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Morning Consult
National Tracking Poll #170506
May 09-11, 2017

Crosstabulation Results

Methodology:

This poll was conducted from May 09-11, 2017, among a national sample of 2209 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 brands.

Dove

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	46% (1021)	36% (792)	4% (91)	2% (43)	10% (227)	2% (34)	2209
Gender: Male	39% (413)	37% (397)	5% (49)	2% (24)	15% (155)	2% (25)	1063
Gender: Female	53% (608)	35% (395)	4% (43)	2% (19)	6% (71)	1% (9)	1146
Age: 18-29	47% (232)	33% (164)	5% (26)	3% (16)	8% (40)	3% (16)	495
Age: 30-44	51% (275)	33% (179)	5% (27)	2% (14)	8% (46)	1% (4)	544
Age: 45-54	50% (199)	34% (138)	4% (14)	1% (4)	10% (39)	2% (8)	402
Age: 55-64	40% (147)	40% (149)	5% (17)	1% (5)	12% (46)	1% (4)	369
Age: 65+	42% (167)	41% (162)	2% (7)	1% (4)	14% (56)	1% (2)	399
PID: Dem (no lean)	54% (391)	31% (223)	4% (29)	2% (13)	8% (59)	1% (9)	724
PID: Ind (no lean)	44% (373)	35% (303)	4% (34)	3% (25)	12% (106)	2% (14)	855
PID: Rep (no lean)	41% (258)	42% (266)	4% (28)	1% (6)	10% (62)	2% (10)	630
PID/Gender: Dem Men	46% (147)	32% (104)	5% (16)	2% (6)	12% (38)	3% (9)	320
PID/Gender: Dem Women	60% (244)	30% (120)	3% (14)	2% (6)	5% (21)	— (0)	404
PID/Gender: Ind Men	36% (144)	36% (147)	5% (21)	3% (13)	18% (72)	2% (7)	404
PID/Gender: Ind Women	51% (229)	35% (156)	3% (13)	3% (12)	7% (33)	2% (7)	451
PID/Gender: Rep Men	36% (123)	43% (146)	3% (12)	1% (5)	13% (45)	3% (8)	339
PID/Gender: Rep Women	46% (135)	41% (120)	6% (16)	— (1)	6% (17)	1% (2)	290
Tea Party: Supporter	50% (297)	36% (211)	4% (26)	2% (13)	7% (38)	1% (6)	591
Tea Party: Not Supporter	45% (720)	36% (576)	4% (64)	2% (28)	12% (187)	2% (29)	1604
Ideo: Liberal (1-3)	50% (351)	35% (245)	6% (39)	2% (17)	6% (44)	1% (9)	705
Ideo: Moderate (4)	42% (191)	37% (167)	4% (17)	3% (12)	14% (62)	1% (6)	456
Ideo: Conservative (5-7)	43% (301)	40% (275)	3% (20)	1% (10)	12% (81)	1% (9)	697
Educ: < College	48% (752)	34% (540)	4% (65)	2% (34)	10% (153)	2% (29)	1572
Educ: Bachelors degree	43% (180)	40% (167)	4% (15)	2% (7)	11% (45)	1% (4)	417
Educ: Post-grad	41% (89)	39% (86)	5% (12)	1% (2)	13% (29)	1% (2)	219

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

Dove

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	46% (1021)	36% (792)	4% (91)	2% (43)	10% (227)	2% (34)	2209
Income: Under 50k	48% (658)	34% (459)	4% (53)	2% (30)	10% (135)	2% (22)	1357
Income: 50k-100k	43% (267)	39% (238)	5% (31)	2% (12)	10% (60)	2% (10)	618
Income: 100k+	41% (97)	41% (95)	3% (7)	1% (2)	13% (31)	1% (2)	234
Ethnicity: White	44% (780)	38% (668)	4% (69)	2% (28)	11% (192)	1% (20)	1757
Ethnicity: Hispanic	53% (174)	28% (91)	6% (21)	4% (14)	6% (21)	3% (10)	331
Ethnicity: Afr. Am.	59% (159)	25% (69)	3% (7)	3% (9)	7% (20)	2% (6)	270
Ethnicity: Other	45% (82)	30% (55)	8% (15)	3% (6)	9% (16)	5% (9)	183
Relig: Protestant	45% (222)	41% (202)	3% (14)	1% (6)	9% (45)	1% (4)	494
Relig: Roman Catholic	46% (216)	36% (170)	4% (18)	3% (16)	9% (43)	2% (7)	470
Relig: Ath./Agn./None	43% (259)	33% (200)	5% (29)	2% (12)	15% (90)	3% (19)	608
Relig: Something Else	47% (172)	35% (126)	6% (21)	1% (4)	10% (37)	1% (3)	362
Relig: Jewish	29% (16)	46% (25)	4% (2)	2% (1)	16% (9)	2% (1)	55
Relig: Evangelical	52% (323)	35% (220)	4% (23)	2% (14)	6% (38)	1% (8)	626
Relig: Non-Evang. Catholics	44% (268)	40% (246)	3% (18)	2% (13)	10% (63)	1% (5)	613
Relig: All Christian	48% (591)	38% (466)	3% (41)	2% (28)	8% (100)	1% (13)	1239
Relig: All Non-Christian	44% (431)	34% (326)	5% (50)	2% (16)	13% (126)	2% (22)	970
Community: Urban	50% (301)	33% (199)	4% (23)	2% (10)	10% (59)	1% (5)	597
Community: Suburban	43% (421)	38% (370)	4% (38)	2% (22)	11% (112)	1% (13)	976
Community: Rural	47% (299)	35% (223)	5% (31)	2% (12)	9% (56)	3% (16)	636
Employ: Private Sector	46% (308)	38% (258)	3% (22)	1% (5)	10% (70)	1% (9)	672
Employ: Government	52% (75)	31% (45)	6% (8)	2% (3)	8% (12)	2% (3)	145
Employ: Self-Employed	48% (83)	32% (56)	4% (7)	3% (6)	9% (16)	3% (5)	173
Employ: Homemaker	46% (87)	36% (67)	7% (14)	4% (7)	7% (13)	— (0)	188
Employ: Student	46% (51)	36% (41)	6% (7)	4% (5)	6% (6)	1% (2)	111
Employ: Retired	41% (189)	40% (186)	3% (12)	2% (9)	14% (65)	1% (4)	465
Employ: Unemployed	52% (131)	29% (74)	5% (13)	1% (3)	11% (27)	2% (4)	253
Employ: Other	48% (98)	32% (64)	4% (9)	3% (7)	9% (17)	4% (8)	203
Job Type: White-collar	42% (293)	40% (278)	5% (35)	2% (16)	9% (66)	1% (9)	697
Job Type: Blue-collar	47% (448)	37% (347)	4% (35)	1% (8)	10% (98)	1% (9)	944
Job Type: Don't Know	49% (281)	29% (167)	4% (20)	3% (20)	11% (63)	3% (17)	568

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

Dove

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	46% (1021)	36% (792)	4% (91)	2% (43)	10% (227)	2% (34)	2209
Military HH: Yes	49% (206)	35% (146)	2% (10)	2% (9)	11% (45)	1% (6)	421
Military HH: No	46% (815)	36% (646)	5% (82)	2% (35)	10% (182)	2% (28)	1788
2016 Vote: Clinton	52% (355)	32% (217)	5% (31)	2% (13)	9% (61)	1% (8)	685
2016 Vote: Trump	40% (284)	43% (301)	3% (23)	2% (13)	11% (78)	1% (8)	706
2016 Vote: Someone else	38% (73)	41% (79)	5% (9)	1% (2)	14% (27)	1% (2)	193
2012 Vote: Barack Obama	51% (407)	34% (270)	4% (34)	1% (11)	9% (69)	1% (7)	797
2012 Vote: Mitt Romney	38% (207)	44% (240)	3% (14)	1% (6)	13% (72)	1% (5)	544
2012 Vote: Other	34% (29)	42% (36)	3% (2)	1% (1)	18% (15)	3% (2)	87
2012 Vote: Didn't Vote	48% (375)	32% (245)	5% (40)	3% (26)	9% (71)	3% (20)	777
4-Region: Northeast	49% (196)	31% (126)	4% (18)	3% (11)	11% (43)	3% (10)	403
4-Region: Midwest	44% (209)	41% (195)	4% (20)	1% (5)	9% (41)	1% (6)	475
4-Region: South	49% (401)	34% (277)	4% (29)	2% (13)	11% (87)	1% (11)	818
4-Region: West	42% (216)	38% (195)	5% (24)	3% (14)	11% (56)	1% (7)	513

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 brands.

Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	38% (842)	34% (743)	5% (109)	2% (42)	19% (410)	3% (62)	2209
Gender: Male	26% (275)	34% (363)	7% (70)	2% (19)	27% (289)	4% (47)	1063
Gender: Female	49% (567)	33% (380)	3% (39)	2% (23)	11% (122)	1% (15)	1146
Age: 18-29	31% (152)	36% (180)	8% (38)	3% (17)	16% (81)	5% (26)	495
Age: 30-44	41% (221)	34% (185)	6% (31)	3% (15)	16% (85)	2% (9)	544
Age: 45-54	42% (168)	34% (136)	3% (13)	1% (4)	16% (63)	4% (18)	402
Age: 55-64	38% (140)	34% (125)	4% (16)	— (1)	22% (82)	2% (6)	369
Age: 65+	41% (162)	30% (118)	3% (10)	1% (5)	25% (99)	1% (4)	399
PID: Dem (no lean)	43% (312)	33% (236)	6% (42)	2% (16)	13% (95)	3% (24)	724
PID: Ind (no lean)	36% (304)	33% (283)	4% (34)	2% (16)	22% (190)	3% (28)	855
PID: Rep (no lean)	36% (226)	36% (224)	5% (34)	2% (11)	20% (125)	2% (10)	630
PID/Gender: Dem Men	30% (97)	33% (106)	10% (32)	2% (6)	19% (61)	6% (18)	320
PID/Gender: Dem Women	53% (214)	32% (130)	2% (10)	2% (10)	8% (34)	1% (6)	404
PID/Gender: Ind Men	23% (93)	35% (142)	4% (16)	2% (9)	31% (127)	5% (19)	404
PID/Gender: Ind Women	47% (211)	31% (141)	4% (18)	2% (8)	14% (63)	2% (9)	451
PID/Gender: Rep Men	25% (85)	34% (115)	7% (23)	1% (5)	30% (101)	3% (10)	339
PID/Gender: Rep Women	49% (141)	38% (109)	4% (11)	2% (5)	8% (24)	— (0)	290
Tea Party: Supporter	43% (254)	33% (193)	7% (39)	1% (5)	15% (91)	2% (9)	591
Tea Party: Not Supporter	36% (581)	34% (548)	4% (70)	2% (37)	20% (318)	3% (50)	1604
Ideo: Liberal (1-3)	41% (290)	33% (236)	6% (41)	3% (21)	13% (92)	4% (25)	705
Ideo: Moderate (4)	38% (173)	33% (148)	4% (18)	2% (8)	22% (98)	2% (10)	456
Ideo: Conservative (5-7)	33% (230)	37% (260)	5% (36)	1% (7)	22% (150)	2% (13)	697
Educ: < College	40% (626)	32% (506)	5% (80)	2% (37)	17% (272)	3% (51)	1572
Educ: Bachelors degree	35% (145)	38% (157)	3% (14)	1% (5)	21% (90)	2% (7)	417
Educ: Post-grad	32% (71)	36% (80)	7% (16)	— (0)	22% (49)	2% (4)	219
Income: Under 50k	39% (529)	32% (438)	5% (72)	2% (29)	18% (244)	3% (46)	1357
Income: 50k-100k	38% (232)	35% (219)	5% (31)	2% (12)	18% (113)	2% (11)	618
Income: 100k+	35% (81)	37% (87)	3% (6)	1% (2)	23% (53)	2% (5)	234

