



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170104  
January 26-28, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from January 26-28, 2017, among a national sample of 2200 All Adults. The interviews were conducted online and the data were weighted to approximate a target sample of All 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 Vid1\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Skittles Video

| Demographic                 | 1 - Not Favorable at All |        |         |          |          |          |          |          |          |           |        |     |  |  | 10 Very Favorable | Don't Know / No Opinion | Total N |
|-----------------------------|--------------------------|--------|---------|----------|----------|----------|----------|----------|----------|-----------|--------|-----|--|--|-------------------|-------------------------|---------|
|                             | 2                        | 3      | 4       | 5        | 6        | 7        | 8        | 9        |          |           |        |     |  |  |                   |                         |         |
| Adults                      | 5% (19)                  | 2% (8) | 4% (17) | 4% (17)  | 8% (29)  | 7% (26)  | 11% (41) | 15% (57) | 11% (41) | 31% (119) | 2% (7) | 380 |  |  |                   |                         |         |
| Gender: Male                | 6% (10)                  | 3% (5) | 2% (4)  | 2% (4)   | 9% (16)  | 8% (14)  | 13% (23) | 15% (26) | 11% (18) | 29% (49)  | 1% (2) | 170 |  |  |                   |                         |         |
| Gender: Female              | 4% (9)                   | 1% (3) | 6% (13) | 6% (13)  | 6% (13)  | 6% (12)  | 9% (18)  | 15% (31) | 11% (23) | 33% (70)  | 3% (5) | 211 |  |  |                   |                         |         |
| Age: 18-29                  | 5% (4)                   | — (0)  | 5% (4)  | 6% (4)   | 7% (5)   | 4% (3)   | 8% (6)   | 6% (4)   | 7% (6)   | 51% (39)  | 3% (2) | 77  |  |  |                   |                         |         |
| Age: 30-44                  | 2% (2)                   | 4% (3) | 6% (4)  | 4% (3)   | 14% (11) | 8% (6)   | 14% (11) | 16% (12) | 9% (7)   | 23% (17)  | 1% (1) | 76  |  |  |                   |                         |         |
| Age: 45-54                  | 4% (4)                   | 3% (3) | 2% (2)  | 4% (3)   | 3% (2)   | 7% (6)   | 9% (7)   | 17% (14) | 16% (13) | 34% (28)  | 1% (1) | 82  |  |  |                   |                         |         |
| Age: 55-64                  | 8% (6)                   | 2% (2) | 5% (4)  | 4% (3)   | 5% (4)   | 11% (8)  | 13% (9)  | 15% (12) | 11% (8)  | 23% (17)  | 3% (2) | 74  |  |  |                   |                         |         |
| Age: 65+                    | 6% (4)                   | 1% (1) | 4% (3)  | 5% (4)   | 10% (7)  | 5% (3)   | 9% (7)   | 21% (15) | 11% (7)  | 26% (18)  | 2% (2) | 71  |  |  |                   |                         |         |
| PID: Dem (no lean)          | 5% (8)                   | 1% (1) | 5% (8)  | 1% (1)   | 9% (13)  | 11% (16) | 9% (13)  | 12% (17) | 17% (24) | 27% (39)  | 2% (3) | 142 |  |  |                   |                         |         |
| PID: Ind (no lean)          | 4% (4)                   | 4% (5) | 3% (3)  | 10% (11) | 10% (11) | 4% (5)   | 16% (18) | 15% (17) | 10% (11) | 24% (28)  | 2% (3) | 116 |  |  |                   |                         |         |
| PID: Rep (no lean)          | 6% (7)                   | 2% (2) | 5% (6)  | 4% (4)   | 4% (5)   | 4% (5)   | 8% (10)  | 18% (22) | 5% (6)   | 43% (53)  | 1% (1) | 122 |  |  |                   |                         |         |
| PID/Gender: Dem Men         | 3% (2)                   | — (0)  | 3% (2)  | — (0)    | 14% (9)  | 15% (10) | 12% (8)  | 13% (9)  | 15% (10) | 22% (14)  | 1% (1) | 64  |  |  |                   |                         |         |
| PID/Gender: Dem Women       | 7% (5)                   | 1% (1) | 7% (6)  | 2% (1)   | 5% (4)   | 8% (6)   | 6% (5)   | 11% (9)  | 18% (14) | 31% (24)  | 3% (2) | 77  |  |  |                   |                         |         |
| PID/Gender: Ind Men         | 6% (3)                   | 5% (3) | 1% (1)  | 8% (4)   | 10% (5)  | 5% (2)   | 22% (11) | 12% (6)  | 10% (5)  | 19% (9)   | 3% (1) | 47  |  |  |                   |                         |         |
| PID/Gender: Ind Women       | 2% (1)                   | 3% (2) | 4% (3)  | 11% (8)  | 10% (7)  | 4% (2)   | 11% (8)  | 16% (11) | 10% (7)  | 28% (19)  | 2% (2) | 69  |  |  |                   |                         |         |
| PID/Gender: Rep Men         | 8% (5)                   | 4% (2) | 1% (1)  | 1% (1)   | 5% (3)   | 3% (2)   | 7% (4)   | 20% (11) | 6% (4)   | 45% (26)  | — (0)  | 58  |  |  |                   |                         |         |
| PID/Gender: Rep Women       | 3% (2)                   | — (0)  | 8% (5)  | 6% (4)   | 4% (2)   | 5% (3)   | 9% (6)   | 17% (11) | 4% (3)   | 42% (27)  | 2% (1) | 64  |  |  |                   |                         |         |
| Tea Party: Supporter        | 3% (3)                   | 2% (2) | 4% (4)  | 2% (2)   | 4% (4)   | 5% (5)   | 13% (14) | 13% (13) | 5% (5)   | 49% (50)  | — (0)  | 101 |  |  |                   |                         |         |
| Tea Party: Not Supporter    | 6% (16)                  | 2% (6) | 5% (13) | 5% (13)  | 9% (25)  | 7% (20)  | 10% (27) | 16% (43) | 13% (37) | 25% (69)  | 3% (7) | 277 |  |  |                   |                         |         |
| Ideo: Liberal (1-3)         | 1% (2)                   | 4% (5) | 8% (10) | 2% (2)   | 13% (15) | 4% (5)   | 13% (16) | 11% (13) | 11% (14) | 30% (36)  | 2% (3) | 120 |  |  |                   |                         |         |
| Ideo: Moderate (4)          | 5% (4)                   | 1% (1) | 1% (1)  | 6% (5)   | 6% (5)   | 9% (8)   | 14% (11) | 23% (19) | 13% (10) | 23% (19)  | — (0)  | 82  |  |  |                   |                         |         |
| Ideo: Conservative (5-7)    | 4% (6)                   | 1% (2) | 4% (6)  | 5% (7)   | 6% (8)   | 7% (10)  | 9% (12)  | 18% (25) | 9% (12)  | 36% (51)  | 1% (1) | 140 |  |  |                   |                         |         |
| Educ: < College             | 6% (17)                  | 3% (7) | 3% (10) | 5% (13)  | 8% (22)  | 7% (19)  | 9% (26)  | 14% (40) | 10% (27) | 33% (90)  | 2% (6) | 277 |  |  |                   |                         |         |
| Educ: Bachelors degree      | — (0)                    | — (0)  | 9% (6)  | 2% (2)   | 7% (5)   | 8% (5)   | 15% (10) | 18% (11) | 12% (8)  | 26% (16)  | 2% (1) | 63  |  |  |                   |                         |         |
| Educ: Post-grad             | 4% (2)                   | 2% (1) | 3% (1)  | 5% (2)   | 5% (2)   | 4% (1)   | 13% (5)  | 15% (6)  | 16% (6)  | 32% (13)  | — (0)  | 40  |  |  |                   |                         |         |
| Income: Under 50k           | 5% (12)                  | 3% (7) | 4% (8)  | 4% (10)  | 8% (17)  | 6% (14)  | 8% (19)  | 14% (31) | 11% (25) | 34% (76)  | 3% (6) | 226 |  |  |                   |                         |         |
| Income: 50k-100k            | 6% (6)                   | — (0)  | 6% (6)  | 4% (4)   | 6% (6)   | 8% (8)   | 16% (15) | 13% (13) | 10% (9)  | 29% (28)  | 1% (1) | 94  |  |  |                   |                         |         |
| Income: 100k+               | 2% (1)                   | 2% (1) | 4% (2)  | 5% (3)   | 10% (6)  | 6% (4)   | 12% (7)  | 22% (13) | 12% (7)  | 26% (16)  | 1% (1) | 60  |  |  |                   |                         |         |
| Ethnicity: White            | 5% (15)                  | 2% (7) | 5% (14) | 5% (15)  | 8% (22)  | 6% (19)  | 11% (33) | 13% (39) | 10% (28) | 32% (94)  | 2% (7) | 291 |  |  |                   |                         |         |
| Ethnicity: Hispanic         | 2% (1)                   | 2% (1) | 2% (1)  | 4% (3)   | 13% (9)  | 13% (9)  | 6% (4)   | 10% (7)  | 17% (11) | 30% (20)  | — (0)  | 67  |  |  |                   |                         |         |
| Ethnicity: Afr. Am.         | 4% (2)                   | — (0)  | 2% (1)  | — (0)    | 3% (2)   | 3% (1)   | 9% (5)   | 22% (12) | 20% (11) | 37% (20)  | — (0)  | 55  |  |  |                   |                         |         |
| Ethnicity: Other            | 5% (2)                   | 4% (1) | 6% (2)  | 5% (2)   | 14% (5)  | 16% (6)  | 8% (3)   | 18% (6)  | 7% (2)   | 16% (5)   | 2% (1) | 34  |  |  |                   |                         |         |
| Relig: Protestant           | 2% (2)                   | 3% (3) | 5% (5)  | 5% (5)   | 5% (5)   | 12% (12) | 8% (8)   | 16% (17) | 15% (16) | 27% (27)  | 1% (1) | 101 |  |  |                   |                         |         |
| Relig: Roman Catholic       | 7% (6)                   | 1% (1) | 3% (3)  | 2% (2)   | 5% (4)   | 6% (4)   | 13% (10) | 19% (15) | 10% (8)  | 31% (24)  | 3% (2) | 78  |  |  |                   |                         |         |
| Relig: Ath./Agn./None       | 4% (4)                   | 2% (2) | 5% (5)  | 2% (2)   | 13% (13) | 2% (2)   | 13% (13) | 16% (17) | 9% (10)  | 32% (33)  | 2% (2) | 103 |  |  |                   |                         |         |
| Relig: Something Else       | 2% (1)                   | 3% (2) | 7% (4)  | 12% (7)  | 8% (4)   | 6% (4)   | 9% (5)   | 12% (7)  | 16% (9)  | 25% (14)  | — (0)  | 56  |  |  |                   |                         |         |
| Relig: Jewish               | — (0)                    | 8% (1) | 14% (1) | — (0)    | 13% (1)  | 22% (1)  | 24% (1)  | 8% (1)   | — (0)    | 10% (1)   | — (0)  | 6   |  |  |                   |                         |         |
| Relig: Evangelical          | 7% (8)                   | 1% (1) | 2% (3)  | 2% (3)   | 4% (5)   | 8% (10)  | 9% (11)  | 11% (13) | 10% (12) | 42% (51)  | 2% (2) | 119 |  |  |                   |                         |         |
| Relig: Non-Evang. Catholics | 6% (6)                   | 3% (3) | 5% (5)  | 5% (5)   | 6% (6)   | 10% (11) | 11% (11) | 20% (20) | 11% (11) | 21% (21)  | 3% (3) | 102 |  |  |                   |                         |         |

Continued on next page

**Table Vid1\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Skittles Video

| Demographic                          | 1 - Not Favorable at All | 2      | 3       | 4       | 5        | 6        | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|--------------------------------------|--------------------------|--------|---------|---------|----------|----------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                               | 5% (19)                  | 2% (8) | 4% (17) | 4% (17) | 8% (29)  | 7% (26)  | 11% (41) | 15% (57) | 11% (41) | 31% (119)         | 2% (7)                  | 380     |
| Relig: All Christian                 | 6% (14)                  | 2% (4) | 4% (8)  | 3% (8)  | 5% (11)  | 9% (21)  | 10% (22) | 15% (33) | 10% (23) | 32% (72)          | 2% (5)                  | 221     |
| Relig: All Non-Christian             | 3% (5)                   | 2% (4) | 6% (9)  | 6% (9)  | 11% (18) | 3% (5)   | 12% (18) | 15% (23) | 11% (18) | 30% (47)          | 1% (2)                  | 159     |
| Community: Urban                     | 6% (6)                   | 2% (2) | 7% (7)  | 2% (3)  | 8% (8)   | 4% (4)   | 7% (7)   | 10% (11) | 14% (14) | 39% (41)          | 1% (1)                  | 105     |
| Community: Suburban                  | 5% (9)                   | 1% (2) | 3% (5)  | 5% (8)  | 5% (9)   | 3% (5)   | 14% (24) | 15% (26) | 12% (21) | 33% (56)          | 3% (4)                  | 170     |
| Community: Rural                     | 4% (4)                   | 3% (4) | 4% (4)  | 6% (6)  | 11% (12) | 16% (17) | 9% (9)   | 19% (20) | 5% (6)   | 21% (22)          | 2% (2)                  | 105     |
| Employ: Private Sector               | 3% (3)                   | 2% (2) | 6% (6)  | 6% (7)  | 4% (4)   | 7% (7)   | 14% (15) | 18% (19) | 7% (8)   | 31% (33)          | 3% (3)                  | 107     |
| Employ: Government                   | — (0)                    | — (0)  | 3% (1)  | 5% (1)  | 13% (4)  | 5% (1)   | 9% (3)   | 11% (3)  | 2% (1)   | 52% (16)          | — (0)                   | 31      |
| Employ: Self-Employed                | 2% (1)                   | 1% (1) | 4% (2)  | 2% (1)  | 11% (4)  | 7% (3)   | 9% (3)   | 12% (5)  | 21% (8)  | 32% (13)          | — (0)                   | 40      |
| Employ: Homemaker                    | 8% (2)                   | — (0)  | 2% (1)  | 6% (2)  | 6% (2)   | 4% (1)   | 5% (2)   | 13% (4)  | 23% (7)  | 32% (10)          | — (0)                   | 30      |
| Employ: Student                      | 4% (1)                   | — (0)  | 5% (1)  | 11% (2) | — (0)    | 9% (1)   | 4% (1)   | 25% (4)  | 7% (1)   | 34% (5)           | — (0)                   | 15      |
| Employ: Retired                      | 8% (8)                   | 1% (1) | 6% (5)  | 3% (3)  | 9% (8)   | 10% (9)  | 8% (7)   | 18% (16) | 8% (7)   | 27% (24)          | 2% (2)                  | 91      |
| Employ: Unemployed                   | 4% (2)                   | 3% (1) | 2% (1)  | — (0)   | 12% (4)  | 3% (1)   | 15% (6)  | 8% (3)   | 14% (5)  | 36% (13)          | 2% (1)                  | 37      |
| Employ: Other                        | 11% (3)                  | 9% (3) | 2% (1)  | 6% (2)  | 6% (2)   | 6% (2)   | 14% (4)  | 10% (3)  | 15% (5)  | 17% (5)           | 5% (2)                  | 30      |
| Job Type: White-collar               | 1% (2)                   | 2% (3) | 6% (9)  | 5% (7)  | 5% (8)   | 5% (8)   | 14% (22) | 19% (29) | 8% (12)  | 33% (50)          | 1% (1)                  | 150     |
| Job Type: Blue-collar                | 5% (8)                   | 2% (3) | 3% (4)  | 4% (7)  | 7% (10)  | 8% (13)  | 10% (16) | 14% (21) | 12% (18) | 32% (50)          | 3% (4)                  | 155     |
| Job Type: Don't Know                 | 12% (9)                  | 2% (1) | 5% (4)  | 4% (3)  | 14% (11) | 7% (5)   | 4% (3)   | 9% (7)   | 14% (11) | 26% (20)          | 3% (2)                  | 75      |
| Military HH: Yes                     | 6% (4)                   | 2% (1) | 4% (2)  | 3% (2)  | 12% (8)  | 4% (3)   | 13% (9)  | 19% (13) | 16% (11) | 21% (14)          | 2% (1)                  | 69      |
| Military HH: No                      | 5% (15)                  | 2% (7) | 5% (14) | 5% (15) | 7% (20)  | 7% (23)  | 10% (32) | 14% (44) | 10% (31) | 34% (105)         | 2% (6)                  | 312     |
| RD/WT: Right Direction               | 4% (6)                   | 2% (3) | 2% (3)  | 5% (7)  | 4% (6)   | 7% (10)  | 9% (13)  | 20% (28) | 6% (8)   | 39% (56)          | 1% (1)                  | 143     |
| RD/WT: Wrong Track                   | 6% (13)                  | 2% (5) | 6% (13) | 4% (10) | 9% (22)  | 7% (16)  | 11% (27) | 12% (28) | 14% (33) | 27% (63)          | 2% (6)                  | 238     |
| Obama Job: Approve                   | 4% (7)                   | 1% (3) | 4% (7)  | 2% (4)  | 9% (17)  | 5% (10)  | 12% (23) | 15% (28) | 14% (26) | 32% (61)          | 1% (2)                  | 190     |
| Obama Job: Disapprove                | 4% (7)                   | 2% (4) | 3% (5)  | 6% (9)  | 5% (7)   | 9% (14)  | 10% (15) | 18% (28) | 9% (15)  | 31% (48)          | 2% (3)                  | 154     |
| #1 Issue: Economy                    | 7% (7)                   | 1% (1) | 3% (3)  | 3% (3)  | 6% (6)   | 7% (7)   | 12% (13) | 15% (16) | 15% (15) | 31% (32)          | 1% (1)                  | 103     |
| #1 Issue: Security                   | 3% (2)                   | 1% (1) | 4% (3)  | 3% (3)  | 7% (5)   | 5% (4)   | 2% (1)   | 19% (15) | 9% (7)   | 44% (34)          | 3% (2)                  | 78      |
| #1 Issue: Health Care                | 4% (3)                   | 3% (2) | 6% (5)  | 3% (2)  | 6% (4)   | 9% (6)   | 18% (13) | 7% (5)   | 6% (4)   | 33% (24)          | 4% (3)                  | 72      |
| #1 Issue: Medicare / Social Security | 3% (1)                   | 6% (3) | 3% (1)  | 7% (3)  | 5% (2)   | 8% (4)   | 6% (3)   | 27% (13) | 12% (6)  | 23% (11)          | — (0)                   | 46      |
| #1 Issue: Women's Issues             | 2% (1)                   | — (0)  | 11% (3) | 9% (2)  | 2% (1)   | — (0)    | 20% (5)  | 15% (4)  | 11% (3)  | 30% (8)           | — (0)                   | 26      |
| #1 Issue: Education                  | 3% (1)                   | 3% (1) | 7% (2)  | — (0)   | 26% (6)  | 9% (2)   | 9% (2)   | 10% (2)  | 13% (3)  | 21% (5)           | — (0)                   | 23      |
| #1 Issue: Energy                     | 10% (2)                  | — (0)  | — (0)   | 18% (3) | — (0)    | 11% (2)  | 8% (1)   | 11% (2)  | — (0)    | 42% (6)           | — (0)                   | 16      |
| #1 Issue: Other                      | 12% (2)                  | 4% (1) | 5% (1)  | — (0)   | 26% (4)  | 9% (2)   | 12% (2)  | 6% (1)   | 17% (3)  | — (0)             | 9% (1)                  | 16      |
| 2016 Vote: Democrat Hillary Clinton  | 5% (7)                   | 1% (2) | 6% (9)  | 2% (3)  | 10% (15) | 4% (6)   | 13% (19) | 14% (20) | 19% (27) | 25% (36)          | 1% (2)                  | 145     |
| 2016 Vote: Republican Donald Trump   | 5% (7)                   | 1% (2) | 4% (6)  | 6% (7)  | 4% (5)   | 5% (6)   | 9% (12)  | 20% (27) | 5% (7)   | 37% (48)          | 3% (4)                  | 130     |
| 2016 Vote: Someone else              | 2% (1)                   | 2% (1) | — (0)   | 23% (6) | 8% (2)   | 8% (2)   | 11% (3)  | 17% (5)  | 8% (2)   | 20% (6)           | — (0)                   | 28      |
| 2012 Vote: Barack Obama              | 5% (8)                   | 2% (3) | 5% (8)  | 3% (4)  | 8% (14)  | 8% (13)  | 11% (18) | 13% (22) | 15% (25) | 29% (48)          | 1% (2)                  | 165     |
| 2012 Vote: Mitt Romney               | 5% (5)                   | 2% (2) | 4% (4)  | 6% (7)  | 7% (8)   | 4% (4)   | 12% (13) | 23% (24) | 5% (6)   | 29% (31)          | 3% (3)                  | 105     |
| 2012 Vote: Other                     | 11% (2)                  | 4% (1) | 3% (1)  | — (0)   | 20% (3)  | 20% (3)  | 23% (3)  | 5% (1)   | 3% (1)   | 5% (1)            | 4% (1)                  | 15      |
| 2012 Vote: Didn't Vote               | 4% (4)                   | 3% (3) | 5% (5)  | 6% (6)  | 5% (4)   | 6% (6)   | 7% (6)   | 11% (10) | 11% (10) | 41% (40)          | 2% (2)                  | 95      |
| 4-Region: Northeast                  | 7% (5)                   | 4% (3) | 6% (4)  | 5% (3)  | 4% (3)   | 3% (3)   | 14% (10) | 15% (11) | 5% (4)   | 33% (24)          | 4% (3)                  | 73      |
| 4-Region: Midwest                    | 8% (5)                   | 2% (1) | 3% (2)  | 5% (3)  | 8% (5)   | 3% (2)   | 12% (7)  | 22% (13) | 9% (6)   | 25% (16)          | 3% (2)                  | 62      |
| 4-Region: South                      | 4% (5)                   | 1% (2) | 4% (5)  | 5% (7)  | 11% (15) | 7% (10)  | 8% (11)  | 15% (21) | 13% (18) | 32% (45)          | 1% (1)                  | 140     |
| 4-Region: West                       | 4% (4)                   | 2% (2) | 5% (5)  | 3% (4)  | 6% (6)   | 11% (11) | 11% (12) | 11% (11) | 13% (14) | 33% (35)          | 1% (1)                  | 105     |
| Trump: Fav                           | 4% (7)                   | 2% (4) | 4% (7)  | 5% (9)  | 4% (7)   | 6% (11)  | 10% (17) | 18% (31) | 6% (10)  | 37% (63)          | 2% (4)                  | 169     |
| Trump: Unfav                         | 4% (6)                   | 2% (3) | 6% (10) | 3% (5)  | 9% (16)  | 8% (15)  | 13% (23) | 12% (23) | 16% (29) | 27% (49)          | 1% (2)                  | 181     |
| Trump: DK/NO                         | 17% (5)                  | 4% (1) | — (0)   | 10% (3) | 19% (6)  | — (0)    | 4% (1)   | 11% (3)  | 5% (1)   | 25% (8)           | 5% (2)                  | 30      |

Continued on next page

**Table Vid1\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Skittles Video

| Demographic                    | 1 - Not Favorable at All | 2       | 3       | 4       | 5       | 6       | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|--------------------------------|--------------------------|---------|---------|---------|---------|---------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                         | 5% (19)                  | 2% (8)  | 4% (17) | 4% (17) | 8% (29) | 7% (26) | 11% (41) | 15% (57) | 11% (41) | 31% (119)         | 2% (7)                  | 380     |
| Registered Voters (Unweighted) | 5% (18)                  | 3% (11) | 5% (20) | 5% (18) | 7% (27) | 6% (23) | 12% (44) | 16% (61) | 9% (35)  | 28% (105)         | 2% (8)                  | 370     |

