



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170404  
April 06-09, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from April 06-09, 2017, among a national sample of 2202 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\_1:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Apple

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (896)	29% (646)	12% (255)	8% (167)	9% (209)	1% (28)	2202
Gender: Male	39% (409)	30% (316)	14% (150)	9% (94)	7% (74)	2% (18)	1060
Gender: Female	43% (487)	29% (331)	9% (106)	6% (73)	12% (135)	1% (10)	1142
Age: 18-29	44% (202)	24% (108)	13% (59)	11% (51)	7% (32)	2% (7)	459
Age: 30-44	41% (239)	27% (155)	14% (81)	10% (59)	5% (31)	2% (13)	577
Age: 45-54	40% (124)	33% (103)	11% (35)	5% (17)	10% (30)	1% (4)	313
Age: 55-64	39% (176)	33% (149)	10% (47)	6% (26)	12% (53)	1% (3)	456
Age: 65+	39% (155)	33% (132)	8% (33)	4% (14)	16% (63)	— (1)	398
PID: Dem (no lean)	43% (348)	31% (249)	13% (105)	5% (44)	8% (61)	1% (7)	815
PID: Ind (no lean)	35% (236)	28% (185)	11% (74)	11% (74)	12% (82)	2% (15)	665
PID: Rep (no lean)	43% (312)	29% (213)	11% (76)	7% (49)	9% (66)	1% (7)	722
PID/Gender: Dem Men	40% (155)	29% (113)	19% (73)	8% (29)	4% (14)	1% (2)	386
PID/Gender: Dem Women	45% (193)	32% (136)	8% (33)	3% (15)	11% (48)	1% (5)	429
PID/Gender: Ind Men	33% (101)	29% (90)	11% (33)	13% (39)	11% (34)	3% (10)	308
PID/Gender: Ind Women	38% (135)	26% (95)	11% (40)	10% (35)	13% (48)	1% (5)	358
PID/Gender: Rep Men	42% (152)	31% (113)	12% (44)	7% (26)	7% (26)	1% (5)	367
PID/Gender: Rep Women	45% (160)	28% (100)	9% (33)	6% (22)	11% (40)	— (1)	355
Tea Party: Supporter	41% (312)	28% (213)	14% (109)	8% (57)	7% (54)	1% (8)	753
Tea Party: Not Supporter	40% (582)	30% (428)	10% (145)	8% (108)	11% (155)	1% (20)	1439
Ideo: Liberal (1-3)	41% (338)	31% (255)	13% (105)	7% (62)	6% (54)	1% (11)	826
Ideo: Moderate (4)	38% (180)	32% (152)	10% (49)	8% (37)	10% (47)	1% (4)	468
Ideo: Conservative (5-7)	43% (290)	27% (184)	12% (79)	7% (46)	10% (68)	— (2)	669
Educ: < College	37% (585)	29% (452)	12% (188)	9% (142)	11% (175)	2% (24)	1567
Educ: Bachelors degree	49% (206)	30% (123)	11% (45)	4% (15)	6% (24)	1% (3)	416
Educ: Post-grad	48% (105)	32% (71)	10% (22)	4% (9)	4% (10)	1% (2)	219

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**Table BRD1\_1:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.*Apple*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (896)	29% (646)	12% (255)	8% (167)	9% (209)	1% (28)	2202
Income: Under 50k	36% (501)	29% (406)	13% (179)	9% (122)	12% (169)	2% (25)	1403
Income: 50k-100k	48% (289)	30% (179)	10% (60)	6% (35)	6% (33)	— (1)	597
Income: 100k+	53% (106)	30% (61)	8% (16)	5% (10)	3% (7)	1% (2)	202
Ethnicity: White	39% (691)	31% (539)	11% (199)	8% (142)	9% (163)	1% (18)	1751
Ethnicity: Hispanic	31% (102)	31% (101)	19% (61)	10% (34)	6% (21)	3% (10)	330
Ethnicity: Afr. Am.	52% (139)	19% (52)	10% (28)	4% (12)	13% (34)	2% (5)	269
Ethnicity: Other	36% (66)	31% (56)	16% (29)	7% (13)	7% (12)	3% (5)	182
Relig: Protestant	44% (254)	31% (182)	10% (56)	5% (32)	9% (52)	1% (5)	581
Relig: Roman Catholic	42% (194)	33% (152)	11% (53)	7% (33)	6% (29)	1% (5)	466
Relig: Ath./Agn./None	36% (205)	28% (157)	11% (62)	11% (63)	12% (66)	2% (12)	565
Relig: Something Else	37% (133)	29% (104)	16% (59)	9% (33)	8% (30)	1% (5)	364
Relig: Evangelical	45% (300)	29% (191)	11% (76)	5% (31)	9% (60)	1% (7)	666
Relig: Non-Evang. Catholics	42% (256)	32% (193)	10% (59)	7% (41)	9% (52)	1% (5)	605
Relig: All Christian	44% (556)	30% (384)	11% (135)	6% (72)	9% (112)	1% (11)	1271
Relig: All Non-Christian	36% (338)	28% (261)	13% (121)	10% (95)	10% (97)	2% (17)	928
Community: Urban	45% (274)	26% (158)	11% (69)	7% (44)	9% (54)	1% (6)	605
Community: Suburban	39% (374)	31% (297)	12% (110)	7% (68)	10% (93)	2% (14)	957
Community: Rural	39% (248)	30% (191)	12% (76)	9% (55)	10% (62)	1% (7)	639
Employ: Private Sector	48% (319)	29% (191)	10% (69)	6% (41)	5% (35)	1% (5)	660
Employ: Government	37% (80)	32% (69)	17% (37)	9% (20)	5% (11)	1% (1)	218
Employ: Self-Employed	34% (70)	30% (61)	17% (36)	9% (19)	7% (15)	2% (4)	205
Employ: Homemaker	33% (57)	24% (42)	14% (25)	14% (25)	13% (23)	2% (4)	176
Employ: Student	50% (54)	25% (27)	14% (15)	7% (8)	4% (4)	1% (1)	108
Employ: Retired	38% (179)	34% (160)	9% (40)	4% (20)	16% (74)	— (1)	474
Employ: Unemployed	34% (71)	27% (57)	9% (19)	11% (24)	16% (34)	2% (3)	209
Employ: Other	43% (65)	26% (39)	10% (15)	6% (9)	9% (13)	6% (9)	151
Job Type: White-collar	44% (387)	29% (256)	14% (127)	6% (55)	5% (45)	1% (13)	883
Job Type: Blue-collar	39% (344)	32% (279)	9% (84)	8% (72)	11% (95)	1% (8)	883
Job Type: Don't Know	38% (165)	25% (111)	10% (44)	9% (39)	16% (69)	2% (8)	437

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**Table BRD1\_1:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Apple

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (896)	29% (646)	12% (255)	8% (167)	9% (209)	1% (28)	2202
Military HH: Yes	36% (168)	30% (139)	12% (57)	11% (50)	9% (41)	1% (7)	462
Military HH: No	42% (728)	29% (507)	11% (199)	7% (117)	10% (168)	1% (22)	1740
2016 Vote: Democrat Hillary Clinton	44% (302)	30% (210)	10% (67)	6% (39)	9% (61)	1% (10)	688
2016 Vote: Republican Donald Trump	42% (339)	32% (257)	12% (93)	6% (52)	8% (62)	1% (5)	809
2016 Vote: Someone else	39% (71)	25% (46)	13% (24)	12% (22)	10% (19)	1% (2)	183
2012 Vote: Barack Obama	44% (347)	31% (245)	8% (68)	6% (51)	10% (78)	1% (7)	796
2012 Vote: Mitt Romney	43% (236)	31% (167)	10% (55)	5% (29)	10% (54)	1% (4)	545
2012 Vote: Other	39% (40)	20% (20)	18% (19)	13% (13)	8% (9)	2% (2)	103
2012 Vote: Didn't Vote	36% (271)	28% (213)	15% (114)	10% (74)	9% (68)	2% (15)	756
4-Region: Northeast	41% (167)	33% (132)	11% (44)	6% (24)	8% (31)	1% (5)	402
4-Region: Midwest	35% (165)	31% (149)	15% (70)	8% (38)	10% (48)	1% (5)	474
4-Region: South	43% (352)	27% (224)	9% (73)	8% (69)	10% (83)	2% (15)	815
4-Region: West	42% (213)	28% (142)	13% (68)	7% (37)	9% (47)	1% (4)	511
Has account: Facebook	44% (811)	28% (522)	11% (203)	7% (131)	9% (157)	1% (15)	1838
Has account: Instagram	51% (459)	26% (235)	11% (101)	7% (62)	4% (38)	1% (7)	903
Has account: Snapchat	52% (334)	24% (154)	12% (75)	8% (53)	4% (24)	1% (7)	648
Has account: Twitter	47% (472)	27% (264)	12% (115)	7% (72)	6% (64)	1% (7)	993
Watches The O'Reilly Factor	46% (274)	29% (169)	11% (65)	6% (37)	7% (39)	1% (7)	591

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



**Table BRD1\_2:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

*Samsung*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (910)	34% (752)	9% (206)	5% (108)	9% (198)	1% (29)	2202
Gender: Male	42% (441)	33% (349)	10% (110)	5% (55)	8% (88)	2% (17)	1060
Gender: Female	41% (469)	35% (402)	8% (97)	5% (53)	10% (110)	1% (12)	1142
Age: 18-29	46% (210)	33% (152)	8% (37)	5% (24)	6% (26)	2% (10)	459
Age: 30-44	45% (261)	31% (181)	9% (54)	5% (30)	7% (40)	2% (10)	577
Age: 45-54	44% (138)	30% (94)	11% (33)	4% (11)	10% (33)	1% (5)	313
Age: 55-64	36% (163)	38% (173)	10% (46)	6% (25)	10% (46)	— (2)	456
Age: 65+	35% (138)	38% (152)	9% (37)	4% (17)	13% (52)	— (2)	398
PID: Dem (no lean)	42% (344)	34% (279)	10% (80)	5% (41)	8% (63)	1% (8)	815
PID: Ind (no lean)	37% (246)	34% (227)	9% (63)	5% (33)	12% (81)	2% (15)	665
PID: Rep (no lean)	44% (320)	34% (246)	9% (64)	5% (34)	7% (53)	1% (6)	722
PID/Gender: Dem Men	44% (171)	32% (123)	12% (46)	6% (23)	5% (20)	1% (3)	386
PID/Gender: Dem Women	40% (173)	36% (156)	8% (34)	4% (19)	10% (43)	1% (5)	429
PID/Gender: Ind Men	35% (108)	34% (106)	9% (28)	5% (14)	13% (40)	3% (11)	308
PID/Gender: Ind Women	39% (138)	34% (121)	10% (34)	5% (18)	11% (41)	1% (4)	358
PID/Gender: Rep Men	44% (162)	33% (121)	10% (35)	5% (18)	8% (28)	1% (4)	367
PID/Gender: Rep Women	44% (158)	35% (125)	8% (29)	4% (16)	7% (25)	1% (2)	355
Tea Party: Supporter	42% (318)	33% (248)	12% (87)	6% (45)	6% (48)	1% (6)	753
Tea Party: Not Supporter	41% (588)	35% (500)	8% (117)	4% (63)	10% (149)	2% (22)	1439
Ideo: Liberal (1-3)	40% (328)	35% (288)	10% (85)	6% (48)	8% (66)	1% (11)	826
Ideo: Moderate (4)	39% (181)	37% (171)	10% (46)	4% (20)	10% (47)	— (2)	468
Ideo: Conservative (5-7)	42% (280)	35% (235)	10% (65)	5% (31)	8% (55)	— (3)	669
Educ: < College	43% (682)	31% (493)	9% (142)	5% (79)	9% (146)	2% (25)	1567
Educ: Bachelors degree	39% (160)	39% (160)	9% (37)	5% (20)	9% (36)	1% (3)	416
Educ: Post-grad	31% (68)	45% (98)	13% (28)	4% (9)	7% (15)	— (1)	219
Income: Under 50k	43% (604)	32% (445)	8% (117)	5% (68)	10% (144)	2% (25)	1403
Income: 50k-100k	38% (229)	38% (227)	12% (70)	5% (27)	7% (42)	— (2)	597
Income: 100k+	38% (77)	39% (80)	10% (20)	6% (12)	5% (11)	1% (2)	202

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**Table BRD1\_2:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

*Samsung*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (910)	34% (752)	9% (206)	5% (108)	9% (198)	1% (29)	2202
Ethnicity: White	40% (699)	35% (619)	10% (170)	5% (84)	9% (161)	1% (19)	1751
Ethnicity: Hispanic	38% (124)	28% (91)	15% (48)	10% (32)	8% (27)	2% (8)	330
Ethnicity: Afr. Am.	55% (147)	28% (76)	4% (11)	3% (7)	8% (22)	2% (5)	269
Ethnicity: Other	35% (64)	31% (57)	14% (26)	9% (16)	8% (15)	3% (5)	182
Relig: Protestant	41% (241)	33% (191)	10% (60)	5% (29)	10% (58)	— (3)	581
Relig: Roman Catholic	39% (182)	37% (174)	10% (48)	5% (23)	8% (36)	1% (3)	466
Relig: Ath./Agn./None	36% (205)	39% (218)	7% (39)	4% (21)	12% (65)	3% (17)	565
Relig: Something Else	42% (154)	30% (108)	13% (47)	8% (28)	6% (22)	1% (5)	364
Relig: Evangelical	47% (316)	31% (210)	8% (56)	5% (33)	7% (47)	1% (5)	666
Relig: Non-Evang. Catholics	39% (234)	36% (216)	11% (64)	4% (25)	11% (64)	— (2)	605
Relig: All Christian	43% (550)	33% (425)	9% (119)	5% (59)	9% (111)	1% (7)	1271
Relig: All Non-Christian	39% (358)	35% (326)	9% (86)	5% (49)	9% (87)	2% (22)	928
Community: Urban	43% (263)	34% (209)	8% (48)	5% (33)	8% (47)	1% (6)	605
Community: Suburban	37% (359)	35% (336)	12% (110)	5% (46)	10% (91)	2% (15)	957
Community: Rural	45% (288)	32% (207)	8% (48)	5% (29)	9% (59)	1% (7)	639
Employ: Private Sector	43% (281)	36% (240)	8% (54)	5% (32)	8% (50)	1% (4)	660
Employ: Government	30% (65)	38% (82)	21% (45)	8% (17)	4% (8)	1% (2)	218
Employ: Self-Employed	46% (94)	26% (54)	10% (21)	6% (13)	9% (19)	2% (5)	205
Employ: Homemaker	43% (75)	32% (56)	6% (10)	7% (12)	11% (20)	1% (2)	176
Employ: Student	41% (44)	33% (36)	17% (18)	4% (5)	3% (3)	2% (2)	108
Employ: Retired	35% (166)	40% (189)	8% (39)	4% (20)	12% (58)	— (1)	474
Employ: Unemployed	51% (107)	24% (49)	6% (12)	2% (5)	15% (31)	2% (4)	209
Employ: Other	52% (78)	30% (45)	5% (7)	2% (3)	6% (9)	6% (9)	151
Job Type: White-collar	38% (338)	36% (319)	11% (99)	6% (55)	7% (64)	1% (9)	883
Job Type: Blue-collar	43% (379)	33% (288)	9% (78)	5% (43)	10% (88)	1% (7)	883
Job Type: Don't Know	44% (194)	33% (145)	7% (30)	2% (10)	11% (46)	3% (12)	437
Military HH: Yes	39% (178)	34% (156)	12% (54)	6% (26)	9% (43)	1% (4)	462
Military HH: No	42% (732)	34% (596)	9% (152)	5% (82)	9% (154)	1% (25)	1740

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**Table BRD1\_2:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

*Samsung*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (910)	34% (752)	9% (206)	5% (108)	9% (198)	1% (29)	2202
2016 Vote: Democrat Hillary Clinton	39% (271)	36% (245)	8% (56)	5% (32)	11% (73)	1% (9)	688
2016 Vote: Republican Donald Trump	43% (345)	35% (283)	11% (85)	5% (38)	6% (52)	1% (5)	809
2016 Vote: Someone else	39% (71)	36% (66)	10% (18)	3% (5)	12% (22)	— (0)	183
2012 Vote: Barack Obama	41% (330)	36% (284)	9% (71)	4% (30)	10% (77)	1% (4)	796
2012 Vote: Mitt Romney	37% (201)	40% (217)	9% (50)	5% (25)	9% (49)	1% (3)	545
2012 Vote: Other	42% (43)	28% (28)	7% (7)	5% (5)	17% (17)	2% (2)	103
2012 Vote: Didn't Vote	44% (336)	29% (222)	10% (78)	6% (47)	7% (54)	3% (20)	756
4-Region: Northeast	39% (155)	37% (149)	10% (39)	5% (18)	9% (37)	1% (4)	402
4-Region: Midwest	38% (181)	33% (156)	12% (55)	6% (28)	10% (49)	1% (4)	474
4-Region: South	46% (374)	31% (250)	9% (69)	5% (41)	8% (65)	2% (16)	815
4-Region: West	39% (200)	39% (197)	8% (43)	4% (20)	9% (46)	1% (4)	511
Has account: Facebook	44% (814)	34% (624)	9% (165)	4% (80)	8% (140)	1% (15)	1838
Has account: Instagram	48% (432)	34% (304)	8% (76)	4% (36)	5% (48)	1% (6)	903
Has account: Snapchat	49% (316)	30% (196)	9% (60)	5% (31)	6% (37)	1% (8)	648
Has account: Twitter	46% (459)	35% (351)	8% (81)	4% (41)	6% (56)	1% (5)	993
Watches The O'Reilly Factor	44% (260)	34% (201)	8% (50)	7% (41)	6% (36)	1% (3)	591

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

**Table BRD1\_3:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Google

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (913)	34% (750)	7% (156)	4% (86)	11% (253)	2% (43)	2202
Gender: Male	39% (413)	33% (355)	10% (105)	5% (55)	10% (107)	2% (25)	1060
Gender: Female	44% (500)	35% (395)	4% (51)	3% (31)	13% (146)	2% (18)	1142
Age: 18-29	56% (255)	27% (124)	6% (27)	4% (19)	6% (26)	1% (6)	459
Age: 30-44	44% (253)	34% (194)	9% (50)	5% (29)	6% (36)	3% (15)	577
Age: 45-54	39% (122)	36% (112)	7% (22)	1% (4)	16% (49)	1% (4)	313
Age: 55-64	36% (164)	35% (161)	7% (31)	4% (20)	15% (70)	2% (9)	456
Age: 65+	30% (118)	40% (159)	7% (27)	3% (13)	18% (72)	2% (9)	398
PID: Dem (no lean)	46% (377)	32% (260)	7% (55)	4% (36)	9% (76)	1% (11)	815
PID: Ind (no lean)	40% (266)	33% (217)	6% (42)	3% (21)	15% (98)	3% (21)	665
PID: Rep (no lean)	37% (270)	38% (273)	8% (59)	4% (29)	11% (79)	2% (12)	722
PID/Gender: Dem Men	44% (170)	31% (119)	12% (44)	6% (25)	6% (24)	1% (3)	386
PID/Gender: Dem Women	48% (207)	33% (141)	2% (10)	3% (11)	12% (52)	2% (7)	429
PID/Gender: Ind Men	37% (114)	32% (100)	8% (24)	3% (10)	15% (46)	5% (15)	308
PID/Gender: Ind Women	42% (152)	33% (117)	5% (18)	3% (12)	15% (53)	2% (6)	358
PID/Gender: Rep Men	35% (128)	37% (136)	10% (37)	6% (20)	10% (38)	2% (7)	367
PID/Gender: Rep Women	40% (142)	38% (137)	6% (23)	2% (8)	12% (41)	1% (5)	355
Tea Party: Supporter	40% (304)	32% (241)	11% (83)	7% (51)	8% (61)	2% (13)	753
Tea Party: Not Supporter	42% (606)	35% (504)	5% (72)	2% (35)	13% (192)	2% (30)	1439
Ideo: Liberal (1-3)	40% (332)	35% (286)	9% (72)	5% (44)	9% (78)	2% (15)	826
Ideo: Moderate (4)	42% (197)	35% (165)	5% (25)	3% (15)	12% (55)	2% (9)	468
Ideo: Conservative (5-7)	39% (260)	36% (244)	7% (48)	4% (24)	13% (88)	1% (6)	669
Educ: < College	43% (670)	32% (496)	7% (111)	4% (69)	12% (186)	2% (36)	1567
Educ: Bachelors degree	40% (165)	40% (166)	7% (30)	2% (9)	10% (41)	1% (5)	416
Educ: Post-grad	36% (79)	40% (88)	7% (15)	4% (8)	12% (26)	1% (3)	219
Income: Under 50k	43% (599)	30% (422)	8% (111)	5% (66)	12% (172)	2% (33)	1403
Income: 50k-100k	38% (229)	41% (246)	6% (34)	3% (17)	11% (63)	1% (8)	597
Income: 100k+	42% (85)	41% (82)	6% (11)	1% (3)	9% (18)	1% (3)	202

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**Table BRD1\_3:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.  
Google

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (913)	34% (750)	7% (156)	4% (86)	11% (253)	2% (43)	2202
Ethnicity: White	39% (688)	36% (629)	7% (121)	3% (61)	13% (219)	2% (34)	1751
Ethnicity: Hispanic	32% (106)	30% (100)	17% (56)	10% (34)	6% (21)	4% (12)	330
Ethnicity: Afr. Am.	58% (157)	23% (61)	4% (11)	4% (10)	10% (26)	1% (4)	269
Ethnicity: Other	38% (69)	33% (60)	13% (24)	8% (15)	5% (9)	3% (6)	182
Relig: Protestant	39% (226)	38% (223)	5% (28)	3% (17)	13% (78)	2% (10)	581
Relig: Roman Catholic	38% (176)	36% (168)	10% (47)	4% (16)	12% (56)	— (2)	466
Relig: Ath./Agn./None	42% (240)	33% (185)	4% (25)	4% (22)	13% (75)	3% (18)	565
Relig: Something Else	40% (145)	29% (106)	12% (43)	8% (30)	8% (30)	3% (10)	364
Relig: Evangelical	46% (307)	34% (225)	6% (42)	3% (21)	9% (59)	2% (12)	666
Relig: Non-Evang. Catholics	37% (221)	39% (233)	8% (46)	2% (13)	15% (89)	— (2)	605
Relig: All Christian	42% (527)	36% (458)	7% (88)	3% (34)	12% (148)	1% (15)	1271
Relig: All Non-Christian	41% (385)	31% (291)	7% (68)	6% (52)	11% (105)	3% (28)	928
Community: Urban	45% (275)	31% (187)	8% (47)	4% (25)	10% (62)	1% (9)	605
Community: Suburban	38% (364)	37% (355)	7% (71)	3% (32)	12% (114)	2% (21)	957
Community: Rural	43% (275)	33% (208)	6% (37)	4% (29)	12% (78)	2% (13)	639
Employ: Private Sector	45% (298)	34% (222)	7% (46)	4% (24)	9% (60)	2% (11)	660
Employ: Government	35% (77)	40% (87)	12% (26)	7% (16)	5% (11)	1% (2)	218
Employ: Self-Employed	35% (73)	35% (71)	9% (19)	8% (16)	11% (22)	2% (4)	205
Employ: Homemaker	48% (85)	30% (52)	8% (14)	4% (7)	9% (15)	2% (3)	176
Employ: Student	51% (55)	34% (36)	8% (8)	4% (4)	2% (2)	1% (2)	108
Employ: Retired	30% (141)	40% (189)	6% (28)	3% (13)	20% (95)	2% (8)	474
Employ: Unemployed	48% (101)	26% (54)	4% (8)	2% (5)	18% (37)	1% (3)	209
Employ: Other	55% (83)	25% (38)	4% (6)	1% (2)	7% (11)	7% (11)	151
Job Type: White-collar	36% (318)	37% (325)	10% (86)	5% (47)	10% (87)	2% (18)	883
Job Type: Blue-collar	41% (361)	35% (310)	6% (49)	4% (32)	13% (116)	2% (15)	883
Job Type: Don't Know	54% (235)	26% (114)	5% (21)	2% (7)	11% (50)	2% (10)	437
Military HH: Yes	35% (160)	36% (165)	9% (40)	5% (25)	12% (53)	4% (17)	462
Military HH: No	43% (753)	34% (584)	7% (116)	4% (61)	11% (200)	1% (26)	1740

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**Table BRD1\_3:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Google

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	41% (913)	34% (750)	7% (156)	4% (86)	11% (253)	2% (43)	2202
2016 Vote: Democrat Hillary Clinton	45% (309)	32% (222)	5% (32)	3% (22)	12% (85)	2% (17)	688
2016 Vote: Republican Donald Trump	36% (290)	40% (324)	9% (75)	4% (33)	9% (76)	1% (11)	809
2016 Vote: Someone else	38% (71)	35% (63)	8% (14)	1% (2)	18% (32)	— (0)	183
2012 Vote: Barack Obama	44% (353)	35% (275)	5% (43)	2% (18)	12% (97)	1% (11)	796
2012 Vote: Mitt Romney	33% (182)	41% (224)	7% (39)	3% (17)	13% (73)	2% (11)	545
2012 Vote: Other	40% (41)	31% (32)	6% (6)	4% (4)	14% (15)	4% (5)	103
2012 Vote: Didn't Vote	45% (338)	29% (217)	9% (68)	6% (48)	9% (69)	2% (18)	756
4-Region: Northeast	40% (163)	37% (147)	9% (34)	2% (8)	11% (45)	1% (4)	402
4-Region: Midwest	36% (170)	33% (156)	10% (46)	6% (28)	14% (65)	2% (8)	474
4-Region: South	46% (377)	31% (254)	5% (39)	4% (32)	11% (93)	3% (21)	815
4-Region: West	40% (204)	38% (192)	7% (37)	3% (18)	10% (50)	2% (11)	511
Has account: Facebook	44% (818)	34% (624)	7% (123)	3% (56)	10% (191)	1% (27)	1838
Has account: Instagram	52% (472)	31% (281)	5% (49)	4% (37)	6% (57)	1% (6)	903
Has account: Snapchat	53% (345)	28% (184)	7% (47)	4% (23)	6% (41)	1% (8)	648
Has account: Twitter	46% (459)	34% (343)	7% (67)	3% (32)	8% (82)	1% (11)	993
Watches The O'Reilly Factor	42% (246)	33% (198)	8% (44)	5% (31)	10% (60)	2% (12)	591

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

**Table BRD1\_4:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Microsoft

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	32% (699)	39% (864)	10% (215)	5% (102)	13% (283)	2% (38)	2202
Gender: Male	33% (352)	36% (385)	12% (131)	6% (60)	10% (111)	2% (21)	1060
Gender: Female	30% (347)	42% (479)	7% (85)	4% (42)	15% (172)	1% (17)	1142
Age: 18-29	35% (159)	37% (171)	10% (47)	7% (34)	8% (36)	3% (12)	459
Age: 30-44	34% (197)	35% (203)	14% (78)	5% (28)	11% (61)	2% (10)	577
Age: 45-54	27% (85)	43% (136)	9% (28)	3% (10)	16% (49)	2% (5)	313
Age: 55-64	34% (154)	39% (179)	8% (37)	5% (21)	13% (61)	1% (3)	456
Age: 65+	26% (104)	44% (176)	6% (25)	3% (10)	19% (77)	2% (7)	398
PID: Dem (no lean)	34% (278)	40% (324)	11% (86)	4% (31)	10% (85)	1% (11)	815
PID: Ind (no lean)	27% (183)	37% (244)	10% (69)	6% (40)	17% (112)	3% (17)	665
PID: Rep (no lean)	33% (238)	41% (296)	8% (61)	4% (31)	12% (87)	1% (10)	722
PID/Gender: Dem Men	35% (137)	38% (145)	15% (57)	4% (17)	7% (26)	1% (3)	386
PID/Gender: Dem Women	33% (142)	42% (179)	7% (28)	3% (14)	14% (58)	2% (7)	429
PID/Gender: Ind Men	28% (86)	34% (104)	12% (36)	8% (24)	15% (45)	4% (12)	308
PID/Gender: Ind Women	27% (97)	39% (140)	9% (33)	5% (17)	19% (66)	1% (5)	358
PID/Gender: Rep Men	35% (130)	37% (136)	10% (37)	5% (20)	11% (39)	2% (6)	367
PID/Gender: Rep Women	31% (108)	45% (160)	7% (24)	3% (11)	13% (48)	1% (5)	355
Tea Party: Supporter	32% (240)	40% (298)	12% (93)	7% (49)	9% (67)	1% (5)	753
Tea Party: Not Supporter	32% (455)	39% (565)	8% (121)	4% (53)	15% (212)	2% (33)	1439
Ideo: Liberal (1-3)	30% (250)	40% (329)	12% (103)	6% (48)	10% (83)	2% (13)	826
Ideo: Moderate (4)	32% (148)	41% (191)	9% (40)	4% (21)	13% (63)	1% (5)	468
Ideo: Conservative (5-7)	32% (211)	42% (282)	8% (55)	4% (24)	14% (91)	1% (5)	669
Educ: < College	32% (508)	38% (589)	10% (153)	5% (81)	13% (203)	2% (33)	1567
Educ: Bachelors degree	31% (130)	43% (180)	10% (40)	3% (14)	12% (50)	1% (3)	416
Educ: Post-grad	28% (61)	43% (95)	10% (23)	3% (7)	14% (30)	1% (3)	219
Income: Under 50k	32% (448)	37% (518)	10% (142)	5% (72)	14% (193)	2% (29)	1403
Income: 50k-100k	30% (180)	44% (260)	10% (57)	4% (25)	11% (68)	1% (7)	597
Income: 100k+	35% (70)	43% (86)	8% (16)	3% (5)	11% (22)	1% (2)	202

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**Table BRD1\_4:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Microsoft

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	32% (699)	39% (864)	10% (215)	5% (102)	13% (283)	2% (38)	2202
Ethnicity: White	31% (542)	40% (704)	10% (169)	4% (74)	14% (239)	1% (24)	1751
Ethnicity: Hispanic	26% (87)	35% (117)	20% (65)	9% (31)	7% (23)	2% (6)	330
Ethnicity: Afr. Am.	39% (105)	35% (95)	7% (19)	4% (11)	11% (29)	4% (10)	269
Ethnicity: Other	29% (52)	36% (65)	15% (27)	10% (17)	8% (15)	2% (4)	182
Relig: Protestant	33% (193)	42% (242)	7% (39)	4% (21)	15% (85)	— (2)	581
Relig: Roman Catholic	31% (144)	39% (180)	13% (60)	5% (23)	12% (55)	1% (4)	466
Relig: Ath./Agn./None	27% (154)	40% (225)	9% (53)	5% (26)	15% (85)	4% (22)	565
Relig: Something Else	30% (109)	36% (132)	14% (50)	8% (29)	10% (36)	2% (8)	364
Relig: Evangelical	38% (250)	39% (261)	8% (55)	4% (28)	10% (67)	1% (4)	666
Relig: Non-Evang. Catholics	31% (185)	40% (245)	9% (57)	3% (20)	16% (94)	1% (4)	605
Relig: All Christian	34% (435)	40% (506)	9% (113)	4% (48)	13% (161)	1% (8)	1271
Relig: All Non-Christian	28% (263)	39% (358)	11% (103)	6% (54)	13% (121)	3% (30)	928
Community: Urban	35% (211)	37% (221)	10% (62)	6% (36)	11% (68)	1% (8)	605
Community: Suburban	28% (268)	42% (404)	11% (101)	3% (29)	14% (137)	2% (18)	957
Community: Rural	34% (220)	37% (239)	8% (52)	6% (37)	12% (78)	2% (13)	639
Employ: Private Sector	35% (229)	39% (256)	9% (59)	6% (38)	11% (74)	1% (4)	660
Employ: Government	28% (61)	42% (91)	21% (45)	5% (11)	4% (9)	— (1)	218
Employ: Self-Employed	26% (53)	43% (87)	13% (26)	7% (14)	8% (16)	4% (9)	205
Employ: Homemaker	30% (52)	41% (73)	11% (20)	4% (8)	12% (20)	2% (3)	176
Employ: Student	35% (37)	36% (38)	14% (15)	4% (4)	9% (10)	2% (2)	108
Employ: Retired	28% (133)	42% (200)	5% (25)	3% (13)	20% (96)	1% (7)	474
Employ: Unemployed	37% (78)	33% (69)	6% (12)	5% (10)	17% (36)	2% (4)	209
Employ: Other	37% (56)	32% (49)	9% (13)	3% (4)	13% (20)	6% (9)	151
Job Type: White-collar	30% (261)	40% (357)	13% (112)	6% (50)	11% (94)	1% (10)	883
Job Type: Blue-collar	33% (293)	40% (350)	8% (69)	4% (35)	14% (122)	2% (14)	883
Job Type: Don't Know	33% (146)	36% (158)	8% (34)	4% (18)	15% (68)	3% (14)	437
Military HH: Yes	33% (153)	38% (177)	9% (43)	6% (27)	12% (55)	1% (7)	462
Military HH: No	31% (546)	39% (687)	10% (172)	4% (75)	13% (228)	2% (32)	1740

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**Table BRD1\_4:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.  
 Microsoft

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	32% (699)	39% (864)	10% (215)	5% (102)	13% (283)	2% (38)	2202
2016 Vote: Democrat Hillary Clinton	31% (216)	40% (275)	8% (58)	5% (35)	13% (87)	2% (17)	688
2016 Vote: Republican Donald Trump	34% (276)	40% (325)	9% (75)	5% (37)	11% (92)	1% (5)	809
2016 Vote: Someone else	26% (47)	40% (73)	14% (26)	3% (5)	17% (31)	— (0)	183
2012 Vote: Barack Obama	32% (256)	41% (324)	8% (67)	4% (28)	14% (110)	1% (10)	796
2012 Vote: Mitt Romney	32% (172)	41% (222)	7% (38)	4% (23)	16% (87)	1% (4)	545
2012 Vote: Other	33% (33)	29% (29)	14% (15)	8% (8)	15% (15)	2% (2)	103
2012 Vote: Didn't Vote	31% (234)	38% (289)	13% (96)	6% (43)	9% (72)	3% (22)	756
4-Region: Northeast	31% (126)	41% (166)	9% (37)	4% (17)	13% (52)	1% (5)	402
4-Region: Midwest	30% (142)	38% (179)	11% (52)	6% (28)	14% (66)	1% (7)	474
4-Region: South	33% (273)	38% (312)	9% (76)	4% (33)	12% (99)	3% (22)	815
4-Region: West	31% (158)	40% (207)	10% (51)	5% (24)	13% (66)	1% (5)	511
Has account: Facebook	34% (629)	39% (721)	9% (174)	4% (72)	12% (217)	1% (25)	1838
Has account: Instagram	38% (343)	37% (335)	11% (103)	4% (40)	8% (72)	1% (10)	903
Has account: Snapchat	39% (251)	34% (219)	12% (76)	5% (31)	9% (58)	2% (11)	648
Has account: Twitter	38% (374)	38% (378)	10% (102)	4% (37)	9% (88)	1% (13)	993
Watches The O'Reilly Factor	38% (227)	37% (219)	10% (56)	5% (28)	9% (55)	1% (6)	591

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

**Table BRD1\_5:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

HTC

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	18% (395)	26% (583)	10% (225)	4% (96)	24% (528)	17% (375)	2202
Gender: Male	22% (232)	28% (297)	14% (146)	5% (52)	19% (204)	12% (130)	1060
Gender: Female	14% (163)	25% (286)	7% (79)	4% (44)	28% (325)	21% (245)	1142
Age: 18-29	23% (103)	29% (134)	16% (72)	7% (34)	20% (93)	5% (21)	459
Age: 30-44	27% (155)	28% (162)	12% (72)	6% (36)	19% (110)	7% (43)	577
Age: 45-54	15% (48)	28% (88)	8% (26)	2% (8)	30% (92)	16% (51)	313
Age: 55-64	15% (66)	25% (116)	8% (38)	3% (12)	25% (113)	24% (110)	456
Age: 65+	6% (22)	21% (83)	4% (18)	1% (6)	30% (120)	38% (150)	398
PID: Dem (no lean)	22% (177)	27% (220)	12% (97)	4% (31)	19% (159)	16% (131)	815
PID: Ind (no lean)	15% (100)	26% (170)	8% (56)	5% (32)	29% (194)	17% (114)	665
PID: Rep (no lean)	16% (118)	27% (193)	10% (72)	5% (33)	24% (176)	18% (130)	722
PID/Gender: Dem Men	27% (103)	29% (111)	16% (63)	5% (19)	14% (55)	9% (34)	386
PID/Gender: Dem Women	17% (74)	25% (109)	8% (34)	3% (12)	24% (104)	23% (97)	429
PID/Gender: Ind Men	18% (55)	23% (71)	11% (33)	5% (15)	26% (81)	17% (53)	308
PID/Gender: Ind Women	13% (45)	28% (99)	7% (23)	5% (17)	32% (113)	17% (60)	358
PID/Gender: Rep Men	20% (75)	31% (114)	14% (50)	5% (18)	19% (68)	12% (42)	367
PID/Gender: Rep Women	12% (44)	22% (79)	6% (22)	4% (15)	30% (108)	25% (87)	355
Tea Party: Supporter	23% (175)	28% (209)	13% (100)	7% (51)	17% (130)	12% (89)	753
Tea Party: Not Supporter	15% (218)	26% (373)	9% (124)	3% (44)	27% (393)	20% (286)	1439
Ideo: Liberal (1-3)	22% (178)	30% (250)	12% (102)	5% (44)	17% (144)	13% (107)	826
Ideo: Moderate (4)	18% (82)	25% (117)	10% (49)	4% (18)	27% (127)	16% (74)	468
Ideo: Conservative (5-7)	12% (82)	26% (176)	8% (55)	3% (21)	29% (192)	21% (143)	669
Educ: < College	19% (291)	25% (393)	11% (171)	5% (82)	24% (376)	16% (253)	1567
Educ: Bachelors degree	17% (71)	32% (134)	9% (37)	2% (9)	24% (98)	16% (67)	416
Educ: Post-grad	15% (33)	26% (56)	8% (17)	2% (4)	25% (54)	25% (55)	219
Income: Under 50k	19% (269)	25% (347)	11% (154)	5% (67)	23% (329)	17% (239)	1403
Income: 50k-100k	16% (95)	30% (181)	9% (51)	4% (22)	25% (149)	16% (98)	597
Income: 100k+	15% (31)	27% (55)	10% (21)	3% (7)	25% (50)	19% (38)	202

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**Table BRD1\_5:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.  
*HTC*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	18% (395)	26% (583)	10% (225)	4% (96)	24% (528)	17% (375)	2202
Ethnicity: White	15% (259)	27% (475)	9% (154)	4% (68)	26% (461)	19% (334)	1751
Ethnicity: Hispanic	23% (74)	34% (112)	19% (63)	9% (31)	11% (36)	4% (14)	330
Ethnicity: Afr. Am.	37% (99)	20% (54)	14% (37)	4% (10)	17% (46)	8% (23)	269
Ethnicity: Other	21% (38)	30% (54)	19% (34)	10% (17)	12% (21)	10% (18)	182
Relig: Protestant	15% (86)	27% (156)	7% (41)	3% (15)	27% (155)	22% (128)	581
Relig: Roman Catholic	20% (91)	28% (132)	10% (49)	4% (19)	22% (102)	16% (73)	466
Relig: Ath./Agn./None	17% (94)	24% (136)	10% (54)	5% (29)	27% (151)	18% (100)	565
Relig: Something Else	16% (58)	32% (115)	16% (60)	7% (26)	19% (69)	10% (35)	364
Relig: Evangelical	26% (173)	24% (157)	9% (62)	3% (22)	21% (140)	17% (112)	666
Relig: Non-Evang. Catholics	11% (69)	29% (174)	8% (49)	3% (18)	28% (167)	21% (127)	605
Relig: All Christian	19% (242)	26% (331)	9% (111)	3% (41)	24% (307)	19% (239)	1271
Relig: All Non-Christian	16% (152)	27% (251)	12% (114)	6% (55)	24% (221)	15% (135)	928
Community: Urban	25% (153)	27% (161)	10% (63)	4% (24)	21% (127)	13% (78)	605
Community: Suburban	14% (133)	27% (260)	11% (108)	4% (37)	24% (233)	20% (187)	957
Community: Rural	17% (109)	25% (162)	8% (54)	5% (35)	26% (169)	17% (111)	639
Employ: Private Sector	20% (132)	32% (209)	9% (61)	4% (30)	23% (150)	12% (80)	660
Employ: Government	19% (42)	31% (67)	19% (42)	5% (10)	17% (37)	9% (20)	218
Employ: Self-Employed	24% (49)	23% (48)	13% (28)	7% (14)	19% (39)	13% (28)	205
Employ: Homemaker	17% (30)	27% (48)	13% (22)	7% (12)	23% (41)	13% (24)	176
Employ: Student	26% (28)	27% (29)	14% (15)	11% (12)	14% (15)	8% (9)	108
Employ: Retired	8% (39)	22% (103)	5% (23)	2% (11)	29% (139)	34% (159)	474
Employ: Unemployed	18% (37)	19% (39)	12% (25)	2% (5)	36% (75)	13% (28)	209
Employ: Other	25% (38)	28% (42)	6% (9)	1% (2)	22% (33)	19% (28)	151
Job Type: White-collar	19% (169)	31% (270)	12% (105)	5% (42)	18% (162)	15% (135)	883
Job Type: Blue-collar	15% (130)	26% (228)	8% (75)	4% (37)	28% (246)	19% (167)	883
Job Type: Don't Know	22% (96)	20% (86)	10% (46)	4% (16)	28% (120)	17% (72)	437
Military HH: Yes	19% (88)	28% (128)	10% (44)	5% (25)	21% (98)	17% (79)	462
Military HH: No	18% (307)	26% (455)	10% (181)	4% (71)	25% (430)	17% (296)	1740

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**Table BRD1\_5:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

HTC

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	18% (395)	26% (583)	10% (225)	4% (96)	24% (528)	17% (375)	2202
2016 Vote: Democrat Hillary Clinton	20% (139)	27% (186)	9% (62)	4% (27)	21% (147)	18% (127)	688
2016 Vote: Republican Donald Trump	16% (132)	27% (218)	9% (74)	4% (30)	24% (192)	20% (163)	809
2016 Vote: Someone else	13% (24)	30% (54)	6% (12)	5% (9)	30% (54)	16% (30)	183
2012 Vote: Barack Obama	18% (146)	27% (212)	10% (80)	3% (20)	24% (190)	19% (149)	796
2012 Vote: Mitt Romney	12% (66)	25% (138)	6% (32)	3% (15)	31% (169)	23% (125)	545
2012 Vote: Other	16% (16)	18% (18)	7% (8)	9% (9)	25% (25)	25% (26)	103
2012 Vote: Didn't Vote	22% (166)	28% (214)	14% (106)	7% (51)	19% (143)	10% (76)	756
4-Region: Northeast	18% (71)	29% (115)	8% (34)	4% (16)	23% (92)	19% (74)	402
4-Region: Midwest	15% (70)	29% (137)	13% (60)	5% (24)	24% (115)	14% (68)	474
4-Region: South	19% (158)	25% (204)	10% (85)	5% (40)	24% (196)	16% (132)	815
4-Region: West	19% (96)	25% (127)	9% (46)	3% (16)	24% (125)	20% (101)	511
Has account: Facebook	19% (349)	28% (509)	10% (176)	4% (71)	24% (440)	16% (294)	1838
Has account: Instagram	25% (222)	32% (286)	11% (102)	6% (51)	19% (173)	8% (69)	903
Has account: Snapchat	28% (182)	28% (180)	14% (90)	7% (42)	19% (122)	5% (32)	648
Has account: Twitter	23% (230)	31% (310)	10% (103)	5% (46)	21% (205)	10% (100)	993
Watches The O'Reilly Factor	22% (133)	28% (167)	11% (65)	5% (28)	19% (110)	15% (89)	591

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

**Table BRD1\_6:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

LG

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	35% (764)	38% (834)	9% (194)	3% (75)	12% (269)	3% (66)	2202
Gender: Male	33% (350)	37% (395)	12% (123)	5% (53)	10% (106)	3% (33)	1060
Gender: Female	36% (414)	38% (439)	6% (71)	2% (21)	14% (163)	3% (33)	1142
Age: 18-29	34% (155)	37% (170)	13% (61)	4% (19)	8% (38)	3% (15)	459
Age: 30-44	35% (202)	36% (210)	12% (67)	6% (32)	10% (55)	2% (12)	577
Age: 45-54	40% (124)	38% (118)	5% (16)	2% (6)	14% (42)	2% (5)	313
Age: 55-64	34% (157)	40% (183)	6% (26)	2% (11)	14% (63)	3% (15)	456
Age: 65+	32% (127)	38% (152)	6% (24)	1% (6)	18% (70)	5% (20)	398
PID: Dem (no lean)	36% (290)	39% (318)	9% (69)	4% (33)	11% (86)	2% (19)	815
PID: Ind (no lean)	32% (211)	37% (249)	9% (59)	3% (22)	15% (97)	4% (27)	665
PID: Rep (no lean)	37% (264)	37% (267)	9% (65)	3% (19)	12% (86)	3% (20)	722
PID/Gender: Dem Men	34% (131)	38% (147)	12% (48)	7% (28)	7% (26)	1% (5)	386
PID/Gender: Dem Women	37% (158)	40% (171)	5% (21)	1% (5)	14% (60)	3% (14)	429
PID/Gender: Ind Men	28% (86)	38% (116)	10% (31)	5% (14)	15% (45)	5% (15)	308
PID/Gender: Ind Women	35% (124)	37% (132)	8% (29)	2% (8)	15% (52)	3% (12)	358
PID/Gender: Rep Men	36% (132)	36% (131)	12% (44)	3% (11)	10% (35)	4% (13)	367
PID/Gender: Rep Women	37% (132)	38% (136)	6% (21)	2% (8)	14% (51)	2% (7)	355
Tea Party: Supporter	36% (267)	37% (278)	12% (94)	6% (42)	7% (56)	2% (15)	753
Tea Party: Not Supporter	34% (495)	38% (553)	7% (97)	2% (33)	15% (210)	4% (51)	1439
Ideo: Liberal (1-3)	34% (277)	39% (323)	11% (91)	4% (36)	9% (76)	3% (22)	826
Ideo: Moderate (4)	32% (148)	42% (196)	7% (33)	3% (16)	14% (67)	2% (8)	468
Ideo: Conservative (5-7)	37% (250)	38% (253)	7% (46)	2% (16)	13% (86)	3% (18)	669
Educ: < College	36% (565)	35% (556)	10% (153)	4% (65)	11% (179)	3% (50)	1567
Educ: Bachelors degree	33% (136)	43% (180)	6% (24)	2% (8)	15% (60)	2% (7)	416
Educ: Post-grad	29% (64)	45% (98)	7% (16)	1% (2)	14% (30)	4% (9)	219
Income: Under 50k	36% (508)	35% (485)	9% (129)	4% (53)	13% (181)	3% (47)	1403
Income: 50k-100k	33% (198)	41% (248)	8% (50)	3% (21)	11% (67)	2% (13)	597
Income: 100k+	29% (58)	50% (101)	7% (15)	— (1)	11% (21)	3% (6)	202

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**Table BRD1\_6:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

LG

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	35% (764)	38% (834)	9% (194)	3% (75)	12% (269)	3% (66)	2202
Ethnicity: White	34% (588)	39% (681)	8% (145)	3% (54)	13% (229)	3% (54)	1751
Ethnicity: Hispanic	25% (81)	35% (116)	20% (66)	11% (36)	6% (21)	3% (9)	330
Ethnicity: Afr. Am.	48% (128)	32% (86)	6% (15)	3% (8)	10% (26)	2% (6)	269
Ethnicity: Other	26% (48)	37% (67)	18% (33)	7% (13)	7% (14)	4% (7)	182
Relig: Protestant	38% (223)	36% (211)	7% (40)	2% (10)	14% (81)	3% (17)	581
Relig: Roman Catholic	31% (145)	40% (188)	10% (47)	5% (21)	11% (52)	3% (13)	466
Relig: Ath./Agn./None	31% (176)	38% (216)	8% (47)	3% (18)	14% (80)	5% (27)	565
Relig: Something Else	29% (107)	42% (151)	13% (46)	5% (19)	10% (35)	1% (5)	364
Relig: Evangelical	44% (291)	32% (215)	9% (57)	4% (24)	9% (60)	3% (19)	666
Relig: Non-Evang. Catholics	31% (190)	41% (250)	7% (43)	2% (13)	15% (93)	2% (15)	605
Relig: All Christian	38% (481)	37% (466)	8% (100)	3% (37)	12% (153)	3% (34)	1271
Relig: All Non-Christian	30% (283)	39% (367)	10% (94)	4% (38)	12% (115)	3% (32)	928
Community: Urban	39% (234)	35% (212)	8% (47)	3% (20)	12% (75)	3% (17)	605
Community: Suburban	31% (299)	40% (388)	9% (89)	3% (32)	12% (116)	3% (33)	957
Community: Rural	36% (231)	37% (235)	9% (57)	4% (22)	12% (78)	3% (16)	639
Employ: Private Sector	35% (228)	42% (280)	8% (55)	3% (23)	10% (64)	2% (11)	660
Employ: Government	25% (55)	42% (92)	15% (32)	7% (16)	8% (17)	3% (6)	218
Employ: Self-Employed	33% (68)	40% (81)	11% (23)	3% (6)	9% (19)	4% (8)	205
Employ: Homemaker	32% (57)	41% (72)	11% (19)	6% (10)	9% (16)	1% (2)	176
Employ: Student	40% (43)	30% (33)	16% (18)	3% (3)	7% (7)	4% (4)	108
Employ: Retired	35% (168)	35% (165)	4% (20)	2% (8)	19% (90)	5% (23)	474
Employ: Unemployed	36% (74)	34% (71)	8% (17)	3% (6)	18% (37)	1% (2)	209
Employ: Other	47% (71)	27% (40)	6% (9)	1% (2)	12% (17)	7% (11)	151
Job Type: White-collar	31% (274)	42% (367)	11% (93)	5% (41)	9% (81)	3% (27)	883
Job Type: Blue-collar	36% (320)	38% (335)	7% (63)	3% (24)	13% (118)	3% (22)	883
Job Type: Don't Know	39% (170)	30% (132)	9% (38)	2% (10)	16% (69)	4% (17)	437
Military HH: Yes	34% (155)	35% (162)	13% (58)	5% (23)	11% (49)	3% (15)	462
Military HH: No	35% (610)	39% (672)	8% (136)	3% (52)	13% (220)	3% (52)	1740

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**Table BRD1\_6:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.  
 LG

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	35% (764)	38% (834)	9% (194)	3% (75)	12% (269)	3% (66)	2202
2016 Vote: Democrat Hillary Clinton	33% (229)	39% (271)	7% (48)	4% (24)	13% (91)	4% (25)	688
2016 Vote: Republican Donald Trump	37% (296)	38% (311)	9% (71)	3% (24)	11% (89)	2% (19)	809
2016 Vote: Someone else	31% (57)	36% (65)	7% (13)	3% (5)	21% (39)	2% (4)	183
2012 Vote: Barack Obama	36% (288)	39% (312)	7% (55)	3% (20)	13% (100)	2% (19)	796
2012 Vote: Mitt Romney	33% (179)	40% (217)	7% (36)	2% (10)	16% (86)	3% (17)	545
2012 Vote: Other	38% (39)	34% (35)	5% (5)	7% (7)	9% (10)	6% (6)	103
2012 Vote: Didn't Vote	34% (255)	36% (270)	13% (97)	5% (37)	10% (73)	3% (24)	756
4-Region: Northeast	34% (135)	41% (163)	8% (30)	2% (9)	13% (54)	3% (11)	402
4-Region: Midwest	34% (159)	36% (169)	11% (51)	5% (24)	12% (55)	3% (16)	474
4-Region: South	36% (292)	38% (307)	8% (66)	4% (30)	12% (99)	3% (22)	815
4-Region: West	35% (178)	38% (194)	9% (47)	3% (13)	12% (62)	4% (18)	511
Has account: Facebook	37% (686)	38% (702)	8% (148)	3% (55)	11% (205)	2% (43)	1838
Has account: Instagram	37% (334)	38% (342)	12% (105)	4% (34)	8% (76)	1% (12)	903
Has account: Snapchat	40% (256)	35% (227)	12% (76)	5% (30)	7% (48)	2% (11)	648
Has account: Twitter	36% (359)	40% (395)	10% (100)	3% (29)	10% (95)	1% (15)	993
Watches The O'Reilly Factor	38% (222)	36% (214)	10% (61)	3% (20)	10% (56)	3% (18)	591

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

**Table BRD1\_7:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Sony

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	29% (644)	42% (936)	8% (179)	3% (63)	16% (343)	2% (39)	2202
Gender: Male	30% (316)	42% (440)	11% (121)	4% (39)	12% (124)	2% (21)	1060
Gender: Female	29% (328)	43% (496)	5% (58)	2% (24)	19% (219)	2% (17)	1142
Age: 18-29	32% (146)	40% (185)	9% (41)	5% (23)	12% (53)	2% (11)	459
Age: 30-44	32% (187)	40% (230)	12% (70)	4% (21)	10% (58)	2% (12)	577
Age: 45-54	29% (91)	41% (128)	7% (22)	2% (6)	19% (60)	2% (5)	313
Age: 55-64	28% (125)	46% (211)	6% (28)	2% (9)	16% (75)	2% (8)	456
Age: 65+	24% (95)	46% (181)	5% (18)	1% (4)	24% (97)	1% (3)	398
PID: Dem (no lean)	32% (259)	43% (348)	8% (65)	2% (18)	14% (114)	1% (9)	815
PID: Ind (no lean)	26% (176)	43% (286)	7% (44)	3% (22)	19% (125)	2% (13)	665
PID: Rep (no lean)	29% (209)	42% (302)	10% (69)	3% (22)	14% (103)	2% (17)	722
PID/Gender: Dem Men	33% (128)	43% (164)	12% (46)	4% (14)	8% (29)	1% (3)	386
PID/Gender: Dem Women	31% (131)	43% (184)	5% (19)	1% (4)	20% (85)	1% (6)	429
PID/Gender: Ind Men	27% (82)	43% (134)	6% (20)	4% (12)	17% (53)	2% (7)	308
PID/Gender: Ind Women	26% (94)	43% (152)	7% (24)	3% (10)	20% (72)	1% (5)	358
PID/Gender: Rep Men	29% (105)	39% (142)	15% (55)	4% (13)	11% (41)	3% (10)	367
PID/Gender: Rep Women	29% (103)	45% (160)	4% (14)	3% (9)	17% (62)	2% (7)	355
Tea Party: Supporter	32% (244)	41% (306)	11% (84)	5% (35)	10% (74)	1% (10)	753
Tea Party: Not Supporter	28% (396)	43% (626)	7% (95)	2% (26)	19% (267)	2% (29)	1439
Ideo: Liberal (1-3)	28% (233)	44% (362)	11% (87)	4% (32)	12% (98)	2% (13)	826
Ideo: Moderate (4)	28% (130)	46% (217)	7% (32)	3% (14)	15% (70)	1% (6)	468
Ideo: Conservative (5-7)	30% (199)	43% (285)	7% (47)	2% (11)	18% (121)	1% (6)	669
Educ: < College	30% (477)	40% (627)	8% (133)	3% (53)	16% (245)	2% (33)	1567
Educ: Bachelors degree	27% (112)	48% (200)	6% (27)	2% (8)	16% (65)	1% (4)	416
Educ: Post-grad	25% (55)	50% (109)	9% (19)	1% (2)	15% (33)	— (1)	219
Income: Under 50k	30% (423)	40% (567)	8% (115)	3% (41)	16% (225)	2% (31)	1403
Income: 50k-100k	28% (166)	45% (267)	8% (49)	3% (17)	15% (92)	1% (5)	597
Income: 100k+	27% (55)	50% (101)	7% (14)	2% (4)	13% (26)	1% (2)	202

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**Table BRD1\_7:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.  
Sony

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	29% (644)	42% (936)	8% (179)	3% (63)	16% (343)	2% (39)	2202
Ethnicity: White	27% (479)	44% (767)	8% (138)	2% (43)	17% (295)	2% (29)	1751
Ethnicity: Hispanic	27% (90)	37% (121)	19% (64)	7% (22)	7% (23)	3% (9)	330
Ethnicity: Afr. Am.	44% (117)	36% (97)	4% (11)	3% (8)	12% (32)	1% (4)	269
Ethnicity: Other	26% (48)	40% (72)	16% (29)	6% (12)	9% (16)	3% (6)	182
Relig: Protestant	30% (174)	42% (243)	6% (37)	2% (12)	19% (111)	1% (3)	581
Relig: Roman Catholic	28% (130)	43% (202)	10% (49)	3% (13)	14% (66)	1% (6)	466
Relig: Ath./Agn./None	24% (138)	45% (251)	7% (38)	2% (12)	18% (101)	4% (24)	565
Relig: Something Else	27% (97)	43% (156)	14% (49)	5% (20)	10% (36)	1% (5)	364
Relig: Evangelical	39% (259)	37% (248)	7% (48)	3% (20)	13% (87)	1% (5)	666
Relig: Non-Evang. Catholics	25% (149)	46% (279)	7% (43)	2% (11)	19% (118)	1% (5)	605
Relig: All Christian	32% (408)	41% (527)	7% (91)	2% (30)	16% (204)	1% (10)	1271
Relig: All Non-Christian	25% (234)	44% (408)	9% (87)	3% (32)	15% (138)	3% (29)	928
Community: Urban	34% (204)	43% (258)	8% (46)	3% (17)	12% (71)	2% (10)	605
Community: Suburban	27% (254)	44% (424)	9% (87)	2% (20)	16% (154)	2% (19)	957
Community: Rural	29% (186)	40% (254)	7% (45)	4% (26)	18% (118)	1% (9)	639
Employ: Private Sector	31% (202)	45% (299)	8% (51)	2% (15)	14% (90)	— (3)	660
Employ: Government	21% (45)	43% (95)	17% (38)	9% (20)	8% (17)	2% (4)	218
Employ: Self-Employed	30% (62)	37% (76)	13% (27)	2% (4)	13% (26)	5% (10)	205
Employ: Homemaker	28% (50)	44% (78)	7% (13)	6% (10)	12% (22)	2% (4)	176
Employ: Student	35% (38)	42% (46)	8% (9)	4% (5)	7% (8)	2% (2)	108
Employ: Retired	26% (121)	43% (203)	5% (24)	1% (5)	25% (118)	1% (3)	474
Employ: Unemployed	35% (74)	38% (80)	4% (8)	2% (3)	20% (43)	1% (2)	209
Employ: Other	35% (52)	39% (59)	5% (8)	1% (1)	13% (19)	8% (12)	151
Job Type: White-collar	26% (230)	45% (400)	12% (102)	3% (29)	12% (109)	1% (13)	883
Job Type: Blue-collar	32% (278)	40% (356)	6% (57)	2% (21)	18% (161)	1% (9)	883
Job Type: Don't Know	31% (136)	41% (179)	4% (19)	3% (12)	17% (73)	4% (16)	437
Military HH: Yes	30% (139)	40% (187)	9% (42)	5% (23)	14% (65)	1% (6)	462
Military HH: No	29% (505)	43% (749)	8% (136)	2% (39)	16% (278)	2% (33)	1740

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**Table BRD1\_7:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Sony

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	29% (644)	42% (936)	8% (179)	3% (63)	16% (343)	2% (39)	2202
2016 Vote: Democrat Hillary Clinton	28% (195)	45% (313)	6% (39)	2% (16)	17% (115)	1% (10)	688
2016 Vote: Republican Donald Trump	29% (237)	43% (345)	9% (76)	3% (24)	14% (116)	1% (12)	809
2016 Vote: Someone else	28% (50)	44% (82)	8% (15)	2% (4)	17% (32)	— (0)	183
2012 Vote: Barack Obama	29% (234)	45% (361)	6% (47)	2% (19)	16% (128)	1% (7)	796
2012 Vote: Mitt Romney	27% (147)	44% (242)	6% (33)	2% (10)	19% (106)	2% (8)	545
2012 Vote: Other	34% (35)	37% (38)	10% (10)	6% (6)	12% (13)	1% (1)	103
2012 Vote: Didn't Vote	30% (228)	39% (291)	12% (88)	4% (28)	13% (97)	3% (23)	756
4-Region: Northeast	27% (110)	47% (190)	6% (22)	3% (11)	15% (62)	2% (7)	402
4-Region: Midwest	27% (130)	41% (195)	9% (42)	4% (18)	17% (83)	1% (7)	474
4-Region: South	31% (254)	41% (333)	8% (65)	2% (19)	15% (126)	2% (18)	815
4-Region: West	29% (151)	43% (217)	10% (49)	3% (14)	14% (72)	1% (7)	511
Has account: Facebook	31% (568)	43% (789)	8% (149)	2% (42)	14% (267)	1% (24)	1838
Has account: Instagram	35% (315)	41% (372)	10% (93)	3% (26)	10% (87)	1% (11)	903
Has account: Snapchat	35% (228)	38% (245)	12% (75)	3% (22)	11% (69)	1% (8)	648
Has account: Twitter	34% (333)	42% (422)	9% (86)	3% (28)	12% (115)	1% (10)	993
Watches The O'Reilly Factor	35% (210)	39% (233)	8% (49)	4% (21)	12% (68)	2% (10)	591

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

**Table BRD1\_8:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

*Motorola*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	23% (509)	41% (902)	12% (269)	4% (95)	18% (393)	2% (33)	2202
Gender: Male	24% (255)	42% (443)	14% (152)	5% (58)	13% (138)	1% (14)	1060
Gender: Female	22% (253)	40% (459)	10% (117)	3% (37)	22% (255)	2% (20)	1142
Age: 18-29	24% (109)	31% (144)	19% (88)	7% (33)	15% (69)	3% (16)	459
Age: 30-44	21% (122)	38% (222)	16% (95)	7% (38)	16% (91)	2% (9)	577
Age: 45-54	25% (79)	46% (142)	8% (24)	1% (4)	19% (61)	1% (3)	313
Age: 55-64	27% (122)	44% (198)	9% (43)	3% (14)	17% (78)	— (0)	456
Age: 65+	19% (77)	49% (196)	5% (20)	1% (6)	24% (94)	1% (6)	398
PID: Dem (no lean)	24% (199)	41% (336)	13% (108)	4% (34)	16% (130)	1% (8)	815
PID: Ind (no lean)	19% (129)	40% (267)	12% (81)	4% (28)	21% (142)	3% (17)	665
PID: Rep (no lean)	25% (181)	41% (298)	11% (80)	5% (33)	17% (122)	1% (8)	722
PID/Gender: Dem Men	27% (103)	41% (159)	16% (62)	6% (24)	9% (35)	1% (2)	386
PID/Gender: Dem Women	22% (95)	41% (177)	11% (46)	2% (9)	22% (95)	1% (6)	429
PID/Gender: Ind Men	19% (60)	44% (134)	12% (37)	4% (12)	19% (57)	2% (7)	308
PID/Gender: Ind Women	20% (70)	37% (133)	12% (44)	4% (16)	24% (85)	3% (10)	358
PID/Gender: Rep Men	25% (92)	41% (149)	15% (53)	6% (21)	13% (46)	1% (5)	367
PID/Gender: Rep Women	25% (88)	42% (149)	8% (27)	3% (12)	21% (76)	1% (3)	355
Tea Party: Supporter	28% (209)	38% (283)	15% (112)	6% (46)	12% (94)	1% (9)	753
Tea Party: Not Supporter	21% (297)	43% (617)	11% (156)	3% (49)	21% (296)	2% (25)	1439
Ideo: Liberal (1-3)	22% (182)	43% (359)	15% (121)	6% (49)	13% (107)	1% (7)	826
Ideo: Moderate (4)	23% (107)	41% (191)	12% (58)	4% (17)	19% (91)	1% (5)	468
Ideo: Conservative (5-7)	25% (168)	42% (282)	9% (58)	2% (13)	21% (140)	1% (6)	669
Educ: < College	25% (392)	38% (588)	13% (203)	5% (84)	17% (271)	2% (29)	1567
Educ: Bachelors degree	18% (76)	50% (207)	10% (42)	2% (8)	19% (80)	1% (2)	416
Educ: Post-grad	19% (41)	49% (106)	11% (24)	2% (4)	19% (42)	1% (2)	219
Income: Under 50k	24% (335)	39% (548)	13% (178)	5% (71)	18% (249)	2% (22)	1403
Income: 50k-100k	21% (125)	44% (261)	11% (69)	4% (22)	19% (112)	1% (8)	597
Income: 100k+	24% (49)	46% (93)	11% (23)	1% (2)	16% (32)	2% (3)	202

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**Table BRD1\_8:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

Motorola

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	23% (509)	41% (902)	12% (269)	4% (95)	18% (393)	2% (33)	2202
Ethnicity: White	22% (377)	42% (744)	12% (213)	4% (64)	19% (326)	2% (27)	1751
Ethnicity: Hispanic	22% (73)	35% (115)	22% (74)	12% (39)	7% (24)	1% (4)	330
Ethnicity: Afr. Am.	33% (88)	36% (98)	8% (22)	5% (14)	17% (45)	1% (2)	269
Ethnicity: Other	24% (43)	33% (61)	19% (34)	10% (18)	12% (23)	2% (4)	182
Relig: Protestant	25% (148)	47% (273)	7% (40)	2% (13)	18% (105)	— (3)	581
Relig: Roman Catholic	26% (123)	41% (191)	12% (57)	4% (20)	15% (70)	1% (5)	466
Relig: Ath./Agn./None	16% (92)	37% (211)	15% (86)	4% (22)	23% (131)	4% (23)	565
Relig: Something Else	20% (72)	42% (153)	17% (62)	9% (32)	12% (43)	1% (2)	364
Relig: Evangelical	32% (213)	38% (256)	10% (68)	4% (26)	15% (101)	— (3)	666
Relig: Non-Evang. Catholics	22% (130)	46% (280)	9% (53)	3% (16)	20% (119)	1% (6)	605
Relig: All Christian	27% (343)	42% (536)	10% (122)	3% (41)	17% (219)	1% (9)	1271
Relig: All Non-Christian	18% (164)	39% (365)	16% (148)	6% (54)	19% (173)	3% (25)	928
Community: Urban	27% (163)	41% (248)	10% (60)	5% (30)	16% (97)	1% (8)	605
Community: Suburban	19% (182)	44% (419)	12% (119)	4% (38)	19% (185)	2% (15)	957
Community: Rural	26% (164)	37% (235)	14% (91)	4% (27)	17% (111)	2% (10)	639
Employ: Private Sector	25% (164)	41% (273)	11% (76)	6% (40)	16% (106)	— (3)	660
Employ: Government	23% (50)	45% (98)	17% (37)	6% (13)	9% (20)	— (1)	218
Employ: Self-Employed	25% (52)	36% (73)	17% (35)	6% (12)	15% (31)	1% (3)	205
Employ: Homemaker	19% (34)	36% (63)	16% (29)	6% (11)	21% (37)	1% (2)	176
Employ: Student	29% (31)	32% (35)	19% (20)	6% (7)	10% (11)	4% (5)	108
Employ: Retired	21% (99)	48% (230)	6% (28)	1% (3)	23% (110)	1% (4)	474
Employ: Unemployed	18% (39)	34% (71)	13% (28)	3% (6)	28% (59)	3% (6)	209
Employ: Other	27% (41)	40% (60)	11% (16)	2% (3)	13% (20)	7% (11)	151
Job Type: White-collar	22% (194)	44% (385)	15% (136)	4% (38)	14% (121)	1% (8)	883
Job Type: Blue-collar	25% (216)	41% (365)	9% (83)	5% (40)	19% (171)	1% (7)	883
Job Type: Don't Know	23% (99)	35% (151)	11% (50)	4% (17)	23% (102)	4% (18)	437
Military HH: Yes	26% (120)	39% (181)	13% (60)	6% (27)	15% (70)	1% (3)	462
Military HH: No	22% (389)	41% (721)	12% (210)	4% (68)	19% (323)	2% (30)	1740

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**Table BRD1\_8:** Please indicate if you have a favorable or unfavorable view of each of the following smartphone manufacturers.

