



MORNING CONSULT

Morning Consult
National Tracking Poll #170311
March 24-25, 2017

Crosstabulation Results

Methodology:

This poll was conducted from March 24-25, 2017, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1: Did you fill out a tournament bracket for the NCAA March Madness tournament?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	17%	(380)	76%	(1672)	7%	(149)	2201
Gender: Male	24%	(259)	71%	(754)	4%	(47)	1060
Gender: Female	11%	(121)	80%	(918)	9%	(102)	1141
Age: 18-29	18%	(69)	68%	(262)	14%	(52)	383
Age: 30-44	30%	(193)	61%	(400)	9%	(59)	652
Age: 45-54	13%	(50)	80%	(300)	6%	(23)	373
Age: 55-64	8%	(32)	90%	(356)	2%	(7)	395
Age: 65+	9%	(36)	89%	(354)	2%	(7)	398
PID: Dem (no lean)	18%	(142)	76%	(601)	6%	(48)	791
PID: Ind (no lean)	13%	(90)	77%	(543)	10%	(69)	703
PID: Rep (no lean)	21%	(148)	75%	(528)	4%	(31)	708
PID/Gender: Dem Men	23%	(83)	73%	(262)	5%	(16)	361
PID/Gender: Dem Women	14%	(59)	79%	(339)	7%	(32)	430
PID/Gender: Ind Men	21%	(71)	73%	(253)	6%	(21)	344
PID/Gender: Ind Women	5%	(19)	81%	(290)	14%	(49)	358
PID/Gender: Rep Men	30%	(106)	67%	(239)	3%	(10)	354
PID/Gender: Rep Women	12%	(42)	82%	(289)	6%	(22)	353
Tea Party: Supporter	33%	(197)	61%	(364)	6%	(37)	598
Tea Party: Not Supporter	11%	(182)	82%	(1302)	7%	(112)	1596
Ideo: Liberal (1-3)	23%	(160)	71%	(501)	6%	(42)	704
Ideo: Moderate (4)	14%	(82)	79%	(449)	7%	(38)	569
Ideo: Conservative (5-7)	17%	(124)	79%	(566)	3%	(24)	714
Educ: < College	15%	(227)	78%	(1215)	8%	(124)	1567
Educ: Bachelors degree	25%	(104)	72%	(298)	3%	(14)	416
Educ: Post-grad	23%	(50)	72%	(158)	5%	(11)	219
Income: Under 50k	15%	(193)	77%	(1007)	8%	(108)	1307
Income: 50k-100k	20%	(130)	76%	(499)	4%	(29)	659
Income: 100k+	24%	(57)	71%	(166)	5%	(12)	235

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Table BRD1: Did you fill out a tournament bracket for the NCAA March Madness tournament?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	17%	(380)	76%	(1672)	7%	(149)	2201
Ethnicity: White	17%	(293)	78%	(1361)	6%	(97)	1750
Ethnicity: Hispanic	29%	(95)	60%	(197)	11%	(37)	329
Ethnicity: Afr. Am.	19%	(52)	72%	(192)	9%	(24)	269
Ethnicity: Other	20%	(36)	65%	(118)	15%	(28)	182
Relig: Protestant	19%	(104)	79%	(438)	2%	(12)	554
Relig: Roman Catholic	23%	(118)	71%	(357)	6%	(31)	506
Relig: Ath./Agn./None	13%	(75)	76%	(436)	10%	(60)	571
Relig: Something Else	18%	(62)	74%	(253)	7%	(25)	340
Relig: Jewish	17%	(12)	81%	(57)	2%	(1)	71
Relig: Evangelical	22%	(137)	73%	(461)	6%	(37)	635
Relig: Non-Evang. Catholics	16%	(107)	79%	(516)	4%	(28)	651
Relig: All Christian	19%	(244)	76%	(978)	5%	(64)	1286
Relig: All Non-Christian	15%	(136)	76%	(689)	9%	(85)	911
Community: Urban	23%	(142)	70%	(432)	7%	(43)	617
Community: Suburban	15%	(148)	80%	(807)	6%	(58)	1013
Community: Rural	16%	(91)	76%	(433)	8%	(48)	571
Employ: Private Sector	25%	(176)	71%	(497)	4%	(31)	704
Employ: Government	36%	(49)	59%	(81)	5%	(8)	138
Employ: Self-Employed	22%	(40)	71%	(127)	7%	(12)	178
Employ: Homemaker	9%	(22)	77%	(177)	14%	(31)	230
Employ: Student	16%	(15)	70%	(65)	14%	(13)	93
Employ: Retired	9%	(45)	89%	(422)	2%	(9)	476
Employ: Unemployed	9%	(21)	83%	(204)	8%	(20)	245
Employ: Other	10%	(14)	72%	(99)	18%	(24)	137
Job Type: White-collar	24%	(188)	73%	(579)	3%	(25)	793
Job Type: Blue-collar	17%	(165)	78%	(747)	5%	(48)	960
Job Type: Don't Know	6%	(27)	77%	(345)	17%	(75)	448
Military HH: Yes	29%	(116)	69%	(274)	2%	(8)	397
Military HH: No	15%	(265)	77%	(1397)	8%	(141)	1804

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Table BRD1: Did you fill out a tournament bracket for the NCAA March Madness tournament?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	17%	(380)	76%	(1672)	7%	(149)	2201
2016 Vote: Democrat Hillary Clinton	19%	(149)	75%	(590)	6%	(45)	785
2016 Vote: Republican Donald Trump	22%	(173)	74%	(583)	4%	(30)	786
2016 Vote: Someone else	14%	(22)	82%	(134)	5%	(7)	164
2012 Vote: Barack Obama	21%	(187)	74%	(671)	5%	(47)	906
2012 Vote: Mitt Romney	19%	(115)	78%	(461)	2%	(14)	590
2012 Vote: Other	16%	(13)	78%	(64)	7%	(5)	83
2012 Vote: Didn't Vote	11%	(66)	76%	(475)	13%	(82)	622
4-Region: Northeast	19%	(75)	74%	(296)	7%	(30)	402
4-Region: Midwest	17%	(83)	75%	(357)	7%	(34)	474
4-Region: South	16%	(134)	76%	(618)	8%	(63)	815
4-Region: West	17%	(89)	78%	(400)	4%	(22)	511

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

Table BRD2_1: Are each of the following parts of your bracket still intact?

Winning team

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	69%	(264)	25%	(96)	6%	(21)	380
Gender: Male	71%	(183)	26%	(67)	4%	(9)	259
Gender: Female	66%	(80)	24%	(29)	10%	(12)	121
Age: 18-29	73%	(50)	26%	(18)	1%	(1)	69
Age: 30-44	72%	(140)	21%	(41)	6%	(12)	193
Age: 45-54	60%	(30)	34%	(17)	6%	(3)	50
PID: Dem (no lean)	72%	(102)	25%	(35)	3%	(5)	142
PID: Ind (no lean)	69%	(62)	26%	(23)	5%	(5)	90
PID: Rep (no lean)	67%	(99)	25%	(37)	8%	(12)	148
PID/Gender: Dem Men	72%	(60)	28%	(23)	—	(0)	83
PID/Gender: Dem Women	71%	(42)	21%	(12)	8%	(5)	59
PID/Gender: Ind Men	72%	(51)	22%	(16)	6%	(4)	71
PID/Gender: Rep Men	69%	(73)	27%	(28)	5%	(5)	106
Tea Party: Supporter	77%	(152)	17%	(33)	6%	(12)	197
Tea Party: Not Supporter	60%	(109)	35%	(63)	5%	(9)	182
Ideo: Liberal (1-3)	75%	(121)	23%	(36)	2%	(4)	160
Ideo: Moderate (4)	70%	(57)	25%	(20)	5%	(4)	82
Ideo: Conservative (5-7)	61%	(76)	30%	(37)	9%	(12)	124
Educ: < College	68%	(155)	28%	(63)	5%	(10)	227
Educ: Bachelors degree	71%	(73)	20%	(21)	9%	(10)	104
Educ: Post-grad	72%	(36)	25%	(12)	2%	(1)	50
Income: Under 50k	72%	(139)	22%	(43)	6%	(11)	193
Income: 50k-100k	67%	(87)	27%	(36)	6%	(8)	130
Income: 100k+	65%	(37)	30%	(17)	4%	(2)	57
Ethnicity: White	63%	(185)	30%	(87)	7%	(20)	293
Ethnicity: Hispanic	79%	(75)	14%	(14)	7%	(6)	95
Ethnicity: Afr. Am.	95%	(49)	5%	(3)	—	(0)	52

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Table BRD2_1: Are each of the following parts of your bracket still intact?

Winning team

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	69%	(264)	25%	(96)	6%	(21)	380
Relig: Protestant	67%	(70)	28%	(30)	5%	(5)	104
Relig: Roman Catholic	69%	(81)	24%	(29)	7%	(8)	118
Relig: Ath./Agn./None	67%	(50)	25%	(19)	8%	(6)	75
Relig: Something Else	72%	(45)	24%	(15)	4%	(2)	62
Relig: Evangelical	79%	(108)	15%	(20)	6%	(9)	137
Relig: Non-Evang. Catholics	57%	(61)	39%	(42)	4%	(4)	107
Relig: All Christian	69%	(169)	25%	(62)	5%	(13)	244
Relig: All Non-Christian	69%	(95)	25%	(34)	6%	(8)	136
Community: Urban	72%	(102)	23%	(32)	6%	(8)	142
Community: Suburban	68%	(100)	27%	(40)	5%	(8)	148
Community: Rural	68%	(62)	26%	(23)	6%	(5)	91
Employ: Private Sector	72%	(126)	22%	(38)	6%	(11)	176
Job Type: White-collar	72%	(135)	23%	(44)	5%	(9)	188
Job Type: Blue-collar	65%	(108)	28%	(46)	7%	(11)	165
Military HH: Yes	80%	(93)	11%	(13)	8%	(9)	116
Military HH: No	64%	(171)	31%	(82)	4%	(12)	265
2016 Vote: Democrat Hillary Clinton	71%	(106)	21%	(32)	8%	(12)	149
2016 Vote: Republican Donald Trump	65%	(112)	31%	(53)	4%	(8)	173
2012 Vote: Barack Obama	73%	(137)	21%	(39)	6%	(11)	187
2012 Vote: Mitt Romney	59%	(68)	34%	(39)	7%	(8)	115
2012 Vote: Didn't Vote	76%	(50)	22%	(15)	2%	(1)	66
4-Region: Northeast	72%	(54)	25%	(19)	3%	(2)	75
4-Region: Midwest	71%	(59)	26%	(21)	3%	(2)	83
4-Region: South	64%	(86)	27%	(37)	9%	(12)	134
4-Region: West	74%	(65)	21%	(18)	6%	(5)	89

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

Table BRD2_2: Are each of the following parts of your bracket still intact?
Two championship teams

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	49%	(188)	45%	(172)	5%	(20)	380
Gender: Male	51%	(132)	45%	(118)	4%	(9)	259
Gender: Female	46%	(56)	45%	(54)	9%	(11)	121
Age: 18-29	50%	(34)	49%	(34)	1%	(1)	69
Age: 30-44	51%	(98)	44%	(84)	6%	(11)	193
Age: 45-54	43%	(22)	50%	(25)	7%	(3)	50
PID: Dem (no lean)	48%	(69)	44%	(62)	8%	(11)	142
PID: Ind (no lean)	49%	(44)	44%	(40)	7%	(6)	90
PID: Rep (no lean)	51%	(76)	47%	(70)	2%	(3)	148
PID/Gender: Dem Men	51%	(43)	44%	(36)	5%	(4)	83
PID/Gender: Dem Women	44%	(26)	44%	(26)	12%	(7)	59
PID/Gender: Ind Men	50%	(36)	43%	(30)	7%	(5)	71
PID/Gender: Rep Men	51%	(54)	48%	(51)	—	(1)	106
Tea Party: Supporter	56%	(110)	41%	(81)	3%	(6)	197
Tea Party: Not Supporter	42%	(77)	50%	(91)	8%	(14)	182
Ideo: Liberal (1-3)	60%	(96)	38%	(60)	3%	(4)	160
Ideo: Moderate (4)	44%	(35)	47%	(38)	9%	(8)	82
Ideo: Conservative (5-7)	41%	(51)	56%	(69)	4%	(4)	124
Educ: < College	48%	(110)	45%	(103)	6%	(14)	227
Educ: Bachelors degree	48%	(50)	48%	(49)	4%	(4)	104
Educ: Post-grad	57%	(28)	39%	(19)	4%	(2)	50
Income: Under 50k	51%	(98)	44%	(85)	5%	(10)	193
Income: 50k-100k	50%	(65)	45%	(59)	5%	(6)	130
Income: 100k+	44%	(25)	49%	(28)	7%	(4)	57
Ethnicity: White	45%	(132)	50%	(147)	5%	(14)	293
Ethnicity: Hispanic	55%	(52)	42%	(40)	3%	(3)	95
Ethnicity: Afr. Am.	60%	(31)	34%	(18)	6%	(3)	52

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Table BRD2_2: Are each of the following parts of your bracket still intact?
Two championship teams

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	49%	(188)	45%	(172)	5%	(20)	380
Relig: Protestant	51%	(53)	44%	(46)	6%	(6)	104
Relig: Roman Catholic	43%	(50)	52%	(61)	6%	(7)	118
Relig: Ath./Agn./None	46%	(34)	47%	(35)	7%	(5)	75
Relig: Something Else	58%	(36)	39%	(24)	4%	(2)	62
Relig: Evangelical	56%	(77)	39%	(53)	5%	(7)	137
Relig: Non-Evang. Catholics	38%	(41)	56%	(60)	6%	(6)	107
Relig: All Christian	48%	(118)	46%	(113)	5%	(13)	244
Relig: All Non-Christian	51%	(70)	43%	(59)	5%	(7)	136
Community: Urban	50%	(72)	46%	(66)	3%	(5)	142
Community: Suburban	48%	(71)	46%	(68)	6%	(9)	148
Community: Rural	51%	(46)	42%	(38)	7%	(7)	91
Employ: Private Sector	53%	(94)	41%	(72)	6%	(10)	176
Job Type: White-collar	53%	(100)	41%	(77)	6%	(11)	188
Job Type: Blue-collar	46%	(75)	50%	(83)	4%	(6)	165
Military HH: Yes	53%	(61)	45%	(51)	3%	(3)	116
Military HH: No	48%	(127)	45%	(120)	6%	(17)	265
2016 Vote: Democrat Hillary Clinton	48%	(71)	46%	(68)	7%	(10)	149
2016 Vote: Republican Donald Trump	54%	(93)	43%	(74)	3%	(6)	173
2012 Vote: Barack Obama	53%	(100)	42%	(78)	5%	(9)	187
2012 Vote: Mitt Romney	48%	(55)	48%	(55)	4%	(5)	115
2012 Vote: Didn't Vote	43%	(28)	49%	(32)	9%	(6)	66
4-Region: Northeast	48%	(36)	46%	(34)	6%	(5)	75
4-Region: Midwest	52%	(43)	41%	(34)	7%	(6)	83
4-Region: South	44%	(59)	52%	(70)	4%	(5)	134
4-Region: West	57%	(50)	38%	(33)	6%	(5)	89

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

Table BRD2_3: Are each of the following parts of your bracket still intact?

Final Four

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	45%	(171)	47%	(180)	8%	(30)	380
Gender: Male	42%	(109)	52%	(135)	6%	(16)	259
Gender: Female	51%	(61)	37%	(45)	12%	(14)	121
Age: 18-29	61%	(42)	38%	(26)	1%	(1)	69
Age: 30-44	50%	(96)	41%	(79)	9%	(18)	193
Age: 45-54	27%	(14)	67%	(34)	6%	(3)	50
PID: Dem (no lean)	47%	(67)	44%	(63)	8%	(12)	142
PID: Ind (no lean)	43%	(39)	46%	(41)	11%	(10)	90
PID: Rep (no lean)	43%	(64)	51%	(76)	6%	(8)	148
PID/Gender: Dem Men	45%	(38)	52%	(43)	3%	(2)	83
PID/Gender: Dem Women	50%	(30)	34%	(20)	16%	(10)	59
PID/Gender: Ind Men	43%	(30)	45%	(32)	12%	(8)	71
PID/Gender: Rep Men	39%	(41)	57%	(60)	5%	(5)	106
Tea Party: Supporter	56%	(111)	36%	(71)	8%	(15)	197
Tea Party: Not Supporter	32%	(58)	60%	(109)	8%	(15)	182
Ideo: Liberal (1-3)	48%	(77)	45%	(73)	7%	(11)	160
Ideo: Moderate (4)	46%	(38)	45%	(37)	9%	(7)	82
Ideo: Conservative (5-7)	40%	(49)	54%	(67)	6%	(8)	124
Educ: < College	41%	(92)	49%	(111)	10%	(24)	227
Educ: Bachelors degree	55%	(57)	41%	(43)	4%	(4)	104
Educ: Post-grad	44%	(22)	52%	(26)	4%	(2)	50
Income: Under 50k	44%	(85)	47%	(91)	9%	(17)	193
Income: 50k-100k	44%	(58)	49%	(64)	7%	(9)	130
Income: 100k+	48%	(28)	45%	(26)	7%	(4)	57
Ethnicity: White	42%	(122)	50%	(145)	9%	(26)	293
Ethnicity: Hispanic	54%	(52)	36%	(35)	10%	(9)	95
Ethnicity: Afr. Am.	68%	(35)	29%	(15)	4%	(2)	52

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Table BRD2_3: Are each of the following parts of your bracket still intact?

Final Four

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	45%	(171)	47%	(180)	8%	(30)	380
Relig: Protestant	40%	(42)	49%	(51)	11%	(11)	104
Relig: Roman Catholic	47%	(56)	45%	(53)	8%	(9)	118
Relig: Ath./Agn./None	44%	(33)	53%	(40)	3%	(2)	75
Relig: Something Else	49%	(30)	41%	(25)	10%	(6)	62
Relig: Evangelical	56%	(76)	34%	(46)	11%	(14)	137
Relig: Non-Evang. Catholics	29%	(31)	64%	(68)	7%	(7)	107
Relig: All Christian	44%	(108)	47%	(115)	9%	(22)	244
Relig: All Non-Christian	46%	(63)	48%	(65)	6%	(8)	136
Community: Urban	51%	(73)	42%	(60)	7%	(10)	142
Community: Suburban	44%	(65)	49%	(72)	8%	(11)	148
Community: Rural	37%	(33)	53%	(48)	10%	(9)	91
Employ: Private Sector	47%	(82)	45%	(80)	8%	(14)	176
Job Type: White-collar	48%	(91)	42%	(79)	10%	(18)	188
Job Type: Blue-collar	41%	(67)	53%	(88)	6%	(11)	165
Military HH: Yes	58%	(67)	33%	(38)	9%	(10)	116
Military HH: No	39%	(104)	53%	(141)	7%	(20)	265
2016 Vote: Democrat Hillary Clinton	51%	(77)	40%	(60)	9%	(13)	149
2016 Vote: Republican Donald Trump	41%	(71)	52%	(90)	7%	(12)	173
2012 Vote: Barack Obama	54%	(100)	38%	(71)	9%	(16)	187
2012 Vote: Mitt Romney	29%	(34)	63%	(72)	8%	(9)	115
2012 Vote: Didn't Vote	50%	(33)	46%	(31)	4%	(3)	66
4-Region: Northeast	51%	(38)	45%	(34)	5%	(4)	75
4-Region: Midwest	35%	(29)	52%	(43)	13%	(11)	83
4-Region: South	42%	(56)	51%	(68)	8%	(10)	134
4-Region: West	54%	(48)	40%	(35)	6%	(5)	89

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

Table BRD2_4: Are each of the following parts of your bracket still intact?
Elite Eight

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	38%	(144)	54%	(206)	8%	(30)	380
Gender: Male	34%	(89)	60%	(154)	6%	(15)	259
Gender: Female	45%	(55)	43%	(52)	12%	(14)	121
Age: 18-29	41%	(28)	52%	(36)	7%	(5)	69
Age: 30-44	41%	(78)	51%	(98)	9%	(17)	193
Age: 45-54	35%	(18)	62%	(31)	3%	(2)	50
PID: Dem (no lean)	42%	(60)	47%	(67)	10%	(15)	142
PID: Ind (no lean)	33%	(30)	62%	(56)	5%	(5)	90
PID: Rep (no lean)	37%	(54)	56%	(84)	7%	(10)	148
PID/Gender: Dem Men	37%	(31)	56%	(46)	7%	(6)	83
PID/Gender: Dem Women	50%	(30)	35%	(21)	15%	(9)	59
PID/Gender: Ind Men	33%	(24)	62%	(44)	5%	(4)	71
PID/Gender: Rep Men	33%	(35)	61%	(64)	6%	(6)	106
Tea Party: Supporter	46%	(90)	47%	(92)	8%	(16)	197
Tea Party: Not Supporter	29%	(53)	63%	(115)	8%	(14)	182
Ideo: Liberal (1-3)	46%	(74)	46%	(74)	8%	(12)	160
Ideo: Moderate (4)	39%	(32)	54%	(44)	7%	(6)	82
Ideo: Conservative (5-7)	30%	(37)	64%	(80)	6%	(8)	124
Educ: < College	38%	(85)	53%	(120)	10%	(22)	227
Educ: Bachelors degree	38%	(39)	58%	(60)	4%	(4)	104
Educ: Post-grad	40%	(20)	54%	(27)	6%	(3)	50
Income: Under 50k	37%	(72)	52%	(101)	10%	(20)	193
Income: 50k-100k	37%	(48)	59%	(77)	4%	(5)	130
Income: 100k+	43%	(24)	49%	(28)	8%	(5)	57
Ethnicity: White	33%	(96)	59%	(174)	8%	(22)	293
Ethnicity: Hispanic	40%	(38)	56%	(53)	5%	(4)	95
Ethnicity: Afr. Am.	60%	(31)	29%	(15)	11%	(6)	52

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Table BRD2_4: Are each of the following parts of your bracket still intact?
Elite Eight

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	38%	(144)	54%	(206)	8%	(30)	380
Relig: Protestant	33%	(34)	58%	(60)	10%	(10)	104
Relig: Roman Catholic	39%	(46)	53%	(62)	9%	(10)	118
Relig: Ath./Agn./None	30%	(23)	64%	(48)	6%	(4)	75
Relig: Something Else	53%	(32)	41%	(25)	6%	(4)	62
Relig: Evangelical	43%	(59)	46%	(64)	11%	(15)	137
Relig: Non-Evang. Catholics	29%	(31)	65%	(70)	6%	(7)	107
Relig: All Christian	37%	(89)	55%	(133)	9%	(22)	244
Relig: All Non-Christian	40%	(55)	54%	(73)	6%	(8)	136
Community: Urban	45%	(63)	49%	(70)	6%	(9)	142
Community: Suburban	33%	(49)	59%	(87)	8%	(12)	148
Community: Rural	36%	(32)	55%	(49)	10%	(9)	91
Employ: Private Sector	41%	(72)	51%	(90)	8%	(13)	176
Job Type: White-collar	43%	(81)	50%	(94)	7%	(14)	188
Job Type: Blue-collar	34%	(56)	58%	(96)	8%	(13)	165
Military HH: Yes	36%	(42)	57%	(65)	7%	(9)	116
Military HH: No	39%	(103)	53%	(141)	8%	(21)	265
2016 Vote: Democrat Hillary Clinton	46%	(69)	46%	(68)	8%	(13)	149
2016 Vote: Republican Donald Trump	35%	(60)	58%	(101)	7%	(12)	173
2012 Vote: Barack Obama	46%	(86)	47%	(88)	7%	(13)	187
2012 Vote: Mitt Romney	26%	(29)	63%	(73)	11%	(13)	115
2012 Vote: Didn't Vote	42%	(27)	52%	(34)	6%	(4)	66
4-Region: Northeast	43%	(33)	52%	(39)	5%	(4)	75
4-Region: Midwest	37%	(30)	51%	(43)	12%	(10)	83
4-Region: South	34%	(46)	57%	(77)	8%	(11)	134
4-Region: West	40%	(36)	54%	(48)	6%	(5)	89

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

Table BRD2_5: Are each of the following parts of your bracket still intact?

Sweet Sixteen

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	45%	(172)	45%	(172)	10%	(37)	380
Gender: Male	43%	(112)	49%	(127)	8%	(20)	259
Gender: Female	49%	(60)	36%	(44)	14%	(17)	121
Age: 18-29	48%	(33)	44%	(30)	8%	(5)	69
Age: 30-44	52%	(100)	37%	(72)	11%	(21)	193
Age: 45-54	31%	(16)	62%	(31)	7%	(3)	50
PID: Dem (no lean)	49%	(69)	40%	(57)	11%	(16)	142
PID: Ind (no lean)	47%	(43)	45%	(41)	7%	(6)	90
PID: Rep (no lean)	40%	(59)	50%	(73)	10%	(15)	148
PID/Gender: Dem Men	48%	(39)	44%	(37)	8%	(7)	83
PID/Gender: Dem Women	50%	(30)	35%	(21)	15%	(9)	59
PID/Gender: Ind Men	53%	(37)	40%	(29)	7%	(5)	71
PID/Gender: Rep Men	33%	(35)	59%	(62)	8%	(8)	106
Tea Party: Supporter	56%	(110)	34%	(67)	10%	(20)	197
Tea Party: Not Supporter	33%	(59)	58%	(105)	10%	(18)	182
Ideo: Liberal (1-3)	51%	(82)	41%	(66)	8%	(12)	160
Ideo: Moderate (4)	50%	(41)	40%	(33)	9%	(8)	82
Ideo: Conservative (5-7)	33%	(41)	56%	(69)	11%	(14)	124
Educ: < College	42%	(96)	47%	(107)	11%	(25)	227
Educ: Bachelors degree	51%	(52)	41%	(42)	9%	(9)	104
Educ: Post-grad	47%	(23)	45%	(22)	7%	(4)	50
Income: Under 50k	43%	(83)	44%	(84)	13%	(25)	193
Income: 50k-100k	46%	(61)	49%	(64)	4%	(5)	130
Income: 100k+	48%	(28)	40%	(23)	12%	(7)	57
Ethnicity: White	44%	(129)	48%	(140)	8%	(24)	293
Ethnicity: Hispanic	47%	(45)	38%	(36)	14%	(14)	95
Ethnicity: Afr. Am.	65%	(34)	23%	(12)	11%	(6)	52

Continued on next page

Table BRD2_5: Are each of the following parts of your bracket still intact?

Sweet Sixteen

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	45%	(172)	45%	(172)	10%	(37)	380
Relig: Protestant	44%	(46)	45%	(47)	10%	(11)	104
Relig: Roman Catholic	42%	(50)	47%	(55)	11%	(13)	118
Relig: Ath./Agn./None	37%	(28)	55%	(41)	8%	(6)	75
Relig: Something Else	56%	(35)	34%	(21)	10%	(6)	62
Relig: Evangelical	58%	(79)	30%	(42)	12%	(16)	137
Relig: Non-Evang. Catholics	28%	(31)	63%	(68)	8%	(9)	107
Relig: All Christian	45%	(109)	45%	(110)	10%	(25)	244
Relig: All Non-Christian	46%	(62)	45%	(62)	9%	(12)	136
Community: Urban	52%	(74)	36%	(51)	12%	(18)	142
Community: Suburban	37%	(54)	55%	(81)	8%	(12)	148
Community: Rural	48%	(44)	44%	(40)	8%	(7)	91
Employ: Private Sector	49%	(87)	40%	(70)	11%	(18)	176
Job Type: White-collar	51%	(97)	41%	(78)	7%	(14)	188
Job Type: Blue-collar	41%	(67)	48%	(79)	12%	(19)	165
Military HH: Yes	52%	(60)	36%	(42)	12%	(14)	116
Military HH: No	42%	(111)	49%	(130)	9%	(24)	265
2016 Vote: Democrat Hillary Clinton	50%	(74)	39%	(59)	11%	(16)	149
2016 Vote: Republican Donald Trump	46%	(80)	46%	(79)	8%	(14)	173
2012 Vote: Barack Obama	55%	(103)	35%	(66)	10%	(19)	187
2012 Vote: Mitt Romney	34%	(39)	54%	(62)	12%	(13)	115
2012 Vote: Didn't Vote	35%	(23)	58%	(38)	7%	(5)	66
4-Region: Northeast	48%	(36)	43%	(32)	9%	(7)	75
4-Region: Midwest	42%	(35)	49%	(41)	8%	(7)	83
4-Region: South	43%	(58)	45%	(60)	12%	(16)	134
4-Region: West	49%	(43)	43%	(38)	8%	(7)	89

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

Table BRD3_1: *Where did you make your bracket? Please check all that apply.*

On paper

Demographic	Selected		Not selected		Total N
Adults	25%	(93)	75%	(287)	380
Gender: Male	20%	(52)	80%	(207)	259
Gender: Female	34%	(41)	66%	(80)	121
Age: 18-29	16%	(11)	84%	(58)	69
Age: 30-44	23%	(44)	77%	(149)	193
Age: 45-54	27%	(14)	73%	(37)	50
PID: Dem (no lean)	27%	(39)	73%	(103)	142
PID: Ind (no lean)	26%	(23)	74%	(67)	90
PID: Rep (no lean)	21%	(31)	79%	(117)	148
PID/Gender: Dem Men	24%	(19)	76%	(63)	83
PID/Gender: Dem Women	32%	(19)	68%	(40)	59
PID/Gender: Ind Men	24%	(17)	76%	(54)	71
PID/Gender: Rep Men	15%	(16)	85%	(90)	106
Tea Party: Supporter	24%	(47)	76%	(150)	197
Tea Party: Not Supporter	25%	(45)	75%	(136)	182
Ideo: Liberal (1-3)	18%	(29)	82%	(131)	160
Ideo: Moderate (4)	25%	(20)	75%	(61)	82
Ideo: Conservative (5-7)	31%	(39)	69%	(85)	124
Educ: < College	26%	(59)	74%	(168)	227
Educ: Bachelors degree	19%	(20)	81%	(84)	104
Educ: Post-grad	29%	(14)	71%	(35)	50
Income: Under 50k	21%	(40)	79%	(153)	193
Income: 50k-100k	29%	(37)	71%	(93)	130
Income: 100k+	28%	(16)	72%	(41)	57
Ethnicity: White	26%	(77)	74%	(216)	293
Ethnicity: Hispanic	22%	(21)	78%	(75)	95
Ethnicity: Afr. Am.	25%	(13)	75%	(39)	52

Continued on next page

Table BRD3_1: Where did you make your bracket? Please check all that apply.

On paper

Demographic	Selected		Not selected		Total N
Adults	25%	(93)	75%	(287)	380
Relig: Protestant	24%	(25)	76%	(79)	104
Relig: Roman Catholic	25%	(30)	75%	(88)	118
Relig: Ath./Agn./None	24%	(18)	76%	(57)	75
Relig: Something Else	23%	(14)	77%	(48)	62
Relig: Evangelical	22%	(31)	78%	(106)	137
Relig: Non-Evang. Catholics	29%	(31)	71%	(76)	107
Relig: All Christian	25%	(61)	75%	(183)	244
Relig: All Non-Christian	23%	(32)	77%	(105)	136
Community: Urban	26%	(36)	74%	(106)	142
Community: Suburban	21%	(32)	79%	(116)	148
Community: Rural	28%	(25)	72%	(65)	91
Employ: Private Sector	24%	(43)	76%	(133)	176
Job Type: White-collar	21%	(39)	79%	(149)	188
Job Type: Blue-collar	31%	(51)	69%	(114)	165
Military HH: Yes	21%	(24)	79%	(91)	116
Military HH: No	26%	(69)	74%	(196)	265
2016 Vote: Democrat Hillary Clinton	26%	(38)	74%	(111)	149
2016 Vote: Republican Donald Trump	25%	(44)	75%	(129)	173
2012 Vote: Barack Obama	27%	(51)	73%	(136)	187
2012 Vote: Mitt Romney	22%	(26)	78%	(89)	115
2012 Vote: Didn't Vote	22%	(14)	78%	(52)	66
4-Region: Northeast	16%	(12)	84%	(63)	75
4-Region: Midwest	33%	(27)	67%	(56)	83
4-Region: South	26%	(34)	74%	(100)	134
4-Region: West	22%	(20)	78%	(69)	89

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

Table BRD3_2: *Where did you make your bracket? Please check all that apply.*

ESPN

Demographic	Selected		Not selected		Total N
Adults	44%	(169)	56%	(211)	380
Gender: Male	46%	(118)	54%	(141)	259
Gender: Female	42%	(51)	58%	(70)	121
Age: 18-29	65%	(45)	35%	(24)	69
Age: 30-44	45%	(87)	55%	(106)	193
Age: 45-54	32%	(16)	68%	(34)	50
PID: Dem (no lean)	52%	(74)	48%	(68)	142
PID: Ind (no lean)	42%	(37)	58%	(53)	90
PID: Rep (no lean)	39%	(58)	61%	(91)	148
PID/Gender: Dem Men	54%	(45)	46%	(38)	83
PID/Gender: Dem Women	50%	(29)	50%	(30)	59
PID/Gender: Ind Men	40%	(28)	60%	(42)	71
PID/Gender: Rep Men	42%	(45)	58%	(61)	106
Tea Party: Supporter	44%	(87)	56%	(110)	197
Tea Party: Not Supporter	45%	(82)	55%	(99)	182
Ideo: Liberal (1-3)	45%	(73)	55%	(88)	160
Ideo: Moderate (4)	57%	(46)	43%	(35)	82
Ideo: Conservative (5-7)	36%	(44)	64%	(80)	124
Educ: < College	38%	(85)	62%	(142)	227
Educ: Bachelors degree	55%	(57)	45%	(47)	104
Educ: Post-grad	54%	(27)	46%	(23)	50
Income: Under 50k	44%	(84)	56%	(109)	193
Income: 50k-100k	47%	(61)	53%	(69)	130
Income: 100k+	42%	(24)	58%	(33)	57
Ethnicity: White	41%	(120)	59%	(173)	293
Ethnicity: Hispanic	42%	(40)	58%	(55)	95
Ethnicity: Afr. Am.	65%	(34)	35%	(18)	52

Continued on next page

Table BRD3_2: *Where did you make your bracket? Please check all that apply.*

ESPN

Demographic	Selected		Not selected		Total N
Adults	44%	(169)	56%	(211)	380
Relig: Protestant	42%	(44)	58%	(60)	104
Relig: Roman Catholic	45%	(53)	55%	(65)	118
Relig: Ath./Agn./None	51%	(38)	49%	(36)	75
Relig: Something Else	49%	(30)	51%	(32)	62
Relig: Evangelical	42%	(58)	58%	(79)	137
Relig: Non-Evang. Catholics	40%	(43)	60%	(64)	107
Relig: All Christian	41%	(101)	59%	(143)	244
Relig: All Non-Christian	50%	(68)	50%	(68)	136
Community: Urban	51%	(72)	49%	(70)	142
Community: Suburban	45%	(67)	55%	(81)	148
Community: Rural	34%	(31)	66%	(60)	91
Employ: Private Sector	50%	(88)	50%	(87)	176
Job Type: White-collar	47%	(88)	53%	(100)	188
Job Type: Blue-collar	42%	(69)	58%	(96)	165
Military HH: Yes	43%	(49)	57%	(66)	116
Military HH: No	45%	(120)	55%	(145)	265
2016 Vote: Democrat Hillary Clinton	52%	(78)	48%	(71)	149
2016 Vote: Republican Donald Trump	36%	(62)	64%	(111)	173
2012 Vote: Barack Obama	50%	(93)	50%	(94)	187
2012 Vote: Mitt Romney	37%	(43)	63%	(72)	115
2012 Vote: Didn't Vote	41%	(27)	59%	(39)	66
4-Region: Northeast	36%	(27)	64%	(48)	75
4-Region: Midwest	39%	(32)	61%	(51)	83
4-Region: South	46%	(62)	54%	(72)	134
4-Region: West	54%	(48)	46%	(41)	89

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

Table BRD3_3: *Where did you make your bracket? Please check all that apply.*

Yahoo

Demographic	Selected		Not selected		Total N
Adults	33%	(125)	67%	(255)	380
Gender: Male	33%	(86)	67%	(173)	259
Gender: Female	32%	(39)	68%	(82)	121
Age: 18-29	34%	(24)	66%	(45)	69
Age: 30-44	40%	(76)	60%	(117)	193
Age: 45-54	24%	(12)	76%	(38)	50
PID: Dem (no lean)	30%	(42)	70%	(100)	142
PID: Ind (no lean)	31%	(28)	69%	(62)	90
PID: Rep (no lean)	37%	(55)	63%	(93)	148
PID/Gender: Dem Men	31%	(26)	69%	(57)	83
PID/Gender: Dem Women	28%	(16)	72%	(43)	59
PID/Gender: Ind Men	29%	(20)	71%	(50)	71
PID/Gender: Rep Men	38%	(40)	62%	(66)	106
Tea Party: Supporter	40%	(79)	60%	(118)	197
Tea Party: Not Supporter	26%	(47)	74%	(135)	182
Ideo: Liberal (1-3)	35%	(56)	65%	(104)	160
Ideo: Moderate (4)	31%	(25)	69%	(57)	82
Ideo: Conservative (5-7)	32%	(39)	68%	(84)	124
Educ: < College	33%	(76)	67%	(151)	227
Educ: Bachelors degree	31%	(32)	69%	(71)	104
Educ: Post-grad	34%	(17)	66%	(33)	50
Income: Under 50k	39%	(75)	61%	(118)	193
Income: 50k-100k	25%	(32)	75%	(98)	130
Income: 100k+	33%	(19)	67%	(39)	57
Ethnicity: White	31%	(90)	69%	(202)	293
Ethnicity: Hispanic	41%	(40)	59%	(56)	95
Ethnicity: Afr. Am.	35%	(18)	65%	(34)	52

Continued on next page

Table BRD3_3: Where did you make your bracket? Please check all that apply.

Yahoo

Demographic	Selected		Not selected		Total N
Adults	33%	(125)	67%	(255)	380
Relig: Protestant	26%	(27)	74%	(78)	104
Relig: Roman Catholic	39%	(46)	61%	(72)	118
Relig: Ath./Agn./None	35%	(26)	65%	(48)	75
Relig: Something Else	34%	(21)	66%	(40)	62
Relig: Evangelical	36%	(50)	64%	(87)	137
Relig: Non-Evang. Catholics	26%	(28)	74%	(79)	107
Relig: All Christian	32%	(78)	68%	(166)	244
Relig: All Non-Christian	35%	(48)	65%	(89)	136
Community: Urban	46%	(65)	54%	(77)	142
Community: Suburban	25%	(36)	75%	(111)	148
Community: Rural	26%	(24)	74%	(67)	91
Employ: Private Sector	35%	(62)	65%	(114)	176
Job Type: White-collar	36%	(67)	64%	(121)	188
Job Type: Blue-collar	32%	(52)	68%	(113)	165
Military HH: Yes	40%	(46)	60%	(69)	116
Military HH: No	30%	(79)	70%	(186)	265
2016 Vote: Democrat Hillary Clinton	35%	(53)	65%	(96)	149
2016 Vote: Republican Donald Trump	32%	(55)	68%	(117)	173
2012 Vote: Barack Obama	34%	(64)	66%	(123)	187
2012 Vote: Mitt Romney	35%	(40)	65%	(75)	115
2012 Vote: Didn't Vote	32%	(21)	68%	(45)	66
4-Region: Northeast	34%	(25)	66%	(50)	75
4-Region: Midwest	20%	(17)	80%	(66)	83
4-Region: South	39%	(52)	61%	(82)	134
4-Region: West	35%	(31)	65%	(57)	89

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

Table BRD3_4: *Where did you make your bracket? Please check all that apply.*

CBS

Demographic	Selected		Not selected		Total N
Adults	32%	(122)	68%	(258)	380
Gender: Male	32%	(84)	68%	(175)	259
Gender: Female	32%	(39)	68%	(83)	121
Age: 18-29	30%	(21)	70%	(48)	69
Age: 30-44	36%	(70)	64%	(123)	193
Age: 45-54	28%	(14)	72%	(36)	50
PID: Dem (no lean)	36%	(51)	64%	(91)	142
PID: Ind (no lean)	24%	(21)	76%	(69)	90
PID: Rep (no lean)	34%	(50)	66%	(98)	148
PID/Gender: Dem Men	38%	(31)	62%	(52)	83
PID/Gender: Dem Women	34%	(20)	66%	(39)	59
PID/Gender: Ind Men	24%	(17)	76%	(54)	71
PID/Gender: Rep Men	34%	(36)	66%	(70)	106
Tea Party: Supporter	43%	(84)	57%	(113)	197
Tea Party: Not Supporter	21%	(39)	79%	(143)	182
Ideo: Liberal (1-3)	33%	(54)	67%	(107)	160
Ideo: Moderate (4)	38%	(31)	62%	(50)	82
Ideo: Conservative (5-7)	29%	(36)	71%	(88)	124
Educ: < College	28%	(65)	72%	(163)	227
Educ: Bachelors degree	34%	(36)	66%	(68)	104
Educ: Post-grad	45%	(22)	55%	(27)	50
Income: Under 50k	32%	(63)	68%	(130)	193
Income: 50k-100k	32%	(41)	68%	(89)	130
Income: 100k+	33%	(19)	67%	(38)	57
Ethnicity: White	29%	(86)	71%	(207)	293
Ethnicity: Hispanic	34%	(33)	66%	(63)	95
Ethnicity: Afr. Am.	47%	(25)	53%	(27)	52

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Table BRD3_4: Where did you make your bracket? Please check all that apply.

CBS

Demographic	Selected		Not selected		Total N
Adults	32%	(122)	68%	(258)	380
Relig: Protestant	28%	(29)	72%	(75)	104
Relig: Roman Catholic	41%	(49)	59%	(69)	118
Relig: Ath./Agn./None	27%	(20)	73%	(55)	75
Relig: Something Else	33%	(20)	67%	(42)	62
Relig: Evangelical	36%	(50)	64%	(87)	137
Relig: Non-Evang. Catholics	30%	(32)	70%	(75)	107
Relig: All Christian	34%	(82)	66%	(162)	244
Relig: All Non-Christian	29%	(40)	71%	(96)	136
Community: Urban	40%	(56)	60%	(86)	142
Community: Suburban	28%	(42)	72%	(106)	148
Community: Rural	27%	(24)	73%	(66)	91
Employ: Private Sector	31%	(54)	69%	(121)	176
Job Type: White-collar	32%	(59)	68%	(129)	188
Job Type: Blue-collar	32%	(53)	68%	(113)	165
Military HH: Yes	34%	(39)	66%	(76)	116
Military HH: No	31%	(83)	69%	(182)	265
2016 Vote: Democrat Hillary Clinton	37%	(55)	63%	(94)	149
2016 Vote: Republican Donald Trump	29%	(50)	71%	(123)	173
2012 Vote: Barack Obama	38%	(71)	62%	(116)	187
2012 Vote: Mitt Romney	26%	(29)	74%	(85)	115
2012 Vote: Didn't Vote	28%	(19)	72%	(47)	66
4-Region: Northeast	40%	(30)	60%	(45)	75
4-Region: Midwest	30%	(25)	70%	(58)	83
4-Region: South	27%	(37)	73%	(97)	134
4-Region: West	35%	(31)	65%	(57)	89

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

Table BRD3_5: *Where did you make your bracket? Please check all that apply.*

NCAA.com

Demographic	Selected		Not selected		Total N
Adults	24%	(92)	76%	(288)	380
Gender: Male	23%	(59)	77%	(201)	259
Gender: Female	28%	(34)	72%	(88)	121
Age: 18-29	22%	(15)	78%	(54)	69
Age: 30-44	32%	(61)	68%	(132)	193
Age: 45-54	13%	(6)	87%	(44)	50
PID: Dem (no lean)	29%	(41)	71%	(101)	142
PID: Ind (no lean)	13%	(12)	87%	(79)	90
PID: Rep (no lean)	26%	(39)	74%	(109)	148
PID/Gender: Dem Men	28%	(23)	72%	(60)	83
PID/Gender: Dem Women	31%	(18)	69%	(41)	59
PID/Gender: Ind Men	14%	(10)	86%	(61)	71
PID/Gender: Rep Men	24%	(26)	76%	(80)	106
Tea Party: Supporter	34%	(67)	66%	(130)	197
Tea Party: Not Supporter	13%	(24)	87%	(157)	182
Ideo: Liberal (1-3)	31%	(49)	69%	(111)	160
Ideo: Moderate (4)	20%	(16)	80%	(66)	82
Ideo: Conservative (5-7)	18%	(22)	82%	(102)	124
Educ: < College	22%	(49)	78%	(178)	227
Educ: Bachelors degree	25%	(26)	75%	(77)	104
Educ: Post-grad	34%	(17)	66%	(33)	50
Income: Under 50k	24%	(47)	76%	(146)	193
Income: 50k-100k	20%	(26)	80%	(104)	130
Income: 100k+	33%	(19)	67%	(38)	57
Ethnicity: White	22%	(63)	78%	(230)	293
Ethnicity: Hispanic	26%	(25)	74%	(70)	95
Ethnicity: Afr. Am.	43%	(22)	57%	(30)	52

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Table BRD3_5: Where did you make your bracket? Please check all that apply.

NCAA.com

Demographic	Selected		Not selected		Total N
Adults	24%	(92)	76%	(288)	380
Relig: Protestant	32%	(34)	68%	(70)	104
Relig: Roman Catholic	22%	(26)	78%	(92)	118
Relig: Ath./Agn./None	18%	(13)	82%	(61)	75
Relig: Something Else	26%	(16)	74%	(46)	62
Relig: Evangelical	35%	(48)	65%	(88)	137
Relig: Non-Evang. Catholics	13%	(14)	87%	(93)	107
Relig: All Christian	26%	(63)	74%	(181)	244
Relig: All Non-Christian	22%	(29)	78%	(107)	136
Community: Urban	29%	(41)	71%	(102)	142
Community: Suburban	22%	(32)	78%	(115)	148
Community: Rural	21%	(19)	79%	(72)	91
Employ: Private Sector	28%	(49)	72%	(127)	176
Job Type: White-collar	28%	(53)	72%	(135)	188
Job Type: Blue-collar	20%	(34)	80%	(131)	165
Military HH: Yes	30%	(35)	70%	(81)	116
Military HH: No	22%	(57)	78%	(208)	265
2016 Vote: Democrat Hillary Clinton	28%	(42)	72%	(107)	149
2016 Vote: Republican Donald Trump	24%	(41)	76%	(132)	173
2012 Vote: Barack Obama	27%	(51)	73%	(136)	187
2012 Vote: Mitt Romney	16%	(19)	84%	(96)	115
2012 Vote: Didn't Vote	28%	(18)	72%	(47)	66
4-Region: Northeast	20%	(15)	80%	(60)	75
4-Region: Midwest	30%	(25)	70%	(58)	83
4-Region: South	20%	(27)	80%	(107)	134
4-Region: West	29%	(25)	71%	(63)	89

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

Table BRD3_6: *Where did you make your bracket? Please check all that apply.*
Other (Please specify)

Demographic	Selected		Not selected		Total N
Adults	7%	(27)	93%	(353)	380
Gender: Male	7%	(18)	93%	(241)	259
Gender: Female	8%	(9)	92%	(112)	121
Age: 18-29	1%	(1)	99%	(68)	69
Age: 30-44	5%	(10)	95%	(183)	193
Age: 45-54	10%	(5)	90%	(45)	50
PID: Dem (no lean)	6%	(9)	94%	(133)	142
PID: Ind (no lean)	10%	(9)	90%	(81)	90
PID: Rep (no lean)	7%	(10)	93%	(138)	148
PID/Gender: Dem Men	6%	(5)	94%	(78)	83
PID/Gender: Dem Women	7%	(4)	93%	(55)	59
PID/Gender: Ind Men	10%	(7)	90%	(64)	71
PID/Gender: Rep Men	6%	(6)	94%	(99)	106
Tea Party: Supporter	3%	(7)	97%	(190)	197
Tea Party: Not Supporter	11%	(21)	89%	(161)	182
Ideo: Liberal (1-3)	5%	(8)	95%	(152)	160
Ideo: Moderate (4)	12%	(10)	88%	(72)	82
Ideo: Conservative (5-7)	7%	(8)	93%	(116)	124
Educ: < College	8%	(18)	92%	(209)	227
Educ: Bachelors degree	4%	(4)	96%	(99)	104
Educ: Post-grad	9%	(5)	91%	(45)	50
Income: Under 50k	8%	(15)	92%	(178)	193
Income: 50k-100k	8%	(10)	92%	(120)	130
Income: 100k+	3%	(2)	97%	(55)	57
Ethnicity: White	8%	(24)	92%	(269)	293
Ethnicity: Hispanic	1%	(1)	99%	(94)	95
Ethnicity: Afr. Am.	2%	(1)	98%	(51)	52

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Table BRD3_6: *Where did you make your bracket? Please check all that apply.*
Other (Please specify)

Demographic	Selected		Not selected		Total N
Adults	7%	(27)	93%	(353)	380
Relig: Protestant	10%	(10)	90%	(94)	104
Relig: Roman Catholic	6%	(7)	94%	(111)	118
Relig: Ath./Agn./None	8%	(6)	92%	(69)	75
Relig: Something Else	—	(0)	100%	(62)	62
Relig: Evangelical	7%	(9)	93%	(128)	137
Relig: Non-Evang. Catholics	12%	(12)	88%	(95)	107
Relig: All Christian	9%	(22)	91%	(223)	244
Relig: All Non-Christian	4%	(6)	96%	(131)	136
Community: Urban	6%	(9)	94%	(134)	142
Community: Suburban	9%	(13)	91%	(135)	148
Community: Rural	7%	(6)	93%	(85)	91
Employ: Private Sector	4%	(7)	96%	(168)	176
Job Type: White-collar	4%	(8)	96%	(180)	188
Job Type: Blue-collar	9%	(14)	91%	(151)	165
Military HH: Yes	3%	(4)	97%	(112)	116
Military HH: No	9%	(24)	91%	(241)	265
2016 Vote: Democrat Hillary Clinton	7%	(10)	93%	(138)	149
2016 Vote: Republican Donald Trump	7%	(13)	93%	(160)	173
2012 Vote: Barack Obama	7%	(13)	93%	(174)	187
2012 Vote: Mitt Romney	9%	(10)	91%	(105)	115
2012 Vote: Didn't Vote	5%	(3)	95%	(63)	66
4-Region: Northeast	5%	(4)	95%	(72)	75
4-Region: Midwest	9%	(7)	91%	(75)	83
4-Region: South	5%	(7)	95%	(127)	134
4-Region: West	11%	(9)	89%	(79)	89

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

Table BRD4_1: Did you bet on your tournament bracket in each of the following ways, or not?
With colleagues in an office pool

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	47%	(178)	49%	(186)	4%	(17)	380
Gender: Male	49%	(126)	48%	(125)	3%	(8)	259
Gender: Female	43%	(52)	50%	(61)	7%	(9)	121
Age: 18-29	61%	(42)	36%	(25)	3%	(2)	69
Age: 30-44	54%	(104)	40%	(76)	6%	(12)	193
Age: 45-54	31%	(15)	66%	(33)	3%	(2)	50
PID: Dem (no lean)	47%	(67)	50%	(71)	3%	(4)	142
PID: Ind (no lean)	47%	(42)	48%	(44)	5%	(4)	90
PID: Rep (no lean)	46%	(69)	48%	(71)	6%	(9)	148
PID/Gender: Dem Men	52%	(43)	48%	(40)	—	(0)	83
PID/Gender: Dem Women	40%	(24)	53%	(31)	7%	(4)	59
PID/Gender: Ind Men	50%	(35)	44%	(31)	6%	(4)	71
PID/Gender: Rep Men	45%	(48)	51%	(54)	4%	(4)	106
Tea Party: Supporter	58%	(115)	35%	(68)	7%	(14)	197
Tea Party: Not Supporter	34%	(61)	65%	(118)	2%	(3)	182
Ideo: Liberal (1-3)	57%	(92)	38%	(60)	5%	(8)	160
Ideo: Moderate (4)	43%	(35)	56%	(45)	1%	(1)	82
Ideo: Conservative (5-7)	35%	(44)	59%	(73)	6%	(7)	124
Educ: < College	45%	(101)	50%	(114)	5%	(12)	227
Educ: Bachelors degree	50%	(52)	46%	(47)	4%	(5)	104
Educ: Post-grad	50%	(25)	50%	(25)	—	(0)	50
Income: Under 50k	43%	(83)	49%	(95)	8%	(15)	193
Income: 50k-100k	51%	(66)	48%	(62)	2%	(2)	130
Income: 100k+	50%	(29)	50%	(29)	—	(0)	57
Ethnicity: White	41%	(120)	53%	(156)	6%	(17)	293
Ethnicity: Hispanic	57%	(54)	33%	(32)	10%	(9)	95
Ethnicity: Afr. Am.	70%	(37)	30%	(15)	—	(0)	52

Continued on next page

Table BRD4_1: Did you bet on your tournament bracket in each of the following ways, or not?
With colleagues in an office pool

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	47%	(178)	49%	(186)	4%	(17)	380
Relig: Protestant	43%	(45)	55%	(57)	2%	(2)	104
Relig: Roman Catholic	49%	(58)	45%	(53)	6%	(7)	118
Relig: Ath./Agn./None	40%	(29)	57%	(43)	3%	(2)	75
Relig: Something Else	65%	(40)	33%	(20)	2%	(1)	62
Relig: Evangelical	51%	(69)	41%	(56)	8%	(12)	137
Relig: Non-Evang. Catholics	36%	(39)	62%	(67)	2%	(2)	107
Relig: All Christian	44%	(108)	50%	(123)	5%	(13)	244
Relig: All Non-Christian	51%	(70)	46%	(63)	3%	(4)	136
Community: Urban	52%	(74)	43%	(61)	5%	(7)	142
Community: Suburban	42%	(62)	55%	(81)	3%	(5)	148
Community: Rural	46%	(42)	48%	(43)	6%	(5)	91
Employ: Private Sector	56%	(99)	40%	(70)	4%	(7)	176
Job Type: White-collar	57%	(108)	39%	(74)	3%	(6)	188
Job Type: Blue-collar	39%	(65)	54%	(90)	6%	(10)	165
Military HH: Yes	57%	(66)	32%	(37)	11%	(12)	116
Military HH: No	42%	(112)	56%	(149)	2%	(5)	265
2016 Vote: Democrat Hillary Clinton	49%	(72)	46%	(68)	6%	(8)	149
2016 Vote: Republican Donald Trump	48%	(82)	49%	(84)	4%	(6)	173
2012 Vote: Barack Obama	49%	(92)	46%	(87)	5%	(9)	187
2012 Vote: Mitt Romney	40%	(46)	53%	(61)	7%	(8)	115
2012 Vote: Didn't Vote	54%	(35)	46%	(30)	—	(0)	66
4-Region: Northeast	50%	(37)	46%	(35)	4%	(3)	75
4-Region: Midwest	49%	(40)	46%	(38)	6%	(5)	83
4-Region: South	43%	(58)	51%	(69)	5%	(7)	134
4-Region: West	47%	(42)	50%	(44)	3%	(2)	89

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

Table BRD4_2: Did you bet on your tournament bracket in each of the following ways, or not?

With friends

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	51%	(193)	46%	(176)	3%	(12)	380
Gender: Male	50%	(130)	47%	(122)	3%	(8)	259
Gender: Female	52%	(64)	45%	(54)	3%	(4)	121
Age: 18-29	57%	(39)	42%	(29)	1%	(1)	69
Age: 30-44	60%	(116)	36%	(69)	4%	(8)	193
Age: 45-54	38%	(19)	59%	(30)	3%	(2)	50
PID: Dem (no lean)	55%	(78)	41%	(58)	4%	(6)	142
PID: Ind (no lean)	41%	(37)	57%	(51)	2%	(2)	90
PID: Rep (no lean)	53%	(78)	45%	(66)	3%	(4)	148
PID/Gender: Dem Men	57%	(47)	40%	(33)	4%	(3)	83
PID/Gender: Dem Women	52%	(31)	43%	(26)	5%	(3)	59
PID/Gender: Ind Men	42%	(29)	56%	(40)	3%	(2)	71
PID/Gender: Rep Men	50%	(53)	47%	(49)	3%	(3)	106
Tea Party: Supporter	63%	(125)	33%	(64)	4%	(8)	197
Tea Party: Not Supporter	37%	(66)	61%	(111)	2%	(4)	182
Ideo: Liberal (1-3)	58%	(94)	37%	(60)	4%	(7)	160
Ideo: Moderate (4)	49%	(40)	49%	(40)	3%	(2)	82
Ideo: Conservative (5-7)	45%	(55)	54%	(67)	1%	(2)	124
Educ: < College	48%	(109)	49%	(111)	3%	(7)	227
Educ: Bachelors degree	56%	(58)	41%	(42)	4%	(4)	104
Educ: Post-grad	53%	(26)	45%	(22)	1%	(1)	50
Income: Under 50k	48%	(92)	49%	(94)	4%	(7)	193
Income: 50k-100k	53%	(69)	43%	(56)	4%	(5)	130
Income: 100k+	55%	(32)	45%	(26)	—	(0)	57
Ethnicity: White	47%	(138)	50%	(146)	3%	(9)	293
Ethnicity: Hispanic	67%	(64)	29%	(28)	4%	(4)	95
Ethnicity: Afr. Am.	72%	(37)	25%	(13)	4%	(2)	52

Continued on next page

Table BRD4_2: Did you bet on your tournament bracket in each of the following ways, or not?

With friends

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	51%	(193)	46%	(176)	3%	(12)	380
Relig: Protestant	41%	(43)	55%	(57)	4%	(5)	104
Relig: Roman Catholic	59%	(69)	38%	(44)	4%	(4)	118
Relig: Ath./Agn./None	43%	(32)	57%	(43)	—	(0)	75
Relig: Something Else	58%	(36)	38%	(23)	4%	(3)	62
Relig: Evangelical	60%	(82)	35%	(48)	5%	(6)	137
Relig: Non-Evang. Catholics	40%	(43)	57%	(61)	3%	(3)	107
Relig: All Christian	51%	(126)	45%	(110)	4%	(9)	244
Relig: All Non-Christian	50%	(68)	48%	(66)	2%	(3)	136
Community: Urban	58%	(83)	39%	(56)	3%	(4)	142
Community: Suburban	44%	(65)	54%	(79)	2%	(3)	148
Community: Rural	50%	(45)	45%	(40)	5%	(5)	91
Employ: Private Sector	57%	(100)	40%	(70)	3%	(5)	176
Job Type: White-collar	55%	(104)	42%	(80)	2%	(4)	188
Job Type: Blue-collar	48%	(79)	48%	(79)	4%	(7)	165
Military HH: Yes	64%	(73)	31%	(36)	6%	(6)	116
Military HH: No	45%	(120)	53%	(140)	2%	(5)	265
2016 Vote: Democrat Hillary Clinton	56%	(84)	39%	(59)	4%	(6)	149
2016 Vote: Republican Donald Trump	51%	(89)	46%	(79)	3%	(5)	173
2012 Vote: Barack Obama	55%	(104)	40%	(76)	4%	(8)	187
2012 Vote: Mitt Romney	40%	(46)	58%	(66)	2%	(3)	115
2012 Vote: Didn't Vote	61%	(40)	37%	(24)	2%	(2)	66
4-Region: Northeast	60%	(45)	37%	(28)	3%	(3)	75
4-Region: Midwest	55%	(46)	44%	(36)	1%	(1)	83
4-Region: South	44%	(59)	53%	(72)	3%	(4)	134
4-Region: West	49%	(44)	45%	(40)	6%	(5)	89

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

Table BRD4_3: Did you bet on your tournament bracket in each of the following ways, or not?
With family

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	48%	(183)	49%	(185)	3%	(12)	380
Gender: Male	45%	(117)	51%	(133)	4%	(9)	259
Gender: Female	55%	(66)	43%	(52)	2%	(3)	121
Age: 18-29	63%	(44)	37%	(25)	—	(0)	69
Age: 30-44	54%	(104)	43%	(82)	4%	(7)	193
Age: 45-54	31%	(15)	66%	(33)	3%	(2)	50
PID: Dem (no lean)	51%	(73)	46%	(66)	2%	(3)	142
PID: Ind (no lean)	39%	(35)	55%	(50)	6%	(6)	90
PID: Rep (no lean)	51%	(75)	47%	(70)	2%	(3)	148
PID/Gender: Dem Men	49%	(40)	51%	(42)	1%	(1)	83
PID/Gender: Dem Women	55%	(33)	40%	(24)	5%	(3)	59
PID/Gender: Ind Men	36%	(26)	56%	(39)	8%	(6)	71
PID/Gender: Rep Men	48%	(51)	49%	(51)	3%	(3)	106
Tea Party: Supporter	63%	(124)	34%	(67)	3%	(6)	197
Tea Party: Not Supporter	32%	(57)	65%	(118)	3%	(6)	182
Ideo: Liberal (1-3)	52%	(84)	43%	(70)	4%	(7)	160
Ideo: Moderate (4)	44%	(36)	54%	(44)	1%	(1)	82
Ideo: Conservative (5-7)	42%	(53)	55%	(68)	2%	(3)	124
Educ: < College	44%	(100)	52%	(118)	4%	(10)	227
Educ: Bachelors degree	54%	(56)	44%	(45)	2%	(2)	104
Educ: Post-grad	56%	(28)	44%	(22)	—	(0)	50
Income: Under 50k	45%	(87)	50%	(97)	5%	(9)	193
Income: 50k-100k	49%	(64)	48%	(63)	2%	(3)	130
Income: 100k+	55%	(32)	45%	(26)	—	(0)	57
Ethnicity: White	47%	(137)	50%	(147)	3%	(8)	293
Ethnicity: Hispanic	55%	(53)	40%	(38)	5%	(4)	95
Ethnicity: Afr. Am.	60%	(31)	40%	(21)	—	(0)	52

Continued on next page

Table BRD4_3: Did you bet on your tournament bracket in each of the following ways, or not?

With family

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	48%	(183)	49%	(185)	3%	(12)	380
Relig: Protestant	41%	(43)	52%	(55)	6%	(7)	104
Relig: Roman Catholic	56%	(66)	43%	(51)	1%	(1)	118
Relig: Ath./Agn./None	38%	(29)	61%	(45)	1%	(1)	75
Relig: Something Else	59%	(36)	35%	(22)	6%	(4)	62
Relig: Evangelical	58%	(80)	37%	(51)	4%	(6)	137
Relig: Non-Evang. Catholics	36%	(39)	62%	(67)	2%	(2)	107
Relig: All Christian	49%	(119)	48%	(118)	3%	(8)	244
Relig: All Non-Christian	48%	(65)	49%	(67)	3%	(4)	136
Community: Urban	56%	(79)	41%	(58)	4%	(5)	142
Community: Suburban	38%	(57)	59%	(87)	3%	(4)	148
Community: Rural	53%	(48)	44%	(40)	3%	(3)	91
Employ: Private Sector	51%	(89)	46%	(80)	4%	(7)	176
Job Type: White-collar	51%	(97)	45%	(84)	4%	(7)	188
Job Type: Blue-collar	47%	(77)	52%	(86)	2%	(3)	165
Military HH: Yes	58%	(67)	36%	(42)	5%	(6)	116
Military HH: No	44%	(116)	54%	(143)	2%	(6)	265
2016 Vote: Democrat Hillary Clinton	47%	(71)	49%	(74)	3%	(5)	149
2016 Vote: Republican Donald Trump	54%	(93)	44%	(76)	2%	(4)	173
2012 Vote: Barack Obama	52%	(98)	45%	(84)	3%	(5)	187
2012 Vote: Mitt Romney	40%	(45)	56%	(64)	4%	(5)	115
2012 Vote: Didn't Vote	57%	(38)	43%	(28)	—	(0)	66
4-Region: Northeast	48%	(36)	51%	(39)	1%	(1)	75
4-Region: Midwest	46%	(38)	50%	(42)	4%	(3)	83
4-Region: South	46%	(62)	50%	(66)	4%	(5)	134
4-Region: West	53%	(47)	43%	(38)	4%	(3)	89

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

Table BRD5_1: Do you have a favorable or unfavorable view of the following college basketball teams?

Arizona

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	10%	(116)	21%	(236)	9%	(107)	5%	(57)	54%	(615)	1131
Gender: Male	14%	(78)	24%	(129)	13%	(71)	5%	(27)	44%	(240)	546
Gender: Female	7%	(38)	18%	(107)	6%	(36)	5%	(30)	64%	(375)	585
Age: 18-29	13%	(23)	20%	(36)	15%	(27)	5%	(9)	48%	(87)	182
Age: 30-44	18%	(60)	24%	(79)	10%	(32)	7%	(23)	42%	(138)	331
Age: 45-54	5%	(9)	20%	(39)	10%	(20)	5%	(10)	61%	(119)	196
Age: 55-64	6%	(13)	11%	(23)	8%	(16)	5%	(10)	70%	(143)	204
Age: 65+	5%	(11)	27%	(59)	6%	(13)	3%	(6)	59%	(128)	217
PID: Dem (no lean)	11%	(46)	22%	(91)	10%	(40)	5%	(19)	52%	(208)	403
PID: Ind (no lean)	6%	(23)	18%	(64)	8%	(30)	6%	(20)	62%	(223)	360
PID: Rep (no lean)	13%	(47)	22%	(81)	10%	(37)	5%	(18)	50%	(184)	367
PID/Gender: Dem Men	17%	(32)	23%	(43)	15%	(28)	4%	(8)	40%	(75)	186
PID/Gender: Dem Women	7%	(14)	22%	(48)	5%	(11)	5%	(11)	61%	(133)	218
PID/Gender: Ind Men	8%	(14)	24%	(44)	11%	(19)	5%	(9)	53%	(96)	181
PID/Gender: Ind Women	5%	(9)	11%	(20)	6%	(11)	6%	(11)	71%	(128)	179
PID/Gender: Rep Men	18%	(32)	24%	(43)	13%	(24)	6%	(11)	39%	(69)	179
PID/Gender: Rep Women	8%	(15)	20%	(38)	7%	(13)	4%	(7)	61%	(114)	188
Tea Party: Supporter	19%	(60)	24%	(77)	15%	(47)	4%	(12)	38%	(119)	316
Tea Party: Not Supporter	7%	(54)	19%	(158)	7%	(59)	6%	(45)	61%	(496)	812
Ideo: Liberal (1-3)	13%	(49)	22%	(82)	12%	(43)	5%	(17)	48%	(176)	365
Ideo: Moderate (4)	7%	(19)	21%	(60)	9%	(25)	5%	(15)	58%	(164)	283
Ideo: Conservative (5-7)	12%	(46)	23%	(87)	9%	(34)	5%	(20)	50%	(189)	375
Educ: < College	8%	(62)	18%	(147)	10%	(82)	6%	(47)	58%	(459)	797
Educ: Bachelors degree	16%	(34)	28%	(61)	7%	(15)	2%	(5)	47%	(102)	217
Educ: Post-grad	17%	(20)	24%	(28)	9%	(10)	4%	(5)	47%	(54)	116
Income: Under 50k	8%	(54)	18%	(115)	10%	(67)	5%	(35)	58%	(374)	644
Income: 50k-100k	11%	(39)	26%	(92)	10%	(34)	5%	(17)	49%	(174)	356
Income: 100k+	18%	(24)	22%	(28)	5%	(7)	3%	(4)	52%	(67)	131

Continued on next page

Table BRD5_1: Do you have a favorable or unfavorable view of the following college basketball teams?

Arizona

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	10%	(116)	21%	(236)	9%	(107)	5%	(57)	54%	(615)	1131
Ethnicity: White	10%	(91)	21%	(194)	9%	(80)	4%	(40)	56%	(508)	914
Ethnicity: Hispanic	13%	(23)	20%	(34)	14%	(24)	2%	(3)	51%	(87)	171
Ethnicity: Afr. Am.	15%	(19)	20%	(26)	12%	(16)	7%	(9)	46%	(61)	132
Ethnicity: Other	7%	(6)	18%	(15)	13%	(11)	9%	(8)	53%	(45)	85
Relig: Protestant	11%	(31)	22%	(60)	11%	(30)	4%	(12)	52%	(141)	274
Relig: Roman Catholic	12%	(30)	31%	(77)	10%	(25)	3%	(7)	44%	(110)	249
Relig: Ath./Agn./None	7%	(21)	13%	(40)	9%	(27)	6%	(18)	65%	(196)	302
Relig: Something Else	14%	(27)	21%	(40)	9%	(18)	4%	(8)	52%	(101)	194
Relig: Evangelical	13%	(40)	20%	(61)	12%	(37)	7%	(21)	47%	(142)	301
Relig: Non-Evang. Catholics	9%	(28)	28%	(94)	8%	(25)	3%	(10)	52%	(173)	331
Relig: All Christian	11%	(69)	25%	(155)	10%	(62)	5%	(31)	50%	(315)	632
Relig: All Non-Christian	10%	(48)	16%	(81)	9%	(45)	5%	(26)	60%	(296)	496
Community: Urban	17%	(53)	21%	(66)	13%	(40)	6%	(18)	44%	(136)	313
Community: Suburban	8%	(45)	23%	(123)	7%	(39)	4%	(20)	57%	(306)	534
Community: Rural	6%	(18)	16%	(46)	10%	(29)	6%	(18)	61%	(172)	284
Employ: Private Sector	14%	(52)	26%	(97)	9%	(34)	7%	(26)	44%	(162)	371
Employ: Government	28%	(20)	18%	(13)	12%	(9)	5%	(3)	37%	(26)	70
Employ: Self-Employed	9%	(7)	25%	(20)	10%	(8)	3%	(2)	54%	(44)	81
Employ: Homemaker	3%	(3)	19%	(22)	10%	(11)	7%	(8)	61%	(70)	114
Employ: Student	12%	(6)	12%	(6)	15%	(8)	7%	(4)	53%	(26)	50
Employ: Retired	5%	(13)	22%	(57)	6%	(14)	3%	(8)	64%	(166)	258
Employ: Unemployed	9%	(12)	7%	(9)	13%	(17)	4%	(5)	67%	(87)	130
Employ: Other	4%	(2)	22%	(13)	12%	(7)	2%	(1)	60%	(35)	58
Job Type: White-collar	15%	(63)	24%	(100)	10%	(41)	4%	(15)	48%	(199)	418
Job Type: Blue-collar	9%	(41)	22%	(107)	10%	(48)	7%	(34)	52%	(252)	482
Job Type: Don't Know	5%	(12)	12%	(28)	8%	(19)	4%	(9)	71%	(163)	231
Military HH: Yes	15%	(31)	23%	(48)	14%	(29)	2%	(4)	45%	(93)	205
Military HH: No	9%	(85)	20%	(188)	8%	(78)	6%	(53)	56%	(522)	925

Continued on next page

Table BRD5_1: Do you have a favorable or unfavorable view of the following college basketball teams?

Arizona

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	10%	(116)	21%	(236)	9%	(107)	5%	(57)	54%	(615)	1131
2016 Vote: Democrat Hillary Clinton	12%	(49)	23%	(95)	9%	(39)	4%	(15)	52%	(219)	417
2016 Vote: Republican Donald Trump	12%	(48)	22%	(88)	10%	(39)	6%	(23)	50%	(200)	399
2016 Vote: Someone else	7%	(6)	14%	(13)	7%	(6)	4%	(3)	68%	(59)	87
2012 Vote: Barack Obama	11%	(53)	21%	(98)	9%	(44)	5%	(22)	54%	(254)	472
2012 Vote: Mitt Romney	11%	(35)	25%	(77)	9%	(29)	5%	(16)	48%	(147)	303
2012 Vote: Didn't Vote	7%	(23)	17%	(55)	10%	(33)	6%	(18)	59%	(186)	315
4-Region: Northeast	9%	(19)	18%	(39)	10%	(20)	4%	(8)	59%	(125)	212
4-Region: Midwest	9%	(21)	26%	(61)	11%	(25)	5%	(12)	49%	(116)	235
4-Region: South	10%	(38)	20%	(78)	11%	(42)	5%	(21)	54%	(213)	392
4-Region: West	13%	(38)	20%	(57)	7%	(20)	5%	(15)	55%	(161)	292

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

Table BRD5_2: Do you have a favorable or unfavorable view of the following college basketball teams?

Baylor

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(127)	19%	(218)	9%	(98)	6%	(66)	55%	(631)	1140
Gender: Male	13%	(69)	24%	(134)	12%	(66)	7%	(37)	44%	(244)	550
Gender: Female	10%	(58)	14%	(84)	5%	(32)	5%	(28)	66%	(387)	589
Age: 18-29	13%	(26)	18%	(36)	11%	(22)	8%	(17)	49%	(98)	199
Age: 30-44	18%	(58)	20%	(66)	10%	(31)	5%	(16)	47%	(154)	326
Age: 45-54	8%	(15)	16%	(31)	9%	(16)	8%	(15)	60%	(115)	192
Age: 55-64	5%	(11)	15%	(30)	6%	(12)	7%	(14)	67%	(134)	201
Age: 65+	8%	(17)	25%	(56)	7%	(16)	2%	(4)	58%	(129)	222
PID: Dem (no lean)	13%	(52)	20%	(80)	9%	(36)	7%	(27)	52%	(212)	407
PID: Ind (no lean)	9%	(31)	17%	(60)	7%	(24)	6%	(21)	62%	(221)	355
PID: Rep (no lean)	12%	(44)	21%	(78)	10%	(39)	5%	(18)	53%	(199)	377
PID/Gender: Dem Men	18%	(32)	24%	(42)	13%	(22)	7%	(11)	38%	(66)	173
PID/Gender: Dem Women	9%	(20)	17%	(39)	6%	(14)	7%	(16)	62%	(145)	234
PID/Gender: Ind Men	9%	(16)	23%	(40)	9%	(15)	8%	(13)	52%	(90)	174
PID/Gender: Ind Women	8%	(15)	11%	(20)	5%	(8)	4%	(8)	72%	(131)	182
PID/Gender: Rep Men	10%	(21)	26%	(53)	14%	(29)	6%	(13)	43%	(88)	204
PID/Gender: Rep Women	13%	(23)	14%	(25)	6%	(10)	3%	(5)	64%	(111)	174
Tea Party: Supporter	20%	(65)	24%	(78)	12%	(38)	7%	(22)	37%	(118)	320
Tea Party: Not Supporter	7%	(60)	17%	(140)	7%	(59)	5%	(43)	63%	(513)	816
Ideo: Liberal (1-3)	17%	(61)	20%	(69)	10%	(34)	5%	(19)	48%	(170)	352
Ideo: Moderate (4)	9%	(26)	20%	(58)	9%	(25)	5%	(15)	57%	(166)	289
Ideo: Conservative (5-7)	10%	(39)	20%	(78)	10%	(37)	6%	(23)	55%	(213)	390
Educ: < College	9%	(72)	17%	(139)	8%	(67)	6%	(44)	59%	(475)	798
Educ: Bachelors degree	16%	(36)	23%	(50)	8%	(17)	6%	(13)	47%	(102)	218
Educ: Post-grad	16%	(19)	23%	(29)	11%	(14)	7%	(9)	44%	(54)	124
Income: Under 50k	10%	(65)	18%	(123)	8%	(53)	6%	(38)	59%	(404)	683
Income: 50k-100k	12%	(41)	20%	(67)	11%	(37)	6%	(21)	50%	(169)	335
Income: 100k+	17%	(20)	23%	(29)	7%	(8)	6%	(7)	47%	(58)	122

Continued on next page

Table BRD5_2: Do you have a favorable or unfavorable view of the following college basketball teams?

Baylor

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(127)	19%	(218)	9%	(98)	6%	(66)	55%	(631)	1140
Ethnicity: White	11%	(103)	18%	(171)	8%	(72)	5%	(48)	57%	(531)	925
Ethnicity: Hispanic	19%	(34)	20%	(36)	10%	(18)	6%	(11)	45%	(81)	180
Ethnicity: Afr. Am.	14%	(18)	20%	(25)	14%	(18)	5%	(6)	46%	(56)	124
Ethnicity: Other	7%	(6)	24%	(22)	9%	(8)	12%	(11)	48%	(44)	91
Relig: Protestant	10%	(28)	23%	(66)	8%	(23)	7%	(21)	52%	(153)	291
Relig: Roman Catholic	15%	(40)	25%	(68)	7%	(19)	4%	(11)	49%	(129)	266
Relig: Ath./Agn./None	7%	(20)	15%	(43)	8%	(22)	5%	(15)	65%	(189)	289
Relig: Something Else	14%	(25)	19%	(33)	12%	(22)	5%	(9)	50%	(88)	177
Relig: Evangelical	14%	(48)	18%	(62)	9%	(30)	7%	(24)	51%	(172)	336
Relig: Non-Evang. Catholics	10%	(32)	24%	(81)	7%	(24)	5%	(18)	54%	(182)	337
Relig: All Christian	12%	(80)	21%	(142)	8%	(55)	6%	(41)	53%	(354)	672
Relig: All Non-Christian	10%	(46)	16%	(76)	9%	(43)	5%	(24)	59%	(277)	466
Community: Urban	18%	(60)	19%	(63)	5%	(17)	9%	(29)	48%	(159)	328
Community: Suburban	9%	(47)	21%	(109)	10%	(55)	5%	(25)	55%	(294)	530
Community: Rural	7%	(20)	16%	(46)	9%	(25)	4%	(12)	63%	(178)	282
Employ: Private Sector	15%	(53)	23%	(84)	10%	(34)	6%	(22)	46%	(168)	362
Employ: Government	17%	(11)	19%	(12)	15%	(10)	10%	(7)	39%	(26)	66
Employ: Self-Employed	10%	(9)	23%	(20)	13%	(11)	9%	(8)	45%	(41)	90
Employ: Homemaker	10%	(12)	10%	(12)	8%	(9)	4%	(5)	69%	(84)	122
Employ: Student	16%	(8)	19%	(10)	9%	(4)	7%	(3)	50%	(25)	50
Employ: Retired	7%	(17)	21%	(54)	8%	(20)	4%	(10)	61%	(159)	260
Employ: Unemployed	7%	(9)	12%	(14)	5%	(6)	4%	(4)	72%	(85)	118
Employ: Other	11%	(8)	17%	(12)	4%	(3)	9%	(7)	59%	(43)	72
Job Type: White-collar	15%	(59)	21%	(81)	11%	(44)	7%	(26)	46%	(179)	389
Job Type: Blue-collar	9%	(44)	20%	(103)	7%	(36)	6%	(30)	59%	(308)	522
Job Type: Don't Know	10%	(23)	15%	(35)	8%	(18)	4%	(10)	62%	(143)	229
Military HH: Yes	17%	(36)	23%	(47)	8%	(16)	6%	(12)	46%	(96)	208
Military HH: No	10%	(91)	18%	(171)	9%	(82)	6%	(54)	57%	(535)	932

Continued on next page

Table BRD5_2: Do you have a favorable or unfavorable view of the following college basketball teams?

Baylor

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(127)	19%	(218)	9%	(98)	6%	(66)	55%	(631)	1140
2016 Vote: Democrat Hillary Clinton	12%	(47)	21%	(80)	9%	(34)	7%	(27)	51%	(199)	388
2016 Vote: Republican Donald Trump	12%	(50)	22%	(91)	9%	(38)	5%	(19)	52%	(212)	410
2016 Vote: Someone else	9%	(9)	14%	(14)	9%	(8)	6%	(5)	62%	(59)	95
2012 Vote: Barack Obama	13%	(56)	20%	(88)	8%	(36)	6%	(25)	54%	(243)	447
2012 Vote: Mitt Romney	11%	(35)	21%	(68)	10%	(32)	6%	(18)	52%	(164)	317
2012 Vote: Didn't Vote	11%	(36)	17%	(56)	7%	(24)	6%	(21)	59%	(199)	336
4-Region: Northeast	15%	(28)	17%	(32)	11%	(20)	5%	(10)	51%	(95)	185
4-Region: Midwest	11%	(29)	23%	(59)	8%	(21)	7%	(19)	51%	(131)	259
4-Region: South	10%	(44)	18%	(78)	10%	(42)	6%	(27)	56%	(242)	433
4-Region: West	10%	(25)	19%	(49)	6%	(15)	4%	(10)	62%	(163)	263

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

Table BRD5_3: Do you have a favorable or unfavorable view of the following college basketball teams?

Butler

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(128)	20%	(231)	8%	(89)	4%	(50)	56%	(632)	1130
Gender: Male	14%	(79)	27%	(150)	13%	(70)	5%	(28)	41%	(232)	560
Gender: Female	9%	(49)	14%	(80)	3%	(19)	4%	(23)	70%	(400)	571
Age: 18-29	17%	(33)	20%	(40)	9%	(17)	4%	(9)	50%	(97)	196
Age: 30-44	19%	(63)	24%	(77)	9%	(31)	5%	(15)	43%	(139)	325
Age: 45-54	5%	(10)	19%	(37)	9%	(18)	6%	(11)	61%	(117)	192
Age: 55-64	7%	(15)	16%	(34)	6%	(13)	6%	(12)	64%	(135)	209
Age: 65+	4%	(8)	21%	(43)	5%	(10)	2%	(4)	69%	(144)	209
PID: Dem (no lean)	13%	(50)	23%	(93)	8%	(30)	5%	(18)	52%	(210)	401
PID: Ind (no lean)	8%	(31)	18%	(67)	7%	(26)	4%	(16)	62%	(229)	368
PID: Rep (no lean)	13%	(47)	20%	(71)	9%	(33)	4%	(16)	54%	(194)	361
PID/Gender: Dem Men	15%	(30)	30%	(60)	12%	(24)	6%	(13)	37%	(74)	200
PID/Gender: Dem Women	10%	(20)	16%	(32)	3%	(7)	3%	(6)	68%	(136)	201
PID/Gender: Ind Men	9%	(16)	26%	(48)	12%	(23)	3%	(6)	49%	(90)	183
PID/Gender: Ind Women	8%	(14)	10%	(19)	2%	(3)	6%	(10)	75%	(139)	185
PID/Gender: Rep Men	19%	(33)	24%	(41)	14%	(24)	5%	(9)	39%	(68)	176
PID/Gender: Rep Women	8%	(14)	16%	(30)	5%	(9)	4%	(7)	68%	(125)	185
Tea Party: Supporter	24%	(76)	25%	(77)	11%	(36)	4%	(14)	35%	(110)	312
Tea Party: Not Supporter	6%	(53)	19%	(153)	6%	(53)	4%	(37)	64%	(519)	814
Ideo: Liberal (1-3)	16%	(59)	24%	(87)	8%	(27)	5%	(19)	48%	(174)	366
Ideo: Moderate (4)	10%	(29)	22%	(66)	8%	(25)	3%	(10)	57%	(170)	299
Ideo: Conservative (5-7)	10%	(38)	18%	(67)	8%	(30)	4%	(16)	58%	(210)	362
Educ: < College	11%	(88)	19%	(157)	8%	(64)	5%	(43)	57%	(472)	825
Educ: Bachelors degree	11%	(21)	27%	(55)	8%	(15)	2%	(5)	52%	(105)	202
Educ: Post-grad	18%	(18)	19%	(19)	9%	(9)	3%	(3)	52%	(54)	104
Income: Under 50k	11%	(74)	18%	(122)	8%	(55)	5%	(34)	58%	(393)	679
Income: 50k-100k	11%	(36)	24%	(80)	8%	(26)	4%	(14)	53%	(173)	329
Income: 100k+	15%	(19)	23%	(28)	7%	(8)	2%	(2)	54%	(66)	123

Continued on next page

Table BRD5_3: Do you have a favorable or unfavorable view of the following college basketball teams?

Butler

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(128)	20%	(231)	8%	(89)	4%	(50)	56%	(632)	1130
Ethnicity: White	11%	(100)	19%	(176)	7%	(64)	4%	(39)	58%	(528)	907
Ethnicity: Hispanic	13%	(23)	25%	(43)	11%	(19)	3%	(4)	47%	(80)	169
Ethnicity: Afr. Am.	16%	(22)	28%	(39)	12%	(17)	2%	(3)	42%	(58)	139
Ethnicity: Other	7%	(6)	18%	(15)	10%	(8)	11%	(9)	54%	(46)	84
Relig: Protestant	12%	(32)	18%	(49)	9%	(24)	5%	(14)	57%	(156)	274
Relig: Roman Catholic	13%	(37)	25%	(68)	9%	(25)	2%	(7)	50%	(137)	274
Relig: Ath./Agn./None	9%	(26)	15%	(42)	7%	(20)	4%	(12)	65%	(191)	292
Relig: Something Else	15%	(27)	28%	(49)	6%	(12)	4%	(7)	47%	(84)	179
Relig: Evangelical	14%	(44)	21%	(67)	10%	(32)	7%	(22)	48%	(150)	315
Relig: Non-Evang. Catholics	9%	(30)	21%	(72)	7%	(25)	3%	(10)	60%	(203)	340
Relig: All Christian	11%	(75)	21%	(139)	9%	(57)	5%	(32)	54%	(353)	655
Relig: All Non-Christian	11%	(53)	20%	(92)	7%	(32)	4%	(18)	58%	(275)	471
Community: Urban	19%	(58)	25%	(76)	7%	(21)	7%	(20)	43%	(133)	309
Community: Suburban	9%	(44)	18%	(91)	8%	(40)	3%	(16)	63%	(322)	514
Community: Rural	9%	(26)	21%	(63)	9%	(28)	4%	(13)	58%	(177)	308
Employ: Private Sector	14%	(53)	27%	(99)	10%	(37)	5%	(18)	44%	(163)	369
Employ: Government	26%	(18)	25%	(17)	7%	(5)	1%	(1)	41%	(28)	69
Employ: Self-Employed	13%	(11)	17%	(14)	20%	(17)	4%	(4)	46%	(39)	85
Employ: Homemaker	11%	(14)	11%	(14)	6%	(8)	4%	(6)	68%	(89)	130
Employ: Retired	4%	(11)	21%	(55)	4%	(10)	3%	(8)	67%	(173)	256
Employ: Unemployed	8%	(9)	15%	(18)	6%	(7)	5%	(5)	67%	(78)	117
Employ: Other	15%	(9)	18%	(11)	1%	(1)	9%	(6)	57%	(34)	59
Job Type: White-collar	15%	(63)	23%	(98)	10%	(40)	4%	(17)	48%	(202)	421
Job Type: Blue-collar	9%	(45)	21%	(104)	8%	(39)	4%	(18)	58%	(290)	496
Job Type: Don't Know	9%	(20)	13%	(28)	5%	(10)	7%	(15)	66%	(140)	214
Military HH: Yes	17%	(36)	21%	(44)	11%	(23)	4%	(9)	46%	(96)	208
Military HH: No	10%	(92)	20%	(187)	7%	(66)	4%	(41)	58%	(536)	922
2016 Vote: Democrat Hillary Clinton	12%	(49)	23%	(90)	7%	(30)	4%	(16)	54%	(213)	397
2016 Vote: Republican Donald Trump	13%	(52)	23%	(91)	7%	(30)	4%	(17)	53%	(213)	403
2016 Vote: Someone else	10%	(9)	13%	(12)	5%	(5)	2%	(2)	70%	(65)	93

Continued on next page

Table BRD5_3: Do you have a favorable or unfavorable view of the following college basketball teams?*Butler*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(128)	20%	(231)	8%	(89)	4%	(50)	56%	(632)	1130
2012 Vote: Barack Obama	13%	(61)	24%	(109)	7%	(31)	4%	(20)	52%	(243)	463
2012 Vote: Mitt Romney	12%	(37)	21%	(63)	8%	(26)	4%	(13)	55%	(167)	306
2012 Vote: Didn't Vote	10%	(30)	16%	(49)	9%	(29)	5%	(16)	60%	(188)	312
4-Region: Northeast	10%	(22)	21%	(44)	7%	(14)	5%	(10)	57%	(120)	210
4-Region: Midwest	13%	(34)	23%	(59)	10%	(25)	3%	(7)	51%	(128)	253
4-Region: South	10%	(41)	22%	(88)	8%	(32)	5%	(18)	55%	(218)	397
4-Region: West	12%	(31)	15%	(41)	7%	(18)	6%	(15)	61%	(165)	270

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

Table BRD5_4: Do you have a favorable or unfavorable view of the following college basketball teams?
Florida

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	12%	(129)	19%	(205)	10%	(103)	6%	(62)	53%	(562)	1062
Gender: Male	15%	(77)	26%	(135)	12%	(66)	5%	(28)	42%	(223)	530
Gender: Female	10%	(52)	13%	(70)	7%	(37)	6%	(34)	64%	(339)	532
Age: 18-29	18%	(33)	21%	(38)	8%	(15)	9%	(16)	44%	(79)	182
Age: 30-44	18%	(55)	21%	(66)	11%	(34)	5%	(17)	45%	(141)	313
Age: 45-54	8%	(15)	20%	(39)	10%	(20)	8%	(15)	54%	(104)	193
Age: 55-64	6%	(12)	13%	(25)	8%	(15)	6%	(12)	67%	(130)	193
Age: 65+	8%	(14)	20%	(37)	11%	(20)	1%	(3)	60%	(108)	181
PID: Dem (no lean)	14%	(54)	21%	(82)	9%	(34)	6%	(23)	51%	(203)	395
PID: Ind (no lean)	9%	(28)	17%	(56)	10%	(32)	7%	(24)	58%	(190)	331
PID: Rep (no lean)	14%	(47)	20%	(67)	11%	(37)	5%	(16)	50%	(169)	336
PID/Gender: Dem Men	16%	(32)	28%	(56)	10%	(19)	7%	(13)	39%	(77)	197
PID/Gender: Dem Women	11%	(21)	13%	(26)	7%	(15)	5%	(9)	64%	(127)	198
PID/Gender: Ind Men	10%	(16)	24%	(40)	12%	(19)	4%	(7)	50%	(83)	165
PID/Gender: Ind Women	7%	(12)	10%	(16)	8%	(13)	10%	(17)	65%	(107)	166
PID/Gender: Rep Men	17%	(29)	24%	(40)	16%	(27)	5%	(8)	38%	(63)	167
PID/Gender: Rep Women	11%	(18)	16%	(27)	6%	(10)	4%	(8)	63%	(106)	168
Tea Party: Supporter	23%	(66)	19%	(55)	13%	(36)	5%	(14)	40%	(112)	284
Tea Party: Not Supporter	8%	(63)	19%	(150)	9%	(67)	6%	(48)	58%	(447)	775
Ideo: Liberal (1-3)	16%	(57)	20%	(71)	9%	(34)	5%	(18)	49%	(173)	354
Ideo: Moderate (4)	10%	(28)	21%	(56)	12%	(32)	6%	(15)	52%	(139)	270
Ideo: Conservative (5-7)	10%	(36)	20%	(69)	10%	(34)	6%	(22)	53%	(184)	345
Educ: < College	10%	(77)	19%	(143)	9%	(72)	7%	(51)	55%	(420)	763
Educ: Bachelors degree	17%	(33)	19%	(36)	11%	(20)	5%	(9)	48%	(91)	189
Educ: Post-grad	17%	(19)	23%	(26)	10%	(11)	3%	(3)	47%	(52)	111
Income: Under 50k	10%	(63)	20%	(125)	9%	(54)	6%	(36)	55%	(341)	618
Income: 50k-100k	12%	(40)	17%	(56)	13%	(42)	7%	(22)	51%	(165)	325
Income: 100k+	22%	(26)	20%	(24)	7%	(8)	3%	(4)	48%	(57)	119

Continued on next page

Table BRD5_4: Do you have a favorable or unfavorable view of the following college basketball teams?

Florida

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	12%	(129)	19%	(205)	10%	(103)	6%	(62)	53%	(562)	1062
Ethnicity: White	12%	(99)	18%	(154)	10%	(81)	6%	(47)	55%	(464)	846
Ethnicity: Hispanic	18%	(28)	24%	(35)	11%	(16)	1%	(2)	46%	(69)	149
Ethnicity: Afr. Am.	17%	(22)	29%	(38)	9%	(12)	7%	(9)	39%	(50)	130
Ethnicity: Other	9%	(8)	15%	(13)	12%	(10)	8%	(7)	55%	(48)	86
Relig: Protestant	13%	(35)	18%	(47)	12%	(32)	4%	(11)	53%	(138)	262
Relig: Roman Catholic	16%	(36)	25%	(58)	10%	(24)	2%	(4)	47%	(106)	227
Relig: Ath./Agn./None	7%	(19)	18%	(52)	5%	(15)	9%	(26)	61%	(171)	283
Relig: Something Else	12%	(19)	16%	(26)	12%	(20)	9%	(15)	51%	(83)	164
Relig: Evangelical	18%	(55)	19%	(60)	11%	(33)	4%	(14)	48%	(149)	311
Relig: Non-Evang. Catholics	12%	(35)	22%	(67)	12%	(35)	2%	(7)	52%	(158)	302
Relig: All Christian	15%	(90)	21%	(127)	11%	(68)	3%	(21)	50%	(307)	613
Relig: All Non-Christian	9%	(39)	17%	(78)	8%	(35)	9%	(41)	57%	(255)	447
Community: Urban	15%	(45)	22%	(64)	9%	(26)	8%	(25)	46%	(137)	297
Community: Suburban	10%	(48)	21%	(103)	10%	(49)	4%	(19)	55%	(272)	491
Community: Rural	13%	(35)	14%	(38)	11%	(29)	7%	(18)	56%	(153)	273
Employ: Private Sector	17%	(58)	23%	(79)	10%	(36)	5%	(17)	45%	(156)	346
Employ: Government	30%	(20)	15%	(10)	15%	(10)	5%	(3)	36%	(24)	67
Employ: Self-Employed	9%	(8)	20%	(20)	9%	(9)	12%	(12)	50%	(48)	96
Employ: Homemaker	3%	(3)	10%	(9)	9%	(8)	12%	(11)	66%	(61)	92
Employ: Student	13%	(7)	18%	(9)	12%	(6)	4%	(2)	53%	(27)	51
Employ: Retired	7%	(15)	21%	(45)	9%	(21)	2%	(5)	61%	(135)	220
Employ: Unemployed	10%	(12)	14%	(16)	6%	(8)	8%	(9)	62%	(73)	118
Employ: Other	8%	(6)	23%	(16)	9%	(7)	6%	(4)	54%	(38)	71
Job Type: White-collar	16%	(63)	23%	(89)	9%	(35)	5%	(21)	46%	(175)	383
Job Type: Blue-collar	10%	(49)	19%	(90)	10%	(47)	7%	(33)	53%	(248)	467
Job Type: Don't Know	8%	(17)	12%	(26)	10%	(21)	4%	(9)	66%	(139)	212
Military HH: Yes	21%	(41)	23%	(45)	12%	(23)	2%	(3)	42%	(81)	192
Military HH: No	10%	(88)	18%	(160)	9%	(80)	7%	(59)	55%	(482)	870

Continued on next page

Table BRD5_4: Do you have a favorable or unfavorable view of the following college basketball teams?
Florida

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	12%	(129)	19%	(205)	10%	(103)	6%	(62)	53%	(562)	1062
2016 Vote: Democrat Hillary Clinton	15%	(61)	21%	(86)	7%	(29)	5%	(18)	52%	(209)	402
2016 Vote: Republican Donald Trump	13%	(49)	20%	(75)	11%	(41)	6%	(22)	50%	(186)	374
2016 Vote: Someone else	3%	(2)	20%	(14)	8%	(5)	4%	(3)	65%	(44)	69
2012 Vote: Barack Obama	14%	(61)	23%	(100)	7%	(31)	6%	(26)	50%	(220)	438
2012 Vote: Mitt Romney	11%	(31)	20%	(55)	11%	(30)	5%	(13)	53%	(145)	274
2012 Vote: Didn't Vote	10%	(32)	14%	(44)	13%	(39)	7%	(22)	55%	(170)	307
4-Region: Northeast	7%	(14)	24%	(48)	12%	(23)	3%	(6)	54%	(106)	196
4-Region: Midwest	13%	(29)	17%	(37)	10%	(23)	6%	(14)	54%	(120)	223
4-Region: South	15%	(60)	21%	(82)	11%	(42)	6%	(23)	48%	(188)	395
4-Region: West	11%	(26)	15%	(38)	6%	(16)	8%	(19)	60%	(149)	247

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

Table BRD5_5: Do you have a favorable or unfavorable view of the following college basketball teams?

Gonzaga

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	15%	(160)	18%	(192)	6%	(67)	5%	(56)	56%	(601)	1076
Gender: Male	21%	(107)	24%	(124)	8%	(42)	5%	(28)	42%	(219)	520
Gender: Female	10%	(53)	12%	(67)	5%	(25)	5%	(28)	69%	(383)	556
Age: 18-29	15%	(26)	21%	(37)	12%	(21)	5%	(9)	47%	(83)	175
Age: 30-44	18%	(61)	20%	(68)	7%	(22)	8%	(25)	47%	(158)	335
Age: 45-54	11%	(20)	15%	(26)	3%	(6)	7%	(13)	64%	(114)	179
Age: 55-64	9%	(17)	16%	(30)	7%	(13)	4%	(8)	64%	(123)	191
Age: 65+	19%	(36)	16%	(31)	3%	(5)	—	(1)	63%	(123)	196
PID: Dem (no lean)	14%	(53)	19%	(75)	7%	(27)	8%	(30)	53%	(209)	395
PID: Ind (no lean)	15%	(51)	15%	(51)	5%	(19)	3%	(12)	62%	(216)	349
PID: Rep (no lean)	17%	(55)	20%	(65)	6%	(21)	4%	(14)	53%	(176)	331
PID/Gender: Dem Men	21%	(36)	25%	(44)	8%	(14)	9%	(16)	37%	(65)	176
PID/Gender: Dem Women	8%	(17)	14%	(31)	6%	(13)	6%	(14)	66%	(144)	219
PID/Gender: Ind Men	19%	(34)	21%	(36)	7%	(13)	2%	(4)	51%	(88)	175
PID/Gender: Ind Women	10%	(17)	9%	(15)	4%	(6)	4%	(7)	73%	(128)	174
PID/Gender: Rep Men	22%	(37)	26%	(44)	9%	(15)	4%	(8)	39%	(65)	169
PID/Gender: Rep Women	11%	(19)	13%	(21)	4%	(6)	4%	(6)	68%	(110)	162
Tea Party: Supporter	24%	(69)	22%	(64)	9%	(26)	7%	(20)	38%	(110)	289
Tea Party: Not Supporter	12%	(91)	16%	(127)	5%	(41)	4%	(35)	62%	(489)	783
Ideo: Liberal (1-3)	16%	(58)	21%	(74)	8%	(30)	5%	(19)	49%	(173)	353
Ideo: Moderate (4)	19%	(51)	16%	(44)	7%	(18)	6%	(17)	53%	(146)	276
Ideo: Conservative (5-7)	14%	(49)	17%	(57)	5%	(16)	5%	(15)	59%	(199)	335
Educ: < College	13%	(101)	16%	(120)	7%	(51)	6%	(47)	58%	(438)	756
Educ: Bachelors degree	17%	(39)	20%	(46)	5%	(12)	4%	(8)	53%	(120)	225
Educ: Post-grad	21%	(20)	27%	(26)	4%	(4)	1%	(1)	46%	(44)	95
Income: Under 50k	12%	(74)	17%	(106)	6%	(37)	6%	(36)	60%	(377)	630
Income: 50k-100k	18%	(60)	19%	(62)	8%	(25)	6%	(19)	49%	(157)	323
Income: 100k+	22%	(26)	19%	(23)	4%	(5)	1%	(1)	54%	(67)	122

Continued on next page

Table BRD5_5: Do you have a favorable or unfavorable view of the following college basketball teams?

