals may be reducing their reliance on many traditional media forms, they increased their trust and reliance on national newspapers, which are likely to have increased value in hitting these consumers. Although liberals have generally declined in their desire to be exposed to advertising, they do seem to have a soft spot for ads that make them laugh. Ads targeting liberals would likely be more successful if they're humorous in nature.

Conservatives, on the other hand, saw their economic optimism improve dramatically. This may be associated with an increased likelihood to consider major purchases and home improvements. It might also make these Americans more inclined to borrowing and riskier investment opportunities. While there were not large increases in online activities for conservatives, they did become substantially more interested in making online purchases, especially from their mobile devices. Conservatives also saw major increases in ad receptivity on their mobile device, making a mobile campaign potentially highly effective for this group, especially if it's easy to make the purchase online. Conservatives also appeared to be more trusting of news sources that are local in focus rather than national, which might result in higher ROI for advertisements in local media websites.

Moderates also saw large increases in economic optimism, although not nearly so dramatic as conservatives, and so may similarly be more inclined to make major purchases, home improvements, and to borrow. Moderates saw increases in consuming information and entertainment content online versus more traditional media channels, and so might be reached more effectively online as a result. That said, moderates saw an increase in ad receptivity across the board and so may present a higher ROI for advertising spend as compared to liberals and conservatives, all else being equal.

The November 2016 election clearly resulted in significant impacts on American adults in ways that matter for brands and advertisers. These impacts are masked when looking at the American public at large, but become abundantly clear when segregated by ideology. These results may have been more pronounced because of the shift of party in the White House, and might have been more muted in an election where the incumbent or incumbent's party retained the presidency. It may also be the case that the tone of this unprecedented campaign between the two most reviled major party presidential candidates in modern history was at least in part responsible for some of the changes discovered. In any event, it would serve advertisers and brands well to consider differential advertising treatments by ideological targets, both in terms of message and media properties, and to update those learnings after any major political change.

Appendix A: Variables that changed substantially among Americans adults from the general election to the post-election period

Variable	Point Change	General Election	Post-election
Do you think that in the coming 12 months the American economy will be better off or worse than it is now? (BETTER)	11.1	21.0%	32.1%
Sirius	-9.3	9.4%	0.0%
I love the idea of traveling abroad	6.7	47.0%	53.7%
Do you think that in the coming 12 months you will be better off or worse off financially than you are now? (BETTER)	6.4	41.8%	48.2%
I like to pursue a life of challenge, novelty, and change	6.2	43.5%	49.7%
The Internet has become a primary source of entertainment for my family	6.1	31.2%	37.3%
Walmart (was Walmart Super Center)	5.9	47.0%	52.9%
I'm always looking for new ideas to improve my home	5.9	51.5%	57.4%
The Internet has become a primary source of entertainment for me personally	5.8	34.4%	40.2%
Because of a coupon, I'd be drawn to a store I normally don't shop at	5.6	30.9%	36.5%
I mostly download/stream my entertainment rather than buy a CD or DVD or Blu-ray	5.6	34.4%	40.0%
I like to know as much as possible about ingredients before I buy food products	5.3	38.4%	43.7%
I am more likely to buy products from companies that donate to charities	5.1	36.2%	41.3%
I usually look for the freshest ingredients when I cook	5.0	55.1%	60.1%
I usually read the information on product labels.	5.0	42.1%	47.1%
I like the trend towards healthier fast food	5.0	54.2%	59.3%
Options on a car impress me	5.0	39.6%	44.5%

Appendix B: Variables that changed substantially among liberals from the general election to the post-election period

Variable	Point Change	General Election	Post-election
Do you think that in the coming 12 months the American economy will be better off or worse than it is now? (BETTER)	-12.0	27.5%	15.5%
The Internet has become a primary source of entertainment for me personally	11.5	39.9%	51.4%
The Internet helps me to become an expert in many things	11.2	27.4%	38.6%
The Internet has become a primary source of entertainment for my family	10.7	33.6%	44.4%
Sirius	-10.0	10.0%	0.0%
I am doing more of my shopping on the internet than before	9.5	54.9%	64.4%
I like television commercials that make me laugh	9.3	61.9%	71.2%
I mostly download/stream my entertainment rather than buy a CD or DVD or Blu-ray	9.1	44.6%	53.6%
My cell phone/smartphone should help me get work done when and where I want	8.9	51.6%	60.5%
I have a conservative dress style	-8.6	49.7%	41.1%
Walmart (was Walmart Super Center)	8.3	34.9%	43.2%
I love the idea of traveling abroad	8.2	61.1%	69.3%
I tend to trust the information on websites that I have heard a lot about	8.2	34.5%	42.6%
I look at the work I do as a career rather than just as a job	8.2	45.3%	53.4%
I'm always looking for new ideas to improve my home	8.0	52.9%	60.9%
I usually only go shopping when I have something to buy I really need	8.0	66.0%	74.1%
It's important for me to have internet access when I am on-the-go - away from home	8.0	58.2%	66.2%
Advertising to children is wrong	-8.0	49.4%	41.4%
HMOs and insurance companies have too much power over my family's healthcare	-7.9	58.7%	50.8%
When I want to watch TV shows, movies, or other video content, I usually use whatever device is handy at the moment.	7.7	27.1%	34.8%
I often read the privacy statements that companies have on their website or in print	-7.7	31.8%	24.2%
Television is my main source of entertainment	7.7	42.3%	49.9%
I'm always the first among my friends to have the latest in electronic equipment	7.5	12.2%	19.7%
I always look for the brand name on the package.	7.3	34.5%	41.7%
BRAVE, courageous, daring, adventuresome	7.2	55.4%	62.6%
I am willing to travel an hour or more to shop at factory outlet stores	-7.1	28.7%	21.5%
You can tell a lot about someone by the car they drive	7.1	32.2%	39.3%
I spend less time reading magazines in print because of the internet	7.0	50.7%	57.7%
ESPN	7.0	14.1%	21.1%
I like to enjoy life and don't worry about the future	6.9	44.6%	51.5%
I really enjoy any kind of shopping	-6.9	29.4%	22.5%
It is important to look attractive to others	6.8	62.1%	68.9%
Pornographic movie houses and shops should be closed down	-6.8	23.1%	16.3%
Marijuana should be legalized	6.7	59.5%	66.1%
I would be interested in a service that would let me use my cell phone/smartphone to make purchases in a store	6.6	24.7%	31.3%
My friendships would not be as close as they are without my cell phone/smartphone	6.5	40.3%	46.8%
I am a TV addict	6.4	26.0%	32.4%

