



# 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 vid1\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched?

Demographic	1 - Not favorable at all	2	3	4	5	6	7	8	9	10 Very favorable	Don't Know / No Opinion	Total N
Adults	17% (330)	8% (163)	9% (171)	7% (145)	9% (170)	8% (151)	9% (188)	9% (171)	7% (132)	16% (313)	3% (64)	1998
Gender: Male	16% (154)	11% (105)	9% (86)	9% (82)	9% (80)	7% (65)	8% (77)	6% (57)	7% (69)	15% (136)	3% (28)	939
Gender: Female	17% (176)	5% (58)	8% (85)	6% (63)	8% (90)	8% (86)	10% (111)	11% (114)	6% (64)	17% (177)	3% (36)	1059
Age: 18-29	17% (70)	8% (33)	7% (31)	6% (25)	8% (32)	8% (34)	9% (36)	10% (39)	7% (30)	16% (64)	4% (15)	409
Age: 30-44	16% (80)	8% (42)	12% (62)	9% (43)	8% (42)	6% (28)	9% (47)	7% (33)	6% (32)	15% (78)	3% (15)	503
Age: 45-54	15% (43)	7% (21)	5% (16)	6% (17)	8% (22)	10% (29)	12% (35)	8% (22)	8% (23)	17% (50)	4% (12)	289
Age: 55-64	15% (63)	8% (35)	9% (40)	7% (31)	11% (46)	6% (27)	9% (36)	8% (34)	6% (26)	18% (77)	2% (10)	426
Age: 65+	20% (74)	9% (33)	6% (22)	8% (29)	8% (28)	9% (33)	9% (34)	11% (42)	5% (20)	12% (45)	3% (11)	372
PID: Dem (no lean)	11% (81)	7% (51)	8% (56)	9% (64)	8% (59)	7% (51)	9% (68)	9% (69)	9% (65)	21% (154)	2% (13)	732
PID: Ind (no lean)	22% (138)	5% (32)	7% (44)	5% (28)	10% (60)	8% (51)	10% (65)	9% (55)	5% (32)	13% (82)	5% (33)	620
PID: Rep (no lean)	17% (111)	12% (80)	11% (71)	8% (54)	8% (51)	8% (49)	9% (56)	7% (47)	5% (35)	12% (77)	3% (18)	647
PID/Gender: Dem Men	8% (28)	8% (27)	9% (31)	13% (43)	7% (22)	5% (18)	10% (34)	7% (23)	9% (30)	23% (75)	— (1)	330
PID/Gender: Dem Women	13% (53)	6% (24)	6% (25)	5% (21)	9% (38)	8% (33)	8% (34)	12% (46)	9% (35)	20% (79)	3% (13)	401
PID/Gender: Ind Men	26% (75)	6% (18)	6% (18)	4% (12)	11% (32)	7% (21)	8% (24)	6% (17)	6% (18)	11% (30)	6% (18)	282
PID/Gender: Ind Women	19% (63)	4% (14)	8% (26)	5% (16)	8% (28)	9% (30)	12% (41)	11% (38)	4% (15)	15% (52)	4% (15)	338
PID/Gender: Rep Men	16% (51)	18% (60)	11% (36)	8% (27)	8% (27)	8% (26)	6% (20)	5% (17)	6% (21)	10% (32)	3% (9)	327
PID/Gender: Rep Women	19% (60)	6% (20)	11% (34)	8% (27)	8% (24)	7% (23)	11% (36)	9% (30)	4% (13)	14% (45)	3% (8)	320
Tea Party: Supporter	15% (93)	14% (87)	11% (69)	8% (51)	8% (50)	6% (38)	7% (44)	7% (45)	6% (39)	16% (103)	2% (14)	632
Tea Party: Not Supporter	17% (237)	6% (76)	7% (101)	7% (92)	9% (119)	8% (113)	10% (142)	9% (124)	7% (94)	16% (211)	4% (50)	1358
Ideo: Liberal (1-3)	14% (98)	12% (84)	12% (85)	9% (69)	9% (63)	6% (42)	8% (55)	6% (46)	7% (53)	17% (119)	1% (10)	723
Ideo: Moderate (4)	14% (60)	5% (22)	6% (28)	5% (24)	9% (39)	9% (40)	9% (41)	12% (54)	9% (39)	17% (72)	4% (17)	435
Ideo: Conservative (5-7)	20% (125)	7% (46)	8% (52)	8% (47)	9% (57)	8% (49)	11% (65)	9% (54)	5% (29)	11% (70)	3% (20)	614
Educ: < College	17% (237)	8% (117)	8% (115)	8% (108)	9% (121)	7% (100)	9% (124)	8% (120)	6% (85)	17% (246)	3% (47)	1421
Educ: Bachelors degree	16% (63)	7% (26)	10% (36)	6% (24)	9% (34)	9% (34)	10% (39)	9% (34)	9% (33)	13% (49)	3% (11)	382
Educ: Post-grad	15% (30)	10% (20)	10% (20)	7% (13)	8% (15)	9% (17)	13% (25)	9% (17)	7% (15)	9% (18)	3% (6)	196
Income: Under 50k	17% (219)	9% (115)	8% (108)	8% (101)	9% (109)	7% (88)	9% (114)	8% (97)	6% (72)	16% (207)	4% (45)	1274
Income: 50k-100k	16% (84)	7% (39)	9% (49)	6% (31)	9% (48)	8% (40)	9% (49)	10% (54)	8% (44)	16% (86)	2% (13)	536
Income: 100k+	14% (27)	5% (9)	8% (14)	7% (13)	7% (13)	12% (23)	14% (26)	11% (20)	9% (17)	11% (21)	3% (6)	189
Ethnicity: White	18% (282)	7% (113)	9% (145)	8% (125)	9% (139)	8% (127)	10% (155)	9% (138)	6% (99)	14% (226)	3% (52)	1602
Ethnicity: Hispanic	12% (32)	22% (57)	16% (43)	15% (40)	7% (19)	2% (5)	4% (11)	5% (13)	3% (8)	11% (30)	2% (6)	264
Ethnicity: Afr. Am.	14% (34)	4% (9)	6% (14)	4% (11)	8% (20)	7% (18)	9% (23)	8% (20)	10% (24)	27% (67)	2% (5)	246
Ethnicity: Other	9% (14)	27% (41)	8% (12)	6% (9)	7% (11)	4% (6)	6% (9)	8% (13)	6% (9)	13% (20)	4% (6)	151
Relig: Protestant	19% (100)	6% (34)	9% (49)	7% (38)	10% (54)	6% (32)	11% (61)	10% (54)	5% (27)	13% (69)	3% (18)	535
Relig: Roman Catholic	14% (57)	13% (52)	7% (29)	6% (25)	7% (29)	8% (32)	10% (42)	9% (38)	8% (34)	16% (67)	2% (7)	412
Relig: Ath./Agn./None	20% (105)	5% (28)	7% (35)	8% (41)	7% (38)	10% (55)	9% (50)	8% (44)	5% (29)	15% (82)	4% (23)	530
Relig: Something Else	11% (35)	12% (38)	14% (45)	11% (34)	10% (32)	6% (18)	7% (21)	6% (18)	7% (23)	15% (46)	2% (6)	316
Relig: Evangelical	17% (102)	8% (49)	7% (40)	5% (32)	9% (54)	6% (33)	8% (49)	10% (56)	7% (40)	19% (111)	4% (22)	587
Relig: Non-Evang. Catholics	16% (89)	8% (47)	9% (50)	7% (38)	8% (46)	8% (45)	12% (68)	9% (53)	7% (40)	13% (74)	2% (13)	563