Gonzaga

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	15%	(160)	18%	(192)	6%	(67)	5%	(56)	56%	(601)	1076
Ethnicity: White	15%	(125)	18%	(153)	6%	(51)	4%	(38)	57%	(490)	858
Ethnicity: Hispanic	18%	(28)	20%	(31)	7%	(10)	6%	(9)	48%	(74)	152
Ethnicity: Afr. Am.	20%	(26)	16%	(21)	8%	(10)	9%	(12)	49%	(65)	134
Ethnicity: Other	10%	(8)	21%	(17)	7%	(6)	7%	(6)	56%	(46)	83
Relig: Protestant	18%	(49)	16%	(45)	6%	(16)	4%	(11)	57%	(160)	281
Relig: Roman Catholic	22%	(54)	22%	(53)	6%	(14)	4%	(11)	46%	(112)	244
Relig: Ath./Agn./None	9%	(24)	15%	(42)	6%	(18)	4%	(12)	65%	(181)	279
Relig: Something Else	16%	(25)	19%	(30)	8%	(12)	6%	(9)	51%	(79)	154
Relig: Evangelical	18%	(55)	20%	(61)	7%	(23)	7%	(22)	49%	(152)	313
Relig: Non-Evang. Catholics	17%	(56)	18%	(58)	5%	(15)	4%	(12)	57%	(187)	327
Relig: All Christian	17%	(111)	19%	(119)	6%	(37)	5%	(34)	53%	(338)	640
Relig: All Non-Christian	11%	(49)	17%	(72)	7%	(30)	5%	(22)	60%	(260)	432
Community: Urban	20%	(54)	19%	(51)	5%	(14)	8%	(23)	48%	(133)	275
Community: Suburban	15%	(75)	18%	(88)	6%	(32)	3%	(17)	57%	(287)	500
Community: Rural	10%	(31)	17%	(53)	7%	(21)	5%	(16)	60%	(181)	301
Employ: Private Sector	16%	(54)	22%	(75)	7%	(22)	5%	(16)	50%	(170)	337
Employ: Government	30%	(25)	19%	(16)	9%	(7)	4%	(3)	37%	(31)	82
Employ: Self-Employed	16%	(13)	18%	(15)	9%	(8)	4%	(3)	53%	(44)	82
Employ: Homemaker	8%	(9)	16%	(17)	6%	(6)	7%	(8)	63%	(66)	105
Employ: Retired	15%	(36)	13%	(30)	5%	(12)	3%	(6)	64%	(152)	236
Employ: Unemployed	8%	(11)	19%	(27)	4%	(5)	8%	(12)	60%	(84)	138
Employ: Other	9%	(5)	14%	(8)	5%	(3)	13%	(8)	59%	(35)	60
Job Type: White-collar	18%	(69)	20%	(76)	7%	(28)	6%	(24)	48%	(185)	382
Job Type: Blue-collar	17%	(80)	17%	(78)	6%	(27)	5%	(23)	55%	(257)	465
Job Type: Don't Know	5%	(11)	17%	(38)	5%	(12)	4%	(9)	70%	(159)	229
Military HH: Yes	23%	(42)	21%	(40)	4%	(8)	5%	(8)	47%	(88)	187
Military HH: No	13%	(118)	17%	(152)	7%	(59)	5%	(47)	58%	(513)	889
2016 Vote: Democrat Hillary Clinton	15%	(60)	20%	(78)	6%	(25)	6%	(23)	53%	(207)	394
2016 Vote: Republican Donald Trump	17%	(66)	19%	(72)	6%	(23)	5%	(19)	53%	(205)	384
2016 Vote: Someone else	10%	(8)	11%	(9)	5%	(4)	1%	(1)	73%	(57)	78

Continued on next page

Table BRD5_5: Do you have a favorable or unfavorable view of the following college basketball teams?
Gonzaga

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	15%	(160)	18%	(192)	6%	(67)	5%	(56)	56%	(601)	1076
2012 Vote: Barack Obama	15%	(70)	20%	(90)	6%	(28)	5%	(24)	54%	(246)	457
2012 Vote: Mitt Romney	16%	(46)	19%	(53)	6%	(18)	4%	(10)	55%	(158)	285
2012 Vote: Didn't Vote	14%	(40)	14%	(41)	7%	(19)	7%	(22)	58%	(167)	290
4-Region: Northeast	16%	(36)	16%	(34)	8%	(17)	3%	(6)	57%	(123)	216
4-Region: Midwest	12%	(28)	27%	(63)	3%	(6)	5%	(11)	54%	(128)	236
4-Region: South	16%	(62)	15%	(59)	8%	(29)	7%	(28)	54%	(205)	383
4-Region: West	14%	(34)	15%	(36)	6%	(15)	4%	(11)	60%	(145)	241

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

Table BRD5_6: Do you have a favorable or unfavorable view of the following college basketball teams?

Kansas

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	13%	(142)	18%	(198)	8%	(83)	6%	(65)	56%	(619)	1108
Gender: Male	18%	(97)	23%	(119)	10%	(53)	7%	(36)	42%	(219)	524
Gender: Female	8%	(46)	13%	(79)	5%	(30)	5%	(29)	69%	(400)	584
Age: 18-29	12%	(23)	16%	(31)	13%	(26)	7%	(15)	52%	(104)	199
Age: 30-44	20%	(65)	19%	(61)	9%	(30)	6%	(18)	46%	(148)	322
Age: 45-54	8%	(15)	19%	(37)	8%	(16)	9%	(16)	56%	(106)	190
Age: 55-64	9%	(17)	15%	(27)	2%	(4)	7%	(12)	67%	(125)	185
Age: 65+	10%	(21)	20%	(42)	4%	(8)	2%	(4)	65%	(137)	212
PID: Dem (no lean)	13%	(47)	17%	(63)	7%	(26)	8%	(28)	56%	(204)	368
PID: Ind (no lean)	12%	(46)	15%	(58)	7%	(28)	6%	(21)	60%	(227)	381
PID: Rep (no lean)	14%	(49)	21%	(76)	8%	(29)	4%	(16)	52%	(188)	360
PID/Gender: Dem Men	19%	(32)	24%	(41)	7%	(12)	8%	(13)	42%	(70)	168
PID/Gender: Dem Women	8%	(15)	11%	(23)	7%	(13)	7%	(14)	67%	(134)	200
PID/Gender: Ind Men	17%	(34)	19%	(37)	11%	(23)	6%	(11)	47%	(93)	197
PID/Gender: Ind Women	7%	(12)	12%	(22)	3%	(6)	6%	(10)	73%	(134)	183
PID/Gender: Rep Men	20%	(31)	26%	(42)	11%	(18)	7%	(11)	36%	(57)	159
PID/Gender: Rep Women	9%	(18)	17%	(34)	6%	(11)	2%	(5)	66%	(132)	200
Tea Party: Supporter	22%	(67)	23%	(69)	14%	(41)	5%	(15)	36%	(109)	302
Tea Party: Not Supporter	9%	(73)	16%	(128)	5%	(42)	6%	(50)	64%	(508)	800
Ideo: Liberal (1-3)	19%	(63)	20%	(66)	9%	(29)	6%	(20)	47%	(155)	333
Ideo: Moderate (4)	11%	(30)	20%	(57)	6%	(16)	5%	(15)	58%	(163)	281
Ideo: Conservative (5-7)	13%	(47)	19%	(70)	8%	(30)	6%	(21)	53%	(192)	360
Educ: < College	10%	(82)	16%	(126)	7%	(54)	7%	(53)	61%	(487)	801
Educ: Bachelors degree	21%	(45)	21%	(44)	9%	(18)	4%	(8)	45%	(94)	210
Educ: Post-grad	16%	(15)	29%	(28)	11%	(11)	4%	(4)	40%	(39)	97
Income: Under 50k	11%	(73)	15%	(99)	7%	(43)	6%	(42)	61%	(404)	661
Income: 50k-100k	14%	(50)	23%	(81)	9%	(32)	5%	(18)	49%	(173)	353
Income: 100k+	21%	(20)	19%	(18)	8%	(8)	6%	(6)	45%	(43)	94

Continued on next page

Table BRD5_6: Do you have a favorable or unfavorable view of the following college basketball teams?

Kansas

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	13%	(142)	18%	(198)	8%	(83)	6%	(65)	56%	(619)	1108
Ethnicity: White	12%	(109)	18%	(160)	7%	(63)	6%	(53)	57%	(509)	894
Ethnicity: Hispanic	15%	(29)	19%	(37)	11%	(21)	5%	(10)	49%	(95)	192
Ethnicity: Afr. Am.	16%	(17)	19%	(21)	7%	(7)	6%	(7)	52%	(57)	108
Ethnicity: Other	15%	(16)	16%	(17)	13%	(13)	6%	(6)	51%	(53)	105
Relig: Protestant	13%	(41)	21%	(65)	5%	(15)	6%	(19)	54%	(166)	305
Relig: Roman Catholic	20%	(51)	19%	(48)	9%	(23)	5%	(12)	46%	(117)	252
Relig: Ath./Agn./None	6%	(17)	16%	(48)	9%	(27)	6%	(18)	63%	(182)	291
Relig: Something Else	15%	(23)	12%	(18)	8%	(12)	6%	(9)	58%	(87)	150
Relig: Evangelical	18%	(60)	19%	(64)	7%	(24)	7%	(26)	49%	(168)	343
Relig: Non-Evang. Catholics	13%	(42)	21%	(68)	6%	(20)	4%	(12)	56%	(182)	322
Relig: All Christian	15%	(102)	20%	(132)	7%	(44)	6%	(38)	53%	(350)	665
Relig: All Non-Christian	9%	(40)	15%	(66)	9%	(39)	6%	(26)	61%	(270)	441
Community: Urban	18%	(55)	23%	(71)	8%	(25)	7%	(22)	44%	(138)	310
Community: Suburban	12%	(60)	17%	(89)	8%	(41)	5%	(25)	58%	(297)	512
Community: Rural	9%	(26)	13%	(38)	6%	(18)	6%	(18)	65%	(185)	285
Employ: Private Sector	16%	(55)	20%	(72)	11%	(41)	6%	(21)	47%	(166)	356
Employ: Government	25%	(18)	20%	(14)	12%	(9)	6%	(4)	37%	(27)	72
Employ: Self-Employed	16%	(15)	26%	(24)	8%	(8)	8%	(7)	41%	(38)	93
Employ: Homemaker	6%	(7)	13%	(16)	5%	(6)	10%	(12)	66%	(81)	121
Employ: Retired	10%	(24)	17%	(41)	3%	(8)	3%	(7)	66%	(158)	238
Employ: Unemployed	6%	(7)	9%	(10)	3%	(3)	7%	(8)	75%	(84)	112
Employ: Other	17%	(12)	22%	(16)	6%	(5)	5%	(3)	50%	(37)	74
Job Type: White-collar	17%	(66)	22%	(83)	10%	(36)	5%	(20)	46%	(177)	382
Job Type: Blue-collar	13%	(61)	18%	(88)	7%	(34)	7%	(34)	56%	(271)	488
Job Type: Don't Know	6%	(15)	11%	(26)	6%	(13)	5%	(12)	72%	(172)	239
Military HH: Yes	20%	(40)	19%	(38)	11%	(21)	3%	(5)	47%	(91)	196
Military HH: No	11%	(102)	18%	(160)	7%	(62)	7%	(60)	58%	(528)	912
2016 Vote: Democrat Hillary Clinton	14%	(52)	19%	(70)	8%	(29)	8%	(30)	52%	(193)	374
2016 Vote: Republican Donald Trump	16%	(64)	20%	(78)	9%	(36)	5%	(20)	51%	(202)	401
2016 Vote: Someone else	5%	(5)	20%	(17)	9%	(8)	4%	(4)	62%	(54)	87

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Table BRD5_6: Do you have a favorable or unfavorable view of the following college basketball teams?

Kansas

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	13%	(142)	18%	(198)	8%	(83)	6%	(65)	56%	(619)	1108
2012 Vote: Barack Obama	15%	(63)	20%	(85)	8%	(35)	6%	(25)	52%	(224)	432
2012 Vote: Mitt Romney	13%	(37)	23%	(67)	9%	(25)	5%	(13)	51%	(150)	292
2012 Vote: Didn't Vote	11%	(36)	12%	(42)	6%	(19)	8%	(27)	63%	(213)	336
4-Region: Northeast	11%	(23)	17%	(37)	10%	(21)	6%	(13)	56%	(117)	210
4-Region: Midwest	18%	(41)	19%	(44)	7%	(15)	7%	(15)	51%	(119)	234
4-Region: South	12%	(50)	20%	(82)	7%	(30)	5%	(22)	56%	(232)	416
4-Region: West	12%	(29)	14%	(35)	7%	(17)	6%	(14)	62%	(152)	247

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

Table BRD5_7: Do you have a favorable or unfavorable view of the following college basketball teams?

Kentucky

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	17%	(183)	17%	(187)	8%	(89)	7%	(72)	51%	(551)	1082
Gender: Male	22%	(109)	20%	(101)	13%	(64)	8%	(37)	37%	(184)	494
Gender: Female	13%	(74)	15%	(86)	4%	(25)	6%	(34)	63%	(368)	588
Age: 18-29	15%	(29)	17%	(32)	16%	(31)	5%	(10)	47%	(89)	190
Age: 30-44	24%	(84)	20%	(69)	6%	(22)	9%	(31)	41%	(141)	347
Age: 45-54	11%	(21)	18%	(35)	10%	(19)	6%	(12)	55%	(107)	194
Age: 55-64	13%	(22)	14%	(24)	4%	(7)	8%	(14)	61%	(103)	170
Age: 65+	15%	(28)	15%	(27)	5%	(9)	3%	(6)	61%	(111)	181
PID: Dem (no lean)	19%	(71)	20%	(76)	9%	(33)	7%	(27)	46%	(178)	384
PID: Ind (no lean)	12%	(43)	14%	(49)	10%	(34)	7%	(24)	57%	(202)	351
PID: Rep (no lean)	20%	(69)	18%	(62)	6%	(22)	6%	(21)	50%	(172)	347
PID/Gender: Dem Men	22%	(38)	22%	(37)	13%	(23)	9%	(15)	33%	(55)	168
PID/Gender: Dem Women	16%	(34)	18%	(38)	5%	(10)	5%	(12)	57%	(122)	216
PID/Gender: Ind Men	17%	(28)	19%	(32)	14%	(24)	6%	(10)	44%	(74)	168
PID/Gender: Ind Women	8%	(14)	10%	(18)	5%	(10)	8%	(14)	70%	(128)	184
PID/Gender: Rep Men	27%	(43)	20%	(32)	11%	(17)	8%	(12)	35%	(55)	158
PID/Gender: Rep Women	14%	(26)	16%	(30)	3%	(5)	5%	(9)	63%	(118)	188
Tea Party: Supporter	28%	(82)	21%	(59)	11%	(32)	5%	(14)	35%	(101)	289
Tea Party: Not Supporter	13%	(101)	16%	(126)	7%	(57)	7%	(58)	57%	(448)	789
Ideo: Liberal (1-3)	19%	(67)	23%	(81)	10%	(37)	5%	(18)	43%	(150)	352
Ideo: Moderate (4)	16%	(45)	16%	(46)	6%	(19)	8%	(25)	54%	(156)	290
Ideo: Conservative (5-7)	17%	(60)	17%	(57)	8%	(28)	6%	(22)	52%	(178)	345
Educ: < College	14%	(110)	16%	(121)	9%	(67)	7%	(56)	54%	(417)	771
Educ: Bachelors degree	25%	(51)	19%	(40)	8%	(16)	6%	(12)	43%	(89)	208
Educ: Post-grad	21%	(22)	25%	(26)	5%	(5)	4%	(4)	44%	(46)	103
Income: Under 50k	14%	(92)	17%	(112)	9%	(57)	7%	(44)	53%	(344)	649
Income: 50k-100k	19%	(62)	17%	(54)	8%	(27)	7%	(22)	49%	(158)	323
Income: 100k+	26%	(29)	19%	(21)	5%	(5)	5%	(6)	45%	(50)	110

Continued on next page

Table BRD5_7: Do you have a favorable or unfavorable view of the following college basketball teams?

Kentucky

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	17%	(183)	17%	(187)	8%	(89)	7%	(72)	51%	(551)	1082
Ethnicity: White	16%	(137)	16%	(137)	7%	(64)	7%	(59)	54%	(464)	861
Ethnicity: Hispanic	21%	(35)	18%	(30)	11%	(18)	3%	(5)	48%	(80)	169
Ethnicity: Afr. Am.	23%	(31)	26%	(35)	8%	(11)	6%	(9)	36%	(47)	132
Ethnicity: Other	17%	(15)	18%	(16)	16%	(14)	5%	(4)	45%	(40)	90
Relig: Protestant	20%	(52)	18%	(46)	8%	(20)	7%	(19)	48%	(124)	261
Relig: Roman Catholic	22%	(58)	19%	(52)	8%	(21)	5%	(13)	47%	(125)	269
Relig: Ath./Agn./None	9%	(26)	13%	(37)	9%	(24)	7%	(21)	61%	(172)	280
Relig: Something Else	14%	(22)	18%	(29)	8%	(12)	7%	(12)	52%	(83)	159
Relig: Evangelical	27%	(81)	18%	(54)	9%	(27)	7%	(20)	39%	(117)	299
Relig: Non-Evang. Catholics	16%	(53)	19%	(66)	8%	(26)	6%	(19)	52%	(177)	341
Relig: All Christian	21%	(134)	19%	(120)	8%	(52)	6%	(39)	46%	(294)	640
Relig: All Non-Christian	11%	(48)	15%	(66)	8%	(36)	7%	(32)	58%	(255)	439
Community: Urban	23%	(71)	17%	(55)	7%	(21)	7%	(21)	47%	(147)	316
Community: Suburban	14%	(68)	18%	(85)	8%	(40)	5%	(25)	55%	(264)	482
Community: Rural	16%	(44)	17%	(47)	10%	(27)	9%	(26)	49%	(140)	284
Employ: Private Sector	23%	(78)	19%	(66)	9%	(32)	9%	(31)	40%	(136)	343
Employ: Government	31%	(21)	27%	(18)	11%	(7)	1%	(1)	31%	(21)	69
Employ: Self-Employed	21%	(21)	27%	(27)	13%	(12)	2%	(2)	37%	(36)	98
Employ: Homemaker	7%	(8)	11%	(13)	4%	(5)	10%	(13)	68%	(83)	122
Employ: Retired	13%	(28)	12%	(27)	6%	(14)	6%	(13)	63%	(140)	222
Employ: Unemployed	12%	(14)	14%	(16)	7%	(8)	6%	(7)	61%	(70)	115
Employ: Other	12%	(8)	20%	(14)	12%	(9)	6%	(4)	49%	(34)	70
Job Type: White-collar	22%	(82)	20%	(75)	10%	(37)	6%	(23)	43%	(160)	377
Job Type: Blue-collar	16%	(73)	18%	(85)	7%	(31)	8%	(37)	51%	(238)	464
Job Type: Don't Know	12%	(28)	12%	(28)	9%	(21)	5%	(11)	64%	(153)	241
Military HH: Yes	27%	(48)	17%	(30)	7%	(13)	4%	(7)	45%	(79)	177
Military HH: No	15%	(135)	17%	(157)	8%	(76)	7%	(65)	52%	(473)	905
2016 Vote: Democrat Hillary Clinton	17%	(67)	19%	(75)	9%	(36)	8%	(32)	46%	(180)	390
2016 Vote: Republican Donald Trump	21%	(79)	16%	(63)	7%	(27)	7%	(26)	49%	(189)	384
2016 Vote: Someone else	4%	(3)	16%	(12)	9%	(7)	7%	(5)	64%	(50)	77

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Table BRD5_7: Do you have a favorable or unfavorable view of the following college basketball teams?
Kentucky

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	17%	(183)	17%	(187)	8%	(89)	7%	(72)	51%	(551)	1082
2012 Vote: Barack Obama	18%	(82)	18%	(85)	8%	(36)	7%	(34)	49%	(225)	463
2012 Vote: Mitt Romney	18%	(48)	18%	(48)	8%	(22)	6%	(17)	50%	(133)	268
2012 Vote: Didn't Vote	14%	(46)	16%	(51)	9%	(28)	6%	(18)	55%	(174)	317
4-Region: Northeast	13%	(25)	17%	(35)	8%	(15)	6%	(12)	57%	(114)	200
4-Region: Midwest	17%	(39)	20%	(44)	8%	(17)	8%	(18)	47%	(107)	225
4-Region: South	20%	(80)	19%	(78)	10%	(39)	5%	(20)	46%	(183)	400
4-Region: West	15%	(39)	12%	(30)	7%	(18)	8%	(21)	58%	(148)	257

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

Table BRD5_8: Do you have a favorable or unfavorable view of the following college basketball teams?
Michigan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(163)	22%	(247)	7%	(81)	7%	(79)	50%	(561)	1132
Gender: Male	19%	(104)	27%	(147)	8%	(47)	8%	(44)	38%	(211)	553
Gender: Female	10%	(59)	17%	(100)	6%	(34)	6%	(35)	61%	(351)	579
Age: 18-29	16%	(31)	22%	(43)	7%	(14)	9%	(17)	46%	(88)	194
Age: 30-44	20%	(69)	22%	(75)	9%	(30)	7%	(23)	42%	(144)	340
Age: 45-54	12%	(21)	25%	(45)	6%	(11)	9%	(16)	48%	(88)	181
Age: 55-64	10%	(22)	18%	(38)	5%	(12)	7%	(15)	59%	(127)	214
Age: 65+	10%	(19)	23%	(47)	7%	(14)	4%	(8)	56%	(114)	202
PID: Dem (no lean)	16%	(65)	22%	(89)	7%	(27)	7%	(30)	49%	(199)	409
PID: Ind (no lean)	13%	(47)	21%	(77)	5%	(16)	7%	(24)	54%	(195)	360
PID: Rep (no lean)	14%	(51)	23%	(82)	10%	(38)	7%	(25)	46%	(167)	362
PID/Gender: Dem Men	24%	(44)	26%	(48)	7%	(13)	7%	(14)	36%	(67)	187
PID/Gender: Dem Women	10%	(21)	18%	(40)	6%	(14)	7%	(16)	59%	(132)	223
PID/Gender: Ind Men	15%	(26)	30%	(52)	6%	(10)	7%	(12)	43%	(75)	175
PID/Gender: Ind Women	11%	(21)	14%	(25)	3%	(6)	6%	(12)	65%	(120)	185
PID/Gender: Rep Men	18%	(34)	25%	(47)	12%	(23)	9%	(18)	36%	(69)	191
PID/Gender: Rep Women	10%	(17)	20%	(34)	8%	(14)	4%	(7)	57%	(99)	172
Tea Party: Supporter	23%	(69)	27%	(80)	11%	(32)	7%	(20)	33%	(97)	298
Tea Party: Not Supporter	11%	(93)	20%	(168)	6%	(49)	7%	(59)	56%	(461)	829
Ideo: Liberal (1-3)	18%	(65)	24%	(88)	8%	(28)	6%	(21)	44%	(161)	362
Ideo: Moderate (4)	15%	(41)	23%	(63)	6%	(17)	6%	(18)	50%	(139)	276
Ideo: Conservative (5-7)	13%	(48)	22%	(82)	8%	(30)	8%	(30)	49%	(181)	372
Educ: < College	13%	(100)	20%	(158)	7%	(58)	8%	(63)	52%	(419)	798
Educ: Bachelors degree	20%	(43)	25%	(54)	7%	(15)	4%	(9)	45%	(97)	216
Educ: Post-grad	17%	(20)	30%	(36)	7%	(9)	6%	(7)	39%	(46)	117
Income: Under 50k	14%	(90)	21%	(140)	7%	(46)	7%	(49)	51%	(339)	665
Income: 50k-100k	15%	(53)	22%	(76)	8%	(29)	6%	(22)	48%	(166)	345
Income: 100k+	17%	(20)	26%	(32)	5%	(6)	6%	(8)	46%	(56)	122

Continued on next page

Table BRD5_8: Do you have a favorable or unfavorable view of the following college basketball teams?

Michigan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(163)	22%	(247)	7%	(81)	7%	(79)	50%	(561)	1132
Ethnicity: White	13%	(118)	23%	(199)	7%	(58)	6%	(56)	51%	(451)	882
Ethnicity: Hispanic	21%	(32)	23%	(35)	10%	(15)	1%	(2)	45%	(69)	153
Ethnicity: Afr. Am.	21%	(32)	18%	(27)	6%	(9)	10%	(15)	45%	(68)	151
Ethnicity: Other	13%	(13)	22%	(21)	15%	(15)	7%	(7)	43%	(42)	99
Relig: Protestant	13%	(38)	20%	(59)	8%	(22)	8%	(24)	51%	(146)	289
Relig: Roman Catholic	20%	(54)	28%	(76)	6%	(17)	2%	(6)	43%	(114)	266
Relig: Ath./Agn./None	11%	(33)	21%	(61)	6%	(19)	6%	(18)	55%	(162)	293
Relig: Something Else	14%	(25)	21%	(38)	7%	(13)	10%	(19)	47%	(85)	180
Relig: Evangelical	20%	(63)	17%	(54)	9%	(28)	9%	(28)	46%	(148)	321
Relig: Non-Evang. Catholics	12%	(42)	28%	(94)	6%	(21)	4%	(13)	49%	(165)	335
Relig: All Christian	16%	(104)	23%	(149)	8%	(49)	6%	(42)	48%	(312)	656
Relig: All Non-Christian	12%	(58)	21%	(99)	7%	(32)	8%	(37)	52%	(247)	473
Community: Urban	18%	(62)	22%	(72)	5%	(18)	8%	(26)	47%	(157)	335
Community: Suburban	11%	(56)	24%	(123)	9%	(44)	6%	(30)	50%	(251)	503
Community: Rural	16%	(46)	18%	(52)	6%	(19)	8%	(23)	53%	(154)	294
Employ: Private Sector	20%	(72)	25%	(91)	8%	(31)	8%	(27)	39%	(141)	363
Employ: Government	23%	(13)	24%	(13)	11%	(6)	16%	(9)	27%	(15)	56
Employ: Self-Employed	17%	(15)	22%	(19)	11%	(9)	5%	(4)	45%	(39)	86
Employ: Homemaker	7%	(8)	20%	(24)	5%	(6)	7%	(9)	61%	(74)	122
Employ: Student	15%	(8)	21%	(12)	10%	(5)	4%	(2)	49%	(27)	55
Employ: Retired	10%	(25)	22%	(53)	6%	(15)	6%	(14)	55%	(134)	242
Employ: Unemployed	10%	(13)	16%	(22)	6%	(8)	5%	(7)	63%	(84)	133
Employ: Other	12%	(9)	18%	(13)	1%	(1)	8%	(6)	62%	(46)	75
Job Type: White-collar	17%	(73)	28%	(119)	7%	(29)	6%	(25)	41%	(173)	419
Job Type: Blue-collar	15%	(72)	19%	(95)	8%	(40)	9%	(45)	49%	(238)	490
Job Type: Don't Know	8%	(18)	15%	(33)	5%	(12)	4%	(9)	68%	(150)	222
Military HH: Yes	22%	(45)	28%	(56)	5%	(10)	5%	(11)	39%	(78)	200
Military HH: No	13%	(118)	21%	(191)	8%	(71)	7%	(68)	52%	(484)	932

Continued on next page

Table BRD5_8: Do you have a favorable or unfavorable view of the following college basketball teams?
Michigan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(163)	22%	(247)	7%	(81)	7%	(79)	50%	(561)	1132
2016 Vote: Democrat Hillary Clinton	17%	(71)	22%	(88)	5%	(22)	7%	(29)	49%	(198)	408
2016 Vote: Republican Donald Trump	14%	(57)	23%	(92)	10%	(41)	7%	(28)	45%	(182)	400
2016 Vote: Someone else	7%	(5)	31%	(23)	10%	(7)	2%	(2)	49%	(36)	73
2012 Vote: Barack Obama	17%	(80)	21%	(98)	6%	(30)	6%	(28)	50%	(235)	471
2012 Vote: Mitt Romney	12%	(37)	27%	(81)	9%	(26)	7%	(23)	45%	(138)	305
2012 Vote: Didn't Vote	13%	(40)	17%	(55)	7%	(23)	9%	(28)	54%	(170)	315
4-Region: Northeast	16%	(36)	22%	(49)	5%	(11)	5%	(11)	52%	(114)	220
4-Region: Midwest	21%	(48)	26%	(61)	8%	(20)	7%	(16)	38%	(89)	234
4-Region: South	11%	(48)	20%	(87)	8%	(34)	9%	(37)	52%	(225)	432
4-Region: West	12%	(31)	20%	(50)	7%	(17)	6%	(15)	54%	(133)	246

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

Table BRD5_9: Do you have a favorable or unfavorable view of the following college basketball teams?
North Carolina

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	17%	(185)	20%	(216)	6%	(66)	6%	(63)	51%	(558)	1088
Gender: Male	23%	(121)	25%	(132)	8%	(42)	6%	(33)	38%	(199)	527
Gender: Female	11%	(64)	15%	(83)	4%	(24)	5%	(30)	64%	(359)	560
Age: 18-29	20%	(38)	21%	(40)	10%	(18)	4%	(7)	45%	(83)	186
Age: 30-44	23%	(75)	24%	(76)	6%	(21)	4%	(14)	42%	(135)	321
Age: 45-54	12%	(23)	18%	(34)	7%	(13)	8%	(16)	55%	(104)	189
Age: 55-64	13%	(26)	13%	(26)	4%	(8)	11%	(23)	58%	(116)	199
Age: 65+	12%	(23)	21%	(41)	3%	(6)	2%	(3)	62%	(119)	193
PID: Dem (no lean)	20%	(80)	20%	(81)	5%	(22)	6%	(23)	49%	(198)	403
PID: Ind (no lean)	12%	(43)	19%	(68)	7%	(24)	6%	(23)	56%	(199)	357
PID: Rep (no lean)	19%	(63)	20%	(67)	6%	(20)	5%	(17)	49%	(161)	328
PID/Gender: Dem Men	28%	(52)	30%	(56)	5%	(10)	7%	(12)	31%	(58)	188
PID/Gender: Dem Women	13%	(27)	12%	(25)	5%	(12)	5%	(11)	65%	(140)	215
PID/Gender: Ind Men	18%	(30)	21%	(36)	9%	(16)	7%	(12)	45%	(78)	173
PID/Gender: Ind Women	7%	(12)	17%	(32)	5%	(8)	6%	(11)	65%	(121)	184
PID/Gender: Rep Men	23%	(39)	24%	(40)	10%	(16)	5%	(9)	38%	(63)	166
PID/Gender: Rep Women	15%	(25)	17%	(27)	2%	(4)	5%	(8)	61%	(98)	161
Tea Party: Supporter	30%	(86)	24%	(67)	7%	(20)	5%	(13)	34%	(96)	282
Tea Party: Not Supporter	12%	(99)	19%	(149)	6%	(45)	6%	(50)	57%	(462)	805
Ideo: Liberal (1-3)	22%	(75)	22%	(73)	7%	(23)	5%	(16)	45%	(152)	339
Ideo: Moderate (4)	16%	(46)	21%	(61)	7%	(21)	5%	(16)	51%	(148)	291
Ideo: Conservative (5-7)	18%	(62)	19%	(67)	5%	(17)	6%	(21)	52%	(181)	349
Educ: < College	14%	(111)	19%	(148)	5%	(38)	7%	(55)	55%	(423)	775
Educ: Bachelors degree	23%	(47)	20%	(41)	10%	(20)	2%	(4)	45%	(92)	205
Educ: Post-grad	25%	(27)	25%	(27)	7%	(8)	3%	(3)	40%	(43)	108
Income: Under 50k	14%	(92)	20%	(130)	5%	(33)	7%	(48)	53%	(341)	644
Income: 50k-100k	21%	(70)	20%	(66)	8%	(26)	3%	(11)	48%	(161)	333
Income: 100k+	21%	(24)	18%	(20)	6%	(6)	4%	(4)	51%	(56)	110

Continued on next page

Table BRD5_9: Do you have a favorable or unfavorable view of the following college basketball teams?

North Carolina

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion	Total N
Adults	17%	(185)	20%	(216)	6%	(66)	6%	(63)	51% (558)	1088
Ethnicity: White	16%	(141)	18%	(156)	6%	(49)	6%	(48)	54% (467)	861
Ethnicity: Hispanic	24%	(40)	15%	(25)	11%	(19)	3%	(5)	47% (78)	167
Ethnicity: Afr. Am.	22%	(28)	31%	(41)	6%	(8)	8%	(11)	33% (43)	130
Ethnicity: Other	17%	(16)	19%	(19)	9%	(9)	5%	(4)	50% (48)	97
Relig: Protestant	16%	(44)	17%	(46)	7%	(19)	7%	(18)	52% (138)	265
Relig: Roman Catholic	24%	(65)	21%	(55)	6%	(17)	3%	(8)	46% (121)	266
Relig: Ath./Agn./None	10%	(26)	23%	(61)	4%	(10)	5%	(13)	58% (154)	263
Relig: Something Else	18%	(29)	17%	(29)	6%	(10)	7%	(12)	52% (86)	167
Relig: Evangelical	22%	(72)	20%	(68)	7%	(23)	8%	(27)	43% (144)	333
Relig: Non-Evang. Catholics	18%	(58)	18%	(58)	7%	(23)	4%	(12)	53% (171)	321
Relig: All Christian	20%	(130)	19%	(125)	7%	(45)	6%	(39)	48% (315)	654
Relig: All Non-Christian	13%	(55)	21%	(90)	5%	(20)	6%	(25)	56% (240)	430
Community: Urban	20%	(61)	24%	(73)	6%	(18)	6%	(19)	44% (131)	302
Community: Suburban	17%	(84)	19%	(96)	6%	(28)	4%	(21)	55% (275)	504
Community: Rural	15%	(41)	17%	(47)	7%	(19)	8%	(23)	54% (152)	282
Employ: Private Sector	21%	(75)	21%	(76)	9%	(31)	5%	(18)	44% (156)	355
Employ: Government	31%	(19)	26%	(16)	7%	(4)	3%	(2)	33% (20)	62
Employ: Self-Employed	17%	(14)	28%	(23)	5%	(4)	6%	(5)	44% (36)	83
Employ: Homemaker	10%	(11)	16%	(17)	4%	(4)	8%	(9)	63% (70)	112
Employ: Student	28%	(14)	16%	(8)	2%	(1)	8%	(4)	46% (23)	50
Employ: Retired	13%	(31)	16%	(39)	4%	(10)	7%	(17)	59% (140)	237
Employ: Unemployed	10%	(12)	15%	(18)	5%	(5)	4%	(4)	66% (77)	116
Employ: Other	12%	(9)	26%	(19)	8%	(6)	6%	(4)	48% (34)	71
Job Type: White-collar	22%	(85)	22%	(84)	7%	(27)	5%	(18)	45% (172)	385
Job Type: Blue-collar	15%	(77)	20%	(101)	6%	(32)	7%	(34)	52% (259)	502
Job Type: Don't Know	12%	(24)	16%	(31)	3%	(7)	6%	(12)	63% (127)	200
Military HH: Yes	22%	(47)	22%	(45)	6%	(12)	7%	(15)	43% (88)	208
Military HH: No	16%	(139)	19%	(170)	6%	(53)	5%	(48)	53% (469)	880

Continued on next page

Table BRD5_9: Do you have a favorable or unfavorable view of the following college basketball teams?
North Carolina

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	17%	(185)	20%	(216)	6%	(66)	6%	(63)	51%	(558)	1088
2016 Vote: Democrat Hillary Clinton	19%	(73)	23%	(89)	6%	(25)	5%	(21)	47%	(186)	394
2016 Vote: Republican Donald Trump	19%	(70)	19%	(69)	6%	(21)	7%	(25)	50%	(186)	372
2016 Vote: Someone else	13%	(11)	23%	(19)	6%	(5)	3%	(3)	54%	(46)	85
2012 Vote: Barack Obama	19%	(87)	21%	(96)	6%	(27)	6%	(26)	49%	(227)	463
2012 Vote: Mitt Romney	19%	(53)	20%	(58)	6%	(17)	4%	(13)	50%	(144)	285
2012 Vote: Didn't Vote	12%	(38)	17%	(52)	6%	(18)	8%	(24)	56%	(170)	301
4-Region: Northeast	17%	(34)	23%	(46)	3%	(6)	3%	(6)	53%	(103)	195
4-Region: Midwest	17%	(38)	18%	(41)	7%	(15)	9%	(19)	49%	(108)	221
4-Region: South	16%	(65)	21%	(84)	9%	(35)	6%	(24)	49%	(199)	407
4-Region: West	18%	(48)	17%	(46)	4%	(10)	5%	(13)	56%	(148)	264

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

Table BRD5_10: Do you have a favorable or unfavorable view of the following college basketball teams?
Oregon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(157)	22%	(243)	7%	(76)	6%	(64)	52%	(581)	1122
Gender: Male	20%	(105)	25%	(134)	8%	(44)	7%	(37)	40%	(214)	534
Gender: Female	9%	(51)	19%	(109)	6%	(32)	5%	(27)	63%	(368)	588
Age: 18-29	17%	(32)	20%	(40)	13%	(24)	6%	(11)	44%	(86)	194
Age: 30-44	24%	(75)	25%	(78)	6%	(19)	7%	(22)	38%	(121)	316
Age: 45-54	8%	(14)	23%	(42)	8%	(15)	8%	(15)	54%	(99)	186
Age: 55-64	8%	(17)	19%	(41)	2%	(4)	5%	(10)	66%	(145)	218
Age: 65+	8%	(18)	20%	(43)	6%	(13)	3%	(5)	62%	(130)	209
PID: Dem (no lean)	16%	(62)	21%	(82)	7%	(25)	5%	(19)	51%	(194)	382
PID: Ind (no lean)	10%	(36)	20%	(73)	7%	(26)	7%	(26)	56%	(203)	364
PID: Rep (no lean)	16%	(58)	23%	(88)	7%	(25)	5%	(20)	49%	(184)	376
PID/Gender: Dem Men	27%	(46)	25%	(43)	7%	(11)	6%	(10)	35%	(61)	171
PID/Gender: Dem Women	8%	(16)	18%	(39)	7%	(14)	4%	(9)	63%	(134)	211
PID/Gender: Ind Men	12%	(20)	27%	(47)	8%	(15)	9%	(15)	44%	(75)	173
PID/Gender: Ind Women	8%	(16)	13%	(26)	6%	(11)	6%	(11)	67%	(127)	191
PID/Gender: Rep Men	21%	(39)	23%	(44)	9%	(18)	6%	(12)	41%	(78)	190
PID/Gender: Rep Women	10%	(19)	24%	(45)	4%	(7)	4%	(8)	57%	(107)	186
Tea Party: Supporter	26%	(84)	24%	(78)	8%	(26)	8%	(24)	34%	(110)	321
Tea Party: Not Supporter	9%	(71)	21%	(165)	6%	(51)	5%	(40)	59%	(471)	798
Ideo: Liberal (1-3)	18%	(65)	25%	(91)	7%	(27)	6%	(24)	43%	(159)	366
Ideo: Moderate (4)	13%	(34)	22%	(61)	6%	(17)	5%	(15)	53%	(145)	271
Ideo: Conservative (5-7)	13%	(50)	21%	(80)	8%	(30)	5%	(20)	52%	(195)	375
Educ: < College	13%	(105)	19%	(158)	7%	(57)	7%	(54)	54%	(446)	820
Educ: Bachelors degree	14%	(28)	27%	(52)	6%	(11)	4%	(8)	49%	(94)	193
Educ: Post-grad	21%	(23)	31%	(33)	8%	(8)	3%	(3)	38%	(41)	109
Income: Under 50k	13%	(89)	20%	(132)	5%	(33)	7%	(48)	55%	(365)	667
Income: 50k-100k	15%	(47)	24%	(77)	10%	(32)	3%	(11)	48%	(156)	322
Income: 100k+	15%	(20)	27%	(35)	8%	(11)	5%	(6)	45%	(60)	132

Continued on next page

Table BRD5_10: Do you have a favorable or unfavorable view of the following college basketball teams?

Oregon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(157)	22%	(243)	7%	(76)	6%	(64)	52%	(581)	1122
Ethnicity: White	13%	(119)	21%	(191)	6%	(54)	5%	(42)	55%	(489)	894
Ethnicity: Hispanic	28%	(47)	25%	(42)	11%	(19)	5%	(8)	31%	(53)	169
Ethnicity: Afr. Am.	19%	(25)	22%	(28)	8%	(11)	10%	(13)	41%	(54)	132
Ethnicity: Other	13%	(12)	25%	(24)	12%	(12)	9%	(9)	40%	(39)	96
Relig: Protestant	12%	(35)	21%	(64)	6%	(17)	8%	(23)	54%	(160)	298
Relig: Roman Catholic	22%	(54)	22%	(53)	6%	(15)	3%	(6)	47%	(116)	245
Relig: Ath./Agn./None	9%	(26)	23%	(66)	5%	(14)	6%	(16)	58%	(168)	290
Relig: Something Else	15%	(29)	24%	(44)	8%	(15)	7%	(12)	45%	(84)	184
Relig: Evangelical	20%	(65)	20%	(64)	7%	(23)	7%	(24)	45%	(144)	320
Relig: Non-Evang. Catholics	11%	(37)	21%	(68)	8%	(25)	4%	(12)	57%	(186)	328
Relig: All Christian	16%	(102)	20%	(132)	7%	(47)	6%	(36)	51%	(330)	647
Relig: All Non-Christian	12%	(55)	23%	(110)	6%	(29)	6%	(28)	53%	(251)	474
Community: Urban	21%	(67)	24%	(74)	4%	(14)	8%	(24)	43%	(136)	315
Community: Suburban	10%	(52)	21%	(111)	9%	(46)	6%	(31)	54%	(278)	518
Community: Rural	13%	(37)	20%	(58)	6%	(17)	3%	(9)	58%	(168)	289
Employ: Private Sector	19%	(71)	25%	(92)	7%	(26)	6%	(23)	42%	(157)	369
Employ: Government	30%	(20)	20%	(13)	18%	(12)	3%	(2)	29%	(19)	66
Employ: Self-Employed	12%	(12)	23%	(23)	13%	(13)	13%	(12)	39%	(38)	97
Employ: Homemaker	5%	(6)	21%	(23)	3%	(3)	4%	(5)	67%	(76)	113
Employ: Retired	8%	(20)	18%	(44)	5%	(13)	4%	(10)	65%	(163)	250
Employ: Unemployed	16%	(18)	16%	(19)	2%	(2)	3%	(4)	63%	(74)	117
Employ: Other	10%	(6)	30%	(19)	7%	(4)	9%	(6)	45%	(29)	63
Job Type: White-collar	18%	(72)	25%	(101)	8%	(31)	4%	(17)	45%	(185)	407
Job Type: Blue-collar	14%	(68)	22%	(107)	6%	(30)	7%	(33)	52%	(255)	492
Job Type: Don't Know	8%	(17)	15%	(34)	7%	(15)	7%	(15)	64%	(142)	223
Military HH: Yes	22%	(49)	22%	(49)	7%	(16)	6%	(14)	42%	(92)	220
Military HH: No	12%	(108)	22%	(194)	7%	(60)	6%	(51)	54%	(489)	902
2016 Vote: Democrat Hillary Clinton	18%	(69)	22%	(83)	8%	(31)	4%	(16)	47%	(176)	375
2016 Vote: Republican Donald Trump	15%	(60)	22%	(88)	7%	(28)	7%	(27)	50%	(205)	408
2016 Vote: Someone else	8%	(7)	21%	(17)	11%	(9)	6%	(5)	54%	(43)	81

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Table BRD5_10: Do you have a favorable or unfavorable view of the following college basketball teams?
Oregon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(157)	22%	(243)	7%	(76)	6%	(64)	52%	(581)	1122
2012 Vote: Barack Obama	17%	(75)	23%	(101)	8%	(36)	4%	(18)	48%	(214)	444
2012 Vote: Mitt Romney	15%	(46)	23%	(68)	5%	(16)	6%	(18)	50%	(150)	298
2012 Vote: Didn't Vote	8%	(28)	19%	(64)	7%	(23)	7%	(25)	58%	(197)	338
4-Region: Northeast	11%	(23)	22%	(44)	7%	(13)	4%	(7)	56%	(113)	201
4-Region: Midwest	10%	(25)	25%	(61)	6%	(15)	7%	(18)	51%	(124)	243
4-Region: South	14%	(59)	18%	(77)	9%	(38)	6%	(25)	53%	(225)	424
4-Region: West	20%	(50)	24%	(60)	4%	(10)	6%	(14)	47%	(119)	254

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

Table BRD5_11: Do you have a favorable or unfavorable view of the following college basketball teams?

Purdue

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	9%	(96)	21%	(232)	9%	(94)	5%	(58)	56%	(612)	1092
Gender: Male	12%	(59)	27%	(130)	10%	(50)	5%	(25)	46%	(226)	490
Gender: Female	6%	(38)	17%	(101)	7%	(44)	6%	(33)	64%	(386)	602
Age: 18-29	10%	(18)	23%	(43)	12%	(22)	7%	(12)	49%	(93)	189
Age: 30-44	13%	(40)	19%	(57)	13%	(41)	7%	(20)	48%	(145)	303
Age: 45-54	6%	(11)	25%	(49)	10%	(20)	5%	(10)	54%	(107)	196
Age: 55-64	7%	(15)	19%	(38)	3%	(6)	5%	(11)	66%	(135)	205
Age: 65+	6%	(12)	22%	(44)	3%	(6)	3%	(5)	66%	(132)	199
PID: Dem (no lean)	10%	(43)	23%	(96)	8%	(33)	5%	(22)	53%	(222)	416
PID: Ind (no lean)	6%	(20)	18%	(59)	8%	(27)	6%	(18)	62%	(207)	332
PID: Rep (no lean)	10%	(33)	22%	(77)	10%	(33)	5%	(18)	53%	(183)	343
PID/Gender: Dem Men	15%	(27)	31%	(55)	10%	(18)	5%	(9)	38%	(68)	177
PID/Gender: Dem Women	7%	(16)	17%	(40)	6%	(15)	5%	(13)	65%	(154)	239
PID/Gender: Ind Men	7%	(10)	23%	(35)	8%	(12)	5%	(7)	57%	(86)	152
PID/Gender: Ind Women	5%	(10)	13%	(24)	8%	(15)	6%	(11)	67%	(121)	180
PID/Gender: Rep Men	13%	(22)	25%	(40)	12%	(19)	5%	(9)	45%	(72)	161
PID/Gender: Rep Women	6%	(12)	20%	(37)	8%	(14)	5%	(9)	60%	(110)	182
Tea Party: Supporter	19%	(51)	24%	(63)	11%	(28)	7%	(17)	39%	(103)	261
Tea Party: Not Supporter	5%	(45)	20%	(169)	8%	(66)	5%	(41)	61%	(506)	827
Ideo: Liberal (1-3)	11%	(39)	22%	(77)	11%	(37)	3%	(12)	53%	(186)	352
Ideo: Moderate (4)	7%	(19)	23%	(64)	8%	(23)	6%	(18)	56%	(157)	281
Ideo: Conservative (5-7)	10%	(34)	22%	(78)	8%	(29)	6%	(19)	54%	(190)	351
Educ: < College	8%	(63)	18%	(143)	9%	(68)	6%	(48)	59%	(456)	778
Educ: Bachelors degree	11%	(22)	30%	(61)	9%	(18)	3%	(5)	48%	(98)	204
Educ: Post-grad	10%	(10)	26%	(28)	7%	(8)	4%	(5)	54%	(59)	110
Income: Under 50k	8%	(55)	19%	(131)	8%	(51)	6%	(41)	59%	(397)	674
Income: 50k-100k	10%	(30)	24%	(70)	11%	(33)	5%	(16)	50%	(149)	298
Income: 100k+	9%	(10)	26%	(31)	9%	(10)	1%	(1)	56%	(67)	119

Continued on next page

Table BRD5_11: Do you have a favorable or unfavorable view of the following college basketball teams?

Purdue

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	9%	(96)	21%	(232)	9%	(94)	5%	(58)	56%	(612)	1092
Ethnicity: White	8%	(73)	22%	(192)	7%	(60)	5%	(42)	57%	(492)	859
Ethnicity: Hispanic	14%	(19)	25%	(35)	13%	(19)	5%	(7)	44%	(63)	143
Ethnicity: Afr. Am.	8%	(12)	17%	(24)	12%	(17)	6%	(8)	56%	(78)	139
Ethnicity: Other	13%	(12)	17%	(15)	18%	(17)	8%	(8)	45%	(42)	93
Relig: Protestant	8%	(20)	18%	(47)	9%	(22)	6%	(16)	59%	(150)	255
Relig: Roman Catholic	11%	(29)	34%	(87)	7%	(18)	3%	(8)	44%	(113)	255
Relig: Ath./Agn./None	5%	(13)	15%	(45)	9%	(28)	7%	(20)	64%	(192)	298
Relig: Something Else	12%	(20)	19%	(32)	8%	(14)	5%	(9)	56%	(94)	170
Relig: Evangelical	12%	(36)	22%	(64)	8%	(24)	7%	(20)	52%	(154)	298
Relig: Non-Evang. Catholics	8%	(27)	28%	(90)	9%	(28)	3%	(9)	53%	(170)	324
Relig: All Christian	10%	(63)	25%	(154)	8%	(52)	5%	(29)	52%	(324)	621
Relig: All Non-Christian	7%	(33)	17%	(77)	9%	(42)	6%	(29)	61%	(286)	467
Community: Urban	11%	(34)	22%	(68)	8%	(25)	8%	(25)	50%	(152)	304
Community: Suburban	7%	(37)	24%	(120)	9%	(43)	4%	(19)	56%	(279)	499
Community: Rural	9%	(25)	15%	(44)	9%	(26)	5%	(14)	62%	(180)	289
Employ: Private Sector	11%	(39)	23%	(80)	12%	(41)	7%	(24)	47%	(160)	344
Employ: Government	11%	(7)	28%	(19)	16%	(11)	3%	(2)	43%	(29)	68
Employ: Self-Employed	12%	(11)	18%	(15)	11%	(10)	5%	(4)	54%	(46)	86
Employ: Homemaker	7%	(7)	22%	(23)	6%	(6)	5%	(6)	59%	(60)	102
Employ: Retired	5%	(12)	20%	(45)	3%	(7)	3%	(7)	68%	(155)	226
Employ: Unemployed	6%	(8)	18%	(25)	8%	(11)	6%	(9)	63%	(90)	143
Employ: Other	5%	(4)	26%	(22)	5%	(4)	5%	(4)	58%	(47)	82
Job Type: White-collar	10%	(40)	23%	(89)	12%	(47)	4%	(15)	52%	(205)	396
Job Type: Blue-collar	8%	(37)	22%	(97)	7%	(30)	7%	(31)	56%	(250)	444
Job Type: Don't Know	8%	(19)	18%	(45)	7%	(17)	5%	(12)	63%	(158)	251
Military HH: Yes	14%	(24)	24%	(42)	10%	(17)	4%	(7)	48%	(84)	175
Military HH: No	8%	(72)	21%	(189)	8%	(76)	6%	(51)	58%	(529)	917
2016 Vote: Democrat Hillary Clinton	11%	(43)	24%	(92)	8%	(31)	4%	(15)	54%	(210)	391
2016 Vote: Republican Donald Trump	9%	(35)	23%	(86)	10%	(37)	5%	(20)	53%	(199)	378
2016 Vote: Someone else	3%	(2)	9%	(7)	12%	(10)	7%	(6)	70%	(58)	84

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Table BRD5_11: Do you have a favorable or unfavorable view of the following college basketball teams?*Purdue*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	9%	(96)	21%	(232)	9%	(94)	5%	(58)	56%	(612)	1092
2012 Vote: Barack Obama	10%	(42)	24%	(104)	9%	(37)	5%	(22)	53%	(230)	436
2012 Vote: Mitt Romney	11%	(32)	24%	(72)	8%	(24)	5%	(13)	52%	(154)	295
2012 Vote: Didn't Vote	7%	(22)	15%	(49)	9%	(29)	7%	(22)	62%	(201)	323
4-Region: Northeast	8%	(16)	24%	(45)	8%	(16)	4%	(8)	55%	(104)	188
4-Region: Midwest	11%	(27)	28%	(69)	7%	(17)	6%	(14)	49%	(121)	249
4-Region: South	7%	(30)	19%	(75)	12%	(47)	6%	(24)	56%	(225)	401
4-Region: West	9%	(23)	17%	(42)	6%	(15)	5%	(11)	64%	(161)	253

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

Table BRD5_12: Do you have a favorable or unfavorable view of the following college basketball teams?
South Carolina

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(127)	23%	(253)	7%	(83)	5%	(56)	53%	(592)	1111
Gender: Male	15%	(82)	28%	(152)	10%	(54)	6%	(31)	42%	(230)	549
Gender: Female	8%	(44)	18%	(101)	5%	(30)	4%	(25)	64%	(361)	561
Age: 18-29	11%	(23)	26%	(52)	12%	(24)	7%	(15)	44%	(90)	203
Age: 30-44	22%	(75)	24%	(83)	8%	(29)	5%	(17)	40%	(139)	343
Age: 45-54	6%	(11)	22%	(40)	8%	(14)	8%	(15)	57%	(104)	184
Age: 55-64	3%	(7)	16%	(31)	5%	(9)	3%	(5)	73%	(142)	194
Age: 65+	6%	(11)	25%	(47)	3%	(6)	3%	(5)	63%	(118)	187
PID: Dem (no lean)	11%	(45)	23%	(94)	7%	(31)	5%	(22)	54%	(226)	418
PID: Ind (no lean)	8%	(30)	22%	(79)	9%	(31)	5%	(17)	55%	(193)	350
PID: Rep (no lean)	15%	(52)	23%	(80)	6%	(21)	5%	(17)	50%	(172)	343
PID/Gender: Dem Men	13%	(25)	33%	(64)	9%	(18)	6%	(11)	39%	(77)	195
PID/Gender: Dem Women	9%	(20)	14%	(31)	6%	(13)	5%	(11)	67%	(149)	224
PID/Gender: Ind Men	12%	(21)	26%	(46)	10%	(17)	6%	(11)	46%	(81)	177
PID/Gender: Ind Women	5%	(9)	19%	(32)	8%	(14)	4%	(6)	65%	(112)	173
PID/Gender: Rep Men	20%	(36)	24%	(42)	10%	(18)	5%	(9)	41%	(72)	178
PID/Gender: Rep Women	10%	(16)	23%	(38)	2%	(3)	5%	(8)	61%	(100)	165
Tea Party: Supporter	23%	(67)	27%	(79)	8%	(24)	7%	(19)	35%	(102)	290
Tea Party: Not Supporter	7%	(59)	21%	(173)	7%	(59)	5%	(37)	60%	(488)	817
Ideo: Liberal (1-3)	18%	(68)	24%	(90)	7%	(24)	5%	(19)	45%	(167)	369
Ideo: Moderate (4)	11%	(31)	20%	(58)	11%	(32)	4%	(13)	54%	(159)	293
Ideo: Conservative (5-7)	8%	(27)	26%	(90)	7%	(25)	5%	(18)	55%	(192)	351
Educ: < College	10%	(75)	21%	(163)	7%	(57)	6%	(44)	57%	(446)	785
Educ: Bachelors degree	15%	(32)	28%	(58)	9%	(19)	4%	(8)	44%	(92)	208
Educ: Post-grad	16%	(19)	27%	(32)	7%	(8)	4%	(4)	46%	(54)	117
Income: Under 50k	10%	(66)	22%	(150)	8%	(52)	5%	(37)	55%	(370)	675
Income: 50k-100k	13%	(40)	25%	(77)	7%	(22)	6%	(18)	50%	(159)	316
Income: 100k+	17%	(20)	21%	(26)	8%	(9)	1%	(2)	53%	(63)	120

Continued on next page

Table BRD5_12: Do you have a favorable or unfavorable view of the following college basketball teams?
South Carolina

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(127)	23%	(253)	7%	(83)	5%	(56)	53%	(592)	1111
Ethnicity: White	10%	(87)	22%	(190)	7%	(60)	5%	(40)	56%	(486)	863
Ethnicity: Hispanic	16%	(30)	25%	(47)	10%	(18)	5%	(10)	44%	(82)	187
Ethnicity: Afr. Am.	21%	(33)	26%	(40)	7%	(11)	5%	(8)	41%	(65)	157
Ethnicity: Other	7%	(6)	25%	(23)	13%	(11)	9%	(8)	46%	(41)	90
Relig: Protestant	14%	(36)	22%	(57)	5%	(13)	5%	(12)	54%	(137)	255
Relig: Roman Catholic	15%	(34)	27%	(62)	10%	(22)	2%	(5)	47%	(110)	233
Relig: Ath./Agn./None	8%	(25)	21%	(64)	6%	(18)	5%	(16)	60%	(183)	307
Relig: Something Else	9%	(17)	25%	(47)	7%	(13)	7%	(13)	52%	(99)	189
Relig: Evangelical	18%	(58)	21%	(66)	10%	(30)	6%	(19)	45%	(143)	316
Relig: Non-Evang. Catholics	9%	(26)	26%	(76)	7%	(22)	2%	(7)	56%	(164)	295
Relig: All Christian	14%	(84)	23%	(141)	9%	(52)	4%	(25)	50%	(308)	611
Relig: All Non-Christian	8%	(42)	22%	(112)	6%	(31)	6%	(30)	57%	(282)	496
Community: Urban	19%	(60)	22%	(70)	5%	(17)	6%	(18)	48%	(152)	318
Community: Suburban	8%	(43)	26%	(135)	8%	(43)	5%	(26)	53%	(279)	525
Community: Rural	9%	(23)	18%	(49)	9%	(23)	4%	(11)	60%	(161)	267
Employ: Private Sector	16%	(56)	25%	(85)	7%	(26)	7%	(25)	44%	(150)	342
Employ: Government	22%	(16)	29%	(22)	11%	(8)	5%	(3)	33%	(24)	74
Employ: Self-Employed	13%	(14)	22%	(22)	15%	(15)	7%	(8)	42%	(43)	101
Employ: Homemaker	7%	(8)	18%	(20)	6%	(7)	2%	(2)	67%	(77)	115
Employ: Student	10%	(6)	17%	(9)	11%	(6)	6%	(3)	55%	(30)	55
Employ: Retired	6%	(14)	23%	(49)	4%	(9)	2%	(4)	65%	(142)	218
Employ: Unemployed	4%	(6)	14%	(19)	7%	(10)	6%	(8)	69%	(95)	138
Employ: Other	11%	(8)	37%	(26)	4%	(3)	3%	(2)	44%	(30)	69
Job Type: White-collar	16%	(63)	26%	(99)	8%	(32)	4%	(17)	46%	(177)	387
Job Type: Blue-collar	11%	(51)	23%	(110)	7%	(36)	6%	(30)	53%	(256)	483
Job Type: Don't Know	5%	(12)	18%	(44)	7%	(16)	4%	(8)	66%	(159)	240
Military HH: Yes	20%	(45)	22%	(52)	9%	(20)	3%	(8)	45%	(104)	229
Military HH: No	9%	(81)	23%	(202)	7%	(63)	5%	(48)	55%	(488)	882

Continued on next page

Table BRD5_12: Do you have a favorable or unfavorable view of the following college basketball teams?
South Carolina

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(127)	23%	(253)	7%	(83)	5%	(56)	53%	(592)	1111
2016 Vote: Democrat Hillary Clinton	13%	(51)	24%	(93)	7%	(29)	4%	(17)	51%	(202)	393
2016 Vote: Republican Donald Trump	14%	(55)	23%	(89)	7%	(27)	5%	(21)	50%	(193)	385
2016 Vote: Someone else	6%	(5)	26%	(21)	7%	(6)	5%	(4)	56%	(47)	83
2012 Vote: Barack Obama	16%	(72)	24%	(110)	7%	(33)	3%	(16)	50%	(228)	458
2012 Vote: Mitt Romney	10%	(28)	24%	(72)	7%	(20)	6%	(17)	54%	(160)	298
2012 Vote: Didn't Vote	8%	(25)	20%	(61)	8%	(25)	6%	(20)	58%	(179)	309
4-Region: Northeast	11%	(20)	21%	(39)	7%	(14)	4%	(8)	57%	(109)	191
4-Region: Midwest	12%	(30)	23%	(57)	8%	(20)	8%	(19)	48%	(119)	245
4-Region: South	14%	(58)	24%	(99)	9%	(38)	4%	(15)	49%	(198)	408
4-Region: West	7%	(18)	22%	(58)	4%	(11)	5%	(15)	62%	(165)	267

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

Table BRD5_13: *Do you have a favorable or unfavorable view of the following college basketball teams?*
UCLA

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	15%	(164)	20%	(229)	9%	(96)	7%	(73)	50%	(561)	1123
Gender: Male	18%	(98)	25%	(134)	11%	(59)	7%	(38)	39%	(211)	541
Gender: Female	11%	(66)	16%	(95)	6%	(36)	6%	(35)	60%	(350)	582
Age: 18-29	17%	(35)	22%	(45)	9%	(18)	6%	(12)	47%	(100)	210
Age: 30-44	19%	(62)	21%	(69)	13%	(44)	6%	(21)	41%	(136)	332
Age: 45-54	12%	(22)	21%	(40)	4%	(8)	11%	(21)	52%	(97)	188
Age: 55-64	11%	(23)	16%	(32)	7%	(15)	7%	(14)	59%	(120)	204
Age: 65+	11%	(21)	23%	(43)	6%	(11)	3%	(6)	57%	(109)	190
PID: Dem (no lean)	15%	(60)	20%	(78)	9%	(37)	5%	(21)	50%	(195)	390
PID: Ind (no lean)	11%	(41)	19%	(68)	6%	(23)	8%	(31)	55%	(200)	362
PID: Rep (no lean)	17%	(63)	22%	(84)	10%	(36)	6%	(22)	45%	(167)	372
PID/Gender: Dem Men	19%	(33)	24%	(43)	14%	(24)	5%	(9)	38%	(68)	177
PID/Gender: Dem Women	12%	(26)	17%	(36)	6%	(13)	5%	(12)	60%	(127)	214
PID/Gender: Ind Men	14%	(25)	26%	(46)	6%	(11)	7%	(12)	46%	(82)	177
PID/Gender: Ind Women	9%	(16)	11%	(21)	7%	(12)	10%	(18)	64%	(118)	185
PID/Gender: Rep Men	21%	(39)	24%	(45)	13%	(25)	9%	(17)	33%	(62)	188
PID/Gender: Rep Women	13%	(24)	21%	(38)	6%	(11)	3%	(5)	57%	(105)	183
Tea Party: Supporter	25%	(81)	22%	(71)	14%	(46)	7%	(23)	32%	(105)	325
Tea Party: Not Supporter	10%	(81)	20%	(159)	6%	(50)	6%	(51)	57%	(455)	796
Ideo: Liberal (1-3)	20%	(69)	23%	(78)	9%	(31)	5%	(16)	43%	(147)	340
Ideo: Moderate (4)	9%	(26)	23%	(72)	10%	(30)	6%	(18)	53%	(163)	309
Ideo: Conservative (5-7)	17%	(60)	20%	(71)	9%	(30)	8%	(28)	46%	(163)	352
Educ: < College	13%	(100)	19%	(148)	9%	(70)	7%	(56)	53%	(426)	800
Educ: Bachelors degree	21%	(44)	22%	(48)	8%	(17)	5%	(11)	44%	(94)	214
Educ: Post-grad	18%	(20)	30%	(33)	8%	(9)	6%	(6)	37%	(41)	110
Income: Under 50k	13%	(89)	17%	(115)	8%	(51)	7%	(48)	54%	(360)	663
Income: 50k-100k	15%	(52)	25%	(86)	10%	(35)	6%	(20)	43%	(146)	339
Income: 100k+	20%	(24)	24%	(29)	8%	(9)	4%	(5)	45%	(55)	121

Continued on next page

Table BRD5_13: Do you have a favorable or unfavorable view of the following college basketball teams?

UCLA

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	15%	(164)	20%	(229)	9%	(96)	7%	(73)	50%	(561)	1123
Ethnicity: White	14%	(128)	19%	(175)	8%	(75)	7%	(59)	51%	(464)	902
Ethnicity: Hispanic	12%	(21)	25%	(44)	11%	(20)	5%	(9)	47%	(84)	178
Ethnicity: Afr. Am.	19%	(24)	26%	(33)	8%	(10)	8%	(10)	39%	(50)	127
Ethnicity: Other	12%	(11)	22%	(21)	12%	(11)	4%	(4)	50%	(48)	95
Relig: Protestant	14%	(39)	22%	(61)	9%	(26)	8%	(22)	47%	(131)	280
Relig: Roman Catholic	19%	(47)	24%	(60)	7%	(19)	5%	(12)	45%	(116)	254
Relig: Ath./Agn./None	9%	(28)	16%	(48)	9%	(27)	8%	(25)	57%	(168)	296
Relig: Something Else	16%	(28)	21%	(36)	9%	(15)	4%	(6)	50%	(88)	174
Relig: Evangelical	17%	(56)	20%	(65)	11%	(36)	9%	(29)	42%	(136)	322
Relig: Non-Evang. Catholics	16%	(51)	24%	(81)	5%	(17)	4%	(12)	51%	(169)	331
Relig: All Christian	16%	(107)	22%	(146)	8%	(53)	6%	(42)	47%	(305)	653
Relig: All Non-Christian	12%	(56)	18%	(84)	9%	(42)	7%	(32)	54%	(256)	470
Community: Urban	20%	(71)	21%	(75)	8%	(27)	8%	(29)	42%	(147)	348
Community: Suburban	13%	(65)	21%	(109)	9%	(46)	5%	(28)	52%	(266)	513
Community: Rural	11%	(28)	18%	(46)	9%	(23)	6%	(17)	57%	(148)	262
Employ: Private Sector	22%	(75)	21%	(72)	11%	(38)	6%	(22)	40%	(138)	346
Employ: Government	13%	(9)	36%	(26)	15%	(11)	7%	(5)	29%	(21)	72
Employ: Self-Employed	13%	(11)	20%	(18)	13%	(12)	12%	(10)	42%	(37)	88
Employ: Homemaker	11%	(15)	15%	(20)	6%	(8)	7%	(9)	61%	(80)	130
Employ: Student	9%	(5)	14%	(8)	6%	(3)	5%	(3)	66%	(36)	54
Employ: Retired	11%	(27)	21%	(49)	4%	(11)	5%	(11)	59%	(140)	237
Employ: Unemployed	10%	(13)	15%	(19)	6%	(8)	6%	(8)	61%	(77)	126
Employ: Other	12%	(9)	26%	(18)	7%	(5)	8%	(6)	46%	(32)	70
Job Type: White-collar	20%	(80)	25%	(104)	10%	(40)	5%	(21)	40%	(164)	410
Job Type: Blue-collar	13%	(59)	19%	(88)	10%	(48)	9%	(42)	50%	(236)	473
Job Type: Don't Know	10%	(24)	16%	(37)	3%	(8)	4%	(10)	67%	(161)	240
Military HH: Yes	21%	(39)	20%	(38)	11%	(20)	4%	(7)	44%	(80)	184
Military HH: No	13%	(125)	20%	(192)	8%	(76)	7%	(66)	51%	(481)	939

Continued on next page

Table BRD5_13: Do you have a favorable or unfavorable view of the following college basketball teams?
UCLA

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	15%	(164)	20%	(229)	9%	(96)	7%	(73)	50%	(561)	1123
2016 Vote: Democrat Hillary Clinton	14%	(55)	23%	(93)	8%	(30)	7%	(26)	49%	(192)	396
2016 Vote: Republican Donald Trump	16%	(66)	20%	(80)	10%	(42)	7%	(29)	46%	(184)	400
2016 Vote: Someone else	12%	(10)	24%	(20)	5%	(4)	3%	(3)	56%	(46)	82
2012 Vote: Barack Obama	15%	(68)	22%	(99)	8%	(38)	6%	(27)	49%	(220)	453
2012 Vote: Mitt Romney	16%	(47)	23%	(68)	8%	(25)	6%	(19)	47%	(142)	301
2012 Vote: Didn't Vote	13%	(44)	16%	(53)	8%	(27)	8%	(26)	55%	(186)	336
4-Region: Northeast	16%	(35)	22%	(47)	10%	(21)	4%	(8)	49%	(106)	218
4-Region: Midwest	13%	(31)	21%	(49)	7%	(18)	11%	(25)	48%	(114)	237
4-Region: South	13%	(55)	20%	(82)	9%	(39)	6%	(24)	51%	(211)	411
4-Region: West	16%	(42)	20%	(51)	7%	(18)	6%	(15)	51%	(131)	257

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

Table BRD5_14: Do you have a favorable or unfavorable view of the following college basketball teams?
West Virginia

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	10%	(110)	21%	(224)	9%	(94)	6%	(65)	54%	(584)	1077
Gender: Male	12%	(59)	26%	(136)	12%	(63)	8%	(40)	42%	(216)	514
Gender: Female	9%	(50)	16%	(88)	6%	(31)	4%	(24)	65%	(368)	563
Age: 18-29	12%	(21)	24%	(43)	10%	(18)	5%	(10)	49%	(88)	180
Age: 30-44	16%	(55)	21%	(72)	11%	(37)	7%	(24)	44%	(147)	336
Age: 45-54	4%	(7)	20%	(34)	7%	(12)	8%	(12)	61%	(100)	165
Age: 55-64	6%	(11)	13%	(24)	9%	(17)	8%	(14)	64%	(119)	184
Age: 65+	7%	(15)	24%	(52)	5%	(11)	2%	(4)	62%	(130)	211
PID: Dem (no lean)	11%	(42)	18%	(72)	12%	(48)	7%	(29)	51%	(201)	393
PID: Ind (no lean)	7%	(23)	19%	(61)	5%	(17)	5%	(17)	63%	(202)	321
PID: Rep (no lean)	12%	(45)	25%	(91)	8%	(28)	5%	(18)	50%	(181)	363
PID/Gender: Dem Men	10%	(18)	25%	(46)	17%	(31)	9%	(17)	39%	(73)	186
PID/Gender: Dem Women	12%	(24)	13%	(26)	8%	(17)	6%	(12)	62%	(128)	207
PID/Gender: Ind Men	10%	(15)	27%	(41)	7%	(11)	7%	(10)	50%	(77)	155
PID/Gender: Ind Women	5%	(8)	12%	(20)	4%	(7)	4%	(7)	75%	(124)	166
PID/Gender: Rep Men	15%	(26)	28%	(48)	12%	(21)	7%	(13)	38%	(65)	173
PID/Gender: Rep Women	10%	(19)	23%	(43)	4%	(8)	3%	(5)	61%	(116)	190
Tea Party: Supporter	19%	(60)	26%	(81)	13%	(41)	5%	(16)	36%	(111)	309
Tea Party: Not Supporter	6%	(48)	19%	(143)	7%	(53)	6%	(49)	62%	(469)	762
Ideo: Liberal (1-3)	14%	(49)	19%	(63)	12%	(39)	7%	(25)	48%	(163)	339
Ideo: Moderate (4)	8%	(23)	22%	(65)	7%	(19)	5%	(14)	58%	(170)	291
Ideo: Conservative (5-7)	10%	(35)	25%	(88)	10%	(35)	5%	(17)	51%	(179)	355
Educ: < College	8%	(57)	19%	(147)	9%	(67)	7%	(53)	57%	(434)	758
Educ: Bachelors degree	16%	(34)	24%	(50)	10%	(20)	3%	(7)	47%	(100)	211
Educ: Post-grad	17%	(18)	25%	(27)	7%	(7)	5%	(5)	46%	(50)	107
Income: Under 50k	9%	(55)	18%	(112)	8%	(50)	7%	(41)	59%	(368)	627
Income: 50k-100k	12%	(42)	24%	(84)	10%	(34)	6%	(20)	48%	(167)	346
Income: 100k+	12%	(13)	27%	(28)	9%	(10)	3%	(3)	48%	(50)	104

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Table BRD5_14: Do you have a favorable or unfavorable view of the following college basketball teams?
West Virginia

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	10%	(110)	21%	(224)	9%	(94)	6%	(65)	54%	(584)	1077
Ethnicity: White	10%	(87)	21%	(177)	7%	(57)	5%	(41)	57%	(473)	834
Ethnicity: Hispanic	11%	(15)	20%	(28)	8%	(12)	10%	(14)	51%	(73)	143
Ethnicity: Afr. Am.	12%	(18)	21%	(32)	17%	(25)	8%	(12)	42%	(63)	151
Ethnicity: Other	6%	(5)	16%	(15)	14%	(12)	12%	(11)	52%	(48)	92
Relig: Protestant	11%	(32)	21%	(59)	12%	(33)	5%	(13)	52%	(148)	285
Relig: Roman Catholic	14%	(36)	26%	(65)	7%	(17)	6%	(15)	48%	(123)	256
Relig: Ath./Agn./None	7%	(19)	15%	(39)	6%	(16)	7%	(18)	64%	(167)	259
Relig: Something Else	9%	(14)	23%	(39)	10%	(17)	5%	(9)	52%	(88)	168
Relig: Evangelical	17%	(53)	20%	(65)	10%	(31)	7%	(21)	47%	(148)	318
Relig: Non-Evang. Catholics	7%	(24)	24%	(81)	9%	(29)	5%	(16)	55%	(181)	331
Relig: All Christian	12%	(76)	23%	(146)	9%	(60)	6%	(38)	51%	(329)	649
Relig: All Non-Christian	8%	(33)	18%	(78)	8%	(34)	6%	(27)	60%	(255)	427
Community: Urban	16%	(50)	20%	(62)	6%	(19)	10%	(32)	48%	(148)	311
Community: Suburban	7%	(36)	23%	(111)	11%	(53)	4%	(18)	55%	(261)	478
Community: Rural	8%	(24)	18%	(51)	8%	(23)	5%	(15)	61%	(174)	287
Employ: Private Sector	15%	(52)	25%	(86)	11%	(37)	8%	(26)	42%	(144)	345
Employ: Government	14%	(9)	25%	(16)	14%	(9)	6%	(4)	40%	(25)	62
Employ: Self-Employed	11%	(11)	23%	(23)	7%	(7)	7%	(7)	53%	(53)	100
Employ: Homemaker	7%	(8)	14%	(15)	7%	(7)	7%	(8)	66%	(73)	112
Employ: Retired	7%	(18)	22%	(56)	5%	(13)	3%	(7)	63%	(156)	249
Employ: Unemployed	4%	(4)	12%	(13)	11%	(12)	5%	(5)	68%	(71)	105
Employ: Other	9%	(6)	15%	(9)	4%	(2)	13%	(8)	60%	(37)	62
Job Type: White-collar	14%	(55)	25%	(99)	9%	(37)	6%	(23)	46%	(182)	396
Job Type: Blue-collar	9%	(41)	21%	(101)	8%	(38)	7%	(34)	55%	(259)	473
Job Type: Don't Know	7%	(14)	11%	(24)	9%	(19)	4%	(8)	69%	(143)	208
Military HH: Yes	15%	(29)	21%	(41)	9%	(17)	7%	(13)	48%	(94)	194
Military HH: No	9%	(80)	21%	(183)	9%	(78)	6%	(51)	56%	(490)	883
2016 Vote: Democrat Hillary Clinton	11%	(45)	20%	(80)	12%	(48)	7%	(28)	50%	(199)	401
2016 Vote: Republican Donald Trump	11%	(42)	24%	(94)	8%	(33)	5%	(20)	52%	(205)	395
2016 Vote: Someone else	7%	(5)	22%	(16)	6%	(5)	3%	(2)	62%	(45)	72

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Table BRD5_14: Do you have a favorable or unfavorable view of the following college basketball teams?
West Virginia

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	10%	(110)	21%	(224)	9%	(94)	6%	(65)	54%	(584)	1077
2012 Vote: Barack Obama	11%	(52)	21%	(95)	11%	(49)	7%	(32)	50%	(229)	456
2012 Vote: Mitt Romney	11%	(32)	24%	(75)	9%	(28)	5%	(14)	51%	(157)	306
2012 Vote: Didn't Vote	9%	(25)	15%	(40)	6%	(16)	6%	(18)	64%	(176)	275
4-Region: Northeast	11%	(21)	23%	(44)	6%	(12)	5%	(9)	55%	(104)	190
4-Region: Midwest	9%	(21)	21%	(48)	11%	(25)	8%	(18)	50%	(113)	226
4-Region: South	11%	(43)	22%	(91)	9%	(38)	6%	(23)	52%	(211)	406
4-Region: West	10%	(25)	16%	(41)	7%	(19)	6%	(15)	61%	(156)	255

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

Table BRD5_15: Do you have a favorable or unfavorable view of the following college basketball teams?
Wisconsin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(148)	20%	(219)	7%	(78)	6%	(64)	53%	(577)	1085
Gender: Male	16%	(84)	27%	(144)	9%	(50)	7%	(39)	40%	(212)	529
Gender: Female	11%	(64)	13%	(75)	5%	(28)	5%	(25)	65%	(364)	556
Age: 18-29	13%	(28)	22%	(46)	11%	(22)	10%	(20)	44%	(92)	208
Age: 30-44	16%	(50)	21%	(65)	8%	(24)	7%	(21)	49%	(151)	312
Age: 45-54	11%	(20)	20%	(35)	8%	(14)	4%	(8)	57%	(100)	175
Age: 55-64	14%	(29)	16%	(31)	2%	(4)	7%	(14)	61%	(122)	200
Age: 65+	11%	(21)	22%	(42)	7%	(14)	1%	(2)	59%	(112)	191
PID: Dem (no lean)	15%	(57)	21%	(83)	6%	(24)	7%	(28)	51%	(197)	390
PID: Ind (no lean)	12%	(41)	19%	(65)	8%	(27)	6%	(20)	56%	(199)	352
PID: Rep (no lean)	15%	(50)	20%	(70)	8%	(27)	5%	(16)	53%	(181)	344
PID/Gender: Dem Men	17%	(29)	27%	(46)	9%	(16)	7%	(12)	40%	(69)	173
PID/Gender: Dem Women	13%	(28)	17%	(37)	4%	(9)	7%	(15)	59%	(128)	217
PID/Gender: Ind Men	13%	(21)	27%	(45)	10%	(16)	7%	(12)	43%	(71)	166
PID/Gender: Ind Women	11%	(20)	11%	(20)	6%	(10)	4%	(8)	68%	(127)	186
PID/Gender: Rep Men	18%	(34)	28%	(53)	9%	(18)	7%	(14)	38%	(72)	191
PID/Gender: Rep Women	10%	(16)	11%	(17)	6%	(9)	1%	(2)	71%	(109)	153
Tea Party: Supporter	21%	(59)	25%	(70)	8%	(22)	8%	(23)	39%	(111)	285
Tea Party: Not Supporter	11%	(88)	19%	(148)	7%	(56)	5%	(42)	58%	(462)	795
Ideo: Liberal (1-3)	16%	(59)	22%	(79)	8%	(27)	7%	(24)	48%	(173)	362
Ideo: Moderate (4)	10%	(29)	18%	(53)	9%	(26)	7%	(19)	55%	(159)	287
Ideo: Conservative (5-7)	17%	(55)	24%	(79)	6%	(20)	5%	(16)	49%	(164)	333
Educ: < College	13%	(99)	17%	(131)	7%	(52)	7%	(55)	56%	(426)	763
Educ: Bachelors degree	15%	(30)	26%	(53)	8%	(16)	3%	(6)	49%	(101)	206
Educ: Post-grad	16%	(19)	30%	(35)	8%	(10)	3%	(3)	43%	(50)	117
Income: Under 50k	11%	(76)	16%	(108)	7%	(45)	7%	(48)	58%	(383)	659
Income: 50k-100k	17%	(51)	25%	(76)	9%	(26)	5%	(14)	45%	(139)	307
Income: 100k+	17%	(21)	30%	(35)	6%	(7)	1%	(1)	46%	(55)	119

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Table BRD5_15: Do you have a favorable or unfavorable view of the following college basketball teams?

Wisconsin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(148)	20%	(219)	7%	(78)	6%	(64)	53%	(577)	1085
Ethnicity: White	14%	(124)	20%	(171)	7%	(62)	5%	(39)	54%	(462)	859
Ethnicity: Hispanic	17%	(27)	19%	(30)	9%	(14)	7%	(11)	49%	(78)	159
Ethnicity: Afr. Am.	11%	(15)	23%	(33)	7%	(10)	10%	(14)	50%	(72)	142
Ethnicity: Other	10%	(8)	18%	(15)	8%	(7)	14%	(11)	51%	(43)	84
Relig: Protestant	15%	(43)	19%	(53)	8%	(22)	3%	(8)	55%	(157)	283
Relig: Roman Catholic	17%	(42)	29%	(71)	7%	(18)	4%	(11)	43%	(107)	248
Relig: Ath./Agn./None	11%	(29)	14%	(39)	7%	(19)	7%	(19)	61%	(167)	273
Relig: Something Else	14%	(22)	26%	(42)	4%	(6)	9%	(15)	48%	(77)	162
Relig: Evangelical	17%	(55)	16%	(51)	9%	(29)	7%	(21)	50%	(158)	314
Relig: Non-Evang. Catholics	12%	(42)	26%	(86)	7%	(24)	3%	(9)	52%	(173)	333
Relig: All Christian	15%	(96)	21%	(137)	8%	(52)	5%	(30)	51%	(332)	647
Relig: All Non-Christian	12%	(51)	19%	(81)	6%	(25)	8%	(34)	56%	(244)	436
Community: Urban	18%	(49)	21%	(58)	9%	(24)	8%	(22)	45%	(124)	278
Community: Suburban	12%	(59)	23%	(116)	8%	(39)	5%	(28)	52%	(265)	507
Community: Rural	13%	(40)	15%	(45)	5%	(15)	5%	(14)	62%	(187)	301
Employ: Private Sector	19%	(63)	24%	(82)	9%	(30)	5%	(19)	43%	(146)	340
Employ: Government	21%	(16)	27%	(20)	15%	(11)	6%	(4)	32%	(24)	75
Employ: Self-Employed	16%	(13)	26%	(21)	5%	(4)	10%	(8)	42%	(34)	81
Employ: Homemaker	7%	(8)	13%	(14)	3%	(3)	10%	(11)	67%	(73)	109
Employ: Retired	12%	(29)	21%	(49)	6%	(14)	3%	(8)	58%	(136)	236
Employ: Unemployed	5%	(6)	8%	(10)	6%	(7)	5%	(6)	75%	(91)	121
Employ: Other	6%	(4)	16%	(12)	7%	(5)	5%	(4)	66%	(50)	75
Job Type: White-collar	17%	(68)	25%	(100)	9%	(34)	3%	(13)	46%	(186)	402
Job Type: Blue-collar	13%	(60)	20%	(92)	6%	(29)	8%	(38)	53%	(245)	465
Job Type: Don't Know	9%	(20)	12%	(27)	7%	(14)	6%	(13)	66%	(145)	219
Military HH: Yes	22%	(43)	19%	(36)	6%	(11)	5%	(11)	48%	(95)	196
Military HH: No	12%	(105)	20%	(182)	8%	(67)	6%	(53)	54%	(482)	889
2016 Vote: Democrat Hillary Clinton	14%	(55)	22%	(82)	7%	(26)	6%	(23)	52%	(197)	382
2016 Vote: Republican Donald Trump	15%	(63)	20%	(82)	8%	(32)	5%	(19)	52%	(211)	406
2016 Vote: Someone else	12%	(10)	18%	(15)	6%	(5)	4%	(3)	61%	(51)	84

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Table BRD5_15: Do you have a favorable or unfavorable view of the following college basketball teams?
Wisconsin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	14%	(148)	20%	(219)	7%	(78)	6%	(64)	53%	(577)	1085
2012 Vote: Barack Obama	15%	(65)	22%	(98)	5%	(23)	6%	(25)	52%	(228)	439
2012 Vote: Mitt Romney	15%	(46)	22%	(67)	9%	(26)	4%	(12)	50%	(150)	301
2012 Vote: Didn't Vote	10%	(32)	16%	(48)	8%	(25)	8%	(25)	57%	(174)	305
4-Region: Northeast	12%	(22)	18%	(34)	8%	(14)	6%	(11)	57%	(107)	188
4-Region: Midwest	20%	(45)	27%	(62)	6%	(13)	5%	(11)	42%	(97)	228
4-Region: South	11%	(47)	20%	(86)	11%	(45)	5%	(22)	53%	(225)	426
4-Region: West	14%	(33)	15%	(37)	2%	(6)	8%	(20)	61%	(148)	243

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

Table BRD5_16: Do you have a favorable or unfavorable view of the following college basketball teams?

Xavier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(117)	20%	(208)	9%	(91)	5%	(51)	55%	(583)	1051
Gender: Male	14%	(73)	25%	(131)	11%	(57)	6%	(30)	43%	(224)	516
Gender: Female	8%	(44)	14%	(77)	6%	(34)	4%	(21)	67%	(359)	535
Age: 18-29	14%	(25)	19%	(34)	11%	(20)	6%	(11)	50%	(91)	181
Age: 30-44	16%	(51)	22%	(71)	9%	(27)	6%	(19)	47%	(147)	315
Age: 45-54	8%	(15)	17%	(32)	12%	(22)	3%	(6)	59%	(106)	181
Age: 55-64	7%	(14)	13%	(25)	6%	(12)	7%	(12)	67%	(127)	190
Age: 65+	7%	(12)	25%	(47)	5%	(9)	2%	(3)	61%	(112)	183
PID: Dem (no lean)	10%	(39)	19%	(72)	11%	(40)	5%	(20)	54%	(201)	372
PID: Ind (no lean)	9%	(31)	17%	(55)	6%	(21)	4%	(14)	63%	(206)	328
PID: Rep (no lean)	14%	(47)	23%	(81)	8%	(30)	5%	(17)	50%	(177)	352
PID/Gender: Dem Men	13%	(21)	28%	(45)	15%	(25)	5%	(9)	39%	(64)	164
PID/Gender: Dem Women	9%	(18)	13%	(26)	7%	(15)	6%	(12)	66%	(136)	207
PID/Gender: Ind Men	13%	(22)	23%	(39)	7%	(12)	6%	(9)	51%	(85)	167
PID/Gender: Ind Women	5%	(9)	10%	(16)	6%	(9)	3%	(5)	76%	(122)	161
PID/Gender: Rep Men	16%	(30)	25%	(47)	11%	(20)	7%	(13)	41%	(75)	185
PID/Gender: Rep Women	11%	(18)	20%	(34)	6%	(9)	3%	(4)	61%	(101)	167
Tea Party: Supporter	17%	(51)	27%	(81)	11%	(32)	6%	(19)	39%	(116)	299
Tea Party: Not Supporter	9%	(65)	17%	(125)	8%	(60)	4%	(33)	62%	(466)	748
Ideo: Liberal (1-3)	15%	(48)	25%	(82)	8%	(27)	5%	(15)	47%	(155)	327
Ideo: Moderate (4)	11%	(28)	19%	(51)	10%	(25)	3%	(9)	57%	(151)	264
Ideo: Conservative (5-7)	10%	(35)	20%	(71)	9%	(31)	5%	(19)	57%	(206)	362
Educ: < College	10%	(72)	18%	(133)	9%	(65)	5%	(39)	58%	(436)	746
Educ: Bachelors degree	15%	(30)	24%	(49)	9%	(18)	5%	(10)	47%	(93)	200
Educ: Post-grad	14%	(15)	24%	(26)	7%	(8)	2%	(3)	52%	(55)	106
Income: Under 50k	9%	(57)	19%	(115)	9%	(56)	5%	(32)	58%	(357)	619
Income: 50k-100k	14%	(46)	20%	(64)	9%	(28)	6%	(19)	51%	(163)	320
Income: 100k+	12%	(14)	25%	(29)	6%	(7)	—	(0)	56%	(63)	113

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Table BRD5_16: Do you have a favorable or unfavorable view of the following college basketball teams?

Xavier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(117)	20%	(208)	9%	(91)	5%	(51)	55%	(583)	1051
Ethnicity: White	11%	(90)	20%	(172)	7%	(62)	4%	(37)	57%	(482)	843
Ethnicity: Hispanic	14%	(21)	19%	(29)	16%	(25)	6%	(10)	45%	(68)	152
Ethnicity: Afr. Am.	17%	(21)	21%	(25)	15%	(18)	3%	(4)	44%	(54)	122
Ethnicity: Other	8%	(7)	12%	(10)	13%	(11)	12%	(10)	54%	(47)	87
Relig: Protestant	12%	(32)	19%	(52)	9%	(24)	4%	(10)	57%	(155)	273
Relig: Roman Catholic	14%	(35)	25%	(61)	12%	(30)	5%	(11)	43%	(105)	242
Relig: Ath./Agn./None	7%	(19)	17%	(45)	5%	(13)	7%	(20)	64%	(174)	271
Relig: Something Else	15%	(22)	18%	(27)	7%	(11)	4%	(6)	55%	(82)	149
Relig: Evangelical	13%	(42)	19%	(61)	13%	(41)	4%	(12)	51%	(164)	320
Relig: Non-Evang. Catholics	11%	(34)	24%	(74)	9%	(27)	4%	(13)	53%	(163)	311
Relig: All Christian	12%	(76)	21%	(135)	11%	(68)	4%	(25)	52%	(327)	630
Relig: All Non-Christian	10%	(41)	17%	(72)	6%	(23)	6%	(26)	61%	(256)	420
Community: Urban	12%	(35)	21%	(59)	10%	(29)	8%	(23)	48%	(135)	279
Community: Suburban	11%	(53)	20%	(100)	9%	(44)	3%	(15)	57%	(280)	492
Community: Rural	11%	(30)	18%	(49)	7%	(19)	5%	(14)	60%	(169)	280
Employ: Private Sector	15%	(52)	25%	(86)	9%	(32)	4%	(15)	47%	(161)	346
Employ: Government	14%	(10)	25%	(18)	13%	(9)	9%	(6)	39%	(28)	71
Employ: Self-Employed	10%	(8)	20%	(16)	16%	(13)	5%	(4)	50%	(40)	80
Employ: Homemaker	6%	(7)	8%	(10)	5%	(6)	4%	(5)	77%	(89)	115
Employ: Retired	7%	(16)	22%	(50)	6%	(12)	4%	(10)	61%	(137)	225
Employ: Unemployed	10%	(11)	12%	(14)	12%	(13)	5%	(6)	61%	(70)	114
Employ: Other	13%	(8)	20%	(13)	8%	(5)	6%	(4)	52%	(33)	64
Job Type: White-collar	16%	(63)	25%	(98)	8%	(29)	4%	(15)	47%	(185)	391
Job Type: Blue-collar	9%	(41)	20%	(95)	9%	(44)	6%	(28)	56%	(268)	476
Job Type: Don't Know	7%	(13)	8%	(15)	10%	(18)	5%	(8)	71%	(130)	185
Military HH: Yes	16%	(33)	21%	(42)	9%	(19)	2%	(4)	52%	(105)	202
Military HH: No	10%	(85)	20%	(166)	9%	(73)	6%	(47)	56%	(479)	849
2016 Vote: Democrat Hillary Clinton	11%	(42)	23%	(86)	9%	(35)	6%	(22)	51%	(192)	378
2016 Vote: Republican Donald Trump	13%	(52)	21%	(84)	9%	(36)	5%	(21)	51%	(197)	390
2016 Vote: Someone else	9%	(7)	12%	(9)	7%	(5)	1%	(1)	71%	(56)	78

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Table BRD5_16: Do you have a favorable or unfavorable view of the following college basketball teams?

Xavier

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	11%	(117)	20%	(208)	9%	(91)	5%	(51)	55%	(583)	1051
2012 Vote: Barack Obama	12%	(53)	22%	(102)	8%	(38)	5%	(23)	52%	(237)	453
2012 Vote: Mitt Romney	13%	(37)	21%	(61)	8%	(23)	6%	(17)	52%	(152)	290
2012 Vote: Didn't Vote	9%	(25)	14%	(37)	10%	(27)	5%	(12)	62%	(163)	264
4-Region: Northeast	12%	(23)	23%	(44)	8%	(16)	2%	(5)	54%	(104)	191
4-Region: Midwest	11%	(28)	24%	(57)	9%	(22)	5%	(11)	51%	(124)	241
4-Region: South	12%	(45)	18%	(69)	9%	(35)	4%	(16)	57%	(220)	385
4-Region: West	9%	(21)	16%	(38)	8%	(19)	8%	(19)	58%	(135)	233

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

Table BRD6_1: Do you own any of the following devices?
Smartphone, such as an Apple iPhone or Android phone

Demographic	Yes		No		Total N
Adults	76%	(1672)	24%	(529)	2201
Gender: Male	75%	(795)	25%	(265)	1060
Gender: Female	77%	(877)	23%	(264)	1141
Age: 18-29	88%	(338)	12%	(45)	383
Age: 30-44	87%	(565)	13%	(87)	652
Age: 45-54	76%	(282)	24%	(91)	373
Age: 55-64	66%	(262)	34%	(133)	395
Age: 65+	57%	(225)	43%	(172)	398
PID: Dem (no lean)	79%	(622)	21%	(169)	791
PID: Ind (no lean)	73%	(515)	27%	(188)	703
PID: Rep (no lean)	76%	(535)	24%	(173)	708
PID/Gender: Dem Men	80%	(289)	20%	(71)	361
PID/Gender: Dem Women	77%	(333)	23%	(97)	430
PID/Gender: Ind Men	71%	(243)	29%	(101)	344
PID/Gender: Ind Women	76%	(272)	24%	(86)	358
PID/Gender: Rep Men	74%	(262)	26%	(92)	354
PID/Gender: Rep Women	77%	(272)	23%	(81)	353
Tea Party: Supporter	80%	(476)	20%	(122)	598
Tea Party: Not Supporter	75%	(1190)	25%	(406)	1596
Ideo: Liberal (1-3)	82%	(578)	18%	(126)	704
Ideo: Moderate (4)	73%	(413)	27%	(156)	569
Ideo: Conservative (5-7)	72%	(516)	28%	(198)	714
Educ: < College	74%	(1166)	26%	(401)	1567
Educ: Bachelors degree	80%	(331)	20%	(85)	416
Educ: Post-grad	80%	(175)	20%	(43)	219
Income: Under 50k	71%	(933)	29%	(374)	1307
Income: 50k-100k	82%	(541)	18%	(118)	659
Income: 100k+	85%	(199)	15%	(36)	235
Ethnicity: White	74%	(1301)	26%	(449)	1750

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Table BRD6_1: Do you own any of the following devices?
Smartphone, such as an Apple iPhone or Android phone

Demographic	Yes	No	Total N
Adults	76% (1672)	24% (529)	2201
Ethnicity: Hispanic	84% (276)	16% (53)	329
Ethnicity: Afr. Am.	82% (219)	18% (49)	269
Ethnicity: Other	83% (151)	17% (31)	182
Relig: Protestant	73% (405)	27% (149)	554
Relig: Roman Catholic	75% (378)	25% (127)	506
Relig: Ath./Agn./None	78% (445)	22% (126)	571
Relig: Something Else	78% (265)	22% (75)	340
Relig: Jewish	71% (51)	29% (20)	71
Relig: Evangelical	77% (491)	23% (144)	635
Relig: Non-Evang. Catholics	72% (470)	28% (181)	651
Relig: All Christian	75% (961)	25% (325)	1286
Relig: All Non-Christian	78% (710)	22% (200)	911
Community: Urban	77% (472)	23% (145)	617
Community: Suburban	76% (767)	24% (246)	1013
Community: Rural	76% (433)	24% (138)	571
Employ: Private Sector	85% (600)	15% (104)	704
Employ: Government	83% (115)	17% (23)	138
Employ: Self-Employed	78% (140)	22% (39)	178
Employ: Homemaker	76% (174)	24% (56)	230
Employ: Student	90% (83)	10% (10)	93
Employ: Retired	58% (275)	42% (201)	476
Employ: Unemployed	74% (182)	26% (63)	245
Employ: Other	76% (104)	24% (33)	137
Job Type: White-collar	80% (632)	20% (160)	793
Job Type: Blue-collar	74% (706)	26% (254)	960
Job Type: Don't Know	75% (334)	25% (114)	448
Military HH: Yes	73% (291)	27% (107)	397
Military HH: No	77% (1381)	23% (422)	1804
2016 Vote: Democrat Hillary Clinton	78% (612)	22% (172)	785
2016 Vote: Republican Donald Trump	73% (577)	27% (209)	786
2016 Vote: Someone else	79% (129)	21% (34)	164

Continued on next page

Table BRD6_1: Do you own any of the following devices?*Smartphone, such as an Apple iPhone or Android phone*

Demographic	Yes		No		Total N
Adults	76%	(1672)	24%	(529)	2201
2012 Vote: Barack Obama	78%	(705)	22%	(201)	906
2012 Vote: Mitt Romney	74%	(434)	26%	(156)	590
2012 Vote: Other	73%	(60)	27%	(22)	83
2012 Vote: Didn't Vote	76%	(473)	24%	(149)	622
4-Region: Northeast	74%	(297)	26%	(105)	402
4-Region: Midwest	72%	(343)	28%	(130)	474
4-Region: South	75%	(614)	25%	(201)	815
4-Region: West	82%	(418)	18%	(93)	511

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

Table BRD6_2: Do you own any of the following devices?
Amazon Echo device

Demographic	Yes		No		Total N
Adults	15%	(332)	85%	(1869)	2201
Gender: Male	17%	(185)	83%	(874)	1060
Gender: Female	13%	(147)	87%	(995)	1141
Age: 18-29	23%	(88)	77%	(295)	383
Age: 30-44	25%	(165)	75%	(487)	652
Age: 45-54	9%	(35)	91%	(338)	373
Age: 55-64	5%	(21)	95%	(374)	395
Age: 65+	6%	(23)	94%	(375)	398
PID: Dem (no lean)	18%	(143)	82%	(648)	791
PID: Ind (no lean)	10%	(70)	90%	(633)	703
PID: Rep (no lean)	17%	(118)	83%	(589)	708
PID/Gender: Dem Men	21%	(74)	79%	(287)	361
PID/Gender: Dem Women	16%	(69)	84%	(361)	430
PID/Gender: Ind Men	12%	(42)	88%	(302)	344
PID/Gender: Ind Women	8%	(28)	92%	(330)	358
PID/Gender: Rep Men	19%	(69)	81%	(285)	354
PID/Gender: Rep Women	14%	(49)	86%	(304)	353
Tea Party: Supporter	29%	(175)	71%	(423)	598
Tea Party: Not Supporter	10%	(152)	90%	(1444)	1596
Ideo: Liberal (1-3)	22%	(158)	78%	(546)	704
Ideo: Moderate (4)	12%	(70)	88%	(499)	569
Ideo: Conservative (5-7)	12%	(86)	88%	(628)	714
Educ: < College	14%	(212)	86%	(1354)	1567
Educ: Bachelors degree	17%	(72)	83%	(343)	416
Educ: Post-grad	21%	(47)	79%	(172)	219
Income: Under 50k	13%	(170)	87%	(1137)	1307
Income: 50k-100k	16%	(105)	84%	(554)	659
Income: 100k+	24%	(57)	76%	(178)	235
Ethnicity: White	13%	(231)	87%	(1519)	1750

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Table BRD6_2: Do you own any of the following devices?
Amazon Echo device

Demographic	Yes	No	Total N
Adults	15% (332)	85% (1869)	2201
Ethnicity: Hispanic	33% (109)	67% (220)	329
Ethnicity: Afr. Am.	23% (61)	77% (208)	269
Ethnicity: Other	22% (40)	78% (142)	182
Relig: Protestant	12% (65)	88% (489)	554
Relig: Roman Catholic	20% (101)	80% (404)	506
Relig: Ath./Agn./None	13% (73)	87% (498)	571
Relig: Something Else	19% (63)	81% (277)	340
Relig: Jewish	18% (13)	82% (58)	71
Relig: Evangelical	20% (124)	80% (511)	635
Relig: Non-Evang. Catholics	11% (70)	89% (581)	651
Relig: All Christian	15% (194)	85% (1091)	1286
Relig: All Non-Christian	15% (136)	85% (774)	911
Community: Urban	22% (135)	78% (482)	617
Community: Suburban	13% (127)	87% (885)	1013
Community: Rural	12% (69)	88% (502)	571
Employ: Private Sector	23% (164)	77% (540)	704
Employ: Government	26% (36)	74% (101)	138
Employ: Self-Employed	19% (34)	81% (144)	178
Employ: Homemaker	12% (28)	88% (202)	230
Employ: Student	16% (15)	84% (78)	93
Employ: Retired	6% (29)	94% (448)	476
Employ: Unemployed	6% (15)	94% (230)	245
Employ: Other	8% (11)	92% (126)	137
Job Type: White-collar	21% (168)	79% (625)	793
Job Type: Blue-collar	13% (125)	87% (836)	960
Job Type: Don't Know	9% (39)	91% (409)	448
Military HH: Yes	23% (93)	77% (305)	397
Military HH: No	13% (239)	87% (1565)	1804
2016 Vote: Democrat Hillary Clinton	18% (140)	82% (645)	785
2016 Vote: Republican Donald Trump	17% (131)	83% (655)	786
2016 Vote: Someone else	10% (16)	90% (147)	164

Continued on next page

Table BRD6_2: Do you own any of the following devices?