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table Vid1\_2: Did the video you just watched give you a more or less favorable impression of Skittles? Skittles Video**

| Demographic              | Somewhat            |      |                |       |                         |      |                     |      |                      |       | Total N |                         |     |
|--------------------------|---------------------|------|----------------|-------|-------------------------|------|---------------------|------|----------------------|-------|---------|-------------------------|-----|
|                          | Much more favorable |      | more favorable |       | Somewhat less favorable |      | Much less favorable |      | No impact either way |       |         | Don't Know / No Opinion |     |
| Adults                   | 22%                 | (85) | 29%            | (109) | 5%                      | (18) | 3%                  | (10) | 37%                  | (140) | 5%      | (18)                    | 380 |
| Gender: Male             | 22%                 | (38) | 32%            | (54)  | 4%                      | (7)  | 2%                  | (4)  | 34%                  | (58)  | 6%      | (9)                     | 170 |
| Gender: Female           | 23%                 | (47) | 26%            | (55)  | 5%                      | (11) | 3%                  | (7)  | 39%                  | (82)  | 4%      | (9)                     | 211 |
| Age: 18-29               | 44%                 | (34) | 25%            | (19)  | 5%                      | (4)  | 5%                  | (4)  | 17%                  | (13)  | 4%      | (3)                     | 77  |
| Age: 30-44               | 17%                 | (13) | 26%            | (19)  | 8%                      | (6)  | 1%                  | (1)  | 39%                  | (29)  | 10%     | (7)                     | 76  |
| Age: 45-54               | 23%                 | (19) | 39%            | (32)  | 4%                      | (4)  | 2%                  | (1)  | 27%                  | (22)  | 5%      | (4)                     | 82  |
| Age: 55-64               | 12%                 | (9)  | 25%            | (19)  | 4%                      | (3)  | 1%                  | (1)  | 58%                  | (43)  | —       | (0)                     | 74  |
| Age: 65+                 | 15%                 | (11) | 27%            | (19)  | 3%                      | (2)  | 5%                  | (4)  | 44%                  | (31)  | 6%      | (4)                     | 71  |
| PID: Dem (no lean)       | 20%                 | (29) | 28%            | (39)  | 6%                      | (9)  | —                   | (1)  | 41%                  | (58)  | 4%      | (6)                     | 142 |
| PID: Ind (no lean)       | 18%                 | (21) | 31%            | (36)  | 5%                      | (6)  | 7%                  | (8)  | 33%                  | (39)  | 5%      | (6)                     | 116 |
| PID: Rep (no lean)       | 29%                 | (35) | 27%            | (33)  | 3%                      | (3)  | 2%                  | (2)  | 35%                  | (43)  | 5%      | (6)                     | 122 |
| PID/Gender: Dem Men      | 14%                 | (9)  | 34%            | (22)  | 5%                      | (3)  | —                   | (0)  | 38%                  | (24)  | 9%      | (6)                     | 64  |
| PID/Gender: Dem Women    | 25%                 | (19) | 22%            | (17)  | 7%                      | (6)  | 1%                  | (1)  | 44%                  | (34)  | 1%      | (1)                     | 77  |
| PID/Gender: Ind Men      | 17%                 | (8)  | 29%            | (14)  | 7%                      | (3)  | 5%                  | (2)  | 36%                  | (17)  | 6%      | (3)                     | 47  |
| PID/Gender: Ind Women    | 19%                 | (13) | 33%            | (23)  | 4%                      | (3)  | 8%                  | (5)  | 31%                  | (22)  | 4%      | (3)                     | 69  |
| PID/Gender: Rep Men      | 35%                 | (20) | 31%            | (18)  | 2%                      | (1)  | 2%                  | (1)  | 28%                  | (16)  | 1%      | (1)                     | 58  |
| PID/Gender: Rep Women    | 23%                 | (15) | 24%            | (15)  | 3%                      | (2)  | 1%                  | (1)  | 41%                  | (26)  | 8%      | (5)                     | 64  |
| Tea Party: Supporter     | 36%                 | (37) | 28%            | (28)  | 5%                      | (5)  | 3%                  | (3)  | 26%                  | (26)  | 2%      | (2)                     | 101 |
| Tea Party: Not Supporter | 17%                 | (48) | 29%            | (80)  | 5%                      | (13) | 3%                  | (8)  | 41%                  | (113) | 5%      | (14)                    | 277 |
| Ideo: Liberal (1-3)      | 22%                 | (26) | 25%            | (30)  | 6%                      | (7)  | 3%                  | (4)  | 38%                  | (46)  | 6%      | (7)                     | 120 |
| Ideo: Moderate (4)       | 16%                 | (13) | 43%            | (36)  | 6%                      | (5)  | 1%                  | (1)  | 30%                  | (25)  | 4%      | (4)                     | 82  |
| Ideo: Conservative (5-7) | 25%                 | (35) | 28%            | (38)  | 4%                      | (5)  | 3%                  | (5)  | 38%                  | (53)  | 2%      | (3)                     | 140 |
| Educ: < College          | 23%                 | (63) | 27%            | (76)  | 4%                      | (11) | 3%                  | (9)  | 37%                  | (103) | 6%      | (16)                    | 277 |
| Educ: Bachelors degree   | 18%                 | (11) | 32%            | (20)  | 5%                      | (3)  | 1%                  | (1)  | 40%                  | (26)  | 4%      | (3)                     | 63  |
| Educ: Post-grad          | 27%                 | (11) | 32%            | (13)  | 11%                     | (4)  | 1%                  | (1)  | 28%                  | (11)  | —       | (0)                     | 40  |
| Income: Under 50k        | 25%                 | (57) | 28%            | (63)  | 4%                      | (9)  | 4%                  | (8)  | 35%                  | (79)  | 5%      | (10)                    | 226 |
| Income: 50k-100k         | 19%                 | (18) | 26%            | (24)  | 8%                      | (7)  | 2%                  | (1)  | 44%                  | (41)  | 2%      | (2)                     | 94  |
| Income: 100k+            | 17%                 | (10) | 37%            | (22)  | 4%                      | (2)  | 1%                  | (1)  | 32%                  | (19)  | 9%      | (6)                     | 60  |
| Ethnicity: White         | 20%                 | (57) | 30%            | (86)  | 5%                      | (15) | 1%                  | (4)  | 38%                  | (111) | 6%      | (18)                    | 291 |

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**Table Vid1\_2: Did the video you just watched give you a more or less favorable impression of Skittles? Skittles Video**

| Demographic                 | Somewhat            |      |                |       |                         |      |                     |      |                      |       |                         | Total N |     |
|-----------------------------|---------------------|------|----------------|-------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|---------|-----|
|                             | Much more favorable |      | more favorable |       | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |         |     |
| Adults                      | 22%                 | (85) | 29%            | (109) | 5%                      | (18) | 3%                  | (10) | 37%                  | (140) | 5%                      | (18)    | 380 |
| Ethnicity: Hispanic         | 22%                 | (15) | 27%            | (18)  | 6%                      | (4)  | 6%                  | (4)  | 30%                  | (20)  | 9%                      | (6)     | 67  |
| Ethnicity: Afr. Am.         | 43%                 | (23) | 29%            | (16)  | 2%                      | (1)  | —                   | (0)  | 27%                  | (15)  | —                       | (0)     | 55  |
| Ethnicity: Other            | 13%                 | (5)  | 20%            | (7)   | 7%                      | (3)  | 18%                 | (6)  | 41%                  | (14)  | —                       | (0)     | 34  |
| Relig: Protestant           | 22%                 | (22) | 27%            | (27)  | 7%                      | (7)  | 1%                  | (1)  | 43%                  | (43)  | —                       | (0)     | 101 |
| Relig: Roman Catholic       | 20%                 | (15) | 37%            | (29)  | 4%                      | (3)  | 1%                  | (1)  | 38%                  | (29)  | 1%                      | (1)     | 78  |
| Relig: Ath./Agn./None       | 20%                 | (21) | 29%            | (30)  | 4%                      | (4)  | 5%                  | (5)  | 32%                  | (33)  | 10%                     | (10)    | 103 |
| Relig: Something Else       | 25%                 | (14) | 20%            | (11)  | 4%                      | (2)  | 6%                  | (3)  | 36%                  | (20)  | 9%                      | (5)     | 56  |
| Relig: Jewish               | —                   | (0)  | 15%            | (1)   | 8%                      | (1)  | 14%                 | (1)  | 63%                  | (4)   | —                       | (0)     | 6   |
| Relig: Evangelical          | 32%                 | (38) | 28%            | (34)  | 3%                      | (3)  | 1%                  | (1)  | 34%                  | (41)  | 2%                      | (2)     | 119 |
| Relig: Non-Evang. Catholics | 13%                 | (13) | 33%            | (34)  | 8%                      | (8)  | —                   | (1)  | 45%                  | (46)  | 1%                      | (1)     | 102 |
| Relig: All Christian        | 23%                 | (51) | 31%            | (68)  | 5%                      | (11) | 1%                  | (2)  | 39%                  | (87)  | 1%                      | (3)     | 221 |
| Relig: All Non-Christian    | 22%                 | (35) | 26%            | (41)  | 4%                      | (7)  | 5%                  | (9)  | 33%                  | (53)  | 9%                      | (15)    | 159 |
| Community: Urban            | 28%                 | (30) | 28%            | (29)  | 6%                      | (7)  | 4%                  | (4)  | 29%                  | (31)  | 5%                      | (5)     | 105 |
| Community: Suburban         | 22%                 | (37) | 29%            | (50)  | 3%                      | (5)  | 3%                  | (5)  | 40%                  | (68)  | 3%                      | (5)     | 170 |
| Community: Rural            | 17%                 | (18) | 28%            | (30)  | 6%                      | (6)  | 1%                  | (1)  | 39%                  | (42)  | 8%                      | (8)     | 105 |
| Employ: Private Sector      | 17%                 | (18) | 32%            | (34)  | 6%                      | (7)  | —                   | (0)  | 39%                  | (42)  | 5%                      | (6)     | 107 |
| Employ: Government          | 26%                 | (8)  | 28%            | (9)   | 2%                      | (1)  | —                   | (0)  | 31%                  | (10)  | 13%                     | (4)     | 31  |
| Employ: Self-Employed       | 36%                 | (14) | 32%            | (13)  | 3%                      | (1)  | 2%                  | (1)  | 23%                  | (9)   | 4%                      | (2)     | 40  |
| Employ: Homemaker           | 20%                 | (6)  | 28%            | (8)   | 2%                      | (0)  | —                   | (0)  | 51%                  | (15)  | —                       | (0)     | 30  |
| Employ: Student             | 23%                 | (3)  | 42%            | (6)   | 10%                     | (2)  | 4%                  | (1)  | 20%                  | (3)   | —                       | (0)     | 15  |
| Employ: Retired             | 18%                 | (17) | 21%            | (20)  | 3%                      | (2)  | 5%                  | (4)  | 48%                  | (44)  | 5%                      | (5)     | 91  |
| Employ: Unemployed          | 35%                 | (13) | 30%            | (11)  | 5%                      | (2)  | 8%                  | (3)  | 22%                  | (8)   | —                       | (0)     | 37  |
| Employ: Other               | 19%                 | (6)  | 26%            | (8)   | 12%                     | (3)  | 5%                  | (2)  | 30%                  | (9)   | 7%                      | (2)     | 30  |
| Job Type: White-collar      | 24%                 | (36) | 32%            | (48)  | 7%                      | (11) | 2%                  | (3)  | 34%                  | (51)  | 1%                      | (1)     | 150 |
| Job Type: Blue-collar       | 20%                 | (32) | 29%            | (45)  | 3%                      | (5)  | 2%                  | (3)  | 42%                  | (65)  | 4%                      | (6)     | 155 |
| Job Type: Don't Know        | 23%                 | (17) | 22%            | (16)  | 4%                      | (3)  | 5%                  | (4)  | 31%                  | (24)  | 15%                     | (11)    | 75  |
| Military HH: Yes            | 9%                  | (7)  | 32%            | (22)  | 4%                      | (3)  | 1%                  | (1)  | 48%                  | (33)  | 5%                      | (3)     | 69  |
| Military HH: No             | 25%                 | (79) | 28%            | (87)  | 5%                      | (15) | 3%                  | (10) | 34%                  | (107) | 5%                      | (15)    | 312 |
| RD/WT: Right Direction      | 30%                 | (42) | 31%            | (44)  | 3%                      | (5)  | 2%                  | (3)  | 31%                  | (44)  | 3%                      | (5)     | 143 |
| RD/WT: Wrong Track          | 18%                 | (43) | 27%            | (65)  | 6%                      | (13) | 3%                  | (8)  | 40%                  | (96)  | 6%                      | (13)    | 238 |

Continued on next page

**Table Vid1\_2: Did the video you just watched give you a more or less favorable impression of Skittles? Skittles Video**

| Demographic                          | Somewhat            |      |                |       |                         |      |                     |      |                      |       |                         |      | Total N |
|--------------------------------------|---------------------|------|----------------|-------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|------|---------|
|                                      | Much more favorable |      | more favorable |       | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |      |         |
| Adults                               | 22%                 | (85) | 29%            | (109) | 5%                      | (18) | 3%                  | (10) | 37%                  | (140) | 5%                      | (18) | 380     |
| Obama Job: Approve                   | 23%                 | (44) | 33%            | (63)  | 6%                      | (11) | —                   | (1)  | 33%                  | (63)  | 4%                      | (8)  | 190     |
| Obama Job: Disapprove                | 24%                 | (36) | 25%            | (39)  | 3%                      | (4)  | 4%                  | (6)  | 42%                  | (64)  | 3%                      | (5)  | 154     |
| #1 Issue: Economy                    | 27%                 | (28) | 24%            | (25)  | 2%                      | (2)  | 1%                  | (1)  | 43%                  | (45)  | 2%                      | (2)  | 103     |
| #1 Issue: Security                   | 25%                 | (19) | 38%            | (29)  | 4%                      | (3)  | 2%                  | (1)  | 28%                  | (22)  | 3%                      | (2)  | 78      |
| #1 Issue: Health Care                | 17%                 | (12) | 25%            | (18)  | 3%                      | (2)  | 1%                  | (1)  | 49%                  | (35)  | 5%                      | (4)  | 72      |
| #1 Issue: Medicare / Social Security | 15%                 | (7)  | 34%            | (16)  | 9%                      | (4)  | 5%                  | (2)  | 35%                  | (16)  | 2%                      | (1)  | 46      |
| #1 Issue: Women's Issues             | 33%                 | (9)  | 30%            | (8)   | 2%                      | (1)  | —                   | (0)  | 32%                  | (8)   | 2%                      | (1)  | 26      |
| #1 Issue: Education                  | 21%                 | (5)  | 33%            | (8)   | 8%                      | (2)  | 13%                 | (3)  | 15%                  | (3)   | 10%                     | (2)  | 23      |
| #1 Issue: Energy                     | 34%                 | (5)  | 10%            | (2)   | 21%                     | (3)  | 7%                  | (1)  | 19%                  | (3)   | 9%                      | (1)  | 16      |
| #1 Issue: Other                      | —                   | (0)  | 21%            | (3)   | —                       | (0)  | 5%                  | (1)  | 45%                  | (7)   | 29%                     | (5)  | 16      |
| 2016 Vote: Democrat Hillary Clinton  | 21%                 | (30) | 30%            | (44)  | 6%                      | (9)  | —                   | (1)  | 39%                  | (56)  | 4%                      | (6)  | 145     |
| 2016 Vote: Republican Donald Trump   | 21%                 | (28) | 30%            | (39)  | 4%                      | (6)  | 3%                  | (4)  | 38%                  | (49)  | 4%                      | (5)  | 130     |
| 2016 Vote: Someone else              | 18%                 | (5)  | 20%            | (6)   | 4%                      | (1)  | —                   | (0)  | 45%                  | (13)  | 13%                     | (4)  | 28      |
| 2012 Vote: Barack Obama              | 23%                 | (39) | 27%            | (45)  | 6%                      | (9)  | —                   | (1)  | 40%                  | (66)  | 3%                      | (6)  | 165     |
| 2012 Vote: Mitt Romney               | 16%                 | (16) | 30%            | (31)  | 3%                      | (3)  | 3%                  | (3)  | 43%                  | (45)  | 5%                      | (6)  | 105     |
| 2012 Vote: Other                     | 5%                  | (1)  | 22%            | (3)   | 3%                      | (1)  | 24%                 | (4)  | 41%                  | (6)   | 4%                      | (1)  | 15      |
| 2012 Vote: Didn't Vote               | 31%                 | (29) | 31%            | (30)  | 5%                      | (5)  | 3%                  | (3)  | 23%                  | (22)  | 6%                      | (6)  | 95      |
| 4-Region: Northeast                  | 20%                 | (14) | 36%            | (26)  | 3%                      | (2)  | —                   | (0)  | 35%                  | (26)  | 6%                      | (4)  | 73      |
| 4-Region: Midwest                    | 11%                 | (7)  | 34%            | (21)  | 8%                      | (5)  | 1%                  | (1)  | 39%                  | (25)  | 7%                      | (4)  | 62      |
| 4-Region: South                      | 30%                 | (42) | 22%            | (31)  | 6%                      | (8)  | 4%                  | (6)  | 34%                  | (48)  | 4%                      | (5)  | 140     |
| 4-Region: West                       | 21%                 | (22) | 29%            | (30)  | 3%                      | (3)  | 4%                  | (4)  | 40%                  | (42)  | 4%                      | (4)  | 105     |
| Trump: Fav                           | 26%                 | (43) | 29%            | (49)  | 3%                      | (4)  | 3%                  | (5)  | 35%                  | (58)  | 5%                      | (8)  | 169     |
| Trump: Unfav                         | 19%                 | (35) | 30%            | (55)  | 7%                      | (13) | 1%                  | (1)  | 39%                  | (71)  | 4%                      | (7)  | 181     |
| Trump: DK/NO                         | 22%                 | (7)  | 16%            | (5)   | 4%                      | (1)  | 13%                 | (4)  | 35%                  | (11)  | 11%                     | (3)  | 30      |
| Registered Voters (Unweighted)       | 19%                 | (71) | 30%            | (111) | 7%                      | (26) | 3%                  | (10) | 38%                  | (140) | 3%                      | (12) | 370     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table Vid2\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Bud Light Video

| Demographic                 | 1 - Not Favorable at All | 2       | 3        | 4       | 5        | 6        | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|-----------------------------|--------------------------|---------|----------|---------|----------|----------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                      | 7% (30)                  | 4% (16) | 9% (35)  | 6% (24) | 13% (50) | 13% (50) | 14% (57) | 14% (56) | 8% (30)  | 8% (31)           | 4% (16)                 | 394     |
| Gender: Male                | 8% (15)                  | 3% (7)  | 12% (23) | 7% (13) | 13% (26) | 11% (21) | 14% (29) | 13% (27) | 6% (13)  | 8% (17)           | 4% (8)                  | 200     |
| Gender: Female              | 7% (14)                  | 5% (10) | 6% (12)  | 6% (11) | 12% (23) | 15% (29) | 14% (28) | 15% (29) | 9% (17)  | 7% (14)           | 4% (8)                  | 194     |
| Age: 18-29                  | 12% (9)                  | 8% (6)  | 9% (7)   | 7% (5)  | 9% (7)   | 22% (17) | 13% (10) | 7% (5)   | 3% (2)   | 9% (7)            | 3% (3)                  | 77      |
| Age: 30-44                  | 6% (7)                   | 3% (4)  | 12% (14) | 9% (10) | 6% (7)   | 7% (8)   | 10% (11) | 22% (25) | 9% (10)  | 11% (12)          | 4% (5)                  | 113     |
| Age: 45-54                  | 6% (4)                   | 5% (4)  | 7% (5)   | 4% (3)  | 28% (19) | 7% (5)   | 19% (13) | 13% (9)  | 5% (3)   | 3% (2)            | 2% (1)                  | 69      |
| Age: 55-64                  | 9% (6)                   | 2% (1)  | 7% (4)   | 2% (1)  | 13% (8)  | 19% (12) | 19% (12) | 8% (5)   | 13% (8)  | 3% (2)            | 5% (3)                  | 62      |
| Age: 65+                    | 5% (3)                   | 2% (2)  | 8% (6)   | 6% (4)  | 11% (8)  | 12% (9)  | 15% (11) | 15% (11) | 9% (7)   | 11% (8)           | 6% (4)                  | 72      |
| PID: Dem (no lean)          | 3% (4)                   | 3% (4)  | 7% (11)  | 5% (7)  | 12% (17) | 14% (20) | 14% (20) | 16% (23) | 10% (14) | 13% (18)          | 2% (3)                  | 141     |
| PID: Ind (no lean)          | 11% (14)                 | 6% (7)  | 11% (13) | 9% (11) | 15% (18) | 13% (16) | 10% (12) | 10% (12) | 3% (4)   | 6% (8)            | 6% (7)                  | 121     |
| PID: Rep (no lean)          | 9% (12)                  | 4% (6)  | 8% (11)  | 5% (6)  | 11% (15) | 11% (14) | 19% (25) | 16% (21) | 9% (12)  | 3% (4)            | 5% (6)                  | 132     |
| PID/Gender: Dem Men         | 5% (3)                   | 3% (2)  | 9% (6)   | 8% (6)  | 13% (10) | 14% (10) | 14% (10) | 12% (9)  | 7% (5)   | 15% (11)          | 1% (1)                  | 74      |
| PID/Gender: Dem Women       | 1% (1)                   | 2% (2)  | 6% (4)   | 2% (1)  | 11% (7)  | 15% (10) | 15% (10) | 21% (14) | 13% (9)  | 11% (7)           | 3% (2)                  | 67      |
| PID/Gender: Ind Men         | 10% (6)                  | 8% (5)  | 11% (7)  | 7% (4)  | 18% (11) | 13% (8)  | 8% (5)   | 6% (3)   | 5% (3)   | 6% (4)            | 9% (5)                  | 61      |
| PID/Gender: Ind Women       | 13% (8)                  | 4% (2)  | 11% (6)  | 11% (7) | 12% (7)  | 14% (8)  | 11% (7)  | 14% (8)  | 2% (1)   | 7% (4)            | 3% (2)                  | 60      |
| PID/Gender: Rep Men         | 9% (6)                   | — (0)   | 15% (10) | 5% (3)  | 9% (6)   | 5% (3)   | 21% (13) | 23% (15) | 7% (5)   | 3% (2)            | 3% (2)                  | 65      |
| PID/Gender: Rep Women       | 9% (6)                   | 8% (6)  | 2% (1)   | 5% (3)  | 14% (9)  | 16% (11) | 17% (11) | 9% (6)   | 11% (7)  | 4% (3)            | 6% (4)                  | 67      |
| Tea Party: Supporter        | 8% (8)                   | 3% (3)  | 7% (8)   | 7% (8)  | 15% (15) | 6% (7)   | 13% (13) | 13% (14) | 16% (17) | 10% (11)          | 2% (2)                  | 106     |
| Tea Party: Not Supporter    | 7% (21)                  | 5% (14) | 10% (27) | 6% (16) | 12% (34) | 15% (42) | 15% (43) | 14% (41) | 5% (14)  | 7% (20)           | 5% (14)                 | 284     |
| Ideo: Liberal (1-3)         | 7% (8)                   | 7% (9)  | 12% (14) | 8% (10) | 6% (8)   | 9% (12)  | 14% (17) | 16% (20) | 8% (10)  | 12% (15)          | 1% (1)                  | 124     |
| Ideo: Moderate (4)          | 3% (3)                   | — (0)   | 4% (3)   | 7% (6)  | 19% (18) | 19% (19) | 14% (13) | 14% (14) | 11% (11) | 6% (6)            | 3% (3)                  | 96      |
| Ideo: Conservative (5-7)    | 8% (11)                  | 3% (4)  | 11% (14) | 5% (7)  | 16% (22) | 13% (17) | 13% (17) | 14% (19) | 6% (8)   | 7% (10)           | 3% (5)                  | 134     |
| Educ: < College             | 9% (26)                  | 4% (11) | 10% (28) | 5% (15) | 14% (38) | 13% (38) | 14% (40) | 13% (37) | 8% (23)  | 5% (15)           | 4% (12)                 | 283     |
| Educ: Bachelors degree      | 3% (2)                   | 5% (4)  | 6% (4)   | 8% (6)  | 6% (5)   | 9% (7)   | 17% (13) | 19% (14) | 6% (5)   | 16% (12)          | 5% (4)                  | 76      |
| Educ: Post-grad             | 4% (2)                   | 4% (2)  | 8% (3)   | 8% (3)  | 18% (6)  | 14% (5)  | 12% (4)  | 12% (4)  | 8% (3)   | 9% (3)            | 1% (0)                  | 35      |
| Income: Under 50k           | 10% (21)                 | 6% (12) | 9% (19)  | 7% (15) | 10% (20) | 13% (26) | 13% (26) | 12% (25) | 11% (23) | 4% (7)            | 5% (11)                 | 203     |
| Income: 50k-100k            | 5% (7)                   | 3% (4)  | 6% (8)   | 5% (6)  | 18% (25) | 13% (18) | 16% (22) | 16% (22) | 5% (7)   | 10% (14)          | 3% (4)                  | 138     |
| Income: 100k+               | 3% (2)                   | 1% (1)  | 14% (8)  | 5% (3)  | 9% (4)   | 12% (6)  | 17% (9)  | 16% (9)  | 1% (1)   | 17% (9)           | 3% (2)                  | 53      |
| Ethnicity: White            | 8% (24)                  | 3% (10) | 9% (28)  | 8% (23) | 12% (36) | 11% (35) | 15% (47) | 15% (45) | 8% (23)  | 7% (21)           | 5% (15)                 | 306     |
| Ethnicity: Hispanic         | 2% (1)                   | 7% (4)  | 12% (6)  | 5% (3)  | 18% (9)  | 5% (3)   | 10% (5)  | 17% (9)  | 6% (3)   | 16% (8)           | — (0)                   | 49      |
| Ethnicity: Afr. Am.         | 6% (4)                   | 2% (2)  | 8% (5)   | — (0)   | 19% (12) | 22% (14) | 7% (5)   | 13% (8)  | 9% (6)   | 12% (8)           | 2% (1)                  | 63      |
| Ethnicity: Other            | 10% (2)                  | 21% (5) | 9% (2)   | 2% (0)  | 6% (1)   | 4% (1)   | 21% (5)  | 12% (3)  | 5% (1)   | 8% (2)            | 2% (0)                  | 24      |
| Relig: Protestant           | 9% (8)                   | 6% (5)  | 7% (6)   | 2% (1)  | 17% (16) | 13% (11) | 15% (14) | 15% (14) | 8% (7)   | 7% (6)            | 3% (2)                  | 91      |
| Relig: Roman Catholic       | 3% (2)                   | 1% (1)  | 11% (9)  | 7% (7)  | 13% (11) | 9% (8)   | 22% (19) | 14% (12) | 10% (9)  | 8% (7)            | 3% (2)                  | 87      |
| Relig: Ath./Agn./None       | 10% (11)                 | 4% (5)  | 11% (12) | 6% (7)  | 13% (14) | 12% (14) | 10% (11) | 12% (13) | 7% (8)   | 9% (11)           | 6% (7)                  | 114     |
| Relig: Something Else       | 6% (3)                   | 5% (3)  | 5% (3)   | 11% (6) | 11% (6)  | 13% (7)  | 7% (4)   | 21% (11) | 9% (5)   | 7% (4)            | 5% (3)                  | 55      |
| Relig: Jewish               | — (0)                    | — (0)   | — (0)    | — (0)   | 7% (1)   | 35% (3)  | 12% (1)  | 22% (2)  | — (0)    | 11% (1)           | 12% (1)                 | 7       |
| Relig: Evangelical          | 10% (12)                 | 4% (4)  | 14% (15) | 5% (6)  | 11% (12) | 13% (15) | 13% (15) | 11% (12) | 7% (8)   | 10% (11)          | 3% (4)                  | 113     |
| Relig: Non-Evang. Catholics | 3% (3)                   | 4% (5)  | 4% (5)   | 4% (4)  | 15% (17) | 12% (14) | 24% (27) | 17% (19) | 8% (9)   | 5% (6)            | 3% (3)                  | 112     |
| Relig: All Christian        | 7% (15)                  | 4% (9)  | 9% (20)  | 5% (10) | 13% (29) | 13% (29) | 19% (42) | 14% (31) | 8% (17)  | 7% (16)           | 3% (7)                  | 225     |
| Relig: All Non-Christian    | 9% (14)                  | 4% (7)  | 9% (15)  | 8% (14) | 12% (21) | 12% (21) | 9% (15)  | 15% (25) | 8% (13)  | 9% (14)           | 6% (10)                 | 169     |