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**Table vid1\_1:** On a scale from 1 to 10, where 1 is not favorable at all and 10 is very favorable, how favorable do you feel about the video you just watched?

Demographic	1 - Not favorable at all	2	3	4	5	6	7	8	9	10 Very favorable	Don't Know / No Opinion	Total N
Adults	17% (330)	8% (163)	9% (171)	7% (145)	9% (170)	8% (151)	9% (188)	9% (171)	7% (132)	16% (313)	3% (64)	1998
Relig: All Christian	17% (191)	8% (96)	8% (90)	6% (70)	9% (100)	7% (77)	10% (117)	10% (109)	7% (80)	16% (185)	3% (35)	1150
Relig: All Non-Christian	16% (139)	8% (66)	10% (80)	9% (75)	8% (70)	9% (73)	8% (71)	7% (62)	6% (52)	15% (128)	3% (29)	846
Community: Urban	16% (84)	5% (27)	8% (43)	5% (25)	10% (56)	6% (32)	11% (59)	9% (51)	9% (46)	19% (102)	2% (11)	537
Community: Suburban	18% (158)	10% (91)	8% (71)	8% (72)	8% (67)	8% (66)	10% (83)	8% (73)	5% (46)	13% (112)	4% (37)	877
Community: Rural	15% (88)	8% (45)	10% (56)	8% (48)	8% (47)	9% (53)	8% (45)	8% (47)	7% (40)	17% (100)	3% (16)	584
Employ: Private Sector	18% (107)	7% (42)	8% (48)	6% (38)	7% (44)	5% (33)	11% (66)	8% (51)	10% (59)	16% (99)	3% (20)	608
Employ: Government	12% (21)	26% (49)	10% (19)	8% (15)	8% (14)	7% (12)	8% (15)	5% (10)	5% (9)	10% (19)	1% (1)	186
Employ: Self-Employed	18% (31)	4% (7)	17% (29)	10% (18)	14% (24)	7% (12)	4% (7)	5% (9)	5% (9)	15% (27)	2% (4)	177
Employ: Homemaker	11% (17)	7% (11)	7% (11)	11% (17)	9% (15)	8% (13)	9% (14)	13% (21)	4% (6)	19% (30)	2% (3)	158
Employ: Student	10% (9)	6% (6)	7% (6)	7% (7)	7% (6)	10% (9)	13% (12)	13% (12)	8% (7)	19% (17)	1% (1)	92
Employ: Retired	18% (78)	8% (34)	6% (27)	8% (34)	9% (39)	8% (37)	9% (41)	10% (46)	6% (27)	15% (66)	3% (12)	441
Employ: Unemployed	18% (35)	5% (9)	9% (17)	5% (9)	8% (16)	10% (19)	10% (18)	7% (13)	6% (11)	16% (31)	6% (12)	190
Employ: Other	22% (32)	4% (5)	9% (13)	4% (6)	8% (12)	11% (16)	11% (15)	6% (8)	2% (3)	17% (25)	7% (10)	145
Job Type: White-collar	16% (123)	11% (85)	11% (84)	9% (69)	8% (62)	7% (53)	7% (58)	8% (59)	8% (61)	13% (100)	3% (22)	775
Job Type: Blue-collar	17% (140)	8% (62)	7% (60)	6% (49)	9% (76)	7% (57)	11% (90)	10% (82)	5% (44)	17% (141)	2% (19)	820
Job Type: Don't Know	17% (67)	4% (16)	7% (27)	7% (28)	8% (32)	10% (40)	10% (41)	8% (30)	7% (27)	18% (72)	6% (22)	402
Military HH: Yes	20% (77)	13% (50)	7% (27)	10% (37)	5% (20)	8% (30)	10% (38)	7% (26)	3% (13)	14% (53)	3% (11)	382
Military HH: No	16% (253)	7% (113)	9% (144)	7% (108)	9% (150)	7% (121)	9% (150)	9% (145)	7% (119)	16% (260)	3% (53)	1617
2016 Vote: Democrat Hillary Clinton	14% (90)	9% (55)	7% (43)	6% (39)	8% (50)	7% (42)	8% (54)	10% (62)	9% (60)	19% (121)	3% (17)	633
2016 Vote: Republican Donald Trump	17% (127)	10% (73)	11% (83)	7% (54)	8% (63)	7% (52)	9% (68)	7% (52)	6% (45)	13% (99)	3% (21)	737
2016 Vote: Someone else	25% (43)	3% (6)	8% (14)	8% (14)	6% (10)	8% (13)	10% (17)	11% (19)	3% (5)	14% (24)	3% (6)	170
2012 Vote: Barack Obama	14% (100)	5% (36)	6% (43)	6% (41)	10% (71)	8% (56)	9% (69)	11% (80)	9% (63)	21% (152)	3% (19)	730
2012 Vote: Mitt Romney	22% (110)	8% (40)	9% (48)	8% (40)	9% (43)	9% (46)	10% (49)	6% (32)	6% (32)	10% (50)	3% (17)	506
2012 Vote: Other	34% (32)	6% (5)	11% (10)	9% (8)	4% (4)	4% (4)	7% (7)	9% (8)	4% (4)	9% (9)	3% (3)	95
2012 Vote: Didn't Vote	13% (88)	12% (82)	10% (70)	8% (56)	8% (52)	7% (46)	9% (62)	8% (51)	5% (33)	15% (102)	4% (25)	666
4-Region: Northeast	12% (44)	9% (33)	6% (21)	7% (24)	9% (33)	10% (38)	9% (33)	12% (43)	7% (26)	16% (58)	3% (11)	363
4-Region: Midwest	14% (61)	11% (49)	10% (42)	9% (41)	10% (42)	6% (26)	9% (40)	8% (36)	5% (23)	15% (67)	2% (10)	437
4-Region: South	19% (140)	7% (50)	8% (59)	7% (48)	6% (44)	7% (48)	10% (71)	8% (57)	8% (60)	17% (128)	4% (28)	731
4-Region: West	18% (85)	7% (32)	11% (50)	7% (33)	11% (51)	8% (39)	10% (44)	7% (35)	5% (23)	13% (60)	3% (15)	467