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

Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	38% (842)	34% (743)	5% (109)	2% (42)	19% (410)	3% (62)	2209
Ethnicity: White	37% (648)	34% (599)	5% (84)	2% (36)	20% (354)	2% (36)	1757
Ethnicity: Hispanic	44% (145)	33% (108)	5% (17)	4% (14)	10% (34)	4% (12)	331
Ethnicity: Afr. Am.	48% (128)	29% (78)	4% (12)	2% (5)	12% (32)	5% (15)	270
Ethnicity: Other	36% (65)	36% (67)	8% (14)	1% (1)	13% (25)	6% (11)	183
Relig: Protestant	39% (191)	35% (171)	4% (22)	1% (5)	20% (97)	2% (8)	494
Relig: Roman Catholic	41% (191)	36% (171)	6% (30)	2% (9)	13% (62)	2% (8)	470
Relig: Ath./Agn./None	32% (197)	31% (188)	4% (24)	3% (19)	25% (150)	5% (31)	608
Relig: Something Else	40% (146)	30% (108)	7% (24)	1% (4)	19% (69)	3% (11)	362
Relig: Jewish	31% (17)	30% (17)	1% (1)	— (0)	27% (15)	10% (6)	55
Relig: Evangelical	42% (266)	36% (224)	5% (31)	1% (8)	13% (83)	2% (15)	626
Relig: Non-Evang. Catholics	38% (233)	36% (223)	5% (31)	2% (12)	18% (109)	1% (6)	613
Relig: All Christian	40% (499)	36% (447)	5% (61)	2% (20)	15% (191)	2% (20)	1239
Relig: All Non-Christian	35% (343)	30% (296)	5% (48)	2% (22)	23% (219)	4% (42)	970
Community: Urban	41% (244)	32% (194)	5% (30)	1% (8)	17% (104)	3% (18)	597
Community: Suburban	35% (344)	35% (339)	5% (45)	2% (21)	21% (202)	3% (25)	976
Community: Rural	40% (254)	33% (211)	5% (34)	2% (14)	16% (105)	3% (20)	636
Employ: Private Sector	36% (243)	36% (242)	6% (40)	2% (11)	19% (126)	1% (9)	672
Employ: Government	37% (54)	38% (56)	4% (6)	3% (5)	15% (22)	1% (2)	145
Employ: Self-Employed	42% (72)	30% (52)	5% (9)	4% (7)	10% (17)	9% (15)	173
Employ: Homemaker	46% (86)	33% (62)	6% (12)	1% (2)	14% (27)	— (0)	188
Employ: Student	27% (30)	36% (40)	10% (11)	4% (4)	17% (19)	6% (6)	111
Employ: Retired	36% (169)	31% (146)	3% (16)	1% (3)	26% (120)	2% (11)	465
Employ: Unemployed	43% (109)	33% (84)	2% (6)	2% (5)	16% (41)	3% (9)	253
Employ: Other	39% (79)	30% (61)	5% (9)	3% (6)	19% (38)	5% (10)	203
Job Type: White-collar	39% (273)	34% (238)	5% (35)	1% (9)	19% (130)	2% (13)	697
Job Type: Blue-collar	38% (362)	35% (329)	5% (50)	2% (21)	18% (166)	2% (15)	944
Job Type: Don't Know	36% (207)	31% (176)	4% (24)	2% (12)	20% (115)	6% (34)	568
Military HH: Yes	43% (181)	32% (136)	2% (8)	1% (6)	20% (85)	1% (5)	421
Military HH: No	37% (661)	34% (607)	6% (101)	2% (36)	18% (326)	3% (57)	1788

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

Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	38% (842)	34% (743)	5% (109)	2% (42)	19% (410)	3% (62)	2209
2016 Vote: Clinton	40% (277)	33% (226)	5% (33)	2% (15)	16% (112)	3% (22)	685
2016 Vote: Trump	36% (257)	34% (243)	5% (35)	1% (8)	21% (152)	2% (12)	706
2016 Vote: Someone else	25% (49)	40% (77)	5% (10)	2% (3)	26% (50)	2% (4)	193
2012 Vote: Barack Obama	40% (321)	35% (277)	4% (35)	1% (10)	17% (134)	3% (21)	797
2012 Vote: Mitt Romney	34% (183)	37% (203)	4% (19)	1% (7)	23% (126)	1% (6)	544
2012 Vote: Other	25% (22)	31% (27)	3% (2)	1% (1)	33% (29)	6% (5)	87
2012 Vote: Didn't Vote	41% (315)	30% (236)	7% (53)	3% (25)	15% (118)	4% (30)	777
4-Region: Northeast	38% (155)	30% (121)	4% (17)	3% (13)	21% (84)	3% (13)	403
4-Region: Midwest	35% (165)	38% (180)	6% (27)	1% (5)	19% (90)	2% (9)	475
4-Region: South	40% (327)	33% (269)	4% (35)	2% (14)	19% (157)	2% (16)	818
4-Region: West	38% (195)	34% (173)	6% (31)	2% (10)	16% (80)	5% (24)	513

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 brands.

Lux

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	9% (207)	14% (317)	6% (123)	2% (54)	24% (540)	44% (968)	2209
Gender: Male	11% (121)	17% (177)	6% (68)	3% (27)	26% (280)	37% (390)	1063
Gender: Female	7% (86)	12% (140)	5% (55)	2% (27)	23% (260)	50% (578)	1146
Age: 18-29	9% (42)	10% (51)	7% (33)	5% (23)	23% (116)	46% (230)	495
Age: 30-44	17% (94)	12% (63)	7% (36)	3% (14)	16% (89)	46% (249)	544
Age: 45-54	6% (25)	16% (66)	5% (19)	2% (10)	24% (94)	47% (188)	402
Age: 55-64	6% (21)	15% (55)	6% (21)	1% (6)	31% (115)	41% (152)	369
Age: 65+	7% (26)	21% (82)	3% (14)	— (2)	31% (125)	38% (150)	399
PID: Dem (no lean)	13% (93)	12% (87)	7% (48)	3% (21)	25% (178)	41% (297)	724
PID: Ind (no lean)	6% (55)	14% (118)	5% (42)	2% (17)	26% (222)	47% (401)	855
PID: Rep (no lean)	9% (59)	18% (112)	5% (32)	2% (16)	22% (141)	43% (270)	630
PID/Gender: Dem Men	16% (50)	14% (45)	9% (27)	2% (8)	26% (84)	33% (106)	320
PID/Gender: Dem Women	11% (43)	10% (42)	5% (21)	3% (13)	23% (94)	47% (191)	404
PID/Gender: Ind Men	8% (31)	17% (68)	6% (23)	1% (6)	29% (116)	40% (161)	404
PID/Gender: Ind Women	5% (24)	11% (51)	4% (19)	2% (11)	24% (106)	53% (241)	451
PID/Gender: Rep Men	12% (40)	19% (64)	5% (17)	4% (13)	24% (81)	36% (123)	339
PID/Gender: Rep Women	7% (19)	16% (48)	5% (15)	1% (2)	21% (60)	50% (146)	290
Tea Party: Supporter	17% (99)	18% (106)	7% (42)	3% (17)	17% (103)	38% (225)	591
Tea Party: Not Supporter	7% (108)	13% (207)	5% (81)	2% (37)	27% (433)	46% (738)	1604
Ideo: Liberal (1-3)	16% (111)	14% (97)	7% (49)	4% (25)	23% (165)	37% (258)	705
Ideo: Moderate (4)	6% (27)	16% (71)	6% (26)	2% (9)	28% (128)	42% (194)	456
Ideo: Conservative (5-7)	7% (50)	16% (113)	4% (31)	1% (8)	24% (170)	47% (324)	697
Educ: < College	8% (122)	14% (221)	6% (95)	3% (43)	23% (366)	46% (726)	1572
Educ: Bachelors degree	13% (53)	14% (60)	4% (19)	2% (7)	28% (117)	39% (162)	417
Educ: Post-grad	15% (33)	16% (36)	4% (9)	2% (4)	26% (58)	37% (80)	219
Income: Under 50k	9% (128)	14% (194)	6% (82)	2% (34)	23% (309)	45% (610)	1357
Income: 50k-100k	8% (47)	14% (87)	5% (34)	3% (18)	27% (169)	43% (264)	618
Income: 100k+	14% (32)	15% (36)	3% (7)	1% (2)	27% (63)	40% (94)	234

Continued on next page

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

Lux

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	9% (207)	14% (317)	6% (123)	2% (54)	24% (540)	44% (968)	2209
Ethnicity: White	8% (147)	14% (250)	5% (89)	2% (36)	25% (436)	45% (799)	1757
Ethnicity: Hispanic	20% (65)	15% (49)	8% (27)	3% (10)	18% (59)	37% (122)	331
Ethnicity: Afr. Am.	15% (40)	13% (36)	7% (18)	5% (15)	21% (57)	38% (104)	270
Ethnicity: Other	11% (20)	17% (31)	9% (16)	2% (3)	26% (47)	36% (66)	183
Relig: Protestant	9% (43)	17% (86)	6% (29)	1% (5)	27% (133)	40% (199)	494
Relig: Roman Catholic	15% (70)	17% (78)	6% (29)	2% (11)	20% (94)	40% (188)	470
Relig: Ath./Agn./None	7% (43)	11% (65)	4% (23)	3% (21)	30% (184)	45% (272)	608
Relig: Something Else	7% (26)	14% (50)	7% (27)	2% (8)	24% (85)	46% (166)	362
Relig: Jewish	3% (1)	11% (6)	2% (1)	3% (1)	38% (21)	44% (24)	55
Relig: Evangelical	15% (93)	16% (102)	6% (39)	2% (14)	18% (111)	43% (267)	626
Relig: Non-Evang. Catholics	7% (46)	16% (100)	6% (34)	2% (10)	26% (160)	43% (263)	613
Relig: All Christian	11% (139)	16% (202)	6% (73)	2% (24)	22% (271)	43% (530)	1239
Relig: All Non-Christian	7% (69)	12% (115)	5% (50)	3% (29)	28% (269)	45% (438)	970
Community: Urban	16% (96)	17% (100)	6% (35)	3% (20)	22% (129)	36% (217)	597
Community: Suburban	7% (73)	13% (123)	5% (44)	2% (15)	27% (261)	47% (460)	976
Community: Rural	6% (39)	15% (94)	7% (43)	3% (19)	24% (149)	46% (291)	636
Employ: Private Sector	13% (88)	14% (95)	5% (31)	2% (14)	24% (158)	43% (286)	672
Employ: Government	20% (29)	17% (24)	6% (9)	1% (2)	26% (38)	31% (44)	145
Employ: Self-Employed	12% (20)	16% (27)	7% (12)	2% (4)	24% (42)	39% (67)	173
Employ: Homemaker	5% (10)	15% (29)	5% (9)	4% (8)	19% (35)	52% (97)	188
Employ: Student	3% (3)	7% (7)	7% (8)	8% (9)	22% (25)	53% (59)	111
Employ: Retired	6% (29)	18% (81)	5% (22)	1% (5)	31% (143)	40% (185)	465
Employ: Unemployed	9% (23)	12% (30)	7% (19)	2% (6)	21% (53)	49% (123)	253
Employ: Other	3% (7)	11% (23)	6% (13)	3% (6)	23% (47)	53% (108)	203
Job Type: White-collar	11% (75)	15% (108)	6% (39)	4% (27)	24% (165)	41% (284)	697
Job Type: Blue-collar	10% (99)	15% (142)	4% (41)	1% (14)	26% (247)	43% (401)	944
Job Type: Don't Know	6% (34)	12% (67)	8% (43)	2% (13)	23% (128)	50% (283)	568
Military HH: Yes	14% (60)	14% (61)	5% (21)	4% (15)	28% (119)	35% (146)	421
Military HH: No	8% (147)	14% (256)	6% (101)	2% (39)	24% (422)	46% (822)	1788

Continued on next page

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

Lux

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	9% (207)	14% (317)	6% (123)	2% (54)	24% (540)	44% (968)	2209
2016 Vote: Clinton	13% (87)	12% (86)	5% (35)	3% (19)	26% (179)	41% (280)	685
2016 Vote: Trump	10% (67)	19% (134)	5% (38)	2% (13)	24% (166)	41% (287)	706
2016 Vote: Someone else	5% (10)	13% (26)	4% (8)	2% (3)	30% (57)	46% (89)	193
2012 Vote: Barack Obama	13% (100)	14% (115)	4% (34)	3% (27)	25% (203)	40% (318)	797
2012 Vote: Mitt Romney	7% (36)	19% (102)	5% (28)	1% (4)	26% (140)	43% (234)	544
2012 Vote: Other	6% (5)	17% (15)	4% (3)	1% (1)	28% (25)	45% (39)	87
2012 Vote: Didn't Vote	8% (63)	11% (85)	7% (58)	3% (22)	22% (171)	49% (377)	777
4-Region: Northeast	8% (31)	13% (52)	7% (27)	2% (9)	28% (115)	42% (169)	403
4-Region: Midwest	7% (32)	18% (85)	6% (30)	2% (10)	22% (106)	45% (213)	475
4-Region: South	10% (82)	13% (108)	5% (39)	3% (27)	24% (200)	44% (361)	818
4-Region: West	12% (62)	14% (72)	5% (27)	2% (8)	23% (120)	44% (225)	513

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 brands.