*Motorola*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	23% (509)	41% (902)	12% (269)	4% (95)	18% (393)	2% (33)	2202
2016 Vote: Democrat Hillary Clinton	23% (159)	43% (299)	11% (75)	4% (26)	18% (122)	1% (8)	688
2016 Vote: Republican Donald Trump	27% (218)	44% (352)	11% (85)	4% (31)	15% (118)	1% (5)	809
2016 Vote: Someone else	13% (23)	40% (73)	15% (28)	4% (7)	28% (51)	1% (2)	183
2012 Vote: Barack Obama	23% (182)	45% (354)	10% (80)	3% (26)	19% (149)	1% (5)	796
2012 Vote: Mitt Romney	23% (128)	45% (246)	8% (46)	1% (7)	21% (113)	1% (5)	545
2012 Vote: Other	25% (25)	36% (37)	12% (12)	6% (7)	21% (22)	— (0)	103
2012 Vote: Didn't Vote	23% (173)	35% (263)	17% (132)	7% (56)	14% (108)	3% (24)	756
4-Region: Northeast	23% (91)	44% (177)	10% (41)	4% (17)	18% (71)	1% (4)	402
4-Region: Midwest	24% (112)	40% (189)	14% (66)	6% (27)	15% (73)	1% (6)	474
4-Region: South	25% (203)	40% (322)	11% (93)	4% (35)	18% (144)	2% (18)	815
4-Region: West	20% (102)	42% (213)	13% (69)	3% (16)	21% (106)	1% (5)	511
Has account: Facebook	25% (453)	41% (757)	12% (222)	4% (71)	17% (319)	1% (16)	1838
Has account: Instagram	27% (241)	37% (338)	16% (146)	5% (45)	13% (121)	1% (12)	903
Has account: Snapchat	27% (175)	35% (230)	18% (114)	6% (37)	12% (81)	2% (11)	648
Has account: Twitter	25% (251)	42% (417)	14% (136)	4% (41)	14% (140)	1% (7)	993
Watches The O'Reilly Factor	29% (172)	41% (244)	12% (69)	4% (26)	13% (77)	1% (4)	591

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

**Table BRD2:** *Is your cell phone a smartphone with a data plan, or a "feature phone" primarily used for voice calls and texting?*

Demographic	Smartphone	Feature phone	Don't Know / No Opinion	Total N
Adults	80% (1764)	14% (318)	5% (120)	2202
Gender: Male	80% (848)	15% (162)	5% (50)	1060
Gender: Female	80% (915)	14% (156)	6% (70)	1142
Age: 18-29	91% (419)	6% (26)	3% (14)	459
Age: 30-44	90% (521)	7% (43)	2% (13)	577
Age: 45-54	86% (269)	10% (30)	4% (14)	313
Age: 55-64	73% (333)	20% (89)	7% (34)	456
Age: 65+	56% (222)	33% (131)	11% (45)	398
PID: Dem (no lean)	80% (651)	16% (132)	4% (31)	815
PID: Ind (no lean)	80% (534)	12% (79)	8% (52)	665
PID: Rep (no lean)	80% (578)	15% (107)	5% (37)	722
PID/Gender: Dem Men	81% (312)	16% (62)	3% (11)	386
PID/Gender: Dem Women	79% (339)	16% (70)	5% (20)	429
PID/Gender: Ind Men	78% (241)	14% (44)	7% (22)	308
PID/Gender: Ind Women	82% (294)	10% (35)	8% (29)	358
PID/Gender: Rep Men	80% (295)	15% (55)	4% (16)	367
PID/Gender: Rep Women	80% (283)	15% (52)	6% (21)	355
Tea Party: Supporter	85% (643)	12% (92)	2% (18)	753
Tea Party: Not Supporter	77% (1113)	16% (225)	7% (102)	1439
Ideo: Liberal (1-3)	84% (696)	11% (94)	4% (35)	826
Ideo: Moderate (4)	79% (368)	16% (76)	5% (23)	468
Ideo: Conservative (5-7)	75% (500)	20% (134)	5% (35)	669
Educ: < College	78% (1225)	16% (245)	6% (97)	1567
Educ: Bachelors degree	85% (354)	12% (52)	2% (10)	416
Educ: Post-grad	84% (184)	10% (21)	6% (13)	219
Income: Under 50k	76% (1072)	17% (235)	7% (96)	1403
Income: 50k-100k	85% (505)	12% (73)	3% (20)	597
Income: 100k+	92% (186)	5% (11)	2% (5)	202
Ethnicity: White	78% (1373)	16% (274)	6% (104)	1751
Ethnicity: Hispanic	85% (279)	14% (46)	1% (5)	330

Continued on next page

**Table BRD2:** *Is your cell phone a smartphone with a data plan, or a "feature phone" primarily used for voice calls and texting?*

Demographic	Smartphone		Feature phone		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	80%	(1764)	14%	(318)	5%	(120)	2202
Ethnicity: Afr. Am.	86%	(231)	10%	(28)	4%	(10)	269
Ethnicity: Other	87%	(159)	9%	(17)	3%	(6)	182
Relig: Protestant	76%	(440)	19%	(110)	5%	(31)	581
Relig: Roman Catholic	82%	(383)	12%	(57)	5%	(25)	466
Relig: Ath./Agn./None	81%	(460)	11%	(62)	8%	(43)	565
Relig: Something Else	81%	(295)	16%	(60)	2%	(9)	364
Relig: Evangelical	82%	(544)	14%	(95)	4%	(27)	666
Relig: Non-Evang. Catholics	76%	(462)	17%	(102)	7%	(41)	605
Relig: All Christian	79%	(1006)	15%	(197)	5%	(68)	1271
Relig: All Non-Christian	81%	(754)	13%	(122)	6%	(52)	928
Community: Urban	82%	(497)	14%	(85)	4%	(24)	605
Community: Suburban	82%	(783)	13%	(120)	6%	(55)	957
Community: Rural	76%	(484)	18%	(114)	6%	(41)	639
Employ: Private Sector	90%	(593)	8%	(52)	2%	(16)	660
Employ: Government	89%	(195)	9%	(20)	2%	(3)	218
Employ: Self-Employed	84%	(173)	13%	(26)	3%	(6)	205
Employ: Homemaker	79%	(138)	16%	(29)	5%	(9)	176
Employ: Student	91%	(99)	7%	(8)	2%	(2)	108
Employ: Retired	57%	(271)	32%	(151)	11%	(51)	474
Employ: Unemployed	80%	(168)	11%	(23)	9%	(18)	209
Employ: Other	84%	(127)	6%	(10)	10%	(15)	151
Job Type: White-collar	85%	(747)	12%	(103)	4%	(33)	883
Job Type: Blue-collar	76%	(673)	19%	(166)	5%	(44)	883
Job Type: Don't Know	79%	(344)	11%	(49)	10%	(43)	437
Military HH: Yes	81%	(372)	16%	(75)	3%	(14)	462
Military HH: No	80%	(1392)	14%	(243)	6%	(106)	1740
2016 Vote: Democrat Hillary Clinton	80%	(551)	15%	(100)	5%	(36)	688
2016 Vote: Republican Donald Trump	81%	(655)	15%	(125)	4%	(29)	809
2016 Vote: Someone else	82%	(151)	10%	(18)	7%	(14)	183

Continued on next page

**Table BRD2:** *Is your cell phone a smartphone with a data plan, or a "feature phone" primarily used for voice calls and texting?*

Demographic	Smartphone	Feature phone	Don't Know / No Opinion	Total N
Adults	80% (1764)	14% (318)	5% (120)	2202
2012 Vote: Barack Obama	80% (640)	15% (120)	5% (36)	796
2012 Vote: Mitt Romney	76% (416)	18% (97)	6% (32)	545
2012 Vote: Other	79% (81)	12% (12)	9% (10)	103
2012 Vote: Didn't Vote	83% (625)	12% (88)	6% (43)	756
4-Region: Northeast	79% (316)	16% (64)	5% (22)	402
4-Region: Midwest	74% (351)	21% (102)	4% (21)	474
4-Region: South	84% (689)	11% (86)	5% (41)	815
4-Region: West	80% (408)	13% (67)	7% (37)	511
Has account: Facebook	84% (1536)	13% (232)	4% (70)	1838
Has account: Instagram	93% (838)	6% (51)	2% (14)	903
Has account: Snapchat	93% (600)	6% (39)	1% (9)	648
Has account: Twitter	89% (879)	9% (89)	3% (26)	993
Watches The O'Reilly Factor	80% (473)	16% (92)	4% (26)	591

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



**Table BRD3: What brand is your smart phone?**

Demographic	Apple	Samsung	Google	Microsoft	HTC	LG	Sony	Motorola	Other (Please specify)	Total
Adults	34%(601)	31%(543)	2% (36)	3% (50)	2% (38)	15%(263)	2% (27)	5% (90)	7% (116)	176
Gender: Male	32%(268)	32%(274)	3% (27)	5% (44)	3% (22)	11% (94)	3% (25)	6% (48)	6% (47)	84
Gender: Female	36%(333)	29%(269)	1% (9)	1% (6)	2% (16)	18%(169)	— (2)	5% (42)	8% (69)	91
Age: 18-29	35% (145)	30% (127)	3% (13)	2% (7)	3% (13)	15% (63)	1% (5)	5% (20)	6% (25)	41
Age: 30-44	32% (164)	37% (192)	2% (12)	4% (23)	3% (13)	13% (68)	3% (14)	3% (15)	4% (19)	52
Age: 45-54	35% (94)	30% (82)	1% (4)	1% (3)	— (1)	16% (44)	1% (2)	6% (17)	9% (23)	26
Age: 55-64	31% (103)	25% (84)	2% (6)	4% (15)	3% (10)	17% (55)	1% (2)	7% (23)	10% (34)	33
Age: 65+	43% (96)	26% (58)	1% (2)	1% (3)	— (1)	14% (32)	1% (3)	6% (14)	6% (14)	22
PID: Dem (no lean)	33% (217)	32% (210)	2% (10)	3% (17)	2% (16)	14% (93)	3% (16)	4% (28)	7% (45)	65
PID: Ind (no lean)	31% (163)	29% (153)	3% (16)	2% (9)	3% (15)	19% (101)	1% (3)	6% (31)	8% (43)	53
PID: Rep (no lean)	38% (221)	31% (180)	2% (10)	4% (24)	1% (7)	12% (69)	1% (7)	5% (31)	5% (28)	57
PID/Gender: Dem Men	32% (101)	35% (109)	2% (5)	5% (14)	2% (7)	10% (31)	5% (15)	5% (15)	4% (13)	31
PID/Gender: Dem Women	34% (116)	30% (101)	1% (4)	1% (3)	3% (9)	18% (61)	— (1)	4% (12)	9% (32)	33
PID/Gender: Ind Men	26% (62)	30% (71)	5% (13)	3% (7)	5% (11)	14% (35)	1% (3)	8% (18)	8% (20)	24
PID/Gender: Ind Women	35% (102)	28% (82)	1% (3)	— (1)	1% (4)	23% (66)	— (0)	4% (13)	8% (22)	29
PID/Gender: Rep Men	36% (106)	32% (93)	3% (9)	7% (22)	1% (4)	9% (28)	2% (6)	5% (14)	4% (13)	29
PID/Gender: Rep Women	41% (115)	31% (87)	1% (1)	1% (2)	1% (3)	15% (41)	— (1)	6% (17)	5% (14)	28
Tea Party: Supporter	31% (199)	31% (200)	3% (22)	6% (36)	3% (18)	12% (78)	3% (20)	6% (38)	5% (31)	64
Tea Party: Not Supporter	36% (401)	31% (340)	1% (14)	1% (12)	2% (19)	17% (185)	1% (6)	5% (52)	7% (83)	111
Ideo: Liberal (1-3)	34% (236)	29% (205)	4% (29)	5% (36)	3% (18)	13% (92)	3% (22)	4% (30)	4% (30)	69
Ideo: Moderate (4)	35% (128)	32% (116)	— (2)	1% (5)	2% (9)	12% (45)	1% (2)	8% (30)	9% (32)	36
Ideo: Conservative (5-7)	38% (190)	30% (151)	1% (4)	2% (8)	1% (6)	15% (77)	1% (3)	4% (21)	8% (40)	50
Educ: < College	28% (341)	31% (376)	2% (30)	3% (40)	2% (28)	17% (211)	2% (25)	6% (76)	8% (97)	122
Educ: Bachelors degree	45% (159)	35% (125)	1% (4)	1% (3)	2% (7)	11% (38)	— (0)	3% (9)	2% (9)	35
Educ: Post-grad	55% (101)	23% (42)	1% (2)	3% (6)	1% (3)	7% (13)	1% (2)	3% (5)	6% (10)	18
Income: Under 50k	26% (274)	31% (333)	2% (21)	4% (42)	3% (28)	19% (200)	2% (20)	5% (57)	9% (96)	107
Income: 50k-100k	44% (224)	32% (161)	2% (10)	1% (7)	2% (8)	10% (52)	1% (7)	5% (23)	3% (14)	50
Income: 100k+	55% (103)	27% (50)	3% (5)	— (1)	1% (2)	6% (10)	— (0)	5% (10)	3% (6)	18
Ethnicity: White	36% (495)	31% (422)	2% (31)	3% (37)	2% (25)	14% (194)	1% (15)	5% (71)	6% (84)	137

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Table BRD3: What brand is your smart phone?

Demographic	Apple	Samsung	Google	Microsoft	HTC	LG	Sony	Motorola	Other (Please specify)	Total
Adults	34% (601)	31% (543)	2% (36)	3% (50)	2% (38)	15% (263)	2% (27)	5% (90)	7% (116)	176
Ethnicity: Hispanic	27% (75)	32% (90)	7% (20)	12% (34)	2% (5)	6% (16)	6% (17)	6% (17)	2% (4)	27
Ethnicity: Afr. Am.	20% (46)	32% (73)	— (1)	1% (2)	4% (10)	23% (54)	1% (2)	6% (14)	13% (30)	23
Ethnicity: Other	38% (60)	31% (49)	3% (4)	7% (11)	2% (3)	10% (15)	7% (10)	3% (6)	1% (1)	15
Relig: Protestant	37% (162)	27% (120)	3% (13)	3% (15)	4% (16)	13% (55)	1% (6)	6% (28)	6% (25)	44
Relig: Roman Catholic	37% (142)	31% (120)	2% (8)	7% (27)	1% (4)	10% (40)	2% (6)	6% (22)	4% (14)	38
Relig: Ath./Agn./None	33% (152)	32% (145)	2% (8)	— (2)	3% (12)	18% (81)	1% (3)	5% (22)	7% (34)	46
Relig: Something Else	35% (104)	35% (104)	1% (4)	1% (3)	1% (3)	14% (41)	4% (11)	3% (9)	5% (15)	29
Relig: Evangelical	26% (140)	29% (157)	3% (16)	6% (33)	3% (16)	18% (99)	2% (12)	5% (29)	8% (41)	54
Relig: Non-Evang. Catholics	44% (204)	30% (137)	2% (7)	2% (11)	1% (7)	9% (41)	— (2)	6% (29)	5% (24)	46
Relig: All Christian	34% (344)	29% (294)	2% (23)	4% (44)	2% (23)	14% (140)	1% (14)	6% (58)	7% (65)	100
Relig: All Non-Christian	34% (256)	33% (249)	2% (13)	1% (5)	2% (15)	16% (122)	2% (13)	4% (31)	7% (49)	75
Community: Urban	31% (155)	30% (149)	2% (8)	3% (16)	3% (13)	17% (86)	1% (6)	4% (21)	8% (42)	49
Community: Suburban	39% (307)	29% (228)	2% (19)	2% (17)	2% (16)	12% (97)	2% (16)	5% (40)	5% (42)	78
Community: Rural	29% (139)	34% (166)	2% (9)	3% (16)	2% (9)	16% (80)	1% (5)	6% (29)	7% (32)	48
Employ: Private Sector	39% (229)	32% (189)	3% (17)	2% (11)	2% (11)	11% (66)	2% (15)	5% (32)	4% (23)	59
Employ: Government	38% (74)	22% (44)	2% (4)	13% (25)	3% (5)	10% (20)	3% (6)	6% (11)	3% (7)	19
Employ: Self-Employed	26% (45)	37% (64)	2% (4)	5% (9)	3% (5)	13% (23)	2% (3)	5% (8)	7% (12)	17
Employ: Homemaker	30% (42)	33% (45)	2% (2)	— (0)	1% (1)	19% (26)	— (0)	6% (9)	10% (13)	13
Employ: Student	40% (39)	20% (20)	2% (2)	1% (1)	5% (5)	18% (18)	1% (1)	5% (5)	7% (7)	9
Employ: Retired	39% (105)	25% (69)	— (1)	1% (3)	2% (5)	21% (57)	1% (2)	5% (13)	6% (17)	27
Employ: Unemployed	24% (40)	38% (63)	1% (1)	1% (2)	— (0)	16% (28)	— (0)	5% (8)	16% (27)	16
Employ: Other	22% (28)	39% (49)	3% (4)	— (0)	5% (6)	19% (25)	— (0)	3% (4)	8% (11)	12
Job Type: White-collar	39% (289)	29% (218)	3% (25)	5% (40)	2% (17)	9% (69)	2% (18)	5% (37)	4% (32)	74
Job Type: Blue-collar	33% (225)	32% (217)	1% (4)	1% (9)	2% (11)	18% (118)	1% (7)	6% (37)	6% (44)	67
Job Type: Don't Know	25% (87)	31% (108)	2% (6)	— (0)	3% (10)	22% (76)	— (1)	5% (16)	12% (40)	34
Military HH: Yes	30% (113)	29% (108)	5% (17)	7% (26)	3% (11)	10% (37)	4% (15)	7% (26)	5% (17)	37
Military HH: No	35% (488)	31% (436)	1% (19)	2% (24)	2% (26)	16% (225)	1% (11)	5% (64)	7% (98)	139
2016 Vote: Democrat Hillary Clinton	38% (208)	31% (170)	2% (11)	2% (11)	3% (18)	13% (70)	1% (7)	3% (19)	7% (38)	55
2016 Vote: Republican Donald Trump	36% (233)	33% (215)	1% (7)	4% (28)	1% (8)	13% (85)	2% (14)	5% (35)	4% (29)	65
2016 Vote: Someone else	36% (55)	31% (47)	2% (4)	2% (3)	5% (8)	12% (18)	1% (1)	5% (8)	6% (9)	15

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**Table BRD3: What brand is your smart phone?**

Demographic	Apple	Samsung	Google	Microsoft	HTC	LG	Sony	Motorola	Other (Please specify)	Total
Adults	34% (601)	31% (543)	2% (36)	3% (50)	2% (38)	15% (263)	2% (27)	5% (90)	7% (116)	176
2012 Vote: Barack Obama	36% (232)	29% (188)	2% (10)	2% (11)	3% (19)	16% (103)	— (3)	4% (29)	7% (45)	64
2012 Vote: Mitt Romney	41% (171)	32% (132)	1% (2)	1% (6)	1% (5)	12% (48)	1% (5)	5% (21)	6% (26)	41
2012 Vote: Other	30% (24)	25% (20)	10% (8)	4% (3)	1% (1)	15% (13)	2% (1)	5% (4)	8% (7)	8
2012 Vote: Didn't Vote	28% (174)	32% (202)	3% (16)	5% (30)	2% (12)	16% (99)	3% (17)	6% (37)	6% (38)	62
4-Region: Northeast	38% (121)	30% (95)	1% (4)	1% (3)	2% (7)	15% (46)	2% (5)	4% (13)	7% (23)	31
4-Region: Midwest	28% (99)	27% (96)	4% (14)	7% (26)	2% (6)	16% (55)	3% (11)	7% (24)	5% (19)	35
4-Region: South	35% (241)	32% (218)	1% (9)	2% (12)	2% (16)	14% (95)	1% (6)	5% (36)	8% (56)	68
4-Region: West	35% (141)	33% (134)	2% (8)	2% (9)	2% (9)	16% (66)	1% (5)	4% (17)	5% (19)	40
Has account: Facebook	34% (520)	32% (487)	2% (24)	2% (38)	2% (33)	15% (233)	2% (23)	5% (74)	7% (103)	153
Has account: Instagram	37% (310)	31% (261)	3% (22)	4% (32)	2% (19)	13% (109)	1% (10)	4% (38)	5% (38)	83
Has account: Snapchat	39% (232)	29% (175)	4% (21)	4% (26)	3% (19)	14% (83)	2% (10)	3% (18)	3% (16)	60
Has account: Twitter	33% (294)	33% (289)	2% (21)	4% (32)	2% (19)	13% (118)	2% (18)	4% (34)	6% (54)	87
Watches The O'Reilly Factor	33% (154)	32% (151)	2% (11)	6% (28)	2% (9)	13% (61)	2% (11)	5% (22)	5% (26)	47

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

**Table BRD4\_1:** Please indicate how important the following features of smartphones are to you.

Storage capacity

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	55%	(1207)	26%	(567)	8%	(175)	5%	(116)	6%	(136)	2202
Gender: Male	48%	(513)	29%	(303)	11%	(122)	6%	(64)	6%	(59)	1060
Gender: Female	61%	(694)	23%	(265)	5%	(53)	5%	(52)	7%	(77)	1142
Age: 18-29	65%	(300)	20%	(94)	6%	(27)	5%	(22)	4%	(17)	459
Age: 30-44	59%	(338)	24%	(141)	9%	(54)	4%	(21)	4%	(22)	577
Age: 45-54	58%	(180)	29%	(91)	6%	(20)	2%	(7)	5%	(15)	313
Age: 55-64	53%	(241)	25%	(114)	10%	(46)	5%	(22)	7%	(32)	456
Age: 65+	37%	(148)	32%	(126)	7%	(29)	11%	(45)	13%	(50)	398
PID: Dem (no lean)	56%	(460)	24%	(196)	9%	(75)	5%	(38)	6%	(45)	815
PID: Ind (no lean)	54%	(360)	25%	(169)	7%	(47)	5%	(34)	8%	(55)	665
PID: Rep (no lean)	54%	(387)	28%	(202)	7%	(52)	6%	(44)	5%	(36)	722
PID/Gender: Dem Men	52%	(199)	25%	(98)	13%	(51)	6%	(23)	4%	(14)	386
PID/Gender: Dem Women	61%	(261)	23%	(97)	6%	(25)	4%	(15)	7%	(30)	429
PID/Gender: Ind Men	47%	(145)	26%	(81)	10%	(32)	7%	(21)	10%	(30)	308
PID/Gender: Ind Women	60%	(215)	25%	(89)	4%	(15)	4%	(13)	7%	(25)	358
PID/Gender: Rep Men	46%	(169)	34%	(124)	11%	(39)	6%	(20)	4%	(15)	367
PID/Gender: Rep Women	61%	(218)	22%	(79)	4%	(13)	7%	(24)	6%	(22)	355
Tea Party: Supporter	52%	(393)	28%	(213)	10%	(76)	6%	(47)	3%	(25)	753
Tea Party: Not Supporter	56%	(809)	24%	(351)	7%	(98)	5%	(70)	8%	(111)	1439
Ideo: Liberal (1-3)	52%	(431)	28%	(232)	10%	(83)	5%	(41)	5%	(39)	826
Ideo: Moderate (4)	54%	(253)	27%	(126)	7%	(33)	6%	(29)	5%	(26)	468
Ideo: Conservative (5-7)	56%	(376)	26%	(177)	6%	(40)	6%	(40)	5%	(36)	669
Educ: < College	55%	(855)	24%	(379)	9%	(137)	6%	(90)	7%	(106)	1567
Educ: Bachelors degree	56%	(233)	30%	(125)	6%	(23)	5%	(19)	4%	(15)	416
Educ: Post-grad	54%	(119)	29%	(63)	7%	(14)	3%	(7)	7%	(15)	219
Income: Under 50k	54%	(755)	25%	(349)	8%	(119)	6%	(82)	7%	(97)	1403
Income: 50k-100k	57%	(340)	26%	(157)	7%	(41)	5%	(28)	5%	(32)	597
Income: 100k+	56%	(112)	30%	(61)	7%	(15)	3%	(6)	3%	(7)	202

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**Table BRD4\_1:** Please indicate how important the following features of smartphones are to you.

*Storage capacity*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	55% (1207)	26% (567)	8% (175)	5% (116)	6% (136)	2202
Ethnicity: White	53% (937)	28% (484)	8% (134)	5% (91)	6% (106)	1751
Ethnicity: Hispanic	40% (131)	31% (103)	17% (56)	8% (28)	4% (12)	330
Ethnicity: Afr. Am.	69% (185)	15% (40)	6% (15)	4% (10)	7% (19)	269
Ethnicity: Other	47% (86)	24% (44)	14% (25)	8% (15)	6% (12)	182
Relig: Protestant	53% (311)	25% (146)	8% (48)	6% (35)	7% (42)	581
Relig: Roman Catholic	52% (242)	30% (140)	8% (37)	7% (30)	3% (16)	466
Relig: Ath./Agn./None	55% (309)	24% (134)	8% (46)	5% (28)	9% (48)	565
Relig: Something Else	51% (186)	30% (108)	12% (42)	4% (15)	3% (13)	364
Relig: Evangelical	60% (399)	22% (150)	6% (40)	6% (42)	5% (35)	666
Relig: Non-Evang. Catholics	52% (313)	29% (174)	8% (47)	5% (31)	7% (40)	605
Relig: All Christian	56% (712)	25% (324)	7% (87)	6% (73)	6% (75)	1271
Relig: All Non-Christian	53% (495)	26% (241)	10% (88)	5% (43)	7% (61)	928
Community: Urban	59% (357)	24% (143)	6% (39)	6% (34)	5% (33)	605
Community: Suburban	54% (516)	25% (241)	9% (88)	5% (51)	6% (61)	957
Community: Rural	52% (334)	29% (183)	7% (48)	5% (32)	7% (42)	639
Employ: Private Sector	59% (388)	28% (183)	6% (43)	4% (27)	3% (20)	660
Employ: Government	52% (113)	27% (58)	13% (29)	7% (15)	2% (3)	218
Employ: Self-Employed	51% (104)	31% (63)	11% (22)	2% (5)	6% (12)	205
Employ: Homemaker	59% (105)	23% (40)	6% (11)	3% (6)	8% (14)	176
Employ: Student	64% (69)	20% (21)	7% (7)	6% (6)	4% (5)	108
Employ: Retired	43% (203)	29% (136)	8% (36)	10% (47)	11% (52)	474
Employ: Unemployed	65% (135)	19% (41)	6% (12)	3% (6)	7% (15)	209
Employ: Other	60% (90)	18% (27)	10% (15)	3% (4)	10% (15)	151
Job Type: White-collar	49% (434)	32% (283)	9% (84)	6% (49)	4% (32)	883
Job Type: Blue-collar	55% (487)	25% (225)	7% (63)	6% (50)	7% (58)	883
Job Type: Don't Know	65% (286)	14% (59)	6% (28)	4% (18)	11% (46)	437
Military HH: Yes	46% (213)	32% (146)	8% (38)	9% (42)	5% (22)	462
Military HH: No	57% (995)	24% (421)	8% (137)	4% (74)	7% (114)	1740

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**Table BRD4\_1:** Please indicate how important the following features of smartphones are to you.

Storage capacity

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	55% (1207)	26% (567)	8% (175)	5% (116)	6% (136)	2202
2016 Vote: Democrat Hillary Clinton	56% (382)	23% (160)	8% (58)	7% (47)	6% (42)	688
2016 Vote: Republican Donald Trump	55% (444)	28% (228)	7% (54)	6% (45)	5% (38)	809
2016 Vote: Someone else	51% (94)	32% (59)	5% (10)	2% (3)	9% (17)	183
2012 Vote: Barack Obama	59% (468)	23% (185)	7% (55)	5% (38)	6% (48)	796
2012 Vote: Mitt Romney	54% (293)	28% (151)	7% (38)	6% (32)	6% (32)	545
2012 Vote: Other	48% (49)	27% (28)	8% (9)	9% (10)	7% (8)	103
2012 Vote: Didn't Vote	53% (398)	26% (199)	10% (74)	5% (37)	6% (48)	756
4-Region: Northeast	54% (216)	24% (97)	10% (42)	4% (18)	7% (29)	402
4-Region: Midwest	49% (232)	29% (137)	9% (42)	6% (27)	7% (35)	474
4-Region: South	59% (484)	24% (195)	6% (52)	5% (41)	5% (43)	815
4-Region: West	54% (275)	27% (138)	8% (39)	6% (31)	6% (29)	511
Has account: Facebook	59% (1083)	26% (472)	6% (119)	4% (77)	5% (88)	1838
Has account: Instagram	65% (589)	23% (212)	6% (57)	3% (23)	2% (22)	903
Has account: Snapchat	68% (438)	20% (129)	6% (41)	4% (25)	2% (16)	648
Has account: Twitter	62% (616)	25% (245)	6% (62)	3% (27)	4% (42)	993
Watches The O'Reilly Factor	54% (319)	26% (154)	10% (58)	5% (32)	5% (28)	591

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

**Table BRD4\_2:** Please indicate how important the following features of smartphones are to you.  
 Ability to plug in outside storage drives

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	27% (597)	28% (614)	21% (457)	14% (307)	10% (228)	2202
Gender: Male	29% (306)	30% (316)	20% (212)	13% (141)	8% (84)	1060
Gender: Female	25% (291)	26% (297)	21% (244)	14% (166)	13% (144)	1142
Age: 18-29	37% (170)	27% (126)	20% (91)	9% (40)	7% (32)	459
Age: 30-44	31% (179)	32% (183)	21% (121)	10% (58)	6% (37)	577
Age: 45-54	24% (75)	31% (98)	23% (72)	11% (34)	11% (33)	313
Age: 55-64	26% (119)	24% (109)	22% (101)	17% (78)	11% (48)	456
Age: 65+	13% (53)	25% (98)	18% (72)	24% (97)	20% (78)	398
PID: Dem (no lean)	29% (233)	28% (230)	22% (180)	12% (101)	9% (72)	815
PID: Ind (no lean)	25% (164)	29% (191)	21% (141)	14% (91)	12% (78)	665
PID: Rep (no lean)	28% (200)	27% (193)	19% (136)	16% (115)	11% (78)	722
PID/Gender: Dem Men	31% (118)	31% (118)	22% (85)	12% (47)	5% (17)	386
PID/Gender: Dem Women	27% (115)	26% (111)	22% (95)	13% (54)	13% (54)	429
PID/Gender: Ind Men	25% (77)	29% (89)	20% (62)	14% (44)	12% (35)	308
PID/Gender: Ind Women	24% (87)	28% (102)	22% (79)	13% (47)	12% (43)	358
PID/Gender: Rep Men	30% (111)	30% (109)	18% (66)	14% (50)	9% (31)	367
PID/Gender: Rep Women	25% (90)	24% (84)	20% (70)	18% (64)	13% (47)	355
Tea Party: Supporter	30% (226)	31% (234)	20% (153)	11% (82)	8% (59)	753
Tea Party: Not Supporter	26% (370)	26% (373)	21% (302)	16% (224)	12% (169)	1439
Ideo: Liberal (1-3)	27% (226)	32% (264)	23% (186)	11% (90)	7% (60)	826
Ideo: Moderate (4)	26% (124)	25% (118)	21% (99)	17% (78)	11% (49)	468
Ideo: Conservative (5-7)	25% (168)	26% (172)	20% (133)	18% (124)	11% (73)	669
Educ: < College	28% (438)	27% (426)	20% (315)	14% (212)	11% (176)	1567
Educ: Bachelors degree	26% (110)	29% (119)	24% (98)	14% (59)	7% (30)	416
Educ: Post-grad	23% (50)	31% (69)	20% (43)	16% (35)	10% (22)	219
Income: Under 50k	28% (400)	28% (387)	20% (280)	13% (176)	11% (161)	1403
Income: 50k-100k	24% (143)	28% (166)	22% (131)	17% (104)	9% (53)	597
Income: 100k+	27% (54)	30% (60)	23% (46)	13% (27)	7% (14)	202

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**Table BRD4\_2:** Please indicate how important the following features of smartphones are to you.  
*Ability to plug in outside storage drives*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	27% (597)	28% (614)	21% (457)	14% (307)	10% (228)	2202
Ethnicity: White	25% (430)	27% (481)	22% (381)	15% (266)	11% (192)	1751
Ethnicity: Hispanic	26% (87)	38% (124)	22% (72)	8% (26)	6% (21)	330
Ethnicity: Afr. Am.	41% (110)	27% (72)	16% (43)	8% (22)	8% (22)	269
Ethnicity: Other	31% (57)	33% (60)	18% (32)	10% (18)	8% (15)	182
Relig: Protestant	24% (137)	23% (136)	23% (132)	18% (102)	13% (74)	581
Relig: Roman Catholic	28% (131)	30% (139)	20% (94)	14% (67)	7% (35)	466
Relig: Ath./Agn./None	27% (151)	26% (149)	20% (115)	13% (74)	13% (76)	565
Relig: Something Else	25% (92)	36% (129)	22% (81)	11% (39)	6% (22)	364
Relig: Evangelical	31% (209)	27% (183)	18% (121)	13% (85)	10% (68)	666
Relig: Non-Evang. Catholics	24% (146)	25% (152)	23% (138)	18% (108)	10% (61)	605
Relig: All Christian	28% (354)	26% (335)	20% (259)	15% (193)	10% (129)	1271
Relig: All Non-Christian	26% (242)	30% (278)	21% (197)	12% (113)	11% (98)	928
Community: Urban	32% (194)	27% (166)	18% (111)	13% (77)	10% (58)	605
Community: Suburban	24% (231)	28% (269)	22% (209)	14% (137)	12% (110)	957
Community: Rural	27% (172)	28% (179)	21% (137)	14% (92)	9% (60)	639
Employ: Private Sector	29% (195)	29% (192)	22% (143)	13% (83)	7% (47)	660
Employ: Government	28% (61)	37% (82)	23% (50)	9% (20)	3% (6)	218
Employ: Self-Employed	32% (67)	28% (58)	19% (40)	10% (20)	10% (21)	205
Employ: Homemaker	21% (37)	28% (49)	24% (42)	16% (28)	11% (20)	176
Employ: Student	40% (43)	30% (33)	16% (17)	7% (7)	8% (9)	108
Employ: Retired	19% (88)	21% (100)	21% (98)	23% (111)	16% (77)	474
Employ: Unemployed	31% (65)	26% (53)	18% (38)	11% (23)	14% (29)	209
Employ: Other	27% (41)	31% (47)	20% (31)	9% (14)	12% (19)	151
Job Type: White-collar	27% (238)	30% (267)	22% (194)	14% (124)	7% (59)	883
Job Type: Blue-collar	26% (227)	28% (244)	20% (174)	16% (142)	11% (95)	883
Job Type: Don't Know	30% (131)	24% (103)	20% (88)	9% (40)	17% (74)	437
Military HH: Yes	26% (121)	29% (134)	19% (89)	16% (72)	10% (47)	462
Military HH: No	27% (476)	28% (480)	21% (368)	13% (235)	10% (181)	1740

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**Table BRD4\_2:** Please indicate how important the following features of smartphones are to you.  
*Ability to plug in outside storage drives*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	27% (597)	28% (614)	21% (457)	14% (307)	10% (228)	2202
2016 Vote: Democrat Hillary Clinton	26% (179)	28% (192)	22% (148)	14% (98)	10% (70)	688
2016 Vote: Republican Donald Trump	29% (234)	28% (227)	18% (150)	15% (123)	9% (76)	809
2016 Vote: Someone else	27% (49)	30% (54)	21% (38)	13% (24)	10% (18)	183
2012 Vote: Barack Obama	29% (232)	25% (198)	22% (172)	15% (117)	10% (77)	796
2012 Vote: Mitt Romney	22% (121)	27% (147)	21% (117)	18% (99)	11% (61)	545
2012 Vote: Other	21% (21)	28% (29)	22% (23)	13% (13)	17% (17)	103
2012 Vote: Didn't Vote	29% (221)	32% (239)	19% (144)	10% (78)	10% (73)	756
4-Region: Northeast	26% (104)	27% (107)	23% (92)	14% (58)	11% (42)	402
4-Region: Midwest	25% (120)	28% (130)	20% (95)	14% (67)	13% (62)	474
4-Region: South	30% (241)	28% (228)	21% (172)	13% (104)	9% (71)	815
4-Region: West	26% (132)	29% (149)	19% (98)	15% (78)	10% (53)	511
Has account: Facebook	29% (531)	28% (523)	21% (383)	13% (238)	9% (164)	1838
Has account: Instagram	35% (312)	30% (267)	21% (194)	9% (84)	5% (46)	903
Has account: Snapchat	40% (256)	30% (193)	18% (117)	8% (50)	5% (32)	648
Has account: Twitter	34% (337)	29% (291)	20% (199)	10% (98)	7% (69)	993
Watches The O'Reilly Factor	35% (207)	27% (161)	19% (110)	12% (70)	7% (42)	591

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

**Table BRD4\_3:** Please indicate how important the following features of smartphones are to you.  
Screen resolution

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	49%	(1074)	31%	(689)	8%	(181)	5%	(109)	7%	(150)	2202
Gender: Male	46%	(485)	31%	(332)	11%	(119)	6%	(63)	6%	(60)	1060
Gender: Female	52%	(588)	31%	(356)	5%	(61)	4%	(46)	8%	(90)	1142
Age: 18-29	56%	(255)	28%	(129)	9%	(40)	4%	(16)	4%	(18)	459
Age: 30-44	47%	(271)	34%	(198)	10%	(56)	4%	(25)	5%	(27)	577
Age: 45-54	51%	(160)	34%	(108)	7%	(22)	2%	(6)	5%	(17)	313
Age: 55-64	48%	(220)	31%	(142)	8%	(37)	5%	(21)	8%	(34)	456
Age: 65+	42%	(167)	28%	(112)	6%	(25)	10%	(41)	13%	(53)	398
PID: Dem (no lean)	47%	(387)	32%	(261)	9%	(77)	5%	(41)	6%	(49)	815
PID: Ind (no lean)	51%	(337)	29%	(193)	8%	(54)	4%	(28)	8%	(53)	665
PID: Rep (no lean)	49%	(350)	32%	(235)	7%	(49)	6%	(40)	7%	(48)	722
PID/Gender: Dem Men	43%	(167)	34%	(129)	13%	(49)	6%	(25)	4%	(16)	386
PID/Gender: Dem Women	51%	(220)	31%	(131)	6%	(28)	4%	(16)	8%	(33)	429
PID/Gender: Ind Men	47%	(146)	28%	(87)	11%	(35)	5%	(16)	8%	(25)	308
PID/Gender: Ind Women	53%	(191)	30%	(107)	6%	(20)	3%	(12)	8%	(28)	358
PID/Gender: Rep Men	47%	(173)	32%	(116)	10%	(35)	6%	(23)	5%	(19)	367
PID/Gender: Rep Women	50%	(177)	33%	(118)	4%	(14)	5%	(17)	8%	(29)	355
Tea Party: Supporter	46%	(348)	34%	(255)	11%	(84)	5%	(41)	3%	(25)	753
Tea Party: Not Supporter	50%	(721)	30%	(431)	7%	(95)	5%	(67)	9%	(125)	1439
Ideo: Liberal (1-3)	46%	(376)	35%	(286)	10%	(81)	5%	(42)	5%	(41)	826
Ideo: Moderate (4)	47%	(218)	32%	(151)	9%	(42)	6%	(26)	7%	(31)	468
Ideo: Conservative (5-7)	52%	(348)	30%	(198)	6%	(43)	5%	(36)	7%	(45)	669
Educ: < College	48%	(758)	30%	(470)	9%	(138)	5%	(82)	8%	(119)	1567
Educ: Bachelors degree	50%	(210)	35%	(146)	6%	(25)	5%	(21)	3%	(14)	416
Educ: Post-grad	48%	(106)	33%	(72)	8%	(17)	3%	(7)	8%	(17)	219
Income: Under 50k	48%	(677)	29%	(412)	9%	(132)	5%	(74)	8%	(108)	1403
Income: 50k-100k	50%	(297)	33%	(199)	6%	(36)	5%	(30)	6%	(35)	597
Income: 100k+	49%	(99)	39%	(78)	6%	(13)	3%	(5)	3%	(7)	202

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**Table BRD4\_3:** Please indicate how important the following features of smartphones are to you.  
 Screen resolution

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	49% (1074)	31% (689)	8% (181)	5% (109)	7% (150)	2202
Ethnicity: White	48% (834)	32% (565)	8% (138)	5% (89)	7% (125)	1751
Ethnicity: Hispanic	35% (116)	34% (112)	20% (64)	8% (25)	4% (12)	330
Ethnicity: Afr. Am.	61% (164)	23% (62)	6% (17)	4% (11)	5% (14)	269
Ethnicity: Other	42% (76)	34% (61)	14% (26)	4% (8)	6% (11)	182
Relig: Protestant	51% (296)	28% (161)	7% (40)	6% (34)	9% (50)	581
Relig: Roman Catholic	46% (215)	36% (168)	9% (40)	5% (24)	4% (19)	466
Relig: Ath./Agn./None	49% (276)	29% (163)	8% (46)	4% (24)	10% (57)	565
Relig: Something Else	44% (161)	34% (125)	13% (46)	6% (21)	3% (11)	364
Relig: Evangelical	53% (351)	29% (196)	7% (45)	5% (33)	6% (40)	666
Relig: Non-Evang. Catholics	47% (285)	33% (202)	7% (44)	5% (31)	7% (41)	605
Relig: All Christian	50% (637)	31% (399)	7% (89)	5% (64)	6% (82)	1271
Relig: All Non-Christian	47% (436)	31% (288)	10% (91)	5% (45)	7% (68)	928
Community: Urban	52% (315)	31% (190)	7% (41)	3% (20)	7% (40)	605
Community: Suburban	47% (454)	32% (302)	9% (88)	5% (47)	7% (66)	957
Community: Rural	48% (305)	31% (196)	8% (51)	7% (42)	7% (45)	639
Employ: Private Sector	54% (354)	32% (214)	7% (45)	4% (25)	4% (23)	660
Employ: Government	42% (92)	38% (84)	15% (33)	3% (8)	1% (2)	218
Employ: Self-Employed	42% (87)	35% (71)	14% (29)	4% (8)	5% (11)	205
Employ: Homemaker	51% (91)	28% (50)	5% (9)	6% (10)	9% (16)	176
Employ: Student	55% (59)	30% (32)	8% (9)	5% (5)	2% (2)	108
Employ: Retired	44% (210)	28% (134)	6% (27)	9% (45)	12% (58)	474
Employ: Unemployed	50% (104)	30% (63)	8% (16)	3% (6)	9% (19)	209
Employ: Other	51% (77)	27% (41)	8% (13)	1% (2)	12% (18)	151
Job Type: White-collar	45% (395)	35% (309)	11% (98)	5% (47)	4% (35)	883
Job Type: Blue-collar	49% (435)	32% (280)	7% (61)	5% (46)	7% (61)	883
Job Type: Don't Know	56% (243)	23% (100)	5% (22)	4% (16)	13% (55)	437
Military HH: Yes	47% (216)	31% (145)	10% (44)	7% (33)	5% (23)	462
Military HH: No	49% (857)	31% (544)	8% (136)	4% (76)	7% (127)	1740

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**Table BRD4\_3:** Please indicate how important the following features of smartphones are to you.

Screen resolution

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	49%	(1074)	31%	(689)	8%	(181)	5%	(109)	7%	(150)	2202
2016 Vote: Democrat Hillary Clinton	50%	(343)	31%	(212)	7%	(48)	6%	(39)	7%	(46)	688
2016 Vote: Republican Donald Trump	50%	(403)	33%	(267)	7%	(55)	5%	(38)	6%	(46)	809
2016 Vote: Someone else	45%	(82)	34%	(62)	10%	(18)	3%	(6)	8%	(15)	183
2012 Vote: Barack Obama	52%	(410)	31%	(244)	7%	(55)	4%	(35)	6%	(51)	796
2012 Vote: Mitt Romney	49%	(266)	32%	(173)	6%	(34)	6%	(31)	8%	(42)	545
2012 Vote: Other	42%	(43)	32%	(32)	10%	(10)	9%	(9)	8%	(8)	103
2012 Vote: Didn't Vote	47%	(353)	32%	(239)	11%	(81)	4%	(34)	6%	(49)	756
4-Region: Northeast	49%	(195)	31%	(124)	8%	(32)	5%	(19)	8%	(31)	402
4-Region: Midwest	41%	(193)	35%	(166)	10%	(46)	7%	(31)	8%	(38)	474
4-Region: South	53%	(436)	29%	(238)	8%	(65)	4%	(30)	6%	(47)	815
4-Region: West	49%	(249)	31%	(161)	7%	(38)	6%	(29)	7%	(34)	511
Has account: Facebook	51%	(944)	32%	(588)	7%	(128)	4%	(82)	5%	(96)	1838
Has account: Instagram	57%	(517)	29%	(258)	9%	(77)	3%	(30)	2%	(21)	903
Has account: Snapchat	56%	(364)	29%	(189)	9%	(57)	4%	(24)	2%	(14)	648
Has account: Twitter	54%	(532)	31%	(311)	7%	(70)	4%	(35)	5%	(45)	993
Watches The O'Reilly Factor	52%	(308)	30%	(178)	8%	(45)	5%	(31)	5%	(29)	591

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

**Table BRD4\_4:** Please indicate how important the following features of smartphones are to you.

Screen size

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	44% (959)	36% (791)	9% (205)	5% (114)	6% (132)	2202
Gender: Male	41% (432)	36% (387)	11% (120)	6% (67)	5% (54)	1060
Gender: Female	46% (527)	35% (405)	7% (85)	4% (48)	7% (77)	1142
Age: 18-29	44% (200)	38% (172)	10% (48)	5% (21)	4% (18)	459
Age: 30-44	46% (268)	35% (201)	10% (58)	4% (25)	4% (25)	577
Age: 45-54	46% (142)	40% (125)	7% (23)	3% (8)	5% (14)	313
Age: 55-64	45% (203)	34% (153)	10% (45)	6% (27)	6% (28)	456
Age: 65+	37% (146)	35% (139)	8% (32)	8% (33)	12% (47)	398
PID: Dem (no lean)	45% (365)	35% (283)	10% (80)	5% (40)	6% (46)	815
PID: Ind (no lean)	43% (283)	36% (237)	10% (67)	5% (30)	7% (48)	665
PID: Rep (no lean)	43% (311)	38% (271)	8% (59)	6% (44)	5% (37)	722
PID/Gender: Dem Men	39% (150)	37% (143)	13% (52)	7% (27)	4% (14)	386
PID/Gender: Dem Women	50% (214)	33% (140)	7% (28)	3% (14)	8% (32)	429
PID/Gender: Ind Men	41% (125)	34% (103)	12% (38)	6% (18)	8% (24)	308
PID/Gender: Ind Women	44% (158)	37% (134)	8% (29)	3% (12)	7% (24)	358
PID/Gender: Rep Men	43% (157)	38% (140)	8% (31)	6% (22)	4% (16)	367
PID/Gender: Rep Women	43% (154)	37% (130)	8% (28)	6% (21)	6% (21)	355
Tea Party: Supporter	42% (316)	37% (279)	12% (87)	6% (49)	3% (22)	753
Tea Party: Not Supporter	44% (639)	35% (509)	8% (116)	5% (66)	8% (110)	1439
Ideo: Liberal (1-3)	40% (334)	39% (323)	11% (92)	5% (38)	5% (39)	826
Ideo: Moderate (4)	44% (208)	33% (155)	10% (46)	7% (32)	6% (27)	468
Ideo: Conservative (5-7)	44% (297)	38% (254)	7% (47)	6% (38)	5% (33)	669
Educ: < College	45% (702)	33% (519)	10% (152)	6% (88)	7% (106)	1567
Educ: Bachelors degree	40% (168)	43% (180)	9% (37)	4% (19)	3% (12)	416
Educ: Post-grad	41% (89)	42% (92)	7% (16)	4% (8)	6% (14)	219
Income: Under 50k	44% (616)	34% (472)	10% (138)	6% (77)	7% (100)	1403
Income: 50k-100k	44% (264)	38% (227)	8% (48)	5% (31)	5% (27)	597
Income: 100k+	39% (80)	46% (92)	10% (19)	3% (5)	2% (5)	202

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**Table BRD4\_4:** Please indicate how important the following features of smartphones are to you.

Screen size

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	44% (959)	36% (791)	9% (205)	5% (114)	6% (132)	2202
Ethnicity: White	42% (732)	37% (656)	9% (163)	5% (94)	6% (105)	1751
Ethnicity: Hispanic	32% (107)	38% (124)	18% (59)	8% (25)	5% (15)	330
Ethnicity: Afr. Am.	61% (165)	23% (63)	6% (17)	3% (8)	6% (16)	269
Ethnicity: Other	34% (62)	40% (72)	14% (26)	7% (12)	6% (10)	182
Relig: Protestant	45% (260)	35% (205)	8% (44)	6% (34)	7% (39)	581
Relig: Roman Catholic	44% (207)	36% (167)	10% (45)	7% (31)	3% (15)	466
Relig: Ath./Agn./None	42% (235)	36% (202)	9% (49)	5% (28)	9% (51)	565
Relig: Something Else	39% (142)	39% (142)	14% (52)	4% (15)	4% (13)	364
Relig: Evangelical	49% (323)	34% (227)	7% (48)	5% (35)	5% (32)	666
Relig: Non-Evang. Catholics	43% (259)	36% (219)	9% (55)	6% (36)	6% (35)	605
Relig: All Christian	46% (582)	35% (447)	8% (103)	6% (71)	5% (68)	1271
Relig: All Non-Christian	41% (377)	37% (344)	11% (101)	5% (43)	7% (64)	928
Community: Urban	48% (289)	34% (209)	7% (45)	4% (27)	6% (35)	605
Community: Suburban	41% (390)	37% (355)	11% (105)	5% (48)	6% (59)	957
Community: Rural	44% (280)	36% (227)	9% (56)	6% (39)	6% (37)	639
Employ: Private Sector	46% (304)	39% (261)	7% (45)	5% (32)	3% (20)	660
Employ: Government	42% (91)	39% (86)	13% (27)	5% (10)	1% (3)	218
Employ: Self-Employed	36% (74)	37% (77)	16% (32)	5% (10)	6% (12)	205
Employ: Homemaker	44% (78)	31% (54)	10% (18)	6% (10)	9% (16)	176
Employ: Student	44% (47)	35% (38)	15% (16)	5% (5)	2% (2)	108
Employ: Retired	40% (188)	35% (164)	8% (39)	8% (38)	9% (45)	474
Employ: Unemployed	44% (92)	37% (78)	8% (16)	3% (6)	8% (17)	209
Employ: Other	56% (85)	22% (34)	9% (13)	2% (3)	11% (16)	151
Job Type: White-collar	41% (363)	38% (339)	12% (106)	5% (46)	3% (28)	883
Job Type: Blue-collar	44% (392)	36% (320)	7% (59)	6% (56)	6% (56)	883
Job Type: Don't Know	47% (204)	30% (132)	9% (40)	3% (12)	11% (48)	437
Military HH: Yes	40% (186)	37% (169)	10% (48)	8% (35)	5% (24)	462
Military HH: No	44% (774)	36% (623)	9% (158)	5% (79)	6% (107)	1740

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**Table BRD4\_4:** Please indicate how important the following features of smartphones are to you.

Screen size

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	44% (959)	36% (791)	9% (205)	5% (114)	6% (132)	2202
2016 Vote: Democrat Hillary Clinton	42% (290)	39% (266)	7% (51)	6% (40)	6% (40)	688
2016 Vote: Republican Donald Trump	47% (383)	35% (287)	8% (69)	4% (36)	4% (34)	809
2016 Vote: Someone else	36% (66)	40% (74)	9% (17)	8% (15)	6% (12)	183
2012 Vote: Barack Obama	46% (368)	37% (294)	6% (52)	4% (34)	6% (48)	796
2012 Vote: Mitt Romney	41% (224)	40% (216)	8% (45)	6% (30)	5% (30)	545
2012 Vote: Other	34% (35)	40% (41)	9% (9)	11% (11)	6% (6)	103
2012 Vote: Didn't Vote	44% (331)	32% (239)	13% (100)	5% (39)	6% (48)	756
4-Region: Northeast	41% (166)	39% (156)	9% (38)	5% (21)	5% (21)	402
4-Region: Midwest	38% (182)	38% (181)	10% (48)	5% (25)	8% (38)	474
4-Region: South	49% (397)	32% (260)	9% (74)	5% (37)	6% (47)	815
4-Region: West	42% (214)	38% (195)	9% (45)	6% (31)	5% (26)	511
Has account: Facebook	46% (845)	37% (672)	9% (157)	4% (78)	5% (86)	1838
Has account: Instagram	49% (443)	36% (325)	10% (89)	3% (29)	2% (18)	903
Has account: Snapchat	50% (325)	35% (225)	9% (57)	4% (25)	2% (16)	648
Has account: Twitter	47% (467)	36% (362)	9% (87)	3% (33)	5% (45)	993
Watches The O'Reilly Factor	48% (285)	34% (201)	8% (48)	6% (33)	4% (25)	591

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

**Table BRD4\_5:** Please indicate how important the following features of smartphones are to you.

Camera quality

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	49% (1075)	30% (671)	9% (203)	5% (119)	6% (134)	2202
Gender: Male	40% (427)	34% (357)	14% (146)	7% (70)	6% (61)	1060
Gender: Female	57% (648)	28% (315)	5% (58)	4% (49)	6% (74)	1142
Age: 18-29	57% (262)	24% (110)	10% (44)	5% (24)	4% (18)	459
Age: 30-44	52% (299)	30% (172)	11% (61)	3% (18)	5% (27)	577
Age: 45-54	50% (156)	35% (110)	7% (23)	3% (8)	5% (15)	313
Age: 55-64	46% (208)	32% (147)	9% (39)	7% (31)	7% (31)	456
Age: 65+	38% (150)	33% (132)	9% (36)	9% (37)	11% (43)	398
PID: Dem (no lean)	49% (402)	30% (241)	10% (83)	6% (46)	5% (42)	815
PID: Ind (no lean)	48% (316)	30% (198)	10% (68)	4% (28)	8% (54)	665
PID: Rep (no lean)	49% (356)	32% (232)	7% (52)	6% (44)	5% (38)	722
PID/Gender: Dem Men	46% (177)	29% (110)	15% (58)	7% (29)	3% (12)	386
PID/Gender: Dem Women	53% (226)	31% (131)	6% (25)	4% (17)	7% (30)	429
PID/Gender: Ind Men	35% (106)	35% (107)	16% (49)	5% (16)	9% (29)	308
PID/Gender: Ind Women	59% (210)	25% (91)	5% (19)	3% (13)	7% (25)	358
PID/Gender: Rep Men	39% (144)	38% (139)	11% (39)	7% (26)	5% (19)	367
PID/Gender: Rep Women	60% (212)	26% (92)	4% (13)	5% (19)	5% (19)	355
Tea Party: Supporter	48% (361)	31% (236)	11% (82)	6% (49)	3% (26)	753
Tea Party: Not Supporter	49% (707)	30% (433)	8% (121)	5% (69)	8% (108)	1439
Ideo: Liberal (1-3)	48% (400)	31% (252)	11% (94)	5% (38)	5% (41)	826
Ideo: Moderate (4)	42% (195)	35% (162)	11% (49)	7% (35)	6% (27)	468
Ideo: Conservative (5-7)	52% (348)	30% (203)	7% (44)	6% (39)	5% (34)	669
Educ: < College	48% (757)	30% (463)	10% (152)	6% (88)	7% (107)	1567
Educ: Bachelors degree	52% (214)	32% (135)	8% (34)	5% (20)	3% (13)	416
Educ: Post-grad	47% (103)	34% (74)	8% (17)	5% (11)	6% (14)	219
Income: Under 50k	48% (679)	29% (402)	10% (135)	6% (87)	7% (100)	1403
Income: 50k-100k	49% (292)	34% (204)	8% (46)	4% (26)	5% (29)	597
Income: 100k+	51% (103)	32% (65)	11% (23)	3% (6)	2% (5)	202

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**Table BRD4\_5:** Please indicate how important the following features of smartphones are to you.  
*Camera quality*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	49% (1075)	30% (671)	9% (203)	5% (119)	6% (134)	2202
Ethnicity: White	48% (832)	31% (551)	9% (163)	6% (98)	6% (107)	1751
Ethnicity: Hispanic	34% (111)	34% (113)	18% (59)	8% (27)	6% (20)	330
Ethnicity: Afr. Am.	63% (169)	22% (60)	6% (17)	3% (8)	5% (14)	269
Ethnicity: Other	40% (73)	33% (60)	13% (23)	7% (13)	7% (13)	182
Relig: Protestant	48% (276)	32% (185)	7% (41)	6% (37)	7% (42)	581
Relig: Roman Catholic	45% (209)	35% (165)	10% (44)	6% (28)	4% (20)	466
Relig: Ath./Agn./None	47% (264)	28% (160)	10% (59)	6% (32)	9% (50)	565
Relig: Something Else	51% (185)	28% (102)	14% (52)	4% (15)	2% (9)	364
Relig: Evangelical	53% (355)	29% (195)	6% (38)	6% (40)	6% (38)	666
Relig: Non-Evang. Catholics	45% (270)	35% (212)	9% (53)	5% (32)	6% (37)	605
Relig: All Christian	49% (625)	32% (408)	7% (92)	6% (72)	6% (75)	1271
Relig: All Non-Christian	48% (449)	28% (262)	12% (111)	5% (47)	6% (59)	928
Community: Urban	52% (313)	31% (189)	7% (40)	5% (28)	6% (36)	605
Community: Suburban	46% (438)	32% (303)	10% (98)	6% (57)	6% (60)	957
Community: Rural	51% (324)	28% (179)	10% (64)	5% (35)	6% (38)	639
Employ: Private Sector	54% (358)	31% (204)	7% (43)	5% (31)	4% (24)	660
Employ: Government	40% (88)	38% (83)	14% (30)	5% (11)	3% (7)	218
Employ: Self-Employed	49% (100)	28% (58)	14% (28)	5% (10)	5% (9)	205
Employ: Homemaker	56% (99)	24% (42)	8% (13)	4% (7)	8% (14)	176
Employ: Student	57% (62)	21% (23)	14% (15)	5% (5)	3% (3)	108
Employ: Retired	38% (179)	34% (163)	9% (44)	9% (43)	10% (45)	474
Employ: Unemployed	53% (110)	29% (61)	8% (16)	3% (7)	7% (15)	209
Employ: Other	53% (79)	25% (38)	9% (14)	2% (3)	11% (17)	151
Job Type: White-collar	44% (390)	34% (299)	12% (107)	6% (50)	4% (37)	883
Job Type: Blue-collar	50% (442)	31% (272)	7% (61)	6% (54)	6% (52)	883
Job Type: Don't Know	56% (243)	23% (100)	8% (35)	3% (14)	10% (44)	437
Military HH: Yes	44% (201)	33% (151)	10% (48)	7% (34)	6% (27)	462
Military HH: No	50% (873)	30% (521)	9% (155)	5% (85)	6% (107)	1740

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**Table BRD4\_5:** Please indicate how important the following features of smartphones are to you.

Camera quality

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	49% (1075)	30% (671)	9% (203)	5% (119)	6% (134)	2202
2016 Vote: Democrat Hillary Clinton	49% (336)	31% (211)	8% (58)	6% (40)	6% (43)	688
2016 Vote: Republican Donald Trump	49% (400)	33% (263)	8% (62)	6% (45)	5% (39)	809
2016 Vote: Someone else	43% (79)	33% (61)	12% (22)	3% (5)	9% (16)	183
2012 Vote: Barack Obama	51% (406)	31% (244)	7% (60)	5% (41)	6% (45)	796
2012 Vote: Mitt Romney	47% (259)	34% (186)	7% (38)	6% (33)	5% (29)	545
2012 Vote: Other	43% (44)	26% (27)	13% (13)	4% (4)	14% (14)	103
2012 Vote: Didn't Vote	48% (364)	28% (214)	12% (92)	5% (40)	6% (46)	756
4-Region: Northeast	47% (188)	32% (130)	8% (32)	6% (24)	7% (28)	402
4-Region: Midwest	42% (199)	34% (159)	11% (52)	6% (28)	8% (36)	474
4-Region: South	55% (445)	28% (225)	8% (64)	5% (38)	5% (42)	815
4-Region: West	47% (242)	31% (156)	11% (55)	6% (29)	6% (28)	511
Has account: Facebook	53% (974)	30% (557)	8% (150)	4% (72)	5% (85)	1838
Has account: Instagram	61% (553)	26% (231)	7% (67)	3% (30)	2% (22)	903
Has account: Snapchat	62% (400)	24% (155)	8% (53)	3% (21)	3% (20)	648
Has account: Twitter	55% (544)	30% (297)	8% (80)	3% (30)	4% (41)	993
Watches The O'Reilly Factor	52% (307)	29% (170)	9% (53)	5% (32)	5% (28)	591

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

**Table BRD4\_6:** Please indicate how important the following features of smartphones are to you.

*Charging speed*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	51% (1114)	30% (653)	9% (201)	5% (104)	6% (130)	2202
Gender: Male	45% (472)	32% (341)	12% (131)	6% (64)	5% (52)	1060
Gender: Female	56% (642)	27% (312)	6% (69)	4% (40)	7% (78)	1142
Age: 18-29	59% (270)	26% (121)	9% (42)	3% (12)	3% (14)	459
Age: 30-44	52% (300)	32% (184)	9% (52)	2% (14)	5% (26)	577
Age: 45-54	51% (159)	32% (101)	9% (28)	3% (9)	5% (15)	313
Age: 55-64	50% (227)	27% (122)	11% (49)	6% (28)	6% (29)	456
Age: 65+	39% (157)	31% (125)	7% (29)	10% (41)	12% (46)	398
PID: Dem (no lean)	51% (412)	28% (224)	11% (86)	6% (47)	5% (45)	815
PID: Ind (no lean)	49% (328)	31% (205)	10% (63)	3% (19)	7% (49)	665
PID: Rep (no lean)	52% (374)	31% (223)	7% (51)	5% (38)	5% (36)	722
PID/Gender: Dem Men	45% (175)	29% (110)	16% (60)	8% (31)	3% (10)	386
PID/Gender: Dem Women	55% (238)	27% (114)	6% (26)	4% (17)	8% (35)	429
PID/Gender: Ind Men	39% (121)	35% (109)	13% (41)	4% (12)	8% (25)	308
PID/Gender: Ind Women	58% (207)	27% (96)	6% (22)	2% (7)	7% (25)	358
PID/Gender: Rep Men	48% (176)	33% (122)	8% (29)	6% (21)	5% (18)	367
PID/Gender: Rep Women	56% (197)	28% (101)	6% (22)	5% (16)	5% (19)	355
Tea Party: Supporter	47% (353)	34% (257)	11% (80)	6% (43)	3% (20)	753
Tea Party: Not Supporter	52% (755)	27% (392)	8% (120)	4% (62)	8% (111)	1439
Ideo: Liberal (1-3)	48% (396)	32% (263)	11% (94)	4% (36)	5% (37)	826
Ideo: Moderate (4)	48% (225)	31% (145)	8% (39)	7% (32)	6% (26)	468
Ideo: Conservative (5-7)	53% (354)	29% (195)	8% (53)	5% (34)	5% (33)	669
Educ: < College	51% (792)	28% (444)	9% (148)	5% (80)	7% (104)	1567
Educ: Bachelors degree	53% (219)	32% (133)	9% (36)	4% (16)	3% (12)	416
Educ: Post-grad	47% (104)	34% (75)	8% (17)	4% (8)	7% (15)	219
Income: Under 50k	49% (684)	29% (409)	10% (137)	5% (76)	7% (97)	1403
Income: 50k-100k	54% (321)	29% (175)	8% (47)	4% (25)	5% (29)	597
Income: 100k+	54% (109)	34% (68)	8% (16)	2% (4)	2% (4)	202

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**Table BRD4\_6:** Please indicate how important the following features of smartphones are to you.

*Charging speed*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	51% (1114)	30% (653)	9% (201)	5% (104)	6% (130)	2202
Ethnicity: White	50% (871)	31% (542)	9% (153)	5% (80)	6% (105)	1751
Ethnicity: Hispanic	34% (113)	35% (115)	18% (60)	9% (28)	4% (14)	330
Ethnicity: Afr. Am.	64% (171)	18% (49)	9% (23)	4% (12)	5% (14)	269
Ethnicity: Other	40% (73)	33% (61)	13% (25)	7% (13)	6% (11)	182
Relig: Protestant	50% (289)	28% (163)	10% (57)	6% (32)	7% (40)	581
Relig: Roman Catholic	52% (241)	30% (140)	10% (47)	5% (25)	3% (12)	466
Relig: Ath./Agn./None	48% (271)	31% (173)	8% (47)	4% (22)	9% (52)	565
Relig: Something Else	49% (176)	33% (120)	10% (37)	5% (20)	3% (11)	364
Relig: Evangelical	54% (361)	27% (177)	9% (62)	5% (30)	5% (35)	666
Relig: Non-Evang. Catholics	50% (304)	30% (182)	9% (54)	5% (32)	5% (33)	605
Relig: All Christian	52% (665)	28% (359)	9% (116)	5% (62)	5% (68)	1271
Relig: All Non-Christian	48% (447)	32% (293)	9% (84)	4% (42)	7% (62)	928
Community: Urban	55% (335)	27% (161)	8% (48)	4% (24)	6% (37)	605
Community: Suburban	49% (469)	31% (293)	9% (88)	5% (50)	6% (58)	957
Community: Rural	49% (311)	31% (199)	10% (65)	5% (30)	5% (35)	639
Employ: Private Sector	54% (355)	31% (208)	9% (57)	3% (19)	3% (21)	660
Employ: Government	46% (100)	32% (70)	16% (34)	5% (12)	1% (2)	218
Employ: Self-Employed	48% (99)	32% (66)	13% (26)	3% (7)	3% (7)	205
Employ: Homemaker	51% (89)	30% (53)	7% (13)	4% (7)	8% (14)	176
Employ: Student	60% (65)	26% (28)	8% (9)	1% (1)	4% (4)	108
Employ: Retired	42% (200)	30% (144)	8% (39)	10% (45)	10% (46)	474
Employ: Unemployed	58% (120)	26% (54)	4% (7)	4% (9)	9% (18)	209
Employ: Other	57% (86)	19% (29)	10% (16)	2% (3)	11% (17)	151
Job Type: White-collar	45% (399)	34% (305)	12% (103)	5% (48)	3% (28)	883
Job Type: Blue-collar	53% (464)	29% (255)	7% (65)	5% (45)	6% (53)	883
Job Type: Don't Know	57% (251)	21% (93)	7% (32)	3% (11)	11% (49)	437
Military HH: Yes	46% (210)	32% (149)	11% (51)	6% (28)	5% (23)	462
Military HH: No	52% (904)	29% (503)	9% (150)	4% (76)	6% (107)	1740

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**Table BRD4\_6:** Please indicate how important the following features of smartphones are to you.  
*Charging speed*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	51% (1114)	30% (653)	9% (201)	5% (104)	6% (130)	2202
2016 Vote: Democrat Hillary Clinton	50% (346)	28% (196)	9% (63)	6% (39)	6% (44)	688
2016 Vote: Republican Donald Trump	51% (413)	32% (261)	8% (63)	5% (38)	4% (34)	809
2016 Vote: Someone else	49% (91)	30% (55)	11% (21)	3% (5)	6% (12)	183
2012 Vote: Barack Obama	52% (416)	28% (223)	9% (72)	4% (35)	6% (50)	796
2012 Vote: Mitt Romney	50% (274)	30% (165)	8% (45)	6% (31)	6% (30)	545
2012 Vote: Other	48% (49)	28% (28)	10% (10)	6% (6)	8% (8)	103
2012 Vote: Didn't Vote	50% (375)	31% (234)	10% (74)	4% (32)	5% (41)	756
4-Region: Northeast	50% (201)	30% (120)	9% (34)	6% (25)	5% (21)	402
4-Region: Midwest	45% (214)	32% (150)	11% (53)	5% (23)	7% (34)	474
4-Region: South	56% (453)	27% (220)	9% (71)	3% (28)	5% (44)	815
4-Region: West	48% (246)	32% (163)	8% (42)	6% (29)	6% (31)	511
Has account: Facebook	54% (993)	30% (545)	8% (150)	4% (66)	5% (85)	1838
Has account: Instagram	59% (529)	28% (248)	9% (80)	3% (26)	2% (20)	903
Has account: Snapchat	60% (386)	27% (172)	7% (48)	4% (24)	3% (17)	648
Has account: Twitter	55% (549)	29% (284)	9% (86)	3% (33)	4% (41)	993
Watches The O'Reilly Factor	53% (316)	27% (161)	10% (59)	6% (33)	4% (23)	591

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

**Table BRD4\_7:** Please indicate how important the following features of smartphones are to you.  
Battery life

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	66%	(1450)	20%	(436)	6%	(123)	3%	(67)	6%	(126)	2202
Gender: Male	59%	(623)	23%	(241)	9%	(99)	4%	(44)	5%	(53)	1060
Gender: Female	72%	(827)	17%	(195)	2%	(24)	2%	(23)	6%	(73)	1142
Age: 18-29	70%	(322)	16%	(73)	8%	(36)	2%	(11)	4%	(17)	459
Age: 30-44	61%	(354)	24%	(137)	8%	(44)	3%	(18)	4%	(24)	577
Age: 45-54	70%	(219)	18%	(57)	6%	(20)	1%	(3)	4%	(14)	313
Age: 55-64	67%	(304)	20%	(90)	5%	(22)	2%	(10)	6%	(29)	456
Age: 65+	63%	(251)	20%	(79)	—	(2)	6%	(24)	11%	(42)	398
PID: Dem (no lean)	64%	(518)	21%	(174)	7%	(58)	3%	(23)	5%	(43)	815
PID: Ind (no lean)	70%	(469)	16%	(109)	4%	(27)	2%	(13)	7%	(47)	665
PID: Rep (no lean)	64%	(463)	21%	(153)	5%	(38)	4%	(31)	5%	(36)	722
PID/Gender: Dem Men	55%	(212)	25%	(98)	12%	(46)	4%	(16)	3%	(13)	386
PID/Gender: Dem Women	71%	(305)	18%	(76)	3%	(12)	2%	(7)	7%	(29)	429
PID/Gender: Ind Men	67%	(206)	17%	(53)	6%	(18)	3%	(9)	7%	(22)	308
PID/Gender: Ind Women	73%	(263)	16%	(57)	3%	(9)	1%	(4)	7%	(25)	358
PID/Gender: Rep Men	56%	(204)	25%	(90)	10%	(35)	5%	(19)	5%	(18)	367
PID/Gender: Rep Women	73%	(259)	18%	(63)	1%	(3)	3%	(12)	5%	(19)	355
Tea Party: Supporter	59%	(443)	24%	(179)	10%	(77)	4%	(31)	3%	(23)	753
Tea Party: Not Supporter	69%	(999)	18%	(256)	3%	(46)	2%	(36)	7%	(103)	1439
Ideo: Liberal (1-3)	59%	(490)	23%	(193)	9%	(75)	4%	(33)	4%	(36)	826
Ideo: Moderate (4)	66%	(309)	20%	(92)	6%	(27)	3%	(12)	6%	(27)	468
Ideo: Conservative (5-7)	72%	(484)	18%	(118)	3%	(17)	3%	(19)	5%	(31)	669
Educ: < College	64%	(1004)	19%	(300)	7%	(106)	3%	(54)	7%	(103)	1567
Educ: Bachelors degree	70%	(293)	22%	(91)	3%	(13)	2%	(8)	3%	(11)	416
Educ: Post-grad	70%	(153)	21%	(45)	2%	(5)	2%	(4)	5%	(12)	219
Income: Under 50k	63%	(886)	20%	(276)	7%	(96)	4%	(51)	7%	(94)	1403
Income: 50k-100k	69%	(412)	20%	(121)	4%	(23)	2%	(13)	5%	(28)	597
Income: 100k+	75%	(151)	20%	(40)	2%	(4)	1%	(2)	2%	(4)	202

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**Table BRD4\_7:** Please indicate how important the following features of smartphones are to you.  
*Battery life*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	66% (1450)	20% (436)	6% (123)	3% (67)	6% (126)	2202
Ethnicity: White	66% (1159)	20% (350)	5% (89)	3% (52)	6% (101)	1751
Ethnicity: Hispanic	38% (125)	33% (109)	18% (58)	7% (23)	4% (15)	330
Ethnicity: Afr. Am.	75% (202)	13% (35)	5% (13)	2% (6)	5% (13)	269
Ethnicity: Other	48% (88)	28% (51)	12% (22)	5% (9)	7% (13)	182
Relig: Protestant	68% (394)	19% (109)	4% (24)	3% (18)	6% (37)	581
Relig: Roman Catholic	61% (283)	25% (115)	7% (33)	4% (17)	4% (18)	466
Relig: Ath./Agn./None	67% (376)	18% (100)	5% (27)	2% (13)	9% (48)	565
Relig: Something Else	61% (222)	22% (78)	10% (38)	4% (16)	2% (9)	364
Relig: Evangelical	68% (451)	20% (131)	5% (36)	2% (14)	5% (34)	666
Relig: Non-Evang. Catholics	66% (398)	21% (126)	4% (23)	4% (23)	6% (35)	605
Relig: All Christian	67% (849)	20% (257)	5% (59)	3% (37)	5% (69)	1271
Relig: All Non-Christian	64% (598)	19% (178)	7% (65)	3% (30)	6% (57)	928
Community: Urban	69% (415)	19% (116)	4% (27)	3% (16)	5% (31)	605
Community: Suburban	64% (611)	21% (201)	6% (58)	3% (27)	6% (60)	957
Community: Rural	66% (423)	19% (119)	6% (39)	4% (23)	5% (35)	639
Employ: Private Sector	68% (448)	21% (137)	6% (40)	3% (17)	3% (18)	660
Employ: Government	53% (116)	28% (61)	14% (30)	3% (7)	2% (4)	218
Employ: Self-Employed	60% (122)	23% (47)	8% (16)	5% (11)	5% (9)	205
Employ: Homemaker	67% (118)	16% (28)	7% (12)	1% (2)	9% (16)	176
Employ: Student	64% (69)	22% (23)	9% (10)	1% (1)	4% (5)	108
Employ: Retired	65% (308)	20% (95)	1% (3)	6% (26)	9% (42)	474
Employ: Unemployed	79% (165)	11% (23)	2% (5)	1% (2)	7% (14)	209
Employ: Other	69% (104)	14% (21)	5% (8)	— (1)	11% (17)	151
Job Type: White-collar	62% (544)	24% (214)	8% (67)	4% (31)	3% (27)	883
Job Type: Blue-collar	68% (599)	19% (169)	4% (37)	3% (27)	6% (51)	883
Job Type: Don't Know	70% (307)	12% (53)	4% (19)	2% (9)	11% (48)	437
Military HH: Yes	59% (272)	24% (109)	7% (34)	5% (22)	5% (25)	462
Military HH: No	68% (1178)	19% (328)	5% (89)	3% (44)	6% (101)	1740

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**Table BRD4\_7:** Please indicate how important the following features of smartphones are to you.  
Battery life

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	66% (1450)	20% (436)	6% (123)	3% (67)	6% (126)	2202
2016 Vote: Democrat Hillary Clinton	65% (448)	21% (142)	5% (34)	4% (28)	5% (37)	688
2016 Vote: Republican Donald Trump	67% (544)	21% (171)	4% (34)	3% (24)	5% (37)	809
2016 Vote: Someone else	73% (134)	15% (28)	5% (9)	— (0)	7% (12)	183
2012 Vote: Barack Obama	70% (555)	19% (148)	3% (26)	3% (20)	6% (46)	796
2012 Vote: Mitt Romney	70% (381)	19% (102)	3% (17)	3% (16)	5% (28)	545
2012 Vote: Other	65% (67)	16% (17)	9% (9)	3% (3)	6% (6)	103
2012 Vote: Didn't Vote	59% (445)	22% (168)	9% (71)	4% (27)	6% (45)	756
4-Region: Northeast	66% (264)	19% (78)	6% (23)	3% (11)	6% (26)	402
4-Region: Midwest	57% (272)	24% (116)	8% (38)	3% (16)	7% (32)	474
4-Region: South	71% (575)	18% (146)	4% (37)	2% (17)	5% (40)	815
4-Region: West	66% (338)	19% (96)	5% (26)	4% (23)	6% (28)	511
Has account: Facebook	69% (1277)	19% (353)	5% (83)	2% (43)	4% (83)	1838
Has account: Instagram	70% (632)	19% (170)	7% (67)	2% (16)	2% (19)	903
Has account: Snapchat	70% (452)	17% (107)	9% (59)	2% (13)	2% (16)	648
Has account: Twitter	69% (682)	19% (193)	5% (51)	3% (28)	4% (38)	993
Watches The O'Reilly Factor	61% (361)	23% (138)	7% (40)	4% (25)	5% (27)	591

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



**Table BRD4\_8:** Please indicate how important the following features of smartphones are to you.  
*Processing speed*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	52%	(1142)	28%	(618)	8%	(170)	6%	(135)	6%	(136)	2202
Gender: Male	49%	(521)	27%	(290)	11%	(114)	8%	(81)	5%	(54)	1060
Gender: Female	54%	(621)	29%	(328)	5%	(56)	5%	(54)	7%	(82)	1142
Age: 18-29	63%	(288)	20%	(93)	9%	(42)	4%	(17)	4%	(19)	459
Age: 30-44	54%	(312)	28%	(163)	7%	(42)	6%	(34)	5%	(26)	577
Age: 45-54	57%	(178)	29%	(91)	7%	(21)	3%	(8)	5%	(15)	313
Age: 55-64	49%	(222)	31%	(143)	7%	(34)	6%	(28)	6%	(29)	456
Age: 65+	36%	(142)	33%	(129)	8%	(32)	12%	(47)	12%	(48)	398
PID: Dem (no lean)	50%	(411)	29%	(237)	8%	(66)	7%	(54)	6%	(47)	815
PID: Ind (no lean)	53%	(356)	25%	(167)	9%	(57)	5%	(31)	8%	(55)	665
PID: Rep (no lean)	52%	(376)	30%	(214)	7%	(48)	7%	(50)	5%	(35)	722
PID/Gender: Dem Men	49%	(189)	27%	(102)	12%	(45)	9%	(35)	4%	(14)	386
PID/Gender: Dem Women	52%	(222)	31%	(135)	5%	(21)	4%	(19)	8%	(33)	429
PID/Gender: Ind Men	49%	(151)	25%	(75)	12%	(37)	6%	(18)	8%	(26)	308
PID/Gender: Ind Women	57%	(204)	26%	(91)	5%	(20)	4%	(13)	8%	(29)	358
PID/Gender: Rep Men	49%	(181)	30%	(112)	9%	(32)	8%	(28)	4%	(14)	367
PID/Gender: Rep Women	55%	(195)	29%	(103)	4%	(15)	6%	(22)	6%	(20)	355
Tea Party: Supporter	49%	(367)	30%	(228)	10%	(78)	7%	(54)	3%	(26)	753
Tea Party: Not Supporter	53%	(769)	27%	(388)	6%	(90)	6%	(81)	8%	(110)	1439
Ideo: Liberal (1-3)	48%	(395)	32%	(266)	9%	(73)	6%	(53)	5%	(39)	826
Ideo: Moderate (4)	50%	(232)	27%	(128)	9%	(41)	8%	(39)	6%	(27)	468
Ideo: Conservative (5-7)	56%	(372)	27%	(178)	6%	(42)	6%	(41)	5%	(37)	669
Educ: < College	51%	(804)	27%	(421)	9%	(140)	6%	(97)	7%	(104)	1567
Educ: Bachelors degree	53%	(218)	32%	(134)	5%	(19)	7%	(28)	4%	(16)	416
Educ: Post-grad	55%	(119)	28%	(62)	5%	(12)	4%	(10)	7%	(16)	219
Income: Under 50k	50%	(703)	27%	(382)	9%	(122)	7%	(99)	7%	(97)	1403
Income: 50k-100k	53%	(314)	31%	(186)	6%	(34)	5%	(30)	5%	(33)	597
Income: 100k+	62%	(125)	25%	(50)	7%	(14)	3%	(6)	3%	(7)	202