Continued on next page

**Table Vid2\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Bud Light Video

| Demographic                          | 1 - Not Favorable at All | 2       | 3        | 4        | 5        | 6        | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|--------------------------------------|--------------------------|---------|----------|----------|----------|----------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                               | 7% (30)                  | 4% (16) | 9% (35)  | 6% (24)  | 13% (50) | 13% (50) | 14% (57) | 14% (56) | 8% (30)  | 8% (31)           | 4% (16)                 | 394     |
| Community: Urban                     | 6% (5)                   | 2% (2)  | 6% (6)   | 9% (8)   | 9% (8)   | 20% (17) | 15% (13) | 12% (11) | 5% (5)   | 10% (9)           | 5% (4)                  | 87      |
| Community: Suburban                  | 6% (11)                  | 5% (10) | 8% (14)  | 5% (10)  | 11% (20) | 13% (24) | 16% (29) | 15% (27) | 10% (18) | 8% (14)           | 3% (5)                  | 183     |
| Community: Rural                     | 11% (14)                 | 4% (4)  | 12% (15) | 5% (6)   | 17% (21) | 7% (8)   | 12% (15) | 14% (17) | 6% (8)   | 6% (8)            | 6% (8)                  | 124     |
| Employ: Private Sector               | 5% (7)                   | 2% (2)  | 7% (10)  | 7% (10)  | 12% (16) | 13% (18) | 14% (19) | 17% (24) | 7% (10)  | 12% (17)          | 3% (4)                  | 139     |
| Employ: Government                   | — (0)                    | 22% (7) | 35% (11) | — (0)    | 5% (1)   | 8% (2)   | 12% (4)  | 8% (2)   | 3% (1)   | 7% (2)            | 1% (0)                  | 30      |
| Employ: Self-Employed                | 6% (2)                   | 5% (2)  | 3% (1)   | 5% (2)   | 27% (11) | 19% (7)  | 3% (1)   | 12% (5)  | 10% (4)  | 8% (3)            | 2% (1)                  | 39      |
| Employ: Homemaker                    | 6% (1)                   | — (0)   | 11% (3)  | 12% (3)  | 5% (1)   | 18% (4)  | 21% (5)  | 6% (1)   | 7% (2)   | 7% (2)            | 6% (1)                  | 23      |
| Employ: Student                      | — (0)                    | — (0)   | 16% (3)  | 4% (1)   | 11% (2)  | 15% (3)  | 29% (6)  | 18% (3)  | 3% (1)   | 3% (1)            | 3% (1)                  | 19      |
| Employ: Retired                      | 8% (7)                   | 1% (1)  | 7% (5)   | 5% (4)   | 13% (10) | 11% (9)  | 18% (15) | 14% (11) | 11% (8)  | 7% (5)            | 5% (4)                  | 80      |
| Employ: Unemployed                   | 25% (8)                  | 10% (3) | 5% (2)   | 6% (2)   | 9% (3)   | 4% (1)   | 15% (5)  | 5% (2)   | 9% (3)   | 2% (1)            | 10% (3)                 | 32      |
| Employ: Other                        | 12% (4)                  | 5% (2)  | 2% (1)   | 8% (3)   | 16% (5)  | 14% (4)  | 10% (3)  | 20% (7)  | 6% (2)   | — (0)             | 5% (2)                  | 32      |
| Job Type: White-collar               | 5% (7)                   | 4% (6)  | 4% (5)   | 8% (10)  | 9% (11)  | 10% (13) | 17% (21) | 21% (27) | 8% (10)  | 8% (10)           | 5% (6)                  | 126     |
| Job Type: Blue-collar                | 8% (14)                  | 4% (7)  | 11% (21) | 5% (10)  | 13% (24) | 14% (26) | 13% (24) | 12% (22) | 8% (16)  | 10% (20)          | 3% (5)                  | 189     |
| Job Type: Don't Know                 | 10% (8)                  | 5% (4)  | 12% (10) | 5% (4)   | 18% (14) | 14% (11) | 16% (12) | 8% (6)   | 5% (4)   | 1% (0)            | 6% (5)                  | 79      |
| Military HH: Yes                     | 13% (10)                 | 2% (2)  | 10% (8)  | 3% (2)   | 6% (5)   | 16% (13) | 9% (7)   | 21% (17) | 8% (7)   | 10% (8)           | 2% (2)                  | 82      |
| Military HH: No                      | 6% (19)                  | 5% (15) | 9% (27)  | 7% (21)  | 14% (45) | 12% (37) | 16% (49) | 12% (38) | 8% (24)  | 7% (23)           | 5% (14)                 | 312     |
| RD/WT: Right Direction               | 7% (11)                  | — (0)   | 8% (13)  | 5% (8)   | 15% (23) | 10% (17) | 15% (24) | 17% (26) | 11% (17) | 8% (13)           | 4% (7)                  | 159     |
| RD/WT: Wrong Track                   | 8% (19)                  | 7% (16) | 9% (22)  | 7% (16)  | 11% (26) | 14% (33) | 14% (33) | 12% (29) | 6% (13)  | 8% (18)           | 4% (10)                 | 235     |
| Obama Job: Approve                   | 4% (8)                   | 5% (10) | 8% (18)  | 6% (13)  | 11% (23) | 14% (29) | 13% (27) | 17% (35) | 8% (17)  | 11% (22)          | 3% (6)                  | 209     |
| Obama Job: Disapprove                | 12% (19)                 | 3% (5)  | 10% (16) | 6% (9)   | 15% (23) | 11% (18) | 17% (27) | 11% (18) | 8% (12)  | 4% (6)            | 3% (5)                  | 159     |
| #1 Issue: Economy                    | 5% (7)                   | 4% (5)  | 13% (17) | 8% (11)  | 14% (19) | 16% (22) | 12% (16) | 11% (15) | 8% (10)  | 7% (10)           | 2% (3)                  | 134     |
| #1 Issue: Security                   | 11% (8)                  | 3% (2)  | 7% (5)   | 1% (1)   | 11% (8)  | 8% (6)   | 21% (16) | 20% (15) | 7% (5)   | 8% (6)            | 3% (2)                  | 73      |
| #1 Issue: Health Care                | 6% (3)                   | 1% (1)  | 8% (4)   | 10% (5)  | 10% (5)  | 21% (11) | 20% (10) | 7% (3)   | 8% (4)   | 4% (2)            | 5% (3)                  | 53      |
| #1 Issue: Medicare / Social Security | 5% (3)                   | 9% (5)  | 8% (4)   | — (0)    | 6% (3)   | 10% (5)  | 16% (8)  | 23% (11) | 3% (2)   | 11% (6)           | 8% (4)                  | 50      |
| #1 Issue: Women's Issues             | 7% (2)                   | 3% (1)  | 2% (1)   | 7% (2)   | 5% (1)   | 14% (4)  | 9% (3)   | 18% (5)  | 11% (3)  | 18% (5)           | 6% (2)                  | 27      |
| #1 Issue: Education                  | 2% (0)                   | — (0)   | 7% (2)   | — (0)    | 33% (7)  | 8% (2)   | 6% (1)   | 14% (3)  | 19% (4)  | 3% (1)            | 8% (2)                  | 21      |
| #1 Issue: Energy                     | 29% (5)                  | 8% (1)  | 4% (1)   | 10% (2)  | 5% (1)   | 3% (1)   | 9% (2)   | 19% (3)  | 5% (1)   | 7% (1)            | — (0)                   | 17      |
| #1 Issue: Other                      | 10% (2)                  | 12% (2) | 12% (2)  | 17% (3)  | 26% (5)  | — (0)    | 9% (2)   | — (0)    | 3% (1)   | 3% (0)            | 8% (2)                  | 19      |
| 2016 Vote: Democrat Hillary Clinton  | 6% (8)                   | 3% (5)  | 10% (13) | 9% (11)  | 7% (9)   | 11% (14) | 14% (18) | 16% (20) | 11% (15) | 11% (14)          | 3% (4)                  | 132     |
| 2016 Vote: Republican Donald Trump   | 5% (8)                   | 2% (3)  | 10% (15) | 6% (9)   | 14% (21) | 12% (18) | 16% (24) | 16% (24) | 8% (12)  | 5% (7)            | 5% (7)                  | 148     |
| 2016 Vote: Someone else              | 7% (2)                   | — (0)   | 5% (1)   | 8% (2)   | 12% (3)  | 14% (4)  | 18% (5)  | 12% (3)  | 2% (1)   | 14% (4)           | 8% (2)                  | 27      |
| 2012 Vote: Barack Obama              | 7% (10)                  | 3% (4)  | 7% (11)  | 4% (6)   | 12% (18) | 10% (15) | 14% (21) | 18% (27) | 9% (13)  | 13% (19)          | 3% (5)                  | 147     |
| 2012 Vote: Mitt Romney               | 6% (7)                   | 3% (3)  | 10% (12) | 6% (7)   | 14% (17) | 9% (11)  | 21% (25) | 12% (14) | 9% (11)  | 5% (6)            | 5% (6)                  | 119     |
| 2012 Vote: Other                     | 13% (2)                  | — (0)   | 14% (2)  | — (0)    | 18% (3)  | 14% (2)  | 19% (3)  | 5% (1)   | 10% (2)  | 6% (1)            | — (0)                   | 17      |
| 2012 Vote: Didn't Vote               | 9% (10)                  | 8% (9)  | 9% (10)  | 10% (11) | 11% (12) | 20% (22) | 7% (8)   | 13% (14) | 5% (5)   | 5% (5)            | 5% (5)                  | 110     |
| 4-Region: Northeast                  | 3% (2)                   | 4% (3)  | 15% (10) | 1% (0)   | 14% (9)  | 13% (9)  | 14% (10) | 20% (14) | 2% (2)   | 10% (6)           | 5% (3)                  | 68      |
| 4-Region: Midwest                    | 9% (9)                   | 3% (3)  | 10% (10) | 4% (4)   | 13% (13) | 10% (10) | 18% (18) | 8% (8)   | 11% (11) | 8% (8)            | 6% (6)                  | 100     |
| 4-Region: South                      | 8% (12)                  | 4% (5)  | 8% (11)  | 4% (6)   | 15% (22) | 11% (17) | 13% (19) | 17% (25) | 7% (10)  | 9% (13)           | 4% (6)                  | 148     |
| 4-Region: West                       | 8% (6)                   | 7% (6)  | 5% (4)   | 17% (13) | 7% (5)   | 18% (14) | 13% (10) | 11% (8)  | 9% (7)   | 4% (3)            | 2% (2)                  | 78      |
| Trump: Fav                           | 9% (18)                  | 2% (4)  | 10% (20) | 4% (9)   | 15% (29) | 11% (22) | 14% (28) | 14% (29) | 10% (20) | 8% (17)           | 3% (6)                  | 201     |
| Trump: Unfav                         | 7% (11)                  | 4% (6)  | 9% (14)  | 9% (15)  | 11% (18) | 16% (27) | 15% (24) | 12% (20) | 6% (10)  | 8% (14)           | 3% (4)                  | 162     |
| Trump: DK/NO                         | 2% (1)                   | 21% (6) | 5% (2)   | 1% (0)   | 8% (3)   | 3% (1)   | 16% (5)  | 22% (7)  | 2% (1)   | — (0)             | 19% (6)                 | 30      |
| Registered Voters (Unweighted)       | 7% (29)                  | 4% (16) | 8% (31)  | 6% (23)  | 12% (50) | 13% (53) | 14% (58) | 16% (62) | 6% (26)  | 8% (34)           | 4% (18)                 | 400     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table Vid2\_2: Did the video you just watched give you a more or less favorable impression of Bud Light? Bud Light Video**

| Demographic              | Much more favorable |      | Somewhat more favorable |       | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |      | Total N |
|--------------------------|---------------------|------|-------------------------|-------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|------|---------|
|                          | %                   | (N)  | %                       | (N)   | %                       | (N)  | %                   | (N)  | %                    | (N)   | %                       | (N)  |         |
| Adults                   | 10%                 | (38) | 26%                     | (101) | 7%                      | (29) | 4%                  | (14) | 49%                  | (194) | 4%                      | (17) | 394     |
| Gender: Male             | 10%                 | (20) | 33%                     | (66)  | 10%                     | (20) | 4%                  | (7)  | 41%                  | (81)  | 3%                      | (5)  | 200     |
| Gender: Female           | 9%                  | (18) | 18%                     | (35)  | 5%                      | (10) | 4%                  | (7)  | 58%                  | (113) | 6%                      | (11) | 194     |
| Age: 18-29               | 6%                  | (5)  | 35%                     | (27)  | 12%                     | (9)  | 2%                  | (2)  | 41%                  | (31)  | 5%                      | (4)  | 77      |
| Age: 30-44               | 16%                 | (18) | 31%                     | (35)  | 9%                      | (10) | 3%                  | (4)  | 35%                  | (40)  | 7%                      | (8)  | 113     |
| Age: 45-54               | 3%                  | (2)  | 28%                     | (20)  | 2%                      | (2)  | 6%                  | (4)  | 60%                  | (41)  | 1%                      | (1)  | 69      |
| Age: 55-64               | 8%                  | (5)  | 7%                      | (4)   | 6%                      | (4)  | 5%                  | (3)  | 69%                  | (43)  | 5%                      | (3)  | 62      |
| Age: 65+                 | 12%                 | (9)  | 23%                     | (16)  | 8%                      | (5)  | 2%                  | (1)  | 54%                  | (39)  | 2%                      | (1)  | 72      |
| PID: Dem (no lean)       | 14%                 | (20) | 30%                     | (42)  | 5%                      | (7)  | 1%                  | (2)  | 49%                  | (69)  | 1%                      | (1)  | 141     |
| PID: Ind (no lean)       | 6%                  | (7)  | 25%                     | (31)  | 8%                      | (10) | 5%                  | (6)  | 48%                  | (59)  | 8%                      | (10) | 121     |
| PID: Rep (no lean)       | 9%                  | (12) | 22%                     | (29)  | 9%                      | (12) | 4%                  | (6)  | 51%                  | (67)  | 5%                      | (6)  | 132     |
| PID/Gender: Dem Men      | 14%                 | (10) | 39%                     | (28)  | 3%                      | (2)  | 2%                  | (1)  | 42%                  | (31)  | —                       | (0)  | 74      |
| PID/Gender: Dem Women    | 14%                 | (9)  | 21%                     | (14)  | 7%                      | (5)  | 1%                  | (1)  | 56%                  | (37)  | 2%                      | (1)  | 67      |
| PID/Gender: Ind Men      | 7%                  | (4)  | 29%                     | (18)  | 14%                     | (8)  | 5%                  | (3)  | 39%                  | (24)  | 6%                      | (4)  | 61      |
| PID/Gender: Ind Women    | 4%                  | (2)  | 22%                     | (13)  | 3%                      | (2)  | 5%                  | (3)  | 57%                  | (34)  | 10%                     | (6)  | 60      |
| PID/Gender: Rep Men      | 8%                  | (5)  | 31%                     | (20)  | 14%                     | (9)  | 4%                  | (3)  | 40%                  | (26)  | 2%                      | (2)  | 65      |
| PID/Gender: Rep Women    | 10%                 | (6)  | 13%                     | (9)   | 5%                      | (3)  | 4%                  | (3)  | 61%                  | (41)  | 7%                      | (5)  | 67      |
| Tea Party: Supporter     | 14%                 | (15) | 33%                     | (35)  | 8%                      | (8)  | 7%                  | (7)  | 35%                  | (37)  | 3%                      | (3)  | 106     |
| Tea Party: Not Supporter | 8%                  | (23) | 23%                     | (65)  | 7%                      | (21) | 2%                  | (7)  | 54%                  | (155) | 5%                      | (13) | 284     |
| Ideo: Liberal (1-3)      | 18%                 | (22) | 28%                     | (35)  | 10%                     | (12) | 3%                  | (4)  | 38%                  | (47)  | 2%                      | (3)  | 124     |
| Ideo: Moderate (4)       | 8%                  | (8)  | 26%                     | (25)  | 6%                      | (6)  | 3%                  | (3)  | 54%                  | (51)  | 3%                      | (3)  | 96      |
| Ideo: Conservative (5-7) | 6%                  | (8)  | 23%                     | (31)  | 8%                      | (11) | 4%                  | (6)  | 56%                  | (75)  | 2%                      | (3)  | 134     |
| Educ: < College          | 8%                  | (24) | 25%                     | (71)  | 9%                      | (25) | 4%                  | (11) | 49%                  | (138) | 5%                      | (14) | 283     |
| Educ: Bachelors degree   | 14%                 | (10) | 30%                     | (23)  | 5%                      | (3)  | 1%                  | (1)  | 49%                  | (37)  | 2%                      | (2)  | 76      |
| Educ: Post-grad          | 11%                 | (4)  | 22%                     | (8)   | 2%                      | (1)  | 7%                  | (3)  | 55%                  | (19)  | 3%                      | (1)  | 35      |
| Income: Under 50k        | 9%                  | (18) | 24%                     | (49)  | 9%                      | (19) | 4%                  | (8)  | 49%                  | (100) | 5%                      | (9)  | 203     |
| Income: 50k-100k         | 9%                  | (12) | 26%                     | (36)  | 6%                      | (8)  | 3%                  | (5)  | 50%                  | (69)  | 5%                      | (7)  | 138     |
| Income: 100k+            | 16%                 | (8)  | 30%                     | (16)  | 4%                      | (2)  | 2%                  | (1)  | 47%                  | (25)  | 1%                      | (0)  | 53      |
| Ethnicity: White         | 10%                 | (29) | 23%                     | (72)  | 7%                      | (20) | 3%                  | (10) | 53%                  | (161) | 4%                      | (14) | 306     |

Continued on next page

**Table Vid2\_2: Did the video you just watched give you a more or less favorable impression of Bud Light? Bud Light Video**

| Demographic                 | Somewhat            |      |                |       |                         |      |                     |      |                      |       |                         |      | Total N |
|-----------------------------|---------------------|------|----------------|-------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|------|---------|
|                             | Much more favorable |      | more favorable |       | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |      |         |
| Adults                      | 10%                 | (38) | 26%            | (101) | 7%                      | (29) | 4%                  | (14) | 49%                  | (194) | 4%                      | (17) | 394     |
| Ethnicity: Hispanic         | 20%                 | (10) | 40%            | (20)  | 12%                     | (6)  | —                   | (0)  | 28%                  | (14)  | —                       | (0)  | 49      |
| Ethnicity: Afr. Am.         | 7%                  | (4)  | 39%            | (25)  | 8%                      | (5)  | 4%                  | (2)  | 39%                  | (24)  | 4%                      | (2)  | 63      |
| Ethnicity: Other            | 19%                 | (5)  | 21%            | (5)   | 19%                     | (5)  | 5%                  | (1)  | 34%                  | (8)   | 2%                      | (0)  | 24      |
| Relig: Protestant           | 12%                 | (11) | 22%            | (20)  | 7%                      | (6)  | 1%                  | (1)  | 57%                  | (52)  | 2%                      | (2)  | 91      |
| Relig: Roman Catholic       | 16%                 | (14) | 27%            | (23)  | 10%                     | (9)  | 1%                  | (1)  | 42%                  | (36)  | 4%                      | (3)  | 87      |
| Relig: Ath./Agn./None       | 9%                  | (10) | 24%            | (27)  | 8%                      | (9)  | 2%                  | (2)  | 53%                  | (61)  | 4%                      | (4)  | 114     |
| Relig: Something Else       | 5%                  | (3)  | 35%            | (19)  | 8%                      | (5)  | 10%                 | (6)  | 35%                  | (19)  | 5%                      | (3)  | 55      |
| Relig: Jewish               | —                   | (0)  | 38%            | (3)   | 10%                     | (1)  | —                   | (0)  | 52%                  | (4)   | —                       | (0)  | 7       |
| Relig: Evangelical          | 14%                 | (16) | 23%            | (26)  | 4%                      | (4)  | 5%                  | (5)  | 49%                  | (55)  | 5%                      | (5)  | 113     |
| Relig: Non-Evang. Catholics | 8%                  | (9)  | 25%            | (28)  | 10%                     | (11) | —                   | (1)  | 53%                  | (59)  | 4%                      | (4)  | 112     |
| Relig: All Christian        | 11%                 | (25) | 24%            | (55)  | 7%                      | (16) | 3%                  | (6)  | 51%                  | (114) | 4%                      | (10) | 225     |
| Relig: All Non-Christian    | 8%                  | (13) | 28%            | (47)  | 8%                      | (14) | 5%                  | (8)  | 47%                  | (80)  | 4%                      | (7)  | 169     |
| Community: Urban            | 12%                 | (10) | 33%            | (28)  | 9%                      | (8)  | 2%                  | (2)  | 38%                  | (33)  | 6%                      | (6)  | 87      |
| Community: Suburban         | 8%                  | (14) | 25%            | (45)  | 8%                      | (15) | 4%                  | (8)  | 52%                  | (95)  | 3%                      | (5)  | 183     |
| Community: Rural            | 11%                 | (14) | 22%            | (28)  | 5%                      | (6)  | 3%                  | (4)  | 53%                  | (66)  | 5%                      | (6)  | 124     |
| Employ: Private Sector      | 15%                 | (21) | 27%            | (37)  | 10%                     | (14) | 1%                  | (1)  | 43%                  | (60)  | 4%                      | (5)  | 139     |
| Employ: Government          | 14%                 | (4)  | 30%            | (9)   | 15%                     | (4)  | 9%                  | (3)  | 31%                  | (10)  | —                       | (0)  | 30      |
| Employ: Self-Employed       | 4%                  | (2)  | 46%            | (18)  | 4%                      | (2)  | 5%                  | (2)  | 41%                  | (16)  | —                       | (0)  | 39      |
| Employ: Homemaker           | 3%                  | (1)  | 5%             | (1)   | 2%                      | (1)  | —                   | (0)  | 87%                  | (20)  | 3%                      | (1)  | 23      |
| Employ: Student             | 8%                  | (2)  | 33%            | (6)   | 4%                      | (1)  | —                   | (0)  | 52%                  | (10)  | 3%                      | (1)  | 19      |
| Employ: Retired             | 9%                  | (7)  | 18%            | (14)  | 7%                      | (5)  | 3%                  | (2)  | 61%                  | (49)  | 3%                      | (3)  | 80      |
| Employ: Unemployed          | 6%                  | (2)  | 26%            | (8)   | 2%                      | (1)  | 8%                  | (3)  | 40%                  | (13)  | 18%                     | (6)  | 32      |
| Employ: Other               | 2%                  | (1)  | 24%            | (8)   | 5%                      | (2)  | 9%                  | (3)  | 54%                  | (17)  | 5%                      | (2)  | 32      |
| Job Type: White-collar      | 11%                 | (14) | 26%            | (32)  | 3%                      | (4)  | 3%                  | (4)  | 52%                  | (66)  | 4%                      | (6)  | 126     |
| Job Type: Blue-collar       | 13%                 | (24) | 23%            | (44)  | 10%                     | (19) | 4%                  | (8)  | 49%                  | (93)  | 1%                      | (2)  | 189     |
| Job Type: Don't Know        | —                   | (0)  | 32%            | (25)  | 9%                      | (7)  | 3%                  | (2)  | 44%                  | (35)  | 12%                     | (9)  | 79      |
| Military HH: Yes            | 15%                 | (13) | 29%            | (23)  | 7%                      | (6)  | 2%                  | (2)  | 46%                  | (37)  | 1%                      | (1)  | 82      |
| Military HH: No             | 8%                  | (26) | 25%            | (78)  | 7%                      | (23) | 4%                  | (12) | 50%                  | (157) | 5%                      | (16) | 312     |
| RD/WT: Right Direction      | 11%                 | (17) | 32%            | (51)  | 9%                      | (14) | 2%                  | (3)  | 42%                  | (66)  | 4%                      | (7)  | 159     |
| RD/WT: Wrong Track          | 9%                  | (21) | 21%            | (50)  | 6%                      | (15) | 5%                  | (12) | 54%                  | (128) | 4%                      | (10) | 235     |