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

**Table vid1\_2\_1:** Did the video you just watched give you a more or less favorable view of the following?

Kendall Jenner

Demographic	Somewhat						No impact either way	Don't Know / No Opinion	Total N
	Much more favorable	more favorable	Somewhat less favorable	Much less favorable					
Adults	12% (236)	16% (329)	10% (201)	16% (328)	36% (727)	9% (177)	1998		
Gender: Male	16% (151)	22% (203)	12% (117)	16% (147)	27% (250)	8% (72)	939		
Gender: Female	8% (86)	12% (126)	8% (84)	17% (181)	45% (477)	10% (105)	1059		
Age: 18-29	12% (49)	17% (71)	14% (59)	17% (70)	30% (122)	9% (38)	409		
Age: 30-44	16% (78)	24% (119)	11% (57)	13% (66)	30% (148)	7% (34)	503		
Age: 45-54	11% (33)	15% (43)	7% (19)	17% (49)	40% (115)	10% (30)	289		
Age: 55-64	12% (50)	12% (52)	9% (37)	16% (69)	44% (188)	7% (29)	426		
Age: 65+	7% (26)	12% (44)	8% (28)	20% (74)	42% (155)	12% (45)	372		
PID: Dem (no lean)	13% (95)	18% (132)	12% (87)	14% (103)	38% (275)	5% (39)	732		
PID: Ind (no lean)	8% (52)	13% (83)	9% (57)	19% (115)	38% (234)	13% (79)	620		
PID: Rep (no lean)	14% (89)	18% (115)	9% (57)	17% (110)	34% (218)	9% (58)	647		
PID/Gender: Dem Men	19% (62)	23% (77)	14% (48)	12% (41)	27% (90)	4% (13)	330		
PID/Gender: Dem Women	8% (33)	14% (55)	10% (40)	16% (62)	46% (185)	7% (26)	401		
PID/Gender: Ind Men	9% (25)	17% (47)	12% (35)	18% (51)	33% (93)	11% (30)	282		
PID/Gender: Ind Women	8% (27)	11% (36)	7% (22)	19% (63)	42% (141)	15% (49)	338		
PID/Gender: Rep Men	19% (63)	24% (79)	11% (35)	17% (54)	21% (67)	9% (29)	327		
PID/Gender: Rep Women	8% (25)	11% (36)	7% (23)	17% (55)	47% (151)	9% (29)	320		
Tea Party: Supporter	17% (106)	25% (155)	10% (66)	13% (85)	28% (177)	7% (42)	632		
Tea Party: Not Supporter	9% (129)	13% (172)	10% (135)	18% (241)	40% (548)	10% (133)	1358		
Ideo: Liberal (1-3)	17% (126)	24% (172)	11% (76)	14% (98)	30% (220)	4% (32)	723		
Ideo: Moderate (4)	9% (41)	13% (56)	13% (55)	16% (70)	40% (175)	9% (39)	435		
Ideo: Conservative (5-7)	8% (50)	12% (74)	10% (59)	21% (128)	39% (241)	10% (62)	614		
Educ: < College	14% (192)	17% (239)	10% (139)	15% (215)	35% (500)	9% (135)	1421		
Educ: Bachelors degree	8% (32)	17% (64)	10% (39)	19% (71)	40% (154)	6% (22)	382		
Educ: Post-grad	6% (11)	13% (26)	12% (23)	21% (42)	37% (73)	10% (20)	196		

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**Table vid1\_2\_1: Did the video you just watched give you a more or less favorable view of the following?**