I need to be connected to the internet from the moment I wake up until the moment I go to bed	6.4	18.2%	24.6%
All products that pollute the environment should be banned.	6.4	42.9%	49.3%
STUBBORN, hard-headed, head-strong, obstinate	6.4	42.2%	48.6%
The Wall Street Journal – Sunday	6.3	8.9%	15.3%
Most of the personal information about me that is online is relatively harmless	-6.3	49.9%	43.6%
It is important my family thinks I am doing well	6.2	47.6%	53.9%
RESERVED, conservative, quiet, conventional	-6.2	44.4%	38.2%
I am good at leading discussions	-6.1	55.0%	48.9%
Because of a coupon, I'd be drawn to a store I normally don't shop at	6.1	34.8%	40.8%
For relatively expensive items, I'll shop at different stores to make certain I get the best price	-6.0	70.6%	64.5%
A used car is just as good as a new car	6.0	44.0%	50.0%
I'll pay just about anything for an electronic product that I really want	6.0	11.8%	17.8%
I spend a lot of money on toiletries and cosmetics for personal use	-6.0	25.9%	19.9%
The Internet has changed the way I work	6.0	46.4%	52.4%
If I have access to a landline phone, then I won't use my cell phone/smartphone	-6.0	34.1%	28.1%
I usually carry multiple mobile/handheld devices with me	5.9	19.0%	24.9%
People often copy what I do or wear	-5.9	25.8%	19.9%
I like the trend towards healthier fast food	5.8	64.8%	70.6%
I use information from my cell phone/smartphone to decide where to go or what to do in my free time	5.8	39.1%	44.9%
Always (was Always Alldays)	-5.8	14.1%	8.3%
I try to include plenty of fiber in my diet these days	-5.7	67.7%	62.0%
The Home Depot	5.7	34.6%	40.3%
My computer is a primary source of fun and entertainment	5.7	35.9%	41.6%
I'd rather have a boring job than no job at all	-5.7	56.8%	51.1%
Even when I do not purchase something, I enjoy shopping	-5.7	39.7%	34.0%
When shopping for household cleaning products, I especially look for organic or natural products	-5.7	33.0%	27.3%
I find it difficult to say no to my kids	5.7	21.8%	27.4%
I am willing to challenge my doctor's recommendations on issues related to my health	5.7	49.8%	55.4%
XM	-5.7	5.7%	0.0%
I feel financially secure	5.6	33.9%	39.5%
I always choose that my name not be included on mailing lists	5.6	49.4%	55.0%
The point of drinking is to get drunk	5.6	10.0%	15.5%
The Washington Post – Daily	5.6	7.2%	12.7%
I prefer to spend a quiet evening at home than to go out	-5.6	68.1%	62.6%
HBO	5.5	19.3%	24.9%
My car should be equipped with as many safety features as possible	5.5	64.7%	70.2%
IOS (iPhone)	5.5	37.9%	43.4%
It is important to me that others see me as being environmentally conscious	5.5	49.5%	55.0%
I often read the recipes that come with products that I buy	-5.5	41.9%	36.5%
I frequently eat sweets	5.5	42.6%	48.1%
When I watch movies, I often notice brand name products used as part of the set	5.4	42.1%	47.5%
Most frozen dinners have little nutritional value	5.4	48.1%	53.5%

I go shopping frequently	-5.4	32.2%	26.8%
Always	-5.4	16.9%	11.5%
I would be willing to make travel arrangements through a company I never heard of	5.3	23.1%	28.5%
I spend less time listening to non-internet radio because of the internet	5.3	30.3%	35.7%
The New York Times – Sunday	5.3	14.5%	19.8%
I normally drive without any passengers	5.3	53.3%	58.6%
When in the store, I often buy an item on the spur of the moment.	5.3	43.7%	49.0%
I like to treat myself to foods not good for me	5.3	50.8%	56.1%
When I am shopping, I often use my mobile/handheld device to search for local deals	5.3	34.0%	39.2%
iPhone (Apple)	5.3	41.3%	46.5%
People (was People Magazine)	5.2	18.2%	23.4%
I buy goods produced by my own country whenever I can	-5.2	45.1%	40.0%
I make sure I exercise regularly	-5.2	49.8%	44.6%
Google Search	5.1	75.1%	80.2%
I am willing to volunteer my time for a good cause	5.1	71.7%	76.8%
I like to drive faster than normal traffic	5.1	38.0%	43.1%
I rarely get sick	-5.0	71.8%	66.7%
I would buy eco-friendly products if they were less expensive	5.0	69.8%	74.8%
EFFICIENT, organized, diligent, thorough	-5.0	65.4%	60.4%
I perform the routine maintenance on some or all of the cars in my household	5.0	34.2%	39.2%
I am an optimist	5.0	63.0%	68.0%

Appendix C: Variables that changed substantially among conservatives from the general election to the post-election period

