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Morning Consult
National Tracking Poll #170501
May 02-03, 2017

Crosstabulation Results

Methodology:

This poll was conducted from May 02-03, 2017, among a national sample of 2225 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.

Jennifer Garner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (516)	35% (781)	8% (180)	4% (87)	22% (479)	8% (181)	2225
Gender: Male	24% (255)	33% (348)	10% (108)	5% (51)	21% (227)	8% (82)	1071
Gender: Female	23% (261)	38% (433)	6% (72)	3% (36)	22% (252)	9% (99)	1154
Age: 18-29	19% (98)	31% (159)	9% (48)	4% (22)	23% (120)	13% (70)	517
Age: 30-44	28% (151)	38% (201)	8% (44)	3% (16)	18% (96)	4% (21)	529
Age: 45-54	26% (107)	35% (142)	7% (27)	3% (14)	24% (97)	5% (22)	410
Age: 55-64	21% (76)	38% (141)	8% (30)	3% (13)	23% (86)	6% (21)	367
Age: 65+	21% (84)	34% (138)	8% (30)	5% (22)	20% (81)	12% (47)	402
PID: Dem (no lean)	27% (191)	37% (257)	7% (47)	2% (12)	22% (157)	5% (35)	700
PID: Ind (no lean)	22% (183)	33% (273)	8% (71)	4% (37)	22% (184)	11% (91)	839
PID: Rep (no lean)	21% (142)	37% (252)	9% (62)	5% (38)	20% (138)	8% (55)	686
PID/Gender: Dem Men	30% (102)	34% (113)	8% (27)	2% (7)	20% (67)	6% (21)	336
PID/Gender: Dem Women	24% (89)	40% (144)	5% (20)	2% (6)	25% (91)	4% (15)	363
PID/Gender: Ind Men	22% (86)	31% (120)	9% (36)	5% (19)	20% (79)	12% (44)	385
PID/Gender: Ind Women	21% (97)	34% (152)	8% (34)	4% (18)	23% (106)	10% (47)	454
PID/Gender: Rep Men	19% (67)	33% (115)	13% (44)	7% (25)	23% (82)	5% (18)	350
PID/Gender: Rep Women	23% (76)	41% (137)	5% (17)	4% (13)	17% (56)	11% (37)	337
Tea Party: Supporter	26% (156)	32% (189)	11% (63)	6% (38)	17% (100)	8% (46)	591
Tea Party: Not Supporter	22% (359)	36% (589)	7% (116)	3% (50)	23% (378)	8% (133)	1625
Ideo: Liberal (1-3)	28% (188)	36% (242)	7% (44)	2% (17)	20% (131)	7% (46)	668
Ideo: Moderate (4)	23% (126)	36% (193)	7% (39)	4% (21)	21% (114)	9% (47)	540
Ideo: Conservative (5-7)	20% (147)	35% (254)	11% (77)	6% (43)	21% (153)	7% (49)	724
Educ: < College	23% (358)	33% (525)	8% (132)	4% (67)	22% (350)	10% (153)	1584
Educ: Bachelors degree	24% (100)	41% (171)	8% (35)	2% (10)	21% (87)	4% (17)	420
Educ: Post-grad	26% (58)	39% (86)	6% (13)	5% (10)	19% (43)	5% (11)	221

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Table BRD1_1: Please indicate if you have a favorable or unfavorable view of each of the following.

Jennifer Garner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (516)	35% (781)	8% (180)	4% (87)	22% (479)	8% (181)	2225
Income: Under 50k	24% (316)	32% (421)	9% (117)	4% (57)	21% (280)	10% (133)	1324
Income: 50k-100k	21% (132)	41% (260)	7% (46)	3% (19)	23% (145)	5% (30)	632
Income: 100k+	26% (69)	37% (100)	6% (16)	4% (12)	20% (54)	7% (18)	269
Ethnicity: White	23% (405)	36% (641)	8% (139)	4% (75)	21% (365)	8% (144)	1769
Ethnicity: Hispanic	26% (86)	35% (116)	9% (31)	2% (7)	20% (66)	8% (27)	333
Ethnicity: Afr. Am.	27% (73)	29% (77)	9% (23)	2% (7)	25% (69)	8% (22)	272
Ethnicity: Other	21% (38)	34% (63)	9% (17)	3% (5)	25% (45)	8% (15)	184
Relig: Protestant	22% (105)	36% (174)	8% (37)	5% (23)	20% (97)	10% (47)	483
Relig: Roman Catholic	29% (127)	38% (166)	9% (38)	3% (12)	17% (75)	5% (22)	441
Relig: Ath./Agn./None	19% (125)	36% (236)	9% (59)	3% (19)	24% (156)	10% (65)	659
Relig: Something Else	26% (93)	29% (106)	8% (28)	3% (12)	25% (92)	8% (30)	360
Relig: Evangelical	23% (142)	36% (220)	8% (48)	6% (39)	18% (109)	9% (55)	612
Relig: Non-Evang. Catholics	26% (154)	37% (219)	8% (45)	3% (17)	21% (123)	5% (32)	590
Relig: All Christian	25% (296)	37% (439)	8% (93)	5% (55)	19% (232)	7% (86)	1202
Relig: All Non-Christian	21% (218)	34% (342)	8% (86)	3% (32)	24% (248)	9% (95)	1020
Community: Urban	25% (144)	35% (206)	7% (40)	4% (22)	22% (129)	8% (44)	586
Community: Suburban	23% (231)	36% (359)	8% (79)	3% (31)	23% (228)	7% (69)	997
Community: Rural	22% (141)	34% (217)	9% (60)	5% (35)	19% (122)	11% (68)	642
Employ: Private Sector	24% (159)	42% (271)	7% (47)	4% (24)	19% (120)	4% (29)	650
Employ: Government	24% (37)	36% (57)	11% (17)	2% (3)	21% (33)	7% (11)	157
Employ: Self-Employed	21% (45)	31% (64)	14% (30)	6% (13)	15% (30)	13% (27)	209
Employ: Homemaker	25% (47)	38% (72)	6% (12)	7% (14)	18% (34)	6% (11)	191
Employ: Student	19% (23)	26% (32)	12% (14)	4% (5)	25% (30)	15% (18)	122
Employ: Retired	22% (105)	33% (155)	7% (33)	4% (20)	23% (107)	11% (52)	472
Employ: Unemployed	24% (49)	27% (55)	8% (15)	2% (3)	32% (64)	7% (15)	202
Employ: Other	23% (51)	34% (76)	5% (11)	3% (6)	27% (60)	8% (18)	221
Job Type: White-collar	25% (181)	37% (266)	8% (56)	4% (28)	20% (140)	6% (43)	714
Job Type: Blue-collar	23% (230)	37% (366)	7% (71)	5% (47)	21% (205)	7% (66)	983
Job Type: Don't Know	20% (106)	28% (150)	10% (53)	2% (12)	26% (135)	14% (73)	528

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Table BRD1_1: Please indicate if you have a favorable or unfavorable view of each of the following.

Jennifer Garner

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (516)	35% (781)	8% (180)	4% (87)	22% (479)	8% (181)	2225
Military HH: Yes	26% (117)	34% (152)	8% (38)	3% (13)	19% (84)	10% (47)	451
Military HH: No	23% (399)	35% (629)	8% (142)	4% (74)	22% (396)	8% (134)	1774
2016 Vote: Democrat Hillary Clinton	27% (201)	38% (280)	5% (40)	2% (12)	22% (160)	6% (46)	739
2016 Vote: Republican Donald Trump	23% (171)	36% (273)	9% (69)	6% (46)	20% (148)	7% (51)	758
2016 Vote: Someone else	15% (25)	33% (54)	7% (12)	3% (4)	32% (52)	10% (17)	163
2012 Vote: Barack Obama	27% (217)	38% (308)	6% (50)	2% (16)	21% (168)	5% (43)	801
2012 Vote: Mitt Romney	20% (125)	36% (221)	9% (55)	6% (39)	22% (133)	6% (38)	610
2012 Vote: Other	19% (20)	32% (32)	8% (8)	3% (3)	28% (28)	10% (10)	101
2012 Vote: Didn't Vote	22% (155)	31% (219)	9% (66)	4% (29)	21% (150)	13% (90)	708
4-Region: Northeast	26% (104)	32% (129)	6% (25)	3% (12)	26% (104)	8% (33)	406
4-Region: Midwest	23% (108)	38% (181)	9% (42)	5% (22)	22% (103)	5% (22)	479
4-Region: South	23% (186)	35% (292)	8% (69)	5% (37)	20% (163)	9% (76)	823
4-Region: West	23% (118)	35% (180)	8% (44)	3% (16)	21% (109)	10% (50)	517

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

Table BRD1_2: Please indicate if you have a favorable or unfavorable view of each of the following.
 Jennifer Aniston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	32% (710)	37% (834)	8% (175)	4% (99)	15% (323)	4% (84)	2225
Gender: Male	31% (329)	37% (392)	9% (91)	6% (63)	15% (158)	3% (37)	1071
Gender: Female	33% (381)	38% (442)	7% (84)	3% (36)	14% (164)	4% (46)	1154
Age: 18-29	37% (192)	27% (138)	11% (59)	5% (26)	12% (62)	8% (41)	517
Age: 30-44	41% (219)	34% (182)	6% (31)	3% (15)	13% (67)	3% (15)	529
Age: 45-54	32% (133)	42% (170)	4% (16)	4% (18)	15% (63)	2% (10)	410
Age: 55-64	23% (83)	49% (178)	8% (29)	4% (16)	15% (54)	2% (6)	367
Age: 65+	21% (84)	41% (165)	10% (40)	6% (24)	19% (76)	3% (12)	402
PID: Dem (no lean)	34% (239)	40% (277)	5% (36)	3% (18)	15% (103)	4% (28)	700
PID: Ind (no lean)	31% (262)	37% (310)	8% (66)	5% (41)	15% (123)	4% (37)	839
PID: Rep (no lean)	31% (210)	36% (248)	11% (74)	6% (40)	14% (97)	3% (19)	686
PID/Gender: Dem Men	33% (112)	40% (133)	5% (17)	3% (10)	16% (52)	4% (12)	336
PID/Gender: Dem Women	35% (127)	40% (144)	5% (19)	2% (7)	14% (50)	4% (16)	363
PID/Gender: Ind Men	30% (116)	35% (136)	9% (34)	6% (24)	15% (56)	5% (19)	385
PID/Gender: Ind Women	32% (145)	38% (174)	7% (32)	4% (17)	15% (67)	4% (18)	454
PID/Gender: Rep Men	29% (101)	35% (123)	12% (41)	8% (28)	14% (50)	2% (6)	350
PID/Gender: Rep Women	32% (109)	37% (124)	10% (33)	3% (12)	14% (47)	4% (12)	337
Tea Party: Supporter	33% (196)	37% (219)	11% (63)	6% (38)	10% (58)	3% (17)	591
Tea Party: Not Supporter	32% (513)	38% (612)	7% (112)	4% (60)	16% (261)	4% (67)	1625
Ideo: Liberal (1-3)	37% (248)	36% (241)	7% (47)	4% (25)	13% (84)	4% (25)	668
Ideo: Moderate (4)	34% (183)	40% (219)	6% (32)	3% (14)	13% (71)	4% (20)	540
Ideo: Conservative (5-7)	24% (172)	41% (293)	11% (79)	6% (45)	16% (117)	2% (18)	724
Educ: < College	34% (542)	34% (542)	8% (122)	5% (77)	14% (226)	5% (74)	1584
Educ: Bachelors degree	26% (111)	46% (193)	9% (37)	3% (11)	15% (61)	2% (7)	420
Educ: Post-grad	26% (57)	45% (99)	7% (16)	5% (11)	16% (35)	2% (3)	221
Income: Under 50k	34% (452)	33% (434)	8% (111)	5% (66)	14% (189)	5% (72)	1324
Income: 50k-100k	29% (183)	44% (278)	8% (48)	3% (19)	15% (97)	1% (6)	632
Income: 100k+	28% (75)	45% (122)	6% (16)	5% (14)	14% (37)	2% (6)	269

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Table BRD1_2: Please indicate if you have a favorable or unfavorable view of each of the following.

Jennifer Aniston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	32% (710)	37% (834)	8% (175)	4% (99)	15% (323)	4% (84)	2225
Ethnicity: White	31% (550)	39% (689)	8% (142)	5% (82)	14% (249)	3% (56)	1769
Ethnicity: Hispanic	43% (142)	28% (94)	8% (28)	4% (13)	11% (37)	6% (19)	333
Ethnicity: Afr. Am.	33% (91)	32% (87)	8% (22)	3% (9)	17% (46)	6% (16)	272
Ethnicity: Other	38% (69)	31% (58)	6% (11)	4% (8)	15% (27)	6% (11)	184
Relig: Protestant	23% (112)	45% (218)	10% (47)	4% (20)	15% (72)	3% (14)	483
Relig: Roman Catholic	36% (161)	37% (163)	7% (32)	4% (16)	13% (57)	3% (13)	441
Relig: Ath./Agn./None	33% (216)	33% (219)	7% (49)	5% (32)	18% (117)	4% (27)	659
Relig: Something Else	37% (132)	34% (121)	9% (31)	4% (16)	12% (45)	4% (16)	360
Relig: Evangelical	29% (180)	41% (249)	9% (58)	5% (31)	11% (69)	4% (25)	612
Relig: Non-Evang. Catholics	31% (181)	41% (243)	6% (38)	3% (20)	16% (92)	3% (16)	590
Relig: All Christian	30% (360)	41% (493)	8% (95)	4% (51)	13% (161)	3% (41)	1202
Relig: All Non-Christian	34% (348)	33% (340)	8% (80)	5% (47)	16% (162)	4% (43)	1020
Community: Urban	33% (196)	35% (205)	8% (48)	4% (21)	14% (85)	5% (31)	586
Community: Suburban	30% (303)	40% (398)	8% (77)	4% (42)	15% (151)	3% (27)	997
Community: Rural	33% (212)	36% (231)	8% (51)	5% (35)	14% (87)	4% (26)	642
Employ: Private Sector	33% (215)	42% (276)	7% (47)	4% (26)	12% (75)	2% (12)	650
Employ: Government	36% (57)	40% (63)	8% (12)	2% (2)	11% (17)	4% (6)	157
Employ: Self-Employed	28% (59)	37% (77)	7% (14)	8% (17)	15% (31)	6% (12)	209
Employ: Homemaker	38% (73)	36% (68)	7% (13)	3% (6)	11% (21)	5% (9)	191
Employ: Student	34% (41)	23% (28)	17% (20)	5% (6)	14% (17)	8% (9)	122
Employ: Retired	23% (109)	42% (200)	9% (41)	5% (24)	18% (85)	3% (13)	472
Employ: Unemployed	33% (67)	30% (60)	6% (12)	4% (7)	21% (43)	6% (13)	202
Employ: Other	40% (89)	28% (63)	8% (17)	5% (10)	15% (34)	4% (9)	221
Job Type: White-collar	27% (193)	42% (302)	10% (70)	4% (29)	14% (98)	3% (21)	714
Job Type: Blue-collar	34% (335)	39% (382)	7% (69)	5% (48)	13% (127)	2% (23)	983
Job Type: Don't Know	35% (182)	29% (150)	7% (36)	4% (22)	18% (97)	8% (40)	528
Military HH: Yes	32% (142)	38% (173)	7% (33)	6% (28)	13% (60)	3% (15)	451
Military HH: No	32% (568)	37% (662)	8% (142)	4% (71)	15% (263)	4% (69)	1774

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Table BRD1_2: Please indicate if you have a favorable or unfavorable view of each of the following.
 Jennifer Aniston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	32% (710)	37% (834)	8% (175)	4% (99)	15% (323)	4% (84)	2225
2016 Vote: Democrat Hillary Clinton	33% (246)	40% (297)	7% (48)	1% (10)	15% (111)	3% (26)	739
2016 Vote: Republican Donald Trump	28% (210)	39% (296)	10% (75)	7% (56)	13% (102)	2% (18)	758
2016 Vote: Someone else	22% (36)	38% (63)	9% (14)	3% (6)	24% (39)	3% (5)	163
2012 Vote: Barack Obama	35% (284)	40% (318)	5% (44)	3% (22)	14% (114)	3% (20)	801
2012 Vote: Mitt Romney	25% (152)	41% (252)	10% (62)	7% (40)	15% (91)	2% (14)	610
2012 Vote: Other	18% (19)	44% (44)	10% (10)	4% (5)	23% (23)	— (0)	101
2012 Vote: Didn't Vote	36% (256)	31% (219)	8% (59)	4% (32)	13% (93)	7% (50)	708
4-Region: Northeast	33% (132)	38% (153)	7% (27)	3% (14)	17% (69)	3% (11)	406
4-Region: Midwest	31% (148)	39% (185)	9% (43)	5% (22)	13% (63)	4% (17)	479
4-Region: South	31% (254)	38% (315)	8% (64)	5% (39)	15% (120)	4% (33)	823
4-Region: West	34% (176)	35% (181)	8% (42)	5% (24)	14% (70)	4% (23)	517

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

Table BRD1_3: Please indicate if you have a favorable or unfavorable view of each of the following.
Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (515)	35% (784)	15% (323)	10% (219)	16% (347)	2% (36)	2225
Gender: Male	24% (255)	37% (391)	13% (140)	9% (98)	15% (160)	2% (27)	1071
Gender: Female	22% (259)	34% (393)	16% (183)	10% (121)	16% (187)	1% (10)	1154
Age: 18-29	26% (134)	25% (130)	21% (108)	17% (89)	8% (43)	3% (14)	517
Age: 30-44	25% (134)	36% (191)	12% (66)	9% (48)	15% (80)	2% (10)	529
Age: 45-54	23% (95)	37% (151)	13% (55)	6% (26)	19% (78)	1% (5)	410
Age: 55-64	21% (78)	43% (160)	12% (43)	4% (16)	18% (66)	1% (4)	367
Age: 65+	18% (74)	38% (154)	12% (50)	10% (40)	20% (80)	1% (4)	402
PID: Dem (no lean)	27% (188)	35% (245)	12% (87)	8% (59)	16% (110)	2% (11)	700
PID: Ind (no lean)	20% (164)	33% (274)	15% (129)	11% (94)	18% (154)	3% (24)	839
PID: Rep (no lean)	24% (162)	39% (266)	16% (108)	10% (66)	12% (83)	— (1)	686
PID/Gender: Dem Men	28% (95)	36% (121)	10% (33)	8% (27)	15% (52)	3% (10)	336
PID/Gender: Dem Women	26% (93)	34% (124)	15% (54)	9% (32)	16% (58)	— (2)	363
PID/Gender: Ind Men	22% (85)	34% (132)	14% (53)	9% (33)	17% (65)	4% (16)	385
PID/Gender: Ind Women	17% (79)	31% (142)	17% (76)	14% (61)	20% (89)	2% (7)	454
PID/Gender: Rep Men	21% (75)	39% (138)	16% (54)	11% (38)	12% (44)	— (1)	350
PID/Gender: Rep Women	26% (87)	38% (128)	16% (53)	8% (28)	12% (40)	— (1)	337
Tea Party: Supporter	31% (182)	35% (205)	14% (85)	9% (53)	11% (62)	1% (3)	591
Tea Party: Not Supporter	20% (333)	35% (575)	15% (238)	10% (166)	17% (280)	2% (33)	1625
Ideo: Liberal (1-3)	28% (185)	34% (230)	12% (80)	9% (60)	15% (99)	2% (14)	668
Ideo: Moderate (4)	21% (114)	35% (189)	16% (86)	10% (55)	17% (91)	1% (6)	540
Ideo: Conservative (5-7)	22% (158)	38% (278)	16% (112)	9% (67)	14% (103)	1% (5)	724
Educ: < College	24% (378)	33% (523)	15% (230)	10% (165)	16% (256)	2% (32)	1584
Educ: Bachelors degree	22% (93)	41% (173)	14% (59)	8% (34)	14% (58)	1% (3)	420
Educ: Post-grad	20% (44)	40% (88)	15% (34)	9% (21)	15% (33)	1% (2)	221
Income: Under 50k	25% (325)	31% (414)	15% (198)	11% (141)	17% (220)	2% (27)	1324
Income: 50k-100k	22% (138)	40% (250)	13% (84)	9% (55)	16% (98)	1% (6)	632
Income: 100k+	20% (52)	45% (120)	15% (41)	9% (23)	11% (29)	1% (3)	269

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Table BRD1_3: Please indicate if you have a favorable or unfavorable view of each of the following.

Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (515)	35% (784)	15% (323)	10% (219)	16% (347)	2% (36)	2225
Ethnicity: White	22% (398)	37% (651)	15% (257)	9% (167)	15% (272)	1% (26)	1769
Ethnicity: Hispanic	26% (86)	30% (99)	17% (56)	13% (45)	11% (38)	3% (10)	333
Ethnicity: Afr. Am.	30% (81)	30% (81)	11% (29)	11% (29)	18% (48)	1% (3)	272
Ethnicity: Other	20% (37)	29% (52)	20% (37)	12% (23)	15% (28)	4% (8)	184
Relig: Protestant	21% (103)	40% (192)	16% (75)	8% (37)	15% (70)	1% (6)	483
Relig: Roman Catholic	27% (120)	37% (162)	14% (62)	7% (32)	13% (57)	2% (8)	441
Relig: Ath./Agn./None	21% (137)	32% (208)	15% (98)	13% (87)	17% (115)	2% (14)	659
Relig: Something Else	25% (89)	34% (122)	12% (44)	11% (40)	17% (61)	1% (5)	360
Relig: Evangelical	24% (146)	37% (225)	17% (103)	7% (44)	14% (84)	2% (10)	612
Relig: Non-Evang. Catholics	24% (142)	38% (226)	13% (78)	8% (48)	15% (88)	1% (7)	590
Relig: All Christian	24% (289)	38% (451)	15% (181)	8% (92)	14% (171)	1% (17)	1202
Relig: All Non-Christian	22% (226)	32% (330)	14% (142)	12% (127)	17% (176)	2% (19)	1020
Community: Urban	26% (152)	33% (193)	13% (78)	10% (58)	16% (95)	2% (10)	586
Community: Suburban	21% (205)	39% (387)	15% (152)	8% (84)	16% (158)	1% (11)	997
Community: Rural	25% (158)	32% (205)	14% (93)	12% (77)	15% (93)	2% (16)	642
Employ: Private Sector	22% (143)	38% (248)	17% (108)	9% (59)	13% (85)	1% (8)	650
Employ: Government	30% (47)	31% (48)	13% (21)	9% (14)	16% (25)	1% (2)	157
Employ: Self-Employed	22% (46)	33% (70)	17% (37)	9% (20)	15% (32)	2% (5)	209
Employ: Homemaker	25% (48)	33% (63)	17% (32)	9% (17)	15% (29)	2% (3)	191
Employ: Student	24% (30)	31% (38)	18% (22)	19% (23)	7% (8)	1% (1)	122
Employ: Retired	22% (102)	38% (180)	12% (56)	8% (39)	20% (93)	— (2)	472
Employ: Unemployed	26% (53)	35% (71)	10% (21)	9% (18)	17% (34)	3% (6)	202
Employ: Other	21% (46)	30% (67)	13% (28)	14% (30)	19% (41)	4% (8)	221
Job Type: White-collar	23% (168)	38% (271)	14% (103)	7% (50)	15% (107)	2% (14)	714
Job Type: Blue-collar	24% (235)	36% (350)	14% (138)	11% (105)	15% (147)	1% (9)	983
Job Type: Don't Know	21% (112)	31% (163)	15% (81)	12% (64)	18% (93)	2% (13)	528
Military HH: Yes	27% (121)	35% (157)	16% (72)	9% (41)	12% (53)	2% (7)	451
Military HH: No	22% (394)	35% (628)	14% (251)	10% (178)	17% (294)	2% (30)	1774

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Table BRD1_3: Please indicate if you have a favorable or unfavorable view of each of the following.
Taylor Swift

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (515)	35% (784)	15% (323)	10% (219)	16% (347)	2% (36)	2225
2016 Vote: Democrat Hillary Clinton	26% (190)	38% (280)	13% (93)	7% (53)	15% (114)	1% (10)	739
2016 Vote: Republican Donald Trump	24% (180)	36% (275)	14% (108)	11% (84)	14% (104)	1% (6)	758
2016 Vote: Someone else	12% (19)	38% (62)	15% (25)	8% (13)	25% (40)	2% (4)	163
2012 Vote: Barack Obama	25% (199)	39% (310)	12% (96)	7% (60)	16% (130)	1% (7)	801
2012 Vote: Mitt Romney	20% (121)	39% (236)	15% (89)	10% (63)	15% (94)	1% (8)	610
2012 Vote: Other	16% (16)	34% (34)	14% (14)	6% (6)	29% (29)	2% (2)	101
2012 Vote: Didn't Vote	25% (180)	29% (203)	17% (124)	13% (90)	13% (93)	3% (19)	708
4-Region: Northeast	24% (98)	35% (142)	12% (47)	11% (45)	17% (68)	2% (6)	406
4-Region: Midwest	20% (97)	39% (189)	17% (79)	9% (41)	14% (69)	1% (4)	479
4-Region: South	23% (192)	35% (289)	15% (121)	10% (81)	16% (129)	1% (12)	823
4-Region: West	25% (128)	32% (165)	15% (76)	10% (52)	16% (81)	3% (14)	517

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

Table BRD1_4: Please indicate if you have a favorable or unfavorable view of each of the following.

Beyonce

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	21% (457)	25% (565)	18% (391)	20% (436)	15% (330)	2% (45)	2225
Gender: Male	18% (189)	26% (279)	17% (180)	21% (229)	15% (163)	3% (31)	1071
Gender: Female	23% (268)	25% (286)	18% (211)	18% (207)	15% (167)	1% (14)	1154
Age: 18-29	39% (202)	22% (116)	13% (69)	15% (76)	8% (42)	3% (13)	517
Age: 30-44	25% (133)	26% (139)	15% (80)	19% (103)	12% (65)	2% (10)	529
Age: 45-54	16% (67)	24% (97)	20% (81)	21% (85)	18% (72)	2% (8)	410
Age: 55-64	7% (27)	30% (112)	20% (73)	22% (80)	19% (69)	2% (7)	367
Age: 65+	7% (29)	25% (102)	22% (89)	23% (93)	21% (83)	2% (7)	402
PID: Dem (no lean)	31% (220)	30% (212)	15% (108)	8% (55)	13% (93)	2% (12)	700
PID: Ind (no lean)	19% (160)	26% (219)	16% (135)	20% (164)	16% (136)	3% (24)	839
PID: Rep (no lean)	11% (77)	20% (134)	22% (149)	32% (217)	15% (101)	1% (8)	686
PID/Gender: Dem Men	29% (98)	33% (111)	15% (51)	8% (25)	12% (40)	3% (12)	336
PID/Gender: Dem Women	34% (122)	28% (101)	16% (57)	8% (30)	15% (53)	— (0)	363
PID/Gender: Ind Men	15% (58)	25% (95)	14% (55)	24% (92)	17% (66)	5% (18)	385
PID/Gender: Ind Women	22% (102)	27% (124)	17% (79)	16% (72)	15% (70)	1% (7)	454
PID/Gender: Rep Men	10% (33)	21% (72)	21% (74)	32% (111)	16% (57)	— (1)	350
PID/Gender: Rep Women	13% (44)	18% (62)	22% (75)	31% (106)	13% (44)	2% (7)	337
Tea Party: Supporter	25% (145)	19% (114)	21% (124)	26% (154)	8% (47)	1% (6)	591
Tea Party: Not Supporter	19% (311)	28% (449)	16% (266)	17% (281)	17% (279)	2% (39)	1625
Ideo: Liberal (1-3)	32% (211)	29% (191)	15% (104)	9% (58)	13% (87)	3% (18)	668
Ideo: Moderate (4)	16% (87)	34% (182)	17% (93)	15% (83)	16% (84)	2% (10)	540
Ideo: Conservative (5-7)	11% (82)	17% (126)	22% (160)	34% (245)	15% (107)	1% (4)	724
Educ: < College	22% (350)	24% (378)	16% (259)	21% (326)	15% (231)	3% (40)	1584
Educ: Bachelors degree	15% (65)	28% (116)	22% (94)	18% (75)	16% (68)	1% (2)	420
Educ: Post-grad	19% (43)	32% (71)	17% (38)	16% (35)	14% (31)	1% (2)	221
Income: Under 50k	24% (313)	23% (307)	17% (224)	19% (246)	15% (199)	3% (36)	1324
Income: 50k-100k	16% (98)	29% (186)	19% (118)	20% (127)	15% (94)	1% (8)	632
Income: 100k+	17% (46)	27% (72)	18% (49)	23% (63)	14% (38)	— (1)	269

Continued on next page

Table BRD1_4: Please indicate if you have a favorable or unfavorable view of each of the following.

Beyonce

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	21% (457)	25% (565)	18% (391)	20% (436)	15% (330)	2% (45)	2225
Ethnicity: White	16% (275)	25% (448)	19% (336)	22% (387)	16% (291)	2% (34)	1769
Ethnicity: Hispanic	38% (127)	25% (84)	14% (46)	11% (35)	9% (28)	4% (13)	333
Ethnicity: Afr. Am.	46% (124)	25% (67)	14% (37)	9% (24)	6% (16)	1% (4)	272
Ethnicity: Other	32% (59)	28% (51)	10% (19)	14% (25)	13% (23)	4% (7)	184
Relig: Protestant	13% (62)	23% (113)	21% (103)	25% (122)	15% (71)	3% (12)	483
Relig: Roman Catholic	23% (103)	30% (132)	16% (70)	17% (75)	12% (54)	2% (7)	441
Relig: Ath./Agn./None	23% (154)	26% (169)	16% (106)	17% (113)	16% (107)	2% (11)	659
Relig: Something Else	23% (84)	24% (87)	18% (65)	16% (58)	15% (55)	3% (11)	360
Relig: Evangelical	19% (118)	22% (135)	19% (114)	26% (161)	11% (70)	2% (15)	612
Relig: Non-Evang. Catholics	17% (100)	30% (174)	18% (107)	18% (104)	16% (96)	1% (8)	590
Relig: All Christian	18% (218)	26% (309)	18% (220)	22% (265)	14% (166)	2% (23)	1202
Relig: All Non-Christian	23% (238)	25% (255)	17% (171)	17% (171)	16% (162)	2% (22)	1020
Community: Urban	30% (174)	26% (152)	16% (92)	14% (82)	13% (75)	2% (11)	586
Community: Suburban	17% (166)	27% (266)	19% (186)	20% (204)	16% (158)	2% (17)	997
Community: Rural	18% (117)	23% (148)	18% (113)	23% (150)	15% (97)	3% (17)	642
Employ: Private Sector	19% (123)	26% (169)	20% (133)	21% (138)	12% (81)	1% (6)	650
Employ: Government	33% (52)	31% (50)	11% (17)	13% (20)	12% (19)	— (0)	157
Employ: Self-Employed	22% (47)	28% (58)	15% (31)	18% (37)	14% (28)	4% (8)	209
Employ: Homemaker	19% (36)	23% (43)	18% (34)	25% (47)	14% (28)	2% (3)	191
Employ: Student	42% (51)	30% (37)	6% (7)	12% (15)	8% (9)	2% (3)	122
Employ: Retired	10% (48)	23% (109)	22% (106)	22% (105)	21% (97)	2% (8)	472
Employ: Unemployed	29% (59)	19% (38)	16% (33)	17% (34)	16% (32)	3% (6)	202
Employ: Other	19% (42)	28% (63)	14% (30)	18% (41)	16% (36)	5% (11)	221
Job Type: White-collar	18% (126)	27% (193)	21% (150)	18% (128)	14% (103)	2% (15)	714
Job Type: Blue-collar	17% (170)	24% (238)	19% (185)	24% (240)	14% (136)	1% (14)	983
Job Type: Don't Know	31% (161)	25% (134)	11% (57)	13% (68)	17% (91)	3% (16)	528
Military HH: Yes	22% (101)	22% (101)	20% (91)	21% (93)	14% (61)	1% (5)	451
Military HH: No	20% (357)	26% (465)	17% (300)	19% (343)	15% (269)	2% (40)	1774

Continued on next page

Table BRD1_4: Please indicate if you have a favorable or unfavorable view of each of the following.
 Beyonce

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	21% (457)	25% (565)	18% (391)	20% (436)	15% (330)	2% (45)	2225
2016 Vote: Democrat Hillary Clinton	29% (213)	31% (231)	15% (114)	8% (62)	14% (106)	2% (14)	739
2016 Vote: Republican Donald Trump	10% (77)	21% (156)	20% (155)	34% (260)	13% (101)	1% (10)	758
2016 Vote: Someone else	14% (22)	26% (43)	17% (28)	16% (26)	26% (42)	2% (3)	163
2012 Vote: Barack Obama	27% (216)	32% (253)	17% (136)	10% (78)	13% (106)	1% (11)	801
2012 Vote: Mitt Romney	8% (50)	16% (100)	21% (129)	35% (216)	18% (108)	1% (7)	610
2012 Vote: Other	4% (5)	27% (27)	12% (12)	29% (30)	25% (25)	3% (3)	101
2012 Vote: Didn't Vote	26% (187)	26% (185)	16% (113)	15% (109)	13% (90)	3% (24)	708
4-Region: Northeast	19% (79)	30% (120)	16% (65)	17% (69)	18% (71)	— (2)	406
4-Region: Midwest	15% (73)	24% (113)	22% (106)	24% (113)	15% (70)	1% (3)	479
4-Region: South	22% (180)	24% (196)	16% (132)	21% (172)	14% (117)	3% (26)	823
4-Region: West	24% (125)	26% (136)	17% (88)	16% (82)	14% (72)	3% (13)	517

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

Table BRD1_5: Please indicate if you have a favorable or unfavorable view of each of the following.

George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (602)	35% (790)	11% (235)	10% (232)	14% (313)	2% (53)	2225
Gender: Male	26% (275)	34% (367)	11% (122)	12% (132)	14% (146)	3% (28)	1071
Gender: Female	28% (327)	37% (422)	10% (113)	9% (100)	14% (166)	2% (25)	1154
Age: 18-29	27% (139)	30% (155)	13% (68)	10% (50)	16% (85)	4% (19)	517
Age: 30-44	33% (175)	38% (200)	8% (43)	5% (26)	13% (68)	3% (17)	529
Age: 45-54	26% (105)	37% (151)	12% (48)	9% (36)	15% (61)	2% (10)	410
Age: 55-64	25% (92)	35% (127)	10% (37)	16% (58)	13% (48)	1% (5)	367
Age: 65+	23% (92)	39% (157)	10% (39)	15% (61)	13% (51)	1% (2)	402
PID: Dem (no lean)	38% (264)	39% (276)	5% (33)	2% (13)	14% (101)	2% (13)	700
PID: Ind (no lean)	24% (201)	37% (307)	12% (101)	9% (73)	15% (128)	3% (29)	839
PID: Rep (no lean)	20% (138)	30% (207)	15% (101)	21% (146)	12% (84)	1% (10)	686
PID/Gender: Dem Men	40% (133)	37% (126)	6% (20)	1% (5)	13% (44)	2% (8)	336
PID/Gender: Dem Women	36% (131)	41% (150)	4% (14)	2% (8)	16% (57)	1% (5)	363
PID/Gender: Ind Men	20% (75)	37% (144)	14% (52)	10% (38)	15% (57)	5% (18)	385
PID/Gender: Ind Women	28% (125)	36% (163)	11% (48)	8% (35)	16% (71)	3% (12)	454
PID/Gender: Rep Men	19% (66)	28% (97)	14% (50)	26% (89)	13% (45)	1% (2)	350
PID/Gender: Rep Women	21% (72)	33% (110)	15% (51)	17% (57)	12% (39)	2% (8)	337
Tea Party: Supporter	27% (158)	28% (165)	15% (89)	20% (115)	9% (54)	2% (9)	591
Tea Party: Not Supporter	27% (443)	38% (621)	9% (146)	7% (117)	16% (255)	3% (43)	1625
Ideo: Liberal (1-3)	36% (239)	37% (249)	8% (52)	4% (26)	12% (80)	3% (22)	668
Ideo: Moderate (4)	29% (155)	39% (213)	10% (53)	5% (27)	15% (83)	2% (8)	540
Ideo: Conservative (5-7)	16% (114)	32% (234)	14% (101)	23% (166)	13% (97)	1% (11)	724
Educ: < College	28% (438)	33% (525)	10% (165)	11% (173)	15% (234)	3% (49)	1584
Educ: Bachelors degree	25% (104)	41% (174)	11% (47)	10% (41)	12% (52)	1% (3)	420
Educ: Post-grad	27% (60)	41% (91)	11% (24)	8% (18)	12% (27)	1% (1)	221
Income: Under 50k	28% (371)	33% (437)	10% (137)	9% (125)	16% (209)	3% (45)	1324
Income: 50k-100k	28% (174)	38% (241)	11% (67)	10% (65)	13% (80)	1% (5)	632
Income: 100k+	21% (57)	41% (111)	12% (32)	16% (42)	9% (24)	1% (2)	269

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Table BRD1_5: Please indicate if you have a favorable or unfavorable view of each of the following.

George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (602)	35% (790)	11% (235)	10% (232)	14% (313)	2% (53)	2225
Ethnicity: White	25% (449)	36% (634)	11% (195)	12% (214)	14% (240)	2% (38)	1769
Ethnicity: Hispanic	36% (121)	29% (97)	11% (36)	8% (28)	12% (40)	3% (10)	333
Ethnicity: Afr. Am.	37% (100)	36% (97)	8% (21)	2% (5)	15% (41)	3% (7)	272
Ethnicity: Other	29% (53)	32% (59)	11% (19)	7% (12)	17% (32)	4% (8)	184
Relig: Protestant	23% (110)	36% (173)	12% (57)	17% (82)	12% (56)	1% (5)	483
Relig: Roman Catholic	30% (131)	36% (157)	11% (48)	11% (49)	10% (44)	3% (12)	441
Relig: Ath./Agn./None	26% (171)	36% (237)	12% (80)	7% (47)	16% (106)	3% (17)	659
Relig: Something Else	34% (122)	32% (115)	7% (26)	8% (27)	16% (57)	4% (13)	360
Relig: Evangelical	24% (147)	37% (224)	11% (66)	14% (88)	12% (76)	2% (12)	612
Relig: Non-Evang. Catholics	27% (161)	36% (213)	11% (63)	12% (70)	12% (72)	2% (10)	590
Relig: All Christian	26% (307)	36% (437)	11% (130)	13% (158)	12% (148)	2% (22)	1202
Relig: All Non-Christian	29% (293)	35% (352)	10% (106)	7% (75)	16% (163)	3% (31)	1020
Community: Urban	31% (182)	36% (208)	7% (39)	8% (46)	16% (94)	3% (16)	586
Community: Suburban	26% (264)	36% (362)	10% (104)	11% (111)	14% (140)	2% (17)	997
Community: Rural	24% (157)	34% (219)	14% (92)	12% (75)	12% (79)	3% (20)	642
Employ: Private Sector	28% (183)	38% (245)	11% (70)	10% (68)	12% (76)	1% (8)	650
Employ: Government	26% (41)	39% (61)	10% (15)	8% (13)	16% (25)	1% (2)	157
Employ: Self-Employed	25% (52)	30% (63)	17% (36)	10% (20)	14% (30)	4% (9)	209
Employ: Homemaker	29% (55)	29% (55)	12% (23)	12% (23)	14% (27)	3% (6)	191
Employ: Student	25% (31)	34% (41)	13% (16)	9% (10)	15% (19)	4% (5)	122
Employ: Retired	24% (114)	39% (183)	9% (42)	14% (68)	13% (61)	1% (3)	472
Employ: Unemployed	29% (59)	35% (71)	8% (16)	5% (9)	20% (41)	3% (6)	202
Employ: Other	30% (66)	32% (70)	8% (17)	9% (20)	15% (34)	6% (14)	221
Job Type: White-collar	27% (194)	36% (256)	12% (85)	11% (81)	12% (83)	2% (13)	714
Job Type: Blue-collar	26% (259)	37% (368)	11% (104)	12% (119)	12% (119)	1% (14)	983
Job Type: Don't Know	28% (149)	31% (165)	9% (46)	6% (32)	21% (110)	5% (26)	528
Military HH: Yes	30% (135)	31% (141)	11% (49)	16% (72)	11% (47)	1% (6)	451
Military HH: No	26% (467)	37% (649)	11% (187)	9% (160)	15% (265)	3% (47)	1774

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Table BRD1_5: Please indicate if you have a favorable or unfavorable view of each of the following.
George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (602)	35% (790)	11% (235)	10% (232)	14% (313)	2% (53)	2225
2016 Vote: Democrat Hillary Clinton	36% (266)	41% (304)	6% (42)	2% (17)	13% (99)	2% (12)	739
2016 Vote: Republican Donald Trump	19% (147)	31% (234)	15% (116)	22% (164)	12% (87)	1% (10)	758
2016 Vote: Someone else	16% (27)	40% (65)	14% (22)	6% (9)	23% (37)	1% (2)	163
2012 Vote: Barack Obama	35% (284)	41% (330)	7% (58)	3% (27)	11% (91)	1% (11)	801
2012 Vote: Mitt Romney	17% (106)	30% (180)	16% (97)	23% (142)	13% (78)	1% (5)	610
2012 Vote: Other	11% (11)	44% (45)	11% (11)	9% (9)	24% (24)	1% (1)	101
2012 Vote: Didn't Vote	28% (201)	33% (233)	10% (67)	7% (53)	17% (118)	5% (36)	708
4-Region: Northeast	30% (122)	36% (147)	12% (51)	8% (34)	10% (42)	3% (11)	406
4-Region: Midwest	23% (109)	38% (181)	11% (51)	12% (59)	16% (75)	1% (5)	479
4-Region: South	27% (224)	36% (297)	10% (83)	11% (92)	12% (102)	3% (24)	823
4-Region: West	29% (147)	32% (164)	10% (51)	9% (47)	18% (94)	3% (14)	517

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

Table BRD1_6: Please indicate if you have a favorable or unfavorable view of each of the following.
David Beckham

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	18% (400)	31% (697)	11% (234)	4% (95)	28% (618)	8% (180)	2225
Gender: Male	19% (202)	30% (322)	13% (143)	5% (53)	26% (273)	7% (78)	1071
Gender: Female	17% (198)	33% (375)	8% (91)	4% (42)	30% (345)	9% (103)	1154
Age: 18-29	27% (137)	29% (149)	12% (61)	7% (34)	20% (105)	6% (31)	517
Age: 30-44	23% (124)	31% (163)	9% (47)	3% (17)	29% (151)	5% (28)	529
Age: 45-54	18% (74)	31% (126)	9% (35)	3% (11)	31% (126)	9% (36)	410
Age: 55-64	10% (38)	35% (128)	12% (45)	4% (13)	31% (112)	8% (31)	367
Age: 65+	7% (26)	33% (132)	11% (46)	5% (20)	31% (123)	14% (55)	402
PID: Dem (no lean)	25% (177)	34% (240)	7% (48)	2% (15)	26% (184)	5% (36)	700
PID: Ind (no lean)	15% (130)	28% (236)	13% (109)	5% (41)	29% (245)	9% (78)	839
PID: Rep (no lean)	14% (93)	32% (222)	11% (77)	6% (38)	28% (190)	10% (66)	686
PID/Gender: Dem Men	28% (95)	35% (116)	9% (29)	2% (6)	21% (72)	5% (18)	336
PID/Gender: Dem Women	23% (82)	34% (123)	5% (19)	3% (10)	31% (112)	5% (18)	363
PID/Gender: Ind Men	15% (59)	28% (106)	17% (65)	6% (23)	26% (98)	9% (34)	385
PID/Gender: Ind Women	16% (71)	29% (130)	10% (44)	4% (19)	32% (146)	10% (44)	454
PID/Gender: Rep Men	14% (49)	29% (100)	14% (48)	7% (25)	29% (103)	7% (25)	350
PID/Gender: Rep Women	13% (45)	36% (122)	9% (29)	4% (14)	26% (86)	12% (41)	337
Tea Party: Supporter	21% (125)	30% (179)	13% (76)	5% (30)	24% (139)	7% (42)	591
Tea Party: Not Supporter	17% (274)	32% (515)	10% (158)	4% (65)	29% (477)	8% (136)	1625
Ideo: Liberal (1-3)	25% (168)	30% (203)	10% (66)	3% (22)	26% (172)	6% (38)	668
Ideo: Moderate (4)	16% (84)	38% (203)	9% (51)	3% (15)	26% (140)	9% (48)	540
Ideo: Conservative (5-7)	11% (83)	30% (219)	13% (92)	7% (48)	30% (218)	9% (64)	724
Educ: < College	19% (300)	29% (453)	11% (166)	5% (73)	27% (435)	10% (156)	1584
Educ: Bachelors degree	16% (69)	37% (154)	12% (50)	3% (12)	29% (121)	3% (14)	420
Educ: Post-grad	14% (31)	41% (91)	8% (18)	4% (9)	28% (62)	5% (10)	221
Income: Under 50k	20% (266)	27% (356)	11% (140)	5% (66)	27% (363)	10% (133)	1324
Income: 50k-100k	14% (91)	37% (237)	12% (75)	3% (18)	28% (178)	5% (33)	632
Income: 100k+	16% (43)	39% (105)	7% (19)	4% (11)	29% (77)	5% (14)	269

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Table BRD1_6: Please indicate if you have a favorable or unfavorable view of each of the following.

David Beckham

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	18% (400)	31% (697)	11% (234)	4% (95)	28% (618)	8% (180)	2225
Ethnicity: White	15% (270)	32% (570)	11% (192)	4% (79)	29% (510)	8% (148)	1769
Ethnicity: Hispanic	32% (106)	29% (97)	8% (27)	7% (22)	18% (60)	6% (21)	333
Ethnicity: Afr. Am.	32% (86)	24% (65)	10% (26)	3% (8)	25% (68)	7% (19)	272
Ethnicity: Other	24% (44)	34% (62)	9% (16)	4% (8)	22% (40)	7% (13)	184
Relig: Protestant	10% (46)	33% (159)	11% (55)	4% (18)	32% (154)	11% (51)	483
Relig: Roman Catholic	22% (97)	40% (175)	10% (43)	5% (23)	19% (84)	4% (18)	441
Relig: Ath./Agn./None	20% (131)	26% (171)	12% (81)	4% (27)	31% (206)	6% (43)	659
Relig: Something Else	22% (78)	30% (109)	10% (36)	3% (12)	26% (93)	9% (33)	360
Relig: Evangelical	15% (93)	29% (179)	11% (66)	5% (29)	28% (169)	13% (77)	612
Relig: Non-Evang. Catholics	16% (96)	40% (239)	9% (51)	5% (27)	25% (149)	5% (28)	590
Relig: All Christian	16% (189)	35% (417)	10% (117)	5% (56)	26% (318)	9% (105)	1202
Relig: All Non-Christian	21% (209)	27% (280)	11% (117)	4% (39)	29% (299)	7% (76)	1020
Community: Urban	24% (141)	32% (188)	8% (48)	4% (22)	25% (146)	7% (41)	586
Community: Suburban	16% (164)	33% (330)	9% (93)	4% (40)	30% (294)	8% (77)	997
Community: Rural	15% (96)	28% (180)	15% (94)	5% (34)	28% (177)	10% (62)	642
Employ: Private Sector	19% (125)	37% (239)	13% (86)	4% (25)	24% (153)	4% (23)	650
Employ: Government	20% (31)	31% (48)	7% (11)	3% (5)	35% (54)	6% (9)	157
Employ: Self-Employed	17% (36)	29% (60)	11% (23)	7% (14)	26% (55)	10% (21)	209
Employ: Homemaker	18% (34)	27% (51)	8% (16)	4% (8)	34% (64)	9% (17)	191
Employ: Student	31% (38)	30% (36)	10% (13)	3% (3)	21% (26)	5% (6)	122
Employ: Retired	11% (52)	29% (136)	12% (56)	5% (22)	31% (145)	13% (61)	472
Employ: Unemployed	19% (38)	28% (57)	6% (12)	3% (7)	33% (67)	10% (20)	202
Employ: Other	21% (47)	31% (70)	8% (17)	5% (12)	24% (53)	11% (24)	221
Job Type: White-collar	15% (109)	35% (253)	11% (76)	4% (31)	28% (198)	7% (48)	714
Job Type: Blue-collar	17% (169)	33% (322)	11% (108)	4% (39)	28% (278)	7% (68)	983
Job Type: Don't Know	23% (123)	23% (122)	10% (50)	5% (25)	27% (142)	12% (65)	528
Military HH: Yes	22% (97)	28% (127)	10% (46)	4% (19)	26% (116)	10% (46)	451
Military HH: No	17% (303)	32% (571)	11% (188)	4% (76)	28% (502)	8% (134)	1774

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Table BRD1_6: Please indicate if you have a favorable or unfavorable view of each of the following.

David Beckham

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	18% (400)	31% (697)	11% (234)	4% (95)	28% (618)	8% (180)	2225
2016 Vote: Democrat Hillary Clinton	21% (152)	36% (267)	9% (64)	1% (8)	28% (204)	6% (44)	739
2016 Vote: Republican Donald Trump	12% (92)	31% (233)	13% (98)	7% (56)	28% (213)	9% (66)	758
2016 Vote: Someone else	15% (24)	31% (50)	10% (16)	3% (5)	31% (51)	10% (17)	163
2012 Vote: Barack Obama	22% (173)	37% (293)	9% (71)	2% (14)	27% (213)	5% (37)	801
2012 Vote: Mitt Romney	11% (69)	31% (187)	12% (74)	7% (43)	29% (175)	10% (61)	610
2012 Vote: Other	8% (8)	27% (28)	16% (16)	2% (2)	40% (40)	8% (8)	101
2012 Vote: Didn't Vote	21% (150)	26% (188)	10% (72)	5% (36)	27% (189)	10% (74)	708
4-Region: Northeast	19% (77)	33% (134)	10% (42)	3% (14)	26% (107)	8% (32)	406
4-Region: Midwest	13% (60)	34% (163)	13% (60)	5% (24)	30% (142)	6% (29)	479
4-Region: South	21% (171)	29% (235)	10% (82)	4% (33)	28% (229)	9% (73)	823
4-Region: West	18% (91)	32% (165)	10% (50)	5% (24)	27% (140)	9% (46)	517

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

Table BRD1_7: Please indicate if you have a favorable or unfavorable view of each of the following.

Nicki Minaj

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (273)	18% (404)	21% (461)	21% (468)	17% (372)	11% (248)	2225
Gender: Male	13% (141)	16% (175)	20% (218)	21% (224)	17% (180)	13% (134)	1071
Gender: Female	11% (132)	20% (229)	21% (243)	21% (244)	17% (192)	10% (114)	1154
Age: 18-29	24% (125)	24% (125)	19% (96)	22% (113)	8% (44)	3% (14)	517
Age: 30-44	16% (84)	17% (92)	25% (130)	22% (118)	16% (83)	4% (23)	529
Age: 45-54	9% (37)	20% (82)	20% (83)	20% (83)	19% (79)	11% (46)	410
Age: 55-64	5% (19)	15% (55)	19% (70)	21% (78)	23% (84)	17% (61)	367
Age: 65+	2% (8)	12% (49)	20% (81)	19% (77)	20% (82)	26% (105)	402
PID: Dem (no lean)	18% (127)	23% (158)	22% (152)	16% (108)	15% (107)	7% (47)	700
PID: Ind (no lean)	12% (100)	19% (158)	19% (156)	22% (181)	18% (148)	11% (96)	839
PID: Rep (no lean)	7% (45)	13% (88)	22% (153)	26% (178)	17% (117)	15% (106)	686
PID/Gender: Dem Men	20% (67)	21% (69)	22% (74)	15% (51)	14% (49)	8% (27)	336
PID/Gender: Dem Women	17% (61)	24% (89)	21% (78)	16% (57)	16% (59)	6% (20)	363
PID/Gender: Ind Men	11% (43)	18% (71)	16% (61)	23% (87)	19% (71)	13% (51)	385
PID/Gender: Ind Women	13% (57)	19% (87)	21% (95)	21% (94)	17% (76)	10% (45)	454
PID/Gender: Rep Men	9% (31)	10% (34)	24% (83)	24% (85)	17% (60)	16% (56)	350
PID/Gender: Rep Women	4% (14)	16% (53)	21% (70)	28% (93)	17% (57)	15% (49)	337
Tea Party: Supporter	19% (115)	18% (107)	19% (112)	22% (129)	11% (64)	11% (64)	591
Tea Party: Not Supporter	10% (158)	18% (295)	21% (347)	21% (338)	19% (304)	11% (182)	1625
Ideo: Liberal (1-3)	19% (130)	21% (143)	22% (146)	14% (93)	16% (105)	8% (52)	668
Ideo: Moderate (4)	10% (55)	21% (115)	19% (102)	21% (116)	18% (95)	11% (57)	540
Ideo: Conservative (5-7)	6% (40)	12% (90)	23% (165)	28% (205)	15% (108)	16% (116)	724
Educ: < College	13% (212)	19% (296)	19% (299)	22% (341)	16% (261)	11% (175)	1584
Educ: Bachelors degree	9% (39)	15% (65)	27% (112)	21% (90)	16% (67)	11% (47)	420
Educ: Post-grad	10% (23)	19% (43)	23% (50)	16% (36)	20% (44)	12% (26)	221
Income: Under 50k	14% (190)	19% (251)	17% (231)	21% (280)	16% (208)	12% (165)	1324
Income: 50k-100k	9% (56)	17% (107)	26% (165)	20% (127)	20% (125)	8% (53)	632
Income: 100k+	10% (28)	17% (46)	24% (65)	23% (61)	14% (38)	11% (30)	269

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Table BRD1_7: Please indicate if you have a favorable or unfavorable view of each of the following.

Nicki Minaj

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (273)	18% (404)	21% (461)	21% (468)	17% (372)	11% (248)	2225
Ethnicity: White	9% (158)	16% (289)	22% (382)	23% (404)	18% (318)	12% (219)	1769
Ethnicity: Hispanic	25% (83)	23% (78)	17% (58)	16% (53)	11% (36)	8% (26)	333
Ethnicity: Afr. Am.	31% (83)	27% (73)	17% (45)	12% (32)	10% (27)	4% (12)	272
Ethnicity: Other	18% (33)	22% (41)	18% (33)	18% (32)	15% (27)	9% (17)	184
Relig: Protestant	7% (32)	13% (61)	21% (102)	22% (107)	18% (85)	20% (95)	483
Relig: Roman Catholic	16% (69)	20% (90)	24% (106)	18% (79)	13% (56)	9% (40)	441
Relig: Ath./Agn./None	14% (89)	19% (124)	20% (133)	21% (140)	18% (121)	8% (52)	659
Relig: Something Else	14% (50)	21% (75)	18% (64)	21% (75)	19% (68)	8% (28)	360
Relig: Evangelical	11% (69)	16% (97)	20% (122)	23% (142)	13% (82)	16% (100)	612
Relig: Non-Evang. Catholics	11% (65)	18% (108)	24% (142)	18% (109)	17% (100)	11% (66)	590
Relig: All Christian	11% (134)	17% (205)	22% (264)	21% (251)	15% (182)	14% (166)	1202
Relig: All Non-Christian	14% (139)	20% (199)	19% (196)	21% (216)	19% (189)	8% (80)	1020
Community: Urban	17% (98)	21% (123)	20% (119)	20% (118)	14% (84)	8% (44)	586
Community: Suburban	9% (95)	18% (180)	21% (210)	21% (208)	18% (179)	13% (127)	997
Community: Rural	13% (81)	16% (101)	21% (132)	22% (142)	17% (109)	12% (77)	642
Employ: Private Sector	11% (71)	20% (130)	23% (152)	23% (147)	16% (105)	7% (46)	650
Employ: Government	20% (32)	18% (29)	22% (35)	19% (30)	14% (21)	6% (10)	157
Employ: Self-Employed	13% (28)	18% (37)	19% (39)	19% (39)	19% (40)	13% (26)	209
Employ: Homemaker	14% (26)	16% (31)	22% (41)	24% (46)	15% (28)	10% (19)	191
Employ: Student	24% (29)	30% (37)	19% (23)	17% (20)	7% (9)	3% (3)	122
Employ: Retired	4% (19)	13% (61)	20% (94)	21% (97)	19% (90)	23% (111)	472
Employ: Unemployed	19% (39)	18% (37)	18% (37)	18% (37)	18% (37)	7% (14)	202
Employ: Other	13% (29)	19% (42)	18% (40)	23% (52)	18% (40)	8% (18)	221
Job Type: White-collar	10% (73)	17% (121)	24% (175)	19% (137)	17% (118)	13% (90)	714
Job Type: Blue-collar	10% (97)	18% (174)	20% (200)	25% (249)	16% (159)	11% (104)	983
Job Type: Don't Know	19% (103)	21% (109)	16% (86)	15% (81)	18% (95)	10% (55)	528
Military HH: Yes	13% (59)	17% (79)	20% (92)	16% (71)	16% (71)	18% (79)	451
Military HH: No	12% (214)	18% (325)	21% (369)	22% (396)	17% (301)	10% (169)	1774

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Table BRD1_7: Please indicate if you have a favorable or unfavorable view of each of the following.