Amazon Echo device

Demographic	Yes		No		Total N
Adults	15%	(332)	85%	(1869)	2201
2012 Vote: Barack Obama	19%	(176)	81%	(730)	906
2012 Vote: Mitt Romney	12%	(73)	88%	(517)	590
2012 Vote: Other	8%	(6)	92%	(76)	83
2012 Vote: Didn't Vote	12%	(76)	88%	(546)	622
4-Region: Northeast	18%	(73)	82%	(329)	402
4-Region: Midwest	13%	(60)	87%	(414)	474
4-Region: South	15%	(118)	85%	(696)	815
4-Region: West	16%	(81)	84%	(430)	511

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

Table BRD6_3: Do you own any of the following devices?

Google Home

Demographic	Yes		No		Total N
Adults	16%	(342)	84%	(1859)	2201
Gender: Male	18%	(190)	82%	(869)	1060
Gender: Female	13%	(152)	87%	(990)	1141
Age: 18-29	27%	(104)	73%	(279)	383
Age: 30-44	26%	(166)	74%	(485)	652
Age: 45-54	7%	(28)	93%	(345)	373
Age: 55-64	7%	(28)	93%	(367)	395
Age: 65+	4%	(16)	96%	(382)	398
PID: Dem (no lean)	16%	(128)	84%	(663)	791
PID: Ind (no lean)	13%	(93)	87%	(610)	703
PID: Rep (no lean)	17%	(121)	83%	(587)	708
PID/Gender: Dem Men	18%	(65)	82%	(296)	361
PID/Gender: Dem Women	15%	(64)	85%	(367)	430
PID/Gender: Ind Men	14%	(48)	86%	(297)	344
PID/Gender: Ind Women	13%	(45)	87%	(313)	358
PID/Gender: Rep Men	22%	(78)	78%	(277)	354
PID/Gender: Rep Women	12%	(43)	88%	(310)	353
Tea Party: Supporter	30%	(179)	70%	(419)	598
Tea Party: Not Supporter	10%	(160)	90%	(1436)	1596
Ideo: Liberal (1-3)	24%	(167)	76%	(537)	704
Ideo: Moderate (4)	12%	(67)	88%	(502)	569
Ideo: Conservative (5-7)	11%	(80)	89%	(634)	714
Educ: < College	15%	(240)	85%	(1327)	1567
Educ: Bachelors degree	15%	(60)	85%	(355)	416
Educ: Post-grad	19%	(42)	81%	(177)	219
Income: Under 50k	17%	(222)	83%	(1086)	1307
Income: 50k-100k	13%	(84)	87%	(575)	659
Income: 100k+	16%	(37)	84%	(199)	235
Ethnicity: White	12%	(219)	88%	(1532)	1750

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Table BRD6_3: Do you own any of the following devices?

Google Home

Demographic	Yes		No		Total N
Adults	16%	(342)	84%	(1859)	2201
Ethnicity: Hispanic	29%	(96)	71%	(233)	329
Ethnicity: Afr. Am.	32%	(86)	68%	(182)	269
Ethnicity: Other	20%	(37)	80%	(145)	182
Relig: Protestant	12%	(64)	88%	(490)	554
Relig: Roman Catholic	18%	(92)	82%	(414)	506
Relig: Ath./Agn./None	13%	(73)	87%	(498)	571
Relig: Something Else	21%	(71)	79%	(269)	340
Relig: Jewish	15%	(10)	85%	(60)	71
Relig: Evangelical	23%	(144)	77%	(490)	635
Relig: Non-Evang. Catholics	8%	(53)	92%	(598)	651
Relig: All Christian	15%	(198)	85%	(1088)	1286
Relig: All Non-Christian	16%	(143)	84%	(767)	911
Community: Urban	22%	(134)	78%	(483)	617
Community: Suburban	12%	(124)	88%	(889)	1013
Community: Rural	15%	(84)	85%	(487)	571
Employ: Private Sector	20%	(142)	80%	(563)	704
Employ: Government	22%	(30)	78%	(108)	138
Employ: Self-Employed	23%	(41)	77%	(138)	178
Employ: Homemaker	12%	(28)	88%	(202)	230
Employ: Student	16%	(15)	84%	(78)	93
Employ: Retired	6%	(27)	94%	(450)	476
Employ: Unemployed	13%	(33)	87%	(212)	245
Employ: Other	20%	(28)	80%	(109)	137
Job Type: White-collar	17%	(138)	83%	(655)	793
Job Type: Blue-collar	14%	(139)	86%	(822)	960
Job Type: Don't Know	15%	(65)	85%	(382)	448
Military HH: Yes	23%	(91)	77%	(307)	397
Military HH: No	14%	(251)	86%	(1552)	1804
2016 Vote: Democrat Hillary Clinton	17%	(136)	83%	(648)	785
2016 Vote: Republican Donald Trump	15%	(117)	85%	(669)	786
2016 Vote: Someone else	10%	(16)	90%	(148)	164

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Table BRD6_3: Do you own any of the following devices?*Google Home*

Demographic	Yes		No		Total N
Adults	16%	(342)	84%	(1859)	2201
2012 Vote: Barack Obama	18%	(160)	82%	(746)	906
2012 Vote: Mitt Romney	12%	(69)	88%	(521)	590
2012 Vote: Other	4%	(4)	96%	(79)	83
2012 Vote: Didn't Vote	18%	(109)	82%	(513)	622
4-Region: Northeast	16%	(65)	84%	(337)	402
4-Region: Midwest	16%	(75)	84%	(399)	474
4-Region: South	16%	(131)	84%	(683)	815
4-Region: West	14%	(71)	86%	(440)	511

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

Table BRD7_1: Do you use each of the following virtual assistants, or not?
Amazon Alexa

Demographic	Yes, multiple times a day		Yes, once a day		Yes, once a week or more		Yes, once a month or more		No	Don't Know / No Opinion	Total N
Adults	7%	(153)	5%	(115)	4%	(91)	2%	(54)	75% (1642)	7% (145)	2201
Gender: Male	8%	(81)	7%	(78)	5%	(57)	3%	(29)	72% (759)	5% (55)	1060
Gender: Female	6%	(72)	3%	(38)	3%	(34)	2%	(25)	77% (883)	8% (90)	1141
Age: 18-29	10%	(40)	10%	(39)	3%	(13)	4%	(14)	63% (241)	9% (36)	383
Age: 30-44	13%	(85)	8%	(51)	7%	(47)	4%	(25)	63% (410)	5% (35)	652
Age: 45-54	3%	(12)	2%	(9)	5%	(20)	1%	(5)	82% (308)	5% (20)	373
Age: 55-64	2%	(10)	2%	(8)	1%	(5)	2%	(6)	86% (342)	6% (24)	395
Age: 65+	2%	(7)	2%	(9)	1%	(6)	1%	(4)	86% (342)	8% (31)	398
PID: Dem (no lean)	9%	(69)	5%	(41)	4%	(33)	2%	(16)	74% (587)	6% (46)	791
PID: Ind (no lean)	5%	(34)	5%	(36)	3%	(24)	3%	(20)	75% (529)	8% (59)	703
PID: Rep (no lean)	7%	(50)	5%	(38)	5%	(34)	3%	(18)	74% (526)	6% (41)	708
PID/Gender: Dem Men	9%	(33)	7%	(25)	5%	(19)	2%	(8)	72% (260)	4% (15)	361
PID/Gender: Dem Women	8%	(36)	4%	(16)	3%	(14)	2%	(7)	76% (327)	7% (30)	430
PID/Gender: Ind Men	6%	(20)	7%	(26)	4%	(14)	4%	(13)	70% (243)	9% (30)	344
PID/Gender: Ind Women	4%	(14)	3%	(10)	3%	(10)	2%	(8)	80% (287)	8% (29)	358
PID/Gender: Rep Men	8%	(28)	8%	(27)	7%	(25)	2%	(8)	72% (257)	3% (10)	354
PID/Gender: Rep Women	6%	(22)	3%	(11)	3%	(9)	3%	(10)	76% (269)	9% (32)	353
Tea Party: Supporter	14%	(86)	11%	(64)	8%	(49)	4%	(22)	59% (352)	4% (26)	598
Tea Party: Not Supporter	4%	(65)	3%	(51)	3%	(42)	2%	(32)	81% (1286)	7% (120)	1596
Ideo: Liberal (1-3)	11%	(76)	9%	(62)	5%	(39)	3%	(24)	66% (467)	5% (36)	704
Ideo: Moderate (4)	7%	(41)	4%	(25)	3%	(17)	2%	(10)	78% (441)	6% (33)	569
Ideo: Conservative (5-7)	5%	(34)	3%	(22)	4%	(29)	2%	(15)	82% (583)	4% (32)	714
Educ: < College	6%	(86)	5%	(74)	4%	(64)	3%	(44)	75% (1180)	8% (119)	1567
Educ: Bachelors degree	9%	(37)	7%	(30)	5%	(19)	2%	(7)	72% (300)	5% (21)	416
Educ: Post-grad	13%	(29)	5%	(11)	3%	(8)	1%	(3)	74% (162)	3% (6)	219

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Table BRD7_1: Do you use each of the following virtual assistants, or not?

Amazon Alexa

Demographic	Yes, multiple times a day		Yes, once a day		Yes, once a week or more		Yes, once a month or more		No	Don't Know / No Opinion	Total N
Adults	7%	(153)	5%	(115)	4%	(91)	2%	(54)	75% (1642)	7% (145)	2201
Income: Under 50k	6%	(77)	4%	(58)	4%	(47)	2%	(30)	76% (994)	8% (102)	1307
Income: 50k-100k	7%	(44)	6%	(42)	5%	(32)	3%	(19)	75% (492)	5% (30)	659
Income: 100k+	14%	(32)	7%	(16)	5%	(12)	2%	(6)	66% (156)	6% (14)	235
Ethnicity: White	6%	(113)	4%	(72)	4%	(62)	2%	(39)	78% (1357)	6% (107)	1750
Ethnicity: Hispanic	14%	(45)	10%	(33)	10%	(34)	5%	(17)	57% (188)	4% (13)	329
Ethnicity: Afr. Am.	12%	(31)	8%	(20)	6%	(16)	2%	(5)	63% (170)	10% (26)	269
Ethnicity: Other	5%	(9)	13%	(23)	7%	(13)	6%	(10)	63% (115)	6% (12)	182
Relig: Protestant	6%	(34)	5%	(28)	3%	(14)	2%	(13)	78% (431)	6% (33)	554
Relig: Roman Catholic	10%	(50)	6%	(32)	6%	(28)	3%	(14)	70% (352)	6% (30)	506
Relig: Ath./Agn./None	5%	(28)	4%	(21)	4%	(22)	4%	(20)	78% (444)	6% (36)	571
Relig: Something Else	9%	(30)	8%	(26)	7%	(23)	1%	(5)	69% (234)	6% (22)	340
Relig: Jewish	13%	(9)	4%	(3)	1%	(1)	—	(0)	76% (54)	6% (5)	71
Relig: Evangelical	10%	(66)	6%	(40)	4%	(26)	3%	(16)	69% (436)	8% (50)	635
Relig: Non-Evang. Catholics	4%	(27)	4%	(29)	3%	(20)	2%	(13)	81% (525)	6% (38)	651
Relig: All Christian	7%	(93)	5%	(69)	4%	(46)	2%	(29)	75% (961)	7% (88)	1286
Relig: All Non-Christian	6%	(58)	5%	(47)	5%	(45)	3%	(25)	74% (678)	6% (57)	911
Community: Urban	10%	(62)	8%	(50)	6%	(37)	2%	(13)	68% (422)	6% (34)	617
Community: Suburban	6%	(61)	4%	(41)	4%	(39)	3%	(28)	77% (775)	7% (68)	1013
Community: Rural	5%	(30)	4%	(25)	3%	(15)	2%	(13)	78% (445)	7% (43)	571
Employ: Private Sector	13%	(88)	7%	(48)	6%	(41)	3%	(25)	66% (467)	5% (35)	704
Employ: Government	15%	(20)	10%	(13)	4%	(5)	3%	(4)	67% (92)	2% (3)	138
Employ: Self-Employed	7%	(12)	11%	(20)	2%	(4)	3%	(5)	69% (124)	8% (13)	178
Employ: Homemaker	3%	(7)	4%	(10)	7%	(16)	1%	(2)	80% (184)	4% (10)	230
Employ: Student	10%	(9)	3%	(3)	7%	(6)	3%	(3)	68% (64)	8% (8)	93
Employ: Retired	2%	(7)	3%	(12)	2%	(11)	1%	(3)	85% (407)	8% (37)	476
Employ: Unemployed	1%	(3)	2%	(4)	1%	(3)	4%	(9)	83% (205)	8% (21)	245
Employ: Other	4%	(5)	3%	(5)	3%	(4)	2%	(2)	74% (101)	14% (19)	137

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Table BRD7_1: Do you use each of the following virtual assistants, or not?

Amazon Alexa

Demographic	Yes, multiple times a day		Yes, once a day		Yes, once a week or more		Yes, once a month or more		No	Don't Know / No Opinion	Total N
Adults	7%	(153)	5%	(115)	4%	(91)	2%	(54)	75% (1642)	7% (145)	2201
Job Type: White-collar	11%	(84)	7%	(54)	5%	(38)	3%	(25)	71% (566)	3% (26)	793
Job Type: Blue-collar	5%	(50)	5%	(47)	4%	(43)	2%	(22)	78% (745)	6% (54)	960
Job Type: Don't Know	4%	(19)	3%	(14)	2%	(10)	2%	(7)	74% (332)	15% (65)	448
Military HH: Yes	11%	(45)	8%	(33)	6%	(26)	2%	(9)	67% (265)	5% (19)	397
Military HH: No	6%	(108)	5%	(82)	4%	(65)	2%	(45)	76% (1377)	7% (127)	1804
2016 Vote: Democrat Hillary Clinton	8%	(66)	5%	(42)	5%	(42)	3%	(20)	72% (565)	6% (49)	785
2016 Vote: Republican Donald Trump	8%	(63)	6%	(49)	4%	(31)	2%	(16)	75% (587)	5% (40)	786
2016 Vote: Someone else	5%	(9)	2%	(4)	4%	(7)	3%	(6)	79% (129)	6% (9)	164
2012 Vote: Barack Obama	9%	(81)	6%	(52)	5%	(46)	2%	(20)	73% (657)	5% (49)	906
2012 Vote: Mitt Romney	6%	(33)	4%	(26)	4%	(24)	3%	(15)	78% (463)	5% (30)	590
2012 Vote: Other	1%	(1)	3%	(3)	4%	(3)	5%	(4)	80% (67)	7% (5)	83
2012 Vote: Didn't Vote	6%	(39)	6%	(35)	3%	(18)	2%	(14)	73% (455)	10% (61)	622
4-Region: Northeast	10%	(41)	8%	(32)	4%	(16)	2%	(10)	71% (286)	4% (17)	402
4-Region: Midwest	4%	(21)	6%	(29)	5%	(23)	2%	(10)	74% (352)	8% (39)	474
4-Region: South	7%	(53)	5%	(39)	3%	(26)	2%	(18)	75% (613)	8% (65)	815
4-Region: West	7%	(38)	3%	(16)	5%	(26)	3%	(16)	77% (391)	5% (24)	511

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

Table BRD7_2: Do you use each of the following virtual assistants, or not?
Windows Cortana

Demographic	Yes, multiple times a day		Yes, once a day		Yes, once a week or more		Yes, once a month or more		No	Don't Know / No Opinion	Total N
Adults	7%	(164)	5%	(107)	5%	(116)	5%	(114)	71% (1555)	7% (145)	2201
Gender: Male	10%	(106)	6%	(67)	6%	(68)	5%	(55)	67% (708)	5% (55)	1060
Gender: Female	5%	(57)	4%	(40)	4%	(48)	5%	(59)	74% (847)	8% (90)	1141
Age: 18-29	12%	(47)	8%	(30)	8%	(31)	7%	(26)	58% (221)	7% (27)	383
Age: 30-44	13%	(82)	9%	(56)	6%	(40)	4%	(29)	63% (409)	6% (36)	652
Age: 45-54	3%	(12)	2%	(6)	3%	(13)	4%	(17)	81% (300)	7% (24)	373
Age: 55-64	5%	(19)	2%	(10)	4%	(17)	5%	(22)	77% (303)	6% (25)	395
Age: 65+	1%	(3)	1%	(4)	4%	(15)	5%	(21)	81% (322)	8% (33)	398
PID: Dem (no lean)	9%	(68)	4%	(34)	6%	(48)	6%	(45)	70% (553)	5% (43)	791
PID: Ind (no lean)	5%	(35)	5%	(35)	5%	(32)	5%	(38)	71% (499)	9% (63)	703
PID: Rep (no lean)	9%	(61)	5%	(37)	5%	(37)	4%	(31)	71% (503)	6% (39)	708
PID/Gender: Dem Men	11%	(38)	5%	(17)	7%	(26)	5%	(19)	68% (244)	5% (16)	361
PID/Gender: Dem Women	7%	(29)	4%	(17)	5%	(22)	6%	(26)	72% (309)	6% (27)	430
PID/Gender: Ind Men	7%	(25)	7%	(24)	5%	(16)	6%	(22)	67% (229)	8% (29)	344
PID/Gender: Ind Women	3%	(11)	3%	(11)	4%	(16)	5%	(17)	75% (270)	9% (34)	358
PID/Gender: Rep Men	12%	(43)	7%	(25)	8%	(27)	4%	(14)	66% (235)	3% (10)	354
PID/Gender: Rep Women	5%	(17)	3%	(12)	3%	(10)	5%	(17)	76% (268)	8% (29)	353
Tea Party: Supporter	16%	(93)	11%	(65)	8%	(49)	5%	(29)	56% (335)	4% (26)	598
Tea Party: Not Supporter	4%	(69)	3%	(41)	4%	(67)	5%	(85)	76% (1215)	7% (119)	1596
Ideo: Liberal (1-3)	11%	(75)	8%	(57)	6%	(41)	5%	(35)	65% (455)	6% (40)	704
Ideo: Moderate (4)	8%	(43)	4%	(26)	5%	(30)	5%	(31)	71% (405)	6% (34)	569
Ideo: Conservative (5-7)	5%	(33)	3%	(19)	5%	(35)	5%	(35)	78% (559)	5% (34)	714
Educ: < College	7%	(115)	4%	(63)	5%	(81)	5%	(81)	71% (1108)	8% (119)	1567
Educ: Bachelors degree	6%	(27)	7%	(28)	5%	(22)	5%	(20)	72% (299)	5% (20)	416
Educ: Post-grad	10%	(22)	7%	(16)	6%	(13)	6%	(14)	68% (148)	3% (7)	219

Continued on next page

Table BRD7_2: Do you use each of the following virtual assistants, or not?

Windows Cortana

Demographic	Yes, multiple times a day		Yes, once a day		Yes, once a week or more		Yes, once a month or more		No	Don't Know / No Opinion	Total N
Adults	7%	(164)	5%	(107)	5%	(116)	5%	(114)	71%	(1555)	2201
Income: Under 50k	8%	(101)	5%	(65)	6%	(72)	5%	(65)	69%	(900)	1307
Income: 50k-100k	6%	(37)	5%	(30)	5%	(30)	6%	(43)	74%	(490)	659
Income: 100k+	11%	(26)	5%	(11)	6%	(14)	3%	(7)	70%	(165)	235
Ethnicity: White	6%	(108)	4%	(77)	4%	(73)	5%	(84)	74%	(1298)	1750
Ethnicity: Hispanic	14%	(47)	10%	(32)	9%	(28)	7%	(24)	56%	(186)	329
Ethnicity: Afr. Am.	17%	(47)	4%	(12)	7%	(19)	6%	(17)	57%	(153)	269
Ethnicity: Other	5%	(9)	10%	(18)	13%	(24)	7%	(13)	57%	(103)	182
Relig: Protestant	7%	(38)	4%	(22)	4%	(24)	6%	(31)	73%	(402)	554
Relig: Roman Catholic	9%	(48)	6%	(29)	7%	(37)	4%	(22)	68%	(343)	506
Relig: Ath./Agn./None	5%	(29)	3%	(16)	4%	(24)	5%	(28)	76%	(433)	571
Relig: Something Else	9%	(32)	7%	(25)	6%	(21)	6%	(19)	65%	(220)	340
Relig: Jewish	6%	(4)	3%	(2)	5%	(4)	4%	(3)	76%	(54)	71
Relig: Evangelical	13%	(83)	7%	(46)	6%	(36)	4%	(28)	63%	(398)	635
Relig: Non-Evang. Catholics	3%	(19)	3%	(19)	5%	(36)	6%	(38)	77%	(501)	651
Relig: All Christian	8%	(103)	5%	(65)	6%	(72)	5%	(67)	70%	(899)	1286
Relig: All Non-Christian	7%	(61)	4%	(41)	5%	(45)	5%	(47)	72%	(653)	911
Community: Urban	11%	(67)	7%	(46)	6%	(37)	5%	(28)	65%	(404)	617
Community: Suburban	6%	(60)	3%	(29)	4%	(45)	5%	(52)	74%	(753)	1013
Community: Rural	6%	(37)	6%	(32)	6%	(34)	6%	(34)	70%	(398)	571
Employ: Private Sector	11%	(76)	7%	(52)	5%	(38)	7%	(47)	65%	(457)	704
Employ: Government	14%	(19)	10%	(13)	7%	(10)	2%	(3)	63%	(87)	138
Employ: Self-Employed	9%	(16)	7%	(13)	7%	(12)	5%	(9)	65%	(115)	178
Employ: Homemaker	5%	(11)	3%	(7)	8%	(19)	3%	(8)	74%	(170)	230
Employ: Student	14%	(13)	3%	(3)	4%	(4)	5%	(5)	68%	(63)	93
Employ: Retired	2%	(10)	2%	(8)	5%	(22)	5%	(22)	79%	(377)	476
Employ: Unemployed	7%	(16)	1%	(3)	2%	(5)	6%	(14)	78%	(191)	245
Employ: Other	2%	(3)	5%	(7)	5%	(7)	5%	(7)	69%	(94)	137

Continued on next page

Table BRD7_2: Do you use each of the following virtual assistants, or not?

Windows Cortana

Demographic	Yes, multiple times a day	Yes, once a day	Yes, once a week or more	Yes, once a month or more	No	Don't Know / No Opinion	Total N
Adults	7% (164)	5% (107)	5% (116)	5% (114)	71% (1555)	7% (145)	2201
Job Type: White-collar	11% (83)	6% (44)	6% (44)	7% (52)	68% (543)	3% (27)	793
Job Type: Blue-collar	7% (65)	5% (49)	5% (49)	4% (42)	72% (692)	7% (63)	960
Job Type: Don't Know	3% (16)	3% (13)	5% (23)	4% (20)	71% (320)	12% (56)	448
Military HH: Yes	15% (60)	8% (31)	5% (21)	5% (18)	63% (250)	4% (18)	397
Military HH: No	6% (104)	4% (75)	5% (95)	5% (96)	72% (1305)	7% (128)	1804
2016 Vote: Democrat Hillary Clinton	8% (64)	5% (40)	6% (46)	6% (49)	68% (536)	6% (49)	785
2016 Vote: Republican Donald Trump	7% (58)	5% (38)	5% (41)	4% (32)	73% (572)	6% (45)	786
2016 Vote: Someone else	5% (8)	5% (9)	7% (11)	5% (8)	73% (120)	5% (8)	164
2012 Vote: Barack Obama	9% (82)	5% (46)	6% (51)	5% (48)	69% (629)	5% (49)	906
2012 Vote: Mitt Romney	6% (34)	5% (27)	4% (25)	4% (23)	76% (449)	5% (32)	590
2012 Vote: Other	8% (7)	2% (2)	5% (4)	2% (2)	72% (60)	10% (8)	83
2012 Vote: Didn't Vote	7% (42)	5% (32)	6% (37)	6% (40)	67% (417)	9% (56)	622
4-Region: Northeast	7% (30)	7% (27)	5% (22)	5% (21)	70% (282)	5% (20)	402
4-Region: Midwest	7% (31)	3% (16)	4% (20)	6% (28)	72% (339)	8% (39)	474
4-Region: South	8% (64)	5% (42)	6% (49)	5% (43)	68% (553)	8% (63)	815
4-Region: West	8% (38)	4% (22)	5% (25)	4% (22)	74% (380)	5% (24)	511

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

Table BRD7_3: Do you use each of the following virtual assistants, or not?

Apple Siri

Demographic	Yes, multiple times a day	Yes, once a day	Yes, once a week or more	Yes, once a month or more	No	Don't Know / No Opinion	Total N
Adults	9% (209)	6% (141)	7% (150)	7% (144)	65% (1436)	5% (121)	2201
Gender: Male	11% (115)	8% (81)	7% (70)	6% (64)	64% (681)	5% (49)	1060
Gender: Female	8% (94)	5% (60)	7% (81)	7% (80)	66% (755)	6% (72)	1141
Age: 18-29	17% (66)	12% (46)	9% (33)	11% (44)	45% (172)	6% (22)	383
Age: 30-44	17% (113)	10% (65)	8% (54)	6% (40)	54% (350)	5% (29)	652
Age: 45-54	3% (10)	4% (14)	6% (22)	7% (25)	75% (279)	6% (23)	373
Age: 55-64	3% (11)	2% (6)	5% (22)	6% (23)	79% (313)	5% (21)	395
Age: 65+	2% (9)	3% (10)	5% (20)	3% (12)	81% (321)	6% (26)	398
PID: Dem (no lean)	10% (82)	6% (48)	8% (62)	7% (52)	64% (509)	5% (38)	791
PID: Ind (no lean)	9% (60)	6% (45)	5% (38)	6% (43)	66% (467)	7% (50)	703
PID: Rep (no lean)	9% (67)	7% (48)	7% (50)	7% (49)	65% (461)	5% (32)	708
PID/Gender: Dem Men	14% (50)	8% (29)	8% (30)	5% (18)	61% (219)	4% (14)	361
PID/Gender: Dem Women	7% (32)	4% (19)	7% (32)	8% (33)	67% (290)	6% (25)	430
PID/Gender: Ind Men	8% (27)	7% (25)	6% (19)	6% (21)	65% (225)	7% (26)	344
PID/Gender: Ind Women	9% (33)	5% (19)	5% (19)	6% (22)	67% (241)	7% (24)	358
PID/Gender: Rep Men	11% (38)	8% (27)	6% (20)	7% (24)	67% (237)	3% (9)	354
PID/Gender: Rep Women	8% (29)	6% (22)	9% (30)	7% (25)	63% (224)	7% (23)	353
Tea Party: Supporter	17% (104)	11% (68)	10% (57)	8% (46)	50% (298)	4% (24)	598
Tea Party: Not Supporter	6% (102)	5% (73)	6% (93)	6% (97)	71% (1134)	6% (96)	1596
Ideo: Liberal (1-3)	14% (98)	11% (75)	8% (57)	8% (55)	56% (391)	4% (28)	704
Ideo: Moderate (4)	8% (46)	4% (24)	7% (40)	5% (26)	71% (403)	5% (30)	569
Ideo: Conservative (5-7)	7% (49)	4% (31)	7% (47)	6% (46)	72% (515)	4% (26)	714
Educ: < College	8% (129)	6% (92)	7% (104)	6% (90)	67% (1049)	7% (102)	1567
Educ: Bachelors degree	13% (53)	7% (27)	7% (28)	9% (37)	62% (256)	3% (14)	416
Educ: Post-grad	12% (27)	10% (22)	8% (18)	7% (16)	60% (131)	2% (4)	219

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Table BRD7_3: Do you use each of the following virtual assistants, or not?

Apple Siri

Demographic	Yes, multiple times a day	Yes, once a day	Yes, once a week or more	Yes, once a month or more	No	Don't Know / No Opinion	Total N
Adults	9% (209)	6% (141)	7% (150)	7% (144)	65% (1436)	5% (121)	2201
Income: Under 50k	8% (99)	6% (77)	5% (70)	5% (64)	69% (904)	7% (92)	1307
Income: 50k-100k	12% (76)	6% (42)	9% (62)	10% (63)	60% (394)	3% (20)	659
Income: 100k+	14% (33)	9% (22)	8% (18)	7% (17)	59% (138)	3% (8)	235
Ethnicity: White	9% (155)	5% (93)	6% (108)	6% (104)	68% (1196)	5% (93)	1750
Ethnicity: Hispanic	20% (66)	10% (34)	10% (33)	6% (19)	50% (165)	4% (12)	329
Ethnicity: Afr. Am.	13% (35)	9% (23)	7% (20)	6% (15)	59% (157)	7% (18)	269
Ethnicity: Other	10% (18)	13% (24)	12% (23)	13% (24)	46% (83)	5% (9)	182
Relig: Protestant	9% (48)	5% (29)	6% (36)	5% (26)	69% (384)	6% (31)	554
Relig: Roman Catholic	14% (70)	8% (40)	5% (26)	7% (35)	62% (312)	5% (23)	506
Relig: Ath./Agn./None	7% (38)	4% (24)	6% (36)	7% (41)	69% (393)	7% (39)	571
Relig: Something Else	11% (39)	10% (35)	10% (33)	7% (25)	56% (190)	5% (18)	340
Relig: Jewish	16% (11)	7% (5)	9% (6)	5% (3)	59% (42)	4% (3)	71
Relig: Evangelical	13% (85)	7% (47)	7% (45)	6% (40)	61% (385)	5% (31)	635
Relig: Non-Evang. Catholics	7% (47)	5% (35)	5% (34)	6% (38)	71% (464)	5% (33)	651
Relig: All Christian	10% (133)	6% (82)	6% (80)	6% (78)	66% (849)	5% (64)	1286
Relig: All Non-Christian	8% (76)	6% (59)	8% (70)	7% (66)	64% (583)	6% (57)	911
Community: Urban	13% (80)	9% (54)	7% (42)	5% (30)	60% (373)	6% (38)	617
Community: Suburban	7% (76)	6% (58)	6% (63)	8% (78)	68% (684)	5% (54)	1013
Community: Rural	9% (53)	5% (29)	8% (45)	6% (36)	66% (379)	5% (29)	571
Employ: Private Sector	16% (111)	8% (58)	8% (58)	7% (49)	57% (398)	4% (29)	704
Employ: Government	13% (18)	11% (15)	7% (9)	10% (14)	56% (78)	3% (4)	138
Employ: Self-Employed	10% (18)	10% (18)	4% (7)	5% (9)	65% (115)	6% (11)	178
Employ: Homemaker	4% (10)	7% (16)	11% (25)	4% (9)	70% (161)	4% (9)	230
Employ: Student	17% (16)	8% (7)	10% (9)	12% (11)	47% (44)	6% (5)	93
Employ: Retired	2% (9)	2% (11)	5% (23)	4% (18)	80% (380)	7% (35)	476
Employ: Unemployed	6% (15)	2% (5)	7% (16)	10% (25)	69% (168)	6% (15)	245
Employ: Other	8% (11)	8% (11)	2% (3)	5% (7)	67% (92)	9% (12)	137

Continued on next page

Table BRD7_3: Do you use each of the following virtual assistants, or not?

Apple Siri

Demographic	Yes, multiple times a day	Yes, once a day	Yes, once a week or more	Yes, once a month or more	No	Don't Know / No Opinion	Total N
Adults	9% (209)	6% (141)	7% (150)	7% (144)	65% (1436)	5% (121)	2201
Job Type: White-collar	13% (101)	10% (75)	8% (63)	7% (57)	60% (478)	2% (18)	793
Job Type: Blue-collar	8% (79)	5% (43)	7% (71)	6% (53)	69% (667)	5% (47)	960
Job Type: Don't Know	6% (28)	5% (22)	4% (17)	7% (33)	65% (291)	12% (55)	448
Military HH: Yes	13% (53)	8% (33)	7% (29)	4% (17)	63% (252)	3% (14)	397
Military HH: No	9% (156)	6% (108)	7% (121)	7% (127)	66% (1184)	6% (107)	1804
2016 Vote: Democrat Hillary Clinton	11% (87)	5% (41)	9% (69)	7% (54)	64% (500)	4% (34)	785
2016 Vote: Republican Donald Trump	11% (85)	7% (55)	6% (47)	6% (48)	66% (516)	5% (36)	786
2016 Vote: Someone else	6% (9)	6% (9)	6% (10)	8% (13)	69% (113)	6% (9)	164
2012 Vote: Barack Obama	11% (99)	5% (49)	8% (74)	6% (52)	65% (593)	4% (38)	906
2012 Vote: Mitt Romney	8% (47)	6% (33)	7% (42)	5% (29)	70% (412)	5% (28)	590
2012 Vote: Other	6% (5)	4% (3)	— (0)	5% (4)	77% (64)	8% (6)	83
2012 Vote: Didn't Vote	9% (57)	9% (56)	6% (34)	9% (58)	59% (368)	8% (49)	622
4-Region: Northeast	10% (42)	7% (30)	8% (31)	7% (27)	63% (254)	4% (17)	402
4-Region: Midwest	8% (37)	6% (29)	8% (40)	5% (24)	67% (317)	6% (28)	474
4-Region: South	9% (73)	7% (56)	6% (46)	7% (55)	65% (528)	7% (58)	815
4-Region: West	11% (58)	5% (27)	7% (34)	8% (38)	66% (337)	3% (17)	511

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

Table BRD7_4: Do you use each of the following virtual assistants, or not?

Google Assistant

Demographic	How often do you use the following services?												Total N
	Yes, multiple times a day		Yes, once a day		Yes, once a week or more		Yes, once a month or more		No		Don't Know / No Opinion		
Adults	8%	(181)	5%	(119)	5%	(116)	5%	(100)	70%	(1543)	6%	(141)	2201
Gender: Male	10%	(104)	7%	(79)	7%	(72)	4%	(47)	66%	(698)	6%	(60)	1060
Gender: Female	7%	(77)	4%	(41)	4%	(43)	5%	(53)	74%	(846)	7%	(81)	1141
Age: 18-29	14%	(52)	8%	(31)	8%	(29)	5%	(19)	59%	(228)	6%	(24)	383
Age: 30-44	14%	(91)	10%	(63)	7%	(48)	6%	(40)	58%	(376)	5%	(33)	652
Age: 45-54	3%	(11)	3%	(12)	3%	(11)	3%	(12)	81%	(302)	6%	(24)	373
Age: 55-64	5%	(18)	3%	(11)	3%	(12)	3%	(13)	80%	(317)	6%	(25)	395
Age: 65+	2%	(9)	1%	(2)	4%	(16)	4%	(16)	81%	(320)	9%	(35)	398
PID: Dem (no lean)	9%	(72)	6%	(45)	6%	(44)	6%	(45)	68%	(537)	6%	(48)	791
PID: Ind (no lean)	6%	(43)	4%	(30)	6%	(40)	4%	(30)	72%	(504)	8%	(54)	703
PID: Rep (no lean)	9%	(67)	6%	(45)	4%	(31)	3%	(24)	71%	(502)	6%	(39)	708
PID/Gender: Dem Men	11%	(41)	7%	(26)	7%	(25)	6%	(20)	63%	(229)	5%	(20)	361
PID/Gender: Dem Women	7%	(31)	4%	(18)	4%	(19)	6%	(25)	72%	(309)	6%	(28)	430
PID/Gender: Ind Men	7%	(24)	6%	(19)	7%	(25)	5%	(16)	67%	(232)	8%	(28)	344
PID/Gender: Ind Women	5%	(19)	3%	(11)	4%	(15)	4%	(14)	76%	(273)	7%	(26)	358
PID/Gender: Rep Men	11%	(39)	9%	(33)	6%	(23)	3%	(11)	67%	(237)	4%	(12)	354
PID/Gender: Rep Women	8%	(28)	3%	(12)	2%	(9)	4%	(14)	75%	(264)	8%	(27)	353
Tea Party: Supporter	17%	(104)	11%	(65)	8%	(49)	5%	(28)	54%	(323)	5%	(29)	598
Tea Party: Not Supporter	5%	(76)	3%	(55)	4%	(65)	4%	(72)	76%	(1216)	7%	(112)	1596
Ideo: Liberal (1-3)	13%	(89)	9%	(60)	6%	(43)	7%	(51)	60%	(425)	5%	(36)	704
Ideo: Moderate (4)	7%	(40)	5%	(28)	6%	(35)	4%	(21)	72%	(409)	6%	(36)	569
Ideo: Conservative (5-7)	6%	(45)	4%	(26)	4%	(32)	3%	(21)	78%	(560)	4%	(31)	714
Educ: < College	8%	(120)	5%	(78)	5%	(79)	4%	(68)	71%	(1108)	7%	(113)	1567
Educ: Bachelors degree	10%	(40)	6%	(25)	4%	(18)	6%	(24)	69%	(288)	5%	(21)	416
Educ: Post-grad	10%	(21)	7%	(16)	8%	(18)	4%	(8)	67%	(148)	3%	(7)	219

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Table BRD7_4: Do you use each of the following virtual assistants, or not?

Google Assistant

Demographic	Yes, multiple times a day		Yes, once a day		Yes, once a week or more		Yes, once a month or more		No	Don't Know / No Opinion	Total N
Adults	8%	(181)	5%	(119)	5%	(116)	5%	(100)	70%	(1543)	2201
Income: Under 50k	8%	(107)	5%	(72)	5%	(64)	5%	(61)	69%	(899)	1307
Income: 50k-100k	8%	(50)	5%	(32)	6%	(39)	5%	(33)	73%	(478)	659
Income: 100k+	10%	(24)	7%	(16)	6%	(13)	3%	(6)	71%	(166)	235
Ethnicity: White	7%	(118)	5%	(81)	5%	(81)	4%	(70)	74%	(1299)	1750
Ethnicity: Hispanic	12%	(40)	11%	(36)	11%	(36)	6%	(19)	56%	(185)	329
Ethnicity: Afr. Am.	18%	(48)	8%	(21)	7%	(18)	6%	(16)	52%	(139)	269
Ethnicity: Other	8%	(15)	9%	(17)	10%	(17)	8%	(14)	58%	(105)	182
Relig: Protestant	6%	(35)	4%	(24)	4%	(24)	2%	(13)	77%	(424)	554
Relig: Roman Catholic	10%	(52)	7%	(35)	5%	(24)	4%	(21)	68%	(345)	506
Relig: Ath./Agn./None	6%	(32)	3%	(19)	5%	(30)	5%	(28)	74%	(421)	571
Relig: Something Else	12%	(40)	8%	(26)	6%	(21)	6%	(20)	61%	(208)	340
Relig: Jewish	9%	(6)	4%	(3)	3%	(2)	7%	(5)	71%	(50)	71
Relig: Evangelical	13%	(81)	9%	(57)	7%	(42)	4%	(26)	61%	(389)	635
Relig: Non-Evang. Catholics	4%	(28)	3%	(17)	3%	(22)	4%	(25)	80%	(522)	651
Relig: All Christian	8%	(109)	6%	(74)	5%	(64)	4%	(51)	71%	(911)	1286
Relig: All Non-Christian	8%	(73)	5%	(44)	6%	(51)	5%	(48)	69%	(630)	911
Community: Urban	11%	(68)	9%	(54)	7%	(43)	5%	(32)	62%	(381)	617
Community: Suburban	7%	(69)	4%	(39)	5%	(48)	5%	(47)	73%	(743)	1013
Community: Rural	8%	(45)	5%	(26)	4%	(25)	4%	(21)	74%	(420)	571
Employ: Private Sector	12%	(85)	8%	(55)	7%	(46)	5%	(36)	64%	(448)	704
Employ: Government	18%	(25)	5%	(6)	6%	(8)	6%	(9)	60%	(82)	138
Employ: Self-Employed	10%	(18)	7%	(13)	5%	(10)	4%	(7)	66%	(118)	178
Employ: Homemaker	5%	(11)	6%	(14)	5%	(12)	2%	(5)	76%	(175)	230
Employ: Student	8%	(7)	8%	(7)	5%	(4)	3%	(3)	70%	(65)	93
Employ: Retired	3%	(14)	2%	(8)	4%	(21)	4%	(18)	79%	(375)	476
Employ: Unemployed	4%	(11)	3%	(8)	3%	(8)	4%	(10)	78%	(191)	245
Employ: Other	7%	(10)	6%	(8)	4%	(5)	9%	(12)	64%	(87)	137

Continued on next page

Table BRD7_4: Do you use each of the following virtual assistants, or not?

Google Assistant

Demographic	Yes, multiple times a day		Yes, once a day		Yes, once a week or more		Yes, once a month or more		No	Don't Know / No Opinion	Total N
Adults	8%	(181)	5%	(119)	5%	(116)	5%	(100)	70% (1543)	6% (141)	2201
Job Type: White-collar	10%	(82)	6%	(51)	7%	(55)	5%	(36)	68% (543)	3% (25)	793
Job Type: Blue-collar	9%	(82)	5%	(50)	4%	(39)	5%	(47)	71% (685)	6% (58)	960
Job Type: Don't Know	4%	(18)	4%	(18)	5%	(21)	4%	(17)	70% (315)	13% (58)	448
Military HH: Yes	13%	(51)	8%	(30)	7%	(28)	5%	(20)	62% (246)	5% (21)	397
Military HH: No	7%	(130)	5%	(89)	5%	(88)	4%	(80)	72% (1297)	7% (120)	1804
2016 Vote: Democrat Hillary Clinton	8%	(66)	6%	(49)	7%	(51)	6%	(46)	67% (525)	6% (48)	785
2016 Vote: Republican Donald Trump	10%	(81)	5%	(38)	4%	(33)	3%	(22)	73% (575)	5% (37)	786
2016 Vote: Someone else	3%	(5)	4%	(7)	6%	(10)	5%	(8)	76% (124)	6% (11)	164
2012 Vote: Barack Obama	10%	(92)	5%	(45)	6%	(54)	5%	(43)	68% (620)	6% (53)	906
2012 Vote: Mitt Romney	8%	(50)	6%	(34)	4%	(21)	3%	(17)	75% (440)	5% (28)	590
2012 Vote: Other	3%	(3)	—	(0)	5%	(4)	5%	(4)	79% (65)	8% (7)	83
2012 Vote: Didn't Vote	6%	(37)	7%	(41)	6%	(36)	6%	(36)	67% (418)	9% (53)	622
4-Region: Northeast	10%	(40)	5%	(21)	6%	(25)	4%	(17)	70% (280)	5% (19)	402
4-Region: Midwest	7%	(31)	6%	(27)	4%	(20)	5%	(22)	71% (338)	8% (36)	474
4-Region: South	9%	(70)	6%	(49)	6%	(47)	4%	(34)	68% (555)	7% (60)	815
4-Region: West	8%	(41)	4%	(23)	4%	(23)	5%	(27)	72% (370)	5% (27)	511

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

Table BRD8_1: *How often do you use the following features of your virtual assistant(s)?*
Making calls

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	34%	(341)	26%	(264)	15%	(154)	23%	(233)	2% (24)	1016
Gender: Male	35%	(180)	26%	(134)	18%	(92)	19%	(95)	2% (11)	511
Gender: Female	32%	(161)	26%	(130)	12%	(62)	27%	(138)	3% (13)	505
Age: 18-29	42%	(110)	22%	(57)	15%	(38)	19%	(50)	2% (4)	259
Age: 30-44	39%	(145)	31%	(115)	14%	(52)	14%	(53)	3% (11)	377
Age: 45-54	25%	(33)	26%	(34)	17%	(22)	29%	(37)	4% (5)	131
Age: 55-64	21%	(30)	27%	(39)	17%	(25)	33%	(48)	1% (2)	144
Age: 65+	22%	(23)	17%	(18)	17%	(18)	42%	(45)	2% (2)	105
PID: Dem (no lean)	31%	(116)	28%	(105)	16%	(61)	23%	(86)	2% (8)	376
PID: Ind (no lean)	35%	(107)	22%	(65)	15%	(45)	25%	(75)	3% (10)	303
PID: Rep (no lean)	35%	(118)	28%	(94)	14%	(49)	21%	(71)	2% (6)	337
PID/Gender: Dem Men	35%	(65)	25%	(46)	19%	(34)	19%	(34)	2% (4)	183
PID/Gender: Dem Women	27%	(52)	30%	(58)	14%	(27)	27%	(52)	2% (4)	193
PID/Gender: Ind Men	37%	(57)	20%	(31)	18%	(28)	22%	(34)	3% (5)	154
PID/Gender: Ind Women	33%	(50)	23%	(35)	12%	(17)	28%	(42)	4% (6)	149
PID/Gender: Rep Men	34%	(59)	32%	(57)	17%	(30)	15%	(27)	1% (2)	175
PID/Gender: Rep Women	37%	(60)	23%	(37)	11%	(19)	27%	(44)	2% (3)	163
Tea Party: Supporter	40%	(146)	29%	(107)	14%	(52)	14%	(51)	4% (13)	369
Tea Party: Not Supporter	30%	(193)	24%	(157)	16%	(101)	28%	(182)	2% (11)	643
Ideo: Liberal (1-3)	35%	(136)	30%	(118)	15%	(56)	18%	(68)	2% (10)	388
Ideo: Moderate (4)	31%	(77)	25%	(62)	16%	(38)	26%	(64)	2% (5)	246
Ideo: Conservative (5-7)	33%	(99)	24%	(71)	16%	(49)	24%	(73)	2% (6)	298
Educ: < College	34%	(234)	25%	(171)	15%	(102)	23%	(161)	3% (22)	691
Educ: Bachelors degree	35%	(72)	26%	(54)	18%	(38)	20%	(40)	— (1)	205
Educ: Post-grad	29%	(34)	32%	(39)	12%	(15)	26%	(31)	1% (1)	121
Income: Under 50k	32%	(173)	25%	(136)	17%	(90)	24%	(132)	3% (15)	547
Income: 50k-100k	35%	(121)	26%	(89)	14%	(47)	22%	(74)	3% (9)	340
Income: 100k+	37%	(47)	30%	(39)	13%	(17)	21%	(27)	— (0)	129

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Table BRD8_1: How often do you use the following features of your virtual assistant(s)?
Making calls

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	34%	(341)	26%	(264)	15%	(154)	23%	(233)	2% (24)	1016
Ethnicity: White	31%	(238)	26%	(197)	16%	(120)	25%	(191)	2% (13)	759
Ethnicity: Hispanic	37%	(78)	25%	(53)	21%	(44)	12%	(25)	5% (10)	210
Ethnicity: Afr. Am.	49%	(71)	24%	(34)	8%	(11)	17%	(25)	2% (3)	144
Ethnicity: Other	29%	(33)	29%	(32)	21%	(24)	14%	(16)	7% (8)	112
Relig: Protestant	36%	(78)	22%	(49)	17%	(37)	24%	(53)	1% (3)	220
Relig: Roman Catholic	36%	(91)	26%	(65)	17%	(43)	19%	(47)	2% (5)	251
Relig: Ath./Agn./None	28%	(66)	24%	(56)	17%	(40)	30%	(71)	3% (7)	239
Relig: Something Else	38%	(70)	30%	(56)	10%	(19)	19%	(36)	3% (5)	187
Relig: Evangelical	39%	(129)	27%	(90)	13%	(43)	19%	(61)	2% (6)	330
Relig: Non-Evang. Catholics	29%	(75)	24%	(61)	20%	(53)	25%	(64)	2% (6)	259
Relig: All Christian	35%	(204)	26%	(151)	16%	(96)	21%	(126)	2% (12)	589
Relig: All Non-Christian	32%	(136)	26%	(112)	14%	(59)	25%	(107)	3% (12)	426
Community: Urban	38%	(120)	28%	(90)	15%	(47)	19%	(60)	1% (2)	320
Community: Suburban	31%	(138)	26%	(113)	16%	(71)	23%	(103)	3% (14)	439
Community: Rural	32%	(83)	24%	(62)	14%	(36)	27%	(69)	3% (7)	257
Employ: Private Sector	40%	(158)	27%	(107)	16%	(64)	15%	(58)	2% (9)	395
Employ: Government	40%	(31)	22%	(17)	18%	(14)	18%	(14)	2% (1)	76
Employ: Self-Employed	38%	(31)	29%	(24)	19%	(15)	14%	(11)	— (0)	81
Employ: Homemaker	21%	(20)	33%	(33)	12%	(12)	30%	(29)	4% (4)	99
Employ: Student	31%	(18)	38%	(22)	8%	(5)	23%	(13)	— (0)	58
Employ: Retired	19%	(27)	18%	(27)	16%	(23)	44%	(63)	3% (4)	144
Employ: Unemployed	30%	(30)	21%	(21)	17%	(17)	29%	(29)	3% (3)	101
Employ: Other	41%	(26)	23%	(14)	10%	(6)	23%	(14)	4% (2)	63
Job Type: White-collar	35%	(148)	28%	(116)	16%	(69)	19%	(82)	2% (7)	422
Job Type: Blue-collar	33%	(138)	24%	(101)	17%	(69)	25%	(102)	1% (6)	416
Job Type: Don't Know	31%	(55)	27%	(47)	9%	(17)	27%	(48)	6% (11)	178
Military HH: Yes	36%	(69)	25%	(48)	15%	(29)	18%	(35)	5% (9)	190
Military HH: No	33%	(272)	26%	(216)	15%	(125)	24%	(198)	2% (15)	826

Continued on next page

Table BRD8_1: How often do you use the following features of your virtual assistant(s)?
Making calls

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	34%	(341)	26%	(264)	15%	(154)	23%	(233)	2% (24)	1016
2016 Vote: Democrat Hillary Clinton	31%	(123)	26%	(104)	16%	(62)	26%	(102)	2% (6)	397
2016 Vote: Republican Donald Trump	38%	(135)	27%	(96)	14%	(50)	20%	(73)	1% (5)	358
2016 Vote: Someone else	28%	(20)	24%	(17)	24%	(17)	19%	(14)	5% (3)	71
2012 Vote: Barack Obama	33%	(146)	27%	(120)	13%	(58)	25%	(112)	2% (8)	443
2012 Vote: Mitt Romney	32%	(77)	30%	(71)	16%	(39)	20%	(47)	2% (4)	238
2012 Vote: Didn't Vote	35%	(110)	22%	(69)	17%	(52)	22%	(67)	4% (12)	309
4-Region: Northeast	35%	(68)	26%	(50)	15%	(29)	22%	(43)	2% (4)	194
4-Region: Midwest	29%	(59)	32%	(64)	16%	(31)	20%	(39)	3% (5)	199
4-Region: South	35%	(131)	24%	(90)	16%	(60)	22%	(83)	2% (7)	370
4-Region: West	33%	(83)	24%	(60)	14%	(35)	27%	(67)	3% (7)	253

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

Table BRD8_2: How often do you use the following features of your virtual assistant(s)?

Sending texts

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	34%	(347)	23%	(232)	15%	(154)	25%	(259)	2% (25)	1016
Gender: Male	32%	(165)	25%	(128)	18%	(93)	22%	(114)	2% (11)	511
Gender: Female	36%	(181)	21%	(104)	12%	(60)	29%	(145)	3% (14)	505
Age: 18-29	44%	(114)	20%	(52)	11%	(28)	23%	(60)	2% (6)	259
Age: 30-44	39%	(147)	27%	(103)	15%	(56)	17%	(64)	2% (7)	377
Age: 45-54	25%	(33)	23%	(30)	14%	(18)	34%	(44)	4% (5)	131
Age: 55-64	22%	(32)	22%	(32)	17%	(25)	36%	(52)	3% (4)	144
Age: 65+	21%	(22)	15%	(16)	25%	(26)	37%	(39)	3% (3)	105
PID: Dem (no lean)	30%	(112)	24%	(91)	16%	(61)	27%	(103)	3% (9)	376
PID: Ind (no lean)	36%	(110)	21%	(65)	14%	(43)	25%	(77)	3% (8)	303
PID: Rep (no lean)	37%	(125)	23%	(76)	15%	(50)	23%	(79)	2% (7)	337
PID/Gender: Dem Men	32%	(59)	23%	(43)	19%	(35)	23%	(42)	3% (5)	183
PID/Gender: Dem Women	27%	(53)	25%	(48)	13%	(26)	32%	(61)	2% (5)	193
PID/Gender: Ind Men	32%	(49)	25%	(38)	18%	(28)	24%	(37)	2% (3)	154
PID/Gender: Ind Women	41%	(60)	18%	(27)	10%	(15)	27%	(41)	4% (6)	149
PID/Gender: Rep Men	33%	(57)	27%	(48)	18%	(31)	20%	(35)	2% (3)	175
PID/Gender: Rep Women	42%	(68)	18%	(29)	12%	(19)	27%	(44)	2% (3)	163
Tea Party: Supporter	40%	(148)	26%	(95)	14%	(51)	18%	(65)	3% (10)	369
Tea Party: Not Supporter	31%	(197)	21%	(137)	16%	(101)	30%	(194)	2% (14)	643
Ideo: Liberal (1-3)	38%	(147)	22%	(85)	17%	(67)	20%	(79)	2% (8)	388
Ideo: Moderate (4)	30%	(75)	27%	(65)	15%	(36)	26%	(64)	2% (6)	246
Ideo: Conservative (5-7)	31%	(91)	23%	(69)	14%	(41)	30%	(90)	2% (6)	298
Educ: < College	34%	(236)	22%	(155)	14%	(93)	27%	(186)	3% (21)	691
Educ: Bachelors degree	34%	(71)	24%	(50)	20%	(41)	20%	(41)	1% (2)	205
Educ: Post-grad	33%	(40)	23%	(28)	16%	(19)	27%	(32)	2% (2)	121
Income: Under 50k	34%	(185)	23%	(124)	15%	(81)	27%	(145)	2% (12)	547
Income: 50k-100k	34%	(117)	22%	(74)	15%	(51)	25%	(87)	3% (11)	340
Income: 100k+	35%	(45)	26%	(34)	16%	(21)	21%	(27)	1% (1)	129

Continued on next page

Table BRD8_2: How often do you use the following features of your virtual assistant(s)?

Sending texts

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	34%	(347)	23%	(232)	15%	(154)	25%	(259)	2% (25)	1016
Ethnicity: White	34%	(254)	22%	(166)	15%	(113)	28%	(211)	2% (15)	759
Ethnicity: Hispanic	39%	(81)	23%	(48)	16%	(33)	19%	(41)	4% (7)	210
Ethnicity: Afr. Am.	41%	(59)	26%	(37)	14%	(20)	18%	(26)	1% (2)	144
Ethnicity: Other	30%	(34)	26%	(29)	18%	(20)	20%	(22)	7% (8)	112
Relig: Protestant	35%	(77)	18%	(40)	18%	(39)	27%	(60)	2% (4)	220
Relig: Roman Catholic	38%	(94)	22%	(54)	17%	(44)	21%	(52)	3% (7)	251
Relig: Ath./Agn./None	27%	(65)	22%	(54)	13%	(32)	34%	(81)	3% (7)	239
Relig: Something Else	37%	(68)	28%	(51)	14%	(26)	20%	(37)	2% (4)	187
Relig: Evangelical	42%	(137)	23%	(76)	12%	(40)	22%	(72)	2% (5)	330
Relig: Non-Evang. Catholics	29%	(75)	20%	(51)	21%	(55)	27%	(70)	3% (8)	259
Relig: All Christian	36%	(212)	22%	(127)	16%	(95)	24%	(141)	2% (13)	589
Relig: All Non-Christian	31%	(134)	25%	(105)	14%	(58)	28%	(118)	3% (11)	426
Community: Urban	33%	(106)	28%	(90)	16%	(50)	22%	(70)	1% (4)	320
Community: Suburban	31%	(137)	23%	(100)	16%	(68)	27%	(118)	3% (15)	439
Community: Rural	40%	(103)	16%	(42)	14%	(35)	28%	(71)	2% (5)	257
Employ: Private Sector	38%	(151)	24%	(94)	16%	(63)	20%	(78)	2% (10)	395
Employ: Government	44%	(34)	25%	(19)	10%	(8)	19%	(14)	2% (1)	76
Employ: Self-Employed	34%	(28)	25%	(20)	24%	(19)	17%	(14)	— (0)	81
Employ: Homemaker	19%	(19)	33%	(32)	12%	(12)	33%	(33)	3% (3)	99
Employ: Student	38%	(22)	22%	(13)	16%	(9)	24%	(14)	— (0)	58
Employ: Retired	22%	(32)	17%	(24)	20%	(29)	38%	(55)	3% (4)	144
Employ: Unemployed	31%	(31)	21%	(21)	11%	(11)	33%	(33)	4% (4)	101
Employ: Other	47%	(29)	15%	(9)	5%	(3)	30%	(19)	4% (2)	63
Job Type: White-collar	33%	(141)	24%	(99)	17%	(73)	24%	(103)	1% (6)	422
Job Type: Blue-collar	34%	(140)	23%	(94)	14%	(60)	27%	(113)	2% (8)	416
Job Type: Don't Know	37%	(65)	21%	(38)	12%	(22)	24%	(43)	6% (10)	178
Military HH: Yes	37%	(70)	23%	(44)	17%	(33)	19%	(36)	4% (7)	190
Military HH: No	33%	(276)	23%	(188)	15%	(121)	27%	(223)	2% (17)	826

Continued on next page

Table BRD8_2: How often do you use the following features of your virtual assistant(s)?
Sending texts

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	34%	(347)	23%	(232)	15%	(154)	25%	(259)	2% (25)	1016
2016 Vote: Democrat Hillary Clinton	31%	(122)	21%	(83)	18%	(69)	28%	(113)	3% (10)	397
2016 Vote: Republican Donald Trump	39%	(140)	24%	(86)	13%	(45)	23%	(82)	1% (5)	358
2016 Vote: Someone else	25%	(18)	26%	(18)	22%	(16)	23%	(16)	5% (3)	71
2012 Vote: Barack Obama	33%	(144)	25%	(111)	15%	(65)	26%	(113)	2% (9)	443
2012 Vote: Mitt Romney	36%	(85)	25%	(59)	14%	(34)	24%	(56)	1% (3)	238
2012 Vote: Didn't Vote	36%	(112)	18%	(56)	15%	(46)	27%	(84)	4% (12)	309
4-Region: Northeast	34%	(66)	24%	(46)	12%	(24)	28%	(55)	2% (3)	194
4-Region: Midwest	30%	(60)	26%	(53)	17%	(35)	24%	(47)	3% (5)	199
4-Region: South	36%	(135)	22%	(82)	14%	(53)	25%	(92)	2% (8)	370
4-Region: West	34%	(87)	20%	(51)	17%	(42)	26%	(65)	3% (8)	253

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

Table BRD8_3: *How often do you use the following features of your virtual assistant(s)?*

Setting reminders

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(246)	29%	(296)	18%	(178)	26%	(267)	3% (28)	1016
Gender: Male	26%	(132)	31%	(157)	20%	(101)	22%	(111)	2% (11)	511
Gender: Female	23%	(114)	28%	(140)	15%	(77)	31%	(157)	3% (17)	505
Age: 18-29	31%	(82)	26%	(67)	18%	(47)	22%	(58)	2% (5)	259
Age: 30-44	30%	(111)	34%	(128)	16%	(59)	17%	(65)	4% (14)	377
Age: 45-54	18%	(23)	30%	(39)	11%	(14)	38%	(50)	3% (4)	131
Age: 55-64	11%	(16)	27%	(39)	22%	(32)	38%	(55)	1% (2)	144
Age: 65+	13%	(14)	22%	(23)	25%	(26)	37%	(39)	3% (3)	105
PID: Dem (no lean)	23%	(86)	29%	(107)	19%	(71)	27%	(103)	2% (9)	376
PID: Ind (no lean)	27%	(82)	28%	(86)	17%	(52)	24%	(74)	3% (8)	303
PID: Rep (no lean)	23%	(77)	30%	(103)	16%	(55)	27%	(90)	3% (12)	337
PID/Gender: Dem Men	26%	(47)	30%	(54)	22%	(40)	21%	(38)	2% (4)	183
PID/Gender: Dem Women	20%	(39)	28%	(53)	16%	(30)	34%	(65)	2% (5)	193
PID/Gender: Ind Men	29%	(44)	26%	(39)	21%	(32)	25%	(38)	1% (1)	154
PID/Gender: Ind Women	26%	(38)	31%	(47)	14%	(21)	24%	(36)	5% (7)	149
PID/Gender: Rep Men	23%	(41)	36%	(63)	17%	(29)	20%	(35)	4% (6)	175
PID/Gender: Rep Women	23%	(37)	24%	(40)	16%	(26)	34%	(55)	3% (5)	163
Tea Party: Supporter	31%	(114)	31%	(114)	15%	(55)	19%	(71)	4% (16)	369
Tea Party: Not Supporter	20%	(129)	28%	(182)	19%	(123)	31%	(197)	2% (13)	643
Ideo: Liberal (1-3)	29%	(113)	34%	(132)	15%	(59)	19%	(75)	2% (9)	388
Ideo: Moderate (4)	25%	(61)	29%	(71)	19%	(47)	26%	(63)	2% (5)	246
Ideo: Conservative (5-7)	20%	(59)	24%	(72)	19%	(55)	33%	(99)	4% (12)	298
Educ: < College	24%	(164)	28%	(190)	17%	(117)	29%	(198)	3% (22)	691
Educ: Bachelors degree	26%	(54)	31%	(63)	21%	(43)	20%	(41)	2% (4)	205
Educ: Post-grad	23%	(28)	36%	(43)	15%	(18)	23%	(28)	2% (2)	121
Income: Under 50k	25%	(136)	27%	(148)	19%	(102)	26%	(144)	3% (17)	547
Income: 50k-100k	23%	(78)	29%	(99)	16%	(55)	28%	(96)	3% (12)	340
Income: 100k+	25%	(32)	38%	(50)	16%	(20)	21%	(27)	— (0)	129

Continued on next page

Table BRD8_3: How often do you use the following features of your virtual assistant(s)?
Setting reminders

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(246)	29%	(296)	18%	(178)	26%	(267)	3% (28)	1016
Ethnicity: White	23%	(176)	29%	(219)	16%	(125)	29%	(221)	2% (19)	759
Ethnicity: Hispanic	34%	(71)	25%	(53)	20%	(43)	16%	(34)	5% (10)	210
Ethnicity: Afr. Am.	33%	(48)	28%	(40)	17%	(24)	21%	(30)	1% (2)	144
Ethnicity: Other	19%	(22)	33%	(37)	25%	(29)	15%	(17)	7% (8)	112
Relig: Protestant	22%	(48)	30%	(65)	15%	(33)	31%	(69)	2% (4)	220
Relig: Roman Catholic	31%	(77)	26%	(64)	20%	(50)	21%	(52)	3% (7)	251
Relig: Ath./Agn./None	20%	(48)	32%	(78)	16%	(39)	27%	(65)	4% (9)	239
Relig: Something Else	26%	(49)	33%	(61)	17%	(31)	22%	(41)	2% (4)	187
Relig: Evangelical	28%	(94)	28%	(91)	16%	(53)	25%	(82)	3% (10)	330
Relig: Non-Evang. Catholics	21%	(55)	26%	(66)	21%	(53)	30%	(78)	2% (6)	259
Relig: All Christian	25%	(149)	27%	(158)	18%	(107)	27%	(160)	3% (15)	589
Relig: All Non-Christian	23%	(97)	33%	(139)	16%	(70)	25%	(106)	3% (13)	426
Community: Urban	27%	(86)	32%	(104)	17%	(54)	21%	(69)	2% (7)	320
Community: Suburban	22%	(96)	30%	(131)	17%	(75)	28%	(121)	4% (17)	439
Community: Rural	25%	(64)	24%	(62)	19%	(49)	30%	(78)	2% (4)	257
Employ: Private Sector	27%	(108)	35%	(137)	16%	(63)	20%	(79)	2% (8)	395
Employ: Government	24%	(18)	34%	(26)	20%	(15)	16%	(13)	6% (5)	76
Employ: Self-Employed	40%	(33)	25%	(20)	18%	(14)	16%	(13)	2% (1)	81
Employ: Homemaker	14%	(14)	31%	(31)	18%	(18)	33%	(33)	3% (3)	99
Employ: Student	28%	(16)	33%	(19)	10%	(6)	29%	(17)	— (0)	58
Employ: Retired	13%	(19)	24%	(34)	23%	(33)	37%	(54)	3% (4)	144
Employ: Unemployed	17%	(17)	19%	(19)	21%	(21)	37%	(38)	6% (6)	101
Employ: Other	34%	(21)	16%	(10)	13%	(8)	35%	(22)	2% (1)	63
Job Type: White-collar	27%	(116)	32%	(134)	17%	(74)	22%	(92)	2% (6)	422
Job Type: Blue-collar	23%	(94)	29%	(119)	16%	(67)	29%	(123)	3% (13)	416
Job Type: Don't Know	20%	(36)	24%	(43)	21%	(37)	30%	(53)	5% (9)	178
Military HH: Yes	26%	(50)	31%	(60)	18%	(34)	20%	(39)	4% (8)	190
Military HH: No	24%	(196)	29%	(237)	17%	(144)	28%	(229)	2% (21)	826

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Table BRD8_3: How often do you use the following features of your virtual assistant(s)?
Setting reminders

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(246)	29%	(296)	18%	(178)	26%	(267)	3% (28)	1016
2016 Vote: Democrat Hillary Clinton	20%	(81)	30%	(119)	19%	(76)	28%	(109)	3% (12)	397
2016 Vote: Republican Donald Trump	27%	(97)	29%	(103)	14%	(51)	28%	(100)	2% (7)	358
2016 Vote: Someone else	22%	(16)	28%	(20)	23%	(16)	22%	(16)	5% (3)	71
2012 Vote: Barack Obama	24%	(109)	31%	(137)	16%	(72)	26%	(115)	2% (10)	443
2012 Vote: Mitt Romney	22%	(53)	30%	(73)	18%	(44)	26%	(62)	3% (7)	238
2012 Vote: Didn't Vote	26%	(80)	25%	(79)	18%	(55)	27%	(84)	4% (12)	309
4-Region: Northeast	29%	(56)	28%	(54)	16%	(30)	25%	(49)	3% (5)	194
4-Region: Midwest	21%	(42)	30%	(59)	19%	(38)	27%	(54)	3% (6)	199
4-Region: South	25%	(93)	29%	(108)	17%	(62)	27%	(98)	2% (8)	370
4-Region: West	21%	(54)	30%	(75)	19%	(48)	26%	(66)	4% (9)	253

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

Table BRD8_4: How often do you use the following features of your virtual assistant(s)?

Checking your calendar

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	26%	(267)	27%	(275)	16%	(160)	28%	(288)	3% (27)	1016
Gender: Male	26%	(133)	28%	(146)	19%	(95)	25%	(126)	2% (12)	511
Gender: Female	26%	(133)	26%	(129)	13%	(65)	32%	(162)	3% (15)	505
Age: 18-29	29%	(74)	27%	(69)	18%	(46)	25%	(65)	2% (5)	259
Age: 30-44	35%	(132)	27%	(101)	15%	(56)	20%	(76)	3% (12)	377
Age: 45-54	14%	(18)	33%	(43)	12%	(16)	36%	(48)	4% (5)	131
Age: 55-64	19%	(27)	23%	(33)	13%	(19)	44%	(63)	1% (2)	144
Age: 65+	14%	(14)	27%	(28)	22%	(23)	35%	(37)	3% (3)	105
PID: Dem (no lean)	25%	(93)	30%	(113)	15%	(55)	28%	(107)	2% (8)	376
PID: Ind (no lean)	30%	(92)	22%	(66)	15%	(46)	30%	(92)	2% (7)	303
PID: Rep (no lean)	24%	(82)	28%	(96)	17%	(59)	26%	(89)	4% (12)	337
PID/Gender: Dem Men	28%	(52)	30%	(55)	17%	(31)	23%	(41)	2% (4)	183
PID/Gender: Dem Women	21%	(40)	30%	(59)	13%	(24)	34%	(65)	2% (4)	193
PID/Gender: Ind Men	29%	(44)	21%	(32)	16%	(24)	33%	(51)	2% (3)	154
PID/Gender: Ind Women	32%	(48)	23%	(34)	15%	(22)	28%	(41)	3% (4)	149
PID/Gender: Rep Men	21%	(37)	34%	(59)	23%	(40)	19%	(33)	3% (5)	175
PID/Gender: Rep Women	27%	(45)	23%	(37)	12%	(19)	34%	(55)	4% (7)	163
Tea Party: Supporter	34%	(124)	27%	(98)	15%	(54)	21%	(77)	4% (16)	369
Tea Party: Not Supporter	22%	(140)	27%	(175)	16%	(106)	33%	(211)	2% (11)	643
Ideo: Liberal (1-3)	32%	(125)	28%	(107)	15%	(57)	24%	(91)	2% (7)	388
Ideo: Moderate (4)	26%	(64)	29%	(71)	16%	(40)	28%	(68)	2% (4)	246
Ideo: Conservative (5-7)	22%	(66)	26%	(79)	15%	(46)	32%	(95)	4% (13)	298
Educ: < College	24%	(165)	26%	(183)	16%	(110)	31%	(211)	3% (22)	691
Educ: Bachelors degree	30%	(61)	27%	(56)	18%	(36)	24%	(49)	1% (3)	205
Educ: Post-grad	33%	(40)	30%	(36)	11%	(14)	23%	(28)	2% (2)	121
Income: Under 50k	25%	(137)	28%	(151)	17%	(95)	27%	(147)	3% (16)	547
Income: 50k-100k	25%	(86)	26%	(88)	14%	(49)	31%	(106)	3% (11)	340
Income: 100k+	34%	(44)	28%	(36)	12%	(15)	27%	(34)	— (0)	129

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Table BRD8_4: How often do you use the following features of your virtual assistant(s)?
Checking your calendar

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	26%	(267)	27%	(275)	16%	(160)	28%	(288)	3% (27)	1016
Ethnicity: White	24%	(184)	26%	(200)	16%	(118)	31%	(239)	2% (18)	759
Ethnicity: Hispanic	32%	(68)	24%	(51)	15%	(32)	22%	(47)	6% (12)	210
Ethnicity: Afr. Am.	44%	(63)	26%	(37)	10%	(14)	19%	(27)	1% (2)	144
Ethnicity: Other	17%	(19)	34%	(38)	24%	(27)	19%	(21)	6% (7)	112
Relig: Protestant	26%	(57)	24%	(53)	18%	(39)	31%	(68)	1% (3)	220
Relig: Roman Catholic	31%	(78)	29%	(72)	17%	(42)	20%	(51)	3% (8)	251
Relig: Ath./Agn./None	25%	(59)	22%	(53)	15%	(35)	34%	(81)	4% (10)	239
Relig: Something Else	26%	(49)	33%	(61)	16%	(30)	23%	(43)	2% (4)	187
Relig: Evangelical	30%	(99)	29%	(95)	13%	(42)	26%	(87)	2% (8)	330
Relig: Non-Evang. Catholics	23%	(59)	25%	(64)	20%	(53)	30%	(77)	2% (6)	259
Relig: All Christian	27%	(158)	27%	(160)	16%	(95)	28%	(163)	2% (13)	589
Relig: All Non-Christian	25%	(108)	27%	(115)	15%	(65)	29%	(124)	3% (14)	426
Community: Urban	29%	(93)	31%	(100)	15%	(47)	22%	(72)	3% (9)	320
Community: Suburban	24%	(103)	26%	(113)	17%	(75)	30%	(134)	3% (15)	439
Community: Rural	27%	(70)	24%	(63)	15%	(39)	32%	(82)	1% (3)	257
Employ: Private Sector	31%	(124)	28%	(112)	17%	(69)	20%	(79)	3% (11)	395
Employ: Government	29%	(22)	38%	(29)	12%	(9)	18%	(14)	3% (2)	76
Employ: Self-Employed	31%	(25)	30%	(24)	18%	(15)	21%	(17)	— (0)	81
Employ: Homemaker	15%	(15)	22%	(22)	13%	(13)	44%	(44)	6% (6)	99
Employ: Student	29%	(17)	19%	(11)	14%	(8)	38%	(22)	— (0)	58
Employ: Retired	13%	(19)	28%	(40)	16%	(23)	40%	(58)	3% (4)	144
Employ: Unemployed	21%	(21)	24%	(24)	15%	(15)	37%	(37)	3% (3)	101
Employ: Other	39%	(25)	20%	(12)	12%	(8)	27%	(17)	1% (1)	63
Job Type: White-collar	29%	(125)	27%	(113)	18%	(76)	24%	(102)	2% (7)	422
Job Type: Blue-collar	26%	(109)	27%	(114)	13%	(55)	31%	(127)	3% (11)	416
Job Type: Don't Know	19%	(33)	27%	(49)	17%	(29)	33%	(58)	5% (8)	178
Military HH: Yes	32%	(61)	24%	(46)	16%	(31)	22%	(41)	7% (13)	190
Military HH: No	25%	(206)	28%	(229)	16%	(129)	30%	(247)	2% (14)	826

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Table BRD8_4: How often do you use the following features of your virtual assistant(s)?
Checking your calendar

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	26%	(267)	27%	(275)	16%	(160)	28%	(288)	3% (27)	1016
2016 Vote: Democrat Hillary Clinton	23%	(91)	30%	(120)	14%	(57)	30%	(118)	3% (11)	397
2016 Vote: Republican Donald Trump	28%	(101)	27%	(97)	16%	(57)	26%	(95)	2% (8)	358
2016 Vote: Someone else	30%	(21)	16%	(11)	23%	(16)	27%	(20)	5% (3)	71
2012 Vote: Barack Obama	28%	(126)	28%	(126)	12%	(54)	29%	(129)	2% (8)	443
2012 Vote: Mitt Romney	23%	(54)	30%	(71)	20%	(49)	24%	(57)	3% (8)	238
2012 Vote: Didn't Vote	26%	(80)	24%	(73)	17%	(53)	30%	(94)	3% (10)	309
4-Region: Northeast	27%	(52)	28%	(54)	13%	(25)	30%	(58)	3% (5)	194
4-Region: Midwest	23%	(45)	30%	(59)	16%	(31)	30%	(60)	2% (5)	199
4-Region: South	27%	(99)	29%	(106)	16%	(60)	26%	(95)	3% (10)	370
4-Region: West	28%	(71)	22%	(56)	17%	(44)	30%	(75)	3% (7)	253

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

Table BRD8_5: *How often do you use the following features of your virtual assistant(s)?*

Launching apps

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	26%	(261)	24%	(248)	18%	(188)	28%	(288)	3% (32)	1016
Gender: Male	30%	(151)	27%	(137)	19%	(97)	23%	(115)	2% (12)	511
Gender: Female	22%	(110)	22%	(111)	18%	(91)	34%	(173)	4% (20)	505
Age: 18-29	36%	(93)	20%	(52)	16%	(42)	26%	(67)	2% (6)	259
Age: 30-44	30%	(113)	31%	(116)	16%	(61)	20%	(74)	3% (11)	377
Age: 45-54	19%	(25)	23%	(30)	13%	(17)	41%	(53)	4% (5)	131
Age: 55-64	16%	(23)	19%	(28)	25%	(36)	36%	(53)	3% (4)	144
Age: 65+	6%	(6)	20%	(21)	30%	(31)	39%	(42)	5% (5)	105
PID: Dem (no lean)	26%	(97)	25%	(94)	19%	(70)	28%	(105)	3% (10)	376
PID: Ind (no lean)	28%	(84)	24%	(74)	16%	(48)	29%	(87)	3% (10)	303
PID: Rep (no lean)	24%	(80)	23%	(79)	21%	(70)	29%	(96)	3% (12)	337
PID/Gender: Dem Men	30%	(54)	28%	(51)	21%	(38)	19%	(35)	3% (5)	183
PID/Gender: Dem Women	22%	(42)	22%	(43)	16%	(32)	36%	(70)	3% (5)	193
PID/Gender: Ind Men	31%	(47)	27%	(42)	14%	(22)	27%	(41)	1% (2)	154
PID/Gender: Ind Women	25%	(37)	21%	(32)	18%	(26)	31%	(46)	5% (8)	149
PID/Gender: Rep Men	28%	(49)	25%	(44)	21%	(37)	23%	(40)	3% (5)	175
PID/Gender: Rep Women	19%	(31)	22%	(35)	20%	(33)	35%	(57)	4% (7)	163
Tea Party: Supporter	33%	(121)	30%	(110)	15%	(54)	19%	(69)	4% (16)	369
Tea Party: Not Supporter	21%	(137)	21%	(138)	21%	(133)	34%	(219)	2% (16)	643
Ideo: Liberal (1-3)	30%	(116)	26%	(99)	18%	(71)	24%	(92)	3% (10)	388
Ideo: Moderate (4)	25%	(61)	27%	(67)	18%	(44)	28%	(70)	2% (5)	246
Ideo: Conservative (5-7)	19%	(58)	23%	(67)	20%	(61)	33%	(98)	4% (13)	298
Educ: < College	27%	(185)	22%	(150)	19%	(129)	29%	(203)	3% (24)	691
Educ: Bachelors degree	22%	(46)	34%	(69)	17%	(35)	25%	(52)	2% (3)	205
Educ: Post-grad	25%	(30)	24%	(29)	20%	(24)	28%	(34)	4% (4)	121
Income: Under 50k	27%	(146)	23%	(126)	20%	(111)	27%	(145)	3% (18)	547
Income: 50k-100k	24%	(82)	25%	(86)	16%	(53)	32%	(110)	3% (9)	340
Income: 100k+	26%	(34)	27%	(35)	18%	(23)	26%	(33)	3% (4)	129

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Table BRD8_5: How often do you use the following features of your virtual assistant(s)?
Launching apps

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	26%	(261)	24%	(248)	18%	(188)	28%	(288)	3% (32)	1016
Ethnicity: White	24%	(183)	23%	(176)	19%	(144)	31%	(236)	3% (20)	759
Ethnicity: Hispanic	30%	(63)	30%	(62)	16%	(34)	20%	(41)	5% (11)	210
Ethnicity: Afr. Am.	38%	(55)	26%	(38)	13%	(19)	20%	(30)	1% (2)	144
Ethnicity: Other	21%	(23)	30%	(33)	21%	(24)	20%	(22)	8% (9)	112
Relig: Protestant	22%	(48)	21%	(46)	23%	(50)	32%	(70)	3% (6)	220
Relig: Roman Catholic	28%	(71)	27%	(67)	19%	(47)	24%	(60)	2% (5)	251
Relig: Ath./Agn./None	24%	(56)	21%	(51)	14%	(33)	37%	(87)	5% (12)	239
Relig: Something Else	31%	(58)	25%	(47)	21%	(39)	20%	(38)	3% (5)	187
Relig: Evangelical	31%	(103)	28%	(94)	15%	(50)	23%	(77)	2% (6)	330
Relig: Non-Evang. Catholics	17%	(43)	22%	(56)	25%	(65)	33%	(86)	3% (8)	259
Relig: All Christian	25%	(147)	25%	(150)	19%	(115)	28%	(163)	2% (14)	589
Relig: All Non-Christian	27%	(114)	23%	(98)	17%	(71)	29%	(125)	4% (17)	426
Community: Urban	30%	(95)	29%	(94)	14%	(44)	25%	(80)	2% (7)	320
Community: Suburban	22%	(97)	23%	(100)	21%	(91)	30%	(132)	4% (19)	439
Community: Rural	27%	(70)	21%	(53)	21%	(53)	30%	(76)	2% (5)	257
Employ: Private Sector	30%	(119)	28%	(112)	17%	(67)	21%	(84)	3% (13)	395
Employ: Government	29%	(22)	26%	(20)	21%	(16)	23%	(17)	2% (1)	76
Employ: Self-Employed	29%	(24)	35%	(28)	16%	(13)	20%	(16)	— (0)	81
Employ: Homemaker	12%	(12)	32%	(31)	16%	(16)	37%	(37)	3% (3)	99
Employ: Student	34%	(20)	19%	(11)	16%	(9)	31%	(18)	— (0)	58
Employ: Retired	11%	(16)	21%	(30)	25%	(36)	39%	(56)	4% (6)	144
Employ: Unemployed	24%	(25)	7%	(7)	21%	(21)	43%	(44)	4% (4)	101
Employ: Other	38%	(24)	13%	(8)	16%	(10)	25%	(16)	7% (5)	63
Job Type: White-collar	25%	(106)	24%	(101)	19%	(81)	29%	(124)	2% (11)	422
Job Type: Blue-collar	26%	(106)	25%	(106)	19%	(80)	27%	(112)	3% (11)	416
Job Type: Don't Know	27%	(49)	23%	(41)	15%	(27)	29%	(51)	6% (10)	178
Military HH: Yes	33%	(62)	24%	(46)	18%	(34)	20%	(38)	5% (10)	190
Military HH: No	24%	(199)	24%	(202)	19%	(154)	30%	(250)	3% (22)	826

Continued on next page

Table BRD8_5: How often do you use the following features of your virtual assistant(s)?
Launching apps

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	26%	(261)	24%	(248)	18%	(188)	28%	(288)	3% (32)	1016
2016 Vote: Democrat Hillary Clinton	25%	(98)	25%	(98)	18%	(72)	30%	(118)	3% (11)	397
2016 Vote: Republican Donald Trump	25%	(88)	25%	(90)	19%	(69)	28%	(102)	3% (9)	358
2016 Vote: Someone else	25%	(18)	23%	(17)	24%	(17)	23%	(16)	5% (3)	71
2012 Vote: Barack Obama	25%	(110)	30%	(131)	16%	(72)	27%	(121)	2% (9)	443
2012 Vote: Mitt Romney	21%	(51)	24%	(57)	24%	(56)	27%	(65)	4% (9)	238
2012 Vote: Didn't Vote	30%	(92)	18%	(56)	17%	(54)	30%	(94)	4% (13)	309
4-Region: Northeast	28%	(53)	24%	(47)	18%	(34)	29%	(55)	2% (5)	194
4-Region: Midwest	22%	(43)	29%	(57)	20%	(39)	27%	(53)	3% (6)	199
4-Region: South	27%	(100)	25%	(91)	18%	(67)	27%	(101)	3% (10)	370
4-Region: West	25%	(64)	21%	(52)	19%	(47)	31%	(78)	4% (11)	253

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

Table BRD8_6: *How often do you use the following features of your virtual assistant(s)?*
Searching through your files

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	22%	(225)	24%	(240)	19%	(195)	32%	(328)	3% (27)	1016
Gender: Male	25%	(127)	25%	(129)	23%	(118)	25%	(126)	2% (12)	511
Gender: Female	19%	(97)	22%	(111)	15%	(78)	40%	(202)	3% (15)	505
Age: 18-29	29%	(74)	25%	(64)	18%	(48)	26%	(67)	2% (6)	259
Age: 30-44	31%	(115)	29%	(110)	17%	(63)	21%	(81)	2% (8)	377
Age: 45-54	12%	(16)	18%	(24)	13%	(17)	52%	(68)	5% (6)	131
Age: 55-64	10%	(14)	16%	(24)	27%	(39)	46%	(66)	1% (2)	144
Age: 65+	6%	(6)	18%	(19)	27%	(28)	44%	(47)	5% (5)	105
PID: Dem (no lean)	21%	(78)	21%	(78)	21%	(79)	35%	(133)	2% (8)	376
PID: Ind (no lean)	22%	(67)	24%	(73)	16%	(48)	34%	(104)	4% (12)	303
PID: Rep (no lean)	24%	(80)	27%	(90)	20%	(68)	27%	(92)	2% (8)	337
PID/Gender: Dem Men	24%	(45)	19%	(35)	31%	(58)	23%	(42)	2% (4)	183
PID/Gender: Dem Women	17%	(33)	23%	(43)	11%	(22)	47%	(91)	2% (4)	193
PID/Gender: Ind Men	23%	(36)	27%	(41)	16%	(24)	31%	(48)	3% (5)	154
PID/Gender: Ind Women	21%	(31)	21%	(32)	16%	(24)	37%	(55)	5% (7)	149
PID/Gender: Rep Men	27%	(47)	30%	(53)	21%	(36)	20%	(35)	2% (4)	175
PID/Gender: Rep Women	20%	(33)	22%	(37)	20%	(32)	35%	(57)	2% (4)	163
Tea Party: Supporter	30%	(112)	32%	(120)	16%	(58)	18%	(68)	3% (11)	369
Tea Party: Not Supporter	17%	(110)	19%	(119)	21%	(137)	40%	(260)	3% (16)	643
Ideo: Liberal (1-3)	29%	(114)	23%	(91)	18%	(71)	27%	(103)	2% (9)	388
Ideo: Moderate (4)	18%	(44)	25%	(62)	19%	(46)	36%	(89)	2% (5)	246
Ideo: Conservative (5-7)	17%	(51)	26%	(76)	20%	(59)	35%	(104)	2% (7)	298
Educ: < College	21%	(142)	23%	(160)	20%	(139)	33%	(228)	3% (23)	691
Educ: Bachelors degree	26%	(53)	26%	(53)	17%	(35)	31%	(63)	— (1)	205
Educ: Post-grad	25%	(30)	23%	(28)	18%	(21)	31%	(37)	3% (4)	121
Income: Under 50k	21%	(115)	26%	(142)	21%	(113)	30%	(162)	3% (14)	547
Income: 50k-100k	22%	(75)	20%	(68)	19%	(65)	36%	(121)	3% (10)	340
Income: 100k+	26%	(34)	23%	(30)	13%	(17)	35%	(45)	2% (3)	129

Continued on next page

Table BRD8_6: How often do you use the following features of your virtual assistant(s)?
Searching through your files

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	22%	(225)	24%	(240)	19%	(195)	32%	(328)	3% (27)	1016
Ethnicity: White	21%	(161)	23%	(174)	19%	(147)	35%	(263)	2% (15)	759
Ethnicity: Hispanic	37%	(78)	19%	(39)	20%	(41)	21%	(45)	3% (7)	210
Ethnicity: Afr. Am.	23%	(33)	28%	(40)	20%	(28)	26%	(38)	4% (5)	144
Ethnicity: Other	27%	(30)	24%	(27)	18%	(20)	25%	(28)	7% (8)	112
Relig: Protestant	22%	(49)	25%	(55)	18%	(40)	33%	(72)	2% (4)	220
Relig: Roman Catholic	26%	(66)	23%	(58)	20%	(49)	27%	(69)	3% (8)	251
Relig: Ath./Agn./None	20%	(48)	20%	(49)	19%	(45)	38%	(90)	3% (7)	239
Relig: Something Else	26%	(48)	29%	(53)	20%	(36)	23%	(44)	3% (6)	187
Relig: Evangelical	25%	(82)	25%	(82)	18%	(61)	29%	(96)	3% (9)	330
Relig: Non-Evang. Catholics	18%	(47)	22%	(56)	20%	(53)	37%	(96)	2% (6)	259
Relig: All Christian	22%	(129)	23%	(138)	19%	(114)	33%	(192)	3% (15)	589
Relig: All Non-Christian	22%	(95)	24%	(102)	19%	(82)	32%	(134)	3% (12)	426
Community: Urban	24%	(77)	30%	(97)	18%	(59)	26%	(82)	2% (5)	320
Community: Suburban	20%	(90)	20%	(87)	19%	(84)	37%	(160)	4% (18)	439
Community: Rural	22%	(58)	22%	(56)	21%	(53)	33%	(86)	2% (5)	257
Employ: Private Sector	26%	(102)	26%	(102)	19%	(76)	27%	(107)	2% (9)	395
Employ: Government	34%	(26)	29%	(22)	13%	(10)	23%	(18)	2% (1)	76
Employ: Self-Employed	33%	(27)	29%	(24)	20%	(16)	18%	(14)	— (0)	81
Employ: Homemaker	13%	(13)	24%	(24)	16%	(16)	43%	(43)	3% (3)	99
Employ: Student	23%	(13)	25%	(14)	16%	(9)	36%	(21)	— (0)	58
Employ: Retired	8%	(12)	18%	(27)	25%	(36)	44%	(63)	4% (6)	144
Employ: Unemployed	15%	(15)	22%	(22)	21%	(21)	37%	(38)	4% (4)	101
Employ: Other	26%	(16)	9%	(6)	18%	(11)	40%	(25)	7% (5)	63
Job Type: White-collar	24%	(101)	24%	(103)	19%	(80)	31%	(130)	2% (9)	422
Job Type: Blue-collar	22%	(93)	24%	(101)	18%	(76)	34%	(140)	1% (6)	416
Job Type: Don't Know	17%	(31)	21%	(37)	22%	(39)	33%	(58)	7% (13)	178
Military HH: Yes	29%	(55)	27%	(51)	20%	(38)	21%	(40)	4% (7)	190
Military HH: No	21%	(170)	23%	(189)	19%	(158)	35%	(288)	3% (21)	826

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Table BRD8_6: How often do you use the following features of your virtual assistant(s)?
Searching through your files

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	22%	(225)	24%	(240)	19%	(195)	32%	(328)	3% (27)	1016
2016 Vote: Democrat Hillary Clinton	20%	(81)	22%	(86)	19%	(74)	37%	(145)	2% (10)	397
2016 Vote: Republican Donald Trump	25%	(91)	29%	(102)	16%	(58)	28%	(101)	2% (6)	358
2016 Vote: Someone else	12%	(9)	22%	(15)	26%	(18)	36%	(25)	5% (3)	71
2012 Vote: Barack Obama	24%	(104)	24%	(108)	17%	(76)	33%	(147)	2% (7)	443
2012 Vote: Mitt Romney	18%	(43)	28%	(67)	20%	(48)	31%	(74)	2% (6)	238
2012 Vote: Didn't Vote	24%	(73)	20%	(61)	21%	(63)	32%	(98)	5% (14)	309
4-Region: Northeast	19%	(37)	27%	(52)	19%	(37)	32%	(63)	2% (5)	194
4-Region: Midwest	24%	(47)	24%	(47)	18%	(36)	32%	(65)	2% (4)	199
4-Region: South	21%	(78)	26%	(98)	18%	(68)	31%	(116)	3% (11)	370
4-Region: West	25%	(62)	17%	(43)	22%	(54)	34%	(85)	3% (8)	253

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

Table BRD8_7: *How often do you use the following features of your virtual assistant(s)?*
Browsing the internet

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	40%	(405)	29%	(297)	12%	(127)	16%	(165)	2% (22)	1016
Gender: Male	41%	(209)	31%	(159)	13%	(69)	13%	(68)	1% (8)	511
Gender: Female	39%	(196)	27%	(138)	12%	(58)	19%	(97)	3% (15)	505
Age: 18-29	43%	(113)	25%	(65)	9%	(23)	21%	(54)	2% (5)	259
Age: 30-44	48%	(180)	27%	(103)	12%	(46)	11%	(41)	2% (7)	377
Age: 45-54	29%	(38)	35%	(46)	11%	(14)	20%	(26)	4% (6)	131
Age: 55-64	34%	(49)	34%	(48)	15%	(22)	16%	(23)	1% (2)	144
Age: 65+	23%	(25)	34%	(35)	21%	(22)	19%	(20)	3% (3)	105
PID: Dem (no lean)	38%	(144)	32%	(118)	13%	(49)	15%	(57)	2% (8)	376
PID: Ind (no lean)	41%	(125)	27%	(81)	13%	(38)	17%	(50)	3% (8)	303
PID: Rep (no lean)	40%	(136)	29%	(97)	12%	(40)	17%	(58)	2% (6)	337
PID/Gender: Dem Men	40%	(74)	32%	(59)	15%	(28)	11%	(19)	2% (4)	183
PID/Gender: Dem Women	36%	(70)	31%	(60)	11%	(21)	20%	(38)	2% (4)	193
PID/Gender: Ind Men	43%	(66)	28%	(43)	12%	(18)	16%	(25)	1% (1)	154
PID/Gender: Ind Women	39%	(59)	25%	(38)	13%	(20)	17%	(26)	5% (7)	149
PID/Gender: Rep Men	39%	(69)	32%	(57)	13%	(23)	14%	(24)	2% (3)	175
PID/Gender: Rep Women	42%	(68)	25%	(41)	10%	(17)	21%	(34)	2% (3)	163
Tea Party: Supporter	44%	(162)	31%	(113)	10%	(37)	13%	(47)	3% (10)	369
Tea Party: Not Supporter	37%	(240)	28%	(182)	14%	(90)	18%	(118)	2% (12)	643
Ideo: Liberal (1-3)	42%	(163)	31%	(122)	13%	(52)	11%	(44)	2% (7)	388
Ideo: Moderate (4)	40%	(98)	30%	(75)	11%	(26)	17%	(42)	2% (6)	246
Ideo: Conservative (5-7)	37%	(109)	27%	(80)	13%	(38)	21%	(64)	2% (7)	298
Educ: < College	41%	(285)	29%	(199)	11%	(75)	17%	(115)	3% (18)	691
Educ: Bachelors degree	41%	(84)	29%	(59)	14%	(29)	16%	(32)	1% (2)	205
Educ: Post-grad	30%	(36)	33%	(40)	19%	(23)	15%	(19)	2% (3)	121
Income: Under 50k	41%	(225)	29%	(157)	12%	(66)	16%	(88)	2% (11)	547
Income: 50k-100k	38%	(128)	31%	(106)	14%	(48)	14%	(47)	3% (11)	340
Income: 100k+	40%	(51)	26%	(34)	10%	(13)	23%	(30)	1% (1)	129

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Table BRD8_7: How often do you use the following features of your virtual assistant(s)?
Browsing the internet

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	40%	(405)	29%	(297)	12%	(127)	16%	(165)	2% (22)	1016
Ethnicity: White	38%	(287)	30%	(228)	12%	(95)	18%	(138)	1% (11)	759
Ethnicity: Hispanic	41%	(87)	32%	(67)	12%	(24)	11%	(24)	4% (8)	210
Ethnicity: Afr. Am.	54%	(77)	30%	(44)	8%	(12)	7%	(10)	1% (2)	144
Ethnicity: Other	36%	(40)	23%	(26)	18%	(20)	15%	(17)	8% (9)	112
Relig: Protestant	40%	(89)	27%	(59)	14%	(32)	17%	(37)	2% (4)	220
Relig: Roman Catholic	38%	(96)	33%	(83)	12%	(30)	14%	(34)	3% (6)	251
Relig: Ath./Agn./None	38%	(91)	23%	(56)	15%	(36)	21%	(51)	2% (5)	239
Relig: Something Else	39%	(74)	33%	(61)	10%	(19)	15%	(28)	3% (5)	187
Relig: Evangelical	48%	(159)	29%	(97)	9%	(29)	13%	(42)	1% (4)	330
Relig: Non-Evang. Catholics	31%	(79)	32%	(84)	17%	(43)	17%	(44)	3% (8)	259
Relig: All Christian	40%	(238)	31%	(181)	12%	(72)	15%	(86)	2% (12)	589
Relig: All Non-Christian	39%	(165)	27%	(117)	13%	(55)	18%	(79)	2% (10)	426
Community: Urban	45%	(145)	29%	(92)	10%	(32)	14%	(46)	2% (5)	320
Community: Suburban	35%	(153)	30%	(130)	16%	(70)	16%	(70)	4% (16)	439
Community: Rural	41%	(106)	29%	(75)	10%	(26)	19%	(49)	1% (2)	257
Employ: Private Sector	44%	(175)	29%	(115)	11%	(44)	14%	(53)	2% (8)	395
Employ: Government	44%	(34)	28%	(21)	12%	(9)	14%	(10)	3% (2)	76
Employ: Self-Employed	42%	(34)	36%	(29)	14%	(12)	8%	(6)	— (0)	81
Employ: Homemaker	29%	(28)	37%	(37)	13%	(13)	18%	(18)	3% (3)	99
Employ: Student	41%	(24)	24%	(14)	7%	(4)	28%	(16)	— (0)	58
Employ: Retired	27%	(39)	34%	(48)	17%	(24)	19%	(27)	3% (5)	144
Employ: Unemployed	40%	(40)	16%	(16)	16%	(17)	26%	(26)	3% (3)	101
Employ: Other	49%	(31)	28%	(17)	8%	(5)	13%	(8)	2% (1)	63
Job Type: White-collar	37%	(156)	31%	(131)	15%	(62)	16%	(66)	2% (7)	422
Job Type: Blue-collar	42%	(176)	29%	(122)	11%	(48)	15%	(64)	2% (6)	416
Job Type: Don't Know	41%	(73)	25%	(44)	9%	(17)	20%	(35)	5% (9)	178
Military HH: Yes	43%	(82)	29%	(56)	12%	(24)	13%	(25)	2% (5)	190
Military HH: No	39%	(323)	29%	(242)	13%	(103)	17%	(140)	2% (18)	826

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Table BRD8_7: How often do you use the following features of your virtual assistant(s)?
Browsing the internet

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	40%	(405)	29%	(297)	12%	(127)	16%	(165)	2% (22)	1016
2016 Vote: Democrat Hillary Clinton	37%	(148)	29%	(114)	13%	(53)	19%	(74)	2% (9)	397
2016 Vote: Republican Donald Trump	41%	(147)	31%	(110)	12%	(44)	15%	(53)	1% (4)	358
2016 Vote: Someone else	34%	(24)	28%	(20)	16%	(12)	17%	(12)	6% (4)	71
2012 Vote: Barack Obama	39%	(174)	31%	(138)	12%	(52)	17%	(74)	1% (4)	443
2012 Vote: Mitt Romney	38%	(90)	32%	(77)	15%	(35)	13%	(31)	2% (5)	238
2012 Vote: Didn't Vote	42%	(130)	25%	(78)	11%	(33)	18%	(56)	4% (13)	309
4-Region: Northeast	39%	(75)	29%	(56)	11%	(21)	19%	(38)	2% (4)	194
4-Region: Midwest	38%	(76)	32%	(63)	12%	(24)	15%	(30)	2% (5)	199
4-Region: South	42%	(155)	28%	(104)	14%	(51)	14%	(53)	2% (6)	370
4-Region: West	39%	(98)	29%	(74)	12%	(30)	17%	(44)	3% (7)	253

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

Table BRD8_8: *How often do you use the following features of your virtual assistant(s)?*
Setting alarms

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	29%	(297)	25%	(258)	17%	(169)	26%	(265)	3% (27)	1016
Gender: Male	30%	(154)	25%	(130)	19%	(98)	24%	(121)	2% (9)	511
Gender: Female	28%	(143)	25%	(129)	14%	(72)	28%	(143)	4% (18)	505
Age: 18-29	36%	(92)	23%	(59)	20%	(51)	20%	(52)	2% (5)	259
Age: 30-44	38%	(142)	28%	(105)	14%	(52)	18%	(68)	2% (9)	377
Age: 45-54	22%	(29)	36%	(47)	6%	(8)	33%	(43)	3% (4)	131
Age: 55-64	16%	(23)	19%	(28)	25%	(36)	38%	(55)	1% (2)	144
Age: 65+	10%	(10)	19%	(20)	21%	(22)	44%	(46)	6% (7)	105
PID: Dem (no lean)	28%	(106)	26%	(96)	20%	(77)	24%	(89)	2% (9)	376
PID: Ind (no lean)	34%	(102)	27%	(81)	11%	(34)	26%	(78)	3% (8)	303
PID: Rep (no lean)	27%	(90)	24%	(81)	17%	(59)	29%	(98)	3% (9)	337
PID/Gender: Dem Men	32%	(58)	22%	(40)	24%	(44)	20%	(36)	3% (5)	183
PID/Gender: Dem Women	25%	(48)	29%	(55)	17%	(33)	27%	(52)	2% (4)	193
PID/Gender: Ind Men	35%	(53)	27%	(42)	11%	(18)	26%	(40)	1% (1)	154
PID/Gender: Ind Women	32%	(48)	27%	(40)	11%	(16)	25%	(38)	5% (7)	149
PID/Gender: Rep Men	24%	(42)	27%	(48)	21%	(37)	26%	(45)	2% (3)	175
PID/Gender: Rep Women	29%	(47)	20%	(33)	14%	(22)	33%	(53)	4% (6)	163
Tea Party: Supporter	36%	(132)	25%	(94)	17%	(63)	19%	(69)	3% (12)	369
Tea Party: Not Supporter	25%	(163)	25%	(163)	16%	(106)	31%	(196)	2% (15)	643
Ideo: Liberal (1-3)	35%	(136)	27%	(103)	16%	(61)	20%	(76)	3% (12)	388
Ideo: Moderate (4)	26%	(64)	29%	(72)	16%	(38)	27%	(67)	2% (5)	246
Ideo: Conservative (5-7)	26%	(76)	23%	(68)	17%	(52)	32%	(94)	3% (8)	298
Educ: < College	27%	(185)	24%	(167)	19%	(131)	27%	(186)	3% (22)	691
Educ: Bachelors degree	37%	(75)	28%	(58)	12%	(24)	23%	(46)	— (1)	205
Educ: Post-grad	31%	(37)	27%	(33)	12%	(15)	27%	(32)	3% (4)	121
Income: Under 50k	29%	(160)	23%	(125)	19%	(106)	26%	(141)	3% (15)	547
Income: 50k-100k	28%	(97)	28%	(95)	12%	(42)	29%	(97)	3% (9)	340
Income: 100k+	31%	(40)	30%	(38)	17%	(22)	20%	(26)	2% (3)	129

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Table BRD8_8: How often do you use the following features of your virtual assistant(s)?