Variable	Point Change	General Election	Post-election
Do you think that in the coming 12 months the American economy will be better off or worse than it is now? (BETTER)	29.8	21.7%	51.4%
I like to pursue a life of challenge, novelty and change	12.0	40.0%	52.0%
Sirius	-11.2	11.2%	0.0%
I am uncomfortable wearing clothes that are different from others	10.5	26.7%	37.2%
Do you think that in the coming 12 months you will be better off or worse off financially than you are now? (BETTER)	10.2	41.1%	51.3%
I shop around a lot to take advantage of specials or bargains.	9.9	50.6%	60.4%
I value the local paper because it covers local news	9.4	38.2%	47.5%
I am a perfectionist	9.3	45.5%	54.8%
It is important to respect traditional customs and beliefs	8.7	69.4%	78.1%
When it comes to homeowners or renters' insurance, I make sure I am well-insured by having all the coverage I need	8.6	54.2%	62.8%
I gather health information from my doctor	7.9	53.0%	60.9%
I want more personal control over information that companies might have about me	7.7	64.7%	72.3%
I have regular medical check-ups even if I'm not ill	7.5	50.6%	58.1%
If there were a program to inform companies about my privacy preferences I would participate in that program	7.5	35.0%	42.4%
I am willing to volunteer my time for a good cause	7.5	66.1%	73.6%
How much money do you expect to spend on household essentials (i.e. food, gas, etc.) in the next 30 days as compared to the last 30 days? (MORE)	7.4	12.4%	19.8%
When it comes to life insurance, I make sure I am well-insured by having all the coverage I need	7.1	37.4%	44.6%
Regardless of the type of clothing I'm shopping for, I normally look for my favorite brands first	7.1	44.8%	51.9%
I often indulge my children with little extras	7.0	45.3%	52.3%
I am interested in other cultures	6.9	48.2%	55.1%
I like to know as much as possible about ingredients before I buy food products	6.7	39.3%	45.9%
Because of a coupon, I'd be drawn to a store I normally don't shop at	6.6	31.4%	37.9%
I always do what my doctor tells me to do	6.5	53.5%	60.0%
I usually read the information on product labels.	6.4	41.0%	47.4%
I trust the federal government to make the best decisions about how to protect my privacy	6.4	16.2%	22.6%
I often use the internet to help plan my shopping trips	6.4	29.6%	36.0%
XM	-6.4	6.4%	0.0%
I am likely to purchase products I see advertised on my cell phone/smartphone	6.4	15.2%	21.5%
Home decor is of particular interest to me	6.3	39.2%	45.5%
I like to share my knowledge with others	6.3	66.7%	73.0%
Hallmark Channel	6.3	13.3%	19.6%
I like to provide my children with the things I didn't have as a child	6.3	52.0%	58.3%
I am willing to help others even if there is no direct benefit to myself	6.3	75.9%	82.2%
I am a workaholic	6.3	25.6%	31.9%
Before buying a car, I find out about the car's safety rating	6.2	49.5%	55.8%
I'm very happy with my life as it is	6.2	65.7%	71.9%

Sunday Magazine Network	6.2	18.4%	24.6%
I am concerned about the health of my teeth and gums	6.1	60.3%	66.4%
It is safe to make purchases online	6.1	39.2%	45.3%
I mostly download/stream my entertainment rather than buy a CD or DVD or Blu-ray	6.1	30.5%	36.6%
I know many people who have had something negative happen to them because of personal information available online	6.1	41.2%	47.2%
It's worth paying extra for quality goods	6.1	66.0%	72.1%
TENSE, nervous, high-strung, excitable	6.1	23.2%	29.3%
I like websites that show me local information	5.9	42.3%	48.2%
When buying toiletries, the brand I choose is very important to me	5.9	37.7%	43.7%
I like to introduce people to each other	5.9	39.7%	45.6%
I would be interested in a service that would let me use my cell phone/smartphone to make purchases in a store	5.9	19.9%	25.8%
EFFICIENT, organized, diligent, thorough	5.8	62.3%	68.1%
I frequently take preventative medicine	5.8	31.5%	37.3%
The Internet has changed the way I spend my free time	5.8	52.7%	58.5%
After I watch a movie, I can remember the brand name products the characters were using during the movie	5.8	20.2%	26.0%
My children have a significant impact on the brands I choose	5.8	21.1%	26.9%
It is important to go to the doctor when I'm ill	5.7	55.7%	61.5%
I hate seeing brand name products in movies if they are placed for commercial purposes	5.7	17.2%	23.0%
I am more likely to purchase a product or service from a company that is environmentally friendly	5.7	47.5%	53.2%
Whenever commercials come on, I change channels	-5.7	42.1%	36.4%
People have a responsibility to use recycled products whenever possible	5.6	62.3%	67.9%
AFFECTIONATE, passionate, loving, romantic	5.6	66.9%	72.5%
I'm always looking for new ideas to improve my home	5.6	55.1%	60.7%
I am willing to sacrifice time with my family in order to get ahead	5.6	24.9%	30.5%
I buy goods produced by my own country whenever I can	5.5	51.1%	56.6%
Prescription drugs are more effective than over-the-counter remedies	5.5	32.9%	38.4%
I am more likely to buy products from companies that donate to charities	5.5	36.7%	42.2%
I work hard to convince others about things I believe in	5.5	36.5%	42.0%
When I'm in a store or online and I see a brand name product I recognize from a movie, I'm more likely to buy it than its competitor	5.5	12.0%	17.4%
When I watch movies, I often notice brand name products used as part of the set	5.5	31.6%	37.1%
I prefer the taste of food without a lot of spices	5.5	33.9%	39.4%
A store's environment can make a difference in whether I shop there	5.4	68.1%	73.6%
Medication for my health condition has really made my life better	5.4	41.3%	46.7%
I always look out for special offers	5.4	59.0%	64.5%
I am no good at saving money	5.4	24.8%	30.2%
It is important to be well-informed about things	5.4	80.4%	85.8%
I am willing to accept advertisements sent to my cell phone/smartphone if I were to receive something of value in exchange	5.3	19.7%	25.0%
I typically avoid watching television commercials	5.2	50.6%	55.8%
I would feel more comfortable providing personal information to companies that display a trusted seal of approval	5.2	47.1%	52.3%
Normally, I only use drug brands that are recommended by my physician	5.2	43.7%	48.9%