Continued on next page

**Table Vid2\_2: Did the video you just watched give you a more or less favorable impression of Bud Light? Bud Light Video**

| Demographic                          | Somewhat<br>more<br>favorable |      | Somewhat<br>less favorable |       | Much less<br>favorable |      | No impact<br>either way |      | Don't Know /<br>No Opinion |       | Total N |      |     |
|--------------------------------------|-------------------------------|------|----------------------------|-------|------------------------|------|-------------------------|------|----------------------------|-------|---------|------|-----|
|                                      | Much more<br>favorable        |      |                            |       |                        |      |                         |      |                            |       |         |      |     |
| Adults                               | 10%                           | (38) | 26%                        | (101) | 7%                     | (29) | 4%                      | (14) | 49%                        | (194) | 4%      | (17) | 394 |
| Obama Job: Approve                   | 11%                           | (23) | 33%                        | (69)  | 7%                     | (15) | 2%                      | (4)  | 43%                        | (91)  | 4%      | (8)  | 209 |
| Obama Job: Disapprove                | 9%                            | (14) | 18%                        | (28)  | 9%                     | (14) | 5%                      | (8)  | 58%                        | (93)  | 1%      | (2)  | 159 |
| #1 Issue: Economy                    | 10%                           | (13) | 29%                        | (39)  | 10%                    | (13) | 3%                      | (4)  | 46%                        | (61)  | 2%      | (3)  | 134 |
| #1 Issue: Security                   | 8%                            | (6)  | 37%                        | (27)  | 3%                     | (2)  | 7%                      | (5)  | 39%                        | (28)  | 6%      | (5)  | 73  |
| #1 Issue: Health Care                | 6%                            | (3)  | 18%                        | (9)   | 5%                     | (2)  | 1%                      | (1)  | 66%                        | (35)  | 4%      | (2)  | 53  |
| #1 Issue: Medicare / Social Security | 10%                           | (5)  | 13%                        | (6)   | 12%                    | (6)  | 1%                      | (1)  | 60%                        | (30)  | 3%      | (2)  | 50  |
| #1 Issue: Women's Issues             | 22%                           | (6)  | 19%                        | (5)   | 4%                     | (1)  | 3%                      | (1)  | 54%                        | (15)  | —       | (0)  | 27  |
| #1 Issue: Education                  | 15%                           | (3)  | 49%                        | (10)  | —                      | (0)  | 2%                      | (0)  | 26%                        | (5)   | 8%      | (2)  | 21  |
| #1 Issue: Energy                     | 4%                            | (1)  | 18%                        | (3)   | 20%                    | (3)  | 3%                      | (1)  | 44%                        | (7)   | 10%     | (2)  | 17  |
| #1 Issue: Other                      | 3%                            | (0)  | 9%                         | (2)   | 4%                     | (1)  | 9%                      | (2)  | 68%                        | (13)  | 8%      | (2)  | 19  |
| 2016 Vote: Democrat Hillary Clinton  | 14%                           | (19) | 26%                        | (34)  | 7%                     | (9)  | 2%                      | (2)  | 50%                        | (65)  | 2%      | (3)  | 132 |
| 2016 Vote: Republican Donald Trump   | 9%                            | (14) | 23%                        | (34)  | 8%                     | (12) | 5%                      | (8)  | 51%                        | (76)  | 3%      | (5)  | 148 |
| 2016 Vote: Someone else              | 8%                            | (2)  | 13%                        | (3)   | 5%                     | (1)  | —                       | (0)  | 59%                        | (16)  | 15%     | (4)  | 27  |
| 2012 Vote: Barack Obama              | 13%                           | (20) | 29%                        | (42)  | 3%                     | (5)  | 2%                      | (3)  | 51%                        | (75)  | 2%      | (3)  | 147 |
| 2012 Vote: Mitt Romney               | 11%                           | (14) | 22%                        | (26)  | 7%                     | (8)  | 5%                      | (6)  | 52%                        | (62)  | 3%      | (4)  | 119 |
| 2012 Vote: Other                     | 3%                            | (1)  | 12%                        | (2)   | 3%                     | (1)  | 13%                     | (2)  | 69%                        | (12)  | —       | (0)  | 17  |
| 2012 Vote: Didn't Vote               | 4%                            | (4)  | 28%                        | (31)  | 15%                    | (16) | 3%                      | (4)  | 41%                        | (45)  | 9%      | (10) | 110 |
| 4-Region: Northeast                  | 6%                            | (4)  | 30%                        | (20)  | 8%                     | (5)  | 6%                      | (4)  | 48%                        | (33)  | 2%      | (1)  | 68  |
| 4-Region: Midwest                    | 13%                           | (13) | 18%                        | (18)  | 4%                     | (4)  | 3%                      | (3)  | 54%                        | (54)  | 7%      | (7)  | 100 |
| 4-Region: South                      | 11%                           | (16) | 30%                        | (45)  | 7%                     | (10) | 4%                      | (6)  | 44%                        | (65)  | 5%      | (8)  | 148 |
| 4-Region: West                       | 7%                            | (5)  | 24%                        | (18)  | 13%                    | (10) | 1%                      | (1)  | 55%                        | (43)  | —       | (0)  | 78  |
| Trump: Fav                           | 10%                           | (21) | 28%                        | (56)  | 7%                     | (14) | 4%                      | (8)  | 48%                        | (97)  | 2%      | (4)  | 201 |
| Trump: Unfav                         | 10%                           | (17) | 24%                        | (39)  | 7%                     | (11) | 2%                      | (3)  | 54%                        | (88)  | 3%      | (5)  | 162 |
| Trump: DK/NO                         | 2%                            | (1)  | 21%                        | (7)   | 14%                    | (4)  | 10%                     | (3)  | 30%                        | (9)   | 23%     | (7)  | 30  |
| Registered Voters (Unweighted)       | 9%                            | (37) | 23%                        | (93)  | 7%                     | (29) | 4%                      | (16) | 53%                        | (211) | 4%      | (14) | 400 |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table Vid3\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Intel Video

| Demographic                 | 1 - Not Favorable at All | 2       | 3       | 4        | 5        | 6       | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|-----------------------------|--------------------------|---------|---------|----------|----------|---------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                      | 12% (45)                 | 3% (12) | 6% (23) | 6% (25)  | 13% (49) | 6% (23) | 16% (62) | 14% (54) | 7% (27)  | 11% (43)          | 4% (17)                 | 380     |
| Gender: Male                | 12% (21)                 | 1% (1)  | 6% (11) | 7% (12)  | 14% (25) | 5% (10) | 15% (28) | 16% (30) | 10% (19) | 10% (19)          | 4% (8)                  | 184     |
| Gender: Female              | 12% (24)                 | 6% (11) | 6% (12) | 6% (12)  | 12% (24) | 7% (13) | 17% (34) | 12% (24) | 4% (8)   | 12% (24)          | 4% (9)                  | 196     |
| Age: 18-29                  | 20% (15)                 | 2% (1)  | 7% (5)  | 2% (2)   | 13% (10) | 3% (2)  | 16% (12) | 15% (11) | 4% (3)   | 9% (7)            | 9% (6)                  | 74      |
| Age: 30-44                  | 11% (12)                 | 4% (4)  | 2% (3)  | 3% (4)   | 10% (11) | 7% (8)  | 15% (16) | 13% (14) | 12% (14) | 21% (23)          | 3% (3)                  | 111     |
| Age: 45-54                  | 6% (3)                   | 2% (1)  | 9% (6)  | 8% (5)   | 13% (8)  | 6% (4)  | 26% (16) | 17% (10) | 4% (3)   | 8% (5)            | 1% (1)                  | 60      |
| Age: 55-64                  | 9% (5)                   | 6% (4)  | 9% (5)  | 10% (6)  | 16% (9)  | 7% (4)  | 10% (6)  | 17% (10) | 5% (3)   | 5% (3)            | 6% (4)                  | 58      |
| Age: 65+                    | 14% (10)                 | 3% (2)  | 6% (4)  | 11% (9)  | 15% (12) | 7% (5)  | 17% (13) | 11% (8)  | 6% (5)   | 7% (5)            | 4% (3)                  | 77      |
| PID: Dem (no lean)          | 11% (15)                 | 2% (2)  | 4% (6)  | 3% (4)   | 13% (18) | 6% (8)  | 11% (15) | 20% (27) | 10% (13) | 12% (16)          | 7% (9)                  | 136     |
| PID: Ind (no lean)          | 15% (18)                 | 3% (4)  | 8% (10) | 9% (11)  | 15% (19) | 6% (8)  | 20% (25) | 8% (9)   | 3% (4)   | 11% (13)          | 3% (4)                  | 124     |
| PID: Rep (no lean)          | 10% (12)                 | 5% (6)  | 6% (7)  | 8% (9)   | 10% (12) | 6% (7)  | 18% (22) | 14% (17) | 8% (10)  | 11% (14)          | 3% (4)                  | 121     |
| PID/Gender: Dem Men         | 13% (9)                  | — (0)   | 4% (3)  | 2% (1)   | 8% (6)   | 7% (4)  | 8% (5)   | 20% (13) | 17% (11) | 16% (11)          | 7% (4)                  | 68      |
| PID/Gender: Dem Women       | 10% (7)                  | 4% (2)  | 5% (3)  | 5% (3)   | 18% (13) | 5% (4)  | 15% (10) | 20% (14) | 3% (2)   | 9% (6)            | 7% (5)                  | 68      |
| PID/Gender: Ind Men         | 15% (9)                  | — (0)   | 9% (6)  | 8% (5)   | 24% (15) | 4% (2)  | 21% (13) | 10% (6)  | 2% (1)   | 5% (3)            | 3% (2)                  | 62      |
| PID/Gender: Ind Women       | 15% (9)                  | 6% (4)  | 7% (4)  | 9% (6)   | 6% (4)   | 9% (6)  | 19% (12) | 5% (3)   | 4% (3)   | 16% (10)          | 3% (2)                  | 61      |
| PID/Gender: Rep Men         | 6% (3)                   | 2% (1)  | 5% (3)  | 11% (6)  | 8% (4)   | 6% (3)  | 18% (10) | 19% (10) | 12% (6)  | 10% (5)           | 3% (2)                  | 54      |
| PID/Gender: Rep Women       | 13% (8)                  | 7% (5)  | 7% (4)  | 5% (3)   | 11% (8)  | 7% (4)  | 19% (13) | 10% (7)  | 5% (3)   | 13% (8)           | 3% (2)                  | 67      |
| Tea Party: Supporter        | 12% (12)                 | 4% (3)  | 6% (6)  | 8% (8)   | 9% (9)   | 6% (6)  | 20% (19) | 16% (15) | 7% (7)   | 11% (11)          | 2% (2)                  | 98      |
| Tea Party: Not Supporter    | 12% (34)                 | 3% (9)  | 6% (17) | 6% (17)  | 14% (39) | 6% (18) | 15% (43) | 14% (38) | 7% (20)  | 11% (30)          | 5% (14)                 | 278     |
| Ideo: Liberal (1-3)         | 14% (16)                 | 2% (2)  | 6% (7)  | 7% (8)   | 14% (16) | 7% (8)  | 12% (15) | 15% (17) | 7% (9)   | 16% (19)          | 1% (2)                  | 120     |
| Ideo: Moderate (4)          | 8% (6)                   | 5% (4)  | 8% (6)  | 4% (3)   | 17% (13) | 2% (2)  | 10% (8)  | 23% (18) | 13% (10) | 7% (6)            | 2% (1)                  | 76      |
| Ideo: Conservative (5-7)    | 10% (14)                 | 5% (6)  | 5% (7)  | 9% (12)  | 10% (14) | 8% (12) | 23% (31) | 13% (18) | 5% (6)   | 10% (14)          | 2% (3)                  | 137     |
| Educ: < College             | 15% (36)                 | 2% (4)  | 7% (17) | 6% (15)  | 15% (36) | 7% (17) | 18% (44) | 13% (31) | 5% (13)  | 7% (17)           | 6% (14)                 | 244     |
| Educ: Bachelors degree      | 7% (6)                   | 5% (5)  | 4% (3)  | 6% (6)   | 9% (8)   | 3% (2)  | 16% (14) | 20% (18) | 11% (10) | 17% (16)          | 1% (1)                  | 90      |
| Educ: Post-grad             | 7% (3)                   | 7% (3)  | 6% (3)  | 7% (3)   | 10% (4)  | 9% (4)  | 9% (4)   | 9% (4)   | 9% (4)   | 22% (10)          | 4% (2)                  | 45      |
| Income: Under 50k           | 17% (34)                 | 2% (4)  | 6% (12) | 6% (12)  | 13% (26) | 7% (14) | 16% (31) | 13% (25) | 5% (9)   | 11% (22)          | 5% (11)                 | 199     |
| Income: 50k-100k            | 7% (10)                  | 5% (6)  | 7% (9)  | 6% (8)   | 12% (17) | 6% (8)  | 16% (21) | 18% (24) | 11% (14) | 11% (15)          | 2% (2)                  | 134     |
| Income: 100k+               | 4% (2)                   | 3% (2)  | 5% (3)  | 11% (5)  | 14% (6)  | 3% (1)  | 22% (10) | 10% (5)  | 7% (3)   | 13% (6)           | 8% (4)                  | 47      |
| Ethnicity: White            | 10% (31)                 | 3% (11) | 7% (22) | 7% (23)  | 13% (39) | 7% (21) | 18% (56) | 12% (38) | 7% (23)  | 11% (35)          | 4% (12)                 | 311     |
| Ethnicity: Hispanic         | 5% (3)                   | — (0)   | 4% (3)  | — (0)    | 4% (2)   | 3% (2)  | 28% (17) | 24% (15) | 9% (6)   | 7% (4)            | 14% (9)                 | 60      |
| Ethnicity: Afr. Am.         | 27% (10)                 | — (0)   | — (0)   | — (0)    | 19% (7)  | 2% (1)  | 8% (3)   | 24% (9)  | 8% (3)   | 8% (3)            | 3% (1)                  | 38      |
| Ethnicity: Other            | 13% (4)                  | 6% (2)  | 4% (1)  | 4% (1)   | 7% (2)   | 6% (2)  | 11% (3)  | 21% (6)  | 3% (1)   | 15% (5)           | 11% (3)                 | 31      |
| Relig: Protestant           | 5% (5)                   | 6% (6)  | 6% (5)  | 11% (10) | 9% (8)   | 10% (9) | 21% (19) | 16% (14) | 8% (7)   | 7% (6)            | 1% (1)                  | 90      |
| Relig: Roman Catholic       | 9% (8)                   | 2% (2)  | 9% (7)  | 3% (3)   | 9% (8)   | 5% (4)  | 15% (13) | 13% (11) | 11% (9)  | 21% (18)          | 4% (3)                  | 85      |
| Relig: Ath./Agn./None       | 21% (26)                 | 1% (1)  | 5% (7)  | 3% (4)   | 15% (19) | 3% (4)  | 18% (22) | 16% (20) | 5% (6)   | 6% (8)            | 7% (9)                  | 126     |
| Relig: Something Else       | 9% (5)                   | 4% (2)  | 5% (2)  | 9% (5)   | 17% (9)  | 8% (4)  | 10% (5)  | 14% (7)  | 7% (4)   | 11% (6)           | 5% (3)                  | 51      |
| Relig: Jewish               | — (0)                    | 10% (1) | 11% (1) | 23% (1)  | 25% (2)  | 8% (0)  | — (0)    | — (0)    | — (0)    | 23% (1)           | — (0)                   | 6       |
| Relig: Evangelical          | 6% (5)                   | 5% (5)  | 4% (4)  | 8% (7)   | 13% (12) | 10% (9) | 20% (18) | 13% (12) | 5% (4)   | 13% (11)          | 4% (3)                  | 91      |
| Relig: Non-Evang. Catholics | 8% (9)                   | 4% (4)  | 9% (10) | 8% (9)   | 9% (10)  | 5% (6)  | 16% (17) | 13% (14) | 12% (13) | 15% (16)          | 2% (2)                  | 110     |
| Relig: All Christian        | 7% (14)                  | 4% (9)  | 7% (14) | 8% (16)  | 11% (22) | 7% (15) | 18% (35) | 13% (26) | 9% (17)  | 14% (27)          | 2% (5)                  | 201     |
| Relig: All Non-Christian    | 17% (31)                 | 2% (3)  | 5% (9)  | 5% (9)   | 15% (27) | 5% (8)  | 15% (27) | 16% (27) | 5% (9)   | 8% (14)           | 7% (12)                 | 177     |

Continued on next page

**Table Vid3\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Intel Video

| Demographic                          | 1 - Not Favorable at All | 2       | 3        | 4        | 5        | 6       | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|--------------------------------------|--------------------------|---------|----------|----------|----------|---------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                               | 12% (45)                 | 3% (12) | 6% (23)  | 6% (25)  | 13% (49) | 6% (23) | 16% (62) | 14% (54) | 7% (27)  | 11% (43)          | 4% (17)                 | 380     |
| Community: Urban                     | 9% (9)                   | 3% (3)  | 1% (1)   | 4% (4)   | 17% (16) | 5% (5)  | 20% (19) | 8% (8)   | 7% (7)   | 20% (19)          | 6% (6)                  | 97      |
| Community: Suburban                  | 7% (12)                  | 2% (3)  | 9% (15)  | 7% (11)  | 11% (19) | 6% (10) | 18% (30) | 18% (29) | 9% (16)  | 10% (17)          | 3% (4)                  | 167     |
| Community: Rural                     | 21% (24)                 | 5% (6)  | 6% (7)   | 8% (9)   | 12% (14) | 8% (9)  | 12% (14) | 14% (17) | 4% (4)   | 5% (6)            | 5% (6)                  | 116     |
| Employ: Private Sector               | 6% (7)                   | 2% (2)  | 5% (6)   | 7% (8)   | 12% (14) | 8% (9)  | 16% (19) | 15% (18) | 12% (15) | 17% (21)          | 1% (1)                  | 120     |
| Employ: Government                   | 5% (1)                   | 11% (2) | 7% (2)   | 7% (2)   | 9% (2)   | 2% (1)  | 21% (5)  | 16% (4)  | 10% (2)  | 9% (2)            | 3% (1)                  | 23      |
| Employ: Self-Employed                | 3% (1)                   | 3% (1)  | 7% (3)   | 2% (1)   | 21% (8)  | 2% (1)  | 21% (8)  | 20% (8)  | — (0)    | 18% (7)           | 3% (1)                  | 40      |
| Employ: Homemaker                    | 19% (8)                  | 8% (3)  | 3% (1)   | 13% (6)  | 15% (7)  | 5% (2)  | 14% (6)  | 10% (5)  | 6% (3)   | 8% (4)            | — (0)                   | 44      |
| Employ: Student                      | 29% (5)                  | 4% (1)  | — (0)    | — (0)    | 20% (3)  | 3% (1)  | 7% (1)   | 29% (5)  | — (0)    | — (0)             | 8% (1)                  | 17      |
| Employ: Retired                      | 13% (10)                 | 3% (2)  | 9% (7)   | 11% (9)  | 11% (9)  | 9% (7)  | 18% (14) | 9% (7)   | 7% (5)   | 7% (5)            | 4% (3)                  | 78      |
| Employ: Unemployed                   | 29% (11)                 | — (0)   | 5% (2)   | — (0)    | 8% (3)   | 5% (2)  | 15% (6)  | 16% (6)  | 3% (1)   | 11% (4)           | 9% (3)                  | 39      |
| Employ: Other                        | 6% (1)                   | — (0)   | 11% (2)  | — (0)    | 15% (3)  | 10% (2) | 16% (3)  | 6% (1)   | 3% (1)   | — (0)             | 33% (6)                 | 18      |
| Job Type: White-collar               | 8% (10)                  | 3% (4)  | 8% (11)  | 8% (10)  | 14% (19) | 4% (6)  | 19% (24) | 13% (16) | 8% (10)  | 14% (17)          | 1% (2)                  | 129     |
| Job Type: Blue-collar                | 8% (15)                  | 3% (6)  | 5% (8)   | 7% (12)  | 15% (25) | 7% (13) | 16% (28) | 17% (30) | 7% (13)  | 11% (19)          | 2% (4)                  | 173     |
| Job Type: Don't Know                 | 26% (21)                 | 3% (2)  | 5% (4)   | 3% (2)   | 6% (5)   | 6% (5)  | 13% (10) | 10% (8)  | 5% (4)   | 8% (6)            | 14% (11)                | 79      |
| Military HH: Yes                     | 10% (7)                  | 8% (5)  | 5% (3)   | 4% (3)   | 13% (9)  | 5% (4)  | 15% (10) | 19% (12) | 5% (3)   | 14% (9)           | 2% (1)                  | 67      |
| Military HH: No                      | 12% (39)                 | 2% (7)  | 6% (20)  | 7% (22)  | 13% (40) | 6% (20) | 17% (52) | 13% (42) | 7% (23)  | 11% (34)          | 5% (15)                 | 313     |
| RD/WT: Right Direction               | 16% (25)                 | 2% (3)  | 5% (8)   | 7% (10)  | 10% (16) | 4% (7)  | 18% (27) | 11% (17) | 7% (11)  | 15% (24)          | 5% (8)                  | 156     |
| RD/WT: Wrong Track                   | 9% (21)                  | 4% (9)  | 7% (15)  | 6% (14)  | 15% (33) | 7% (17) | 16% (35) | 17% (37) | 7% (16)  | 9% (19)           | 4% (8)                  | 224     |
| Obama Job: Approve                   | 7% (13)                  | 2% (4)  | 6% (11)  | 5% (9)   | 12% (21) | 8% (13) | 13% (22) | 17% (29) | 10% (17) | 17% (29)          | 1% (2)                  | 170     |
| Obama Job: Disapprove                | 10% (16)                 | 4% (7)  | 8% (12)  | 8% (13)  | 12% (19) | 6% (9)  | 22% (35) | 13% (20) | 7% (10)  | 7% (10)           | 3% (5)                  | 156     |
| #1 Issue: Economy                    | 12% (14)                 | 1% (1)  | 3% (3)   | 6% (7)   | 17% (19) | 7% (8)  | 20% (23) | 10% (12) | 8% (9)   | 14% (16)          | 2% (2)                  | 114     |
| #1 Issue: Security                   | 11% (9)                  | 6% (5)  | 7% (6)   | 10% (8)  | 8% (7)   | 4% (4)  | 17% (14) | 17% (14) | 8% (6)   | 9% (7)            | 4% (4)                  | 83      |
| #1 Issue: Health Care                | 14% (10)                 | 4% (3)  | 7% (5)   | 2% (1)   | 8% (6)   | 8% (6)  | 22% (15) | 14% (10) | 6% (4)   | 10% (7)           | 5% (4)                  | 72      |
| #1 Issue: Medicare / Social Security | 8% (3)                   | 2% (1)  | 3% (1)   | 12% (5)  | 20% (8)  | 5% (2)  | 18% (7)  | 13% (5)  | 10% (4)  | 6% (2)            | 3% (1)                  | 39      |
| #1 Issue: Women's Issues             | 9% (2)                   | 6% (1)  | 18% (3)  | 9% (2)   | 15% (3)  | 3% (1)  | 10% (2)  | 19% (3)  | 5% (1)   | 8% (1)            | — (0)                   | 18      |
| #1 Issue: Education                  | 20% (4)                  | 3% (1)  | 7% (1)   | 6% (1)   | 15% (3)  | 6% (1)  | 4% (1)   | 15% (3)  | — (0)    | 23% (4)           | — (0)                   | 19      |
| #1 Issue: Energy                     | — (0)                    | 10% (1) | 5% (1)   | 5% (1)   | 15% (2)  | 9% (1)  | 4% (1)   | 11% (1)  | 17% (2)  | 18% (2)           | 5% (1)                  | 13      |
| #1 Issue: Other                      | 17% (4)                  | — (0)   | 12% (3)  | — (0)    | 9% (2)   | 5% (1)  | — (0)    | 23% (5)  | 2% (0)   | 8% (2)            | 24% (5)                 | 21      |
| 2016 Vote: Democrat Hillary Clinton  | 10% (13)                 | 2% (3)  | 6% (8)   | 5% (7)   | 13% (17) | 7% (8)  | 11% (14) | 20% (26) | 10% (14) | 14% (18)          | 1% (2)                  | 131     |
| 2016 Vote: Republican Donald Trump   | 11% (14)                 | 3% (4)  | 7% (9)   | 7% (9)   | 9% (12)  | 6% (8)  | 20% (26) | 15% (19) | 7% (10)  | 11% (14)          | 2% (2)                  | 128     |
| 2016 Vote: Someone else              | 5% (2)                   | 7% (3)  | 8% (3)   | 9% (3)   | 18% (7)  | 7% (2)  | 17% (6)  | 15% (5)  | 2% (1)   | 7% (2)            | 6% (2)                  | 37      |
| 2012 Vote: Barack Obama              | 12% (17)                 | 2% (3)  | 5% (7)   | 6% (8)   | 15% (23) | 6% (9)  | 10% (15) | 19% (29) | 10% (15) | 15% (22)          | 1% (2)                  | 149     |
| 2012 Vote: Mitt Romney               | 10% (11)                 | 4% (5)  | 10% (11) | 9% (10)  | 10% (11) | 7% (8)  | 21% (24) | 14% (16) | 6% (7)   | 8% (9)            | 1% (2)                  | 113     |
| 2012 Vote: Other                     | 5% (0)                   | 7% (1)  | — (0)    | 7% (1)   | 30% (2)  | 7% (1)  | 33% (3)  | 12% (1)  | — (0)    | — (0)             | — (0)                   | 8       |
| 2012 Vote: Didn't Vote               | 14% (16)                 | 4% (4)  | 4% (5)   | 5% (6)   | 12% (13) | 6% (6)  | 19% (21) | 8% (8)   | 4% (5)   | 11% (12)          | 12% (13)                | 110     |
| 4-Region: Northeast                  | 14% (8)                  | 1% (1)  | 8% (5)   | 6% (4)   | 11% (6)  | 2% (1)  | 16% (10) | 12% (7)  | 13% (8)  | 9% (5)            | 8% (5)                  | 60      |
| 4-Region: Midwest                    | 12% (10)                 | 1% (1)  | 5% (4)   | 12% (10) | 15% (13) | 6% (5)  | 19% (16) | 13% (11) | 8% (7)   | 8% (7)            | 1% (1)                  | 84      |
| 4-Region: South                      | 15% (22)                 | 4% (5)  | 5% (8)   | 5% (8)   | 12% (17) | 9% (14) | 16% (23) | 15% (22) | 5% (7)   | 11% (16)          | 3% (5)                  | 146     |
| 4-Region: West                       | 6% (6)                   | 6% (5)  | 7% (7)   | 3% (3)   | 14% (12) | 4% (3)  | 14% (13) | 16% (14) | 6% (5)   | 17% (15)          | 7% (7)                  | 90      |
| Trump: Fav                           | 13% (23)                 | 3% (6)  | 7% (13)  | 8% (14)  | 12% (21) | 6% (10) | 18% (33) | 13% (23) | 8% (14)  | 12% (22)          | 2% (3)                  | 182     |
| Trump: Unfav                         | 10% (16)                 | 3% (6)  | 6% (10)  | 5% (8)   | 15% (26) | 6% (10) | 16% (27) | 17% (29) | 7% (13)  | 11% (19)          | 3% (6)                  | 171     |
| Trump: DK/NO                         | 22% (6)                  | 2% (0)  | — (0)    | 8% (2)   | 5% (1)   | 11% (3) | 10% (3)  | 6% (2)   | — (0)    | 9% (2)            | 27% (7)                 | 27      |
| Registered Voters (Unweighted)       | 11% (42)                 | 5% (19) | 6% (25)  | 8% (31)  | 13% (53) | 8% (32) | 14% (54) | 12% (46) | 8% (30)  | 13% (51)          | 3% (13)                 | 396     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table Vid3\_2: Did the video you just watched give you a more or less favorable impression of Intel? Intel Video**