Setting alarms

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	29%	(297)	25%	(258)	17%	(169)	26%	(265)	3% (27)	1016
Ethnicity: White	27%	(208)	26%	(195)	16%	(120)	29%	(218)	2% (18)	759
Ethnicity: Hispanic	34%	(71)	25%	(53)	21%	(45)	16%	(33)	4% (9)	210
Ethnicity: Afr. Am.	38%	(55)	24%	(34)	18%	(26)	20%	(28)	1% (1)	144
Ethnicity: Other	30%	(34)	26%	(29)	20%	(23)	17%	(19)	7% (8)	112
Relig: Protestant	28%	(62)	26%	(57)	16%	(35)	29%	(63)	1% (3)	220
Relig: Roman Catholic	32%	(80)	25%	(64)	18%	(45)	23%	(57)	2% (5)	251
Relig: Ath./Agn./None	28%	(67)	25%	(59)	17%	(42)	27%	(64)	3% (8)	239
Relig: Something Else	36%	(67)	25%	(47)	15%	(28)	20%	(37)	4% (8)	187
Relig: Evangelical	31%	(104)	26%	(85)	15%	(48)	27%	(89)	1% (4)	330
Relig: Non-Evang. Catholics	23%	(59)	26%	(66)	20%	(52)	29%	(74)	3% (7)	259
Relig: All Christian	28%	(163)	26%	(151)	17%	(100)	28%	(163)	2% (11)	589
Relig: All Non-Christian	31%	(134)	25%	(106)	16%	(69)	24%	(101)	4% (16)	426
Community: Urban	30%	(94)	30%	(96)	19%	(61)	20%	(64)	1% (4)	320
Community: Suburban	30%	(131)	24%	(107)	15%	(66)	27%	(117)	4% (18)	439
Community: Rural	28%	(72)	21%	(54)	16%	(42)	33%	(84)	2% (5)	257
Employ: Private Sector	36%	(141)	30%	(118)	14%	(55)	19%	(74)	2% (9)	395
Employ: Government	31%	(24)	28%	(21)	16%	(12)	24%	(18)	2% (1)	76
Employ: Self-Employed	32%	(26)	28%	(23)	18%	(15)	22%	(18)	— (0)	81
Employ: Homemaker	18%	(18)	27%	(27)	18%	(18)	33%	(32)	3% (3)	99
Employ: Student	36%	(21)	26%	(15)	13%	(7)	24%	(14)	1% (1)	58
Employ: Retired	10%	(14)	21%	(31)	22%	(31)	42%	(61)	5% (7)	144
Employ: Unemployed	29%	(30)	12%	(12)	21%	(21)	34%	(34)	3% (3)	101
Employ: Other	39%	(24)	20%	(12)	16%	(10)	22%	(13)	4% (2)	63
Job Type: White-collar	32%	(134)	29%	(122)	15%	(65)	22%	(92)	2% (9)	422
Job Type: Blue-collar	29%	(122)	23%	(97)	15%	(64)	30%	(126)	2% (7)	416
Job Type: Don't Know	23%	(40)	22%	(40)	22%	(40)	26%	(47)	6% (11)	178
Military HH: Yes	26%	(49)	27%	(52)	21%	(41)	22%	(42)	3% (6)	190
Military HH: No	30%	(247)	25%	(206)	16%	(129)	27%	(222)	2% (21)	826

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Table BRD8_8: How often do you use the following features of your virtual assistant(s)?
Setting alarms

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	29%	(297)	25%	(258)	17%	(169)	26%	(265)	3% (27)	1016
2016 Vote: Democrat Hillary Clinton	26%	(101)	26%	(103)	17%	(67)	29%	(113)	3% (12)	397
2016 Vote: Republican Donald Trump	31%	(111)	25%	(88)	16%	(57)	27%	(97)	2% (6)	358
2016 Vote: Someone else	27%	(20)	30%	(22)	16%	(12)	21%	(15)	5% (3)	71
2012 Vote: Barack Obama	29%	(129)	27%	(118)	16%	(70)	26%	(116)	2% (10)	443
2012 Vote: Mitt Romney	27%	(65)	26%	(63)	18%	(42)	26%	(62)	2% (6)	238
2012 Vote: Didn't Vote	31%	(96)	23%	(71)	17%	(51)	26%	(81)	4% (11)	309
4-Region: Northeast	30%	(57)	28%	(54)	14%	(26)	26%	(51)	2% (5)	194
4-Region: Midwest	27%	(54)	29%	(58)	16%	(31)	26%	(52)	2% (4)	199
4-Region: South	28%	(105)	23%	(85)	18%	(66)	29%	(106)	2% (7)	370
4-Region: West	32%	(80)	24%	(60)	18%	(46)	22%	(56)	4% (11)	253

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

Table BRD8_9: How often do you use the following features of your virtual assistant(s)?

Recognizing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	25%	(255)	27%	(271)	16%	(163)	29%	(293)	3% (33)	1016
Gender: Male	27%	(137)	29%	(150)	18%	(90)	24%	(124)	2% (10)	511
Gender: Female	23%	(118)	24%	(121)	14%	(73)	34%	(169)	5% (23)	505
Age: 18-29	34%	(88)	26%	(66)	14%	(36)	25%	(64)	2% (4)	259
Age: 30-44	33%	(123)	32%	(119)	13%	(51)	19%	(71)	3% (12)	377
Age: 45-54	17%	(22)	29%	(38)	14%	(18)	34%	(45)	6% (7)	131
Age: 55-64	10%	(14)	21%	(30)	24%	(35)	42%	(61)	4% (5)	144
Age: 65+	7%	(7)	17%	(18)	23%	(24)	50%	(52)	4% (4)	105
PID: Dem (no lean)	26%	(96)	29%	(109)	14%	(54)	28%	(105)	3% (12)	376
PID: Ind (no lean)	26%	(78)	22%	(67)	19%	(57)	30%	(91)	3% (9)	303
PID: Rep (no lean)	24%	(81)	28%	(94)	15%	(52)	29%	(98)	4% (12)	337
PID/Gender: Dem Men	30%	(55)	30%	(55)	18%	(33)	20%	(36)	2% (4)	183
PID/Gender: Dem Women	21%	(41)	28%	(55)	11%	(21)	36%	(69)	4% (8)	193
PID/Gender: Ind Men	27%	(42)	26%	(39)	18%	(27)	29%	(44)	1% (1)	154
PID/Gender: Ind Women	24%	(36)	19%	(28)	20%	(30)	31%	(46)	6% (8)	149
PID/Gender: Rep Men	23%	(40)	32%	(56)	17%	(30)	25%	(44)	3% (5)	175
PID/Gender: Rep Women	25%	(41)	23%	(38)	14%	(22)	33%	(54)	5% (7)	163
Tea Party: Supporter	33%	(122)	31%	(114)	15%	(54)	17%	(62)	5% (17)	369
Tea Party: Not Supporter	20%	(130)	24%	(156)	17%	(110)	36%	(231)	3% (16)	643
Ideo: Liberal (1-3)	33%	(127)	31%	(120)	13%	(50)	21%	(83)	2% (7)	388
Ideo: Moderate (4)	24%	(59)	24%	(59)	18%	(44)	31%	(76)	3% (7)	246
Ideo: Conservative (5-7)	17%	(51)	26%	(77)	17%	(52)	35%	(104)	4% (13)	298
Educ: < College	24%	(167)	27%	(184)	15%	(105)	30%	(210)	4% (25)	691
Educ: Bachelors degree	28%	(57)	28%	(57)	19%	(38)	24%	(48)	2% (5)	205
Educ: Post-grad	26%	(32)	25%	(30)	17%	(20)	29%	(35)	3% (3)	121
Income: Under 50k	26%	(145)	25%	(136)	15%	(84)	29%	(159)	4% (23)	547
Income: 50k-100k	22%	(75)	31%	(105)	15%	(52)	29%	(98)	3% (10)	340
Income: 100k+	27%	(35)	23%	(29)	21%	(28)	28%	(36)	1% (1)	129

Continued on next page

Table BRD8_9: *How often do you use the following features of your virtual assistant(s)?*
Recognizing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	25%	(255)	27%	(271)	16%	(163)	29%	(293)	3% (33)	1016
Ethnicity: White	24%	(181)	26%	(199)	17%	(126)	31%	(233)	3% (21)	759
Ethnicity: Hispanic	36%	(75)	25%	(53)	14%	(30)	20%	(43)	5% (10)	210
Ethnicity: Afr. Am.	33%	(48)	28%	(40)	15%	(21)	21%	(31)	3% (4)	144
Ethnicity: Other	24%	(26)	28%	(32)	15%	(16)	27%	(30)	7% (8)	112
Relig: Protestant	19%	(43)	26%	(57)	20%	(43)	33%	(72)	2% (4)	220
Relig: Roman Catholic	30%	(74)	30%	(75)	15%	(39)	21%	(54)	4% (9)	251
Relig: Ath./Agn./None	24%	(57)	23%	(55)	15%	(37)	34%	(82)	4% (9)	239
Relig: Something Else	30%	(56)	27%	(50)	17%	(32)	24%	(44)	3% (5)	187
Relig: Evangelical	29%	(95)	28%	(93)	14%	(45)	26%	(85)	3% (11)	330
Relig: Non-Evang. Catholics	18%	(47)	28%	(72)	19%	(49)	32%	(82)	3% (8)	259
Relig: All Christian	24%	(143)	28%	(165)	16%	(95)	28%	(167)	3% (19)	589
Relig: All Non-Christian	26%	(112)	25%	(105)	16%	(68)	30%	(126)	3% (14)	426
Community: Urban	31%	(99)	27%	(87)	17%	(55)	22%	(71)	2% (8)	320
Community: Suburban	21%	(92)	28%	(123)	18%	(77)	28%	(125)	5% (22)	439
Community: Rural	25%	(64)	24%	(61)	12%	(31)	38%	(98)	2% (4)	257
Employ: Private Sector	29%	(114)	32%	(128)	16%	(63)	21%	(83)	2% (8)	395
Employ: Government	23%	(18)	36%	(28)	10%	(7)	24%	(19)	6% (5)	76
Employ: Self-Employed	33%	(27)	34%	(28)	15%	(12)	17%	(14)	— (0)	81
Employ: Homemaker	18%	(18)	24%	(23)	17%	(17)	37%	(37)	3% (3)	99
Employ: Student	39%	(23)	12%	(7)	19%	(11)	30%	(17)	— (0)	58
Employ: Retired	6%	(8)	19%	(28)	20%	(29)	49%	(70)	6% (8)	144
Employ: Unemployed	22%	(22)	19%	(19)	19%	(19)	35%	(35)	5% (5)	101
Employ: Other	40%	(25)	17%	(10)	6%	(4)	31%	(20)	6% (4)	63
Job Type: White-collar	26%	(108)	27%	(113)	18%	(77)	27%	(115)	2% (9)	422
Job Type: Blue-collar	24%	(98)	29%	(122)	14%	(57)	31%	(127)	3% (12)	416
Job Type: Don't Know	27%	(49)	20%	(36)	17%	(30)	29%	(51)	6% (12)	178
Military HH: Yes	30%	(57)	27%	(51)	17%	(33)	22%	(42)	4% (8)	190
Military HH: No	24%	(198)	27%	(220)	16%	(131)	30%	(252)	3% (25)	826

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Table BRD8_9: How often do you use the following features of your virtual assistant(s)?
Recognizing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	25%	(255)	27%	(271)	16%	(163)	29%	(293)	3% (33)	1016
2016 Vote: Democrat Hillary Clinton	23%	(93)	31%	(122)	12%	(50)	30%	(120)	3% (12)	397
2016 Vote: Republican Donald Trump	25%	(91)	26%	(92)	18%	(66)	28%	(101)	2% (9)	358
2016 Vote: Someone else	22%	(15)	24%	(17)	20%	(15)	30%	(21)	5% (3)	71
2012 Vote: Barack Obama	24%	(108)	32%	(140)	14%	(61)	28%	(125)	2% (10)	443
2012 Vote: Mitt Romney	22%	(52)	28%	(66)	18%	(42)	29%	(69)	4% (9)	238
2012 Vote: Didn't Vote	28%	(87)	20%	(60)	18%	(56)	29%	(91)	5% (14)	309
4-Region: Northeast	26%	(50)	31%	(61)	13%	(25)	27%	(52)	3% (6)	194
4-Region: Midwest	21%	(42)	33%	(65)	19%	(37)	25%	(50)	3% (5)	199
4-Region: South	27%	(100)	25%	(91)	16%	(59)	29%	(108)	3% (12)	370
4-Region: West	25%	(62)	21%	(54)	17%	(42)	33%	(84)	4% (10)	253

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

Table BRD8_10: How often do you use the following features of your virtual assistant(s)?

Playing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	33%	(339)	24%	(246)	14%	(147)	25%	(258)	3% (26)	1016
Gender: Male	35%	(181)	27%	(140)	16%	(84)	19%	(97)	2% (9)	511
Gender: Female	31%	(158)	21%	(106)	12%	(63)	32%	(161)	3% (17)	505
Age: 18-29	47%	(122)	18%	(45)	12%	(31)	21%	(54)	3% (7)	259
Age: 30-44	39%	(147)	28%	(104)	13%	(50)	18%	(70)	2% (7)	377
Age: 45-54	26%	(34)	26%	(35)	15%	(19)	29%	(38)	3% (4)	131
Age: 55-64	17%	(24)	26%	(38)	18%	(25)	36%	(53)	3% (4)	144
Age: 65+	11%	(11)	23%	(24)	20%	(21)	42%	(44)	4% (4)	105
PID: Dem (no lean)	31%	(117)	27%	(103)	14%	(53)	26%	(96)	2% (6)	376
PID: Ind (no lean)	36%	(109)	21%	(62)	14%	(44)	25%	(75)	4% (13)	303
PID: Rep (no lean)	34%	(113)	24%	(81)	15%	(50)	26%	(87)	2% (6)	337
PID/Gender: Dem Men	32%	(59)	30%	(56)	18%	(34)	17%	(32)	1% (3)	183
PID/Gender: Dem Women	30%	(58)	25%	(47)	10%	(19)	34%	(65)	2% (4)	193
PID/Gender: Ind Men	39%	(60)	23%	(35)	15%	(22)	21%	(33)	2% (4)	154
PID/Gender: Ind Women	33%	(49)	18%	(28)	14%	(21)	29%	(43)	6% (9)	149
PID/Gender: Rep Men	36%	(62)	28%	(49)	16%	(28)	19%	(33)	1% (2)	175
PID/Gender: Rep Women	31%	(51)	19%	(31)	14%	(22)	33%	(54)	3% (4)	163
Tea Party: Supporter	36%	(134)	26%	(96)	16%	(57)	19%	(69)	3% (12)	369
Tea Party: Not Supporter	31%	(201)	23%	(151)	14%	(89)	29%	(189)	2% (13)	643
Ideo: Liberal (1-3)	38%	(146)	27%	(104)	14%	(53)	20%	(78)	2% (6)	388
Ideo: Moderate (4)	34%	(84)	25%	(60)	14%	(36)	24%	(59)	3% (7)	246
Ideo: Conservative (5-7)	27%	(81)	24%	(70)	16%	(46)	31%	(91)	3% (8)	298
Educ: < College	33%	(229)	24%	(166)	14%	(96)	26%	(178)	3% (22)	691
Educ: Bachelors degree	36%	(74)	24%	(49)	17%	(34)	23%	(46)	— (1)	205
Educ: Post-grad	29%	(35)	26%	(31)	14%	(17)	29%	(35)	3% (3)	121
Income: Under 50k	32%	(174)	25%	(136)	14%	(74)	27%	(147)	3% (15)	547
Income: 50k-100k	33%	(112)	23%	(80)	16%	(56)	24%	(82)	3% (10)	340
Income: 100k+	41%	(52)	23%	(30)	13%	(16)	23%	(29)	1% (1)	129

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Table BRD8_10: How often do you use the following features of your virtual assistant(s)?
Playing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	33%	(339)	24%	(246)	14%	(147)	25%	(258)	3% (26)	1016
Ethnicity: White	30%	(227)	24%	(185)	15%	(117)	28%	(214)	2% (16)	759
Ethnicity: Hispanic	39%	(82)	22%	(46)	15%	(32)	21%	(44)	3% (6)	210
Ethnicity: Afr. Am.	52%	(75)	22%	(32)	8%	(12)	16%	(23)	1% (2)	144
Ethnicity: Other	33%	(37)	26%	(29)	15%	(17)	19%	(22)	7% (8)	112
Relig: Protestant	30%	(66)	24%	(53)	15%	(34)	29%	(64)	1% (3)	220
Relig: Roman Catholic	37%	(93)	28%	(70)	15%	(37)	18%	(45)	2% (6)	251
Relig: Ath./Agn./None	34%	(82)	22%	(52)	12%	(28)	30%	(71)	3% (7)	239
Relig: Something Else	33%	(62)	25%	(47)	16%	(30)	21%	(40)	4% (8)	187
Relig: Evangelical	37%	(121)	23%	(77)	14%	(47)	25%	(82)	1% (4)	330
Relig: Non-Evang. Catholics	29%	(74)	27%	(70)	16%	(43)	25%	(65)	3% (7)	259
Relig: All Christian	33%	(195)	25%	(146)	15%	(89)	25%	(147)	2% (11)	589
Relig: All Non-Christian	34%	(144)	23%	(99)	14%	(57)	26%	(110)	4% (15)	426
Community: Urban	39%	(123)	24%	(76)	14%	(46)	22%	(72)	1% (3)	320
Community: Suburban	30%	(134)	25%	(108)	17%	(74)	25%	(108)	4% (16)	439
Community: Rural	32%	(82)	24%	(62)	11%	(27)	31%	(79)	3% (7)	257
Employ: Private Sector	38%	(151)	29%	(114)	14%	(56)	17%	(68)	1% (5)	395
Employ: Government	39%	(30)	26%	(20)	13%	(10)	21%	(16)	2% (1)	76
Employ: Self-Employed	39%	(32)	31%	(25)	18%	(15)	11%	(9)	— (0)	81
Employ: Homemaker	20%	(19)	22%	(22)	14%	(14)	41%	(40)	3% (3)	99
Employ: Student	45%	(26)	22%	(12)	11%	(6)	23%	(13)	— (0)	58
Employ: Retired	16%	(23)	23%	(34)	17%	(24)	40%	(57)	4% (5)	144
Employ: Unemployed	33%	(33)	12%	(12)	17%	(17)	32%	(32)	6% (6)	101
Employ: Other	39%	(25)	11%	(7)	6%	(4)	37%	(23)	6% (4)	63
Job Type: White-collar	31%	(129)	27%	(112)	18%	(76)	23%	(95)	2% (9)	422
Job Type: Blue-collar	35%	(146)	25%	(103)	11%	(45)	28%	(115)	1% (6)	416
Job Type: Don't Know	36%	(64)	17%	(31)	14%	(25)	27%	(48)	6% (10)	178
Military HH: Yes	30%	(57)	27%	(52)	14%	(26)	24%	(47)	5% (9)	190
Military HH: No	34%	(282)	24%	(194)	15%	(121)	26%	(212)	2% (17)	826

Continued on next page

Table BRD8_10: How often do you use the following features of your virtual assistant(s)?
Playing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	33%	(339)	24%	(246)	14%	(147)	25%	(258)	3% (26)	1016
2016 Vote: Democrat Hillary Clinton	31%	(121)	27%	(108)	13%	(50)	27%	(107)	3% (11)	397
2016 Vote: Republican Donald Trump	36%	(130)	25%	(90)	14%	(49)	24%	(86)	1% (4)	358
2016 Vote: Someone else	27%	(19)	19%	(13)	25%	(18)	24%	(17)	6% (4)	71
2012 Vote: Barack Obama	35%	(154)	29%	(129)	10%	(46)	25%	(109)	1% (5)	443
2012 Vote: Mitt Romney	26%	(63)	25%	(60)	18%	(43)	27%	(65)	3% (7)	238
2012 Vote: Didn't Vote	37%	(114)	18%	(54)	15%	(48)	25%	(79)	4% (14)	309
4-Region: Northeast	36%	(69)	26%	(51)	14%	(28)	23%	(44)	1% (3)	194
4-Region: Midwest	30%	(60)	30%	(60)	12%	(24)	25%	(51)	2% (5)	199
4-Region: South	36%	(132)	21%	(79)	15%	(57)	25%	(91)	3% (11)	370
4-Region: West	31%	(78)	22%	(57)	15%	(38)	29%	(73)	3% (8)	253

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

Table BRD8_11: How often do you use the following features of your virtual assistant(s)?

Taking notes

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(239)	24%	(245)	19%	(189)	31%	(316)	3% (26)	1016
Gender: Male	28%	(143)	24%	(123)	20%	(101)	26%	(134)	2% (10)	511
Gender: Female	19%	(97)	24%	(122)	17%	(88)	36%	(182)	3% (16)	505
Age: 18-29	31%	(80)	23%	(59)	19%	(49)	26%	(66)	2% (5)	259
Age: 30-44	33%	(123)	28%	(105)	17%	(64)	20%	(74)	3% (10)	377
Age: 45-54	8%	(11)	30%	(40)	20%	(25)	39%	(51)	3% (4)	131
Age: 55-64	11%	(16)	16%	(23)	22%	(32)	49%	(70)	2% (2)	144
Age: 65+	9%	(10)	17%	(18)	19%	(20)	52%	(54)	3% (4)	105
PID: Dem (no lean)	24%	(92)	23%	(87)	16%	(60)	34%	(127)	3% (10)	376
PID: Ind (no lean)	25%	(76)	21%	(63)	25%	(75)	27%	(82)	2% (7)	303
PID: Rep (no lean)	21%	(72)	28%	(95)	16%	(54)	32%	(107)	3% (9)	337
PID/Gender: Dem Men	33%	(60)	21%	(38)	18%	(33)	26%	(47)	3% (5)	183
PID/Gender: Dem Women	17%	(32)	25%	(49)	14%	(27)	41%	(80)	2% (5)	193
PID/Gender: Ind Men	29%	(44)	19%	(30)	25%	(38)	26%	(40)	1% (2)	154
PID/Gender: Ind Women	21%	(31)	23%	(34)	25%	(37)	28%	(42)	4% (6)	149
PID/Gender: Rep Men	22%	(39)	32%	(56)	17%	(30)	27%	(46)	2% (4)	175
PID/Gender: Rep Women	20%	(33)	24%	(39)	15%	(24)	37%	(61)	3% (5)	163
Tea Party: Supporter	34%	(127)	27%	(101)	14%	(51)	21%	(79)	3% (11)	369
Tea Party: Not Supporter	17%	(110)	22%	(143)	22%	(139)	37%	(237)	2% (15)	643
Ideo: Liberal (1-3)	28%	(109)	26%	(101)	19%	(75)	24%	(93)	3% (10)	388
Ideo: Moderate (4)	26%	(63)	23%	(56)	20%	(49)	30%	(74)	2% (4)	246
Ideo: Conservative (5-7)	17%	(51)	25%	(74)	16%	(46)	40%	(118)	3% (9)	298
Educ: < College	21%	(145)	24%	(164)	19%	(132)	33%	(229)	3% (21)	691
Educ: Bachelors degree	31%	(63)	24%	(50)	17%	(35)	26%	(54)	1% (3)	205
Educ: Post-grad	26%	(32)	26%	(32)	18%	(22)	27%	(33)	2% (2)	121
Income: Under 50k	23%	(126)	22%	(123)	19%	(106)	32%	(177)	3% (15)	547
Income: 50k-100k	25%	(84)	25%	(85)	16%	(54)	32%	(108)	3% (10)	340
Income: 100k+	23%	(30)	28%	(37)	23%	(30)	24%	(32)	1% (1)	129

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Table BRD8_11: How often do you use the following features of your virtual assistant(s)?

Taking notes

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(239)	24%	(245)	19%	(189)	31%	(316)	3% (26)	1016
Ethnicity: White	22%	(167)	24%	(182)	18%	(140)	34%	(256)	2% (15)	759
Ethnicity: Hispanic	34%	(71)	27%	(56)	21%	(43)	15%	(32)	4% (9)	210
Ethnicity: Afr. Am.	33%	(47)	26%	(37)	17%	(25)	24%	(34)	1% (1)	144
Ethnicity: Other	23%	(26)	24%	(26)	22%	(25)	23%	(26)	8% (9)	112
Relig: Protestant	19%	(41)	22%	(48)	20%	(43)	38%	(84)	2% (4)	220
Relig: Roman Catholic	28%	(71)	24%	(60)	19%	(48)	25%	(64)	3% (8)	251
Relig: Ath./Agn./None	16%	(38)	30%	(71)	18%	(42)	33%	(80)	3% (8)	239
Relig: Something Else	36%	(68)	21%	(39)	16%	(30)	25%	(46)	2% (4)	187
Relig: Evangelical	27%	(90)	25%	(81)	17%	(55)	30%	(99)	2% (5)	330
Relig: Non-Evang. Catholics	17%	(43)	21%	(54)	24%	(62)	35%	(90)	3% (9)	259
Relig: All Christian	23%	(133)	23%	(135)	20%	(117)	32%	(189)	2% (14)	589
Relig: All Non-Christian	25%	(106)	26%	(110)	17%	(72)	29%	(125)	3% (12)	426
Community: Urban	26%	(84)	30%	(96)	17%	(54)	25%	(81)	1% (4)	320
Community: Suburban	20%	(88)	21%	(93)	21%	(92)	34%	(148)	4% (18)	439
Community: Rural	26%	(67)	22%	(56)	17%	(43)	34%	(86)	2% (4)	257
Employ: Private Sector	29%	(115)	26%	(102)	18%	(72)	25%	(98)	2% (8)	395
Employ: Government	29%	(22)	31%	(23)	16%	(12)	22%	(17)	3% (2)	76
Employ: Self-Employed	35%	(28)	33%	(27)	13%	(11)	18%	(15)	1% (1)	81
Employ: Homemaker	7%	(7)	30%	(29)	20%	(20)	39%	(39)	4% (4)	99
Employ: Student	36%	(21)	22%	(13)	7%	(4)	33%	(19)	2% (1)	58
Employ: Retired	11%	(16)	16%	(23)	21%	(30)	49%	(70)	3% (4)	144
Employ: Unemployed	11%	(11)	20%	(20)	31%	(31)	34%	(35)	4% (4)	101
Employ: Other	30%	(19)	13%	(8)	15%	(9)	38%	(24)	4% (2)	63
Job Type: White-collar	27%	(114)	25%	(105)	20%	(84)	26%	(112)	2% (9)	422
Job Type: Blue-collar	23%	(97)	24%	(101)	16%	(66)	35%	(145)	2% (7)	416
Job Type: Don't Know	17%	(29)	22%	(39)	23%	(40)	33%	(59)	6% (10)	178
Military HH: Yes	30%	(56)	26%	(49)	18%	(35)	23%	(44)	3% (6)	190
Military HH: No	22%	(183)	24%	(196)	19%	(155)	33%	(272)	2% (20)	826

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Table BRD8_11: How often do you use the following features of your virtual assistant(s)?

Taking notes

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(239)	24%	(245)	19%	(189)	31%	(316)	3% (26)	1016
2016 Vote: Democrat Hillary Clinton	23%	(92)	26%	(101)	16%	(62)	34%	(133)	2% (9)	397
2016 Vote: Republican Donald Trump	24%	(88)	28%	(100)	13%	(47)	33%	(118)	1% (5)	358
2016 Vote: Someone else	16%	(11)	23%	(16)	32%	(23)	23%	(16)	6% (5)	71
2012 Vote: Barack Obama	23%	(103)	27%	(118)	18%	(79)	30%	(135)	2% (9)	443
2012 Vote: Mitt Romney	23%	(54)	27%	(63)	16%	(38)	33%	(78)	2% (5)	238
2012 Vote: Didn't Vote	26%	(80)	19%	(60)	20%	(63)	31%	(96)	4% (11)	309
4-Region: Northeast	26%	(51)	24%	(47)	16%	(31)	32%	(62)	2% (4)	194
4-Region: Midwest	18%	(35)	26%	(52)	23%	(46)	31%	(61)	2% (4)	199
4-Region: South	26%	(95)	25%	(93)	16%	(61)	30%	(112)	2% (9)	370
4-Region: West	23%	(58)	21%	(52)	21%	(52)	32%	(81)	4% (9)	253

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

Table BRD8_12: How often do you use the following features of your virtual assistant(s)?

Shopping

Demographic	Q10: How often do you think about the following?										
	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	24%	(243)	25%	(251)	17%	(177)	31%	(310)	4%	(36)	
Gender: Male	25%	(127)	27%	(136)	20%	(100)	25%	(127)	4%	(21)	511
Gender: Female	23%	(116)	23%	(115)	15%	(76)	36%	(183)	3%	(15)	505
Age: 18-29	31%	(81)	22%	(56)	16%	(42)	28%	(73)	3%	(7)	259
Age: 30-44	32%	(120)	29%	(109)	15%	(55)	21%	(77)	4%	(16)	377
Age: 45-54	11%	(14)	25%	(33)	16%	(21)	44%	(58)	4%	(5)	131
Age: 55-64	13%	(19)	19%	(27)	23%	(33)	42%	(60)	3%	(5)	144
Age: 65+	8%	(9)	25%	(26)	25%	(26)	40%	(42)	3%	(3)	105
PID: Dem (no lean)	27%	(101)	24%	(89)	17%	(64)	30%	(112)	3%	(10)	376
PID: Ind (no lean)	20%	(60)	25%	(77)	17%	(52)	32%	(98)	5%	(16)	303
PID: Rep (no lean)	24%	(82)	25%	(84)	18%	(61)	30%	(100)	3%	(11)	337
PID/Gender: Dem Men	27%	(50)	27%	(49)	23%	(42)	21%	(38)	2%	(4)	183
PID/Gender: Dem Women	26%	(50)	21%	(41)	11%	(22)	38%	(74)	3%	(5)	193
PID/Gender: Ind Men	19%	(30)	27%	(42)	16%	(24)	32%	(48)	7%	(10)	154
PID/Gender: Ind Women	20%	(30)	24%	(36)	19%	(28)	33%	(50)	4%	(6)	149
PID/Gender: Rep Men	27%	(47)	26%	(46)	20%	(34)	24%	(41)	4%	(6)	175
PID/Gender: Rep Women	22%	(35)	23%	(38)	16%	(26)	36%	(59)	3%	(4)	163
Tea Party: Supporter	34%	(125)	25%	(91)	17%	(62)	19%	(71)	5%	(20)	369
Tea Party: Not Supporter	18%	(115)	25%	(159)	18%	(115)	37%	(239)	2%	(16)	643
Ideo: Liberal (1-3)	32%	(123)	27%	(106)	15%	(58)	22%	(87)	4%	(14)	388
Ideo: Moderate (4)	19%	(46)	29%	(71)	19%	(46)	31%	(77)	2%	(6)	246
Ideo: Conservative (5-7)	20%	(60)	20%	(58)	19%	(57)	38%	(113)	3%	(10)	298
Educ: < College	23%	(157)	23%	(161)	17%	(120)	32%	(222)	4%	(31)	691
Educ: Bachelors degree	28%	(57)	27%	(56)	17%	(35)	27%	(56)	—	(1)	205
Educ: Post-grad	23%	(28)	28%	(34)	18%	(22)	27%	(33)	3%	(4)	121
Income: Under 50k	22%	(118)	26%	(142)	19%	(101)	29%	(161)	4%	(24)	547
Income: 50k-100k	25%	(86)	23%	(79)	16%	(54)	32%	(109)	3%	(11)	340
Income: 100k+	29%	(38)	23%	(30)	16%	(21)	31%	(39)	1%	(1)	129

Continued on next page

Table BRD8_12: *How often do you use the following features of your virtual assistant(s)?*
Shopping

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(243)	25%	(251)	17%	(177)	31%	(310)	4% (36)	1016
Ethnicity: White	22%	(170)	24%	(183)	17%	(131)	34%	(255)	3% (21)	759
Ethnicity: Hispanic	33%	(69)	26%	(56)	17%	(36)	17%	(35)	7% (15)	210
Ethnicity: Afr. Am.	33%	(48)	23%	(34)	20%	(29)	20%	(29)	3% (4)	144
Ethnicity: Other	22%	(24)	30%	(34)	15%	(17)	23%	(25)	10% (11)	112
Relig: Protestant	24%	(54)	21%	(45)	17%	(37)	34%	(75)	4% (10)	220
Relig: Roman Catholic	28%	(70)	25%	(62)	19%	(49)	24%	(59)	4% (11)	251
Relig: Ath./Agn./None	22%	(52)	23%	(56)	14%	(33)	38%	(91)	3% (7)	239
Relig: Something Else	24%	(46)	31%	(58)	17%	(31)	25%	(46)	3% (6)	187
Relig: Evangelical	30%	(100)	23%	(75)	18%	(59)	25%	(83)	4% (13)	330
Relig: Non-Evang. Catholics	17%	(45)	24%	(61)	21%	(54)	34%	(88)	4% (10)	259
Relig: All Christian	25%	(145)	23%	(136)	19%	(113)	29%	(172)	4% (23)	589
Relig: All Non-Christian	23%	(98)	27%	(113)	15%	(64)	32%	(138)	3% (13)	426
Community: Urban	27%	(87)	29%	(92)	18%	(57)	24%	(77)	2% (8)	320
Community: Suburban	20%	(87)	22%	(98)	19%	(84)	34%	(150)	5% (21)	439
Community: Rural	27%	(69)	24%	(61)	14%	(36)	32%	(83)	3% (8)	257
Employ: Private Sector	29%	(116)	29%	(116)	15%	(59)	24%	(94)	3% (10)	395
Employ: Government	38%	(29)	20%	(16)	19%	(15)	20%	(15)	3% (2)	76
Employ: Self-Employed	17%	(14)	42%	(34)	22%	(18)	14%	(12)	5% (4)	81
Employ: Homemaker	21%	(21)	15%	(15)	13%	(13)	44%	(43)	6% (6)	99
Employ: Student	21%	(12)	25%	(14)	11%	(6)	40%	(23)	3% (2)	58
Employ: Retired	8%	(12)	23%	(32)	23%	(33)	43%	(62)	3% (5)	144
Employ: Unemployed	20%	(20)	13%	(13)	20%	(21)	43%	(44)	3% (3)	101
Employ: Other	32%	(20)	15%	(9)	20%	(12)	27%	(17)	7% (4)	63
Job Type: White-collar	25%	(104)	26%	(110)	18%	(77)	28%	(120)	3% (12)	422
Job Type: Blue-collar	24%	(100)	24%	(102)	17%	(70)	31%	(131)	3% (13)	416
Job Type: Don't Know	22%	(38)	22%	(39)	17%	(30)	34%	(60)	6% (10)	178
Military HH: Yes	33%	(62)	27%	(51)	16%	(30)	18%	(34)	7% (13)	190
Military HH: No	22%	(180)	24%	(200)	18%	(146)	33%	(276)	3% (23)	826

Continued on next page

Table BRD8_12: How often do you use the following features of your virtual assistant(s)?
Shopping

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(243)	25%	(251)	17%	(177)	31%	(310)	4% (36)	1016
2016 Vote: Democrat Hillary Clinton	25%	(97)	24%	(97)	16%	(64)	31%	(124)	3% (13)	397
2016 Vote: Republican Donald Trump	26%	(94)	26%	(92)	16%	(57)	30%	(109)	2% (7)	358
2016 Vote: Someone else	14%	(10)	25%	(18)	19%	(14)	32%	(23)	10% (7)	71
2012 Vote: Barack Obama	26%	(114)	25%	(113)	17%	(75)	30%	(132)	2% (10)	443
2012 Vote: Mitt Romney	22%	(53)	27%	(63)	17%	(40)	30%	(73)	4% (9)	238
2012 Vote: Didn't Vote	23%	(72)	21%	(66)	19%	(58)	33%	(101)	4% (12)	309
4-Region: Northeast	30%	(58)	24%	(47)	12%	(23)	32%	(62)	2% (4)	194
4-Region: Midwest	19%	(37)	28%	(55)	18%	(36)	30%	(59)	6% (12)	199
4-Region: South	22%	(80)	25%	(94)	20%	(74)	30%	(111)	3% (10)	370
4-Region: West	26%	(67)	21%	(54)	17%	(44)	31%	(78)	4% (10)	253

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

Table BRD9_1: *If you used a virtual assistant, how often would you use it to do the following?*
Making calls

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	20%	(390)	22%	(427)	14%	(266)	32%	(623)	13% (247)	1954
Gender: Male	17%	(153)	23%	(204)	15%	(132)	33%	(292)	13% (116)	897
Gender: Female	23%	(238)	21%	(223)	13%	(134)	31%	(330)	12% (131)	1056
Age: 18-29	31%	(98)	24%	(74)	13%	(41)	25%	(78)	8% (24)	314
Age: 30-44	28%	(140)	24%	(120)	10%	(52)	27%	(138)	10% (52)	502
Age: 45-54	16%	(58)	24%	(87)	12%	(43)	33%	(118)	15% (52)	358
Age: 55-64	14%	(54)	19%	(74)	15%	(57)	38%	(147)	14% (54)	387
Age: 65+	10%	(40)	18%	(72)	19%	(73)	36%	(142)	17% (65)	393
PID: Dem (no lean)	18%	(128)	23%	(159)	15%	(107)	33%	(225)	10% (72)	691
PID: Ind (no lean)	21%	(136)	21%	(132)	12%	(78)	32%	(207)	14% (87)	640
PID: Rep (no lean)	20%	(127)	22%	(136)	13%	(81)	31%	(191)	14% (88)	623
PID/Gender: Dem Men	17%	(50)	22%	(66)	18%	(55)	35%	(104)	9% (26)	301
PID/Gender: Dem Women	20%	(78)	24%	(94)	13%	(51)	31%	(121)	12% (46)	390
PID/Gender: Ind Men	17%	(52)	21%	(64)	12%	(35)	33%	(100)	17% (50)	301
PID/Gender: Ind Women	25%	(84)	20%	(69)	13%	(43)	32%	(107)	11% (37)	340
PID/Gender: Rep Men	17%	(51)	25%	(75)	14%	(41)	30%	(89)	13% (39)	296
PID/Gender: Rep Women	23%	(76)	19%	(61)	12%	(40)	31%	(102)	15% (48)	327
Tea Party: Supporter	26%	(113)	23%	(97)	13%	(54)	28%	(121)	10% (43)	427
Tea Party: Not Supporter	18%	(274)	22%	(329)	14%	(211)	33%	(502)	13% (204)	1520
Ideo: Liberal (1-3)	23%	(129)	25%	(143)	17%	(96)	26%	(145)	9% (48)	562
Ideo: Moderate (4)	19%	(95)	20%	(103)	11%	(55)	39%	(201)	11% (57)	510
Ideo: Conservative (5-7)	20%	(131)	22%	(145)	14%	(95)	33%	(222)	12% (78)	671
Educ: < College	21%	(297)	21%	(298)	13%	(178)	33%	(461)	13% (182)	1416
Educ: Bachelors degree	18%	(63)	24%	(86)	16%	(56)	31%	(108)	12% (41)	354
Educ: Post-grad	16%	(30)	24%	(44)	18%	(33)	29%	(54)	13% (24)	184
Income: Under 50k	19%	(226)	20%	(230)	13%	(153)	34%	(400)	14% (161)	1171
Income: 50k-100k	22%	(126)	24%	(139)	14%	(83)	30%	(176)	10% (56)	580
Income: 100k+	19%	(38)	28%	(58)	15%	(30)	23%	(47)	15% (30)	202

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Table BRD9_1: *If you used a virtual assistant, how often would you use it to do the following?*
Making calls

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	20%	(390)	22%	(427)	14%	(266)	32%	(623)	13% (247)	1954
Ethnicity: White	19%	(295)	22%	(349)	14%	(218)	33%	(522)	13% (212)	1596
Ethnicity: Hispanic	27%	(65)	26%	(62)	14%	(34)	24%	(57)	10% (24)	241
Ethnicity: Afr. Am.	29%	(63)	23%	(50)	12%	(26)	28%	(61)	7% (16)	216
Ethnicity: Other	23%	(32)	20%	(28)	16%	(22)	28%	(40)	14% (19)	142
Relig: Protestant	19%	(96)	21%	(105)	14%	(71)	33%	(167)	13% (64)	502
Relig: Roman Catholic	21%	(90)	24%	(101)	16%	(68)	27%	(117)	12% (51)	428
Relig: Ath./Agn./None	17%	(92)	21%	(112)	13%	(70)	34%	(179)	14% (76)	530
Relig: Something Else	20%	(54)	21%	(58)	14%	(37)	35%	(97)	11% (30)	277
Relig: Jewish	13%	(9)	26%	(16)	15%	(10)	32%	(20)	14% (9)	63
Relig: Evangelical	23%	(122)	23%	(120)	12%	(63)	31%	(162)	11% (58)	525
Relig: Non-Evang. Catholics	20%	(121)	22%	(137)	15%	(94)	30%	(182)	13% (83)	618
Relig: All Christian	21%	(243)	22%	(257)	14%	(158)	30%	(345)	12% (141)	1143
Relig: All Non-Christian	18%	(146)	21%	(171)	13%	(107)	34%	(275)	13% (107)	806
Community: Urban	22%	(112)	23%	(115)	12%	(60)	33%	(168)	10% (53)	508
Community: Suburban	18%	(168)	23%	(214)	15%	(135)	30%	(279)	14% (133)	929
Community: Rural	21%	(111)	19%	(98)	14%	(70)	34%	(176)	12% (61)	516
Employ: Private Sector	22%	(126)	24%	(135)	14%	(77)	28%	(160)	12% (67)	566
Employ: Government	22%	(24)	28%	(31)	17%	(19)	22%	(25)	11% (12)	111
Employ: Self-Employed	19%	(29)	34%	(51)	14%	(22)	22%	(33)	11% (16)	152
Employ: Homemaker	22%	(45)	26%	(53)	6%	(12)	33%	(69)	14% (29)	209
Employ: Student	34%	(27)	24%	(19)	11%	(9)	24%	(19)	7% (6)	81
Employ: Retired	10%	(48)	16%	(74)	18%	(82)	40%	(189)	16% (74)	467
Employ: Unemployed	24%	(56)	17%	(41)	13%	(30)	34%	(81)	12% (29)	237
Employ: Other	25%	(33)	17%	(23)	11%	(15)	35%	(46)	11% (14)	131
Job Type: White-collar	21%	(137)	24%	(158)	16%	(104)	28%	(185)	12% (79)	663
Job Type: Blue-collar	19%	(165)	21%	(185)	14%	(119)	35%	(298)	11% (96)	864
Job Type: Don't Know	21%	(89)	20%	(84)	10%	(43)	33%	(139)	17% (72)	427
Military HH: Yes	18%	(55)	22%	(68)	15%	(46)	34%	(107)	11% (35)	310
Military HH: No	20%	(335)	22%	(359)	13%	(220)	31%	(516)	13% (212)	1643

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Table BRD9_1: *If you used a virtual assistant, how often would you use it to do the following?*
Making calls

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	20%	(390)	22%	(427)	14%	(266)	32%	(623)	13% (247)	1954
2016 Vote: Democrat Hillary Clinton	19%	(129)	23%	(155)	15%	(101)	32%	(221)	11% (76)	683
2016 Vote: Republican Donald Trump	19%	(133)	22%	(154)	13%	(93)	32%	(220)	13% (93)	693
2016 Vote: Someone else	20%	(30)	22%	(33)	12%	(18)	33%	(49)	13% (19)	151
2012 Vote: Barack Obama	18%	(145)	24%	(192)	13%	(104)	33%	(262)	11% (88)	791
2012 Vote: Mitt Romney	18%	(95)	21%	(113)	15%	(77)	33%	(175)	14% (72)	533
2012 Vote: Other	14%	(11)	17%	(13)	16%	(12)	37%	(28)	16% (12)	77
2012 Vote: Didn't Vote	25%	(140)	20%	(109)	13%	(72)	29%	(158)	13% (74)	553
4-Region: Northeast	19%	(65)	22%	(75)	14%	(46)	30%	(103)	15% (51)	340
4-Region: Midwest	22%	(96)	21%	(88)	13%	(56)	31%	(131)	13% (56)	428
4-Region: South	18%	(134)	23%	(169)	13%	(98)	32%	(236)	13% (92)	728
4-Region: West	21%	(96)	21%	(95)	14%	(66)	33%	(152)	10% (48)	458

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

Table BRD9_2: *If you used a virtual assistant, how often would you use it to do the following?*

Sending texts

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	20%	(389)	21%	(409)	13%	(247)	33%	(643)	14%	(266)	1954
Gender: Male	17%	(151)	22%	(195)	13%	(121)	34%	(307)	14%	(123)	897
Gender: Female	23%	(238)	20%	(214)	12%	(126)	32%	(335)	13%	(142)	1056
Age: 18-29	27%	(86)	20%	(62)	14%	(44)	30%	(95)	9%	(28)	314
Age: 30-44	26%	(131)	25%	(125)	11%	(54)	26%	(131)	12%	(61)	502
Age: 45-54	21%	(74)	21%	(74)	11%	(40)	32%	(114)	15%	(56)	358
Age: 55-64	14%	(55)	20%	(79)	13%	(50)	38%	(149)	14%	(55)	387
Age: 65+	11%	(44)	18%	(69)	15%	(58)	39%	(153)	17%	(67)	393
PID: Dem (no lean)	18%	(127)	23%	(161)	14%	(98)	33%	(228)	11%	(77)	691
PID: Ind (no lean)	19%	(124)	20%	(126)	12%	(75)	35%	(221)	15%	(94)	640
PID: Rep (no lean)	22%	(139)	20%	(122)	12%	(75)	31%	(193)	15%	(95)	623
PID/Gender: Dem Men	16%	(50)	24%	(71)	15%	(45)	35%	(106)	10%	(30)	301
PID/Gender: Dem Women	20%	(77)	23%	(90)	13%	(52)	32%	(123)	12%	(47)	390
PID/Gender: Ind Men	16%	(47)	20%	(60)	12%	(36)	35%	(106)	17%	(52)	301
PID/Gender: Ind Women	23%	(77)	19%	(66)	11%	(39)	34%	(115)	12%	(42)	340
PID/Gender: Rep Men	19%	(55)	21%	(64)	13%	(40)	32%	(95)	14%	(42)	296
PID/Gender: Rep Women	26%	(84)	18%	(59)	11%	(35)	30%	(97)	16%	(53)	327
Tea Party: Supporter	24%	(102)	22%	(93)	11%	(47)	33%	(139)	11%	(45)	427
Tea Party: Not Supporter	19%	(283)	21%	(314)	13%	(199)	33%	(503)	14%	(220)	1520
Ideo: Liberal (1-3)	22%	(123)	23%	(132)	15%	(86)	29%	(165)	10%	(56)	562
Ideo: Moderate (4)	19%	(96)	21%	(108)	11%	(56)	38%	(192)	12%	(60)	510
Ideo: Conservative (5-7)	19%	(126)	21%	(141)	13%	(88)	34%	(231)	13%	(85)	671
Educ: < College	22%	(305)	20%	(277)	11%	(162)	34%	(477)	14%	(195)	1416
Educ: Bachelors degree	15%	(53)	24%	(87)	15%	(54)	32%	(113)	13%	(47)	354
Educ: Post-grad	17%	(31)	25%	(45)	17%	(31)	29%	(53)	13%	(23)	184
Income: Under 50k	20%	(231)	19%	(220)	12%	(137)	35%	(409)	15%	(173)	1171
Income: 50k-100k	21%	(121)	24%	(137)	14%	(79)	31%	(183)	11%	(61)	580
Income: 100k+	18%	(37)	26%	(52)	15%	(31)	25%	(51)	16%	(32)	202

Continued on next page

Table BRD9_2: *If you used a virtual assistant, how often would you use it to do the following?*

Sending texts

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	20%	(389)	21%	(409)	13%	(247)	33%	(643)	14%	(266)	1954
Ethnicity: White	19%	(306)	20%	(325)	13%	(202)	34%	(537)	14%	(225)	1596
Ethnicity: Hispanic	26%	(62)	25%	(59)	9%	(22)	31%	(75)	10%	(24)	241
Ethnicity: Afr. Am.	22%	(48)	27%	(58)	12%	(26)	30%	(65)	9%	(20)	216
Ethnicity: Other	25%	(36)	18%	(26)	13%	(19)	29%	(40)	14%	(20)	142
Relig: Protestant	17%	(87)	21%	(107)	14%	(70)	34%	(171)	14%	(68)	502
Relig: Roman Catholic	23%	(99)	21%	(90)	13%	(57)	30%	(129)	12%	(53)	428
Relig: Ath./Agn./None	18%	(93)	18%	(94)	14%	(73)	35%	(187)	16%	(82)	530
Relig: Something Else	18%	(50)	26%	(71)	9%	(24)	35%	(96)	13%	(36)	277
Relig: Jewish	10%	(7)	30%	(19)	11%	(7)	29%	(19)	19%	(12)	63
Relig: Evangelical	23%	(119)	22%	(115)	12%	(65)	31%	(165)	12%	(61)	525
Relig: Non-Evang. Catholics	21%	(128)	21%	(128)	14%	(85)	31%	(191)	14%	(86)	618
Relig: All Christian	22%	(246)	21%	(243)	13%	(150)	31%	(356)	13%	(148)	1143
Relig: All Non-Christian	18%	(143)	21%	(165)	12%	(97)	35%	(283)	15%	(118)	806
Community: Urban	21%	(105)	23%	(119)	11%	(57)	33%	(170)	11%	(57)	508
Community: Suburban	19%	(176)	21%	(198)	13%	(124)	31%	(291)	15%	(141)	929
Community: Rural	21%	(109)	18%	(91)	13%	(67)	35%	(182)	13%	(68)	516
Employ: Private Sector	21%	(118)	26%	(146)	12%	(66)	30%	(169)	12%	(68)	566
Employ: Government	19%	(21)	29%	(32)	16%	(17)	23%	(26)	13%	(14)	111
Employ: Self-Employed	21%	(31)	24%	(37)	19%	(29)	24%	(36)	12%	(19)	152
Employ: Homemaker	24%	(50)	19%	(40)	13%	(27)	30%	(63)	14%	(29)	209
Employ: Student	30%	(24)	23%	(19)	8%	(6)	31%	(25)	8%	(7)	81
Employ: Retired	13%	(61)	17%	(78)	13%	(60)	41%	(190)	17%	(78)	467
Employ: Unemployed	19%	(45)	18%	(43)	13%	(31)	37%	(88)	13%	(30)	237
Employ: Other	29%	(38)	12%	(15)	8%	(10)	36%	(47)	16%	(21)	131
Job Type: White-collar	18%	(118)	25%	(168)	14%	(90)	31%	(206)	12%	(81)	663
Job Type: Blue-collar	20%	(174)	20%	(171)	13%	(108)	35%	(305)	12%	(106)	864
Job Type: Don't Know	23%	(98)	16%	(70)	11%	(49)	31%	(132)	18%	(78)	427
Military HH: Yes	17%	(51)	19%	(60)	14%	(44)	39%	(120)	11%	(35)	310
Military HH: No	21%	(338)	21%	(349)	12%	(203)	32%	(522)	14%	(231)	1643

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Table BRD9_2: *If you used a virtual assistant, how often would you use it to do the following?*
Sending texts

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	20%	(389)	21%	(409)	13%	(247)	33%	(643)	14%	(266)	1954
2016 Vote: Democrat Hillary Clinton	18%	(120)	22%	(149)	14%	(99)	34%	(231)	12%	(84)	683
2016 Vote: Republican Donald Trump	21%	(145)	20%	(137)	13%	(88)	32%	(224)	14%	(99)	693
2016 Vote: Someone else	16%	(23)	25%	(38)	14%	(21)	33%	(50)	12%	(18)	151
2012 Vote: Barack Obama	19%	(152)	23%	(180)	13%	(101)	33%	(262)	12%	(96)	791
2012 Vote: Mitt Romney	20%	(105)	19%	(102)	13%	(67)	34%	(180)	15%	(78)	533
2012 Vote: Other	9%	(7)	25%	(19)	20%	(16)	30%	(23)	16%	(12)	77
2012 Vote: Didn't Vote	23%	(125)	20%	(108)	11%	(63)	32%	(177)	14%	(80)	553
4-Region: Northeast	17%	(57)	20%	(68)	12%	(41)	35%	(118)	17%	(56)	340
4-Region: Midwest	22%	(95)	20%	(86)	15%	(64)	28%	(122)	14%	(61)	428
4-Region: South	20%	(143)	21%	(155)	12%	(84)	34%	(246)	14%	(101)	728
4-Region: West	21%	(94)	22%	(101)	13%	(58)	34%	(157)	10%	(48)	458

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

Table BRD9_3: *If you used a virtual assistant, how often would you use it to do the following?*
Setting reminders

Demographic	Response										
	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	14%	(281)	26%	(506)	15%	(297)	30%	(594)	14%	(276)	
Gender: Male	11%	(95)	27%	(242)	18%	(158)	30%	(272)	15%	(131)	897
Gender: Female	18%	(186)	25%	(264)	13%	(139)	30%	(322)	14%	(145)	1056
Age: 18-29	16%	(52)	25%	(78)	19%	(60)	28%	(89)	11%	(34)	314
Age: 30-44	19%	(97)	28%	(140)	13%	(65)	27%	(134)	13%	(66)	502
Age: 45-54	15%	(54)	25%	(91)	13%	(45)	31%	(112)	16%	(56)	358
Age: 55-64	9%	(36)	26%	(102)	17%	(65)	34%	(130)	14%	(54)	387
Age: 65+	11%	(42)	24%	(95)	16%	(62)	33%	(128)	17%	(66)	393
PID: Dem (no lean)	14%	(98)	28%	(192)	16%	(109)	30%	(209)	12%	(82)	691
PID: Ind (no lean)	14%	(90)	24%	(156)	15%	(93)	30%	(195)	17%	(106)	640
PID: Rep (no lean)	15%	(93)	25%	(158)	15%	(95)	30%	(190)	14%	(88)	623
PID/Gender: Dem Men	12%	(36)	28%	(84)	19%	(58)	29%	(88)	12%	(35)	301
PID/Gender: Dem Women	16%	(62)	28%	(108)	13%	(51)	31%	(121)	12%	(47)	390
PID/Gender: Ind Men	8%	(25)	24%	(73)	16%	(47)	32%	(96)	20%	(59)	301
PID/Gender: Ind Women	19%	(65)	25%	(83)	13%	(45)	29%	(99)	14%	(47)	340
PID/Gender: Rep Men	11%	(33)	29%	(85)	18%	(52)	30%	(88)	13%	(37)	296
PID/Gender: Rep Women	18%	(60)	22%	(72)	13%	(43)	31%	(102)	16%	(51)	327
Tea Party: Supporter	17%	(73)	28%	(119)	15%	(66)	28%	(121)	11%	(48)	427
Tea Party: Not Supporter	13%	(204)	25%	(385)	15%	(232)	31%	(472)	15%	(227)	1520
Ideo: Liberal (1-3)	18%	(100)	30%	(168)	17%	(95)	23%	(131)	12%	(68)	562
Ideo: Moderate (4)	15%	(75)	25%	(127)	14%	(73)	34%	(172)	12%	(64)	510
Ideo: Conservative (5-7)	13%	(87)	26%	(174)	15%	(101)	34%	(231)	11%	(77)	671
Educ: < College	14%	(204)	24%	(340)	15%	(215)	32%	(446)	15%	(211)	1416
Educ: Bachelors degree	14%	(50)	31%	(109)	15%	(54)	28%	(100)	11%	(41)	354
Educ: Post-grad	14%	(27)	31%	(57)	16%	(29)	26%	(47)	13%	(24)	184
Income: Under 50k	14%	(164)	23%	(275)	15%	(171)	32%	(376)	16%	(185)	1171
Income: 50k-100k	15%	(87)	30%	(174)	15%	(89)	29%	(170)	10%	(61)	580
Income: 100k+	15%	(30)	29%	(58)	18%	(37)	24%	(48)	15%	(30)	202

Continued on next page

Table BRD9_3: *If you used a virtual assistant, how often would you use it to do the following?*
Setting reminders

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	14%	(281)	26%	(506)	15%	(297)	30%	(594)	14%	(276)	1954
Ethnicity: White	14%	(230)	25%	(405)	15%	(235)	31%	(501)	14%	(225)	1596
Ethnicity: Hispanic	20%	(47)	24%	(58)	17%	(40)	28%	(67)	12%	(30)	241
Ethnicity: Afr. Am.	13%	(29)	30%	(65)	17%	(38)	28%	(60)	12%	(25)	216
Ethnicity: Other	16%	(22)	26%	(36)	18%	(25)	23%	(33)	18%	(25)	142
Relig: Protestant	12%	(59)	29%	(146)	14%	(72)	31%	(157)	14%	(68)	502
Relig: Roman Catholic	18%	(76)	25%	(108)	18%	(76)	27%	(114)	13%	(54)	428
Relig: Ath./Agn./None	11%	(60)	24%	(128)	15%	(79)	32%	(171)	17%	(91)	530
Relig: Something Else	16%	(43)	27%	(73)	15%	(42)	30%	(83)	12%	(34)	277
Relig: Jewish	6%	(4)	35%	(22)	12%	(8)	29%	(18)	17%	(11)	63
Relig: Evangelical	15%	(78)	28%	(149)	12%	(65)	32%	(166)	13%	(67)	525
Relig: Non-Evang. Catholics	16%	(99)	25%	(154)	18%	(110)	28%	(171)	14%	(84)	618
Relig: All Christian	16%	(177)	27%	(303)	15%	(175)	29%	(337)	13%	(151)	1143
Relig: All Non-Christian	13%	(104)	25%	(202)	15%	(121)	32%	(255)	15%	(125)	806
Community: Urban	14%	(72)	26%	(135)	15%	(75)	33%	(168)	12%	(59)	508
Community: Suburban	14%	(133)	25%	(235)	17%	(162)	28%	(256)	15%	(143)	929
Community: Rural	15%	(76)	26%	(136)	12%	(61)	33%	(170)	14%	(73)	516
Employ: Private Sector	13%	(75)	30%	(170)	16%	(90)	28%	(156)	13%	(75)	566
Employ: Government	15%	(17)	34%	(37)	16%	(18)	22%	(25)	13%	(14)	111
Employ: Self-Employed	19%	(29)	32%	(48)	14%	(21)	23%	(35)	12%	(18)	152
Employ: Homemaker	16%	(34)	25%	(52)	16%	(33)	28%	(58)	16%	(32)	209
Employ: Student	20%	(16)	28%	(23)	16%	(13)	29%	(23)	7%	(6)	81
Employ: Retired	11%	(50)	23%	(110)	14%	(67)	35%	(163)	17%	(78)	467
Employ: Unemployed	12%	(28)	20%	(47)	17%	(40)	37%	(88)	15%	(35)	237
Employ: Other	25%	(33)	15%	(19)	12%	(16)	35%	(45)	13%	(17)	131
Job Type: White-collar	15%	(103)	31%	(204)	15%	(100)	25%	(168)	13%	(89)	663
Job Type: Blue-collar	14%	(123)	25%	(219)	16%	(135)	33%	(285)	12%	(102)	864
Job Type: Don't Know	13%	(55)	20%	(83)	15%	(63)	33%	(141)	20%	(85)	427
Military HH: Yes	12%	(38)	28%	(87)	16%	(50)	32%	(100)	12%	(36)	310
Military HH: No	15%	(243)	26%	(420)	15%	(247)	30%	(494)	15%	(239)	1643

Continued on next page

Table BRD9_3: *If you used a virtual assistant, how often would you use it to do the following?*
Setting reminders

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	14%	(281)	26%	(506)	15%	(297)	30%	(594)	14%	(276)	1954
2016 Vote: Democrat Hillary Clinton	13%	(90)	29%	(197)	15%	(101)	30%	(204)	13%	(91)	683
2016 Vote: Republican Donald Trump	14%	(100)	25%	(173)	15%	(103)	32%	(224)	13%	(93)	693
2016 Vote: Someone else	14%	(21)	26%	(40)	16%	(24)	31%	(47)	13%	(19)	151
2012 Vote: Barack Obama	15%	(118)	27%	(216)	15%	(119)	31%	(243)	12%	(95)	791
2012 Vote: Mitt Romney	13%	(71)	26%	(141)	13%	(72)	32%	(169)	15%	(80)	533
2012 Vote: Other	10%	(8)	22%	(17)	19%	(14)	34%	(26)	15%	(12)	77
2012 Vote: Didn't Vote	15%	(84)	24%	(132)	17%	(92)	28%	(156)	16%	(89)	553
4-Region: Northeast	13%	(44)	27%	(91)	14%	(47)	30%	(101)	17%	(58)	340
4-Region: Midwest	15%	(62)	25%	(106)	17%	(73)	30%	(128)	14%	(59)	428
4-Region: South	15%	(109)	26%	(188)	13%	(94)	31%	(227)	15%	(110)	728
4-Region: West	15%	(66)	26%	(121)	18%	(84)	30%	(137)	11%	(49)	458

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

Table BRD9_4: *If you used a virtual assistant, how often would you use it to do the following?*

Checking your calendar

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	15%	(283)	26%	(505)	15%	(297)	31%	(609)	13%	(260)	1954
Gender: Male	12%	(110)	26%	(234)	16%	(145)	32%	(290)	13%	(118)	897
Gender: Female	16%	(173)	26%	(271)	14%	(151)	30%	(319)	13%	(142)	1056
Age: 18-29	21%	(66)	25%	(77)	16%	(50)	31%	(96)	8%	(25)	314
Age: 30-44	20%	(100)	26%	(129)	14%	(72)	27%	(135)	13%	(65)	502
Age: 45-54	14%	(50)	26%	(92)	15%	(52)	31%	(112)	14%	(52)	358
Age: 55-64	11%	(41)	28%	(107)	14%	(54)	35%	(135)	13%	(50)	387
Age: 65+	7%	(26)	25%	(100)	17%	(68)	33%	(131)	17%	(68)	393
PID: Dem (no lean)	14%	(94)	30%	(208)	14%	(96)	32%	(220)	11%	(73)	691
PID: Ind (no lean)	15%	(97)	24%	(151)	16%	(100)	31%	(198)	15%	(95)	640
PID: Rep (no lean)	15%	(92)	23%	(146)	16%	(100)	31%	(192)	15%	(93)	623
PID/Gender: Dem Men	14%	(41)	29%	(88)	15%	(46)	33%	(100)	9%	(27)	301
PID/Gender: Dem Women	14%	(54)	31%	(120)	13%	(51)	31%	(120)	12%	(45)	390
PID/Gender: Ind Men	10%	(31)	22%	(65)	16%	(49)	34%	(101)	18%	(54)	301
PID/Gender: Ind Women	19%	(66)	25%	(86)	15%	(51)	28%	(96)	12%	(40)	340
PID/Gender: Rep Men	13%	(38)	27%	(81)	17%	(51)	30%	(89)	12%	(37)	296
PID/Gender: Rep Women	16%	(54)	20%	(65)	15%	(50)	31%	(103)	17%	(56)	327
Tea Party: Supporter	20%	(84)	24%	(103)	14%	(58)	33%	(140)	10%	(42)	427
Tea Party: Not Supporter	13%	(197)	26%	(398)	16%	(238)	31%	(469)	14%	(218)	1520
Ideo: Liberal (1-3)	18%	(99)	30%	(171)	16%	(91)	26%	(148)	9%	(53)	562
Ideo: Moderate (4)	14%	(73)	26%	(135)	12%	(62)	36%	(181)	12%	(59)	510
Ideo: Conservative (5-7)	13%	(90)	24%	(160)	17%	(111)	34%	(231)	12%	(79)	671
Educ: < College	15%	(213)	25%	(349)	15%	(207)	32%	(453)	14%	(195)	1416
Educ: Bachelors degree	13%	(45)	28%	(100)	16%	(58)	31%	(110)	12%	(41)	354
Educ: Post-grad	14%	(26)	30%	(56)	17%	(31)	25%	(46)	13%	(24)	184
Income: Under 50k	15%	(171)	23%	(272)	15%	(180)	32%	(377)	15%	(171)	1171
Income: 50k-100k	14%	(82)	30%	(176)	15%	(85)	31%	(179)	10%	(59)	580
Income: 100k+	15%	(31)	28%	(57)	15%	(31)	27%	(54)	15%	(30)	202

Continued on next page

Table BRD9_4: *If you used a virtual assistant, how often would you use it to do the following?*
Checking your calendar

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	15%	(283)	26%	(505)	15%	(297)	31%	(609)	13%	(260)	1954
Ethnicity: White	14%	(216)	26%	(408)	15%	(241)	32%	(509)	14%	(222)	1596
Ethnicity: Hispanic	23%	(55)	29%	(70)	12%	(28)	27%	(64)	10%	(24)	241
Ethnicity: Afr. Am.	20%	(43)	28%	(60)	16%	(34)	28%	(61)	8%	(18)	216
Ethnicity: Other	18%	(25)	26%	(37)	15%	(22)	28%	(39)	13%	(19)	142
Relig: Protestant	11%	(57)	26%	(129)	16%	(81)	34%	(172)	13%	(64)	502
Relig: Roman Catholic	15%	(64)	32%	(139)	14%	(61)	26%	(111)	13%	(54)	428
Relig: Ath./Agn./None	16%	(83)	21%	(109)	15%	(82)	33%	(176)	15%	(80)	530
Relig: Something Else	16%	(44)	28%	(78)	13%	(36)	32%	(87)	12%	(32)	277
Relig: Jewish	12%	(8)	32%	(20)	13%	(8)	27%	(17)	16%	(10)	63
Relig: Evangelical	15%	(79)	25%	(131)	16%	(82)	32%	(169)	12%	(65)	525
Relig: Non-Evang. Catholics	13%	(78)	30%	(186)	16%	(96)	28%	(175)	13%	(83)	618
Relig: All Christian	14%	(157)	28%	(317)	16%	(177)	30%	(344)	13%	(148)	1143
Relig: All Non-Christian	16%	(126)	23%	(187)	15%	(117)	33%	(263)	14%	(112)	806
Community: Urban	15%	(75)	27%	(135)	14%	(70)	34%	(171)	11%	(57)	508
Community: Suburban	14%	(130)	25%	(233)	17%	(158)	29%	(273)	15%	(135)	929
Community: Rural	15%	(79)	26%	(137)	13%	(69)	32%	(165)	13%	(67)	516
Employ: Private Sector	14%	(77)	30%	(172)	16%	(91)	28%	(158)	12%	(69)	566
Employ: Government	13%	(15)	34%	(37)	17%	(18)	24%	(27)	12%	(13)	111
Employ: Self-Employed	19%	(28)	31%	(47)	18%	(27)	23%	(35)	9%	(14)	152
Employ: Homemaker	13%	(26)	25%	(52)	16%	(34)	31%	(66)	15%	(31)	209
Employ: Student	28%	(23)	20%	(16)	13%	(10)	31%	(25)	7%	(6)	81
Employ: Retired	9%	(44)	24%	(111)	14%	(65)	37%	(173)	16%	(75)	467
Employ: Unemployed	17%	(39)	19%	(44)	15%	(36)	36%	(85)	14%	(33)	237
Employ: Other	24%	(32)	18%	(24)	12%	(16)	31%	(41)	14%	(18)	131
Job Type: White-collar	15%	(102)	29%	(196)	16%	(105)	26%	(175)	13%	(85)	663
Job Type: Blue-collar	14%	(123)	25%	(213)	15%	(133)	35%	(299)	11%	(95)	864
Job Type: Don't Know	14%	(59)	22%	(96)	14%	(58)	32%	(135)	19%	(80)	427
Military HH: Yes	13%	(41)	27%	(83)	15%	(47)	34%	(106)	11%	(33)	310
Military HH: No	15%	(243)	26%	(421)	15%	(249)	31%	(504)	14%	(226)	1643

Continued on next page

Table BRD9_4: *If you used a virtual assistant, how often would you use it to do the following?*
Checking your calendar

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	15%	(283)	26%	(505)	15%	(297)	31%	(609)	13%	(260)	1954
2016 Vote: Democrat Hillary Clinton	13%	(90)	32%	(217)	14%	(93)	30%	(205)	11%	(77)	683
2016 Vote: Republican Donald Trump	15%	(101)	23%	(157)	16%	(112)	33%	(228)	14%	(95)	693
2016 Vote: Someone else	15%	(22)	26%	(39)	11%	(17)	34%	(52)	13%	(20)	151
2012 Vote: Barack Obama	15%	(121)	30%	(235)	11%	(90)	32%	(250)	12%	(95)	791
2012 Vote: Mitt Romney	13%	(71)	23%	(123)	17%	(89)	33%	(178)	14%	(73)	533
2012 Vote: Other	10%	(8)	24%	(19)	19%	(15)	31%	(24)	15%	(12)	77
2012 Vote: Didn't Vote	15%	(84)	23%	(128)	19%	(103)	29%	(158)	15%	(81)	553
4-Region: Northeast	11%	(38)	27%	(92)	14%	(48)	32%	(108)	16%	(54)	340
4-Region: Midwest	16%	(67)	27%	(115)	15%	(66)	29%	(123)	14%	(58)	428
4-Region: South	14%	(101)	24%	(177)	16%	(113)	32%	(233)	14%	(104)	728
4-Region: West	17%	(77)	27%	(121)	15%	(69)	32%	(146)	10%	(44)	458

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

Table BRD9_5: *If you used a virtual assistant, how often would you use it to do the following?*

Launching apps

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	12%	(241)	20%	(398)	16%	(320)	37%	(715)	14%	(279)	1954
Gender: Male	11%	(97)	21%	(187)	17%	(149)	38%	(337)	14%	(128)	897
Gender: Female	14%	(144)	20%	(211)	16%	(171)	36%	(378)	14%	(152)	1056
Age: 18-29	21%	(67)	19%	(59)	16%	(50)	35%	(109)	9%	(29)	314
Age: 30-44	18%	(90)	25%	(126)	15%	(74)	31%	(155)	11%	(57)	502
Age: 45-54	10%	(37)	23%	(81)	13%	(45)	38%	(135)	17%	(60)	358
Age: 55-64	7%	(28)	17%	(65)	20%	(78)	41%	(159)	15%	(57)	387
Age: 65+	5%	(19)	17%	(67)	19%	(73)	40%	(157)	19%	(76)	393
PID: Dem (no lean)	11%	(77)	21%	(145)	18%	(126)	37%	(256)	13%	(86)	691
PID: Ind (no lean)	13%	(81)	20%	(129)	16%	(99)	36%	(233)	15%	(98)	640
PID: Rep (no lean)	13%	(83)	20%	(123)	15%	(95)	36%	(226)	15%	(95)	623
PID/Gender: Dem Men	11%	(32)	21%	(63)	19%	(59)	39%	(117)	10%	(30)	301
PID/Gender: Dem Women	12%	(45)	21%	(82)	17%	(67)	36%	(139)	15%	(57)	390
PID/Gender: Ind Men	9%	(28)	20%	(59)	14%	(41)	38%	(115)	19%	(57)	301
PID/Gender: Ind Women	16%	(53)	21%	(70)	17%	(58)	35%	(118)	12%	(40)	340
PID/Gender: Rep Men	12%	(37)	22%	(64)	17%	(49)	36%	(106)	14%	(40)	296
PID/Gender: Rep Women	14%	(46)	18%	(60)	14%	(46)	37%	(120)	17%	(55)	327
Tea Party: Supporter	19%	(80)	20%	(86)	16%	(70)	33%	(140)	12%	(52)	427
Tea Party: Not Supporter	11%	(160)	20%	(309)	16%	(249)	38%	(575)	15%	(228)	1520
Ideo: Liberal (1-3)	15%	(84)	25%	(143)	19%	(108)	30%	(167)	11%	(61)	562
Ideo: Moderate (4)	12%	(61)	17%	(86)	15%	(76)	43%	(221)	13%	(67)	510
Ideo: Conservative (5-7)	9%	(63)	21%	(139)	17%	(116)	40%	(265)	13%	(88)	671
Educ: < College	13%	(189)	19%	(274)	16%	(224)	37%	(524)	14%	(204)	1416
Educ: Bachelors degree	10%	(35)	24%	(86)	15%	(55)	37%	(132)	13%	(46)	354
Educ: Post-grad	9%	(17)	20%	(37)	23%	(41)	32%	(59)	16%	(29)	184
Income: Under 50k	12%	(142)	20%	(231)	15%	(180)	38%	(442)	15%	(177)	1171
Income: 50k-100k	13%	(78)	21%	(123)	18%	(103)	35%	(206)	12%	(70)	580
Income: 100k+	11%	(22)	22%	(44)	18%	(37)	33%	(68)	16%	(32)	202

Continued on next page

Table BRD9_5: *If you used a virtual assistant, how often would you use it to do the following?*
Launching apps

Demographic	Q 11										
	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	12%	(241)	20%	(398)	16%	(320)	37%	(715)	14%	(279)	
Ethnicity: White	11%	(178)	20%	(321)	17%	(265)	37%	(595)	15%	(237)	1596
Ethnicity: Hispanic	16%	(39)	26%	(62)	17%	(40)	30%	(72)	11%	(27)	241
Ethnicity: Afr. Am.	17%	(36)	24%	(52)	14%	(31)	35%	(75)	10%	(21)	216
Ethnicity: Other	19%	(27)	17%	(24)	17%	(24)	31%	(44)	15%	(22)	142
Relig: Protestant	9%	(46)	21%	(105)	16%	(83)	38%	(193)	15%	(76)	502
Relig: Roman Catholic	12%	(50)	22%	(93)	18%	(79)	34%	(146)	14%	(61)	428
Relig: Ath./Agn./None	13%	(67)	19%	(98)	14%	(74)	39%	(207)	16%	(84)	530
Relig: Something Else	14%	(39)	22%	(61)	17%	(46)	35%	(98)	12%	(33)	277
Relig: Jewish	4%	(3)	29%	(18)	14%	(9)	35%	(22)	18%	(11)	63
Relig: Evangelical	14%	(76)	19%	(102)	17%	(89)	37%	(193)	13%	(66)	525
Relig: Non-Evang. Catholics	10%	(60)	22%	(136)	18%	(111)	35%	(215)	16%	(96)	618
Relig: All Christian	12%	(136)	21%	(238)	17%	(200)	36%	(407)	14%	(162)	1143
Relig: All Non-Christian	13%	(105)	20%	(159)	15%	(120)	38%	(305)	15%	(117)	806
Community: Urban	12%	(59)	23%	(118)	15%	(77)	37%	(190)	13%	(64)	508
Community: Suburban	12%	(112)	20%	(183)	18%	(164)	35%	(323)	16%	(146)	929
Community: Rural	14%	(71)	19%	(96)	15%	(79)	39%	(201)	13%	(69)	516
Employ: Private Sector	13%	(75)	23%	(129)	18%	(100)	33%	(184)	14%	(77)	566
Employ: Government	13%	(15)	33%	(36)	11%	(12)	26%	(29)	17%	(18)	111
Employ: Self-Employed	15%	(23)	27%	(41)	20%	(30)	28%	(43)	10%	(15)	152
Employ: Homemaker	13%	(27)	19%	(41)	15%	(31)	37%	(76)	16%	(34)	209
Employ: Student	30%	(24)	17%	(14)	14%	(11)	32%	(26)	7%	(6)	81
Employ: Retired	5%	(24)	15%	(72)	19%	(89)	43%	(199)	18%	(84)	467
Employ: Unemployed	13%	(30)	18%	(42)	13%	(32)	44%	(105)	12%	(28)	237
Employ: Other	18%	(23)	18%	(23)	11%	(15)	41%	(53)	13%	(17)	131
Job Type: White-collar	10%	(70)	23%	(150)	19%	(124)	34%	(226)	14%	(93)	663
Job Type: Blue-collar	13%	(109)	20%	(173)	16%	(135)	39%	(338)	13%	(109)	864
Job Type: Don't Know	15%	(63)	18%	(75)	14%	(60)	35%	(151)	18%	(77)	427
Military HH: Yes	10%	(30)	21%	(67)	16%	(50)	39%	(122)	13%	(41)	310
Military HH: No	13%	(211)	20%	(331)	16%	(270)	36%	(593)	14%	(238)	1643

Continued on next page

Table BRD9_5: *If you used a virtual assistant, how often would you use it to do the following?*
Launching apps

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	12%	(241)	20%	(398)	16%	(320)	37%	(715)	14%	(279)	1954
2016 Vote: Democrat Hillary Clinton	10%	(66)	20%	(139)	19%	(133)	37%	(253)	14%	(93)	683
2016 Vote: Republican Donald Trump	11%	(79)	20%	(141)	16%	(109)	38%	(261)	15%	(102)	693
2016 Vote: Someone else	13%	(20)	21%	(32)	13%	(20)	39%	(58)	14%	(21)	151
2012 Vote: Barack Obama	12%	(94)	22%	(172)	18%	(144)	35%	(277)	13%	(104)	791
2012 Vote: Mitt Romney	11%	(60)	19%	(102)	16%	(83)	38%	(204)	16%	(83)	533
2012 Vote: Other	7%	(5)	17%	(13)	20%	(16)	41%	(31)	15%	(11)	77
2012 Vote: Didn't Vote	15%	(82)	20%	(110)	14%	(78)	37%	(203)	15%	(81)	553
4-Region: Northeast	10%	(34)	19%	(65)	17%	(57)	37%	(125)	18%	(60)	340
4-Region: Midwest	15%	(65)	20%	(85)	16%	(68)	35%	(151)	14%	(59)	428
4-Region: South	12%	(87)	23%	(171)	15%	(106)	35%	(255)	15%	(109)	728
4-Region: West	12%	(55)	17%	(78)	19%	(89)	40%	(184)	11%	(51)	458

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

Table BRD9_6: *If you used a virtual assistant, how often would you use it to do the following?*
Searching through your files

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	10%	(205)	20%	(393)	19%	(373)	36%	(710)	14%	(273)	1954
Gender: Male	10%	(90)	21%	(187)	18%	(158)	37%	(333)	14%	(129)	897
Gender: Female	11%	(114)	19%	(206)	20%	(215)	36%	(377)	14%	(145)	1056
Age: 18-29	17%	(52)	20%	(62)	20%	(62)	34%	(108)	9%	(30)	314
Age: 30-44	15%	(74)	25%	(125)	15%	(74)	33%	(166)	12%	(63)	502
Age: 45-54	9%	(31)	20%	(72)	20%	(72)	36%	(128)	15%	(55)	358
Age: 55-64	7%	(26)	17%	(64)	22%	(85)	40%	(156)	14%	(56)	387
Age: 65+	6%	(22)	18%	(70)	20%	(80)	39%	(151)	18%	(70)	393
PID: Dem (no lean)	10%	(70)	20%	(140)	20%	(137)	38%	(261)	12%	(83)	691
PID: Ind (no lean)	9%	(60)	20%	(128)	20%	(126)	36%	(228)	15%	(98)	640
PID: Rep (no lean)	12%	(75)	20%	(124)	18%	(109)	36%	(222)	15%	(93)	623
PID/Gender: Dem Men	9%	(27)	20%	(60)	21%	(64)	39%	(118)	11%	(32)	301
PID/Gender: Dem Women	11%	(43)	21%	(81)	19%	(72)	37%	(142)	13%	(51)	390
PID/Gender: Ind Men	8%	(25)	21%	(64)	15%	(44)	37%	(112)	19%	(56)	301
PID/Gender: Ind Women	10%	(35)	19%	(65)	24%	(82)	34%	(116)	12%	(41)	340
PID/Gender: Rep Men	13%	(39)	22%	(64)	17%	(50)	35%	(103)	14%	(41)	296
PID/Gender: Rep Women	11%	(36)	18%	(60)	18%	(60)	36%	(119)	16%	(52)	327
Tea Party: Supporter	14%	(61)	25%	(108)	15%	(64)	34%	(145)	11%	(48)	427
Tea Party: Not Supporter	9%	(139)	19%	(284)	20%	(308)	37%	(564)	15%	(225)	1520
Ideo: Liberal (1-3)	13%	(75)	21%	(116)	22%	(124)	34%	(190)	10%	(56)	562
Ideo: Moderate (4)	8%	(41)	19%	(99)	18%	(92)	42%	(213)	13%	(66)	510
Ideo: Conservative (5-7)	10%	(70)	22%	(145)	18%	(120)	37%	(250)	13%	(86)	671
Educ: < College	11%	(155)	20%	(279)	19%	(267)	36%	(513)	14%	(201)	1416
Educ: Bachelors degree	8%	(29)	22%	(79)	18%	(64)	39%	(137)	13%	(46)	354
Educ: Post-grad	11%	(21)	19%	(35)	22%	(41)	32%	(60)	15%	(27)	184
Income: Under 50k	11%	(132)	19%	(219)	18%	(215)	37%	(431)	15%	(175)	1171
Income: 50k-100k	9%	(55)	22%	(130)	20%	(114)	37%	(216)	11%	(66)	580
Income: 100k+	9%	(18)	22%	(44)	22%	(44)	31%	(63)	16%	(33)	202

Continued on next page

Table BRD9_6: *If you used a virtual assistant, how often would you use it to do the following?*
Searching through your files

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	10%	(205)	20%	(393)	19%	(373)	36%	(710)	14%	(273)	1954
Ethnicity: White	9%	(145)	20%	(316)	20%	(316)	37%	(586)	15%	(232)	1596
Ethnicity: Hispanic	19%	(46)	24%	(58)	18%	(44)	28%	(67)	11%	(26)	241
Ethnicity: Afr. Am.	18%	(39)	22%	(47)	13%	(29)	37%	(79)	10%	(22)	216
Ethnicity: Other	14%	(21)	21%	(29)	20%	(28)	32%	(45)	13%	(19)	142
Relig: Protestant	8%	(40)	21%	(106)	18%	(90)	38%	(192)	15%	(73)	502
Relig: Roman Catholic	12%	(53)	20%	(87)	22%	(95)	32%	(135)	14%	(58)	428
Relig: Ath./Agn./None	10%	(51)	18%	(98)	19%	(100)	37%	(198)	16%	(83)	530
Relig: Something Else	10%	(28)	24%	(66)	16%	(44)	38%	(106)	12%	(32)	277
Relig: Jewish	5%	(3)	29%	(18)	17%	(11)	31%	(20)	19%	(12)	63
Relig: Evangelical	11%	(58)	19%	(99)	19%	(100)	38%	(198)	13%	(70)	525
Relig: Non-Evang. Catholics	11%	(66)	21%	(130)	21%	(128)	33%	(205)	14%	(88)	618
Relig: All Christian	11%	(125)	20%	(229)	20%	(228)	35%	(403)	14%	(158)	1143
Relig: All Non-Christian	10%	(79)	20%	(164)	18%	(144)	38%	(304)	14%	(115)	806
Community: Urban	12%	(60)	22%	(112)	17%	(89)	37%	(186)	12%	(61)	508
Community: Suburban	10%	(92)	19%	(175)	21%	(192)	35%	(326)	15%	(144)	929
Community: Rural	10%	(52)	20%	(105)	18%	(92)	38%	(198)	13%	(69)	516
Employ: Private Sector	10%	(58)	22%	(127)	21%	(117)	33%	(188)	13%	(76)	566
Employ: Government	16%	(17)	27%	(30)	17%	(19)	27%	(30)	14%	(15)	111
Employ: Self-Employed	13%	(20)	24%	(36)	25%	(38)	28%	(42)	10%	(15)	152
Employ: Homemaker	7%	(15)	21%	(43)	21%	(44)	37%	(77)	14%	(30)	209
Employ: Student	18%	(14)	25%	(21)	14%	(12)	34%	(28)	8%	(7)	81
Employ: Retired	5%	(24)	16%	(76)	19%	(90)	42%	(197)	17%	(81)	467
Employ: Unemployed	12%	(29)	18%	(42)	15%	(35)	42%	(100)	14%	(32)	237
Employ: Other	21%	(28)	14%	(18)	13%	(18)	37%	(49)	14%	(19)	131
Job Type: White-collar	9%	(61)	23%	(150)	21%	(143)	33%	(221)	13%	(89)	663
Job Type: Blue-collar	12%	(100)	20%	(170)	19%	(163)	38%	(330)	12%	(101)	864
Job Type: Don't Know	10%	(44)	17%	(73)	16%	(67)	37%	(159)	20%	(84)	427
Military HH: Yes	7%	(21)	20%	(62)	21%	(64)	41%	(127)	12%	(36)	310
Military HH: No	11%	(183)	20%	(331)	19%	(309)	36%	(584)	14%	(237)	1643

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Table BRD9_6: *If you used a virtual assistant, how often would you use it to do the following?*
Searching through your files

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	10%	(205)	20%	(393)	19%	(373)	36%	(710)	14%	(273)	1954
2016 Vote: Democrat Hillary Clinton	10%	(66)	20%	(139)	20%	(137)	37%	(251)	13%	(90)	683
2016 Vote: Republican Donald Trump	10%	(71)	20%	(142)	19%	(128)	37%	(255)	14%	(98)	693
2016 Vote: Someone else	8%	(13)	18%	(27)	21%	(31)	40%	(61)	12%	(18)	151
2012 Vote: Barack Obama	11%	(85)	22%	(170)	19%	(154)	36%	(286)	12%	(97)	791
2012 Vote: Mitt Romney	10%	(51)	19%	(100)	18%	(95)	38%	(205)	15%	(82)	533
2012 Vote: Other	3%	(3)	23%	(17)	25%	(19)	35%	(27)	14%	(11)	77
2012 Vote: Didn't Vote	12%	(66)	19%	(106)	19%	(105)	35%	(192)	15%	(84)	553
4-Region: Northeast	9%	(30)	18%	(62)	19%	(65)	36%	(124)	17%	(59)	340
4-Region: Midwest	12%	(50)	21%	(89)	18%	(79)	36%	(152)	14%	(58)	428
4-Region: South	11%	(78)	21%	(153)	17%	(126)	36%	(264)	15%	(107)	728
4-Region: West	10%	(47)	19%	(88)	23%	(103)	37%	(170)	11%	(50)	458

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

Table BRD9_7: If you used a virtual assistant, how often would you use it to do the following?
Browsing the internet

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(463)	23%	(445)	12%	(239)	28%	(549)	13% (258)	1954
Gender: Male	22%	(199)	23%	(209)	12%	(110)	29%	(263)	13% (117)	897
Gender: Female	25%	(265)	22%	(237)	12%	(129)	27%	(286)	13% (141)	1056
Age: 18-29	33%	(103)	19%	(60)	14%	(43)	26%	(82)	8% (26)	314
Age: 30-44	30%	(150)	25%	(126)	10%	(48)	23%	(118)	12% (61)	502
Age: 45-54	22%	(79)	25%	(88)	12%	(43)	27%	(97)	14% (50)	358
Age: 55-64	20%	(76)	23%	(89)	12%	(46)	32%	(122)	14% (54)	387
Age: 65+	14%	(56)	21%	(82)	15%	(58)	33%	(130)	17% (67)	393
PID: Dem (no lean)	24%	(169)	23%	(162)	12%	(86)	28%	(195)	11% (79)	691
PID: Ind (no lean)	23%	(150)	21%	(136)	12%	(77)	28%	(182)	15% (96)	640
PID: Rep (no lean)	23%	(144)	24%	(148)	12%	(76)	28%	(172)	13% (83)	623
PID/Gender: Dem Men	25%	(75)	23%	(69)	13%	(39)	30%	(89)	10% (29)	301
PID/Gender: Dem Women	24%	(94)	24%	(93)	12%	(47)	27%	(106)	13% (49)	390
PID/Gender: Ind Men	20%	(59)	19%	(58)	14%	(43)	30%	(89)	17% (52)	301
PID/Gender: Ind Women	27%	(92)	23%	(77)	10%	(34)	27%	(93)	13% (44)	340
PID/Gender: Rep Men	22%	(66)	27%	(81)	10%	(29)	29%	(84)	12% (36)	296
PID/Gender: Rep Women	24%	(79)	20%	(67)	14%	(47)	27%	(87)	14% (47)	327
Tea Party: Supporter	29%	(126)	21%	(92)	13%	(55)	26%	(113)	10% (43)	427
Tea Party: Not Supporter	22%	(333)	23%	(353)	12%	(183)	29%	(436)	14% (215)	1520
Ideo: Liberal (1-3)	25%	(143)	27%	(154)	14%	(78)	24%	(135)	9% (52)	562
Ideo: Moderate (4)	23%	(118)	20%	(104)	11%	(57)	33%	(170)	12% (62)	510
Ideo: Conservative (5-7)	22%	(144)	24%	(160)	13%	(85)	30%	(203)	12% (77)	671
Educ: < College	26%	(363)	21%	(298)	11%	(162)	28%	(399)	14% (194)	1416
Educ: Bachelors degree	18%	(65)	27%	(96)	14%	(48)	30%	(105)	11% (40)	354
Educ: Post-grad	19%	(35)	28%	(51)	15%	(28)	24%	(45)	13% (24)	184
Income: Under 50k	25%	(293)	20%	(239)	12%	(139)	28%	(333)	14% (168)	1171
Income: 50k-100k	23%	(132)	26%	(152)	12%	(72)	28%	(163)	11% (62)	580
Income: 100k+	19%	(39)	27%	(54)	14%	(28)	26%	(53)	14% (28)	202

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Table BRD9_7: *If you used a virtual assistant, how often would you use it to do the following?*
Browsing the internet

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	24%	(463)	23%	(445)	12%	(239)	28%	(549)	13% (258)	1954
Ethnicity: White	22%	(347)	23%	(373)	12%	(197)	29%	(463)	14% (216)	1596
Ethnicity: Hispanic	26%	(64)	28%	(66)	15%	(37)	21%	(50)	10% (24)	241
Ethnicity: Afr. Am.	36%	(77)	23%	(50)	9%	(20)	23%	(51)	9% (19)	216
Ethnicity: Other	28%	(39)	16%	(23)	16%	(22)	25%	(36)	16% (22)	142
Relig: Protestant	21%	(106)	23%	(115)	14%	(69)	29%	(147)	13% (65)	502
Relig: Roman Catholic	24%	(104)	25%	(108)	13%	(58)	25%	(106)	12% (53)	428
Relig: Ath./Agn./None	21%	(113)	23%	(122)	11%	(58)	30%	(160)	15% (77)	530
Relig: Something Else	24%	(65)	21%	(59)	13%	(35)	30%	(82)	13% (35)	277
Relig: Jewish	18%	(11)	31%	(20)	9%	(6)	25%	(16)	17% (11)	63
Relig: Evangelical	30%	(157)	20%	(105)	12%	(62)	26%	(138)	12% (63)	525
Relig: Non-Evang. Catholics	21%	(128)	26%	(158)	14%	(84)	27%	(166)	13% (82)	618
Relig: All Christian	25%	(285)	23%	(263)	13%	(145)	27%	(304)	13% (145)	1143
Relig: All Non-Christian	22%	(178)	22%	(181)	12%	(93)	30%	(242)	14% (112)	806
Community: Urban	27%	(136)	23%	(119)	9%	(47)	29%	(146)	12% (60)	508
Community: Suburban	21%	(194)	24%	(221)	14%	(132)	27%	(250)	14% (132)	929
Community: Rural	26%	(134)	20%	(105)	12%	(60)	30%	(153)	13% (65)	516
Employ: Private Sector	24%	(137)	25%	(141)	14%	(77)	25%	(143)	12% (69)	566
Employ: Government	25%	(27)	29%	(32)	15%	(16)	20%	(22)	12% (13)	111
Employ: Self-Employed	27%	(42)	27%	(42)	13%	(20)	21%	(31)	11% (17)	152
Employ: Homemaker	26%	(54)	26%	(53)	10%	(22)	24%	(50)	14% (29)	209
Employ: Student	40%	(32)	11%	(9)	11%	(9)	30%	(24)	8% (7)	81
Employ: Retired	15%	(68)	20%	(92)	14%	(66)	36%	(167)	16% (74)	467
Employ: Unemployed	25%	(60)	21%	(51)	10%	(25)	31%	(74)	12% (29)	237
Employ: Other	34%	(44)	20%	(26)	3%	(4)	28%	(37)	15% (20)	131
Job Type: White-collar	21%	(138)	26%	(174)	16%	(104)	26%	(169)	12% (78)	663
Job Type: Blue-collar	25%	(214)	21%	(177)	12%	(107)	30%	(262)	12% (103)	864
Job Type: Don't Know	26%	(111)	22%	(94)	7%	(28)	28%	(118)	18% (76)	427
Military HH: Yes	20%	(62)	19%	(58)	17%	(52)	34%	(106)	10% (32)	310
Military HH: No	24%	(402)	24%	(387)	11%	(187)	27%	(442)	14% (225)	1643

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Table BRD9_7: *If you used a virtual assistant, how often would you use it to do the following?*
Browsing the internet

