# MORNING CONSULT

Morning Consult
National Tracking Poll #170301
March 02-06, 2017

Crosstabulation Results

Methodology:
This poll was conducted from March 02-06, 2017, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Table Index

# Crosstabulation Results by Respondent Demographics

**Table BRD1:** *To the best of your knowledge, which movie won the Oscar for Best Picture?*

| Demographic | Arrival | Fences | Hacksaw Ridge | Hell or High Water | Hidden Figures | La La Land | Lion | Manchester by the Sea | Moonlight | Don't Know / No Opinion | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 1% (27) | 2% (34) | 3% (60) | 2% (41) | 3% (58) | 11% (241) | 1% (21) | 3% (59) | 56% (1222) | 20% (437) | 2200 |
| Gender: Male | 1% (13) | 2% (21) | 5% (49) | 2% (23) | 2% (18) | 11% (114) | 2% (17) | 4% (37) | 54% (568) | 19% (198) | 1059 |
| Gender: Female | 1% (14) | 1% (13) | 1% (10) | 2% (18) | 4% (40) | 11% (127) | — (4) | 2% (22) | 57% (655) | 21% (239) | 1141 |
| Age: 18-29 | 2% (7) | 3% (10) | 5% (19) | 2% (7) | 6% (27) | 12% (49) | 3% (11) | 3% (14) | 43% (182) | 22% (93) | 419 |
| Age: 30-44 | 2% (14) | 2% (10) | 4% (26) | 3% (17) | 3% (18) | 13% (77) | 1% (9) | 2% (13) | 54% (330) | 17% (103) | 616 |
| Age: 45-54 | 1% (3) | 2% (9) | 2% (9) | 2% (6) | 2% (6) | 11% (38) | — (0) | 5% (16) | 49% (177) | 26% (94) | 357 |
| Age: 55-64 | — (1) | 1% (3) | 1% (3) | 1% (4) | — (2) | 9% (38) | — (1) | 3% (11) | 63% (258) | 22% (89) | 410 |
| Age: 65+ | 1% (3) | — (1) | 1% (3) | 2% (6) | 1% (6) | 10% (39) | — (0) | 1% (5) | 69% (276) | 15% (59) | 398 |
| PID: Dem (no lean) | 1% (10) | 2% (14) | 2% (13) | 2% (18) | 4% (31) | 10% (77) | 1% (5) | 3% (23) | 60% (452) | 15% (112) | 755 |
| PID: Ind (no lean) | 1% (5) | 1% (7) | 3% (19) | 1% (6) | 3% (20) | 10% (75) | 1% (9) | 2% (17) | 54% (386) | 24% (174) | 720 |
| PID: Rep (no lean) | 2% (13) | 2% (12) | 4% (27) | 2% (17) | 1% (7) | 12% (89) | 1% (7) | 3% (19) | 53% (384) | 21% (151) | 725 |
| PID/Gender: Dem Men | 1% (2) | 1% (4) | 3% (9) | 3% (10) | 2% (7) | 10% (30) | 2% (5) | 5% (16) | 62% (192) | 11% (35) | 311 |
| PID/Gender: Dem Women | 2% (7) | 2% (10) | 1% (4) | 2% (7) | 5% (24) | 11% (47) | — (1) | 2% (7) | 59% (261) | 17% (77) | 444 |
| PID/Gender: Ind Men | 1% (4) | 2% (6) | 5% (18) | 1% (4) | 1% (4) | 9% (33) | 2% (6) | 3% (11) | 50% (175) | 26% (91) | 352 |
| PID/Gender: Ind Women | — (1) | — (1) | — (1) | 1% (2) | 4% (16) | 11% (42) | 1% (3) | 2% (7) | 57% (211) | 23% (84) | 368 |
| PID/Gender: Rep Men | 2% (7) | 3% (11) | 6% (22) | 2% (8) | 2% (7) | 13% (51) | 2% (6) | 3% (11) | 51% (201) | 18% (71) | 396 |
| PID/Gender: Rep Women | 2% (6) | — (1) | 2% (5) | 3% (8) | — (1) | 11% (37) | — (1) | 2% (8) | 56% (183) | 24% (79) | 329 |
| Tea Party: Supporter | 3% (20) | 1% (8) | 5% (31) | 3% (17) | 4% (24) | 15% (98) | 1% (5) | 3% (19) | 46% (310) | 21% (141) | 673 |
| Tea Party: Not Supporter | — (7) | 2% (26) | 2% (29) | 2% (23) | 2% (34) | 9% (142) | 1% (16) | 3% (39) | 60% (910) | 19% (292) | 1518 |
| Ideo: Liberal (1-3) | 3% (19) | 2% (17) | 3% (23) | 3% (20) | 4% (32) | 11% (81) | 2% (13) | 3% (22) | 55% (394) | 13% (95) | 715 |
| Ideo: Moderate (4) | 1% (4) | 1% (8) | 2% (9) | 2% (11) | 2% (10) | 12% (66) | 1% (5) | 2% (10) | 58% (324) | 20% (109) | 556 |
| Ideo: Conservative (5-7) | 1% (5) | 1% (7) | 2% (18) | 1% (9) | 1% (9) | 11% (81) | 1% (4) | 3% (21) | 58% (428) | 21% (153) | 734 |
| Educ: < College | 1% (17) | 2% (29) | 3% (48) | 2% (32) | 3% (46) | 13% (198) | 1% (15) | 3% (51) | 49% (771) | 23% (358) | 1566 |
| Educ: Bachelors degree | 2% (7) | 1% (3) | 2% (10) | 1% (3) | 2% (8) | 7% (31) | 1% (2) | 1% (4) | 71% (294) | 13% (53) | 416 |
| Educ: Post-grad | 2% (3) | 1% (2) | 1% (1) | 2% (5) | 2% (4) | 6% (12) | 2% (3) | 2% (5) | 72% (157) | 12% (26) | 219 |
| Income: Under 50k | 1% (11) | 2% (27) | 4% (51) | 2% (31) | 3% (42) | 11% (149) | 1% (9) | 3% (39) | 50% (651) | 23% (300) | 1308 |
| Income: 50k-100k | 1% (7) | 1% (4) | 1% (7) | 1% (7) | 1% (9) | 11% (72) | 1% (7) | 3% (17) | 62% (397) | 17% (107) | 636 |
| Income: 100k+ | 4% (9) | 1% (3) | — (1) | 1% (3) | 3% (7) | 8% (20) | 2% (5) | 1% (3) | 68% (175) | 12% (30) | 256 |
| Ethnicity: White | 1% (21) | 1% (14) | 3% (45) | 2% (30) | 1% (18) | 10% (183) | — (9) | 3% (54) | 58% (1020) | 20% (355) | 1750 |
| Ethnicity: Hispanic | 4% (14) | 1% (3) | 5% (16) | 3% (9) | 5% (15) | 15% (50) | 3% (10) | 3% (11) | 49% (163) | 12% (38) | 329 |
| Ethnicity: Afr. Am. | 1% (2) | 5% (13) | 5% (12) | 2% (5) | 13% (35) | 10% (27) | 1% (4) | 1% (3) | 48% (129) | 14% (37) | 268 |
| Ethnicity: Other | 2% (3) | 3% (6) | 1% (3) | 3% (6) | 3% (5) | 17% (30) | 5% (9) | 1% (3) | 40% (73) | 25% (45) | 182 |
| Relig: Protestant | 1% (8) | 1% (8) | 3% (17) | 1% (9) | 2% (14) | 10% (59) | — (2) | 3% (18) | 61% (367) | 17% (104) | 606 |
| Relig: Roman Catholic | 2% (11) | 1% (5) | 2% (11) | 3% (14) | 1% (5) | 10% (47) | — (1) | 2% (9) | 64% (294) | 14% (64) | 462 |
| Relig: Ath./Agn./None | 1% (5) | 2% (9) | 3% (16) | 1% (5) | 2% (12) | 14% (84) | 1% (9) | 2% (13) | 50% (298) | 24% (146) | 596 |
| Relig: Something Else | 1% (3) | 2% (7) | 2% (7) | 2% (7) | 3% (10) | 10% (34) | 3% (9) | 4% (14) | 55% (184) | 17% (57) | 332 |
| Relig: Jewish | — (0) | — (0) | 1% (0) | 1% (1) | 3% (2) | 5% (3) | 1% (1) | 2% (1) | 72% (43) | 15% (9) | 60 |
| Relig: Evangelical | 3% (18) | 2% (12) | 4% (28) | 3% (21) | 4% (25) | 11% (71) | — (2) | 3% (18) | 48% (319) | 22% (144) | 658 |
| Relig: Non-Evang. Catholics | — (2) | 1% (6) | 1% (8) | 1% (8) | 2% (11) | 8% (52) | — (1) | 2% (14) | 69% (421) | 15% (89) | 612 |

**Table BRD1:** *To the best of your knowledge, which movie won the Oscar for Best Picture?*

| Demographic | Arrival | | Fences | | Hacksaw Ridge | | Hell or High Water | | Hidden Figures | | La La Land | | Lion | | Manchester by the Sea | | Moonlight | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 1% | (27) | 2% | (34) | 3% | (60) | 2% | (41) | 3% | (58) | 11% | (241) | 1% | (21) | 3% | (59) | 56% | (1222) | 20% | (437) | 2200 |
| Relig: All Christian | 2% | (20) | 1% | (18) | 3% | (36) | 2% | (28) | 3% | (36) | 10% | (123) | — | (3) | 3% | (33) | 58% | (740) | 18% | (233) | 1270 |
| Relig: All Non-Christian | 1% | (8) | 2% | (16) | 3% | (24) | 1% | (12) | 2% | (22) | 13% | (118) | 2% | (18) | 3% | (26) | 52% | (481) | 22% | (203) | 928 |
| Community: Urban | 2% | (12) | 2% | (11) | 2% | (10) | 2% | (10) | 3% | (18) | 14% | (78) | 1% | (8) | 3% | (17) | 57% | (328) | 15% | (84) | 576 |
| Community: Suburban | 1% | (9) | 1% | (10) | 3% | (29) | 2% | (19) | 3% | (30) | 11% | (111) | 1% | (8) | 2% | (19) | 60% | (618) | 16% | (168) | 1023 |
| Community: Rural | 1% | (6) | 2% | (12) | 3% | (20) | 2% | (12) | 2% | (11) | 9% | (51) | 1% | (5) | 4% | (23) | 46% | (276) | 31% | (185) | 601 |
| Employ: Private Sector | 2% | (15) | 1% | (8) | 4% | (26) | 2% | (15) | 2% | (12) | 10% | (67) | 2% | (15) | 3% | (24) | 57% | (399) | 17% | (120) | 702 |
| Employ: Government | 1% | (2) | 4% | (6) | 3% | (4) | 3% | (4) | 8% | (11) | 11% | (15) | 1% | (1) | 1% | (2) | 53% | (72) | 13% | (18) | 134 |
| Employ: Self-Employed | 1% | (1) | 3% | (6) | 2% | (3) | 1% | (2) | 6% | (10) | 11% | (19) | 1% | (1) | 5% | (8) | 53% | (92) | 18% | (30) | 173 |
| Employ: Homemaker | 3% | (5) | 1% | (3) | 3% | (6) | 2% | (4) | 4% | (8) | 13% | (27) | — | (0) | 3% | (6) | 53% | (112) | 19% | (39) | 211 |
| Employ: Student | — | (0) | 1% | (0) | 1% | (1) | 2% | (1) | 7% | (5) | 21% | (15) | 3% | (2) | 2% | (1) | 46% | (32) | 18% | (13) | 71 |
| Employ: Retired | — | (0) | 1% | (3) | 1% | (4) | 1% | (5) | 1% | (6) | 10% | (53) | — | (0) | 1% | (6) | 65% | (332) | 20% | (100) | 509 |
| Employ: Unemployed | 1% | (3) | 1% | (2) | 3% | (7) | 1% | (3) | 1% | (2) | 12% | (30) | — | (0) | 2% | (6) | 51% | (130) | 27% | (69) | 254 |
| Employ: Other | — | (0) | 3% | (5) | 6% | (9) | 4% | (6) | 2% | (4) | 10% | (15) | 2% | (2) | 4% | (6) | 36% | (53) | 33% | (48) | 147 |
| Job Type: White-collar | 2% | (11) | 2% | (13) | 3% | (20) | 2% | (19) | 3% | (19) | 8% | (59) | 1% | (6) | 3% | (20) | 67% | (505) | 11% | (80) | 752 |
| Job Type: Blue-collar | 1% | (13) | 1% | (9) | 2% | (26) | 2% | (18) | 2% | (21) | 13% | (131) | 1% | (11) | 3% | (33) | 54% | (563) | 20% | (210) | 1036 |
| Job Type: Don't Know | 1% | (3) | 3% | (12) | 3% | (14) | 1% | (4) | 4% | (18) | 12% | (50) | 1% | (5) | 2% | (6) | 37% | (154) | 36% | (147) | 412 |
| Military HH: Yes | 2% | (9) | 1% | (3) | 5% | (20) | 4% | (17) | 3% | (13) | 12% | (53) | 3% | (11) | 5% | (21) | 47% | (202) | 18% | (75) | 426 |
| Military HH: No | 1% | (18) | 2% | (30) | 2% | (39) | 1% | (24) | 3% | (45) | 11% | (188) | 1% | (10) | 2% | (38) | 58% | (1021) | 20% | (362) | 1774 |
| 2016 Vote: Democrat Hillary Clinton | 2% | (11) | 1% | (11) | 2% | (13) | 2% | (17) | 4% | (27) | 9% | (65) | 1% | (10) | 3% | (19) | 64% | (473) | 13% | (93) | 739 |
| 2016 Vote: Republican Donald Trump | 2% | (14) | 1% | (10) | 3% | (27) | 2% | (17) | 1% | (11) | 11% | (92) | — | (2) | 4% | (29) | 54% | (436) | 21% | (167) | 805 |
| 2016 Vote: Someone else | — | (0) | 2% | (3) | 3% | (4) | 1% | (2) | 4% | (6) | 9% | (15) | 2% | (3) | 1% | (1) | 58% | (92) | 20% | (31) | 157 |
| 2012 Vote: Barack Obama | 1% | (11) | 2% | (17) | 2% | (16) | 2% | (22) | 4% | (35) | 10% | (88) | — | (4) | 3% | (28) | 62% | (554) | 13% | (112) | 887 |
| 2012 Vote: Mitt Romney | 2% | (10) | 1% | (6) | 3% | (20) | 2% | (13) | 1% | (7) | 11% | (66) | 1% | (6) | 3% | (18) | 56% | (353) | 20% | (128) | 626 |
| 2012 Vote: Other | 2% | (1) | 2% | (2) | 1% | (1) | 1% | (1) | 1% | (1) | 5% | (4) | — | (0) | 1% | (1) | 46% | (35) | 41% | (31) | 75 |
| 2012 Vote: Didn't Vote | 1% | (5) | 1% | (9) | 4% | (23) | 1% | (5) | 3% | (16) | 14% | (83) | 2% | (11) | 2% | (12) | 46% | (280) | 27% | (167) | 610 |
| 4-Region: Northeast | 2% | (9) | 1% | (5) | 1% | (6) | 2% | (6) | 2% | (9) | 14% | (55) | — | (2) | 4% | (17) | 55% | (222) | 17% | (69) | 401 |
| 4-Region: Midwest | 1% | (5) | 2% | (9) | 1% | (7) | 2% | (8) | 1% | (6) | 11% | (51) | 1% | (4) | 2% | (10) | 58% | (275) | 21% | (97) | 473 |
| 4-Region: South | 1% | (9) | 2% | (16) | 4% | (29) | 2% | (15) | 4% | (36) | 12% | (96) | 1% | (9) | 2% | (15) | 51% | (414) | 21% | (174) | 814 |
| 4-Region: West | 1% | (4) | 1% | (3) | 3% | (18) | 2% | (11) | 1% | (7) | 8% | (39) | 1% | (6) | 3% | (16) | 61% | (311) | 19% | (96) | 511 |
| Trump: Fav | 2% | (20) | 1% | (13) | 3% | (34) | 2% | (23) | 2% | (17) | 13% | (132) | 1% | (11) | 3% | (35) | 51% | (538) | 22% | (226) | 1048 |
| Trump: Unfav | 1% | (6) | 1% | (15) | 2% | (24) | 2% | (17) | 4% | (37) | 10% | (100) | 1% | (7) | 1% | (14) | 63% | (637) | 16% | (162) | 1019 |
| Trump: DK/NO | 1% | (1) | 4% | (6) | 1% | (1) | 1% | (1) | 3% | (4) | 7% | (9) | 3% | (4) | 8% | (11) | 36% | (48) | 37% | (49) | 133 |

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

**Table BRD2:** *How much have you seen, read, or heard about the Oscar Best Picture winner announcement mix-up?*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 31% | (675) | 33% | (725) | 20% | (440) | 16% | (360) | 2200 |
| Gender: Male | 29% | (312) | 35% | (375) | 20% | (209) | 15% | (163) | 1059 |
| Gender: Female | 32% | (363) | 31% | (350) | 20% | (231) | 17% | (197) | 1141 |
| Age: 18-29 | 24% | (102) | 30% | (124) | 23% | (94) | 23% | (98) | 419 |
| Age: 30-44 | 34% | (212) | 32% | (197) | 18% | (109) | 16% | (98) | 616 |
| Age: 45-54 | 25% | (88) | 31% | (111) | 28% | (100) | 17% | (59) | 357 |
| Age: 55-64 | 32% | (130) | 38% | (154) | 17% | (71) | 13% | (55) | 410 |
| Age: 65+ | 36% | (142) | 35% | (139) | 17% | (66) | 13% | (50) | 398 |
| PID: Dem (no lean) | 38% | (289) | 31% | (234) | 18% | (132) | 13% | (99) | 755 |
| PID: Ind (no lean) | 23% | (167) | 34% | (243) | 22% | (162) | 20% | (148) | 720 |
| PID: Rep (no lean) | 30% | (218) | 34% | (247) | 20% | (146) | 16% | (114) | 725 |
| PID/Gender: Dem Men | 40% | (123) | 35% | (109) | 17% | (52) | 8% | (26) | 311 |
| PID/Gender: Dem Women | 37% | (166) | 28% | (125) | 18% | (80) | 16% | (73) | 444 |
| PID/Gender: Ind Men | 22% | (76) | 33% | (117) | 22% | (78) | 23% | (81) | 352 |
| PID/Gender: Ind Women | 25% | (91) | 34% | (126) | 23% | (84) | 18% | (66) | 368 |
| PID/Gender: Rep Men | 28% | (112) | 38% | (149) | 20% | (79) | 14% | (56) | 396 |
| PID/Gender: Rep Women | 32% | (106) | 30% | (98) | 20% | (67) | 17% | (58) | 329 |
| Tea Party: Supporter | 33% | (224) | 30% | (202) | 22% | (148) | 15% | (99) | 673 |
| Tea Party: Not Supporter | 30% | (449) | 34% | (522) | 19% | (290) | 17% | (257) | 1518 |
| Ideo: Liberal (1-3) | 40% | (284) | 32% | (227) | 18% | (128) | 11% | (76) | 715 |
| Ideo: Moderate (4) | 31% | (170) | 37% | (203) | 17% | (95) | 16% | (88) | 556 |
| Ideo: Conservative (5-7) | 27% | (197) | 33% | (241) | 23% | (168) | 18% | (129) | 734 |
| Educ: < College | 27% | (419) | 32% | (499) | 22% | (338) | 20% | (310) | 1566 |
| Educ: Bachelors degree | 42% | (173) | 33% | (138) | 16% | (66) | 9% | (39) | 416 |
| Educ: Post-grad | 38% | (82) | 40% | (88) | 17% | (37) | 5% | (11) | 219 |
| Income: Under 50k | 28% | (362) | 32% | (425) | 20% | (263) | 20% | (258) | 1308 |
| Income: 50k-100k | 33% | (210) | 34% | (218) | 20% | (129) | 12% | (79) | 636 |
| Income: 100k+ | 40% | (103) | 32% | (82) | 19% | (48) | 9% | (23) | 256 |
| Ethnicity: White | 31% | (534) | 34% | (586) | 20% | (350) | 16% | (279) | 1750 |
| Ethnicity: Hispanic | 35% | (114) | 33% | (109) | 15% | (50) | 17% | (56) | 329 |
| Ethnicity: Afr. Am. | 37% | (99) | 33% | (88) | 17% | (45) | 14% | (37) | 268 |

Continued on next page

**Table BRD2:** *How much have you seen, read, or heard about the Oscar Best Picture winner announcement mix-up?*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 31% | (675) | 33% | (725) | 20% | (440) | 16% | (360) | 2200 |
| Ethnicity: Other | 23% | (42) | 28% | (51) | 25% | (46) | 24% | (44) | 182 |
| Relig: Protestant | 35% | (211) | 34% | (204) | 20% | (120) | 12% | (71) | 606 |
| Relig: Roman Catholic | 37% | (169) | 34% | (158) | 18% | (82) | 11% | (53) | 462 |
| Relig: Ath./Agn./None | 24% | (141) | 33% | (196) | 21% | (123) | 23% | (136) | 596 |
| Relig: Something Else | 32% | (105) | 34% | (113) | 21% | (70) | 13% | (44) | 332 |
| Relig: Jewish | 46% | (28) | 37% | (22) | 10% | (6) | 7% | (4) | 60 |
| Relig: Evangelical | 34% | (226) | 29% | (191) | 20% | (132) | 16% | (108) | 658 |
| Relig: Non-Evang. Catholics | 33% | (202) | 37% | (224) | 19% | (114) | 12% | (72) | 612 |
| Relig: All Christian | 34% | (429) | 33% | (416) | 19% | (246) | 14% | (180) | 1270 |
| Relig: All Non-Christian | 27% | (246) | 33% | (309) | 21% | (193) | 19% | (180) | 928 |
| Community: Urban | 37% | (212) | 35% | (202) | 16% | (92) | 12% | (69) | 576 |
| Community: Suburban | 32% | (324) | 35% | (355) | 20% | (205) | 14% | (140) | 1023 |
| Community: Rural | 23% | (138) | 28% | (168) | 24% | (143) | 25% | (151) | 601 |
| Employ: Private Sector | 34% | (238) | 32% | (226) | 19% | (136) | 14% | (102) | 702 |
| Employ: Government | 36% | (48) | 34% | (45) | 17% | (22) | 14% | (19) | 134 |
| Employ: Self-Employed | 33% | (57) | 34% | (59) | 17% | (29) | 16% | (28) | 173 |
| Employ: Homemaker | 25% | (52) | 33% | (70) | 21% | (44) | 21% | (44) | 211 |
| Employ: Student | 29% | (20) | 27% | (19) | 30% | (21) | 14% | (10) | 71 |
| Employ: Retired | 34% | (172) | 36% | (184) | 16% | (83) | 14% | (70) | 509 |
| Employ: Unemployed | 21% | (54) | 33% | (83) | 23% | (59) | 23% | (58) | 254 |
| Employ: Other | 23% | (34) | 26% | (38) | 31% | (46) | 20% | (29) | 147 |
| Job Type: White-collar | 40% | (303) | 36% | (268) | 15% | (113) | 9% | (67) | 752 |
| Job Type: Blue-collar | 29% | (298) | 34% | (351) | 22% | (225) | 16% | (163) | 1036 |
| Job Type: Don't Know | 18% | (74) | 26% | (106) | 25% | (102) | 31% | (130) | 412 |
| Military HH: Yes | 29% | (122) | 34% | (144) | 21% | (88) | 17% | (72) | 426 |
| Military HH: No | 31% | (553) | 33% | (581) | 20% | (353) | 16% | (288) | 1774 |
| 2016 Vote: Democrat Hillary Clinton | 41% | (303) | 34% | (248) | 15% | (114) | 10% | (74) | 739 |
| 2016 Vote: Republican Donald Trump | 30% | (243) | 34% | (272) | 21% | (166) | 15% | (124) | 805 |
| 2016 Vote: Someone else | 27% | (42) | 30% | (47) | 24% | (37) | 19% | (30) | 157 |

**Table BRD2:** *How much have you seen, read, or heard about the Oscar Best Picture winner announcement mix-up?*

| Demographic | A lot | | Some | | Not much | | Nothing at all | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 31% | (675) | 33% | (725) | 20% | (440) | 16% | (360) | 2200 |
| 2012 Vote: Barack Obama | 37% | (330) | 36% | (315) | 17% | (150) | 10% | (92) | 887 |
| 2012 Vote: Mitt Romney | 31% | (191) | 33% | (206) | 24% | (148) | 13% | (81) | 626 |
| 2012 Vote: Other | 28% | (21) | 27% | (20) | 11% | (8) | 34% | (26) | 75 |
| 2012 Vote: Didn't Vote | 22% | (132) | 30% | (183) | 22% | (134) | 26% | (161) | 610 |
| 4-Region: Northeast | 32% | (127) | 35% | (140) | 20% | (79) | 14% | (56) | 401 |
| 4-Region: Midwest | 30% | (142) | 32% | (153) | 22% | (105) | 16% | (74) | 473 |
| 4-Region: South | 29% | (232) | 32% | (264) | 19% | (158) | 20% | (160) | 814 |
| 4-Region: West | 34% | (174) | 33% | (168) | 19% | (98) | 14% | (70) | 511 |
| Trump: Fav | 30% | (309) | 32% | (339) | 22% | (230) | 16% | (169) | 1048 |
| Trump: Unfav | 33% | (337) | 34% | (350) | 19% | (194) | 14% | (139) | 1019 |
| Trump: DK/NO | 22% | (29) | 27% | (36) | 12% | (16) | 39% | (52) | 133 |

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

**Table BRD3:** *Which of the following statements comes closest to your view, even if none are exactly right?*

| Demographic | I follow news very closely about the cutting edge of development in industries I am interested in and tend to know whats coming next | | I follow news somewhat closely about developments in industries I am interested in and tend to know whats happening now | | I do not tend to follow news about developments in industries I am interested in | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (385) | 49% | (1080) | 22% | (484) | 11% | (252) | 2200 |
| Gender: Male | 22% | (235) | 49% | (520) | 17% | (180) | 12% | (124) | 1059 |
| Gender: Female | 13% | (150) | 49% | (560) | 27% | (304) | 11% | (128) | 1141 |
| Age: 18-29 | 23% | (96) | 46% | (192) | 17% | (73) | 14% | (58) | 419 |
| Age: 30-44 | 24% | (148) | 45% | (278) | 20% | (121) | 11% | (69) | 616 |
| Age: 45-54 | 17% | (60) | 49% | (176) | 23% | (81) | 11% | (40) | 357 |
| Age: 55-64 | 9% | (35) | 53% | (219) | 26% | (108) | 12% | (48) | 410 |
| Age: 65+ | 12% | (46) | 54% | (214) | 25% | (101) | 9% | (37) | 398 |
| PID: Dem (no lean) | 18% | (137) | 53% | (400) | 19% | (142) | 10% | (76) | 755 |
| PID: Ind (no lean) | 13% | (95) | 46% | (331) | 25% | (179) | 16% | (115) | 720 |
| PID: Rep (no lean) | 21% | (153) | 48% | (349) | 22% | (162) | 8% | (60) | 725 |
| PID/Gender: Dem Men | 22% | (67) | 54% | (168) | 16% | (48) | 9% | (27) | 311 |
| PID/Gender: Dem Women | 16% | (69) | 52% | (231) | 21% | (94) | 11% | (50) | 444 |
| PID/Gender: Ind Men | 18% | (64) | 46% | (161) | 20% | (70) | 16% | (57) | 352 |
| PID/Gender: Ind Women | 8% | (31) | 46% | (170) | 30% | (109) | 16% | (58) | 368 |
| PID/Gender: Rep Men | 26% | (104) | 48% | (191) | 16% | (61) | 10% | (40) | 396 |
| PID/Gender: Rep Women | 15% | (50) | 48% | (158) | 31% | (101) | 6% | (20) | 329 |
| Tea Party: Supporter | 27% | (181) | 44% | (294) | 20% | (134) | 10% | (65) | 673 |
| Tea Party: Not Supporter | 13% | (202) | 52% | (784) | 23% | (349) | 12% | (184) | 1518 |
| Ideo: Liberal (1-3) | 23% | (165) | 53% | (378) | 17% | (125) | 7% | (47) | 715 |
| Ideo: Moderate (4) | 15% | (82) | 52% | (287) | 21% | (119) | 12% | (68) | 556 |
| Ideo: Conservative (5-7) | 17% | (125) | 50% | (368) | 25% | (185) | 8% | (57) | 734 |

**Table BRD3:** *Which of the following statements comes closest to your view, even if none are exactly right?*

| Demographic | I follow news very closely about the cutting edge of development in industries I am interested in and tend to know whats coming next | | I follow news somewhat closely about developments in industries I am interested in and tend to know whats happening now | | I do not tend to follow news about developments in industries I am interested in | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (385) | 49% | (1080) | 22% | (484) | 11% | (252) | 2200 |
| Educ: < College | 15% | (238) | 45% | (712) | 25% | (396) | 14% | (220) | 1566 |
| Educ: Bachelors degree | 22% | (93) | 58% | (243) | 14% | (57) | 5% | (22) | 416 |
| Educ: Post-grad | 24% | (53) | 57% | (125) | 14% | (30) | 5% | (10) | 219 |
| Income: Under 50k | 16% | (209) | 45% | (583) | 25% | (328) | 14% | (188) | 1308 |
| Income: 50k-100k | 16% | (102) | 55% | (349) | 21% | (132) | 8% | (52) | 636 |
| Income: 100k+ | 28% | (73) | 58% | (148) | 9% | (23) | 5% | (12) | 256 |
| Ethnicity: White | 16% | (273) | 49% | (864) | 24% | (428) | 11% | (185) | 1750 |
| Ethnicity: Hispanic | 26% | (86) | 45% | (150) | 20% | (67) | 8% | (26) | 329 |
| Ethnicity: Afr. Am. | 28% | (76) | 45% | (121) | 9% | (25) | 17% | (46) | 268 |
| Ethnicity: Other | 20% | (36) | 52% | (96) | 17% | (30) | 11% | (21) | 182 |
| Relig: Protestant | 14% | (84) | 55% | (332) | 24% | (148) | 7% | (43) | 606 |
| Relig: Roman Catholic | 22% | (103) | 53% | (243) | 18% | (83) | 7% | (33) | 462 |
| Relig: Ath./Agn./None | 15% | (89) | 45% | (271) | 23% | (140) | 16% | (97) | 596 |
| Relig: Something Else | 21% | (68) | 47% | (156) | 20% | (68) | 12% | (40) | 332 |
| Relig: Jewish | 29% | (17) | 51% | (31) | 12% | (7) | 8% | (5) | 60 |
| Relig: Evangelical | 23% | (148) | 44% | (288) | 23% | (152) | 11% | (70) | 658 |
| Relig: Non-Evang. Catholics | 13% | (79) | 59% | (364) | 20% | (124) | 7% | (44) | 612 |
| Relig: All Christian | 18% | (228) | 51% | (651) | 22% | (276) | 9% | (114) | 1270 |
| Relig: All Non-Christian | 17% | (157) | 46% | (427) | 22% | (207) | 15% | (137) | 928 |
| Community: Urban | 23% | (132) | 49% | (282) | 19% | (110) | 9% | (52) | 576 |
| Community: Suburban | 18% | (184) | 53% | (541) | 18% | (189) | 11% | (109) | 1023 |
| Community: Rural | 11% | (68) | 43% | (257) | 31% | (185) | 15% | (91) | 601 |

**Table BRD3:** *Which of the following statements comes closest to your view, even if none are exactly right?*

| Demographic | I follow news very closely about the cutting edge of development in industries I am interested in and tend to know whats coming next | | I follow news somewhat closely about developments in industries I am interested in and tend to know whats happening now | | I do not tend to follow news about developments in industries I am interested in | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (385) | 49% | (1080) | 22% | (484) | 11% | (252) | 2200 |
| Employ: Private Sector | 24% | (168) | 51% | (355) | 18% | (125) | 8% | (53) | 702 |
| Employ: Government | 28% | (38) | 49% | (66) | 13% | (17) | 9% | (13) | 134 |
| Employ: Self-Employed | 27% | (47) | 44% | (75) | 19% | (32) | 11% | (18) | 173 |
| Employ: Homemaker | 12% | (26) | 44% | (94) | 32% | (68) | 11% | (23) | 211 |
| Employ: Student | 16% | (11) | 56% | (40) | 13% | (9) | 14% | (10) | 71 |
| Employ: Retired | 9% | (47) | 53% | (271) | 26% | (133) | 12% | (59) | 509 |
| Employ: Unemployed | 13% | (32) | 47% | (118) | 20% | (52) | 20% | (51) | 254 |
| Employ: Other | 10% | (15) | 41% | (61) | 32% | (47) | 16% | (24) | 147 |
| Job Type: White-collar | 24% | (184) | 54% | (409) | 16% | (124) | 5% | (36) | 752 |
| Job Type: Blue-collar | 15% | (154) | 50% | (519) | 25% | (263) | 10% | (100) | 1036 |
| Job Type: Don't Know | 11% | (47) | 37% | (153) | 23% | (96) | 28% | (116) | 412 |
| Military HH: Yes | 17% | (74) | 52% | (220) | 25% | (106) | 6% | (25) | 426 |
| Military HH: No | 17% | (310) | 48% | (860) | 21% | (377) | 13% | (227) | 1774 |
| 2016 Vote: Democrat Hillary Clinton | 21% | (155) | 55% | (403) | 16% | (118) | 8% | (62) | 739 |
| 2016 Vote: Republican Donald Trump | 21% | (172) | 48% | (389) | 22% | (175) | 9% | (69) | 805 |
| 2016 Vote: Someone else | 11% | (17) | 50% | (78) | 27% | (43) | 12% | (20) | 157 |
| 2012 Vote: Barack Obama | 20% | (179) | 55% | (490) | 17% | (148) | 8% | (69) | 887 |
| 2012 Vote: Mitt Romney | 18% | (113) | 49% | (309) | 24% | (153) | 8% | (52) | 626 |
| 2012 Vote: Other | 18% | (14) | 46% | (35) | 11% | (8) | 24% | (18) | 75 |
| 2012 Vote: Didn't Vote | 13% | (79) | 40% | (245) | 28% | (174) | 18% | (112) | 610 |
| 4-Region: Northeast | 21% | (85) | 49% | (196) | 21% | (85) | 9% | (35) | 401 |
| 4-Region: Midwest | 13% | (61) | 52% | (244) | 24% | (115) | 11% | (54) | 473 |
| 4-Region: South | 18% | (147) | 50% | (410) | 19% | (154) | 13% | (103) | 814 |
| 4-Region: West | 18% | (92) | 45% | (230) | 25% | (129) | 12% | (59) | 511 |