On the whole, people get what they deserve in life	5.2	35.5%	40.7%
I always try to eat healthy foods and maintain a balanced diet	5.1	52.1%	57.2%
I rely primarily on my doctor to guide me on medical and health matters	5.1	56.7%	61.8%
I look at the work I do as a career rather than just as a job	5.1	45.7%	50.8%
I prefer to eat foods without artificial additives	5.1	51.0%	56.0%
I usually only go shopping when I have something to buy I really need	5.0	69.1%	74.1%
Do you think that you are better off or worse off financially now than you were 12 months ago? (BETTER)	5.0	30.2%	35.2%
I tend to hold out on buying things I want until they go on sale	5.0	48.8%	53.8%
My cell phone/smartphone connects me to my social world	5.0	46.2%	51.1%
American auto manufacturers are producing much better cars than they did 10 years ago	5.0	54.8%	59.7%
I am consumed with getting the best deal for a service or product I purchase	5.0	46.0%	51.0%
Pornographic movie houses and shops should be closed down	-5.0	43.9%	39.0%

Appendix D: Variables that changed substantially among moderates from the general election to the post-election period

Variable	Point Change	General Election	Post-election
I love the idea of traveling abroad	11.0	40.6%	51.6%
Do you think that in the coming 12 months the American economy will be better off or worse than it is now? (BETTER)	9.7	16.0%	25.8%
Music is an important part of my life	9.5	56.3%	65.8%
I am usually willing to shop at new stores	8.4	47.7%	56.2%
I feel like I have a fair amount of control over the personal information about me that can be found online	8.4	27.0%	35.4%
I usually look for the freshest ingredients when I cook	8.3	50.3%	58.6%
I enjoy entertaining people in my home	8.3	48.4%	56.8%
Most frozen dinners have little nutritional value	7.7	43.1%	50.8%
Options on a car impress me	7.7	38.2%	45.9%
Do you think that in the coming 12 months you will be better off or worse off financially than you are now? (BETTER)	7.6	39.3%	47.0%
I often look up a company or organization online before I give them information about myself	7.3	38.3%	45.6%
I get many of the options when I buy a car	7.3	33.2%	40.5%
I usually refer to recipes when cooking	7.3	35.2%	42.5%
Having a vehicle that can handle rough terrain is very important to me	7.3	25.6%	32.9%
Do you think that you are better off or worse off financially now than you were 12 months ago? (BETTER)	7.2	25.2%	32.5%
I love to buy new gadgets and appliances	7.2	24.4%	31.6%
I remember advertised products when I am shopping	7.2	25.6%	32.8%
I really enjoy clothes shopping	7.2	31.7%	38.9%
Sirius	-7.1	7.2%	0.1%
I am not afraid to appear unconventional	7.1	50.8%	57.9%
When shopping for food, I especially look for organic or natural foods	7.1	22.3%	29.4%
I usually head right for the clearance rack when I enter a store	7.1	37.4%	44.5%
I like to get as much information as possible about an electronic item before I buy it	7.1	56.3%	63.3%
A stores environment can make a difference in whether I shop there	7.1	63.7%	70.7%
INTELLIGENT, smart, bright, well-informed	7.0	70.5%	77.5%
When I shop I usually visit a variety of stores	7.0	45.1%	52.0%
VISA Debit	6.9	53.1%	60.0%
It is important to look attractive to others	6.8	56.6%	63.3%
When buying toiletries, the brand I choose is very important to me	6.7	34.1%	40.9%
I make an effort to look attractive to people that I am interested in (was It is important to be attractive to the opposite sex)	6.7	47.1%	53.8%
I take vacation experiences that help differentiate me from my friends	6.6	15.6%	22.3%
I am worried about pollution and congestion caused by cars	6.5	53.7%	60.2%
Vitamins/minerals should be taken for long-term health benefits	6.5	49.2%	55.7%
I am good at leading discussions	6.5	35.2%	41.7%
I am good at fixing things	6.4	49.5%	55.9%
Levi's	6.3	14.5%	20.8%
I consider my diet to be very healthy	6.3	30.7%	37.0%