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	24%	(463)	23%	(445)	12%	(239)	28%	(549)	13%	(258)	1954
2016 Vote: Democrat Hillary Clinton	22%	(154)	25%	(170)	13%	(87)	28%	(192)	12%	(80)	683
2016 Vote: Republican Donald Trump	24%	(163)	22%	(155)	11%	(79)	30%	(205)	13%	(91)	693
2016 Vote: Someone else	17%	(25)	22%	(34)	15%	(23)	33%	(50)	13%	(20)	151
2012 Vote: Barack Obama	24%	(189)	24%	(191)	12%	(95)	29%	(226)	11%	(90)	791
2012 Vote: Mitt Romney	20%	(104)	24%	(125)	13%	(71)	30%	(158)	14%	(75)	533
2012 Vote: Other	15%	(12)	18%	(14)	20%	(16)	32%	(25)	15%	(12)	77
2012 Vote: Didn't Vote	29%	(158)	21%	(116)	10%	(57)	25%	(141)	15%	(81)	553
4-Region: Northeast	21%	(72)	26%	(87)	10%	(34)	27%	(93)	16%	(54)	340
4-Region: Midwest	26%	(110)	21%	(90)	13%	(55)	27%	(115)	13%	(58)	428
4-Region: South	25%	(181)	22%	(162)	12%	(89)	27%	(198)	14%	(99)	728
4-Region: West	22%	(101)	23%	(106)	13%	(61)	31%	(142)	10%	(47)	458

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

Table BRD9_8: *If you used a virtual assistant, how often would you use it to do the following?*
Setting alarms

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	19%	(362)	22%	(435)	15%	(287)	31%	(612)	13%	(258)	1954
Gender: Male	16%	(146)	22%	(201)	16%	(144)	31%	(282)	14%	(125)	897
Gender: Female	20%	(217)	22%	(234)	13%	(143)	31%	(330)	13%	(133)	1056
Age: 18-29	28%	(87)	22%	(70)	15%	(46)	26%	(83)	9%	(28)	314
Age: 30-44	26%	(132)	25%	(127)	10%	(51)	27%	(134)	11%	(57)	502
Age: 45-54	18%	(65)	23%	(83)	12%	(45)	32%	(113)	15%	(52)	358
Age: 55-64	13%	(49)	19%	(74)	18%	(70)	35%	(135)	15%	(59)	387
Age: 65+	7%	(29)	20%	(80)	19%	(75)	37%	(146)	16%	(62)	393
PID: Dem (no lean)	18%	(123)	26%	(177)	15%	(101)	31%	(212)	11%	(77)	691
PID: Ind (no lean)	19%	(124)	21%	(133)	14%	(87)	32%	(202)	15%	(94)	640
PID: Rep (no lean)	18%	(115)	20%	(125)	16%	(98)	32%	(197)	14%	(88)	623
PID/Gender: Dem Men	15%	(46)	26%	(78)	19%	(58)	29%	(89)	10%	(31)	301
PID/Gender: Dem Women	20%	(77)	26%	(99)	11%	(44)	32%	(123)	12%	(46)	390
PID/Gender: Ind Men	16%	(49)	19%	(58)	12%	(36)	34%	(103)	18%	(55)	301
PID/Gender: Ind Women	22%	(75)	22%	(74)	15%	(52)	29%	(100)	12%	(39)	340
PID/Gender: Rep Men	17%	(50)	22%	(65)	17%	(51)	31%	(90)	13%	(40)	296
PID/Gender: Rep Women	20%	(65)	18%	(60)	14%	(47)	33%	(107)	15%	(48)	327
Tea Party: Supporter	24%	(104)	22%	(95)	14%	(60)	29%	(125)	10%	(43)	427
Tea Party: Not Supporter	17%	(253)	22%	(338)	15%	(227)	32%	(486)	14%	(215)	1520
Ideo: Liberal (1-3)	23%	(128)	26%	(144)	15%	(86)	27%	(150)	10%	(54)	562
Ideo: Moderate (4)	17%	(85)	23%	(116)	12%	(62)	37%	(187)	12%	(60)	510
Ideo: Conservative (5-7)	17%	(117)	21%	(143)	16%	(110)	33%	(221)	12%	(81)	671
Educ: < College	19%	(272)	21%	(300)	14%	(201)	32%	(453)	13%	(190)	1416
Educ: Bachelors degree	17%	(60)	25%	(88)	16%	(57)	30%	(105)	12%	(43)	354
Educ: Post-grad	16%	(30)	26%	(47)	15%	(28)	29%	(53)	14%	(25)	184
Income: Under 50k	18%	(214)	20%	(233)	14%	(167)	34%	(393)	14%	(164)	1171
Income: 50k-100k	18%	(107)	26%	(154)	15%	(86)	29%	(170)	11%	(63)	580
Income: 100k+	20%	(41)	24%	(49)	16%	(33)	24%	(48)	16%	(32)	202

Continued on next page

Table BRD9_8: *If you used a virtual assistant, how often would you use it to do the following?*
Setting alarms

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	19%	(362)	22%	(435)	15%	(287)	31%	(612)	13% (258)	1954
Ethnicity: White	18%	(286)	22%	(349)	15%	(232)	32%	(513)	13% (215)	1596
Ethnicity: Hispanic	27%	(65)	27%	(65)	14%	(35)	21%	(52)	10% (25)	241
Ethnicity: Afr. Am.	20%	(44)	27%	(59)	13%	(28)	30%	(65)	10% (21)	216
Ethnicity: Other	23%	(32)	19%	(27)	19%	(27)	24%	(34)	16% (22)	142
Relig: Protestant	15%	(74)	22%	(109)	17%	(83)	33%	(168)	14% (68)	502
Relig: Roman Catholic	21%	(90)	24%	(104)	16%	(67)	27%	(114)	13% (54)	428
Relig: Ath./Agn./None	18%	(96)	21%	(114)	14%	(73)	32%	(168)	15% (78)	530
Relig: Something Else	18%	(49)	21%	(58)	17%	(46)	32%	(90)	12% (34)	277
Relig: Jewish	11%	(7)	24%	(15)	18%	(12)	29%	(18)	17% (11)	63
Relig: Evangelical	21%	(108)	23%	(123)	13%	(68)	32%	(167)	11% (59)	525
Relig: Non-Evang. Catholics	17%	(108)	23%	(139)	16%	(99)	30%	(184)	14% (87)	618
Relig: All Christian	19%	(216)	23%	(262)	15%	(168)	31%	(351)	13% (146)	1143
Relig: All Non-Christian	18%	(145)	21%	(172)	15%	(119)	32%	(258)	14% (112)	806
Community: Urban	18%	(89)	27%	(136)	13%	(67)	32%	(161)	11% (56)	508
Community: Suburban	19%	(175)	20%	(189)	16%	(147)	30%	(280)	15% (137)	929
Community: Rural	19%	(97)	21%	(110)	14%	(73)	33%	(171)	13% (65)	516
Employ: Private Sector	19%	(108)	25%	(143)	16%	(89)	27%	(150)	13% (76)	566
Employ: Government	22%	(24)	29%	(32)	14%	(16)	22%	(25)	13% (14)	111
Employ: Self-Employed	28%	(42)	24%	(37)	15%	(23)	21%	(32)	12% (18)	152
Employ: Homemaker	20%	(42)	24%	(51)	11%	(23)	31%	(65)	14% (29)	209
Employ: Student	27%	(22)	26%	(21)	13%	(11)	25%	(21)	8% (7)	81
Employ: Retired	8%	(40)	19%	(89)	17%	(78)	40%	(188)	16% (73)	467
Employ: Unemployed	22%	(52)	15%	(35)	16%	(37)	36%	(85)	12% (27)	237
Employ: Other	25%	(33)	20%	(27)	8%	(11)	35%	(46)	11% (15)	131
Job Type: White-collar	18%	(119)	28%	(186)	15%	(97)	26%	(176)	13% (86)	663
Job Type: Blue-collar	18%	(159)	21%	(182)	15%	(131)	34%	(293)	11% (98)	864
Job Type: Don't Know	20%	(84)	16%	(67)	14%	(59)	34%	(143)	17% (74)	427
Military HH: Yes	14%	(45)	22%	(68)	19%	(59)	34%	(105)	11% (35)	310
Military HH: No	19%	(317)	22%	(367)	14%	(228)	31%	(507)	14% (223)	1643

Continued on next page

Table BRD9_8: *If you used a virtual assistant, how often would you use it to do the following?*
Setting alarms

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	19%	(362)	22%	(435)	15%	(287)	31%	(612)	13%	(258)	1954
2016 Vote: Democrat Hillary Clinton	18%	(126)	25%	(168)	14%	(98)	31%	(210)	12%	(81)	683
2016 Vote: Republican Donald Trump	17%	(119)	20%	(136)	15%	(107)	34%	(237)	14%	(95)	693
2016 Vote: Someone else	18%	(27)	25%	(37)	12%	(19)	32%	(48)	13%	(20)	151
2012 Vote: Barack Obama	18%	(145)	26%	(207)	13%	(101)	31%	(245)	12%	(93)	791
2012 Vote: Mitt Romney	17%	(91)	20%	(108)	15%	(80)	33%	(176)	15%	(78)	533
2012 Vote: Other	8%	(6)	20%	(15)	23%	(18)	34%	(26)	15%	(12)	77
2012 Vote: Didn't Vote	22%	(120)	19%	(105)	16%	(88)	30%	(164)	14%	(76)	553
4-Region: Northeast	16%	(54)	24%	(80)	12%	(40)	32%	(110)	17%	(57)	340
4-Region: Midwest	19%	(79)	22%	(93)	16%	(70)	30%	(129)	13%	(56)	428
4-Region: South	18%	(134)	21%	(152)	15%	(110)	32%	(234)	13%	(98)	728
4-Region: West	21%	(95)	24%	(109)	15%	(67)	30%	(139)	10%	(48)	458

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

Table BRD9_9: *If you used a virtual assistant, how often would you use it to do the following?*

Recognizing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	14%	(270)	23%	(440)	16%	(322)	33%	(636)	15% (286)	1954
Gender: Male	12%	(106)	23%	(206)	17%	(151)	34%	(301)	15% (134)	897
Gender: Female	16%	(164)	22%	(234)	16%	(172)	32%	(335)	14% (152)	1056
Age: 18-29	24%	(75)	26%	(81)	14%	(45)	26%	(81)	10% (31)	314
Age: 30-44	17%	(86)	26%	(132)	16%	(81)	28%	(140)	13% (63)	502
Age: 45-54	13%	(48)	23%	(81)	15%	(55)	33%	(117)	16% (57)	358
Age: 55-64	9%	(33)	20%	(78)	18%	(69)	38%	(145)	16% (63)	387
Age: 65+	7%	(28)	18%	(69)	18%	(72)	39%	(153)	18% (71)	393
PID: Dem (no lean)	12%	(82)	26%	(182)	18%	(122)	31%	(216)	13% (89)	691
PID: Ind (no lean)	15%	(94)	20%	(127)	17%	(106)	33%	(210)	16% (102)	640
PID: Rep (no lean)	15%	(93)	21%	(132)	15%	(94)	34%	(211)	15% (94)	623
PID/Gender: Dem Men	12%	(35)	26%	(78)	18%	(54)	33%	(99)	12% (36)	301
PID/Gender: Dem Women	12%	(48)	27%	(104)	17%	(68)	30%	(116)	14% (53)	390
PID/Gender: Ind Men	10%	(31)	23%	(68)	15%	(45)	33%	(100)	19% (57)	301
PID/Gender: Ind Women	19%	(64)	17%	(59)	18%	(62)	32%	(110)	13% (45)	340
PID/Gender: Rep Men	14%	(40)	20%	(60)	18%	(52)	34%	(102)	14% (41)	296
PID/Gender: Rep Women	16%	(52)	22%	(71)	13%	(42)	33%	(109)	16% (53)	327
Tea Party: Supporter	17%	(73)	23%	(99)	16%	(68)	32%	(137)	12% (50)	427
Tea Party: Not Supporter	13%	(193)	22%	(340)	17%	(253)	33%	(499)	15% (235)	1520
Ideo: Liberal (1-3)	17%	(98)	26%	(144)	19%	(105)	26%	(148)	12% (67)	562
Ideo: Moderate (4)	14%	(69)	21%	(107)	15%	(79)	37%	(190)	13% (65)	510
Ideo: Conservative (5-7)	11%	(71)	23%	(153)	17%	(114)	36%	(243)	13% (88)	671
Educ: < College	15%	(206)	22%	(314)	16%	(221)	33%	(461)	15% (213)	1416
Educ: Bachelors degree	12%	(41)	24%	(85)	18%	(64)	33%	(117)	13% (47)	354
Educ: Post-grad	12%	(23)	22%	(41)	20%	(37)	32%	(58)	14% (25)	184
Income: Under 50k	14%	(161)	22%	(258)	15%	(174)	34%	(394)	16% (183)	1171
Income: 50k-100k	14%	(79)	25%	(145)	17%	(100)	32%	(186)	12% (70)	580
Income: 100k+	14%	(29)	18%	(37)	24%	(48)	28%	(56)	16% (32)	202

Continued on next page

Table BRD9_9: *If you used a virtual assistant, how often would you use it to do the following?*
Recognizing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	14%	(270)	23%	(440)	16%	(322)	33%	(636)	15% (286)	1954
Ethnicity: White	13%	(207)	21%	(340)	18%	(281)	33%	(530)	15% (237)	1596
Ethnicity: Hispanic	21%	(51)	24%	(57)	18%	(43)	26%	(63)	11% (27)	241
Ethnicity: Afr. Am.	17%	(37)	31%	(68)	13%	(27)	28%	(60)	11% (24)	216
Ethnicity: Other	19%	(26)	23%	(32)	9%	(13)	32%	(45)	17% (24)	142
Relig: Protestant	11%	(56)	20%	(99)	21%	(104)	34%	(168)	15% (76)	502
Relig: Roman Catholic	15%	(66)	24%	(104)	19%	(83)	29%	(124)	12% (52)	428
Relig: Ath./Agn./None	14%	(75)	21%	(112)	13%	(71)	33%	(177)	18% (93)	530
Relig: Something Else	13%	(36)	25%	(69)	14%	(40)	35%	(98)	12% (34)	277
Relig: Jewish	6%	(4)	29%	(18)	12%	(8)	35%	(22)	18% (11)	63
Relig: Evangelical	15%	(78)	22%	(115)	17%	(87)	34%	(177)	13% (69)	525
Relig: Non-Evang. Catholics	13%	(81)	23%	(144)	20%	(123)	29%	(181)	14% (89)	618
Relig: All Christian	14%	(159)	23%	(258)	18%	(210)	31%	(358)	14% (158)	1143
Relig: All Non-Christian	14%	(111)	22%	(181)	14%	(112)	34%	(275)	16% (128)	806
Community: Urban	13%	(64)	25%	(126)	17%	(89)	33%	(170)	12% (59)	508
Community: Suburban	13%	(122)	23%	(216)	17%	(157)	30%	(281)	16% (152)	929
Community: Rural	16%	(84)	19%	(98)	15%	(76)	36%	(185)	14% (74)	516
Employ: Private Sector	15%	(86)	26%	(149)	17%	(94)	29%	(162)	13% (76)	566
Employ: Government	14%	(15)	26%	(29)	18%	(20)	27%	(30)	15% (16)	111
Employ: Self-Employed	19%	(29)	28%	(43)	16%	(24)	25%	(39)	12% (18)	152
Employ: Homemaker	12%	(26)	22%	(47)	17%	(35)	33%	(70)	15% (32)	209
Employ: Student	24%	(19)	25%	(20)	16%	(13)	27%	(22)	9% (7)	81
Employ: Retired	7%	(31)	16%	(74)	17%	(82)	41%	(193)	19% (87)	467
Employ: Unemployed	16%	(39)	24%	(57)	13%	(30)	33%	(79)	13% (31)	237
Employ: Other	19%	(25)	17%	(22)	19%	(24)	32%	(41)	14% (18)	131
Job Type: White-collar	13%	(84)	22%	(146)	21%	(141)	30%	(201)	14% (91)	663
Job Type: Blue-collar	15%	(131)	22%	(187)	15%	(126)	35%	(305)	13% (115)	864
Job Type: Don't Know	13%	(54)	25%	(107)	13%	(55)	30%	(130)	19% (80)	427
Military HH: Yes	9%	(29)	24%	(74)	18%	(57)	36%	(113)	12% (38)	310
Military HH: No	15%	(241)	22%	(366)	16%	(265)	32%	(523)	15% (248)	1643

Continued on next page

Table BRD9_9: *If you used a virtual assistant, how often would you use it to do the following?*
Recognizing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	14%	(270)	23%	(440)	16%	(322)	33%	(636)	15%	(286)	1954
2016 Vote: Democrat Hillary Clinton	12%	(82)	24%	(166)	19%	(131)	31%	(213)	13%	(92)	683
2016 Vote: Republican Donald Trump	14%	(95)	20%	(138)	17%	(120)	34%	(238)	15%	(102)	693
2016 Vote: Someone else	16%	(24)	22%	(32)	16%	(24)	32%	(49)	14%	(22)	151
2012 Vote: Barack Obama	13%	(104)	25%	(199)	16%	(130)	33%	(258)	13%	(100)	791
2012 Vote: Mitt Romney	12%	(62)	19%	(101)	18%	(95)	36%	(190)	16%	(85)	533
2012 Vote: Other	11%	(8)	15%	(12)	23%	(18)	36%	(28)	15%	(12)	77
2012 Vote: Didn't Vote	17%	(96)	23%	(129)	14%	(79)	29%	(161)	16%	(89)	553
4-Region: Northeast	13%	(44)	20%	(70)	19%	(63)	31%	(104)	17%	(59)	340
4-Region: Midwest	14%	(61)	25%	(107)	14%	(59)	32%	(139)	14%	(62)	428
4-Region: South	14%	(102)	22%	(158)	17%	(126)	32%	(231)	15%	(111)	728
4-Region: West	14%	(62)	23%	(106)	16%	(74)	35%	(162)	12%	(53)	458

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

Table BRD9_10: *If you used a virtual assistant, how often would you use it to do the following?*

Playing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	20%	(397)	24%	(470)	13%	(247)	30%	(581)	13% (258)	1954
Gender: Male	19%	(172)	26%	(230)	12%	(108)	29%	(265)	14% (122)	897
Gender: Female	21%	(226)	23%	(240)	13%	(139)	30%	(316)	13% (136)	1056
Age: 18-29	32%	(101)	23%	(71)	14%	(44)	23%	(71)	9% (27)	314
Age: 30-44	27%	(135)	25%	(127)	12%	(61)	23%	(116)	12% (61)	502
Age: 45-54	19%	(67)	28%	(99)	10%	(36)	29%	(103)	15% (53)	358
Age: 55-64	15%	(59)	23%	(88)	15%	(57)	35%	(135)	12% (48)	387
Age: 65+	9%	(35)	22%	(85)	12%	(48)	40%	(155)	18% (69)	393
PID: Dem (no lean)	19%	(132)	27%	(187)	14%	(99)	28%	(194)	11% (78)	691
PID: Ind (no lean)	21%	(137)	23%	(148)	11%	(71)	30%	(193)	14% (91)	640
PID: Rep (no lean)	21%	(129)	22%	(135)	12%	(77)	31%	(194)	14% (88)	623
PID/Gender: Dem Men	18%	(55)	28%	(85)	15%	(44)	28%	(84)	11% (33)	301
PID/Gender: Dem Women	20%	(77)	26%	(102)	14%	(55)	28%	(110)	12% (46)	390
PID/Gender: Ind Men	19%	(57)	23%	(69)	11%	(33)	30%	(90)	17% (51)	301
PID/Gender: Ind Women	23%	(80)	23%	(79)	11%	(38)	30%	(103)	12% (40)	340
PID/Gender: Rep Men	20%	(59)	26%	(75)	11%	(31)	31%	(91)	13% (39)	296
PID/Gender: Rep Women	21%	(69)	18%	(59)	14%	(46)	32%	(103)	15% (50)	327
Tea Party: Supporter	25%	(108)	21%	(91)	13%	(57)	30%	(127)	10% (43)	427
Tea Party: Not Supporter	19%	(285)	25%	(378)	12%	(190)	30%	(454)	14% (215)	1520
Ideo: Liberal (1-3)	23%	(130)	29%	(164)	15%	(82)	24%	(133)	9% (53)	562
Ideo: Moderate (4)	20%	(104)	22%	(114)	11%	(57)	34%	(176)	12% (59)	510
Ideo: Conservative (5-7)	17%	(117)	24%	(161)	13%	(88)	33%	(222)	12% (82)	671
Educ: < College	21%	(299)	23%	(332)	12%	(171)	29%	(418)	14% (196)	1416
Educ: Bachelors degree	17%	(61)	27%	(95)	14%	(50)	30%	(107)	11% (41)	354
Educ: Post-grad	20%	(37)	23%	(43)	14%	(26)	31%	(56)	12% (22)	184
Income: Under 50k	21%	(246)	22%	(256)	12%	(146)	30%	(354)	14% (169)	1171
Income: 50k-100k	19%	(109)	28%	(160)	12%	(72)	31%	(177)	11% (62)	580
Income: 100k+	21%	(42)	27%	(54)	14%	(29)	25%	(50)	14% (28)	202

Continued on next page

Table BRD9_10: *If you used a virtual assistant, how often would you use it to do the following?*
Playing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	20%	(397)	24%	(470)	13%	(247)	30%	(581)	13%	(258)	1954
Ethnicity: White	19%	(301)	23%	(375)	13%	(213)	31%	(489)	14%	(218)	1596
Ethnicity: Hispanic	26%	(62)	28%	(67)	13%	(31)	23%	(55)	11%	(26)	241
Ethnicity: Afr. Am.	30%	(64)	28%	(60)	9%	(19)	25%	(54)	9%	(19)	216
Ethnicity: Other	23%	(32)	25%	(35)	11%	(16)	26%	(37)	15%	(21)	142
Relig: Protestant	16%	(81)	22%	(113)	15%	(76)	33%	(166)	13%	(66)	502
Relig: Roman Catholic	23%	(97)	25%	(109)	14%	(58)	27%	(116)	11%	(49)	428
Relig: Ath./Agn./None	21%	(111)	22%	(117)	12%	(66)	29%	(154)	15%	(82)	530
Relig: Something Else	17%	(47)	30%	(83)	9%	(25)	32%	(89)	12%	(33)	277
Relig: Jewish	15%	(10)	23%	(14)	13%	(8)	31%	(19)	18%	(12)	63
Relig: Evangelical	22%	(113)	22%	(117)	13%	(70)	31%	(162)	12%	(62)	525
Relig: Non-Evang. Catholics	20%	(125)	25%	(153)	14%	(85)	28%	(174)	13%	(81)	618
Relig: All Christian	21%	(239)	24%	(269)	14%	(156)	29%	(336)	13%	(143)	1143
Relig: All Non-Christian	20%	(158)	25%	(200)	11%	(91)	30%	(242)	14%	(115)	806
Community: Urban	21%	(107)	24%	(120)	15%	(76)	29%	(146)	12%	(60)	508
Community: Suburban	19%	(174)	25%	(234)	13%	(123)	28%	(264)	14%	(133)	929
Community: Rural	22%	(116)	23%	(116)	9%	(48)	33%	(171)	13%	(65)	516
Employ: Private Sector	22%	(125)	28%	(157)	12%	(70)	25%	(143)	13%	(71)	566
Employ: Government	23%	(26)	26%	(29)	15%	(17)	24%	(27)	11%	(12)	111
Employ: Self-Employed	21%	(32)	31%	(47)	14%	(22)	23%	(34)	11%	(17)	152
Employ: Homemaker	20%	(42)	22%	(46)	14%	(29)	30%	(63)	14%	(29)	209
Employ: Student	36%	(29)	28%	(23)	9%	(7)	20%	(16)	7%	(6)	81
Employ: Retired	11%	(50)	22%	(101)	11%	(53)	40%	(188)	16%	(76)	467
Employ: Unemployed	22%	(52)	23%	(54)	14%	(32)	29%	(70)	12%	(29)	237
Employ: Other	32%	(41)	11%	(14)	13%	(17)	31%	(40)	14%	(18)	131
Job Type: White-collar	19%	(123)	28%	(185)	15%	(98)	27%	(179)	12%	(78)	663
Job Type: Blue-collar	21%	(182)	23%	(198)	11%	(97)	33%	(284)	12%	(103)	864
Job Type: Don't Know	22%	(92)	20%	(87)	12%	(52)	28%	(118)	18%	(77)	427
Military HH: Yes	14%	(44)	23%	(73)	13%	(39)	38%	(118)	12%	(37)	310
Military HH: No	22%	(354)	24%	(397)	13%	(208)	28%	(463)	13%	(221)	1643

Continued on next page

Table BRD9_10: *If you used a virtual assistant, how often would you use it to do the following?*
Playing music

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	20%	(397)	24%	(470)	13%	(247)	30%	(581)	13%	(258)	1954
2016 Vote: Democrat Hillary Clinton	18%	(125)	28%	(190)	14%	(94)	28%	(192)	12%	(82)	683
2016 Vote: Republican Donald Trump	19%	(132)	22%	(149)	13%	(90)	33%	(228)	13%	(94)	693
2016 Vote: Someone else	20%	(30)	23%	(34)	14%	(21)	31%	(47)	12%	(18)	151
2012 Vote: Barack Obama	20%	(161)	26%	(204)	13%	(100)	30%	(236)	11%	(91)	791
2012 Vote: Mitt Romney	16%	(87)	21%	(113)	14%	(73)	35%	(185)	14%	(76)	533
2012 Vote: Other	14%	(11)	21%	(16)	15%	(12)	34%	(26)	15%	(12)	77
2012 Vote: Didn't Vote	25%	(139)	25%	(137)	11%	(62)	24%	(134)	14%	(80)	553
4-Region: Northeast	22%	(74)	24%	(82)	11%	(38)	28%	(96)	15%	(51)	340
4-Region: Midwest	20%	(87)	26%	(110)	12%	(50)	28%	(122)	14%	(59)	428
4-Region: South	21%	(150)	23%	(165)	13%	(92)	30%	(221)	14%	(100)	728
4-Region: West	19%	(87)	25%	(113)	15%	(67)	31%	(142)	11%	(49)	458

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

Table BRD9_11: *If you used a virtual assistant, how often would you use it to do the following?*

Taking notes

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	12%	(241)	22%	(429)	17%	(336)	34%	(666)	14% (282)	1954
Gender: Male	11%	(96)	22%	(200)	18%	(161)	35%	(310)	15% (130)	897
Gender: Female	14%	(145)	22%	(229)	17%	(175)	34%	(355)	14% (152)	1056
Age: 18-29	16%	(52)	22%	(70)	22%	(70)	30%	(94)	9% (29)	314
Age: 30-44	18%	(93)	23%	(117)	14%	(71)	30%	(153)	14% (69)	502
Age: 45-54	11%	(41)	24%	(86)	16%	(57)	33%	(119)	15% (55)	358
Age: 55-64	9%	(35)	19%	(72)	19%	(73)	38%	(147)	15% (60)	387
Age: 65+	5%	(21)	21%	(84)	17%	(66)	39%	(153)	18% (69)	393
PID: Dem (no lean)	12%	(86)	24%	(164)	18%	(122)	34%	(236)	12% (83)	691
PID: Ind (no lean)	10%	(67)	23%	(145)	18%	(114)	32%	(206)	17% (109)	640
PID: Rep (no lean)	14%	(88)	19%	(121)	16%	(100)	36%	(224)	14% (90)	623
PID/Gender: Dem Men	12%	(35)	24%	(73)	17%	(52)	36%	(109)	11% (32)	301
PID/Gender: Dem Women	13%	(51)	23%	(91)	18%	(70)	33%	(128)	13% (51)	390
PID/Gender: Ind Men	8%	(25)	23%	(68)	17%	(52)	31%	(94)	21% (62)	301
PID/Gender: Ind Women	12%	(42)	23%	(77)	18%	(62)	33%	(112)	14% (46)	340
PID/Gender: Rep Men	12%	(36)	20%	(59)	19%	(57)	37%	(108)	12% (35)	296
PID/Gender: Rep Women	16%	(52)	19%	(62)	13%	(43)	35%	(116)	17% (55)	327
Tea Party: Supporter	20%	(84)	19%	(80)	17%	(74)	33%	(141)	11% (48)	427
Tea Party: Not Supporter	10%	(156)	23%	(347)	17%	(259)	34%	(524)	15% (234)	1520
Ideo: Liberal (1-3)	15%	(85)	26%	(147)	19%	(105)	29%	(165)	11% (61)	562
Ideo: Moderate (4)	10%	(53)	22%	(111)	15%	(76)	39%	(201)	14% (70)	510
Ideo: Conservative (5-7)	12%	(83)	21%	(138)	18%	(120)	37%	(248)	12% (83)	671
Educ: < College	13%	(188)	21%	(295)	17%	(240)	34%	(480)	15% (212)	1416
Educ: Bachelors degree	9%	(33)	26%	(91)	17%	(61)	35%	(124)	13% (46)	354
Educ: Post-grad	11%	(20)	24%	(44)	19%	(35)	33%	(61)	13% (24)	184
Income: Under 50k	12%	(136)	20%	(237)	17%	(194)	36%	(421)	16% (184)	1171
Income: 50k-100k	14%	(81)	25%	(144)	17%	(99)	33%	(192)	11% (64)	580
Income: 100k+	12%	(25)	24%	(48)	21%	(43)	26%	(53)	16% (33)	202

Continued on next page

Table BRD9_11: *If you used a virtual assistant, how often would you use it to do the following?*

Taking notes

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	12%	(241)	22%	(429)	17%	(336)	34%	(666)	14% (282)	1954
Ethnicity: White	12%	(190)	21%	(337)	17%	(274)	35%	(560)	15% (234)	1596
Ethnicity: Hispanic	21%	(52)	22%	(53)	19%	(47)	26%	(62)	11% (28)	241
Ethnicity: Afr. Am.	17%	(36)	25%	(55)	17%	(37)	29%	(63)	12% (25)	216
Ethnicity: Other	11%	(16)	26%	(37)	17%	(24)	29%	(42)	16% (23)	142
Relig: Protestant	11%	(55)	21%	(106)	16%	(82)	37%	(188)	14% (71)	502
Relig: Roman Catholic	14%	(61)	23%	(99)	20%	(85)	30%	(128)	13% (55)	428
Relig: Ath./Agn./None	9%	(50)	21%	(114)	18%	(93)	35%	(185)	17% (88)	530
Relig: Something Else	14%	(38)	24%	(65)	14%	(40)	34%	(95)	14% (39)	277
Relig: Jewish	11%	(7)	23%	(15)	13%	(8)	34%	(22)	19% (12)	63
Relig: Evangelical	16%	(84)	20%	(105)	16%	(84)	35%	(185)	13% (67)	525
Relig: Non-Evang. Catholics	11%	(70)	23%	(144)	19%	(119)	32%	(197)	14% (88)	618
Relig: All Christian	13%	(154)	22%	(249)	18%	(202)	33%	(383)	14% (155)	1143
Relig: All Non-Christian	11%	(88)	22%	(179)	16%	(133)	35%	(280)	16% (127)	806
Community: Urban	13%	(67)	22%	(114)	17%	(88)	34%	(172)	13% (67)	508
Community: Suburban	12%	(107)	22%	(206)	18%	(167)	32%	(301)	16% (148)	929
Community: Rural	13%	(67)	21%	(109)	16%	(81)	37%	(193)	13% (67)	516
Employ: Private Sector	12%	(67)	24%	(133)	17%	(97)	33%	(188)	14% (81)	566
Employ: Government	16%	(17)	31%	(35)	16%	(18)	25%	(28)	12% (13)	111
Employ: Self-Employed	14%	(22)	32%	(49)	22%	(34)	20%	(31)	11% (16)	152
Employ: Homemaker	14%	(29)	17%	(36)	15%	(32)	38%	(79)	16% (33)	209
Employ: Student	23%	(19)	21%	(17)	19%	(16)	29%	(23)	7% (6)	81
Employ: Retired	6%	(28)	19%	(87)	18%	(82)	41%	(190)	17% (80)	467
Employ: Unemployed	14%	(32)	24%	(58)	15%	(36)	33%	(79)	13% (32)	237
Employ: Other	22%	(28)	10%	(14)	16%	(21)	35%	(46)	17% (22)	131
Job Type: White-collar	13%	(84)	23%	(155)	20%	(130)	30%	(201)	14% (93)	663
Job Type: Blue-collar	13%	(111)	21%	(184)	17%	(143)	37%	(322)	12% (103)	864
Job Type: Don't Know	11%	(46)	21%	(90)	15%	(63)	33%	(142)	20% (85)	427
Military HH: Yes	9%	(29)	23%	(72)	18%	(55)	37%	(114)	13% (40)	310
Military HH: No	13%	(212)	22%	(357)	17%	(281)	34%	(551)	15% (242)	1643

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Table BRD9_11: *If you used a virtual assistant, how often would you use it to do the following?*

Taking notes

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	12%	(241)	22%	(429)	17%	(336)	34%	(666)	14%	(282)	1954
2016 Vote: Democrat Hillary Clinton	12%	(81)	24%	(161)	18%	(124)	34%	(231)	13%	(86)	683
2016 Vote: Republican Donald Trump	13%	(92)	20%	(141)	15%	(107)	37%	(253)	14%	(99)	693
2016 Vote: Someone else	8%	(12)	26%	(39)	19%	(29)	34%	(51)	13%	(20)	151
2012 Vote: Barack Obama	13%	(106)	24%	(188)	16%	(129)	34%	(268)	13%	(101)	791
2012 Vote: Mitt Romney	12%	(63)	20%	(108)	17%	(90)	36%	(193)	15%	(79)	533
2012 Vote: Other	8%	(6)	16%	(12)	19%	(15)	40%	(31)	17%	(13)	77
2012 Vote: Didn't Vote	12%	(67)	22%	(121)	18%	(102)	32%	(174)	16%	(89)	553
4-Region: Northeast	11%	(36)	23%	(77)	18%	(60)	32%	(110)	17%	(57)	340
4-Region: Midwest	11%	(49)	23%	(99)	17%	(74)	34%	(146)	14%	(60)	428
4-Region: South	13%	(94)	21%	(152)	16%	(120)	34%	(249)	16%	(113)	728
4-Region: West	14%	(62)	22%	(101)	18%	(82)	35%	(161)	11%	(51)	458

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

Table BRD9_12: *If you used a virtual assistant, how often would you use it to do the following?*
Shopping

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion		Total N
Adults	11%	(222)	20%	(399)	18%	(359)	36%	(710)	14%	(265)	1954
Gender: Male	10%	(89)	20%	(175)	18%	(164)	39%	(349)	13%	(120)	897
Gender: Female	13%	(133)	21%	(224)	18%	(194)	34%	(361)	14%	(145)	1056
Age: 18-29	19%	(59)	16%	(51)	21%	(67)	35%	(110)	8%	(27)	314
Age: 30-44	14%	(72)	27%	(134)	15%	(77)	31%	(157)	13%	(63)	502
Age: 45-54	10%	(36)	21%	(75)	16%	(58)	37%	(133)	16%	(57)	358
Age: 55-64	8%	(32)	19%	(72)	19%	(73)	41%	(157)	14%	(53)	387
Age: 65+	6%	(23)	17%	(68)	21%	(84)	39%	(154)	16%	(65)	393
PID: Dem (no lean)	10%	(69)	22%	(152)	20%	(142)	36%	(247)	12%	(81)	691
PID: Ind (no lean)	11%	(73)	19%	(120)	17%	(106)	38%	(245)	15%	(97)	640
PID: Rep (no lean)	13%	(79)	20%	(127)	18%	(111)	35%	(218)	14%	(87)	623
PID/Gender: Dem Men	10%	(31)	23%	(69)	18%	(54)	39%	(117)	10%	(30)	301
PID/Gender: Dem Women	10%	(38)	21%	(83)	23%	(88)	33%	(130)	13%	(50)	390
PID/Gender: Ind Men	7%	(22)	16%	(48)	17%	(50)	42%	(127)	18%	(54)	301
PID/Gender: Ind Women	15%	(51)	21%	(72)	17%	(56)	35%	(117)	13%	(43)	340
PID/Gender: Rep Men	12%	(36)	20%	(58)	21%	(61)	35%	(105)	12%	(36)	296
PID/Gender: Rep Women	13%	(43)	21%	(69)	15%	(50)	35%	(114)	16%	(51)	327
Tea Party: Supporter	16%	(70)	20%	(86)	17%	(73)	36%	(154)	10%	(44)	427
Tea Party: Not Supporter	10%	(149)	20%	(309)	19%	(285)	37%	(556)	14%	(220)	1520
Ideo: Liberal (1-3)	14%	(77)	25%	(140)	19%	(105)	32%	(181)	11%	(60)	562
Ideo: Moderate (4)	11%	(55)	19%	(97)	17%	(87)	41%	(211)	12%	(59)	510
Ideo: Conservative (5-7)	10%	(70)	19%	(129)	19%	(128)	39%	(262)	12%	(81)	671
Educ: < College	12%	(177)	20%	(282)	18%	(254)	36%	(511)	14%	(193)	1416
Educ: Bachelors degree	9%	(31)	23%	(80)	18%	(63)	37%	(132)	14%	(49)	354
Educ: Post-grad	8%	(14)	20%	(37)	23%	(42)	37%	(68)	13%	(23)	184
Income: Under 50k	12%	(135)	18%	(214)	19%	(219)	37%	(435)	14%	(168)	1171
Income: 50k-100k	12%	(68)	24%	(140)	17%	(98)	37%	(212)	11%	(62)	580
Income: 100k+	9%	(19)	22%	(45)	20%	(41)	31%	(63)	17%	(35)	202

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Table BRD9_12: *If you used a virtual assistant, how often would you use it to do the following?*
Shopping

Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N
Adults	11%	(222)	20%	(399)	18%	(359)	36%	(710)	14% (265)	1954
Ethnicity: White	10%	(158)	19%	(311)	19%	(305)	37%	(597)	14% (224)	1596
Ethnicity: Hispanic	21%	(50)	25%	(61)	14%	(34)	29%	(70)	11% (25)	241
Ethnicity: Afr. Am.	17%	(37)	26%	(56)	17%	(37)	31%	(67)	9% (19)	216
Ethnicity: Other	19%	(27)	22%	(31)	11%	(16)	32%	(46)	15% (22)	142
Relig: Protestant	10%	(50)	20%	(102)	17%	(84)	40%	(200)	13% (65)	502
Relig: Roman Catholic	12%	(52)	23%	(99)	20%	(88)	32%	(136)	13% (54)	428
Relig: Ath./Agn./None	10%	(54)	20%	(106)	17%	(89)	38%	(200)	15% (80)	530
Relig: Something Else	12%	(32)	19%	(52)	19%	(52)	38%	(106)	12% (34)	277
Relig: Jewish	9%	(6)	28%	(18)	16%	(10)	29%	(18)	18% (12)	63
Relig: Evangelical	14%	(75)	18%	(96)	19%	(101)	36%	(187)	13% (66)	525
Relig: Non-Evang. Catholics	10%	(59)	23%	(144)	19%	(116)	35%	(214)	14% (84)	618
Relig: All Christian	12%	(134)	21%	(240)	19%	(217)	35%	(401)	13% (150)	1143
Relig: All Non-Christian	11%	(86)	20%	(158)	18%	(142)	38%	(306)	14% (114)	806
Community: Urban	12%	(60)	22%	(113)	18%	(90)	37%	(188)	11% (57)	508
Community: Suburban	10%	(97)	20%	(188)	19%	(179)	35%	(324)	15% (141)	929
Community: Rural	13%	(65)	19%	(97)	17%	(90)	38%	(198)	13% (67)	516
Employ: Private Sector	12%	(67)	23%	(132)	18%	(102)	33%	(189)	13% (76)	566
Employ: Government	14%	(15)	30%	(33)	14%	(16)	29%	(32)	13% (15)	111
Employ: Self-Employed	15%	(23)	26%	(39)	24%	(37)	25%	(38)	10% (15)	152
Employ: Homemaker	8%	(17)	25%	(51)	17%	(35)	34%	(72)	16% (33)	209
Employ: Student	14%	(12)	19%	(15)	20%	(16)	39%	(32)	7% (6)	81
Employ: Retired	6%	(28)	17%	(77)	19%	(89)	43%	(199)	16% (74)	467
Employ: Unemployed	15%	(35)	14%	(33)	17%	(41)	42%	(100)	12% (29)	237
Employ: Other	19%	(24)	13%	(17)	17%	(22)	38%	(49)	13% (17)	131
Job Type: White-collar	9%	(61)	24%	(161)	19%	(126)	35%	(231)	13% (84)	663
Job Type: Blue-collar	12%	(104)	20%	(170)	18%	(157)	38%	(329)	12% (104)	864
Job Type: Don't Know	13%	(57)	16%	(67)	18%	(76)	35%	(151)	18% (76)	427
Military HH: Yes	12%	(37)	20%	(61)	18%	(55)	41%	(126)	10% (31)	310
Military HH: No	11%	(184)	21%	(338)	18%	(303)	36%	(584)	14% (234)	1643

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Table BRD9_12: *If you used a virtual assistant, how often would you use it to do the following?*
Shopping

Table 8											
Demographic	Often		Sometimes		Rarely		Never		Don't Know / No Opinion	Total N	
Adults	11%	(222)	20%	(399)	18%	(359)	36%	(710)	14%	(265)	1954
2016 Vote: Democrat Hillary Clinton	10%	(70)	22%	(151)	19%	(130)	37%	(252)	12%	(79)	683
2016 Vote: Republican Donald Trump	11%	(75)	20%	(139)	17%	(117)	38%	(264)	14%	(98)	693
2016 Vote: Someone else	10%	(14)	20%	(31)	17%	(26)	40%	(60)	13%	(20)	151
2012 Vote: Barack Obama	11%	(88)	24%	(190)	17%	(136)	36%	(288)	11%	(89)	791
2012 Vote: Mitt Romney	9%	(45)	20%	(106)	17%	(89)	40%	(214)	15%	(79)	533
2012 Vote: Other	9%	(7)	19%	(14)	19%	(15)	37%	(29)	16%	(12)	77
2012 Vote: Didn't Vote	15%	(81)	16%	(89)	22%	(120)	32%	(179)	15%	(84)	553
4-Region: Northeast	9%	(30)	22%	(74)	16%	(56)	36%	(123)	17%	(57)	340
4-Region: Midwest	15%	(63)	19%	(83)	17%	(73)	35%	(149)	14%	(60)	428
4-Region: South	11%	(80)	21%	(156)	18%	(132)	36%	(260)	14%	(100)	728
4-Region: West	10%	(48)	19%	(86)	21%	(97)	39%	(179)	10%	(47)	458

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

Table BRD10_1: How important are the following features of a virtual assistant?
Making calls

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	25%	(560)	24%	(526)	14%	(309)	20%	(441)	17%	(366)	2201
Gender: Male	24%	(259)	25%	(264)	15%	(160)	19%	(205)	16%	(172)	1060
Gender: Female	26%	(301)	23%	(262)	13%	(149)	21%	(236)	17%	(195)	1141
Age: 18-29	36%	(136)	27%	(102)	11%	(43)	12%	(45)	15%	(57)	383
Age: 30-44	35%	(229)	26%	(171)	11%	(75)	13%	(88)	14%	(88)	652
Age: 45-54	19%	(70)	25%	(92)	16%	(61)	24%	(88)	17%	(62)	373
Age: 55-64	19%	(75)	22%	(85)	14%	(57)	26%	(103)	19%	(76)	395
Age: 65+	12%	(49)	19%	(75)	19%	(74)	29%	(117)	21%	(83)	398
PID: Dem (no lean)	26%	(203)	26%	(202)	15%	(119)	19%	(147)	15%	(120)	791
PID: Ind (no lean)	25%	(174)	22%	(154)	12%	(84)	23%	(161)	19%	(130)	703
PID: Rep (no lean)	26%	(183)	24%	(170)	15%	(106)	19%	(133)	16%	(116)	708
PID/Gender: Dem Men	25%	(92)	28%	(100)	16%	(59)	15%	(53)	16%	(56)	361
PID/Gender: Dem Women	26%	(111)	24%	(102)	14%	(60)	22%	(94)	15%	(64)	430
PID/Gender: Ind Men	23%	(78)	23%	(81)	12%	(41)	22%	(77)	20%	(68)	344
PID/Gender: Ind Women	27%	(96)	21%	(73)	12%	(43)	23%	(83)	17%	(62)	358
PID/Gender: Rep Men	25%	(89)	24%	(84)	17%	(60)	21%	(74)	13%	(47)	354
PID/Gender: Rep Women	27%	(94)	24%	(86)	13%	(45)	17%	(59)	20%	(69)	353
Tea Party: Supporter	32%	(194)	29%	(176)	12%	(72)	14%	(81)	12%	(74)	598
Tea Party: Not Supporter	23%	(361)	22%	(348)	15%	(236)	23%	(359)	18%	(292)	1596
Ideo: Liberal (1-3)	32%	(227)	27%	(191)	14%	(96)	15%	(105)	12%	(84)	704
Ideo: Moderate (4)	22%	(127)	22%	(128)	15%	(85)	22%	(127)	18%	(101)	569
Ideo: Conservative (5-7)	23%	(161)	24%	(169)	15%	(110)	23%	(166)	15%	(108)	714
Educ: < College	25%	(392)	23%	(364)	14%	(215)	21%	(330)	17%	(266)	1567
Educ: Bachelors degree	28%	(115)	25%	(104)	15%	(61)	18%	(75)	15%	(61)	416
Educ: Post-grad	24%	(53)	27%	(59)	15%	(33)	16%	(35)	18%	(39)	219
Income: Under 50k	24%	(318)	23%	(297)	13%	(172)	21%	(280)	18%	(240)	1307
Income: 50k-100k	27%	(179)	24%	(161)	15%	(97)	20%	(132)	13%	(89)	659
Income: 100k+	27%	(63)	29%	(68)	17%	(39)	12%	(28)	16%	(37)	235

Continued on next page

Table BRD10_1: How important are the following features of a virtual assistant?

Making calls

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	25%	(560)	24%	(526)	14%	(309)	20%	(441)	17%	(366)	2201
Ethnicity: White	24%	(413)	24%	(422)	14%	(241)	21%	(374)	17%	(300)	1750
Ethnicity: Hispanic	34%	(110)	25%	(83)	16%	(54)	10%	(35)	15%	(48)	329
Ethnicity: Afr. Am.	39%	(106)	25%	(67)	9%	(25)	16%	(43)	10%	(27)	269
Ethnicity: Other	23%	(41)	20%	(36)	23%	(42)	13%	(23)	22%	(39)	182
Relig: Protestant	24%	(134)	23%	(125)	14%	(75)	23%	(128)	17%	(92)	554
Relig: Roman Catholic	27%	(137)	25%	(125)	17%	(85)	17%	(86)	15%	(74)	506
Relig: Ath./Agn./None	20%	(112)	26%	(147)	13%	(76)	21%	(119)	20%	(117)	571
Relig: Something Else	27%	(93)	26%	(87)	14%	(46)	17%	(59)	16%	(54)	340
Relig: Jewish	21%	(15)	29%	(21)	12%	(9)	15%	(11)	23%	(16)	71
Relig: Evangelical	33%	(207)	23%	(148)	12%	(76)	20%	(128)	12%	(76)	635
Relig: Non-Evang. Catholics	23%	(148)	22%	(144)	17%	(110)	20%	(130)	18%	(118)	651
Relig: All Christian	28%	(355)	23%	(292)	14%	(186)	20%	(258)	15%	(195)	1286
Relig: All Non-Christian	23%	(205)	26%	(234)	13%	(122)	20%	(178)	19%	(171)	911
Community: Urban	30%	(187)	25%	(154)	13%	(78)	17%	(107)	15%	(92)	617
Community: Suburban	23%	(235)	23%	(233)	15%	(156)	20%	(207)	18%	(182)	1013
Community: Rural	24%	(138)	24%	(139)	13%	(75)	22%	(126)	16%	(93)	571
Employ: Private Sector	29%	(207)	29%	(201)	13%	(89)	16%	(114)	13%	(94)	704
Employ: Government	32%	(44)	22%	(30)	15%	(20)	18%	(24)	14%	(19)	138
Employ: Self-Employed	28%	(50)	27%	(49)	17%	(30)	15%	(26)	13%	(23)	178
Employ: Homemaker	26%	(59)	23%	(52)	14%	(31)	19%	(43)	19%	(44)	230
Employ: Student	27%	(25)	35%	(32)	18%	(16)	9%	(8)	12%	(11)	93
Employ: Retired	14%	(68)	17%	(83)	17%	(79)	31%	(146)	21%	(100)	476
Employ: Unemployed	27%	(67)	20%	(48)	13%	(31)	22%	(54)	18%	(45)	245
Employ: Other	28%	(38)	22%	(31)	8%	(11)	19%	(26)	23%	(31)	137
Job Type: White-collar	27%	(217)	25%	(199)	16%	(129)	18%	(140)	14%	(108)	793
Job Type: Blue-collar	23%	(225)	25%	(242)	13%	(129)	21%	(204)	17%	(160)	960
Job Type: Don't Know	26%	(118)	19%	(85)	11%	(51)	22%	(97)	22%	(97)	448
Military HH: Yes	27%	(108)	20%	(81)	13%	(53)	21%	(85)	18%	(70)	397
Military HH: No	25%	(451)	25%	(444)	14%	(256)	20%	(356)	16%	(296)	1804

Continued on next page

Table BRD10_1: How important are the following features of a virtual assistant?
Making calls

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	25%	(560)	24%	(526)	14%	(309)	20%	(441)	17%	(366)	2201
2016 Vote: Democrat Hillary Clinton	26%	(201)	25%	(196)	15%	(119)	19%	(146)	16%	(122)	785
2016 Vote: Republican Donald Trump	25%	(198)	23%	(182)	15%	(114)	21%	(167)	16%	(125)	786
2016 Vote: Someone else	15%	(25)	27%	(44)	12%	(20)	28%	(46)	18%	(29)	164
2012 Vote: Barack Obama	26%	(238)	25%	(226)	14%	(128)	20%	(182)	15%	(133)	906
2012 Vote: Mitt Romney	23%	(133)	23%	(138)	15%	(87)	22%	(131)	17%	(102)	590
2012 Vote: Other	14%	(12)	21%	(18)	17%	(14)	30%	(25)	18%	(15)	83
2012 Vote: Didn't Vote	28%	(177)	23%	(145)	13%	(80)	17%	(104)	19%	(117)	622
4-Region: Northeast	21%	(84)	28%	(113)	15%	(59)	19%	(76)	17%	(69)	402
4-Region: Midwest	26%	(122)	27%	(126)	13%	(62)	18%	(86)	16%	(78)	474
4-Region: South	28%	(231)	20%	(167)	13%	(107)	21%	(171)	17%	(138)	815
4-Region: West	24%	(122)	23%	(119)	16%	(81)	21%	(108)	16%	(80)	511

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

Table BRD10_2: How important are the following features of a virtual assistant?

Sending texts

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	23%	(517)	25%	(540)	15%	(328)	20%	(446)	17%	(371)	2201
Gender: Male	22%	(235)	25%	(263)	16%	(173)	20%	(211)	17%	(178)	1060
Gender: Female	25%	(281)	24%	(276)	14%	(155)	21%	(236)	17%	(193)	1141
Age: 18-29	32%	(123)	28%	(108)	15%	(58)	12%	(44)	13%	(50)	383
Age: 30-44	34%	(219)	25%	(163)	13%	(84)	15%	(98)	13%	(88)	652
Age: 45-54	17%	(63)	27%	(101)	16%	(60)	22%	(84)	18%	(65)	373
Age: 55-64	16%	(62)	24%	(96)	15%	(59)	25%	(100)	20%	(78)	395
Age: 65+	12%	(50)	18%	(71)	17%	(67)	30%	(121)	22%	(89)	398
PID: Dem (no lean)	24%	(190)	27%	(213)	16%	(125)	18%	(145)	15%	(118)	791
PID: Ind (no lean)	22%	(156)	21%	(149)	14%	(95)	23%	(159)	20%	(143)	703
PID: Rep (no lean)	24%	(171)	25%	(177)	15%	(107)	20%	(142)	16%	(110)	708
PID/Gender: Dem Men	24%	(86)	28%	(101)	16%	(57)	17%	(60)	15%	(56)	361
PID/Gender: Dem Women	24%	(103)	26%	(112)	16%	(68)	20%	(85)	14%	(62)	430
PID/Gender: Ind Men	20%	(68)	21%	(73)	15%	(52)	22%	(75)	22%	(76)	344
PID/Gender: Ind Women	24%	(88)	21%	(76)	12%	(44)	24%	(85)	19%	(66)	358
PID/Gender: Rep Men	23%	(81)	25%	(88)	18%	(64)	21%	(76)	13%	(45)	354
PID/Gender: Rep Women	26%	(90)	25%	(89)	12%	(43)	19%	(66)	18%	(65)	353
Tea Party: Supporter	32%	(193)	29%	(172)	13%	(78)	14%	(85)	12%	(71)	598
Tea Party: Not Supporter	20%	(319)	23%	(365)	16%	(249)	23%	(362)	19%	(300)	1596
Ideo: Liberal (1-3)	30%	(214)	28%	(196)	15%	(102)	15%	(106)	12%	(85)	704
Ideo: Moderate (4)	21%	(117)	23%	(133)	15%	(86)	22%	(127)	19%	(106)	569
Ideo: Conservative (5-7)	20%	(145)	25%	(176)	16%	(115)	24%	(171)	15%	(107)	714
Educ: < College	22%	(343)	24%	(379)	15%	(232)	21%	(336)	18%	(277)	1567
Educ: Bachelors degree	29%	(121)	24%	(99)	16%	(66)	18%	(74)	13%	(56)	416
Educ: Post-grad	24%	(52)	28%	(61)	14%	(30)	17%	(37)	18%	(38)	219
Income: Under 50k	21%	(280)	24%	(307)	15%	(192)	22%	(290)	18%	(239)	1307
Income: 50k-100k	26%	(173)	26%	(172)	15%	(96)	19%	(125)	14%	(92)	659
Income: 100k+	27%	(64)	26%	(60)	17%	(40)	13%	(31)	17%	(40)	235

Continued on next page

Table BRD10_2: How important are the following features of a virtual assistant?

Sending texts

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion	Total N
Adults	23%	(517)	25%	(540)	15%	(328)	20%	(446)	17% (371)	2201
Ethnicity: White	22%	(384)	24%	(427)	15%	(258)	22%	(382)	17% (301)	1750
Ethnicity: Hispanic	31%	(103)	28%	(94)	18%	(59)	10%	(34)	12% (40)	329
Ethnicity: Afr. Am.	34%	(91)	23%	(63)	14%	(38)	17%	(47)	11% (30)	269
Ethnicity: Other	23%	(42)	27%	(50)	18%	(32)	10%	(18)	22% (41)	182
Relig: Protestant	22%	(123)	25%	(140)	12%	(67)	23%	(127)	18% (98)	554
Relig: Roman Catholic	27%	(138)	24%	(121)	18%	(90)	18%	(89)	14% (69)	506
Relig: Ath./Agn./None	19%	(108)	24%	(137)	15%	(85)	21%	(120)	21% (121)	571
Relig: Something Else	25%	(85)	26%	(89)	14%	(49)	18%	(62)	16% (56)	340
Relig: Jewish	22%	(15)	28%	(20)	9%	(7)	20%	(14)	22% (15)	71
Relig: Evangelical	29%	(186)	25%	(162)	14%	(88)	19%	(123)	12% (76)	635
Relig: Non-Evang. Catholics	21%	(137)	23%	(152)	16%	(107)	21%	(138)	18% (117)	651
Relig: All Christian	25%	(323)	24%	(314)	15%	(195)	20%	(261)	15% (193)	1286
Relig: All Non-Christian	21%	(193)	25%	(226)	15%	(133)	20%	(182)	19% (177)	911
Community: Urban	28%	(175)	23%	(142)	18%	(110)	17%	(103)	14% (87)	617
Community: Suburban	22%	(219)	25%	(253)	14%	(145)	21%	(211)	18% (185)	1013
Community: Rural	21%	(123)	25%	(144)	13%	(73)	23%	(132)	17% (99)	571
Employ: Private Sector	29%	(204)	27%	(188)	16%	(109)	16%	(109)	13% (93)	704
Employ: Government	28%	(39)	36%	(50)	11%	(15)	15%	(20)	11% (15)	138
Employ: Self-Employed	26%	(46)	31%	(55)	13%	(23)	18%	(32)	13% (23)	178
Employ: Homemaker	21%	(49)	23%	(53)	17%	(39)	21%	(48)	18% (41)	230
Employ: Student	28%	(26)	28%	(26)	18%	(17)	13%	(12)	13% (12)	93
Employ: Retired	14%	(67)	18%	(86)	15%	(70)	30%	(144)	23% (109)	476
Employ: Unemployed	22%	(53)	21%	(51)	15%	(36)	24%	(60)	19% (46)	245
Employ: Other	24%	(32)	24%	(32)	14%	(19)	16%	(22)	23% (32)	137
Job Type: White-collar	25%	(202)	25%	(197)	17%	(132)	18%	(145)	15% (117)	793
Job Type: Blue-collar	22%	(210)	27%	(258)	13%	(129)	22%	(209)	16% (154)	960
Job Type: Don't Know	23%	(105)	19%	(84)	15%	(67)	21%	(92)	22% (100)	448
Military HH: Yes	26%	(103)	21%	(82)	15%	(61)	21%	(84)	17% (68)	397
Military HH: No	23%	(414)	25%	(458)	15%	(267)	20%	(363)	17% (303)	1804

Continued on next page

Table BRD10_2: How important are the following features of a virtual assistant?
Sending texts

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	23%	(517)	25%	(540)	15%	(328)	20%	(446)	17%	(371)	2201
2016 Vote: Democrat Hillary Clinton	24%	(188)	26%	(202)	16%	(122)	18%	(145)	16%	(128)	785
2016 Vote: Republican Donald Trump	23%	(185)	23%	(183)	16%	(123)	22%	(171)	16%	(125)	786
2016 Vote: Someone else	18%	(30)	28%	(45)	12%	(19)	24%	(40)	18%	(29)	164
2012 Vote: Barack Obama	25%	(228)	25%	(230)	15%	(137)	19%	(176)	15%	(135)	906
2012 Vote: Mitt Romney	21%	(122)	24%	(143)	14%	(81)	24%	(141)	18%	(104)	590
2012 Vote: Other	10%	(8)	25%	(21)	18%	(15)	29%	(24)	18%	(15)	83
2012 Vote: Didn't Vote	25%	(158)	23%	(146)	15%	(95)	17%	(106)	19%	(117)	622
4-Region: Northeast	22%	(87)	23%	(94)	18%	(73)	20%	(80)	17%	(68)	402
4-Region: Midwest	25%	(117)	24%	(114)	16%	(77)	18%	(87)	17%	(79)	474
4-Region: South	25%	(203)	23%	(185)	13%	(105)	22%	(175)	18%	(146)	815
4-Region: West	21%	(109)	29%	(146)	14%	(72)	20%	(105)	15%	(79)	511

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

Table BRD10_3: How important are the following features of a virtual assistant?

Setting reminders

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(492)	28%	(612)	15%	(333)	18%	(396)	17%	(368)	2201
Gender: Male	20%	(215)	29%	(305)	16%	(175)	19%	(197)	16%	(169)	1060
Gender: Female	24%	(277)	27%	(307)	14%	(159)	17%	(199)	17%	(199)	1141
Age: 18-29	32%	(123)	31%	(119)	12%	(45)	12%	(46)	13%	(52)	383
Age: 30-44	32%	(209)	26%	(169)	15%	(98)	13%	(86)	14%	(90)	652
Age: 45-54	17%	(63)	30%	(113)	16%	(58)	20%	(74)	17%	(65)	373
Age: 55-64	15%	(58)	29%	(113)	17%	(67)	20%	(80)	20%	(77)	395
Age: 65+	10%	(39)	25%	(98)	16%	(65)	28%	(111)	21%	(84)	398
PID: Dem (no lean)	25%	(200)	29%	(232)	15%	(118)	16%	(124)	15%	(118)	791
PID: Ind (no lean)	20%	(142)	26%	(183)	14%	(100)	20%	(138)	20%	(140)	703
PID: Rep (no lean)	21%	(150)	28%	(198)	16%	(115)	19%	(134)	16%	(110)	708
PID/Gender: Dem Men	25%	(90)	30%	(107)	16%	(58)	14%	(50)	16%	(56)	361
PID/Gender: Dem Women	25%	(110)	29%	(125)	14%	(60)	17%	(74)	14%	(61)	430
PID/Gender: Ind Men	17%	(60)	27%	(94)	14%	(47)	22%	(74)	20%	(70)	344
PID/Gender: Ind Women	23%	(82)	25%	(89)	15%	(53)	18%	(64)	20%	(70)	358
PID/Gender: Rep Men	18%	(65)	29%	(105)	20%	(70)	20%	(72)	12%	(43)	354
PID/Gender: Rep Women	24%	(86)	26%	(93)	13%	(45)	17%	(62)	19%	(68)	353
Tea Party: Supporter	31%	(186)	28%	(166)	15%	(88)	16%	(93)	11%	(65)	598
Tea Party: Not Supporter	19%	(301)	28%	(444)	15%	(245)	19%	(303)	19%	(303)	1596
Ideo: Liberal (1-3)	30%	(214)	32%	(227)	12%	(87)	13%	(93)	12%	(82)	704
Ideo: Moderate (4)	20%	(114)	27%	(151)	16%	(92)	19%	(110)	18%	(102)	569
Ideo: Conservative (5-7)	19%	(134)	28%	(199)	17%	(120)	21%	(152)	15%	(109)	714
Educ: < College	21%	(327)	27%	(422)	16%	(251)	19%	(295)	17%	(272)	1567
Educ: Bachelors degree	27%	(111)	30%	(126)	13%	(54)	16%	(67)	14%	(58)	416
Educ: Post-grad	24%	(54)	29%	(64)	13%	(29)	16%	(34)	17%	(38)	219
Income: Under 50k	21%	(276)	26%	(345)	15%	(200)	19%	(248)	18%	(239)	1307
Income: 50k-100k	23%	(153)	30%	(198)	15%	(99)	18%	(116)	14%	(93)	659
Income: 100k+	27%	(63)	29%	(69)	15%	(34)	14%	(32)	16%	(37)	235

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Table BRD10_3: How important are the following features of a virtual assistant?

Setting reminders

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(492)	28%	(612)	15%	(333)	18%	(396)	17%	(368)	2201
Ethnicity: White	21%	(369)	28%	(482)	15%	(261)	19%	(339)	17%	(299)	1750
Ethnicity: Hispanic	29%	(96)	31%	(103)	16%	(53)	9%	(31)	14%	(46)	329
Ethnicity: Afr. Am.	32%	(86)	28%	(76)	15%	(41)	14%	(38)	11%	(29)	269
Ethnicity: Other	20%	(37)	30%	(55)	17%	(32)	11%	(19)	22%	(40)	182
Relig: Protestant	19%	(106)	28%	(156)	14%	(78)	22%	(121)	17%	(92)	554
Relig: Roman Catholic	25%	(126)	30%	(154)	15%	(78)	15%	(78)	14%	(70)	506
Relig: Ath./Agn./None	20%	(116)	28%	(159)	12%	(70)	19%	(106)	21%	(121)	571
Relig: Something Else	26%	(88)	26%	(87)	17%	(59)	16%	(53)	15%	(53)	340
Relig: Jewish	23%	(17)	32%	(23)	10%	(7)	15%	(10)	20%	(14)	71
Relig: Evangelical	25%	(159)	27%	(174)	18%	(113)	18%	(111)	12%	(77)	635
Relig: Non-Evang. Catholics	20%	(129)	29%	(191)	14%	(91)	19%	(123)	18%	(117)	651
Relig: All Christian	22%	(287)	28%	(366)	16%	(205)	18%	(234)	15%	(194)	1286
Relig: All Non-Christian	22%	(203)	27%	(246)	14%	(129)	17%	(159)	19%	(173)	911
Community: Urban	28%	(173)	27%	(169)	16%	(99)	14%	(89)	14%	(87)	617
Community: Suburban	21%	(210)	27%	(278)	14%	(147)	20%	(198)	18%	(180)	1013
Community: Rural	19%	(110)	29%	(165)	15%	(87)	19%	(109)	18%	(100)	571
Employ: Private Sector	26%	(185)	32%	(223)	13%	(93)	16%	(111)	13%	(91)	704
Employ: Government	31%	(43)	31%	(42)	13%	(18)	13%	(18)	11%	(16)	138
Employ: Self-Employed	29%	(51)	30%	(54)	15%	(26)	12%	(21)	14%	(26)	178
Employ: Homemaker	24%	(55)	23%	(53)	18%	(41)	15%	(33)	20%	(46)	230
Employ: Student	26%	(24)	31%	(29)	19%	(18)	11%	(10)	13%	(12)	93
Employ: Retired	11%	(54)	23%	(109)	17%	(81)	27%	(128)	22%	(104)	476
Employ: Unemployed	22%	(53)	21%	(52)	17%	(42)	21%	(51)	19%	(47)	245
Employ: Other	18%	(25)	36%	(49)	10%	(13)	16%	(22)	20%	(27)	137
Job Type: White-collar	26%	(208)	30%	(235)	14%	(110)	16%	(126)	14%	(113)	793
Job Type: Blue-collar	20%	(193)	29%	(283)	16%	(150)	19%	(185)	15%	(148)	960
Job Type: Don't Know	20%	(90)	21%	(94)	16%	(72)	19%	(85)	24%	(106)	448
Military HH: Yes	24%	(96)	25%	(100)	14%	(56)	21%	(85)	15%	(61)	397
Military HH: No	22%	(396)	28%	(512)	15%	(277)	17%	(311)	17%	(307)	1804

Continued on next page

Table BRD10_3: How important are the following features of a virtual assistant?

Setting reminders

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(492)	28%	(612)	15%	(333)	18%	(396)	17%	(368)	2201
2016 Vote: Democrat Hillary Clinton	25%	(193)	30%	(238)	14%	(108)	15%	(117)	16%	(129)	785
2016 Vote: Republican Donald Trump	21%	(162)	26%	(207)	16%	(129)	21%	(167)	15%	(121)	786
2016 Vote: Someone else	24%	(39)	27%	(45)	8%	(14)	24%	(39)	17%	(27)	164
2012 Vote: Barack Obama	25%	(229)	28%	(256)	15%	(135)	17%	(150)	15%	(135)	906
2012 Vote: Mitt Romney	20%	(118)	26%	(155)	15%	(88)	22%	(132)	17%	(98)	590
2012 Vote: Other	9%	(7)	24%	(20)	18%	(15)	32%	(26)	18%	(15)	83
2012 Vote: Didn't Vote	22%	(138)	29%	(181)	15%	(96)	14%	(87)	19%	(120)	622
4-Region: Northeast	21%	(84)	30%	(119)	16%	(63)	17%	(70)	17%	(67)	402
4-Region: Midwest	20%	(93)	29%	(137)	14%	(66)	20%	(94)	18%	(84)	474
4-Region: South	23%	(187)	25%	(206)	17%	(142)	17%	(141)	17%	(138)	815
4-Region: West	25%	(128)	29%	(151)	12%	(62)	18%	(92)	15%	(79)	511

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

Table BRD10_4: How important are the following features of a virtual assistant?

Checking your calendar

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(478)	27%	(583)	16%	(362)	19%	(414)	17%	(363)	2201
Gender: Male	21%	(220)	28%	(292)	17%	(181)	19%	(198)	16%	(169)	1060
Gender: Female	23%	(258)	26%	(292)	16%	(182)	19%	(216)	17%	(194)	1141
Age: 18-29	27%	(102)	32%	(122)	17%	(63)	11%	(43)	14%	(53)	383
Age: 30-44	33%	(215)	26%	(172)	15%	(95)	12%	(80)	14%	(90)	652
Age: 45-54	18%	(67)	24%	(90)	17%	(65)	24%	(88)	17%	(63)	373
Age: 55-64	12%	(49)	27%	(108)	17%	(68)	23%	(93)	20%	(78)	395
Age: 65+	11%	(45)	23%	(92)	18%	(71)	28%	(110)	20%	(81)	398
PID: Dem (no lean)	23%	(179)	32%	(252)	13%	(103)	18%	(142)	14%	(115)	791
PID: Ind (no lean)	21%	(147)	23%	(161)	16%	(114)	20%	(140)	20%	(140)	703
PID: Rep (no lean)	21%	(151)	24%	(170)	21%	(145)	19%	(132)	15%	(109)	708
PID/Gender: Dem Men	23%	(84)	34%	(123)	13%	(48)	14%	(50)	15%	(56)	361
PID/Gender: Dem Women	22%	(96)	30%	(129)	13%	(55)	21%	(92)	14%	(59)	430
PID/Gender: Ind Men	18%	(63)	24%	(82)	16%	(57)	21%	(73)	20%	(70)	344
PID/Gender: Ind Women	24%	(85)	22%	(80)	16%	(57)	19%	(66)	20%	(70)	358
PID/Gender: Rep Men	21%	(73)	25%	(87)	21%	(76)	21%	(74)	12%	(44)	354
PID/Gender: Rep Women	22%	(78)	24%	(83)	20%	(69)	16%	(57)	19%	(65)	353
Tea Party: Supporter	31%	(186)	26%	(153)	17%	(100)	15%	(93)	11%	(67)	598
Tea Party: Not Supporter	18%	(288)	27%	(429)	16%	(262)	20%	(321)	19%	(297)	1596
Ideo: Liberal (1-3)	27%	(192)	34%	(239)	13%	(92)	14%	(100)	11%	(81)	704
Ideo: Moderate (4)	22%	(124)	25%	(141)	16%	(90)	21%	(118)	17%	(95)	569
Ideo: Conservative (5-7)	18%	(127)	24%	(171)	21%	(148)	22%	(159)	15%	(108)	714
Educ: < College	21%	(323)	26%	(407)	17%	(260)	20%	(314)	17%	(262)	1567
Educ: Bachelors degree	24%	(100)	27%	(112)	18%	(73)	17%	(70)	15%	(61)	416
Educ: Post-grad	25%	(55)	29%	(64)	14%	(30)	13%	(29)	18%	(40)	219
Income: Under 50k	21%	(271)	25%	(328)	15%	(202)	20%	(266)	18%	(239)	1307
Income: 50k-100k	23%	(149)	29%	(192)	17%	(113)	18%	(118)	13%	(88)	659
Income: 100k+	25%	(58)	27%	(64)	20%	(47)	13%	(30)	15%	(36)	235

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Table BRD10_4: How important are the following features of a virtual assistant?
Checking your calendar

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(478)	27%	(583)	16%	(362)	19%	(414)	17%	(363)	2201
Ethnicity: White	21%	(363)	25%	(445)	16%	(288)	20%	(357)	17%	(297)	1750
Ethnicity: Hispanic	33%	(110)	27%	(89)	17%	(56)	9%	(28)	14%	(46)	329
Ethnicity: Afr. Am.	30%	(81)	31%	(84)	13%	(35)	15%	(40)	10%	(28)	269
Ethnicity: Other	19%	(35)	29%	(54)	21%	(39)	9%	(16)	21%	(38)	182
Relig: Protestant	18%	(100)	28%	(155)	15%	(86)	23%	(125)	16%	(88)	554
Relig: Roman Catholic	27%	(138)	24%	(121)	19%	(94)	16%	(80)	14%	(72)	506
Relig: Ath./Agn./None	19%	(110)	25%	(140)	15%	(88)	19%	(110)	21%	(122)	571
Relig: Something Else	25%	(85)	30%	(103)	13%	(46)	16%	(54)	16%	(53)	340
Relig: Jewish	23%	(17)	32%	(22)	9%	(7)	15%	(10)	21%	(15)	71
Relig: Evangelical	24%	(152)	27%	(169)	18%	(117)	20%	(126)	11%	(71)	635
Relig: Non-Evang. Catholics	20%	(131)	26%	(171)	17%	(112)	18%	(120)	18%	(116)	651
Relig: All Christian	22%	(283)	26%	(341)	18%	(229)	19%	(246)	15%	(188)	1286
Relig: All Non-Christian	21%	(195)	27%	(243)	15%	(134)	18%	(164)	19%	(175)	911
Community: Urban	27%	(166)	27%	(169)	15%	(94)	16%	(99)	14%	(89)	617
Community: Suburban	19%	(192)	26%	(260)	19%	(189)	19%	(194)	18%	(178)	1013
Community: Rural	21%	(120)	27%	(154)	14%	(79)	21%	(121)	17%	(97)	571
Employ: Private Sector	25%	(175)	31%	(216)	16%	(115)	15%	(105)	13%	(92)	704
Employ: Government	28%	(39)	30%	(41)	14%	(20)	15%	(21)	12%	(17)	138
Employ: Self-Employed	25%	(45)	31%	(56)	16%	(29)	14%	(25)	13%	(23)	178
Employ: Homemaker	24%	(55)	21%	(49)	21%	(48)	14%	(31)	20%	(47)	230
Employ: Student	23%	(22)	30%	(28)	20%	(18)	14%	(13)	13%	(12)	93
Employ: Retired	11%	(55)	23%	(108)	18%	(85)	27%	(130)	21%	(98)	476
Employ: Unemployed	21%	(51)	21%	(51)	12%	(30)	26%	(65)	20%	(49)	245
Employ: Other	27%	(37)	26%	(35)	12%	(17)	17%	(23)	18%	(25)	137
Job Type: White-collar	23%	(186)	29%	(227)	17%	(134)	17%	(136)	14%	(110)	793
Job Type: Blue-collar	21%	(201)	27%	(260)	17%	(166)	20%	(191)	15%	(143)	960
Job Type: Don't Know	20%	(91)	21%	(96)	14%	(63)	20%	(88)	25%	(110)	448
Military HH: Yes	24%	(94)	25%	(99)	17%	(69)	18%	(72)	16%	(63)	397
Military HH: No	21%	(384)	27%	(484)	16%	(293)	19%	(342)	17%	(300)	1804

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Table BRD10_4: How important are the following features of a virtual assistant?

Checking your calendar

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(478)	27%	(583)	16%	(362)	19%	(414)	17%	(363)	2201
2016 Vote: Democrat Hillary Clinton	23%	(177)	29%	(228)	16%	(126)	17%	(130)	16%	(124)	785
2016 Vote: Republican Donald Trump	21%	(164)	24%	(188)	19%	(147)	22%	(169)	15%	(118)	786
2016 Vote: Someone else	21%	(35)	23%	(38)	16%	(25)	23%	(38)	17%	(27)	164
2012 Vote: Barack Obama	24%	(214)	29%	(260)	15%	(132)	18%	(164)	15%	(136)	906
2012 Vote: Mitt Romney	21%	(121)	24%	(140)	17%	(102)	22%	(131)	16%	(96)	590
2012 Vote: Other	11%	(9)	26%	(22)	17%	(14)	28%	(23)	18%	(15)	83
2012 Vote: Didn't Vote	21%	(133)	26%	(161)	18%	(115)	15%	(96)	19%	(117)	622
4-Region: Northeast	20%	(78)	28%	(114)	16%	(63)	20%	(81)	16%	(65)	402
4-Region: Midwest	20%	(96)	27%	(126)	17%	(79)	20%	(93)	17%	(80)	474
4-Region: South	23%	(187)	24%	(196)	18%	(144)	19%	(153)	17%	(135)	815
4-Region: West	23%	(116)	29%	(147)	15%	(76)	17%	(87)	16%	(84)	511

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

Table BRD10_5: How important are the following features of a virtual assistant?

Launching apps

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	18%	(391)	23%	(500)	20%	(435)	23%	(499)	17%	(376)	2201
Gender: Male	19%	(204)	22%	(235)	20%	(212)	22%	(236)	16%	(173)	1060
Gender: Female	16%	(187)	23%	(264)	20%	(223)	23%	(263)	18%	(203)	1141
Age: 18-29	25%	(98)	24%	(94)	21%	(79)	16%	(63)	13%	(50)	383
Age: 30-44	30%	(193)	25%	(160)	17%	(112)	15%	(100)	13%	(87)	652
Age: 45-54	12%	(44)	24%	(89)	21%	(79)	25%	(94)	18%	(66)	373
Age: 55-64	8%	(34)	21%	(81)	22%	(87)	28%	(110)	21%	(83)	395
Age: 65+	6%	(22)	19%	(75)	20%	(78)	33%	(132)	23%	(90)	398
PID: Dem (no lean)	17%	(137)	26%	(209)	21%	(168)	19%	(154)	16%	(123)	791
PID: Ind (no lean)	18%	(123)	20%	(141)	17%	(117)	25%	(177)	21%	(144)	703
PID: Rep (no lean)	18%	(130)	21%	(150)	21%	(150)	24%	(169)	15%	(109)	708
PID/Gender: Dem Men	18%	(65)	27%	(98)	21%	(77)	17%	(62)	16%	(58)	361
PID/Gender: Dem Women	17%	(72)	26%	(111)	21%	(91)	21%	(92)	15%	(65)	430
PID/Gender: Ind Men	20%	(67)	18%	(63)	16%	(56)	25%	(87)	21%	(71)	344
PID/Gender: Ind Women	16%	(56)	22%	(78)	17%	(62)	25%	(89)	20%	(73)	358
PID/Gender: Rep Men	20%	(71)	21%	(74)	22%	(79)	24%	(86)	12%	(44)	354
PID/Gender: Rep Women	17%	(59)	21%	(76)	20%	(71)	23%	(82)	19%	(66)	353
Tea Party: Supporter	27%	(163)	28%	(166)	17%	(102)	17%	(101)	11%	(66)	598
Tea Party: Not Supporter	14%	(226)	21%	(331)	21%	(330)	25%	(398)	19%	(310)	1596
Ideo: Liberal (1-3)	22%	(156)	29%	(206)	19%	(133)	18%	(128)	12%	(82)	704
Ideo: Moderate (4)	17%	(98)	22%	(124)	20%	(111)	23%	(132)	18%	(104)	569
Ideo: Conservative (5-7)	15%	(109)	20%	(143)	22%	(159)	27%	(192)	16%	(112)	714
Educ: < College	17%	(268)	22%	(343)	19%	(303)	24%	(375)	18%	(278)	1567
Educ: Bachelors degree	21%	(87)	23%	(96)	21%	(87)	20%	(85)	14%	(60)	416
Educ: Post-grad	16%	(35)	28%	(60)	21%	(45)	18%	(40)	18%	(38)	219
Income: Under 50k	17%	(227)	22%	(291)	18%	(238)	23%	(303)	19%	(249)	1307
Income: 50k-100k	17%	(114)	24%	(161)	21%	(136)	24%	(156)	14%	(92)	659
Income: 100k+	21%	(49)	20%	(48)	26%	(61)	18%	(41)	15%	(36)	235

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Table BRD10_5: How important are the following features of a virtual assistant?
Launching apps

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	18%	(391)	23%	(500)	20%	(435)	23%	(499)	17%	(376)	2201
Ethnicity: White	16%	(280)	22%	(391)	19%	(336)	25%	(433)	18%	(309)	1750
Ethnicity: Hispanic	28%	(94)	21%	(69)	25%	(82)	13%	(42)	13%	(43)	329
Ethnicity: Afr. Am.	29%	(78)	26%	(69)	18%	(49)	17%	(45)	10%	(28)	269
Ethnicity: Other	18%	(32)	22%	(40)	28%	(50)	12%	(21)	21%	(39)	182
Relig: Protestant	17%	(92)	23%	(128)	16%	(88)	27%	(149)	18%	(97)	554
Relig: Roman Catholic	18%	(93)	24%	(121)	23%	(116)	20%	(101)	15%	(74)	506
Relig: Ath./Agn./None	14%	(79)	22%	(125)	21%	(118)	23%	(130)	21%	(119)	571
Relig: Something Else	21%	(71)	23%	(79)	20%	(69)	20%	(68)	15%	(53)	340
Relig: Jewish	21%	(15)	21%	(15)	17%	(12)	21%	(15)	19%	(13)	71
Relig: Evangelical	23%	(148)	25%	(159)	17%	(106)	22%	(140)	13%	(82)	635
Relig: Non-Evang. Catholics	14%	(92)	21%	(137)	22%	(141)	24%	(158)	19%	(123)	651
Relig: All Christian	19%	(241)	23%	(296)	19%	(247)	23%	(298)	16%	(204)	1286
Relig: All Non-Christian	16%	(150)	22%	(204)	21%	(187)	22%	(199)	19%	(171)	911
Community: Urban	23%	(144)	24%	(147)	19%	(119)	19%	(120)	14%	(88)	617
Community: Suburban	15%	(156)	21%	(213)	22%	(219)	24%	(238)	18%	(186)	1013
Community: Rural	16%	(91)	24%	(139)	17%	(97)	25%	(141)	18%	(103)	571
Employ: Private Sector	22%	(155)	26%	(186)	19%	(135)	20%	(138)	13%	(90)	704
Employ: Government	25%	(35)	21%	(29)	26%	(36)	18%	(24)	11%	(15)	138
Employ: Self-Employed	22%	(39)	30%	(53)	20%	(36)	15%	(27)	14%	(25)	178
Employ: Homemaker	18%	(41)	18%	(42)	22%	(51)	20%	(46)	21%	(49)	230
Employ: Student	27%	(25)	23%	(21)	23%	(21)	15%	(14)	13%	(12)	93
Employ: Retired	6%	(28)	19%	(91)	20%	(93)	32%	(153)	23%	(111)	476
Employ: Unemployed	18%	(43)	22%	(54)	16%	(39)	25%	(62)	19%	(48)	245
Employ: Other	19%	(26)	18%	(24)	18%	(25)	25%	(35)	20%	(27)	137
Job Type: White-collar	17%	(138)	26%	(202)	21%	(170)	21%	(170)	14%	(113)	793
Job Type: Blue-collar	18%	(175)	22%	(209)	20%	(189)	24%	(231)	16%	(156)	960
Job Type: Don't Know	17%	(78)	20%	(88)	17%	(76)	22%	(98)	24%	(107)	448
Military HH: Yes	20%	(79)	22%	(86)	17%	(66)	25%	(98)	17%	(68)	397
Military HH: No	17%	(311)	23%	(413)	20%	(369)	22%	(402)	17%	(308)	1804

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Table BRD10_5: How important are the following features of a virtual assistant?
Launching apps

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	18%	(391)	23%	(500)	20%	(435)	23%	(499)	17%	(376)	2201
2016 Vote: Democrat Hillary Clinton	16%	(127)	25%	(199)	22%	(171)	20%	(159)	17%	(130)	785
2016 Vote: Republican Donald Trump	18%	(142)	20%	(157)	19%	(153)	26%	(204)	17%	(130)	786
2016 Vote: Someone else	16%	(26)	19%	(31)	21%	(35)	27%	(45)	17%	(27)	164
2012 Vote: Barack Obama	19%	(171)	26%	(231)	19%	(168)	21%	(193)	16%	(142)	906
2012 Vote: Mitt Romney	15%	(88)	19%	(112)	21%	(125)	27%	(161)	17%	(103)	590
2012 Vote: Other	11%	(9)	17%	(14)	19%	(15)	34%	(28)	20%	(17)	83
2012 Vote: Didn't Vote	20%	(122)	23%	(142)	20%	(126)	19%	(117)	18%	(115)	622
4-Region: Northeast	16%	(64)	24%	(97)	22%	(89)	22%	(89)	16%	(63)	402
4-Region: Midwest	17%	(79)	24%	(115)	18%	(84)	23%	(110)	18%	(85)	474
4-Region: South	20%	(162)	20%	(165)	20%	(164)	22%	(180)	18%	(143)	815
4-Region: West	17%	(86)	24%	(122)	19%	(98)	23%	(119)	17%	(85)	511

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

Table BRD10_6: How important are the following features of a virtual assistant?
Searching through your files

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	17%	(363)	25%	(560)	18%	(402)	23%	(496)	17%	(380)	2201
Gender: Male	17%	(182)	27%	(290)	17%	(179)	22%	(233)	17%	(175)	1060
Gender: Female	16%	(182)	24%	(270)	19%	(223)	23%	(263)	18%	(205)	1141
Age: 18-29	23%	(86)	28%	(107)	18%	(69)	17%	(65)	15%	(57)	383
Age: 30-44	28%	(181)	27%	(177)	16%	(103)	15%	(97)	14%	(94)	652
Age: 45-54	12%	(43)	25%	(95)	21%	(77)	25%	(95)	17%	(63)	373
Age: 55-64	8%	(33)	25%	(100)	19%	(74)	27%	(106)	21%	(82)	395
Age: 65+	5%	(20)	20%	(81)	20%	(79)	33%	(133)	21%	(85)	398
PID: Dem (no lean)	18%	(139)	28%	(222)	18%	(146)	20%	(159)	16%	(125)	791
PID: Ind (no lean)	15%	(107)	22%	(154)	17%	(116)	25%	(177)	21%	(149)	703
PID: Rep (no lean)	17%	(118)	26%	(183)	20%	(140)	23%	(160)	15%	(106)	708
PID/Gender: Dem Men	20%	(71)	31%	(111)	17%	(60)	17%	(61)	16%	(59)	361
PID/Gender: Dem Women	16%	(68)	26%	(111)	20%	(86)	23%	(98)	16%	(67)	430
PID/Gender: Ind Men	16%	(54)	22%	(77)	14%	(48)	27%	(91)	22%	(74)	344
PID/Gender: Ind Women	15%	(53)	22%	(77)	19%	(68)	24%	(85)	21%	(74)	358
PID/Gender: Rep Men	16%	(57)	29%	(102)	20%	(72)	23%	(81)	12%	(42)	354
PID/Gender: Rep Women	17%	(60)	23%	(81)	19%	(69)	22%	(79)	18%	(64)	353
Tea Party: Supporter	25%	(148)	30%	(181)	17%	(101)	17%	(101)	11%	(67)	598
Tea Party: Not Supporter	13%	(211)	24%	(378)	19%	(299)	25%	(394)	20%	(313)	1596
Ideo: Liberal (1-3)	20%	(141)	31%	(216)	17%	(117)	19%	(137)	13%	(94)	704
Ideo: Moderate (4)	16%	(94)	25%	(141)	18%	(102)	22%	(128)	18%	(105)	569
Ideo: Conservative (5-7)	14%	(100)	24%	(174)	21%	(148)	26%	(187)	15%	(104)	714
Educ: < College	16%	(249)	25%	(395)	18%	(281)	23%	(357)	18%	(284)	1567
Educ: Bachelors degree	18%	(76)	27%	(112)	18%	(76)	23%	(94)	14%	(59)	416
Educ: Post-grad	17%	(38)	24%	(53)	21%	(45)	21%	(45)	17%	(38)	219
Income: Under 50k	16%	(210)	25%	(331)	17%	(216)	23%	(298)	19%	(252)	1307
Income: 50k-100k	17%	(112)	26%	(169)	20%	(129)	24%	(159)	14%	(89)	659
Income: 100k+	18%	(41)	25%	(59)	24%	(57)	16%	(39)	17%	(39)	235

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Table BRD10_6: How important are the following features of a virtual assistant?
Searching through your files

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	17%	(363)	25%	(560)	18%	(402)	23%	(496)	17%	(380)	2201
Ethnicity: White	15%	(264)	24%	(428)	18%	(317)	25%	(432)	18%	(310)	1750
Ethnicity: Hispanic	28%	(92)	30%	(100)	18%	(59)	10%	(35)	13%	(44)	329
Ethnicity: Afr. Am.	27%	(72)	30%	(80)	17%	(45)	16%	(42)	11%	(29)	269
Ethnicity: Other	15%	(27)	28%	(52)	22%	(40)	12%	(23)	22%	(41)	182
Relig: Protestant	12%	(68)	27%	(149)	18%	(97)	26%	(147)	17%	(93)	554
Relig: Roman Catholic	21%	(105)	27%	(135)	19%	(98)	18%	(93)	15%	(75)	506
Relig: Ath./Agn./None	15%	(86)	22%	(127)	18%	(103)	22%	(127)	23%	(129)	571
Relig: Something Else	21%	(71)	25%	(84)	17%	(57)	22%	(75)	16%	(53)	340
Relig: Jewish	13%	(9)	34%	(24)	14%	(10)	19%	(13)	21%	(15)	71
Relig: Evangelical	18%	(113)	29%	(183)	19%	(118)	23%	(147)	12%	(74)	635
Relig: Non-Evang. Catholics	14%	(93)	25%	(166)	19%	(124)	22%	(144)	19%	(124)	651
Relig: All Christian	16%	(206)	27%	(348)	19%	(242)	23%	(292)	15%	(198)	1286
Relig: All Non-Christian	17%	(157)	23%	(211)	17%	(159)	22%	(202)	20%	(182)	911
Community: Urban	23%	(144)	25%	(153)	17%	(106)	19%	(120)	15%	(94)	617
Community: Suburban	14%	(146)	24%	(242)	20%	(202)	23%	(238)	18%	(186)	1013
Community: Rural	13%	(74)	29%	(165)	16%	(94)	24%	(139)	18%	(100)	571
Employ: Private Sector	20%	(143)	28%	(195)	19%	(131)	20%	(143)	13%	(93)	704
Employ: Government	23%	(32)	22%	(31)	24%	(33)	20%	(27)	10%	(14)	138
Employ: Self-Employed	16%	(29)	40%	(71)	14%	(25)	17%	(30)	13%	(23)	178
Employ: Homemaker	23%	(52)	18%	(41)	21%	(47)	18%	(40)	21%	(49)	230
Employ: Student	22%	(21)	23%	(21)	24%	(22)	15%	(14)	16%	(15)	93
Employ: Retired	6%	(27)	22%	(103)	18%	(87)	32%	(155)	22%	(104)	476
Employ: Unemployed	15%	(37)	25%	(61)	15%	(36)	24%	(59)	21%	(52)	245
Employ: Other	16%	(22)	27%	(37)	14%	(20)	20%	(27)	23%	(31)	137
Job Type: White-collar	17%	(133)	26%	(208)	20%	(160)	22%	(176)	15%	(116)	793
Job Type: Blue-collar	17%	(163)	26%	(254)	18%	(171)	23%	(222)	16%	(150)	960
Job Type: Don't Know	15%	(67)	22%	(98)	16%	(70)	22%	(98)	25%	(114)	448
Military HH: Yes	19%	(75)	24%	(95)	20%	(78)	22%	(88)	16%	(63)	397
Military HH: No	16%	(289)	26%	(465)	18%	(324)	23%	(408)	18%	(317)	1804

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Table BRD10_6: How important are the following features of a virtual assistant?
Searching through your files

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	17%	(363)	25%	(560)	18%	(402)	23%	(496)	17%	(380)	2201
2016 Vote: Democrat Hillary Clinton	17%	(132)	27%	(211)	18%	(144)	21%	(165)	17%	(132)	785
2016 Vote: Republican Donald Trump	16%	(126)	24%	(190)	19%	(151)	25%	(200)	15%	(118)	786
2016 Vote: Someone else	12%	(19)	19%	(31)	23%	(38)	27%	(44)	19%	(31)	164
2012 Vote: Barack Obama	18%	(159)	26%	(237)	19%	(175)	21%	(194)	16%	(141)	906
2012 Vote: Mitt Romney	15%	(88)	25%	(148)	17%	(102)	26%	(155)	17%	(97)	590
2012 Vote: Other	8%	(7)	16%	(13)	22%	(18)	35%	(29)	20%	(16)	83
2012 Vote: Didn't Vote	18%	(110)	26%	(162)	17%	(107)	19%	(118)	20%	(125)	622
4-Region: Northeast	16%	(65)	27%	(107)	18%	(73)	22%	(89)	17%	(68)	402
4-Region: Midwest	17%	(80)	25%	(118)	18%	(88)	23%	(107)	17%	(81)	474
4-Region: South	17%	(142)	23%	(187)	19%	(157)	22%	(180)	18%	(148)	815
4-Region: West	15%	(76)	29%	(147)	17%	(85)	24%	(120)	16%	(84)	511

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

Table BRD10_7: How important are the following features of a virtual assistant?

Browsing the internet

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	26%	(580)	24%	(533)	16%	(342)	18%	(392)	16%	(354)	2201
Gender: Male	27%	(284)	25%	(265)	16%	(168)	17%	(178)	15%	(164)	1060
Gender: Female	26%	(296)	23%	(268)	15%	(173)	19%	(214)	17%	(190)	1141
Age: 18-29	32%	(123)	27%	(103)	16%	(62)	12%	(46)	13%	(49)	383
Age: 30-44	39%	(257)	20%	(130)	15%	(97)	12%	(78)	14%	(90)	652
Age: 45-54	18%	(68)	27%	(101)	17%	(64)	21%	(78)	17%	(63)	373
Age: 55-64	18%	(71)	27%	(107)	15%	(58)	21%	(83)	19%	(76)	395
Age: 65+	16%	(62)	23%	(92)	15%	(61)	27%	(107)	19%	(76)	398
PID: Dem (no lean)	27%	(216)	26%	(208)	15%	(122)	16%	(130)	14%	(114)	791
PID: Ind (no lean)	23%	(158)	23%	(162)	15%	(105)	21%	(145)	19%	(131)	703
PID: Rep (no lean)	29%	(206)	23%	(162)	16%	(114)	17%	(117)	15%	(109)	708
PID/Gender: Dem Men	29%	(105)	27%	(99)	16%	(56)	13%	(48)	14%	(52)	361
PID/Gender: Dem Women	26%	(111)	25%	(110)	15%	(66)	19%	(82)	14%	(62)	430
PID/Gender: Ind Men	21%	(72)	24%	(84)	16%	(54)	20%	(70)	19%	(65)	344
PID/Gender: Ind Women	24%	(86)	22%	(78)	14%	(52)	21%	(76)	18%	(66)	358
PID/Gender: Rep Men	30%	(107)	23%	(83)	16%	(58)	17%	(60)	13%	(47)	354
PID/Gender: Rep Women	28%	(99)	23%	(80)	16%	(56)	16%	(57)	18%	(62)	353
Tea Party: Supporter	35%	(208)	25%	(152)	15%	(90)	13%	(79)	12%	(69)	598
Tea Party: Not Supporter	23%	(368)	24%	(378)	16%	(251)	20%	(314)	18%	(285)	1596
Ideo: Liberal (1-3)	31%	(216)	28%	(198)	16%	(115)	13%	(95)	11%	(80)	704
Ideo: Moderate (4)	25%	(144)	23%	(133)	15%	(86)	19%	(110)	17%	(95)	569
Ideo: Conservative (5-7)	24%	(172)	24%	(169)	17%	(120)	21%	(149)	15%	(105)	714
Educ: < College	26%	(412)	23%	(361)	16%	(247)	18%	(284)	17%	(262)	1567
Educ: Bachelors degree	27%	(111)	27%	(111)	15%	(62)	18%	(76)	13%	(56)	416
Educ: Post-grad	26%	(57)	28%	(61)	15%	(32)	15%	(32)	17%	(37)	219
Income: Under 50k	27%	(348)	23%	(305)	15%	(191)	17%	(228)	18%	(234)	1307
Income: 50k-100k	26%	(171)	26%	(169)	16%	(103)	20%	(130)	13%	(85)	659
Income: 100k+	26%	(60)	25%	(59)	20%	(47)	14%	(34)	15%	(35)	235

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Table BRD10_7: How important are the following features of a virtual assistant?
Browsing the internet

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	26%	(580)	24%	(533)	16%	(342)	18%	(392)	16%	(354)	2201
Ethnicity: White	24%	(423)	25%	(429)	15%	(269)	19%	(341)	16%	(289)	1750
Ethnicity: Hispanic	35%	(114)	22%	(74)	21%	(68)	8%	(26)	15%	(48)	329
Ethnicity: Afr. Am.	45%	(121)	23%	(61)	11%	(29)	11%	(31)	10%	(27)	269
Ethnicity: Other	20%	(37)	23%	(43)	24%	(44)	11%	(20)	21%	(39)	182
Relig: Protestant	27%	(151)	23%	(127)	12%	(68)	22%	(120)	16%	(89)	554
Relig: Roman Catholic	28%	(141)	27%	(137)	16%	(83)	14%	(73)	14%	(72)	506
Relig: Ath./Agn./None	22%	(123)	23%	(132)	17%	(97)	19%	(106)	20%	(113)	571
Relig: Something Else	25%	(85)	24%	(80)	19%	(64)	17%	(59)	15%	(52)	340
Relig: Jewish	23%	(16)	29%	(21)	12%	(9)	14%	(10)	21%	(15)	71
Relig: Evangelical	35%	(221)	24%	(150)	13%	(84)	17%	(106)	12%	(74)	635
Relig: Non-Evang. Catholics	23%	(150)	26%	(170)	15%	(97)	18%	(119)	18%	(115)	651
Relig: All Christian	29%	(371)	25%	(320)	14%	(180)	17%	(224)	15%	(189)	1286
Relig: All Non-Christian	23%	(207)	23%	(212)	18%	(161)	18%	(166)	18%	(164)	911
Community: Urban	33%	(206)	24%	(147)	15%	(93)	14%	(87)	14%	(84)	617
Community: Suburban	23%	(230)	24%	(240)	17%	(176)	19%	(193)	17%	(173)	1013
Community: Rural	25%	(144)	26%	(147)	13%	(72)	20%	(112)	17%	(97)	571
Employ: Private Sector	30%	(213)	27%	(189)	15%	(106)	15%	(104)	13%	(92)	704
Employ: Government	38%	(52)	20%	(27)	15%	(20)	16%	(23)	11%	(16)	138
Employ: Self-Employed	31%	(55)	27%	(49)	16%	(28)	13%	(24)	13%	(23)	178
Employ: Homemaker	27%	(61)	20%	(46)	17%	(40)	15%	(33)	21%	(49)	230
Employ: Student	22%	(21)	31%	(29)	21%	(20)	12%	(11)	13%	(12)	93
Employ: Retired	16%	(74)	23%	(110)	15%	(72)	26%	(125)	20%	(95)	476
Employ: Unemployed	24%	(59)	24%	(58)	13%	(32)	22%	(53)	18%	(43)	245
Employ: Other	33%	(45)	18%	(25)	17%	(23)	14%	(19)	18%	(24)	137
Job Type: White-collar	27%	(213)	24%	(194)	17%	(136)	18%	(141)	14%	(109)	793
Job Type: Blue-collar	27%	(261)	25%	(238)	15%	(144)	18%	(175)	15%	(143)	960
Job Type: Don't Know	24%	(107)	23%	(101)	14%	(62)	17%	(76)	23%	(102)	448
Military HH: Yes	27%	(107)	20%	(81)	18%	(72)	18%	(72)	17%	(66)	397
Military HH: No	26%	(473)	25%	(452)	15%	(270)	18%	(320)	16%	(288)	1804

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Table BRD10_7: How important are the following features of a virtual assistant?
Browsing the internet

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	26%	(580)	24%	(533)	16%	(342)	18%	(392)	16%	(354)	2201
2016 Vote: Democrat Hillary Clinton	27%	(215)	26%	(201)	16%	(124)	16%	(122)	16%	(123)	785
2016 Vote: Republican Donald Trump	28%	(218)	22%	(175)	16%	(126)	20%	(154)	15%	(114)	786
2016 Vote: Someone else	17%	(27)	22%	(36)	20%	(32)	24%	(40)	17%	(28)	164
2012 Vote: Barack Obama	29%	(259)	25%	(222)	15%	(140)	17%	(154)	14%	(131)	906
2012 Vote: Mitt Romney	24%	(140)	22%	(131)	16%	(95)	21%	(127)	16%	(96)	590
2012 Vote: Other	18%	(15)	20%	(16)	18%	(15)	27%	(22)	18%	(15)	83
2012 Vote: Didn't Vote	27%	(166)	26%	(163)	15%	(92)	14%	(89)	18%	(112)	622
4-Region: Northeast	22%	(89)	28%	(111)	18%	(74)	16%	(64)	16%	(64)	402
4-Region: Midwest	27%	(128)	26%	(123)	14%	(66)	16%	(75)	17%	(82)	474
4-Region: South	29%	(237)	21%	(175)	16%	(128)	18%	(143)	16%	(132)	815
4-Region: West	25%	(126)	24%	(124)	15%	(74)	22%	(111)	15%	(76)	511

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

Table BRD10_8: *How important are the following features of a virtual assistant?*

Setting alarms

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	24%	(537)	25%	(559)	15%	(323)	19%	(419)	16%	(363)	2201
Gender: Male	24%	(254)	26%	(271)	15%	(163)	19%	(202)	16%	(170)	1060
Gender: Female	25%	(283)	25%	(289)	14%	(159)	19%	(217)	17%	(193)	1141
Age: 18-29	32%	(124)	29%	(112)	13%	(49)	12%	(48)	13%	(50)	383
Age: 30-44	36%	(232)	27%	(175)	13%	(83)	12%	(77)	13%	(84)	652
Age: 45-54	19%	(71)	25%	(93)	16%	(59)	24%	(89)	16%	(61)	373
Age: 55-64	17%	(69)	23%	(92)	15%	(61)	24%	(96)	20%	(78)	395
Age: 65+	10%	(42)	22%	(87)	18%	(71)	27%	(109)	22%	(89)	398
PID: Dem (no lean)	26%	(203)	29%	(228)	14%	(113)	17%	(135)	14%	(112)	791
PID: Ind (no lean)	25%	(174)	22%	(155)	12%	(84)	22%	(152)	19%	(136)	703
PID: Rep (no lean)	23%	(160)	25%	(176)	18%	(125)	19%	(131)	16%	(115)	708
PID/Gender: Dem Men	26%	(95)	30%	(107)	14%	(52)	15%	(53)	15%	(53)	361
PID/Gender: Dem Women	25%	(108)	28%	(121)	14%	(62)	19%	(82)	14%	(58)	430
PID/Gender: Ind Men	23%	(79)	23%	(78)	12%	(41)	22%	(76)	20%	(70)	344
PID/Gender: Ind Women	27%	(95)	22%	(77)	12%	(43)	21%	(76)	19%	(67)	358
PID/Gender: Rep Men	22%	(80)	24%	(85)	20%	(70)	20%	(72)	13%	(47)	354
PID/Gender: Rep Women	23%	(81)	26%	(91)	15%	(55)	17%	(59)	19%	(68)	353
Tea Party: Supporter	33%	(199)	27%	(159)	15%	(92)	14%	(85)	11%	(64)	598
Tea Party: Not Supporter	21%	(333)	25%	(399)	14%	(231)	21%	(334)	19%	(299)	1596
Ideo: Liberal (1-3)	31%	(216)	32%	(223)	13%	(91)	13%	(94)	11%	(80)	704
Ideo: Moderate (4)	25%	(141)	22%	(126)	14%	(82)	21%	(122)	17%	(99)	569
Ideo: Conservative (5-7)	20%	(140)	24%	(174)	18%	(128)	23%	(162)	15%	(109)	714
Educ: < College	24%	(373)	24%	(380)	15%	(234)	20%	(309)	17%	(271)	1567
Educ: Bachelors degree	26%	(109)	29%	(119)	15%	(61)	18%	(73)	13%	(54)	416
Educ: Post-grad	25%	(55)	28%	(61)	13%	(28)	16%	(36)	18%	(38)	219
Income: Under 50k	24%	(314)	24%	(309)	14%	(178)	20%	(267)	18%	(238)	1307
Income: 50k-100k	25%	(162)	28%	(182)	16%	(106)	18%	(118)	14%	(91)	659
Income: 100k+	26%	(61)	29%	(68)	16%	(38)	14%	(33)	15%	(34)	235

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Table BRD10_8: How important are the following features of a virtual assistant?

