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Morning Consult
National Tracking Poll #160904
September 06-08, 2016

Crosstabulation Results

Methodology:

This poll was conducted from September 06-08, 2016, among a national sample of 1961 respondents in the U.S. The inter-views were conducted online and the data were weighted to approximate a target sample of respondents based on age, race/ethnicity, gender, educational attainment, region, annual household income, home ownership status and marital status. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	29%	(562)	71%	(1399)	1961
Gender: Male	33%	(306)	67%	(608)	914
Gender: Female	24%	(256)	76%	(791)	1047
Age: 18-29	36%	(121)	64%	(211)	332
Age: 30-44	37%	(175)	63%	(296)	471
Age: 45-54	23%	(98)	77%	(329)	427
Age: 55-64	23%	(73)	77%	(240)	313
Age: 65+	23%	(96)	77%	(323)	419
PID: Dem (no lean)	50%	(376)	50%	(376)	752
PID: Ind (no lean)	19%	(115)	81%	(506)	622
PID: Rep (no lean)	12%	(71)	88%	(516)	587
PID/Gender: Dem Men	59%	(202)	41%	(143)	346
PID/Gender: Dem Women	43%	(174)	57%	(233)	407
PID/Gender: Ind Men	21%	(63)	79%	(234)	297
PID/Gender: Ind Women	16%	(52)	84%	(273)	325
PID/Gender: Rep Men	15%	(41)	85%	(231)	272
PID/Gender: Rep Women	10%	(30)	90%	(285)	315
Tea Party: Supporter	28%	(145)	72%	(374)	520
Tea Party: Not Supporter	29%	(409)	71%	(1015)	1424
Ideo: Liberal (1-3)	47%	(291)	53%	(331)	622
Ideo: Moderate (4)	29%	(122)	71%	(302)	424
Ideo: Conservative (5-7)	15%	(100)	85%	(586)	687
Educ: < College	24%	(306)	76%	(983)	1289
Educ: Bachelors degree	32%	(138)	68%	(298)	436
Educ: Post-grad	50%	(119)	50%	(118)	237
Income: Under 50k	27%	(315)	73%	(834)	1149
Income: 50k-100k	28%	(170)	72%	(435)	606
Income: 100k+	37%	(77)	63%	(130)	206

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	29%	(562)	71%	(1399)	1961
Ethnicity: White	26%	(412)	74%	(1185)	1597
Ethnicity: Hispanic	44%	(78)	56%	(97)	175
Ethnicity: Afr. Am.	44%	(110)	56%	(142)	252
Ethnicity: Other	36%	(40)	64%	(72)	112
Relig: Protestant	25%	(135)	75%	(400)	534
Relig: Roman Catholic	31%	(123)	69%	(273)	395
Relig: Ath./Agn./None	29%	(141)	71%	(339)	480
Relig: Something Else	33%	(109)	67%	(224)	333
Relig: Evangelical	26%	(152)	74%	(435)	587
Relig: Non-Evang. Catholics	29%	(160)	71%	(400)	560
Relig: All Christian	27%	(311)	73%	(835)	1146
Relig: All Non-Christian	31%	(250)	69%	(563)	813
Community: Urban	37%	(196)	63%	(331)	528
Community: Suburban	28%	(251)	72%	(653)	904
Community: Rural	22%	(114)	78%	(415)	529
Employ: Private Sector	34%	(207)	66%	(403)	609
Employ: Government	32%	(44)	68%	(92)	136
Employ: Self-Employed	35%	(67)	65%	(123)	190
Employ: Homemaker	22%	(30)	78%	(104)	134
Employ: Student	27%	(19)	73%	(51)	70
Employ: Retired	23%	(110)	77%	(367)	477
Employ: Unemployed	27%	(46)	73%	(127)	173
Employ: Other	23%	(40)	77%	(132)	172
Job Type: White-collar	33%	(222)	67%	(447)	669
Job Type: Blue-collar	27%	(244)	73%	(672)	916
Job Type: Don't Know	26%	(96)	74%	(280)	376
Military HH: Yes	26%	(105)	74%	(293)	398
Military HH: No	29%	(457)	71%	(1106)	1563
RD/WT: Right Direction	100%	(562)	—	(0)	562
RD/WT: Wrong Track	—	(0)	100%	(1399)	1399

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	29%	(562)	71%	(1399)	1961
Obama Job: Approve	52%	(497)	48%	(460)	956
Obama Job: Disapprove	5%	(50)	95%	(874)	924
#1 Issue: Economy	23%	(158)	77%	(527)	685
#1 Issue: Security	22%	(96)	78%	(337)	433
#1 Issue: Health Care	34%	(76)	66%	(146)	223
#1 Issue: Medicare / Social Security	30%	(83)	70%	(195)	278
#1 Issue: Women's Issues	51%	(37)	49%	(36)	73
#1 Issue: Education	51%	(74)	49%	(72)	146
#1 Issue: Energy	53%	(31)	47%	(27)	58
#1 Issue: Other	11%	(7)	89%	(59)	66
2014 Vote: Democrat	47%	(330)	53%	(377)	707
2014 Vote: Republican	11%	(68)	89%	(523)	591
2014 Vote: Other	20%	(14)	80%	(55)	69
2014 Vote: Didn't Vote	25%	(149)	75%	(442)	591
2012 Vote: Barack Obama	45%	(382)	55%	(461)	843
2012 Vote: Mitt Romney	10%	(61)	90%	(535)	595
2012 Vote: Other	11%	(10)	89%	(78)	88
2012 Vote: Didn't Vote	25%	(109)	75%	(324)	432
4-Region: Northeast	31%	(112)	69%	(247)	358
4-Region: Midwest	27%	(124)	73%	(339)	463
4-Region: South	28%	(201)	72%	(528)	728
4-Region: West	31%	(126)	69%	(286)	412
2016 Vote: Clinton	52%	(430)	48%	(405)	835
2016 Vote: Trump	11%	(85)	89%	(703)	789
2016 Vote: Undecided	14%	(46)	86%	(291)	338
Has Smartphone	29%	(440)	71%	(1094)	1534
Does not have Smartphone	25%	(85)	75%	(257)	342
Smartphone Type: An iPhone	32%	(186)	68%	(387)	574
Smartphone Type: An Android phone	26%	(232)	74%	(662)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve		Disapprove		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Registered Voters	49%	(956)	47%	(924)	4%	(80)	1961
Gender: Male	51%	(463)	47%	(426)	3%	(26)	914
Gender: Female	47%	(494)	48%	(498)	5%	(55)	1047
Age: 18-29	66%	(220)	30%	(99)	4%	(12)	332
Age: 30-44	52%	(244)	44%	(207)	4%	(20)	471
Age: 45-54	51%	(216)	46%	(197)	3%	(14)	427
Age: 55-64	39%	(121)	56%	(175)	6%	(18)	313
Age: 65+	37%	(156)	59%	(246)	4%	(17)	419
PID: Dem (no lean)	83%	(623)	15%	(112)	2%	(18)	752
PID: Ind (no lean)	41%	(254)	53%	(327)	7%	(41)	622
PID: Rep (no lean)	14%	(80)	83%	(485)	4%	(22)	587
PID/Gender: Dem Men	84%	(292)	14%	(48)	2%	(6)	346
PID/Gender: Dem Women	81%	(331)	16%	(63)	3%	(12)	407
PID/Gender: Ind Men	41%	(123)	55%	(162)	4%	(12)	297
PID/Gender: Ind Women	40%	(131)	51%	(165)	9%	(29)	325
PID/Gender: Rep Men	18%	(48)	79%	(215)	3%	(8)	272
PID/Gender: Rep Women	10%	(32)	86%	(270)	4%	(14)	315
Tea Party: Supporter	36%	(185)	63%	(325)	2%	(9)	520
Tea Party: Not Supporter	53%	(758)	42%	(594)	5%	(71)	1424
Ideo: Liberal (1-3)	78%	(482)	20%	(123)	3%	(16)	622
Ideo: Moderate (4)	53%	(223)	43%	(184)	4%	(17)	424
Ideo: Conservative (5-7)	22%	(149)	76%	(525)	2%	(12)	687
Educ: < College	44%	(566)	51%	(657)	5%	(66)	1289
Educ: Bachelors degree	53%	(231)	44%	(192)	3%	(13)	436
Educ: Post-grad	67%	(160)	32%	(75)	1%	(1)	237
Income: Under 50k	50%	(573)	45%	(513)	5%	(63)	1149
Income: 50k-100k	45%	(276)	52%	(314)	3%	(16)	606
Income: 100k+	52%	(108)	47%	(97)	1%	(1)	206
Ethnicity: White	42%	(672)	54%	(868)	4%	(57)	1597
Ethnicity: Hispanic	67%	(117)	30%	(52)	3%	(6)	175

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Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve		Disapprove		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Registered Voters	49%	(956)	47%	(924)	4%	(80)	1961
Ethnicity: Afr. Am.	83%	(208)	11%	(28)	6%	(16)	252
Ethnicity: Other	68%	(77)	25%	(28)	6%	(7)	112
Relig: Protestant	37%	(195)	62%	(329)	2%	(10)	534
Relig: Roman Catholic	48%	(189)	48%	(190)	4%	(17)	395
Relig: Ath./Agn./None	59%	(285)	35%	(167)	6%	(28)	480
Relig: Something Else	58%	(191)	39%	(128)	4%	(13)	333
Relig: Evangelical	40%	(233)	56%	(331)	4%	(23)	587
Relig: Non-Evang. Catholics	44%	(246)	53%	(297)	3%	(17)	560
Relig: All Christian	42%	(478)	55%	(629)	3%	(39)	1146
Relig: All Non-Christian	59%	(476)	36%	(296)	5%	(41)	813
Community: Urban	60%	(318)	36%	(190)	4%	(21)	528
Community: Suburban	46%	(419)	49%	(442)	5%	(43)	904
Community: Rural	42%	(220)	55%	(293)	3%	(17)	529
Employ: Private Sector	51%	(313)	44%	(269)	4%	(27)	609
Employ: Government	49%	(66)	46%	(63)	5%	(6)	136
Employ: Self-Employed	52%	(99)	45%	(85)	3%	(6)	190
Employ: Homemaker	43%	(57)	54%	(72)	3%	(4)	134
Employ: Student	68%	(48)	27%	(19)	5%	(3)	70
Employ: Retired	39%	(188)	58%	(276)	3%	(13)	477
Employ: Unemployed	59%	(102)	37%	(63)	4%	(7)	173
Employ: Other	48%	(83)	45%	(77)	7%	(13)	172
Job Type: White-collar	54%	(361)	44%	(294)	2%	(15)	669
Job Type: Blue-collar	43%	(391)	55%	(500)	3%	(25)	916
Job Type: Don't Know	54%	(204)	35%	(131)	11%	(40)	376
Military HH: Yes	39%	(156)	57%	(226)	4%	(16)	398
Military HH: No	51%	(800)	45%	(699)	4%	(65)	1563
RD/WT: Right Direction	88%	(497)	9%	(50)	3%	(15)	562
RD/WT: Wrong Track	33%	(460)	62%	(874)	5%	(65)	1399
Obama Job: Approve	100%	(956)	—	(0)	—	(0)	956
Obama Job: Disapprove	—	(0)	100%	(924)	—	(0)	924

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Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve		Disapprove		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Registered Voters	49%	(956)	47%	(924)	4%	(80)	1961
#1 Issue: Economy	48%	(331)	48%	(330)	3%	(24)	685
#1 Issue: Security	32%	(139)	66%	(285)	2%	(9)	433
#1 Issue: Health Care	53%	(118)	43%	(95)	4%	(10)	223
#1 Issue: Medicare / Social Security	51%	(143)	42%	(118)	6%	(17)	278
#1 Issue: Women's Issues	68%	(50)	25%	(18)	7%	(5)	73
#1 Issue: Education	74%	(108)	20%	(29)	6%	(9)	146
#1 Issue: Energy	85%	(49)	15%	(9)	—	(0)	58
#1 Issue: Other	29%	(19)	62%	(40)	9%	(6)	66
2014 Vote: Democrat	78%	(550)	19%	(134)	3%	(23)	707
2014 Vote: Republican	13%	(75)	85%	(500)	3%	(16)	591
2014 Vote: Other	31%	(22)	54%	(37)	15%	(10)	69
2014 Vote: Didn't Vote	52%	(308)	42%	(251)	5%	(32)	591
2012 Vote: Barack Obama	79%	(669)	17%	(146)	3%	(28)	843
2012 Vote: Mitt Romney	9%	(55)	89%	(528)	2%	(13)	595
2012 Vote: Other	11%	(10)	82%	(72)	7%	(6)	88
2012 Vote: Didn't Vote	51%	(221)	41%	(178)	8%	(33)	432
4-Region: Northeast	50%	(180)	46%	(166)	4%	(13)	358
4-Region: Midwest	51%	(234)	45%	(208)	4%	(20)	463
4-Region: South	43%	(312)	52%	(381)	5%	(36)	728
4-Region: West	56%	(231)	41%	(170)	3%	(12)	412
2016 Vote: Clinton	89%	(739)	9%	(78)	2%	(18)	835
2016 Vote: Trump	12%	(94)	86%	(677)	2%	(17)	789
2016 Vote: Undecided	37%	(123)	50%	(169)	13%	(45)	338
Has Smartphone	50%	(767)	47%	(717)	3%	(50)	1534
Does not have Smartphone	39%	(132)	56%	(190)	6%	(19)	342
Smartphone Type: An iPhone	49%	(281)	48%	(276)	3%	(16)	574
Smartphone Type: An Android phone	51%	(455)	46%	(407)	3%	(31)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	23%	(442)	26%	(514)	15%	(294)	32%	(630)	4%	(80)	1961
Gender: Male	23%	(208)	28%	(255)	15%	(140)	31%	(286)	3%	(26)	914
Gender: Female	22%	(234)	25%	(259)	15%	(154)	33%	(344)	5%	(55)	1047
Age: 18-29	31%	(104)	35%	(116)	13%	(45)	17%	(55)	4%	(12)	332
Age: 30-44	22%	(105)	30%	(139)	17%	(79)	27%	(128)	4%	(20)	471
Age: 45-54	22%	(93)	29%	(123)	13%	(57)	33%	(140)	3%	(14)	427
Age: 55-64	18%	(55)	21%	(66)	16%	(51)	39%	(123)	6%	(18)	313
Age: 65+	20%	(85)	17%	(71)	15%	(62)	44%	(184)	4%	(17)	419
PID: Dem (no lean)	45%	(342)	37%	(280)	9%	(65)	6%	(47)	2%	(18)	752
PID: Ind (no lean)	11%	(71)	29%	(182)	21%	(128)	32%	(199)	7%	(41)	622
PID: Rep (no lean)	5%	(29)	9%	(51)	17%	(101)	65%	(384)	4%	(22)	587
PID/Gender: Dem Men	45%	(157)	39%	(135)	8%	(27)	6%	(22)	2%	(6)	346
PID/Gender: Dem Women	46%	(185)	36%	(146)	9%	(38)	6%	(25)	3%	(12)	407
PID/Gender: Ind Men	11%	(32)	31%	(91)	22%	(64)	33%	(98)	4%	(12)	297
PID/Gender: Ind Women	12%	(39)	28%	(92)	20%	(64)	31%	(101)	9%	(29)	325
PID/Gender: Rep Men	7%	(19)	11%	(29)	18%	(49)	61%	(166)	3%	(8)	272
PID/Gender: Rep Women	3%	(10)	7%	(22)	16%	(52)	69%	(218)	4%	(14)	315
Tea Party: Supporter	18%	(92)	18%	(92)	12%	(63)	51%	(263)	2%	(9)	520
Tea Party: Not Supporter	24%	(343)	29%	(416)	16%	(230)	26%	(364)	5%	(71)	1424
Ideo: Liberal (1-3)	41%	(257)	36%	(225)	11%	(67)	9%	(56)	3%	(16)	622
Ideo: Moderate (4)	17%	(73)	36%	(151)	19%	(79)	25%	(105)	4%	(17)	424
Ideo: Conservative (5-7)	10%	(69)	12%	(81)	18%	(122)	59%	(403)	2%	(12)	687
Educ: < College	20%	(261)	24%	(305)	16%	(208)	35%	(450)	5%	(66)	1289
Educ: Bachelors degree	22%	(95)	31%	(136)	14%	(61)	30%	(131)	3%	(13)	436
Educ: Post-grad	36%	(86)	31%	(74)	11%	(25)	21%	(50)	1%	(1)	237
Income: Under 50k	25%	(282)	25%	(291)	14%	(165)	30%	(348)	5%	(63)	1149
Income: 50k-100k	18%	(106)	28%	(169)	17%	(100)	35%	(214)	3%	(16)	606
Income: 100k+	26%	(54)	26%	(54)	14%	(29)	33%	(69)	1%	(1)	206
Ethnicity: White	16%	(263)	26%	(409)	16%	(263)	38%	(605)	4%	(57)	1597
Ethnicity: Hispanic	30%	(53)	37%	(64)	13%	(24)	16%	(29)	3%	(6)	175

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Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	23%	(442)	26%	(514)	15%	(294)	32%	(630)	4%	(80)	1961
Ethnicity: Afr. Am.	59%	(148)	24%	(60)	8%	(20)	3%	(8)	6%	(16)	252
Ethnicity: Other	28%	(32)	40%	(45)	10%	(11)	15%	(17)	6%	(7)	112
Relig: Protestant	18%	(97)	18%	(99)	14%	(76)	47%	(253)	2%	(10)	534
Relig: Roman Catholic	20%	(78)	28%	(111)	17%	(69)	31%	(121)	4%	(17)	395
Relig: Ath./Agn./None	25%	(122)	34%	(163)	14%	(67)	21%	(100)	6%	(28)	480
Relig: Something Else	26%	(85)	32%	(106)	16%	(52)	23%	(76)	4%	(13)	333
Relig: Evangelical	22%	(129)	18%	(104)	14%	(85)	42%	(246)	4%	(23)	587
Relig: Non-Evang. Catholics	19%	(106)	25%	(140)	16%	(90)	37%	(207)	3%	(17)	560
Relig: All Christian	20%	(235)	21%	(244)	15%	(175)	40%	(454)	3%	(39)	1146
Relig: All Non-Christian	25%	(207)	33%	(270)	15%	(119)	22%	(177)	5%	(41)	813
Community: Urban	28%	(150)	32%	(167)	14%	(74)	22%	(115)	4%	(21)	528
Community: Suburban	21%	(192)	25%	(227)	15%	(139)	34%	(303)	5%	(43)	904
Community: Rural	19%	(100)	23%	(120)	15%	(81)	40%	(212)	3%	(17)	529
Employ: Private Sector	20%	(124)	31%	(189)	17%	(104)	27%	(165)	4%	(27)	609
Employ: Government	28%	(38)	21%	(28)	15%	(20)	32%	(43)	5%	(6)	136
Employ: Self-Employed	21%	(40)	31%	(59)	13%	(25)	31%	(60)	3%	(6)	190
Employ: Homemaker	19%	(26)	24%	(32)	17%	(23)	37%	(49)	3%	(4)	134
Employ: Student	29%	(21)	39%	(27)	15%	(11)	12%	(9)	5%	(3)	70
Employ: Retired	20%	(96)	19%	(92)	15%	(72)	43%	(204)	3%	(13)	477
Employ: Unemployed	33%	(56)	26%	(46)	12%	(21)	25%	(42)	4%	(7)	173
Employ: Other	24%	(41)	24%	(41)	11%	(18)	34%	(58)	7%	(13)	172
Job Type: White-collar	27%	(181)	27%	(180)	16%	(105)	28%	(188)	2%	(15)	669
Job Type: Blue-collar	19%	(171)	24%	(220)	16%	(143)	39%	(357)	3%	(25)	916
Job Type: Don't Know	24%	(91)	30%	(113)	12%	(46)	23%	(85)	11%	(40)	376
Military HH: Yes	25%	(99)	14%	(58)	15%	(62)	41%	(164)	4%	(16)	398
Military HH: No	22%	(344)	29%	(457)	15%	(232)	30%	(466)	4%	(65)	1563
RD/WT: Right Direction	49%	(277)	39%	(220)	5%	(30)	4%	(21)	3%	(15)	562
RD/WT: Wrong Track	12%	(165)	21%	(294)	19%	(264)	44%	(610)	5%	(65)	1399
Obama Job: Approve	46%	(442)	54%	(514)	—	(0)	—	(0)	—	(0)	956
Obama Job: Disapprove	—	(0)	—	(0)	32%	(294)	68%	(630)	—	(0)	924