Nivea

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	29% (641)	35% (765)	4% (92)	2% (34)	23% (505)	8% (172)	2209
Gender: Male	24% (256)	32% (344)	5% (51)	2% (17)	27% (288)	10% (109)	1063
Gender: Female	34% (386)	37% (421)	4% (41)	2% (18)	19% (217)	6% (63)	1146
Age: 18-29	22% (107)	32% (160)	7% (36)	3% (13)	22% (110)	14% (69)	495
Age: 30-44	37% (199)	35% (191)	4% (20)	2% (13)	16% (88)	6% (34)	544
Age: 45-54	31% (126)	35% (139)	4% (15)	1% (4)	23% (94)	6% (25)	402
Age: 55-64	30% (110)	39% (143)	3% (11)	1% (3)	23% (86)	4% (16)	369
Age: 65+	25% (100)	33% (133)	2% (10)	— (1)	32% (127)	7% (28)	399
PID: Dem (no lean)	37% (269)	32% (230)	5% (34)	1% (10)	19% (138)	6% (44)	724
PID: Ind (no lean)	24% (202)	37% (313)	5% (39)	2% (15)	25% (211)	9% (75)	855
PID: Rep (no lean)	27% (170)	35% (222)	3% (18)	2% (10)	25% (156)	8% (53)	630
PID/Gender: Dem Men	32% (101)	32% (103)	7% (22)	1% (3)	20% (63)	9% (28)	320
PID/Gender: Dem Women	41% (167)	31% (127)	3% (12)	2% (7)	18% (74)	4% (16)	404
PID/Gender: Ind Men	18% (74)	34% (139)	5% (21)	2% (8)	30% (119)	11% (43)	404
PID/Gender: Ind Women	28% (129)	39% (174)	4% (19)	1% (6)	20% (92)	7% (32)	451
PID/Gender: Rep Men	24% (80)	30% (102)	2% (8)	2% (6)	31% (105)	11% (38)	339
PID/Gender: Rep Women	31% (90)	41% (120)	4% (10)	1% (4)	18% (51)	5% (15)	290
Tea Party: Supporter	37% (220)	33% (194)	4% (21)	1% (7)	19% (110)	7% (39)	591
Tea Party: Not Supporter	26% (417)	35% (563)	4% (71)	2% (27)	25% (393)	8% (133)	1604
Ideo: Liberal (1-3)	36% (254)	36% (252)	6% (43)	2% (13)	16% (110)	5% (33)	705
Ideo: Moderate (4)	23% (104)	37% (167)	4% (20)	2% (8)	26% (119)	8% (38)	456
Ideo: Conservative (5-7)	28% (193)	36% (249)	3% (18)	1% (6)	25% (175)	8% (55)	697
Educ: < College	28% (437)	35% (547)	4% (69)	2% (25)	23% (361)	8% (133)	1572
Educ: Bachelors degree	33% (136)	35% (144)	4% (17)	1% (6)	22% (90)	6% (25)	417
Educ: Post-grad	31% (68)	34% (74)	3% (7)	2% (4)	24% (53)	6% (14)	219
Income: Under 50k	29% (389)	34% (457)	5% (70)	1% (18)	23% (309)	8% (114)	1357
Income: 50k-100k	29% (177)	37% (229)	3% (16)	2% (13)	22% (139)	7% (43)	618
Income: 100k+	32% (75)	34% (79)	3% (6)	1% (3)	24% (57)	6% (14)	234

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

Nivea

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	29% (641)	35% (765)	4% (92)	2% (34)	23% (505)	8% (172)	2209
Ethnicity: White	27% (474)	36% (624)	4% (70)	2% (29)	24% (430)	7% (130)	1757
Ethnicity: Hispanic	37% (122)	38% (125)	6% (21)	2% (7)	10% (33)	7% (23)	331
Ethnicity: Afr. Am.	44% (119)	29% (79)	4% (9)	1% (2)	15% (39)	8% (22)	270
Ethnicity: Other	27% (48)	34% (62)	7% (13)	2% (4)	19% (35)	11% (20)	183
Relig: Protestant	27% (136)	39% (194)	3% (15)	— (2)	22% (111)	7% (36)	494
Relig: Roman Catholic	33% (154)	34% (162)	6% (26)	1% (7)	20% (94)	6% (28)	470
Relig: Ath./Agn./None	26% (159)	32% (197)	3% (18)	2% (10)	28% (169)	9% (54)	608
Relig: Something Else	28% (102)	32% (116)	7% (24)	3% (10)	22% (81)	8% (29)	362
Relig: Jewish	17% (9)	34% (18)	6% (3)	5% (3)	29% (16)	9% (5)	55
Relig: Evangelical	34% (213)	35% (220)	4% (28)	1% (6)	17% (106)	8% (52)	626
Relig: Non-Evang. Catholics	27% (167)	38% (232)	4% (22)	1% (7)	24% (148)	6% (37)	613
Relig: All Christian	31% (380)	36% (452)	4% (50)	1% (14)	21% (254)	7% (89)	1239
Relig: All Non-Christian	27% (261)	32% (313)	4% (42)	2% (21)	26% (250)	9% (83)	970
Community: Urban	35% (211)	32% (189)	5% (31)	2% (13)	19% (111)	7% (42)	597
Community: Suburban	27% (262)	37% (359)	3% (28)	1% (12)	25% (246)	7% (69)	976
Community: Rural	26% (168)	34% (217)	5% (33)	1% (9)	23% (148)	10% (61)	636
Employ: Private Sector	33% (224)	35% (234)	3% (23)	1% (10)	21% (140)	6% (41)	672
Employ: Government	29% (42)	44% (64)	2% (3)	3% (4)	17% (25)	5% (7)	145
Employ: Self-Employed	32% (55)	34% (59)	5% (8)	3% (5)	19% (33)	8% (14)	173
Employ: Homemaker	27% (50)	37% (70)	8% (14)	2% (5)	22% (41)	4% (7)	188
Employ: Student	21% (23)	31% (34)	10% (12)	1% (1)	21% (23)	17% (19)	111
Employ: Retired	25% (115)	34% (160)	3% (13)	— (1)	31% (144)	7% (33)	465
Employ: Unemployed	33% (84)	30% (75)	4% (9)	2% (4)	21% (52)	11% (28)	253
Employ: Other	24% (48)	34% (70)	4% (9)	2% (5)	23% (47)	12% (24)	203
Job Type: White-collar	31% (214)	37% (255)	4% (31)	2% (10)	21% (144)	6% (42)	697
Job Type: Blue-collar	29% (276)	36% (340)	4% (35)	1% (14)	24% (228)	5% (51)	944
Job Type: Don't Know	27% (151)	30% (170)	5% (27)	2% (10)	23% (132)	14% (79)	568
Military HH: Yes	35% (149)	31% (129)	3% (13)	1% (4)	26% (108)	5% (19)	421
Military HH: No	28% (493)	36% (636)	4% (79)	2% (31)	22% (397)	9% (153)	1788

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

Nivea

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	29% (641)	35% (765)	4% (92)	2% (34)	23% (505)	8% (172)	2209
2016 Vote: Clinton	36% (247)	33% (229)	4% (27)	2% (11)	20% (134)	6% (38)	685
2016 Vote: Trump	27% (193)	35% (248)	3% (22)	1% (10)	26% (182)	7% (50)	706
2016 Vote: Someone else	20% (39)	39% (76)	6% (11)	— (1)	29% (56)	5% (10)	193
2012 Vote: Barack Obama	35% (278)	35% (281)	5% (38)	1% (11)	20% (156)	4% (33)	797
2012 Vote: Mitt Romney	25% (137)	36% (196)	2% (12)	1% (6)	28% (150)	8% (43)	544
2012 Vote: Other	17% (15)	33% (29)	5% (4)	2% (1)	35% (31)	8% (7)	87
2012 Vote: Didn't Vote	27% (210)	33% (259)	5% (37)	2% (16)	21% (166)	11% (89)	777
4-Region: Northeast	27% (110)	34% (137)	4% (15)	3% (11)	25% (101)	7% (29)	403
4-Region: Midwest	26% (122)	38% (181)	4% (19)	1% (2)	26% (122)	6% (30)	475
4-Region: South	30% (246)	34% (276)	5% (38)	2% (15)	21% (169)	9% (74)	818
4-Region: West	32% (164)	33% (171)	4% (20)	1% (6)	22% (112)	8% (40)	513

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 brands.

Clinique

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	25% (556)	28% (612)	6% (123)	2% (50)	26% (576)	13% (292)	2209
Gender: Male	17% (184)	23% (243)	7% (70)	2% (25)	31% (330)	20% (211)	1063
Gender: Female	32% (372)	32% (369)	5% (53)	2% (25)	21% (246)	7% (82)	1146
Age: 18-29	22% (109)	23% (114)	8% (40)	3% (14)	23% (116)	21% (102)	495
Age: 30-44	31% (168)	29% (155)	6% (34)	3% (16)	21% (113)	11% (58)	544
Age: 45-54	26% (105)	28% (114)	4% (18)	3% (11)	27% (108)	12% (47)	402
Age: 55-64	24% (88)	30% (112)	5% (20)	1% (5)	28% (105)	11% (39)	369
Age: 65+	22% (87)	30% (118)	3% (11)	1% (4)	34% (134)	11% (45)	399
PID: Dem (no lean)	30% (217)	28% (200)	7% (50)	2% (14)	21% (149)	13% (95)	724
PID: Ind (no lean)	23% (199)	24% (208)	5% (40)	2% (21)	31% (265)	14% (122)	855
PID: Rep (no lean)	22% (140)	33% (205)	5% (33)	2% (15)	26% (162)	12% (76)	630
PID/Gender: Dem Men	24% (76)	22% (72)	9% (30)	1% (2)	23% (75)	20% (65)	320
PID/Gender: Dem Women	35% (141)	32% (128)	5% (20)	3% (12)	18% (74)	7% (30)	404
PID/Gender: Ind Men	14% (58)	21% (84)	5% (18)	3% (12)	36% (146)	21% (86)	404
PID/Gender: Ind Women	31% (142)	27% (124)	5% (22)	2% (9)	26% (119)	8% (35)	451
PID/Gender: Rep Men	15% (50)	26% (88)	6% (22)	3% (11)	32% (109)	18% (60)	339
PID/Gender: Rep Women	31% (90)	40% (117)	4% (11)	1% (4)	18% (53)	6% (16)	290
Tea Party: Supporter	31% (182)	30% (177)	6% (37)	2% (11)	21% (122)	11% (62)	591
Tea Party: Not Supporter	23% (368)	27% (434)	5% (86)	2% (37)	28% (452)	14% (226)	1604
Ideo: Liberal (1-3)	33% (230)	32% (222)	7% (48)	2% (17)	17% (121)	10% (67)	705
Ideo: Moderate (4)	23% (103)	21% (96)	6% (29)	3% (14)	31% (141)	16% (72)	456
Ideo: Conservative (5-7)	21% (148)	32% (226)	4% (31)	1% (8)	29% (199)	12% (84)	697
Educ: < College	23% (368)	26% (412)	6% (91)	2% (39)	26% (408)	16% (254)	1572
Educ: Bachelors degree	32% (132)	30% (123)	4% (18)	2% (7)	27% (114)	6% (24)	417
Educ: Post-grad	26% (56)	35% (78)	6% (13)	2% (4)	25% (54)	7% (15)	219
Income: Under 50k	24% (327)	25% (342)	6% (83)	3% (35)	26% (359)	16% (212)	1357
Income: 50k-100k	27% (167)	30% (188)	6% (37)	2% (13)	24% (150)	10% (63)	618
Income: 100k+	27% (63)	36% (83)	1% (3)	1% (2)	28% (66)	7% (17)	234