| Demographic              | Somewhat            |      |                |      |                         |      |                     |      |                      |       | Total N |                         |     |
|--------------------------|---------------------|------|----------------|------|-------------------------|------|---------------------|------|----------------------|-------|---------|-------------------------|-----|
|                          | Much more favorable |      | more favorable |      | Somewhat less favorable |      | Much less favorable |      | No impact either way |       |         | Don't Know / No Opinion |     |
| Adults                   | 13%                 | (49) | 23%            | (89) | 9%                      | (36) | 8%                  | (29) | 38%                  | (145) | 8%      | (32)                    | 380 |
| Gender: Male             | 18%                 | (34) | 27%            | (50) | 6%                      | (11) | 7%                  | (14) | 35%                  | (65)  | 5%      | (10)                    | 184 |
| Gender: Female           | 8%                  | (16) | 20%            | (38) | 12%                     | (24) | 8%                  | (15) | 41%                  | (80)  | 11%     | (22)                    | 196 |
| Age: 18-29               | 19%                 | (14) | 28%            | (21) | 9%                      | (7)  | 4%                  | (3)  | 24%                  | (18)  | 15%     | (11)                    | 74  |
| Age: 30-44               | 23%                 | (26) | 24%            | (26) | 7%                      | (8)  | 8%                  | (9)  | 33%                  | (36)  | 5%      | (5)                     | 111 |
| Age: 45-54               | 6%                  | (4)  | 18%            | (11) | 9%                      | (5)  | 6%                  | (3)  | 57%                  | (34)  | 4%      | (2)                     | 60  |
| Age: 55-64               | 6%                  | (4)  | 21%            | (12) | 7%                      | (4)  | 9%                  | (5)  | 45%                  | (26)  | 12%     | (7)                     | 58  |
| Age: 65+                 | 3%                  | (2)  | 24%            | (18) | 16%                     | (12) | 10%                 | (8)  | 40%                  | (30)  | 8%      | (6)                     | 77  |
| PID: Dem (no lean)       | 22%                 | (29) | 28%            | (38) | 8%                      | (11) | 4%                  | (6)  | 30%                  | (41)  | 8%      | (11)                    | 136 |
| PID: Ind (no lean)       | 3%                  | (3)  | 23%            | (28) | 10%                     | (12) | 10%                 | (13) | 44%                  | (55)  | 10%     | (13)                    | 124 |
| PID: Rep (no lean)       | 14%                 | (17) | 19%            | (23) | 11%                     | (13) | 9%                  | (11) | 41%                  | (50)  | 6%      | (8)                     | 121 |
| PID/Gender: Dem Men      | 35%                 | (23) | 33%            | (22) | 2%                      | (2)  | 3%                  | (2)  | 21%                  | (14)  | 6%      | (4)                     | 68  |
| PID/Gender: Dem Women    | 9%                  | (6)  | 23%            | (16) | 13%                     | (9)  | 6%                  | (4)  | 39%                  | (26)  | 10%     | (7)                     | 68  |
| PID/Gender: Ind Men      | 2%                  | (1)  | 24%            | (15) | 9%                      | (6)  | 17%                 | (10) | 42%                  | (26)  | 6%      | (4)                     | 62  |
| PID/Gender: Ind Women    | 4%                  | (2)  | 21%            | (13) | 11%                     | (7)  | 3%                  | (2)  | 47%                  | (29)  | 15%     | (9)                     | 61  |
| PID/Gender: Rep Men      | 17%                 | (9)  | 25%            | (13) | 7%                      | (4)  | 2%                  | (1)  | 45%                  | (25)  | 3%      | (2)                     | 54  |
| PID/Gender: Rep Women    | 11%                 | (7)  | 15%            | (10) | 13%                     | (9)  | 14%                 | (9)  | 37%                  | (25)  | 9%      | (6)                     | 67  |
| Tea Party: Supporter     | 17%                 | (17) | 25%            | (25) | 10%                     | (10) | 8%                  | (8)  | 34%                  | (33)  | 5%      | (5)                     | 98  |
| Tea Party: Not Supporter | 11%                 | (31) | 23%            | (64) | 9%                      | (26) | 7%                  | (21) | 40%                  | (111) | 9%      | (26)                    | 278 |
| Ideo: Liberal (1-3)      | 18%                 | (22) | 23%            | (28) | 8%                      | (9)  | 8%                  | (10) | 36%                  | (44)  | 7%      | (8)                     | 120 |
| Ideo: Moderate (4)       | 15%                 | (11) | 32%            | (25) | 9%                      | (7)  | 5%                  | (4)  | 38%                  | (29)  | 1%      | (1)                     | 76  |
| Ideo: Conservative (5-7) | 12%                 | (16) | 20%            | (28) | 13%                     | (17) | 7%                  | (9)  | 42%                  | (58)  | 7%      | (9)                     | 137 |
| Educ: < College          | 9%                  | (21) | 22%            | (54) | 10%                     | (25) | 8%                  | (20) | 40%                  | (97)  | 11%     | (26)                    | 244 |
| Educ: Bachelors degree   | 21%                 | (19) | 28%            | (26) | 7%                      | (7)  | 3%                  | (3)  | 35%                  | (32)  | 6%      | (5)                     | 90  |
| Educ: Post-grad          | 21%                 | (10) | 20%            | (9)  | 8%                      | (4)  | 13%                 | (6)  | 36%                  | (16)  | 1%      | (1)                     | 45  |
| Income: Under 50k        | 11%                 | (23) | 23%            | (46) | 11%                     | (22) | 9%                  | (19) | 35%                  | (69)  | 11%     | (21)                    | 199 |
| Income: 50k-100k         | 16%                 | (21) | 22%            | (29) | 9%                      | (12) | 7%                  | (9)  | 43%                  | (57)  | 5%      | (6)                     | 134 |
| Income: 100k+            | 12%                 | (6)  | 30%            | (14) | 5%                      | (2)  | 3%                  | (2)  | 40%                  | (19)  | 10%     | (4)                     | 47  |
| Ethnicity: White         | 12%                 | (36) | 22%            | (69) | 9%                      | (28) | 7%                  | (21) | 44%                  | (137) | 7%      | (21)                    | 311 |

Continued on next page



**Table Vid3\_2:** Did the video you just watched give you a more or less favorable impression of Intel? Intel Video

| Demographic                 | Somewhat            |      |                |      |                         |      |                     |      |                      |       |                         |      | Total N |
|-----------------------------|---------------------|------|----------------|------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|------|---------|
|                             | Much more favorable |      | more favorable |      | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |      |         |
| Adults                      | 13%                 | (49) | 23%            | (89) | 9%                      | (36) | 8%                  | (29) | 38%                  | (145) | 8%                      | (32) | 380     |
| Ethnicity: Hispanic         | 15%                 | (9)  | 28%            | (17) | 2%                      | (1)  | 9%                  | (6)  | 34%                  | (20)  | 12%                     | (7)  | 60      |
| Ethnicity: Afr. Am.         | 18%                 | (7)  | 38%            | (14) | 9%                      | (3)  | 10%                 | (4)  | 7%                   | (3)   | 18%                     | (7)  | 38      |
| Ethnicity: Other            | 21%                 | (7)  | 18%            | (6)  | 14%                     | (4)  | 16%                 | (5)  | 18%                  | (6)   | 13%                     | (4)  | 31      |
| Relig: Protestant           | 6%                  | (5)  | 29%            | (26) | 13%                     | (12) | 3%                  | (3)  | 42%                  | (38)  | 7%                      | (6)  | 90      |
| Relig: Roman Catholic       | 18%                 | (16) | 25%            | (21) | 12%                     | (10) | 5%                  | (4)  | 32%                  | (27)  | 8%                      | (6)  | 85      |
| Relig: Ath./Agn./None       | 11%                 | (14) | 25%            | (31) | 4%                      | (5)  | 13%                 | (17) | 33%                  | (42)  | 14%                     | (18) | 126     |
| Relig: Something Else       | 20%                 | (10) | 15%            | (8)  | 12%                     | (6)  | 8%                  | (4)  | 44%                  | (23)  | —                       | (0)  | 51      |
| Relig: Jewish               | 23%                 | (1)  | 15%            | (1)  | 8%                      | (0)  | —                   | (0)  | 54%                  | (3)   | —                       | (0)  | 6       |
| Relig: Evangelical          | 14%                 | (13) | 20%            | (18) | 13%                     | (12) | 2%                  | (1)  | 43%                  | (40)  | 8%                      | (7)  | 91      |
| Relig: Non-Evang. Catholics | 10%                 | (11) | 28%            | (31) | 12%                     | (13) | 6%                  | (6)  | 37%                  | (41)  | 6%                      | (6)  | 110     |
| Relig: All Christian        | 12%                 | (24) | 25%            | (50) | 13%                     | (25) | 4%                  | (8)  | 40%                  | (81)  | 7%                      | (14) | 201     |
| Relig: All Non-Christian    | 13%                 | (24) | 22%            | (39) | 6%                      | (11) | 12%                 | (21) | 36%                  | (64)  | 10%                     | (18) | 177     |
| Community: Urban            | 25%                 | (24) | 22%            | (22) | 8%                      | (7)  | 2%                  | (2)  | 35%                  | (34)  | 8%                      | (7)  | 97      |
| Community: Suburban         | 10%                 | (17) | 30%            | (51) | 8%                      | (13) | 10%                 | (16) | 38%                  | (64)  | 4%                      | (6)  | 167     |
| Community: Rural            | 7%                  | (8)  | 14%            | (17) | 13%                     | (15) | 9%                  | (11) | 41%                  | (48)  | 16%                     | (18) | 116     |
| Employ: Private Sector      | 24%                 | (28) | 26%            | (31) | 5%                      | (7)  | 4%                  | (5)  | 37%                  | (45)  | 4%                      | (5)  | 120     |
| Employ: Government          | 20%                 | (5)  | 12%            | (3)  | 12%                     | (3)  | 5%                  | (1)  | 51%                  | (12)  | —                       | (0)  | 23      |
| Employ: Self-Employed       | 19%                 | (7)  | 35%            | (14) | 9%                      | (4)  | —                   | (0)  | 34%                  | (13)  | 4%                      | (1)  | 40      |
| Employ: Homemaker           | 11%                 | (5)  | 28%            | (12) | 17%                     | (8)  | 6%                  | (3)  | 26%                  | (12)  | 12%                     | (5)  | 44      |
| Employ: Student             | 5%                  | (1)  | 39%            | (7)  | 6%                      | (1)  | 16%                 | (3)  | 34%                  | (6)   | —                       | (0)  | 17      |
| Employ: Retired             | —                   | (0)  | 21%            | (16) | 12%                     | (9)  | 12%                 | (9)  | 48%                  | (37)  | 8%                      | (6)  | 78      |
| Employ: Unemployed          | 7%                  | (3)  | 4%             | (1)  | 7%                      | (3)  | 20%                 | (8)  | 42%                  | (17)  | 20%                     | (8)  | 39      |
| Employ: Other               | 2%                  | (0)  | 24%            | (4)  | 12%                     | (2)  | 6%                  | (1)  | 24%                  | (4)   | 33%                     | (6)  | 18      |
| Job Type: White-collar      | 17%                 | (22) | 24%            | (31) | 7%                      | (9)  | 8%                  | (10) | 43%                  | (55)  | 1%                      | (1)  | 129     |
| Job Type: Blue-collar       | 14%                 | (24) | 25%            | (44) | 12%                     | (20) | 4%                  | (8)  | 39%                  | (67)  | 6%                      | (11) | 173     |
| Job Type: Don't Know        | 5%                  | (4)  | 18%            | (14) | 8%                      | (7)  | 14%                 | (11) | 30%                  | (23)  | 26%                     | (20) | 79      |
| Military HH: Yes            | 11%                 | (7)  | 21%            | (14) | 12%                     | (8)  | 13%                 | (8)  | 43%                  | (28)  | 1%                      | (1)  | 67      |
| Military HH: No             | 14%                 | (42) | 24%            | (75) | 9%                      | (28) | 7%                  | (21) | 37%                  | (117) | 10%                     | (31) | 313     |
| RD/WT: Right Direction      | 18%                 | (28) | 22%            | (35) | 10%                     | (16) | 9%                  | (14) | 29%                  | (46)  | 11%                     | (17) | 156     |
| RD/WT: Wrong Track          | 10%                 | (22) | 24%            | (54) | 9%                      | (20) | 7%                  | (15) | 44%                  | (99)  | 7%                      | (15) | 224     |

Continued on next page

**Table Vid3\_2: Did the video you just watched give you a more or less favorable impression of Intel? Intel Video**

| Demographic                          | Somewhat            |                |                         |                     |                      |                         | Total N |
|--------------------------------------|---------------------|----------------|-------------------------|---------------------|----------------------|-------------------------|---------|
|                                      | Much more favorable | more favorable | Somewhat less favorable | Much less favorable | No impact either way | Don't Know / No Opinion |         |
| Adults                               | 13% (49)            | 23% (89)       | 9% (36)                 | 8% (29)             | 38% (145)            | 8% (32)                 | 380     |
| Obama Job: Approve                   | 19% (32)            | 27% (46)       | 9% (15)                 | 6% (10)             | 35% (60)             | 4% (6)                  | 170     |
| Obama Job: Disapprove                | 8% (13)             | 19% (30)       | 13% (20)                | 9% (13)             | 48% (75)             | 3% (5)                  | 156     |
| #1 Issue: Economy                    | 18% (20)            | 24% (28)       | 6% (7)                  | 5% (6)              | 43% (49)             | 4% (5)                  | 114     |
| #1 Issue: Security                   | 15% (13)            | 17% (14)       | 14% (12)                | 7% (6)              | 42% (35)             | 5% (4)                  | 83      |
| #1 Issue: Health Care                | 6% (4)              | 27% (20)       | 11% (8)                 | 12% (9)             | 29% (21)             | 15% (11)                | 72      |
| #1 Issue: Medicare / Social Security | 7% (3)              | 31% (12)       | 7% (3)                  | 7% (3)              | 43% (17)             | 5% (2)                  | 39      |
| #1 Issue: Women's Issues             | 11% (2)             | 8% (1)         | 19% (4)                 | 5% (1)              | 51% (9)              | 6% (1)                  | 18      |
| #1 Issue: Education                  | 28% (5)             | 18% (3)        | 13% (2)                 | 3% (1)              | 23% (4)              | 16% (3)                 | 19      |
| #1 Issue: Energy                     | 21% (3)             | 32% (4)        | 4% (1)                  | 14% (2)             | 29% (4)              | — (0)                   | 13      |
| #1 Issue: Other                      | — (0)               | 28% (6)        | — (0)                   | 15% (3)             | 31% (7)              | 26% (6)                 | 21      |
| 2016 Vote: Democrat Hillary Clinton  | 20% (26)            | 29% (38)       | 9% (11)                 | 6% (8)              | 31% (41)             | 4% (6)                  | 131     |
| 2016 Vote: Republican Donald Trump   | 15% (19)            | 22% (28)       | 11% (15)                | 7% (10)             | 40% (51)             | 4% (5)                  | 128     |
| 2016 Vote: Someone else              | 2% (1)              | 10% (4)        | 5% (2)                  | 5% (2)              | 67% (25)             | 12% (4)                 | 37      |
| 2012 Vote: Barack Obama              | 20% (30)            | 24% (36)       | 9% (14)                 | 6% (9)              | 36% (53)             | 5% (8)                  | 149     |
| 2012 Vote: Mitt Romney               | 10% (12)            | 20% (23)       | 10% (12)                | 10% (11)            | 47% (53)             | 3% (3)                  | 113     |
| 2012 Vote: Other                     | — (0)               | 29% (2)        | 7% (1)                  | 5% (0)              | 59% (5)              | — (0)                   | 8       |
| 2012 Vote: Didn't Vote               | 8% (8)              | 25% (28)       | 8% (9)                  | 9% (9)              | 32% (35)             | 19% (21)                | 110     |
| 4-Region: Northeast                  | 16% (9)             | 16% (10)       | 17% (10)                | 2% (1)              | 35% (21)             | 14% (9)                 | 60      |
| 4-Region: Midwest                    | 7% (6)              | 29% (24)       | 6% (5)                  | 8% (7)              | 42% (35)             | 7% (6)                  | 84      |
| 4-Region: South                      | 13% (20)            | 24% (35)       | 9% (14)                 | 8% (12)             | 36% (53)             | 9% (13)                 | 146     |
| 4-Region: West                       | 16% (14)            | 22% (19)       | 8% (7)                  | 10% (9)             | 40% (36)             | 5% (5)                  | 90      |
| Trump: Fav                           | 15% (27)            | 22% (40)       | 10% (19)                | 8% (15)             | 40% (73)             | 4% (8)                  | 182     |
| Trump: Unfav                         | 13% (22)            | 26% (45)       | 9% (15)                 | 7% (11)             | 37% (64)             | 8% (14)                 | 171     |
| Trump: DK/NO                         | — (0)               | 17% (5)        | 7% (2)                  | 11% (3)             | 29% (8)              | 36% (10)                | 27      |
| Registered Voters (Unweighted)       | 14% (55)            | 22% (86)       | 11% (42)                | 7% (29)             | 40% (160)            | 6% (24)                 | 396     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table Vid4\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Lexus Video

| Demographic                 | 1 - Not Favorable at All | 2       | 3        | 4        | 5        | 6        | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|-----------------------------|--------------------------|---------|----------|----------|----------|----------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                      | 13% (55)                 | 5% (19) | 8% (34)  | 7% (28)  | 8% (32)  | 11% (43) | 10% (40) | 11% (44) | 6% (24)  | 18% (73)          | 3% (13)                 | 405     |
| Gender: Male                | 15% (28)                 | 4% (8)  | 11% (21) | 8% (14)  | 8% (15)  | 10% (18) | 9% (18)  | 6% (12)  | 4% (8)   | 21% (39)          | 4% (8)                  | 190     |
| Gender: Female              | 12% (26)                 | 5% (11) | 6% (13)  | 6% (13)  | 8% (17)  | 12% (25) | 11% (23) | 15% (31) | 8% (17)  | 15% (33)          | 2% (5)                  | 215     |
| Age: 18-29                  | 11% (11)                 | 2% (2)  | 6% (6)   | 9% (8)   | 7% (7)   | 5% (5)   | 15% (15) | 10% (10) | 5% (5)   | 28% (28)          | 2% (2)                  | 98      |
| Age: 30-44                  | 9% (8)                   | 3% (3)  | 11% (10) | 3% (3)   | 9% (8)   | 16% (15) | 8% (7)   | 8% (8)   | 11% (10) | 13% (12)          | 8% (8)                  | 91      |
| Age: 45-54                  | 10% (6)                  | 7% (5)  | 3% (2)   | 13% (8)  | 3% (2)   | 16% (10) | 9% (6)   | 12% (7)  | 6% (4)   | 18% (11)          | 3% (2)                  | 63      |
| Age: 55-64                  | 22% (16)                 | 5% (4)  | 10% (7)  | 1% (1)   | 15% (11) | 3% (2)   | 9% (6)   | 10% (7)  | 7% (5)   | 17% (12)          | 1% (1)                  | 70      |
| Age: 65+                    | 17% (14)                 | 7% (6)  | 12% (10) | 9% (7)   | 5% (4)   | 13% (10) | 8% (6)   | 15% (12) | 2% (2)   | 12% (10)          | 1% (1)                  | 83      |
| PID: Dem (no lean)          | 9% (12)                  | 1% (2)  | 6% (8)   | 8% (10)  | 10% (13) | 10% (13) | 8% (11)  | 12% (17) | 8% (11)  | 23% (31)          | 4% (6)                  | 134     |
| PID: Ind (no lean)          | 15% (20)                 | 5% (7)  | 11% (14) | 4% (6)   | 6% (8)   | 12% (16) | 12% (15) | 10% (13) | 4% (5)   | 18% (24)          | 3% (4)                  | 132     |
| PID: Rep (no lean)          | 16% (22)                 | 8% (10) | 8% (11)  | 9% (12)  | 8% (11)  | 11% (15) | 10% (14) | 10% (14) | 6% (9)   | 13% (18)          | 2% (3)                  | 138     |
| PID/Gender: Dem Men         | 12% (7)                  | 2% (1)  | 3% (1)   | 10% (6)  | 15% (9)  | 3% (2)   | 9% (5)   | 8% (5)   | 4% (2)   | 25% (15)          | 9% (5)                  | 58      |
| PID/Gender: Dem Women       | 7% (6)                   | 1% (1)  | 9% (7)   | 6% (4)   | 5% (4)   | 15% (11) | 8% (6)   | 16% (12) | 11% (9)  | 21% (16)          | 1% (1)                  | 76      |
| PID/Gender: Ind Men         | 12% (8)                  | 6% (4)  | 21% (13) | 4% (3)   | 2% (1)   | 15% (9)  | 6% (4)   | 9% (6)   | 4% (3)   | 19% (12)          | 1% (1)                  | 62      |
| PID/Gender: Ind Women       | 18% (12)                 | 4% (3)  | 2% (1)   | 4% (3)   | 10% (7)  | 9% (6)   | 16% (11) | 11% (8)  | 4% (2)   | 17% (12)          | 5% (3)                  | 70      |
| PID/Gender: Rep Men         | 20% (14)                 | 4% (3)  | 9% (6)   | 8% (6)   | 7% (5)   | 10% (7)  | 12% (9)  | 3% (2)   | 4% (3)   | 19% (13)          | 3% (2)                  | 69      |
| PID/Gender: Rep Women       | 12% (8)                  | 11% (8) | 8% (5)   | 9% (6)   | 9% (6)   | 11% (7)  | 7% (5)   | 17% (12) | 8% (6)   | 7% (5)            | 1% (1)                  | 69      |
| Tea Party: Supporter        | 16% (16)                 | 7% (7)  | 9% (10)  | 4% (4)   | 4% (4)   | 10% (10) | 10% (10) | 5% (5)   | 9% (9)   | 24% (24)          | 1% (1)                  | 101     |
| Tea Party: Not Supporter    | 13% (38)                 | 4% (12) | 8% (25)  | 8% (24)  | 9% (28)  | 11% (33) | 10% (29) | 13% (38) | 5% (15)  | 16% (48)          | 4% (12)                 | 301     |
| Ideo: Liberal (1-3)         | 6% (6)                   | 4% (4)  | 9% (10)  | 8% (9)   | 10% (12) | 9% (10)  | 11% (13) | 13% (15) | 5% (5)   | 22% (25)          | 3% (4)                  | 114     |
| Ideo: Moderate (4)          | 15% (14)                 | 2% (2)  | 4% (3)   | 13% (11) | 11% (10) | 8% (7)   | 7% (6)   | 17% (15) | 3% (3)   | 17% (15)          | 3% (3)                  | 89      |
| Ideo: Conservative (5-7)    | 15% (22)                 | 8% (12) | 12% (17) | 4% (6)   | 5% (7)   | 10% (15) | 11% (16) | 9% (14)  | 10% (14) | 16% (23)          | — (1)                   | 145     |
| Educ: < College             | 14% (42)                 | 4% (13) | 9% (28)  | 7% (22)  | 8% (25)  | 11% (32) | 10% (30) | 11% (32) | 5% (16)  | 17% (52)          | 3% (10)                 | 303     |
| Educ: Bachelors degree      | 13% (9)                  | 7% (5)  | 2% (1)   | 7% (5)   | 9% (6)   | 12% (8)  | 12% (8)  | 9% (6)   | 6% (4)   | 20% (14)          | 3% (2)                  | 67      |
| Educ: Post-grad             | 10% (3)                  | 3% (1)  | 12% (4)  | 3% (1)   | 4% (1)   | 8% (3)   | 9% (3)   | 16% (6)  | 14% (5)  | 19% (7)           | 1% (0)                  | 35      |
| Income: Under 50k           | 14% (38)                 | 4% (10) | 9% (24)  | 6% (16)  | 8% (20)  | 11% (30) | 11% (28) | 9% (23)  | 5% (13)  | 20% (52)          | 4% (10)                 | 263     |
| Income: 50k-100k            | 14% (14)                 | 6% (7)  | 8% (9)   | 10% (10) | 10% (10) | 11% (11) | 9% (9)   | 9% (10)  | 7% (7)   | 14% (15)          | 2% (2)                  | 105     |
| Income: 100k+               | 6% (2)                   | 7% (2)  | 5% (2)   | 6% (2)   | 5% (2)   | 6% (2)   | 10% (4)  | 28% (11) | 12% (5)  | 14% (5)           | 2% (1)                  | 37      |
| Ethnicity: White            | 14% (45)                 | 5% (16) | 9% (27)  | 7% (22)  | 9% (28)  | 11% (34) | 11% (33) | 11% (35) | 7% (23)  | 14% (42)          | 2% (6)                  | 312     |
| Ethnicity: Hispanic         | 10% (5)                  | 3% (2)  | — (0)    | 14% (7)  | 11% (5)  | — (0)    | 7% (3)   | 16% (8)  | 9% (4)   | 31% (15)          | — (0)                   | 49      |
| Ethnicity: Afr. Am.         | 10% (5)                  | 2% (1)  | 12% (7)  | 3% (2)   | 6% (3)   | 16% (9)  | 5% (3)   | 8% (5)   | 2% (1)   | 26% (15)          | 10% (6)                 | 57      |
| Ethnicity: Other            | 11% (4)                  | 4% (1)  | — (0)    | 11% (4)  | 2% (1)   | 1% (0)   | 13% (5)  | 10% (4)  | 3% (1)   | 43% (15)          | 3% (1)                  | 35      |
| Relig: Protestant           | 23% (28)                 | 5% (6)  | 13% (16) | 7% (9)   | 6% (7)   | 6% (7)   | 4% (5)   | 14% (17) | 6% (7)   | 14% (17)          | 1% (1)                  | 121     |
| Relig: Roman Catholic       | 12% (10)                 | 4% (3)  | 3% (3)   | 9% (7)   | 8% (7)   | 9% (8)   | 21% (18) | 9% (8)   | 7% (6)   | 17% (15)          | 2% (2)                  | 87      |
| Relig: Ath./Agn./None       | 3% (3)                   | 7% (6)  | 11% (10) | 3% (3)   | 10% (9)  | 13% (11) | 10% (9)  | 7% (6)   | 6% (6)   | 24% (21)          | 6% (5)                  | 90      |
| Relig: Something Else       | 15% (9)                  | 3% (2)  | 5% (3)   | 9% (6)   | 8% (5)   | 11% (7)  | 10% (6)  | 11% (7)  | 5% (3)   | 18% (12)          | 4% (2)                  | 64      |
| Relig: Jewish               | 34% (3)                  | 18% (2) | — (0)    | — (0)    | 7% (1)   | 16% (2)  | 5% (0)   | 20% (2)  | — (0)    | — (0)             | — (0)                   | 9       |
| Relig: Evangelical          | 12% (15)                 | 6% (7)  | 10% (13) | 7% (8)   | 7% (9)   | 13% (16) | 9% (11)  | 11% (13) | 7% (8)   | 16% (19)          | 2% (2)                  | 122     |
| Relig: Non-Evang. Catholics | 22% (27)                 | 2% (3)  | 7% (9)   | 8% (11)  | 7% (9)   | 6% (8)   | 11% (14) | 12% (15) | 6% (7)   | 16% (20)          | 2% (2)                  | 125     |
| Relig: All Christian        | 17% (42)                 | 4% (10) | 9% (21)  | 8% (19)  | 7% (18)  | 10% (24) | 10% (25) | 11% (28) | 6% (15)  | 16% (40)          | 2% (5)                  | 247     |
| Relig: All Non-Christian    | 8% (12)                  | 6% (9)  | 8% (13)  | 6% (9)   | 9% (14)  | 12% (18) | 10% (16) | 9% (14)  | 6% (9)   | 21% (33)          | 5% (8)                  | 154     |

