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Morning Consult
National Tracking Poll #161203
December 06-08, 2016

Crosstabulation Results

Methodology:

This poll was conducted from December 06-08, 2016, among a national sample of 2000 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. 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 BRN4_1: How often do you use each of the following?

Spotify

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	More than once a day	Once a day	A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	
All Adults	7% (149)	5% (110)	5% (108)	3% (63)	3% (55)	4% (72)	7% (147)	65% (1296)	2000
Gender: Male	10% (100)	7% (71)	7% (66)	2% (21)	3% (26)	4% (40)	6% (62)	60% (576)	963
Gender: Female	5% (49)	4% (39)	4% (42)	4% (41)	3% (29)	3% (32)	8% (85)	69% (720)	1037
Age: 18-29	20% (88)	9% (42)	11% (48)	3% (13)	4% (19)	5% (22)	8% (37)	40% (181)	449
Age: 30-44	8% (39)	9% (43)	7% (35)	5% (24)	3% (16)	4% (20)	10% (49)	54% (265)	491
Age: 45-54	3% (14)	5% (20)	4% (17)	4% (17)	3% (14)	4% (16)	8% (34)	68% (281)	414
Age: 55-64	2% (6)	1% (2)	— (1)	1% (2)	— (1)	3% (7)	6% (16)	87% (248)	284
Age: 65+	1% (2)	1% (3)	2% (7)	2% (7)	1% (5)	2% (6)	3% (11)	89% (321)	361
PID: Dem (no lean)	10% (67)	6% (44)	5% (32)	3% (22)	3% (18)	3% (24)	8% (56)	62% (436)	699
PID: Ind (no lean)	6% (43)	6% (39)	7% (48)	2% (16)	3% (24)	4% (26)	7% (48)	65% (451)	696
PID: Rep (no lean)	6% (38)	5% (27)	5% (28)	4% (25)	2% (13)	4% (22)	7% (43)	68% (409)	606
PID/Gender: Dem Men	16% (51)	10% (31)	5% (15)	2% (6)	3% (10)	5% (17)	7% (24)	53% (171)	325
PID/Gender: Dem Women	4% (16)	3% (13)	4% (16)	4% (16)	2% (8)	2% (7)	9% (32)	71% (265)	374
PID/Gender: Ind Men	7% (24)	6% (22)	9% (33)	2% (8)	3% (11)	4% (14)	4% (16)	64% (228)	356
PID/Gender: Ind Women	6% (19)	5% (17)	5% (16)	2% (8)	4% (13)	4% (13)	10% (32)	66% (223)	340
PID/Gender: Rep Men	9% (24)	6% (18)	7% (18)	3% (7)	2% (5)	3% (10)	8% (23)	63% (177)	282
PID/Gender: Rep Women	4% (14)	3% (10)	3% (9)	5% (17)	3% (8)	4% (12)	6% (21)	72% (232)	324
Tea Party: Supporter	10% (46)	10% (45)	7% (31)	4% (18)	3% (14)	3% (15)	9% (41)	56% (263)	474
Tea Party: Not Supporter	7% (101)	4% (64)	5% (77)	3% (44)	3% (42)	4% (56)	7% (105)	68% (1026)	1515
Ideo: Liberal (1-3)	12% (77)	8% (51)	8% (46)	5% (28)	4% (24)	4% (23)	8% (47)	52% (322)	618
Ideo: Moderate (4)	6% (28)	6% (27)	4% (17)	3% (11)	1% (6)	5% (21)	9% (39)	66% (290)	439
Ideo: Conservative (5-7)	4% (24)	4% (26)	4% (26)	3% (21)	3% (18)	3% (20)	5% (34)	75% (505)	674
Educ: < College	8% (113)	6% (80)	4% (64)	3% (47)	3% (39)	4% (57)	8% (111)	64% (913)	1424
Educ: Bachelors degree	6% (21)	6% (22)	8% (31)	2% (8)	2% (9)	3% (10)	7% (26)	66% (251)	378
Educ: Post-grad	8% (15)	4% (8)	7% (14)	4% (7)	4% (7)	2% (4)	6% (11)	66% (132)	199

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Table BRN4_1: How often do you use each of the following?
Spotify

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	7% (149)	5% (110)	5% (108)	3% (63)	3% (55)	4% (72)	7% (147)	65% (1296)	2000
Income: Under 50k	9% (107)	6% (76)	5% (66)	3% (36)	2% (27)	4% (44)	7% (93)	64% (800)	1248
Income: 50k-100k	7% (35)	5% (29)	5% (29)	3% (18)	4% (20)	4% (21)	7% (37)	65% (354)	544
Income: 100k+	3% (6)	2% (5)	7% (14)	4% (8)	4% (8)	3% (6)	8% (17)	69% (143)	208
Ethnicity: White	6% (99)	4% (68)	5% (81)	3% (47)	2% (39)	3% (47)	6% (102)	70% (1107)	1591
Ethnicity: Hispanic	16% (48)	13% (38)	13% (40)	2% (5)	2% (5)	7% (20)	7% (20)	41% (123)	299
Ethnicity: Afr. Am.	8% (20)	12% (30)	4% (10)	4% (10)	3% (8)	7% (16)	9% (22)	52% (128)	244
Ethnicity: Other	18% (29)	7% (11)	10% (17)	4% (6)	5% (8)	5% (9)	14% (24)	37% (62)	165
Relig: Protestant	4% (19)	3% (12)	5% (21)	3% (16)	1% (5)	3% (12)	5% (23)	76% (344)	452
Relig: Roman Catholic	8% (32)	10% (38)	4% (14)	3% (10)	1% (4)	2% (10)	7% (26)	66% (260)	393
Relig: Ath./Agn./None	10% (54)	6% (31)	8% (46)	2% (13)	4% (21)	3% (18)	10% (54)	57% (316)	554
Relig: Something Else	8% (26)	3% (9)	5% (17)	4% (14)	6% (20)	6% (20)	7% (25)	61% (202)	333
Relig: Jewish	12% (6)	3% (2)	3% (2)	7% (4)	7% (4)	4% (2)	3% (2)	60% (31)	52
Relig: Evangelical	7% (39)	9% (50)	5% (31)	4% (22)	2% (10)	4% (23)	7% (39)	63% (371)	585
Relig: Non-Evang. Catholics	6% (30)	4% (20)	3% (14)	3% (13)	1% (4)	2% (11)	5% (29)	77% (406)	528
Relig: All Christian	6% (68)	6% (70)	4% (45)	3% (36)	1% (14)	3% (34)	6% (68)	70% (778)	1114
Relig: All Non-Christian	9% (80)	4% (39)	7% (63)	3% (27)	5% (41)	4% (38)	9% (79)	58% (518)	886
Community: Urban	9% (43)	10% (52)	6% (32)	4% (19)	4% (18)	3% (15)	5% (26)	59% (297)	503
Community: Suburban	8% (76)	3% (28)	5% (49)	3% (28)	2% (22)	4% (35)	8% (73)	66% (604)	916
Community: Rural	5% (30)	5% (30)	5% (27)	3% (15)	3% (15)	4% (22)	8% (49)	68% (395)	581
Employ: Private Sector	8% (55)	5% (30)	7% (44)	4% (25)	4% (23)	4% (27)	9% (56)	60% (394)	655
Employ: Government	9% (14)	6% (10)	8% (13)	2% (4)	3% (5)	9% (14)	7% (12)	54% (84)	156
Employ: Self-Employed	11% (15)	12% (17)	9% (13)	3% (4)	1% (1)	3% (4)	8% (11)	55% (79)	144
Employ: Homemaker	7% (12)	3% (5)	3% (6)	9% (15)	4% (7)	1% (2)	14% (24)	59% (105)	177
Employ: Student	17% (18)	18% (19)	9% (10)	1% (2)	4% (4)	11% (12)	11% (11)	29% (31)	107
Employ: Retired	1% (4)	1% (2)	2% (7)	2% (6)	1% (5)	1% (5)	3% (13)	89% (345)	388
Employ: Unemployed	12% (26)	6% (12)	6% (13)	1% (2)	3% (6)	— (0)	6% (12)	66% (141)	213
Employ: Other	4% (6)	9% (14)	2% (2)	3% (5)	2% (4)	4% (6)	5% (8)	72% (117)	161

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Table BRN4_1: How often do you use each of the following?
Spotify

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	7% (149)	5% (110)	5% (108)	3% (63)	3% (55)	4% (72)	7% (147)	65% (1296)	2000
Job Type: White-collar	7% (47)	7% (46)	6% (44)	3% (24)	3% (23)	3% (22)	6% (42)	65% (450)	698
Job Type: Blue-collar	7% (58)	4% (39)	4% (37)	3% (23)	2% (21)	4% (39)	7% (64)	68% (591)	871
Job Type: Don't Know	10% (43)	6% (25)	6% (27)	4% (16)	3% (11)	3% (11)	10% (42)	59% (255)	431
Military HH: Yes	8% (31)	5% (18)	3% (10)	4% (16)	2% (7)	3% (12)	4% (15)	71% (269)	377
Military HH: No	7% (118)	6% (92)	6% (99)	3% (47)	3% (48)	4% (60)	8% (132)	63% (1027)	1623
RD/WT: Right Direction	11% (67)	7% (42)	5% (29)	5% (33)	3% (19)	3% (16)	7% (43)	59% (351)	599
RD/WT: Wrong Track	6% (82)	5% (68)	6% (79)	2% (30)	3% (36)	4% (56)	7% (105)	67% (945)	1401
Obama Job: Approve	11% (112)	7% (78)	7% (71)	3% (37)	3% (33)	4% (40)	7% (78)	58% (609)	1059
Obama Job: Disapprove	4% (35)	3% (26)	4% (32)	3% (24)	3% (21)	4% (30)	7% (57)	73% (594)	819
#1 Issue: Economy	8% (54)	5% (34)	4% (29)	3% (22)	3% (21)	4% (25)	8% (55)	66% (459)	700
#1 Issue: Security	6% (21)	2% (9)	5% (17)	2% (7)	1% (3)	2% (7)	9% (35)	73% (268)	367
#1 Issue: Health Care	5% (15)	4% (13)	8% (24)	4% (11)	3% (8)	5% (16)	9% (28)	62% (188)	304
#1 Issue: Medicare / Social Security	4% (8)	4% (9)	2% (4)	2% (4)	1% (2)	3% (7)	4% (8)	80% (169)	211
#1 Issue: Women's Issues	9% (9)	11% (11)	7% (7)	7% (7)	6% (6)	6% (6)	6% (6)	47% (46)	97
#1 Issue: Education	10% (15)	8% (12)	13% (20)	5% (7)	8% (12)	6% (8)	6% (9)	44% (65)	148
#1 Issue: Energy	24% (24)	19% (19)	5% (5)	4% (4)	2% (2)	3% (3)	2% (2)	40% (40)	99
#1 Issue: Other	3% (2)	3% (2)	1% (1)	1% (1)	1% (1)	— (0)	7% (5)	84% (62)	74
2016 Vote: Democrat Hillary Clinton	9% (59)	6% (41)	5% (33)	3% (24)	2% (15)	3% (19)	8% (52)	64% (441)	684
2016 Vote: Republican Donald Trump	6% (38)	4% (28)	5% (33)	3% (22)	2% (17)	4% (24)	8% (53)	68% (468)	684
2016 Vote: Someone else	4% (7)	6% (9)	5% (7)	2% (3)	1% (2)	2% (3)	10% (15)	70% (107)	153
2012 Vote: Barack Obama	7% (50)	6% (44)	5% (37)	4% (27)	3% (21)	4% (33)	8% (58)	64% (477)	748
2012 Vote: Mitt Romney	3% (18)	3% (14)	4% (23)	3% (15)	3% (15)	3% (15)	5% (28)	75% (386)	513
2012 Vote: Other	3% (3)	8% (7)	4% (4)	2% (1)	— (0)	4% (4)	12% (12)	68% (65)	96
2012 Vote: Didn't Vote	12% (78)	7% (44)	7% (45)	3% (19)	3% (19)	3% (21)	8% (48)	57% (365)	637
4-Region: Northeast	7% (26)	5% (17)	8% (29)	3% (9)	2% (8)	2% (9)	7% (24)	67% (244)	365
4-Region: Midwest	6% (25)	4% (17)	4% (18)	1% (6)	2% (10)	3% (14)	7% (31)	72% (309)	430
4-Region: South	7% (55)	7% (49)	5% (39)	4% (30)	3% (20)	5% (39)	9% (64)	60% (446)	740
4-Region: West	9% (43)	6% (28)	5% (22)	4% (17)	4% (17)	2% (10)	6% (29)	64% (298)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN4_2: How often do you use each of the following?
Pandora

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	More than once a day	Once a day	A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	
All Adults	12% (231)	6% (121)	10% (200)	5% (108)	5% (100)	6% (126)	11% (223)	45% (890)	2000
Gender: Male	12% (119)	6% (61)	9% (90)	6% (57)	4% (42)	7% (63)	10% (100)	45% (429)	963
Gender: Female	11% (112)	6% (59)	11% (109)	5% (51)	6% (58)	6% (63)	12% (123)	44% (461)	1037
Age: 18-29	22% (97)	10% (44)	11% (48)	8% (37)	7% (30)	8% (38)	11% (51)	23% (105)	449
Age: 30-44	15% (72)	9% (43)	14% (70)	7% (34)	4% (20)	6% (30)	13% (62)	33% (160)	491
Age: 45-54	11% (44)	4% (16)	12% (50)	5% (19)	7% (29)	7% (27)	9% (39)	46% (191)	414
Age: 55-64	4% (12)	5% (13)	7% (21)	5% (13)	4% (11)	3% (9)	11% (32)	61% (173)	284
Age: 65+	2% (6)	2% (6)	3% (11)	1% (5)	3% (10)	6% (22)	11% (39)	72% (262)	361
PID: Dem (no lean)	12% (87)	5% (34)	10% (69)	5% (34)	5% (36)	9% (66)	12% (84)	42% (291)	699
PID: Ind (no lean)	11% (77)	8% (57)	10% (71)	5% (35)	4% (28)	5% (34)	11% (79)	45% (314)	696
PID: Rep (no lean)	11% (67)	5% (31)	10% (59)	6% (39)	6% (37)	4% (27)	10% (60)	47% (286)	606
PID/Gender: Dem Men	14% (46)	5% (17)	7% (23)	6% (20)	3% (10)	11% (35)	14% (45)	40% (129)	325
PID/Gender: Dem Women	11% (41)	4% (17)	12% (45)	4% (14)	7% (25)	8% (31)	10% (39)	43% (162)	374
PID/Gender: Ind Men	11% (37)	8% (29)	10% (36)	5% (18)	6% (20)	4% (15)	9% (33)	47% (168)	356
PID/Gender: Ind Women	12% (40)	8% (28)	10% (35)	5% (18)	2% (8)	5% (19)	14% (47)	43% (145)	340
PID/Gender: Rep Men	13% (36)	6% (16)	11% (31)	7% (20)	4% (11)	5% (13)	8% (22)	47% (132)	282
PID/Gender: Rep Women	10% (32)	4% (15)	9% (28)	6% (19)	8% (25)	4% (13)	12% (37)	48% (154)	324
Tea Party: Supporter	17% (79)	8% (38)	10% (49)	7% (35)	5% (24)	3% (12)	12% (56)	38% (180)	474
Tea Party: Not Supporter	10% (153)	5% (82)	10% (150)	5% (73)	5% (76)	7% (110)	11% (167)	46% (704)	1515
Ideo: Liberal (1-3)	13% (78)	8% (47)	14% (86)	6% (39)	5% (32)	8% (47)	10% (65)	36% (223)	618
Ideo: Moderate (4)	12% (54)	5% (23)	11% (48)	5% (23)	4% (19)	6% (25)	13% (59)	43% (188)	439
Ideo: Conservative (5-7)	10% (64)	5% (32)	7% (50)	6% (40)	6% (38)	5% (33)	10% (69)	51% (346)	674
Educ: < College	12% (176)	6% (86)	9% (135)	5% (74)	5% (68)	7% (95)	12% (165)	44% (624)	1424
Educ: Bachelors degree	10% (38)	5% (19)	11% (40)	6% (23)	5% (20)	5% (19)	10% (38)	48% (180)	378
Educ: Post-grad	9% (17)	8% (16)	12% (25)	6% (12)	6% (11)	6% (11)	10% (20)	44% (87)	199
Income: Under 50k	12% (154)	6% (80)	8% (103)	6% (78)	4% (54)	5% (65)	12% (149)	45% (565)	1248
Income: 50k-100k	12% (63)	5% (28)	13% (71)	4% (20)	6% (35)	8% (41)	10% (56)	42% (231)	544
Income: 100k+	7% (14)	6% (13)	12% (25)	5% (11)	6% (11)	10% (20)	9% (18)	46% (95)	208

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Table BRN4_2: How often do you use each of the following?**Pandora**

Demographic	More than		A few	About once	About once	About once	Less often	I do not	Total N
	once a day	Once a day	times a week	a week	every few weeks	a month	use		
All Adults	12% (231)	6% (121)	10% (200)	5% (108)	5% (100)	6% (126)	11% (223)	45% (890)	2000
Ethnicity: White	10% (159)	6% (95)	10% (154)	5% (80)	5% (75)	6% (92)	11% (179)	48% (758)	1591
Ethnicity: Hispanic	23% (69)	11% (33)	14% (43)	5% (14)	5% (14)	9% (26)	9% (26)	25% (75)	299
Ethnicity: Afr. Am.	19% (47)	4% (11)	12% (29)	7% (17)	6% (16)	8% (19)	11% (26)	33% (80)	244
Ethnicity: Other	16% (26)	9% (15)	10% (17)	7% (12)	6% (10)	9% (15)	11% (18)	32% (52)	165
Relig: Protestant	8% (34)	5% (22)	9% (39)	3% (13)	6% (26)	5% (22)	11% (48)	55% (248)	452
Relig: Roman Catholic	15% (60)	8% (30)	9% (36)	7% (27)	5% (18)	5% (21)	12% (45)	40% (156)	393
Relig: Ath./Agn./None	9% (50)	5% (30)	11% (60)	6% (33)	7% (38)	8% (43)	12% (64)	43% (237)	554
Relig: Something Else	15% (50)	7% (22)	12% (38)	6% (19)	5% (15)	9% (30)	11% (37)	37% (122)	333
Relig: Jewish	15% (8)	5% (2)	10% (5)	3% (2)	10% (5)	4% (2)	9% (5)	44% (23)	52
Relig: Evangelical	14% (83)	6% (36)	10% (56)	5% (30)	4% (24)	4% (26)	10% (57)	47% (274)	585
Relig: Non-Evang. Catholics	9% (49)	6% (33)	9% (46)	5% (27)	4% (23)	5% (28)	12% (66)	49% (257)	528
Relig: All Christian	12% (132)	6% (69)	9% (102)	5% (57)	4% (47)	5% (54)	11% (122)	48% (531)	1114
Relig: All Non-Christian	11% (99)	6% (52)	11% (98)	6% (51)	6% (53)	8% (72)	11% (101)	41% (359)	886
Community: Urban	16% (80)	8% (42)	9% (44)	6% (30)	6% (28)	5% (23)	10% (49)	41% (207)	503
Community: Suburban	9% (86)	5% (45)	11% (101)	4% (40)	5% (45)	8% (74)	12% (108)	45% (417)	916
Community: Rural	11% (65)	6% (34)	9% (54)	7% (38)	5% (27)	5% (29)	12% (67)	46% (267)	581
Employ: Private Sector	12% (80)	6% (42)	12% (81)	6% (38)	7% (45)	6% (39)	11% (74)	39% (256)	655
Employ: Government	16% (25)	6% (10)	14% (22)	9% (14)	5% (7)	7% (11)	11% (17)	32% (50)	156
Employ: Self-Employed	17% (24)	8% (12)	6% (8)	6% (8)	3% (5)	9% (13)	12% (17)	39% (56)	144
Employ: Homemaker	13% (22)	6% (11)	11% (20)	8% (14)	5% (8)	8% (15)	12% (21)	37% (66)	177
Employ: Student	20% (22)	15% (17)	12% (13)	3% (4)	7% (8)	6% (7)	12% (13)	22% (24)	107
Employ: Retired	2% (7)	3% (11)	5% (20)	2% (10)	3% (13)	4% (16)	13% (52)	67% (260)	388
Employ: Unemployed	12% (26)	6% (12)	13% (27)	6% (13)	3% (7)	9% (19)	6% (13)	45% (97)	213
Employ: Other	15% (25)	5% (7)	5% (8)	5% (8)	5% (8)	4% (7)	11% (17)	51% (82)	161
Job Type: White-collar	12% (81)	6% (41)	10% (70)	5% (34)	6% (40)	7% (49)	10% (71)	45% (312)	698
Job Type: Blue-collar	10% (86)	5% (45)	10% (86)	6% (56)	5% (42)	5% (48)	12% (107)	46% (402)	871
Job Type: Don't Know	15% (65)	8% (34)	10% (43)	4% (19)	4% (18)	7% (30)	11% (46)	41% (176)	431
Military HH: Yes	13% (49)	4% (16)	9% (36)	5% (19)	5% (17)	5% (19)	11% (43)	47% (179)	377
Military HH: No	11% (182)	6% (105)	10% (164)	5% (89)	5% (83)	7% (107)	11% (181)	44% (711)	1623

Continued on next page

Table BRN4_2: How often do you use each of the following?