Continued on next page

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

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	25% (556)	28% (612)	6% (123)	2% (50)	26% (576)	13% (292)	2209
Ethnicity: White	24% (429)	29% (513)	5% (92)	2% (39)	27% (473)	12% (211)	1757
Ethnicity: Hispanic	32% (106)	25% (82)	8% (26)	2% (5)	15% (49)	19% (63)	331
Ethnicity: Afr. Am.	32% (86)	20% (54)	6% (16)	3% (8)	21% (56)	18% (50)	270
Ethnicity: Other	23% (41)	25% (46)	8% (15)	1% (2)	26% (47)	17% (31)	183
Relig: Protestant	26% (129)	31% (154)	4% (22)	2% (10)	25% (123)	12% (57)	494
Relig: Roman Catholic	28% (130)	31% (148)	8% (38)	2% (9)	21% (98)	10% (48)	470
Relig: Ath./Agn./None	20% (123)	23% (140)	4% (27)	3% (17)	33% (199)	17% (102)	608
Relig: Something Else	25% (91)	28% (103)	6% (23)	1% (5)	28% (102)	10% (38)	362
Relig: Jewish	13% (7)	41% (23)	4% (2)	3% (1)	27% (15)	12% (7)	55
Relig: Evangelical	29% (183)	28% (176)	6% (37)	2% (13)	19% (120)	15% (96)	626
Relig: Non-Evang. Catholics	26% (159)	32% (194)	6% (36)	2% (14)	25% (155)	9% (56)	613
Relig: All Christian	28% (342)	30% (370)	6% (73)	2% (27)	22% (275)	12% (152)	1239
Relig: All Non-Christian	22% (214)	25% (243)	5% (50)	2% (23)	31% (300)	14% (140)	970
Community: Urban	29% (171)	25% (149)	6% (37)	2% (9)	24% (143)	15% (87)	597
Community: Suburban	26% (259)	28% (274)	5% (47)	3% (26)	27% (262)	11% (107)	976
Community: Rural	20% (126)	30% (189)	6% (38)	2% (14)	27% (170)	15% (98)	636
Employ: Private Sector	30% (199)	29% (194)	5% (37)	1% (8)	26% (172)	9% (61)	672
Employ: Government	29% (43)	30% (43)	6% (8)	2% (3)	22% (32)	11% (16)	145
Employ: Self-Employed	29% (50)	26% (46)	9% (15)	3% (5)	19% (33)	14% (25)	173
Employ: Homemaker	24% (46)	31% (58)	7% (14)	3% (6)	27% (51)	7% (13)	188
Employ: Student	20% (23)	25% (27)	9% (10)	1% (1)	20% (22)	26% (29)	111
Employ: Retired	20% (93)	30% (138)	4% (19)	2% (9)	32% (147)	13% (59)	465
Employ: Unemployed	25% (62)	22% (56)	4% (10)	4% (9)	28% (70)	18% (45)	253
Employ: Other	21% (42)	25% (50)	5% (10)	4% (9)	24% (48)	22% (44)	203
Job Type: White-collar	30% (210)	32% (223)	5% (34)	2% (16)	23% (159)	8% (54)	697
Job Type: Blue-collar	25% (233)	29% (273)	5% (46)	2% (21)	27% (257)	12% (114)	944
Job Type: Don't Know	20% (113)	20% (116)	8% (43)	2% (12)	28% (159)	22% (124)	568
Military HH: Yes	31% (129)	24% (101)	5% (22)	2% (10)	27% (113)	11% (47)	421
Military HH: No	24% (428)	29% (511)	6% (100)	2% (40)	26% (463)	14% (246)	1788

Continued on next page

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

Clinique

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Never Heard Of	Total N
Adults	25% (556)	28% (612)	6% (123)	2% (50)	26% (576)	13% (292)	2209
2016 Vote: Clinton	29% (197)	29% (198)	5% (37)	2% (16)	22% (149)	13% (88)	685
2016 Vote: Trump	23% (161)	30% (213)	5% (33)	2% (14)	29% (202)	12% (83)	706
2016 Vote: Someone else	24% (45)	26% (50)	6% (11)	1% (2)	32% (62)	12% (22)	193
2012 Vote: Barack Obama	29% (232)	28% (227)	6% (46)	2% (18)	23% (182)	12% (92)	797
2012 Vote: Mitt Romney	22% (121)	33% (177)	3% (16)	2% (10)	30% (165)	10% (54)	544
2012 Vote: Other	15% (13)	15% (13)	9% (8)	1% (1)	43% (37)	17% (15)	87
2012 Vote: Didn't Vote	24% (189)	25% (194)	7% (53)	3% (20)	24% (189)	17% (132)	777
4-Region: Northeast	23% (94)	26% (106)	5% (20)	4% (16)	30% (122)	11% (45)	403
4-Region: Midwest	22% (103)	28% (134)	8% (37)	2% (8)	26% (126)	14% (67)	475
4-Region: South	26% (213)	27% (223)	5% (43)	2% (16)	26% (215)	13% (107)	818
4-Region: West	28% (146)	29% (149)	5% (23)	2% (9)	22% (112)	14% (73)	513

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

Table BRD2_1: In the next 3 months, how likely are you to purchase products from the following brands?

Dove

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	37%	(825)	31%	(683)	11%	(252)	14%	(301)	7%	(148)	2209
Gender: Male	33%	(348)	30%	(321)	11%	(118)	17%	(181)	9%	(96)	1063
Gender: Female	42%	(477)	32%	(362)	12%	(134)	11%	(120)	4%	(51)	1146
Age: 18-29	42%	(206)	34%	(167)	9%	(43)	8%	(39)	8%	(41)	495
Age: 30-44	47%	(254)	30%	(165)	9%	(48)	10%	(52)	5%	(25)	544
Age: 45-54	42%	(168)	29%	(117)	10%	(39)	13%	(51)	7%	(27)	402
Age: 55-64	26%	(97)	31%	(115)	14%	(52)	21%	(77)	8%	(29)	369
Age: 65+	25%	(100)	30%	(120)	18%	(71)	21%	(83)	7%	(26)	399
PID: Dem (no lean)	45%	(327)	27%	(198)	10%	(75)	11%	(80)	6%	(44)	724
PID: Ind (no lean)	35%	(300)	32%	(273)	11%	(95)	16%	(133)	6%	(55)	855
PID: Rep (no lean)	31%	(198)	34%	(213)	13%	(82)	14%	(88)	8%	(48)	630
PID/Gender: Dem Men	39%	(126)	29%	(92)	11%	(34)	12%	(37)	9%	(30)	320
PID/Gender: Dem Women	50%	(201)	26%	(106)	10%	(41)	11%	(43)	3%	(14)	404
PID/Gender: Ind Men	31%	(125)	30%	(120)	10%	(40)	21%	(85)	9%	(35)	404
PID/Gender: Ind Women	39%	(175)	34%	(153)	12%	(55)	11%	(48)	5%	(20)	451
PID/Gender: Rep Men	28%	(96)	32%	(109)	13%	(45)	17%	(58)	9%	(31)	339
PID/Gender: Rep Women	35%	(102)	36%	(104)	13%	(38)	10%	(30)	6%	(17)	290
Tea Party: Supporter	42%	(250)	33%	(198)	10%	(61)	9%	(53)	5%	(29)	591
Tea Party: Not Supporter	36%	(570)	30%	(480)	12%	(191)	15%	(247)	7%	(116)	1604
Ideo: Liberal (1-3)	43%	(303)	31%	(220)	11%	(76)	10%	(73)	5%	(32)	705
Ideo: Moderate (4)	34%	(153)	31%	(140)	13%	(60)	16%	(72)	7%	(31)	456
Ideo: Conservative (5-7)	32%	(224)	31%	(215)	13%	(89)	18%	(126)	6%	(43)	697
Educ: < College	38%	(599)	31%	(488)	11%	(174)	12%	(193)	8%	(118)	1572
Educ: Bachelors degree	37%	(156)	31%	(129)	11%	(47)	15%	(63)	6%	(23)	417
Educ: Post-grad	32%	(70)	30%	(67)	14%	(32)	21%	(45)	3%	(6)	219
Income: Under 50k	39%	(533)	30%	(413)	10%	(141)	12%	(165)	8%	(104)	1357
Income: 50k-100k	33%	(206)	32%	(198)	14%	(89)	16%	(97)	5%	(28)	618
Income: 100k+	37%	(86)	31%	(72)	9%	(22)	17%	(40)	7%	(15)	234

Continued on next page

Table BRD2_1: In the next 3 months, how likely are you to purchase products from the following brands?

Dove

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	37% (825)	31% (683)	11% (252)	14% (301)	7% (148)	2209
Ethnicity: White	35% (608)	31% (547)	12% (219)	15% (271)	6% (112)	1757
Ethnicity: Hispanic	43% (143)	38% (127)	4% (13)	6% (20)	8% (27)	331
Ethnicity: Afr. Am.	53% (142)	27% (73)	8% (22)	5% (13)	7% (20)	270
Ethnicity: Other	41% (74)	34% (63)	6% (11)	10% (18)	9% (16)	183
Relig: Protestant	33% (165)	29% (145)	12% (60)	18% (90)	7% (33)	494
Relig: Roman Catholic	39% (183)	31% (147)	13% (61)	12% (57)	5% (22)	470
Relig: Ath./Agn./None	36% (217)	28% (172)	10% (62)	15% (93)	10% (63)	608
Relig: Something Else	38% (137)	33% (119)	11% (42)	12% (45)	5% (19)	362
Relig: Jewish	23% (13)	39% (21)	13% (7)	8% (5)	16% (9)	55
Relig: Evangelical	42% (262)	33% (205)	10% (65)	9% (58)	6% (35)	626
Relig: Non-Evang. Catholics	34% (209)	30% (186)	13% (83)	17% (105)	5% (30)	613
Relig: All Christian	38% (471)	32% (392)	12% (148)	13% (163)	5% (65)	1239
Relig: All Non-Christian	37% (354)	30% (292)	11% (104)	14% (138)	9% (83)	970
Community: Urban	39% (236)	31% (186)	10% (59)	12% (70)	8% (47)	597
Community: Suburban	35% (345)	30% (292)	12% (117)	16% (161)	6% (61)	976
Community: Rural	38% (244)	32% (206)	12% (76)	11% (70)	6% (40)	636
Employ: Private Sector	38% (258)	33% (225)	10% (68)	13% (90)	5% (31)	672
Employ: Government	44% (64)	31% (45)	9% (13)	11% (16)	5% (7)	145
Employ: Self-Employed	40% (70)	28% (48)	14% (24)	7% (13)	11% (19)	173
Employ: Homemaker	37% (70)	38% (71)	11% (20)	8% (15)	6% (12)	188
Employ: Student	45% (50)	30% (33)	12% (13)	5% (5)	9% (10)	111
Employ: Retired	27% (127)	29% (136)	16% (75)	21% (99)	6% (29)	465
Employ: Unemployed	44% (111)	25% (63)	9% (23)	11% (29)	11% (27)	253
Employ: Other	37% (76)	31% (64)	8% (16)	17% (34)	7% (13)	203
Job Type: White-collar	34% (237)	32% (223)	13% (89)	17% (117)	4% (30)	697
Job Type: Blue-collar	37% (351)	31% (288)	12% (117)	14% (131)	6% (56)	944
Job Type: Don't Know	42% (236)	30% (172)	8% (46)	9% (52)	11% (61)	568
Military HH: Yes	42% (178)	29% (122)	11% (47)	12% (51)	5% (23)	421
Military HH: No	36% (647)	31% (562)	11% (205)	14% (250)	7% (125)	1788

Continued on next page

Table BRD2_1: In the next 3 months, how likely are you to purchase products from the following brands?