I find advertising for financial services to be interesting	6.3	8.8%	15.1%
I like to know as much as possible about ingredients before I buy food products	6.3	32.8%	39.0%
PARTY AFFILIATION – OTHERS	-6.2	35.3%	29.1%
I like to put things together in new ways	6.2	49.9%	56.1%
I often notice the ads in the lobbies of movie theaters	6.1	31.5%	37.6%
Watching recorded content in any room using a wireless in-home network would be a real benefit	6.1	41.9%	48.0%
Most snack foods people eat these days are not healthy	6.1	51.3%	57.4%
I agree with the increasing bans on cigarette smoking	6.0	51.7%	57.7%
I am more likely to buy products from companies that donate to charities	6.0	31.0%	37.0%
I rely on my cell phone/smartphone to keep up with news or sports	6.0	30.7%	36.7%
I like the trend towards healthier fast food	5.9	47.2%	53.1%
I decide what I want before I go shopping	5.9	61.0%	66.9%
I love to keep up with celebrity news and gossip	5.9	15.0%	20.9%
I am working at eating a well-balanced diet	5.8	45.9%	51.7%
Breakfast is more important than lunch or dinner	5.8	50.9%	56.7%
I believe that vitamins and other nutrients really make a difference	5.8	55.5%	61.3%
AMICABLE, amiable, affable, benevolent	5.8	51.0%	56.8%
I like to have a lot of gadgets	5.8	17.8%	23.6%
Shopping for groceries is a bore	-5.8	34.6%	28.8%
I have a genuine interest in the people whom I meet	5.7	60.5%	66.2%
I tend to spend money without thinking	-5.7	27.8%	22.1%
I try to keep up with developments in technology	5.7	40.9%	46.7%
Victoria's Secret	5.7	9.1%	14.8%
I tend to spend long periods of time in a store browsing	5.7	29.7%	35.4%
For relatively expensive items, I'll shop at different stores to make certain I get the best price	5.7	60.4%	66.1%
I always shop for the best deal in electronic equipment	5.7	56.1%	61.8%
I usually read the information on product labels.	5.7	38.7%	44.4%
When shopping for household cleaning products, I especially look for organic or natural products	5.6	15.1%	20.7%
Because of a coupon, I'd be drawn to a store I normally don't shop at	5.6	28.9%	34.6%
I'm always looking for new ideas to improve my home	5.6	47.1%	52.7%
I always try to eat healthy foods and maintain a balanced diet	5.5	44.4%	49.9%
Walmart (was Walmart Super Center)	5.5	48.7%	54.2%
I like to know as much as possible about a financial service/investment before I commit to it	5.4	50.2%	55.7%
Advertising helps me choose products to buy for my children	5.4	12.9%	18.3%
In general, advertising presents a true picture of the products of well-known companies.	5.4	14.5%	19.9%
I prefer to spend a quiet evening at home than to go out	5.4	61.1%	66.5%
I am willing to help others even if there is no direct benefit to myself	5.3	72.7%	78.1%
I don't like advertising in general	-5.3	38.2%	32.9%
The Internet has become a primary source of entertainment for my family	5.3	29.2%	34.4%
I prefer to eat foods without artificial additives	5.3	44.1%	49.4%
FX	5.3	8.6%	13.9%

I enjoy taking risks	5.3	35.5%	40.7%
The Internet has become a primary source of entertainment for me personally	5.2	31.7%	36.9%
I often use the internet to help plan my shopping trips	5.2	27.4%	32.6%
I usually only go shopping when I have something to buy I really need	-5.1	66.9%	61.7%
I like to try new things no one else has	5.1	30.7%	35.8%
I consider myself to be a conservative, evangelical Christian	5.1	16.6%	21.7%
AFFECTIONATE, passionate, loving, romantic	5.1	66.3%	71.5%
I only use my cell phone/smartphone for basic calling rather than any other features	-5.1	29.2%	24.1%
Marijuana should be legalized	5.1	38.4%	43.5%
I am willing to pay extra for prescription drugs not covered by health insurance	-5.1	25.0%	19.9%
There's little I can do to change my life	-5.0	20.1%	15.1%
I do some sport/exercise at least once a week	5.0	48.5%	53.5%
I like to try new drinks	5.0	37.2%	42.2%
I would be prepared to pay more for environmentally-friendly products	5.0	27.9%	32.9%
I often eat store-made, pre-cooked meals	-5.0	24.2%	19.2%
KIND, good-hearted, warmhearted, sincere	5.0	78.6%	83.6%
My cell phone/smartphone connects me to my social world	5.0	47.6%	52.5%
I'll pay just about anything when it concerns my health	5.0	33.9%	38.9%
Home decor is of particular interest to me	5.0	36.3%	41.3%
I make an effort to have my home reflect who I am	5.0	55.4%	60.3%
I shop around a lot to take advantage of specials or bargains.	5.0	52.0%	57.0%
I would feel more comfortable providing personal information to companies that display a trusted seal of approval	5.0	44.2%	49.2%

Appendix E: Variables that changed substantially among American adults from the post-election to the early governing period

Variable	Point Change	Post-election	Early Governing
I am good at fixing things	-5.6	56.7%	51.0%
ESPN	-5.6	21.1%	15.6%
If I feel strongly about an issue, I would participate in a civil protest	5.5	28.0%	33.5%
Because of a coupon, I'd be drawn to a store I normally don't shop at	-5.3	36.5%	31.2%
I like to put things together in new ways	-5.3	57.9%	52.6%
I like to pursue a life of challenge, novelty, and change	-5.2	49.7%	44.5%

Appendix F: Variables that changed substantially among liberals from the post-election to the early governing period

Variable	Point Change	Post-election	Early Governing
If I feel strongly about an issue, I would participate in a civil protest	13.1	44.2%	57.3%
PARTY AFFILIATION – OTHERS	12.7	18.2%	30.8%
PARTY AFFILIATION – DEMOCRAT	-12.1	77.1%	64.9%
The side effects associated with some prescription drugs sometimes scare me off a particular brand	11.2	55.6%	66.8%
It is important to keep young looking	10.9	40.5%	51.4%
I hate seeing brand name products in movies if they are placed for commercial purposes	10.9	21.4%	32.3%
My friends and acquaintances look to me to organize our activities	10.8	36.3%	47.0%
I hate seeing brand name products in TV shows if they are placed for commercial purposes	10.2	24.8%	34.9%
I spend less time watching television on my television set because of the internet	9.9	35.5%	45.4%
I am good at convincing others to try new things	9.5	41.1%	50.7%
I'd rather have a boring job than no job at all	9.5	51.1%	60.7%
It's worth paying extra for quality goods	9.5	67.4%	76.9%
I often read ads in magazines just out of curiosity	9.5	19.7%	29.1%
I trust the information I read in newspapers	9.3	40.0%	49.3%
Most frozen dinners have little nutritional value	9.0	53.5%	62.5%
EFFICIENT, organized, diligent, thorough	8.3	60.4%	68.7%
When in the store, I often buy an item on the spur of the moment.	-8.3	49.0%	40.7%
AT&T Wireless	8.3	25.0%	33.3%
I often read the privacy statements that companies have on their website or in print	8.2	24.2%	32.4%
I am good at simplifying things for others	8.2	67.7%	75.9%
I really enjoy any kind of shopping	8.2	22.5%	30.7%
Advertising to children is wrong	8.1	41.4%	49.5%
I don't often have the time to prepare/eat healthy meals	8.0	33.1%	41.1%
I want more personal control over information that companies might have about me	8.0	66.4%	74.4%
I am not afraid to appear unconventional	7.9	69.6%	77.6%
iPhone (Apple)	7.8	46.5%	54.3%
I am willing to ask my doctor for a prescription medication that I have seen or heard advertised	7.7	31.7%	39.4%
Most of the personal information about me that is online is relatively harmless	7.7	43.6%	51.2%
I look for health information so that I can choose from different healthcare treatments	7.6	44.0%	51.6%
I am willing to travel an hour or more to shop at factory outlet stores	7.3	21.5%	28.9%
Because of my busy lifestyle, I don't take care of myself as well as I should	7.2	38.0%	45.3%
I would feel more comfortable providing personal information to companies that display a trusted seal of approval	7.2	48.1%	55.2%
Family life is the most important thing to me	7.1	65.1%	72.2%
I like to introduce people to each other	7.1	43.9%	51.0%
I like to understand about nature	7.1	74.4%	81.6%
I trust homeopathic medicine	7.1	24.7%	31.8%
I like to drive faster than normal traffic	7.1	43.1%	50.2%