**Table BRD3:** *Which of the following statements comes closest to your view, even if none are exactly right?*

| Demographic | I follow news very closely about the cutting edge of development in industries I am interested in and tend to know whats coming next | | I follow news somewhat closely about developments in industries I am interested in and tend to know whats happening now | | I do not tend to follow news about developments in industries I am interested in | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (385) | 49% | (1080) | 22% | (484) | 11% | (252) | 2200 |
| Trump: Fav | 20% | (211) | 45% | (468) | 25% | (259) | 10% | (110) | 1048 |
| Trump: Unfav | 16% | (158) | 56% | (568) | 20% | (203) | 9% | (89) | 1019 |
| Trump: DK/NO | 11% | (15) | 33% | (44) | 16% | (21) | 40% | (53) | 133 |

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

**Table BRD4_1:** *Have you done any of the following regarding industries you are interested in?*
*Attend a large conference to learn whats coming next from leaders of that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 16% | (352) | 72% | (1587) | 12% | (261) | 2200 |
| Gender: Male | 20% | (208) | 70% | (737) | 11% | (114) | 1059 |
| Gender: Female | 13% | (144) | 74% | (850) | 13% | (147) | 1141 |
| Age: 18-29 | 25% | (104) | 58% | (245) | 17% | (70) | 419 |
| Age: 30-44 | 27% | (167) | 60% | (372) | 12% | (77) | 616 |
| Age: 45-54 | 8% | (29) | 81% | (291) | 10% | (37) | 357 |
| Age: 55-64 | 6% | (26) | 82% | (336) | 12% | (48) | 410 |
| Age: 65+ | 6% | (25) | 86% | (343) | 7% | (30) | 398 |
| PID: Dem (no lean) | 18% | (134) | 72% | (545) | 10% | (76) | 755 |
| PID: Ind (no lean) | 12% | (88) | 71% | (510) | 17% | (122) | 720 |
| PID: Rep (no lean) | 18% | (130) | 73% | (532) | 9% | (63) | 725 |
| PID/Gender: Dem Men | 24% | (75) | 68% | (212) | 8% | (24) | 311 |
| PID/Gender: Dem Women | 13% | (59) | 75% | (333) | 12% | (52) | 444 |
| PID/Gender: Ind Men | 14% | (51) | 69% | (243) | 16% | (58) | 352 |
| PID/Gender: Ind Women | 10% | (37) | 72% | (266) | 17% | (64) | 368 |
| PID/Gender: Rep Men | 21% | (82) | 71% | (282) | 8% | (32) | 396 |
| PID/Gender: Rep Women | 14% | (47) | 76% | (250) | 10% | (32) | 329 |
| Tea Party: Supporter | 26% | (173) | 64% | (433) | 10% | (66) | 673 |
| Tea Party: Not Supporter | 12% | (178) | 76% | (1148) | 13% | (191) | 1518 |
| Ideo: Liberal (1-3) | 25% | (176) | 67% | (476) | 9% | (63) | 715 |
| Ideo: Moderate (4) | 13% | (75) | 74% | (411) | 13% | (70) | 556 |
| Ideo: Conservative (5-7) | 12% | (86) | 81% | (591) | 8% | (57) | 734 |
| Educ: < College | 13% | (208) | 73% | (1137) | 14% | (221) | 1566 |
| Educ: Bachelors degree | 19% | (80) | 74% | (306) | 7% | (29) | 416 |
| Educ: Post-grad | 29% | (64) | 66% | (144) | 5% | (11) | 219 |
| Income: Under 50k | 14% | (178) | 71% | (935) | 15% | (195) | 1308 |
| Income: 50k-100k | 16% | (104) | 76% | (483) | 8% | (48) | 636 |
| Income: 100k+ | 27% | (70) | 66% | (169) | 7% | (17) | 256 |

**Table BRD4_1:** *Have you done any of the following regarding industries you are interested in?*
*Attend a large conference to learn whats coming next from leaders of that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 16% | (352) | 72% | (1587) | 12% | (261) | 2200 |
| Ethnicity: White | 14% | (249) | 75% | (1306) | 11% | (194) | 1750 |
| Ethnicity: Hispanic | 29% | (97) | 56% | (185) | 14% | (47) | 329 |
| Ethnicity: Afr. Am. | 25% | (68) | 62% | (165) | 13% | (35) | 268 |
| Ethnicity: Other | 19% | (35) | 63% | (115) | 18% | (32) | 182 |
| Relig: Protestant | 13% | (81) | 79% | (479) | 8% | (46) | 606 |
| Relig: Roman Catholic | 23% | (105) | 67% | (310) | 10% | (47) | 462 |
| Relig: Ath./Agn./None | 13% | (79) | 70% | (418) | 17% | (100) | 596 |
| Relig: Something Else | 19% | (62) | 72% | (238) | 10% | (32) | 332 |
| Relig: Jewish | 21% | (13) | 69% | (41) | 10% | (6) | 60 |
| Relig: Evangelical | 20% | (133) | 69% | (454) | 11% | (71) | 658 |
| Relig: Non-Evang. Catholics | 13% | (78) | 78% | (475) | 10% | (58) | 612 |
| Relig: All Christian | 17% | (211) | 73% | (930) | 10% | (129) | 1270 |
| Relig: All Non-Christian | 15% | (141) | 71% | (656) | 14% | (131) | 928 |
| Community: Urban | 21% | (120) | 67% | (384) | 12% | (72) | 576 |
| Community: Suburban | 15% | (153) | 74% | (759) | 11% | (111) | 1023 |
| Community: Rural | 13% | (78) | 74% | (444) | 13% | (79) | 601 |
| Employ: Private Sector | 24% | (171) | 66% | (461) | 10% | (70) | 702 |
| Employ: Government | 26% | (35) | 58% | (78) | 16% | (21) | 134 |
| Employ: Self-Employed | 25% | (44) | 64% | (110) | 11% | (19) | 173 |
| Employ: Homemaker | 10% | (21) | 79% | (166) | 11% | (24) | 211 |
| Employ: Student | 29% | (20) | 60% | (42) | 11% | (8) | 71 |
| Employ: Retired | 4% | (23) | 87% | (441) | 9% | (46) | 509 |
| Employ: Unemployed | 8% | (21) | 72% | (184) | 19% | (49) | 254 |
| Employ: Other | 11% | (17) | 72% | (105) | 17% | (25) | 147 |
| Job Type: White-collar | 24% | (183) | 68% | (515) | 7% | (54) | 752 |
| Job Type: Blue-collar | 13% | (131) | 79% | (814) | 9% | (91) | 1036 |
| Job Type: Don't Know | 9% | (38) | 63% | (258) | 28% | (117) | 412 |
| Military HH: Yes | 15% | (65) | 78% | (334) | 6% | (27) | 426 |
| Military HH: No | 16% | (286) | 71% | (1253) | 13% | (234) | 1774 |

**Table BRD4_1:** *Have you done any of the following regarding industries you are interested in?*
*Attend a large conference to learn whats coming next from leaders of that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 16% | (352) | 72% | (1587) | 12% | (261) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 21% | (154) | 69% | (510) | 10% | (75) | 739 |
| 2016 Vote: Republican Donald Trump | 17% | (133) | 74% | (596) | 9% | (76) | 805 |
| 2016 Vote: Someone else | 12% | (19) | 75% | (117) | 13% | (20) | 157 |
| 2012 Vote: Barack Obama | 19% | (172) | 71% | (632) | 9% | (83) | 887 |
| 2012 Vote: Mitt Romney | 15% | (95) | 77% | (485) | 8% | (47) | 626 |
| 2012 Vote: Other | 10% | (8) | 75% | (57) | 14% | (11) | 75 |
| 2012 Vote: Didn't Vote | 13% | (77) | 68% | (413) | 20% | (120) | 610 |
| 4-Region: Northeast | 16% | (64) | 72% | (291) | 12% | (47) | 401 |
| 4-Region: Midwest | 13% | (60) | 77% | (363) | 11% | (51) | 473 |
| 4-Region: South | 15% | (124) | 73% | (594) | 12% | (96) | 814 |
| 4-Region: West | 20% | (104) | 67% | (340) | 13% | (67) | 511 |
| Trump: Fav | 17% | (181) | 73% | (764) | 10% | (103) | 1048 |
| Trump: Unfav | 15% | (150) | 75% | (766) | 10% | (103) | 1019 |
| Trump: DK/NO | 16% | (21) | 43% | (57) | 41% | (55) | 133 |

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

**Table BRD4_2:** *Have you done any of the following regarding industries you are interested in?*
*Discuss advancements in that industry with family or friends*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 41% | (901) | 48% | (1058) | 11% | (240) | 2200 |
| Gender: Male | 46% | (491) | 44% | (471) | 9% | (97) | 1059 |
| Gender: Female | 36% | (410) | 51% | (587) | 13% | (143) | 1141 |
| Age: 18-29 | 47% | (195) | 36% | (149) | 18% | (75) | 419 |
| Age: 30-44 | 51% | (312) | 38% | (236) | 11% | (67) | 616 |
| Age: 45-54 | 39% | (140) | 53% | (190) | 8% | (27) | 357 |
| Age: 55-64 | 29% | (118) | 60% | (247) | 11% | (45) | 410 |
| Age: 65+ | 34% | (137) | 59% | (235) | 6% | (26) | 398 |
| PID: Dem (no lean) | 39% | (297) | 51% | (387) | 9% | (71) | 755 |
| PID: Ind (no lean) | 40% | (285) | 45% | (321) | 16% | (114) | 720 |
| PID: Rep (no lean) | 44% | (319) | 48% | (351) | 8% | (55) | 725 |
| PID/Gender: Dem Men | 47% | (147) | 47% | (147) | 6% | (17) | 311 |
| PID/Gender: Dem Women | 34% | (151) | 54% | (240) | 12% | (54) | 444 |
| PID/Gender: Ind Men | 43% | (151) | 43% | (151) | 14% | (51) | 352 |
| PID/Gender: Ind Women | 37% | (134) | 46% | (170) | 17% | (63) | 368 |
| PID/Gender: Rep Men | 49% | (194) | 44% | (173) | 7% | (29) | 396 |
| PID/Gender: Rep Women | 38% | (125) | 54% | (178) | 8% | (26) | 329 |
| Tea Party: Supporter | 50% | (339) | 41% | (277) | 8% | (57) | 673 |
| Tea Party: Not Supporter | 37% | (561) | 51% | (773) | 12% | (183) | 1518 |
| Ideo: Liberal (1-3) | 49% | (349) | 43% | (308) | 8% | (58) | 715 |
| Ideo: Moderate (4) | 35% | (195) | 52% | (290) | 13% | (70) | 556 |
| Ideo: Conservative (5-7) | 42% | (309) | 51% | (374) | 7% | (51) | 734 |
| Educ: < College | 35% | (555) | 51% | (805) | 13% | (205) | 1566 |
| Educ: Bachelors degree | 53% | (219) | 42% | (174) | 6% | (23) | 416 |
| Educ: Post-grad | 58% | (127) | 36% | (79) | 5% | (12) | 219 |
| Income: Under 50k | 34% | (445) | 52% | (677) | 14% | (186) | 1308 |
| Income: 50k-100k | 48% | (307) | 46% | (293) | 6% | (36) | 636 |
| Income: 100k+ | 59% | (150) | 34% | (88) | 7% | (18) | 256 |

**Table BRD4_2:** *Have you done any of the following regarding industries you are interested in?*
*Discuss advancements in that industry with family or friends*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 41% | (901) | 48% | (1058) | 11% | (240) | 2200 |
| Ethnicity: White | 41% | (719) | 49% | (852) | 10% | (179) | 1750 |
| Ethnicity: Hispanic | 49% | (161) | 38% | (125) | 13% | (44) | 329 |
| Ethnicity: Afr. Am. | 40% | (108) | 48% | (129) | 12% | (31) | 268 |
| Ethnicity: Other | 41% | (74) | 43% | (77) | 17% | (30) | 182 |
| Relig: Protestant | 40% | (241) | 53% | (321) | 7% | (44) | 606 |
| Relig: Roman Catholic | 47% | (217) | 44% | (202) | 9% | (43) | 462 |
| Relig: Ath./Agn./None | 41% | (242) | 43% | (255) | 17% | (100) | 596 |
| Relig: Something Else | 42% | (139) | 50% | (168) | 8% | (25) | 332 |
| Relig: Jewish | 43% | (26) | 51% | (31) | 6% | (4) | 60 |
| Relig: Evangelical | 41% | (271) | 49% | (323) | 10% | (64) | 658 |
| Relig: Non-Evang. Catholics | 41% | (250) | 51% | (312) | 8% | (51) | 612 |
| Relig: All Christian | 41% | (521) | 50% | (635) | 9% | (115) | 1270 |
| Relig: All Non-Christian | 41% | (381) | 45% | (422) | 13% | (125) | 928 |
| Community: Urban | 44% | (251) | 46% | (266) | 10% | (59) | 576 |
| Community: Suburban | 43% | (437) | 47% | (476) | 11% | (111) | 1023 |
| Community: Rural | 36% | (213) | 53% | (317) | 12% | (71) | 601 |
| Employ: Private Sector | 49% | (341) | 42% | (293) | 10% | (68) | 702 |
| Employ: Government | 50% | (67) | 37% | (49) | 13% | (17) | 134 |
| Employ: Self-Employed | 53% | (92) | 39% | (68) | 8% | (14) | 173 |
| Employ: Homemaker | 38% | (80) | 49% | (104) | 13% | (27) | 211 |
| Employ: Student | 50% | (35) | 33% | (23) | 17% | (12) | 71 |
| Employ: Retired | 30% | (151) | 62% | (318) | 8% | (40) | 509 |
| Employ: Unemployed | 34% | (85) | 51% | (129) | 16% | (40) | 254 |
| Employ: Other | 34% | (50) | 51% | (74) | 15% | (22) | 147 |
| Job Type: White-collar | 53% | (399) | 41% | (308) | 6% | (44) | 752 |
| Job Type: Blue-collar | 40% | (412) | 51% | (533) | 9% | (91) | 1036 |
| Job Type: Don't Know | 22% | (90) | 53% | (217) | 25% | (105) | 412 |
| Military HH: Yes | 44% | (186) | 51% | (215) | 6% | (25) | 426 |
| Military HH: No | 40% | (716) | 48% | (843) | 12% | (216) | 1774 |

**Table BRD4_2:** *Have you done any of the following regarding industries you are interested in?*
*Discuss advancements in that industry with family or friends*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 41% | (901) | 48% | (1058) | 11% | (240) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 43% | (318) | 47% | (348) | 10% | (73) | 739 |
| 2016 Vote: Republican Donald Trump | 44% | (355) | 48% | (390) | 7% | (60) | 805 |
| 2016 Vote: Someone else | 44% | (68) | 46% | (72) | 11% | (17) | 157 |
| 2012 Vote: Barack Obama | 43% | (381) | 49% | (434) | 8% | (72) | 887 |
| 2012 Vote: Mitt Romney | 44% | (274) | 50% | (316) | 6% | (37) | 626 |
| 2012 Vote: Other | 43% | (32) | 45% | (34) | 12% | (9) | 75 |
| 2012 Vote: Didn't Vote | 35% | (215) | 45% | (273) | 20% | (122) | 610 |
| 4-Region: Northeast | 42% | (168) | 47% | (190) | 11% | (44) | 401 |
| 4-Region: Midwest | 37% | (176) | 51% | (243) | 11% | (54) | 473 |
| 4-Region: South | 39% | (318) | 51% | (412) | 10% | (84) | 814 |
| 4-Region: West | 47% | (239) | 42% | (213) | 12% | (59) | 511 |
| Trump: Fav | 43% | (447) | 49% | (516) | 8% | (85) | 1048 |
| Trump: Unfav | 41% | (419) | 48% | (488) | 11% | (112) | 1019 |
| Trump: DK/NO | 27% | (36) | 41% | (54) | 32% | (43) | 133 |

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

**Table BRD4_3:** *Have you done any of the following regarding industries you are interested in?*
*Subscribe to a newsletter for that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 23% | (510) | 65% | (1427) | 12% | (263) | 2200 |
| Gender: Male | 28% | (294) | 62% | (652) | 11% | (114) | 1059 |
| Gender: Female | 19% | (217) | 68% | (775) | 13% | (149) | 1141 |
| Age: 18-29 | 32% | (136) | 50% | (210) | 17% | (73) | 419 |
| Age: 30-44 | 33% | (205) | 55% | (341) | 11% | (70) | 616 |
| Age: 45-54 | 19% | (69) | 68% | (242) | 13% | (46) | 357 |
| Age: 55-64 | 14% | (57) | 74% | (305) | 12% | (48) | 410 |
| Age: 65+ | 11% | (43) | 83% | (329) | 6% | (26) | 398 |
| PID: Dem (no lean) | 21% | (156) | 68% | (517) | 11% | (82) | 755 |
| PID: Ind (no lean) | 25% | (178) | 59% | (422) | 17% | (119) | 720 |
| PID: Rep (no lean) | 24% | (176) | 67% | (487) | 9% | (62) | 725 |
| PID/Gender: Dem Men | 27% | (83) | 65% | (203) | 8% | (25) | 311 |
| PID/Gender: Dem Women | 17% | (73) | 71% | (314) | 13% | (57) | 444 |
| PID/Gender: Ind Men | 30% | (105) | 55% | (193) | 15% | (54) | 352 |
| PID/Gender: Ind Women | 20% | (73) | 62% | (229) | 18% | (65) | 368 |
| PID/Gender: Rep Men | 27% | (106) | 65% | (255) | 9% | (35) | 396 |
| PID/Gender: Rep Women | 21% | (70) | 70% | (232) | 8% | (27) | 329 |
| Tea Party: Supporter | 31% | (211) | 58% | (391) | 11% | (71) | 673 |
| Tea Party: Not Supporter | 20% | (299) | 68% | (1031) | 12% | (189) | 1518 |
| Ideo: Liberal (1-3) | 31% | (222) | 59% | (423) | 10% | (70) | 715 |
| Ideo: Moderate (4) | 25% | (137) | 62% | (347) | 13% | (72) | 556 |
| Ideo: Conservative (5-7) | 18% | (134) | 74% | (547) | 7% | (53) | 734 |
| Educ: < College | 20% | (306) | 66% | (1040) | 14% | (220) | 1566 |
| Educ: Bachelors degree | 32% | (132) | 61% | (254) | 7% | (29) | 416 |
| Educ: Post-grad | 33% | (73) | 61% | (132) | 6% | (14) | 219 |
| Income: Under 50k | 20% | (264) | 65% | (846) | 15% | (198) | 1308 |
| Income: 50k-100k | 24% | (155) | 68% | (429) | 8% | (51) | 636 |
| Income: 100k+ | 35% | (90) | 59% | (151) | 6% | (14) | 256 |

**Table BRD4_3:** *Have you done any of the following regarding industries you are interested in?*
*Subscribe to a newsletter for that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 23% | (510) | 65% | (1427) | 12% | (263) | 2200 |
| Ethnicity: White | 22% | (392) | 67% | (1165) | 11% | (193) | 1750 |
| Ethnicity: Hispanic | 35% | (114) | 49% | (162) | 16% | (53) | 329 |
| Ethnicity: Afr. Am. | 27% | (73) | 58% | (157) | 15% | (39) | 268 |
| Ethnicity: Other | 25% | (46) | 58% | (105) | 17% | (32) | 182 |
| Relig: Protestant | 20% | (120) | 72% | (435) | 8% | (51) | 606 |
| Relig: Roman Catholic | 31% | (141) | 60% | (279) | 9% | (42) | 462 |
| Relig: Ath./Agn./None | 23% | (140) | 59% | (353) | 17% | (103) | 596 |
| Relig: Something Else | 25% | (84) | 65% | (216) | 10% | (32) | 332 |
| Relig: Jewish | 33% | (20) | 59% | (35) | 8% | (5) | 60 |
| Relig: Evangelical | 22% | (145) | 67% | (443) | 11% | (69) | 658 |
| Relig: Non-Evang. Catholics | 23% | (142) | 67% | (413) | 9% | (58) | 612 |
| Relig: All Christian | 23% | (287) | 67% | (856) | 10% | (127) | 1270 |
| Relig: All Non-Christian | 24% | (224) | 61% | (569) | 15% | (135) | 928 |
| Community: Urban | 27% | (155) | 60% | (345) | 13% | (75) | 576 |
| Community: Suburban | 23% | (235) | 67% | (681) | 10% | (107) | 1023 |
| Community: Rural | 20% | (120) | 67% | (400) | 13% | (81) | 601 |
| Employ: Private Sector | 32% | (223) | 58% | (407) | 10% | (72) | 702 |
| Employ: Government | 32% | (43) | 51% | (68) | 17% | (23) | 134 |
| Employ: Self-Employed | 40% | (69) | 45% | (78) | 15% | (26) | 173 |
| Employ: Homemaker | 14% | (29) | 74% | (156) | 12% | (25) | 211 |
| Employ: Student | 17% | (12) | 72% | (51) | 11% | (8) | 71 |
| Employ: Retired | 10% | (48) | 82% | (418) | 9% | (43) | 509 |
| Employ: Unemployed | 22% | (56) | 61% | (154) | 17% | (44) | 254 |
| Employ: Other | 20% | (30) | 65% | (95) | 15% | (22) | 147 |
| Job Type: White-collar | 32% | (239) | 60% | (452) | 8% | (62) | 752 |
| Job Type: Blue-collar | 21% | (219) | 70% | (720) | 9% | (96) | 1036 |
| Job Type: Don't Know | 13% | (52) | 62% | (255) | 26% | (105) | 412 |
| Military HH: Yes | 22% | (95) | 71% | (301) | 7% | (30) | 426 |
| Military HH: No | 23% | (415) | 63% | (1126) | 13% | (233) | 1774 |

**Table BRD4_3:** *Have you done any of the following regarding industries you are interested in?*
*Subscribe to a newsletter for that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 23% | (510) | 65% | (1427) | 12% | (263) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 24% | (178) | 65% | (482) | 11% | (80) | 739 |
| 2016 Vote: Republican Donald Trump | 25% | (202) | 66% | (534) | 9% | (69) | 805 |
| 2016 Vote: Someone else | 27% | (43) | 62% | (97) | 11% | (17) | 157 |
| 2012 Vote: Barack Obama | 26% | (231) | 65% | (573) | 9% | (84) | 887 |
| 2012 Vote: Mitt Romney | 24% | (148) | 69% | (434) | 7% | (45) | 626 |
| 2012 Vote: Other | 22% | (17) | 65% | (49) | 13% | (9) | 75 |
| 2012 Vote: Didn't Vote | 19% | (115) | 61% | (370) | 20% | (125) | 610 |
| 4-Region: Northeast | 24% | (98) | 65% | (261) | 11% | (43) | 401 |
| 4-Region: Midwest | 19% | (91) | 71% | (337) | 10% | (45) | 473 |
| 4-Region: South | 22% | (180) | 66% | (536) | 12% | (97) | 814 |
| 4-Region: West | 27% | (140) | 57% | (293) | 15% | (77) | 511 |
| Trump: Fav | 26% | (268) | 66% | (692) | 8% | (88) | 1048 |
| Trump: Unfav | 21% | (219) | 67% | (682) | 12% | (118) | 1019 |
| Trump: DK/NO | 18% | (24) | 39% | (52) | 43% | (57) | 133 |

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

**Table BRD4_4:** *Have you done any of the following regarding industries you are interested in?*
*Purchase new products and services as they are developed in that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 38% | (846) | 47% | (1032) | 15% | (322) | 2200 |
| Gender: Male | 44% | (465) | 44% | (469) | 12% | (125) | 1059 |
| Gender: Female | 33% | (381) | 49% | (564) | 17% | (196) | 1141 |
| Age: 18-29 | 47% | (195) | 33% | (140) | 20% | (84) | 419 |
| Age: 30-44 | 50% | (308) | 37% | (225) | 13% | (83) | 616 |
| Age: 45-54 | 36% | (130) | 52% | (186) | 12% | (42) | 357 |
| Age: 55-64 | 26% | (106) | 59% | (243) | 15% | (62) | 410 |
| Age: 65+ | 27% | (107) | 60% | (239) | 13% | (51) | 398 |
| PID: Dem (no lean) | 37% | (281) | 50% | (375) | 13% | (99) | 755 |
| PID: Ind (no lean) | 34% | (248) | 46% | (329) | 20% | (144) | 720 |
| PID: Rep (no lean) | 44% | (318) | 45% | (329) | 11% | (79) | 725 |
| PID/Gender: Dem Men | 42% | (132) | 49% | (151) | 9% | (28) | 311 |
| PID/Gender: Dem Women | 34% | (149) | 50% | (224) | 16% | (71) | 444 |
| PID/Gender: Ind Men | 40% | (139) | 44% | (154) | 17% | (59) | 352 |
| PID/Gender: Ind Women | 29% | (108) | 48% | (175) | 23% | (85) | 368 |
| PID/Gender: Rep Men | 49% | (194) | 41% | (164) | 10% | (38) | 396 |
| PID/Gender: Rep Women | 38% | (124) | 50% | (165) | 12% | (40) | 329 |
| Tea Party: Supporter | 50% | (334) | 40% | (272) | 10% | (67) | 673 |
| Tea Party: Not Supporter | 34% | (512) | 50% | (756) | 16% | (249) | 1518 |
| Ideo: Liberal (1-3) | 48% | (346) | 41% | (290) | 11% | (79) | 715 |
| Ideo: Moderate (4) | 36% | (199) | 48% | (269) | 16% | (88) | 556 |
| Ideo: Conservative (5-7) | 36% | (261) | 54% | (397) | 10% | (76) | 734 |
| Educ: < College | 35% | (545) | 49% | (760) | 17% | (261) | 1566 |
| Educ: Bachelors degree | 48% | (200) | 43% | (178) | 9% | (37) | 416 |
| Educ: Post-grad | 46% | (101) | 43% | (94) | 11% | (23) | 219 |
| Income: Under 50k | 32% | (421) | 50% | (655) | 18% | (232) | 1308 |
| Income: 50k-100k | 44% | (282) | 45% | (288) | 10% | (65) | 636 |
| Income: 100k+ | 56% | (142) | 35% | (89) | 10% | (25) | 256 |

**Table BRD4_4:** *Have you done any of the following regarding industries you are interested in?*
*Purchase new products and services as they are developed in that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 38% | (846) | 47% | (1032) | 15% | (322) | 2200 |
| Ethnicity: White | 37% | (652) | 49% | (851) | 14% | (247) | 1750 |
| Ethnicity: Hispanic | 51% | (170) | 32% | (106) | 16% | (54) | 329 |
| Ethnicity: Afr. Am. | 47% | (125) | 37% | (100) | 16% | (43) | 268 |
| Ethnicity: Other | 38% | (69) | 45% | (82) | 17% | (31) | 182 |
| Relig: Protestant | 38% | (228) | 52% | (314) | 11% | (64) | 606 |
| Relig: Roman Catholic | 46% | (212) | 44% | (202) | 10% | (48) | 462 |
| Relig: Ath./Agn./None | 37% | (219) | 43% | (259) | 20% | (118) | 596 |
| Relig: Something Else | 38% | (126) | 48% | (158) | 14% | (48) | 332 |
| Relig: Jewish | 38% | (23) | 50% | (30) | 12% | (7) | 60 |
| Relig: Evangelical | 40% | (265) | 47% | (306) | 13% | (86) | 658 |
| Relig: Non-Evang. Catholics | 39% | (236) | 50% | (308) | 11% | (69) | 612 |
| Relig: All Christian | 39% | (501) | 48% | (613) | 12% | (155) | 1270 |
| Relig: All Non-Christian | 37% | (345) | 45% | (418) | 18% | (166) | 928 |
| Community: Urban | 42% | (242) | 42% | (239) | 16% | (95) | 576 |
| Community: Suburban | 40% | (404) | 47% | (484) | 13% | (135) | 1023 |
| Community: Rural | 33% | (200) | 51% | (309) | 15% | (92) | 601 |
| Employ: Private Sector | 50% | (349) | 39% | (274) | 11% | (78) | 702 |
| Employ: Government | 44% | (60) | 41% | (55) | 15% | (20) | 134 |
| Employ: Self-Employed | 47% | (81) | 43% | (74) | 11% | (19) | 173 |
| Employ: Homemaker | 36% | (76) | 48% | (102) | 16% | (33) | 211 |
| Employ: Student | 39% | (28) | 37% | (26) | 24% | (17) | 71 |
| Employ: Retired | 24% | (125) | 62% | (314) | 14% | (71) | 509 |
| Employ: Unemployed | 32% | (81) | 45% | (115) | 23% | (58) | 254 |
| Employ: Other | 33% | (48) | 50% | (73) | 17% | (26) | 147 |
| Job Type: White-collar | 48% | (359) | 43% | (321) | 10% | (72) | 752 |
| Job Type: Blue-collar | 37% | (382) | 51% | (528) | 12% | (125) | 1036 |
| Job Type: Don't Know | 25% | (105) | 44% | (183) | 30% | (124) | 412 |
| Military HH: Yes | 43% | (184) | 48% | (204) | 9% | (37) | 426 |
| Military HH: No | 37% | (662) | 47% | (828) | 16% | (284) | 1774 |

**Table BRD4_4:** *Have you done any of the following regarding industries you are interested in?*
*Purchase new products and services as they are developed in that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 38% | (846) | 47% | (1032) | 15% | (322) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 40% | (294) | 47% | (347) | 13% | (98) | 739 |
| 2016 Vote: Republican Donald Trump | 42% | (335) | 47% | (380) | 11% | (90) | 805 |
| 2016 Vote: Someone else | 37% | (59) | 46% | (72) | 17% | (26) | 157 |
| 2012 Vote: Barack Obama | 39% | (349) | 49% | (433) | 12% | (105) | 887 |
| 2012 Vote: Mitt Romney | 39% | (246) | 51% | (321) | 10% | (60) | 626 |
| 2012 Vote: Other | 28% | (21) | 55% | (42) | 17% | (13) | 75 |
| 2012 Vote: Didn't Vote | 38% | (230) | 39% | (237) | 24% | (144) | 610 |
| 4-Region: Northeast | 38% | (153) | 48% | (192) | 14% | (57) | 401 |
| 4-Region: Midwest | 36% | (169) | 50% | (237) | 14% | (68) | 473 |
| 4-Region: South | 38% | (311) | 47% | (381) | 15% | (122) | 814 |
| 4-Region: West | 42% | (213) | 44% | (223) | 15% | (75) | 511 |
| Trump: Fav | 41% | (428) | 47% | (496) | 12% | (124) | 1048 |
| Trump: Unfav | 37% | (381) | 48% | (489) | 15% | (148) | 1019 |
| Trump: DK/NO | 28% | (37) | 36% | (47) | 37% | (49) | 133 |

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

**Table BRD5_1:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Attend a large conference to learn whats coming next from leaders of that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 26% | (581) | 58% | (1276) | 16% | (342) | 2200 |
| Gender: Male | 32% | (334) | 54% | (576) | 14% | (149) | 1059 |
| Gender: Female | 22% | (247) | 61% | (700) | 17% | (193) | 1141 |
| Age: 18-29 | 33% | (139) | 48% | (200) | 19% | (80) | 419 |
| Age: 30-44 | 40% | (246) | 45% | (277) | 15% | (93) | 616 |
| Age: 45-54 | 24% | (84) | 64% | (230) | 12% | (43) | 357 |
| Age: 55-64 | 16% | (67) | 66% | (269) | 18% | (74) | 410 |
| Age: 65+ | 11% | (45) | 75% | (300) | 13% | (52) | 398 |
| PID: Dem (no lean) | 27% | (204) | 58% | (437) | 15% | (113) | 755 |
| PID: Ind (no lean) | 25% | (177) | 57% | (412) | 18% | (131) | 720 |
| PID: Rep (no lean) | 28% | (200) | 59% | (428) | 14% | (98) | 725 |
| PID/Gender: Dem Men | 36% | (111) | 51% | (159) | 13% | (41) | 311 |
| PID/Gender: Dem Women | 21% | (93) | 63% | (279) | 16% | (72) | 444 |
| PID/Gender: Ind Men | 28% | (98) | 56% | (198) | 16% | (56) | 352 |
| PID/Gender: Ind Women | 22% | (79) | 58% | (213) | 21% | (75) | 368 |
| PID/Gender: Rep Men | 31% | (124) | 55% | (219) | 13% | (53) | 396 |
| PID/Gender: Rep Women | 23% | (75) | 63% | (209) | 14% | (45) | 329 |
| Tea Party: Supporter | 34% | (232) | 52% | (350) | 14% | (91) | 673 |
| Tea Party: Not Supporter | 23% | (348) | 61% | (923) | 16% | (247) | 1518 |
| Ideo: Liberal (1-3) | 35% | (252) | 52% | (368) | 13% | (95) | 715 |
| Ideo: Moderate (4) | 24% | (132) | 61% | (337) | 16% | (87) | 556 |
| Ideo: Conservative (5-7) | 23% | (165) | 66% | (486) | 11% | (83) | 734 |
| Educ: < College | 22% | (338) | 61% | (955) | 17% | (273) | 1566 |
| Educ: Bachelors degree | 38% | (156) | 51% | (210) | 12% | (49) | 416 |
| Educ: Post-grad | 40% | (87) | 51% | (112) | 9% | (20) | 219 |
| Income: Under 50k | 22% | (290) | 60% | (782) | 18% | (236) | 1308 |
| Income: 50k-100k | 28% | (179) | 60% | (382) | 12% | (74) | 636 |
| Income: 100k+ | 44% | (112) | 44% | (112) | 12% | (32) | 256 |