Kendall Jenner

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No impact either way		Don't Know / No Opinion		Total N
Adults	12%	(236)	16%	(329)	10%	(201)	16%	(328)	36%	(727)	9%	(177)	1998
Income: Under 50k	13%	(165)	17%	(213)	10%	(130)	15%	(192)	36%	(453)	9%	(121)	1274
Income: 50k-100k	9%	(51)	14%	(76)	10%	(52)	20%	(107)	39%	(207)	8%	(44)	536
Income: 100k+	11%	(21)	21%	(40)	10%	(19)	16%	(29)	36%	(67)	6%	(12)	189
Ethnicity: White	10%	(161)	15%	(244)	10%	(161)	17%	(280)	38%	(609)	9%	(147)	1602
Ethnicity: Hispanic	26%	(69)	41%	(107)	15%	(40)	8%	(21)	8%	(20)	3%	(7)	264
Ethnicity: Afr. Am.	15%	(36)	16%	(39)	11%	(28)	13%	(31)	37%	(90)	9%	(21)	246
Ethnicity: Other	26%	(39)	30%	(45)	8%	(12)	11%	(17)	19%	(28)	6%	(9)	151
Relig: Protestant	10%	(52)	15%	(82)	11%	(58)	18%	(96)	36%	(194)	10%	(53)	535
Relig: Roman Catholic	17%	(69)	19%	(77)	9%	(39)	16%	(66)	33%	(137)	6%	(24)	412
Relig: Ath./Agn./None	9%	(49)	12%	(64)	9%	(46)	18%	(96)	41%	(218)	11%	(58)	530
Relig: Something Else	14%	(43)	24%	(77)	12%	(38)	13%	(42)	31%	(98)	6%	(18)	316
Relig: Evangelical	16%	(92)	18%	(104)	9%	(53)	14%	(80)	35%	(206)	9%	(51)	587
Relig: Non-Evang. Catholics	9%	(52)	15%	(84)	11%	(63)	19%	(109)	36%	(205)	9%	(49)	563
Relig: All Christian	13%	(145)	16%	(188)	10%	(116)	17%	(190)	36%	(411)	9%	(100)	1150
Relig: All Non-Christian	11%	(92)	17%	(141)	10%	(84)	16%	(137)	37%	(316)	9%	(77)	846
Community: Urban	16%	(87)	17%	(93)	10%	(54)	16%	(83)	33%	(178)	8%	(42)	537
Community: Suburban	10%	(89)	14%	(123)	10%	(88)	19%	(163)	37%	(326)	10%	(87)	877
Community: Rural	10%	(60)	19%	(113)	10%	(59)	14%	(81)	38%	(223)	8%	(48)	584
Employ: Private Sector	12%	(73)	22%	(133)	10%	(59)	16%	(100)	35%	(216)	5%	(28)	608
Employ: Government	22%	(40)	22%	(42)	17%	(32)	14%	(26)	21%	(40)	3%	(6)	186
Employ: Self-Employed	10%	(17)	23%	(41)	11%	(19)	18%	(31)	27%	(48)	12%	(21)	177
Employ: Homemaker	11%	(17)	16%	(26)	14%	(22)	15%	(23)	38%	(61)	6%	(10)	158
Employ: Student	15%	(14)	18%	(17)	7%	(7)	21%	(19)	29%	(27)	10%	(9)	92
Employ: Retired	10%	(42)	10%	(44)	9%	(38)	17%	(77)	44%	(193)	11%	(49)	441
Employ: Unemployed	10%	(18)	6%	(11)	10%	(20)	15%	(28)	46%	(87)	14%	(26)	190
Employ: Other	11%	(16)	11%	(16)	4%	(5)	16%	(23)	40%	(57)	19%	(28)	145
Job Type: White-collar	14%	(112)	22%	(168)	13%	(100)	15%	(113)	30%	(234)	6%	(49)	775
Job Type: Blue-collar	11%	(86)	14%	(113)	8%	(69)	19%	(159)	41%	(335)	7%	(59)	820
Job Type: Don't Know	9%	(38)	12%	(48)	8%	(32)	14%	(56)	40%	(159)	17%	(69)	402

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**Table vid1\_2\_1:** Did the video you just watched give you a more or less favorable view of the following?

Kendall Jenner

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (236)	16% (329)	10% (201)	16% (328)	36% (727)	9% (177)	1998
Military HH: Yes	15% (56)	18% (69)	10% (37)	15% (58)	34% (129)	9% (33)	382
Military HH: No	11% (181)	16% (260)	10% (164)	17% (270)	37% (598)	9% (143)	1617
2016 Vote: Democrat Hillary Clinton	16% (101)	17% (105)	9% (58)	14% (91)	38% (242)	6% (36)	633
2016 Vote: Republican Donald Trump	13% (94)	18% (135)	9% (67)	18% (130)	35% (254)	8% (57)	737
2016 Vote: Someone else	6% (11)	8% (14)	8% (14)	29% (49)	38% (64)	11% (19)	170
2012 Vote: Barack Obama	12% (85)	14% (103)	11% (77)	15% (108)	42% (310)	6% (46)	730
2012 Vote: Mitt Romney	9% (45)	12% (59)	9% (44)	22% (113)	41% (205)	8% (41)	506
2012 Vote: Other	11% (11)	20% (18)	6% (5)	17% (16)	32% (30)	15% (14)	95
2012 Vote: Didn't Vote	14% (95)	22% (149)	11% (75)	14% (91)	27% (182)	11% (75)	666
4-Region: Northeast	11% (41)	15% (53)	9% (33)	14% (51)	43% (156)	8% (30)	363
4-Region: Midwest	14% (59)	19% (84)	11% (49)	16% (69)	32% (141)	8% (34)	437
4-Region: South	11% (79)	15% (112)	10% (74)	17% (125)	37% (272)	9% (69)	731
4-Region: West	12% (57)	17% (80)	10% (45)	18% (83)	34% (158)	9% (44)	467