Continued on next page

Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	23%	(442)	26%	(514)	15%	(294)	32%	(630)	4%	(80)	1961
#1 Issue: Economy	21%	(146)	27%	(185)	16%	(108)	32%	(222)	3%	(24)	685
#1 Issue: Security	12%	(53)	20%	(86)	15%	(66)	51%	(220)	2%	(9)	433
#1 Issue: Health Care	21%	(46)	32%	(72)	16%	(36)	26%	(59)	4%	(10)	223
#1 Issue: Medicare / Social Security	29%	(81)	22%	(62)	16%	(45)	26%	(73)	6%	(17)	278
#1 Issue: Women's Issues	38%	(28)	30%	(22)	6%	(5)	18%	(13)	7%	(5)	73
#1 Issue: Education	39%	(56)	35%	(52)	11%	(16)	9%	(13)	6%	(9)	146
#1 Issue: Energy	40%	(23)	45%	(26)	9%	(5)	7%	(4)	—	(0)	58
#1 Issue: Other	15%	(10)	14%	(9)	21%	(14)	40%	(26)	9%	(6)	66
2014 Vote: Democrat	42%	(294)	36%	(256)	10%	(70)	9%	(64)	3%	(23)	707
2014 Vote: Republican	4%	(22)	9%	(53)	20%	(120)	64%	(380)	3%	(16)	591
2014 Vote: Other	7%	(5)	24%	(17)	17%	(12)	37%	(26)	15%	(10)	69
2014 Vote: Didn't Vote	20%	(120)	32%	(188)	15%	(90)	27%	(161)	5%	(32)	591
2012 Vote: Barack Obama	40%	(340)	39%	(329)	11%	(91)	6%	(54)	3%	(28)	843
2012 Vote: Mitt Romney	3%	(17)	6%	(38)	17%	(101)	72%	(426)	2%	(13)	595
2012 Vote: Other	1%	(1)	10%	(9)	29%	(25)	53%	(47)	7%	(6)	88
2012 Vote: Didn't Vote	20%	(85)	32%	(136)	17%	(75)	24%	(103)	8%	(33)	432
4-Region: Northeast	23%	(82)	27%	(98)	16%	(56)	31%	(110)	4%	(13)	358
4-Region: Midwest	20%	(94)	30%	(141)	14%	(64)	31%	(144)	4%	(20)	463
4-Region: South	21%	(155)	22%	(157)	14%	(104)	38%	(277)	5%	(36)	728
4-Region: West	27%	(112)	29%	(118)	17%	(70)	24%	(100)	3%	(12)	412
2016 Vote: Clinton	47%	(390)	42%	(349)	8%	(63)	2%	(15)	2%	(18)	835
2016 Vote: Trump	3%	(26)	9%	(68)	19%	(148)	67%	(529)	2%	(17)	789
2016 Vote: Undecided	8%	(26)	29%	(97)	24%	(82)	26%	(87)	13%	(45)	338
Has Smartphone	23%	(350)	27%	(417)	15%	(231)	32%	(486)	3%	(50)	1534
Does not have Smartphone	19%	(65)	20%	(67)	17%	(59)	38%	(131)	6%	(19)	342
Smartphone Type: An iPhone	24%	(135)	25%	(146)	15%	(84)	33%	(192)	3%	(16)	574
Smartphone Type: An Android phone	22%	(197)	29%	(259)	15%	(134)	31%	(273)	3%	(31)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Registered Voters	35% (685)	22% (433)	11% (223)	14% (278)	4% (73)	7% (146)	3% (58)	3% (66)	1961
Gender: Male	39% (352)	22% (205)	12% (108)	12% (108)	2% (21)	7% (61)	4% (33)	3% (26)	914
Gender: Female	32% (333)	22% (227)	11% (115)	16% (171)	5% (51)	8% (85)	2% (25)	4% (40)	1047
Age: 18-29	39% (131)	17% (56)	9% (29)	2% (6)	7% (23)	18% (61)	6% (18)	2% (8)	332
Age: 30-44	40% (190)	19% (89)	14% (65)	3% (13)	5% (24)	11% (54)	5% (23)	3% (13)	471
Age: 45-54	42% (181)	24% (103)	14% (60)	8% (35)	2% (9)	4% (15)	2% (9)	4% (15)	427
Age: 55-64	28% (86)	24% (75)	12% (39)	25% (79)	3% (10)	3% (9)	1% (4)	4% (11)	313
Age: 65+	23% (97)	26% (109)	7% (30)	35% (145)	2% (7)	2% (8)	1% (3)	4% (19)	419
PID: Dem (no lean)	34% (258)	15% (111)	13% (98)	17% (129)	5% (35)	10% (79)	4% (30)	2% (13)	752
PID: Ind (no lean)	38% (233)	20% (124)	12% (73)	13% (79)	3% (22)	7% (43)	3% (18)	5% (30)	622
PID: Rep (no lean)	33% (193)	34% (198)	9% (52)	12% (70)	3% (16)	4% (25)	2% (10)	4% (23)	587
PID/Gender: Dem Men	39% (136)	14% (49)	16% (55)	14% (49)	2% (8)	9% (31)	4% (15)	1% (4)	346
PID/Gender: Dem Women	30% (123)	15% (62)	11% (43)	20% (80)	7% (27)	12% (48)	4% (15)	2% (9)	407
PID/Gender: Ind Men	42% (124)	22% (66)	11% (32)	9% (27)	1% (4)	7% (22)	3% (8)	5% (14)	297
PID/Gender: Ind Women	34% (109)	18% (58)	12% (40)	16% (52)	5% (18)	7% (21)	3% (10)	5% (16)	325
PID/Gender: Rep Men	34% (93)	34% (91)	8% (21)	12% (31)	4% (10)	3% (9)	3% (9)	3% (9)	272
PID/Gender: Rep Women	32% (100)	34% (107)	10% (32)	12% (39)	2% (7)	5% (16)	— (0)	5% (15)	315
Tea Party: Supporter	31% (161)	30% (155)	10% (52)	11% (57)	4% (23)	6% (33)	4% (21)	3% (18)	520
Tea Party: Not Supporter	36% (518)	19% (272)	12% (171)	15% (217)	4% (50)	8% (112)	3% (37)	3% (48)	1424
Ideo: Liberal (1-3)	38% (235)	13% (79)	11% (68)	12% (77)	6% (38)	11% (67)	6% (38)	3% (21)	622
Ideo: Moderate (4)	34% (144)	21% (89)	15% (63)	19% (80)	1% (6)	6% (23)	2% (7)	3% (11)	424
Ideo: Conservative (5-7)	34% (236)	32% (219)	9% (60)	12% (84)	3% (22)	5% (31)	1% (7)	4% (28)	687
Educ: < College	34% (443)	23% (298)	11% (141)	16% (209)	3% (43)	6% (79)	2% (26)	4% (49)	1289
Educ: Bachelors degree	39% (171)	20% (85)	11% (48)	10% (44)	5% (22)	10% (44)	3% (12)	2% (9)	436
Educ: Post-grad	30% (71)	21% (49)	14% (34)	11% (25)	3% (7)	10% (23)	8% (19)	3% (8)	237
Income: Under 50k	31% (362)	19% (223)	12% (135)	19% (214)	4% (51)	8% (91)	2% (27)	4% (46)	1149
Income: 50k-100k	41% (246)	26% (156)	11% (66)	8% (48)	3% (15)	7% (44)	3% (19)	2% (11)	606
Income: 100k+	38% (78)	26% (53)	11% (22)	8% (16)	3% (6)	5% (11)	6% (12)	4% (9)	206

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Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Registered Voters	35% (685)	22% (433)	11% (223)	14% (278)	4% (73)	7% (146)	3% (58)	3% (66)	1961
Ethnicity: White	34% (548)	24% (386)	12% (198)	14% (222)	3% (50)	6% (90)	3% (47)	3% (55)	1597
Ethnicity: Hispanic	35% (61)	20% (36)	11% (19)	10% (18)	3% (6)	14% (25)	5% (8)	2% (3)	175
Ethnicity: Afr. Am.	40% (100)	11% (29)	6% (15)	16% (41)	6% (16)	15% (39)	2% (5)	3% (8)	252
Ethnicity: Other	33% (37)	16% (18)	8% (9)	14% (15)	6% (7)	15% (17)	5% (6)	3% (3)	112
Relig: Protestant	35% (188)	26% (137)	9% (51)	15% (82)	3% (17)	5% (25)	2% (11)	4% (23)	534
Relig: Roman Catholic	34% (133)	25% (100)	12% (48)	15% (61)	4% (15)	6% (24)	3% (10)	1% (4)	395
Relig: Ath./Agn./None	41% (198)	16% (75)	12% (56)	11% (51)	6% (27)	9% (41)	3% (13)	4% (21)	480
Relig: Something Else	29% (95)	22% (73)	11% (37)	16% (55)	3% (10)	11% (35)	6% (19)	3% (8)	333
Relig: Evangelical	36% (209)	24% (138)	11% (65)	12% (72)	4% (22)	7% (39)	2% (14)	5% (27)	587
Relig: Non-Evang. Catholics	33% (183)	26% (146)	11% (64)	18% (100)	3% (14)	6% (32)	2% (12)	2% (10)	560
Relig: All Christian	34% (392)	25% (284)	11% (129)	15% (172)	3% (36)	6% (70)	2% (26)	3% (37)	1146
Relig: All Non-Christian	36% (293)	18% (148)	11% (93)	13% (106)	5% (37)	9% (76)	4% (32)	4% (29)	813
Community: Urban	34% (180)	21% (111)	13% (67)	12% (64)	4% (19)	10% (53)	4% (20)	3% (13)	528
Community: Suburban	37% (332)	23% (205)	9% (85)	14% (131)	4% (34)	7% (61)	3% (26)	3% (30)	904
Community: Rural	33% (173)	22% (117)	13% (70)	16% (83)	4% (19)	6% (32)	2% (12)	4% (22)	529
Employ: Private Sector	43% (263)	20% (120)	12% (74)	6% (39)	4% (22)	7% (45)	4% (24)	4% (22)	609
Employ: Government	41% (55)	22% (29)	12% (16)	4% (6)	7% (9)	11% (15)	2% (3)	2% (3)	136
Employ: Self-Employed	39% (74)	22% (41)	11% (21)	8% (16)	4% (7)	5% (10)	7% (13)	4% (9)	190
Employ: Homemaker	25% (33)	30% (40)	15% (20)	13% (17)	5% (6)	8% (11)	2% (3)	2% (3)	134
Employ: Student	43% (30)	9% (6)	8% (6)	— (0)	6% (4)	23% (16)	6% (4)	5% (3)	70
Employ: Retired	22% (104)	29% (138)	8% (36)	34% (162)	2% (7)	2% (10)	1% (6)	3% (14)	477
Employ: Unemployed	42% (72)	19% (34)	11% (19)	7% (12)	6% (11)	9% (16)	1% (2)	4% (6)	173
Employ: Other	31% (54)	14% (24)	18% (31)	16% (27)	3% (6)	13% (23)	2% (3)	3% (5)	172
Job Type: White-collar	35% (235)	23% (152)	11% (73)	12% (80)	4% (30)	8% (54)	4% (27)	3% (19)	669
Job Type: Blue-collar	35% (318)	23% (213)	12% (107)	15% (137)	3% (29)	6% (58)	2% (21)	4% (33)	916
Job Type: Don't Know	35% (132)	18% (68)	11% (42)	17% (62)	4% (14)	9% (33)	2% (9)	4% (14)	376
Military HH: Yes	33% (132)	28% (112)	11% (45)	14% (55)	4% (16)	3% (13)	3% (10)	4% (15)	398
Military HH: No	35% (553)	21% (321)	11% (178)	14% (224)	4% (57)	9% (133)	3% (47)	3% (51)	1563
RD/WT: Right Direction	28% (158)	17% (96)	14% (76)	15% (83)	7% (37)	13% (74)	5% (31)	1% (7)	562
RD/WT: Wrong Track	38% (527)	24% (337)	10% (146)	14% (195)	3% (36)	5% (72)	2% (27)	4% (59)	1399

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Registered Voters	35% (685)	22% (433)	11% (223)	14% (278)	4% (73)	7% (146)	3% (58)	3% (66)	1961
Obama Job: Approve	35% (331)	15% (139)	12% (118)	15% (143)	5% (50)	11% (108)	5% (49)	2% (19)	956
Obama Job: Disapprove	36% (330)	31% (285)	10% (95)	13% (118)	2% (18)	3% (29)	1% (9)	4% (40)	924
#1 Issue: Economy	100% (685)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	685
#1 Issue: Security	— (0)	100% (433)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	433
#1 Issue: Health Care	— (0)	— (0)	100% (223)	— (0)	— (0)	— (0)	— (0)	— (0)	223
#1 Issue: Medicare / Social Security	— (0)	— (0)	— (0)	100% (278)	— (0)	— (0)	— (0)	— (0)	278
#1 Issue: Women's Issues	— (0)	— (0)	— (0)	— (0)	100% (73)	— (0)	— (0)	— (0)	73
#1 Issue: Education	— (0)	— (0)	— (0)	— (0)	— (0)	100% (146)	— (0)	— (0)	146
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (58)	— (0)	58
#1 Issue: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (66)	66
2014 Vote: Democrat	34% (239)	13% (94)	12% (87)	18% (128)	5% (34)	10% (73)	5% (32)	3% (19)	707
2014 Vote: Republican	33% (198)	35% (207)	10% (56)	11% (65)	2% (10)	4% (26)	1% (8)	4% (21)	591
2014 Vote: Other	30% (21)	25% (17)	10% (7)	24% (17)	4% (3)	4% (3)	1% (1)	2% (1)	69
2014 Vote: Didn't Vote	38% (227)	19% (114)	12% (70)	11% (67)	4% (26)	7% (44)	3% (18)	4% (24)	591
2012 Vote: Barack Obama	34% (283)	16% (131)	12% (105)	18% (150)	5% (38)	10% (85)	4% (34)	2% (16)	843
2012 Vote: Mitt Romney	33% (198)	34% (201)	9% (54)	13% (76)	3% (16)	3% (17)	1% (5)	5% (28)	595
2012 Vote: Other	41% (36)	20% (17)	17% (15)	10% (9)	1% (1)	7% (6)	— (0)	3% (3)	88
2012 Vote: Didn't Vote	39% (167)	19% (83)	11% (48)	10% (42)	4% (16)	9% (38)	4% (19)	4% (19)	432
4-Region: Northeast	37% (132)	22% (80)	11% (38)	13% (47)	3% (10)	7% (26)	3% (11)	4% (14)	358
4-Region: Midwest	32% (146)	23% (104)	13% (59)	15% (68)	4% (17)	8% (35)	3% (13)	4% (20)	463
4-Region: South	35% (252)	22% (157)	12% (89)	15% (107)	4% (31)	7% (50)	3% (19)	3% (23)	728
4-Region: West	37% (154)	22% (91)	9% (36)	14% (57)	4% (15)	9% (35)	4% (15)	2% (9)	412
2016 Vote: Clinton	36% (302)	13% (106)	12% (101)	16% (135)	5% (42)	11% (92)	5% (38)	2% (19)	835
2016 Vote: Trump	34% (265)	36% (281)	9% (72)	12% (91)	2% (17)	3% (26)	1% (8)	4% (29)	789
2016 Vote: Undecided	35% (118)	14% (46)	15% (50)	15% (52)	4% (13)	9% (29)	4% (12)	5% (18)	338
Has Smartphone	36% (553)	23% (354)	12% (179)	12% (179)	3% (53)	8% (122)	3% (48)	3% (46)	1534
Does not have Smartphone	31% (105)	19% (66)	10% (33)	27% (92)	4% (12)	3% (12)	2% (7)	4% (15)	342
Smartphone Type: An iPhone	34% (195)	24% (140)	13% (73)	10% (59)	4% (21)	9% (53)	3% (19)	2% (14)	574
Smartphone Type: An Android phone	38% (337)	22% (200)	11% (102)	12% (107)	3% (30)	7% (63)	3% (28)	3% (26)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP1: How much have you seen, read, or heard about the upcoming Apple iPhone release?

Demographic	A Lot		Some		Not Much		Nothing At All		Total N
Registered Voters	15%	(285)	35%	(692)	29%	(564)	21%	(419)	1961
Gender: Male	17%	(156)	36%	(327)	27%	(247)	20%	(185)	914
Gender: Female	12%	(129)	35%	(365)	30%	(318)	22%	(234)	1047
Age: 18-29	22%	(73)	34%	(113)	25%	(82)	19%	(64)	332
Age: 30-44	18%	(84)	37%	(173)	25%	(118)	20%	(96)	471
Age: 45-54	16%	(67)	34%	(146)	27%	(115)	23%	(99)	427
Age: 55-64	10%	(32)	37%	(117)	33%	(105)	19%	(59)	313
Age: 65+	7%	(30)	34%	(144)	34%	(144)	24%	(100)	419
PID: Dem (no lean)	18%	(138)	37%	(279)	26%	(196)	19%	(139)	752
PID: Ind (no lean)	12%	(78)	33%	(204)	28%	(175)	26%	(165)	622
PID: Rep (no lean)	12%	(70)	36%	(209)	33%	(193)	20%	(115)	587
PID/Gender: Dem Men	22%	(76)	38%	(132)	22%	(76)	18%	(62)	346
PID/Gender: Dem Women	15%	(62)	36%	(147)	30%	(120)	19%	(77)	407
PID/Gender: Ind Men	12%	(37)	34%	(101)	28%	(83)	26%	(77)	297
PID/Gender: Ind Women	13%	(41)	32%	(103)	28%	(92)	27%	(88)	325
PID/Gender: Rep Men	16%	(43)	35%	(95)	32%	(88)	17%	(46)	272
PID/Gender: Rep Women	8%	(27)	36%	(115)	33%	(105)	22%	(69)	315
Tea Party: Supporter	23%	(119)	34%	(175)	25%	(131)	18%	(95)	520
Tea Party: Not Supporter	12%	(164)	36%	(515)	30%	(429)	22%	(315)	1424
Ideo: Liberal (1-3)	20%	(126)	37%	(231)	25%	(154)	18%	(111)	622
Ideo: Moderate (4)	8%	(33)	39%	(165)	33%	(139)	21%	(87)	424
Ideo: Conservative (5-7)	14%	(99)	35%	(238)	31%	(214)	20%	(136)	687
Educ: < College	13%	(174)	33%	(424)	29%	(376)	24%	(315)	1289
Educ: Bachelors degree	14%	(61)	39%	(171)	29%	(127)	18%	(77)	436
Educ: Post-grad	22%	(51)	41%	(97)	26%	(62)	11%	(27)	237
Income: Under 50k	13%	(155)	33%	(378)	29%	(335)	24%	(281)	1149
Income: 50k-100k	16%	(98)	37%	(223)	31%	(185)	16%	(99)	606
Income: 100k+	16%	(32)	44%	(91)	22%	(45)	19%	(38)	206
Ethnicity: White	13%	(212)	36%	(568)	29%	(459)	22%	(357)	1597
Ethnicity: Hispanic	21%	(37)	32%	(56)	29%	(50)	19%	(32)	175
Ethnicity: Afr. Am.	22%	(55)	32%	(82)	31%	(77)	15%	(38)	252

Continued on next page

Table APP1: How much have you seen, read, or heard about the upcoming Apple iPhone release?

Demographic	A Lot		Some		Not Much		Nothing At All		Total N
Registered Voters	15%	(285)	35%	(692)	29%	(564)	21%	(419)	1961
Ethnicity: Other	16%	(18)	38%	(42)	25%	(28)	21%	(24)	112
Relig: Protestant	10%	(56)	38%	(206)	31%	(166)	20%	(107)	534
Relig: Roman Catholic	17%	(68)	38%	(151)	29%	(113)	16%	(64)	395
Relig: Ath./Agn./None	13%	(63)	32%	(154)	26%	(124)	29%	(139)	480
Relig: Something Else	21%	(69)	31%	(103)	28%	(93)	20%	(67)	333
Relig: Evangelical	14%	(82)	38%	(220)	29%	(173)	19%	(112)	587
Relig: Non-Evang. Catholics	13%	(71)	38%	(215)	31%	(173)	18%	(101)	560
Relig: All Christian	13%	(153)	38%	(435)	30%	(346)	19%	(213)	1146
Relig: All Non-Christian	16%	(133)	32%	(257)	27%	(217)	25%	(206)	813
Community: Urban	21%	(113)	35%	(183)	27%	(143)	17%	(89)	528
Community: Suburban	12%	(112)	35%	(318)	30%	(270)	23%	(204)	904
Community: Rural	12%	(61)	36%	(191)	29%	(152)	24%	(125)	529
Employ: Private Sector	18%	(109)	37%	(228)	27%	(166)	17%	(106)	609
Employ: Government	17%	(23)	37%	(50)	27%	(37)	19%	(26)	136
Employ: Self-Employed	15%	(28)	41%	(78)	26%	(49)	19%	(36)	190
Employ: Homemaker	12%	(16)	35%	(47)	25%	(34)	28%	(38)	134
Employ: Student	16%	(12)	46%	(32)	19%	(13)	19%	(14)	70
Employ: Retired	9%	(43)	34%	(162)	35%	(166)	22%	(106)	477
Employ: Unemployed	16%	(28)	27%	(47)	30%	(51)	27%	(47)	173
Employ: Other	16%	(28)	28%	(48)	28%	(48)	28%	(48)	172
Job Type: White-collar	17%	(111)	40%	(266)	27%	(183)	16%	(109)	669
Job Type: Blue-collar	14%	(127)	36%	(327)	30%	(276)	20%	(186)	916
Job Type: Don't Know	13%	(47)	27%	(100)	28%	(105)	33%	(123)	376
Military HH: Yes	15%	(58)	32%	(129)	32%	(128)	21%	(82)	398
Military HH: No	15%	(227)	36%	(564)	28%	(436)	22%	(336)	1563
RD/WT: Right Direction	23%	(130)	34%	(193)	24%	(135)	18%	(104)	562
RD/WT: Wrong Track	11%	(155)	36%	(500)	31%	(429)	23%	(315)	1399
Obama Job: Approve	19%	(182)	36%	(348)	26%	(250)	18%	(177)	956
Obama Job: Disapprove	11%	(98)	35%	(319)	32%	(297)	23%	(210)	924

Continued on next page

Table APP1: How much have you seen, read, or heard about the upcoming Apple iPhone release?