**Table BRD5_1:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Attend a large conference to learn whats coming next from leaders of that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 26% | (581) | 58% | (1276) | 16% | (342) | 2200 |
| Ethnicity: White | 24% | (428) | 61% | (1068) | 15% | (254) | 1750 |
| Ethnicity: Hispanic | 29% | (96) | 53% | (175) | 18% | (58) | 329 |
| Ethnicity: Afr. Am. | 37% | (100) | 46% | (124) | 17% | (44) | 268 |
| Ethnicity: Other | 29% | (53) | 46% | (84) | 24% | (44) | 182 |
| Relig: Protestant | 25% | (149) | 62% | (375) | 14% | (82) | 606 |
| Relig: Roman Catholic | 30% | (140) | 56% | (258) | 14% | (64) | 462 |
| Relig: Ath./Agn./None | 24% | (144) | 56% | (335) | 20% | (117) | 596 |
| Relig: Something Else | 27% | (91) | 59% | (197) | 13% | (44) | 332 |
| Relig: Jewish | 29% | (18) | 58% | (35) | 12% | (7) | 60 |
| Relig: Evangelical | 30% | (200) | 55% | (362) | 15% | (96) | 658 |
| Relig: Non-Evang. Catholics | 24% | (145) | 62% | (382) | 14% | (85) | 612 |
| Relig: All Christian | 27% | (345) | 59% | (744) | 14% | (181) | 1270 |
| Relig: All Non-Christian | 25% | (235) | 57% | (532) | 17% | (161) | 928 |
| Community: Urban | 30% | (170) | 54% | (310) | 17% | (96) | 576 |
| Community: Suburban | 28% | (289) | 57% | (588) | 14% | (146) | 1023 |
| Community: Rural | 20% | (122) | 63% | (379) | 17% | (100) | 601 |
| Employ: Private Sector | 35% | (245) | 52% | (366) | 13% | (91) | 702 |
| Employ: Government | 39% | (52) | 45% | (61) | 16% | (22) | 134 |
| Employ: Self-Employed | 42% | (73) | 44% | (77) | 13% | (23) | 173 |
| Employ: Homemaker | 15% | (31) | 74% | (157) | 11% | (23) | 211 |
| Employ: Student | 33% | (24) | 44% | (31) | 23% | (16) | 71 |
| Employ: Retired | 9% | (48) | 73% | (370) | 18% | (91) | 509 |
| Employ: Unemployed | 26% | (67) | 54% | (137) | 20% | (50) | 254 |
| Employ: Other | 29% | (43) | 53% | (78) | 17% | (25) | 147 |
| Job Type: White-collar | 37% | (281) | 51% | (383) | 12% | (88) | 752 |
| Job Type: Blue-collar | 22% | (230) | 64% | (662) | 14% | (144) | 1036 |
| Job Type: Don't Know | 17% | (70) | 56% | (232) | 27% | (110) | 412 |
| Military HH: Yes | 24% | (101) | 64% | (272) | 13% | (53) | 426 |
| Military HH: No | 27% | (481) | 57% | (1005) | 16% | (289) | 1774 |

**Table BRD5_1:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Attend a large conference to learn whats coming next from leaders of that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 26% | (581) | 58% | (1276) | 16% | (342) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 31% | (226) | 56% | (412) | 14% | (101) | 739 |
| 2016 Vote: Republican Donald Trump | 26% | (207) | 61% | (493) | 13% | (105) | 805 |
| 2016 Vote: Someone else | 32% | (50) | 54% | (85) | 14% | (22) | 157 |
| 2012 Vote: Barack Obama | 32% | (280) | 56% | (497) | 12% | (111) | 887 |
| 2012 Vote: Mitt Romney | 23% | (145) | 64% | (400) | 13% | (81) | 626 |
| 2012 Vote: Other | 28% | (21) | 56% | (42) | 16% | (12) | 75 |
| 2012 Vote: Didn't Vote | 22% | (135) | 55% | (337) | 23% | (139) | 610 |
| 4-Region: Northeast | 25% | (102) | 60% | (242) | 14% | (58) | 401 |
| 4-Region: Midwest | 22% | (103) | 63% | (298) | 15% | (72) | 473 |
| 4-Region: South | 27% | (220) | 58% | (469) | 15% | (126) | 814 |
| 4-Region: West | 31% | (156) | 52% | (267) | 17% | (87) | 511 |
| Trump: Fav | 27% | (286) | 59% | (619) | 14% | (144) | 1048 |
| Trump: Unfav | 26% | (263) | 60% | (607) | 15% | (149) | 1019 |
| Trump: DK/NO | 24% | (32) | 38% | (51) | 38% | (50) | 133 |

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

**Table BRD5_2:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Discuss advancements in that industry with family or friends*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 51% | (1132) | 35% | (768) | 14% | (300) | 2200 |
| Gender: Male | 54% | (570) | 35% | (368) | 11% | (120) | 1059 |
| Gender: Female | 49% | (562) | 35% | (399) | 16% | (180) | 1141 |
| Age: 18-29 | 54% | (225) | 28% | (117) | 18% | (77) | 419 |
| Age: 30-44 | 58% | (357) | 30% | (186) | 12% | (73) | 616 |
| Age: 45-54 | 52% | (187) | 34% | (123) | 13% | (47) | 357 |
| Age: 55-64 | 45% | (184) | 43% | (175) | 12% | (51) | 410 |
| Age: 65+ | 45% | (178) | 42% | (167) | 13% | (53) | 398 |
| PID: Dem (no lean) | 50% | (381) | 40% | (299) | 10% | (76) | 755 |
| PID: Ind (no lean) | 49% | (352) | 31% | (226) | 20% | (142) | 720 |
| PID: Rep (no lean) | 55% | (400) | 34% | (243) | 11% | (82) | 725 |
| PID/Gender: Dem Men | 53% | (165) | 40% | (123) | 7% | (22) | 311 |
| PID/Gender: Dem Women | 49% | (215) | 40% | (175) | 12% | (53) | 444 |
| PID/Gender: Ind Men | 52% | (182) | 31% | (110) | 17% | (60) | 352 |
| PID/Gender: Ind Women | 46% | (169) | 32% | (116) | 22% | (83) | 368 |
| PID/Gender: Rep Men | 56% | (223) | 34% | (135) | 10% | (38) | 396 |
| PID/Gender: Rep Women | 54% | (177) | 33% | (108) | 13% | (44) | 329 |
| Tea Party: Supporter | 58% | (390) | 32% | (213) | 10% | (70) | 673 |
| Tea Party: Not Supporter | 49% | (739) | 36% | (553) | 15% | (226) | 1518 |
| Ideo: Liberal (1-3) | 59% | (424) | 31% | (220) | 10% | (71) | 715 |
| Ideo: Moderate (4) | 46% | (255) | 40% | (222) | 14% | (79) | 556 |
| Ideo: Conservative (5-7) | 54% | (398) | 35% | (260) | 10% | (76) | 734 |
| Educ: < College | 46% | (714) | 39% | (604) | 16% | (248) | 1566 |
| Educ: Bachelors degree | 65% | (271) | 26% | (109) | 9% | (36) | 416 |
| Educ: Post-grad | 67% | (147) | 25% | (55) | 7% | (16) | 219 |
| Income: Under 50k | 44% | (573) | 39% | (514) | 17% | (222) | 1308 |
| Income: 50k-100k | 61% | (387) | 30% | (190) | 9% | (59) | 636 |
| Income: 100k+ | 67% | (172) | 25% | (65) | 7% | (19) | 256 |

**Table BRD5_2:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Discuss advancements in that industry with family or friends*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 51% | (1132) | 35% | (768) | 14% | (300) | 2200 |
| Ethnicity: White | 53% | (923) | 35% | (607) | 13% | (220) | 1750 |
| Ethnicity: Hispanic | 53% | (176) | 34% | (112) | 13% | (41) | 329 |
| Ethnicity: Afr. Am. | 50% | (133) | 32% | (86) | 18% | (49) | 268 |
| Ethnicity: Other | 42% | (76) | 41% | (75) | 17% | (31) | 182 |
| Relig: Protestant | 54% | (330) | 35% | (213) | 10% | (63) | 606 |
| Relig: Roman Catholic | 53% | (243) | 37% | (171) | 10% | (47) | 462 |
| Relig: Ath./Agn./None | 49% | (291) | 32% | (190) | 19% | (115) | 596 |
| Relig: Something Else | 53% | (175) | 38% | (127) | 9% | (30) | 332 |
| Relig: Jewish | 58% | (35) | 33% | (20) | 8% | (5) | 60 |
| Relig: Evangelical | 52% | (344) | 35% | (229) | 13% | (84) | 658 |
| Relig: Non-Evang. Catholics | 53% | (322) | 36% | (222) | 11% | (68) | 612 |
| Relig: All Christian | 52% | (666) | 36% | (451) | 12% | (152) | 1270 |
| Relig: All Non-Christian | 50% | (466) | 34% | (317) | 16% | (146) | 928 |
| Community: Urban | 52% | (301) | 34% | (197) | 14% | (78) | 576 |
| Community: Suburban | 53% | (540) | 34% | (349) | 13% | (134) | 1023 |
| Community: Rural | 48% | (291) | 37% | (222) | 15% | (88) | 601 |
| Employ: Private Sector | 58% | (405) | 33% | (230) | 9% | (66) | 702 |
| Employ: Government | 60% | (81) | 25% | (33) | 15% | (21) | 134 |
| Employ: Self-Employed | 63% | (108) | 28% | (48) | 10% | (17) | 173 |
| Employ: Homemaker | 46% | (97) | 44% | (92) | 10% | (22) | 211 |
| Employ: Student | 49% | (35) | 29% | (21) | 21% | (15) | 71 |
| Employ: Retired | 43% | (219) | 41% | (210) | 16% | (81) | 509 |
| Employ: Unemployed | 45% | (114) | 35% | (88) | 20% | (52) | 254 |
| Employ: Other | 50% | (73) | 32% | (47) | 19% | (27) | 147 |
| Job Type: White-collar | 65% | (486) | 28% | (211) | 7% | (55) | 752 |
| Job Type: Blue-collar | 50% | (514) | 38% | (395) | 12% | (126) | 1036 |
| Job Type: Don't Know | 32% | (132) | 39% | (162) | 29% | (118) | 412 |
| Military HH: Yes | 52% | (221) | 37% | (160) | 11% | (45) | 426 |
| Military HH: No | 51% | (911) | 34% | (608) | 14% | (255) | 1774 |

**Table BRD5_2:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Discuss advancements in that industry with family or friends*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 51% | (1132) | 35% | (768) | 14% | (300) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 54% | (399) | 36% | (268) | 10% | (72) | 739 |
| 2016 Vote: Republican Donald Trump | 56% | (447) | 33% | (266) | 11% | (92) | 805 |
| 2016 Vote: Someone else | 55% | (86) | 30% | (48) | 15% | (24) | 157 |
| 2012 Vote: Barack Obama | 55% | (489) | 35% | (314) | 10% | (85) | 887 |
| 2012 Vote: Mitt Romney | 56% | (350) | 34% | (212) | 10% | (64) | 626 |
| 2012 Vote: Other | 53% | (40) | 31% | (23) | 16% | (12) | 75 |
| 2012 Vote: Didn't Vote | 41% | (253) | 36% | (217) | 23% | (140) | 610 |
| 4-Region: Northeast | 52% | (208) | 34% | (137) | 14% | (56) | 401 |
| 4-Region: Midwest | 49% | (232) | 38% | (180) | 13% | (62) | 473 |
| 4-Region: South | 51% | (411) | 35% | (286) | 14% | (116) | 814 |
| 4-Region: West | 55% | (281) | 32% | (164) | 13% | (66) | 511 |
| Trump: Fav | 54% | (564) | 34% | (358) | 12% | (126) | 1048 |
| Trump: Unfav | 52% | (530) | 36% | (368) | 12% | (121) | 1019 |
| Trump: DK/NO | 28% | (38) | 31% | (42) | 40% | (54) | 133 |

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

**Table BRD5_3:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Subscribe to a newsletter for that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 36% | (788) | 50% | (1101) | 14% | (310) | 2200 |
| Gender: Male | 39% | (414) | 49% | (521) | 12% | (125) | 1059 |
| Gender: Female | 33% | (375) | 51% | (581) | 16% | (186) | 1141 |
| Age: 18-29 | 37% | (154) | 46% | (194) | 17% | (71) | 419 |
| Age: 30-44 | 47% | (292) | 39% | (241) | 13% | (83) | 616 |
| Age: 45-54 | 36% | (130) | 51% | (184) | 12% | (44) | 357 |
| Age: 55-64 | 29% | (118) | 55% | (227) | 16% | (66) | 410 |
| Age: 65+ | 24% | (96) | 64% | (255) | 12% | (47) | 398 |
| PID: Dem (no lean) | 37% | (277) | 51% | (388) | 12% | (90) | 755 |
| PID: Ind (no lean) | 34% | (243) | 47% | (336) | 20% | (142) | 720 |
| PID: Rep (no lean) | 37% | (269) | 52% | (377) | 11% | (79) | 725 |
| PID/Gender: Dem Men | 41% | (128) | 50% | (157) | 8% | (26) | 311 |
| PID/Gender: Dem Women | 33% | (149) | 52% | (232) | 14% | (64) | 444 |
| PID/Gender: Ind Men | 37% | (130) | 46% | (163) | 17% | (60) | 352 |
| PID/Gender: Ind Women | 31% | (113) | 47% | (173) | 22% | (82) | 368 |
| PID/Gender: Rep Men | 39% | (156) | 51% | (201) | 10% | (39) | 396 |
| PID/Gender: Rep Women | 34% | (113) | 53% | (176) | 12% | (40) | 329 |
| Tea Party: Supporter | 42% | (282) | 47% | (314) | 11% | (77) | 673 |
| Tea Party: Not Supporter | 33% | (505) | 52% | (784) | 15% | (229) | 1518 |
| Ideo: Liberal (1-3) | 44% | (312) | 46% | (329) | 10% | (74) | 715 |
| Ideo: Moderate (4) | 35% | (194) | 50% | (279) | 15% | (83) | 556 |
| Ideo: Conservative (5-7) | 35% | (256) | 54% | (399) | 11% | (80) | 734 |
| Educ: < College | 31% | (487) | 53% | (831) | 16% | (247) | 1566 |
| Educ: Bachelors degree | 46% | (192) | 43% | (178) | 11% | (45) | 416 |
| Educ: Post-grad | 50% | (109) | 42% | (92) | 8% | (18) | 219 |
| Income: Under 50k | 31% | (406) | 53% | (694) | 16% | (208) | 1308 |
| Income: 50k-100k | 39% | (246) | 49% | (312) | 12% | (78) | 636 |
| Income: 100k+ | 53% | (136) | 37% | (95) | 10% | (24) | 256 |

**Table BRD5_3:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Subscribe to a newsletter for that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 36% | (788) | 50% | (1101) | 14% | (310) | 2200 |
| Ethnicity: White | 35% | (618) | 52% | (903) | 13% | (229) | 1750 |
| Ethnicity: Hispanic | 42% | (139) | 44% | (144) | 14% | (47) | 329 |
| Ethnicity: Afr. Am. | 40% | (106) | 44% | (117) | 17% | (45) | 268 |
| Ethnicity: Other | 35% | (64) | 45% | (82) | 20% | (36) | 182 |
| Relig: Protestant | 36% | (221) | 53% | (319) | 11% | (66) | 606 |
| Relig: Roman Catholic | 38% | (176) | 51% | (236) | 11% | (50) | 462 |
| Relig: Ath./Agn./None | 35% | (208) | 45% | (269) | 20% | (119) | 596 |
| Relig: Something Else | 38% | (126) | 50% | (167) | 12% | (39) | 332 |
| Relig: Jewish | 41% | (24) | 44% | (26) | 16% | (9) | 60 |
| Relig: Evangelical | 35% | (229) | 53% | (347) | 12% | (81) | 658 |
| Relig: Non-Evang. Catholics | 37% | (225) | 52% | (318) | 11% | (68) | 612 |
| Relig: All Christian | 36% | (455) | 52% | (666) | 12% | (150) | 1270 |
| Relig: All Non-Christian | 36% | (334) | 47% | (436) | 17% | (159) | 928 |
| Community: Urban | 39% | (225) | 49% | (280) | 12% | (71) | 576 |
| Community: Suburban | 37% | (382) | 49% | (501) | 14% | (140) | 1023 |
| Community: Rural | 30% | (181) | 53% | (320) | 16% | (99) | 601 |
| Employ: Private Sector | 41% | (291) | 47% | (327) | 12% | (84) | 702 |
| Employ: Government | 44% | (59) | 41% | (55) | 15% | (20) | 134 |
| Employ: Self-Employed | 54% | (94) | 35% | (61) | 11% | (18) | 173 |
| Employ: Homemaker | 30% | (62) | 58% | (123) | 12% | (25) | 211 |
| Employ: Student | 32% | (23) | 53% | (38) | 15% | (10) | 71 |
| Employ: Retired | 24% | (123) | 61% | (311) | 15% | (76) | 509 |
| Employ: Unemployed | 35% | (89) | 45% | (114) | 20% | (51) | 254 |
| Employ: Other | 33% | (48) | 50% | (73) | 17% | (25) | 147 |
| Job Type: White-collar | 47% | (350) | 45% | (336) | 9% | (66) | 752 |
| Job Type: Blue-collar | 34% | (349) | 54% | (558) | 12% | (128) | 1036 |
| Job Type: Don't Know | 22% | (89) | 50% | (207) | 28% | (116) | 412 |
| Military HH: Yes | 33% | (139) | 58% | (249) | 9% | (38) | 426 |
| Military HH: No | 37% | (650) | 48% | (853) | 15% | (272) | 1774 |

**Table BRD5_3:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Subscribe to a newsletter for that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 36% | (788) | 50% | (1101) | 14% | (310) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 38% | (281) | 49% | (364) | 13% | (94) | 739 |
| 2016 Vote: Republican Donald Trump | 36% | (292) | 52% | (421) | 11% | (92) | 805 |
| 2016 Vote: Someone else | 45% | (70) | 38% | (60) | 17% | (26) | 157 |
| 2012 Vote: Barack Obama | 39% | (342) | 49% | (436) | 12% | (109) | 887 |
| 2012 Vote: Mitt Romney | 37% | (229) | 53% | (334) | 10% | (63) | 626 |
| 2012 Vote: Other | 33% | (25) | 46% | (34) | 22% | (16) | 75 |
| 2012 Vote: Didn't Vote | 31% | (192) | 49% | (297) | 20% | (122) | 610 |
| 4-Region: Northeast | 37% | (150) | 49% | (195) | 14% | (56) | 401 |
| 4-Region: Midwest | 32% | (153) | 53% | (252) | 15% | (69) | 473 |
| 4-Region: South | 36% | (296) | 50% | (409) | 13% | (109) | 814 |
| 4-Region: West | 37% | (190) | 48% | (246) | 15% | (75) | 511 |
| Trump: Fav | 37% | (386) | 52% | (545) | 11% | (116) | 1048 |
| Trump: Unfav | 37% | (374) | 49% | (502) | 14% | (143) | 1019 |
| Trump: DK/NO | 22% | (29) | 40% | (54) | 38% | (51) | 133 |

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

**Table BRD5_4:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Purchase new products and services as they are developed in that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 51% | (1130) | 31% | (693) | 17% | (377) | 2200 |
| Gender: Male | 54% | (577) | 31% | (326) | 15% | (156) | 1059 |
| Gender: Female | 49% | (554) | 32% | (366) | 19% | (221) | 1141 |
| Age: 18-29 | 53% | (220) | 28% | (115) | 20% | (83) | 419 |
| Age: 30-44 | 60% | (372) | 26% | (160) | 14% | (84) | 616 |
| Age: 45-54 | 51% | (183) | 31% | (113) | 17% | (62) | 357 |
| Age: 55-64 | 43% | (175) | 39% | (158) | 19% | (77) | 410 |
| Age: 65+ | 45% | (180) | 37% | (146) | 18% | (71) | 398 |
| PID: Dem (no lean) | 49% | (370) | 35% | (265) | 16% | (120) | 755 |
| PID: Ind (no lean) | 48% | (347) | 30% | (216) | 22% | (157) | 720 |
| PID: Rep (no lean) | 57% | (414) | 29% | (212) | 14% | (100) | 725 |
| PID/Gender: Dem Men | 53% | (163) | 35% | (108) | 13% | (40) | 311 |
| PID/Gender: Dem Women | 47% | (207) | 35% | (157) | 18% | (80) | 444 |
| PID/Gender: Ind Men | 51% | (179) | 30% | (104) | 20% | (69) | 352 |
| PID/Gender: Ind Women | 46% | (168) | 30% | (112) | 24% | (88) | 368 |
| PID/Gender: Rep Men | 59% | (235) | 29% | (114) | 12% | (47) | 396 |
| PID/Gender: Rep Women | 54% | (179) | 30% | (98) | 16% | (52) | 329 |
| Tea Party: Supporter | 57% | (385) | 29% | (197) | 13% | (91) | 673 |
| Tea Party: Not Supporter | 49% | (742) | 33% | (494) | 19% | (283) | 1518 |
| Ideo: Liberal (1-3) | 57% | (406) | 29% | (207) | 14% | (102) | 715 |
| Ideo: Moderate (4) | 51% | (281) | 31% | (173) | 18% | (101) | 556 |
| Ideo: Conservative (5-7) | 53% | (391) | 33% | (240) | 14% | (102) | 734 |
| Educ: < College | 47% | (742) | 33% | (521) | 19% | (302) | 1566 |
| Educ: Bachelors degree | 60% | (250) | 27% | (113) | 13% | (52) | 416 |
| Educ: Post-grad | 63% | (138) | 27% | (58) | 10% | (22) | 219 |
| Income: Under 50k | 47% | (619) | 33% | (431) | 20% | (259) | 1308 |
| Income: 50k-100k | 54% | (345) | 32% | (202) | 14% | (88) | 636 |
| Income: 100k+ | 65% | (167) | 23% | (59) | 12% | (30) | 256 |

**Table BRD5_4:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Purchase new products and services as they are developed in that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 51% | (1130) | 31% | (693) | 17% | (377) | 2200 |
| Ethnicity: White | 51% | (885) | 32% | (564) | 17% | (301) | 1750 |
| Ethnicity: Hispanic | 56% | (183) | 26% | (85) | 18% | (61) | 329 |
| Ethnicity: Afr. Am. | 61% | (165) | 25% | (66) | 14% | (38) | 268 |
| Ethnicity: Other | 45% | (81) | 35% | (63) | 21% | (38) | 182 |
| Relig: Protestant | 55% | (333) | 31% | (187) | 14% | (86) | 606 |
| Relig: Roman Catholic | 53% | (246) | 32% | (148) | 15% | (67) | 462 |
| Relig: Ath./Agn./None | 49% | (292) | 30% | (181) | 21% | (124) | 596 |
| Relig: Something Else | 49% | (164) | 35% | (117) | 15% | (51) | 332 |
| Relig: Jewish | 53% | (32) | 34% | (20) | 14% | (8) | 60 |
| Relig: Evangelical | 54% | (358) | 29% | (188) | 17% | (112) | 658 |
| Relig: Non-Evang. Catholics | 52% | (316) | 34% | (208) | 14% | (88) | 612 |
| Relig: All Christian | 53% | (674) | 31% | (396) | 16% | (200) | 1270 |
| Relig: All Non-Christian | 49% | (456) | 32% | (297) | 19% | (175) | 928 |
| Community: Urban | 51% | (296) | 32% | (186) | 16% | (93) | 576 |
| Community: Suburban | 54% | (551) | 30% | (306) | 16% | (166) | 1023 |
| Community: Rural | 47% | (283) | 33% | (201) | 20% | (117) | 601 |
| Employ: Private Sector | 57% | (399) | 28% | (197) | 15% | (106) | 702 |
| Employ: Government | 54% | (73) | 29% | (39) | 17% | (22) | 134 |
| Employ: Self-Employed | 62% | (107) | 25% | (43) | 13% | (22) | 173 |
| Employ: Homemaker | 47% | (98) | 36% | (76) | 17% | (36) | 211 |
| Employ: Student | 56% | (40) | 27% | (19) | 16% | (11) | 71 |
| Employ: Retired | 44% | (226) | 38% | (193) | 18% | (91) | 509 |
| Employ: Unemployed | 47% | (120) | 31% | (79) | 21% | (54) | 254 |
| Employ: Other | 46% | (68) | 31% | (45) | 23% | (33) | 147 |
| Job Type: White-collar | 60% | (450) | 28% | (209) | 12% | (93) | 752 |
| Job Type: Blue-collar | 51% | (527) | 33% | (342) | 16% | (167) | 1036 |
| Job Type: Don't Know | 37% | (154) | 34% | (142) | 28% | (117) | 412 |
| Military HH: Yes | 53% | (225) | 33% | (142) | 14% | (59) | 426 |
| Military HH: No | 51% | (906) | 31% | (551) | 18% | (317) | 1774 |

**Table BRD5_4:** *Would you ever consider doing any of the following regarding industries you are interested in?*
*Purchase new products and services as they are developed in that industry*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 51% | (1130) | 31% | (693) | 17% | (377) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 52% | (381) | 33% | (246) | 15% | (112) | 739 |
| 2016 Vote: Republican Donald Trump | 54% | (436) | 31% | (252) | 15% | (117) | 805 |
| 2016 Vote: Someone else | 56% | (88) | 26% | (41) | 18% | (28) | 157 |
| 2012 Vote: Barack Obama | 53% | (470) | 32% | (287) | 15% | (130) | 887 |
| 2012 Vote: Mitt Romney | 54% | (337) | 32% | (199) | 14% | (90) | 626 |
| 2012 Vote: Other | 39% | (29) | 39% | (29) | 22% | (17) | 75 |
| 2012 Vote: Didn't Vote | 48% | (294) | 29% | (177) | 23% | (139) | 610 |
| 4-Region: Northeast | 49% | (197) | 33% | (134) | 17% | (70) | 401 |
| 4-Region: Midwest | 47% | (221) | 36% | (172) | 17% | (80) | 473 |
| 4-Region: South | 54% | (443) | 29% | (235) | 17% | (136) | 814 |
| 4-Region: West | 53% | (269) | 30% | (151) | 18% | (90) | 511 |
| Trump: Fav | 55% | (573) | 31% | (324) | 14% | (152) | 1048 |
| Trump: Unfav | 51% | (519) | 32% | (329) | 17% | (171) | 1019 |
| Trump: DK/NO | 29% | (39) | 30% | (41) | 41% | (54) | 133 |

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

**Table BRD6_1:** *How interested would you be in learning more about the following industries or topics?*
*Sports industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 19% | (420) | 28% | (605) | 23% | (502) | 24% | (537) | 6% | (136) | 2200 |
| Gender: Male | 29% | (302) | 30% | (317) | 20% | (210) | 16% | (167) | 6% | (63) | 1059 |
| Gender: Female | 10% | (118) | 25% | (288) | 26% | (292) | 32% | (370) | 6% | (73) | 1141 |
| Age: 18-29 | 22% | (93) | 29% | (122) | 18% | (75) | 20% | (85) | 10% | (43) | 419 |
| Age: 30-44 | 26% | (158) | 29% | (181) | 22% | (134) | 17% | (105) | 6% | (37) | 616 |
| Age: 45-54 | 23% | (81) | 22% | (80) | 22% | (79) | 26% | (93) | 7% | (24) | 357 |
| Age: 55-64 | 13% | (54) | 26% | (106) | 26% | (108) | 29% | (121) | 5% | (21) | 410 |
| Age: 65+ | 8% | (33) | 29% | (116) | 27% | (106) | 33% | (132) | 3% | (11) | 398 |
| PID: Dem (no lean) | 18% | (137) | 29% | (221) | 25% | (190) | 22% | (169) | 5% | (39) | 755 |
| PID: Ind (no lean) | 16% | (112) | 26% | (187) | 21% | (149) | 28% | (202) | 10% | (70) | 720 |
| PID: Rep (no lean) | 24% | (171) | 27% | (198) | 23% | (163) | 23% | (165) | 4% | (28) | 725 |
| PID/Gender: Dem Men | 30% | (92) | 31% | (98) | 20% | (62) | 13% | (42) | 6% | (18) | 311 |
| PID/Gender: Dem Women | 10% | (45) | 28% | (123) | 29% | (128) | 29% | (127) | 5% | (22) | 444 |
| PID/Gender: Ind Men | 23% | (82) | 29% | (103) | 20% | (71) | 19% | (66) | 8% | (30) | 352 |
| PID/Gender: Ind Women | 8% | (29) | 23% | (83) | 21% | (79) | 37% | (137) | 11% | (40) | 368 |
| PID/Gender: Rep Men | 32% | (128) | 29% | (116) | 19% | (77) | 15% | (59) | 4% | (16) | 396 |
| PID/Gender: Rep Women | 13% | (43) | 25% | (82) | 26% | (86) | 32% | (106) | 4% | (12) | 329 |
| Tea Party: Supporter | 27% | (182) | 29% | (196) | 20% | (136) | 20% | (134) | 4% | (25) | 673 |
| Tea Party: Not Supporter | 16% | (236) | 27% | (408) | 24% | (366) | 26% | (399) | 7% | (108) | 1518 |
| Ideo: Liberal (1-3) | 23% | (165) | 27% | (192) | 23% | (164) | 22% | (155) | 6% | (39) | 715 |
| Ideo: Moderate (4) | 17% | (95) | 31% | (174) | 24% | (135) | 21% | (118) | 6% | (33) | 556 |
| Ideo: Conservative (5-7) | 19% | (137) | 27% | (196) | 24% | (173) | 28% | (208) | 3% | (21) | 734 |
| Educ: < College | 18% | (275) | 27% | (426) | 23% | (356) | 25% | (395) | 7% | (114) | 1566 |
| Educ: Bachelors degree | 24% | (98) | 26% | (110) | 23% | (96) | 23% | (95) | 4% | (17) | 416 |
| Educ: Post-grad | 21% | (46) | 32% | (70) | 23% | (49) | 21% | (46) | 3% | (6) | 219 |
| Income: Under 50k | 17% | (225) | 27% | (347) | 22% | (292) | 26% | (341) | 8% | (104) | 1308 |
| Income: 50k-100k | 21% | (135) | 27% | (174) | 23% | (148) | 25% | (157) | 3% | (22) | 636 |
| Income: 100k+ | 23% | (59) | 33% | (85) | 24% | (63) | 15% | (39) | 4% | (11) | 256 |

**Table BRD6_1:** *How interested would you be in learning more about the following industries or topics?*
*Sports industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 19% | (420) | 28% | (605) | 23% | (502) | 24% | (537) | 6% | (136) | 2200 |
| Ethnicity: White | 18% | (318) | 27% | (476) | 23% | (406) | 26% | (461) | 5% | (88) | 1750 |
| Ethnicity: Hispanic | 33% | (108) | 30% | (99) | 18% | (58) | 12% | (41) | 7% | (23) | 329 |
| Ethnicity: Afr. Am. | 23% | (61) | 28% | (75) | 22% | (58) | 17% | (45) | 11% | (29) | 268 |
| Ethnicity: Other | 23% | (41) | 30% | (54) | 21% | (37) | 17% | (31) | 10% | (18) | 182 |
| Relig: Protestant | 18% | (111) | 27% | (164) | 25% | (151) | 26% | (157) | 4% | (23) | 606 |
| Relig: Roman Catholic | 26% | (120) | 31% | (142) | 24% | (112) | 15% | (68) | 4% | (19) | 462 |
| Relig: Ath./Agn./None | 15% | (89) | 26% | (152) | 22% | (130) | 28% | (166) | 10% | (59) | 596 |
| Relig: Something Else | 19% | (63) | 29% | (96) | 19% | (64) | 26% | (88) | 6% | (21) | 332 |
| Relig: Jewish | 20% | (12) | 24% | (14) | 22% | (13) | 29% | (17) | 6% | (3) | 60 |
| Relig: Evangelical | 21% | (141) | 26% | (174) | 23% | (151) | 24% | (157) | 5% | (35) | 658 |
| Relig: Non-Evang. Catholics | 21% | (127) | 30% | (183) | 25% | (156) | 21% | (126) | 3% | (21) | 612 |
| Relig: All Christian | 21% | (267) | 28% | (357) | 24% | (307) | 22% | (283) | 4% | (55) | 1270 |
| Relig: All Non-Christian | 16% | (152) | 27% | (248) | 21% | (194) | 27% | (254) | 9% | (80) | 928 |
| Community: Urban | 23% | (135) | 28% | (159) | 23% | (134) | 20% | (118) | 5% | (31) | 576 |
| Community: Suburban | 19% | (191) | 28% | (287) | 24% | (250) | 23% | (236) | 6% | (59) | 1023 |
| Community: Rural | 16% | (94) | 27% | (160) | 20% | (118) | 30% | (183) | 8% | (47) | 601 |
| Employ: Private Sector | 26% | (182) | 29% | (201) | 22% | (158) | 18% | (126) | 5% | (35) | 702 |
| Employ: Government | 27% | (37) | 28% | (38) | 20% | (27) | 16% | (22) | 8% | (11) | 134 |
| Employ: Self-Employed | 20% | (34) | 26% | (45) | 22% | (39) | 25% | (43) | 7% | (12) | 173 |
| Employ: Homemaker | 15% | (31) | 25% | (52) | 24% | (51) | 30% | (63) | 7% | (14) | 211 |
| Employ: Student | 22% | (16) | 32% | (23) | 23% | (16) | 16% | (12) | 6% | (4) | 71 |
| Employ: Retired | 9% | (47) | 27% | (137) | 26% | (131) | 34% | (174) | 4% | (20) | 509 |
| Employ: Unemployed | 17% | (44) | 29% | (73) | 19% | (49) | 24% | (61) | 11% | (27) | 254 |
| Employ: Other | 19% | (28) | 25% | (37) | 21% | (31) | 25% | (36) | 10% | (14) | 147 |
| Job Type: White-collar | 24% | (182) | 25% | (187) | 25% | (189) | 22% | (166) | 4% | (28) | 752 |
| Job Type: Blue-collar | 19% | (197) | 30% | (314) | 22% | (230) | 24% | (253) | 4% | (41) | 1036 |
| Job Type: Don't Know | 10% | (40) | 25% | (104) | 20% | (83) | 29% | (118) | 16% | (68) | 412 |
| Military HH: Yes | 18% | (75) | 33% | (142) | 27% | (115) | 19% | (82) | 3% | (12) | 426 |
| Military HH: No | 19% | (345) | 26% | (463) | 22% | (387) | 26% | (455) | 7% | (124) | 1774 |

