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Morning Consult
National Tracking Poll #170205
February 16-23, 2017

Crosstabulation Results

Methodology:

This poll was conducted from February 16-23, 2017, among a national sample of 1074 Investors. The interviews were conducted online and the data were weighted to approximate a target sample of Investors based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 3 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1_1: *How often do you use Facebook*

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	51% (545)	18% (194)	9% (100)	7% (73)	15% (163)	1074
Gender: Male	49% (307)	18% (110)	9% (56)	8% (48)	17% (103)	624
Gender: Female	53% (238)	19% (84)	10% (44)	6% (25)	13% (60)	451
Age: 18-29	56% (65)	17% (20)	11% (12)	6% (7)	11% (13)	116
Age: 30-44	61% (175)	19% (53)	7% (20)	6% (17)	7% (20)	284
Age: 45-54	49% (92)	20% (39)	8% (15)	7% (14)	16% (30)	190
Age: 55-64	48% (103)	15% (31)	12% (27)	5% (12)	20% (44)	217
Age: 65+	41% (110)	19% (52)	10% (26)	9% (23)	21% (56)	267
PID: Dem (no lean)	53% (206)	20% (76)	9% (34)	4% (16)	14% (56)	387
PID: Ind (no lean)	46% (123)	15% (41)	11% (31)	10% (27)	17% (46)	268
PID: Rep (no lean)	52% (216)	18% (77)	8% (35)	7% (30)	15% (61)	419
PID/Gender: Dem Men	54% (113)	20% (41)	8% (17)	4% (8)	14% (29)	208
PID/Gender: Dem Women	52% (93)	20% (35)	10% (18)	4% (8)	15% (26)	179
PID/Gender: Ind Men	43% (74)	15% (26)	11% (19)	10% (17)	20% (34)	170
PID/Gender: Ind Women	50% (49)	16% (15)	12% (12)	10% (10)	12% (12)	98
PID/Gender: Rep Men	49% (120)	18% (43)	8% (20)	9% (23)	16% (39)	246
PID/Gender: Rep Women	55% (96)	19% (34)	8% (14)	4% (8)	13% (22)	174
Tea Party: Supporter	58% (216)	15% (57)	8% (31)	8% (29)	11% (41)	374
Tea Party: Not Supporter	47% (326)	20% (136)	10% (69)	6% (43)	17% (121)	695
Educ: < College	50% (263)	18% (96)	9% (46)	6% (33)	16% (82)	521
Educ: Bachelors degree	53% (172)	17% (56)	10% (32)	7% (22)	14% (45)	326
Educ: Post-grad	49% (110)	18% (41)	10% (22)	8% (18)	16% (36)	227
Income: Under 50k	49% (141)	19% (55)	9% (27)	7% (19)	16% (47)	289
Income: 50k-100k	51% (245)	18% (86)	9% (41)	8% (37)	14% (68)	477
Income: 100k+	52% (159)	17% (53)	10% (32)	5% (16)	15% (47)	308
Ethnicity: White	51% (464)	18% (165)	9% (83)	6% (56)	15% (137)	905

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Table BRD1_1: How often do you use Facebook

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	51% (545)	18% (194)	9% (100)	7% (73)	15% (163)	1074
Ethnicity: Hispanic	53% (102)	19% (36)	4% (8)	8% (16)	15% (29)	190
Ethnicity: Afr. Am.	55% (51)	14% (13)	9% (8)	10% (9)	12% (11)	92
Ethnicity: Other	39% (30)	21% (16)	10% (8)	11% (8)	19% (15)	77
Relig: Protestant	49% (156)	18% (58)	10% (31)	7% (23)	16% (51)	319
Relig: Roman Catholic	54% (186)	19% (67)	7% (25)	5% (17)	14% (50)	344
Relig: Ath./Agn./None	47% (100)	16% (33)	12% (24)	10% (21)	16% (33)	212
Relig: Something Else	49% (66)	19% (26)	12% (16)	5% (7)	15% (20)	135
Relig: Evangelical	58% (170)	13% (39)	9% (25)	7% (20)	13% (37)	290
Relig: Non-Evang. Catholics	48% (209)	22% (96)	8% (35)	6% (25)	17% (72)	437
Relig: All Christian	52% (379)	19% (135)	8% (60)	6% (45)	15% (110)	728
Relig: All Non-Christian	48% (166)	17% (59)	12% (40)	8% (29)	15% (53)	347
Community: Urban	51% (163)	20% (64)	8% (24)	6% (19)	15% (48)	318
Community: Suburban	49% (266)	19% (103)	10% (55)	6% (36)	16% (88)	548
Community: Rural	55% (115)	13% (27)	10% (21)	9% (19)	13% (27)	208
Employ: Private Sector	57% (284)	17% (84)	7% (38)	7% (34)	12% (62)	502
Employ: Government	51% (41)	16% (13)	12% (10)	4% (4)	17% (13)	81
Employ: Self-Employed	45% (44)	24% (24)	8% (7)	9% (9)	14% (14)	98
Employ: Retired	43% (112)	21% (55)	9% (25)	7% (19)	20% (53)	263
Job Type: White-collar	51% (328)	19% (120)	9% (60)	6% (40)	14% (91)	638
Job Type: Blue-collar	54% (193)	16% (58)	7% (27)	7% (25)	16% (57)	360
Job Type: Don't Know	32% (24)	21% (16)	17% (13)	11% (8)	19% (15)	75
Military HH: Yes	52% (135)	16% (42)	9% (23)	10% (25)	13% (35)	262
Military HH: No	50% (409)	19% (152)	9% (76)	6% (48)	16% (127)	813
2016 Vote: Democrat Hillary Clinton	50% (210)	18% (77)	9% (38)	6% (26)	16% (66)	417
2016 Vote: Republican Donald Trump	52% (248)	18% (87)	8% (40)	6% (29)	15% (73)	477
2016 Vote: Someone else	51% (47)	18% (16)	9% (8)	10% (9)	13% (12)	92
2012 Vote: Barack Obama	54% (276)	17% (89)	7% (36)	6% (32)	16% (83)	515
2012 Vote: Mitt Romney	50% (200)	19% (78)	11% (43)	7% (29)	13% (54)	403
2012 Vote: Didn't Vote	42% (49)	20% (24)	13% (15)	7% (9)	17% (20)	117

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Table BRD1_1: How often do you use Facebook

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	51%	(545)	18%	(194)	9%	(100)	7%	(73)	15%	(163)	1074
4-Region: Northeast	54%	(129)	16%	(38)	7%	(17)	5%	(12)	17%	(40)	236
4-Region: Midwest	50%	(112)	16%	(35)	10%	(23)	6%	(13)	19%	(42)	225
4-Region: South	49%	(173)	18%	(64)	11%	(37)	9%	(31)	13%	(46)	352
4-Region: West	50%	(131)	22%	(56)	8%	(22)	7%	(18)	13%	(34)	261
Trump: Fav	54%	(310)	17%	(98)	9%	(52)	6%	(33)	14%	(83)	576
Trump: Unfav	48%	(222)	20%	(91)	10%	(44)	8%	(35)	15%	(70)	463

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

Table BRD1_2: How often do you use Snapchat

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	13% (142)	10% (108)	6% (63)	6% (70)	64% (692)	1074
Gender: Male	16% (98)	13% (82)	7% (44)	7% (45)	57% (354)	624
Gender: Female	10% (44)	6% (25)	4% (19)	6% (25)	75% (338)	451
Age: 18-29	43% (50)	26% (30)	6% (7)	7% (9)	18% (21)	116
Age: 30-44	27% (78)	20% (58)	10% (28)	7% (20)	35% (101)	284
Age: 45-54	4% (8)	6% (12)	7% (14)	10% (19)	72% (137)	190
Age: 55-64	2% (5)	4% (8)	5% (11)	5% (11)	84% (182)	217
Age: 65+	1% (2)	— (0)	1% (3)	4% (11)	94% (251)	267
PID: Dem (no lean)	16% (62)	9% (36)	7% (27)	8% (31)	60% (231)	387
PID: Ind (no lean)	8% (21)	7% (19)	4% (10)	4% (10)	78% (208)	268
PID: Rep (no lean)	14% (59)	13% (52)	6% (26)	7% (29)	60% (253)	419
PID/Gender: Dem Men	22% (46)	13% (27)	9% (20)	9% (19)	46% (97)	208
PID/Gender: Dem Women	9% (16)	5% (9)	4% (7)	7% (12)	75% (134)	179
PID/Gender: Ind Men	7% (12)	10% (17)	5% (8)	4% (7)	74% (126)	170
PID/Gender: Ind Women	9% (9)	2% (2)	3% (3)	3% (3)	83% (81)	98
PID/Gender: Rep Men	16% (40)	16% (38)	7% (16)	8% (19)	54% (132)	246
PID/Gender: Rep Women	11% (19)	8% (14)	5% (9)	6% (10)	70% (122)	174
Tea Party: Supporter	24% (91)	17% (63)	6% (24)	7% (24)	46% (171)	374
Tea Party: Not Supporter	7% (49)	6% (45)	6% (39)	7% (45)	74% (517)	695
Educ: < College	11% (58)	10% (51)	5% (27)	6% (30)	68% (355)	521
Educ: Bachelors degree	14% (44)	8% (26)	7% (22)	8% (27)	64% (207)	326
Educ: Post-grad	17% (39)	13% (30)	6% (14)	6% (14)	57% (130)	227
Income: Under 50k	12% (36)	14% (41)	8% (22)	8% (24)	58% (166)	289
Income: 50k-100k	14% (67)	8% (37)	5% (23)	6% (27)	68% (323)	477
Income: 100k+	13% (40)	10% (30)	6% (18)	6% (18)	66% (202)	308
Ethnicity: White	12% (108)	9% (83)	5% (48)	6% (51)	68% (616)	905
Ethnicity: Hispanic	31% (58)	18% (33)	11% (20)	10% (20)	31% (59)	190

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**Table BRD1_2: How often do you use
Snapchat**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	13%	(142)	10%	(108)	6%	(63)	6%	(70)	64%	(692)	1074
Ethnicity: Afr. Am.	15%	(14)	20%	(18)	7%	(6)	9%	(8)	50%	(46)	92
Ethnicity: Other	27%	(21)	9%	(7)	11%	(9)	14%	(11)	39%	(30)	77
Relig: Protestant	6%	(18)	8%	(26)	4%	(12)	6%	(20)	76%	(242)	319
Relig: Roman Catholic	19%	(64)	10%	(34)	7%	(23)	8%	(27)	57%	(197)	344
Relig: Ath./Agn./None	11%	(23)	11%	(24)	6%	(13)	5%	(10)	67%	(141)	212
Relig: Something Else	20%	(27)	10%	(13)	9%	(12)	6%	(8)	56%	(75)	135
Relig: Evangelical	19%	(55)	16%	(47)	6%	(17)	6%	(18)	53%	(152)	290
Relig: Non-Evang. Catholics	8%	(37)	5%	(24)	5%	(21)	8%	(33)	74%	(323)	437
Relig: All Christian	13%	(92)	10%	(71)	5%	(38)	7%	(51)	65%	(476)	728
Relig: All Non-Christian	14%	(50)	11%	(37)	7%	(25)	5%	(19)	62%	(216)	347
Community: Urban	24%	(78)	18%	(56)	6%	(18)	4%	(14)	48%	(152)	318
Community: Suburban	8%	(45)	7%	(39)	6%	(33)	8%	(46)	70%	(385)	548
Community: Rural	9%	(20)	6%	(13)	6%	(12)	4%	(9)	74%	(154)	208
Employ: Private Sector	18%	(88)	14%	(71)	10%	(50)	8%	(40)	51%	(254)	502
Employ: Government	27%	(22)	15%	(12)	4%	(3)	10%	(8)	44%	(35)	81
Employ: Self-Employed	11%	(10)	8%	(8)	5%	(5)	8%	(8)	69%	(67)	98
Employ: Retired	1%	(2)	2%	(6)	1%	(2)	3%	(9)	93%	(244)	263
Job Type: White-collar	13%	(84)	10%	(67)	6%	(37)	6%	(36)	65%	(414)	638
Job Type: Blue-collar	12%	(43)	10%	(38)	7%	(24)	7%	(27)	63%	(229)	360
Job Type: Don't Know	19%	(15)	4%	(3)	3%	(2)	9%	(6)	65%	(49)	75
Military HH: Yes	15%	(39)	10%	(27)	5%	(13)	5%	(12)	65%	(170)	262
Military HH: No	13%	(103)	10%	(80)	6%	(50)	7%	(57)	64%	(522)	813
2016 Vote: Democrat Hillary Clinton	14%	(56)	8%	(35)	7%	(29)	8%	(33)	63%	(264)	417
2016 Vote: Republican Donald Trump	14%	(64)	11%	(53)	6%	(30)	6%	(26)	63%	(303)	477
2016 Vote: Someone else	3%	(3)	9%	(9)	4%	(4)	4%	(4)	79%	(73)	92
2012 Vote: Barack Obama	14%	(75)	12%	(62)	6%	(33)	6%	(31)	61%	(313)	515
2012 Vote: Mitt Romney	10%	(42)	7%	(29)	5%	(22)	7%	(27)	70%	(284)	403
2012 Vote: Didn't Vote	21%	(24)	11%	(13)	5%	(6)	7%	(9)	55%	(65)	117

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Table BRD1_2: How often do you use Snapchat

