

# Demographic View:

## PRESIDENTIAL IMPACT

Big changes are underway in the United States as the country gears up to elect a new president. Since the outcome will have a profound impact on the economy, IRI® focused the latest Consumer Connect™ survey on discovering how shoppers think their personal finances will be impacted by the election results. Check out the following snapshot from the Q2 2016 survey results:



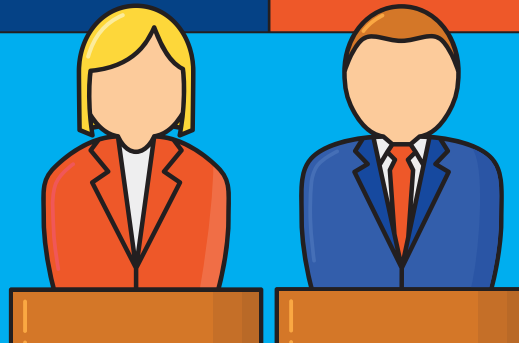
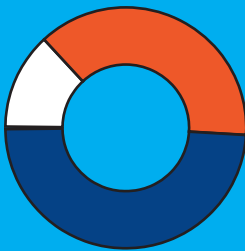
My household finances will improve if **CLINTON** is elected:



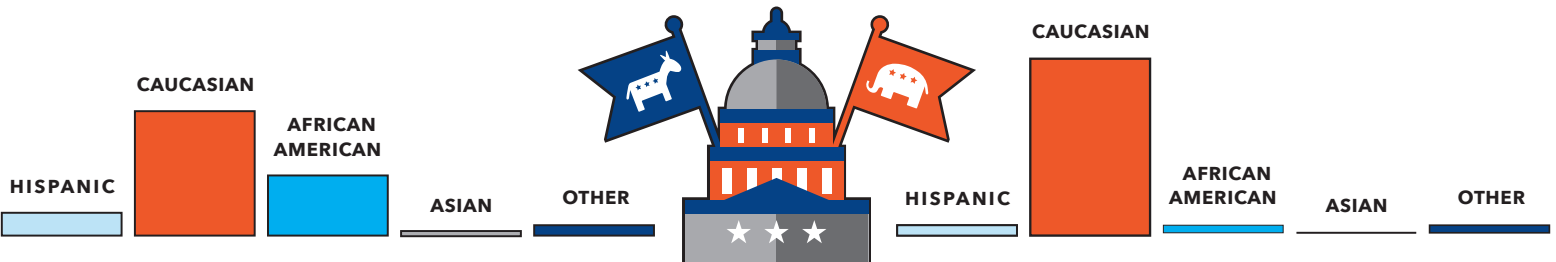
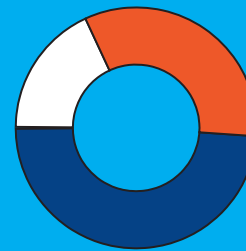
My household finances will improve if **TRUMP** is elected:



AGES  
 18 - 34  
 35 - 54  
 55+



AGES  
 18 - 34  
 35 - 54  
 55+



ANNUAL INCOME  
 < \$35K  
 \$35 - \$54K  
 \$55 - \$99K  
 \$100K >  
 No Answer



ANNUAL INCOME  
 < \$35K  
 \$35 - \$54K  
 \$55 - \$99K  
 \$100K >  
 No Answer



2016

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