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**Table BRD4\_8:** Please indicate how important the following features of smartphones are to you.  
*Processing speed*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	52% (1142)	28% (618)	8% (170)	6% (135)	6% (136)	2202
Ethnicity: White	51% (887)	29% (512)	8% (140)	6% (104)	6% (108)	1751
Ethnicity: Hispanic	37% (121)	34% (111)	16% (52)	10% (34)	4% (12)	330
Ethnicity: Afr. Am.	62% (167)	22% (59)	5% (13)	6% (16)	5% (14)	269
Ethnicity: Other	48% (88)	26% (47)	10% (18)	8% (15)	8% (14)	182
Relig: Protestant	50% (292)	29% (171)	6% (36)	7% (43)	7% (40)	581
Relig: Roman Catholic	49% (227)	32% (148)	9% (42)	7% (32)	4% (17)	466
Relig: Ath./Agn./None	53% (301)	24% (138)	8% (43)	5% (27)	10% (56)	565
Relig: Something Else	49% (177)	30% (109)	11% (40)	8% (28)	2% (9)	364
Relig: Evangelical	55% (369)	27% (178)	7% (43)	6% (43)	5% (33)	666
Relig: Non-Evang. Catholics	49% (295)	32% (191)	7% (44)	6% (37)	6% (37)	605
Relig: All Christian	52% (664)	29% (369)	7% (87)	6% (80)	6% (70)	1271
Relig: All Non-Christian	52% (478)	27% (247)	9% (83)	6% (55)	7% (65)	928
Community: Urban	55% (333)	28% (168)	7% (41)	5% (30)	6% (34)	605
Community: Suburban	52% (497)	27% (255)	9% (83)	6% (60)	6% (62)	957
Community: Rural	49% (312)	31% (195)	7% (47)	7% (45)	6% (41)	639
Employ: Private Sector	56% (372)	30% (196)	6% (37)	5% (34)	3% (22)	660
Employ: Government	47% (103)	32% (70)	11% (25)	8% (17)	2% (4)	218
Employ: Self-Employed	47% (97)	30% (63)	12% (25)	5% (10)	5% (11)	205
Employ: Homemaker	56% (99)	22% (39)	9% (16)	4% (7)	9% (15)	176
Employ: Student	54% (58)	28% (30)	11% (12)	5% (5)	2% (2)	108
Employ: Retired	41% (193)	32% (150)	7% (34)	10% (48)	10% (47)	474
Employ: Unemployed	61% (128)	22% (45)	3% (7)	5% (10)	8% (17)	209
Employ: Other	61% (92)	16% (25)	9% (13)	2% (4)	11% (17)	151
Job Type: White-collar	47% (416)	33% (291)	9% (79)	7% (62)	4% (34)	883
Job Type: Blue-collar	52% (461)	27% (241)	7% (65)	7% (62)	6% (53)	883
Job Type: Don't Know	61% (265)	20% (86)	6% (26)	2% (11)	11% (49)	437
Military HH: Yes	48% (221)	31% (141)	9% (42)	8% (36)	5% (22)	462
Military HH: No	53% (922)	27% (477)	7% (129)	6% (99)	7% (115)	1740

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**Table BRD4\_8:** Please indicate how important the following features of smartphones are to you.  
*Processing speed*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	52% (1142)	28% (618)	8% (170)	6% (135)	6% (136)	2202
2016 Vote: Democrat Hillary Clinton	52% (355)	28% (192)	6% (45)	8% (54)	6% (43)	688
2016 Vote: Republican Donald Trump	53% (429)	30% (241)	7% (56)	6% (45)	5% (39)	809
2016 Vote: Someone else	52% (95)	27% (50)	7% (13)	6% (11)	8% (14)	183
2012 Vote: Barack Obama	55% (435)	27% (215)	6% (50)	6% (46)	6% (50)	796
2012 Vote: Mitt Romney	52% (286)	29% (159)	6% (35)	6% (34)	6% (31)	545
2012 Vote: Other	50% (52)	24% (25)	8% (8)	10% (10)	8% (8)	103
2012 Vote: Didn't Vote	49% (368)	29% (217)	10% (78)	6% (45)	6% (47)	756
4-Region: Northeast	49% (195)	28% (112)	9% (37)	7% (28)	8% (31)	402
4-Region: Midwest	44% (210)	32% (151)	9% (42)	7% (34)	8% (37)	474
4-Region: South	58% (470)	26% (211)	6% (53)	5% (40)	5% (41)	815
4-Region: West	52% (267)	28% (144)	8% (38)	7% (34)	5% (28)	511
Has account: Facebook	55% (1018)	28% (516)	7% (127)	5% (88)	5% (89)	1838
Has account: Instagram	60% (543)	27% (242)	7% (65)	4% (34)	2% (19)	903
Has account: Snapchat	61% (398)	23% (150)	8% (49)	5% (34)	2% (16)	648
Has account: Twitter	59% (586)	26% (259)	6% (64)	4% (41)	4% (43)	993
Watches The O'Reilly Factor	54% (320)	25% (148)	10% (59)	6% (38)	4% (26)	591

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

**Table BRD4\_9:** Please indicate how important the following features of smartphones are to you.  
Allowing you to see multiple windows at once

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	21% (468)	27% (603)	25% (561)	18% (403)	8% (167)	2202
Gender: Male	25% (260)	29% (303)	25% (260)	16% (172)	6% (66)	1060
Gender: Female	18% (207)	26% (301)	26% (301)	20% (232)	9% (101)	1142
Age: 18-29	32% (149)	28% (128)	23% (107)	12% (57)	4% (19)	459
Age: 30-44	28% (161)	30% (176)	24% (136)	13% (76)	5% (29)	577
Age: 45-54	20% (62)	28% (88)	31% (99)	15% (47)	5% (17)	313
Age: 55-64	15% (70)	29% (134)	25% (115)	20% (93)	10% (43)	456
Age: 65+	7% (26)	20% (78)	26% (104)	33% (130)	15% (59)	398
PID: Dem (no lean)	24% (195)	31% (251)	22% (179)	17% (136)	7% (53)	815
PID: Ind (no lean)	18% (120)	24% (163)	29% (191)	19% (127)	10% (64)	665
PID: Rep (no lean)	21% (152)	26% (189)	26% (191)	19% (140)	7% (50)	722
PID/Gender: Dem Men	27% (105)	33% (126)	20% (78)	16% (62)	4% (14)	386
PID/Gender: Dem Women	21% (90)	29% (125)	23% (101)	17% (74)	9% (39)	429
PID/Gender: Ind Men	20% (60)	21% (66)	30% (91)	20% (61)	10% (30)	308
PID/Gender: Ind Women	17% (60)	27% (97)	28% (100)	19% (66)	10% (34)	358
PID/Gender: Rep Men	26% (95)	30% (110)	25% (90)	13% (49)	6% (22)	367
PID/Gender: Rep Women	16% (56)	22% (79)	28% (101)	26% (91)	8% (28)	355
Tea Party: Supporter	28% (213)	29% (219)	24% (182)	14% (103)	5% (36)	753
Tea Party: Not Supporter	17% (250)	26% (381)	26% (378)	21% (299)	9% (131)	1439
Ideo: Liberal (1-3)	25% (207)	33% (269)	21% (175)	16% (130)	5% (44)	826
Ideo: Moderate (4)	16% (75)	26% (121)	29% (137)	21% (100)	7% (35)	468
Ideo: Conservative (5-7)	19% (129)	23% (156)	28% (189)	22% (145)	7% (50)	669
Educ: < College	23% (367)	26% (407)	25% (385)	18% (275)	8% (133)	1567
Educ: Bachelors degree	15% (64)	31% (131)	28% (118)	21% (89)	3% (14)	416
Educ: Post-grad	17% (36)	30% (65)	26% (58)	18% (40)	9% (20)	219
Income: Under 50k	23% (319)	26% (364)	25% (346)	18% (253)	9% (121)	1403
Income: 50k-100k	18% (106)	30% (176)	27% (160)	20% (119)	6% (37)	597
Income: 100k+	21% (42)	31% (63)	27% (54)	16% (32)	5% (10)	202

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**Table BRD4\_9:** Please indicate how important the following features of smartphones are to you.  
 Allowing you to see multiple windows at once

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	21% (468)	27% (603)	25% (561)	18% (403)	8% (167)	2202
Ethnicity: White	18% (314)	27% (467)	27% (479)	20% (353)	8% (138)	1751
Ethnicity: Hispanic	30% (99)	33% (109)	23% (77)	10% (33)	3% (11)	330
Ethnicity: Afr. Am.	38% (103)	28% (75)	15% (41)	13% (34)	6% (16)	269
Ethnicity: Other	28% (51)	34% (62)	23% (41)	9% (16)	7% (13)	182
Relig: Protestant	18% (107)	24% (142)	27% (155)	22% (129)	8% (49)	581
Relig: Roman Catholic	24% (110)	32% (148)	23% (106)	16% (76)	5% (25)	466
Relig: Ath./Agn./None	20% (111)	25% (141)	25% (140)	20% (115)	10% (59)	565
Relig: Something Else	22% (81)	31% (111)	29% (107)	14% (50)	4% (15)	364
Relig: Evangelical	26% (170)	27% (182)	24% (157)	16% (106)	8% (51)	666
Relig: Non-Evang. Catholics	17% (104)	28% (169)	26% (156)	22% (132)	7% (43)	605
Relig: All Christian	22% (274)	28% (351)	25% (313)	19% (238)	7% (94)	1271
Relig: All Non-Christian	21% (192)	27% (252)	27% (246)	18% (165)	8% (73)	928
Community: Urban	25% (154)	28% (167)	22% (131)	19% (113)	7% (40)	605
Community: Suburban	19% (177)	27% (255)	29% (276)	18% (169)	8% (80)	957
Community: Rural	21% (136)	28% (181)	24% (154)	19% (121)	7% (47)	639
Employ: Private Sector	23% (151)	31% (207)	25% (162)	17% (116)	4% (25)	660
Employ: Government	30% (65)	28% (62)	29% (64)	10% (22)	3% (6)	218
Employ: Self-Employed	25% (52)	30% (62)	24% (49)	15% (30)	6% (12)	205
Employ: Homemaker	18% (33)	30% (53)	26% (45)	16% (28)	10% (18)	176
Employ: Student	31% (34)	30% (33)	22% (23)	14% (15)	3% (3)	108
Employ: Retired	9% (43)	23% (108)	25% (117)	30% (142)	14% (64)	474
Employ: Unemployed	24% (51)	21% (44)	27% (56)	17% (36)	10% (21)	209
Employ: Other	26% (39)	24% (36)	29% (44)	10% (15)	11% (17)	151
Job Type: White-collar	22% (197)	31% (274)	25% (222)	17% (148)	5% (42)	883
Job Type: Blue-collar	19% (170)	26% (228)	24% (215)	22% (198)	8% (71)	883
Job Type: Don't Know	23% (101)	23% (102)	28% (124)	13% (57)	12% (54)	437
Military HH: Yes	23% (105)	29% (133)	23% (105)	19% (89)	6% (29)	462
Military HH: No	21% (362)	27% (470)	26% (456)	18% (314)	8% (138)	1740

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**Table BRD4\_9:** Please indicate how important the following features of smartphones are to you.  
Allowing you to see multiple windows at once

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	21% (468)	27% (603)	25% (561)	18% (403)	8% (167)	2202
2016 Vote: Democrat Hillary Clinton	23% (158)	30% (203)	22% (154)	18% (121)	8% (52)	688
2016 Vote: Republican Donald Trump	20% (160)	29% (233)	25% (202)	20% (158)	7% (56)	809
2016 Vote: Someone else	19% (35)	22% (40)	32% (59)	19% (34)	8% (15)	183
2012 Vote: Barack Obama	22% (178)	29% (230)	23% (185)	18% (142)	8% (61)	796
2012 Vote: Mitt Romney	14% (74)	26% (144)	29% (159)	23% (126)	8% (43)	545
2012 Vote: Other	12% (12)	22% (22)	35% (36)	19% (20)	12% (13)	103
2012 Vote: Didn't Vote	27% (204)	27% (205)	24% (182)	15% (114)	7% (51)	756
4-Region: Northeast	20% (78)	30% (120)	24% (98)	18% (73)	8% (33)	402
4-Region: Midwest	20% (95)	25% (117)	27% (129)	18% (86)	10% (46)	474
4-Region: South	25% (202)	27% (220)	24% (194)	18% (147)	6% (51)	815
4-Region: West	18% (92)	29% (146)	27% (139)	19% (97)	7% (37)	511
Has account: Facebook	23% (416)	28% (513)	25% (465)	18% (328)	6% (116)	1838
Has account: Instagram	32% (291)	29% (263)	24% (219)	12% (105)	3% (24)	903
Has account: Snapchat	35% (225)	29% (189)	23% (149)	11% (71)	2% (15)	648
Has account: Twitter	28% (276)	30% (294)	24% (236)	13% (132)	5% (55)	993
Watches The O'Reilly Factor	29% (171)	29% (173)	21% (127)	14% (84)	6% (36)	591

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

**Table BRD4\_10:** Please indicate how important the following features of smartphones are to you.  
*Fingerprint sensor*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	21%	(467)	25%	(558)	22%	(493)	22%	(493)	9%	(192)	2202
Gender: Male	23%	(241)	29%	(310)	21%	(227)	19%	(202)	8%	(80)	1060
Gender: Female	20%	(225)	22%	(248)	23%	(266)	25%	(291)	10%	(112)	1142
Age: 18-29	29%	(135)	27%	(122)	23%	(104)	16%	(75)	5%	(22)	459
Age: 30-44	27%	(156)	28%	(163)	20%	(116)	19%	(109)	6%	(34)	577
Age: 45-54	20%	(62)	24%	(77)	26%	(80)	23%	(70)	8%	(24)	313
Age: 55-64	17%	(78)	24%	(109)	23%	(106)	25%	(115)	10%	(48)	456
Age: 65+	9%	(37)	22%	(87)	22%	(88)	31%	(123)	16%	(64)	398
PID: Dem (no lean)	24%	(193)	26%	(213)	22%	(179)	21%	(175)	7%	(55)	815
PID: Ind (no lean)	18%	(117)	23%	(154)	25%	(164)	23%	(153)	12%	(77)	665
PID: Rep (no lean)	22%	(157)	26%	(191)	21%	(150)	23%	(164)	8%	(60)	722
PID/Gender: Dem Men	26%	(100)	29%	(113)	21%	(81)	19%	(74)	4%	(17)	386
PID/Gender: Dem Women	22%	(93)	23%	(99)	23%	(98)	24%	(101)	9%	(39)	429
PID/Gender: Ind Men	15%	(47)	27%	(84)	22%	(68)	24%	(74)	11%	(35)	308
PID/Gender: Ind Women	19%	(70)	20%	(70)	27%	(96)	22%	(80)	12%	(42)	358
PID/Gender: Rep Men	26%	(94)	31%	(112)	21%	(78)	15%	(54)	8%	(28)	367
PID/Gender: Rep Women	18%	(63)	22%	(79)	20%	(72)	31%	(110)	9%	(31)	355
Tea Party: Supporter	27%	(207)	30%	(227)	21%	(162)	16%	(122)	5%	(35)	753
Tea Party: Not Supporter	18%	(260)	23%	(326)	23%	(328)	26%	(369)	11%	(156)	1439
Ideo: Liberal (1-3)	23%	(191)	30%	(248)	20%	(168)	21%	(170)	6%	(49)	826
Ideo: Moderate (4)	17%	(78)	28%	(129)	24%	(111)	24%	(112)	8%	(37)	468
Ideo: Conservative (5-7)	20%	(132)	22%	(147)	23%	(156)	26%	(171)	9%	(63)	669
Educ: < College	22%	(350)	24%	(372)	23%	(364)	21%	(332)	9%	(149)	1567
Educ: Bachelors degree	17%	(69)	31%	(128)	21%	(89)	26%	(107)	5%	(23)	416
Educ: Post-grad	22%	(48)	27%	(58)	18%	(39)	24%	(53)	9%	(20)	219
Income: Under 50k	21%	(299)	25%	(346)	23%	(316)	22%	(306)	10%	(136)	1403
Income: 50k-100k	19%	(116)	28%	(167)	21%	(126)	24%	(144)	7%	(45)	597
Income: 100k+	26%	(52)	22%	(44)	26%	(51)	21%	(43)	6%	(11)	202

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**Table BRD4\_10:** Please indicate how important the following features of smartphones are to you.

*Fingerprint sensor*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	21% (467)	25% (558)	22% (493)	22% (493)	9% (192)	2202
Ethnicity: White	19% (339)	24% (421)	23% (397)	25% (433)	9% (161)	1751
Ethnicity: Hispanic	27% (88)	37% (121)	21% (70)	10% (34)	5% (16)	330
Ethnicity: Afr. Am.	31% (83)	28% (76)	19% (51)	16% (42)	6% (17)	269
Ethnicity: Other	24% (44)	34% (61)	25% (45)	10% (17)	8% (14)	182
Relig: Protestant	16% (94)	22% (130)	25% (146)	25% (147)	11% (65)	581
Relig: Roman Catholic	24% (113)	29% (133)	21% (97)	20% (93)	7% (31)	466
Relig: Ath./Agn./None	20% (111)	25% (143)	20% (112)	25% (138)	11% (61)	565
Relig: Something Else	23% (84)	30% (107)	26% (94)	18% (66)	3% (12)	364
Relig: Evangelical	24% (157)	26% (170)	20% (135)	21% (140)	10% (64)	666
Relig: Non-Evang. Catholics	19% (115)	23% (138)	25% (150)	24% (148)	9% (54)	605
Relig: All Christian	21% (271)	24% (308)	22% (286)	23% (287)	9% (119)	1271
Relig: All Non-Christian	21% (196)	27% (250)	22% (206)	22% (205)	8% (73)	928
Community: Urban	25% (153)	26% (158)	21% (126)	19% (118)	9% (52)	605
Community: Suburban	18% (171)	28% (265)	23% (215)	23% (217)	9% (89)	957
Community: Rural	22% (143)	21% (134)	24% (152)	25% (158)	8% (52)	639
Employ: Private Sector	24% (160)	26% (172)	21% (135)	25% (165)	4% (29)	660
Employ: Government	21% (45)	38% (82)	26% (58)	11% (25)	4% (9)	218
Employ: Self-Employed	26% (54)	24% (49)	19% (39)	23% (47)	8% (17)	205
Employ: Homemaker	21% (38)	24% (43)	24% (42)	22% (39)	8% (15)	176
Employ: Student	30% (32)	26% (28)	26% (28)	12% (13)	6% (7)	108
Employ: Retired	12% (57)	21% (97)	23% (110)	30% (140)	15% (69)	474
Employ: Unemployed	21% (44)	24% (49)	22% (47)	22% (46)	11% (23)	209
Employ: Other	24% (36)	25% (38)	23% (35)	12% (18)	16% (24)	151
Job Type: White-collar	23% (202)	31% (277)	21% (186)	20% (178)	5% (40)	883
Job Type: Blue-collar	19% (165)	23% (200)	23% (202)	26% (232)	9% (83)	883
Job Type: Don't Know	23% (99)	19% (81)	24% (105)	19% (83)	16% (68)	437
Military HH: Yes	21% (98)	26% (121)	23% (106)	22% (103)	7% (33)	462
Military HH: No	21% (369)	25% (436)	22% (387)	22% (389)	9% (159)	1740

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**Table BRD4\_10:** Please indicate how important the following features of smartphones are to you.  
 Fingerprint sensor

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	21% (467)	25% (558)	22% (493)	22% (493)	9% (192)	2202
2016 Vote: Democrat Hillary Clinton	23% (158)	24% (168)	23% (155)	22% (155)	8% (53)	688
2016 Vote: Republican Donald Trump	21% (170)	28% (224)	20% (164)	23% (184)	8% (67)	809
2016 Vote: Someone else	15% (28)	23% (42)	28% (52)	24% (45)	9% (17)	183
2012 Vote: Barack Obama	20% (160)	26% (209)	21% (166)	24% (194)	8% (67)	796
2012 Vote: Mitt Romney	18% (99)	23% (126)	22% (121)	27% (146)	10% (54)	545
2012 Vote: Other	14% (14)	14% (14)	33% (34)	29% (29)	11% (11)	103
2012 Vote: Didn't Vote	26% (194)	27% (207)	23% (173)	16% (122)	8% (60)	756
4-Region: Northeast	19% (77)	25% (102)	24% (98)	23% (93)	8% (33)	402
4-Region: Midwest	20% (96)	24% (115)	23% (107)	22% (106)	10% (50)	474
4-Region: South	22% (181)	25% (202)	23% (186)	23% (185)	7% (61)	815
4-Region: West	22% (113)	27% (139)	20% (102)	21% (109)	9% (48)	511
Has account: Facebook	23% (415)	26% (470)	23% (416)	22% (406)	7% (131)	1838
Has account: Instagram	30% (275)	29% (259)	23% (209)	15% (134)	3% (26)	903
Has account: Snapchat	34% (222)	29% (188)	19% (125)	14% (91)	3% (22)	648
Has account: Twitter	28% (274)	28% (276)	21% (210)	18% (183)	5% (50)	993
Watches The O'Reilly Factor	30% (176)	28% (165)	19% (115)	17% (100)	6% (35)	591

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

**Table BRD4\_11:** Please indicate how important the following features of smartphones are to you.

Wireless charging

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	29% (641)	28% (614)	21% (473)	13% (289)	8% (184)	2202
Gender: Male	29% (308)	29% (304)	22% (233)	14% (144)	7% (70)	1060
Gender: Female	29% (332)	27% (311)	21% (240)	13% (145)	10% (114)	1142
Age: 18-29	34% (157)	24% (110)	23% (107)	13% (60)	6% (25)	459
Age: 30-44	31% (177)	30% (175)	23% (132)	10% (59)	6% (33)	577
Age: 45-54	27% (83)	31% (97)	22% (68)	12% (37)	9% (27)	313
Age: 55-64	28% (128)	29% (130)	20% (92)	13% (61)	10% (45)	456
Age: 65+	24% (95)	26% (103)	19% (75)	18% (71)	14% (54)	398
PID: Dem (no lean)	34% (276)	28% (231)	20% (160)	12% (96)	6% (52)	815
PID: Ind (no lean)	23% (154)	28% (188)	25% (163)	14% (91)	10% (69)	665
PID: Rep (no lean)	29% (210)	27% (195)	21% (151)	14% (103)	9% (63)	722
PID/Gender: Dem Men	35% (134)	29% (111)	20% (75)	13% (51)	4% (14)	386
PID/Gender: Dem Women	33% (142)	28% (119)	20% (84)	11% (45)	9% (38)	429
PID/Gender: Ind Men	21% (63)	27% (82)	28% (86)	15% (45)	10% (32)	308
PID/Gender: Ind Women	25% (91)	30% (106)	22% (77)	13% (46)	11% (38)	358
PID/Gender: Rep Men	30% (111)	30% (110)	20% (73)	13% (49)	7% (24)	367
PID/Gender: Rep Women	28% (99)	24% (85)	22% (78)	15% (54)	11% (39)	355
Tea Party: Supporter	33% (246)	30% (230)	21% (155)	11% (85)	5% (38)	753
Tea Party: Not Supporter	27% (391)	27% (383)	22% (313)	14% (205)	10% (147)	1439
Ideo: Liberal (1-3)	29% (242)	31% (258)	22% (178)	12% (95)	6% (53)	826
Ideo: Moderate (4)	26% (122)	29% (135)	23% (109)	14% (66)	8% (36)	468
Ideo: Conservative (5-7)	29% (196)	26% (174)	22% (145)	15% (100)	8% (53)	669
Educ: < College	30% (466)	27% (425)	21% (327)	13% (204)	9% (146)	1567
Educ: Bachelors degree	26% (110)	32% (132)	24% (99)	13% (55)	5% (20)	416
Educ: Post-grad	29% (64)	26% (58)	22% (48)	14% (30)	9% (19)	219
Income: Under 50k	30% (418)	26% (368)	22% (309)	12% (171)	10% (136)	1403
Income: 50k-100k	27% (158)	31% (188)	20% (117)	16% (94)	7% (40)	597
Income: 100k+	32% (64)	29% (59)	23% (47)	12% (24)	4% (8)	202

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**Table BRD4\_11:** Please indicate how important the following features of smartphones are to you.*Wireless charging*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	29% (641)	28% (614)	21% (473)	13% (289)	8% (184)	2202
Ethnicity: White	27% (472)	27% (476)	23% (399)	14% (253)	9% (151)	1751
Ethnicity: Hispanic	25% (84)	37% (122)	25% (81)	9% (28)	4% (14)	330
Ethnicity: Afr. Am.	45% (121)	28% (75)	15% (40)	6% (16)	6% (17)	269
Ethnicity: Other	26% (48)	35% (64)	19% (34)	11% (20)	9% (16)	182
Relig: Protestant	27% (157)	27% (159)	23% (132)	12% (72)	11% (61)	581
Relig: Roman Catholic	34% (160)	29% (135)	17% (80)	13% (63)	6% (28)	466
Relig: Ath./Agn./None	22% (126)	25% (143)	24% (134)	17% (98)	11% (65)	565
Relig: Something Else	27% (99)	33% (118)	26% (94)	10% (37)	4% (15)	364
Relig: Evangelical	36% (238)	28% (187)	18% (117)	10% (68)	8% (57)	666
Relig: Non-Evang. Catholics	29% (178)	27% (165)	21% (128)	14% (85)	8% (47)	605
Relig: All Christian	33% (416)	28% (352)	19% (245)	12% (154)	8% (104)	1271
Relig: All Non-Christian	24% (225)	28% (261)	25% (228)	15% (135)	9% (80)	928
Community: Urban	34% (205)	28% (168)	19% (115)	11% (68)	8% (49)	605
Community: Suburban	26% (252)	30% (287)	22% (207)	14% (133)	8% (78)	957
Community: Rural	29% (183)	25% (159)	24% (152)	14% (88)	9% (57)	639
Employ: Private Sector	31% (205)	31% (203)	21% (141)	12% (83)	4% (30)	660
Employ: Government	27% (58)	34% (74)	26% (57)	11% (24)	2% (5)	218
Employ: Self-Employed	31% (63)	26% (53)	23% (47)	13% (27)	8% (15)	205
Employ: Homemaker	22% (39)	28% (49)	25% (44)	16% (28)	9% (16)	176
Employ: Student	32% (35)	28% (31)	26% (28)	8% (9)	5% (6)	108
Employ: Retired	25% (118)	27% (126)	17% (82)	18% (85)	13% (64)	474
Employ: Unemployed	33% (69)	20% (43)	22% (47)	11% (23)	13% (28)	209
Employ: Other	35% (53)	24% (36)	19% (29)	8% (12)	14% (21)	151
Job Type: White-collar	28% (245)	31% (276)	24% (208)	12% (109)	5% (45)	883
Job Type: Blue-collar	29% (260)	26% (226)	21% (185)	15% (134)	9% (77)	883
Job Type: Don't Know	31% (136)	26% (112)	18% (80)	11% (46)	14% (62)	437
Military HH: Yes	26% (121)	31% (141)	22% (102)	14% (64)	7% (33)	462
Military HH: No	30% (519)	27% (473)	21% (371)	13% (225)	9% (151)	1740

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**Table BRD4\_11:** Please indicate how important the following features of smartphones are to you.

*Wireless charging*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	29% (641)	28% (614)	21% (473)	13% (289)	8% (184)	2202
2016 Vote: Democrat Hillary Clinton	31% (216)	28% (194)	19% (130)	14% (97)	7% (51)	688
2016 Vote: Republican Donald Trump	31% (250)	30% (240)	20% (163)	12% (98)	7% (58)	809
2016 Vote: Someone else	24% (44)	26% (48)	24% (44)	15% (28)	10% (19)	183
2012 Vote: Barack Obama	33% (260)	28% (224)	19% (151)	13% (101)	7% (59)	796
2012 Vote: Mitt Romney	27% (147)	27% (148)	22% (122)	15% (80)	9% (47)	545
2012 Vote: Other	21% (21)	19% (20)	31% (32)	15% (16)	13% (14)	103
2012 Vote: Didn't Vote	28% (211)	29% (221)	22% (167)	12% (93)	8% (64)	756
4-Region: Northeast	27% (108)	29% (115)	21% (84)	14% (57)	9% (38)	402
4-Region: Midwest	24% (115)	30% (141)	22% (105)	14% (68)	10% (45)	474
4-Region: South	33% (270)	27% (219)	21% (169)	12% (95)	8% (61)	815
4-Region: West	29% (148)	27% (139)	23% (115)	13% (69)	8% (40)	511
Has account: Facebook	31% (575)	28% (518)	21% (384)	13% (236)	7% (126)	1838
Has account: Instagram	38% (341)	29% (260)	21% (186)	9% (86)	3% (31)	903
Has account: Snapchat	37% (240)	28% (179)	22% (143)	10% (64)	3% (21)	648
Has account: Twitter	34% (336)	30% (303)	19% (188)	11% (108)	6% (58)	993
Watches The O'Reilly Factor	38% (222)	29% (169)	17% (102)	10% (60)	6% (37)	591

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

**Table BRD4\_12:** Please indicate how important the following features of smartphones are to you.  
 Being able to share data with other smartphones and tablets in the vicinity

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	22% (478)	27% (594)	23% (497)	20% (441)	9% (191)	2202
Gender: Male	23% (239)	31% (332)	22% (233)	17% (185)	7% (71)	1060
Gender: Female	21% (239)	23% (262)	23% (264)	22% (257)	10% (120)	1142
Age: 18-29	32% (147)	29% (131)	20% (93)	14% (65)	5% (22)	459
Age: 30-44	27% (153)	30% (176)	23% (135)	13% (75)	7% (38)	577
Age: 45-54	20% (61)	28% (88)	26% (83)	19% (59)	7% (22)	313
Age: 55-64	19% (85)	23% (107)	24% (111)	24% (108)	10% (44)	456
Age: 65+	8% (32)	23% (92)	19% (76)	34% (134)	16% (64)	398
PID: Dem (no lean)	23% (191)	29% (234)	21% (175)	18% (149)	8% (67)	815
PID: Ind (no lean)	18% (123)	24% (161)	25% (167)	22% (149)	10% (66)	665
PID: Rep (no lean)	23% (165)	28% (200)	21% (155)	20% (144)	8% (58)	722
PID/Gender: Dem Men	25% (96)	37% (141)	17% (65)	17% (67)	4% (15)	386
PID/Gender: Dem Women	22% (95)	22% (93)	26% (110)	19% (81)	12% (51)	429
PID/Gender: Ind Men	16% (50)	23% (69)	28% (87)	22% (69)	11% (33)	308
PID/Gender: Ind Women	20% (73)	26% (91)	22% (80)	22% (80)	9% (34)	358
PID/Gender: Rep Men	25% (93)	33% (121)	22% (80)	13% (49)	6% (23)	367
PID/Gender: Rep Women	20% (72)	22% (78)	21% (75)	27% (95)	10% (35)	355
Tea Party: Supporter	26% (197)	32% (240)	20% (154)	16% (124)	5% (38)	753
Tea Party: Not Supporter	19% (280)	24% (350)	24% (339)	22% (318)	11% (153)	1439
Ideo: Liberal (1-3)	22% (184)	34% (279)	21% (177)	16% (136)	6% (51)	826
Ideo: Moderate (4)	21% (97)	23% (109)	24% (111)	23% (107)	9% (44)	468
Ideo: Conservative (5-7)	21% (142)	24% (160)	22% (150)	23% (156)	9% (60)	669
Educ: < College	23% (355)	26% (413)	22% (340)	20% (311)	9% (148)	1567
Educ: Bachelors degree	21% (88)	29% (119)	25% (106)	20% (82)	5% (21)	416
Educ: Post-grad	16% (34)	29% (63)	23% (51)	22% (49)	10% (22)	219
Income: Under 50k	23% (321)	26% (363)	21% (296)	21% (291)	9% (133)	1403
Income: 50k-100k	19% (115)	29% (174)	24% (142)	20% (119)	8% (48)	597
Income: 100k+	21% (42)	29% (58)	29% (59)	16% (32)	5% (11)	202

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**Table BRD4\_12:** Please indicate how important the following features of smartphones are to you.  
Being able to share data with other smartphones and tablets in the vicinity

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	22% (478)	27% (594)	23% (497)	20% (441)	9% (191)	2202
Ethnicity: White	20% (348)	26% (453)	24% (412)	22% (385)	9% (153)	1751
Ethnicity: Hispanic	28% (91)	36% (120)	21% (70)	10% (32)	5% (16)	330
Ethnicity: Afr. Am.	31% (82)	27% (73)	19% (51)	14% (38)	9% (24)	269
Ethnicity: Other	27% (48)	37% (68)	19% (34)	10% (18)	7% (14)	182
Relig: Protestant	18% (107)	26% (150)	23% (133)	23% (133)	10% (60)	581
Relig: Roman Catholic	26% (122)	28% (129)	22% (101)	18% (84)	6% (29)	466
Relig: Ath./Agn./None	16% (91)	25% (142)	24% (138)	22% (126)	12% (68)	565
Relig: Something Else	24% (87)	32% (118)	23% (84)	17% (63)	3% (11)	364
Relig: Evangelical	27% (181)	26% (171)	20% (131)	19% (123)	9% (59)	666
Relig: Non-Evang. Catholics	20% (119)	27% (163)	24% (143)	21% (128)	9% (52)	605
Relig: All Christian	24% (300)	26% (334)	22% (274)	20% (252)	9% (111)	1271
Relig: All Non-Christian	19% (178)	28% (259)	24% (222)	20% (189)	9% (80)	928
Community: Urban	24% (148)	30% (179)	21% (125)	17% (102)	8% (51)	605
Community: Suburban	19% (182)	26% (253)	25% (236)	21% (203)	9% (83)	957
Community: Rural	23% (147)	25% (163)	21% (137)	21% (136)	9% (57)	639
Employ: Private Sector	24% (155)	33% (216)	22% (144)	18% (117)	4% (28)	660
Employ: Government	23% (50)	35% (77)	27% (59)	10% (23)	4% (9)	218
Employ: Self-Employed	26% (53)	26% (53)	22% (46)	20% (41)	6% (13)	205
Employ: Homemaker	19% (34)	27% (47)	23% (40)	18% (32)	13% (23)	176
Employ: Student	30% (33)	34% (37)	20% (21)	12% (13)	4% (4)	108
Employ: Retired	13% (61)	20% (96)	22% (103)	31% (146)	14% (67)	474
Employ: Unemployed	24% (51)	19% (39)	23% (47)	21% (44)	13% (27)	209
Employ: Other	27% (41)	19% (29)	24% (36)	16% (25)	13% (19)	151
Job Type: White-collar	22% (197)	30% (269)	24% (210)	18% (157)	6% (49)	883
Job Type: Blue-collar	20% (174)	27% (239)	20% (178)	24% (214)	9% (77)	883
Job Type: Don't Know	24% (106)	20% (87)	25% (108)	16% (70)	15% (64)	437
Military HH: Yes	21% (95)	29% (134)	22% (104)	20% (93)	8% (35)	462
Military HH: No	22% (383)	26% (460)	23% (393)	20% (348)	9% (156)	1740

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**Table BRD4\_12:** Please indicate how important the following features of smartphones are to you.  
Being able to share data with other smartphones and tablets in the vicinity

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	22% (478)	27% (594)	23% (497)	20% (441)	9% (191)	2202
2016 Vote: Democrat Hillary Clinton	23% (157)	28% (193)	22% (150)	19% (129)	9% (59)	688
2016 Vote: Republican Donald Trump	23% (184)	27% (220)	21% (172)	21% (173)	7% (60)	809
2016 Vote: Someone else	15% (28)	28% (51)	27% (50)	21% (39)	9% (16)	183
2012 Vote: Barack Obama	22% (177)	27% (216)	21% (168)	20% (162)	9% (73)	796
2012 Vote: Mitt Romney	17% (91)	25% (138)	24% (132)	24% (131)	10% (53)	545
2012 Vote: Other	17% (17)	16% (16)	29% (29)	26% (27)	12% (13)	103
2012 Vote: Didn't Vote	25% (191)	30% (225)	22% (168)	16% (120)	7% (53)	756
4-Region: Northeast	20% (79)	29% (115)	23% (91)	20% (82)	9% (35)	402
4-Region: Midwest	19% (88)	30% (141)	20% (94)	22% (104)	10% (47)	474
4-Region: South	25% (205)	25% (205)	23% (190)	18% (150)	8% (65)	815
4-Region: West	21% (106)	26% (134)	24% (122)	21% (105)	9% (44)	511
Has account: Facebook	23% (421)	27% (505)	23% (416)	20% (360)	7% (137)	1838
Has account: Instagram	31% (283)	31% (280)	22% (201)	12% (112)	3% (27)	903
Has account: Snapchat	33% (214)	31% (204)	21% (136)	11% (71)	4% (24)	648
Has account: Twitter	28% (282)	30% (299)	20% (201)	16% (163)	5% (48)	993
Watches The O'Reilly Factor	28% (166)	32% (188)	18% (104)	16% (93)	7% (40)	591

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

**Table BRD4\_13:** Please indicate how important the following features of smartphones are to you.  
Mobile wallet features, such as using your phone to pay for things

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	19% (421)	23% (516)	25% (549)	24% (539)	8% (177)	2202
Gender: Male	23% (239)	26% (272)	26% (277)	19% (199)	7% (72)	1060
Gender: Female	16% (181)	21% (244)	24% (273)	30% (340)	9% (104)	1142
Age: 18-29	27% (123)	26% (117)	22% (101)	21% (96)	4% (21)	459
Age: 30-44	26% (150)	24% (140)	26% (150)	18% (103)	6% (35)	577
Age: 45-54	16% (50)	28% (87)	25% (80)	24% (74)	7% (22)	313
Age: 55-64	15% (70)	22% (99)	28% (127)	26% (119)	9% (40)	456
Age: 65+	7% (28)	18% (72)	23% (92)	37% (147)	15% (58)	398
PID: Dem (no lean)	23% (188)	25% (202)	24% (198)	21% (174)	6% (53)	815
PID: Ind (no lean)	14% (95)	23% (154)	26% (170)	27% (177)	10% (69)	665
PID: Rep (no lean)	19% (138)	22% (160)	25% (182)	26% (188)	8% (55)	722
PID/Gender: Dem Men	28% (107)	26% (102)	26% (100)	16% (63)	3% (13)	386
PID/Gender: Dem Women	19% (81)	23% (100)	23% (98)	26% (111)	9% (39)	429
PID/Gender: Ind Men	16% (48)	23% (71)	25% (78)	25% (77)	11% (34)	308
PID/Gender: Ind Women	13% (47)	23% (84)	26% (92)	28% (100)	10% (35)	358
PID/Gender: Rep Men	23% (84)	27% (100)	27% (99)	16% (59)	7% (25)	367
PID/Gender: Rep Women	15% (54)	17% (60)	23% (83)	36% (129)	8% (29)	355
Tea Party: Supporter	25% (184)	27% (206)	24% (181)	20% (149)	4% (32)	753
Tea Party: Not Supporter	16% (236)	21% (306)	25% (365)	27% (388)	10% (145)	1439
Ideo: Liberal (1-3)	23% (191)	30% (245)	22% (182)	20% (167)	5% (41)	826
Ideo: Moderate (4)	16% (74)	21% (97)	30% (142)	26% (121)	7% (34)	468
Ideo: Conservative (5-7)	16% (109)	19% (127)	26% (173)	31% (205)	8% (55)	669
Educ: < College	20% (314)	23% (358)	25% (389)	23% (367)	9% (139)	1567
Educ: Bachelors degree	16% (68)	25% (103)	26% (106)	29% (120)	5% (19)	416
Educ: Post-grad	18% (39)	25% (55)	25% (54)	24% (52)	8% (18)	219
Income: Under 50k	19% (267)	24% (330)	24% (341)	24% (335)	9% (131)	1403
Income: 50k-100k	19% (112)	24% (142)	26% (153)	26% (153)	6% (37)	597
Income: 100k+	21% (42)	22% (44)	28% (56)	25% (51)	4% (9)	202

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**Table BRD4\_13:** Please indicate how important the following features of smartphones are to you.  
 Mobile wallet features, such as using your phone to pay for things

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	19% (421)	23% (516)	25% (549)	24% (539)	8% (177)	2202
Ethnicity: White	17% (298)	22% (393)	25% (446)	27% (469)	8% (146)	1751
Ethnicity: Hispanic	27% (91)	34% (110)	24% (81)	11% (35)	4% (13)	330
Ethnicity: Afr. Am.	30% (81)	25% (67)	21% (57)	17% (45)	7% (19)	269
Ethnicity: Other	23% (42)	31% (56)	26% (47)	14% (26)	6% (12)	182
Relig: Protestant	15% (88)	21% (121)	25% (143)	30% (173)	10% (56)	581
Relig: Roman Catholic	25% (117)	23% (109)	25% (118)	22% (102)	4% (19)	466
Relig: Ath./Agn./None	16% (92)	24% (134)	22% (127)	26% (149)	11% (62)	565
Relig: Something Else	18% (66)	26% (96)	31% (112)	19% (68)	6% (22)	364
Relig: Evangelical	24% (159)	24% (159)	22% (146)	23% (151)	8% (51)	666
Relig: Non-Evang. Catholics	17% (103)	21% (126)	27% (164)	28% (170)	7% (41)	605
Relig: All Christian	21% (262)	22% (285)	24% (310)	25% (321)	7% (92)	1271
Relig: All Non-Christian	17% (158)	25% (231)	26% (239)	23% (217)	9% (84)	928
Community: Urban	26% (159)	24% (144)	22% (132)	21% (128)	7% (42)	605
Community: Suburban	15% (146)	24% (226)	27% (259)	25% (243)	9% (82)	957
Community: Rural	18% (115)	23% (146)	25% (158)	26% (168)	8% (52)	639
Employ: Private Sector	23% (152)	26% (175)	24% (158)	23% (150)	4% (27)	660
Employ: Government	26% (56)	27% (59)	28% (61)	17% (36)	3% (6)	218
Employ: Self-Employed	21% (43)	25% (52)	26% (54)	20% (41)	7% (15)	205
Employ: Homemaker	14% (24)	23% (41)	26% (46)	28% (50)	9% (16)	176
Employ: Student	24% (26)	27% (29)	24% (26)	22% (24)	4% (4)	108
Employ: Retired	10% (46)	19% (88)	24% (113)	35% (164)	13% (63)	474
Employ: Unemployed	17% (35)	22% (45)	25% (51)	25% (52)	12% (26)	209
Employ: Other	26% (40)	18% (27)	27% (41)	15% (22)	14% (21)	151
Job Type: White-collar	21% (181)	25% (224)	27% (242)	23% (201)	4% (34)	883
Job Type: Blue-collar	17% (150)	23% (204)	24% (215)	27% (241)	8% (72)	883
Job Type: Don't Know	21% (90)	20% (88)	21% (92)	22% (97)	16% (70)	437
Military HH: Yes	21% (98)	23% (107)	28% (131)	21% (95)	7% (30)	462
Military HH: No	19% (323)	23% (408)	24% (418)	26% (444)	8% (147)	1740

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**Table BRD4\_13:** Please indicate how important the following features of smartphones are to you.  
Mobile wallet features, such as using your phone to pay for things

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	19% (421)	23% (516)	25% (549)	24% (539)	8% (177)	2202
2016 Vote: Democrat Hillary Clinton	21% (145)	24% (163)	26% (177)	22% (154)	7% (49)	688
2016 Vote: Republican Donald Trump	18% (146)	25% (201)	25% (199)	26% (213)	6% (50)	809
2016 Vote: Someone else	14% (25)	23% (41)	25% (46)	29% (52)	10% (18)	183
2012 Vote: Barack Obama	20% (162)	22% (179)	26% (205)	24% (190)	8% (60)	796
2012 Vote: Mitt Romney	13% (68)	21% (117)	27% (148)	30% (166)	9% (47)	545
2012 Vote: Other	13% (13)	26% (27)	26% (27)	24% (25)	11% (11)	103
2012 Vote: Didn't Vote	23% (176)	26% (194)	22% (170)	21% (158)	8% (59)	756
4-Region: Northeast	18% (72)	22% (88)	26% (105)	26% (106)	8% (31)	402
4-Region: Midwest	14% (68)	28% (132)	24% (113)	24% (113)	10% (48)	474
4-Region: South	22% (178)	23% (191)	24% (197)	24% (194)	7% (55)	815
4-Region: West	20% (103)	21% (105)	26% (135)	25% (126)	8% (43)	511
Has account: Facebook	21% (387)	25% (451)	24% (437)	24% (442)	7% (120)	1838
Has account: Instagram	28% (254)	28% (257)	24% (217)	16% (146)	3% (29)	903
Has account: Snapchat	31% (201)	28% (184)	21% (139)	16% (102)	3% (21)	648
Has account: Twitter	25% (247)	28% (282)	23% (227)	19% (186)	5% (52)	993
Watches The O'Reilly Factor	26% (155)	25% (149)	24% (140)	19% (114)	6% (33)	591

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

**Table BRD4\_14:** Please indicate how important the following features of smartphones are to you.  
*Ability to control home appliances*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	16% (359)	18% (403)	26% (571)	32% (700)	8% (170)	2202
Gender: Male	20% (210)	23% (243)	26% (274)	24% (259)	7% (74)	1060
Gender: Female	13% (149)	14% (160)	26% (297)	39% (441)	8% (96)	1142
Age: 18-29	26% (120)	23% (104)	25% (115)	20% (93)	6% (27)	459
Age: 30-44	22% (127)	24% (138)	25% (143)	24% (141)	5% (29)	577
Age: 45-54	13% (41)	18% (58)	26% (81)	37% (115)	6% (18)	313
Age: 55-64	11% (51)	14% (64)	27% (122)	40% (180)	8% (38)	456
Age: 65+	5% (20)	10% (39)	27% (109)	43% (171)	15% (58)	398
PID: Dem (no lean)	19% (151)	20% (165)	26% (211)	29% (237)	6% (50)	815
PID: Ind (no lean)	12% (81)	16% (104)	27% (180)	35% (230)	11% (70)	665
PID: Rep (no lean)	17% (126)	19% (134)	25% (180)	32% (233)	7% (49)	722
PID/Gender: Dem Men	23% (87)	26% (99)	26% (101)	21% (80)	5% (18)	386
PID/Gender: Dem Women	15% (65)	15% (66)	26% (110)	37% (157)	7% (32)	429
PID/Gender: Ind Men	12% (36)	18% (55)	25% (78)	33% (103)	11% (35)	308
PID/Gender: Ind Women	13% (45)	14% (49)	29% (102)	35% (127)	10% (35)	358
PID/Gender: Rep Men	24% (87)	24% (89)	26% (94)	21% (77)	6% (21)	367
PID/Gender: Rep Women	11% (39)	13% (45)	24% (86)	44% (157)	8% (28)	355
Tea Party: Supporter	25% (185)	24% (184)	26% (195)	20% (153)	5% (35)	753
Tea Party: Not Supporter	12% (174)	15% (215)	26% (372)	38% (544)	9% (134)	1439
Ideo: Liberal (1-3)	20% (164)	24% (194)	27% (222)	25% (203)	5% (43)	826
Ideo: Moderate (4)	15% (70)	19% (88)	24% (114)	34% (160)	8% (35)	468
Ideo: Conservative (5-7)	13% (86)	14% (93)	26% (177)	39% (263)	7% (49)	669
Educ: < College	17% (262)	18% (288)	26% (409)	31% (480)	8% (128)	1567
Educ: Bachelors degree	16% (66)	17% (72)	26% (106)	36% (150)	5% (22)	416
Educ: Post-grad	14% (31)	20% (43)	25% (55)	32% (71)	9% (19)	219
Income: Under 50k	16% (231)	19% (269)	25% (352)	31% (432)	9% (119)	1403
Income: 50k-100k	16% (94)	16% (93)	27% (163)	34% (205)	7% (43)	597
Income: 100k+	17% (35)	20% (41)	27% (55)	32% (64)	4% (7)	202

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**Table BRD4\_14:** Please indicate how important the following features of smartphones are to you.  
*Ability to control home appliances*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	16% (359)	18% (403)	26% (571)	32% (700)	8% (170)	2202
Ethnicity: White	13% (232)	17% (298)	27% (479)	35% (605)	8% (137)	1751
Ethnicity: Hispanic	26% (85)	35% (114)	24% (78)	11% (37)	4% (15)	330
Ethnicity: Afr. Am.	30% (80)	20% (55)	18% (50)	24% (66)	7% (18)	269
Ethnicity: Other	26% (46)	27% (50)	23% (42)	16% (29)	8% (15)	182
Relig: Protestant	14% (82)	15% (89)	27% (157)	34% (199)	9% (54)	581
Relig: Roman Catholic	16% (75)	23% (106)	25% (115)	32% (148)	5% (22)	466
Relig: Ath./Agn./None	14% (78)	16% (92)	26% (147)	33% (185)	11% (62)	565
Relig: Something Else	18% (67)	24% (86)	30% (108)	24% (87)	4% (16)	364
Relig: Evangelical	22% (146)	18% (123)	23% (152)	30% (198)	7% (47)	666
Relig: Non-Evang. Catholics	11% (66)	17% (102)	27% (163)	38% (228)	7% (45)	605
Relig: All Christian	17% (213)	18% (225)	25% (315)	34% (426)	7% (92)	1271
Relig: All Non-Christian	16% (146)	19% (177)	28% (256)	29% (272)	8% (78)	928
Community: Urban	23% (141)	20% (121)	20% (122)	30% (180)	7% (41)	605
Community: Suburban	12% (114)	19% (179)	28% (271)	33% (313)	8% (79)	957
Community: Rural	16% (103)	16% (103)	28% (178)	32% (206)	8% (49)	639
Employ: Private Sector	19% (123)	21% (137)	24% (157)	33% (217)	4% (26)	660
Employ: Government	20% (44)	30% (65)	28% (60)	17% (38)	5% (10)	218
Employ: Self-Employed	21% (43)	23% (48)	24% (48)	26% (53)	6% (13)	205
Employ: Homemaker	15% (26)	15% (27)	30% (54)	31% (54)	9% (15)	176
Employ: Student	24% (25)	21% (22)	30% (32)	22% (24)	4% (4)	108
Employ: Retired	8% (37)	10% (46)	26% (121)	44% (208)	13% (61)	474
Employ: Unemployed	17% (36)	14% (30)	26% (55)	31% (65)	10% (21)	209
Employ: Other	15% (23)	18% (27)	28% (42)	27% (40)	12% (19)	151
Job Type: White-collar	19% (164)	23% (206)	26% (229)	27% (241)	5% (43)	883
Job Type: Blue-collar	13% (117)	15% (133)	26% (225)	39% (341)	8% (67)	883
Job Type: Don't Know	18% (78)	15% (64)	27% (116)	27% (118)	14% (60)	437
Military HH: Yes	17% (79)	21% (97)	26% (121)	30% (140)	5% (25)	462
Military HH: No	16% (280)	18% (306)	26% (450)	32% (560)	8% (144)	1740

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**Table BRD4\_14:** Please indicate how important the following features of smartphones are to you.  
*Ability to control home appliances*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	16% (359)	18% (403)	26% (571)	32% (700)	8% (170)	2202
2016 Vote: Democrat Hillary Clinton	18% (125)	19% (133)	24% (166)	32% (217)	7% (46)	688
2016 Vote: Republican Donald Trump	16% (132)	19% (150)	25% (200)	33% (271)	7% (56)	809
2016 Vote: Someone else	12% (22)	18% (32)	31% (57)	32% (58)	8% (14)	183
2012 Vote: Barack Obama	17% (134)	17% (135)	24% (192)	35% (280)	7% (55)	796
2012 Vote: Mitt Romney	11% (63)	13% (71)	27% (147)	40% (217)	9% (47)	545
2012 Vote: Other	11% (12)	14% (15)	30% (30)	33% (34)	11% (12)	103
2012 Vote: Didn't Vote	20% (150)	24% (181)	27% (201)	22% (168)	7% (55)	756
4-Region: Northeast	14% (55)	19% (75)	25% (102)	33% (134)	9% (35)	402
4-Region: Midwest	15% (72)	21% (100)	23% (111)	30% (144)	10% (47)	474
4-Region: South	18% (143)	17% (141)	27% (222)	32% (257)	6% (52)	815
4-Region: West	17% (88)	17% (87)	27% (136)	32% (165)	7% (35)	511
Has account: Facebook	17% (320)	18% (340)	26% (482)	32% (584)	6% (113)	1838
Has account: Instagram	23% (212)	22% (203)	29% (259)	22% (201)	3% (29)	903
Has account: Snapchat	28% (180)	24% (158)	26% (166)	19% (126)	3% (18)	648
Has account: Twitter	22% (217)	21% (210)	28% (279)	24% (234)	5% (54)	993
Watches The O'Reilly Factor	25% (148)	21% (123)	25% (149)	23% (133)	6% (37)	591

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

**Table BRD5: How much have you seen, read, or heard about the Samsung Galaxy S8 smartphone?**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(292)	34%	(746)	29%	(647)	23%	(516)	2202
Gender: Male	17%	(183)	42%	(443)	25%	(260)	16%	(173)	1060
Gender: Female	10%	(109)	27%	(303)	34%	(387)	30%	(343)	1142
Age: 18-29	21%	(95)	33%	(151)	27%	(125)	19%	(88)	459
Age: 30-44	21%	(122)	40%	(231)	25%	(142)	14%	(83)	577
Age: 45-54	8%	(23)	33%	(103)	31%	(97)	28%	(89)	313
Age: 55-64	8%	(35)	34%	(155)	33%	(149)	26%	(116)	456
Age: 65+	4%	(18)	27%	(106)	34%	(134)	35%	(140)	398
PID: Dem (no lean)	15%	(124)	39%	(317)	28%	(228)	18%	(145)	815
PID: Ind (no lean)	10%	(68)	28%	(187)	33%	(223)	28%	(187)	665
PID: Rep (no lean)	14%	(100)	34%	(242)	27%	(196)	25%	(183)	722
PID/Gender: Dem Men	20%	(76)	49%	(189)	21%	(82)	10%	(38)	386
PID/Gender: Dem Women	11%	(48)	30%	(128)	34%	(146)	25%	(107)	429
PID/Gender: Ind Men	11%	(35)	34%	(103)	32%	(98)	23%	(71)	308
PID/Gender: Ind Women	9%	(33)	23%	(84)	35%	(124)	32%	(116)	358
PID/Gender: Rep Men	20%	(72)	41%	(151)	22%	(80)	18%	(64)	367
PID/Gender: Rep Women	8%	(28)	26%	(91)	33%	(117)	34%	(119)	355
Tea Party: Supporter	21%	(162)	43%	(322)	22%	(163)	14%	(106)	753
Tea Party: Not Supporter	9%	(131)	29%	(421)	33%	(479)	28%	(408)	1439
Ideo: Liberal (1-3)	20%	(167)	43%	(358)	22%	(178)	15%	(122)	826
Ideo: Moderate (4)	8%	(35)	33%	(156)	35%	(164)	24%	(113)	468
Ideo: Conservative (5-7)	9%	(63)	29%	(192)	33%	(219)	29%	(195)	669
Educ: < College	13%	(199)	34%	(535)	29%	(459)	24%	(375)	1567
Educ: Bachelors degree	15%	(64)	32%	(134)	29%	(121)	23%	(96)	416
Educ: Post-grad	14%	(30)	35%	(78)	30%	(67)	21%	(45)	219
Income: Under 50k	13%	(177)	35%	(494)	29%	(403)	23%	(329)	1403
Income: 50k-100k	14%	(84)	32%	(191)	30%	(182)	24%	(141)	597
Income: 100k+	16%	(32)	31%	(62)	31%	(63)	23%	(46)	202
Ethnicity: White	11%	(194)	32%	(567)	31%	(545)	25%	(445)	1751
Ethnicity: Hispanic	24%	(79)	62%	(204)	10%	(32)	5%	(15)	330
Ethnicity: Afr. Am.	21%	(55)	34%	(91)	27%	(73)	18%	(49)	269

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**Table BRD5:** How much have you seen, read, or heard about the Samsung Galaxy S8 smartphone?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(292)	34%	(746)	29%	(647)	23%	(516)	2202
Ethnicity: Other	24%	(44)	49%	(88)	16%	(28)	12%	(22)	182
Relig: Protestant	12%	(72)	28%	(163)	32%	(185)	28%	(161)	581
Relig: Roman Catholic	17%	(78)	40%	(185)	24%	(114)	19%	(89)	466
Relig: Ath./Agn./None	12%	(67)	30%	(171)	32%	(181)	26%	(146)	565
Relig: Something Else	13%	(48)	50%	(182)	22%	(81)	14%	(53)	364
Relig: Evangelical	17%	(113)	30%	(201)	30%	(197)	23%	(155)	666
Relig: Non-Evang. Catholics	11%	(64)	32%	(191)	31%	(188)	27%	(162)	605
Relig: All Christian	14%	(177)	31%	(392)	30%	(385)	25%	(317)	1271
Relig: All Non-Christian	12%	(115)	38%	(353)	28%	(263)	21%	(198)	928
Community: Urban	19%	(116)	32%	(193)	31%	(188)	18%	(109)	605
Community: Suburban	11%	(104)	36%	(343)	28%	(267)	25%	(243)	957
Community: Rural	11%	(73)	33%	(210)	30%	(192)	26%	(164)	639
Employ: Private Sector	16%	(108)	36%	(236)	27%	(181)	21%	(136)	660
Employ: Government	18%	(38)	51%	(112)	20%	(45)	10%	(23)	218
Employ: Self-Employed	17%	(36)	41%	(83)	20%	(41)	22%	(45)	205
Employ: Homemaker	9%	(16)	28%	(49)	35%	(62)	28%	(49)	176
Employ: Student	24%	(26)	33%	(36)	27%	(29)	16%	(17)	108
Employ: Retired	4%	(19)	28%	(133)	36%	(171)	32%	(151)	474
Employ: Unemployed	13%	(27)	25%	(53)	33%	(69)	28%	(59)	209
Employ: Other	15%	(22)	29%	(44)	33%	(50)	23%	(35)	151
Job Type: White-collar	18%	(156)	43%	(384)	22%	(198)	17%	(146)	883
Job Type: Blue-collar	10%	(86)	30%	(264)	35%	(306)	26%	(227)	883
Job Type: Don't Know	12%	(51)	23%	(99)	33%	(143)	33%	(143)	437
Military HH: Yes	19%	(86)	38%	(176)	26%	(119)	18%	(81)	462
Military HH: No	12%	(206)	33%	(571)	30%	(529)	25%	(435)	1740
2016 Vote: Democrat Hillary Clinton	16%	(113)	34%	(237)	28%	(190)	22%	(148)	688
2016 Vote: Republican Donald Trump	13%	(108)	34%	(272)	30%	(240)	23%	(189)	809
2016 Vote: Someone else	7%	(14)	35%	(63)	31%	(56)	27%	(50)	183
2012 Vote: Barack Obama	15%	(118)	33%	(262)	29%	(234)	23%	(182)	796
2012 Vote: Mitt Romney	10%	(57)	25%	(136)	34%	(185)	31%	(167)	545
2012 Vote: Other	7%	(7)	37%	(38)	34%	(35)	22%	(23)	103
2012 Vote: Didn't Vote	14%	(109)	41%	(310)	25%	(192)	19%	(144)	756

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**Table BRD5:** How much have you seen, read, or heard about the Samsung Galaxy S8 smartphone?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(292)	34%	(746)	29%	(647)	23%	(516)	2202
4-Region: Northeast	12%	(49)	35%	(142)	29%	(117)	23%	(94)	402
4-Region: Midwest	9%	(45)	41%	(194)	26%	(125)	23%	(110)	474
4-Region: South	15%	(119)	30%	(247)	30%	(248)	25%	(201)	815
4-Region: West	16%	(80)	32%	(163)	31%	(158)	22%	(111)	511
Has account: Facebook	14%	(255)	33%	(612)	31%	(565)	22%	(406)	1838
Has account: Instagram	21%	(189)	37%	(334)	27%	(242)	15%	(138)	903
Has account: Snapchat	24%	(153)	38%	(249)	25%	(164)	13%	(82)	648
Has account: Twitter	19%	(187)	38%	(373)	26%	(257)	18%	(176)	993
Watches The O'Reilly Factor	22%	(130)	39%	(228)	23%	(136)	17%	(98)	591

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



**Table BRD6:** As you may know, Samsung will soon be releasing the Galaxy S8, the newest version of their Galaxy S line of smartphones. How interested are you in purchasing the Galaxy S8?

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Don't Know / No Opinion		Total N
Adults	16%	(362)	25%	(541)	21%	(459)	30%	(666)	8%	(173)	2202
Gender: Male	23%	(243)	30%	(323)	19%	(205)	21%	(221)	6%	(68)	1060
Gender: Female	10%	(119)	19%	(218)	22%	(254)	39%	(444)	9%	(106)	1142
Age: 18-29	23%	(104)	30%	(135)	19%	(89)	21%	(95)	8%	(35)	459
Age: 30-44	29%	(170)	32%	(182)	18%	(104)	14%	(80)	7%	(41)	577
Age: 45-54	12%	(37)	26%	(81)	19%	(59)	33%	(103)	11%	(33)	313
Age: 55-64	9%	(42)	22%	(100)	21%	(95)	40%	(180)	8%	(38)	456
Age: 65+	2%	(9)	11%	(43)	28%	(112)	52%	(207)	7%	(27)	398
PID: Dem (no lean)	19%	(152)	29%	(233)	21%	(167)	27%	(218)	5%	(45)	815
PID: Ind (no lean)	14%	(94)	18%	(118)	22%	(145)	35%	(232)	11%	(76)	665
PID: Rep (no lean)	16%	(116)	26%	(190)	20%	(147)	30%	(216)	7%	(53)	722
PID/Gender: Dem Men	27%	(103)	36%	(139)	18%	(70)	16%	(61)	3%	(13)	386
PID/Gender: Dem Women	11%	(48)	22%	(94)	23%	(97)	37%	(158)	7%	(32)	429
PID/Gender: Ind Men	18%	(57)	18%	(54)	25%	(77)	29%	(89)	10%	(30)	308
PID/Gender: Ind Women	10%	(37)	18%	(64)	19%	(68)	40%	(142)	13%	(46)	358
PID/Gender: Rep Men	23%	(83)	35%	(130)	16%	(58)	20%	(72)	7%	(25)	367
PID/Gender: Rep Women	9%	(33)	17%	(60)	25%	(89)	41%	(144)	8%	(28)	355
Tea Party: Supporter	27%	(201)	35%	(262)	16%	(118)	19%	(140)	4%	(32)	753
Tea Party: Not Supporter	11%	(159)	19%	(276)	24%	(341)	36%	(522)	10%	(141)	1439
Ideo: Liberal (1-3)	23%	(194)	34%	(278)	16%	(130)	23%	(189)	4%	(36)	826
Ideo: Moderate (4)	11%	(51)	21%	(96)	24%	(112)	34%	(159)	10%	(49)	468
Ideo: Conservative (5-7)	11%	(76)	18%	(122)	25%	(168)	38%	(254)	7%	(48)	669
Educ: < College	17%	(270)	26%	(405)	21%	(331)	28%	(442)	8%	(119)	1567
Educ: Bachelors degree	14%	(58)	23%	(94)	19%	(80)	35%	(145)	9%	(39)	416
Educ: Post-grad	15%	(33)	19%	(42)	22%	(49)	36%	(79)	7%	(16)	219
Income: Under 50k	17%	(232)	27%	(379)	20%	(280)	28%	(395)	8%	(116)	1403
Income: 50k-100k	15%	(91)	20%	(121)	24%	(143)	33%	(199)	7%	(44)	597
Income: 100k+	19%	(39)	20%	(41)	18%	(36)	36%	(72)	7%	(13)	202

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**Table BRD6:** As you may know, Samsung will soon be releasing the Galaxy S8, the newest version of their Galaxy S line of smartphones. How interested are you in purchasing the Galaxy S8?

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Don't Know / No Opinion	Total N
Adults	16% (362)	25% (541)	21% (459)	30% (666)	8% (173)	2202
Ethnicity: White	15% (256)	22% (388)	22% (386)	33% (584)	8% (137)	1751
Ethnicity: Hispanic	33% (108)	49% (163)	10% (33)	5% (16)	3% (10)	330
Ethnicity: Afr. Am.	23% (63)	25% (68)	20% (53)	23% (62)	9% (23)	269
Ethnicity: Other	24% (43)	47% (86)	12% (21)	11% (19)	7% (13)	182
Relig: Protestant	14% (83)	18% (106)	24% (139)	35% (205)	8% (48)	581
Relig: Roman Catholic	17% (78)	32% (151)	18% (82)	26% (123)	7% (32)	466
Relig: Ath./Agn./None	14% (81)	22% (125)	20% (114)	33% (186)	11% (60)	565
Relig: Something Else	22% (80)	33% (121)	19% (71)	21% (76)	4% (16)	364
Relig: Evangelical	22% (145)	23% (150)	20% (136)	29% (193)	6% (42)	666
Relig: Non-Evang. Catholics	9% (56)	24% (144)	23% (139)	35% (210)	9% (56)	605
Relig: All Christian	16% (201)	23% (294)	22% (274)	32% (403)	8% (98)	1271
Relig: All Non-Christian	17% (161)	27% (246)	20% (184)	28% (261)	8% (76)	928
Community: Urban	22% (134)	26% (155)	21% (128)	24% (147)	7% (41)	605
Community: Suburban	12% (115)	26% (245)	20% (190)	33% (320)	9% (87)	957
Community: Rural	18% (113)	22% (141)	22% (141)	31% (199)	7% (45)	639
Employ: Private Sector	22% (145)	26% (173)	20% (134)	26% (172)	6% (37)	660
Employ: Government	17% (36)	50% (108)	10% (22)	17% (37)	7% (14)	218
Employ: Self-Employed	32% (66)	24% (49)	15% (31)	21% (44)	7% (15)	205
Employ: Homemaker	14% (24)	22% (38)	25% (44)	31% (54)	9% (16)	176
Employ: Student	14% (15)	32% (34)	21% (23)	27% (29)	6% (7)	108
Employ: Retired	2% (9)	13% (62)	28% (131)	49% (234)	8% (38)	474
Employ: Unemployed	21% (43)	20% (42)	18% (37)	27% (57)	14% (30)	209
Employ: Other	16% (24)	22% (34)	24% (37)	26% (40)	11% (17)	151
Job Type: White-collar	22% (193)	30% (261)	19% (165)	25% (219)	5% (45)	883
Job Type: Blue-collar	12% (108)	22% (193)	23% (205)	35% (310)	7% (65)	883
Job Type: Don't Know	14% (60)	20% (87)	20% (89)	31% (137)	14% (63)	437
Military HH: Yes	20% (91)	27% (125)	22% (104)	26% (121)	4% (21)	462
Military HH: No	16% (271)	24% (416)	20% (356)	31% (545)	9% (153)	1740

Continued on next page

**Table BRD6:** As you may know, Samsung will soon be releasing the Galaxy S8, the newest version of their Galaxy S line of smartphones. How interested are you in purchasing the Galaxy S8?