Nicki Minaj

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (273)	18% (404)	21% (461)	21% (468)	17% (372)	11% (248)	2225
2016 Vote: Democrat Hillary Clinton	14% (106)	23% (171)	25% (187)	13% (94)	16% (118)	9% (63)	739
2016 Vote: Republican Donald Trump	7% (54)	12% (91)	20% (150)	28% (208)	17% (126)	17% (129)	758
2016 Vote: Someone else	9% (14)	13% (22)	18% (30)	23% (38)	26% (43)	10% (17)	163
2012 Vote: Barack Obama	16% (129)	21% (166)	23% (183)	16% (126)	17% (133)	8% (65)	801
2012 Vote: Mitt Romney	4% (27)	11% (68)	21% (125)	27% (166)	19% (116)	18% (108)	610
2012 Vote: Other	1% (1)	13% (13)	20% (20)	23% (24)	29% (29)	13% (14)	101
2012 Vote: Didn't Vote	16% (117)	22% (156)	18% (130)	21% (151)	13% (94)	9% (60)	708
4-Region: Northeast	11% (45)	21% (85)	20% (81)	20% (82)	17% (70)	10% (42)	406
4-Region: Midwest	8% (39)	16% (76)	25% (118)	24% (117)	16% (76)	11% (53)	479
4-Region: South	14% (116)	17% (142)	20% (166)	21% (173)	16% (134)	11% (92)	823
4-Region: West	14% (73)	19% (100)	18% (95)	19% (96)	18% (92)	12% (61)	517

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

Table BRD1_8: Please indicate if you have a favorable or unfavorable view of each of the following.
Lebron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	18% (403)	28% (616)	13% (294)	11% (245)	24% (536)	6% (131)	2225
Gender: Male	21% (225)	29% (314)	15% (165)	12% (134)	16% (176)	5% (57)	1071
Gender: Female	15% (178)	26% (302)	11% (129)	10% (111)	31% (360)	6% (74)	1154
Age: 18-29	23% (118)	28% (142)	11% (55)	12% (62)	21% (108)	6% (32)	517
Age: 30-44	24% (127)	26% (136)	13% (68)	10% (54)	24% (127)	3% (18)	529
Age: 45-54	18% (73)	25% (104)	15% (63)	11% (46)	25% (104)	5% (20)	410
Age: 55-64	12% (45)	28% (104)	13% (48)	12% (45)	28% (102)	6% (23)	367
Age: 65+	10% (40)	32% (130)	15% (60)	10% (40)	24% (95)	10% (38)	402
PID: Dem (no lean)	26% (183)	30% (211)	10% (72)	8% (59)	21% (147)	4% (29)	700
PID: Ind (no lean)	15% (126)	27% (227)	12% (98)	11% (94)	27% (224)	8% (71)	839
PID: Rep (no lean)	14% (95)	26% (178)	18% (124)	13% (92)	24% (165)	5% (32)	686
PID/Gender: Dem Men	31% (105)	30% (102)	12% (39)	8% (28)	13% (43)	6% (19)	336
PID/Gender: Dem Women	22% (78)	30% (108)	9% (33)	8% (31)	29% (104)	3% (10)	363
PID/Gender: Ind Men	16% (60)	30% (116)	14% (53)	13% (49)	19% (75)	8% (32)	385
PID/Gender: Ind Women	14% (66)	24% (111)	10% (45)	10% (45)	33% (149)	8% (38)	454
PID/Gender: Rep Men	17% (60)	27% (96)	21% (73)	16% (56)	17% (58)	2% (6)	350
PID/Gender: Rep Women	10% (34)	24% (82)	15% (51)	11% (35)	32% (108)	8% (26)	337
Tea Party: Supporter	21% (127)	26% (154)	15% (89)	14% (83)	20% (117)	4% (23)	591
Tea Party: Not Supporter	17% (275)	28% (460)	13% (205)	10% (162)	26% (417)	6% (106)	1625
Ideo: Liberal (1-3)	23% (155)	30% (203)	13% (89)	7% (47)	22% (146)	4% (28)	668
Ideo: Moderate (4)	18% (96)	30% (162)	11% (58)	10% (55)	23% (124)	8% (45)	540
Ideo: Conservative (5-7)	13% (95)	24% (177)	17% (124)	16% (115)	26% (186)	4% (28)	724
Educ: < College	18% (283)	25% (401)	13% (200)	12% (187)	25% (396)	7% (116)	1584
Educ: Bachelors degree	18% (76)	33% (139)	15% (62)	9% (40)	22% (93)	2% (10)	420
Educ: Post-grad	20% (44)	34% (76)	14% (31)	8% (18)	21% (46)	2% (5)	221
Income: Under 50k	18% (242)	25% (329)	12% (159)	12% (161)	25% (333)	8% (101)	1324
Income: 50k-100k	18% (113)	30% (190)	15% (95)	9% (60)	24% (151)	4% (23)	632
Income: 100k+	18% (49)	36% (98)	15% (40)	9% (25)	19% (52)	2% (6)	269

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Table BRD1_8: Please indicate if you have a favorable or unfavorable view of each of the following.

Lebron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	18% (403)	28% (616)	13% (294)	11% (245)	24% (536)	6% (131)	2225
Ethnicity: White	15% (270)	27% (479)	14% (249)	12% (205)	26% (461)	6% (105)	1769
Ethnicity: Hispanic	27% (91)	30% (100)	13% (42)	7% (24)	17% (56)	6% (20)	333
Ethnicity: Afr. Am.	38% (102)	29% (79)	9% (25)	6% (15)	14% (38)	5% (13)	272
Ethnicity: Other	17% (31)	32% (58)	11% (19)	14% (25)	20% (38)	7% (13)	184
Relig: Protestant	16% (77)	29% (139)	14% (68)	10% (49)	24% (114)	7% (35)	483
Relig: Roman Catholic	20% (88)	32% (141)	15% (64)	12% (52)	17% (75)	5% (20)	441
Relig: Ath./Agn./None	18% (116)	26% (173)	14% (91)	10% (68)	27% (178)	5% (33)	659
Relig: Something Else	16% (58)	27% (97)	12% (42)	12% (42)	28% (100)	6% (22)	360
Relig: Evangelical	20% (122)	25% (150)	13% (81)	12% (76)	23% (138)	7% (45)	612
Relig: Non-Evang. Catholics	18% (106)	33% (195)	13% (80)	10% (59)	20% (120)	5% (31)	590
Relig: All Christian	19% (227)	29% (345)	13% (161)	11% (135)	21% (258)	6% (76)	1202
Relig: All Non-Christian	17% (174)	26% (269)	13% (133)	11% (110)	27% (278)	5% (55)	1020
Community: Urban	24% (138)	30% (173)	12% (71)	9% (51)	21% (122)	5% (29)	586
Community: Suburban	17% (168)	29% (288)	13% (129)	10% (102)	26% (257)	5% (53)	997
Community: Rural	15% (97)	24% (155)	14% (93)	14% (93)	24% (156)	8% (48)	642
Employ: Private Sector	19% (124)	32% (206)	16% (107)	11% (73)	18% (118)	3% (22)	650
Employ: Government	22% (35)	28% (44)	15% (24)	6% (10)	27% (42)	2% (3)	157
Employ: Self-Employed	22% (46)	28% (59)	12% (26)	10% (22)	22% (45)	6% (12)	209
Employ: Homemaker	14% (27)	19% (36)	11% (21)	16% (31)	31% (59)	8% (16)	191
Employ: Student	25% (30)	20% (24)	10% (12)	10% (12)	31% (38)	5% (6)	122
Employ: Retired	13% (60)	28% (132)	14% (67)	12% (57)	25% (116)	8% (39)	472
Employ: Unemployed	18% (36)	28% (56)	10% (19)	11% (22)	27% (55)	6% (13)	202
Employ: Other	20% (45)	26% (58)	8% (18)	8% (18)	28% (62)	10% (21)	221
Job Type: White-collar	19% (138)	29% (207)	16% (116)	9% (65)	21% (152)	5% (35)	714
Job Type: Blue-collar	16% (156)	28% (276)	13% (129)	13% (128)	25% (249)	5% (46)	983
Job Type: Don't Know	21% (109)	25% (133)	9% (49)	10% (52)	26% (135)	9% (50)	528
Military HH: Yes	20% (88)	26% (118)	12% (55)	13% (56)	24% (109)	5% (24)	451
Military HH: No	18% (315)	28% (498)	13% (238)	11% (189)	24% (427)	6% (107)	1774

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Table BRD1_8: Please indicate if you have a favorable or unfavorable view of each of the following.*Lebron James*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	18% (403)	28% (616)	13% (294)	11% (245)	24% (536)	6% (131)	2225
2016 Vote: Democrat Hillary Clinton	24% (176)	32% (235)	11% (84)	7% (55)	21% (153)	5% (37)	739
2016 Vote: Republican Donald Trump	12% (89)	27% (208)	16% (122)	16% (118)	23% (178)	6% (43)	758
2016 Vote: Someone else	13% (22)	26% (42)	16% (26)	6% (10)	32% (52)	7% (11)	163
2012 Vote: Barack Obama	23% (184)	33% (263)	13% (101)	8% (65)	20% (158)	4% (30)	801
2012 Vote: Mitt Romney	12% (72)	25% (155)	17% (107)	15% (90)	26% (158)	4% (27)	610
2012 Vote: Other	5% (5)	20% (20)	18% (18)	11% (11)	38% (39)	8% (8)	101
2012 Vote: Didn't Vote	20% (143)	25% (175)	9% (67)	11% (79)	25% (180)	9% (66)	708
4-Region: Northeast	17% (69)	33% (134)	15% (59)	7% (30)	21% (84)	7% (29)	406
4-Region: Midwest	16% (76)	28% (136)	14% (69)	14% (68)	24% (113)	4% (17)	479
4-Region: South	20% (163)	26% (214)	13% (105)	11% (90)	25% (202)	6% (50)	823
4-Region: West	18% (95)	25% (131)	12% (61)	11% (58)	26% (136)	7% (34)	517

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

Table BRD1_9: Please indicate if you have a favorable or unfavorable view of each of the following.
Alec Baldwin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (383)	31% (680)	16% (362)	15% (343)	15% (341)	5% (116)	2225
Gender: Male	21% (225)	28% (299)	16% (167)	19% (205)	13% (138)	3% (37)	1071
Gender: Female	14% (158)	33% (381)	17% (195)	12% (138)	18% (203)	7% (79)	1154
Age: 18-29	16% (83)	24% (122)	18% (92)	9% (49)	21% (106)	13% (65)	517
Age: 30-44	22% (117)	34% (180)	14% (73)	11% (58)	15% (82)	4% (19)	529
Age: 45-54	19% (79)	32% (132)	16% (66)	15% (61)	15% (60)	3% (12)	410
Age: 55-64	15% (56)	29% (106)	20% (73)	22% (81)	11% (41)	3% (11)	367
Age: 65+	12% (48)	35% (141)	15% (58)	23% (94)	13% (53)	2% (9)	402
PID: Dem (no lean)	27% (188)	38% (268)	10% (71)	4% (31)	15% (108)	5% (34)	700
PID: Ind (no lean)	15% (130)	28% (235)	19% (161)	13% (109)	18% (148)	7% (56)	839
PID: Rep (no lean)	9% (65)	26% (176)	19% (131)	30% (203)	12% (85)	4% (26)	686
PID/Gender: Dem Men	34% (116)	36% (120)	9% (30)	5% (18)	12% (40)	4% (12)	336
PID/Gender: Dem Women	20% (73)	41% (148)	11% (41)	4% (13)	18% (67)	6% (22)	363
PID/Gender: Ind Men	19% (74)	27% (103)	19% (71)	16% (61)	14% (56)	5% (20)	385
PID/Gender: Ind Women	12% (56)	29% (132)	20% (89)	11% (48)	20% (93)	8% (36)	454
PID/Gender: Rep Men	10% (36)	22% (76)	19% (66)	36% (126)	12% (42)	1% (5)	350
PID/Gender: Rep Women	9% (29)	30% (101)	19% (65)	23% (77)	13% (43)	6% (22)	337
Tea Party: Supporter	18% (107)	23% (138)	16% (97)	26% (155)	11% (62)	6% (33)	591
Tea Party: Not Supporter	17% (276)	33% (540)	16% (264)	12% (187)	17% (275)	5% (83)	1625
Ideo: Liberal (1-3)	27% (180)	37% (245)	13% (89)	5% (35)	12% (83)	6% (37)	668
Ideo: Moderate (4)	19% (104)	35% (188)	16% (86)	8% (43)	16% (84)	7% (35)	540
Ideo: Conservative (5-7)	8% (57)	22% (157)	21% (151)	34% (244)	13% (98)	3% (18)	724
Educ: < College	17% (261)	29% (464)	15% (243)	15% (233)	17% (272)	7% (110)	1584
Educ: Bachelors degree	17% (70)	32% (135)	20% (86)	19% (80)	11% (46)	1% (4)	420
Educ: Post-grad	23% (52)	37% (82)	15% (33)	14% (30)	10% (22)	1% (2)	221
Income: Under 50k	17% (223)	30% (391)	15% (203)	14% (181)	17% (231)	7% (96)	1324
Income: 50k-100k	18% (112)	32% (200)	18% (117)	16% (103)	14% (86)	2% (14)	632
Income: 100k+	18% (48)	33% (89)	16% (42)	22% (59)	9% (24)	2% (6)	269

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Table BRD1_9: Please indicate if you have a favorable or unfavorable view of each of the following.
Alec Baldwin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (383)	31% (680)	16% (362)	15% (343)	15% (341)	5% (116)	2225
Ethnicity: White	15% (269)	31% (543)	17% (305)	17% (310)	15% (265)	4% (79)	1769
Ethnicity: Hispanic	28% (93)	26% (85)	16% (53)	8% (26)	15% (52)	7% (24)	333
Ethnicity: Afr. Am.	30% (81)	33% (89)	11% (30)	6% (16)	15% (41)	6% (15)	272
Ethnicity: Other	18% (33)	27% (49)	15% (28)	9% (17)	19% (36)	12% (22)	184
Relig: Protestant	12% (59)	29% (138)	19% (91)	24% (117)	13% (62)	3% (14)	483
Relig: Roman Catholic	16% (70)	31% (138)	21% (94)	17% (76)	9% (39)	5% (23)	441
Relig: Ath./Agn./None	19% (128)	33% (215)	15% (96)	10% (65)	18% (118)	6% (37)	659
Relig: Something Else	22% (79)	30% (109)	12% (42)	10% (36)	20% (73)	6% (21)	360
Relig: Evangelical	15% (92)	27% (165)	18% (112)	20% (125)	13% (78)	7% (41)	612
Relig: Non-Evang. Catholics	14% (85)	32% (189)	19% (112)	20% (116)	12% (71)	3% (16)	590
Relig: All Christian	15% (177)	29% (354)	19% (224)	20% (241)	12% (149)	5% (58)	1202
Relig: All Non-Christian	20% (207)	32% (324)	14% (138)	10% (102)	19% (191)	6% (58)	1020
Community: Urban	23% (137)	31% (184)	13% (75)	11% (65)	16% (92)	6% (33)	586
Community: Suburban	15% (152)	31% (306)	18% (176)	17% (166)	16% (157)	4% (40)	997
Community: Rural	15% (95)	29% (189)	17% (111)	17% (112)	14% (92)	7% (43)	642
Employ: Private Sector	18% (115)	34% (223)	16% (107)	16% (103)	13% (81)	3% (20)	650
Employ: Government	20% (31)	30% (48)	18% (29)	13% (20)	15% (24)	4% (6)	157
Employ: Self-Employed	21% (44)	24% (50)	19% (41)	18% (38)	13% (27)	5% (10)	209
Employ: Homemaker	16% (30)	31% (60)	15% (28)	11% (21)	17% (33)	10% (19)	191
Employ: Student	13% (16)	25% (30)	15% (19)	10% (13)	21% (25)	16% (19)	122
Employ: Retired	15% (70)	33% (155)	17% (78)	22% (103)	12% (57)	2% (9)	472
Employ: Unemployed	20% (41)	26% (53)	16% (33)	9% (18)	21% (42)	8% (16)	202
Employ: Other	16% (36)	28% (61)	13% (28)	13% (28)	24% (52)	7% (16)	221
Job Type: White-collar	19% (135)	33% (232)	18% (126)	16% (117)	11% (78)	4% (25)	714
Job Type: Blue-collar	16% (157)	31% (304)	16% (157)	19% (183)	15% (143)	4% (38)	983
Job Type: Don't Know	17% (91)	27% (144)	15% (78)	8% (42)	23% (120)	10% (53)	528
Military HH: Yes	20% (90)	28% (125)	16% (71)	19% (87)	13% (59)	4% (19)	451
Military HH: No	17% (294)	31% (555)	16% (291)	14% (255)	16% (282)	5% (97)	1774

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Table BRD1_9: Please indicate if you have a favorable or unfavorable view of each of the following.

Alec Baldwin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (383)	31% (680)	16% (362)	15% (343)	15% (341)	5% (116)	2225
2016 Vote: Democrat Hillary Clinton	26% (195)	39% (289)	13% (98)	3% (24)	14% (105)	4% (28)	739
2016 Vote: Republican Donald Trump	10% (75)	24% (183)	20% (150)	31% (237)	11% (87)	3% (25)	758
2016 Vote: Someone else	11% (18)	31% (50)	24% (40)	9% (15)	22% (36)	3% (4)	163
2012 Vote: Barack Obama	26% (206)	39% (316)	15% (117)	4% (35)	13% (101)	3% (25)	801
2012 Vote: Mitt Romney	8% (46)	22% (136)	21% (130)	35% (214)	12% (74)	2% (10)	610
2012 Vote: Other	3% (3)	33% (33)	19% (19)	16% (16)	24% (25)	5% (5)	101
2012 Vote: Didn't Vote	18% (128)	27% (193)	13% (95)	11% (76)	20% (140)	11% (76)	708
4-Region: Northeast	18% (72)	36% (147)	13% (54)	15% (60)	13% (53)	5% (20)	406
4-Region: Midwest	13% (61)	31% (146)	19% (93)	18% (84)	17% (82)	3% (13)	479
4-Region: South	20% (165)	28% (230)	16% (131)	17% (139)	13% (109)	6% (49)	823
4-Region: West	17% (85)	30% (157)	16% (84)	11% (59)	19% (97)	7% (34)	517

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

Table BRD1_10: Please indicate if you have a favorable or unfavorable view of each of the following.
 Kendrick Lamar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	14% (310)	15% (336)	10% (219)	8% (184)	25% (556)	28% (620)	2225
Gender: Male	16% (168)	16% (170)	11% (120)	9% (98)	21% (230)	27% (285)	1071
Gender: Female	12% (142)	14% (166)	9% (99)	7% (86)	28% (326)	29% (335)	1154
Age: 18-29	32% (163)	22% (114)	12% (63)	9% (48)	16% (85)	8% (44)	517
Age: 30-44	19% (101)	18% (97)	11% (58)	9% (46)	25% (131)	18% (97)	529
Age: 45-54	8% (31)	13% (53)	9% (37)	6% (26)	32% (131)	32% (131)	410
Age: 55-64	3% (11)	10% (37)	9% (34)	8% (30)	28% (104)	41% (151)	367
Age: 65+	1% (3)	9% (36)	7% (27)	8% (34)	26% (105)	49% (197)	402
PID: Dem (no lean)	22% (155)	19% (132)	10% (69)	5% (37)	22% (154)	22% (153)	700
PID: Ind (no lean)	12% (98)	15% (128)	10% (83)	8% (70)	26% (222)	28% (236)	839
PID: Rep (no lean)	8% (57)	11% (75)	10% (66)	11% (77)	26% (180)	34% (231)	686
PID/Gender: Dem Men	25% (85)	21% (72)	13% (42)	5% (15)	17% (58)	19% (64)	336
PID/Gender: Dem Women	19% (70)	17% (60)	7% (27)	6% (22)	26% (95)	24% (89)	363
PID/Gender: Ind Men	13% (51)	16% (61)	11% (43)	10% (38)	23% (88)	27% (104)	385
PID/Gender: Ind Women	10% (48)	15% (68)	9% (40)	7% (32)	30% (134)	29% (132)	454
PID/Gender: Rep Men	9% (33)	11% (38)	10% (35)	13% (45)	24% (84)	33% (117)	350
PID/Gender: Rep Women	7% (24)	11% (38)	9% (32)	10% (32)	29% (96)	34% (115)	337
Tea Party: Supporter	18% (105)	15% (89)	10% (62)	10% (56)	22% (128)	26% (152)	591
Tea Party: Not Supporter	13% (205)	15% (246)	10% (158)	8% (128)	26% (424)	29% (464)	1625
Ideo: Liberal (1-3)	22% (145)	19% (126)	10% (68)	6% (41)	24% (158)	20% (131)	668
Ideo: Moderate (4)	12% (62)	16% (87)	11% (57)	7% (40)	26% (138)	29% (155)	540
Ideo: Conservative (5-7)	7% (50)	9% (67)	9% (64)	11% (80)	27% (192)	37% (270)	724
Educ: < College	15% (240)	15% (244)	9% (145)	9% (142)	24% (378)	27% (434)	1584
Educ: Bachelors degree	10% (43)	13% (56)	13% (53)	7% (29)	30% (127)	27% (113)	420
Educ: Post-grad	12% (27)	16% (36)	9% (20)	6% (13)	23% (51)	33% (73)	221
Income: Under 50k	16% (207)	15% (204)	10% (131)	8% (103)	24% (313)	28% (366)	1324
Income: 50k-100k	12% (74)	15% (96)	10% (62)	9% (58)	27% (169)	27% (172)	632
Income: 100k+	11% (28)	13% (35)	10% (27)	9% (23)	27% (74)	30% (81)	269

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Table BRD1_10: Please indicate if you have a favorable or unfavorable view of each of the following.

Kendrick Lamar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	14% (310)	15% (336)	10% (219)	8% (184)	25% (556)	28% (620)	2225
Ethnicity: White	9% (165)	13% (230)	10% (179)	9% (152)	27% (478)	32% (565)	1769
Ethnicity: Hispanic	27% (90)	24% (80)	17% (56)	5% (16)	14% (48)	13% (44)	333
Ethnicity: Afr. Am.	41% (112)	23% (62)	8% (21)	6% (17)	14% (39)	8% (21)	272
Ethnicity: Other	18% (33)	24% (44)	11% (20)	8% (15)	21% (38)	18% (34)	184
Relig: Protestant	7% (36)	8% (39)	8% (37)	9% (42)	28% (133)	40% (195)	483
Relig: Roman Catholic	13% (57)	19% (84)	15% (65)	7% (32)	21% (93)	25% (109)	441
Relig: Ath./Agn./None	18% (117)	18% (120)	9% (62)	8% (55)	25% (165)	21% (140)	659
Relig: Something Else	15% (55)	16% (57)	9% (31)	9% (34)	27% (97)	24% (87)	360
Relig: Evangelical	14% (84)	12% (76)	10% (61)	7% (46)	22% (135)	34% (210)	612
Relig: Non-Evang. Catholics	9% (55)	14% (83)	11% (65)	8% (50)	27% (158)	31% (180)	590
Relig: All Christian	12% (138)	13% (159)	10% (126)	8% (95)	24% (293)	32% (390)	1202
Relig: All Non-Christian	17% (171)	17% (177)	9% (93)	9% (89)	26% (262)	22% (227)	1020
Community: Urban	21% (126)	18% (104)	11% (65)	8% (49)	20% (117)	21% (125)	586
Community: Suburban	11% (106)	15% (152)	9% (85)	7% (74)	27% (274)	31% (306)	997
Community: Rural	12% (78)	12% (80)	11% (70)	10% (61)	26% (165)	29% (189)	642
Employ: Private Sector	15% (96)	17% (108)	12% (76)	9% (60)	24% (158)	23% (151)	650
Employ: Government	25% (39)	15% (24)	14% (21)	7% (12)	21% (33)	18% (28)	157
Employ: Self-Employed	18% (37)	13% (28)	11% (24)	8% (17)	23% (49)	26% (54)	209
Employ: Homemaker	9% (17)	15% (28)	12% (22)	8% (14)	28% (53)	29% (56)	191
Employ: Student	29% (35)	22% (27)	12% (15)	6% (8)	21% (26)	10% (12)	122
Employ: Retired	3% (16)	9% (42)	6% (30)	8% (40)	25% (117)	48% (227)	472
Employ: Unemployed	21% (43)	18% (36)	6% (12)	5% (11)	30% (60)	20% (41)	202
Employ: Other	13% (28)	19% (42)	9% (19)	10% (23)	27% (59)	23% (51)	221
Job Type: White-collar	11% (81)	14% (100)	12% (85)	7% (48)	25% (180)	31% (219)	714
Job Type: Blue-collar	13% (129)	13% (129)	9% (86)	11% (108)	26% (256)	28% (276)	983
Job Type: Don't Know	19% (100)	20% (107)	9% (47)	5% (28)	23% (120)	24% (125)	528
Military HH: Yes	14% (63)	15% (68)	9% (41)	7% (30)	23% (104)	32% (145)	451
Military HH: No	14% (247)	15% (268)	10% (179)	9% (155)	25% (452)	27% (474)	1774

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Table BRD1_10: Please indicate if you have a favorable or unfavorable view of each of the following.
 Kendrick Lamar

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	14% (310)	15% (336)	10% (219)	8% (184)	25% (556)	28% (620)	2225
2016 Vote: Democrat Hillary Clinton	20% (146)	19% (139)	10% (72)	5% (35)	25% (181)	22% (165)	739
2016 Vote: Republican Donald Trump	7% (51)	10% (77)	9% (70)	11% (87)	25% (192)	37% (281)	758
2016 Vote: Someone else	12% (20)	8% (14)	9% (14)	11% (17)	34% (56)	26% (42)	163
2012 Vote: Barack Obama	17% (138)	19% (153)	10% (81)	6% (50)	24% (195)	23% (185)	801
2012 Vote: Mitt Romney	5% (30)	8% (47)	9% (55)	9% (56)	28% (171)	41% (252)	610
2012 Vote: Other	2% (2)	7% (7)	8% (8)	16% (16)	36% (37)	31% (32)	101
2012 Vote: Didn't Vote	20% (141)	18% (129)	11% (75)	9% (61)	22% (152)	21% (150)	708
4-Region: Northeast	10% (39)	14% (57)	11% (45)	9% (36)	26% (105)	31% (124)	406
4-Region: Midwest	9% (41)	15% (71)	8% (40)	10% (50)	27% (130)	31% (147)	479
4-Region: South	16% (133)	16% (134)	9% (75)	7% (61)	24% (198)	27% (223)	823
4-Region: West	19% (97)	14% (74)	11% (59)	7% (37)	24% (124)	24% (126)	517

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

Table BRD2_1: Please indicate if you have a favorable or unfavorable view of each of the following.
Capital One

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	20% (436)	33% (730)	13% (292)	10% (213)	24% (525)	1% (30)	2225
Gender: Male	21% (223)	34% (362)	14% (154)	10% (104)	20% (213)	1% (15)	1071
Gender: Female	18% (212)	32% (368)	12% (138)	9% (109)	27% (312)	1% (15)	1154
Age: 18-29	21% (108)	22% (114)	14% (75)	10% (52)	29% (152)	3% (16)	517
Age: 30-44	24% (125)	34% (180)	13% (68)	8% (43)	19% (102)	2% (12)	529
Age: 45-54	17% (71)	37% (151)	12% (50)	11% (44)	23% (94)	— (0)	410
Age: 55-64	15% (54)	39% (145)	14% (50)	9% (34)	22% (82)	— (1)	367
Age: 65+	19% (77)	35% (140)	12% (49)	10% (39)	24% (96)	— (1)	402
PID: Dem (no lean)	23% (158)	33% (231)	13% (91)	8% (57)	22% (155)	1% (7)	700
PID: Ind (no lean)	16% (135)	31% (260)	15% (127)	10% (85)	25% (213)	2% (20)	839
PID: Rep (no lean)	21% (143)	35% (239)	11% (74)	10% (70)	23% (158)	1% (3)	686
PID/Gender: Dem Men	25% (86)	34% (113)	16% (53)	8% (27)	16% (55)	1% (3)	336
PID/Gender: Dem Women	20% (73)	32% (118)	11% (39)	8% (30)	27% (100)	1% (4)	363
PID/Gender: Ind Men	16% (62)	30% (115)	16% (62)	11% (42)	24% (94)	3% (10)	385
PID/Gender: Ind Women	16% (72)	32% (145)	14% (64)	10% (43)	26% (119)	2% (10)	454
PID/Gender: Rep Men	21% (75)	38% (134)	11% (39)	10% (35)	18% (64)	1% (2)	350
PID/Gender: Rep Women	20% (68)	31% (105)	10% (35)	10% (35)	28% (93)	— (1)	337
Tea Party: Supporter	27% (162)	32% (188)	13% (76)	8% (48)	18% (108)	1% (8)	591
Tea Party: Not Supporter	17% (273)	33% (540)	13% (216)	10% (163)	25% (413)	1% (21)	1625
Ideo: Liberal (1-3)	24% (161)	32% (211)	14% (95)	10% (64)	20% (130)	1% (8)	668
Ideo: Moderate (4)	21% (115)	35% (187)	15% (83)	9% (46)	19% (105)	1% (5)	540
Ideo: Conservative (5-7)	16% (119)	36% (262)	12% (85)	10% (70)	25% (184)	1% (4)	724
Educ: < College	20% (318)	31% (484)	12% (194)	10% (162)	25% (400)	2% (26)	1584
Educ: Bachelors degree	20% (83)	37% (157)	14% (61)	8% (34)	20% (83)	— (1)	420
Educ: Post-grad	16% (34)	40% (88)	17% (37)	7% (16)	19% (42)	1% (3)	221
Income: Under 50k	21% (278)	29% (390)	13% (176)	10% (129)	25% (331)	2% (20)	1324
Income: 50k-100k	17% (110)	37% (237)	12% (73)	10% (63)	23% (143)	1% (6)	632
Income: 100k+	17% (47)	39% (103)	16% (43)	7% (20)	19% (52)	1% (3)	269

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Table BRD2_1: Please indicate if you have a favorable or unfavorable view of each of the following.*Capital One*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	20% (436)	33% (730)	13% (292)	10% (213)	24% (525)	1% (30)	2225
Ethnicity: White	18% (321)	34% (596)	13% (234)	10% (176)	24% (430)	1% (13)	1769
Ethnicity: Hispanic	31% (105)	29% (96)	15% (51)	9% (30)	12% (41)	3% (11)	333
Ethnicity: Afr. Am.	27% (72)	30% (81)	14% (37)	6% (16)	20% (55)	4% (11)	272
Ethnicity: Other	23% (43)	29% (53)	11% (21)	11% (21)	22% (40)	4% (7)	184
Relig: Protestant	17% (82)	36% (175)	15% (73)	10% (49)	21% (103)	— (1)	483
Relig: Roman Catholic	26% (116)	34% (149)	13% (56)	7% (33)	19% (84)	1% (3)	441
Relig: Ath./Agn./None	17% (111)	33% (218)	15% (96)	9% (62)	25% (164)	1% (8)	659
Relig: Something Else	19% (68)	30% (110)	10% (36)	11% (39)	26% (92)	4% (15)	360
Relig: Evangelical	20% (125)	32% (195)	13% (80)	10% (61)	24% (145)	1% (6)	612
Relig: Non-Evang. Catholics	22% (132)	35% (207)	14% (80)	8% (48)	21% (122)	— (1)	590
Relig: All Christian	21% (256)	33% (402)	13% (160)	9% (110)	22% (267)	1% (7)	1202
Relig: All Non-Christian	18% (179)	32% (328)	13% (132)	10% (101)	25% (256)	2% (23)	1020
Community: Urban	24% (142)	31% (181)	12% (69)	8% (44)	24% (138)	2% (12)	586
Community: Suburban	18% (176)	35% (346)	14% (135)	10% (97)	24% (236)	1% (7)	997
Community: Rural	18% (117)	32% (203)	14% (88)	11% (72)	24% (151)	2% (11)	642
Employ: Private Sector	20% (127)	38% (246)	13% (86)	8% (54)	20% (131)	1% (5)	650
Employ: Government	29% (46)	31% (48)	11% (17)	8% (13)	19% (30)	2% (4)	157
Employ: Self-Employed	18% (37)	34% (71)	21% (44)	13% (27)	10% (21)	5% (10)	209
Employ: Homemaker	17% (32)	32% (61)	10% (19)	10% (19)	30% (58)	1% (2)	191
Employ: Student	12% (15)	33% (40)	12% (15)	11% (14)	28% (35)	4% (4)	122
Employ: Retired	20% (94)	33% (157)	15% (69)	9% (41)	23% (110)	— (1)	472
Employ: Unemployed	20% (41)	20% (40)	10% (20)	12% (24)	37% (75)	1% (2)	202
Employ: Other	20% (44)	30% (67)	10% (22)	10% (21)	30% (66)	1% (1)	221
Job Type: White-collar	21% (150)	39% (279)	14% (99)	8% (56)	17% (124)	1% (6)	714
Job Type: Blue-collar	19% (188)	31% (307)	14% (142)	11% (105)	24% (236)	1% (6)	983
Job Type: Don't Know	19% (98)	27% (144)	10% (50)	10% (52)	31% (165)	4% (19)	528
Military HH: Yes	23% (102)	31% (142)	14% (63)	11% (52)	20% (90)	1% (3)	451
Military HH: No	19% (333)	33% (588)	13% (229)	9% (161)	25% (436)	2% (28)	1774

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Table BRD2_1: Please indicate if you have a favorable or unfavorable view of each of the following.
Capital One

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	20% (436)	33% (730)	13% (292)	10% (213)	24% (525)	1% (30)	2225
2016 Vote: Democrat Hillary Clinton	21% (154)	34% (255)	14% (107)	7% (50)	23% (171)	— (2)	739
2016 Vote: Republican Donald Trump	18% (140)	36% (271)	12% (93)	11% (85)	22% (164)	1% (5)	758
2016 Vote: Someone else	13% (20)	33% (55)	12% (19)	11% (19)	31% (50)	— (0)	163
2012 Vote: Barack Obama	21% (168)	34% (275)	15% (122)	9% (72)	20% (162)	— (2)	801
2012 Vote: Mitt Romney	16% (96)	38% (229)	11% (67)	11% (70)	24% (146)	— (2)	610
2012 Vote: Other	16% (16)	36% (37)	9% (9)	10% (10)	29% (29)	— (0)	101
2012 Vote: Didn't Vote	22% (155)	27% (188)	13% (91)	9% (61)	27% (188)	4% (25)	708
4-Region: Northeast	20% (82)	36% (146)	14% (57)	6% (24)	23% (95)	1% (2)	406
4-Region: Midwest	13% (60)	35% (167)	15% (71)	12% (57)	25% (120)	1% (4)	479
4-Region: South	22% (179)	32% (261)	12% (96)	11% (94)	22% (180)	2% (13)	823
4-Region: West	22% (115)	30% (156)	13% (68)	7% (37)	25% (130)	2% (10)	517

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

Table BRD2_2: Please indicate if you have a favorable or unfavorable view of each of the following.

Aveeno

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (592)	38% (837)	7% (150)	3% (58)	23% (510)	4% (78)	2225
Gender: Male	19% (200)	34% (362)	8% (83)	4% (40)	29% (316)	6% (69)	1071
Gender: Female	34% (392)	41% (475)	6% (67)	2% (18)	17% (194)	1% (8)	1154
Age: 18-29	33% (172)	29% (151)	9% (49)	6% (29)	18% (95)	4% (21)	517
Age: 30-44	31% (165)	42% (222)	5% (29)	2% (9)	16% (84)	4% (21)	529
Age: 45-54	27% (111)	38% (157)	7% (29)	2% (9)	24% (97)	1% (6)	410
Age: 55-64	18% (65)	38% (139)	7% (27)	2% (7)	31% (114)	4% (15)	367
Age: 65+	20% (79)	42% (167)	4% (17)	1% (4)	30% (119)	4% (15)	402
PID: Dem (no lean)	28% (195)	40% (277)	7% (48)	2% (11)	21% (149)	3% (19)	700
PID: Ind (no lean)	24% (205)	36% (298)	8% (64)	4% (32)	24% (205)	4% (36)	839
PID: Rep (no lean)	28% (193)	38% (262)	6% (38)	2% (15)	23% (156)	3% (23)	686
PID/Gender: Dem Men	25% (85)	36% (120)	7% (23)	2% (8)	24% (82)	5% (18)	336
PID/Gender: Dem Women	30% (109)	43% (157)	7% (25)	1% (3)	19% (68)	— (1)	363
PID/Gender: Ind Men	15% (59)	28% (107)	10% (39)	6% (24)	33% (127)	7% (29)	385
PID/Gender: Ind Women	32% (145)	42% (191)	5% (25)	2% (8)	17% (78)	2% (7)	454
PID/Gender: Rep Men	16% (56)	39% (135)	6% (21)	2% (8)	31% (107)	7% (23)	350
PID/Gender: Rep Women	41% (137)	38% (127)	5% (17)	2% (7)	14% (49)	— (0)	337
Tea Party: Supporter	34% (200)	37% (221)	8% (46)	3% (16)	15% (90)	3% (18)	591
Tea Party: Not Supporter	24% (391)	38% (610)	6% (104)	3% (42)	26% (419)	4% (60)	1625
Ideo: Liberal (1-3)	31% (207)	36% (241)	7% (50)	3% (20)	19% (130)	3% (22)	668
Ideo: Moderate (4)	25% (134)	39% (209)	8% (43)	2% (10)	24% (127)	3% (16)	540
Ideo: Conservative (5-7)	23% (165)	41% (294)	7% (49)	2% (16)	25% (178)	3% (22)	724
Educ: < College	29% (460)	35% (548)	7% (109)	3% (52)	22% (355)	4% (59)	1584
Educ: Bachelors degree	20% (84)	46% (193)	7% (29)	1% (4)	23% (98)	3% (12)	420
Educ: Post-grad	22% (48)	43% (96)	5% (12)	1% (2)	26% (56)	3% (7)	221
Income: Under 50k	30% (398)	34% (445)	7% (91)	3% (42)	23% (307)	3% (43)	1324
Income: 50k-100k	22% (142)	43% (275)	6% (37)	2% (11)	23% (143)	4% (24)	632
Income: 100k+	19% (52)	44% (117)	8% (22)	2% (6)	22% (60)	4% (11)	269

Continued on next page

Table BRD2_2: Please indicate if you have a favorable or unfavorable view of each of the following.

Aveeno

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (592)	38% (837)	7% (150)	3% (58)	23% (510)	4% (78)	2225
Ethnicity: White	25% (449)	39% (691)	6% (107)	2% (34)	24% (431)	3% (58)	1769
Ethnicity: Hispanic	39% (131)	34% (114)	10% (35)	3% (9)	9% (31)	4% (13)	333
Ethnicity: Afr. Am.	33% (91)	30% (81)	10% (28)	6% (16)	17% (46)	4% (10)	272
Ethnicity: Other	29% (53)	35% (65)	8% (15)	5% (9)	18% (33)	5% (9)	184
Relig: Protestant	22% (106)	44% (213)	6% (29)	1% (4)	23% (112)	4% (20)	483
Relig: Roman Catholic	28% (125)	41% (181)	8% (34)	2% (7)	19% (84)	2% (10)	441
Relig: Ath./Agn./None	25% (165)	32% (209)	8% (52)	5% (30)	27% (177)	4% (27)	659
Relig: Something Else	30% (108)	35% (126)	5% (19)	3% (11)	23% (84)	3% (11)	360
Relig: Evangelical	31% (190)	39% (239)	7% (44)	1% (9)	18% (113)	3% (18)	612
Relig: Non-Evang. Catholics	22% (128)	44% (262)	6% (35)	1% (8)	23% (135)	4% (22)	590
Relig: All Christian	26% (318)	42% (500)	7% (79)	1% (17)	21% (248)	3% (40)	1202
Relig: All Non-Christian	27% (273)	33% (336)	7% (71)	4% (41)	26% (261)	4% (38)	1020
Community: Urban	27% (161)	36% (212)	6% (37)	4% (21)	23% (132)	4% (23)	586
Community: Suburban	26% (261)	39% (387)	6% (64)	1% (12)	24% (241)	3% (33)	997
Community: Rural	27% (170)	37% (238)	8% (49)	4% (25)	21% (137)	4% (23)	642
Employ: Private Sector	26% (168)	41% (269)	6% (38)	2% (16)	22% (142)	3% (16)	650
Employ: Government	32% (50)	44% (69)	4% (6)	2% (4)	15% (23)	4% (6)	157
Employ: Self-Employed	20% (42)	40% (83)	9% (19)	4% (9)	23% (48)	4% (8)	209
Employ: Homemaker	34% (64)	41% (79)	8% (15)	2% (4)	14% (27)	1% (2)	191
Employ: Student	32% (39)	27% (33)	14% (17)	3% (4)	17% (21)	7% (9)	122
Employ: Retired	21% (100)	38% (180)	6% (29)	1% (4)	29% (138)	4% (20)	472
Employ: Unemployed	31% (63)	26% (52)	8% (15)	3% (7)	28% (56)	4% (8)	202
Employ: Other	29% (64)	32% (71)	5% (11)	5% (11)	25% (54)	4% (9)	221
Job Type: White-collar	23% (165)	42% (302)	6% (44)	1% (7)	23% (167)	4% (28)	714
Job Type: Blue-collar	27% (268)	38% (377)	7% (73)	3% (31)	21% (208)	3% (27)	983
Job Type: Don't Know	30% (159)	30% (158)	6% (33)	4% (20)	26% (135)	4% (23)	528
Military HH: Yes	34% (153)	31% (139)	6% (28)	3% (14)	22% (97)	4% (19)	451
Military HH: No	25% (439)	39% (698)	7% (122)	3% (44)	23% (413)	3% (59)	1774

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Table BRD2_2: Please indicate if you have a favorable or unfavorable view of each of the following.
 Aveeno

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (592)	38% (837)	7% (150)	3% (58)	23% (510)	4% (78)	2225
2016 Vote: Democrat Hillary Clinton	27% (202)	39% (286)	8% (62)	2% (13)	21% (156)	3% (21)	739
2016 Vote: Republican Donald Trump	24% (184)	40% (302)	6% (44)	3% (22)	24% (182)	3% (23)	758
2016 Vote: Someone else	18% (29)	37% (61)	5% (9)	2% (3)	35% (58)	2% (4)	163
2012 Vote: Barack Obama	28% (220)	39% (311)	7% (55)	2% (18)	22% (176)	3% (20)	801
2012 Vote: Mitt Romney	20% (125)	41% (251)	6% (35)	2% (12)	28% (168)	3% (19)	610
2012 Vote: Other	20% (20)	31% (31)	7% (7)	4% (4)	37% (38)	2% (2)	101
2012 Vote: Didn't Vote	32% (226)	34% (241)	7% (52)	4% (25)	18% (128)	5% (36)	708
4-Region: Northeast	24% (97)	42% (169)	8% (33)	2% (10)	21% (85)	3% (12)	406
4-Region: Midwest	22% (106)	38% (184)	5% (26)	4% (17)	28% (134)	3% (13)	479
4-Region: South	32% (260)	35% (290)	7% (56)	3% (22)	20% (165)	4% (30)	823
4-Region: West	25% (129)	37% (193)	7% (36)	2% (9)	24% (126)	4% (23)	517

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

Table BRD2_3: Please indicate if you have a favorable or unfavorable view of each of the following.
Diet Coke

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (373)	23% (520)	20% (437)	28% (616)	12% (263)	1% (15)	2225
Gender: Male	17% (185)	24% (252)	21% (221)	23% (251)	14% (150)	1% (11)	1071
Gender: Female	16% (188)	23% (268)	19% (216)	32% (365)	10% (113)	— (4)	1154
Age: 18-29	19% (96)	17% (90)	18% (94)	35% (182)	10% (52)	1% (3)	517
Age: 30-44	20% (106)	22% (114)	20% (104)	27% (142)	10% (54)	2% (9)	529
Age: 45-54	16% (65)	25% (101)	19% (79)	25% (103)	15% (60)	— (1)	410
Age: 55-64	14% (50)	28% (103)	21% (78)	25% (90)	12% (45)	— (2)	367
Age: 65+	14% (57)	28% (113)	21% (82)	24% (98)	13% (52)	— (0)	402
PID: Dem (no lean)	17% (122)	25% (176)	21% (146)	24% (171)	12% (84)	— (1)	700
PID: Ind (no lean)	13% (110)	19% (162)	20% (171)	33% (274)	13% (110)	1% (12)	839
PID: Rep (no lean)	21% (141)	27% (182)	17% (120)	25% (172)	10% (70)	— (2)	686
PID/Gender: Dem Men	19% (64)	25% (83)	24% (81)	17% (57)	15% (51)	— (1)	336
PID/Gender: Dem Women	16% (59)	25% (93)	18% (65)	31% (114)	9% (33)	— (0)	363
PID/Gender: Ind Men	12% (48)	20% (77)	22% (85)	29% (111)	14% (55)	2% (9)	385
PID/Gender: Ind Women	14% (62)	19% (85)	19% (86)	36% (163)	12% (55)	1% (3)	454
PID/Gender: Rep Men	21% (73)	26% (92)	16% (55)	24% (84)	13% (45)	— (1)	350
PID/Gender: Rep Women	20% (67)	27% (90)	19% (65)	26% (88)	7% (25)	— (2)	337
Tea Party: Supporter	21% (124)	26% (151)	17% (101)	28% (166)	8% (46)	1% (4)	591
Tea Party: Not Supporter	15% (248)	23% (368)	21% (334)	28% (449)	13% (214)	1% (12)	1625
Ideo: Liberal (1-3)	20% (133)	24% (159)	19% (130)	25% (166)	11% (74)	1% (6)	668
Ideo: Moderate (4)	14% (77)	24% (130)	24% (129)	26% (142)	11% (60)	— (3)	540
Ideo: Conservative (5-7)	16% (115)	25% (182)	19% (136)	28% (203)	12% (87)	— (1)	724
Educ: < College	17% (268)	22% (342)	18% (290)	30% (480)	12% (190)	1% (13)	1584
Educ: Bachelors degree	14% (61)	29% (120)	22% (94)	22% (93)	12% (52)	— (1)	420
Educ: Post-grad	20% (44)	26% (58)	24% (53)	20% (43)	10% (22)	— (1)	221
Income: Under 50k	18% (233)	22% (285)	18% (238)	30% (398)	12% (156)	1% (13)	1324
Income: 50k-100k	13% (84)	26% (162)	22% (140)	26% (166)	13% (81)	— (1)	632
Income: 100k+	21% (56)	27% (73)	22% (60)	20% (52)	10% (26)	— (1)	269

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Table BRD2_3: Please indicate if you have a favorable or unfavorable view of each of the following.
 Diet Coke

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (373)	23% (520)	20% (437)	28% (616)	12% (263)	1% (15)	2225
Ethnicity: White	17% (297)	25% (437)	20% (361)	27% (473)	11% (196)	— (6)	1769
Ethnicity: Hispanic	24% (82)	19% (63)	18% (61)	28% (92)	9% (30)	2% (6)	333
Ethnicity: Afr. Am.	15% (40)	18% (48)	16% (45)	32% (86)	18% (50)	1% (4)	272
Ethnicity: Other	20% (36)	19% (36)	17% (31)	32% (58)	10% (18)	3% (5)	184
Relig: Protestant	17% (84)	32% (152)	15% (73)	25% (120)	11% (52)	— (2)	483
Relig: Roman Catholic	23% (103)	24% (108)	23% (103)	17% (76)	11% (48)	— (2)	441
Relig: Ath./Agn./None	14% (95)	19% (128)	19% (125)	32% (212)	14% (93)	1% (7)	659
Relig: Something Else	12% (44)	22% (80)	21% (77)	33% (118)	10% (37)	1% (5)	360
Relig: Evangelical	20% (123)	24% (146)	18% (112)	27% (166)	10% (60)	1% (4)	612
Relig: Non-Evang. Catholics	19% (111)	28% (165)	21% (122)	20% (119)	12% (71)	— (0)	590
Relig: All Christian	20% (235)	26% (312)	20% (235)	24% (285)	11% (132)	— (4)	1202
Relig: All Non-Christian	14% (138)	20% (209)	20% (202)	32% (329)	13% (130)	1% (11)	1020
Community: Urban	18% (103)	23% (133)	18% (107)	28% (162)	13% (74)	1% (6)	586
Community: Suburban	15% (153)	25% (249)	21% (205)	26% (258)	13% (130)	— (2)	997
Community: Rural	18% (116)	22% (139)	19% (125)	30% (196)	9% (59)	1% (7)	642
Employ: Private Sector	17% (112)	25% (165)	23% (148)	24% (155)	10% (68)	— (2)	650
Employ: Government	23% (36)	27% (42)	14% (22)	29% (46)	5% (8)	2% (3)	157
Employ: Self-Employed	12% (26)	20% (41)	22% (46)	31% (66)	12% (25)	3% (5)	209
Employ: Homemaker	15% (29)	24% (46)	20% (37)	29% (56)	11% (21)	1% (1)	191
Employ: Student	17% (21)	22% (27)	24% (29)	30% (37)	6% (7)	1% (1)	122
Employ: Retired	16% (75)	29% (137)	17% (82)	25% (116)	13% (61)	— (0)	472
Employ: Unemployed	19% (38)	14% (27)	15% (29)	33% (67)	19% (39)	1% (1)	202
Employ: Other	16% (37)	16% (34)	19% (43)	33% (73)	15% (33)	— (1)	221
Job Type: White-collar	17% (120)	29% (211)	23% (166)	20% (144)	10% (70)	— (3)	714
Job Type: Blue-collar	17% (163)	22% (221)	18% (177)	31% (304)	12% (114)	— (5)	983
Job Type: Don't Know	17% (90)	17% (89)	18% (94)	32% (168)	15% (80)	1% (7)	528
Military HH: Yes	18% (82)	23% (104)	19% (84)	30% (136)	10% (44)	— (1)	451
Military HH: No	16% (291)	23% (416)	20% (353)	27% (481)	12% (219)	1% (14)	1774

Continued on next page

Table BRD2_3: Please indicate if you have a favorable or unfavorable view of each of the following.

Diet Coke

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (373)	23% (520)	20% (437)	28% (616)	12% (263)	1% (15)	2225
2016 Vote: Democrat Hillary Clinton	16% (120)	26% (189)	21% (158)	24% (174)	13% (98)	— (0)	739
2016 Vote: Republican Donald Trump	17% (132)	26% (197)	18% (135)	28% (212)	11% (80)	— (2)	758
2016 Vote: Someone else	10% (17)	20% (32)	23% (38)	27% (45)	19% (30)	1% (1)	163
2012 Vote: Barack Obama	17% (134)	25% (198)	21% (166)	24% (189)	14% (111)	— (2)	801
2012 Vote: Mitt Romney	16% (97)	29% (176)	16% (100)	26% (161)	12% (73)	— (2)	610
2012 Vote: Other	8% (8)	16% (16)	30% (31)	26% (26)	18% (18)	1% (1)	101
2012 Vote: Didn't Vote	19% (134)	18% (128)	19% (137)	34% (240)	9% (61)	1% (9)	708
4-Region: Northeast	20% (83)	23% (95)	20% (80)	24% (98)	12% (51)	— (1)	406
4-Region: Midwest	14% (68)	26% (125)	20% (97)	28% (134)	11% (54)	— (1)	479
4-Region: South	18% (146)	23% (188)	18% (144)	29% (240)	12% (98)	1% (7)	823
4-Region: West	15% (77)	22% (113)	22% (116)	28% (145)	12% (61)	1% (6)	517

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

Table BRD2_4: Please indicate if you have a favorable or unfavorable view of each of the following.

LOreal

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	24% (534)	37% (822)	7% (152)	4% (97)	25% (551)	3% (68)	2225
Gender: Male	16% (169)	31% (330)	9% (100)	5% (56)	34% (365)	5% (52)	1071
Gender: Female	32% (365)	43% (492)	5% (53)	4% (41)	16% (187)	1% (16)	1154
Age: 18-29	35% (182)	30% (156)	7% (37)	7% (34)	17% (90)	3% (17)	517
Age: 30-44	28% (147)	37% (197)	6% (30)	5% (27)	20% (107)	4% (22)	529
Age: 45-54	21% (86)	38% (157)	7% (29)	4% (18)	27% (110)	2% (9)	410
Age: 55-64	14% (50)	36% (133)	10% (37)	3% (9)	36% (130)	2% (7)	367
Age: 65+	17% (69)	44% (178)	5% (19)	2% (8)	29% (115)	3% (13)	402
PID: Dem (no lean)	27% (187)	37% (261)	6% (40)	4% (31)	24% (166)	2% (15)	700
PID: Ind (no lean)	23% (191)	35% (293)	8% (66)	5% (40)	26% (215)	4% (33)	839
PID: Rep (no lean)	23% (156)	39% (268)	7% (46)	4% (26)	25% (170)	3% (20)	686
PID/Gender: Dem Men	21% (70)	34% (114)	7% (23)	4% (13)	31% (103)	4% (12)	336
PID/Gender: Dem Women	32% (116)	40% (147)	5% (18)	5% (17)	17% (63)	1% (3)	363
PID/Gender: Ind Men	13% (50)	27% (103)	11% (42)	7% (27)	36% (139)	6% (24)	385
PID/Gender: Ind Women	31% (141)	42% (190)	5% (23)	3% (13)	17% (77)	2% (9)	454
PID/Gender: Rep Men	14% (48)	32% (113)	10% (34)	4% (16)	35% (123)	4% (16)	350
PID/Gender: Rep Women	32% (108)	46% (155)	4% (12)	3% (10)	14% (47)	1% (4)	337
Tea Party: Supporter	34% (204)	34% (199)	7% (44)	4% (21)	19% (113)	2% (10)	591
Tea Party: Not Supporter	20% (328)	38% (619)	7% (108)	5% (76)	27% (436)	4% (58)	1625
Ideo: Liberal (1-3)	30% (200)	36% (240)	7% (44)	4% (27)	21% (141)	3% (17)	668
Ideo: Moderate (4)	22% (119)	38% (204)	10% (53)	4% (20)	23% (127)	3% (17)	540
Ideo: Conservative (5-7)	19% (138)	40% (288)	6% (44)	4% (31)	28% (205)	2% (17)	724
Educ: < College	26% (417)	36% (564)	7% (110)	5% (80)	23% (363)	3% (50)	1584
Educ: Bachelors degree	18% (77)	38% (161)	7% (28)	3% (12)	31% (130)	3% (13)	420
Educ: Post-grad	18% (41)	44% (97)	7% (14)	2% (5)	26% (58)	2% (5)	221
Income: Under 50k	28% (366)	33% (436)	7% (94)	5% (68)	24% (316)	3% (45)	1324
Income: 50k-100k	20% (123)	44% (279)	6% (37)	3% (22)	25% (156)	2% (14)	632
Income: 100k+	17% (45)	40% (108)	8% (21)	3% (7)	29% (79)	3% (9)	269

Continued on next page

Table BRD2_4: Please indicate if you have a favorable or unfavorable view of each of the following.

LOreal

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	24% (534)	37% (822)	7% (152)	4% (97)	25% (551)	3% (68)	2225
Ethnicity: White	22% (392)	39% (688)	7% (122)	3% (62)	26% (460)	3% (45)	1769
Ethnicity: Hispanic	43% (143)	33% (108)	7% (25)	6% (19)	8% (27)	3% (11)	333
Ethnicity: Afr. Am.	31% (83)	26% (70)	8% (22)	8% (23)	22% (60)	5% (14)	272
Ethnicity: Other	32% (59)	35% (64)	5% (8)	7% (13)	17% (31)	5% (9)	184
Relig: Protestant	18% (85)	45% (217)	5% (25)	3% (15)	27% (131)	2% (10)	483
Relig: Roman Catholic	28% (122)	35% (155)	9% (40)	4% (16)	22% (97)	2% (10)	441
Relig: Ath./Agn./None	24% (157)	32% (208)	6% (42)	5% (36)	28% (182)	5% (35)	659
Relig: Something Else	27% (97)	37% (133)	5% (19)	5% (17)	24% (86)	2% (8)	360
Relig: Evangelical	25% (151)	40% (244)	9% (56)	4% (23)	20% (125)	2% (12)	612
Relig: Non-Evang. Catholics	22% (127)	40% (237)	6% (36)	4% (21)	27% (158)	2% (12)	590
Relig: All Christian	23% (279)	40% (481)	8% (92)	4% (44)	23% (282)	2% (24)	1202
Relig: All Non-Christian	25% (254)	33% (341)	6% (60)	5% (53)	26% (268)	4% (43)	1020
Community: Urban	27% (156)	36% (209)	7% (42)	4% (24)	24% (139)	3% (15)	586
Community: Suburban	21% (213)	39% (385)	7% (65)	5% (49)	26% (260)	3% (26)	997
Community: Rural	26% (165)	36% (229)	7% (45)	4% (24)	24% (151)	4% (28)	642
Employ: Private Sector	22% (143)	40% (263)	7% (48)	3% (23)	25% (161)	2% (13)	650
Employ: Government	28% (45)	36% (57)	6% (10)	3% (5)	24% (37)	2% (3)	157
Employ: Self-Employed	19% (40)	35% (73)	8% (16)	7% (15)	26% (55)	5% (11)	209
Employ: Homemaker	38% (73)	38% (73)	7% (13)	3% (6)	13% (25)	— (1)	191
Employ: Student	27% (33)	38% (46)	8% (9)	4% (5)	17% (21)	7% (8)	122
Employ: Retired	17% (82)	39% (186)	6% (30)	3% (14)	30% (143)	3% (16)	472
Employ: Unemployed	26% (52)	31% (62)	6% (12)	5% (10)	29% (59)	4% (8)	202
Employ: Other	30% (66)	28% (62)	6% (14)	9% (20)	23% (50)	4% (9)	221
Job Type: White-collar	21% (151)	43% (305)	7% (50)	2% (17)	24% (175)	2% (16)	714
Job Type: Blue-collar	22% (220)	37% (368)	8% (81)	5% (47)	25% (242)	3% (26)	983
Job Type: Don't Know	31% (163)	28% (149)	4% (22)	6% (33)	26% (135)	5% (26)	528
Military HH: Yes	29% (131)	33% (150)	8% (37)	5% (21)	22% (101)	2% (11)	451
Military HH: No	23% (404)	38% (672)	6% (115)	4% (76)	25% (450)	3% (57)	1774

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Table BRD2_4: Please indicate if you have a favorable or unfavorable view of each of the following.