Demographic	A Lot		Some		Not Much		Nothing At All		Total N
Registered Voters	15%	(285)	35%	(692)	29%	(564)	21%	(419)	1961
#1 Issue: Economy	15%	(102)	36%	(250)	29%	(202)	19%	(131)	685
#1 Issue: Security	14%	(58)	35%	(149)	32%	(138)	20%	(87)	433
#1 Issue: Health Care	14%	(31)	42%	(94)	21%	(46)	23%	(51)	223
#1 Issue: Medicare / Social Security	14%	(40)	32%	(88)	31%	(87)	23%	(63)	278
#1 Issue: Women's Issues	13%	(9)	29%	(21)	24%	(17)	34%	(25)	73
#1 Issue: Education	17%	(25)	36%	(52)	24%	(36)	23%	(33)	146
#1 Issue: Energy	25%	(15)	28%	(16)	29%	(17)	17%	(10)	58
#1 Issue: Other	7%	(4)	32%	(21)	34%	(22)	28%	(18)	66
2014 Vote: Democrat	19%	(132)	39%	(279)	26%	(186)	16%	(111)	707
2014 Vote: Republican	11%	(66)	35%	(209)	33%	(196)	20%	(119)	591
2014 Vote: Other	6%	(4)	38%	(26)	30%	(21)	26%	(18)	69
2014 Vote: Didn't Vote	14%	(83)	30%	(178)	27%	(161)	29%	(168)	591
2012 Vote: Barack Obama	18%	(149)	38%	(321)	27%	(224)	18%	(148)	843
2012 Vote: Mitt Romney	11%	(64)	36%	(216)	33%	(199)	20%	(117)	595
2012 Vote: Other	3%	(2)	34%	(30)	31%	(28)	31%	(27)	88
2012 Vote: Didn't Vote	16%	(71)	29%	(125)	26%	(113)	29%	(124)	432
4-Region: Northeast	18%	(63)	33%	(117)	30%	(109)	19%	(69)	358
4-Region: Midwest	15%	(70)	33%	(152)	31%	(142)	21%	(98)	463
4-Region: South	14%	(99)	37%	(267)	30%	(217)	20%	(145)	728
4-Region: West	13%	(54)	38%	(156)	23%	(96)	26%	(106)	412
2016 Vote: Clinton	18%	(149)	35%	(295)	27%	(229)	19%	(161)	835
2016 Vote: Trump	13%	(103)	35%	(272)	30%	(237)	22%	(176)	789
2016 Vote: Undecided	10%	(33)	37%	(125)	29%	(98)	24%	(82)	338
Has Smartphone	17%	(262)	37%	(571)	29%	(442)	17%	(259)	1534
Does not have Smartphone	7%	(22)	32%	(109)	31%	(105)	31%	(106)	342
Smartphone Type: An iPhone	24%	(136)	45%	(259)	22%	(128)	9%	(50)	574
Smartphone Type: An Android phone	12%	(108)	33%	(294)	33%	(296)	22%	(195)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP2: How likely are you to purchase the newest Apple iPhone once it is released?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Registered Voters	8% (153)	13% (252)	15% (303)	53% (1046)	11% (207)	1961
Gender: Male	10% (87)	17% (153)	15% (135)	49% (444)	10% (95)	914
Gender: Female	6% (66)	9% (99)	16% (168)	58% (602)	11% (112)	1047
Age: 18-29	14% (46)	16% (53)	21% (69)	38% (127)	11% (37)	332
Age: 30-44	15% (69)	18% (87)	15% (72)	43% (201)	9% (41)	471
Age: 45-54	7% (29)	13% (55)	13% (55)	57% (245)	10% (43)	427
Age: 55-64	1% (4)	10% (31)	18% (55)	59% (186)	12% (37)	313
Age: 65+	1% (6)	6% (26)	12% (52)	68% (286)	12% (48)	419
PID: Dem (no lean)	9% (71)	14% (104)	16% (121)	50% (376)	11% (81)	752
PID: Ind (no lean)	7% (45)	11% (67)	14% (87)	55% (343)	13% (80)	622
PID: Rep (no lean)	6% (37)	14% (81)	16% (95)	56% (327)	8% (47)	587
PID/Gender: Dem Men	13% (45)	18% (62)	16% (55)	42% (146)	11% (38)	346
PID/Gender: Dem Women	6% (26)	10% (42)	16% (65)	57% (230)	11% (43)	407
PID/Gender: Ind Men	6% (18)	16% (47)	12% (37)	52% (155)	13% (40)	297
PID/Gender: Ind Women	8% (27)	6% (20)	15% (50)	58% (188)	12% (40)	325
PID/Gender: Rep Men	9% (24)	16% (44)	16% (42)	53% (143)	7% (18)	272
PID/Gender: Rep Women	4% (13)	12% (37)	17% (53)	58% (184)	9% (29)	315
Tea Party: Supporter	15% (77)	19% (100)	14% (74)	47% (244)	5% (25)	520
Tea Party: Not Supporter	5% (74)	11% (150)	16% (226)	56% (796)	12% (177)	1424
Ideo: Liberal (1-3)	12% (76)	16% (98)	16% (102)	47% (293)	8% (53)	622
Ideo: Moderate (4)	6% (24)	12% (50)	16% (66)	56% (236)	11% (47)	424
Ideo: Conservative (5-7)	6% (41)	14% (94)	15% (101)	57% (394)	8% (57)	687
Educ: < College	6% (83)	12% (151)	15% (192)	55% (703)	12% (159)	1289
Educ: Bachelors degree	7% (31)	13% (58)	18% (78)	54% (236)	7% (32)	436
Educ: Post-grad	17% (40)	18% (43)	14% (32)	45% (107)	7% (16)	237
Income: Under 50k	7% (80)	11% (122)	15% (169)	56% (647)	11% (131)	1149
Income: 50k-100k	8% (47)	15% (91)	17% (103)	52% (315)	8% (50)	606
Income: 100k+	13% (27)	19% (38)	15% (31)	41% (84)	13% (26)	206
Ethnicity: White	7% (112)	13% (204)	15% (238)	56% (891)	9% (151)	1597
Ethnicity: Hispanic	14% (25)	17% (29)	21% (37)	38% (66)	10% (18)	175

Continued on next page

Table APP2: How likely are you to purchase the newest Apple iPhone once it is released?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't Know / No Opinion		Total N
Registered Voters	8%	(153)	13%	(252)	15%	(303)	53%	(1046)	11%	(207)	1961
Ethnicity: Afr. Am.	13%	(32)	11%	(28)	19%	(48)	42%	(107)	15%	(37)	252
Ethnicity: Other	8%	(9)	17%	(19)	15%	(17)	44%	(49)	17%	(19)	112
Relig: Protestant	6%	(33)	11%	(57)	15%	(81)	57%	(304)	11%	(60)	534
Relig: Roman Catholic	10%	(38)	17%	(67)	16%	(65)	49%	(192)	8%	(33)	395
Relig: Ath./Agn./None	7%	(35)	12%	(60)	13%	(62)	56%	(271)	11%	(52)	480
Relig: Something Else	10%	(35)	12%	(39)	17%	(57)	48%	(161)	12%	(41)	333
Relig: Evangelical	9%	(51)	15%	(88)	17%	(102)	50%	(295)	9%	(51)	587
Relig: Non-Evang. Catholics	6%	(32)	12%	(65)	14%	(81)	57%	(319)	11%	(63)	560
Relig: All Christian	7%	(83)	13%	(153)	16%	(183)	54%	(614)	10%	(114)	1146
Relig: All Non-Christian	9%	(70)	12%	(98)	15%	(120)	53%	(432)	11%	(93)	813
Community: Urban	13%	(69)	17%	(87)	12%	(64)	48%	(255)	10%	(52)	528
Community: Suburban	6%	(55)	11%	(103)	18%	(167)	54%	(489)	10%	(90)	904
Community: Rural	6%	(29)	12%	(62)	14%	(72)	57%	(302)	12%	(64)	529
Employ: Private Sector	13%	(77)	16%	(95)	17%	(106)	46%	(282)	8%	(50)	609
Employ: Government	12%	(17)	17%	(23)	14%	(19)	43%	(59)	14%	(18)	136
Employ: Self-Employed	9%	(17)	18%	(34)	16%	(30)	46%	(88)	12%	(22)	190
Employ: Homemaker	6%	(8)	11%	(15)	14%	(19)	59%	(78)	10%	(13)	134
Employ: Student	11%	(7)	14%	(10)	23%	(16)	42%	(29)	10%	(7)	70
Employ: Retired	1%	(7)	7%	(36)	11%	(54)	69%	(329)	11%	(52)	477
Employ: Unemployed	4%	(7)	12%	(20)	18%	(32)	54%	(93)	12%	(21)	173
Employ: Other	8%	(13)	11%	(19)	16%	(28)	52%	(89)	13%	(23)	172
Job Type: White-collar	9%	(61)	16%	(110)	16%	(109)	51%	(340)	7%	(50)	669
Job Type: Blue-collar	8%	(69)	11%	(103)	16%	(145)	56%	(515)	9%	(85)	916
Job Type: Don't Know	6%	(23)	10%	(39)	13%	(50)	51%	(192)	19%	(73)	376
Military HH: Yes	9%	(37)	12%	(49)	15%	(61)	53%	(210)	10%	(40)	398
Military HH: No	7%	(116)	13%	(202)	15%	(242)	53%	(836)	11%	(167)	1563
RD/WT: Right Direction	16%	(92)	17%	(95)	18%	(102)	37%	(209)	11%	(65)	562
RD/WT: Wrong Track	4%	(62)	11%	(157)	14%	(201)	60%	(838)	10%	(143)	1399
Obama Job: Approve	11%	(104)	15%	(142)	16%	(155)	48%	(459)	10%	(96)	956
Obama Job: Disapprove	5%	(47)	11%	(103)	15%	(143)	59%	(542)	10%	(89)	924

Continued on next page

Table APP2: How likely are you to purchase the newest Apple iPhone once it is released?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't Know / No Opinion		Total N
Registered Voters	8%	(153)	13%	(252)	15%	(303)	53%	(1046)	11%	(207)	1961
#1 Issue: Economy	8%	(55)	13%	(91)	16%	(111)	54%	(368)	9%	(60)	685
#1 Issue: Security	8%	(33)	14%	(59)	15%	(66)	52%	(225)	11%	(49)	433
#1 Issue: Health Care	6%	(14)	14%	(30)	18%	(41)	50%	(112)	11%	(25)	223
#1 Issue: Medicare / Social Security	6%	(16)	9%	(26)	12%	(33)	62%	(172)	11%	(31)	278
#1 Issue: Women's Issues	9%	(6)	16%	(11)	16%	(12)	45%	(33)	14%	(10)	73
#1 Issue: Education	12%	(18)	15%	(23)	19%	(28)	42%	(62)	11%	(16)	146
#1 Issue: Energy	16%	(9)	16%	(9)	7%	(4)	49%	(28)	12%	(7)	58
#1 Issue: Other	1%	(1)	3%	(2)	11%	(8)	72%	(47)	13%	(8)	66
2014 Vote: Democrat	10%	(72)	14%	(96)	14%	(97)	52%	(367)	11%	(76)	707
2014 Vote: Republican	5%	(32)	15%	(91)	14%	(84)	57%	(339)	7%	(44)	591
2014 Vote: Other	2%	(1)	11%	(7)	18%	(12)	50%	(35)	19%	(13)	69
2014 Vote: Didn't Vote	8%	(48)	10%	(57)	19%	(110)	51%	(302)	13%	(74)	591
2012 Vote: Barack Obama	10%	(81)	14%	(117)	14%	(122)	53%	(447)	9%	(76)	843
2012 Vote: Mitt Romney	6%	(36)	13%	(79)	15%	(92)	57%	(340)	8%	(49)	595
2012 Vote: Other	1%	(1)	8%	(7)	12%	(10)	66%	(58)	13%	(11)	88
2012 Vote: Didn't Vote	8%	(35)	11%	(49)	18%	(79)	46%	(198)	16%	(71)	432
4-Region: Northeast	8%	(30)	13%	(45)	17%	(62)	51%	(184)	10%	(37)	358
4-Region: Midwest	7%	(33)	11%	(51)	14%	(63)	57%	(264)	11%	(52)	463
4-Region: South	7%	(52)	14%	(102)	16%	(119)	52%	(379)	11%	(76)	728
4-Region: West	9%	(38)	13%	(54)	14%	(59)	53%	(219)	10%	(42)	412
2016 Vote: Clinton	11%	(89)	14%	(117)	15%	(128)	49%	(409)	11%	(92)	835
2016 Vote: Trump	7%	(52)	13%	(102)	15%	(122)	56%	(443)	9%	(70)	789
2016 Vote: Undecided	3%	(12)	10%	(33)	16%	(53)	58%	(195)	13%	(45)	338
Has Smartphone	10%	(146)	15%	(226)	16%	(251)	52%	(793)	8%	(118)	1534
Does not have Smartphone	1%	(3)	6%	(21)	12%	(40)	69%	(234)	13%	(44)	342
Smartphone Type: An iPhone	16%	(93)	27%	(156)	21%	(119)	30%	(170)	6%	(36)	574
Smartphone Type: An Android phone	5%	(47)	7%	(62)	14%	(121)	66%	(590)	8%	(73)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3_1: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?**It will be thinner than any previous Apple iPhone*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	13% (259)	20% (384)	6% (117)	4% (75)	47% (921)	10% (206)	1961
Gender: Male	15% (134)	22% (198)	6% (58)	4% (37)	43% (394)	10% (94)	914
Gender: Female	12% (125)	18% (186)	6% (59)	4% (38)	50% (527)	11% (112)	1047
Age: 18-29	22% (71)	24% (80)	8% (26)	6% (20)	30% (99)	11% (35)	332
Age: 30-44	18% (83)	23% (107)	8% (40)	4% (19)	39% (183)	8% (38)	471
Age: 45-54	13% (57)	19% (80)	5% (22)	5% (19)	50% (212)	9% (36)	427
Age: 55-64	8% (26)	17% (53)	3% (10)	2% (8)	56% (177)	13% (39)	313
Age: 65+	5% (21)	15% (64)	5% (19)	2% (8)	60% (250)	14% (57)	419
PID: Dem (no lean)	16% (119)	20% (151)	7% (53)	4% (31)	42% (318)	11% (80)	752
PID: Ind (no lean)	10% (64)	16% (102)	5% (33)	3% (20)	53% (328)	12% (75)	622
PID: Rep (no lean)	13% (76)	22% (130)	5% (32)	4% (24)	47% (275)	9% (51)	587
PID/Gender: Dem Men	18% (62)	24% (83)	8% (27)	6% (19)	33% (115)	11% (39)	346
PID/Gender: Dem Women	14% (57)	17% (69)	6% (25)	3% (12)	50% (203)	10% (40)	407
PID/Gender: Ind Men	8% (24)	19% (57)	6% (18)	2% (7)	53% (157)	12% (35)	297
PID/Gender: Ind Women	12% (40)	14% (45)	5% (15)	4% (13)	53% (171)	12% (40)	325
PID/Gender: Rep Men	18% (48)	21% (58)	5% (13)	4% (11)	45% (122)	7% (20)	272
PID/Gender: Rep Women	9% (28)	23% (72)	6% (19)	4% (13)	48% (153)	10% (31)	315
Tea Party: Supporter	19% (98)	26% (133)	5% (27)	5% (27)	39% (202)	6% (32)	520
Tea Party: Not Supporter	11% (156)	17% (248)	6% (90)	3% (48)	50% (713)	12% (169)	1424
Ideo: Liberal (1-3)	19% (118)	24% (149)	8% (48)	3% (20)	40% (248)	6% (39)	622
Ideo: Moderate (4)	9% (37)	16% (68)	6% (26)	4% (17)	55% (235)	9% (40)	424
Ideo: Conservative (5-7)	11% (77)	21% (145)	5% (32)	5% (34)	49% (334)	9% (64)	687
Educ: < College	12% (161)	19% (246)	5% (70)	4% (46)	47% (609)	12% (156)	1289
Educ: Bachelors degree	14% (59)	19% (82)	7% (31)	4% (19)	48% (210)	8% (35)	436
Educ: Post-grad	17% (39)	23% (55)	7% (16)	4% (10)	43% (101)	6% (15)	237

Continued on next page

Table APP3_1: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will be thinner than any previous Apple iPhone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	13% (259)	20% (384)	6% (117)	4% (75)	47% (921)	10% (206)	1961
Income: Under 50k	13% (150)	19% (215)	6% (72)	4% (45)	46% (526)	12% (141)	1149
Income: 50k-100k	13% (76)	19% (116)	5% (30)	4% (21)	52% (317)	8% (46)	606
Income: 100k+	16% (32)	26% (53)	7% (15)	4% (8)	38% (78)	9% (19)	206
Ethnicity: White	11% (180)	20% (318)	6% (91)	3% (51)	50% (795)	10% (163)	1597
Ethnicity: Hispanic	24% (42)	27% (48)	10% (18)	5% (8)	26% (45)	9% (15)	175
Ethnicity: Afr. Am.	20% (51)	15% (38)	8% (20)	7% (17)	36% (90)	14% (35)	252
Ethnicity: Other	24% (27)	24% (27)	5% (6)	6% (7)	32% (36)	7% (8)	112
Relig: Protestant	12% (64)	19% (102)	4% (22)	3% (15)	53% (284)	9% (47)	534
Relig: Roman Catholic	17% (67)	21% (85)	7% (27)	4% (14)	41% (162)	10% (40)	395
Relig: Ath./Agn./None	10% (49)	18% (87)	5% (23)	4% (21)	48% (230)	15% (70)	480
Relig: Something Else	16% (53)	20% (68)	8% (27)	5% (15)	42% (140)	9% (30)	333
Relig: Evangelical	15% (86)	20% (116)	7% (39)	4% (26)	46% (272)	8% (48)	587
Relig: Non-Evang. Catholics	13% (71)	20% (113)	5% (28)	2% (12)	50% (278)	10% (58)	560
Relig: All Christian	14% (157)	20% (229)	6% (67)	3% (38)	48% (550)	9% (106)	1146
Relig: All Non-Christian	13% (102)	19% (155)	6% (49)	4% (36)	46% (370)	12% (100)	813
Community: Urban	17% (92)	21% (109)	6% (32)	5% (25)	41% (218)	10% (51)	528
Community: Suburban	12% (109)	20% (184)	5% (48)	4% (38)	48% (435)	10% (89)	904
Community: Rural	11% (58)	17% (90)	7% (37)	2% (12)	51% (268)	12% (65)	529
Employ: Private Sector	15% (91)	23% (140)	6% (39)	3% (21)	44% (270)	8% (49)	609
Employ: Government	23% (31)	21% (28)	7% (10)	3% (3)	40% (55)	6% (9)	136
Employ: Self-Employed	17% (33)	19% (36)	9% (18)	7% (14)	42% (79)	5% (10)	190
Employ: Homemaker	12% (16)	19% (26)	7% (10)	3% (4)	49% (66)	9% (12)	134
Employ: Student	27% (19)	18% (12)	8% (5)	2% (2)	35% (24)	11% (7)	70
Employ: Retired	6% (30)	16% (77)	3% (14)	2% (10)	60% (285)	13% (61)	477
Employ: Unemployed	9% (16)	17% (30)	8% (13)	9% (16)	40% (68)	17% (30)	173
Employ: Other	14% (23)	19% (33)	5% (8)	3% (6)	43% (73)	16% (28)	172

Continued on next page

Table APP3_1: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will be thinner than any previous Apple iPhone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	13% (259)	20% (384)	6% (117)	4% (75)	47% (921)	10% (206)	1961
Job Type: White-collar	13% (88)	21% (140)	7% (47)	4% (29)	48% (319)	7% (46)	669
Job Type: Blue-collar	13% (119)	19% (177)	6% (53)	4% (33)	49% (447)	9% (86)	916
Job Type: Don't Know	14% (51)	18% (66)	5% (17)	4% (13)	41% (154)	20% (73)	376
Military HH: Yes	13% (53)	20% (80)	4% (15)	5% (22)	48% (193)	9% (35)	398
Military HH: No	13% (206)	19% (303)	7% (102)	3% (54)	47% (728)	11% (170)	1563
RD/WT: Right Direction	21% (118)	23% (131)	8% (43)	4% (22)	35% (199)	9% (50)	562
RD/WT: Wrong Track	10% (141)	18% (253)	5% (74)	4% (53)	52% (722)	11% (156)	1399
Obama Job: Approve	17% (159)	21% (201)	7% (64)	5% (45)	41% (397)	10% (91)	956
Obama Job: Disapprove	10% (92)	18% (168)	6% (51)	3% (30)	53% (494)	10% (89)	924
#1 Issue: Economy	13% (89)	20% (134)	5% (37)	4% (30)	48% (328)	10% (68)	685
#1 Issue: Security	15% (64)	22% (97)	5% (22)	4% (17)	46% (198)	8% (34)	433
#1 Issue: Health Care	13% (28)	22% (49)	10% (22)	3% (7)	44% (99)	8% (18)	223
#1 Issue: Medicare / Social Security	11% (30)	17% (46)	3% (7)	1% (2)	53% (146)	17% (47)	278
#1 Issue: Women's Issues	14% (10)	10% (7)	10% (7)	8% (6)	41% (30)	17% (12)	73
#1 Issue: Education	17% (25)	24% (35)	9% (14)	5% (8)	34% (50)	10% (15)	146
#1 Issue: Energy	12% (7)	21% (12)	9% (5)	8% (5)	41% (24)	9% (5)	58
#1 Issue: Other	8% (5)	6% (4)	3% (2)	— (0)	72% (48)	11% (7)	66
2014 Vote: Democrat	14% (98)	20% (141)	7% (47)	4% (28)	45% (319)	10% (74)	707
2014 Vote: Republican	11% (67)	21% (123)	5% (31)	3% (19)	51% (302)	8% (49)	591
2014 Vote: Other	5% (3)	20% (13)	5% (3)	3% (2)	51% (35)	16% (11)	69
2014 Vote: Didn't Vote	15% (91)	18% (105)	6% (36)	4% (25)	44% (263)	12% (71)	591
2012 Vote: Barack Obama	14% (120)	20% (169)	7% (56)	5% (41)	45% (378)	9% (79)	843
2012 Vote: Mitt Romney	11% (67)	20% (119)	5% (27)	3% (19)	53% (316)	8% (48)	595
2012 Vote: Other	9% (8)	18% (15)	2% (2)	4% (4)	51% (45)	17% (14)	88
2012 Vote: Didn't Vote	15% (65)	19% (80)	7% (32)	3% (11)	42% (180)	15% (64)	432