Pandora

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	12% (231)	6% (121)	10% (200)	5% (108)	5% (100)	6% (126)	11% (223)	45% (890)	2000
RD/WT: Right Direction	16% (96)	9% (51)	9% (55)	6% (36)	5% (28)	5% (33)	10% (58)	40% (243)	599
RD/WT: Wrong Track	10% (135)	5% (70)	10% (145)	5% (72)	5% (73)	7% (94)	12% (166)	46% (648)	1401
Obama Job: Approve	14% (152)	7% (71)	11% (116)	6% (60)	5% (54)	7% (79)	10% (105)	40% (422)	1059
Obama Job: Disapprove	8% (68)	5% (41)	9% (74)	6% (46)	5% (43)	4% (35)	13% (104)	50% (409)	819
#1 Issue: Economy	12% (83)	6% (40)	11% (74)	7% (47)	5% (32)	6% (39)	11% (80)	44% (304)	700
#1 Issue: Security	8% (30)	7% (25)	10% (38)	3% (13)	5% (19)	5% (17)	11% (42)	50% (184)	367
#1 Issue: Health Care	8% (24)	9% (26)	10% (32)	6% (18)	7% (22)	8% (25)	11% (34)	41% (125)	304
#1 Issue: Medicare / Social Security	6% (13)	3% (5)	8% (17)	4% (9)	2% (5)	4% (8)	9% (19)	64% (136)	211
#1 Issue: Women's Issues	25% (24)	10% (9)	8% (7)	3% (3)	4% (4)	7% (7)	13% (12)	31% (30)	97
#1 Issue: Education	19% (29)	3% (5)	10% (14)	8% (11)	6% (8)	13% (19)	10% (14)	32% (47)	148
#1 Issue: Energy	26% (26)	9% (8)	12% (12)	4% (4)	8% (8)	7% (7)	9% (9)	25% (25)	99
#1 Issue: Other	5% (4)	1% (1)	8% (6)	5% (3)	3% (2)	7% (5)	17% (13)	53% (39)	74
2016 Vote: Democrat Hillary Clinton	12% (79)	7% (46)	11% (78)	4% (30)	6% (38)	8% (55)	9% (60)	44% (299)	684
2016 Vote: Republican Donald Trump	12% (79)	5% (31)	10% (70)	5% (34)	6% (42)	4% (25)	11% (76)	48% (325)	684
2016 Vote: Someone else	7% (10)	4% (6)	18% (27)	5% (7)	4% (7)	4% (6)	16% (25)	42% (65)	153
2012 Vote: Barack Obama	11% (85)	7% (55)	10% (78)	6% (45)	5% (36)	6% (45)	11% (81)	43% (323)	748
2012 Vote: Mitt Romney	8% (39)	4% (21)	9% (48)	4% (23)	5% (26)	5% (24)	11% (54)	54% (279)	513
2012 Vote: Other	8% (8)	7% (6)	8% (7)	5% (4)	3% (3)	6% (5)	12% (12)	52% (50)	96
2012 Vote: Didn't Vote	16% (99)	6% (39)	10% (66)	6% (36)	5% (34)	8% (51)	12% (76)	37% (237)	637
4-Region: Northeast	10% (37)	7% (27)	9% (34)	6% (22)	6% (22)	7% (25)	10% (35)	45% (163)	365
4-Region: Midwest	9% (40)	4% (15)	9% (38)	5% (23)	6% (24)	6% (27)	12% (52)	49% (211)	430
4-Region: South	13% (94)	7% (51)	9% (67)	5% (39)	5% (39)	5% (39)	12% (91)	43% (320)	740
4-Region: West	13% (61)	6% (27)	13% (60)	5% (24)	3% (16)	8% (36)	10% (46)	42% (196)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN4_3: How often do you use each of the following?
 AM/FM Radio

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	32% (633)	19% (386)	16% (329)	6% (128)	4% (90)	4% (71)	6% (118)	12% (244)	2000
Gender: Male	31% (296)	22% (207)	16% (153)	7% (63)	4% (34)	4% (34)	5% (53)	13% (122)	963
Gender: Female	33% (338)	17% (179)	17% (177)	6% (64)	5% (56)	3% (36)	6% (65)	12% (122)	1037
Age: 18-29	27% (123)	17% (76)	13% (59)	9% (40)	4% (18)	7% (29)	7% (30)	17% (74)	449
Age: 30-44	37% (180)	23% (112)	15% (72)	4% (20)	3% (15)	2% (10)	5% (25)	12% (57)	491
Age: 45-54	36% (150)	22% (89)	16% (66)	5% (20)	5% (20)	2% (6)	4% (17)	11% (45)	414
Age: 55-64	32% (91)	17% (49)	18% (51)	5% (14)	5% (14)	4% (11)	6% (18)	13% (37)	284
Age: 65+	25% (89)	17% (61)	22% (81)	10% (34)	6% (23)	4% (14)	8% (29)	8% (30)	361
PID: Dem (no lean)	29% (201)	23% (160)	15% (104)	7% (51)	3% (18)	4% (28)	6% (41)	14% (94)	699
PID: Ind (no lean)	30% (211)	15% (104)	15% (103)	8% (54)	6% (39)	5% (36)	7% (46)	15% (103)	696
PID: Rep (no lean)	36% (221)	20% (122)	20% (122)	4% (23)	6% (34)	1% (7)	5% (31)	8% (47)	606
PID/Gender: Dem Men	25% (80)	27% (87)	15% (49)	5% (17)	— (1)	5% (16)	6% (20)	17% (54)	325
PID/Gender: Dem Women	33% (122)	20% (73)	15% (56)	9% (34)	4% (16)	3% (12)	6% (21)	11% (40)	374
PID/Gender: Ind Men	30% (106)	19% (68)	13% (47)	8% (30)	5% (18)	4% (16)	6% (22)	14% (50)	356
PID/Gender: Ind Women	31% (105)	11% (36)	17% (57)	7% (24)	6% (21)	6% (20)	7% (24)	16% (53)	340
PID/Gender: Rep Men	39% (110)	18% (52)	20% (57)	6% (16)	5% (15)	1% (3)	4% (10)	6% (18)	282
PID/Gender: Rep Women	34% (111)	22% (70)	20% (64)	2% (7)	6% (18)	1% (4)	6% (21)	9% (29)	324
Tea Party: Supporter	35% (165)	21% (100)	17% (82)	7% (32)	3% (14)	3% (14)	5% (25)	9% (42)	474
Tea Party: Not Supporter	31% (466)	19% (284)	16% (243)	6% (96)	5% (75)	4% (57)	6% (93)	13% (200)	1515
Ideo: Liberal (1-3)	28% (171)	22% (135)	16% (100)	8% (47)	4% (27)	4% (24)	5% (30)	14% (84)	618
Ideo: Moderate (4)	32% (140)	19% (82)	15% (68)	6% (27)	5% (22)	4% (17)	7% (32)	11% (50)	439
Ideo: Conservative (5-7)	36% (240)	21% (140)	19% (125)	6% (38)	4% (29)	2% (13)	5% (36)	8% (51)	674
Educ: < College	31% (445)	18% (260)	16% (228)	7% (100)	4% (59)	4% (58)	6% (89)	13% (184)	1424
Educ: Bachelors degree	32% (121)	21% (79)	19% (73)	5% (19)	5% (19)	2% (8)	5% (17)	11% (41)	378
Educ: Post-grad	34% (67)	24% (47)	14% (28)	4% (9)	6% (12)	2% (4)	6% (12)	9% (19)	199
Income: Under 50k	29% (358)	17% (216)	17% (210)	8% (96)	5% (57)	5% (58)	6% (78)	14% (175)	1248
Income: 50k-100k	38% (205)	23% (126)	16% (87)	4% (22)	4% (20)	1% (7)	6% (30)	9% (46)	544
Income: 100k+	33% (69)	21% (44)	15% (32)	5% (10)	6% (13)	3% (6)	5% (10)	11% (23)	208

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Table BRN4_3: How often do you use each of the following?
AM/FM Radio

Demographic			A few	About once	About once	About once	I do not		Total N
	More than once a day	Once a day	times a week	a week	every few weeks	a month	Less often	use	
All Adults	32% (633)	19% (386)	16% (329)	6% (128)	4% (90)	4% (71)	6% (118)	12% (244)	2000
Ethnicity: White	33% (525)	19% (306)	16% (251)	6% (98)	4% (70)	4% (61)	6% (93)	12% (186)	1591
Ethnicity: Hispanic	32% (97)	24% (71)	11% (34)	6% (17)	2% (6)	6% (18)	3% (10)	15% (46)	299
Ethnicity: Afr. Am.	25% (60)	24% (59)	15% (36)	6% (15)	7% (17)	3% (7)	7% (17)	13% (33)	244
Ethnicity: Other	29% (48)	13% (21)	26% (43)	8% (14)	2% (4)	1% (2)	5% (8)	16% (26)	165
Relig: Protestant	32% (144)	23% (102)	20% (92)	5% (25)	6% (26)	3% (12)	4% (19)	7% (32)	452
Relig: Roman Catholic	30% (117)	25% (97)	15% (60)	8% (30)	3% (14)	3% (11)	5% (19)	11% (44)	393
Relig: Ath./Agn./None	31% (169)	12% (69)	17% (94)	7% (40)	5% (25)	5% (28)	7% (38)	16% (91)	554
Relig: Something Else	33% (111)	18% (61)	14% (45)	4% (13)	5% (15)	6% (18)	6% (19)	15% (51)	333
Relig: Jewish	38% (20)	21% (11)	17% (9)	2% (1)	8% (4)	5% (3)	2% (1)	7% (4)	52
Relig: Evangelical	34% (200)	24% (138)	17% (98)	6% (38)	4% (22)	2% (10)	6% (32)	8% (48)	585
Relig: Non-Evang. Catholics	29% (154)	23% (119)	17% (92)	7% (38)	5% (28)	3% (14)	5% (28)	10% (55)	528
Relig: All Christian	32% (353)	23% (257)	17% (190)	7% (75)	4% (50)	2% (24)	5% (61)	9% (103)	1114
Relig: All Non-Christian	32% (280)	15% (130)	16% (139)	6% (53)	5% (40)	5% (46)	7% (58)	16% (141)	886
Community: Urban	29% (146)	23% (115)	17% (83)	6% (28)	4% (18)	3% (15)	7% (35)	13% (64)	503
Community: Suburban	34% (312)	19% (173)	16% (146)	7% (60)	5% (42)	4% (34)	5% (44)	11% (105)	916
Community: Rural	30% (175)	17% (98)	17% (100)	7% (40)	5% (30)	4% (22)	7% (40)	13% (75)	581
Employ: Private Sector	39% (256)	22% (146)	15% (95)	5% (30)	3% (23)	3% (20)	4% (29)	9% (57)	655
Employ: Government	49% (76)	23% (36)	10% (15)	6% (9)	3% (4)	2% (3)	2% (3)	6% (10)	156
Employ: Self-Employed	30% (44)	21% (31)	11% (16)	4% (6)	3% (4)	6% (9)	8% (12)	16% (24)	144
Employ: Homemaker	33% (58)	19% (34)	17% (29)	4% (7)	9% (16)	2% (3)	9% (15)	9% (15)	177
Employ: Student	21% (22)	17% (18)	12% (13)	10% (10)	7% (8)	9% (10)	4% (4)	20% (21)	107
Employ: Retired	19% (75)	17% (67)	25% (96)	11% (41)	6% (24)	4% (14)	7% (29)	10% (40)	388
Employ: Unemployed	24% (51)	10% (21)	22% (47)	8% (18)	3% (7)	2% (4)	9% (19)	21% (45)	213
Employ: Other	32% (52)	21% (35)	11% (17)	4% (6)	3% (4)	5% (8)	4% (7)	20% (33)	161
Job Type: White-collar	36% (255)	21% (148)	17% (121)	5% (32)	5% (36)	3% (18)	4% (31)	8% (59)	698
Job Type: Blue-collar	31% (270)	19% (165)	16% (143)	8% (71)	4% (35)	5% (41)	7% (60)	10% (85)	871
Job Type: Don't Know	25% (109)	17% (73)	15% (66)	6% (25)	4% (19)	3% (12)	6% (27)	23% (100)	431
Military HH: Yes	31% (115)	23% (87)	15% (57)	8% (30)	6% (23)	2% (7)	4% (16)	11% (43)	377
Military HH: No	32% (518)	18% (300)	17% (272)	6% (98)	4% (67)	4% (64)	6% (102)	12% (202)	1623

Continued on next page

Table BRN4_3: How often do you use each of the following?**AM/FM Radio**

Demographic			A few	About once	About once	About once	I do not		Total N
	More than once a day	Once a day	times a week	a week	every few weeks	a month	Less often	use	
All Adults	32% (633)	19% (386)	16% (329)	6% (128)	4% (90)	4% (71)	6% (118)	12% (244)	2000
RD/WT: Right Direction	35% (209)	21% (127)	14% (83)	6% (33)	4% (22)	4% (24)	6% (34)	11% (66)	599
RD/WT: Wrong Track	30% (424)	18% (259)	18% (246)	7% (95)	5% (68)	3% (47)	6% (84)	13% (179)	1401
Obama Job: Approve	29% (309)	21% (224)	15% (160)	7% (75)	5% (48)	4% (47)	6% (59)	13% (137)	1059
Obama Job: Disapprove	35% (290)	18% (147)	18% (151)	6% (50)	4% (35)	2% (17)	5% (45)	10% (84)	819
#1 Issue: Economy	36% (249)	20% (143)	15% (107)	6% (43)	4% (29)	2% (17)	4% (31)	12% (82)	700
#1 Issue: Security	32% (118)	21% (77)	17% (64)	6% (24)	3% (12)	3% (12)	7% (25)	10% (35)	367
#1 Issue: Health Care	31% (95)	17% (51)	19% (57)	6% (17)	4% (13)	3% (9)	7% (20)	14% (42)	304
#1 Issue: Medicare / Social Security	27% (57)	16% (33)	20% (43)	8% (16)	6% (13)	5% (9)	7% (14)	12% (25)	211
#1 Issue: Women's Issues	25% (24)	25% (24)	11% (10)	5% (5)	8% (8)	2% (2)	6% (6)	17% (16)	97
#1 Issue: Education	38% (55)	14% (21)	15% (23)	6% (8)	4% (6)	8% (12)	6% (9)	9% (14)	148
#1 Issue: Energy	17% (16)	29% (29)	14% (14)	9% (9)	6% (6)	5% (5)	3% (3)	17% (17)	99
#1 Issue: Other	24% (18)	12% (9)	17% (12)	7% (6)	5% (4)	5% (3)	12% (9)	17% (12)	74
2016 Vote: Democrat Hillary Clinton	28% (191)	23% (154)	16% (108)	6% (40)	5% (32)	3% (22)	6% (42)	14% (94)	684
2016 Vote: Republican Donald Trump	36% (248)	20% (139)	19% (131)	5% (36)	4% (30)	1% (10)	5% (36)	8% (53)	684
2016 Vote: Someone else	39% (60)	18% (28)	12% (19)	7% (11)	4% (6)	3% (4)	5% (7)	12% (18)	153
2012 Vote: Barack Obama	31% (232)	24% (177)	15% (115)	5% (41)	4% (27)	4% (27)	5% (40)	12% (89)	748
2012 Vote: Mitt Romney	34% (175)	20% (101)	20% (103)	5% (25)	5% (27)	1% (5)	5% (27)	10% (50)	513
2012 Vote: Other	42% (41)	13% (12)	17% (16)	10% (9)	— (0)	2% (2)	6% (6)	10% (10)	96
2012 Vote: Didn't Vote	29% (182)	15% (95)	15% (95)	8% (52)	6% (36)	6% (36)	7% (46)	15% (95)	637
4-Region: Northeast	34% (123)	19% (69)	15% (55)	4% (14)	5% (19)	3% (10)	6% (20)	15% (56)	365
4-Region: Midwest	33% (141)	21% (90)	18% (76)	7% (31)	3% (13)	3% (12)	6% (26)	10% (42)	430
4-Region: South	31% (232)	19% (139)	15% (114)	7% (52)	5% (37)	4% (30)	6% (43)	13% (94)	740
4-Region: West	30% (138)	19% (89)	18% (84)	7% (31)	5% (21)	4% (19)	6% (30)	11% (53)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table BRN4_4: How often do you use each of the following?
Music Ive purchased such as CDs, iTunes, etc.**

Demographic			A few	About once	About once			I do not	Total N
	More than once a day	Once a day	times a week	a week	every few weeks	About once a month	Less often	use	
All Adults	11% (229)	9% (175)	13% (254)	8% (153)	7% (135)	7% (137)	16% (317)	30% (600)	2000
Gender: Male	13% (125)	10% (95)	12% (115)	7% (66)	7% (65)	7% (68)	14% (134)	31% (294)	963
Gender: Female	10% (104)	8% (80)	13% (138)	8% (87)	7% (70)	7% (69)	18% (183)	30% (306)	1037
Age: 18-29	17% (76)	11% (50)	8% (34)	9% (41)	6% (28)	5% (23)	14% (63)	30% (134)	449
Age: 30-44	16% (80)	12% (61)	15% (73)	7% (32)	9% (44)	8% (37)	13% (62)	21% (102)	491
Age: 45-54	10% (43)	7% (29)	16% (67)	8% (31)	6% (25)	7% (30)	16% (65)	30% (123)	414
Age: 55-64	4% (12)	6% (18)	12% (34)	7% (21)	3% (10)	7% (19)	20% (58)	40% (113)	284
Age: 65+	5% (20)	5% (17)	12% (45)	8% (28)	8% (28)	7% (27)	19% (69)	35% (127)	361
PID: Dem (no lean)	12% (85)	10% (73)	12% (86)	8% (55)	8% (53)	8% (55)	14% (96)	28% (197)	699
PID: Ind (no lean)	11% (80)	7% (50)	12% (81)	7% (52)	6% (39)	7% (50)	15% (104)	35% (241)	696
PID: Rep (no lean)	11% (65)	9% (53)	14% (87)	8% (47)	7% (43)	5% (32)	19% (117)	27% (163)	606
PID/Gender: Dem Men	14% (46)	10% (33)	8% (27)	9% (28)	9% (30)	8% (28)	9% (30)	32% (103)	325
PID/Gender: Dem Women	10% (38)	11% (40)	16% (59)	7% (26)	6% (23)	7% (28)	18% (66)	25% (94)	374
PID/Gender: Ind Men	13% (47)	9% (32)	11% (40)	7% (25)	6% (21)	8% (28)	15% (53)	31% (110)	356
PID/Gender: Ind Women	10% (32)	5% (18)	12% (41)	8% (27)	5% (18)	6% (21)	15% (51)	39% (131)	340
PID/Gender: Rep Men	11% (31)	11% (31)	17% (49)	4% (12)	5% (15)	4% (12)	18% (51)	29% (82)	282
PID/Gender: Rep Women	10% (33)	7% (22)	12% (38)	11% (34)	9% (28)	6% (20)	21% (66)	25% (81)	324
Tea Party: Supporter	14% (66)	12% (57)	11% (51)	9% (43)	5% (26)	4% (20)	20% (93)	25% (118)	474
Tea Party: Not Supporter	11% (162)	8% (118)	13% (202)	7% (107)	7% (110)	8% (117)	15% (221)	32% (478)	1515
Ideo: Liberal (1-3)	14% (85)	11% (70)	16% (99)	10% (59)	8% (52)	8% (49)	11% (66)	22% (137)	618
Ideo: Moderate (4)	10% (46)	6% (26)	12% (54)	6% (26)	7% (32)	7% (29)	19% (84)	32% (143)	439
Ideo: Conservative (5-7)	9% (62)	8% (51)	13% (88)	8% (57)	7% (45)	6% (42)	19% (131)	29% (198)	674
Educ: < College	11% (157)	9% (127)	11% (157)	8% (111)	7% (96)	7% (98)	15% (212)	33% (465)	1424
Educ: Bachelors degree	13% (48)	8% (31)	16% (59)	7% (26)	6% (23)	7% (28)	19% (73)	24% (91)	378
Educ: Post-grad	12% (24)	8% (17)	19% (38)	8% (16)	8% (17)	6% (11)	16% (32)	22% (44)	199
Income: Under 50k	12% (153)	8% (105)	11% (136)	7% (93)	6% (75)	7% (84)	16% (203)	32% (399)	1248
Income: 50k-100k	10% (56)	8% (45)	16% (85)	8% (44)	8% (41)	7% (40)	15% (81)	28% (152)	544
Income: 100k+	9% (19)	12% (25)	16% (32)	7% (15)	9% (19)	6% (13)	16% (33)	24% (49)	208

Continued on next page

Table BRN4_4: How often do you use each of the following?
Music Ive purchased such as CDs, iTunes, etc.