L'Oreal

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	24% (534)	37% (822)	7% (152)	4% (97)	25% (551)	3% (68)	2225
2016 Vote: Democrat Hillary Clinton	23% (168)	40% (296)	7% (50)	5% (37)	23% (172)	2% (16)	739
2016 Vote: Republican Donald Trump	20% (152)	39% (298)	7% (50)	4% (30)	27% (206)	3% (22)	758
2016 Vote: Someone else	18% (30)	31% (50)	7% (12)	1% (2)	40% (65)	2% (4)	163
2012 Vote: Barack Obama	24% (191)	37% (292)	7% (55)	5% (38)	26% (204)	2% (20)	801
2012 Vote: Mitt Romney	16% (96)	41% (251)	7% (41)	4% (22)	31% (188)	2% (13)	610
2012 Vote: Other	17% (17)	37% (38)	10% (10)	3% (3)	31% (31)	3% (3)	101
2012 Vote: Didn't Vote	33% (230)	34% (239)	6% (46)	5% (34)	18% (127)	5% (33)	708
4-Region: Northeast	20% (81)	39% (158)	8% (31)	4% (15)	27% (111)	3% (10)	406
4-Region: Midwest	18% (86)	41% (196)	8% (37)	4% (17)	27% (128)	3% (16)	479
4-Region: South	27% (222)	36% (293)	6% (53)	5% (44)	22% (185)	3% (28)	823
4-Region: West	28% (146)	34% (176)	6% (32)	4% (21)	25% (128)	3% (15)	517

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

Table BRD2_5: Please indicate if you have a favorable or unfavorable view of each of the following.
McDonalds

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	24% (528)	37% (828)	19% (429)	13% (282)	6% (141)	1% (17)	2225
Gender: Male	23% (244)	37% (396)	19% (200)	13% (141)	7% (78)	1% (12)	1071
Gender: Female	25% (283)	38% (433)	20% (229)	12% (141)	5% (63)	— (5)	1154
Age: 18-29	32% (164)	24% (122)	19% (99)	20% (105)	4% (20)	1% (7)	517
Age: 30-44	26% (138)	35% (188)	17% (89)	15% (79)	5% (26)	2% (9)	529
Age: 45-54	21% (87)	44% (178)	19% (79)	9% (35)	7% (30)	— (0)	410
Age: 55-64	15% (56)	47% (173)	21% (76)	9% (32)	8% (28)	— (1)	367
Age: 65+	20% (82)	42% (168)	21% (85)	7% (30)	9% (37)	— (0)	402
PID: Dem (no lean)	28% (193)	34% (238)	21% (144)	12% (87)	5% (34)	— (3)	700
PID: Ind (no lean)	21% (179)	34% (282)	20% (169)	15% (122)	9% (73)	2% (14)	839
PID: Rep (no lean)	23% (155)	45% (308)	17% (115)	11% (73)	5% (34)	— (1)	686
PID/Gender: Dem Men	27% (90)	37% (124)	19% (65)	12% (39)	5% (17)	— (1)	336
PID/Gender: Dem Women	28% (103)	31% (114)	22% (79)	13% (48)	5% (17)	— (2)	363
PID/Gender: Ind Men	16% (61)	34% (132)	22% (84)	15% (57)	11% (41)	3% (10)	385
PID/Gender: Ind Women	26% (119)	33% (149)	19% (85)	14% (65)	7% (32)	1% (4)	454
PID/Gender: Rep Men	27% (93)	40% (140)	15% (51)	13% (45)	6% (20)	— (1)	350
PID/Gender: Rep Women	18% (62)	50% (169)	19% (64)	8% (28)	4% (13)	— (0)	337
Tea Party: Supporter	33% (193)	34% (203)	17% (100)	12% (72)	4% (21)	— (1)	591
Tea Party: Not Supporter	20% (333)	38% (623)	20% (327)	13% (209)	7% (117)	1% (16)	1625
Ideo: Liberal (1-3)	27% (181)	30% (200)	24% (163)	13% (86)	5% (33)	1% (5)	668
Ideo: Moderate (4)	20% (106)	40% (219)	20% (106)	11% (61)	9% (46)	1% (3)	540
Ideo: Conservative (5-7)	20% (146)	43% (309)	19% (135)	13% (94)	5% (39)	— (1)	724
Educ: < College	26% (416)	36% (563)	18% (280)	13% (205)	7% (104)	1% (16)	1584
Educ: Bachelors degree	17% (69)	43% (179)	23% (98)	11% (46)	6% (27)	— (1)	420
Educ: Post-grad	19% (42)	39% (86)	23% (52)	14% (31)	5% (10)	— (0)	221
Income: Under 50k	28% (366)	35% (465)	18% (232)	12% (164)	7% (87)	1% (11)	1324
Income: 50k-100k	17% (107)	40% (251)	23% (145)	13% (84)	6% (40)	1% (6)	632
Income: 100k+	20% (55)	42% (113)	19% (52)	12% (33)	5% (15)	— (1)	269

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Table BRD2_5: Please indicate if you have a favorable or unfavorable view of each of the following.*McDonalds*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	24% (528)	37% (828)	19% (429)	13% (282)	6% (141)	1% (17)	2225
Ethnicity: White	22% (393)	39% (690)	20% (347)	12% (218)	6% (112)	1% (9)	1769
Ethnicity: Hispanic	34% (114)	29% (96)	15% (51)	14% (47)	5% (16)	3% (9)	333
Ethnicity: Afr. Am.	31% (85)	28% (77)	19% (51)	14% (39)	6% (16)	1% (4)	272
Ethnicity: Other	27% (49)	33% (61)	17% (30)	14% (25)	7% (14)	2% (4)	184
Relig: Protestant	23% (109)	44% (211)	17% (83)	10% (49)	6% (27)	1% (4)	483
Relig: Roman Catholic	28% (123)	39% (172)	17% (75)	9% (42)	6% (28)	— (2)	441
Relig: Ath./Agn./None	23% (148)	32% (210)	22% (145)	16% (103)	7% (49)	1% (4)	659
Relig: Something Else	22% (79)	29% (106)	22% (79)	18% (63)	8% (27)	2% (6)	360
Relig: Evangelical	26% (160)	44% (268)	17% (102)	9% (56)	4% (23)	1% (4)	612
Relig: Non-Evang. Catholics	24% (140)	41% (241)	18% (103)	10% (60)	7% (41)	1% (3)	590
Relig: All Christian	25% (300)	42% (509)	17% (205)	10% (115)	5% (64)	1% (7)	1202
Relig: All Non-Christian	22% (227)	31% (316)	22% (223)	16% (166)	7% (76)	1% (10)	1020
Community: Urban	27% (156)	34% (198)	18% (105)	14% (81)	7% (39)	1% (7)	586
Community: Suburban	20% (203)	39% (387)	20% (198)	13% (127)	8% (75)	1% (7)	997
Community: Rural	26% (169)	38% (243)	20% (127)	11% (74)	4% (27)	1% (3)	642
Employ: Private Sector	19% (125)	43% (278)	19% (123)	13% (85)	6% (37)	— (2)	650
Employ: Government	32% (51)	32% (50)	21% (33)	12% (19)	3% (5)	— (0)	157
Employ: Self-Employed	21% (44)	34% (71)	23% (48)	14% (30)	5% (11)	3% (5)	209
Employ: Homemaker	29% (55)	35% (67)	20% (38)	12% (22)	4% (7)	— (1)	191
Employ: Student	25% (31)	30% (36)	16% (19)	22% (27)	5% (6)	2% (3)	122
Employ: Retired	22% (103)	40% (188)	22% (103)	7% (31)	10% (45)	— (0)	472
Employ: Unemployed	29% (59)	33% (66)	16% (32)	13% (27)	8% (16)	1% (2)	202
Employ: Other	27% (59)	32% (72)	15% (34)	18% (40)	6% (13)	2% (4)	221
Job Type: White-collar	20% (141)	40% (284)	22% (158)	11% (78)	6% (46)	1% (6)	714
Job Type: Blue-collar	23% (226)	38% (374)	20% (193)	13% (133)	5% (53)	1% (5)	983
Job Type: Don't Know	30% (161)	32% (170)	15% (77)	13% (71)	8% (42)	1% (7)	528
Military HH: Yes	30% (136)	37% (168)	17% (78)	11% (51)	4% (16)	— (2)	451
Military HH: No	22% (391)	37% (661)	20% (350)	13% (231)	7% (125)	1% (16)	1774

Continued on next page

Table BRD2_5: Please indicate if you have a favorable or unfavorable view of each of the following.

McDonalds

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	24% (528)	37% (828)	19% (429)	13% (282)	6% (141)	1% (17)	2225
2016 Vote: Democrat Hillary Clinton	22% (164)	35% (262)	23% (171)	12% (92)	6% (47)	— (3)	739
2016 Vote: Republican Donald Trump	22% (168)	43% (326)	18% (138)	10% (75)	7% (49)	— (2)	758
2016 Vote: Someone else	11% (18)	36% (58)	24% (39)	14% (22)	15% (24)	1% (2)	163
2012 Vote: Barack Obama	24% (189)	34% (269)	23% (188)	13% (104)	6% (45)	1% (6)	801
2012 Vote: Mitt Romney	17% (105)	46% (279)	18% (110)	10% (62)	9% (52)	— (2)	610
2012 Vote: Other	10% (10)	53% (53)	17% (17)	8% (8)	12% (13)	— (0)	101
2012 Vote: Didn't Vote	31% (222)	32% (226)	16% (112)	15% (108)	4% (31)	1% (10)	708
4-Region: Northeast	24% (99)	32% (132)	24% (98)	11% (44)	8% (33)	— (1)	406
4-Region: Midwest	21% (103)	37% (179)	23% (108)	12% (60)	6% (29)	— (0)	479
4-Region: South	26% (213)	39% (320)	15% (126)	13% (109)	6% (45)	1% (10)	823
4-Region: West	22% (113)	38% (198)	19% (97)	13% (68)	7% (34)	1% (6)	517

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

Table BRD2_6: Please indicate if you have a favorable or unfavorable view of each of the following.
 Calvin Klein

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	21% (472)	37% (814)	12% (261)	6% (123)	24% (537)	1% (19)	2225
Gender: Male	19% (199)	35% (374)	14% (147)	7% (72)	25% (268)	1% (10)	1071
Gender: Female	24% (273)	38% (440)	10% (113)	4% (51)	23% (268)	1% (9)	1154
Age: 18-29	36% (184)	29% (147)	11% (58)	8% (41)	16% (83)	1% (3)	517
Age: 30-44	25% (130)	36% (190)	12% (63)	6% (30)	20% (106)	2% (11)	529
Age: 45-54	19% (79)	37% (153)	10% (41)	6% (24)	27% (111)	1% (3)	410
Age: 55-64	10% (38)	38% (138)	15% (54)	4% (13)	33% (123)	— (1)	367
Age: 65+	10% (42)	46% (186)	11% (44)	4% (15)	28% (114)	— (0)	402
PID: Dem (no lean)	25% (177)	39% (270)	11% (77)	4% (29)	21% (146)	— (1)	700
PID: Ind (no lean)	19% (157)	33% (278)	13% (111)	7% (60)	26% (215)	2% (17)	839
PID: Rep (no lean)	20% (137)	39% (267)	11% (73)	5% (34)	26% (175)	— (0)	686
PID/Gender: Dem Men	22% (75)	36% (121)	15% (50)	5% (17)	22% (73)	— (1)	336
PID/Gender: Dem Women	28% (103)	41% (149)	7% (27)	3% (12)	20% (73)	— (0)	363
PID/Gender: Ind Men	16% (63)	34% (130)	13% (52)	9% (34)	25% (98)	2% (8)	385
PID/Gender: Ind Women	21% (95)	33% (148)	13% (59)	6% (26)	26% (117)	2% (9)	454
PID/Gender: Rep Men	18% (62)	35% (123)	13% (46)	6% (21)	28% (98)	— (0)	350
PID/Gender: Rep Women	22% (75)	43% (144)	8% (27)	4% (13)	23% (78)	— (0)	337
Tea Party: Supporter	28% (165)	36% (213)	13% (74)	6% (38)	16% (97)	1% (4)	591
Tea Party: Not Supporter	19% (305)	37% (597)	11% (187)	5% (85)	27% (436)	1% (15)	1625
Ideo: Liberal (1-3)	29% (194)	37% (244)	10% (66)	5% (33)	19% (126)	1% (6)	668
Ideo: Moderate (4)	19% (101)	38% (208)	13% (70)	6% (31)	24% (127)	1% (4)	540
Ideo: Conservative (5-7)	15% (108)	40% (289)	12% (87)	6% (43)	27% (195)	— (2)	724
Educ: < College	23% (371)	35% (549)	11% (179)	6% (101)	23% (367)	1% (17)	1584
Educ: Bachelors degree	15% (62)	41% (171)	14% (58)	3% (14)	27% (114)	— (1)	420
Educ: Post-grad	18% (39)	42% (94)	11% (24)	3% (7)	25% (56)	— (0)	221
Income: Under 50k	24% (317)	33% (434)	12% (160)	7% (89)	23% (309)	1% (16)	1324
Income: 50k-100k	16% (102)	43% (271)	11% (69)	4% (24)	26% (165)	— (2)	632
Income: 100k+	20% (53)	41% (109)	12% (32)	4% (10)	24% (63)	— (1)	269

Continued on next page

Table BRD2_6: Please indicate if you have a favorable or unfavorable view of each of the following.

Calvin Klein

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	21% (472)	37% (814)	12% (261)	6% (123)	24% (537)	1% (19)	2225
Ethnicity: White	18% (326)	38% (667)	13% (222)	5% (83)	26% (463)	1% (10)	1769
Ethnicity: Hispanic	37% (124)	36% (121)	9% (30)	6% (19)	10% (32)	2% (6)	333
Ethnicity: Afr. Am.	34% (94)	31% (85)	8% (22)	11% (30)	14% (37)	1% (4)	272
Ethnicity: Other	29% (53)	34% (62)	9% (17)	6% (11)	20% (37)	3% (5)	184
Relig: Protestant	15% (71)	41% (196)	14% (67)	4% (19)	27% (129)	— (0)	483
Relig: Roman Catholic	26% (114)	38% (168)	11% (50)	4% (18)	20% (88)	1% (3)	441
Relig: Ath./Agn./None	20% (131)	34% (224)	11% (73)	7% (49)	26% (174)	1% (8)	659
Relig: Something Else	23% (83)	36% (130)	8% (29)	6% (22)	25% (90)	2% (6)	360
Relig: Evangelical	24% (145)	35% (217)	14% (88)	5% (30)	21% (128)	1% (4)	612
Relig: Non-Evang. Catholics	19% (112)	41% (241)	12% (69)	4% (22)	24% (144)	— (1)	590
Relig: All Christian	21% (257)	38% (458)	13% (158)	4% (52)	23% (272)	— (4)	1202
Relig: All Non-Christian	21% (214)	35% (354)	10% (103)	7% (70)	26% (264)	1% (14)	1020
Community: Urban	26% (151)	37% (218)	8% (49)	6% (37)	21% (121)	2% (10)	586
Community: Suburban	19% (191)	38% (379)	12% (119)	5% (54)	25% (252)	— (3)	997
Community: Rural	20% (130)	34% (218)	14% (93)	5% (32)	26% (164)	1% (6)	642
Employ: Private Sector	19% (124)	41% (269)	11% (69)	5% (33)	23% (151)	1% (5)	650
Employ: Government	29% (46)	36% (56)	13% (20)	7% (11)	15% (24)	— (0)	157
Employ: Self-Employed	25% (53)	34% (72)	11% (23)	8% (16)	19% (41)	3% (5)	209
Employ: Homemaker	18% (34)	38% (72)	15% (29)	5% (9)	23% (44)	1% (2)	191
Employ: Student	37% (45)	28% (34)	12% (15)	5% (6)	17% (21)	2% (2)	122
Employ: Retired	13% (62)	41% (192)	11% (52)	5% (25)	30% (140)	— (0)	472
Employ: Unemployed	25% (51)	31% (63)	11% (22)	6% (11)	26% (53)	1% (2)	202
Employ: Other	26% (58)	25% (55)	14% (32)	5% (12)	29% (64)	1% (2)	221
Job Type: White-collar	20% (141)	43% (308)	10% (73)	4% (25)	23% (163)	1% (4)	714
Job Type: Blue-collar	19% (189)	35% (347)	14% (143)	6% (61)	24% (238)	1% (6)	983
Job Type: Don't Know	27% (143)	30% (159)	8% (45)	7% (36)	26% (136)	2% (9)	528
Military HH: Yes	22% (99)	36% (163)	11% (50)	7% (30)	23% (105)	1% (4)	451
Military HH: No	21% (373)	37% (651)	12% (211)	5% (93)	24% (431)	1% (15)	1774

Continued on next page

Table BRD2_6: Please indicate if you have a favorable or unfavorable view of each of the following.
 Calvin Klein

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	21% (472)	37% (814)	12% (261)	6% (123)	24% (537)	1% (19)	2225
2016 Vote: Democrat Hillary Clinton	21% (157)	41% (305)	12% (86)	5% (36)	21% (155)	— (0)	739
2016 Vote: Republican Donald Trump	17% (127)	39% (296)	12% (94)	6% (46)	25% (192)	— (3)	758
2016 Vote: Someone else	17% (28)	26% (43)	10% (17)	5% (8)	41% (67)	— (1)	163
2012 Vote: Barack Obama	22% (178)	39% (310)	12% (94)	5% (43)	22% (175)	— (1)	801
2012 Vote: Mitt Romney	13% (81)	41% (249)	11% (70)	5% (31)	29% (178)	— (2)	610
2012 Vote: Other	5% (5)	39% (39)	12% (13)	5% (6)	35% (35)	3% (3)	101
2012 Vote: Didn't Vote	29% (208)	30% (214)	11% (81)	6% (44)	21% (148)	2% (12)	708
4-Region: Northeast	21% (86)	38% (153)	12% (49)	5% (20)	24% (97)	1% (2)	406
4-Region: Midwest	14% (66)	39% (187)	14% (68)	6% (30)	27% (128)	— (0)	479
4-Region: South	25% (206)	35% (291)	12% (96)	5% (42)	22% (180)	1% (9)	823
4-Region: West	22% (115)	36% (184)	9% (48)	6% (31)	26% (132)	1% (7)	517

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

Table BRD2_7: Please indicate if you have a favorable or unfavorable view of each of the following.
Pantene

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (564)	39% (863)	7% (156)	3% (77)	22% (483)	4% (83)	2225
Gender: Male	19% (207)	33% (354)	8% (86)	4% (39)	30% (321)	6% (65)	1071
Gender: Female	31% (357)	44% (509)	6% (70)	3% (38)	14% (161)	2% (18)	1154
Age: 18-29	35% (180)	32% (167)	6% (30)	6% (32)	16% (83)	5% (25)	517
Age: 30-44	29% (152)	39% (204)	8% (42)	4% (19)	17% (88)	4% (23)	529
Age: 45-54	24% (97)	41% (167)	8% (33)	2% (8)	23% (96)	2% (9)	410
Age: 55-64	18% (68)	40% (147)	7% (25)	2% (8)	30% (109)	3% (11)	367
Age: 65+	17% (67)	44% (178)	6% (25)	2% (9)	26% (106)	4% (16)	402
PID: Dem (no lean)	28% (195)	40% (277)	8% (58)	2% (15)	20% (142)	2% (13)	700
PID: Ind (no lean)	22% (185)	38% (320)	7% (55)	5% (43)	23% (192)	5% (43)	839
PID: Rep (no lean)	27% (183)	39% (266)	6% (43)	3% (19)	22% (149)	4% (27)	686
PID/Gender: Dem Men	23% (79)	34% (114)	10% (32)	1% (5)	28% (95)	4% (12)	336
PID/Gender: Dem Women	32% (116)	45% (163)	7% (26)	3% (10)	13% (47)	— (1)	363
PID/Gender: Ind Men	15% (58)	32% (123)	8% (29)	6% (23)	31% (120)	8% (32)	385
PID/Gender: Ind Women	28% (128)	43% (197)	6% (26)	4% (20)	16% (72)	2% (11)	454
PID/Gender: Rep Men	20% (70)	34% (117)	7% (24)	3% (11)	31% (107)	6% (20)	350
PID/Gender: Rep Women	34% (113)	44% (149)	5% (18)	3% (8)	12% (42)	2% (6)	337
Tea Party: Supporter	33% (197)	37% (216)	8% (46)	4% (24)	15% (90)	3% (19)	591
Tea Party: Not Supporter	22% (364)	40% (644)	7% (110)	3% (53)	24% (390)	4% (64)	1625
Ideo: Liberal (1-3)	28% (190)	37% (245)	7% (44)	4% (24)	21% (142)	3% (23)	668
Ideo: Moderate (4)	22% (119)	42% (229)	9% (46)	3% (14)	20% (110)	4% (21)	540
Ideo: Conservative (5-7)	23% (164)	40% (291)	7% (52)	3% (23)	23% (170)	3% (24)	724
Educ: < College	28% (444)	38% (595)	7% (113)	4% (60)	19% (307)	4% (64)	1584
Educ: Bachelors degree	18% (78)	41% (173)	6% (27)	3% (11)	28% (119)	3% (12)	420
Educ: Post-grad	19% (42)	43% (95)	7% (15)	3% (6)	26% (57)	3% (6)	221
Income: Under 50k	28% (377)	36% (474)	7% (99)	4% (52)	20% (268)	4% (56)	1324
Income: 50k-100k	21% (133)	44% (279)	6% (40)	3% (19)	22% (142)	3% (18)	632
Income: 100k+	20% (54)	41% (111)	6% (17)	2% (6)	27% (73)	3% (9)	269

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Table BRD2_7: Please indicate if you have a favorable or unfavorable view of each of the following.
 Pantene

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (564)	39% (863)	7% (156)	3% (77)	22% (483)	4% (83)	2225
Ethnicity: White	24% (430)	40% (713)	7% (115)	3% (58)	22% (393)	3% (61)	1769
Ethnicity: Hispanic	39% (131)	36% (120)	5% (17)	6% (19)	10% (34)	4% (12)	333
Ethnicity: Afr. Am.	30% (82)	32% (86)	10% (28)	3% (9)	20% (54)	5% (13)	272
Ethnicity: Other	28% (52)	35% (65)	7% (12)	5% (10)	20% (36)	5% (9)	184
Relig: Protestant	23% (113)	43% (207)	5% (22)	2% (11)	24% (116)	3% (13)	483
Relig: Roman Catholic	29% (127)	41% (181)	7% (29)	2% (10)	20% (88)	1% (6)	441
Relig: Ath./Agn./None	21% (138)	36% (237)	8% (50)	4% (24)	26% (171)	6% (41)	659
Relig: Something Else	29% (104)	36% (128)	8% (28)	6% (20)	19% (70)	3% (10)	360
Relig: Evangelical	30% (182)	39% (239)	8% (48)	3% (21)	17% (103)	3% (19)	612
Relig: Non-Evang. Catholics	24% (141)	44% (257)	5% (30)	2% (12)	23% (138)	2% (13)	590
Relig: All Christian	27% (322)	41% (496)	6% (78)	3% (33)	20% (241)	3% (32)	1202
Relig: All Non-Christian	24% (241)	36% (365)	8% (78)	4% (44)	24% (241)	5% (51)	1020
Community: Urban	25% (147)	38% (224)	8% (48)	3% (19)	21% (123)	4% (24)	586
Community: Suburban	24% (237)	39% (389)	6% (61)	4% (40)	24% (242)	3% (29)	997
Community: Rural	28% (180)	39% (250)	7% (47)	3% (18)	18% (118)	5% (29)	642
Employ: Private Sector	23% (151)	42% (276)	7% (43)	3% (23)	22% (144)	2% (14)	650
Employ: Government	31% (49)	37% (58)	7% (11)	6% (9)	16% (25)	3% (5)	157
Employ: Self-Employed	20% (42)	39% (82)	9% (19)	3% (7)	24% (49)	5% (10)	209
Employ: Homemaker	34% (65)	44% (83)	8% (15)	1% (2)	11% (21)	2% (3)	191
Employ: Student	31% (38)	31% (38)	9% (12)	5% (6)	15% (18)	9% (11)	122
Employ: Retired	21% (97)	40% (190)	6% (30)	3% (13)	26% (121)	4% (21)	472
Employ: Unemployed	28% (56)	28% (57)	8% (16)	3% (6)	26% (52)	7% (14)	202
Employ: Other	30% (66)	36% (79)	5% (10)	5% (10)	23% (51)	2% (5)	221
Job Type: White-collar	23% (166)	41% (295)	7% (49)	2% (17)	23% (164)	3% (22)	714
Job Type: Blue-collar	24% (234)	41% (408)	8% (75)	4% (37)	21% (204)	3% (26)	983
Job Type: Don't Know	31% (164)	30% (161)	6% (31)	4% (23)	22% (115)	6% (34)	528
Military HH: Yes	30% (133)	36% (162)	6% (28)	3% (15)	22% (99)	3% (15)	451
Military HH: No	24% (431)	40% (702)	7% (128)	4% (62)	22% (384)	4% (68)	1774

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Table BRD2_7: Please indicate if you have a favorable or unfavorable view of each of the following.

Pantene

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (564)	39% (863)	7% (156)	3% (77)	22% (483)	4% (83)	2225
2016 Vote: Democrat Hillary Clinton	24% (179)	41% (303)	9% (69)	3% (23)	20% (151)	2% (15)	739
2016 Vote: Republican Donald Trump	23% (178)	39% (298)	6% (48)	3% (24)	24% (180)	4% (31)	758
2016 Vote: Someone else	16% (27)	39% (63)	5% (9)	3% (5)	33% (53)	4% (7)	163
2012 Vote: Barack Obama	25% (199)	39% (310)	9% (70)	3% (23)	23% (182)	2% (17)	801
2012 Vote: Mitt Romney	20% (125)	43% (260)	6% (34)	3% (19)	25% (151)	3% (21)	610
2012 Vote: Other	20% (20)	39% (39)	4% (4)	5% (5)	30% (30)	2% (2)	101
2012 Vote: Didn't Vote	31% (219)	35% (251)	7% (47)	4% (30)	17% (119)	6% (42)	708
4-Region: Northeast	24% (99)	42% (171)	5% (21)	2% (10)	24% (97)	2% (9)	406
4-Region: Midwest	19% (92)	41% (198)	10% (48)	4% (19)	23% (108)	3% (14)	479
4-Region: South	29% (237)	38% (313)	7% (55)	4% (32)	19% (153)	4% (34)	823
4-Region: West	26% (135)	35% (182)	6% (31)	3% (17)	24% (124)	5% (26)	517

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

Table BRD2_8: Please indicate if you have a favorable or unfavorable view of each of the following.

Nike

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	35% (778)	39% (872)	9% (195)	4% (85)	13% (281)	1% (15)	2225
Gender: Male	34% (362)	37% (395)	11% (120)	5% (54)	12% (134)	1% (6)	1071
Gender: Female	36% (416)	41% (476)	7% (75)	3% (30)	13% (148)	1% (9)	1154
Age: 18-29	54% (278)	25% (132)	7% (35)	5% (26)	9% (45)	— (1)	517
Age: 30-44	43% (229)	36% (190)	6% (32)	4% (19)	10% (51)	1% (7)	529
Age: 45-54	32% (129)	47% (193)	6% (25)	3% (14)	11% (45)	1% (3)	410
Age: 55-64	18% (67)	44% (163)	15% (55)	5% (17)	16% (60)	1% (4)	367
Age: 65+	18% (73)	48% (193)	12% (47)	2% (9)	20% (80)	— (0)	402
PID: Dem (no lean)	38% (269)	41% (286)	7% (51)	3% (21)	10% (73)	— (1)	700
PID: Ind (no lean)	33% (278)	36% (303)	9% (77)	5% (44)	15% (126)	1% (11)	839
PID: Rep (no lean)	34% (231)	41% (283)	10% (67)	3% (20)	12% (83)	— (3)	686
PID/Gender: Dem Men	39% (130)	37% (125)	10% (32)	4% (13)	11% (36)	— (1)	336
PID/Gender: Dem Women	38% (139)	44% (161)	5% (19)	2% (8)	10% (37)	— (0)	363
PID/Gender: Ind Men	32% (123)	33% (128)	12% (47)	7% (26)	14% (56)	1% (5)	385
PID/Gender: Ind Women	34% (155)	38% (174)	7% (30)	4% (19)	16% (70)	1% (6)	454
PID/Gender: Rep Men	31% (109)	41% (142)	12% (40)	5% (16)	12% (42)	— (0)	350
PID/Gender: Rep Women	36% (122)	42% (141)	8% (27)	1% (4)	12% (40)	1% (3)	337
Tea Party: Supporter	43% (252)	34% (200)	10% (61)	4% (25)	8% (50)	1% (3)	591
Tea Party: Not Supporter	32% (524)	41% (669)	8% (132)	4% (59)	14% (228)	1% (12)	1625
Ideo: Liberal (1-3)	42% (278)	36% (239)	8% (56)	5% (31)	10% (64)	— (1)	668
Ideo: Moderate (4)	31% (168)	42% (226)	10% (54)	2% (12)	14% (74)	1% (6)	540
Ideo: Conservative (5-7)	29% (211)	42% (307)	11% (79)	4% (31)	13% (95)	— (1)	724
Educ: < College	38% (602)	36% (574)	8% (120)	4% (65)	13% (210)	1% (13)	1584
Educ: Bachelors degree	27% (115)	48% (203)	11% (48)	3% (12)	10% (41)	— (2)	420
Educ: Post-grad	27% (60)	43% (95)	12% (27)	4% (8)	14% (31)	— (0)	221
Income: Under 50k	38% (509)	36% (472)	8% (100)	4% (55)	14% (179)	1% (8)	1324
Income: 50k-100k	29% (181)	44% (278)	11% (71)	3% (18)	12% (78)	1% (6)	632
Income: 100k+	32% (87)	45% (121)	9% (24)	4% (12)	9% (24)	— (1)	269

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Table BRD2_8: Please indicate if you have a favorable or unfavorable view of each of the following.

Nike

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	35% (778)	39% (872)	9% (195)	4% (85)	13% (281)	1% (15)	2225
Ethnicity: White	31% (549)	41% (732)	10% (172)	4% (63)	14% (243)	1% (10)	1769
Ethnicity: Hispanic	58% (192)	28% (92)	3% (8)	6% (19)	5% (18)	1% (3)	333
Ethnicity: Afr. Am.	53% (145)	31% (84)	4% (10)	4% (11)	8% (21)	— (1)	272
Ethnicity: Other	45% (83)	30% (56)	7% (12)	6% (11)	10% (18)	2% (4)	184
Relig: Protestant	26% (127)	45% (218)	11% (52)	5% (25)	12% (60)	— (0)	483
Relig: Roman Catholic	42% (184)	37% (165)	9% (42)	2% (9)	9% (40)	— (2)	441
Relig: Ath./Agn./None	34% (224)	37% (246)	8% (53)	4% (27)	15% (99)	2% (11)	659
Relig: Something Else	36% (130)	38% (136)	8% (30)	5% (19)	12% (44)	1% (2)	360
Relig: Evangelical	38% (230)	39% (236)	7% (45)	3% (21)	13% (77)	— (2)	612
Relig: Non-Evang. Catholics	33% (192)	43% (252)	11% (67)	3% (18)	10% (61)	— (0)	590
Relig: All Christian	35% (422)	41% (488)	9% (112)	3% (39)	11% (138)	— (2)	1202
Relig: All Non-Christian	35% (354)	37% (382)	8% (82)	4% (45)	14% (144)	1% (13)	1020
Community: Urban	39% (230)	37% (216)	7% (43)	4% (23)	12% (68)	1% (5)	586
Community: Suburban	33% (324)	40% (403)	9% (87)	4% (38)	14% (143)	— (3)	997
Community: Rural	35% (223)	39% (253)	10% (64)	4% (24)	11% (70)	1% (8)	642
Employ: Private Sector	36% (235)	41% (266)	8% (54)	3% (22)	10% (66)	1% (7)	650
Employ: Government	39% (61)	36% (57)	14% (22)	3% (5)	7% (12)	— (0)	157
Employ: Self-Employed	31% (64)	41% (87)	11% (24)	5% (11)	9% (19)	2% (4)	209
Employ: Homemaker	38% (73)	45% (85)	4% (7)	3% (6)	10% (20)	— (1)	191
Employ: Student	56% (68)	20% (25)	11% (13)	4% (5)	8% (9)	1% (1)	122
Employ: Retired	22% (104)	45% (214)	11% (52)	3% (12)	19% (90)	— (0)	472
Employ: Unemployed	41% (83)	29% (59)	6% (12)	5% (10)	19% (38)	— (1)	202
Employ: Other	40% (90)	36% (79)	5% (11)	6% (13)	13% (28)	— (1)	221
Job Type: White-collar	30% (213)	45% (319)	10% (71)	3% (23)	12% (86)	— (2)	714
Job Type: Blue-collar	34% (331)	40% (396)	10% (100)	4% (38)	11% (113)	1% (6)	983
Job Type: Don't Know	44% (235)	30% (156)	5% (24)	4% (23)	16% (83)	1% (7)	528
Military HH: Yes	35% (158)	40% (182)	9% (39)	5% (22)	10% (43)	1% (6)	451
Military HH: No	35% (620)	39% (689)	9% (156)	4% (63)	13% (238)	— (9)	1774

Continued on next page

Table BRD2_8: Please indicate if you have a favorable or unfavorable view of each of the following.*Nike*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	35% (778)	39% (872)	9% (195)	4% (85)	13% (281)	1% (15)	2225
2016 Vote: Democrat Hillary Clinton	34% (253)	42% (309)	9% (68)	3% (26)	11% (84)	— (0)	739
2016 Vote: Republican Donald Trump	30% (230)	41% (312)	9% (71)	4% (32)	14% (106)	1% (7)	758
2016 Vote: Someone else	24% (39)	39% (64)	11% (19)	5% (9)	20% (33)	— (0)	163
2012 Vote: Barack Obama	35% (283)	40% (319)	9% (74)	4% (32)	11% (91)	— (2)	801
2012 Vote: Mitt Romney	24% (144)	46% (282)	11% (66)	4% (22)	15% (91)	1% (4)	610
2012 Vote: Other	14% (14)	50% (51)	11% (11)	4% (5)	18% (18)	2% (3)	101
2012 Vote: Didn't Vote	47% (336)	31% (217)	6% (41)	4% (27)	11% (81)	1% (6)	708
4-Region: Northeast	33% (135)	41% (167)	8% (32)	2% (9)	15% (63)	— (1)	406
4-Region: Midwest	29% (141)	42% (201)	13% (65)	4% (17)	12% (56)	— (0)	479
4-Region: South	38% (315)	39% (323)	6% (52)	4% (30)	11% (94)	1% (9)	823
4-Region: West	36% (187)	35% (180)	9% (46)	6% (28)	13% (69)	1% (6)	517

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

Table BRD3_1: How likely are you to purchase goods or services from the following companies?
Capital One

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	21% (475)	23% (505)	23% (522)	24% (536)	8% (186)	2225
Gender: Male	25% (263)	22% (240)	23% (247)	23% (244)	7% (78)	1071
Gender: Female	18% (212)	23% (265)	24% (275)	25% (292)	9% (109)	1154
Age: 18-29	19% (98)	22% (114)	24% (123)	28% (142)	8% (39)	517
Age: 30-44	28% (147)	25% (132)	20% (105)	21% (110)	7% (35)	529
Age: 45-54	18% (76)	25% (101)	26% (106)	21% (86)	10% (40)	410
Age: 55-64	20% (73)	21% (78)	24% (89)	24% (87)	11% (40)	367
Age: 65+	20% (81)	20% (80)	24% (98)	28% (111)	8% (31)	402
PID: Dem (no lean)	24% (167)	21% (146)	25% (172)	24% (166)	7% (48)	700
PID: Ind (no lean)	18% (148)	23% (189)	25% (207)	26% (215)	10% (81)	839
PID: Rep (no lean)	23% (161)	25% (170)	21% (143)	23% (155)	8% (57)	686
PID/Gender: Dem Men	29% (97)	19% (64)	26% (87)	20% (67)	6% (21)	336
PID/Gender: Dem Women	19% (69)	23% (82)	24% (86)	27% (99)	8% (28)	363
PID/Gender: Ind Men	18% (67)	23% (87)	24% (94)	27% (102)	9% (35)	385
PID/Gender: Ind Women	18% (80)	23% (102)	25% (113)	25% (113)	10% (46)	454
PID/Gender: Rep Men	28% (98)	25% (89)	19% (67)	21% (75)	6% (22)	350
PID/Gender: Rep Women	19% (63)	24% (81)	23% (77)	24% (81)	10% (35)	337
Tea Party: Supporter	29% (174)	24% (143)	21% (122)	20% (120)	5% (32)	591
Tea Party: Not Supporter	18% (299)	22% (362)	25% (400)	25% (414)	9% (151)	1625
Ideo: Liberal (1-3)	25% (168)	23% (156)	22% (145)	24% (159)	6% (41)	668
Ideo: Moderate (4)	22% (118)	24% (131)	26% (138)	21% (114)	7% (40)	540
Ideo: Conservative (5-7)	20% (148)	23% (165)	25% (179)	23% (170)	9% (63)	724
Educ: < College	21% (330)	21% (331)	23% (369)	26% (407)	9% (147)	1584
Educ: Bachelors degree	23% (95)	28% (118)	24% (103)	18% (78)	6% (26)	420
Educ: Post-grad	22% (50)	26% (56)	23% (50)	23% (52)	6% (13)	221
Income: Under 50k	21% (276)	20% (268)	23% (304)	26% (347)	10% (129)	1324
Income: 50k-100k	21% (131)	28% (174)	23% (145)	22% (139)	7% (42)	632
Income: 100k+	25% (68)	24% (64)	27% (72)	19% (50)	6% (15)	269

Continued on next page

Table BRD3_1: How likely are you to purchase goods or services from the following companies?
Capital One

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	21% (475)	23% (505)	23% (522)	24% (536)	8% (186)	2225
Ethnicity: White	20% (359)	22% (390)	24% (423)	25% (447)	9% (151)	1769
Ethnicity: Hispanic	32% (106)	29% (96)	17% (55)	18% (58)	5% (17)	333
Ethnicity: Afr. Am.	27% (74)	26% (70)	24% (64)	18% (48)	6% (16)	272
Ethnicity: Other	23% (42)	25% (46)	19% (35)	22% (41)	11% (20)	184
Relig: Protestant	20% (95)	23% (111)	25% (121)	24% (116)	8% (39)	483
Relig: Roman Catholic	29% (126)	25% (110)	21% (94)	19% (85)	6% (26)	441
Relig: Ath./Agn./None	18% (119)	23% (154)	23% (151)	27% (177)	9% (58)	659
Relig: Something Else	21% (75)	20% (72)	23% (82)	28% (99)	9% (32)	360
Relig: Evangelical	22% (133)	23% (140)	24% (147)	22% (133)	10% (58)	612
Relig: Non-Evang. Catholics	25% (148)	24% (139)	24% (141)	21% (124)	6% (37)	590
Relig: All Christian	23% (281)	23% (279)	24% (289)	21% (257)	8% (96)	1202
Relig: All Non-Christian	19% (194)	22% (226)	23% (233)	27% (277)	9% (89)	1020
Community: Urban	24% (141)	23% (135)	22% (130)	22% (127)	9% (53)	586
Community: Suburban	19% (187)	24% (243)	24% (244)	25% (253)	7% (71)	997
Community: Rural	23% (147)	20% (127)	23% (148)	24% (157)	10% (63)	642
Employ: Private Sector	24% (155)	28% (182)	23% (147)	20% (130)	6% (36)	650
Employ: Government	30% (47)	24% (37)	22% (34)	19% (30)	5% (8)	157
Employ: Self-Employed	21% (44)	28% (58)	22% (47)	23% (48)	6% (12)	209
Employ: Homemaker	17% (32)	19% (37)	27% (52)	29% (55)	8% (15)	191
Employ: Student	14% (18)	21% (26)	22% (27)	32% (39)	11% (13)	122
Employ: Retired	21% (98)	18% (87)	26% (125)	27% (127)	8% (36)	472
Employ: Unemployed	16% (33)	17% (34)	21% (42)	32% (65)	13% (27)	202
Employ: Other	21% (47)	20% (43)	22% (49)	20% (43)	17% (39)	221
Job Type: White-collar	24% (173)	27% (194)	23% (165)	20% (142)	6% (40)	714
Job Type: Blue-collar	21% (209)	20% (196)	26% (254)	25% (246)	8% (79)	983
Job Type: Don't Know	18% (94)	22% (116)	19% (103)	28% (148)	13% (68)	528
Military HH: Yes	25% (111)	20% (92)	23% (102)	24% (107)	8% (38)	451
Military HH: No	20% (364)	23% (413)	24% (420)	24% (430)	8% (148)	1774

Continued on next page

Table BRD3_1: How likely are you to purchase goods or services from the following companies?

Capital One

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	21% (475)	23% (505)	23% (522)	24% (536)	8% (186)	2225
2016 Vote: Democrat Hillary Clinton	23% (172)	23% (173)	24% (176)	23% (170)	7% (49)	739
2016 Vote: Republican Donald Trump	22% (166)	24% (179)	24% (181)	23% (172)	8% (61)	758
2016 Vote: Someone else	14% (23)	31% (50)	19% (30)	31% (51)	5% (9)	163
2012 Vote: Barack Obama	24% (189)	25% (197)	23% (187)	23% (187)	5% (41)	801
2012 Vote: Mitt Romney	21% (130)	23% (140)	23% (139)	23% (141)	10% (60)	610
2012 Vote: Other	19% (20)	30% (31)	20% (20)	21% (21)	10% (10)	101
2012 Vote: Didn't Vote	19% (136)	19% (137)	25% (175)	26% (186)	11% (75)	708
4-Region: Northeast	25% (100)	23% (92)	23% (93)	21% (86)	8% (34)	406
4-Region: Midwest	16% (76)	23% (108)	26% (124)	29% (137)	7% (33)	479
4-Region: South	22% (185)	22% (184)	24% (198)	22% (183)	9% (73)	823
4-Region: West	22% (114)	23% (121)	21% (106)	25% (130)	9% (45)	517

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

Table BRD3_2: How likely are you to purchase goods or services from the following companies?

Aveeno

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	28% (614)	31% (698)	18% (392)	16% (349)	8% (173)	2225
Gender: Male	20% (211)	27% (289)	20% (213)	22% (241)	11% (118)	1071
Gender: Female	35% (403)	35% (408)	16% (179)	9% (108)	5% (55)	1154
Age: 18-29	34% (174)	30% (153)	14% (73)	16% (82)	7% (34)	517
Age: 30-44	35% (184)	32% (172)	15% (81)	10% (55)	7% (37)	529
Age: 45-54	28% (115)	38% (155)	15% (59)	11% (43)	9% (37)	410
Age: 55-64	20% (72)	22% (82)	23% (84)	26% (95)	9% (33)	367
Age: 65+	17% (69)	34% (135)	23% (93)	18% (74)	8% (31)	402
PID: Dem (no lean)	29% (204)	33% (233)	17% (117)	15% (102)	6% (43)	700
PID: Ind (no lean)	25% (212)	30% (254)	20% (164)	16% (135)	9% (72)	839
PID: Rep (no lean)	29% (198)	31% (210)	16% (110)	16% (111)	8% (58)	686
PID/Gender: Dem Men	25% (85)	27% (91)	19% (64)	18% (61)	11% (35)	336
PID/Gender: Dem Women	33% (119)	39% (142)	15% (54)	11% (42)	2% (7)	363
PID/Gender: Ind Men	16% (63)	26% (102)	22% (85)	24% (93)	11% (42)	385
PID/Gender: Ind Women	33% (149)	34% (153)	17% (79)	9% (42)	7% (30)	454
PID/Gender: Rep Men	18% (63)	28% (96)	18% (64)	25% (87)	11% (40)	350
PID/Gender: Rep Women	40% (135)	34% (113)	14% (46)	7% (24)	5% (18)	337
Tea Party: Supporter	36% (212)	29% (174)	15% (89)	15% (87)	5% (29)	591
Tea Party: Not Supporter	25% (398)	32% (521)	18% (300)	16% (262)	9% (144)	1625
Ideo: Liberal (1-3)	34% (226)	28% (186)	16% (107)	17% (111)	6% (39)	668
Ideo: Moderate (4)	24% (129)	34% (186)	20% (108)	13% (73)	8% (44)	540
Ideo: Conservative (5-7)	25% (182)	31% (225)	19% (137)	18% (128)	7% (53)	724
Educ: < College	29% (463)	30% (482)	17% (262)	16% (249)	8% (128)	1584
Educ: Bachelors degree	23% (97)	33% (138)	21% (90)	15% (64)	7% (31)	420
Educ: Post-grad	24% (53)	35% (78)	18% (39)	16% (36)	7% (15)	221
Income: Under 50k	30% (395)	29% (390)	17% (225)	15% (204)	8% (110)	1324
Income: 50k-100k	25% (158)	34% (214)	18% (114)	16% (101)	7% (45)	632
Income: 100k+	23% (61)	35% (94)	19% (52)	16% (43)	7% (19)	269

Continued on next page

Table BRD3_2: How likely are you to purchase goods or services from the following companies?

Aveeno

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	28% (614)	31% (698)	18% (392)	16% (349)	8% (173)	2225
Ethnicity: White	26% (462)	31% (556)	18% (325)	16% (289)	8% (137)	1769
Ethnicity: Hispanic	42% (141)	30% (100)	15% (50)	9% (31)	4% (12)	333
Ethnicity: Afr. Am.	33% (90)	33% (90)	13% (35)	13% (36)	8% (21)	272
Ethnicity: Other	34% (62)	28% (51)	17% (31)	13% (24)	8% (15)	184
Relig: Protestant	24% (115)	33% (158)	21% (102)	16% (77)	7% (32)	483
Relig: Roman Catholic	33% (146)	33% (147)	17% (74)	12% (53)	5% (22)	441
Relig: Ath./Agn./None	25% (165)	27% (178)	17% (112)	19% (124)	12% (81)	659
Relig: Something Else	29% (104)	31% (113)	16% (59)	17% (62)	6% (22)	360
Relig: Evangelical	31% (192)	33% (202)	18% (109)	12% (76)	6% (34)	612
Relig: Non-Evang. Catholics	26% (153)	34% (202)	19% (112)	15% (88)	6% (35)	590
Relig: All Christian	29% (344)	34% (404)	18% (220)	14% (163)	6% (70)	1202
Relig: All Non-Christian	26% (269)	29% (291)	17% (171)	18% (186)	10% (103)	1020
Community: Urban	29% (173)	30% (173)	16% (95)	17% (97)	8% (49)	586
Community: Suburban	25% (251)	35% (344)	18% (181)	15% (145)	8% (76)	997
Community: Rural	30% (191)	28% (180)	18% (116)	17% (107)	8% (48)	642
Employ: Private Sector	27% (175)	33% (215)	20% (128)	14% (90)	7% (43)	650
Employ: Government	40% (63)	24% (38)	18% (29)	12% (19)	5% (8)	157
Employ: Self-Employed	26% (54)	33% (69)	17% (35)	17% (35)	7% (15)	209
Employ: Homemaker	45% (85)	30% (57)	11% (22)	10% (18)	4% (9)	191
Employ: Student	26% (32)	33% (41)	16% (20)	13% (16)	11% (14)	122
Employ: Retired	20% (94)	31% (144)	21% (101)	21% (97)	7% (35)	472
Employ: Unemployed	25% (50)	29% (58)	12% (24)	21% (42)	13% (27)	202
Employ: Other	27% (60)	35% (76)	15% (32)	14% (30)	10% (22)	221
Job Type: White-collar	27% (190)	31% (221)	19% (138)	15% (107)	8% (58)	714
Job Type: Blue-collar	29% (282)	32% (316)	18% (176)	15% (148)	6% (61)	983
Job Type: Don't Know	27% (141)	30% (161)	15% (78)	18% (94)	10% (54)	528
Military HH: Yes	35% (158)	27% (122)	16% (72)	14% (63)	8% (36)	451
Military HH: No	26% (456)	32% (575)	18% (320)	16% (286)	8% (137)	1774

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Table BRD3_2: How likely are you to purchase goods or services from the following companies?

Aveeno

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	28% (614)	31% (698)	18% (392)	16% (349)	8% (173)	2225
2016 Vote: Democrat Hillary Clinton	28% (205)	32% (239)	19% (139)	15% (109)	6% (48)	739
2016 Vote: Republican Donald Trump	26% (197)	31% (236)	18% (138)	17% (126)	8% (61)	758
2016 Vote: Someone else	22% (35)	30% (50)	20% (33)	18% (29)	10% (16)	163
2012 Vote: Barack Obama	28% (225)	34% (269)	17% (137)	15% (120)	6% (51)	801
2012 Vote: Mitt Romney	20% (124)	32% (194)	21% (128)	17% (106)	10% (58)	610
2012 Vote: Other	20% (20)	27% (28)	22% (22)	22% (22)	10% (10)	101
2012 Vote: Didn't Vote	34% (244)	29% (207)	15% (103)	14% (100)	8% (54)	708
4-Region: Northeast	25% (102)	34% (139)	15% (63)	19% (76)	7% (27)	406
4-Region: Midwest	22% (105)	33% (160)	20% (94)	17% (81)	8% (40)	479
4-Region: South	32% (268)	29% (241)	16% (128)	15% (126)	7% (61)	823
4-Region: West	27% (140)	31% (159)	21% (107)	13% (66)	9% (45)	517

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

Table BRD3_3: How likely are you to purchase goods or services from the following companies?
Diet Coke

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	23% (521)	17% (382)	20% (444)	36% (805)	3% (73)	2225
Gender: Male	24% (259)	17% (187)	20% (216)	34% (366)	4% (42)	1071
Gender: Female	23% (262)	17% (195)	20% (228)	38% (438)	3% (30)	1154
Age: 18-29	22% (114)	17% (90)	21% (107)	38% (196)	2% (11)	517
Age: 30-44	25% (134)	18% (96)	18% (93)	35% (186)	4% (19)	529
Age: 45-54	26% (106)	15% (63)	22% (89)	32% (133)	5% (20)	410
Age: 55-64	24% (86)	18% (65)	18% (65)	38% (139)	3% (11)	367
Age: 65+	20% (81)	17% (68)	22% (90)	37% (151)	3% (12)	402
PID: Dem (no lean)	25% (176)	18% (129)	21% (148)	32% (227)	3% (19)	700
PID: Ind (no lean)	19% (162)	16% (135)	21% (173)	40% (338)	4% (31)	839
PID: Rep (no lean)	27% (183)	17% (118)	18% (123)	35% (239)	3% (23)	686
PID/Gender: Dem Men	27% (91)	19% (65)	22% (74)	27% (92)	4% (15)	336
PID/Gender: Dem Women	24% (86)	18% (64)	21% (75)	37% (136)	1% (4)	363
PID/Gender: Ind Men	19% (75)	18% (71)	19% (73)	40% (155)	3% (13)	385
PID/Gender: Ind Women	19% (87)	14% (65)	22% (101)	40% (184)	4% (18)	454
PID/Gender: Rep Men	27% (94)	15% (51)	20% (70)	34% (120)	4% (15)	350
PID/Gender: Rep Women	27% (89)	20% (67)	16% (53)	35% (119)	3% (8)	337
Tea Party: Supporter	27% (159)	20% (116)	20% (116)	32% (191)	2% (9)	591
Tea Party: Not Supporter	22% (362)	16% (265)	20% (326)	38% (612)	4% (61)	1625
Ideo: Liberal (1-3)	27% (177)	19% (127)	18% (123)	33% (222)	3% (20)	668
Ideo: Moderate (4)	21% (114)	17% (91)	24% (131)	35% (189)	3% (15)	540
Ideo: Conservative (5-7)	24% (173)	16% (114)	18% (133)	39% (286)	2% (18)	724
Educ: < College	22% (355)	17% (264)	20% (313)	37% (592)	4% (60)	1584
Educ: Bachelors degree	24% (99)	18% (78)	22% (92)	34% (141)	2% (10)	420
Educ: Post-grad	30% (67)	18% (40)	18% (39)	32% (72)	1% (3)	221
Income: Under 50k	23% (307)	17% (222)	20% (262)	36% (476)	4% (57)	1324
Income: 50k-100k	20% (126)	18% (116)	20% (128)	40% (252)	2% (10)	632
Income: 100k+	33% (88)	16% (44)	20% (54)	28% (76)	2% (6)	269

Continued on next page

Table BRD3_3: How likely are you to purchase goods or services from the following companies?
 Diet Coke

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	23% (521)	17% (382)	20% (444)	36% (805)	3% (73)	2225
Ethnicity: White	24% (426)	17% (297)	19% (343)	37% (649)	3% (54)	1769
Ethnicity: Hispanic	25% (84)	21% (69)	18% (61)	32% (106)	4% (13)	333
Ethnicity: Afr. Am.	19% (52)	21% (56)	23% (64)	33% (89)	4% (10)	272
Ethnicity: Other	23% (43)	16% (29)	20% (38)	36% (66)	5% (9)	184
Relig: Protestant	25% (123)	19% (91)	21% (101)	32% (156)	3% (13)	483
Relig: Roman Catholic	26% (117)	21% (93)	21% (92)	26% (116)	5% (23)	441
Relig: Ath./Agn./None	21% (139)	15% (101)	18% (121)	42% (275)	4% (24)	659
Relig: Something Else	19% (70)	16% (57)	21% (74)	41% (149)	3% (11)	360
Relig: Evangelical	29% (174)	17% (102)	19% (116)	33% (204)	3% (16)	612
Relig: Non-Evang. Catholics	23% (138)	20% (120)	23% (134)	30% (175)	4% (23)	590
Relig: All Christian	26% (313)	19% (222)	21% (249)	32% (379)	3% (38)	1202
Relig: All Non-Christian	20% (209)	16% (158)	19% (195)	42% (423)	3% (34)	1020
Community: Urban	24% (143)	19% (112)	18% (106)	35% (203)	4% (22)	586
Community: Suburban	23% (232)	16% (162)	21% (212)	36% (363)	3% (29)	997
Community: Rural	23% (147)	17% (108)	20% (127)	37% (239)	3% (22)	642
Employ: Private Sector	26% (170)	20% (130)	16% (105)	35% (226)	3% (20)	650
Employ: Government	29% (46)	20% (32)	16% (25)	34% (54)	— (0)	157
Employ: Self-Employed	21% (45)	14% (30)	21% (43)	39% (83)	5% (9)	209
Employ: Homemaker	26% (50)	16% (30)	21% (39)	34% (66)	3% (5)	191
Employ: Student	23% (28)	12% (15)	30% (37)	31% (38)	4% (4)	122
Employ: Retired	23% (107)	18% (85)	21% (98)	36% (171)	2% (10)	472
Employ: Unemployed	16% (33)	13% (26)	20% (40)	47% (95)	4% (9)	202
Employ: Other	19% (42)	16% (35)	26% (57)	33% (72)	7% (15)	221
Job Type: White-collar	26% (182)	20% (140)	22% (156)	30% (216)	3% (19)	714
Job Type: Blue-collar	23% (227)	15% (149)	20% (196)	39% (385)	3% (27)	983
Job Type: Don't Know	21% (112)	18% (93)	18% (92)	39% (204)	5% (26)	528
Military HH: Yes	24% (108)	18% (80)	20% (91)	34% (154)	4% (17)	451
Military HH: No	23% (413)	17% (301)	20% (353)	37% (651)	3% (56)	1774

Continued on next page

Table BRD3_3: How likely are you to purchase goods or services from the following companies?

Diet Coke

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	23%	(521)	17%	(382)	20%	(444)	36%	(805)	3%	(73)	2225
2016 Vote: Democrat Hillary Clinton	23%	(169)	20%	(147)	21%	(158)	33%	(242)	3%	(24)	739
2016 Vote: Republican Donald Trump	25%	(192)	16%	(120)	18%	(140)	37%	(281)	3%	(25)	758
2016 Vote: Someone else	20%	(33)	16%	(25)	19%	(30)	42%	(69)	3%	(5)	163
2012 Vote: Barack Obama	24%	(194)	21%	(168)	20%	(156)	33%	(261)	3%	(23)	801
2012 Vote: Mitt Romney	24%	(147)	17%	(101)	20%	(124)	36%	(218)	3%	(20)	610
2012 Vote: Other	20%	(20)	13%	(13)	19%	(20)	46%	(47)	2%	(2)	101
2012 Vote: Didn't Vote	23%	(161)	14%	(100)	20%	(142)	39%	(277)	4%	(27)	708
4-Region: Northeast	26%	(107)	18%	(73)	19%	(77)	34%	(138)	3%	(11)	406
4-Region: Midwest	20%	(97)	17%	(81)	20%	(95)	38%	(184)	5%	(22)	479
4-Region: South	25%	(203)	15%	(127)	22%	(179)	35%	(292)	3%	(23)	823
4-Region: West	22%	(114)	20%	(101)	18%	(93)	37%	(191)	3%	(17)	517

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

Table BRD3_4: How likely are you to purchase goods or services from the following companies?

LOreal

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	26% (575)	28% (630)	20% (436)	19% (427)	7% (157)	2225
Gender: Male	14% (148)	22% (235)	26% (275)	29% (308)	10% (105)	1071
Gender: Female	37% (427)	34% (395)	14% (161)	10% (119)	4% (52)	1154
Age: 18-29	36% (185)	30% (156)	15% (78)	14% (73)	5% (25)	517
Age: 30-44	27% (143)	34% (178)	18% (94)	14% (76)	7% (38)	529
Age: 45-54	24% (99)	31% (125)	19% (77)	19% (76)	8% (32)	410
Age: 55-64	17% (64)	17% (64)	25% (90)	31% (115)	9% (34)	367
Age: 65+	21% (84)	27% (108)	24% (95)	22% (87)	7% (28)	402
PID: Dem (no lean)	27% (188)	28% (195)	20% (143)	19% (130)	6% (43)	700
PID: Ind (no lean)	26% (218)	29% (242)	19% (159)	19% (160)	7% (59)	839
PID: Rep (no lean)	25% (168)	28% (193)	19% (133)	20% (136)	8% (55)	686
PID/Gender: Dem Men	19% (64)	21% (69)	26% (86)	27% (90)	8% (27)	336
PID/Gender: Dem Women	34% (124)	35% (126)	16% (57)	11% (41)	4% (16)	363
PID/Gender: Ind Men	10% (39)	24% (91)	26% (101)	30% (114)	10% (40)	385
PID/Gender: Ind Women	39% (179)	33% (151)	13% (58)	10% (46)	4% (20)	454
PID/Gender: Rep Men	13% (44)	21% (75)	25% (88)	30% (104)	11% (39)	350
PID/Gender: Rep Women	37% (124)	35% (118)	13% (45)	10% (33)	5% (16)	337
Tea Party: Supporter	36% (215)	28% (165)	16% (96)	16% (95)	4% (21)	591
Tea Party: Not Supporter	22% (358)	28% (461)	21% (339)	20% (331)	8% (136)	1625
Ideo: Liberal (1-3)	31% (208)	29% (193)	17% (111)	19% (126)	5% (32)	668
Ideo: Moderate (4)	24% (129)	28% (153)	21% (113)	18% (97)	9% (47)	540
Ideo: Conservative (5-7)	22% (159)	26% (189)	24% (173)	22% (161)	6% (41)	724
Educ: < College	28% (444)	29% (453)	18% (278)	19% (300)	7% (109)	1584
Educ: Bachelors degree	18% (76)	30% (126)	25% (105)	20% (82)	8% (32)	420
Educ: Post-grad	25% (56)	23% (51)	24% (53)	20% (44)	7% (17)	221
Income: Under 50k	28% (376)	27% (360)	18% (245)	19% (251)	7% (92)	1324
Income: 50k-100k	23% (144)	31% (195)	20% (127)	19% (123)	7% (43)	632
Income: 100k+	20% (55)	28% (75)	24% (64)	20% (53)	8% (22)	269

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Table BRD3_4: How likely are you to purchase goods or services from the following companies?

LOreal

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	26% (575)	28% (630)	20% (436)	19% (427)	7% (157)	2225
Ethnicity: White	25% (439)	29% (517)	19% (340)	20% (347)	7% (125)	1769
Ethnicity: Hispanic	45% (150)	30% (99)	14% (45)	9% (29)	3% (9)	333
Ethnicity: Afr. Am.	27% (74)	24% (64)	22% (60)	20% (53)	7% (20)	272
Ethnicity: Other	33% (61)	26% (48)	19% (35)	15% (27)	7% (12)	184
Relig: Protestant	24% (114)	26% (124)	25% (119)	20% (98)	6% (28)	483
Relig: Roman Catholic	30% (131)	28% (125)	20% (88)	16% (72)	6% (25)	441
Relig: Ath./Agn./None	24% (157)	26% (172)	18% (118)	23% (149)	10% (63)	659
Relig: Something Else	24% (87)	33% (119)	17% (62)	18% (67)	7% (26)	360
Relig: Evangelical	31% (191)	27% (168)	19% (118)	17% (107)	5% (28)	612
Relig: Non-Evang. Catholics	24% (140)	29% (169)	23% (137)	18% (104)	7% (39)	590
Relig: All Christian	28% (331)	28% (337)	21% (256)	18% (211)	6% (67)	1202
Relig: All Non-Christian	24% (244)	29% (291)	18% (180)	21% (216)	9% (89)	1020
Community: Urban	30% (178)	23% (137)	20% (120)	19% (109)	7% (42)	586
Community: Suburban	23% (225)	31% (306)	21% (207)	19% (191)	7% (68)	997
Community: Rural	27% (172)	29% (187)	17% (110)	20% (127)	7% (47)	642
Employ: Private Sector	22% (144)	33% (217)	21% (138)	17% (112)	6% (40)	650
Employ: Government	31% (48)	27% (43)	24% (38)	15% (24)	3% (5)	157
Employ: Self-Employed	20% (43)	26% (54)	23% (49)	21% (44)	9% (19)	209
Employ: Homemaker	45% (85)	27% (52)	12% (24)	11% (21)	5% (9)	191
Employ: Student	31% (38)	29% (35)	14% (17)	17% (21)	9% (11)	122
Employ: Retired	21% (98)	24% (115)	23% (109)	25% (117)	7% (33)	472
Employ: Unemployed	26% (52)	29% (59)	12% (23)	25% (50)	9% (18)	202
Employ: Other	30% (66)	25% (56)	17% (38)	17% (38)	10% (23)	221
Job Type: White-collar	22% (160)	30% (214)	24% (170)	17% (120)	7% (50)	714
Job Type: Blue-collar	26% (256)	28% (280)	19% (188)	20% (197)	6% (63)	983
Job Type: Don't Know	30% (159)	26% (136)	15% (78)	21% (110)	8% (45)	528
Military HH: Yes	30% (133)	23% (104)	21% (93)	20% (89)	7% (32)	451
Military HH: No	25% (441)	30% (527)	19% (343)	19% (337)	7% (126)	1774

Continued on next page

Table BRD3_4: How likely are you to purchase goods or services from the following companies?