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Don't Know / No Opinion	Total N
Adults	16% (362)	25% (541)	21% (459)	30% (666)	8% (173)	2202
2016 Vote: Democrat Hillary Clinton	19% (132)	24% (165)	19% (131)	30% (205)	8% (55)	688
2016 Vote: Republican Donald Trump	17% (138)	23% (189)	21% (169)	33% (265)	6% (48)	809
2016 Vote: Someone else	9% (16)	21% (39)	25% (45)	36% (67)	9% (17)	183
2012 Vote: Barack Obama	17% (134)	22% (173)	21% (165)	33% (263)	8% (61)	796
2012 Vote: Mitt Romney	11% (62)	16% (88)	25% (134)	41% (223)	7% (38)	545
2012 Vote: Other	21% (21)	21% (22)	24% (25)	26% (27)	7% (7)	103
2012 Vote: Didn't Vote	19% (143)	34% (259)	18% (134)	20% (152)	9% (67)	756
4-Region: Northeast	14% (56)	23% (94)	22% (88)	35% (139)	6% (26)	402
4-Region: Midwest	15% (72)	28% (132)	21% (100)	28% (135)	7% (36)	474
4-Region: South	17% (139)	24% (197)	20% (163)	29% (240)	9% (76)	815
4-Region: West	19% (96)	23% (118)	21% (108)	30% (153)	7% (37)	511
Has account: Facebook	17% (311)	26% (473)	21% (389)	29% (539)	7% (126)	1838
Has account: Instagram	26% (236)	30% (275)	17% (152)	21% (193)	5% (48)	903
Has account: Snapchat	28% (183)	32% (207)	16% (104)	19% (122)	5% (32)	648
Has account: Twitter	23% (233)	29% (286)	20% (197)	23% (230)	5% (47)	993
Watches The O'Reilly Factor	24% (140)	31% (186)	19% (115)	21% (126)	4% (24)	591

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

**Table BRD7\_1:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

*Fingerprint sensor / home button on the back of the device*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (392)	21% (453)	9% (195)	5% (105)	35% (762)	13% (296)	2202
Gender: Male	21% (225)	25% (270)	11% (120)	6% (65)	26% (272)	10% (108)	1060
Gender: Female	15% (167)	16% (183)	7% (75)	4% (40)	43% (490)	16% (187)	1142
Age: 18-29	27% (124)	22% (103)	9% (42)	6% (28)	26% (120)	9% (42)	459
Age: 30-44	24% (136)	24% (136)	12% (72)	5% (31)	25% (145)	10% (57)	577
Age: 45-54	14% (44)	16% (51)	8% (23)	5% (16)	41% (129)	16% (50)	313
Age: 55-64	13% (58)	19% (85)	9% (42)	4% (16)	40% (182)	16% (73)	456
Age: 65+	8% (30)	20% (78)	4% (14)	4% (14)	47% (187)	19% (74)	398
PID: Dem (no lean)	21% (168)	21% (169)	11% (88)	5% (43)	31% (251)	12% (96)	815
PID: Ind (no lean)	13% (86)	19% (128)	7% (46)	4% (30)	39% (259)	18% (117)	665
PID: Rep (no lean)	19% (138)	22% (156)	8% (61)	4% (32)	35% (252)	11% (82)	722
PID/Gender: Dem Men	25% (97)	27% (103)	15% (57)	7% (28)	19% (74)	7% (26)	386
PID/Gender: Dem Women	17% (71)	15% (66)	7% (30)	3% (15)	41% (177)	16% (70)	429
PID/Gender: Ind Men	12% (38)	23% (70)	8% (24)	5% (15)	38% (116)	15% (46)	308
PID/Gender: Ind Women	13% (48)	16% (59)	6% (22)	4% (15)	40% (143)	20% (71)	358
PID/Gender: Rep Men	24% (90)	27% (98)	11% (39)	6% (22)	22% (82)	10% (36)	367
PID/Gender: Rep Women	14% (48)	16% (58)	6% (23)	3% (11)	48% (170)	13% (46)	355
Tea Party: Supporter	24% (181)	25% (185)	12% (87)	7% (52)	25% (191)	7% (55)	753
Tea Party: Not Supporter	15% (210)	18% (266)	7% (103)	4% (53)	40% (569)	17% (238)	1439
Ideo: Liberal (1-3)	20% (165)	26% (216)	11% (95)	5% (45)	28% (233)	9% (73)	826
Ideo: Moderate (4)	16% (76)	19% (91)	9% (41)	5% (25)	35% (163)	15% (72)	468
Ideo: Conservative (5-7)	16% (108)	19% (127)	6% (42)	4% (28)	41% (275)	13% (89)	669
Educ: < College	18% (282)	20% (316)	10% (154)	6% (89)	32% (503)	14% (224)	1567
Educ: Bachelors degree	18% (76)	22% (90)	6% (26)	1% (6)	41% (169)	12% (49)	416
Educ: Post-grad	15% (33)	21% (46)	7% (15)	5% (10)	41% (91)	11% (23)	219

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**Table BRD7\_1:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
Fingerprint sensor / home button on the back of the device

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (392)	21% (453)	9% (195)	5% (105)	35% (762)	13% (296)	2202
Income: Under 50k	18% (252)	21% (301)	10% (134)	5% (71)	31% (438)	15% (207)	1403
Income: 50k-100k	17% (101)	19% (112)	7% (44)	5% (27)	40% (241)	12% (73)	597
Income: 100k+	19% (39)	20% (40)	8% (17)	3% (7)	42% (84)	8% (15)	202
Ethnicity: White	16% (276)	20% (346)	9% (152)	4% (78)	38% (659)	14% (240)	1751
Ethnicity: Hispanic	23% (77)	32% (105)	18% (58)	11% (37)	9% (31)	6% (21)	330
Ethnicity: Afr. Am.	30% (81)	18% (50)	7% (20)	4% (12)	25% (66)	15% (40)	269
Ethnicity: Other	19% (35)	31% (57)	12% (22)	8% (15)	20% (37)	9% (16)	182
Relig: Protestant	13% (76)	19% (113)	6% (34)	5% (27)	41% (237)	16% (95)	581
Relig: Roman Catholic	21% (97)	24% (111)	9% (44)	5% (23)	31% (146)	10% (45)	466
Relig: Ath./Agn./None	16% (90)	19% (106)	7% (39)	4% (22)	37% (210)	17% (98)	565
Relig: Something Else	21% (77)	24% (89)	17% (62)	7% (24)	25% (89)	6% (23)	364
Relig: Evangelical	21% (142)	20% (132)	8% (52)	5% (36)	32% (214)	13% (90)	666
Relig: Non-Evang. Catholics	14% (82)	21% (124)	7% (42)	4% (24)	41% (249)	14% (84)	605
Relig: All Christian	18% (224)	20% (257)	7% (94)	5% (60)	36% (463)	14% (174)	1271
Relig: All Non-Christian	18% (167)	21% (195)	11% (101)	5% (45)	32% (299)	13% (121)	928
Community: Urban	24% (143)	20% (123)	7% (43)	4% (26)	32% (193)	13% (78)	605
Community: Suburban	14% (134)	21% (204)	11% (102)	5% (45)	37% (350)	13% (122)	957
Community: Rural	18% (115)	20% (125)	8% (49)	5% (35)	34% (220)	15% (96)	639
Employ: Private Sector	20% (134)	20% (133)	9% (57)	5% (31)	35% (234)	11% (71)	660
Employ: Government	19% (41)	31% (67)	15% (32)	8% (17)	21% (46)	7% (16)	218
Employ: Self-Employed	24% (49)	20% (40)	12% (25)	8% (16)	30% (61)	7% (15)	205
Employ: Homemaker	15% (26)	17% (30)	13% (23)	6% (10)	38% (67)	11% (20)	176
Employ: Student	22% (24)	28% (31)	15% (16)	2% (2)	24% (26)	9% (10)	108
Employ: Retired	10% (45)	17% (81)	4% (18)	3% (14)	48% (229)	18% (87)	474
Employ: Unemployed	20% (41)	14% (30)	9% (19)	6% (13)	30% (63)	20% (43)	209
Employ: Other	22% (33)	27% (41)	3% (4)	2% (3)	24% (36)	23% (35)	151

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**Table BRD7\_1:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
Fingerprint sensor / home button on the back of the device

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	18% (392)	21% (453)	9% (195)	5% (105)	35% (762)	13% (296)	2202
Job Type: White-collar	21% (184)	24% (210)	12% (102)	7% (58)	29% (260)	8% (70)	883
Job Type: Blue-collar	14% (124)	20% (178)	7% (61)	3% (29)	41% (366)	14% (124)	883
Job Type: Don't Know	19% (84)	15% (65)	7% (32)	4% (18)	31% (136)	23% (102)	437
Military HH: Yes	18% (83)	24% (111)	11% (49)	6% (29)	30% (139)	11% (51)	462
Military HH: No	18% (309)	20% (342)	8% (146)	4% (76)	36% (623)	14% (245)	1740
2016 Vote: Democrat Hillary Clinton	21% (146)	21% (142)	7% (48)	4% (29)	33% (227)	14% (95)	688
2016 Vote: Republican Donald Trump	17% (141)	22% (176)	9% (75)	4% (33)	37% (299)	10% (85)	809
2016 Vote: Someone else	14% (25)	17% (32)	5% (9)	6% (10)	43% (78)	15% (28)	183
2012 Vote: Barack Obama	20% (158)	19% (150)	8% (60)	3% (25)	37% (297)	13% (106)	796
2012 Vote: Mitt Romney	15% (80)	18% (100)	6% (33)	3% (18)	44% (241)	13% (72)	545
2012 Vote: Other	9% (10)	18% (19)	8% (8)	6% (7)	39% (40)	19% (19)	103
2012 Vote: Didn't Vote	19% (143)	24% (183)	12% (94)	7% (55)	24% (184)	13% (97)	756
4-Region: Northeast	16% (66)	21% (84)	7% (29)	5% (19)	36% (145)	15% (58)	402
4-Region: Midwest	16% (76)	23% (108)	10% (46)	6% (28)	36% (171)	10% (45)	474
4-Region: South	19% (156)	19% (158)	9% (75)	5% (38)	32% (263)	15% (125)	815
4-Region: West	18% (93)	20% (102)	9% (45)	4% (20)	36% (183)	13% (67)	511
Has account: Facebook	19% (356)	21% (384)	9% (160)	4% (77)	35% (649)	12% (212)	1838
Has account: Instagram	28% (257)	23% (206)	10% (87)	4% (40)	26% (237)	8% (76)	903
Has account: Snapchat	31% (199)	22% (144)	12% (75)	5% (34)	23% (148)	7% (48)	648
Has account: Twitter	25% (247)	24% (237)	10% (98)	5% (47)	29% (292)	7% (72)	993
Watches The O'Reilly Factor	27% (160)	26% (151)	10% (62)	5% (30)	25% (145)	7% (43)	591

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

**Table BRD7\_2:** *The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.*

*Curved edges*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	14% (305)	20% (448)	10% (211)	5% (114)	37% (815)	14% (310)	2202
Gender: Male	17% (178)	25% (267)	12% (130)	7% (73)	28% (301)	11% (111)	1060
Gender: Female	11% (127)	16% (180)	7% (81)	4% (41)	45% (514)	17% (198)	1142
Age: 18-29	21% (97)	22% (102)	14% (65)	6% (29)	27% (126)	9% (40)	459
Age: 30-44	17% (101)	28% (164)	12% (68)	7% (41)	25% (145)	10% (57)	577
Age: 45-54	13% (42)	15% (47)	8% (25)	3% (9)	45% (141)	16% (49)	313
Age: 55-64	11% (48)	17% (78)	8% (38)	5% (24)	42% (189)	17% (78)	456
Age: 65+	4% (18)	14% (57)	4% (14)	3% (10)	54% (214)	21% (85)	398
PID: Dem (no lean)	17% (138)	19% (155)	11% (90)	5% (43)	36% (291)	12% (99)	815
PID: Ind (no lean)	11% (72)	20% (130)	8% (55)	5% (31)	40% (265)	17% (112)	665
PID: Rep (no lean)	13% (95)	23% (163)	9% (66)	6% (40)	36% (260)	14% (98)	722
PID/Gender: Dem Men	21% (79)	25% (95)	15% (56)	8% (32)	25% (96)	7% (27)	386
PID/Gender: Dem Women	14% (59)	14% (60)	8% (33)	3% (11)	45% (194)	17% (72)	429
PID/Gender: Ind Men	12% (38)	20% (61)	10% (32)	6% (19)	37% (114)	14% (44)	308
PID/Gender: Ind Women	9% (33)	19% (69)	6% (23)	4% (13)	42% (151)	19% (68)	358
PID/Gender: Rep Men	16% (60)	30% (111)	11% (41)	6% (23)	25% (91)	11% (40)	367
PID/Gender: Rep Women	10% (35)	15% (52)	7% (25)	5% (17)	47% (168)	16% (58)	355
Tea Party: Supporter	21% (159)	26% (193)	12% (88)	7% (54)	27% (201)	8% (58)	753
Tea Party: Not Supporter	10% (145)	18% (253)	8% (121)	4% (59)	42% (611)	17% (251)	1439
Ideo: Liberal (1-3)	17% (142)	26% (219)	12% (101)	6% (50)	30% (246)	8% (67)	826
Ideo: Moderate (4)	11% (50)	17% (81)	10% (48)	6% (26)	39% (182)	17% (80)	468
Ideo: Conservative (5-7)	11% (76)	17% (113)	7% (46)	4% (30)	46% (306)	15% (99)	669
Educ: < College	15% (232)	20% (318)	10% (159)	6% (97)	34% (529)	15% (232)	1567
Educ: Bachelors degree	12% (49)	20% (85)	8% (35)	3% (11)	45% (188)	12% (49)	416
Educ: Post-grad	11% (25)	20% (45)	8% (17)	2% (5)	45% (99)	13% (29)	219

Continued on next page

**Table BRD7\_2:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
Curved edges

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	14% (305)	20% (448)	10% (211)	5% (114)	37% (815)	14% (310)	2202
Income: Under 50k	15% (209)	20% (287)	10% (147)	5% (77)	34% (474)	15% (209)	1403
Income: 50k-100k	12% (69)	19% (111)	9% (55)	5% (31)	42% (249)	14% (82)	597
Income: 100k+	13% (27)	24% (49)	5% (9)	3% (6)	45% (92)	9% (18)	202
Ethnicity: White	12% (202)	20% (349)	9% (150)	5% (92)	40% (698)	15% (260)	1751
Ethnicity: Hispanic	23% (74)	31% (104)	19% (62)	12% (40)	10% (34)	5% (16)	330
Ethnicity: Afr. Am.	25% (68)	18% (49)	11% (29)	4% (10)	30% (80)	12% (33)	269
Ethnicity: Other	19% (35)	27% (50)	17% (31)	7% (12)	21% (38)	9% (16)	182
Relig: Protestant	11% (63)	18% (106)	6% (38)	5% (28)	43% (248)	17% (99)	581
Relig: Roman Catholic	14% (66)	26% (122)	11% (50)	6% (29)	31% (145)	12% (54)	466
Relig: Ath./Agn./None	11% (63)	17% (99)	11% (60)	5% (28)	39% (218)	17% (97)	565
Relig: Something Else	20% (72)	27% (97)	14% (50)	6% (23)	28% (100)	6% (21)	364
Relig: Evangelical	17% (116)	19% (124)	8% (56)	4% (30)	37% (245)	14% (95)	666
Relig: Non-Evang. Catholics	9% (53)	21% (126)	7% (45)	5% (32)	42% (252)	16% (96)	605
Relig: All Christian	13% (169)	20% (251)	8% (101)	5% (62)	39% (497)	15% (190)	1271
Relig: All Non-Christian	15% (135)	21% (196)	12% (109)	6% (52)	34% (319)	13% (118)	928
Community: Urban	20% (124)	21% (128)	9% (55)	5% (28)	32% (195)	13% (76)	605
Community: Suburban	10% (97)	21% (200)	10% (96)	5% (46)	40% (384)	14% (134)	957
Community: Rural	13% (85)	19% (120)	9% (59)	6% (40)	37% (236)	16% (100)	639
Employ: Private Sector	13% (85)	26% (173)	10% (67)	5% (32)	36% (241)	10% (63)	660
Employ: Government	19% (41)	22% (49)	17% (36)	11% (24)	25% (55)	6% (13)	218
Employ: Self-Employed	21% (43)	18% (37)	15% (31)	6% (12)	32% (66)	8% (17)	205
Employ: Homemaker	15% (26)	20% (35)	10% (18)	3% (6)	39% (70)	12% (22)	176
Employ: Student	14% (16)	32% (35)	14% (15)	9% (10)	21% (22)	9% (10)	108
Employ: Retired	7% (34)	12% (59)	4% (19)	3% (16)	52% (247)	21% (100)	474
Employ: Unemployed	20% (42)	12% (24)	9% (18)	5% (11)	33% (69)	21% (45)	209
Employ: Other	12% (19)	25% (37)	4% (6)	2% (2)	30% (46)	27% (41)	151

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**Table BRD7\_2:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
*Curved edges*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	14% (305)	20% (448)	10% (211)	5% (114)	37% (815)	14% (310)	2202
Job Type: White-collar	17% (146)	24% (210)	11% (95)	7% (60)	33% (293)	9% (78)	883
Job Type: Blue-collar	10% (90)	18% (163)	9% (81)	4% (34)	44% (387)	15% (128)	883
Job Type: Don't Know	16% (69)	17% (74)	8% (34)	4% (19)	31% (136)	24% (103)	437
Military HH: Yes	17% (80)	20% (91)	9% (43)	7% (33)	35% (163)	11% (53)	462
Military HH: No	13% (225)	21% (357)	10% (168)	5% (81)	37% (652)	15% (257)	1740
2016 Vote: Democrat Hillary Clinton	16% (109)	20% (136)	9% (64)	4% (27)	38% (260)	13% (92)	688
2016 Vote: Republican Donald Trump	13% (104)	22% (174)	9% (71)	5% (43)	39% (314)	13% (102)	809
2016 Vote: Someone else	9% (16)	17% (30)	8% (15)	7% (13)	46% (84)	14% (26)	183
2012 Vote: Barack Obama	15% (116)	20% (158)	8% (65)	3% (22)	41% (324)	14% (111)	796
2012 Vote: Mitt Romney	10% (56)	16% (90)	5% (29)	4% (20)	50% (271)	15% (79)	545
2012 Vote: Other	10% (10)	15% (15)	10% (10)	12% (12)	36% (37)	18% (18)	103
2012 Vote: Didn't Vote	16% (122)	24% (184)	14% (106)	8% (60)	24% (184)	13% (100)	756
4-Region: Northeast	13% (50)	22% (87)	9% (35)	6% (24)	35% (142)	15% (62)	402
4-Region: Midwest	13% (60)	22% (107)	10% (49)	7% (31)	37% (175)	11% (53)	474
4-Region: South	15% (124)	19% (156)	10% (81)	5% (39)	36% (296)	15% (119)	815
4-Region: West	14% (71)	19% (98)	9% (46)	4% (19)	39% (202)	15% (75)	511
Has account: Facebook	15% (272)	21% (394)	9% (170)	4% (81)	38% (695)	12% (227)	1838
Has account: Instagram	21% (190)	26% (231)	12% (109)	5% (44)	29% (258)	8% (71)	903
Has account: Snapchat	23% (147)	27% (173)	13% (82)	6% (41)	25% (161)	7% (44)	648
Has account: Twitter	21% (206)	23% (228)	12% (115)	4% (44)	32% (317)	8% (83)	993
Watches The O'Reilly Factor	21% (123)	27% (161)	11% (64)	6% (33)	27% (157)	9% (53)	591

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

**Table BRD7\_3:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

Waterproofing

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	34% (744)	27% (590)	6% (134)	3% (73)	20% (434)	10% (226)	2202
Gender: Male	35% (368)	27% (282)	9% (96)	5% (50)	16% (171)	9% (94)	1060
Gender: Female	33% (377)	27% (308)	3% (38)	2% (24)	23% (263)	12% (133)	1142
Age: 18-29	46% (210)	22% (103)	8% (35)	5% (24)	11% (50)	8% (37)	459
Age: 30-44	39% (227)	28% (163)	9% (51)	4% (22)	12% (71)	7% (43)	577
Age: 45-54	32% (100)	26% (80)	5% (15)	3% (10)	22% (70)	12% (37)	313
Age: 55-64	25% (114)	32% (146)	5% (23)	3% (13)	24% (108)	11% (52)	456
Age: 65+	23% (93)	25% (99)	3% (10)	1% (5)	34% (134)	14% (57)	398
PID: Dem (no lean)	33% (266)	28% (224)	8% (63)	5% (38)	20% (159)	8% (64)	815
PID: Ind (no lean)	32% (213)	27% (177)	4% (29)	2% (12)	21% (138)	15% (97)	665
PID: Rep (no lean)	37% (265)	26% (189)	6% (43)	3% (23)	19% (137)	9% (65)	722
PID/Gender: Dem Men	33% (127)	28% (109)	12% (47)	8% (32)	13% (49)	6% (22)	386
PID/Gender: Dem Women	33% (140)	27% (116)	4% (16)	1% (6)	26% (110)	10% (43)	429
PID/Gender: Ind Men	31% (94)	25% (78)	5% (17)	1% (3)	24% (75)	13% (41)	308
PID/Gender: Ind Women	33% (119)	28% (98)	3% (12)	2% (9)	18% (63)	16% (57)	358
PID/Gender: Rep Men	40% (146)	26% (95)	9% (32)	4% (14)	13% (48)	9% (31)	367
PID/Gender: Rep Women	33% (118)	27% (94)	3% (11)	3% (9)	25% (89)	9% (33)	355
Tea Party: Supporter	36% (272)	29% (216)	10% (76)	5% (39)	14% (107)	6% (43)	753
Tea Party: Not Supporter	33% (470)	26% (371)	4% (56)	2% (34)	23% (326)	13% (183)	1439
Ideo: Liberal (1-3)	33% (274)	30% (250)	10% (85)	5% (38)	16% (133)	5% (45)	826
Ideo: Moderate (4)	31% (144)	24% (110)	7% (31)	4% (19)	23% (105)	13% (59)	468
Ideo: Conservative (5-7)	35% (235)	28% (187)	2% (12)	2% (13)	23% (151)	11% (71)	669
Educ: < College	34% (534)	24% (379)	7% (110)	4% (65)	19% (304)	11% (175)	1567
Educ: Bachelors degree	34% (143)	32% (134)	4% (16)	1% (5)	20% (82)	8% (35)	416
Educ: Post-grad	31% (67)	35% (77)	3% (8)	1% (3)	22% (47)	7% (16)	219

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**Table BRD7\_3:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

Waterproofing

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	34% (744)	27% (590)	6% (134)	3% (73)	20% (434)	10% (226)	2202
Income: Under 50k	34% (479)	25% (349)	7% (99)	4% (59)	19% (264)	11% (153)	1403
Income: 50k-100k	32% (190)	30% (179)	5% (29)	2% (11)	21% (125)	10% (63)	597
Income: 100k+	37% (76)	31% (63)	3% (6)	1% (2)	22% (44)	5% (11)	202
Ethnicity: White	33% (575)	27% (474)	6% (97)	3% (54)	21% (369)	10% (183)	1751
Ethnicity: Hispanic	30% (99)	28% (92)	19% (62)	10% (34)	8% (26)	5% (16)	330
Ethnicity: Afr. Am.	41% (111)	24% (64)	4% (11)	2% (6)	18% (48)	10% (28)	269
Ethnicity: Other	32% (58)	28% (52)	14% (26)	7% (13)	9% (17)	9% (16)	182
Relig: Protestant	31% (182)	29% (169)	3% (17)	1% (8)	23% (136)	12% (69)	581
Relig: Roman Catholic	34% (159)	27% (124)	9% (40)	4% (18)	19% (86)	8% (38)	466
Relig: Ath./Agn./None	33% (185)	28% (156)	4% (22)	3% (18)	18% (103)	14% (81)	565
Relig: Something Else	36% (130)	27% (98)	13% (48)	7% (25)	14% (49)	4% (14)	364
Relig: Evangelical	37% (247)	24% (157)	6% (38)	3% (18)	22% (146)	9% (62)	666
Relig: Non-Evang. Catholics	30% (181)	30% (180)	4% (27)	2% (13)	22% (136)	11% (68)	605
Relig: All Christian	34% (428)	27% (337)	5% (64)	2% (31)	22% (282)	10% (130)	1271
Relig: All Non-Christian	34% (315)	27% (254)	7% (70)	5% (43)	16% (152)	10% (95)	928
Community: Urban	40% (240)	23% (138)	7% (41)	3% (18)	19% (113)	9% (56)	605
Community: Suburban	31% (301)	30% (288)	5% (50)	3% (27)	21% (200)	10% (91)	957
Community: Rural	32% (204)	26% (165)	7% (43)	4% (28)	19% (120)	12% (79)	639
Employ: Private Sector	39% (255)	32% (212)	5% (33)	1% (7)	16% (104)	8% (50)	660
Employ: Government	27% (59)	26% (58)	18% (40)	9% (19)	14% (30)	6% (13)	218
Employ: Self-Employed	34% (71)	27% (55)	12% (24)	6% (13)	16% (34)	4% (9)	205
Employ: Homemaker	40% (70)	20% (35)	5% (9)	8% (14)	19% (34)	8% (14)	176
Employ: Student	42% (45)	22% (24)	8% (9)	1% (1)	17% (19)	10% (10)	108
Employ: Retired	23% (109)	27% (126)	2% (11)	1% (6)	33% (156)	14% (65)	474
Employ: Unemployed	41% (85)	22% (46)	2% (4)	3% (6)	16% (33)	17% (36)	209
Employ: Other	34% (51)	23% (34)	3% (5)	5% (8)	16% (24)	19% (29)	151

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**Table BRD7\_3:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

Waterproofing

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	34% (744)	27% (590)	6% (134)	3% (73)	20% (434)	10% (226)	2202
Job Type: White-collar	32% (286)	31% (278)	10% (84)	4% (37)	16% (142)	6% (57)	883
Job Type: Blue-collar	33% (288)	25% (220)	4% (35)	3% (23)	25% (220)	11% (97)	883
Job Type: Don't Know	39% (170)	21% (93)	3% (14)	3% (14)	17% (72)	17% (73)	437
Military HH: Yes	35% (162)	25% (117)	7% (34)	3% (15)	20% (91)	9% (43)	462
Military HH: No	33% (583)	27% (474)	6% (99)	3% (58)	20% (343)	11% (183)	1740
2016 Vote: Democrat Hillary Clinton	32% (222)	30% (206)	4% (28)	3% (19)	21% (146)	10% (67)	688
2016 Vote: Republican Donald Trump	34% (275)	26% (210)	8% (61)	2% (17)	22% (175)	9% (71)	809
2016 Vote: Someone else	31% (57)	30% (54)	3% (6)	2% (4)	22% (41)	12% (22)	183
2012 Vote: Barack Obama	35% (278)	28% (222)	4% (28)	2% (20)	21% (171)	10% (77)	796
2012 Vote: Mitt Romney	32% (174)	28% (153)	3% (17)	1% (3)	26% (143)	10% (54)	545
2012 Vote: Other	31% (31)	26% (26)	5% (5)	2% (2)	22% (23)	15% (15)	103
2012 Vote: Didn't Vote	34% (260)	25% (188)	11% (83)	6% (49)	13% (97)	10% (79)	756
4-Region: Northeast	33% (131)	26% (105)	4% (15)	4% (15)	22% (88)	12% (48)	402
4-Region: Midwest	31% (145)	24% (115)	10% (47)	5% (24)	22% (102)	9% (41)	474
4-Region: South	36% (290)	27% (222)	6% (50)	3% (21)	17% (142)	11% (90)	815
4-Region: West	35% (179)	29% (148)	4% (22)	3% (13)	20% (102)	9% (47)	511
Has account: Facebook	37% (676)	27% (499)	6% (108)	3% (53)	19% (343)	9% (160)	1838
Has account: Instagram	44% (400)	26% (238)	7% (63)	4% (37)	12% (111)	6% (55)	903
Has account: Snapchat	46% (296)	26% (170)	8% (49)	4% (29)	10% (67)	6% (36)	648
Has account: Twitter	40% (395)	29% (290)	7% (72)	4% (35)	15% (144)	6% (57)	993
Watches The O'Reilly Factor	39% (230)	26% (156)	8% (49)	4% (24)	15% (91)	7% (40)	591

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

**Table BRD7\_4:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

*Bixby AI system, which helps users navigate their device and offers assistance*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (336)	22% (480)	9% (202)	4% (97)	32% (706)	17% (382)	2202
Gender: Male	19% (197)	26% (279)	12% (131)	5% (55)	25% (268)	12% (130)	1060
Gender: Female	12% (139)	18% (201)	6% (71)	4% (41)	38% (438)	22% (252)	1142
Age: 18-29	20% (93)	25% (116)	12% (55)	6% (27)	23% (107)	13% (60)	459
Age: 30-44	21% (120)	26% (150)	13% (72)	7% (39)	21% (120)	13% (75)	577
Age: 45-54	16% (49)	19% (60)	8% (24)	3% (9)	38% (118)	17% (52)	313
Age: 55-64	11% (49)	17% (78)	8% (36)	3% (12)	40% (183)	21% (98)	456
Age: 65+	6% (25)	19% (76)	4% (14)	2% (9)	44% (177)	24% (97)	398
PID: Dem (no lean)	17% (139)	22% (181)	12% (95)	4% (33)	30% (243)	15% (124)	815
PID: Ind (no lean)	10% (66)	21% (141)	7% (47)	5% (31)	35% (231)	22% (149)	665
PID: Rep (no lean)	18% (131)	22% (158)	8% (59)	5% (33)	32% (232)	15% (109)	722
PID/Gender: Dem Men	21% (81)	29% (112)	16% (62)	5% (20)	19% (72)	10% (38)	386
PID/Gender: Dem Women	13% (58)	16% (69)	8% (34)	3% (12)	40% (171)	20% (86)	429
PID/Gender: Ind Men	11% (32)	22% (67)	10% (29)	6% (17)	37% (115)	15% (47)	308
PID/Gender: Ind Women	9% (34)	21% (74)	5% (18)	4% (14)	33% (116)	29% (102)	358
PID/Gender: Rep Men	23% (83)	27% (100)	11% (40)	5% (18)	22% (82)	12% (45)	367
PID/Gender: Rep Women	13% (48)	16% (58)	6% (20)	4% (15)	42% (150)	18% (64)	355
Tea Party: Supporter	22% (166)	27% (204)	13% (96)	6% (44)	23% (173)	9% (70)	753
Tea Party: Not Supporter	12% (168)	19% (271)	7% (105)	4% (52)	37% (532)	22% (311)	1439
Ideo: Liberal (1-3)	19% (155)	26% (216)	12% (100)	5% (43)	26% (217)	11% (94)	826
Ideo: Moderate (4)	12% (57)	17% (78)	11% (51)	4% (20)	36% (168)	20% (93)	468
Ideo: Conservative (5-7)	13% (85)	21% (141)	6% (40)	3% (23)	39% (259)	18% (121)	669
Educ: < College	16% (247)	22% (340)	10% (158)	5% (79)	30% (474)	17% (270)	1567
Educ: Bachelors degree	13% (55)	23% (94)	8% (33)	2% (8)	37% (155)	17% (70)	416
Educ: Post-grad	15% (33)	21% (46)	5% (11)	5% (10)	35% (76)	20% (43)	219

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**Table BRD7\_4:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
*Bixby AI system, which helps users navigate their device and offers assistance*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (336)	22% (480)	9% (202)	4% (97)	32% (706)	17% (382)	2202
Income: Under 50k	15% (216)	22% (306)	10% (144)	5% (72)	29% (404)	19% (260)	1403
Income: 50k-100k	14% (86)	21% (126)	8% (46)	3% (18)	37% (224)	16% (97)	597
Income: 100k+	16% (33)	24% (48)	6% (12)	3% (6)	39% (78)	12% (25)	202
Ethnicity: White	13% (232)	21% (365)	9% (155)	4% (66)	35% (619)	18% (314)	1751
Ethnicity: Hispanic	21% (71)	31% (103)	23% (76)	11% (37)	7% (24)	5% (18)	330
Ethnicity: Afr. Am.	23% (62)	24% (65)	9% (24)	5% (14)	22% (60)	16% (44)	269
Ethnicity: Other	23% (41)	28% (50)	13% (23)	9% (17)	15% (27)	13% (24)	182
Relig: Protestant	12% (69)	19% (113)	8% (44)	3% (17)	39% (224)	20% (115)	581
Relig: Roman Catholic	18% (84)	24% (112)	11% (53)	4% (19)	28% (130)	15% (68)	466
Relig: Ath./Agn./None	13% (73)	22% (124)	7% (39)	5% (26)	32% (183)	21% (118)	565
Relig: Something Else	20% (71)	25% (93)	14% (51)	7% (26)	23% (83)	11% (39)	364
Relig: Evangelical	18% (117)	22% (144)	9% (61)	4% (24)	32% (210)	17% (110)	666
Relig: Non-Evang. Catholics	12% (72)	20% (118)	8% (50)	3% (20)	38% (229)	19% (115)	605
Relig: All Christian	15% (189)	21% (262)	9% (111)	3% (44)	35% (439)	18% (225)	1271
Relig: All Non-Christian	16% (145)	23% (217)	10% (90)	6% (53)	29% (267)	17% (157)	928
Community: Urban	18% (111)	23% (138)	9% (57)	6% (34)	27% (165)	17% (101)	605
Community: Suburban	13% (128)	21% (199)	10% (93)	4% (37)	35% (338)	17% (163)	957
Community: Rural	15% (96)	22% (143)	8% (52)	4% (26)	32% (203)	19% (119)	639
Employ: Private Sector	17% (109)	26% (172)	11% (70)	3% (23)	31% (202)	13% (85)	660
Employ: Government	20% (43)	24% (53)	18% (38)	9% (19)	20% (45)	9% (21)	218
Employ: Self-Employed	20% (41)	25% (50)	13% (28)	3% (7)	32% (65)	7% (15)	205
Employ: Homemaker	17% (30)	21% (37)	6% (11)	7% (13)	31% (55)	17% (29)	176
Employ: Student	11% (12)	30% (32)	13% (14)	5% (5)	24% (26)	17% (19)	108
Employ: Retired	7% (35)	15% (72)	5% (24)	3% (13)	45% (213)	25% (116)	474
Employ: Unemployed	19% (41)	15% (31)	5% (10)	5% (10)	30% (62)	27% (56)	209
Employ: Other	16% (24)	22% (33)	5% (8)	5% (7)	25% (38)	28% (42)	151

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**Table BRD7\_4:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

*Bixby AI system, which helps users navigate their device and offers assistance*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	15% (336)	22% (480)	9% (202)	4% (97)	32% (706)	17% (382)	2202
Job Type: White-collar	16% (145)	26% (230)	12% (102)	5% (42)	29% (257)	12% (107)	883
Job Type: Blue-collar	13% (118)	20% (176)	8% (72)	4% (36)	37% (329)	17% (150)	883
Job Type: Don't Know	17% (72)	17% (74)	6% (28)	4% (18)	27% (120)	29% (125)	437
Military HH: Yes	15% (71)	23% (105)	12% (57)	7% (30)	29% (135)	14% (63)	462
Military HH: No	15% (265)	22% (375)	8% (145)	4% (66)	33% (570)	18% (319)	1740
2016 Vote: Democrat Hillary Clinton	17% (119)	22% (153)	8% (54)	4% (25)	31% (211)	18% (126)	688
2016 Vote: Republican Donald Trump	16% (128)	22% (182)	10% (79)	3% (28)	34% (277)	14% (115)	809
2016 Vote: Someone else	6% (11)	24% (43)	4% (8)	5% (8)	43% (78)	19% (35)	183
2012 Vote: Barack Obama	16% (129)	20% (160)	8% (63)	4% (28)	34% (274)	18% (140)	796
2012 Vote: Mitt Romney	11% (62)	20% (111)	4% (23)	2% (13)	43% (237)	18% (99)	545
2012 Vote: Other	8% (8)	14% (15)	15% (15)	7% (7)	35% (36)	21% (21)	103
2012 Vote: Didn't Vote	18% (136)	26% (193)	13% (100)	6% (48)	21% (159)	16% (120)	756
4-Region: Northeast	13% (54)	20% (80)	9% (37)	5% (18)	34% (138)	18% (74)	402
4-Region: Midwest	15% (71)	24% (112)	11% (51)	5% (25)	32% (153)	13% (62)	474
4-Region: South	17% (139)	20% (166)	10% (81)	4% (33)	30% (241)	19% (155)	815
4-Region: West	14% (71)	24% (122)	6% (32)	4% (20)	34% (174)	18% (91)	511
Has account: Facebook	16% (301)	22% (412)	9% (167)	4% (74)	32% (591)	16% (294)	1838
Has account: Instagram	23% (210)	27% (243)	11% (103)	4% (36)	23% (211)	11% (100)	903
Has account: Snapchat	26% (166)	24% (158)	13% (85)	5% (33)	20% (131)	11% (74)	648
Has account: Twitter	22% (218)	25% (246)	11% (110)	4% (42)	27% (265)	11% (112)	993
Watches The O'Reilly Factor	25% (145)	27% (158)	11% (64)	5% (28)	24% (142)	9% (54)	591

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

**Table BRD7\_5:** *The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.*

*USB Type-C charging port*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	17% (379)	22% (474)	9% (196)	4% (94)	31% (677)	17% (381)	2202
Gender: Male	19% (200)	27% (287)	11% (120)	6% (65)	25% (260)	12% (128)	1060
Gender: Female	16% (179)	16% (187)	7% (76)	3% (29)	37% (418)	22% (254)	1142
Age: 18-29	27% (122)	22% (101)	10% (46)	7% (34)	20% (93)	14% (63)	459
Age: 30-44	22% (128)	24% (139)	12% (69)	5% (28)	24% (138)	13% (75)	577
Age: 45-54	15% (47)	20% (63)	8% (24)	3% (10)	34% (107)	20% (62)	313
Age: 55-64	12% (53)	18% (83)	10% (47)	3% (15)	37% (168)	19% (89)	456
Age: 65+	7% (29)	22% (88)	2% (9)	2% (7)	43% (171)	23% (93)	398
PID: Dem (no lean)	19% (153)	21% (175)	12% (95)	6% (49)	28% (227)	14% (116)	815
PID: Ind (no lean)	13% (88)	21% (137)	6% (38)	4% (24)	33% (217)	24% (161)	665
PID: Rep (no lean)	19% (138)	23% (163)	9% (63)	3% (21)	32% (233)	14% (104)	722
PID/Gender: Dem Men	20% (78)	28% (108)	15% (58)	10% (39)	18% (70)	8% (32)	386
PID/Gender: Dem Women	17% (75)	16% (67)	9% (37)	2% (10)	37% (157)	20% (84)	429
PID/Gender: Ind Men	14% (44)	26% (79)	6% (20)	4% (13)	33% (101)	17% (51)	308
PID/Gender: Ind Women	12% (44)	16% (58)	5% (18)	3% (11)	33% (116)	31% (110)	358
PID/Gender: Rep Men	21% (78)	27% (100)	12% (43)	4% (13)	24% (89)	12% (44)	367
PID/Gender: Rep Women	17% (60)	18% (63)	6% (20)	2% (8)	41% (145)	17% (60)	355
Tea Party: Supporter	24% (177)	25% (189)	13% (96)	7% (51)	23% (170)	9% (70)	753
Tea Party: Not Supporter	14% (202)	20% (282)	7% (100)	3% (42)	35% (504)	22% (311)	1439
Ideo: Liberal (1-3)	19% (160)	27% (220)	13% (104)	6% (50)	24% (202)	11% (90)	826
Ideo: Moderate (4)	14% (65)	20% (96)	9% (40)	3% (14)	33% (157)	21% (96)	468
Ideo: Conservative (5-7)	16% (106)	20% (131)	6% (41)	4% (28)	37% (246)	17% (116)	669
Educ: < College	18% (283)	20% (320)	10% (153)	5% (74)	29% (460)	18% (276)	1567
Educ: Bachelors degree	15% (62)	24% (99)	7% (30)	3% (10)	34% (142)	18% (73)	416
Educ: Post-grad	15% (34)	25% (55)	6% (13)	4% (9)	34% (75)	15% (33)	219

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**Table BRD7\_5:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

## USB Type-C charging port

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	17% (379)	22% (474)	9% (196)	4% (94)	31% (677)	17% (381)	2202
Income: Under 50k	18% (248)	21% (296)	10% (135)	5% (66)	29% (401)	18% (258)	1403
Income: 50k-100k	16% (95)	21% (124)	8% (49)	4% (24)	34% (205)	17% (101)	597
Income: 100k+	18% (36)	27% (55)	6% (12)	2% (4)	36% (72)	11% (22)	202
Ethnicity: White	15% (265)	22% (378)	8% (138)	4% (70)	33% (584)	18% (316)	1751
Ethnicity: Hispanic	20% (67)	31% (101)	22% (73)	11% (36)	10% (34)	6% (19)	330
Ethnicity: Afr. Am.	26% (71)	20% (52)	11% (30)	4% (11)	23% (61)	16% (43)	269
Ethnicity: Other	24% (44)	24% (44)	15% (28)	7% (13)	18% (32)	12% (22)	182
Relig: Protestant	14% (81)	21% (125)	7% (39)	3% (19)	35% (202)	20% (115)	581
Relig: Roman Catholic	20% (91)	22% (103)	12% (58)	5% (24)	28% (130)	13% (60)	466
Relig: Ath./Agn./None	14% (79)	19% (110)	7% (40)	4% (21)	32% (183)	23% (132)	565
Relig: Something Else	22% (82)	26% (96)	14% (51)	7% (24)	22% (78)	9% (32)	364
Relig: Evangelical	21% (139)	19% (126)	9% (62)	4% (27)	30% (202)	17% (111)	666
Relig: Non-Evang. Catholics	13% (79)	23% (141)	7% (43)	4% (22)	36% (215)	17% (105)	605
Relig: All Christian	17% (219)	21% (267)	8% (104)	4% (48)	33% (416)	17% (216)	1271
Relig: All Non-Christian	17% (160)	22% (206)	10% (92)	5% (45)	28% (261)	18% (164)	928
Community: Urban	23% (137)	21% (127)	9% (56)	4% (22)	28% (170)	15% (94)	605
Community: Suburban	15% (142)	20% (192)	10% (92)	4% (38)	35% (331)	17% (163)	957
Community: Rural	16% (100)	24% (155)	8% (49)	5% (34)	28% (176)	20% (125)	639
Employ: Private Sector	20% (135)	24% (160)	9% (57)	3% (21)	30% (200)	13% (87)	660
Employ: Government	17% (37)	25% (54)	17% (38)	10% (22)	22% (47)	9% (20)	218
Employ: Self-Employed	21% (43)	26% (53)	13% (27)	6% (13)	25% (52)	9% (18)	205
Employ: Homemaker	12% (22)	20% (35)	10% (18)	6% (10)	36% (63)	16% (28)	176
Employ: Student	23% (25)	19% (21)	16% (17)	7% (8)	18% (20)	16% (18)	108
Employ: Retired	9% (44)	18% (88)	3% (16)	2% (8)	44% (206)	24% (112)	474
Employ: Unemployed	23% (48)	17% (36)	7% (14)	3% (6)	24% (50)	26% (54)	209
Employ: Other	17% (25)	19% (28)	6% (9)	3% (5)	26% (39)	30% (46)	151

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**Table BRD7\_5:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
USB Type-C charging port

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	17% (379)	22% (474)	9% (196)	4% (94)	31% (677)	17% (381)	2202
Job Type: White-collar	19% (165)	26% (233)	12% (102)	6% (52)	26% (233)	11% (98)	883
Job Type: Blue-collar	15% (135)	20% (178)	7% (63)	3% (28)	37% (327)	17% (151)	883
Job Type: Don't Know	18% (79)	14% (63)	7% (31)	3% (14)	27% (117)	30% (132)	437
Military HH: Yes	18% (84)	22% (102)	11% (52)	6% (27)	29% (132)	14% (65)	462
Military HH: No	17% (295)	21% (373)	8% (144)	4% (67)	31% (545)	18% (317)	1740
2016 Vote: Democrat Hillary Clinton	18% (122)	23% (159)	9% (59)	3% (22)	30% (206)	17% (119)	688
2016 Vote: Republican Donald Trump	18% (143)	22% (180)	9% (76)	3% (26)	33% (269)	14% (115)	809
2016 Vote: Someone else	15% (28)	20% (37)	3% (6)	5% (9)	36% (66)	20% (37)	183
2012 Vote: Barack Obama	19% (149)	22% (173)	7% (58)	3% (23)	33% (259)	17% (134)	796
2012 Vote: Mitt Romney	12% (68)	22% (120)	5% (26)	2% (13)	40% (219)	18% (99)	545
2012 Vote: Other	14% (15)	22% (23)	8% (8)	5% (5)	35% (36)	16% (16)	103
2012 Vote: Didn't Vote	19% (145)	21% (159)	14% (105)	7% (53)	22% (164)	17% (131)	756
4-Region: Northeast	15% (61)	23% (90)	8% (30)	3% (14)	34% (136)	17% (70)	402
4-Region: Midwest	17% (80)	20% (97)	12% (56)	5% (25)	32% (151)	14% (65)	474
4-Region: South	19% (157)	21% (173)	8% (67)	4% (36)	29% (232)	18% (149)	815
4-Region: West	16% (81)	22% (114)	8% (42)	4% (20)	31% (157)	19% (97)	511
Has account: Facebook	19% (353)	22% (402)	8% (154)	4% (72)	31% (563)	16% (294)	1838
Has account: Instagram	26% (232)	24% (215)	11% (96)	5% (47)	23% (205)	12% (107)	903
Has account: Snapchat	28% (184)	24% (159)	11% (69)	6% (40)	19% (121)	12% (75)	648
Has account: Twitter	24% (239)	23% (230)	10% (104)	5% (46)	26% (255)	12% (119)	993
Watches The O'Reilly Factor	26% (152)	26% (156)	10% (61)	5% (29)	24% (140)	9% (52)	591

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

**Table BRD7\_6:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

Headphone jack

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	21% (459)	23% (516)	8% (176)	5% (106)	30% (666)	13% (279)	2202
Gender: Male	23% (248)	26% (278)	12% (125)	6% (67)	23% (242)	9% (99)	1060
Gender: Female	18% (211)	21% (238)	5% (51)	3% (39)	37% (423)	16% (180)	1142
Age: 18-29	31% (144)	24% (111)	10% (44)	6% (29)	18% (82)	11% (49)	459
Age: 30-44	27% (158)	26% (149)	11% (66)	7% (40)	20% (113)	9% (52)	577
Age: 45-54	19% (58)	24% (75)	7% (21)	3% (9)	33% (104)	15% (46)	313
Age: 55-64	13% (59)	22% (99)	7% (33)	3% (14)	40% (183)	15% (67)	456
Age: 65+	10% (38)	21% (82)	3% (13)	4% (14)	47% (185)	16% (65)	398
PID: Dem (no lean)	24% (194)	22% (183)	10% (83)	5% (42)	28% (232)	10% (80)	815
PID: Ind (no lean)	18% (118)	24% (162)	4% (29)	3% (23)	33% (217)	18% (117)	665
PID: Rep (no lean)	20% (146)	24% (171)	9% (65)	6% (41)	30% (217)	11% (81)	722
PID/Gender: Dem Men	28% (106)	24% (94)	15% (58)	8% (32)	19% (71)	6% (24)	386
PID/Gender: Dem Women	21% (88)	21% (89)	6% (25)	2% (11)	37% (160)	13% (56)	429
PID/Gender: Ind Men	19% (58)	25% (78)	6% (18)	5% (15)	32% (97)	13% (41)	308
PID/Gender: Ind Women	17% (60)	23% (84)	3% (10)	2% (8)	33% (120)	21% (76)	358
PID/Gender: Rep Men	23% (84)	29% (106)	13% (49)	6% (21)	20% (74)	9% (34)	367
PID/Gender: Rep Women	18% (62)	18% (65)	5% (16)	6% (20)	40% (143)	13% (48)	355
Tea Party: Supporter	25% (192)	25% (189)	12% (87)	8% (58)	23% (174)	7% (53)	753
Tea Party: Not Supporter	18% (266)	22% (323)	6% (88)	3% (49)	34% (489)	16% (226)	1439
Ideo: Liberal (1-3)	24% (196)	28% (232)	11% (95)	7% (56)	23% (190)	7% (56)	826
Ideo: Moderate (4)	18% (85)	21% (97)	9% (41)	5% (22)	34% (159)	14% (64)	468
Ideo: Conservative (5-7)	18% (119)	23% (153)	5% (32)	3% (20)	38% (253)	14% (92)	669
Educ: < College	21% (322)	22% (349)	10% (151)	5% (84)	28% (446)	14% (216)	1567
Educ: Bachelors degree	22% (91)	26% (109)	4% (18)	3% (11)	35% (144)	10% (42)	416
Educ: Post-grad	21% (46)	26% (58)	3% (7)	5% (11)	35% (76)	10% (21)	219

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**Table BRD7\_6:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
Headphone jack

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	21% (459)	23% (516)	8% (176)	5% (106)	30% (666)	13% (279)	2202
Income: Under 50k	21% (290)	23% (316)	10% (135)	6% (77)	28% (387)	14% (197)	1403
Income: 50k-100k	20% (120)	24% (145)	6% (35)	4% (23)	34% (206)	11% (68)	597
Income: 100k+	24% (48)	27% (55)	3% (6)	3% (6)	36% (73)	7% (14)	202
Ethnicity: White	19% (336)	24% (414)	6% (113)	4% (77)	33% (586)	13% (226)	1751
Ethnicity: Hispanic	22% (72)	32% (106)	19% (62)	13% (43)	8% (28)	6% (20)	330
Ethnicity: Afr. Am.	31% (83)	19% (52)	11% (31)	5% (15)	21% (55)	13% (34)	269
Ethnicity: Other	22% (41)	27% (50)	18% (33)	8% (15)	14% (25)	10% (19)	182
Relig: Protestant	17% (99)	22% (131)	7% (38)	3% (16)	37% (215)	14% (82)	581
Relig: Roman Catholic	20% (93)	27% (125)	9% (40)	5% (22)	30% (141)	10% (45)	466
Relig: Ath./Agn./None	22% (123)	22% (126)	6% (32)	4% (25)	28% (159)	18% (101)	565
Relig: Something Else	26% (94)	24% (87)	15% (56)	8% (30)	21% (77)	5% (20)	364
Relig: Evangelical	22% (148)	24% (157)	7% (48)	5% (35)	30% (200)	12% (78)	666
Relig: Non-Evang. Catholics	16% (94)	24% (144)	7% (41)	3% (17)	38% (229)	13% (80)	605
Relig: All Christian	19% (242)	24% (301)	7% (88)	4% (52)	34% (430)	12% (158)	1271
Relig: All Non-Christian	23% (217)	23% (213)	9% (88)	6% (55)	25% (236)	13% (120)	928
Community: Urban	25% (154)	23% (140)	8% (49)	5% (31)	27% (161)	12% (70)	605
Community: Suburban	18% (176)	25% (243)	7% (70)	5% (44)	33% (315)	11% (109)	957
Community: Rural	20% (129)	21% (133)	9% (58)	5% (31)	30% (190)	16% (100)	639
Employ: Private Sector	25% (165)	26% (175)	6% (42)	3% (22)	30% (200)	9% (57)	660
Employ: Government	17% (38)	25% (55)	20% (43)	13% (27)	17% (38)	7% (16)	218
Employ: Self-Employed	26% (54)	24% (48)	14% (28)	6% (12)	24% (49)	7% (15)	205
Employ: Homemaker	22% (39)	21% (38)	8% (14)	6% (11)	29% (50)	14% (24)	176
Employ: Student	26% (28)	26% (28)	13% (14)	10% (10)	17% (18)	9% (9)	108
Employ: Retired	10% (48)	19% (92)	4% (17)	3% (13)	47% (224)	17% (80)	474
Employ: Unemployed	27% (56)	22% (46)	6% (13)	4% (7)	20% (42)	21% (44)	209
Employ: Other	21% (31)	22% (34)	3% (5)	2% (3)	29% (44)	23% (34)	151

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**Table BRD7\_6:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
Headphone jack

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	21% (459)	23% (516)	8% (176)	5% (106)	30% (666)	13% (279)	2202
Job Type: White-collar	23% (201)	27% (236)	9% (83)	8% (68)	26% (231)	7% (64)	883
Job Type: Blue-collar	19% (166)	22% (194)	7% (61)	3% (26)	36% (319)	13% (116)	883
Job Type: Don't Know	21% (92)	20% (86)	7% (32)	3% (12)	26% (115)	23% (99)	437
Military HH: Yes	20% (91)	25% (117)	10% (45)	6% (29)	28% (131)	11% (49)	462
Military HH: No	21% (368)	23% (400)	8% (131)	4% (77)	31% (535)	13% (230)	1740
2016 Vote: Democrat Hillary Clinton	23% (158)	24% (164)	7% (49)	4% (25)	31% (215)	11% (77)	688
2016 Vote: Republican Donald Trump	19% (157)	24% (193)	8% (64)	4% (35)	34% (275)	10% (84)	809
2016 Vote: Someone else	18% (33)	25% (46)	5% (9)	4% (7)	33% (60)	16% (29)	183
2012 Vote: Barack Obama	22% (176)	24% (190)	7% (55)	3% (24)	32% (258)	12% (92)	796
2012 Vote: Mitt Romney	16% (88)	22% (123)	4% (24)	2% (13)	42% (231)	12% (67)	545
2012 Vote: Other	18% (19)	24% (24)	4% (4)	7% (8)	34% (34)	13% (13)	103
2012 Vote: Didn't Vote	23% (176)	23% (177)	12% (93)	8% (62)	19% (143)	14% (105)	756
4-Region: Northeast	19% (77)	23% (91)	7% (27)	4% (17)	34% (138)	13% (52)	402
4-Region: Midwest	16% (78)	25% (119)	11% (52)	6% (26)	33% (154)	9% (45)	474
4-Region: South	24% (197)	20% (163)	8% (62)	5% (39)	29% (237)	14% (117)	815
4-Region: West	21% (107)	28% (143)	7% (35)	5% (23)	27% (138)	13% (65)	511
Has account: Facebook	23% (416)	24% (437)	8% (148)	4% (74)	31% (561)	11% (202)	1838
Has account: Instagram	31% (281)	24% (220)	9% (86)	4% (40)	23% (208)	8% (68)	903
Has account: Snapchat	35% (230)	23% (152)	9% (60)	6% (42)	19% (120)	7% (45)	648
Has account: Twitter	29% (289)	24% (242)	10% (99)	4% (42)	25% (248)	7% (74)	993
Watches The O'Reilly Factor	26% (155)	24% (144)	12% (71)	6% (34)	24% (144)	7% (43)	591

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

**Table BRD7\_7:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.

Quad HD+ resolution

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	24% (520)	24% (525)	7% (144)	4% (83)	27% (586)	16% (344)	2202
Gender: Male	28% (293)	26% (276)	8% (88)	6% (63)	20% (215)	12% (126)	1060
Gender: Female	20% (227)	22% (249)	5% (56)	2% (20)	33% (372)	19% (218)	1142
Age: 18-29	38% (174)	22% (103)	8% (35)	4% (19)	18% (80)	10% (47)	459
Age: 30-44	30% (174)	30% (173)	9% (50)	5% (31)	15% (86)	11% (63)	577
Age: 45-54	20% (62)	25% (79)	7% (20)	2% (5)	30% (95)	16% (52)	313
Age: 55-64	16% (74)	20% (93)	6% (27)	3% (15)	35% (160)	19% (87)	456
Age: 65+	9% (36)	20% (78)	3% (11)	3% (12)	41% (164)	24% (95)	398
PID: Dem (no lean)	24% (196)	24% (199)	8% (67)	4% (36)	26% (210)	13% (107)	815
PID: Ind (no lean)	21% (142)	23% (151)	5% (32)	2% (16)	29% (191)	20% (133)	665
PID: Rep (no lean)	25% (182)	24% (175)	6% (45)	4% (31)	26% (185)	14% (104)	722
PID/Gender: Dem Men	28% (108)	28% (107)	11% (42)	8% (32)	17% (65)	8% (32)	386
PID/Gender: Dem Women	21% (88)	21% (91)	6% (25)	1% (4)	34% (146)	17% (75)	429
PID/Gender: Ind Men	22% (67)	25% (76)	6% (18)	4% (11)	28% (85)	17% (51)	308
PID/Gender: Ind Women	21% (75)	21% (76)	4% (14)	1% (5)	29% (105)	23% (83)	358
PID/Gender: Rep Men	32% (118)	25% (93)	8% (28)	5% (20)	18% (64)	12% (43)	367
PID/Gender: Rep Women	18% (63)	23% (82)	5% (17)	3% (11)	34% (121)	17% (61)	355
Tea Party: Supporter	29% (216)	29% (215)	10% (73)	7% (50)	18% (133)	9% (65)	753
Tea Party: Not Supporter	21% (302)	21% (306)	5% (70)	2% (33)	31% (450)	19% (278)	1439
Ideo: Liberal (1-3)	25% (207)	29% (236)	10% (84)	5% (40)	21% (175)	10% (84)	826
Ideo: Moderate (4)	23% (109)	20% (92)	6% (29)	4% (21)	30% (138)	17% (79)	468
Ideo: Conservative (5-7)	21% (138)	24% (158)	4% (27)	3% (20)	32% (215)	16% (110)	669
Educ: < College	25% (392)	22% (348)	7% (106)	4% (69)	26% (406)	16% (248)	1567
Educ: Bachelors degree	21% (87)	27% (113)	7% (29)	2% (9)	29% (120)	14% (58)	416
Educ: Post-grad	19% (41)	29% (64)	4% (10)	2% (5)	28% (61)	17% (38)	219

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**Table BRD7\_7:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
*Quad HD+ resolution*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	24% (520)	24% (525)	7% (144)	4% (83)	27% (586)	16% (344)	2202
Income: Under 50k	24% (342)	22% (312)	7% (101)	4% (59)	25% (353)	17% (237)	1403
Income: 50k-100k	21% (125)	27% (159)	6% (37)	4% (21)	29% (174)	14% (81)	597
Income: 100k+	26% (53)	27% (55)	3% (6)	1% (3)	29% (59)	13% (25)	202
Ethnicity: White	22% (378)	24% (417)	6% (103)	3% (56)	29% (509)	16% (288)	1751
Ethnicity: Hispanic	26% (86)	33% (109)	17% (56)	11% (38)	7% (24)	5% (17)	330
Ethnicity: Afr. Am.	35% (93)	21% (56)	6% (15)	5% (14)	20% (53)	14% (38)	269
Ethnicity: Other	27% (48)	29% (53)	14% (26)	7% (12)	14% (25)	10% (18)	182
Relig: Protestant	19% (111)	24% (142)	4% (23)	3% (19)	31% (179)	19% (108)	581
Relig: Roman Catholic	24% (111)	25% (116)	10% (47)	4% (20)	26% (121)	11% (51)	466
Relig: Ath./Agn./None	24% (136)	21% (120)	5% (26)	2% (11)	28% (157)	20% (114)	565
Relig: Something Else	28% (101)	29% (104)	11% (40)	7% (27)	18% (65)	7% (26)	364
Relig: Evangelical	26% (175)	22% (146)	6% (39)	5% (33)	25% (168)	16% (106)	666
Relig: Non-Evang. Catholics	18% (108)	25% (152)	6% (39)	2% (13)	33% (196)	16% (97)	605
Relig: All Christian	22% (282)	23% (298)	6% (78)	4% (45)	29% (365)	16% (203)	1271
Relig: All Non-Christian	26% (237)	24% (225)	7% (66)	4% (38)	24% (222)	15% (140)	928
Community: Urban	29% (178)	22% (135)	7% (43)	4% (25)	23% (139)	14% (86)	605
Community: Suburban	21% (198)	24% (226)	6% (57)	4% (39)	31% (293)	15% (145)	957
Community: Rural	23% (144)	26% (165)	7% (44)	3% (19)	24% (155)	18% (113)	639
Employ: Private Sector	26% (172)	30% (195)	6% (38)	3% (21)	24% (156)	12% (78)	660
Employ: Government	24% (52)	25% (54)	18% (39)	6% (14)	19% (40)	8% (18)	218
Employ: Self-Employed	28% (57)	28% (58)	9% (19)	3% (7)	21% (42)	11% (22)	205
Employ: Homemaker	26% (45)	25% (44)	4% (7)	8% (15)	26% (45)	12% (21)	176
Employ: Student	33% (35)	25% (27)	10% (10)	5% (5)	20% (21)	8% (9)	108
Employ: Retired	11% (51)	17% (82)	4% (19)	2% (11)	42% (201)	23% (109)	474
Employ: Unemployed	34% (70)	14% (29)	3% (5)	4% (8)	22% (46)	24% (50)	209
Employ: Other	24% (36)	23% (35)	4% (7)	2% (3)	22% (34)	24% (36)	151

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**Table BRD7\_7:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
*Quad HD+ resolution*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	24% (520)	24% (525)	7% (144)	4% (83)	27% (586)	16% (344)	2202
Job Type: White-collar	24% (215)	28% (247)	9% (77)	5% (48)	23% (203)	10% (92)	883
Job Type: Blue-collar	20% (181)	23% (206)	5% (41)	3% (29)	32% (281)	16% (145)	883
Job Type: Don't Know	28% (124)	16% (71)	6% (26)	1% (6)	23% (102)	24% (106)	437
Military HH: Yes	23% (107)	24% (113)	8% (37)	6% (27)	25% (114)	14% (64)	462
Military HH: No	24% (413)	24% (412)	6% (107)	3% (56)	27% (472)	16% (280)	1740
2016 Vote: Democrat Hillary Clinton	23% (161)	24% (167)	7% (48)	3% (22)	28% (191)	14% (98)	688
2016 Vote: Republican Donald Trump	23% (183)	25% (199)	6% (52)	3% (28)	28% (226)	15% (121)	809
2016 Vote: Someone else	22% (40)	23% (42)	2% (4)	4% (7)	33% (60)	17% (31)	183
2012 Vote: Barack Obama	22% (173)	25% (195)	6% (47)	3% (22)	29% (231)	16% (127)	796
2012 Vote: Mitt Romney	19% (106)	23% (125)	4% (20)	3% (15)	34% (186)	17% (93)	545
2012 Vote: Other	22% (22)	24% (24)	4% (4)	4% (4)	30% (30)	18% (18)	103
2012 Vote: Didn't Vote	29% (217)	24% (181)	10% (73)	6% (42)	18% (138)	14% (104)	756
4-Region: Northeast	22% (89)	21% (83)	7% (27)	3% (14)	30% (121)	17% (67)	402
4-Region: Midwest	21% (101)	27% (126)	5% (26)	5% (24)	30% (141)	12% (56)	474
4-Region: South	26% (210)	23% (187)	7% (59)	3% (27)	24% (197)	17% (136)	815
4-Region: West	23% (120)	25% (129)	6% (32)	4% (18)	25% (127)	17% (84)	511
Has account: Facebook	25% (468)	25% (464)	6% (117)	3% (60)	26% (474)	14% (255)	1838
Has account: Instagram	33% (297)	28% (253)	8% (72)	4% (38)	17% (157)	10% (86)	903
Has account: Snapchat	38% (247)	25% (160)	8% (53)	4% (24)	17% (109)	8% (54)	648
Has account: Twitter	31% (312)	26% (257)	8% (76)	4% (38)	22% (216)	10% (95)	993
Watches The O'Reilly Factor	31% (186)	26% (155)	8% (46)	6% (36)	19% (111)	10% (58)	591

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



**Table BRD7\_8:** *The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.*

*12-megapixel rear camera and 8-megapixel front camera*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	25% (557)	27% (584)	7% (156)	4% (83)	25% (546)	13% (276)	2202
Gender: Male	28% (292)	27% (289)	10% (108)	5% (58)	20% (210)	10% (103)	1060
Gender: Female	23% (266)	26% (295)	4% (47)	2% (25)	29% (335)	15% (174)	1142
Age: 18-29	35% (161)	27% (124)	9% (40)	6% (28)	15% (68)	8% (38)	459
Age: 30-44	33% (191)	29% (170)	10% (60)	5% (27)	13% (77)	9% (51)	577
Age: 45-54	25% (77)	26% (81)	5% (15)	3% (8)	27% (84)	15% (47)	313
Age: 55-64	19% (85)	24% (107)	7% (32)	3% (12)	33% (151)	15% (68)	456
Age: 65+	11% (44)	26% (102)	2% (9)	2% (7)	42% (166)	18% (72)	398
PID: Dem (no lean)	27% (222)	25% (206)	10% (79)	3% (28)	24% (195)	10% (85)	815
PID: Ind (no lean)	21% (139)	28% (190)	4% (28)	3% (20)	26% (176)	17% (113)	665
PID: Rep (no lean)	27% (197)	26% (188)	7% (49)	5% (34)	24% (175)	11% (78)	722
PID/Gender: Dem Men	31% (121)	25% (97)	14% (54)	6% (24)	16% (63)	7% (27)	386
PID/Gender: Dem Women	24% (101)	25% (109)	6% (25)	1% (4)	31% (132)	14% (58)	429
PID/Gender: Ind Men	20% (62)	29% (90)	5% (16)	4% (12)	28% (86)	13% (41)	308
PID/Gender: Ind Women	21% (76)	28% (100)	3% (12)	2% (8)	25% (89)	20% (72)	358
PID/Gender: Rep Men	30% (109)	28% (102)	10% (38)	6% (22)	17% (61)	9% (35)	367
PID/Gender: Rep Women	25% (88)	24% (87)	3% (11)	3% (12)	32% (114)	12% (44)	355
Tea Party: Supporter	31% (234)	27% (206)	12% (87)	6% (43)	18% (134)	7% (50)	753
Tea Party: Not Supporter	22% (321)	26% (375)	5% (68)	3% (40)	29% (410)	16% (226)	1439
Ideo: Liberal (1-3)	29% (241)	29% (241)	11% (87)	5% (44)	18% (152)	7% (60)	826
Ideo: Moderate (4)	21% (99)	22% (104)	9% (42)	3% (14)	30% (140)	15% (69)	468
Ideo: Conservative (5-7)	23% (152)	29% (197)	3% (20)	2% (15)	29% (193)	14% (92)	669
Educ: < College	25% (399)	26% (404)	8% (127)	5% (71)	23% (359)	13% (207)	1567
Educ: Bachelors degree	25% (106)	28% (118)	4% (17)	2% (7)	29% (119)	11% (48)	416
Educ: Post-grad	24% (52)	28% (61)	5% (12)	2% (4)	31% (67)	10% (22)	219

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**Table BRD7\_8:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
12-megapixel rear camera and 8-megapixel front camera

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	25% (557)	27% (584)	7% (156)	4% (83)	25% (546)	13% (276)	2202
Income: Under 50k	25% (351)	25% (353)	8% (115)	4% (60)	24% (331)	14% (193)	1403
Income: 50k-100k	25% (147)	28% (168)	6% (35)	3% (19)	27% (159)	12% (69)	597
Income: 100k+	29% (59)	31% (62)	3% (6)	2% (3)	28% (56)	7% (15)	202
Ethnicity: White	24% (417)	27% (467)	6% (109)	4% (64)	27% (472)	13% (221)	1751
Ethnicity: Hispanic	26% (87)	31% (101)	22% (72)	10% (32)	6% (21)	5% (16)	330
Ethnicity: Afr. Am.	33% (89)	24% (64)	7% (19)	3% (7)	19% (52)	14% (39)	269
Ethnicity: Other	28% (51)	29% (53)	15% (28)	7% (12)	12% (22)	9% (16)	182
Relig: Protestant	24% (137)	26% (154)	4% (26)	2% (10)	29% (167)	15% (88)	581
Relig: Roman Catholic	26% (119)	26% (120)	11% (53)	4% (17)	24% (111)	10% (47)	466
Relig: Ath./Agn./None	23% (132)	27% (150)	4% (21)	4% (23)	26% (147)	16% (93)	565
Relig: Something Else	30% (108)	28% (102)	13% (48)	7% (26)	16% (59)	6% (21)	364
Relig: Evangelical	29% (191)	25% (165)	7% (50)	3% (20)	24% (157)	12% (83)	666
Relig: Non-Evang. Catholics	21% (125)	27% (165)	6% (37)	2% (15)	30% (182)	13% (79)	605
Relig: All Christian	25% (317)	26% (330)	7% (87)	3% (34)	27% (340)	13% (162)	1271
Relig: All Non-Christian	26% (240)	27% (252)	7% (68)	5% (49)	22% (206)	12% (113)	928
Community: Urban	30% (183)	25% (149)	8% (50)	4% (22)	21% (129)	12% (73)	605
Community: Suburban	22% (212)	28% (265)	7% (66)	3% (30)	28% (266)	12% (118)	957
Community: Rural	25% (162)	27% (170)	6% (40)	5% (31)	24% (151)	13% (85)	639
Employ: Private Sector	32% (211)	29% (191)	6% (42)	3% (17)	21% (141)	9% (59)	660
Employ: Government	23% (51)	26% (57)	21% (46)	7% (15)	17% (36)	6% (14)	218
Employ: Self-Employed	31% (64)	27% (55)	10% (20)	5% (11)	19% (40)	8% (16)	205
Employ: Homemaker	30% (52)	25% (44)	5% (8)	6% (11)	23% (41)	11% (20)	176
Employ: Student	28% (31)	29% (31)	8% (9)	9% (10)	16% (18)	10% (10)	108
Employ: Retired	10% (48)	27% (127)	3% (13)	2% (8)	41% (193)	18% (85)	474
Employ: Unemployed	30% (63)	19% (39)	5% (10)	4% (8)	22% (46)	20% (42)	209
Employ: Other	25% (38)	27% (40)	5% (8)	2% (4)	21% (32)	20% (30)	151

Continued on next page

**Table BRD7\_8:** The following are features of the Galaxy S8. Please indicate whether each of these makes you more or less likely to purchase a Galaxy S8, or if it makes no difference either way.  
12-megapixel rear camera and 8-megapixel front camera

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	25% (557)	27% (584)	7% (156)	4% (83)	25% (546)	13% (276)	2202
Job Type: White-collar	27% (239)	28% (250)	10% (93)	5% (41)	22% (191)	8% (69)	883
Job Type: Blue-collar	23% (200)	27% (239)	5% (42)	3% (28)	30% (264)	12% (110)	883
Job Type: Don't Know	27% (118)	22% (95)	5% (21)	3% (14)	21% (91)	22% (97)	437
Military HH: Yes	24% (111)	27% (123)	11% (51)	4% (20)	24% (112)	10% (45)	462
Military HH: No	26% (446)	26% (461)	6% (105)	4% (63)	25% (433)	13% (232)	1740
2016 Vote: Democrat Hillary Clinton	27% (184)	26% (179)	6% (41)	4% (24)	27% (183)	11% (77)	688
2016 Vote: Republican Donald Trump	25% (201)	28% (223)	7% (58)	3% (22)	27% (217)	11% (89)	809
2016 Vote: Someone else	20% (37)	25% (47)	5% (10)	4% (6)	31% (56)	15% (27)	183
2012 Vote: Barack Obama	26% (204)	27% (214)	6% (51)	2% (15)	27% (214)	12% (98)	796
2012 Vote: Mitt Romney	22% (122)	25% (135)	3% (19)	2% (9)	35% (192)	13% (69)	545
2012 Vote: Other	23% (23)	28% (28)	7% (7)	4% (4)	25% (26)	13% (14)	103
2012 Vote: Didn't Vote	27% (206)	27% (206)	10% (79)	7% (55)	15% (114)	13% (95)	756
4-Region: Northeast	23% (91)	25% (102)	7% (27)	4% (16)	27% (108)	15% (59)	402
4-Region: Midwest	23% (107)	25% (118)	10% (47)	5% (24)	28% (133)	9% (45)	474
4-Region: South	28% (227)	27% (217)	6% (52)	4% (29)	22% (182)	13% (107)	815
4-Region: West	26% (132)	29% (148)	6% (30)	3% (13)	24% (123)	13% (65)	511
Has account: Facebook	28% (510)	28% (510)	7% (120)	3% (61)	24% (449)	10% (189)	1838
Has account: Instagram	37% (335)	28% (254)	9% (78)	4% (36)	15% (136)	7% (65)	903
Has account: Snapchat	40% (262)	27% (177)	9% (60)	4% (26)	13% (83)	6% (40)	648
Has account: Twitter	34% (339)	28% (279)	8% (83)	4% (41)	18% (182)	7% (68)	993
Watches The O'Reilly Factor	32% (190)	28% (165)	11% (63)	4% (23)	18% (109)	7% (40)	591

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

**Table BRD8:** How much have you seen, read, or heard about Samsungs recall of the Galaxy Note 7?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(467)	38%	(827)	19%	(429)	22%	(480)	2202
Gender: Male	25%	(261)	44%	(462)	17%	(179)	15%	(159)	1060
Gender: Female	18%	(206)	32%	(365)	22%	(250)	28%	(321)	1142
Age: 18-29	25%	(115)	33%	(152)	20%	(93)	22%	(99)	459
Age: 30-44	27%	(155)	43%	(251)	14%	(81)	16%	(90)	577
Age: 45-54	19%	(61)	39%	(123)	21%	(64)	21%	(65)	313
Age: 55-64	19%	(87)	36%	(162)	23%	(106)	22%	(99)	456
Age: 65+	12%	(48)	35%	(138)	21%	(84)	32%	(127)	398
PID: Dem (no lean)	24%	(199)	40%	(325)	18%	(147)	18%	(144)	815
PID: Ind (no lean)	18%	(121)	32%	(214)	22%	(147)	28%	(183)	665
PID: Rep (no lean)	20%	(147)	40%	(288)	19%	(135)	21%	(153)	722
PID/Gender: Dem Men	31%	(121)	45%	(173)	15%	(57)	9%	(34)	386
PID/Gender: Dem Women	18%	(78)	35%	(152)	21%	(90)	26%	(109)	429
PID/Gender: Ind Men	18%	(55)	39%	(119)	21%	(64)	22%	(69)	308
PID/Gender: Ind Women	18%	(66)	27%	(95)	23%	(82)	32%	(114)	358
PID/Gender: Rep Men	23%	(85)	46%	(169)	16%	(57)	15%	(56)	367
PID/Gender: Rep Women	17%	(62)	33%	(119)	22%	(77)	27%	(97)	355
Tea Party: Supporter	28%	(210)	45%	(339)	14%	(106)	13%	(99)	753
Tea Party: Not Supporter	18%	(256)	34%	(486)	22%	(320)	26%	(378)	1439
Ideo: Liberal (1-3)	28%	(229)	44%	(365)	15%	(123)	13%	(109)	826
Ideo: Moderate (4)	19%	(91)	34%	(158)	24%	(113)	23%	(105)	468
Ideo: Conservative (5-7)	16%	(109)	38%	(255)	22%	(145)	24%	(161)	669
Educ: < College	20%	(307)	37%	(583)	20%	(308)	24%	(369)	1567
Educ: Bachelors degree	24%	(101)	37%	(155)	20%	(81)	19%	(80)	416
Educ: Post-grad	27%	(59)	41%	(89)	18%	(39)	14%	(31)	219
Income: Under 50k	19%	(265)	39%	(545)	19%	(269)	23%	(324)	1403
Income: 50k-100k	24%	(145)	35%	(212)	20%	(119)	20%	(122)	597
Income: 100k+	28%	(57)	35%	(70)	20%	(41)	17%	(34)	202
Ethnicity: White	19%	(338)	37%	(647)	20%	(356)	23%	(409)	1751
Ethnicity: Hispanic	28%	(93)	59%	(195)	7%	(22)	6%	(20)	330
Ethnicity: Afr. Am.	28%	(75)	32%	(86)	21%	(57)	19%	(50)	269

Continued on next page

**Table BRD8:** How much have you seen, read, or heard about Samsungs recall of the Galaxy Note 7?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(467)	38%	(827)	19%	(429)	22%	(480)	2202
Ethnicity: Other	29%	(53)	51%	(93)	8%	(15)	12%	(21)	182
Relig: Protestant	23%	(132)	36%	(212)	20%	(116)	21%	(122)	581
Relig: Roman Catholic	24%	(111)	41%	(191)	19%	(88)	16%	(75)	466
Relig: Ath./Agn./None	19%	(106)	33%	(187)	21%	(118)	27%	(154)	565
Relig: Something Else	21%	(78)	48%	(175)	14%	(50)	17%	(60)	364
Relig: Evangelical	24%	(162)	35%	(235)	19%	(127)	21%	(142)	666
Relig: Non-Evang. Catholics	20%	(121)	38%	(228)	22%	(133)	20%	(123)	605
Relig: All Christian	22%	(283)	36%	(462)	20%	(260)	21%	(266)	1271
Relig: All Non-Christian	20%	(184)	39%	(362)	18%	(168)	23%	(214)	928
Community: Urban	23%	(139)	37%	(227)	20%	(123)	19%	(116)	605
Community: Suburban	21%	(203)	39%	(369)	17%	(161)	23%	(224)	957
Community: Rural	19%	(124)	36%	(231)	23%	(145)	22%	(139)	639
Employ: Private Sector	26%	(170)	41%	(269)	17%	(112)	17%	(109)	660
Employ: Government	24%	(52)	51%	(111)	15%	(34)	10%	(22)	218
Employ: Self-Employed	28%	(57)	38%	(78)	13%	(26)	21%	(44)	205
Employ: Homemaker	19%	(34)	38%	(68)	18%	(31)	25%	(44)	176
Employ: Student	23%	(25)	38%	(41)	23%	(25)	16%	(17)	108
Employ: Retired	13%	(63)	36%	(168)	23%	(107)	29%	(136)	474
Employ: Unemployed	20%	(42)	27%	(55)	25%	(52)	29%	(60)	209
Employ: Other	16%	(24)	25%	(37)	28%	(42)	32%	(48)	151
Job Type: White-collar	26%	(234)	44%	(390)	15%	(128)	15%	(131)	883
Job Type: Blue-collar	19%	(165)	36%	(318)	23%	(199)	23%	(200)	883
Job Type: Don't Know	16%	(68)	27%	(119)	23%	(101)	34%	(148)	437
Military HH: Yes	26%	(118)	45%	(207)	18%	(81)	12%	(56)	462
Military HH: No	20%	(349)	36%	(620)	20%	(347)	24%	(424)	1740
2016 Vote: Democrat Hillary Clinton	24%	(165)	40%	(275)	17%	(119)	19%	(129)	688
2016 Vote: Republican Donald Trump	21%	(173)	39%	(317)	20%	(162)	19%	(157)	809
2016 Vote: Someone else	16%	(30)	38%	(70)	21%	(38)	25%	(46)	183
2012 Vote: Barack Obama	25%	(196)	36%	(283)	20%	(156)	20%	(161)	796
2012 Vote: Mitt Romney	19%	(103)	35%	(190)	21%	(115)	25%	(137)	545
2012 Vote: Other	16%	(17)	36%	(37)	25%	(26)	22%	(23)	103
2012 Vote: Didn't Vote	20%	(150)	42%	(316)	17%	(132)	21%	(158)	756