Continued on next page

**Table Vid4\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Lexus Video

| Demographic                          | 1 - Not Favorable at All | 2        | 3        | 4        | 5        | 6        | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|--------------------------------------|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                               | 13% (55)                 | 5% (19)  | 8% (34)  | 7% (28)  | 8% (32)  | 11% (43) | 10% (40) | 11% (44) | 6% (24)  | 18% (73)          | 3% (13)                 | 405     |
| Community: Urban                     | 15% (19)                 | 4% (5)   | 9% (12)  | — (1)    | 3% (4)   | 5% (6)   | 9% (12)  | 11% (13) | 10% (12) | 30% (38)          | 3% (4)                  | 126     |
| Community: Suburban                  | 11% (19)                 | 4% (6)   | 7% (11)  | 10% (18) | 12% (21) | 13% (22) | 12% (20) | 15% (25) | 4% (6)   | 12% (20)          | 2% (3)                  | 171     |
| Community: Rural                     | 15% (17)                 | 7% (7)   | 11% (12) | 9% (10)  | 7% (8)   | 14% (15) | 8% (9)   | 5% (5)   | 5% (6)   | 14% (15)          | 5% (6)                  | 109     |
| Employ: Private Sector               | 9% (11)                  | 1% (1)   | 6% (8)   | 11% (13) | 10% (12) | 10% (12) | 13% (15) | 17% (20) | 11% (13) | 9% (10)           | 2% (3)                  | 117     |
| Employ: Government                   | 4% (1)                   | — (0)    | 3% (1)   | 20% (3)  | 10% (2)  | 4% (1)   | — (0)    | 5% (1)   | 7% (1)   | 47% (7)           | — (0)                   | 15      |
| Employ: Self-Employed                | 19% (8)                  | 6% (2)   | 8% (3)   | 1% (1)   | — (0)    | 6% (3)   | 2% (1)   | 10% (4)  | 4% (2)   | 42% (17)          | 1% (1)                  | 40      |
| Employ: Homemaker                    | 26% (8)                  | 16% (5)  | 3% (1)   | — (0)    | 5% (2)   | 17% (5)  | 15% (5)  | 8% (2)   | 5% (1)   | 6% (2)            | — (0)                   | 30      |
| Employ: Student                      | 10% (1)                  | — (0)    | 4% (1)   | 6% (1)   | 16% (2)  | 4% (1)   | 9% (1)   | 10% (1)  | 13% (2)  | 14% (2)           | 13% (2)                 | 12      |
| Employ: Retired                      | 18% (18)                 | 6% (6)   | 14% (14) | 7% (7)   | 8% (9)   | 9% (9)   | 8% (8)   | 10% (10) | 3% (3)   | 15% (15)          | 2% (2)                  | 102     |
| Employ: Unemployed                   | 7% (4)                   | 3% (2)   | 10% (5)  | 1% (0)   | 5% (2)   | 18% (9)  | 12% (6)  | 3% (2)   | — (0)    | 32% (17)          | 10% (5)                 | 52      |
| Employ: Other                        | 12% (4)                  | 8% (3)   | 5% (2)   | 8% (3)   | 12% (4)  | 11% (4)  | 13% (5)  | 11% (4)  | 7% (3)   | 9% (3)            | 3% (1)                  | 37      |
| Job Type: White-collar               | 10% (12)                 | 4% (5)   | 3% (3)   | 6% (7)   | 8% (10)  | 8% (9)   | 12% (14) | 16% (19) | 5% (6)   | 24% (28)          | 4% (4)                  | 117     |
| Job Type: Blue-collar                | 14% (27)                 | 5% (10)  | 14% (27) | 8% (16)  | 7% (14)  | 10% (20) | 11% (22) | 10% (19) | 5% (9)   | 13% (26)          | 2% (3)                  | 191     |
| Job Type: Don't Know                 | 17% (16)                 | 4% (4)   | 5% (5)   | 5% (5)   | 9% (9)   | 14% (14) | 5% (5)   | 6% (6)   | 9% (9)   | 19% (19)          | 6% (6)                  | 97      |
| Military HH: Yes                     | 17% (12)                 | 7% (5)   | 10% (7)  | 3% (2)   | 15% (10) | 17% (12) | 10% (7)  | 11% (8)  | 2% (1)   | 8% (6)            | 1% (1)                  | 69      |
| Military HH: No                      | 13% (43)                 | 4% (14)  | 8% (28)  | 8% (26)  | 7% (22)  | 9% (31)  | 10% (34) | 11% (36) | 7% (23)  | 20% (67)          | 4% (12)                 | 335     |
| RD/WT: Right Direction               | 13% (24)                 | 8% (14)  | 10% (18) | 5% (9)   | 7% (12)  | 11% (20) | 9% (17)  | 9% (17)  | 6% (10)  | 19% (33)          | 3% (5)                  | 177     |
| RD/WT: Wrong Track                   | 14% (31)                 | 2% (5)   | 7% (17)  | 8% (18)  | 9% (21)  | 10% (23) | 10% (24) | 12% (27) | 6% (14)  | 17% (39)          | 3% (8)                  | 227     |
| Obama Job: Approve                   | 9% (18)                  | 2% (4)   | 7% (14)  | 6% (12)  | 8% (16)  | 9% (18)  | 9% (18)  | 13% (26) | 5% (10)  | 27% (54)          | 4% (7)                  | 198     |
| Obama Job: Disapprove                | 17% (30)                 | 8% (14)  | 11% (19) | 9% (15)  | 7% (13)  | 10% (17) | 12% (21) | 9% (16)  | 6% (11)  | 9% (16)           | 2% (3)                  | 175     |
| #1 Issue: Economy                    | 13% (17)                 | 4% (5)   | 12% (15) | 8% (11)  | 8% (11)  | 8% (11)  | 10% (13) | 12% (15) | 6% (8)   | 14% (18)          | 5% (7)                  | 129     |
| #1 Issue: Security                   | 10% (7)                  | 9% (6)   | 9% (6)   | 8% (5)   | 5% (4)   | 8% (5)   | 5% (3)   | 15% (10) | 6% (4)   | 25% (17)          | 1% (1)                  | 68      |
| #1 Issue: Health Care                | 11% (8)                  | 6% (4)   | 8% (6)   | 2% (1)   | 14% (10) | 17% (13) | 18% (14) | 7% (5)   | 6% (4)   | 11% (8)           | 2% (1)                  | 76      |
| #1 Issue: Medicare / Social Security | 18% (11)                 | 2% (1)   | 9% (6)   | 5% (3)   | 4% (3)   | 12% (8)  | 11% (7)  | 9% (6)   | 8% (5)   | 20% (13)          | 1% (1)                  | 63      |
| #1 Issue: Women's Issues             | 22% (4)                  | 8% (1)   | — (0)    | 3% (1)   | 23% (4)  | 11% (2)  | 3% (1)   | 6% (1)   | 9% (2)   | 12% (2)           | 3% (1)                  | 18      |
| #1 Issue: Education                  | 3% (1)                   | — (0)    | 5% (1)   | 9% (2)   | — (0)    | 16% (4)  | 4% (1)   | 16% (4)  | 5% (1)   | 39% (10)          | 2% (1)                  | 25      |
| #1 Issue: Energy                     | 20% (2)                  | — (0)    | — (0)    | 9% (1)   | — (0)    | 14% (1)  | — (0)    | 27% (2)  | 7% (1)   | 23% (2)           | — (0)                   | 9       |
| #1 Issue: Other                      | 29% (5)                  | 6% (1)   | — (0)    | 18% (3)  | 5% (1)   | — (0)    | 9% (2)   | — (0)    | — (0)    | 18% (3)           | 16% (3)                 | 18      |
| 2016 Vote: Democrat Hillary Clinton  | 8% (10)                  | 2% (2)   | 9% (11)  | 5% (7)   | 7% (9)   | 12% (14) | 10% (13) | 13% (16) | 6% (7)   | 24% (29)          | 4% (5)                  | 124     |
| 2016 Vote: Republican Donald Trump   | 14% (21)                 | 8% (12)  | 11% (16) | 7% (11)  | 10% (16) | 10% (15) | 10% (15) | 10% (16) | 7% (11)  | 12% (19)          | 2% (3)                  | 156     |
| 2016 Vote: Someone else              | 14% (4)                  | — (0)    | 8% (3)   | 9% (3)   | 4% (1)   | 13% (4)  | 6% (2)   | 18% (6)  | 7% (2)   | 19% (6)           | 1% (0)                  | 32      |
| 2012 Vote: Barack Obama              | 13% (20)                 | 2% (3)   | 7% (11)  | 4% (6)   | 7% (11)  | 8% (13)  | 12% (19) | 15% (24) | 4% (6)   | 23% (36)          | 5% (7)                  | 155     |
| 2012 Vote: Mitt Romney               | 19% (21)                 | 10% (12) | 15% (16) | 7% (8)   | 8% (9)   | 11% (13) | 7% (7)   | 9% (11)  | 6% (7)   | 6% (7)            | 1% (1)                  | 112     |
| 2012 Vote: Other                     | 17% (3)                  | 4% (1)   | 13% (3)  | 10% (2)  | 10% (2)  | 9% (2)   | 3% (1)   | 7% (1)   | 14% (3)  | 15% (3)           | — (0)                   | 20      |
| 2012 Vote: Didn't Vote               | 8% (10)                  | 3% (4)   | 4% (5)   | 10% (11) | 9% (11)  | 13% (16) | 11% (13) | 7% (8)   | 8% (9)   | 23% (26)          | 4% (4)                  | 118     |
| 4-Region: Northeast                  | 13% (11)                 | 1% (1)   | 7% (6)   | 12% (10) | 4% (4)   | 9% (8)   | 14% (12) | 18% (15) | 9% (8)   | 12% (10)          | 1% (1)                  | 86      |
| 4-Region: Midwest                    | 18% (18)                 | 5% (5)   | 12% (12) | 4% (4)   | 9% (9)   | 9% (8)   | 11% (10) | 7% (7)   | 5% (5)   | 16% (15)          | 3% (3)                  | 96      |
| 4-Region: South                      | 12% (17)                 | 6% (9)   | 7% (11)  | 6% (8)   | 9% (12)  | 12% (17) | 9% (13)  | 10% (15) | 7% (10)  | 17% (24)          | 6% (8)                  | 143     |
| 4-Region: West                       | 11% (8)                  | 5% (4)   | 7% (5)   | 7% (6)   | 9% (7)   | 13% (11) | 7% (5)   | 9% (7)   | 3% (2)   | 29% (23)          | 1% (1)                  | 80      |
| Trump: Fav                           | 13% (26)                 | 8% (15)  | 12% (23) | 7% (14)  | 8% (16)  | 10% (20) | 10% (21) | 9% (17)  | 7% (13)  | 15% (29)          | 2% (4)                  | 199     |
| Trump: Unfav                         | 14% (23)                 | 2% (4)   | 5% (8)   | 8% (13)  | 9% (15)  | 9% (15)  | 11% (18) | 14% (24) | 7% (11)  | 20% (35)          | 3% (4)                  | 170     |
| Trump: DK/NO                         | 16% (6)                  | — (0)    | 8% (3)   | 1% (0)   | 4% (1)   | 23% (8)  | 4% (2)   | 9% (3)   | — (0)    | 24% (8)           | 11% (4)                 | 35      |
| Registered Voters (Unweighted)       | 13% (52)                 | 5% (20)  | 8% (33)  | 7% (28)  | 8% (31)  | 11% (44) | 11% (45) | 11% (47) | 7% (30)  | 16% (65)          | 3% (14)                 | 409     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table Vid4\_2: Did the video you just watched give you a more or less favorable impression of Lexus? Lexus Video**

| Demographic              | Somewhat            |      |                |      |                         |      |                     |      |                      |       | Total N |                         |     |
|--------------------------|---------------------|------|----------------|------|-------------------------|------|---------------------|------|----------------------|-------|---------|-------------------------|-----|
|                          | Much more favorable |      | more favorable |      | Somewhat less favorable |      | Much less favorable |      | No impact either way |       |         | Don't Know / No Opinion |     |
| Adults                   | 18%                 | (72) | 23%            | (95) | 7%                      | (29) | 11%                 | (43) | 38%                  | (152) | 3%      | (13)                    | 405 |
| Gender: Male             | 21%                 | (40) | 22%            | (42) | 8%                      | (14) | 13%                 | (25) | 34%                  | (64)  | 2%      | (4)                     | 190 |
| Gender: Female           | 15%                 | (32) | 25%            | (53) | 7%                      | (15) | 9%                  | (18) | 41%                  | (88)  | 4%      | (8)                     | 215 |
| Age: 18-29               | 21%                 | (21) | 33%            | (33) | 8%                      | (8)  | 4%                  | (4)  | 29%                  | (29)  | 4%      | (4)                     | 98  |
| Age: 30-44               | 18%                 | (17) | 27%            | (25) | 6%                      | (6)  | 6%                  | (5)  | 39%                  | (35)  | 4%      | (4)                     | 91  |
| Age: 45-54               | 19%                 | (12) | 26%            | (16) | 6%                      | (4)  | 8%                  | (5)  | 40%                  | (25)  | 2%      | (1)                     | 63  |
| Age: 55-64               | 17%                 | (12) | 15%            | (11) | 13%                     | (9)  | 20%                 | (14) | 35%                  | (24)  | —       | (0)                     | 70  |
| Age: 65+                 | 13%                 | (11) | 13%            | (11) | 4%                      | (3)  | 18%                 | (15) | 48%                  | (40)  | 4%      | (3)                     | 83  |
| PID: Dem (no lean)       | 25%                 | (33) | 21%            | (29) | 6%                      | (9)  | 8%                  | (11) | 39%                  | (53)  | —       | (0)                     | 134 |
| PID: Ind (no lean)       | 15%                 | (20) | 28%            | (37) | 8%                      | (11) | 8%                  | (11) | 35%                  | (46)  | 5%      | (7)                     | 132 |
| PID: Rep (no lean)       | 14%                 | (19) | 21%            | (29) | 7%                      | (10) | 16%                 | (22) | 39%                  | (53)  | 4%      | (5)                     | 138 |
| PID/Gender: Dem Men      | 24%                 | (14) | 17%            | (10) | 13%                     | (8)  | 9%                  | (5)  | 37%                  | (21)  | —       | (0)                     | 58  |
| PID/Gender: Dem Women    | 25%                 | (19) | 25%            | (19) | 2%                      | (1)  | 8%                  | (6)  | 41%                  | (32)  | —       | (0)                     | 76  |
| PID/Gender: Ind Men      | 20%                 | (12) | 25%            | (15) | 7%                      | (4)  | 13%                 | (8)  | 34%                  | (21)  | 2%      | (1)                     | 62  |
| PID/Gender: Ind Women    | 11%                 | (7)  | 31%            | (22) | 10%                     | (7)  | 4%                  | (3)  | 36%                  | (25)  | 8%      | (6)                     | 70  |
| PID/Gender: Rep Men      | 20%                 | (14) | 24%            | (17) | 4%                      | (3)  | 17%                 | (12) | 31%                  | (21)  | 5%      | (3)                     | 69  |
| PID/Gender: Rep Women    | 8%                  | (5)  | 18%            | (12) | 10%                     | (7)  | 14%                 | (10) | 47%                  | (32)  | 3%      | (2)                     | 69  |
| Tea Party: Supporter     | 28%                 | (28) | 21%            | (21) | 7%                      | (7)  | 12%                 | (12) | 27%                  | (27)  | 6%      | (6)                     | 101 |
| Tea Party: Not Supporter | 15%                 | (44) | 24%            | (74) | 7%                      | (22) | 10%                 | (31) | 41%                  | (124) | 2%      | (7)                     | 301 |
| Ideo: Liberal (1-3)      | 24%                 | (28) | 26%            | (30) | 9%                      | (10) | 7%                  | (8)  | 33%                  | (37)  | 1%      | (1)                     | 114 |
| Ideo: Moderate (4)       | 15%                 | (14) | 23%            | (20) | 8%                      | (7)  | 11%                 | (9)  | 41%                  | (37)  | 2%      | (2)                     | 89  |
| Ideo: Conservative (5-7) | 18%                 | (26) | 21%            | (31) | 6%                      | (8)  | 16%                 | (23) | 37%                  | (53)  | 3%      | (4)                     | 145 |
| Educ: < College          | 17%                 | (52) | 23%            | (70) | 8%                      | (25) | 10%                 | (31) | 38%                  | (114) | 4%      | (11)                    | 303 |
| Educ: Bachelors degree   | 20%                 | (13) | 23%            | (16) | 5%                      | (3)  | 11%                 | (7)  | 40%                  | (27)  | 1%      | (1)                     | 67  |
| Educ: Post-grad          | 20%                 | (7)  | 26%            | (9)  | 4%                      | (2)  | 15%                 | (5)  | 32%                  | (11)  | 3%      | (1)                     | 35  |
| Income: Under 50k        | 19%                 | (51) | 21%            | (56) | 8%                      | (20) | 9%                  | (25) | 39%                  | (102) | 4%      | (10)                    | 263 |
| Income: 50k-100k         | 15%                 | (15) | 26%            | (27) | 7%                      | (7)  | 13%                 | (14) | 38%                  | (40)  | 2%      | (2)                     | 105 |
| Income: 100k+            | 16%                 | (6)  | 33%            | (12) | 7%                      | (2)  | 13%                 | (5)  | 29%                  | (11)  | 3%      | (1)                     | 37  |
| Ethnicity: White         | 12%                 | (39) | 23%            | (72) | 8%                      | (26) | 13%                 | (41) | 39%                  | (123) | 4%      | (12)                    | 312 |

Continued on next page

**Table Vid4\_2:** Did the video you just watched give you a more or less favorable impression of Lexus? Lexus Video

| Demographic                 | Much more favorable |      | Somewhat more favorable |      | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |      | Total N |
|-----------------------------|---------------------|------|-------------------------|------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|------|---------|
|                             |                     |      |                         |      |                         |      |                     |      |                      |       |                         |      |         |
| Adults                      | 18%                 | (72) | 23%                     | (95) | 7%                      | (29) | 11%                 | (43) | 38%                  | (152) | 3%                      | (13) | 405     |
| Ethnicity: Hispanic         | 27%                 | (13) | 21%                     | (10) | 18%                     | (9)  | —                   | (0)  | 34%                  | (17)  | —                       | (0)  | 49      |
| Ethnicity: Afr. Am.         | 38%                 | (22) | 24%                     | (13) | 2%                      | (1)  | 2%                  | (1)  | 35%                  | (20)  | —                       | (0)  | 57      |
| Ethnicity: Other            | 34%                 | (12) | 27%                     | (10) | 6%                      | (2)  | 6%                  | (2)  | 26%                  | (9)   | 1%                      | (0)  | 35      |
| Relig: Protestant           | 17%                 | (21) | 16%                     | (19) | 5%                      | (6)  | 22%                 | (27) | 37%                  | (45)  | 2%                      | (2)  | 121     |
| Relig: Roman Catholic       | 17%                 | (15) | 24%                     | (21) | 8%                      | (7)  | 9%                  | (7)  | 39%                  | (34)  | 3%                      | (3)  | 87      |
| Relig: Ath./Agn./None       | 20%                 | (18) | 23%                     | (20) | 14%                     | (13) | 5%                  | (4)  | 39%                  | (35)  | —                       | (0)  | 90      |
| Relig: Something Else       | 14%                 | (9)  | 36%                     | (23) | 5%                      | (3)  | 6%                  | (4)  | 28%                  | (18)  | 11%                     | (7)  | 64      |
| Relig: Jewish               | 10%                 | (1)  | —                       | (0)  | 6%                      | (1)  | 20%                 | (2)  | 34%                  | (3)   | 30%                     | (3)  | 9       |
| Relig: Evangelical          | 22%                 | (27) | 24%                     | (30) | 4%                      | (5)  | 9%                  | (11) | 38%                  | (46)  | 2%                      | (2)  | 122     |
| Relig: Non-Evang. Catholics | 15%                 | (19) | 17%                     | (22) | 6%                      | (7)  | 19%                 | (24) | 41%                  | (51)  | 3%                      | (3)  | 125     |
| Relig: All Christian        | 18%                 | (45) | 21%                     | (51) | 5%                      | (13) | 14%                 | (35) | 39%                  | (97)  | 2%                      | (6)  | 247     |
| Relig: All Non-Christian    | 17%                 | (27) | 28%                     | (43) | 10%                     | (16) | 5%                  | (8)  | 34%                  | (53)  | 5%                      | (7)  | 154     |
| Community: Urban            | 30%                 | (38) | 23%                     | (28) | 5%                      | (7)  | 6%                  | (7)  | 34%                  | (43)  | 2%                      | (2)  | 126     |
| Community: Suburban         | 11%                 | (19) | 27%                     | (46) | 10%                     | (17) | 11%                 | (20) | 39%                  | (67)  | 1%                      | (2)  | 171     |
| Community: Rural            | 14%                 | (16) | 19%                     | (20) | 5%                      | (5)  | 15%                 | (17) | 39%                  | (43)  | 8%                      | (8)  | 109     |
| Employ: Private Sector      | 13%                 | (16) | 32%                     | (38) | 10%                     | (11) | 9%                  | (10) | 34%                  | (40)  | 2%                      | (2)  | 117     |
| Employ: Government          | 40%                 | (6)  | 19%                     | (3)  | 3%                      | (1)  | 8%                  | (1)  | 30%                  | (4)   | —                       | (0)  | 15      |
| Employ: Self-Employed       | 47%                 | (18) | 10%                     | (4)  | —                       | (0)  | 14%                 | (6)  | 29%                  | (11)  | —                       | (0)  | 40      |
| Employ: Homemaker           | 11%                 | (3)  | 34%                     | (10) | —                       | (0)  | 12%                 | (4)  | 43%                  | (13)  | —                       | (0)  | 30      |
| Employ: Student             | 14%                 | (2)  | 25%                     | (3)  | 14%                     | (2)  | 10%                 | (1)  | 33%                  | (4)   | 5%                      | (1)  | 12      |
| Employ: Retired             | 14%                 | (14) | 12%                     | (12) | 8%                      | (9)  | 18%                 | (19) | 46%                  | (47)  | 2%                      | (2)  | 102     |
| Employ: Unemployed          | 16%                 | (8)  | 34%                     | (18) | 7%                      | (4)  | 4%                  | (2)  | 30%                  | (15)  | 9%                      | (5)  | 52      |
| Employ: Other               | 14%                 | (5)  | 20%                     | (7)  | 9%                      | (3)  | 2%                  | (1)  | 46%                  | (17)  | 8%                      | (3)  | 37      |
| Job Type: White-collar      | 18%                 | (21) | 29%                     | (34) | 8%                      | (9)  | 12%                 | (14) | 33%                  | (38)  | —                       | (0)  | 117     |
| Job Type: Blue-collar       | 15%                 | (29) | 18%                     | (35) | 9%                      | (16) | 13%                 | (25) | 43%                  | (82)  | 2%                      | (4)  | 191     |
| Job Type: Don't Know        | 23%                 | (22) | 27%                     | (26) | 4%                      | (4)  | 5%                  | (5)  | 33%                  | (32)  | 8%                      | (8)  | 97      |
| Military HH: Yes            | 10%                 | (7)  | 17%                     | (12) | 12%                     | (9)  | 19%                 | (13) | 39%                  | (27)  | 4%                      | (3)  | 69      |
| Military HH: No             | 19%                 | (65) | 25%                     | (84) | 6%                      | (21) | 9%                  | (30) | 37%                  | (125) | 3%                      | (10) | 335     |
| RD/WT: Right Direction      | 17%                 | (30) | 23%                     | (41) | 5%                      | (9)  | 15%                 | (26) | 36%                  | (64)  | 4%                      | (7)  | 177     |
| RD/WT: Wrong Track          | 18%                 | (42) | 24%                     | (54) | 9%                      | (21) | 8%                  | (17) | 39%                  | (88)  | 3%                      | (6)  | 227     |