LOreal

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	26% (575)	28% (630)	20% (436)	19% (427)	7% (157)	2225
2016 Vote: Democrat Hillary Clinton	24% (178)	29% (217)	21% (159)	19% (141)	6% (44)	739
2016 Vote: Republican Donald Trump	22% (166)	29% (219)	21% (156)	21% (161)	7% (56)	758
2016 Vote: Someone else	22% (36)	24% (39)	24% (39)	21% (34)	9% (15)	163
2012 Vote: Barack Obama	26% (205)	27% (219)	22% (173)	19% (154)	6% (50)	801
2012 Vote: Mitt Romney	20% (123)	27% (163)	22% (133)	23% (143)	8% (48)	610
2012 Vote: Other	23% (23)	28% (28)	16% (16)	25% (25)	8% (8)	101
2012 Vote: Didn't Vote	32% (224)	31% (219)	16% (111)	14% (103)	7% (51)	708
4-Region: Northeast	24% (96)	29% (116)	21% (84)	20% (80)	7% (29)	406
4-Region: Midwest	20% (94)	31% (147)	19% (93)	23% (112)	7% (32)	479
4-Region: South	29% (237)	27% (223)	19% (160)	19% (153)	6% (51)	823
4-Region: West	28% (147)	28% (144)	19% (99)	16% (81)	9% (46)	517

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

Table BRD3_5: How likely are you to purchase goods or services from the following companies?
McDonalds

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	43% (961)	29% (651)	13% (282)	13% (291)	2% (41)	2225
Gender: Male	42% (452)	29% (312)	12% (130)	14% (152)	2% (25)	1071
Gender: Female	44% (509)	29% (339)	13% (152)	12% (139)	1% (15)	1154
Age: 18-29	45% (231)	24% (124)	13% (69)	17% (90)	1% (3)	517
Age: 30-44	45% (239)	29% (154)	11% (58)	12% (62)	3% (16)	529
Age: 45-54	44% (181)	32% (132)	13% (55)	8% (32)	2% (9)	410
Age: 55-64	43% (157)	31% (115)	11% (40)	13% (47)	2% (7)	367
Age: 65+	38% (152)	31% (125)	15% (60)	15% (60)	1% (5)	402
PID: Dem (no lean)	46% (325)	26% (184)	13% (89)	12% (87)	2% (15)	700
PID: Ind (no lean)	39% (327)	31% (263)	13% (112)	15% (125)	1% (11)	839
PID: Rep (no lean)	45% (308)	30% (204)	12% (81)	11% (78)	2% (15)	686
PID/Gender: Dem Men	48% (161)	23% (79)	12% (41)	14% (47)	3% (9)	336
PID/Gender: Dem Women	45% (164)	29% (105)	13% (48)	11% (40)	2% (6)	363
PID/Gender: Ind Men	34% (132)	35% (135)	13% (51)	16% (60)	2% (6)	385
PID/Gender: Ind Women	43% (195)	28% (127)	13% (61)	14% (66)	1% (4)	454
PID/Gender: Rep Men	45% (159)	28% (98)	11% (38)	13% (46)	3% (10)	350
PID/Gender: Rep Women	44% (150)	31% (106)	13% (43)	10% (33)	2% (5)	337
Tea Party: Supporter	50% (295)	27% (160)	12% (69)	11% (65)	1% (3)	591
Tea Party: Not Supporter	41% (661)	30% (489)	13% (213)	14% (226)	2% (37)	1625
Ideo: Liberal (1-3)	44% (293)	28% (185)	13% (85)	15% (98)	1% (7)	668
Ideo: Moderate (4)	37% (200)	37% (199)	14% (74)	11% (62)	1% (6)	540
Ideo: Conservative (5-7)	43% (314)	28% (202)	14% (99)	13% (97)	2% (13)	724
Educ: < College	44% (696)	29% (467)	12% (190)	13% (199)	2% (32)	1584
Educ: Bachelors degree	43% (180)	29% (120)	14% (59)	13% (56)	1% (6)	420
Educ: Post-grad	38% (85)	29% (64)	15% (33)	17% (37)	1% (3)	221
Income: Under 50k	45% (590)	30% (393)	11% (152)	12% (160)	2% (29)	1324
Income: 50k-100k	40% (252)	29% (183)	14% (91)	16% (99)	1% (7)	632
Income: 100k+	44% (119)	28% (75)	15% (40)	12% (32)	1% (4)	269

Continued on next page

Table BRD3_5: How likely are you to purchase goods or services from the following companies?

McDonalds

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	43% (961)	29% (651)	13% (282)	13% (291)	2% (41)	2225
Ethnicity: White	43% (765)	29% (514)	13% (222)	14% (240)	2% (28)	1769
Ethnicity: Hispanic	51% (171)	22% (73)	14% (46)	12% (40)	1% (3)	333
Ethnicity: Afr. Am.	45% (123)	33% (89)	10% (26)	10% (27)	2% (6)	272
Ethnicity: Other	39% (72)	26% (48)	18% (34)	13% (24)	3% (6)	184
Relig: Protestant	47% (226)	28% (134)	11% (51)	14% (66)	1% (5)	483
Relig: Roman Catholic	46% (204)	28% (125)	15% (67)	8% (37)	2% (8)	441
Relig: Ath./Agn./None	40% (261)	26% (174)	13% (83)	18% (121)	3% (20)	659
Relig: Something Else	36% (131)	35% (125)	14% (49)	14% (50)	2% (7)	360
Relig: Evangelical	51% (312)	29% (180)	11% (67)	8% (48)	1% (4)	612
Relig: Non-Evang. Catholics	43% (254)	29% (171)	14% (83)	12% (72)	2% (9)	590
Relig: All Christian	47% (566)	29% (352)	13% (150)	10% (120)	1% (13)	1202
Relig: All Non-Christian	38% (391)	29% (299)	13% (132)	17% (170)	3% (27)	1020
Community: Urban	44% (257)	27% (158)	11% (62)	16% (95)	2% (13)	586
Community: Suburban	40% (402)	32% (315)	13% (131)	13% (130)	2% (20)	997
Community: Rural	47% (302)	28% (178)	14% (89)	10% (66)	1% (7)	642
Employ: Private Sector	42% (270)	34% (221)	10% (62)	13% (87)	1% (10)	650
Employ: Government	46% (72)	28% (45)	13% (20)	12% (20)	1% (1)	157
Employ: Self-Employed	41% (86)	28% (58)	17% (35)	12% (26)	2% (4)	209
Employ: Homemaker	52% (99)	30% (56)	10% (19)	8% (15)	1% (1)	191
Employ: Student	42% (52)	24% (29)	9% (11)	24% (29)	1% (1)	122
Employ: Retired	41% (192)	31% (144)	14% (68)	13% (60)	2% (8)	472
Employ: Unemployed	42% (85)	26% (52)	15% (30)	13% (27)	4% (7)	202
Employ: Other	47% (104)	20% (45)	16% (36)	12% (28)	4% (8)	221
Job Type: White-collar	40% (285)	30% (216)	13% (95)	15% (106)	2% (12)	714
Job Type: Blue-collar	44% (428)	30% (296)	13% (125)	12% (120)	1% (15)	983
Job Type: Don't Know	47% (247)	26% (139)	12% (63)	12% (65)	3% (14)	528
Military HH: Yes	46% (209)	26% (116)	14% (63)	13% (58)	1% (6)	451
Military HH: No	42% (751)	30% (535)	12% (220)	13% (233)	2% (35)	1774

Continued on next page

Table BRD3_5: How likely are you to purchase goods or services from the following companies?

McDonalds

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	43% (961)	29% (651)	13% (282)	13% (291)	2% (41)	2225
2016 Vote: Democrat Hillary Clinton	41% (303)	30% (225)	13% (95)	14% (103)	2% (13)	739
2016 Vote: Republican Donald Trump	44% (335)	28% (216)	14% (102)	12% (89)	2% (15)	758
2016 Vote: Someone else	28% (45)	39% (64)	13% (21)	19% (31)	1% (2)	163
2012 Vote: Barack Obama	40% (323)	31% (245)	13% (105)	15% (116)	1% (12)	801
2012 Vote: Mitt Romney	41% (250)	30% (184)	15% (89)	11% (69)	3% (17)	610
2012 Vote: Other	34% (34)	41% (41)	15% (15)	10% (10)	1% (1)	101
2012 Vote: Didn't Vote	50% (352)	25% (178)	10% (72)	13% (95)	2% (11)	708
4-Region: Northeast	41% (166)	27% (110)	16% (63)	14% (58)	2% (8)	406
4-Region: Midwest	44% (212)	31% (149)	12% (57)	12% (55)	1% (6)	479
4-Region: South	45% (374)	28% (229)	12% (102)	12% (102)	2% (16)	823
4-Region: West	40% (209)	31% (163)	12% (60)	14% (75)	2% (10)	517

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

Table BRD3_6: How likely are you to purchase goods or services from the following companies?
 Calvin Klein

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	21% (460)	24% (542)	27% (596)	23% (519)	5% (108)	2225
Gender: Male	20% (215)	23% (250)	26% (278)	26% (276)	5% (51)	1071
Gender: Female	21% (245)	25% (291)	28% (318)	21% (243)	5% (57)	1154
Age: 18-29	33% (171)	25% (129)	19% (96)	19% (98)	4% (22)	517
Age: 30-44	24% (129)	28% (147)	24% (129)	19% (101)	4% (23)	529
Age: 45-54	18% (74)	26% (106)	31% (126)	21% (84)	5% (19)	410
Age: 55-64	12% (44)	18% (68)	31% (112)	33% (120)	6% (23)	367
Age: 65+	10% (42)	23% (92)	33% (132)	29% (115)	5% (21)	402
PID: Dem (no lean)	25% (174)	25% (178)	27% (188)	19% (131)	4% (30)	700
PID: Ind (no lean)	17% (144)	25% (211)	28% (231)	26% (217)	4% (35)	839
PID: Rep (no lean)	21% (142)	22% (153)	26% (177)	25% (171)	6% (43)	686
PID/Gender: Dem Men	24% (80)	26% (86)	27% (92)	19% (63)	4% (14)	336
PID/Gender: Dem Women	26% (93)	25% (91)	26% (96)	19% (68)	4% (15)	363
PID/Gender: Ind Men	17% (67)	25% (97)	25% (98)	28% (106)	4% (17)	385
PID/Gender: Ind Women	17% (78)	25% (114)	29% (133)	24% (111)	4% (18)	454
PID/Gender: Rep Men	19% (68)	19% (67)	25% (88)	31% (107)	6% (20)	350
PID/Gender: Rep Women	22% (74)	25% (85)	27% (90)	19% (64)	7% (24)	337
Tea Party: Supporter	29% (171)	26% (151)	23% (134)	19% (115)	3% (20)	591
Tea Party: Not Supporter	18% (288)	24% (387)	28% (458)	25% (404)	5% (88)	1625
Ideo: Liberal (1-3)	29% (196)	27% (177)	23% (155)	19% (127)	2% (14)	668
Ideo: Moderate (4)	17% (91)	26% (142)	29% (157)	23% (123)	5% (26)	540
Ideo: Conservative (5-7)	16% (113)	23% (164)	29% (207)	28% (202)	5% (39)	724
Educ: < College	22% (348)	23% (364)	25% (403)	24% (387)	5% (82)	1584
Educ: Bachelors degree	16% (67)	28% (119)	32% (133)	20% (86)	4% (15)	420
Educ: Post-grad	21% (46)	27% (59)	27% (60)	21% (47)	5% (10)	221
Income: Under 50k	22% (294)	22% (285)	26% (346)	25% (328)	5% (71)	1324
Income: 50k-100k	16% (101)	28% (178)	29% (181)	23% (144)	4% (28)	632
Income: 100k+	24% (65)	29% (78)	26% (69)	18% (47)	3% (9)	269

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Table BRD3_6: How likely are you to purchase goods or services from the following companies?

Calvin Klein

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	21%	(460)	24%	(542)	27%	(596)	23%	(519)	5%	(108)	2225
Ethnicity: White	18%	(317)	23%	(411)	29%	(507)	25%	(449)	5%	(86)	1769
Ethnicity: Hispanic	41%	(137)	29%	(97)	13%	(45)	14%	(46)	2%	(8)	333
Ethnicity: Afr. Am.	32%	(86)	30%	(82)	19%	(51)	15%	(41)	4%	(12)	272
Ethnicity: Other	31%	(57)	26%	(48)	21%	(39)	16%	(29)	6%	(11)	184
Relig: Protestant	19%	(94)	20%	(95)	29%	(141)	27%	(132)	4%	(21)	483
Relig: Roman Catholic	24%	(108)	30%	(134)	23%	(103)	18%	(81)	3%	(15)	441
Relig: Ath./Agn./None	17%	(114)	23%	(149)	27%	(177)	27%	(178)	6%	(41)	659
Relig: Something Else	22%	(80)	25%	(92)	26%	(94)	21%	(74)	6%	(20)	360
Relig: Evangelical	24%	(148)	23%	(143)	27%	(166)	22%	(136)	3%	(19)	612
Relig: Non-Evang. Catholics	20%	(118)	27%	(158)	27%	(157)	22%	(128)	5%	(28)	590
Relig: All Christian	22%	(266)	25%	(300)	27%	(323)	22%	(265)	4%	(47)	1202
Relig: All Non-Christian	19%	(194)	24%	(240)	27%	(272)	25%	(253)	6%	(61)	1020
Community: Urban	24%	(143)	29%	(167)	23%	(134)	20%	(117)	4%	(23)	586
Community: Suburban	19%	(186)	25%	(248)	28%	(277)	24%	(236)	5%	(50)	997
Community: Rural	20%	(131)	20%	(126)	29%	(185)	26%	(166)	5%	(34)	642
Employ: Private Sector	20%	(127)	30%	(195)	26%	(167)	21%	(137)	4%	(23)	650
Employ: Government	35%	(56)	18%	(28)	25%	(40)	18%	(29)	3%	(4)	157
Employ: Self-Employed	21%	(45)	25%	(52)	29%	(60)	22%	(46)	3%	(7)	209
Employ: Homemaker	20%	(38)	27%	(51)	26%	(50)	22%	(42)	5%	(10)	191
Employ: Student	31%	(38)	29%	(35)	17%	(21)	18%	(22)	5%	(6)	122
Employ: Retired	13%	(59)	20%	(93)	30%	(140)	33%	(156)	5%	(24)	472
Employ: Unemployed	22%	(45)	23%	(47)	26%	(52)	23%	(46)	6%	(12)	202
Employ: Other	24%	(52)	19%	(41)	30%	(66)	18%	(41)	10%	(21)	221
Job Type: White-collar	22%	(160)	28%	(200)	26%	(186)	18%	(131)	5%	(37)	714
Job Type: Blue-collar	18%	(172)	23%	(226)	30%	(295)	26%	(253)	4%	(37)	983
Job Type: Don't Know	24%	(127)	22%	(115)	22%	(115)	26%	(135)	7%	(35)	528
Military HH: Yes	23%	(104)	22%	(99)	24%	(110)	26%	(118)	4%	(20)	451
Military HH: No	20%	(356)	25%	(443)	27%	(486)	23%	(401)	5%	(88)	1774

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Table BRD3_6: How likely are you to purchase goods or services from the following companies?
 Calvin Klein

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	21% (460)	24% (542)	27% (596)	23% (519)	5% (108)	2225
2016 Vote: Democrat Hillary Clinton	21% (156)	29% (211)	26% (194)	21% (152)	3% (26)	739
2016 Vote: Republican Donald Trump	17% (131)	23% (177)	27% (207)	27% (203)	5% (41)	758
2016 Vote: Someone else	18% (30)	16% (26)	33% (54)	27% (43)	6% (10)	163
2012 Vote: Barack Obama	21% (168)	26% (206)	28% (227)	21% (167)	4% (32)	801
2012 Vote: Mitt Romney	15% (91)	25% (151)	27% (165)	27% (163)	7% (40)	610
2012 Vote: Other	9% (9)	17% (18)	42% (43)	26% (26)	5% (5)	101
2012 Vote: Didn't Vote	27% (191)	23% (166)	23% (159)	23% (162)	4% (30)	708
4-Region: Northeast	22% (88)	24% (99)	27% (109)	23% (93)	4% (17)	406
4-Region: Midwest	11% (54)	23% (110)	31% (146)	31% (150)	4% (18)	479
4-Region: South	23% (189)	25% (207)	27% (224)	20% (163)	5% (40)	823
4-Region: West	25% (129)	24% (125)	23% (116)	22% (114)	6% (33)	517

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

Table BRD3_7: How likely are you to purchase goods or services from the following companies?
Pantene

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	30% (667)	28% (633)	18% (406)	17% (376)	6% (143)	2225
Gender: Male	19% (207)	25% (271)	21% (227)	24% (260)	10% (106)	1071
Gender: Female	40% (460)	31% (362)	16% (179)	10% (116)	3% (36)	1154
Age: 18-29	39% (202)	24% (124)	16% (83)	16% (81)	5% (28)	517
Age: 30-44	33% (174)	30% (157)	17% (89)	15% (80)	6% (30)	529
Age: 45-54	29% (120)	31% (125)	21% (85)	11% (47)	8% (32)	410
Age: 55-64	24% (87)	27% (98)	17% (61)	24% (89)	8% (31)	367
Age: 65+	21% (84)	32% (129)	22% (88)	20% (79)	5% (22)	402
PID: Dem (no lean)	30% (210)	29% (202)	20% (138)	16% (111)	6% (39)	700
PID: Ind (no lean)	29% (244)	28% (234)	18% (154)	18% (152)	7% (55)	839
PID: Rep (no lean)	31% (214)	29% (196)	17% (114)	17% (114)	7% (49)	686
PID/Gender: Dem Men	23% (78)	24% (80)	22% (73)	22% (74)	9% (31)	336
PID/Gender: Dem Women	36% (132)	34% (122)	18% (65)	10% (37)	2% (8)	363
PID/Gender: Ind Men	15% (57)	26% (99)	22% (86)	27% (105)	10% (38)	385
PID/Gender: Ind Women	41% (187)	30% (135)	15% (69)	10% (47)	4% (16)	454
PID/Gender: Rep Men	21% (72)	26% (92)	19% (68)	23% (81)	11% (37)	350
PID/Gender: Rep Women	42% (142)	31% (105)	14% (46)	10% (33)	4% (12)	337
Tea Party: Supporter	38% (226)	28% (166)	16% (95)	14% (82)	4% (22)	591
Tea Party: Not Supporter	27% (438)	29% (465)	19% (311)	18% (293)	7% (119)	1625
Ideo: Liberal (1-3)	32% (211)	26% (173)	18% (122)	19% (130)	5% (33)	668
Ideo: Moderate (4)	25% (137)	35% (187)	19% (103)	14% (75)	7% (38)	540
Ideo: Conservative (5-7)	29% (207)	28% (200)	20% (145)	18% (133)	5% (40)	724
Educ: < College	33% (516)	28% (438)	17% (270)	16% (255)	7% (104)	1584
Educ: Bachelors degree	22% (92)	31% (129)	22% (93)	19% (79)	7% (28)	420
Educ: Post-grad	27% (59)	30% (67)	19% (43)	19% (42)	5% (11)	221
Income: Under 50k	33% (440)	25% (325)	19% (252)	17% (219)	7% (89)	1324
Income: 50k-100k	26% (163)	35% (223)	16% (102)	17% (108)	6% (36)	632
Income: 100k+	24% (64)	32% (85)	19% (52)	18% (50)	7% (18)	269

Continued on next page

Table BRD3_7: How likely are you to purchase goods or services from the following companies?

Pantene

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	30%	(667)	28%	(633)	18%	(406)	17%	(376)	6%	(143)	2225
Ethnicity: White	30%	(530)	30%	(528)	17%	(295)	17%	(309)	6%	(108)	1769
Ethnicity: Hispanic	47%	(156)	24%	(79)	16%	(53)	10%	(35)	3%	(10)	333
Ethnicity: Afr. Am.	28%	(77)	22%	(60)	25%	(69)	17%	(45)	8%	(22)	272
Ethnicity: Other	33%	(60)	25%	(46)	23%	(42)	12%	(23)	7%	(13)	184
Relig: Protestant	29%	(142)	28%	(135)	20%	(98)	16%	(78)	6%	(29)	483
Relig: Roman Catholic	33%	(148)	30%	(134)	18%	(78)	14%	(62)	4%	(19)	441
Relig: Ath./Agn./None	24%	(158)	28%	(186)	18%	(118)	21%	(139)	9%	(57)	659
Relig: Something Else	33%	(118)	26%	(93)	17%	(63)	18%	(65)	6%	(22)	360
Relig: Evangelical	37%	(225)	27%	(166)	18%	(112)	13%	(78)	5%	(31)	612
Relig: Non-Evang. Catholics	28%	(165)	31%	(185)	19%	(113)	16%	(95)	5%	(31)	590
Relig: All Christian	33%	(391)	29%	(352)	19%	(225)	14%	(172)	5%	(62)	1202
Relig: All Non-Christian	27%	(276)	27%	(279)	18%	(181)	20%	(204)	8%	(80)	1020
Community: Urban	31%	(183)	23%	(133)	21%	(122)	19%	(110)	7%	(38)	586
Community: Suburban	27%	(272)	31%	(307)	18%	(183)	18%	(175)	6%	(61)	997
Community: Rural	33%	(213)	30%	(192)	16%	(102)	14%	(91)	7%	(43)	642
Employ: Private Sector	28%	(182)	33%	(212)	18%	(114)	17%	(109)	5%	(33)	650
Employ: Government	39%	(62)	25%	(40)	18%	(28)	14%	(22)	3%	(5)	157
Employ: Self-Employed	26%	(54)	28%	(59)	22%	(46)	17%	(36)	7%	(14)	209
Employ: Homemaker	47%	(90)	26%	(49)	17%	(33)	7%	(13)	3%	(5)	191
Employ: Student	32%	(39)	23%	(28)	15%	(19)	20%	(24)	10%	(12)	122
Employ: Retired	24%	(112)	29%	(135)	22%	(102)	21%	(98)	5%	(26)	472
Employ: Unemployed	29%	(58)	22%	(44)	16%	(32)	22%	(44)	12%	(24)	202
Employ: Other	32%	(70)	30%	(66)	15%	(32)	14%	(30)	10%	(23)	221
Job Type: White-collar	27%	(190)	30%	(212)	21%	(147)	16%	(118)	7%	(47)	714
Job Type: Blue-collar	30%	(297)	30%	(295)	18%	(175)	17%	(168)	5%	(50)	983
Job Type: Don't Know	34%	(181)	24%	(126)	16%	(84)	17%	(90)	9%	(46)	528
Military HH: Yes	36%	(163)	25%	(113)	17%	(75)	16%	(72)	6%	(28)	451
Military HH: No	28%	(504)	29%	(520)	19%	(331)	17%	(304)	6%	(115)	1774

Continued on next page

Table BRD3_7: How likely are you to purchase goods or services from the following companies?

Pantene

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	30% (667)	28% (633)	18% (406)	17% (376)	6% (143)	2225
2016 Vote: Democrat Hillary Clinton	28% (209)	28% (209)	21% (158)	17% (125)	5% (38)	739
2016 Vote: Republican Donald Trump	28% (212)	30% (225)	18% (133)	18% (134)	7% (53)	758
2016 Vote: Someone else	22% (36)	31% (51)	19% (31)	21% (35)	7% (11)	163
2012 Vote: Barack Obama	28% (224)	29% (229)	21% (170)	17% (138)	5% (40)	801
2012 Vote: Mitt Romney	26% (158)	29% (175)	19% (113)	19% (118)	8% (46)	610
2012 Vote: Other	30% (30)	27% (27)	18% (19)	18% (18)	7% (7)	101
2012 Vote: Didn't Vote	36% (254)	28% (200)	15% (103)	14% (102)	7% (49)	708
4-Region: Northeast	30% (120)	30% (123)	19% (77)	16% (66)	5% (20)	406
4-Region: Midwest	23% (111)	32% (154)	20% (94)	18% (87)	7% (33)	479
4-Region: South	33% (269)	27% (220)	17% (136)	17% (143)	7% (54)	823
4-Region: West	32% (168)	26% (136)	19% (98)	15% (79)	7% (36)	517

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

Table BRD3_8: How likely are you to purchase goods or services from the following companies?

Nike

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	38% (853)	30% (677)	15% (324)	13% (289)	4% (82)	2225
Gender: Male	38% (407)	30% (318)	14% (147)	15% (156)	4% (43)	1071
Gender: Female	39% (445)	31% (359)	15% (177)	12% (133)	3% (40)	1154
Age: 18-29	55% (283)	21% (108)	10% (52)	12% (63)	2% (11)	517
Age: 30-44	51% (271)	29% (155)	9% (47)	8% (40)	3% (17)	529
Age: 45-54	36% (146)	39% (159)	12% (49)	8% (33)	5% (22)	410
Age: 55-64	23% (83)	29% (107)	22% (80)	21% (78)	5% (19)	367
Age: 65+	17% (69)	37% (148)	24% (95)	19% (76)	3% (14)	402
PID: Dem (no lean)	42% (297)	30% (213)	12% (85)	12% (81)	3% (24)	700
PID: Ind (no lean)	35% (291)	30% (250)	17% (144)	15% (125)	3% (28)	839
PID: Rep (no lean)	39% (265)	31% (214)	14% (95)	12% (83)	4% (30)	686
PID/Gender: Dem Men	44% (146)	28% (93)	12% (41)	13% (43)	4% (14)	336
PID/Gender: Dem Women	41% (150)	33% (121)	12% (44)	11% (38)	3% (10)	363
PID/Gender: Ind Men	36% (138)	31% (120)	14% (52)	15% (60)	4% (15)	385
PID/Gender: Ind Women	34% (153)	29% (130)	20% (92)	14% (66)	3% (13)	454
PID/Gender: Rep Men	35% (123)	30% (105)	15% (54)	15% (54)	4% (14)	350
PID/Gender: Rep Women	42% (143)	32% (108)	12% (41)	9% (29)	5% (16)	337
Tea Party: Supporter	44% (259)	27% (161)	15% (90)	11% (67)	2% (14)	591
Tea Party: Not Supporter	36% (591)	32% (515)	14% (231)	14% (222)	4% (66)	1625
Ideo: Liberal (1-3)	43% (286)	29% (194)	13% (84)	13% (85)	3% (20)	668
Ideo: Moderate (4)	34% (184)	34% (185)	16% (87)	13% (70)	3% (14)	540
Ideo: Conservative (5-7)	35% (257)	30% (214)	16% (118)	15% (109)	4% (26)	724
Educ: < College	40% (628)	29% (458)	14% (223)	13% (209)	4% (65)	1584
Educ: Bachelors degree	36% (151)	35% (146)	16% (68)	11% (45)	3% (11)	420
Educ: Post-grad	34% (74)	33% (73)	15% (33)	16% (35)	3% (7)	221
Income: Under 50k	40% (534)	26% (346)	15% (199)	14% (191)	4% (55)	1324
Income: 50k-100k	34% (212)	36% (229)	14% (90)	12% (77)	4% (24)	632
Income: 100k+	40% (107)	38% (102)	13% (35)	8% (21)	1% (4)	269

Continued on next page

Table BRD3_8: How likely are you to purchase goods or services from the following companies?

Nike

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	38% (853)	30% (677)	15% (324)	13% (289)	4% (82)	2225
Ethnicity: White	35% (614)	31% (554)	16% (285)	14% (247)	4% (70)	1769
Ethnicity: Hispanic	62% (206)	23% (76)	7% (24)	7% (24)	1% (3)	333
Ethnicity: Afr. Am.	55% (150)	27% (73)	6% (17)	9% (26)	2% (6)	272
Ethnicity: Other	48% (89)	27% (50)	12% (22)	9% (17)	4% (7)	184
Relig: Protestant	30% (144)	33% (160)	17% (83)	17% (83)	3% (12)	483
Relig: Roman Catholic	46% (203)	29% (126)	12% (54)	10% (46)	3% (12)	441
Relig: Ath./Agn./None	36% (239)	31% (204)	13% (85)	15% (96)	5% (36)	659
Relig: Something Else	38% (137)	27% (99)	18% (65)	12% (44)	4% (15)	360
Relig: Evangelical	42% (260)	31% (189)	13% (77)	12% (75)	2% (13)	612
Relig: Non-Evang. Catholics	37% (215)	31% (184)	17% (98)	13% (74)	3% (19)	590
Relig: All Christian	40% (475)	31% (372)	14% (174)	12% (149)	3% (31)	1202
Relig: All Non-Christian	37% (376)	30% (303)	15% (150)	14% (140)	5% (51)	1020
Community: Urban	43% (250)	28% (161)	14% (83)	12% (69)	4% (23)	586
Community: Suburban	36% (355)	32% (316)	14% (144)	15% (146)	4% (37)	997
Community: Rural	39% (248)	31% (200)	15% (97)	12% (75)	3% (22)	642
Employ: Private Sector	42% (274)	32% (209)	13% (84)	10% (65)	3% (18)	650
Employ: Government	50% (79)	26% (41)	9% (14)	13% (21)	2% (3)	157
Employ: Self-Employed	37% (77)	31% (65)	17% (36)	11% (24)	4% (8)	209
Employ: Homemaker	45% (85)	29% (55)	15% (29)	9% (17)	2% (4)	191
Employ: Student	55% (67)	23% (28)	10% (12)	10% (12)	3% (3)	122
Employ: Retired	21% (100)	34% (160)	22% (102)	19% (91)	4% (19)	472
Employ: Unemployed	42% (84)	28% (56)	9% (19)	16% (33)	5% (10)	202
Employ: Other	39% (87)	28% (63)	12% (27)	12% (27)	8% (18)	221
Job Type: White-collar	35% (253)	34% (240)	17% (121)	10% (75)	3% (25)	714
Job Type: Blue-collar	36% (352)	33% (321)	15% (145)	14% (135)	3% (30)	983
Job Type: Don't Know	47% (248)	22% (115)	11% (57)	15% (80)	5% (28)	528
Military HH: Yes	37% (165)	31% (140)	17% (78)	11% (51)	4% (16)	451
Military HH: No	39% (687)	30% (537)	14% (246)	13% (238)	4% (66)	1774

Continued on next page

Table BRD3_8: How likely are you to purchase goods or services from the following companies?

Nike

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	38% (853)	30% (677)	15% (324)	13% (289)	4% (82)	2225
2016 Vote: Democrat Hillary Clinton	37% (277)	33% (241)	14% (103)	13% (95)	3% (23)	739
2016 Vote: Republican Donald Trump	36% (276)	31% (232)	16% (118)	13% (100)	4% (33)	758
2016 Vote: Someone else	26% (42)	34% (56)	18% (29)	18% (30)	4% (7)	163
2012 Vote: Barack Obama	37% (300)	33% (261)	14% (110)	13% (105)	3% (25)	801
2012 Vote: Mitt Romney	30% (185)	35% (211)	15% (93)	15% (89)	5% (32)	610
2012 Vote: Other	22% (22)	35% (36)	28% (28)	15% (15)	1% (1)	101
2012 Vote: Didn't Vote	49% (346)	24% (167)	13% (90)	11% (80)	4% (25)	708
4-Region: Northeast	36% (144)	31% (124)	16% (67)	13% (53)	4% (18)	406
4-Region: Midwest	32% (154)	35% (165)	16% (75)	14% (69)	3% (15)	479
4-Region: South	40% (333)	31% (258)	13% (107)	12% (96)	4% (31)	823
4-Region: West	43% (222)	25% (130)	15% (75)	14% (71)	4% (19)	517

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

Table BRD4_1: How much do you trust each of the following?
Advertisements for a product or service

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	11%	(239)	49%	(1098)	26%	(579)	7%	(149)	7%	(160)	2225
Gender: Male	12%	(124)	46%	(497)	26%	(275)	10%	(104)	7%	(72)	1071
Gender: Female	10%	(116)	52%	(601)	26%	(305)	4%	(44)	8%	(88)	1154
Age: 18-29	19%	(96)	43%	(225)	25%	(128)	8%	(41)	5%	(28)	517
Age: 30-44	13%	(67)	49%	(261)	22%	(115)	6%	(34)	10%	(53)	529
Age: 45-54	10%	(42)	51%	(208)	26%	(108)	6%	(24)	7%	(28)	410
Age: 55-64	5%	(17)	54%	(197)	28%	(104)	6%	(21)	8%	(28)	367
Age: 65+	4%	(17)	52%	(208)	31%	(125)	7%	(29)	6%	(23)	402
PID: Dem (no lean)	12%	(81)	53%	(372)	26%	(179)	4%	(31)	5%	(37)	700
PID: Ind (no lean)	9%	(78)	44%	(365)	29%	(243)	9%	(78)	9%	(74)	839
PID: Rep (no lean)	12%	(80)	53%	(361)	23%	(158)	6%	(39)	7%	(48)	686
PID/Gender: Dem Men	14%	(46)	50%	(167)	24%	(82)	7%	(24)	6%	(19)	336
PID/Gender: Dem Women	10%	(35)	56%	(205)	27%	(97)	2%	(7)	5%	(19)	363
PID/Gender: Ind Men	9%	(35)	38%	(146)	30%	(114)	14%	(55)	9%	(36)	385
PID/Gender: Ind Women	10%	(44)	48%	(219)	28%	(129)	5%	(23)	9%	(39)	454
PID/Gender: Rep Men	12%	(44)	53%	(184)	23%	(79)	7%	(26)	5%	(18)	350
PID/Gender: Rep Women	11%	(37)	53%	(177)	23%	(79)	4%	(14)	9%	(31)	337
Tea Party: Supporter	19%	(110)	46%	(270)	25%	(147)	6%	(34)	5%	(31)	591
Tea Party: Not Supporter	8%	(130)	51%	(821)	27%	(432)	7%	(114)	8%	(128)	1625
Ideo: Liberal (1-3)	16%	(105)	46%	(307)	26%	(176)	7%	(44)	5%	(35)	668
Ideo: Moderate (4)	7%	(39)	52%	(280)	29%	(157)	6%	(34)	6%	(31)	540
Ideo: Conservative (5-7)	8%	(57)	52%	(376)	27%	(196)	7%	(49)	6%	(46)	724
Educ: < College	11%	(177)	49%	(778)	25%	(396)	7%	(106)	8%	(128)	1584
Educ: Bachelors degree	9%	(38)	51%	(212)	29%	(121)	6%	(24)	6%	(24)	420
Educ: Post-grad	11%	(24)	49%	(108)	28%	(62)	8%	(18)	4%	(9)	221
Income: Under 50k	12%	(153)	48%	(634)	25%	(335)	6%	(85)	9%	(117)	1324
Income: 50k-100k	9%	(60)	52%	(331)	26%	(163)	8%	(49)	5%	(30)	632
Income: 100k+	10%	(26)	49%	(133)	30%	(81)	5%	(15)	5%	(14)	269

Continued on next page

**Table BRD4_1: How much do you trust each of the following?
 Advertisements for a product or service**

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	11%	(239)	49%	(1098)	26%	(579)	7%	(149)	7%	(160)	2225
Ethnicity: White	9%	(166)	49%	(870)	28%	(494)	7%	(126)	6%	(114)	1769
Ethnicity: Hispanic	21%	(71)	50%	(165)	19%	(64)	5%	(18)	4%	(14)	333
Ethnicity: Afr. Am.	15%	(42)	53%	(143)	17%	(45)	4%	(12)	11%	(30)	272
Ethnicity: Other	17%	(32)	46%	(85)	22%	(40)	6%	(11)	9%	(16)	184
Relig: Protestant	7%	(34)	55%	(268)	27%	(129)	6%	(30)	4%	(22)	483
Relig: Roman Catholic	13%	(57)	55%	(242)	20%	(89)	5%	(22)	7%	(31)	441
Relig: Ath./Agn./None	10%	(63)	44%	(287)	30%	(195)	10%	(63)	8%	(51)	659
Relig: Something Else	14%	(49)	44%	(160)	29%	(103)	6%	(21)	8%	(28)	360
Relig: Evangelical	13%	(80)	52%	(317)	23%	(141)	5%	(31)	7%	(43)	612
Relig: Non-Evang. Catholics	8%	(47)	56%	(332)	24%	(139)	6%	(33)	6%	(38)	590
Relig: All Christian	11%	(127)	54%	(649)	23%	(279)	5%	(65)	7%	(81)	1202
Relig: All Non-Christian	11%	(112)	44%	(447)	29%	(298)	8%	(84)	8%	(79)	1020
Community: Urban	13%	(74)	47%	(278)	25%	(144)	8%	(47)	7%	(43)	586
Community: Suburban	10%	(99)	49%	(490)	27%	(273)	6%	(64)	7%	(73)	997
Community: Rural	10%	(67)	52%	(331)	25%	(163)	6%	(38)	7%	(44)	642
Employ: Private Sector	11%	(74)	51%	(334)	26%	(167)	7%	(45)	5%	(30)	650
Employ: Government	19%	(30)	45%	(71)	23%	(36)	7%	(12)	6%	(10)	157
Employ: Self-Employed	10%	(21)	51%	(107)	27%	(56)	6%	(13)	6%	(13)	209
Employ: Homemaker	15%	(28)	47%	(89)	29%	(56)	3%	(6)	7%	(13)	191
Employ: Student	14%	(18)	42%	(51)	27%	(33)	9%	(11)	8%	(9)	122
Employ: Retired	5%	(25)	55%	(259)	26%	(124)	8%	(36)	6%	(28)	472
Employ: Unemployed	12%	(23)	45%	(90)	24%	(48)	5%	(10)	15%	(30)	202
Employ: Other	10%	(21)	44%	(97)	27%	(61)	7%	(15)	12%	(27)	221
Job Type: White-collar	12%	(86)	50%	(354)	28%	(203)	6%	(40)	4%	(30)	714
Job Type: Blue-collar	8%	(83)	52%	(513)	27%	(263)	7%	(67)	6%	(56)	983
Job Type: Don't Know	13%	(70)	44%	(231)	21%	(113)	8%	(41)	14%	(73)	528
Military HH: Yes	16%	(71)	50%	(224)	26%	(115)	5%	(24)	4%	(17)	451
Military HH: No	9%	(168)	49%	(874)	26%	(464)	7%	(124)	8%	(143)	1774

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**Table BRD4_1: How much do you trust each of the following?
Advertisements for a product or service**

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	11%	(239)	49%	(1098)	26%	(579)	7%	(149)	7%	(160)	2225
2016 Vote: Democrat Hillary Clinton	10%	(72)	52%	(382)	27%	(202)	6%	(43)	5%	(40)	739
2016 Vote: Republican Donald Trump	12%	(89)	50%	(377)	26%	(195)	6%	(47)	7%	(50)	758
2016 Vote: Someone else	10%	(17)	40%	(65)	30%	(50)	14%	(24)	5%	(9)	163
2012 Vote: Barack Obama	11%	(85)	53%	(424)	25%	(203)	6%	(51)	5%	(38)	801
2012 Vote: Mitt Romney	8%	(50)	50%	(306)	28%	(168)	7%	(40)	8%	(47)	610
2012 Vote: Other	1%	(1)	55%	(55)	31%	(31)	10%	(10)	3%	(3)	101
2012 Vote: Didn't Vote	15%	(103)	44%	(312)	25%	(174)	7%	(46)	10%	(72)	708
4-Region: Northeast	8%	(33)	52%	(212)	26%	(105)	6%	(25)	8%	(31)	406
4-Region: Midwest	7%	(35)	52%	(248)	27%	(128)	7%	(36)	7%	(32)	479
4-Region: South	13%	(107)	50%	(410)	25%	(209)	5%	(42)	7%	(56)	823
4-Region: West	12%	(64)	44%	(228)	27%	(138)	9%	(45)	8%	(42)	517

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

Table BRD4_2: How much do you trust each of the following?
Advertisements for a product or service with a celebrity endorsement

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	9%	(205)	28%	(629)	36%	(809)	20%	(434)	7%	(148)	2225
Gender: Male	9%	(101)	25%	(270)	36%	(390)	23%	(245)	6%	(65)	1071
Gender: Female	9%	(104)	31%	(359)	36%	(419)	16%	(189)	7%	(83)	1154
Age: 18-29	18%	(93)	30%	(155)	32%	(163)	15%	(78)	5%	(27)	517
Age: 30-44	11%	(60)	34%	(182)	32%	(168)	14%	(75)	8%	(45)	529
Age: 45-54	9%	(38)	35%	(142)	32%	(131)	18%	(73)	6%	(26)	410
Age: 55-64	3%	(10)	22%	(80)	46%	(169)	23%	(84)	7%	(25)	367
Age: 65+	1%	(4)	18%	(71)	44%	(179)	31%	(123)	6%	(25)	402
PID: Dem (no lean)	12%	(87)	36%	(249)	34%	(239)	13%	(89)	5%	(36)	700
PID: Ind (no lean)	8%	(64)	26%	(217)	38%	(316)	20%	(171)	9%	(72)	839
PID: Rep (no lean)	8%	(54)	24%	(163)	37%	(254)	25%	(175)	6%	(41)	686
PID/Gender: Dem Men	14%	(48)	34%	(115)	32%	(107)	15%	(50)	5%	(17)	336
PID/Gender: Dem Women	11%	(39)	37%	(134)	36%	(132)	11%	(39)	5%	(19)	363
PID/Gender: Ind Men	7%	(26)	20%	(75)	41%	(158)	24%	(93)	8%	(32)	385
PID/Gender: Ind Women	8%	(38)	31%	(141)	35%	(158)	17%	(77)	9%	(40)	454
PID/Gender: Rep Men	8%	(27)	23%	(80)	36%	(125)	29%	(102)	5%	(17)	350
PID/Gender: Rep Women	8%	(27)	25%	(83)	38%	(129)	22%	(73)	7%	(24)	337
Tea Party: Supporter	16%	(93)	27%	(162)	28%	(167)	24%	(140)	5%	(29)	591
Tea Party: Not Supporter	7%	(112)	29%	(463)	39%	(638)	18%	(293)	7%	(119)	1625
Ideo: Liberal (1-3)	15%	(97)	30%	(198)	36%	(244)	14%	(96)	5%	(33)	668
Ideo: Moderate (4)	9%	(48)	26%	(141)	42%	(226)	17%	(94)	6%	(32)	540
Ideo: Conservative (5-7)	5%	(34)	25%	(178)	36%	(258)	29%	(214)	6%	(40)	724
Educ: < College	10%	(156)	29%	(461)	35%	(552)	18%	(287)	8%	(127)	1584
Educ: Bachelors degree	7%	(31)	25%	(106)	42%	(174)	22%	(94)	3%	(15)	420
Educ: Post-grad	8%	(18)	28%	(61)	37%	(82)	24%	(53)	3%	(6)	221
Income: Under 50k	11%	(141)	30%	(397)	33%	(442)	18%	(235)	8%	(109)	1324
Income: 50k-100k	7%	(42)	28%	(174)	41%	(257)	21%	(133)	4%	(26)	632
Income: 100k+	8%	(22)	21%	(57)	41%	(110)	25%	(66)	5%	(13)	269

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**Table BRD4_2: How much do you trust each of the following?
Advertisements for a product or service with a celebrity endorsement**

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	9%	(205)	28%	(629)	36%	(809)	20%	(434)	7%	(148)	2225
Ethnicity: White	7%	(130)	26%	(463)	39%	(685)	22%	(381)	6%	(110)	1769
Ethnicity: Hispanic	22%	(72)	37%	(124)	28%	(94)	9%	(31)	3%	(11)	333
Ethnicity: Afr. Am.	17%	(47)	40%	(109)	22%	(60)	11%	(30)	9%	(25)	272
Ethnicity: Other	15%	(28)	31%	(56)	34%	(63)	12%	(23)	7%	(13)	184
Relig: Protestant	4%	(20)	23%	(112)	43%	(209)	25%	(121)	4%	(21)	483
Relig: Roman Catholic	15%	(65)	30%	(133)	34%	(150)	16%	(70)	5%	(24)	441
Relig: Ath./Agn./None	8%	(55)	27%	(177)	37%	(242)	21%	(137)	7%	(49)	659
Relig: Something Else	10%	(35)	31%	(114)	32%	(115)	18%	(64)	9%	(33)	360
Relig: Evangelical	11%	(70)	28%	(174)	36%	(219)	19%	(115)	6%	(34)	612
Relig: Non-Evang. Catholics	8%	(45)	28%	(163)	39%	(230)	20%	(118)	5%	(32)	590
Relig: All Christian	10%	(115)	28%	(337)	37%	(449)	19%	(233)	6%	(66)	1202
Relig: All Non-Christian	9%	(90)	28%	(290)	35%	(357)	20%	(201)	8%	(82)	1020
Community: Urban	13%	(78)	30%	(178)	33%	(191)	17%	(101)	7%	(39)	586
Community: Suburban	7%	(70)	27%	(273)	38%	(379)	21%	(209)	7%	(67)	997
Community: Rural	9%	(57)	28%	(178)	37%	(239)	19%	(124)	7%	(43)	642
Employ: Private Sector	9%	(58)	31%	(200)	36%	(237)	20%	(130)	4%	(26)	650
Employ: Government	21%	(33)	24%	(37)	37%	(59)	14%	(22)	4%	(6)	157
Employ: Self-Employed	11%	(23)	33%	(69)	32%	(67)	19%	(41)	5%	(10)	209
Employ: Homemaker	9%	(17)	27%	(51)	35%	(67)	22%	(43)	7%	(13)	191
Employ: Student	12%	(15)	31%	(38)	30%	(36)	21%	(26)	6%	(7)	122
Employ: Retired	4%	(17)	21%	(98)	43%	(205)	27%	(125)	6%	(27)	472
Employ: Unemployed	10%	(20)	31%	(62)	35%	(71)	10%	(20)	14%	(28)	202
Employ: Other	10%	(22)	34%	(75)	31%	(68)	12%	(27)	13%	(30)	221
Job Type: White-collar	11%	(78)	23%	(165)	40%	(285)	22%	(154)	4%	(31)	714
Job Type: Blue-collar	7%	(65)	30%	(297)	37%	(365)	21%	(204)	5%	(52)	983
Job Type: Don't Know	12%	(62)	32%	(166)	30%	(158)	14%	(76)	12%	(65)	528
Military HH: Yes	11%	(50)	26%	(116)	36%	(164)	22%	(101)	4%	(20)	451
Military HH: No	9%	(156)	29%	(512)	36%	(645)	19%	(333)	7%	(129)	1774

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Table BRD4_2: How much do you trust each of the following?
 Advertisements for a product or service with a celebrity endorsement

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	9%	(205)	28%	(629)	36%	(809)	20%	(434)	7%	(148)	2225
2016 Vote: Democrat Hillary Clinton	10%	(75)	31%	(227)	39%	(288)	15%	(108)	6%	(41)	739
2016 Vote: Republican Donald Trump	7%	(56)	23%	(178)	36%	(275)	26%	(199)	7%	(50)	758
2016 Vote: Someone else	6%	(10)	16%	(27)	44%	(71)	28%	(46)	5%	(9)	163
2012 Vote: Barack Obama	10%	(81)	33%	(264)	37%	(296)	15%	(123)	5%	(37)	801
2012 Vote: Mitt Romney	6%	(35)	19%	(118)	38%	(235)	30%	(181)	7%	(42)	610
2012 Vote: Other	4%	(4)	19%	(19)	48%	(48)	26%	(27)	3%	(3)	101
2012 Vote: Didn't Vote	12%	(85)	32%	(228)	32%	(228)	14%	(101)	9%	(66)	708
4-Region: Northeast	8%	(34)	27%	(110)	38%	(153)	21%	(84)	6%	(25)	406
4-Region: Midwest	4%	(21)	28%	(132)	39%	(189)	22%	(106)	6%	(31)	479
4-Region: South	11%	(88)	31%	(257)	34%	(282)	17%	(138)	7%	(58)	823
4-Region: West	12%	(62)	25%	(129)	36%	(185)	20%	(106)	7%	(35)	517

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

Table BRD4_3: How much do you trust each of the following?
Advertisements for a product or service with a politician endorsement

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	8%	(173)	17%	(374)	37%	(813)	32%	(703)	7%	(162)	2225
Gender: Male	8%	(88)	18%	(197)	33%	(356)	34%	(363)	6%	(67)	1071
Gender: Female	7%	(85)	15%	(177)	40%	(457)	29%	(340)	8%	(95)	1154
Age: 18-29	17%	(88)	22%	(113)	31%	(162)	24%	(126)	5%	(28)	517
Age: 30-44	11%	(57)	20%	(103)	35%	(185)	26%	(135)	9%	(49)	529
Age: 45-54	4%	(17)	19%	(78)	37%	(151)	33%	(136)	7%	(28)	410
Age: 55-64	2%	(6)	12%	(43)	42%	(153)	38%	(138)	7%	(26)	367
Age: 65+	1%	(5)	9%	(36)	40%	(163)	42%	(168)	8%	(31)	402
PID: Dem (no lean)	9%	(66)	19%	(135)	40%	(279)	26%	(180)	6%	(40)	700
PID: Ind (no lean)	7%	(55)	14%	(117)	34%	(289)	36%	(302)	9%	(76)	839
PID: Rep (no lean)	8%	(52)	18%	(122)	36%	(245)	32%	(221)	7%	(46)	686
PID/Gender: Dem Men	11%	(37)	21%	(72)	34%	(116)	28%	(94)	5%	(17)	336
PID/Gender: Dem Women	8%	(28)	17%	(63)	45%	(164)	23%	(85)	6%	(23)	363
PID/Gender: Ind Men	7%	(26)	12%	(48)	33%	(128)	39%	(149)	9%	(34)	385
PID/Gender: Ind Women	6%	(29)	15%	(69)	35%	(161)	34%	(153)	9%	(42)	454
PID/Gender: Rep Men	7%	(25)	22%	(77)	32%	(112)	34%	(120)	5%	(17)	350
PID/Gender: Rep Women	8%	(27)	13%	(45)	39%	(133)	30%	(101)	9%	(30)	337
Tea Party: Supporter	15%	(88)	21%	(125)	33%	(193)	28%	(165)	3%	(20)	591
Tea Party: Not Supporter	5%	(85)	15%	(248)	38%	(619)	33%	(534)	9%	(139)	1625
Ideo: Liberal (1-3)	14%	(91)	18%	(121)	34%	(228)	29%	(197)	5%	(32)	668
Ideo: Moderate (4)	5%	(28)	16%	(88)	42%	(225)	30%	(163)	7%	(36)	540
Ideo: Conservative (5-7)	4%	(28)	16%	(112)	37%	(266)	38%	(277)	5%	(40)	724
Educ: < College	8%	(127)	17%	(266)	37%	(587)	30%	(468)	9%	(135)	1584
Educ: Bachelors degree	7%	(30)	19%	(79)	33%	(140)	36%	(151)	5%	(20)	420
Educ: Post-grad	7%	(15)	13%	(29)	39%	(86)	38%	(83)	3%	(7)	221
Income: Under 50k	10%	(127)	18%	(234)	34%	(452)	29%	(386)	9%	(125)	1324
Income: 50k-100k	5%	(35)	15%	(98)	40%	(256)	35%	(219)	4%	(25)	632
Income: 100k+	4%	(11)	16%	(43)	39%	(105)	37%	(98)	4%	(12)	269

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Table BRD4_3: How much do you trust each of the following?
Advertisements for a product or service with a politician endorsement

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	8%	(173)	17%	(374)	37%	(813)	32%	(703)	7%	(162)	2225
Ethnicity: White	6%	(113)	16%	(278)	38%	(665)	33%	(589)	7%	(125)	1769
Ethnicity: Hispanic	19%	(63)	25%	(84)	32%	(106)	19%	(64)	5%	(17)	333
Ethnicity: Afr. Am.	16%	(43)	22%	(60)	32%	(86)	22%	(58)	9%	(23)	272
Ethnicity: Other	9%	(17)	19%	(36)	33%	(61)	30%	(55)	8%	(14)	184
Relig: Protestant	3%	(15)	17%	(84)	39%	(186)	35%	(167)	6%	(31)	483
Relig: Roman Catholic	11%	(48)	20%	(88)	36%	(159)	27%	(118)	7%	(30)	441
Relig: Ath./Agn./None	8%	(52)	16%	(106)	33%	(219)	36%	(235)	7%	(47)	659
Relig: Something Else	9%	(33)	13%	(48)	37%	(133)	33%	(118)	8%	(28)	360
Relig: Evangelical	9%	(57)	19%	(118)	37%	(225)	27%	(166)	8%	(46)	612
Relig: Non-Evang. Catholics	5%	(31)	17%	(101)	40%	(234)	31%	(183)	7%	(40)	590
Relig: All Christian	7%	(88)	18%	(220)	38%	(458)	29%	(349)	7%	(87)	1202
Relig: All Non-Christian	8%	(84)	15%	(154)	34%	(352)	35%	(354)	7%	(76)	1020
Community: Urban	11%	(67)	22%	(127)	30%	(175)	29%	(170)	8%	(46)	586
Community: Suburban	5%	(54)	15%	(148)	39%	(387)	35%	(344)	6%	(64)	997
Community: Rural	8%	(52)	15%	(99)	39%	(251)	29%	(188)	8%	(52)	642
Employ: Private Sector	8%	(50)	18%	(118)	40%	(261)	30%	(195)	4%	(26)	650
Employ: Government	18%	(29)	20%	(32)	32%	(51)	24%	(38)	5%	(7)	157
Employ: Self-Employed	11%	(22)	20%	(43)	34%	(70)	29%	(61)	6%	(13)	209
Employ: Homemaker	6%	(12)	20%	(39)	33%	(63)	33%	(63)	7%	(13)	191
Employ: Student	11%	(13)	17%	(21)	35%	(43)	31%	(38)	7%	(8)	122
Employ: Retired	3%	(13)	10%	(49)	39%	(183)	41%	(195)	7%	(32)	472
Employ: Unemployed	7%	(15)	18%	(35)	29%	(58)	29%	(58)	17%	(35)	202
Employ: Other	8%	(18)	17%	(38)	38%	(84)	25%	(54)	13%	(28)	221
Job Type: White-collar	8%	(57)	18%	(127)	36%	(254)	33%	(235)	6%	(40)	714
Job Type: Blue-collar	7%	(67)	16%	(160)	38%	(377)	34%	(338)	4%	(41)	983
Job Type: Don't Know	9%	(48)	16%	(86)	35%	(182)	25%	(130)	15%	(81)	528
Military HH: Yes	8%	(36)	22%	(97)	35%	(159)	31%	(140)	4%	(19)	451
Military HH: No	8%	(137)	16%	(277)	37%	(654)	32%	(563)	8%	(144)	1774

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Table BRD4_3: How much do you trust each of the following?
Advertisements for a product or service with a politician endorsement

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion	Total N
Adults	8%	(173)	17%	(374)	37%	(813)	32%	(703)	7% (162)	2225
2016 Vote: Democrat Hillary Clinton	8%	(62)	17%	(125)	39%	(287)	30%	(223)	6% (42)	739
2016 Vote: Republican Donald Trump	8%	(57)	16%	(120)	38%	(285)	33%	(247)	6% (48)	758
2016 Vote: Someone else	6%	(9)	10%	(17)	33%	(54)	45%	(73)	6% (10)	163
2012 Vote: Barack Obama	8%	(63)	18%	(146)	38%	(305)	30%	(244)	5% (43)	801
2012 Vote: Mitt Romney	5%	(31)	15%	(94)	34%	(210)	38%	(233)	7% (41)	610
2012 Vote: Other	1%	(1)	13%	(13)	31%	(32)	52%	(52)	3% (3)	101
2012 Vote: Didn't Vote	11%	(77)	17%	(121)	37%	(264)	24%	(171)	11% (75)	708
4-Region: Northeast	8%	(31)	15%	(62)	36%	(146)	35%	(143)	6% (24)	406
4-Region: Midwest	4%	(22)	16%	(75)	37%	(177)	36%	(173)	7% (33)	479
4-Region: South	9%	(72)	17%	(144)	38%	(312)	28%	(228)	8% (68)	823
4-Region: West	9%	(48)	18%	(93)	35%	(178)	31%	(159)	7% (38)	517

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

Table BRD4_4: *How much do you trust each of the following?*
Advertisements for a product or service with an endorsement by an expert in a relevant field

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	21%	(463)	48%	(1073)	19%	(416)	6%	(129)	7%	(145)	2225
Gender: Male	18%	(198)	46%	(493)	21%	(229)	8%	(86)	6%	(66)	1071
Gender: Female	23%	(265)	50%	(580)	16%	(188)	4%	(43)	7%	(79)	1154
Age: 18-29	36%	(188)	38%	(198)	15%	(80)	4%	(21)	6%	(29)	517
Age: 30-44	21%	(113)	51%	(272)	14%	(76)	5%	(26)	8%	(43)	529
Age: 45-54	15%	(62)	55%	(225)	17%	(69)	7%	(27)	7%	(27)	410
Age: 55-64	17%	(61)	48%	(175)	24%	(87)	6%	(22)	6%	(22)	367
Age: 65+	9%	(38)	50%	(203)	26%	(105)	8%	(32)	6%	(24)	402
PID: Dem (no lean)	24%	(169)	50%	(352)	16%	(111)	4%	(30)	5%	(37)	700
PID: Ind (no lean)	17%	(146)	46%	(384)	22%	(184)	7%	(61)	8%	(64)	839
PID: Rep (no lean)	21%	(147)	49%	(337)	18%	(121)	6%	(38)	6%	(43)	686
PID/Gender: Dem Men	21%	(72)	51%	(171)	16%	(55)	7%	(23)	5%	(15)	336
PID/Gender: Dem Women	27%	(97)	50%	(181)	15%	(56)	2%	(8)	6%	(22)	363
PID/Gender: Ind Men	14%	(55)	41%	(158)	26%	(101)	11%	(41)	8%	(30)	385
PID/Gender: Ind Women	20%	(91)	50%	(226)	18%	(83)	4%	(20)	8%	(34)	454
PID/Gender: Rep Men	20%	(71)	47%	(164)	21%	(72)	7%	(23)	6%	(20)	350
PID/Gender: Rep Women	23%	(76)	51%	(173)	15%	(49)	4%	(15)	7%	(23)	337
Tea Party: Supporter	28%	(168)	44%	(258)	18%	(104)	5%	(32)	5%	(29)	591
Tea Party: Not Supporter	18%	(293)	50%	(807)	19%	(312)	6%	(97)	7%	(116)	1625
Ideo: Liberal (1-3)	25%	(165)	48%	(321)	17%	(116)	5%	(33)	5%	(34)	668
Ideo: Moderate (4)	18%	(99)	48%	(259)	23%	(124)	5%	(28)	5%	(30)	540
Ideo: Conservative (5-7)	18%	(128)	52%	(374)	19%	(137)	7%	(48)	5%	(37)	724
Educ: < College	22%	(343)	47%	(739)	19%	(300)	5%	(85)	7%	(117)	1584
Educ: Bachelors degree	18%	(74)	53%	(222)	18%	(76)	6%	(26)	5%	(22)	420
Educ: Post-grad	20%	(45)	51%	(112)	18%	(40)	8%	(18)	3%	(7)	221
Income: Under 50k	22%	(295)	46%	(616)	18%	(240)	5%	(65)	8%	(109)	1324
Income: 50k-100k	19%	(119)	52%	(326)	19%	(117)	7%	(47)	4%	(24)	632
Income: 100k+	18%	(49)	49%	(131)	22%	(59)	6%	(17)	5%	(12)	269

Continued on next page

Table BRD4_4: How much do you trust each of the following?
Advertisements for a product or service with an endorsement by an expert in a relevant field