Continued on next page

**Table BRD8:** How much have you seen, read, or heard about Samsungs recall of the Galaxy Note 7?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	21%	(467)	38%	(827)	19%	(429)	22%	(480)	2202
4-Region: Northeast	23%	(94)	36%	(144)	21%	(84)	20%	(80)	402
4-Region: Midwest	17%	(83)	43%	(205)	18%	(86)	21%	(99)	474
4-Region: South	21%	(172)	35%	(283)	20%	(162)	24%	(198)	815
4-Region: West	23%	(118)	38%	(194)	19%	(97)	20%	(102)	511
Has account: Facebook	22%	(398)	37%	(686)	20%	(373)	21%	(382)	1838
Has account: Instagram	29%	(259)	38%	(339)	18%	(164)	16%	(140)	903
Has account: Snapchat	30%	(195)	38%	(247)	19%	(121)	13%	(85)	648
Has account: Twitter	29%	(285)	39%	(384)	17%	(170)	16%	(154)	993
Watches The OReilly Factor	27%	(157)	42%	(250)	16%	(92)	16%	(92)	591

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

**Table BRD9:** As you may know, Samsung issued a recall of its Galaxy Note 7 smartphone after several incidents of the phones overheating, catching fire, and exploding in some cases. Samsung has since identified the design flaw that led to these incidents. Knowing this, are you more or less likely to purchase a Samsung smartphone, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (213)	18% (396)	12% (269)	15% (336)	35% (773)	10% (214)	2202
Gender: Male	13% (140)	27% (287)	11% (122)	13% (134)	29% (302)	7% (75)	1060
Gender: Female	6% (73)	10% (108)	13% (147)	18% (202)	41% (471)	12% (140)	1142
Age: 18-29	14% (65)	21% (95)	14% (65)	13% (62)	29% (131)	9% (41)	459
Age: 30-44	16% (93)	27% (158)	12% (68)	10% (60)	25% (142)	9% (55)	577
Age: 45-54	7% (23)	12% (39)	11% (36)	20% (61)	39% (123)	10% (31)	313
Age: 55-64	5% (23)	17% (77)	11% (51)	17% (76)	41% (185)	10% (44)	456
Age: 65+	2% (9)	7% (27)	12% (49)	19% (77)	48% (192)	11% (43)	398
PID: Dem (no lean)	11% (88)	21% (173)	15% (120)	14% (112)	32% (262)	7% (61)	815
PID: Ind (no lean)	8% (50)	12% (81)	9% (62)	18% (119)	39% (257)	14% (96)	665
PID: Rep (no lean)	10% (75)	20% (142)	12% (87)	15% (105)	35% (254)	8% (58)	722
PID/Gender: Dem Men	15% (56)	33% (127)	13% (52)	11% (41)	23% (90)	5% (19)	386
PID/Gender: Dem Women	7% (32)	11% (46)	16% (68)	17% (71)	40% (171)	10% (41)	429
PID/Gender: Ind Men	10% (30)	18% (55)	9% (29)	16% (51)	38% (116)	9% (28)	308
PID/Gender: Ind Women	6% (20)	7% (27)	9% (33)	19% (69)	39% (141)	19% (68)	358
PID/Gender: Rep Men	15% (54)	29% (106)	11% (41)	12% (42)	26% (96)	8% (28)	367
PID/Gender: Rep Women	6% (21)	10% (36)	13% (46)	18% (63)	45% (159)	9% (30)	355
Tea Party: Supporter	17% (126)	33% (245)	11% (82)	11% (84)	24% (178)	5% (37)	753
Tea Party: Not Supporter	6% (87)	10% (146)	13% (186)	17% (252)	41% (592)	12% (176)	1439
Ideo: Liberal (1-3)	13% (110)	30% (249)	12% (99)	12% (99)	27% (220)	6% (49)	826
Ideo: Moderate (4)	6% (29)	12% (55)	15% (71)	16% (73)	40% (185)	12% (55)	468
Ideo: Conservative (5-7)	7% (48)	11% (72)	13% (87)	19% (127)	42% (282)	8% (52)	669
Educ: < College	10% (155)	20% (315)	11% (173)	14% (220)	34% (535)	11% (170)	1567
Educ: Bachelors degree	9% (38)	12% (51)	15% (64)	19% (79)	37% (154)	7% (30)	416
Educ: Post-grad	9% (19)	14% (30)	15% (32)	17% (38)	38% (84)	7% (15)	219

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**Table BRD9:** As you may know, Samsung issued a recall of its Galaxy Note 7 smartphone after several incidents of the phones overheating, catching fire, and exploding in some cases. Samsung has since identified the design flaw that led to these incidents. Knowing this, are you more or less likely to purchase a Samsung smartphone, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (213)	18% (396)	12% (269)	15% (336)	35% (773)	10% (214)	2202
Income: Under 50k	10% (135)	20% (284)	11% (161)	13% (189)	34% (472)	12% (162)	1403
Income: 50k-100k	10% (59)	14% (85)	13% (75)	18% (107)	38% (229)	7% (42)	597
Income: 100k+	9% (19)	13% (26)	16% (33)	20% (40)	36% (73)	5% (11)	202
Ethnicity: White	8% (140)	16% (281)	13% (223)	15% (265)	38% (664)	10% (178)	1751
Ethnicity: Hispanic	19% (63)	57% (188)	10% (32)	4% (13)	6% (19)	4% (13)	330
Ethnicity: Afr. Am.	16% (44)	14% (37)	12% (32)	19% (51)	32% (85)	8% (21)	269
Ethnicity: Other	16% (29)	43% (78)	8% (14)	11% (20)	13% (25)	8% (15)	182
Relig: Protestant	9% (50)	13% (78)	11% (66)	16% (94)	41% (241)	9% (52)	581
Relig: Roman Catholic	14% (66)	25% (116)	12% (56)	13% (61)	28% (132)	7% (34)	466
Relig: Ath./Agn./None	7% (40)	11% (62)	13% (72)	15% (83)	41% (232)	13% (76)	565
Relig: Something Else	10% (35)	33% (120)	14% (50)	13% (47)	24% (87)	7% (25)	364
Relig: Evangelical	14% (93)	19% (129)	10% (66)	16% (107)	33% (217)	8% (54)	666
Relig: Non-Evang. Catholics	7% (45)	14% (84)	13% (81)	16% (99)	39% (237)	10% (60)	605
Relig: All Christian	11% (137)	17% (214)	12% (147)	16% (206)	36% (454)	9% (114)	1271
Relig: All Non-Christian	8% (75)	20% (181)	13% (122)	14% (130)	34% (319)	11% (101)	928
Community: Urban	14% (86)	17% (105)	14% (83)	15% (93)	29% (178)	10% (60)	605
Community: Suburban	7% (64)	18% (172)	13% (121)	17% (163)	36% (341)	10% (97)	957
Community: Rural	10% (63)	19% (119)	10% (65)	12% (80)	40% (255)	9% (58)	639
Employ: Private Sector	13% (84)	18% (121)	13% (86)	15% (101)	34% (224)	7% (44)	660
Employ: Government	13% (28)	46% (100)	9% (20)	7% (15)	20% (44)	5% (11)	218
Employ: Self-Employed	14% (28)	29% (59)	12% (24)	11% (22)	27% (55)	8% (16)	205
Employ: Homemaker	10% (17)	10% (18)	14% (25)	15% (27)	40% (71)	11% (19)	176
Employ: Student	10% (11)	30% (32)	15% (17)	18% (20)	19% (20)	8% (9)	108
Employ: Retired	3% (13)	6% (30)	12% (56)	21% (101)	48% (227)	10% (48)	474
Employ: Unemployed	9% (18)	7% (15)	13% (28)	15% (31)	37% (77)	19% (40)	209
Employ: Other	9% (14)	14% (21)	9% (13)	14% (21)	36% (54)	18% (28)	151

Continued on next page



**Table BRD9:** As you may know, Samsung issued a recall of its Galaxy Note 7 smartphone after several incidents of the phones overheating, catching fire, and exploding in some cases. Samsung has since identified the design flaw that led to these incidents. Knowing this, are you more or less likely to purchase a Samsung smartphone, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (213)	18% (396)	12% (269)	15% (336)	35% (773)	10% (214)	2202
Job Type: White-collar	13% (111)	28% (249)	13% (112)	14% (119)	27% (236)	6% (55)	883
Job Type: Blue-collar	8% (67)	12% (104)	12% (110)	16% (139)	44% (388)	9% (75)	883
Job Type: Don't Know	8% (35)	10% (42)	11% (48)	18% (79)	34% (149)	19% (84)	437
Military HH: Yes	16% (76)	24% (111)	8% (37)	12% (57)	33% (152)	6% (29)	462
Military HH: No	8% (137)	16% (285)	13% (232)	16% (279)	36% (621)	11% (185)	1740
2016 Vote: Democrat Hillary Clinton	10% (71)	19% (128)	12% (85)	14% (97)	35% (244)	9% (63)	688
2016 Vote: Republican Donald Trump	11% (86)	20% (161)	11% (90)	16% (127)	37% (296)	6% (50)	809
2016 Vote: Someone else	3% (6)	13% (24)	13% (24)	17% (32)	40% (73)	13% (24)	183
2012 Vote: Barack Obama	10% (81)	13% (106)	13% (102)	17% (138)	38% (301)	9% (69)	796
2012 Vote: Mitt Romney	7% (36)	10% (55)	12% (67)	18% (100)	45% (244)	8% (43)	545
2012 Vote: Other	5% (5)	23% (24)	8% (8)	12% (12)	38% (39)	14% (14)	103
2012 Vote: Didn't Vote	12% (90)	28% (211)	12% (92)	11% (86)	25% (189)	12% (88)	756
4-Region: Northeast	10% (41)	15% (61)	12% (48)	18% (73)	35% (141)	9% (37)	402
4-Region: Midwest	9% (40)	23% (110)	12% (55)	15% (69)	33% (157)	9% (42)	474
4-Region: South	10% (81)	16% (131)	14% (113)	15% (125)	34% (274)	11% (92)	815
4-Region: West	10% (51)	18% (94)	10% (53)	14% (69)	39% (201)	8% (43)	511
Has account: Facebook	10% (184)	18% (322)	13% (231)	16% (291)	35% (645)	9% (165)	1838
Has account: Instagram	15% (138)	22% (202)	13% (118)	15% (131)	28% (249)	7% (64)	903
Has account: Snapchat	17% (113)	26% (171)	12% (81)	15% (94)	22% (142)	7% (47)	648
Has account: Twitter	14% (141)	22% (218)	12% (120)	15% (152)	30% (296)	7% (66)	993
Watches The O'Reilly Factor	17% (102)	26% (152)	13% (78)	14% (83)	25% (149)	5% (27)	591

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

**Table BRD10:** Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	I would prefer to use multiple social media platforms, which all have different sets of features and purposes.		I would prefer to use one social media platform that contains all the features I care about.		Don't Know / No Opinion		Total N
Adults	31%	(674)	45%	(996)	24%	(532)	2202
Gender: Male	35%	(372)	46%	(484)	19%	(203)	1060
Gender: Female	26%	(302)	45%	(512)	29%	(329)	1142
Age: 18-29	45%	(205)	38%	(174)	17%	(79)	459
Age: 30-44	42%	(241)	44%	(256)	14%	(80)	577
Age: 45-54	23%	(73)	50%	(157)	27%	(83)	313
Age: 55-64	22%	(102)	48%	(220)	29%	(133)	456
Age: 65+	13%	(52)	48%	(189)	39%	(157)	398
PID: Dem (no lean)	35%	(281)	46%	(374)	20%	(160)	815
PID: Ind (no lean)	28%	(184)	43%	(283)	30%	(198)	665
PID: Rep (no lean)	29%	(209)	47%	(339)	24%	(174)	722
PID/Gender: Dem Men	40%	(154)	48%	(187)	12%	(44)	386
PID/Gender: Dem Women	30%	(127)	44%	(187)	27%	(115)	429
PID/Gender: Ind Men	29%	(89)	43%	(131)	28%	(87)	308
PID/Gender: Ind Women	27%	(95)	42%	(152)	31%	(111)	358
PID/Gender: Rep Men	35%	(129)	45%	(166)	20%	(72)	367
PID/Gender: Rep Women	22%	(80)	49%	(173)	29%	(102)	355
Tea Party: Supporter	38%	(286)	48%	(359)	14%	(108)	753
Tea Party: Not Supporter	27%	(382)	44%	(635)	29%	(422)	1439
Ideo: Liberal (1-3)	39%	(325)	45%	(371)	16%	(130)	826
Ideo: Moderate (4)	27%	(126)	48%	(224)	25%	(118)	468
Ideo: Conservative (5-7)	26%	(173)	46%	(305)	28%	(190)	669
Educ: < College	30%	(473)	45%	(711)	24%	(384)	1567
Educ: Bachelors degree	33%	(137)	44%	(183)	23%	(96)	416
Educ: Post-grad	29%	(64)	47%	(102)	24%	(52)	219

Continued on next page

**Table BRD10:** Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	I would prefer to use multiple social media platforms, which all have different sets of features and purposes.		I would prefer to use one social media platform that contains all the features I care about.		Don't Know / No Opinion		Total N
Adults	31%	(674)	45%	(996)	24%	(532)	2202
Income: Under 50k	30%	(427)	45%	(629)	25%	(347)	1403
Income: 50k-100k	31%	(185)	47%	(279)	22%	(133)	597
Income: 100k+	31%	(62)	44%	(88)	25%	(51)	202
Ethnicity: White	28%	(491)	46%	(807)	26%	(453)	1751
Ethnicity: Hispanic	54%	(176)	41%	(135)	5%	(18)	330
Ethnicity: Afr. Am.	36%	(97)	42%	(113)	22%	(58)	269
Ethnicity: Other	47%	(85)	42%	(76)	11%	(21)	182
Relig: Protestant	24%	(142)	48%	(279)	28%	(161)	581
Relig: Roman Catholic	33%	(155)	46%	(215)	21%	(97)	466
Relig: Ath./Agn./None	27%	(155)	43%	(241)	30%	(169)	565
Relig: Something Else	42%	(152)	45%	(165)	13%	(47)	364
Relig: Evangelical	33%	(220)	47%	(312)	20%	(134)	666
Relig: Non-Evang. Catholics	24%	(146)	46%	(277)	30%	(181)	605
Relig: All Christian	29%	(366)	46%	(589)	25%	(315)	1271
Relig: All Non-Christian	33%	(307)	44%	(405)	23%	(216)	928
Community: Urban	35%	(211)	44%	(264)	22%	(130)	605
Community: Suburban	28%	(270)	46%	(441)	26%	(246)	957
Community: Rural	30%	(193)	46%	(291)	24%	(155)	639
Employ: Private Sector	34%	(223)	49%	(324)	17%	(113)	660
Employ: Government	48%	(105)	38%	(83)	14%	(30)	218
Employ: Self-Employed	38%	(78)	48%	(99)	14%	(29)	205
Employ: Homemaker	35%	(62)	43%	(75)	22%	(39)	176
Employ: Student	49%	(53)	35%	(38)	15%	(17)	108
Employ: Retired	14%	(67)	48%	(227)	38%	(180)	474
Employ: Unemployed	21%	(44)	40%	(84)	39%	(80)	209
Employ: Other	27%	(41)	44%	(66)	29%	(44)	151

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**Table BRD10:** Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	I would prefer to use multiple social media platforms, which all have different sets of features and purposes.		I would prefer to use one social media platform that contains all the features I care about.		Don't Know / No Opinion		Total N
Adults	31%	(674)	45%	(996)	24%	(532)	2202
Job Type: White-collar	35%	(313)	46%	(406)	19%	(164)	883
Job Type: Blue-collar	27%	(240)	50%	(444)	23%	(199)	883
Job Type: Don't Know	28%	(121)	33%	(146)	39%	(169)	437
Military HH: Yes	33%	(153)	44%	(202)	23%	(107)	462
Military HH: No	30%	(521)	46%	(795)	24%	(425)	1740
2016 Vote: Democrat Hillary Clinton	29%	(202)	49%	(340)	21%	(146)	688
2016 Vote: Republican Donald Trump	30%	(243)	46%	(373)	24%	(193)	809
2016 Vote: Someone else	28%	(51)	40%	(74)	32%	(58)	183
2012 Vote: Barack Obama	29%	(234)	48%	(384)	22%	(178)	796
2012 Vote: Mitt Romney	23%	(124)	48%	(261)	29%	(160)	545
2012 Vote: Other	30%	(30)	41%	(42)	30%	(30)	103
2012 Vote: Didn't Vote	38%	(284)	41%	(309)	21%	(162)	756
4-Region: Northeast	28%	(112)	47%	(188)	25%	(102)	402
4-Region: Midwest	33%	(154)	41%	(194)	27%	(126)	474
4-Region: South	30%	(242)	48%	(390)	22%	(183)	815
4-Region: West	32%	(166)	44%	(225)	24%	(121)	511
Has account: Facebook	33%	(602)	48%	(874)	20%	(363)	1838
Has account: Instagram	45%	(403)	43%	(392)	12%	(109)	903
Has account: Snapchat	48%	(310)	41%	(265)	11%	(73)	648
Has account: Twitter	41%	(405)	47%	(462)	13%	(125)	993
Watches The O'Reilly Factor	35%	(210)	47%	(277)	18%	(104)	591

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

**Table BRD11\_1:** Do you have an account on the following social media platforms, or not?

Facebook

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	83%	(1838)	15%	(321)	2%	(43)	2202
Gender: Male	80%	(845)	18%	(191)	2%	(25)	1060
Gender: Female	87%	(994)	11%	(130)	2%	(18)	1142
Age: 18-29	87%	(400)	10%	(47)	2%	(11)	459
Age: 30-44	86%	(499)	11%	(61)	3%	(17)	577
Age: 45-54	83%	(260)	15%	(48)	2%	(5)	313
Age: 55-64	79%	(360)	20%	(90)	1%	(5)	456
Age: 65+	80%	(319)	19%	(75)	1%	(4)	398
PID: Dem (no lean)	87%	(708)	12%	(98)	1%	(8)	815
PID: Ind (no lean)	83%	(549)	14%	(94)	3%	(22)	665
PID: Rep (no lean)	80%	(581)	18%	(128)	2%	(13)	722
PID/Gender: Dem Men	85%	(327)	13%	(52)	2%	(6)	386
PID/Gender: Dem Women	89%	(381)	11%	(47)	—	(2)	429
PID/Gender: Ind Men	77%	(238)	19%	(59)	4%	(11)	308
PID/Gender: Ind Women	87%	(311)	10%	(36)	3%	(11)	358
PID/Gender: Rep Men	76%	(279)	22%	(80)	2%	(7)	367
PID/Gender: Rep Women	85%	(302)	14%	(48)	1%	(5)	355
Tea Party: Supporter	83%	(623)	15%	(112)	2%	(18)	753
Tea Party: Not Supporter	84%	(1206)	15%	(209)	2%	(24)	1439
Ideo: Liberal (1-3)	85%	(701)	13%	(109)	2%	(16)	826
Ideo: Moderate (4)	84%	(391)	15%	(71)	1%	(6)	468
Ideo: Conservative (5-7)	81%	(542)	18%	(123)	1%	(4)	669
Educ: < College	83%	(1299)	15%	(232)	2%	(36)	1567
Educ: Bachelors degree	85%	(354)	14%	(59)	1%	(3)	416
Educ: Post-grad	85%	(185)	14%	(30)	2%	(3)	219
Income: Under 50k	83%	(1166)	15%	(204)	2%	(33)	1403
Income: 50k-100k	85%	(506)	14%	(85)	1%	(7)	597
Income: 100k+	82%	(166)	16%	(33)	1%	(3)	202

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**Table BRD11\_1: Do you have an account on the following social media platforms, or not?**

Facebook

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	83%	(1838)	15%	(321)	2%	(43)	2202
Ethnicity: White	84%	(1472)	14%	(246)	2%	(34)	1751
Ethnicity: Hispanic	75%	(248)	20%	(67)	4%	(14)	330
Ethnicity: Afr. Am.	84%	(226)	14%	(39)	2%	(4)	269
Ethnicity: Other	78%	(141)	20%	(36)	3%	(5)	182
Relig: Protestant	82%	(476)	17%	(99)	1%	(7)	581
Relig: Roman Catholic	81%	(376)	17%	(79)	2%	(10)	466
Relig: Ath./Agn./None	84%	(475)	12%	(71)	3%	(19)	565
Relig: Something Else	84%	(306)	14%	(51)	2%	(6)	364
Relig: Evangelical	84%	(561)	14%	(95)	2%	(10)	666
Relig: Non-Evang. Catholics	82%	(494)	17%	(103)	1%	(8)	605
Relig: All Christian	83%	(1055)	16%	(198)	1%	(18)	1271
Relig: All Non-Christian	84%	(781)	13%	(122)	3%	(25)	928
Community: Urban	84%	(508)	14%	(85)	2%	(13)	605
Community: Suburban	82%	(785)	16%	(153)	2%	(19)	957
Community: Rural	85%	(546)	13%	(83)	2%	(11)	639
Employ: Private Sector	85%	(560)	13%	(86)	2%	(14)	660
Employ: Government	82%	(179)	17%	(37)	1%	(2)	218
Employ: Self-Employed	84%	(173)	14%	(29)	2%	(3)	205
Employ: Homemaker	90%	(159)	10%	(18)	—	(0)	176
Employ: Student	86%	(92)	12%	(13)	2%	(2)	108
Employ: Retired	80%	(379)	19%	(90)	1%	(5)	474
Employ: Unemployed	85%	(176)	12%	(25)	3%	(7)	209
Employ: Other	79%	(120)	15%	(23)	6%	(8)	151
Job Type: White-collar	82%	(721)	16%	(145)	2%	(17)	883
Job Type: Blue-collar	85%	(747)	14%	(122)	2%	(14)	883
Job Type: Don't Know	85%	(370)	12%	(54)	3%	(12)	437
Military HH: Yes	80%	(370)	17%	(79)	3%	(13)	462
Military HH: No	84%	(1469)	14%	(242)	2%	(29)	1740

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**Table BRD11\_1: Do you have an account on the following social media platforms, or not?**  
 Facebook

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	83%	(1838)	15%	(321)	2%	(43)	2202
2016 Vote: Democrat Hillary Clinton	85%	(587)	13%	(89)	2%	(12)	688
2016 Vote: Republican Donald Trump	83%	(675)	16%	(126)	1%	(8)	809
2016 Vote: Someone else	84%	(153)	16%	(29)	1%	(1)	183
2012 Vote: Barack Obama	86%	(687)	13%	(104)	1%	(5)	796
2012 Vote: Mitt Romney	82%	(444)	18%	(96)	1%	(5)	545
2012 Vote: Other	77%	(79)	17%	(18)	6%	(6)	103
2012 Vote: Didn't Vote	83%	(625)	14%	(104)	4%	(27)	756
4-Region: Northeast	81%	(326)	18%	(70)	1%	(5)	402
4-Region: Midwest	82%	(390)	15%	(71)	3%	(13)	474
4-Region: South	85%	(692)	13%	(105)	2%	(18)	815
4-Region: West	84%	(430)	15%	(75)	1%	(6)	511
Has account: Facebook	100%	(1838)	—	(0)	—	(0)	1838
Has account: Instagram	91%	(821)	9%	(77)	1%	(5)	903
Has account: Snapchat	88%	(571)	11%	(73)	—	(3)	648
Has account: Twitter	92%	(911)	8%	(75)	1%	(6)	993
Watches The O'Reilly Factor	83%	(488)	16%	(97)	1%	(6)	591

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

**Table BRD11\_2: Do you have an account on the following social media platforms, or not?**

*Instagram*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	41%	(903)	56%	(1233)	3%	(66)	2202
Gender: Male	41%	(437)	56%	(593)	3%	(30)	1060
Gender: Female	41%	(466)	56%	(640)	3%	(36)	1142
Age: 18-29	62%	(287)	34%	(154)	4%	(18)	459
Age: 30-44	57%	(328)	40%	(230)	3%	(19)	577
Age: 45-54	32%	(100)	66%	(207)	2%	(6)	313
Age: 55-64	30%	(138)	67%	(305)	3%	(13)	456
Age: 65+	13%	(50)	85%	(338)	3%	(10)	398
PID: Dem (no lean)	46%	(372)	53%	(430)	2%	(14)	815
PID: Ind (no lean)	38%	(253)	57%	(381)	5%	(31)	665
PID: Rep (no lean)	39%	(278)	59%	(423)	3%	(21)	722
PID/Gender: Dem Men	48%	(185)	50%	(194)	2%	(7)	386
PID/Gender: Dem Women	44%	(187)	55%	(236)	2%	(6)	429
PID/Gender: Ind Men	33%	(101)	62%	(192)	5%	(14)	308
PID/Gender: Ind Women	43%	(152)	53%	(189)	5%	(17)	358
PID/Gender: Rep Men	41%	(151)	56%	(207)	2%	(9)	367
PID/Gender: Rep Women	36%	(127)	61%	(216)	4%	(13)	355
Tea Party: Supporter	51%	(381)	47%	(352)	3%	(20)	753
Tea Party: Not Supporter	36%	(517)	61%	(877)	3%	(45)	1439
Ideo: Liberal (1-3)	50%	(414)	47%	(392)	2%	(20)	826
Ideo: Moderate (4)	40%	(186)	58%	(269)	3%	(13)	468
Ideo: Conservative (5-7)	30%	(201)	68%	(453)	2%	(15)	669
Educ: < College	41%	(641)	56%	(874)	3%	(53)	1567
Educ: Bachelors degree	42%	(176)	55%	(230)	3%	(11)	416
Educ: Post-grad	40%	(87)	59%	(129)	1%	(3)	219
Income: Under 50k	40%	(567)	56%	(791)	3%	(45)	1403
Income: 50k-100k	40%	(238)	57%	(343)	3%	(16)	597
Income: 100k+	49%	(98)	49%	(100)	2%	(4)	202

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**Table BRD11\_2: Do you have an account on the following social media platforms, or not?**  
*Instagram*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(903)	56%	(1233)	3%	(66)	2202
Ethnicity: White	39%	(679)	58%	(1018)	3%	(54)	1751
Ethnicity: Hispanic	60%	(198)	36%	(118)	4%	(14)	330
Ethnicity: Afr. Am.	50%	(134)	48%	(129)	2%	(6)	269
Ethnicity: Other	50%	(90)	47%	(86)	3%	(6)	182
Relig: Protestant	31%	(177)	67%	(390)	2%	(14)	581
Relig: Roman Catholic	43%	(200)	54%	(252)	3%	(14)	466
Relig: Ath./Agn./None	43%	(244)	53%	(300)	4%	(21)	565
Relig: Something Else	49%	(179)	49%	(178)	2%	(6)	364
Relig: Evangelical	42%	(281)	54%	(361)	4%	(24)	666
Relig: Non-Evang. Catholics	33%	(198)	65%	(392)	2%	(15)	605
Relig: All Christian	38%	(479)	59%	(753)	3%	(39)	1271
Relig: All Non-Christian	46%	(424)	51%	(478)	3%	(27)	928
Community: Urban	46%	(276)	52%	(313)	3%	(17)	605
Community: Suburban	39%	(370)	58%	(558)	3%	(29)	957
Community: Rural	40%	(257)	57%	(362)	3%	(20)	639
Employ: Private Sector	48%	(318)	49%	(325)	3%	(17)	660
Employ: Government	47%	(102)	50%	(108)	4%	(8)	218
Employ: Self-Employed	51%	(105)	46%	(94)	3%	(6)	205
Employ: Homemaker	50%	(87)	49%	(86)	2%	(3)	176
Employ: Student	59%	(64)	38%	(41)	3%	(3)	108
Employ: Retired	16%	(77)	82%	(388)	2%	(9)	474
Employ: Unemployed	36%	(74)	61%	(127)	3%	(7)	209
Employ: Other	50%	(76)	42%	(63)	8%	(13)	151
Job Type: White-collar	45%	(395)	52%	(463)	3%	(25)	883
Job Type: Blue-collar	35%	(306)	63%	(558)	2%	(19)	883
Job Type: Don't Know	46%	(202)	49%	(212)	5%	(22)	437
Military HH: Yes	42%	(195)	55%	(253)	3%	(13)	462
Military HH: No	41%	(708)	56%	(980)	3%	(52)	1740

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**Table BRD11\_2: Do you have an account on the following social media platforms, or not?**

*Instagram*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(903)	56%	(1233)	3%	(66)	2202
2016 Vote: Democrat Hillary Clinton	43%	(293)	55%	(381)	2%	(14)	688
2016 Vote: Republican Donald Trump	35%	(285)	62%	(499)	3%	(25)	809
2016 Vote: Someone else	44%	(81)	55%	(101)	1%	(2)	183
2012 Vote: Barack Obama	39%	(313)	59%	(471)	2%	(12)	796
2012 Vote: Mitt Romney	30%	(163)	67%	(368)	3%	(14)	545
2012 Vote: Other	28%	(28)	66%	(68)	6%	(7)	103
2012 Vote: Didn't Vote	53%	(398)	43%	(325)	4%	(33)	756
4-Region: Northeast	41%	(163)	57%	(230)	2%	(8)	402
4-Region: Midwest	38%	(181)	59%	(281)	3%	(13)	474
4-Region: South	44%	(357)	52%	(423)	4%	(34)	815
4-Region: West	40%	(202)	58%	(299)	2%	(10)	511
Has account: Facebook	45%	(821)	54%	(985)	2%	(32)	1838
Has account: Instagram	100%	(903)	—	(0)	—	(0)	903
Has account: Snapchat	76%	(490)	23%	(149)	1%	(9)	648
Has account: Twitter	63%	(621)	37%	(363)	1%	(10)	993
Watches The O'Reilly Factor	44%	(262)	53%	(312)	3%	(17)	591

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

**Table BRD11\_3: Do you have an account on the following social media platforms, or not?**  
*Snapchat*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	29%	(648)	68%	(1487)	3%	(67)	2202
Gender: Male	31%	(324)	67%	(710)	2%	(26)	1060
Gender: Female	28%	(324)	68%	(778)	4%	(41)	1142
Age: 18-29	61%	(280)	34%	(158)	5%	(21)	459
Age: 30-44	42%	(240)	55%	(318)	3%	(19)	577
Age: 45-54	17%	(52)	81%	(254)	2%	(7)	313
Age: 55-64	14%	(65)	84%	(381)	2%	(10)	456
Age: 65+	3%	(11)	95%	(376)	3%	(11)	398
PID: Dem (no lean)	31%	(253)	67%	(545)	2%	(16)	815
PID: Ind (no lean)	29%	(192)	66%	(441)	5%	(33)	665
PID: Rep (no lean)	28%	(203)	69%	(501)	2%	(18)	722
PID/Gender: Dem Men	35%	(135)	64%	(245)	1%	(6)	386
PID/Gender: Dem Women	28%	(118)	70%	(300)	2%	(11)	429
PID/Gender: Ind Men	26%	(81)	69%	(211)	5%	(16)	308
PID/Gender: Ind Women	31%	(111)	64%	(230)	5%	(17)	358
PID/Gender: Rep Men	30%	(108)	69%	(254)	1%	(5)	367
PID/Gender: Rep Women	27%	(95)	70%	(247)	4%	(13)	355
Tea Party: Supporter	39%	(295)	58%	(440)	2%	(18)	753
Tea Party: Not Supporter	24%	(348)	72%	(1041)	3%	(49)	1439
Ideo: Liberal (1-3)	38%	(311)	60%	(499)	2%	(16)	826
Ideo: Moderate (4)	25%	(119)	71%	(332)	4%	(17)	468
Ideo: Conservative (5-7)	20%	(131)	78%	(525)	2%	(13)	669
Educ: < College	29%	(462)	67%	(1050)	4%	(55)	1567
Educ: Bachelors degree	29%	(120)	69%	(287)	2%	(9)	416
Educ: Post-grad	30%	(66)	69%	(150)	1%	(3)	219
Income: Under 50k	28%	(391)	69%	(964)	3%	(47)	1403
Income: 50k-100k	30%	(179)	67%	(402)	3%	(16)	597
Income: 100k+	38%	(77)	60%	(121)	2%	(4)	202

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**Table BRD11\_3: Do you have an account on the following social media platforms, or not?**

*Snapchat*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	29% (648)	68% (1487)	3% (67)	2202
Ethnicity: White	28% (491)	69% (1212)	3% (48)	1751
Ethnicity: Hispanic	47% (157)	49% (161)	4% (12)	330
Ethnicity: Afr. Am.	32% (85)	65% (173)	4% (10)	269
Ethnicity: Other	39% (72)	56% (102)	5% (9)	182
Relig: Protestant	17% (100)	80% (468)	2% (13)	581
Relig: Roman Catholic	31% (145)	66% (307)	3% (14)	466
Relig: Ath./Agn./None	35% (195)	62% (348)	4% (22)	565
Relig: Something Else	36% (131)	62% (227)	2% (6)	364
Relig: Evangelical	28% (188)	68% (453)	4% (24)	666
Relig: Non-Evang. Catholics	22% (133)	76% (457)	2% (15)	605
Relig: All Christian	25% (321)	72% (910)	3% (39)	1271
Relig: All Non-Christian	35% (326)	62% (575)	3% (28)	928
Community: Urban	35% (211)	63% (380)	2% (14)	605
Community: Suburban	28% (269)	69% (660)	3% (28)	957
Community: Rural	26% (168)	70% (446)	4% (25)	639
Employ: Private Sector	37% (247)	60% (398)	2% (16)	660
Employ: Government	38% (82)	58% (128)	4% (9)	218
Employ: Self-Employed	30% (61)	68% (140)	2% (4)	205
Employ: Homemaker	34% (60)	63% (111)	3% (5)	176
Employ: Student	66% (71)	32% (35)	2% (2)	108
Employ: Retired	4% (21)	94% (444)	2% (9)	474
Employ: Unemployed	28% (58)	68% (142)	4% (8)	209
Employ: Other	31% (48)	59% (89)	10% (14)	151
Job Type: White-collar	33% (289)	65% (577)	2% (17)	883
Job Type: Blue-collar	23% (200)	75% (659)	3% (23)	883
Job Type: Don't Know	36% (158)	58% (251)	6% (27)	437
Military HH: Yes	31% (141)	67% (310)	2% (11)	462
Military HH: No	29% (507)	68% (1177)	3% (56)	1740

Continued on next page

**Table BRD11\_3: Do you have an account on the following social media platforms, or not?**  
*Snapchat*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	29% (648)	68% (1487)	3% (67)	2202
2016 Vote: Democrat Hillary Clinton	29% (202)	69% (475)	2% (11)	688
2016 Vote: Republican Donald Trump	25% (203)	72% (584)	3% (22)	809
2016 Vote: Someone else	31% (57)	67% (124)	1% (3)	183
2012 Vote: Barack Obama	26% (206)	73% (577)	2% (12)	796
2012 Vote: Mitt Romney	19% (105)	78% (425)	3% (15)	545
2012 Vote: Other	28% (29)	66% (67)	6% (6)	103
2012 Vote: Didn't Vote	41% (307)	55% (416)	4% (33)	756
4-Region: Northeast	31% (126)	67% (268)	2% (8)	402
4-Region: Midwest	26% (122)	71% (336)	4% (17)	474
4-Region: South	31% (254)	65% (532)	4% (29)	815
4-Region: West	29% (147)	69% (352)	3% (13)	511
Has account: Facebook	31% (571)	67% (1231)	2% (36)	1838
Has account: Instagram	54% (490)	44% (400)	1% (13)	903
Has account: Snapchat	100% (648)	— (0)	— (0)	648
Has account: Twitter	42% (413)	57% (562)	2% (18)	993
Watches The O'Reilly Factor	34% (203)	63% (374)	2% (14)	591

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

**Table BRD11\_4:** Do you have an account on the following social media platforms, or not?

Twitter

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	45%	(993)	52%	(1148)	3%	(61)	2202
Gender: Male	50%	(528)	48%	(504)	3%	(28)	1060
Gender: Female	41%	(465)	56%	(644)	3%	(33)	1142
Age: 18-29	52%	(237)	44%	(201)	4%	(20)	459
Age: 30-44	54%	(313)	41%	(239)	4%	(25)	577
Age: 45-54	46%	(144)	53%	(164)	1%	(5)	313
Age: 55-64	43%	(198)	56%	(254)	1%	(4)	456
Age: 65+	26%	(102)	73%	(289)	2%	(7)	398
PID: Dem (no lean)	49%	(403)	49%	(399)	2%	(13)	815
PID: Ind (no lean)	40%	(269)	55%	(368)	4%	(28)	665
PID: Rep (no lean)	45%	(321)	53%	(381)	3%	(19)	722
PID/Gender: Dem Men	56%	(216)	43%	(165)	1%	(5)	386
PID/Gender: Dem Women	44%	(187)	55%	(235)	2%	(8)	429
PID/Gender: Ind Men	44%	(135)	52%	(160)	4%	(12)	308
PID/Gender: Ind Women	37%	(134)	58%	(208)	4%	(16)	358
PID/Gender: Rep Men	48%	(177)	49%	(180)	3%	(10)	367
PID/Gender: Rep Women	41%	(144)	57%	(201)	3%	(10)	355
Tea Party: Supporter	54%	(406)	44%	(328)	3%	(19)	753
Tea Party: Not Supporter	41%	(585)	56%	(812)	3%	(42)	1439
Ideo: Liberal (1-3)	54%	(448)	43%	(355)	3%	(22)	826
Ideo: Moderate (4)	44%	(206)	54%	(252)	2%	(10)	468
Ideo: Conservative (5-7)	37%	(248)	61%	(409)	2%	(12)	669
Educ: < College	45%	(699)	52%	(817)	3%	(51)	1567
Educ: Bachelors degree	46%	(192)	52%	(216)	2%	(7)	416
Educ: Post-grad	46%	(102)	52%	(115)	1%	(3)	219
Income: Under 50k	44%	(622)	52%	(735)	3%	(46)	1403
Income: 50k-100k	46%	(275)	52%	(311)	2%	(11)	597
Income: 100k+	48%	(96)	50%	(102)	2%	(4)	202

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**Table BRD11\_4:** Do you have an account on the following social media platforms, or not?  
 Twitter

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	45%	(993)	52%	(1148)	3%	(61)	2202
Ethnicity: White	43%	(761)	54%	(944)	3%	(45)	1751
Ethnicity: Hispanic	58%	(190)	37%	(123)	5%	(17)	330
Ethnicity: Afr. Am.	52%	(139)	46%	(124)	2%	(5)	269
Ethnicity: Other	51%	(93)	43%	(79)	6%	(10)	182
Relig: Protestant	38%	(221)	60%	(349)	2%	(12)	581
Relig: Roman Catholic	48%	(223)	49%	(227)	3%	(16)	466
Relig: Ath./Agn./None	43%	(240)	54%	(303)	4%	(22)	565
Relig: Something Else	58%	(211)	40%	(147)	2%	(5)	364
Relig: Evangelical	44%	(293)	53%	(353)	3%	(20)	666
Relig: Non-Evang. Catholics	41%	(248)	57%	(343)	2%	(14)	605
Relig: All Christian	43%	(541)	55%	(696)	3%	(34)	1271
Relig: All Non-Christian	49%	(451)	48%	(450)	3%	(27)	928
Community: Urban	51%	(306)	48%	(288)	2%	(11)	605
Community: Suburban	43%	(407)	54%	(521)	3%	(29)	957
Community: Rural	44%	(280)	53%	(339)	3%	(21)	639
Employ: Private Sector	53%	(349)	45%	(294)	3%	(17)	660
Employ: Government	46%	(101)	51%	(112)	3%	(6)	218
Employ: Self-Employed	58%	(119)	39%	(80)	3%	(7)	205
Employ: Homemaker	41%	(73)	58%	(101)	1%	(2)	176
Employ: Student	48%	(52)	48%	(52)	3%	(3)	108
Employ: Retired	31%	(146)	68%	(324)	1%	(5)	474
Employ: Unemployed	42%	(87)	53%	(111)	5%	(11)	209
Employ: Other	45%	(67)	49%	(74)	6%	(9)	151
Job Type: White-collar	50%	(443)	48%	(420)	2%	(20)	883
Job Type: Blue-collar	42%	(368)	56%	(497)	2%	(18)	883
Job Type: Don't Know	42%	(182)	53%	(231)	5%	(23)	437
Military HH: Yes	43%	(199)	54%	(249)	3%	(14)	462
Military HH: No	46%	(794)	52%	(899)	3%	(47)	1740

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**Table BRD11\_4:** Do you have an account on the following social media platforms, or not?

Twitter

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	45% (993)	52% (1148)	3% (61)	2202
2016 Vote: Democrat Hillary Clinton	49% (335)	49% (339)	2% (13)	688
2016 Vote: Republican Donald Trump	44% (360)	53% (432)	2% (17)	809
2016 Vote: Someone else	49% (90)	50% (92)	1% (2)	183
2012 Vote: Barack Obama	50% (394)	50% (399)	— (3)	796
2012 Vote: Mitt Romney	37% (204)	61% (330)	2% (11)	545
2012 Vote: Other	36% (37)	54% (56)	10% (10)	103
2012 Vote: Didn't Vote	47% (358)	48% (361)	5% (37)	756
4-Region: Northeast	46% (186)	51% (207)	2% (9)	402
4-Region: Midwest	44% (209)	53% (252)	3% (13)	474
4-Region: South	45% (367)	51% (419)	4% (29)	815
4-Region: West	45% (232)	53% (270)	2% (10)	511
Has account: Facebook	50% (911)	49% (899)	2% (28)	1838
Has account: Instagram	69% (621)	30% (274)	1% (9)	903
Has account: Snapchat	64% (413)	34% (223)	2% (12)	648
Has account: Twitter	100% (993)	— (0)	— (0)	993
Watches The O'Reilly Factor	54% (317)	44% (260)	2% (14)	591

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



**Table BRD12\_1: Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?**  
*Facebook*

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	44%	(815)	17%	(309)	38%	(703)	1%	(12)	1838
Gender: Male	47%	(398)	21%	(174)	31%	(263)	1%	(10)	845
Gender: Female	42%	(417)	14%	(136)	44%	(439)	—	(2)	994
Age: 18-29	57%	(230)	21%	(83)	21%	(84)	1%	(4)	400
Age: 30-44	53%	(262)	21%	(104)	26%	(130)	1%	(3)	499
Age: 45-54	37%	(96)	15%	(39)	48%	(125)	—	(1)	260
Age: 55-64	39%	(139)	14%	(50)	47%	(169)	1%	(3)	360
Age: 65+	28%	(88)	11%	(35)	61%	(195)	—	(1)	319
PID: Dem (no lean)	46%	(326)	18%	(131)	35%	(251)	—	(1)	708
PID: Ind (no lean)	41%	(225)	16%	(87)	42%	(229)	2%	(8)	549
PID: Rep (no lean)	45%	(263)	16%	(92)	38%	(224)	—	(2)	581
PID/Gender: Dem Men	54%	(176)	20%	(64)	26%	(86)	—	(1)	327
PID/Gender: Dem Women	39%	(150)	17%	(66)	43%	(165)	—	(0)	381
PID/Gender: Ind Men	35%	(84)	19%	(45)	42%	(101)	3%	(7)	238
PID/Gender: Ind Women	45%	(141)	13%	(42)	41%	(127)	—	(1)	311
PID/Gender: Rep Men	49%	(137)	23%	(64)	27%	(76)	—	(1)	279
PID/Gender: Rep Women	42%	(126)	9%	(28)	49%	(147)	—	(1)	302
Tea Party: Supporter	55%	(342)	19%	(119)	25%	(159)	—	(3)	623
Tea Party: Not Supporter	39%	(468)	16%	(189)	45%	(540)	1%	(9)	1206
Ideo: Liberal (1-3)	47%	(332)	20%	(138)	32%	(227)	1%	(5)	701
Ideo: Moderate (4)	42%	(162)	17%	(65)	41%	(161)	1%	(2)	391
Ideo: Conservative (5-7)	40%	(217)	15%	(79)	45%	(244)	—	(2)	542
Educ: < College	47%	(609)	18%	(228)	35%	(450)	1%	(12)	1299
Educ: Bachelors degree	37%	(130)	16%	(57)	47%	(167)	—	(0)	354
Educ: Post-grad	41%	(75)	13%	(24)	47%	(86)	—	(0)	185
Income: Under 50k	48%	(564)	17%	(193)	34%	(399)	1%	(10)	1166
Income: 50k-100k	37%	(189)	17%	(86)	45%	(229)	—	(2)	506
Income: 100k+	37%	(61)	19%	(31)	45%	(75)	—	(0)	166

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**Table BRD12\_1:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?

Facebook

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(815)	17%	(309)	38%	(703)	1%	(12)	1838
Ethnicity: White	41%	(605)	16%	(234)	42%	(622)	1%	(10)	1472
Ethnicity: Hispanic	61%	(152)	27%	(66)	10%	(26)	2%	(4)	248
Ethnicity: Afr. Am.	57%	(129)	19%	(42)	24%	(54)	—	(1)	226
Ethnicity: Other	57%	(80)	23%	(33)	19%	(27)	1%	(1)	141
Relig: Protestant	34%	(164)	15%	(73)	50%	(239)	—	(0)	476
Relig: Roman Catholic	44%	(167)	19%	(71)	37%	(138)	—	(0)	376
Relig: Ath./Agn./None	41%	(192)	17%	(81)	41%	(195)	2%	(7)	475
Relig: Something Else	55%	(169)	21%	(63)	24%	(73)	1%	(2)	306
Relig: Evangelical	50%	(283)	15%	(85)	34%	(190)	1%	(3)	561
Relig: Non-Evang. Catholics	34%	(169)	16%	(80)	50%	(245)	—	(0)	494
Relig: All Christian	43%	(452)	16%	(165)	41%	(435)	—	(3)	1055
Relig: All Non-Christian	46%	(361)	18%	(144)	34%	(268)	1%	(9)	781
Community: Urban	51%	(258)	18%	(90)	31%	(158)	1%	(3)	508
Community: Suburban	40%	(310)	18%	(143)	41%	(325)	1%	(7)	785
Community: Rural	45%	(246)	14%	(77)	40%	(220)	—	(2)	546
Employ: Private Sector	44%	(245)	17%	(95)	39%	(218)	—	(2)	560
Employ: Government	47%	(84)	26%	(47)	26%	(47)	1%	(1)	179
Employ: Self-Employed	53%	(92)	21%	(37)	26%	(45)	—	(0)	173
Employ: Homemaker	47%	(75)	13%	(21)	40%	(63)	—	(0)	159
Employ: Student	56%	(52)	23%	(21)	22%	(20)	—	(0)	92
Employ: Retired	32%	(121)	11%	(42)	57%	(214)	1%	(2)	379
Employ: Unemployed	48%	(85)	17%	(30)	35%	(61)	—	(0)	176
Employ: Other	52%	(63)	14%	(17)	28%	(34)	5%	(6)	120
Job Type: White-collar	45%	(324)	19%	(136)	36%	(260)	—	(1)	721
Job Type: Blue-collar	41%	(306)	15%	(111)	44%	(326)	—	(4)	747
Job Type: Don't Know	50%	(185)	17%	(62)	31%	(116)	2%	(7)	370
Military HH: Yes	46%	(171)	19%	(69)	35%	(128)	—	(2)	370
Military HH: No	44%	(644)	16%	(240)	39%	(575)	1%	(10)	1469

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**Table BRD12\_1:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?  
Facebook

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	44%	(815)	17%	(309)	38%	(703)	1%	(12)	1838
2016 Vote: Democrat Hillary Clinton	42%	(245)	16%	(94)	42%	(244)	—	(3)	587
2016 Vote: Republican Donald Trump	46%	(310)	14%	(95)	40%	(268)	—	(2)	675
2016 Vote: Someone else	34%	(51)	15%	(24)	50%	(77)	1%	(1)	153
2012 Vote: Barack Obama	40%	(278)	16%	(109)	43%	(297)	—	(3)	687
2012 Vote: Mitt Romney	35%	(156)	13%	(57)	52%	(230)	—	(2)	444
2012 Vote: Other	41%	(32)	20%	(16)	39%	(31)	—	(0)	79
2012 Vote: Didn't Vote	55%	(347)	20%	(128)	23%	(144)	1%	(7)	625
4-Region: Northeast	43%	(142)	12%	(40)	44%	(143)	—	(1)	326
4-Region: Midwest	41%	(161)	21%	(80)	38%	(149)	—	(0)	390
4-Region: South	47%	(324)	15%	(103)	37%	(257)	1%	(8)	692
4-Region: West	44%	(188)	20%	(86)	36%	(154)	1%	(2)	430
Has account: Facebook	44%	(815)	17%	(309)	38%	(703)	1%	(12)	1838
Has account: Instagram	57%	(469)	16%	(128)	27%	(218)	1%	(6)	821
Has account: Snapchat	57%	(325)	18%	(103)	24%	(136)	1%	(7)	571
Has account: Twitter	53%	(487)	17%	(153)	29%	(269)	—	(4)	911
Watches The O'Reilly Factor	54%	(266)	16%	(79)	29%	(141)	1%	(2)	488

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

**Table BRD12\_2:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?

Instagram

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	43%	(392)	28%	(254)	27%	(242)	2%	(15)	903
Gender: Male	50%	(220)	29%	(127)	19%	(84)	1%	(6)	437
Gender: Female	37%	(172)	27%	(128)	34%	(158)	2%	(9)	466
Age: 18-29	50%	(144)	26%	(75)	22%	(64)	1%	(4)	287
Age: 30-44	48%	(159)	31%	(103)	19%	(62)	1%	(4)	328
Age: 45-54	35%	(35)	27%	(27)	35%	(35)	3%	(3)	100
Age: 55-64	32%	(44)	25%	(35)	41%	(57)	1%	(2)	138
Age: 65+	19%	(10)	28%	(14)	48%	(24)	4%	(2)	50
PID: Dem (no lean)	46%	(170)	27%	(101)	26%	(98)	1%	(4)	372
PID: Ind (no lean)	41%	(104)	28%	(71)	28%	(71)	3%	(7)	253
PID: Rep (no lean)	43%	(118)	30%	(83)	26%	(73)	1%	(4)	278
PID/Gender: Dem Men	58%	(106)	23%	(43)	18%	(34)	1%	(1)	185
PID/Gender: Dem Women	34%	(63)	31%	(57)	34%	(64)	1%	(2)	187
PID/Gender: Ind Men	48%	(48)	25%	(25)	23%	(23)	5%	(5)	101
PID/Gender: Ind Women	37%	(56)	30%	(46)	32%	(48)	2%	(2)	152
PID/Gender: Rep Men	43%	(66)	39%	(59)	18%	(27)	—	(0)	151
PID/Gender: Rep Women	41%	(52)	19%	(25)	36%	(46)	3%	(4)	127
Tea Party: Supporter	51%	(193)	31%	(119)	17%	(64)	1%	(4)	381
Tea Party: Not Supporter	38%	(197)	26%	(133)	34%	(177)	2%	(11)	517
Ideo: Liberal (1-3)	49%	(205)	29%	(120)	20%	(83)	1%	(6)	414
Ideo: Moderate (4)	34%	(62)	32%	(59)	33%	(61)	2%	(3)	186
Ideo: Conservative (5-7)	40%	(79)	22%	(45)	37%	(74)	2%	(3)	201
Educ: < College	43%	(277)	31%	(197)	24%	(152)	2%	(14)	641
Educ: Bachelors degree	43%	(75)	22%	(38)	35%	(62)	—	(0)	176
Educ: Post-grad	46%	(40)	22%	(19)	31%	(27)	1%	(1)	87
Income: Under 50k	43%	(243)	32%	(179)	23%	(133)	2%	(12)	567
Income: 50k-100k	44%	(106)	22%	(52)	32%	(77)	1%	(3)	238
Income: 100k+	45%	(44)	23%	(23)	32%	(32)	—	(0)	98

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**Table BRD12\_2:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?  
Instagram

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	43%	(392)	28%	(254)	27%	(242)	2%	(15)	903
Ethnicity: White	42%	(282)	27%	(181)	30%	(201)	2%	(14)	679
Ethnicity: Hispanic	53%	(104)	37%	(74)	8%	(16)	2%	(4)	198
Ethnicity: Afr. Am.	49%	(66)	30%	(40)	21%	(28)	—	(0)	134
Ethnicity: Other	49%	(44)	36%	(33)	14%	(13)	1%	(0)	90
Relig: Protestant	42%	(75)	25%	(45)	31%	(55)	2%	(3)	177
Relig: Roman Catholic	48%	(96)	26%	(53)	24%	(49)	2%	(3)	200
Relig: Ath./Agn./None	42%	(102)	23%	(57)	32%	(79)	3%	(6)	244
Relig: Something Else	42%	(76)	39%	(70)	18%	(32)	1%	(1)	179
Relig: Evangelical	49%	(138)	28%	(80)	21%	(58)	2%	(5)	281
Relig: Non-Evang. Catholics	38%	(75)	24%	(47)	37%	(73)	1%	(2)	198
Relig: All Christian	45%	(214)	26%	(127)	27%	(131)	1%	(7)	479
Relig: All Non-Christian	42%	(178)	30%	(127)	26%	(110)	2%	(8)	424
Community: Urban	51%	(141)	25%	(69)	23%	(64)	1%	(2)	276
Community: Suburban	41%	(151)	28%	(102)	29%	(107)	3%	(10)	370
Community: Rural	39%	(101)	32%	(83)	27%	(70)	1%	(3)	257
Employ: Private Sector	46%	(145)	26%	(83)	28%	(90)	—	(0)	318
Employ: Government	44%	(45)	39%	(40)	16%	(16)	1%	(1)	102
Employ: Self-Employed	51%	(54)	33%	(35)	15%	(16)	—	(0)	105
Employ: Homemaker	40%	(35)	28%	(25)	31%	(27)	2%	(1)	87
Employ: Student	46%	(29)	26%	(16)	29%	(18)	—	(0)	64
Employ: Retired	22%	(17)	27%	(20)	46%	(35)	6%	(5)	77
Employ: Unemployed	54%	(40)	21%	(16)	24%	(18)	—	(0)	74
Employ: Other	36%	(28)	25%	(19)	29%	(22)	10%	(7)	76
Job Type: White-collar	49%	(191)	26%	(103)	25%	(97)	1%	(3)	395
Job Type: Blue-collar	41%	(124)	28%	(86)	30%	(91)	1%	(5)	306
Job Type: Don't Know	38%	(76)	32%	(65)	27%	(54)	4%	(7)	202
Military HH: Yes	50%	(97)	30%	(59)	19%	(37)	1%	(2)	195
Military HH: No	42%	(295)	28%	(196)	29%	(205)	2%	(13)	708

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**Table BRD12\_2:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?  
*Instagram*

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	43%	(392)	28%	(254)	27%	(242)	2%	(15)	903
2016 Vote: Democrat Hillary Clinton	48%	(142)	25%	(73)	26%	(75)	1%	(2)	293
2016 Vote: Republican Donald Trump	42%	(121)	29%	(83)	27%	(78)	1%	(3)	285
2016 Vote: Someone else	44%	(36)	22%	(17)	33%	(26)	1%	(1)	81
2012 Vote: Barack Obama	45%	(141)	27%	(86)	26%	(82)	1%	(3)	313
2012 Vote: Mitt Romney	37%	(60)	21%	(34)	41%	(67)	1%	(2)	163
2012 Vote: Didn't Vote	44%	(177)	32%	(126)	22%	(86)	2%	(9)	398
4-Region: Northeast	43%	(70)	25%	(41)	31%	(51)	1%	(2)	163
4-Region: Midwest	41%	(74)	36%	(64)	22%	(40)	1%	(3)	181
4-Region: South	43%	(155)	26%	(91)	28%	(101)	3%	(11)	357
4-Region: West	46%	(93)	29%	(58)	25%	(51)	—	(0)	202
Has account: Facebook	44%	(361)	27%	(220)	27%	(225)	2%	(15)	821
Has account: Instagram	43%	(392)	28%	(254)	27%	(242)	2%	(15)	903
Has account: Snapchat	51%	(250)	23%	(110)	25%	(122)	1%	(7)	490
Has account: Twitter	46%	(284)	27%	(170)	26%	(158)	1%	(9)	621
Watches The O'Reilly Factor	54%	(142)	26%	(67)	19%	(48)	2%	(4)	262

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

**Table BRD12\_3: Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?**  
*Snapchat*

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	49%	(315)	29%	(185)	21%	(138)	2%	(10)	648
Gender: Male	53%	(173)	31%	(99)	15%	(47)	1%	(5)	324
Gender: Female	44%	(142)	27%	(86)	28%	(90)	2%	(5)	324
Age: 18-29	51%	(144)	26%	(73)	21%	(60)	1%	(3)	280
Age: 30-44	53%	(127)	30%	(72)	15%	(37)	2%	(4)	240
Age: 45-54	34%	(18)	30%	(16)	35%	(18)	1%	(1)	52
Age: 55-64	38%	(25)	34%	(22)	27%	(17)	1%	(1)	65
PID: Dem (no lean)	49%	(125)	33%	(85)	17%	(42)	1%	(1)	253
PID: Ind (no lean)	45%	(85)	28%	(53)	24%	(46)	4%	(7)	192
PID: Rep (no lean)	51%	(104)	23%	(47)	24%	(49)	1%	(2)	203
PID/Gender: Dem Men	53%	(72)	38%	(51)	9%	(12)	—	(0)	135
PID/Gender: Dem Women	45%	(53)	28%	(34)	25%	(30)	1%	(1)	118
PID/Gender: Ind Men	51%	(41)	22%	(18)	20%	(16)	6%	(5)	81
PID/Gender: Ind Women	40%	(44)	32%	(35)	27%	(30)	2%	(2)	111
PID/Gender: Rep Men	55%	(60)	28%	(30)	17%	(19)	—	(0)	108
PID/Gender: Rep Women	47%	(45)	18%	(17)	32%	(31)	2%	(2)	95
Tea Party: Supporter	58%	(171)	28%	(83)	13%	(38)	1%	(3)	295
Tea Party: Not Supporter	41%	(143)	29%	(100)	28%	(98)	2%	(7)	348
Ideo: Liberal (1-3)	49%	(154)	32%	(101)	17%	(52)	1%	(5)	311
Ideo: Moderate (4)	51%	(61)	24%	(28)	24%	(29)	1%	(1)	119
Ideo: Conservative (5-7)	44%	(58)	24%	(32)	30%	(39)	1%	(2)	131
Educ: < College	50%	(233)	28%	(128)	20%	(93)	2%	(8)	462
Educ: Bachelors degree	41%	(49)	34%	(41)	24%	(29)	1%	(1)	120
Educ: Post-grad	50%	(33)	25%	(16)	23%	(15)	2%	(2)	66
Income: Under 50k	48%	(190)	30%	(118)	19%	(74)	2%	(9)	391
Income: 50k-100k	48%	(86)	29%	(51)	24%	(42)	—	(0)	179
Income: 100k+	51%	(39)	21%	(16)	27%	(21)	1%	(1)	77
Ethnicity: White	46%	(225)	28%	(136)	25%	(121)	2%	(10)	491

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**Table BRD12\_3: Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?**  
Snapchat

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	49%	(315)	29%	(185)	21%	(138)	2%	(10)	648
Ethnicity: Hispanic	56%	(88)	32%	(50)	11%	(17)	1%	(2)	157
Ethnicity: Afr. Am.	61%	(52)	26%	(22)	13%	(11)	—	(0)	85
Ethnicity: Other	53%	(38)	38%	(27)	8%	(6)	1%	(1)	72
Relig: Protestant	52%	(52)	25%	(25)	22%	(22)	2%	(2)	100
Relig: Roman Catholic	52%	(75)	29%	(43)	18%	(27)	1%	(1)	145
Relig: Ath./Agn./None	44%	(85)	27%	(54)	26%	(51)	2%	(5)	195
Relig: Something Else	46%	(61)	31%	(41)	21%	(27)	2%	(2)	131
Relig: Evangelical	59%	(112)	28%	(53)	12%	(23)	—	(0)	188
Relig: Non-Evang. Catholics	42%	(56)	28%	(38)	27%	(36)	2%	(3)	133
Relig: All Christian	52%	(168)	28%	(91)	18%	(59)	1%	(3)	321
Relig: All Non-Christian	45%	(146)	29%	(94)	24%	(79)	2%	(7)	326
Community: Urban	56%	(119)	27%	(58)	16%	(33)	1%	(2)	211
Community: Suburban	43%	(116)	29%	(77)	25%	(67)	3%	(9)	269
Community: Rural	47%	(80)	30%	(51)	23%	(38)	—	(0)	168
Employ: Private Sector	49%	(121)	30%	(75)	21%	(51)	—	(0)	247
Employ: Government	61%	(50)	30%	(24)	8%	(7)	1%	(1)	82
Employ: Self-Employed	54%	(33)	29%	(18)	15%	(9)	1%	(1)	61
Employ: Homemaker	46%	(28)	26%	(16)	28%	(17)	—	(0)	60
Employ: Student	57%	(40)	22%	(15)	21%	(15)	1%	(1)	71
Employ: Unemployed	31%	(18)	42%	(24)	25%	(15)	2%	(1)	58
Job Type: White-collar	55%	(158)	26%	(75)	18%	(52)	1%	(4)	289
Job Type: Blue-collar	44%	(89)	29%	(58)	26%	(52)	1%	(2)	200
Job Type: Don't Know	43%	(68)	33%	(52)	21%	(34)	3%	(5)	158
Military HH: Yes	56%	(79)	31%	(44)	12%	(16)	1%	(1)	141
Military HH: No	46%	(235)	28%	(142)	24%	(121)	2%	(9)	507
2016 Vote: Democrat Hillary Clinton	52%	(104)	28%	(56)	20%	(40)	—	(1)	202
2016 Vote: Republican Donald Trump	50%	(102)	28%	(56)	21%	(42)	1%	(2)	203
2016 Vote: Someone else	57%	(32)	21%	(12)	20%	(11)	2%	(1)	57

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**Table BRD12\_3:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?  
Snapchat

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	49%	(315)	29%	(185)	21%	(138)	2%	(10)	648
2012 Vote: Barack Obama	51%	(104)	29%	(59)	20%	(42)	—	(1)	206
2012 Vote: Mitt Romney	43%	(44)	25%	(26)	31%	(33)	1%	(2)	105
2012 Vote: Didn't Vote	49%	(150)	31%	(95)	18%	(55)	2%	(7)	307
4-Region: Northeast	48%	(60)	29%	(37)	23%	(29)	—	(0)	126
4-Region: Midwest	50%	(61)	28%	(34)	21%	(26)	1%	(1)	122
4-Region: South	46%	(118)	30%	(77)	21%	(52)	3%	(7)	254
4-Region: West	53%	(77)	26%	(37)	21%	(31)	1%	(1)	147
Has account: Facebook	48%	(275)	28%	(161)	22%	(125)	2%	(10)	571
Has account: Instagram	49%	(241)	25%	(125)	23%	(114)	2%	(9)	490
Has account: Snapchat	49%	(315)	29%	(185)	21%	(138)	2%	(10)	648
Has account: Twitter	51%	(210)	27%	(114)	20%	(85)	1%	(5)	413
Watches The O'Reilly Factor	65%	(131)	20%	(40)	14%	(28)	2%	(3)	203

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

**Table BRD12\_4:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?  
Twitter

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	34%	(334)	36%	(359)	29%	(287)	1%	(12)	993
Gender: Male	40%	(210)	36%	(188)	23%	(124)	1%	(6)	528
Gender: Female	27%	(124)	37%	(171)	35%	(163)	1%	(7)	465
Age: 18-29	42%	(100)	37%	(88)	20%	(48)	1%	(2)	237
Age: 30-44	41%	(128)	37%	(117)	21%	(65)	1%	(3)	313
Age: 45-54	22%	(32)	41%	(58)	36%	(52)	1%	(1)	144
Age: 55-64	26%	(52)	35%	(69)	37%	(74)	2%	(3)	198
Age: 65+	23%	(24)	27%	(27)	47%	(48)	2%	(2)	102
PID: Dem (no lean)	40%	(160)	33%	(134)	26%	(106)	1%	(3)	403
PID: Ind (no lean)	27%	(72)	35%	(94)	37%	(100)	1%	(3)	269
PID: Rep (no lean)	32%	(103)	41%	(131)	25%	(81)	2%	(6)	321
PID/Gender: Dem Men	47%	(102)	30%	(65)	23%	(49)	—	(1)	216
PID/Gender: Dem Women	31%	(58)	37%	(69)	30%	(57)	1%	(2)	187
PID/Gender: Ind Men	35%	(47)	32%	(44)	31%	(43)	1%	(2)	135
PID/Gender: Ind Women	18%	(25)	38%	(50)	43%	(58)	1%	(1)	134
PID/Gender: Rep Men	35%	(62)	45%	(80)	18%	(32)	2%	(3)	177
PID/Gender: Rep Women	29%	(41)	36%	(52)	34%	(48)	2%	(3)	144
Tea Party: Supporter	46%	(186)	36%	(146)	17%	(68)	1%	(6)	406
Tea Party: Not Supporter	25%	(147)	36%	(213)	37%	(218)	1%	(7)	585
Ideo: Liberal (1-3)	39%	(176)	35%	(159)	24%	(108)	1%	(5)	448
Ideo: Moderate (4)	31%	(64)	35%	(72)	33%	(67)	1%	(3)	206
Ideo: Conservative (5-7)	29%	(73)	35%	(87)	35%	(86)	1%	(3)	248
Educ: < College	33%	(232)	39%	(276)	26%	(179)	2%	(12)	699
Educ: Bachelors degree	36%	(69)	27%	(52)	37%	(72)	—	(0)	192
Educ: Post-grad	33%	(33)	32%	(32)	35%	(36)	—	(0)	102
Income: Under 50k	31%	(194)	41%	(256)	26%	(162)	2%	(9)	622
Income: 50k-100k	37%	(101)	28%	(78)	34%	(94)	1%	(2)	275
Income: 100k+	40%	(39)	27%	(26)	32%	(31)	1%	(0)	96

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**Table BRD12\_4:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?  
Twitter

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	34%	(334)	36%	(359)	29%	(287)	1%	(12)	993
Ethnicity: White	31%	(237)	35%	(269)	32%	(243)	2%	(12)	761
Ethnicity: Hispanic	47%	(89)	44%	(84)	9%	(17)	—	(0)	190
Ethnicity: Afr. Am.	43%	(60)	37%	(51)	20%	(28)	—	(0)	139
Ethnicity: Other	40%	(38)	42%	(39)	17%	(16)	1%	(0)	93
Relig: Protestant	28%	(61)	38%	(84)	33%	(72)	2%	(4)	221
Relig: Roman Catholic	39%	(87)	33%	(73)	27%	(61)	1%	(2)	223
Relig: Ath./Agn./None	33%	(79)	30%	(72)	36%	(88)	1%	(2)	240
Relig: Something Else	39%	(82)	39%	(83)	21%	(44)	1%	(3)	211
Relig: Evangelical	34%	(101)	42%	(124)	22%	(63)	2%	(5)	293
Relig: Non-Evang. Catholics	29%	(73)	32%	(79)	37%	(93)	1%	(3)	248
Relig: All Christian	32%	(174)	38%	(203)	29%	(156)	1%	(8)	541
Relig: All Non-Christian	36%	(161)	34%	(155)	29%	(131)	1%	(4)	451
Community: Urban	40%	(123)	34%	(103)	25%	(77)	1%	(4)	306
Community: Suburban	30%	(123)	34%	(139)	34%	(140)	1%	(6)	407
Community: Rural	32%	(89)	42%	(117)	25%	(71)	1%	(3)	280
Employ: Private Sector	34%	(120)	34%	(118)	32%	(110)	—	(0)	349
Employ: Government	40%	(41)	41%	(41)	18%	(18)	1%	(1)	101
Employ: Self-Employed	37%	(44)	41%	(49)	22%	(26)	—	(0)	119
Employ: Homemaker	34%	(25)	29%	(21)	35%	(25)	2%	(1)	73
Employ: Student	52%	(27)	32%	(17)	16%	(8)	—	(0)	52
Employ: Retired	23%	(33)	33%	(48)	40%	(58)	5%	(7)	146
Employ: Unemployed	28%	(24)	46%	(40)	24%	(21)	2%	(2)	87
Employ: Other	30%	(20)	38%	(25)	30%	(20)	3%	(2)	67
Job Type: White-collar	40%	(177)	33%	(145)	27%	(119)	—	(1)	443
Job Type: Blue-collar	31%	(113)	35%	(130)	33%	(121)	1%	(3)	368
Job Type: Don't Know	24%	(44)	46%	(84)	26%	(47)	4%	(8)	182
Military HH: Yes	42%	(83)	38%	(76)	20%	(39)	—	(1)	199
Military HH: No	32%	(251)	36%	(283)	31%	(248)	1%	(12)	794

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**Table BRD12\_4:** Are you using each of the following social media platforms, more, less or about the same amount as you were 6 months?