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	13%	(142)	10%	(108)	6%	(63)	6%	(70)	64%	(692)	1074
4-Region: Northeast	15%	(36)	7%	(16)	5%	(12)	7%	(16)	66%	(156)	236
4-Region: Midwest	6%	(14)	6%	(13)	6%	(14)	7%	(15)	75%	(168)	225
4-Region: South	14%	(49)	12%	(41)	7%	(26)	6%	(21)	61%	(215)	352
4-Region: West	16%	(43)	14%	(38)	4%	(11)	7%	(18)	58%	(152)	261
Trump: Fav	17%	(98)	12%	(69)	6%	(35)	5%	(28)	60%	(346)	576
Trump: Unfav	9%	(42)	8%	(36)	5%	(25)	8%	(38)	70%	(322)	463

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

**Table BRD1_3: How often do you use
 Twitter**

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	18% (194)	12% (130)	9% (99)	10% (111)	50% (541)	1074
Gender: Male	23% (143)	14% (86)	9% (58)	10% (62)	44% (275)	624
Gender: Female	11% (51)	10% (44)	9% (41)	11% (49)	59% (266)	451
Age: 18-29	30% (35)	19% (22)	12% (14)	8% (10)	31% (36)	116
Age: 30-44	35% (99)	18% (52)	11% (30)	9% (24)	27% (78)	284
Age: 45-54	15% (28)	13% (25)	14% (27)	13% (25)	44% (84)	190
Age: 55-64	10% (21)	7% (15)	8% (17)	11% (25)	64% (139)	217
Age: 65+	4% (10)	6% (16)	4% (10)	10% (27)	76% (204)	267
PID: Dem (no lean)	22% (84)	15% (59)	11% (41)	10% (37)	43% (166)	387
PID: Ind (no lean)	9% (25)	10% (28)	8% (22)	14% (38)	58% (155)	268
PID: Rep (no lean)	20% (85)	10% (43)	8% (35)	9% (36)	52% (220)	419
PID/Gender: Dem Men	28% (59)	18% (38)	11% (23)	9% (18)	34% (70)	208
PID/Gender: Dem Women	14% (25)	11% (20)	10% (19)	11% (19)	54% (96)	179
PID/Gender: Ind Men	12% (20)	12% (20)	8% (13)	14% (24)	54% (92)	170
PID/Gender: Ind Women	5% (5)	8% (8)	9% (9)	14% (14)	64% (63)	98
PID/Gender: Rep Men	26% (63)	11% (27)	9% (22)	8% (20)	46% (112)	246
PID/Gender: Rep Women	12% (21)	9% (16)	8% (13)	9% (16)	62% (107)	174
Tea Party: Supporter	28% (105)	14% (53)	9% (33)	8% (30)	41% (153)	374
Tea Party: Not Supporter	12% (87)	11% (76)	10% (66)	12% (81)	55% (385)	695
Educ: < College	15% (80)	11% (55)	8% (44)	8% (42)	58% (301)	521
Educ: Bachelors degree	18% (60)	15% (48)	9% (30)	12% (41)	45% (148)	326
Educ: Post-grad	24% (54)	12% (27)	11% (25)	12% (28)	41% (92)	227
Income: Under 50k	16% (47)	15% (44)	8% (24)	12% (34)	49% (141)	289
Income: 50k-100k	19% (91)	10% (49)	10% (46)	9% (42)	52% (249)	477
Income: 100k+	18% (55)	12% (37)	9% (29)	12% (36)	49% (151)	308
Ethnicity: White	17% (155)	11% (102)	9% (83)	10% (91)	52% (474)	905
Ethnicity: Hispanic	33% (62)	16% (31)	10% (20)	7% (14)	34% (64)	190

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Table BRD1_3: How often do you use Twitter

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	18%	(194)	12%	(130)	9%	(99)	10%	(111)	50%	(541)	1074
Ethnicity: Afr. Am.	29%	(27)	17%	(16)	6%	(6)	10%	(10)	38%	(35)	92
Ethnicity: Other	15%	(12)	16%	(12)	13%	(10)	14%	(11)	41%	(32)	77
Relig: Protestant	15%	(49)	12%	(38)	7%	(22)	8%	(25)	58%	(184)	319
Relig: Roman Catholic	23%	(79)	12%	(40)	12%	(40)	9%	(30)	45%	(155)	344
Relig: Ath./Agn./None	14%	(29)	13%	(28)	9%	(19)	18%	(39)	46%	(97)	212
Relig: Something Else	21%	(29)	12%	(17)	11%	(15)	9%	(12)	46%	(62)	135
Relig: Evangelical	29%	(83)	13%	(37)	8%	(22)	6%	(19)	44%	(129)	290
Relig: Non-Evang. Catholics	12%	(53)	11%	(47)	10%	(43)	10%	(42)	58%	(252)	437
Relig: All Christian	19%	(136)	12%	(85)	9%	(66)	8%	(60)	52%	(381)	728
Relig: All Non-Christian	17%	(58)	13%	(45)	10%	(34)	15%	(51)	46%	(159)	347
Community: Urban	26%	(84)	16%	(52)	12%	(38)	9%	(30)	36%	(114)	318
Community: Suburban	15%	(80)	11%	(61)	8%	(44)	11%	(60)	55%	(302)	548
Community: Rural	14%	(29)	8%	(16)	8%	(17)	10%	(22)	59%	(124)	208
Employ: Private Sector	26%	(130)	15%	(73)	13%	(63)	10%	(52)	37%	(183)	502
Employ: Government	22%	(18)	12%	(10)	7%	(6)	14%	(11)	44%	(36)	81
Employ: Self-Employed	15%	(15)	19%	(18)	12%	(12)	11%	(11)	43%	(42)	98
Employ: Retired	5%	(12)	6%	(17)	4%	(9)	9%	(24)	77%	(201)	263
Job Type: White-collar	19%	(120)	14%	(88)	9%	(59)	11%	(71)	47%	(301)	638
Job Type: Blue-collar	17%	(61)	10%	(38)	11%	(40)	10%	(35)	52%	(187)	360
Job Type: Don't Know	16%	(12)	5%	(4)	1%	(1)	8%	(6)	70%	(53)	75
Military HH: Yes	19%	(50)	8%	(22)	9%	(24)	8%	(21)	55%	(144)	262
Military HH: No	18%	(143)	13%	(108)	9%	(75)	11%	(90)	49%	(396)	813
2016 Vote: Democrat Hillary Clinton	19%	(79)	15%	(63)	10%	(41)	11%	(45)	46%	(190)	417
2016 Vote: Republican Donald Trump	19%	(91)	10%	(45)	9%	(45)	9%	(42)	53%	(254)	477
2016 Vote: Someone else	12%	(11)	12%	(11)	4%	(4)	15%	(14)	56%	(52)	92
2012 Vote: Barack Obama	22%	(112)	15%	(75)	10%	(53)	9%	(47)	44%	(228)	515
2012 Vote: Mitt Romney	15%	(61)	8%	(34)	8%	(33)	11%	(46)	57%	(230)	403
2012 Vote: Didn't Vote	14%	(16)	14%	(16)	9%	(11)	10%	(11)	53%	(62)	117

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**Table BRD1_3: How often do you use
 Twitter**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	18%	(194)	12%	(130)	9%	(99)	10%	(111)	50%	(541)	1074
4-Region: Northeast	23%	(54)	12%	(28)	10%	(25)	9%	(21)	46%	(108)	236
4-Region: Midwest	12%	(27)	8%	(18)	8%	(18)	8%	(18)	64%	(143)	225
4-Region: South	19%	(66)	13%	(45)	9%	(32)	11%	(40)	48%	(168)	352
4-Region: West	18%	(46)	14%	(38)	10%	(25)	12%	(32)	46%	(121)	261
Trump: Fav	22%	(126)	11%	(66)	8%	(48)	8%	(46)	50%	(290)	576
Trump: Unfav	14%	(64)	12%	(56)	10%	(48)	14%	(64)	50%	(231)	463

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

Table BRD1_4: How often do you use Instagram

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	20% (215)	9% (101)	9% (94)	9% (101)	53% (564)	1074
Gender: Male	24% (151)	9% (59)	9% (58)	9% (53)	49% (302)	624
Gender: Female	14% (64)	9% (42)	8% (35)	11% (48)	58% (262)	451
Age: 18-29	53% (62)	12% (14)	12% (14)	10% (12)	12% (14)	116
Age: 30-44	41% (118)	14% (41)	11% (30)	9% (25)	25% (71)	284
Age: 45-54	9% (18)	13% (25)	11% (21)	11% (21)	55% (105)	190
Age: 55-64	6% (14)	4% (10)	9% (19)	10% (23)	70% (151)	217
Age: 65+	1% (3)	4% (11)	3% (9)	8% (21)	84% (224)	267
PID: Dem (no lean)	23% (91)	11% (42)	7% (29)	11% (43)	47% (184)	387
PID: Ind (no lean)	13% (34)	8% (21)	10% (26)	6% (17)	64% (170)	268
PID: Rep (no lean)	22% (90)	9% (38)	9% (40)	10% (41)	50% (210)	419
PID/Gender: Dem Men	32% (68)	11% (24)	7% (14)	12% (25)	38% (78)	208
PID/Gender: Dem Women	13% (23)	10% (18)	8% (15)	10% (18)	59% (105)	179
PID/Gender: Ind Men	13% (22)	7% (12)	12% (20)	6% (10)	62% (106)	170
PID/Gender: Ind Women	12% (12)	9% (8)	6% (6)	8% (7)	66% (65)	98
PID/Gender: Rep Men	25% (61)	9% (23)	10% (24)	8% (19)	48% (118)	246
PID/Gender: Rep Women	17% (29)	9% (16)	9% (15)	13% (22)	53% (92)	174
Tea Party: Supporter	35% (132)	10% (36)	9% (35)	6% (21)	40% (150)	374
Tea Party: Not Supporter	12% (80)	9% (65)	8% (58)	12% (80)	59% (412)	695
Educ: < College	16% (84)	8% (44)	7% (38)	12% (60)	57% (295)	521
Educ: Bachelors degree	19% (64)	10% (33)	12% (39)	8% (27)	50% (164)	326
Educ: Post-grad	30% (67)	10% (23)	7% (17)	6% (14)	46% (105)	227
Income: Under 50k	21% (62)	10% (30)	9% (26)	9% (27)	50% (145)	289
Income: 50k-100k	19% (92)	9% (41)	7% (32)	10% (49)	55% (263)	477
Income: 100k+	20% (61)	10% (30)	12% (36)	8% (25)	51% (156)	308
Ethnicity: White	18% (160)	9% (78)	8% (70)	9% (84)	57% (512)	905
Ethnicity: Hispanic	44% (83)	11% (20)	11% (21)	12% (22)	23% (44)	190

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Table BRD1_4: How often do you use Instagram

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Investors	20%	(215)	9%	(101)	9%	(94)	9%	(101)	53%	(564)	1074
Ethnicity: Afr. Am.	35%	(32)	13%	(12)	10%	(10)	7%	(6)	35%	(33)	92
Ethnicity: Other	29%	(23)	14%	(11)	18%	(14)	14%	(11)	25%	(19)	77
Relig: Protestant	13%	(40)	9%	(29)	10%	(33)	8%	(25)	60%	(191)	319
Relig: Roman Catholic	25%	(85)	8%	(29)	7%	(26)	10%	(33)	50%	(172)	344
Relig: Ath./Agn./None	17%	(36)	8%	(17)	9%	(19)	11%	(23)	55%	(117)	212
Relig: Something Else	26%	(35)	14%	(19)	10%	(13)	11%	(14)	39%	(53)	135
Relig: Evangelical	31%	(91)	13%	(37)	9%	(27)	5%	(15)	41%	(119)	290
Relig: Non-Evang. Catholics	12%	(52)	6%	(28)	8%	(34)	11%	(49)	63%	(275)	437
Relig: All Christian	20%	(143)	9%	(65)	8%	(61)	9%	(64)	54%	(394)	728
Relig: All Non-Christian	21%	(72)	10%	(36)	9%	(32)	11%	(37)	49%	(170)	347
Community: Urban	33%	(105)	13%	(42)	8%	(26)	7%	(23)	38%	(122)	318
Community: Suburban	14%	(79)	9%	(48)	10%	(56)	11%	(60)	56%	(306)	548
Community: Rural	15%	(31)	6%	(11)	6%	(12)	9%	(18)	66%	(136)	208
Employ: Private Sector	29%	(146)	10%	(50)	12%	(61)	9%	(46)	40%	(199)	502
Employ: Government	31%	(25)	13%	(10)	8%	(6)	15%	(12)	33%	(27)	81
Employ: Self-Employed	15%	(15)	16%	(15)	9%	(9)	10%	(9)	51%	(49)	98
Employ: Retired	2%	(6)	6%	(16)	2%	(6)	6%	(16)	84%	(220)	263
Job Type: White-collar	20%	(131)	10%	(63)	10%	(62)	9%	(58)	51%	(325)	638
Job Type: Blue-collar	19%	(68)	10%	(34)	8%	(28)	9%	(34)	54%	(196)	360
Job Type: Don't Know	21%	(16)	5%	(3)	5%	(4)	12%	(9)	57%	(43)	75
Military HH: Yes	23%	(61)	6%	(15)	8%	(22)	8%	(21)	54%	(142)	262
Military HH: No	19%	(154)	11%	(85)	9%	(72)	10%	(80)	52%	(422)	813
2016 Vote: Democrat Hillary Clinton	19%	(80)	10%	(42)	9%	(39)	10%	(41)	52%	(216)	417
2016 Vote: Republican Donald Trump	23%	(108)	8%	(38)	7%	(34)	9%	(41)	54%	(256)	477
2016 Vote: Someone else	12%	(12)	9%	(8)	14%	(13)	6%	(6)	58%	(54)	92
2012 Vote: Barack Obama	24%	(126)	10%	(51)	8%	(40)	10%	(50)	48%	(248)	515
2012 Vote: Mitt Romney	15%	(60)	7%	(29)	9%	(35)	9%	(35)	61%	(245)	403
2012 Vote: Didn't Vote	22%	(25)	16%	(19)	9%	(10)	12%	(14)	42%	(49)	117