Continued on next page

Table APP3_1: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will be thinner than any previous Apple iPhone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	13% (259)	20% (384)	6% (117)	4% (75)	47% (921)	10% (206)	1961
4-Region: Northeast	16% (58)	20% (70)	7% (23)	4% (13)	42% (151)	12% (43)	358
4-Region: Midwest	11% (52)	19% (89)	4% (20)	3% (16)	52% (239)	10% (47)	463
4-Region: South	13% (94)	19% (141)	7% (48)	4% (28)	46% (337)	11% (80)	728
4-Region: West	13% (55)	20% (83)	6% (25)	5% (19)	47% (194)	9% (35)	412
2016 Vote: Clinton	17% (139)	20% (167)	6% (51)	3% (29)	44% (366)	10% (82)	835
2016 Vote: Trump	12% (92)	21% (163)	5% (41)	4% (31)	49% (383)	10% (78)	789
2016 Vote: Undecided	8% (27)	16% (53)	7% (25)	4% (15)	51% (172)	13% (45)	338
Has Smartphone	15% (232)	21% (326)	6% (89)	4% (62)	46% (709)	7% (115)	1534
Does not have Smartphone	4% (14)	16% (54)	6% (20)	3% (10)	57% (196)	14% (48)	342
Smartphone Type: An iPhone	22% (127)	29% (167)	8% (47)	3% (16)	34% (195)	4% (22)	574
Smartphone Type: An Android phone	11% (96)	16% (142)	4% (39)	4% (39)	55% (491)	10% (86)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3_2: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?
Instead of a headphone jack, the new phones will include an adapter for use in the charging port*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	11% (215)	17% (328)	9% (174)	8% (164)	43% (847)	12% (232)	1961
Gender: Male	13% (115)	17% (153)	10% (93)	9% (86)	39% (359)	12% (108)	914
Gender: Female	10% (100)	17% (175)	8% (81)	7% (77)	47% (488)	12% (124)	1047
Age: 18-29	18% (60)	19% (64)	13% (45)	14% (46)	23% (76)	12% (41)	332
Age: 30-44	15% (73)	20% (94)	12% (57)	7% (33)	36% (170)	9% (44)	471
Age: 45-54	10% (43)	15% (66)	8% (33)	11% (46)	47% (199)	9% (40)	427
Age: 55-64	8% (24)	15% (48)	6% (18)	6% (20)	50% (158)	14% (45)	313
Age: 65+	4% (16)	13% (56)	5% (21)	5% (19)	58% (245)	15% (62)	419
PID: Dem (no lean)	13% (96)	19% (146)	9% (65)	8% (62)	39% (295)	12% (88)	752
PID: Ind (no lean)	9% (53)	14% (85)	9% (54)	9% (56)	47% (292)	13% (82)	622
PID: Rep (no lean)	11% (66)	17% (97)	9% (55)	8% (46)	44% (261)	11% (62)	587
PID/Gender: Dem Men	16% (57)	22% (77)	10% (36)	8% (29)	31% (106)	12% (42)	346
PID/Gender: Dem Women	10% (40)	17% (69)	7% (29)	8% (33)	46% (189)	11% (46)	407
PID/Gender: Ind Men	8% (23)	11% (33)	9% (28)	12% (34)	46% (138)	14% (42)	297
PID/Gender: Ind Women	9% (30)	16% (52)	8% (26)	7% (22)	47% (154)	13% (41)	325
PID/Gender: Rep Men	13% (36)	16% (44)	11% (29)	9% (23)	42% (115)	9% (25)	272
PID/Gender: Rep Women	10% (30)	17% (54)	8% (26)	7% (22)	46% (146)	12% (37)	315
Tea Party: Supporter	17% (90)	20% (105)	8% (42)	7% (38)	39% (204)	8% (40)	520
Tea Party: Not Supporter	9% (124)	16% (222)	9% (129)	9% (125)	45% (637)	13% (187)	1424
Ideo: Liberal (1-3)	16% (99)	19% (119)	11% (69)	10% (64)	36% (223)	8% (47)	622
Ideo: Moderate (4)	7% (31)	17% (70)	8% (34)	9% (37)	49% (209)	10% (43)	424
Ideo: Conservative (5-7)	10% (68)	16% (108)	8% (57)	8% (56)	47% (323)	11% (75)	687
Educ: < College	11% (141)	16% (205)	8% (108)	8% (99)	43% (556)	14% (181)	1289
Educ: Bachelors degree	11% (46)	17% (75)	9% (39)	11% (49)	44% (192)	8% (34)	436
Educ: Post-grad	12% (28)	21% (49)	11% (27)	7% (16)	42% (99)	7% (17)	237

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Table APP3_2: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

Instead of a headphone jack, the new phones will include an adapter for use in the charging port

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	11% (215)	17% (328)	9% (174)	8% (164)	43% (847)	12% (232)	1961
Income: Under 50k	11% (131)	15% (177)	9% (100)	8% (88)	43% (500)	13% (152)	1149
Income: 50k-100k	9% (57)	19% (115)	8% (49)	9% (53)	45% (275)	9% (55)	606
Income: 100k+	13% (27)	17% (36)	12% (24)	11% (22)	35% (72)	12% (25)	206
Ethnicity: White	10% (153)	17% (266)	9% (141)	8% (133)	45% (722)	11% (182)	1597
Ethnicity: Hispanic	19% (33)	24% (42)	13% (23)	11% (19)	24% (42)	9% (15)	175
Ethnicity: Afr. Am.	15% (38)	18% (44)	8% (21)	7% (18)	36% (90)	16% (39)	252
Ethnicity: Other	22% (24)	16% (18)	11% (12)	11% (12)	31% (35)	9% (10)	112
Relig: Protestant	8% (45)	16% (86)	6% (35)	7% (39)	51% (270)	11% (59)	534
Relig: Roman Catholic	14% (57)	20% (78)	11% (43)	6% (24)	39% (152)	10% (41)	395
Relig: Ath./Agn./None	8% (39)	14% (66)	9% (44)	11% (51)	43% (207)	15% (73)	480
Relig: Something Else	16% (52)	14% (48)	11% (36)	10% (32)	39% (130)	10% (35)	333
Relig: Evangelical	11% (67)	20% (120)	8% (47)	8% (48)	42% (246)	10% (59)	587
Relig: Non-Evang. Catholics	10% (57)	17% (95)	8% (46)	6% (33)	47% (263)	12% (66)	560
Relig: All Christian	11% (124)	19% (215)	8% (94)	7% (81)	44% (509)	11% (124)	1146
Relig: All Non-Christian	11% (92)	14% (114)	10% (79)	10% (83)	41% (337)	13% (108)	813
Community: Urban	16% (82)	18% (96)	10% (52)	8% (45)	37% (196)	11% (58)	528
Community: Suburban	10% (89)	16% (141)	9% (81)	9% (86)	45% (406)	11% (101)	904
Community: Rural	8% (44)	17% (92)	8% (41)	6% (33)	46% (245)	14% (73)	529
Employ: Private Sector	11% (68)	19% (116)	11% (66)	11% (64)	39% (240)	9% (55)	609
Employ: Government	18% (25)	22% (29)	8% (11)	8% (11)	37% (50)	7% (9)	136
Employ: Self-Employed	17% (33)	17% (32)	13% (25)	5% (10)	40% (76)	8% (15)	190
Employ: Homemaker	10% (13)	14% (18)	9% (12)	6% (8)	52% (69)	9% (12)	134
Employ: Student	26% (18)	11% (8)	11% (7)	15% (11)	28% (20)	10% (7)	70
Employ: Retired	6% (28)	13% (64)	6% (29)	4% (20)	56% (267)	14% (69)	477
Employ: Unemployed	7% (12)	19% (33)	7% (13)	14% (24)	34% (58)	20% (34)	173
Employ: Other	10% (18)	17% (29)	6% (11)	9% (15)	40% (68)	18% (31)	172

Continued on next page

Table APP3_2: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?**Instead of a headphone jack, the new phones will include an adapter for use in the charging port*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	11% (215)	17% (328)	9% (174)	8% (164)	43% (847)	12% (232)	1961
Job Type: White-collar	11% (74)	18% (123)	9% (61)	10% (65)	44% (293)	8% (52)	669
Job Type: Blue-collar	11% (100)	17% (155)	8% (78)	8% (75)	45% (413)	10% (96)	916
Job Type: Don't Know	11% (42)	13% (50)	9% (35)	6% (23)	37% (141)	22% (85)	376
Military HH: Yes	11% (42)	19% (74)	7% (27)	8% (31)	44% (176)	12% (47)	398
Military HH: No	11% (174)	16% (254)	9% (147)	8% (133)	43% (671)	12% (185)	1563
RD/WT: Right Direction	17% (94)	23% (128)	8% (47)	8% (45)	33% (188)	11% (61)	562
RD/WT: Wrong Track	9% (122)	14% (200)	9% (127)	9% (119)	47% (660)	12% (171)	1399
Obama Job: Approve	13% (129)	19% (178)	9% (89)	9% (87)	39% (370)	11% (104)	956
Obama Job: Disapprove	9% (80)	15% (143)	9% (79)	8% (74)	48% (447)	11% (101)	924
#1 Issue: Economy	11% (73)	17% (118)	10% (68)	9% (62)	42% (288)	11% (76)	685
#1 Issue: Security	14% (60)	20% (85)	6% (26)	7% (30)	43% (187)	10% (44)	433
#1 Issue: Health Care	12% (26)	18% (40)	9% (20)	8% (17)	44% (99)	9% (21)	223
#1 Issue: Medicare / Social Security	8% (23)	14% (38)	8% (22)	5% (13)	50% (138)	16% (45)	278
#1 Issue: Women's Issues	7% (5)	15% (11)	13% (9)	14% (10)	33% (24)	19% (14)	73
#1 Issue: Education	12% (18)	17% (25)	14% (20)	14% (20)	31% (45)	12% (18)	146
#1 Issue: Energy	17% (10)	15% (9)	10% (6)	9% (5)	37% (21)	11% (7)	58
#1 Issue: Other	2% (1)	4% (3)	4% (3)	8% (5)	69% (45)	12% (8)	66
2014 Vote: Democrat	11% (77)	18% (128)	9% (63)	10% (71)	40% (286)	12% (83)	707
2014 Vote: Republican	9% (54)	17% (100)	8% (49)	7% (41)	48% (285)	11% (62)	591
2014 Vote: Other	3% (2)	25% (17)	8% (6)	6% (4)	41% (28)	17% (12)	69
2014 Vote: Didn't Vote	14% (83)	14% (84)	10% (57)	8% (47)	42% (246)	12% (74)	591
2012 Vote: Barack Obama	11% (96)	18% (152)	9% (75)	10% (83)	41% (347)	11% (90)	843
2012 Vote: Mitt Romney	8% (48)	17% (104)	7% (40)	7% (40)	51% (306)	10% (58)	595
2012 Vote: Other	11% (10)	13% (11)	14% (12)	6% (6)	37% (33)	18% (16)	88
2012 Vote: Didn't Vote	14% (61)	14% (62)	11% (47)	8% (35)	37% (159)	16% (68)	432

Continued on next page

Table APP3_2: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

Instead of a headphone jack, the new phones will include an adapter for use in the charging port

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	11% (215)	17% (328)	9% (174)	8% (164)	43% (847)	12% (232)	1961
4-Region: Northeast	10% (35)	19% (68)	9% (32)	10% (35)	41% (146)	11% (41)	358
4-Region: Midwest	10% (47)	15% (70)	7% (33)	7% (31)	50% (230)	11% (52)	463
4-Region: South	12% (87)	16% (119)	9% (67)	8% (57)	42% (308)	12% (91)	728
4-Region: West	11% (46)	17% (72)	10% (42)	10% (41)	40% (163)	12% (49)	412
2016 Vote: Clinton	13% (110)	18% (152)	9% (74)	9% (75)	39% (330)	11% (94)	835
2016 Vote: Trump	11% (85)	17% (137)	8% (65)	7% (53)	47% (367)	10% (81)	789
2016 Vote: Undecided	6% (21)	12% (40)	10% (34)	10% (35)	45% (150)	17% (57)	338
Has Smartphone	13% (195)	18% (282)	9% (135)	10% (147)	42% (641)	9% (134)	1534
Does not have Smartphone	4% (12)	12% (40)	9% (31)	4% (14)	57% (194)	15% (50)	342
Smartphone Type: An iPhone	19% (110)	23% (135)	12% (68)	11% (62)	29% (167)	6% (33)	574
Smartphone Type: An Android phone	9% (78)	15% (136)	6% (57)	9% (80)	50% (448)	11% (94)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3_3: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*
It will have a longer battery life

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	24% (478)	23% (452)	4% (81)	3% (51)	36% (710)	10% (190)	1961
Gender: Male	24% (223)	25% (233)	6% (52)	3% (28)	32% (296)	9% (83)	914
Gender: Female	24% (255)	21% (219)	3% (29)	2% (23)	39% (413)	10% (107)	1047
Age: 18-29	32% (105)	27% (91)	7% (23)	4% (12)	20% (67)	10% (34)	332
Age: 30-44	30% (140)	24% (113)	5% (26)	3% (16)	29% (139)	8% (37)	471
Age: 45-54	25% (106)	22% (92)	3% (13)	2% (10)	40% (171)	8% (35)	427
Age: 55-64	19% (61)	22% (70)	2% (7)	2% (6)	44% (136)	11% (33)	313
Age: 65+	16% (67)	21% (86)	3% (12)	2% (7)	47% (197)	12% (50)	419
PID: Dem (no lean)	26% (199)	22% (165)	5% (34)	3% (22)	34% (259)	10% (73)	752
PID: Ind (no lean)	21% (129)	23% (144)	3% (19)	2% (12)	40% (251)	11% (68)	622
PID: Rep (no lean)	26% (151)	24% (143)	5% (27)	3% (17)	34% (201)	8% (48)	587
PID/Gender: Dem Men	26% (88)	28% (96)	7% (26)	3% (12)	26% (90)	10% (34)	346
PID/Gender: Dem Women	27% (111)	17% (69)	2% (9)	3% (10)	41% (169)	10% (40)	407
PID/Gender: Ind Men	22% (65)	23% (67)	3% (9)	2% (7)	40% (117)	11% (32)	297
PID/Gender: Ind Women	20% (64)	23% (76)	3% (10)	2% (5)	41% (133)	11% (36)	325
PID/Gender: Rep Men	26% (70)	25% (69)	6% (17)	3% (9)	33% (89)	6% (17)	272
PID/Gender: Rep Women	26% (81)	23% (74)	3% (11)	2% (8)	35% (112)	10% (31)	315
Tea Party: Supporter	31% (162)	24% (126)	5% (25)	4% (18)	31% (160)	5% (28)	520
Tea Party: Not Supporter	22% (315)	23% (321)	4% (56)	2% (32)	38% (543)	11% (157)	1424
Ideo: Liberal (1-3)	30% (190)	25% (156)	5% (29)	3% (19)	31% (194)	5% (34)	622
Ideo: Moderate (4)	21% (87)	21% (90)	4% (16)	3% (13)	43% (181)	9% (37)	424
Ideo: Conservative (5-7)	23% (161)	25% (169)	4% (28)	3% (17)	37% (253)	8% (58)	687
Educ: < College	24% (309)	20% (254)	5% (58)	2% (31)	38% (491)	11% (146)	1289
Educ: Bachelors degree	24% (104)	29% (127)	3% (13)	3% (14)	33% (144)	8% (33)	436
Educ: Post-grad	28% (66)	30% (70)	4% (10)	3% (6)	31% (74)	5% (11)	237

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Table APP3_3: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have a longer battery life

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	24% (478)	23% (452)	4% (81)	3% (51)	36% (710)	10% (190)	1961
Income: Under 50k	22% (249)	21% (245)	5% (55)	3% (35)	38% (433)	11% (132)	1149
Income: 50k-100k	26% (157)	25% (151)	3% (17)	2% (12)	37% (227)	7% (42)	606
Income: 100k+	35% (72)	27% (56)	4% (9)	2% (4)	24% (50)	8% (16)	206
Ethnicity: White	24% (377)	24% (382)	4% (60)	2% (32)	38% (600)	9% (146)	1597
Ethnicity: Hispanic	31% (54)	31% (54)	6% (11)	4% (7)	20% (36)	8% (14)	175
Ethnicity: Afr. Am.	26% (65)	18% (45)	6% (16)	4% (11)	32% (80)	14% (35)	252
Ethnicity: Other	33% (37)	22% (25)	4% (5)	7% (7)	27% (30)	8% (9)	112
Relig: Protestant	24% (130)	22% (116)	5% (25)	2% (9)	40% (213)	8% (42)	534
Relig: Roman Catholic	28% (110)	27% (106)	3% (14)	1% (5)	32% (125)	9% (36)	395
Relig: Ath./Agn./None	20% (96)	23% (111)	2% (12)	3% (17)	37% (180)	13% (65)	480
Relig: Something Else	28% (92)	21% (70)	6% (20)	4% (12)	33% (110)	9% (29)	333
Relig: Evangelical	24% (144)	25% (147)	5% (30)	3% (17)	35% (204)	8% (44)	587
Relig: Non-Evang. Catholics	26% (147)	22% (124)	3% (19)	1% (4)	38% (215)	9% (51)	560
Relig: All Christian	25% (290)	24% (271)	4% (49)	2% (21)	37% (419)	8% (96)	1146
Relig: All Non-Christian	23% (188)	22% (181)	4% (32)	3% (28)	36% (290)	12% (94)	813
Community: Urban	26% (135)	24% (129)	5% (28)	3% (15)	34% (179)	8% (43)	528
Community: Suburban	25% (222)	25% (226)	4% (36)	3% (23)	35% (316)	9% (81)	904
Community: Rural	23% (122)	18% (97)	3% (17)	3% (13)	41% (215)	12% (65)	529
Employ: Private Sector	29% (174)	28% (171)	4% (25)	2% (12)	30% (181)	8% (46)	609
Employ: Government	30% (41)	25% (34)	5% (7)	1% (2)	32% (44)	6% (8)	136
Employ: Self-Employed	28% (53)	26% (49)	6% (12)	4% (7)	32% (60)	5% (10)	190
Employ: Homemaker	21% (28)	20% (27)	5% (7)	2% (3)	43% (57)	9% (12)	134
Employ: Student	36% (25)	23% (16)	6% (4)	1% (1)	23% (16)	10% (7)	70
Employ: Retired	16% (78)	20% (95)	2% (11)	2% (8)	49% (232)	11% (54)	477
Employ: Unemployed	21% (36)	17% (30)	6% (10)	9% (16)	32% (56)	15% (26)	173
Employ: Other	25% (43)	18% (30)	4% (6)	1% (2)	37% (63)	16% (27)	172

Continued on next page

Table APP3_3: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?**It will have a longer battery life*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	24% (478)	23% (452)	4% (81)	3% (51)	36% (710)	10% (190)	1961
Job Type: White-collar	27% (179)	27% (179)	4% (27)	3% (21)	34% (227)	5% (36)	669
Job Type: Blue-collar	23% (211)	22% (206)	5% (44)	2% (17)	39% (356)	9% (82)	916
Job Type: Don't Know	23% (88)	18% (67)	3% (10)	3% (13)	34% (126)	19% (72)	376
Military HH: Yes	23% (93)	23% (91)	4% (17)	3% (11)	39% (154)	8% (32)	398
Military HH: No	25% (385)	23% (361)	4% (64)	3% (40)	36% (556)	10% (158)	1563
RD/WT: Right Direction	28% (157)	26% (149)	6% (32)	3% (19)	28% (158)	8% (48)	562
RD/WT: Wrong Track	23% (321)	22% (303)	4% (49)	2% (32)	39% (551)	10% (142)	1399
Obama Job: Approve	27% (257)	24% (230)	4% (38)	4% (36)	32% (310)	9% (85)	956
Obama Job: Disapprove	23% (211)	22% (203)	5% (43)	2% (14)	41% (375)	9% (79)	924
#1 Issue: Economy	24% (167)	26% (181)	3% (21)	2% (16)	35% (237)	9% (64)	685
#1 Issue: Security	30% (128)	23% (99)	5% (21)	2% (8)	34% (147)	7% (31)	433
#1 Issue: Health Care	25% (56)	23% (50)	6% (13)	2% (5)	36% (81)	8% (18)	223
#1 Issue: Medicare / Social Security	16% (44)	20% (54)	4% (10)	2% (5)	45% (125)	14% (39)	278
#1 Issue: Women's Issues	25% (18)	21% (16)	4% (3)	7% (5)	28% (20)	14% (11)	73
#1 Issue: Education	27% (39)	22% (32)	6% (9)	6% (9)	30% (43)	10% (14)	146
#1 Issue: Energy	32% (18)	18% (10)	3% (2)	5% (3)	34% (20)	9% (5)	58
#1 Issue: Other	13% (8)	15% (10)	5% (3)	— (0)	56% (37)	12% (8)	66
2014 Vote: Democrat	25% (174)	23% (164)	4% (30)	3% (21)	35% (250)	10% (68)	707
2014 Vote: Republican	24% (144)	24% (141)	4% (23)	2% (13)	38% (224)	8% (45)	591
2014 Vote: Other	10% (7)	31% (21)	— (0)	3% (2)	41% (29)	15% (10)	69
2014 Vote: Didn't Vote	26% (154)	21% (125)	5% (28)	3% (15)	35% (205)	11% (64)	591
2012 Vote: Barack Obama	25% (212)	23% (194)	4% (34)	4% (32)	36% (301)	8% (70)	843
2012 Vote: Mitt Romney	23% (135)	24% (145)	4% (22)	1% (8)	40% (241)	7% (44)	595
2012 Vote: Other	18% (16)	27% (24)	3% (2)	2% (1)	34% (30)	17% (14)	88
2012 Vote: Didn't Vote	27% (116)	20% (88)	5% (23)	2% (10)	31% (135)	14% (60)	432

Continued on next page

Table APP3_3: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have a longer battery life

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	24% (478)	23% (452)	4% (81)	3% (51)	36% (710)	10% (190)	1961
4-Region: Northeast	25% (90)	25% (91)	4% (13)	3% (9)	34% (122)	9% (33)	358
4-Region: Midwest	23% (108)	23% (108)	2% (10)	2% (9)	39% (182)	10% (45)	463
4-Region: South	24% (178)	21% (150)	5% (40)	2% (16)	37% (268)	10% (76)	728
4-Region: West	25% (102)	25% (103)	4% (18)	4% (16)	34% (138)	9% (35)	412
2016 Vote: Clinton	27% (224)	23% (189)	4% (37)	3% (23)	34% (283)	9% (78)	835
2016 Vote: Trump	24% (192)	24% (186)	4% (30)	2% (17)	38% (296)	9% (68)	789
2016 Vote: Undecided	19% (63)	23% (76)	4% (14)	3% (11)	39% (130)	13% (43)	338
Has Smartphone	28% (432)	25% (379)	4% (61)	2% (33)	34% (522)	7% (105)	1534
Does not have Smartphone	10% (33)	18% (62)	5% (17)	4% (13)	51% (174)	12% (42)	342
Smartphone Type: An iPhone	44% (254)	32% (185)	3% (18)	1% (7)	16% (93)	3% (16)	574
Smartphone Type: An Android phone	19% (165)	20% (175)	4% (39)	2% (22)	46% (410)	9% (82)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3_4: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have a more powerful processor