Twitter

Demographic	More		Less		About the same amount		Don't Know / No Opinion		Total N
Adults	34%	(334)	36%	(359)	29%	(287)	1%	(12)	993
2016 Vote: Democrat Hillary Clinton	40%	(135)	28%	(94)	31%	(105)	1%	(2)	335
2016 Vote: Republican Donald Trump	31%	(112)	39%	(139)	29%	(103)	2%	(6)	360
2016 Vote: Someone else	25%	(23)	36%	(32)	38%	(34)	—	(0)	90
2012 Vote: Barack Obama	32%	(127)	34%	(132)	33%	(132)	1%	(3)	394
2012 Vote: Mitt Romney	30%	(62)	30%	(61)	37%	(76)	2%	(5)	204
2012 Vote: Didn't Vote	37%	(133)	44%	(158)	17%	(62)	1%	(5)	358
4-Region: Northeast	25%	(47)	36%	(67)	37%	(69)	1%	(3)	186
4-Region: Midwest	27%	(56)	47%	(97)	26%	(54)	1%	(1)	209
4-Region: South	38%	(138)	34%	(123)	27%	(99)	2%	(6)	367
4-Region: West	41%	(94)	31%	(72)	28%	(64)	1%	(2)	232
Has account: Facebook	33%	(303)	36%	(327)	30%	(270)	1%	(12)	911
Has account: Instagram	42%	(258)	31%	(193)	26%	(161)	1%	(8)	621
Has account: Snapchat	45%	(186)	33%	(135)	21%	(87)	1%	(5)	413
Has account: Twitter	34%	(334)	36%	(359)	29%	(287)	1%	(12)	993
Watches The O'Reilly Factor	46%	(145)	32%	(101)	21%	(65)	2%	(6)	317

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

**Table BRD13\_1: How often do you use the following social media platforms?**

*Facebook*

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N	
							/ No Opinion			
Adults	67% (1228)	17% (309)	8% (142)	3% (61)	3% (59)	1% (25)	1%	(15)	1838	
Gender: Male	56% (471)	21% (181)	11% (97)	5% (39)	4% (31)	2% (14)	1%	(11)	845	
Gender: Female	76% (756)	13% (128)	5% (45)	2% (22)	3% (28)	1% (10)	—	(4)	994	
Age: 18-29	69% (275)	17% (69)	7% (27)	2% (6)	3% (10)	2% (8)	1%	(5)	400	
Age: 30-44	68% (341)	17% (85)	7% (33)	3% (15)	3% (14)	1% (6)	1%	(4)	499	
Age: 45-54	65% (170)	17% (45)	8% (21)	4% (11)	4% (11)	—	(1)	1%	(2)	260
Age: 55-64	67% (241)	16% (57)	8% (28)	6% (21)	3% (10)	1% (3)	—	(1)	360	
Age: 65+	63% (202)	17% (54)	10% (32)	3% (8)	4% (13)	2% (7)	1%	(3)	319	
PID: Dem (no lean)	64% (454)	18% (131)	9% (64)	3% (23)	3% (21)	2% (11)	1%	(4)	708	
PID: Ind (no lean)	70% (383)	14% (75)	6% (35)	3% (15)	4% (22)	1% (8)	2%	(11)	549	
PID: Rep (no lean)	67% (390)	18% (103)	7% (42)	4% (24)	3% (16)	1% (6)	—	(0)	581	
PID/Gender: Dem Men	57% (188)	23% (75)	11% (36)	5% (15)	2% (6)	2% (6)	—	(1)	327	
PID/Gender: Dem Women	70% (267)	15% (56)	7% (28)	2% (8)	4% (15)	1% (5)	1%	(3)	381	
PID/Gender: Ind Men	54% (129)	18% (42)	10% (24)	5% (12)	7% (16)	2% (5)	4%	(10)	238	
PID/Gender: Ind Women	81% (253)	11% (33)	4% (11)	1% (3)	2% (6)	1% (3)	—	(1)	311	
PID/Gender: Rep Men	55% (154)	23% (64)	13% (36)	4% (12)	3% (9)	1% (3)	—	(0)	279	
PID/Gender: Rep Women	78% (236)	13% (39)	2% (6)	4% (11)	2% (7)	1% (3)	—	(0)	302	
Tea Party: Supporter	61% (378)	23% (146)	9% (57)	4% (23)	1% (9)	1% (7)	—	(2)	623	
Tea Party: Not Supporter	70% (843)	13% (161)	7% (84)	3% (37)	4% (51)	1% (17)	1%	(13)	1206	
Ideo: Liberal (1-3)	64% (449)	20% (138)	9% (65)	3% (21)	2% (16)	1% (6)	1%	(6)	701	
Ideo: Moderate (4)	67% (263)	16% (61)	7% (28)	3% (11)	4% (14)	2% (8)	1%	(5)	391	
Ideo: Conservative (5-7)	66% (357)	17% (91)	8% (42)	4% (24)	4% (21)	1% (7)	—	(0)	542	
Educ: < College	68% (888)	16% (201)	8% (99)	3% (40)	3% (40)	2% (20)	1%	(12)	1299	
Educ: Bachelors degree	61% (217)	22% (80)	7% (25)	3% (11)	4% (15)	1% (4)	1%	(2)	354	
Educ: Post-grad	66% (122)	15% (28)	10% (18)	6% (10)	2% (4)	—	(1)	1%	(1)	185

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**Table BRD13\_1: How often do you use the following social media platforms?**

Facebook

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know	Total N
	a day	a week	a week	a month	a month		/ No Opinion	
Adults	67% (1228)	17% (309)	8% (142)	3% (61)	3% (59)	1% (25)	1% (15)	1838
Income: Under 50k	68% (794)	16% (185)	7% (86)	3% (35)	3% (40)	1% (16)	1% (11)	1166
Income: 50k-100k	65% (330)	18% (93)	8% (41)	4% (19)	2% (12)	1% (7)	1% (4)	506
Income: 100k+	62% (104)	18% (30)	9% (15)	5% (8)	4% (7)	1% (2)	— (0)	166
Ethnicity: White	69% (1011)	15% (219)	8% (115)	4% (53)	3% (41)	2% (23)	1% (10)	1472
Ethnicity: Hispanic	48% (120)	30% (74)	14% (34)	4% (10)	2% (4)	1% (1)	2% (4)	248
Ethnicity: Afr. Am.	64% (143)	22% (50)	5% (12)	2% (4)	5% (12)	1% (1)	1% (3)	226
Ethnicity: Other	51% (73)	28% (40)	10% (15)	3% (4)	4% (6)	1% (1)	2% (2)	141
Relig: Protestant	70% (335)	14% (66)	7% (33)	3% (16)	3% (13)	2% (10)	— (2)	476
Relig: Roman Catholic	61% (229)	19% (73)	11% (42)	5% (17)	3% (11)	1% (3)	— (1)	376
Relig: Ath./Agn./None	67% (321)	15% (73)	7% (32)	2% (12)	4% (17)	2% (9)	2% (10)	475
Relig: Something Else	62% (191)	22% (68)	9% (27)	3% (10)	2% (7)	1% (2)	— (1)	306
Relig: Evangelical	70% (393)	16% (89)	6% (36)	3% (19)	2% (14)	2% (9)	— (2)	561
Relig: Non-Evang. Catholics	65% (321)	16% (79)	9% (46)	4% (21)	4% (22)	1% (5)	— (1)	494
Relig: All Christian	68% (714)	16% (167)	8% (81)	4% (40)	3% (35)	1% (14)	— (3)	1055
Relig: All Non-Christian	66% (512)	18% (141)	8% (60)	3% (22)	3% (24)	1% (11)	2% (12)	781
Community: Urban	67% (342)	17% (88)	6% (32)	4% (20)	3% (16)	1% (4)	1% (6)	508
Community: Suburban	64% (504)	17% (135)	9% (70)	3% (27)	4% (28)	2% (12)	1% (9)	785
Community: Rural	70% (381)	16% (86)	7% (39)	3% (15)	3% (15)	2% (9)	— (0)	546
Employ: Private Sector	69% (389)	16% (91)	7% (38)	3% (14)	3% (19)	2% (9)	— (0)	560
Employ: Government	51% (91)	31% (56)	9% (16)	5% (9)	2% (3)	1% (2)	1% (2)	179
Employ: Self-Employed	64% (112)	15% (26)	15% (26)	4% (7)	1% (2)	1% (1)	— (0)	173
Employ: Homemaker	78% (124)	11% (17)	6% (9)	2% (3)	3% (5)	1% (1)	— (0)	159
Employ: Student	64% (59)	19% (17)	13% (12)	1% (1)	2% (2)	— (0)	1% (1)	92
Employ: Retired	66% (250)	16% (60)	7% (28)	4% (13)	5% (18)	2% (8)	— (1)	379
Employ: Unemployed	66% (117)	14% (25)	5% (8)	6% (10)	5% (9)	2% (3)	2% (4)	176
Employ: Other	72% (86)	14% (17)	4% (5)	3% (4)	— (0)	— (1)	5% (6)	120
Job Type: White-collar	62% (450)	20% (144)	10% (74)	3% (24)	3% (20)	1% (7)	— (3)	721
Job Type: Blue-collar	70% (524)	15% (111)	7% (52)	4% (29)	2% (17)	1% (11)	— (3)	747
Job Type: Don't Know	69% (254)	15% (54)	4% (16)	2% (9)	6% (22)	2% (7)	2% (9)	370

Continued on next page

**Table BRD13\_1: How often do you use the following social media platforms?**  
*Facebook*

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N
							/ No Opinion		
Adults	67% (1228)	17% (309)	8% (142)	3% (61)	3% (59)	1% (25)	1%	(15)	1838
Military HH: Yes	62% (229)	21% (77)	9% (32)	4% (13)	3% (10)	2% (7)	—	(0)	370
Military HH: No	68% (998)	16% (232)	7% (109)	3% (48)	3% (49)	1% (17)	1%	(15)	1469
2016 Vote: Democrat Hillary Clinton	71% (415)	14% (85)	7% (39)	2% (15)	3% (19)	2% (10)	1%	(4)	587
2016 Vote: Republican Donald Trump	66% (446)	19% (125)	8% (55)	4% (27)	2% (12)	1% (9)	—	(1)	675
2016 Vote: Someone else	70% (108)	16% (24)	6% (9)	2% (3)	3% (5)	2% (3)	1%	(2)	153
2012 Vote: Barack Obama	70% (478)	16% (111)	6% (40)	2% (16)	4% (26)	2% (11)	1%	(4)	687
2012 Vote: Mitt Romney	67% (300)	16% (73)	7% (33)	5% (20)	3% (13)	1% (6)	—	(0)	444
2012 Vote: Other	72% (57)	11% (9)	6% (5)	4% (3)	4% (3)	2% (2)	1%	(1)	79
2012 Vote: Didn't Vote	62% (390)	19% (117)	10% (64)	4% (22)	3% (17)	1% (6)	2%	(10)	625
4-Region: Northeast	68% (222)	18% (58)	7% (22)	3% (10)	3% (10)	1% (3)	1%	(3)	326
4-Region: Midwest	63% (244)	19% (74)	9% (35)	5% (19)	3% (12)	1% (5)	—	(2)	390
4-Region: South	70% (487)	15% (106)	6% (44)	3% (17)	3% (23)	1% (9)	1%	(6)	692
4-Region: West	64% (275)	17% (72)	10% (42)	4% (16)	3% (14)	2% (8)	1%	(5)	430
Has account: Facebook	67% (1228)	17% (309)	8% (142)	3% (61)	3% (59)	1% (25)	1%	(15)	1838
Has account: Instagram	74% (604)	15% (127)	5% (45)	2% (14)	2% (17)	1% (7)	1%	(8)	821
Has account: Snapchat	73% (419)	16% (89)	6% (35)	1% (6)	1% (6)	1% (7)	2%	(9)	571
Has account: Twitter	73% (665)	17% (151)	6% (50)	2% (18)	1% (13)	1% (7)	1%	(5)	911
Watches The O'Reilly Factor	61% (296)	23% (114)	8% (40)	5% (25)	1% (7)	1% (5)	—	(2)	488

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

**Table BRD13\_2: How often do you use the following social media platforms?**

*Instagram*

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N
							/ No Opinion		
Adults	43% (389)	23% (209)	13% (114)	8% (74)	8% (70)	4% (36)	1% (12)		903
Gender: Male	44% (194)	26% (115)	14% (61)	6% (25)	6% (24)	2% (10)	2% (8)		437
Gender: Female	42% (195)	20% (95)	11% (53)	10% (48)	10% (45)	5% (26)	1% (4)		466
Age: 18-29	56% (162)	19% (55)	7% (20)	6% (17)	7% (20)	3% (9)	1% (3)		287
Age: 30-44	45% (147)	23% (75)	15% (48)	8% (26)	7% (23)	1% (5)	2% (5)		328
Age: 45-54	34% (34)	18% (18)	14% (14)	14% (14)	12% (12)	8% (8)	1% (1)		100
Age: 55-64	25% (35)	35% (49)	16% (22)	8% (11)	9% (12)	7% (9)	— (0)		138
Age: 65+	23% (12)	25% (12)	20% (10)	12% (6)	6% (3)	10% (5)	5% (2)		50
PID: Dem (no lean)	42% (155)	23% (84)	17% (62)	8% (31)	6% (23)	4% (16)	— (1)		372
PID: Ind (no lean)	43% (109)	22% (56)	11% (27)	7% (17)	9% (24)	4% (11)	4% (10)		253
PID: Rep (no lean)	45% (124)	25% (69)	9% (25)	9% (26)	8% (23)	3% (9)	1% (2)		278
PID/Gender: Dem Men	46% (86)	25% (46)	20% (37)	3% (6)	4% (8)	1% (2)	— (0)		185
PID/Gender: Dem Women	37% (69)	21% (39)	13% (24)	13% (25)	8% (15)	7% (14)	— (1)		187
PID/Gender: Ind Men	44% (45)	20% (20)	10% (10)	6% (6)	6% (6)	6% (6)	8% (8)		101
PID/Gender: Ind Women	42% (65)	23% (36)	11% (17)	7% (11)	11% (17)	3% (5)	1% (2)		152
PID/Gender: Rep Men	42% (64)	32% (49)	9% (13)	8% (12)	7% (11)	1% (2)	— (0)		151
PID/Gender: Rep Women	48% (61)	16% (20)	9% (12)	10% (13)	10% (13)	5% (7)	1% (2)		127
Tea Party: Supporter	48% (183)	28% (108)	12% (46)	5% (21)	4% (13)	2% (8)	1% (2)		381
Tea Party: Not Supporter	40% (205)	20% (102)	13% (66)	10% (53)	11% (55)	5% (27)	2% (10)		517
Ideo: Liberal (1-3)	44% (181)	27% (112)	14% (56)	6% (25)	6% (26)	2% (9)	1% (4)		414
Ideo: Moderate (4)	37% (69)	19% (35)	14% (25)	12% (22)	9% (17)	7% (13)	2% (4)		186
Ideo: Conservative (5-7)	50% (100)	19% (38)	12% (24)	8% (17)	7% (13)	4% (8)	1% (2)		201
Educ: < College	42% (271)	24% (155)	13% (83)	7% (47)	8% (49)	4% (25)	2% (11)		641
Educ: Bachelors degree	43% (76)	24% (42)	14% (24)	9% (16)	6% (11)	3% (5)	1% (1)		176
Educ: Post-grad	48% (42)	15% (13)	8% (7)	11% (10)	12% (10)	6% (5)	— (0)		87

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**Table BRD13\_2: How often do you use the following social media platforms?**  
*Instagram*

Demographic	At least once		A few times		At least once		A few times		At least once		Never		Don't Know / No Opinion		Total N
	a day	a week	a week	a month	a month	a month	a month	a month	a month	a month	a month	a month	a month	a month	
Adults	43% (389)	23% (209)	13% (114)	8% (74)	8% (70)	4% (36)	1% (12)	903							
Income: Under 50k	40% (229)	25% (140)	13% (76)	8% (45)	8% (43)	4% (25)	2% (10)	567							
Income: 50k-100k	44% (104)	25% (59)	12% (28)	9% (22)	6% (15)	3% (8)	1% (2)	238							
Income: 100k+	57% (55)	11% (11)	11% (10)	6% (6)	13% (12)	3% (3)	— (0)	98							
Ethnicity: White	42% (285)	22% (151)	13% (91)	9% (61)	8% (52)	5% (31)	1% (9)	679							
Ethnicity: Hispanic	36% (72)	37% (73)	17% (33)	5% (9)	4% (7)	— (1)	1% (3)	198							
Ethnicity: Afr. Am.	47% (63)	22% (30)	10% (13)	7% (9)	10% (13)	3% (4)	1% (2)	134							
Ethnicity: Other	45% (41)	32% (29)	11% (10)	4% (3)	6% (5)	— (0)	2% (1)	90							
Relig: Protestant	42% (75)	23% (40)	11% (20)	8% (14)	7% (12)	8% (13)	2% (3)	177							
Relig: Roman Catholic	47% (95)	28% (56)	13% (26)	6% (13)	4% (8)	1% (3)	— (0)	200							
Relig: Ath./Agn./None	49% (120)	16% (38)	11% (28)	11% (26)	7% (18)	3% (7)	3% (7)	244							
Relig: Something Else	35% (62)	28% (50)	17% (31)	8% (14)	8% (13)	4% (8)	1% (1)	179							
Relig: Evangelical	43% (120)	27% (74)	11% (30)	6% (17)	9% (27)	4% (12)	— (1)	281							
Relig: Non-Evang. Catholics	44% (87)	24% (47)	12% (24)	9% (17)	6% (12)	4% (8)	1% (2)	198							
Relig: All Christian	43% (207)	25% (121)	11% (54)	7% (33)	8% (39)	4% (21)	1% (3)	479							
Relig: All Non-Christian	43% (182)	21% (88)	14% (58)	9% (40)	7% (31)	4% (15)	2% (9)	424							
Community: Urban	58% (159)	17% (48)	10% (27)	9% (25)	4% (11)	1% (3)	1% (3)	276							
Community: Suburban	36% (135)	24% (90)	17% (62)	8% (28)	8% (29)	5% (19)	2% (7)	370							
Community: Rural	37% (95)	28% (72)	10% (25)	8% (20)	12% (30)	5% (13)	1% (2)	257							
Employ: Private Sector	48% (154)	20% (62)	12% (38)	8% (25)	8% (25)	4% (13)	— (1)	318							
Employ: Government	31% (32)	40% (40)	13% (13)	4% (4)	10% (10)	2% (3)	— (0)	102							
Employ: Self-Employed	44% (46)	29% (31)	13% (14)	7% (7)	4% (4)	3% (3)	— (0)	105							
Employ: Homemaker	35% (31)	22% (19)	18% (16)	11% (10)	11% (10)	2% (2)	— (0)	87							
Employ: Student	55% (35)	19% (12)	8% (5)	8% (5)	7% (4)	1% (0)	2% (1)	64							
Employ: Retired	25% (19)	26% (20)	18% (14)	9% (7)	5% (4)	14% (10)	3% (2)	77							
Employ: Unemployed	57% (42)	17% (13)	2% (2)	10% (7)	6% (5)	5% (4)	3% (2)	74							
Employ: Other	40% (30)	15% (11)	15% (12)	11% (8)	10% (8)	3% (2)	6% (5)	76							
Job Type: White-collar	45% (178)	26% (104)	13% (50)	7% (29)	4% (18)	4% (16)	— (0)	395							
Job Type: Blue-collar	40% (121)	25% (76)	16% (48)	7% (23)	8% (25)	3% (10)	1% (3)	306							
Job Type: Don't Know	45% (90)	15% (30)	8% (16)	11% (22)	13% (27)	5% (9)	4% (9)	202							

Continued on next page

**Table BRD13\_2: How often do you use the following social media platforms?**

*Instagram*

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N
							/ No Opinion		
Adults	43% (389)	23% (209)	13% (114)	8% (74)	8% (70)	4% (36)	1% (12)		903
Military HH: Yes	42% (82)	30% (58)	14% (27)	4% (8)	8% (16)	2% (4)	— (0)		195
Military HH: No	43% (307)	21% (151)	12% (87)	9% (66)	8% (54)	5% (32)	2% (12)		708
2016 Vote: Democrat Hillary Clinton	49% (144)	21% (61)	10% (29)	8% (24)	8% (22)	4% (12)	— (0)		293
2016 Vote: Republican Donald Trump	44% (125)	25% (72)	12% (34)	8% (22)	6% (18)	4% (13)	1% (2)		285
2016 Vote: Someone else	44% (35)	20% (16)	10% (8)	7% (6)	10% (8)	5% (4)	4% (3)		81
2012 Vote: Barack Obama	45% (140)	21% (64)	14% (42)	8% (24)	9% (29)	4% (13)	— (0)		313
2012 Vote: Mitt Romney	45% (73)	19% (30)	11% (18)	10% (17)	9% (15)	5% (9)	1% (2)		163
2012 Vote: Didn't Vote	41% (163)	28% (111)	12% (49)	7% (28)	6% (25)	3% (13)	2% (10)		398
4-Region: Northeast	48% (79)	22% (36)	12% (19)	6% (10)	7% (12)	4% (6)	1% (2)		163
4-Region: Midwest	38% (68)	29% (52)	9% (16)	12% (21)	10% (17)	3% (5)	— (1)		181
4-Region: South	41% (147)	25% (89)	13% (47)	7% (24)	6% (21)	6% (21)	2% (7)		357
4-Region: West	47% (95)	16% (33)	15% (31)	9% (19)	10% (20)	2% (4)	1% (1)		202
Has account: Facebook	43% (349)	23% (186)	13% (105)	8% (67)	8% (67)	4% (34)	1% (12)		821
Has account: Instagram	43% (389)	23% (209)	13% (114)	8% (74)	8% (70)	4% (36)	1% (12)		903
Has account: Snapchat	53% (262)	21% (104)	10% (47)	6% (27)	6% (28)	3% (14)	2% (9)		490
Has account: Twitter	44% (273)	23% (144)	11% (68)	8% (47)	8% (50)	5% (32)	1% (7)		621
Watches The O'Reilly Factor	49% (129)	27% (70)	13% (35)	4% (10)	3% (9)	3% (7)	1% (2)		262

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

**Table BRD13\_3: How often do you use the following social media platforms?**  
*Snapchat*

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N
							/ No Opinion		
Adults	43% (281)	24% (157)	12% (75)	10% (62)	5% (34)	5% (30)	1%	(9)	648
Gender: Male	45% (146)	27% (88)	12% (38)	6% (21)	4% (14)	3% (10)	2%	(8)	324
Gender: Female	42% (135)	21% (69)	11% (37)	13% (41)	6% (20)	6% (20)	—	(1)	324
Age: 18-29	52% (145)	22% (62)	8% (22)	8% (21)	4% (10)	6% (16)	1%	(3)	280
Age: 30-44	42% (102)	27% (64)	12% (30)	9% (21)	6% (14)	2% (4)	2%	(5)	240
Age: 45-54	34% (18)	21% (11)	15% (8)	16% (9)	8% (4)	6% (3)	—	(0)	52
Age: 55-64	21% (14)	30% (19)	22% (14)	12% (8)	9% (6)	6% (4)	—	(0)	65
PID: Dem (no lean)	42% (106)	25% (63)	14% (35)	8% (21)	4% (11)	6% (16)	1%	(1)	253
PID: Ind (no lean)	40% (77)	23% (44)	7% (14)	12% (24)	8% (16)	4% (8)	4%	(8)	192
PID: Rep (no lean)	48% (97)	25% (50)	12% (25)	9% (17)	4% (7)	3% (5)	—	(0)	203
PID/Gender: Dem Men	41% (56)	29% (40)	15% (21)	8% (11)	2% (3)	4% (5)	—	(0)	135
PID/Gender: Dem Women	43% (51)	20% (23)	12% (15)	8% (9)	7% (8)	9% (11)	1%	(1)	118
PID/Gender: Ind Men	45% (36)	19% (15)	7% (6)	7% (6)	9% (7)	3% (2)	10%	(8)	81
PID/Gender: Ind Women	37% (41)	26% (29)	7% (8)	16% (18)	8% (9)	6% (6)	—	(0)	111
PID/Gender: Rep Men	50% (54)	31% (33)	10% (11)	4% (4)	3% (4)	2% (2)	—	(0)	108
PID/Gender: Rep Women	46% (43)	18% (17)	15% (14)	14% (14)	4% (3)	3% (3)	—	(0)	95
Tea Party: Supporter	47% (139)	27% (80)	13% (38)	8% (23)	3% (9)	1% (3)	1%	(2)	295
Tea Party: Not Supporter	40% (140)	22% (75)	11% (37)	11% (38)	7% (25)	8% (26)	2%	(7)	348
Ideo: Liberal (1-3)	42% (131)	28% (86)	13% (39)	8% (25)	4% (13)	4% (14)	1%	(4)	311
Ideo: Moderate (4)	42% (51)	23% (28)	13% (16)	10% (12)	4% (5)	4% (5)	2%	(3)	119
Ideo: Conservative (5-7)	45% (59)	22% (29)	11% (15)	12% (16)	6% (7)	4% (5)	—	(0)	131
Educ: < College	44% (203)	24% (109)	12% (55)	10% (44)	6% (26)	4% (17)	2%	(9)	462
Educ: Bachelors degree	35% (42)	31% (38)	13% (16)	8% (10)	5% (5)	8% (9)	—	(0)	120
Educ: Post-grad	54% (36)	16% (11)	7% (4)	12% (8)	5% (3)	6% (4)	—	(0)	66
Income: Under 50k	42% (163)	23% (91)	11% (44)	11% (43)	6% (23)	5% (21)	2%	(8)	391
Income: 50k-100k	42% (75)	30% (53)	13% (22)	8% (14)	4% (8)	3% (5)	1%	(1)	179
Income: 100k+	56% (43)	17% (13)	11% (8)	6% (4)	4% (3)	6% (4)	—	(0)	77

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**Table BRD13\_3: How often do you use the following social media platforms?**

*Snapchat*

Demographic	At least once a day		A few times a week		At least once a month		Never		Don't Know / No Opinion		Total N				
Adults	43%	(281)	24%	(157)	12%	(75)	10%	(62)	5%	(34)	5%	(30)	1%	(9)	648
Ethnicity: White	44%	(217)	22%	(108)	12%	(60)	10%	(51)	5%	(25)	5%	(24)	1%	(6)	491
Ethnicity: Hispanic	38%	(59)	32%	(50)	19%	(29)	8%	(12)	2%	(4)	—	(0)	2%	(3)	157
Ethnicity: Afr. Am.	40%	(34)	27%	(23)	8%	(7)	7%	(6)	9%	(7)	7%	(6)	2%	(2)	85
Ethnicity: Other	41%	(29)	36%	(26)	11%	(8)	8%	(5)	3%	(2)	—	(0)	2%	(1)	72
Relig: Protestant	40%	(40)	18%	(18)	15%	(15)	11%	(11)	10%	(10)	6%	(6)	1%	(1)	100
Relig: Roman Catholic	50%	(72)	28%	(41)	11%	(16)	8%	(12)	1%	(2)	2%	(3)	—	(0)	145
Relig: Ath./Agn./None	47%	(91)	21%	(42)	9%	(18)	9%	(17)	5%	(10)	6%	(11)	3%	(6)	195
Relig: Something Else	35%	(46)	29%	(38)	17%	(22)	10%	(12)	4%	(5)	5%	(6)	2%	(2)	131
Relig: Evangelical	49%	(92)	23%	(43)	8%	(15)	12%	(22)	5%	(10)	3%	(6)	—	(0)	188
Relig: Non-Evang. Catholics	39%	(52)	25%	(34)	15%	(20)	7%	(10)	8%	(10)	5%	(7)	—	(1)	133
Relig: All Christian	45%	(144)	24%	(77)	11%	(35)	10%	(32)	6%	(20)	4%	(13)	—	(1)	321
Relig: All Non-Christian	42%	(137)	24%	(80)	12%	(40)	9%	(29)	4%	(14)	5%	(17)	3%	(9)	326
Community: Urban	52%	(109)	22%	(47)	10%	(22)	6%	(13)	6%	(12)	2%	(5)	1%	(3)	211
Community: Suburban	39%	(104)	24%	(64)	12%	(33)	11%	(30)	5%	(13)	7%	(19)	2%	(6)	269
Community: Rural	40%	(68)	28%	(47)	12%	(19)	11%	(18)	6%	(10)	4%	(6)	—	(0)	168
Employ: Private Sector	44%	(109)	27%	(66)	10%	(24)	10%	(26)	5%	(11)	5%	(12)	—	(0)	247
Employ: Government	44%	(36)	33%	(27)	13%	(11)	6%	(5)	2%	(1)	3%	(2)	—	(0)	82
Employ: Self-Employed	55%	(34)	21%	(13)	10%	(6)	1%	(1)	4%	(2)	9%	(6)	—	(0)	61
Employ: Homemaker	32%	(19)	25%	(15)	23%	(14)	16%	(10)	3%	(2)	1%	(1)	—	(0)	60
Employ: Student	52%	(37)	25%	(18)	4%	(3)	8%	(6)	8%	(5)	1%	(1)	2%	(1)	71
Employ: Unemployed	39%	(23)	13%	(7)	10%	(6)	10%	(6)	15%	(9)	9%	(5)	4%	(2)	58
Job Type: White-collar	47%	(135)	27%	(77)	12%	(36)	7%	(20)	3%	(10)	4%	(12)	—	(0)	289
Job Type: Blue-collar	40%	(80)	25%	(50)	14%	(29)	11%	(22)	6%	(11)	2%	(5)	1%	(3)	200
Job Type: Don't Know	41%	(66)	19%	(30)	6%	(10)	13%	(20)	9%	(14)	8%	(13)	4%	(6)	158
Military HH: Yes	45%	(63)	26%	(37)	14%	(20)	9%	(13)	3%	(4)	2%	(3)	—	(0)	141
Military HH: No	43%	(218)	24%	(120)	11%	(55)	10%	(49)	6%	(30)	5%	(26)	2%	(9)	507
2016 Vote: Democrat Hillary Clinton	50%	(102)	21%	(42)	8%	(17)	8%	(16)	6%	(11)	7%	(15)	—	(0)	202
2016 Vote: Republican Donald Trump	44%	(88)	25%	(51)	12%	(24)	12%	(24)	3%	(6)	3%	(7)	—	(1)	203
2016 Vote: Someone else	40%	(23)	32%	(18)	4%	(2)	10%	(6)	4%	(2)	6%	(4)	3%	(2)	57

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**Table BRD13\_3: How often do you use the following social media platforms?**  
*Snapchat*

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know		Total N
	a day	a week	a week	a month	a month		/ No	Opinion	
Adults	43% (281)	24% (157)	12% (75)	10% (62)	5% (34)	5% (30)	1%	(9)	648
2012 Vote: Barack Obama	44% (91)	23% (48)	11% (23)	8% (16)	5% (11)	8% (17)	—	(0)	206
2012 Vote: Mitt Romney	43% (44)	26% (28)	12% (13)	13% (13)	1% (1)	4% (4)	1%	(1)	105
2012 Vote: Didn't Vote	44% (134)	22% (69)	12% (38)	9% (29)	6% (19)	3% (9)	3%	(9)	307
4-Region: Northeast	43% (54)	25% (31)	15% (19)	7% (9)	3% (4)	6% (7)	1%	(2)	126
4-Region: Midwest	41% (50)	24% (29)	15% (19)	11% (13)	6% (7)	1% (1)	1%	(1)	122
4-Region: South	40% (103)	27% (68)	10% (25)	10% (26)	4% (10)	7% (18)	2%	(5)	254
4-Region: West	51% (74)	20% (29)	8% (12)	10% (14)	8% (12)	2% (3)	1%	(1)	147
Has account: Facebook	44% (253)	24% (136)	11% (61)	10% (58)	5% (30)	4% (24)	2%	(9)	571
Has account: Instagram	46% (225)	24% (116)	11% (55)	8% (41)	5% (25)	4% (20)	2%	(9)	490
Has account: Snapchat	43% (281)	24% (157)	12% (75)	10% (62)	5% (34)	5% (30)	1%	(9)	648
Has account: Twitter	48% (199)	21% (87)	11% (43)	8% (32)	6% (24)	5% (21)	1%	(6)	413
Watches The O'Reilly Factor	52% (105)	25% (51)	13% (26)	6% (12)	1% (3)	2% (4)	1%	(2)	203

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

**Table BRD13\_4: How often do you use the following social media platforms?**

Twitter

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N
							/ No Opinion		
Adults	36% (356)	22% (218)	13% (127)	10% (96)	11% (111)	8% (77)	1%	(9)	993
Gender: Male	42% (221)	24% (128)	15% (80)	8% (41)	7% (35)	3% (18)	1%	(6)	528
Gender: Female	29% (135)	19% (90)	10% (47)	12% (55)	16% (76)	13% (59)	1%	(3)	465
Age: 18-29	43% (103)	19% (44)	10% (23)	11% (25)	8% (20)	8% (19)	1%	(2)	237
Age: 30-44	37% (117)	25% (77)	12% (39)	11% (34)	6% (18)	7% (23)	1%	(4)	313
Age: 45-54	28% (40)	20% (29)	20% (28)	5% (7)	17% (25)	9% (13)	1%	(1)	144
Age: 55-64	30% (59)	27% (53)	11% (22)	11% (22)	17% (34)	4% (8)	—	(1)	198
Age: 65+	36% (37)	14% (14)	15% (15)	8% (8)	13% (14)	13% (13)	1%	(1)	102
PID: Dem (no lean)	40% (163)	21% (86)	15% (60)	8% (34)	9% (38)	5% (21)	—	(1)	403
PID: Ind (no lean)	29% (79)	21% (57)	11% (29)	12% (32)	14% (37)	11% (30)	2%	(6)	269
PID: Rep (no lean)	36% (115)	23% (75)	12% (38)	9% (30)	11% (36)	8% (26)	1%	(2)	321
PID/Gender: Dem Men	47% (100)	25% (54)	19% (41)	4% (8)	4% (9)	2% (4)	—	(0)	216
PID/Gender: Dem Women	33% (62)	17% (32)	10% (19)	14% (26)	16% (29)	9% (18)	—	(1)	187
PID/Gender: Ind Men	37% (50)	18% (25)	12% (16)	11% (14)	10% (14)	8% (11)	4%	(5)	135
PID/Gender: Ind Women	21% (28)	24% (32)	10% (13)	13% (17)	18% (24)	14% (19)	—	(0)	134
PID/Gender: Rep Men	40% (70)	28% (50)	13% (23)	10% (18)	7% (12)	2% (3)	—	(1)	177
PID/Gender: Rep Women	31% (44)	17% (25)	10% (15)	9% (12)	16% (24)	15% (22)	1%	(2)	144
Tea Party: Supporter	39% (157)	29% (119)	13% (51)	6% (25)	9% (35)	4% (18)	—	(2)	406
Tea Party: Not Supporter	34% (199)	17% (98)	13% (76)	12% (71)	13% (76)	10% (58)	1%	(7)	585
Ideo: Liberal (1-3)	39% (174)	28% (124)	13% (59)	7% (33)	8% (34)	5% (22)	1%	(2)	448
Ideo: Moderate (4)	33% (68)	19% (39)	13% (28)	12% (25)	13% (27)	7% (15)	2%	(4)	206
Ideo: Conservative (5-7)	35% (86)	18% (44)	14% (36)	11% (28)	11% (27)	11% (27)	1%	(2)	248
Educ: < College	35% (242)	22% (153)	13% (88)	9% (64)	12% (85)	8% (59)	1%	(9)	699
Educ: Bachelors degree	41% (78)	22% (43)	13% (24)	11% (21)	9% (17)	5% (9)	—	(0)	192
Educ: Post-grad	35% (35)	21% (21)	15% (15)	11% (12)	9% (9)	9% (9)	—	(0)	102

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**Table BRD13\_4: How often do you use the following social media platforms?**  
Twitter

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N	
							/ No Opinion			
Adults	36% (356)	22% (218)	13% (127)	10% (96)	11% (111)	8% (77)	1%	(9)	993	
Income: Under 50k	33% (205)	23% (141)	12% (75)	10% (60)	14% (88)	7% (46)	1%	(7)	622	
Income: 50k-100k	41% (113)	20% (54)	13% (37)	10% (27)	6% (16)	9% (25)	1%	(2)	275	
Income: 100k+	39% (38)	23% (22)	16% (15)	9% (8)	8% (7)	5% (5)	—	(0)	96	
Ethnicity: White	33% (254)	22% (166)	14% (109)	11% (83)	11% (82)	8% (63)	1%	(5)	761	
Ethnicity: Hispanic	31% (59)	42% (79)	16% (30)	6% (10)	5% (9)	—	(1)	1%	(2)	190
Ethnicity: Afr. Am.	45% (62)	16% (22)	8% (11)	5% (7)	16% (23)	9% (12)	1%	(2)	139	
Ethnicity: Other	43% (40)	32% (29)	7% (7)	7% (6)	7% (7)	2% (2)	3%	(2)	93	
Relig: Protestant	39% (86)	16% (36)	11% (24)	10% (22)	15% (34)	8% (18)	1%	(1)	221	
Relig: Roman Catholic	37% (83)	25% (56)	17% (37)	9% (20)	6% (13)	6% (14)	—	(0)	223	
Relig: Ath./Agn./None	35% (83)	18% (44)	14% (33)	12% (28)	10% (25)	9% (22)	2%	(5)	240	
Relig: Something Else	34% (72)	29% (61)	13% (28)	8% (16)	8% (18)	7% (15)	1%	(2)	211	
Relig: Evangelical	40% (118)	22% (64)	9% (26)	7% (19)	15% (44)	7% (20)	—	(1)	293	
Relig: Non-Evang. Catholics	33% (83)	19% (48)	16% (41)	13% (33)	10% (24)	8% (19)	—	(0)	248	
Relig: All Christian	37% (201)	21% (112)	12% (66)	10% (52)	13% (69)	7% (40)	—	(1)	541	
Relig: All Non-Christian	34% (155)	23% (105)	13% (61)	10% (44)	9% (42)	8% (37)	2%	(7)	451	
Community: Urban	41% (127)	21% (66)	9% (29)	10% (31)	10% (29)	6% (20)	1%	(4)	306	
Community: Suburban	35% (143)	20% (83)	14% (59)	9% (38)	11% (45)	9% (37)	1%	(2)	407	
Community: Rural	31% (86)	25% (69)	14% (39)	10% (27)	13% (37)	7% (20)	1%	(2)	280	
Employ: Private Sector	41% (142)	19% (65)	12% (42)	10% (35)	11% (39)	7% (25)	—	(1)	349	
Employ: Government	28% (28)	36% (37)	13% (13)	7% (7)	9% (9)	7% (7)	—	(0)	101	
Employ: Self-Employed	37% (44)	30% (35)	11% (13)	9% (11)	5% (6)	6% (8)	1%	(2)	119	
Employ: Homemaker	23% (16)	22% (16)	23% (17)	7% (5)	17% (12)	9% (6)	—	(0)	73	
Employ: Student	42% (22)	31% (16)	13% (7)	8% (4)	4% (2)	—	(0)	3%	(1)	52
Employ: Retired	33% (47)	16% (23)	13% (19)	9% (14)	17% (25)	11% (16)	1%	(1)	146	
Employ: Unemployed	36% (31)	15% (13)	11% (10)	16% (14)	9% (7)	10% (9)	3%	(2)	87	
Employ: Other	37% (25)	18% (12)	10% (7)	9% (6)	14% (10)	9% (6)	3%	(2)	67	
Job Type: White-collar	38% (167)	28% (123)	15% (65)	6% (28)	7% (31)	7% (29)	—	(1)	443	
Job Type: Blue-collar	36% (131)	18% (67)	14% (50)	12% (43)	13% (48)	7% (25)	1%	(4)	368	
Job Type: Don't Know	32% (58)	15% (28)	7% (12)	14% (26)	17% (31)	12% (22)	2%	(4)	182	

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**Table BRD13\_4: How often do you use the following social media platforms?**

Twitter

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N
							/ No Opinion		
Adults	36% (356)	22% (218)	13% (127)	10% (96)	11% (111)	8% (77)	1% (9)		993
Military HH: Yes	40% (80)	21% (41)	15% (30)	9% (17)	9% (19)	6% (11)	— (0)		199
Military HH: No	35% (276)	22% (176)	12% (97)	10% (79)	12% (92)	8% (65)	1% (9)		794
2016 Vote: Democrat Hillary Clinton	47% (157)	18% (60)	11% (37)	8% (28)	10% (32)	6% (19)	1% (2)		335
2016 Vote: Republican Donald Trump	34% (124)	27% (98)	12% (44)	8% (29)	10% (36)	8% (27)	— (2)		360
2016 Vote: Someone else	30% (27)	21% (19)	19% (17)	9% (8)	15% (13)	5% (4)	2% (2)		90
2012 Vote: Barack Obama	38% (151)	21% (82)	12% (48)	10% (40)	13% (49)	6% (23)	— (2)		394
2012 Vote: Mitt Romney	39% (80)	14% (30)	11% (22)	11% (23)	12% (24)	12% (24)	— (1)		204
2012 Vote: Didn't Vote	31% (110)	29% (102)	15% (54)	8% (29)	9% (32)	7% (24)	2% (6)		358
4-Region: Northeast	32% (60)	14% (27)	13% (25)	15% (28)	13% (24)	11% (20)	1% (2)		186
4-Region: Midwest	30% (63)	28% (59)	14% (29)	10% (22)	10% (22)	6% (13)	1% (1)		209
4-Region: South	38% (139)	21% (78)	13% (47)	8% (29)	12% (43)	8% (29)	1% (4)		367
4-Region: West	41% (95)	23% (53)	11% (27)	8% (17)	10% (22)	7% (16)	1% (2)		232
Has account: Facebook	35% (322)	21% (193)	13% (116)	10% (93)	12% (107)	8% (71)	1% (9)		911
Has account: Instagram	42% (262)	21% (131)	11% (69)	9% (57)	9% (58)	6% (39)	1% (5)		621
Has account: Snapchat	47% (194)	21% (86)	10% (43)	8% (31)	5% (22)	8% (32)	1% (5)		413
Has account: Twitter	36% (356)	22% (218)	13% (127)	10% (96)	11% (111)	8% (77)	1% (9)		993
Watches The O'Reilly Factor	47% (151)	24% (76)	12% (39)	5% (17)	6% (20)	4% (12)	1% (3)		317

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



**Table BRD14:** To the best of your knowledge, which social media platform created "Stories" or content, such as photos or videos that disappear after a set period of time?

Demographic	Facebook		Instagram		Snapchat		Don't Know / No Opinion		Total N
Adults	24%	(537)	10%	(216)	31%	(675)	35%	(773)	2202
Gender: Male	31%	(328)	13%	(135)	24%	(254)	32%	(343)	1060
Gender: Female	18%	(210)	7%	(82)	37%	(421)	38%	(430)	1142
Age: 18-29	25%	(114)	9%	(40)	54%	(249)	12%	(55)	459
Age: 30-44	36%	(208)	16%	(93)	31%	(180)	17%	(96)	577
Age: 45-54	23%	(71)	8%	(26)	29%	(90)	40%	(126)	313
Age: 55-64	19%	(88)	10%	(44)	21%	(96)	50%	(227)	456
Age: 65+	14%	(57)	3%	(13)	15%	(59)	67%	(268)	398
PID: Dem (no lean)	28%	(227)	11%	(92)	32%	(261)	29%	(234)	815
PID: Ind (no lean)	20%	(131)	5%	(35)	33%	(218)	42%	(281)	665
PID: Rep (no lean)	25%	(179)	12%	(90)	27%	(195)	36%	(258)	722
PID/Gender: Dem Men	37%	(143)	15%	(58)	27%	(103)	21%	(82)	386
PID/Gender: Dem Women	20%	(85)	8%	(35)	37%	(158)	35%	(152)	429
PID/Gender: Ind Men	23%	(71)	5%	(17)	23%	(72)	48%	(147)	308
PID/Gender: Ind Women	17%	(60)	5%	(18)	41%	(146)	37%	(134)	358
PID/Gender: Rep Men	31%	(114)	16%	(61)	22%	(79)	31%	(114)	367
PID/Gender: Rep Women	18%	(65)	8%	(29)	33%	(117)	41%	(144)	355
Tea Party: Supporter	36%	(267)	14%	(109)	28%	(208)	22%	(168)	753
Tea Party: Not Supporter	19%	(268)	7%	(106)	32%	(462)	42%	(603)	1439
Ideo: Liberal (1-3)	32%	(268)	15%	(124)	31%	(254)	22%	(180)	826
Ideo: Moderate (4)	22%	(102)	7%	(33)	32%	(149)	39%	(184)	468
Ideo: Conservative (5-7)	18%	(118)	9%	(57)	28%	(184)	46%	(310)	669
Educ: < College	26%	(415)	10%	(160)	29%	(449)	35%	(543)	1567
Educ: Bachelors degree	19%	(79)	10%	(41)	36%	(149)	35%	(146)	416
Educ: Post-grad	20%	(43)	7%	(15)	35%	(76)	38%	(84)	219
Income: Under 50k	26%	(370)	11%	(150)	28%	(390)	35%	(493)	1403
Income: 50k-100k	21%	(124)	8%	(45)	34%	(205)	37%	(223)	597
Income: 100k+	21%	(43)	11%	(21)	40%	(80)	28%	(57)	202

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**Table BRD14:** To the best of your knowledge, which social media platform created "Stories" or content, such as photos or videos that disappear after a set period of time?

Demographic	Facebook		Instagram		Snapchat		Don't Know / No Opinion		Total N
Adults	24%	(537)	10%	(216)	31%	(675)	35%	(773)	2202
Ethnicity: White	22%	(390)	8%	(144)	31%	(546)	38%	(672)	1751
Ethnicity: Hispanic	47%	(154)	25%	(83)	21%	(69)	7%	(22)	330
Ethnicity: Afr. Am.	27%	(74)	13%	(34)	34%	(92)	26%	(69)	269
Ethnicity: Other	40%	(74)	21%	(39)	20%	(37)	18%	(32)	182
Relig: Protestant	20%	(114)	9%	(53)	24%	(138)	48%	(277)	581
Relig: Roman Catholic	28%	(129)	13%	(63)	24%	(113)	35%	(162)	466
Relig: Ath./Agn./None	19%	(108)	7%	(39)	40%	(226)	34%	(192)	565
Relig: Something Else	36%	(132)	12%	(45)	30%	(111)	21%	(76)	364
Relig: Evangelical	28%	(187)	13%	(88)	26%	(171)	33%	(220)	666
Relig: Non-Evang. Catholics	18%	(110)	7%	(45)	27%	(166)	47%	(284)	605
Relig: All Christian	23%	(297)	10%	(132)	27%	(337)	40%	(504)	1271
Relig: All Non-Christian	26%	(240)	9%	(84)	36%	(337)	29%	(268)	928
Community: Urban	29%	(173)	11%	(65)	27%	(166)	33%	(202)	605
Community: Suburban	20%	(196)	10%	(95)	33%	(317)	37%	(350)	957
Community: Rural	26%	(169)	9%	(57)	30%	(192)	35%	(221)	639
Employ: Private Sector	26%	(169)	9%	(60)	37%	(246)	28%	(185)	660
Employ: Government	29%	(64)	25%	(56)	28%	(62)	17%	(37)	218
Employ: Self-Employed	36%	(73)	10%	(22)	24%	(50)	30%	(61)	205
Employ: Homemaker	31%	(55)	8%	(15)	36%	(63)	24%	(43)	176
Employ: Student	18%	(20)	11%	(12)	57%	(62)	14%	(15)	108
Employ: Retired	16%	(74)	5%	(25)	18%	(84)	61%	(291)	474
Employ: Unemployed	21%	(43)	9%	(19)	33%	(69)	37%	(77)	209
Employ: Other	26%	(39)	5%	(8)	26%	(40)	43%	(65)	151
Job Type: White-collar	28%	(247)	13%	(110)	30%	(267)	29%	(259)	883
Job Type: Blue-collar	22%	(190)	10%	(90)	28%	(247)	40%	(355)	883
Job Type: Don't Know	23%	(101)	4%	(16)	37%	(160)	36%	(159)	437
Military HH: Yes	29%	(136)	15%	(71)	23%	(105)	32%	(150)	462
Military HH: No	23%	(402)	8%	(146)	33%	(570)	36%	(623)	1740

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**Table BRD14:** To the best of your knowledge, which social media platform created "Stories" or content, such as photos or videos that disappear after a set period of time?

Demographic	Facebook		Instagram		Snapchat		Don't Know / No Opinion		Total N
Adults	24%	(537)	10%	(216)	31%	(675)	35%	(773)	2202
2016 Vote: Democrat Hillary Clinton	24%	(166)	11%	(77)	31%	(214)	34%	(232)	688
2016 Vote: Republican Donald Trump	27%	(217)	9%	(74)	25%	(198)	39%	(319)	809
2016 Vote: Someone else	15%	(27)	10%	(19)	37%	(69)	38%	(69)	183
2012 Vote: Barack Obama	22%	(176)	10%	(76)	32%	(255)	36%	(288)	796
2012 Vote: Mitt Romney	19%	(102)	6%	(34)	26%	(142)	49%	(267)	545
2012 Vote: Other	28%	(29)	6%	(6)	24%	(24)	42%	(44)	103
2012 Vote: Didn't Vote	30%	(229)	13%	(100)	34%	(253)	23%	(173)	756
4-Region: Northeast	22%	(87)	8%	(32)	33%	(132)	37%	(150)	402
4-Region: Midwest	26%	(125)	12%	(58)	28%	(132)	33%	(158)	474
4-Region: South	25%	(207)	9%	(76)	32%	(263)	33%	(268)	815
4-Region: West	23%	(118)	10%	(49)	29%	(147)	39%	(197)	511
Has account: Facebook	27%	(488)	9%	(169)	33%	(609)	31%	(573)	1838
Has account: Instagram	29%	(259)	15%	(132)	42%	(380)	15%	(132)	903
Has account: Snapchat	27%	(176)	15%	(94)	50%	(324)	8%	(54)	648
Has account: Twitter	31%	(306)	13%	(128)	34%	(339)	22%	(220)	993
Watches The O'Reilly Factor	32%	(190)	13%	(78)	23%	(138)	31%	(185)	591

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

**Table BRD15\_1: How often do you use the following:  
Stories on Snapchat**

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Total N
Adults	33% (215)	25% (162)	9% (61)	7% (44)	7% (48)	18% (118)	648
Gender: Male	38% (122)	29% (93)	12% (39)	5% (15)	5% (17)	12% (38)	324
Gender: Female	29% (94)	21% (69)	7% (21)	9% (29)	10% (31)	25% (80)	324
Age: 18-29	37% (105)	23% (64)	8% (22)	8% (22)	9% (24)	16% (44)	280
Age: 30-44	34% (81)	29% (69)	9% (21)	6% (14)	5% (11)	18% (43)	240
Age: 45-54	23% (12)	22% (11)	16% (8)	3% (2)	10% (5)	27% (14)	52
Age: 55-64	23% (15)	27% (18)	15% (9)	6% (4)	11% (7)	19% (12)	65
PID: Dem (no lean)	36% (92)	29% (75)	6% (15)	6% (16)	8% (21)	14% (35)	253
PID: Ind (no lean)	26% (51)	19% (37)	10% (19)	7% (14)	10% (19)	27% (52)	192
PID: Rep (no lean)	36% (73)	25% (50)	13% (26)	7% (14)	4% (8)	15% (31)	203
PID/Gender: Dem Men	38% (52)	38% (51)	7% (9)	4% (5)	7% (9)	7% (9)	135
PID/Gender: Dem Women	34% (40)	20% (24)	5% (6)	9% (10)	10% (12)	22% (26)	118
PID/Gender: Ind Men	30% (24)	11% (9)	18% (15)	4% (4)	10% (8)	27% (22)	81
PID/Gender: Ind Women	24% (27)	26% (28)	4% (5)	9% (10)	10% (11)	28% (31)	111
PID/Gender: Rep Men	43% (46)	31% (33)	15% (16)	6% (6)	— (0)	7% (7)	108
PID/Gender: Rep Women	29% (27)	18% (17)	11% (10)	9% (8)	9% (8)	25% (24)	95
Tea Party: Supporter	43% (128)	30% (90)	9% (28)	3% (10)	6% (19)	7% (22)	295
Tea Party: Not Supporter	25% (88)	20% (70)	9% (33)	10% (34)	8% (29)	27% (95)	348
Ideo: Liberal (1-3)	38% (118)	26% (81)	9% (29)	5% (16)	6% (19)	15% (48)	311
Ideo: Moderate (4)	30% (36)	28% (34)	9% (11)	13% (15)	4% (5)	16% (19)	119
Ideo: Conservative (5-7)	30% (39)	24% (31)	11% (14)	4% (5)	9% (12)	22% (29)	131
Educ: < College	37% (172)	24% (110)	10% (45)	6% (29)	6% (30)	16% (76)	462
Educ: Bachelors degree	16% (19)	32% (39)	9% (10)	6% (7)	10% (13)	26% (31)	120
Educ: Post-grad	36% (24)	20% (13)	8% (5)	11% (7)	9% (6)	17% (11)	66
Income: Under 50k	36% (141)	24% (95)	8% (32)	6% (23)	8% (32)	17% (68)	391
Income: 50k-100k	26% (47)	26% (47)	13% (24)	7% (12)	8% (14)	20% (35)	179
Income: 100k+	35% (27)	26% (20)	7% (5)	10% (8)	3% (3)	18% (14)	77
Ethnicity: White	29% (142)	27% (131)	9% (42)	8% (39)	6% (31)	22% (107)	491

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**Table BRD15\_1: How often do you use the following:  
Stories on Snapchat**

Demographic	At least once a day		A few times a week		At least once a week		A few times a month		At least once a month		Never		Total N
Adults	33%	(215)	25%	(162)	9%	(61)	7%	(44)	7%	(48)	18%	(118)	648
Ethnicity: Hispanic	42%	(66)	37%	(58)	10%	(16)	3%	(5)	2%	(4)	5%	(7)	157
Ethnicity: Afr. Am.	42%	(36)	18%	(15)	14%	(12)	—	(0)	16%	(13)	10%	(8)	85
Ethnicity: Other	53%	(38)	23%	(16)	9%	(6)	7%	(5)	5%	(4)	4%	(3)	72
Relig: Protestant	34%	(35)	24%	(24)	5%	(5)	5%	(5)	9%	(9)	22%	(22)	100
Relig: Roman Catholic	33%	(48)	38%	(55)	8%	(12)	6%	(8)	4%	(5)	12%	(17)	145
Relig: Ath./Agn./None	32%	(63)	14%	(28)	11%	(21)	9%	(17)	9%	(17)	25%	(49)	195
Relig: Something Else	32%	(42)	29%	(37)	13%	(17)	8%	(10)	5%	(6)	14%	(18)	131
Relig: Evangelical	46%	(88)	25%	(47)	6%	(11)	4%	(7)	9%	(16)	10%	(19)	188
Relig: Non-Evang. Catholics	17%	(22)	37%	(49)	8%	(11)	7%	(9)	7%	(9)	24%	(32)	133
Relig: All Christian	34%	(110)	30%	(96)	7%	(22)	5%	(16)	8%	(25)	16%	(51)	321
Relig: All Non-Christian	32%	(106)	20%	(65)	12%	(38)	8%	(27)	7%	(23)	21%	(67)	326
Community: Urban	37%	(77)	29%	(61)	10%	(21)	3%	(7)	7%	(16)	14%	(29)	211
Community: Suburban	31%	(82)	24%	(64)	7%	(18)	9%	(25)	8%	(21)	22%	(59)	269
Community: Rural	33%	(56)	22%	(37)	13%	(21)	7%	(11)	7%	(12)	18%	(31)	168
Employ: Private Sector	31%	(77)	29%	(71)	7%	(18)	7%	(16)	6%	(14)	21%	(52)	247
Employ: Government	43%	(36)	36%	(30)	5%	(4)	6%	(5)	2%	(2)	6%	(5)	82
Employ: Self-Employed	44%	(27)	28%	(17)	2%	(1)	5%	(3)	4%	(3)	16%	(10)	61
Employ: Homemaker	19%	(11)	29%	(17)	23%	(14)	8%	(5)	7%	(4)	14%	(8)	60
Employ: Student	32%	(23)	17%	(12)	15%	(11)	14%	(10)	14%	(10)	7%	(5)	71
Employ: Unemployed	30%	(18)	19%	(11)	—	(0)	4%	(2)	17%	(10)	29%	(17)	58
Job Type: White-collar	37%	(108)	31%	(91)	10%	(28)	4%	(12)	6%	(19)	11%	(32)	289
Job Type: Blue-collar	30%	(61)	21%	(43)	12%	(23)	10%	(20)	6%	(12)	20%	(41)	200
Job Type: Don't Know	30%	(47)	18%	(28)	6%	(10)	7%	(12)	11%	(17)	28%	(45)	158
Military HH: Yes	44%	(62)	29%	(40)	9%	(12)	5%	(7)	3%	(4)	11%	(16)	141
Military HH: No	30%	(154)	24%	(122)	10%	(49)	7%	(37)	9%	(44)	20%	(102)	507
2016 Vote: Democrat Hillary Clinton	40%	(80)	21%	(42)	7%	(14)	6%	(11)	8%	(17)	19%	(37)	202
2016 Vote: Republican Donald Trump	36%	(73)	27%	(55)	8%	(16)	8%	(16)	6%	(12)	15%	(31)	203
2016 Vote: Someone else	26%	(15)	23%	(13)	14%	(8)	9%	(5)	5%	(3)	23%	(13)	57

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**Table BRD15\_1: How often do you use the following:  
Stories on Snapchat**

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Total N
Adults	33% (215)	25% (162)	9% (61)	7% (44)	7% (48)	18% (118)	648
2012 Vote: Barack Obama	33% (68)	26% (53)	8% (17)	5% (11)	10% (20)	18% (38)	206
2012 Vote: Mitt Romney	30% (32)	23% (24)	9% (9)	5% (6)	5% (5)	28% (29)	105
2012 Vote: Didn't Vote	34% (106)	26% (79)	11% (34)	7% (21)	7% (21)	15% (46)	307
4-Region: Northeast	29% (36)	25% (32)	10% (12)	6% (8)	8% (10)	22% (28)	126
4-Region: Midwest	26% (31)	35% (43)	12% (14)	8% (9)	6% (7)	13% (16)	122
4-Region: South	33% (84)	23% (59)	9% (24)	6% (14)	8% (21)	21% (52)	254
4-Region: West	44% (64)	19% (28)	7% (10)	9% (13)	7% (10)	14% (21)	147
Has account: Facebook	33% (187)	24% (140)	9% (53)	7% (41)	7% (43)	19% (108)	571
Has account: Instagram	34% (166)	26% (129)	9% (45)	5% (26)	8% (41)	17% (83)	490
Has account: Snapchat	33% (215)	25% (162)	9% (61)	7% (44)	7% (48)	18% (118)	648
Has account: Twitter	37% (151)	24% (99)	9% (37)	4% (17)	7% (30)	19% (79)	413
Watches The O'Reilly Factor	43% (87)	30% (61)	12% (24)	3% (5)	5% (10)	7% (15)	203

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

**Table BRD15\_2: How often do you use the following:  
Stories on Instagram**

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Total N
Adults	25% (224)	19% (170)	8% (75)	5% (48)	6% (53)	37% (334)	903
Gender: Male	34% (150)	26% (113)	10% (42)	3% (15)	3% (15)	23% (103)	437
Gender: Female	16% (74)	12% (57)	7% (33)	7% (33)	8% (38)	50% (231)	466
Age: 18-29	25% (71)	19% (55)	5% (15)	4% (13)	5% (16)	41% (118)	287
Age: 30-44	33% (107)	21% (70)	10% (34)	5% (17)	3% (11)	27% (90)	328
Age: 45-54	17% (17)	12% (12)	16% (16)	4% (4)	7% (7)	45% (45)	100
Age: 55-64	16% (22)	21% (29)	5% (7)	6% (9)	11% (15)	41% (56)	138
Age: 65+	13% (7)	8% (4)	8% (4)	12% (6)	8% (4)	50% (25)	50
PID: Dem (no lean)	28% (105)	20% (74)	9% (35)	4% (15)	7% (26)	31% (117)	372
PID: Ind (no lean)	18% (45)	15% (37)	6% (16)	7% (17)	5% (14)	49% (124)	253
PID: Rep (no lean)	27% (74)	21% (59)	8% (24)	6% (16)	5% (13)	33% (93)	278
PID/Gender: Dem Men	38% (71)	28% (51)	11% (21)	2% (4)	7% (13)	13% (24)	185
PID/Gender: Dem Women	18% (34)	12% (22)	8% (14)	6% (11)	7% (13)	50% (93)	187
PID/Gender: Ind Men	25% (25)	17% (17)	8% (8)	4% (4)	2% (2)	46% (46)	101
PID/Gender: Ind Women	13% (20)	14% (21)	6% (8)	9% (13)	8% (12)	51% (78)	152
PID/Gender: Rep Men	35% (53)	30% (45)	9% (13)	5% (7)	— (0)	21% (32)	151
PID/Gender: Rep Women	16% (21)	11% (14)	8% (10)	7% (8)	10% (12)	48% (61)	127
Tea Party: Supporter	38% (144)	26% (99)	9% (33)	4% (15)	4% (16)	19% (74)	381
Tea Party: Not Supporter	15% (80)	13% (68)	8% (42)	6% (33)	7% (36)	50% (259)	517
Ideo: Liberal (1-3)	31% (127)	24% (101)	8% (34)	5% (19)	6% (27)	26% (107)	414
Ideo: Moderate (4)	21% (40)	12% (22)	10% (18)	6% (12)	5% (10)	45% (84)	186
Ideo: Conservative (5-7)	19% (38)	15% (31)	10% (21)	7% (13)	4% (8)	45% (90)	201
Educ: < College	25% (161)	20% (129)	9% (59)	6% (36)	5% (34)	35% (222)	641
Educ: Bachelors degree	24% (41)	17% (29)	7% (12)	4% (7)	7% (13)	42% (73)	176
Educ: Post-grad	26% (22)	13% (11)	4% (3)	6% (5)	7% (6)	44% (38)	87
Income: Under 50k	25% (144)	20% (112)	9% (51)	6% (34)	6% (34)	34% (192)	567
Income: 50k-100k	22% (52)	19% (45)	5% (12)	4% (9)	7% (16)	44% (105)	238
Income: 100k+	29% (29)	13% (13)	12% (12)	5% (5)	3% (3)	38% (37)	98

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**Table BRD15\_2: How often do you use the following:  
Stories on Instagram**

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Total N
Adults	25% (224)	19% (170)	8% (75)	5% (48)	6% (53)	37% (334)	903
Ethnicity: White	22% (148)	17% (118)	9% (63)	5% (37)	5% (36)	41% (278)	679
Ethnicity: Hispanic	40% (79)	35% (70)	13% (25)	1% (2)	2% (5)	8% (16)	198
Ethnicity: Afr. Am.	32% (43)	20% (27)	2% (3)	5% (7)	11% (15)	29% (39)	134
Ethnicity: Other	37% (33)	28% (25)	9% (9)	5% (4)	2% (2)	19% (17)	90
Relig: Protestant	21% (37)	17% (29)	6% (11)	5% (8)	5% (8)	47% (83)	177
Relig: Roman Catholic	32% (63)	24% (47)	11% (22)	3% (7)	3% (7)	27% (54)	200
Relig: Ath./Agn./None	20% (49)	13% (31)	9% (21)	6% (16)	6% (14)	46% (113)	244
Relig: Something Else	30% (54)	27% (48)	10% (17)	7% (12)	5% (8)	22% (40)	179
Relig: Evangelical	29% (82)	21% (60)	5% (15)	3% (9)	8% (21)	33% (93)	281
Relig: Non-Evang. Catholics	20% (39)	15% (31)	11% (22)	6% (11)	4% (8)	44% (87)	198
Relig: All Christian	25% (121)	19% (90)	8% (37)	4% (20)	6% (30)	38% (181)	479
Relig: All Non-Christian	24% (103)	19% (79)	9% (38)	7% (28)	5% (23)	36% (153)	424
Community: Urban	38% (105)	19% (51)	6% (16)	6% (16)	5% (13)	27% (75)	276
Community: Suburban	17% (63)	20% (75)	9% (34)	6% (21)	6% (23)	42% (154)	370
Community: Rural	22% (56)	17% (43)	10% (25)	4% (11)	6% (16)	41% (105)	257
Employ: Private Sector	25% (78)	18% (56)	9% (28)	6% (18)	7% (23)	36% (115)	318
Employ: Government	31% (32)	32% (32)	10% (10)	1% (1)	2% (2)	24% (25)	102
Employ: Self-Employed	42% (45)	26% (28)	2% (2)	1% (1)	3% (3)	25% (27)	105
Employ: Homemaker	13% (12)	23% (21)	13% (11)	5% (5)	6% (5)	39% (34)	87
Employ: Student	22% (14)	14% (9)	11% (7)	5% (3)	10% (6)	39% (25)	64
Employ: Retired	12% (9)	8% (6)	10% (7)	11% (8)	6% (5)	53% (40)	77
Employ: Unemployed	22% (17)	16% (12)	5% (3)	7% (6)	3% (2)	47% (35)	74
Employ: Other	24% (18)	9% (6)	7% (5)	7% (5)	9% (7)	45% (34)	76
Job Type: White-collar	34% (135)	23% (89)	8% (31)	4% (15)	5% (18)	27% (106)	395
Job Type: Blue-collar	17% (52)	18% (55)	10% (32)	7% (21)	7% (20)	42% (128)	306
Job Type: Don't Know	19% (38)	13% (26)	6% (12)	6% (12)	7% (14)	50% (101)	202
Military HH: Yes	29% (57)	28% (54)	8% (15)	6% (11)	6% (12)	23% (45)	195
Military HH: No	24% (167)	16% (116)	8% (60)	5% (37)	6% (40)	41% (289)	708

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**Table BRD15\_2: How often do you use the following:  
 Stories on Instagram**

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Total N
Adults	25% (224)	19% (170)	8% (75)	5% (48)	6% (53)	37% (334)	903
2016 Vote: Democrat Hillary Clinton	32% (95)	14% (42)	5% (15)	5% (14)	6% (18)	37% (109)	293
2016 Vote: Republican Donald Trump	26% (73)	20% (58)	10% (29)	7% (21)	4% (12)	32% (92)	285
2016 Vote: Someone else	16% (13)	11% (9)	7% (6)	6% (4)	6% (5)	54% (44)	81
2012 Vote: Barack Obama	25% (79)	15% (47)	9% (28)	6% (19)	9% (28)	36% (111)	313
2012 Vote: Mitt Romney	19% (31)	13% (22)	8% (13)	7% (12)	5% (9)	47% (77)	163
2012 Vote: Didn't Vote	26% (105)	25% (100)	9% (34)	4% (16)	3% (14)	33% (130)	398
4-Region: Northeast	25% (40)	16% (26)	8% (13)	6% (10)	4% (6)	41% (68)	163
4-Region: Midwest	22% (40)	25% (45)	10% (18)	6% (11)	6% (11)	31% (56)	181
4-Region: South	23% (82)	18% (63)	9% (33)	5% (17)	7% (24)	39% (138)	357
4-Region: West	31% (62)	18% (36)	5% (11)	5% (10)	6% (12)	36% (72)	202
Has account: Facebook	24% (199)	18% (148)	8% (67)	5% (45)	6% (52)	38% (310)	821
Has account: Instagram	25% (224)	19% (170)	8% (75)	5% (48)	6% (53)	37% (334)	903
Has account: Snapchat	30% (149)	18% (87)	10% (49)	5% (23)	6% (30)	31% (152)	490
Has account: Twitter	27% (166)	17% (105)	8% (49)	6% (37)	6% (38)	36% (226)	621
Watches The O'Reilly Factor	39% (101)	30% (78)	6% (17)	3% (8)	5% (14)	17% (43)	262

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

**Table BRD16:** *As you may know, Facebook has added a feature called Stories to their platform. A story is a collection of photos and videos that disappear after 24 hours. You can add as many pictures and videos as you want to your story for others to view. There are no captions, but you can overlay text and symbols onto the images and use filters. Knowing this, how likely are you to use Stories on Facebook?*

Demographic	Likelihood						Total N
	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion		
Adults	13% (297)	22% (482)	18% (404)	33% (733)	13% (286)	2202	
Gender: Male	19% (196)	29% (304)	17% (175)	25% (261)	12% (124)	1060	
Gender: Female	9% (101)	16% (178)	20% (229)	41% (473)	14% (162)	1142	
Age: 18-29	17% (80)	26% (118)	15% (67)	31% (144)	11% (50)	459	
Age: 30-44	23% (130)	30% (173)	17% (101)	20% (117)	10% (56)	577	
Age: 45-54	9% (28)	20% (63)	22% (70)	31% (97)	18% (55)	313	
Age: 55-64	10% (47)	18% (83)	18% (80)	38% (174)	16% (72)	456	
Age: 65+	3% (11)	11% (45)	22% (87)	51% (201)	13% (53)	398	
PID: Dem (no lean)	15% (126)	28% (229)	17% (142)	30% (244)	9% (74)	815	
PID: Ind (no lean)	9% (57)	15% (97)	20% (136)	38% (250)	19% (125)	665	
PID: Rep (no lean)	16% (114)	22% (156)	18% (126)	33% (239)	12% (87)	722	
PID/Gender: Dem Men	21% (81)	40% (153)	12% (47)	20% (77)	7% (28)	386	
PID/Gender: Dem Women	11% (45)	18% (76)	22% (95)	39% (166)	11% (47)	429	
PID/Gender: Ind Men	11% (35)	16% (48)	22% (66)	32% (97)	20% (61)	308	
PID/Gender: Ind Women	6% (22)	14% (49)	19% (69)	43% (153)	18% (64)	358	
PID/Gender: Rep Men	22% (80)	28% (104)	17% (62)	23% (86)	10% (35)	367	
PID/Gender: Rep Women	9% (33)	15% (52)	18% (65)	43% (154)	15% (52)	355	
Tea Party: Supporter	25% (190)	33% (247)	13% (100)	21% (161)	7% (55)	753	
Tea Party: Not Supporter	7% (107)	16% (229)	21% (304)	40% (569)	16% (230)	1439	
Ideo: Liberal (1-3)	21% (177)	31% (258)	15% (125)	26% (217)	6% (49)	826	
Ideo: Moderate (4)	7% (31)	19% (89)	23% (105)	35% (165)	16% (77)	468	
Ideo: Conservative (5-7)	10% (64)	14% (95)	21% (139)	42% (280)	13% (90)	669	
Educ: < College	15% (235)	23% (358)	18% (277)	31% (481)	14% (216)	1567	
Educ: Bachelors degree	9% (38)	22% (93)	20% (83)	38% (159)	10% (43)	416	
Educ: Post-grad	11% (24)	14% (31)	20% (44)	42% (93)	12% (26)	219	

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**Table BRD16:** As you may know, Facebook has added a feature called Stories to their platform. A story is a collection of photos and videos that disappear after 24 hours. You can add as many pictures and videos as you want to your story for others to view. There are no captions, but you can overlay text and symbols onto the images and use filters. Knowing this, how likely are you to use Stories on Facebook?

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	13% (297)	22% (482)	18% (404)	33% (733)	13% (286)	2202
Income: Under 50k	15% (211)	23% (326)	17% (234)	31% (437)	14% (196)	1403
Income: 50k-100k	11% (66)	20% (117)	21% (125)	37% (221)	11% (69)	597
Income: 100k+	10% (20)	20% (40)	22% (44)	37% (75)	11% (22)	202
Ethnicity: White	12% (210)	19% (329)	20% (343)	36% (639)	13% (231)	1751
Ethnicity: Hispanic	32% (104)	49% (160)	10% (31)	6% (20)	4% (14)	330
Ethnicity: Afr. Am.	21% (56)	27% (73)	15% (40)	26% (69)	12% (32)	269
Ethnicity: Other	17% (32)	44% (81)	12% (21)	14% (26)	12% (23)	182
Relig: Protestant	13% (73)	17% (99)	21% (122)	36% (212)	13% (75)	581
Relig: Roman Catholic	16% (73)	26% (119)	16% (73)	31% (147)	12% (54)	466
Relig: Ath./Agn./None	8% (47)	18% (101)	17% (97)	40% (226)	17% (94)	565
Relig: Something Else	17% (62)	35% (128)	18% (67)	21% (77)	8% (29)	364
Relig: Evangelical	21% (143)	22% (148)	17% (115)	29% (190)	11% (70)	666
Relig: Non-Evang. Catholics	7% (45)	17% (103)	21% (125)	40% (239)	15% (92)	605
Relig: All Christian	15% (188)	20% (251)	19% (240)	34% (429)	13% (162)	1271
Relig: All Non-Christian	12% (109)	25% (230)	18% (163)	33% (303)	13% (123)	928
Community: Urban	18% (110)	26% (154)	16% (97)	28% (167)	13% (77)	605
Community: Suburban	9% (82)	22% (208)	19% (178)	37% (352)	14% (137)	957
Community: Rural	16% (105)	19% (120)	20% (129)	33% (214)	11% (72)	639
Employ: Private Sector	17% (115)	22% (145)	19% (128)	32% (212)	9% (61)	660
Employ: Government	16% (35)	41% (90)	12% (26)	21% (47)	9% (20)	218
Employ: Self-Employed	26% (53)	26% (53)	13% (27)	27% (55)	8% (16)	205
Employ: Homemaker	9% (16)	23% (40)	26% (46)	30% (53)	12% (21)	176
Employ: Student	15% (16)	27% (29)	24% (26)	24% (26)	10% (11)	108
Employ: Retired	3% (16)	13% (63)	20% (94)	47% (225)	16% (76)	474
Employ: Unemployed	12% (24)	14% (28)	18% (37)	33% (70)	23% (49)	209
Employ: Other	15% (22)	22% (33)	12% (18)	30% (46)	21% (32)	151
Job Type: White-collar	20% (174)	27% (237)	15% (131)	30% (267)	8% (74)	883
Job Type: Blue-collar	8% (72)	20% (174)	23% (205)	37% (322)	12% (109)	883
Job Type: Don't Know	12% (51)	16% (71)	16% (68)	33% (144)	24% (103)	437

Continued on next page

**Table BRD16:** As you may know, Facebook has added a feature called Stories to their platform. A story is a collection of photos and videos that disappear after 24 hours. You can add as many pictures and videos as you want to your story for others to view. There are no captions, but you can overlay text and symbols onto the images and use filters. Knowing this, how likely are you to use Stories on Facebook?