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Table BRD1_4: How often do you use Instagram

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	20%	(215)	9%	(101)	9%	(94)	9%	(101)	53%	(564)	1074
4-Region: Northeast	28%	(67)	8%	(20)	8%	(20)	8%	(19)	47%	(110)	236
4-Region: Midwest	8%	(18)	5%	(11)	7%	(15)	10%	(22)	71%	(159)	225
4-Region: South	19%	(65)	11%	(39)	12%	(43)	8%	(28)	50%	(176)	352
4-Region: West	25%	(64)	12%	(31)	6%	(16)	12%	(32)	45%	(118)	261
Trump: Fav	24%	(137)	9%	(53)	8%	(47)	8%	(48)	51%	(292)	576
Trump: Unfav	16%	(72)	9%	(42)	9%	(43)	11%	(51)	55%	(255)	463

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

Table BRD1_5: How often do you use Google Plus+

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	14% (146)	13% (139)	9% (101)	14% (152)	50% (536)	1074
Gender: Male	16% (103)	16% (98)	10% (59)	14% (86)	44% (277)	624
Gender: Female	10% (44)	9% (41)	9% (41)	15% (66)	58% (259)	451
Age: 18-29	26% (30)	20% (23)	11% (13)	15% (18)	27% (32)	116
Age: 30-44	25% (71)	24% (68)	10% (29)	17% (48)	24% (68)	284
Age: 45-54	9% (18)	12% (23)	11% (21)	17% (32)	51% (96)	190
Age: 55-64	6% (13)	7% (16)	8% (18)	12% (25)	66% (144)	217
Age: 65+	5% (14)	3% (9)	7% (19)	11% (30)	73% (196)	267
PID: Dem (no lean)	17% (66)	14% (54)	9% (37)	16% (64)	43% (167)	387
PID: Ind (no lean)	9% (24)	9% (25)	8% (22)	18% (49)	55% (147)	268
PID: Rep (no lean)	13% (55)	14% (61)	10% (42)	9% (39)	53% (223)	419
PID/Gender: Dem Men	23% (49)	19% (40)	7% (15)	17% (35)	33% (69)	208
PID/Gender: Dem Women	10% (18)	8% (14)	12% (22)	16% (29)	55% (98)	179
PID/Gender: Ind Men	8% (14)	10% (17)	9% (15)	20% (34)	53% (89)	170
PID/Gender: Ind Women	10% (10)	8% (8)	7% (7)	16% (15)	59% (57)	98
PID/Gender: Rep Men	16% (40)	17% (41)	12% (29)	7% (17)	48% (118)	246
PID/Gender: Rep Women	9% (16)	11% (19)	7% (13)	12% (22)	60% (104)	174
Tea Party: Supporter	23% (86)	18% (68)	9% (33)	9% (33)	41% (153)	374
Tea Party: Not Supporter	8% (59)	10% (71)	10% (67)	17% (118)	55% (381)	695
Educ: < College	11% (60)	14% (70)	10% (50)	12% (64)	53% (277)	521
Educ: Bachelors degree	14% (45)	10% (33)	8% (27)	17% (56)	51% (166)	326
Educ: Post-grad	18% (42)	16% (37)	10% (23)	14% (32)	41% (94)	227
Income: Under 50k	12% (35)	19% (54)	13% (36)	10% (30)	46% (133)	289
Income: 50k-100k	13% (62)	12% (56)	8% (38)	16% (75)	52% (246)	477
Income: 100k+	16% (49)	9% (29)	8% (26)	15% (47)	51% (157)	308
Ethnicity: White	13% (118)	12% (104)	8% (76)	14% (129)	53% (478)	905
Ethnicity: Hispanic	22% (42)	27% (52)	11% (21)	12% (23)	27% (52)	190

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Table BRD1_5: How often do you use Google Plus+

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	14%	(146)	13%	(139)	9%	(101)	14%	(152)	50%	(536)	1074
Ethnicity: Afr. Am.	19%	(18)	17%	(16)	15%	(14)	16%	(15)	32%	(30)	92
Ethnicity: Other	14%	(11)	25%	(19)	13%	(10)	11%	(8)	37%	(28)	77
Relig: Protestant	9%	(30)	13%	(40)	9%	(27)	13%	(43)	56%	(178)	319
Relig: Roman Catholic	17%	(58)	16%	(54)	11%	(37)	11%	(37)	46%	(158)	344
Relig: Ath./Agn./None	9%	(19)	10%	(21)	8%	(17)	23%	(48)	51%	(107)	212
Relig: Something Else	22%	(30)	15%	(21)	8%	(11)	14%	(19)	40%	(54)	135
Relig: Evangelical	22%	(64)	16%	(47)	9%	(25)	12%	(34)	41%	(120)	290
Relig: Non-Evang. Catholics	8%	(33)	12%	(51)	11%	(48)	12%	(51)	58%	(255)	437
Relig: All Christian	13%	(97)	13%	(98)	10%	(73)	12%	(85)	51%	(375)	728
Relig: All Non-Christian	14%	(49)	12%	(42)	8%	(28)	19%	(67)	47%	(161)	347
Community: Urban	23%	(73)	18%	(57)	11%	(36)	13%	(41)	35%	(111)	318
Community: Suburban	9%	(51)	11%	(58)	9%	(49)	16%	(89)	55%	(301)	548
Community: Rural	11%	(22)	12%	(25)	7%	(15)	11%	(22)	59%	(124)	208
Employ: Private Sector	18%	(90)	18%	(88)	9%	(47)	14%	(71)	41%	(206)	502
Employ: Government	18%	(15)	14%	(11)	11%	(9)	14%	(12)	42%	(34)	81
Employ: Self-Employed	17%	(17)	17%	(16)	12%	(12)	19%	(18)	35%	(34)	98
Employ: Retired	5%	(13)	4%	(10)	7%	(19)	11%	(30)	72%	(190)	263
Job Type: White-collar	15%	(93)	12%	(78)	8%	(54)	15%	(95)	50%	(318)	638
Job Type: Blue-collar	13%	(48)	14%	(51)	11%	(40)	13%	(48)	48%	(175)	360
Job Type: Don't Know	7%	(5)	14%	(10)	10%	(7)	11%	(9)	58%	(44)	75
Military HH: Yes	18%	(46)	11%	(29)	10%	(27)	14%	(37)	47%	(123)	262
Military HH: No	12%	(100)	14%	(111)	9%	(73)	14%	(115)	51%	(413)	813
2016 Vote: Democrat Hillary Clinton	15%	(63)	13%	(55)	10%	(41)	17%	(71)	45%	(187)	417
2016 Vote: Republican Donald Trump	13%	(62)	15%	(70)	9%	(44)	11%	(52)	52%	(250)	477
2016 Vote: Someone else	5%	(5)	7%	(7)	6%	(5)	19%	(18)	63%	(58)	92
2012 Vote: Barack Obama	17%	(88)	14%	(70)	9%	(47)	16%	(82)	45%	(230)	515
2012 Vote: Mitt Romney	11%	(43)	10%	(40)	9%	(36)	10%	(40)	61%	(245)	403
2012 Vote: Didn't Vote	12%	(14)	19%	(23)	12%	(14)	20%	(23)	37%	(43)	117

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**Table BRD1_5: How often do you use
 Google Plus+**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	14%	(146)	13%	(139)	9%	(101)	14%	(152)	50%	(536)	1074
4-Region: Northeast	19%	(45)	10%	(24)	9%	(21)	12%	(27)	50%	(119)	236
4-Region: Midwest	6%	(14)	7%	(16)	12%	(26)	14%	(32)	61%	(136)	225
4-Region: South	12%	(43)	16%	(56)	10%	(34)	16%	(55)	47%	(165)	352
4-Region: West	17%	(44)	17%	(44)	8%	(20)	14%	(38)	44%	(116)	261
Trump: Fav	17%	(99)	16%	(89)	10%	(57)	9%	(52)	48%	(278)	576
Trump: Unfav	9%	(41)	10%	(47)	9%	(42)	21%	(96)	51%	(237)	463

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

**Table BRD1_6: How often do you use
WhatsApp**

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	15% (156)	5% (57)	6% (60)	5% (58)	69% (743)	1074
Gender: Male	19% (119)	7% (44)	7% (41)	6% (39)	61% (380)	624
Gender: Female	8% (37)	3% (13)	4% (19)	4% (18)	81% (363)	451
Age: 18-29	34% (40)	13% (15)	10% (12)	7% (8)	35% (41)	116
Age: 30-44	35% (99)	9% (27)	9% (27)	7% (20)	39% (112)	284
Age: 45-54	4% (8)	7% (12)	5% (10)	5% (10)	79% (150)	190
Age: 55-64	3% (6)	1% (2)	2% (4)	4% (9)	90% (195)	217
Age: 65+	1% (4)	— (1)	3% (7)	4% (11)	92% (245)	267
PID: Dem (no lean)	16% (64)	7% (28)	7% (29)	5% (19)	64% (247)	387
PID: Ind (no lean)	6% (16)	5% (13)	4% (10)	6% (16)	79% (213)	268
PID: Rep (no lean)	18% (77)	4% (16)	5% (21)	5% (22)	68% (284)	419
PID/Gender: Dem Men	24% (50)	11% (23)	10% (20)	6% (11)	50% (104)	208
PID/Gender: Dem Women	8% (14)	3% (5)	5% (9)	4% (8)	80% (143)	179
PID/Gender: Ind Men	8% (14)	5% (9)	4% (7)	8% (14)	74% (126)	170
PID/Gender: Ind Women	2% (2)	4% (4)	4% (4)	2% (2)	88% (86)	98
PID/Gender: Rep Men	23% (55)	5% (12)	6% (14)	6% (14)	61% (150)	246
PID/Gender: Rep Women	12% (21)	2% (4)	4% (6)	5% (8)	77% (133)	174
Tea Party: Supporter	28% (106)	10% (39)	6% (24)	4% (17)	50% (188)	374
Tea Party: Not Supporter	7% (49)	3% (18)	5% (36)	6% (40)	79% (552)	695
Educ: < College	13% (66)	4% (23)	5% (25)	4% (21)	74% (387)	521
Educ: Bachelors degree	13% (42)	5% (15)	6% (19)	8% (25)	69% (225)	326
Educ: Post-grad	22% (49)	9% (19)	7% (16)	5% (11)	58% (131)	227
Income: Under 50k	15% (44)	7% (21)	7% (21)	5% (14)	65% (189)	289
Income: 50k-100k	14% (69)	4% (19)	6% (27)	5% (24)	71% (338)	477
Income: 100k+	14% (43)	6% (17)	4% (13)	6% (19)	70% (215)	308
Ethnicity: White	14% (125)	4% (39)	5% (42)	5% (44)	72% (655)	905
Ethnicity: Hispanic	35% (66)	13% (24)	7% (13)	10% (19)	36% (68)	190

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**Table BRD1_6: How often do you use
WhatsApp**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Investors	15%	(156)	5%	(57)	6%	(60)	5%	(58)	69%	(743)	1074
Ethnicity: Afr. Am.	18%	(17)	4%	(4)	11%	(10)	7%	(7)	60%	(55)	92
Ethnicity: Other	20%	(15)	18%	(14)	10%	(8)	9%	(7)	43%	(33)	77
Relig: Protestant	8%	(27)	5%	(15)	5%	(16)	4%	(13)	78%	(248)	319
Relig: Roman Catholic	21%	(73)	7%	(23)	2%	(7)	7%	(23)	63%	(217)	344
Relig: Ath./Agn./None	10%	(20)	4%	(7)	10%	(22)	4%	(8)	73%	(154)	212
Relig: Something Else	21%	(28)	7%	(9)	7%	(10)	8%	(11)	56%	(76)	135
Relig: Evangelical	23%	(68)	8%	(24)	6%	(17)	4%	(11)	58%	(169)	290
Relig: Non-Evang. Catholics	9%	(40)	4%	(16)	2%	(10)	6%	(27)	79%	(344)	437
Relig: All Christian	15%	(108)	6%	(40)	4%	(28)	5%	(38)	71%	(513)	728
Relig: All Non-Christian	14%	(48)	5%	(17)	9%	(32)	6%	(19)	66%	(230)	347
Community: Urban	30%	(95)	9%	(30)	6%	(19)	4%	(13)	51%	(161)	318
Community: Suburban	8%	(43)	4%	(21)	7%	(37)	6%	(35)	75%	(412)	548
Community: Rural	9%	(19)	3%	(6)	2%	(3)	5%	(10)	82%	(170)	208
Employ: Private Sector	22%	(110)	7%	(38)	7%	(34)	7%	(34)	57%	(286)	502
Employ: Government	20%	(17)	10%	(8)	7%	(5)	7%	(6)	55%	(44)	81
Employ: Self-Employed	18%	(17)	4%	(4)	2%	(2)	8%	(7)	68%	(67)	98
Employ: Retired	—	(0)	1%	(3)	3%	(8)	2%	(6)	93%	(245)	263
Job Type: White-collar	14%	(92)	5%	(33)	6%	(40)	5%	(35)	69%	(438)	638
Job Type: Blue-collar	15%	(53)	6%	(23)	5%	(17)	6%	(22)	68%	(246)	360
Job Type: Don't Know	16%	(12)	1%	(1)	3%	(3)	1%	(1)	79%	(60)	75
Military HH: Yes	17%	(44)	6%	(17)	4%	(10)	6%	(17)	67%	(174)	262
Military HH: No	14%	(112)	5%	(40)	6%	(50)	5%	(41)	70%	(569)	813
2016 Vote: Democrat Hillary Clinton	12%	(52)	8%	(33)	8%	(34)	5%	(21)	66%	(276)	417
2016 Vote: Republican Donald Trump	18%	(86)	3%	(14)	4%	(18)	6%	(27)	70%	(332)	477
2016 Vote: Someone else	2%	(2)	5%	(5)	4%	(4)	5%	(4)	85%	(78)	92
2012 Vote: Barack Obama	18%	(95)	7%	(35)	6%	(32)	5%	(23)	64%	(330)	515
2012 Vote: Mitt Romney	11%	(43)	3%	(12)	3%	(13)	6%	(26)	77%	(309)	403
2012 Vote: Didn't Vote	13%	(15)	6%	(7)	11%	(13)	6%	(7)	64%	(75)	117