Demographic			A few	About once	About once	About once	I do not		Total N
	More than once a day	Once a day	times a week	a week	every few weeks	a month	Less often	use	
All Adults	11% (229)	9% (175)	13% (254)	8% (153)	7% (135)	7% (137)	16% (317)	30% (600)	2000
Ethnicity: White	11% (172)	8% (134)	13% (211)	7% (118)	7% (108)	6% (100)	15% (246)	32% (501)	1591
Ethnicity: Hispanic	20% (61)	14% (43)	12% (36)	7% (22)	3% (10)	7% (20)	12% (35)	24% (72)	299
Ethnicity: Afr. Am.	9% (22)	11% (26)	11% (27)	8% (20)	8% (21)	9% (21)	19% (47)	25% (60)	244
Ethnicity: Other	21% (35)	10% (16)	9% (15)	9% (15)	4% (6)	9% (15)	14% (24)	24% (39)	165
Relig: Protestant	10% (46)	11% (48)	15% (70)	6% (27)	8% (37)	6% (27)	14% (65)	29% (132)	452
Relig: Roman Catholic	10% (40)	9% (34)	13% (51)	9% (35)	6% (22)	6% (22)	15% (60)	33% (129)	393
Relig: Ath./Agn./None	13% (72)	7% (40)	12% (68)	8% (44)	8% (47)	9% (50)	12% (67)	30% (165)	554
Relig: Something Else	12% (41)	8% (27)	12% (38)	9% (29)	6% (19)	6% (19)	19% (63)	29% (96)	333
Relig: Jewish	14% (8)	6% (3)	12% (6)	11% (6)	8% (4)	4% (2)	14% (7)	30% (15)	52
Relig: Evangelical	12% (72)	12% (70)	14% (79)	8% (44)	6% (34)	6% (35)	17% (102)	25% (149)	585
Relig: Non-Evang. Catholics	8% (44)	7% (37)	13% (68)	7% (36)	7% (36)	6% (33)	16% (84)	36% (190)	528
Relig: All Christian	10% (116)	10% (107)	13% (147)	7% (80)	6% (70)	6% (68)	17% (186)	30% (339)	1114
Relig: All Non-Christian	13% (113)	8% (68)	12% (106)	8% (73)	7% (65)	8% (69)	15% (130)	29% (261)	886
Community: Urban	13% (65)	10% (51)	14% (68)	10% (48)	7% (34)	6% (30)	16% (78)	26% (130)	503
Community: Suburban	13% (116)	9% (79)	13% (116)	7% (64)	7% (62)	8% (72)	15% (141)	29% (266)	916
Community: Rural	8% (48)	8% (45)	12% (69)	7% (42)	7% (39)	6% (36)	17% (97)	35% (204)	581
Employ: Private Sector	13% (85)	9% (60)	15% (98)	7% (46)	7% (47)	7% (44)	15% (100)	27% (174)	655
Employ: Government	14% (22)	9% (14)	20% (32)	8% (13)	10% (15)	10% (15)	14% (22)	15% (23)	156
Employ: Self-Employed	14% (20)	6% (8)	17% (25)	12% (17)	7% (10)	6% (8)	10% (14)	28% (41)	144
Employ: Homemaker	14% (24)	13% (24)	9% (15)	6% (11)	9% (16)	6% (10)	15% (27)	28% (49)	177
Employ: Student	17% (18)	8% (8)	13% (14)	13% (14)	4% (4)	4% (4)	14% (15)	27% (29)	107
Employ: Retired	7% (26)	6% (22)	11% (43)	9% (34)	7% (26)	7% (25)	17% (66)	37% (145)	388
Employ: Unemployed	10% (22)	9% (19)	6% (13)	5% (11)	4% (8)	7% (15)	23% (48)	36% (77)	213
Employ: Other	8% (12)	13% (21)	8% (13)	4% (7)	6% (9)	9% (15)	15% (24)	37% (60)	161
Job Type: White-collar	13% (91)	10% (70)	15% (107)	10% (67)	7% (51)	6% (40)	15% (105)	24% (168)	698
Job Type: Blue-collar	11% (93)	7% (60)	12% (103)	7% (64)	8% (65)	8% (67)	17% (152)	31% (266)	871
Job Type: Don't Know	10% (45)	10% (45)	10% (43)	5% (22)	4% (19)	7% (31)	14% (60)	39% (166)	431
Military HH: Yes	11% (40)	10% (37)	12% (46)	6% (21)	7% (27)	5% (20)	11% (43)	38% (144)	377
Military HH: No	12% (189)	8% (138)	13% (208)	8% (132)	7% (108)	7% (117)	17% (274)	28% (456)	1623

Continued on next page

Table BRN4_4: How often do you use each of the following?
Music Ive purchased such as CDs, iTunes, etc.

Demographic	A few		About once		About once		I do not		Total N
	More than once a day	Once a day	times a week	a week	every few weeks	About once a month	Less often	use	
All Adults	11% (229)	9% (175)	13% (254)	8% (153)	7% (135)	7% (137)	16% (317)	30% (600)	2000
RD/WT: Right Direction	14% (83)	9% (57)	12% (73)	8% (46)	6% (33)	5% (29)	15% (92)	31% (186)	599
RD/WT: Wrong Track	10% (146)	8% (119)	13% (181)	8% (107)	7% (102)	8% (108)	16% (225)	30% (414)	1401
Obama Job: Approve	13% (135)	10% (102)	13% (141)	9% (91)	6% (67)	7% (79)	14% (146)	28% (297)	1059
Obama Job: Disapprove	9% (73)	8% (66)	13% (106)	7% (59)	7% (57)	6% (53)	19% (155)	31% (250)	819
#1 Issue: Economy	12% (82)	9% (64)	14% (99)	6% (43)	5% (38)	8% (58)	16% (110)	29% (206)	700
#1 Issue: Security	8% (29)	8% (29)	13% (48)	9% (34)	7% (25)	8% (28)	18% (67)	29% (107)	367
#1 Issue: Health Care	11% (35)	7% (23)	12% (38)	9% (26)	6% (20)	6% (20)	21% (64)	26% (79)	304
#1 Issue: Medicare / Social Security	9% (19)	4% (8)	10% (20)	8% (18)	11% (22)	4% (9)	16% (33)	39% (81)	211
#1 Issue: Women's Issues	10% (10)	15% (14)	19% (18)	13% (12)	8% (7)	3% (3)	7% (6)	26% (26)	97
#1 Issue: Education	18% (26)	13% (19)	6% (9)	8% (11)	7% (10)	8% (12)	9% (14)	31% (46)	148
#1 Issue: Energy	14% (14)	14% (14)	12% (11)	8% (8)	4% (4)	3% (3)	16% (15)	30% (30)	99
#1 Issue: Other	19% (14)	4% (3)	14% (10)	2% (1)	11% (8)	6% (5)	8% (6)	35% (26)	74
2016 Vote: Democrat Hillary Clinton	12% (82)	10% (70)	14% (96)	7% (48)	7% (48)	8% (52)	14% (95)	28% (193)	684
2016 Vote: Republican Donald Trump	11% (72)	8% (56)	13% (87)	9% (60)	7% (50)	7% (47)	18% (123)	28% (189)	684
2016 Vote: Someone else	11% (17)	5% (8)	13% (20)	10% (15)	6% (9)	9% (14)	19% (29)	28% (42)	153
2012 Vote: Barack Obama	11% (84)	10% (72)	14% (107)	9% (70)	7% (53)	8% (62)	14% (108)	26% (192)	748
2012 Vote: Mitt Romney	9% (45)	8% (41)	17% (85)	6% (29)	7% (34)	6% (31)	19% (95)	30% (153)	513
2012 Vote: Other	12% (12)	7% (7)	6% (6)	15% (14)	2% (2)	5% (4)	18% (17)	35% (34)	96
2012 Vote: Didn't Vote	14% (89)	9% (56)	9% (54)	6% (40)	7% (45)	6% (40)	15% (94)	35% (221)	637
4-Region: Northeast	15% (54)	7% (24)	13% (46)	8% (27)	5% (20)	7% (26)	16% (58)	30% (109)	365
4-Region: Midwest	12% (50)	6% (27)	15% (63)	8% (35)	7% (31)	8% (34)	16% (68)	29% (123)	430
4-Region: South	10% (71)	11% (79)	13% (93)	8% (56)	8% (56)	6% (45)	16% (122)	30% (219)	740
4-Region: West	12% (55)	10% (46)	11% (51)	7% (35)	6% (28)	7% (32)	15% (69)	32% (150)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN4_5: How often do you use each of the following?
iHeartRadio

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	More than once a day	Once a day	A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	
All Adults	5% (109)	5% (95)	6% (117)	4% (74)	4% (87)	4% (83)	9% (179)	63% (1258)	2000
Gender: Male	6% (60)	6% (58)	6% (58)	3% (33)	5% (46)	4% (36)	9% (87)	61% (583)	963
Gender: Female	5% (48)	4% (36)	6% (59)	4% (41)	4% (41)	5% (47)	9% (92)	65% (674)	1037
Age: 18-29	7% (29)	9% (39)	6% (25)	3% (15)	5% (21)	4% (17)	8% (34)	60% (268)	449
Age: 30-44	7% (37)	6% (30)	10% (49)	5% (24)	5% (23)	6% (29)	10% (50)	51% (250)	491
Age: 45-54	6% (26)	3% (13)	4% (18)	5% (19)	6% (25)	4% (17)	10% (43)	61% (251)	414
Age: 55-64	2% (7)	3% (8)	5% (15)	2% (6)	3% (8)	4% (11)	8% (23)	73% (206)	284
Age: 65+	3% (9)	1% (4)	3% (10)	2% (9)	3% (10)	2% (8)	8% (29)	78% (283)	361
PID: Dem (no lean)	5% (37)	6% (43)	7% (50)	4% (25)	3% (20)	3% (23)	8% (59)	63% (441)	699
PID: Ind (no lean)	5% (33)	4% (25)	5% (31)	4% (26)	5% (38)	5% (33)	9% (65)	64% (444)	696
PID: Rep (no lean)	6% (39)	5% (27)	6% (36)	4% (22)	5% (28)	4% (26)	9% (55)	61% (372)	606
PID/Gender: Dem Men	6% (19)	8% (27)	7% (24)	3% (11)	2% (7)	4% (12)	10% (34)	59% (191)	325
PID/Gender: Dem Women	5% (18)	4% (16)	7% (26)	4% (14)	4% (14)	3% (11)	7% (26)	67% (250)	374
PID/Gender: Ind Men	6% (22)	5% (17)	5% (17)	3% (11)	6% (22)	3% (11)	8% (27)	64% (227)	356
PID/Gender: Ind Women	3% (11)	2% (8)	4% (14)	4% (15)	5% (16)	6% (22)	11% (37)	64% (217)	340
PID/Gender: Rep Men	7% (19)	5% (14)	6% (18)	4% (10)	6% (17)	4% (13)	9% (26)	58% (165)	282
PID/Gender: Rep Women	6% (20)	4% (13)	6% (18)	4% (11)	3% (11)	4% (14)	9% (29)	64% (208)	324
Tea Party: Supporter	10% (49)	8% (38)	8% (36)	4% (20)	6% (28)	4% (18)	11% (54)	49% (230)	474
Tea Party: Not Supporter	4% (60)	4% (57)	5% (81)	3% (53)	4% (58)	4% (64)	8% (125)	67% (1017)	1515
Ideo: Liberal (1-3)	5% (34)	6% (40)	9% (58)	6% (38)	5% (29)	3% (17)	10% (60)	55% (341)	618
Ideo: Moderate (4)	5% (24)	5% (24)	5% (22)	4% (18)	4% (16)	5% (21)	8% (35)	64% (279)	439
Ideo: Conservative (5-7)	5% (35)	4% (26)	4% (30)	2% (13)	5% (31)	4% (28)	10% (67)	66% (444)	674
Educ: < College	5% (74)	5% (77)	6% (88)	3% (46)	4% (63)	5% (66)	9% (123)	62% (886)	1424
Educ: Bachelors degree	6% (21)	3% (10)	5% (18)	5% (18)	3% (12)	3% (12)	10% (39)	66% (248)	378
Educ: Post-grad	6% (13)	4% (7)	6% (11)	5% (10)	6% (13)	3% (5)	8% (17)	62% (123)	199
Income: Under 50k	6% (74)	5% (60)	6% (72)	3% (38)	4% (52)	4% (54)	8% (95)	64% (803)	1248
Income: 50k-100k	5% (25)	6% (32)	7% (36)	5% (28)	4% (21)	4% (20)	11% (61)	59% (321)	544
Income: 100k+	5% (10)	1% (3)	4% (9)	4% (8)	6% (13)	4% (8)	11% (23)	64% (133)	208

Continued on next page

**Table BRN4_5: How often do you use each of the following?
iHeartRadio**

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	5% (109)	5% (95)	6% (117)	4% (74)	4% (87)	4% (83)	9% (179)	63% (1258)	2000
Ethnicity: White	5% (82)	4% (71)	5% (81)	4% (57)	4% (70)	4% (56)	9% (144)	65% (1030)	1591
Ethnicity: Hispanic	11% (32)	8% (25)	6% (19)	3% (9)	6% (17)	5% (16)	6% (19)	54% (162)	299
Ethnicity: Afr. Am.	6% (14)	7% (18)	11% (27)	5% (11)	3% (8)	7% (18)	6% (15)	54% (133)	244
Ethnicity: Other	8% (13)	4% (6)	6% (9)	3% (5)	5% (8)	5% (9)	12% (19)	58% (95)	165
Relig: Protestant	5% (23)	4% (18)	5% (22)	4% (18)	3% (16)	4% (16)	8% (36)	67% (304)	452
Relig: Roman Catholic	4% (15)	6% (24)	6% (25)	3% (11)	5% (21)	3% (13)	9% (36)	63% (248)	393
Relig: Ath./Agn./None	4% (25)	5% (28)	6% (32)	3% (14)	4% (22)	4% (24)	10% (56)	64% (353)	554
Relig: Something Else	7% (23)	4% (14)	5% (17)	5% (18)	4% (13)	5% (17)	10% (34)	59% (197)	333
Relig: Jewish	6% (3)	3% (2)	7% (4)	11% (6)	4% (2)	1% (1)	8% (4)	61% (32)	52
Relig: Evangelical	8% (45)	5% (31)	9% (50)	4% (25)	6% (33)	4% (25)	7% (42)	57% (334)	585
Relig: Non-Evang. Catholics	3% (16)	4% (22)	3% (18)	3% (16)	4% (19)	3% (16)	9% (46)	71% (374)	528
Relig: All Christian	5% (61)	5% (53)	6% (68)	4% (41)	5% (51)	4% (41)	8% (89)	64% (708)	1114
Relig: All Non-Christian	5% (47)	5% (41)	6% (49)	4% (32)	4% (35)	5% (41)	10% (90)	62% (549)	886
Community: Urban	8% (40)	7% (38)	7% (33)	4% (18)	4% (18)	4% (21)	6% (28)	61% (306)	503
Community: Suburban	5% (49)	3% (28)	6% (51)	3% (31)	5% (49)	3% (28)	10% (94)	64% (586)	916
Community: Rural	3% (19)	5% (29)	6% (33)	4% (24)	3% (20)	6% (34)	10% (57)	63% (366)	581
Employ: Private Sector	7% (48)	3% (22)	6% (41)	4% (28)	5% (31)	5% (35)	10% (67)	58% (383)	655
Employ: Government	8% (13)	5% (8)	2% (3)	5% (8)	10% (15)	5% (8)	11% (18)	53% (83)	156
Employ: Self-Employed	3% (4)	14% (20)	9% (14)	1% (2)	4% (6)	— (1)	12% (18)	56% (81)	144
Employ: Homemaker	4% (8)	5% (8)	8% (14)	5% (9)	4% (7)	6% (11)	8% (13)	60% (106)	177
Employ: Student	9% (9)	9% (10)	1% (1)	4% (4)	5% (5)	— (0)	8% (9)	64% (68)	107
Employ: Retired	3% (10)	2% (7)	4% (14)	4% (16)	2% (9)	3% (10)	7% (29)	76% (293)	388
Employ: Unemployed	4% (9)	7% (14)	2% (5)	3% (6)	5% (10)	5% (11)	5% (10)	70% (148)	213
Employ: Other	4% (6)	3% (5)	16% (25)	1% (1)	3% (5)	4% (6)	10% (17)	59% (96)	161
Job Type: White-collar	5% (34)	5% (34)	7% (47)	4% (31)	4% (29)	3% (23)	11% (74)	61% (427)	698
Job Type: Blue-collar	5% (46)	4% (33)	5% (46)	3% (30)	4% (35)	5% (43)	10% (88)	63% (550)	871
Job Type: Don't Know	7% (29)	6% (28)	6% (25)	3% (13)	5% (23)	4% (16)	4% (17)	65% (280)	431
Military HH: Yes	6% (24)	4% (17)	5% (19)	6% (21)	4% (16)	3% (10)	7% (27)	64% (243)	377
Military HH: No	5% (85)	5% (78)	6% (98)	3% (52)	4% (70)	4% (73)	9% (152)	63% (1015)	1623