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	13% (297)	22% (482)	18% (404)	33% (733)	13% (286)	2202
Military HH: Yes	20% (90)	26% (120)	16% (73)	28% (132)	10% (47)	462
Military HH: No	12% (207)	21% (362)	19% (330)	35% (602)	14% (239)	1740
2016 Vote: Democrat Hillary Clinton	17% (114)	24% (163)	17% (116)	33% (225)	10% (69)	688
2016 Vote: Republican Donald Trump	15% (122)	21% (173)	17% (135)	36% (290)	11% (89)	809
2016 Vote: Someone else	3% (5)	16% (30)	21% (39)	42% (77)	17% (32)	183
2012 Vote: Barack Obama	13% (103)	21% (164)	20% (160)	35% (281)	11% (87)	796
2012 Vote: Mitt Romney	10% (52)	14% (79)	20% (111)	43% (234)	13% (70)	545
2012 Vote: Other	16% (17)	14% (15)	21% (22)	30% (31)	18% (18)	103
2012 Vote: Didn't Vote	16% (124)	30% (225)	15% (111)	25% (185)	15% (111)	756
4-Region: Northeast	12% (47)	20% (79)	20% (80)	39% (155)	10% (41)	402
4-Region: Midwest	14% (64)	26% (124)	19% (88)	30% (141)	12% (56)	474
4-Region: South	14% (116)	23% (183)	17% (138)	31% (253)	15% (125)	815
4-Region: West	14% (69)	19% (96)	19% (98)	36% (184)	12% (64)	511
Has account: Facebook	14% (262)	23% (429)	20% (373)	31% (569)	11% (205)	1838
Has account: Instagram	22% (198)	27% (246)	17% (155)	25% (227)	9% (78)	903
Has account: Snapchat	26% (167)	29% (190)	14% (94)	23% (147)	8% (49)	648
Has account: Twitter	20% (202)	27% (269)	18% (174)	26% (256)	9% (92)	993
Watches The O'Reilly Factor	23% (135)	29% (173)	17% (100)	23% (135)	8% (48)	591

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

**Table BRD17:** *Whether you currently use Stories features on your social media platforms or not, which of the following comes closest to your view, even if none is exactly right?*

Demographic	I plan to use the Stories function in the future, and I would prefer to use it on Facebook.		I plan to use the Stories function in the future, and I would prefer to use it on Instagram.		I plan to use the Stories function in the future, and I would prefer to use it on Snapchat.		I do not plan to use the Stories function in the future.		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(442)	9%	(206)	12%	(254)	46%	(1006)	13%	(294)	2202
Gender: Male	25%	(264)	13%	(142)	13%	(140)	38%	(401)	11%	(113)	1060
Gender: Female	16%	(178)	6%	(64)	10%	(113)	53%	(605)	16%	(181)	1142
Age: 18-29	21%	(97)	12%	(56)	26%	(120)	29%	(135)	11%	(50)	459
Age: 30-44	27%	(154)	17%	(96)	16%	(94)	29%	(168)	11%	(65)	577
Age: 45-54	19%	(60)	6%	(18)	6%	(18)	53%	(167)	16%	(49)	313
Age: 55-64	18%	(84)	8%	(35)	4%	(18)	53%	(243)	17%	(76)	456
Age: 65+	12%	(47)	—	(1)	1%	(4)	74%	(293)	13%	(54)	398
PID: Dem (no lean)	26%	(209)	11%	(93)	13%	(103)	40%	(328)	10%	(81)	815
PID: Ind (no lean)	13%	(89)	5%	(36)	10%	(66)	52%	(345)	19%	(129)	665
PID: Rep (no lean)	20%	(143)	11%	(76)	12%	(84)	46%	(333)	12%	(85)	722
PID/Gender: Dem Men	34%	(132)	17%	(64)	16%	(62)	28%	(108)	5%	(20)	386
PID/Gender: Dem Women	18%	(77)	7%	(30)	10%	(42)	51%	(220)	14%	(60)	429
PID/Gender: Ind Men	15%	(46)	6%	(20)	9%	(26)	51%	(157)	19%	(58)	308
PID/Gender: Ind Women	12%	(43)	5%	(16)	11%	(40)	52%	(187)	20%	(71)	358
PID/Gender: Rep Men	23%	(85)	16%	(58)	14%	(52)	37%	(136)	9%	(35)	367
PID/Gender: Rep Women	16%	(58)	5%	(18)	9%	(31)	56%	(197)	14%	(50)	355
Tea Party: Supporter	26%	(196)	18%	(132)	20%	(148)	28%	(214)	8%	(62)	753
Tea Party: Not Supporter	17%	(243)	5%	(74)	7%	(103)	55%	(789)	16%	(230)	1439
Ideo: Liberal (1-3)	26%	(214)	16%	(130)	16%	(135)	34%	(283)	8%	(64)	826
Ideo: Moderate (4)	18%	(83)	6%	(26)	10%	(45)	52%	(243)	15%	(71)	468
Ideo: Conservative (5-7)	17%	(112)	5%	(33)	7%	(50)	59%	(392)	12%	(82)	669

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**Table BRD17:** *Whether you currently use Stories features on your social media platforms or not, which of the following comes closest to your view, even if none is exactly right?*

Demographic	I plan to use the Stories function in the future, and I would prefer to use it on Facebook.		I plan to use the Stories function in the future, and I would prefer to use it on Instagram.		I plan to use the Stories function in the future, and I would prefer to use it on Snapchat.		I do not plan to use the Stories function in the future.		Don't Know / No Opinion		Total N
Adults	20%	(442)	9%	(206)	12%	(254)	46%	(1006)	13%	(294)	2202
Educ: < College	21%	(322)	10%	(162)	13%	(201)	42%	(658)	14%	(225)	1567
Educ: Bachelors degree	20%	(85)	7%	(29)	8%	(34)	53%	(221)	11%	(47)	416
Educ: Post-grad	16%	(35)	7%	(16)	9%	(19)	58%	(127)	10%	(22)	219
Income: Under 50k	21%	(289)	11%	(151)	12%	(166)	42%	(595)	14%	(201)	1403
Income: 50k-100k	19%	(115)	7%	(40)	10%	(61)	51%	(304)	13%	(76)	597
Income: 100k+	18%	(37)	7%	(15)	13%	(26)	53%	(107)	8%	(17)	202
Ethnicity: White	18%	(317)	7%	(129)	10%	(180)	50%	(882)	14%	(243)	1751
Ethnicity: Hispanic	33%	(107)	29%	(95)	26%	(85)	9%	(29)	4%	(13)	330
Ethnicity: Afr. Am.	29%	(78)	15%	(39)	11%	(28)	36%	(96)	10%	(28)	269
Ethnicity: Other	26%	(47)	21%	(38)	25%	(45)	16%	(29)	13%	(24)	182
Relig: Protestant	19%	(113)	5%	(30)	6%	(36)	56%	(325)	13%	(77)	581
Relig: Roman Catholic	20%	(92)	14%	(64)	13%	(62)	43%	(201)	10%	(48)	466
Relig: Ath./Agn./None	15%	(85)	7%	(42)	11%	(64)	49%	(276)	17%	(97)	565
Relig: Something Else	30%	(109)	14%	(52)	17%	(63)	29%	(107)	9%	(32)	364
Relig: Evangelical	24%	(161)	12%	(77)	11%	(73)	40%	(267)	13%	(88)	666
Relig: Non-Evang. Catholics	14%	(86)	6%	(34)	9%	(51)	59%	(355)	13%	(77)	605
Relig: All Christian	19%	(247)	9%	(112)	10%	(125)	49%	(622)	13%	(165)	1271
Relig: All Non-Christian	21%	(195)	10%	(94)	14%	(127)	41%	(383)	14%	(129)	928
Community: Urban	23%	(137)	12%	(72)	14%	(86)	38%	(231)	13%	(80)	605
Community: Suburban	16%	(156)	7%	(70)	12%	(111)	50%	(479)	15%	(141)	957
Community: Rural	23%	(149)	10%	(64)	9%	(57)	46%	(296)	11%	(73)	639

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**Table BRD17:** *Whether you currently use Stories features on your social media platforms or not, which of the following comes closest to your view, even if none is exactly right?*

Demographic	I plan to use the Stories function in the future, and I would prefer to use it on Facebook.		I plan to use the Stories function in the future, and I would prefer to use it on Instagram.		I plan to use the Stories function in the future, and I would prefer to use it on Snapchat.		I do not plan to use the Stories function in the future.		Don't Know / No Opinion		Total N
Adults	20%	(442)	9%	(206)	12%	(254)	46%	(1006)	13%	(294)	2202
Employ: Private Sector	21%	(141)	10%	(66)	14%	(90)	46%	(301)	10%	(63)	660
Employ: Government	25%	(54)	21%	(46)	17%	(37)	29%	(64)	8%	(17)	218
Employ: Self-Employed	29%	(59)	13%	(27)	15%	(30)	35%	(71)	9%	(19)	205
Employ: Homemaker	19%	(34)	10%	(18)	12%	(22)	42%	(74)	16%	(28)	176
Employ: Student	20%	(22)	11%	(12)	33%	(36)	23%	(25)	13%	(14)	108
Employ: Retired	13%	(63)	1%	(6)	2%	(9)	69%	(326)	15%	(69)	474
Employ: Unemployed	16%	(33)	7%	(15)	10%	(22)	44%	(92)	23%	(47)	209
Employ: Other	23%	(35)	11%	(16)	6%	(8)	36%	(54)	25%	(38)	151
Job Type: White-collar	22%	(198)	14%	(122)	14%	(128)	40%	(357)	9%	(78)	883
Job Type: Blue-collar	20%	(174)	6%	(52)	8%	(67)	55%	(484)	12%	(105)	883
Job Type: Don't Know	16%	(70)	7%	(32)	13%	(59)	38%	(165)	26%	(111)	437
Military HH: Yes	18%	(83)	15%	(67)	15%	(67)	43%	(198)	10%	(46)	462
Military HH: No	21%	(359)	8%	(139)	11%	(186)	46%	(808)	14%	(248)	1740
2016 Vote: Democrat Hillary Clinton	22%	(153)	9%	(62)	10%	(72)	46%	(318)	12%	(82)	688
2016 Vote: Republican Donald Trump	20%	(160)	10%	(79)	11%	(86)	49%	(395)	11%	(90)	809
2016 Vote: Someone else	10%	(18)	7%	(13)	11%	(21)	56%	(103)	16%	(29)	183
2012 Vote: Barack Obama	21%	(167)	7%	(52)	10%	(77)	50%	(400)	13%	(100)	796
2012 Vote: Mitt Romney	16%	(86)	4%	(24)	5%	(29)	61%	(334)	13%	(72)	545
2012 Vote: Other	11%	(11)	10%	(10)	12%	(12)	48%	(50)	19%	(20)	103
2012 Vote: Didn't Vote	23%	(177)	16%	(119)	18%	(136)	29%	(222)	14%	(103)	756
4-Region: Northeast	17%	(70)	9%	(35)	13%	(54)	49%	(198)	11%	(45)	402
4-Region: Midwest	21%	(98)	12%	(58)	14%	(67)	41%	(196)	12%	(56)	474
4-Region: South	23%	(186)	8%	(65)	10%	(79)	44%	(358)	15%	(126)	815
4-Region: West	17%	(88)	9%	(48)	10%	(54)	50%	(255)	13%	(67)	511
Has account: Facebook	22%	(401)	9%	(173)	12%	(212)	45%	(829)	12%	(224)	1838
Has account: Instagram	24%	(214)	17%	(152)	21%	(193)	29%	(259)	9%	(85)	903

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**Table BRD17:** Whether you currently use Stories features on your social media platforms or not, which of the following comes closest to your view, even if none is exactly right?

Demographic	I plan to use the Stories function in the future, and I would prefer to use it on Facebook.		I plan to use the Stories function in the future, and I would prefer to use it on Instagram.		I plan to use the Stories function in the future, and I would prefer to use it on Snapchat.		I do not plan to use the Stories function in the future.		Don't Know / No Opinion		Total N
Adults	20%	(442)	9%	(206)	12%	(254)	46%	(1006)	13%	(294)	2202
Has account: Snapchat	27%	(178)	16%	(102)	28%	(181)	21%	(134)	8%	(53)	648
Has account: Twitter	26%	(255)	12%	(119)	16%	(161)	36%	(355)	10%	(103)	993
Watches The O'Reilly Factor	26%	(153)	14%	(85)	15%	(87)	36%	(211)	9%	(55)	591

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



**Table BRD18:** *Is it a good or a bad thing when multiple social media platforms have the same features, or does it make no difference either way?*

Demographic	Good thing		Bad thing		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(565)	11%	(234)	52%	(1142)	12%	(261)	2202
Gender: Male	37%	(387)	10%	(102)	43%	(451)	11%	(120)	1060
Gender: Female	16%	(177)	12%	(133)	61%	(691)	12%	(141)	1142
Age: 18-29	29%	(132)	24%	(112)	36%	(165)	11%	(49)	459
Age: 30-44	42%	(243)	11%	(64)	39%	(223)	8%	(48)	577
Age: 45-54	20%	(61)	10%	(31)	57%	(177)	14%	(44)	313
Age: 55-64	20%	(93)	4%	(16)	65%	(295)	11%	(51)	456
Age: 65+	9%	(35)	3%	(12)	71%	(282)	17%	(70)	398
PID: Dem (no lean)	28%	(230)	14%	(111)	49%	(400)	9%	(73)	815
PID: Ind (no lean)	17%	(116)	10%	(68)	57%	(378)	16%	(103)	665
PID: Rep (no lean)	30%	(219)	8%	(55)	50%	(363)	12%	(85)	722
PID/Gender: Dem Men	40%	(153)	15%	(59)	37%	(142)	8%	(31)	386
PID/Gender: Dem Women	18%	(76)	12%	(52)	60%	(259)	10%	(42)	429
PID/Gender: Ind Men	24%	(74)	8%	(24)	52%	(161)	16%	(49)	308
PID/Gender: Ind Women	12%	(42)	12%	(44)	61%	(218)	15%	(54)	358
PID/Gender: Rep Men	44%	(160)	5%	(19)	40%	(148)	11%	(39)	367
PID/Gender: Rep Women	17%	(59)	10%	(37)	60%	(215)	13%	(45)	355
Tea Party: Supporter	46%	(345)	12%	(94)	35%	(267)	6%	(47)	753
Tea Party: Not Supporter	15%	(216)	10%	(141)	60%	(869)	15%	(213)	1439
Ideo: Liberal (1-3)	40%	(330)	13%	(111)	40%	(329)	7%	(55)	826
Ideo: Moderate (4)	20%	(93)	9%	(43)	59%	(277)	12%	(55)	468
Ideo: Conservative (5-7)	16%	(109)	9%	(58)	62%	(412)	13%	(90)	669
Educ: < College	26%	(413)	11%	(173)	51%	(797)	12%	(185)	1567
Educ: Bachelors degree	22%	(92)	10%	(40)	56%	(233)	12%	(51)	416
Educ: Post-grad	27%	(59)	10%	(22)	51%	(112)	12%	(26)	219
Income: Under 50k	26%	(371)	11%	(148)	51%	(711)	12%	(173)	1403
Income: 50k-100k	24%	(142)	11%	(66)	53%	(316)	12%	(73)	597
Income: 100k+	26%	(52)	10%	(20)	57%	(115)	7%	(15)	202
Ethnicity: White	24%	(414)	8%	(147)	55%	(971)	12%	(218)	1751

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**Table BRD18:** *Is it a good or a bad thing when multiple social media platforms have the same features, or does it make no difference either way?*

Demographic	Good thing		Bad thing		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(565)	11%	(234)	52%	(1142)	12%	(261)	2202
Ethnicity: Hispanic	65%	(214)	16%	(54)	15%	(48)	4%	(14)	330
Ethnicity: Afr. Am.	27%	(73)	17%	(45)	46%	(123)	10%	(27)	269
Ethnicity: Other	42%	(77)	23%	(42)	26%	(47)	9%	(16)	182
Relig: Protestant	22%	(127)	5%	(31)	60%	(350)	13%	(73)	581
Relig: Roman Catholic	32%	(150)	11%	(53)	46%	(214)	11%	(49)	466
Relig: Ath./Agn./None	17%	(97)	12%	(68)	54%	(306)	17%	(95)	565
Relig: Something Else	36%	(132)	18%	(65)	39%	(142)	7%	(24)	364
Relig: Evangelical	32%	(213)	8%	(54)	50%	(335)	9%	(63)	666
Relig: Non-Evang. Catholics	20%	(120)	8%	(47)	59%	(359)	13%	(78)	605
Relig: All Christian	26%	(334)	8%	(102)	55%	(695)	11%	(141)	1271
Relig: All Non-Christian	25%	(229)	14%	(133)	48%	(447)	13%	(119)	928
Community: Urban	30%	(183)	13%	(78)	44%	(265)	13%	(80)	605
Community: Suburban	23%	(220)	10%	(95)	55%	(522)	13%	(120)	957
Community: Rural	25%	(162)	10%	(61)	56%	(355)	10%	(62)	639
Employ: Private Sector	32%	(212)	11%	(69)	50%	(333)	7%	(46)	660
Employ: Government	48%	(104)	14%	(31)	32%	(69)	7%	(14)	218
Employ: Self-Employed	37%	(76)	12%	(24)	43%	(89)	8%	(16)	205
Employ: Homemaker	22%	(38)	11%	(19)	56%	(99)	11%	(20)	176
Employ: Student	28%	(30)	26%	(28)	36%	(39)	10%	(11)	108
Employ: Retired	11%	(52)	4%	(17)	70%	(333)	15%	(72)	474
Employ: Unemployed	12%	(25)	14%	(29)	55%	(114)	20%	(41)	209
Employ: Other	18%	(27)	12%	(18)	44%	(66)	26%	(40)	151
Job Type: White-collar	38%	(336)	11%	(96)	42%	(368)	9%	(83)	883
Job Type: Blue-collar	18%	(163)	9%	(83)	62%	(550)	10%	(86)	883
Job Type: Don't Know	15%	(65)	13%	(56)	51%	(224)	21%	(92)	437
Military HH: Yes	34%	(156)	10%	(48)	44%	(204)	12%	(53)	462
Military HH: No	23%	(408)	11%	(186)	54%	(938)	12%	(208)	1740
2016 Vote: Democrat Hillary Clinton	29%	(203)	9%	(64)	51%	(351)	10%	(71)	688
2016 Vote: Republican Donald Trump	28%	(226)	7%	(61)	54%	(434)	11%	(89)	809
2016 Vote: Someone else	17%	(30)	18%	(34)	54%	(99)	11%	(21)	183

Continued on next page

**Table BRD18:** *Is it a good or a bad thing when multiple social media platforms have the same features, or does it make no difference either way?*

Demographic	Good thing		Bad thing		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(565)	11%	(234)	52%	(1142)	12%	(261)	2202
2012 Vote: Barack Obama	24%	(190)	9%	(74)	57%	(451)	10%	(80)	796
2012 Vote: Mitt Romney	17%	(95)	5%	(28)	64%	(348)	14%	(74)	545
2012 Vote: Other	23%	(24)	10%	(11)	52%	(53)	15%	(15)	103
2012 Vote: Didn't Vote	34%	(253)	16%	(121)	38%	(290)	12%	(91)	756
4-Region: Northeast	24%	(97)	10%	(41)	56%	(223)	10%	(41)	402
4-Region: Midwest	31%	(147)	10%	(48)	47%	(221)	12%	(57)	474
4-Region: South	24%	(198)	12%	(95)	52%	(422)	12%	(100)	815
4-Region: West	24%	(123)	10%	(50)	54%	(276)	12%	(63)	511
Has account: Facebook	26%	(482)	10%	(190)	54%	(1001)	9%	(164)	1838
Has account: Instagram	38%	(340)	15%	(140)	41%	(366)	6%	(58)	903
Has account: Snapchat	42%	(273)	20%	(127)	33%	(211)	6%	(37)	648
Has account: Twitter	34%	(338)	13%	(127)	46%	(461)	7%	(68)	993
Watches The O'Reilly Factor	38%	(223)	11%	(67)	41%	(245)	10%	(57)	591

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

**Table BRD19\_1: Which of the following social media platforms do you prefer to use for the following features?**  
News feed

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	47% (1037)	7% (148)	5% (101)	9% (202)	24% (534)	8% (180)	2202
Gender: Male	36% (382)	10% (108)	8% (81)	13% (140)	25% (269)	8% (81)	1060
Gender: Female	57% (655)	4% (40)	2% (20)	5% (62)	23% (265)	9% (100)	1142
Age: 18-29	57% (261)	9% (43)	5% (24)	13% (60)	9% (40)	7% (31)	459
Age: 30-44	51% (293)	13% (72)	8% (45)	14% (79)	8% (49)	7% (40)	577
Age: 45-54	52% (161)	3% (8)	2% (7)	8% (25)	25% (77)	11% (34)	313
Age: 55-64	38% (173)	5% (22)	5% (24)	7% (30)	38% (171)	8% (35)	456
Age: 65+	37% (148)	1% (3)	— (2)	2% (8)	49% (197)	10% (40)	398
PID: Dem (no lean)	46% (377)	7% (59)	7% (54)	12% (100)	22% (182)	5% (43)	815
PID: Ind (no lean)	49% (324)	6% (38)	2% (13)	6% (37)	25% (164)	14% (90)	665
PID: Rep (no lean)	47% (336)	7% (51)	5% (34)	9% (65)	26% (188)	6% (47)	722
PID/Gender: Dem Men	38% (145)	12% (46)	10% (38)	17% (66)	20% (78)	3% (12)	386
PID/Gender: Dem Women	54% (232)	3% (13)	4% (16)	8% (33)	24% (104)	7% (31)	429
PID/Gender: Ind Men	34% (104)	6% (19)	4% (11)	8% (26)	32% (99)	16% (49)	308
PID/Gender: Ind Women	61% (220)	5% (19)	— (2)	3% (11)	18% (66)	11% (41)	358
PID/Gender: Rep Men	36% (133)	12% (43)	9% (31)	13% (48)	25% (92)	5% (19)	367
PID/Gender: Rep Women	57% (203)	2% (8)	1% (3)	5% (18)	27% (96)	8% (28)	355
Tea Party: Supporter	43% (325)	13% (100)	10% (75)	13% (98)	15% (112)	6% (43)	753
Tea Party: Not Supporter	49% (706)	3% (48)	2% (25)	7% (103)	29% (421)	10% (137)	1439
Ideo: Liberal (1-3)	47% (391)	11% (91)	8% (70)	12% (101)	16% (134)	5% (39)	826
Ideo: Moderate (4)	46% (216)	5% (22)	4% (18)	7% (32)	28% (131)	10% (48)	468
Ideo: Conservative (5-7)	44% (296)	4% (24)	2% (12)	9% (59)	33% (224)	8% (53)	669
Educ: < College	47% (731)	7% (114)	6% (90)	9% (140)	23% (359)	9% (134)	1567
Educ: Bachelors degree	49% (206)	5% (20)	1% (5)	10% (42)	27% (114)	7% (28)	416
Educ: Post-grad	45% (99)	7% (14)	3% (6)	9% (20)	28% (60)	9% (19)	219
Income: Under 50k	47% (661)	7% (101)	6% (79)	9% (120)	23% (326)	8% (115)	1403
Income: 50k-100k	49% (290)	6% (37)	2% (14)	10% (59)	25% (152)	8% (46)	597
Income: 100k+	42% (85)	5% (10)	4% (8)	11% (22)	28% (56)	10% (20)	202

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**Table BRD19\_1:** Which of the following social media platforms do you prefer to use for the following features?  
 News feed

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	47% (1037)	7% (148)	5% (101)	9% (202)	24% (534)	8% (180)	2202
Ethnicity: White	48% (841)	6% (97)	4% (71)	8% (141)	26% (460)	8% (141)	1751
Ethnicity: Hispanic	37% (121)	21% (68)	19% (62)	16% (54)	4% (14)	3% (9)	330
Ethnicity: Afr. Am.	44% (117)	10% (26)	5% (13)	13% (34)	20% (55)	9% (24)	269
Ethnicity: Other	43% (78)	14% (25)	9% (17)	15% (27)	11% (19)	8% (15)	182
Relig: Protestant	46% (266)	5% (27)	4% (22)	7% (43)	32% (184)	7% (40)	581
Relig: Roman Catholic	43% (201)	9% (43)	6% (27)	10% (45)	25% (118)	7% (32)	466
Relig: Ath./Agn./None	48% (271)	6% (34)	2% (11)	8% (46)	24% (133)	12% (70)	565
Relig: Something Else	46% (168)	9% (32)	10% (37)	16% (56)	13% (49)	6% (21)	364
Relig: Evangelical	50% (330)	8% (56)	6% (43)	8% (52)	22% (149)	5% (36)	666
Relig: Non-Evang. Catholics	44% (266)	4% (26)	2% (11)	8% (46)	33% (202)	9% (53)	605
Relig: All Christian	47% (596)	6% (82)	4% (53)	8% (99)	28% (351)	7% (89)	1271
Relig: All Non-Christian	47% (440)	7% (66)	5% (48)	11% (102)	20% (182)	10% (91)	928
Community: Urban	44% (266)	9% (56)	5% (33)	11% (68)	23% (136)	7% (45)	605
Community: Suburban	47% (449)	5% (52)	4% (38)	9% (87)	26% (244)	9% (88)	957
Community: Rural	50% (321)	6% (41)	5% (30)	7% (47)	24% (153)	7% (47)	639
Employ: Private Sector	50% (333)	6% (43)	6% (40)	11% (70)	21% (137)	6% (38)	660
Employ: Government	44% (97)	13% (29)	8% (18)	17% (38)	12% (26)	5% (11)	218
Employ: Self-Employed	41% (85)	12% (24)	10% (20)	10% (21)	21% (43)	6% (12)	205
Employ: Homemaker	59% (104)	8% (14)	5% (9)	5% (10)	15% (27)	8% (14)	176
Employ: Student	47% (51)	13% (14)	2% (3)	18% (20)	12% (13)	7% (8)	108
Employ: Retired	39% (185)	2% (8)	1% (5)	3% (13)	45% (213)	11% (51)	474
Employ: Unemployed	53% (110)	4% (9)	2% (4)	9% (19)	22% (45)	10% (22)	209
Employ: Other	47% (72)	6% (9)	2% (3)	8% (12)	20% (31)	17% (26)	151
Job Type: White-collar	44% (384)	9% (82)	8% (72)	13% (114)	20% (178)	6% (53)	883
Job Type: Blue-collar	47% (418)	5% (44)	3% (26)	7% (65)	30% (263)	8% (66)	883
Job Type: Don't Know	54% (234)	5% (22)	1% (4)	5% (22)	21% (93)	14% (61)	437
Military HH: Yes	41% (190)	12% (57)	7% (33)	9% (43)	24% (110)	6% (30)	462
Military HH: No	49% (847)	5% (91)	4% (69)	9% (159)	24% (424)	9% (151)	1740

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**Table BRD19\_1:** Which of the following social media platforms do you prefer to use for the following features?

News feed

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	47% (1037)	7% (148)	5% (101)	9% (202)	24% (534)	8% (180)	2202
2016 Vote: Democrat Hillary Clinton	48% (329)	6% (40)	5% (32)	11% (73)	24% (165)	7% (48)	688
2016 Vote: Republican Donald Trump	45% (366)	7% (58)	4% (29)	9% (70)	28% (229)	7% (57)	809
2016 Vote: Someone else	47% (87)	6% (11)	3% (5)	7% (12)	28% (51)	9% (17)	183
2012 Vote: Barack Obama	48% (384)	5% (40)	4% (30)	10% (78)	25% (198)	8% (66)	796
2012 Vote: Mitt Romney	44% (240)	4% (20)	2% (10)	6% (35)	37% (199)	8% (41)	545
2012 Vote: Other	46% (47)	5% (6)	5% (5)	8% (8)	25% (26)	10% (11)	103
2012 Vote: Didn't Vote	48% (365)	11% (82)	7% (55)	11% (81)	15% (111)	8% (62)	756
4-Region: Northeast	48% (194)	6% (25)	3% (11)	8% (32)	27% (108)	8% (32)	402
4-Region: Midwest	44% (210)	8% (36)	7% (35)	11% (50)	23% (109)	7% (34)	474
4-Region: South	51% (415)	6% (52)	4% (30)	9% (74)	21% (169)	9% (75)	815
4-Region: West	43% (218)	7% (35)	5% (26)	9% (46)	29% (147)	8% (39)	511
Has account: Facebook	55% (1014)	6% (115)	4% (68)	9% (161)	19% (355)	7% (125)	1838
Has account: Instagram	54% (491)	13% (113)	8% (72)	14% (127)	6% (55)	5% (45)	903
Has account: Snapchat	53% (343)	14% (87)	9% (61)	15% (99)	4% (28)	4% (28)	648
Has account: Twitter	51% (503)	9% (93)	6% (64)	17% (170)	11% (114)	5% (49)	993
Watches The O'Reilly Factor	43% (252)	10% (59)	6% (38)	14% (82)	21% (122)	7% (40)	591

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

**Table BRD19\_2:** Which of the following social media platforms do you prefer to use for the following features?  
*Live broadcasting*

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	33% (718)	7% (158)	6% (135)	5% (118)	40% (874)	9% (199)	2202
Gender: Male	31% (326)	11% (112)	8% (89)	8% (87)	34% (362)	8% (84)	1060
Gender: Female	34% (392)	4% (46)	4% (46)	3% (31)	45% (512)	10% (116)	1142
Age: 18-29	41% (190)	12% (56)	12% (54)	5% (24)	23% (104)	7% (31)	459
Age: 30-44	39% (227)	11% (63)	9% (53)	9% (51)	24% (137)	8% (46)	577
Age: 45-54	34% (107)	4% (13)	3% (10)	4% (12)	43% (136)	11% (35)	313
Age: 55-64	25% (112)	4% (19)	4% (18)	5% (24)	53% (239)	10% (44)	456
Age: 65+	21% (83)	2% (6)	— (1)	2% (7)	65% (258)	11% (44)	398
PID: Dem (no lean)	35% (284)	9% (74)	8% (62)	6% (49)	37% (299)	6% (45)	815
PID: Ind (no lean)	31% (206)	6% (37)	3% (20)	3% (22)	43% (288)	14% (92)	665
PID: Rep (no lean)	32% (228)	6% (46)	7% (53)	6% (47)	40% (287)	9% (62)	722
PID/Gender: Dem Men	35% (136)	15% (57)	10% (39)	8% (32)	28% (110)	3% (12)	386
PID/Gender: Dem Women	35% (149)	4% (17)	5% (23)	4% (17)	44% (190)	8% (33)	429
PID/Gender: Ind Men	25% (78)	6% (20)	3% (10)	6% (18)	44% (137)	15% (45)	308
PID/Gender: Ind Women	36% (128)	5% (18)	3% (10)	1% (4)	42% (151)	13% (47)	358
PID/Gender: Rep Men	31% (113)	10% (36)	11% (40)	10% (37)	32% (116)	7% (27)	367
PID/Gender: Rep Women	32% (115)	3% (11)	4% (13)	3% (10)	48% (171)	10% (35)	355
Tea Party: Supporter	35% (262)	13% (95)	11% (87)	11% (80)	24% (180)	7% (49)	753
Tea Party: Not Supporter	31% (451)	4% (63)	3% (47)	3% (36)	48% (692)	10% (150)	1439
Ideo: Liberal (1-3)	34% (282)	11% (87)	11% (89)	9% (73)	31% (257)	5% (37)	826
Ideo: Moderate (4)	31% (146)	6% (27)	3% (15)	5% (21)	44% (208)	11% (50)	468
Ideo: Conservative (5-7)	30% (201)	5% (32)	4% (24)	3% (20)	48% (322)	10% (69)	669
Educ: < College	34% (537)	8% (123)	7% (103)	6% (89)	36% (569)	9% (147)	1567
Educ: Bachelors degree	29% (121)	5% (21)	6% (24)	5% (21)	47% (196)	8% (34)	416
Educ: Post-grad	28% (60)	7% (14)	4% (8)	4% (8)	50% (110)	9% (19)	219
Income: Under 50k	35% (485)	7% (97)	7% (92)	6% (87)	37% (515)	9% (127)	1403
Income: 50k-100k	29% (175)	7% (44)	6% (33)	4% (27)	44% (265)	9% (54)	597
Income: 100k+	29% (58)	8% (17)	5% (10)	2% (4)	47% (94)	9% (19)	202

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**Table BRD19\_2: Which of the following social media platforms do you prefer to use for the following features?**

*Live broadcasting*

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	33% (718)	7% (158)	6% (135)	5% (118)	40% (874)	9% (199)	2202
Ethnicity: White	31% (544)	6% (104)	5% (94)	5% (82)	44% (770)	9% (158)	1751
Ethnicity: Hispanic	36% (119)	18% (58)	18% (60)	18% (59)	7% (24)	3% (10)	330
Ethnicity: Afr. Am.	42% (114)	11% (30)	6% (16)	5% (14)	27% (74)	8% (22)	269
Ethnicity: Other	33% (60)	13% (24)	14% (25)	12% (22)	17% (30)	11% (20)	182
Relig: Protestant	31% (179)	4% (23)	3% (19)	4% (24)	49% (285)	9% (51)	581
Relig: Roman Catholic	29% (137)	8% (36)	10% (48)	6% (30)	38% (179)	8% (36)	466
Relig: Ath./Agn./None	31% (176)	7% (38)	5% (30)	3% (17)	41% (232)	13% (71)	565
Relig: Something Else	37% (133)	12% (43)	9% (33)	11% (40)	25% (92)	6% (23)	364
Relig: Evangelical	37% (249)	8% (51)	6% (39)	6% (39)	36% (238)	8% (51)	666
Relig: Non-Evang. Catholics	26% (159)	4% (25)	5% (33)	4% (22)	51% (310)	9% (55)	605
Relig: All Christian	32% (408)	6% (76)	6% (72)	5% (61)	43% (548)	8% (106)	1271
Relig: All Non-Christian	33% (309)	9% (82)	7% (63)	6% (57)	35% (324)	10% (94)	928
Community: Urban	35% (211)	12% (71)	7% (45)	5% (30)	33% (199)	8% (49)	605
Community: Suburban	29% (277)	6% (55)	5% (52)	5% (50)	44% (423)	11% (101)	957
Community: Rural	36% (230)	5% (32)	6% (38)	6% (38)	39% (252)	8% (49)	639
Employ: Private Sector	33% (220)	9% (58)	8% (50)	6% (37)	38% (254)	6% (42)	660
Employ: Government	36% (78)	11% (23)	14% (31)	11% (24)	22% (49)	6% (13)	218
Employ: Self-Employed	29% (59)	11% (23)	9% (19)	11% (22)	34% (71)	6% (12)	205
Employ: Homemaker	42% (74)	6% (11)	3% (5)	5% (9)	36% (64)	8% (14)	176
Employ: Student	41% (44)	11% (12)	14% (15)	7% (7)	21% (23)	5% (6)	108
Employ: Retired	23% (108)	2% (9)	— (2)	1% (7)	61% (288)	13% (60)	474
Employ: Unemployed	35% (73)	6% (13)	3% (6)	3% (6)	39% (82)	14% (29)	209
Employ: Other	42% (63)	6% (9)	4% (6)	4% (6)	29% (43)	16% (24)	151
Job Type: White-collar	30% (264)	11% (95)	9% (81)	8% (66)	36% (318)	7% (59)	883
Job Type: Blue-collar	34% (303)	4% (35)	4% (39)	4% (38)	45% (399)	8% (68)	883
Job Type: Don't Know	35% (152)	6% (28)	3% (15)	3% (14)	36% (157)	16% (72)	437
Military HH: Yes	29% (134)	10% (47)	8% (36)	8% (36)	38% (178)	7% (31)	462
Military HH: No	34% (584)	6% (111)	6% (99)	5% (82)	40% (696)	10% (168)	1740

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**Table BRD19\_2:** Which of the following social media platforms do you prefer to use for the following features?  
 Live broadcasting

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	33% (718)	7% (158)	6% (135)	5% (118)	40% (874)	9% (199)	2202
2016 Vote: Democrat Hillary Clinton	33% (230)	6% (40)	6% (43)	6% (39)	41% (281)	8% (55)	688
2016 Vote: Republican Donald Trump	32% (257)	6% (45)	6% (49)	6% (51)	42% (341)	8% (66)	809
2016 Vote: Someone else	23% (42)	11% (20)	3% (6)	4% (8)	48% (88)	11% (20)	183
2012 Vote: Barack Obama	34% (270)	5% (36)	5% (38)	5% (37)	44% (350)	8% (64)	796
2012 Vote: Mitt Romney	26% (142)	4% (22)	2% (12)	4% (21)	53% (288)	11% (58)	545
2012 Vote: Other	22% (23)	9% (9)	4% (4)	10% (10)	45% (46)	11% (11)	103
2012 Vote: Didn't Vote	37% (283)	12% (90)	11% (81)	6% (49)	25% (189)	9% (65)	756
4-Region: Northeast	32% (130)	7% (27)	7% (28)	4% (15)	41% (164)	9% (37)	402
4-Region: Midwest	32% (150)	8% (37)	7% (35)	7% (35)	38% (178)	8% (38)	474
4-Region: South	36% (294)	7% (55)	5% (42)	5% (38)	38% (308)	9% (77)	815
4-Region: West	28% (144)	8% (39)	6% (30)	6% (30)	44% (223)	9% (47)	511
Has account: Facebook	37% (678)	7% (129)	6% (107)	5% (93)	37% (686)	8% (145)	1838
Has account: Instagram	43% (391)	14% (124)	8% (75)	8% (71)	22% (194)	5% (47)	903
Has account: Snapchat	41% (267)	15% (100)	12% (79)	8% (52)	18% (118)	5% (32)	648
Has account: Twitter	41% (406)	10% (95)	8% (78)	8% (79)	28% (274)	6% (60)	993
Watches The O'Reilly Factor	34% (202)	10% (61)	10% (57)	8% (49)	30% (178)	7% (44)	591

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

**Table BRD19\_3: Which of the following social media platforms do you prefer to use for the following features?**

*Private messaging*

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	55% (1202)	6% (140)	6% (142)	6% (129)	20% (436)	7% (153)	2202
Gender: Male	44% (471)	10% (101)	10% (103)	10% (101)	20% (214)	7% (70)	1060
Gender: Female	64% (731)	3% (38)	3% (39)	2% (28)	19% (222)	7% (83)	1142
Age: 18-29	58% (267)	8% (38)	11% (48)	9% (41)	8% (36)	6% (28)	459
Age: 30-44	56% (322)	11% (63)	11% (65)	8% (49)	8% (45)	6% (33)	577
Age: 45-54	57% (179)	2% (8)	5% (15)	4% (14)	20% (63)	11% (34)	313
Age: 55-64	53% (242)	5% (22)	3% (13)	5% (21)	29% (132)	6% (26)	456
Age: 65+	48% (192)	2% (8)	— (0)	1% (4)	40% (161)	8% (32)	398
PID: Dem (no lean)	52% (420)	8% (69)	8% (64)	8% (67)	19% (157)	5% (39)	815
PID: Ind (no lean)	58% (384)	4% (30)	4% (24)	3% (21)	19% (129)	12% (77)	665
PID: Rep (no lean)	55% (398)	6% (41)	7% (54)	6% (42)	21% (151)	5% (37)	722
PID/Gender: Dem Men	43% (167)	13% (48)	11% (44)	14% (54)	17% (65)	2% (8)	386
PID/Gender: Dem Women	59% (253)	5% (21)	5% (20)	3% (13)	21% (92)	7% (31)	429
PID/Gender: Ind Men	45% (137)	6% (19)	4% (13)	6% (17)	25% (78)	14% (44)	308
PID/Gender: Ind Women	69% (247)	3% (11)	3% (11)	1% (4)	14% (51)	9% (33)	358
PID/Gender: Rep Men	45% (167)	9% (34)	13% (47)	8% (30)	19% (71)	5% (18)	367
PID/Gender: Rep Women	65% (231)	2% (7)	2% (7)	3% (11)	22% (80)	5% (19)	355
Tea Party: Supporter	50% (374)	10% (79)	13% (101)	11% (83)	11% (83)	4% (34)	753
Tea Party: Not Supporter	57% (823)	4% (61)	3% (40)	3% (44)	24% (351)	8% (119)	1439
Ideo: Liberal (1-3)	52% (433)	10% (82)	11% (93)	10% (85)	13% (105)	3% (28)	826
Ideo: Moderate (4)	55% (255)	7% (31)	3% (15)	4% (20)	23% (109)	8% (38)	468
Ideo: Conservative (5-7)	56% (372)	3% (19)	4% (27)	3% (23)	27% (181)	7% (46)	669
Educ: < College	55% (856)	7% (108)	7% (111)	6% (95)	19% (291)	7% (107)	1567
Educ: Bachelors degree	53% (221)	5% (22)	6% (23)	6% (23)	23% (98)	7% (29)	416
Educ: Post-grad	57% (125)	5% (10)	3% (7)	5% (11)	22% (48)	8% (17)	219
Income: Under 50k	55% (765)	7% (93)	7% (98)	6% (85)	19% (265)	7% (97)	1403
Income: 50k-100k	56% (334)	5% (31)	6% (36)	5% (31)	21% (126)	7% (39)	597
Income: 100k+	51% (103)	8% (16)	4% (8)	6% (13)	23% (46)	8% (17)	202

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**Table BRD19\_3:** Which of the following social media platforms do you prefer to use for the following features?  
Private messaging

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	55% (1202)	6% (140)	6% (142)	6% (129)	20% (436)	7% (153)	2202
Ethnicity: White	57% (994)	5% (95)	6% (97)	5% (92)	21% (363)	6% (111)	1751
Ethnicity: Hispanic	35% (115)	16% (53)	23% (77)	18% (61)	4% (12)	3% (11)	330
Ethnicity: Afr. Am.	49% (133)	8% (23)	7% (18)	5% (13)	21% (56)	9% (25)	269
Ethnicity: Other	41% (75)	12% (22)	15% (27)	13% (24)	9% (17)	10% (17)	182
Relig: Protestant	58% (335)	4% (21)	4% (21)	5% (27)	25% (148)	5% (29)	581
Relig: Roman Catholic	46% (213)	9% (42)	8% (35)	8% (39)	21% (98)	8% (37)	466
Relig: Ath./Agn./None	56% (319)	6% (31)	5% (28)	4% (24)	18% (104)	10% (59)	565
Relig: Something Else	52% (188)	9% (34)	13% (49)	10% (37)	10% (38)	5% (18)	364
Relig: Evangelical	57% (381)	8% (54)	6% (37)	6% (40)	19% (125)	4% (29)	666
Relig: Non-Evang. Catholics	52% (313)	3% (20)	4% (27)	5% (29)	28% (169)	8% (47)	605
Relig: All Christian	55% (694)	6% (74)	5% (64)	5% (68)	23% (294)	6% (76)	1271
Relig: All Non-Christian	55% (506)	7% (66)	8% (77)	7% (61)	15% (142)	8% (77)	928
Community: Urban	51% (308)	9% (54)	8% (48)	6% (37)	19% (114)	7% (44)	605
Community: Suburban	53% (507)	5% (47)	6% (54)	7% (62)	22% (209)	8% (77)	957
Community: Rural	61% (387)	6% (38)	6% (39)	5% (30)	18% (113)	5% (32)	639
Employ: Private Sector	56% (369)	7% (46)	8% (50)	7% (46)	17% (114)	5% (35)	660
Employ: Government	48% (105)	10% (23)	16% (35)	12% (25)	8% (17)	6% (13)	218
Employ: Self-Employed	50% (102)	11% (23)	7% (15)	12% (25)	16% (32)	4% (7)	205
Employ: Homemaker	70% (123)	2% (4)	8% (14)	3% (6)	13% (23)	4% (7)	176
Employ: Student	56% (60)	13% (14)	9% (10)	8% (9)	9% (10)	5% (5)	108
Employ: Retired	48% (230)	3% (13)	1% (4)	2% (9)	37% (177)	9% (42)	474
Employ: Unemployed	61% (128)	5% (10)	3% (6)	2% (4)	20% (41)	9% (19)	209
Employ: Other	57% (86)	4% (7)	5% (8)	3% (4)	15% (23)	16% (24)	151
Job Type: White-collar	49% (435)	9% (82)	10% (87)	9% (80)	17% (153)	5% (45)	883
Job Type: Blue-collar	59% (520)	4% (35)	4% (35)	4% (37)	23% (200)	6% (55)	883
Job Type: Don't Know	56% (247)	5% (22)	4% (19)	3% (11)	19% (84)	12% (53)	437
Military HH: Yes	49% (224)	9% (42)	9% (39)	7% (34)	23% (104)	4% (17)	462
Military HH: No	56% (977)	6% (98)	6% (102)	5% (95)	19% (332)	8% (136)	1740

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**Table BRD19\_3:** Which of the following social media platforms do you prefer to use for the following features?

Private messaging

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	55% (1202)	6% (140)	6% (142)	6% (129)	20% (436)	7% (153)	2202
2016 Vote: Democrat Hillary Clinton	54% (373)	6% (42)	6% (44)	6% (40)	21% (146)	6% (42)	688
2016 Vote: Republican Donald Trump	54% (439)	6% (48)	6% (52)	6% (50)	21% (173)	6% (46)	809
2016 Vote: Someone else	54% (98)	4% (8)	4% (7)	6% (11)	23% (43)	9% (16)	183
2012 Vote: Barack Obama	57% (450)	5% (43)	5% (38)	5% (38)	22% (175)	6% (51)	796
2012 Vote: Mitt Romney	56% (305)	3% (18)	4% (21)	3% (15)	28% (152)	6% (35)	545
2012 Vote: Other	54% (56)	7% (7)	5% (5)	4% (4)	22% (23)	8% (8)	103
2012 Vote: Didn't Vote	52% (391)	9% (71)	10% (77)	10% (72)	12% (87)	8% (58)	756
4-Region: Northeast	53% (214)	8% (32)	5% (21)	6% (23)	21% (83)	7% (29)	402
4-Region: Midwest	56% (263)	7% (34)	8% (38)	7% (32)	16% (77)	6% (29)	474
4-Region: South	57% (468)	5% (37)	6% (49)	5% (40)	20% (164)	7% (57)	815
4-Region: West	50% (257)	7% (36)	7% (34)	7% (34)	22% (113)	7% (38)	511
Has account: Facebook	63% (1160)	6% (114)	6% (111)	5% (99)	14% (253)	5% (101)	1838
Has account: Instagram	60% (545)	11% (97)	10% (87)	9% (78)	6% (55)	4% (40)	903
Has account: Snapchat	57% (366)	14% (88)	14% (92)	8% (55)	4% (26)	3% (21)	648
Has account: Twitter	59% (588)	8% (81)	9% (87)	10% (99)	9% (91)	5% (47)	993
Watches The O'Reilly Factor	49% (291)	8% (45)	10% (57)	11% (65)	17% (102)	5% (31)	591

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

**Table BRD19\_4:** Which of the following social media platforms do you prefer to use for the following features?  
Stories / Disappearing posts

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	19% (415)	8% (178)	15% (339)	5% (119)	42% (936)	10% (216)	2202
Gender: Male	21% (223)	11% (119)	14% (150)	9% (97)	36% (381)	9% (91)	1060
Gender: Female	17% (192)	5% (59)	17% (189)	2% (22)	49% (554)	11% (125)	1142
Age: 18-29	18% (81)	11% (51)	40% (184)	7% (30)	16% (72)	9% (40)	459
Age: 30-44	24% (138)	14% (80)	18% (103)	11% (61)	27% (153)	7% (43)	577
Age: 45-54	25% (80)	7% (20)	7% (22)	2% (6)	47% (146)	13% (39)	313
Age: 55-64	14% (65)	5% (22)	5% (23)	5% (21)	61% (276)	11% (49)	456
Age: 65+	13% (52)	1% (4)	2% (8)	— (1)	73% (289)	11% (45)	398
PID: Dem (no lean)	22% (181)	9% (72)	16% (130)	7% (59)	39% (318)	7% (54)	815
PID: Ind (no lean)	16% (106)	4% (30)	16% (108)	2% (16)	47% (311)	14% (95)	665
PID: Rep (no lean)	18% (129)	10% (75)	14% (102)	6% (43)	42% (307)	9% (67)	722
PID/Gender: Dem Men	25% (97)	14% (52)	17% (66)	12% (45)	29% (112)	3% (13)	386
PID/Gender: Dem Women	19% (83)	5% (20)	15% (64)	3% (14)	48% (206)	10% (41)	429
PID/Gender: Ind Men	15% (47)	6% (19)	11% (32)	4% (13)	48% (148)	16% (48)	308
PID/Gender: Ind Women	17% (59)	3% (11)	21% (75)	1% (3)	45% (163)	13% (46)	358
PID/Gender: Rep Men	21% (79)	13% (48)	14% (51)	10% (38)	33% (121)	8% (29)	367
PID/Gender: Rep Women	14% (50)	8% (27)	14% (50)	1% (5)	52% (186)	11% (38)	355
Tea Party: Supporter	23% (171)	15% (113)	19% (146)	11% (86)	25% (185)	7% (52)	753
Tea Party: Not Supporter	17% (243)	4% (63)	13% (190)	2% (32)	52% (748)	11% (163)	1439
Ideo: Liberal (1-3)	22% (182)	12% (103)	18% (151)	9% (76)	32% (266)	6% (49)	826
Ideo: Moderate (4)	17% (78)	5% (24)	14% (66)	4% (21)	48% (226)	11% (53)	468
Ideo: Conservative (5-7)	17% (114)	6% (37)	11% (74)	3% (18)	53% (352)	11% (74)	669
Educ: < College	19% (299)	9% (143)	16% (247)	6% (101)	40% (620)	10% (157)	1567
Educ: Bachelors degree	19% (77)	6% (27)	15% (64)	2% (10)	48% (202)	9% (37)	416
Educ: Post-grad	17% (38)	4% (8)	13% (29)	4% (8)	52% (114)	10% (22)	219
Income: Under 50k	20% (279)	9% (130)	15% (214)	6% (88)	39% (552)	10% (140)	1403
Income: 50k-100k	18% (110)	6% (34)	15% (91)	4% (22)	47% (282)	10% (58)	597
Income: 100k+	12% (25)	7% (14)	17% (35)	4% (9)	50% (101)	9% (18)	202

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**Table BRD19\_4:** Which of the following social media platforms do you prefer to use for the following features?  
Stories / Disappearing posts

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	19% (415)	8% (178)	15% (339)	5% (119)	42% (936)	10% (216)	2202
Ethnicity: White	17% (297)	7% (120)	15% (257)	5% (79)	47% (827)	10% (171)	1751
Ethnicity: Hispanic	22% (74)	22% (72)	24% (80)	23% (77)	5% (18)	3% (10)	330
Ethnicity: Afr. Am.	28% (75)	10% (26)	17% (45)	5% (14)	30% (81)	10% (27)	269
Ethnicity: Other	23% (42)	17% (31)	21% (38)	14% (26)	15% (27)	10% (18)	182
Relig: Protestant	18% (107)	7% (39)	8% (46)	3% (19)	53% (308)	11% (62)	581
Relig: Roman Catholic	16% (74)	10% (44)	16% (74)	8% (35)	43% (199)	8% (39)	466
Relig: Ath./Agn./None	15% (85)	6% (33)	20% (112)	3% (16)	42% (236)	14% (82)	565
Relig: Something Else	26% (95)	13% (47)	18% (65)	11% (42)	27% (98)	4% (16)	364
Relig: Evangelical	23% (152)	9% (63)	13% (86)	7% (45)	40% (266)	8% (54)	666
Relig: Non-Evang. Catholics	13% (81)	5% (33)	13% (76)	3% (16)	55% (335)	11% (64)	605
Relig: All Christian	18% (233)	8% (96)	13% (162)	5% (61)	47% (601)	9% (117)	1271
Relig: All Non-Christian	19% (181)	9% (81)	19% (177)	6% (58)	36% (334)	11% (98)	928
Community: Urban	20% (124)	10% (60)	17% (104)	6% (39)	37% (225)	9% (55)	605
Community: Suburban	16% (155)	7% (68)	15% (146)	5% (44)	46% (441)	11% (104)	957
Community: Rural	21% (136)	8% (50)	14% (90)	6% (36)	42% (270)	9% (57)	639
Employ: Private Sector	20% (134)	9% (57)	18% (121)	6% (39)	40% (265)	7% (43)	660
Employ: Government	19% (42)	15% (32)	21% (47)	13% (28)	22% (47)	10% (21)	218
Employ: Self-Employed	21% (42)	12% (25)	16% (33)	9% (19)	36% (75)	5% (11)	205
Employ: Homemaker	18% (32)	8% (14)	17% (31)	9% (16)	38% (67)	10% (17)	176
Employ: Student	20% (22)	14% (15)	39% (43)	6% (6)	14% (15)	7% (8)	108
Employ: Retired	14% (65)	2% (11)	2% (9)	1% (2)	70% (332)	12% (55)	474
Employ: Unemployed	20% (42)	6% (13)	20% (42)	1% (3)	38% (79)	14% (29)	209
Employ: Other	23% (35)	7% (10)	9% (14)	3% (4)	37% (56)	21% (32)	151
Job Type: White-collar	19% (170)	11% (100)	16% (142)	9% (83)	37% (328)	7% (61)	883
Job Type: Blue-collar	19% (172)	7% (59)	12% (107)	3% (28)	50% (439)	9% (78)	883
Job Type: Don't Know	17% (73)	4% (19)	21% (91)	2% (8)	39% (168)	18% (77)	437
Military HH: Yes	18% (85)	12% (54)	13% (61)	9% (40)	42% (195)	6% (28)	462
Military HH: No	19% (330)	7% (124)	16% (279)	5% (79)	43% (741)	11% (188)	1740

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**Table BRD19\_4:** Which of the following social media platforms do you prefer to use for the following features?  
Stories / Disappearing posts

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	19% (415)	8% (178)	15% (339)	5% (119)	42% (936)	10% (216)	2202
2016 Vote: Democrat Hillary Clinton	19% (132)	10% (67)	12% (85)	6% (39)	45% (308)	8% (57)	688
2016 Vote: Republican Donald Trump	18% (143)	7% (55)	14% (115)	6% (47)	46% (374)	9% (76)	809
2016 Vote: Someone else	12% (22)	8% (15)	19% (36)	1% (2)	47% (87)	12% (22)	183
2012 Vote: Barack Obama	19% (151)	6% (50)	13% (102)	4% (35)	48% (384)	9% (73)	796
2012 Vote: Mitt Romney	15% (84)	5% (26)	9% (48)	2% (14)	57% (309)	12% (64)	545
2012 Vote: Other	16% (16)	9% (10)	11% (11)	6% (6)	51% (53)	7% (7)	103
2012 Vote: Didn't Vote	21% (162)	12% (91)	24% (178)	9% (65)	25% (190)	9% (70)	756
4-Region: Northeast	19% (76)	9% (35)	14% (55)	4% (14)	47% (188)	8% (34)	402
4-Region: Midwest	20% (96)	9% (41)	17% (79)	8% (36)	39% (184)	8% (37)	474
4-Region: South	21% (168)	7% (61)	16% (130)	5% (42)	40% (326)	11% (89)	815
4-Region: West	15% (75)	8% (41)	15% (75)	5% (26)	47% (238)	11% (56)	511
Has account: Facebook	21% (392)	8% (144)	16% (302)	5% (89)	41% (748)	9% (162)	1838
Has account: Instagram	22% (196)	15% (133)	27% (246)	7% (67)	22% (200)	7% (61)	903
Has account: Snapchat	19% (123)	15% (95)	42% (272)	10% (63)	11% (69)	4% (26)	648
Has account: Twitter	22% (220)	11% (110)	20% (198)	9% (86)	31% (306)	7% (74)	993
Watches The O'Reilly Factor	25% (150)	12% (72)	12% (71)	10% (58)	31% (184)	10% (56)	591

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

**Table BRD20\_1:** Please indicate if you have a favorable or unfavorable view of each of the following.  
Bill O'Reilly

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	14% (311)	22% (483)	15% (319)	23% (511)	18% (402)	8% (176)	2202
Gender: Male	20% (208)	25% (270)	17% (180)	21% (226)	11% (119)	5% (58)	1060
Gender: Female	9% (103)	19% (212)	12% (140)	25% (285)	25% (284)	10% (118)	1142
Age: 18-29	11% (51)	19% (89)	11% (52)	19% (86)	23% (106)	16% (74)	459
Age: 30-44	15% (85)	23% (135)	16% (92)	19% (112)	18% (104)	9% (49)	577
Age: 45-54	19% (59)	19% (60)	16% (51)	21% (67)	19% (59)	5% (17)	313
Age: 55-64	14% (63)	23% (105)	15% (68)	25% (113)	17% (77)	6% (29)	456
Age: 65+	13% (52)	24% (95)	14% (55)	34% (134)	14% (55)	2% (7)	398
PID: Dem (no lean)	12% (96)	18% (145)	17% (137)	34% (280)	14% (112)	6% (46)	815
PID: Ind (no lean)	8% (51)	17% (113)	12% (82)	24% (159)	26% (173)	13% (89)	665
PID: Rep (no lean)	23% (164)	31% (225)	14% (101)	10% (72)	16% (118)	6% (41)	722
PID/Gender: Dem Men	17% (65)	23% (88)	21% (80)	28% (107)	8% (31)	4% (15)	386
PID/Gender: Dem Women	7% (31)	13% (57)	13% (56)	40% (174)	19% (80)	7% (31)	429
PID/Gender: Ind Men	11% (32)	21% (65)	13% (41)	27% (84)	19% (57)	9% (28)	308
PID/Gender: Ind Women	5% (18)	13% (48)	11% (41)	21% (75)	32% (115)	17% (61)	358
PID/Gender: Rep Men	30% (110)	32% (117)	16% (59)	10% (36)	8% (30)	4% (15)	367
PID/Gender: Rep Women	15% (54)	30% (108)	12% (42)	10% (37)	25% (88)	7% (26)	355
Tea Party: Supporter	26% (196)	33% (247)	16% (121)	10% (72)	11% (81)	5% (37)	753
Tea Party: Not Supporter	8% (115)	16% (232)	14% (198)	30% (439)	22% (317)	10% (138)	1439
Ideo: Liberal (1-3)	15% (121)	20% (165)	15% (124)	35% (288)	11% (89)	5% (39)	826
Ideo: Moderate (4)	8% (38)	21% (98)	18% (84)	22% (104)	22% (102)	9% (42)	468
Ideo: Conservative (5-7)	22% (144)	30% (198)	15% (101)	12% (81)	18% (123)	3% (23)	669
Educ: < College	14% (226)	22% (347)	14% (223)	20% (314)	19% (305)	10% (152)	1567
Educ: Bachelors degree	14% (57)	22% (90)	16% (66)	28% (116)	18% (74)	3% (14)	416
Educ: Post-grad	13% (28)	21% (46)	14% (31)	37% (81)	11% (23)	4% (9)	219
Income: Under 50k	13% (183)	21% (291)	15% (209)	22% (302)	20% (279)	10% (139)	1403
Income: 50k-100k	15% (90)	25% (150)	14% (86)	26% (152)	16% (93)	4% (26)	597
Income: 100k+	19% (37)	21% (42)	12% (24)	28% (57)	15% (30)	6% (11)	202

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**Table BRD20\_1:** Please indicate if you have a favorable or unfavorable view of each of the following.  
*Bill O'Reilly*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	14% (311)	22% (483)	15% (319)	23% (511)	18% (402)	8% (176)	2202
Ethnicity: White	14% (245)	22% (381)	15% (257)	23% (401)	19% (324)	8% (144)	1751
Ethnicity: Hispanic	21% (70)	31% (102)	23% (74)	12% (41)	8% (26)	5% (17)	330
Ethnicity: Afr. Am.	13% (34)	19% (50)	13% (34)	30% (81)	19% (51)	7% (19)	269
Ethnicity: Other	17% (32)	29% (52)	16% (29)	16% (29)	15% (27)	7% (13)	182
Relig: Protestant	18% (102)	26% (151)	14% (83)	19% (112)	19% (111)	4% (22)	581
Relig: Roman Catholic	17% (82)	25% (116)	17% (79)	22% (103)	13% (61)	5% (25)	466
Relig: Ath./Agn./None	9% (52)	14% (78)	11% (63)	31% (178)	21% (119)	13% (76)	565
Relig: Something Else	13% (48)	24% (87)	18% (65)	23% (83)	15% (56)	7% (24)	364
Relig: Evangelical	20% (132)	27% (177)	16% (104)	13% (88)	19% (125)	6% (41)	666
Relig: Non-Evang. Catholics	13% (78)	23% (140)	14% (88)	27% (162)	17% (102)	6% (35)	605
Relig: All Christian	17% (210)	25% (316)	15% (191)	20% (250)	18% (227)	6% (76)	1271
Relig: All Non-Christian	11% (100)	18% (165)	14% (127)	28% (261)	19% (175)	11% (100)	928
Community: Urban	18% (107)	22% (134)	15% (88)	24% (146)	13% (81)	8% (48)	605
Community: Suburban	13% (122)	22% (212)	15% (139)	25% (239)	18% (172)	7% (71)	957
Community: Rural	13% (81)	21% (136)	14% (92)	20% (126)	23% (148)	9% (56)	639
Employ: Private Sector	17% (113)	24% (158)	15% (96)	23% (149)	17% (109)	5% (35)	660
Employ: Government	17% (36)	32% (69)	14% (30)	18% (38)	16% (35)	5% (11)	218
Employ: Self-Employed	15% (32)	20% (41)	18% (38)	27% (55)	16% (32)	4% (8)	205
Employ: Homemaker	9% (16)	23% (40)	13% (24)	18% (31)	23% (40)	15% (26)	176
Employ: Student	13% (14)	25% (27)	14% (15)	14% (15)	17% (19)	17% (18)	108
Employ: Retired	13% (60)	22% (102)	14% (68)	32% (151)	16% (77)	3% (16)	474
Employ: Unemployed	9% (18)	15% (31)	11% (23)	22% (46)	28% (58)	15% (31)	209
Employ: Other	14% (22)	9% (14)	17% (26)	17% (26)	21% (32)	21% (32)	151
Job Type: White-collar	19% (166)	25% (222)	16% (144)	24% (211)	13% (114)	3% (27)	883
Job Type: Blue-collar	12% (107)	23% (205)	15% (130)	26% (226)	18% (157)	6% (56)	883
Job Type: Don't Know	9% (38)	13% (56)	10% (45)	17% (74)	30% (131)	21% (94)	437
Military HH: Yes	22% (100)	27% (123)	14% (64)	20% (94)	13% (60)	5% (21)	462
Military HH: No	12% (211)	21% (360)	15% (255)	24% (417)	20% (342)	9% (155)	1740

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**Table BRD20\_1:** Please indicate if you have a favorable or unfavorable view of each of the following.  
Bill O'Reilly

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	14% (311)	22% (483)	15% (319)	23% (511)	18% (402)	8% (176)	2202
2016 Vote: Democrat Hillary Clinton	12% (83)	12% (85)	16% (108)	41% (284)	14% (93)	5% (34)	688
2016 Vote: Republican Donald Trump	21% (174)	35% (282)	14% (116)	11% (91)	14% (110)	4% (36)	809
2016 Vote: Someone else	2% (3)	17% (32)	20% (36)	33% (61)	22% (40)	6% (12)	183
2012 Vote: Barack Obama	10% (82)	15% (123)	15% (118)	40% (316)	15% (120)	5% (38)	796
2012 Vote: Mitt Romney	23% (124)	33% (178)	13% (73)	12% (63)	16% (87)	4% (20)	545
2012 Vote: Other	6% (7)	21% (22)	9% (10)	23% (23)	31% (32)	9% (10)	103
2012 Vote: Didn't Vote	13% (97)	21% (160)	15% (117)	14% (109)	22% (164)	14% (108)	756
4-Region: Northeast	13% (51)	21% (84)	15% (59)	27% (107)	17% (68)	8% (33)	402
4-Region: Midwest	14% (67)	26% (122)	13% (63)	23% (107)	15% (73)	8% (40)	474
4-Region: South	14% (110)	21% (170)	16% (130)	20% (164)	20% (166)	9% (74)	815
4-Region: West	16% (82)	21% (107)	13% (66)	26% (133)	19% (95)	6% (29)	511
Has account: Facebook	14% (253)	22% (402)	14% (258)	23% (428)	19% (349)	8% (148)	1838
Has account: Instagram	16% (148)	21% (191)	15% (139)	21% (186)	18% (163)	8% (76)	903
Has account: Snapchat	18% (115)	21% (137)	15% (97)	19% (126)	15% (99)	11% (73)	648
Has account: Twitter	17% (168)	22% (217)	16% (162)	22% (218)	16% (155)	7% (72)	993
Watches The O'Reilly Factor	41% (241)	39% (233)	10% (57)	6% (38)	2% (14)	1% (8)	591

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

**Table BRD20\_2:** Please indicate if you have a favorable or unfavorable view of each of the following.

Kendall Jenner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	10% (218)	16% (353)	18% (387)	28% (619)	19% (423)	9% (202)	2202
Gender: Male	15% (155)	20% (210)	18% (190)	22% (233)	16% (170)	10% (103)	1060
Gender: Female	6% (63)	13% (143)	17% (197)	34% (386)	22% (253)	9% (99)	1142
Age: 18-29	11% (49)	19% (88)	16% (72)	30% (136)	15% (67)	10% (46)	459
Age: 30-44	17% (96)	22% (125)	18% (106)	22% (128)	14% (82)	7% (41)	577
Age: 45-54	9% (27)	13% (40)	20% (62)	29% (92)	21% (66)	8% (26)	313
Age: 55-64	8% (36)	13% (61)	16% (73)	28% (125)	25% (112)	11% (48)	456
Age: 65+	2% (8)	10% (39)	19% (75)	35% (138)	24% (96)	10% (41)	398
PID: Dem (no lean)	12% (102)	20% (167)	19% (157)	20% (166)	19% (158)	8% (66)	815
PID: Ind (no lean)	5% (31)	11% (74)	16% (106)	33% (222)	22% (147)	13% (85)	665
PID: Rep (no lean)	12% (85)	16% (113)	17% (124)	32% (230)	16% (119)	7% (51)	722
PID/Gender: Dem Men	17% (64)	27% (103)	21% (82)	14% (55)	14% (53)	7% (28)	386
PID/Gender: Dem Women	9% (38)	15% (64)	17% (75)	26% (111)	24% (105)	9% (38)	429
PID/Gender: Ind Men	7% (23)	11% (35)	18% (56)	27% (82)	21% (64)	16% (48)	308
PID/Gender: Ind Women	2% (8)	11% (39)	14% (50)	39% (141)	23% (83)	10% (37)	358
PID/Gender: Rep Men	18% (68)	20% (72)	14% (52)	26% (96)	14% (53)	7% (26)	367
PID/Gender: Rep Women	5% (17)	11% (41)	20% (73)	38% (134)	19% (66)	7% (25)	355
Tea Party: Supporter	20% (152)	23% (172)	15% (114)	26% (193)	10% (79)	6% (44)	753
Tea Party: Not Supporter	5% (66)	13% (180)	19% (269)	29% (423)	24% (343)	11% (158)	1439
Ideo: Liberal (1-3)	16% (135)	23% (193)	20% (168)	19% (160)	15% (121)	6% (49)	826
Ideo: Moderate (4)	6% (27)	16% (73)	18% (82)	29% (135)	22% (104)	10% (47)	468
Ideo: Conservative (5-7)	7% (45)	9% (63)	18% (117)	40% (267)	17% (113)	9% (63)	669
Educ: < College	10% (163)	16% (246)	16% (256)	28% (432)	20% (315)	10% (155)	1567
Educ: Bachelors degree	8% (35)	19% (79)	21% (85)	28% (115)	17% (71)	7% (30)	416
Educ: Post-grad	9% (19)	13% (28)	21% (46)	33% (72)	17% (38)	8% (17)	219
Income: Under 50k	10% (133)	16% (228)	16% (227)	27% (375)	21% (289)	11% (150)	1403
Income: 50k-100k	10% (62)	15% (88)	20% (120)	31% (182)	18% (109)	6% (36)	597
Income: 100k+	11% (22)	18% (37)	20% (41)	30% (61)	13% (25)	8% (16)	202

Continued on next page

**Table BRD20\_2:** Please indicate if you have a favorable or unfavorable view of each of the following.

Kendall Jenner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	10% (218)	16% (353)	18% (387)	28% (619)	19% (423)	9% (202)	2202
Ethnicity: White	9% (151)	14% (242)	18% (314)	31% (539)	19% (341)	9% (165)	1751
Ethnicity: Hispanic	24% (78)	36% (117)	17% (55)	12% (40)	9% (28)	3% (11)	330
Ethnicity: Afr. Am.	14% (38)	22% (58)	15% (41)	18% (50)	20% (55)	10% (28)	269
Ethnicity: Other	16% (28)	29% (54)	18% (33)	17% (30)	15% (28)	5% (9)	182
Relig: Protestant	8% (49)	13% (75)	18% (102)	32% (186)	22% (129)	7% (40)	581
Relig: Roman Catholic	14% (67)	20% (92)	18% (86)	28% (131)	13% (60)	6% (29)	466
Relig: Ath./Agn./None	6% (35)	11% (61)	18% (104)	31% (173)	22% (121)	13% (71)	565
Relig: Something Else	13% (47)	24% (86)	18% (64)	22% (81)	15% (56)	8% (30)	364
Relig: Evangelical	15% (97)	18% (118)	14% (95)	25% (167)	20% (133)	8% (56)	666
Relig: Non-Evang. Catholics	6% (39)	15% (89)	20% (123)	32% (196)	19% (113)	7% (44)	605
Relig: All Christian	11% (136)	16% (207)	17% (218)	29% (363)	19% (246)	8% (100)	1271
Relig: All Non-Christian	9% (81)	16% (146)	18% (168)	27% (254)	19% (178)	11% (101)	928
Community: Urban	15% (90)	18% (107)	18% (106)	26% (159)	16% (99)	7% (45)	605
Community: Suburban	9% (82)	15% (141)	18% (177)	28% (272)	20% (191)	10% (94)	957
Community: Rural	7% (46)	16% (105)	16% (104)	29% (187)	21% (134)	10% (63)	639
Employ: Private Sector	14% (91)	18% (119)	16% (102)	28% (186)	17% (114)	7% (47)	660
Employ: Government	16% (36)	23% (51)	20% (44)	24% (51)	12% (26)	5% (11)	218
Employ: Self-Employed	13% (26)	20% (42)	20% (41)	22% (45)	19% (39)	6% (12)	205
Employ: Homemaker	7% (12)	12% (21)	17% (31)	39% (69)	16% (28)	8% (15)	176
Employ: Student	9% (10)	26% (28)	18% (19)	28% (30)	11% (12)	8% (8)	108
Employ: Retired	3% (16)	12% (55)	19% (91)	31% (146)	24% (113)	11% (52)	474
Employ: Unemployed	5% (10)	9% (19)	16% (33)	31% (64)	25% (53)	14% (30)	209
Employ: Other	10% (15)	12% (18)	17% (25)	18% (27)	26% (39)	18% (27)	151
Job Type: White-collar	15% (129)	21% (188)	21% (189)	23% (204)	14% (122)	6% (50)	883
Job Type: Blue-collar	7% (60)	13% (113)	17% (146)	34% (301)	21% (182)	9% (81)	883
Job Type: Don't Know	6% (28)	12% (53)	12% (52)	26% (114)	27% (119)	16% (71)	437
Military HH: Yes	15% (70)	18% (84)	16% (74)	28% (128)	17% (80)	6% (26)	462
Military HH: No	8% (148)	15% (269)	18% (313)	28% (490)	20% (343)	10% (176)	1740

Continued on next page

**Table BRD20\_2:** Please indicate if you have a favorable or unfavorable view of each of the following.  
Kendall Jenner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	10% (218)	16% (353)	18% (387)	28% (619)	19% (423)	9% (202)	2202
2016 Vote: Democrat Hillary Clinton	12% (83)	19% (128)	20% (137)	23% (157)	20% (136)	7% (48)	688
2016 Vote: Republican Donald Trump	11% (92)	15% (124)	17% (134)	32% (261)	17% (137)	8% (61)	809
2016 Vote: Someone else	2% (4)	12% (22)	20% (36)	36% (66)	23% (41)	8% (14)	183
2012 Vote: Barack Obama	11% (85)	17% (136)	19% (155)	24% (188)	21% (168)	8% (63)	796
2012 Vote: Mitt Romney	8% (42)	10% (55)	18% (97)	39% (212)	18% (101)	7% (39)	545
2012 Vote: Other	9% (9)	8% (9)	10% (10)	38% (39)	20% (21)	14% (15)	103
2012 Vote: Didn't Vote	11% (80)	20% (153)	17% (126)	24% (179)	18% (134)	11% (85)	756
4-Region: Northeast	11% (44)	14% (56)	18% (73)	28% (111)	20% (81)	9% (36)	402
4-Region: Midwest	10% (46)	20% (95)	16% (75)	28% (135)	17% (81)	9% (41)	474
4-Region: South	10% (78)	16% (127)	16% (132)	29% (232)	20% (162)	10% (83)	815
4-Region: West	10% (49)	15% (75)	21% (107)	27% (140)	19% (99)	8% (41)	511
Has account: Facebook	10% (190)	16% (295)	18% (325)	28% (514)	19% (350)	9% (163)	1838
Has account: Instagram	15% (134)	22% (195)	16% (148)	26% (233)	16% (141)	6% (53)	903
Has account: Snapchat	19% (125)	22% (140)	18% (119)	23% (147)	12% (79)	6% (37)	648
Has account: Twitter	16% (155)	20% (201)	17% (168)	24% (240)	16% (160)	7% (68)	993
Watches The O'Reilly Factor	22% (127)	19% (113)	18% (104)	25% (145)	12% (70)	5% (32)	591

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

**Table BRD20\_3:** Please indicate if you have a favorable or unfavorable view of each of the following.  
*Pepsi*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	33% (730)	33% (733)	14% (315)	10% (221)	8% (171)	1% (31)	2202
Gender: Male	35% (367)	33% (354)	15% (159)	8% (84)	7% (74)	2% (21)	1060
Gender: Female	32% (363)	33% (379)	14% (156)	12% (137)	9% (97)	1% (11)	1142
Age: 18-29	36% (165)	26% (120)	15% (69)	12% (53)	7% (33)	4% (18)	459
Age: 30-44	36% (207)	31% (178)	15% (86)	9% (52)	7% (43)	2% (12)	577
Age: 45-54	35% (109)	32% (101)	13% (41)	10% (31)	9% (29)	1% (2)	313
Age: 55-64	32% (145)	39% (179)	11% (50)	10% (47)	7% (34)	— (0)	456
Age: 65+	26% (103)	39% (155)	17% (69)	10% (38)	8% (33)	— (1)	398
PID: Dem (no lean)	38% (308)	32% (263)	14% (117)	9% (69)	6% (51)	1% (6)	815
PID: Ind (no lean)	27% (181)	32% (214)	15% (97)	12% (78)	12% (78)	3% (19)	665
PID: Rep (no lean)	33% (241)	36% (257)	14% (102)	10% (73)	6% (43)	1% (6)	722
PID/Gender: Dem Men	41% (158)	34% (131)	14% (53)	6% (25)	4% (16)	1% (3)	386
PID/Gender: Dem Women	35% (151)	31% (131)	15% (64)	10% (45)	8% (35)	1% (3)	429
PID/Gender: Ind Men	27% (83)	32% (97)	17% (53)	8% (25)	12% (37)	4% (12)	308
PID/Gender: Ind Women	27% (97)	33% (117)	12% (44)	15% (53)	11% (40)	2% (6)	358
PID/Gender: Rep Men	34% (126)	34% (126)	14% (53)	9% (34)	6% (22)	2% (6)	367
PID/Gender: Rep Women	32% (115)	37% (131)	14% (49)	11% (39)	6% (21)	— (1)	355
Tea Party: Supporter	39% (294)	32% (244)	16% (119)	7% (55)	5% (34)	1% (6)	753
Tea Party: Not Supporter	30% (432)	34% (485)	14% (195)	12% (166)	9% (136)	2% (25)	1439
Ideo: Liberal (1-3)	35% (289)	32% (261)	16% (129)	10% (81)	7% (57)	1% (8)	826
Ideo: Moderate (4)	31% (143)	37% (172)	12% (58)	9% (44)	10% (46)	1% (5)	468
Ideo: Conservative (5-7)	30% (202)	35% (234)	16% (106)	12% (77)	7% (46)	1% (4)	669
Educ: < College	36% (564)	31% (484)	13% (210)	10% (162)	8% (122)	2% (26)	1567
Educ: Bachelors degree	26% (108)	40% (165)	16% (68)	8% (35)	9% (37)	1% (2)	416
Educ: Post-grad	26% (58)	38% (84)	17% (38)	11% (24)	6% (12)	1% (3)	219
Income: Under 50k	35% (494)	30% (419)	15% (208)	9% (131)	9% (127)	2% (24)	1403
Income: 50k-100k	31% (187)	39% (231)	12% (71)	12% (69)	6% (35)	1% (4)	597
Income: 100k+	24% (49)	41% (82)	18% (37)	11% (21)	5% (10)	1% (3)	202

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**Table BRD20\_3:** Please indicate if you have a favorable or unfavorable view of each of the following.  
*Pepsi*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	33% (730)	33% (733)	14% (315)	10% (221)	8% (171)	1% (31)	2202
Ethnicity: White	32% (555)	34% (604)	14% (253)	10% (180)	8% (132)	2% (28)	1751
Ethnicity: Hispanic	35% (114)	31% (101)	18% (58)	9% (28)	7% (22)	2% (6)	330
Ethnicity: Afr. Am.	49% (132)	23% (63)	12% (33)	8% (22)	7% (20)	— (0)	269
Ethnicity: Other	24% (43)	36% (66)	17% (30)	10% (19)	11% (20)	2% (4)	182
Relig: Protestant	35% (202)	35% (202)	14% (81)	10% (57)	6% (38)	— (2)	581
Relig: Roman Catholic	33% (152)	36% (170)	13% (62)	10% (47)	7% (32)	1% (3)	466
Relig: Ath./Agn./None	26% (148)	33% (185)	16% (89)	11% (64)	10% (57)	4% (21)	565
Relig: Something Else	33% (121)	31% (112)	15% (56)	11% (39)	9% (33)	1% (3)	364
Relig: Evangelical	41% (276)	32% (212)	13% (89)	8% (53)	5% (34)	— (3)	666
Relig: Non-Evang. Catholics	30% (184)	37% (223)	14% (82)	11% (65)	8% (47)	1% (4)	605
Relig: All Christian	36% (459)	34% (435)	13% (171)	9% (118)	6% (81)	1% (7)	1271
Relig: All Non-Christian	29% (269)	32% (297)	16% (145)	11% (103)	10% (91)	3% (24)	928
Community: Urban	39% (235)	29% (178)	13% (80)	9% (54)	8% (47)	2% (11)	605
Community: Suburban	28% (264)	36% (343)	17% (164)	10% (92)	8% (78)	2% (16)	957
Community: Rural	36% (231)	33% (212)	11% (71)	12% (75)	7% (46)	1% (4)	639
Employ: Private Sector	35% (229)	36% (235)	15% (97)	8% (53)	7% (43)	— (3)	660
Employ: Government	33% (72)	31% (68)	17% (38)	10% (23)	7% (15)	1% (2)	218
Employ: Self-Employed	36% (74)	31% (63)	13% (27)	11% (23)	7% (14)	3% (5)	205
Employ: Homemaker	33% (58)	29% (51)	18% (31)	8% (15)	12% (21)	— (0)	176
Employ: Student	30% (33)	31% (34)	15% (17)	12% (13)	6% (6)	5% (5)	108
Employ: Retired	29% (138)	38% (178)	15% (73)	10% (47)	8% (37)	— (1)	474
Employ: Unemployed	31% (64)	31% (64)	11% (22)	15% (31)	12% (26)	1% (2)	209
Employ: Other	41% (62)	27% (41)	7% (10)	11% (16)	6% (9)	9% (13)	151
Job Type: White-collar	32% (279)	37% (325)	15% (131)	9% (81)	6% (57)	1% (10)	883
Job Type: Blue-collar	33% (296)	32% (282)	15% (135)	11% (98)	8% (70)	— (2)	883
Job Type: Don't Know	36% (156)	29% (126)	11% (50)	10% (42)	10% (44)	4% (19)	437
Military HH: Yes	31% (145)	38% (173)	15% (68)	8% (38)	8% (35)	— (2)	462
Military HH: No	34% (585)	32% (559)	14% (247)	11% (183)	8% (137)	2% (30)	1740

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**Table BRD20\_3:** Please indicate if you have a favorable or unfavorable view of each of the following.