**Table BRD6_1:** *How interested would you be in learning more about the following industries or topics?*

*Sports industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 19% | (420) | 28% | (605) | 23% | (502) | 24% | (537) | 6% | (136) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 18% | (131) | 30% | (223) | 25% | (184) | 22% | (163) | 5% | (39) | 739 |
| 2016 Vote: Republican Donald Trump | 23% | (189) | 25% | (205) | 23% | (183) | 24% | (195) | 4% | (34) | 805 |
| 2016 Vote: Someone else | 9% | (14) | 31% | (49) | 20% | (32) | 33% | (52) | 7% | (11) | 157 |
| 2012 Vote: Barack Obama | 19% | (168) | 29% | (253) | 25% | (218) | 23% | (207) | 5% | (41) | 887 |
| 2012 Vote: Mitt Romney | 21% | (131) | 27% | (170) | 24% | (150) | 24% | (148) | 4% | (28) | 626 |
| 2012 Vote: Other | 8% | (6) | 31% | (24) | 25% | (19) | 28% | (21) | 8% | (6) | 75 |
| 2012 Vote: Didn't Vote | 19% | (115) | 26% | (159) | 19% | (116) | 26% | (160) | 10% | (61) | 610 |
| 4-Region: Northeast | 23% | (91) | 27% | (107) | 23% | (93) | 21% | (84) | 6% | (26) | 401 |
| 4-Region: Midwest | 14% | (68) | 29% | (137) | 25% | (116) | 27% | (127) | 5% | (25) | 473 |
| 4-Region: South | 21% | (170) | 25% | (205) | 22% | (181) | 25% | (204) | 7% | (53) | 814 |
| 4-Region: West | 18% | (90) | 31% | (156) | 22% | (111) | 24% | (122) | 6% | (32) | 511 |
| Trump: Fav | 23% | (241) | 28% | (298) | 22% | (231) | 23% | (241) | 3% | (36) | 1048 |
| Trump: Unfav | 15% | (155) | 28% | (282) | 24% | (249) | 27% | (274) | 6% | (59) | 1019 |
| Trump: DK/NO | 18% | (23) | 19% | (25) | 16% | (22) | 16% | (22) | 31% | (41) | 133 |

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

**Table BRD6_2:** *How interested would you be in learning more about the following industries or topics?*
*Music industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 23% | (516) | 33% | (728) | 22% | (493) | 15% | (333) | 6% | (130) | 2200 |
| Gender: Male | 25% | (268) | 30% | (314) | 23% | (246) | 16% | (171) | 6% | (61) | 1059 |
| Gender: Female | 22% | (248) | 36% | (414) | 22% | (247) | 14% | (162) | 6% | (69) | 1141 |
| Age: 18-29 | 37% | (153) | 32% | (133) | 12% | (52) | 10% | (43) | 9% | (38) | 419 |
| Age: 30-44 | 33% | (205) | 34% | (211) | 19% | (115) | 8% | (50) | 6% | (36) | 616 |
| Age: 45-54 | 20% | (73) | 34% | (121) | 23% | (81) | 15% | (55) | 7% | (26) | 357 |
| Age: 55-64 | 15% | (60) | 37% | (151) | 25% | (101) | 19% | (78) | 5% | (21) | 410 |
| Age: 65+ | 6% | (25) | 28% | (112) | 36% | (145) | 27% | (107) | 2% | (9) | 398 |
| PID: Dem (no lean) | 28% | (212) | 35% | (265) | 20% | (154) | 12% | (90) | 4% | (33) | 755 |
| PID: Ind (no lean) | 22% | (158) | 31% | (225) | 20% | (143) | 17% | (124) | 10% | (71) | 720 |
| PID: Rep (no lean) | 20% | (146) | 33% | (238) | 27% | (196) | 16% | (119) | 4% | (26) | 725 |
| PID/Gender: Dem Men | 35% | (109) | 28% | (87) | 19% | (60) | 13% | (39) | 5% | (15) | 311 |
| PID/Gender: Dem Women | 23% | (103) | 40% | (178) | 21% | (94) | 11% | (51) | 4% | (18) | 444 |
| PID/Gender: Ind Men | 21% | (73) | 30% | (107) | 22% | (78) | 18% | (64) | 8% | (30) | 352 |
| PID/Gender: Ind Women | 23% | (85) | 32% | (118) | 18% | (65) | 16% | (59) | 11% | (41) | 368 |
| PID/Gender: Rep Men | 21% | (85) | 30% | (120) | 27% | (108) | 17% | (67) | 4% | (16) | 396 |
| PID/Gender: Rep Women | 18% | (61) | 36% | (118) | 27% | (89) | 16% | (52) | 3% | (10) | 329 |
| Tea Party: Supporter | 28% | (188) | 34% | (228) | 18% | (123) | 16% | (108) | 4% | (26) | 673 |
| Tea Party: Not Supporter | 22% | (328) | 33% | (498) | 24% | (370) | 15% | (222) | 7% | (101) | 1518 |
| Ideo: Liberal (1-3) | 32% | (226) | 34% | (240) | 18% | (132) | 13% | (91) | 4% | (25) | 715 |
| Ideo: Moderate (4) | 25% | (140) | 36% | (198) | 19% | (106) | 13% | (74) | 7% | (38) | 556 |
| Ideo: Conservative (5-7) | 16% | (120) | 32% | (237) | 29% | (213) | 20% | (145) | 3% | (19) | 734 |
| Educ: < College | 24% | (381) | 34% | (525) | 21% | (321) | 14% | (226) | 7% | (113) | 1566 |
| Educ: Bachelors degree | 23% | (94) | 31% | (129) | 26% | (108) | 17% | (72) | 3% | (14) | 416 |
| Educ: Post-grad | 19% | (41) | 34% | (74) | 29% | (64) | 16% | (36) | 2% | (4) | 219 |
| Income: Under 50k | 24% | (318) | 32% | (417) | 22% | (283) | 14% | (186) | 8% | (105) | 1308 |
| Income: 50k-100k | 23% | (146) | 35% | (219) | 24% | (150) | 16% | (104) | 3% | (16) | 636 |
| Income: 100k+ | 20% | (52) | 36% | (92) | 24% | (60) | 17% | (42) | 4% | (9) | 256 |

**Table BRD6_2:** *How interested would you be in learning more about the following industries or topics?*
*Music industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 23% | (516) | 33% | (728) | 22% | (493) | 15% | (333) | 6% | (130) | 2200 |
| Ethnicity: White | 21% | (370) | 34% | (589) | 24% | (423) | 16% | (282) | 5% | (85) | 1750 |
| Ethnicity: Hispanic | 36% | (119) | 34% | (111) | 15% | (48) | 9% | (29) | 7% | (22) | 329 |
| Ethnicity: Afr. Am. | 35% | (95) | 28% | (74) | 16% | (42) | 10% | (28) | 11% | (30) | 268 |
| Ethnicity: Other | 28% | (51) | 36% | (65) | 15% | (28) | 13% | (23) | 8% | (15) | 182 |
| Relig: Protestant | 19% | (114) | 34% | (203) | 26% | (158) | 18% | (108) | 4% | (22) | 606 |
| Relig: Roman Catholic | 26% | (121) | 33% | (154) | 25% | (116) | 12% | (54) | 4% | (16) | 462 |
| Relig: Ath./Agn./None | 24% | (141) | 35% | (206) | 19% | (111) | 13% | (80) | 10% | (58) | 596 |
| Relig: Something Else | 24% | (81) | 30% | (99) | 22% | (72) | 18% | (61) | 5% | (18) | 332 |
| Relig: Jewish | 17% | (10) | 30% | (18) | 25% | (15) | 24% | (14) | 4% | (2) | 60 |
| Relig: Evangelical | 26% | (172) | 32% | (210) | 21% | (140) | 15% | (96) | 6% | (39) | 658 |
| Relig: Non-Evang. Catholics | 20% | (122) | 35% | (212) | 28% | (169) | 16% | (95) | 2% | (14) | 612 |
| Relig: All Christian | 23% | (294) | 33% | (422) | 24% | (309) | 15% | (192) | 4% | (53) | 1270 |
| Relig: All Non-Christian | 24% | (221) | 33% | (305) | 20% | (184) | 15% | (141) | 8% | (77) | 928 |
| Community: Urban | 27% | (155) | 34% | (197) | 19% | (110) | 14% | (82) | 5% | (31) | 576 |
| Community: Suburban | 24% | (249) | 32% | (331) | 24% | (243) | 14% | (147) | 5% | (53) | 1023 |
| Community: Rural | 18% | (111) | 33% | (200) | 23% | (140) | 17% | (104) | 8% | (46) | 601 |
| Employ: Private Sector | 28% | (198) | 35% | (248) | 20% | (139) | 11% | (79) | 5% | (37) | 702 |
| Employ: Government | 26% | (36) | 29% | (40) | 22% | (29) | 13% | (18) | 9% | (12) | 134 |
| Employ: Self-Employed | 27% | (47) | 32% | (55) | 17% | (30) | 18% | (30) | 6% | (11) | 173 |
| Employ: Homemaker | 27% | (57) | 36% | (77) | 21% | (44) | 11% | (23) | 4% | (9) | 211 |
| Employ: Student | 40% | (28) | 30% | (21) | 14% | (10) | 14% | (10) | 3% | (2) | 71 |
| Employ: Retired | 9% | (44) | 32% | (161) | 31% | (158) | 25% | (128) | 4% | (19) | 509 |
| Employ: Unemployed | 24% | (61) | 30% | (75) | 24% | (62) | 11% | (27) | 11% | (28) | 254 |
| Employ: Other | 31% | (45) | 35% | (52) | 15% | (21) | 11% | (17) | 8% | (12) | 147 |
| Job Type: White-collar | 22% | (167) | 33% | (245) | 25% | (188) | 16% | (120) | 4% | (32) | 752 |
| Job Type: Blue-collar | 25% | (255) | 35% | (365) | 22% | (231) | 15% | (151) | 3% | (34) | 1036 |
| Job Type: Don't Know | 23% | (94) | 29% | (119) | 18% | (74) | 15% | (62) | 15% | (64) | 412 |
| Military HH: Yes | 19% | (80) | 35% | (148) | 24% | (101) | 19% | (80) | 4% | (17) | 426 |
| Military HH: No | 25% | (436) | 33% | (580) | 22% | (392) | 14% | (253) | 6% | (113) | 1774 |

**Table BRD6_2:** *How interested would you be in learning more about the following industries or topics?*
*Music industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 23% | (516) | 33% | (728) | 22% | (493) | 15% | (333) | 6% | (130) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 26% | (192) | 34% | (249) | 22% | (166) | 14% | (102) | 4% | (30) | 739 |
| 2016 Vote: Republican Donald Trump | 20% | (162) | 33% | (262) | 25% | (202) | 19% | (150) | 4% | (29) | 805 |
| 2016 Vote: Someone else | 23% | (36) | 34% | (54) | 23% | (36) | 13% | (20) | 7% | (11) | 157 |
| 2012 Vote: Barack Obama | 29% | (258) | 32% | (286) | 20% | (177) | 15% | (137) | 3% | (28) | 887 |
| 2012 Vote: Mitt Romney | 15% | (95) | 33% | (205) | 29% | (183) | 18% | (114) | 5% | (29) | 626 |
| 2012 Vote: Other | 13% | (10) | 34% | (26) | 27% | (21) | 17% | (13) | 8% | (6) | 75 |
| 2012 Vote: Didn't Vote | 25% | (153) | 35% | (211) | 18% | (112) | 11% | (68) | 11% | (66) | 610 |
| 4-Region: Northeast | 23% | (91) | 35% | (140) | 25% | (99) | 13% | (50) | 5% | (21) | 401 |
| 4-Region: Midwest | 19% | (91) | 37% | (175) | 22% | (103) | 16% | (75) | 6% | (29) | 473 |
| 4-Region: South | 26% | (208) | 31% | (256) | 23% | (185) | 15% | (118) | 6% | (47) | 814 |
| 4-Region: West | 24% | (125) | 31% | (157) | 21% | (107) | 17% | (89) | 6% | (33) | 511 |
| Trump: Fav | 23% | (238) | 34% | (361) | 24% | (255) | 15% | (161) | 3% | (34) | 1048 |
| Trump: Unfav | 24% | (248) | 34% | (343) | 21% | (216) | 15% | (152) | 6% | (60) | 1019 |
| Trump: DK/NO | 23% | (30) | 18% | (24) | 17% | (22) | 15% | (20) | 28% | (37) | 133 |

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

**Table BRD6_3:** *How interested would you be in learning more about the following industries or topics?*
*Startups*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (371) | 31% | (692) | 26% | (567) | 17% | (379) | 9% | (190) | 2200 |
| Gender: Male | 22% | (232) | 33% | (347) | 24% | (251) | 15% | (162) | 6% | (67) | 1059 |
| Gender: Female | 12% | (140) | 30% | (345) | 28% | (317) | 19% | (217) | 11% | (123) | 1141 |
| Age: 18-29 | 20% | (82) | 32% | (133) | 23% | (97) | 13% | (52) | 13% | (54) | 419 |
| Age: 30-44 | 25% | (154) | 35% | (213) | 22% | (137) | 11% | (69) | 7% | (43) | 616 |
| Age: 45-54 | 17% | (62) | 28% | (101) | 26% | (94) | 19% | (67) | 9% | (33) | 357 |
| Age: 55-64 | 12% | (49) | 31% | (128) | 25% | (101) | 23% | (95) | 9% | (37) | 410 |
| Age: 65+ | 6% | (24) | 29% | (117) | 35% | (138) | 24% | (96) | 6% | (23) | 398 |
| PID: Dem (no lean) | 17% | (126) | 32% | (245) | 28% | (211) | 15% | (114) | 8% | (59) | 755 |
| PID: Ind (no lean) | 15% | (108) | 29% | (207) | 23% | (167) | 21% | (150) | 12% | (89) | 720 |
| PID: Rep (no lean) | 19% | (138) | 33% | (240) | 26% | (190) | 16% | (115) | 6% | (42) | 725 |
| PID/Gender: Dem Men | 26% | (81) | 32% | (101) | 23% | (71) | 13% | (42) | 5% | (17) | 311 |
| PID/Gender: Dem Women | 10% | (45) | 33% | (145) | 31% | (140) | 16% | (72) | 10% | (43) | 444 |
| PID/Gender: Ind Men | 19% | (66) | 28% | (99) | 26% | (91) | 19% | (68) | 8% | (28) | 352 |
| PID/Gender: Ind Women | 11% | (42) | 29% | (108) | 21% | (75) | 22% | (82) | 16% | (60) | 368 |
| PID/Gender: Rep Men | 21% | (85) | 37% | (148) | 22% | (88) | 13% | (53) | 6% | (22) | 396 |
| PID/Gender: Rep Women | 16% | (53) | 28% | (92) | 31% | (101) | 19% | (62) | 6% | (20) | 329 |
| Tea Party: Supporter | 26% | (174) | 31% | (208) | 25% | (166) | 14% | (96) | 4% | (30) | 673 |
| Tea Party: Not Supporter | 13% | (195) | 32% | (483) | 26% | (401) | 19% | (282) | 10% | (157) | 1518 |
| Ideo: Liberal (1-3) | 20% | (146) | 34% | (240) | 26% | (183) | 16% | (111) | 5% | (35) | 715 |
| Ideo: Moderate (4) | 17% | (94) | 30% | (169) | 24% | (135) | 17% | (95) | 12% | (64) | 556 |
| Ideo: Conservative (5-7) | 16% | (119) | 33% | (243) | 28% | (207) | 18% | (132) | 5% | (33) | 734 |
| Educ: < College | 16% | (245) | 29% | (461) | 26% | (400) | 19% | (294) | 11% | (167) | 1566 |
| Educ: Bachelors degree | 19% | (79) | 36% | (151) | 26% | (107) | 15% | (61) | 4% | (18) | 416 |
| Educ: Post-grad | 22% | (48) | 37% | (80) | 28% | (61) | 11% | (25) | 2% | (5) | 219 |
| Income: Under 50k | 16% | (208) | 30% | (393) | 25% | (329) | 18% | (241) | 11% | (138) | 1308 |
| Income: 50k-100k | 16% | (104) | 32% | (201) | 29% | (182) | 17% | (109) | 6% | (40) | 636 |
| Income: 100k+ | 23% | (60) | 38% | (98) | 22% | (56) | 11% | (29) | 5% | (13) | 256 |

**Table BRD6_3:** *How interested would you be in learning more about the following industries or topics?*
*Startups*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (371) | 31% | (692) | 26% | (567) | 17% | (379) | 9% | (190) | 2200 |
| Ethnicity: White | 15% | (255) | 32% | (557) | 28% | (486) | 19% | (326) | 7% | (125) | 1750 |
| Ethnicity: Hispanic | 28% | (92) | 30% | (98) | 21% | (69) | 14% | (45) | 8% | (25) | 329 |
| Ethnicity: Afr. Am. | 26% | (70) | 34% | (91) | 14% | (37) | 12% | (32) | 14% | (39) | 268 |
| Ethnicity: Other | 25% | (46) | 24% | (44) | 24% | (44) | 12% | (21) | 14% | (26) | 182 |
| Relig: Protestant | 15% | (91) | 32% | (193) | 28% | (170) | 18% | (108) | 7% | (44) | 606 |
| Relig: Roman Catholic | 18% | (85) | 35% | (161) | 29% | (133) | 12% | (54) | 6% | (28) | 462 |
| Relig: Ath./Agn./None | 14% | (86) | 31% | (183) | 25% | (148) | 18% | (106) | 12% | (73) | 596 |
| Relig: Something Else | 22% | (73) | 26% | (86) | 24% | (78) | 21% | (71) | 7% | (23) | 332 |
| Relig: Jewish | 23% | (14) | 26% | (16) | 26% | (16) | 18% | (11) | 7% | (4) | 60 |
| Relig: Evangelical | 20% | (134) | 32% | (211) | 24% | (157) | 15% | (97) | 9% | (59) | 658 |
| Relig: Non-Evang. Catholics | 13% | (78) | 34% | (211) | 30% | (184) | 17% | (104) | 6% | (35) | 612 |
| Relig: All Christian | 17% | (212) | 33% | (422) | 27% | (341) | 16% | (200) | 7% | (94) | 1270 |
| Relig: All Non-Christian | 17% | (159) | 29% | (269) | 24% | (226) | 19% | (177) | 10% | (96) | 928 |
| Community: Urban | 19% | (112) | 32% | (187) | 23% | (133) | 16% | (90) | 9% | (53) | 576 |
| Community: Suburban | 17% | (176) | 32% | (331) | 26% | (265) | 17% | (174) | 7% | (77) | 1023 |
| Community: Rural | 14% | (83) | 29% | (174) | 28% | (169) | 19% | (115) | 10% | (61) | 601 |
| Employ: Private Sector | 24% | (171) | 34% | (235) | 23% | (165) | 12% | (83) | 7% | (49) | 702 |
| Employ: Government | 20% | (27) | 31% | (41) | 29% | (40) | 11% | (15) | 9% | (12) | 134 |
| Employ: Self-Employed | 22% | (38) | 36% | (62) | 20% | (35) | 13% | (23) | 9% | (15) | 173 |
| Employ: Homemaker | 14% | (30) | 30% | (64) | 30% | (62) | 16% | (34) | 9% | (20) | 211 |
| Employ: Student | 17% | (12) | 21% | (15) | 29% | (21) | 17% | (12) | 15% | (11) | 71 |
| Employ: Retired | 8% | (38) | 29% | (146) | 31% | (156) | 26% | (131) | 7% | (38) | 509 |
| Employ: Unemployed | 14% | (35) | 33% | (83) | 23% | (59) | 19% | (48) | 11% | (28) | 254 |
| Employ: Other | 14% | (21) | 31% | (45) | 20% | (30) | 23% | (34) | 12% | (17) | 147 |
| Job Type: White-collar | 23% | (171) | 34% | (256) | 25% | (185) | 13% | (99) | 5% | (41) | 752 |
| Job Type: Blue-collar | 15% | (157) | 32% | (333) | 26% | (270) | 20% | (207) | 7% | (69) | 1036 |
| Job Type: Don't Know | 11% | (44) | 25% | (102) | 27% | (113) | 18% | (73) | 20% | (81) | 412 |
| Military HH: Yes | 19% | (80) | 30% | (127) | 26% | (111) | 18% | (79) | 7% | (29) | 426 |
| Military HH: No | 16% | (292) | 32% | (564) | 26% | (456) | 17% | (300) | 9% | (162) | 1774 |

<div align="center">Continued on next page</div>

**Table BRD6_3:** *How interested would you be in learning more about the following industries or topics?*
*Startups*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (371) | 31% | (692) | 26% | (567) | 17% | (379) | 9% | (190) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 18% | (130) | 33% | (243) | 27% | (196) | 15% | (111) | 8% | (59) | 739 |
| 2016 Vote: Republican Donald Trump | 18% | (145) | 32% | (256) | 27% | (220) | 18% | (143) | 5% | (41) | 805 |
| 2016 Vote: Someone else | 13% | (21) | 27% | (42) | 28% | (45) | 23% | (36) | 9% | (14) | 157 |
| 2012 Vote: Barack Obama | 19% | (168) | 33% | (292) | 25% | (218) | 18% | (156) | 6% | (54) | 887 |
| 2012 Vote: Mitt Romney | 14% | (90) | 32% | (202) | 29% | (182) | 18% | (113) | 6% | (40) | 626 |
| 2012 Vote: Other | 20% | (15) | 30% | (23) | 26% | (20) | 14% | (11) | 9% | (7) | 75 |
| 2012 Vote: Didn't Vote | 16% | (98) | 29% | (174) | 24% | (148) | 16% | (100) | 15% | (90) | 610 |
| 4-Region: Northeast | 19% | (76) | 29% | (118) | 27% | (107) | 16% | (65) | 9% | (36) | 401 |
| 4-Region: Midwest | 9% | (43) | 37% | (174) | 27% | (127) | 20% | (94) | 8% | (36) | 473 |
| 4-Region: South | 19% | (155) | 30% | (241) | 24% | (198) | 17% | (140) | 10% | (80) | 814 |
| 4-Region: West | 19% | (98) | 31% | (159) | 26% | (135) | 16% | (80) | 8% | (39) | 511 |
| Trump: Fav | 19% | (199) | 32% | (336) | 25% | (265) | 18% | (185) | 6% | (63) | 1048 |
| Trump: Unfav | 15% | (148) | 32% | (329) | 28% | (282) | 17% | (174) | 8% | (85) | 1019 |
| Trump: DK/NO | 19% | (25) | 20% | (27) | 15% | (20) | 15% | (19) | 32% | (43) | 133 |

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

**Table BRD6_4:** *How interested would you be in learning more about the following industries or topics?*
*Film and TV industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 23% | (503) | 30% | (670) | 23% | (514) | 18% | (392) | 5% | (121) | 2200 |
| Gender: Male | 25% | (265) | 29% | (305) | 24% | (257) | 17% | (180) | 5% | (52) | 1059 |
| Gender: Female | 21% | (237) | 32% | (365) | 23% | (258) | 19% | (212) | 6% | (69) | 1141 |
| Age: 18-29 | 36% | (150) | 29% | (119) | 15% | (61) | 13% | (52) | 9% | (36) | 419 |
| Age: 30-44 | 31% | (190) | 35% | (216) | 20% | (125) | 9% | (53) | 5% | (31) | 616 |
| Age: 45-54 | 20% | (70) | 28% | (99) | 27% | (96) | 20% | (72) | 6% | (21) | 357 |
| Age: 55-64 | 14% | (56) | 30% | (124) | 28% | (115) | 22% | (91) | 6% | (24) | 410 |
| Age: 65+ | 9% | (37) | 28% | (111) | 30% | (117) | 31% | (123) | 2% | (9) | 398 |
| PID: Dem (no lean) | 26% | (200) | 36% | (275) | 21% | (158) | 12% | (88) | 4% | (34) | 755 |
| PID: Ind (no lean) | 20% | (145) | 27% | (198) | 24% | (174) | 19% | (139) | 9% | (65) | 720 |
| PID: Rep (no lean) | 22% | (158) | 27% | (197) | 25% | (183) | 23% | (166) | 3% | (23) | 725 |
| PID/Gender: Dem Men | 33% | (101) | 36% | (111) | 18% | (57) | 10% | (30) | 4% | (12) | 311 |
| PID/Gender: Dem Women | 22% | (98) | 37% | (164) | 23% | (101) | 13% | (58) | 5% | (22) | 444 |
| PID/Gender: Ind Men | 22% | (78) | 26% | (91) | 27% | (95) | 18% | (64) | 7% | (25) | 352 |
| PID/Gender: Ind Women | 18% | (68) | 29% | (107) | 21% | (79) | 20% | (75) | 11% | (40) | 368 |
| PID/Gender: Rep Men | 22% | (86) | 26% | (103) | 27% | (105) | 22% | (86) | 4% | (16) | 396 |
| PID/Gender: Rep Women | 22% | (71) | 29% | (94) | 24% | (78) | 24% | (80) | 2% | (7) | 329 |
| Tea Party: Supporter | 28% | (191) | 26% | (173) | 24% | (158) | 19% | (127) | 3% | (23) | 673 |
| Tea Party: Not Supporter | 21% | (312) | 33% | (494) | 23% | (355) | 17% | (263) | 6% | (95) | 1518 |
| Ideo: Liberal (1-3) | 32% | (231) | 34% | (240) | 19% | (133) | 12% | (86) | 3% | (24) | 715 |
| Ideo: Moderate (4) | 23% | (129) | 35% | (192) | 23% | (126) | 13% | (72) | 7% | (37) | 556 |
| Ideo: Conservative (5-7) | 15% | (114) | 26% | (193) | 29% | (209) | 28% | (206) | 2% | (12) | 734 |
| Educ: < College | 24% | (368) | 28% | (446) | 23% | (365) | 18% | (288) | 6% | (99) | 1566 |
| Educ: Bachelors degree | 23% | (96) | 32% | (134) | 24% | (98) | 17% | (71) | 4% | (17) | 416 |
| Educ: Post-grad | 18% | (38) | 41% | (90) | 24% | (51) | 15% | (33) | 2% | (5) | 219 |
| Income: Under 50k | 24% | (320) | 29% | (376) | 22% | (291) | 17% | (223) | 8% | (99) | 1308 |
| Income: 50k-100k | 20% | (124) | 32% | (204) | 26% | (166) | 20% | (129) | 2% | (13) | 636 |
| Income: 100k+ | 23% | (59) | 35% | (89) | 23% | (58) | 16% | (41) | 4% | (9) | 256 |

Continued on next page

**Table BRD6_4:** *How interested would you be in learning more about the following industries or topics?*
*Film and TV industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 23% | (503) | 30% | (670) | 23% | (514) | 18% | (392) | 5% | (121) | 2200 |
| Ethnicity: White | 20% | (352) | 31% | (539) | 25% | (441) | 20% | (344) | 4% | (74) | 1750 |
| Ethnicity: Hispanic | 45% | (147) | 21% | (69) | 16% | (54) | 11% | (36) | 7% | (22) | 329 |
| Ethnicity: Afr. Am. | 35% | (94) | 29% | (78) | 13% | (35) | 12% | (32) | 11% | (29) | 268 |
| Ethnicity: Other | 31% | (57) | 29% | (52) | 21% | (39) | 9% | (17) | 9% | (17) | 182 |
| Relig: Protestant | 17% | (101) | 31% | (188) | 26% | (156) | 23% | (142) | 3% | (19) | 606 |
| Relig: Roman Catholic | 28% | (131) | 35% | (161) | 21% | (98) | 12% | (56) | 3% | (16) | 462 |
| Relig: Ath./Agn./None | 22% | (134) | 30% | (177) | 24% | (145) | 15% | (87) | 9% | (54) | 596 |
| Relig: Something Else | 24% | (81) | 26% | (85) | 25% | (82) | 20% | (66) | 5% | (18) | 332 |
| Relig: Jewish | 28% | (17) | 29% | (17) | 14% | (8) | 25% | (15) | 4% | (2) | 60 |
| Relig: Evangelical | 25% | (164) | 29% | (191) | 21% | (138) | 20% | (133) | 5% | (32) | 658 |
| Relig: Non-Evang. Catholics | 20% | (124) | 35% | (217) | 24% | (150) | 17% | (105) | 3% | (16) | 612 |
| Relig: All Christian | 23% | (288) | 32% | (408) | 23% | (288) | 19% | (238) | 4% | (48) | 1270 |
| Relig: All Non-Christian | 23% | (215) | 28% | (262) | 24% | (226) | 16% | (152) | 8% | (72) | 928 |
| Community: Urban | 28% | (159) | 31% | (178) | 20% | (114) | 17% | (97) | 5% | (27) | 576 |
| Community: Suburban | 22% | (229) | 34% | (344) | 24% | (248) | 15% | (154) | 5% | (49) | 1023 |
| Community: Rural | 19% | (115) | 25% | (148) | 25% | (153) | 24% | (141) | 7% | (45) | 601 |
| Employ: Private Sector | 29% | (202) | 31% | (220) | 22% | (154) | 14% | (97) | 4% | (29) | 702 |
| Employ: Government | 28% | (37) | 29% | (39) | 21% | (28) | 15% | (21) | 7% | (10) | 134 |
| Employ: Self-Employed | 26% | (44) | 30% | (52) | 24% | (41) | 13% | (23) | 7% | (13) | 173 |
| Employ: Homemaker | 27% | (57) | 31% | (65) | 21% | (44) | 16% | (35) | 5% | (10) | 211 |
| Employ: Student | 30% | (21) | 31% | (22) | 16% | (11) | 15% | (11) | 8% | (6) | 71 |
| Employ: Retired | 8% | (41) | 32% | (164) | 27% | (140) | 29% | (148) | 3% | (16) | 509 |
| Employ: Unemployed | 26% | (65) | 27% | (68) | 23% | (59) | 14% | (35) | 10% | (26) | 254 |
| Employ: Other | 23% | (34) | 27% | (39) | 25% | (37) | 16% | (24) | 8% | (12) | 147 |
| Job Type: White-collar | 25% | (191) | 34% | (254) | 22% | (164) | 16% | (120) | 3% | (23) | 752 |
| Job Type: Blue-collar | 21% | (218) | 31% | (319) | 27% | (275) | 18% | (188) | 3% | (36) | 1036 |
| Job Type: Don't Know | 23% | (93) | 24% | (97) | 18% | (75) | 20% | (84) | 15% | (63) | 412 |
| Military HH: Yes | 20% | (87) | 27% | (115) | 27% | (114) | 22% | (95) | 3% | (14) | 426 |
| Military HH: No | 23% | (415) | 31% | (554) | 23% | (400) | 17% | (297) | 6% | (107) | 1774 |

**Table BRD6_4:** *How interested would you be in learning more about the following industries or topics?*
*Film and TV industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 23% | (503) | 30% | (670) | 23% | (514) | 18% | (392) | 5% | (121) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 26% | (192) | 36% | (263) | 23% | (169) | 12% | (87) | 4% | (29) | 739 |
| 2016 Vote: Republican Donald Trump | 19% | (153) | 28% | (222) | 26% | (207) | 25% | (200) | 3% | (23) | 805 |
| 2016 Vote: Someone else | 16% | (25) | 33% | (52) | 25% | (39) | 19% | (30) | 7% | (11) | 157 |
| 2012 Vote: Barack Obama | 26% | (228) | 35% | (314) | 22% | (192) | 13% | (120) | 4% | (34) | 887 |
| 2012 Vote: Mitt Romney | 16% | (103) | 26% | (163) | 29% | (180) | 26% | (160) | 3% | (20) | 626 |
| 2012 Vote: Other | 12% | (9) | 28% | (21) | 31% | (23) | 20% | (15) | 9% | (7) | 75 |
| 2012 Vote: Didn't Vote | 27% | (163) | 28% | (171) | 19% | (119) | 16% | (97) | 10% | (60) | 610 |
| 4-Region: Northeast | 23% | (94) | 32% | (130) | 23% | (94) | 15% | (59) | 6% | (25) | 401 |
| 4-Region: Midwest | 16% | (74) | 36% | (169) | 24% | (111) | 20% | (93) | 5% | (25) | 473 |
| 4-Region: South | 27% | (222) | 26% | (209) | 24% | (199) | 18% | (143) | 5% | (41) | 814 |
| 4-Region: West | 22% | (112) | 32% | (161) | 22% | (110) | 19% | (97) | 6% | (30) | 511 |
| Trump: Fav | 22% | (228) | 28% | (291) | 26% | (273) | 22% | (227) | 3% | (29) | 1048 |
| Trump: Unfav | 24% | (244) | 35% | (352) | 22% | (222) | 14% | (146) | 5% | (55) | 1019 |
| Trump: DK/NO | 23% | (30) | 20% | (27) | 14% | (19) | 15% | (20) | 28% | (37) | 133 |