Continued on next page

Table BRN4_5: How often do you use each of the following?*iHeartRadio*

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	5% (109)	5% (95)	6% (117)	4% (74)	4% (87)	4% (83)	9% (179)	63% (1258)	2000
RD/WT: Right Direction	9% (55)	5% (32)	8% (46)	5% (30)	4% (23)	6% (36)	7% (45)	56% (333)	599
RD/WT: Wrong Track	4% (54)	4% (62)	5% (71)	3% (44)	5% (64)	3% (47)	10% (134)	66% (925)	1401
Obama Job: Approve	6% (62)	5% (54)	7% (75)	4% (41)	3% (37)	4% (38)	8% (83)	63% (668)	1059
Obama Job: Disapprove	5% (41)	4% (36)	4% (33)	4% (31)	5% (40)	5% (38)	10% (85)	63% (515)	819
#1 Issue: Economy	7% (46)	4% (25)	4% (31)	3% (23)	4% (30)	5% (35)	10% (71)	63% (439)	700
#1 Issue: Security	4% (14)	5% (20)	5% (19)	4% (13)	5% (20)	2% (8)	13% (48)	61% (225)	367
#1 Issue: Health Care	6% (17)	2% (7)	8% (25)	5% (16)	3% (8)	4% (12)	6% (19)	66% (199)	304
#1 Issue: Medicare / Social Security	2% (5)	7% (15)	4% (9)	1% (3)	3% (7)	2% (5)	6% (12)	73% (154)	211
#1 Issue: Women's Issues	7% (7)	15% (15)	3% (3)	3% (3)	5% (5)	2% (2)	9% (9)	56% (54)	97
#1 Issue: Education	7% (10)	4% (6)	7% (11)	6% (9)	7% (11)	5% (7)	7% (10)	57% (84)	148
#1 Issue: Energy	6% (6)	2% (2)	14% (14)	4% (4)	1% (1)	9% (9)	6% (6)	58% (57)	99
#1 Issue: Other	5% (3)	6% (4)	8% (6)	4% (3)	6% (4)	7% (5)	4% (3)	60% (45)	74
2016 Vote: Democrat Hillary Clinton	5% (33)	6% (38)	7% (50)	4% (30)	3% (19)	3% (20)	9% (58)	64% (435)	684
2016 Vote: Republican Donald Trump	7% (45)	4% (25)	5% (33)	4% (26)	6% (39)	5% (36)	11% (77)	59% (402)	684
2016 Vote: Someone else	6% (9)	6% (9)	4% (6)	3% (5)	3% (5)	3% (5)	9% (14)	66% (100)	153
2012 Vote: Barack Obama	6% (48)	5% (39)	8% (61)	4% (33)	4% (30)	4% (28)	8% (62)	60% (446)	748
2012 Vote: Mitt Romney	6% (28)	3% (13)	4% (19)	4% (18)	6% (31)	4% (19)	10% (53)	64% (330)	513
2012 Vote: Other	2% (2)	9% (9)	5% (5)	5% (5)	2% (2)	7% (7)	13% (12)	57% (55)	96
2012 Vote: Didn't Vote	5% (30)	5% (34)	5% (32)	3% (17)	4% (24)	5% (29)	8% (50)	66% (422)	637
4-Region: Northeast	6% (20)	6% (22)	6% (21)	3% (12)	4% (13)	3% (12)	9% (32)	64% (232)	365
4-Region: Midwest	4% (18)	3% (14)	5% (22)	3% (13)	4% (15)	2% (10)	10% (45)	68% (293)	430
4-Region: South	6% (42)	6% (43)	6% (47)	4% (33)	5% (35)	5% (37)	10% (71)	58% (432)	740
4-Region: West	6% (28)	3% (16)	6% (26)	3% (15)	5% (23)	5% (24)	7% (30)	65% (300)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN4_6: How often do you use each of the following?
Amazon Prime

Demographic	More than once a day	Once a day	A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
All Adults	7% (133)	4% (84)	12% (247)	6% (129)	5% (105)	8% (153)	9% (189)	48% (960)	2000
Gender: Male	7% (68)	5% (49)	13% (126)	6% (55)	5% (51)	7% (70)	9% (89)	47% (454)	963
Gender: Female	6% (65)	3% (35)	12% (121)	7% (74)	5% (54)	8% (82)	10% (100)	49% (506)	1037
Age: 18-29	8% (36)	5% (21)	12% (53)	7% (33)	7% (33)	10% (43)	12% (53)	40% (178)	449
Age: 30-44	12% (57)	5% (26)	17% (85)	8% (41)	5% (26)	7% (36)	11% (55)	33% (164)	491
Age: 45-54	6% (26)	4% (15)	14% (58)	7% (28)	4% (17)	7% (28)	9% (39)	49% (204)	414
Age: 55-64	3% (8)	4% (12)	8% (22)	4% (10)	4% (10)	6% (18)	7% (21)	64% (183)	284
Age: 65+	2% (6)	3% (11)	8% (29)	5% (18)	5% (19)	8% (28)	6% (21)	64% (231)	361
PID: Dem (no lean)	8% (54)	5% (33)	12% (82)	9% (65)	5% (33)	6% (42)	11% (79)	44% (310)	699
PID: Ind (no lean)	6% (43)	3% (19)	11% (75)	5% (36)	5% (34)	8% (56)	9% (64)	53% (368)	696
PID: Rep (no lean)	6% (35)	5% (31)	15% (90)	5% (29)	6% (38)	9% (54)	8% (46)	47% (282)	606
PID/Gender: Dem Men	11% (34)	7% (23)	13% (43)	9% (29)	5% (15)	4% (14)	11% (35)	41% (133)	325
PID/Gender: Dem Women	5% (20)	3% (10)	11% (40)	10% (36)	5% (19)	8% (28)	12% (44)	47% (178)	374
PID/Gender: Ind Men	5% (18)	3% (11)	11% (39)	4% (14)	5% (17)	10% (36)	9% (33)	53% (188)	356
PID/Gender: Ind Women	7% (25)	2% (8)	11% (36)	6% (21)	5% (18)	6% (21)	9% (31)	53% (179)	340
PID/Gender: Rep Men	6% (16)	5% (15)	16% (45)	4% (12)	7% (20)	7% (21)	7% (21)	47% (133)	282
PID/Gender: Rep Women	6% (20)	5% (16)	14% (45)	5% (17)	6% (18)	10% (34)	8% (25)	46% (149)	324
Tea Party: Supporter	9% (44)	5% (23)	17% (82)	7% (34)	6% (27)	8% (36)	9% (44)	39% (184)	474
Tea Party: Not Supporter	6% (88)	4% (61)	11% (165)	6% (94)	5% (78)	8% (116)	10% (145)	51% (768)	1515
Ideo: Liberal (1-3)	9% (58)	6% (37)	15% (95)	7% (45)	7% (42)	6% (37)	9% (59)	39% (243)	618
Ideo: Moderate (4)	7% (29)	5% (21)	10% (42)	8% (37)	3% (14)	7% (30)	11% (46)	50% (220)	439
Ideo: Conservative (5-7)	5% (36)	3% (20)	12% (84)	5% (32)	6% (42)	9% (60)	7% (48)	52% (350)	674
Educ: < College	5% (77)	4% (54)	11% (161)	6% (83)	4% (61)	8% (109)	11% (156)	51% (724)	1424
Educ: Bachelors degree	9% (35)	4% (15)	15% (58)	8% (31)	8% (29)	9% (35)	5% (21)	41% (156)	378
Educ: Post-grad	10% (21)	8% (15)	14% (28)	8% (16)	8% (16)	4% (9)	6% (13)	40% (80)	199
Income: Under 50k	6% (76)	4% (52)	10% (125)	5% (67)	4% (48)	7% (93)	11% (132)	53% (656)	1248
Income: 50k-100k	7% (38)	4% (19)	17% (91)	8% (44)	7% (38)	8% (45)	7% (40)	42% (229)	544
Income: 100k+	9% (18)	6% (13)	15% (31)	9% (18)	10% (20)	7% (15)	8% (17)	36% (75)	208

Continued on next page

Table BRN4_6: How often do you use each of the following?*Amazon Prime*

Demographic			A few	About once	About once	About once	I do not		Total N
	More than once a day	Once a day	times a week	a week	every few weeks	a month	Less often	use	
All Adults	7% (133)	4% (84)	12% (247)	6% (129)	5% (105)	8% (153)	9% (189)	48% (960)	2000
Ethnicity: White	7% (106)	4% (64)	12% (187)	6% (100)	5% (85)	7% (118)	8% (123)	51% (807)	1591
Ethnicity: Hispanic	9% (28)	5% (16)	18% (53)	8% (24)	5% (15)	11% (32)	10% (31)	34% (101)	299
Ethnicity: Afr. Am.	5% (12)	3% (8)	14% (35)	5% (13)	3% (8)	10% (24)	17% (42)	42% (102)	244
Ethnicity: Other	8% (14)	7% (12)	15% (25)	10% (16)	8% (13)	7% (11)	15% (24)	31% (51)	165
Relig: Protestant	5% (20)	4% (17)	10% (47)	6% (27)	5% (23)	8% (37)	6% (28)	56% (251)	452
Relig: Roman Catholic	6% (25)	5% (22)	14% (54)	8% (33)	4% (16)	6% (22)	7% (26)	50% (196)	393
Relig: Ath./Agn./None	7% (38)	5% (27)	14% (79)	7% (39)	6% (36)	7% (40)	10% (56)	43% (240)	554
Relig: Something Else	8% (27)	2% (8)	12% (39)	6% (20)	7% (23)	8% (27)	14% (45)	43% (143)	333
Relig: Jewish	14% (7)	7% (4)	12% (6)	12% (6)	6% (3)	4% (2)	10% (5)	36% (19)	52
Relig: Evangelical	8% (47)	4% (24)	13% (76)	4% (23)	4% (24)	9% (53)	8% (50)	49% (289)	585
Relig: Non-Evang. Catholics	4% (21)	5% (25)	10% (54)	9% (48)	4% (23)	6% (33)	7% (38)	54% (287)	528
Relig: All Christian	6% (68)	4% (49)	12% (129)	6% (71)	4% (47)	8% (86)	8% (88)	52% (577)	1114
Relig: All Non-Christian	7% (65)	4% (35)	13% (118)	7% (58)	7% (59)	8% (67)	11% (101)	43% (384)	886
Community: Urban	9% (46)	5% (25)	13% (66)	6% (31)	4% (19)	7% (36)	9% (47)	46% (233)	503
Community: Suburban	6% (55)	3% (30)	13% (120)	7% (68)	7% (67)	7% (66)	8% (74)	48% (436)	916
Community: Rural	5% (31)	5% (29)	11% (61)	5% (30)	3% (20)	9% (50)	12% (68)	50% (290)	581
Employ: Private Sector	8% (50)	6% (36)	15% (98)	7% (47)	7% (43)	9% (56)	10% (67)	39% (258)	655
Employ: Government	10% (16)	8% (12)	14% (22)	11% (17)	5% (8)	10% (15)	7% (11)	35% (54)	156
Employ: Self-Employed	9% (13)	3% (5)	11% (15)	8% (11)	5% (8)	7% (9)	13% (18)	45% (64)	144
Employ: Homemaker	9% (15)	4% (8)	15% (27)	8% (15)	4% (6)	10% (17)	10% (17)	40% (71)	177
Employ: Student	3% (3)	3% (3)	15% (16)	5% (5)	10% (11)	6% (7)	19% (20)	39% (42)	107
Employ: Retired	2% (9)	3% (11)	10% (37)	4% (17)	6% (21)	6% (22)	4% (17)	65% (253)	388
Employ: Unemployed	7% (16)	1% (1)	9% (19)	2% (5)	1% (1)	7% (15)	11% (23)	62% (132)	213
Employ: Other	6% (10)	4% (7)	8% (13)	7% (12)	4% (6)	7% (11)	9% (15)	54% (87)	161
Job Type: White-collar	8% (57)	5% (36)	15% (106)	9% (63)	7% (51)	7% (50)	5% (38)	43% (297)	698
Job Type: Blue-collar	7% (62)	4% (32)	12% (100)	5% (42)	5% (44)	7% (58)	11% (92)	51% (441)	871
Job Type: Don't Know	3% (14)	4% (15)	9% (41)	6% (24)	3% (11)	10% (44)	14% (59)	52% (223)	431
Military HH: Yes	7% (26)	4% (15)	13% (48)	6% (24)	6% (23)	9% (32)	7% (28)	48% (180)	377
Military HH: No	7% (106)	4% (69)	12% (199)	6% (105)	5% (82)	7% (120)	10% (161)	48% (780)	1623

Continued on next page

Table BRN4_6: How often do you use each of the following?
Amazon Prime

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	7% (133)	4% (84)	12% (247)	6% (129)	5% (105)	8% (153)	9% (189)	48% (960)	2000
RD/WT: Right Direction	9% (54)	5% (29)	14% (83)	5% (32)	5% (30)	7% (44)	8% (46)	47% (280)	599
RD/WT: Wrong Track	6% (79)	4% (55)	12% (164)	7% (97)	5% (75)	8% (108)	10% (142)	49% (680)	1401
Obama Job: Approve	8% (83)	6% (59)	13% (137)	8% (89)	5% (52)	7% (73)	10% (109)	43% (457)	1059
Obama Job: Disapprove	5% (42)	3% (22)	12% (97)	5% (39)	6% (49)	8% (68)	8% (66)	53% (434)	819
#1 Issue: Economy	6% (43)	4% (26)	11% (77)	8% (58)	5% (35)	8% (58)	10% (70)	47% (331)	700
#1 Issue: Security	7% (26)	5% (18)	13% (47)	4% (15)	6% (23)	6% (22)	9% (32)	50% (184)	367
#1 Issue: Health Care	7% (21)	6% (17)	8% (25)	5% (15)	6% (17)	9% (26)	11% (35)	49% (148)	304
#1 Issue: Medicare / Social Security	4% (9)	2% (5)	11% (22)	3% (6)	5% (10)	8% (16)	9% (19)	59% (125)	211
#1 Issue: Women's Issues	8% (8)	4% (4)	20% (19)	8% (8)	3% (3)	8% (8)	10% (10)	37% (36)	97
#1 Issue: Education	8% (13)	6% (9)	15% (23)	8% (12)	5% (8)	11% (16)	8% (11)	39% (57)	148
#1 Issue: Energy	10% (10)	4% (4)	23% (23)	12% (12)	6% (6)	4% (4)	8% (8)	33% (32)	99
#1 Issue: Other	5% (4)	1% (1)	14% (10)	4% (3)	3% (3)	4% (3)	6% (4)	63% (47)	74
2016 Vote: Democrat Hillary Clinton	6% (42)	5% (33)	13% (86)	9% (64)	5% (35)	7% (48)	9% (64)	46% (313)	684
2016 Vote: Republican Donald Trump	6% (44)	4% (31)	14% (95)	5% (32)	7% (46)	8% (58)	7% (49)	48% (328)	684
2016 Vote: Someone else	11% (17)	3% (5)	11% (17)	10% (15)	2% (3)	8% (12)	8% (12)	47% (71)	153
2012 Vote: Barack Obama	8% (61)	5% (40)	14% (101)	9% (66)	5% (39)	6% (45)	9% (67)	44% (329)	748
2012 Vote: Mitt Romney	5% (27)	5% (25)	13% (65)	5% (23)	7% (38)	9% (45)	6% (30)	51% (260)	513
2012 Vote: Other	6% (6)	1% (1)	12% (12)	7% (7)	5% (5)	7% (6)	8% (8)	53% (51)	96
2012 Vote: Didn't Vote	6% (39)	3% (18)	11% (68)	5% (33)	4% (24)	9% (57)	13% (84)	50% (316)	637
4-Region: Northeast	9% (31)	3% (11)	9% (35)	8% (30)	6% (23)	7% (27)	6% (22)	51% (185)	365
4-Region: Midwest	5% (22)	5% (23)	11% (46)	6% (27)	5% (23)	5% (23)	11% (48)	51% (219)	430
4-Region: South	6% (47)	4% (33)	12% (89)	5% (39)	5% (39)	9% (68)	10% (78)	47% (347)	740
4-Region: West	7% (32)	4% (17)	17% (77)	7% (33)	4% (20)	7% (34)	9% (41)	45% (210)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN4_7: How often do you use each of the following?

Tidal

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	2% (41)	2% (34)	2% (48)	2% (34)	1% (27)	1% (18)	4% (74)	86% (1723)	2000
Gender: Male	3% (30)	2% (21)	4% (36)	2% (22)	2% (22)	1% (9)	5% (51)	80% (773)	963
Gender: Female	1% (11)	1% (13)	1% (12)	1% (13)	— (5)	1% (9)	2% (23)	92% (950)	1037
Age: 18-29	5% (22)	3% (12)	2% (11)	2% (11)	3% (12)	2% (9)	5% (24)	77% (348)	449
Age: 30-44	3% (13)	4% (18)	5% (23)	2% (9)	2% (7)	1% (3)	4% (20)	81% (398)	491
Age: 45-54	1% (5)	1% (4)	3% (12)	3% (13)	1% (6)	1% (3)	3% (14)	86% (358)	414
Age: 55-64	— (0)	— (0)	— (1)	1% (2)	— (0)	— (0)	1% (4)	98% (278)	284
Age: 65+	— (2)	— (0)	— (1)	— (0)	— (1)	1% (3)	3% (12)	95% (342)	361
PID: Dem (no lean)	3% (19)	1% (9)	4% (25)	2% (15)	1% (5)	1% (8)	5% (34)	84% (584)	699
PID: Ind (no lean)	1% (8)	1% (7)	2% (12)	1% (5)	2% (11)	1% (5)	4% (27)	89% (620)	696
PID: Rep (no lean)	2% (15)	3% (19)	2% (11)	2% (15)	2% (10)	1% (5)	2% (13)	86% (519)	606
PID/Gender: Dem Men	5% (17)	1% (5)	6% (20)	3% (9)	1% (4)	2% (6)	7% (22)	75% (242)	325
PID/Gender: Dem Women	1% (2)	1% (4)	1% (5)	1% (6)	— (1)	1% (2)	3% (12)	91% (342)	374
PID/Gender: Ind Men	1% (5)	2% (6)	3% (10)	— (1)	3% (11)	— (1)	5% (19)	85% (302)	356
PID/Gender: Ind Women	1% (3)	— (1)	1% (2)	1% (5)	— (0)	1% (4)	2% (8)	94% (318)	340
PID/Gender: Rep Men	3% (8)	4% (10)	2% (5)	4% (12)	3% (7)	1% (2)	3% (10)	81% (229)	282
PID/Gender: Rep Women	2% (7)	3% (9)	2% (6)	1% (3)	1% (3)	1% (3)	1% (3)	90% (290)	324
Tea Party: Supporter	6% (26)	5% (25)	5% (24)	3% (16)	1% (4)	1% (5)	3% (17)	75% (357)	474
Tea Party: Not Supporter	1% (15)	1% (9)	2% (24)	1% (18)	1% (22)	1% (13)	4% (57)	89% (1355)	1515
Ideo: Liberal (1-3)	3% (21)	4% (23)	5% (30)	4% (23)	1% (6)	2% (12)	3% (20)	78% (483)	618
Ideo: Moderate (4)	2% (10)	1% (3)	2% (9)	1% (4)	1% (5)	1% (4)	5% (23)	87% (380)	439
Ideo: Conservative (5-7)	1% (8)	1% (7)	1% (5)	1% (3)	2% (13)	— (2)	3% (20)	91% (616)	674
Educ: < College	2% (32)	1% (20)	3% (39)	2% (30)	1% (16)	1% (13)	4% (56)	86% (1217)	1424
Educ: Bachelors degree	1% (3)	2% (8)	1% (4)	1% (4)	2% (7)	1% (3)	3% (12)	89% (337)	378
Educ: Post-grad	3% (6)	3% (7)	2% (5)	— (0)	2% (4)	1% (2)	3% (6)	85% (169)	199
Income: Under 50k	2% (24)	2% (21)	3% (33)	2% (27)	1% (12)	1% (11)	4% (54)	85% (1066)	1248
Income: 50k-100k	2% (12)	2% (10)	2% (11)	1% (7)	2% (10)	1% (7)	3% (15)	87% (471)	544
Income: 100k+	2% (4)	1% (3)	2% (4)	— (0)	2% (5)	— (0)	3% (6)	90% (186)	208

Continued on next page

Table BRN4_7: How often do you use each of the following?