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	19% (366)	24% (463)	5% (101)	3% (50)	40% (777)	10% (204)	1961
Gender: Male	21% (193)	25% (226)	6% (59)	3% (26)	35% (317)	10% (94)	914
Gender: Female	17% (173)	23% (237)	4% (42)	2% (23)	44% (460)	11% (111)	1047
Age: 18-29	27% (90)	27% (91)	8% (28)	3% (11)	22% (72)	12% (39)	332
Age: 30-44	21% (99)	29% (137)	7% (31)	3% (13)	32% (152)	8% (38)	471
Age: 45-54	23% (97)	17% (71)	4% (18)	2% (10)	46% (194)	8% (36)	427
Age: 55-64	12% (37)	27% (86)	3% (9)	3% (8)	44% (138)	11% (35)	313
Age: 65+	10% (43)	19% (78)	4% (15)	2% (7)	53% (220)	13% (56)	419
PID: Dem (no lean)	20% (148)	24% (177)	6% (44)	3% (23)	38% (286)	10% (75)	752
PID: Ind (no lean)	16% (100)	23% (142)	4% (25)	2% (12)	43% (265)	13% (78)	622
PID: Rep (no lean)	20% (118)	24% (144)	6% (33)	3% (15)	39% (227)	9% (51)	587
PID/Gender: Dem Men	23% (80)	24% (82)	8% (29)	3% (12)	30% (105)	11% (37)	346
PID/Gender: Dem Women	17% (68)	23% (95)	4% (15)	3% (11)	45% (181)	9% (38)	407
PID/Gender: Ind Men	18% (52)	24% (71)	4% (11)	3% (8)	40% (120)	12% (36)	297
PID/Gender: Ind Women	15% (48)	22% (71)	4% (14)	1% (5)	45% (145)	13% (43)	325
PID/Gender: Rep Men	22% (60)	27% (72)	7% (19)	2% (6)	34% (93)	8% (21)	272
PID/Gender: Rep Women	18% (58)	23% (72)	4% (14)	3% (8)	42% (134)	10% (30)	315
Tea Party: Supporter	27% (142)	24% (125)	6% (30)	3% (14)	34% (177)	6% (32)	520
Tea Party: Not Supporter	16% (222)	24% (336)	5% (71)	2% (33)	42% (595)	12% (167)	1424
Ideo: Liberal (1-3)	23% (141)	27% (166)	7% (43)	3% (16)	35% (217)	6% (40)	622
Ideo: Moderate (4)	16% (69)	23% (99)	4% (18)	4% (16)	43% (184)	9% (38)	424
Ideo: Conservative (5-7)	18% (126)	24% (167)	5% (31)	3% (18)	41% (285)	9% (60)	687
Educ: < College	19% (240)	20% (261)	5% (68)	2% (26)	42% (535)	12% (158)	1289
Educ: Bachelors degree	18% (79)	30% (130)	5% (22)	3% (15)	36% (157)	8% (33)	436
Educ: Post-grad	20% (48)	30% (71)	5% (11)	4% (8)	36% (84)	6% (13)	237

Continued on next page

Table APP3_4: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have a more powerful processor

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	19% (366)	24% (463)	5% (101)	3% (50)	40% (777)	10% (204)	1961
Income: Under 50k	17% (193)	22% (248)	6% (64)	3% (33)	41% (469)	12% (141)	1149
Income: 50k-100k	20% (120)	25% (153)	4% (23)	2% (13)	42% (253)	7% (45)	606
Income: 100k+	26% (54)	30% (62)	7% (14)	2% (4)	27% (55)	9% (18)	206
Ethnicity: White	18% (285)	24% (381)	5% (79)	2% (29)	41% (662)	10% (160)	1597
Ethnicity: Hispanic	28% (50)	28% (49)	12% (20)	3% (6)	20% (36)	9% (15)	175
Ethnicity: Afr. Am.	20% (50)	22% (55)	5% (13)	6% (14)	33% (84)	14% (35)	252
Ethnicity: Other	27% (31)	24% (26)	8% (9)	5% (6)	27% (30)	8% (9)	112
Relig: Protestant	17% (90)	24% (126)	4% (22)	2% (10)	45% (242)	8% (45)	534
Relig: Roman Catholic	24% (95)	25% (100)	6% (22)	2% (7)	34% (133)	10% (38)	395
Relig: Ath./Agn./None	14% (67)	23% (110)	5% (22)	3% (13)	42% (200)	14% (69)	480
Relig: Something Else	22% (72)	23% (77)	7% (22)	3% (10)	36% (118)	10% (34)	333
Relig: Evangelical	21% (125)	25% (145)	5% (29)	3% (20)	37% (218)	8% (49)	587
Relig: Non-Evang. Catholics	18% (103)	23% (131)	5% (27)	1% (5)	43% (241)	9% (53)	560
Relig: All Christian	20% (228)	24% (276)	5% (56)	2% (26)	40% (459)	9% (101)	1146
Relig: All Non-Christian	17% (138)	23% (186)	5% (44)	3% (23)	39% (318)	13% (103)	813
Community: Urban	21% (111)	24% (124)	5% (28)	3% (16)	38% (200)	9% (48)	528
Community: Suburban	17% (155)	27% (241)	5% (48)	2% (21)	39% (350)	10% (89)	904
Community: Rural	19% (100)	19% (98)	5% (25)	2% (12)	43% (227)	13% (67)	529
Employ: Private Sector	22% (132)	30% (180)	5% (28)	2% (14)	34% (210)	7% (45)	609
Employ: Government	27% (36)	28% (38)	3% (5)	2% (3)	33% (45)	6% (9)	136
Employ: Self-Employed	23% (44)	24% (46)	10% (20)	2% (4)	34% (65)	7% (13)	190
Employ: Homemaker	14% (19)	18% (24)	7% (9)	1% (1)	49% (66)	11% (14)	134
Employ: Student	27% (19)	29% (20)	7% (5)	1% (1)	26% (18)	10% (7)	70
Employ: Retired	12% (57)	18% (86)	3% (15)	2% (8)	53% (251)	12% (59)	477
Employ: Unemployed	17% (30)	18% (31)	6% (10)	8% (14)	34% (59)	17% (29)	173
Employ: Other	17% (29)	21% (37)	5% (9)	3% (5)	37% (64)	16% (28)	172

Continued on next page

Table APP3_4: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?**It will have a more powerful processor*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	19% (366)	24% (463)	5% (101)	3% (50)	40% (777)	10% (204)	1961
Job Type: White-collar	19% (129)	28% (184)	6% (41)	3% (21)	38% (252)	6% (42)	669
Job Type: Blue-collar	19% (172)	23% (208)	5% (47)	2% (18)	43% (389)	9% (82)	916
Job Type: Don't Know	17% (65)	19% (71)	4% (14)	3% (11)	36% (136)	21% (80)	376
Military HH: Yes	20% (80)	24% (96)	3% (13)	4% (14)	40% (159)	9% (35)	398
Military HH: No	18% (286)	23% (367)	6% (87)	2% (35)	40% (618)	11% (169)	1563
RD/WT: Right Direction	24% (137)	25% (140)	7% (38)	4% (22)	30% (171)	10% (54)	562
RD/WT: Wrong Track	16% (229)	23% (323)	4% (62)	2% (28)	43% (606)	11% (150)	1399
Obama Job: Approve	20% (190)	25% (243)	6% (56)	4% (36)	36% (342)	9% (89)	956
Obama Job: Disapprove	18% (166)	22% (204)	5% (44)	1% (13)	44% (408)	10% (90)	924
#1 Issue: Economy	20% (137)	25% (171)	5% (32)	3% (18)	38% (258)	10% (69)	685
#1 Issue: Security	22% (93)	25% (109)	5% (20)	2% (8)	39% (170)	7% (32)	433
#1 Issue: Health Care	18% (40)	26% (57)	6% (13)	2% (5)	40% (90)	9% (19)	223
#1 Issue: Medicare / Social Security	12% (34)	16% (46)	4% (12)	2% (5)	49% (137)	16% (44)	278
#1 Issue: Women's Issues	16% (11)	23% (17)	6% (4)	7% (5)	31% (23)	17% (12)	73
#1 Issue: Education	23% (33)	23% (34)	9% (13)	4% (6)	30% (44)	11% (16)	146
#1 Issue: Energy	17% (10)	37% (21)	5% (3)	3% (2)	30% (17)	9% (5)	58
#1 Issue: Other	12% (8)	12% (8)	6% (4)	— (0)	59% (39)	11% (7)	66
2014 Vote: Democrat	18% (128)	24% (173)	5% (36)	3% (22)	40% (280)	10% (69)	707
2014 Vote: Republican	20% (120)	22% (129)	5% (30)	1% (9)	43% (253)	8% (49)	591
2014 Vote: Other	8% (6)	26% (18)	3% (2)	3% (2)	42% (29)	17% (12)	69
2014 Vote: Didn't Vote	19% (113)	24% (143)	6% (33)	3% (17)	36% (213)	12% (73)	591
2012 Vote: Barack Obama	19% (159)	24% (199)	6% (47)	4% (31)	39% (331)	9% (75)	843
2012 Vote: Mitt Romney	19% (115)	23% (136)	4% (23)	1% (6)	45% (269)	8% (47)	595
2012 Vote: Other	15% (13)	29% (25)	2% (2)	2% (1)	34% (30)	18% (16)	88
2012 Vote: Didn't Vote	18% (79)	24% (102)	7% (29)	2% (11)	33% (145)	15% (66)	432

Continued on next page

Table APP3_4: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have a more powerful processor

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	19% (366)	24% (463)	5% (101)	3% (50)	40% (777)	10% (204)	1961
4-Region: Northeast	19% (69)	24% (84)	6% (20)	4% (13)	38% (135)	10% (36)	358
4-Region: Midwest	17% (78)	22% (103)	5% (25)	1% (7)	44% (203)	10% (47)	463
4-Region: South	19% (138)	24% (172)	5% (36)	2% (16)	39% (284)	11% (82)	728
4-Region: West	20% (82)	25% (103)	5% (19)	3% (14)	38% (155)	10% (40)	412
2016 Vote: Clinton	20% (169)	24% (204)	5% (39)	3% (24)	38% (317)	10% (81)	835
2016 Vote: Trump	20% (156)	22% (177)	5% (43)	2% (16)	41% (320)	10% (77)	789
2016 Vote: Undecided	12% (41)	24% (82)	5% (18)	3% (10)	41% (140)	14% (46)	338
Has Smartphone	22% (332)	26% (403)	5% (77)	2% (34)	37% (574)	7% (114)	1534
Does not have Smartphone	6% (22)	15% (52)	6% (20)	4% (12)	56% (192)	13% (45)	342
Smartphone Type: An iPhone	34% (198)	35% (201)	5% (31)	1% (7)	20% (116)	4% (21)	574
Smartphone Type: An Android phone	13% (120)	21% (189)	5% (40)	2% (22)	49% (435)	10% (87)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3_5: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*
It will have an improved camera

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	19% (380)	22% (437)	4% (86)	3% (54)	41% (797)	11% (206)	1961
Gender: Male	20% (183)	23% (213)	6% (52)	4% (33)	37% (341)	10% (92)	914
Gender: Female	19% (197)	21% (225)	3% (34)	2% (21)	44% (456)	11% (115)	1047
Age: 18-29	28% (94)	28% (94)	5% (17)	4% (13)	22% (74)	12% (41)	332
Age: 30-44	24% (111)	25% (120)	8% (35)	3% (12)	33% (154)	8% (39)	471
Age: 45-54	21% (92)	18% (77)	3% (14)	3% (13)	46% (194)	9% (37)	427
Age: 55-64	12% (38)	24% (74)	3% (8)	3% (9)	48% (151)	10% (32)	313
Age: 65+	11% (46)	17% (73)	3% (11)	2% (8)	54% (224)	14% (57)	419
PID: Dem (no lean)	21% (160)	22% (168)	4% (30)	4% (27)	39% (292)	10% (75)	752
PID: Ind (no lean)	16% (98)	21% (133)	4% (23)	2% (14)	45% (279)	12% (76)	622
PID: Rep (no lean)	21% (123)	23% (136)	6% (34)	2% (14)	38% (226)	9% (55)	587
PID/Gender: Dem Men	23% (81)	25% (87)	6% (22)	5% (17)	31% (106)	10% (33)	346
PID/Gender: Dem Women	19% (79)	20% (81)	2% (7)	3% (10)	46% (186)	10% (42)	407
PID/Gender: Ind Men	15% (44)	20% (58)	4% (13)	3% (10)	45% (135)	12% (37)	297
PID/Gender: Ind Women	16% (53)	23% (75)	3% (10)	1% (3)	44% (144)	12% (39)	325
PID/Gender: Rep Men	22% (58)	25% (67)	6% (18)	2% (6)	37% (101)	8% (21)	272
PID/Gender: Rep Women	20% (64)	22% (68)	5% (16)	2% (8)	40% (125)	11% (34)	315
Tea Party: Supporter	28% (143)	22% (116)	5% (27)	4% (20)	34% (179)	7% (35)	520
Tea Party: Not Supporter	17% (235)	22% (317)	4% (59)	2% (33)	43% (613)	12% (167)	1424
Ideo: Liberal (1-3)	24% (148)	27% (166)	6% (35)	2% (13)	36% (221)	6% (38)	622
Ideo: Moderate (4)	14% (60)	21% (91)	4% (17)	4% (15)	47% (200)	9% (40)	424
Ideo: Conservative (5-7)	19% (133)	22% (152)	5% (31)	3% (21)	42% (286)	9% (64)	687
Educ: < College	20% (252)	20% (258)	4% (58)	2% (30)	41% (534)	12% (157)	1289
Educ: Bachelors degree	19% (82)	25% (107)	4% (17)	4% (16)	41% (178)	8% (35)	436
Educ: Post-grad	19% (46)	30% (72)	5% (12)	3% (8)	36% (85)	6% (14)	237

Continued on next page

Table APP3_5: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have an improved camera

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	19% (380)	22% (437)	4% (86)	3% (54)	41% (797)	11% (206)	1961
Income: Under 50k	18% (210)	20% (233)	5% (55)	3% (34)	42% (477)	12% (140)	1149
Income: 50k-100k	21% (129)	23% (140)	3% (21)	3% (15)	41% (250)	8% (50)	606
Income: 100k+	20% (41)	31% (65)	5% (10)	2% (5)	34% (70)	8% (16)	206
Ethnicity: White	18% (289)	23% (371)	4% (62)	2% (35)	43% (679)	10% (162)	1597
Ethnicity: Hispanic	30% (53)	27% (47)	8% (14)	4% (7)	22% (38)	9% (15)	175
Ethnicity: Afr. Am.	22% (56)	17% (44)	6% (15)	6% (14)	34% (87)	14% (36)	252
Ethnicity: Other	31% (35)	20% (23)	8% (9)	5% (6)	28% (31)	7% (8)	112
Relig: Protestant	19% (100)	20% (105)	4% (22)	2% (10)	47% (251)	9% (46)	534
Relig: Roman Catholic	22% (87)	26% (104)	5% (20)	2% (8)	35% (137)	10% (39)	395
Relig: Ath./Agn./None	14% (68)	24% (115)	3% (16)	3% (13)	42% (202)	14% (67)	480
Relig: Something Else	22% (75)	21% (68)	4% (15)	4% (14)	38% (125)	11% (36)	333
Relig: Evangelical	23% (134)	22% (131)	6% (32)	3% (20)	38% (221)	8% (48)	587
Relig: Non-Evang. Catholics	18% (103)	22% (123)	4% (22)	1% (7)	44% (249)	10% (56)	560
Relig: All Christian	21% (237)	22% (254)	5% (54)	2% (27)	41% (469)	9% (104)	1146
Relig: All Non-Christian	18% (143)	23% (183)	4% (30)	3% (27)	40% (328)	13% (102)	813
Community: Urban	21% (111)	23% (122)	4% (22)	4% (21)	38% (201)	10% (51)	528
Community: Suburban	19% (170)	25% (223)	5% (42)	3% (23)	40% (358)	10% (88)	904
Community: Rural	19% (99)	18% (93)	4% (22)	2% (10)	45% (239)	13% (67)	529
Employ: Private Sector	22% (132)	28% (169)	4% (25)	3% (16)	36% (219)	8% (48)	609
Employ: Government	26% (35)	22% (30)	4% (5)	5% (7)	35% (48)	8% (11)	136
Employ: Self-Employed	25% (48)	22% (43)	8% (15)	2% (4)	35% (67)	7% (14)	190
Employ: Homemaker	18% (24)	17% (23)	5% (7)	1% (2)	48% (64)	10% (14)	134
Employ: Student	30% (21)	27% (19)	3% (2)	3% (2)	25% (17)	11% (7)	70
Employ: Retired	12% (59)	18% (84)	2% (11)	2% (9)	54% (258)	12% (57)	477
Employ: Unemployed	11% (20)	23% (39)	7% (12)	8% (14)	34% (58)	17% (29)	173
Employ: Other	23% (40)	18% (30)	5% (8)	— (1)	38% (66)	16% (27)	172

Continued on next page

Table APP3_5: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?**It will have an improved camera*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	19% (380)	22% (437)	4% (86)	3% (54)	41% (797)	11% (206)	1961
Job Type: White-collar	20% (133)	25% (170)	6% (38)	3% (20)	40% (266)	6% (43)	669
Job Type: Blue-collar	19% (171)	22% (205)	4% (38)	3% (24)	43% (391)	9% (87)	916
Job Type: Don't Know	20% (76)	17% (63)	3% (10)	3% (10)	37% (141)	20% (76)	376
Military HH: Yes	20% (79)	23% (90)	5% (18)	4% (15)	41% (164)	8% (32)	398
Military HH: No	19% (301)	22% (348)	4% (68)	3% (40)	41% (634)	11% (174)	1563
RD/WT: Right Direction	24% (134)	27% (150)	5% (29)	4% (23)	30% (171)	10% (55)	562
RD/WT: Wrong Track	18% (246)	21% (288)	4% (57)	2% (32)	45% (626)	11% (151)	1399
Obama Job: Approve	20% (194)	25% (239)	5% (47)	3% (33)	37% (351)	10% (92)	956
Obama Job: Disapprove	19% (176)	20% (182)	4% (38)	2% (21)	45% (418)	10% (90)	924
#1 Issue: Economy	20% (138)	23% (157)	4% (26)	3% (17)	41% (278)	10% (67)	685
#1 Issue: Security	23% (97)	23% (101)	4% (19)	2% (11)	39% (170)	8% (35)	433
#1 Issue: Health Care	20% (45)	22% (50)	6% (12)	4% (8)	39% (88)	9% (20)	223
#1 Issue: Medicare / Social Security	14% (39)	16% (46)	4% (11)	1% (3)	49% (136)	16% (44)	278
#1 Issue: Women's Issues	16% (11)	23% (17)	7% (5)	5% (4)	33% (24)	16% (12)	73
#1 Issue: Education	20% (30)	27% (40)	5% (7)	7% (10)	30% (44)	10% (15)	146
#1 Issue: Energy	22% (13)	31% (18)	5% (3)	3% (2)	29% (17)	10% (6)	58
#1 Issue: Other	9% (6)	14% (9)	3% (2)	— (0)	61% (40)	12% (8)	66
2014 Vote: Democrat	18% (128)	24% (167)	4% (31)	3% (22)	41% (291)	10% (69)	707
2014 Vote: Republican	20% (116)	21% (123)	5% (27)	2% (12)	44% (260)	9% (53)	591
2014 Vote: Other	12% (8)	25% (18)	2% (1)	1% (1)	42% (29)	17% (12)	69
2014 Vote: Didn't Vote	22% (128)	22% (130)	5% (27)	3% (20)	36% (215)	12% (71)	591
2012 Vote: Barack Obama	19% (159)	24% (200)	5% (42)	3% (25)	41% (343)	9% (74)	843
2012 Vote: Mitt Romney	19% (114)	21% (125)	3% (20)	3% (15)	45% (270)	9% (51)	595
2012 Vote: Other	15% (13)	25% (22)	1% (1)	2% (1)	41% (36)	17% (14)	88
2012 Vote: Didn't Vote	22% (94)	21% (91)	5% (23)	3% (12)	34% (145)	15% (67)	432

Continued on next page

Table APP3_5: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have an improved camera