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

**Table BRD6_5:** *How interested would you be in learning more about the following industries or topics?*
*Entertainment industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 22% | (494) | 31% | (677) | 23% | (505) | 18% | (401) | 6% | (124) | 2200 |
| Gender: Male | 24% | (258) | 28% | (298) | 24% | (259) | 18% | (189) | 5% | (54) | 1059 |
| Gender: Female | 21% | (236) | 33% | (379) | 22% | (246) | 19% | (212) | 6% | (69) | 1141 |
| Age: 18-29 | 36% | (150) | 33% | (136) | 14% | (57) | 10% | (42) | 8% | (33) | 419 |
| Age: 30-44 | 31% | (192) | 31% | (188) | 21% | (128) | 11% | (69) | 6% | (39) | 616 |
| Age: 45-54 | 18% | (64) | 30% | (107) | 26% | (92) | 21% | (75) | 5% | (20) | 357 |
| Age: 55-64 | 13% | (52) | 30% | (125) | 27% | (113) | 24% | (98) | 5% | (23) | 410 |
| Age: 65+ | 9% | (36) | 30% | (121) | 29% | (116) | 29% | (116) | 2% | (9) | 398 |
| PID: Dem (no lean) | 28% | (209) | 33% | (247) | 22% | (167) | 13% | (99) | 4% | (33) | 755 |
| PID: Ind (no lean) | 19% | (134) | 32% | (230) | 21% | (152) | 19% | (136) | 9% | (67) | 720 |
| PID: Rep (no lean) | 21% | (150) | 28% | (200) | 26% | (186) | 23% | (166) | 3% | (23) | 725 |
| PID/Gender: Dem Men | 36% | (111) | 27% | (83) | 22% | (68) | 11% | (36) | 4% | (14) | 311 |
| PID/Gender: Dem Women | 22% | (99) | 37% | (164) | 22% | (99) | 14% | (63) | 4% | (19) | 444 |
| PID/Gender: Ind Men | 17% | (60) | 32% | (114) | 23% | (81) | 20% | (69) | 8% | (28) | 352 |
| PID/Gender: Ind Women | 20% | (74) | 32% | (117) | 19% | (71) | 18% | (66) | 11% | (39) | 368 |
| PID/Gender: Rep Men | 22% | (87) | 26% | (102) | 28% | (111) | 21% | (84) | 3% | (12) | 396 |
| PID/Gender: Rep Women | 19% | (63) | 30% | (98) | 23% | (75) | 25% | (82) | 3% | (11) | 329 |
| Tea Party: Supporter | 27% | (179) | 26% | (178) | 23% | (153) | 20% | (137) | 4% | (27) | 673 |
| Tea Party: Not Supporter | 21% | (315) | 33% | (498) | 23% | (351) | 17% | (260) | 6% | (94) | 1518 |
| Ideo: Liberal (1-3) | 31% | (225) | 31% | (221) | 23% | (167) | 12% | (84) | 3% | (19) | 715 |
| Ideo: Moderate (4) | 23% | (129) | 34% | (190) | 20% | (109) | 16% | (87) | 7% | (40) | 556 |
| Ideo: Conservative (5-7) | 15% | (111) | 29% | (216) | 27% | (196) | 27% | (198) | 2% | (13) | 734 |
| Educ: < College | 23% | (366) | 30% | (468) | 22% | (343) | 18% | (281) | 7% | (108) | 1566 |
| Educ: Bachelors degree | 22% | (91) | 33% | (136) | 23% | (97) | 19% | (80) | 3% | (12) | 416 |
| Educ: Post-grad | 17% | (37) | 33% | (73) | 30% | (65) | 18% | (40) | 2% | (4) | 219 |
| Income: Under 50k | 23% | (302) | 30% | (392) | 22% | (290) | 17% | (222) | 8% | (102) | 1308 |
| Income: 50k-100k | 21% | (134) | 31% | (198) | 25% | (162) | 20% | (128) | 2% | (14) | 636 |
| Income: 100k+ | 22% | (57) | 34% | (86) | 21% | (53) | 20% | (51) | 3% | (7) | 256 |

Continued on next page

**Table BRD6_5:** *How interested would you be in learning more about the following industries or topics?*
*Entertainment industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 22% | (494) | 31% | (677) | 23% | (505) | 18% | (401) | 6% | (124) | 2200 |
| Ethnicity: White | 20% | (347) | 31% | (543) | 24% | (425) | 20% | (351) | 5% | (83) | 1750 |
| Ethnicity: Hispanic | 38% | (126) | 27% | (90) | 19% | (61) | 9% | (29) | 7% | (24) | 329 |
| Ethnicity: Afr. Am. | 36% | (97) | 28% | (75) | 14% | (38) | 12% | (32) | 10% | (27) | 268 |
| Ethnicity: Other | 28% | (50) | 33% | (60) | 23% | (41) | 10% | (18) | 7% | (13) | 182 |
| Relig: Protestant | 17% | (103) | 30% | (179) | 26% | (160) | 24% | (146) | 3% | (18) | 606 |
| Relig: Roman Catholic | 29% | (134) | 31% | (145) | 24% | (109) | 12% | (53) | 4% | (20) | 462 |
| Relig: Ath./Agn./None | 22% | (134) | 28% | (166) | 25% | (146) | 17% | (99) | 9% | (52) | 596 |
| Relig: Something Else | 24% | (80) | 34% | (112) | 16% | (54) | 21% | (68) | 5% | (17) | 332 |
| Relig: Jewish | 20% | (12) | 41% | (24) | 9% | (6) | 25% | (15) | 5% | (3) | 60 |
| Relig: Evangelical | 24% | (157) | 29% | (188) | 23% | (149) | 20% | (130) | 5% | (34) | 658 |
| Relig: Non-Evang. Catholics | 20% | (123) | 34% | (211) | 25% | (155) | 17% | (103) | 3% | (21) | 612 |
| Relig: All Christian | 22% | (280) | 31% | (399) | 24% | (304) | 18% | (232) | 4% | (54) | 1270 |
| Relig: All Non-Christian | 23% | (214) | 30% | (278) | 22% | (200) | 18% | (167) | 7% | (69) | 928 |
| Community: Urban | 28% | (161) | 32% | (183) | 18% | (105) | 17% | (98) | 5% | (29) | 576 |
| Community: Suburban | 23% | (233) | 32% | (331) | 25% | (251) | 16% | (159) | 5% | (49) | 1023 |
| Community: Rural | 17% | (100) | 27% | (163) | 25% | (149) | 24% | (143) | 8% | (46) | 601 |
| Employ: Private Sector | 29% | (205) | 28% | (198) | 23% | (158) | 16% | (112) | 4% | (29) | 702 |
| Employ: Government | 27% | (36) | 33% | (44) | 21% | (28) | 13% | (17) | 7% | (9) | 134 |
| Employ: Self-Employed | 27% | (47) | 25% | (43) | 24% | (42) | 16% | (27) | 7% | (13) | 173 |
| Employ: Homemaker | 22% | (45) | 38% | (80) | 23% | (48) | 14% | (29) | 4% | (8) | 211 |
| Employ: Student | 36% | (25) | 38% | (27) | 14% | (10) | 7% | (5) | 6% | (4) | 71 |
| Employ: Retired | 8% | (43) | 32% | (162) | 27% | (135) | 30% | (151) | 4% | (18) | 509 |
| Employ: Unemployed | 23% | (58) | 28% | (71) | 24% | (60) | 14% | (36) | 11% | (29) | 254 |
| Employ: Other | 23% | (34) | 35% | (52) | 17% | (24) | 16% | (24) | 9% | (13) | 147 |
| Job Type: White-collar | 25% | (186) | 32% | (238) | 22% | (169) | 18% | (134) | 3% | (24) | 752 |
| Job Type: Blue-collar | 22% | (228) | 31% | (320) | 26% | (267) | 18% | (188) | 3% | (33) | 1036 |
| Job Type: Don't Know | 19% | (80) | 29% | (119) | 17% | (70) | 19% | (78) | 16% | (66) | 412 |
| Military HH: Yes | 21% | (90) | 24% | (104) | 29% | (122) | 24% | (101) | 2% | (9) | 426 |
| Military HH: No | 23% | (404) | 32% | (573) | 22% | (383) | 17% | (299) | 6% | (115) | 1774 |

**Table BRD6_5:** *How interested would you be in learning more about the following industries or topics?*
*Entertainment industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 22% | (494) | 31% | (677) | 23% | (505) | 18% | (401) | 6% | (124) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 28% | (204) | 34% | (248) | 22% | (164) | 12% | (92) | 4% | (31) | 739 |
| 2016 Vote: Republican Donald Trump | 18% | (144) | 30% | (240) | 26% | (210) | 24% | (190) | 3% | (20) | 805 |
| 2016 Vote: Someone else | 14% | (22) | 34% | (54) | 23% | (36) | 22% | (35) | 7% | (10) | 157 |
| 2012 Vote: Barack Obama | 28% | (245) | 33% | (294) | 20% | (182) | 15% | (137) | 3% | (30) | 887 |
| 2012 Vote: Mitt Romney | 15% | (93) | 27% | (166) | 29% | (184) | 26% | (161) | 3% | (21) | 626 |
| 2012 Vote: Other | 9% | (7) | 24% | (18) | 31% | (24) | 28% | (21) | 8% | (6) | 75 |
| 2012 Vote: Didn't Vote | 24% | (149) | 32% | (198) | 19% | (115) | 13% | (82) | 11% | (67) | 610 |
| 4-Region: Northeast | 22% | (90) | 34% | (137) | 22% | (89) | 15% | (62) | 6% | (24) | 401 |
| 4-Region: Midwest | 18% | (83) | 34% | (163) | 23% | (108) | 20% | (96) | 5% | (23) | 473 |
| 4-Region: South | 25% | (200) | 26% | (208) | 26% | (215) | 18% | (148) | 5% | (43) | 814 |
| 4-Region: West | 24% | (121) | 33% | (170) | 18% | (92) | 18% | (94) | 7% | (34) | 511 |
| Trump: Fav | 21% | (221) | 30% | (314) | 25% | (260) | 21% | (221) | 3% | (32) | 1048 |
| Trump: Unfav | 24% | (243) | 34% | (342) | 23% | (230) | 15% | (152) | 5% | (51) | 1019 |
| Trump: DK/NO | 23% | (30) | 15% | (20) | 11% | (15) | 20% | (27) | 31% | (41) | 133 |

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

**Table BRD6_6:** *How interested would you be in learning more about the following industries or topics?*
*Design industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 16% | (350) | 25% | (553) | 30% | (664) | 22% | (491) | 6% | (142) | 2200 |
| Gender: Male | 15% | (158) | 24% | (253) | 32% | (341) | 22% | (237) | 7% | (69) | 1059 |
| Gender: Female | 17% | (192) | 26% | (299) | 28% | (323) | 22% | (254) | 6% | (73) | 1141 |
| Age: 18-29 | 25% | (103) | 28% | (119) | 22% | (93) | 15% | (61) | 10% | (43) | 419 |
| Age: 30-44 | 24% | (147) | 29% | (179) | 26% | (162) | 15% | (92) | 6% | (35) | 616 |
| Age: 45-54 | 12% | (42) | 26% | (92) | 33% | (117) | 23% | (83) | 7% | (25) | 357 |
| Age: 55-64 | 8% | (34) | 21% | (87) | 35% | (144) | 29% | (120) | 6% | (25) | 410 |
| Age: 65+ | 6% | (24) | 19% | (76) | 37% | (147) | 34% | (135) | 4% | (15) | 398 |
| PID: Dem (no lean) | 19% | (140) | 28% | (208) | 30% | (229) | 19% | (141) | 5% | (37) | 755 |
| PID: Ind (no lean) | 14% | (102) | 21% | (155) | 29% | (210) | 25% | (177) | 11% | (76) | 720 |
| PID: Rep (no lean) | 15% | (108) | 26% | (190) | 31% | (225) | 24% | (173) | 4% | (29) | 725 |
| PID/Gender: Dem Men | 20% | (63) | 25% | (77) | 31% | (95) | 18% | (56) | 6% | (19) | 311 |
| PID/Gender: Dem Women | 17% | (77) | 29% | (131) | 30% | (134) | 19% | (85) | 4% | (18) | 444 |
| PID/Gender: Ind Men | 12% | (43) | 21% | (75) | 33% | (115) | 25% | (89) | 9% | (31) | 352 |
| PID/Gender: Ind Women | 16% | (60) | 22% | (80) | 26% | (94) | 24% | (89) | 12% | (45) | 368 |
| PID/Gender: Rep Men | 13% | (53) | 26% | (102) | 33% | (130) | 23% | (92) | 5% | (20) | 396 |
| PID/Gender: Rep Women | 17% | (55) | 27% | (89) | 29% | (95) | 24% | (80) | 3% | (10) | 329 |
| Tea Party: Supporter | 24% | (161) | 27% | (182) | 26% | (173) | 19% | (130) | 4% | (27) | 673 |
| Tea Party: Not Supporter | 12% | (188) | 24% | (370) | 32% | (487) | 24% | (362) | 7% | (111) | 1518 |
| Ideo: Liberal (1-3) | 23% | (164) | 28% | (198) | 28% | (199) | 17% | (124) | 4% | (29) | 715 |
| Ideo: Moderate (4) | 17% | (95) | 25% | (139) | 31% | (170) | 20% | (111) | 7% | (40) | 556 |
| Ideo: Conservative (5-7) | 9% | (64) | 25% | (183) | 34% | (250) | 30% | (217) | 3% | (20) | 734 |
| Educ: < College | 16% | (252) | 24% | (375) | 30% | (473) | 22% | (345) | 8% | (122) | 1566 |
| Educ: Bachelors degree | 16% | (66) | 30% | (126) | 28% | (117) | 22% | (93) | 3% | (14) | 416 |
| Educ: Post-grad | 15% | (33) | 24% | (52) | 34% | (74) | 24% | (53) | 3% | (6) | 219 |
| Income: Under 50k | 15% | (202) | 24% | (315) | 29% | (386) | 23% | (299) | 8% | (106) | 1308 |
| Income: 50k-100k | 16% | (102) | 27% | (170) | 32% | (201) | 22% | (140) | 4% | (23) | 636 |
| Income: 100k+ | 18% | (46) | 26% | (68) | 30% | (78) | 20% | (52) | 5% | (13) | 256 |

Continued on next page

**Table BRD6_6:** *How interested would you be in learning more about the following industries or topics?*
*Design industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 16% | (350) | 25% | (553) | 30% | (664) | 22% | (491) | 6% | (142) | 2200 |
| Ethnicity: White | 14% | (237) | 24% | (417) | 32% | (565) | 25% | (433) | 6% | (98) | 1750 |
| Ethnicity: Hispanic | 30% | (99) | 29% | (94) | 24% | (80) | 10% | (34) | 6% | (21) | 329 |
| Ethnicity: Afr. Am. | 31% | (82) | 25% | (68) | 19% | (50) | 15% | (39) | 11% | (29) | 268 |
| Ethnicity: Other | 17% | (31) | 37% | (68) | 27% | (49) | 10% | (19) | 9% | (16) | 182 |
| Relig: Protestant | 13% | (79) | 24% | (147) | 32% | (194) | 26% | (160) | 4% | (26) | 606 |
| Relig: Roman Catholic | 17% | (80) | 28% | (131) | 32% | (146) | 19% | (88) | 4% | (17) | 462 |
| Relig: Ath./Agn./None | 15% | (89) | 24% | (143) | 30% | (177) | 21% | (127) | 10% | (61) | 596 |
| Relig: Something Else | 18% | (61) | 23% | (76) | 30% | (100) | 22% | (73) | 7% | (22) | 332 |
| Relig: Jewish | 15% | (9) | 22% | (13) | 30% | (18) | 26% | (15) | 8% | (5) | 60 |
| Relig: Evangelical | 20% | (132) | 28% | (182) | 27% | (180) | 19% | (126) | 6% | (38) | 658 |
| Relig: Non-Evang. Catholics | 11% | (69) | 25% | (152) | 34% | (207) | 27% | (163) | 3% | (20) | 612 |
| Relig: All Christian | 16% | (201) | 26% | (334) | 31% | (388) | 23% | (289) | 5% | (59) | 1270 |
| Relig: All Non-Christian | 16% | (149) | 24% | (219) | 30% | (276) | 22% | (201) | 9% | (83) | 928 |
| Community: Urban | 18% | (106) | 26% | (151) | 28% | (160) | 21% | (123) | 6% | (36) | 576 |
| Community: Suburban | 16% | (168) | 26% | (262) | 31% | (321) | 21% | (212) | 6% | (60) | 1023 |
| Community: Rural | 13% | (77) | 23% | (139) | 30% | (183) | 26% | (156) | 8% | (47) | 601 |
| Employ: Private Sector | 20% | (140) | 31% | (214) | 27% | (190) | 17% | (118) | 6% | (40) | 702 |
| Employ: Government | 21% | (28) | 20% | (27) | 32% | (43) | 17% | (23) | 10% | (13) | 134 |
| Employ: Self-Employed | 20% | (34) | 23% | (41) | 31% | (54) | 17% | (29) | 8% | (15) | 173 |
| Employ: Homemaker | 14% | (29) | 30% | (64) | 32% | (67) | 17% | (36) | 7% | (15) | 211 |
| Employ: Student | 23% | (16) | 29% | (21) | 26% | (19) | 18% | (13) | 3% | (2) | 71 |
| Employ: Retired | 7% | (36) | 18% | (89) | 35% | (179) | 36% | (185) | 4% | (20) | 509 |
| Employ: Unemployed | 20% | (51) | 23% | (59) | 28% | (70) | 20% | (51) | 9% | (23) | 254 |
| Employ: Other | 10% | (15) | 25% | (37) | 29% | (43) | 26% | (38) | 10% | (14) | 147 |
| Job Type: White-collar | 20% | (148) | 26% | (195) | 30% | (223) | 20% | (151) | 5% | (35) | 752 |
| Job Type: Blue-collar | 14% | (143) | 26% | (272) | 31% | (321) | 25% | (258) | 4% | (42) | 1036 |
| Job Type: Don't Know | 14% | (59) | 21% | (85) | 29% | (120) | 20% | (82) | 16% | (65) | 412 |
| Military HH: Yes | 17% | (72) | 22% | (96) | 30% | (126) | 27% | (116) | 4% | (16) | 426 |
| Military HH: No | 16% | (278) | 26% | (457) | 30% | (538) | 21% | (375) | 7% | (126) | 1774 |

**Table BRD6_6:** *How interested would you be in learning more about the following industries or topics?*
*Design industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 16% | (350) | 25% | (553) | 30% | (664) | 22% | (491) | 6% | (142) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 18% | (132) | 27% | (200) | 31% | (229) | 19% | (141) | 5% | (38) | 739 |
| 2016 Vote: Republican Donald Trump | 15% | (118) | 25% | (202) | 30% | (244) | 26% | (206) | 4% | (34) | 805 |
| 2016 Vote: Someone else | 9% | (15) | 24% | (37) | 33% | (53) | 26% | (41) | 8% | (12) | 157 |
| 2012 Vote: Barack Obama | 18% | (162) | 27% | (244) | 29% | (254) | 21% | (187) | 5% | (40) | 887 |
| 2012 Vote: Mitt Romney | 11% | (69) | 24% | (150) | 32% | (198) | 29% | (182) | 4% | (27) | 626 |
| 2012 Vote: Other | 7% | (5) | 23% | (17) | 45% | (34) | 15% | (12) | 10% | (8) | 75 |
| 2012 Vote: Didn't Vote | 19% | (113) | 23% | (141) | 29% | (179) | 18% | (110) | 11% | (67) | 610 |
| 4-Region: Northeast | 17% | (67) | 26% | (103) | 30% | (118) | 21% | (86) | 7% | (27) | 401 |
| 4-Region: Midwest | 10% | (48) | 25% | (119) | 33% | (156) | 25% | (120) | 6% | (30) | 473 |
| 4-Region: South | 19% | (154) | 26% | (211) | 28% | (229) | 20% | (165) | 7% | (55) | 814 |
| 4-Region: West | 16% | (81) | 23% | (120) | 31% | (160) | 24% | (120) | 6% | (29) | 511 |
| Trump: Fav | 16% | (169) | 24% | (256) | 31% | (321) | 25% | (262) | 4% | (40) | 1048 |
| Trump: Unfav | 16% | (159) | 26% | (268) | 32% | (322) | 21% | (213) | 6% | (58) | 1019 |
| Trump: DK/NO | 17% | (22) | 21% | (28) | 16% | (21) | 13% | (17) | 33% | (44) | 133 |

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

**Table BRD6_7:** *How interested would you be in learning more about the following industries or topics?*
*Health industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 30% | (655) | 38% | (830) | 17% | (381) | 10% | (216) | 5% | (118) | 2200 |
| Gender: Male | 29% | (305) | 35% | (371) | 21% | (222) | 10% | (104) | 5% | (58) | 1059 |
| Gender: Female | 31% | (350) | 40% | (459) | 14% | (159) | 10% | (112) | 5% | (61) | 1141 |
| Age: 18-29 | 31% | (131) | 30% | (125) | 18% | (76) | 10% | (43) | 10% | (44) | 419 |
| Age: 30-44 | 30% | (186) | 40% | (246) | 16% | (101) | 8% | (51) | 5% | (32) | 616 |
| Age: 45-54 | 32% | (114) | 34% | (123) | 18% | (65) | 12% | (42) | 4% | (14) | 357 |
| Age: 55-64 | 25% | (104) | 40% | (164) | 18% | (74) | 11% | (47) | 5% | (21) | 410 |
| Age: 65+ | 30% | (121) | 43% | (172) | 16% | (65) | 8% | (33) | 2% | (8) | 398 |
| PID: Dem (no lean) | 33% | (246) | 40% | (299) | 16% | (119) | 8% | (59) | 4% | (31) | 755 |
| PID: Ind (no lean) | 28% | (199) | 35% | (251) | 17% | (120) | 12% | (87) | 9% | (63) | 720 |
| PID: Rep (no lean) | 29% | (209) | 39% | (280) | 20% | (142) | 10% | (69) | 3% | (25) | 725 |
| PID/Gender: Dem Men | 35% | (107) | 38% | (118) | 13% | (41) | 10% | (30) | 4% | (14) | 311 |
| PID/Gender: Dem Women | 31% | (138) | 41% | (181) | 17% | (78) | 7% | (30) | 4% | (18) | 444 |
| PID/Gender: Ind Men | 27% | (96) | 32% | (112) | 22% | (77) | 11% | (40) | 8% | (28) | 352 |
| PID/Gender: Ind Women | 28% | (103) | 38% | (138) | 12% | (43) | 13% | (48) | 9% | (35) | 368 |
| PID/Gender: Rep Men | 26% | (101) | 35% | (140) | 26% | (104) | 9% | (34) | 4% | (16) | 396 |
| PID/Gender: Rep Women | 33% | (108) | 43% | (140) | 12% | (38) | 11% | (35) | 2% | (8) | 329 |
| Tea Party: Supporter | 36% | (241) | 36% | (245) | 17% | (115) | 8% | (52) | 3% | (19) | 673 |
| Tea Party: Not Supporter | 27% | (410) | 38% | (583) | 18% | (266) | 11% | (163) | 6% | (96) | 1518 |
| Ideo: Liberal (1-3) | 34% | (240) | 37% | (267) | 17% | (120) | 9% | (64) | 3% | (24) | 715 |
| Ideo: Moderate (4) | 30% | (167) | 37% | (208) | 17% | (93) | 9% | (52) | 6% | (35) | 556 |
| Ideo: Conservative (5-7) | 30% | (218) | 40% | (297) | 18% | (134) | 10% | (74) | 2% | (12) | 734 |
| Educ: < College | 28% | (441) | 36% | (567) | 19% | (293) | 10% | (162) | 7% | (102) | 1566 |
| Educ: Bachelors degree | 31% | (128) | 42% | (175) | 15% | (62) | 9% | (38) | 3% | (12) | 416 |
| Educ: Post-grad | 39% | (85) | 40% | (88) | 12% | (26) | 7% | (15) | 2% | (4) | 219 |
| Income: Under 50k | 29% | (375) | 36% | (474) | 18% | (230) | 11% | (138) | 7% | (91) | 1308 |
| Income: 50k-100k | 30% | (190) | 40% | (253) | 18% | (116) | 9% | (57) | 3% | (18) | 636 |
| Income: 100k+ | 35% | (89) | 40% | (102) | 14% | (35) | 8% | (20) | 4% | (9) | 256 |

**Table BRD6_7:** *How interested would you be in learning more about the following industries or topics?*
*Health industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 30% | (655) | 38% | (830) | 17% | (381) | 10% | (216) | 5% | (118) | 2200 |
| Ethnicity: White | 28% | (493) | 39% | (686) | 18% | (311) | 10% | (183) | 4% | (76) | 1750 |
| Ethnicity: Hispanic | 36% | (120) | 34% | (113) | 15% | (50) | 9% | (30) | 5% | (17) | 329 |
| Ethnicity: Afr. Am. | 40% | (107) | 33% | (88) | 12% | (31) | 6% | (17) | 9% | (25) | 268 |
| Ethnicity: Other | 30% | (54) | 31% | (56) | 21% | (39) | 8% | (15) | 10% | (17) | 182 |
| Relig: Protestant | 30% | (182) | 41% | (248) | 17% | (106) | 9% | (53) | 3% | (17) | 606 |
| Relig: Roman Catholic | 31% | (144) | 44% | (205) | 15% | (70) | 6% | (27) | 4% | (16) | 462 |
| Relig: Ath./Agn./None | 25% | (151) | 33% | (198) | 22% | (132) | 9% | (56) | 10% | (60) | 596 |
| Relig: Something Else | 33% | (110) | 31% | (103) | 13% | (44) | 18% | (61) | 4% | (13) | 332 |
| Relig: Jewish | 42% | (25) | 33% | (20) | 10% | (6) | 10% | (6) | 6% | (3) | 60 |
| Relig: Evangelical | 34% | (222) | 39% | (255) | 15% | (99) | 8% | (53) | 4% | (28) | 658 |
| Relig: Non-Evang. Catholics | 28% | (170) | 45% | (274) | 17% | (106) | 7% | (44) | 3% | (17) | 612 |
| Relig: All Christian | 31% | (393) | 42% | (529) | 16% | (205) | 8% | (97) | 4% | (45) | 1270 |
| Relig: All Non-Christian | 28% | (262) | 32% | (301) | 19% | (176) | 13% | (117) | 8% | (72) | 928 |
| Community: Urban | 35% | (199) | 35% | (203) | 17% | (95) | 9% | (52) | 5% | (27) | 576 |
| Community: Suburban | 30% | (303) | 41% | (417) | 16% | (161) | 10% | (99) | 4% | (44) | 1023 |
| Community: Rural | 25% | (153) | 35% | (210) | 21% | (125) | 11% | (65) | 8% | (48) | 601 |
| Employ: Private Sector | 31% | (216) | 39% | (276) | 18% | (126) | 7% | (50) | 5% | (34) | 702 |
| Employ: Government | 35% | (47) | 35% | (47) | 18% | (24) | 5% | (7) | 8% | (10) | 134 |
| Employ: Self-Employed | 25% | (44) | 40% | (68) | 15% | (26) | 13% | (23) | 7% | (12) | 173 |
| Employ: Homemaker | 27% | (56) | 41% | (86) | 17% | (36) | 11% | (23) | 4% | (9) | 211 |
| Employ: Student | 44% | (31) | 25% | (18) | 15% | (11) | 8% | (6) | 7% | (5) | 71 |
| Employ: Retired | 31% | (156) | 39% | (201) | 17% | (84) | 11% | (54) | 3% | (15) | 509 |
| Employ: Unemployed | 25% | (63) | 32% | (81) | 22% | (55) | 13% | (32) | 9% | (22) | 254 |
| Employ: Other | 29% | (42) | 36% | (53) | 14% | (20) | 14% | (20) | 8% | (11) | 147 |
| Job Type: White-collar | 35% | (264) | 39% | (291) | 15% | (113) | 8% | (59) | 3% | (24) | 752 |
| Job Type: Blue-collar | 28% | (293) | 39% | (404) | 19% | (197) | 10% | (107) | 3% | (35) | 1036 |
| Job Type: Don't Know | 24% | (98) | 33% | (135) | 17% | (71) | 12% | (49) | 14% | (59) | 412 |
| Military HH: Yes | 35% | (148) | 37% | (160) | 17% | (74) | 7% | (31) | 3% | (14) | 426 |
| Military HH: No | 29% | (507) | 38% | (670) | 17% | (307) | 10% | (185) | 6% | (105) | 1774 |

Continued on next page

**Table BRD6_7:** *How interested would you be in learning more about the following industries or topics?*
*Health industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 30% | (655) | 38% | (830) | 17% | (381) | 10% | (216) | 5% | (118) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 32% | (237) | 39% | (289) | 16% | (121) | 9% | (63) | 4% | (28) | 739 |
| 2016 Vote: Republican Donald Trump | 30% | (239) | 39% | (317) | 18% | (145) | 10% | (79) | 3% | (25) | 805 |
| 2016 Vote: Someone else | 18% | (28) | 42% | (67) | 18% | (29) | 15% | (23) | 7% | (10) | 157 |
| 2012 Vote: Barack Obama | 33% | (294) | 38% | (336) | 16% | (144) | 9% | (79) | 4% | (34) | 887 |
| 2012 Vote: Mitt Romney | 27% | (168) | 41% | (259) | 20% | (122) | 10% | (60) | 3% | (17) | 626 |
| 2012 Vote: Other | 30% | (22) | 37% | (28) | 15% | (12) | 10% | (7) | 8% | (6) | 75 |
| 2012 Vote: Didn't Vote | 28% | (169) | 34% | (207) | 17% | (103) | 11% | (70) | 10% | (61) | 610 |
| 4-Region: Northeast | 30% | (122) | 38% | (154) | 16% | (64) | 8% | (34) | 7% | (27) | 401 |
| 4-Region: Midwest | 24% | (115) | 43% | (203) | 19% | (91) | 9% | (41) | 5% | (23) | 473 |
| 4-Region: South | 35% | (284) | 34% | (276) | 17% | (140) | 9% | (73) | 5% | (41) | 814 |
| 4-Region: West | 26% | (133) | 38% | (196) | 17% | (86) | 13% | (68) | 5% | (27) | 511 |
| Trump: Fav | 31% | (328) | 38% | (399) | 19% | (198) | 9% | (92) | 3% | (31) | 1048 |
| Trump: Unfav | 29% | (295) | 39% | (401) | 16% | (163) | 11% | (113) | 5% | (46) | 1019 |
| Trump: DK/NO | 23% | (31) | 22% | (30) | 15% | (20) | 8% | (11) | 31% | (41) | 133 |

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

**Table BRD6_8:** *How interested would you be in learning more about the following industries or topics?*
*Tech industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 24% | (532) | 35% | (761) | 22% | (491) | 13% | (286) | 6% | (129) | 2200 |
| Gender: Male | 32% | (337) | 38% | (402) | 17% | (178) | 8% | (86) | 5% | (56) | 1059 |
| Gender: Female | 17% | (195) | 31% | (359) | 27% | (313) | 18% | (201) | 6% | (73) | 1141 |
| Age: 18-29 | 32% | (133) | 28% | (116) | 20% | (82) | 12% | (49) | 9% | (38) | 419 |
| Age: 30-44 | 30% | (187) | 38% | (235) | 17% | (105) | 9% | (54) | 6% | (35) | 616 |
| Age: 45-54 | 30% | (106) | 29% | (105) | 20% | (73) | 14% | (51) | 6% | (23) | 357 |
| Age: 55-64 | 14% | (57) | 36% | (150) | 28% | (114) | 17% | (68) | 5% | (21) | 410 |
| Age: 65+ | 12% | (49) | 39% | (155) | 29% | (117) | 16% | (64) | 3% | (12) | 398 |
| PID: Dem (no lean) | 23% | (174) | 36% | (271) | 23% | (177) | 13% | (96) | 5% | (37) | 755 |
| PID: Ind (no lean) | 24% | (172) | 32% | (233) | 20% | (141) | 15% | (107) | 9% | (67) | 720 |
| PID: Rep (no lean) | 26% | (186) | 35% | (257) | 24% | (174) | 12% | (84) | 3% | (25) | 725 |
| PID/Gender: Dem Men | 34% | (105) | 39% | (122) | 14% | (44) | 8% | (25) | 5% | (15) | 311 |
| PID/Gender: Dem Women | 16% | (69) | 33% | (149) | 30% | (133) | 16% | (71) | 5% | (22) | 444 |
| PID/Gender: Ind Men | 30% | (104) | 37% | (129) | 17% | (60) | 10% | (34) | 7% | (25) | 352 |
| PID/Gender: Ind Women | 19% | (68) | 28% | (104) | 22% | (81) | 20% | (73) | 11% | (42) | 368 |
| PID/Gender: Rep Men | 32% | (128) | 38% | (150) | 19% | (74) | 7% | (27) | 4% | (17) | 396 |
| PID/Gender: Rep Women | 18% | (58) | 33% | (107) | 30% | (99) | 17% | (57) | 2% | (8) | 329 |
| Tea Party: Supporter | 35% | (236) | 28% | (189) | 22% | (148) | 11% | (76) | 4% | (25) | 673 |
| Tea Party: Not Supporter | 19% | (296) | 38% | (570) | 23% | (342) | 14% | (210) | 7% | (100) | 1518 |
| Ideo: Liberal (1-3) | 31% | (223) | 34% | (241) | 19% | (139) | 12% | (86) | 4% | (26) | 715 |
| Ideo: Moderate (4) | 21% | (119) | 33% | (181) | 26% | (143) | 14% | (75) | 7% | (37) | 556 |
| Ideo: Conservative (5-7) | 23% | (168) | 38% | (277) | 24% | (177) | 13% | (96) | 2% | (16) | 734 |
| Educ: < College | 22% | (351) | 34% | (534) | 22% | (342) | 15% | (227) | 7% | (111) | 1566 |
| Educ: Bachelors degree | 28% | (118) | 35% | (146) | 23% | (96) | 10% | (42) | 3% | (14) | 416 |
| Educ: Post-grad | 29% | (63) | 37% | (81) | 24% | (54) | 8% | (18) | 2% | (3) | 219 |
| Income: Under 50k | 21% | (277) | 33% | (437) | 23% | (295) | 15% | (198) | 8% | (102) | 1308 |
| Income: 50k-100k | 26% | (163) | 38% | (240) | 23% | (147) | 11% | (67) | 3% | (18) | 636 |
| Income: 100k+ | 36% | (92) | 33% | (85) | 19% | (49) | 8% | (21) | 3% | (9) | 256 |