Tidal

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks		About once a month	Less often	I do not use	Total N
	Once a day									
All Adults	2% (41)	2% (34)	2% (48)	2% (34)	1% (27)	1% (18)	4% (74)	86% (1723)	2000	
Ethnicity: White	2% (27)	1% (22)	1% (20)	1% (20)	1% (16)	1% (13)	3% (54)	89% (1418)	1591	
Ethnicity: Hispanic	4% (13)	5% (14)	6% (19)	4% (12)	1% (3)	2% (7)	3% (9)	74% (222)	299	
Ethnicity: Afr. Am.	5% (11)	2% (6)	8% (20)	3% (6)	2% (6)	1% (1)	7% (17)	72% (177)	244	
Ethnicity: Other	1% (2)	4% (6)	5% (8)	5% (9)	3% (5)	2% (4)	2% (4)	77% (128)	165	
Relig: Protestant	1% (4)	1% (6)	2% (10)	2% (9)	1% (4)	1% (3)	1% (6)	91% (411)	452	
Relig: Roman Catholic	1% (5)	4% (15)	4% (15)	3% (10)	1% (5)	1% (4)	3% (12)	83% (326)	393	
Relig: Ath./Agn./None	3% (15)	1% (7)	2% (10)	1% (8)	2% (10)	— (1)	4% (23)	86% (479)	554	
Relig: Something Else	2% (7)	1% (4)	1% (4)	1% (4)	2% (7)	3% (8)	5% (17)	85% (282)	333	
Relig: Jewish	3% (2)	4% (2)	1% (1)	4% (2)	1% (1)	1% (1)	3% (2)	83% (43)	52	
Relig: Evangelical	3% (16)	3% (18)	5% (30)	3% (16)	1% (3)	1% (7)	4% (21)	81% (473)	585	
Relig: Non-Evang. Catholics	1% (3)	1% (5)	1% (4)	1% (5)	1% (6)	— (1)	3% (13)	93% (490)	528	
Relig: All Christian	2% (19)	2% (23)	3% (34)	2% (22)	1% (10)	1% (8)	3% (34)	86% (963)	1114	
Relig: All Non-Christian	2% (22)	1% (11)	2% (14)	1% (13)	2% (17)	1% (10)	5% (40)	86% (760)	886	
Community: Urban	5% (25)	2% (10)	6% (30)	2% (10)	2% (8)	1% (7)	4% (20)	78% (392)	503	
Community: Suburban	2% (15)	1% (8)	2% (14)	1% (9)	1% (14)	1% (9)	3% (28)	89% (819)	916	
Community: Rural	— (1)	3% (16)	1% (4)	3% (15)	1% (5)	— (2)	5% (27)	88% (512)	581	
Employ: Private Sector	2% (14)	2% (11)	3% (17)	2% (11)	1% (9)	1% (7)	5% (32)	84% (553)	655	
Employ: Government	3% (4)	3% (5)	2% (4)	5% (7)	3% (5)	1% (2)	4% (6)	78% (121)	156	
Employ: Self-Employed	5% (8)	1% (2)	4% (5)	3% (4)	— (1)	2% (3)	1% (1)	84% (121)	144	
Employ: Homemaker	— (1)	5% (9)	3% (5)	— (0)	1% (2)	1% (1)	2% (3)	88% (156)	177	
Employ: Student	1% (1)	1% (1)	2% (2)	4% (4)	3% (3)	3% (3)	4% (4)	83% (89)	107	
Employ: Retired	1% (2)	— (0)	1% (3)	— (0)	1% (4)	— (2)	3% (13)	94% (363)	388	
Employ: Unemployed	4% (8)	2% (4)	— (1)	4% (8)	2% (3)	— (0)	3% (7)	86% (182)	213	
Employ: Other	2% (3)	1% (2)	6% (10)	— (0)	— (0)	— (1)	5% (8)	85% (138)	161	
Job Type: White-collar	2% (16)	2% (12)	3% (21)	3% (20)	2% (12)	1% (5)	3% (23)	84% (589)	698	
Job Type: Blue-collar	2% (15)	2% (13)	2% (17)	1% (12)	1% (9)	1% (9)	5% (40)	87% (756)	871	
Job Type: Don't Know	2% (10)	2% (9)	2% (10)	1% (3)	1% (6)	1% (3)	3% (12)	88% (378)	431	
Military HH: Yes	2% (6)	3% (13)	3% (10)	3% (12)	1% (3)	— (2)	1% (3)	87% (329)	377	
Military HH: No	2% (35)	1% (21)	2% (38)	1% (23)	1% (24)	1% (16)	4% (71)	86% (1394)	1623	

Continued on next page

Table BRN4_7: How often do you use each of the following?
Tidal

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
All Adults	2% (41)	2% (34)	2% (48)	2% (34)	1% (27)	1% (18)	4% (74)	86% (1723)	2000
RD/WT: Right Direction	4% (26)	4% (22)	5% (31)	3% (17)	2% (11)	1% (5)	5% (33)	76% (454)	599
RD/WT: Wrong Track	1% (15)	1% (12)	1% (17)	1% (17)	1% (16)	1% (13)	3% (42)	91% (1270)	1401
Obama Job: Approve	4% (39)	2% (25)	3% (34)	3% (28)	1% (13)	1% (15)	4% (41)	82% (865)	1059
Obama Job: Disapprove	— (2)	1% (6)	1% (11)	1% (7)	1% (10)	— (3)	3% (29)	92% (751)	819
#1 Issue: Economy	2% (13)	1% (6)	1% (6)	2% (11)	1% (8)	1% (8)	4% (26)	89% (622)	700
#1 Issue: Security	1% (5)	2% (6)	2% (7)	1% (5)	1% (4)	1% (4)	4% (14)	88% (323)	367
#1 Issue: Health Care	2% (7)	2% (7)	2% (5)	3% (9)	2% (6)	— (1)	3% (9)	86% (261)	304
#1 Issue: Medicare / Social Security	4% (8)	1% (2)	4% (8)	— (0)	1% (2)	1% (3)	4% (9)	85% (179)	211
#1 Issue: Women's Issues	3% (3)	6% (6)	3% (3)	— (0)	1% (1)	1% (1)	— (0)	86% (83)	97
#1 Issue: Education	2% (4)	3% (4)	3% (4)	2% (3)	4% (6)	2% (2)	9% (13)	75% (111)	148
#1 Issue: Energy	1% (1)	3% (3)	12% (12)	7% (7)	— (0)	— (0)	1% (1)	76% (76)	99
#1 Issue: Other	3% (2)	— (0)	3% (2)	1% (1)	— (0)	— (0)	2% (2)	91% (67)	74
2016 Vote: Democrat Hillary Clinton	2% (15)	1% (6)	3% (22)	2% (12)	1% (8)	1% (7)	5% (32)	85% (582)	684
2016 Vote: Republican Donald Trump	2% (13)	3% (21)	2% (14)	2% (12)	2% (11)	— (3)	4% (24)	86% (586)	684
2016 Vote: Someone else	— (0)	2% (3)	1% (1)	— (1)	— (1)	2% (3)	3% (4)	92% (140)	153
2012 Vote: Barack Obama	2% (15)	1% (9)	3% (24)	2% (17)	2% (16)	1% (9)	4% (33)	83% (624)	748
2012 Vote: Mitt Romney	1% (5)	1% (7)	2% (8)	2% (10)	1% (7)	— (1)	3% (14)	90% (462)	513
2012 Vote: Other	5% (5)	1% (1)	1% (1)	— (0)	1% (1)	2% (2)	2% (2)	88% (85)	96
2012 Vote: Didn't Vote	3% (17)	3% (17)	2% (15)	1% (8)	— (3)	1% (6)	4% (25)	86% (547)	637
4-Region: Northeast	3% (13)	1% (5)	2% (7)	3% (10)	2% (8)	1% (4)	2% (8)	85% (310)	365
4-Region: Midwest	1% (3)	1% (3)	2% (8)	2% (7)	1% (4)	— (1)	4% (18)	90% (387)	430
4-Region: South	2% (13)	3% (22)	2% (15)	2% (12)	1% (4)	2% (12)	5% (33)	85% (629)	740
4-Region: West	3% (12)	1% (4)	4% (19)	1% (5)	2% (11)	— (2)	3% (14)	86% (397)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN4_8: How often do you use each of the following?

Apple Music

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	More than once a day	Once a day	A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	
All Adults	5% (92)	3% (62)	5% (92)	2% (49)	3% (67)	4% (87)	9% (173)	69% (1378)	2000
Gender: Male	5% (51)	5% (43)	5% (44)	2% (24)	4% (38)	6% (59)	8% (77)	65% (627)	963
Gender: Female	4% (41)	2% (18)	5% (48)	2% (25)	3% (29)	3% (28)	9% (97)	72% (751)	1037
Age: 18-29	11% (48)	2% (11)	6% (25)	2% (10)	4% (19)	5% (24)	10% (46)	59% (267)	449
Age: 30-44	5% (26)	8% (37)	6% (30)	4% (19)	3% (16)	5% (27)	9% (46)	59% (290)	491
Age: 45-54	4% (15)	3% (12)	4% (16)	3% (12)	5% (22)	4% (17)	10% (42)	67% (278)	414
Age: 55-64	1% (3)	— (1)	3% (8)	3% (7)	1% (4)	2% (6)	5% (14)	85% (241)	284
Age: 65+	— (0)	— (1)	3% (12)	1% (2)	2% (7)	4% (13)	7% (25)	83% (301)	361
PID: Dem (no lean)	6% (39)	5% (32)	4% (26)	3% (19)	3% (19)	4% (25)	9% (62)	68% (478)	699
PID: Ind (no lean)	3% (23)	3% (18)	4% (26)	2% (16)	4% (25)	5% (36)	9% (60)	71% (492)	696
PID: Rep (no lean)	5% (30)	2% (13)	7% (40)	2% (15)	4% (23)	4% (25)	8% (51)	67% (408)	606
PID/Gender: Dem Men	7% (23)	7% (22)	4% (15)	3% (11)	1% (3)	6% (21)	9% (29)	62% (201)	325
PID/Gender: Dem Women	4% (15)	2% (9)	3% (11)	2% (8)	4% (15)	1% (5)	9% (33)	74% (277)	374
PID/Gender: Ind Men	3% (11)	3% (12)	4% (14)	2% (6)	5% (18)	6% (22)	7% (27)	69% (246)	356
PID/Gender: Ind Women	4% (12)	2% (6)	3% (11)	3% (9)	2% (7)	4% (14)	10% (34)	72% (246)	340
PID/Gender: Rep Men	6% (16)	3% (9)	5% (15)	2% (7)	6% (17)	6% (16)	8% (21)	64% (180)	282
PID/Gender: Rep Women	4% (14)	1% (4)	8% (25)	2% (8)	2% (6)	3% (9)	9% (29)	71% (228)	324
Tea Party: Supporter	9% (42)	6% (30)	7% (32)	3% (16)	4% (19)	3% (15)	8% (37)	60% (283)	474
Tea Party: Not Supporter	3% (50)	2% (32)	4% (60)	2% (33)	3% (48)	5% (71)	9% (136)	72% (1084)	1515
Ideo: Liberal (1-3)	6% (38)	5% (31)	7% (41)	4% (22)	5% (32)	3% (19)	8% (50)	62% (384)	618
Ideo: Moderate (4)	6% (26)	3% (13)	3% (12)	3% (11)	2% (10)	5% (20)	11% (48)	68% (298)	439
Ideo: Conservative (5-7)	4% (24)	2% (12)	5% (37)	2% (15)	3% (20)	5% (31)	7% (44)	73% (491)	674
Educ: < College	5% (68)	3% (43)	4% (57)	2% (30)	4% (51)	4% (63)	9% (122)	70% (990)	1424
Educ: Bachelors degree	4% (14)	3% (12)	6% (21)	4% (14)	2% (9)	5% (17)	8% (28)	69% (262)	378
Educ: Post-grad	5% (11)	4% (7)	7% (14)	3% (6)	3% (7)	3% (6)	12% (23)	63% (125)	199
Income: Under 50k	5% (64)	3% (39)	3% (40)	2% (20)	3% (37)	4% (46)	9% (112)	71% (890)	1248
Income: 50k-100k	4% (22)	3% (15)	8% (41)	3% (18)	4% (21)	5% (28)	9% (46)	65% (353)	544
Income: 100k+	3% (7)	3% (7)	5% (11)	5% (11)	4% (9)	6% (12)	7% (15)	65% (134)	208

Continued on next page

Table BRN4_8: How often do you use each of the following?*Apple Music*

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	5% (92)	3% (62)	5% (92)	2% (49)	3% (67)	4% (87)	9% (173)	69% (1378)	2000
Ethnicity: White	4% (61)	2% (39)	4% (70)	3% (40)	3% (51)	4% (64)	8% (125)	72% (1141)	1591
Ethnicity: Hispanic	9% (26)	6% (17)	7% (21)	1% (3)	5% (16)	6% (18)	12% (35)	55% (163)	299
Ethnicity: Afr. Am.	9% (21)	8% (20)	4% (10)	3% (8)	2% (5)	5% (12)	11% (27)	57% (139)	244
Ethnicity: Other	6% (10)	1% (2)	7% (11)	1% (1)	7% (12)	6% (10)	13% (21)	59% (97)	165
Relig: Protestant	3% (13)	3% (16)	5% (25)	3% (11)	3% (15)	3% (13)	6% (28)	73% (332)	452
Relig: Roman Catholic	5% (18)	5% (20)	5% (21)	2% (8)	4% (15)	4% (14)	9% (34)	67% (263)	393
Relig: Ath./Agn./None	6% (32)	2% (14)	4% (21)	1% (8)	3% (16)	5% (30)	10% (55)	69% (379)	554
Relig: Something Else	3% (10)	2% (6)	4% (12)	4% (14)	4% (12)	6% (20)	11% (36)	67% (223)	333
Relig: Jewish	4% (2)	6% (3)	5% (2)	12% (6)	4% (2)	5% (2)	6% (3)	58% (30)	52
Relig: Evangelical	6% (34)	5% (29)	7% (43)	3% (16)	4% (26)	3% (20)	6% (37)	65% (381)	585
Relig: Non-Evang. Catholics	3% (17)	2% (13)	3% (16)	2% (12)	3% (13)	3% (17)	8% (45)	75% (395)	528
Relig: All Christian	5% (51)	4% (42)	5% (59)	3% (28)	4% (40)	3% (37)	7% (82)	70% (775)	1114
Relig: All Non-Christian	5% (41)	2% (20)	4% (33)	2% (22)	3% (28)	6% (49)	10% (91)	68% (602)	886
Community: Urban	6% (32)	5% (26)	5% (26)	3% (15)	5% (25)	4% (18)	11% (55)	61% (305)	503
Community: Suburban	4% (34)	2% (20)	5% (44)	2% (22)	3% (24)	6% (51)	7% (68)	71% (653)	916
Community: Rural	5% (26)	3% (16)	4% (21)	2% (12)	3% (18)	3% (18)	9% (50)	72% (419)	581
Employ: Private Sector	6% (39)	4% (25)	6% (39)	2% (13)	4% (26)	5% (33)	11% (69)	63% (411)	655
Employ: Government	7% (12)	3% (5)	6% (10)	6% (10)	5% (8)	4% (6)	8% (12)	60% (93)	156
Employ: Self-Employed	4% (6)	4% (6)	7% (11)	3% (4)	4% (5)	5% (7)	9% (13)	65% (93)	144
Employ: Homemaker	5% (8)	4% (7)	4% (6)	3% (6)	3% (6)	1% (2)	9% (17)	70% (124)	177
Employ: Student	14% (15)	2% (2)	2% (2)	4% (4)	8% (9)	5% (6)	13% (14)	52% (56)	107
Employ: Retired	1% (3)	— (1)	3% (12)	2% (6)	2% (7)	4% (14)	5% (19)	84% (325)	388
Employ: Unemployed	3% (6)	1% (3)	4% (8)	2% (5)	2% (5)	7% (14)	8% (17)	73% (154)	213
Employ: Other	3% (4)	8% (13)	2% (4)	1% (2)	1% (1)	3% (5)	7% (11)	75% (121)	161
Job Type: White-collar	6% (39)	4% (26)	7% (48)	4% (26)	4% (28)	5% (35)	7% (49)	64% (447)	698
Job Type: Blue-collar	4% (32)	3% (23)	4% (33)	2% (19)	3% (27)	4% (35)	9% (82)	71% (620)	871
Job Type: Don't Know	5% (21)	3% (13)	2% (11)	1% (4)	3% (12)	4% (17)	10% (42)	72% (310)	431
Military HH: Yes	5% (20)	2% (8)	3% (12)	3% (10)	6% (22)	4% (15)	6% (21)	71% (269)	377
Military HH: No	4% (73)	3% (54)	5% (79)	2% (39)	3% (45)	4% (72)	9% (152)	68% (1109)	1623

Continued on next page

Table BRN4_8: How often do you use each of the following?
Apple Music

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	5% (92)	3% (62)	5% (92)	2% (49)	3% (67)	4% (87)	9% (173)	69% (1378)	2000
RD/WT: Right Direction	9% (51)	5% (30)	6% (34)	2% (11)	4% (26)	4% (24)	10% (60)	61% (363)	599
RD/WT: Wrong Track	3% (41)	2% (32)	4% (58)	3% (38)	3% (41)	5% (63)	8% (113)	72% (1015)	1401
Obama Job: Approve	6% (65)	4% (43)	5% (58)	3% (28)	3% (36)	4% (43)	9% (97)	65% (688)	1059
Obama Job: Disapprove	3% (26)	2% (16)	4% (32)	3% (21)	3% (27)	4% (35)	8% (64)	73% (599)	819
#1 Issue: Economy	4% (28)	3% (19)	3% (24)	2% (17)	3% (21)	3% (22)	8% (57)	73% (512)	700
#1 Issue: Security	5% (18)	2% (7)	4% (15)	3% (11)	3% (11)	6% (22)	9% (33)	68% (250)	367
#1 Issue: Health Care	4% (12)	3% (8)	5% (17)	2% (6)	6% (18)	2% (8)	10% (30)	68% (206)	304
#1 Issue: Medicare / Social Security	2% (4)	2% (5)	6% (13)	1% (2)	2% (4)	4% (8)	7% (15)	76% (161)	211
#1 Issue: Women's Issues	12% (12)	3% (3)	7% (7)	5% (5)	2% (2)	1% (1)	7% (7)	62% (60)	97
#1 Issue: Education	9% (13)	3% (4)	6% (9)	4% (5)	3% (5)	11% (17)	13% (19)	51% (75)	148
#1 Issue: Energy	4% (4)	12% (12)	6% (6)	4% (4)	3% (3)	4% (4)	7% (7)	59% (58)	99
#1 Issue: Other	— (0)	4% (3)	2% (2)	— (0)	4% (3)	8% (6)	7% (6)	75% (55)	74
2016 Vote: Democrat Hillary Clinton	5% (35)	4% (30)	3% (24)	3% (21)	3% (19)	4% (27)	10% (67)	67% (461)	684
2016 Vote: Republican Donald Trump	5% (32)	3% (19)	7% (47)	2% (15)	4% (26)	4% (28)	9% (60)	67% (456)	684
2016 Vote: Someone else	3% (5)	1% (2)	5% (7)	2% (4)	1% (2)	7% (10)	9% (13)	72% (109)	153
2012 Vote: Barack Obama	5% (36)	4% (29)	5% (39)	3% (23)	4% (29)	5% (36)	10% (76)	64% (479)	748
2012 Vote: Mitt Romney	3% (14)	2% (12)	5% (25)	2% (10)	4% (19)	5% (23)	8% (40)	72% (370)	513
2012 Vote: Other	1% (1)	1% (1)	7% (7)	3% (3)	1% (1)	8% (8)	10% (9)	70% (67)	96
2012 Vote: Didn't Vote	7% (41)	3% (20)	3% (21)	2% (14)	3% (18)	3% (20)	7% (47)	72% (457)	637
4-Region: Northeast	8% (28)	3% (10)	3% (9)	3% (9)	4% (15)	4% (14)	8% (31)	68% (249)	365
4-Region: Midwest	3% (12)	2% (11)	3% (13)	2% (11)	3% (11)	4% (17)	8% (36)	74% (320)	430
4-Region: South	4% (32)	4% (26)	7% (49)	2% (15)	4% (26)	5% (37)	9% (68)	66% (487)	740
4-Region: West	4% (21)	3% (16)	4% (20)	3% (15)	3% (15)	4% (18)	8% (39)	69% (321)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN4_9: How often do you use each of the following?
Google Play