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	21%	(463)	48%	(1073)	19%	(416)	6%	(129)	7%	(145)	2225
Ethnicity: White	19%	(344)	50%	(882)	19%	(339)	6%	(106)	6%	(99)	1769
Ethnicity: Hispanic	34%	(113)	46%	(152)	14%	(47)	2%	(8)	4%	(13)	333
Ethnicity: Afr. Am.	26%	(70)	43%	(117)	15%	(42)	4%	(12)	11%	(30)	272
Ethnicity: Other	26%	(48)	40%	(74)	19%	(35)	6%	(11)	8%	(15)	184
Relig: Protestant	15%	(74)	52%	(252)	22%	(105)	5%	(24)	6%	(28)	483
Relig: Roman Catholic	24%	(106)	46%	(201)	20%	(88)	4%	(20)	6%	(26)	441
Relig: Ath./Agn./None	18%	(117)	48%	(316)	19%	(127)	9%	(56)	7%	(43)	659
Relig: Something Else	25%	(89)	47%	(168)	18%	(64)	4%	(13)	7%	(27)	360
Relig: Evangelical	23%	(142)	50%	(307)	15%	(92)	5%	(32)	6%	(39)	612
Relig: Non-Evang. Catholics	20%	(115)	47%	(280)	22%	(131)	5%	(28)	6%	(35)	590
Relig: All Christian	21%	(257)	49%	(587)	19%	(223)	5%	(59)	6%	(75)	1202
Relig: All Non-Christian	20%	(205)	47%	(484)	19%	(191)	7%	(70)	7%	(70)	1020
Community: Urban	25%	(148)	45%	(264)	17%	(98)	5%	(31)	7%	(44)	586
Community: Suburban	18%	(180)	51%	(510)	19%	(188)	6%	(63)	6%	(56)	997
Community: Rural	21%	(134)	47%	(299)	20%	(130)	5%	(35)	7%	(45)	642
Employ: Private Sector	21%	(139)	51%	(331)	18%	(117)	6%	(37)	4%	(27)	650
Employ: Government	28%	(43)	45%	(72)	20%	(32)	3%	(5)	4%	(6)	157
Employ: Self-Employed	21%	(43)	50%	(104)	19%	(40)	6%	(13)	5%	(10)	209
Employ: Homemaker	21%	(40)	51%	(98)	16%	(30)	6%	(11)	6%	(12)	191
Employ: Student	36%	(44)	42%	(51)	15%	(19)	3%	(4)	4%	(5)	122
Employ: Retired	12%	(58)	51%	(240)	23%	(107)	8%	(36)	6%	(30)	472
Employ: Unemployed	19%	(39)	45%	(92)	17%	(35)	4%	(8)	14%	(28)	202
Employ: Other	25%	(56)	39%	(86)	17%	(38)	7%	(15)	12%	(27)	221
Job Type: White-collar	19%	(132)	52%	(369)	20%	(142)	6%	(43)	4%	(29)	714
Job Type: Blue-collar	21%	(205)	51%	(500)	18%	(180)	5%	(52)	5%	(46)	983
Job Type: Don't Know	24%	(125)	39%	(205)	18%	(94)	6%	(34)	13%	(70)	528
Military HH: Yes	23%	(102)	49%	(222)	20%	(91)	4%	(17)	4%	(19)	451
Military HH: No	20%	(360)	48%	(851)	18%	(325)	6%	(112)	7%	(126)	1774

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Table BRD4_4: How much do you trust each of the following?
 Advertisements for a product or service with an endorsement by an expert in a relevant field

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion	Total N	
Adults	21%	(463)	48%	(1073)	19%	(416)	6%	(129)	7%	(145)	2225
2016 Vote: Democrat Hillary Clinton	20%	(150)	51%	(376)	18%	(137)	5%	(36)	5%	(41)	739
2016 Vote: Republican Donald Trump	18%	(139)	50%	(378)	20%	(149)	6%	(46)	6%	(46)	758
2016 Vote: Someone else	23%	(37)	39%	(63)	21%	(34)	13%	(21)	5%	(7)	163
2012 Vote: Barack Obama	18%	(146)	53%	(426)	18%	(147)	6%	(44)	5%	(38)	801
2012 Vote: Mitt Romney	16%	(97)	50%	(304)	21%	(129)	6%	(39)	7%	(40)	610
2012 Vote: Other	13%	(13)	52%	(53)	18%	(18)	12%	(12)	4%	(4)	101
2012 Vote: Didn't Vote	29%	(205)	41%	(289)	17%	(118)	5%	(34)	9%	(62)	708
4-Region: Northeast	23%	(94)	46%	(185)	22%	(87)	5%	(20)	5%	(19)	406
4-Region: Midwest	14%	(67)	52%	(248)	20%	(98)	8%	(36)	6%	(30)	479
4-Region: South	23%	(187)	49%	(407)	16%	(130)	5%	(42)	7%	(59)	823
4-Region: West	22%	(114)	45%	(233)	20%	(101)	6%	(31)	7%	(37)	517

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

Table BRD4_5: How much do you trust each of the following?
Advertisements for a product or service endorsed by someone like you

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	22%	(499)	44%	(979)	20%	(436)	6%	(137)	8%	(174)	2225
Gender: Male	21%	(221)	41%	(435)	22%	(240)	9%	(97)	7%	(78)	1071
Gender: Female	24%	(278)	47%	(544)	17%	(196)	3%	(40)	8%	(97)	1154
Age: 18-29	30%	(153)	39%	(201)	18%	(94)	7%	(37)	6%	(32)	517
Age: 30-44	27%	(141)	41%	(218)	19%	(98)	5%	(25)	9%	(46)	529
Age: 45-54	23%	(95)	46%	(188)	18%	(73)	6%	(24)	8%	(31)	410
Age: 55-64	18%	(64)	46%	(170)	22%	(79)	5%	(20)	9%	(33)	367
Age: 65+	11%	(46)	50%	(201)	23%	(91)	8%	(31)	8%	(32)	402
PID: Dem (no lean)	24%	(170)	44%	(311)	19%	(131)	5%	(37)	7%	(51)	700
PID: Ind (no lean)	20%	(165)	43%	(364)	21%	(177)	7%	(58)	9%	(75)	839
PID: Rep (no lean)	24%	(163)	44%	(304)	19%	(128)	6%	(43)	7%	(48)	686
PID/Gender: Dem Men	24%	(80)	42%	(141)	19%	(64)	8%	(28)	7%	(23)	336
PID/Gender: Dem Women	25%	(90)	47%	(170)	18%	(67)	2%	(9)	8%	(28)	363
PID/Gender: Ind Men	16%	(62)	39%	(151)	25%	(97)	11%	(41)	9%	(34)	385
PID/Gender: Ind Women	23%	(103)	47%	(213)	18%	(80)	4%	(17)	9%	(41)	454
PID/Gender: Rep Men	22%	(79)	41%	(143)	23%	(79)	8%	(29)	6%	(21)	350
PID/Gender: Rep Women	25%	(85)	48%	(161)	15%	(49)	4%	(14)	8%	(28)	337
Tea Party: Supporter	30%	(179)	41%	(242)	19%	(111)	5%	(32)	5%	(28)	591
Tea Party: Not Supporter	20%	(320)	45%	(730)	20%	(324)	6%	(105)	9%	(145)	1625
Ideo: Liberal (1-3)	25%	(168)	42%	(278)	21%	(143)	6%	(38)	6%	(41)	668
Ideo: Moderate (4)	19%	(104)	48%	(259)	21%	(111)	6%	(32)	6%	(35)	540
Ideo: Conservative (5-7)	22%	(160)	45%	(326)	20%	(142)	7%	(50)	6%	(47)	724
Educ: < College	25%	(393)	43%	(688)	18%	(277)	6%	(90)	9%	(136)	1584
Educ: Bachelors degree	17%	(72)	44%	(187)	26%	(109)	6%	(24)	7%	(29)	420
Educ: Post-grad	15%	(34)	47%	(105)	23%	(50)	10%	(23)	4%	(10)	221
Income: Under 50k	25%	(331)	42%	(558)	19%	(249)	6%	(77)	8%	(110)	1324
Income: 50k-100k	20%	(124)	48%	(302)	18%	(115)	6%	(41)	8%	(51)	632
Income: 100k+	16%	(44)	44%	(119)	27%	(72)	7%	(20)	5%	(14)	269

Continued on next page

Table BRD4_5: How much do you trust each of the following?
Advertisements for a product or service endorsed by someone like you

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	22%	(499)	44%	(979)	20%	(436)	6%	(137)	8%	(174)	2225
Ethnicity: White	21%	(363)	45%	(801)	21%	(366)	6%	(110)	7%	(130)	1769
Ethnicity: Hispanic	39%	(130)	35%	(116)	16%	(55)	5%	(16)	5%	(16)	333
Ethnicity: Afr. Am.	30%	(81)	44%	(118)	13%	(36)	4%	(11)	9%	(25)	272
Ethnicity: Other	29%	(54)	33%	(60)	19%	(35)	9%	(16)	10%	(19)	184
Relig: Protestant	21%	(100)	48%	(232)	21%	(100)	5%	(22)	6%	(28)	483
Relig: Roman Catholic	24%	(106)	44%	(195)	19%	(84)	7%	(29)	6%	(27)	441
Relig: Ath./Agn./None	20%	(134)	40%	(266)	22%	(142)	9%	(60)	9%	(57)	659
Relig: Something Else	22%	(79)	44%	(160)	20%	(74)	4%	(15)	9%	(33)	360
Relig: Evangelical	28%	(169)	46%	(281)	15%	(92)	4%	(25)	7%	(46)	612
Relig: Non-Evang. Catholics	19%	(114)	46%	(272)	22%	(129)	6%	(38)	6%	(38)	590
Relig: All Christian	24%	(283)	46%	(552)	18%	(220)	5%	(63)	7%	(83)	1202
Relig: All Non-Christian	21%	(214)	42%	(426)	21%	(216)	7%	(74)	9%	(90)	1020
Community: Urban	25%	(148)	43%	(254)	17%	(100)	6%	(36)	8%	(49)	586
Community: Suburban	20%	(197)	44%	(443)	21%	(207)	7%	(72)	8%	(78)	997
Community: Rural	24%	(154)	44%	(282)	20%	(129)	5%	(30)	7%	(48)	642
Employ: Private Sector	23%	(151)	45%	(292)	20%	(133)	6%	(40)	5%	(35)	650
Employ: Government	30%	(47)	41%	(65)	21%	(33)	3%	(6)	5%	(7)	157
Employ: Self-Employed	22%	(45)	44%	(92)	21%	(45)	5%	(11)	7%	(16)	209
Employ: Homemaker	27%	(51)	39%	(74)	23%	(44)	3%	(5)	9%	(17)	191
Employ: Student	30%	(37)	35%	(42)	20%	(24)	9%	(12)	6%	(8)	122
Employ: Retired	15%	(72)	53%	(248)	19%	(89)	7%	(34)	6%	(29)	472
Employ: Unemployed	26%	(51)	37%	(75)	14%	(28)	7%	(14)	16%	(33)	202
Employ: Other	20%	(44)	41%	(92)	18%	(40)	7%	(15)	14%	(31)	221
Job Type: White-collar	18%	(131)	44%	(317)	25%	(177)	6%	(46)	6%	(44)	714
Job Type: Blue-collar	25%	(247)	46%	(450)	17%	(170)	6%	(62)	6%	(55)	983
Job Type: Don't Know	23%	(121)	40%	(212)	17%	(89)	6%	(29)	14%	(76)	528
Military HH: Yes	28%	(125)	46%	(206)	16%	(72)	6%	(25)	5%	(22)	451
Military HH: No	21%	(373)	44%	(773)	21%	(364)	6%	(112)	9%	(152)	1774

Continued on next page

Table BRD4_5: How much do you trust each of the following?
Advertisements for a product or service endorsed by someone like you

Demographic	A lot		Some		Not much		Not at all		Don't Know / No Opinion		Total N
Adults	22%	(499)	44%	(979)	20%	(436)	6%	(137)	8%	(174)	2225
2016 Vote: Democrat Hillary Clinton	21%	(158)	46%	(337)	21%	(155)	5%	(40)	7%	(48)	739
2016 Vote: Republican Donald Trump	24%	(181)	46%	(346)	18%	(140)	6%	(42)	7%	(50)	758
2016 Vote: Someone else	15%	(24)	42%	(68)	23%	(38)	13%	(21)	7%	(12)	163
2012 Vote: Barack Obama	22%	(177)	46%	(367)	20%	(162)	5%	(43)	6%	(52)	801
2012 Vote: Mitt Romney	19%	(115)	45%	(275)	22%	(132)	6%	(39)	8%	(49)	610
2012 Vote: Other	15%	(16)	51%	(52)	20%	(21)	10%	(10)	3%	(3)	101
2012 Vote: Didn't Vote	27%	(191)	40%	(283)	17%	(120)	6%	(43)	10%	(70)	708
4-Region: Northeast	23%	(93)	38%	(153)	25%	(103)	5%	(22)	9%	(36)	406
4-Region: Midwest	19%	(90)	46%	(220)	20%	(98)	8%	(38)	7%	(33)	479
4-Region: South	26%	(211)	45%	(369)	16%	(134)	5%	(43)	8%	(67)	823
4-Region: West	20%	(105)	46%	(237)	20%	(101)	7%	(34)	8%	(39)	517

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

Table BRD5: Which of the following comes closest to your view, even if none is exactly right?

Demographic	When someone endorses a product or service, I assume they know nothing about the product and are doing it strictly for personal gain.		When someone endorses a product or service, I assume they know a little about the product and would use it themselves.		When someone endorses a product or service, I assume they know a lot about the product and actively use it themselves.		Don't Know / No Opinion		Total N
Adults	39%	(878)	30%	(667)	19%	(420)	12%	(260)	2225
Gender: Male	42%	(447)	29%	(312)	17%	(186)	12%	(126)	1071
Gender: Female	37%	(431)	31%	(355)	20%	(234)	12%	(134)	1154
Age: 18-29	32%	(163)	34%	(176)	24%	(124)	10%	(54)	517
Age: 30-44	41%	(215)	27%	(141)	22%	(116)	11%	(58)	529
Age: 45-54	35%	(144)	33%	(135)	19%	(78)	13%	(52)	410
Age: 55-64	43%	(157)	30%	(110)	17%	(64)	10%	(36)	367
Age: 65+	49%	(198)	26%	(105)	9%	(38)	15%	(61)	402
PID: Dem (no lean)	34%	(241)	29%	(205)	24%	(166)	13%	(88)	700
PID: Ind (no lean)	40%	(336)	31%	(263)	17%	(139)	12%	(101)	839
PID: Rep (no lean)	44%	(301)	29%	(199)	17%	(115)	10%	(71)	686
PID/Gender: Dem Men	37%	(123)	30%	(101)	22%	(74)	11%	(39)	336
PID/Gender: Dem Women	32%	(118)	29%	(104)	25%	(92)	14%	(49)	363
PID/Gender: Ind Men	42%	(161)	32%	(121)	13%	(49)	14%	(54)	385
PID/Gender: Ind Women	39%	(175)	31%	(141)	20%	(90)	10%	(47)	454
PID/Gender: Rep Men	47%	(163)	26%	(89)	18%	(63)	10%	(34)	350
PID/Gender: Rep Women	41%	(138)	32%	(109)	16%	(52)	11%	(37)	337
Tea Party: Supporter	41%	(242)	28%	(168)	22%	(129)	9%	(52)	591
Tea Party: Not Supporter	39%	(634)	30%	(493)	18%	(290)	13%	(208)	1625
Ideo: Liberal (1-3)	37%	(250)	31%	(210)	22%	(147)	9%	(62)	668
Ideo: Moderate (4)	34%	(186)	32%	(173)	21%	(111)	13%	(70)	540
Ideo: Conservative (5-7)	51%	(373)	26%	(189)	14%	(100)	9%	(62)	724

Continued on next page

Table BRD5: Which of the following comes closest to your view, even if none is exactly right?

Demographic	When someone endorses a product or service, I assume they know nothing about the product and are doing it strictly for personal gain.		When someone endorses a product or service, I assume they know a little about the product and would use it themselves.		When someone endorses a product or service, I assume they know a lot about the product and actively use it themselves.		Don't Know / No Opinion	Total N	
	%	(N)	%	(N)	%	(N)			
Adults	39%	(878)	30%	(667)	19%	(420)	12%	(260)	2225
Educ: < College	36%	(567)	30%	(472)	22%	(341)	13%	(203)	1584
Educ: Bachelors degree	47%	(197)	31%	(129)	14%	(58)	9%	(36)	420
Educ: Post-grad	51%	(114)	29%	(65)	9%	(21)	10%	(21)	221
Income: Under 50k	35%	(464)	29%	(380)	22%	(298)	14%	(183)	1324
Income: 50k-100k	46%	(292)	32%	(204)	14%	(89)	7%	(47)	632
Income: 100k+	46%	(122)	31%	(83)	12%	(33)	11%	(30)	269
Ethnicity: White	43%	(753)	30%	(537)	16%	(274)	12%	(205)	1769
Ethnicity: Hispanic	30%	(101)	30%	(100)	33%	(111)	6%	(21)	333
Ethnicity: Afr. Am.	24%	(66)	29%	(80)	33%	(91)	13%	(35)	272
Ethnicity: Other	32%	(58)	27%	(49)	30%	(55)	12%	(21)	184
Relig: Protestant	48%	(233)	29%	(139)	14%	(68)	9%	(43)	483
Relig: Roman Catholic	36%	(159)	31%	(138)	22%	(95)	11%	(49)	441
Relig: Ath./Agn./None	41%	(268)	30%	(197)	16%	(108)	13%	(86)	659
Relig: Something Else	37%	(132)	29%	(104)	21%	(77)	13%	(47)	360
Relig: Evangelical	37%	(228)	29%	(179)	23%	(138)	11%	(67)	612
Relig: Non-Evang. Catholics	42%	(249)	32%	(186)	16%	(97)	10%	(57)	590
Relig: All Christian	40%	(477)	30%	(365)	20%	(235)	10%	(124)	1202
Relig: All Non-Christian	39%	(400)	30%	(301)	18%	(185)	13%	(133)	1020
Community: Urban	34%	(198)	31%	(183)	23%	(134)	12%	(71)	586
Community: Suburban	43%	(433)	28%	(280)	17%	(169)	12%	(115)	997
Community: Rural	39%	(247)	32%	(203)	18%	(117)	12%	(74)	642

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Table BRD5: Which of the following comes closest to your view, even if none is exactly right?

Demographic	When someone endorses a product or service, I assume they know nothing about the product and are doing it strictly for personal gain.		When someone endorses a product or service, I assume they know a little about the product and would use it themselves.		When someone endorses a product or service, I assume they know a lot about the product and actively use it themselves.		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(878)	30%	(667)	19%	(420)	12%	(260)	2225
Employ: Private Sector	41%	(267)	33%	(213)	17%	(110)	9%	(60)	650
Employ: Government	34%	(53)	33%	(52)	26%	(41)	7%	(12)	157
Employ: Self-Employed	36%	(76)	31%	(64)	23%	(49)	10%	(20)	209
Employ: Homemaker	40%	(76)	24%	(45)	25%	(48)	11%	(21)	191
Employ: Student	34%	(41)	33%	(40)	20%	(25)	14%	(17)	122
Employ: Retired	48%	(225)	28%	(131)	12%	(56)	13%	(60)	472
Employ: Unemployed	36%	(72)	28%	(56)	21%	(41)	16%	(32)	202
Employ: Other	31%	(68)	29%	(64)	23%	(51)	18%	(39)	221
Job Type: White-collar	46%	(326)	31%	(222)	14%	(99)	9%	(67)	714
Job Type: Blue-collar	41%	(399)	30%	(298)	21%	(203)	9%	(84)	983
Job Type: Don't Know	29%	(153)	28%	(147)	22%	(119)	21%	(109)	528
Military HH: Yes	46%	(205)	28%	(127)	18%	(83)	8%	(35)	451
Military HH: No	38%	(673)	30%	(539)	19%	(337)	13%	(225)	1774
2016 Vote: Democrat Hillary Clinton	36%	(263)	31%	(233)	22%	(164)	11%	(80)	739
2016 Vote: Republican Donald Trump	45%	(344)	29%	(219)	15%	(115)	11%	(80)	758
2016 Vote: Someone else	45%	(73)	33%	(53)	11%	(18)	12%	(19)	163
2012 Vote: Barack Obama	34%	(276)	34%	(270)	20%	(162)	12%	(93)	801
2012 Vote: Mitt Romney	50%	(303)	27%	(163)	14%	(87)	9%	(56)	610
2012 Vote: Other	46%	(46)	36%	(37)	9%	(9)	9%	(9)	101
2012 Vote: Didn't Vote	35%	(250)	28%	(195)	23%	(161)	14%	(101)	708
4-Region: Northeast	44%	(180)	28%	(113)	17%	(70)	11%	(43)	406
4-Region: Midwest	43%	(204)	30%	(146)	16%	(75)	11%	(55)	479
4-Region: South	38%	(313)	30%	(246)	21%	(169)	12%	(95)	823
4-Region: West	35%	(180)	31%	(161)	21%	(106)	13%	(68)	517

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

Table BRD6_1: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?
The product designer*

Demographic	All of the blame		Some of the blame		Not much of the blame		None of the blame		Don't Know / No Opinion		Total N
Adults	26%	(580)	51%	(1128)	11%	(237)	6%	(125)	7%	(155)	2225
Gender: Male	25%	(268)	52%	(555)	11%	(119)	5%	(56)	7%	(74)	1071
Gender: Female	27%	(312)	50%	(574)	10%	(119)	6%	(69)	7%	(81)	1154
Age: 18-29	27%	(140)	44%	(225)	14%	(74)	7%	(34)	8%	(44)	517
Age: 30-44	27%	(143)	47%	(250)	11%	(61)	6%	(32)	8%	(43)	529
Age: 45-54	24%	(98)	54%	(222)	11%	(44)	5%	(21)	6%	(24)	410
Age: 55-64	27%	(100)	57%	(210)	6%	(23)	3%	(11)	6%	(23)	367
Age: 65+	24%	(98)	55%	(221)	9%	(36)	6%	(26)	5%	(21)	402
PID: Dem (no lean)	28%	(193)	50%	(352)	11%	(75)	5%	(38)	6%	(42)	700
PID: Ind (no lean)	25%	(209)	50%	(418)	11%	(93)	6%	(47)	9%	(73)	839
PID: Rep (no lean)	26%	(178)	52%	(358)	10%	(70)	6%	(40)	6%	(40)	686
PID/Gender: Dem Men	26%	(88)	53%	(178)	10%	(33)	6%	(20)	5%	(18)	336
PID/Gender: Dem Women	29%	(105)	48%	(174)	11%	(42)	5%	(18)	7%	(25)	363
PID/Gender: Ind Men	22%	(84)	49%	(190)	14%	(53)	5%	(19)	10%	(38)	385
PID/Gender: Ind Women	28%	(125)	50%	(228)	9%	(39)	6%	(28)	8%	(34)	454
PID/Gender: Rep Men	27%	(96)	53%	(186)	9%	(32)	5%	(18)	5%	(18)	350
PID/Gender: Rep Women	24%	(82)	51%	(172)	11%	(38)	7%	(22)	7%	(22)	337
Tea Party: Supporter	33%	(192)	45%	(266)	10%	(56)	6%	(38)	6%	(38)	591
Tea Party: Not Supporter	24%	(385)	53%	(858)	11%	(181)	5%	(84)	7%	(117)	1625
Ideo: Liberal (1-3)	24%	(158)	50%	(337)	12%	(81)	6%	(41)	8%	(52)	668
Ideo: Moderate (4)	26%	(143)	52%	(282)	12%	(64)	5%	(27)	5%	(25)	540
Ideo: Conservative (5-7)	26%	(189)	55%	(400)	9%	(65)	6%	(40)	4%	(30)	724
Educ: < College	27%	(425)	47%	(745)	11%	(181)	6%	(98)	9%	(135)	1584
Educ: Bachelors degree	23%	(96)	62%	(259)	9%	(39)	3%	(14)	3%	(12)	420
Educ: Post-grad	26%	(59)	56%	(124)	8%	(17)	6%	(13)	4%	(8)	221
Income: Under 50k	27%	(360)	47%	(619)	11%	(149)	6%	(82)	9%	(115)	1324
Income: 50k-100k	26%	(162)	56%	(352)	9%	(59)	5%	(33)	4%	(25)	632
Income: 100k+	21%	(58)	59%	(158)	11%	(29)	4%	(9)	6%	(15)	269

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Table BRD6_1: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?
 The product designer*

Demographic	All of the blame	Some of the blame	Not much of the blame	None of the blame	Don't Know / No Opinion	Total N
Adults	26% (580)	51% (1128)	11% (237)	6% (125)	7% (155)	2225
Ethnicity: White	26% (458)	52% (919)	11% (190)	5% (88)	6% (115)	1769
Ethnicity: Hispanic	31% (102)	40% (132)	15% (49)	7% (25)	7% (25)	333
Ethnicity: Afr. Am.	31% (84)	44% (119)	8% (22)	7% (19)	10% (28)	272
Ethnicity: Other	21% (38)	49% (90)	14% (25)	10% (18)	7% (12)	184
Relig: Protestant	25% (118)	57% (277)	7% (35)	6% (28)	5% (24)	483
Relig: Roman Catholic	23% (102)	54% (238)	12% (54)	4% (16)	7% (31)	441
Relig: Ath./Agn./None	27% (176)	47% (310)	11% (72)	7% (48)	8% (53)	659
Relig: Something Else	33% (118)	41% (147)	12% (44)	6% (22)	8% (30)	360
Relig: Evangelical	25% (153)	54% (333)	10% (62)	4% (27)	6% (37)	612
Relig: Non-Evang. Catholics	22% (133)	57% (334)	10% (60)	5% (27)	6% (35)	590
Relig: All Christian	24% (286)	56% (667)	10% (122)	5% (54)	6% (72)	1202
Relig: All Non-Christian	29% (294)	45% (458)	11% (115)	7% (70)	8% (83)	1020
Community: Urban	27% (158)	48% (281)	11% (63)	7% (42)	7% (41)	586
Community: Suburban	25% (252)	54% (535)	10% (97)	5% (50)	6% (64)	997
Community: Rural	26% (169)	49% (313)	12% (77)	5% (32)	8% (50)	642
Employ: Private Sector	26% (169)	53% (342)	12% (77)	6% (37)	4% (25)	650
Employ: Government	30% (47)	47% (74)	9% (15)	7% (11)	7% (11)	157
Employ: Self-Employed	26% (55)	52% (108)	9% (20)	4% (8)	9% (19)	209
Employ: Homemaker	32% (61)	46% (88)	11% (21)	5% (10)	6% (11)	191
Employ: Student	23% (28)	45% (56)	21% (25)	2% (3)	9% (11)	122
Employ: Retired	26% (123)	57% (269)	8% (36)	5% (22)	5% (21)	472
Employ: Unemployed	26% (52)	45% (91)	12% (24)	4% (7)	14% (27)	202
Employ: Other	20% (44)	46% (101)	9% (20)	12% (26)	14% (31)	221
Job Type: White-collar	25% (176)	55% (396)	9% (67)	6% (45)	4% (31)	714
Job Type: Blue-collar	27% (263)	52% (512)	12% (116)	5% (50)	4% (43)	983
Job Type: Don't Know	27% (141)	42% (221)	10% (55)	6% (30)	15% (82)	528
Military HH: Yes	30% (135)	49% (220)	11% (50)	6% (26)	4% (19)	451
Military HH: No	25% (445)	51% (908)	11% (187)	6% (98)	8% (136)	1774

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Table BRD6_1: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?
The product designer*

Demographic	All of the blame		Some of the blame		Not much of the blame		None of the blame		Don't Know / No Opinion		Total N
Adults	26%	(580)	51%	(1128)	11%	(237)	6%	(125)	7%	(155)	2225
2016 Vote: Democrat Hillary Clinton	24%	(179)	54%	(397)	10%	(74)	6%	(45)	6%	(43)	739
2016 Vote: Republican Donald Trump	25%	(186)	54%	(408)	11%	(83)	5%	(39)	6%	(42)	758
2016 Vote: Someone else	26%	(42)	51%	(83)	13%	(21)	7%	(11)	4%	(7)	163
2012 Vote: Barack Obama	25%	(197)	54%	(436)	10%	(77)	6%	(50)	5%	(41)	801
2012 Vote: Mitt Romney	25%	(151)	55%	(333)	10%	(63)	4%	(26)	6%	(37)	610
2012 Vote: Other	23%	(23)	59%	(59)	7%	(7)	5%	(5)	6%	(6)	101
2012 Vote: Didn't Vote	29%	(204)	42%	(300)	13%	(91)	6%	(43)	10%	(70)	708
4-Region: Northeast	26%	(107)	52%	(211)	9%	(39)	7%	(28)	5%	(21)	406
4-Region: Midwest	24%	(116)	54%	(258)	12%	(56)	4%	(18)	6%	(31)	479
4-Region: South	29%	(238)	48%	(398)	9%	(76)	6%	(48)	8%	(63)	823
4-Region: West	23%	(119)	50%	(261)	13%	(67)	6%	(29)	8%	(40)	517

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

Table BRD6_2: *If you use a product or service and it doesnt live up to your expectations, how much blame do you place on each of the following?
 The product manufacturer*

Demographic	All of the blame	Some of the blame	Not much of the blame	None of the blame	Don't Know / No Opinion	Total N
Adults	40% (884)	43% (967)	7% (159)	3% (70)	6% (144)	2225
Gender: Male	39% (416)	43% (463)	8% (89)	3% (30)	7% (74)	1071
Gender: Female	41% (469)	44% (504)	6% (71)	3% (40)	6% (71)	1154
Age: 18-29	32% (166)	42% (216)	12% (63)	5% (28)	9% (44)	517
Age: 30-44	40% (212)	41% (215)	7% (38)	4% (24)	8% (41)	529
Age: 45-54	36% (147)	50% (204)	7% (28)	2% (6)	6% (24)	410
Age: 55-64	47% (174)	42% (152)	5% (17)	1% (3)	5% (20)	367
Age: 65+	46% (184)	45% (179)	4% (14)	2% (9)	4% (15)	402
PID: Dem (no lean)	43% (298)	42% (292)	8% (59)	2% (17)	5% (34)	700
PID: Ind (no lean)	37% (307)	42% (355)	8% (65)	4% (34)	9% (77)	839
PID: Rep (no lean)	41% (279)	47% (321)	5% (35)	3% (19)	5% (33)	686
PID/Gender: Dem Men	41% (137)	44% (147)	8% (28)	2% (7)	5% (18)	336
PID/Gender: Dem Women	44% (161)	40% (145)	9% (32)	3% (10)	4% (16)	363
PID/Gender: Ind Men	34% (133)	42% (162)	11% (42)	3% (11)	10% (38)	385
PID/Gender: Ind Women	39% (175)	42% (193)	5% (24)	5% (23)	9% (39)	454
PID/Gender: Rep Men	42% (146)	44% (154)	5% (19)	4% (13)	5% (18)	350
PID/Gender: Rep Women	40% (133)	49% (167)	5% (16)	2% (7)	4% (15)	337
Tea Party: Supporter	42% (246)	42% (249)	7% (44)	4% (25)	5% (28)	591
Tea Party: Not Supporter	39% (635)	44% (713)	7% (116)	3% (45)	7% (116)	1625
Ideo: Liberal (1-3)	40% (266)	40% (268)	10% (68)	4% (24)	6% (43)	668
Ideo: Moderate (4)	39% (208)	46% (249)	7% (38)	4% (19)	5% (26)	540
Ideo: Conservative (5-7)	42% (307)	47% (339)	4% (31)	3% (20)	4% (28)	724
Educ: < College	39% (623)	42% (658)	8% (126)	3% (54)	8% (123)	1584
Educ: Bachelors degree	40% (166)	49% (208)	6% (25)	2% (10)	3% (11)	420
Educ: Post-grad	43% (95)	46% (102)	4% (9)	3% (6)	4% (9)	221
Income: Under 50k	38% (509)	42% (562)	7% (99)	3% (45)	8% (109)	1324
Income: 50k-100k	43% (272)	44% (279)	6% (41)	3% (16)	4% (25)	632
Income: 100k+	39% (104)	47% (126)	7% (20)	3% (9)	4% (10)	269

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Table BRD6_2: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?*
The product manufacturer

Demographic	All of the blame	Some of the blame	Not much of the blame	None of the blame	Don't Know / No Opinion	Total N
Adults	40% (884)	43% (967)	7% (159)	3% (70)	6% (144)	2225
Ethnicity: White	40% (705)	46% (806)	6% (110)	3% (51)	6% (98)	1769
Ethnicity: Hispanic	41% (136)	33% (111)	13% (44)	4% (13)	8% (28)	333
Ethnicity: Afr. Am.	40% (108)	36% (97)	10% (27)	3% (9)	11% (30)	272
Ethnicity: Other	38% (70)	35% (65)	12% (23)	6% (11)	9% (16)	184
Relig: Protestant	43% (205)	46% (221)	6% (28)	3% (13)	3% (15)	483
Relig: Roman Catholic	38% (168)	45% (199)	8% (35)	3% (12)	6% (27)	441
Relig: Ath./Agn./None	37% (247)	41% (273)	8% (55)	4% (25)	9% (60)	659
Relig: Something Else	45% (160)	38% (135)	6% (20)	4% (16)	8% (28)	360
Relig: Evangelical	41% (251)	45% (277)	7% (42)	2% (13)	5% (29)	612
Relig: Non-Evang. Catholics	38% (223)	48% (281)	7% (42)	3% (17)	5% (27)	590
Relig: All Christian	39% (474)	46% (558)	7% (84)	2% (30)	5% (56)	1202
Relig: All Non-Christian	40% (407)	40% (408)	7% (75)	4% (41)	9% (88)	1020
Community: Urban	37% (217)	42% (243)	10% (58)	4% (21)	8% (46)	586
Community: Suburban	42% (422)	45% (452)	5% (53)	2% (21)	5% (49)	997
Community: Rural	38% (244)	42% (272)	7% (48)	4% (28)	8% (50)	642
Employ: Private Sector	44% (285)	43% (276)	7% (44)	3% (19)	4% (26)	650
Employ: Government	37% (58)	46% (73)	8% (13)	5% (8)	4% (6)	157
Employ: Self-Employed	42% (87)	38% (79)	10% (20)	4% (8)	7% (15)	209
Employ: Homemaker	42% (80)	41% (78)	7% (14)	3% (5)	7% (14)	191
Employ: Student	30% (37)	46% (56)	12% (15)	4% (4)	8% (10)	122
Employ: Retired	44% (206)	47% (220)	4% (21)	2% (8)	3% (16)	472
Employ: Unemployed	36% (72)	41% (82)	7% (15)	2% (5)	14% (28)	202
Employ: Other	27% (59)	46% (103)	8% (17)	6% (13)	13% (29)	221
Job Type: White-collar	41% (293)	47% (332)	6% (43)	3% (18)	4% (28)	714
Job Type: Blue-collar	41% (405)	44% (430)	7% (71)	4% (36)	4% (42)	983
Job Type: Don't Know	35% (186)	39% (205)	9% (46)	3% (16)	14% (75)	528
Military HH: Yes	44% (196)	41% (187)	9% (43)	2% (9)	4% (16)	451
Military HH: No	39% (688)	44% (781)	7% (117)	3% (61)	7% (128)	1774

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Table BRD6_2: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?*
The product manufacturer

Demographic	All of the blame		Some of the blame		Not much of the blame		None of the blame		Don't Know / No Opinion		Total N
Adults	40%	(884)	43%	(967)	7%	(159)	3%	(70)	6%	(144)	2225
2016 Vote: Democrat Hillary Clinton	42%	(308)	44%	(323)	8%	(57)	2%	(16)	5%	(35)	739
2016 Vote: Republican Donald Trump	39%	(296)	45%	(342)	7%	(56)	3%	(19)	6%	(45)	758
2016 Vote: Someone else	38%	(62)	47%	(76)	6%	(10)	5%	(7)	4%	(7)	163
2012 Vote: Barack Obama	44%	(351)	41%	(329)	8%	(61)	3%	(23)	5%	(36)	801
2012 Vote: Mitt Romney	40%	(243)	48%	(291)	5%	(32)	2%	(12)	5%	(31)	610
2012 Vote: Other	38%	(39)	47%	(47)	3%	(3)	7%	(7)	5%	(5)	101
2012 Vote: Didn't Vote	35%	(247)	42%	(299)	9%	(64)	4%	(28)	10%	(71)	708
4-Region: Northeast	42%	(169)	44%	(177)	6%	(26)	3%	(13)	5%	(22)	406
4-Region: Midwest	35%	(169)	49%	(234)	7%	(33)	3%	(13)	6%	(30)	479
4-Region: South	44%	(359)	41%	(336)	6%	(47)	3%	(24)	7%	(58)	823
4-Region: West	36%	(188)	43%	(220)	10%	(53)	4%	(21)	7%	(34)	517

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

Table BRD6_3: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?
The person or organization endorsing the product*

Demographic	All of the blame		Some of the blame		Not much of the blame		None of the blame		Don't Know / No Opinion		Total N
Adults	12%	(272)	42%	(941)	25%	(548)	14%	(306)	7%	(158)	2225
Gender: Male	14%	(149)	41%	(442)	24%	(253)	14%	(147)	7%	(80)	1071
Gender: Female	11%	(123)	43%	(499)	26%	(294)	14%	(159)	7%	(78)	1154
Age: 18-29	17%	(87)	42%	(219)	21%	(107)	12%	(63)	8%	(41)	517
Age: 30-44	15%	(79)	35%	(184)	27%	(142)	15%	(80)	8%	(44)	529
Age: 45-54	7%	(28)	42%	(172)	27%	(112)	17%	(70)	6%	(27)	410
Age: 55-64	10%	(37)	46%	(168)	26%	(96)	11%	(40)	7%	(27)	367
Age: 65+	10%	(40)	49%	(197)	23%	(91)	13%	(54)	5%	(20)	402
PID: Dem (no lean)	15%	(104)	39%	(273)	26%	(183)	14%	(98)	6%	(42)	700
PID: Ind (no lean)	10%	(81)	44%	(368)	25%	(207)	12%	(105)	9%	(78)	839
PID: Rep (no lean)	13%	(86)	44%	(300)	23%	(158)	15%	(104)	6%	(38)	686
PID/Gender: Dem Men	16%	(55)	39%	(132)	24%	(82)	12%	(42)	7%	(25)	336
PID/Gender: Dem Women	13%	(49)	39%	(141)	28%	(101)	15%	(56)	5%	(17)	363
PID/Gender: Ind Men	12%	(47)	40%	(152)	24%	(92)	15%	(58)	9%	(36)	385
PID/Gender: Ind Women	8%	(35)	48%	(216)	25%	(115)	10%	(47)	9%	(42)	454
PID/Gender: Rep Men	13%	(47)	45%	(157)	23%	(79)	14%	(47)	6%	(19)	350
PID/Gender: Rep Women	12%	(39)	43%	(143)	23%	(79)	17%	(57)	6%	(19)	337
Tea Party: Supporter	19%	(110)	45%	(264)	18%	(109)	12%	(71)	6%	(36)	591
Tea Party: Not Supporter	10%	(161)	41%	(673)	27%	(438)	14%	(232)	7%	(121)	1625
Ideo: Liberal (1-3)	14%	(91)	40%	(267)	26%	(174)	13%	(90)	7%	(46)	668
Ideo: Moderate (4)	13%	(72)	42%	(224)	25%	(133)	14%	(78)	6%	(34)	540
Ideo: Conservative (5-7)	10%	(74)	46%	(330)	25%	(182)	15%	(109)	4%	(29)	724
Educ: < College	14%	(214)	42%	(667)	22%	(350)	14%	(219)	8%	(133)	1584
Educ: Bachelors degree	9%	(38)	42%	(176)	31%	(132)	14%	(58)	4%	(16)	420
Educ: Post-grad	9%	(20)	44%	(97)	30%	(66)	13%	(30)	4%	(9)	221
Income: Under 50k	14%	(186)	42%	(550)	22%	(287)	14%	(185)	9%	(116)	1324
Income: 50k-100k	10%	(64)	44%	(278)	29%	(185)	12%	(73)	5%	(31)	632
Income: 100k+	8%	(22)	42%	(112)	28%	(76)	18%	(48)	4%	(11)	269

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Table BRD6_3: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?
The person or organization endorsing the product*

Demographic	All of the blame	Some of the blame	Not much of the blame	None of the blame	Don't Know / No Opinion	Total N
Adults	12% (272)	42% (941)	25% (548)	14% (306)	7% (158)	2225
Ethnicity: White	11% (189)	43% (757)	26% (456)	15% (258)	6% (110)	1769
Ethnicity: Hispanic	21% (70)	38% (127)	23% (78)	11% (36)	7% (22)	333
Ethnicity: Afr. Am.	19% (52)	40% (108)	19% (50)	11% (30)	12% (32)	272
Ethnicity: Other	17% (31)	41% (76)	23% (42)	10% (18)	9% (17)	184
Relig: Protestant	9% (42)	47% (226)	26% (124)	15% (71)	4% (20)	483
Relig: Roman Catholic	13% (57)	43% (189)	24% (104)	14% (63)	6% (27)	441
Relig: Ath./Agn./None	12% (81)	39% (257)	26% (171)	14% (93)	9% (57)	659
Relig: Something Else	16% (57)	36% (131)	25% (92)	13% (46)	9% (34)	360
Relig: Evangelical	13% (79)	46% (284)	23% (141)	12% (74)	6% (35)	612
Relig: Non-Evang. Catholics	9% (55)	45% (268)	24% (143)	16% (92)	5% (32)	590
Relig: All Christian	11% (134)	46% (552)	24% (283)	14% (166)	6% (67)	1202
Relig: All Non-Christian	14% (138)	38% (388)	26% (263)	14% (140)	9% (91)	1020
Community: Urban	13% (78)	42% (248)	22% (131)	13% (79)	8% (50)	586
Community: Suburban	11% (109)	43% (429)	26% (263)	14% (136)	6% (61)	997
Community: Rural	13% (84)	41% (264)	24% (155)	14% (92)	7% (47)	642
Employ: Private Sector	13% (81)	41% (264)	28% (180)	16% (101)	4% (23)	650
Employ: Government	18% (28)	45% (70)	22% (34)	11% (17)	5% (8)	157
Employ: Self-Employed	15% (32)	42% (89)	26% (55)	9% (20)	7% (14)	209
Employ: Homemaker	13% (24)	37% (70)	24% (45)	19% (36)	8% (15)	191
Employ: Student	12% (15)	39% (48)	26% (32)	13% (15)	10% (12)	122
Employ: Retired	9% (42)	50% (235)	24% (113)	14% (64)	4% (19)	472
Employ: Unemployed	14% (28)	38% (77)	20% (40)	13% (26)	15% (31)	202
Employ: Other	10% (21)	40% (88)	22% (49)	12% (26)	17% (37)	221
Job Type: White-collar	12% (83)	44% (313)	26% (186)	15% (105)	4% (27)	714
Job Type: Blue-collar	11% (106)	44% (430)	26% (255)	15% (145)	5% (48)	983
Job Type: Don't Know	16% (83)	38% (198)	20% (107)	11% (57)	16% (83)	528
Military HH: Yes	16% (74)	44% (200)	24% (108)	12% (53)	3% (15)	451
Military HH: No	11% (198)	42% (741)	25% (440)	14% (253)	8% (143)	1774

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Table BRD6_3: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?
The person or organization endorsing the product*

Demographic	All of the blame		Some of the blame		Not much of the blame		None of the blame		Don't Know / No Opinion		Total N
Adults	12%	(272)	42%	(941)	25%	(548)	14%	(306)	7%	(158)	2225
2016 Vote: Democrat Hillary Clinton	12%	(86)	44%	(323)	27%	(202)	12%	(92)	5%	(36)	739
2016 Vote: Republican Donald Trump	12%	(91)	43%	(326)	23%	(176)	16%	(120)	6%	(45)	758
2016 Vote: Someone else	10%	(16)	42%	(69)	27%	(45)	16%	(26)	4%	(7)	163
2012 Vote: Barack Obama	12%	(92)	42%	(340)	29%	(232)	12%	(96)	5%	(41)	801
2012 Vote: Mitt Romney	11%	(66)	45%	(275)	23%	(142)	16%	(95)	5%	(33)	610
2012 Vote: Other	9%	(10)	37%	(37)	29%	(29)	20%	(20)	5%	(5)	101
2012 Vote: Didn't Vote	15%	(103)	41%	(287)	20%	(143)	13%	(95)	11%	(79)	708
4-Region: Northeast	16%	(65)	39%	(158)	23%	(94)	17%	(69)	5%	(20)	406
4-Region: Midwest	7%	(33)	45%	(213)	29%	(137)	13%	(63)	7%	(32)	479
4-Region: South	13%	(107)	42%	(349)	24%	(197)	12%	(101)	9%	(70)	823
4-Region: West	13%	(66)	43%	(221)	23%	(121)	14%	(74)	7%	(35)	517

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

Table BRD6_4: *If you use a product or service and it doesnt live up to your expectations, how much blame do you place on each of the following?
The store where you purchased the product*

Demographic	All of the blame		Some of the blame		Not much of the blame		None of the blame		Don't Know / No Opinion		Total N
Adults	6%	(129)	22%	(484)	33%	(739)	33%	(724)	7%	(148)	2225
Gender: Male	7%	(77)	23%	(247)	34%	(359)	29%	(314)	7%	(73)	1071
Gender: Female	5%	(52)	21%	(237)	33%	(379)	36%	(411)	7%	(75)	1154
Age: 18-29	9%	(49)	27%	(139)	30%	(156)	27%	(138)	7%	(36)	517
Age: 30-44	10%	(51)	22%	(117)	33%	(172)	27%	(145)	8%	(44)	529
Age: 45-54	3%	(13)	21%	(87)	34%	(138)	36%	(146)	6%	(26)	410
Age: 55-64	3%	(13)	16%	(59)	37%	(138)	36%	(133)	7%	(25)	367
Age: 65+	1%	(4)	21%	(83)	34%	(135)	40%	(162)	5%	(19)	402
PID: Dem (no lean)	8%	(58)	24%	(168)	31%	(216)	31%	(219)	6%	(39)	700
PID: Ind (no lean)	3%	(27)	22%	(184)	35%	(293)	31%	(256)	9%	(78)	839
PID: Rep (no lean)	6%	(44)	19%	(132)	34%	(230)	36%	(249)	5%	(31)	686
PID/Gender: Dem Men	10%	(33)	27%	(92)	32%	(106)	25%	(83)	7%	(22)	336
PID/Gender: Dem Women	7%	(26)	21%	(76)	30%	(109)	37%	(136)	5%	(17)	363
PID/Gender: Ind Men	4%	(16)	23%	(88)	35%	(136)	28%	(109)	9%	(36)	385
PID/Gender: Ind Women	2%	(11)	21%	(97)	35%	(157)	32%	(147)	9%	(42)	454
PID/Gender: Rep Men	8%	(29)	19%	(68)	33%	(117)	35%	(122)	4%	(15)	350
PID/Gender: Rep Women	5%	(15)	19%	(64)	34%	(114)	38%	(128)	5%	(16)	337
Tea Party: Supporter	11%	(63)	24%	(141)	32%	(191)	28%	(164)	6%	(34)	591
Tea Party: Not Supporter	4%	(66)	21%	(341)	34%	(546)	34%	(557)	7%	(114)	1625
Ideo: Liberal (1-3)	11%	(77)	26%	(171)	31%	(205)	25%	(167)	7%	(49)	668
Ideo: Moderate (4)	3%	(14)	26%	(142)	32%	(174)	33%	(178)	6%	(32)	540
Ideo: Conservative (5-7)	3%	(24)	18%	(129)	38%	(273)	38%	(276)	3%	(23)	724
Educ: < College	6%	(94)	21%	(328)	31%	(489)	34%	(542)	8%	(131)	1584
Educ: Bachelors degree	5%	(21)	23%	(96)	41%	(174)	28%	(119)	2%	(10)	420
Educ: Post-grad	6%	(14)	27%	(60)	34%	(76)	29%	(64)	3%	(7)	221
Income: Under 50k	6%	(86)	22%	(297)	29%	(389)	33%	(440)	8%	(112)	1324
Income: 50k-100k	5%	(29)	19%	(119)	39%	(249)	33%	(209)	4%	(26)	632
Income: 100k+	5%	(14)	25%	(68)	38%	(101)	28%	(76)	4%	(10)	269

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Table BRD6_4: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?
The store where you purchased the product*

Demographic	All of the blame	Some of the blame	Not much of the blame	None of the blame	Don't Know / No Opinion	Total N
Adults	6% (129)	22% (484)	33% (739)	33% (724)	7% (148)	2225
Ethnicity: White	5% (84)	19% (343)	35% (621)	35% (616)	6% (105)	1769
Ethnicity: Hispanic	14% (48)	27% (90)	29% (95)	23% (75)	8% (25)	333
Ethnicity: Afr. Am.	12% (32)	33% (89)	24% (64)	22% (61)	9% (26)	272
Ethnicity: Other	7% (13)	28% (52)	29% (54)	26% (47)	10% (18)	184
Relig: Protestant	3% (15)	22% (108)	33% (157)	39% (190)	3% (14)	483
Relig: Roman Catholic	7% (31)	22% (98)	34% (152)	29% (128)	7% (31)	441
Relig: Ath./Agn./None	5% (34)	21% (136)	33% (221)	32% (209)	9% (60)	659
Relig: Something Else	10% (35)	22% (78)	30% (107)	31% (113)	8% (28)	360
Relig: Evangelical	6% (39)	22% (134)	35% (213)	32% (198)	5% (28)	612
Relig: Non-Evang. Catholics	4% (22)	23% (137)	33% (197)	34% (202)	6% (33)	590
Relig: All Christian	5% (61)	23% (271)	34% (410)	33% (400)	5% (61)	1202
Relig: All Non-Christian	7% (68)	21% (214)	32% (328)	32% (322)	9% (88)	1020
Community: Urban	10% (57)	24% (143)	30% (175)	29% (168)	7% (43)	586
Community: Suburban	4% (42)	21% (210)	35% (347)	34% (342)	6% (56)	997
Community: Rural	5% (30)	20% (131)	34% (216)	34% (215)	8% (49)	642
Employ: Private Sector	7% (44)	25% (160)	35% (228)	30% (196)	3% (23)	650
Employ: Government	12% (18)	20% (32)	33% (52)	28% (43)	7% (12)	157
Employ: Self-Employed	9% (20)	26% (55)	32% (68)	25% (53)	7% (14)	209
Employ: Homemaker	2% (3)	18% (35)	36% (69)	37% (71)	7% (13)	191
Employ: Student	7% (9)	27% (33)	29% (36)	29% (35)	9% (11)	122
Employ: Retired	2% (10)	22% (102)	32% (153)	39% (183)	5% (23)	472
Employ: Unemployed	8% (16)	18% (36)	36% (73)	27% (54)	11% (23)	202
Employ: Other	5% (10)	14% (31)	28% (61)	40% (89)	14% (30)	221
Job Type: White-collar	7% (48)	24% (168)	36% (258)	30% (212)	4% (27)	714
Job Type: Blue-collar	5% (52)	20% (200)	34% (330)	37% (363)	4% (38)	983
Job Type: Don't Know	6% (30)	22% (116)	28% (150)	28% (149)	16% (83)	528
Military HH: Yes	8% (38)	25% (111)	31% (139)	33% (148)	3% (15)	451
Military HH: No	5% (91)	21% (373)	34% (600)	33% (577)	8% (133)	1774

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Table BRD6_4: *If you use a product or service and it doesn't live up to your expectations, how much blame do you place on each of the following?
The store where you purchased the product*

Demographic	All of the blame		Some of the blame		Not much of the blame		None of the blame		Don't Know / No Opinion		Total N
Adults	6%	(129)	22%	(484)	33%	(739)	33%	(724)	7%	(148)	2225
2016 Vote: Democrat Hillary Clinton	7%	(52)	26%	(190)	32%	(236)	30%	(220)	6%	(41)	739
2016 Vote: Republican Donald Trump	5%	(35)	19%	(142)	35%	(265)	36%	(276)	5%	(40)	758
2016 Vote: Someone else	2%	(4)	18%	(29)	42%	(68)	35%	(58)	3%	(5)	163
2012 Vote: Barack Obama	6%	(46)	25%	(200)	33%	(263)	32%	(255)	5%	(38)	801
2012 Vote: Mitt Romney	5%	(31)	18%	(111)	35%	(216)	37%	(223)	5%	(30)	610
2012 Vote: Other	2%	(2)	14%	(14)	39%	(40)	40%	(41)	5%	(5)	101
2012 Vote: Didn't Vote	7%	(50)	23%	(160)	31%	(219)	29%	(205)	11%	(75)	708
4-Region: Northeast	6%	(25)	19%	(78)	37%	(149)	33%	(134)	5%	(20)	406
4-Region: Midwest	3%	(13)	21%	(100)	35%	(167)	36%	(171)	6%	(28)	479
4-Region: South	7%	(60)	22%	(181)	32%	(263)	32%	(264)	7%	(55)	823
4-Region: West	6%	(31)	24%	(125)	31%	(160)	30%	(156)	9%	(45)	517

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

Table BRD7: If you use a product or service and it doesn't live up to your expectations, which of the following do you blame the most?

Demographic	The product designer		The product manufacturer		The person or organization endorsing the product		The store where you purchased the product		Don't Know / No Opinion		Total N
Adults	22%	(486)	54%	(1192)	10%	(224)	5%	(115)	9%	(208)	2225
Gender: Male	20%	(216)	55%	(586)	10%	(112)	7%	(71)	8%	(86)	1071
Gender: Female	23%	(270)	53%	(606)	10%	(112)	4%	(44)	11%	(121)	1154
Age: 18-29	23%	(119)	40%	(204)	17%	(88)	9%	(47)	11%	(58)	517
Age: 30-44	24%	(126)	50%	(267)	10%	(53)	7%	(37)	9%	(48)	529
Age: 45-54	25%	(101)	55%	(225)	8%	(34)	4%	(17)	8%	(32)	410
Age: 55-64	18%	(66)	64%	(237)	7%	(27)	2%	(8)	8%	(29)	367
Age: 65+	18%	(72)	64%	(259)	6%	(22)	2%	(7)	10%	(42)	402
PID: Dem (no lean)	23%	(158)	55%	(387)	10%	(68)	6%	(41)	7%	(46)	700
PID: Ind (no lean)	20%	(166)	51%	(424)	10%	(85)	7%	(55)	13%	(109)	839
PID: Rep (no lean)	23%	(161)	56%	(381)	10%	(72)	3%	(19)	8%	(53)	686
PID/Gender: Dem Men	22%	(75)	53%	(178)	12%	(40)	7%	(24)	6%	(20)	336
PID/Gender: Dem Women	23%	(84)	58%	(209)	8%	(28)	5%	(17)	7%	(26)	363
PID/Gender: Ind Men	19%	(73)	53%	(205)	8%	(30)	9%	(35)	11%	(42)	385
PID/Gender: Ind Women	21%	(93)	48%	(219)	12%	(55)	4%	(20)	15%	(66)	454
PID/Gender: Rep Men	20%	(69)	58%	(203)	12%	(43)	3%	(12)	7%	(24)	350
PID/Gender: Rep Women	27%	(92)	53%	(178)	9%	(29)	2%	(7)	9%	(29)	337
Tea Party: Supporter	23%	(137)	50%	(294)	12%	(74)	7%	(41)	8%	(46)	591
Tea Party: Not Supporter	21%	(347)	55%	(893)	9%	(149)	5%	(75)	10%	(162)	1625
Ideo: Liberal (1-3)	19%	(124)	52%	(347)	13%	(88)	8%	(51)	9%	(59)	668
Ideo: Moderate (4)	24%	(132)	53%	(285)	9%	(50)	5%	(29)	8%	(44)	540
Ideo: Conservative (5-7)	24%	(175)	60%	(432)	8%	(57)	2%	(16)	6%	(44)	724
Educ: < College	23%	(363)	50%	(784)	11%	(180)	6%	(91)	10%	(165)	1584
Educ: Bachelors degree	20%	(82)	64%	(271)	6%	(25)	3%	(14)	7%	(29)	420
Educ: Post-grad	18%	(41)	62%	(137)	9%	(19)	5%	(10)	6%	(14)	221
Income: Under 50k	23%	(311)	48%	(632)	12%	(161)	6%	(75)	11%	(145)	1324
Income: 50k-100k	20%	(127)	62%	(391)	6%	(40)	5%	(31)	7%	(42)	632
Income: 100k+	18%	(48)	63%	(169)	9%	(23)	3%	(9)	8%	(20)	269

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Table BRD7: If you use a product or service and it doesn't live up to your expectations, which of the following do you blame the most?