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**Table BRD1_6: How often do you use
WhatsApp**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	15%	(156)	5%	(57)	6%	(60)	5%	(58)	69%	(743)	1074
4-Region: Northeast	18%	(42)	5%	(12)	5%	(11)	7%	(16)	66%	(155)	236
4-Region: Midwest	7%	(15)	2%	(4)	4%	(8)	5%	(11)	83%	(187)	225
4-Region: South	15%	(52)	5%	(18)	6%	(21)	6%	(21)	68%	(240)	352
4-Region: West	18%	(48)	9%	(23)	7%	(19)	4%	(10)	62%	(161)	261
Trump: Fav	20%	(118)	6%	(34)	4%	(24)	4%	(24)	65%	(376)	576
Trump: Unfav	8%	(35)	4%	(19)	7%	(32)	7%	(31)	75%	(345)	463

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

Table BRD1_7: How often do you use Facebook Messenger

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	26% (278)	13% (144)	16% (172)	13% (138)	32% (342)	1074
Gender: Male	29% (181)	14% (89)	13% (80)	13% (82)	31% (192)	624
Gender: Female	21% (97)	12% (56)	20% (92)	12% (56)	33% (151)	451
Age: 18-29	43% (50)	20% (23)	18% (21)	5% (6)	13% (15)	116
Age: 30-44	42% (119)	17% (48)	15% (43)	12% (34)	14% (41)	284
Age: 45-54	22% (42)	17% (32)	15% (28)	15% (29)	31% (59)	190
Age: 55-64	16% (36)	10% (22)	16% (34)	14% (30)	44% (95)	217
Age: 65+	11% (31)	7% (19)	17% (46)	14% (39)	50% (133)	267
PID: Dem (no lean)	30% (116)	13% (52)	17% (67)	10% (40)	29% (113)	387
PID: Ind (no lean)	19% (50)	14% (38)	15% (41)	12% (33)	39% (105)	268
PID: Rep (no lean)	27% (112)	13% (55)	15% (64)	16% (66)	29% (124)	419
PID/Gender: Dem Men	37% (77)	13% (28)	14% (30)	11% (22)	25% (51)	208
PID/Gender: Dem Women	22% (39)	13% (24)	20% (37)	10% (18)	35% (62)	179
PID/Gender: Ind Men	20% (35)	16% (27)	11% (19)	12% (20)	41% (69)	170
PID/Gender: Ind Women	16% (15)	12% (11)	23% (22)	13% (13)	37% (36)	98
PID/Gender: Rep Men	28% (69)	14% (34)	13% (31)	16% (40)	29% (72)	246
PID/Gender: Rep Women	25% (43)	12% (21)	19% (33)	15% (25)	30% (52)	174
Tea Party: Supporter	37% (138)	16% (60)	12% (44)	12% (46)	23% (85)	374
Tea Party: Not Supporter	20% (138)	12% (83)	18% (128)	13% (91)	37% (255)	695
Educ: < College	25% (132)	12% (62)	16% (83)	14% (72)	33% (171)	521
Educ: Bachelors degree	24% (77)	15% (50)	17% (55)	14% (46)	30% (98)	326
Educ: Post-grad	30% (68)	14% (32)	15% (34)	9% (20)	32% (73)	227
Income: Under 50k	26% (76)	15% (43)	17% (48)	10% (29)	32% (93)	289
Income: 50k-100k	27% (126)	14% (65)	16% (77)	13% (60)	31% (149)	477
Income: 100k+	24% (75)	12% (37)	15% (47)	16% (48)	33% (100)	308
Ethnicity: White	25% (224)	12% (107)	17% (152)	14% (125)	33% (297)	905
Ethnicity: Hispanic	36% (68)	23% (43)	14% (26)	8% (16)	19% (36)	190

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**Table BRD1_7: How often do you use
Facebook Messenger**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	26%	(278)	13%	(144)	16%	(172)	13%	(138)	32%	(342)	1074
Ethnicity: Afr. Am.	36%	(34)	19%	(17)	13%	(12)	6%	(6)	27%	(25)	92
Ethnicity: Other	26%	(20)	26%	(20)	11%	(9)	10%	(8)	27%	(21)	77
Relig: Protestant	21%	(66)	12%	(39)	21%	(69)	12%	(40)	33%	(105)	319
Relig: Roman Catholic	28%	(98)	17%	(60)	13%	(44)	12%	(42)	29%	(100)	344
Relig: Ath./Agn./None	23%	(50)	9%	(19)	15%	(31)	15%	(31)	38%	(81)	212
Relig: Something Else	33%	(44)	14%	(19)	16%	(21)	9%	(13)	28%	(37)	135
Relig: Evangelical	38%	(109)	14%	(42)	13%	(36)	11%	(32)	24%	(71)	290
Relig: Non-Evang. Catholics	17%	(74)	15%	(65)	19%	(83)	14%	(63)	35%	(153)	437
Relig: All Christian	25%	(183)	15%	(106)	16%	(120)	13%	(94)	31%	(224)	728
Relig: All Non-Christian	27%	(94)	11%	(38)	15%	(53)	13%	(44)	34%	(119)	347
Community: Urban	38%	(120)	15%	(48)	12%	(39)	9%	(28)	26%	(83)	318
Community: Suburban	18%	(101)	14%	(75)	19%	(104)	15%	(82)	34%	(186)	548
Community: Rural	27%	(57)	10%	(21)	14%	(29)	13%	(28)	35%	(73)	208
Employ: Private Sector	32%	(163)	15%	(73)	15%	(74)	12%	(63)	26%	(129)	502
Employ: Government	31%	(25)	23%	(19)	16%	(13)	6%	(5)	24%	(19)	81
Employ: Self-Employed	28%	(27)	14%	(14)	20%	(19)	14%	(14)	24%	(23)	98
Employ: Retired	11%	(29)	9%	(25)	17%	(44)	14%	(36)	49%	(129)	263
Job Type: White-collar	26%	(167)	14%	(90)	16%	(100)	13%	(80)	32%	(202)	638
Job Type: Blue-collar	27%	(99)	14%	(50)	16%	(56)	14%	(51)	29%	(104)	360
Job Type: Don't Know	16%	(12)	6%	(5)	21%	(16)	10%	(7)	47%	(36)	75
Military HH: Yes	30%	(78)	14%	(36)	14%	(38)	13%	(35)	29%	(75)	262
Military HH: No	25%	(199)	13%	(108)	17%	(134)	13%	(103)	33%	(267)	813
2016 Vote: Democrat Hillary Clinton	26%	(108)	14%	(57)	18%	(74)	8%	(35)	34%	(143)	417
2016 Vote: Republican Donald Trump	27%	(130)	13%	(60)	14%	(69)	15%	(73)	30%	(145)	477
2016 Vote: Someone else	14%	(13)	17%	(16)	15%	(13)	22%	(20)	33%	(31)	92
2012 Vote: Barack Obama	31%	(162)	14%	(74)	14%	(70)	10%	(49)	31%	(160)	515
2012 Vote: Mitt Romney	20%	(82)	11%	(43)	18%	(72)	18%	(72)	33%	(135)	403
2012 Vote: Didn't Vote	24%	(28)	17%	(20)	18%	(22)	10%	(12)	31%	(36)	117

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**Table BRD1_7: How often do you use
 Facebook Messenger**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	26%	(278)	13%	(144)	16%	(172)	13%	(138)	32%	(342)	1074
4-Region: Northeast	29%	(68)	13%	(32)	15%	(34)	11%	(26)	32%	(76)	236
4-Region: Midwest	18%	(40)	9%	(21)	18%	(40)	17%	(37)	39%	(87)	225
4-Region: South	27%	(96)	13%	(46)	16%	(57)	14%	(48)	30%	(106)	352
4-Region: West	28%	(74)	17%	(46)	16%	(41)	10%	(27)	28%	(74)	261
Trump: Fav	30%	(174)	14%	(78)	14%	(83)	14%	(81)	28%	(159)	576
Trump: Unfav	21%	(96)	13%	(59)	18%	(83)	12%	(54)	37%	(169)	463

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

Table BRD1_8: How often do you use Tumblr

Demographic	Several times a day	About once a day	About once a week	About once a month or less often	I do not have an account	Total N
Investors	8% (86)	7% (80)	7% (70)	6% (63)	72% (774)	1074
Gender: Male	11% (66)	11% (67)	7% (47)	8% (51)	63% (392)	624
Gender: Female	4% (20)	3% (13)	5% (24)	3% (12)	85% (382)	451
Age: 18-29	19% (22)	14% (16)	18% (21)	12% (13)	38% (44)	116
Age: 30-44	19% (54)	18% (51)	9% (25)	10% (29)	44% (125)	284
Age: 45-54	4% (7)	5% (10)	6% (12)	3% (5)	82% (156)	190
Age: 55-64	— (0)	2% (4)	3% (7)	4% (9)	91% (196)	217
Age: 65+	1% (3)	— (0)	2% (5)	2% (5)	95% (254)	267
PID: Dem (no lean)	10% (41)	9% (34)	7% (29)	6% (23)	68% (262)	387
PID: Ind (no lean)	2% (6)	5% (12)	5% (13)	6% (17)	82% (219)	268
PID: Rep (no lean)	9% (40)	8% (34)	7% (29)	6% (23)	70% (293)	419
PID/Gender: Dem Men	16% (34)	13% (27)	7% (15)	8% (17)	55% (115)	208
PID/Gender: Dem Women	4% (7)	4% (7)	8% (13)	3% (6)	82% (146)	179
PID/Gender: Ind Men	2% (3)	6% (10)	6% (11)	9% (15)	77% (131)	170
PID/Gender: Ind Women	3% (3)	3% (3)	3% (2)	1% (1)	91% (89)	98
PID/Gender: Rep Men	12% (29)	13% (31)	9% (21)	8% (19)	60% (147)	246
PID/Gender: Rep Women	6% (11)	2% (3)	4% (8)	3% (5)	85% (147)	174
Tea Party: Supporter	17% (63)	14% (51)	9% (32)	6% (23)	55% (204)	374
Tea Party: Not Supporter	3% (22)	4% (29)	5% (38)	6% (40)	82% (567)	695
Educ: < College	7% (35)	6% (29)	7% (38)	5% (28)	75% (392)	521
Educ: Bachelors degree	7% (22)	8% (26)	6% (20)	6% (21)	73% (238)	326
Educ: Post-grad	13% (29)	11% (26)	6% (13)	6% (14)	64% (145)	227
Income: Under 50k	8% (23)	9% (27)	7% (19)	6% (18)	70% (203)	289
Income: 50k-100k	8% (39)	6% (29)	8% (38)	6% (29)	72% (343)	477
Income: 100k+	8% (24)	8% (25)	4% (14)	5% (16)	74% (229)	308
Ethnicity: White	8% (68)	7% (61)	6% (55)	5% (47)	74% (674)	905
Ethnicity: Hispanic	17% (32)	18% (35)	11% (21)	7% (14)	46% (88)	190