Continued on next page

**Table BRD6_8:** *How interested would you be in learning more about the following industries or topics?*

*Tech industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 24% | (532) | 35% | (761) | 22% | (491) | 13% | (286) | 6% | (129) | 2200 |
| Ethnicity: White | 23% | (396) | 35% | (606) | 24% | (418) | 14% | (241) | 5% | (88) | 1750 |
| Ethnicity: Hispanic | 36% | (118) | 29% | (96) | 16% | (52) | 13% | (43) | 7% | (21) | 329 |
| Ethnicity: Afr. Am. | 32% | (85) | 36% | (97) | 15% | (40) | 8% | (21) | 10% | (26) | 268 |
| Ethnicity: Other | 28% | (51) | 32% | (58) | 19% | (34) | 13% | (24) | 8% | (15) | 182 |
| Relig: Protestant | 20% | (121) | 39% | (236) | 25% | (150) | 13% | (77) | 4% | (22) | 606 |
| Relig: Roman Catholic | 30% | (139) | 36% | (164) | 21% | (99) | 9% | (42) | 4% | (16) | 462 |
| Relig: Ath./Agn./None | 25% | (148) | 31% | (182) | 21% | (126) | 14% | (86) | 9% | (54) | 596 |
| Relig: Something Else | 24% | (79) | 33% | (108) | 21% | (69) | 16% | (53) | 7% | (22) | 332 |
| Relig: Jewish | 26% | (15) | 25% | (15) | 26% | (16) | 17% | (10) | 6% | (3) | 60 |
| Relig: Evangelical | 26% | (168) | 36% | (235) | 22% | (147) | 11% | (70) | 6% | (37) | 658 |
| Relig: Non-Evang. Catholics | 22% | (137) | 38% | (234) | 24% | (149) | 13% | (77) | 2% | (15) | 612 |
| Relig: All Christian | 24% | (306) | 37% | (469) | 23% | (296) | 12% | (147) | 4% | (52) | 1270 |
| Relig: All Non-Christian | 24% | (227) | 31% | (291) | 21% | (195) | 15% | (139) | 8% | (76) | 928 |
| Community: Urban | 29% | (168) | 34% | (194) | 21% | (120) | 11% | (63) | 5% | (31) | 576 |
| Community: Suburban | 25% | (256) | 36% | (370) | 22% | (227) | 12% | (120) | 5% | (50) | 1023 |
| Community: Rural | 18% | (109) | 33% | (197) | 24% | (145) | 17% | (103) | 8% | (47) | 601 |
| Employ: Private Sector | 32% | (228) | 36% | (254) | 18% | (125) | 8% | (55) | 6% | (40) | 702 |
| Employ: Government | 31% | (42) | 26% | (36) | 24% | (32) | 10% | (14) | 8% | (11) | 134 |
| Employ: Self-Employed | 28% | (48) | 35% | (61) | 20% | (35) | 10% | (18) | 6% | (11) | 173 |
| Employ: Homemaker | 17% | (36) | 31% | (64) | 30% | (63) | 16% | (33) | 7% | (15) | 211 |
| Employ: Student | 26% | (18) | 38% | (27) | 15% | (11) | 17% | (12) | 3% | (2) | 71 |
| Employ: Retired | 14% | (71) | 37% | (191) | 27% | (140) | 18% | (91) | 3% | (17) | 509 |
| Employ: Unemployed | 24% | (60) | 35% | (88) | 21% | (53) | 13% | (32) | 8% | (20) | 254 |
| Employ: Other | 20% | (29) | 27% | (40) | 23% | (34) | 21% | (30) | 9% | (14) | 147 |
| Job Type: White-collar | 33% | (246) | 35% | (266) | 19% | (146) | 9% | (67) | 4% | (27) | 752 |
| Job Type: Blue-collar | 21% | (220) | 37% | (380) | 24% | (251) | 14% | (142) | 4% | (42) | 1036 |
| Job Type: Don't Know | 16% | (66) | 28% | (115) | 23% | (94) | 19% | (78) | 14% | (60) | 412 |
| Military HH: Yes | 25% | (105) | 38% | (164) | 24% | (101) | 10% | (45) | 3% | (11) | 426 |
| Military HH: No | 24% | (427) | 34% | (597) | 22% | (391) | 14% | (242) | 7% | (118) | 1774 |

**Table BRD6_8:** *How interested would you be in learning more about the following industries or topics?*
*Tech industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 24% | (532) | 35% | (761) | 22% | (491) | 13% | (286) | 6% | (129) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 24% | (180) | 36% | (267) | 22% | (160) | 13% | (97) | 5% | (36) | 739 |
| 2016 Vote: Republican Donald Trump | 25% | (201) | 36% | (292) | 23% | (188) | 12% | (98) | 3% | (27) | 805 |
| 2016 Vote: Someone else | 24% | (38) | 31% | (49) | 24% | (37) | 14% | (22) | 7% | (11) | 157 |
| 2012 Vote: Barack Obama | 25% | (226) | 36% | (319) | 21% | (186) | 13% | (120) | 4% | (36) | 887 |
| 2012 Vote: Mitt Romney | 22% | (135) | 36% | (229) | 26% | (160) | 13% | (80) | 4% | (23) | 626 |
| 2012 Vote: Other | 17% | (13) | 42% | (32) | 19% | (14) | 13% | (10) | 9% | (7) | 75 |
| 2012 Vote: Didn't Vote | 26% | (159) | 30% | (181) | 21% | (130) | 13% | (77) | 10% | (63) | 610 |
| 4-Region: Northeast | 27% | (107) | 31% | (124) | 22% | (88) | 14% | (54) | 7% | (28) | 401 |
| 4-Region: Midwest | 17% | (80) | 37% | (176) | 25% | (118) | 15% | (72) | 6% | (28) | 473 |
| 4-Region: South | 25% | (206) | 35% | (282) | 22% | (181) | 12% | (99) | 6% | (46) | 814 |
| 4-Region: West | 27% | (140) | 35% | (179) | 20% | (105) | 12% | (61) | 5% | (27) | 511 |
| Trump: Fav | 26% | (271) | 35% | (368) | 24% | (251) | 12% | (124) | 3% | (34) | 1048 |
| Trump: Unfav | 23% | (230) | 36% | (363) | 22% | (225) | 14% | (143) | 6% | (58) | 1019 |
| Trump: DK/NO | 24% | (32) | 23% | (30) | 12% | (15) | 15% | (19) | 28% | (37) | 133 |

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

**Table BRD6_9:** *How interested would you be in learning more about the following industries or topics?*
*Government*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 24% | (530) | 35% | (776) | 21% | (454) | 14% | (300) | 6% | (140) | 2200 |
| Gender: Male | 28% | (297) | 35% | (373) | 20% | (213) | 11% | (120) | 5% | (57) | 1059 |
| Gender: Female | 20% | (234) | 35% | (404) | 21% | (241) | 16% | (180) | 7% | (83) | 1141 |
| Age: 18-29 | 23% | (98) | 29% | (122) | 19% | (81) | 19% | (79) | 9% | (40) | 419 |
| Age: 30-44 | 27% | (169) | 33% | (204) | 22% | (137) | 11% | (65) | 7% | (41) | 616 |
| Age: 45-54 | 24% | (86) | 33% | (118) | 21% | (77) | 14% | (52) | 7% | (25) | 357 |
| Age: 55-64 | 18% | (74) | 42% | (171) | 19% | (79) | 15% | (63) | 6% | (23) | 410 |
| Age: 65+ | 26% | (104) | 41% | (161) | 20% | (80) | 10% | (40) | 3% | (12) | 398 |
| PID: Dem (no lean) | 25% | (192) | 36% | (275) | 20% | (150) | 12% | (94) | 6% | (44) | 755 |
| PID: Ind (no lean) | 18% | (129) | 30% | (218) | 24% | (171) | 18% | (129) | 10% | (73) | 720 |
| PID: Rep (no lean) | 29% | (210) | 39% | (284) | 18% | (132) | 10% | (76) | 3% | (24) | 725 |
| PID/Gender: Dem Men | 31% | (97) | 34% | (107) | 16% | (51) | 12% | (38) | 6% | (18) | 311 |
| PID/Gender: Dem Women | 21% | (95) | 38% | (168) | 22% | (99) | 13% | (56) | 6% | (26) | 444 |
| PID/Gender: Ind Men | 22% | (76) | 32% | (111) | 25% | (88) | 14% | (51) | 7% | (26) | 352 |
| PID/Gender: Ind Women | 14% | (53) | 29% | (107) | 23% | (83) | 21% | (79) | 13% | (47) | 368 |
| PID/Gender: Rep Men | 31% | (123) | 39% | (155) | 19% | (74) | 8% | (31) | 3% | (13) | 396 |
| PID/Gender: Rep Women | 26% | (86) | 39% | (129) | 18% | (59) | 14% | (45) | 3% | (10) | 329 |
| Tea Party: Supporter | 31% | (208) | 37% | (248) | 17% | (113) | 12% | (80) | 4% | (24) | 673 |
| Tea Party: Not Supporter | 21% | (320) | 35% | (525) | 22% | (341) | 14% | (219) | 7% | (113) | 1518 |
| Ideo: Liberal (1-3) | 31% | (221) | 36% | (255) | 18% | (129) | 12% | (85) | 3% | (25) | 715 |
| Ideo: Moderate (4) | 21% | (117) | 37% | (207) | 20% | (112) | 15% | (82) | 7% | (38) | 556 |
| Ideo: Conservative (5-7) | 25% | (180) | 40% | (290) | 23% | (167) | 11% | (78) | 2% | (18) | 734 |
| Educ: < College | 22% | (349) | 34% | (534) | 21% | (328) | 15% | (234) | 8% | (120) | 1566 |
| Educ: Bachelors degree | 28% | (116) | 38% | (158) | 19% | (80) | 11% | (46) | 4% | (15) | 416 |
| Educ: Post-grad | 30% | (66) | 38% | (83) | 21% | (46) | 9% | (19) | 2% | (5) | 219 |
| Income: Under 50k | 21% | (279) | 33% | (438) | 22% | (284) | 15% | (200) | 8% | (108) | 1308 |
| Income: 50k-100k | 27% | (172) | 38% | (240) | 19% | (123) | 13% | (81) | 3% | (20) | 636 |
| Income: 100k+ | 31% | (80) | 38% | (98) | 18% | (47) | 7% | (19) | 5% | (12) | 256 |

**Table BRD6_9:** *How interested would you be in learning more about the following industries or topics?*

*Government*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 24% | (530) | 35% | (776) | 21% | (454) | 14% | (300) | 6% | (140) | 2200 |
| Ethnicity: White | 22% | (388) | 37% | (645) | 22% | (378) | 14% | (248) | 5% | (89) | 1750 |
| Ethnicity: Hispanic | 33% | (108) | 28% | (94) | 20% | (65) | 13% | (43) | 6% | (19) | 329 |
| Ethnicity: Afr. Am. | 29% | (79) | 33% | (88) | 16% | (44) | 7% | (19) | 14% | (38) | 268 |
| Ethnicity: Other | 35% | (63) | 23% | (42) | 17% | (31) | 18% | (32) | 7% | (13) | 182 |
| Relig: Protestant | 26% | (157) | 41% | (246) | 19% | (116) | 11% | (64) | 4% | (24) | 606 |
| Relig: Roman Catholic | 29% | (132) | 37% | (170) | 22% | (100) | 10% | (46) | 3% | (14) | 462 |
| Relig: Ath./Agn./None | 20% | (117) | 32% | (192) | 21% | (125) | 17% | (104) | 10% | (59) | 596 |
| Relig: Something Else | 24% | (81) | 31% | (101) | 21% | (71) | 17% | (56) | 7% | (23) | 332 |
| Relig: Jewish | 43% | (26) | 27% | (16) | 12% | (7) | 15% | (9) | 4% | (2) | 60 |
| Relig: Evangelical | 28% | (185) | 37% | (244) | 17% | (114) | 11% | (72) | 7% | (43) | 658 |
| Relig: Non-Evang. Catholics | 24% | (146) | 39% | (239) | 23% | (144) | 11% | (68) | 2% | (15) | 612 |
| Relig: All Christian | 26% | (331) | 38% | (483) | 20% | (258) | 11% | (139) | 5% | (58) | 1270 |
| Relig: All Non-Christian | 21% | (198) | 32% | (293) | 21% | (196) | 17% | (160) | 9% | (82) | 928 |
| Community: Urban | 29% | (169) | 34% | (193) | 20% | (115) | 12% | (67) | 6% | (32) | 576 |
| Community: Suburban | 23% | (239) | 38% | (387) | 20% | (206) | 13% | (135) | 5% | (55) | 1023 |
| Community: Rural | 20% | (122) | 33% | (196) | 22% | (132) | 16% | (98) | 9% | (53) | 601 |
| Employ: Private Sector | 29% | (201) | 37% | (258) | 19% | (133) | 10% | (70) | 6% | (40) | 702 |
| Employ: Government | 35% | (48) | 36% | (48) | 16% | (21) | 6% | (8) | 7% | (9) | 134 |
| Employ: Self-Employed | 27% | (47) | 31% | (53) | 23% | (40) | 13% | (22) | 7% | (11) | 173 |
| Employ: Homemaker | 21% | (45) | 37% | (78) | 21% | (43) | 15% | (32) | 6% | (13) | 211 |
| Employ: Student | 12% | (9) | 30% | (22) | 23% | (16) | 26% | (19) | 8% | (6) | 71 |
| Employ: Retired | 24% | (120) | 40% | (205) | 19% | (96) | 14% | (69) | 4% | (19) | 509 |
| Employ: Unemployed | 13% | (33) | 30% | (77) | 28% | (70) | 17% | (44) | 12% | (30) | 254 |
| Employ: Other | 19% | (28) | 24% | (35) | 24% | (35) | 24% | (35) | 9% | (13) | 147 |
| Job Type: White-collar | 32% | (238) | 36% | (273) | 18% | (136) | 11% | (80) | 3% | (25) | 752 |
| Job Type: Blue-collar | 23% | (236) | 38% | (397) | 22% | (228) | 12% | (128) | 5% | (47) | 1036 |
| Job Type: Don't Know | 14% | (57) | 26% | (107) | 22% | (90) | 22% | (91) | 17% | (69) | 412 |
| Military HH: Yes | 30% | (128) | 39% | (168) | 18% | (75) | 10% | (41) | 3% | (14) | 426 |
| Military HH: No | 23% | (403) | 34% | (608) | 21% | (378) | 15% | (258) | 7% | (127) | 1774 |

**Table BRD6_9:** *How interested would you be in learning more about the following industries or topics?*

*Government*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 24% | (530) | 35% | (776) | 21% | (454) | 14% | (300) | 6% | (140) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 28% | (207) | 36% | (264) | 21% | (153) | 10% | (71) | 6% | (44) | 739 |
| 2016 Vote: Republican Donald Trump | 27% | (220) | 40% | (318) | 18% | (148) | 11% | (92) | 3% | (27) | 805 |
| 2016 Vote: Someone else | 16% | (25) | 37% | (57) | 23% | (36) | 17% | (27) | 8% | (12) | 157 |
| 2012 Vote: Barack Obama | 26% | (230) | 37% | (325) | 20% | (174) | 13% | (116) | 5% | (43) | 887 |
| 2012 Vote: Mitt Romney | 28% | (175) | 38% | (236) | 21% | (132) | 9% | (59) | 4% | (23) | 626 |
| 2012 Vote: Other | 25% | (19) | 37% | (28) | 15% | (11) | 12% | (9) | 10% | (8) | 75 |
| 2012 Vote: Didn't Vote | 17% | (106) | 31% | (186) | 22% | (136) | 19% | (115) | 11% | (66) | 610 |
| 4-Region: Northeast | 26% | (105) | 34% | (137) | 20% | (80) | 13% | (54) | 7% | (27) | 401 |
| 4-Region: Midwest | 20% | (95) | 37% | (173) | 24% | (111) | 14% | (67) | 6% | (27) | 473 |
| 4-Region: South | 24% | (195) | 36% | (294) | 19% | (157) | 13% | (109) | 7% | (59) | 814 |
| 4-Region: West | 26% | (135) | 34% | (173) | 21% | (106) | 14% | (70) | 5% | (27) | 511 |
| Trump: Fav | 26% | (275) | 38% | (403) | 20% | (207) | 12% | (125) | 4% | (38) | 1048 |
| Trump: Unfav | 23% | (231) | 34% | (350) | 22% | (222) | 15% | (154) | 6% | (62) | 1019 |
| Trump: DK/NO | 18% | (24) | 18% | (23) | 19% | (25) | 15% | (20) | 30% | (40) | 133 |

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

**Table BRD6_10:** *How interested would you be in learning more about the following industries or topics?*
*Web development and coding*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 16% | (351) | 26% | (568) | 30% | (655) | 22% | (475) | 7% | (151) | 2200 |
| Gender: Male | 20% | (207) | 30% | (318) | 27% | (286) | 17% | (177) | 7% | (71) | 1059 |
| Gender: Female | 13% | (144) | 22% | (250) | 32% | (369) | 26% | (298) | 7% | (81) | 1141 |
| Age: 18-29 | 21% | (90) | 29% | (121) | 23% | (97) | 15% | (61) | 12% | (50) | 419 |
| Age: 30-44 | 24% | (146) | 30% | (185) | 26% | (163) | 13% | (78) | 7% | (44) | 616 |
| Age: 45-54 | 16% | (58) | 24% | (85) | 31% | (110) | 22% | (80) | 7% | (25) | 357 |
| Age: 55-64 | 9% | (35) | 25% | (103) | 30% | (122) | 30% | (125) | 6% | (26) | 410 |
| Age: 65+ | 6% | (22) | 19% | (74) | 41% | (163) | 33% | (132) | 2% | (7) | 398 |
| PID: Dem (no lean) | 16% | (120) | 25% | (192) | 33% | (249) | 21% | (155) | 5% | (39) | 755 |
| PID: Ind (no lean) | 16% | (112) | 25% | (183) | 25% | (178) | 22% | (161) | 12% | (86) | 720 |
| PID: Rep (no lean) | 16% | (119) | 27% | (193) | 31% | (227) | 22% | (159) | 4% | (27) | 725 |
| PID/Gender: Dem Men | 21% | (66) | 31% | (96) | 25% | (79) | 17% | (52) | 6% | (17) | 311 |
| PID/Gender: Dem Women | 12% | (54) | 22% | (96) | 38% | (170) | 23% | (103) | 5% | (21) | 444 |
| PID/Gender: Ind Men | 20% | (69) | 28% | (99) | 25% | (88) | 17% | (60) | 10% | (35) | 352 |
| PID/Gender: Ind Women | 12% | (43) | 23% | (83) | 25% | (91) | 27% | (101) | 14% | (50) | 368 |
| PID/Gender: Rep Men | 18% | (72) | 31% | (123) | 30% | (119) | 16% | (65) | 4% | (18) | 396 |
| PID/Gender: Rep Women | 15% | (48) | 21% | (70) | 33% | (108) | 29% | (94) | 3% | (9) | 329 |
| Tea Party: Supporter | 24% | (162) | 25% | (169) | 27% | (185) | 19% | (130) | 4% | (28) | 673 |
| Tea Party: Not Supporter | 12% | (188) | 26% | (399) | 31% | (467) | 23% | (344) | 8% | (120) | 1518 |
| Ideo: Liberal (1-3) | 22% | (159) | 28% | (198) | 26% | (189) | 20% | (140) | 4% | (29) | 715 |
| Ideo: Moderate (4) | 15% | (84) | 26% | (143) | 31% | (172) | 20% | (111) | 8% | (46) | 556 |
| Ideo: Conservative (5-7) | 13% | (93) | 26% | (190) | 34% | (249) | 25% | (184) | 2% | (18) | 734 |
| Educ: < College | 14% | (225) | 25% | (385) | 31% | (483) | 22% | (340) | 8% | (133) | 1566 |
| Educ: Bachelors degree | 19% | (81) | 30% | (125) | 26% | (109) | 21% | (87) | 3% | (14) | 416 |
| Educ: Post-grad | 21% | (45) | 26% | (57) | 29% | (63) | 22% | (48) | 2% | (4) | 219 |
| Income: Under 50k | 15% | (193) | 25% | (329) | 29% | (383) | 22% | (286) | 9% | (117) | 1308 |
| Income: 50k-100k | 17% | (107) | 25% | (159) | 33% | (209) | 22% | (141) | 3% | (21) | 636 |
| Income: 100k+ | 20% | (51) | 31% | (80) | 24% | (63) | 19% | (48) | 5% | (13) | 256 |

**Table BRD6_10:** *How interested would you be in learning more about the following industries or topics?*
*Web development and coding*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 16% | (351) | 26% | (568) | 30% | (655) | 22% | (475) | 7% | (151) | 2200 |
| Ethnicity: White | 15% | (257) | 24% | (422) | 31% | (548) | 24% | (428) | 5% | (95) | 1750 |
| Ethnicity: Hispanic | 28% | (92) | 29% | (94) | 25% | (81) | 10% | (34) | 9% | (29) | 329 |
| Ethnicity: Afr. Am. | 21% | (56) | 31% | (83) | 24% | (65) | 11% | (30) | 13% | (35) | 268 |
| Ethnicity: Other | 21% | (38) | 34% | (62) | 23% | (42) | 10% | (18) | 12% | (22) | 182 |
| Relig: Protestant | 12% | (75) | 24% | (145) | 34% | (207) | 25% | (153) | 4% | (26) | 606 |
| Relig: Roman Catholic | 19% | (90) | 30% | (140) | 28% | (129) | 18% | (85) | 4% | (18) | 462 |
| Relig: Ath./Agn./None | 18% | (105) | 23% | (139) | 28% | (168) | 21% | (123) | 10% | (62) | 596 |
| Relig: Something Else | 14% | (47) | 27% | (89) | 29% | (96) | 23% | (75) | 7% | (24) | 332 |
| Relig: Jewish | 18% | (11) | 20% | (12) | 25% | (15) | 31% | (19) | 6% | (3) | 60 |
| Relig: Evangelical | 18% | (119) | 25% | (166) | 30% | (197) | 20% | (131) | 7% | (44) | 658 |
| Relig: Non-Evang. Catholics | 13% | (80) | 28% | (173) | 32% | (194) | 24% | (144) | 3% | (21) | 612 |
| Relig: All Christian | 16% | (199) | 27% | (339) | 31% | (391) | 22% | (276) | 5% | (65) | 1270 |
| Relig: All Non-Christian | 16% | (152) | 25% | (229) | 28% | (264) | 21% | (198) | 9% | (85) | 928 |
| Community: Urban | 19% | (109) | 29% | (167) | 26% | (151) | 20% | (113) | 6% | (35) | 576 |
| Community: Suburban | 16% | (168) | 27% | (276) | 31% | (314) | 21% | (211) | 5% | (54) | 1023 |
| Community: Rural | 12% | (74) | 21% | (124) | 32% | (190) | 25% | (151) | 10% | (61) | 601 |
| Employ: Private Sector | 22% | (152) | 29% | (203) | 28% | (194) | 15% | (107) | 7% | (46) | 702 |
| Employ: Government | 21% | (28) | 28% | (38) | 28% | (38) | 15% | (20) | 8% | (11) | 134 |
| Employ: Self-Employed | 24% | (41) | 27% | (46) | 25% | (44) | 18% | (31) | 7% | (11) | 173 |
| Employ: Homemaker | 18% | (38) | 20% | (43) | 34% | (71) | 22% | (46) | 6% | (13) | 211 |
| Employ: Student | 17% | (12) | 27% | (19) | 31% | (22) | 17% | (12) | 9% | (6) | 71 |
| Employ: Retired | 6% | (32) | 20% | (103) | 36% | (184) | 35% | (176) | 3% | (15) | 509 |
| Employ: Unemployed | 12% | (31) | 31% | (79) | 27% | (69) | 15% | (37) | 15% | (37) | 254 |
| Employ: Other | 12% | (18) | 25% | (37) | 23% | (34) | 32% | (47) | 8% | (11) | 147 |
| Job Type: White-collar | 22% | (163) | 26% | (197) | 29% | (222) | 18% | (137) | 4% | (33) | 752 |
| Job Type: Blue-collar | 13% | (136) | 27% | (280) | 32% | (329) | 24% | (252) | 4% | (39) | 1036 |
| Job Type: Don't Know | 13% | (53) | 22% | (91) | 25% | (104) | 21% | (86) | 19% | (79) | 412 |
| Military HH: Yes | 18% | (78) | 25% | (107) | 33% | (141) | 19% | (81) | 4% | (19) | 426 |
| Military HH: No | 15% | (273) | 26% | (461) | 29% | (514) | 22% | (394) | 7% | (132) | 1774 |

*Continued on next page*

**Table BRD6_10:** *How interested would you be in learning more about the following industries or topics?*
*Web development and coding*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 16% | (351) | 26% | (568) | 30% | (655) | 22% | (475) | 7% | (151) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 17% | (124) | 27% | (202) | 30% | (222) | 21% | (153) | 5% | (39) | 739 |
| 2016 Vote: Republican Donald Trump | 16% | (126) | 25% | (203) | 31% | (251) | 24% | (194) | 4% | (31) | 805 |
| 2016 Vote: Someone else | 17% | (26) | 26% | (40) | 28% | (43) | 22% | (34) | 9% | (14) | 157 |
| 2012 Vote: Barack Obama | 17% | (155) | 27% | (240) | 30% | (263) | 21% | (190) | 4% | (39) | 887 |
| 2012 Vote: Mitt Romney | 13% | (79) | 24% | (153) | 32% | (198) | 27% | (168) | 5% | (28) | 626 |
| 2012 Vote: Other | 16% | (12) | 22% | (17) | 35% | (26) | 16% | (12) | 11% | (8) | 75 |
| 2012 Vote: Didn't Vote | 17% | (105) | 26% | (158) | 27% | (166) | 17% | (105) | 12% | (76) | 610 |
| 4-Region: Northeast | 18% | (73) | 22% | (87) | 30% | (121) | 24% | (96) | 6% | (25) | 401 |
| 4-Region: Midwest | 11% | (53) | 26% | (125) | 32% | (153) | 24% | (112) | 6% | (30) | 473 |
| 4-Region: South | 16% | (133) | 25% | (205) | 30% | (246) | 20% | (164) | 8% | (66) | 814 |
| 4-Region: West | 18% | (92) | 30% | (151) | 26% | (134) | 20% | (103) | 6% | (31) | 511 |
| Trump: Fav | 17% | (175) | 25% | (266) | 31% | (325) | 23% | (240) | 4% | (42) | 1048 |
| Trump: Unfav | 15% | (156) | 27% | (276) | 30% | (305) | 22% | (220) | 6% | (63) | 1019 |
| Trump: DK/NO | 16% | (21) | 19% | (25) | 19% | (25) | 12% | (16) | 35% | (46) | 133 |

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

**Table BRD6_11:** *How interested would you be in learning more about the following industries or topics?*
*Brands and marketing*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (367) | 32% | (705) | 29% | (630) | 16% | (355) | 6% | (143) | 2200 |
| Gender: Male | 19% | (200) | 31% | (324) | 30% | (317) | 15% | (154) | 6% | (63) | 1059 |
| Gender: Female | 15% | (167) | 33% | (381) | 27% | (313) | 18% | (201) | 7% | (80) | 1141 |
| Age: 18-29 | 24% | (99) | 31% | (131) | 23% | (96) | 12% | (52) | 10% | (42) | 419 |
| Age: 30-44 | 24% | (147) | 34% | (209) | 25% | (152) | 12% | (71) | 6% | (37) | 616 |
| Age: 45-54 | 15% | (54) | 30% | (108) | 30% | (109) | 17% | (62) | 7% | (24) | 357 |
| Age: 55-64 | 11% | (43) | 33% | (136) | 31% | (126) | 20% | (82) | 6% | (24) | 410 |
| Age: 65+ | 6% | (24) | 31% | (122) | 37% | (148) | 22% | (88) | 4% | (16) | 398 |
| PID: Dem (no lean) | 18% | (133) | 33% | (250) | 29% | (222) | 15% | (111) | 5% | (40) | 755 |
| PID: Ind (no lean) | 16% | (113) | 29% | (209) | 27% | (194) | 18% | (132) | 10% | (72) | 720 |
| PID: Rep (no lean) | 17% | (122) | 34% | (246) | 30% | (214) | 15% | (112) | 4% | (31) | 725 |
| PID/Gender: Dem Men | 24% | (76) | 30% | (95) | 27% | (85) | 12% | (38) | 5% | (17) | 311 |
| PID/Gender: Dem Women | 13% | (57) | 35% | (155) | 31% | (136) | 16% | (73) | 5% | (23) | 444 |
| PID/Gender: Ind Men | 17% | (59) | 29% | (101) | 30% | (107) | 17% | (59) | 8% | (27) | 352 |
| PID/Gender: Ind Women | 15% | (54) | 29% | (108) | 24% | (88) | 20% | (73) | 12% | (45) | 368 |
| PID/Gender: Rep Men | 17% | (66) | 33% | (129) | 32% | (125) | 14% | (57) | 5% | (20) | 396 |
| PID/Gender: Rep Women | 17% | (56) | 36% | (117) | 27% | (89) | 17% | (55) | 3% | (11) | 329 |
| Tea Party: Supporter | 24% | (164) | 34% | (228) | 26% | (177) | 12% | (83) | 3% | (21) | 673 |
| Tea Party: Not Supporter | 13% | (202) | 31% | (476) | 30% | (452) | 18% | (270) | 8% | (118) | 1518 |
| Ideo: Liberal (1-3) | 20% | (143) | 35% | (248) | 26% | (189) | 15% | (110) | 3% | (24) | 715 |
| Ideo: Moderate (4) | 17% | (94) | 33% | (181) | 29% | (164) | 14% | (75) | 7% | (41) | 556 |
| Ideo: Conservative (5-7) | 14% | (103) | 33% | (245) | 31% | (229) | 18% | (135) | 3% | (21) | 734 |
| Educ: < College | 17% | (264) | 30% | (477) | 28% | (444) | 16% | (257) | 8% | (124) | 1566 |
| Educ: Bachelors degree | 16% | (65) | 37% | (154) | 28% | (118) | 15% | (64) | 3% | (14) | 416 |
| Educ: Post-grad | 17% | (38) | 34% | (74) | 31% | (68) | 16% | (34) | 2% | (5) | 219 |
| Income: Under 50k | 18% | (229) | 29% | (380) | 27% | (358) | 17% | (226) | 9% | (115) | 1308 |
| Income: 50k-100k | 15% | (95) | 36% | (227) | 32% | (202) | 15% | (93) | 3% | (20) | 636 |
| Income: 100k+ | 17% | (43) | 39% | (99) | 27% | (70) | 14% | (36) | 3% | (8) | 256 |

**Table BRD6_11:** *How interested would you be in learning more about the following industries or topics?*
*Brands and marketing*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (367) | 32% | (705) | 29% | (630) | 16% | (355) | 6% | (143) | 2200 |
| Ethnicity: White | 15% | (262) | 31% | (538) | 31% | (544) | 18% | (312) | 5% | (94) | 1750 |
| Ethnicity: Hispanic | 31% | (101) | 27% | (89) | 25% | (84) | 11% | (37) | 6% | (19) | 329 |
| Ethnicity: Afr. Am. | 25% | (67) | 37% | (101) | 17% | (46) | 9% | (24) | 12% | (31) | 268 |
| Ethnicity: Other | 21% | (39) | 37% | (67) | 22% | (40) | 11% | (19) | 9% | (17) | 182 |
| Relig: Protestant | 14% | (84) | 34% | (208) | 29% | (177) | 17% | (105) | 5% | (32) | 606 |
| Relig: Roman Catholic | 20% | (94) | 35% | (161) | 31% | (143) | 9% | (44) | 4% | (19) | 462 |
| Relig: Ath./Agn./None | 14% | (81) | 29% | (175) | 30% | (180) | 18% | (105) | 9% | (55) | 596 |
| Relig: Something Else | 19% | (62) | 30% | (100) | 27% | (90) | 19% | (63) | 5% | (17) | 332 |
| Relig: Jewish | 25% | (15) | 32% | (19) | 20% | (12) | 19% | (11) | 4% | (2) | 60 |
| Relig: Evangelical | 21% | (140) | 32% | (213) | 23% | (154) | 15% | (101) | 8% | (50) | 658 |
| Relig: Non-Evang. Catholics | 14% | (84) | 35% | (217) | 34% | (206) | 14% | (84) | 3% | (21) | 612 |
| Relig: All Christian | 18% | (224) | 34% | (430) | 28% | (360) | 15% | (185) | 6% | (71) | 1270 |
| Relig: All Non-Christian | 15% | (143) | 30% | (275) | 29% | (270) | 18% | (168) | 8% | (71) | 928 |
| Community: Urban | 20% | (115) | 36% | (205) | 25% | (146) | 13% | (75) | 6% | (34) | 576 |
| Community: Suburban | 18% | (179) | 32% | (331) | 29% | (292) | 17% | (169) | 5% | (53) | 1023 |
| Community: Rural | 12% | (73) | 28% | (170) | 32% | (192) | 18% | (111) | 9% | (56) | 601 |
| Employ: Private Sector | 22% | (155) | 33% | (232) | 28% | (194) | 11% | (78) | 6% | (43) | 702 |
| Employ: Government | 22% | (30) | 32% | (42) | 25% | (34) | 13% | (17) | 8% | (11) | 134 |
| Employ: Self-Employed | 21% | (37) | 33% | (58) | 24% | (42) | 13% | (23) | 7% | (13) | 173 |
| Employ: Homemaker | 13% | (27) | 33% | (70) | 34% | (71) | 15% | (31) | 6% | (12) | 211 |
| Employ: Student | 20% | (14) | 29% | (20) | 24% | (17) | 16% | (11) | 12% | (8) | 71 |
| Employ: Retired | 7% | (37) | 30% | (153) | 35% | (179) | 24% | (120) | 4% | (21) | 509 |
| Employ: Unemployed | 19% | (49) | 32% | (82) | 22% | (57) | 16% | (41) | 10% | (25) | 254 |
| Employ: Other | 13% | (19) | 33% | (48) | 25% | (36) | 23% | (33) | 7% | (10) | 147 |
| Job Type: White-collar | 21% | (162) | 34% | (254) | 26% | (198) | 14% | (105) | 4% | (34) | 752 |
| Job Type: Blue-collar | 15% | (153) | 34% | (352) | 31% | (321) | 17% | (171) | 4% | (39) | 1036 |
| Job Type: Don't Know | 13% | (53) | 24% | (99) | 27% | (111) | 19% | (79) | 17% | (70) | 412 |
| Military HH: Yes | 18% | (76) | 31% | (133) | 31% | (134) | 15% | (63) | 5% | (20) | 426 |
| Military HH: No | 16% | (291) | 32% | (572) | 28% | (497) | 16% | (292) | 7% | (123) | 1774 |