Pepsi

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	33% (730)	33% (733)	14% (315)	10% (221)	8% (171)	1% (31)	2202
2016 Vote: Democrat Hillary Clinton	35% (243)	33% (225)	14% (98)	9% (64)	8% (53)	1% (5)	688
2016 Vote: Republican Donald Trump	36% (290)	35% (282)	14% (112)	10% (78)	5% (43)	1% (5)	809
2016 Vote: Someone else	20% (36)	32% (59)	23% (41)	12% (22)	12% (23)	1% (2)	183
2012 Vote: Barack Obama	35% (278)	33% (265)	14% (114)	9% (74)	8% (62)	— (2)	796
2012 Vote: Mitt Romney	30% (164)	37% (201)	16% (85)	11% (57)	6% (35)	— (2)	545
2012 Vote: Other	26% (27)	30% (31)	19% (19)	10% (10)	13% (13)	2% (2)	103
2012 Vote: Didn't Vote	34% (260)	31% (235)	13% (96)	10% (78)	8% (61)	3% (25)	756
4-Region: Northeast	37% (148)	33% (134)	12% (50)	10% (39)	7% (27)	1% (4)	402
4-Region: Midwest	35% (168)	32% (153)	13% (62)	9% (43)	9% (42)	1% (7)	474
4-Region: South	33% (266)	32% (262)	15% (120)	10% (84)	8% (67)	2% (16)	815
4-Region: West	29% (149)	36% (184)	16% (84)	11% (54)	7% (35)	1% (5)	511
Has account: Facebook	36% (660)	32% (595)	14% (254)	10% (175)	8% (141)	1% (13)	1838
Has account: Instagram	38% (348)	31% (277)	14% (126)	10% (86)	6% (55)	1% (11)	903
Has account: Snapchat	39% (256)	30% (192)	14% (94)	10% (63)	5% (32)	2% (11)	648
Has account: Twitter	39% (384)	33% (326)	12% (121)	9% (94)	6% (61)	1% (7)	993
Watches The O'Reilly Factor	42% (246)	34% (202)	13% (74)	7% (41)	4% (23)	1% (5)	591

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



**Table BRD20\_4:** Please indicate if you have a favorable or unfavorable view of each of the following.  
Coca Cola

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	39% (866)	36% (785)	10% (220)	7% (155)	7% (146)	1% (29)	2202
Gender: Male	40% (425)	37% (389)	10% (104)	7% (71)	5% (50)	2% (22)	1060
Gender: Female	39% (441)	35% (397)	10% (117)	7% (84)	8% (96)	1% (7)	1142
Age: 18-29	42% (193)	29% (131)	11% (50)	9% (40)	7% (32)	3% (12)	459
Age: 30-44	40% (229)	34% (196)	9% (50)	10% (55)	6% (33)	2% (14)	577
Age: 45-54	43% (134)	35% (109)	10% (32)	3% (10)	8% (26)	1% (2)	313
Age: 55-64	35% (158)	43% (194)	11% (50)	6% (28)	6% (27)	— (0)	456
Age: 65+	38% (152)	39% (155)	10% (40)	6% (22)	7% (28)	— (1)	398
PID: Dem (no lean)	41% (336)	35% (281)	11% (90)	7% (55)	6% (48)	1% (5)	815
PID: Ind (no lean)	36% (239)	35% (231)	8% (55)	9% (57)	10% (66)	3% (17)	665
PID: Rep (no lean)	40% (292)	38% (273)	10% (76)	6% (44)	4% (32)	1% (7)	722
PID/Gender: Dem Men	41% (159)	35% (134)	14% (53)	8% (31)	2% (7)	— (2)	386
PID/Gender: Dem Women	41% (178)	34% (147)	9% (37)	5% (23)	9% (41)	1% (4)	429
PID/Gender: Ind Men	36% (111)	36% (110)	8% (23)	7% (21)	9% (28)	5% (14)	308
PID/Gender: Ind Women	36% (127)	34% (121)	9% (32)	10% (36)	11% (38)	1% (3)	358
PID/Gender: Rep Men	42% (155)	39% (144)	7% (28)	5% (19)	4% (14)	2% (7)	367
PID/Gender: Rep Women	38% (136)	36% (128)	14% (48)	7% (25)	5% (18)	— (0)	355
Tea Party: Supporter	43% (324)	35% (262)	10% (74)	8% (58)	4% (28)	1% (6)	753
Tea Party: Not Supporter	37% (537)	36% (521)	10% (144)	7% (97)	8% (116)	2% (23)	1439
Ideo: Liberal (1-3)	40% (332)	35% (291)	10% (80)	8% (65)	6% (50)	1% (8)	826
Ideo: Moderate (4)	40% (188)	36% (168)	10% (49)	5% (21)	7% (35)	1% (6)	468
Ideo: Conservative (5-7)	39% (259)	37% (250)	11% (70)	7% (48)	6% (39)	— (2)	669
Educ: < College	41% (641)	34% (534)	10% (159)	7% (112)	6% (100)	1% (22)	1567
Educ: Bachelors degree	36% (150)	40% (166)	9% (36)	6% (27)	8% (34)	1% (3)	416
Educ: Post-grad	35% (76)	39% (85)	12% (26)	8% (17)	6% (12)	1% (3)	219
Income: Under 50k	40% (561)	33% (461)	10% (141)	8% (109)	8% (109)	2% (21)	1403
Income: 50k-100k	38% (226)	40% (238)	10% (62)	6% (37)	5% (29)	1% (5)	597
Income: 100k+	39% (79)	43% (86)	9% (18)	4% (8)	4% (7)	1% (3)	202

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**Table BRD20\_4:** Please indicate if you have a favorable or unfavorable view of each of the following.

Coca Cola

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	39% (866)	36% (785)	10% (220)	7% (155)	7% (146)	1% (29)	2202
Ethnicity: White	39% (682)	37% (642)	10% (169)	7% (119)	7% (114)	1% (25)	1751
Ethnicity: Hispanic	37% (122)	32% (105)	15% (49)	10% (33)	4% (13)	2% (8)	330
Ethnicity: Afr. Am.	45% (120)	33% (89)	8% (22)	8% (21)	5% (15)	1% (2)	269
Ethnicity: Other	35% (65)	30% (55)	16% (29)	8% (14)	9% (17)	1% (2)	182
Relig: Protestant	42% (247)	35% (203)	11% (61)	6% (33)	6% (36)	— (2)	581
Relig: Roman Catholic	38% (177)	41% (189)	9% (42)	6% (30)	5% (23)	1% (4)	466
Relig: Ath./Agn./None	34% (191)	37% (208)	10% (56)	8% (46)	8% (44)	4% (21)	565
Relig: Something Else	41% (150)	30% (111)	11% (41)	8% (31)	8% (29)	1% (2)	364
Relig: Evangelical	44% (296)	33% (218)	12% (78)	6% (40)	5% (34)	— (0)	666
Relig: Non-Evang. Catholics	38% (228)	41% (247)	8% (46)	6% (38)	7% (39)	1% (6)	605
Relig: All Christian	41% (523)	37% (465)	10% (123)	6% (79)	6% (74)	— (6)	1271
Relig: All Non-Christian	37% (341)	34% (319)	10% (97)	8% (76)	8% (72)	2% (23)	928
Community: Urban	43% (258)	33% (201)	9% (55)	6% (38)	7% (42)	2% (12)	605
Community: Suburban	38% (362)	37% (350)	11% (108)	6% (59)	7% (65)	1% (14)	957
Community: Rural	39% (246)	37% (235)	9% (57)	9% (58)	6% (39)	1% (3)	639
Employ: Private Sector	43% (283)	37% (247)	8% (53)	6% (41)	5% (32)	1% (4)	660
Employ: Government	34% (75)	35% (76)	16% (34)	7% (16)	7% (16)	1% (2)	218
Employ: Self-Employed	33% (69)	35% (71)	13% (26)	10% (21)	8% (16)	1% (3)	205
Employ: Homemaker	36% (63)	35% (61)	12% (21)	11% (20)	7% (12)	— (0)	176
Employ: Student	38% (41)	32% (35)	11% (11)	9% (9)	8% (9)	3% (3)	108
Employ: Retired	38% (180)	38% (180)	11% (52)	6% (28)	7% (34)	— (1)	474
Employ: Unemployed	41% (86)	34% (71)	8% (16)	6% (13)	9% (20)	2% (3)	209
Employ: Other	46% (70)	30% (45)	5% (8)	4% (7)	6% (9)	8% (13)	151
Job Type: White-collar	36% (319)	39% (347)	11% (98)	7% (63)	5% (45)	1% (10)	883
Job Type: Blue-collar	41% (363)	36% (315)	10% (85)	7% (61)	6% (57)	— (3)	883
Job Type: Don't Know	42% (185)	28% (123)	9% (37)	7% (32)	10% (43)	4% (16)	437
Military HH: Yes	38% (175)	38% (173)	12% (55)	7% (34)	5% (23)	— (0)	462
Military HH: No	40% (691)	35% (612)	9% (165)	7% (121)	7% (122)	2% (29)	1740

Continued on next page

**Table BRD20\_4:** Please indicate if you have a favorable or unfavorable view of each of the following.  
 Coca Cola

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	39% (866)	36% (785)	10% (220)	7% (155)	7% (146)	1% (29)	2202
2016 Vote: Democrat Hillary Clinton	41% (280)	35% (240)	9% (65)	7% (49)	7% (49)	1% (5)	688
2016 Vote: Republican Donald Trump	43% (350)	37% (299)	10% (79)	5% (40)	5% (37)	1% (4)	809
2016 Vote: Someone else	29% (54)	38% (69)	13% (24)	9% (17)	9% (16)	2% (4)	183
2012 Vote: Barack Obama	41% (327)	36% (287)	9% (70)	7% (58)	6% (51)	— (3)	796
2012 Vote: Mitt Romney	38% (208)	40% (218)	11% (58)	5% (30)	5% (29)	— (2)	545
2012 Vote: Other	35% (35)	27% (27)	19% (20)	6% (6)	12% (12)	2% (2)	103
2012 Vote: Didn't Vote	39% (296)	33% (250)	10% (74)	8% (62)	7% (53)	3% (22)	756
4-Region: Northeast	36% (146)	40% (159)	12% (49)	5% (20)	6% (25)	1% (3)	402
4-Region: Midwest	38% (181)	36% (171)	10% (49)	8% (37)	6% (30)	1% (6)	474
4-Region: South	43% (353)	34% (274)	7% (61)	7% (58)	7% (54)	2% (16)	815
4-Region: West	36% (187)	36% (182)	12% (62)	8% (40)	7% (37)	1% (4)	511
Has account: Facebook	41% (760)	35% (636)	10% (185)	7% (125)	7% (122)	1% (11)	1838
Has account: Instagram	43% (391)	34% (309)	10% (87)	7% (61)	5% (45)	1% (11)	903
Has account: Snapchat	44% (285)	32% (207)	10% (64)	8% (49)	5% (31)	2% (12)	648
Has account: Twitter	42% (422)	36% (359)	9% (86)	7% (65)	5% (52)	1% (8)	993
Watches The O'Reilly Factor	47% (275)	35% (206)	8% (45)	8% (46)	3% (16)	1% (3)	591

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

**Table BRD20\_5:** Please indicate if you have a favorable or unfavorable view of each of the following.  
Kim Kardashian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	10% (228)	14% (298)	21% (464)	38% (830)	15% (327)	2% (54)	2202
Gender: Male	15% (156)	18% (188)	22% (236)	29% (311)	13% (138)	3% (31)	1060
Gender: Female	6% (72)	10% (110)	20% (228)	45% (519)	17% (189)	2% (23)	1142
Age: 18-29	13% (61)	14% (66)	17% (79)	38% (174)	12% (57)	5% (21)	459
Age: 30-44	18% (105)	21% (119)	18% (105)	28% (161)	12% (70)	3% (17)	577
Age: 45-54	7% (22)	12% (36)	25% (77)	37% (115)	17% (54)	3% (8)	313
Age: 55-64	7% (32)	10% (44)	23% (104)	40% (184)	19% (87)	1% (6)	456
Age: 65+	2% (7)	8% (33)	25% (100)	49% (196)	15% (59)	1% (3)	398
PID: Dem (no lean)	13% (102)	19% (151)	24% (195)	30% (244)	13% (109)	2% (13)	815
PID: Ind (no lean)	5% (32)	7% (46)	19% (128)	46% (304)	19% (125)	4% (30)	665
PID: Rep (no lean)	13% (93)	14% (101)	20% (141)	39% (283)	13% (93)	1% (11)	722
PID/Gender: Dem Men	17% (66)	25% (95)	24% (93)	22% (83)	10% (40)	2% (7)	386
PID/Gender: Dem Women	8% (36)	13% (56)	24% (102)	37% (160)	16% (69)	1% (6)	429
PID/Gender: Ind Men	7% (22)	7% (23)	24% (74)	38% (117)	18% (57)	5% (15)	308
PID/Gender: Ind Women	3% (10)	6% (23)	15% (55)	52% (187)	19% (68)	4% (15)	358
PID/Gender: Rep Men	18% (67)	19% (70)	19% (70)	30% (110)	11% (41)	2% (8)	367
PID/Gender: Rep Women	7% (26)	9% (31)	20% (72)	49% (173)	15% (52)	1% (2)	355
Tea Party: Supporter	18% (137)	22% (168)	20% (152)	29% (221)	8% (63)	2% (12)	753
Tea Party: Not Supporter	6% (90)	9% (129)	22% (310)	42% (606)	18% (263)	3% (41)	1439
Ideo: Liberal (1-3)	17% (139)	20% (168)	23% (193)	28% (227)	10% (84)	2% (15)	826
Ideo: Moderate (4)	7% (33)	11% (51)	23% (105)	38% (178)	19% (89)	2% (11)	468
Ideo: Conservative (5-7)	6% (37)	8% (55)	21% (141)	52% (346)	12% (83)	1% (7)	669
Educ: < College	11% (178)	14% (224)	19% (304)	36% (566)	16% (251)	3% (43)	1567
Educ: Bachelors degree	7% (30)	12% (51)	26% (107)	39% (163)	15% (61)	1% (5)	416
Educ: Post-grad	9% (19)	10% (22)	25% (54)	46% (101)	7% (16)	3% (6)	219
Income: Under 50k	11% (151)	15% (206)	19% (260)	36% (506)	17% (236)	3% (43)	1403
Income: 50k-100k	9% (55)	11% (66)	25% (150)	41% (247)	12% (74)	1% (7)	597
Income: 100k+	11% (22)	13% (26)	27% (54)	39% (78)	9% (17)	2% (4)	202

Continued on next page

**Table BRD20\_5:** Please indicate if you have a favorable or unfavorable view of each of the following.  
*Kim Kardashian*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	10% (228)	14% (298)	21% (464)	38% (830)	15% (327)	2% (54)	2202
Ethnicity: White	9% (158)	11% (187)	21% (370)	42% (742)	14% (251)	2% (43)	1751
Ethnicity: Hispanic	24% (78)	33% (108)	20% (67)	14% (45)	7% (24)	2% (8)	330
Ethnicity: Afr. Am.	17% (46)	23% (63)	20% (55)	20% (53)	18% (48)	2% (5)	269
Ethnicity: Other	13% (24)	26% (48)	22% (40)	20% (36)	16% (29)	3% (6)	182
Relig: Protestant	8% (46)	8% (46)	24% (137)	44% (257)	15% (89)	1% (6)	581
Relig: Roman Catholic	13% (60)	16% (75)	21% (98)	38% (177)	10% (46)	2% (10)	466
Relig: Ath./Agn./None	8% (44)	9% (51)	20% (115)	42% (236)	16% (90)	5% (28)	565
Relig: Something Else	14% (51)	23% (84)	21% (77)	26% (93)	14% (52)	2% (6)	364
Relig: Evangelical	15% (97)	17% (111)	19% (126)	33% (218)	16% (105)	1% (8)	666
Relig: Non-Evang. Catholics	6% (35)	8% (51)	24% (145)	47% (282)	13% (81)	2% (11)	605
Relig: All Christian	10% (132)	13% (162)	21% (272)	39% (500)	15% (186)	2% (19)	1271
Relig: All Non-Christian	10% (95)	15% (135)	21% (192)	35% (329)	15% (142)	4% (34)	928
Community: Urban	17% (102)	15% (93)	21% (126)	33% (199)	12% (71)	2% (14)	605
Community: Suburban	7% (72)	12% (112)	24% (230)	39% (370)	16% (151)	2% (22)	957
Community: Rural	8% (54)	15% (94)	17% (108)	41% (261)	17% (106)	3% (17)	639
Employ: Private Sector	12% (81)	15% (97)	23% (149)	37% (244)	12% (79)	2% (11)	660
Employ: Government	16% (34)	22% (47)	21% (47)	29% (63)	10% (22)	2% (5)	218
Employ: Self-Employed	16% (32)	19% (39)	20% (41)	31% (63)	12% (25)	2% (5)	205
Employ: Homemaker	8% (14)	11% (20)	18% (32)	45% (80)	16% (29)	2% (3)	176
Employ: Student	14% (15)	15% (16)	19% (21)	38% (41)	10% (11)	3% (4)	108
Employ: Retired	3% (16)	10% (46)	23% (110)	44% (209)	19% (88)	1% (4)	474
Employ: Unemployed	8% (17)	9% (19)	18% (37)	40% (83)	22% (47)	3% (6)	209
Employ: Other	12% (18)	10% (15)	19% (28)	31% (47)	17% (26)	11% (17)	151
Job Type: White-collar	14% (122)	18% (159)	24% (213)	33% (292)	9% (81)	2% (16)	883
Job Type: Blue-collar	8% (69)	11% (93)	21% (184)	43% (380)	17% (146)	1% (10)	883
Job Type: Don't Know	8% (37)	11% (46)	15% (67)	36% (159)	23% (100)	6% (28)	437
Military HH: Yes	16% (73)	15% (70)	18% (85)	36% (166)	14% (63)	1% (5)	462
Military HH: No	9% (155)	13% (228)	22% (380)	38% (665)	15% (265)	3% (49)	1740

Continued on next page

**Table BRD20\_5:** Please indicate if you have a favorable or unfavorable view of each of the following.

Kim Kardashian

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	10% (228)	14% (298)	21% (464)	38% (830)	15% (327)	2% (54)	2202
2016 Vote: Democrat Hillary Clinton	12% (81)	14% (97)	26% (179)	34% (233)	13% (88)	1% (10)	688
2016 Vote: Republican Donald Trump	11% (87)	15% (122)	19% (155)	41% (331)	12% (99)	2% (15)	809
2016 Vote: Someone else	4% (7)	7% (12)	20% (37)	50% (91)	18% (33)	2% (3)	183
2012 Vote: Barack Obama	11% (87)	14% (107)	24% (192)	36% (284)	14% (112)	2% (13)	796
2012 Vote: Mitt Romney	6% (31)	8% (43)	23% (123)	51% (276)	12% (66)	1% (6)	545
2012 Vote: Other	3% (3)	9% (9)	14% (14)	45% (46)	26% (27)	3% (3)	103
2012 Vote: Didn't Vote	14% (107)	18% (138)	18% (134)	30% (223)	16% (122)	4% (31)	756
4-Region: Northeast	10% (40)	10% (39)	23% (94)	40% (160)	15% (61)	2% (8)	402
4-Region: Midwest	11% (54)	17% (82)	21% (99)	35% (166)	13% (61)	3% (12)	474
4-Region: South	10% (79)	14% (113)	20% (167)	37% (299)	16% (132)	3% (25)	815
4-Region: West	11% (55)	13% (64)	20% (105)	40% (206)	14% (73)	2% (9)	511
Has account: Facebook	10% (190)	15% (268)	21% (382)	38% (696)	15% (269)	2% (33)	1838
Has account: Instagram	17% (152)	17% (155)	20% (180)	31% (282)	13% (114)	2% (19)	903
Has account: Snapchat	21% (134)	18% (118)	20% (128)	29% (187)	9% (61)	3% (19)	648
Has account: Twitter	16% (159)	17% (166)	21% (204)	32% (316)	13% (130)	2% (19)	993
Watches The O'Reilly Factor	21% (126)	19% (111)	19% (109)	32% (189)	8% (49)	1% (6)	591

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

**Table BRD21\_1: Do you watch the following television stations or programs?**

*Fox News*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	51%	(1132)	45%	(980)	4%	(90)	2202
Gender: Male	56%	(599)	40%	(424)	4%	(37)	1060
Gender: Female	47%	(533)	49%	(556)	5%	(53)	1142
Age: 18-29	45%	(208)	48%	(220)	7%	(30)	459
Age: 30-44	50%	(290)	45%	(258)	5%	(30)	577
Age: 45-54	51%	(158)	46%	(144)	3%	(11)	313
Age: 55-64	57%	(257)	40%	(184)	3%	(14)	456
Age: 65+	55%	(218)	44%	(174)	1%	(6)	398
PID: Dem (no lean)	50%	(406)	48%	(394)	2%	(16)	815
PID: Ind (no lean)	42%	(280)	50%	(334)	8%	(51)	665
PID: Rep (no lean)	62%	(446)	35%	(252)	3%	(24)	722
PID/Gender: Dem Men	58%	(222)	41%	(158)	1%	(5)	386
PID/Gender: Dem Women	43%	(183)	55%	(236)	2%	(10)	429
PID/Gender: Ind Men	45%	(139)	47%	(146)	7%	(23)	308
PID/Gender: Ind Women	39%	(141)	53%	(188)	8%	(28)	358
PID/Gender: Rep Men	65%	(237)	33%	(121)	2%	(9)	367
PID/Gender: Rep Women	59%	(209)	37%	(131)	4%	(15)	355
Tea Party: Supporter	68%	(511)	30%	(223)	3%	(19)	753
Tea Party: Not Supporter	43%	(615)	52%	(752)	5%	(72)	1439
Ideo: Liberal (1-3)	46%	(382)	51%	(419)	3%	(25)	826
Ideo: Moderate (4)	49%	(230)	46%	(217)	4%	(20)	468
Ideo: Conservative (5-7)	64%	(431)	33%	(223)	2%	(14)	669
Educ: < College	54%	(841)	42%	(657)	4%	(70)	1567
Educ: Bachelors degree	46%	(193)	51%	(210)	3%	(12)	416
Educ: Post-grad	45%	(98)	52%	(113)	4%	(8)	219
Income: Under 50k	51%	(717)	44%	(623)	4%	(63)	1403
Income: 50k-100k	51%	(304)	46%	(272)	4%	(21)	597
Income: 100k+	55%	(111)	42%	(85)	3%	(6)	202

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**Table BRD21\_1: Do you watch the following television stations or programs?**

Fox News

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	51%	(1132)	45%	(980)	4%	(90)	2202
Ethnicity: White	50%	(868)	47%	(814)	4%	(69)	1751
Ethnicity: Hispanic	57%	(189)	39%	(130)	3%	(10)	330
Ethnicity: Afr. Am.	62%	(168)	34%	(91)	4%	(10)	269
Ethnicity: Other	53%	(96)	41%	(75)	6%	(11)	182
Relig: Protestant	57%	(329)	41%	(237)	3%	(15)	581
Relig: Roman Catholic	55%	(256)	43%	(201)	2%	(9)	466
Relig: Ath./Agn./None	38%	(216)	54%	(303)	8%	(45)	565
Relig: Something Else	53%	(193)	45%	(163)	2%	(8)	364
Relig: Evangelical	61%	(409)	35%	(233)	4%	(25)	666
Relig: Non-Evang. Catholics	52%	(313)	46%	(279)	2%	(12)	605
Relig: All Christian	57%	(722)	40%	(512)	3%	(37)	1271
Relig: All Non-Christian	44%	(409)	50%	(466)	6%	(53)	928
Community: Urban	54%	(328)	42%	(255)	4%	(23)	605
Community: Suburban	51%	(484)	45%	(428)	5%	(45)	957
Community: Rural	50%	(319)	47%	(298)	3%	(22)	639
Employ: Private Sector	52%	(345)	45%	(300)	2%	(15)	660
Employ: Government	50%	(110)	46%	(100)	4%	(8)	218
Employ: Self-Employed	54%	(111)	41%	(84)	5%	(11)	205
Employ: Homemaker	46%	(82)	50%	(88)	4%	(6)	176
Employ: Student	52%	(56)	42%	(45)	6%	(7)	108
Employ: Retired	54%	(258)	44%	(206)	2%	(9)	474
Employ: Unemployed	42%	(87)	49%	(102)	9%	(19)	209
Employ: Other	54%	(82)	36%	(54)	10%	(16)	151
Job Type: White-collar	54%	(473)	44%	(390)	2%	(20)	883
Job Type: Blue-collar	53%	(465)	45%	(393)	3%	(25)	883
Job Type: Don't Know	44%	(194)	45%	(197)	10%	(45)	437
Military HH: Yes	56%	(258)	42%	(194)	2%	(9)	462
Military HH: No	50%	(873)	45%	(786)	5%	(82)	1740

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**Table BRD21\_1:** Do you watch the following television stations or programs?

*Fox News*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	51%	(1132)	45%	(980)	4%	(90)	2202
2016 Vote: Democrat Hillary Clinton	43%	(293)	55%	(376)	3%	(19)	688
2016 Vote: Republican Donald Trump	64%	(518)	33%	(266)	3%	(24)	809
2016 Vote: Someone else	36%	(65)	59%	(108)	5%	(10)	183
2012 Vote: Barack Obama	45%	(361)	52%	(417)	2%	(17)	796
2012 Vote: Mitt Romney	64%	(350)	33%	(182)	2%	(12)	545
2012 Vote: Other	40%	(41)	51%	(52)	10%	(10)	103
2012 Vote: Didn't Vote	50%	(378)	43%	(327)	7%	(51)	756
4-Region: Northeast	49%	(197)	47%	(190)	4%	(15)	402
4-Region: Midwest	52%	(245)	45%	(215)	3%	(14)	474
4-Region: South	53%	(430)	42%	(346)	5%	(39)	815
4-Region: West	51%	(259)	45%	(229)	4%	(23)	511
Has account: Facebook	52%	(962)	44%	(816)	3%	(61)	1838
Has account: Instagram	54%	(486)	43%	(384)	4%	(33)	903
Has account: Snapchat	55%	(354)	41%	(265)	4%	(28)	648
Has account: Twitter	55%	(550)	41%	(407)	4%	(36)	993
Watches The O'Reilly Factor	83%	(491)	16%	(94)	1%	(7)	591

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

**Table BRD21\_2: Do you watch the following television stations or programs?**  
*The O'Reilly Factor*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	27% (591)	66% (1464)	7% (147)	2202
Gender: Male	35% (370)	60% (633)	5% (57)	1060
Gender: Female	19% (221)	73% (831)	8% (90)	1142
Age: 18-29	22% (102)	66% (302)	12% (55)	459
Age: 30-44	30% (172)	62% (356)	9% (50)	577
Age: 45-54	26% (80)	70% (219)	4% (14)	313
Age: 55-64	28% (127)	68% (311)	4% (18)	456
Age: 65+	28% (110)	70% (277)	3% (10)	398
PID: Dem (no lean)	22% (182)	73% (591)	5% (42)	815
PID: Ind (no lean)	17% (115)	72% (476)	11% (74)	665
PID: Rep (no lean)	41% (294)	55% (397)	4% (31)	722
PID/Gender: Dem Men	33% (127)	63% (242)	4% (17)	386
PID/Gender: Dem Women	13% (55)	81% (349)	6% (25)	429
PID/Gender: Ind Men	24% (75)	66% (204)	9% (29)	308
PID/Gender: Ind Women	11% (40)	76% (272)	13% (45)	358
PID/Gender: Rep Men	46% (169)	51% (187)	3% (11)	367
PID/Gender: Rep Women	35% (125)	59% (210)	5% (19)	355
Tea Party: Supporter	47% (350)	48% (360)	6% (43)	753
Tea Party: Not Supporter	17% (238)	76% (1097)	7% (104)	1439
Ideo: Liberal (1-3)	27% (224)	67% (551)	6% (51)	826
Ideo: Moderate (4)	21% (96)	74% (344)	6% (27)	468
Ideo: Conservative (5-7)	39% (258)	58% (390)	3% (21)	669
Educ: < College	27% (420)	66% (1033)	7% (114)	1567
Educ: Bachelors degree	27% (114)	67% (281)	5% (22)	416
Educ: Post-grad	26% (57)	69% (150)	5% (11)	219
Income: Under 50k	26% (361)	66% (930)	8% (113)	1403
Income: 50k-100k	29% (175)	66% (396)	5% (27)	597
Income: 100k+	28% (56)	69% (139)	4% (7)	202

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**Table BRD21\_2: Do you watch the following television stations or programs?**  
*The O'Reilly Factor*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	27% (591)	66% (1464)	7% (147)	2202
Ethnicity: White	27% (478)	67% (1167)	6% (107)	1751
Ethnicity: Hispanic	42% (138)	50% (164)	8% (27)	330
Ethnicity: Afr. Am.	20% (53)	74% (198)	7% (18)	269
Ethnicity: Other	33% (60)	54% (99)	12% (23)	182
Relig: Protestant	32% (189)	64% (372)	4% (21)	581
Relig: Roman Catholic	36% (168)	59% (276)	5% (22)	466
Relig: Ath./Agn./None	16% (91)	73% (411)	11% (63)	565
Relig: Something Else	28% (102)	66% (241)	6% (20)	364
Relig: Evangelical	34% (227)	60% (398)	6% (42)	666
Relig: Non-Evang. Catholics	28% (170)	68% (413)	4% (22)	605
Relig: All Christian	31% (396)	64% (810)	5% (64)	1271
Relig: All Non-Christian	21% (193)	70% (652)	9% (83)	928
Community: Urban	28% (169)	66% (397)	7% (40)	605
Community: Suburban	27% (262)	65% (626)	7% (70)	957
Community: Rural	25% (161)	69% (441)	6% (37)	639
Employ: Private Sector	30% (197)	66% (435)	4% (28)	660
Employ: Government	33% (71)	59% (130)	8% (17)	218
Employ: Self-Employed	31% (64)	62% (128)	7% (14)	205
Employ: Homemaker	23% (40)	72% (127)	5% (10)	176
Employ: Student	28% (31)	59% (64)	12% (13)	108
Employ: Retired	26% (124)	72% (339)	2% (11)	474
Employ: Unemployed	17% (36)	71% (148)	12% (25)	209
Employ: Other	19% (28)	62% (94)	19% (29)	151
Job Type: White-collar	34% (304)	61% (540)	4% (39)	883
Job Type: Blue-collar	26% (226)	70% (615)	5% (41)	883
Job Type: Don't Know	14% (61)	71% (309)	15% (66)	437
Military HH: Yes	38% (173)	57% (264)	5% (24)	462
Military HH: No	24% (418)	69% (1200)	7% (123)	1740

Continued on next page

**Table BRD21\_2: Do you watch the following television stations or programs?**  
*The O'Reilly Factor*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	27% (591)	66% (1464)	7% (147)	2202
2016 Vote: Democrat Hillary Clinton	18% (126)	76% (521)	6% (41)	688
2016 Vote: Republican Donald Trump	42% (337)	54% (435)	5% (38)	809
2016 Vote: Someone else	13% (24)	82% (150)	5% (10)	183
2012 Vote: Barack Obama	18% (145)	77% (615)	5% (36)	796
2012 Vote: Mitt Romney	43% (232)	54% (297)	3% (16)	545
2012 Vote: Other	17% (18)	67% (68)	16% (17)	103
2012 Vote: Didn't Vote	26% (195)	64% (483)	10% (78)	756
4-Region: Northeast	26% (103)	67% (269)	7% (30)	402
4-Region: Midwest	29% (135)	66% (314)	5% (24)	474
4-Region: South	25% (206)	68% (554)	7% (55)	815
4-Region: West	29% (147)	64% (326)	7% (38)	511
Has account: Facebook	27% (488)	67% (1235)	6% (115)	1838
Has account: Instagram	29% (262)	63% (573)	8% (68)	903
Has account: Snapchat	31% (203)	59% (382)	10% (63)	648
Has account: Twitter	32% (317)	61% (606)	7% (70)	993
Watches The O'Reilly Factor	100% (591)	— (0)	— (0)	591

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

**Table BRD21\_3: Do you watch the following television stations or programs?**

CNN

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(1015)	50%	(1091)	4%	(96)	2202
Gender: Male	51%	(539)	46%	(482)	4%	(38)	1060
Gender: Female	42%	(476)	53%	(609)	5%	(58)	1142
Age: 18-29	43%	(197)	51%	(235)	6%	(27)	459
Age: 30-44	51%	(294)	42%	(244)	7%	(39)	577
Age: 45-54	43%	(136)	53%	(165)	4%	(12)	313
Age: 55-64	47%	(213)	51%	(231)	3%	(12)	456
Age: 65+	44%	(175)	54%	(217)	2%	(6)	398
PID: Dem (no lean)	61%	(497)	36%	(293)	3%	(25)	815
PID: Ind (no lean)	37%	(247)	55%	(368)	8%	(51)	665
PID: Rep (no lean)	38%	(271)	60%	(431)	3%	(20)	722
PID/Gender: Dem Men	65%	(250)	33%	(127)	2%	(9)	386
PID/Gender: Dem Women	58%	(247)	39%	(166)	4%	(16)	429
PID/Gender: Ind Men	41%	(126)	53%	(162)	7%	(20)	308
PID/Gender: Ind Women	34%	(121)	58%	(206)	9%	(31)	358
PID/Gender: Rep Men	45%	(164)	53%	(194)	3%	(10)	367
PID/Gender: Rep Women	30%	(107)	67%	(237)	3%	(11)	355
Tea Party: Supporter	47%	(355)	50%	(373)	3%	(25)	753
Tea Party: Not Supporter	46%	(655)	50%	(713)	5%	(71)	1439
Ideo: Liberal (1-3)	59%	(485)	37%	(306)	4%	(35)	826
Ideo: Moderate (4)	47%	(219)	49%	(228)	5%	(22)	468
Ideo: Conservative (5-7)	36%	(241)	62%	(415)	2%	(13)	669
Educ: < College	45%	(706)	50%	(786)	5%	(75)	1567
Educ: Bachelors degree	47%	(196)	50%	(208)	3%	(12)	416
Educ: Post-grad	52%	(113)	44%	(97)	4%	(9)	219
Income: Under 50k	46%	(646)	49%	(687)	5%	(70)	1403
Income: 50k-100k	45%	(270)	52%	(309)	3%	(19)	597
Income: 100k+	49%	(100)	47%	(95)	4%	(7)	202

Continued on next page

**Table BRD21\_3: Do you watch the following television stations or programs?**

CNN

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(1015)	50%	(1091)	4%	(96)	2202
Ethnicity: White	42%	(743)	53%	(934)	4%	(74)	1751
Ethnicity: Hispanic	56%	(183)	39%	(130)	5%	(16)	330
Ethnicity: Afr. Am.	69%	(184)	28%	(76)	3%	(9)	269
Ethnicity: Other	48%	(88)	44%	(81)	8%	(14)	182
Relig: Protestant	41%	(239)	57%	(329)	2%	(13)	581
Relig: Roman Catholic	51%	(240)	45%	(208)	4%	(18)	466
Relig: Ath./Agn./None	41%	(234)	51%	(289)	8%	(43)	565
Relig: Something Else	56%	(203)	42%	(151)	3%	(10)	364
Relig: Evangelical	45%	(300)	51%	(338)	4%	(28)	666
Relig: Non-Evang. Catholics	46%	(277)	51%	(311)	3%	(16)	605
Relig: All Christian	45%	(577)	51%	(650)	3%	(44)	1271
Relig: All Non-Christian	47%	(436)	47%	(440)	6%	(52)	928
Community: Urban	54%	(328)	42%	(255)	4%	(23)	605
Community: Suburban	42%	(404)	53%	(503)	5%	(50)	957
Community: Rural	44%	(283)	52%	(333)	4%	(23)	639
Employ: Private Sector	47%	(313)	50%	(327)	3%	(20)	660
Employ: Government	53%	(117)	42%	(91)	5%	(11)	218
Employ: Self-Employed	52%	(107)	44%	(90)	4%	(8)	205
Employ: Homemaker	36%	(64)	60%	(106)	4%	(7)	176
Employ: Student	46%	(50)	45%	(49)	9%	(10)	108
Employ: Retired	45%	(212)	54%	(257)	1%	(5)	474
Employ: Unemployed	37%	(77)	55%	(114)	8%	(17)	209
Employ: Other	49%	(74)	38%	(58)	12%	(19)	151
Job Type: White-collar	52%	(458)	45%	(398)	3%	(27)	883
Job Type: Blue-collar	45%	(393)	53%	(464)	3%	(25)	883
Job Type: Don't Know	38%	(164)	53%	(229)	10%	(43)	437
Military HH: Yes	46%	(211)	52%	(239)	2%	(11)	462
Military HH: No	46%	(804)	49%	(852)	5%	(85)	1740

Continued on next page

**Table BRD21\_3: Do you watch the following television stations or programs?**

CNN

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(1015)	50%	(1091)	4%	(96)	2202
2016 Vote: Democrat Hillary Clinton	63%	(430)	34%	(235)	3%	(23)	688
2016 Vote: Republican Donald Trump	38%	(309)	59%	(477)	3%	(22)	809
2016 Vote: Someone else	32%	(59)	63%	(116)	5%	(8)	183
2012 Vote: Barack Obama	61%	(483)	37%	(294)	2%	(19)	796
2012 Vote: Mitt Romney	32%	(174)	66%	(361)	2%	(11)	545
2012 Vote: Other	24%	(25)	66%	(67)	10%	(10)	103
2012 Vote: Didn't Vote	44%	(332)	49%	(368)	7%	(56)	756
4-Region: Northeast	52%	(210)	43%	(174)	4%	(17)	402
4-Region: Midwest	42%	(198)	55%	(260)	3%	(16)	474
4-Region: South	47%	(384)	48%	(392)	5%	(39)	815
4-Region: West	44%	(223)	52%	(265)	5%	(24)	511
Has account: Facebook	48%	(879)	49%	(893)	4%	(66)	1838
Has account: Instagram	54%	(485)	43%	(385)	4%	(33)	903
Has account: Snapchat	54%	(348)	41%	(269)	5%	(32)	648
Has account: Twitter	54%	(536)	43%	(424)	3%	(33)	993
Watches The O'Reilly Factor	54%	(318)	44%	(262)	2%	(11)	591

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

**Table BRD21\_4: Do you watch the following television stations or programs?**  
MSNBC

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	35%	(766)	60%	(1312)	6%	(124)	2202
Gender: Male	39%	(413)	56%	(591)	5%	(57)	1060
Gender: Female	31%	(353)	63%	(722)	6%	(67)	1142
Age: 18-29	29%	(135)	62%	(282)	9%	(41)	459
Age: 30-44	41%	(238)	51%	(296)	7%	(43)	577
Age: 45-54	28%	(88)	66%	(207)	6%	(18)	313
Age: 55-64	34%	(156)	63%	(286)	3%	(13)	456
Age: 65+	38%	(149)	60%	(240)	2%	(8)	398
PID: Dem (no lean)	49%	(396)	47%	(381)	5%	(38)	815
PID: Ind (no lean)	27%	(181)	64%	(429)	8%	(55)	665
PID: Rep (no lean)	26%	(189)	70%	(502)	4%	(31)	722
PID/Gender: Dem Men	52%	(202)	41%	(160)	6%	(24)	386
PID/Gender: Dem Women	45%	(193)	52%	(221)	3%	(14)	429
PID/Gender: Ind Men	32%	(99)	61%	(188)	7%	(21)	308
PID/Gender: Ind Women	23%	(83)	67%	(241)	9%	(34)	358
PID/Gender: Rep Men	30%	(112)	66%	(243)	3%	(12)	367
PID/Gender: Rep Women	22%	(77)	73%	(259)	5%	(19)	355
Tea Party: Supporter	39%	(291)	57%	(427)	5%	(35)	753
Tea Party: Not Supporter	33%	(469)	61%	(881)	6%	(89)	1439
Ideo: Liberal (1-3)	47%	(387)	48%	(396)	5%	(43)	826
Ideo: Moderate (4)	37%	(171)	58%	(271)	5%	(26)	468
Ideo: Conservative (5-7)	23%	(156)	73%	(491)	3%	(22)	669
Educ: < College	34%	(531)	60%	(939)	6%	(97)	1567
Educ: Bachelors degree	36%	(149)	60%	(249)	4%	(18)	416
Educ: Post-grad	39%	(85)	57%	(124)	4%	(9)	219
Income: Under 50k	35%	(484)	59%	(830)	6%	(88)	1403
Income: 50k-100k	36%	(215)	59%	(354)	5%	(29)	597
Income: 100k+	33%	(66)	63%	(128)	4%	(7)	202

Continued on next page



**Table BRD21\_4:** Do you watch the following television stations or programs?

MSNBC

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	35% (766)	60% (1312)	6% (124)	2202
Ethnicity: White	32% (564)	63% (1099)	5% (88)	1751
Ethnicity: Hispanic	48% (158)	45% (148)	7% (23)	330
Ethnicity: Afr. Am.	49% (131)	45% (120)	6% (17)	269
Ethnicity: Other	39% (71)	51% (93)	10% (18)	182
Relig: Protestant	32% (185)	65% (377)	3% (19)	581
Relig: Roman Catholic	40% (185)	56% (263)	4% (17)	466
Relig: Ath./Agn./None	30% (169)	60% (341)	10% (55)	565
Relig: Something Else	42% (154)	53% (192)	5% (17)	364
Relig: Evangelical	34% (225)	61% (409)	5% (31)	666
Relig: Non-Evang. Catholics	36% (216)	61% (369)	3% (20)	605
Relig: All Christian	35% (442)	61% (778)	4% (51)	1271
Relig: All Non-Christian	35% (323)	57% (533)	8% (72)	928
Community: Urban	40% (241)	54% (327)	6% (38)	605
Community: Suburban	32% (310)	61% (588)	6% (60)	957
Community: Rural	34% (215)	62% (398)	4% (26)	639
Employ: Private Sector	33% (219)	62% (410)	5% (32)	660
Employ: Government	41% (89)	54% (119)	5% (11)	218
Employ: Self-Employed	44% (91)	50% (103)	6% (12)	205
Employ: Homemaker	33% (58)	63% (112)	4% (6)	176
Employ: Student	34% (36)	58% (62)	9% (9)	108
Employ: Retired	35% (166)	63% (297)	2% (11)	474
Employ: Unemployed	28% (58)	61% (128)	11% (23)	209
Employ: Other	32% (49)	55% (82)	13% (20)	151
Job Type: White-collar	41% (360)	55% (488)	4% (35)	883
Job Type: Blue-collar	34% (301)	62% (548)	4% (34)	883
Job Type: Don't Know	24% (105)	63% (276)	13% (55)	437
Military HH: Yes	41% (188)	56% (256)	4% (17)	462
Military HH: No	33% (578)	61% (1056)	6% (107)	1740

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**Table BRD21\_4:** Do you watch the following television stations or programs?

MSNBC

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	35% (766)	60% (1312)	6% (124)	2202
2016 Vote: Democrat Hillary Clinton	50% (347)	45% (307)	5% (34)	688
2016 Vote: Republican Donald Trump	28% (230)	68% (550)	4% (29)	809
2016 Vote: Someone else	22% (41)	74% (135)	4% (7)	183
2012 Vote: Barack Obama	48% (381)	49% (387)	3% (27)	796
2012 Vote: Mitt Romney	23% (126)	75% (407)	2% (12)	545
2012 Vote: Other	24% (24)	65% (66)	12% (12)	103
2012 Vote: Didn't Vote	31% (232)	60% (451)	10% (73)	756
4-Region: Northeast	40% (161)	53% (214)	7% (27)	402
4-Region: Midwest	34% (161)	61% (290)	5% (22)	474
4-Region: South	34% (280)	60% (486)	6% (49)	815
4-Region: West	32% (163)	63% (323)	5% (26)	511
Has account: Facebook	37% (672)	59% (1078)	5% (88)	1838
Has account: Instagram	41% (367)	54% (484)	6% (53)	903
Has account: Snapchat	42% (269)	52% (338)	6% (40)	648
Has account: Twitter	41% (411)	53% (530)	5% (52)	993
Watches The O'Reilly Factor	44% (262)	53% (314)	3% (15)	591

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

**Table BRD22:** How much have you seen, read, or heard about sexual harassment accusations against Bill O'Reilly?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	36%	(796)	19%	(415)	27%	(596)	2202
Gender: Male	23%	(240)	42%	(449)	15%	(158)	20%	(213)	1060
Gender: Female	14%	(156)	30%	(346)	23%	(257)	34%	(383)	1142
Age: 18-29	14%	(65)	26%	(118)	21%	(97)	39%	(179)	459
Age: 30-44	21%	(119)	36%	(210)	17%	(97)	26%	(151)	577
Age: 45-54	16%	(51)	38%	(119)	18%	(57)	27%	(86)	313
Age: 55-64	19%	(88)	40%	(182)	18%	(81)	23%	(105)	456
Age: 65+	18%	(73)	42%	(167)	21%	(83)	19%	(75)	398
PID: Dem (no lean)	23%	(188)	42%	(339)	16%	(128)	20%	(160)	815
PID: Ind (no lean)	12%	(82)	28%	(184)	23%	(156)	37%	(243)	665
PID: Rep (no lean)	17%	(126)	38%	(273)	18%	(131)	27%	(193)	722
PID/Gender: Dem Men	28%	(106)	46%	(178)	11%	(44)	15%	(57)	386
PID/Gender: Dem Women	19%	(82)	38%	(161)	19%	(84)	24%	(102)	429
PID/Gender: Ind Men	16%	(49)	36%	(112)	19%	(59)	29%	(88)	308
PID/Gender: Ind Women	9%	(33)	20%	(72)	27%	(98)	43%	(155)	358
PID/Gender: Rep Men	23%	(85)	43%	(159)	15%	(55)	18%	(67)	367
PID/Gender: Rep Women	11%	(41)	32%	(113)	21%	(76)	35%	(125)	355
Tea Party: Supporter	24%	(180)	43%	(325)	13%	(98)	20%	(150)	753
Tea Party: Not Supporter	15%	(215)	33%	(468)	22%	(314)	31%	(442)	1439
Ideo: Liberal (1-3)	27%	(221)	45%	(376)	12%	(101)	15%	(128)	826
Ideo: Moderate (4)	13%	(59)	37%	(172)	24%	(113)	27%	(124)	468
Ideo: Conservative (5-7)	15%	(99)	33%	(223)	23%	(155)	29%	(192)	669
Educ: < College	16%	(253)	35%	(546)	19%	(304)	30%	(464)	1567
Educ: Bachelors degree	21%	(89)	37%	(155)	19%	(77)	23%	(95)	416
Educ: Post-grad	25%	(54)	43%	(94)	15%	(34)	17%	(37)	219
Income: Under 50k	16%	(220)	35%	(497)	19%	(269)	30%	(416)	1403
Income: 50k-100k	21%	(128)	36%	(218)	18%	(108)	24%	(144)	597
Income: 100k+	24%	(48)	40%	(80)	19%	(38)	18%	(36)	202
Ethnicity: White	17%	(300)	35%	(610)	21%	(362)	27%	(479)	1751
Ethnicity: Hispanic	26%	(85)	57%	(187)	7%	(24)	10%	(33)	330
Ethnicity: Afr. Am.	23%	(62)	35%	(95)	13%	(35)	29%	(77)	269

Continued on next page

**Table BRD22:** How much have you seen, read, or heard about sexual harassment accusations against Bill O'Reilly?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	36%	(796)	19%	(415)	27%	(596)	2202
Ethnicity: Other	19%	(34)	50%	(91)	10%	(18)	22%	(39)	182
Relig: Protestant	20%	(115)	38%	(220)	22%	(126)	21%	(120)	581
Relig: Roman Catholic	22%	(101)	41%	(193)	16%	(76)	21%	(97)	466
Relig: Ath./Agn./None	17%	(96)	29%	(163)	19%	(108)	35%	(198)	565
Relig: Something Else	17%	(60)	47%	(170)	17%	(62)	20%	(71)	364
Relig: Evangelical	20%	(136)	34%	(225)	19%	(126)	27%	(179)	666
Relig: Non-Evang. Catholics	17%	(103)	39%	(237)	20%	(118)	24%	(147)	605
Relig: All Christian	19%	(239)	36%	(462)	19%	(244)	26%	(326)	1271
Relig: All Non-Christian	17%	(156)	36%	(333)	18%	(170)	29%	(269)	928
Community: Urban	23%	(138)	32%	(196)	19%	(117)	26%	(155)	605
Community: Suburban	17%	(163)	39%	(371)	18%	(171)	26%	(252)	957
Community: Rural	15%	(95)	36%	(229)	20%	(127)	30%	(189)	639
Employ: Private Sector	21%	(140)	36%	(239)	18%	(119)	25%	(163)	660
Employ: Government	17%	(38)	54%	(118)	12%	(25)	17%	(37)	218
Employ: Self-Employed	22%	(45)	41%	(85)	17%	(36)	19%	(40)	205
Employ: Homemaker	13%	(23)	29%	(51)	21%	(36)	37%	(66)	176
Employ: Student	12%	(13)	31%	(33)	21%	(22)	36%	(39)	108
Employ: Retired	18%	(86)	41%	(194)	20%	(94)	21%	(99)	474
Employ: Unemployed	13%	(27)	23%	(48)	23%	(48)	41%	(85)	209
Employ: Other	16%	(24)	18%	(27)	23%	(34)	44%	(67)	151
Job Type: White-collar	24%	(214)	45%	(401)	14%	(124)	16%	(144)	883
Job Type: Blue-collar	16%	(142)	36%	(315)	22%	(192)	26%	(233)	883
Job Type: Don't Know	9%	(39)	18%	(80)	23%	(98)	50%	(219)	437
Military HH: Yes	24%	(112)	43%	(197)	15%	(71)	18%	(81)	462
Military HH: No	16%	(283)	34%	(598)	20%	(344)	30%	(514)	1740
2016 Vote: Democrat Hillary Clinton	26%	(177)	42%	(291)	14%	(99)	18%	(121)	688
2016 Vote: Republican Donald Trump	17%	(136)	39%	(313)	19%	(156)	25%	(205)	809
2016 Vote: Someone else	14%	(26)	32%	(59)	23%	(42)	31%	(57)	183
2012 Vote: Barack Obama	26%	(204)	38%	(299)	17%	(134)	20%	(158)	796
2012 Vote: Mitt Romney	16%	(90)	36%	(197)	21%	(113)	27%	(146)	545
2012 Vote: Other	7%	(7)	37%	(38)	23%	(24)	34%	(34)	103
2012 Vote: Didn't Vote	12%	(94)	35%	(261)	19%	(143)	34%	(257)	756

Continued on next page

**Table BRD22:** How much have you seen, read, or heard about sexual harassment accusations against Bill O'Reilly?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	36%	(796)	19%	(415)	27%	(596)	2202
4-Region: Northeast	21%	(85)	31%	(124)	21%	(85)	27%	(108)	402
4-Region: Midwest	16%	(73)	43%	(202)	19%	(88)	23%	(110)	474
4-Region: South	16%	(128)	34%	(277)	19%	(152)	32%	(258)	815
4-Region: West	21%	(109)	38%	(193)	18%	(90)	23%	(120)	511
Has account: Facebook	18%	(340)	35%	(642)	19%	(350)	28%	(507)	1838
Has account: Instagram	21%	(190)	35%	(313)	17%	(157)	27%	(243)	903
Has account: Snapchat	21%	(137)	34%	(220)	17%	(111)	28%	(179)	648
Has account: Twitter	23%	(233)	37%	(368)	17%	(170)	22%	(223)	993
Watches The O'Reilly Factor	25%	(148)	47%	(279)	16%	(95)	12%	(69)	591

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

**Table BRD23:** As you may know, Fox News and Bill O'Reilly paid five women in exchange for not pursuing legal action over sexual harassment claims. Each of these women either worked for O'Reilly or appeared on his show, *The O'Reilly Factor*. Knowing this, are you more or less likely to watch Fox News, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	7% (158)	12% (274)	9% (198)	21% (465)	36% (798)	14% (309)	2202
Gender: Male	12% (125)	20% (213)	11% (112)	16% (174)	32% (335)	9% (101)	1060
Gender: Female	3% (33)	5% (61)	7% (85)	25% (291)	41% (463)	18% (209)	1142
Age: 18-29	8% (38)	14% (65)	9% (42)	20% (91)	25% (117)	23% (105)	459
Age: 30-44	14% (79)	22% (129)	11% (63)	16% (89)	24% (140)	13% (76)	577
Age: 45-54	6% (20)	6% (19)	9% (27)	19% (60)	46% (144)	14% (43)	313
Age: 55-64	3% (13)	12% (55)	10% (44)	21% (97)	43% (195)	11% (52)	456
Age: 65+	2% (8)	1% (5)	6% (23)	32% (127)	51% (202)	8% (33)	398
PID: Dem (no lean)	7% (61)	15% (120)	9% (76)	32% (258)	28% (225)	9% (76)	815
PID: Ind (no lean)	2% (13)	7% (45)	8% (56)	20% (132)	41% (273)	22% (146)	665
PID: Rep (no lean)	12% (84)	15% (110)	9% (65)	10% (75)	42% (300)	12% (88)	722
PID/Gender: Dem Men	13% (51)	23% (90)	12% (48)	25% (98)	20% (77)	6% (22)	386
PID/Gender: Dem Women	2% (10)	7% (30)	7% (28)	37% (160)	34% (148)	12% (54)	429
PID/Gender: Ind Men	3% (11)	11% (32)	10% (30)	17% (52)	43% (132)	16% (50)	308
PID/Gender: Ind Women	1% (3)	3% (12)	7% (26)	22% (80)	39% (140)	27% (96)	358
PID/Gender: Rep Men	17% (63)	25% (91)	9% (34)	7% (24)	34% (126)	8% (29)	367
PID/Gender: Rep Women	6% (20)	5% (19)	9% (31)	14% (51)	49% (175)	17% (59)	355
Tea Party: Supporter	17% (131)	28% (209)	9% (67)	9% (71)	26% (197)	10% (78)	753
Tea Party: Not Supporter	2% (27)	4% (62)	9% (130)	27% (394)	42% (598)	16% (228)	1439
Ideo: Liberal (1-3)	12% (101)	24% (201)	7% (61)	26% (215)	23% (190)	7% (57)	826
Ideo: Moderate (4)	4% (17)	7% (35)	13% (63)	23% (106)	39% (184)	13% (62)	468
Ideo: Conservative (5-7)	6% (37)	5% (31)	10% (64)	15% (97)	52% (348)	14% (91)	669
Educ: < College	7% (108)	15% (233)	8% (133)	20% (310)	34% (532)	16% (251)	1567
Educ: Bachelors degree	7% (31)	6% (27)	10% (43)	23% (94)	44% (182)	10% (40)	416
Educ: Post-grad	8% (18)	6% (14)	10% (22)	28% (62)	39% (84)	8% (18)	219

Continued on next page

**Table BRD23:** As you may know, Fox News and Bill O'Reilly paid five women in exchange for not pursuing legal action over sexual harassment claims. Each of these women either worked for O'Reilly or appeared on his show, *The O'Reilly Factor*. Knowing this, are you more or less likely to watch Fox News, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	7% (158)	12% (274)	9% (198)	21% (465)	36% (798)	14% (309)	2202
Income: Under 50k	7% (92)	15% (214)	8% (118)	20% (284)	32% (453)	17% (242)	1403
Income: 50k-100k	8% (49)	8% (46)	10% (59)	23% (139)	42% (253)	9% (52)	597
Income: 100k+	8% (16)	7% (14)	10% (21)	21% (42)	46% (93)	7% (15)	202
Ethnicity: White	6% (113)	10% (175)	9% (165)	21% (368)	39% (691)	14% (241)	1751
Ethnicity: Hispanic	19% (63)	52% (170)	10% (34)	5% (15)	9% (28)	6% (19)	330
Ethnicity: Afr. Am.	8% (22)	11% (31)	7% (19)	28% (76)	30% (80)	15% (41)	269
Ethnicity: Other	13% (23)	38% (69)	8% (14)	12% (22)	15% (27)	15% (28)	182
Relig: Protestant	8% (49)	8% (46)	10% (56)	20% (118)	43% (250)	11% (62)	581
Relig: Roman Catholic	11% (49)	19% (90)	8% (35)	20% (92)	32% (149)	11% (51)	466
Relig: Ath./Agn./None	4% (20)	4% (25)	8% (46)	26% (144)	41% (230)	18% (100)	565
Relig: Something Else	8% (30)	27% (100)	11% (40)	17% (62)	24% (89)	12% (43)	364
Relig: Evangelical	12% (78)	15% (98)	10% (65)	17% (110)	33% (221)	14% (93)	666
Relig: Non-Evang. Catholics	5% (30)	8% (50)	8% (46)	25% (149)	42% (257)	12% (73)	605
Relig: All Christian	9% (108)	12% (148)	9% (112)	20% (259)	38% (478)	13% (165)	1271
Relig: All Non-Christian	5% (50)	13% (125)	9% (86)	22% (206)	34% (318)	15% (143)	928
Community: Urban	11% (67)	13% (81)	8% (51)	21% (127)	33% (200)	13% (80)	605
Community: Suburban	5% (50)	12% (111)	9% (87)	23% (223)	38% (362)	13% (125)	957
Community: Rural	6% (41)	13% (82)	9% (60)	18% (115)	37% (236)	16% (104)	639
Employ: Private Sector	12% (76)	13% (83)	9% (61)	19% (125)	38% (251)	10% (64)	660
Employ: Government	10% (22)	37% (81)	8% (17)	12% (27)	23% (49)	11% (23)	218
Employ: Self-Employed	11% (23)	25% (52)	10% (21)	17% (34)	25% (52)	12% (24)	205
Employ: Homemaker	2% (4)	10% (17)	13% (22)	19% (34)	41% (72)	15% (27)	176
Employ: Student	7% (8)	20% (22)	8% (9)	22% (23)	21% (22)	22% (24)	108
Employ: Retired	2% (10)	3% (15)	5% (25)	30% (143)	50% (239)	9% (42)	474
Employ: Unemployed	6% (13)	1% (3)	11% (24)	23% (48)	31% (64)	28% (58)	209
Employ: Other	2% (3)	2% (2)	12% (19)	21% (31)	32% (49)	32% (48)	151

Continued on next page

**Table BRD23:** As you may know, Fox News and Bill O'Reilly paid five women in exchange for not pursuing legal action over sexual harassment claims. Each of these women either worked for O'Reilly or appeared on his show, *The O'Reilly Factor*. Knowing this, are you more or less likely to watch Fox News, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	7% (158)	12% (274)	9% (198)	21% (465)	36% (798)	14% (309)	2202
Job Type: White-collar	13% (110)	21% (186)	10% (88)	18% (158)	30% (269)	8% (72)	883
Job Type: Blue-collar	4% (36)	9% (77)	10% (86)	23% (201)	43% (383)	11% (100)	883
Job Type: Don't Know	3% (12)	3% (11)	5% (24)	24% (107)	33% (145)	31% (137)	437
Military HH: Yes	15% (67)	20% (91)	7% (34)	16% (73)	35% (161)	8% (36)	462
Military HH: No	5% (91)	11% (183)	9% (164)	23% (392)	37% (637)	16% (274)	1740
2016 Vote: Democrat Hillary Clinton	8% (52)	12% (85)	7% (48)	35% (243)	28% (196)	9% (64)	688
2016 Vote: Republican Donald Trump	10% (83)	14% (113)	9% (76)	11% (90)	46% (369)	10% (80)	809
2016 Vote: Someone else	1% (1)	5% (9)	6% (10)	24% (44)	46% (84)	19% (35)	183
2012 Vote: Barack Obama	8% (62)	7% (58)	9% (72)	32% (258)	35% (280)	8% (66)	796
2012 Vote: Mitt Romney	7% (39)	5% (27)	10% (54)	11% (62)	55% (298)	12% (64)	545
2012 Vote: Other	3% (3)	14% (14)	7% (7)	12% (13)	44% (45)	19% (19)	103
2012 Vote: Didn't Vote	7% (52)	23% (174)	8% (64)	18% (133)	23% (174)	21% (159)	756
4-Region: Northeast	8% (33)	7% (28)	10% (40)	26% (106)	35% (141)	14% (55)	402
4-Region: Midwest	7% (32)	18% (86)	10% (49)	20% (94)	34% (161)	11% (52)	474
4-Region: South	6% (51)	11% (92)	9% (70)	21% (174)	36% (295)	16% (132)	815
4-Region: West	8% (42)	13% (68)	7% (38)	18% (92)	39% (201)	14% (70)	511
Has account: Facebook	7% (129)	12% (216)	9% (167)	22% (405)	37% (674)	13% (247)	1838
Has account: Instagram	11% (97)	18% (165)	10% (89)	19% (174)	28% (250)	14% (127)	903
Has account: Snapchat	14% (93)	21% (135)	10% (63)	16% (101)	23% (152)	16% (104)	648
Has account: Twitter	10% (103)	16% (159)	10% (99)	20% (199)	32% (314)	12% (118)	993
Watches The O'Reilly Factor	17% (103)	22% (128)	11% (64)	6% (36)	37% (221)	7% (39)	591

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



**Table BRD24:** *In your opinion, should Fox News keep or cancel Bill OReillys show, The OReilly Factor?*

Demographic	Keep		Cancel		Don't Know / No Opinion		Total N
Adults	28%	(618)	41%	(905)	31%	(679)	2202
Gender: Male	40%	(424)	35%	(375)	25%	(261)	1060
Gender: Female	17%	(194)	46%	(530)	37%	(417)	1142
Age: 18-29	25%	(117)	39%	(178)	36%	(164)	459
Age: 30-44	37%	(211)	38%	(219)	25%	(147)	577
Age: 45-54	22%	(69)	41%	(128)	37%	(115)	313
Age: 55-64	27%	(122)	43%	(195)	30%	(139)	456
Age: 65+	25%	(99)	46%	(185)	29%	(114)	398
PID: Dem (no lean)	22%	(178)	55%	(450)	23%	(186)	815
PID: Ind (no lean)	18%	(118)	40%	(266)	42%	(281)	665
PID: Rep (no lean)	45%	(321)	26%	(189)	29%	(211)	722
PID/Gender: Dem Men	35%	(136)	48%	(184)	17%	(65)	386
PID/Gender: Dem Women	10%	(42)	62%	(266)	28%	(121)	429
PID/Gender: Ind Men	24%	(73)	36%	(112)	40%	(123)	308
PID/Gender: Ind Women	13%	(45)	43%	(154)	44%	(158)	358
PID/Gender: Rep Men	59%	(215)	21%	(79)	20%	(73)	367
PID/Gender: Rep Women	30%	(107)	31%	(110)	39%	(138)	355
Tea Party: Supporter	52%	(391)	26%	(199)	22%	(162)	753
Tea Party: Not Supporter	16%	(223)	49%	(703)	36%	(513)	1439
Ideo: Liberal (1-3)	32%	(265)	52%	(429)	16%	(132)	826
Ideo: Moderate (4)	20%	(94)	45%	(210)	35%	(164)	468
Ideo: Conservative (5-7)	36%	(239)	27%	(178)	38%	(252)	669
Educ: < College	29%	(460)	39%	(605)	32%	(502)	1567
Educ: Bachelors degree	25%	(103)	45%	(189)	30%	(124)	416
Educ: Post-grad	25%	(55)	51%	(111)	24%	(53)	219
Income: Under 50k	28%	(392)	40%	(563)	32%	(448)	1403
Income: 50k-100k	28%	(164)	44%	(265)	28%	(168)	597
Income: 100k+	30%	(61)	39%	(78)	31%	(63)	202
Ethnicity: White	28%	(496)	40%	(696)	32%	(560)	1751
Ethnicity: Hispanic	61%	(202)	28%	(94)	10%	(34)	330

Continued on next page

**Table BRD24:** *In your opinion, should Fox News keep or cancel Bill O'Reilly's show, The O'Reilly Factor?*

Demographic	Keep		Cancel		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	28%	(618)	41%	(905)	31%	(679)	2202
Ethnicity: Afr. Am.	17%	(46)	54%	(146)	29%	(77)	269
Ethnicity: Other	42%	(77)	35%	(64)	23%	(42)	182
Relig: Protestant	28%	(165)	40%	(232)	32%	(185)	581
Relig: Roman Catholic	38%	(176)	40%	(184)	23%	(105)	466
Relig: Ath./Agn./None	16%	(90)	47%	(265)	37%	(209)	565
Relig: Something Else	39%	(143)	39%	(143)	21%	(78)	364
Relig: Evangelical	34%	(226)	33%	(218)	33%	(222)	666
Relig: Non-Evang. Catholics	26%	(157)	46%	(279)	28%	(169)	605
Relig: All Christian	30%	(383)	39%	(496)	31%	(391)	1271
Relig: All Non-Christian	25%	(233)	44%	(408)	31%	(287)	928
Community: Urban	31%	(187)	41%	(245)	29%	(174)	605
Community: Suburban	24%	(234)	44%	(418)	32%	(305)	957
Community: Rural	31%	(198)	38%	(242)	31%	(200)	639
Employ: Private Sector	29%	(190)	44%	(290)	27%	(181)	660
Employ: Government	44%	(96)	34%	(73)	23%	(49)	218
Employ: Self-Employed	45%	(92)	30%	(62)	25%	(51)	205
Employ: Homemaker	23%	(41)	42%	(74)	35%	(62)	176
Employ: Student	31%	(33)	41%	(44)	28%	(30)	108
Employ: Retired	23%	(109)	46%	(220)	31%	(145)	474
Employ: Unemployed	14%	(28)	42%	(89)	44%	(92)	209
Employ: Other	19%	(29)	35%	(54)	45%	(69)	151
Job Type: White-collar	39%	(342)	39%	(347)	22%	(194)	883
Job Type: Blue-collar	24%	(212)	45%	(398)	31%	(272)	883
Job Type: Don't Know	14%	(63)	37%	(160)	49%	(213)	437
Military HH: Yes	40%	(185)	37%	(170)	23%	(107)	462
Military HH: No	25%	(433)	42%	(735)	33%	(572)	1740
2016 Vote: Democrat Hillary Clinton	18%	(126)	61%	(423)	20%	(140)	688
2016 Vote: Republican Donald Trump	44%	(356)	26%	(208)	30%	(245)	809
2016 Vote: Someone else	11%	(21)	47%	(86)	42%	(77)	183

Continued on next page

**Table BRD24:** In your opinion, should Fox News keep or cancel Bill O'Reilly's show, *The O'Reilly Factor*?

Demographic	Keep		Cancel		Don't Know / No Opinion		Total N
Adults	28%	(618)	41%	(905)	31%	(679)	2202
2012 Vote: Barack Obama	16%	(127)	61%	(484)	23%	(185)	796
2012 Vote: Mitt Romney	38%	(207)	26%	(140)	36%	(197)	545
2012 Vote: Other	23%	(23)	33%	(34)	44%	(45)	103
2012 Vote: Didn't Vote	34%	(259)	33%	(247)	33%	(250)	756
4-Region: Northeast	22%	(88)	50%	(203)	27%	(110)	402
4-Region: Midwest	35%	(166)	40%	(188)	25%	(120)	474
4-Region: South	26%	(212)	41%	(331)	33%	(272)	815
4-Region: West	30%	(152)	36%	(184)	34%	(176)	511
Has account: Facebook	27%	(494)	42%	(765)	32%	(579)	1838
Has account: Instagram	32%	(290)	40%	(362)	28%	(251)	903
Has account: Snapchat	34%	(220)	39%	(252)	27%	(176)	648
Has account: Twitter	33%	(324)	43%	(422)	25%	(246)	993
Watches <i>The O'Reilly Factor</i>	65%	(383)	19%	(112)	16%	(96)	591

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2202	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1142	52%
	N	2202	
age5	Age: 18-29	459	21%
	Age: 30-44	577	26%
	Age: 45-54	313	14%
	Age: 55-64	456	21%
	Age: 65+	398	18%
	N	2202	
xpid3	PID: Dem (no lean)	815	37%
	PID: Ind (no lean)	665	30%
	PID: Rep (no lean)	722	33%
	N	2202	
xpidGender	PID/Gender: Dem Men	386	18%
	PID/Gender: Dem Women	429	19%
	PID/Gender: Ind Men	308	14%
	PID/Gender: Ind Women	358	16%
	PID/Gender: Rep Men	367	17%
	PID/Gender: Rep Women	355	16%
	N	2202	
xdemTea	Tea Party: Supporter	753	34%
	Tea Party: Not Supporter	1439	65%
	N	2192	
xdemIdeo3	Ideo: Liberal (1-3)	826	37%
	Ideo: Moderate (4)	468	21%
	Ideo: Conservative (5-7)	669	30%
	N	1962	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2202	
xdemInc3	Income: Under 50k	1403	64%
	Income: 50k-100k	597	27%
	Income: 100k+	202	9%
	N	2202	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1751	80%
xdemHispBin	Ethnicity: Hispanic	330	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	581	26%
	Relig: Roman Catholic	466	21%
	Relig: Ath./Agn./None	565	26%
	Relig: Something Else	364	17%
	N	1976	
xreligion1	Relig: Jewish	49	2%
xreligion2	Relig: Evangelical	666	30%
	Relig: Non-Evang. Catholics	605	27%
	N	1271	
xreligion3	Relig: All Christian	1271	58%
	Relig: All Non-Christian	928	42%
	N	2199	
xdemUsr	Community: Urban	605	27%
	Community: Suburban	957	43%
	Community: Rural	639	29%
	N	2202	
xdemEmploy	Employ: Private Sector	660	30%
	Employ: Government	218	10%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	176	8%
	Employ: Student	108	5%
	Employ: Retired	474	22%
	Employ: Unemployed	209	9%
	Employ: Other	151	7%
	N	2202	
xdemJobStatus	Job Type: White-collar	883	40%
	Job Type: Blue-collar	883	40%
	Job Type: Don't Know	437	20%
	N	2202	
xdemMilHH1	Military HH: Yes	462	21%
	Military HH: No	1740	79%
	N	2202	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	688	31%
	2016 Vote: Republican Donald Trump	809	37%
	2016 Vote: Someone else	183	8%
	N	1680	
xsubVote12O	2012 Vote: Barack Obama	796	36%
	2012 Vote: Mitt Romney	545	25%
	2012 Vote: Other	103	5%
	2012 Vote: Didn't Vote	756	34%
	N	2199	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2202	
dem_Facebook	Has account: Facebook	1838	83%
dem_Instagram	Has account: Instagram	903	41%
dem_Snapchat	Has account: Snapchat	648	29%
dem_Twitter	Has account: Twitter	993	45%
dem_OReilly	Watches The OReilly Factor	591	27%

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