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**Table BRD1_8: How often do you use
Tumblr**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Investors	8%	(86)	7%	(80)	7%	(70)	6%	(63)	72%	(774)	1074
Ethnicity: Afr. Am.	12%	(12)	11%	(10)	6%	(6)	7%	(7)	63%	(58)	92
Ethnicity: Other	9%	(7)	12%	(9)	12%	(9)	12%	(9)	55%	(42)	77
Relig: Protestant	4%	(11)	7%	(21)	5%	(15)	6%	(21)	79%	(251)	319
Relig: Roman Catholic	12%	(41)	9%	(31)	9%	(30)	4%	(14)	66%	(228)	344
Relig: Ath./Agn./None	4%	(8)	7%	(15)	7%	(14)	6%	(13)	76%	(161)	212
Relig: Something Else	13%	(18)	8%	(10)	7%	(9)	9%	(12)	63%	(85)	135
Relig: Evangelical	15%	(43)	11%	(33)	6%	(17)	7%	(21)	61%	(177)	290
Relig: Non-Evang. Catholics	4%	(17)	5%	(22)	7%	(30)	4%	(17)	80%	(352)	437
Relig: All Christian	8%	(60)	8%	(55)	6%	(47)	5%	(38)	73%	(528)	728
Relig: All Non-Christian	8%	(26)	7%	(26)	7%	(24)	7%	(25)	71%	(246)	347
Community: Urban	16%	(51)	13%	(41)	10%	(31)	7%	(22)	54%	(172)	318
Community: Suburban	4%	(24)	7%	(36)	6%	(32)	5%	(30)	78%	(427)	548
Community: Rural	6%	(12)	1%	(3)	3%	(7)	5%	(11)	84%	(176)	208
Employ: Private Sector	12%	(60)	11%	(55)	7%	(36)	8%	(40)	62%	(312)	502
Employ: Government	19%	(16)	1%	(1)	10%	(8)	11%	(9)	59%	(48)	81
Employ: Self-Employed	4%	(4)	18%	(17)	7%	(7)	5%	(5)	66%	(64)	98
Employ: Retired	1%	(1)	1%	(3)	1%	(3)	2%	(5)	95%	(250)	263
Job Type: White-collar	8%	(54)	9%	(58)	6%	(37)	6%	(39)	71%	(451)	638
Job Type: Blue-collar	8%	(30)	6%	(23)	6%	(22)	6%	(23)	73%	(262)	360
Job Type: Don't Know	3%	(2)	—	(0)	15%	(11)	1%	(1)	81%	(61)	75
Military HH: Yes	14%	(38)	6%	(16)	4%	(10)	6%	(15)	70%	(183)	262
Military HH: No	6%	(49)	8%	(64)	7%	(61)	6%	(48)	73%	(592)	813
2016 Vote: Democrat Hillary Clinton	9%	(40)	8%	(35)	6%	(24)	6%	(25)	70%	(292)	417
2016 Vote: Republican Donald Trump	8%	(39)	8%	(40)	6%	(29)	5%	(24)	72%	(346)	477
2016 Vote: Someone else	1%	(1)	4%	(4)	3%	(2)	8%	(7)	84%	(78)	92
2012 Vote: Barack Obama	11%	(55)	9%	(48)	7%	(36)	6%	(30)	67%	(346)	515
2012 Vote: Mitt Romney	6%	(24)	6%	(22)	5%	(21)	6%	(23)	77%	(312)	403
2012 Vote: Didn't Vote	5%	(6)	7%	(8)	9%	(11)	7%	(8)	72%	(84)	117

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**Table BRD1_8: How often do you use
Tumblr**

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	8%	(86)	7%	(80)	7%	(70)	6%	(63)	72%	(774)	1074
4-Region: Northeast	9%	(22)	8%	(18)	6%	(15)	6%	(14)	70%	(166)	236
4-Region: Midwest	3%	(7)	4%	(9)	7%	(17)	7%	(16)	78%	(175)	225
4-Region: South	9%	(32)	7%	(25)	7%	(26)	4%	(15)	72%	(253)	352
4-Region: West	9%	(25)	10%	(27)	5%	(12)	6%	(17)	69%	(180)	261
Trump: Fav	12%	(69)	10%	(55)	7%	(38)	5%	(29)	67%	(385)	576
Trump: Unfav	3%	(16)	5%	(22)	6%	(30)	7%	(33)	78%	(363)	463

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

Table BRD1_9: How often do you use Flickr

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	7%	(71)	7%	(70)	7%	(72)	6%	(60)	75%	(801)	1074
Gender: Male	9%	(56)	9%	(59)	7%	(45)	7%	(46)	67%	(418)	624
Gender: Female	3%	(14)	2%	(11)	6%	(27)	3%	(15)	85%	(384)	451
Age: 18-29	17%	(20)	12%	(14)	24%	(28)	9%	(10)	38%	(44)	116
Age: 30-44	16%	(47)	16%	(46)	10%	(28)	8%	(23)	49%	(141)	284
Age: 45-54	1%	(2)	5%	(10)	5%	(10)	5%	(10)	83%	(158)	190
Age: 55-64	—	(0)	—	(1)	3%	(6)	5%	(12)	91%	(198)	217
Age: 65+	1%	(2)	—	(0)	—	(0)	2%	(5)	98%	(261)	267
PID: Dem (no lean)	8%	(30)	7%	(27)	7%	(29)	5%	(21)	72%	(281)	387
PID: Ind (no lean)	2%	(6)	4%	(10)	5%	(12)	6%	(16)	84%	(224)	268
PID: Rep (no lean)	8%	(35)	8%	(33)	7%	(31)	6%	(24)	71%	(296)	419
PID/Gender: Dem Men	13%	(27)	11%	(22)	8%	(17)	7%	(14)	62%	(128)	208
PID/Gender: Dem Women	2%	(3)	3%	(5)	7%	(12)	4%	(6)	85%	(152)	179
PID/Gender: Ind Men	2%	(3)	5%	(9)	6%	(10)	8%	(13)	79%	(135)	170
PID/Gender: Ind Women	3%	(3)	1%	(1)	2%	(2)	2%	(2)	92%	(90)	98
PID/Gender: Rep Men	11%	(27)	11%	(27)	8%	(19)	7%	(18)	63%	(155)	246
PID/Gender: Rep Women	5%	(8)	3%	(6)	7%	(12)	3%	(6)	82%	(142)	174
Tea Party: Supporter	15%	(55)	14%	(53)	9%	(34)	6%	(22)	56%	(210)	374
Tea Party: Not Supporter	2%	(15)	2%	(17)	5%	(38)	6%	(38)	85%	(588)	695
Educ: < College	6%	(29)	5%	(26)	7%	(38)	5%	(26)	77%	(402)	521
Educ: Bachelors degree	6%	(20)	6%	(20)	5%	(15)	7%	(22)	77%	(250)	326
Educ: Post-grad	10%	(22)	11%	(24)	9%	(19)	5%	(12)	66%	(149)	227
Income: Under 50k	7%	(21)	8%	(24)	10%	(28)	6%	(16)	69%	(200)	289
Income: 50k-100k	7%	(32)	5%	(23)	6%	(27)	6%	(26)	77%	(369)	477
Income: 100k+	6%	(18)	8%	(23)	5%	(16)	6%	(18)	76%	(232)	308
Ethnicity: White	6%	(55)	6%	(50)	6%	(55)	5%	(46)	77%	(699)	905
Ethnicity: Hispanic	14%	(26)	17%	(33)	12%	(22)	8%	(16)	49%	(93)	190

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Table BRD1_9: How often do you use Flickr

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Investors	7%	(71)	7%	(70)	7%	(72)	6%	(60)	75%	(801)	1074
Ethnicity: Afr. Am.	10%	(9)	9%	(8)	10%	(9)	2%	(2)	70%	(64)	92
Ethnicity: Other	9%	(7)	15%	(12)	10%	(8)	16%	(12)	49%	(38)	77
Relig: Protestant	3%	(9)	5%	(17)	4%	(14)	5%	(15)	82%	(263)	319
Relig: Roman Catholic	8%	(29)	11%	(38)	6%	(21)	5%	(16)	70%	(241)	344
Relig: Ath./Agn./None	3%	(7)	3%	(5)	9%	(20)	6%	(13)	79%	(167)	212
Relig: Something Else	16%	(21)	7%	(9)	9%	(12)	8%	(11)	61%	(82)	135
Relig: Evangelical	12%	(34)	12%	(34)	8%	(22)	6%	(16)	63%	(184)	290
Relig: Non-Evang. Catholics	2%	(8)	5%	(22)	4%	(18)	5%	(21)	84%	(368)	437
Relig: All Christian	6%	(43)	8%	(56)	6%	(40)	5%	(37)	76%	(552)	728
Relig: All Non-Christian	8%	(28)	4%	(14)	9%	(32)	7%	(23)	72%	(250)	347
Community: Urban	14%	(45)	14%	(46)	8%	(25)	4%	(12)	60%	(190)	318
Community: Suburban	3%	(19)	3%	(18)	6%	(33)	7%	(39)	80%	(440)	548
Community: Rural	3%	(6)	3%	(7)	7%	(14)	4%	(9)	83%	(172)	208
Employ: Private Sector	9%	(46)	11%	(53)	8%	(43)	7%	(36)	65%	(325)	502
Employ: Government	19%	(15)	6%	(5)	8%	(6)	8%	(6)	60%	(48)	81
Employ: Self-Employed	5%	(5)	6%	(6)	6%	(6)	7%	(7)	75%	(73)	98
Employ: Retired	—	(0)	1%	(3)	—	(1)	2%	(6)	96%	(252)	263
Job Type: White-collar	7%	(48)	7%	(47)	6%	(41)	5%	(33)	74%	(469)	638
Job Type: Blue-collar	6%	(22)	6%	(23)	6%	(23)	6%	(23)	75%	(269)	360
Job Type: Don't Know	1%	(1)	—	(0)	10%	(7)	5%	(4)	84%	(63)	75
Military HH: Yes	14%	(37)	5%	(14)	5%	(12)	5%	(12)	71%	(187)	262
Military HH: No	4%	(34)	7%	(56)	7%	(60)	6%	(48)	76%	(615)	813
2016 Vote: Democrat Hillary Clinton	5%	(23)	8%	(32)	7%	(28)	7%	(27)	74%	(307)	417
2016 Vote: Republican Donald Trump	8%	(38)	6%	(31)	7%	(33)	4%	(19)	75%	(356)	477
2016 Vote: Someone else	—	(0)	3%	(3)	3%	(3)	8%	(7)	86%	(79)	92
2012 Vote: Barack Obama	8%	(43)	8%	(43)	6%	(32)	5%	(28)	72%	(370)	515
2012 Vote: Mitt Romney	6%	(25)	4%	(18)	5%	(20)	5%	(22)	79%	(319)	403
2012 Vote: Didn't Vote	2%	(2)	6%	(7)	15%	(18)	8%	(9)	69%	(81)	117

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Table BRD1_9: How often do you use Flickr

Demographic	Several times a day		About once a day		About once a week		About once a month or less often		I do not have an account		Total N
Investors	7%	(71)	7%	(70)	7%	(72)	6%	(60)	75%	(801)	1074
4-Region: Northeast	8%	(18)	7%	(15)	7%	(15)	6%	(14)	74%	(174)	236
4-Region: Midwest	3%	(6)	3%	(7)	6%	(14)	7%	(15)	81%	(183)	225
4-Region: South	7%	(24)	7%	(24)	5%	(19)	5%	(18)	76%	(267)	352
4-Region: West	9%	(23)	9%	(24)	9%	(24)	5%	(13)	68%	(177)	261
Trump: Fav	11%	(64)	9%	(49)	6%	(36)	4%	(23)	70%	(403)	576
Trump: Unfav	1%	(5)	4%	(17)	7%	(32)	7%	(34)	81%	(374)	463

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

Table BRD2: Do you plan to buy stock in Snap, Inc., also known as Snapchat, when it becomes public?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Investors	18%	(197)	63%	(678)	19%	(199)	1074
Gender: Male	25%	(156)	57%	(354)	18%	(114)	624
Gender: Female	9%	(41)	72%	(324)	19%	(85)	451
Age: 18-29	46%	(53)	42%	(49)	12%	(14)	116
Age: 30-44	41%	(115)	44%	(125)	16%	(44)	284
Age: 45-54	9%	(18)	68%	(129)	23%	(43)	190
Age: 55-64	4%	(8)	73%	(158)	23%	(50)	217
Age: 65+	1%	(3)	81%	(217)	18%	(47)	267
PID: Dem (no lean)	20%	(76)	61%	(236)	19%	(75)	387
PID: Ind (no lean)	10%	(26)	72%	(192)	19%	(50)	268
PID: Rep (no lean)	23%	(95)	60%	(250)	18%	(74)	419
PID/Gender: Dem Men	31%	(64)	52%	(109)	17%	(35)	208
PID/Gender: Dem Women	7%	(12)	71%	(127)	22%	(40)	179
PID/Gender: Ind Men	12%	(20)	67%	(114)	21%	(36)	170
PID/Gender: Ind Women	6%	(5)	80%	(78)	14%	(14)	98
PID/Gender: Rep Men	29%	(72)	53%	(131)	17%	(43)	246
PID/Gender: Rep Women	14%	(24)	68%	(119)	18%	(31)	174
Tea Party: Supporter	38%	(141)	48%	(178)	15%	(55)	374
Tea Party: Not Supporter	8%	(55)	71%	(497)	21%	(144)	695
Educ: < College	15%	(77)	64%	(336)	21%	(108)	521
Educ: Bachelors degree	19%	(61)	66%	(214)	15%	(51)	326
Educ: Post-grad	26%	(59)	56%	(127)	18%	(41)	227
Income: Under 50k	22%	(64)	61%	(178)	17%	(48)	289
Income: 50k-100k	17%	(82)	63%	(300)	20%	(95)	477
Income: 100k+	17%	(52)	65%	(200)	18%	(56)	308
Ethnicity: White	16%	(147)	65%	(593)	18%	(165)	905
Ethnicity: Hispanic	47%	(89)	35%	(67)	18%	(35)	190
Ethnicity: Afr. Am.	26%	(24)	51%	(47)	23%	(21)	92
Ethnicity: Other	33%	(25)	49%	(38)	18%	(14)	77