Setting alarms

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	24%	(537)	25%	(559)	15%	(323)	19%	(419)	16%	(363)	2201
Ethnicity: White	23%	(399)	25%	(435)	15%	(258)	20%	(356)	17%	(301)	1750
Ethnicity: Hispanic	37%	(121)	28%	(93)	15%	(48)	8%	(26)	13%	(42)	329
Ethnicity: Afr. Am.	36%	(96)	26%	(69)	11%	(29)	18%	(49)	10%	(26)	269
Ethnicity: Other	23%	(42)	30%	(55)	20%	(36)	7%	(14)	20%	(36)	182
Relig: Protestant	21%	(115)	27%	(150)	14%	(76)	22%	(120)	17%	(93)	554
Relig: Roman Catholic	25%	(127)	27%	(134)	17%	(86)	17%	(88)	14%	(70)	506
Relig: Ath./Agn./None	23%	(130)	21%	(120)	15%	(88)	20%	(114)	21%	(119)	571
Relig: Something Else	28%	(96)	30%	(103)	11%	(37)	16%	(55)	15%	(49)	340
Relig: Jewish	27%	(19)	30%	(21)	5%	(4)	16%	(11)	22%	(16)	71
Relig: Evangelical	29%	(184)	26%	(162)	14%	(91)	19%	(120)	12%	(77)	635
Relig: Non-Evang. Catholics	20%	(128)	26%	(172)	16%	(107)	19%	(127)	18%	(117)	651
Relig: All Christian	24%	(312)	26%	(335)	15%	(198)	19%	(247)	15%	(194)	1286
Relig: All Non-Christian	25%	(226)	24%	(223)	14%	(125)	19%	(169)	18%	(168)	911
Community: Urban	28%	(176)	29%	(179)	12%	(76)	16%	(101)	14%	(86)	617
Community: Suburban	23%	(232)	23%	(236)	16%	(164)	20%	(199)	18%	(182)	1013
Community: Rural	23%	(130)	25%	(145)	15%	(83)	21%	(118)	17%	(95)	571
Employ: Private Sector	29%	(207)	29%	(202)	14%	(98)	15%	(105)	13%	(92)	704
Employ: Government	33%	(46)	28%	(39)	14%	(19)	14%	(20)	11%	(15)	138
Employ: Self-Employed	29%	(52)	29%	(52)	14%	(26)	15%	(26)	13%	(24)	178
Employ: Homemaker	22%	(51)	24%	(55)	16%	(37)	18%	(42)	19%	(44)	230
Employ: Student	29%	(27)	22%	(20)	22%	(20)	13%	(12)	14%	(13)	93
Employ: Retired	13%	(60)	21%	(102)	16%	(76)	28%	(133)	22%	(105)	476
Employ: Unemployed	23%	(57)	22%	(55)	12%	(29)	24%	(58)	19%	(47)	245
Employ: Other	27%	(37)	25%	(35)	13%	(18)	17%	(23)	18%	(24)	137
Job Type: White-collar	27%	(217)	27%	(215)	15%	(120)	17%	(131)	14%	(109)	793
Job Type: Blue-collar	24%	(233)	25%	(244)	15%	(142)	20%	(190)	16%	(150)	960
Job Type: Don't Know	19%	(87)	22%	(99)	14%	(61)	22%	(97)	23%	(104)	448
Military HH: Yes	26%	(104)	24%	(97)	15%	(58)	20%	(81)	15%	(58)	397
Military HH: No	24%	(433)	26%	(463)	15%	(265)	19%	(338)	17%	(305)	1804

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Table BRD10_8: How important are the following features of a virtual assistant?

Setting alarms

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	24%	(537)	25%	(559)	15%	(323)	19%	(419)	16%	(363)	2201
2016 Vote: Democrat Hillary Clinton	24%	(191)	28%	(222)	14%	(112)	18%	(141)	15%	(119)	785
2016 Vote: Republican Donald Trump	23%	(179)	24%	(187)	16%	(129)	21%	(164)	16%	(127)	786
2016 Vote: Someone else	27%	(45)	21%	(35)	14%	(22)	22%	(35)	16%	(27)	164
2012 Vote: Barack Obama	26%	(234)	27%	(243)	14%	(131)	19%	(168)	14%	(130)	906
2012 Vote: Mitt Romney	21%	(122)	25%	(146)	16%	(94)	21%	(125)	17%	(102)	590
2012 Vote: Other	18%	(15)	18%	(15)	19%	(16)	24%	(20)	20%	(17)	83
2012 Vote: Didn't Vote	27%	(166)	25%	(155)	13%	(81)	17%	(105)	18%	(114)	622
4-Region: Northeast	21%	(84)	28%	(113)	16%	(66)	19%	(77)	15%	(62)	402
4-Region: Midwest	24%	(112)	24%	(116)	15%	(69)	20%	(93)	18%	(84)	474
4-Region: South	25%	(204)	25%	(204)	13%	(110)	20%	(161)	17%	(136)	815
4-Region: West	27%	(138)	25%	(127)	15%	(78)	17%	(88)	16%	(81)	511

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

Table BRD10_9: How important are the following features of a virtual assistant?

Recognizing music

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	18%	(405)	22%	(495)	19%	(416)	23%	(509)	17%	(376)	2201
Gender: Male	19%	(206)	24%	(256)	19%	(201)	21%	(225)	16%	(172)	1060
Gender: Female	17%	(199)	21%	(239)	19%	(215)	25%	(284)	18%	(204)	1141
Age: 18-29	28%	(107)	23%	(90)	21%	(82)	13%	(51)	14%	(53)	383
Age: 30-44	30%	(196)	25%	(161)	17%	(109)	14%	(94)	14%	(92)	652
Age: 45-54	13%	(50)	26%	(97)	18%	(67)	26%	(96)	17%	(64)	373
Age: 55-64	7%	(28)	24%	(95)	18%	(70)	31%	(124)	20%	(77)	395
Age: 65+	6%	(25)	13%	(52)	22%	(88)	36%	(144)	22%	(89)	398
PID: Dem (no lean)	19%	(153)	26%	(205)	20%	(159)	20%	(155)	15%	(118)	791
PID: Ind (no lean)	17%	(119)	18%	(125)	18%	(125)	27%	(190)	20%	(143)	703
PID: Rep (no lean)	19%	(133)	23%	(164)	19%	(132)	23%	(163)	16%	(115)	708
PID/Gender: Dem Men	23%	(81)	28%	(102)	18%	(64)	16%	(57)	16%	(57)	361
PID/Gender: Dem Women	17%	(72)	24%	(103)	22%	(96)	23%	(98)	14%	(61)	430
PID/Gender: Ind Men	15%	(52)	22%	(76)	19%	(67)	23%	(81)	20%	(69)	344
PID/Gender: Ind Women	19%	(67)	14%	(49)	16%	(58)	31%	(110)	21%	(74)	358
PID/Gender: Rep Men	21%	(73)	22%	(78)	20%	(70)	25%	(87)	13%	(46)	354
PID/Gender: Rep Women	17%	(60)	25%	(87)	17%	(61)	22%	(76)	20%	(69)	353
Tea Party: Supporter	27%	(163)	26%	(154)	17%	(102)	18%	(105)	12%	(74)	598
Tea Party: Not Supporter	15%	(238)	21%	(339)	20%	(312)	25%	(404)	19%	(302)	1596
Ideo: Liberal (1-3)	25%	(177)	27%	(192)	20%	(139)	16%	(111)	12%	(86)	704
Ideo: Moderate (4)	17%	(96)	21%	(118)	18%	(102)	26%	(148)	18%	(104)	569
Ideo: Conservative (5-7)	15%	(104)	22%	(158)	20%	(140)	28%	(202)	15%	(110)	714
Educ: < College	18%	(275)	22%	(350)	19%	(299)	23%	(362)	18%	(280)	1567
Educ: Bachelors degree	20%	(83)	23%	(97)	19%	(80)	23%	(97)	14%	(58)	416
Educ: Post-grad	21%	(47)	22%	(48)	17%	(37)	23%	(49)	17%	(38)	219
Income: Under 50k	17%	(224)	23%	(296)	18%	(231)	24%	(309)	19%	(248)	1307
Income: 50k-100k	21%	(136)	22%	(146)	20%	(132)	23%	(150)	14%	(95)	659
Income: 100k+	19%	(45)	23%	(53)	23%	(53)	21%	(50)	15%	(34)	235

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Table BRD10_9: How important are the following features of a virtual assistant?

Recognizing music

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	18%	(405)	22%	(495)	19%	(416)	23%	(509)	17%	(376)	2201
Ethnicity: White	17%	(295)	22%	(384)	19%	(325)	25%	(440)	18%	(306)	1750
Ethnicity: Hispanic	30%	(100)	26%	(87)	17%	(57)	11%	(35)	15%	(50)	329
Ethnicity: Afr. Am.	26%	(70)	25%	(68)	19%	(52)	18%	(47)	11%	(31)	269
Ethnicity: Other	22%	(40)	24%	(43)	21%	(39)	12%	(21)	21%	(39)	182
Relig: Protestant	14%	(80)	23%	(125)	20%	(109)	27%	(147)	17%	(93)	554
Relig: Roman Catholic	21%	(109)	23%	(119)	21%	(104)	19%	(97)	15%	(77)	506
Relig: Ath./Agn./None	18%	(102)	21%	(120)	18%	(103)	22%	(124)	21%	(120)	571
Relig: Something Else	20%	(67)	23%	(78)	19%	(64)	24%	(80)	15%	(51)	340
Relig: Jewish	13%	(9)	22%	(16)	17%	(12)	29%	(20)	19%	(13)	71
Relig: Evangelical	20%	(127)	25%	(160)	17%	(109)	25%	(157)	13%	(82)	635
Relig: Non-Evang. Catholics	17%	(109)	21%	(136)	21%	(140)	22%	(144)	19%	(122)	651
Relig: All Christian	18%	(236)	23%	(296)	19%	(249)	23%	(301)	16%	(204)	1286
Relig: All Non-Christian	19%	(169)	22%	(199)	18%	(167)	23%	(205)	19%	(171)	911
Community: Urban	23%	(143)	25%	(153)	18%	(109)	20%	(122)	15%	(90)	617
Community: Suburban	16%	(163)	21%	(214)	21%	(210)	24%	(241)	18%	(185)	1013
Community: Rural	17%	(99)	22%	(127)	17%	(97)	26%	(147)	18%	(101)	571
Employ: Private Sector	22%	(157)	27%	(188)	20%	(138)	18%	(130)	13%	(91)	704
Employ: Government	30%	(41)	18%	(25)	20%	(27)	20%	(27)	13%	(18)	138
Employ: Self-Employed	23%	(40)	27%	(48)	19%	(34)	18%	(32)	13%	(24)	178
Employ: Homemaker	20%	(46)	17%	(40)	18%	(40)	24%	(55)	21%	(48)	230
Employ: Student	27%	(25)	21%	(19)	23%	(21)	13%	(12)	16%	(15)	93
Employ: Retired	6%	(30)	15%	(71)	20%	(97)	36%	(171)	22%	(107)	476
Employ: Unemployed	17%	(41)	28%	(68)	15%	(37)	22%	(54)	19%	(46)	245
Employ: Other	17%	(24)	27%	(37)	15%	(21)	20%	(28)	20%	(28)	137
Job Type: White-collar	20%	(157)	22%	(172)	22%	(178)	22%	(173)	14%	(112)	793
Job Type: Blue-collar	18%	(176)	23%	(219)	17%	(164)	25%	(239)	17%	(163)	960
Job Type: Don't Know	16%	(73)	23%	(103)	17%	(74)	22%	(97)	23%	(101)	448
Military HH: Yes	18%	(73)	22%	(86)	20%	(78)	24%	(95)	16%	(65)	397
Military HH: No	18%	(332)	23%	(409)	19%	(338)	23%	(414)	17%	(311)	1804

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Table BRD10_9: How important are the following features of a virtual assistant?

Recognizing music

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	18%	(405)	22%	(495)	19%	(416)	23%	(509)	17%	(376)	2201
2016 Vote: Democrat Hillary Clinton	17%	(136)	24%	(190)	22%	(174)	20%	(158)	16%	(126)	785
2016 Vote: Republican Donald Trump	19%	(148)	21%	(166)	18%	(141)	26%	(205)	16%	(126)	786
2016 Vote: Someone else	19%	(32)	20%	(33)	16%	(25)	27%	(44)	18%	(30)	164
2012 Vote: Barack Obama	19%	(171)	25%	(227)	19%	(170)	22%	(201)	15%	(137)	906
2012 Vote: Mitt Romney	16%	(96)	20%	(117)	20%	(117)	27%	(159)	17%	(101)	590
2012 Vote: Other	12%	(10)	17%	(14)	20%	(16)	32%	(27)	19%	(16)	83
2012 Vote: Didn't Vote	21%	(129)	22%	(137)	18%	(112)	20%	(122)	20%	(123)	622
4-Region: Northeast	17%	(69)	27%	(107)	19%	(78)	21%	(83)	16%	(65)	402
4-Region: Midwest	16%	(77)	26%	(123)	17%	(81)	22%	(106)	18%	(87)	474
4-Region: South	20%	(166)	19%	(152)	20%	(162)	23%	(191)	18%	(143)	815
4-Region: West	18%	(93)	22%	(112)	19%	(95)	25%	(129)	16%	(82)	511

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

Table BRD10_10: *How important are the following features of a virtual assistant?*

Playing music

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(492)	25%	(549)	15%	(339)	21%	(463)	16%	(358)	2201
Gender: Male	24%	(249)	26%	(279)	15%	(162)	19%	(204)	16%	(166)	1060
Gender: Female	21%	(243)	24%	(271)	15%	(177)	23%	(259)	17%	(193)	1141
Age: 18-29	29%	(111)	29%	(111)	14%	(54)	14%	(53)	14%	(54)	383
Age: 30-44	34%	(223)	27%	(176)	14%	(91)	12%	(81)	12%	(81)	652
Age: 45-54	17%	(64)	30%	(111)	14%	(52)	23%	(84)	17%	(62)	373
Age: 55-64	14%	(54)	22%	(88)	16%	(63)	29%	(113)	19%	(77)	395
Age: 65+	10%	(40)	16%	(64)	20%	(78)	33%	(131)	21%	(85)	398
PID: Dem (no lean)	24%	(191)	27%	(213)	16%	(126)	18%	(145)	15%	(115)	791
PID: Ind (no lean)	20%	(138)	22%	(153)	15%	(109)	24%	(171)	19%	(132)	703
PID: Rep (no lean)	23%	(163)	26%	(183)	15%	(104)	21%	(147)	16%	(111)	708
PID/Gender: Dem Men	26%	(93)	28%	(102)	15%	(55)	16%	(57)	15%	(54)	361
PID/Gender: Dem Women	23%	(98)	26%	(111)	17%	(71)	20%	(88)	14%	(61)	430
PID/Gender: Ind Men	21%	(71)	25%	(87)	15%	(50)	20%	(69)	20%	(68)	344
PID/Gender: Ind Women	19%	(67)	18%	(66)	16%	(59)	28%	(102)	18%	(65)	358
PID/Gender: Rep Men	24%	(86)	25%	(90)	16%	(57)	22%	(78)	13%	(45)	354
PID/Gender: Rep Women	22%	(77)	26%	(93)	13%	(47)	20%	(69)	19%	(67)	353
Tea Party: Supporter	30%	(177)	29%	(175)	14%	(84)	16%	(95)	11%	(66)	598
Tea Party: Not Supporter	19%	(309)	23%	(372)	16%	(255)	23%	(367)	18%	(292)	1596
Ideo: Liberal (1-3)	29%	(202)	31%	(216)	15%	(107)	14%	(99)	11%	(80)	704
Ideo: Moderate (4)	21%	(120)	22%	(127)	16%	(89)	23%	(132)	18%	(101)	569
Ideo: Conservative (5-7)	18%	(132)	24%	(174)	16%	(117)	26%	(185)	15%	(107)	714
Educ: < College	22%	(341)	24%	(375)	15%	(242)	22%	(342)	17%	(266)	1567
Educ: Bachelors degree	24%	(99)	28%	(116)	16%	(67)	19%	(78)	13%	(56)	416
Educ: Post-grad	23%	(51)	27%	(58)	14%	(30)	19%	(42)	17%	(37)	219
Income: Under 50k	21%	(275)	24%	(315)	15%	(190)	22%	(294)	18%	(233)	1307
Income: 50k-100k	24%	(161)	26%	(172)	16%	(105)	20%	(133)	13%	(88)	659
Income: 100k+	24%	(56)	26%	(62)	19%	(44)	15%	(35)	16%	(37)	235

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Table BRD10_10: How important are the following features of a virtual assistant?

Playing music

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(492)	25%	(549)	15%	(339)	21%	(463)	16%	(358)	2201
Ethnicity: White	21%	(363)	24%	(421)	16%	(273)	23%	(404)	17%	(289)	1750
Ethnicity: Hispanic	32%	(105)	30%	(100)	14%	(45)	11%	(36)	13%	(43)	329
Ethnicity: Afr. Am.	36%	(97)	26%	(71)	12%	(31)	15%	(40)	11%	(30)	269
Ethnicity: Other	18%	(32)	31%	(57)	19%	(34)	10%	(19)	22%	(40)	182
Relig: Protestant	19%	(107)	24%	(135)	15%	(84)	25%	(136)	16%	(91)	554
Relig: Roman Catholic	26%	(130)	24%	(122)	18%	(93)	18%	(93)	13%	(68)	506
Relig: Ath./Agn./None	20%	(114)	24%	(139)	15%	(84)	20%	(117)	20%	(117)	571
Relig: Something Else	23%	(78)	27%	(90)	16%	(54)	18%	(62)	16%	(55)	340
Relig: Jewish	17%	(12)	27%	(19)	16%	(11)	17%	(12)	23%	(16)	71
Relig: Evangelical	26%	(163)	27%	(171)	14%	(90)	22%	(141)	11%	(70)	635
Relig: Non-Evang. Catholics	21%	(135)	23%	(149)	17%	(111)	22%	(140)	18%	(116)	651
Relig: All Christian	23%	(298)	25%	(320)	16%	(201)	22%	(281)	14%	(186)	1286
Relig: All Non-Christian	21%	(192)	25%	(230)	15%	(138)	20%	(179)	19%	(172)	911
Community: Urban	26%	(163)	28%	(172)	14%	(87)	18%	(111)	14%	(85)	617
Community: Suburban	20%	(205)	23%	(238)	17%	(172)	21%	(217)	18%	(181)	1013
Community: Rural	22%	(124)	24%	(139)	14%	(80)	24%	(135)	16%	(92)	571
Employ: Private Sector	29%	(206)	28%	(194)	15%	(109)	15%	(106)	13%	(89)	704
Employ: Government	31%	(42)	26%	(36)	15%	(21)	17%	(24)	11%	(15)	138
Employ: Self-Employed	19%	(34)	33%	(59)	17%	(31)	18%	(32)	12%	(22)	178
Employ: Homemaker	21%	(48)	23%	(53)	13%	(29)	24%	(55)	20%	(45)	230
Employ: Student	23%	(21)	36%	(34)	17%	(16)	10%	(9)	13%	(12)	93
Employ: Retired	12%	(55)	16%	(77)	18%	(84)	33%	(155)	22%	(105)	476
Employ: Unemployed	20%	(50)	26%	(64)	13%	(32)	22%	(53)	19%	(47)	245
Employ: Other	26%	(35)	24%	(33)	13%	(17)	21%	(28)	17%	(23)	137
Job Type: White-collar	24%	(189)	27%	(213)	15%	(120)	20%	(158)	14%	(113)	793
Job Type: Blue-collar	22%	(213)	24%	(234)	16%	(153)	22%	(216)	15%	(144)	960
Job Type: Don't Know	20%	(90)	23%	(103)	15%	(66)	20%	(88)	23%	(101)	448
Military HH: Yes	23%	(93)	25%	(99)	14%	(54)	22%	(89)	15%	(62)	397
Military HH: No	22%	(399)	25%	(450)	16%	(284)	21%	(374)	16%	(297)	1804

Continued on next page

Table BRD10_10: How important are the following features of a virtual assistant?

Playing music

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	22%	(492)	25%	(549)	15%	(339)	21%	(463)	16%	(358)	2201
2016 Vote: Democrat Hillary Clinton	22%	(176)	27%	(208)	17%	(137)	18%	(139)	16%	(124)	785
2016 Vote: Republican Donald Trump	23%	(179)	22%	(175)	15%	(120)	24%	(190)	16%	(122)	786
2016 Vote: Someone else	18%	(29)	28%	(45)	10%	(16)	28%	(45)	17%	(28)	164
2012 Vote: Barack Obama	25%	(229)	26%	(234)	15%	(139)	19%	(171)	15%	(133)	906
2012 Vote: Mitt Romney	18%	(105)	25%	(145)	15%	(89)	25%	(150)	17%	(100)	590
2012 Vote: Other	14%	(12)	21%	(18)	12%	(10)	34%	(28)	18%	(15)	83
2012 Vote: Didn't Vote	23%	(146)	25%	(153)	16%	(100)	18%	(113)	18%	(111)	622
4-Region: Northeast	23%	(91)	24%	(96)	19%	(78)	18%	(72)	16%	(64)	402
4-Region: Midwest	20%	(95)	27%	(128)	16%	(77)	20%	(93)	17%	(80)	474
4-Region: South	24%	(195)	23%	(184)	14%	(117)	22%	(181)	17%	(137)	815
4-Region: West	22%	(111)	27%	(140)	13%	(67)	23%	(116)	15%	(77)	511

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

Table BRD10_11: How important are the following features of a virtual assistant?

Taking notes

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	19%	(417)	27%	(595)	16%	(359)	21%	(456)	17%	(373)	2201
Gender: Male	19%	(198)	28%	(292)	17%	(180)	20%	(215)	16%	(174)	1060
Gender: Female	19%	(219)	27%	(303)	16%	(179)	21%	(242)	17%	(199)	1141
Age: 18-29	25%	(97)	35%	(134)	13%	(51)	13%	(50)	13%	(51)	383
Age: 30-44	31%	(200)	26%	(169)	16%	(104)	14%	(90)	13%	(88)	652
Age: 45-54	13%	(50)	29%	(108)	18%	(67)	23%	(86)	17%	(63)	373
Age: 55-64	10%	(39)	26%	(102)	18%	(73)	25%	(100)	20%	(81)	395
Age: 65+	8%	(31)	21%	(82)	16%	(65)	33%	(130)	23%	(91)	398
PID: Dem (no lean)	19%	(148)	30%	(238)	18%	(142)	18%	(144)	15%	(119)	791
PID: Ind (no lean)	18%	(130)	25%	(178)	14%	(99)	22%	(157)	20%	(139)	703
PID: Rep (no lean)	20%	(140)	25%	(179)	17%	(117)	22%	(155)	16%	(116)	708
PID/Gender: Dem Men	19%	(68)	32%	(116)	18%	(65)	15%	(55)	16%	(57)	361
PID/Gender: Dem Women	19%	(80)	28%	(122)	18%	(77)	21%	(89)	14%	(62)	430
PID/Gender: Ind Men	16%	(55)	26%	(90)	14%	(49)	23%	(79)	21%	(72)	344
PID/Gender: Ind Women	21%	(74)	25%	(88)	14%	(51)	22%	(78)	19%	(67)	358
PID/Gender: Rep Men	21%	(75)	24%	(86)	19%	(66)	23%	(81)	13%	(46)	354
PID/Gender: Rep Women	18%	(64)	26%	(93)	15%	(52)	21%	(75)	20%	(70)	353
Tea Party: Supporter	28%	(167)	30%	(178)	14%	(82)	16%	(97)	12%	(74)	598
Tea Party: Not Supporter	15%	(245)	26%	(415)	17%	(277)	23%	(360)	19%	(299)	1596
Ideo: Liberal (1-3)	23%	(164)	34%	(241)	15%	(104)	16%	(111)	12%	(84)	704
Ideo: Moderate (4)	17%	(99)	24%	(138)	19%	(106)	21%	(122)	18%	(104)	569
Ideo: Conservative (5-7)	18%	(127)	24%	(174)	17%	(123)	25%	(180)	15%	(110)	714
Educ: < College	18%	(286)	26%	(406)	17%	(262)	21%	(335)	18%	(278)	1567
Educ: Bachelors degree	21%	(86)	30%	(124)	16%	(67)	20%	(83)	14%	(57)	416
Educ: Post-grad	21%	(46)	30%	(65)	14%	(30)	18%	(38)	18%	(39)	219
Income: Under 50k	18%	(238)	25%	(326)	17%	(217)	22%	(283)	19%	(242)	1307
Income: 50k-100k	19%	(127)	30%	(200)	15%	(100)	21%	(140)	14%	(91)	659
Income: 100k+	22%	(52)	29%	(69)	18%	(42)	14%	(33)	17%	(40)	235

Continued on next page

Table BRD10_11: How important are the following features of a virtual assistant?

Taking notes

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	19%	(417)	27%	(595)	16%	(359)	21%	(456)	17%	(373)	2201
Ethnicity: White	18%	(319)	26%	(461)	16%	(273)	22%	(393)	17%	(305)	1750
Ethnicity: Hispanic	28%	(92)	32%	(106)	16%	(52)	10%	(31)	15%	(49)	329
Ethnicity: Afr. Am.	25%	(68)	30%	(81)	19%	(52)	14%	(38)	11%	(29)	269
Ethnicity: Other	17%	(30)	29%	(53)	19%	(34)	14%	(26)	22%	(39)	182
Relig: Protestant	16%	(89)	28%	(153)	15%	(81)	24%	(132)	18%	(99)	554
Relig: Roman Catholic	24%	(119)	26%	(131)	18%	(92)	18%	(93)	14%	(71)	506
Relig: Ath./Agn./None	14%	(83)	29%	(164)	15%	(86)	21%	(119)	21%	(118)	571
Relig: Something Else	23%	(78)	27%	(93)	16%	(54)	18%	(60)	16%	(54)	340
Relig: Jewish	20%	(14)	29%	(21)	15%	(11)	15%	(11)	20%	(14)	71
Relig: Evangelical	23%	(145)	27%	(170)	17%	(108)	21%	(135)	12%	(77)	635
Relig: Non-Evang. Catholics	17%	(111)	26%	(167)	17%	(111)	21%	(139)	19%	(123)	651
Relig: All Christian	20%	(257)	26%	(337)	17%	(218)	21%	(274)	16%	(200)	1286
Relig: All Non-Christian	18%	(161)	28%	(257)	15%	(141)	20%	(180)	19%	(173)	911
Community: Urban	22%	(137)	29%	(177)	17%	(105)	18%	(111)	14%	(87)	617
Community: Suburban	18%	(182)	25%	(255)	17%	(172)	21%	(216)	19%	(188)	1013
Community: Rural	17%	(98)	29%	(163)	14%	(82)	23%	(130)	17%	(98)	571
Employ: Private Sector	24%	(168)	29%	(205)	17%	(119)	16%	(113)	14%	(98)	704
Employ: Government	31%	(43)	27%	(37)	13%	(17)	19%	(27)	10%	(14)	138
Employ: Self-Employed	21%	(37)	35%	(63)	15%	(27)	16%	(28)	13%	(23)	178
Employ: Homemaker	20%	(45)	24%	(54)	18%	(42)	19%	(43)	20%	(45)	230
Employ: Student	21%	(19)	33%	(31)	19%	(17)	14%	(13)	14%	(13)	93
Employ: Retired	8%	(39)	21%	(100)	16%	(77)	32%	(152)	23%	(108)	476
Employ: Unemployed	16%	(39)	28%	(69)	15%	(37)	21%	(52)	20%	(48)	245
Employ: Other	20%	(27)	27%	(36)	16%	(22)	20%	(28)	17%	(23)	137
Job Type: White-collar	21%	(166)	29%	(228)	16%	(130)	19%	(154)	15%	(115)	793
Job Type: Blue-collar	19%	(178)	26%	(253)	17%	(163)	22%	(211)	16%	(155)	960
Job Type: Don't Know	16%	(73)	25%	(114)	15%	(67)	20%	(91)	23%	(103)	448
Military HH: Yes	21%	(85)	26%	(105)	13%	(53)	21%	(85)	18%	(70)	397
Military HH: No	18%	(333)	27%	(490)	17%	(306)	21%	(372)	17%	(303)	1804

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Table BRD10_11: How important are the following features of a virtual assistant?

Taking notes

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	19%	(417)	27%	(595)	16%	(359)	21%	(456)	17%	(373)	2201
2016 Vote: Democrat Hillary Clinton	19%	(147)	31%	(240)	17%	(134)	18%	(138)	16%	(125)	785
2016 Vote: Republican Donald Trump	20%	(159)	24%	(186)	16%	(126)	24%	(186)	16%	(127)	786
2016 Vote: Someone else	14%	(23)	30%	(50)	13%	(21)	26%	(43)	17%	(27)	164
2012 Vote: Barack Obama	19%	(176)	28%	(254)	19%	(168)	19%	(169)	15%	(138)	906
2012 Vote: Mitt Romney	20%	(116)	24%	(140)	15%	(86)	25%	(149)	17%	(100)	590
2012 Vote: Other	7%	(5)	19%	(16)	21%	(17)	30%	(25)	23%	(19)	83
2012 Vote: Didn't Vote	19%	(120)	30%	(185)	14%	(88)	18%	(113)	19%	(116)	622
4-Region: Northeast	18%	(71)	28%	(113)	16%	(65)	22%	(88)	16%	(65)	402
4-Region: Midwest	17%	(83)	26%	(125)	17%	(79)	22%	(103)	18%	(84)	474
4-Region: South	19%	(155)	25%	(201)	19%	(152)	20%	(166)	17%	(140)	815
4-Region: West	21%	(109)	30%	(156)	12%	(63)	20%	(100)	16%	(84)	511

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

Table BRD10_12: *How important are the following features of a virtual assistant?*

Shopping

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	16%	(352)	21%	(470)	21%	(458)	25%	(559)	16%	(361)	2201
Gender: Male	18%	(186)	22%	(229)	21%	(226)	24%	(253)	16%	(165)	1060
Gender: Female	15%	(167)	21%	(241)	20%	(232)	27%	(306)	17%	(196)	1141
Age: 18-29	23%	(88)	22%	(86)	22%	(86)	19%	(72)	13%	(51)	383
Age: 30-44	26%	(168)	23%	(151)	19%	(125)	18%	(118)	14%	(89)	652
Age: 45-54	10%	(38)	24%	(89)	20%	(76)	29%	(108)	17%	(62)	373
Age: 55-64	9%	(36)	17%	(69)	22%	(86)	32%	(125)	20%	(80)	395
Age: 65+	6%	(22)	19%	(74)	22%	(86)	34%	(136)	20%	(79)	398
PID: Dem (no lean)	18%	(143)	23%	(183)	21%	(165)	23%	(182)	15%	(118)	791
PID: Ind (no lean)	13%	(91)	18%	(126)	21%	(150)	28%	(198)	20%	(138)	703
PID: Rep (no lean)	17%	(118)	23%	(161)	20%	(143)	25%	(180)	15%	(106)	708
PID/Gender: Dem Men	22%	(79)	24%	(85)	19%	(68)	20%	(74)	15%	(54)	361
PID/Gender: Dem Women	15%	(64)	23%	(97)	23%	(97)	25%	(108)	15%	(63)	430
PID/Gender: Ind Men	12%	(41)	17%	(59)	25%	(87)	26%	(90)	20%	(67)	344
PID/Gender: Ind Women	14%	(50)	19%	(67)	17%	(62)	30%	(108)	20%	(71)	358
PID/Gender: Rep Men	18%	(65)	24%	(84)	20%	(71)	25%	(90)	12%	(44)	354
PID/Gender: Rep Women	15%	(52)	22%	(77)	20%	(72)	26%	(90)	18%	(62)	353
Tea Party: Supporter	25%	(152)	27%	(160)	19%	(115)	17%	(104)	11%	(67)	598
Tea Party: Not Supporter	12%	(195)	19%	(309)	21%	(342)	29%	(455)	18%	(294)	1596
Ideo: Liberal (1-3)	22%	(157)	25%	(175)	21%	(149)	20%	(142)	12%	(81)	704
Ideo: Moderate (4)	13%	(76)	22%	(125)	21%	(117)	27%	(153)	17%	(98)	569
Ideo: Conservative (5-7)	13%	(95)	20%	(146)	22%	(159)	30%	(213)	14%	(101)	714
Educ: < College	15%	(235)	21%	(331)	21%	(325)	26%	(410)	17%	(266)	1567
Educ: Bachelors degree	20%	(83)	21%	(88)	21%	(88)	23%	(97)	14%	(60)	416
Educ: Post-grad	16%	(35)	24%	(52)	21%	(45)	24%	(52)	16%	(35)	219
Income: Under 50k	15%	(190)	22%	(284)	20%	(262)	26%	(337)	18%	(234)	1307
Income: 50k-100k	18%	(120)	21%	(140)	21%	(136)	26%	(172)	14%	(91)	659
Income: 100k+	18%	(42)	20%	(46)	26%	(61)	22%	(51)	15%	(36)	235

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Table BRD10_12: How important are the following features of a virtual assistant?
Shopping

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	16%	(352)	21%	(470)	21%	(458)	25%	(559)	16%	(361)	2201
Ethnicity: White	14%	(247)	20%	(355)	21%	(368)	28%	(487)	17%	(294)	1750
Ethnicity: Hispanic	31%	(104)	21%	(68)	21%	(69)	14%	(47)	13%	(42)	329
Ethnicity: Afr. Am.	28%	(74)	25%	(67)	18%	(49)	19%	(50)	10%	(28)	269
Ethnicity: Other	17%	(31)	26%	(47)	23%	(42)	12%	(23)	22%	(40)	182
Relig: Protestant	16%	(87)	19%	(104)	20%	(111)	29%	(159)	17%	(93)	554
Relig: Roman Catholic	18%	(93)	22%	(112)	24%	(121)	21%	(107)	14%	(73)	506
Relig: Ath./Agn./None	12%	(68)	20%	(117)	21%	(119)	26%	(150)	21%	(117)	571
Relig: Something Else	20%	(67)	24%	(81)	17%	(57)	24%	(82)	15%	(52)	340
Relig: Jewish	16%	(12)	24%	(17)	19%	(13)	18%	(13)	23%	(16)	71
Relig: Evangelical	20%	(130)	23%	(145)	21%	(133)	24%	(155)	11%	(72)	635
Relig: Non-Evang. Catholics	14%	(88)	19%	(127)	23%	(148)	26%	(170)	18%	(119)	651
Relig: All Christian	17%	(218)	21%	(272)	22%	(280)	25%	(324)	15%	(191)	1286
Relig: All Non-Christian	15%	(135)	22%	(198)	19%	(176)	25%	(232)	19%	(170)	911
Community: Urban	22%	(133)	22%	(137)	21%	(129)	22%	(133)	14%	(85)	617
Community: Suburban	14%	(143)	20%	(200)	22%	(220)	27%	(271)	18%	(179)	1013
Community: Rural	13%	(77)	23%	(133)	19%	(109)	27%	(155)	17%	(97)	571
Employ: Private Sector	21%	(146)	25%	(178)	20%	(142)	21%	(146)	13%	(93)	704
Employ: Government	26%	(36)	23%	(31)	21%	(29)	19%	(27)	11%	(15)	138
Employ: Self-Employed	20%	(35)	20%	(35)	26%	(46)	22%	(39)	13%	(23)	178
Employ: Homemaker	16%	(38)	17%	(40)	19%	(44)	26%	(60)	21%	(47)	230
Employ: Student	20%	(18)	19%	(18)	25%	(24)	22%	(21)	14%	(13)	93
Employ: Retired	6%	(30)	18%	(88)	20%	(95)	35%	(165)	21%	(99)	476
Employ: Unemployed	12%	(29)	20%	(48)	23%	(56)	26%	(64)	19%	(47)	245
Employ: Other	15%	(21)	23%	(31)	16%	(22)	28%	(38)	18%	(25)	137
Job Type: White-collar	17%	(136)	23%	(183)	21%	(164)	25%	(201)	14%	(110)	793
Job Type: Blue-collar	16%	(153)	21%	(202)	22%	(215)	26%	(247)	15%	(142)	960
Job Type: Don't Know	14%	(63)	19%	(85)	18%	(79)	25%	(111)	24%	(110)	448
Military HH: Yes	19%	(77)	21%	(84)	20%	(78)	25%	(98)	15%	(60)	397
Military HH: No	15%	(276)	21%	(386)	21%	(380)	26%	(461)	17%	(301)	1804

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Table BRD10_12: *How important are the following features of a virtual assistant?*
Shopping

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	16%	(352)	21%	(470)	21%	(458)	25%	(559)	16%	(361)	2201
2016 Vote: Democrat Hillary Clinton	17%	(135)	22%	(171)	22%	(170)	24%	(188)	15%	(119)	785
2016 Vote: Republican Donald Trump	16%	(127)	22%	(173)	19%	(150)	28%	(218)	15%	(118)	786
2016 Vote: Someone else	15%	(24)	16%	(26)	22%	(36)	31%	(51)	17%	(27)	164
2012 Vote: Barack Obama	17%	(156)	23%	(211)	21%	(187)	24%	(222)	14%	(130)	906
2012 Vote: Mitt Romney	13%	(77)	21%	(126)	19%	(115)	30%	(175)	17%	(98)	590
2012 Vote: Other	9%	(7)	14%	(12)	27%	(22)	33%	(27)	17%	(14)	83
2012 Vote: Didn't Vote	18%	(113)	19%	(121)	22%	(134)	22%	(135)	19%	(119)	622
4-Region: Northeast	15%	(59)	23%	(92)	23%	(93)	23%	(93)	16%	(65)	402
4-Region: Midwest	17%	(80)	20%	(96)	19%	(92)	26%	(124)	17%	(82)	474
4-Region: South	16%	(131)	21%	(169)	22%	(182)	24%	(196)	17%	(136)	815
4-Region: West	16%	(83)	22%	(113)	18%	(91)	29%	(146)	15%	(78)	511

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

Table BRD11: Based on what you know, how important do you think educational TV programs, such as Sesame Street, are to a child's intellectual development?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	47%	(1045)	33%	(716)	8%	(186)	4%	(96)	7%	(158)	2201
Gender: Male	45%	(480)	35%	(374)	9%	(99)	4%	(48)	6%	(59)	1060
Gender: Female	49%	(565)	30%	(342)	8%	(87)	4%	(48)	9%	(99)	1141
Age: 18-29	42%	(161)	33%	(128)	9%	(36)	6%	(23)	9%	(36)	383
Age: 30-44	51%	(334)	31%	(200)	7%	(45)	3%	(21)	8%	(52)	652
Age: 45-54	47%	(173)	31%	(115)	10%	(37)	5%	(18)	8%	(29)	373
Age: 55-64	48%	(190)	35%	(138)	8%	(32)	4%	(16)	5%	(19)	395
Age: 65+	47%	(188)	34%	(135)	9%	(36)	5%	(18)	5%	(22)	398
PID: Dem (no lean)	59%	(464)	28%	(221)	6%	(48)	2%	(15)	5%	(43)	791
PID: Ind (no lean)	41%	(291)	35%	(247)	9%	(63)	6%	(44)	8%	(58)	703
PID: Rep (no lean)	41%	(290)	35%	(248)	11%	(75)	5%	(37)	8%	(57)	708
PID/Gender: Dem Men	57%	(205)	31%	(111)	8%	(28)	2%	(6)	3%	(10)	361
PID/Gender: Dem Women	60%	(259)	25%	(110)	5%	(20)	2%	(9)	8%	(32)	430
PID/Gender: Ind Men	39%	(133)	39%	(133)	10%	(33)	6%	(21)	7%	(24)	344
PID/Gender: Ind Women	44%	(158)	32%	(114)	8%	(29)	6%	(23)	9%	(34)	358
PID/Gender: Rep Men	40%	(142)	37%	(130)	11%	(38)	6%	(20)	7%	(24)	354
PID/Gender: Rep Women	42%	(148)	34%	(119)	11%	(37)	5%	(16)	9%	(33)	353
Tea Party: Supporter	48%	(287)	31%	(187)	10%	(62)	5%	(32)	5%	(29)	598
Tea Party: Not Supporter	47%	(755)	33%	(525)	8%	(124)	4%	(64)	8%	(128)	1596
Ideo: Liberal (1-3)	59%	(414)	27%	(192)	6%	(45)	3%	(21)	4%	(31)	704
Ideo: Moderate (4)	49%	(277)	35%	(200)	7%	(39)	3%	(17)	6%	(35)	569
Ideo: Conservative (5-7)	39%	(275)	38%	(270)	12%	(86)	6%	(42)	6%	(41)	714
Educ: < College	46%	(728)	32%	(508)	8%	(128)	4%	(69)	9%	(134)	1567
Educ: Bachelors degree	50%	(208)	32%	(134)	10%	(40)	4%	(18)	4%	(16)	416
Educ: Post-grad	50%	(109)	34%	(74)	8%	(18)	4%	(10)	4%	(8)	219
Income: Under 50k	48%	(623)	30%	(392)	9%	(113)	5%	(61)	9%	(118)	1307
Income: 50k-100k	48%	(314)	37%	(242)	8%	(52)	3%	(22)	4%	(28)	659
Income: 100k+	46%	(108)	35%	(81)	9%	(21)	5%	(13)	5%	(12)	235

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Table BRD11: Based on what you know, how important do you think educational TV programs, such as Sesame Street, are to a child's intellectual development?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion	Total N
Adults	47%	(1045)	33%	(716)	8%	(186)	4%	(96)	7% (158)	2201
Ethnicity: White	47%	(821)	34%	(587)	8%	(146)	5%	(83)	6% (113)	1750
Ethnicity: Hispanic	56%	(184)	27%	(90)	9%	(30)	2%	(7)	6% (19)	329
Ethnicity: Afr. Am.	58%	(155)	23%	(62)	10%	(27)	2%	(5)	7% (20)	269
Ethnicity: Other	38%	(70)	37%	(67)	7%	(13)	4%	(7)	14% (25)	182
Relig: Protestant	44%	(243)	37%	(206)	9%	(51)	4%	(24)	5% (30)	554
Relig: Roman Catholic	54%	(271)	31%	(156)	8%	(39)	3%	(16)	5% (24)	506
Relig: Ath./Agn./None	49%	(277)	28%	(159)	8%	(44)	6%	(32)	10% (59)	571
Relig: Something Else	49%	(166)	33%	(111)	8%	(28)	4%	(13)	6% (21)	340
Relig: Jewish	54%	(38)	29%	(21)	9%	(7)	2%	(2)	5% (4)	71
Relig: Evangelical	44%	(281)	34%	(214)	11%	(68)	5%	(29)	7% (43)	635
Relig: Non-Evang. Catholics	49%	(320)	35%	(231)	7%	(46)	3%	(19)	5% (35)	651
Relig: All Christian	47%	(601)	35%	(445)	9%	(114)	4%	(47)	6% (78)	1286
Relig: All Non-Christian	49%	(443)	30%	(270)	8%	(72)	5%	(46)	9% (80)	911
Community: Urban	53%	(330)	29%	(178)	6%	(38)	5%	(28)	7% (43)	617
Community: Suburban	46%	(465)	34%	(349)	9%	(96)	4%	(40)	6% (64)	1013
Community: Rural	44%	(250)	33%	(190)	9%	(52)	5%	(28)	9% (51)	571
Employ: Private Sector	50%	(350)	34%	(242)	8%	(53)	4%	(26)	5% (33)	704
Employ: Government	45%	(62)	37%	(50)	10%	(13)	6%	(9)	2% (2)	138
Employ: Self-Employed	44%	(79)	28%	(51)	11%	(20)	9%	(16)	7% (13)	178
Employ: Homemaker	45%	(104)	33%	(75)	7%	(17)	5%	(12)	10% (23)	230
Employ: Student	41%	(38)	40%	(37)	6%	(5)	3%	(3)	10% (9)	93
Employ: Retired	49%	(234)	33%	(155)	9%	(43)	4%	(19)	5% (25)	476
Employ: Unemployed	51%	(124)	25%	(61)	9%	(23)	3%	(7)	12% (30)	245
Employ: Other	38%	(52)	32%	(44)	9%	(12)	4%	(5)	17% (23)	137
Job Type: White-collar	51%	(403)	33%	(262)	9%	(73)	3%	(26)	4% (28)	793
Job Type: Blue-collar	46%	(445)	35%	(335)	9%	(86)	4%	(42)	5% (52)	960
Job Type: Don't Know	44%	(197)	27%	(119)	6%	(27)	6%	(28)	17% (78)	448
Military HH: Yes	54%	(215)	27%	(106)	11%	(45)	4%	(16)	4% (16)	397
Military HH: No	46%	(830)	34%	(611)	8%	(141)	4%	(80)	8% (142)	1804

Continued on next page

Table BRD11: Based on what you know, how important do you think educational TV programs, such as Sesame Street, are to a child's intellectual development?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	47%	(1045)	33%	(716)	8%	(186)	4%	(96)	7%	(158)	2201
2016 Vote: Democrat Hillary Clinton	59%	(465)	29%	(225)	5%	(40)	2%	(19)	5%	(36)	785
2016 Vote: Republican Donald Trump	40%	(315)	36%	(285)	12%	(92)	5%	(41)	7%	(53)	786
2016 Vote: Someone else	47%	(76)	37%	(60)	9%	(14)	2%	(3)	6%	(10)	164
2012 Vote: Barack Obama	60%	(545)	27%	(242)	6%	(57)	2%	(19)	5%	(43)	906
2012 Vote: Mitt Romney	37%	(221)	38%	(225)	12%	(73)	6%	(34)	6%	(38)	590
2012 Vote: Other	39%	(32)	36%	(30)	14%	(12)	6%	(5)	5%	(4)	83
2012 Vote: Didn't Vote	40%	(247)	35%	(220)	7%	(44)	6%	(38)	12%	(74)	622
4-Region: Northeast	48%	(193)	33%	(131)	9%	(37)	3%	(14)	7%	(27)	402
4-Region: Midwest	45%	(213)	34%	(162)	9%	(43)	4%	(20)	8%	(37)	474
4-Region: South	48%	(395)	31%	(252)	8%	(67)	5%	(39)	8%	(62)	815
4-Region: West	48%	(244)	34%	(172)	8%	(39)	5%	(23)	6%	(33)	511

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

Table BRD12: Have you ever watched the public television show Sesame Street on Public Broadcast Service (PBS)?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	79% (1740)	17% (371)	4% (90)	2201
Gender: Male	78% (821)	19% (202)	3% (36)	1060
Gender: Female	80% (918)	15% (169)	5% (54)	1141
Age: 18-29	76% (290)	18% (68)	7% (26)	383
Age: 30-44	83% (541)	13% (84)	4% (27)	652
Age: 45-54	83% (311)	12% (46)	4% (16)	373
Age: 55-64	79% (313)	19% (74)	2% (8)	395
Age: 65+	72% (285)	25% (99)	4% (14)	398
PID: Dem (no lean)	83% (654)	14% (112)	3% (24)	791
PID: Ind (no lean)	75% (527)	19% (135)	6% (40)	703
PID: Rep (no lean)	79% (558)	17% (124)	4% (26)	708
PID/Gender: Dem Men	80% (289)	18% (65)	2% (7)	361
PID/Gender: Dem Women	85% (365)	11% (47)	4% (18)	430
PID/Gender: Ind Men	74% (257)	20% (69)	6% (19)	344
PID/Gender: Ind Women	76% (271)	19% (67)	6% (21)	358
PID/Gender: Rep Men	78% (276)	19% (68)	3% (10)	354
PID/Gender: Rep Women	80% (282)	16% (56)	4% (15)	353
Tea Party: Supporter	81% (482)	17% (101)	2% (15)	598
Tea Party: Not Supporter	79% (1253)	17% (267)	5% (75)	1596
Ideo: Liberal (1-3)	82% (576)	15% (102)	4% (26)	704
Ideo: Moderate (4)	78% (446)	18% (104)	3% (19)	569
Ideo: Conservative (5-7)	80% (571)	17% (123)	3% (20)	714
Educ: < College	78% (1218)	18% (276)	5% (73)	1567
Educ: Bachelors degree	82% (341)	15% (63)	3% (12)	416
Educ: Post-grad	83% (181)	15% (32)	3% (6)	219
Income: Under 50k	77% (1010)	18% (235)	5% (62)	1307
Income: 50k-100k	82% (539)	16% (107)	2% (13)	659
Income: 100k+	81% (191)	12% (29)	6% (15)	235
Ethnicity: White	79% (1388)	17% (301)	4% (62)	1750
Ethnicity: Hispanic	81% (267)	14% (45)	5% (18)	329

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Table BRD12: *Have you ever watched the public television show Sesame Street on Public Broadcast Service (PBS)?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	79%	(1740)	17%	(371)	4%	(90)	2201
Ethnicity: Afr. Am.	84%	(224)	12%	(33)	4%	(11)	269
Ethnicity: Other	70%	(128)	21%	(37)	9%	(17)	182
Relig: Protestant	78%	(432)	19%	(103)	3%	(19)	554
Relig: Roman Catholic	80%	(403)	16%	(80)	4%	(22)	506
Relig: Ath./Agn./None	78%	(446)	16%	(94)	5%	(31)	571
Relig: Something Else	80%	(273)	16%	(53)	4%	(14)	340
Relig: Jewish	77%	(55)	20%	(14)	2%	(2)	71
Relig: Evangelical	81%	(517)	16%	(99)	3%	(19)	635
Relig: Non-Evang. Catholics	77%	(504)	19%	(121)	4%	(26)	651
Relig: All Christian	79%	(1021)	17%	(220)	3%	(45)	1286
Relig: All Non-Christian	79%	(718)	16%	(147)	5%	(45)	911
Community: Urban	80%	(494)	15%	(91)	5%	(33)	617
Community: Suburban	78%	(791)	18%	(183)	4%	(38)	1013
Community: Rural	80%	(454)	17%	(98)	3%	(19)	571
Employ: Private Sector	85%	(595)	12%	(85)	3%	(24)	704
Employ: Government	82%	(112)	15%	(21)	3%	(4)	138
Employ: Self-Employed	77%	(137)	20%	(36)	3%	(5)	178
Employ: Homemaker	82%	(187)	13%	(29)	6%	(13)	230
Employ: Student	72%	(67)	21%	(19)	7%	(7)	93
Employ: Retired	72%	(344)	25%	(118)	3%	(15)	476
Employ: Unemployed	78%	(192)	18%	(43)	4%	(11)	245
Employ: Other	77%	(105)	14%	(20)	9%	(12)	137
Job Type: White-collar	81%	(642)	16%	(127)	3%	(23)	793
Job Type: Blue-collar	81%	(782)	16%	(155)	2%	(22)	960
Job Type: Don't Know	70%	(315)	20%	(88)	10%	(44)	448
Military HH: Yes	82%	(326)	15%	(60)	3%	(11)	397
Military HH: No	78%	(1413)	17%	(311)	4%	(79)	1804
2016 Vote: Democrat Hillary Clinton	83%	(648)	14%	(106)	4%	(31)	785
2016 Vote: Republican Donald Trump	78%	(614)	19%	(147)	3%	(26)	786
2016 Vote: Someone else	82%	(134)	15%	(25)	3%	(5)	164

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Table BRD12: *Have you ever watched the public television show Sesame Street on Public Broadcast Service (PBS)?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	79%	(1740)	17%	(371)	4%	(90)	2201
2012 Vote: Barack Obama	85%	(769)	13%	(113)	3%	(24)	906
2012 Vote: Mitt Romney	78%	(461)	19%	(111)	3%	(19)	590
2012 Vote: Other	80%	(66)	19%	(16)	2%	(1)	83
2012 Vote: Didn't Vote	71%	(444)	21%	(132)	7%	(46)	622
4-Region: Northeast	81%	(327)	14%	(57)	4%	(17)	402
4-Region: Midwest	78%	(371)	16%	(76)	6%	(27)	474
4-Region: South	77%	(631)	18%	(144)	5%	(40)	815
4-Region: West	80%	(411)	18%	(94)	1%	(6)	511

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

Table BRD13: How much have you seen, read, or heard about President Trumps proposed budget that cuts the \$445 million budget for the Corporation of Public Broadcasting, the parent organization of PBS?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(433)	32%	(708)	22%	(476)	27%	(584)	2201
Gender: Male	23%	(241)	36%	(378)	22%	(232)	20%	(208)	1060
Gender: Female	17%	(192)	29%	(329)	21%	(244)	33%	(376)	1141
Age: 18-29	22%	(84)	28%	(106)	23%	(89)	27%	(104)	383
Age: 30-44	25%	(165)	33%	(215)	18%	(117)	24%	(155)	652
Age: 45-54	16%	(58)	31%	(115)	25%	(95)	28%	(105)	373
Age: 55-64	16%	(65)	31%	(124)	23%	(91)	29%	(116)	395
Age: 65+	15%	(61)	37%	(148)	21%	(84)	26%	(105)	398
PID: Dem (no lean)	24%	(187)	35%	(275)	19%	(151)	22%	(178)	791
PID: Ind (no lean)	16%	(116)	29%	(206)	22%	(156)	32%	(224)	703
PID: Rep (no lean)	18%	(131)	32%	(226)	24%	(169)	26%	(182)	708
PID/Gender: Dem Men	27%	(99)	33%	(119)	20%	(71)	20%	(72)	361
PID/Gender: Dem Women	21%	(88)	36%	(156)	19%	(80)	25%	(106)	430
PID/Gender: Ind Men	19%	(65)	37%	(128)	23%	(80)	21%	(72)	344
PID/Gender: Ind Women	14%	(51)	22%	(79)	21%	(76)	43%	(153)	358
PID/Gender: Rep Men	22%	(77)	37%	(131)	23%	(81)	18%	(65)	354
PID/Gender: Rep Women	15%	(53)	27%	(95)	25%	(88)	33%	(117)	353
Tea Party: Supporter	30%	(180)	35%	(210)	18%	(107)	17%	(100)	598
Tea Party: Not Supporter	16%	(252)	31%	(496)	23%	(366)	30%	(481)	1596
Ideo: Liberal (1-3)	30%	(212)	38%	(267)	18%	(127)	14%	(98)	704
Ideo: Moderate (4)	15%	(84)	31%	(174)	25%	(141)	30%	(170)	569
Ideo: Conservative (5-7)	17%	(125)	32%	(231)	23%	(166)	27%	(192)	714
Educ: < College	16%	(247)	30%	(473)	23%	(360)	31%	(486)	1567
Educ: Bachelors degree	29%	(121)	35%	(147)	17%	(72)	18%	(75)	416
Educ: Post-grad	30%	(65)	40%	(88)	20%	(44)	10%	(22)	219
Income: Under 50k	18%	(233)	30%	(394)	21%	(281)	31%	(400)	1307
Income: 50k-100k	20%	(130)	36%	(236)	22%	(146)	22%	(147)	659
Income: 100k+	30%	(71)	33%	(78)	21%	(49)	16%	(37)	235
Ethnicity: White	19%	(339)	33%	(574)	22%	(377)	26%	(460)	1750

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Table BRD13: How much have you seen, read, or heard about President Trump's proposed budget that cuts the \$445 million budget for the Corporation of Public Broadcasting, the parent organization of PBS?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(433)	32%	(708)	22%	(476)	27%	(584)	2201
Ethnicity: Hispanic	29%	(96)	33%	(108)	20%	(67)	18%	(58)	329
Ethnicity: Afr. Am.	24%	(65)	29%	(79)	20%	(55)	26%	(70)	269
Ethnicity: Other	16%	(29)	30%	(55)	24%	(44)	30%	(54)	182
Relig: Protestant	22%	(120)	34%	(187)	22%	(120)	23%	(127)	554
Relig: Roman Catholic	22%	(112)	32%	(161)	21%	(105)	25%	(127)	506
Relig: Ath./Agn./None	18%	(102)	35%	(197)	21%	(121)	26%	(150)	571
Relig: Something Else	23%	(77)	32%	(109)	20%	(67)	26%	(87)	340
Relig: Jewish	37%	(26)	35%	(25)	19%	(13)	8%	(6)	71
Relig: Evangelical	22%	(139)	28%	(179)	23%	(143)	28%	(175)	635
Relig: Non-Evang. Catholics	18%	(116)	34%	(221)	22%	(144)	26%	(170)	651
Relig: All Christian	20%	(254)	31%	(400)	22%	(287)	27%	(344)	1286
Relig: All Non-Christian	20%	(179)	34%	(306)	21%	(189)	26%	(237)	911
Community: Urban	25%	(153)	32%	(195)	21%	(128)	23%	(142)	617
Community: Suburban	19%	(191)	32%	(325)	22%	(222)	27%	(275)	1013
Community: Rural	16%	(90)	33%	(188)	22%	(126)	29%	(167)	571
Employ: Private Sector	25%	(174)	35%	(247)	22%	(157)	18%	(126)	704
Employ: Government	36%	(50)	36%	(50)	19%	(26)	8%	(12)	138
Employ: Self-Employed	23%	(41)	33%	(59)	18%	(32)	26%	(46)	178
Employ: Homemaker	11%	(24)	26%	(59)	17%	(38)	47%	(108)	230
Employ: Student	17%	(16)	26%	(24)	35%	(33)	22%	(20)	93
Employ: Retired	16%	(77)	36%	(172)	20%	(95)	28%	(132)	476
Employ: Unemployed	14%	(35)	25%	(62)	24%	(59)	36%	(89)	245
Employ: Other	12%	(16)	25%	(34)	26%	(35)	37%	(51)	137
Job Type: White-collar	27%	(212)	38%	(298)	20%	(157)	16%	(127)	793
Job Type: Blue-collar	19%	(186)	33%	(319)	22%	(211)	25%	(245)	960
Job Type: Don't Know	8%	(36)	20%	(91)	24%	(108)	47%	(212)	448
Military HH: Yes	26%	(103)	38%	(151)	17%	(68)	19%	(76)	397
Military HH: No	18%	(330)	31%	(557)	23%	(408)	28%	(508)	1804
2016 Vote: Democrat Hillary Clinton	27%	(214)	38%	(300)	18%	(138)	17%	(133)	785
2016 Vote: Republican Donald Trump	18%	(143)	31%	(245)	24%	(189)	27%	(209)	786
2016 Vote: Someone else	15%	(25)	33%	(53)	26%	(43)	25%	(42)	164

Continued on next page

Table BRD13: *How much have you seen, read, or heard about President Trump's proposed budget that cuts the \$445 million budget for the Corporation of Public Broadcasting, the parent organization of PBS?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(433)	32%	(708)	22%	(476)	27%	(584)	2201
2012 Vote: Barack Obama	26%	(236)	36%	(326)	17%	(157)	21%	(187)	906
2012 Vote: Mitt Romney	18%	(104)	33%	(193)	25%	(149)	24%	(143)	590
2012 Vote: Other	18%	(15)	31%	(25)	24%	(20)	27%	(23)	83
2012 Vote: Didn't Vote	13%	(79)	26%	(163)	24%	(150)	37%	(231)	622
4-Region: Northeast	19%	(77)	35%	(141)	18%	(71)	28%	(112)	402
4-Region: Midwest	21%	(98)	31%	(148)	22%	(106)	26%	(121)	474
4-Region: South	19%	(151)	31%	(251)	23%	(184)	28%	(229)	815
4-Region: West	21%	(108)	33%	(167)	23%	(115)	24%	(121)	511

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

Table BRD14: Based on what you know, do you support or oppose cuts to federal spending on public television?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	14%	(308)	17%	(383)	17%	(369)	37%	(812)	15%	(329)	2201
Gender: Male	18%	(193)	20%	(215)	16%	(170)	33%	(353)	12%	(129)	1060
Gender: Female	10%	(115)	15%	(168)	17%	(199)	40%	(460)	18%	(200)	1141
Age: 18-29	13%	(49)	16%	(62)	21%	(80)	34%	(131)	16%	(62)	383
Age: 30-44	21%	(135)	18%	(117)	14%	(92)	32%	(207)	15%	(101)	652
Age: 45-54	12%	(45)	12%	(46)	16%	(61)	46%	(171)	13%	(50)	373
Age: 55-64	10%	(40)	18%	(69)	17%	(67)	40%	(157)	16%	(61)	395
Age: 65+	10%	(39)	22%	(89)	17%	(68)	37%	(147)	14%	(55)	398
PID: Dem (no lean)	11%	(85)	11%	(84)	14%	(114)	54%	(424)	11%	(84)	791
PID: Ind (no lean)	11%	(76)	15%	(107)	18%	(129)	38%	(264)	18%	(127)	703
PID: Rep (no lean)	21%	(147)	27%	(193)	18%	(125)	18%	(125)	17%	(118)	708
PID/Gender: Dem Men	13%	(48)	13%	(48)	14%	(50)	51%	(185)	8%	(30)	361
PID/Gender: Dem Women	8%	(36)	8%	(36)	15%	(65)	55%	(239)	13%	(55)	430
PID/Gender: Ind Men	15%	(52)	17%	(58)	19%	(64)	34%	(117)	15%	(52)	344
PID/Gender: Ind Women	7%	(23)	14%	(49)	18%	(65)	41%	(146)	21%	(75)	358
PID/Gender: Rep Men	26%	(92)	31%	(109)	16%	(56)	14%	(50)	13%	(47)	354
PID/Gender: Rep Women	16%	(55)	24%	(84)	19%	(69)	21%	(75)	20%	(71)	353
Tea Party: Supporter	34%	(202)	27%	(164)	13%	(79)	17%	(100)	9%	(52)	598
Tea Party: Not Supporter	7%	(104)	14%	(219)	18%	(288)	44%	(708)	17%	(276)	1596
Ideo: Liberal (1-3)	13%	(94)	12%	(86)	15%	(108)	51%	(359)	8%	(57)	704
Ideo: Moderate (4)	10%	(57)	15%	(84)	18%	(105)	41%	(235)	15%	(88)	569
Ideo: Conservative (5-7)	21%	(148)	28%	(199)	18%	(128)	20%	(146)	13%	(93)	714
Educ: < College	13%	(196)	17%	(260)	18%	(276)	36%	(558)	18%	(276)	1567
Educ: Bachelors degree	17%	(70)	20%	(81)	13%	(55)	41%	(171)	9%	(37)	416
Educ: Post-grad	19%	(42)	19%	(42)	17%	(37)	38%	(83)	7%	(15)	219
Income: Under 50k	13%	(172)	17%	(221)	15%	(201)	38%	(492)	17%	(222)	1307
Income: 50k-100k	14%	(95)	18%	(120)	19%	(128)	37%	(242)	11%	(74)	659
Income: 100k+	18%	(41)	18%	(42)	17%	(39)	34%	(79)	14%	(33)	235
Ethnicity: White	14%	(240)	18%	(317)	17%	(302)	37%	(642)	14%	(249)	1750
Ethnicity: Hispanic	17%	(57)	18%	(58)	14%	(45)	38%	(125)	13%	(43)	329

Continued on next page

Table BRD14: Based on what you know, do you support or oppose cuts to federal spending on public television?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	14%	(308)	17%	(383)	17%	(369)	37%	(812)	15%	(329)	2201
Ethnicity: Afr. Am.	16%	(42)	12%	(33)	13%	(35)	44%	(119)	15%	(39)	269
Ethnicity: Other	14%	(25)	18%	(33)	18%	(32)	28%	(51)	22%	(41)	182
Relig: Protestant	20%	(110)	22%	(120)	15%	(85)	31%	(173)	12%	(65)	554
Relig: Roman Catholic	13%	(64)	22%	(114)	16%	(80)	36%	(181)	13%	(67)	506
Relig: Ath./Agn./None	10%	(58)	11%	(65)	15%	(84)	46%	(261)	18%	(102)	571
Relig: Something Else	12%	(40)	16%	(53)	21%	(71)	42%	(141)	10%	(34)	340
Relig: Jewish	6%	(4)	12%	(9)	28%	(20)	50%	(36)	3%	(2)	71
Relig: Evangelical	24%	(155)	20%	(127)	15%	(94)	23%	(149)	17%	(109)	635
Relig: Non-Evang. Catholics	8%	(54)	21%	(137)	18%	(119)	40%	(260)	12%	(80)	651
Relig: All Christian	16%	(209)	21%	(265)	17%	(213)	32%	(409)	15%	(190)	1286
Relig: All Non-Christian	11%	(98)	13%	(118)	17%	(156)	44%	(402)	15%	(137)	911
Community: Urban	17%	(104)	17%	(108)	14%	(86)	39%	(239)	13%	(81)	617
Community: Suburban	12%	(126)	17%	(173)	19%	(189)	38%	(383)	14%	(142)	1013
Community: Rural	14%	(79)	18%	(102)	16%	(93)	33%	(191)	19%	(106)	571
Employ: Private Sector	19%	(134)	19%	(135)	17%	(123)	34%	(236)	11%	(76)	704
Employ: Government	21%	(28)	20%	(28)	12%	(17)	41%	(56)	6%	(9)	138
Employ: Self-Employed	17%	(30)	16%	(29)	15%	(26)	39%	(69)	14%	(24)	178
Employ: Homemaker	9%	(20)	13%	(30)	13%	(30)	42%	(97)	23%	(52)	230
Employ: Student	10%	(9)	18%	(17)	24%	(22)	32%	(29)	16%	(15)	93
Employ: Retired	9%	(41)	20%	(97)	17%	(81)	38%	(181)	16%	(77)	476
Employ: Unemployed	13%	(31)	12%	(31)	18%	(44)	37%	(90)	20%	(49)	245
Employ: Other	11%	(15)	12%	(16)	18%	(25)	40%	(54)	20%	(27)	137
Job Type: White-collar	16%	(128)	21%	(169)	17%	(133)	37%	(292)	9%	(71)	793
Job Type: Blue-collar	14%	(139)	18%	(170)	17%	(166)	38%	(361)	13%	(125)	960
Job Type: Don't Know	9%	(40)	10%	(44)	16%	(70)	36%	(160)	30%	(133)	448
Military HH: Yes	24%	(93)	19%	(76)	12%	(50)	33%	(130)	12%	(48)	397
Military HH: No	12%	(214)	17%	(307)	18%	(319)	38%	(683)	16%	(280)	1804
2016 Vote: Democrat Hillary Clinton	10%	(76)	11%	(84)	13%	(102)	58%	(455)	9%	(67)	785
2016 Vote: Republican Donald Trump	23%	(178)	26%	(208)	17%	(134)	18%	(139)	16%	(127)	786
2016 Vote: Someone else	7%	(12)	17%	(28)	20%	(33)	43%	(70)	13%	(21)	164

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Table BRD14: Based on what you know, do you support or oppose cuts to federal spending on public television?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion	Total N
Adults	14%	(308)	17%	(383)	17%	(369)	37%	(812)	15% (329)	2201
2012 Vote: Barack Obama	11%	(103)	11%	(98)	14%	(123)	55%	(497)	9% (84)	906
2012 Vote: Mitt Romney	23%	(134)	29%	(172)	19%	(111)	16%	(95)	13% (79)	590
2012 Vote: Other	16%	(13)	19%	(16)	18%	(15)	30%	(25)	17% (14)	83
2012 Vote: Didn't Vote	9%	(57)	16%	(97)	19%	(120)	31%	(195)	24% (152)	622
4-Region: Northeast	16%	(63)	17%	(70)	17%	(69)	37%	(150)	12% (49)	402
4-Region: Midwest	15%	(73)	14%	(66)	18%	(85)	37%	(177)	15% (72)	474
4-Region: South	13%	(107)	19%	(158)	16%	(128)	35%	(285)	17% (137)	815
4-Region: West	13%	(65)	18%	(90)	17%	(86)	39%	(200)	14% (70)	511

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

Table BRD15_1: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Its too slanted to conservative points of view

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	11%	(117)	16%	(174)	21%	(229)	27%	(295)	26%	(282)	1098
Gender: Male	12%	(66)	19%	(101)	22%	(114)	26%	(138)	21%	(108)	526
Gender: Female	9%	(52)	13%	(73)	20%	(115)	28%	(157)	31%	(175)	572
Age: 18-29	16%	(27)	16%	(27)	20%	(33)	21%	(35)	27%	(45)	168
Age: 30-44	19%	(62)	20%	(64)	18%	(59)	19%	(60)	24%	(77)	322
Age: 45-54	5%	(9)	15%	(30)	20%	(41)	32%	(67)	28%	(58)	205
Age: 55-64	5%	(10)	12%	(24)	25%	(48)	31%	(62)	27%	(53)	197
Age: 65+	4%	(8)	14%	(29)	23%	(47)	35%	(72)	24%	(50)	205
PID: Dem (no lean)	12%	(47)	17%	(66)	20%	(79)	29%	(116)	22%	(88)	395
PID: Ind (no lean)	7%	(26)	16%	(57)	20%	(71)	27%	(96)	29%	(105)	355
PID: Rep (no lean)	13%	(44)	15%	(51)	23%	(79)	24%	(83)	26%	(90)	348
PID/Gender: Dem Men	16%	(31)	21%	(40)	23%	(44)	25%	(48)	15%	(28)	191
PID/Gender: Dem Women	8%	(16)	13%	(26)	17%	(35)	33%	(68)	29%	(60)	204
PID/Gender: Ind Men	7%	(11)	21%	(36)	18%	(31)	31%	(53)	25%	(43)	173
PID/Gender: Ind Women	8%	(15)	12%	(21)	22%	(40)	24%	(43)	34%	(62)	181
PID/Gender: Rep Men	14%	(23)	15%	(25)	25%	(40)	23%	(37)	23%	(37)	162
PID/Gender: Rep Women	11%	(21)	14%	(26)	21%	(40)	25%	(46)	28%	(53)	187
Tea Party: Supporter	22%	(62)	17%	(49)	21%	(60)	23%	(66)	16%	(43)	280
Tea Party: Not Supporter	7%	(54)	15%	(125)	21%	(168)	28%	(230)	29%	(239)	816
Ideo: Liberal (1-3)	15%	(52)	20%	(70)	22%	(77)	28%	(97)	16%	(57)	354
Ideo: Moderate (4)	10%	(28)	12%	(34)	22%	(61)	30%	(83)	27%	(76)	282
Ideo: Conservative (5-7)	9%	(32)	17%	(61)	22%	(78)	30%	(106)	22%	(78)	355
Educ: < College	10%	(77)	16%	(130)	20%	(160)	24%	(191)	29%	(233)	790
Educ: Bachelors degree	15%	(29)	15%	(29)	22%	(44)	30%	(60)	18%	(36)	198
Educ: Post-grad	11%	(12)	13%	(15)	23%	(25)	41%	(45)	12%	(14)	110

Continued on next page

Table BRD15_1: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Its too slanted to conservative points of view

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	11%	(117)	16%	(174)	21%	(229)	27%	(295)	26%	(282)	1098
Income: Under 50k	10%	(65)	16%	(100)	19%	(124)	26%	(167)	29%	(186)	642
Income: 50k-100k	12%	(41)	17%	(59)	20%	(69)	30%	(103)	20%	(68)	340
Income: 100k+	10%	(12)	13%	(15)	30%	(35)	22%	(25)	25%	(29)	116
Ethnicity: White	10%	(90)	15%	(133)	21%	(191)	28%	(245)	26%	(230)	890
Ethnicity: Hispanic	16%	(26)	20%	(33)	14%	(22)	25%	(41)	25%	(40)	162
Ethnicity: Afr. Am.	12%	(15)	17%	(21)	22%	(28)	26%	(33)	22%	(28)	124
Ethnicity: Other	15%	(13)	23%	(20)	12%	(10)	21%	(18)	29%	(24)	85
Relig: Protestant	8%	(21)	17%	(49)	23%	(63)	32%	(90)	21%	(59)	282
Relig: Roman Catholic	14%	(35)	16%	(40)	22%	(53)	23%	(58)	25%	(61)	247
Relig: Ath./Agn./None	10%	(29)	14%	(39)	17%	(47)	29%	(82)	30%	(84)	280
Relig: Something Else	12%	(20)	17%	(28)	19%	(32)	27%	(46)	26%	(44)	170
Relig: Evangelical	16%	(48)	16%	(49)	23%	(71)	23%	(73)	22%	(69)	310
Relig: Non-Evang. Catholics	6%	(20)	17%	(58)	24%	(79)	28%	(94)	26%	(86)	337
Relig: All Christian	11%	(68)	17%	(107)	23%	(150)	26%	(167)	24%	(155)	647
Relig: All Non-Christian	11%	(48)	15%	(67)	17%	(79)	29%	(129)	28%	(127)	450
Community: Urban	16%	(48)	17%	(50)	19%	(56)	26%	(79)	22%	(65)	297
Community: Suburban	9%	(49)	14%	(76)	22%	(118)	29%	(152)	26%	(138)	533
Community: Rural	8%	(21)	18%	(48)	21%	(55)	24%	(65)	30%	(80)	269
Employ: Private Sector	14%	(51)	17%	(59)	22%	(78)	24%	(86)	22%	(79)	353
Employ: Government	20%	(14)	21%	(15)	19%	(13)	33%	(23)	8%	(6)	71
Employ: Self-Employed	8%	(7)	20%	(17)	26%	(22)	29%	(25)	17%	(15)	87
Employ: Homemaker	9%	(11)	13%	(16)	15%	(19)	23%	(28)	40%	(49)	122
Employ: Retired	4%	(9)	15%	(34)	24%	(55)	34%	(78)	23%	(54)	230
Employ: Unemployed	10%	(13)	10%	(12)	21%	(26)	25%	(32)	34%	(42)	125
Employ: Other	10%	(7)	19%	(14)	16%	(12)	20%	(15)	35%	(25)	73
Job Type: White-collar	12%	(48)	15%	(58)	23%	(89)	30%	(118)	20%	(78)	391
Job Type: Blue-collar	9%	(42)	18%	(85)	21%	(96)	29%	(134)	23%	(108)	466
Job Type: Don't Know	11%	(28)	13%	(31)	18%	(44)	18%	(43)	40%	(96)	241

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Table BRD15_1: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Its too slanted to conservative points of view

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	11%	(117)	16%	(174)	21%	(229)	27%	(295)	26%	(282)	1098
Military HH: Yes	13%	(25)	17%	(32)	24%	(44)	25%	(47)	21%	(39)	188
Military HH: No	10%	(93)	16%	(141)	20%	(185)	27%	(249)	27%	(243)	911
2016 Vote: Democrat Hillary Clinton	11%	(43)	16%	(62)	21%	(83)	31%	(122)	20%	(80)	390
2016 Vote: Republican Donald Trump	12%	(48)	15%	(58)	22%	(84)	27%	(106)	24%	(91)	388
2016 Vote: Someone else	4%	(3)	13%	(11)	28%	(24)	31%	(26)	25%	(21)	85
2012 Vote: Barack Obama	12%	(58)	14%	(69)	22%	(103)	29%	(140)	22%	(108)	479
2012 Vote: Mitt Romney	9%	(25)	17%	(47)	21%	(58)	31%	(88)	23%	(63)	280
2012 Vote: Didn't Vote	11%	(31)	17%	(50)	20%	(59)	19%	(57)	34%	(100)	297
4-Region: Northeast	12%	(26)	17%	(37)	18%	(40)	28%	(61)	26%	(57)	220
4-Region: Midwest	11%	(25)	19%	(45)	20%	(47)	23%	(54)	26%	(61)	232
4-Region: South	10%	(40)	16%	(62)	24%	(96)	26%	(104)	24%	(97)	399
4-Region: West	11%	(26)	12%	(30)	19%	(46)	31%	(77)	27%	(67)	246

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

Table BRD15_2: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Its too slanted to liberal points of view

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	17%	(193)	18%	(200)	18%	(199)	22%	(238)	25%	(274)	1103
Gender: Male	23%	(121)	18%	(95)	20%	(105)	19%	(101)	21%	(112)	533
Gender: Female	13%	(72)	18%	(105)	16%	(94)	24%	(137)	28%	(162)	569
Age: 18-29	16%	(35)	22%	(47)	17%	(37)	18%	(39)	27%	(58)	215
Age: 30-44	22%	(73)	16%	(53)	14%	(48)	20%	(67)	27%	(89)	330
Age: 45-54	14%	(24)	18%	(31)	19%	(32)	25%	(42)	24%	(39)	167
Age: 55-64	17%	(33)	21%	(41)	20%	(39)	21%	(42)	21%	(42)	198
Age: 65+	15%	(29)	15%	(28)	22%	(43)	25%	(47)	24%	(45)	192
PID: Dem (no lean)	12%	(47)	13%	(53)	23%	(90)	33%	(129)	19%	(76)	396
PID: Ind (no lean)	14%	(48)	17%	(58)	17%	(58)	21%	(74)	32%	(110)	348
PID: Rep (no lean)	27%	(97)	25%	(89)	14%	(51)	10%	(35)	24%	(87)	360
PID/Gender: Dem Men	15%	(25)	12%	(20)	28%	(47)	27%	(46)	18%	(31)	169
PID/Gender: Dem Women	10%	(23)	15%	(33)	19%	(43)	36%	(82)	20%	(45)	226
PID/Gender: Ind Men	18%	(31)	17%	(28)	20%	(35)	18%	(31)	27%	(47)	171
PID/Gender: Ind Women	10%	(18)	17%	(29)	13%	(23)	24%	(43)	36%	(63)	177
PID/Gender: Rep Men	34%	(66)	24%	(47)	12%	(22)	12%	(24)	18%	(34)	193
PID/Gender: Rep Women	19%	(31)	25%	(42)	17%	(28)	7%	(12)	32%	(53)	167
Tea Party: Supporter	36%	(115)	19%	(60)	15%	(48)	11%	(34)	19%	(60)	318
Tea Party: Not Supporter	9%	(74)	18%	(140)	19%	(151)	26%	(202)	27%	(213)	780
Ideo: Liberal (1-3)	17%	(58)	16%	(55)	24%	(84)	30%	(106)	13%	(47)	350
Ideo: Moderate (4)	9%	(27)	16%	(47)	21%	(59)	23%	(67)	30%	(87)	287
Ideo: Conservative (5-7)	29%	(104)	24%	(86)	13%	(47)	14%	(51)	20%	(71)	359
Educ: < College	15%	(117)	18%	(142)	18%	(138)	20%	(153)	29%	(225)	776
Educ: Bachelors degree	22%	(47)	16%	(35)	20%	(44)	26%	(57)	16%	(35)	218
Educ: Post-grad	26%	(29)	21%	(23)	15%	(16)	25%	(27)	12%	(14)	109

Continued on next page

Table BRD15_2: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Its too slanted to liberal points of view

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion	Total N
Adults	17%	(193)	18%	(200)	18%	(199)	22%	(238)	25% (274)	1103
Income: Under 50k	17%	(113)	18%	(121)	16%	(106)	21%	(142)	28% (183)	665
Income: 50k-100k	17%	(53)	18%	(58)	23%	(72)	21%	(68)	21% (68)	319
Income: 100k+	23%	(27)	18%	(21)	17%	(20)	24%	(29)	18% (22)	119
Ethnicity: White	18%	(155)	18%	(151)	17%	(150)	22%	(188)	25% (217)	861
Ethnicity: Hispanic	24%	(41)	18%	(30)	15%	(26)	23%	(38)	19% (32)	167
Ethnicity: Afr. Am.	19%	(28)	17%	(25)	20%	(29)	21%	(30)	23% (33)	145
Ethnicity: Other	10%	(10)	24%	(24)	21%	(20)	21%	(20)	24% (24)	97
Relig: Protestant	23%	(62)	20%	(53)	18%	(50)	19%	(51)	21% (56)	272
Relig: Roman Catholic	19%	(48)	23%	(60)	19%	(50)	17%	(44)	22% (57)	259
Relig: Ath./Agn./None	13%	(39)	13%	(37)	16%	(45)	30%	(86)	29% (83)	291
Relig: Something Else	16%	(27)	18%	(30)	19%	(32)	26%	(44)	21% (36)	170
Relig: Evangelical	26%	(86)	18%	(58)	16%	(53)	15%	(48)	25% (80)	325
Relig: Non-Evang. Catholics	13%	(40)	24%	(75)	22%	(68)	19%	(59)	23% (72)	314
Relig: All Christian	20%	(127)	21%	(133)	19%	(121)	17%	(107)	24% (151)	639
Relig: All Non-Christian	14%	(66)	15%	(67)	17%	(77)	28%	(130)	26% (119)	460
Community: Urban	20%	(64)	18%	(59)	19%	(61)	25%	(79)	18% (57)	320
Community: Suburban	18%	(85)	17%	(81)	20%	(96)	22%	(104)	24% (114)	480
Community: Rural	15%	(44)	20%	(60)	14%	(42)	18%	(55)	34% (102)	302
Employ: Private Sector	25%	(87)	20%	(70)	16%	(55)	20%	(69)	20% (68)	351
Employ: Government	30%	(20)	25%	(17)	20%	(14)	14%	(10)	11% (7)	67
Employ: Self-Employed	15%	(13)	21%	(19)	22%	(20)	26%	(24)	17% (15)	92
Employ: Homemaker	10%	(11)	19%	(21)	14%	(15)	22%	(24)	34% (36)	107
Employ: Student	14%	(8)	19%	(10)	18%	(10)	15%	(8)	34% (19)	55
Employ: Retired	14%	(36)	14%	(34)	23%	(56)	25%	(62)	24% (59)	247
Employ: Unemployed	11%	(13)	16%	(19)	17%	(21)	22%	(26)	35% (41)	120
Employ: Other	8%	(5)	15%	(10)	12%	(8)	22%	(14)	43% (27)	64
Job Type: White-collar	19%	(76)	20%	(78)	21%	(83)	27%	(107)	14% (58)	402
Job Type: Blue-collar	19%	(92)	19%	(92)	19%	(93)	19%	(93)	25% (125)	494
Job Type: Don't Know	12%	(25)	14%	(29)	11%	(23)	18%	(38)	44% (91)	207

Continued on next page

Table BRD15_2: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Its too slanted to liberal points of view

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion	Total N
Adults	17%	(193)	18%	(200)	18%	(199)	22%	(238)	25% (274)	1103
Military HH: Yes	28%	(58)	13%	(28)	18%	(39)	19%	(39)	22% (46)	210
Military HH: No	15%	(135)	19%	(172)	18%	(160)	22%	(199)	26% (228)	893
2016 Vote: Democrat Hillary Clinton	12%	(47)	14%	(54)	23%	(92)	36%	(140)	16% (62)	394
2016 Vote: Republican Donald Trump	28%	(113)	23%	(91)	14%	(54)	11%	(44)	24% (96)	399
2016 Vote: Someone else	18%	(15)	11%	(9)	21%	(17)	21%	(17)	28% (22)	79
2012 Vote: Barack Obama	15%	(63)	14%	(59)	21%	(91)	31%	(132)	19% (81)	427
2012 Vote: Mitt Romney	30%	(93)	23%	(73)	15%	(46)	11%	(33)	22% (67)	311
2012 Vote: Didn't Vote	10%	(32)	19%	(62)	17%	(56)	19%	(63)	34% (112)	325
4-Region: Northeast	19%	(34)	19%	(35)	17%	(31)	17%	(30)	28% (51)	181
4-Region: Midwest	16%	(38)	18%	(44)	20%	(48)	19%	(46)	27% (65)	241
4-Region: South	19%	(80)	16%	(68)	18%	(74)	21%	(86)	26% (107)	415
4-Region: West	15%	(41)	20%	(53)	17%	(46)	28%	(75)	19% (50)	265

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

Table BRD15_3: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It is accessible to all Americans

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion	Total N
Adults	40%	(878)	33%	(731)	9%	(195)	5%	(110)	13% (287)	2201
Gender: Male	38%	(401)	35%	(366)	10%	(109)	6%	(66)	11% (118)	1060
Gender: Female	42%	(477)	32%	(365)	8%	(87)	4%	(44)	15% (169)	1141
Age: 18-29	33%	(128)	31%	(119)	12%	(45)	8%	(30)	16% (62)	383
Age: 30-44	44%	(289)	29%	(189)	9%	(56)	5%	(35)	13% (84)	652
Age: 45-54	45%	(167)	32%	(118)	7%	(26)	3%	(11)	14% (51)	373
Age: 55-64	37%	(146)	41%	(163)	8%	(30)	4%	(17)	10% (39)	395
Age: 65+	37%	(149)	36%	(143)	10%	(40)	4%	(16)	13% (51)	398
PID: Dem (no lean)	48%	(378)	31%	(246)	8%	(63)	3%	(27)	10% (76)	791
PID: Ind (no lean)	38%	(265)	33%	(229)	9%	(66)	5%	(37)	15% (105)	703
PID: Rep (no lean)	33%	(234)	36%	(256)	9%	(66)	6%	(45)	15% (106)	708
PID/Gender: Dem Men	45%	(162)	34%	(122)	10%	(36)	5%	(17)	7% (24)	361
PID/Gender: Dem Women	50%	(216)	29%	(124)	6%	(27)	2%	(11)	12% (52)	430
PID/Gender: Ind Men	37%	(126)	33%	(114)	11%	(36)	7%	(24)	13% (45)	344
PID/Gender: Ind Women	39%	(139)	32%	(115)	8%	(30)	4%	(13)	17% (60)	358
PID/Gender: Rep Men	32%	(113)	37%	(130)	10%	(37)	7%	(26)	14% (49)	354
PID/Gender: Rep Women	34%	(121)	36%	(126)	8%	(30)	6%	(20)	16% (57)	353
Tea Party: Supporter	39%	(235)	33%	(198)	11%	(66)	9%	(53)	8% (46)	598
Tea Party: Not Supporter	40%	(637)	33%	(533)	8%	(129)	4%	(56)	15% (241)	1596
Ideo: Liberal (1-3)	47%	(334)	32%	(223)	9%	(64)	5%	(33)	7% (50)	704
Ideo: Moderate (4)	42%	(241)	34%	(191)	10%	(55)	3%	(19)	11% (63)	569
Ideo: Conservative (5-7)	35%	(250)	37%	(266)	9%	(63)	7%	(50)	12% (85)	714
Educ: < College	39%	(607)	30%	(472)	10%	(152)	6%	(91)	16% (244)	1567
Educ: Bachelors degree	44%	(181)	40%	(168)	6%	(24)	3%	(13)	7% (30)	416
Educ: Post-grad	41%	(90)	42%	(91)	9%	(19)	3%	(6)	6% (13)	219

Continued on next page

Table BRD15_3: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It is accessible to all Americans

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion	Total N
Adults	40%	(878)	33%	(731)	9%	(195)	5%	(110)	13% (287)	2201
Income: Under 50k	40%	(521)	31%	(410)	8%	(105)	6%	(79)	15% (193)	1307
Income: 50k-100k	41%	(273)	35%	(232)	10%	(66)	4%	(26)	9% (62)	659
Income: 100k+	36%	(84)	38%	(89)	11%	(25)	2%	(5)	13% (31)	235
Ethnicity: White	40%	(695)	35%	(607)	9%	(150)	4%	(78)	13% (220)	1750
Ethnicity: Hispanic	36%	(120)	31%	(104)	11%	(36)	6%	(19)	15% (51)	329
Ethnicity: Afr. Am.	49%	(133)	23%	(62)	8%	(22)	5%	(14)	14% (39)	269
Ethnicity: Other	27%	(50)	34%	(62)	13%	(24)	10%	(18)	15% (28)	182
Relig: Protestant	38%	(211)	37%	(205)	9%	(50)	6%	(32)	10% (56)	554
Relig: Roman Catholic	43%	(216)	34%	(174)	9%	(44)	3%	(13)	12% (59)	506
Relig: Ath./Agn./None	40%	(225)	31%	(176)	7%	(42)	6%	(35)	16% (92)	571
Relig: Something Else	43%	(147)	30%	(102)	9%	(32)	6%	(19)	12% (40)	340
Relig: Jewish	52%	(37)	28%	(20)	7%	(5)	3%	(2)	9% (6)	71
Relig: Evangelical	37%	(238)	34%	(217)	10%	(61)	6%	(38)	13% (81)	635
Relig: Non-Evang. Catholics	41%	(267)	36%	(235)	9%	(60)	3%	(18)	11% (70)	651
Relig: All Christian	39%	(505)	35%	(451)	9%	(121)	4%	(56)	12% (152)	1286
Relig: All Non-Christian	41%	(372)	31%	(279)	8%	(74)	6%	(54)	14% (132)	911
Community: Urban	43%	(268)	30%	(188)	9%	(57)	5%	(31)	12% (74)	617
Community: Suburban	40%	(405)	35%	(359)	8%	(79)	5%	(51)	12% (119)	1013
Community: Rural	36%	(205)	32%	(185)	10%	(59)	5%	(28)	17% (94)	571
Employ: Private Sector	43%	(306)	33%	(232)	10%	(67)	5%	(35)	9% (65)	704
Employ: Government	40%	(56)	34%	(47)	11%	(15)	7%	(9)	8% (11)	138
Employ: Self-Employed	38%	(68)	39%	(70)	6%	(12)	7%	(13)	9% (17)	178
Employ: Homemaker	37%	(86)	31%	(71)	8%	(18)	6%	(14)	18% (41)	230
Employ: Student	25%	(24)	35%	(33)	16%	(15)	8%	(7)	16% (15)	93
Employ: Retired	39%	(185)	34%	(164)	9%	(44)	4%	(17)	14% (66)	476
Employ: Unemployed	38%	(94)	32%	(78)	7%	(17)	4%	(11)	19% (46)	245
Employ: Other	44%	(61)	27%	(37)	6%	(8)	3%	(4)	20% (27)	137

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Table BRD15_3: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It is accessible to all Americans

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	40%	(878)	33%	(731)	9%	(195)	5%	(110)	13%	(287)	2201
Job Type: White-collar	43%	(339)	34%	(273)	10%	(82)	5%	(38)	8%	(62)	793
Job Type: Blue-collar	42%	(399)	34%	(324)	9%	(82)	6%	(57)	10%	(98)	960
Job Type: Don't Know	31%	(141)	30%	(134)	7%	(31)	3%	(14)	28%	(127)	448
Military HH: Yes	37%	(146)	35%	(141)	11%	(42)	6%	(23)	11%	(45)	397
Military HH: No	41%	(732)	33%	(590)	8%	(153)	5%	(87)	13%	(241)	1804
2016 Vote: Democrat Hillary Clinton	49%	(384)	32%	(249)	8%	(59)	3%	(26)	9%	(67)	785
2016 Vote: Republican Donald Trump	35%	(275)	36%	(282)	10%	(77)	7%	(54)	12%	(98)	786
2016 Vote: Someone else	42%	(68)	29%	(47)	11%	(19)	3%	(5)	15%	(25)	164
2012 Vote: Barack Obama	49%	(444)	31%	(284)	8%	(70)	3%	(24)	9%	(84)	906
2012 Vote: Mitt Romney	34%	(200)	37%	(216)	10%	(60)	7%	(42)	12%	(72)	590
2012 Vote: Other	37%	(30)	31%	(26)	13%	(11)	7%	(6)	12%	(10)	83
2012 Vote: Didn't Vote	33%	(204)	33%	(205)	9%	(55)	6%	(37)	19%	(121)	622
4-Region: Northeast	42%	(168)	30%	(119)	10%	(39)	4%	(14)	15%	(62)	402
4-Region: Midwest	38%	(180)	36%	(168)	8%	(40)	5%	(26)	13%	(60)	474
4-Region: South	39%	(320)	34%	(277)	10%	(78)	5%	(42)	12%	(98)	815
4-Region: West	41%	(210)	33%	(167)	7%	(38)	6%	(28)	13%	(68)	511

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

Table BRD15_4: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It offers intelligent programming

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion	Total N
Adults	40%	(882)	35%	(772)	9%	(192)	5%	(101)	12% (254)	2201
Gender: Male	38%	(398)	37%	(388)	10%	(107)	6%	(63)	10% (103)	1060
Gender: Female	42%	(484)	34%	(384)	7%	(85)	3%	(37)	13% (152)	1141
Age: 18-29	31%	(119)	34%	(132)	13%	(51)	7%	(26)	15% (56)	383
Age: 30-44	42%	(272)	32%	(207)	9%	(59)	4%	(29)	13% (85)	652
Age: 45-54	44%	(166)	34%	(125)	7%	(27)	3%	(11)	12% (44)	373
Age: 55-64	42%	(165)	37%	(145)	7%	(27)	6%	(22)	9% (36)	395
Age: 65+	40%	(160)	41%	(163)	7%	(29)	3%	(13)	8% (33)	398
PID: Dem (no lean)	51%	(400)	32%	(250)	7%	(52)	3%	(25)	8% (63)	791
PID: Ind (no lean)	39%	(272)	33%	(233)	8%	(58)	6%	(39)	14% (100)	703
PID: Rep (no lean)	30%	(209)	41%	(289)	12%	(82)	5%	(37)	13% (91)	708
PID/Gender: Dem Men	48%	(173)	35%	(125)	9%	(31)	4%	(15)	5% (17)	361
PID/Gender: Dem Women	53%	(227)	29%	(125)	5%	(21)	2%	(10)	11% (46)	430
PID/Gender: Ind Men	35%	(119)	36%	(124)	10%	(34)	7%	(24)	13% (43)	344
PID/Gender: Ind Women	43%	(153)	30%	(109)	7%	(24)	4%	(15)	16% (57)	358
PID/Gender: Rep Men	30%	(105)	39%	(140)	12%	(42)	7%	(24)	12% (43)	354
PID/Gender: Rep Women	29%	(104)	42%	(149)	11%	(39)	3%	(12)	14% (48)	353
Tea Party: Supporter	33%	(199)	37%	(224)	14%	(84)	8%	(46)	7% (44)	598
Tea Party: Not Supporter	42%	(678)	34%	(545)	7%	(108)	3%	(54)	13% (210)	1596
Ideo: Liberal (1-3)	51%	(361)	31%	(220)	7%	(47)	4%	(29)	7% (46)	704
Ideo: Moderate (4)	44%	(250)	34%	(195)	7%	(42)	3%	(19)	11% (63)	569
Ideo: Conservative (5-7)	31%	(220)	41%	(295)	13%	(90)	6%	(45)	9% (63)	714
Educ: < College	37%	(587)	34%	(535)	9%	(147)	5%	(81)	14% (216)	1567
Educ: Bachelors degree	47%	(194)	36%	(151)	8%	(32)	3%	(11)	7% (29)	416
Educ: Post-grad	46%	(101)	39%	(86)	6%	(13)	4%	(9)	5% (10)	219

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Table BRD15_4: The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.