Dove

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	37%	(825)	31%	(683)	11%	(252)	14%	(301)	7%	(148)	2209
2016 Vote: Clinton	42%	(286)	31%	(210)	8%	(58)	14%	(93)	6%	(38)	685
2016 Vote: Trump	31%	(220)	32%	(225)	14%	(101)	16%	(112)	7%	(48)	706
2016 Vote: Someone else	33%	(63)	32%	(63)	13%	(26)	17%	(33)	4%	(8)	193
2012 Vote: Barack Obama	41%	(328)	29%	(231)	11%	(84)	14%	(109)	6%	(45)	797
2012 Vote: Mitt Romney	28%	(153)	31%	(171)	15%	(84)	19%	(104)	6%	(32)	544
2012 Vote: Other	32%	(28)	34%	(29)	7%	(6)	21%	(18)	6%	(5)	87
2012 Vote: Didn't Vote	41%	(315)	32%	(251)	10%	(78)	9%	(68)	8%	(65)	777
4-Region: Northeast	37%	(148)	30%	(120)	11%	(46)	15%	(62)	7%	(27)	403
4-Region: Midwest	36%	(171)	29%	(138)	15%	(74)	15%	(69)	5%	(24)	475
4-Region: South	42%	(340)	29%	(239)	11%	(93)	11%	(89)	7%	(56)	818
4-Region: West	32%	(166)	36%	(185)	8%	(40)	16%	(81)	8%	(41)	513

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

Table BRD2_2: In the next 3 months, how likely are you to purchase products from the following brands?

Olay

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	28%	(614)	25%	(549)	17%	(377)	21%	(471)	9%	(198)	2209
Gender: Male	21%	(222)	20%	(216)	18%	(191)	29%	(306)	12%	(129)	1063
Gender: Female	34%	(393)	29%	(333)	16%	(186)	14%	(165)	6%	(69)	1146
Age: 18-29	31%	(155)	24%	(120)	15%	(77)	15%	(72)	14%	(71)	495
Age: 30-44	34%	(186)	27%	(149)	16%	(87)	18%	(96)	5%	(26)	544
Age: 45-54	31%	(124)	27%	(109)	14%	(57)	19%	(76)	9%	(35)	402
Age: 55-64	19%	(69)	24%	(87)	21%	(76)	28%	(104)	9%	(33)	369
Age: 65+	20%	(81)	21%	(84)	20%	(80)	31%	(123)	8%	(32)	399
PID: Dem (no lean)	34%	(245)	25%	(179)	15%	(112)	17%	(126)	9%	(63)	724
PID: Ind (no lean)	26%	(226)	24%	(206)	17%	(142)	24%	(204)	9%	(77)	855
PID: Rep (no lean)	23%	(144)	26%	(164)	19%	(123)	22%	(141)	9%	(57)	630
PID/Gender: Dem Men	28%	(88)	21%	(68)	17%	(53)	23%	(72)	12%	(38)	320
PID/Gender: Dem Women	39%	(157)	27%	(111)	14%	(59)	13%	(53)	6%	(25)	404
PID/Gender: Ind Men	19%	(75)	20%	(79)	16%	(65)	32%	(131)	13%	(54)	404
PID/Gender: Ind Women	33%	(151)	28%	(127)	17%	(77)	16%	(73)	5%	(24)	451
PID/Gender: Rep Men	17%	(58)	20%	(69)	21%	(72)	30%	(102)	11%	(37)	339
PID/Gender: Rep Women	30%	(86)	33%	(95)	17%	(50)	13%	(39)	7%	(20)	290
Tea Party: Supporter	35%	(208)	25%	(145)	17%	(100)	17%	(102)	6%	(36)	591
Tea Party: Not Supporter	25%	(402)	25%	(401)	17%	(276)	23%	(365)	10%	(159)	1604
Ideo: Liberal (1-3)	33%	(233)	28%	(195)	15%	(105)	17%	(119)	7%	(53)	705
Ideo: Moderate (4)	27%	(121)	26%	(119)	16%	(72)	22%	(102)	9%	(42)	456
Ideo: Conservative (5-7)	23%	(160)	21%	(149)	20%	(140)	28%	(193)	8%	(55)	697
Educ: < College	29%	(452)	25%	(392)	17%	(267)	19%	(304)	10%	(158)	1572
Educ: Bachelors degree	27%	(111)	26%	(108)	15%	(64)	25%	(105)	7%	(29)	417
Educ: Post-grad	23%	(51)	23%	(50)	21%	(46)	28%	(62)	5%	(11)	219
Income: Under 50k	29%	(391)	25%	(340)	17%	(228)	20%	(270)	9%	(127)	1357
Income: 50k-100k	26%	(161)	25%	(154)	18%	(113)	22%	(138)	8%	(52)	618
Income: 100k+	27%	(62)	23%	(55)	15%	(36)	27%	(63)	8%	(18)	234

Continued on next page

Table BRD2_2: *In the next 3 months, how likely are you to purchase products from the following brands?*
Olay

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	28% (614)	25% (549)	17% (377)	21% (471)	9% (198)	2209
Ethnicity: White	25% (443)	24% (429)	18% (321)	24% (416)	8% (147)	1757
Ethnicity: Hispanic	39% (128)	24% (79)	14% (47)	10% (33)	13% (44)	331
Ethnicity: Afr. Am.	41% (109)	27% (73)	12% (33)	10% (28)	10% (26)	270
Ethnicity: Other	34% (62)	26% (47)	12% (22)	15% (27)	13% (24)	183
Relig: Protestant	24% (121)	24% (120)	20% (98)	24% (118)	8% (38)	494
Relig: Roman Catholic	30% (143)	23% (110)	19% (89)	18% (87)	9% (42)	470
Relig: Ath./Agn./None	25% (151)	22% (137)	14% (84)	26% (157)	13% (79)	608
Relig: Something Else	30% (107)	28% (100)	16% (56)	20% (74)	7% (25)	362
Relig: Jewish	20% (11)	25% (14)	16% (9)	26% (15)	12% (7)	55
Relig: Evangelical	32% (202)	28% (173)	18% (113)	15% (95)	7% (42)	626
Relig: Non-Evang. Catholics	25% (153)	23% (139)	20% (124)	24% (145)	9% (52)	613
Relig: All Christian	29% (356)	25% (313)	19% (236)	19% (240)	8% (95)	1239
Relig: All Non-Christian	27% (259)	24% (236)	14% (141)	24% (231)	11% (103)	970
Community: Urban	32% (191)	24% (145)	15% (88)	19% (116)	9% (57)	597
Community: Suburban	25% (246)	23% (220)	18% (173)	25% (239)	10% (98)	976
Community: Rural	28% (177)	29% (184)	18% (116)	18% (116)	7% (43)	636
Employ: Private Sector	29% (193)	26% (176)	19% (124)	20% (137)	6% (42)	672
Employ: Government	34% (49)	26% (38)	15% (22)	18% (26)	6% (9)	145
Employ: Self-Employed	31% (53)	25% (44)	14% (24)	15% (25)	16% (28)	173
Employ: Homemaker	28% (52)	35% (66)	14% (27)	15% (28)	8% (15)	188
Employ: Student	30% (33)	18% (20)	17% (19)	18% (20)	18% (20)	111
Employ: Retired	19% (90)	20% (94)	20% (94)	32% (147)	8% (39)	465
Employ: Unemployed	34% (87)	23% (59)	15% (38)	16% (42)	11% (27)	253
Employ: Other	28% (57)	26% (52)	14% (28)	23% (46)	9% (19)	203
Job Type: White-collar	28% (197)	24% (167)	18% (126)	23% (162)	6% (45)	697
Job Type: Blue-collar	27% (254)	26% (243)	17% (160)	23% (215)	8% (73)	944
Job Type: Don't Know	29% (164)	25% (139)	16% (91)	17% (94)	14% (80)	568
Military HH: Yes	29% (124)	23% (98)	18% (75)	20% (86)	9% (39)	421
Military HH: No	27% (491)	25% (451)	17% (302)	22% (385)	9% (159)	1788

Continued on next page

Table BRD2_2: In the next 3 months, how likely are you to purchase products from the following brands?

Olay

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	28%	(614)	25%	(549)	17%	(377)	21%	(471)	9%	(198)	2209
2016 Vote: Clinton	32%	(217)	24%	(162)	15%	(104)	22%	(150)	8%	(52)	685
2016 Vote: Trump	22%	(159)	26%	(181)	20%	(138)	24%	(166)	9%	(62)	706
2016 Vote: Someone else	20%	(40)	28%	(54)	18%	(35)	26%	(51)	7%	(14)	193
2012 Vote: Barack Obama	32%	(254)	26%	(204)	16%	(128)	20%	(158)	7%	(54)	797
2012 Vote: Mitt Romney	20%	(107)	24%	(130)	20%	(110)	29%	(157)	7%	(40)	544
2012 Vote: Other	17%	(15)	26%	(22)	15%	(13)	32%	(28)	10%	(8)	87
2012 Vote: Didn't Vote	30%	(237)	25%	(192)	16%	(126)	16%	(126)	12%	(95)	777
4-Region: Northeast	26%	(107)	22%	(91)	20%	(79)	22%	(87)	10%	(39)	403
4-Region: Midwest	26%	(122)	24%	(113)	19%	(90)	26%	(123)	6%	(27)	475
4-Region: South	31%	(250)	26%	(214)	16%	(131)	18%	(149)	9%	(74)	818
4-Region: West	26%	(136)	26%	(131)	15%	(77)	22%	(112)	11%	(58)	513

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

Table BRD2_3: In the next 3 months, how likely are you to purchase products from the following brands?

Lux

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	8% (176)	9% (203)	18% (407)	35% (777)	29% (645)	2209
Gender: Male	10% (103)	12% (123)	18% (193)	36% (384)	24% (260)	1063
Gender: Female	6% (73)	7% (80)	19% (214)	34% (394)	34% (385)	1146
Age: 18-29	9% (43)	11% (52)	15% (75)	30% (148)	36% (176)	495
Age: 30-44	16% (88)	12% (65)	15% (81)	28% (151)	29% (159)	544
Age: 45-54	8% (30)	8% (31)	19% (76)	35% (139)	31% (126)	402
Age: 55-64	3% (10)	6% (21)	25% (93)	42% (157)	24% (89)	369
Age: 65+	1% (5)	9% (35)	21% (83)	46% (182)	24% (94)	399
PID: Dem (no lean)	11% (78)	9% (62)	19% (137)	33% (239)	29% (208)	724
PID: Ind (no lean)	6% (52)	9% (76)	18% (150)	37% (316)	31% (262)	855
PID: Rep (no lean)	7% (46)	10% (65)	19% (120)	35% (222)	28% (176)	630
PID/Gender: Dem Men	15% (49)	11% (35)	18% (57)	29% (94)	27% (86)	320
PID/Gender: Dem Women	7% (29)	7% (28)	20% (81)	36% (145)	30% (122)	404
PID/Gender: Ind Men	6% (25)	11% (46)	18% (74)	40% (161)	24% (98)	404
PID/Gender: Ind Women	6% (26)	7% (30)	17% (76)	34% (155)	36% (164)	451
PID/Gender: Rep Men	8% (29)	13% (43)	18% (62)	38% (129)	23% (77)	339
PID/Gender: Rep Women	6% (17)	8% (23)	20% (58)	32% (93)	34% (99)	290
Tea Party: Supporter	15% (92)	13% (79)	18% (104)	29% (171)	25% (147)	591
Tea Party: Not Supporter	5% (82)	8% (123)	19% (304)	38% (602)	31% (494)	1604
Ideo: Liberal (1-3)	14% (101)	12% (86)	16% (113)	31% (217)	27% (189)	705
Ideo: Moderate (4)	5% (22)	11% (49)	20% (92)	35% (161)	29% (133)	456
Ideo: Conservative (5-7)	6% (38)	8% (56)	20% (139)	41% (282)	26% (180)	697
Educ: < College	7% (105)	9% (143)	18% (288)	35% (550)	31% (485)	1572
Educ: Bachelors degree	11% (47)	9% (37)	18% (74)	35% (145)	27% (114)	417
Educ: Post-grad	11% (23)	11% (23)	21% (45)	37% (82)	21% (46)	219
Income: Under 50k	8% (112)	11% (146)	17% (233)	34% (464)	30% (402)	1357
Income: 50k-100k	6% (38)	7% (44)	21% (128)	36% (225)	30% (184)	618
Income: 100k+	11% (26)	6% (14)	20% (46)	38% (89)	25% (59)	234

Continued on next page

Table BRD2_3: In the next 3 months, how likely are you to purchase products from the following brands?