**Table BRD6_11:** *How interested would you be in learning more about the following industries or topics?*
*Brands and marketing*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 17% | (367) | 32% | (705) | 29% | (630) | 16% | (355) | 6% | (143) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 17% | (129) | 33% | (246) | 30% | (219) | 15% | (110) | 5% | (36) | 739 |
| 2016 Vote: Republican Donald Trump | 16% | (128) | 35% | (280) | 29% | (230) | 17% | (135) | 4% | (32) | 805 |
| 2016 Vote: Someone else | 11% | (17) | 27% | (43) | 31% | (49) | 23% | (36) | 8% | (13) | 157 |
| 2012 Vote: Barack Obama | 17% | (154) | 35% | (309) | 27% | (244) | 16% | (144) | 4% | (37) | 887 |
| 2012 Vote: Mitt Romney | 14% | (86) | 33% | (204) | 31% | (196) | 18% | (111) | 5% | (29) | 626 |
| 2012 Vote: Other | 14% | (10) | 31% | (23) | 29% | (22) | 16% | (12) | 10% | (8) | 75 |
| 2012 Vote: Didn't Vote | 19% | (117) | 28% | (169) | 28% | (168) | 14% | (87) | 11% | (69) | 610 |
| 4-Region: Northeast | 20% | (78) | 29% | (116) | 27% | (109) | 17% | (70) | 7% | (29) | 401 |
| 4-Region: Midwest | 10% | (47) | 34% | (160) | 34% | (160) | 17% | (79) | 6% | (27) | 473 |
| 4-Region: South | 19% | (154) | 33% | (267) | 27% | (216) | 15% | (120) | 7% | (56) | 814 |
| 4-Region: West | 17% | (87) | 32% | (162) | 28% | (145) | 17% | (86) | 6% | (30) | 511 |
| Trump: Fav | 17% | (181) | 35% | (368) | 29% | (299) | 15% | (159) | 4% | (40) | 1048 |
| Trump: Unfav | 16% | (163) | 30% | (310) | 30% | (305) | 17% | (177) | 6% | (64) | 1019 |
| Trump: DK/NO | 17% | (23) | 20% | (27) | 19% | (26) | 14% | (19) | 29% | (39) | 133 |

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

**Table BRD6_12:** *How interested would you be in learning more about the following industries or topics?*
*Journalism industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 14% | (309) | 26% | (571) | 29% | (648) | 24% | (530) | 6% | (142) | 2200 |
| Gender: Male | 15% | (160) | 28% | (292) | 29% | (308) | 22% | (238) | 6% | (62) | 1059 |
| Gender: Female | 13% | (150) | 24% | (278) | 30% | (341) | 26% | (293) | 7% | (80) | 1141 |
| Age: 18-29 | 18% | (77) | 26% | (108) | 24% | (102) | 22% | (91) | 10% | (40) | 419 |
| Age: 30-44 | 21% | (127) | 29% | (176) | 27% | (165) | 17% | (107) | 7% | (41) | 616 |
| Age: 45-54 | 12% | (43) | 24% | (85) | 31% | (110) | 26% | (94) | 7% | (26) | 357 |
| Age: 55-64 | 8% | (35) | 25% | (104) | 31% | (126) | 29% | (121) | 6% | (25) | 410 |
| Age: 65+ | 7% | (28) | 24% | (97) | 37% | (145) | 30% | (117) | 3% | (10) | 398 |
| PID: Dem (no lean) | 17% | (129) | 29% | (221) | 30% | (229) | 18% | (135) | 5% | (41) | 755 |
| PID: Ind (no lean) | 11% | (79) | 23% | (162) | 28% | (205) | 27% | (197) | 11% | (76) | 720 |
| PID: Rep (no lean) | 14% | (101) | 26% | (187) | 30% | (215) | 27% | (198) | 3% | (25) | 725 |
| PID/Gender: Dem Men | 20% | (64) | 32% | (98) | 26% | (80) | 16% | (51) | 6% | (18) | 311 |
| PID/Gender: Dem Women | 15% | (66) | 28% | (123) | 34% | (149) | 19% | (84) | 5% | (22) | 444 |
| PID/Gender: Ind Men | 11% | (37) | 23% | (82) | 30% | (105) | 28% | (98) | 8% | (29) | 352 |
| PID/Gender: Ind Women | 11% | (42) | 22% | (80) | 27% | (100) | 27% | (99) | 13% | (46) | 368 |
| PID/Gender: Rep Men | 15% | (59) | 28% | (112) | 31% | (123) | 22% | (88) | 4% | (14) | 396 |
| PID/Gender: Rep Women | 13% | (42) | 23% | (75) | 28% | (92) | 33% | (110) | 3% | (11) | 329 |
| Tea Party: Supporter | 19% | (127) | 25% | (168) | 27% | (183) | 25% | (165) | 4% | (29) | 673 |
| Tea Party: Not Supporter | 12% | (182) | 26% | (401) | 30% | (462) | 24% | (363) | 7% | (109) | 1518 |
| Ideo: Liberal (1-3) | 22% | (158) | 34% | (242) | 26% | (184) | 14% | (100) | 4% | (30) | 715 |
| Ideo: Moderate (4) | 13% | (71) | 26% | (146) | 30% | (166) | 24% | (134) | 7% | (39) | 556 |
| Ideo: Conservative (5-7) | 10% | (71) | 22% | (159) | 34% | (248) | 32% | (238) | 2% | (18) | 734 |
| Educ: < College | 13% | (197) | 25% | (386) | 29% | (455) | 26% | (405) | 8% | (122) | 1566 |
| Educ: Bachelors degree | 18% | (75) | 27% | (111) | 31% | (128) | 21% | (87) | 3% | (14) | 416 |
| Educ: Post-grad | 17% | (37) | 34% | (73) | 30% | (66) | 17% | (38) | 2% | (5) | 219 |
| Income: Under 50k | 13% | (175) | 25% | (330) | 28% | (369) | 25% | (323) | 8% | (111) | 1308 |
| Income: 50k-100k | 14% | (91) | 27% | (169) | 31% | (199) | 25% | (157) | 3% | (20) | 636 |
| Income: 100k+ | 17% | (44) | 28% | (71) | 31% | (80) | 20% | (50) | 4% | (11) | 256 |

Continued on next page

**Table BRD6_12:** *How interested would you be in learning more about the following industries or topics?*
*Journalism industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 14% | (309) | 26% | (571) | 29% | (648) | 24% | (530) | 6% | (142) | 2200 |
| Ethnicity: White | 13% | (223) | 24% | (427) | 31% | (544) | 26% | (456) | 6% | (100) | 1750 |
| Ethnicity: Hispanic | 21% | (70) | 34% | (112) | 20% | (66) | 17% | (57) | 7% | (25) | 329 |
| Ethnicity: Afr. Am. | 17% | (46) | 33% | (90) | 24% | (63) | 14% | (39) | 11% | (30) | 268 |
| Ethnicity: Other | 22% | (40) | 30% | (54) | 23% | (42) | 19% | (35) | 6% | (12) | 182 |
| Relig: Protestant | 13% | (78) | 24% | (148) | 32% | (195) | 27% | (161) | 4% | (24) | 606 |
| Relig: Roman Catholic | 18% | (83) | 28% | (127) | 31% | (142) | 20% | (91) | 4% | (19) | 462 |
| Relig: Ath./Agn./None | 15% | (90) | 26% | (157) | 26% | (153) | 23% | (138) | 10% | (58) | 596 |
| Relig: Something Else | 11% | (35) | 26% | (87) | 31% | (104) | 24% | (81) | 8% | (25) | 332 |
| Relig: Jewish | 13% | (8) | 32% | (20) | 29% | (17) | 21% | (13) | 4% | (2) | 60 |
| Relig: Evangelical | 16% | (102) | 27% | (180) | 26% | (173) | 25% | (165) | 6% | (37) | 658 |
| Relig: Non-Evang. Catholics | 13% | (81) | 24% | (146) | 36% | (219) | 24% | (145) | 3% | (21) | 612 |
| Relig: All Christian | 14% | (183) | 26% | (327) | 31% | (392) | 24% | (310) | 5% | (58) | 1270 |
| Relig: All Non-Christian | 14% | (126) | 26% | (244) | 28% | (257) | 24% | (219) | 9% | (83) | 928 |
| Community: Urban | 16% | (95) | 28% | (164) | 30% | (170) | 20% | (113) | 6% | (34) | 576 |
| Community: Suburban | 15% | (152) | 25% | (257) | 32% | (322) | 23% | (236) | 5% | (55) | 1023 |
| Community: Rural | 10% | (62) | 25% | (150) | 26% | (156) | 30% | (181) | 9% | (52) | 601 |
| Employ: Private Sector | 21% | (144) | 28% | (197) | 27% | (188) | 19% | (131) | 6% | (41) | 702 |
| Employ: Government | 21% | (28) | 27% | (37) | 32% | (42) | 12% | (17) | 7% | (10) | 134 |
| Employ: Self-Employed | 15% | (26) | 30% | (51) | 26% | (45) | 23% | (39) | 7% | (13) | 173 |
| Employ: Homemaker | 16% | (33) | 24% | (50) | 27% | (56) | 27% | (57) | 7% | (15) | 211 |
| Employ: Student | 20% | (14) | 29% | (20) | 20% | (14) | 27% | (19) | 3% | (2) | 71 |
| Employ: Retired | 7% | (37) | 24% | (124) | 33% | (170) | 31% | (158) | 4% | (20) | 509 |
| Employ: Unemployed | 5% | (13) | 25% | (62) | 35% | (88) | 24% | (62) | 11% | (28) | 254 |
| Employ: Other | 9% | (13) | 20% | (30) | 31% | (45) | 32% | (47) | 9% | (13) | 147 |
| Job Type: White-collar | 20% | (147) | 28% | (214) | 29% | (219) | 19% | (142) | 4% | (31) | 752 |
| Job Type: Blue-collar | 12% | (126) | 27% | (277) | 30% | (306) | 27% | (284) | 4% | (43) | 1036 |
| Job Type: Don't Know | 9% | (36) | 19% | (79) | 30% | (124) | 25% | (104) | 17% | (68) | 412 |
| Military HH: Yes | 15% | (65) | 27% | (115) | 31% | (131) | 25% | (105) | 2% | (9) | 426 |
| Military HH: No | 14% | (244) | 26% | (455) | 29% | (518) | 24% | (425) | 7% | (132) | 1774 |

**Table BRD6_12:** *How interested would you be in learning more about the following industries or topics?*
*Journalism industry*

| Demographic | Very interested | | Somewhat interested | | Not too interested | | Not at all interested | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adults | 14% | (309) | 26% | (571) | 29% | (648) | 24% | (530) | 6% | (142) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 17% | (125) | 33% | (243) | 29% | (212) | 16% | (120) | 5% | (39) | 739 |
| 2016 Vote: Republican Donald Trump | 13% | (105) | 22% | (179) | 30% | (243) | 31% | (251) | 3% | (26) | 805 |
| 2016 Vote: Someone else | 10% | (16) | 27% | (42) | 35% | (55) | 20% | (31) | 8% | (13) | 157 |
| 2012 Vote: Barack Obama | 17% | (150) | 31% | (274) | 28% | (250) | 20% | (175) | 4% | (37) | 887 |
| 2012 Vote: Mitt Romney | 12% | (74) | 23% | (146) | 33% | (204) | 28% | (178) | 4% | (26) | 626 |
| 2012 Vote: Other | 8% | (6) | 28% | (21) | 33% | (25) | 21% | (16) | 10% | (8) | 75 |
| 2012 Vote: Didn't Vote | 13% | (80) | 21% | (128) | 28% | (170) | 27% | (162) | 12% | (71) | 610 |
| 4-Region: Northeast | 13% | (54) | 28% | (112) | 31% | (123) | 22% | (89) | 6% | (24) | 401 |
| 4-Region: Midwest | 9% | (41) | 23% | (110) | 34% | (163) | 27% | (130) | 6% | (30) | 473 |
| 4-Region: South | 15% | (126) | 25% | (206) | 28% | (229) | 24% | (196) | 7% | (57) | 814 |
| 4-Region: West | 17% | (89) | 28% | (142) | 26% | (134) | 22% | (114) | 6% | (31) | 511 |
| Trump: Fav | 13% | (139) | 24% | (247) | 30% | (317) | 29% | (309) | 3% | (36) | 1048 |
| Trump: Unfav | 15% | (152) | 30% | (308) | 30% | (304) | 19% | (197) | 6% | (57) | 1019 |
| Trump: DK/NO | 13% | (18) | 12% | (16) | 20% | (27) | 18% | (24) | 37% | (49) | 133 |

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

**Table BRD7_1:** *Have you seen, read, or heard of the following, or not?*

*South by Southwest, sometimes referred to as SXSW*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 33% | (721) | 56% | (1230) | 11% | (249) | 2200 |
| Gender: Male | 38% | (401) | 52% | (553) | 10% | (106) | 1059 |
| Gender: Female | 28% | (320) | 59% | (677) | 13% | (144) | 1141 |
| Age: 18-29 | 37% | (155) | 49% | (206) | 14% | (58) | 419 |
| Age: 30-44 | 44% | (273) | 44% | (271) | 12% | (72) | 616 |
| Age: 45-54 | 27% | (95) | 62% | (220) | 12% | (43) | 357 |
| Age: 55-64 | 27% | (112) | 61% | (251) | 11% | (47) | 410 |
| Age: 65+ | 21% | (85) | 71% | (282) | 8% | (30) | 398 |
| PID: Dem (no lean) | 36% | (269) | 54% | (404) | 11% | (81) | 755 |
| PID: Ind (no lean) | 30% | (217) | 56% | (405) | 14% | (98) | 720 |
| PID: Rep (no lean) | 32% | (235) | 58% | (420) | 10% | (70) | 725 |
| PID/Gender: Dem Men | 43% | (133) | 48% | (149) | 9% | (29) | 311 |
| PID/Gender: Dem Women | 31% | (137) | 57% | (255) | 12% | (52) | 444 |
| PID/Gender: Ind Men | 34% | (120) | 55% | (193) | 11% | (39) | 352 |
| PID/Gender: Ind Women | 26% | (97) | 58% | (212) | 16% | (59) | 368 |
| PID/Gender: Rep Men | 37% | (148) | 53% | (211) | 9% | (37) | 396 |
| PID/Gender: Rep Women | 26% | (87) | 64% | (210) | 10% | (33) | 329 |
| Tea Party: Supporter | 38% | (256) | 52% | (353) | 10% | (64) | 673 |
| Tea Party: Not Supporter | 31% | (464) | 57% | (872) | 12% | (182) | 1518 |
| Ideo: Liberal (1-3) | 45% | (324) | 47% | (337) | 7% | (54) | 715 |
| Ideo: Moderate (4) | 31% | (170) | 58% | (324) | 11% | (62) | 556 |
| Ideo: Conservative (5-7) | 28% | (206) | 63% | (461) | 9% | (67) | 734 |
| Educ: < College | 27% | (429) | 59% | (930) | 13% | (208) | 1566 |
| Educ: Bachelors degree | 45% | (188) | 48% | (200) | 7% | (27) | 416 |
| Educ: Post-grad | 48% | (104) | 46% | (100) | 7% | (15) | 219 |
| Income: Under 50k | 27% | (354) | 60% | (782) | 13% | (173) | 1308 |
| Income: 50k-100k | 39% | (248) | 52% | (328) | 9% | (59) | 636 |
| Income: 100k+ | 46% | (119) | 47% | (120) | 7% | (17) | 256 |

**Table BRD7_1:** *Have you seen, read, or heard of the following, or not?*
*South by Southwest, sometimes referred to as SXSW*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 33% | (721) | 56% | (1230) | 11% | (249) | 2200 |
| Ethnicity: White | 32% | (555) | 58% | (1013) | 10% | (182) | 1750 |
| Ethnicity: Hispanic | 45% | (149) | 46% | (152) | 9% | (28) | 329 |
| Ethnicity: Afr. Am. | 34% | (91) | 50% | (135) | 16% | (42) | 268 |
| Ethnicity: Other | 41% | (75) | 45% | (82) | 14% | (25) | 182 |
| Relig: Protestant | 30% | (185) | 59% | (356) | 11% | (66) | 606 |
| Relig: Roman Catholic | 36% | (165) | 57% | (264) | 7% | (33) | 462 |
| Relig: Ath./Agn./None | 35% | (207) | 51% | (307) | 14% | (83) | 596 |
| Relig: Something Else | 34% | (112) | 53% | (177) | 13% | (42) | 332 |
| Relig: Jewish | 36% | (22) | 55% | (33) | 9% | (5) | 60 |
| Relig: Evangelical | 32% | (211) | 56% | (369) | 12% | (78) | 658 |
| Relig: Non-Evang. Catholics | 31% | (191) | 61% | (375) | 8% | (47) | 612 |
| Relig: All Christian | 32% | (402) | 59% | (744) | 10% | (125) | 1270 |
| Relig: All Non-Christian | 34% | (319) | 52% | (484) | 13% | (125) | 928 |
| Community: Urban | 36% | (206) | 53% | (304) | 12% | (67) | 576 |
| Community: Suburban | 35% | (358) | 54% | (554) | 11% | (110) | 1023 |
| Community: Rural | 26% | (157) | 62% | (372) | 12% | (73) | 601 |
| Employ: Private Sector | 44% | (311) | 48% | (338) | 8% | (53) | 702 |
| Employ: Government | 44% | (59) | 42% | (57) | 14% | (19) | 134 |
| Employ: Self-Employed | 35% | (61) | 55% | (94) | 10% | (18) | 173 |
| Employ: Homemaker | 32% | (67) | 52% | (109) | 16% | (34) | 211 |
| Employ: Student | 30% | (21) | 51% | (36) | 19% | (13) | 71 |
| Employ: Retired | 20% | (102) | 69% | (354) | 11% | (54) | 509 |
| Employ: Unemployed | 26% | (66) | 60% | (152) | 14% | (36) | 254 |
| Employ: Other | 24% | (35) | 62% | (90) | 15% | (21) | 147 |
| Job Type: White-collar | 42% | (318) | 50% | (378) | 7% | (55) | 752 |
| Job Type: Blue-collar | 30% | (307) | 59% | (616) | 11% | (113) | 1036 |
| Job Type: Don't Know | 23% | (95) | 57% | (235) | 20% | (82) | 412 |
| Military HH: Yes | 33% | (141) | 58% | (248) | 8% | (36) | 426 |
| Military HH: No | 33% | (579) | 55% | (981) | 12% | (214) | 1774 |

Continued on next page

**Table BRD7_1:** *Have you seen, read, or heard of the following, or not?*
*South by Southwest, sometimes referred to as SXSW*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 33% | (721) | 56% | (1230) | 11% | (249) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 41% | (303) | 50% | (372) | 9% | (64) | 739 |
| 2016 Vote: Republican Donald Trump | 31% | (250) | 59% | (478) | 9% | (76) | 805 |
| 2016 Vote: Someone else | 38% | (59) | 49% | (78) | 13% | (20) | 157 |
| 2012 Vote: Barack Obama | 39% | (350) | 52% | (461) | 9% | (76) | 887 |
| 2012 Vote: Mitt Romney | 32% | (200) | 59% | (368) | 9% | (58) | 626 |
| 2012 Vote: Other | 33% | (24) | 55% | (41) | 13% | (9) | 75 |
| 2012 Vote: Didn't Vote | 24% | (146) | 59% | (359) | 17% | (106) | 610 |
| 4-Region: Northeast | 29% | (116) | 59% | (237) | 12% | (48) | 401 |
| 4-Region: Midwest | 31% | (145) | 59% | (279) | 10% | (49) | 473 |
| 4-Region: South | 34% | (278) | 54% | (441) | 12% | (95) | 814 |
| 4-Region: West | 36% | (182) | 53% | (272) | 11% | (57) | 511 |
| Trump: Fav | 30% | (319) | 59% | (616) | 11% | (113) | 1048 |
| Trump: Unfav | 36% | (368) | 54% | (549) | 10% | (102) | 1019 |
| Trump: DK/NO | 25% | (34) | 49% | (65) | 26% | (35) | 133 |

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

**Table BRD7_2:** *Have you seen, read, or heard of the following, or not?*
*Sundance*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 59% | (1299) | 32% | (712) | 9% | (189) | 2200 |
| Gender: Male | 60% | (640) | 32% | (334) | 8% | (85) | 1059 |
| Gender: Female | 58% | (658) | 33% | (378) | 9% | (105) | 1141 |
| Age: 18-29 | 54% | (225) | 35% | (146) | 11% | (47) | 419 |
| Age: 30-44 | 62% | (383) | 30% | (187) | 7% | (46) | 616 |
| Age: 45-54 | 62% | (221) | 30% | (107) | 8% | (29) | 357 |
| Age: 55-64 | 57% | (234) | 32% | (132) | 11% | (44) | 410 |
| Age: 65+ | 59% | (235) | 35% | (139) | 6% | (23) | 398 |
| PID: Dem (no lean) | 60% | (454) | 32% | (245) | 7% | (56) | 755 |
| PID: Ind (no lean) | 58% | (418) | 31% | (225) | 11% | (77) | 720 |
| PID: Rep (no lean) | 59% | (427) | 33% | (242) | 8% | (56) | 725 |
| PID/Gender: Dem Men | 62% | (194) | 31% | (96) | 7% | (21) | 311 |
| PID/Gender: Dem Women | 58% | (259) | 34% | (150) | 8% | (35) | 444 |
| PID/Gender: Ind Men | 60% | (212) | 31% | (109) | 9% | (32) | 352 |
| PID/Gender: Ind Women | 56% | (206) | 32% | (116) | 12% | (45) | 368 |
| PID/Gender: Rep Men | 59% | (234) | 33% | (130) | 8% | (32) | 396 |
| PID/Gender: Rep Women | 59% | (193) | 34% | (112) | 7% | (24) | 329 |
| Tea Party: Supporter | 58% | (387) | 37% | (248) | 6% | (37) | 673 |
| Tea Party: Not Supporter | 60% | (909) | 30% | (461) | 10% | (148) | 1518 |
| Ideo: Liberal (1-3) | 68% | (487) | 27% | (195) | 5% | (34) | 715 |
| Ideo: Moderate (4) | 58% | (323) | 33% | (185) | 9% | (48) | 556 |
| Ideo: Conservative (5-7) | 58% | (422) | 35% | (260) | 7% | (52) | 734 |
| Educ: < College | 55% | (855) | 35% | (551) | 10% | (160) | 1566 |
| Educ: Bachelors degree | 69% | (286) | 26% | (109) | 5% | (21) | 416 |
| Educ: Post-grad | 72% | (158) | 24% | (52) | 4% | (9) | 219 |
| Income: Under 50k | 55% | (724) | 35% | (452) | 10% | (132) | 1308 |
| Income: 50k-100k | 64% | (407) | 30% | (188) | 6% | (40) | 636 |
| Income: 100k+ | 65% | (167) | 28% | (72) | 7% | (17) | 256 |

**Table BRD7_2:** *Have you seen, read, or heard of the following, or not?*

*Sundance*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 59% | (1299) | 32% | (712) | 9% | (189) | 2200 |
| Ethnicity: White | 61% | (1076) | 31% | (544) | 7% | (130) | 1750 |
| Ethnicity: Hispanic | 68% | (222) | 27% | (88) | 6% | (19) | 329 |
| Ethnicity: Afr. Am. | 48% | (129) | 41% | (111) | 10% | (28) | 268 |
| Ethnicity: Other | 51% | (94) | 32% | (57) | 17% | (31) | 182 |
| Relig: Protestant | 58% | (350) | 34% | (209) | 8% | (47) | 606 |
| Relig: Roman Catholic | 60% | (276) | 35% | (163) | 5% | (23) | 462 |
| Relig: Ath./Agn./None | 61% | (363) | 28% | (165) | 11% | (68) | 596 |
| Relig: Something Else | 63% | (209) | 28% | (93) | 9% | (29) | 332 |
| Relig: Jewish | 68% | (41) | 26% | (16) | 6% | (4) | 60 |
| Relig: Evangelical | 54% | (353) | 37% | (245) | 9% | (60) | 658 |
| Relig: Non-Evang. Catholics | 61% | (372) | 34% | (208) | 5% | (32) | 612 |
| Relig: All Christian | 57% | (725) | 36% | (453) | 7% | (92) | 1270 |
| Relig: All Non-Christian | 62% | (572) | 28% | (259) | 10% | (97) | 928 |
| Community: Urban | 57% | (330) | 35% | (202) | 8% | (44) | 576 |
| Community: Suburban | 62% | (636) | 30% | (304) | 8% | (83) | 1023 |
| Community: Rural | 55% | (333) | 34% | (206) | 10% | (62) | 601 |
| Employ: Private Sector | 67% | (467) | 28% | (194) | 6% | (41) | 702 |
| Employ: Government | 60% | (80) | 29% | (40) | 11% | (14) | 134 |
| Employ: Self-Employed | 60% | (103) | 30% | (52) | 10% | (18) | 173 |
| Employ: Homemaker | 57% | (121) | 33% | (70) | 10% | (20) | 211 |
| Employ: Student | 46% | (32) | 43% | (30) | 12% | (8) | 71 |
| Employ: Retired | 57% | (292) | 34% | (175) | 8% | (43) | 509 |
| Employ: Unemployed | 50% | (128) | 37% | (93) | 13% | (33) | 254 |
| Employ: Other | 52% | (76) | 40% | (58) | 9% | (13) | 147 |
| Job Type: White-collar | 68% | (511) | 27% | (202) | 5% | (39) | 752 |
| Job Type: Blue-collar | 60% | (619) | 33% | (344) | 7% | (73) | 1036 |
| Job Type: Don't Know | 41% | (168) | 40% | (167) | 19% | (77) | 412 |
| Military HH: Yes | 59% | (252) | 34% | (143) | 7% | (30) | 426 |
| Military HH: No | 59% | (1046) | 32% | (569) | 9% | (159) | 1774 |

**Table BRD7_2:** *Have you seen, read, or heard of the following, or not?*

*Sundance*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 59% | (1299) | 32% | (712) | 9% | (189) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 66% | (489) | 27% | (198) | 7% | (52) | 739 |
| 2016 Vote: Republican Donald Trump | 57% | (462) | 35% | (279) | 8% | (64) | 805 |
| 2016 Vote: Someone else | 64% | (100) | 30% | (47) | 6% | (10) | 157 |
| 2012 Vote: Barack Obama | 65% | (578) | 28% | (250) | 7% | (59) | 887 |
| 2012 Vote: Mitt Romney | 60% | (375) | 32% | (203) | 8% | (48) | 626 |
| 2012 Vote: Other | 55% | (41) | 37% | (28) | 8% | (6) | 75 |
| 2012 Vote: Didn't Vote | 50% | (304) | 38% | (231) | 12% | (75) | 610 |
| 4-Region: Northeast | 56% | (224) | 35% | (142) | 9% | (36) | 401 |
| 4-Region: Midwest | 57% | (270) | 35% | (164) | 8% | (39) | 473 |
| 4-Region: South | 58% | (469) | 32% | (262) | 10% | (84) | 814 |
| 4-Region: West | 66% | (336) | 28% | (144) | 6% | (30) | 511 |
| Trump: Fav | 57% | (602) | 34% | (360) | 8% | (86) | 1048 |
| Trump: Unfav | 63% | (646) | 30% | (303) | 7% | (71) | 1019 |
| Trump: DK/NO | 38% | (51) | 38% | (50) | 24% | (33) | 133 |

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

**Table BRD7_3:** *Have you seen, read, or heard of the following, or not?*

*Apex*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 26% | (576) | 61% | (1353) | 12% | (271) | 2200 |
| Gender: Male | 30% | (315) | 59% | (622) | 11% | (121) | 1059 |
| Gender: Female | 23% | (261) | 64% | (731) | 13% | (150) | 1141 |
| Age: 18-29 | 38% | (159) | 49% | (204) | 13% | (55) | 419 |
| Age: 30-44 | 31% | (192) | 56% | (345) | 13% | (80) | 616 |
| Age: 45-54 | 25% | (91) | 63% | (227) | 11% | (40) | 357 |
| Age: 55-64 | 21% | (87) | 66% | (270) | 13% | (54) | 410 |
| Age: 65+ | 12% | (48) | 77% | (307) | 11% | (42) | 398 |
| PID: Dem (no lean) | 28% | (209) | 63% | (472) | 10% | (73) | 755 |
| PID: Ind (no lean) | 22% | (158) | 62% | (444) | 16% | (118) | 720 |
| PID: Rep (no lean) | 29% | (209) | 60% | (436) | 11% | (80) | 725 |
| PID/Gender: Dem Men | 33% | (102) | 59% | (183) | 8% | (26) | 311 |
| PID/Gender: Dem Women | 24% | (107) | 65% | (290) | 11% | (47) | 444 |
| PID/Gender: Ind Men | 26% | (91) | 60% | (210) | 15% | (51) | 352 |
| PID/Gender: Ind Women | 18% | (68) | 64% | (234) | 18% | (66) | 368 |
| PID/Gender: Rep Men | 31% | (123) | 58% | (229) | 11% | (44) | 396 |
| PID/Gender: Rep Women | 26% | (86) | 63% | (207) | 11% | (36) | 329 |
| Tea Party: Supporter | 39% | (261) | 52% | (347) | 10% | (65) | 673 |
| Tea Party: Not Supporter | 21% | (315) | 66% | (1001) | 13% | (202) | 1518 |
| Ideo: Liberal (1-3) | 36% | (255) | 56% | (404) | 8% | (56) | 715 |
| Ideo: Moderate (4) | 28% | (154) | 61% | (339) | 11% | (64) | 556 |
| Ideo: Conservative (5-7) | 20% | (145) | 69% | (504) | 12% | (85) | 734 |
| Educ: < College | 26% | (405) | 60% | (945) | 14% | (216) | 1566 |
| Educ: Bachelors degree | 26% | (108) | 66% | (273) | 8% | (35) | 416 |
| Educ: Post-grad | 29% | (63) | 62% | (135) | 9% | (20) | 219 |
| Income: Under 50k | 24% | (315) | 62% | (816) | 14% | (178) | 1308 |
| Income: 50k-100k | 27% | (173) | 62% | (394) | 11% | (69) | 636 |
| Income: 100k+ | 35% | (88) | 56% | (143) | 10% | (24) | 256 |

**Table BRD7_3:** *Have you seen, read, or heard of the following, or not?*

*Apex*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 26% | (576) | 61% | (1353) | 12% | (271) | 2200 |
| Ethnicity: White | 24% | (412) | 65% | (1130) | 12% | (208) | 1750 |
| Ethnicity: Hispanic | 39% | (128) | 51% | (168) | 10% | (33) | 329 |
| Ethnicity: Afr. Am. | 37% | (98) | 52% | (139) | 11% | (31) | 268 |
| Ethnicity: Other | 36% | (66) | 46% | (84) | 18% | (32) | 182 |
| Relig: Protestant | 24% | (146) | 64% | (386) | 12% | (74) | 606 |
| Relig: Roman Catholic | 31% | (144) | 60% | (276) | 9% | (42) | 462 |
| Relig: Ath./Agn./None | 21% | (128) | 65% | (385) | 14% | (84) | 596 |
| Relig: Something Else | 31% | (103) | 58% | (192) | 11% | (37) | 332 |
| Relig: Jewish | 22% | (13) | 70% | (42) | 8% | (5) | 60 |
| Relig: Evangelical | 31% | (202) | 56% | (371) | 13% | (85) | 658 |
| Relig: Non-Evang. Catholics | 23% | (144) | 66% | (405) | 10% | (64) | 612 |
| Relig: All Christian | 27% | (345) | 61% | (776) | 12% | (149) | 1270 |
| Relig: All Non-Christian | 25% | (231) | 62% | (576) | 13% | (121) | 928 |
| Community: Urban | 28% | (162) | 60% | (346) | 12% | (67) | 576 |
| Community: Suburban | 26% | (270) | 61% | (626) | 12% | (127) | 1023 |
| Community: Rural | 24% | (144) | 63% | (380) | 13% | (77) | 601 |
| Employ: Private Sector | 34% | (241) | 57% | (402) | 8% | (59) | 702 |
| Employ: Government | 32% | (43) | 53% | (72) | 15% | (20) | 134 |
| Employ: Self-Employed | 25% | (43) | 61% | (106) | 14% | (24) | 173 |
| Employ: Homemaker | 18% | (38) | 65% | (137) | 17% | (35) | 211 |
| Employ: Student | 27% | (19) | 60% | (42) | 13% | (9) | 71 |
| Employ: Retired | 16% | (83) | 72% | (366) | 12% | (61) | 509 |
| Employ: Unemployed | 25% | (64) | 59% | (149) | 16% | (40) | 254 |
| Employ: Other | 31% | (45) | 54% | (79) | 15% | (22) | 147 |
| Job Type: White-collar | 31% | (230) | 61% | (456) | 9% | (66) | 752 |
| Job Type: Blue-collar | 25% | (259) | 64% | (664) | 11% | (113) | 1036 |
| Job Type: Don't Know | 21% | (88) | 56% | (233) | 22% | (92) | 412 |
| Military HH: Yes | 25% | (106) | 65% | (278) | 10% | (42) | 426 |
| Military HH: No | 27% | (471) | 61% | (1075) | 13% | (229) | 1774 |

*Continued on next page*

**Table BRD7_3:** *Have you seen, read, or heard of the following, or not?*

*Apex*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 26% | (576) | 61% | (1353) | 12% | (271) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 28% | (204) | 63% | (462) | 10% | (73) | 739 |
| 2016 Vote: Republican Donald Trump | 28% | (224) | 60% | (485) | 12% | (97) | 805 |
| 2016 Vote: Someone else | 24% | (38) | 60% | (94) | 16% | (25) | 157 |
| 2012 Vote: Barack Obama | 29% | (258) | 61% | (545) | 10% | (84) | 887 |
| 2012 Vote: Mitt Romney | 27% | (169) | 61% | (384) | 12% | (74) | 626 |
| 2012 Vote: Other | 14% | (10) | 72% | (54) | 14% | (11) | 75 |
| 2012 Vote: Didn't Vote | 23% | (139) | 61% | (369) | 17% | (102) | 610 |
| 4-Region: Northeast | 25% | (102) | 62% | (247) | 13% | (52) | 401 |
| 4-Region: Midwest | 25% | (117) | 63% | (298) | 13% | (59) | 473 |
| 4-Region: South | 25% | (206) | 62% | (503) | 13% | (105) | 814 |
| 4-Region: West | 30% | (151) | 60% | (305) | 11% | (55) | 511 |
| Trump: Fav | 29% | (300) | 59% | (617) | 12% | (131) | 1048 |
| Trump: Unfav | 24% | (241) | 66% | (677) | 10% | (101) | 1019 |
| Trump: DK/NO | 26% | (35) | 44% | (59) | 30% | (40) | 133 |