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Table BRD2: Do you plan to buy stock in Snap, Inc., also known as Snapchat, when it becomes public?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Investors	18%	(197)	63%	(678)	19%	(199)	1074
Relig: Protestant	13%	(41)	71%	(225)	17%	(53)	319
Relig: Roman Catholic	23%	(79)	61%	(212)	16%	(54)	344
Relig: Ath./Agn./None	13%	(27)	62%	(131)	26%	(54)	212
Relig: Something Else	28%	(37)	56%	(75)	16%	(22)	135
Relig: Evangelical	34%	(98)	51%	(148)	15%	(44)	290
Relig: Non-Evang. Catholics	8%	(35)	74%	(323)	18%	(80)	437
Relig: All Christian	18%	(133)	65%	(471)	17%	(123)	728
Relig: All Non-Christian	18%	(64)	60%	(207)	22%	(76)	347
Community: Urban	34%	(109)	54%	(172)	12%	(37)	318
Community: Suburban	13%	(72)	66%	(360)	21%	(116)	548
Community: Rural	8%	(16)	70%	(146)	22%	(47)	208
Employ: Private Sector	26%	(132)	56%	(281)	18%	(89)	502
Employ: Government	35%	(28)	55%	(44)	10%	(8)	81
Employ: Self-Employed	19%	(18)	55%	(54)	26%	(25)	98
Employ: Retired	1%	(2)	82%	(216)	17%	(45)	263
Job Type: White-collar	21%	(131)	63%	(402)	16%	(105)	638
Job Type: Blue-collar	16%	(58)	64%	(229)	20%	(73)	360
Job Type: Don't Know	10%	(8)	62%	(46)	28%	(21)	75
Military HH: Yes	29%	(76)	56%	(146)	15%	(40)	262
Military HH: No	15%	(121)	66%	(532)	20%	(159)	813
2016 Vote: Democrat Hillary Clinton	18%	(73)	64%	(266)	19%	(78)	417
2016 Vote: Republican Donald Trump	21%	(99)	60%	(287)	19%	(91)	477
2016 Vote: Someone else	5%	(5)	75%	(69)	20%	(19)	92
2012 Vote: Barack Obama	22%	(113)	60%	(308)	18%	(94)	515
2012 Vote: Mitt Romney	14%	(55)	69%	(278)	18%	(71)	403
2012 Vote: Didn't Vote	20%	(23)	58%	(67)	23%	(27)	117
4-Region: Northeast	21%	(51)	61%	(144)	18%	(42)	236
4-Region: Midwest	7%	(17)	72%	(162)	21%	(47)	225
4-Region: South	19%	(68)	61%	(213)	20%	(71)	352
4-Region: West	24%	(62)	61%	(159)	15%	(40)	261

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Table BRD2: Do you plan to buy stock in Snap, Inc., also known as Snapchat, when it becomes public?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Investors	18% (197)	63% (678)	19% (199)	1074
Trump: Fav	25% (144)	56% (323)	19% (109)	576
Trump: Unfav	11% (49)	71% (330)	18% (84)	463

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

Table BRD3_1: Do you think investing in the following would be a good investment or a bad investment?
Snap, Inc. (Snapchat)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Investors	35%	(380)	15%	(162)	49%	(532)	1074
Gender: Male	39%	(243)	18%	(109)	43%	(271)	624
Gender: Female	30%	(137)	12%	(53)	58%	(261)	451
Age: 18-29	63%	(73)	23%	(27)	13%	(16)	116
Age: 30-44	56%	(160)	18%	(50)	26%	(74)	284
Age: 45-54	34%	(65)	14%	(26)	52%	(98)	190
Age: 55-64	24%	(53)	13%	(27)	63%	(137)	217
Age: 65+	11%	(29)	12%	(31)	78%	(207)	267
PID: Dem (no lean)	41%	(158)	11%	(43)	48%	(187)	387
PID: Ind (no lean)	28%	(76)	16%	(42)	56%	(150)	268
PID: Rep (no lean)	35%	(147)	18%	(77)	46%	(195)	419
PID/Gender: Dem Men	49%	(101)	13%	(26)	39%	(81)	208
PID/Gender: Dem Women	31%	(56)	9%	(16)	59%	(106)	179
PID/Gender: Ind Men	27%	(46)	18%	(31)	54%	(92)	170
PID/Gender: Ind Women	30%	(30)	11%	(11)	58%	(57)	98
PID/Gender: Rep Men	39%	(96)	21%	(52)	40%	(98)	246
PID/Gender: Rep Women	29%	(51)	15%	(26)	56%	(97)	174
Tea Party: Supporter	46%	(171)	18%	(67)	36%	(136)	374
Tea Party: Not Supporter	30%	(208)	14%	(95)	57%	(393)	695
Educ: < College	33%	(173)	13%	(70)	53%	(278)	521
Educ: Bachelors degree	38%	(123)	16%	(52)	46%	(151)	326
Educ: Post-grad	37%	(84)	17%	(40)	45%	(103)	227
Income: Under 50k	38%	(110)	14%	(41)	48%	(138)	289
Income: 50k-100k	33%	(159)	15%	(73)	51%	(245)	477
Income: 100k+	36%	(111)	16%	(48)	48%	(149)	308
Ethnicity: White	32%	(291)	16%	(141)	52%	(473)	905
Ethnicity: Hispanic	59%	(112)	15%	(29)	26%	(49)	190
Ethnicity: Afr. Am.	56%	(52)	8%	(7)	36%	(33)	92

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Table BRD3_1: Do you think investing in the following would be a good investment or a bad investment?
Snap, Inc. (Snapchat)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Investors	35%	(380)	15%	(162)	49%	(532)	1074
Ethnicity: Other	48%	(37)	19%	(14)	33%	(25)	77
Relig: Protestant	25%	(79)	19%	(62)	56%	(178)	319
Relig: Roman Catholic	41%	(142)	12%	(42)	47%	(161)	344
Relig: Ath./Agn./None	35%	(73)	13%	(28)	52%	(110)	212
Relig: Something Else	46%	(62)	15%	(20)	39%	(53)	135
Relig: Evangelical	44%	(126)	15%	(43)	42%	(121)	290
Relig: Non-Evang. Catholics	27%	(119)	16%	(71)	57%	(247)	437
Relig: All Christian	34%	(245)	16%	(114)	51%	(369)	728
Relig: All Non-Christian	39%	(136)	14%	(48)	47%	(163)	347
Community: Urban	47%	(150)	17%	(54)	36%	(114)	318
Community: Suburban	32%	(177)	14%	(76)	54%	(295)	548
Community: Rural	25%	(53)	15%	(32)	59%	(123)	208
Employ: Private Sector	46%	(233)	16%	(78)	38%	(191)	502
Employ: Government	52%	(42)	18%	(14)	30%	(24)	81
Employ: Self-Employed	34%	(33)	18%	(18)	48%	(46)	98
Employ: Retired	13%	(34)	12%	(32)	75%	(196)	263
Job Type: White-collar	34%	(218)	17%	(111)	48%	(310)	638
Job Type: Blue-collar	39%	(140)	12%	(42)	50%	(179)	360
Job Type: Don't Know	30%	(23)	12%	(9)	58%	(43)	75
Military HH: Yes	37%	(96)	14%	(37)	49%	(129)	262
Military HH: No	35%	(285)	15%	(125)	50%	(403)	813
2016 Vote: Democrat Hillary Clinton	36%	(152)	14%	(57)	50%	(208)	417
2016 Vote: Republican Donald Trump	36%	(172)	16%	(77)	48%	(229)	477
2016 Vote: Someone else	25%	(23)	19%	(18)	56%	(51)	92
2012 Vote: Barack Obama	40%	(207)	13%	(68)	47%	(241)	515
2012 Vote: Mitt Romney	29%	(117)	17%	(68)	54%	(219)	403
2012 Vote: Didn't Vote	38%	(45)	15%	(17)	47%	(55)	117

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Table BRD3_1: Do you think investing in the following would be a good investment or a bad investment?
 Snap, Inc. (Snapchat)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Investors	35% (380)	15% (162)	49% (532)	1074
4-Region: Northeast	38% (91)	12% (28)	50% (117)	236
4-Region: Midwest	30% (67)	17% (38)	53% (119)	225
4-Region: South	33% (117)	16% (57)	51% (178)	352
4-Region: West	40% (106)	15% (39)	45% (117)	261
Trump: Fav	37% (215)	17% (96)	46% (265)	576
Trump: Unfav	33% (153)	14% (63)	53% (246)	463

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

**Table BRD3_2: Do you think investing in the following would be a good investment or a bad investment?
Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)**

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Investors	58%	(623)	14%	(150)	28%	(301)	1074
Gender: Male	60%	(377)	16%	(102)	23%	(145)	624
Gender: Female	55%	(247)	11%	(48)	35%	(156)	451
Age: 18-29	64%	(75)	22%	(25)	14%	(16)	116
Age: 30-44	67%	(191)	19%	(54)	14%	(39)	284
Age: 45-54	56%	(107)	12%	(24)	31%	(59)	190
Age: 55-64	58%	(125)	9%	(20)	33%	(71)	217
Age: 65+	47%	(126)	10%	(26)	43%	(115)	267
PID: Dem (no lean)	67%	(258)	8%	(31)	25%	(99)	387
PID: Ind (no lean)	53%	(141)	14%	(38)	33%	(89)	268
PID: Rep (no lean)	54%	(224)	19%	(81)	27%	(114)	419
PID/Gender: Dem Men	73%	(152)	9%	(18)	18%	(38)	208
PID/Gender: Dem Women	59%	(106)	7%	(13)	34%	(60)	179
PID/Gender: Ind Men	50%	(85)	17%	(28)	33%	(56)	170
PID/Gender: Ind Women	57%	(56)	10%	(9)	33%	(32)	98
PID/Gender: Rep Men	57%	(139)	23%	(56)	21%	(51)	246
PID/Gender: Rep Women	49%	(85)	15%	(25)	36%	(63)	174
Tea Party: Supporter	62%	(233)	18%	(69)	19%	(72)	374
Tea Party: Not Supporter	56%	(388)	12%	(81)	33%	(226)	695
Educ: < College	56%	(294)	13%	(67)	31%	(160)	521
Educ: Bachelors degree	60%	(197)	14%	(47)	25%	(83)	326
Educ: Post-grad	58%	(133)	16%	(36)	26%	(58)	227
Income: Under 50k	57%	(166)	13%	(38)	29%	(85)	289
Income: 50k-100k	58%	(278)	13%	(62)	29%	(137)	477
Income: 100k+	58%	(179)	16%	(49)	26%	(79)	308
Ethnicity: White	56%	(505)	14%	(131)	30%	(269)	905
Ethnicity: Hispanic	60%	(114)	21%	(39)	20%	(37)	190
Ethnicity: Afr. Am.	77%	(71)	7%	(6)	17%	(16)	92

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Table BRD3_2: Do you think investing in the following would be a good investment or a bad investment?
 Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Investors	58% (623)	14% (150)	28% (301)	1074
Ethnicity: Other	62% (47)	17% (13)	22% (17)	77
Relig: Protestant	52% (167)	16% (51)	32% (101)	319
Relig: Roman Catholic	59% (205)	14% (49)	26% (91)	344
Relig: Ath./Agn./None	58% (124)	11% (24)	30% (64)	212
Relig: Something Else	68% (91)	12% (16)	20% (27)	135
Relig: Evangelical	60% (175)	17% (49)	23% (66)	290
Relig: Non-Evang. Catholics	53% (233)	14% (61)	33% (144)	437
Relig: All Christian	56% (408)	15% (110)	29% (210)	728
Relig: All Non-Christian	62% (215)	12% (40)	26% (91)	347
Community: Urban	63% (201)	16% (49)	21% (68)	318
Community: Suburban	56% (310)	13% (73)	30% (166)	548
Community: Rural	54% (113)	13% (28)	33% (68)	208
Employ: Private Sector	63% (317)	16% (78)	21% (107)	502
Employ: Government	68% (55)	16% (13)	16% (13)	81
Employ: Self-Employed	58% (57)	15% (15)	26% (26)	98
Employ: Retired	47% (124)	12% (31)	41% (107)	263
Job Type: White-collar	58% (373)	16% (100)	26% (166)	638
Job Type: Blue-collar	61% (221)	12% (42)	27% (98)	360
Job Type: Don't Know	39% (30)	11% (8)	50% (38)	75
Military HH: Yes	57% (150)	16% (42)	27% (70)	262
Military HH: No	58% (473)	13% (108)	28% (231)	813
2016 Vote: Democrat Hillary Clinton	63% (261)	11% (45)	27% (111)	417
2016 Vote: Republican Donald Trump	54% (258)	17% (82)	29% (136)	477
2016 Vote: Someone else	54% (50)	11% (10)	34% (32)	92
2012 Vote: Barack Obama	62% (319)	13% (67)	25% (129)	515
2012 Vote: Mitt Romney	54% (218)	14% (57)	32% (129)	403
2012 Vote: Didn't Vote	58% (67)	15% (18)	27% (32)	117

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Table BRD3_2: Do you think investing in the following would be a good investment or a bad investment?
Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Investors	58% (623)	14% (150)	28% (301)	1074
4-Region: Northeast	59% (139)	16% (37)	25% (60)	236
4-Region: Midwest	52% (118)	15% (34)	32% (73)	225
4-Region: South	59% (206)	13% (45)	29% (101)	352
4-Region: West	61% (160)	13% (34)	26% (67)	261
Trump: Fav	59% (337)	16% (92)	26% (147)	576
Trump: Unfav	58% (267)	12% (55)	30% (140)	463

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

Table BRD3_3: Do you think investing in the following would be a good investment or a bad investment?
 Twitter, Inc. (Twitter)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Investors	43%	(458)	18%	(199)	39%	(418)	1074
Gender: Male	47%	(295)	22%	(136)	31%	(192)	624
Gender: Female	36%	(163)	14%	(62)	50%	(226)	451
Age: 18-29	67%	(78)	21%	(24)	12%	(14)	116
Age: 30-44	58%	(164)	23%	(65)	20%	(56)	284
Age: 45-54	44%	(84)	19%	(36)	37%	(70)	190
Age: 55-64	31%	(68)	19%	(41)	50%	(108)	217
Age: 65+	24%	(64)	12%	(33)	64%	(170)	267
PID: Dem (no lean)	51%	(197)	14%	(53)	35%	(137)	387
PID: Ind (no lean)	36%	(98)	19%	(51)	44%	(119)	268
PID: Rep (no lean)	39%	(163)	22%	(94)	39%	(162)	419
PID/Gender: Dem Men	58%	(120)	19%	(39)	24%	(49)	208
PID/Gender: Dem Women	43%	(77)	8%	(14)	49%	(88)	179
PID/Gender: Ind Men	36%	(61)	21%	(36)	43%	(72)	170
PID/Gender: Ind Women	37%	(36)	16%	(16)	47%	(46)	98
PID/Gender: Rep Men	46%	(113)	25%	(62)	29%	(71)	246
PID/Gender: Rep Women	29%	(50)	19%	(32)	53%	(91)	174
Tea Party: Supporter	51%	(191)	19%	(72)	30%	(111)	374
Tea Party: Not Supporter	38%	(266)	18%	(126)	44%	(304)	695
Educ: < College	41%	(211)	16%	(84)	43%	(225)	521
Educ: Bachelors degree	44%	(143)	19%	(63)	37%	(120)	326
Educ: Post-grad	45%	(103)	23%	(51)	32%	(72)	227
Income: Under 50k	49%	(141)	16%	(46)	36%	(103)	289
Income: 50k-100k	43%	(206)	17%	(82)	40%	(189)	477
Income: 100k+	36%	(111)	23%	(70)	41%	(127)	308
Ethnicity: White	39%	(357)	20%	(178)	41%	(370)	905
Ethnicity: Hispanic	59%	(113)	18%	(34)	22%	(43)	190
Ethnicity: Afr. Am.	66%	(61)	8%	(7)	26%	(24)	92

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Table BRD3_3: Do you think investing in the following would be a good investment or a bad investment?