Lux

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	8% (176)	9% (203)	18% (407)	35% (777)	29% (645)	2209
Ethnicity: White	7% (120)	8% (143)	18% (324)	37% (648)	30% (522)	1757
Ethnicity: Hispanic	17% (55)	18% (59)	11% (37)	20% (65)	35% (115)	331
Ethnicity: Afr. Am.	14% (37)	14% (37)	23% (61)	26% (70)	24% (65)	270
Ethnicity: Other	10% (19)	13% (24)	12% (22)	32% (59)	32% (59)	183
Relig: Protestant	5% (26)	9% (46)	22% (107)	38% (187)	26% (128)	494
Relig: Roman Catholic	13% (62)	12% (55)	16% (73)	35% (165)	24% (115)	470
Relig: Ath./Agn./None	6% (35)	8% (47)	15% (94)	37% (223)	34% (209)	608
Relig: Something Else	7% (25)	9% (34)	22% (79)	32% (115)	30% (109)	362
Relig: Jewish	2% (1)	5% (3)	26% (14)	29% (16)	39% (21)	55
Relig: Evangelical	12% (78)	12% (73)	20% (127)	29% (182)	27% (167)	626
Relig: Non-Evang. Catholics	6% (38)	8% (50)	18% (108)	42% (257)	26% (160)	613
Relig: All Christian	9% (116)	10% (122)	19% (235)	35% (439)	26% (327)	1239
Relig: All Non-Christian	6% (60)	8% (81)	18% (173)	35% (338)	33% (318)	970
Community: Urban	12% (71)	12% (73)	16% (96)	32% (191)	28% (166)	597
Community: Suburban	6% (57)	7% (71)	18% (174)	39% (378)	30% (296)	976
Community: Rural	8% (48)	9% (59)	22% (137)	33% (209)	29% (183)	636
Employ: Private Sector	10% (69)	10% (70)	18% (124)	34% (227)	27% (183)	672
Employ: Government	19% (27)	14% (21)	17% (25)	25% (36)	25% (36)	145
Employ: Self-Employed	7% (13)	10% (17)	17% (29)	30% (52)	36% (63)	173
Employ: Homemaker	7% (13)	10% (18)	19% (36)	35% (65)	29% (55)	188
Employ: Student	4% (5)	6% (6)	16% (18)	36% (40)	38% (43)	111
Employ: Retired	3% (14)	7% (31)	22% (100)	46% (215)	22% (105)	465
Employ: Unemployed	10% (25)	8% (19)	17% (42)	33% (82)	33% (84)	253
Employ: Other	5% (11)	10% (21)	17% (34)	30% (60)	38% (77)	203
Job Type: White-collar	10% (68)	9% (62)	19% (132)	38% (263)	25% (171)	697
Job Type: Blue-collar	7% (68)	10% (94)	19% (184)	35% (335)	28% (263)	944
Job Type: Don't Know	7% (40)	8% (47)	16% (92)	32% (179)	37% (211)	568
Military HH: Yes	12% (52)	11% (47)	20% (82)	32% (136)	25% (105)	421
Military HH: No	7% (124)	9% (157)	18% (325)	36% (642)	30% (540)	1788

Continued on next page

Table BRD2_3: In the next 3 months, how likely are you to purchase products from the following brands?*Lux*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	8%	(176)	9%	(203)	18%	(407)	35%	(777)	29%	(645)	2209
2016 Vote: Clinton	10%	(68)	10%	(70)	16%	(111)	36%	(249)	27%	(187)	685
2016 Vote: Trump	7%	(51)	10%	(69)	21%	(146)	36%	(252)	27%	(189)	706
2016 Vote: Someone else	5%	(9)	8%	(16)	15%	(30)	40%	(78)	32%	(62)	193
2012 Vote: Barack Obama	9%	(73)	11%	(88)	20%	(161)	33%	(267)	26%	(208)	797
2012 Vote: Mitt Romney	6%	(31)	7%	(38)	18%	(100)	43%	(234)	26%	(142)	544
2012 Vote: Other	10%	(8)	5%	(4)	15%	(13)	41%	(36)	29%	(25)	87
2012 Vote: Didn't Vote	8%	(63)	9%	(73)	17%	(133)	31%	(239)	35%	(270)	777
4-Region: Northeast	8%	(32)	8%	(33)	19%	(75)	39%	(157)	26%	(106)	403
4-Region: Midwest	6%	(29)	8%	(39)	20%	(95)	42%	(198)	24%	(115)	475
4-Region: South	8%	(65)	10%	(78)	20%	(167)	33%	(266)	29%	(241)	818
4-Region: West	10%	(50)	10%	(54)	14%	(70)	30%	(156)	36%	(183)	513

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

Table BRD2_4: In the next 3 months, how likely are you to purchase products from the following brands?

Nivea

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	19%	(428)	24%	(525)	20%	(433)	26%	(566)	12%	(257)	2209
Gender: Male	18%	(192)	22%	(230)	17%	(182)	29%	(309)	14%	(150)	1063
Gender: Female	21%	(236)	26%	(295)	22%	(251)	22%	(257)	9%	(107)	1146
Age: 18-29	19%	(92)	24%	(119)	19%	(95)	21%	(102)	17%	(87)	495
Age: 30-44	31%	(166)	27%	(146)	15%	(84)	20%	(107)	8%	(41)	544
Age: 45-54	22%	(87)	26%	(106)	18%	(71)	24%	(94)	11%	(43)	402
Age: 55-64	14%	(51)	24%	(88)	23%	(86)	29%	(108)	10%	(37)	369
Age: 65+	8%	(33)	16%	(66)	24%	(98)	39%	(155)	12%	(49)	399
PID: Dem (no lean)	26%	(191)	25%	(181)	17%	(120)	22%	(161)	10%	(72)	724
PID: Ind (no lean)	16%	(137)	24%	(204)	20%	(174)	28%	(236)	12%	(104)	855
PID: Rep (no lean)	16%	(101)	22%	(140)	22%	(139)	27%	(169)	13%	(81)	630
PID/Gender: Dem Men	26%	(83)	23%	(74)	16%	(50)	21%	(69)	14%	(45)	320
PID/Gender: Dem Women	27%	(108)	27%	(107)	17%	(71)	23%	(92)	7%	(27)	404
PID/Gender: Ind Men	14%	(56)	21%	(86)	18%	(72)	32%	(131)	15%	(59)	404
PID/Gender: Ind Women	18%	(81)	26%	(118)	23%	(102)	23%	(105)	10%	(45)	451
PID/Gender: Rep Men	16%	(53)	21%	(70)	18%	(60)	32%	(109)	14%	(46)	339
PID/Gender: Rep Women	16%	(48)	24%	(70)	27%	(78)	21%	(60)	12%	(35)	290
Tea Party: Supporter	29%	(170)	27%	(161)	16%	(93)	20%	(116)	9%	(51)	591
Tea Party: Not Supporter	16%	(257)	22%	(355)	21%	(340)	28%	(448)	13%	(204)	1604
Ideo: Liberal (1-3)	27%	(193)	27%	(193)	17%	(119)	20%	(144)	8%	(56)	705
Ideo: Moderate (4)	15%	(70)	25%	(114)	21%	(98)	25%	(115)	13%	(59)	456
Ideo: Conservative (5-7)	16%	(111)	20%	(141)	22%	(152)	31%	(219)	11%	(74)	697
Educ: < College	18%	(286)	24%	(370)	21%	(325)	25%	(389)	13%	(203)	1572
Educ: Bachelors degree	23%	(97)	24%	(101)	17%	(73)	26%	(110)	9%	(36)	417
Educ: Post-grad	21%	(45)	25%	(54)	16%	(35)	31%	(67)	8%	(18)	219
Income: Under 50k	19%	(260)	24%	(324)	20%	(271)	24%	(326)	13%	(175)	1357
Income: 50k-100k	19%	(119)	24%	(151)	19%	(118)	28%	(170)	10%	(59)	618
Income: 100k+	21%	(49)	21%	(49)	18%	(43)	30%	(70)	10%	(23)	234

Continued on next page

Table BRD2_4: In the next 3 months, how likely are you to purchase products from the following brands?

Nivea

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (428)	24% (525)	20% (433)	26% (566)	12% (257)	2209
Ethnicity: White	17% (302)	23% (399)	21% (367)	28% (483)	12% (205)	1757
Ethnicity: Hispanic	34% (112)	28% (91)	14% (46)	10% (34)	14% (48)	331
Ethnicity: Afr. Am.	30% (81)	33% (88)	12% (32)	17% (46)	8% (22)	270
Ethnicity: Other	25% (45)	21% (38)	18% (33)	20% (36)	16% (30)	183
Relig: Protestant	17% (86)	25% (121)	19% (94)	28% (140)	11% (52)	494
Relig: Roman Catholic	24% (112)	23% (107)	20% (96)	22% (106)	11% (50)	470
Relig: Ath./Agn./None	17% (101)	20% (123)	19% (113)	29% (174)	16% (97)	608
Relig: Something Else	20% (73)	26% (93)	20% (74)	24% (86)	10% (37)	362
Relig: Jewish	7% (4)	21% (12)	23% (13)	29% (16)	20% (11)	55
Relig: Evangelical	25% (157)	27% (169)	17% (107)	21% (132)	10% (61)	626
Relig: Non-Evang. Catholics	16% (97)	23% (141)	23% (139)	28% (174)	10% (62)	613
Relig: All Christian	21% (254)	25% (310)	20% (246)	25% (306)	10% (123)	1239
Relig: All Non-Christian	18% (174)	22% (215)	19% (187)	27% (260)	14% (134)	970
Community: Urban	27% (164)	23% (140)	17% (99)	21% (126)	11% (69)	597
Community: Suburban	17% (164)	23% (226)	20% (197)	29% (280)	11% (110)	976
Community: Rural	16% (100)	25% (160)	22% (137)	25% (160)	12% (79)	636
Employ: Private Sector	25% (166)	25% (169)	19% (129)	23% (153)	8% (54)	672
Employ: Government	30% (43)	29% (42)	14% (20)	19% (27)	9% (13)	145
Employ: Self-Employed	18% (31)	31% (53)	16% (27)	22% (38)	14% (24)	173
Employ: Homemaker	16% (29)	27% (50)	26% (49)	21% (40)	10% (19)	188
Employ: Student	23% (26)	19% (21)	12% (14)	24% (27)	21% (24)	111
Employ: Retired	11% (49)	18% (85)	24% (109)	36% (169)	11% (53)	465
Employ: Unemployed	22% (55)	23% (59)	15% (39)	25% (64)	15% (37)	253
Employ: Other	14% (28)	23% (46)	23% (46)	24% (49)	17% (34)	203
Job Type: White-collar	21% (143)	25% (173)	20% (141)	27% (188)	8% (53)	697
Job Type: Blue-collar	18% (173)	25% (234)	20% (188)	26% (249)	11% (99)	944
Job Type: Don't Know	20% (112)	21% (118)	18% (104)	23% (129)	18% (105)	568
Military HH: Yes	25% (105)	20% (86)	18% (76)	26% (110)	10% (43)	421
Military HH: No	18% (323)	25% (439)	20% (357)	26% (456)	12% (213)	1788

Continued on next page

Table BRD2_4: In the next 3 months, how likely are you to purchase products from the following brands?