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	19% (380)	22% (437)	4% (86)	3% (54)	41% (797)	11% (206)	1961
4-Region: Northeast	20% (72)	24% (85)	5% (18)	3% (11)	39% (139)	10% (35)	358
4-Region: Midwest	17% (78)	24% (109)	3% (12)	2% (8)	44% (204)	11% (52)	463
4-Region: South	19% (142)	20% (149)	5% (35)	3% (20)	41% (301)	11% (81)	728
4-Region: West	21% (88)	23% (94)	5% (22)	4% (15)	37% (154)	9% (39)	412
2016 Vote: Clinton	19% (163)	24% (204)	5% (40)	3% (25)	38% (319)	10% (85)	835
2016 Vote: Trump	22% (174)	20% (158)	4% (33)	2% (17)	42% (330)	10% (77)	789
2016 Vote: Undecided	13% (44)	22% (76)	4% (14)	4% (13)	44% (148)	13% (44)	338
Has Smartphone	22% (344)	24% (372)	4% (64)	3% (42)	39% (594)	8% (118)	1534
Does not have Smartphone	7% (24)	16% (55)	5% (18)	3% (10)	55% (190)	13% (45)	342
Smartphone Type: An iPhone	35% (200)	32% (186)	4% (25)	2% (11)	22% (127)	5% (26)	574
Smartphone Type: An Android phone	15% (133)	19% (169)	4% (35)	3% (27)	50% (444)	9% (85)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3_6: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?
It will have new phone colors available*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	12% (229)	16% (312)	6% (113)	3% (56)	53% (1034)	11% (216)	1961
Gender: Male	13% (115)	16% (145)	6% (59)	3% (28)	51% (468)	11% (100)	914
Gender: Female	11% (114)	16% (167)	5% (55)	3% (28)	54% (567)	11% (117)	1047
Age: 18-29	22% (73)	22% (74)	9% (29)	3% (11)	31% (104)	12% (41)	332
Age: 30-44	16% (75)	23% (107)	8% (39)	3% (13)	42% (199)	8% (39)	471
Age: 45-54	11% (46)	13% (57)	6% (24)	4% (15)	58% (248)	8% (36)	427
Age: 55-64	5% (17)	14% (45)	4% (11)	2% (6)	62% (193)	13% (40)	313
Age: 65+	4% (18)	7% (29)	3% (11)	2% (10)	69% (290)	14% (60)	419
PID: Dem (no lean)	13% (97)	17% (129)	6% (48)	4% (28)	48% (364)	11% (86)	752
PID: Ind (no lean)	9% (58)	15% (96)	5% (33)	2% (12)	57% (352)	12% (72)	622
PID: Rep (no lean)	13% (74)	15% (87)	6% (33)	3% (15)	54% (319)	10% (58)	587
PID/Gender: Dem Men	15% (53)	18% (64)	7% (26)	4% (15)	43% (148)	12% (41)	346
PID/Gender: Dem Women	11% (44)	16% (65)	6% (23)	3% (14)	53% (216)	11% (45)	407
PID/Gender: Ind Men	8% (24)	13% (40)	5% (15)	2% (6)	60% (177)	12% (34)	297
PID/Gender: Ind Women	10% (33)	17% (56)	5% (17)	2% (6)	54% (174)	12% (38)	325
PID/Gender: Rep Men	14% (37)	15% (41)	7% (18)	3% (7)	53% (143)	9% (25)	272
PID/Gender: Rep Women	12% (37)	15% (46)	5% (14)	2% (8)	56% (176)	11% (34)	315
Tea Party: Supporter	19% (98)	19% (100)	6% (32)	3% (17)	46% (237)	7% (36)	520
Tea Party: Not Supporter	9% (130)	15% (210)	6% (79)	3% (39)	56% (791)	12% (175)	1424
Ideo: Liberal (1-3)	17% (105)	19% (116)	9% (53)	3% (17)	47% (289)	7% (42)	622
Ideo: Moderate (4)	8% (32)	13% (57)	6% (26)	4% (15)	59% (252)	10% (42)	424
Ideo: Conservative (5-7)	10% (69)	17% (115)	4% (28)	3% (22)	56% (385)	10% (67)	687
Educ: < College	12% (157)	15% (193)	5% (67)	2% (31)	52% (674)	13% (166)	1289
Educ: Bachelors degree	9% (39)	18% (78)	7% (31)	4% (16)	55% (239)	8% (33)	436
Educ: Post-grad	14% (33)	17% (41)	6% (15)	3% (8)	52% (122)	7% (17)	237

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Table APP3_6: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have new phone colors available

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	12% (229)	16% (312)	6% (113)	3% (56)	53% (1034)	11% (216)	1961
Income: Under 50k	12% (135)	16% (179)	6% (72)	3% (33)	51% (582)	13% (148)	1149
Income: 50k-100k	11% (69)	17% (101)	5% (28)	2% (14)	57% (344)	8% (50)	606
Income: 100k+	12% (26)	15% (32)	7% (14)	4% (8)	53% (109)	9% (18)	206
Ethnicity: White	10% (160)	16% (248)	5% (85)	3% (41)	56% (895)	10% (167)	1597
Ethnicity: Hispanic	20% (35)	28% (50)	11% (20)	4% (7)	27% (48)	9% (15)	175
Ethnicity: Afr. Am.	18% (46)	17% (43)	7% (18)	4% (9)	39% (98)	15% (38)	252
Ethnicity: Other	20% (23)	19% (21)	9% (10)	5% (5)	37% (42)	9% (10)	112
Relig: Protestant	10% (51)	13% (69)	5% (28)	2% (11)	61% (324)	10% (51)	534
Relig: Roman Catholic	14% (56)	20% (77)	7% (26)	2% (10)	47% (186)	10% (40)	395
Relig: Ath./Agn./None	10% (48)	14% (69)	6% (28)	3% (15)	52% (251)	14% (69)	480
Relig: Something Else	14% (48)	17% (58)	6% (20)	4% (12)	48% (158)	11% (36)	333
Relig: Evangelical	14% (83)	17% (102)	6% (33)	3% (17)	51% (299)	9% (52)	587
Relig: Non-Evang. Catholics	9% (50)	15% (84)	6% (31)	2% (11)	58% (325)	11% (59)	560
Relig: All Christian	12% (133)	16% (186)	6% (64)	2% (28)	54% (624)	10% (111)	1146
Relig: All Non-Christian	12% (96)	16% (126)	6% (49)	3% (27)	50% (409)	13% (105)	813
Community: Urban	16% (83)	20% (107)	4% (23)	3% (18)	45% (239)	11% (57)	528
Community: Suburban	10% (93)	15% (134)	6% (53)	3% (28)	56% (504)	10% (91)	904
Community: Rural	10% (53)	13% (70)	7% (37)	2% (9)	55% (291)	13% (68)	529
Employ: Private Sector	12% (75)	19% (115)	5% (32)	3% (18)	52% (315)	9% (53)	609
Employ: Government	20% (27)	17% (23)	9% (12)	2% (3)	43% (58)	8% (11)	136
Employ: Self-Employed	15% (28)	25% (47)	8% (14)	1% (2)	45% (86)	7% (13)	190
Employ: Homemaker	13% (17)	12% (16)	8% (10)	3% (4)	55% (73)	10% (14)	134
Employ: Student	19% (13)	20% (14)	11% (7)	4% (3)	36% (25)	10% (7)	70
Employ: Retired	5% (26)	10% (46)	3% (15)	2% (9)	67% (320)	13% (61)	477
Employ: Unemployed	11% (20)	12% (20)	10% (18)	7% (12)	41% (72)	18% (31)	173
Employ: Other	13% (22)	17% (30)	2% (4)	2% (4)	50% (86)	16% (27)	172

Continued on next page

Table APP3_6: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?**It will have new phone colors available*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	12% (229)	16% (312)	6% (113)	3% (56)	53% (1034)	11% (216)	1961
Job Type: White-collar	12% (81)	15% (103)	6% (41)	3% (22)	56% (376)	7% (47)	669
Job Type: Blue-collar	10% (94)	16% (148)	6% (57)	3% (26)	54% (496)	10% (95)	916
Job Type: Don't Know	15% (55)	16% (61)	4% (16)	2% (7)	43% (162)	20% (74)	376
Military HH: Yes	11% (45)	17% (67)	5% (22)	2% (9)	54% (215)	10% (40)	398
Military HH: No	12% (185)	16% (245)	6% (92)	3% (46)	52% (819)	11% (176)	1563
RD/WT: Right Direction	19% (107)	20% (112)	7% (41)	4% (21)	41% (228)	10% (54)	562
RD/WT: Wrong Track	9% (122)	14% (200)	5% (72)	2% (35)	58% (807)	12% (163)	1399
Obama Job: Approve	15% (140)	18% (175)	6% (62)	4% (34)	47% (450)	10% (97)	956
Obama Job: Disapprove	9% (81)	14% (128)	5% (50)	2% (22)	59% (549)	10% (94)	924
#1 Issue: Economy	10% (70)	18% (124)	6% (40)	3% (19)	53% (365)	10% (67)	685
#1 Issue: Security	14% (61)	15% (66)	6% (24)	2% (10)	54% (233)	9% (39)	433
#1 Issue: Health Care	11% (25)	16% (35)	7% (15)	3% (8)	53% (118)	10% (22)	223
#1 Issue: Medicare / Social Security	9% (26)	12% (34)	3% (7)	2% (5)	58% (162)	16% (45)	278
#1 Issue: Women's Issues	12% (9)	17% (12)	9% (7)	8% (6)	35% (26)	19% (13)	73
#1 Issue: Education	16% (23)	21% (30)	11% (16)	4% (6)	37% (54)	11% (16)	146
#1 Issue: Energy	18% (11)	12% (7)	5% (3)	3% (2)	51% (29)	11% (7)	58
#1 Issue: Other	8% (5)	5% (3)	2% (2)	— (0)	74% (48)	11% (7)	66
2014 Vote: Democrat	12% (83)	17% (119)	6% (42)	3% (24)	51% (361)	11% (78)	707
2014 Vote: Republican	10% (58)	15% (89)	6% (33)	2% (15)	58% (343)	9% (54)	591
2014 Vote: Other	4% (3)	19% (13)	1% (1)	1% (1)	57% (39)	18% (13)	69
2014 Vote: Didn't Vote	15% (86)	15% (91)	6% (38)	3% (16)	49% (290)	12% (71)	591
2012 Vote: Barack Obama	12% (105)	17% (140)	6% (49)	4% (30)	52% (436)	10% (83)	843
2012 Vote: Mitt Romney	8% (49)	16% (96)	4% (25)	3% (15)	60% (358)	9% (51)	595
2012 Vote: Other	8% (7)	14% (12)	3% (2)	2% (2)	56% (49)	17% (14)	88
2012 Vote: Didn't Vote	16% (68)	15% (64)	8% (36)	2% (8)	43% (188)	16% (68)	432

Continued on next page

Table APP3_6: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will have new phone colors available

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	12% (229)	16% (312)	6% (113)	3% (56)	53% (1034)	11% (216)	1961
4-Region: Northeast	12% (44)	19% (69)	8% (27)	2% (7)	48% (171)	11% (40)	358
4-Region: Midwest	10% (44)	15% (69)	3% (15)	4% (17)	57% (264)	12% (54)	463
4-Region: South	13% (92)	13% (98)	6% (45)	2% (18)	54% (393)	11% (83)	728
4-Region: West	12% (49)	19% (77)	6% (26)	3% (13)	50% (207)	10% (40)	412
2016 Vote: Clinton	14% (117)	17% (144)	7% (56)	3% (24)	49% (409)	10% (85)	835
2016 Vote: Trump	11% (88)	16% (124)	5% (36)	3% (21)	56% (439)	10% (81)	789
2016 Vote: Undecided	7% (25)	13% (45)	6% (21)	3% (11)	55% (186)	15% (50)	338
Has Smartphone	14% (209)	18% (270)	6% (88)	3% (44)	52% (800)	8% (124)	1534
Does not have Smartphone	4% (13)	10% (34)	6% (21)	3% (11)	63% (216)	14% (47)	342
Smartphone Type: An iPhone	21% (118)	22% (126)	8% (46)	2% (10)	43% (246)	5% (27)	574
Smartphone Type: An Android phone	9% (85)	14% (128)	4% (38)	3% (28)	59% (524)	10% (90)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3_7: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?
It will include more storage*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	21% (418)	23% (452)	4% (81)	2% (47)	39% (767)	10% (197)	1961
Gender: Male	21% (191)	27% (244)	5% (43)	2% (22)	36% (327)	10% (87)	914
Gender: Female	22% (227)	20% (208)	4% (38)	2% (24)	42% (439)	10% (110)	1047
Age: 18-29	31% (104)	27% (90)	6% (21)	2% (5)	22% (75)	11% (37)	332
Age: 30-44	27% (129)	25% (118)	5% (26)	3% (13)	31% (145)	8% (39)	471
Age: 45-54	20% (87)	21% (90)	3% (14)	3% (13)	44% (190)	8% (34)	427
Age: 55-64	15% (48)	24% (74)	2% (7)	2% (7)	46% (143)	11% (34)	313
Age: 65+	12% (50)	19% (80)	3% (13)	2% (9)	51% (214)	13% (53)	419
PID: Dem (no lean)	23% (174)	23% (173)	4% (32)	3% (21)	37% (277)	10% (75)	752
PID: Ind (no lean)	17% (109)	22% (135)	3% (21)	2% (10)	44% (272)	12% (75)	622
PID: Rep (no lean)	23% (135)	25% (144)	5% (27)	3% (15)	37% (218)	8% (47)	587
PID/Gender: Dem Men	25% (86)	26% (91)	5% (17)	3% (11)	30% (104)	10% (36)	346
PID/Gender: Dem Women	22% (88)	20% (81)	4% (15)	2% (10)	42% (172)	10% (39)	407
PID/Gender: Ind Men	15% (45)	25% (73)	3% (9)	2% (6)	44% (130)	11% (34)	297
PID/Gender: Ind Women	20% (64)	19% (62)	4% (12)	1% (4)	44% (142)	13% (41)	325
PID/Gender: Rep Men	22% (60)	29% (80)	6% (17)	2% (5)	34% (93)	7% (18)	272
PID/Gender: Rep Women	24% (75)	20% (64)	3% (11)	3% (10)	40% (125)	9% (29)	315
Tea Party: Supporter	27% (143)	27% (140)	4% (22)	2% (12)	33% (172)	6% (31)	520
Tea Party: Not Supporter	19% (272)	22% (311)	4% (57)	2% (34)	41% (590)	11% (161)	1424
Ideo: Liberal (1-3)	26% (164)	26% (163)	5% (34)	2% (13)	34% (213)	6% (35)	622
Ideo: Moderate (4)	19% (80)	21% (88)	5% (20)	4% (16)	44% (187)	8% (34)	424
Ideo: Conservative (5-7)	19% (132)	25% (173)	3% (21)	2% (16)	41% (281)	9% (64)	687
Educ: < College	21% (270)	20% (256)	5% (63)	2% (26)	40% (521)	12% (152)	1289
Educ: Bachelors degree	21% (93)	28% (124)	2% (10)	3% (13)	38% (164)	7% (32)	436
Educ: Post-grad	23% (55)	30% (72)	3% (8)	4% (8)	34% (81)	5% (12)	237

Continued on next page

Table APP3_7: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will include more storage

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	21% (418)	23% (452)	4% (81)	2% (47)	39% (767)	10% (197)	1961
Income: Under 50k	20% (227)	21% (242)	5% (57)	2% (28)	40% (457)	12% (136)	1149
Income: 50k-100k	23% (140)	24% (148)	3% (16)	2% (12)	40% (245)	7% (45)	606
Income: 100k+	25% (51)	30% (62)	4% (7)	3% (6)	31% (64)	8% (16)	206
Ethnicity: White	20% (327)	24% (383)	4% (57)	2% (32)	40% (646)	9% (152)	1597
Ethnicity: Hispanic	36% (64)	23% (40)	7% (12)	2% (4)	24% (42)	7% (13)	175
Ethnicity: Afr. Am.	23% (57)	19% (48)	6% (16)	4% (11)	33% (84)	14% (36)	252
Ethnicity: Other	30% (34)	19% (21)	7% (8)	3% (4)	32% (36)	8% (9)	112
Relig: Protestant	19% (102)	22% (120)	3% (18)	2% (9)	45% (241)	8% (45)	534
Relig: Roman Catholic	23% (89)	30% (117)	4% (14)	2% (8)	34% (134)	8% (34)	395
Relig: Ath./Agn./None	17% (83)	21% (102)	4% (20)	2% (12)	41% (199)	13% (64)	480
Relig: Something Else	25% (85)	21% (70)	6% (20)	3% (11)	34% (113)	10% (34)	333
Relig: Evangelical	24% (138)	24% (144)	4% (25)	3% (18)	36% (214)	8% (48)	587
Relig: Non-Evang. Catholics	20% (112)	24% (136)	3% (15)	1% (6)	43% (239)	9% (51)	560
Relig: All Christian	22% (250)	24% (280)	4% (40)	2% (24)	40% (453)	9% (99)	1146
Relig: All Non-Christian	21% (168)	21% (172)	5% (40)	3% (23)	38% (312)	12% (98)	813
Community: Urban	22% (118)	24% (127)	5% (24)	2% (13)	37% (195)	10% (50)	528
Community: Suburban	21% (186)	26% (233)	4% (35)	3% (23)	38% (344)	9% (83)	904
Community: Rural	22% (114)	17% (92)	4% (21)	2% (10)	43% (227)	12% (64)	529
Employ: Private Sector	24% (147)	28% (172)	3% (20)	2% (14)	34% (209)	8% (46)	609
Employ: Government	29% (39)	25% (34)	6% (8)	2% (2)	33% (45)	6% (8)	136
Employ: Self-Employed	26% (50)	27% (52)	8% (15)	1% (2)	33% (62)	5% (10)	190
Employ: Homemaker	20% (26)	17% (23)	7% (10)	3% (4)	44% (59)	9% (12)	134
Employ: Student	36% (26)	19% (13)	5% (4)	1% (1)	27% (19)	11% (8)	70
Employ: Retired	12% (60)	19% (93)	3% (13)	2% (7)	52% (248)	12% (57)	477
Employ: Unemployed	18% (31)	17% (30)	5% (9)	9% (16)	34% (58)	17% (29)	173
Employ: Other	23% (40)	20% (35)	2% (4)	1% (1)	38% (65)	16% (27)	172

Continued on next page

Table APP3_7: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?**It will include more storage*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	21% (418)	23% (452)	4% (81)	2% (47)	39% (767)	10% (197)	1961
Job Type: White-collar	23% (152)	27% (178)	4% (27)	3% (19)	38% (254)	6% (38)	669
Job Type: Blue-collar	21% (190)	23% (209)	4% (39)	2% (19)	41% (375)	9% (84)	916
Job Type: Don't Know	20% (75)	17% (66)	4% (14)	2% (9)	37% (138)	20% (74)	376
Military HH: Yes	22% (88)	25% (98)	2% (9)	2% (9)	41% (161)	8% (32)	398
Military HH: No	21% (330)	23% (354)	5% (71)	2% (38)	39% (605)	11% (165)	1563
RD/WT: Right Direction	26% (148)	26% (144)	6% (31)	3% (15)	31% (173)	9% (51)	562
RD/WT: Wrong Track	19% (270)	22% (308)	4% (50)	2% (31)	42% (593)	10% (146)	1399
Obama Job: Approve	23% (220)	25% (234)	4% (42)	3% (30)	36% (343)	9% (87)	956
Obama Job: Disapprove	20% (186)	22% (204)	4% (37)	2% (17)	43% (394)	9% (85)	924
#1 Issue: Economy	21% (141)	26% (177)	3% (24)	2% (15)	38% (261)	10% (66)	685
#1 Issue: Security	26% (113)	22% (95)	4% (19)	3% (11)	37% (160)	8% (35)	433
#1 Issue: Health Care	22% (50)	23% (52)	6% (12)	3% (6)	38% (84)	8% (18)	223
#1 Issue: Medicare / Social Security	15% (41)	17% (47)	4% (10)	1% (3)	49% (137)	14% (40)	278
#1 Issue: Women's Issues	19% (14)	21% (15)	6% (4)	7% (5)	33% (24)	14% (11)	73
#1 Issue: Education	25% (36)	26% (39)	4% (5)	4% (5)	31% (46)	10% (15)	146
#1 Issue: Energy	26% (15)	30% (17)	4% (2)	1% (1)	30% (18)	9% (5)	58
#1 Issue: Other	12% (8)	14% (9)	6% (4)	— (0)	58% (38)	11% (7)	66
2014 Vote: Democrat	21% (151)	23% (162)	4% (28)	3% (22)	39% (274)	10% (69)	707
2014 Vote: Republican	20% (120)	24% (143)	4% (24)	2% (12)	42% (246)	8% (45)	591
2014 Vote: Other	10% (7)	27% (19)	— (0)	1% (1)	44% (31)	17% (12)	69
2014 Vote: Didn't Vote	24% (140)	22% (128)	5% (29)	2% (12)	36% (214)	12% (69)	591
2012 Vote: Barack Obama	21% (176)	23% (195)	5% (38)	3% (26)	40% (334)	9% (73)	843
2012 Vote: Mitt Romney	20% (119)	26% (152)	2% (15)	2% (11)	43% (255)	7% (44)	595
2012 Vote: Other	17% (15)	27% (24)	3% (3)	2% (1)	33% (29)	18% (15)	88
2012 Vote: Didn't Vote	25% (109)	19% (81)	6% (25)	2% (8)	34% (146)	15% (64)	432

Continued on next page

Table APP3_7: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will include more storage

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	21% (418)	23% (452)	4% (81)	2% (47)	39% (767)	10% (197)	1961
4-Region: Northeast	20% (73)	27% (96)	5% (16)	2% (9)	36% (128)	10% (36)	358
4-Region: Midwest	20% (93)	23% (106)	3% (13)	2% (10)	42% (193)	10% (47)	463
4-Region: South	23% (165)	21% (155)	4% (28)	3% (20)	39% (284)	11% (77)	728
4-Region: West	21% (87)	23% (95)	6% (23)	2% (9)	39% (161)	9% (37)	412
2016 Vote: Clinton	23% (191)	24% (198)	4% (37)	2% (20)	37% (309)	9% (79)	835
2016 Vote: Trump	22% (177)	22% (175)	3% (24)	2% (17)	41% (324)	9% (72)	789
2016 Vote: Undecided	15% (50)	23% (79)	6% (19)	3% (9)	40% (134)	14% (46)	338
Has Smartphone	25% (382)	25% (383)	4% (56)	2% (35)	37% (567)	7% (110)	1534
Does not have Smartphone	7% (24)	18% (60)	5% (18)	3% (11)	54% (183)	13% (45)	342
Smartphone Type: An iPhone	40% (228)	31% (180)	4% (20)	1% (6)	21% (121)	3% (18)	574
Smartphone Type: An Android phone	16% (147)	20% (180)	4% (32)	3% (24)	48% (425)	10% (86)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3_8: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*
It will be waterproof