Demographic	The product designer		The product manufacturer		The person or organization endorsing the product		The store where you purchased the product		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(486)	54%	(1192)	10%	(224)	5%	(115)	9%	(208)	2225
Ethnicity: White	22%	(383)	55%	(980)	9%	(164)	5%	(81)	9%	(161)	1769
Ethnicity: Hispanic	20%	(66)	47%	(155)	13%	(42)	10%	(33)	11%	(37)	333
Ethnicity: Afr. Am.	23%	(63)	44%	(118)	15%	(41)	10%	(27)	8%	(23)	272
Ethnicity: Other	22%	(40)	51%	(93)	10%	(19)	4%	(8)	13%	(24)	184
Relig: Protestant	21%	(100)	61%	(294)	7%	(34)	3%	(16)	8%	(39)	483
Relig: Roman Catholic	19%	(82)	58%	(256)	10%	(43)	6%	(27)	7%	(33)	441
Relig: Ath./Agn./None	22%	(145)	50%	(332)	10%	(66)	6%	(38)	12%	(77)	659
Relig: Something Else	24%	(85)	48%	(173)	13%	(45)	8%	(27)	8%	(30)	360
Relig: Evangelical	26%	(159)	50%	(308)	11%	(65)	4%	(23)	9%	(57)	612
Relig: Non-Evang. Catholics	16%	(96)	64%	(376)	8%	(48)	4%	(26)	7%	(43)	590
Relig: All Christian	21%	(255)	57%	(684)	9%	(113)	4%	(49)	8%	(101)	1202
Relig: All Non-Christian	23%	(230)	50%	(505)	11%	(111)	6%	(66)	11%	(107)	1020
Community: Urban	26%	(150)	45%	(262)	12%	(68)	8%	(48)	10%	(58)	586
Community: Suburban	21%	(206)	60%	(602)	8%	(78)	4%	(36)	8%	(75)	997
Community: Rural	20%	(130)	51%	(328)	12%	(78)	5%	(31)	12%	(75)	642
Employ: Private Sector	20%	(133)	58%	(377)	11%	(69)	5%	(34)	6%	(38)	650
Employ: Government	22%	(35)	53%	(83)	12%	(19)	7%	(11)	6%	(9)	157
Employ: Self-Employed	19%	(40)	48%	(101)	13%	(28)	10%	(22)	9%	(18)	209
Employ: Homemaker	25%	(48)	53%	(102)	5%	(9)	5%	(10)	12%	(22)	191
Employ: Student	25%	(30)	44%	(54)	14%	(17)	6%	(8)	11%	(13)	122
Employ: Retired	19%	(88)	63%	(296)	7%	(33)	1%	(7)	10%	(47)	472
Employ: Unemployed	31%	(62)	41%	(82)	10%	(21)	5%	(11)	13%	(26)	202
Employ: Other	22%	(50)	44%	(97)	13%	(28)	6%	(13)	15%	(34)	221
Job Type: White-collar	21%	(150)	60%	(432)	8%	(54)	6%	(45)	5%	(33)	714
Job Type: Blue-collar	23%	(227)	56%	(546)	11%	(105)	3%	(32)	7%	(73)	983
Job Type: Don't Know	21%	(109)	41%	(214)	12%	(65)	7%	(38)	19%	(102)	528
Military HH: Yes	22%	(100)	57%	(257)	10%	(45)	5%	(24)	6%	(25)	451
Military HH: No	22%	(386)	53%	(935)	10%	(179)	5%	(91)	10%	(183)	1774

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Table BRD7: *If you use a product or service and it doesn't live up to your expectations, which of the following do you blame the most?*

Demographic	The product designer	The product manufacturer	The person or organization endorsing the product	The store where you purchased the product	Don't Know / No Opinion	Total N
Adults	22% (486)	54% (1192)	10% (224)	5% (115)	9% (208)	2225
2016 Vote: Democrat Hillary Clinton	20% (151)	57% (422)	11% (81)	5% (40)	6% (45)	739
2016 Vote: Republican Donald Trump	22% (165)	58% (436)	8% (62)	3% (23)	10% (72)	758
2016 Vote: Someone else	23% (38)	56% (92)	5% (9)	4% (7)	11% (18)	163
2012 Vote: Barack Obama	21% (167)	57% (457)	10% (76)	4% (35)	8% (66)	801
2012 Vote: Mitt Romney	20% (122)	61% (370)	9% (54)	3% (18)	8% (46)	610
2012 Vote: Other	20% (21)	63% (64)	5% (5)	2% (2)	9% (9)	101
2012 Vote: Didn't Vote	25% (176)	42% (298)	13% (89)	8% (59)	12% (86)	708
4-Region: Northeast	19% (76)	57% (233)	12% (50)	4% (16)	8% (31)	406
4-Region: Midwest	21% (101)	57% (275)	8% (37)	4% (19)	10% (48)	479
4-Region: South	22% (182)	51% (423)	10% (84)	5% (44)	11% (90)	823
4-Region: West	25% (127)	51% (261)	10% (54)	7% (36)	8% (39)	517

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

Table BRD8_1: *If a celebrity endorses a product or company and the product doesnt meet expectations or the company experiences a scandal, do you react in any of the following ways?*
Not purchase another product endorsed by that celebrity

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	37% (820)	41% (914)	22% (491)	2225
Gender: Male	40% (425)	40% (429)	20% (217)	1071
Gender: Female	34% (395)	42% (484)	24% (275)	1154
Age: 18-29	35% (179)	44% (226)	22% (112)	517
Age: 30-44	33% (177)	46% (243)	21% (109)	529
Age: 45-54	34% (139)	46% (189)	20% (81)	410
Age: 55-64	40% (147)	34% (125)	26% (95)	367
Age: 65+	44% (178)	32% (130)	23% (94)	402
PID: Dem (no lean)	38% (269)	42% (292)	20% (139)	700
PID: Ind (no lean)	32% (270)	43% (361)	25% (207)	839
PID: Rep (no lean)	41% (281)	38% (260)	21% (145)	686
PID/Gender: Dem Men	40% (134)	41% (139)	19% (64)	336
PID/Gender: Dem Women	37% (135)	42% (154)	21% (75)	363
PID/Gender: Ind Men	36% (137)	44% (168)	21% (80)	385
PID/Gender: Ind Women	29% (133)	43% (194)	28% (128)	454
PID/Gender: Rep Men	44% (154)	35% (123)	21% (73)	350
PID/Gender: Rep Women	38% (127)	41% (137)	22% (72)	337
Tea Party: Supporter	44% (261)	39% (231)	17% (99)	591
Tea Party: Not Supporter	34% (554)	42% (680)	24% (390)	1625
Ideo: Liberal (1-3)	38% (256)	41% (277)	20% (135)	668
Ideo: Moderate (4)	36% (195)	44% (237)	20% (109)	540
Ideo: Conservative (5-7)	40% (288)	41% (300)	19% (136)	724
Educ: < College	36% (572)	41% (649)	23% (363)	1584
Educ: Bachelors degree	37% (157)	41% (173)	22% (91)	420
Educ: Post-grad	41% (92)	42% (92)	17% (38)	221

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Table BRD8_1: *If a celebrity endorses a product or company and the product doesn't meet expectations or the company experiences a scandal, do you react in any of the following ways?*
Not purchase another product endorsed by that celebrity

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	37%	(820)	41%	(914)	22%	(491)	2225
Income: Under 50k	36%	(477)	41%	(542)	23%	(305)	1324
Income: 50k-100k	36%	(227)	42%	(268)	22%	(137)	632
Income: 100k+	43%	(116)	39%	(104)	18%	(49)	269
Ethnicity: White	37%	(655)	41%	(717)	22%	(397)	1769
Ethnicity: Hispanic	43%	(144)	37%	(122)	20%	(66)	333
Ethnicity: Afr. Am.	39%	(105)	43%	(118)	18%	(49)	272
Ethnicity: Other	33%	(60)	43%	(79)	24%	(45)	184
Relig: Protestant	40%	(195)	39%	(188)	21%	(100)	483
Relig: Roman Catholic	42%	(186)	40%	(179)	17%	(76)	441
Relig: Ath./Agn./None	31%	(207)	43%	(283)	26%	(170)	659
Relig: Something Else	37%	(134)	40%	(144)	23%	(83)	360
Relig: Evangelical	38%	(232)	42%	(258)	20%	(122)	612
Relig: Non-Evang. Catholics	42%	(247)	39%	(227)	20%	(116)	590
Relig: All Christian	40%	(479)	40%	(485)	20%	(238)	1202
Relig: All Non-Christian	33%	(340)	42%	(426)	25%	(253)	1020
Community: Urban	37%	(218)	42%	(244)	21%	(124)	586
Community: Suburban	38%	(377)	39%	(390)	23%	(231)	997
Community: Rural	35%	(226)	44%	(279)	21%	(136)	642
Employ: Private Sector	33%	(216)	47%	(306)	20%	(128)	650
Employ: Government	42%	(67)	41%	(64)	17%	(27)	157
Employ: Self-Employed	44%	(92)	33%	(70)	23%	(48)	209
Employ: Homemaker	35%	(66)	43%	(82)	22%	(42)	191
Employ: Student	28%	(35)	45%	(56)	26%	(32)	122
Employ: Retired	46%	(215)	31%	(144)	24%	(113)	472
Employ: Unemployed	34%	(68)	43%	(87)	23%	(47)	202
Employ: Other	28%	(62)	47%	(105)	25%	(55)	221
Job Type: White-collar	40%	(283)	41%	(293)	19%	(138)	714
Job Type: Blue-collar	39%	(384)	41%	(406)	20%	(194)	983
Job Type: Don't Know	29%	(154)	41%	(215)	30%	(159)	528

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Table BRD8_1: *If a celebrity endorses a product or company and the product doesn't meet expectations or the company experiences a scandal, do you react in any of the following ways?*
Not purchase another product endorsed by that celebrity

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	37%	(820)	41%	(914)	22%	(491)	2225
Military HH: Yes	42%	(187)	39%	(174)	20%	(90)	451
Military HH: No	36%	(633)	42%	(740)	23%	(401)	1774
2016 Vote: Democrat Hillary Clinton	38%	(280)	43%	(315)	19%	(144)	739
2016 Vote: Republican Donald Trump	41%	(313)	38%	(284)	21%	(161)	758
2016 Vote: Someone else	28%	(45)	44%	(72)	28%	(46)	163
2012 Vote: Barack Obama	36%	(290)	43%	(345)	21%	(167)	801
2012 Vote: Mitt Romney	42%	(256)	36%	(218)	22%	(135)	610
2012 Vote: Other	29%	(29)	48%	(48)	23%	(23)	101
2012 Vote: Didn't Vote	34%	(242)	42%	(300)	23%	(165)	708
4-Region: Northeast	44%	(179)	37%	(149)	19%	(78)	406
4-Region: Midwest	32%	(154)	44%	(209)	24%	(116)	479
4-Region: South	38%	(309)	41%	(339)	21%	(176)	823
4-Region: West	35%	(179)	42%	(217)	23%	(120)	517

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

Table BRD8_2: *If a celebrity endorses a product or company and the product doesnt meet expectations or the company experiences a scandal, do you react in any of the following ways?*
Not support that celebritys endeavors in movies/television/music/sports

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	21% (475)	57% (1278)	21% (472)	2225
Gender: Male	25% (271)	54% (577)	21% (223)	1071
Gender: Female	18% (204)	61% (701)	22% (249)	1154
Age: 18-29	22% (113)	60% (312)	18% (92)	517
Age: 30-44	21% (112)	59% (312)	20% (105)	529
Age: 45-54	20% (82)	61% (248)	20% (80)	410
Age: 55-64	19% (72)	54% (198)	27% (98)	367
Age: 65+	24% (96)	52% (209)	24% (97)	402
PID: Dem (no lean)	22% (155)	61% (423)	17% (121)	700
PID: Ind (no lean)	16% (137)	58% (490)	25% (211)	839
PID: Rep (no lean)	27% (182)	53% (365)	20% (139)	686
PID/Gender: Dem Men	27% (91)	55% (185)	18% (61)	336
PID/Gender: Dem Women	18% (65)	66% (238)	17% (60)	363
PID/Gender: Ind Men	19% (74)	56% (215)	25% (96)	385
PID/Gender: Ind Women	14% (63)	61% (275)	26% (116)	454
PID/Gender: Rep Men	30% (106)	51% (177)	19% (67)	350
PID/Gender: Rep Women	23% (76)	56% (187)	22% (73)	337
Tea Party: Supporter	31% (186)	53% (311)	16% (94)	591
Tea Party: Not Supporter	18% (288)	59% (961)	23% (376)	1625
Ideo: Liberal (1-3)	26% (175)	55% (369)	19% (125)	668
Ideo: Moderate (4)	18% (95)	61% (331)	21% (115)	540
Ideo: Conservative (5-7)	23% (169)	58% (422)	18% (133)	724
Educ: < College	21% (329)	57% (909)	22% (346)	1584
Educ: Bachelors degree	23% (97)	56% (237)	21% (87)	420
Educ: Post-grad	22% (50)	60% (133)	18% (39)	221

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Table BRD8_2: *If a celebrity endorses a product or company and the product doesn't meet expectations or the company experiences a scandal, do you react in any of the following ways?*
Not support that celebrity's endeavors in movies/television/music/sports

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	21%	(475)	57%	(1278)	21%	(472)	2225
Income: Under 50k	21%	(273)	57%	(757)	22%	(295)	1324
Income: 50k-100k	22%	(139)	59%	(371)	19%	(121)	632
Income: 100k+	23%	(63)	56%	(150)	21%	(56)	269
Ethnicity: White	21%	(365)	58%	(1022)	22%	(382)	1769
Ethnicity: Hispanic	27%	(89)	53%	(177)	20%	(67)	333
Ethnicity: Afr. Am.	25%	(68)	57%	(155)	18%	(49)	272
Ethnicity: Other	23%	(42)	55%	(101)	22%	(41)	184
Relig: Protestant	24%	(114)	57%	(275)	19%	(93)	483
Relig: Roman Catholic	23%	(103)	56%	(246)	21%	(92)	441
Relig: Ath./Agn./None	18%	(122)	56%	(368)	26%	(169)	659
Relig: Something Else	20%	(73)	59%	(212)	21%	(75)	360
Relig: Evangelical	24%	(150)	59%	(361)	17%	(102)	612
Relig: Non-Evang. Catholics	22%	(130)	57%	(335)	21%	(125)	590
Relig: All Christian	23%	(280)	58%	(696)	19%	(226)	1202
Relig: All Non-Christian	19%	(195)	57%	(581)	24%	(244)	1020
Community: Urban	24%	(142)	56%	(325)	20%	(118)	586
Community: Suburban	19%	(188)	58%	(578)	23%	(231)	997
Community: Rural	22%	(144)	58%	(375)	19%	(123)	642
Employ: Private Sector	24%	(153)	59%	(387)	17%	(110)	650
Employ: Government	22%	(35)	60%	(95)	17%	(27)	157
Employ: Self-Employed	25%	(53)	53%	(110)	22%	(46)	209
Employ: Homemaker	20%	(38)	62%	(117)	18%	(35)	191
Employ: Student	14%	(17)	63%	(77)	24%	(29)	122
Employ: Retired	23%	(107)	52%	(246)	25%	(119)	472
Employ: Unemployed	20%	(40)	60%	(121)	21%	(42)	202
Employ: Other	14%	(32)	57%	(126)	29%	(64)	221
Job Type: White-collar	23%	(165)	59%	(421)	18%	(128)	714
Job Type: Blue-collar	23%	(223)	58%	(571)	19%	(190)	983
Job Type: Don't Know	16%	(87)	54%	(286)	29%	(155)	528

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Table BRD8_2: *If a celebrity endorses a product or company and the product doesn't meet expectations or the company experiences a scandal, do you react in any of the following ways?*
Not support that celebrity's endeavors in movies/television/music/sports

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	21% (475)	57% (1278)	21% (472)	2225
Military HH: Yes	25% (114)	58% (261)	17% (75)	451
Military HH: No	20% (360)	57% (1017)	22% (397)	1774
2016 Vote: Democrat Hillary Clinton	22% (160)	58% (427)	21% (153)	739
2016 Vote: Republican Donald Trump	25% (188)	55% (417)	20% (153)	758
2016 Vote: Someone else	15% (24)	60% (99)	25% (41)	163
2012 Vote: Barack Obama	19% (155)	59% (470)	22% (177)	801
2012 Vote: Mitt Romney	26% (156)	54% (329)	20% (125)	610
2012 Vote: Other	18% (18)	58% (59)	24% (24)	101
2012 Vote: Didn't Vote	21% (145)	59% (418)	21% (145)	708
4-Region: Northeast	18% (75)	57% (233)	24% (98)	406
4-Region: Midwest	19% (90)	60% (286)	22% (103)	479
4-Region: South	22% (185)	58% (480)	19% (159)	823
4-Region: West	24% (125)	54% (280)	22% (112)	517

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

Table BRD8_3: *If a celebrity endorses a product or company and the product doesnt meet expectations or the company experiences a scandal, do you react in any of the following ways?*
Speak negatively about the product to friends and/or on social media

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1034)	37% (819)	17% (371)	2225
Gender: Male	47% (508)	37% (394)	16% (169)	1071
Gender: Female	46% (526)	37% (425)	18% (202)	1154
Age: 18-29	47% (245)	37% (192)	15% (80)	517
Age: 30-44	44% (231)	40% (214)	16% (85)	529
Age: 45-54	47% (194)	35% (145)	17% (70)	410
Age: 55-64	49% (180)	35% (127)	16% (60)	367
Age: 65+	46% (184)	35% (142)	19% (76)	402
PID: Dem (no lean)	45% (317)	39% (274)	16% (109)	700
PID: Ind (no lean)	46% (382)	36% (299)	19% (158)	839
PID: Rep (no lean)	49% (335)	36% (247)	15% (104)	686
PID/Gender: Dem Men	44% (146)	39% (133)	17% (57)	336
PID/Gender: Dem Women	47% (170)	39% (141)	14% (52)	363
PID/Gender: Ind Men	48% (184)	36% (140)	16% (61)	385
PID/Gender: Ind Women	44% (198)	35% (159)	21% (97)	454
PID/Gender: Rep Men	51% (177)	35% (122)	14% (51)	350
PID/Gender: Rep Women	47% (158)	37% (125)	16% (54)	337
Tea Party: Supporter	53% (313)	34% (201)	13% (77)	591
Tea Party: Not Supporter	44% (717)	38% (615)	18% (294)	1625
Ideo: Liberal (1-3)	49% (330)	36% (243)	14% (95)	668
Ideo: Moderate (4)	45% (241)	39% (211)	16% (89)	540
Ideo: Conservative (5-7)	50% (365)	36% (263)	13% (97)	724
Educ: < College	45% (716)	37% (586)	18% (282)	1584
Educ: Bachelors degree	50% (211)	35% (146)	15% (62)	420
Educ: Post-grad	49% (107)	39% (87)	12% (27)	221

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Table BRD8_3: *If a celebrity endorses a product or company and the product doesn't meet expectations or the company experiences a scandal, do you react in any of the following ways?
Speak negatively about the product to friends and/or on social media*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1034)	37% (819)	17% (371)	2225
Income: Under 50k	46% (612)	36% (480)	17% (232)	1324
Income: 50k-100k	47% (299)	37% (231)	16% (102)	632
Income: 100k+	46% (123)	40% (108)	14% (37)	269
Ethnicity: White	47% (840)	36% (636)	17% (294)	1769
Ethnicity: Hispanic	50% (167)	35% (118)	14% (48)	333
Ethnicity: Afr. Am.	42% (113)	45% (121)	14% (37)	272
Ethnicity: Other	44% (81)	34% (63)	22% (40)	184
Relig: Protestant	50% (240)	39% (187)	12% (56)	483
Relig: Roman Catholic	48% (213)	36% (158)	16% (70)	441
Relig: Ath./Agn./None	45% (296)	35% (228)	20% (135)	659
Relig: Something Else	43% (153)	40% (143)	18% (64)	360
Relig: Evangelical	48% (293)	38% (230)	14% (89)	612
Relig: Non-Evang. Catholics	49% (291)	37% (216)	14% (83)	590
Relig: All Christian	49% (584)	37% (445)	14% (172)	1202
Relig: All Non-Christian	44% (449)	36% (371)	20% (199)	1020
Community: Urban	46% (267)	39% (227)	16% (92)	586
Community: Suburban	47% (473)	35% (349)	18% (176)	997
Community: Rural	46% (295)	38% (244)	16% (103)	642
Employ: Private Sector	47% (303)	39% (252)	15% (96)	650
Employ: Government	48% (75)	42% (66)	10% (16)	157
Employ: Self-Employed	48% (100)	36% (76)	16% (33)	209
Employ: Homemaker	45% (87)	40% (77)	14% (27)	191
Employ: Student	49% (61)	28% (34)	23% (28)	122
Employ: Retired	48% (228)	34% (162)	17% (82)	472
Employ: Unemployed	41% (83)	40% (82)	19% (37)	202
Employ: Other	45% (99)	32% (71)	23% (52)	221
Job Type: White-collar	48% (341)	38% (274)	14% (98)	714
Job Type: Blue-collar	50% (491)	36% (352)	14% (140)	983
Job Type: Don't Know	38% (202)	37% (193)	25% (133)	528

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Table BRD8_3: *If a celebrity endorses a product or company and the product doesn't meet expectations or the company experiences a scandal, do you react in any of the following ways?
 Speak negatively about the product to friends and/or on social media*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1034)	37% (819)	17% (371)	2225
Military HH: Yes	51% (228)	36% (162)	13% (61)	451
Military HH: No	45% (806)	37% (657)	17% (310)	1774
2016 Vote: Democrat Hillary Clinton	46% (337)	39% (290)	15% (113)	739
2016 Vote: Republican Donald Trump	48% (362)	36% (272)	16% (124)	758
2016 Vote: Someone else	49% (79)	34% (56)	17% (27)	163
2012 Vote: Barack Obama	46% (368)	39% (311)	15% (122)	801
2012 Vote: Mitt Romney	49% (296)	35% (214)	16% (100)	610
2012 Vote: Other	43% (43)	32% (32)	25% (26)	101
2012 Vote: Didn't Vote	46% (325)	37% (260)	17% (123)	708
4-Region: Northeast	47% (189)	38% (154)	16% (64)	406
4-Region: Midwest	47% (226)	37% (176)	16% (78)	479
4-Region: South	48% (398)	35% (289)	16% (136)	823
4-Region: West	43% (222)	39% (201)	18% (94)	517

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

Table BRD8_4: *If a celebrity endorses a product or company and the product doesnt meet expectations or the company experiences a scandal, do you react in any of the following ways?*
Speak negatively about the celebrity to friends and/or on social media

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	21% (478)	61% (1348)	18% (399)	2225
Gender: Male	27% (292)	56% (602)	17% (178)	1071
Gender: Female	16% (187)	65% (746)	19% (221)	1154
Age: 18-29	24% (122)	60% (313)	16% (82)	517
Age: 30-44	22% (115)	62% (326)	17% (89)	529
Age: 45-54	17% (71)	67% (275)	16% (64)	410
Age: 55-64	22% (82)	55% (202)	23% (83)	367
Age: 65+	22% (89)	58% (232)	20% (81)	402
PID: Dem (no lean)	21% (150)	64% (446)	15% (104)	700
PID: Ind (no lean)	18% (151)	62% (518)	20% (170)	839
PID: Rep (no lean)	26% (178)	56% (384)	18% (125)	686
PID/Gender: Dem Men	26% (87)	60% (202)	14% (48)	336
PID/Gender: Dem Women	17% (63)	67% (244)	16% (57)	363
PID/Gender: Ind Men	25% (95)	57% (219)	18% (70)	385
PID/Gender: Ind Women	12% (55)	66% (299)	22% (100)	454
PID/Gender: Rep Men	31% (110)	51% (180)	17% (60)	350
PID/Gender: Rep Women	20% (68)	61% (204)	19% (65)	337
Tea Party: Supporter	31% (181)	53% (312)	17% (98)	591
Tea Party: Not Supporter	18% (296)	63% (1029)	18% (300)	1625
Ideo: Liberal (1-3)	25% (168)	59% (396)	16% (105)	668
Ideo: Moderate (4)	19% (104)	63% (342)	17% (94)	540
Ideo: Conservative (5-7)	23% (166)	60% (437)	17% (121)	724
Educ: < College	21% (332)	60% (954)	19% (297)	1584
Educ: Bachelors degree	21% (89)	61% (257)	18% (75)	420
Educ: Post-grad	26% (57)	62% (137)	12% (27)	221

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Table BRD8_4: *If a celebrity endorses a product or company and the product doesn't meet expectations or the company experiences a scandal, do you react in any of the following ways?
 Speak negatively about the celebrity to friends and/or on social media*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	21% (478)	61% (1348)	18% (399)	2225
Income: Under 50k	21% (279)	60% (800)	19% (246)	1324
Income: 50k-100k	21% (133)	61% (387)	18% (112)	632
Income: 100k+	25% (67)	60% (161)	15% (41)	269
Ethnicity: White	21% (377)	60% (1066)	18% (326)	1769
Ethnicity: Hispanic	32% (105)	53% (175)	16% (52)	333
Ethnicity: Afr. Am.	22% (60)	64% (175)	14% (37)	272
Ethnicity: Other	22% (41)	58% (107)	19% (36)	184
Relig: Protestant	23% (113)	60% (292)	16% (78)	483
Relig: Roman Catholic	27% (117)	57% (250)	17% (74)	441
Relig: Ath./Agn./None	20% (131)	58% (384)	22% (144)	659
Relig: Something Else	18% (66)	64% (231)	18% (63)	360
Relig: Evangelical	22% (137)	62% (380)	16% (95)	612
Relig: Non-Evang. Catholics	24% (144)	59% (350)	16% (96)	590
Relig: All Christian	23% (281)	61% (730)	16% (191)	1202
Relig: All Non-Christian	19% (198)	60% (614)	20% (207)	1020
Community: Urban	25% (147)	58% (340)	17% (99)	586
Community: Suburban	21% (206)	60% (603)	19% (188)	997
Community: Rural	20% (126)	63% (404)	17% (112)	642
Employ: Private Sector	23% (152)	62% (401)	15% (97)	650
Employ: Government	24% (37)	66% (103)	11% (17)	157
Employ: Self-Employed	26% (54)	55% (116)	19% (39)	209
Employ: Homemaker	13% (24)	68% (129)	19% (37)	191
Employ: Student	18% (22)	62% (76)	21% (25)	122
Employ: Retired	25% (118)	55% (259)	20% (95)	472
Employ: Unemployed	16% (33)	63% (128)	20% (41)	202
Employ: Other	17% (38)	61% (136)	21% (47)	221
Job Type: White-collar	26% (185)	61% (434)	13% (94)	714
Job Type: Blue-collar	21% (207)	61% (601)	18% (175)	983
Job Type: Don't Know	16% (86)	59% (313)	24% (129)	528

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Table BRD8_4: *If a celebrity endorses a product or company and the product doesn't meet expectations or the company experiences a scandal, do you react in any of the following ways?
Speak negatively about the celebrity to friends and/or on social media*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	21% (478)	61% (1348)	18% (399)	2225
Military HH: Yes	28% (128)	56% (252)	16% (71)	451
Military HH: No	20% (350)	62% (1096)	19% (328)	1774
2016 Vote: Democrat Hillary Clinton	20% (151)	63% (467)	16% (121)	739
2016 Vote: Republican Donald Trump	25% (188)	57% (429)	19% (141)	758
2016 Vote: Someone else	19% (31)	62% (101)	19% (31)	163
2012 Vote: Barack Obama	22% (177)	62% (493)	16% (132)	801
2012 Vote: Mitt Romney	24% (148)	57% (349)	19% (114)	610
2012 Vote: Other	16% (16)	61% (62)	23% (23)	101
2012 Vote: Didn't Vote	19% (137)	62% (441)	18% (130)	708
4-Region: Northeast	22% (91)	62% (252)	15% (62)	406
4-Region: Midwest	17% (82)	63% (303)	20% (94)	479
4-Region: South	23% (187)	60% (498)	17% (138)	823
4-Region: West	23% (118)	57% (294)	20% (104)	517

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

Table BRD9: *How much have you seen, read, or heard about Fyre Festival?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(184)	16%	(359)	15%	(325)	61%	(1356)	2225
Gender: Male	11%	(121)	20%	(217)	16%	(170)	53%	(563)	1071
Gender: Female	6%	(64)	12%	(142)	13%	(155)	69%	(793)	1154
Age: 18-29	14%	(74)	22%	(113)	16%	(85)	47%	(245)	517
Age: 30-44	14%	(73)	18%	(97)	16%	(82)	52%	(277)	529
Age: 45-54	5%	(19)	13%	(51)	15%	(59)	68%	(280)	410
Age: 55-64	3%	(11)	13%	(48)	16%	(58)	68%	(250)	367
Age: 65+	2%	(8)	12%	(50)	10%	(40)	76%	(304)	402
PID: Dem (no lean)	12%	(82)	20%	(137)	17%	(117)	52%	(364)	700
PID: Ind (no lean)	6%	(53)	17%	(142)	15%	(128)	61%	(515)	839
PID: Rep (no lean)	7%	(49)	12%	(80)	12%	(80)	70%	(477)	686
PID/Gender: Dem Men	15%	(51)	26%	(86)	16%	(55)	43%	(144)	336
PID/Gender: Dem Women	9%	(31)	14%	(51)	17%	(61)	60%	(220)	363
PID/Gender: Ind Men	9%	(34)	23%	(89)	19%	(72)	49%	(190)	385
PID/Gender: Ind Women	4%	(19)	12%	(54)	12%	(56)	72%	(325)	454
PID/Gender: Rep Men	10%	(36)	12%	(43)	12%	(42)	65%	(229)	350
PID/Gender: Rep Women	4%	(13)	11%	(37)	11%	(38)	74%	(248)	337
Tea Party: Supporter	14%	(83)	15%	(87)	16%	(94)	55%	(326)	591
Tea Party: Not Supporter	6%	(101)	17%	(271)	14%	(230)	63%	(1024)	1625
Ideo: Liberal (1-3)	18%	(119)	24%	(159)	14%	(96)	44%	(295)	668
Ideo: Moderate (4)	5%	(28)	14%	(77)	18%	(95)	63%	(340)	540
Ideo: Conservative (5-7)	4%	(30)	13%	(92)	14%	(102)	69%	(500)	724
Educ: < College	7%	(112)	14%	(219)	15%	(233)	64%	(1020)	1584
Educ: Bachelors degree	11%	(48)	20%	(83)	15%	(63)	54%	(226)	420
Educ: Post-grad	11%	(25)	26%	(57)	13%	(30)	50%	(110)	221
Income: Under 50k	8%	(109)	14%	(183)	14%	(184)	64%	(848)	1324
Income: 50k-100k	8%	(48)	20%	(124)	15%	(97)	57%	(363)	632
Income: 100k+	10%	(26)	20%	(53)	16%	(44)	54%	(145)	269
Ethnicity: White	7%	(132)	16%	(288)	13%	(226)	63%	(1123)	1769
Ethnicity: Hispanic	22%	(75)	18%	(61)	18%	(61)	41%	(137)	333
Ethnicity: Afr. Am.	12%	(33)	16%	(44)	24%	(64)	48%	(130)	272

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Table BRD9: How much have you seen, read, or heard about Fyre Festival?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(184)	16%	(359)	15%	(325)	61%	(1356)	2225
Ethnicity: Other	10%	(19)	15%	(27)	19%	(35)	56%	(103)	184
Relig: Protestant	5%	(26)	14%	(69)	13%	(61)	68%	(327)	483
Relig: Roman Catholic	12%	(53)	19%	(86)	15%	(66)	54%	(237)	441
Relig: Ath./Agn./None	9%	(60)	18%	(119)	15%	(99)	58%	(381)	659
Relig: Something Else	10%	(37)	15%	(55)	15%	(53)	60%	(216)	360
Relig: Evangelical	6%	(35)	12%	(72)	15%	(91)	68%	(414)	612
Relig: Non-Evang. Catholics	9%	(52)	19%	(113)	14%	(83)	58%	(342)	590
Relig: All Christian	7%	(87)	15%	(185)	14%	(174)	63%	(756)	1202
Relig: All Non-Christian	10%	(97)	17%	(174)	15%	(152)	59%	(597)	1020
Community: Urban	13%	(79)	17%	(102)	17%	(100)	52%	(305)	586
Community: Suburban	7%	(66)	16%	(160)	15%	(145)	63%	(626)	997
Community: Rural	6%	(39)	15%	(98)	12%	(80)	66%	(425)	642
Employ: Private Sector	11%	(74)	20%	(127)	16%	(102)	53%	(347)	650
Employ: Government	18%	(28)	20%	(31)	11%	(17)	52%	(82)	157
Employ: Self-Employed	11%	(22)	20%	(41)	21%	(45)	48%	(101)	209
Employ: Homemaker	7%	(13)	11%	(21)	11%	(21)	72%	(136)	191
Employ: Student	7%	(9)	22%	(27)	19%	(23)	52%	(64)	122
Employ: Retired	2%	(9)	11%	(51)	13%	(62)	74%	(350)	472
Employ: Unemployed	9%	(19)	13%	(26)	14%	(27)	64%	(129)	202
Employ: Other	5%	(11)	16%	(35)	13%	(29)	66%	(147)	221
Job Type: White-collar	11%	(82)	23%	(163)	13%	(95)	52%	(374)	714
Job Type: Blue-collar	8%	(75)	15%	(143)	15%	(146)	63%	(620)	983
Job Type: Don't Know	5%	(28)	10%	(53)	16%	(84)	69%	(362)	528
Military HH: Yes	13%	(58)	13%	(58)	13%	(61)	61%	(275)	451
Military HH: No	7%	(126)	17%	(302)	15%	(265)	61%	(1082)	1774
2016 Vote: Democrat Hillary Clinton	10%	(76)	20%	(148)	17%	(125)	53%	(390)	739
2016 Vote: Republican Donald Trump	7%	(52)	12%	(95)	13%	(96)	68%	(515)	758
2016 Vote: Someone else	6%	(10)	21%	(35)	17%	(27)	56%	(91)	163
2012 Vote: Barack Obama	10%	(80)	20%	(157)	16%	(127)	54%	(436)	801
2012 Vote: Mitt Romney	5%	(31)	12%	(75)	11%	(67)	72%	(437)	610
2012 Vote: Other	3%	(3)	15%	(15)	20%	(20)	63%	(63)	101
2012 Vote: Didn't Vote	10%	(69)	16%	(111)	15%	(109)	59%	(419)	708

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Table BRD9: *How much have you seen, read, or heard about Fyre Festival?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(184)	16%	(359)	15%	(325)	61%	(1356)	2225
4-Region: Northeast	11%	(43)	17%	(67)	15%	(61)	58%	(235)	406
4-Region: Midwest	4%	(22)	14%	(67)	13%	(62)	69%	(329)	479
4-Region: South	8%	(62)	17%	(141)	15%	(121)	61%	(499)	823
4-Region: West	11%	(57)	16%	(85)	16%	(81)	57%	(293)	517

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

Table BRD10_1: *As you may know, Fyre Festival is a music festival on a private island in the Bahamas, designed to be an all-inclusive luxury experience with the best in food, lodging, and entertainment. The festival, organized by Billy McFarland and JaRule, cost attendees thousands of dollars and when they arrived, conditions on the island were so bad that the festival had to be postponed. Knowing this, do you have a more or less favorable view of each of the following, or does it make no difference either way?*

Ja Rule

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	7% (163)	7% (164)	13% (294)	27% (596)	23% (517)	22% (492)	2225
Gender: Male	9% (101)	8% (90)	13% (143)	29% (307)	21% (229)	19% (201)	1071
Gender: Female	5% (62)	6% (74)	13% (151)	25% (289)	25% (287)	25% (290)	1154
Age: 18-29	13% (68)	14% (72)	16% (85)	19% (96)	17% (88)	21% (108)	517
Age: 30-44	12% (63)	10% (54)	15% (82)	22% (114)	27% (141)	14% (75)	529
Age: 45-54	5% (21)	7% (29)	13% (52)	26% (105)	32% (131)	18% (72)	410
Age: 55-64	2% (9)	1% (5)	12% (43)	34% (124)	19% (70)	32% (116)	367
Age: 65+	— (2)	1% (4)	8% (32)	39% (156)	22% (87)	30% (121)	402
PID: Dem (no lean)	9% (64)	8% (54)	14% (100)	26% (184)	20% (140)	22% (157)	700
PID: Ind (no lean)	6% (51)	8% (70)	15% (123)	24% (198)	26% (217)	21% (180)	839
PID: Rep (no lean)	7% (48)	6% (40)	10% (71)	31% (214)	23% (160)	23% (155)	686
PID/Gender: Dem Men	13% (43)	10% (34)	16% (55)	26% (89)	17% (59)	17% (57)	336
PID/Gender: Dem Women	6% (21)	5% (20)	12% (45)	26% (95)	22% (81)	28% (101)	363
PID/Gender: Ind Men	7% (26)	9% (34)	14% (53)	28% (106)	23% (88)	20% (77)	385
PID/Gender: Ind Women	6% (25)	8% (36)	15% (70)	20% (91)	28% (129)	23% (103)	454
PID/Gender: Rep Men	9% (32)	6% (21)	10% (35)	32% (112)	24% (82)	19% (68)	350
PID/Gender: Rep Women	5% (16)	6% (19)	11% (36)	30% (102)	23% (77)	26% (87)	337
Tea Party: Supporter	15% (90)	10% (60)	13% (74)	25% (150)	20% (119)	16% (97)	591
Tea Party: Not Supporter	4% (73)	6% (103)	13% (218)	27% (444)	24% (395)	24% (392)	1625
Ideo: Liberal (1-3)	12% (81)	11% (73)	16% (105)	23% (154)	22% (144)	17% (112)	668
Ideo: Moderate (4)	6% (31)	5% (29)	15% (79)	26% (142)	24% (128)	24% (131)	540
Ideo: Conservative (5-7)	4% (29)	5% (39)	11% (82)	33% (239)	27% (197)	19% (139)	724

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Table BRD10_1: As you may know, Fyre Festival is a music festival on a private island in the Bahamas, designed to be an all-inclusive luxury experience with the best in food, lodging, and entertainment. The festival, organized by Billy McFarland and JaRule, cost attendees thousands of dollars and when they arrived, conditions on the island were so bad that the festival had to be postponed. Knowing this, do you have a more or less favorable view of each of the following, or does it make no difference either way?

Ja Rule

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	7% (163)	7% (164)	13% (294)	27% (596)	23% (517)	22% (492)	2225
Educ: < College	7% (114)	8% (128)	12% (196)	25% (393)	23% (364)	25% (389)	1584
Educ: Bachelors degree	7% (29)	5% (21)	16% (66)	30% (127)	26% (107)	17% (71)	420
Educ: Post-grad	9% (20)	7% (15)	14% (32)	35% (76)	20% (45)	15% (32)	221
Income: Under 50k	8% (107)	8% (112)	12% (159)	24% (312)	23% (308)	25% (327)	1324
Income: 50k-100k	6% (37)	5% (33)	15% (97)	31% (196)	23% (145)	20% (124)	632
Income: 100k+	7% (19)	7% (19)	14% (38)	32% (87)	24% (65)	15% (41)	269
Ethnicity: White	6% (103)	6% (102)	13% (222)	28% (502)	24% (420)	24% (420)	1769
Ethnicity: Hispanic	17% (57)	14% (48)	16% (54)	21% (69)	18% (59)	14% (45)	333
Ethnicity: Afr. Am.	15% (40)	16% (43)	17% (45)	20% (54)	20% (55)	13% (35)	272
Ethnicity: Other	11% (20)	11% (19)	14% (26)	22% (40)	22% (41)	20% (37)	184
Relig: Protestant	5% (26)	3% (15)	13% (63)	33% (161)	23% (112)	22% (105)	483
Relig: Roman Catholic	8% (36)	9% (39)	13% (59)	28% (123)	19% (83)	23% (100)	441
Relig: Ath./Agn./None	7% (47)	7% (49)	15% (100)	24% (161)	24% (159)	22% (144)	659
Relig: Something Else	9% (34)	9% (33)	13% (46)	21% (75)	26% (92)	22% (80)	360
Relig: Evangelical	9% (56)	8% (51)	10% (62)	29% (180)	23% (138)	21% (126)	612
Relig: Non-Evang. Catholics	4% (26)	5% (31)	15% (86)	30% (179)	21% (126)	24% (141)	590
Relig: All Christian	7% (82)	7% (82)	12% (148)	30% (359)	22% (264)	22% (267)	1202
Relig: All Non-Christian	8% (81)	8% (82)	14% (146)	23% (236)	25% (251)	22% (224)	1020
Community: Urban	12% (72)	10% (61)	14% (83)	24% (140)	21% (120)	19% (109)	586
Community: Suburban	5% (49)	6% (60)	13% (129)	29% (288)	25% (252)	22% (220)	997
Community: Rural	7% (42)	7% (43)	13% (82)	26% (168)	23% (145)	25% (162)	642

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Table BRD10_1: As you may know, Fyre Festival is a music festival on a private island in the Bahamas, designed to be an all-inclusive luxury experience with the best in food, lodging, and entertainment. The festival, organized by Billy McFarland and JaRule, cost attendees thousands of dollars and when they arrived, conditions on the island were so bad that the festival had to be postponed. Knowing this, do you have a more or less favorable view of each of the following, or does it make no difference either way?

Ja Rule

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	7% (163)	7% (164)	13% (294)	27% (596)	23% (517)	22% (492)	2225
Employ: Private Sector	9% (57)	8% (51)	14% (94)	30% (193)	24% (157)	15% (99)	650
Employ: Government	18% (29)	6% (10)	16% (25)	21% (32)	21% (33)	18% (29)	157
Employ: Self-Employed	7% (15)	15% (31)	17% (35)	28% (59)	20% (41)	14% (30)	209
Employ: Homemaker	7% (13)	6% (11)	15% (29)	19% (36)	28% (53)	26% (49)	191
Employ: Student	8% (10)	8% (10)	18% (22)	19% (23)	20% (25)	27% (33)	122
Employ: Retired	1% (7)	2% (8)	8% (39)	37% (174)	21% (101)	30% (143)	472
Employ: Unemployed	12% (24)	10% (20)	10% (20)	15% (31)	26% (52)	27% (55)	202
Employ: Other	4% (9)	11% (24)	14% (30)	22% (49)	25% (56)	24% (54)	221
Job Type: White-collar	7% (53)	7% (48)	16% (114)	31% (218)	22% (156)	18% (126)	714
Job Type: Blue-collar	6% (64)	7% (72)	12% (119)	30% (295)	25% (245)	19% (188)	983
Job Type: Don't Know	9% (46)	8% (44)	12% (61)	16% (83)	22% (116)	34% (178)	528
Military HH: Yes	9% (42)	9% (41)	12% (56)	25% (112)	24% (106)	21% (94)	451
Military HH: No	7% (120)	7% (124)	13% (238)	27% (484)	23% (411)	22% (398)	1774
2016 Vote: Democrat Hillary Clinton	8% (58)	9% (65)	17% (125)	28% (204)	20% (148)	19% (140)	739
2016 Vote: Republican Donald Trump	6% (44)	5% (37)	10% (77)	32% (244)	24% (183)	23% (174)	758
2016 Vote: Someone else	9% (14)	6% (9)	10% (17)	25% (40)	32% (53)	18% (30)	163
2012 Vote: Barack Obama	8% (61)	7% (60)	15% (121)	27% (220)	24% (191)	18% (148)	801
2012 Vote: Mitt Romney	5% (31)	4% (24)	10% (60)	35% (213)	24% (147)	22% (136)	610
2012 Vote: Other	2% (2)	5% (5)	16% (16)	27% (27)	33% (34)	17% (17)	101
2012 Vote: Didn't Vote	10% (68)	11% (76)	14% (97)	19% (135)	20% (143)	27% (190)	708
4-Region: Northeast	6% (24)	8% (31)	11% (45)	29% (116)	23% (93)	24% (97)	406
4-Region: Midwest	5% (24)	5% (23)	16% (78)	26% (126)	28% (132)	20% (95)	479
4-Region: South	8% (70)	8% (65)	12% (102)	27% (225)	23% (192)	21% (170)	823
4-Region: West	9% (45)	9% (46)	13% (68)	25% (128)	19% (100)	25% (129)	517

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

Table BRD10_2: *As you may know, Fyre Festival is a music festival on a private island in the Bahamas, designed to be an all-inclusive luxury experience with the best in food, lodging, and entertainment. The festival, organized by Billy McFarland and JaRule, cost attendees thousands of dollars and when they arrived, conditions on the island were so bad that the festival had to be postponed. Knowing this, do you have a more or less favorable view of each of the following, or does it make no difference either way?*
 Billy McFarland

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	5% (119)	6% (140)	13% (280)	27% (598)	21% (476)	28% (612)	2225
Gender: Male	7% (80)	8% (83)	13% (135)	30% (324)	20% (211)	22% (239)	1071
Gender: Female	3% (39)	5% (57)	13% (145)	24% (274)	23% (265)	32% (373)	1154
Age: 18-29	11% (55)	10% (54)	18% (95)	17% (89)	15% (77)	29% (148)	517
Age: 30-44	8% (44)	11% (59)	13% (66)	21% (113)	22% (116)	25% (131)	529
Age: 45-54	3% (11)	5% (22)	11% (44)	26% (106)	30% (122)	25% (103)	410
Age: 55-64	2% (6)	— (2)	13% (46)	35% (128)	20% (72)	31% (113)	367
Age: 65+	1% (2)	1% (4)	7% (28)	40% (162)	22% (89)	29% (118)	402
PID: Dem (no lean)	6% (45)	6% (45)	12% (84)	27% (188)	19% (134)	29% (203)	700
PID: Ind (no lean)	5% (39)	6% (47)	14% (121)	24% (204)	24% (198)	27% (231)	839
PID: Rep (no lean)	5% (35)	7% (49)	11% (74)	30% (206)	21% (144)	26% (178)	686
PID/Gender: Dem Men	10% (35)	9% (31)	13% (43)	30% (101)	16% (53)	22% (74)	336
PID/Gender: Dem Women	3% (10)	4% (13)	11% (41)	24% (87)	22% (82)	36% (129)	363
PID/Gender: Ind Men	7% (25)	6% (22)	13% (48)	30% (114)	22% (84)	24% (91)	385
PID/Gender: Ind Women	3% (14)	5% (25)	16% (73)	20% (90)	25% (113)	31% (139)	454
PID/Gender: Rep Men	6% (20)	9% (30)	12% (43)	31% (110)	21% (74)	21% (74)	350
PID/Gender: Rep Women	4% (15)	6% (19)	9% (31)	29% (96)	21% (70)	31% (105)	337
Tea Party: Supporter	11% (66)	10% (61)	13% (78)	25% (150)	20% (118)	20% (118)	591
Tea Party: Not Supporter	3% (53)	5% (79)	12% (201)	27% (446)	22% (355)	30% (491)	1625
Ideo: Liberal (1-3)	10% (64)	9% (57)	14% (96)	24% (163)	19% (129)	24% (158)	668
Ideo: Moderate (4)	3% (15)	6% (32)	14% (76)	27% (148)	22% (120)	28% (149)	540
Ideo: Conservative (5-7)	3% (24)	5% (34)	11% (81)	33% (241)	24% (174)	24% (171)	724

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Table BRD10_2: As you may know, Fyre Festival is a music festival on a private island in the Bahamas, designed to be an all-inclusive luxury experience with the best in food, lodging, and entertainment. The festival, organized by Billy McFarland and JaRule, cost attendees thousands of dollars and when they arrived, conditions on the island were so bad that the festival had to be postponed. Knowing this, do you have a more or less favorable view of each of the following, or does it make no difference either way?

Billy McFarland

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	5% (119)	6% (140)	13% (280)	27% (598)	21% (476)	28% (612)	2225
Educ: < College	5% (75)	7% (105)	12% (196)	25% (392)	21% (329)	31% (487)	1584
Educ: Bachelors degree	6% (27)	5% (23)	13% (56)	31% (130)	24% (99)	20% (85)	420
Educ: Post-grad	8% (17)	6% (13)	12% (28)	34% (76)	21% (47)	18% (40)	221
Income: Under 50k	6% (75)	7% (88)	12% (164)	24% (314)	20% (269)	31% (414)	1324
Income: 50k-100k	4% (25)	6% (36)	13% (82)	31% (198)	23% (144)	23% (146)	632
Income: 100k+	7% (18)	6% (16)	13% (34)	32% (86)	23% (63)	19% (52)	269
Ethnicity: White	5% (80)	5% (95)	12% (208)	29% (518)	22% (388)	27% (480)	1769
Ethnicity: Hispanic	14% (48)	17% (57)	13% (44)	19% (64)	13% (43)	23% (76)	333
Ethnicity: Afr. Am.	9% (25)	10% (27)	17% (45)	17% (46)	19% (51)	29% (78)	272
Ethnicity: Other	7% (13)	10% (19)	15% (27)	18% (34)	20% (37)	30% (54)	184
Relig: Protestant	3% (17)	3% (16)	13% (64)	34% (165)	22% (105)	24% (117)	483
Relig: Roman Catholic	7% (31)	9% (42)	12% (52)	29% (129)	19% (83)	24% (105)	441
Relig: Ath./Agn./None	5% (33)	6% (40)	13% (88)	24% (158)	21% (141)	30% (200)	659
Relig: Something Else	8% (28)	6% (22)	11% (41)	23% (81)	21% (76)	31% (111)	360
Relig: Evangelical	6% (38)	7% (42)	12% (76)	27% (164)	22% (137)	26% (157)	612
Relig: Non-Evang. Catholics	3% (19)	6% (37)	13% (76)	33% (195)	20% (120)	24% (143)	590
Relig: All Christian	5% (57)	7% (78)	13% (151)	30% (359)	21% (256)	25% (300)	1202
Relig: All Non-Christian	6% (62)	6% (62)	13% (129)	23% (239)	21% (218)	30% (310)	1020
Community: Urban	9% (55)	9% (53)	13% (75)	25% (145)	18% (107)	26% (151)	586
Community: Suburban	4% (37)	5% (52)	12% (115)	29% (290)	24% (243)	26% (261)	997
Community: Rural	4% (28)	6% (36)	14% (90)	25% (163)	20% (125)	31% (200)	642

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Table BRD10_2: As you may know, Fyre Festival is a music festival on a private island in the Bahamas, designed to be an all-inclusive luxury experience with the best in food, lodging, and entertainment. The festival, organized by Billy McFarland and JaRule, cost attendees thousands of dollars and when they arrived, conditions on the island were so bad that the festival had to be postponed. Knowing this, do you have a more or less favorable view of each of the following, or does it make no difference either way?

Billy McFarland

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	5% (119)	6% (140)	13% (280)	27% (598)	21% (476)	28% (612)	2225
Employ: Private Sector	7% (47)	8% (53)	14% (88)	29% (188)	22% (145)	20% (129)	650
Employ: Government	11% (18)	12% (19)	11% (17)	24% (38)	14% (22)	28% (45)	157
Employ: Self-Employed	9% (18)	9% (19)	16% (33)	28% (59)	18% (37)	21% (44)	209
Employ: Homemaker	4% (7)	6% (11)	13% (24)	21% (40)	24% (46)	33% (62)	191
Employ: Student	6% (7)	6% (7)	17% (21)	20% (25)	22% (27)	29% (35)	122
Employ: Retired	1% (7)	1% (3)	8% (40)	38% (177)	21% (99)	31% (146)	472
Employ: Unemployed	5% (10)	7% (15)	13% (26)	12% (25)	25% (50)	37% (75)	202
Employ: Other	3% (6)	6% (14)	14% (31)	20% (45)	22% (49)	34% (76)	221
Job Type: White-collar	7% (50)	7% (49)	15% (104)	31% (223)	20% (145)	20% (143)	714
Job Type: Blue-collar	5% (47)	6% (57)	12% (116)	30% (293)	23% (225)	25% (246)	983
Job Type: Don't Know	4% (22)	7% (34)	11% (60)	15% (82)	20% (106)	42% (224)	528
Military HH: Yes	8% (38)	7% (30)	11% (51)	26% (118)	22% (97)	26% (116)	451
Military HH: No	5% (81)	6% (110)	13% (229)	27% (480)	21% (378)	28% (496)	1774
2016 Vote: Democrat Hillary Clinton	6% (41)	6% (48)	13% (99)	29% (216)	19% (141)	26% (193)	739
2016 Vote: Republican Donald Trump	6% (43)	5% (41)	10% (74)	32% (240)	23% (172)	25% (188)	758
2016 Vote: Someone else	5% (9)	5% (8)	11% (18)	24% (39)	31% (51)	24% (39)	163
2012 Vote: Barack Obama	6% (48)	6% (50)	13% (105)	28% (223)	21% (171)	25% (204)	801
2012 Vote: Mitt Romney	4% (25)	5% (32)	10% (59)	36% (217)	22% (137)	23% (140)	610
2012 Vote: Other	1% (1)	2% (2)	14% (14)	29% (29)	31% (31)	24% (24)	101
2012 Vote: Didn't Vote	6% (45)	8% (56)	14% (102)	18% (127)	19% (134)	34% (243)	708
4-Region: Northeast	4% (17)	7% (27)	10% (41)	28% (114)	23% (92)	28% (115)	406
4-Region: Midwest	3% (16)	6% (27)	15% (73)	27% (129)	26% (123)	23% (111)	479
4-Region: South	6% (52)	6% (53)	13% (106)	27% (224)	21% (171)	26% (218)	823
4-Region: West	7% (34)	7% (34)	12% (60)	25% (131)	17% (89)	33% (168)	517

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

Table BRD10_3: *As you may know, Fyre Festival is a music festival on a private island in the Bahamas, designed to be an all-inclusive luxury experience with the best in food, lodging, and entertainment. The festival, organized by Billy McFarland and JaRule, cost attendees thousands of dollars and when they arrived, conditions on the island were so bad that the festival had to be postponed. Knowing this, do you have a more or less favorable view of each of the following, or does it make no difference either way?*

Music festivals

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (233)	9% (204)	16% (348)	11% (237)	39% (866)	15% (336)	2225
Gender: Male	12% (128)	9% (101)	18% (193)	10% (104)	36% (388)	15% (158)	1071
Gender: Female	9% (106)	9% (103)	13% (156)	12% (134)	41% (478)	15% (178)	1154
Age: 18-29	21% (110)	16% (81)	15% (77)	10% (53)	28% (145)	10% (52)	517
Age: 30-44	16% (82)	11% (58)	12% (66)	9% (48)	40% (211)	12% (64)	529
Age: 45-54	6% (25)	11% (43)	15% (60)	7% (28)	46% (189)	16% (65)	410
Age: 55-64	4% (14)	4% (15)	20% (73)	10% (37)	43% (159)	19% (68)	367
Age: 65+	1% (2)	2% (7)	18% (73)	17% (70)	40% (162)	22% (88)	402
PID: Dem (no lean)	13% (88)	9% (60)	17% (120)	10% (69)	37% (261)	15% (103)	700
PID: Ind (no lean)	10% (81)	11% (90)	15% (126)	11% (89)	40% (336)	14% (117)	839
PID: Rep (no lean)	9% (64)	8% (54)	15% (102)	12% (80)	39% (269)	17% (117)	686
PID/Gender: Dem Men	16% (53)	12% (41)	17% (57)	8% (28)	32% (108)	15% (49)	336
PID/Gender: Dem Women	10% (35)	5% (19)	17% (62)	11% (41)	42% (152)	15% (53)	363
PID/Gender: Ind Men	11% (42)	8% (33)	18% (71)	10% (40)	37% (144)	14% (56)	385
PID/Gender: Ind Women	9% (39)	13% (57)	12% (55)	11% (49)	42% (191)	13% (61)	454
PID/Gender: Rep Men	9% (33)	8% (28)	18% (64)	10% (36)	39% (135)	15% (53)	350
PID/Gender: Rep Women	9% (31)	8% (27)	11% (38)	13% (43)	40% (134)	19% (63)	337
Tea Party: Supporter	20% (117)	13% (75)	16% (93)	9% (54)	32% (188)	11% (64)	591
Tea Party: Not Supporter	7% (116)	8% (129)	16% (256)	11% (183)	41% (672)	17% (269)	1625
Ideo: Liberal (1-3)	16% (108)	11% (71)	15% (101)	9% (58)	39% (258)	11% (72)	668
Ideo: Moderate (4)	9% (49)	8% (41)	16% (87)	11% (59)	39% (212)	17% (92)	540
Ideo: Conservative (5-7)	6% (43)	7% (54)	18% (128)	12% (85)	43% (313)	14% (101)	724

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Music festivals

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (233)	9% (204)	16% (348)	11% (237)	39% (866)	15% (336)	2225
Educ: < College	11% (182)	10% (157)	15% (235)	11% (175)	36% (571)	17% (264)	1584
Educ: Bachelors degree	8% (33)	6% (26)	17% (73)	9% (40)	48% (200)	12% (48)	420
Educ: Post-grad	8% (19)	9% (21)	18% (40)	10% (23)	43% (95)	11% (24)	221
Income: Under 50k	12% (155)	10% (133)	14% (192)	12% (158)	35% (466)	17% (222)	1324
Income: 50k-100k	9% (57)	8% (51)	17% (110)	9% (56)	43% (270)	14% (89)	632
Income: 100k+	8% (22)	8% (21)	17% (46)	9% (24)	49% (130)	9% (25)	269
Ethnicity: White	9% (153)	8% (140)	15% (270)	11% (191)	42% (735)	16% (280)	1769
Ethnicity: Hispanic	24% (79)	15% (50)	17% (58)	10% (33)	24% (79)	10% (33)	333
Ethnicity: Afr. Am.	19% (51)	15% (40)	19% (51)	10% (27)	25% (69)	13% (34)	272
Ethnicity: Other	16% (29)	13% (24)	15% (27)	10% (19)	34% (62)	12% (22)	184
Relig: Protestant	7% (33)	5% (22)	17% (82)	15% (71)	43% (208)	14% (66)	483
Relig: Roman Catholic	12% (51)	12% (51)	21% (91)	9% (39)	33% (145)	15% (65)	441
Relig: Ath./Agn./None	11% (75)	8% (55)	14% (90)	11% (74)	41% (270)	14% (95)	659
Relig: Something Else	10% (35)	12% (42)	13% (45)	7% (26)	40% (144)	19% (69)	360
Relig: Evangelical	13% (81)	10% (59)	16% (99)	11% (68)	36% (222)	14% (83)	612
Relig: Non-Evang. Catholics	7% (42)	8% (49)	19% (112)	12% (70)	39% (228)	15% (90)	590
Relig: All Christian	10% (123)	9% (107)	18% (211)	11% (138)	37% (450)	14% (173)	1202
Relig: All Non-Christian	11% (110)	9% (97)	13% (136)	10% (99)	41% (414)	16% (163)	1020
Community: Urban	15% (87)	13% (79)	13% (77)	11% (66)	33% (193)	14% (83)	586
Community: Suburban	6% (62)	7% (69)	17% (172)	11% (111)	43% (432)	15% (152)	997
Community: Rural	13% (84)	9% (57)	16% (100)	9% (60)	37% (241)	16% (101)	642

Continued on next page

Table BRD10_3: As you may know, Fyre Festival is a music festival on a private island in the Bahamas, designed to be an all-inclusive luxury experience with the best in food, lodging, and entertainment. The festival, organized by Billy McFarland and JaRule, cost attendees thousands of dollars and when they arrived, conditions on the island were so bad that the festival had to be postponed. Knowing this, do you have a more or less favorable view of each of the following, or does it make no difference either way?