I have many acquaintances from all walks of life	7.0	64.8%	71.8%
For relatively expensive items, I'll shop at different stores to make certain I get the best price	7.0	64.5%	71.5%
Home decor is of particular interest to me	7.0	43.4%	50.3%
People say I am expressive when sharing my opinions with others	6.9	59.9%	66.8%
I am interested in other cultures	6.9	71.8%	78.7%
HMOs and insurance companies have too much power over my family's healthcare	6.9	50.8%	57.6%
The Wall Street Journal – Sunday	-6.8	15.3%	8.4%
I consider myself to be a creative person	6.8	65.1%	72.0%
Advertising is a waste of my time	6.8	30.5%	37.3%
I enjoy entertaining people in my home	6.8	54.5%	61.2%
People come to me for advice before buying new things	6.7	22.6%	29.4%
A sport utility vehicle matches my active lifestyle	6.7	26.9%	33.6%
I am willing to help others even if there is no direct benefit to myself	6.7	79.9%	86.6%
Parade Magazine	-6.7	36.3%	29.6%
I work hard to convince others about things I believe in	6.5	37.4%	43.9%
The Internet has become a new way for me to socialize or meet people	6.5	42.0%	48.5%
I am good at fixing things	-6.5	54.1%	47.6%
Whenever commercials come on, I change channels	6.5	35.8%	42.2%
I am a regular movie theater goer	6.5	22.4%	28.8%
I usually carry multiple mobile/handheld devices with me	-6.4	24.9%	18.5%
HGTV (Home & Garden Television)	6.4	15.1%	21.4%
I know many people who have had something negative happen to them because of personal information available online	6.4	36.7%	43.1%
It is more important to do your duty than to live for your own enjoyment	6.3	33.4%	39.7%
I rarely consult my physician about the non-prescription medication I take	-6.3	48.3%	42.1%
Apple	6.2	23.4%	29.7%
ESPN	-6.2	21.1%	14.9%
I go shopping frequently	6.1	26.8%	32.9%
I enjoy reading ads in magazines	6.1	12.8%	18.9%
A designer label improves a person's image	-6.1	17.1%	11.1%
At times, I feel like I need to disconnect or take a break from the internet	6.1	48.3%	54.4%
I always read the small print in magazine/newspaper pharmaceutical ads	6.1	23.9%	29.9%
I spend a lot of money on toiletries and cosmetics for personal use	6.0	19.9%	26.0%
I try to keep up with developments in technology	6.0	49.6%	55.6%
I stick with clothing styles that have stood the test of time	6.0	69.1%	75.1%
Technology is moving so fast I don't even bother to try and keep up	6.0	28.5%	34.5%
I choose a car mainly on the basis of looks	6.0	24.0%	30.1%
It is important that a company acts ethically	6.0	81.1%	87.1%
A store's environment can make a difference in whether I shop there	6.0	75.8%	81.8%
I like knowing how companies are using information about me	6.0	64.2%	70.2%
Because of a coupon, I'd be drawn to a store I normally don't shop at	-5.9	40.8%	34.9%
Regardless of price, it is important to have the brand I like	5.9	35.8%	41.7%
I always ask my friends for advice before I buy any electronic equipment	5.9	28.9%	34.8%
I like to buy technology products which easily connect to products I already have	5.9	52.6%	58.4%