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	26% (515)	21% (418)	4% (76)	3% (50)	36% (715)	10% (188)	1961
Gender: Male	26% (238)	23% (210)	5% (49)	3% (26)	34% (309)	9% (83)	914
Gender: Female	26% (277)	20% (208)	3% (27)	2% (24)	39% (406)	10% (105)	1047
Age: 18-29	36% (119)	24% (79)	5% (16)	3% (10)	22% (72)	11% (36)	332
Age: 30-44	32% (152)	23% (109)	6% (30)	3% (12)	28% (132)	7% (35)	471
Age: 45-54	31% (131)	16% (68)	3% (11)	3% (13)	40% (169)	8% (35)	427
Age: 55-64	18% (56)	24% (75)	3% (9)	3% (8)	42% (132)	11% (33)	313
Age: 65+	14% (57)	21% (87)	2% (9)	2% (7)	50% (210)	12% (49)	419
PID: Dem (no lean)	27% (203)	22% (164)	5% (35)	3% (24)	34% (255)	10% (72)	752
PID: Ind (no lean)	24% (146)	20% (126)	3% (18)	2% (10)	41% (254)	11% (68)	622
PID: Rep (no lean)	28% (165)	22% (128)	4% (23)	3% (17)	35% (206)	8% (48)	587
PID/Gender: Dem Men	27% (94)	25% (86)	7% (24)	4% (13)	28% (96)	10% (33)	346
PID/Gender: Dem Women	27% (110)	19% (78)	3% (11)	3% (11)	39% (158)	9% (39)	407
PID/Gender: Ind Men	23% (68)	21% (61)	3% (10)	2% (6)	41% (121)	10% (31)	297
PID/Gender: Ind Women	24% (78)	20% (65)	2% (8)	1% (4)	41% (133)	11% (37)	325
PID/Gender: Rep Men	28% (76)	23% (63)	6% (15)	3% (7)	34% (91)	7% (19)	272
PID/Gender: Rep Women	28% (89)	21% (65)	2% (8)	3% (10)	36% (115)	9% (29)	315
Tea Party: Supporter	33% (173)	22% (114)	5% (26)	2% (13)	32% (167)	5% (26)	520
Tea Party: Not Supporter	24% (339)	21% (300)	3% (48)	3% (37)	38% (542)	11% (157)	1424
Ideo: Liberal (1-3)	33% (205)	24% (147)	5% (30)	3% (17)	31% (191)	5% (32)	622
Ideo: Moderate (4)	21% (90)	21% (91)	3% (13)	3% (13)	42% (180)	9% (37)	424
Ideo: Conservative (5-7)	25% (172)	21% (147)	4% (27)	3% (18)	39% (265)	8% (58)	687
Educ: < College	25% (328)	19% (245)	4% (51)	2% (28)	38% (490)	11% (146)	1289
Educ: Bachelors degree	28% (121)	24% (105)	3% (14)	4% (17)	34% (150)	7% (29)	436
Educ: Post-grad	28% (66)	29% (68)	5% (11)	2% (6)	31% (74)	5% (12)	237

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Table APP3_8: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will be waterproof

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	26% (515)	21% (418)	4% (76)	3% (50)	36% (715)	10% (188)	1961
Income: Under 50k	23% (270)	21% (236)	4% (48)	3% (32)	38% (431)	11% (132)	1149
Income: 50k-100k	28% (169)	22% (131)	3% (20)	2% (13)	38% (232)	7% (40)	606
Income: 100k+	37% (76)	25% (51)	3% (7)	3% (5)	25% (51)	8% (16)	206
Ethnicity: White	26% (419)	21% (343)	3% (55)	2% (33)	38% (602)	9% (146)	1597
Ethnicity: Hispanic	38% (67)	25% (44)	8% (13)	3% (5)	20% (34)	7% (12)	175
Ethnicity: Afr. Am.	24% (60)	20% (50)	6% (15)	5% (13)	32% (80)	13% (34)	252
Ethnicity: Other	32% (36)	23% (25)	5% (6)	4% (4)	29% (33)	7% (8)	112
Relig: Protestant	26% (139)	20% (106)	3% (14)	2% (12)	42% (222)	8% (42)	534
Relig: Roman Catholic	29% (114)	24% (96)	4% (14)	1% (6)	33% (130)	9% (35)	395
Relig: Ath./Agn./None	19% (93)	23% (110)	4% (17)	3% (12)	38% (182)	14% (66)	480
Relig: Something Else	32% (105)	19% (62)	6% (20)	3% (9)	33% (109)	8% (28)	333
Relig: Evangelical	29% (169)	23% (132)	4% (24)	4% (21)	34% (198)	7% (43)	587
Relig: Non-Evang. Catholics	26% (148)	20% (113)	3% (14)	1% (8)	40% (225)	9% (51)	560
Relig: All Christian	28% (316)	21% (246)	3% (38)	3% (29)	37% (423)	8% (94)	1146
Relig: All Non-Christian	24% (198)	21% (172)	5% (37)	3% (21)	36% (291)	12% (94)	813
Community: Urban	28% (147)	22% (117)	5% (24)	3% (17)	34% (177)	9% (46)	528
Community: Suburban	26% (236)	24% (213)	3% (29)	3% (26)	36% (323)	9% (77)	904
Community: Rural	25% (132)	17% (89)	4% (22)	1% (7)	41% (215)	12% (65)	529
Employ: Private Sector	31% (189)	26% (160)	4% (25)	2% (11)	30% (182)	7% (42)	609
Employ: Government	34% (47)	21% (29)	4% (5)	2% (3)	32% (43)	7% (9)	136
Employ: Self-Employed	35% (66)	19% (36)	6% (11)	4% (7)	32% (60)	5% (10)	190
Employ: Homemaker	25% (34)	14% (19)	6% (8)	2% (3)	43% (57)	10% (14)	134
Employ: Student	37% (26)	20% (14)	2% (2)	2% (1)	28% (20)	11% (7)	70
Employ: Retired	16% (75)	19% (93)	2% (9)	2% (11)	50% (237)	11% (53)	477
Employ: Unemployed	19% (33)	20% (34)	7% (12)	8% (14)	31% (54)	15% (26)	173
Employ: Other	26% (45)	19% (33)	3% (4)	1% (2)	36% (61)	16% (27)	172

Continued on next page

Table APP3_8: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?**It will be waterproof*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	26% (515)	21% (418)	4% (76)	3% (50)	36% (715)	10% (188)	1961
Job Type: White-collar	29% (194)	25% (169)	3% (23)	3% (18)	34% (228)	5% (37)	669
Job Type: Blue-collar	25% (227)	21% (189)	4% (38)	3% (23)	39% (359)	9% (80)	916
Job Type: Don't Know	25% (93)	16% (61)	4% (14)	2% (9)	34% (128)	19% (71)	376
Military HH: Yes	29% (115)	18% (72)	3% (12)	3% (10)	40% (158)	8% (31)	398
Military HH: No	26% (400)	22% (346)	4% (64)	3% (40)	36% (557)	10% (157)	1563
RD/WT: Right Direction	32% (180)	24% (133)	6% (36)	3% (17)	27% (151)	8% (45)	562
RD/WT: Wrong Track	24% (335)	20% (285)	3% (39)	2% (33)	40% (564)	10% (143)	1399
Obama Job: Approve	28% (266)	23% (221)	5% (47)	3% (32)	32% (308)	9% (83)	956
Obama Job: Disapprove	25% (235)	20% (180)	3% (29)	2% (18)	41% (380)	9% (81)	924
#1 Issue: Economy	26% (181)	23% (157)	3% (23)	3% (17)	35% (243)	9% (63)	685
#1 Issue: Security	33% (143)	21% (89)	3% (12)	2% (10)	35% (149)	7% (29)	433
#1 Issue: Health Care	27% (60)	26% (57)	3% (7)	1% (3)	34% (75)	9% (21)	223
#1 Issue: Medicare / Social Security	16% (46)	17% (47)	4% (10)	1% (3)	48% (133)	14% (39)	278
#1 Issue: Women's Issues	21% (15)	22% (16)	8% (6)	4% (3)	30% (22)	14% (11)	73
#1 Issue: Education	28% (41)	22% (32)	8% (12)	6% (9)	27% (39)	9% (13)	146
#1 Issue: Energy	33% (19)	22% (13)	6% (3)	4% (2)	26% (15)	9% (5)	58
#1 Issue: Other	14% (9)	10% (7)	3% (2)	2% (1)	59% (39)	11% (7)	66
2014 Vote: Democrat	25% (179)	23% (160)	4% (30)	3% (21)	36% (253)	9% (64)	707
2014 Vote: Republican	26% (156)	21% (125)	3% (16)	3% (17)	39% (231)	8% (45)	591
2014 Vote: Other	16% (11)	30% (20)	— (0)	1% (1)	39% (27)	15% (10)	69
2014 Vote: Didn't Vote	28% (168)	19% (113)	5% (30)	2% (12)	34% (202)	11% (66)	591
2012 Vote: Barack Obama	26% (220)	22% (185)	5% (39)	3% (28)	36% (302)	8% (69)	843
2012 Vote: Mitt Romney	26% (154)	22% (129)	2% (12)	2% (12)	41% (245)	7% (43)	595
2012 Vote: Other	21% (18)	28% (24)	3% (2)	1% (1)	32% (28)	17% (14)	88
2012 Vote: Didn't Vote	28% (122)	19% (81)	5% (22)	2% (9)	32% (137)	14% (61)	432

Continued on next page

Table APP3_8: *If you knew the following about the newest Apple iPhone, would it make you more or less likely to purchase the new iPhone once it is released?*

It will be waterproof

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Registered Voters	26% (515)	21% (418)	4% (76)	3% (50)	36% (715)	10% (188)	1961
4-Region: Northeast	25% (88)	26% (93)	3% (11)	3% (10)	34% (122)	9% (34)	358
4-Region: Midwest	24% (113)	21% (95)	2% (10)	3% (12)	41% (189)	10% (45)	463
4-Region: South	27% (197)	20% (142)	5% (37)	2% (15)	36% (261)	10% (75)	728
4-Region: West	28% (116)	21% (88)	4% (18)	3% (13)	35% (143)	8% (34)	412
2016 Vote: Clinton	27% (222)	23% (195)	4% (37)	3% (24)	34% (281)	9% (76)	835
2016 Vote: Trump	28% (222)	19% (149)	4% (29)	2% (15)	38% (303)	9% (69)	789
2016 Vote: Undecided	21% (70)	22% (74)	3% (10)	3% (11)	39% (130)	13% (42)	338
Has Smartphone	30% (462)	23% (354)	3% (51)	2% (37)	34% (525)	7% (104)	1534
Does not have Smartphone	12% (42)	15% (51)	6% (21)	3% (11)	51% (176)	12% (41)	342
Smartphone Type: An iPhone	49% (281)	27% (155)	3% (15)	2% (12)	17% (95)	3% (16)	574
Smartphone Type: An Android phone	18% (164)	20% (182)	4% (32)	2% (22)	46% (411)	9% (82)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP3B: As you may know, the newest Apple iPhone will no longer have a traditional headphone jack, allowing the phone to be thinner. Users will be given an adapter to use their current headphones, or will be able to use wireless headphones. Does this make you more or less likely to purchase the newest Apple iPhone, or does it not have much impact either way?

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Registered Voters	7%	(74)	14%	(143)	8%	(83)	11%	(110)	51%	(509)	8%	(76)	995
Gender: Male	9%	(47)	15%	(78)	9%	(49)	12%	(63)	47%	(245)	8%	(40)	521
Gender: Female	6%	(27)	14%	(65)	7%	(34)	10%	(47)	56%	(265)	7%	(35)	474
Age: 18-29	13%	(19)	18%	(26)	14%	(20)	19%	(27)	20%	(29)	15%	(21)	142
Age: 30-44	16%	(32)	19%	(39)	11%	(23)	12%	(23)	38%	(76)	4%	(8)	202
Age: 45-54	5%	(14)	12%	(31)	9%	(24)	12%	(32)	55%	(142)	6%	(16)	259
Age: 55-64	3%	(6)	12%	(26)	5%	(12)	7%	(16)	64%	(137)	8%	(17)	214
Age: 65+	1%	(3)	11%	(20)	2%	(4)	7%	(12)	71%	(126)	7%	(13)	178
PID: Dem (no lean)	7%	(28)	19%	(71)	7%	(28)	12%	(46)	47%	(178)	7%	(28)	379
PID: Ind (no lean)	7%	(22)	12%	(36)	7%	(22)	11%	(35)	54%	(165)	9%	(28)	307
PID: Rep (no lean)	8%	(25)	11%	(35)	11%	(34)	9%	(29)	54%	(166)	6%	(20)	309
PID/Gender: Dem Men	9%	(18)	21%	(41)	10%	(20)	13%	(26)	40%	(76)	6%	(12)	193
PID/Gender: Dem Women	5%	(10)	16%	(31)	4%	(8)	11%	(20)	55%	(102)	9%	(16)	186
PID/Gender: Ind Men	8%	(13)	11%	(17)	7%	(12)	14%	(23)	50%	(81)	10%	(17)	162
PID/Gender: Ind Women	6%	(8)	13%	(19)	7%	(10)	9%	(12)	58%	(84)	8%	(12)	145
PID/Gender: Rep Men	9%	(15)	12%	(20)	10%	(17)	8%	(14)	53%	(88)	7%	(12)	166
PID/Gender: Rep Women	6%	(9)	11%	(15)	12%	(17)	11%	(15)	55%	(79)	5%	(8)	142
Tea Party: Supporter	16%	(44)	20%	(53)	7%	(20)	9%	(25)	45%	(123)	3%	(7)	273
Tea Party: Not Supporter	4%	(30)	12%	(85)	9%	(64)	12%	(85)	54%	(381)	9%	(66)	711
Ideo: Liberal (1-3)	12%	(35)	17%	(48)	12%	(33)	14%	(38)	41%	(116)	4%	(13)	283
Ideo: Moderate (4)	4%	(9)	13%	(29)	6%	(14)	13%	(30)	58%	(132)	6%	(15)	229
Ideo: Conservative (5-7)	7%	(26)	14%	(53)	8%	(29)	10%	(36)	56%	(209)	5%	(20)	373
Educ: < College	7%	(46)	13%	(85)	8%	(51)	11%	(76)	52%	(347)	10%	(68)	673
Educ: Bachelors degree	7%	(15)	17%	(35)	12%	(24)	10%	(20)	52%	(108)	2%	(4)	206
Educ: Post-grad	11%	(13)	19%	(22)	7%	(8)	12%	(14)	47%	(55)	3%	(4)	116

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Table APP3B: As you may know, the newest Apple iPhone will no longer have a traditional headphone jack, allowing the phone to be thinner. Users will be given an adapter to use their current headphones, or will be able to use wireless headphones. Does this make you more or less likely to purchase the newest Apple iPhone, or does it not have much impact either way?

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Registered Voters	7%	(74)	14%	(143)	8%	(83)	11%	(110)	51%	(509)	8%	(76)	995
Income: Under 50k	6%	(37)	14%	(81)	7%	(43)	11%	(65)	52%	(304)	9%	(52)	581
Income: 50k-100k	8%	(24)	18%	(55)	9%	(27)	11%	(32)	50%	(153)	4%	(13)	305
Income: 100k+	12%	(13)	6%	(7)	12%	(13)	12%	(13)	48%	(53)	10%	(11)	110
Ethnicity: White	7%	(57)	12%	(100)	8%	(68)	11%	(88)	55%	(446)	6%	(50)	809
Ethnicity: Hispanic	14%	(12)	22%	(18)	11%	(9)	17%	(14)	30%	(24)	6%	(5)	82
Ethnicity: Afr. Am.	8%	(11)	23%	(31)	8%	(11)	10%	(13)	36%	(49)	15%	(20)	134
Ethnicity: Other	13%	(7)	23%	(12)	9%	(5)	18%	(9)	28%	(14)	10%	(5)	52
Relig: Protestant	8%	(22)	13%	(36)	7%	(19)	8%	(21)	61%	(168)	3%	(9)	275
Relig: Roman Catholic	6%	(14)	19%	(41)	7%	(14)	7%	(15)	51%	(110)	9%	(20)	214
Relig: Ath./Agn./None	7%	(16)	10%	(23)	9%	(22)	15%	(34)	46%	(103)	13%	(28)	227
Relig: Something Else	9%	(15)	14%	(23)	10%	(17)	17%	(27)	44%	(73)	6%	(10)	164
Relig: Evangelical	8%	(26)	19%	(58)	8%	(27)	8%	(25)	52%	(164)	5%	(15)	315
Relig: Non-Evang. Catholics	6%	(17)	13%	(39)	6%	(17)	8%	(23)	59%	(169)	8%	(22)	287
Relig: All Christian	7%	(43)	16%	(97)	7%	(44)	8%	(48)	55%	(333)	6%	(37)	603
Relig: All Non-Christian	8%	(31)	12%	(46)	10%	(38)	16%	(62)	45%	(176)	10%	(38)	391
Community: Urban	12%	(30)	20%	(54)	8%	(22)	9%	(23)	42%	(109)	9%	(24)	261
Community: Suburban	6%	(29)	13%	(61)	9%	(40)	12%	(59)	54%	(254)	6%	(29)	471
Community: Rural	6%	(15)	11%	(28)	8%	(21)	11%	(28)	56%	(146)	9%	(23)	262
Employ: Private Sector	8%	(26)	19%	(59)	10%	(32)	12%	(37)	44%	(134)	5%	(16)	303
Employ: Government	14%	(9)	15%	(10)	10%	(7)	10%	(6)	47%	(30)	5%	(3)	65
Employ: Self-Employed	13%	(13)	23%	(24)	8%	(8)	10%	(10)	43%	(43)	3%	(3)	101
Employ: Homemaker	7%	(5)	5%	(4)	4%	(3)	14%	(10)	63%	(44)	6%	(4)	69
Employ: Retired	3%	(8)	6%	(15)	5%	(11)	7%	(16)	71%	(173)	8%	(19)	242
Employ: Unemployed	4%	(3)	17%	(15)	12%	(11)	16%	(14)	38%	(35)	14%	(13)	92
Employ: Other	7%	(6)	14%	(13)	9%	(8)	10%	(9)	47%	(44)	13%	(12)	92
Job Type: White-collar	9%	(32)	16%	(55)	8%	(29)	13%	(46)	51%	(181)	4%	(13)	356
Job Type: Blue-collar	7%	(31)	15%	(67)	9%	(42)	10%	(44)	54%	(248)	6%	(27)	459
Job Type: Don't Know	6%	(11)	11%	(21)	7%	(13)	11%	(20)	45%	(81)	20%	(36)	181

Continued on next page

Table APP3B: As you may know, the newest Apple iPhone will no longer have a traditional headphone jack, allowing the phone to be thinner. Users will be given an adapter to use their current headphones, or will be able to use wireless headphones. Does this make you more or less likely to purchase the newest Apple iPhone, or does it not have much impact either way?

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Registered Voters	7%	(74)	14%	(143)	8%	(83)	11%	(110)	51%	(509)	8%	(76)	995
Military HH: Yes	10%	(21)	14%	(27)	6%	(13)	10%	(20)	52%	(103)	7%	(15)	198
Military HH: No	7%	(53)	14%	(115)	9%	(71)	11%	(90)	51%	(407)	8%	(61)	797
RD/WT: Right Direction	15%	(42)	23%	(65)	7%	(21)	11%	(30)	36%	(100)	8%	(21)	280
RD/WT: Wrong Track	4%	(32)	11%	(78)	9%	(62)	11%	(80)	57%	(409)	8%	(54)	715
Obama Job: Approve	10%	(45)	20%	(92)	9%	(40)	12%	(56)	43%	(201)	8%	(36)	471
Obama Job: Disapprove	5%	(26)	10%	(50)	8%	(41)	11%	(53)	60%	(293)	5%	(24)	488
#1 Issue: Economy	6%	(21)	13%	(44)	11%	(37)	12%	(41)	51%	(173)	7%	(23)	339
#1 Issue: Security	8%	(19)	17%	(39)	8%	(18)	10%	(24)	52%	(120)	5%	(12)	231
#1 Issue: Health Care	7%	(8)	13%	(13)	7%	(7)	12%	(12)	48%	(50)	13%	(14)	105
#1 Issue: Medicare / Social Security	5%	(9)	12%	(20)	4%	(6)	7%	(11)	64%	(104)	8%	(13)	163
#1 Issue: Education	17%	(9)	14%	(8)	16%	(9)	13%	(7)	35%	(19)	6%	(3)	55
2014 Vote: Democrat	8%	(29)	17%	(59)	9%	(33)	14%	(48)	47%	(167)	5%	(17)	353
2014 Vote: Republican	7%	(21)	11%	(34)	7%	(22)	10%	(31)	59%	(183)	6%	(20)	311
2014 Vote: Didn't Vote	7%	(20)	16%	(47)	9%	(27)	10%	(30)	46%	(137)	13%	(38)	299
2012 Vote: Barack Obama	8%	(33)	17%	(74)	8%	(34)	13%	(55)	49%	(207)	5%	(22)	423
2012 Vote: Mitt Romney	6%	(19)	10%	(30)	7%	(20)	9%	(28)	62%	(190)	7%	(20)	308
2012 Vote: Didn't Vote	9%	(21)	15%	(34)	10%	(22)	11%	(25)	40%	(87)	14%	(31)	220
4-Region: Northeast	7%	(14)	15%	(29)	7%	(15)	10%	(21)	52%	(104)	8%	(16)	199
4-Region: Midwest	8%	(18)	11%	(25)	7%	(15)	10%	(22)	59%	(133)	6%	(13)	226
4-Region: South	7%	(25)	16%	(57)	8%	(27)	13%	(47)	47%	(168)	10%	(36)	361
4-Region: West	8%	(17)	15%	(32)	12%	(26)	9%	(20)	50%	(104)	5%	(11)	210
2016 Vote: Clinton	8%	(35)	18%	(76)	8%	(34)	13%	(53)	45%	(187)	8%	(34)	419
2016 Vote: Trump	8%	(32)	13%	(53)	8%	(32)	11%	(43)	57%	(231)	4%	(17)	407
2016 Vote: Undecided	4%	(8)	8%	(13)	10%	(17)	8%	(14)	55%	(92)	15%	(25)	169
Has Smartphone	9%	(70)	17%	(127)	9%	(67)	13%	(98)	49%	(366)	3%	(24)	751
Does not have Smartphone	2%	(4)	7%	(13)	9%	(16)	6%	(12)	71%	(134)	5%	(9)	189
Smartphone Type: An iPhone	18%	(50)	19%	(52)	14%	(37)	8%	(22)	39%	(105)	2%	(5)	271
Smartphone Type: An Android phone	3%	(12)	16%	(69)	5%	(22)	16%	(72)	56%	(249)	4%	(16)	442