Music festivals

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (233)	9% (204)	16% (348)	11% (237)	39% (866)	15% (336)	2225
Employ: Private Sector	11% (72)	11% (70)	15% (98)	10% (62)	43% (279)	11% (69)	650
Employ: Government	16% (26)	11% (17)	18% (28)	7% (11)	32% (50)	16% (26)	157
Employ: Self-Employed	14% (29)	11% (24)	16% (34)	14% (30)	35% (73)	10% (20)	209
Employ: Homemaker	7% (13)	12% (22)	17% (32)	3% (7)	47% (89)	15% (28)	191
Employ: Student	22% (26)	10% (13)	17% (21)	7% (8)	29% (36)	15% (18)	122
Employ: Retired	4% (17)	3% (15)	17% (79)	17% (82)	38% (179)	21% (100)	472
Employ: Unemployed	18% (36)	10% (21)	11% (23)	7% (13)	39% (79)	15% (30)	202
Employ: Other	7% (15)	10% (23)	15% (34)	11% (24)	36% (80)	21% (45)	221
Job Type: White-collar	11% (75)	8% (57)	18% (129)	9% (64)	41% (294)	13% (95)	714
Job Type: Blue-collar	10% (96)	9% (87)	16% (157)	11% (108)	43% (418)	12% (117)	983
Job Type: Don't Know	12% (62)	11% (61)	12% (62)	12% (65)	29% (154)	24% (125)	528
Military HH: Yes	14% (62)	10% (43)	17% (77)	12% (53)	36% (162)	12% (54)	451
Military HH: No	10% (171)	9% (161)	15% (272)	10% (184)	40% (704)	16% (282)	1774
2016 Vote: Democrat Hillary Clinton	12% (87)	9% (63)	18% (130)	11% (83)	38% (283)	13% (94)	739
2016 Vote: Republican Donald Trump	7% (54)	7% (51)	18% (135)	13% (99)	38% (290)	17% (129)	758
2016 Vote: Someone else	9% (15)	8% (14)	12% (19)	6% (10)	50% (81)	15% (24)	163
2012 Vote: Barack Obama	11% (85)	8% (61)	19% (151)	11% (92)	39% (311)	13% (102)	801
2012 Vote: Mitt Romney	6% (35)	6% (38)	15% (94)	11% (68)	44% (265)	18% (110)	610
2012 Vote: Other	2% (2)	9% (10)	13% (13)	8% (8)	53% (54)	14% (15)	101
2012 Vote: Didn't Vote	16% (111)	14% (96)	13% (91)	10% (68)	33% (234)	15% (109)	708
4-Region: Northeast	7% (30)	11% (44)	16% (63)	11% (45)	40% (161)	16% (63)	406
4-Region: Midwest	7% (32)	9% (44)	17% (84)	8% (38)	47% (223)	12% (59)	479
4-Region: South	13% (106)	9% (74)	14% (119)	13% (104)	37% (308)	14% (113)	823
4-Region: West	13% (66)	8% (43)	16% (82)	10% (50)	34% (174)	20% (101)	517

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

Table BRD11: To the best of your knowledge, which celebrity from the following list is in the advertisement above? (Aveeno)

Demographic	Jennifer Garner	Jennifer Aniston	Taylor Swift	Beyonce	George Clooney	David Beckham	Nicki Minaj	Lebron James	Alec Baldwin	Kendrick Lamar	Don't Know / No Opinion	Total N
Adults	4% (93)	88%(1969)	1% (15)	— (8)	— (2)	— (2)	— (4)	— (7)	— (5)	1% (12)	5% (110)	2225
Gender: Male	4% (40)	85% (915)	1% (12)	1% (6)	— (1)	— (1)	— (4)	— (1)	— (5)	1% (11)	7% (75)	1071
Gender: Female	5% (52)	91%(1054)	— (3)	— (2)	— (1)	— (1)	— (0)	— (5)	— (0)	— (1)	3% (35)	1154
Age: 18-29	8% (40)	84% (434)	1% (3)	1% (5)	— (2)	— (0)	— (1)	1% (4)	— (1)	1% (6)	4% (21)	517
Age: 30-44	4% (23)	89% (469)	1% (7)	— (2)	— (0)	— (2)	— (1)	— (2)	— (1)	1% (4)	3% (17)	529
Age: 45-54	3% (13)	92% (377)	— (1)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (2)	— (0)	4% (17)	410
Age: 55-64	4% (14)	91% (335)	1% (3)	— (0)	— (0)	— (0)	— (1)	— (0)	— (0)	— (2)	3% (12)	367
Age: 65+	1% (3)	88% (354)	— (0)	— (1)	— (0)	— (0)	— (1)	— (1)	— (0)	— (0)	11% (43)	402
PID: Dem (no lean)	4% (28)	89% (622)	1% (5)	— (2)	— (1)	— (1)	— (1)	— (3)	1% (5)	— (2)	4% (30)	700
PID: Ind (no lean)	5% (40)	88% (739)	1% (6)	— (4)	— (0)	— (1)	— (0)	— (1)	— (0)	— (3)	5% (45)	839
PID: Rep (no lean)	4% (25)	89% (607)	1% (4)	— (2)	— (1)	— (0)	— (2)	— (3)	— (0)	1% (7)	5% (36)	686
PID/Gender: Dem Men	4% (14)	86% (288)	1% (4)	1% (2)	— (1)	— (0)	— (1)	— (0)	1% (5)	1% (2)	6% (19)	336
PID/Gender: Dem Women	4% (14)	92% (334)	— (1)	— (0)	— (0)	— (1)	— (0)	1% (3)	— (0)	— (0)	3% (10)	363
PID/Gender: Ind Men	3% (12)	86% (330)	1% (4)	1% (4)	— (0)	— (1)	— (0)	— (1)	— (0)	1% (2)	8% (30)	385
PID/Gender: Ind Women	6% (28)	90% (409)	— (2)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (1)	3% (14)	454
PID/Gender: Rep Men	4% (15)	85% (296)	1% (4)	— (0)	— (0)	— (0)	1% (2)	— (1)	— (0)	2% (7)	7% (25)	350
PID/Gender: Rep Women	3% (10)	93% (312)	— (0)	1% (2)	— (1)	— (0)	— (0)	1% (2)	— (0)	— (0)	3% (10)	337
Tea Party: Supporter	6% (37)	86% (506)	1% (6)	1% (5)	— (1)	— (0)	— (1)	— (3)	— (2)	1% (7)	4% (22)	591
Tea Party: Not Supporter	3% (56)	90%(1457)	1% (9)	— (3)	— (1)	— (2)	— (2)	— (4)	— (2)	— (4)	5% (85)	1625
Ideo: Liberal (1-3)	6% (38)	84% (560)	2% (11)	1% (4)	— (2)	— (1)	— (2)	1% (6)	1% (4)	1% (8)	5% (33)	668
Ideo: Moderate (4)	3% (18)	91% (494)	— (2)	— (2)	— (0)	— (0)	— (0)	— (0)	— (0)	— (1)	4% (23)	540
Ideo: Conservative (5-7)	3% (25)	90% (654)	— (1)	— (1)	— (0)	— (0)	— (1)	— (1)	— (1)	— (1)	5% (39)	724
Educ: < College	5% (79)	88%(1393)	1% (10)	— (7)	— (1)	— (2)	— (1)	— (4)	— (2)	1% (11)	5% (74)	1584
Educ: Bachelors degree	2% (9)	90% (379)	1% (3)	— (0)	— (1)	— (0)	1% (2)	1% (3)	1% (2)	— (0)	5% (21)	420
Educ: Post-grad	2% (5)	89% (197)	1% (1)	1% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	7% (16)	221
Income: Under 50k	6% (74)	86% (1135)	1% (12)	— (4)	— (1)	— (2)	— (1)	— (1)	— (5)	1% (11)	6% (78)	1324
Income: 50k-100k	2% (12)	93% (590)	— (1)	1% (4)	— (1)	— (0)	— (2)	— (1)	— (0)	— (1)	3% (20)	632
Income: 100k+	3% (7)	91% (245)	1% (2)	— (0)	— (0)	— (0)	— (0)	1% (4)	— (0)	— (0)	4% (12)	269
Ethnicity: White	3% (50)	90%(1601)	— (7)	— (3)	— (2)	— (2)	— (3)	— (4)	— (4)	— (8)	5% (85)	1769
Ethnicity: Hispanic	8% (28)	83% (277)	2% (7)	— (1)	— (1)	— (0)	— (1)	1% (2)	— (1)	2% (6)	2% (7)	333
Ethnicity: Afr. Am.	11% (29)	77% (210)	2% (6)	1% (3)	— (0)	— (0)	— (1)	1% (2)	— (1)	1% (2)	6% (17)	272
Ethnicity: Other	7% (14)	86% (158)	1% (2)	1% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (2)	4% (8)	184
Relig: Protestant	2% (12)	90% (433)	— (2)	— (1)	— (0)	— (0)	— (1)	— (1)	— (0)	1% (3)	6% (31)	483
Relig: Roman Catholic	3% (13)	91% (400)	1% (2)	1% (2)	— (2)	— (0)	— (1)	— (2)	— (0)	1% (4)	3% (14)	441
Relig: Ath./Agn./None	5% (34)	87% (576)	— (3)	— (1)	— (0)	— (1)	— (1)	— (2)	— (1)	1% (3)	5% (35)	659
Relig: Something Else	4% (15)	88% (317)	2% (6)	1% (3)	— (0)	— (1)	— (0)	— (0)	— (1)	— (1)	4% (16)	360
Relig: Evangelical	5% (31)	87% (534)	— (2)	— (3)	— (0)	— (0)	— (2)	1% (3)	— (2)	— (3)	5% (33)	612
Relig: Non-Evang. Catholics	2% (13)	91% (539)	1% (4)	— (1)	— (2)	— (0)	— (0)	— (1)	— (0)	1% (4)	4% (26)	590
Relig: All Christian	4% (44)	89%(1072)	1% (6)	— (4)	— (2)	— (0)	— (2)	— (4)	— (2)	1% (7)	5% (59)	1202
Relig: All Non-Christian	5% (49)	88% (893)	1% (9)	— (4)	— (0)	— (2)	— (1)	— (2)	— (2)	— (5)	5% (51)	1020
Community: Urban	6% (32)	84% (492)	2% (13)	— (2)	— (0)	— (1)	— (1)	1% (4)	— (2)	— (1)	6% (37)	586
Community: Suburban	3% (27)	92% (913)	— (1)	— (5)	— (2)	— (0)	— (1)	— (1)	— (0)	1% (9)	4% (40)	997
Community: Rural	5% (34)	88% (564)	— (1)	— (1)	— (0)	— (1)	— (2)	— (2)	— (2)	— (1)	5% (33)	642

Continued on next page

Table BRD11: To the best of your knowledge, which celebrity from the following list is in the advertisement above? (Aveeno)

Demographic	Jennifer Garner	Jennifer Aniston	Taylor Swift	Beyonce	George Clooney	David Beckham	Nicki Minaj	Lebron James	Alec Baldwin	Kendrick Lamar	Don't Know / No Opinion	Total N
Adults	4% (93)	88% (1969)	1% (15)	— (8)	— (2)	— (2)	— (4)	— (7)	— (5)	1% (12)	5% (110)	2225
Employ: Private Sector	3% (21)	90% (587)	1% (4)	— (1)	— (2)	— (1)	— (0)	— (3)	— (1)	1% (4)	4% (26)	650
Employ: Government	10% (16)	84% (132)	— (0)	— (0)	— (0)	— (0)	1% (1)	1% (2)	1% (1)	2% (3)	1% (2)	157
Employ: Self-Employed	4% (9)	87% (182)	4% (7)	1% (3)	— (0)	— (0)	— (1)	— (0)	— (0)	— (1)	3% (7)	209
Employ: Homemaker	7% (13)	88% (167)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (1)	5% (9)	191
Employ: Student	4% (5)	87% (106)	1% (1)	2% (2)	— (0)	1% (1)	1% (1)	2% (2)	— (0)	— (0)	3% (4)	122
Employ: Retired	1% (6)	89% (418)	— (2)	— (1)	— (0)	— (0)	— (1)	— (0)	— (0)	— (2)	9% (42)	472
Employ: Unemployed	7% (15)	87% (176)	— (0)	— (1)	— (0)	— (0)	— (0)	— (0)	1% (2)	1% (1)	3% (6)	202
Employ: Other	3% (8)	90% (200)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	6% (14)	221
Job Type: White-collar	3% (22)	88% (627)	1% (7)	1% (4)	— (1)	— (2)	— (1)	— (3)	— (1)	1% (5)	6% (41)	714
Job Type: Blue-collar	3% (30)	92% (906)	1% (6)	— (1)	— (1)	— (0)	— (1)	— (4)	— (3)	— (4)	3% (28)	983
Job Type: Don't Know	8% (41)	83% (436)	— (2)	1% (3)	— (0)	— (0)	— (1)	— (0)	— (0)	— (2)	8% (42)	528
Military HH: Yes	4% (19)	84% (379)	1% (3)	1% (3)	— (0)	— (0)	— (1)	— (0)	— (1)	2% (9)	8% (34)	451
Military HH: No	4% (74)	90% (1590)	1% (12)	— (5)	— (2)	— (2)	— (2)	— (7)	— (3)	— (3)	4% (76)	1774
2016 Vote: Democrat Hillary Clinton	5% (34)	89% (661)	1% (5)	— (0)	— (1)	— (0)	— (0)	— (2)	— (1)	1% (8)	4% (28)	739
2016 Vote: Republican Donald Trump	3% (25)	89% (677)	— (1)	— (2)	— (0)	— (1)	— (1)	— (3)	— (0)	— (1)	6% (47)	758
2016 Vote: Someone else	2% (3)	90% (146)	2% (3)	— (1)	— (0)	— (1)	— (0)	— (0)	— (0)	— (1)	6% (10)	163
2012 Vote: Barack Obama	5% (36)	90% (725)	— (4)	— (2)	— (0)	— (0)	— (1)	— (2)	— (1)	— (2)	3% (28)	801
2012 Vote: Mitt Romney	3% (16)	90% (548)	1% (3)	— (1)	— (0)	— (1)	— (1)	— (1)	— (0)	— (0)	6% (38)	610
2012 Vote: Other	2% (2)	90% (91)	1% (1)	— (0)	— (0)	1% (1)	— (0)	— (0)	— (0)	1% (1)	7% (7)	101
2012 Vote: Didn't Vote	5% (38)	85% (602)	1% (7)	1% (5)	— (2)	— (0)	— (1)	— (3)	1% (4)	1% (9)	5% (37)	708
4-Region: Northeast	4% (16)	90% (365)	1% (3)	1% (3)	— (0)	— (0)	— (0)	— (2)	— (0)	— (2)	4% (16)	406
4-Region: Midwest	4% (18)	89% (426)	— (1)	— (2)	— (1)	— (0)	— (1)	— (1)	— (0)	1% (5)	5% (25)	479
4-Region: South	4% (33)	88% (726)	1% (7)	— (2)	— (0)	— (1)	— (1)	— (3)	— (3)	— (2)	5% (45)	823
4-Region: West	5% (26)	87% (452)	1% (4)	— (1)	— (1)	— (1)	— (2)	— (0)	— (1)	1% (3)	5% (25)	517

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

Table BRD12: *After viewing the advertisement, do you have a more or less favorable view of Aveeno, or does it make no difference either way?*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	13% (295)	20% (436)	4% (79)	2% (42)	56% (1248)	6% (124)	2225
Gender: Male	15% (163)	19% (208)	4% (44)	2% (25)	52% (561)	7% (70)	1071
Gender: Female	11% (131)	20% (229)	3% (35)	1% (17)	60% (687)	5% (54)	1154
Age: 18-29	18% (93)	22% (112)	7% (37)	4% (20)	43% (222)	6% (32)	517
Age: 30-44	22% (114)	18% (94)	3% (18)	2% (9)	50% (266)	5% (28)	529
Age: 45-54	11% (45)	24% (100)	2% (10)	1% (2)	57% (235)	4% (17)	410
Age: 55-64	6% (22)	19% (68)	3% (10)	2% (6)	66% (244)	5% (17)	367
Age: 65+	5% (20)	15% (62)	1% (3)	1% (5)	70% (282)	7% (30)	402
PID: Dem (no lean)	16% (110)	21% (145)	4% (26)	1% (7)	54% (377)	5% (36)	700
PID: Ind (no lean)	11% (94)	19% (157)	4% (31)	2% (20)	57% (480)	7% (57)	839
PID: Rep (no lean)	13% (91)	19% (134)	3% (22)	2% (15)	57% (392)	5% (32)	686
PID/Gender: Dem Men	18% (61)	23% (79)	5% (17)	2% (6)	46% (155)	5% (18)	336
PID/Gender: Dem Women	13% (49)	18% (67)	2% (8)	— (1)	61% (221)	5% (18)	363
PID/Gender: Ind Men	12% (48)	17% (65)	4% (15)	3% (11)	55% (210)	9% (36)	385
PID/Gender: Ind Women	10% (46)	20% (92)	4% (16)	2% (9)	59% (270)	5% (22)	454
PID/Gender: Rep Men	16% (54)	18% (64)	3% (12)	2% (8)	56% (196)	5% (17)	350
PID/Gender: Rep Women	11% (37)	21% (70)	3% (11)	2% (7)	58% (196)	4% (15)	337
Tea Party: Supporter	23% (136)	22% (128)	3% (20)	3% (17)	45% (268)	4% (22)	591
Tea Party: Not Supporter	10% (159)	19% (306)	4% (59)	2% (25)	60% (974)	6% (103)	1625
Ideo: Liberal (1-3)	21% (138)	21% (142)	5% (34)	2% (13)	46% (304)	6% (37)	668
Ideo: Moderate (4)	10% (56)	19% (103)	3% (17)	2% (13)	59% (317)	6% (34)	540
Ideo: Conservative (5-7)	10% (69)	20% (147)	2% (17)	1% (9)	63% (456)	4% (27)	724
Educ: < College	13% (210)	19% (294)	3% (54)	2% (34)	56% (879)	7% (111)	1584
Educ: Bachelors degree	13% (56)	22% (93)	4% (16)	1% (6)	57% (241)	2% (9)	420
Educ: Post-grad	13% (29)	22% (49)	4% (9)	1% (2)	58% (128)	2% (4)	221
Income: Under 50k	14% (186)	18% (242)	4% (51)	2% (25)	54% (721)	7% (99)	1324
Income: 50k-100k	12% (78)	22% (141)	4% (23)	1% (8)	58% (364)	3% (18)	632
Income: 100k+	11% (31)	20% (53)	2% (5)	3% (9)	61% (164)	3% (7)	269
Ethnicity: White	12% (204)	19% (344)	3% (53)	2% (34)	59% (1042)	5% (92)	1769

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Table BRD12: After viewing the advertisement, do you have a more or less favorable view of Aveeno, or does it make no difference either way?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	13% (295)	20% (436)	4% (79)	2% (42)	56% (1248)	6% (124)	2225
Ethnicity: Hispanic	27% (89)	22% (72)	8% (26)	5% (16)	32% (107)	7% (22)	333
Ethnicity: Afr. Am.	20% (54)	23% (61)	6% (16)	1% (3)	43% (116)	8% (22)	272
Ethnicity: Other	20% (37)	17% (31)	5% (10)	3% (5)	50% (91)	5% (10)	184
Relig: Protestant	9% (43)	20% (99)	3% (17)	2% (10)	62% (297)	4% (18)	483
Relig: Roman Catholic	16% (72)	25% (110)	3% (12)	3% (14)	50% (220)	3% (14)	441
Relig: Ath./Agn./None	12% (80)	15% (101)	3% (20)	2% (11)	59% (390)	9% (57)	659
Relig: Something Else	17% (60)	19% (67)	5% (18)	2% (7)	53% (191)	5% (18)	360
Relig: Evangelical	14% (89)	22% (133)	4% (22)	2% (10)	53% (327)	5% (32)	612
Relig: Non-Evang. Catholics	11% (65)	23% (133)	3% (19)	2% (14)	58% (341)	3% (18)	590
Relig: All Christian	13% (154)	22% (265)	3% (41)	2% (24)	56% (667)	4% (50)	1202
Relig: All Non-Christian	14% (140)	16% (168)	4% (38)	2% (18)	57% (581)	7% (74)	1020
Community: Urban	17% (101)	19% (112)	5% (28)	1% (3)	52% (302)	7% (41)	586
Community: Suburban	12% (116)	20% (204)	3% (26)	2% (22)	58% (580)	5% (49)	997
Community: Rural	12% (79)	19% (120)	4% (25)	3% (17)	57% (366)	5% (35)	642
Employ: Private Sector	16% (104)	20% (132)	4% (24)	2% (12)	55% (357)	3% (21)	650
Employ: Government	24% (38)	23% (36)	5% (7)	4% (6)	42% (66)	2% (4)	157
Employ: Self-Employed	16% (34)	23% (48)	3% (6)	3% (5)	49% (102)	6% (13)	209
Employ: Homemaker	10% (19)	19% (36)	8% (15)	1% (3)	58% (110)	4% (8)	191
Employ: Student	7% (8)	30% (36)	7% (8)	3% (4)	51% (62)	3% (4)	122
Employ: Retired	7% (35)	15% (70)	1% (5)	1% (6)	68% (320)	8% (36)	472
Employ: Unemployed	15% (30)	17% (35)	1% (1)	2% (3)	55% (111)	10% (21)	202
Employ: Other	12% (26)	19% (42)	5% (12)	2% (3)	54% (120)	8% (18)	221
Job Type: White-collar	14% (101)	21% (148)	5% (34)	2% (12)	56% (402)	2% (17)	714
Job Type: Blue-collar	12% (115)	21% (209)	3% (28)	2% (16)	57% (559)	6% (57)	983
Job Type: Don't Know	15% (79)	15% (79)	3% (17)	3% (14)	55% (288)	9% (50)	528
Military HH: Yes	17% (75)	20% (92)	3% (13)	3% (15)	53% (238)	4% (18)	451
Military HH: No	12% (220)	19% (345)	4% (65)	2% (27)	57% (1010)	6% (106)	1774
2016 Vote: Democrat Hillary Clinton	13% (95)	21% (158)	3% (25)	1% (9)	56% (413)	5% (40)	739
2016 Vote: Republican Donald Trump	12% (94)	21% (161)	3% (22)	2% (13)	57% (431)	5% (38)	758
2016 Vote: Someone else	8% (12)	19% (31)	4% (7)	3% (4)	63% (102)	4% (7)	163

Continued on next page

Table BRD12: *After viewing the advertisement, do you have a more or less favorable view of Aveeno, or does it make no difference either way?*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	13% (295)	20% (436)	4% (79)	2% (42)	56% (1248)	6% (124)	2225
2012 Vote: Barack Obama	14% (112)	22% (173)	3% (27)	2% (14)	55% (437)	5% (37)	801
2012 Vote: Mitt Romney	9% (56)	19% (116)	2% (14)	1% (9)	63% (387)	5% (28)	610
2012 Vote: Other	4% (4)	17% (17)	1% (1)	2% (2)	75% (76)	2% (2)	101
2012 Vote: Didn't Vote	17% (123)	18% (129)	5% (35)	2% (18)	49% (346)	8% (56)	708
4-Region: Northeast	12% (51)	20% (81)	4% (15)	2% (7)	58% (234)	4% (18)	406
4-Region: Midwest	8% (41)	22% (104)	3% (17)	1% (7)	59% (282)	6% (29)	479
4-Region: South	16% (135)	18% (149)	2% (20)	2% (20)	55% (456)	5% (43)	823
4-Region: West	13% (69)	20% (103)	5% (27)	2% (8)	53% (276)	7% (34)	517

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

Table BRD13: How likely are you to purchase goods or services from Aveeno?

Demographic	Somewhat						Don't Know /		Total N
	Very likely	likely	Not too likely	Not likely at all	No Opinon				
Adults	24% (532)	33% (741)	17% (388)	16% (345)	10% (219)		2225		
Gender: Male	19% (199)	28% (295)	20% (212)	23% (245)	11% (120)		1071		
Gender: Female	29% (333)	39% (446)	15% (176)	9% (100)	9% (98)		1154		
Age: 18-29	29% (152)	33% (172)	16% (83)	12% (64)	9% (45)		517		
Age: 30-44	31% (164)	34% (181)	16% (86)	12% (61)	7% (37)		529		
Age: 45-54	24% (100)	39% (161)	16% (65)	14% (55)	7% (28)		410		
Age: 55-64	15% (56)	27% (100)	20% (74)	23% (83)	14% (53)		367		
Age: 65+	15% (60)	31% (126)	20% (79)	20% (81)	14% (55)		402		
PID: Dem (no lean)	27% (189)	32% (225)	17% (122)	14% (95)	10% (69)		700		
PID: Ind (no lean)	21% (174)	36% (299)	17% (141)	17% (145)	10% (81)		839		
PID: Rep (no lean)	25% (169)	32% (217)	18% (126)	15% (105)	10% (68)		686		
PID/Gender: Dem Men	23% (78)	28% (93)	19% (64)	18% (62)	11% (38)		336		
PID/Gender: Dem Women	31% (111)	36% (131)	16% (57)	9% (33)	8% (31)		363		
PID/Gender: Ind Men	15% (59)	28% (109)	18% (70)	26% (101)	12% (46)		385		
PID/Gender: Ind Women	25% (114)	42% (190)	16% (71)	10% (44)	8% (35)		454		
PID/Gender: Rep Men	18% (61)	27% (93)	22% (77)	23% (82)	10% (36)		350		
PID/Gender: Rep Women	32% (108)	37% (125)	14% (49)	7% (23)	10% (33)		337		
Tea Party: Supporter	32% (192)	31% (186)	15% (90)	14% (82)	7% (42)		591		
Tea Party: Not Supporter	21% (339)	34% (550)	18% (298)	16% (263)	11% (175)		1625		
Ideo: Liberal (1-3)	28% (185)	35% (235)	16% (108)	14% (91)	7% (50)		668		
Ideo: Moderate (4)	21% (112)	34% (185)	18% (95)	17% (92)	11% (57)		540		
Ideo: Conservative (5-7)	23% (163)	33% (237)	19% (136)	18% (127)	8% (61)		724		
Educ: < College	25% (403)	32% (509)	17% (271)	15% (232)	11% (168)		1584		
Educ: Bachelors degree	20% (85)	35% (148)	18% (76)	17% (71)	10% (40)		420		
Educ: Post-grad	20% (44)	38% (84)	19% (41)	19% (41)	5% (10)		221		
Income: Under 50k	26% (343)	31% (406)	18% (234)	15% (201)	11% (140)		1324		
Income: 50k-100k	22% (140)	38% (240)	17% (108)	15% (95)	8% (49)		632		
Income: 100k+	18% (49)	35% (95)	17% (46)	18% (49)	11% (29)		269		
Ethnicity: White	22% (391)	34% (598)	17% (307)	17% (296)	10% (177)		1769		
Ethnicity: Hispanic	35% (116)	37% (122)	13% (43)	9% (31)	6% (21)		333		

Continued on next page

Table BRD13: How likely are you to purchase goods or services from Aveeno?

Demographic	Somewhat						Don't Know /		Total N
	Very likely	likely	Not too likely	Not likely at all	No Opinon				
Adults	24% (532)	33% (741)	17% (388)	16% (345)	10% (219)			2225	
Ethnicity: Afr. Am.	30% (82)	30% (82)	18% (49)	11% (30)	10% (28)			272	
Ethnicity: Other	32% (58)	33% (60)	18% (32)	10% (19)	8% (14)			184	
Relig: Protestant	21% (101)	34% (166)	20% (94)	16% (78)	9% (44)			483	
Relig: Roman Catholic	28% (125)	37% (165)	13% (60)	12% (52)	9% (39)			441	
Relig: Ath./Agn./None	19% (128)	32% (208)	17% (115)	20% (134)	11% (75)			659	
Relig: Something Else	26% (93)	32% (115)	20% (73)	13% (47)	9% (32)			360	
Relig: Evangelical	28% (173)	35% (211)	16% (100)	12% (76)	8% (51)			612	
Relig: Non-Evang. Catholics	23% (135)	35% (205)	17% (100)	15% (88)	10% (61)			590	
Relig: All Christian	26% (308)	35% (416)	17% (200)	14% (165)	9% (112)			1202	
Relig: All Non-Christian	22% (221)	32% (324)	18% (188)	18% (180)	10% (106)			1020	
Community: Urban	26% (152)	30% (177)	18% (103)	15% (88)	11% (65)			586	
Community: Suburban	22% (218)	36% (362)	17% (173)	15% (147)	10% (98)			997	
Community: Rural	25% (162)	31% (202)	17% (112)	17% (110)	9% (56)			642	
Employ: Private Sector	25% (160)	34% (222)	17% (114)	16% (101)	8% (54)			650	
Employ: Government	32% (51)	34% (54)	14% (23)	14% (22)	6% (9)			157	
Employ: Self-Employed	25% (53)	35% (74)	16% (33)	14% (29)	10% (20)			209	
Employ: Homemaker	33% (64)	35% (67)	15% (29)	12% (24)	4% (8)			191	
Employ: Student	16% (20)	41% (50)	21% (26)	17% (21)	5% (6)			122	
Employ: Retired	18% (83)	31% (146)	21% (101)	19% (89)	11% (54)			472	
Employ: Unemployed	27% (55)	24% (48)	18% (35)	16% (32)	16% (32)			202	
Employ: Other	21% (47)	37% (82)	13% (28)	12% (27)	16% (36)			221	
Job Type: White-collar	23% (163)	33% (236)	19% (132)	16% (117)	9% (65)			714	
Job Type: Blue-collar	24% (241)	36% (351)	17% (171)	14% (133)	9% (87)			983	
Job Type: Don't Know	24% (128)	29% (154)	16% (85)	18% (94)	13% (66)			528	
Military HH: Yes	28% (126)	31% (140)	17% (77)	16% (71)	8% (36)			451	
Military HH: No	23% (406)	34% (601)	18% (311)	15% (274)	10% (182)			1774	
2016 Vote: Democrat Hillary Clinton	24% (177)	35% (259)	16% (120)	14% (107)	10% (76)			739	
2016 Vote: Republican Donald Trump	23% (176)	32% (246)	18% (136)	17% (126)	10% (75)			758	
2016 Vote: Someone else	15% (24)	43% (70)	20% (32)	16% (27)	6% (10)			163	

Continued on next page

Table BRD13: How likely are you to purchase goods or services from Aveeno?

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinon		Total N
Adults	24%	(532)	33%	(741)	17%	(388)	16%	(345)	10%	(219)	2225
2012 Vote: Barack Obama	22%	(180)	35%	(284)	18%	(143)	15%	(124)	9%	(70)	801
2012 Vote: Mitt Romney	21%	(127)	29%	(177)	20%	(122)	19%	(115)	11%	(69)	610
2012 Vote: Other	12%	(12)	40%	(40)	14%	(14)	20%	(20)	14%	(14)	101
2012 Vote: Didn't Vote	30%	(213)	34%	(240)	15%	(106)	12%	(86)	9%	(64)	708
4-Region: Northeast	18%	(74)	34%	(138)	21%	(84)	16%	(64)	11%	(46)	406
4-Region: Midwest	21%	(99)	34%	(161)	17%	(83)	17%	(84)	11%	(51)	479
4-Region: South	29%	(235)	32%	(263)	15%	(122)	16%	(132)	9%	(71)	823
4-Region: West	24%	(124)	35%	(179)	19%	(99)	13%	(65)	10%	(50)	517

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

Table BRD14: To the best of your knowledge, which celebrity from the following list is in the advertisement above? (Capital One)

Demographic	Jennifer Garner	Jennifer Aniston	Taylor Swift	Beyonce	George Clooney	David Beckham	Nicki Minaj	Lebron James	Alec Baldwin	Kendrick Lamar	Don't Know / No Opinion	Total N
Adults	69% (1533)	3% (71)	2% (41)	— (0)	1% (11)	— (3)	1% (25)	— (5)	2% (39)	1% (24)	21% (462)	2225
Gender: Male	64% (686)	3% (37)	3% (31)	— (3)	1% (6)	— (3)	2% (17)	— (2)	2% (19)	1% (16)	23% (251)	1071
Gender: Female	73% (847)	3% (34)	1% (9)	1% (8)	— (5)	— (0)	1% (8)	— (3)	2% (20)	1% (8)	18% (212)	1154
Age: 18-29	64% (330)	7% (37)	2% (9)	1% (5)	2% (8)	— (0)	4% (19)	— (0)	2% (12)	2% (10)	17% (87)	517
Age: 30-44	75% (399)	3% (14)	3% (18)	1% (3)	— (2)	— (3)	— (1)	— (1)	2% (11)	2% (11)	13% (67)	529
Age: 45-54	75% (307)	2% (9)	2% (8)	1% (2)	— (0)	— (0)	— (0)	— (0)	2% (7)	— (0)	18% (75)	410
Age: 55-64	68% (251)	2% (6)	1% (3)	— (0)	— (1)	— (0)	1% (4)	1% (4)	1% (5)	1% (3)	25% (91)	367
Age: 65+	61% (247)	1% (5)	1% (2)	— (0)	— (0)	— (0)	— (1)	— (0)	1% (4)	— (1)	36% (143)	402
PID: Dem (no lean)	69% (481)	4% (31)	3% (18)	— (1)	1% (4)	— (0)	1% (6)	— (1)	3% (18)	1% (7)	19% (135)	700
PID: Ind (no lean)	70% (585)	3% (24)	2% (14)	1% (6)	1% (6)	— (0)	1% (9)	— (0)	1% (13)	1% (7)	21% (176)	839
PID: Rep (no lean)	68% (467)	2% (17)	1% (10)	1% (4)	— (2)	— (2)	1% (10)	1% (4)	1% (9)	2% (11)	22% (151)	686
PID/Gender: Dem Men	65% (217)	5% (18)	3% (11)	— (0)	1% (3)	— (0)	1% (3)	— (1)	3% (10)	1% (5)	21% (69)	336
PID/Gender: Dem Women	72% (263)	3% (13)	2% (7)	— (1)	— (1)	— (0)	1% (3)	— (0)	2% (8)	— (2)	18% (66)	363
PID/Gender: Ind Men	65% (251)	2% (8)	3% (13)	— (2)	1% (3)	— (0)	2% (9)	— (0)	1% (5)	1% (3)	24% (91)	385
PID/Gender: Ind Women	74% (335)	3% (15)	— (1)	1% (4)	1% (3)	— (0)	— (0)	— (0)	2% (8)	1% (4)	19% (85)	454
PID/Gender: Rep Men	62% (219)	3% (11)	2% (8)	— (1)	— (0)	— (2)	2% (5)	1% (2)	1% (4)	2% (8)	26% (91)	350
PID/Gender: Rep Women	74% (249)	2% (6)	1% (2)	1% (3)	1% (2)	— (0)	1% (4)	1% (3)	1% (4)	1% (3)	18% (60)	337
Tea Party: Supporter	64% (377)	4% (24)	2% (14)	— (3)	1% (4)	— (3)	3% (15)	1% (4)	1% (8)	2% (10)	22% (128)	591
Tea Party: Not Supporter	71% (1153)	3% (47)	2% (25)	— (8)	— (7)	— (0)	1% (10)	— (1)	2% (30)	1% (14)	20% (331)	1625
Ideo: Liberal (1-3)	66% (439)	5% (32)	3% (18)	1% (8)	1% (7)	— (3)	2% (14)	— (1)	2% (17)	1% (10)	18% (120)	668
Ideo: Moderate (4)	75% (403)	2% (13)	1% (6)	— (0)	— (2)	— (0)	1% (5)	— (0)	1% (6)	1% (7)	18% (99)	540
Ideo: Conservative (5-7)	71% (513)	2% (18)	1% (10)	— (0)	— (0)	— (0)	— (2)	— (4)	— (3)	1% (5)	23% (170)	724
Educ: < College	67% (1065)	4% (59)	2% (30)	1% (8)	1% (8)	— (0)	1% (23)	— (3)	2% (30)	1% (19)	21% (340)	1584
Educ: Bachelors degree	75% (316)	2% (9)	2% (8)	1% (2)	— (1)	— (2)	— (2)	— (1)	1% (4)	1% (4)	17% (72)	420
Educ: Post-grad	69% (152)	2% (4)	2% (3)	— (0)	1% (2)	— (1)	— (1)	— (0)	2% (4)	1% (1)	23% (51)	221
Income: Under 50k	65% (860)	4% (47)	2% (28)	1% (10)	1% (8)	— (2)	1% (16)	— (3)	2% (24)	1% (16)	23% (310)	1324
Income: 50k-100k	74% (470)	3% (17)	2% (10)	— (0)	— (2)	— (0)	1% (6)	— (2)	2% (11)	1% (6)	17% (107)	632
Income: 100k+	75% (203)	3% (7)	1% (3)	— (0)	— (1)	— (0)	1% (3)	— (0)	2% (4)	1% (2)	17% (45)	269
Ethnicity: White	70% (1235)	2% (40)	1% (26)	— (4)	— (4)	— (3)	1% (15)	— (5)	2% (34)	1% (19)	22% (384)	1769
Ethnicity: Hispanic	64% (212)	4% (14)	3% (11)	1% (3)	2% (7)	— (2)	4% (14)	— (0)	2% (8)	2% (7)	16% (54)	333
Ethnicity: Afr. Am.	61% (167)	9% (24)	4% (12)	1% (3)	2% (6)	— (0)	3% (9)	— (0)	— (1)	1% (3)	18% (48)	272
Ethnicity: Other	71% (131)	4% (7)	2% (3)	2% (3)	1% (2)	— (0)	1% (1)	— (0)	2% (4)	1% (2)	16% (30)	184
Relig: Protestant	68% (328)	1% (5)	2% (8)	— (1)	— (0)	— (0)	1% (5)	— (0)	1% (6)	1% (5)	26% (125)	483
Relig: Roman Catholic	67% (297)	3% (13)	1% (5)	— (2)	1% (5)	— (2)	2% (9)	— (1)	4% (16)	2% (7)	19% (83)	441
Relig: Ath./Agn./None	68% (451)	4% (28)	2% (11)	— (3)	1% (5)	— (0)	1% (5)	— (1)	1% (9)	1% (6)	21% (140)	659
Relig: Something Else	71% (257)	4% (14)	3% (12)	1% (4)	— (0)	— (0)	2% (7)	— (0)	1% (5)	1% (5)	15% (55)	360
Relig: Evangelical	66% (405)	2% (15)	2% (12)	— (2)	1% (4)	— (0)	1% (7)	— (3)	2% (13)	1% (8)	23% (142)	612
Relig: Non-Evang. Catholics	71% (416)	2% (14)	1% (6)	— (1)	— (3)	— (2)	1% (6)	— (0)	2% (12)	1% (6)	21% (124)	590
Relig: All Christian	68% (822)	2% (29)	1% (18)	— (3)	1% (6)	— (2)	1% (13)	— (3)	2% (25)	1% (14)	22% (267)	1202
Relig: All Non-Christian	69% (708)	4% (43)	2% (23)	1% (7)	— (5)	— (0)	1% (12)	— (2)	1% (13)	1% (11)	19% (196)	1020
Community: Urban	64% (373)	4% (21)	3% (16)	1% (6)	1% (7)	— (2)	1% (8)	1% (4)	2% (9)	2% (9)	22% (132)	586
Community: Suburban	72% (717)	3% (26)	2% (16)	— (0)	— (2)	— (0)	1% (8)	— (1)	1% (14)	1% (9)	21% (205)	997
Community: Rural	69% (443)	4% (25)	1% (9)	1% (4)	— (3)	— (0)	1% (9)	— (0)	3% (16)	1% (6)	20% (126)	642

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Table BRD14: To the best of your knowledge, which celebrity from the following list is in the advertisement above? (Capital One)

Demographic	Jennifer Garner	Jennifer Aniston	Taylor Swift	Beyonce	George Clooney	David Beckham	Nicki Minaj	Lebron James	Alec Baldwin	Kendrick Lamar	Don't Know / No Opinion	Total N
Adults	69% (1533)	3% (71)	2% (41)	— (10)	1% (11)	— (3)	1% (25)	— (5)	2% (39)	1% (24)	21% (462)	2225
Employ: Private Sector	76% (496)	3% (18)	2% (12)	— (1)	1% (4)	— (3)	1% (5)	— (1)	2% (11)	2% (10)	14% (90)	650
Employ: Government	69% (109)	5% (7)	3% (5)	1% (1)	— (0)	— (0)	3% (5)	— (1)	2% (3)	3% (4)	14% (22)	157
Employ: Self-Employed	65% (136)	3% (6)	4% (8)	2% (4)	2% (3)	— (0)	4% (8)	— (0)	2% (4)	1% (2)	18% (38)	209
Employ: Homemaker	71% (135)	2% (4)	2% (5)	— (0)	1% (2)	— (0)	1% (2)	— (0)	2% (3)	1% (2)	20% (38)	191
Employ: Student	68% (84)	8% (10)	— (1)	1% (1)	1% (1)	— (0)	1% (2)	— (0)	1% (1)	— (0)	19% (23)	122
Employ: Retired	61% (290)	1% (6)	1% (6)	— (2)	— (0)	— (0)	1% (4)	— (0)	1% (5)	— (0)	34% (158)	472
Employ: Unemployed	66% (133)	5% (11)	— (1)	1% (1)	— (0)	— (0)	— (0)	1% (3)	3% (7)	2% (4)	21% (43)	202
Employ: Other	68% (151)	4% (9)	2% (4)	— (0)	1% (2)	— (0)	— (0)	— (0)	2% (4)	1% (2)	22% (50)	221
Job Type: White-collar	70% (503)	2% (14)	2% (15)	— (2)	1% (4)	— (3)	— (2)	— (2)	2% (11)	1% (10)	21% (149)	714
Job Type: Blue-collar	73% (718)	3% (26)	2% (15)	— (1)	— (2)	— (0)	2% (19)	— (3)	2% (19)	1% (9)	18% (172)	983
Job Type: Don't Know	59% (313)	6% (31)	2% (10)	1% (7)	1% (6)	— (0)	1% (5)	— (0)	2% (8)	1% (5)	27% (141)	528
Military HH: Yes	61% (273)	3% (14)	4% (16)	— (0)	1% (5)	— (1)	2% (7)	1% (3)	1% (6)	1% (6)	27% (120)	451
Military HH: No	71% (1260)	3% (58)	1% (25)	1% (10)	— (6)	— (2)	1% (18)	— (2)	2% (33)	1% (18)	19% (343)	1774
2016 Vote: Democrat Hillary Clinton	70% (515)	4% (31)	2% (16)	— (0)	1% (5)	— (2)	2% (13)	— (1)	1% (8)	1% (6)	19% (143)	739
2016 Vote: Republican Donald Trump	69% (521)	2% (17)	1% (10)	— (4)	— (3)	— (0)	— (2)	— (2)	2% (13)	1% (10)	23% (176)	758
2016 Vote: Someone else	71% (116)	1% (2)	2% (4)	1% (2)	— (0)	— (0)	2% (4)	— (0)	— (0)	1% (2)	20% (33)	163
2012 Vote: Barack Obama	71% (570)	4% (33)	2% (17)	— (1)	— (4)	— (1)	1% (7)	— (0)	2% (15)	1% (6)	18% (148)	801
2012 Vote: Mitt Romney	70% (426)	2% (11)	1% (6)	1% (4)	— (0)	— (2)	— (2)	1% (4)	1% (4)	2% (10)	23% (141)	610
2012 Vote: Other	69% (70)	2% (2)	1% (1)	1% (1)	1% (1)	— (0)	— (0)	— (0)	— (0)	1% (1)	26% (26)	101
2012 Vote: Didn't Vote	66% (465)	4% (26)	2% (17)	1% (4)	1% (7)	— (0)	2% (16)	— (1)	3% (19)	1% (7)	21% (146)	708
4-Region: Northeast	65% (264)	2% (9)	1% (3)	1% (3)	1% (4)	— (0)	1% (3)	— (0)	2% (9)	2% (7)	26% (106)	406
4-Region: Midwest	73% (351)	3% (15)	2% (9)	— (2)	— (1)	— (0)	1% (5)	— (1)	1% (6)	— (2)	18% (86)	479
4-Region: South	70% (579)	5% (38)	2% (17)	— (1)	— (0)	— (2)	1% (5)	— (1)	2% (17)	1% (6)	19% (157)	823
4-Region: West	66% (339)	2% (9)	2% (13)	1% (4)	1% (6)	— (0)	3% (13)	1% (3)	1% (6)	2% (9)	22% (114)	517

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

Table BRD15: *After viewing the advertisement, do you have a more or less favorable view of Capital One, or does it make no difference either way?*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (169)	13% (296)	4% (97)	3% (76)	63% (1391)	9% (196)	2225
Gender: Male	11% (117)	15% (161)	5% (57)	4% (46)	56% (600)	8% (90)	1071
Gender: Female	4% (51)	12% (136)	3% (40)	3% (30)	69% (791)	9% (106)	1154
Age: 18-29	10% (50)	18% (93)	7% (36)	6% (30)	49% (254)	11% (54)	517
Age: 30-44	14% (76)	13% (67)	5% (24)	4% (20)	58% (306)	7% (36)	529
Age: 45-54	4% (16)	15% (62)	4% (16)	2% (7)	66% (272)	9% (36)	410
Age: 55-64	2% (9)	11% (42)	3% (13)	3% (11)	71% (262)	8% (31)	367
Age: 65+	4% (17)	8% (32)	2% (8)	2% (8)	74% (297)	10% (40)	402
PID: Dem (no lean)	10% (68)	14% (101)	4% (30)	3% (24)	60% (417)	9% (60)	700
PID: Ind (no lean)	5% (42)	11% (96)	5% (44)	4% (35)	65% (543)	10% (80)	839
PID: Rep (no lean)	9% (59)	14% (99)	3% (23)	2% (17)	63% (431)	8% (57)	686
PID/Gender: Dem Men	16% (53)	16% (54)	7% (23)	5% (16)	48% (163)	8% (28)	336
PID/Gender: Dem Women	4% (15)	13% (47)	2% (7)	2% (9)	70% (254)	9% (32)	363
PID/Gender: Ind Men	6% (22)	14% (52)	6% (22)	4% (17)	61% (236)	9% (35)	385
PID/Gender: Ind Women	4% (19)	10% (44)	5% (21)	4% (18)	68% (307)	10% (45)	454
PID/Gender: Rep Men	12% (42)	16% (54)	3% (12)	4% (13)	58% (202)	8% (27)	350
PID/Gender: Rep Women	5% (17)	13% (45)	3% (11)	1% (4)	68% (230)	9% (30)	337
Tea Party: Supporter	16% (94)	17% (101)	5% (30)	3% (19)	50% (297)	8% (49)	591
Tea Party: Not Supporter	5% (75)	12% (195)	4% (66)	3% (56)	67% (1087)	9% (147)	1625
Ideo: Liberal (1-3)	12% (80)	16% (109)	6% (38)	5% (30)	55% (369)	6% (41)	668
Ideo: Moderate (4)	5% (28)	11% (62)	4% (23)	3% (14)	64% (348)	12% (64)	540
Ideo: Conservative (5-7)	6% (41)	14% (103)	4% (29)	3% (19)	68% (490)	6% (42)	724
Educ: < College	7% (106)	12% (191)	5% (76)	4% (63)	61% (973)	11% (174)	1584
Educ: Bachelors degree	10% (41)	16% (69)	2% (10)	2% (9)	67% (280)	3% (12)	420
Educ: Post-grad	10% (22)	16% (36)	5% (11)	2% (4)	62% (138)	5% (10)	221
Income: Under 50k	8% (101)	12% (154)	5% (60)	4% (55)	60% (797)	12% (157)	1324
Income: 50k-100k	7% (45)	17% (105)	5% (30)	2% (13)	65% (411)	4% (28)	632
Income: 100k+	8% (23)	14% (36)	2% (6)	3% (9)	68% (183)	4% (11)	269
Ethnicity: White	7% (116)	13% (223)	4% (66)	3% (50)	66% (1162)	9% (153)	1769

Continued on next page

Table BRD15: After viewing the advertisement, do you have a more or less favorable view of Capital One, or does it make no difference either way?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (169)	13% (296)	4% (97)	3% (76)	63% (1391)	9% (196)	2225
Ethnicity: Hispanic	18% (60)	17% (58)	6% (21)	6% (20)	42% (141)	10% (34)	333
Ethnicity: Afr. Am.	12% (32)	17% (45)	8% (23)	6% (16)	49% (134)	8% (21)	272
Ethnicity: Other	11% (20)	15% (28)	5% (8)	6% (10)	52% (95)	12% (22)	184
Relig: Protestant	6% (27)	13% (63)	4% (17)	2% (10)	68% (330)	7% (35)	483
Relig: Roman Catholic	12% (53)	16% (72)	2% (11)	4% (18)	57% (250)	8% (37)	441
Relig: Ath./Agn./None	7% (43)	11% (74)	4% (28)	4% (25)	63% (417)	11% (72)	659
Relig: Something Else	7% (26)	12% (43)	7% (26)	3% (12)	62% (225)	8% (27)	360
Relig: Evangelical	9% (52)	16% (100)	4% (25)	4% (22)	60% (365)	8% (48)	612
Relig: Non-Evang. Catholics	8% (47)	13% (79)	3% (18)	3% (17)	65% (381)	8% (49)	590
Relig: All Christian	8% (99)	15% (179)	4% (43)	3% (39)	62% (745)	8% (97)	1202
Relig: All Non-Christian	7% (70)	12% (117)	5% (54)	4% (37)	63% (642)	10% (99)	1020
Community: Urban	10% (61)	15% (86)	6% (35)	5% (28)	55% (322)	9% (54)	586
Community: Suburban	7% (71)	12% (121)	4% (37)	2% (22)	67% (666)	8% (81)	997
Community: Rural	6% (37)	14% (89)	4% (26)	4% (26)	63% (403)	10% (61)	642
Employ: Private Sector	12% (75)	16% (105)	5% (31)	3% (22)	60% (388)	5% (30)	650
Employ: Government	13% (20)	17% (27)	8% (12)	1% (1)	58% (91)	4% (6)	157
Employ: Self-Employed	11% (22)	17% (35)	3% (7)	5% (11)	59% (122)	6% (12)	209
Employ: Homemaker	3% (7)	13% (24)	5% (10)	6% (10)	60% (113)	14% (26)	191
Employ: Student	2% (2)	19% (24)	5% (6)	4% (5)	58% (71)	11% (14)	122
Employ: Retired	4% (18)	9% (41)	3% (14)	2% (10)	73% (343)	10% (46)	472
Employ: Unemployed	8% (17)	11% (22)	4% (7)	5% (10)	59% (120)	12% (25)	202
Employ: Other	4% (8)	9% (19)	5% (10)	3% (6)	64% (142)	16% (36)	221
Job Type: White-collar	11% (78)	15% (110)	3% (24)	3% (21)	62% (439)	6% (41)	714
Job Type: Blue-collar	6% (56)	15% (146)	5% (48)	4% (35)	64% (629)	7% (70)	983
Job Type: Don't Know	7% (35)	8% (41)	5% (25)	4% (20)	61% (323)	16% (84)	528
Military HH: Yes	10% (47)	15% (66)	5% (22)	3% (15)	60% (272)	6% (28)	451
Military HH: No	7% (122)	13% (230)	4% (75)	3% (61)	63% (1119)	9% (168)	1774
2016 Vote: Democrat Hillary Clinton	8% (58)	15% (113)	4% (26)	2% (18)	62% (459)	9% (66)	739
2016 Vote: Republican Donald Trump	7% (56)	14% (107)	4% (33)	2% (18)	64% (485)	8% (58)	758
2016 Vote: Someone else	6% (9)	10% (16)	3% (5)	8% (13)	66% (107)	7% (12)	163

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Table BRD15: *After viewing the advertisement, do you have a more or less favorable view of Capital One, or does it make no difference either way?*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (169)	13% (296)	4% (97)	3% (76)	63% (1391)	9% (196)	2225
2012 Vote: Barack Obama	8% (67)	14% (110)	4% (29)	4% (29)	62% (495)	9% (70)	801
2012 Vote: Mitt Romney	6% (35)	14% (84)	2% (14)	2% (13)	68% (415)	8% (49)	610
2012 Vote: Other	1% (1)	14% (14)	3% (3)	2% (2)	78% (78)	2% (2)	101
2012 Vote: Didn't Vote	9% (65)	12% (88)	7% (51)	4% (31)	56% (400)	10% (74)	708
4-Region: Northeast	9% (35)	14% (56)	4% (16)	4% (18)	61% (247)	8% (33)	406
4-Region: Midwest	3% (16)	13% (61)	5% (22)	3% (13)	69% (330)	8% (36)	479
4-Region: South	9% (74)	14% (113)	3% (28)	3% (28)	61% (506)	9% (74)	823
4-Region: West	8% (43)	13% (66)	6% (30)	3% (17)	60% (308)	10% (52)	517

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

Table BRD16: How likely are you to purchase goods or services from Capital One?

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinon		Total N
Adults	14%	(322)	24%	(529)	20%	(451)	26%	(582)	15%	(341)	2225
Gender: Male	18%	(187)	24%	(258)	21%	(220)	24%	(256)	14%	(150)	1071
Gender: Female	12%	(134)	23%	(271)	20%	(232)	28%	(326)	17%	(191)	1154
Age: 18-29	11%	(58)	23%	(121)	23%	(121)	27%	(138)	15%	(79)	517
Age: 30-44	20%	(106)	27%	(143)	17%	(92)	23%	(122)	13%	(66)	529
Age: 45-54	13%	(55)	25%	(104)	21%	(86)	24%	(100)	16%	(65)	410
Age: 55-64	13%	(48)	23%	(86)	21%	(78)	25%	(92)	17%	(63)	367
Age: 65+	14%	(54)	19%	(75)	19%	(75)	32%	(130)	17%	(68)	402
PID: Dem (no lean)	17%	(122)	23%	(158)	21%	(146)	25%	(173)	15%	(102)	700
PID: Ind (no lean)	10%	(81)	24%	(199)	23%	(190)	27%	(228)	17%	(140)	839
PID: Rep (no lean)	17%	(119)	25%	(172)	17%	(115)	26%	(181)	14%	(99)	686
PID/Gender: Dem Men	23%	(76)	22%	(75)	21%	(70)	20%	(68)	14%	(48)	336
PID/Gender: Dem Women	13%	(46)	23%	(83)	21%	(76)	29%	(105)	15%	(54)	363
PID/Gender: Ind Men	10%	(37)	24%	(93)	23%	(88)	28%	(106)	16%	(61)	385
PID/Gender: Ind Women	10%	(44)	23%	(106)	23%	(102)	27%	(122)	17%	(79)	454
PID/Gender: Rep Men	21%	(74)	26%	(91)	18%	(62)	24%	(82)	12%	(40)	350
PID/Gender: Rep Women	13%	(45)	24%	(81)	16%	(53)	29%	(98)	17%	(59)	337
Tea Party: Supporter	24%	(142)	25%	(150)	19%	(110)	19%	(115)	13%	(75)	591
Tea Party: Not Supporter	11%	(179)	23%	(378)	21%	(340)	29%	(465)	16%	(262)	1625
Ideo: Liberal (1-3)	17%	(113)	25%	(164)	21%	(138)	26%	(172)	12%	(81)	668
Ideo: Moderate (4)	15%	(79)	24%	(129)	21%	(116)	24%	(130)	16%	(86)	540
Ideo: Conservative (5-7)	14%	(104)	25%	(179)	21%	(154)	26%	(188)	14%	(100)	724
Educ: < College	13%	(201)	23%	(362)	20%	(314)	28%	(447)	16%	(261)	1584
Educ: Bachelors degree	19%	(78)	26%	(109)	20%	(86)	20%	(83)	15%	(64)	420
Educ: Post-grad	19%	(43)	26%	(58)	24%	(52)	23%	(52)	7%	(16)	221
Income: Under 50k	14%	(185)	20%	(267)	19%	(255)	29%	(382)	18%	(235)	1324
Income: 50k-100k	15%	(94)	29%	(185)	22%	(140)	22%	(140)	12%	(73)	632
Income: 100k+	16%	(43)	29%	(77)	21%	(57)	22%	(59)	12%	(33)	269
Ethnicity: White	14%	(247)	22%	(395)	21%	(363)	27%	(482)	16%	(283)	1769
Ethnicity: Hispanic	20%	(65)	31%	(102)	18%	(60)	21%	(71)	11%	(35)	333

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Table BRD16: How likely are you to purchase goods or services from Capital One?