I am adventurous	5.8	52.7%	58.6%
Even when I do not purchase something, I enjoy shopping	5.8	34.0%	39.8%
Microsoft Windows 10	5.7	33.4%	39.1%
I typically avoid watching television commercials	5.7	55.4%	61.1%
I buy products that use recycled paper in their packaging.	5.7	54.3%	60.0%
Top designers make quality clothes	-5.7	31.0%	25.4%
I often notice the ads in the lobbies of movie theaters	5.7	39.5%	45.2%
Each of us has a personal obligation to do what we can to be environmentally responsible	5.7	84.3%	90.0%
After I watch a movie, I can remember the brand name products the characters were using during the movie	5.7	22.9%	28.6%
Lowe's	-5.6	25.8%	20.2%
Walmart (was Walmart Super Center)	-5.6	43.2%	37.6%
I only go to work at my current job for the money	5.6	29.7%	35.3%
When I am sick, I still drag myself to work	5.6	56.8%	62.4%
I rely on my cell phone/smartphone to keep up with news or sports	5.6	45.4%	51.0%
I am uncomfortable trusting my money to a bank	5.6	15.6%	21.2%
I love to keep up with celebrity news and gossip	5.6	19.2%	24.7%
The Internet helps me plan and book travel	5.5	66.7%	72.3%
After I watch my favorite TV show, I can remember the brand name products the characters were using during the show	5.5	25.3%	30.8%
Often I buy clothes that I don't really need	5.5	23.5%	29.0%
I make an effort to have my house smell fresh	5.5	57.7%	63.1%
I like to travel the unbeaten path	5.4	52.6%	58.1%
I often choose methods of transportation that are friendlier to the environment	5.4	34.0%	39.4%
I rely on newspapers to keep me informed	5.4	24.8%	30.2%
I often snack between meals	-5.4	74.1%	68.8%
When I see something interesting on TV, I often go online to find out more about it	5.3	57.6%	62.9%
The growth in the number of cable networks is diluting the quality of television	5.3	31.6%	36.9%
I prefer alternative medicine to standard medical practices	5.3	22.6%	27.9%
I am more likely to buy products from companies that donate to charities	5.3	47.4%	52.7%
When I watch television, I often notice brand name products used as part of the set	5.2	51.8%	57.0%
The Washington Post – Daily	-5.2	12.7%	7.5%
I am good at leading discussions	5.2	48.9%	54.0%
I rely on the Internet to communicate with friends and family	5.2	53.9%	59.1%
The extra features of my cell phone/smartphone are more important than the traditional calling features	5.2	56.0%	61.2%
I think I am able to manage without many technology products that others find essential	5.1	47.9%	53.0%
When I see a brand name product I've used before in a movie, I am reassured that the product is good	5.1	11.3%	16.4%
I always shop for the best deal in electronic equipment	5.1	61.0%	66.1%
I am more likely to purchase a product or service from a company that is environmentally friendly	5.1	69.5%	74.5%
I am concerned about credit card identity theft	5.1	57.1%	62.2%
I prefer to spend a quiet evening at home than to go out	5.0	62.6%	67.6%
Make major home improvement/Experienced in Last 12 Months	-5.0	11.5%	6.5%

Appendix G: Variables that changed substantially among conservatives from the post-election to the early governing period

Variable	Point Change	Post-election	Early Governing
I am uncomfortable wearing clothes that are different from others	-8.9	37.2%	28.2%
It is important to respect traditional customs and beliefs	-8.7	78.1%	69.4%
I like to pursue a life of challenge, novelty, and change	-8.7	52.0%	43.4%
Often I can be swayed by coupons to try new food products	-8.3	37.2%	28.9%
I am good at fixing things	-7.6	60.3%	52.7%
EFFICIENT, organized, diligent, thorough	-7.5	68.1%	60.6%
I usually only go shopping when I have something to buy I really need	-7.4	74.1%	66.6%
I know many people who have had something negative happen to them because of personal information available online	-7.3	47.2%	40.0%
I am a workaholic	-7.1	31.9%	24.8%
I want to get to the very top in my career	-7.1	40.4%	33.4%
I often indulge my children with little extras	-6.9	52.3%	45.4%
AFFECTIONATE, passionate, loving, romantic	-6.7	72.5%	65.8%
I like to know as much as possible about ingredients before I buy food products	-6.6	45.9%	39.3%
REFINED, gracious, sophisticated, dignified	-6.6	52.9%	46.3%
How much money do you expect to spend on household essentials (i.e. food, gas, etc.) in the next 30 days as compared to the last 30 days? (MORE)	-6.5	19.8%	13.3%
I prefer to spend a quiet evening at home than to go out	-6.5	72.8%	66.3%
Texting is just as meaningful to me as an actual conversation with the person on the phone	-6.4	42.5%	36.1%
When it comes to homeowners or renters' insurance, I make sure I am well-insured by having all the coverage I need	-6.4	62.8%	56.4%
My faith is really important to me	-6.4	68.3%	61.9%
I look at the work I do as a career rather than just as a job	-6.4	50.8%	44.4%
Chrome	6.4	34.0%	40.4%
I am consumed with getting the best deal for a service or product I purchase	-6.3	51.0%	44.7%
I feel financially secure	-6.2	41.5%	35.3%
I like to put things together in new ways	-6.2	57.4%	51.3%
ESPN	-6.2	22.9%	16.8%
I eat the foods I like regardless of calories	6.1	62.8%	68.9%
It is important my family thinks I am doing well	-6.1	55.7%	49.6%
On the whole, people get what they deserve in life	-6.1	40.7%	34.6%
A used car is just as good as a new car	-6.0	47.0%	41.0%
If there were a program to inform companies about my privacy preferences, I would participate in that program	-6.0	42.4%	36.4%
Because of a coupon, I'd be drawn to a store I normally don't shop at	-6.0	37.9%	31.9%
Very conservative	-5.9	37.9%	32.0%
Somewhat conservative	5.9	62.1%	68.0%
I am drawn to stores I normally don't shop at by sales	-5.9	29.3%	23.4%
I like to have control over people and resources	-5.9	33.5%	27.7%
I shop around a lot to take advantage of specials or bargains.	-5.8	60.4%	54.6%
I am in control of my weight	-5.8	47.1%	41.3%