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

**Table vid1\_2\_2: Did the video you just watched give you a more or less favorable view of the following?  
Pepsi**

Demographic	Somewhat						Don't Know / No Opinion	Total N
	Much more favorable	more favorable	Somewhat less favorable	Much less favorable	No impact either way			
Adults	22% (438)	22% (431)	11% (218)	14% (289)	28% (555)	3% (66)	1998	
Gender: Male	26% (241)	25% (232)	11% (105)	14% (134)	21% (195)	3% (32)	939	
Gender: Female	19% (198)	19% (200)	11% (114)	15% (155)	34% (360)	3% (34)	1059	
Age: 18-29	25% (103)	25% (100)	11% (45)	15% (61)	21% (88)	3% (12)	409	
Age: 30-44	30% (152)	23% (117)	9% (47)	12% (58)	22% (111)	4% (18)	503	
Age: 45-54	18% (52)	19% (54)	13% (38)	16% (47)	29% (84)	5% (14)	289	
Age: 55-64	19% (82)	18% (78)	10% (41)	12% (51)	39% (167)	2% (7)	426	
Age: 65+	13% (50)	22% (83)	12% (46)	19% (72)	28% (106)	4% (15)	372	
PID: Dem (no lean)	27% (194)	21% (156)	12% (86)	11% (77)	28% (203)	2% (15)	732	
PID: Ind (no lean)	18% (113)	21% (127)	9% (55)	17% (105)	30% (187)	5% (33)	620	
PID: Rep (no lean)	20% (131)	23% (148)	12% (77)	17% (107)	25% (165)	3% (18)	647	
PID/Gender: Dem Men	32% (105)	25% (84)	12% (38)	9% (30)	21% (69)	1% (4)	330	
PID/Gender: Dem Women	22% (89)	18% (73)	12% (48)	12% (47)	33% (134)	3% (10)	401	
PID/Gender: Ind Men	20% (56)	22% (61)	9% (25)	20% (55)	25% (71)	5% (13)	282	
PID/Gender: Ind Women	17% (57)	19% (66)	9% (30)	15% (50)	34% (116)	6% (20)	338	
PID/Gender: Rep Men	24% (80)	27% (87)	13% (41)	15% (49)	17% (55)	4% (14)	327	
PID/Gender: Rep Women	16% (52)	19% (61)	11% (36)	18% (58)	34% (110)	1% (4)	320	
Tea Party: Supporter	29% (181)	27% (169)	10% (66)	13% (85)	19% (122)	2% (10)	632	
Tea Party: Not Supporter	19% (256)	19% (262)	11% (150)	15% (204)	32% (430)	4% (56)	1358	
Ideo: Liberal (1-3)	28% (200)	23% (169)	13% (95)	10% (72)	24% (175)	2% (12)	723	
Ideo: Moderate (4)	20% (87)	21% (93)	10% (42)	13% (59)	32% (141)	3% (14)	435	
Ideo: Conservative (5-7)	16% (98)	22% (133)	12% (72)	22% (135)	25% (156)	3% (19)	614	
Educ: < College	25% (349)	22% (315)	9% (130)	13% (183)	28% (400)	3% (44)	1421	
Educ: Bachelors degree	16% (62)	21% (81)	14% (55)	18% (69)	26% (100)	4% (15)	382	
Educ: Post-grad	14% (27)	18% (36)	17% (33)	19% (37)	28% (55)	4% (7)	196	

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**Table vid1\_2\_2: Did the video you just watched give you a more or less favorable view of the following?***Pepsi*

Demographic	Somewhat							Total N
	Much more favorable	more favorable	Somewhat less favorable	Much less favorable	No impact either way	Don't Know / No Opinion		
Adults	22% (438)	22% (431)	11% (218)	14% (289)	28% (555)	3% (66)	1998	
Income: Under 50k	24% (310)	22% (281)	10% (129)	12% (152)	28% (354)	4% (47)	1274	
Income: 50k-100k	17% (93)	19% (103)	12% (67)	21% (114)	27% (144)	3% (15)	536	
Income: 100k+	19% (35)	25% (47)	12% (23)	12% (23)	30% (57)	2% (4)	189	
Ethnicity: White	20% (313)	21% (336)	11% (179)	16% (249)	29% (467)	4% (58)	1602	
Ethnicity: Hispanic	38% (99)	37% (97)	11% (30)	6% (15)	7% (18)	2% (4)	264	
Ethnicity: Afr. Am.	34% (82)	17% (42)	9% (22)	13% (33)	26% (64)	1% (3)	246	
Ethnicity: Other	29% (43)	36% (53)	12% (18)	5% (7)	16% (24)	3% (5)	151	
Relig: Protestant	19% (102)	19% (102)	14% (74)	20% (106)	25% (136)	3% (16)	535	
Relig: Roman Catholic	23% (94)	25% (105)	11% (46)	14% (57)	24% (101)	2% (9)	412	
Relig: Ath./Agn./None	17% (92)	20% (105)	10% (51)	15% (79)	32% (172)	6% (31)	530	
Relig: Something Else	29% (91)	26% (81)	11% (33)	9% (27)	24% (77)	2% (6)	316	
Relig: Evangelical	27% (159)	21% (125)	11% (65)	13% (76)	26% (152)	2% (10)	587	
Relig: Non-Evang. Catholics	17% (97)	21% (119)	12% (69)	19% (107)	27% (153)	3% (19)	563	
Relig: All Christian	22% (255)	21% (244)	12% (134)	16% (183)	27% (305)	2% (28)	1150	
Relig: All Non-Christian	22% (183)	22% (186)	10% (84)	13% (106)	29% (249)	4% (37)	846	
Community: Urban	28% (151)	21% (112)	9% (51)	12% (65)	27% (142)	3% (15)	537	
Community: Suburban	16% (143)	23% (201)	12% (107)	17% (145)	28% (242)	4% (38)	877	
Community: Rural	25% (145)	20% (118)	10% (60)	13% (78)	29% (170)	2% (13)	584	
Employ: Private Sector	24% (144)	21% (127)	12% (73)	14% (87)	27% (167)	2% (11)	608	
Employ: Government	20% (37)	38% (71)	13% (24)	13% (24)	16% (29)	1% (2)	186	
Employ: Self-Employed	31% (56)	15% (27)	11% (20)	17% (30)	22% (39)	3% (6)	177	
Employ: Homemaker	27% (42)	25% (40)	13% (20)	12% (19)	21% (33)	2% (3)	158	
Employ: Student	25% (23)	29% (27)	4% (4)	15% (13)	23% (21)	3% (3)	92	
Employ: Retired	14% (63)	19% (86)	13% (56)	17% (75)	33% (146)	4% (16)	441	
Employ: Unemployed	22% (43)	16% (31)	6% (11)	13% (25)	37% (70)	5% (10)	190	
Employ: Other	22% (31)	16% (23)	7% (10)	12% (17)	33% (48)	11% (16)	145	
Job Type: White-collar	24% (184)	25% (196)	12% (91)	14% (106)	23% (178)	3% (20)	775	
Job Type: Blue-collar	20% (164)	19% (159)	12% (102)	18% (145)	29% (239)	1% (12)	820	
Job Type: Don't Know	22% (90)	19% (76)	6% (25)	10% (39)	34% (139)	8% (34)	402	

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**Table vid1\_2\_2: Did the video you just watched give you a more or less favorable view of the following?  
Pepsi**