Continued on next page

**Table Vid4\_2:** Did the video you just watched give you a more or less favorable impression of Lexus? Lexus Video

| Demographic                          | Somewhat            |      |                |      |                         |      |                     |      |                      |       |                         |      | Total N |
|--------------------------------------|---------------------|------|----------------|------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|------|---------|
|                                      | Much more favorable |      | more favorable |      | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |      |         |
| Adults                               | 18%                 | (72) | 23%            | (95) | 7%                      | (29) | 11%                 | (43) | 38%                  | (152) | 3%                      | (13) | 405     |
| Obama Job: Approve                   | 28%                 | (55) | 25%            | (49) | 5%                      | (10) | 8%                  | (16) | 34%                  | (67)  | 1%                      | (1)  | 198     |
| Obama Job: Disapprove                | 9%                  | (15) | 20%            | (34) | 10%                     | (18) | 15%                 | (25) | 43%                  | (76)  | 4%                      | (6)  | 175     |
| #1 Issue: Economy                    | 13%                 | (17) | 22%            | (29) | 10%                     | (12) | 9%                  | (12) | 45%                  | (58)  | 2%                      | (2)  | 129     |
| #1 Issue: Security                   | 28%                 | (19) | 14%            | (10) | 8%                      | (5)  | 6%                  | (4)  | 43%                  | (29)  | 1%                      | (1)  | 68      |
| #1 Issue: Health Care                | 9%                  | (7)  | 28%            | (22) | 9%                      | (7)  | 11%                 | (9)  | 35%                  | (27)  | 7%                      | (6)  | 76      |
| #1 Issue: Medicare / Social Security | 18%                 | (11) | 29%            | (18) | 4%                      | (3)  | 17%                 | (11) | 32%                  | (20)  | —                       | (0)  | 63      |
| #1 Issue: Women's Issues             | 10%                 | (2)  | 37%            | (7)  | —                       | (0)  | 13%                 | (2)  | 30%                  | (5)   | 11%                     | (2)  | 18      |
| #1 Issue: Education                  | 51%                 | (13) | 25%            | (6)  | 3%                      | (1)  | 3%                  | (1)  | 16%                  | (4)   | 2%                      | (1)  | 25      |
| #1 Issue: Energy                     | 29%                 | (2)  | 42%            | (4)  | —                       | (0)  | 14%                 | (1)  | 15%                  | (1)   | —                       | (0)  | 9       |
| #1 Issue: Other                      | 12%                 | (2)  | 2%             | (0)  | 9%                      | (2)  | 21%                 | (4)  | 47%                  | (8)   | 10%                     | (2)  | 18      |
| 2016 Vote: Democrat Hillary Clinton  | 29%                 | (36) | 19%            | (23) | 6%                      | (7)  | 9%                  | (11) | 37%                  | (46)  | —                       | (0)  | 124     |
| 2016 Vote: Republican Donald Trump   | 12%                 | (19) | 22%            | (34) | 9%                      | (14) | 15%                 | (23) | 38%                  | (59)  | 4%                      | (7)  | 156     |
| 2016 Vote: Someone else              | 15%                 | (5)  | 31%            | (10) | 14%                     | (4)  | 7%                  | (2)  | 28%                  | (9)   | 6%                      | (2)  | 32      |
| 2012 Vote: Barack Obama              | 27%                 | (41) | 20%            | (32) | 5%                      | (7)  | 8%                  | (12) | 40%                  | (62)  | 1%                      | (1)  | 155     |
| 2012 Vote: Mitt Romney               | 8%                  | (8)  | 19%            | (21) | 10%                     | (11) | 22%                 | (25) | 37%                  | (42)  | 4%                      | (4)  | 112     |
| 2012 Vote: Other                     | 12%                 | (2)  | 17%            | (3)  | 14%                     | (3)  | 3%                  | (1)  | 46%                  | (9)   | 9%                      | (2)  | 20      |
| 2012 Vote: Didn't Vote               | 17%                 | (20) | 33%            | (39) | 7%                      | (8)  | 5%                  | (6)  | 33%                  | (39)  | 4%                      | (5)  | 118     |
| 4-Region: Northeast                  | 15%                 | (13) | 32%            | (27) | 5%                      | (4)  | 10%                 | (9)  | 33%                  | (29)  | 4%                      | (3)  | 86      |
| 4-Region: Midwest                    | 12%                 | (11) | 23%            | (22) | 9%                      | (9)  | 8%                  | (8)  | 46%                  | (44)  | 2%                      | (2)  | 96      |
| 4-Region: South                      | 22%                 | (32) | 21%            | (30) | 7%                      | (10) | 13%                 | (19) | 34%                  | (49)  | 3%                      | (4)  | 143     |
| 4-Region: West                       | 21%                 | (17) | 20%            | (16) | 7%                      | (6)  | 10%                 | (8)  | 38%                  | (30)  | 4%                      | (3)  | 80      |
| Trump: Fav                           | 16%                 | (31) | 20%            | (40) | 8%                      | (17) | 13%                 | (26) | 40%                  | (80)  | 3%                      | (6)  | 199     |
| Trump: Unfav                         | 23%                 | (39) | 23%            | (39) | 6%                      | (10) | 10%                 | (18) | 35%                  | (60)  | 3%                      | (5)  | 170     |
| Trump: DK/NO                         | 8%                  | (3)  | 46%            | (16) | 9%                      | (3)  | —                   | (0)  | 33%                  | (12)  | 5%                      | (2)  | 35      |
| Registered Voters (Unweighted)       | 16%                 | (67) | 24%            | (98) | 8%                      | (33) | 11%                 | (44) | 38%                  | (154) | 3%                      | (13) | 409     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table Vid5\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Wix.com Video

| Demographic                 | 1 - Not Favorable at All | 2       | 3        | 4       | 5        | 6        | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|-----------------------------|--------------------------|---------|----------|---------|----------|----------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                      | 10% (36)                 | 4% (16) | 10% (36) | 5% (19) | 7% (25)  | 7% (27)  | 11% (42) | 16% (62) | 8% (31)  | 18% (67)          | 4% (16)                 | 377     |
| Gender: Male                | 5% (8)                   | 6% (11) | 11% (20) | 6% (10) | 5% (8)   | 9% (17)  | 12% (21) | 18% (32) | 8% (15)  | 17% (31)          | 4% (7)                  | 180     |
| Gender: Female              | 14% (28)                 | 2% (5)  | 8% (16)  | 4% (9)  | 9% (17)  | 5% (10)  | 11% (21) | 15% (30) | 8% (16)  | 18% (36)          | 5% (9)                  | 197     |
| Age: 18-29                  | 6% (5)                   | 8% (7)  | 8% (7)   | 4% (4)  | 5% (4)   | 4% (3)   | 16% (14) | 12% (11) | 11% (9)  | 18% (16)          | 7% (6)                  | 86      |
| Age: 30-44                  | 8% (8)                   | 4% (3)  | 1% (1)   | 5% (4)  | 6% (6)   | 9% (9)   | 7% (7)   | 25% (24) | 6% (6)   | 25% (24)          | 5% (5)                  | 96      |
| Age: 45-54                  | 10% (8)                  | — (0)   | 10% (8)  | 6% (4)  | 4% (3)   | 7% (5)   | 12% (9)  | 21% (16) | 9% (6)   | 20% (15)          | 1% (1)                  | 74      |
| Age: 55-64                  | 11% (7)                  | 3% (2)  | 17% (11) | 4% (2)  | 10% (6)  | 8% (5)   | 16% (10) | 9% (6)   | 11% (7)  | 11% (7)           | — (0)                   | 63      |
| Age: 65+                    | 15% (9)                  | 7% (4)  | 18% (11) | 6% (4)  | 10% (6)  | 8% (5)   | 3% (2)   | 9% (6)   | 5% (3)   | 10% (6)           | 7% (4)                  | 58      |
| PID: Dem (no lean)          | 6% (6)                   | 4% (4)  | 7% (8)   | 4% (4)  | 6% (7)   | 5% (5)   | 14% (15) | 20% (22) | 12% (12) | 18% (19)          | 5% (5)                  | 107     |
| PID: Ind (no lean)          | 14% (20)                 | 5% (7)  | 10% (14) | 4% (5)  | 3% (5)   | 10% (14) | 11% (16) | 12% (18) | 8% (12)  | 16% (24)          | 7% (11)                 | 146     |
| PID: Rep (no lean)          | 8% (10)                  | 4% (5)  | 12% (14) | 7% (9)  | 11% (14) | 6% (8)   | 9% (12)  | 18% (22) | 5% (7)   | 19% (24)          | — (0)                   | 124     |
| PID/Gender: Dem Men         | 2% (1)                   | 6% (3)  | 7% (4)   | 4% (2)  | 4% (2)   | 3% (2)   | 16% (9)  | 18% (10) | 9% (5)   | 23% (13)          | 8% (4)                  | 55      |
| PID/Gender: Dem Women       | 9% (5)                   | 1% (1)  | 8% (4)   | 3% (2)  | 9% (5)   | 6% (3)   | 11% (6)  | 23% (12) | 15% (8)  | 12% (6)           | 2% (1)                  | 51      |
| PID/Gender: Ind Men         | 9% (7)                   | 9% (7)  | 10% (7)  | 7% (5)  | 3% (2)   | 14% (10) | 10% (7)  | 17% (13) | 9% (6)   | 9% (7)            | 3% (2)                  | 73      |
| PID/Gender: Ind Women       | 18% (13)                 | 1% (1)  | 9% (7)   | 1% (1)  | 3% (2)   | 6% (4)   | 12% (8)  | 7% (5)   | 8% (6)   | 24% (18)          | 11% (8)                 | 73      |
| PID/Gender: Rep Men         | 1% (0)                   | 3% (2)  | 17% (9)  | 5% (3)  | 7% (4)   | 10% (5)  | 9% (4)   | 18% (9)  | 8% (4)   | 22% (12)          | — (0)                   | 52      |
| PID/Gender: Rep Women       | 13% (10)                 | 5% (3)  | 7% (5)   | 9% (6)  | 14% (10) | 4% (3)   | 10% (7)  | 18% (13) | 3% (2)   | 17% (12)          | — (0)                   | 72      |
| Tea Party: Supporter        | 8% (8)                   | 5% (5)  | 12% (12) | 3% (3)  | 6% (5)   | 11% (10) | 9% (9)   | 18% (18) | 7% (7)   | 18% (18)          | 3% (3)                  | 98      |
| Tea Party: Not Supporter    | 10% (27)                 | 4% (11) | 9% (24)  | 6% (15) | 7% (20)  | 6% (16)  | 11% (32) | 16% (44) | 9% (24)  | 18% (49)          | 5% (13)                 | 276     |
| Ideo: Liberal (1-3)         | 9% (9)                   | 6% (6)  | 6% (6)   | 4% (4)  | 6% (6)   | 8% (8)   | 14% (14) | 20% (20) | 11% (10) | 14% (14)          | 4% (3)                  | 98      |
| Ideo: Moderate (4)          | 11% (11)                 | 4% (4)  | 15% (15) | 5% (5)  | 7% (7)   | 5% (5)   | 10% (10) | 16% (16) | 6% (6)   | 15% (15)          | 6% (6)                  | 101     |
| Ideo: Conservative (5-7)    | 9% (14)                  | 5% (7)  | 8% (12)  | 7% (10) | 7% (11)  | 9% (13)  | 12% (17) | 16% (23) | 8% (12)  | 19% (27)          | — (0)                   | 146     |
| Educ: < College             | 8% (22)                  | 5% (12) | 9% (23)  | 5% (13) | 7% (19)  | 4% (11)  | 11% (28) | 17% (45) | 8% (22)  | 20% (51)          | 5% (14)                 | 259     |
| Educ: Bachelors degree      | 12% (10)                 | 3% (3)  | 15% (12) | 5% (4)  | 7% (6)   | 14% (11) | 11% (9)  | 14% (11) | 7% (6)   | 11% (9)           | 1% (1)                  | 81      |
| Educ: Post-grad             | 14% (5)                  | 5% (2)  | 3% (1)   | 5% (2)  | 1% (0)   | 11% (4)  | 14% (5)  | 16% (6)  | 9% (3)   | 19% (7)           | 3% (1)                  | 37      |
| Income: Under 50k           | 12% (24)                 | 4% (8)  | 6% (12)  | 6% (11) | 8% (16)  | 3% (6)   | 11% (22) | 15% (29) | 6% (12)  | 22% (43)          | 7% (14)                 | 197     |
| Income: 50k-100k            | 6% (8)                   | 1% (2)  | 15% (18) | 4% (5)  | 5% (6)   | 12% (15) | 11% (13) | 22% (27) | 9% (11)  | 15% (19)          | — (0)                   | 123     |
| Income: 100k+               | 8% (5)                   | 12% (7) | 12% (7)  | 5% (3)  | 6% (3)   | 10% (5)  | 12% (7)  | 11% (6)  | 13% (8)  | 10% (5)           | 2% (1)                  | 57      |
| Ethnicity: White            | 11% (34)                 | 4% (12) | 10% (31) | 5% (17) | 8% (25)  | 8% (24)  | 12% (37) | 16% (50) | 7% (23)  | 16% (50)          | 3% (9)                  | 311     |
| Ethnicity: Hispanic         | 12% (7)                  | 8% (5)  | 5% (3)   | — (0)   | — (0)    | — (0)    | 18% (11) | 22% (13) | 13% (8)  | 13% (7)           | 8% (5)                  | 58      |
| Ethnicity: Afr. Am.         | 3% (1)                   | 3% (1)  | 9% (3)   | — (0)   | — (0)    | 3% (1)   | 8% (2)   | 28% (9)  | 6% (2)   | 37% (12)          | 3% (1)                  | 31      |
| Ethnicity: Other            | 5% (2)                   | 10% (4) | 8% (3)   | 4% (1)  | — (0)    | 5% (2)   | 8% (3)   | 8% (3)   | 20% (7)  | 15% (5)           | 17% (6)                 | 35      |
| Relig: Protestant           | 10% (11)                 | 4% (4)  | 13% (14) | 8% (8)  | 8% (8)   | 10% (10) | 10% (11) | 13% (13) | 5% (6)   | 16% (17)          | 3% (3)                  | 106     |
| Relig: Roman Catholic       | 11% (7)                  | 5% (3)  | 10% (6)  | 3% (2)  | 4% (2)   | 11% (7)  | 7% (5)   | 23% (15) | 7% (4)   | 19% (13)          | — (0)                   | 65      |
| Relig: Ath./Agn./None       | 10% (11)                 | — (0)   | 7% (8)   | 1% (1)  | 7% (8)   | 5% (6)   | 10% (11) | 20% (23) | 12% (13) | 18% (20)          | 10% (11)                | 114     |
| Relig: Something Else       | 7% (4)                   | 8% (4)  | 12% (6)  | 10% (6) | 10% (5)  | 3% (2)   | 23% (12) | 10% (5)  | 3% (2)   | 14% (8)           | — (0)                   | 54      |
| Relig: Jewish               | 17% (2)                  | 13% (1) | 35% (3)  | 7% (1)  | 9% (1)   | 6% (1)   | 6% (1)   | — (0)    | 6% (1)   | — (0)             | — (0)                   | 9       |
| Relig: Evangelical          | 9% (10)                  | 7% (8)  | 10% (11) | 5% (6)  | 6% (6)   | 8% (9)   | 9% (10)  | 16% (18) | 10% (11) | 18% (20)          | 4% (5)                  | 113     |
| Relig: Non-Evang. Catholics | 11% (10)                 | 4% (4)  | 11% (10) | 6% (6)  | 6% (6)   | 11% (10) | 9% (8)   | 16% (16) | 6% (6)   | 20% (19)          | — (0)                   | 95      |
| Relig: All Christian        | 10% (21)                 | 5% (11) | 10% (22) | 6% (12) | 6% (12)  | 9% (19)  | 9% (18)  | 16% (33) | 8% (16)  | 19% (39)          | 2% (5)                  | 208     |
| Relig: All Non-Christian    | 9% (15)                  | 3% (5)  | 9% (15)  | 4% (7)  | 8% (13)  | 4% (8)   | 14% (24) | 17% (28) | 9% (15)  | 17% (28)          | 7% (11)                 | 168     |

Continued on next page



**Table Vid5\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched? Wix.com Video

| Demographic                          | 1 - Not Favorable at All | 2       | 3        | 4        | 5        | 6        | 7        | 8        | 9        | 10 Very Favorable | Don't Know / No Opinion | Total N |
|--------------------------------------|--------------------------|---------|----------|----------|----------|----------|----------|----------|----------|-------------------|-------------------------|---------|
| Adults                               | 10% (36)                 | 4% (16) | 10% (36) | 5% (19)  | 7% (25)  | 7% (27)  | 11% (42) | 16% (62) | 8% (31)  | 18% (67)          | 4% (16)                 | 377     |
| Community: Urban                     | 10% (11)                 | 4% (5)  | 6% (6)   | 4% (4)   | 3% (3)   | 4% (4)   | 14% (15) | 20% (21) | 13% (14) | 17% (19)          | 5% (5)                  | 107     |
| Community: Suburban                  | 10% (17)                 | 1% (2)  | 9% (14)  | 6% (9)   | 7% (11)  | 9% (15)  | 13% (21) | 17% (28) | 6% (10)  | 17% (27)          | 6% (9)                  | 164     |
| Community: Rural                     | 9% (9)                   | 9% (9)  | 15% (16) | 5% (5)   | 11% (12) | 7% (8)   | 6% (7)   | 12% (12) | 6% (7)   | 20% (21)          | 1% (1)                  | 106     |
| Employ: Private Sector               | 8% (10)                  | 2% (3)  | 7% (9)   | 8% (9)   | 7% (9)   | 7% (9)   | 12% (15) | 23% (29) | 6% (7)   | 18% (23)          | 1% (2)                  | 126     |
| Employ: Government                   | 21% (3)                  | — (0)   | 17% (3)  | 7% (1)   | 3% (0)   | 22% (3)  | 12% (2)  | 12% (2)  | — (0)    | 7% (1)            | — (0)                   | 16      |
| Employ: Self-Employed                | 5% (2)                   | 2% (1)  | 10% (4)  | — (0)    | 9% (3)   | 11% (4)  | 20% (7)  | 4% (2)   | 28% (10) | 7% (2)            | 4% (1)                  | 36      |
| Employ: Homemaker                    | 20% (8)                  | 6% (2)  | 8% (3)   | 1% (1)   | 8% (3)   | 6% (3)   | 15% (6)  | 13% (5)  | 3% (1)   | 14% (6)           | 5% (2)                  | 40      |
| Employ: Student                      | 3% (1)                   | 3% (1)  | 5% (1)   | 5% (1)   | 6% (1)   | 3% (1)   | 11% (2)  | 4% (1)   | 20% (4)  | 18% (4)           | 22% (5)                 | 21      |
| Employ: Retired                      | 8% (6)                   | 6% (4)  | 21% (15) | 7% (5)   | 10% (7)  | 6% (4)   | 6% (5)   | 13% (10) | 7% (5)   | 12% (8)           | 3% (2)                  | 71      |
| Employ: Unemployed                   | 10% (5)                  | 13% (6) | — (0)    | 1% (1)   | — (0)    | 4% (2)   | 5% (2)   | 19% (9)  | 2% (1)   | 38% (17)          | 7% (3)                  | 45      |
| Employ: Other                        | 10% (2)                  | — (0)   | 9% (2)   | 3% (1)   | 3% (1)   | 5% (1)   | 13% (3)  | 21% (5)  | 11% (2)  | 26% (6)           | — (0)                   | 22      |
| Job Type: White-collar               | 8% (10)                  | 3% (4)  | 7% (9)   | 5% (7)   | 4% (5)   | 12% (15) | 13% (17) | 19% (25) | 13% (18) | 14% (19)          | 2% (2)                  | 132     |
| Job Type: Blue-collar                | 10% (15)                 | 5% (8)  | 11% (17) | 6% (10)  | 9% (14)  | 6% (10)  | 9% (14)  | 20% (32) | 7% (10)  | 16% (26)          | 2% (3)                  | 159     |
| Job Type: Don't Know                 | 12% (11)                 | 6% (5)  | 12% (10) | 2% (2)   | 7% (6)   | 2% (1)   | 13% (11) | 5% (4)   | 4% (3)   | 25% (22)          | 12% (11)                | 86      |
| Military HH: Yes                     | 9% (5)                   | — (0)   | 17% (9)  | 6% (3)   | 10% (6)  | 4% (2)   | 11% (7)  | 18% (10) | 8% (4)   | 12% (7)           | 5% (3)                  | 57      |
| Military HH: No                      | 10% (31)                 | 5% (16) | 8% (27)  | 5% (15)  | 6% (20)  | 8% (24)  | 11% (36) | 16% (51) | 8% (27)  | 19% (60)          | 4% (13)                 | 320     |
| RD/WT: Right Direction               | 12% (20)                 | 7% (11) | 10% (16) | 4% (7)   | 8% (12)  | 7% (11)  | 8% (12)  | 13% (22) | 10% (16) | 20% (33)          | 2% (3)                  | 164     |
| RD/WT: Wrong Track                   | 8% (17)                  | 2% (5)  | 9% (20)  | 6% (12)  | 6% (13)  | 7% (16)  | 14% (30) | 19% (40) | 7% (15)  | 16% (34)          | 6% (12)                 | 213     |
| Obama Job: Approve                   | 7% (12)                  | 3% (5)  | 7% (12)  | 3% (6)   | 7% (11)  | 6% (10)  | 15% (26) | 18% (31) | 10% (17) | 20% (34)          | 3% (6)                  | 170     |
| Obama Job: Disapprove                | 10% (18)                 | 5% (8)  | 12% (21) | 7% (13)  | 8% (14)  | 9% (16)  | 8% (14)  | 17% (29) | 6% (10)  | 14% (25)          | 3% (5)                  | 173     |
| #1 Issue: Economy                    | 7% (9)                   | 7% (9)  | 9% (12)  | 5% (6)   | 7% (9)   | 6% (7)   | 9% (12)  | 21% (27) | 7% (9)   | 21% (28)          | 1% (2)                  | 131     |
| #1 Issue: Security                   | 12% (8)                  | 5% (3)  | 7% (5)   | 2% (1)   | 7% (5)   | 11% (8)  | 11% (8)  | 22% (16) | 10% (7)  | 14% (11)          | 1% (1)                  | 73      |
| #1 Issue: Health Care                | 17% (11)                 | 3% (2)  | 8% (5)   | 7% (4)   | 5% (3)   | 10% (6)  | 14% (9)  | 11% (7)  | 8% (5)   | 17% (11)          | — (0)                   | 62      |
| #1 Issue: Medicare / Social Security | 9% (4)                   | 3% (1)  | 19% (9)  | 6% (3)   | 9% (4)   | 1% (1)   | 11% (5)  | 12% (5)  | 3% (1)   | 17% (8)           | 10% (5)                 | 45      |
| #1 Issue: Women's Issues             | 8% (2)                   | — (0)   | 9% (2)   | 7% (1)   | — (0)    | 3% (0)   | 17% (3)  | 19% (4)  | 6% (1)   | 9% (2)            | 22% (4)                 | 19      |
| #1 Issue: Education                  | 2% (0)                   | — (0)   | 20% (4)  | 6% (1)   | 14% (3)  | — (0)    | 8% (1)   | 5% (1)   | 13% (2)  | 24% (4)           | 9% (2)                  | 19      |
| #1 Issue: Energy                     | 18% (3)                  | 8% (1)  | — (0)    | 9% (1)   | 6% (1)   | 19% (3)  | 16% (2)  | 10% (1)  | — (0)    | 15% (2)           | — (0)                   | 14      |
| #1 Issue: Other                      | — (0)                    | — (0)   | — (0)    | — (0)    | 4% (1)   | 14% (2)  | 11% (1)  | 3% (0)   | 40% (5)  | 13% (2)           | 15% (2)                 | 13      |
| 2016 Vote: Democrat Hillary Clinton  | 7% (8)                   | 3% (3)  | 9% (9)   | 4% (5)   | 7% (8)   | 7% (8)   | 20% (21) | 17% (18) | 10% (10) | 14% (15)          | 2% (2)                  | 107     |
| 2016 Vote: Republican Donald Trump   | 11% (18)                 | 4% (7)  | 13% (21) | 5% (8)   | 8% (13)  | 8% (13)  | 8% (12)  | 16% (26) | 7% (12)  | 18% (29)          | 1% (2)                  | 160     |
| 2016 Vote: Someone else              | 12% (3)                  | 2% (0)  | 17% (5)  | 8% (2)   | 11% (3)  | 10% (3)  | 4% (1)   | 16% (5)  | 9% (3)   | 9% (3)            | 2% (1)                  | 28      |
| 2012 Vote: Barack Obama              | 8% (9)                   | 3% (4)  | 13% (15) | 3% (3)   | 6% (8)   | 8% (9)   | 12% (14) | 17% (20) | 10% (12) | 19% (22)          | 2% (2)                  | 117     |
| 2012 Vote: Mitt Romney               | 12% (14)                 | 5% (6)  | 13% (15) | 11% (13) | 10% (12) | 9% (10)  | 7% (9)   | 14% (17) | 3% (4)   | 15% (18)          | 1% (1)                  | 119     |
| 2012 Vote: Other                     | 14% (2)                  | — (0)   | — (0)    | 5% (1)   | — (0)    | 9% (2)   | 19% (3)  | 28% (5)  | 13% (2)  | 10% (2)           | 3% (1)                  | 18      |
| 2012 Vote: Didn't Vote               | 9% (11)                  | 5% (6)  | 5% (6)   | 1% (2)   | 5% (6)   | 5% (6)   | 13% (16) | 17% (20) | 10% (13) | 21% (25)          | 9% (12)                 | 123     |
| 4-Region: Northeast                  | 11% (6)                  | 5% (3)  | 13% (7)  | 6% (3)   | 11% (6)  | 5% (3)   | 10% (5)  | 26% (14) | 3% (1)   | 7% (4)            | 2% (1)                  | 55      |
| 4-Region: Midwest                    | 13% (12)                 | 7% (7)  | 13% (12) | 6% (6)   | 3% (2)   | 9% (9)   | 11% (10) | 14% (13) | 5% (5)   | 14% (13)          | 5% (4)                  | 91      |
| 4-Region: South                      | 9% (12)                  | 4% (5)  | 3% (5)   | 4% (5)   | 9% (12)  | 5% (7)   | 6% (8)   | 15% (21) | 12% (16) | 30% (41)          | 3% (4)                  | 136     |
| 4-Region: West                       | 6% (6)                   | 2% (2)  | 14% (13) | 4% (4)   | 5% (5)   | 8% (8)   | 20% (19) | 14% (14) | 10% (9)  | 9% (9)            | 7% (6)                  | 95      |
| Trump: Fav                           | 10% (19)                 | 7% (13) | 11% (22) | 4% (8)   | 9% (16)  | 8% (15)  | 8% (15)  | 17% (32) | 7% (14)  | 18% (35)          | 1% (2)                  | 192     |
| Trump: Unfav                         | 10% (16)                 | 2% (3)  | 7% (12)  | 6% (10)  | 5% (8)   | 6% (10)  | 14% (23) | 16% (25) | 9% (15)  | 17% (28)          | 6% (10)                 | 159     |
| Trump: DK/NO                         | 7% (2)                   | — (0)   | 10% (3)  | 5% (1)   | 2% (1)   | 4% (1)   | 16% (4)  | 18% (5)  | 9% (2)   | 16% (4)           | 13% (3)                 | 26      |
| Registered Voters (Unweighted)       | 10% (38)                 | 4% (14) | 9% (34)  | 6% (22)  | 7% (28)  | 9% (34)  | 12% (45) | 16% (59) | 8% (30)  | 17% (64)          | 3% (12)                 | 380     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table Vid5\_2: Did the video you just watched give you a more or less favorable impression of Wix.com? Wix.com Video**