I provide people with the facts and let them make their own decisions	-5.8	69.7%	63.9%
I believe that companies following environmentally sound practices find that it is good for business	-5.7	59.9%	54.1%
I value the local paper because it covers local news	-5.7	47.5%	41.8%
When I see a brand name product I've used before in a TV show, I am reassured that the product is good	-5.7	17.8%	12.1%
Companies should help consumers become more environmentally responsible	-5.7	59.6%	53.9%
I am more likely to purchase a product or service from a company that is environmentally friendly	-5.6	53.2%	47.6%
I prefer shopping at local stores to shopping at national store chains	-5.6	43.1%	37.5%
I'm always looking for new ideas to improve my home	-5.6	60.7%	55.1%
I like to know as much as possible about a financial service/investment before I commit to it	-5.6	62.4%	56.8%
I am a perfectionist	-5.5	54.8%	49.4%
It is important to me that others see me as being environmentally conscious	-5.5	41.2%	35.8%
If I couldn't have cable, I wouldn't watch television	-5.4	32.0%	26.6%
I'm very happy with my life as it is	-5.4	71.9%	66.5%
Advertising is a waste of my time	-5.4	33.4%	28.0%
I no longer wear a lot of the clothes I wore a year ago because they have gone out of style	-5.4	14.7%	9.4%
I often use the internet to help plan my shopping trips	-5.4	36.0%	30.6%
I'm careful with my money	-5.4	66.2%	60.8%
I listen to the radio every day	-5.3	50.9%	45.6%
People have a responsibility to use recycled products whenever possible	-5.3	67.9%	62.6%
I would feel more comfortable providing personal information to companies that display a trusted seal of approval	-5.2	52.3%	47.1%
PayPal	5.2	13.0%	18.1%
My children have a significant impact on the brands I choose	-5.1	26.9%	21.8%
Hallmark Channel	-5.1	19.6%	14.5%
Eco-friendly products are higher quality products	-5.1	26.4%	21.3%
Regardless of the type of clothing I'm shopping for, I normally look for my favorite brands first	-5.1	51.9%	46.8%
INTELLIGENT, smart, bright, well-informed	-5.1	78.6%	73.5%
I want more personal control over information that companies might have about me	-5.1	72.3%	67.3%
I like to introduce people to each other	-5.0	45.6%	40.6%
I am worried about pollution and congestion caused by cars	-5.0	53.9%	48.9%
I don't mind if brand name products appear in TV shows	5.0	52.7%	57.6%
I don't like advertising in general	-4.9	43.5%	38.6%

Appendix H: Variables that changed substantially among moderates from the post-election to the early governing period

Variable	Point Change	Post-election	Early Governing
When I shop I usually visit a variety of stores	-9.5	52.0%	42.6%
STUBBORN, hard-headed, head-strong, obstinate	-9.2	46.9%	37.7%
I am willing to help others even if there is no direct benefit to myself	-8.3	78.1%	69.7%
INTELLIGENT, smart, bright, well-informed	-8.3	77.5%	69.2%
I like to put things together in new ways	-8.1	56.1%	48.0%
I often look up a company or organization online before I give them information about myself	-8.1	45.6%	37.5%
I like to get as much information as possible about an electronic item before I buy it	-8.0	63.3%	55.4%
I am willing to pay extra for prescription drugs not covered by health insurance	7.6	19.9%	27.5%
I use my cell phone/smartphone in many different ways to get the information I need	7.1	64.4%	71.5%
I prefer shopping at local stores to shopping at national store chains	-7.1	38.9%	31.9%
A used car is just as good as a new car	-7.0	47.7%	40.7%
Music is an important part of my life	-7.0	65.8%	58.8%
I frequently eat sweets	-6.6	49.4%	42.7%
I like to try new drinks	-6.6	42.2%	35.6%
Costco	-6.6	19.6%	13.1%
I find TV advertising interesting and quite often it gives me something to talk about	6.5	21.8%	28.3%
MasterCard Debit	6.5	17.3%	23.8%
I'd rather have a boring job than no job at all	6.3	51.3%	57.6%
I usually refer to recipes when cooking	-6.2	42.5%	36.3%
Read Any Other Sunday Color Comics	-6.2	26.1%	19.9%
I trust the federal government to make the best decisions about how to protect my privacy	6.2	16.7%	22.9%
I like to know as much as possible about a financial service/investment before I commit to it	-6.1	55.7%	49.6%
I use information from my cell phone/smartphone to decide where to go or what to do in my free time	6.0	29.4%	35.5%
I am possessive about my car	6.0	35.2%	41.2%
A stores environment can make a difference in whether I shop there	-6.0	70.7%	64.7%
I'll pay just about anything when it concerns my health	-5.9	38.9%	32.9%
I enjoy entertaining people in my home	-5.9	56.8%	50.9%
I love to keep up with celebrity news and gossip	-5.9	20.9%	15.0%
I am usually willing to shop at new stores	-5.9	56.2%	50.3%
I like to pursue a life of challenge, novelty, and change	-5.8	45.1%	39.2%
I eat the foods I like regardless of calories	5.8	62.1%	67.9%
I like to learn about things, even if they do not seem relevant at the time	-5.7	70.7%	64.9%
I consider myself interested in the arts	-5.7	39.3%	33.6%
AFFECTIONATE, passionate, loving, romantic	-5.7	71.5%	65.8%
Once a piece of personal information becomes available online, there is nothing I can do about it	5.7	40.0%	45.7%
I have a genuine interest in the people whom I meet	-5.6	66.2%	60.6%

I like to have a lot of gadgets	-5.6	23.6%	18.0%
Pandora	-5.6	28.4%	22.8%
FUNNY, humorous, amusing, witty	-5.6	70.6%	65.0%
VISA Debit	-5.5	60.0%	54.5%
Because of a coupon, I'd be drawn to a store I normally don't shop at	-5.5	34.6%	29.0%
Dinner is more important than breakfast or lunch	5.5	14.8%	20.3%
I prefer to eat foods without artificial additives	-5.5	49.4%	43.9%
For relatively expensive items, I'll shop at different stores to make certain I get the best price	-5.4	66.1%	60.7%
I gather health information from websites	-5.3	43.9%	38.6%
Shopping for groceries is a bore	5.2	28.8%	34.0%
I really enjoy clothes shopping	-5.2	38.9%	33.7%
It is important to be well-informed about things	-5.2	79.3%	74.1%
I usually read the information on product labels.	-5.2	44.4%	39.3%
In a job, security is more important to me than money	5.1	39.9%	45.0%
I am worried about pollution and congestion caused by cars	-5.0	60.2%	55.2%
Animal Planet	5.0	8.3%	13.3%
All products that pollute the environment should be banned.	5.0	34.5%	39.5%