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No impact either way	Don't Know / No Opinion	Total N
Adults	22% (438)	22% (431)	11% (218)	14% (289)	28% (555)	3% (66)	1998
Military HH: Yes	21% (81)	23% (87)	14% (52)	14% (54)	25% (95)	3% (12)	382
Military HH: No	22% (357)	21% (344)	10% (166)	15% (235)	28% (460)	3% (54)	1617
2016 Vote: Democrat Hillary Clinton	26% (164)	19% (123)	11% (71)	11% (69)	29% (186)	3% (19)	633
2016 Vote: Republican Donald Trump	22% (165)	21% (151)	12% (91)	17% (128)	25% (186)	2% (15)	737
2016 Vote: Someone else	13% (22)	19% (33)	9% (16)	20% (33)	35% (60)	4% (7)	170
2012 Vote: Barack Obama	23% (166)	18% (131)	11% (79)	13% (96)	33% (239)	2% (17)	730
2012 Vote: Mitt Romney	14% (72)	19% (95)	13% (66)	21% (108)	30% (152)	2% (12)	506
2012 Vote: Other	16% (16)	22% (20)	13% (13)	17% (16)	25% (23)	7% (6)	95
2012 Vote: Didn't Vote	28% (184)	28% (183)	9% (60)	10% (69)	21% (140)	5% (30)	666
4-Region: Northeast	18% (65)	22% (81)	9% (33)	11% (39)	36% (131)	4% (14)	363
4-Region: Midwest	26% (115)	25% (109)	10% (42)	14% (62)	23% (99)	2% (10)	437
4-Region: South	22% (159)	19% (142)	13% (95)	16% (115)	27% (195)	3% (25)	731
4-Region: West	21% (99)	21% (99)	10% (49)	16% (73)	28% (130)	4% (17)	467

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

**Table vid1\_3:** *Did the video you just watched make you more or less likely to buy Pepsi products?*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (246)	20% (406)	7% (131)	13% (254)	45% (897)	3% (63)	1998
Gender: Male	15% (136)	29% (275)	6% (56)	13% (122)	35% (324)	3% (26)	939
Gender: Female	10% (110)	12% (131)	7% (75)	12% (132)	54% (574)	4% (38)	1059
Age: 18-29	15% (62)	24% (98)	8% (32)	12% (50)	36% (146)	5% (21)	409
Age: 30-44	16% (81)	31% (156)	8% (39)	8% (40)	33% (166)	4% (21)	503
Age: 45-54	12% (35)	13% (38)	6% (18)	15% (42)	50% (145)	4% (12)	289
Age: 55-64	10% (42)	18% (78)	6% (25)	11% (49)	54% (229)	1% (2)	426
Age: 65+	7% (26)	10% (36)	5% (18)	20% (73)	57% (211)	2% (8)	372
PID: Dem (no lean)	15% (107)	25% (181)	7% (53)	8% (61)	43% (315)	2% (15)	732
PID: Ind (no lean)	10% (61)	15% (96)	4% (28)	15% (90)	50% (310)	6% (35)	620
PID: Rep (no lean)	12% (78)	20% (129)	8% (51)	16% (103)	42% (273)	2% (14)	647
PID/Gender: Dem Men	18% (59)	39% (127)	6% (19)	9% (29)	29% (95)	1% (2)	330
PID/Gender: Dem Women	12% (47)	13% (54)	8% (34)	8% (33)	55% (220)	3% (13)	401
PID/Gender: Ind Men	10% (29)	18% (49)	7% (19)	15% (43)	45% (126)	5% (15)	282
PID/Gender: Ind Women	9% (32)	14% (47)	3% (9)	14% (47)	54% (183)	6% (20)	338
PID/Gender: Rep Men	15% (48)	30% (98)	6% (19)	15% (51)	31% (103)	3% (9)	327
PID/Gender: Rep Women	10% (31)	10% (31)	10% (32)	16% (52)	53% (170)	1% (4)	320
Tea Party: Supporter	16% (100)	33% (209)	6% (40)	13% (81)	31% (196)	1% (6)	632
Tea Party: Not Supporter	11% (146)	14% (194)	7% (91)	13% (173)	51% (697)	4% (57)	1358
Ideo: Liberal (1-3)	14% (101)	31% (227)	7% (49)	9% (62)	37% (270)	2% (14)	723
Ideo: Moderate (4)	11% (49)	20% (86)	6% (24)	10% (46)	51% (221)	2% (10)	435
Ideo: Conservative (5-7)	10% (60)	11% (66)	8% (51)	20% (126)	49% (302)	2% (10)	614
Educ: < College	14% (193)	23% (332)	6% (84)	11% (157)	43% (606)	3% (49)	1421
Educ: Bachelors degree	10% (37)	12% (45)	8% (31)	17% (65)	50% (192)	3% (12)	382
Educ: Post-grad	8% (16)	15% (29)	9% (17)	16% (32)	51% (100)	1% (3)	196
Income: Under 50k	12% (156)	23% (299)	6% (82)	11% (142)	43% (550)	4% (45)	1274
Income: 50k-100k	13% (69)	14% (73)	7% (39)	17% (88)	47% (250)	3% (17)	536
Income: 100k+	12% (22)	18% (34)	5% (9)	12% (23)	52% (98)	1% (2)	189
Ethnicity: White	11% (169)	19% (304)	7% (106)	14% (223)	47% (749)	3% (51)	1602
Ethnicity: Hispanic	17% (44)	60% (159)	7% (20)	4% (10)	11% (28)	1% (3)	264