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

**Table BRD7_4:** *Have you seen, read, or heard of the following, or not?*

*Summit*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (627) | 59% | (1303) | 12% | (270) | 2200 |
| Gender: Male | 31% | (329) | 58% | (610) | 11% | (120) | 1059 |
| Gender: Female | 26% | (298) | 61% | (693) | 13% | (150) | 1141 |
| Age: 18-29 | 38% | (160) | 47% | (197) | 15% | (62) | 419 |
| Age: 30-44 | 32% | (196) | 56% | (345) | 12% | (75) | 616 |
| Age: 45-54 | 28% | (100) | 61% | (217) | 11% | (41) | 357 |
| Age: 55-64 | 24% | (98) | 63% | (258) | 13% | (54) | 410 |
| Age: 65+ | 19% | (74) | 72% | (287) | 9% | (37) | 398 |
| PID: Dem (no lean) | 28% | (212) | 62% | (465) | 10% | (78) | 755 |
| PID: Ind (no lean) | 27% | (193) | 57% | (407) | 17% | (120) | 720 |
| PID: Rep (no lean) | 31% | (222) | 59% | (431) | 10% | (72) | 725 |
| PID/Gender: Dem Men | 33% | (104) | 57% | (176) | 10% | (31) | 311 |
| PID/Gender: Dem Women | 24% | (108) | 65% | (288) | 11% | (47) | 444 |
| PID/Gender: Ind Men | 28% | (100) | 57% | (201) | 14% | (51) | 352 |
| PID/Gender: Ind Women | 25% | (93) | 56% | (206) | 19% | (69) | 368 |
| PID/Gender: Rep Men | 32% | (126) | 59% | (232) | 10% | (38) | 396 |
| PID/Gender: Rep Women | 29% | (97) | 60% | (199) | 10% | (34) | 329 |
| Tea Party: Supporter | 37% | (250) | 53% | (358) | 10% | (66) | 673 |
| Tea Party: Not Supporter | 25% | (377) | 62% | (941) | 13% | (201) | 1518 |
| Ideo: Liberal (1-3) | 36% | (256) | 56% | (399) | 8% | (60) | 715 |
| Ideo: Moderate (4) | 31% | (170) | 58% | (322) | 11% | (64) | 556 |
| Ideo: Conservative (5-7) | 24% | (173) | 66% | (487) | 10% | (74) | 734 |
| Educ: < College | 29% | (453) | 57% | (894) | 14% | (218) | 1566 |
| Educ: Bachelors degree | 28% | (116) | 64% | (266) | 8% | (34) | 416 |
| Educ: Post-grad | 26% | (58) | 66% | (143) | 8% | (18) | 219 |
| Income: Under 50k | 27% | (358) | 59% | (777) | 13% | (174) | 1308 |
| Income: 50k-100k | 28% | (178) | 60% | (384) | 12% | (74) | 636 |
| Income: 100k+ | 36% | (92) | 55% | (142) | 9% | (22) | 256 |

Continued on next page

**Table BRD7_4:** *Have you seen, read, or heard of the following, or not?*

*Summit*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (627) | 59% | (1303) | 12% | (270) | 2200 |
| Ethnicity: White | 26% | (461) | 62% | (1088) | 11% | (200) | 1750 |
| Ethnicity: Hispanic | 40% | (131) | 50% | (166) | 10% | (33) | 329 |
| Ethnicity: Afr. Am. | 35% | (94) | 49% | (132) | 16% | (43) | 268 |
| Ethnicity: Other | 40% | (72) | 45% | (83) | 15% | (27) | 182 |
| Relig: Protestant | 27% | (162) | 62% | (378) | 11% | (67) | 606 |
| Relig: Roman Catholic | 29% | (136) | 60% | (276) | 11% | (49) | 462 |
| Relig: Ath./Agn./None | 27% | (159) | 58% | (349) | 15% | (89) | 596 |
| Relig: Something Else | 31% | (104) | 57% | (189) | 12% | (39) | 332 |
| Relig: Jewish | 24% | (14) | 66% | (40) | 10% | (6) | 60 |
| Relig: Evangelical | 34% | (222) | 55% | (364) | 11% | (71) | 658 |
| Relig: Non-Evang. Catholics | 23% | (143) | 65% | (400) | 11% | (69) | 612 |
| Relig: All Christian | 29% | (365) | 60% | (765) | 11% | (140) | 1270 |
| Relig: All Non-Christian | 28% | (262) | 58% | (538) | 14% | (128) | 928 |
| Community: Urban | 31% | (180) | 55% | (318) | 14% | (78) | 576 |
| Community: Suburban | 29% | (294) | 60% | (617) | 11% | (112) | 1023 |
| Community: Rural | 26% | (154) | 61% | (368) | 13% | (79) | 601 |
| Employ: Private Sector | 34% | (238) | 58% | (406) | 8% | (57) | 702 |
| Employ: Government | 31% | (42) | 57% | (77) | 12% | (16) | 134 |
| Employ: Self-Employed | 36% | (62) | 48% | (83) | 16% | (28) | 173 |
| Employ: Homemaker | 27% | (56) | 59% | (124) | 14% | (31) | 211 |
| Employ: Student | 46% | (33) | 36% | (26) | 17% | (12) | 71 |
| Employ: Retired | 22% | (112) | 67% | (340) | 11% | (57) | 509 |
| Employ: Unemployed | 19% | (49) | 62% | (156) | 19% | (48) | 254 |
| Employ: Other | 23% | (34) | 62% | (91) | 15% | (21) | 147 |
| Job Type: White-collar | 30% | (226) | 60% | (451) | 10% | (75) | 752 |
| Job Type: Blue-collar | 28% | (295) | 61% | (627) | 11% | (114) | 1036 |
| Job Type: Don't Know | 26% | (107) | 55% | (225) | 19% | (80) | 412 |
| Military HH: Yes | 30% | (127) | 60% | (257) | 10% | (43) | 426 |
| Military HH: No | 28% | (501) | 59% | (1046) | 13% | (227) | 1774 |

**Table BRD7_4:** *Have you seen, read, or heard of the following, or not?*

*Summit*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (627) | 59% | (1303) | 12% | (270) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 30% | (222) | 61% | (450) | 9% | (67) | 739 |
| 2016 Vote: Republican Donald Trump | 29% | (236) | 60% | (482) | 11% | (87) | 805 |
| 2016 Vote: Someone else | 29% | (45) | 61% | (95) | 11% | (17) | 157 |
| 2012 Vote: Barack Obama | 30% | (269) | 60% | (536) | 9% | (83) | 887 |
| 2012 Vote: Mitt Romney | 29% | (184) | 60% | (378) | 10% | (64) | 626 |
| 2012 Vote: Other | 18% | (14) | 68% | (51) | 14% | (11) | 75 |
| 2012 Vote: Didn't Vote | 26% | (161) | 55% | (338) | 18% | (112) | 610 |
| 4-Region: Northeast | 25% | (101) | 61% | (244) | 14% | (57) | 401 |
| 4-Region: Midwest | 25% | (118) | 64% | (303) | 11% | (52) | 473 |
| 4-Region: South | 32% | (257) | 55% | (451) | 13% | (107) | 814 |
| 4-Region: West | 30% | (151) | 60% | (306) | 11% | (54) | 511 |
| Trump: Fav | 31% | (324) | 57% | (594) | 12% | (130) | 1048 |
| Trump: Unfav | 26% | (266) | 63% | (646) | 10% | (107) | 1019 |
| Trump: DK/NO | 28% | (38) | 47% | (63) | 25% | (33) | 133 |

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

**Table BRD7_5:** *Have you seen, read, or heard of the following, or not?*
*Consumer Electronics Show*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 43% | (949) | 47% | (1037) | 10% | (214) | 2200 |
| Gender: Male | 54% | (571) | 38% | (404) | 8% | (84) | 1059 |
| Gender: Female | 33% | (377) | 56% | (634) | 11% | (130) | 1141 |
| Age: 18-29 | 34% | (143) | 52% | (217) | 14% | (59) | 419 |
| Age: 30-44 | 44% | (271) | 46% | (285) | 10% | (60) | 616 |
| Age: 45-54 | 40% | (143) | 51% | (184) | 9% | (31) | 357 |
| Age: 55-64 | 44% | (183) | 45% | (184) | 11% | (44) | 410 |
| Age: 65+ | 53% | (209) | 42% | (168) | 5% | (21) | 398 |
| PID: Dem (no lean) | 42% | (315) | 51% | (383) | 8% | (57) | 755 |
| PID: Ind (no lean) | 42% | (303) | 45% | (323) | 13% | (94) | 720 |
| PID: Rep (no lean) | 46% | (331) | 46% | (332) | 9% | (62) | 725 |
| PID/Gender: Dem Men | 54% | (167) | 40% | (125) | 6% | (19) | 311 |
| PID/Gender: Dem Women | 33% | (148) | 58% | (257) | 9% | (39) | 444 |
| PID/Gender: Ind Men | 56% | (196) | 36% | (126) | 8% | (30) | 352 |
| PID/Gender: Ind Women | 29% | (107) | 53% | (197) | 18% | (65) | 368 |
| PID/Gender: Rep Men | 53% | (208) | 38% | (152) | 9% | (35) | 396 |
| PID/Gender: Rep Women | 37% | (123) | 55% | (180) | 8% | (27) | 329 |
| Tea Party: Supporter | 49% | (330) | 42% | (285) | 9% | (57) | 673 |
| Tea Party: Not Supporter | 41% | (618) | 49% | (747) | 10% | (153) | 1518 |
| Ideo: Liberal (1-3) | 50% | (356) | 44% | (312) | 7% | (47) | 715 |
| Ideo: Moderate (4) | 45% | (250) | 46% | (258) | 9% | (48) | 556 |
| Ideo: Conservative (5-7) | 42% | (310) | 50% | (365) | 8% | (58) | 734 |
| Educ: < College | 38% | (595) | 50% | (790) | 12% | (182) | 1566 |
| Educ: Bachelors degree | 54% | (223) | 41% | (172) | 5% | (21) | 416 |
| Educ: Post-grad | 60% | (131) | 35% | (76) | 5% | (11) | 219 |
| Income: Under 50k | 38% | (498) | 50% | (657) | 12% | (154) | 1308 |
| Income: 50k-100k | 50% | (315) | 44% | (279) | 7% | (42) | 636 |
| Income: 100k+ | 53% | (136) | 40% | (102) | 7% | (18) | 256 |

**Table BRD7_5:** *Have you seen, read, or heard of the following, or not?*
*Consumer Electronics Show*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 43% | (949) | 47% | (1037) | 10% | (214) | 2200 |
| Ethnicity: White | 44% | (770) | 47% | (825) | 9% | (155) | 1750 |
| Ethnicity: Hispanic | 48% | (159) | 42% | (138) | 10% | (32) | 329 |
| Ethnicity: Afr. Am. | 39% | (104) | 50% | (135) | 11% | (29) | 268 |
| Ethnicity: Other | 41% | (75) | 43% | (78) | 16% | (29) | 182 |
| Relig: Protestant | 42% | (254) | 49% | (296) | 9% | (56) | 606 |
| Relig: Roman Catholic | 52% | (241) | 42% | (192) | 6% | (29) | 462 |
| Relig: Ath./Agn./None | 42% | (248) | 46% | (273) | 13% | (75) | 596 |
| Relig: Something Else | 45% | (150) | 46% | (151) | 9% | (31) | 332 |
| Relig: Jewish | 64% | (38) | 32% | (19) | 4% | (3) | 60 |
| Relig: Evangelical | 40% | (265) | 51% | (335) | 9% | (58) | 658 |
| Relig: Non-Evang. Catholics | 47% | (286) | 45% | (278) | 8% | (49) | 612 |
| Relig: All Christian | 43% | (551) | 48% | (612) | 8% | (107) | 1270 |
| Relig: All Non-Christian | 43% | (398) | 46% | (424) | 11% | (106) | 928 |
| Community: Urban | 46% | (264) | 44% | (255) | 10% | (57) | 576 |
| Community: Suburban | 45% | (464) | 45% | (460) | 10% | (100) | 1023 |
| Community: Rural | 37% | (221) | 54% | (323) | 10% | (57) | 601 |
| Employ: Private Sector | 49% | (343) | 45% | (316) | 6% | (44) | 702 |
| Employ: Government | 48% | (64) | 37% | (50) | 15% | (20) | 134 |
| Employ: Self-Employed | 43% | (75) | 43% | (75) | 13% | (23) | 173 |
| Employ: Homemaker | 29% | (61) | 58% | (123) | 13% | (27) | 211 |
| Employ: Student | 32% | (22) | 55% | (39) | 13% | (9) | 71 |
| Employ: Retired | 49% | (251) | 42% | (212) | 9% | (46) | 509 |
| Employ: Unemployed | 34% | (87) | 55% | (139) | 11% | (28) | 254 |
| Employ: Other | 31% | (46) | 57% | (84) | 12% | (17) | 147 |
| Job Type: White-collar | 54% | (407) | 40% | (302) | 6% | (43) | 752 |
| Job Type: Blue-collar | 42% | (432) | 50% | (517) | 8% | (87) | 1036 |
| Job Type: Don't Know | 27% | (109) | 53% | (219) | 20% | (84) | 412 |
| Military HH: Yes | 48% | (206) | 44% | (187) | 8% | (33) | 426 |
| Military HH: No | 42% | (743) | 48% | (850) | 10% | (181) | 1774 |

**Table BRD7_5:** *Have you seen, read, or heard of the following, or not?*

*Consumer Electronics Show*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 43% | (949) | 47% | (1037) | 10% | (214) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 46% | (342) | 47% | (347) | 7% | (50) | 739 |
| 2016 Vote: Republican Donald Trump | 47% | (379) | 44% | (355) | 9% | (71) | 805 |
| 2016 Vote: Someone else | 47% | (73) | 42% | (67) | 11% | (17) | 157 |
| 2012 Vote: Barack Obama | 47% | (419) | 47% | (414) | 6% | (54) | 887 |
| 2012 Vote: Mitt Romney | 49% | (306) | 43% | (269) | 8% | (51) | 626 |
| 2012 Vote: Other | 34% | (25) | 54% | (41) | 12% | (9) | 75 |
| 2012 Vote: Didn't Vote | 32% | (198) | 51% | (313) | 16% | (99) | 610 |
| 4-Region: Northeast | 40% | (160) | 48% | (194) | 12% | (48) | 401 |
| 4-Region: Midwest | 40% | (189) | 51% | (242) | 9% | (43) | 473 |
| 4-Region: South | 41% | (334) | 48% | (392) | 11% | (88) | 814 |
| 4-Region: West | 52% | (266) | 41% | (210) | 7% | (35) | 511 |
| Trump: Fav | 45% | (472) | 46% | (479) | 9% | (97) | 1048 |
| Trump: Unfav | 42% | (432) | 50% | (507) | 8% | (80) | 1019 |
| Trump: DK/NO | 34% | (45) | 38% | (51) | 28% | (37) | 133 |

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

**Table BRD7_6:** *Have you seen, read, or heard of the following, or not?*
*Aspen Ideas Festival*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 16% | (344) | 72% | (1587) | 12% | (269) | 2200 |
| Gender: Male | 20% | (212) | 68% | (725) | 11% | (121) | 1059 |
| Gender: Female | 12% | (132) | 76% | (862) | 13% | (147) | 1141 |
| Age: 18-29 | 24% | (99) | 62% | (258) | 15% | (62) | 419 |
| Age: 30-44 | 21% | (127) | 68% | (417) | 12% | (73) | 616 |
| Age: 45-54 | 11% | (41) | 77% | (275) | 12% | (42) | 357 |
| Age: 55-64 | 10% | (42) | 76% | (311) | 14% | (57) | 410 |
| Age: 65+ | 9% | (36) | 82% | (327) | 9% | (35) | 398 |
| PID: Dem (no lean) | 16% | (123) | 72% | (546) | 11% | (86) | 755 |
| PID: Ind (no lean) | 13% | (96) | 72% | (515) | 15% | (109) | 720 |
| PID: Rep (no lean) | 17% | (126) | 73% | (526) | 10% | (74) | 725 |
| PID/Gender: Dem Men | 24% | (74) | 64% | (198) | 13% | (40) | 311 |
| PID/Gender: Dem Women | 11% | (49) | 78% | (348) | 10% | (46) | 444 |
| PID/Gender: Ind Men | 17% | (58) | 72% | (253) | 12% | (41) | 352 |
| PID/Gender: Ind Women | 10% | (37) | 71% | (262) | 19% | (68) | 368 |
| PID/Gender: Rep Men | 20% | (80) | 69% | (275) | 10% | (41) | 396 |
| PID/Gender: Rep Women | 14% | (45) | 76% | (251) | 10% | (33) | 329 |
| Tea Party: Supporter | 26% | (174) | 64% | (429) | 10% | (70) | 673 |
| Tea Party: Not Supporter | 11% | (170) | 76% | (1153) | 13% | (195) | 1518 |
| Ideo: Liberal (1-3) | 26% | (189) | 66% | (475) | 7% | (52) | 715 |
| Ideo: Moderate (4) | 14% | (79) | 74% | (411) | 12% | (65) | 556 |
| Ideo: Conservative (5-7) | 10% | (73) | 79% | (581) | 11% | (80) | 734 |
| Educ: < College | 14% | (220) | 72% | (1127) | 14% | (219) | 1566 |
| Educ: Bachelors degree | 17% | (70) | 76% | (314) | 7% | (31) | 416 |
| Educ: Post-grad | 25% | (54) | 67% | (146) | 9% | (19) | 219 |
| Income: Under 50k | 14% | (178) | 73% | (951) | 14% | (179) | 1308 |
| Income: 50k-100k | 17% | (111) | 73% | (463) | 10% | (62) | 636 |
| Income: 100k+ | 22% | (55) | 68% | (173) | 11% | (28) | 256 |

Continued on next page

**Table BRD7_6:** *Have you seen, read, or heard of the following, or not?*
*Aspen Ideas Festival*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 16% | (344) | 72% | (1587) | 12% | (269) | 2200 |
| Ethnicity: White | 14% | (244) | 75% | (1308) | 11% | (198) | 1750 |
| Ethnicity: Hispanic | 33% | (110) | 56% | (184) | 11% | (35) | 329 |
| Ethnicity: Afr. Am. | 22% | (60) | 65% | (175) | 13% | (34) | 268 |
| Ethnicity: Other | 22% | (40) | 58% | (105) | 20% | (37) | 182 |
| Relig: Protestant | 13% | (82) | 75% | (456) | 11% | (68) | 606 |
| Relig: Roman Catholic | 23% | (104) | 68% | (314) | 9% | (43) | 462 |
| Relig: Ath./Agn./None | 15% | (87) | 71% | (426) | 14% | (83) | 596 |
| Relig: Something Else | 17% | (57) | 70% | (233) | 13% | (42) | 332 |
| Relig: Jewish | 22% | (13) | 70% | (42) | 8% | (5) | 60 |
| Relig: Evangelical | 17% | (114) | 71% | (465) | 12% | (79) | 658 |
| Relig: Non-Evang. Catholics | 14% | (86) | 75% | (461) | 11% | (65) | 612 |
| Relig: All Christian | 16% | (200) | 73% | (926) | 11% | (144) | 1270 |
| Relig: All Non-Christian | 16% | (144) | 71% | (659) | 13% | (125) | 928 |
| Community: Urban | 19% | (111) | 67% | (384) | 14% | (80) | 576 |
| Community: Suburban | 17% | (173) | 73% | (744) | 10% | (106) | 1023 |
| Community: Rural | 10% | (60) | 76% | (458) | 14% | (83) | 601 |
| Employ: Private Sector | 25% | (173) | 67% | (470) | 8% | (60) | 702 |
| Employ: Government | 24% | (32) | 62% | (83) | 15% | (20) | 134 |
| Employ: Self-Employed | 17% | (30) | 69% | (120) | 14% | (23) | 173 |
| Employ: Homemaker | 8% | (17) | 75% | (158) | 17% | (35) | 211 |
| Employ: Student | 17% | (12) | 65% | (46) | 19% | (13) | 71 |
| Employ: Retired | 9% | (45) | 80% | (406) | 11% | (58) | 509 |
| Employ: Unemployed | 9% | (23) | 76% | (194) | 14% | (37) | 254 |
| Employ: Other | 9% | (13) | 76% | (111) | 15% | (22) | 147 |
| Job Type: White-collar | 22% | (167) | 69% | (519) | 9% | (66) | 752 |
| Job Type: Blue-collar | 14% | (148) | 74% | (772) | 11% | (117) | 1036 |
| Job Type: Don't Know | 7% | (30) | 72% | (296) | 21% | (87) | 412 |
| Military HH: Yes | 24% | (102) | 68% | (288) | 8% | (35) | 426 |
| Military HH: No | 14% | (242) | 73% | (1299) | 13% | (234) | 1774 |

**Table BRD7_6:** *Have you seen, read, or heard of the following, or not?*
*Aspen Ideas Festival*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 16% | (344) | 72% | (1587) | 12% | (269) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 19% | (139) | 71% | (525) | 10% | (75) | 739 |
| 2016 Vote: Republican Donald Trump | 16% | (130) | 74% | (593) | 10% | (82) | 805 |
| 2016 Vote: Someone else | 14% | (22) | 73% | (115) | 13% | (20) | 157 |
| 2012 Vote: Barack Obama | 18% | (162) | 72% | (641) | 9% | (84) | 887 |
| 2012 Vote: Mitt Romney | 15% | (96) | 74% | (464) | 11% | (67) | 626 |
| 2012 Vote: Other | 13% | (10) | 78% | (59) | 9% | (7) | 75 |
| 2012 Vote: Didn't Vote | 12% | (76) | 69% | (423) | 18% | (112) | 610 |
| 4-Region: Northeast | 16% | (63) | 70% | (282) | 14% | (55) | 401 |
| 4-Region: Midwest | 10% | (48) | 78% | (370) | 12% | (56) | 473 |
| 4-Region: South | 16% | (129) | 72% | (587) | 12% | (98) | 814 |
| 4-Region: West | 20% | (104) | 68% | (348) | 12% | (59) | 511 |
| Trump: Fav | 17% | (173) | 71% | (746) | 12% | (129) | 1048 |
| Trump: Unfav | 14% | (147) | 76% | (772) | 10% | (100) | 1019 |
| Trump: DK/NO | 18% | (24) | 52% | (69) | 30% | (40) | 133 |

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

**Table BRD7_7:** *Have you seen, read, or heard of the following, or not?*
*TED Conference*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (642) | 59% | (1306) | 11% | (253) | 2200 |
| Gender: Male | 34% | (360) | 56% | (597) | 10% | (103) | 1059 |
| Gender: Female | 25% | (282) | 62% | (709) | 13% | (150) | 1141 |
| Age: 18-29 | 39% | (162) | 49% | (205) | 12% | (52) | 419 |
| Age: 30-44 | 40% | (248) | 48% | (296) | 12% | (72) | 616 |
| Age: 45-54 | 23% | (81) | 67% | (240) | 10% | (36) | 357 |
| Age: 55-64 | 20% | (83) | 66% | (269) | 14% | (58) | 410 |
| Age: 65+ | 17% | (67) | 74% | (296) | 9% | (35) | 398 |
| PID: Dem (no lean) | 30% | (230) | 59% | (442) | 11% | (84) | 755 |
| PID: Ind (no lean) | 31% | (225) | 55% | (397) | 14% | (98) | 720 |
| PID: Rep (no lean) | 26% | (187) | 64% | (467) | 10% | (71) | 725 |
| PID/Gender: Dem Men | 38% | (118) | 51% | (159) | 11% | (33) | 311 |
| PID/Gender: Dem Women | 25% | (111) | 64% | (282) | 11% | (50) | 444 |
| PID/Gender: Ind Men | 36% | (127) | 54% | (190) | 10% | (36) | 352 |
| PID/Gender: Ind Women | 27% | (99) | 56% | (207) | 17% | (62) | 368 |
| PID/Gender: Rep Men | 29% | (115) | 63% | (248) | 9% | (34) | 396 |
| PID/Gender: Rep Women | 22% | (72) | 67% | (219) | 11% | (38) | 329 |
| Tea Party: Supporter | 33% | (219) | 58% | (388) | 10% | (66) | 673 |
| Tea Party: Not Supporter | 28% | (422) | 60% | (913) | 12% | (183) | 1518 |
| Ideo: Liberal (1-3) | 45% | (320) | 48% | (341) | 8% | (54) | 715 |
| Ideo: Moderate (4) | 26% | (145) | 63% | (349) | 11% | (63) | 556 |
| Ideo: Conservative (5-7) | 21% | (158) | 68% | (501) | 10% | (75) | 734 |
| Educ: < College | 22% | (340) | 65% | (1014) | 14% | (212) | 1566 |
| Educ: Bachelors degree | 46% | (192) | 48% | (198) | 6% | (26) | 416 |
| Educ: Post-grad | 51% | (110) | 43% | (94) | 7% | (15) | 219 |
| Income: Under 50k | 23% | (295) | 64% | (841) | 13% | (172) | 1308 |
| Income: 50k-100k | 36% | (231) | 54% | (346) | 9% | (58) | 636 |
| Income: 100k+ | 45% | (115) | 46% | (118) | 9% | (22) | 256 |

**Table BRD7_7:** *Have you seen, read, or heard of the following, or not?*
*TED Conference*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (642) | 59% | (1306) | 11% | (253) | 2200 |
| Ethnicity: White | 29% | (501) | 61% | (1061) | 11% | (188) | 1750 |
| Ethnicity: Hispanic | 44% | (146) | 48% | (157) | 8% | (27) | 329 |
| Ethnicity: Afr. Am. | 27% | (73) | 59% | (159) | 13% | (36) | 268 |
| Ethnicity: Other | 37% | (67) | 47% | (86) | 16% | (29) | 182 |
| Relig: Protestant | 24% | (145) | 66% | (399) | 10% | (62) | 606 |
| Relig: Roman Catholic | 32% | (150) | 59% | (271) | 9% | (41) | 462 |
| Relig: Ath./Agn./None | 34% | (201) | 53% | (318) | 13% | (77) | 596 |
| Relig: Something Else | 33% | (109) | 54% | (181) | 13% | (43) | 332 |
| Relig: Jewish | 46% | (28) | 45% | (27) | 9% | (6) | 60 |
| Relig: Evangelical | 26% | (168) | 63% | (411) | 12% | (78) | 658 |
| Relig: Non-Evang. Catholics | 27% | (163) | 64% | (394) | 9% | (55) | 612 |
| Relig: All Christian | 26% | (332) | 63% | (805) | 10% | (133) | 1270 |
| Relig: All Non-Christian | 33% | (310) | 54% | (498) | 13% | (120) | 928 |
| Community: Urban | 32% | (183) | 58% | (332) | 11% | (61) | 576 |
| Community: Suburban | 32% | (332) | 56% | (575) | 11% | (116) | 1023 |
| Community: Rural | 21% | (127) | 66% | (399) | 12% | (75) | 601 |
| Employ: Private Sector | 40% | (281) | 52% | (365) | 8% | (56) | 702 |
| Employ: Government | 45% | (61) | 42% | (56) | 13% | (17) | 134 |
| Employ: Self-Employed | 42% | (72) | 48% | (82) | 10% | (18) | 173 |
| Employ: Homemaker | 22% | (46) | 64% | (135) | 14% | (29) | 211 |
| Employ: Student | 51% | (36) | 32% | (22) | 17% | (12) | 71 |
| Employ: Retired | 14% | (70) | 74% | (377) | 12% | (62) | 509 |
| Employ: Unemployed | 19% | (48) | 67% | (170) | 14% | (36) | 254 |
| Employ: Other | 19% | (27) | 67% | (98) | 15% | (22) | 147 |
| Job Type: White-collar | 44% | (335) | 48% | (361) | 8% | (57) | 752 |
| Job Type: Blue-collar | 22% | (232) | 67% | (691) | 11% | (112) | 1036 |
| Job Type: Don't Know | 18% | (75) | 62% | (254) | 20% | (83) | 412 |
| Military HH: Yes | 26% | (110) | 65% | (276) | 10% | (40) | 426 |
| Military HH: No | 30% | (532) | 58% | (1030) | 12% | (212) | 1774 |

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**Table BRD7_7:** *Have you seen, read, or heard of the following, or not?*

*TED Conference*

| Demographic | Yes | | No | | Don't Know / No Opinion | | Total N |
|---|---|---|---|---|---|---|---|
| Adults | 29% | (642) | 59% | (1306) | 11% | (253) | 2200 |
| 2016 Vote: Democrat Hillary Clinton | 37% | (277) | 53% | (395) | 9% | (68) | 739 |
| 2016 Vote: Republican Donald Trump | 25% | (205) | 64% | (514) | 11% | (86) | 805 |
| 2016 Vote: Someone else | 45% | (71) | 45% | (70) | 10% | (16) | 157 |
| 2012 Vote: Barack Obama | 35% | (312) | 56% | (498) | 9% | (77) | 887 |
| 2012 Vote: Mitt Romney | 27% | (169) | 63% | (395) | 10% | (62) | 626 |
| 2012 Vote: Other | 32% | (24) | 56% | (42) | 12% | (9) | 75 |
| 2012 Vote: Didn't Vote | 22% | (136) | 60% | (369) | 17% | (105) | 610 |
| 4-Region: Northeast | 29% | (116) | 59% | (235) | 12% | (50) | 401 |
| 4-Region: Midwest | 25% | (118) | 64% | (301) | 11% | (54) | 473 |
| 4-Region: South | 25% | (201) | 63% | (516) | 12% | (98) | 814 |
| 4-Region: West | 40% | (207) | 50% | (254) | 10% | (51) | 511 |
| Trump: Fav | 25% | (258) | 64% | (669) | 12% | (121) | 1048 |
| Trump: Unfav | 34% | (347) | 56% | (572) | 10% | (100) | 1019 |
| Trump: DK/NO | 28% | (37) | 48% | (65) | 24% | (32) | 133 |

*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 | Adults | 2200 | 100% |
| xdemGender | Gender: Male | 1059 | 48% |
| | Gender: Female | 1141 | 52% |
| | *N* | 2200 | |
| age5 | Age: 18-29 | 419 | 19% |
| | Age: 30-44 | 616 | 28% |
| | Age: 45-54 | 357 | 16% |
| | Age: 55-64 | 410 | 19% |
| | Age: 65+ | 398 | 18% |
| | *N* | 2200 | |
| xpid3 | PID: Dem (no lean) | 755 | 34% |
| | PID: Ind (no lean) | 720 | 33% |
| | PID: Rep (no lean) | 725 | 33% |
| | *N* | 2200 | |
| xpidGender | PID/Gender: Dem Men | 311 | 14% |
| | PID/Gender: Dem Women | 444 | 20% |
| | PID/Gender: Ind Men | 352 | 16% |
| | PID/Gender: Ind Women | 368 | 17% |
| | PID/Gender: Rep Men | 396 | 18% |
| | PID/Gender: Rep Women | 329 | 15% |
| | *N* | 2200 | |
| xdemTea | Tea Party: Supporter | 673 | 31% |
| | Tea Party: Not Supporter | 1518 | 69% |
| | *N* | 2191 | |
| xdemIdeo3 | Ideo: Liberal (1-3) | 715 | 32% |
| | Ideo: Moderate (4) | 556 | 25% |
| | Ideo: Conservative (5-7) | 734 | 33% |
| | *N* | 2005 | |
| xeduc3 | Educ: < College | 1566 | 71% |
| | Educ: Bachelors degree | 416 | 19% |
| | Educ: Post-grad | 219 | 10% |
| | *N* | 2200 | |
| xdemInc3 | Income: Under 50k | 1308 | 59% |
| | Income: 50k-100k | 636 | 29% |
| | Income: 100k+ | 256 | 12% |
| | *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 | 606 | 28% |
| | Relig: Roman Catholic | 462 | 21% |
| | Relig: Ath./Agn./None | 596 | 27% |
| | Relig: Something Else | 332 | 15% |
| | *N* | 1996 | |
| xreligion1 | Relig: Jewish | 60 | 3% |
| xreligion2 | Relig: Evangelical | 658 | 30% |
| | Relig: Non-Evang. Catholics | 612 | 28% |
| | *N* | 1270 | |
| xreligion3 | Relig: All Christian | 1270 | 58% |
| | Relig: All Non-Christian | 928 | 42% |
| | *N* | 2198 | |
| xdemUsr | Community: Urban | 576 | 26% |
| | Community: Suburban | 1023 | 47% |
| | Community: Rural | 601 | 27% |
| | *N* | 2200 | |
| xdemEmploy | Employ: Private Sector | 702 | 32% |
| | Employ: Government | 134 | 6% |
| | Employ: Self-Employed | 173 | 8% |
| | Employ: Homemaker | 211 | 10% |
| | Employ: Student | 71 | 3% |
| | Employ: Retired | 509 | 23% |
| | Employ: Unemployed | 254 | 12% |
| | Employ: Other | 147 | 7% |
| | *N* | 2200 | |
| xdemJobStatus | Job Type: White-collar | 752 | 34% |
| | Job Type: Blue-collar | 1036 | 47% |
| | Job Type: Don't Know | 412 | 19% |
| | *N* | 2200 | |
| xdemMilHH1 | Military HH: Yes | 426 | 19% |
| | Military HH: No | 1774 | 81% |
| | *N* | 2200 | |

**Summary Statistics of Survey Respondent Demographics**

| Demographic | Group | Frequency | Percentage |
|---|---|---|---|
| xsubVote16O | 2016 Vote: Democrat Hillary Clinton | 739 | 34% |
|  | 2016 Vote: Republican Donald Trump | 805 | 37% |
|  | 2016 Vote: Someone else | 157 | 7% |
|  | *N* | 1701 |  |
| xsubVote12O | 2012 Vote: Barack Obama | 887 | 40% |
|  | 2012 Vote: Mitt Romney | 626 | 28% |
|  | 2012 Vote: Other | 75 | 3% |
|  | 2012 Vote: Didn't Vote | 610 | 28% |
|  | *N* | 2199 |  |
| 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 | 1048 | 48% |
|  | Trump: Unfav | 1019 | 46% |
|  | Trump: DK/NO | 133 | 6% |
|  | *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.