Nivea

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	19%	(428)	24%	(525)	20%	(433)	26%	(566)	12%	(257)	2209
2016 Vote: Clinton	25%	(175)	25%	(168)	16%	(107)	26%	(177)	9%	(59)	685
2016 Vote: Trump	15%	(107)	22%	(155)	22%	(154)	28%	(200)	13%	(89)	706
2016 Vote: Someone else	13%	(25)	29%	(56)	20%	(39)	27%	(52)	11%	(21)	193
2012 Vote: Barack Obama	23%	(186)	26%	(206)	19%	(148)	24%	(192)	8%	(65)	797
2012 Vote: Mitt Romney	13%	(68)	21%	(115)	21%	(112)	34%	(183)	12%	(67)	544
2012 Vote: Other	11%	(9)	26%	(22)	19%	(17)	34%	(30)	10%	(9)	87
2012 Vote: Didn't Vote	21%	(163)	23%	(182)	20%	(155)	21%	(160)	15%	(117)	777
4-Region: Northeast	17%	(69)	24%	(98)	20%	(81)	28%	(112)	11%	(43)	403
4-Region: Midwest	16%	(77)	21%	(98)	24%	(114)	30%	(142)	9%	(44)	475
4-Region: South	20%	(161)	27%	(217)	19%	(152)	23%	(192)	12%	(96)	818
4-Region: West	24%	(121)	22%	(112)	17%	(86)	23%	(120)	14%	(74)	513

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

Table BRD2_5: *In the next 3 months, how likely are you to purchase products from the following brands?*
Clinique

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	15%	(328)	17%	(373)	22%	(477)	32%	(703)	15%	(329)	2209
Gender: Male	13%	(140)	14%	(145)	20%	(208)	35%	(374)	18%	(196)	1063
Gender: Female	16%	(187)	20%	(227)	24%	(270)	29%	(328)	12%	(133)	1146
Age: 18-29	17%	(83)	17%	(83)	16%	(80)	27%	(134)	23%	(114)	495
Age: 30-44	24%	(132)	18%	(100)	22%	(122)	24%	(129)	11%	(61)	544
Age: 45-54	13%	(54)	18%	(74)	22%	(90)	29%	(118)	16%	(66)	402
Age: 55-64	9%	(35)	13%	(48)	24%	(88)	41%	(153)	12%	(46)	369
Age: 65+	6%	(24)	17%	(67)	24%	(97)	42%	(169)	11%	(42)	399
PID: Dem (no lean)	20%	(147)	17%	(122)	21%	(154)	29%	(207)	13%	(94)	724
PID: Ind (no lean)	12%	(100)	17%	(141)	21%	(176)	34%	(295)	17%	(143)	855
PID: Rep (no lean)	13%	(80)	17%	(110)	23%	(147)	32%	(202)	14%	(91)	630
PID/Gender: Dem Men	20%	(63)	14%	(45)	20%	(64)	28%	(89)	18%	(59)	320
PID/Gender: Dem Women	21%	(85)	19%	(77)	22%	(90)	29%	(117)	9%	(36)	404
PID/Gender: Ind Men	10%	(39)	14%	(55)	18%	(72)	39%	(156)	20%	(82)	404
PID/Gender: Ind Women	14%	(61)	19%	(87)	23%	(103)	31%	(139)	13%	(61)	451
PID/Gender: Rep Men	11%	(38)	14%	(46)	21%	(71)	38%	(129)	16%	(55)	339
PID/Gender: Rep Women	14%	(41)	22%	(64)	26%	(76)	25%	(72)	13%	(37)	290
Tea Party: Supporter	24%	(145)	19%	(111)	21%	(125)	25%	(148)	11%	(62)	591
Tea Party: Not Supporter	11%	(178)	16%	(260)	22%	(351)	34%	(550)	16%	(264)	1604
Ideo: Liberal (1-3)	23%	(160)	20%	(142)	20%	(142)	26%	(182)	11%	(79)	705
Ideo: Moderate (4)	11%	(51)	15%	(69)	24%	(111)	34%	(154)	16%	(71)	456
Ideo: Conservative (5-7)	11%	(79)	16%	(112)	22%	(155)	37%	(260)	13%	(91)	697
Educ: < College	14%	(215)	17%	(260)	22%	(339)	31%	(489)	17%	(269)	1572
Educ: Bachelors degree	20%	(84)	17%	(70)	21%	(86)	33%	(138)	9%	(39)	417
Educ: Post-grad	13%	(28)	20%	(43)	23%	(51)	35%	(76)	10%	(21)	219
Income: Under 50k	14%	(195)	17%	(231)	22%	(295)	31%	(418)	16%	(218)	1357
Income: 50k-100k	15%	(92)	17%	(105)	22%	(134)	33%	(204)	14%	(84)	618
Income: 100k+	17%	(41)	16%	(37)	21%	(48)	35%	(81)	12%	(27)	234

Continued on next page

Table BRD2_5: In the next 3 months, how likely are you to purchase products from the following brands?

Clinique

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (328)	17% (373)	22% (477)	32% (703)	15% (329)	2209
Ethnicity: White	13% (233)	17% (298)	22% (386)	34% (595)	14% (244)	1757
Ethnicity: Hispanic	26% (86)	24% (78)	13% (43)	17% (57)	20% (67)	331
Ethnicity: Afr. Am.	24% (64)	16% (44)	22% (59)	22% (59)	16% (43)	270
Ethnicity: Other	17% (30)	17% (31)	18% (32)	26% (48)	22% (41)	183
Relig: Protestant	11% (54)	17% (86)	25% (121)	35% (172)	12% (61)	494
Relig: Roman Catholic	20% (95)	20% (96)	19% (89)	29% (136)	11% (54)	470
Relig: Ath./Agn./None	12% (73)	12% (76)	18% (111)	35% (215)	22% (132)	608
Relig: Something Else	17% (61)	17% (63)	24% (89)	28% (102)	13% (47)	362
Relig: Jewish	8% (4)	19% (11)	21% (12)	34% (19)	17% (10)	55
Relig: Evangelical	18% (111)	19% (120)	24% (148)	27% (168)	13% (79)	626
Relig: Non-Evang. Catholics	13% (81)	19% (114)	21% (129)	36% (218)	12% (71)	613
Relig: All Christian	16% (193)	19% (234)	22% (277)	31% (385)	12% (149)	1239
Relig: All Non-Christian	14% (135)	14% (139)	21% (200)	33% (317)	18% (179)	970
Community: Urban	21% (126)	15% (88)	18% (108)	29% (176)	17% (99)	597
Community: Suburban	13% (128)	18% (174)	21% (207)	34% (330)	14% (137)	976
Community: Rural	12% (74)	17% (111)	25% (162)	31% (197)	15% (92)	636
Employ: Private Sector	18% (119)	20% (132)	21% (138)	30% (205)	12% (77)	672
Employ: Government	23% (33)	24% (34)	14% (21)	25% (36)	15% (21)	145
Employ: Self-Employed	20% (35)	16% (28)	18% (31)	28% (48)	18% (30)	173
Employ: Homemaker	13% (24)	18% (33)	28% (53)	31% (58)	10% (19)	188
Employ: Student	16% (18)	13% (14)	19% (21)	22% (24)	30% (34)	111
Employ: Retired	7% (34)	14% (65)	25% (115)	42% (196)	12% (55)	465
Employ: Unemployed	17% (43)	13% (32)	18% (46)	30% (75)	22% (55)	253
Employ: Other	10% (21)	17% (34)	25% (50)	30% (61)	18% (37)	203
Job Type: White-collar	18% (125)	17% (122)	22% (152)	33% (230)	10% (68)	697
Job Type: Blue-collar	14% (135)	18% (168)	22% (210)	33% (308)	13% (122)	944
Job Type: Don't Know	12% (68)	15% (83)	20% (114)	29% (164)	24% (139)	568
Military HH: Yes	18% (78)	17% (72)	21% (88)	30% (127)	14% (57)	421
Military HH: No	14% (250)	17% (301)	22% (390)	32% (576)	15% (272)	1788

Continued on next page

Table BRD2_5: In the next 3 months, how likely are you to purchase products from the following brands?
 Clinique

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	15%	(328)	17%	(373)	22%	(477)	32%	(703)	15%	(329)	2209
2016 Vote: Clinton	20%	(137)	16%	(109)	20%	(134)	33%	(225)	12%	(82)	685
2016 Vote: Trump	12%	(82)	17%	(123)	24%	(170)	33%	(231)	14%	(100)	706
2016 Vote: Someone else	10%	(19)	17%	(34)	25%	(48)	34%	(65)	14%	(27)	193
2012 Vote: Barack Obama	18%	(144)	17%	(135)	22%	(177)	31%	(247)	12%	(94)	797
2012 Vote: Mitt Romney	10%	(57)	15%	(84)	23%	(127)	39%	(210)	12%	(66)	544
2012 Vote: Other	7%	(6)	14%	(12)	28%	(24)	34%	(30)	17%	(14)	87
2012 Vote: Didn't Vote	15%	(119)	18%	(142)	19%	(149)	28%	(214)	20%	(153)	777
4-Region: Northeast	14%	(58)	15%	(60)	22%	(87)	35%	(139)	15%	(59)	403
4-Region: Midwest	9%	(44)	15%	(73)	26%	(124)	38%	(180)	11%	(54)	475
4-Region: South	16%	(128)	19%	(159)	21%	(174)	28%	(225)	16%	(131)	818
4-Region: West	19%	(98)	16%	(81)	18%	(92)	31%	(158)	17%	(85)	513

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

Table BRD3: How much have you seen, read, or heard about Doves Real Beauty campaign?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(439)	27%	(593)	17%	(383)	36%	(795)	2209
Gender: Male	15%	(157)	21%	(223)	16%	(175)	48%	(508)	1063
Gender: Female	25%	(281)	32%	(370)	18%	(208)	25%	(286)	1146
Age: 18-29	29%	(141)	34%	(167)	15%	(74)	23%	(112)	495
Age: 30-44	29%	(157)	30%	(166)	18%	(96)	23%	(126)	544
Age: 45-54	18%	(72)	26%	(104)	19%	(75)	38%	(151)	402
Age: 55-64	10%	(38)	22%	(81)	18%	(66)	50%	(184)	369
Age: 65+	8%	(30)	19%	(75)	18%	(71)	56%	(222)	399
PID: Dem (no lean)	25%	(181)	29%	(208)	18%	(133)	28%	(202)	724
PID: Ind (no lean)	17%	(146)	26%	(226)	18%	(156)	38%	(326)	855
PID: Rep (no lean)	18%	(111)	25%	(159)	15%	(93)	42%	(266)	630
PID/Gender: Dem Men	21%	(66)	26%	(83)	16%	(51)	37%	(120)	320
PID/Gender: Dem Women	29%	(115)	31%	(124)	20%	(82)	20%	(83)	404
PID/Gender: Ind Men	10%	(42)	20%	(79)	19%	(79)	51%	(204)	404
PID/Gender: Ind Women	23%	(105)	33%	(147)	17%	(78)	27%	(122)	451
PID/Gender: Rep Men	15%	(50)	18%	(60)	13%	(45)	54%	(184)	339
PID/Gender: Rep Women	21%	(61)	34%	(99)	17%	(48)	28%	(82)	290
Tea Party: Supporter	29%	(173)	27%	(158)	12%	(74)	32%	(186)	591
Tea Party: Not Supporter	16%	(262)	27%	(432)	19%	(308)	38%	(602)	1604
Ideo: Liberal (1-3)	28%	(200)	29%	(202)	18%	(125)	25%	(177)	705
Ideo: Moderate (4)	16%	(75)	28%	(127)	18%	(81)	38%	(174)	456
Ideo: Conservative (5-7)	14%	(98)	23%	(162)	16%	(111)	47%	(325)	697
Educ: < College	19%	(293)	28%	(443)	18%	(282)	35%	(554)	1572
Educ: Bachelors degree	24%	(98)	25%	(103)	15%	(62)	37%	(154)	417
Educ: Post-grad	21%	(47)	21%	(47)	18%	(39)	39%	(86)	219
Income: Under 50k	21%	(282)	29%	(393)	17%	(229)	33%	(453)	1357
Income: 50k-100k	17%	(105)	24%	(151)	19%	(118)	39%	(244)	618
Income: 100k+	22%	(51)	21%	(49)	15%	(36)	42%	(98)	234
Ethnicity: White	19%	(328)	27%	(471)	17%	(293)	38%	(664)	1757
Ethnicity: Hispanic	35%	(117)	30%	(98)	16%	(52)	19%	(64)	331
Ethnicity: Afr. Am.	27%	(72)	27%	(74)	19%	(52)	27%	(72)	270