Continued on next page

**Table vid1\_3: Did the video you just watched make you more or less likely to buy Pepsi products?**

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (246)	20% (406)	7% (131)	13% (254)	45% (897)	3% (63)	1998
Ethnicity: Afr. Am.	22% (53)	16% (39)	7% (18)	9% (23)	45% (110)	1% (3)	246
Ethnicity: Other	16% (24)	42% (63)	5% (8)	6% (8)	25% (38)	6% (9)	151
Relig: Protestant	12% (65)	15% (80)	7% (35)	16% (88)	48% (257)	2% (10)	535
Relig: Roman Catholic	15% (61)	25% (103)	7% (28)	13% (53)	38% (158)	2% (10)	412
Relig: Ath./Agn./None	11% (61)	15% (82)	6% (33)	13% (68)	47% (251)	7% (35)	530
Relig: Something Else	10% (31)	37% (115)	7% (21)	9% (29)	36% (113)	2% (6)	316
Relig: Evangelical	16% (93)	20% (116)	7% (39)	11% (66)	45% (264)	2% (9)	587
Relig: Non-Evang. Catholics	11% (61)	16% (92)	7% (38)	16% (90)	48% (268)	2% (13)	563
Relig: All Christian	13% (154)	18% (208)	7% (77)	14% (156)	46% (532)	2% (22)	1150
Relig: All Non-Christian	11% (92)	23% (197)	6% (54)	12% (98)	43% (363)	5% (41)	846
Community: Urban	18% (98)	21% (113)	5% (29)	11% (61)	41% (219)	3% (17)	537
Community: Suburban	9% (81)	20% (172)	8% (69)	14% (122)	46% (406)	3% (26)	877
Community: Rural	11% (67)	21% (121)	6% (33)	12% (71)	47% (272)	3% (20)	584
Employ: Private Sector	15% (92)	20% (122)	6% (34)	12% (71)	46% (280)	2% (10)	608
Employ: Government	8% (15)	47% (88)	10% (18)	9% (16)	24% (45)	2% (3)	186
Employ: Self-Employed	12% (21)	30% (53)	6% (10)	15% (27)	35% (63)	2% (4)	177
Employ: Homemaker	18% (28)	18% (28)	7% (12)	13% (21)	41% (65)	3% (5)	158
Employ: Student	12% (11)	29% (27)	10% (9)	7% (6)	40% (36)	3% (3)	92
Employ: Retired	9% (40)	9% (41)	6% (26)	17% (74)	57% (252)	2% (8)	441
Employ: Unemployed	11% (21)	15% (28)	8% (16)	8% (15)	50% (96)	8% (14)	190
Employ: Other	13% (19)	13% (20)	5% (7)	17% (24)	41% (60)	11% (16)	145
Job Type: White-collar	12% (93)	29% (227)	7% (57)	11% (86)	39% (299)	2% (14)	775
Job Type: Blue-collar	12% (100)	15% (126)	7% (57)	16% (132)	47% (388)	2% (17)	820
Job Type: Don't Know	13% (53)	13% (53)	4% (17)	9% (36)	52% (211)	8% (32)	402
Military HH: Yes	11% (42)	23% (87)	7% (26)	15% (57)	43% (164)	1% (6)	382
Military HH: No	13% (204)	20% (319)	7% (105)	12% (197)	45% (734)	4% (58)	1617
2016 Vote: Democrat Hillary Clinton	15% (92)	20% (130)	6% (40)	9% (60)	47% (296)	2% (14)	633
2016 Vote: Republican Donald Trump	13% (98)	19% (141)	7% (52)	16% (117)	44% (321)	1% (8)	737
2016 Vote: Someone else	4% (7)	16% (27)	3% (6)	21% (36)	53% (90)	3% (5)	170

Continued on next page

**Table vid1\_3:** Did the video you just watched make you more or less likely to buy Pepsi products?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (246)	20% (406)	7% (131)	13% (254)	45% (897)	3% (63)	1998
2012 Vote: Barack Obama	15% (110)	15% (106)	6% (47)	10% (76)	52% (380)	1% (11)	730
2012 Vote: Mitt Romney	10% (52)	9% (46)	6% (32)	21% (106)	52% (262)	2% (9)	506
2012 Vote: Other	6% (5)	20% (19)	6% (5)	16% (15)	49% (46)	4% (4)	95
2012 Vote: Didn't Vote	12% (79)	35% (235)	7% (47)	9% (57)	31% (208)	6% (40)	666
4-Region: Northeast	12% (44)	19% (70)	3% (13)	11% (40)	52% (189)	2% (8)	363
4-Region: Midwest	12% (53)	27% (116)	7% (32)	10% (46)	41% (181)	2% (10)	437
4-Region: South	14% (99)	19% (140)	8% (59)	15% (110)	40% (295)	4% (29)	731
4-Region: West	11% (51)	17% (80)	6% (27)	13% (59)	50% (233)	3% (16)	467

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

**Table vid1\_4:** Do you think it is appropriate or inappropriate for a company to use protests in order to sell its products?

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know / No Opinion		Total N
Adults	15%	(296)	20%	(397)	19%	(388)	27%	(539)	19%	(379)	1998
Gender: Male	19%	(183)	23%	(217)	19%	(179)	23%	(217)	15%	(143)	939
Gender: Female	11%	(113)	17%	(180)	20%	(209)	30%	(322)	22%	(236)	1059
Age: 18-29	18%	(73)	23%	(93)	19%	(79)	21%	(87)	19%	(78)	409
Age: 30-44	21%	(106)	27%	(136)	18%	(88)	15%	(73)	20%	(99)	503
Age: 45-54	13%	(37)	17%	(48)	21%	(61)	28%	(80)	22%	(64)	289
Age: 55-64	12%	(53)	18%	(77)	21%	(87)	30%	(129)	19%	(79)	426
Age: 65+	7%	(27)	11%	(42)	20%	(73)	46%	(172)	16%	(59)	372
PID: Dem (no lean)	20%	(143)	23%	(170)	22%	(162)	18%	(129)	17%	(127)	732
PID: Ind (no lean)	11%	(66)	19%	(115)	17%	(104)	28%	(174)	26%	(161)	620
PID: Rep (no lean)	13%	(87)	17%	(112)	19%	(122)	37%	(236)	14%	(91)	647
PID/Gender: Dem Men	29%	(95)	28%	(92)	19%	(64)	13%	(42)	11%	(38)	330
PID/Gender: Dem Women	12%	(49)	19%	(78)	24%	(97)	22%	(87)	22%	(89)	401
PID/Gender: Ind Men	11%	(32)	18%	(51)	18%	(52)	28%	(78)	24%	(68)	282
PID/Gender: Ind Women	10%	(33)	19%	(64)	15%	(52)	28%	(96)	27%	(93)	338
PID/Gender: Rep Men	17%	(56)	23%	(74)	19%	(62)	30%	(98)	11%	(36)	327
PID/Gender: Rep Women	10%	(30)	12%	(38)	19%	(59)	43%	(139)	17%	(54)	320
Tea Party: Supporter	23%	(143)	27%	(169)	15%	(95)	24%	(155)	11%	(71)	632
Tea Party: Not Supporter	11%	(153)	17%	(225)	21%	(291)	28%	(385)	22%	(304)	1358
Ideo: Liberal (1-3)	23%	(166)	30%	(217)	17%	(121)	18%	(129)	13%	(91)	723
Ideo: Moderate (4)	10%	(43)	19%	(85)	24%	(103)	23%	(100)	24%	(104)	435
Ideo: Conservative (5-7)	9%	(58)	11%	(67)	23%	(140)	42%	(260)	14%	(88)	614
Educ: < College	17%	(235)	21%	(300)	18%	(260)	25%	(355)	19%	(271)	1421
Educ: Bachelors degree	12%	(45)	17%	(63)	21%	(80)	31%	(120)	19%	(74)	382
Educ: Post-grad	8%	(16)	17%	(34)	24%	(48)	33%	(64)	17%	(34)	196
Income: Under 50k	15%	(189)	22%	(278)	17%	(218)	26%	(327)	21%	(262)	1274
Income: 50k-100k	15%	(80)	15%	(83)	23%	(125)	31%	(168)	15%	(81)	536
Income: 100k+	14%	(27)	19%	(36)	24%	(45)	23%	(44)	19%	(36)	189
Ethnicity: White	14%	(217)	18%	(285)	20%	(316)	30%	(482)	19%	(302)	1602
Ethnicity: Hispanic	32%	(83)	42%	(111)	15%	(41)	5%	(13)	6%	(17)	264