Demographic			A few	About once	About once	About once			Total N
	More than once a day	Once a day	times a week	a week	every few weeks	a month	Less often	I do not use	
All Adults	10% (209)	6% (128)	8% (166)	6% (117)	6% (121)	5% (95)	9% (183)	49% (981)	2000
Gender: Male	10% (96)	7% (71)	10% (97)	7% (66)	7% (63)	4% (42)	9% (86)	46% (442)	963
Gender: Female	11% (113)	5% (57)	7% (70)	5% (51)	6% (58)	5% (53)	9% (97)	52% (539)	1037
Age: 18-29	15% (68)	9% (39)	13% (60)	6% (25)	8% (36)	4% (20)	6% (29)	38% (173)	449
Age: 30-44	13% (61)	9% (47)	11% (55)	8% (37)	6% (32)	5% (26)	10% (48)	38% (186)	491
Age: 45-54	12% (48)	5% (20)	6% (27)	7% (30)	8% (33)	6% (24)	12% (49)	44% (183)	414
Age: 55-64	6% (17)	2% (7)	3% (8)	6% (18)	3% (8)	5% (15)	8% (24)	66% (188)	284
Age: 65+	4% (15)	4% (16)	5% (17)	2% (7)	4% (13)	3% (11)	9% (32)	70% (251)	361
PID: Dem (no lean)	12% (82)	8% (58)	9% (64)	6% (44)	4% (27)	4% (30)	9% (63)	47% (330)	699
PID: Ind (no lean)	8% (54)	6% (39)	7% (50)	7% (48)	8% (53)	5% (35)	11% (74)	49% (342)	696
PID: Rep (no lean)	12% (73)	5% (31)	9% (53)	4% (24)	7% (40)	5% (30)	8% (46)	51% (309)	606
PID/Gender: Dem Men	10% (33)	10% (31)	12% (40)	6% (20)	5% (15)	5% (16)	9% (29)	43% (140)	325
PID/Gender: Dem Women	13% (48)	7% (26)	6% (24)	6% (24)	3% (12)	4% (15)	9% (35)	51% (190)	374
PID/Gender: Ind Men	6% (21)	7% (26)	9% (31)	9% (33)	8% (29)	4% (16)	10% (35)	46% (164)	356
PID/Gender: Ind Women	10% (33)	4% (13)	5% (18)	5% (15)	7% (24)	6% (19)	12% (39)	52% (178)	340
PID/Gender: Rep Men	15% (41)	5% (14)	9% (25)	4% (13)	7% (18)	4% (11)	8% (22)	49% (138)	282
PID/Gender: Rep Women	10% (32)	5% (18)	8% (27)	4% (12)	7% (22)	6% (19)	7% (23)	53% (171)	324
Tea Party: Supporter	17% (80)	11% (50)	8% (38)	6% (29)	7% (34)	3% (15)	10% (47)	38% (181)	474
Tea Party: Not Supporter	9% (129)	5% (78)	8% (128)	6% (88)	6% (86)	5% (78)	9% (136)	52% (791)	1515
Ideo: Liberal (1-3)	12% (74)	8% (51)	11% (65)	9% (53)	5% (34)	5% (29)	8% (47)	43% (263)	618
Ideo: Moderate (4)	12% (53)	5% (22)	6% (26)	4% (16)	6% (26)	7% (32)	11% (47)	50% (218)	439
Ideo: Conservative (5-7)	8% (52)	5% (34)	7% (50)	5% (36)	6% (39)	5% (33)	9% (60)	55% (369)	674
Educ: < College	12% (178)	7% (100)	9% (126)	6% (82)	7% (93)	4% (61)	9% (133)	46% (651)	1424
Educ: Bachelors degree	5% (20)	4% (17)	7% (28)	5% (19)	5% (18)	6% (24)	10% (38)	57% (215)	378
Educ: Post-grad	6% (11)	6% (12)	6% (12)	8% (15)	5% (10)	5% (11)	6% (12)	58% (115)	199
Income: Under 50k	13% (165)	7% (86)	9% (108)	5% (68)	6% (78)	4% (53)	9% (115)	46% (576)	1248
Income: 50k-100k	7% (36)	6% (34)	9% (47)	7% (37)	6% (30)	6% (34)	9% (49)	51% (278)	544
Income: 100k+	4% (9)	4% (8)	6% (12)	6% (12)	6% (13)	4% (8)	9% (19)	61% (127)	208

Continued on next page

Table BRN4_9: How often do you use each of the following?

Google Play

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	10% (209)	6% (128)	8% (166)	6% (117)	6% (121)	5% (95)	9% (183)	49% (981)	2000
Ethnicity: White	9% (136)	5% (86)	7% (119)	6% (95)	6% (95)	4% (69)	8% (132)	54% (859)	1591
Ethnicity: Hispanic	17% (51)	11% (33)	9% (28)	6% (19)	8% (23)	4% (11)	6% (17)	40% (119)	299
Ethnicity: Afr. Am.	17% (42)	12% (30)	9% (23)	5% (13)	5% (11)	5% (13)	16% (39)	30% (73)	244
Ethnicity: Other	19% (31)	8% (13)	15% (24)	5% (9)	9% (14)	8% (13)	7% (12)	30% (49)	165
Relig: Protestant	7% (32)	4% (18)	7% (29)	6% (27)	4% (19)	5% (24)	8% (37)	59% (266)	452
Relig: Roman Catholic	9% (34)	8% (33)	7% (29)	6% (26)	7% (29)	4% (16)	8% (30)	50% (198)	393
Relig: Ath./Agn./None	11% (61)	4% (23)	7% (41)	6% (35)	7% (36)	4% (24)	11% (59)	49% (273)	554
Relig: Something Else	13% (44)	9% (29)	10% (33)	5% (18)	6% (18)	6% (21)	9% (30)	42% (140)	333
Relig: Jewish	11% (5)	4% (2)	3% (2)	7% (4)	4% (2)	7% (4)	3% (2)	60% (31)	52
Relig: Evangelical	12% (67)	10% (56)	10% (61)	5% (29)	6% (37)	4% (22)	7% (42)	46% (270)	585
Relig: Non-Evang. Catholics	7% (36)	4% (20)	6% (31)	7% (34)	5% (29)	6% (29)	10% (51)	56% (298)	528
Relig: All Christian	9% (103)	7% (76)	8% (92)	6% (64)	6% (66)	5% (51)	8% (94)	51% (568)	1114
Relig: All Non-Christian	12% (106)	6% (52)	8% (74)	6% (53)	6% (55)	5% (44)	10% (89)	47% (413)	886
Community: Urban	11% (56)	11% (57)	11% (55)	5% (27)	5% (26)	4% (21)	9% (48)	42% (213)	503
Community: Suburban	10% (91)	3% (29)	7% (66)	6% (58)	5% (46)	5% (48)	9% (79)	54% (497)	916
Community: Rural	11% (62)	7% (41)	8% (45)	5% (31)	8% (49)	4% (26)	10% (56)	47% (271)	581
Employ: Private Sector	11% (69)	7% (47)	9% (61)	7% (45)	6% (42)	5% (35)	8% (55)	46% (301)	655
Employ: Government	12% (19)	4% (7)	4% (7)	9% (14)	8% (13)	6% (9)	13% (21)	43% (67)	156
Employ: Self-Employed	8% (12)	12% (17)	6% (8)	8% (12)	4% (5)	4% (6)	12% (17)	47% (67)	144
Employ: Homemaker	18% (31)	12% (22)	11% (20)	3% (6)	6% (11)	3% (5)	7% (13)	39% (70)	177
Employ: Student	7% (7)	4% (4)	14% (15)	7% (8)	13% (14)	5% (5)	5% (5)	46% (49)	107
Employ: Retired	4% (14)	3% (13)	5% (21)	4% (15)	3% (10)	4% (16)	8% (29)	69% (268)	388
Employ: Unemployed	16% (33)	4% (9)	11% (23)	5% (11)	8% (17)	4% (8)	13% (27)	40% (85)	213
Employ: Other	14% (23)	7% (11)	7% (12)	4% (6)	6% (10)	7% (11)	10% (16)	46% (74)	161
Job Type: White-collar	9% (60)	7% (51)	9% (60)	6% (41)	5% (37)	5% (36)	9% (62)	50% (352)	698
Job Type: Blue-collar	10% (84)	5% (44)	6% (56)	7% (62)	6% (50)	6% (49)	9% (83)	51% (444)	871
Job Type: Don't Know	15% (65)	8% (33)	12% (50)	3% (14)	8% (34)	2% (10)	9% (39)	43% (185)	431
Military HH: Yes	10% (39)	6% (23)	5% (19)	6% (24)	5% (18)	5% (18)	9% (33)	54% (203)	377
Military HH: No	11% (170)	6% (105)	9% (147)	6% (93)	6% (102)	5% (77)	9% (150)	48% (778)	1623

Continued on next page

Table BRN4_9: How often do you use each of the following?

Google Play

Demographic	More than once a day		A few times a week	About once a week	About once every few weeks	About once a month	Less often	I do not use	Total N
	Once a day								
All Adults	10% (209)	6% (128)	8% (166)	6% (117)	6% (121)	5% (95)	9% (183)	49% (981)	2000
RD/WT: Right Direction	14% (85)	10% (58)	10% (62)	5% (32)	4% (24)	5% (30)	9% (54)	43% (255)	599
RD/WT: Wrong Track	9% (124)	5% (70)	7% (104)	6% (85)	7% (97)	5% (65)	9% (129)	52% (726)	1401
Obama Job: Approve	12% (131)	8% (84)	9% (98)	6% (61)	5% (57)	5% (50)	9% (94)	46% (484)	1059
Obama Job: Disapprove	8% (70)	5% (39)	7% (60)	6% (51)	6% (52)	5% (41)	9% (75)	53% (432)	819
#1 Issue: Economy	11% (78)	6% (41)	9% (60)	5% (38)	6% (41)	6% (41)	10% (68)	48% (333)	700
#1 Issue: Security	11% (39)	5% (17)	10% (36)	7% (25)	6% (22)	4% (15)	11% (39)	48% (175)	367
#1 Issue: Health Care	9% (28)	5% (15)	8% (25)	6% (18)	6% (19)	4% (12)	9% (26)	53% (161)	304
#1 Issue: Medicare / Social Security	13% (28)	5% (11)	5% (10)	4% (8)	5% (10)	4% (8)	5% (10)	59% (125)	211
#1 Issue: Women's Issues	7% (7)	7% (7)	10% (9)	10% (9)	3% (3)	5% (5)	9% (9)	49% (47)	97
#1 Issue: Education	16% (24)	10% (15)	9% (14)	8% (11)	10% (15)	5% (8)	11% (16)	31% (45)	148
#1 Issue: Energy	4% (3)	17% (17)	10% (10)	5% (5)	6% (6)	4% (4)	7% (7)	48% (47)	99
#1 Issue: Other	3% (2)	8% (6)	2% (2)	4% (3)	6% (4)	4% (3)	10% (7)	64% (47)	74
2016 Vote: Democrat Hillary Clinton	10% (66)	7% (48)	8% (51)	7% (48)	5% (33)	4% (28)	9% (64)	51% (346)	684
2016 Vote: Republican Donald Trump	10% (67)	5% (36)	8% (55)	5% (37)	5% (37)	6% (42)	10% (65)	50% (345)	684
2016 Vote: Someone else	8% (12)	1% (2)	7% (11)	5% (8)	5% (7)	4% (7)	10% (15)	59% (90)	153
2012 Vote: Barack Obama	9% (70)	7% (51)	10% (71)	8% (59)	4% (32)	5% (34)	10% (74)	48% (357)	748
2012 Vote: Mitt Romney	7% (38)	5% (24)	6% (32)	4% (20)	6% (30)	6% (30)	9% (48)	57% (291)	513
2012 Vote: Other	5% (5)	9% (9)	14% (13)	7% (7)	4% (4)	4% (4)	6% (6)	51% (49)	96
2012 Vote: Didn't Vote	15% (96)	7% (44)	8% (50)	5% (31)	9% (55)	4% (27)	9% (55)	44% (279)	637
4-Region: Northeast	11% (42)	4% (14)	5% (20)	8% (28)	4% (15)	4% (13)	11% (42)	52% (191)	365
4-Region: Midwest	10% (42)	5% (22)	7% (29)	6% (25)	9% (37)	4% (19)	12% (51)	48% (206)	430
4-Region: South	11% (85)	7% (53)	11% (84)	5% (37)	6% (43)	6% (48)	9% (67)	44% (323)	740
4-Region: West	9% (41)	8% (39)	7% (34)	6% (27)	5% (25)	3% (15)	5% (23)	56% (261)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN5: Which of the following do you use most when listening to music?

Demographic	Spotify	Pandora	AM/FM Radio	Music Ive purchased such as CDs, iTunes, etc.	iHeartRadio	Amazon Prime	Tidal	Apple Music	Google Play	Dont Know/ No Opinion	Total N
All Adults	9% (176)	17% (345)	37% (734)	15% (299)	4% (87)	5% (90)	— (9)	3% (67)	4% (77)	6% (115)	2000
Gender: Male	12% (114)	16% (150)	35% (335)	14% (132)	5% (51)	5% (48)	1% (8)	4% (34)	4% (40)	5% (52)	963
Gender: Female	6% (62)	19% (196)	38% (399)	16% (167)	3% (36)	4% (43)	— (1)	3% (32)	4% (37)	6% (63)	1037
Age: 18-29	23% (103)	28% (126)	14% (63)	11% (49)	4% (16)	4% (17)	1% (5)	7% (30)	5% (21)	4% (18)	449
Age: 30-44	9% (46)	20% (97)	28% (138)	15% (75)	8% (39)	6% (29)	1% (3)	4% (20)	6% (30)	3% (15)	491
Age: 45-54	5% (19)	16% (68)	44% (180)	14% (56)	5% (19)	5% (20)	— (1)	3% (11)	3% (12)	7% (27)	414
Age: 55-64	2% (5)	13% (37)	49% (140)	18% (51)	2% (7)	4% (11)	— (0)	1% (3)	3% (8)	8% (22)	284
Age: 65+	1% (4)	5% (17)	59% (212)	19% (68)	1% (5)	4% (13)	— (0)	— (1)	2% (7)	10% (34)	361
PID: Dem (no lean)	10% (66)	16% (111)	38% (263)	14% (95)	6% (42)	4% (29)	1% (5)	4% (28)	5% (32)	4% (28)	699
PID: Ind (no lean)	9% (62)	21% (147)	29% (201)	17% (115)	3% (23)	5% (36)	— (2)	4% (26)	4% (26)	8% (57)	696
PID: Rep (no lean)	8% (48)	14% (88)	45% (271)	15% (89)	4% (22)	4% (26)	— (2)	2% (13)	3% (19)	5% (30)	606
PID/Gender: Dem Men	14% (45)	13% (42)	33% (107)	12% (40)	9% (30)	5% (17)	2% (5)	4% (12)	5% (15)	3% (10)	325
PID/Gender: Dem Women	6% (21)	18% (69)	42% (156)	15% (55)	3% (12)	3% (11)	— (0)	4% (16)	5% (17)	5% (18)	374
PID/Gender: Ind Men	10% (35)	20% (69)	28% (99)	15% (54)	3% (11)	6% (22)	1% (2)	4% (14)	5% (17)	9% (32)	356
PID/Gender: Ind Women	8% (26)	23% (78)	30% (101)	18% (62)	4% (12)	4% (14)	— (1)	3% (12)	3% (9)	7% (25)	340
PID/Gender: Rep Men	12% (33)	14% (38)	46% (129)	13% (38)	4% (10)	3% (9)	— (1)	3% (8)	3% (7)	3% (10)	282
PID/Gender: Rep Women	5% (15)	15% (49)	44% (142)	16% (51)	4% (12)	5% (17)	— (1)	1% (5)	3% (11)	6% (20)	324
Tea Party: Supporter	11% (52)	18% (86)	34% (162)	11% (54)	7% (32)	6% (29)	1% (4)	4% (18)	5% (23)	3% (14)	474
Tea Party: Not Supporter	8% (122)	17% (259)	37% (567)	16% (241)	4% (55)	4% (61)	— (6)	3% (49)	4% (54)	7% (101)	1515
Ideo: Liberal (1-3)	14% (85)	17% (105)	28% (175)	16% (96)	7% (41)	6% (36)	1% (5)	4% (25)	4% (23)	4% (25)	618
Ideo: Moderate (4)	7% (32)	18% (79)	40% (178)	14% (62)	4% (17)	4% (16)	— (0)	5% (20)	4% (17)	4% (18)	439
Ideo: Conservative (5-7)	6% (41)	16% (106)	47% (313)	16% (107)	2% (16)	4% (27)	— (0)	2% (13)	3% (20)	5% (31)	674
Educ: < College	8% (116)	18% (259)	37% (525)	14% (199)	5% (69)	4% (55)	— (5)	3% (46)	4% (58)	6% (92)	1424
Educ: Bachelors degree	10% (38)	15% (58)	38% (144)	17% (66)	3% (12)	5% (20)	1% (3)	3% (13)	3% (12)	4% (14)	378
Educ: Post-grad	12% (23)	14% (28)	33% (66)	17% (35)	3% (6)	8% (16)	1% (2)	4% (7)	3% (7)	5% (10)	199
Income: Under 50k	9% (110)	18% (227)	35% (439)	15% (184)	5% (66)	3% (41)	— (2)	3% (38)	5% (57)	7% (84)	1248
Income: 50k-100k	9% (51)	16% (88)	39% (214)	15% (81)	3% (16)	6% (34)	1% (6)	3% (18)	2% (13)	4% (24)	544
Income: 100k+	7% (15)	15% (31)	39% (81)	17% (35)	2% (5)	7% (14)	1% (2)	5% (11)	3% (7)	3% (7)	208
Ethnicity: White	9% (141)	16% (252)	39% (618)	16% (261)	4% (62)	5% (75)	— (6)	2% (36)	3% (47)	6% (91)	1591
Ethnicity: Hispanic	15% (46)	18% (55)	26% (78)	10% (31)	8% (25)	5% (14)	2% (5)	7% (21)	5% (15)	3% (9)	299
Ethnicity: Afr. Am.	5% (12)	26% (62)	26% (65)	9% (22)	7% (17)	4% (11)	1% (3)	7% (18)	7% (18)	7% (17)	244
Ethnicity: Other	14% (23)	19% (31)	31% (51)	10% (16)	4% (7)	3% (4)	1% (1)	7% (12)	7% (12)	4% (7)	165
Relig: Protestant	4% (17)	13% (60)	46% (210)	20% (88)	3% (13)	4% (16)	— (0)	3% (12)	2% (9)	6% (27)	452
Relig: Roman Catholic	10% (39)	16% (63)	44% (173)	10% (40)	4% (17)	4% (16)	— (1)	4% (14)	3% (13)	4% (18)	393
Relig: Ath./Agn./None	13% (72)	18% (100)	27% (151)	16% (88)	4% (23)	7% (36)	1% (3)	4% (20)	4% (21)	7% (39)	554
Relig: Something Else	8% (28)	21% (70)	34% (112)	14% (47)	5% (15)	4% (15)	1% (5)	3% (9)	6% (20)	4% (12)	333
Relig: Jewish	8% (4)	12% (6)	49% (26)	13% (7)	2% (1)	5% (3)	— (0)	3% (2)	7% (3)	1% (1)	52
Relig: Evangelical	7% (42)	15% (90)	38% (224)	16% (93)	6% (37)	4% (24)	— (1)	4% (24)	3% (20)	5% (30)	585
Relig: Non-Evang. Catholics	6% (34)	16% (85)	47% (247)	14% (71)	2% (11)	3% (15)	— (1)	2% (13)	3% (16)	7% (34)	528
Relig: All Christian	7% (76)	16% (175)	42% (471)	15% (164)	4% (49)	4% (39)	— (1)	3% (37)	3% (36)	6% (65)	1114
Relig: All Non-Christian	11% (100)	19% (170)	30% (263)	15% (135)	4% (38)	6% (51)	1% (8)	3% (30)	5% (41)	6% (51)	886

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Table BRN5: Which of the following do you use most when listening to music?