Demographic	Somewhat						Don't Know / No Opinon	Total N
	Very likely	likely	Not too likely	Not likely at all				
Adults	14% (322)	24% (529)	20% (451)	26% (582)	15% (341)		2225	
Ethnicity: Afr. Am.	16% (45)	30% (82)	18% (49)	23% (62)	13% (34)		272	
Ethnicity: Other	16% (30)	28% (52)	22% (40)	21% (38)	13% (24)		184	
Relig: Protestant	14% (68)	24% (114)	17% (82)	30% (146)	15% (73)		483	
Relig: Roman Catholic	19% (85)	27% (121)	21% (94)	17% (76)	15% (65)		441	
Relig: Ath./Agn./None	11% (69)	23% (151)	21% (139)	31% (202)	15% (98)		659	
Relig: Something Else	15% (55)	20% (74)	23% (84)	25% (90)	16% (57)		360	
Relig: Evangelical	15% (93)	27% (166)	17% (106)	26% (159)	14% (88)		612	
Relig: Non-Evang. Catholics	18% (105)	24% (139)	21% (121)	22% (130)	16% (95)		590	
Relig: All Christian	16% (198)	25% (304)	19% (228)	24% (288)	15% (184)		1202	
Relig: All Non-Christian	12% (124)	22% (225)	22% (224)	29% (292)	15% (155)		1020	
Community: Urban	17% (100)	24% (141)	21% (124)	22% (131)	15% (89)		586	
Community: Suburban	14% (137)	23% (232)	21% (211)	26% (259)	16% (159)		997	
Community: Rural	13% (85)	24% (156)	18% (116)	30% (192)	14% (92)		642	
Employ: Private Sector	19% (123)	28% (180)	19% (125)	23% (153)	11% (70)		650	
Employ: Government	18% (28)	29% (45)	26% (41)	15% (23)	13% (20)		157	
Employ: Self-Employed	13% (27)	28% (59)	23% (48)	23% (48)	13% (27)		209	
Employ: Homemaker	9% (17)	25% (48)	25% (48)	26% (50)	15% (28)		191	
Employ: Student	4% (5)	19% (23)	24% (30)	33% (40)	20% (25)		122	
Employ: Retired	15% (71)	18% (86)	18% (87)	33% (155)	16% (73)		472	
Employ: Unemployed	12% (25)	18% (36)	17% (35)	32% (65)	20% (41)		202	
Employ: Other	12% (26)	24% (53)	17% (38)	21% (47)	26% (57)		221	
Job Type: White-collar	19% (134)	26% (184)	21% (152)	22% (156)	12% (87)		714	
Job Type: Blue-collar	14% (136)	24% (234)	20% (194)	28% (278)	14% (142)		983	
Job Type: Don't Know	10% (51)	21% (111)	20% (105)	28% (147)	21% (112)		528	
Military HH: Yes	18% (82)	23% (104)	19% (86)	27% (120)	13% (60)		451	
Military HH: No	14% (240)	24% (425)	21% (366)	26% (462)	16% (281)		1774	
2016 Vote: Democrat Hillary Clinton	15% (109)	24% (174)	22% (160)	24% (177)	16% (119)		739	
2016 Vote: Republican Donald Trump	16% (121)	27% (205)	18% (133)	26% (197)	14% (103)		758	
2016 Vote: Someone else	11% (18)	25% (40)	18% (29)	34% (55)	13% (21)		163	

Continued on next page

Table BRD16: *How likely are you to purchase goods or services from Capital One?*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinon		Total N
Adults	14%	(322)	24%	(529)	20%	(451)	26%	(582)	15%	(341)	2225
2012 Vote: Barack Obama	16%	(129)	25%	(198)	20%	(159)	25%	(200)	14%	(115)	801
2012 Vote: Mitt Romney	15%	(89)	25%	(151)	18%	(108)	30%	(181)	13%	(81)	610
2012 Vote: Other	9%	(9)	36%	(37)	21%	(21)	18%	(18)	16%	(16)	101
2012 Vote: Didn't Vote	13%	(94)	20%	(143)	23%	(163)	25%	(179)	18%	(128)	708
4-Region: Northeast	16%	(66)	27%	(111)	16%	(66)	24%	(99)	16%	(63)	406
4-Region: Midwest	11%	(50)	24%	(114)	24%	(114)	27%	(131)	15%	(70)	479
4-Region: South	16%	(131)	24%	(197)	18%	(145)	27%	(220)	16%	(131)	823
4-Region: West	14%	(74)	21%	(108)	24%	(126)	26%	(132)	15%	(77)	517

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

Table BRD17: To the best of your knowledge, which celebrity from the following list is in the advertisement above? (Diet Coke)

Demographic	Jennifer Garner	Jennifer Aniston	Taylor Swift	Beyonce	George Clooney	David Beckham	Nicki Minaj	Lebron James	Alec Baldwin	Kendrick Lamar	Don't Know / No Opinion	Total N
Adults	1% (17)	1% (20)	84% (1875)	1% (12)	— (4)	— (6)	1% (18)	— (7)	— (10)	— (4)	11% (251)	2225
Gender: Male	1% (13)	1% (13)	80% (859)	1% (7)	— (3)	1% (6)	1% (14)	1% (7)	— (4)	— (4)	13% (142)	1071
Gender: Female	— (4)	1% (7)	88% (1016)	— (5)	— (1)	— (0)	— (4)	— (1)	— (6)	— (0)	10% (110)	1154
Age: 18-29	1% (5)	2% (8)	89% (463)	1% (5)	— (1)	— (2)	1% (7)	1% (4)	1% (6)	— (1)	3% (16)	517
Age: 30-44	2% (9)	1% (7)	87% (461)	1% (5)	— (2)	— (2)	— (2)	1% (3)	— (2)	— (2)	7% (35)	529
Age: 45-54	1% (3)	— (1)	86% (351)	— (2)	— (0)	1% (2)	1% (5)	— (0)	— (0)	— (0)	11% (46)	410
Age: 55-64	— (0)	1% (3)	85% (312)	— (1)	— (1)	— (0)	1% (3)	— (0)	— (0)	— (1)	13% (46)	367
Age: 65+	— (0)	— (1)	72% (288)	— (1)	— (0)	— (0)	— (1)	— (0)	— (1)	— (0)	27% (109)	402
PID: Dem (no lean)	1% (8)	1% (9)	86% (600)	— (3)	— (3)	1% (4)	1% (6)	— (0)	— (3)	— (1)	9% (62)	700
PID: Ind (no lean)	— (1)	— (1)	86% (723)	1% (5)	— (0)	— (0)	1% (9)	1% (6)	— (1)	— (2)	11% (90)	839
PID: Rep (no lean)	1% (7)	2% (11)	80% (552)	1% (4)	— (1)	— (2)	— (3)	— (1)	1% (5)	— (1)	14% (99)	686
PID/Gender: Dem Men	2% (6)	1% (5)	84% (281)	— (2)	1% (3)	1% (4)	2% (6)	— (0)	— (1)	— (1)	8% (27)	336
PID/Gender: Dem Women	1% (2)	1% (4)	88% (318)	— (2)	— (0)	— (0)	— (0)	— (0)	1% (2)	— (0)	10% (35)	363
PID/Gender: Ind Men	— (1)	— (0)	82% (315)	1% (3)	— (0)	— (0)	1% (4)	1% (5)	— (1)	— (2)	14% (52)	385
PID/Gender: Ind Women	— (0)	— (1)	90% (408)	— (2)	— (0)	— (0)	1% (4)	— (1)	— (0)	— (0)	8% (38)	454
PID/Gender: Rep Men	2% (5)	2% (8)	75% (262)	1% (2)	— (0)	— (2)	1% (3)	— (1)	— (2)	— (1)	18% (62)	350
PID/Gender: Rep Women	1% (2)	1% (3)	86% (290)	— (2)	— (1)	— (0)	— (0)	— (0)	1% (4)	— (0)	11% (36)	337
Tea Party: Supporter	1% (6)	2% (12)	84% (495)	1% (3)	— (3)	— (3)	1% (6)	— (1)	1% (4)	— (3)	10% (56)	591
Tea Party: Not Supporter	1% (10)	1% (8)	85% (1376)	1% (9)	— (1)	— (3)	1% (12)	— (7)	— (5)	— (2)	12% (191)	1625
Ideo: Liberal (1-3)	1% (8)	2% (11)	84% (562)	1% (6)	1% (4)	1% (5)	1% (5)	1% (6)	1% (6)	— (3)	8% (52)	668
Ideo: Moderate (4)	— (2)	1% (3)	86% (463)	— (0)	— (0)	— (0)	1% (5)	— (0)	— (1)	— (1)	12% (64)	540
Ideo: Conservative (5-7)	— (3)	1% (5)	84% (605)	— (3)	— (0)	— (1)	— (3)	— (0)	— (1)	— (1)	14% (103)	724
Educ: < College	1% (13)	1% (13)	85% (1339)	1% (8)	— (0)	— (4)	1% (14)	— (7)	1% (9)	— (2)	11% (174)	1584
Educ: Bachelors degree	1% (2)	2% (6)	85% (357)	1% (3)	1% (3)	— (2)	1% (3)	— (0)	— (0)	1% (3)	10% (42)	420
Educ: Post-grad	— (1)	— (1)	81% (179)	1% (1)	1% (1)	— (1)	— (1)	— (0)	— (0)	— (0)	16% (36)	221
Income: Under 50k	1% (13)	1% (11)	83% (1094)	1% (10)	— (3)	— (5)	1% (12)	1% (7)	— (5)	— (2)	12% (164)	1324
Income: 50k-100k	— (2)	1% (6)	88% (557)	— (0)	— (0)	— (1)	1% (4)	— (1)	— (2)	— (1)	9% (58)	632
Income: 100k+	1% (2)	1% (3)	84% (225)	1% (2)	— (0)	— (1)	1% (2)	— (0)	1% (3)	— (1)	11% (30)	269
Ethnicity: White	1% (10)	1% (16)	85% (1506)	— (6)	— (3)	— (4)	1% (12)	— (2)	— (8)	— (4)	11% (199)	1769
Ethnicity: Hispanic	2% (8)	2% (8)	83% (278)	1% (4)	1% (2)	— (2)	1% (3)	1% (3)	2% (5)	— (1)	5% (18)	333
Ethnicity: Afr. Am.	2% (6)	1% (1)	79% (215)	1% (2)	— (0)	— (1)	2% (5)	2% (5)	— (0)	— (1)	13% (36)	272
Ethnicity: Other	— (1)	1% (2)	84% (154)	3% (5)	— (1)	1% (2)	1% (2)	— (0)	1% (2)	— (0)	9% (16)	184
Relig: Protestant	1% (3)	— (2)	81% (393)	— (0)	— (0)	— (0)	1% (5)	— (0)	1% (3)	— (2)	15% (74)	483
Relig: Roman Catholic	1% (4)	3% (12)	83% (366)	1% (6)	— (0)	— (2)	— (1)	— (1)	1% (3)	— (1)	10% (44)	441
Relig: Ath./Agn./None	1% (4)	— (2)	86% (564)	— (3)	— (3)	— (1)	— (3)	1% (3)	— (1)	— (0)	11% (74)	659
Relig: Something Else	— (1)	1% (4)	87% (314)	— (1)	— (1)	— (1)	2% (6)	1% (3)	— (1)	— (1)	8% (28)	360
Relig: Evangelical	1% (8)	1% (5)	82% (499)	1% (4)	— (0)	— (2)	1% (4)	— (0)	1% (4)	— (3)	14% (83)	612
Relig: Non-Evang. Catholics	1% (4)	1% (9)	84% (494)	1% (5)	— (0)	— (2)	1% (5)	— (1)	1% (3)	— (1)	11% (67)	590
Relig: All Christian	1% (12)	1% (14)	83% (993)	1% (8)	— (0)	— (4)	1% (9)	— (1)	1% (8)	— (4)	12% (150)	1202
Relig: All Non-Christian	— (5)	1% (6)	86% (878)	— (4)	— (4)	— (2)	1% (9)	1% (7)	— (2)	— (1)	10% (102)	1020
Community: Urban	1% (7)	2% (12)	82% (477)	1% (3)	1% (3)	— (3)	1% (6)	1% (4)	1% (4)	— (0)	11% (66)	586
Community: Suburban	1% (5)	1% (6)	86% (859)	1% (6)	— (1)	— (0)	1% (8)	— (1)	— (2)	— (1)	11% (110)	997
Community: Rural	1% (5)	— (3)	84% (539)	1% (3)	— (0)	— (3)	1% (4)	— (2)	1% (4)	1% (4)	12% (76)	642

Continued on next page

Table BRD17: To the best of your knowledge, which celebrity from the following list is in the advertisement above? (Diet Coke)

Demographic	Jennifer Garner	Jennifer Aniston	Taylor Swift	Beyonce	George Clooney	David Beckham	Nicki Minaj	Lebron James	Alec Baldwin	Kendrick Lamar	Don't Know / No Opinion	Total N
Adults	1% (17)	1% (20)	84% (1875)	1% (12)	— (4)	— (6)	1% (18)	— (7)	— (10)	— (4)	11% (251)	2225
Employ: Private Sector	— (3)	2% (13)	87% (567)	— (3)	— (2)	— (2)	1% (3)	— (0)	— (3)	— (2)	8% (52)	650
Employ: Government	5% (8)	— (1)	88% (138)	— (1)	— (0)	1% (1)	— (1)	— (1)	— (0)	2% (3)	3% (5)	157
Employ: Self-Employed	— (1)	— (0)	79% (166)	3% (5)	— (0)	— (0)	1% (3)	2% (4)	2% (3)	— (0)	12% (26)	209
Employ: Homemaker	— (0)	1% (2)	87% (166)	— (0)	— (0)	— (0)	— (1)	1% (1)	— (1)	— (0)	11% (20)	191
Employ: Student	1% (1)	— (0)	91% (111)	1% (2)	— (0)	1% (1)	3% (4)	— (0)	— (0)	— (0)	3% (3)	122
Employ: Retired	— (0)	— (1)	76% (357)	— (1)	— (1)	— (0)	1% (4)	— (0)	— (1)	— (0)	22% (106)	472
Employ: Unemployed	— (1)	— (0)	84% (170)	— (1)	— (0)	1% (2)	1% (2)	1% (1)	1% (1)	— (0)	11% (23)	202
Employ: Other	1% (3)	1% (2)	90% (199)	— (0)	— (0)	— (1)	— (0)	— (0)	— (0)	— (0)	7% (16)	221
Job Type: White-collar	1% (6)	1% (9)	83% (594)	— (2)	— (2)	— (2)	1% (10)	— (3)	— (2)	— (3)	12% (83)	714
Job Type: Blue-collar	1% (9)	1% (11)	86% (846)	— (4)	— (2)	— (3)	— (5)	— (3)	1% (5)	— (1)	10% (93)	983
Job Type: Don't Know	— (2)	— (0)	83% (436)	1% (6)	— (0)	— (1)	1% (4)	— (1)	— (2)	— (1)	14% (75)	528
Military HH: Yes	1% (6)	1% (5)	77% (349)	1% (3)	— (2)	— (0)	1% (6)	— (1)	1% (4)	— (1)	16% (73)	451
Military HH: No	1% (11)	1% (15)	86% (1526)	1% (10)	— (2)	— (6)	1% (12)	— (7)	— (5)	— (3)	10% (178)	1774
2016 Vote: Democrat Hillary Clinton	2% (11)	1% (9)	86% (634)	— (3)	— (1)	— (2)	1% (5)	— (1)	1% (4)	— (0)	9% (69)	739
2016 Vote: Republican Donald Trump	1% (5)	1% (7)	81% (614)	1% (4)	— (1)	— (0)	1% (5)	— (0)	— (2)	— (1)	16% (120)	758
2016 Vote: Someone else	— (0)	— (0)	86% (141)	— (1)	— (0)	— (0)	2% (3)	— (0)	— (1)	— (1)	11% (18)	163
2012 Vote: Barack Obama	1% (7)	1% (7)	86% (686)	1% (6)	— (2)	— (1)	1% (7)	— (0)	— (3)	— (1)	10% (83)	801
2012 Vote: Mitt Romney	1% (4)	1% (4)	81% (496)	— (2)	— (0)	— (2)	1% (6)	— (1)	— (0)	— (1)	16% (95)	610
2012 Vote: Other	— (0)	— (0)	78% (78)	— (0)	— (0)	— (0)	1% (1)	— (0)	1% (1)	— (0)	21% (22)	101
2012 Vote: Didn't Vote	1% (6)	1% (10)	86% (611)	1% (5)	— (2)	1% (4)	1% (4)	1% (7)	1% (6)	— (3)	7% (51)	708
4-Region: Northeast	1% (4)	2% (7)	81% (330)	1% (3)	— (0)	— (1)	1% (5)	— (0)	— (0)	— (0)	14% (56)	406
4-Region: Midwest	— (0)	1% (5)	86% (413)	— (1)	— (0)	— (0)	— (1)	— (1)	— (2)	— (2)	11% (54)	479
4-Region: South	1% (8)	1% (5)	84% (693)	1% (5)	— (3)	1% (5)	1% (7)	1% (5)	— (1)	— (0)	11% (93)	823
4-Region: West	1% (5)	1% (4)	85% (439)	1% (3)	— (1)	— (1)	1% (4)	— (1)	1% (7)	1% (3)	9% (48)	517

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

Table BRD18: After viewing the advertisement, do you have a more or less favorable view of Diet Coke, or does it make no difference either way?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (185)	11% (239)	4% (96)	5% (109)	67% (1487)	5% (108)	2225
Gender: Male	11% (120)	14% (146)	5% (52)	5% (56)	60% (642)	5% (54)	1071
Gender: Female	6% (65)	8% (94)	4% (44)	5% (53)	73% (845)	5% (54)	1154
Age: 18-29	12% (61)	15% (78)	7% (35)	8% (43)	52% (268)	6% (32)	517
Age: 30-44	13% (68)	14% (72)	4% (22)	4% (20)	61% (325)	4% (23)	529
Age: 45-54	9% (36)	8% (32)	3% (14)	4% (18)	72% (296)	4% (15)	410
Age: 55-64	3% (13)	8% (30)	4% (16)	5% (17)	76% (280)	3% (11)	367
Age: 65+	2% (8)	7% (27)	3% (10)	3% (11)	79% (318)	7% (28)	402
PID: Dem (no lean)	11% (77)	13% (89)	4% (25)	4% (30)	64% (448)	4% (31)	700
PID: Ind (no lean)	6% (50)	8% (70)	5% (45)	6% (51)	68% (574)	6% (48)	839
PID: Rep (no lean)	8% (58)	12% (80)	4% (26)	4% (28)	68% (465)	4% (30)	686
PID/Gender: Dem Men	15% (49)	16% (54)	4% (13)	5% (18)	56% (187)	5% (16)	336
PID/Gender: Dem Women	8% (28)	10% (36)	3% (11)	4% (13)	72% (260)	4% (15)	363
PID/Gender: Ind Men	9% (34)	12% (45)	6% (24)	5% (20)	61% (236)	7% (25)	385
PID/Gender: Ind Women	4% (16)	6% (25)	5% (21)	7% (31)	74% (338)	5% (22)	454
PID/Gender: Rep Men	11% (38)	13% (47)	4% (14)	5% (18)	62% (218)	4% (13)	350
PID/Gender: Rep Women	6% (20)	10% (33)	4% (12)	3% (9)	73% (246)	5% (16)	337
Tea Party: Supporter	16% (92)	15% (89)	4% (25)	5% (28)	57% (335)	4% (22)	591
Tea Party: Not Supporter	6% (93)	9% (150)	4% (71)	5% (81)	70% (1144)	5% (86)	1625
Ideo: Liberal (1-3)	15% (99)	14% (96)	7% (45)	4% (30)	56% (374)	4% (24)	668
Ideo: Moderate (4)	5% (25)	11% (57)	4% (22)	5% (29)	69% (375)	6% (32)	540
Ideo: Conservative (5-7)	6% (44)	10% (75)	3% (24)	4% (27)	73% (531)	3% (23)	724
Educ: < College	8% (125)	10% (165)	4% (68)	5% (83)	66% (1051)	6% (91)	1584
Educ: Bachelors degree	8% (35)	12% (49)	4% (17)	4% (18)	69% (288)	3% (13)	420
Educ: Post-grad	11% (24)	11% (25)	5% (12)	4% (8)	66% (147)	2% (5)	221
Income: Under 50k	8% (112)	10% (132)	4% (48)	5% (70)	66% (877)	6% (84)	1324
Income: 50k-100k	8% (50)	12% (78)	6% (38)	5% (30)	67% (421)	2% (15)	632
Income: 100k+	9% (23)	11% (29)	4% (11)	3% (9)	70% (188)	3% (9)	269
Ethnicity: White	7% (130)	10% (182)	4% (74)	5% (80)	69% (1225)	4% (79)	1769

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Table BRD18: After viewing the advertisement, do you have a more or less favorable view of Diet Coke, or does it make no difference either way?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (185)	11% (239)	4% (96)	5% (109)	67% (1487)	5% (108)	2225
Ethnicity: Hispanic	16% (55)	16% (54)	6% (21)	7% (24)	50% (166)	4% (14)	333
Ethnicity: Afr. Am.	11% (31)	17% (45)	4% (10)	6% (17)	55% (149)	7% (20)	272
Ethnicity: Other	13% (24)	7% (12)	7% (12)	7% (12)	61% (113)	5% (10)	184
Relig: Protestant	6% (27)	9% (42)	5% (24)	3% (16)	74% (355)	4% (18)	483
Relig: Roman Catholic	13% (55)	15% (65)	4% (16)	2% (9)	63% (277)	4% (18)	441
Relig: Ath./Agn./None	8% (50)	11% (70)	4% (28)	7% (46)	64% (421)	7% (43)	659
Relig: Something Else	8% (28)	10% (36)	4% (15)	6% (22)	67% (241)	5% (18)	360
Relig: Evangelical	10% (62)	10% (60)	4% (25)	5% (28)	68% (413)	4% (24)	612
Relig: Non-Evang. Catholics	8% (45)	12% (73)	5% (28)	2% (13)	69% (408)	4% (23)	590
Relig: All Christian	9% (107)	11% (133)	4% (53)	3% (42)	68% (821)	4% (47)	1202
Relig: All Non-Christian	8% (78)	10% (106)	4% (44)	7% (68)	65% (662)	6% (62)	1020
Community: Urban	11% (65)	13% (75)	6% (36)	6% (35)	59% (347)	4% (26)	586
Community: Suburban	6% (61)	10% (101)	3% (30)	5% (46)	71% (712)	5% (47)	997
Community: Rural	9% (58)	10% (62)	5% (30)	4% (28)	67% (427)	6% (36)	642
Employ: Private Sector	11% (69)	12% (79)	5% (29)	4% (27)	66% (429)	3% (17)	650
Employ: Government	12% (20)	14% (22)	8% (12)	3% (5)	61% (97)	1% (2)	157
Employ: Self-Employed	8% (18)	18% (38)	5% (11)	8% (18)	57% (120)	3% (6)	209
Employ: Homemaker	6% (11)	9% (16)	7% (13)	2% (4)	72% (136)	5% (10)	191
Employ: Student	5% (6)	11% (13)	6% (7)	5% (6)	63% (77)	10% (12)	122
Employ: Retired	3% (16)	7% (33)	2% (10)	4% (17)	77% (365)	7% (31)	472
Employ: Unemployed	12% (24)	10% (20)	5% (9)	6% (11)	60% (122)	8% (16)	202
Employ: Other	10% (22)	8% (17)	2% (5)	9% (21)	64% (141)	7% (16)	221
Job Type: White-collar	12% (88)	11% (76)	5% (35)	4% (32)	65% (465)	3% (19)	714
Job Type: Blue-collar	6% (59)	13% (128)	4% (37)	4% (42)	69% (676)	4% (42)	983
Job Type: Don't Know	7% (38)	7% (36)	5% (24)	7% (36)	66% (346)	9% (48)	528
Military HH: Yes	12% (53)	10% (46)	2% (11)	6% (26)	68% (305)	2% (10)	451
Military HH: No	7% (132)	11% (193)	5% (85)	5% (83)	67% (1182)	6% (99)	1774
2016 Vote: Democrat Hillary Clinton	9% (66)	13% (98)	5% (37)	3% (19)	66% (489)	4% (29)	739
2016 Vote: Republican Donald Trump	8% (57)	11% (86)	3% (26)	4% (28)	69% (525)	5% (36)	758
2016 Vote: Someone else	4% (7)	6% (9)	5% (7)	10% (16)	73% (119)	3% (5)	163

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Table BRD18: *After viewing the advertisement, do you have a more or less favorable view of Diet Coke, or does it make no difference either way?*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (185)	11% (239)	4% (96)	5% (109)	67% (1487)	5% (108)	2225
2012 Vote: Barack Obama	9% (70)	12% (95)	4% (32)	5% (37)	67% (534)	4% (33)	801
2012 Vote: Mitt Romney	6% (38)	9% (56)	4% (22)	3% (21)	73% (444)	5% (30)	610
2012 Vote: Other	2% (2)	6% (6)	2% (2)	7% (7)	82% (83)	1% (1)	101
2012 Vote: Didn't Vote	11% (75)	12% (82)	6% (40)	6% (45)	60% (424)	6% (42)	708
4-Region: Northeast	8% (34)	12% (49)	3% (11)	6% (22)	67% (270)	5% (19)	406
4-Region: Midwest	5% (23)	10% (47)	4% (21)	2% (12)	73% (350)	5% (26)	479
4-Region: South	10% (82)	10% (79)	4% (36)	5% (45)	66% (547)	4% (35)	823
4-Region: West	9% (46)	13% (65)	5% (28)	6% (31)	62% (319)	5% (28)	517

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

Table BRD19: How likely are you to purchase goods or services from Diet Coke?

Demographic	Somewhat						Don't Know /		Total N
	Very likely	likely	Not too likely	Not likely at all	No Opinon				
Adults	20% (450)	18% (397)	16% (350)	40% (882)	7% (146)		2225		
Gender: Male	22% (237)	20% (209)	16% (170)	36% (390)	6% (65)		1071		
Gender: Female	19% (214)	16% (188)	16% (180)	43% (491)	7% (80)		1154		
Age: 18-29	16% (81)	19% (99)	18% (95)	40% (206)	7% (37)		517		
Age: 30-44	24% (126)	20% (106)	14% (74)	37% (195)	5% (27)		529		
Age: 45-54	23% (92)	18% (72)	15% (63)	39% (159)	6% (23)		410		
Age: 55-64	22% (79)	15% (56)	16% (60)	41% (150)	6% (22)		367		
Age: 65+	18% (72)	16% (64)	14% (58)	43% (172)	9% (37)		402		
PID: Dem (no lean)	25% (173)	18% (127)	15% (103)	37% (260)	5% (36)		700		
PID: Ind (no lean)	14% (119)	17% (139)	18% (152)	43% (364)	8% (63)		839		
PID: Rep (no lean)	23% (157)	19% (131)	14% (95)	38% (258)	7% (46)		686		
PID/Gender: Dem Men	29% (98)	18% (60)	16% (53)	32% (106)	6% (19)		336		
PID/Gender: Dem Women	21% (75)	19% (68)	14% (50)	42% (154)	5% (17)		363		
PID/Gender: Ind Men	15% (59)	20% (77)	18% (68)	40% (154)	7% (27)		385		
PID/Gender: Ind Women	13% (61)	14% (62)	19% (84)	46% (210)	8% (36)		454		
PID/Gender: Rep Men	23% (79)	21% (72)	14% (49)	37% (130)	5% (19)		350		
PID/Gender: Rep Women	23% (78)	17% (58)	14% (46)	38% (127)	8% (27)		337		
Tea Party: Supporter	26% (156)	20% (118)	16% (92)	32% (191)	6% (35)		591		
Tea Party: Not Supporter	18% (293)	17% (278)	16% (257)	42% (686)	7% (111)		1625		
Ideo: Liberal (1-3)	23% (155)	19% (129)	17% (117)	36% (239)	4% (30)		668		
Ideo: Moderate (4)	17% (93)	17% (94)	16% (87)	42% (225)	8% (41)		540		
Ideo: Conservative (5-7)	21% (150)	18% (133)	15% (109)	41% (298)	5% (34)		724		
Educ: < College	19% (300)	18% (280)	16% (250)	40% (638)	7% (117)		1584		
Educ: Bachelors degree	21% (90)	19% (78)	17% (70)	38% (160)	5% (22)		420		
Educ: Post-grad	28% (61)	18% (39)	14% (30)	38% (84)	3% (7)		221		
Income: Under 50k	20% (261)	18% (233)	15% (194)	41% (536)	8% (100)		1324		
Income: 50k-100k	18% (116)	18% (116)	17% (110)	42% (265)	4% (25)		632		
Income: 100k+	27% (73)	18% (49)	17% (45)	30% (80)	8% (21)		269		
Ethnicity: White	21% (365)	17% (305)	15% (270)	40% (714)	7% (115)		1769		
Ethnicity: Hispanic	20% (65)	21% (68)	19% (62)	36% (121)	5% (17)		333		

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Table BRD19: How likely are you to purchase goods or services from Diet Coke?

Demographic	Somewhat						Don't Know /		Total N
	Very likely	likely	Not too likely	Not likely at all	No Opinon				
Adults	20% (450)	18% (397)	16% (350)	40% (882)	7% (146)		2225		
Ethnicity: Afr. Am.	17% (46)	24% (64)	15% (42)	38% (102)	6% (18)		272		
Ethnicity: Other	21% (39)	16% (29)	21% (38)	36% (66)	7% (13)		184		
Relig: Protestant	22% (105)	20% (94)	16% (75)	37% (179)	6% (31)		483		
Relig: Roman Catholic	24% (105)	22% (96)	16% (71)	32% (140)	7% (29)		441		
Relig: Ath./Agn./None	17% (113)	16% (102)	15% (99)	45% (295)	8% (51)		659		
Relig: Something Else	17% (62)	17% (61)	18% (64)	43% (153)	5% (19)		360		
Relig: Evangelical	24% (144)	18% (111)	14% (88)	38% (232)	6% (36)		612		
Relig: Non-Evang. Catholics	22% (131)	21% (121)	17% (100)	34% (198)	7% (39)		590		
Relig: All Christian	23% (275)	19% (232)	16% (188)	36% (431)	6% (75)		1202		
Relig: All Non-Christian	17% (175)	16% (164)	16% (162)	44% (448)	7% (70)		1020		
Community: Urban	23% (135)	21% (123)	16% (91)	36% (211)	4% (26)		586		
Community: Suburban	20% (200)	17% (172)	16% (158)	40% (402)	7% (65)		997		
Community: Rural	18% (115)	16% (103)	16% (101)	42% (269)	8% (54)		642		
Employ: Private Sector	23% (151)	22% (143)	15% (97)	35% (230)	5% (30)		650		
Employ: Government	22% (34)	21% (33)	16% (25)	37% (59)	4% (6)		157		
Employ: Self-Employed	18% (37)	23% (47)	18% (37)	38% (80)	4% (7)		209		
Employ: Homemaker	20% (39)	13% (25)	17% (32)	45% (85)	5% (9)		191		
Employ: Student	18% (22)	13% (16)	23% (29)	37% (46)	9% (10)		122		
Employ: Retired	20% (96)	17% (79)	14% (66)	41% (193)	8% (38)		472		
Employ: Unemployed	15% (31)	14% (27)	14% (28)	47% (95)	10% (21)		202		
Employ: Other	19% (41)	12% (26)	16% (36)	43% (95)	10% (23)		221		
Job Type: White-collar	24% (174)	19% (134)	17% (124)	35% (252)	4% (30)		714		
Job Type: Blue-collar	19% (190)	18% (174)	16% (155)	42% (409)	6% (56)		983		
Job Type: Don't Know	16% (87)	17% (90)	13% (71)	42% (221)	11% (59)		528		
Military HH: Yes	22% (98)	18% (80)	16% (70)	39% (178)	5% (24)		451		
Military HH: No	20% (352)	18% (317)	16% (280)	40% (704)	7% (121)		1774		
2016 Vote: Democrat Hillary Clinton	21% (153)	20% (148)	16% (119)	37% (274)	6% (45)		739		
2016 Vote: Republican Donald Trump	21% (162)	18% (138)	14% (107)	39% (299)	7% (52)		758		
2016 Vote: Someone else	17% (27)	17% (28)	19% (30)	43% (70)	4% (7)		163		

Continued on next page

Table BRD19: How likely are you to purchase goods or services from Diet Coke?

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinon	Total N
Adults	20% (450)	18% (397)	16% (350)	40% (882)	7% (146)	2225
2012 Vote: Barack Obama	22% (175)	19% (149)	16% (126)	38% (307)	6% (45)	801
2012 Vote: Mitt Romney	22% (132)	18% (112)	14% (88)	38% (233)	7% (45)	610
2012 Vote: Other	18% (18)	11% (11)	16% (16)	51% (52)	3% (3)	101
2012 Vote: Didn't Vote	18% (126)	18% (125)	17% (119)	41% (287)	7% (51)	708
4-Region: Northeast	22% (88)	17% (68)	15% (59)	40% (162)	7% (29)	406
4-Region: Midwest	19% (89)	18% (88)	17% (79)	39% (185)	8% (38)	479
4-Region: South	21% (170)	17% (142)	15% (122)	42% (342)	6% (47)	823
4-Region: West	20% (103)	19% (99)	17% (90)	37% (193)	6% (32)	517

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

Table BRD20: To the best of your knowledge, which celebrity from the following list is in the advertisement above? (Nike)

Demographic	Jennifer Garner	Jennifer Aniston	Taylor Swift	Beyonce	George Clooney	David Beckham	Nicki Minaj	Lebron James	Alec Baldwin	Kendrick Lamar	Don't Know / No Opinion	Total N
Adults	— (4)	1% (12)	— (6)	— (7)	— (8)	1% (14)	— (6)	77% (1714)	1% (12)	3% (60)	17% (383)	2225
Gender: Male	— (3)	— (4)	— (5)	— (4)	1% (6)	— (4)	— (4)	83% (891)	1% (7)	1% (9)	13% (135)	1071
Gender: Female	— (1)	1% (8)	— (1)	— (3)	— (3)	1% (10)	— (2)	71% (823)	— (4)	4% (51)	21% (248)	1154
Age: 18-29	— (2)	1% (6)	1% (3)	— (0)	1% (5)	1% (8)	1% (3)	86% (446)	1% (5)	2% (11)	6% (29)	517
Age: 30-44	— (2)	1% (4)	— (2)	1% (3)	— (1)	1% (6)	— (2)	81% (426)	1% (3)	3% (16)	12% (63)	529
Age: 45-54	— (0)	— (0)	— (1)	1% (3)	1% (2)	— (1)	— (0)	77% (316)	— (1)	4% (17)	17% (69)	410
Age: 55-64	— (0)	1% (2)	— (0)	— (0)	— (0)	— (0)	— (0)	74% (270)	1% (2)	2% (6)	23% (86)	367
Age: 65+	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (1)	64% (256)	— (0)	2% (10)	34% (136)	402
PID: Dem (no lean)	— (0)	— (2)	— (3)	— (1)	— (3)	— (1)	— (2)	82% (571)	— (0)	2% (15)	14% (101)	700
PID: Ind (no lean)	— (1)	1% (6)	— (2)	1% (5)	— (2)	1% (5)	— (0)	75% (627)	1% (11)	4% (32)	18% (147)	839
PID: Rep (no lean)	— (2)	1% (4)	— (1)	— (0)	— (3)	1% (8)	1% (4)	75% (515)	— (1)	2% (13)	20% (135)	686
PID/Gender: Dem Men	— (0)	— (2)	1% (2)	— (1)	1% (3)	— (1)	— (2)	87% (294)	— (0)	— (1)	9% (30)	336
PID/Gender: Dem Women	— (0)	— (0)	— (1)	— (0)	— (0)	— (0)	— (0)	76% (277)	— (0)	4% (14)	19% (71)	363
PID/Gender: Ind Men	— (1)	1% (2)	1% (2)	1% (2)	— (0)	— (1)	— (0)	82% (314)	2% (6)	2% (7)	13% (49)	385
PID/Gender: Ind Women	— (0)	1% (4)	— (0)	1% (3)	— (2)	1% (4)	— (0)	69% (313)	1% (4)	5% (24)	22% (99)	454
PID/Gender: Rep Men	— (2)	— (1)	— (0)	— (0)	1% (3)	1% (2)	1% (2)	81% (283)	— (1)	— (0)	16% (57)	350
PID/Gender: Rep Women	— (1)	1% (3)	— (1)	— (0)	— (0)	2% (6)	1% (2)	69% (232)	— (0)	4% (13)	23% (79)	337
Tea Party: Supporter	— (2)	1% (8)	— (3)	— (2)	1% (4)	2% (9)	1% (3)	77% (457)	— (2)	3% (15)	14% (85)	591
Tea Party: Not Supporter	— (2)	— (4)	— (3)	— (4)	— (4)	— (5)	— (3)	77% (1251)	1% (10)	3% (44)	18% (295)	1625
Ideo: Liberal (1-3)	— (2)	1% (6)	1% (6)	1% (5)	1% (6)	2% (11)	— (3)	79% (526)	1% (9)	3% (21)	11% (74)	668
Ideo: Moderate (4)	— (0)	— (2)	— (0)	— (0)	— (0)	— (2)	— (1)	77% (417)	1% (3)	2% (10)	19% (104)	540
Ideo: Conservative (5-7)	— (0)	— (1)	— (0)	— (0)	— (0)	— (0)	— (1)	79% (568)	— (0)	2% (13)	19% (139)	724
Educ: < College	— (1)	1% (11)	— (4)	— (5)	1% (8)	1% (10)	— (4)	75% (1184)	1% (12)	3% (45)	19% (301)	1584
Educ: Bachelors degree	— (2)	— (1)	— (0)	— (1)	— (0)	1% (3)	1% (3)	83% (349)	— (0)	2% (9)	13% (53)	420
Educ: Post-grad	— (1)	— (1)	1% (2)	— (0)	— (0)	— (1)	— (0)	82% (181)	— (0)	3% (6)	13% (29)	221
Income: Under 50k	— (2)	1% (7)	— (5)	— (4)	1% (7)	1% (11)	— (3)	73% (968)	1% (9)	3% (40)	20% (269)	1324
Income: 50k-100k	— (1)	— (2)	— (0)	— (2)	— (1)	— (1)	1% (3)	83% (524)	— (3)	2% (11)	13% (84)	632
Income: 100k+	— (1)	1% (3)	— (1)	— (0)	— (0)	1% (2)	— (0)	83% (222)	— (0)	3% (9)	11% (30)	269
Ethnicity: White	— (1)	1% (9)	— (3)	— (5)	— (7)	1% (11)	— (5)	76% (1343)	— (5)	3% (47)	19% (334)	1769
Ethnicity: Hispanic	— (1)	1% (4)	1% (4)	1% (3)	1% (3)	1% (5)	1% (3)	78% (259)	1% (3)	4% (14)	10% (34)	333
Ethnicity: Afr. Am.	— (1)	1% (3)	— (0)	— (0)	— (1)	1% (2)	— (0)	87% (236)	2% (5)	3% (7)	6% (17)	272
Ethnicity: Other	1% (2)	— (0)	2% (3)	1% (2)	— (0)	1% (1)	1% (2)	73% (135)	1% (2)	3% (5)	17% (32)	184
Relig: Protestant	— (0)	1% (4)	— (0)	— (0)	— (0)	— (0)	— (1)	75% (361)	— (1)	1% (6)	23% (110)	483
Relig: Roman Catholic	— (1)	— (1)	1% (4)	1% (3)	1% (3)	1% (5)	— (1)	81% (359)	— (2)	2% (8)	13% (55)	441
Relig: Ath./Agn./None	— (2)	1% (4)	— (0)	— (1)	— (0)	1% (5)	— (2)	80% (525)	— (2)	3% (20)	15% (97)	659
Relig: Something Else	— (1)	— (0)	— (1)	1% (2)	— (1)	— (1)	— (0)	74% (265)	1% (5)	4% (15)	19% (68)	360
Relig: Evangelical	— (0)	1% (6)	— (1)	— (3)	1% (4)	— (3)	1% (4)	73% (449)	— (2)	3% (18)	20% (122)	612
Relig: Non-Evang. Catholics	— (1)	— (1)	1% (4)	— (0)	1% (3)	1% (5)	— (0)	80% (472)	— (2)	1% (7)	16% (95)	590
Relig: All Christian	— (1)	1% (8)	— (5)	— (3)	1% (7)	1% (8)	— (4)	77% (921)	— (4)	2% (26)	18% (217)	1202
Relig: All Non-Christian	— (3)	— (4)	— (1)	— (4)	— (1)	1% (6)	— (3)	78% (791)	1% (7)	3% (34)	16% (165)	1020
Community: Urban	— (1)	— (2)	— (1)	— (1)	— (1)	2% (11)	1% (3)	78% (455)	1% (8)	2% (12)	15% (90)	586
Community: Suburban	— (1)	— (2)	— (4)	— (2)	— (3)	— (1)	— (2)	78% (780)	— (1)	2% (24)	18% (177)	997
Community: Rural	— (2)	1% (8)	— (1)	— (3)	1% (5)	— (2)	— (1)	74% (478)	— (2)	4% (25)	18% (116)	642

Continued on next page

Table BRD20: To the best of your knowledge, which celebrity from the following list is in the advertisement above? (Nike)

Demographic	Jennifer Garner	Jennifer Aniston	Taylor Swift	Beyonce	George Clooney	David Beckham	Nicki Minaj	Lebron James	Alec Baldwin	Kendrick Lamar	Don't Know / No Opinion	Total N
Adults	— (4)	1% (12)	— (6)	— (7)	— (8)	1% (14)	— (6)	77% (1714)	1% (12)	3% (60)	17% (383)	2225
Employ: Private Sector	— (1)	— (2)	— (3)	— (1)	— (3)	1% (3)	1% (4)	82% (533)	1% (3)	3% (18)	12% (79)	650
Employ: Government	— (0)	— (1)	— (0)	— (0)	— (0)	— (0)	1% (1)	83% (131)	— (0)	2% (3)	14% (22)	157
Employ: Self-Employed	— (0)	2% (3)	1% (2)	1% (2)	— (0)	— (0)	— (0)	80% (167)	3% (6)	2% (4)	11% (23)	209
Employ: Homemaker	— (0)	1% (2)	— (0)	1% (2)	— (0)	2% (4)	— (0)	75% (142)	— (0)	5% (9)	15% (29)	191
Employ: Student	1% (1)	3% (3)	— (0)	— (0)	— (0)	2% (2)	— (0)	86% (105)	— (0)	5% (6)	5% (6)	122
Employ: Retired	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (1)	63% (298)	— (2)	2% (9)	34% (162)	472
Employ: Unemployed	— (0)	— (0)	— (0)	— (0)	2% (4)	1% (2)	— (0)	79% (160)	— (0)	4% (9)	13% (27)	202
Employ: Other	— (1)	— (1)	— (0)	— (1)	— (1)	1% (3)	— (0)	80% (177)	— (0)	1% (3)	16% (36)	221
Job Type: White-collar	— (2)	1% (4)	— (3)	1% (5)	— (1)	1% (6)	1% (4)	78% (558)	— (3)	2% (16)	16% (112)	714
Job Type: Blue-collar	— (0)	1% (6)	— (2)	— (0)	1% (5)	— (2)	— (2)	78% (767)	1% (8)	3% (26)	17% (165)	983
Job Type: Don't Know	— (2)	— (2)	— (2)	— (2)	— (2)	1% (6)	— (0)	74% (389)	— (1)	3% (17)	20% (106)	528
Military HH: Yes	— (1)	1% (3)	— (1)	1% (5)	1% (3)	— (0)	1% (3)	80% (359)	— (2)	2% (8)	15% (66)	451
Military HH: No	— (2)	— (9)	— (5)	— (2)	— (5)	1% (14)	— (4)	76% (1355)	1% (10)	3% (52)	18% (317)	1774
2016 Vote: Democrat Hillary Clinton	— (0)	1% (6)	— (1)	— (0)	— (3)	— (3)	— (1)	80% (593)	— (1)	2% (13)	16% (119)	739
2016 Vote: Republican Donald Trump	— (1)	— (2)	— (1)	— (0)	— (0)	— (3)	1% (5)	77% (583)	— (1)	2% (17)	19% (145)	758
2016 Vote: Someone else	— (0)	— (0)	— (1)	— (0)	— (1)	— (0)	— (0)	75% (123)	2% (4)	3% (5)	18% (29)	163
2012 Vote: Barack Obama	— (2)	— (1)	— (2)	— (0)	— (1)	— (2)	— (0)	81% (650)	— (3)	2% (15)	16% (126)	801
2012 Vote: Mitt Romney	— (0)	1% (4)	— (0)	— (0)	— (0)	— (2)	1% (5)	76% (466)	— (2)	2% (15)	19% (117)	610
2012 Vote: Other	— (0)	— (0)	1% (1)	— (0)	— (0)	— (0)	— (0)	68% (69)	— (0)	2% (2)	29% (29)	101
2012 Vote: Didn't Vote	— (2)	1% (8)	— (3)	1% (7)	1% (7)	1% (10)	— (1)	74% (526)	1% (7)	4% (28)	15% (109)	708
4-Region: Northeast	— (0)	— (1)	— (0)	— (0)	— (1)	— (1)	— (0)	76% (309)	1% (3)	3% (12)	20% (80)	406
4-Region: Midwest	— (0)	— (2)	— (0)	— (1)	1% (3)	— (0)	— (1)	82% (390)	— (0)	2% (8)	15% (73)	479
4-Region: South	— (2)	1% (5)	— (4)	— (2)	1% (4)	1% (7)	— (3)	77% (630)	1% (5)	4% (30)	16% (130)	823
4-Region: West	— (1)	1% (4)	— (2)	1% (3)	— (0)	1% (6)	1% (3)	74% (385)	1% (4)	2% (9)	19% (100)	517

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

Table BRD21: *After viewing the advertisement, do you have a more or less favorable view of Nike, or does it make no difference either way?*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (222)	12% (267)	4% (93)	4% (90)	61% (1364)	9% (189)	2225
Gender: Male	13% (144)	13% (144)	6% (63)	5% (56)	55% (594)	6% (69)	1071
Gender: Female	7% (77)	11% (122)	3% (30)	3% (34)	67% (770)	10% (120)	1154
Age: 18-29	18% (91)	17% (86)	7% (34)	6% (32)	47% (244)	6% (30)	517
Age: 30-44	16% (86)	13% (68)	3% (17)	3% (18)	57% (300)	8% (41)	529
Age: 45-54	6% (26)	11% (47)	4% (16)	2% (10)	68% (277)	8% (33)	410
Age: 55-64	4% (13)	8% (31)	5% (17)	4% (16)	69% (252)	10% (38)	367
Age: 65+	2% (6)	9% (35)	2% (9)	4% (14)	73% (292)	11% (46)	402
PID: Dem (no lean)	15% (102)	14% (98)	5% (36)	4% (25)	56% (394)	6% (45)	700
PID: Ind (no lean)	7% (58)	11% (96)	4% (36)	5% (40)	63% (528)	10% (82)	839
PID: Rep (no lean)	9% (63)	11% (73)	3% (21)	4% (25)	65% (443)	9% (62)	686
PID/Gender: Dem Men	20% (66)	15% (52)	7% (25)	5% (16)	48% (161)	5% (17)	336
PID/Gender: Dem Women	10% (35)	13% (46)	3% (11)	3% (9)	64% (233)	8% (28)	363
PID/Gender: Ind Men	10% (37)	12% (46)	5% (20)	7% (25)	59% (227)	8% (30)	385
PID/Gender: Ind Women	5% (21)	11% (49)	4% (16)	3% (14)	66% (301)	11% (52)	454
PID/Gender: Rep Men	12% (42)	13% (46)	5% (18)	4% (15)	59% (207)	6% (22)	350
PID/Gender: Rep Women	6% (21)	8% (27)	1% (3)	3% (10)	70% (236)	12% (40)	337
Tea Party: Supporter	16% (94)	15% (87)	5% (31)	4% (24)	52% (309)	8% (46)	591
Tea Party: Not Supporter	8% (128)	11% (179)	4% (62)	4% (66)	64% (1048)	9% (143)	1625
Ideo: Liberal (1-3)	15% (101)	17% (115)	6% (37)	4% (29)	52% (349)	6% (38)	668
Ideo: Moderate (4)	8% (45)	13% (71)	3% (18)	3% (15)	62% (334)	11% (57)	540
Ideo: Conservative (5-7)	7% (50)	8% (62)	4% (30)	5% (37)	68% (493)	7% (52)	724
Educ: < College	10% (165)	11% (167)	4% (71)	4% (70)	60% (948)	10% (161)	1584
Educ: Bachelors degree	8% (33)	16% (67)	4% (15)	3% (15)	64% (270)	5% (21)	420
Educ: Post-grad	11% (24)	15% (33)	3% (7)	2% (5)	66% (145)	3% (7)	221
Income: Under 50k	12% (154)	11% (141)	5% (60)	4% (49)	59% (778)	11% (143)	1324
Income: 50k-100k	8% (49)	14% (90)	3% (21)	5% (31)	64% (407)	5% (33)	632
Income: 100k+	7% (19)	13% (36)	4% (11)	4% (10)	66% (178)	5% (14)	269
Ethnicity: White	7% (127)	11% (192)	4% (72)	4% (67)	65% (1155)	9% (157)	1769

Continued on next page

Table BRD21: After viewing the advertisement, do you have a more or less favorable view of Nike, or does it make no difference either way?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (222)	12% (267)	4% (93)	4% (90)	61% (1364)	9% (189)	2225
Ethnicity: Hispanic	24% (80)	18% (61)	6% (20)	4% (14)	39% (131)	8% (27)	333
Ethnicity: Afr. Am.	26% (70)	16% (43)	4% (12)	6% (15)	42% (113)	7% (18)	272
Ethnicity: Other	14% (26)	17% (31)	5% (9)	4% (8)	52% (96)	8% (14)	184
Relig: Protestant	6% (27)	10% (49)	4% (17)	4% (21)	69% (332)	7% (35)	483
Relig: Roman Catholic	13% (59)	16% (70)	4% (20)	4% (17)	55% (241)	8% (34)	441
Relig: Ath./Agn./None	9% (61)	11% (70)	4% (27)	3% (23)	65% (425)	8% (53)	659
Relig: Something Else	10% (37)	10% (37)	6% (21)	5% (17)	60% (215)	9% (33)	360
Relig: Evangelical	12% (74)	13% (79)	4% (25)	5% (30)	56% (343)	10% (60)	612
Relig: Non-Evang. Catholics	8% (50)	14% (80)	3% (20)	3% (20)	64% (377)	7% (42)	590
Relig: All Christian	10% (124)	13% (159)	4% (45)	4% (50)	60% (721)	9% (102)	1202
Relig: All Non-Christian	10% (98)	11% (108)	5% (48)	4% (40)	63% (641)	8% (86)	1020
Community: Urban	16% (92)	14% (83)	4% (22)	5% (29)	53% (309)	9% (51)	586
Community: Suburban	8% (79)	11% (109)	3% (34)	4% (36)	66% (663)	8% (76)	997
Community: Rural	8% (51)	12% (75)	6% (37)	4% (24)	61% (392)	10% (62)	642
Employ: Private Sector	11% (74)	16% (103)	4% (27)	3% (20)	60% (388)	6% (37)	650
Employ: Government	18% (28)	14% (23)	4% (6)	5% (8)	53% (84)	6% (9)	157
Employ: Self-Employed	14% (30)	15% (32)	8% (17)	5% (10)	52% (109)	5% (10)	209
Employ: Homemaker	5% (10)	8% (15)	4% (7)	7% (14)	63% (121)	13% (25)	191
Employ: Student	12% (14)	17% (21)	8% (10)	4% (5)	52% (64)	7% (8)	122
Employ: Retired	3% (13)	8% (37)	3% (13)	4% (17)	71% (335)	12% (56)	472
Employ: Unemployed	11% (23)	11% (23)	1% (3)	4% (8)	63% (127)	9% (19)	202
Employ: Other	13% (29)	6% (14)	4% (10)	3% (7)	61% (136)	11% (25)	221
Job Type: White-collar	11% (78)	15% (104)	4% (26)	4% (28)	62% (439)	5% (38)	714
Job Type: Blue-collar	9% (86)	11% (106)	5% (45)	4% (43)	63% (622)	8% (82)	983
Job Type: Don't Know	11% (59)	11% (56)	4% (22)	4% (19)	57% (302)	13% (69)	528
Military HH: Yes	12% (54)	14% (62)	4% (17)	5% (25)	61% (275)	4% (17)	451
Military HH: No	9% (167)	12% (204)	4% (76)	4% (65)	61% (1089)	10% (173)	1774
2016 Vote: Democrat Hillary Clinton	11% (84)	14% (104)	5% (36)	3% (22)	60% (444)	7% (49)	739
2016 Vote: Republican Donald Trump	7% (56)	11% (83)	4% (29)	5% (38)	64% (484)	9% (69)	758
2016 Vote: Someone else	9% (14)	6% (10)	3% (5)	5% (8)	70% (114)	7% (12)	163

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Table BRD21: After viewing the advertisement, do you have a more or less favorable view of Nike, or does it make no difference either way?

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	10% (222)	12% (267)	4% (93)	4% (90)	61% (1364)	9% (189)	2225
2012 Vote: Barack Obama	12% (100)	13% (105)	4% (29)	4% (29)	60% (479)	7% (59)	801
2012 Vote: Mitt Romney	5% (29)	10% (59)	4% (25)	4% (21)	68% (417)	10% (59)	610
2012 Vote: Other	3% (3)	11% (11)	2% (2)	3% (4)	76% (77)	5% (5)	101
2012 Vote: Didn't Vote	13% (89)	13% (92)	5% (37)	5% (35)	55% (389)	9% (66)	708
4-Region: Northeast	10% (41)	14% (55)	3% (13)	4% (15)	60% (245)	9% (37)	406
4-Region: Midwest	6% (28)	10% (49)	6% (28)	3% (15)	68% (327)	7% (32)	479
4-Region: South	11% (92)	14% (112)	3% (25)	3% (28)	59% (489)	9% (78)	823
4-Region: West	12% (61)	10% (50)	5% (28)	6% (32)	59% (302)	8% (43)	517

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

Table BRD22: How likely are you to purchase goods or services from Nike?

Demographic	Likelihood						Don't Know / No Opinion		Total N
	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion				
Adults	28% (615)	31% (687)	14% (320)	16% (366)	11% (236)		2225		
Gender: Male	30% (317)	30% (322)	14% (149)	17% (187)	9% (95)		1071		
Gender: Female	26% (298)	32% (365)	15% (171)	16% (179)	12% (141)		1154		
Age: 18-29	41% (211)	27% (140)	12% (64)	14% (71)	6% (30)		517		
Age: 30-44	39% (206)	31% (166)	11% (59)	10% (53)	9% (45)		529		
Age: 45-54	28% (116)	37% (152)	12% (51)	13% (52)	9% (39)		410		
Age: 55-64	13% (46)	30% (109)	17% (62)	27% (98)	14% (52)		367		
Age: 65+	9% (36)	30% (120)	21% (84)	23% (93)	17% (70)		402		
PID: Dem (no lean)	32% (222)	31% (217)	14% (97)	14% (95)	10% (69)		700		
PID: Ind (no lean)	25% (210)	29% (243)	15% (129)	19% (162)	11% (95)		839		
PID: Rep (no lean)	27% (183)	33% (228)	14% (94)	16% (110)	11% (73)		686		
PID/Gender: Dem Men	36% (122)	30% (102)	13% (45)	13% (43)	7% (25)		336		
PID/Gender: Dem Women	28% (100)	32% (115)	14% (53)	14% (52)	12% (44)		363		
PID/Gender: Ind Men	27% (103)	30% (114)	13% (50)	19% (73)	12% (46)		385		
PID/Gender: Ind Women	24% (107)	28% (129)	17% (79)	20% (89)	11% (49)		454		
PID/Gender: Rep Men	27% (93)	30% (106)	15% (54)	20% (71)	7% (25)		350		
PID/Gender: Rep Women	27% (90)	36% (121)	12% (39)	11% (38)	14% (48)		337		
Tea Party: Supporter	33% (192)	30% (179)	11% (66)	18% (107)	8% (46)		591		
Tea Party: Not Supporter	26% (422)	31% (506)	16% (253)	16% (258)	11% (187)		1625		
Ideo: Liberal (1-3)	32% (213)	30% (201)	14% (92)	15% (99)	9% (63)		668		
Ideo: Moderate (4)	23% (127)	33% (176)	15% (82)	17% (90)	12% (65)		540		
Ideo: Conservative (5-7)	25% (179)	32% (233)	15% (107)	20% (142)	9% (63)		724		
Educ: < College	29% (459)	29% (452)	14% (217)	17% (267)	12% (189)		1584		
Educ: Bachelors degree	24% (100)	38% (162)	15% (63)	15% (63)	8% (33)		420		
Educ: Post-grad	26% (57)	33% (74)	18% (39)	16% (36)	7% (15)		221		
Income: Under 50k	29% (386)	26% (347)	15% (203)	18% (233)	12% (155)		1324		
Income: 50k-100k	26% (162)	38% (238)	12% (77)	16% (100)	9% (55)		632		
Income: 100k+	25% (67)	38% (103)	15% (40)	12% (33)	10% (26)		269		
Ethnicity: White	23% (410)	32% (565)	15% (274)	18% (323)	11% (198)		1769		
Ethnicity: Hispanic	47% (157)	26% (86)	12% (39)	8% (27)	7% (24)		333		

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Table BRD22: How likely are you to purchase goods or services from Nike?

Demographic	Somewhat						Don't Know /		Total N
	Very likely	likely	Not too likely	Not likely at all	No Opinon				
Adults	28% (615)	31% (687)	14% (320)	16% (366)	11% (236)		2225		
Ethnicity: Afr. Am.	50% (137)	25% (68)	9% (26)	8% (23)	7% (18)		272		
Ethnicity: Other	37% (69)	29% (54)	11% (20)	11% (20)	11% (21)		184		
Relig: Protestant	20% (95)	35% (170)	16% (76)	19% (92)	10% (49)		483		
Relig: Roman Catholic	27% (121)	32% (143)	13% (59)	15% (67)	12% (52)		441		
Relig: Ath./Agn./None	28% (183)	29% (194)	14% (93)	19% (122)	10% (67)		659		
Relig: Something Else	32% (114)	26% (93)	16% (59)	16% (56)	10% (38)		360		
Relig: Evangelical	29% (180)	33% (201)	14% (83)	14% (83)	11% (65)		612		
Relig: Non-Evang. Catholics	23% (137)	33% (197)	14% (84)	18% (105)	11% (67)		590		
Relig: All Christian	26% (317)	33% (397)	14% (167)	16% (188)	11% (132)		1202		
Relig: All Non-Christian	29% (297)	28% (287)	15% (153)	17% (178)	10% (104)		1020		
Community: Urban	34% (197)	29% (171)	12% (72)	14% (80)	11% (65)		586		
Community: Suburban	24% (237)	32% (324)	15% (153)	17% (174)	11% (109)		997		
Community: Rural	28% (182)	30% (192)	15% (95)	17% (112)	10% (62)		642		
Employ: Private Sector	30% (198)	34% (224)	13% (83)	15% (96)	8% (50)		650		
Employ: Government	41% (64)	33% (51)	6% (9)	15% (24)	6% (9)		157		
Employ: Self-Employed	32% (68)	35% (73)	11% (22)	13% (27)	9% (20)		209		
Employ: Homemaker	27% (52)	32% (60)	17% (32)	17% (33)	7% (14)		191		
Employ: Student	33% (41)	30% (36)	17% (21)	15% (19)	4% (5)		122		
Employ: Retired	12% (58)	28% (133)	20% (95)	22% (102)	18% (83)		472		
Employ: Unemployed	32% (66)	22% (43)	14% (29)	20% (39)	12% (24)		202		
Employ: Other	32% (70)	30% (65)	13% (29)	12% (26)	14% (31)		221		
Job Type: White-collar	25% (178)	35% (248)	15% (110)	17% (121)	8% (57)		714		
Job Type: Blue-collar	25% (250)	33% (327)	15% (144)	16% (162)	10% (101)		983		
Job Type: Don't Know	35% (187)	21% (113)	12% (66)	16% (83)	15% (79)		528		
Military HH: Yes	26% (118)	30% (133)	14% (64)	19% (87)	11% (49)		451		
Military HH: No	28% (497)	31% (554)	14% (256)	16% (279)	11% (188)		1774		
2016 Vote: Democrat Hillary Clinton	27% (201)	32% (238)	16% (116)	14% (102)	11% (82)		739		
2016 Vote: Republican Donald Trump	25% (186)	33% (249)	14% (108)	18% (135)	10% (79)		758		
2016 Vote: Someone else	20% (33)	34% (56)	15% (25)	22% (37)	8% (13)		163		

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Table BRD22: *How likely are you to purchase goods or services from Nike?*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinon		Total N
Adults	28%	(615)	31%	(687)	14%	(320)	16%	(366)	11%	(236)	2225
2012 Vote: Barack Obama	27%	(220)	31%	(249)	15%	(121)	16%	(129)	10%	(82)	801
2012 Vote: Mitt Romney	20%	(123)	36%	(217)	13%	(80)	19%	(118)	12%	(72)	610
2012 Vote: Other	16%	(17)	33%	(33)	18%	(19)	24%	(24)	9%	(9)	101
2012 Vote: Didn't Vote	36%	(256)	26%	(187)	14%	(98)	13%	(94)	10%	(73)	708
4-Region: Northeast	23%	(95)	28%	(112)	18%	(72)	16%	(65)	15%	(63)	406
4-Region: Midwest	23%	(110)	35%	(170)	15%	(70)	17%	(83)	10%	(46)	479
4-Region: South	31%	(256)	31%	(255)	14%	(113)	15%	(125)	9%	(74)	823
4-Region: West	30%	(154)	29%	(150)	13%	(65)	18%	(93)	11%	(55)	517

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2225	100%
xdemGender	Gender: Male	1071	48%
	Gender: Female	1154	52%
	N	2225	
age5	Age: 18-29	517	23%
	Age: 30-44	529	24%
	Age: 45-54	410	18%
	Age: 55-64	367	16%
	Age: 65+	402	18%
	N	2225	
xpid3	PID: Dem (no lean)	700	31%
	PID: Ind (no lean)	839	38%
	PID: Rep (no lean)	686	31%
	N	2225	
xpidGender	PID/Gender: Dem Men	336	15%
	PID/Gender: Dem Women	363	16%
	PID/Gender: Ind Men	385	17%
	PID/Gender: Ind Women	454	20%
	PID/Gender: Rep Men	350	16%
	PID/Gender: Rep Women	337	15%
	N	2225	
xdemTea	Tea Party: Supporter	591	27%
	Tea Party: Not Supporter	1625	73%
	N	2216	
xdemIdeo3	Ideo: Liberal (1-3)	668	30%
	Ideo: Moderate (4)	540	24%
	Ideo: Conservative (5-7)	724	33%
	N	1933	
xeduc3	Educ: < College	1584	71%
	Educ: Bachelors degree	420	19%
	Educ: Post-grad	221	10%
	N	2225	
xdemInc3	Income: Under 50k	1324	60%
	Income: 50k-100k	632	28%
	Income: 100k+	269	12%
	N	2225	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1769	80%
xdemHispBin	Ethnicity: Hispanic	333	15%
demBlackBin	Ethnicity: Afr. Am.	272	12%
demRaceOther	Ethnicity: Other	184	8%
xrelNet	Relig: Protestant	483	22%
	Relig: Roman Catholic	441	20%
	Relig: Ath./Agn./None	659	30%
	Relig: Something Else	360	16%
	N	1943	
xreligion1	Relig: Jewish	47	2%
xreligion2	Relig: Evangelical	612	28%
	Relig: Non-Evang. Catholics	590	27%
	N	1202	
xreligion3	Relig: All Christian	1202	54%
	Relig: All Non-Christian	1020	46%
	N	2221	
xdemUsr	Community: Urban	586	26%
	Community: Suburban	997	45%
	Community: Rural	642	29%
	N	2225	
xdemEmploy	Employ: Private Sector	650	29%
	Employ: Government	157	7%
	Employ: Self-Employed	209	9%
	Employ: Homemaker	191	9%
	Employ: Student	122	6%
	Employ: Retired	472	21%
	Employ: Unemployed	202	9%
	Employ: Other	221	10%
	N	2225	
xdemJobStatus	Job Type: White-collar	714	32%
	Job Type: Blue-collar	983	44%
	Job Type: Don't Know	528	24%
	N	2225	
xdemMilHH1	Military HH: Yes	451	20%
	Military HH: No	1774	80%
	N	2225	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	739	33%
	2016 Vote: Republican Donald Trump	758	34%
	2016 Vote: Someone else	163	7%
	N	1660	
xsubVote12O	2012 Vote: Barack Obama	801	36%
	2012 Vote: Mitt Romney	610	27%
	2012 Vote: Other	101	5%
	2012 Vote: Didn't Vote	708	32%
	N	2220	
xreg4	4-Region: Northeast	406	18%
	4-Region: Midwest	479	22%
	4-Region: South	823	37%
	4-Region: West	517	23%
	N	2225	

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