It offers intelligent programming

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	40%	(882)	35%	(772)	9%	(192)	5%	(101)	12%	(254)	2201
Income: Under 50k	39%	(513)	33%	(431)	9%	(113)	5%	(68)	14%	(181)	1307
Income: 50k-100k	40%	(266)	40%	(263)	9%	(62)	4%	(25)	6%	(42)	659
Income: 100k+	44%	(103)	33%	(78)	7%	(17)	3%	(7)	13%	(31)	235
Ethnicity: White	40%	(700)	36%	(633)	9%	(150)	4%	(74)	11%	(194)	1750
Ethnicity: Hispanic	38%	(126)	31%	(101)	12%	(38)	4%	(15)	15%	(50)	329
Ethnicity: Afr. Am.	47%	(127)	27%	(73)	9%	(24)	4%	(12)	12%	(32)	269
Ethnicity: Other	30%	(55)	36%	(66)	10%	(18)	8%	(15)	16%	(29)	182
Relig: Protestant	38%	(209)	39%	(215)	9%	(52)	6%	(33)	8%	(46)	554
Relig: Roman Catholic	41%	(210)	38%	(192)	7%	(38)	3%	(17)	10%	(49)	506
Relig: Ath./Agn./None	42%	(238)	31%	(180)	7%	(41)	5%	(28)	15%	(84)	571
Relig: Something Else	44%	(149)	33%	(112)	10%	(32)	4%	(14)	10%	(33)	340
Relig: Jewish	57%	(40)	30%	(21)	4%	(3)	1%	(1)	8%	(6)	71
Relig: Evangelical	35%	(223)	37%	(233)	11%	(68)	5%	(33)	12%	(77)	635
Relig: Non-Evang. Catholics	42%	(272)	38%	(247)	8%	(49)	4%	(25)	9%	(57)	651
Relig: All Christian	38%	(495)	37%	(480)	9%	(118)	5%	(58)	10%	(135)	1286
Relig: All Non-Christian	42%	(387)	32%	(292)	8%	(73)	5%	(42)	13%	(117)	911
Community: Urban	44%	(273)	32%	(200)	8%	(47)	4%	(27)	11%	(70)	617
Community: Suburban	41%	(411)	35%	(359)	10%	(100)	4%	(40)	10%	(103)	1013
Community: Rural	35%	(198)	37%	(213)	8%	(45)	6%	(34)	14%	(81)	571
Employ: Private Sector	41%	(292)	36%	(253)	10%	(73)	5%	(37)	7%	(49)	704
Employ: Government	42%	(57)	38%	(52)	10%	(14)	5%	(7)	5%	(7)	138
Employ: Self-Employed	40%	(71)	32%	(58)	11%	(20)	6%	(11)	10%	(18)	178
Employ: Homemaker	39%	(90)	28%	(65)	8%	(19)	4%	(9)	21%	(47)	230
Employ: Student	20%	(19)	39%	(36)	17%	(16)	7%	(6)	17%	(16)	93
Employ: Retired	41%	(198)	39%	(184)	6%	(28)	4%	(18)	10%	(49)	476
Employ: Unemployed	37%	(90)	35%	(86)	5%	(13)	4%	(11)	19%	(46)	245
Employ: Other	48%	(65)	28%	(38)	7%	(10)	—	(1)	17%	(23)	137

Continued on next page

Table BRD15_4: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It offers intelligent programming

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	40%	(882)	35%	(772)	9%	(192)	5%	(101)	12%	(254)	2201
Job Type: White-collar	43%	(344)	38%	(298)	9%	(69)	3%	(25)	7%	(56)	793
Job Type: Blue-collar	40%	(387)	36%	(345)	9%	(87)	6%	(58)	9%	(83)	960
Job Type: Don't Know	34%	(151)	29%	(128)	8%	(36)	4%	(17)	26%	(116)	448
Military HH: Yes	39%	(154)	38%	(151)	10%	(41)	4%	(16)	9%	(35)	397
Military HH: No	40%	(728)	34%	(622)	8%	(151)	5%	(85)	12%	(219)	1804
2016 Vote: Democrat Hillary Clinton	53%	(414)	32%	(250)	6%	(45)	3%	(22)	7%	(54)	785
2016 Vote: Republican Donald Trump	32%	(251)	40%	(315)	12%	(92)	6%	(48)	10%	(80)	786
2016 Vote: Someone else	45%	(74)	30%	(49)	6%	(10)	3%	(5)	15%	(25)	164
2012 Vote: Barack Obama	53%	(481)	32%	(287)	5%	(49)	3%	(24)	7%	(65)	906
2012 Vote: Mitt Romney	29%	(173)	41%	(245)	12%	(73)	6%	(37)	10%	(62)	590
2012 Vote: Other	32%	(26)	35%	(29)	12%	(10)	9%	(8)	12%	(10)	83
2012 Vote: Didn't Vote	32%	(201)	34%	(211)	10%	(60)	5%	(32)	19%	(118)	622
4-Region: Northeast	41%	(166)	34%	(136)	8%	(33)	5%	(20)	11%	(46)	402
4-Region: Midwest	39%	(185)	36%	(171)	7%	(33)	6%	(26)	12%	(59)	474
4-Region: South	38%	(313)	35%	(288)	11%	(92)	4%	(30)	11%	(92)	815
4-Region: West	42%	(217)	35%	(177)	7%	(35)	5%	(24)	11%	(58)	511

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

Table BRD15_5: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It offers an important alternative to network television

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	35%	(769)	36%	(783)	10%	(220)	6%	(133)	13%	(297)	2201
Gender: Male	33%	(353)	37%	(388)	12%	(125)	8%	(82)	11%	(112)	1060
Gender: Female	36%	(416)	35%	(394)	8%	(95)	5%	(52)	16%	(185)	1141
Age: 18-29	32%	(123)	33%	(127)	12%	(45)	6%	(24)	17%	(65)	383
Age: 30-44	37%	(241)	33%	(215)	9%	(60)	6%	(37)	15%	(98)	652
Age: 45-54	36%	(136)	33%	(124)	11%	(41)	8%	(30)	11%	(42)	373
Age: 55-64	33%	(129)	40%	(157)	10%	(40)	5%	(21)	12%	(48)	395
Age: 65+	35%	(140)	40%	(159)	8%	(34)	6%	(22)	11%	(43)	398
PID: Dem (no lean)	42%	(333)	35%	(279)	8%	(60)	5%	(38)	10%	(80)	791
PID: Ind (no lean)	36%	(255)	33%	(230)	9%	(63)	6%	(39)	16%	(116)	703
PID: Rep (no lean)	26%	(181)	39%	(274)	14%	(96)	8%	(56)	14%	(100)	708
PID/Gender: Dem Men	41%	(149)	37%	(135)	10%	(37)	6%	(22)	5%	(19)	361
PID/Gender: Dem Women	43%	(185)	34%	(144)	5%	(23)	4%	(16)	14%	(62)	430
PID/Gender: Ind Men	35%	(122)	33%	(112)	11%	(37)	7%	(24)	15%	(50)	344
PID/Gender: Ind Women	37%	(133)	33%	(117)	7%	(26)	4%	(16)	18%	(66)	358
PID/Gender: Rep Men	23%	(83)	40%	(141)	14%	(51)	10%	(36)	12%	(43)	354
PID/Gender: Rep Women	28%	(98)	38%	(133)	13%	(46)	6%	(20)	16%	(57)	353
Tea Party: Supporter	30%	(182)	36%	(217)	15%	(87)	10%	(59)	9%	(52)	598
Tea Party: Not Supporter	36%	(580)	35%	(565)	8%	(132)	5%	(74)	15%	(244)	1596
Ideo: Liberal (1-3)	48%	(338)	34%	(242)	6%	(45)	4%	(26)	8%	(54)	704
Ideo: Moderate (4)	38%	(218)	36%	(203)	8%	(44)	6%	(33)	13%	(72)	569
Ideo: Conservative (5-7)	24%	(175)	40%	(283)	16%	(111)	9%	(67)	11%	(79)	714
Educ: < College	32%	(506)	35%	(545)	10%	(161)	6%	(101)	16%	(254)	1567
Educ: Bachelors degree	41%	(171)	38%	(158)	10%	(42)	4%	(15)	7%	(30)	416
Educ: Post-grad	42%	(92)	36%	(79)	8%	(17)	8%	(18)	6%	(13)	219

Continued on next page

Table BRD15_5: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It offers an important alternative to network television

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	35%	(769)	36%	(783)	10%	(220)	6%	(133)	13%	(297)	2201
Income: Under 50k	35%	(460)	33%	(437)	10%	(128)	6%	(81)	15%	(201)	1307
Income: 50k-100k	34%	(225)	40%	(262)	10%	(69)	6%	(41)	10%	(63)	659
Income: 100k+	36%	(84)	36%	(84)	10%	(23)	5%	(12)	14%	(32)	235
Ethnicity: White	35%	(617)	36%	(631)	10%	(179)	6%	(100)	13%	(223)	1750
Ethnicity: Hispanic	34%	(113)	33%	(109)	9%	(29)	9%	(30)	15%	(49)	329
Ethnicity: Afr. Am.	40%	(109)	31%	(82)	9%	(25)	5%	(14)	15%	(40)	269
Ethnicity: Other	23%	(43)	38%	(70)	9%	(16)	11%	(19)	19%	(34)	182
Relig: Protestant	33%	(185)	39%	(215)	10%	(53)	7%	(40)	11%	(61)	554
Relig: Roman Catholic	37%	(188)	37%	(187)	10%	(53)	6%	(32)	9%	(46)	506
Relig: Ath./Agn./None	32%	(183)	35%	(198)	10%	(56)	6%	(32)	18%	(102)	571
Relig: Something Else	43%	(147)	30%	(103)	9%	(31)	5%	(19)	12%	(41)	340
Relig: Jewish	55%	(39)	28%	(20)	6%	(4)	3%	(2)	8%	(6)	71
Relig: Evangelical	32%	(206)	36%	(226)	11%	(68)	8%	(48)	14%	(86)	635
Relig: Non-Evang. Catholics	36%	(232)	39%	(256)	10%	(64)	5%	(35)	10%	(65)	651
Relig: All Christian	34%	(438)	37%	(482)	10%	(132)	6%	(83)	12%	(151)	1286
Relig: All Non-Christian	36%	(330)	33%	(301)	9%	(86)	6%	(50)	16%	(143)	911
Community: Urban	39%	(240)	32%	(199)	9%	(56)	7%	(45)	13%	(77)	617
Community: Suburban	34%	(340)	38%	(384)	11%	(108)	6%	(62)	12%	(119)	1013
Community: Rural	33%	(189)	35%	(200)	10%	(56)	5%	(27)	18%	(100)	571
Employ: Private Sector	38%	(268)	34%	(242)	12%	(86)	7%	(47)	9%	(60)	704
Employ: Government	38%	(52)	38%	(52)	10%	(14)	7%	(10)	6%	(9)	138
Employ: Self-Employed	35%	(62)	31%	(56)	12%	(21)	9%	(15)	14%	(25)	178
Employ: Homemaker	30%	(70)	37%	(85)	7%	(15)	6%	(14)	20%	(46)	230
Employ: Student	21%	(19)	45%	(41)	14%	(13)	3%	(3)	17%	(16)	93
Employ: Retired	36%	(174)	37%	(177)	8%	(39)	5%	(25)	13%	(61)	476
Employ: Unemployed	31%	(76)	34%	(82)	8%	(21)	6%	(15)	21%	(51)	245
Employ: Other	35%	(47)	34%	(47)	8%	(10)	3%	(4)	21%	(28)	137

Continued on next page

Table BRD15_5: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It offers an important alternative to network television

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	35%	(769)	36%	(783)	10%	(220)	6%	(133)	13%	(297)	2201
Job Type: White-collar	40%	(317)	37%	(290)	10%	(82)	5%	(43)	8%	(61)	793
Job Type: Blue-collar	35%	(335)	36%	(349)	11%	(110)	7%	(66)	10%	(99)	960
Job Type: Don't Know	26%	(116)	32%	(144)	6%	(28)	5%	(24)	30%	(136)	448
Military HH: Yes	35%	(139)	37%	(148)	13%	(50)	5%	(21)	10%	(40)	397
Military HH: No	35%	(630)	35%	(635)	9%	(169)	6%	(112)	14%	(257)	1804
2016 Vote: Democrat Hillary Clinton	46%	(358)	35%	(275)	6%	(49)	4%	(32)	9%	(71)	785
2016 Vote: Republican Donald Trump	28%	(220)	38%	(301)	13%	(103)	8%	(65)	12%	(97)	786
2016 Vote: Someone else	39%	(64)	35%	(58)	7%	(11)	4%	(6)	15%	(25)	164
2012 Vote: Barack Obama	47%	(430)	33%	(296)	6%	(58)	3%	(30)	10%	(91)	906
2012 Vote: Mitt Romney	24%	(143)	40%	(235)	15%	(90)	9%	(54)	12%	(68)	590
2012 Vote: Other	29%	(24)	40%	(33)	14%	(12)	8%	(6)	10%	(8)	83
2012 Vote: Didn't Vote	27%	(171)	35%	(219)	10%	(60)	7%	(43)	21%	(129)	622
4-Region: Northeast	36%	(143)	34%	(136)	9%	(37)	9%	(35)	13%	(51)	402
4-Region: Midwest	34%	(161)	38%	(181)	10%	(46)	5%	(22)	13%	(63)	474
4-Region: South	35%	(287)	34%	(280)	11%	(88)	6%	(52)	13%	(108)	815
4-Region: West	35%	(178)	36%	(185)	10%	(49)	5%	(24)	15%	(75)	511

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

Table BRD15_6: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It has shows you are interested in

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(659)	36%	(795)	13%	(283)	8%	(180)	13%	(284)	2201
Gender: Male	28%	(295)	37%	(394)	15%	(162)	10%	(106)	10%	(103)	1060
Gender: Female	32%	(365)	35%	(401)	11%	(121)	6%	(73)	16%	(181)	1141
Age: 18-29	27%	(103)	34%	(130)	15%	(58)	8%	(31)	16%	(62)	383
Age: 30-44	32%	(212)	35%	(229)	13%	(83)	7%	(44)	13%	(84)	652
Age: 45-54	30%	(111)	31%	(116)	13%	(48)	12%	(46)	14%	(52)	373
Age: 55-64	28%	(109)	43%	(169)	13%	(52)	8%	(32)	8%	(33)	395
Age: 65+	31%	(125)	38%	(151)	11%	(43)	7%	(26)	13%	(53)	398
PID: Dem (no lean)	37%	(289)	37%	(296)	10%	(82)	6%	(44)	10%	(80)	791
PID: Ind (no lean)	28%	(196)	35%	(247)	15%	(105)	7%	(46)	15%	(108)	703
PID: Rep (no lean)	25%	(175)	36%	(251)	14%	(96)	13%	(90)	14%	(96)	708
PID/Gender: Dem Men	34%	(123)	41%	(149)	12%	(43)	6%	(22)	7%	(24)	361
PID/Gender: Dem Women	39%	(166)	34%	(147)	9%	(39)	5%	(22)	13%	(56)	430
PID/Gender: Ind Men	25%	(85)	38%	(129)	17%	(59)	8%	(28)	12%	(43)	344
PID/Gender: Ind Women	31%	(111)	33%	(118)	13%	(46)	5%	(18)	18%	(65)	358
PID/Gender: Rep Men	25%	(87)	33%	(116)	17%	(59)	16%	(56)	10%	(36)	354
PID/Gender: Rep Women	25%	(87)	38%	(135)	10%	(37)	9%	(33)	17%	(60)	353
Tea Party: Supporter	31%	(185)	33%	(200)	16%	(94)	13%	(77)	7%	(43)	598
Tea Party: Not Supporter	30%	(471)	37%	(594)	12%	(187)	6%	(103)	15%	(240)	1596
Ideo: Liberal (1-3)	38%	(268)	37%	(263)	11%	(78)	5%	(37)	8%	(58)	704
Ideo: Moderate (4)	34%	(191)	37%	(213)	12%	(69)	6%	(32)	11%	(63)	569
Ideo: Conservative (5-7)	22%	(158)	37%	(267)	16%	(116)	14%	(100)	10%	(74)	714
Educ: < College	28%	(445)	35%	(546)	13%	(202)	8%	(132)	15%	(241)	1567
Educ: Bachelors degree	33%	(138)	40%	(167)	13%	(54)	7%	(28)	7%	(29)	416
Educ: Post-grad	35%	(77)	37%	(82)	12%	(26)	9%	(20)	6%	(14)	219

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Table BRD15_6: The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.

It has shows you are interested in

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(659)	36%	(795)	13%	(283)	8%	(180)	13%	(284)	2201
Income: Under 50k	31%	(411)	33%	(434)	13%	(167)	7%	(91)	16%	(204)	1307
Income: 50k-100k	27%	(179)	42%	(279)	12%	(81)	10%	(69)	8%	(52)	659
Income: 100k+	30%	(70)	35%	(82)	15%	(35)	8%	(20)	12%	(28)	235
Ethnicity: White	29%	(505)	37%	(648)	13%	(229)	9%	(153)	12%	(214)	1750
Ethnicity: Hispanic	32%	(106)	31%	(101)	12%	(38)	12%	(40)	13%	(44)	329
Ethnicity: Afr. Am.	42%	(113)	33%	(89)	10%	(26)	1%	(4)	14%	(37)	269
Ethnicity: Other	23%	(41)	32%	(58)	15%	(28)	13%	(23)	18%	(32)	182
Relig: Protestant	31%	(169)	36%	(201)	13%	(70)	10%	(55)	10%	(58)	554
Relig: Roman Catholic	31%	(158)	38%	(195)	13%	(66)	7%	(36)	10%	(51)	506
Relig: Ath./Agn./None	27%	(156)	34%	(195)	13%	(76)	9%	(54)	16%	(89)	571
Relig: Something Else	36%	(123)	35%	(118)	13%	(44)	5%	(17)	11%	(38)	340
Relig: Jewish	44%	(31)	34%	(24)	7%	(5)	2%	(2)	13%	(9)	71
Relig: Evangelical	30%	(190)	34%	(213)	14%	(89)	9%	(60)	13%	(83)	635
Relig: Non-Evang. Catholics	29%	(189)	41%	(268)	11%	(74)	7%	(49)	11%	(71)	651
Relig: All Christian	29%	(379)	37%	(482)	13%	(163)	8%	(109)	12%	(154)	1286
Relig: All Non-Christian	31%	(279)	34%	(313)	13%	(120)	8%	(71)	14%	(127)	911
Community: Urban	36%	(223)	33%	(206)	12%	(73)	7%	(45)	11%	(70)	617
Community: Suburban	28%	(285)	38%	(381)	13%	(137)	9%	(88)	12%	(122)	1013
Community: Rural	27%	(152)	36%	(208)	13%	(74)	8%	(47)	16%	(92)	571
Employ: Private Sector	30%	(210)	39%	(277)	13%	(93)	9%	(66)	8%	(59)	704
Employ: Government	38%	(52)	36%	(49)	12%	(16)	10%	(13)	5%	(7)	138
Employ: Self-Employed	31%	(56)	34%	(60)	15%	(27)	9%	(17)	10%	(19)	178
Employ: Homemaker	27%	(63)	31%	(71)	12%	(27)	11%	(25)	19%	(44)	230
Employ: Student	21%	(19)	36%	(34)	16%	(15)	10%	(9)	17%	(16)	93
Employ: Retired	31%	(149)	37%	(175)	13%	(64)	7%	(31)	12%	(58)	476
Employ: Unemployed	28%	(68)	35%	(86)	11%	(26)	4%	(9)	23%	(56)	245
Employ: Other	31%	(43)	31%	(43)	12%	(16)	6%	(8)	19%	(26)	137

Continued on next page

Table BRD15_6: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It has shows you are interested in

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	30%	(659)	36%	(795)	13%	(283)	8%	(180)	13%	(284)	2201
Job Type: White-collar	35%	(276)	37%	(291)	12%	(96)	8%	(63)	8%	(67)	793
Job Type: Blue-collar	27%	(263)	38%	(368)	15%	(141)	10%	(97)	9%	(90)	960
Job Type: Don't Know	27%	(120)	30%	(136)	10%	(45)	4%	(19)	28%	(126)	448
Military HH: Yes	31%	(122)	36%	(142)	16%	(63)	7%	(29)	10%	(40)	397
Military HH: No	30%	(537)	36%	(652)	12%	(220)	8%	(150)	14%	(244)	1804
2016 Vote: Democrat Hillary Clinton	37%	(291)	38%	(302)	10%	(81)	5%	(43)	9%	(68)	785
2016 Vote: Republican Donald Trump	27%	(209)	36%	(279)	14%	(110)	12%	(95)	12%	(93)	786
2016 Vote: Someone else	28%	(46)	37%	(60)	13%	(21)	6%	(10)	16%	(26)	164
2012 Vote: Barack Obama	39%	(350)	37%	(334)	10%	(89)	5%	(44)	10%	(88)	906
2012 Vote: Mitt Romney	23%	(133)	35%	(207)	17%	(101)	14%	(84)	11%	(67)	590
2012 Vote: Other	26%	(22)	40%	(33)	14%	(11)	10%	(8)	10%	(8)	83
2012 Vote: Didn't Vote	25%	(154)	36%	(221)	13%	(82)	7%	(43)	19%	(121)	622
4-Region: Northeast	30%	(120)	35%	(140)	14%	(57)	9%	(35)	12%	(50)	402
4-Region: Midwest	29%	(138)	39%	(185)	13%	(61)	8%	(37)	11%	(52)	474
4-Region: South	32%	(260)	34%	(275)	12%	(101)	8%	(62)	14%	(116)	815
4-Region: West	28%	(142)	38%	(195)	12%	(63)	9%	(45)	13%	(66)	511

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

Table BRD15_7: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It is unnecessary now that cable offers so many options

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	16%	(342)	22%	(494)	20%	(442)	27%	(590)	15%	(334)	2201
Gender: Male	18%	(195)	24%	(255)	21%	(224)	24%	(255)	12%	(130)	1060
Gender: Female	13%	(146)	21%	(239)	19%	(217)	29%	(335)	18%	(204)	1141
Age: 18-29	17%	(63)	22%	(83)	20%	(76)	23%	(87)	19%	(74)	383
Age: 30-44	23%	(149)	23%	(149)	17%	(112)	21%	(135)	16%	(107)	652
Age: 45-54	10%	(39)	20%	(75)	22%	(80)	33%	(123)	15%	(56)	373
Age: 55-64	13%	(51)	24%	(93)	22%	(86)	31%	(121)	11%	(45)	395
Age: 65+	10%	(40)	24%	(94)	22%	(88)	31%	(125)	13%	(52)	398
PID: Dem (no lean)	14%	(108)	23%	(178)	18%	(142)	34%	(268)	12%	(95)	791
PID: Ind (no lean)	14%	(97)	17%	(119)	22%	(155)	29%	(204)	18%	(127)	703
PID: Rep (no lean)	19%	(136)	28%	(197)	20%	(145)	17%	(118)	16%	(111)	708
PID/Gender: Dem Men	17%	(63)	25%	(91)	17%	(62)	31%	(111)	9%	(34)	361
PID/Gender: Dem Women	11%	(45)	20%	(87)	19%	(80)	36%	(156)	14%	(62)	430
PID/Gender: Ind Men	15%	(52)	17%	(58)	26%	(90)	26%	(90)	16%	(54)	344
PID/Gender: Ind Women	13%	(46)	17%	(61)	18%	(65)	32%	(114)	21%	(73)	358
PID/Gender: Rep Men	23%	(80)	30%	(106)	20%	(73)	15%	(53)	12%	(43)	354
PID/Gender: Rep Women	16%	(56)	26%	(91)	20%	(72)	18%	(65)	19%	(69)	353
Tea Party: Supporter	27%	(164)	30%	(177)	17%	(103)	16%	(94)	10%	(59)	598
Tea Party: Not Supporter	11%	(175)	20%	(316)	21%	(336)	31%	(495)	17%	(274)	1596
Ideo: Liberal (1-3)	18%	(128)	20%	(140)	17%	(118)	37%	(257)	8%	(60)	704
Ideo: Moderate (4)	13%	(72)	20%	(115)	24%	(136)	27%	(156)	16%	(88)	569
Ideo: Conservative (5-7)	17%	(123)	29%	(204)	21%	(152)	20%	(143)	13%	(92)	714
Educ: < College	15%	(234)	23%	(357)	19%	(303)	25%	(397)	18%	(275)	1567
Educ: Bachelors degree	16%	(67)	21%	(88)	23%	(94)	31%	(128)	9%	(39)	416
Educ: Post-grad	18%	(40)	23%	(50)	20%	(44)	30%	(65)	9%	(19)	219

Continued on next page

Table BRD15_7: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It is unnecessary now that cable offers so many options

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	16%	(342)	22%	(494)	20%	(442)	27%	(590)	15%	(334)	2201
Income: Under 50k	16%	(204)	21%	(274)	18%	(239)	27%	(359)	18%	(231)	1307
Income: 50k-100k	15%	(101)	25%	(165)	23%	(150)	26%	(174)	10%	(69)	659
Income: 100k+	16%	(37)	23%	(55)	22%	(53)	24%	(57)	14%	(34)	235
Ethnicity: White	15%	(255)	23%	(396)	21%	(373)	27%	(464)	15%	(261)	1750
Ethnicity: Hispanic	18%	(58)	26%	(87)	14%	(47)	26%	(86)	16%	(51)	329
Ethnicity: Afr. Am.	24%	(64)	16%	(42)	14%	(38)	31%	(82)	16%	(43)	269
Ethnicity: Other	12%	(22)	31%	(56)	17%	(31)	24%	(44)	16%	(29)	182
Relig: Protestant	16%	(86)	24%	(132)	23%	(128)	27%	(147)	11%	(60)	554
Relig: Roman Catholic	17%	(84)	28%	(142)	20%	(100)	23%	(119)	12%	(61)	506
Relig: Ath./Agn./None	13%	(73)	18%	(100)	18%	(104)	31%	(174)	21%	(119)	571
Relig: Something Else	18%	(62)	18%	(62)	19%	(66)	31%	(104)	14%	(46)	340
Relig: Jewish	11%	(7)	17%	(12)	15%	(10)	42%	(29)	16%	(12)	71
Relig: Evangelical	20%	(124)	28%	(180)	17%	(110)	21%	(131)	14%	(90)	635
Relig: Non-Evang. Catholics	13%	(83)	23%	(151)	25%	(160)	28%	(181)	12%	(75)	651
Relig: All Christian	16%	(207)	26%	(331)	21%	(271)	24%	(312)	13%	(165)	1286
Relig: All Non-Christian	15%	(135)	18%	(162)	19%	(170)	31%	(278)	18%	(165)	911
Community: Urban	18%	(112)	24%	(146)	16%	(96)	28%	(173)	15%	(90)	617
Community: Suburban	14%	(140)	22%	(221)	24%	(243)	27%	(278)	13%	(130)	1013
Community: Rural	16%	(89)	22%	(126)	18%	(103)	24%	(139)	20%	(114)	571
Employ: Private Sector	19%	(137)	24%	(172)	22%	(154)	25%	(173)	10%	(68)	704
Employ: Government	24%	(33)	25%	(35)	20%	(28)	26%	(36)	4%	(6)	138
Employ: Self-Employed	18%	(32)	22%	(39)	22%	(39)	26%	(46)	13%	(23)	178
Employ: Homemaker	14%	(33)	21%	(49)	16%	(36)	27%	(63)	21%	(48)	230
Employ: Student	11%	(10)	25%	(23)	25%	(23)	22%	(20)	17%	(16)	93
Employ: Retired	10%	(48)	22%	(104)	21%	(101)	33%	(155)	14%	(69)	476
Employ: Unemployed	14%	(34)	17%	(41)	16%	(40)	26%	(64)	27%	(66)	245
Employ: Other	10%	(14)	23%	(32)	15%	(21)	23%	(32)	28%	(38)	137

Continued on next page

Table BRD15_7: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

It is unnecessary now that cable offers so many options

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	16%	(342)	22%	(494)	20%	(442)	27%	(590)	15%	(334)	2201
Job Type: White-collar	18%	(142)	21%	(169)	22%	(177)	28%	(225)	10%	(80)	793
Job Type: Blue-collar	15%	(143)	26%	(246)	21%	(201)	28%	(270)	10%	(100)	960
Job Type: Don't Know	13%	(57)	18%	(79)	14%	(64)	21%	(95)	34%	(153)	448
Military HH: Yes	18%	(73)	23%	(92)	20%	(80)	28%	(111)	11%	(42)	397
Military HH: No	15%	(269)	22%	(402)	20%	(362)	27%	(479)	16%	(292)	1804
2016 Vote: Democrat Hillary Clinton	14%	(110)	19%	(153)	18%	(142)	39%	(303)	10%	(78)	785
2016 Vote: Republican Donald Trump	20%	(156)	29%	(225)	20%	(159)	17%	(131)	15%	(116)	786
2016 Vote: Someone else	12%	(19)	16%	(26)	25%	(41)	32%	(52)	16%	(27)	164
2012 Vote: Barack Obama	15%	(138)	19%	(173)	17%	(151)	38%	(342)	11%	(101)	906
2012 Vote: Mitt Romney	19%	(114)	27%	(161)	22%	(128)	17%	(102)	14%	(86)	590
2012 Vote: Other	10%	(8)	22%	(19)	33%	(27)	24%	(20)	11%	(9)	83
2012 Vote: Didn't Vote	13%	(81)	23%	(142)	22%	(135)	20%	(126)	22%	(138)	622
4-Region: Northeast	19%	(75)	20%	(79)	21%	(86)	25%	(100)	15%	(62)	402
4-Region: Midwest	14%	(67)	22%	(102)	24%	(114)	25%	(117)	15%	(73)	474
4-Region: South	16%	(126)	25%	(203)	18%	(148)	26%	(214)	15%	(124)	815
4-Region: West	14%	(73)	22%	(110)	18%	(94)	31%	(159)	15%	(75)	511

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

Table BRD15_8: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Popular shows and radio programs would survive with private funding

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	22%	(474)	30%	(663)	17%	(380)	12%	(265)	19%	(418)	2201
Gender: Male	24%	(252)	34%	(362)	15%	(164)	12%	(123)	15%	(159)	1060
Gender: Female	19%	(222)	26%	(302)	19%	(216)	12%	(142)	23%	(259)	1141
Age: 18-29	23%	(86)	30%	(116)	14%	(52)	10%	(39)	23%	(90)	383
Age: 30-44	26%	(169)	26%	(171)	18%	(120)	12%	(75)	18%	(117)	652
Age: 45-54	19%	(71)	25%	(92)	19%	(72)	18%	(67)	19%	(70)	373
Age: 55-64	18%	(72)	35%	(137)	18%	(71)	11%	(44)	18%	(71)	395
Age: 65+	19%	(75)	37%	(149)	16%	(65)	10%	(39)	18%	(70)	398
PID: Dem (no lean)	19%	(150)	29%	(231)	19%	(150)	16%	(129)	16%	(130)	791
PID: Ind (no lean)	18%	(129)	29%	(203)	17%	(123)	12%	(81)	24%	(166)	703
PID: Rep (no lean)	28%	(195)	32%	(229)	15%	(107)	8%	(54)	17%	(122)	708
PID/Gender: Dem Men	22%	(79)	35%	(125)	16%	(57)	18%	(63)	10%	(37)	361
PID/Gender: Dem Women	17%	(72)	25%	(106)	22%	(93)	15%	(66)	22%	(93)	430
PID/Gender: Ind Men	19%	(65)	33%	(113)	17%	(59)	10%	(36)	21%	(72)	344
PID/Gender: Ind Women	18%	(64)	25%	(91)	18%	(63)	13%	(45)	26%	(95)	358
PID/Gender: Rep Men	30%	(108)	35%	(125)	14%	(48)	7%	(24)	14%	(50)	354
PID/Gender: Rep Women	25%	(87)	30%	(105)	17%	(59)	9%	(31)	20%	(72)	353
Tea Party: Supporter	33%	(197)	33%	(198)	15%	(88)	8%	(46)	12%	(70)	598
Tea Party: Not Supporter	17%	(274)	29%	(465)	18%	(289)	14%	(219)	22%	(349)	1596
Ideo: Liberal (1-3)	19%	(132)	31%	(219)	21%	(147)	16%	(115)	13%	(91)	704
Ideo: Moderate (4)	19%	(110)	32%	(182)	17%	(94)	13%	(74)	19%	(108)	569
Ideo: Conservative (5-7)	27%	(195)	32%	(230)	16%	(111)	9%	(63)	16%	(115)	714
Educ: < College	21%	(333)	29%	(454)	17%	(260)	11%	(179)	22%	(341)	1567
Educ: Bachelors degree	21%	(89)	32%	(134)	20%	(85)	14%	(58)	12%	(50)	416
Educ: Post-grad	24%	(52)	35%	(76)	16%	(35)	13%	(29)	12%	(27)	219

Continued on next page

Table BRD15_8: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Popular shows and radio programs would survive with private funding

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	22%	(474)	30%	(663)	17%	(380)	12%	(265)	19%	(418)	2201
Income: Under 50k	22%	(285)	29%	(377)	16%	(215)	12%	(151)	21%	(279)	1307
Income: 50k-100k	22%	(142)	31%	(202)	19%	(124)	14%	(93)	15%	(98)	659
Income: 100k+	20%	(47)	36%	(84)	18%	(42)	9%	(21)	17%	(41)	235
Ethnicity: White	21%	(374)	31%	(542)	18%	(314)	12%	(203)	18%	(317)	1750
Ethnicity: Hispanic	26%	(84)	26%	(87)	14%	(46)	16%	(51)	18%	(61)	329
Ethnicity: Afr. Am.	23%	(62)	25%	(67)	15%	(39)	15%	(41)	22%	(60)	269
Ethnicity: Other	21%	(38)	30%	(54)	15%	(27)	12%	(22)	23%	(42)	182
Relig: Protestant	24%	(132)	34%	(187)	15%	(81)	11%	(60)	17%	(94)	554
Relig: Roman Catholic	22%	(112)	35%	(176)	18%	(93)	11%	(55)	14%	(71)	506
Relig: Ath./Agn./None	18%	(104)	26%	(148)	17%	(97)	14%	(83)	24%	(138)	571
Relig: Something Else	25%	(86)	28%	(94)	18%	(60)	14%	(49)	15%	(52)	340
Relig: Jewish	18%	(13)	27%	(19)	21%	(15)	16%	(11)	18%	(13)	71
Relig: Evangelical	25%	(158)	29%	(185)	16%	(103)	10%	(66)	19%	(123)	635
Relig: Non-Evang. Catholics	19%	(127)	36%	(236)	18%	(118)	10%	(68)	16%	(102)	651
Relig: All Christian	22%	(284)	33%	(421)	17%	(222)	10%	(134)	18%	(225)	1286
Relig: All Non-Christian	21%	(190)	27%	(241)	17%	(157)	14%	(132)	21%	(190)	911
Community: Urban	25%	(152)	27%	(167)	18%	(111)	12%	(74)	18%	(114)	617
Community: Suburban	21%	(208)	34%	(340)	16%	(164)	13%	(130)	17%	(171)	1013
Community: Rural	20%	(113)	27%	(157)	18%	(105)	11%	(62)	23%	(134)	571
Employ: Private Sector	24%	(172)	30%	(212)	19%	(131)	14%	(96)	13%	(94)	704
Employ: Government	30%	(41)	32%	(44)	18%	(25)	13%	(18)	7%	(10)	138
Employ: Self-Employed	19%	(34)	31%	(55)	20%	(35)	13%	(23)	18%	(31)	178
Employ: Homemaker	18%	(41)	23%	(53)	22%	(51)	7%	(16)	30%	(69)	230
Employ: Student	14%	(13)	36%	(33)	13%	(12)	14%	(13)	24%	(22)	93
Employ: Retired	19%	(93)	34%	(164)	15%	(72)	13%	(60)	19%	(88)	476
Employ: Unemployed	21%	(52)	24%	(60)	16%	(39)	11%	(27)	27%	(67)	245
Employ: Other	21%	(29)	31%	(43)	11%	(16)	10%	(13)	27%	(36)	137

Continued on next page

Table BRD15_8: *The following statements have been said about public television. Please indicate whether you agree or disagree with the following statements.*

Popular shows and radio programs would survive with private funding

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	22%	(474)	30%	(663)	17%	(380)	12%	(265)	19%	(418)	2201
Job Type: White-collar	24%	(189)	33%	(264)	17%	(137)	13%	(103)	13%	(100)	793
Job Type: Blue-collar	22%	(210)	32%	(305)	18%	(168)	13%	(128)	16%	(150)	960
Job Type: Don't Know	17%	(75)	21%	(95)	17%	(75)	8%	(35)	38%	(168)	448
Military HH: Yes	24%	(96)	36%	(144)	15%	(59)	11%	(46)	13%	(53)	397
Military HH: No	21%	(378)	29%	(519)	18%	(321)	12%	(220)	20%	(365)	1804
2016 Vote: Democrat Hillary Clinton	16%	(127)	27%	(216)	21%	(167)	20%	(156)	15%	(119)	785
2016 Vote: Republican Donald Trump	29%	(227)	35%	(271)	14%	(107)	6%	(50)	16%	(129)	786
2016 Vote: Someone else	15%	(24)	29%	(48)	21%	(35)	12%	(19)	23%	(37)	164
2012 Vote: Barack Obama	19%	(176)	28%	(253)	20%	(185)	17%	(157)	15%	(135)	906
2012 Vote: Mitt Romney	28%	(164)	35%	(206)	13%	(77)	8%	(49)	16%	(94)	590
2012 Vote: Other	24%	(20)	27%	(23)	23%	(19)	5%	(4)	21%	(17)	83
2012 Vote: Didn't Vote	18%	(114)	29%	(182)	16%	(99)	9%	(56)	28%	(172)	622
4-Region: Northeast	23%	(93)	29%	(117)	16%	(63)	12%	(50)	19%	(78)	402
4-Region: Midwest	21%	(100)	29%	(138)	18%	(87)	10%	(49)	21%	(100)	474
4-Region: South	22%	(183)	31%	(253)	18%	(145)	12%	(96)	17%	(137)	815
4-Region: West	19%	(98)	30%	(155)	17%	(84)	14%	(71)	20%	(103)	511

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

Table BRD16: *Having thought about this more, do you support or oppose cuts to federal spending on public television?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	15%	(330)	17%	(380)	20%	(435)	34%	(743)	14%	(312)	2201
Gender: Male	19%	(206)	19%	(206)	19%	(207)	30%	(322)	11%	(118)	1060
Gender: Female	11%	(124)	15%	(174)	20%	(229)	37%	(421)	17%	(194)	1141
Age: 18-29	14%	(54)	17%	(64)	23%	(90)	29%	(111)	17%	(65)	383
Age: 30-44	21%	(139)	17%	(114)	16%	(102)	30%	(196)	15%	(101)	652
Age: 45-54	12%	(44)	16%	(61)	17%	(65)	42%	(156)	13%	(47)	373
Age: 55-64	12%	(46)	14%	(55)	22%	(87)	38%	(151)	14%	(55)	395
Age: 65+	12%	(46)	22%	(87)	23%	(91)	33%	(130)	11%	(43)	398
PID: Dem (no lean)	10%	(83)	14%	(111)	16%	(130)	49%	(387)	10%	(79)	791
PID: Ind (no lean)	12%	(83)	13%	(93)	22%	(153)	36%	(249)	18%	(124)	703
PID: Rep (no lean)	23%	(164)	25%	(177)	21%	(152)	15%	(107)	15%	(108)	708
PID/Gender: Dem Men	13%	(45)	18%	(64)	19%	(67)	44%	(159)	7%	(25)	361
PID/Gender: Dem Women	9%	(38)	11%	(47)	15%	(64)	53%	(228)	12%	(54)	430
PID/Gender: Ind Men	16%	(55)	14%	(48)	21%	(71)	35%	(119)	15%	(50)	344
PID/Gender: Ind Women	8%	(28)	12%	(44)	23%	(82)	36%	(130)	21%	(74)	358
PID/Gender: Rep Men	30%	(106)	27%	(94)	19%	(68)	12%	(44)	12%	(42)	354
PID/Gender: Rep Women	17%	(59)	23%	(82)	24%	(83)	18%	(63)	19%	(66)	353
Tea Party: Supporter	36%	(215)	25%	(148)	16%	(93)	15%	(92)	9%	(51)	598
Tea Party: Not Supporter	7%	(114)	14%	(231)	21%	(341)	41%	(649)	16%	(261)	1596
Ideo: Liberal (1-3)	15%	(105)	13%	(91)	16%	(113)	48%	(338)	8%	(57)	704
Ideo: Moderate (4)	11%	(62)	15%	(86)	23%	(130)	37%	(211)	14%	(80)	569
Ideo: Conservative (5-7)	22%	(154)	26%	(188)	22%	(154)	19%	(136)	11%	(82)	714
Educ: < College	14%	(212)	16%	(256)	21%	(333)	32%	(502)	17%	(264)	1567
Educ: Bachelors degree	18%	(76)	20%	(82)	16%	(65)	39%	(160)	8%	(32)	416
Educ: Post-grad	19%	(42)	20%	(43)	17%	(37)	37%	(81)	7%	(16)	219
Income: Under 50k	14%	(180)	16%	(213)	18%	(241)	34%	(450)	17%	(223)	1307
Income: 50k-100k	16%	(104)	19%	(126)	22%	(148)	33%	(217)	10%	(63)	659
Income: 100k+	20%	(46)	18%	(41)	20%	(47)	32%	(76)	11%	(25)	235
Ethnicity: White	15%	(270)	18%	(309)	21%	(359)	33%	(579)	13%	(234)	1750
Ethnicity: Hispanic	19%	(64)	18%	(60)	16%	(53)	35%	(115)	11%	(38)	329

Continued on next page

Table BRD16: *Having thought about this more, do you support or oppose cuts to federal spending on public television?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	15%	(330)	17%	(380)	20%	(435)	34%	(743)	14%	(312)	2201
Ethnicity: Afr. Am.	12%	(32)	13%	(35)	16%	(42)	43%	(115)	17%	(45)	269
Ethnicity: Other	16%	(29)	20%	(36)	19%	(34)	27%	(50)	18%	(33)	182
Relig: Protestant	20%	(112)	22%	(120)	17%	(97)	31%	(169)	10%	(56)	554
Relig: Roman Catholic	14%	(73)	21%	(105)	19%	(99)	32%	(164)	13%	(65)	506
Relig: Ath./Agn./None	11%	(62)	14%	(77)	16%	(91)	42%	(237)	18%	(103)	571
Relig: Something Else	16%	(55)	13%	(43)	24%	(83)	35%	(119)	12%	(40)	340
Relig: Jewish	12%	(8)	12%	(8)	27%	(19)	45%	(32)	5%	(3)	71
Relig: Evangelical	25%	(158)	20%	(128)	19%	(118)	23%	(144)	14%	(87)	635
Relig: Non-Evang. Catholics	9%	(55)	20%	(130)	22%	(143)	37%	(244)	12%	(79)	651
Relig: All Christian	17%	(213)	20%	(258)	20%	(261)	30%	(387)	13%	(166)	1286
Relig: All Non-Christian	13%	(117)	13%	(120)	19%	(174)	39%	(356)	16%	(143)	911
Community: Urban	17%	(108)	18%	(110)	18%	(109)	34%	(207)	13%	(83)	617
Community: Suburban	14%	(139)	18%	(184)	20%	(201)	35%	(357)	13%	(131)	1013
Community: Rural	15%	(84)	15%	(86)	22%	(125)	31%	(179)	17%	(98)	571
Employ: Private Sector	19%	(135)	22%	(154)	17%	(123)	31%	(221)	10%	(72)	704
Employ: Government	22%	(31)	20%	(27)	12%	(16)	36%	(49)	11%	(15)	138
Employ: Self-Employed	18%	(32)	14%	(26)	22%	(40)	32%	(57)	13%	(23)	178
Employ: Homemaker	11%	(25)	12%	(28)	19%	(44)	37%	(86)	20%	(46)	230
Employ: Student	13%	(12)	17%	(15)	26%	(24)	27%	(25)	17%	(16)	93
Employ: Retired	11%	(53)	18%	(86)	23%	(111)	36%	(171)	12%	(56)	476
Employ: Unemployed	11%	(28)	11%	(27)	21%	(51)	37%	(90)	20%	(50)	245
Employ: Other	11%	(15)	12%	(17)	20%	(27)	32%	(44)	25%	(34)	137
Job Type: White-collar	19%	(147)	21%	(164)	18%	(144)	34%	(273)	8%	(66)	793
Job Type: Blue-collar	15%	(142)	18%	(171)	21%	(203)	34%	(329)	12%	(115)	960
Job Type: Don't Know	9%	(41)	10%	(45)	20%	(89)	32%	(142)	29%	(131)	448
Military HH: Yes	25%	(98)	18%	(71)	17%	(69)	30%	(121)	10%	(38)	397
Military HH: No	13%	(232)	17%	(309)	20%	(366)	35%	(622)	15%	(274)	1804
2016 Vote: Democrat Hillary Clinton	11%	(84)	12%	(96)	13%	(106)	55%	(430)	9%	(70)	785
2016 Vote: Republican Donald Trump	24%	(189)	26%	(203)	23%	(178)	14%	(113)	13%	(103)	786
2016 Vote: Someone else	7%	(12)	12%	(19)	27%	(44)	42%	(69)	13%	(20)	164

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Table BRD16: *Having thought about this more, do you support or oppose cuts to federal spending on public television?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	15%	(330)	17%	(380)	20%	(435)	34%	(743)	14%	(312)	2201
2012 Vote: Barack Obama	12%	(109)	12%	(108)	16%	(144)	51%	(460)	9%	(84)	906
2012 Vote: Mitt Romney	24%	(141)	28%	(163)	23%	(137)	14%	(83)	11%	(67)	590
2012 Vote: Other	21%	(18)	19%	(15)	20%	(17)	27%	(23)	12%	(10)	83
2012 Vote: Didn't Vote	10%	(63)	15%	(94)	22%	(137)	29%	(178)	24%	(150)	622
4-Region: Northeast	17%	(67)	17%	(68)	19%	(75)	34%	(135)	14%	(56)	402
4-Region: Midwest	16%	(78)	15%	(72)	21%	(99)	34%	(162)	13%	(64)	474
4-Region: South	14%	(116)	18%	(145)	21%	(170)	32%	(260)	15%	(124)	815
4-Region: West	14%	(69)	19%	(96)	18%	(91)	37%	(187)	13%	(68)	511

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

Table BRD17: *How much have you seen, read, or heard about a new Sesame Street muppet, called Julia, who is on the autism spectrum?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(310)	31%	(689)	19%	(408)	36%	(794)	2201
Gender: Male	14%	(151)	31%	(332)	17%	(180)	37%	(397)	1060
Gender: Female	14%	(159)	31%	(357)	20%	(228)	35%	(397)	1141
Age: 18-29	20%	(77)	32%	(124)	17%	(67)	30%	(116)	383
Age: 30-44	21%	(136)	33%	(218)	16%	(105)	30%	(193)	652
Age: 45-54	9%	(34)	31%	(117)	18%	(69)	41%	(153)	373
Age: 55-64	9%	(36)	30%	(119)	19%	(76)	42%	(164)	395
Age: 65+	7%	(27)	28%	(111)	23%	(92)	42%	(168)	398
PID: Dem (no lean)	17%	(135)	34%	(271)	18%	(143)	31%	(243)	791
PID: Ind (no lean)	11%	(77)	29%	(205)	20%	(138)	40%	(283)	703
PID: Rep (no lean)	14%	(99)	30%	(213)	18%	(127)	38%	(268)	708
PID/Gender: Dem Men	16%	(59)	33%	(119)	17%	(61)	34%	(121)	361
PID/Gender: Dem Women	18%	(76)	35%	(152)	19%	(81)	28%	(121)	430
PID/Gender: Ind Men	10%	(35)	32%	(109)	18%	(62)	40%	(138)	344
PID/Gender: Ind Women	12%	(42)	27%	(96)	21%	(75)	40%	(145)	358
PID/Gender: Rep Men	16%	(57)	29%	(103)	16%	(56)	39%	(137)	354
PID/Gender: Rep Women	12%	(41)	31%	(110)	20%	(71)	37%	(131)	353
Tea Party: Supporter	23%	(138)	34%	(202)	15%	(88)	28%	(170)	598
Tea Party: Not Supporter	11%	(170)	30%	(484)	20%	(319)	39%	(622)	1596
Ideo: Liberal (1-3)	21%	(145)	37%	(257)	18%	(127)	25%	(175)	704
Ideo: Moderate (4)	12%	(70)	30%	(171)	19%	(108)	39%	(220)	569
Ideo: Conservative (5-7)	12%	(83)	31%	(220)	18%	(130)	39%	(281)	714
Educ: < College	13%	(203)	30%	(465)	19%	(291)	39%	(609)	1567
Educ: Bachelors degree	17%	(70)	35%	(146)	19%	(77)	30%	(123)	416
Educ: Post-grad	17%	(37)	36%	(79)	18%	(40)	29%	(63)	219
Income: Under 50k	14%	(181)	29%	(385)	18%	(242)	38%	(500)	1307
Income: 50k-100k	12%	(81)	37%	(241)	20%	(129)	32%	(208)	659
Income: 100k+	21%	(49)	27%	(63)	16%	(37)	37%	(86)	235
Ethnicity: White	13%	(222)	32%	(556)	19%	(327)	37%	(645)	1750
Ethnicity: Hispanic	23%	(77)	35%	(116)	15%	(49)	27%	(88)	329
Ethnicity: Afr. Am.	21%	(56)	29%	(77)	19%	(52)	31%	(83)	269

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Table BRD17: *How much have you seen, read, or heard about a new Sesame Street muppet, called Julia, who is on the autism spectrum?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(310)	31%	(689)	19%	(408)	36%	(794)	2201
Ethnicity: Other	18%	(32)	31%	(56)	16%	(28)	36%	(66)	182
Relig: Protestant	13%	(73)	31%	(174)	22%	(122)	33%	(186)	554
Relig: Roman Catholic	18%	(91)	31%	(159)	17%	(88)	33%	(168)	506
Relig: Ath./Agn./None	12%	(69)	30%	(170)	19%	(109)	39%	(222)	571
Relig: Something Else	14%	(49)	37%	(127)	12%	(41)	36%	(123)	340
Relig: Jewish	16%	(12)	40%	(28)	13%	(9)	31%	(22)	71
Relig: Evangelical	19%	(118)	29%	(187)	19%	(121)	33%	(209)	635
Relig: Non-Evang. Catholics	11%	(73)	32%	(205)	21%	(135)	36%	(237)	651
Relig: All Christian	15%	(191)	30%	(392)	20%	(256)	35%	(446)	1286
Relig: All Non-Christian	13%	(118)	33%	(297)	17%	(150)	38%	(345)	911
Community: Urban	21%	(127)	29%	(177)	17%	(104)	34%	(209)	617
Community: Suburban	12%	(125)	33%	(330)	18%	(187)	37%	(371)	1013
Community: Rural	10%	(58)	32%	(182)	20%	(117)	37%	(214)	571
Employ: Private Sector	18%	(123)	33%	(233)	17%	(121)	32%	(226)	704
Employ: Government	27%	(37)	34%	(46)	13%	(19)	26%	(36)	138
Employ: Self-Employed	12%	(21)	33%	(60)	15%	(28)	39%	(70)	178
Employ: Homemaker	10%	(24)	27%	(62)	25%	(57)	38%	(87)	230
Employ: Student	18%	(17)	35%	(33)	17%	(15)	30%	(28)	93
Employ: Retired	7%	(33)	29%	(139)	23%	(111)	41%	(193)	476
Employ: Unemployed	14%	(35)	30%	(75)	16%	(39)	39%	(97)	245
Employ: Other	15%	(20)	30%	(41)	14%	(19)	42%	(57)	137
Job Type: White-collar	17%	(136)	36%	(283)	18%	(142)	29%	(232)	793
Job Type: Blue-collar	13%	(125)	31%	(301)	19%	(182)	37%	(352)	960
Job Type: Don't Know	11%	(49)	24%	(106)	19%	(83)	47%	(210)	448
Military HH: Yes	19%	(74)	30%	(117)	20%	(78)	32%	(128)	397
Military HH: No	13%	(236)	32%	(572)	18%	(330)	37%	(666)	1804
2016 Vote: Democrat Hillary Clinton	17%	(136)	36%	(284)	20%	(154)	27%	(211)	785
2016 Vote: Republican Donald Trump	14%	(108)	29%	(231)	19%	(148)	38%	(300)	786
2016 Vote: Someone else	9%	(15)	29%	(48)	22%	(36)	40%	(66)	164

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Table BRD17: *How much have you seen, read, or heard about a new Sesame Street muppet, called Julia, who is on the autism spectrum?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(310)	31%	(689)	19%	(408)	36%	(794)	2201
2012 Vote: Barack Obama	17%	(153)	35%	(319)	19%	(169)	29%	(264)	906
2012 Vote: Mitt Romney	13%	(76)	30%	(178)	19%	(112)	38%	(224)	590
2012 Vote: Other	4%	(3)	30%	(25)	21%	(18)	45%	(37)	83
2012 Vote: Didn't Vote	13%	(78)	27%	(167)	17%	(109)	43%	(269)	622
4-Region: Northeast	14%	(56)	32%	(127)	20%	(79)	35%	(140)	402
4-Region: Midwest	14%	(65)	30%	(143)	18%	(87)	38%	(179)	474
4-Region: South	16%	(128)	29%	(239)	19%	(156)	36%	(292)	815
4-Region: West	12%	(62)	35%	(181)	17%	(86)	36%	(183)	511

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

Table BRD18: *Have you ever played video games online with other players?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	37%	(812)	58%	(1276)	5%	(113)	2201
Gender: Male	44%	(470)	52%	(550)	4%	(40)	1060
Gender: Female	30%	(342)	64%	(726)	6%	(73)	1141
Age: 18-29	59%	(226)	32%	(121)	9%	(36)	383
Age: 30-44	55%	(358)	41%	(264)	4%	(29)	652
Age: 45-54	27%	(99)	67%	(249)	7%	(24)	373
Age: 55-64	19%	(76)	78%	(307)	3%	(12)	395
Age: 65+	13%	(53)	84%	(334)	3%	(11)	398
PID: Dem (no lean)	37%	(292)	58%	(461)	5%	(37)	791
PID: Ind (no lean)	35%	(249)	58%	(408)	7%	(46)	703
PID: Rep (no lean)	38%	(271)	58%	(407)	4%	(30)	708
PID/Gender: Dem Men	47%	(169)	50%	(181)	3%	(11)	361
PID/Gender: Dem Women	29%	(123)	65%	(281)	6%	(26)	430
PID/Gender: Ind Men	39%	(135)	56%	(192)	5%	(17)	344
PID/Gender: Ind Women	32%	(113)	60%	(215)	8%	(29)	358
PID/Gender: Rep Men	47%	(165)	50%	(177)	4%	(13)	354
PID/Gender: Rep Women	30%	(106)	65%	(230)	5%	(17)	353
Tea Party: Supporter	53%	(316)	45%	(270)	2%	(12)	598
Tea Party: Not Supporter	31%	(492)	63%	(1002)	6%	(101)	1596
Ideo: Liberal (1-3)	46%	(327)	49%	(344)	5%	(33)	704
Ideo: Moderate (4)	34%	(196)	61%	(348)	4%	(25)	569
Ideo: Conservative (5-7)	31%	(223)	66%	(471)	3%	(20)	714
Educ: < College	37%	(573)	57%	(897)	6%	(96)	1567
Educ: Bachelors degree	39%	(161)	59%	(246)	2%	(9)	416
Educ: Post-grad	36%	(78)	61%	(132)	4%	(8)	219
Income: Under 50k	36%	(466)	58%	(762)	6%	(79)	1307
Income: 50k-100k	38%	(252)	59%	(386)	3%	(21)	659
Income: 100k+	40%	(94)	55%	(128)	6%	(13)	235
Ethnicity: White	36%	(623)	60%	(1050)	4%	(78)	1750
Ethnicity: Hispanic	51%	(169)	43%	(140)	6%	(21)	329

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Table BRD18: *Have you ever played video games online with other players?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	37%	(812)	58%	(1276)	5%	(113)	2201
Ethnicity: Afr. Am.	42%	(113)	52%	(139)	6%	(17)	269
Ethnicity: Other	42%	(76)	48%	(88)	10%	(18)	182
Relig: Protestant	34%	(189)	63%	(350)	3%	(15)	554
Relig: Roman Catholic	37%	(186)	58%	(293)	5%	(27)	506
Relig: Ath./Agn./None	40%	(228)	53%	(305)	7%	(37)	571
Relig: Something Else	42%	(144)	53%	(179)	5%	(17)	340
Relig: Jewish	29%	(21)	67%	(47)	4%	(3)	71
Relig: Evangelical	38%	(243)	57%	(364)	4%	(28)	635
Relig: Non-Evang. Catholics	30%	(196)	65%	(424)	5%	(31)	651
Relig: All Christian	34%	(439)	61%	(788)	5%	(59)	1286
Relig: All Non-Christian	41%	(373)	53%	(483)	6%	(54)	911
Community: Urban	41%	(253)	52%	(322)	7%	(42)	617
Community: Suburban	36%	(360)	60%	(610)	4%	(43)	1013
Community: Rural	35%	(199)	60%	(344)	5%	(28)	571
Employ: Private Sector	49%	(342)	47%	(334)	4%	(29)	704
Employ: Government	45%	(62)	51%	(71)	4%	(5)	138
Employ: Self-Employed	45%	(81)	50%	(90)	4%	(7)	178
Employ: Homemaker	29%	(67)	63%	(145)	8%	(18)	230
Employ: Student	61%	(56)	33%	(30)	7%	(6)	93
Employ: Retired	16%	(75)	81%	(385)	3%	(16)	476
Employ: Unemployed	33%	(82)	60%	(146)	7%	(18)	245
Employ: Other	35%	(47)	55%	(75)	10%	(14)	137
Job Type: White-collar	37%	(295)	59%	(472)	3%	(26)	793
Job Type: Blue-collar	38%	(361)	59%	(564)	4%	(36)	960
Job Type: Don't Know	35%	(156)	54%	(241)	11%	(51)	448
Military HH: Yes	44%	(174)	54%	(216)	2%	(7)	397
Military HH: No	35%	(638)	59%	(1060)	6%	(106)	1804
2016 Vote: Democrat Hillary Clinton	39%	(310)	57%	(451)	3%	(24)	785
2016 Vote: Republican Donald Trump	35%	(277)	61%	(479)	4%	(30)	786
2016 Vote: Someone else	45%	(74)	51%	(83)	4%	(7)	164

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Table BRD18: *Have you ever played video games online with other players?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	37%	(812)	58%	(1276)	5%	(113)	2201
2012 Vote: Barack Obama	39%	(354)	58%	(525)	3%	(26)	906
2012 Vote: Mitt Romney	31%	(182)	66%	(392)	3%	(16)	590
2012 Vote: Other	32%	(26)	64%	(53)	4%	(3)	83
2012 Vote: Didn't Vote	40%	(249)	49%	(306)	11%	(67)	622
4-Region: Northeast	36%	(143)	59%	(236)	6%	(23)	402
4-Region: Midwest	38%	(181)	57%	(272)	4%	(21)	474
4-Region: South	36%	(293)	57%	(463)	7%	(58)	815
4-Region: West	38%	(195)	60%	(305)	2%	(12)	511

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

Table BRD18B_1: Which of the following video game types have you played online with other players? Please select all that apply.
First Person Shooters games (FPS), such as Call of Duty or Counterstrike

Demographic	Selected		Not selected		Total N
Adults	42%	(344)	58%	(468)	812
Gender: Male	50%	(234)	50%	(236)	470
Gender: Female	32%	(110)	68%	(232)	342
Age: 18-29	54%	(122)	46%	(104)	226
Age: 30-44	48%	(171)	52%	(187)	358
Age: 45-54	32%	(32)	68%	(67)	99
Age: 55-64	16%	(12)	84%	(64)	76
Age: 65+	13%	(7)	87%	(46)	53
PID: Dem (no lean)	45%	(130)	55%	(162)	292
PID: Ind (no lean)	41%	(103)	59%	(146)	249
PID: Rep (no lean)	41%	(111)	59%	(160)	271
PID/Gender: Dem Men	52%	(87)	48%	(82)	169
PID/Gender: Dem Women	35%	(43)	65%	(80)	123
PID/Gender: Ind Men	49%	(66)	51%	(69)	135
PID/Gender: Ind Women	32%	(36)	68%	(77)	113
PID/Gender: Rep Men	49%	(80)	51%	(85)	165
PID/Gender: Rep Women	29%	(31)	71%	(75)	106
Tea Party: Supporter	41%	(131)	59%	(185)	316
Tea Party: Not Supporter	43%	(212)	57%	(280)	492
Ideo: Liberal (1-3)	40%	(131)	60%	(196)	327
Ideo: Moderate (4)	44%	(86)	56%	(109)	196
Ideo: Conservative (5-7)	41%	(91)	59%	(133)	223
Educ: < College	45%	(257)	55%	(316)	573
Educ: Bachelors degree	35%	(56)	65%	(104)	161
Educ: Post-grad	38%	(30)	62%	(48)	78
Income: Under 50k	44%	(205)	56%	(261)	466
Income: 50k-100k	40%	(101)	60%	(150)	252
Income: 100k+	39%	(37)	61%	(57)	94
Ethnicity: White	43%	(269)	57%	(353)	623

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Table BRD18B_1: Which of the following video game types have you played online with other players? Please select all that apply.
First Person Shooters games (FPS), such as Call of Duty or Counterstrike

Demographic	Selected		Not selected		Total N
Adults	42%	(344)	58%	(468)	812
Ethnicity: Hispanic	46%	(78)	54%	(91)	169
Ethnicity: Afr. Am.	39%	(44)	61%	(69)	113
Ethnicity: Other	40%	(31)	60%	(46)	76
Relig: Protestant	35%	(66)	65%	(123)	189
Relig: Roman Catholic	41%	(76)	59%	(110)	186
Relig: Ath./Agn./None	48%	(109)	52%	(119)	228
Relig: Something Else	41%	(60)	59%	(85)	144
Relig: Evangelical	40%	(97)	60%	(146)	243
Relig: Non-Evang. Catholics	39%	(77)	61%	(119)	196
Relig: All Christian	40%	(175)	60%	(265)	439
Relig: All Non-Christian	45%	(169)	55%	(204)	373
Community: Urban	46%	(115)	54%	(138)	253
Community: Suburban	39%	(142)	61%	(218)	360
Community: Rural	43%	(87)	57%	(113)	199
Employ: Private Sector	46%	(157)	54%	(185)	342
Employ: Government	39%	(24)	61%	(38)	62
Employ: Self-Employed	47%	(38)	53%	(43)	81
Employ: Homemaker	27%	(18)	73%	(49)	67
Employ: Student	50%	(28)	50%	(28)	56
Employ: Retired	20%	(15)	80%	(60)	75
Employ: Unemployed	53%	(44)	47%	(38)	82
Job Type: White-collar	38%	(113)	62%	(182)	295
Job Type: Blue-collar	46%	(168)	54%	(194)	361
Job Type: Don't Know	41%	(63)	59%	(92)	156
Military HH: Yes	35%	(61)	65%	(113)	174
Military HH: No	44%	(283)	56%	(355)	638
2016 Vote: Democrat Hillary Clinton	43%	(133)	57%	(177)	310
2016 Vote: Republican Donald Trump	41%	(114)	59%	(162)	277
2016 Vote: Someone else	41%	(30)	59%	(44)	74

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Table BRD18B_1: Which of the following video game types have you played online with other players? Please select all that apply.
First Person Shooters games (FPS), such as Call of Duty or Counterstrike

Demographic	Selected		Not selected		Total N
Adults	42%	(344)	58%	(468)	812
2012 Vote: Barack Obama	45%	(158)	55%	(197)	354
2012 Vote: Mitt Romney	39%	(70)	61%	(112)	182
2012 Vote: Didn't Vote	43%	(107)	57%	(143)	249
4-Region: Northeast	46%	(66)	54%	(77)	143
4-Region: Midwest	41%	(75)	59%	(106)	181
4-Region: South	43%	(127)	57%	(167)	293
4-Region: West	39%	(76)	61%	(119)	195

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

Table BRD18B_2: Which of the following video game types have you played online with other players? Please select all that apply.
Massively Multiplayer Online games (MMO), such as World of Warcraft or Elder Scrolls Online

Demographic	Selected		Not selected		Total N
Adults	31%	(251)	69%	(561)	812
Gender: Male	35%	(164)	65%	(305)	470
Gender: Female	25%	(87)	75%	(256)	342
Age: 18-29	41%	(92)	59%	(134)	226
Age: 30-44	34%	(121)	66%	(237)	358
Age: 45-54	20%	(20)	80%	(79)	99
Age: 55-64	20%	(15)	80%	(61)	76
Age: 65+	6%	(3)	94%	(49)	53
PID: Dem (no lean)	31%	(91)	69%	(202)	292
PID: Ind (no lean)	33%	(82)	67%	(167)	249
PID: Rep (no lean)	29%	(78)	71%	(192)	271
PID/Gender: Dem Men	36%	(61)	64%	(108)	169
PID/Gender: Dem Women	24%	(30)	76%	(93)	123
PID/Gender: Ind Men	37%	(50)	63%	(85)	135
PID/Gender: Ind Women	28%	(32)	72%	(81)	113
PID/Gender: Rep Men	32%	(54)	68%	(111)	165
PID/Gender: Rep Women	23%	(25)	77%	(81)	106
Tea Party: Supporter	35%	(111)	65%	(206)	316
Tea Party: Not Supporter	28%	(140)	72%	(352)	492
Ideo: Liberal (1-3)	38%	(124)	62%	(203)	327
Ideo: Moderate (4)	31%	(61)	69%	(134)	196
Ideo: Conservative (5-7)	23%	(50)	77%	(173)	223
Educ: < College	29%	(165)	71%	(408)	573
Educ: Bachelors degree	36%	(58)	64%	(102)	161
Educ: Post-grad	36%	(28)	64%	(50)	78
Income: Under 50k	29%	(136)	71%	(331)	466
Income: 50k-100k	33%	(83)	67%	(168)	252
Income: 100k+	35%	(32)	65%	(61)	94
Ethnicity: White	31%	(192)	69%	(431)	623

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Table BRD18B_2: Which of the following video game types have you played online with other players? Please select all that apply.
Massively Multiplayer Online games (MMO), such as World of Warcraft or Elder Scrolls Online

Demographic	Selected		Not selected		Total N
Adults	31%	(251)	69%	(561)	812
Ethnicity: Hispanic	36%	(60)	64%	(109)	169
Ethnicity: Afr. Am.	29%	(33)	71%	(80)	113
Ethnicity: Other	35%	(27)	65%	(50)	76
Relig: Protestant	25%	(48)	75%	(141)	189
Relig: Roman Catholic	30%	(56)	70%	(130)	186
Relig: Ath./Agn./None	37%	(85)	63%	(144)	228
Relig: Something Else	35%	(51)	65%	(94)	144
Relig: Evangelical	28%	(67)	72%	(176)	243
Relig: Non-Evang. Catholics	25%	(49)	75%	(147)	196
Relig: All Christian	26%	(116)	74%	(323)	439
Relig: All Non-Christian	36%	(136)	64%	(237)	373
Community: Urban	32%	(80)	68%	(173)	253
Community: Suburban	30%	(108)	70%	(252)	360
Community: Rural	32%	(64)	68%	(136)	199
Employ: Private Sector	35%	(119)	65%	(222)	342
Employ: Government	43%	(26)	57%	(35)	62
Employ: Self-Employed	38%	(30)	62%	(51)	81
Employ: Homemaker	23%	(15)	77%	(52)	67
Employ: Student	44%	(25)	56%	(31)	56
Employ: Retired	8%	(6)	92%	(69)	75
Employ: Unemployed	24%	(19)	76%	(62)	82
Job Type: White-collar	35%	(102)	65%	(192)	295
Job Type: Blue-collar	33%	(119)	67%	(243)	361
Job Type: Don't Know	19%	(30)	81%	(126)	156
Military HH: Yes	34%	(59)	66%	(115)	174
Military HH: No	30%	(193)	70%	(445)	638
2016 Vote: Democrat Hillary Clinton	32%	(100)	68%	(210)	310
2016 Vote: Republican Donald Trump	28%	(78)	72%	(199)	277
2016 Vote: Someone else	34%	(25)	66%	(49)	74

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Table BRD18B_2: Which of the following video game types have you played online with other players? Please select all that apply.
Massively Multiplayer Online games (MMO), such as World of Warcraft or Elder Scrolls Online

Demographic	Selected		Not selected		Total N
Adults	31%	(251)	69%	(561)	812
2012 Vote: Barack Obama	30%	(107)	70%	(248)	354
2012 Vote: Mitt Romney	26%	(47)	74%	(135)	182
2012 Vote: Didn't Vote	33%	(82)	67%	(167)	249
4-Region: Northeast	31%	(44)	69%	(99)	143
4-Region: Midwest	27%	(49)	73%	(132)	181
4-Region: South	26%	(77)	74%	(217)	293
4-Region: West	42%	(82)	58%	(113)	195

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

Table BRD18B_3: Which of the following video game types have you played online with other players? Please select all that apply.
Role-Playing Games (RPG), such as Runescape and Mass Effect 3

Demographic	Selected		Not selected		Total N
Adults	26%	(209)	74%	(603)	812
Gender: Male	27%	(127)	73%	(342)	470
Gender: Female	24%	(81)	76%	(261)	342
Age: 18-29	35%	(80)	65%	(146)	226
Age: 30-44	29%	(103)	71%	(255)	358
Age: 45-54	17%	(16)	83%	(83)	99
Age: 55-64	8%	(6)	92%	(70)	76
Age: 65+	5%	(3)	95%	(50)	53
PID: Dem (no lean)	24%	(71)	76%	(221)	292
PID: Ind (no lean)	32%	(79)	68%	(170)	249
PID: Rep (no lean)	21%	(58)	79%	(213)	271
PID/Gender: Dem Men	26%	(44)	74%	(125)	169
PID/Gender: Dem Women	22%	(27)	78%	(96)	123
PID/Gender: Ind Men	32%	(43)	68%	(92)	135
PID/Gender: Ind Women	32%	(36)	68%	(77)	113
PID/Gender: Rep Men	24%	(40)	76%	(125)	165
PID/Gender: Rep Women	17%	(18)	83%	(88)	106
Tea Party: Supporter	27%	(84)	73%	(232)	316
Tea Party: Not Supporter	25%	(122)	75%	(370)	492
Ideo: Liberal (1-3)	29%	(94)	71%	(233)	327
Ideo: Moderate (4)	23%	(45)	77%	(150)	196
Ideo: Conservative (5-7)	23%	(50)	77%	(173)	223
Educ: < College	24%	(139)	76%	(434)	573
Educ: Bachelors degree	30%	(48)	70%	(113)	161
Educ: Post-grad	28%	(22)	72%	(56)	78
Income: Under 50k	26%	(121)	74%	(345)	466
Income: 50k-100k	21%	(53)	79%	(199)	252
Income: 100k+	37%	(35)	63%	(59)	94
Ethnicity: White	26%	(164)	74%	(459)	623

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Table BRD18B_3: Which of the following video game types have you played online with other players? Please select all that apply.
Role-Playing Games (RPG), such as Runescape and Mass Effect 3

Demographic	Selected		Not selected		Total N
Adults	26%	(209)	74%	(603)	812
Ethnicity: Hispanic	31%	(52)	69%	(117)	169
Ethnicity: Afr. Am.	27%	(30)	73%	(82)	113
Ethnicity: Other	18%	(14)	82%	(62)	76
Relig: Protestant	22%	(41)	78%	(148)	189
Relig: Roman Catholic	32%	(59)	68%	(127)	186
Relig: Ath./Agn./None	29%	(67)	71%	(162)	228
Relig: Something Else	23%	(33)	77%	(111)	144
Relig: Evangelical	25%	(62)	75%	(181)	243
Relig: Non-Evang. Catholics	24%	(47)	76%	(150)	196
Relig: All Christian	25%	(108)	75%	(331)	439
Relig: All Non-Christian	27%	(100)	73%	(273)	373
Community: Urban	30%	(77)	70%	(176)	253
Community: Suburban	22%	(81)	78%	(279)	360
Community: Rural	25%	(51)	75%	(149)	199
Employ: Private Sector	28%	(97)	72%	(245)	342
Employ: Government	34%	(21)	66%	(41)	62
Employ: Self-Employed	22%	(18)	78%	(63)	81
Employ: Homemaker	21%	(14)	79%	(53)	67
Employ: Student	39%	(22)	61%	(35)	56
Employ: Retired	3%	(2)	97%	(73)	75
Employ: Unemployed	28%	(23)	72%	(59)	82
Job Type: White-collar	28%	(82)	72%	(213)	295
Job Type: Blue-collar	26%	(95)	74%	(266)	361
Job Type: Don't Know	20%	(32)	80%	(124)	156
Military HH: Yes	23%	(40)	77%	(134)	174
Military HH: No	26%	(169)	74%	(469)	638
2016 Vote: Democrat Hillary Clinton	26%	(81)	74%	(229)	310
2016 Vote: Republican Donald Trump	19%	(52)	81%	(224)	277
2016 Vote: Someone else	43%	(32)	57%	(42)	74

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Table BRD18B_3: Which of the following video game types have you played online with other players? Please select all that apply.
Role-Playing Games (RPG), such as Runescape and Mass Effect 3

Demographic	Selected		Not selected		Total N
Adults	26%	(209)	74%	(603)	812
2012 Vote: Barack Obama	25%	(89)	75%	(265)	354
2012 Vote: Mitt Romney	21%	(38)	79%	(144)	182
2012 Vote: Didn't Vote	29%	(72)	71%	(177)	249
4-Region: Northeast	21%	(31)	79%	(112)	143
4-Region: Midwest	30%	(54)	70%	(127)	181
4-Region: South	23%	(68)	77%	(225)	293
4-Region: West	28%	(55)	72%	(139)	195

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

Table BRD18B_4: Which of the following video game types have you played online with other players? Please select all that apply.
Real-Time Strategy games (RTS), such as Starcraft or Civilization V

Demographic	Selected		Not selected		Total N
Adults	21%	(168)	79%	(644)	812
Gender: Male	25%	(119)	75%	(351)	470
Gender: Female	14%	(49)	86%	(293)	342
Age: 18-29	25%	(57)	75%	(169)	226
Age: 30-44	24%	(86)	76%	(272)	358
Age: 45-54	17%	(17)	83%	(82)	99
Age: 55-64	8%	(6)	92%	(70)	76
Age: 65+	4%	(2)	96%	(50)	53
PID: Dem (no lean)	21%	(63)	79%	(230)	292
PID: Ind (no lean)	21%	(51)	79%	(198)	249
PID: Rep (no lean)	20%	(54)	80%	(216)	271
PID/Gender: Dem Men	28%	(47)	72%	(122)	169
PID/Gender: Dem Women	13%	(15)	87%	(108)	123
PID/Gender: Ind Men	25%	(34)	75%	(101)	135
PID/Gender: Ind Women	15%	(17)	85%	(97)	113
PID/Gender: Rep Men	23%	(37)	77%	(128)	165
PID/Gender: Rep Women	16%	(17)	84%	(88)	106
Tea Party: Supporter	25%	(80)	75%	(236)	316
Tea Party: Not Supporter	18%	(86)	82%	(406)	492
Ideo: Liberal (1-3)	22%	(72)	78%	(254)	327
Ideo: Moderate (4)	20%	(40)	80%	(156)	196
Ideo: Conservative (5-7)	22%	(48)	78%	(175)	223
Educ: < College	19%	(111)	81%	(462)	573
Educ: Bachelors degree	24%	(39)	76%	(122)	161
Educ: Post-grad	23%	(18)	77%	(60)	78
Income: Under 50k	22%	(101)	78%	(366)	466
Income: 50k-100k	23%	(57)	77%	(194)	252
Income: 100k+	11%	(10)	89%	(84)	94
Ethnicity: White	20%	(125)	80%	(498)	623

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Table BRD18B_4: Which of the following video game types have you played online with other players? Please select all that apply.
Real-Time Strategy games (RTS), such as Starcraft or Civilization V

Demographic	Selected		Not selected		Total N
Adults	21%	(168)	79%	(644)	812
Ethnicity: Hispanic	25%	(42)	75%	(126)	169
Ethnicity: Afr. Am.	22%	(25)	78%	(88)	113
Ethnicity: Other	24%	(18)	76%	(58)	76
Relig: Protestant	17%	(33)	83%	(156)	189
Relig: Roman Catholic	19%	(36)	81%	(150)	186
Relig: Ath./Agn./None	24%	(56)	76%	(173)	228
Relig: Something Else	22%	(31)	78%	(113)	144
Relig: Evangelical	22%	(53)	78%	(190)	243
Relig: Non-Evang. Catholics	14%	(28)	86%	(168)	196
Relig: All Christian	18%	(81)	82%	(358)	439
Relig: All Non-Christian	23%	(87)	77%	(286)	373
Community: Urban	22%	(55)	78%	(198)	253
Community: Suburban	21%	(75)	79%	(285)	360
Community: Rural	19%	(39)	81%	(160)	199
Employ: Private Sector	25%	(85)	75%	(257)	342
Employ: Government	31%	(19)	69%	(43)	62
Employ: Self-Employed	19%	(16)	81%	(65)	81
Employ: Homemaker	9%	(6)	91%	(61)	67
Employ: Student	26%	(15)	74%	(42)	56
Employ: Retired	3%	(2)	97%	(73)	75
Employ: Unemployed	24%	(19)	76%	(62)	82
Job Type: White-collar	22%	(65)	78%	(230)	295
Job Type: Blue-collar	22%	(78)	78%	(284)	361
Job Type: Don't Know	17%	(26)	83%	(130)	156
Military HH: Yes	23%	(40)	77%	(134)	174
Military HH: No	20%	(128)	80%	(509)	638
2016 Vote: Democrat Hillary Clinton	21%	(65)	79%	(244)	310
2016 Vote: Republican Donald Trump	20%	(55)	80%	(222)	277
2016 Vote: Someone else	20%	(15)	80%	(59)	74

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Table BRD18B_4: Which of the following video game types have you played online with other players? Please select all that apply.
Real-Time Strategy games (RTS), such as Starcraft or Civilization V

Demographic	Selected		Not selected		Total N
Adults	21%	(168)	79%	(644)	812
2012 Vote: Barack Obama	21%	(76)	79%	(279)	354
2012 Vote: Mitt Romney	17%	(30)	83%	(152)	182
2012 Vote: Didn't Vote	21%	(53)	79%	(196)	249
4-Region: Northeast	22%	(32)	78%	(111)	143
4-Region: Midwest	23%	(41)	77%	(139)	181
4-Region: South	18%	(54)	82%	(239)	293
4-Region: West	21%	(41)	79%	(154)	195

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

Table BRD18B_5: Which of the following video game types have you played online with other players? Please select all that apply.
Multiplayer Online Battle Area games (MOBA), such as League of Legends or Defense of the Ancients (DOTA)

Demographic	Selected		Not selected		Total N
Adults	24%	(198)	76%	(614)	812
Gender: Male	30%	(139)	70%	(330)	470
Gender: Female	17%	(59)	83%	(283)	342
Age: 18-29	33%	(74)	67%	(152)	226
Age: 30-44	29%	(104)	71%	(254)	358
Age: 45-54	12%	(12)	88%	(87)	99
Age: 55-64	6%	(4)	94%	(72)	76
Age: 65+	9%	(4)	91%	(48)	53
PID: Dem (no lean)	24%	(70)	76%	(222)	292
PID: Ind (no lean)	25%	(61)	75%	(188)	249
PID: Rep (no lean)	25%	(67)	75%	(204)	271
PID/Gender: Dem Men	30%	(50)	70%	(119)	169
PID/Gender: Dem Women	16%	(20)	84%	(104)	123
PID/Gender: Ind Men	30%	(41)	70%	(95)	135
PID/Gender: Ind Women	18%	(20)	82%	(93)	113
PID/Gender: Rep Men	29%	(48)	71%	(117)	165
PID/Gender: Rep Women	18%	(19)	82%	(87)	106
Tea Party: Supporter	30%	(95)	70%	(222)	316
Tea Party: Not Supporter	21%	(102)	79%	(390)	492
Ideo: Liberal (1-3)	27%	(89)	73%	(237)	327
Ideo: Moderate (4)	24%	(47)	76%	(149)	196
Ideo: Conservative (5-7)	22%	(48)	78%	(175)	223
Educ: < College	22%	(126)	78%	(447)	573
Educ: Bachelors degree	33%	(52)	67%	(108)	161
Educ: Post-grad	26%	(20)	74%	(58)	78
Income: Under 50k	24%	(111)	76%	(355)	466
Income: 50k-100k	25%	(63)	75%	(189)	252
Income: 100k+	26%	(24)	74%	(70)	94
Ethnicity: White	24%	(146)	76%	(476)	623

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Table BRD18B_5: Which of the following video game types have you played online with other players? Please select all that apply.
Multiplayer Online Battle Area games (MOBA), such as League of Legends or Defense of the Ancients (DOTA)

Demographic	Selected		Not selected		Total N
Adults	24%	(198)	76%	(614)	812
Ethnicity: Hispanic	29%	(48)	71%	(121)	169
Ethnicity: Afr. Am.	33%	(37)	67%	(76)	113
Ethnicity: Other	20%	(15)	80%	(61)	76
Relig: Protestant	23%	(43)	77%	(146)	189
Relig: Roman Catholic	29%	(55)	71%	(132)	186
Relig: Ath./Agn./None	24%	(55)	76%	(174)	228
Relig: Something Else	21%	(30)	79%	(114)	144
Relig: Evangelical	28%	(68)	72%	(175)	243
Relig: Non-Evang. Catholics	23%	(46)	77%	(151)	196
Relig: All Christian	26%	(114)	74%	(325)	439
Relig: All Non-Christian	23%	(85)	77%	(288)	373
Community: Urban	31%	(78)	69%	(175)	253
Community: Suburban	21%	(75)	79%	(285)	360
Community: Rural	23%	(45)	77%	(154)	199
Employ: Private Sector	33%	(111)	67%	(231)	342
Employ: Government	34%	(21)	66%	(41)	62
Employ: Self-Employed	21%	(17)	79%	(64)	81
Employ: Homemaker	14%	(10)	86%	(57)	67
Employ: Student	23%	(13)	77%	(43)	56
Employ: Retired	5%	(4)	95%	(71)	75
Employ: Unemployed	22%	(18)	78%	(63)	82
Job Type: White-collar	25%	(75)	75%	(220)	295
Job Type: Blue-collar	26%	(95)	74%	(266)	361
Job Type: Don't Know	18%	(28)	82%	(128)	156
Military HH: Yes	32%	(55)	68%	(119)	174
Military HH: No	22%	(143)	78%	(495)	638
2016 Vote: Democrat Hillary Clinton	29%	(91)	71%	(219)	310
2016 Vote: Republican Donald Trump	20%	(55)	80%	(222)	277
2016 Vote: Someone else	21%	(15)	79%	(58)	74

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Table BRD18B_5: Which of the following video game types have you played online with other players? Please select all that apply.
Multiplayer Online Battle Area games (MOBA), such as League of Legends or Defense of the Ancients (DOTA)

Demographic	Selected		Not selected		Total N
Adults	24%	(198)	76%	(614)	812
2012 Vote: Barack Obama	26%	(92)	74%	(262)	354
2012 Vote: Mitt Romney	23%	(42)	77%	(141)	182
2012 Vote: Didn't Vote	24%	(60)	76%	(189)	249
4-Region: Northeast	27%	(38)	73%	(105)	143
4-Region: Midwest	29%	(53)	71%	(128)	181
4-Region: South	22%	(63)	78%	(230)	293
4-Region: West	22%	(44)	78%	(151)	195

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

Table BRD18B_6: Which of the following video game types have you played online with other players? Please select all that apply.
Sports games, such as Madden or Fifa

Demographic	Selected		Not selected		Total N
Adults	31%	(249)	69%	(563)	812
Gender: Male	41%	(191)	59%	(279)	470
Gender: Female	17%	(59)	83%	(284)	342
Age: 18-29	29%	(65)	71%	(161)	226
Age: 30-44	40%	(142)	60%	(216)	358
Age: 45-54	28%	(28)	72%	(71)	99
Age: 55-64	12%	(9)	88%	(67)	76
Age: 65+	10%	(5)	90%	(47)	53
PID: Dem (no lean)	31%	(90)	69%	(202)	292
PID: Ind (no lean)	30%	(75)	70%	(174)	249
PID: Rep (no lean)	31%	(84)	69%	(187)	271
PID/Gender: Dem Men	39%	(66)	61%	(103)	169
PID/Gender: Dem Women	20%	(25)	80%	(99)	123
PID/Gender: Ind Men	41%	(55)	59%	(80)	135
PID/Gender: Ind Women	17%	(20)	83%	(94)	113
PID/Gender: Rep Men	42%	(69)	58%	(96)	165
PID/Gender: Rep Women	14%	(15)	86%	(91)	106
Tea Party: Supporter	37%	(118)	63%	(198)	316
Tea Party: Not Supporter	26%	(130)	74%	(362)	492
Ideo: Liberal (1-3)	32%	(104)	68%	(223)	327
Ideo: Moderate (4)	28%	(56)	72%	(140)	196
Ideo: Conservative (5-7)	34%	(76)	66%	(147)	223
Educ: < College	30%	(170)	70%	(403)	573
Educ: Bachelors degree	31%	(50)	69%	(111)	161
Educ: Post-grad	38%	(29)	62%	(49)	78
Income: Under 50k	28%	(129)	72%	(337)	466
Income: 50k-100k	35%	(88)	65%	(164)	252
Income: 100k+	34%	(32)	66%	(62)	94
Ethnicity: White	31%	(192)	69%	(431)	623

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Table BRD18B_6: Which of the following video game types have you played online with other players? Please select all that apply.
Sports games, such as Madden or Fifa

Demographic	Selected		Not selected		Total N
Adults	31%	(249)	69%	(563)	812
Ethnicity: Hispanic	31%	(52)	69%	(116)	169
Ethnicity: Afr. Am.	32%	(36)	68%	(77)	113
Ethnicity: Other	28%	(21)	72%	(55)	76
Relig: Protestant	25%	(48)	75%	(141)	189
Relig: Roman Catholic	36%	(66)	64%	(120)	186
Relig: Ath./Agn./None	31%	(70)	69%	(159)	228
Relig: Something Else	27%	(39)	73%	(105)	144
Relig: Evangelical	33%	(79)	67%	(164)	243
Relig: Non-Evang. Catholics	31%	(61)	69%	(135)	196
Relig: All Christian	32%	(141)	68%	(299)	439
Relig: All Non-Christian	29%	(109)	71%	(264)	373
Community: Urban	38%	(97)	62%	(156)	253
Community: Suburban	29%	(103)	71%	(256)	360
Community: Rural	24%	(49)	76%	(151)	199
Employ: Private Sector	37%	(128)	63%	(214)	342
Employ: Government	32%	(20)	68%	(42)	62
Employ: Self-Employed	30%	(24)	70%	(57)	81
Employ: Homemaker	19%	(13)	81%	(54)	67
Employ: Student	25%	(14)	75%	(42)	56
Employ: Retired	17%	(13)	83%	(62)	75
Employ: Unemployed	30%	(24)	70%	(57)	82
Job Type: White-collar	30%	(88)	70%	(207)	295
Job Type: Blue-collar	34%	(122)	66%	(239)	361
Job Type: Don't Know	25%	(39)	75%	(117)	156
Military HH: Yes	28%	(49)	72%	(125)	174
Military HH: No	31%	(200)	69%	(438)	638
2016 Vote: Democrat Hillary Clinton	30%	(92)	70%	(218)	310
2016 Vote: Republican Donald Trump	34%	(94)	66%	(182)	277
2016 Vote: Someone else	31%	(23)	69%	(51)	74

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Table BRD18B_6: Which of the following video game types have you played online with other players? Please select all that apply.
Sports games, such as Madden or Fifa

Demographic	Selected		Not selected		Total N
Adults	31%	(249)	69%	(563)	812
2012 Vote: Barack Obama	34%	(120)	66%	(234)	354
2012 Vote: Mitt Romney	35%	(64)	65%	(118)	182
2012 Vote: Didn't Vote	23%	(57)	77%	(192)	249
4-Region: Northeast	36%	(51)	64%	(92)	143
4-Region: Midwest	34%	(62)	66%	(119)	181
4-Region: South	30%	(89)	70%	(204)	293
4-Region: West	25%	(48)	75%	(147)	195

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

Table BRD18B_7: Which of the following video game types have you played online with other players? Please select all that apply.
Fighting games, such as Super Smash Brothers or Street Fighter

Demographic	Selected		Not selected		Total N
Adults	28%	(224)	72%	(588)	812
Gender: Male	32%	(150)	68%	(320)	470
Gender: Female	22%	(75)	78%	(268)	342
Age: 18-29	39%	(88)	61%	(139)	226
Age: 30-44	32%	(114)	68%	(245)	358
Age: 45-54	18%	(18)	82%	(81)	99
Age: 55-64	4%	(3)	96%	(73)	76
Age: 65+	4%	(2)	96%	(50)	53
PID: Dem (no lean)	29%	(84)	71%	(209)	292
PID: Ind (no lean)	30%	(75)	70%	(174)	249
PID: Rep (no lean)	24%	(65)	76%	(205)	271
PID/Gender: Dem Men	29%	(50)	71%	(119)	169
PID/Gender: Dem Women	28%	(34)	72%	(89)	123
PID/Gender: Ind Men	34%	(46)	66%	(90)	135
PID/Gender: Ind Women	25%	(29)	75%	(84)	113
PID/Gender: Rep Men	33%	(54)	67%	(111)	165
PID/Gender: Rep Women	11%	(11)	89%	(94)	106
Tea Party: Supporter	32%	(102)	68%	(215)	316
Tea Party: Not Supporter	25%	(122)	75%	(370)	492
Ideo: Liberal (1-3)	32%	(104)	68%	(222)	327
Ideo: Moderate (4)	29%	(57)	71%	(139)	196
Ideo: Conservative (5-7)	21%	(48)	79%	(176)	223
Educ: < College	28%	(159)	72%	(414)	573
Educ: Bachelors degree	27%	(44)	73%	(117)	161
Educ: Post-grad	26%	(21)	74%	(57)	78
Income: Under 50k	28%	(133)	72%	(334)	466
Income: 50k-100k	27%	(68)	73%	(183)	252
Income: 100k+	25%	(23)	75%	(71)	94
Ethnicity: White	27%	(167)	73%	(455)	623

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Table BRD18B_7: Which of the following video game types have you played online with other players? Please select all that apply.
Fighting games, such as Super Smash Brothers or Street Fighter

Demographic	Selected		Not selected		Total N
Adults	28%	(224)	72%	(588)	812
Ethnicity: Hispanic	31%	(52)	69%	(117)	169
Ethnicity: Afr. Am.	34%	(39)	66%	(74)	113
Ethnicity: Other	23%	(18)	77%	(58)	76
Relig: Protestant	25%	(48)	75%	(141)	189
Relig: Roman Catholic	28%	(52)	72%	(134)	186
Relig: Ath./Agn./None	30%	(69)	70%	(159)	228
Relig: Something Else	22%	(31)	78%	(113)	144
Relig: Evangelical	32%	(78)	68%	(165)	243
Relig: Non-Evang. Catholics	23%	(46)	77%	(151)	196
Relig: All Christian	28%	(123)	72%	(316)	439
Relig: All Non-Christian	27%	(101)	73%	(272)	373
Community: Urban	36%	(90)	64%	(163)	253
Community: Suburban	23%	(84)	77%	(276)	360
Community: Rural	25%	(50)	75%	(149)	199
Employ: Private Sector	29%	(98)	71%	(243)	342
Employ: Government	38%	(23)	62%	(38)	62
Employ: Self-Employed	29%	(23)	71%	(58)	81
Employ: Homemaker	24%	(16)	76%	(51)	67
Employ: Student	47%	(27)	53%	(30)	56
Employ: Retired	5%	(3)	95%	(72)	75
Employ: Unemployed	29%	(24)	71%	(58)	82
Job Type: White-collar	27%	(81)	73%	(214)	295
Job Type: Blue-collar	30%	(107)	70%	(254)	361
Job Type: Don't Know	23%	(36)	77%	(120)	156
Military HH: Yes	26%	(46)	74%	(129)	174
Military HH: No	28%	(178)	72%	(459)	638
2016 Vote: Democrat Hillary Clinton	31%	(95)	69%	(215)	310
2016 Vote: Republican Donald Trump	23%	(65)	77%	(212)	277
2016 Vote: Someone else	34%	(25)	66%	(49)	74

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Table BRD18B_7: Which of the following video game types have you played online with other players? Please select all that apply.
Fighting games, such as Super Smash Brothers or Street Fighter

Demographic	Selected		Not selected		Total N
Adults	28%	(224)	72%	(588)	812
2012 Vote: Barack Obama	31%	(110)	69%	(245)	354
2012 Vote: Mitt Romney	20%	(36)	80%	(146)	182
2012 Vote: Didn't Vote	29%	(71)	71%	(178)	249
4-Region: Northeast	31%	(44)	69%	(99)	143
4-Region: Midwest	28%	(50)	72%	(131)	181
4-Region: South	28%	(83)	72%	(211)	293
4-Region: West	25%	(48)	75%	(147)	195

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

Table BRD18B_8: Which of the following video game types have you played online with other players? Please select all that apply.
Racing games, such as Forza or Burnout

Demographic	Selected		Not selected		Total N
Adults	29%	(238)	71%	(574)	812
Gender: Male	35%	(163)	65%	(307)	470
Gender: Female	22%	(75)	78%	(268)	342
Age: 18-29	40%	(90)	60%	(136)	226
Age: 30-44	33%	(117)	67%	(242)	358
Age: 45-54	22%	(22)	78%	(77)	99
Age: 55-64	6%	(4)	94%	(71)	76
Age: 65+	8%	(4)	92%	(49)	53
PID: Dem (no lean)	27%	(79)	73%	(214)	292
PID: Ind (no lean)	30%	(74)	70%	(175)	249
PID: Rep (no lean)	31%	(85)	69%	(186)	271
PID/Gender: Dem Men	31%	(52)	69%	(117)	169
PID/Gender: Dem Women	22%	(27)	78%	(96)	123
PID/Gender: Ind Men	37%	(50)	63%	(85)	135
PID/Gender: Ind Women	21%	(24)	79%	(90)	113
PID/Gender: Rep Men	37%	(61)	63%	(104)	165
PID/Gender: Rep Women	23%	(24)	77%	(82)	106
Tea Party: Supporter	38%	(120)	62%	(196)	316
Tea Party: Not Supporter	24%	(117)	76%	(375)	492
Ideo: Liberal (1-3)	32%	(103)	68%	(223)	327
Ideo: Moderate (4)	28%	(55)	72%	(141)	196
Ideo: Conservative (5-7)	29%	(64)	71%	(159)	223
Educ: < College	30%	(171)	70%	(402)	573
Educ: Bachelors degree	29%	(46)	71%	(115)	161
Educ: Post-grad	27%	(21)	73%	(57)	78
Income: Under 50k	30%	(141)	70%	(325)	466
Income: 50k-100k	27%	(69)	73%	(183)	252
Income: 100k+	29%	(27)	71%	(66)	94
Ethnicity: White	29%	(179)	71%	(444)	623

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Table BRD18B_8: Which of the following video game types have you played online with other players? Please select all that apply.
Racing games, such as Forza or Burnout

Demographic	Selected		Not selected		Total N
Adults	29%	(238)	71%	(574)	812
Ethnicity: Hispanic	31%	(51)	69%	(117)	169
Ethnicity: Afr. Am.	41%	(46)	59%	(67)	113
Ethnicity: Other	17%	(13)	83%	(64)	76
Relig: Protestant	23%	(44)	77%	(145)	189
Relig: Roman Catholic	24%	(44)	76%	(142)	186
Relig: Ath./Agn./None	33%	(75)	67%	(154)	228
Relig: Something Else	36%	(51)	64%	(93)	144
Relig: Evangelical	29%	(71)	71%	(172)	243
Relig: Non-Evang. Catholics	21%	(41)	79%	(155)	196
Relig: All Christian	25%	(111)	75%	(328)	439
Relig: All Non-Christian	34%	(126)	66%	(247)	373
Community: Urban	35%	(87)	65%	(166)	253
Community: Suburban	26%	(92)	74%	(268)	360
Community: Rural	29%	(58)	71%	(141)	199
Employ: Private Sector	32%	(109)	68%	(233)	342
Employ: Government	34%	(21)	66%	(41)	62
Employ: Self-Employed	33%	(26)	67%	(55)	81
Employ: Homemaker	18%	(12)	82%	(55)	67
Employ: Student	34%	(19)	66%	(37)	56
Employ: Retired	11%	(9)	89%	(67)	75
Employ: Unemployed	39%	(31)	61%	(50)	82
Job Type: White-collar	28%	(83)	72%	(211)	295
Job Type: Blue-collar	31%	(113)	69%	(248)	361
Job Type: Don't Know	26%	(41)	74%	(115)	156
Military HH: Yes	30%	(52)	70%	(122)	174
Military HH: No	29%	(186)	71%	(452)	638
2016 Vote: Democrat Hillary Clinton	26%	(82)	74%	(228)	310
2016 Vote: Republican Donald Trump	33%	(91)	67%	(186)	277
2016 Vote: Someone else	27%	(20)	73%	(54)	74

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Table BRD18B_8: Which of the following video game types have you played online with other players? Please select all that apply.
Racing games, such as Forza or Burnout