Twitter, Inc. (Twitter)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Investors	43% (458)	18% (199)	39% (418)	1074
Ethnicity: Other	52% (40)	17% (13)	31% (24)	77
Relig: Protestant	35% (111)	21% (66)	44% (142)	319
Relig: Roman Catholic	44% (153)	18% (62)	38% (129)	344
Relig: Ath./Agn./None	44% (94)	16% (35)	40% (84)	212
Relig: Something Else	55% (74)	18% (25)	26% (35)	135
Relig: Evangelical	48% (139)	18% (51)	34% (100)	290
Relig: Non-Evang. Catholics	34% (151)	20% (88)	46% (199)	437
Relig: All Christian	40% (290)	19% (139)	41% (299)	728
Relig: All Non-Christian	48% (168)	17% (59)	34% (119)	347
Community: Urban	55% (174)	20% (63)	25% (80)	318
Community: Suburban	39% (214)	18% (97)	43% (237)	548
Community: Rural	33% (69)	18% (38)	48% (101)	208
Employ: Private Sector	51% (257)	20% (102)	28% (142)	502
Employ: Government	59% (48)	20% (16)	21% (17)	81
Employ: Self-Employed	42% (41)	20% (20)	38% (37)	98
Employ: Retired	26% (69)	14% (38)	59% (156)	263
Job Type: White-collar	43% (277)	19% (124)	37% (238)	638
Job Type: Blue-collar	43% (156)	18% (64)	39% (140)	360
Job Type: Don't Know	33% (25)	14% (11)	53% (40)	75
Military HH: Yes	46% (120)	16% (41)	39% (101)	262
Military HH: No	42% (338)	19% (158)	39% (317)	813
2016 Vote: Democrat Hillary Clinton	46% (191)	16% (66)	38% (160)	417
2016 Vote: Republican Donald Trump	41% (193)	20% (94)	40% (190)	477
2016 Vote: Someone else	34% (31)	28% (26)	38% (35)	92
2012 Vote: Barack Obama	48% (248)	17% (85)	35% (182)	515
2012 Vote: Mitt Romney	34% (137)	20% (82)	46% (185)	403
2012 Vote: Didn't Vote	51% (59)	18% (21)	32% (37)	117

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Table BRD3_3: Do you think investing in the following would be a good investment or a bad investment?

Twitter, Inc. (Twitter)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Investors	43% (458)	18% (199)	39% (418)	1074
4-Region: Northeast	44% (103)	19% (44)	37% (88)	236
4-Region: Midwest	38% (85)	20% (44)	43% (96)	225
4-Region: South	43% (150)	20% (69)	38% (132)	352
4-Region: West	46% (119)	16% (41)	39% (101)	261
Trump: Fav	44% (254)	19% (107)	37% (215)	576
Trump: Unfav	41% (190)	19% (87)	40% (185)	463

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

Table BRD3_4: Do you think investing in the following would be a good investment or a bad investment?
Yahoo, Inc. (Flickr, Tumblr)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Investors	39%	(422)	25%	(267)	36%	(385)	1074
Gender: Male	42%	(265)	29%	(183)	28%	(175)	624
Gender: Female	35%	(157)	19%	(84)	47%	(210)	451
Age: 18-29	58%	(67)	29%	(33)	14%	(16)	116
Age: 30-44	55%	(155)	27%	(77)	18%	(52)	284
Age: 45-54	35%	(67)	29%	(56)	36%	(68)	190
Age: 55-64	36%	(77)	22%	(48)	42%	(92)	217
Age: 65+	21%	(56)	20%	(53)	59%	(159)	267
PID: Dem (no lean)	43%	(168)	22%	(86)	34%	(133)	387
PID: Ind (no lean)	31%	(82)	27%	(73)	42%	(112)	268
PID: Rep (no lean)	41%	(172)	26%	(107)	33%	(140)	419
PID/Gender: Dem Men	50%	(104)	26%	(54)	24%	(50)	208
PID/Gender: Dem Women	36%	(65)	18%	(32)	46%	(83)	179
PID/Gender: Ind Men	29%	(48)	35%	(59)	37%	(63)	170
PID/Gender: Ind Women	34%	(34)	15%	(15)	50%	(49)	98
PID/Gender: Rep Men	46%	(113)	29%	(70)	25%	(62)	246
PID/Gender: Rep Women	34%	(59)	21%	(37)	45%	(78)	174
Tea Party: Supporter	50%	(187)	23%	(86)	27%	(101)	374
Tea Party: Not Supporter	34%	(233)	26%	(180)	40%	(282)	695
Educ: < College	40%	(208)	21%	(108)	39%	(205)	521
Educ: Bachelors degree	37%	(121)	29%	(95)	34%	(110)	326
Educ: Post-grad	41%	(93)	28%	(64)	31%	(70)	227
Income: Under 50k	47%	(136)	21%	(61)	32%	(93)	289
Income: 50k-100k	38%	(183)	23%	(111)	38%	(183)	477
Income: 100k+	33%	(103)	31%	(95)	36%	(110)	308
Ethnicity: White	36%	(330)	26%	(232)	38%	(344)	905
Ethnicity: Hispanic	58%	(110)	21%	(41)	21%	(40)	190
Ethnicity: Afr. Am.	55%	(51)	17%	(15)	28%	(26)	92

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Table BRD3_4: Do you think investing in the following would be a good investment or a bad investment?
 Yahoo, Inc. (Flickr, Tumblr)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Investors	39% (422)	25% (267)	36% (385)	1074
Ethnicity: Other	54% (41)	26% (20)	21% (16)	77
Relig: Protestant	32% (103)	26% (83)	42% (133)	319
Relig: Roman Catholic	42% (144)	22% (77)	36% (123)	344
Relig: Ath./Agn./None	38% (80)	28% (60)	34% (73)	212
Relig: Something Else	49% (66)	23% (32)	27% (37)	135
Relig: Evangelical	47% (137)	25% (72)	28% (81)	290
Relig: Non-Evang. Catholics	32% (138)	24% (104)	45% (195)	437
Relig: All Christian	38% (276)	24% (176)	38% (276)	728
Relig: All Non-Christian	42% (146)	26% (91)	32% (109)	347
Community: Urban	48% (151)	28% (89)	24% (77)	318
Community: Suburban	36% (199)	24% (133)	39% (216)	548
Community: Rural	34% (71)	21% (45)	44% (92)	208
Employ: Private Sector	45% (227)	26% (132)	28% (143)	502
Employ: Government	58% (47)	22% (18)	20% (16)	81
Employ: Self-Employed	45% (44)	27% (27)	28% (27)	98
Employ: Retired	22% (59)	24% (63)	54% (141)	263
Job Type: White-collar	38% (242)	28% (176)	35% (221)	638
Job Type: Blue-collar	45% (161)	20% (71)	36% (128)	360
Job Type: Don't Know	25% (19)	26% (20)	48% (36)	75
Military HH: Yes	44% (115)	21% (54)	36% (93)	262
Military HH: No	38% (308)	26% (213)	36% (292)	813
2016 Vote: Democrat Hillary Clinton	39% (161)	25% (105)	36% (151)	417
2016 Vote: Republican Donald Trump	39% (185)	25% (117)	37% (175)	477
2016 Vote: Someone else	37% (34)	26% (24)	36% (34)	92
2012 Vote: Barack Obama	43% (223)	23% (121)	33% (172)	515
2012 Vote: Mitt Romney	33% (132)	27% (107)	41% (164)	403
2012 Vote: Didn't Vote	47% (54)	22% (26)	31% (36)	117

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Table BRD3_4: Do you think investing in the following would be a good investment or a bad investment?
Yahoo, Inc. (Flickr, Tumblr)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Investors	39% (422)	25% (267)	36% (385)	1074
4-Region: Northeast	38% (89)	28% (65)	35% (82)	236
4-Region: Midwest	32% (72)	26% (59)	42% (94)	225
4-Region: South	41% (144)	24% (83)	36% (125)	352
4-Region: West	45% (117)	23% (60)	32% (85)	261
Trump: Fav	43% (250)	23% (135)	33% (191)	576
Trump: Unfav	35% (160)	28% (128)	38% (175)	463

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

Table BRD3_5: Do you think investing in the following would be a good investment or a bad investment?
 Alphabet, Inc. (Google)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Investors	47%	(500)	11%	(116)	43%	(458)	1074
Gender: Male	55%	(341)	13%	(83)	32%	(199)	624
Gender: Female	35%	(160)	7%	(33)	57%	(259)	451
Age: 18-29	59%	(68)	26%	(30)	15%	(18)	116
Age: 30-44	64%	(181)	13%	(37)	23%	(67)	284
Age: 45-54	44%	(84)	8%	(15)	48%	(91)	190
Age: 55-64	40%	(86)	8%	(17)	52%	(113)	217
Age: 65+	30%	(81)	6%	(17)	63%	(169)	267
PID: Dem (no lean)	50%	(192)	9%	(37)	41%	(159)	387
PID: Ind (no lean)	42%	(113)	10%	(28)	47%	(127)	268
PID: Rep (no lean)	47%	(196)	12%	(52)	41%	(172)	419
PID/Gender: Dem Men	59%	(122)	12%	(24)	29%	(61)	208
PID/Gender: Dem Women	39%	(69)	7%	(12)	54%	(98)	179
PID/Gender: Ind Men	48%	(81)	12%	(20)	40%	(68)	170
PID/Gender: Ind Women	32%	(32)	8%	(8)	60%	(58)	98
PID/Gender: Rep Men	56%	(137)	16%	(39)	28%	(70)	246
PID/Gender: Rep Women	34%	(59)	7%	(13)	59%	(102)	174
Tea Party: Supporter	51%	(192)	15%	(57)	33%	(125)	374
Tea Party: Not Supporter	44%	(306)	9%	(59)	48%	(331)	695
Educ: < College	41%	(211)	11%	(55)	49%	(255)	521
Educ: Bachelors degree	52%	(171)	10%	(31)	38%	(124)	326
Educ: Post-grad	52%	(118)	13%	(30)	35%	(79)	227
Income: Under 50k	47%	(136)	13%	(37)	40%	(116)	289
Income: 50k-100k	43%	(205)	10%	(49)	47%	(223)	477
Income: 100k+	52%	(160)	10%	(29)	39%	(119)	308
Ethnicity: White	45%	(403)	11%	(97)	45%	(405)	905
Ethnicity: Hispanic	52%	(99)	17%	(33)	31%	(59)	190
Ethnicity: Afr. Am.	57%	(52)	12%	(11)	31%	(29)	92

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Table BRD3_5: Do you think investing in the following would be a good investment or a bad investment?
Alphabet, Inc. (Google)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Investors	47%	(500)	11%	(116)	43%	(458)	1074
Ethnicity: Other	59%	(45)	10%	(8)	31%	(24)	77
Relig: Protestant	41%	(130)	13%	(42)	46%	(147)	319
Relig: Roman Catholic	50%	(171)	10%	(35)	40%	(139)	344
Relig: Ath./Agn./None	45%	(95)	8%	(16)	48%	(101)	212
Relig: Something Else	59%	(79)	11%	(15)	30%	(40)	135
Relig: Evangelical	52%	(150)	14%	(40)	34%	(100)	290
Relig: Non-Evang. Catholics	40%	(176)	10%	(45)	50%	(217)	437
Relig: All Christian	45%	(327)	12%	(84)	44%	(317)	728
Relig: All Non-Christian	50%	(174)	9%	(32)	41%	(141)	347
Community: Urban	57%	(180)	15%	(48)	28%	(89)	318
Community: Suburban	46%	(254)	7%	(41)	46%	(253)	548
Community: Rural	32%	(66)	13%	(27)	55%	(115)	208
Employ: Private Sector	55%	(277)	11%	(53)	34%	(172)	502
Employ: Government	54%	(44)	15%	(12)	31%	(25)	81
Employ: Self-Employed	50%	(49)	15%	(15)	34%	(34)	98
Employ: Retired	32%	(84)	7%	(19)	60%	(159)	263
Job Type: White-collar	49%	(312)	11%	(70)	40%	(256)	638
Job Type: Blue-collar	46%	(167)	10%	(35)	44%	(159)	360
Job Type: Don't Know	28%	(21)	15%	(12)	56%	(43)	75
Military HH: Yes	48%	(127)	13%	(33)	39%	(102)	262
Military HH: No	46%	(374)	10%	(83)	44%	(356)	813
2016 Vote: Democrat Hillary Clinton	48%	(202)	10%	(42)	41%	(173)	417
2016 Vote: Republican Donald Trump	43%	(206)	11%	(55)	45%	(216)	477
2016 Vote: Someone else	50%	(46)	6%	(5)	44%	(40)	92
2012 Vote: Barack Obama	51%	(261)	10%	(54)	39%	(200)	515
2012 Vote: Mitt Romney	43%	(175)	9%	(37)	47%	(191)	403
2012 Vote: Didn't Vote	38%	(45)	17%	(20)	45%	(52)	117

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Table BRD3_5: Do you think investing in the following would be a good investment or a bad investment?*Alphabet, Inc. (Google)*

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Investors	47%	(500)	11%	(116)	43%	(458)	1074
4-Region: Northeast	49%	(116)	10%	(23)	41%	(97)	236
4-Region: Midwest	39%	(87)	13%	(29)	48%	(109)	225
4-Region: South	44%	(156)	13%	(45)	43%	(151)	352
4-Region: West	54%	(141)	7%	(19)	39%	(101)	261
Trump: Fav	49%	(280)	11%	(64)	40%	(232)	576
Trump: Unfav	45%	(209)	10%	(48)	44%	(205)	463

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

Table BRD4: Which of the following would you most prefer to invest in?