| Demographic              | Somewhat            |      |                |       |                         |      |                     |      |                      |       | Total N |                         |     |
|--------------------------|---------------------|------|----------------|-------|-------------------------|------|---------------------|------|----------------------|-------|---------|-------------------------|-----|
|                          | Much more favorable |      | more favorable |       | Somewhat less favorable |      | Much less favorable |      | No impact either way |       |         | Don't Know / No Opinion |     |
| Adults                   | 14%                 | (54) | 29%            | (109) | 6%                      | (24) | 6%                  | (22) | 36%                  | (136) | 9%      | (32)                    | 377 |
| Gender: Male             | 15%                 | (27) | 37%            | (66)  | 8%                      | (15) | 5%                  | (8)  | 27%                  | (49)  | 8%      | (15)                    | 180 |
| Gender: Female           | 14%                 | (27) | 22%            | (43)  | 5%                      | (9)  | 7%                  | (14) | 44%                  | (87)  | 9%      | (17)                    | 197 |
| Age: 18-29               | 15%                 | (13) | 34%            | (30)  | 5%                      | (4)  | 1%                  | (1)  | 28%                  | (25)  | 16%     | (13)                    | 86  |
| Age: 30-44               | 19%                 | (18) | 35%            | (34)  | 4%                      | (4)  | 5%                  | (5)  | 28%                  | (27)  | 8%      | (8)                     | 96  |
| Age: 45-54               | 19%                 | (14) | 34%            | (25)  | 7%                      | (5)  | 7%                  | (5)  | 28%                  | (21)  | 4%      | (3)                     | 74  |
| Age: 55-64               | 7%                  | (4)  | 19%            | (12)  | 6%                      | (4)  | 1%                  | (1)  | 61%                  | (38)  | 6%      | (4)                     | 63  |
| Age: 65+                 | 7%                  | (4)  | 16%            | (9)   | 11%                     | (6)  | 17%                 | (10) | 42%                  | (25)  | 7%      | (4)                     | 58  |
| PID: Dem (no lean)       | 19%                 | (20) | 31%            | (33)  | 6%                      | (6)  | 7%                  | (7)  | 28%                  | (30)  | 10%     | (10)                    | 107 |
| PID: Ind (no lean)       | 12%                 | (17) | 26%            | (38)  | 4%                      | (6)  | 7%                  | (10) | 40%                  | (58)  | 11%     | (16)                    | 146 |
| PID: Rep (no lean)       | 13%                 | (17) | 31%            | (38)  | 9%                      | (12) | 4%                  | (4)  | 38%                  | (48)  | 5%      | (6)                     | 124 |
| PID/Gender: Dem Men      | 24%                 | (13) | 30%            | (16)  | 7%                      | (4)  | 4%                  | (2)  | 19%                  | (11)  | 16%     | (9)                     | 55  |
| PID/Gender: Dem Women    | 13%                 | (6)  | 33%            | (17)  | 4%                      | (2)  | 9%                  | (5)  | 38%                  | (19)  | 3%      | (2)                     | 51  |
| PID/Gender: Ind Men      | 8%                  | (6)  | 41%            | (30)  | 5%                      | (4)  | 5%                  | (4)  | 34%                  | (25)  | 7%      | (5)                     | 73  |
| PID/Gender: Ind Women    | 16%                 | (12) | 11%            | (8)   | 4%                      | (3)  | 9%                  | (6)  | 45%                  | (33)  | 16%     | (12)                    | 73  |
| PID/Gender: Rep Men      | 16%                 | (8)  | 39%            | (20)  | 14%                     | (8)  | 4%                  | (2)  | 25%                  | (13)  | 3%      | (1)                     | 52  |
| PID/Gender: Rep Women    | 12%                 | (9)  | 25%            | (18)  | 6%                      | (4)  | 4%                  | (3)  | 48%                  | (35)  | 6%      | (4)                     | 72  |
| Tea Party: Supporter     | 18%                 | (18) | 33%            | (32)  | 9%                      | (9)  | 4%                  | (4)  | 29%                  | (29)  | 7%      | (6)                     | 98  |
| Tea Party: Not Supporter | 13%                 | (36) | 28%            | (77)  | 5%                      | (14) | 6%                  | (18) | 38%                  | (105) | 9%      | (26)                    | 276 |
| Ideo: Liberal (1-3)      | 11%                 | (11) | 43%            | (42)  | 6%                      | (6)  | 8%                  | (7)  | 26%                  | (25)  | 7%      | (7)                     | 98  |
| Ideo: Moderate (4)       | 12%                 | (12) | 26%            | (26)  | 5%                      | (5)  | 8%                  | (8)  | 43%                  | (43)  | 7%      | (7)                     | 101 |
| Ideo: Conservative (5-7) | 19%                 | (27) | 25%            | (37)  | 8%                      | (12) | 5%                  | (7)  | 38%                  | (56)  | 5%      | (7)                     | 146 |
| Educ: < College          | 16%                 | (41) | 25%            | (65)  | 5%                      | (12) | 4%                  | (10) | 39%                  | (102) | 11%     | (29)                    | 259 |
| Educ: Bachelors degree   | 7%                  | (6)  | 38%            | (31)  | 10%                     | (8)  | 12%                 | (9)  | 31%                  | (25)  | 2%      | (2)                     | 81  |
| Educ: Post-grad          | 19%                 | (7)  | 37%            | (14)  | 10%                     | (4)  | 8%                  | (3)  | 22%                  | (8)   | 4%      | (2)                     | 37  |
| Income: Under 50k        | 16%                 | (31) | 25%            | (49)  | 5%                      | (10) | 6%                  | (12) | 37%                  | (73)  | 11%     | (22)                    | 197 |
| Income: 50k-100k         | 14%                 | (18) | 32%            | (39)  | 7%                      | (8)  | 5%                  | (7)  | 38%                  | (47)  | 4%      | (5)                     | 123 |
| Income: 100k+            | 9%                  | (5)  | 39%            | (22)  | 11%                     | (6)  | 5%                  | (3)  | 27%                  | (15)  | 9%      | (5)                     | 57  |
| Ethnicity: White         | 12%                 | (39) | 29%            | (89)  | 7%                      | (22) | 7%                  | (21) | 38%                  | (120) | 7%      | (22)                    | 311 |

Continued on next page

**Table Vid5\_2:** Did the video you just watched give you a more or less favorable impression of Wix.com? Wix.com Video

| Demographic                 | Somewhat            |      |                |       |                         |      |                     |      |                      |       |                         |      | Total N |
|-----------------------------|---------------------|------|----------------|-------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|------|---------|
|                             | Much more favorable |      | more favorable |       | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |      |         |
| Adults                      | 14%                 | (54) | 29%            | (109) | 6%                      | (24) | 6%                  | (22) | 36%                  | (136) | 9%                      | (32) | 377     |
| Ethnicity: Hispanic         | 20%                 | (11) | 32%            | (18)  | 2%                      | (1)  | 5%                  | (3)  | 29%                  | (17)  | 12%                     | (7)  | 58      |
| Ethnicity: Afr. Am.         | 31%                 | (10) | 35%            | (11)  | 6%                      | (2)  | —                   | (0)  | 26%                  | (8)   | 3%                      | (1)  | 31      |
| Ethnicity: Other            | 16%                 | (6)  | 28%            | (10)  | 2%                      | (1)  | 4%                  | (1)  | 23%                  | (8)   | 27%                     | (9)  | 35      |
| Relig: Protestant           | 13%                 | (14) | 24%            | (25)  | 10%                     | (10) | 4%                  | (5)  | 46%                  | (49)  | 3%                      | (3)  | 106     |
| Relig: Roman Catholic       | 20%                 | (13) | 37%            | (24)  | 6%                      | (4)  | 10%                 | (6)  | 23%                  | (15)  | 4%                      | (3)  | 65      |
| Relig: Ath./Agn./None       | 12%                 | (14) | 32%            | (36)  | 4%                      | (4)  | 4%                  | (4)  | 28%                  | (32)  | 20%                     | (23) | 114     |
| Relig: Something Else       | 12%                 | (7)  | 20%            | (11)  | 9%                      | (5)  | 8%                  | (4)  | 47%                  | (25)  | 4%                      | (2)  | 54      |
| Relig: Jewish               | —                   | (0)  | —              | (0)   | 29%                     | (3)  | 24%                 | (2)  | 48%                  | (4)   | —                       | (0)  | 9       |
| Relig: Evangelical          | 15%                 | (17) | 31%            | (35)  | 7%                      | (8)  | 3%                  | (3)  | 42%                  | (47)  | 3%                      | (3)  | 113     |
| Relig: Non-Evang. Catholics | 17%                 | (16) | 29%            | (27)  | 7%                      | (7)  | 10%                 | (9)  | 33%                  | (31)  | 5%                      | (5)  | 95      |
| Relig: All Christian        | 16%                 | (33) | 30%            | (62)  | 7%                      | (15) | 6%                  | (13) | 38%                  | (78)  | 4%                      | (8)  | 208     |
| Relig: All Non-Christian    | 12%                 | (21) | 28%            | (47)  | 6%                      | (9)  | 5%                  | (9)  | 34%                  | (58)  | 15%                     | (25) | 168     |
| Community: Urban            | 17%                 | (19) | 37%            | (40)  | 4%                      | (4)  | 4%                  | (4)  | 27%                  | (29)  | 11%                     | (12) | 107     |
| Community: Suburban         | 11%                 | (18) | 28%            | (45)  | 6%                      | (9)  | 7%                  | (12) | 41%                  | (67)  | 8%                      | (13) | 164     |
| Community: Rural            | 17%                 | (18) | 23%            | (24)  | 10%                     | (11) | 6%                  | (6)  | 38%                  | (40)  | 7%                      | (7)  | 106     |
| Employ: Private Sector      | 20%                 | (25) | 37%            | (46)  | 7%                      | (9)  | 4%                  | (6)  | 26%                  | (33)  | 6%                      | (7)  | 126     |
| Employ: Government          | 3%                  | (1)  | 23%            | (4)   | 7%                      | (1)  | 14%                 | (2)  | 40%                  | (6)   | 13%                     | (2)  | 16      |
| Employ: Self-Employed       | 12%                 | (4)  | 29%            | (11)  | 7%                      | (3)  | 2%                  | (1)  | 39%                  | (14)  | 11%                     | (4)  | 36      |
| Employ: Homemaker           | 9%                  | (4)  | 14%            | (6)   | 4%                      | (2)  | 2%                  | (1)  | 61%                  | (24)  | 11%                     | (4)  | 40      |
| Employ: Student             | 14%                 | (3)  | 38%            | (8)   | 8%                      | (2)  | 5%                  | (1)  | 19%                  | (4)   | 16%                     | (3)  | 21      |
| Employ: Retired             | 8%                  | (6)  | 18%            | (13)  | 10%                     | (7)  | 14%                 | (10) | 47%                  | (33)  | 3%                      | (2)  | 71      |
| Employ: Unemployed          | 21%                 | (9)  | 35%            | (16)  | —                       | (0)  | 1%                  | (1)  | 28%                  | (12)  | 15%                     | (7)  | 45      |
| Employ: Other               | 11%                 | (2)  | 32%            | (7)   | 3%                      | (1)  | 6%                  | (1)  | 36%                  | (8)   | 12%                     | (3)  | 22      |
| Job Type: White-collar      | 16%                 | (20) | 34%            | (45)  | 9%                      | (12) | 6%                  | (8)  | 29%                  | (38)  | 6%                      | (8)  | 132     |
| Job Type: Blue-collar       | 14%                 | (23) | 30%            | (48)  | 6%                      | (9)  | 6%                  | (10) | 39%                  | (62)  | 5%                      | (8)  | 159     |
| Job Type: Don't Know        | 13%                 | (11) | 19%            | (16)  | 3%                      | (2)  | 5%                  | (4)  | 42%                  | (36)  | 19%                     | (16) | 86      |
| Military HH: Yes            | 11%                 | (6)  | 25%            | (14)  | 11%                     | (6)  | 6%                  | (3)  | 41%                  | (23)  | 6%                      | (4)  | 57      |
| Military HH: No             | 15%                 | (48) | 30%            | (95)  | 6%                      | (18) | 6%                  | (19) | 35%                  | (112) | 9%                      | (29) | 320     |
| RD/WT: Right Direction      | 18%                 | (29) | 26%            | (43)  | 6%                      | (10) | 5%                  | (9)  | 35%                  | (58)  | 9%                      | (15) | 164     |
| RD/WT: Wrong Track          | 12%                 | (25) | 31%            | (66)  | 6%                      | (14) | 6%                  | (13) | 36%                  | (78)  | 8%                      | (18) | 213     |

Continued on next page

**Table Vid5\_2: Did the video you just watched give you a more or less favorable impression of Wix.com? Wix.com Video**

| Demographic                          | Somewhat            |      |                |       |                         |      |                     |      |                      |       |                         | Total N |     |
|--------------------------------------|---------------------|------|----------------|-------|-------------------------|------|---------------------|------|----------------------|-------|-------------------------|---------|-----|
|                                      | Much more favorable |      | more favorable |       | Somewhat less favorable |      | Much less favorable |      | No impact either way |       | Don't Know / No Opinion |         |     |
| Adults                               | 14%                 | (54) | 29%            | (109) | 6%                      | (24) | 6%                  | (22) | 36%                  | (136) | 9%                      | (32)    | 377 |
| Obama Job: Approve                   | 21%                 | (35) | 32%            | (54)  | 4%                      | (7)  | 8%                  | (13) | 32%                  | (53)  | 4%                      | (6)     | 170 |
| Obama Job: Disapprove                | 9%                  | (16) | 28%            | (48)  | 10%                     | (17) | 5%                  | (9)  | 42%                  | (72)  | 7%                      | (12)    | 173 |
| #1 Issue: Economy                    | 20%                 | (26) | 33%            | (43)  | 6%                      | (8)  | 4%                  | (5)  | 34%                  | (44)  | 4%                      | (5)     | 131 |
| #1 Issue: Security                   | 16%                 | (11) | 22%            | (16)  | 8%                      | (6)  | 7%                  | (5)  | 41%                  | (30)  | 6%                      | (4)     | 73  |
| #1 Issue: Health Care                | 6%                  | (4)  | 30%            | (19)  | 3%                      | (2)  | 5%                  | (3)  | 49%                  | (30)  | 7%                      | (4)     | 62  |
| #1 Issue: Medicare / Social Security | 13%                 | (6)  | 17%            | (8)   | 10%                     | (4)  | 10%                 | (4)  | 35%                  | (16)  | 15%                     | (7)     | 45  |
| #1 Issue: Women's Issues             | 9%                  | (2)  | 27%            | (5)   | 13%                     | (3)  | 11%                 | (2)  | 20%                  | (4)   | 21%                     | (4)     | 19  |
| #1 Issue: Education                  | 17%                 | (3)  | 30%            | (6)   | 9%                      | (2)  | 3%                  | (1)  | 37%                  | (7)   | 4%                      | (1)     | 19  |
| #1 Issue: Energy                     | 15%                 | (2)  | 56%            | (8)   | —                       | (0)  | 9%                  | (1)  | 21%                  | (3)   | —                       | (0)     | 14  |
| #1 Issue: Other                      | —                   | (0)  | 34%            | (4)   | —                       | (0)  | —                   | (0)  | 12%                  | (2)   | 55%                     | (7)     | 13  |
| 2016 Vote: Democrat Hillary Clinton  | 12%                 | (13) | 29%            | (31)  | 6%                      | (6)  | 10%                 | (10) | 38%                  | (41)  | 6%                      | (6)     | 107 |
| 2016 Vote: Republican Donald Trump   | 16%                 | (26) | 26%            | (42)  | 9%                      | (14) | 5%                  | (9)  | 38%                  | (61)  | 6%                      | (9)     | 160 |
| 2016 Vote: Someone else              | 3%                  | (1)  | 42%            | (12)  | 11%                     | (3)  | 3%                  | (1)  | 31%                  | (9)   | 10%                     | (3)     | 28  |
| 2012 Vote: Barack Obama              | 18%                 | (21) | 29%            | (34)  | 6%                      | (7)  | 10%                 | (11) | 33%                  | (39)  | 4%                      | (4)     | 117 |
| 2012 Vote: Mitt Romney               | 11%                 | (13) | 22%            | (26)  | 13%                     | (15) | 6%                  | (7)  | 44%                  | (53)  | 3%                      | (4)     | 119 |
| 2012 Vote: Other                     | —                   | (0)  | 66%            | (12)  | 5%                      | (1)  | —                   | (0)  | 12%                  | (2)   | 17%                     | (3)     | 18  |
| 2012 Vote: Didn't Vote               | 15%                 | (19) | 30%            | (37)  | —                       | (1)  | 3%                  | (4)  | 34%                  | (42)  | 17%                     | (21)    | 123 |
| 4-Region: Northeast                  | 7%                  | (4)  | 25%            | (14)  | 7%                      | (4)  | 9%                  | (5)  | 43%                  | (24)  | 10%                     | (5)     | 55  |
| 4-Region: Midwest                    | 11%                 | (10) | 28%            | (25)  | 8%                      | (8)  | 8%                  | (8)  | 39%                  | (36)  | 6%                      | (5)     | 91  |
| 4-Region: South                      | 26%                 | (36) | 29%            | (40)  | 5%                      | (7)  | 3%                  | (4)  | 29%                  | (40)  | 7%                      | (10)    | 136 |
| 4-Region: West                       | 4%                  | (4)  | 32%            | (31)  | 6%                      | (6)  | 6%                  | (6)  | 39%                  | (36)  | 13%                     | (12)    | 95  |
| Trump: Fav                           | 17%                 | (32) | 28%            | (54)  | 9%                      | (16) | 5%                  | (10) | 35%                  | (67)  | 7%                      | (13)    | 192 |
| Trump: Unfav                         | 13%                 | (20) | 30%            | (47)  | 5%                      | (7)  | 7%                  | (11) | 36%                  | (58)  | 9%                      | (15)    | 159 |
| Trump: DK/NO                         | 4%                  | (1)  | 34%            | (9)   | —                       | (0)  | 2%                  | (1)  | 42%                  | (11)  | 18%                     | (5)     | 26  |
| Registered Voters (Unweighted)       | 14%                 | (52) | 29%            | (112) | 7%                      | (26) | 8%                  | (29) | 36%                  | (137) | 6%                      | (24)    | 380 |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

| Demographic | Group                    | Frequency | Percentage |
|-------------|--------------------------|-----------|------------|
| xdemAll     | Adults                   | 2200      | 100%       |
| xdemGender  | Gender: Male             | 1059      | 48%        |
|             | Gender: Female           | 1141      | 52%        |
|             | N                        | 2200      |            |
| age5        | Age: 18-29               | 496       | 23%        |
|             | Age: 30-44               | 539       | 25%        |
|             | Age: 45-54               | 398       | 18%        |
|             | Age: 55-64               | 369       | 17%        |
|             | Age: 65+                 | 398       | 18%        |
|             | N                        | 2200      |            |
| xpid3       | PID: Dem (no lean)       | 737       | 34%        |
|             | PID: Ind (no lean)       | 725       | 33%        |
|             | PID: Rep (no lean)       | 738       | 34%        |
|             | N                        | 2200      |            |
| xpidGender  | PID/Gender: Dem Men      | 362       | 16%        |
|             | PID/Gender: Dem Women    | 376       | 17%        |
|             | PID/Gender: Ind Men      | 348       | 16%        |
|             | PID/Gender: Ind Women    | 377       | 17%        |
|             | PID/Gender: Rep Men      | 350       | 16%        |
|             | PID/Gender: Rep Women    | 388       | 18%        |
|             | N                        | 2200      |            |
| xdemTea     | Tea Party: Supporter     | 595       | 27%        |
|             | Tea Party: Not Supporter | 1587      | 72%        |
|             | N                        | 2181      |            |
| xdemIdeo3   | Ideo: Liberal (1-3)      | 676       | 31%        |
|             | Ideo: Moderate (4)       | 499       | 23%        |
|             | Ideo: Conservative (5-7) | 779       | 35%        |
|             | N                        | 1954      |            |
| xeduc3      | Educ: < College          | 1566      | 71%        |
|             | Educ: Bachelors degree   | 416       | 19%        |
|             | Educ: Post-grad          | 219       | 10%        |
|             | N                        | 2200      |            |
| xdemInc3    | Income: Under 50k        | 1264      | 57%        |
|             | Income: 50k-100k         | 655       | 30%        |
|             | Income: 100k+            | 281       | 13%        |
|             | N                        | 2200      |            |

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**Summary Statistics of Survey Respondent Demographics**

| Demographic   | Group                       | Frequency | Percentage |
|---------------|-----------------------------|-----------|------------|
| xdemWhite     | Ethnicity: White            | 1750      | 80%        |
| xdemHispBin   | Ethnicity: Hispanic         | 329       | 15%        |
| demBlackBin   | Ethnicity: Afr. Am.         | 268       | 12%        |
| demRaceOther  | Ethnicity: Other            | 182       | 8%         |
| xrelNet       | Relig: Protestant           | 572       | 26%        |
|               | Relig: Roman Catholic       | 448       | 20%        |
|               | Relig: Ath./Agn./None       | 625       | 28%        |
|               | Relig: Something Else       | 329       | 15%        |
|               | N                           | 1974      |            |
| xreligion1    | Relig: Jewish               | 42        | 2%         |
| xreligion2    | Relig: Evangelical          | 639       | 29%        |
|               | Relig: Non-Evang. Catholics | 600       | 27%        |
|               | N                           | 1239      |            |
| xreligion3    | Relig: All Christian        | 1239      | 56%        |
|               | Relig: All Non-Christian    | 954       | 43%        |
|               | N                           | 2193      |            |
| xdemUsr       | Community: Urban            | 596       | 27%        |
|               | Community: Suburban         | 951       | 43%        |
|               | Community: Rural            | 652       | 30%        |
|               | N                           | 2200      |            |
| xdemEmploy    | Employ: Private Sector      | 687       | 31%        |
|               | Employ: Government          | 133       | 6%         |
|               | Employ: Self-Employed       | 220       | 10%        |
|               | Employ: Homemaker           | 186       | 8%         |
|               | Employ: Student             | 95        | 4%         |
|               | Employ: Retired             | 473       | 22%        |
|               | Employ: Unemployed          | 235       | 11%        |
|               | Employ: Other               | 171       | 8%         |
|               | N                           | 2200      |            |
| xdemJobStatus | Job Type: White-collar      | 723       | 33%        |
|               | Job Type: Blue-collar       | 981       | 45%        |
|               | Job Type: Don't Know        | 496       | 23%        |
|               | N                           | 2200      |            |
| xdemMilHH1    | Military HH: Yes            | 395       | 18%        |
|               | Military HH: No             | 1805      | 82%        |
|               | N                           | 2200      |            |

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

| Demographic | Group                                | Frequency | Percentage |
|-------------|--------------------------------------|-----------|------------|
| xnr1        | RD/WT: Right Direction               | 928       | 42%        |
|             | RD/WT: Wrong Track                   | 1272      | 58%        |
|             | N                                    | 2200      |            |
| xnr2Bin     | Obama Job: Approve                   | 1070      | 49%        |
|             | Obama Job: Disapprove                | 917       | 42%        |
|             | N                                    | 1987      |            |
| xnr3        | #1 Issue: Economy                    | 677       | 31%        |
|             | #1 Issue: Security                   | 426       | 19%        |
|             | #1 Issue: Health Care                | 382       | 17%        |
|             | #1 Issue: Medicare / Social Security | 282       | 13%        |
|             | #1 Issue: Women's Issues             | 128       | 6%         |
|             | #1 Issue: Education                  | 123       | 6%         |
|             | #1 Issue: Energy                     | 83        | 4%         |
|             | #1 Issue: Other                      | 99        | 4%         |
|             | N                                    | 2200      |            |
| xsubVote16O | 2016 Vote: Democrat Hillary Clinton  | 713       | 32%        |
|             | 2016 Vote: Republican Donald Trump   | 805       | 37%        |
|             | 2016 Vote: Someone else              | 169       | 8%         |
|             | N                                    | 1688      |            |
| xsubVote12O | 2012 Vote: Barack Obama              | 846       | 38%        |
|             | 2012 Vote: Mitt Romney               | 630       | 29%        |
|             | 2012 Vote: Other                     | 85        | 4%         |
|             | 2012 Vote: Didn't Vote               | 638       | 29%        |
|             | N                                    | 2200      |            |
| xreg4       | 4-Region: Northeast                  | 401       | 18%        |
|             | 4-Region: Midwest                    | 473       | 22%        |
|             | 4-Region: South                      | 814       | 37%        |
|             | 4-Region: West                       | 511       | 23%        |
|             | N                                    | 2200      |            |
| Trump_Fav   | Trump: Fav                           | 1068      | 49%        |
|             | Trump: Unfav                         | 950       | 43%        |
|             | Trump: DK/NO                         | 182       | 8%         |
|             | N                                    | 2200      |            |

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