Demographic	Selected		Not selected		Total N
Adults	29%	(238)	71%	(574)	812
2012 Vote: Barack Obama	31%	(109)	69%	(245)	354
2012 Vote: Mitt Romney	25%	(46)	75%	(136)	182
2012 Vote: Didn't Vote	30%	(75)	70%	(174)	249
4-Region: Northeast	28%	(40)	72%	(104)	143
4-Region: Midwest	29%	(53)	71%	(128)	181
4-Region: South	27%	(79)	73%	(214)	293
4-Region: West	34%	(66)	66%	(129)	195

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

Table BRD18B_9: Which of the following video game types have you played online with other players? Please select all that apply.
Simulation games, such as Microsoft Flight Simulator or American Truck Simulator

Demographic	Selected		Not selected		Total N
Adults	21%	(173)	79%	(639)	812
Gender: Male	24%	(111)	76%	(358)	470
Gender: Female	18%	(62)	82%	(281)	342
Age: 18-29	26%	(58)	74%	(168)	226
Age: 30-44	27%	(95)	73%	(263)	358
Age: 45-54	14%	(14)	86%	(85)	99
Age: 55-64	4%	(3)	96%	(73)	76
Age: 65+	4%	(2)	96%	(50)	53
PID: Dem (no lean)	22%	(65)	78%	(227)	292
PID: Ind (no lean)	19%	(46)	81%	(203)	249
PID: Rep (no lean)	23%	(62)	77%	(209)	271
PID/Gender: Dem Men	26%	(44)	74%	(125)	169
PID/Gender: Dem Women	17%	(21)	83%	(102)	123
PID/Gender: Ind Men	21%	(28)	79%	(107)	135
PID/Gender: Ind Women	16%	(18)	84%	(95)	113
PID/Gender: Rep Men	24%	(39)	76%	(126)	165
PID/Gender: Rep Women	21%	(22)	79%	(83)	106
Tea Party: Supporter	28%	(89)	72%	(228)	316
Tea Party: Not Supporter	17%	(83)	83%	(409)	492
Ideo: Liberal (1-3)	28%	(91)	72%	(236)	327
Ideo: Moderate (4)	18%	(35)	82%	(161)	196
Ideo: Conservative (5-7)	17%	(38)	83%	(185)	223
Educ: < College	19%	(109)	81%	(464)	573
Educ: Bachelors degree	27%	(43)	73%	(117)	161
Educ: Post-grad	26%	(20)	74%	(58)	78
Income: Under 50k	21%	(99)	79%	(367)	466
Income: 50k-100k	20%	(51)	80%	(200)	252
Income: 100k+	24%	(22)	76%	(72)	94
Ethnicity: White	21%	(131)	79%	(492)	623

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Table BRD18B_9: Which of the following video game types have you played online with other players? Please select all that apply.
Simulation games, such as Microsoft Flight Simulator or American Truck Simulator

Demographic	Selected		Not selected		Total N
Adults	21%	(173)	79%	(639)	812
Ethnicity: Hispanic	22%	(37)	78%	(131)	169
Ethnicity: Afr. Am.	29%	(33)	71%	(80)	113
Ethnicity: Other	12%	(9)	88%	(67)	76
Relig: Protestant	21%	(39)	79%	(150)	189
Relig: Roman Catholic	19%	(35)	81%	(151)	186
Relig: Ath./Agn./None	18%	(41)	82%	(187)	228
Relig: Something Else	28%	(41)	72%	(103)	144
Relig: Evangelical	25%	(60)	75%	(183)	243
Relig: Non-Evang. Catholics	16%	(31)	84%	(165)	196
Relig: All Christian	21%	(91)	79%	(348)	439
Relig: All Non-Christian	22%	(82)	78%	(291)	373
Community: Urban	27%	(68)	73%	(184)	253
Community: Suburban	18%	(67)	82%	(293)	360
Community: Rural	19%	(38)	81%	(161)	199
Employ: Private Sector	25%	(84)	75%	(258)	342
Employ: Government	27%	(17)	73%	(45)	62
Employ: Self-Employed	27%	(22)	73%	(59)	81
Employ: Homemaker	14%	(9)	86%	(58)	67
Employ: Student	23%	(13)	77%	(44)	56
Employ: Retired	5%	(3)	95%	(72)	75
Employ: Unemployed	21%	(17)	79%	(64)	82
Job Type: White-collar	26%	(75)	74%	(220)	295
Job Type: Blue-collar	20%	(73)	80%	(288)	361
Job Type: Don't Know	16%	(24)	84%	(132)	156
Military HH: Yes	29%	(50)	71%	(124)	174
Military HH: No	19%	(123)	81%	(515)	638
2016 Vote: Democrat Hillary Clinton	23%	(71)	77%	(238)	310
2016 Vote: Republican Donald Trump	23%	(64)	77%	(212)	277
2016 Vote: Someone else	12%	(9)	88%	(65)	74

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Table BRD18B_9: Which of the following video game types have you played online with other players? Please select all that apply.
Simulation games, such as Microsoft Flight Simulator or American Truck Simulator

Demographic	Selected		Not selected		Total N
Adults	21%	(173)	79%	(639)	812
2012 Vote: Barack Obama	25%	(87)	75%	(267)	354
2012 Vote: Mitt Romney	18%	(33)	82%	(149)	182
2012 Vote: Didn't Vote	19%	(48)	81%	(201)	249
4-Region: Northeast	20%	(29)	80%	(114)	143
4-Region: Midwest	23%	(41)	77%	(140)	181
4-Region: South	21%	(61)	79%	(232)	293
4-Region: West	21%	(42)	79%	(153)	195

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

Table BRD18B_10: Which of the following video game types have you played online with other players? Please select all that apply.
Online card or board games, such as poker or Monopoly

Demographic	Selected		Not selected		Total N
Adults	42%	(341)	58%	(471)	812
Gender: Male	37%	(172)	63%	(298)	470
Gender: Female	49%	(169)	51%	(173)	342
Age: 18-29	32%	(73)	68%	(153)	226
Age: 30-44	42%	(149)	58%	(209)	358
Age: 45-54	51%	(50)	49%	(49)	99
Age: 55-64	52%	(40)	48%	(36)	76
Age: 65+	54%	(28)	46%	(24)	53
PID: Dem (no lean)	42%	(122)	58%	(171)	292
PID: Ind (no lean)	46%	(114)	54%	(135)	249
PID: Rep (no lean)	39%	(105)	61%	(166)	271
PID/Gender: Dem Men	38%	(64)	62%	(105)	169
PID/Gender: Dem Women	47%	(58)	53%	(65)	123
PID/Gender: Ind Men	43%	(58)	57%	(77)	135
PID/Gender: Ind Women	49%	(56)	51%	(57)	113
PID/Gender: Rep Men	30%	(50)	70%	(115)	165
PID/Gender: Rep Women	52%	(55)	48%	(50)	106
Tea Party: Supporter	40%	(128)	60%	(189)	316
Tea Party: Not Supporter	43%	(211)	57%	(281)	492
Ideo: Liberal (1-3)	43%	(141)	57%	(186)	327
Ideo: Moderate (4)	44%	(86)	56%	(110)	196
Ideo: Conservative (5-7)	39%	(88)	61%	(136)	223
Educ: < College	43%	(247)	57%	(326)	573
Educ: Bachelors degree	38%	(61)	62%	(100)	161
Educ: Post-grad	42%	(33)	58%	(45)	78
Income: Under 50k	41%	(193)	59%	(274)	466
Income: 50k-100k	45%	(114)	55%	(138)	252
Income: 100k+	37%	(35)	63%	(59)	94
Ethnicity: White	43%	(268)	57%	(354)	623

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Table BRD18B_10: Which of the following video game types have you played online with other players? Please select all that apply.
Online card or board games, such as poker or Monopoly

Demographic	Selected		Not selected		Total N
Adults	42%	(341)	58%	(471)	812
Ethnicity: Hispanic	31%	(53)	69%	(116)	169
Ethnicity: Afr. Am.	45%	(51)	55%	(62)	113
Ethnicity: Other	28%	(22)	72%	(55)	76
Relig: Protestant	46%	(87)	54%	(102)	189
Relig: Roman Catholic	43%	(80)	57%	(106)	186
Relig: Ath./Agn./None	37%	(85)	63%	(144)	228
Relig: Something Else	40%	(58)	60%	(86)	144
Relig: Evangelical	45%	(109)	55%	(134)	243
Relig: Non-Evang. Catholics	46%	(90)	54%	(107)	196
Relig: All Christian	45%	(198)	55%	(241)	439
Relig: All Non-Christian	38%	(143)	62%	(230)	373
Community: Urban	43%	(109)	57%	(144)	253
Community: Suburban	41%	(147)	59%	(212)	360
Community: Rural	42%	(84)	58%	(115)	199
Employ: Private Sector	41%	(139)	59%	(203)	342
Employ: Government	39%	(24)	61%	(38)	62
Employ: Self-Employed	48%	(39)	52%	(42)	81
Employ: Homemaker	46%	(31)	54%	(36)	67
Employ: Student	36%	(20)	64%	(36)	56
Employ: Retired	50%	(37)	50%	(38)	75
Employ: Unemployed	34%	(28)	66%	(54)	82
Job Type: White-collar	39%	(116)	61%	(179)	295
Job Type: Blue-collar	45%	(161)	55%	(200)	361
Job Type: Don't Know	41%	(64)	59%	(92)	156
Military HH: Yes	35%	(61)	65%	(113)	174
Military HH: No	44%	(280)	56%	(358)	638
2016 Vote: Democrat Hillary Clinton	42%	(129)	58%	(181)	310
2016 Vote: Republican Donald Trump	43%	(119)	57%	(158)	277
2016 Vote: Someone else	55%	(41)	45%	(33)	74

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Table BRD18B_10: Which of the following video game types have you played online with other players? Please select all that apply.
Online card or board games, such as poker or Monopoly

Demographic	Selected		Not selected		Total N
Adults	42%	(341)	58%	(471)	812
2012 Vote: Barack Obama	39%	(139)	61%	(215)	354
2012 Vote: Mitt Romney	41%	(75)	59%	(107)	182
2012 Vote: Didn't Vote	45%	(113)	55%	(136)	249
4-Region: Northeast	36%	(52)	64%	(92)	143
4-Region: Midwest	41%	(74)	59%	(107)	181
4-Region: South	48%	(140)	52%	(153)	293
4-Region: West	39%	(76)	61%	(119)	195

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

Table BRD18B_11: Which of the following video game types have you played online with other players? Please select all that apply.
Other game type (Please Specify):

Demographic	Selected		Not selected		Total N
Adults	13%	(104)	87%	(707)	812
Gender: Male	10%	(46)	90%	(423)	470
Gender: Female	17%	(58)	83%	(284)	342
Age: 18-29	11%	(25)	89%	(201)	226
Age: 30-44	7%	(24)	93%	(334)	358
Age: 45-54	18%	(18)	82%	(81)	99
Age: 55-64	26%	(20)	74%	(56)	76
Age: 65+	34%	(18)	66%	(35)	53
PID: Dem (no lean)	8%	(24)	92%	(269)	292
PID: Ind (no lean)	13%	(32)	87%	(216)	249
PID: Rep (no lean)	18%	(49)	82%	(222)	271
PID/Gender: Dem Men	4%	(7)	96%	(162)	169
PID/Gender: Dem Women	14%	(17)	86%	(106)	123
PID/Gender: Ind Men	10%	(14)	90%	(122)	135
PID/Gender: Ind Women	16%	(18)	84%	(95)	113
PID/Gender: Rep Men	16%	(26)	84%	(139)	165
PID/Gender: Rep Women	22%	(23)	78%	(83)	106
Tea Party: Supporter	12%	(37)	88%	(280)	316
Tea Party: Not Supporter	14%	(68)	86%	(424)	492
Ideo: Liberal (1-3)	11%	(36)	89%	(291)	327
Ideo: Moderate (4)	10%	(19)	90%	(176)	196
Ideo: Conservative (5-7)	16%	(35)	84%	(188)	223
Educ: < College	16%	(92)	84%	(481)	573
Educ: Bachelors degree	3%	(6)	97%	(155)	161
Educ: Post-grad	9%	(7)	91%	(72)	78
Income: Under 50k	16%	(74)	84%	(392)	466
Income: 50k-100k	11%	(28)	89%	(224)	252
Income: 100k+	2%	(2)	98%	(92)	94
Ethnicity: White	13%	(81)	87%	(542)	623

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Table BRD18B_11: Which of the following video game types have you played online with other players? Please select all that apply.
Other game type (Please Specify):

Demographic	Selected		Not selected		Total N
Adults	13%	(104)	87%	(707)	812
Ethnicity: Hispanic	8%	(14)	92%	(154)	169
Ethnicity: Afr. Am.	16%	(19)	84%	(94)	113
Ethnicity: Other	7%	(5)	93%	(71)	76
Relig: Protestant	17%	(32)	83%	(158)	189
Relig: Roman Catholic	11%	(20)	89%	(166)	186
Relig: Ath./Agn./None	9%	(20)	91%	(208)	228
Relig: Something Else	12%	(17)	88%	(127)	144
Relig: Evangelical	16%	(38)	84%	(205)	243
Relig: Non-Evang. Catholics	15%	(29)	85%	(167)	196
Relig: All Christian	15%	(67)	85%	(372)	439
Relig: All Non-Christian	10%	(38)	90%	(335)	373
Community: Urban	10%	(26)	90%	(227)	253
Community: Suburban	13%	(48)	87%	(312)	360
Community: Rural	15%	(31)	85%	(169)	199
Employ: Private Sector	9%	(31)	91%	(311)	342
Employ: Government	9%	(5)	91%	(56)	62
Employ: Self-Employed	14%	(11)	86%	(70)	81
Employ: Homemaker	22%	(15)	78%	(52)	67
Employ: Student	5%	(3)	95%	(53)	56
Employ: Retired	26%	(20)	74%	(56)	75
Employ: Unemployed	8%	(7)	92%	(75)	82
Job Type: White-collar	11%	(32)	89%	(263)	295
Job Type: Blue-collar	14%	(52)	86%	(309)	361
Job Type: Don't Know	13%	(21)	87%	(135)	156
Military HH: Yes	16%	(28)	84%	(146)	174
Military HH: No	12%	(77)	88%	(561)	638
2016 Vote: Democrat Hillary Clinton	12%	(37)	88%	(272)	310
2016 Vote: Republican Donald Trump	15%	(42)	85%	(235)	277
2016 Vote: Someone else	7%	(5)	93%	(69)	74

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Table BRD18B_11: Which of the following video game types have you played online with other players? Please select all that apply.
Other game type (Please Specify):

Demographic	Selected		Not selected		Total N
Adults	13%	(104)	87%	(707)	812
2012 Vote: Barack Obama	12%	(44)	88%	(311)	354
2012 Vote: Mitt Romney	18%	(32)	82%	(150)	182
2012 Vote: Didn't Vote	11%	(28)	89%	(221)	249
4-Region: Northeast	10%	(14)	90%	(130)	143
4-Region: Midwest	13%	(24)	87%	(157)	181
4-Region: South	14%	(42)	86%	(252)	293
4-Region: West	13%	(25)	87%	(169)	195

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

Table BRD18C_1: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Xbox One

Demographic	Selected		Not selected		Total N
Adults	33%	(265)	67%	(547)	812
Gender: Male	34%	(160)	66%	(309)	470
Gender: Female	31%	(105)	69%	(238)	342
Age: 18-29	43%	(98)	57%	(128)	226
Age: 30-44	36%	(129)	64%	(230)	358
Age: 45-54	26%	(26)	74%	(73)	99
Age: 55-64	14%	(10)	86%	(65)	76
Age: 65+	5%	(2)	95%	(50)	53
PID: Dem (no lean)	35%	(102)	65%	(191)	292
PID: Ind (no lean)	28%	(70)	72%	(179)	249
PID: Rep (no lean)	35%	(94)	65%	(177)	271
PID/Gender: Dem Men	35%	(58)	65%	(111)	169
PID/Gender: Dem Women	35%	(43)	65%	(80)	123
PID/Gender: Ind Men	32%	(43)	68%	(92)	135
PID/Gender: Ind Women	23%	(26)	77%	(87)	113
PID/Gender: Rep Men	35%	(58)	65%	(107)	165
PID/Gender: Rep Women	33%	(35)	67%	(70)	106
Tea Party: Supporter	38%	(120)	62%	(196)	316
Tea Party: Not Supporter	29%	(143)	71%	(349)	492
Ideo: Liberal (1-3)	37%	(120)	63%	(207)	327
Ideo: Moderate (4)	32%	(63)	68%	(132)	196
Ideo: Conservative (5-7)	27%	(59)	73%	(164)	223
Educ: < College	31%	(177)	69%	(396)	573
Educ: Bachelors degree	35%	(57)	65%	(104)	161
Educ: Post-grad	40%	(31)	60%	(47)	78
Income: Under 50k	29%	(133)	71%	(333)	466
Income: 50k-100k	37%	(93)	63%	(159)	252
Income: 100k+	41%	(39)	59%	(55)	94

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Table BRD18C_1: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.
Xbox One

Demographic	Selected		Not selected		Total N
Adults	33%	(265)	67%	(547)	812
Ethnicity: White	33%	(203)	67%	(419)	623
Ethnicity: Hispanic	45%	(76)	55%	(93)	169
Ethnicity: Afr. Am.	31%	(35)	69%	(77)	113
Ethnicity: Other	34%	(26)	66%	(51)	76
Relig: Protestant	26%	(49)	74%	(140)	189
Relig: Roman Catholic	34%	(62)	66%	(124)	186
Relig: Ath./Agn./None	34%	(78)	66%	(151)	228
Relig: Something Else	33%	(47)	67%	(97)	144
Relig: Evangelical	36%	(87)	64%	(156)	243
Relig: Non-Evang. Catholics	27%	(53)	73%	(144)	196
Relig: All Christian	32%	(140)	68%	(299)	439
Relig: All Non-Christian	34%	(125)	66%	(248)	373
Community: Urban	35%	(90)	65%	(163)	253
Community: Suburban	32%	(115)	68%	(245)	360
Community: Rural	30%	(60)	70%	(139)	199
Employ: Private Sector	38%	(131)	62%	(211)	342
Employ: Government	39%	(24)	61%	(38)	62
Employ: Self-Employed	39%	(32)	61%	(49)	81
Employ: Homemaker	19%	(13)	81%	(54)	67
Employ: Student	32%	(18)	68%	(38)	56
Employ: Retired	8%	(6)	92%	(69)	75
Employ: Unemployed	32%	(26)	68%	(55)	82
Job Type: White-collar	35%	(104)	65%	(191)	295
Job Type: Blue-collar	32%	(116)	68%	(245)	361
Job Type: Don't Know	29%	(45)	71%	(111)	156
Military HH: Yes	34%	(60)	66%	(114)	174
Military HH: No	32%	(205)	68%	(433)	638
2016 Vote: Democrat Hillary Clinton	39%	(121)	61%	(189)	310
2016 Vote: Republican Donald Trump	31%	(85)	69%	(192)	277
2016 Vote: Someone else	23%	(17)	77%	(57)	74

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Table BRD18C_1: *And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.*
Xbox One

Demographic	Selected		Not selected		Total N
Adults	33%	(265)	67%	(547)	812
2012 Vote: Barack Obama	35%	(124)	65%	(230)	354
2012 Vote: Mitt Romney	31%	(56)	69%	(126)	182
2012 Vote: Didn't Vote	32%	(79)	68%	(170)	249
4-Region: Northeast	35%	(50)	65%	(93)	143
4-Region: Midwest	31%	(56)	69%	(124)	181
4-Region: South	29%	(86)	71%	(207)	293
4-Region: West	37%	(72)	63%	(123)	195

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

Table BRD18C_2: *And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.*

PlayStation 4

Demographic	Selected		Not selected		Total N
Adults	36%	(289)	64%	(522)	812
Gender: Male	44%	(206)	56%	(264)	470
Gender: Female	24%	(84)	76%	(259)	342
Age: 18-29	43%	(98)	57%	(129)	226
Age: 30-44	43%	(153)	57%	(205)	358
Age: 45-54	25%	(25)	75%	(75)	99
Age: 55-64	10%	(8)	90%	(68)	76
Age: 65+	13%	(7)	87%	(46)	53
PID: Dem (no lean)	39%	(113)	61%	(179)	292
PID: Ind (no lean)	34%	(84)	66%	(165)	249
PID: Rep (no lean)	34%	(92)	66%	(178)	271
PID/Gender: Dem Men	46%	(78)	54%	(91)	169
PID/Gender: Dem Women	29%	(35)	71%	(88)	123
PID/Gender: Ind Men	41%	(55)	59%	(80)	135
PID/Gender: Ind Women	25%	(29)	75%	(85)	113
PID/Gender: Rep Men	44%	(72)	56%	(93)	165
PID/Gender: Rep Women	19%	(20)	81%	(86)	106
Tea Party: Supporter	45%	(143)	55%	(173)	316
Tea Party: Not Supporter	30%	(146)	70%	(346)	492
Ideo: Liberal (1-3)	40%	(129)	60%	(197)	327
Ideo: Moderate (4)	34%	(66)	66%	(129)	196
Ideo: Conservative (5-7)	33%	(73)	67%	(151)	223
Educ: < College	34%	(197)	66%	(376)	573
Educ: Bachelors degree	38%	(62)	62%	(99)	161
Educ: Post-grad	39%	(31)	61%	(47)	78
Income: Under 50k	34%	(160)	66%	(306)	466
Income: 50k-100k	37%	(94)	63%	(158)	252
Income: 100k+	37%	(35)	63%	(59)	94

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Table BRD18C_2: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

PlayStation 4

Demographic	Selected		Not selected		Total N
Adults	36%	(289)	64%	(522)	812
Ethnicity: White	33%	(208)	67%	(415)	623
Ethnicity: Hispanic	42%	(70)	58%	(99)	169
Ethnicity: Afr. Am.	40%	(45)	60%	(68)	113
Ethnicity: Other	48%	(37)	52%	(39)	76
Relig: Protestant	29%	(54)	71%	(135)	189
Relig: Roman Catholic	42%	(79)	58%	(107)	186
Relig: Ath./Agn./None	35%	(81)	65%	(148)	228
Relig: Something Else	37%	(53)	63%	(92)	144
Relig: Evangelical	39%	(96)	61%	(147)	243
Relig: Non-Evang. Catholics	31%	(60)	69%	(136)	196
Relig: All Christian	36%	(156)	64%	(283)	439
Relig: All Non-Christian	36%	(133)	64%	(239)	373
Community: Urban	48%	(122)	52%	(131)	253
Community: Suburban	32%	(115)	68%	(245)	360
Community: Rural	26%	(53)	74%	(147)	199
Employ: Private Sector	42%	(144)	58%	(198)	342
Employ: Government	46%	(28)	54%	(33)	62
Employ: Self-Employed	36%	(29)	64%	(52)	81
Employ: Homemaker	18%	(12)	82%	(55)	67
Employ: Student	37%	(21)	63%	(36)	56
Employ: Retired	9%	(7)	91%	(68)	75
Employ: Unemployed	41%	(33)	59%	(48)	82
Job Type: White-collar	34%	(100)	66%	(195)	295
Job Type: Blue-collar	36%	(131)	64%	(230)	361
Job Type: Don't Know	38%	(59)	62%	(97)	156
Military HH: Yes	36%	(63)	64%	(111)	174
Military HH: No	35%	(226)	65%	(411)	638
2016 Vote: Democrat Hillary Clinton	38%	(118)	62%	(191)	310
2016 Vote: Republican Donald Trump	34%	(93)	66%	(183)	277
2016 Vote: Someone else	34%	(25)	66%	(49)	74

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Table BRD18C_2: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

PlayStation 4

Demographic	Selected		Not selected		Total N
Adults	36%	(289)	64%	(522)	812
2012 Vote: Barack Obama	37%	(130)	63%	(224)	354
2012 Vote: Mitt Romney	35%	(63)	65%	(119)	182
2012 Vote: Didn't Vote	33%	(83)	67%	(166)	249
4-Region: Northeast	39%	(56)	61%	(87)	143
4-Region: Midwest	32%	(58)	68%	(123)	181
4-Region: South	35%	(104)	65%	(189)	293
4-Region: West	37%	(71)	63%	(123)	195

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

Table BRD18C_3: *And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.*

Nintendo Switch

Demographic	Selected		Not selected		Total N
Adults	10%	(84)	90%	(728)	812
Gender: Male	12%	(58)	88%	(411)	470
Gender: Female	7%	(26)	93%	(317)	342
Age: 18-29	11%	(26)	89%	(200)	226
Age: 30-44	13%	(47)	87%	(311)	358
Age: 45-54	8%	(7)	92%	(92)	99
Age: 55-64	—	(0)	100%	(76)	76
Age: 65+	6%	(3)	94%	(49)	53
PID: Dem (no lean)	12%	(36)	88%	(257)	292
PID: Ind (no lean)	9%	(23)	91%	(226)	249
PID: Rep (no lean)	9%	(25)	91%	(246)	271
PID/Gender: Dem Men	15%	(25)	85%	(144)	169
PID/Gender: Dem Women	8%	(10)	92%	(113)	123
PID/Gender: Ind Men	11%	(15)	89%	(121)	135
PID/Gender: Ind Women	7%	(8)	93%	(105)	113
PID/Gender: Rep Men	11%	(18)	89%	(147)	165
PID/Gender: Rep Women	7%	(7)	93%	(99)	106
Tea Party: Supporter	15%	(49)	85%	(268)	316
Tea Party: Not Supporter	7%	(35)	93%	(457)	492
Ideo: Liberal (1-3)	17%	(55)	83%	(271)	327
Ideo: Moderate (4)	6%	(11)	94%	(185)	196
Ideo: Conservative (5-7)	6%	(14)	94%	(209)	223
Educ: < College	10%	(57)	90%	(516)	573
Educ: Bachelors degree	12%	(20)	88%	(141)	161
Educ: Post-grad	9%	(7)	91%	(72)	78
Income: Under 50k	9%	(43)	91%	(423)	466
Income: 50k-100k	11%	(27)	89%	(224)	252
Income: 100k+	14%	(13)	86%	(81)	94

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Table BRD18C_3: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Nintendo Switch

Demographic	Selected		Not selected		Total N
Adults	10%	(84)	90%	(728)	812
Ethnicity: White	10%	(64)	90%	(559)	623
Ethnicity: Hispanic	16%	(28)	84%	(141)	169
Ethnicity: Afr. Am.	13%	(14)	87%	(99)	113
Ethnicity: Other	8%	(6)	92%	(70)	76
Relig: Protestant	10%	(19)	90%	(170)	189
Relig: Roman Catholic	10%	(18)	90%	(168)	186
Relig: Ath./Agn./None	8%	(18)	92%	(211)	228
Relig: Something Else	15%	(21)	85%	(123)	144
Relig: Evangelical	14%	(34)	86%	(209)	243
Relig: Non-Evang. Catholics	6%	(11)	94%	(185)	196
Relig: All Christian	10%	(45)	90%	(394)	439
Relig: All Non-Christian	10%	(39)	90%	(334)	373
Community: Urban	14%	(35)	86%	(218)	253
Community: Suburban	7%	(25)	93%	(335)	360
Community: Rural	12%	(24)	88%	(176)	199
Employ: Private Sector	13%	(45)	87%	(297)	342
Employ: Government	18%	(11)	82%	(51)	62
Employ: Self-Employed	18%	(14)	82%	(67)	81
Employ: Homemaker	3%	(2)	97%	(65)	67
Employ: Student	10%	(6)	90%	(50)	56
Employ: Retired	2%	(2)	98%	(74)	75
Employ: Unemployed	5%	(4)	95%	(77)	82
Job Type: White-collar	13%	(38)	87%	(257)	295
Job Type: Blue-collar	11%	(41)	89%	(321)	361
Job Type: Don't Know	3%	(5)	97%	(151)	156
Military HH: Yes	15%	(27)	85%	(147)	174
Military HH: No	9%	(57)	91%	(581)	638
2016 Vote: Democrat Hillary Clinton	10%	(32)	90%	(278)	310
2016 Vote: Republican Donald Trump	11%	(30)	89%	(247)	277
2016 Vote: Someone else	8%	(6)	92%	(68)	74

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Table BRD18C_3: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Nintendo Switch

Demographic	Selected		Not selected		Total N
Adults	10%	(84)	90%	(728)	812
2012 Vote: Barack Obama	12%	(43)	88%	(311)	354
2012 Vote: Mitt Romney	8%	(14)	92%	(168)	182
2012 Vote: Didn't Vote	9%	(22)	91%	(227)	249
4-Region: Northeast	13%	(18)	87%	(125)	143
4-Region: Midwest	7%	(13)	93%	(167)	181
4-Region: South	10%	(29)	90%	(264)	293
4-Region: West	12%	(23)	88%	(172)	195

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

Table BRD18C_4: *And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.*

Nintendo WiiU

Demographic	Selected		Not selected		Total N
Adults	16%	(133)	84%	(679)	812
Gender: Male	17%	(81)	83%	(389)	470
Gender: Female	15%	(52)	85%	(290)	342
Age: 18-29	16%	(36)	84%	(190)	226
Age: 30-44	22%	(77)	78%	(281)	358
Age: 45-54	8%	(8)	92%	(91)	99
Age: 55-64	8%	(6)	92%	(69)	76
Age: 65+	8%	(4)	92%	(48)	53
PID: Dem (no lean)	16%	(47)	84%	(245)	292
PID: Ind (no lean)	17%	(42)	83%	(207)	249
PID: Rep (no lean)	16%	(44)	84%	(227)	271
PID/Gender: Dem Men	16%	(27)	84%	(142)	169
PID/Gender: Dem Women	16%	(20)	84%	(104)	123
PID/Gender: Ind Men	14%	(20)	86%	(116)	135
PID/Gender: Ind Women	19%	(22)	81%	(91)	113
PID/Gender: Rep Men	20%	(34)	80%	(132)	165
PID/Gender: Rep Women	10%	(10)	90%	(96)	106
Tea Party: Supporter	23%	(72)	77%	(245)	316
Tea Party: Not Supporter	12%	(61)	88%	(431)	492
Ideo: Liberal (1-3)	19%	(64)	81%	(263)	327
Ideo: Moderate (4)	18%	(35)	82%	(161)	196
Ideo: Conservative (5-7)	10%	(23)	90%	(201)	223
Educ: < College	15%	(88)	85%	(485)	573
Educ: Bachelors degree	19%	(30)	81%	(130)	161
Educ: Post-grad	18%	(14)	82%	(64)	78
Income: Under 50k	15%	(68)	85%	(398)	466
Income: 50k-100k	19%	(47)	81%	(204)	252
Income: 100k+	18%	(17)	82%	(77)	94

Continued on next page

Table BRD18C_4: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Nintendo WiiU

Demographic	Selected		Not selected		Total N
Adults	16%	(133)	84%	(679)	812
Ethnicity: White	17%	(105)	83%	(518)	623
Ethnicity: Hispanic	14%	(24)	86%	(144)	169
Ethnicity: Afr. Am.	17%	(20)	83%	(93)	113
Ethnicity: Other	11%	(8)	89%	(68)	76
Relig: Protestant	17%	(32)	83%	(157)	189
Relig: Roman Catholic	22%	(40)	78%	(146)	186
Relig: Ath./Agn./None	14%	(31)	86%	(197)	228
Relig: Something Else	15%	(21)	85%	(123)	144
Relig: Evangelical	21%	(52)	79%	(191)	243
Relig: Non-Evang. Catholics	15%	(29)	85%	(168)	196
Relig: All Christian	18%	(80)	82%	(359)	439
Relig: All Non-Christian	14%	(52)	86%	(321)	373
Community: Urban	20%	(51)	80%	(202)	253
Community: Suburban	13%	(48)	87%	(312)	360
Community: Rural	17%	(34)	83%	(165)	199
Employ: Private Sector	18%	(61)	82%	(281)	342
Employ: Government	21%	(13)	79%	(49)	62
Employ: Self-Employed	16%	(13)	84%	(68)	81
Employ: Homemaker	24%	(16)	76%	(51)	67
Employ: Student	14%	(8)	86%	(49)	56
Employ: Retired	5%	(4)	95%	(72)	75
Employ: Unemployed	12%	(10)	88%	(71)	82
Job Type: White-collar	17%	(51)	83%	(244)	295
Job Type: Blue-collar	17%	(61)	83%	(301)	361
Job Type: Don't Know	13%	(21)	87%	(135)	156
Military HH: Yes	21%	(37)	79%	(137)	174
Military HH: No	15%	(96)	85%	(542)	638
2016 Vote: Democrat Hillary Clinton	18%	(56)	82%	(254)	310
2016 Vote: Republican Donald Trump	16%	(45)	84%	(231)	277
2016 Vote: Someone else	6%	(5)	94%	(69)	74

Continued on next page

Table BRD18C_4: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Nintendo WiiU

Demographic	Selected		Not selected		Total N
Adults	16%	(133)	84%	(679)	812
2012 Vote: Barack Obama	18%	(65)	82%	(289)	354
2012 Vote: Mitt Romney	16%	(30)	84%	(152)	182
2012 Vote: Didn't Vote	14%	(35)	86%	(214)	249
4-Region: Northeast	16%	(23)	84%	(120)	143
4-Region: Midwest	18%	(32)	82%	(149)	181
4-Region: South	16%	(48)	84%	(245)	293
4-Region: West	15%	(30)	85%	(165)	195

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

Table BRD18C_5: *And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.*

PC

Demographic	Selected		Not selected		Total N
Adults	42%	(342)	58%	(470)	812
Gender: Male	42%	(198)	58%	(271)	470
Gender: Female	42%	(144)	58%	(199)	342
Age: 18-29	40%	(91)	60%	(135)	226
Age: 30-44	37%	(134)	63%	(224)	358
Age: 45-54	46%	(46)	54%	(53)	99
Age: 55-64	58%	(44)	42%	(32)	76
Age: 65+	50%	(26)	50%	(26)	53
PID: Dem (no lean)	40%	(117)	60%	(175)	292
PID: Ind (no lean)	45%	(111)	55%	(137)	249
PID: Rep (no lean)	42%	(114)	58%	(157)	271
PID/Gender: Dem Men	37%	(63)	63%	(106)	169
PID/Gender: Dem Women	44%	(54)	56%	(69)	123
PID/Gender: Ind Men	52%	(70)	48%	(65)	135
PID/Gender: Ind Women	37%	(42)	63%	(72)	113
PID/Gender: Rep Men	40%	(65)	60%	(100)	165
PID/Gender: Rep Women	46%	(48)	54%	(58)	106
Tea Party: Supporter	41%	(129)	59%	(188)	316
Tea Party: Not Supporter	43%	(210)	57%	(282)	492
Ideo: Liberal (1-3)	42%	(136)	58%	(190)	327
Ideo: Moderate (4)	42%	(82)	58%	(114)	196
Ideo: Conservative (5-7)	44%	(99)	56%	(124)	223
Educ: < College	43%	(245)	57%	(328)	573
Educ: Bachelors degree	41%	(66)	59%	(95)	161
Educ: Post-grad	40%	(31)	60%	(47)	78
Income: Under 50k	46%	(213)	54%	(253)	466
Income: 50k-100k	37%	(94)	63%	(157)	252
Income: 100k+	37%	(34)	63%	(59)	94

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Table BRD18C_5: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.
PC

Demographic	Selected		Not selected		Total N
Adults	42%	(342)	58%	(470)	812
Ethnicity: White	44%	(276)	56%	(347)	623
Ethnicity: Hispanic	38%	(64)	62%	(105)	169
Ethnicity: Afr. Am.	36%	(40)	64%	(73)	113
Ethnicity: Other	34%	(26)	66%	(50)	76
Relig: Protestant	47%	(89)	53%	(101)	189
Relig: Roman Catholic	44%	(81)	56%	(105)	186
Relig: Ath./Agn./None	38%	(86)	62%	(142)	228
Relig: Something Else	39%	(56)	61%	(89)	144
Relig: Evangelical	46%	(111)	54%	(132)	243
Relig: Non-Evang. Catholics	46%	(90)	54%	(107)	196
Relig: All Christian	46%	(200)	54%	(239)	439
Relig: All Non-Christian	38%	(142)	62%	(231)	373
Community: Urban	41%	(104)	59%	(149)	253
Community: Suburban	44%	(159)	56%	(200)	360
Community: Rural	39%	(78)	61%	(121)	199
Employ: Private Sector	39%	(134)	61%	(208)	342
Employ: Government	46%	(29)	54%	(33)	62
Employ: Self-Employed	44%	(36)	56%	(45)	81
Employ: Homemaker	28%	(19)	72%	(48)	67
Employ: Student	55%	(31)	45%	(25)	56
Employ: Retired	51%	(39)	49%	(36)	75
Employ: Unemployed	45%	(37)	55%	(44)	82
Job Type: White-collar	44%	(131)	56%	(164)	295
Job Type: Blue-collar	43%	(155)	57%	(207)	361
Job Type: Don't Know	36%	(57)	64%	(99)	156
Military HH: Yes	44%	(77)	56%	(97)	174
Military HH: No	42%	(265)	58%	(373)	638
2016 Vote: Democrat Hillary Clinton	44%	(137)	56%	(172)	310
2016 Vote: Republican Donald Trump	40%	(110)	60%	(167)	277
2016 Vote: Someone else	44%	(32)	56%	(42)	74

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Table BRD18C_5: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.
PC

Demographic	Selected		Not selected		Total N
Adults	42%	(342)	58%	(470)	812
2012 Vote: Barack Obama	44%	(157)	56%	(197)	354
2012 Vote: Mitt Romney	39%	(72)	61%	(110)	182
2012 Vote: Didn't Vote	39%	(98)	61%	(151)	249
4-Region: Northeast	37%	(53)	63%	(90)	143
4-Region: Midwest	40%	(73)	60%	(108)	181
4-Region: South	43%	(126)	57%	(168)	293
4-Region: West	47%	(91)	53%	(104)	195

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

Table BRD18C_6: *And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.*

Mac Computer

Demographic	Selected		Not selected		Total N
Adults	13%	(109)	87%	(703)	812
Gender: Male	13%	(63)	87%	(406)	470
Gender: Female	14%	(46)	86%	(296)	342
Age: 18-29	16%	(37)	84%	(190)	226
Age: 30-44	16%	(56)	84%	(302)	358
Age: 45-54	13%	(13)	87%	(87)	99
Age: 55-64	3%	(2)	97%	(74)	76
Age: 65+	5%	(2)	95%	(50)	53
PID: Dem (no lean)	17%	(49)	83%	(243)	292
PID: Ind (no lean)	10%	(26)	90%	(223)	249
PID: Rep (no lean)	13%	(34)	87%	(236)	271
PID/Gender: Dem Men	16%	(28)	84%	(141)	169
PID/Gender: Dem Women	18%	(22)	82%	(102)	123
PID/Gender: Ind Men	8%	(11)	92%	(124)	135
PID/Gender: Ind Women	13%	(14)	87%	(99)	113
PID/Gender: Rep Men	15%	(24)	85%	(141)	165
PID/Gender: Rep Women	10%	(10)	90%	(95)	106
Tea Party: Supporter	19%	(59)	81%	(257)	316
Tea Party: Not Supporter	10%	(48)	90%	(444)	492
Ideo: Liberal (1-3)	19%	(61)	81%	(265)	327
Ideo: Moderate (4)	10%	(20)	90%	(176)	196
Ideo: Conservative (5-7)	12%	(26)	88%	(197)	223
Educ: < College	10%	(57)	90%	(516)	573
Educ: Bachelors degree	23%	(36)	77%	(124)	161
Educ: Post-grad	21%	(16)	79%	(62)	78
Income: Under 50k	11%	(49)	89%	(417)	466
Income: 50k-100k	15%	(38)	85%	(214)	252
Income: 100k+	24%	(22)	76%	(72)	94

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Table BRD18C_6: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.
Mac Computer

Demographic	Selected		Not selected		Total N
Adults	13%	(109)	87%	(703)	812
Ethnicity: White	13%	(78)	87%	(544)	623
Ethnicity: Hispanic	19%	(32)	81%	(136)	169
Ethnicity: Afr. Am.	20%	(22)	80%	(91)	113
Ethnicity: Other	12%	(9)	88%	(67)	76
Relig: Protestant	13%	(25)	87%	(164)	189
Relig: Roman Catholic	16%	(30)	84%	(156)	186
Relig: Ath./Agn./None	11%	(24)	89%	(204)	228
Relig: Something Else	17%	(24)	83%	(120)	144
Relig: Evangelical	15%	(35)	85%	(207)	243
Relig: Non-Evang. Catholics	13%	(26)	87%	(170)	196
Relig: All Christian	14%	(61)	86%	(378)	439
Relig: All Non-Christian	13%	(48)	87%	(325)	373
Community: Urban	19%	(47)	81%	(206)	253
Community: Suburban	11%	(40)	89%	(320)	360
Community: Rural	11%	(22)	89%	(177)	199
Employ: Private Sector	18%	(60)	82%	(282)	342
Employ: Government	21%	(13)	79%	(49)	62
Employ: Self-Employed	17%	(14)	83%	(67)	81
Employ: Homemaker	7%	(5)	93%	(62)	67
Employ: Student	18%	(10)	82%	(46)	56
Employ: Retired	1%	(1)	99%	(74)	75
Employ: Unemployed	6%	(5)	94%	(76)	82
Job Type: White-collar	20%	(58)	80%	(237)	295
Job Type: Blue-collar	12%	(43)	88%	(318)	361
Job Type: Don't Know	6%	(9)	94%	(147)	156
Military HH: Yes	21%	(37)	79%	(138)	174
Military HH: No	11%	(73)	89%	(565)	638
2016 Vote: Democrat Hillary Clinton	16%	(48)	84%	(261)	310
2016 Vote: Republican Donald Trump	12%	(34)	88%	(243)	277
2016 Vote: Someone else	15%	(11)	85%	(63)	74

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Table BRD18C_6: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Mac Computer

Demographic	Selected		Not selected		Total N
Adults	13%	(109)	87%	(703)	812
2012 Vote: Barack Obama	18%	(64)	82%	(290)	354
2012 Vote: Mitt Romney	10%	(18)	90%	(164)	182
2012 Vote: Didn't Vote	10%	(26)	90%	(223)	249
4-Region: Northeast	9%	(13)	91%	(130)	143
4-Region: Midwest	14%	(26)	86%	(155)	181
4-Region: South	12%	(35)	88%	(258)	293
4-Region: West	18%	(35)	82%	(160)	195

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

Table BRD18C_7: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Handheld gaming device, such as a Nintendo 3DS or PSP

Demographic	Selected		Not selected		Total N
Adults	19%	(157)	81%	(655)	812
Gender: Male	20%	(94)	80%	(375)	470
Gender: Female	18%	(63)	82%	(279)	342
Age: 18-29	26%	(58)	74%	(168)	226
Age: 30-44	23%	(83)	77%	(275)	358
Age: 45-54	10%	(10)	90%	(89)	99
Age: 55-64	4%	(3)	96%	(73)	76
Age: 65+	6%	(3)	94%	(49)	53
PID: Dem (no lean)	19%	(55)	81%	(238)	292
PID: Ind (no lean)	20%	(49)	80%	(199)	249
PID: Rep (no lean)	20%	(53)	80%	(217)	271
PID/Gender: Dem Men	21%	(36)	79%	(133)	169
PID/Gender: Dem Women	15%	(19)	85%	(105)	123
PID/Gender: Ind Men	20%	(27)	80%	(109)	135
PID/Gender: Ind Women	20%	(23)	80%	(91)	113
PID/Gender: Rep Men	19%	(32)	81%	(134)	165
PID/Gender: Rep Women	21%	(22)	79%	(84)	106
Tea Party: Supporter	26%	(83)	74%	(233)	316
Tea Party: Not Supporter	15%	(72)	85%	(420)	492
Ideo: Liberal (1-3)	23%	(76)	77%	(250)	327
Ideo: Moderate (4)	17%	(33)	83%	(163)	196
Ideo: Conservative (5-7)	15%	(34)	85%	(189)	223
Educ: < College	19%	(111)	81%	(462)	573
Educ: Bachelors degree	18%	(29)	82%	(131)	161
Educ: Post-grad	21%	(17)	79%	(62)	78
Income: Under 50k	20%	(95)	80%	(372)	466
Income: 50k-100k	17%	(42)	83%	(209)	252
Income: 100k+	22%	(20)	78%	(74)	94

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Table BRD18C_7: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Handheld gaming device, such as a Nintendo 3DS or PSP

Demographic	Selected		Not selected		Total N
Adults	19%	(157)	81%	(655)	812
Ethnicity: White	20%	(122)	80%	(501)	623
Ethnicity: Hispanic	22%	(37)	78%	(132)	169
Ethnicity: Afr. Am.	21%	(24)	79%	(89)	113
Ethnicity: Other	15%	(11)	85%	(65)	76
Relig: Protestant	18%	(34)	82%	(156)	189
Relig: Roman Catholic	19%	(35)	81%	(151)	186
Relig: Ath./Agn./None	19%	(43)	81%	(186)	228
Relig: Something Else	24%	(35)	76%	(109)	144
Relig: Evangelical	21%	(52)	79%	(191)	243
Relig: Non-Evang. Catholics	14%	(28)	86%	(169)	196
Relig: All Christian	18%	(79)	82%	(360)	439
Relig: All Non-Christian	21%	(78)	79%	(295)	373
Community: Urban	25%	(63)	75%	(190)	253
Community: Suburban	16%	(58)	84%	(302)	360
Community: Rural	18%	(37)	82%	(163)	199
Employ: Private Sector	21%	(71)	79%	(271)	342
Employ: Government	16%	(10)	84%	(52)	62
Employ: Self-Employed	29%	(24)	71%	(58)	81
Employ: Homemaker	6%	(4)	94%	(63)	67
Employ: Student	32%	(18)	68%	(38)	56
Employ: Retired	3%	(2)	97%	(73)	75
Employ: Unemployed	22%	(18)	78%	(64)	82
Job Type: White-collar	21%	(61)	79%	(234)	295
Job Type: Blue-collar	18%	(65)	82%	(296)	361
Job Type: Don't Know	20%	(31)	80%	(125)	156
Military HH: Yes	22%	(38)	78%	(136)	174
Military HH: No	19%	(119)	81%	(519)	638
2016 Vote: Democrat Hillary Clinton	18%	(56)	82%	(254)	310
2016 Vote: Republican Donald Trump	20%	(55)	80%	(222)	277
2016 Vote: Someone else	20%	(15)	80%	(59)	74

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Table BRD18C_7: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Handheld gaming device, such as a Nintendo 3DS or PSP

Demographic	Selected		Not selected		Total N
Adults	19%	(157)	81%	(655)	812
2012 Vote: Barack Obama	18%	(63)	82%	(291)	354
2012 Vote: Mitt Romney	20%	(36)	80%	(146)	182
2012 Vote: Didn't Vote	20%	(51)	80%	(198)	249
4-Region: Northeast	16%	(23)	84%	(120)	143
4-Region: Midwest	17%	(31)	83%	(150)	181
4-Region: South	21%	(60)	79%	(233)	293
4-Region: West	22%	(43)	78%	(152)	195

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

Table BRD18C_8: *And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.*

Smart phone or Tablet, such as an Android or Iphone

Demographic	Selected		Not selected		Total N
Adults	51%	(414)	49%	(398)	812
Gender: Male	44%	(207)	56%	(262)	470
Gender: Female	60%	(207)	40%	(135)	342
Age: 18-29	49%	(111)	51%	(116)	226
Age: 30-44	55%	(197)	45%	(161)	358
Age: 45-54	50%	(49)	50%	(50)	99
Age: 55-64	46%	(35)	54%	(41)	76
Age: 65+	42%	(22)	58%	(30)	53
PID: Dem (no lean)	47%	(137)	53%	(155)	292
PID: Ind (no lean)	52%	(130)	48%	(118)	249
PID: Rep (no lean)	54%	(146)	46%	(124)	271
PID/Gender: Dem Men	41%	(68)	59%	(101)	169
PID/Gender: Dem Women	56%	(69)	44%	(54)	123
PID/Gender: Ind Men	42%	(57)	58%	(79)	135
PID/Gender: Ind Women	65%	(74)	35%	(40)	113
PID/Gender: Rep Men	50%	(82)	50%	(83)	165
PID/Gender: Rep Women	61%	(65)	39%	(41)	106
Tea Party: Supporter	52%	(164)	48%	(152)	316
Tea Party: Not Supporter	50%	(248)	50%	(244)	492
Ideo: Liberal (1-3)	52%	(170)	48%	(157)	327
Ideo: Moderate (4)	43%	(84)	57%	(112)	196
Ideo: Conservative (5-7)	57%	(128)	43%	(96)	223
Educ: < College	51%	(293)	49%	(280)	573
Educ: Bachelors degree	48%	(76)	52%	(84)	161
Educ: Post-grad	57%	(44)	43%	(34)	78
Income: Under 50k	50%	(233)	50%	(234)	466
Income: 50k-100k	55%	(140)	45%	(112)	252
Income: 100k+	44%	(42)	56%	(52)	94

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Table BRD18C_8: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Smart phone or Tablet, such as an Android or Iphone

Demographic	Selected		Not selected		Total N
Adults	51%	(414)	49%	(398)	812
Ethnicity: White	52%	(325)	48%	(298)	623
Ethnicity: Hispanic	41%	(70)	59%	(99)	169
Ethnicity: Afr. Am.	47%	(53)	53%	(60)	113
Ethnicity: Other	47%	(36)	53%	(40)	76
Relig: Protestant	51%	(96)	49%	(93)	189
Relig: Roman Catholic	53%	(98)	47%	(88)	186
Relig: Ath./Agn./None	50%	(114)	50%	(114)	228
Relig: Something Else	47%	(68)	53%	(76)	144
Relig: Evangelical	53%	(129)	47%	(114)	243
Relig: Non-Evang. Catholics	53%	(103)	47%	(93)	196
Relig: All Christian	53%	(232)	47%	(207)	439
Relig: All Non-Christian	49%	(182)	51%	(191)	373
Community: Urban	54%	(137)	46%	(116)	253
Community: Suburban	46%	(166)	54%	(194)	360
Community: Rural	56%	(111)	44%	(88)	199
Employ: Private Sector	51%	(173)	49%	(169)	342
Employ: Government	59%	(36)	41%	(26)	62
Employ: Self-Employed	38%	(31)	62%	(50)	81
Employ: Homemaker	75%	(50)	25%	(17)	67
Employ: Student	50%	(28)	50%	(28)	56
Employ: Retired	42%	(32)	58%	(43)	75
Employ: Unemployed	50%	(41)	50%	(40)	82
Job Type: White-collar	50%	(146)	50%	(149)	295
Job Type: Blue-collar	52%	(189)	48%	(172)	361
Job Type: Don't Know	50%	(78)	50%	(77)	156
Military HH: Yes	42%	(73)	58%	(101)	174
Military HH: No	53%	(341)	47%	(297)	638
2016 Vote: Democrat Hillary Clinton	51%	(158)	49%	(151)	310
2016 Vote: Republican Donald Trump	52%	(145)	48%	(132)	277
2016 Vote: Someone else	45%	(33)	55%	(40)	74

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Table BRD18C_8: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Smart phone or Tablet, such as an Android or Iphone

Demographic	Selected		Not selected		Total N
Adults	51%	(414)	49%	(398)	812
2012 Vote: Barack Obama	50%	(178)	50%	(176)	354
2012 Vote: Mitt Romney	55%	(100)	45%	(82)	182
2012 Vote: Didn't Vote	51%	(127)	49%	(122)	249
4-Region: Northeast	43%	(62)	57%	(82)	143
4-Region: Midwest	55%	(100)	45%	(81)	181
4-Region: South	53%	(154)	47%	(139)	293
4-Region: West	50%	(98)	50%	(97)	195

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

Table BRD18C_9: *And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.*

Other (Please Specify):

Demographic	Selected		Not selected		Total N
Adults	10%	(84)	90%	(728)	812
Gender: Male	10%	(45)	90%	(424)	470
Gender: Female	11%	(38)	89%	(304)	342
Age: 18-29	13%	(30)	87%	(196)	226
Age: 30-44	8%	(29)	92%	(329)	358
Age: 45-54	10%	(10)	90%	(89)	99
Age: 55-64	7%	(5)	93%	(71)	76
Age: 65+	18%	(10)	82%	(43)	53
PID: Dem (no lean)	7%	(21)	93%	(271)	292
PID: Ind (no lean)	13%	(32)	87%	(217)	249
PID: Rep (no lean)	11%	(30)	89%	(240)	271
PID/Gender: Dem Men	6%	(11)	94%	(158)	169
PID/Gender: Dem Women	9%	(11)	91%	(113)	123
PID/Gender: Ind Men	16%	(21)	84%	(114)	135
PID/Gender: Ind Women	9%	(10)	91%	(103)	113
PID/Gender: Rep Men	8%	(14)	92%	(152)	165
PID/Gender: Rep Women	16%	(17)	84%	(89)	106
Tea Party: Supporter	9%	(28)	91%	(288)	316
Tea Party: Not Supporter	11%	(56)	89%	(436)	492
Ideo: Liberal (1-3)	11%	(37)	89%	(289)	327
Ideo: Moderate (4)	10%	(19)	90%	(176)	196
Ideo: Conservative (5-7)	8%	(18)	92%	(205)	223
Educ: < College	12%	(69)	88%	(504)	573
Educ: Bachelors degree	6%	(10)	94%	(151)	161
Educ: Post-grad	6%	(4)	94%	(74)	78
Income: Under 50k	11%	(52)	89%	(415)	466
Income: 50k-100k	8%	(20)	92%	(231)	252
Income: 100k+	13%	(12)	87%	(82)	94

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Table BRD18C_9: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.
Other (Please Specify):

Demographic	Selected		Not selected		Total N
Adults	10%	(84)	90%	(728)	812
Ethnicity: White	10%	(59)	90%	(563)	623
Ethnicity: Hispanic	5%	(9)	95%	(160)	169
Ethnicity: Afr. Am.	18%	(21)	82%	(92)	113
Ethnicity: Other	5%	(4)	95%	(73)	76
Relig: Protestant	11%	(20)	89%	(169)	189
Relig: Roman Catholic	6%	(11)	94%	(175)	186
Relig: Ath./Agn./None	10%	(23)	90%	(206)	228
Relig: Something Else	15%	(22)	85%	(122)	144
Relig: Evangelical	9%	(22)	91%	(221)	243
Relig: Non-Evang. Catholics	8%	(16)	92%	(180)	196
Relig: All Christian	9%	(39)	91%	(400)	439
Relig: All Non-Christian	12%	(45)	88%	(328)	373
Community: Urban	8%	(19)	92%	(234)	253
Community: Suburban	11%	(38)	89%	(321)	360
Community: Rural	13%	(26)	87%	(174)	199
Employ: Private Sector	7%	(25)	93%	(317)	342
Employ: Government	14%	(9)	86%	(53)	62
Employ: Self-Employed	10%	(8)	90%	(73)	81
Employ: Homemaker	14%	(9)	86%	(58)	67
Employ: Student	4%	(2)	96%	(54)	56
Employ: Retired	17%	(12)	83%	(63)	75
Employ: Unemployed	12%	(9)	88%	(72)	82
Job Type: White-collar	9%	(26)	91%	(269)	295
Job Type: Blue-collar	9%	(32)	91%	(329)	361
Job Type: Don't Know	16%	(25)	84%	(130)	156
Military HH: Yes	10%	(17)	90%	(157)	174
Military HH: No	10%	(66)	90%	(571)	638
2016 Vote: Democrat Hillary Clinton	9%	(27)	91%	(283)	310
2016 Vote: Republican Donald Trump	10%	(27)	90%	(249)	277
2016 Vote: Someone else	14%	(10)	86%	(63)	74

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Table BRD18C_9: And now, which of the following gaming systems do you use to play video games online with other players? Please select all that apply.

Other (Please Specify):

Demographic	Selected		Not selected		Total N
Adults	10%	(84)	90%	(728)	812
2012 Vote: Barack Obama	10%	(36)	90%	(318)	354
2012 Vote: Mitt Romney	13%	(23)	87%	(159)	182
2012 Vote: Didn't Vote	9%	(22)	91%	(227)	249
4-Region: Northeast	11%	(16)	89%	(127)	143
4-Region: Midwest	8%	(15)	92%	(166)	181
4-Region: South	12%	(36)	88%	(258)	293
4-Region: West	9%	(17)	91%	(178)	195

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

Table BRD19: *Have you ever watched E-sports, which are a multiplayer video game played competitively for spectators, typically by professional gamers?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(358)	78%	(1711)	6%	(132)	2201
Gender: Male	24%	(249)	72%	(758)	5%	(52)	1060
Gender: Female	10%	(109)	83%	(953)	7%	(80)	1141
Age: 18-29	29%	(110)	61%	(235)	10%	(39)	383
Age: 30-44	31%	(199)	62%	(407)	7%	(46)	652
Age: 45-54	8%	(29)	86%	(319)	7%	(25)	373
Age: 55-64	4%	(16)	93%	(368)	3%	(11)	395
Age: 65+	1%	(5)	96%	(382)	3%	(11)	398
PID: Dem (no lean)	18%	(141)	78%	(613)	5%	(37)	791
PID: Ind (no lean)	12%	(87)	79%	(557)	8%	(59)	703
PID: Rep (no lean)	18%	(131)	76%	(541)	5%	(36)	708
PID/Gender: Dem Men	25%	(89)	72%	(261)	3%	(11)	361
PID/Gender: Dem Women	12%	(52)	82%	(352)	6%	(26)	430
PID/Gender: Ind Men	20%	(68)	74%	(254)	6%	(22)	344
PID/Gender: Ind Women	5%	(19)	85%	(303)	10%	(37)	358
PID/Gender: Rep Men	26%	(93)	69%	(243)	5%	(19)	354
PID/Gender: Rep Women	11%	(38)	84%	(298)	5%	(17)	353
Tea Party: Supporter	35%	(210)	61%	(366)	4%	(21)	598
Tea Party: Not Supporter	9%	(146)	84%	(1340)	7%	(110)	1596
Ideo: Liberal (1-3)	24%	(166)	70%	(493)	6%	(45)	704
Ideo: Moderate (4)	13%	(73)	83%	(472)	4%	(23)	569
Ideo: Conservative (5-7)	13%	(96)	83%	(591)	4%	(27)	714
Educ: < College	14%	(226)	79%	(1231)	7%	(110)	1567
Educ: Bachelors degree	21%	(88)	75%	(313)	4%	(15)	416
Educ: Post-grad	20%	(44)	76%	(167)	3%	(8)	219
Income: Under 50k	15%	(192)	79%	(1028)	7%	(88)	1307
Income: 50k-100k	19%	(122)	77%	(510)	4%	(26)	659
Income: 100k+	19%	(44)	74%	(173)	8%	(18)	235

Continued on next page

Table BRD19: *Have you ever watched E-sports, which are a multiplayer video game played competitively for spectators, typically by professional gamers?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(358)	78%	(1711)	6%	(132)	2201
Ethnicity: White	14%	(240)	81%	(1424)	5%	(87)	1750
Ethnicity: Hispanic	34%	(111)	58%	(192)	8%	(26)	329
Ethnicity: Afr. Am.	28%	(75)	64%	(172)	8%	(22)	269
Ethnicity: Other	24%	(44)	63%	(115)	13%	(23)	182
Relig: Protestant	14%	(80)	83%	(458)	3%	(16)	554
Relig: Roman Catholic	21%	(104)	72%	(365)	7%	(37)	506
Relig: Ath./Agn./None	16%	(89)	77%	(440)	7%	(42)	571
Relig: Something Else	17%	(57)	77%	(263)	6%	(20)	340
Relig: Jewish	9%	(7)	85%	(60)	6%	(4)	71
Relig: Evangelical	22%	(142)	72%	(459)	5%	(34)	635
Relig: Non-Evang. Catholics	11%	(71)	84%	(545)	5%	(36)	651
Relig: All Christian	17%	(213)	78%	(1004)	5%	(70)	1286
Relig: All Non-Christian	16%	(145)	77%	(702)	7%	(63)	911
Community: Urban	25%	(154)	67%	(416)	8%	(46)	617
Community: Suburban	13%	(131)	82%	(832)	5%	(50)	1013
Community: Rural	13%	(73)	81%	(462)	6%	(36)	571
Employ: Private Sector	27%	(188)	68%	(479)	5%	(37)	704
Employ: Government	29%	(40)	66%	(91)	4%	(6)	138
Employ: Self-Employed	24%	(42)	70%	(125)	6%	(11)	178
Employ: Homemaker	6%	(14)	86%	(197)	8%	(18)	230
Employ: Student	25%	(23)	68%	(63)	8%	(7)	93
Employ: Retired	2%	(9)	94%	(448)	4%	(20)	476
Employ: Unemployed	9%	(22)	84%	(205)	8%	(19)	245
Employ: Other	14%	(19)	76%	(103)	11%	(14)	137
Job Type: White-collar	22%	(174)	74%	(589)	4%	(30)	793
Job Type: Blue-collar	15%	(143)	81%	(780)	4%	(38)	960
Job Type: Don't Know	9%	(41)	76%	(342)	14%	(65)	448
Military HH: Yes	28%	(113)	70%	(276)	2%	(8)	397
Military HH: No	14%	(245)	80%	(1434)	7%	(124)	1804

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Table BRD19: Have you ever watched E-sports, which are a multiplayer video game played competitively for spectators, typically by professional gamers?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(358)	78%	(1711)	6%	(132)	2201
2016 Vote: Democrat Hillary Clinton	19%	(153)	75%	(589)	5%	(43)	785
2016 Vote: Republican Donald Trump	16%	(125)	79%	(621)	5%	(39)	786
2016 Vote: Someone else	14%	(23)	82%	(135)	3%	(5)	164
2012 Vote: Barack Obama	19%	(169)	77%	(694)	5%	(42)	906
2012 Vote: Mitt Romney	12%	(73)	83%	(492)	4%	(25)	590
2012 Vote: Other	11%	(9)	86%	(71)	3%	(3)	83
2012 Vote: Didn't Vote	17%	(106)	73%	(453)	10%	(63)	622
4-Region: Northeast	18%	(72)	75%	(303)	7%	(27)	402
4-Region: Midwest	16%	(77)	78%	(368)	6%	(29)	474
4-Region: South	16%	(127)	77%	(631)	7%	(56)	815
4-Region: West	16%	(82)	80%	(409)	4%	(20)	511

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

Table BRD20_1: Which of the following are reasons why you watch e-sports?
It provides an escape from real life

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	68%	(243)	24%	(85)	8%	(30)	358
Gender: Male	65%	(163)	26%	(65)	9%	(22)	249
Gender: Female	74%	(81)	19%	(20)	7%	(8)	109
Age: 18-29	72%	(79)	18%	(20)	10%	(11)	110
Age: 30-44	67%	(134)	25%	(49)	8%	(16)	199
PID: Dem (no lean)	75%	(105)	22%	(31)	3%	(4)	141
PID: Ind (no lean)	68%	(59)	20%	(17)	12%	(10)	87
PID: Rep (no lean)	60%	(78)	28%	(37)	12%	(15)	131
PID/Gender: Dem Men	73%	(65)	24%	(21)	3%	(2)	89
PID/Gender: Dem Women	78%	(40)	19%	(10)	4%	(2)	52
PID/Gender: Ind Men	68%	(46)	20%	(13)	12%	(8)	68
PID/Gender: Rep Men	55%	(51)	32%	(30)	12%	(12)	93
Tea Party: Supporter	69%	(145)	22%	(47)	8%	(18)	210
Tea Party: Not Supporter	66%	(96)	25%	(37)	8%	(12)	146
Ideo: Liberal (1-3)	73%	(121)	20%	(34)	7%	(11)	166
Ideo: Moderate (4)	74%	(54)	20%	(15)	6%	(5)	73
Ideo: Conservative (5-7)	58%	(56)	32%	(30)	10%	(10)	96
Educ: < College	67%	(151)	22%	(51)	11%	(25)	226
Educ: Bachelors degree	67%	(59)	30%	(26)	3%	(3)	88
Income: Under 50k	63%	(122)	25%	(48)	12%	(22)	192
Income: 50k-100k	72%	(88)	23%	(29)	5%	(6)	122
Ethnicity: White	67%	(160)	26%	(61)	8%	(19)	240
Ethnicity: Hispanic	65%	(72)	24%	(27)	11%	(12)	111
Ethnicity: Afr. Am.	73%	(55)	21%	(16)	6%	(4)	75
Relig: Protestant	60%	(48)	29%	(23)	11%	(9)	80
Relig: Roman Catholic	76%	(79)	16%	(17)	8%	(8)	104
Relig: Ath./Agn./None	62%	(55)	27%	(24)	11%	(10)	89
Relig: Something Else	74%	(42)	24%	(14)	2%	(1)	57

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Table BRD20_1: Which of the following are reasons why you watch e-sports?
It provides an escape from real life

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	68%	(243)	24%	(85)	8%	(30)	358
Relig: Evangelical	67%	(95)	25%	(35)	8%	(12)	142
Relig: Non-Evang. Catholics	72%	(51)	18%	(12)	10%	(7)	71
Relig: All Christian	69%	(146)	22%	(47)	9%	(19)	213
Relig: All Non-Christian	67%	(97)	26%	(37)	7%	(11)	145
Community: Urban	70%	(108)	23%	(36)	6%	(10)	154
Community: Suburban	70%	(92)	20%	(27)	10%	(12)	131
Community: Rural	59%	(43)	30%	(22)	11%	(8)	73
Employ: Private Sector	71%	(134)	23%	(44)	5%	(10)	188
Job Type: White-collar	70%	(122)	25%	(43)	5%	(9)	174
Job Type: Blue-collar	65%	(93)	25%	(36)	9%	(13)	143
Military HH: Yes	59%	(66)	34%	(38)	8%	(9)	113
Military HH: No	72%	(177)	19%	(47)	9%	(22)	245
2016 Vote: Democrat Hillary Clinton	69%	(106)	26%	(39)	5%	(7)	153
2016 Vote: Republican Donald Trump	65%	(82)	21%	(27)	13%	(17)	125
2012 Vote: Barack Obama	70%	(119)	25%	(43)	4%	(8)	169
2012 Vote: Mitt Romney	59%	(43)	28%	(21)	13%	(10)	73
2012 Vote: Didn't Vote	71%	(75)	20%	(21)	9%	(10)	106
4-Region: Northeast	65%	(47)	26%	(19)	9%	(7)	72
4-Region: Midwest	69%	(53)	22%	(17)	9%	(7)	77
4-Region: South	66%	(84)	26%	(33)	9%	(11)	127
4-Region: West	73%	(59)	21%	(17)	7%	(6)	82

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

Table BRD20_2: Which of the following are reasons why you watch e-sports?

A sense of belonging with the players and teams

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	61%	(217)	29%	(104)	10%	(37)	358
Gender: Male	58%	(146)	31%	(77)	11%	(27)	249
Gender: Female	65%	(71)	26%	(28)	9%	(10)	109
Age: 18-29	57%	(62)	34%	(37)	9%	(10)	110
Age: 30-44	63%	(126)	25%	(50)	11%	(22)	199
PID: Dem (no lean)	74%	(105)	24%	(33)	2%	(3)	141
PID: Ind (no lean)	54%	(47)	29%	(25)	17%	(15)	87
PID: Rep (no lean)	50%	(65)	35%	(46)	15%	(19)	131
PID/Gender: Dem Men	77%	(68)	21%	(19)	2%	(2)	89
PID/Gender: Dem Women	70%	(37)	28%	(15)	1%	(1)	52
PID/Gender: Ind Men	50%	(34)	32%	(22)	18%	(12)	68
PID/Gender: Rep Men	47%	(44)	39%	(36)	14%	(13)	93
Tea Party: Supporter	65%	(137)	25%	(52)	10%	(21)	210
Tea Party: Not Supporter	53%	(77)	36%	(53)	11%	(16)	146
Ideo: Liberal (1-3)	67%	(111)	24%	(40)	9%	(15)	166
Ideo: Moderate (4)	70%	(51)	26%	(19)	5%	(3)	73
Ideo: Conservative (5-7)	49%	(46)	39%	(38)	12%	(12)	96
Educ: < College	58%	(130)	29%	(65)	14%	(31)	226
Educ: Bachelors degree	65%	(57)	32%	(28)	3%	(3)	88
Income: Under 50k	53%	(103)	32%	(62)	14%	(27)	192
Income: 50k-100k	67%	(82)	27%	(34)	6%	(7)	122
Ethnicity: White	60%	(144)	29%	(70)	11%	(26)	240
Ethnicity: Hispanic	61%	(68)	27%	(30)	12%	(14)	111
Ethnicity: Afr. Am.	69%	(51)	23%	(17)	8%	(6)	75
Relig: Protestant	60%	(48)	25%	(20)	15%	(12)	80
Relig: Roman Catholic	63%	(66)	31%	(32)	7%	(7)	104
Relig: Ath./Agn./None	54%	(48)	31%	(28)	15%	(13)	89
Relig: Something Else	73%	(42)	22%	(12)	5%	(3)	57

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Table BRD20_2: Which of the following are reasons why you watch e-sports?
A sense of belonging with the players and teams

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	61%	(217)	29%	(104)	10%	(37)	358
Relig: Evangelical	59%	(83)	31%	(44)	10%	(14)	142
Relig: Non-Evang. Catholics	62%	(44)	28%	(20)	9%	(7)	71
Relig: All Christian	60%	(127)	30%	(65)	10%	(21)	213
Relig: All Non-Christian	62%	(90)	27%	(40)	11%	(16)	145
Community: Urban	66%	(102)	27%	(41)	7%	(11)	154
Community: Suburban	57%	(74)	32%	(42)	11%	(15)	131
Community: Rural	56%	(40)	30%	(21)	15%	(11)	73
Employ: Private Sector	68%	(127)	22%	(41)	11%	(20)	188
Job Type: White-collar	64%	(112)	27%	(48)	8%	(15)	174
Job Type: Blue-collar	57%	(82)	33%	(47)	9%	(13)	143
Military HH: Yes	62%	(70)	26%	(30)	12%	(14)	113
Military HH: No	60%	(147)	31%	(75)	9%	(23)	245
2016 Vote: Democrat Hillary Clinton	66%	(100)	30%	(45)	5%	(7)	153
2016 Vote: Republican Donald Trump	57%	(71)	28%	(35)	15%	(19)	125
2012 Vote: Barack Obama	74%	(125)	23%	(39)	3%	(6)	169
2012 Vote: Mitt Romney	47%	(34)	35%	(26)	18%	(14)	73
2012 Vote: Didn't Vote	51%	(54)	37%	(39)	12%	(13)	106
4-Region: Northeast	68%	(49)	25%	(18)	7%	(5)	72
4-Region: Midwest	64%	(49)	22%	(17)	14%	(10)	77
4-Region: South	50%	(64)	37%	(47)	13%	(17)	127
4-Region: West	67%	(55)	27%	(22)	6%	(5)	82

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

Table BRD20_3: Which of the following are reasons why you watch e-sports?

Acquiring knowledge to play the game better

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	63%	(225)	29%	(104)	8%	(30)	358
Gender: Male	62%	(154)	28%	(70)	10%	(25)	249
Gender: Female	65%	(71)	31%	(33)	4%	(4)	109
Age: 18-29	66%	(73)	25%	(28)	8%	(9)	110
Age: 30-44	60%	(119)	32%	(64)	8%	(15)	199
PID: Dem (no lean)	67%	(94)	29%	(41)	4%	(6)	141
PID: Ind (no lean)	57%	(49)	31%	(27)	12%	(11)	87
PID: Rep (no lean)	62%	(82)	28%	(36)	10%	(13)	131
PID/Gender: Dem Men	65%	(58)	29%	(26)	6%	(5)	89
PID/Gender: Dem Women	69%	(36)	29%	(15)	1%	(1)	52
PID/Gender: Ind Men	56%	(38)	32%	(22)	12%	(8)	68
PID/Gender: Rep Men	63%	(58)	25%	(23)	13%	(12)	93
Tea Party: Supporter	63%	(132)	30%	(63)	7%	(16)	210
Tea Party: Not Supporter	63%	(91)	28%	(41)	10%	(14)	146
Ideo: Liberal (1-3)	61%	(101)	33%	(55)	6%	(10)	166
Ideo: Moderate (4)	62%	(46)	32%	(23)	6%	(5)	73
Ideo: Conservative (5-7)	72%	(69)	19%	(18)	9%	(9)	96
Educ: < College	58%	(132)	31%	(70)	11%	(24)	226
Educ: Bachelors degree	65%	(57)	32%	(28)	3%	(3)	88
Income: Under 50k	59%	(113)	31%	(59)	10%	(20)	192
Income: 50k-100k	69%	(84)	26%	(31)	6%	(7)	122
Ethnicity: White	60%	(144)	32%	(77)	8%	(19)	240
Ethnicity: Hispanic	51%	(57)	36%	(40)	12%	(14)	111
Ethnicity: Afr. Am.	83%	(62)	12%	(9)	5%	(4)	75
Relig: Protestant	58%	(46)	34%	(27)	8%	(7)	80
Relig: Roman Catholic	62%	(65)	28%	(29)	9%	(10)	104
Relig: Ath./Agn./None	55%	(49)	34%	(30)	10%	(9)	89
Relig: Something Else	80%	(45)	15%	(9)	5%	(3)	57

Continued on next page

Table BRD20_3: Which of the following are reasons why you watch e-sports?
Acquiring knowledge to play the game better

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	63%	(225)	29%	(104)	8%	(30)	358
Relig: Evangelical	59%	(84)	33%	(47)	7%	(11)	142
Relig: Non-Evang. Catholics	65%	(46)	25%	(18)	10%	(7)	71
Relig: All Christian	61%	(130)	30%	(65)	8%	(18)	213
Relig: All Non-Christian	65%	(95)	27%	(39)	8%	(12)	145
Community: Urban	63%	(97)	29%	(45)	8%	(13)	154
Community: Suburban	65%	(85)	28%	(37)	7%	(9)	131
Community: Rural	59%	(43)	30%	(22)	11%	(8)	73
Employ: Private Sector	61%	(115)	31%	(59)	7%	(14)	188
Job Type: White-collar	63%	(109)	34%	(59)	4%	(6)	174
Job Type: Blue-collar	62%	(89)	28%	(40)	10%	(14)	143
Military HH: Yes	59%	(67)	33%	(37)	9%	(10)	113
Military HH: No	64%	(158)	27%	(67)	8%	(20)	245
2016 Vote: Democrat Hillary Clinton	63%	(96)	29%	(44)	8%	(12)	153
2016 Vote: Republican Donald Trump	64%	(80)	26%	(33)	10%	(13)	125
2012 Vote: Barack Obama	70%	(118)	24%	(41)	6%	(10)	169
2012 Vote: Mitt Romney	60%	(44)	32%	(23)	8%	(6)	73
2012 Vote: Didn't Vote	55%	(59)	33%	(36)	11%	(12)	106
4-Region: Northeast	63%	(46)	27%	(20)	9%	(7)	72
4-Region: Midwest	57%	(44)	31%	(24)	12%	(10)	77
4-Region: South	68%	(86)	27%	(35)	5%	(7)	127
4-Region: West	60%	(49)	32%	(26)	8%	(7)	82

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

Table BRD20_4: Which of the following are reasons why you watch e-sports?
Enjoyment of watching something professionally that you participate in yourself

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	68%	(242)	23%	(81)	10%	(34)	358
Gender: Male	68%	(169)	21%	(52)	11%	(28)	249
Gender: Female	67%	(73)	27%	(29)	6%	(7)	109
Age: 18-29	66%	(73)	26%	(28)	8%	(9)	110
Age: 30-44	70%	(140)	19%	(38)	11%	(21)	199
PID: Dem (no lean)	77%	(108)	21%	(30)	2%	(3)	141
PID: Ind (no lean)	60%	(52)	25%	(22)	15%	(13)	87
PID: Rep (no lean)	63%	(82)	23%	(30)	14%	(19)	131
PID/Gender: Dem Men	78%	(69)	19%	(17)	2%	(2)	89
PID/Gender: Dem Women	74%	(39)	25%	(13)	1%	(1)	52
PID/Gender: Ind Men	60%	(41)	25%	(17)	15%	(11)	68
PID/Gender: Rep Men	63%	(59)	20%	(19)	17%	(15)	93
Tea Party: Supporter	69%	(144)	22%	(45)	10%	(21)	210
Tea Party: Not Supporter	67%	(97)	24%	(35)	9%	(14)	146
Ideo: Liberal (1-3)	68%	(113)	23%	(39)	9%	(14)	166
Ideo: Moderate (4)	70%	(51)	27%	(20)	4%	(3)	73
Ideo: Conservative (5-7)	68%	(65)	18%	(18)	13%	(13)	96
Educ: < College	64%	(145)	24%	(54)	12%	(28)	226
Educ: Bachelors degree	73%	(64)	25%	(22)	2%	(2)	88
Income: Under 50k	62%	(120)	24%	(46)	13%	(26)	192
Income: 50k-100k	76%	(93)	20%	(24)	4%	(5)	122
Ethnicity: White	68%	(164)	22%	(53)	10%	(23)	240
Ethnicity: Hispanic	63%	(70)	22%	(24)	15%	(17)	111
Ethnicity: Afr. Am.	73%	(55)	23%	(17)	4%	(3)	75
Relig: Protestant	73%	(58)	17%	(14)	10%	(8)	80
Relig: Roman Catholic	75%	(78)	17%	(17)	8%	(8)	104
Relig: Ath./Agn./None	55%	(49)	34%	(30)	11%	(10)	89
Relig: Something Else	69%	(39)	29%	(16)	2%	(1)	57

Continued on next page

Table BRD20_4: Which of the following are reasons why you watch e-sports?
Enjoyment of watching something professionally that you participate in yourself

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	68%	(242)	23%	(81)	10%	(34)	358
Relig: Evangelical	67%	(95)	19%	(27)	14%	(20)	142
Relig: Non-Evang. Catholics	84%	(59)	12%	(8)	5%	(3)	71
Relig: All Christian	73%	(154)	16%	(35)	11%	(23)	213
Relig: All Non-Christian	61%	(88)	32%	(46)	8%	(11)	145
Community: Urban	68%	(106)	22%	(34)	10%	(15)	154
Community: Suburban	64%	(83)	28%	(37)	8%	(11)	131
Community: Rural	73%	(53)	15%	(11)	12%	(8)	73
Employ: Private Sector	73%	(138)	21%	(39)	6%	(10)	188
Job Type: White-collar	70%	(122)	24%	(42)	6%	(11)	174
Job Type: Blue-collar	67%	(96)	22%	(32)	11%	(15)	143
Military HH: Yes	66%	(75)	21%	(24)	12%	(14)	113
Military HH: No	68%	(167)	23%	(57)	8%	(21)	245
2016 Vote: Democrat Hillary Clinton	73%	(111)	21%	(31)	7%	(10)	153
2016 Vote: Republican Donald Trump	66%	(83)	19%	(24)	15%	(18)	125
2012 Vote: Barack Obama	76%	(129)	17%	(29)	7%	(11)	169
2012 Vote: Mitt Romney	67%	(50)	17%	(12)	16%	(12)	73
2012 Vote: Didn't Vote	56%	(59)	34%	(36)	10%	(11)	106
4-Region: Northeast	77%	(55)	18%	(13)	5%	(3)	72
4-Region: Midwest	69%	(53)	16%	(12)	15%	(12)	77
4-Region: South	61%	(77)	30%	(38)	9%	(12)	127
4-Region: West	69%	(57)	21%	(17)	9%	(8)	82

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

Table BRD20_5: Which of the following are reasons why you watch e-sports?
Interacting with other spectators

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	59%	(210)	31%	(112)	10%	(36)	358
Gender: Male	57%	(141)	34%	(84)	10%	(24)	249
Gender: Female	63%	(69)	26%	(28)	11%	(12)	109
Age: 18-29	50%	(55)	37%	(40)	13%	(14)	110
Age: 30-44	65%	(130)	27%	(53)	8%	(17)	199
PID: Dem (no lean)	65%	(91)	30%	(42)	5%	(7)	141
PID: Ind (no lean)	52%	(45)	33%	(29)	15%	(13)	87
PID: Rep (no lean)	56%	(73)	32%	(41)	12%	(16)	131
PID/Gender: Dem Men	60%	(54)	33%	(29)	6%	(5)	89
PID/Gender: Dem Women	72%	(37)	25%	(13)	3%	(2)	52
PID/Gender: Ind Men	49%	(33)	41%	(28)	10%	(7)	68
PID/Gender: Rep Men	58%	(54)	29%	(27)	12%	(11)	93
Tea Party: Supporter	62%	(129)	28%	(60)	10%	(21)	210
Tea Party: Not Supporter	54%	(78)	36%	(53)	10%	(15)	146
Ideo: Liberal (1-3)	59%	(98)	33%	(55)	8%	(13)	166
Ideo: Moderate (4)	62%	(46)	31%	(22)	7%	(5)	73
Ideo: Conservative (5-7)	57%	(55)	32%	(31)	11%	(11)	96
Educ: < College	58%	(130)	29%	(65)	14%	(31)	226
Educ: Bachelors degree	56%	(49)	42%	(37)	2%	(2)	88
Income: Under 50k	57%	(109)	31%	(59)	13%	(24)	192
Income: 50k-100k	60%	(73)	34%	(42)	6%	(8)	122
Ethnicity: White	57%	(137)	33%	(79)	10%	(23)	240
Ethnicity: Hispanic	53%	(59)	35%	(39)	12%	(14)	111
Ethnicity: Afr. Am.	70%	(52)	23%	(17)	7%	(5)	75
Relig: Protestant	61%	(49)	26%	(21)	13%	(10)	80
Relig: Roman Catholic	61%	(63)	31%	(32)	9%	(9)	104
Relig: Ath./Agn./None	46%	(41)	40%	(36)	13%	(12)	89
Relig: Something Else	64%	(36)	32%	(18)	4%	(2)	57

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Table BRD20_5: Which of the following are reasons why you watch e-sports?
Interacting with other spectators

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	59%	(210)	31%	(112)	10%	(36)	358
Relig: Evangelical	64%	(90)	25%	(36)	11%	(16)	142
Relig: Non-Evang. Catholics	60%	(42)	32%	(23)	8%	(6)	71
Relig: All Christian	62%	(132)	28%	(58)	10%	(22)	213
Relig: All Non-Christian	53%	(78)	37%	(54)	10%	(14)	145
Community: Urban	60%	(92)	31%	(48)	9%	(14)	154
Community: Suburban	49%	(65)	39%	(51)	12%	(15)	131
Community: Rural	73%	(53)	18%	(13)	9%	(6)	73
Employ: Private Sector	61%	(116)	31%	(59)	7%	(14)	188
Job Type: White-collar	58%	(100)	34%	(60)	8%	(14)	174
Job Type: Blue-collar	62%	(89)	28%	(40)	10%	(14)	143
Military HH: Yes	56%	(63)	35%	(39)	9%	(10)	113
Military HH: No	60%	(146)	30%	(73)	10%	(26)	245
2016 Vote: Democrat Hillary Clinton	64%	(97)	29%	(44)	7%	(11)	153
2016 Vote: Republican Donald Trump	58%	(73)	28%	(35)	14%	(18)	125
2012 Vote: Barack Obama	66%	(112)	30%	(51)	4%	(6)	169
2012 Vote: Mitt Romney	53%	(39)	29%	(21)	18%	(13)	73
2012 Vote: Didn't Vote	52%	(56)	35%	(37)	13%	(14)	106
4-Region: Northeast	54%	(39)	34%	(25)	12%	(8)	72
4-Region: Midwest	67%	(51)	23%	(18)	10%	(8)	77
4-Region: South	63%	(80)	30%	(38)	7%	(9)	127
4-Region: West	48%	(39)	39%	(32)	13%	(10)	82

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

Table BRD20_6: Which of the following are reasons why you watch e-sports?
Enjoyment of the aggression that takes place in the game

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	59% (211)	30% (106)	11% (41)	358
Gender: Male	59% (146)	29% (73)	12% (31)	249
Gender: Female	60% (66)	30% (33)	9% (10)	109
Age: 18-29	66% (72)	26% (29)	8% (9)	110
Age: 30-44	57% (113)	31% (62)	12% (24)	199
PID: Dem (no lean)	59% (83)	35% (49)	6% (9)	141
PID: Ind (no lean)	65% (56)	24% (20)	12% (10)	87
PID: Rep (no lean)	56% (73)	28% (37)	16% (21)	131
PID/Gender: Dem Men	59% (53)	35% (31)	5% (5)	89
PID/Gender: Dem Women	58% (30)	33% (17)	9% (4)	52
PID/Gender: Ind Men	63% (43)	25% (17)	12% (8)	68
PID/Gender: Rep Men	54% (50)	26% (24)	19% (18)	93
Tea Party: Supporter	56% (119)	31% (65)	12% (26)	210
Tea Party: Not Supporter	63% (92)	27% (40)	10% (15)	146
Ideo: Liberal (1-3)	57% (95)	34% (57)	9% (15)	166
Ideo: Moderate (4)	63% (46)	28% (21)	9% (7)	73
Ideo: Conservative (5-7)	58% (55)	26% (25)	16% (15)	96
Educ: < College	59% (132)	26% (59)	15% (34)	226
Educ: Bachelors degree	60% (52)	35% (31)	5% (5)	88
Income: Under 50k	58% (111)	27% (52)	15% (29)	192
Income: 50k-100k	63% (78)	29% (35)	8% (10)	122
Ethnicity: White	58% (139)	31% (75)	11% (25)	240
Ethnicity: Hispanic	51% (57)	30% (33)	19% (21)	111
Ethnicity: Afr. Am.	69% (52)	28% (21)	3% (2)	75
Relig: Protestant	59% (47)	26% (21)	15% (12)	80
Relig: Roman Catholic	53% (55)	36% (38)	11% (12)	104
Relig: Ath./Agn./None	60% (53)	23% (20)	17% (15)	89
Relig: Something Else	55% (31)	42% (24)	3% (1)	57

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Table BRD20_6: Which of the following are reasons why you watch e-sports?
Enjoyment of the aggression that takes place in the game

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	59%	(211)	30%	(106)	11%	(41)	358
Relig: Evangelical	59%	(84)	28%	(40)	13%	(18)	142
Relig: Non-Evang. Catholics	61%	(43)	30%	(21)	9%	(6)	71
Relig: All Christian	60%	(127)	29%	(62)	11%	(24)	213
Relig: All Non-Christian	58%	(85)	30%	(44)	11%	(17)	145
Community: Urban	56%	(86)	31%	(49)	13%	(19)	154
Community: Suburban	57%	(74)	33%	(43)	11%	(14)	131
Community: Rural	70%	(51)	20%	(14)	10%	(7)	73
Employ: Private Sector	62%	(116)	31%	(57)	8%	(15)	188
Job Type: White-collar	59%	(103)	32%	(56)	9%	(16)	174
Job Type: Blue-collar	61%	(87)	28%	(39)	11%	(16)	143
Military HH: Yes	51%	(58)	36%	(41)	12%	(14)	113
Military HH: No	63%	(153)	27%	(65)	11%	(27)	245
2016 Vote: Democrat Hillary Clinton	61%	(93)	31%	(48)	8%	(12)	153
2016 Vote: Republican Donald Trump	59%	(74)	24%	(31)	17%	(21)	125
2012 Vote: Barack Obama	66%	(112)	28%	(48)	5%	(9)	169
2012 Vote: Mitt Romney	58%	(43)	30%	(22)	12%	(9)	73
2012 Vote: Didn't Vote	49%	(52)	31%	(33)	20%	(21)	106
4-Region: Northeast	64%	(46)	25%	(18)	11%	(8)	72
4-Region: Midwest	61%	(47)	27%	(21)	12%	(10)	77
4-Region: South	54%	(68)	35%	(44)	12%	(15)	127
4-Region: West	62%	(51)	28%	(23)	10%	(8)	82

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

Table BRD20_7: Which of the following are reasons why you watch e-sports?
Admiration of the athletes

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	56%	(202)	33%	(118)	11%	(38)	358
Gender: Male	53%	(131)	35%	(88)	12%	(30)	249
Gender: Female	65%	(71)	28%	(30)	7%	(8)	109
Age: 18-29	54%	(59)	36%	(39)	10%	(11)	110
Age: 30-44	60%	(119)	29%	(57)	11%	(23)	199
PID: Dem (no lean)	64%	(90)	34%	(48)	2%	(3)	141
PID: Ind (no lean)	47%	(41)	32%	(27)	21%	(18)	87
PID: Rep (no lean)	54%	(71)	33%	(43)	13%	(17)	131
PID/Gender: Dem Men	61%	(54)	37%	(33)	1%	(1)	89
PID/Gender: Dem Women	69%	(36)	28%	(15)	3%	(2)	52
PID/Gender: Ind Men	42%	(28)	35%	(24)	23%	(16)	68
PID/Gender: Rep Men	52%	(48)	34%	(32)	14%	(13)	93
Tea Party: Supporter	56%	(119)	31%	(65)	13%	(27)	210
Tea Party: Not Supporter	56%	(82)	36%	(52)	8%	(11)	146
Ideo: Liberal (1-3)	59%	(98)	34%	(56)	7%	(12)	166
Ideo: Moderate (4)	62%	(46)	32%	(24)	5%	(4)	73
Ideo: Conservative (5-7)	51%	(49)	32%	(31)	16%	(16)	96
Educ: < College	51%	(114)	34%	(78)	15%	(34)	226
Educ: Bachelors degree	67%	(59)	31%	(27)	2%	(2)	88
Income: Under 50k	49%	(95)	36%	(69)	15%	(28)	192
Income: 50k-100k	64%	(79)	30%	(36)	6%	(7)	122
Ethnicity: White	56%	(135)	32%	(76)	12%	(29)	240
Ethnicity: Hispanic	53%	(59)	31%	(34)	16%	(18)	111
Ethnicity: Afr. Am.	67%	(50)	30%	(23)	3%	(2)	75
Relig: Protestant	63%	(51)	24%	(19)	12%	(10)	80
Relig: Roman Catholic	60%	(62)	34%	(35)	7%	(7)	104
Relig: Ath./Agn./None	48%	(42)	34%	(30)	19%	(17)	89
Relig: Something Else	61%	(34)	34%	(19)	5%	(3)	57

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Table BRD20_7: Which of the following are reasons why you watch e-sports?
Admiration of the athletes

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	56%	(202)	33%	(118)	11%	(38)	358
Relig: Evangelical	59%	(83)	33%	(47)	9%	(12)	142
Relig: Non-Evang. Catholics	60%	(42)	32%	(22)	9%	(6)	71
Relig: All Christian	59%	(125)	32%	(69)	9%	(18)	213
Relig: All Non-Christian	53%	(77)	34%	(49)	13%	(19)	145
Community: Urban	59%	(92)	30%	(47)	10%	(16)	154
Community: Suburban	54%	(71)	35%	(46)	11%	(14)	131
Community: Rural	54%	(39)	35%	(26)	11%	(8)	73
Employ: Private Sector	63%	(118)	28%	(52)	10%	(18)	188
Job Type: White-collar	60%	(105)	31%	(55)	9%	(15)	174
Job Type: Blue-collar	56%	(79)	36%	(51)	9%	(12)	143
Military HH: Yes	51%	(58)	37%	(42)	12%	(13)	113
Military HH: No	59%	(144)	31%	(77)	10%	(25)	245
2016 Vote: Democrat Hillary Clinton	61%	(93)	35%	(54)	3%	(5)	153
2016 Vote: Republican Donald Trump	53%	(66)	30%	(38)	17%	(21)	125
2012 Vote: Barack Obama	62%	(105)	33%	(55)	5%	(9)	169
2012 Vote: Mitt Romney	57%	(42)	27%	(20)	16%	(12)	73
2012 Vote: Didn't Vote	48%	(51)	40%	(42)	12%	(13)	106
4-Region: Northeast	58%	(42)	28%	(20)	13%	(9)	72
4-Region: Midwest	58%	(45)	30%	(23)	12%	(9)	77
4-Region: South	53%	(68)	36%	(46)	11%	(14)	127
4-Region: West	58%	(47)	35%	(29)	7%	(6)	82

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

Table BRD20_8: Which of the following are reasons why you watch e-sports?

Drama of the games

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	62%	(224)	27%	(97)	10%	(37)	358
Gender: Male	57%	(142)	30%	(75)	13%	(32)	249
Gender: Female	75%	(82)	20%	(22)	5%	(5)	109
Age: 18-29	66%	(73)	20%	(22)	14%	(16)	110
Age: 30-44	62%	(123)	29%	(57)	10%	(19)	199
PID: Dem (no lean)	68%	(96)	27%	(37)	5%	(8)	141
PID: Ind (no lean)	60%	(52)	27%	(23)	14%	(12)	87
PID: Rep (no lean)	58%	(76)	28%	(37)	14%	(18)	131
PID/Gender: Dem Men	65%	(57)	28%	(25)	7%	(6)	89
PID/Gender: Dem Women	74%	(39)	24%	(12)	2%	(1)	52
PID/Gender: Ind Men	56%	(38)	29%	(20)	15%	(10)	68
PID/Gender: Rep Men	50%	(47)	33%	(31)	17%	(16)	93
Tea Party: Supporter	63%	(133)	27%	(57)	10%	(20)	210
Tea Party: Not Supporter	62%	(90)	27%	(39)	12%	(17)	146
Ideo: Liberal (1-3)	57%	(96)	32%	(53)	11%	(18)	166
Ideo: Moderate (4)	70%	(52)	24%	(18)	6%	(4)	73
Ideo: Conservative (5-7)	64%	(61)	25%	(24)	11%	(11)	96
Educ: < College	58%	(130)	27%	(61)	15%	(35)	226
Educ: Bachelors degree	68%	(59)	31%	(27)	1%	(1)	88
Income: Under 50k	58%	(111)	26%	(50)	16%	(31)	192
Income: 50k-100k	67%	(81)	30%	(36)	4%	(5)	122
Ethnicity: White	61%	(146)	30%	(73)	9%	(21)	240
Ethnicity: Hispanic	52%	(58)	33%	(36)	16%	(17)	111
Ethnicity: Afr. Am.	81%	(60)	12%	(9)	7%	(5)	75
Relig: Protestant	62%	(50)	29%	(23)	9%	(7)	80
Relig: Roman Catholic	67%	(70)	23%	(24)	10%	(10)	104
Relig: Ath./Agn./None	56%	(50)	29%	(26)	15%	(13)	89
Relig: Something Else	65%	(37)	28%	(16)	7%	(4)	57

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Table BRD20_8: Which of the following are reasons why you watch e-sports?

Drama of the games

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	62%	(224)	27%	(97)	10%	(37)	358
Relig: Evangelical	64%	(90)	26%	(38)	10%	(14)	142
Relig: Non-Evang. Catholics	65%	(46)	26%	(18)	9%	(6)	71
Relig: All Christian	64%	(137)	26%	(56)	9%	(20)	213
Relig: All Non-Christian	60%	(87)	28%	(41)	12%	(17)	145
Community: Urban	64%	(98)	30%	(46)	7%	(10)	154
Community: Suburban	59%	(77)	27%	(35)	15%	(19)	131
Community: Rural	67%	(49)	23%	(16)	11%	(8)	73
Employ: Private Sector	61%	(116)	31%	(58)	8%	(15)	188
Job Type: White-collar	64%	(112)	30%	(52)	6%	(11)	174
Job Type: Blue-collar	62%	(88)	26%	(37)	12%	(17)	143
Military HH: Yes	58%	(65)	31%	(35)	12%	(13)	113
Military HH: No	65%	(159)	25%	(62)	10%	(24)	245
2016 Vote: Democrat Hillary Clinton	68%	(105)	25%	(38)	7%	(11)	153
2016 Vote: Republican Donald Trump	58%	(72)	30%	(37)	13%	(16)	125
2012 Vote: Barack Obama	69%	(117)	26%	(44)	5%	(8)	169
2012 Vote: Mitt Romney	57%	(42)	24%	(18)	19%	(14)	73
2012 Vote: Didn't Vote	57%	(61)	30%	(32)	13%	(14)	106
4-Region: Northeast	59%	(43)	29%	(21)	12%	(9)	72
4-Region: Midwest	59%	(46)	28%	(21)	13%	(10)	77
4-Region: South	66%	(85)	24%	(31)	9%	(12)	127
4-Region: West	62%	(51)	29%	(24)	8%	(7)	82

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	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	383	17%
	Age: 30-44	652	30%
	Age: 45-54	373	17%
	Age: 55-64	395	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	791	36%
	PID: Ind (no lean)	703	32%
	PID: Rep (no lean)	708	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	361	16%
	PID/Gender: Dem Women	430	20%
	PID/Gender: Ind Men	344	16%
	PID/Gender: Ind Women	358	16%
	PID/Gender: Rep Men	354	16%
	PID/Gender: Rep Women	353	16%
	N	2201	
xdemTea	Tea Party: Supporter	598	27%
	Tea Party: Not Supporter	1596	73%
	N	2194	
xdemIdeo3	Ideo: Liberal (1-3)	704	32%
	Ideo: Moderate (4)	569	26%
	Ideo: Conservative (5-7)	714	32%
	N	1987	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1307	59%
	Income: 50k-100k	659	30%
	Income: 100k+	235	11%
	N	2201	

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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.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	554	25%
	Relig: Roman Catholic	506	23%
	Relig: Ath./Agn./None	571	26%
	Relig: Something Else	340	15%
	N	1970	
xreligion1	Relig: Jewish	71	3%
xreligion2	Relig: Evangelical	635	29%
	Relig: Non-Evang. Catholics	651	30%
	N	1286	
xreligion3	Relig: All Christian	1286	58%
	Relig: All Non-Christian	911	41%
	N	2196	
xdemUsr	Community: Urban	617	28%
	Community: Suburban	1013	46%
	Community: Rural	571	26%
	N	2201	
xdemEmploy	Employ: Private Sector	704	32%
	Employ: Government	138	6%
	Employ: Self-Employed	178	8%
	Employ: Homemaker	230	10%
	Employ: Student	93	4%
	Employ: Retired	476	22%
	Employ: Unemployed	245	11%
	Employ: Other	137	6%
	N	2201	
xdemJobStatus	Job Type: White-collar	793	36%
	Job Type: Blue-collar	960	44%
	Job Type: Don't Know	448	20%
	N	2201	
xdemMilHH1	Military HH: Yes	397	18%
	Military HH: No	1804	82%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	785	36%
	2016 Vote: Republican Donald Trump	786	36%
	2016 Vote: Someone else	164	7%
	N	1735	
xsubVote12O	2012 Vote: Barack Obama	906	41%
	2012 Vote: Mitt Romney	590	27%
	2012 Vote: Other	83	4%
	2012 Vote: Didn't Vote	622	28%
	N	2201	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