Demographic	Snap, Inc. (Snapchat)	Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)	Twitter, Inc. (Twitter)	Yahoo, Inc. (Flickr, Tumblr)	Alphabet, Inc. (Google)	Don't Know / No Opinion	Total N
Investors	8% (84)	39% (422)	7% (78)	5% (56)	19% (202)	22% (234)	1074
Gender: Male	7% (41)	42% (261)	9% (54)	5% (31)	23% (141)	15% (96)	624
Gender: Female	9% (43)	36% (161)	5% (24)	5% (25)	13% (61)	31% (138)	451
Age: 18-29	18% (21)	48% (56)	9% (10)	3% (4)	16% (19)	6% (7)	116
Age: 30-44	11% (30)	46% (130)	10% (28)	4% (13)	23% (64)	7% (19)	284
Age: 45-54	8% (16)	35% (66)	8% (15)	9% (18)	19% (36)	21% (39)	190
Age: 55-64	4% (10)	38% (82)	4% (8)	7% (16)	17% (36)	30% (65)	217
Age: 65+	3% (7)	33% (89)	6% (16)	2% (5)	17% (47)	39% (103)	267
PID: Dem (no lean)	8% (31)	43% (165)	9% (36)	5% (18)	16% (63)	19% (75)	387
PID: Ind (no lean)	4% (12)	35% (93)	5% (13)	4% (10)	25% (68)	27% (72)	268
PID: Rep (no lean)	10% (42)	39% (164)	7% (28)	7% (28)	17% (71)	21% (86)	419
PID/Gender: Dem Men	6% (12)	48% (100)	11% (22)	5% (11)	17% (36)	13% (27)	208
PID/Gender: Dem Women	10% (18)	36% (65)	8% (14)	4% (7)	15% (27)	27% (48)	179
PID/Gender: Ind Men	5% (8)	32% (55)	7% (11)	3% (5)	30% (52)	23% (38)	170
PID/Gender: Ind Women	4% (4)	39% (38)	2% (2)	4% (4)	17% (16)	34% (33)	98
PID/Gender: Rep Men	8% (21)	43% (106)	8% (20)	6% (15)	22% (54)	12% (30)	246
PID/Gender: Rep Women	12% (21)	34% (58)	5% (8)	8% (13)	10% (17)	32% (56)	174
Tea Party: Supporter	10% (37)	42% (158)	9% (32)	7% (26)	16% (58)	17% (63)	374
Tea Party: Not Supporter	7% (47)	38% (261)	7% (46)	4% (30)	20% (143)	24% (169)	695
Educ: < College	8% (42)	39% (204)	7% (36)	6% (31)	14% (74)	26% (134)	521
Educ: Bachelors degree	9% (30)	39% (129)	7% (24)	4% (13)	22% (73)	18% (57)	326
Educ: Post-grad	5% (11)	39% (89)	8% (17)	5% (12)	24% (54)	19% (43)	227
Income: Under 50k	7% (20)	43% (124)	8% (22)	6% (19)	14% (40)	22% (64)	289
Income: 50k-100k	7% (33)	41% (193)	7% (35)	4% (20)	18% (88)	22% (107)	477
Income: 100k+	10% (30)	34% (105)	6% (20)	5% (17)	24% (73)	20% (62)	308
Ethnicity: White	7% (65)	37% (339)	7% (64)	5% (48)	20% (178)	23% (211)	905

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Table BRD4: Which of the following would you most prefer to invest in?

Demographic	Snap, Inc. (Snapchat)		Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)		Twitter, Inc. (Twitter)		Yahoo, Inc. (Flickr, Tumblr)		Alphabet, Inc. (Google)		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Investors	8%	(84)	39%	(422)	7%	(78)	5%	(56)	19%	(202)	22%	(234)	1074
Ethnicity: Hispanic	16%	(30)	40%	(76)	8%	(15)	8%	(15)	16%	(31)	13%	(24)	190
Ethnicity: Afr. Am.	5%	(5)	58%	(53)	11%	(10)	3%	(3)	8%	(7)	15%	(14)	92
Ethnicity: Other	18%	(14)	39%	(30)	4%	(3)	6%	(5)	22%	(17)	11%	(9)	77
Relig: Protestant	6%	(18)	35%	(110)	8%	(26)	4%	(14)	21%	(68)	26%	(83)	319
Relig: Roman Catholic	9%	(32)	40%	(139)	7%	(25)	6%	(22)	16%	(56)	21%	(71)	344
Relig: Ath./Agn./None	6%	(12)	38%	(81)	8%	(17)	5%	(12)	21%	(45)	21%	(45)	212
Relig: Something Else	10%	(14)	47%	(64)	5%	(7)	4%	(5)	18%	(24)	15%	(20)	135
Relig: Evangelical	10%	(28)	40%	(117)	7%	(21)	5%	(14)	19%	(56)	18%	(53)	290
Relig: Non-Evang. Catholics	7%	(29)	37%	(160)	7%	(33)	6%	(25)	17%	(76)	26%	(115)	437
Relig: All Christian	8%	(57)	38%	(277)	7%	(54)	5%	(39)	18%	(132)	23%	(168)	728
Relig: All Non-Christian	8%	(26)	42%	(145)	7%	(24)	5%	(17)	20%	(70)	19%	(66)	347
Community: Urban	10%	(32)	43%	(138)	9%	(28)	6%	(19)	18%	(57)	14%	(44)	318
Community: Suburban	7%	(41)	37%	(201)	7%	(38)	5%	(26)	22%	(119)	23%	(124)	548
Community: Rural	5%	(11)	40%	(84)	6%	(12)	5%	(11)	12%	(25)	32%	(66)	208
Employ: Private Sector	10%	(48)	41%	(206)	6%	(33)	6%	(31)	21%	(106)	16%	(78)	502
Employ: Government	13%	(11)	49%	(39)	5%	(4)	4%	(3)	18%	(15)	11%	(9)	81
Employ: Self-Employed	8%	(8)	49%	(48)	9%	(9)	4%	(4)	17%	(16)	14%	(13)	98
Employ: Retired	3%	(7)	32%	(85)	7%	(18)	4%	(10)	16%	(42)	38%	(100)	263
Job Type: White-collar	9%	(58)	37%	(236)	7%	(47)	5%	(34)	22%	(141)	19%	(123)	638
Job Type: Blue-collar	5%	(19)	47%	(168)	7%	(25)	5%	(19)	14%	(52)	21%	(77)	360
Job Type: Don't Know	9%	(7)	24%	(18)	7%	(6)	2%	(2)	12%	(9)	44%	(33)	75
Military HH: Yes	6%	(16)	43%	(112)	8%	(22)	4%	(11)	17%	(46)	21%	(55)	262
Military HH: No	8%	(68)	38%	(310)	7%	(56)	5%	(45)	19%	(156)	22%	(178)	813
2016 Vote: Democrat Hillary Clinton	7%	(30)	41%	(169)	8%	(35)	4%	(15)	19%	(79)	21%	(88)	417
2016 Vote: Republican Donald Trump	9%	(42)	38%	(182)	6%	(30)	6%	(29)	17%	(79)	24%	(115)	477
2016 Vote: Someone else	2%	(1)	35%	(32)	5%	(5)	7%	(7)	28%	(26)	23%	(21)	92

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Table BRD4: Which of the following would you most prefer to invest in?

Demographic	Snap, Inc. (Snapchat)	Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)	Twitter, Inc. (Twitter)	Yahoo, Inc. (Flickr, Tumblr)	Alphabet, Inc. (Google)	Don't Know / No Opinion	Total N
Investors	8% (84)	39% (422)	7% (78)	5% (56)	19% (202)	22% (234)	1074
2012 Vote: Barack Obama	8% (39)	42% (218)	8% (41)	5% (26)	19% (97)	18% (94)	515
2012 Vote: Mitt Romney	8% (30)	36% (145)	6% (23)	6% (24)	18% (73)	27% (108)	403
2012 Vote: Didn't Vote	8% (10)	40% (47)	10% (12)	3% (4)	17% (20)	21% (25)	117
4-Region: Northeast	11% (25)	40% (93)	8% (19)	4% (10)	17% (41)	20% (47)	236
4-Region: Midwest	4% (9)	37% (84)	7% (16)	7% (17)	17% (39)	27% (61)	225
4-Region: South	8% (27)	39% (136)	9% (33)	3% (12)	20% (70)	21% (74)	352
4-Region: West	9% (23)	42% (109)	4% (10)	7% (17)	20% (51)	20% (51)	261
Trump: Fav	9% (54)	40% (231)	6% (34)	6% (37)	17% (95)	22% (125)	576
Trump: Unfav	6% (29)	38% (176)	9% (42)	4% (18)	22% (100)	21% (97)	463

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Investors	1074	100%
xdemGender	Gender: Male	624	58%
	Gender: Female	451	42%
	N	1074	
age5	Age: 18-29	116	11%
	Age: 30-44	284	26%
	Age: 45-54	190	18%
	Age: 55-64	217	20%
	Age: 65+	267	25%
	N	1074	
xpid3	PID: Dem (no lean)	387	36%
	PID: Ind (no lean)	268	25%
	PID: Rep (no lean)	419	39%
	N	1074	
xpidGender	PID/Gender: Dem Men	208	19%
	PID/Gender: Dem Women	179	17%
	PID/Gender: Ind Men	170	16%
	PID/Gender: Ind Women	98	9%
	PID/Gender: Rep Men	246	23%
	PID/Gender: Rep Women	174	16%
	N	1074	
xdemTea	Tea Party: Supporter	374	35%
	Tea Party: Not Supporter	695	65%
	N	1069	
xeduc3	Educ: < College	521	49%
	Educ: Bachelors degree	326	30%
	Educ: Post-grad	227	21%
	N	1074	
xdemInc3	Income: Under 50k	289	27%
	Income: 50k-100k	477	44%
	Income: 100k+	308	29%
	N	1074	
xdemWhite	Ethnicity: White	905	84%
xdemHispBin	Ethnicity: Hispanic	190	18%

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Afr. Am.	92	9%
demRaceOther	Ethnicity: Other	77	7%
xrelNet	Relig: Protestant	319	30%
	Relig: Roman Catholic	344	32%
	Relig: Ath./Agn./None	212	20%
	Relig: Something Else	135	13%
	N	1010	
xreligion1	Relig: Jewish	40	4%
xreligion2	Relig: Evangelical	290	27%
	Relig: Non-Evang. Catholics	437	41%
	N	728	
xreligion3	Relig: All Christian	728	68%
	Relig: All Non-Christian	347	32%
	N	1074	
xdemUsr	Community: Urban	318	30%
	Community: Suburban	548	51%
	Community: Rural	208	19%
	N	1074	
xdemEmploy	Employ: Private Sector	502	47%
	Employ: Government	81	8%
	Employ: Self-Employed	98	9%
	Employ: Homemaker	44	4%
	Employ: Student	17	2%
	Employ: Retired	263	24%
	Employ: Unemployed	27	3%
	Employ: Other	43	4%
	N	1074	
xdemJobStatus	Job Type: White-collar	638	59%
	Job Type: Blue-collar	360	34%
	Job Type: Don't Know	75	7%
	N	1074	
xdemMilHH1	Military HH: Yes	262	24%
	Military HH: No	813	76%
	N	1074	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	417	39%
	2016 Vote: Republican Donald Trump	477	44%
	2016 Vote: Someone else	92	9%
	N	986	
xsubVote12O	2012 Vote: Barack Obama	515	48%
	2012 Vote: Mitt Romney	403	38%
	2012 Vote: Other	36	3%
	2012 Vote: Didn't Vote	117	11%
	N	1072	
xreg4	4-Region: Northeast	236	22%
	4-Region: Midwest	225	21%
	4-Region: South	352	33%
	4-Region: West	261	24%
	N	1074	
Trump_Fav	Trump: Fav	576	54%
	Trump: Unfav	463	43%
	Trump: DK/NO	36	3%
	N	1074	

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