Demographic	Music Ive purchased such as										Total N
	Spotify	Pandora	AM/FM Radio	iTunes, etc.	iHeartRadio	Amazon Prime	Tidal	Apple Music	Google Play	Dont Know/ No Opinion	
All Adults	9% (176)	17% (345)	37% (734)	15% (299)	4% (87)	5% (90)	— (9)	3% (67)	4% (77)	6% (115)	2000
Community: Urban	8% (41)	20% (99)	32% (159)	13% (67)	7% (33)	6% (30)	— (3)	3% (14)	6% (30)	5% (27)	503
Community: Suburban	11% (98)	14% (132)	37% (343)	17% (157)	4% (33)	4% (37)	— (3)	4% (33)	4% (34)	5% (46)	916
Community: Rural	6% (37)	20% (114)	40% (232)	13% (76)	4% (21)	4% (23)	1% (4)	3% (20)	2% (13)	7% (43)	581
Employ: Private Sector	11% (74)	18% (116)	38% (249)	15% (99)	4% (28)	4% (28)	1% (4)	4% (24)	3% (18)	2% (14)	655
Employ: Government	9% (14)	18% (28)	38% (60)	10% (16)	4% (6)	6% (9)	— (0)	5% (7)	6% (10)	4% (6)	156
Employ: Self-Employed	12% (17)	10% (15)	33% (48)	16% (22)	5% (7)	9% (12)	2% (3)	2% (4)	4% (6)	7% (9)	144
Employ: Homemaker	7% (13)	27% (47)	34% (61)	10% (18)	5% (8)	5% (8)	— (1)	3% (6)	6% (10)	3% (5)	177
Employ: Student	17% (18)	24% (26)	15% (16)	15% (16)	2% (2)	1% (1)	— (0)	16% (17)	8% (8)	2% (2)	107
Employ: Retired	1% (6)	7% (28)	51% (198)	22% (86)	2% (8)	5% (18)	— (0)	1% (2)	2% (9)	9% (33)	388
Employ: Unemployed	11% (23)	20% (42)	28% (60)	14% (30)	4% (9)	5% (11)	— (0)	2% (5)	3% (7)	12% (25)	213
Employ: Other	6% (10)	26% (43)	27% (43)	8% (13)	11% (17)	2% (3)	1% (2)	1% (1)	6% (10)	12% (20)	161
Job Type: White-collar	9% (66)	15% (104)	37% (258)	17% (119)	4% (29)	6% (45)	— (1)	3% (18)	4% (30)	4% (28)	698
Job Type: Blue-collar	7% (64)	17% (145)	43% (371)	16% (136)	4% (30)	4% (33)	— (2)	3% (23)	3% (28)	5% (39)	871
Job Type: Don't Know	11% (47)	22% (96)	24% (105)	10% (45)	6% (27)	3% (12)	1% (6)	6% (26)	4% (19)	11% (48)	431
Military HH: Yes	7% (26)	16% (62)	39% (146)	16% (59)	4% (14)	4% (17)	1% (3)	3% (12)	5% (18)	6% (21)	377
Military HH: No	9% (150)	17% (284)	36% (589)	15% (240)	4% (73)	5% (74)	— (6)	3% (55)	4% (59)	6% (94)	1623
RD/WT: Right Direction	9% (54)	20% (122)	36% (217)	11% (66)	7% (40)	4% (23)	1% (6)	3% (19)	4% (21)	5% (31)	599
RD/WT: Wrong Track	9% (123)	16% (223)	37% (517)	17% (233)	3% (46)	5% (68)	— (3)	3% (48)	4% (55)	6% (84)	1401
Obama Job: Approve	11% (118)	19% (205)	32% (340)	14% (149)	5% (56)	4% (47)	1% (7)	4% (46)	4% (40)	5% (50)	1059
Obama Job: Disapprove	7% (56)	15% (122)	43% (356)	16% (129)	3% (28)	4% (35)	— (2)	2% (16)	4% (31)	5% (44)	819
#1 Issue: Economy	9% (63)	20% (141)	36% (252)	15% (106)	4% (30)	4% (27)	1% (5)	3% (18)	3% (20)	5% (36)	700
#1 Issue: Security	4% (16)	12% (45)	49% (179)	16% (58)	2% (9)	4% (16)	— (1)	3% (10)	5% (17)	4% (16)	367
#1 Issue: Health Care	9% (28)	15% (47)	38% (114)	14% (42)	5% (15)	4% (11)	— (1)	4% (11)	5% (15)	7% (22)	304
#1 Issue: Medicare / Social Security	4% (7)	10% (21)	48% (100)	13% (27)	5% (11)	5% (11)	— (1)	1% (2)	5% (10)	9% (19)	211
#1 Issue: Women's Issues	16% (15)	26% (25)	22% (21)	18% (17)	2% (2)	3% (3)	— (0)	8% (8)	3% (3)	2% (2)	97
#1 Issue: Education	9% (13)	27% (41)	23% (33)	9% (14)	5% (7)	7% (10)	— (0)	8% (12)	7% (10)	5% (7)	148
#1 Issue: Energy	31% (31)	23% (23)	11% (11)	12% (12)	9% (9)	6% (6)	— (0)	3% (3)	— (0)	4% (4)	99
#1 Issue: Other	4% (3)	3% (2)	31% (23)	30% (22)	5% (3)	7% (5)	3% (2)	3% (2)	2% (2)	12% (9)	74
2016 Vote: Democrat Hillary Clinton	10% (65)	17% (114)	36% (247)	14% (97)	5% (38)	5% (32)	1% (5)	4% (30)	3% (20)	5% (36)	684
2016 Vote: Republican Donald Trump	7% (45)	14% (97)	44% (298)	16% (110)	3% (20)	5% (32)	— (2)	3% (18)	4% (26)	5% (34)	684
2016 Vote: Someone else	7% (11)	18% (28)	38% (58)	12% (19)	7% (10)	7% (10)	— (0)	4% (6)	3% (4)	5% (8)	153
2012 Vote: Barack Obama	9% (64)	15% (116)	38% (282)	15% (112)	6% (41)	5% (38)	1% (7)	3% (26)	4% (32)	4% (29)	748
2012 Vote: Mitt Romney	5% (28)	9% (48)	48% (247)	16% (84)	3% (14)	4% (23)	— (0)	3% (18)	3% (16)	7% (36)	513
2012 Vote: Other	6% (5)	18% (18)	39% (37)	19% (19)	6% (6)	7% (6)	— (0)	— (0)	1% (1)	5% (5)	96
2012 Vote: Didn't Vote	12% (80)	26% (163)	26% (164)	13% (84)	4% (25)	4% (23)	— (2)	4% (23)	4% (28)	7% (45)	637
4-Region: Northeast	9% (32)	17% (61)	34% (124)	16% (59)	5% (18)	5% (17)	— (1)	5% (18)	2% (9)	7% (26)	365
4-Region: Midwest	8% (34)	15% (66)	43% (187)	17% (72)	4% (19)	3% (13)	— (0)	2% (9)	3% (15)	4% (16)	430
4-Region: South	9% (65)	19% (138)	34% (251)	13% (99)	3% (26)	5% (40)	1% (6)	4% (30)	5% (35)	7% (50)	740
4-Region: West	10% (46)	17% (80)	37% (172)	15% (69)	5% (24)	4% (20)	1% (3)	2% (9)	4% (18)	5% (23)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN6: *How much have you seen, read, or heard lately about the 2017 Grammy Awards?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
All Adults	5%	(109)	17%	(338)	33%	(661)	45%	(891)	2000
Gender: Male	7%	(67)	15%	(143)	29%	(282)	49%	(471)	963
Gender: Female	4%	(42)	19%	(195)	37%	(379)	41%	(420)	1037
Age: 18-29	10%	(45)	16%	(70)	27%	(121)	48%	(214)	449
Age: 30-44	8%	(41)	18%	(86)	30%	(150)	44%	(215)	491
Age: 45-54	4%	(18)	18%	(75)	34%	(141)	43%	(179)	414
Age: 55-64	1%	(3)	17%	(48)	37%	(106)	45%	(128)	284
Age: 65+	1%	(3)	17%	(60)	40%	(143)	43%	(156)	361
PID: Dem (no lean)	6%	(44)	22%	(155)	33%	(229)	39%	(271)	699
PID: Ind (no lean)	4%	(26)	11%	(74)	32%	(219)	54%	(375)	696
PID: Rep (no lean)	6%	(39)	18%	(109)	35%	(213)	40%	(245)	606
PID/Gender: Dem Men	9%	(30)	18%	(58)	30%	(98)	43%	(138)	325
PID/Gender: Dem Women	4%	(14)	26%	(97)	35%	(131)	35%	(133)	374
PID/Gender: Ind Men	5%	(19)	8%	(28)	26%	(93)	61%	(217)	356
PID/Gender: Ind Women	2%	(7)	14%	(47)	37%	(127)	47%	(159)	340
PID/Gender: Rep Men	6%	(18)	20%	(57)	32%	(91)	41%	(116)	282
PID/Gender: Rep Women	6%	(20)	16%	(52)	38%	(122)	40%	(129)	324
Tea Party: Supporter	12%	(58)	18%	(86)	29%	(135)	41%	(195)	474
Tea Party: Not Supporter	3%	(51)	16%	(250)	34%	(523)	46%	(691)	1515
Ideo: Liberal (1-3)	8%	(51)	24%	(151)	33%	(204)	34%	(212)	618
Ideo: Moderate (4)	4%	(16)	19%	(82)	37%	(163)	41%	(178)	439
Ideo: Conservative (5-7)	3%	(23)	12%	(84)	33%	(220)	52%	(347)	674
Educ: < College	6%	(81)	16%	(231)	32%	(450)	47%	(662)	1424
Educ: Bachelors degree	3%	(13)	19%	(71)	37%	(140)	41%	(154)	378
Educ: Post-grad	8%	(16)	19%	(37)	36%	(72)	38%	(75)	199
Income: Under 50k	6%	(75)	17%	(212)	31%	(393)	46%	(569)	1248
Income: 50k-100k	5%	(25)	16%	(89)	36%	(198)	43%	(232)	544
Income: 100k+	4%	(9)	18%	(38)	34%	(70)	43%	(90)	208
Ethnicity: White	4%	(67)	15%	(232)	35%	(552)	46%	(740)	1591
Ethnicity: Hispanic	15%	(44)	18%	(54)	25%	(75)	42%	(126)	299
Ethnicity: Afr. Am.	11%	(27)	27%	(66)	30%	(74)	32%	(77)	244

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Table BRN6: How much have you seen, read, or heard lately about the 2017 Grammy Awards?

Demographic	A lot		Some		Not much		Nothing at all		Total N
All Adults	5%	(109)	17%	(338)	33%	(661)	45%	(891)	2000
Ethnicity: Other	9%	(15)	25%	(41)	21%	(35)	45%	(75)	165
Relig: Protestant	2%	(9)	15%	(66)	40%	(181)	43%	(196)	452
Relig: Roman Catholic	9%	(36)	20%	(78)	33%	(130)	38%	(149)	393
Relig: Ath./Agn./None	5%	(27)	16%	(87)	28%	(153)	52%	(286)	554
Relig: Something Else	7%	(24)	16%	(54)	34%	(112)	43%	(143)	333
Relig: Jewish	13%	(7)	22%	(11)	37%	(19)	28%	(15)	52
Relig: Evangelical	8%	(48)	18%	(106)	33%	(196)	40%	(235)	585
Relig: Non-Evang. Catholics	2%	(10)	17%	(91)	38%	(200)	43%	(227)	528
Relig: All Christian	5%	(58)	18%	(197)	36%	(396)	42%	(462)	1114
Relig: All Non-Christian	6%	(51)	16%	(141)	30%	(265)	48%	(429)	886
Community: Urban	10%	(52)	18%	(90)	28%	(141)	44%	(220)	503
Community: Suburban	4%	(36)	18%	(163)	36%	(334)	42%	(383)	916
Community: Rural	4%	(22)	15%	(85)	32%	(186)	50%	(288)	581
Employ: Private Sector	5%	(32)	18%	(116)	36%	(238)	41%	(270)	655
Employ: Government	8%	(13)	20%	(31)	37%	(58)	35%	(55)	156
Employ: Self-Employed	11%	(16)	23%	(33)	23%	(33)	43%	(62)	144
Employ: Homemaker	5%	(8)	14%	(25)	33%	(58)	48%	(85)	177
Employ: Student	11%	(12)	25%	(26)	24%	(26)	40%	(43)	107
Employ: Retired	2%	(7)	17%	(65)	37%	(142)	45%	(174)	388
Employ: Unemployed	4%	(9)	9%	(19)	34%	(71)	53%	(113)	213
Employ: Other	8%	(12)	15%	(23)	22%	(36)	56%	(90)	161
Job Type: White-collar	7%	(48)	19%	(132)	35%	(247)	39%	(271)	698
Job Type: Blue-collar	5%	(40)	17%	(149)	34%	(299)	44%	(383)	871
Job Type: Don't Know	5%	(21)	13%	(57)	27%	(116)	55%	(237)	431
Military HH: Yes	6%	(22)	11%	(43)	31%	(116)	52%	(196)	377
Military HH: No	5%	(87)	18%	(295)	34%	(545)	43%	(695)	1623
RD/WT: Right Direction	10%	(62)	21%	(123)	34%	(202)	35%	(211)	599
RD/WT: Wrong Track	3%	(47)	15%	(216)	33%	(459)	49%	(680)	1401
Obama Job: Approve	7%	(74)	21%	(221)	33%	(345)	39%	(418)	1059
Obama Job: Disapprove	3%	(28)	13%	(106)	35%	(286)	49%	(399)	819

Continued on next page

Table BRN6: How much have you seen, read, or heard lately about the 2017 Grammy Awards?

Demographic	A lot		Some		Not much		Nothing at all		Total N
All Adults	5%	(109)	17%	(338)	33%	(661)	45%	(891)	2000
#1 Issue: Economy	4%	(30)	17%	(120)	35%	(246)	43%	(303)	700
#1 Issue: Security	5%	(18)	15%	(55)	40%	(148)	40%	(147)	367
#1 Issue: Health Care	5%	(16)	17%	(52)	30%	(92)	47%	(144)	304
#1 Issue: Medicare / Social Security	6%	(13)	17%	(35)	30%	(64)	47%	(99)	211
#1 Issue: Women's Issues	8%	(7)	26%	(25)	24%	(23)	43%	(41)	97
#1 Issue: Education	6%	(9)	14%	(21)	31%	(46)	48%	(71)	148
#1 Issue: Energy	15%	(15)	19%	(19)	23%	(23)	44%	(43)	99
#1 Issue: Other	—	(0)	15%	(11)	27%	(20)	59%	(43)	74
2016 Vote: Democrat Hillary Clinton	6%	(42)	23%	(156)	34%	(236)	36%	(249)	684
2016 Vote: Republican Donald Trump	5%	(35)	17%	(119)	35%	(238)	43%	(291)	684
2016 Vote: Someone else	2%	(3)	11%	(16)	34%	(52)	53%	(81)	153
2012 Vote: Barack Obama	8%	(58)	23%	(169)	35%	(259)	35%	(262)	748
2012 Vote: Mitt Romney	4%	(18)	13%	(69)	34%	(177)	49%	(249)	513
2012 Vote: Other	8%	(8)	7%	(6)	32%	(31)	53%	(51)	96
2012 Vote: Didn't Vote	4%	(25)	15%	(94)	30%	(192)	51%	(326)	637
4-Region: Northeast	6%	(21)	17%	(62)	35%	(126)	43%	(156)	365
4-Region: Midwest	2%	(7)	18%	(78)	34%	(145)	47%	(201)	430
4-Region: South	6%	(46)	18%	(135)	33%	(242)	43%	(318)	740
4-Region: West	8%	(36)	14%	(63)	32%	(149)	47%	(217)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN7: *If a song, album, or artist is nominated for a Grammy award, does that make you more or less likely to purchase that song, album, or artist's work?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Dont Know/ No Opinion		Total N
All Adults	7%	(137)	25%	(499)	7%	(144)	7%	(140)	54%	(1080)	2000
Gender: Male	8%	(80)	24%	(229)	7%	(63)	9%	(83)	53%	(507)	963
Gender: Female	5%	(57)	26%	(270)	8%	(81)	5%	(57)	55%	(573)	1037
Age: 18-29	12%	(53)	27%	(122)	11%	(48)	6%	(25)	45%	(202)	449
Age: 30-44	10%	(48)	24%	(116)	10%	(48)	8%	(37)	49%	(241)	491
Age: 45-54	7%	(29)	25%	(104)	5%	(23)	6%	(24)	56%	(234)	414
Age: 55-64	2%	(6)	25%	(72)	4%	(13)	10%	(29)	58%	(165)	284
Age: 65+	—	(1)	24%	(85)	4%	(13)	7%	(25)	66%	(238)	361
PID: Dem (no lean)	7%	(51)	30%	(208)	6%	(45)	7%	(48)	50%	(346)	699
PID: Ind (no lean)	5%	(38)	19%	(134)	9%	(60)	7%	(50)	59%	(414)	696
PID: Rep (no lean)	8%	(48)	26%	(157)	6%	(39)	7%	(42)	53%	(320)	606
PID/Gender: Dem Men	10%	(34)	26%	(84)	3%	(11)	10%	(32)	50%	(163)	325
PID/Gender: Dem Women	5%	(17)	33%	(124)	9%	(34)	4%	(16)	49%	(183)	374
PID/Gender: Ind Men	6%	(21)	19%	(68)	10%	(34)	8%	(29)	57%	(203)	356
PID/Gender: Ind Women	5%	(17)	19%	(66)	8%	(26)	6%	(21)	62%	(210)	340
PID/Gender: Rep Men	9%	(25)	27%	(77)	6%	(18)	8%	(22)	50%	(140)	282
PID/Gender: Rep Women	7%	(23)	25%	(80)	7%	(21)	6%	(19)	55%	(180)	324
Tea Party: Supporter	15%	(73)	23%	(108)	6%	(28)	7%	(35)	48%	(229)	474
Tea Party: Not Supporter	4%	(64)	26%	(387)	8%	(116)	7%	(103)	56%	(845)	1515
Ideo: Liberal (1-3)	11%	(66)	29%	(182)	8%	(50)	6%	(38)	46%	(281)	618
Ideo: Moderate (4)	7%	(30)	27%	(116)	5%	(23)	5%	(23)	56%	(246)	439
Ideo: Conservative (5-7)	4%	(27)	25%	(170)	7%	(49)	7%	(48)	56%	(379)	674
Educ: < College	7%	(102)	25%	(357)	8%	(114)	7%	(100)	53%	(750)	1424
Educ: Bachelors degree	5%	(18)	25%	(94)	6%	(22)	7%	(26)	57%	(217)	378
Educ: Post-grad	9%	(17)	24%	(48)	4%	(8)	6%	(13)	57%	(112)	199
Income: Under 50k	8%	(98)	24%	(301)	8%	(103)	7%	(89)	53%	(657)	1248
Income: 50k-100k	6%	(31)	26%	(140)	6%	(32)	6%	(35)	56%	(306)	544
Income: 100k+	4%	(8)	28%	(58)	5%	(9)	7%	(15)	56%	(117)	208
Ethnicity: White	6%	(91)	24%	(374)	6%	(101)	7%	(106)	58%	(918)	1591