Continued on next page

**Table vid1\_4:** Do you think it is appropriate or inappropriate for a company to use protests in order to sell its products?

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know / No Opinion		Total N
Adults	15%	(296)	20%	(397)	19%	(388)	27%	(539)	19%	(379)	1998
Ethnicity: Afr. Am.	22%	(53)	20%	(48)	20%	(50)	17%	(41)	21%	(53)	246
Ethnicity: Other	17%	(26)	42%	(64)	14%	(21)	10%	(16)	16%	(24)	151
Relig: Protestant	12%	(66)	15%	(79)	19%	(103)	37%	(197)	17%	(91)	535
Relig: Roman Catholic	17%	(71)	26%	(105)	15%	(62)	25%	(104)	17%	(70)	412
Relig: Ath./Agn./None	14%	(75)	19%	(102)	19%	(101)	24%	(129)	23%	(123)	530
Relig: Something Else	16%	(52)	27%	(84)	25%	(78)	18%	(58)	14%	(44)	316
Relig: Evangelical	17%	(101)	19%	(114)	17%	(98)	29%	(170)	18%	(104)	587
Relig: Non-Evang. Catholics	12%	(68)	17%	(97)	20%	(110)	32%	(181)	19%	(107)	563
Relig: All Christian	15%	(169)	18%	(210)	18%	(208)	31%	(351)	18%	(211)	1150
Relig: All Non-Christian	15%	(127)	22%	(186)	21%	(179)	22%	(187)	20%	(168)	846
Community: Urban	18%	(97)	20%	(105)	20%	(109)	23%	(122)	19%	(105)	537
Community: Suburban	12%	(101)	20%	(180)	21%	(182)	29%	(252)	19%	(163)	877
Community: Rural	17%	(98)	19%	(113)	17%	(97)	28%	(165)	19%	(111)	584
Employ: Private Sector	18%	(110)	20%	(123)	19%	(114)	26%	(160)	17%	(103)	608
Employ: Government	13%	(25)	44%	(81)	10%	(19)	19%	(35)	14%	(25)	186
Employ: Self-Employed	29%	(51)	15%	(26)	15%	(27)	19%	(34)	22%	(39)	177
Employ: Homemaker	15%	(23)	19%	(29)	31%	(50)	17%	(26)	19%	(30)	158
Employ: Student	18%	(17)	25%	(23)	25%	(23)	18%	(16)	14%	(13)	92
Employ: Retired	8%	(35)	13%	(58)	23%	(101)	42%	(184)	14%	(62)	441
Employ: Unemployed	8%	(16)	19%	(36)	18%	(35)	25%	(47)	30%	(57)	190
Employ: Other	13%	(19)	14%	(20)	13%	(19)	25%	(36)	35%	(51)	145
Job Type: White-collar	19%	(149)	24%	(184)	20%	(152)	24%	(184)	14%	(106)	775
Job Type: Blue-collar	11%	(94)	19%	(156)	20%	(166)	32%	(265)	17%	(140)	820
Job Type: Don't Know	13%	(53)	14%	(57)	17%	(69)	22%	(90)	33%	(133)	402
Military HH: Yes	17%	(66)	21%	(81)	18%	(69)	33%	(125)	11%	(40)	382
Military HH: No	14%	(229)	20%	(316)	20%	(319)	26%	(414)	21%	(338)	1617
2016 Vote: Democrat Hillary Clinton	18%	(117)	24%	(149)	18%	(113)	20%	(129)	20%	(126)	633
2016 Vote: Republican Donald Trump	15%	(114)	16%	(116)	18%	(134)	39%	(287)	12%	(86)	737
2016 Vote: Someone else	7%	(12)	19%	(33)	21%	(36)	30%	(51)	22%	(38)	170

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**Table vid1\_4:** Do you think it is appropriate or inappropriate for a company to use protests in order to sell its products?

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know / No Opinion		Total N
Adults	15%	(296)	20%	(397)	19%	(388)	27%	(539)	19%	(379)	1998
2012 Vote: Barack Obama	16%	(119)	20%	(149)	20%	(148)	23%	(166)	20%	(148)	730
2012 Vote: Mitt Romney	9%	(47)	9%	(46)	19%	(96)	49%	(247)	14%	(70)	506
2012 Vote: Other	16%	(16)	16%	(15)	19%	(18)	26%	(24)	23%	(22)	95
2012 Vote: Didn't Vote	17%	(113)	28%	(186)	19%	(126)	15%	(101)	21%	(139)	666
4-Region: Northeast	14%	(52)	18%	(64)	25%	(90)	24%	(87)	19%	(70)	363
4-Region: Midwest	16%	(71)	22%	(95)	20%	(89)	25%	(108)	17%	(74)	437
4-Region: South	15%	(109)	20%	(147)	15%	(111)	30%	(218)	20%	(147)	731
4-Region: West	14%	(63)	20%	(92)	21%	(97)	27%	(127)	19%	(88)	467

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	

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**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	

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