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP4: Do you happen to have a cell phone that is also a smartphone, such as an iPhone, Android, Blackberry, or Windows phone?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Registered Voters	78%	(1534)	17%	(342)	4%	(83)	1958
Gender: Male	78%	(708)	18%	(161)	5%	(44)	913
Gender: Female	79%	(826)	17%	(181)	4%	(39)	1046
Age: 18-29	81%	(269)	9%	(30)	10%	(33)	332
Age: 30-44	90%	(421)	5%	(26)	5%	(22)	469
Age: 45-54	82%	(352)	15%	(66)	2%	(9)	427
Age: 55-64	79%	(248)	18%	(55)	3%	(10)	313
Age: 65+	58%	(244)	40%	(165)	2%	(9)	418
PID: Dem (no lean)	79%	(590)	17%	(126)	5%	(35)	751
PID: Ind (no lean)	76%	(473)	19%	(116)	5%	(33)	621
PID: Rep (no lean)	80%	(471)	17%	(100)	3%	(15)	586
PID/Gender: Dem Men	78%	(268)	18%	(62)	4%	(15)	345
PID/Gender: Dem Women	79%	(322)	16%	(64)	5%	(21)	407
PID/Gender: Ind Men	75%	(222)	18%	(54)	7%	(21)	297
PID/Gender: Ind Women	77%	(251)	19%	(62)	4%	(12)	324
PID/Gender: Rep Men	80%	(218)	17%	(45)	3%	(8)	271
PID/Gender: Rep Women	80%	(253)	18%	(56)	2%	(7)	315
Tea Party: Supporter	81%	(421)	17%	(89)	2%	(9)	520
Tea Party: Not Supporter	78%	(1103)	17%	(248)	5%	(69)	1421
Ideo: Liberal (1-3)	80%	(498)	16%	(102)	3%	(21)	621
Ideo: Moderate (4)	77%	(325)	20%	(83)	4%	(16)	424
Ideo: Conservative (5-7)	80%	(547)	18%	(124)	2%	(14)	685
Educ: < College	74%	(959)	20%	(255)	6%	(75)	1289
Educ: Bachelors degree	84%	(365)	15%	(66)	1%	(4)	435
Educ: Post-grad	89%	(209)	9%	(21)	2%	(4)	235
Income: Under 50k	73%	(841)	21%	(241)	6%	(66)	1148
Income: 50k-100k	86%	(518)	13%	(78)	1%	(9)	605
Income: 100k+	85%	(174)	11%	(23)	4%	(9)	206
Ethnicity: White	78%	(1244)	19%	(306)	3%	(44)	1594
Ethnicity: Hispanic	83%	(145)	11%	(20)	5%	(9)	174

Continued on next page

Table APP4: Do you happen to have a cell phone that is also a smartphone, such as an iPhone, Android, Blackberry, or Windows phone?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Registered Voters	78%	(1534)	17%	(342)	4%	(83)	1958
Ethnicity: Afr. Am.	77%	(195)	11%	(27)	12%	(31)	252
Ethnicity: Other	85%	(95)	8%	(9)	7%	(8)	112
Relig: Protestant	77%	(410)	21%	(111)	2%	(12)	533
Relig: Roman Catholic	78%	(307)	19%	(75)	3%	(13)	395
Relig: Ath./Agn./None	76%	(365)	16%	(75)	8%	(39)	479
Relig: Something Else	80%	(265)	16%	(55)	4%	(13)	333
Relig: Evangelical	83%	(489)	14%	(83)	3%	(15)	587
Relig: Non-Evang. Catholics	74%	(413)	23%	(130)	3%	(16)	559
Relig: All Christian	79%	(902)	19%	(212)	3%	(31)	1145
Relig: All Non-Christian	78%	(630)	16%	(130)	6%	(52)	811
Community: Urban	81%	(427)	14%	(74)	5%	(24)	526
Community: Suburban	80%	(725)	16%	(144)	4%	(34)	903
Community: Rural	72%	(381)	23%	(124)	5%	(24)	529
Employ: Private Sector	89%	(538)	9%	(54)	2%	(14)	607
Employ: Government	85%	(115)	9%	(12)	6%	(8)	136
Employ: Self-Employed	81%	(154)	15%	(29)	4%	(8)	190
Employ: Homemaker	78%	(104)	17%	(22)	5%	(7)	134
Employ: Student	81%	(57)	7%	(5)	11%	(8)	70
Employ: Retired	64%	(303)	34%	(163)	2%	(11)	477
Employ: Unemployed	71%	(122)	23%	(40)	6%	(10)	173
Employ: Other	81%	(140)	9%	(16)	10%	(17)	172
Job Type: White-collar	86%	(571)	12%	(80)	2%	(16)	667
Job Type: Blue-collar	77%	(703)	21%	(196)	2%	(17)	916
Job Type: Don't Know	69%	(259)	18%	(66)	13%	(51)	376
Military HH: Yes	79%	(314)	19%	(75)	2%	(8)	398
Military HH: No	78%	(1220)	17%	(267)	5%	(75)	1561
RD/WT: Right Direction	79%	(440)	15%	(85)	6%	(35)	560
RD/WT: Wrong Track	78%	(1094)	18%	(257)	3%	(48)	1398
Obama Job: Approve	80%	(767)	14%	(132)	6%	(56)	955
Obama Job: Disapprove	78%	(717)	21%	(190)	2%	(16)	923

Continued on next page

Table APP4: Do you happen to have a cell phone that is also a smartphone, such as an iPhone, Android, Blackberry, or Windows phone?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Registered Voters	78%	(1534)	17%	(342)	4%	(83)	1958
#1 Issue: Economy	81%	(553)	15%	(105)	4%	(26)	683
#1 Issue: Security	82%	(354)	15%	(66)	3%	(12)	433
#1 Issue: Health Care	80%	(179)	15%	(33)	5%	(11)	223
#1 Issue: Medicare / Social Security	64%	(179)	33%	(92)	2%	(7)	277
#1 Issue: Women's Issues	73%	(53)	17%	(12)	10%	(7)	73
#1 Issue: Education	83%	(122)	8%	(12)	9%	(13)	146
#1 Issue: Energy	84%	(48)	12%	(7)	4%	(3)	58
#1 Issue: Other	69%	(46)	23%	(15)	7%	(5)	66
2014 Vote: Democrat	79%	(556)	18%	(127)	3%	(23)	706
2014 Vote: Republican	81%	(476)	17%	(103)	2%	(11)	590
2014 Vote: Other	80%	(55)	16%	(11)	4%	(3)	69
2014 Vote: Didn't Vote	75%	(445)	17%	(100)	8%	(46)	590
2012 Vote: Barack Obama	79%	(667)	17%	(146)	3%	(29)	841
2012 Vote: Mitt Romney	79%	(469)	20%	(118)	1%	(8)	595
2012 Vote: Other	82%	(72)	13%	(12)	4%	(4)	88
2012 Vote: Didn't Vote	75%	(324)	15%	(66)	10%	(42)	432
4-Region: Northeast	74%	(265)	22%	(79)	4%	(14)	358
4-Region: Midwest	79%	(365)	18%	(82)	3%	(16)	463
4-Region: South	79%	(573)	16%	(119)	5%	(35)	727
4-Region: West	80%	(330)	15%	(63)	4%	(18)	411
2016 Vote: Clinton	77%	(640)	18%	(147)	5%	(46)	833
2016 Vote: Trump	80%	(630)	18%	(143)	2%	(15)	788
2016 Vote: Undecided	78%	(264)	15%	(52)	6%	(22)	338
Has Smartphone	100%	(1534)	—	(0)	—	(0)	1534
Does not have Smartphone	—	(0)	100%	(342)	—	(0)	342
Smartphone Type: An iPhone	100%	(574)	—	(0)	—	(0)	574
Smartphone Type: An Android phone	100%	(893)	—	(0)	—	(0)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Table APP5: And, is it...

Demographic	An iPhone	An Android phone	A Blackberry	A Windows phone	Something else	Don't Know / No Opinion	Total N
Registered Voters	37% (574)	58% (893)	1% (18)	1% (16)	1% (20)	1% (9)	1531
Gender: Male	37% (258)	60% (423)	2% (11)	1% (7)	1% (5)	— (3)	707
Gender: Female	38% (315)	57% (471)	1% (8)	1% (9)	2% (15)	1% (6)	824
Age: 18-29	41% (112)	56% (150)	1% (2)	1% (2)	1% (3)	— (0)	269
Age: 30-44	42% (176)	54% (229)	1% (5)	1% (3)	1% (6)	1% (3)	421
Age: 45-54	31% (110)	65% (229)	2% (7)	1% (2)	1% (4)	— (0)	352
Age: 55-64	31% (75)	64% (157)	1% (2)	2% (5)	1% (3)	1% (4)	245
Age: 65+	41% (101)	52% (127)	1% (3)	2% (5)	2% (5)	1% (3)	244
PID: Dem (no lean)	33% (196)	62% (368)	2% (9)	1% (8)	1% (9)	— (0)	590
PID: Ind (no lean)	36% (172)	59% (280)	1% (3)	1% (5)	2% (9)	1% (3)	473
PID: Rep (no lean)	44% (205)	52% (245)	1% (6)	1% (4)	1% (3)	1% (5)	468
PID/Gender: Dem Men	34% (90)	62% (166)	1% (3)	2% (5)	1% (3)	— (0)	268
PID/Gender: Dem Women	33% (106)	63% (202)	2% (6)	1% (2)	2% (6)	— (0)	322
PID/Gender: Ind Men	37% (82)	60% (133)	1% (2)	— (1)	1% (3)	— (1)	222
PID/Gender: Ind Women	36% (90)	59% (147)	— (1)	2% (4)	3% (6)	1% (2)	251
PID/Gender: Rep Men	39% (86)	57% (123)	2% (5)	— (1)	— (0)	1% (2)	217
PID/Gender: Rep Women	48% (119)	48% (122)	— (1)	1% (3)	1% (3)	1% (3)	251
Tea Party: Supporter	40% (168)	54% (229)	2% (9)	2% (9)	1% (2)	1% (4)	421
Tea Party: Not Supporter	37% (403)	60% (658)	1% (9)	1% (8)	2% (18)	— (4)	1101
Ideo: Liberal (1-3)	40% (201)	56% (278)	2% (8)	1% (4)	1% (7)	— (0)	498
Ideo: Moderate (4)	33% (106)	64% (209)	1% (4)	1% (3)	1% (3)	— (0)	324
Ideo: Conservative (5-7)	39% (211)	56% (307)	1% (7)	1% (8)	2% (9)	1% (4)	545
Educ: < College	31% (300)	64% (613)	1% (12)	1% (9)	1% (14)	1% (8)	956
Educ: Bachelors degree	47% (171)	50% (183)	1% (2)	1% (3)	1% (5)	— (1)	365
Educ: Post-grad	49% (103)	46% (97)	2% (4)	2% (4)	1% (1)	— (0)	209
Income: Under 50k	31% (261)	64% (539)	1% (6)	1% (8)	2% (16)	1% (9)	839
Income: 50k-100k	40% (207)	56% (290)	2% (9)	1% (7)	1% (4)	— (0)	517
Income: 100k+	61% (106)	37% (64)	2% (3)	1% (1)	— (0)	— (0)	174
Ethnicity: White	40% (494)	56% (695)	1% (15)	1% (14)	1% (17)	1% (7)	1241
Ethnicity: Hispanic	38% (55)	57% (82)	1% (2)	3% (5)	— (0)	1% (1)	145

Continued on next page

Table APP5: And, is it...

Demographic	An iPhone	An Android phone	A Blackberry	A Windows phone	Something else	Don't Know / No Opinion	Total N
Registered Voters	37% (574)	58% (893)	1% (18)	1% (16)	1% (20)	1% (9)	1531
Ethnicity: Afr. Am.	28% (54)	68% (132)	1% (2)	1% (1)	2% (4)	1% (1)	195
Ethnicity: Other	27% (26)	69% (66)	2% (2)	1% (1)	— (0)	1% (1)	95
Relig: Protestant	43% (177)	52% (213)	2% (8)	1% (3)	2% (6)	1% (2)	409
Relig: Roman Catholic	40% (124)	55% (168)	2% (5)	1% (4)	1% (4)	— (1)	307
Relig: Ath./Agn./None	33% (119)	63% (229)	— (1)	1% (5)	1% (5)	1% (5)	365
Relig: Something Else	34% (90)	63% (166)	2% (5)	— (1)	1% (4)	— (0)	265
Relig: Evangelical	40% (193)	56% (273)	2% (9)	1% (5)	1% (4)	— (2)	486
Relig: Non-Evang. Catholics	41% (170)	55% (226)	1% (3)	1% (5)	2% (7)	— (1)	413
Relig: All Christian	40% (363)	55% (498)	1% (13)	1% (10)	1% (12)	— (4)	899
Relig: All Non-Christian	33% (209)	63% (395)	1% (6)	1% (6)	1% (9)	1% (5)	630
Community: Urban	38% (163)	57% (245)	2% (10)	1% (4)	1% (4)	— (1)	427
Community: Suburban	38% (276)	58% (419)	1% (6)	1% (7)	1% (9)	1% (6)	723
Community: Rural	35% (134)	60% (229)	1% (2)	1% (5)	2% (8)	1% (2)	381
Employ: Private Sector	41% (220)	56% (301)	1% (6)	1% (4)	1% (4)	— (1)	536
Employ: Government	50% (57)	49% (57)	— (0)	— (0)	1% (1)	— (0)	115
Employ: Self-Employed	37% (57)	57% (88)	2% (3)	4% (6)	— (0)	1% (1)	154
Employ: Homemaker	33% (35)	63% (66)	— (0)	1% (1)	1% (1)	1% (1)	104
Employ: Student	43% (24)	52% (29)	3% (2)	1% (1)	2% (1)	— (0)	57
Employ: Retired	36% (109)	56% (171)	2% (7)	1% (3)	3% (8)	2% (5)	303
Employ: Unemployed	23% (28)	72% (88)	— (0)	1% (1)	4% (5)	1% (1)	122
Employ: Other	32% (44)	67% (94)	1% (1)	1% (1)	— (0)	— (0)	140
Job Type: White-collar	45% (256)	51% (293)	1% (8)	1% (7)	1% (6)	— (0)	571
Job Type: Blue-collar	33% (233)	62% (435)	1% (9)	1% (7)	1% (10)	1% (6)	700
Job Type: Don't Know	33% (84)	64% (165)	— (1)	1% (2)	2% (4)	1% (3)	259
Military HH: Yes	36% (114)	58% (183)	2% (6)	1% (4)	1% (4)	1% (3)	314
Military HH: No	38% (459)	58% (710)	1% (13)	1% (12)	1% (17)	— (5)	1217
RD/WT: Right Direction	42% (186)	53% (232)	2% (7)	2% (7)	1% (6)	1% (2)	440
RD/WT: Wrong Track	36% (387)	61% (662)	1% (11)	1% (9)	1% (15)	1% (7)	1091
Obama Job: Approve	37% (281)	59% (455)	1% (8)	1% (10)	1% (9)	— (3)	767
Obama Job: Disapprove	39% (276)	57% (407)	2% (11)	1% (7)	1% (9)	1% (5)	714

Continued on next page

Table APP5: And, is it...

Demographic	An iPhone	An Android phone	A Blackberry	A Windows phone	Something else	Don't Know / No Opinion	Total N
Registered Voters	37% (574)	58% (893)	1% (18)	1% (16)	1% (20)	1% (9)	1531
#1 Issue: Economy	35% (195)	61% (337)	1% (3)	1% (6)	2% (10)	— (1)	551
#1 Issue: Security	40% (140)	56% (200)	2% (8)	— (2)	— (1)	1% (3)	354
#1 Issue: Health Care	41% (73)	57% (102)	— (0)	2% (4)	— (1)	— (0)	179
#1 Issue: Medicare / Social Security	33% (59)	60% (107)	2% (3)	2% (3)	2% (4)	2% (3)	179
#1 Issue: Women's Issues	40% (21)	55% (30)	2% (1)	— (0)	— (0)	3% (2)	53
#1 Issue: Education	43% (53)	52% (63)	2% (3)	1% (1)	2% (2)	— (0)	122
2014 Vote: Democrat	38% (212)	58% (320)	2% (8)	1% (8)	1% (8)	— (0)	556
2014 Vote: Republican	43% (202)	53% (250)	2% (7)	1% (5)	1% (3)	1% (5)	473
2014 Vote: Other	27% (15)	69% (38)	— (0)	1% (1)	2% (1)	— (0)	55
2014 Vote: Didn't Vote	33% (145)	64% (284)	1% (2)	— (2)	2% (9)	1% (3)	445
2012 Vote: Barack Obama	36% (240)	60% (398)	1% (9)	1% (10)	1% (10)	— (0)	667
2012 Vote: Mitt Romney	44% (208)	52% (242)	1% (7)	1% (4)	1% (3)	1% (4)	468
2012 Vote: Other	23% (16)	68% (48)	1% (1)	3% (2)	3% (2)	3% (2)	70
2012 Vote: Didn't Vote	34% (110)	63% (203)	1% (2)	— (1)	2% (5)	1% (3)	324
4-Region: Northeast	35% (91)	61% (161)	3% (7)	1% (2)	1% (2)	— (1)	265
4-Region: Midwest	38% (137)	57% (210)	1% (4)	1% (5)	1% (5)	1% (5)	365
4-Region: South	40% (228)	56% (321)	1% (6)	1% (8)	1% (6)	— (2)	571
4-Region: West	35% (117)	61% (201)	1% (2)	— (1)	2% (8)	— (1)	330
2016 Vote: Clinton	36% (232)	60% (384)	1% (7)	1% (8)	1% (7)	— (1)	640
2016 Vote: Trump	40% (248)	56% (350)	2% (10)	1% (5)	1% (8)	1% (5)	627
2016 Vote: Undecided	35% (93)	60% (159)	— (1)	1% (3)	2% (5)	1% (2)	264
Has Smartphone	37% (574)	58% (893)	1% (18)	1% (16)	1% (20)	1% (9)	1531
Smartphone Type: An iPhone	100% (574)	— (0)	— (0)	— (0)	— (0)	— (0)	574
Smartphone Type: An Android phone	— (0)	100% (893)	— (0)	— (0)	— (0)	— (0)	893

Note: Row proportions may total to larger than one-hundred percent due to rounding.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	1961	100%
xdemGender	Gender: Male	914	47%
	Gender: Female	1047	53%
	N	1961	
age5	Age: 18-29	332	17%
	Age: 30-44	471	24%
	Age: 45-54	427	22%
	Age: 55-64	313	16%
	Age: 65+	419	21%
	N	1961	
xpid3	PID: Dem (no lean)	752	38%
	PID: Ind (no lean)	622	32%
	PID: Rep (no lean)	587	30%
	N	1961	
xpidGender	PID/Gender: Dem Men	346	18%
	PID/Gender: Dem Women	407	21%
	PID/Gender: Ind Men	297	15%
	PID/Gender: Ind Women	325	17%
	PID/Gender: Rep Men	272	14%
	PID/Gender: Rep Women	315	16%
	N	1961	
xdemTea	Tea Party: Supporter	520	26%
	Tea Party: Not Supporter	1424	73%
	N	1943	
xdemIdeo3	Ideo: Liberal (1-3)	622	32%
	Ideo: Moderate (4)	424	22%
	Ideo: Conservative (5-7)	687	35%
	N	1733	
xeduc3	Educ: < College	1289	66%
	Educ: Bachelors degree	436	22%
	Educ: Post-grad	237	12%
	N	1961	
xdemInc3	Income: Under 50k	1149	59%
	Income: 50k-100k	606	31%
	Income: 100k+	206	11%
	N	1961	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1597	81%
xdemHispBin	Ethnicity: Hispanic	175	9%
demBlackBin	Ethnicity: Afr. Am.	252	13%
demRaceOther	Ethnicity: Other	112	6%
xrelNet	Relig: Protestant	534	27%
	Relig: Roman Catholic	395	20%
	Relig: Ath./Agn./None	480	24%
	Relig: Something Else	333	17%
	N	1743	
xreligion1	Relig: Jewish	47	2%
xreligion2	Relig: Evangelical	587	30%
	Relig: Non-Evang. Catholics	560	29%
	N	1146	
xreligion3	Relig: All Christian	1146	58%
	Relig: All Non-Christian	813	41%
	N	1959	
xdemUsr	Community: Urban	528	27%
	Community: Suburban	904	46%
	Community: Rural	529	27%
	N	1961	
xdemEmploy	Employ: Private Sector	609	31%
	Employ: Government	136	7%
	Employ: Self-Employed	190	10%
	Employ: Homemaker	134	7%
	Employ: Student	70	4%
	Employ: Retired	477	24%
	Employ: Unemployed	173	9%
	Employ: Other	172	9%
	N	1961	
xdemJobStatus	Job Type: White-collar	669	34%
	Job Type: Blue-collar	916	47%
	Job Type: Don't Know	376	19%
	N	1961	
xdemMilHH1	Military HH: Yes	398	20%
	Military HH: No	1563	80%
	N	1961	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	562	29%
	RD/WT: Wrong Track	1399	71%
	N	1961	
xnr2Bin	Obama Job: Approve	956	49%
	Obama Job: Disapprove	924	47%
	N	1881	
xnr3	#1 Issue: Economy	685	35%
	#1 Issue: Security	433	22%
	#1 Issue: Health Care	223	11%
	#1 Issue: Medicare / Social Security	278	14%
	#1 Issue: Women's Issues	73	4%
	#1 Issue: Education	146	7%
	#1 Issue: Energy	58	3%
	#1 Issue: Other	66	3%
	N	1961	
xsubVote14O	2014 Vote: Democrat	707	36%
	2014 Vote: Republican	591	30%
	2014 Vote: Other	69	4%
	2014 Vote: Didn't Vote	591	30%
	N	1958	
xsubVote12O	2012 Vote: Barack Obama	843	43%
	2012 Vote: Mitt Romney	595	30%
	2012 Vote: Other	88	4%
	2012 Vote: Didn't Vote	432	22%
	N	1958	
xreg4	4-Region: Northeast	358	18%
	4-Region: Midwest	463	24%
	4-Region: South	728	37%
	4-Region: West	412	21%
	N	1961	
xv16g5	2016 Vote: Clinton	835	43%
	2016 Vote: Trump	789	40%
	2016 Vote: Undecided	338	17%
	N	1961	
xxdemAPP4	Has Smartphone	1534	78%
	Does not have Smartphone	342	17%
	N	1876	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xxdemAPP5	Smartphone Type: An iPhone	574	29%
	Smartphone Type: An Android phone	893	46%
	Smartphone Type: A Blackberry	18	1%
	Smartphone Type: A Windows phone	16	1%
	Smartphone Type: Something else	20	1%
	Smartphone Type: Don't Know / No Opinion	9	0%
	<i>N</i>	1531	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