Continued on next page

Table BRN7: *If a song, album, or artist is nominated for a Grammy award, does that make you more or less likely to purchase that song, album, or artist's work?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Dont Know/ No Opinion		Total N
All Adults	7%	(137)	25%	(499)	7%	(144)	7%	(140)	54%	(1080)	2000
Ethnicity: Hispanic	18%	(53)	19%	(58)	9%	(28)	5%	(15)	48%	(145)	299
Ethnicity: Afr. Am.	13%	(31)	33%	(79)	12%	(30)	9%	(22)	34%	(82)	244
Ethnicity: Other	9%	(15)	28%	(46)	9%	(14)	7%	(11)	48%	(79)	165
Relig: Protestant	6%	(28)	22%	(97)	5%	(23)	4%	(20)	63%	(284)	452
Relig: Roman Catholic	10%	(39)	29%	(114)	9%	(35)	7%	(27)	45%	(178)	393
Relig: Ath./Agn./None	5%	(27)	23%	(126)	8%	(44)	8%	(44)	56%	(312)	554
Relig: Something Else	7%	(23)	26%	(86)	7%	(25)	9%	(29)	51%	(171)	333
Relig: Jewish	10%	(5)	30%	(16)	4%	(2)	4%	(2)	52%	(27)	52
Relig: Evangelical	12%	(71)	26%	(151)	7%	(40)	5%	(27)	51%	(297)	585
Relig: Non-Evang. Catholics	3%	(16)	26%	(136)	7%	(36)	8%	(41)	57%	(300)	528
Relig: All Christian	8%	(87)	26%	(287)	7%	(75)	6%	(67)	54%	(597)	1114
Relig: All Non-Christian	6%	(50)	24%	(212)	8%	(69)	8%	(72)	54%	(483)	886
Community: Urban	13%	(63)	25%	(125)	9%	(47)	5%	(25)	48%	(243)	503
Community: Suburban	5%	(50)	24%	(222)	5%	(47)	7%	(65)	58%	(532)	916
Community: Rural	4%	(24)	26%	(153)	9%	(50)	8%	(49)	53%	(305)	581
Employ: Private Sector	6%	(42)	28%	(182)	7%	(48)	7%	(48)	51%	(335)	655
Employ: Government	11%	(17)	28%	(44)	5%	(8)	6%	(9)	50%	(77)	156
Employ: Self-Employed	11%	(15)	24%	(34)	7%	(10)	8%	(12)	50%	(72)	144
Employ: Homemaker	9%	(15)	19%	(34)	12%	(21)	5%	(9)	55%	(97)	177
Employ: Student	9%	(9)	42%	(45)	12%	(13)	3%	(3)	35%	(38)	107
Employ: Retired	1%	(4)	25%	(96)	4%	(15)	7%	(27)	63%	(246)	388
Employ: Unemployed	6%	(12)	21%	(45)	9%	(19)	9%	(18)	55%	(118)	213
Employ: Other	14%	(22)	12%	(19)	6%	(10)	8%	(13)	60%	(97)	161
Job Type: White-collar	10%	(71)	28%	(198)	4%	(29)	7%	(50)	50%	(350)	698
Job Type: Blue-collar	4%	(39)	25%	(220)	8%	(70)	7%	(60)	55%	(482)	871
Job Type: Don't Know	6%	(27)	19%	(81)	11%	(46)	7%	(30)	57%	(248)	431
Military HH: Yes	9%	(35)	18%	(68)	4%	(14)	8%	(29)	61%	(232)	377
Military HH: No	6%	(103)	27%	(431)	8%	(131)	7%	(110)	52%	(848)	1623
RD/WT: Right Direction	12%	(70)	30%	(180)	7%	(43)	7%	(40)	44%	(266)	599
RD/WT: Wrong Track	5%	(67)	23%	(319)	7%	(102)	7%	(100)	58%	(814)	1401

Continued on next page

Table BRN7: *If a song, album, or artist is nominated for a Grammy award, does that make you more or less likely to purchase that song, album, or artist's work?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Dont Know/ No Opinion		Total N
All Adults	7%	(137)	25%	(499)	7%	(144)	7%	(140)	54%	(1080)	2000
Obama Job: Approve	9%	(98)	28%	(301)	7%	(75)	7%	(71)	49%	(514)	1059
Obama Job: Disapprove	4%	(33)	22%	(181)	7%	(60)	8%	(67)	58%	(478)	819
#1 Issue: Economy	5%	(35)	24%	(168)	8%	(54)	9%	(63)	54%	(380)	700
#1 Issue: Security	7%	(27)	25%	(91)	8%	(29)	6%	(21)	54%	(199)	367
#1 Issue: Health Care	8%	(24)	27%	(82)	7%	(21)	5%	(16)	53%	(161)	304
#1 Issue: Medicare / Social Security	6%	(13)	25%	(53)	5%	(11)	7%	(14)	57%	(119)	211
#1 Issue: Women's Issues	12%	(12)	33%	(32)	9%	(9)	3%	(3)	42%	(41)	97
#1 Issue: Education	7%	(10)	27%	(40)	7%	(10)	7%	(10)	53%	(78)	148
#1 Issue: Energy	13%	(12)	21%	(21)	7%	(7)	9%	(9)	50%	(50)	99
#1 Issue: Other	5%	(4)	17%	(12)	4%	(3)	6%	(4)	69%	(51)	74
2016 Vote: Democrat Hillary Clinton	7%	(49)	31%	(214)	6%	(41)	6%	(44)	49%	(337)	684
2016 Vote: Republican Donald Trump	7%	(50)	24%	(166)	6%	(44)	7%	(49)	55%	(375)	684
2016 Vote: Someone else	3%	(5)	16%	(25)	14%	(21)	2%	(3)	65%	(99)	153
2012 Vote: Barack Obama	8%	(59)	30%	(225)	8%	(57)	7%	(51)	48%	(356)	748
2012 Vote: Mitt Romney	5%	(28)	20%	(103)	5%	(24)	6%	(30)	64%	(329)	513
2012 Vote: Other	5%	(5)	14%	(13)	7%	(7)	8%	(8)	65%	(63)	96
2012 Vote: Didn't Vote	7%	(45)	25%	(158)	9%	(57)	8%	(51)	51%	(326)	637
4-Region: Northeast	7%	(26)	25%	(92)	9%	(34)	6%	(21)	53%	(192)	365
4-Region: Midwest	5%	(23)	24%	(103)	6%	(27)	6%	(26)	58%	(251)	430
4-Region: South	7%	(52)	25%	(186)	7%	(53)	10%	(73)	51%	(377)	740
4-Region: West	8%	(36)	25%	(118)	6%	(30)	4%	(20)	56%	(260)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRN8: *If a song, album, or artist is nominated for a Grammy award, does that make you more or less likely to listen to that song, album, or artist's work?*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Dont Know/ No Opinion	Total N
All Adults	12% (232)	33% (667)	6% (116)	6% (116)	43% (868)	2000
Gender: Male	12% (112)	31% (299)	6% (54)	8% (74)	44% (424)	963
Gender: Female	12% (120)	36% (368)	6% (62)	4% (43)	43% (444)	1037
Age: 18-29	22% (100)	33% (149)	6% (26)	6% (25)	33% (149)	449
Age: 30-44	13% (65)	32% (158)	9% (43)	8% (37)	38% (188)	491
Age: 45-54	8% (34)	34% (142)	5% (22)	3% (13)	49% (202)	414
Age: 55-64	4% (11)	37% (104)	5% (14)	8% (23)	47% (132)	284
Age: 65+	6% (22)	32% (115)	3% (10)	5% (18)	54% (196)	361
PID: Dem (no lean)	15% (103)	35% (246)	6% (44)	5% (35)	39% (271)	699
PID: Ind (no lean)	9% (64)	29% (199)	7% (46)	7% (48)	49% (338)	696
PID: Rep (no lean)	11% (65)	37% (222)	4% (26)	5% (33)	43% (260)	606
PID/Gender: Dem Men	18% (59)	30% (96)	6% (18)	7% (23)	39% (127)	325
PID/Gender: Dem Women	12% (44)	40% (150)	7% (25)	3% (12)	38% (143)	374
PID/Gender: Ind Men	9% (31)	25% (89)	8% (28)	8% (29)	50% (180)	356
PID/Gender: Ind Women	10% (33)	32% (110)	5% (19)	6% (19)	47% (159)	340
PID/Gender: Rep Men	8% (22)	40% (114)	3% (8)	7% (21)	42% (117)	282
PID/Gender: Rep Women	13% (44)	33% (108)	6% (18)	4% (12)	44% (142)	324
Tea Party: Supporter	19% (89)	31% (146)	5% (26)	7% (31)	38% (182)	474
Tea Party: Not Supporter	9% (143)	34% (517)	6% (90)	5% (83)	45% (681)	1515
Ideo: Liberal (1-3)	14% (88)	39% (243)	7% (42)	5% (34)	34% (212)	618
Ideo: Moderate (4)	14% (63)	31% (135)	5% (21)	3% (14)	47% (205)	439
Ideo: Conservative (5-7)	8% (56)	34% (228)	6% (37)	6% (44)	46% (309)	674
Educ: < College	12% (171)	33% (470)	6% (86)	6% (90)	43% (607)	1424
Educ: Bachelors degree	10% (37)	34% (129)	5% (19)	5% (18)	46% (175)	378
Educ: Post-grad	12% (24)	35% (69)	5% (11)	4% (8)	44% (87)	199
Income: Under 50k	13% (159)	32% (400)	6% (75)	7% (82)	43% (532)	1248
Income: 50k-100k	10% (57)	35% (191)	6% (35)	4% (20)	44% (241)	544
Income: 100k+	8% (16)	37% (76)	3% (7)	7% (14)	46% (95)	208
Ethnicity: White	11% (171)	33% (524)	5% (76)	5% (84)	46% (736)	1591

Continued on next page

Table BRN8: *If a song, album, or artist is nominated for a Grammy award, does that make you more or less likely to listen to that song, album, or artist's work?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Dont Know/ No Opinion		Total N
All Adults	12%	(232)	33%	(667)	6%	(116)	6%	(116)	43%	(868)	2000
Ethnicity: Hispanic	22%	(66)	27%	(81)	8%	(25)	5%	(14)	38%	(114)	299
Ethnicity: Afr. Am.	17%	(42)	32%	(77)	12%	(29)	8%	(20)	31%	(76)	244
Ethnicity: Other	12%	(20)	40%	(66)	7%	(11)	8%	(13)	34%	(56)	165
Relig: Protestant	11%	(48)	29%	(133)	5%	(22)	3%	(13)	53%	(238)	452
Relig: Roman Catholic	13%	(52)	37%	(146)	7%	(27)	5%	(19)	38%	(149)	393
Relig: Ath./Agn./None	8%	(45)	32%	(174)	6%	(33)	8%	(42)	47%	(258)	554
Relig: Something Else	15%	(51)	33%	(110)	7%	(22)	7%	(22)	38%	(127)	333
Relig: Jewish	19%	(10)	31%	(16)	6%	(3)	3%	(2)	40%	(21)	52
Relig: Evangelical	15%	(90)	34%	(201)	5%	(30)	5%	(29)	40%	(235)	585
Relig: Non-Evang. Catholics	9%	(45)	34%	(181)	6%	(31)	4%	(23)	47%	(248)	528
Relig: All Christian	12%	(135)	34%	(383)	6%	(62)	5%	(51)	43%	(483)	1114
Relig: All Non-Christian	11%	(97)	32%	(284)	6%	(55)	7%	(65)	44%	(386)	886
Community: Urban	18%	(92)	29%	(144)	10%	(51)	4%	(21)	39%	(195)	503
Community: Suburban	10%	(93)	36%	(334)	4%	(35)	6%	(52)	44%	(402)	916
Community: Rural	8%	(48)	33%	(189)	5%	(30)	7%	(43)	47%	(272)	581
Employ: Private Sector	11%	(72)	37%	(246)	5%	(36)	6%	(36)	40%	(265)	655
Employ: Government	9%	(15)	37%	(58)	8%	(12)	5%	(7)	41%	(64)	156
Employ: Self-Employed	16%	(23)	29%	(42)	10%	(14)	6%	(9)	38%	(55)	144
Employ: Homemaker	13%	(23)	31%	(55)	5%	(9)	7%	(13)	43%	(77)	177
Employ: Student	23%	(24)	34%	(37)	10%	(10)	5%	(5)	28%	(30)	107
Employ: Retired	6%	(22)	35%	(136)	3%	(10)	5%	(19)	52%	(200)	388
Employ: Unemployed	13%	(27)	28%	(59)	7%	(16)	8%	(16)	44%	(94)	213
Employ: Other	15%	(25)	22%	(35)	6%	(10)	6%	(10)	51%	(83)	161
Job Type: White-collar	14%	(100)	35%	(247)	5%	(36)	4%	(31)	41%	(285)	698
Job Type: Blue-collar	9%	(78)	35%	(303)	6%	(57)	6%	(50)	44%	(383)	871
Job Type: Don't Know	13%	(54)	27%	(117)	6%	(24)	8%	(35)	47%	(201)	431
Military HH: Yes	12%	(44)	25%	(96)	6%	(24)	6%	(24)	50%	(190)	377
Military HH: No	12%	(189)	35%	(571)	6%	(93)	6%	(92)	42%	(678)	1623
RD/WT: Right Direction	18%	(106)	35%	(208)	6%	(36)	5%	(33)	36%	(216)	599
RD/WT: Wrong Track	9%	(126)	33%	(459)	6%	(80)	6%	(83)	47%	(653)	1401

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Table BRN8: *If a song, album, or artist is nominated for a Grammy award, does that make you more or less likely to listen to that song, album, or artist's work?*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Dont Know/ No Opinion	Total N
All Adults	12% (232)	33% (667)	6% (116)	6% (116)	43% (868)	2000
Obama Job: Approve	15% (163)	35% (375)	6% (62)	6% (59)	38% (401)	1059
Obama Job: Disapprove	7% (60)	33% (268)	6% (49)	7% (53)	47% (388)	819
#1 Issue: Economy	10% (70)	34% (241)	6% (45)	8% (53)	42% (291)	700
#1 Issue: Security	11% (42)	34% (124)	6% (21)	4% (15)	45% (165)	367
#1 Issue: Health Care	10% (30)	33% (100)	6% (20)	6% (17)	45% (138)	304
#1 Issue: Medicare / Social Security	12% (25)	33% (70)	5% (10)	6% (12)	45% (94)	211
#1 Issue: Women's Issues	15% (15)	36% (35)	5% (5)	3% (3)	41% (40)	97
#1 Issue: Education	16% (23)	33% (49)	6% (9)	4% (6)	41% (61)	148
#1 Issue: Energy	26% (25)	31% (31)	4% (4)	5% (5)	35% (34)	99
#1 Issue: Other	3% (2)	24% (18)	4% (3)	8% (6)	61% (45)	74
2016 Vote: Democrat Hillary Clinton	14% (95)	38% (261)	5% (36)	4% (26)	39% (266)	684
2016 Vote: Republican Donald Trump	10% (71)	34% (233)	5% (37)	5% (32)	46% (311)	684
2016 Vote: Someone else	6% (10)	28% (43)	10% (15)	4% (7)	51% (78)	153
2012 Vote: Barack Obama	14% (108)	36% (266)	7% (51)	5% (35)	38% (287)	748
2012 Vote: Mitt Romney	6% (30)	34% (174)	4% (22)	4% (22)	52% (266)	513
2012 Vote: Other	10% (9)	26% (25)	5% (5)	10% (10)	49% (47)	96
2012 Vote: Didn't Vote	13% (84)	32% (201)	6% (38)	8% (50)	41% (264)	637
4-Region: Northeast	13% (48)	32% (117)	7% (25)	6% (23)	42% (152)	365
4-Region: Midwest	7% (31)	38% (162)	5% (21)	5% (20)	46% (196)	430
4-Region: South	12% (90)	32% (235)	7% (54)	7% (55)	41% (306)	740
4-Region: West	14% (63)	33% (153)	4% (16)	4% (17)	46% (215)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	All Adults	2000	100%
xdemGender	Gender: Male	963	48%
	Gender: Female	1037	52%
	N	2000	
age5	Age: 18-29	449	22%
	Age: 30-44	491	25%
	Age: 45-54	414	21%
	Age: 55-64	284	14%
	Age: 65+	361	18%
	N	2000	
xpid3	PID: Dem (no lean)	699	35%
	PID: Ind (no lean)	696	35%
	PID: Rep (no lean)	606	30%
	N	2000	
xpidGender	PID/Gender: Dem Men	325	16%
	PID/Gender: Dem Women	374	19%
	PID/Gender: Ind Men	356	18%
	PID/Gender: Ind Women	340	17%
	PID/Gender: Rep Men	282	14%
	PID/Gender: Rep Women	324	16%
	N	2000	
xdemTea	Tea Party: Supporter	474	24%
	Tea Party: Not Supporter	1515	76%
	N	1989	
xdemIdeo3	Ideo: Liberal (1-3)	618	31%
	Ideo: Moderate (4)	439	22%
	Ideo: Conservative (5-7)	674	34%
	N	1730	
xeduc3	Educ: < College	1424	71%
	Educ: Bachelors degree	378	19%
	Educ: Post-grad	199	10%
	N	2000	
xdemInc3	Income: Under 50k	1248	62%
	Income: 50k-100k	544	27%
	Income: 100k+	208	10%
	N	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1591	80%
xdemHispBin	Ethnicity: Hispanic	299	15%
demBlackBin	Ethnicity: Afr. Am.	244	12%
demRaceOther	Ethnicity: Other	165	8%
xrelNet	Relig: Protestant	452	23%
	Relig: Roman Catholic	393	20%
	Relig: Ath./Agn./None	554	28%
	Relig: Something Else	333	17%
	<i>N</i>	1732	
xreligion1	Relig: Jewish	52	3%
xreligion2	Relig: Evangelical	585	29%
	Relig: Non-Evang. Catholics	528	26%
	<i>N</i>	1114	
xreligion3	Relig: All Christian	1114	56%
	Relig: All Non-Christian	886	44%
	<i>N</i>	2000	
xdemUsr	Community: Urban	503	25%
	Community: Suburban	916	46%
	Community: Rural	581	29%
	<i>N</i>	2000	
xdemEmploy	Employ: Private Sector	655	33%
	Employ: Government	156	8%
	Employ: Self-Employed	144	7%
	Employ: Homemaker	177	9%
	Employ: Student	107	5%
	Employ: Retired	388	19%
	Employ: Unemployed	213	11%
	Employ: Other	161	8%
	<i>N</i>	2000	
xdemJobStatus	Job Type: White-collar	698	35%
	Job Type: Blue-collar	871	44%
	Job Type: Don't Know	431	22%
	<i>N</i>	2000	
xdemMilHH1	Military HH: Yes	377	19%
	Military HH: No	1623	81%
	<i>N</i>	2000	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	599	30%
	RD/WT: Wrong Track	1401	70%
	N	2000	
xnr2Bin	Obama Job: Approve	1059	53%
	Obama Job: Disapprove	819	41%
	N	1877	
xnr3	#1 Issue: Economy	700	35%
	#1 Issue: Security	367	18%
	#1 Issue: Health Care	304	15%
	#1 Issue: Medicare / Social Security	211	11%
	#1 Issue: Women's Issues	97	5%
	#1 Issue: Education	148	7%
	#1 Issue: Energy	99	5%
	#1 Issue: Other	74	4%
	N	2000	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	684	34%
	2016 Vote: Republican Donald Trump	684	34%
	2016 Vote: Someone else	153	8%
	N	1520	
xsubVote12O	2012 Vote: Barack Obama	748	37%
	2012 Vote: Mitt Romney	513	26%
	2012 Vote: Other	96	5%
	2012 Vote: Didn't Vote	637	32%
	N	1995	
xreg4	4-Region: Northeast	365	18%
	4-Region: Midwest	430	22%
	4-Region: South	740	37%
	4-Region: West	464	23%
	N	2000	

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