Continued on next page

Table BRD3: How much have you seen, read, or heard about Doves Real Beauty campaign?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(439)	27%	(593)	17%	(383)	36%	(795)	2209
Ethnicity: Other	21%	(38)	26%	(48)	21%	(38)	32%	(58)	183
Relig: Protestant	15%	(74)	25%	(125)	16%	(79)	44%	(216)	494
Relig: Roman Catholic	25%	(119)	25%	(118)	16%	(77)	33%	(156)	470
Relig: Ath./Agn./None	16%	(96)	28%	(172)	16%	(99)	40%	(241)	608
Relig: Something Else	21%	(75)	28%	(101)	19%	(70)	32%	(117)	362
Relig: Jewish	14%	(8)	10%	(5)	15%	(8)	61%	(34)	55
Relig: Evangelical	26%	(165)	26%	(165)	17%	(108)	30%	(187)	626
Relig: Non-Evang. Catholics	17%	(103)	25%	(155)	17%	(106)	41%	(250)	613
Relig: All Christian	22%	(267)	26%	(320)	17%	(214)	35%	(437)	1239
Relig: All Non-Christian	18%	(171)	28%	(273)	17%	(169)	37%	(357)	970
Community: Urban	24%	(141)	26%	(154)	18%	(106)	33%	(196)	597
Community: Suburban	18%	(178)	27%	(259)	17%	(165)	38%	(374)	976
Community: Rural	19%	(119)	28%	(181)	18%	(112)	35%	(224)	636
Employ: Private Sector	25%	(168)	26%	(174)	17%	(113)	32%	(217)	672
Employ: Government	28%	(40)	28%	(40)	15%	(21)	30%	(43)	145
Employ: Self-Employed	21%	(36)	29%	(50)	13%	(22)	38%	(65)	173
Employ: Homemaker	17%	(33)	39%	(74)	21%	(40)	22%	(41)	188
Employ: Student	25%	(28)	37%	(41)	13%	(14)	25%	(28)	111
Employ: Retired	9%	(42)	19%	(87)	19%	(87)	53%	(249)	465
Employ: Unemployed	21%	(53)	28%	(70)	19%	(47)	33%	(83)	253
Employ: Other	19%	(39)	28%	(57)	19%	(38)	34%	(69)	203
Job Type: White-collar	21%	(148)	25%	(174)	17%	(120)	37%	(256)	697
Job Type: Blue-collar	19%	(180)	27%	(257)	18%	(172)	35%	(335)	944
Job Type: Don't Know	19%	(111)	29%	(162)	16%	(91)	36%	(205)	568
Military HH: Yes	22%	(92)	23%	(97)	16%	(69)	39%	(163)	421
Military HH: No	19%	(347)	28%	(496)	18%	(314)	35%	(631)	1788
2016 Vote: Clinton	22%	(152)	28%	(190)	18%	(125)	32%	(218)	685
2016 Vote: Trump	17%	(118)	23%	(163)	16%	(112)	44%	(313)	706
2016 Vote: Someone else	16%	(32)	26%	(50)	24%	(46)	34%	(65)	193

Continued on next page

Table BRD3: *How much have you seen, read, or heard about Doves Real Beauty campaign?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(439)	27%	(593)	17%	(383)	36%	(795)	2209
2012 Vote: Barack Obama	23%	(184)	28%	(226)	18%	(144)	31%	(243)	797
2012 Vote: Mitt Romney	14%	(76)	20%	(109)	16%	(87)	50%	(273)	544
2012 Vote: Other	13%	(11)	25%	(22)	23%	(20)	39%	(34)	87
2012 Vote: Didn't Vote	21%	(166)	30%	(237)	17%	(132)	31%	(242)	777
4-Region: Northeast	21%	(87)	26%	(104)	19%	(79)	33%	(134)	403
4-Region: Midwest	17%	(81)	30%	(141)	17%	(83)	36%	(171)	475
4-Region: South	21%	(173)	27%	(222)	17%	(143)	34%	(280)	818
4-Region: West	19%	(99)	24%	(125)	15%	(78)	41%	(211)	513

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

Table BRD4: As you may know, Dove recently released limited-edition Real Beauty Bottles which are six different body wash bottles, shaped to reflect diversity in different peoples body types. Above is an image of the Real Beauty Bottles. After seeing this image, do you feel more or less favorably toward Dove, 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	20% (447)	21% (464)	6% (124)	3% (67)	41% (907)	9% (201)	2209
Gender: Male	17% (183)	22% (238)	6% (66)	3% (27)	39% (417)	12% (132)	1063
Gender: Female	23% (264)	20% (225)	5% (58)	3% (40)	43% (490)	6% (69)	1146
Age: 18-29	33% (161)	25% (126)	6% (28)	3% (15)	23% (115)	10% (50)	495
Age: 30-44	29% (157)	23% (127)	5% (30)	2% (11)	33% (178)	7% (40)	544
Age: 45-54	17% (69)	22% (90)	4% (16)	2% (9)	45% (181)	9% (37)	402
Age: 55-64	10% (35)	17% (62)	5% (20)	3% (10)	57% (209)	9% (32)	369
Age: 65+	6% (24)	15% (58)	8% (30)	5% (22)	56% (224)	10% (41)	399
PID: Dem (no lean)	28% (206)	22% (159)	4% (30)	2% (17)	36% (263)	7% (48)	724
PID: Ind (no lean)	15% (130)	22% (188)	6% (55)	3% (22)	44% (373)	10% (86)	855
PID: Rep (no lean)	17% (110)	19% (117)	6% (39)	4% (27)	43% (270)	11% (66)	630
PID/Gender: Dem Men	27% (88)	25% (79)	3% (11)	2% (6)	32% (103)	10% (33)	320
PID/Gender: Dem Women	29% (119)	20% (80)	5% (19)	3% (11)	40% (160)	4% (15)	404
PID/Gender: Ind Men	10% (42)	24% (96)	7% (29)	2% (8)	44% (179)	12% (50)	404
PID/Gender: Ind Women	20% (88)	20% (92)	6% (26)	3% (15)	43% (194)	8% (37)	451
PID/Gender: Rep Men	16% (53)	19% (63)	8% (26)	4% (13)	40% (134)	15% (49)	339
PID/Gender: Rep Women	19% (57)	18% (53)	5% (13)	5% (14)	47% (136)	6% (17)	290
Tea Party: Supporter	31% (184)	21% (121)	5% (28)	3% (17)	34% (202)	7% (39)	591
Tea Party: Not Supporter	16% (261)	21% (335)	6% (96)	3% (51)	44% (699)	10% (162)	1604
Ideo: Liberal (1-3)	31% (216)	22% (157)	7% (47)	2% (15)	33% (231)	5% (38)	705
Ideo: Moderate (4)	14% (63)	23% (107)	5% (25)	3% (14)	46% (209)	8% (38)	456
Ideo: Conservative (5-7)	15% (108)	18% (125)	6% (40)	4% (30)	47% (331)	9% (64)	697
Educ: < College	20% (316)	22% (342)	6% (87)	3% (42)	40% (635)	10% (150)	1572
Educ: Bachelors degree	22% (93)	19% (79)	7% (29)	3% (14)	41% (172)	7% (31)	417
Educ: Post-grad	17% (37)	20% (43)	4% (9)	5% (12)	46% (100)	9% (20)	219

Continued on next page

Table BRD4: As you may know, Dove recently released limited-edition Real Beauty Bottles which are six different body wash bottles, shaped to reflect diversity in different peoples body types. Above is an image of the Real Beauty Bottles. After seeing this image, do you feel more or less favorably toward Dove, 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	20% (447)	21% (464)	6% (124)	3% (67)	41% (907)	9% (201)	2209
Income: Under 50k	22% (297)	22% (301)	5% (71)	3% (40)	38% (521)	9% (127)	1357
Income: 50k-100k	18% (112)	19% (119)	6% (36)	3% (18)	46% (284)	8% (49)	618
Income: 100k+	16% (38)	19% (44)	7% (18)	4% (9)	43% (101)	10% (25)	234
Ethnicity: White	17% (292)	21% (365)	6% (104)	3% (57)	44% (777)	9% (162)	1757
Ethnicity: Hispanic	38% (124)	27% (90)	4% (13)	1% (4)	22% (72)	8% (27)	331
Ethnicity: Afr. Am.	38% (101)	18% (49)	4% (11)	2% (5)	31% (83)	7% (20)	270
Ethnicity: Other	29% (53)	27% (50)	5% (9)	3% (5)	26% (47)	10% (19)	183
Relig: Protestant	14% (68)	20% (100)	5% (26)	5% (23)	49% (244)	7% (34)	494
Relig: Roman Catholic	25% (119)	23% (110)	7% (34)	3% (14)	36% (168)	5% (25)	470
Relig: Ath./Agn./None	21% (125)	16% (96)	6% (39)	2% (15)	39% (238)	16% (95)	608
Relig: Something Else	20% (72)	22% (79)	4% (14)	3% (11)	43% (154)	9% (31)	362
Relig: Jewish	6% (3)	11% (6)	2% (1)	7% (4)	56% (31)	18% (10)	55
Relig: Evangelical	26% (163)	24% (152)	4% (28)	3% (17)	38% (237)	5% (29)	626
Relig: Non-Evang. Catholics	14% (86)	22% (137)	7% (43)	4% (23)	45% (278)	7% (45)	613
Relig: All Christian	20% (249)	23% (289)	6% (71)	3% (41)	42% (514)	6% (75)	1239
Relig: All Non-Christian	20% (197)	18% (175)	5% (53)	3% (27)	40% (393)	13% (126)	970
Community: Urban	26% (157)	20% (122)	6% (37)	2% (14)	36% (217)	8% (50)	597
Community: Suburban	16% (154)	21% (209)	6% (60)	4% (35)	44% (425)	10% (94)	976
Community: Rural	21% (136)	21% (132)	4% (27)	3% (18)	42% (265)	9% (57)	636
Employ: Private Sector	24% (160)	26% (172)	5% (35)	2% (15)	36% (244)	7% (46)	672
Employ: Government	34% (50)	16% (23)	7% (10)	1% (2)	36% (52)	6% (8)	145
Employ: Self-Employed	23% (41)	19% (33)	5% (9)	4% (7)	38% (66)	10% (17)	173
Employ: Homemaker	16% (30)	27% (50)	5% (10)	1% (3)	47% (88)	4% (7)	188
Employ: Student	31% (35)	25% (27)	6% (7)	3% (3)	24% (27)	11% (13)	111
Employ: Retired	8% (36)	17% (79)	7% (35)	5% (23)	53% (247)	10% (46)	465
Employ: Unemployed	25% (62)	20% (50)	4% (11)	2% (6)	38% (96)	11% (28)	253
Employ: Other	17% (35)	15% (30)	4% (8)	4% (8)	43% (87)	18% (36)	203

Continued on next page

Table BRD4: As you may know, Dove recently released limited-edition Real Beauty Bottles which are six different body wash bottles, shaped to reflect diversity in different peoples body types. Above is an image of the Real Beauty Bottles. After seeing this image, do you feel more or less favorably toward Dove, 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	20% (447)	21% (464)	6% (124)	3% (67)	41% (907)	9% (201)	2209
Job Type: White-collar	20% (143)	19% (131)	7% (50)	4% (29)	43% (298)	7% (46)	697
Job Type: Blue-collar	19% (180)	22% (210)	6% (60)	3% (24)	42% (401)	7% (69)	944
Job Type: Don't Know	22% (124)	22% (122)	3% (14)	2% (14)	37% (208)	15% (85)	568
Military HH: Yes	23% (97)	19% (80)	5% (23)	3% (15)	41% (172)	8% (35)	421
Military HH: No	20% (350)	21% (384)	6% (101)	3% (52)	41% (734)	9% (166)	1788
2016 Vote: Clinton	24% (164)	23% (157)	6% (38)	3% (20)	38% (262)	6% (44)	685
2016 Vote: Trump	16% (110)	19% (134)	7% (46)	4% (30)	45% (321)	9% (65)	706
2016 Vote: Someone else	16% (30)	22% (42)	5% (11)	1% (2)	49% (94)	7% (14)	193
2012 Vote: Barack Obama	24% (191)	20% (161)	6% (46)	3% (22)	41% (324)	7% (54)	797
2012 Vote: Mitt Romney	12% (67)	18% (96)	7% (36)	4% (22)	50% (271)	10% (54)	544
2012 Vote: Other	8% (7)	19% (17)	5% (4)	3% (2)	55% (48)	10% (8)	87
2012 Vote: Didn't Vote	23% (181)	24% (190)	5% (39)	3% (21)	34% (262)	11% (84)	777
4-Region: Northeast	23% (94)	17% (68)	6% (23)	5% (22)	38% (152)	11% (44)	403
4-Region: Midwest	18% (84)	20% (96)	10% (46)	3% (15)	44% (208)	5% (26)	475
4-Region: South	21% (170)	25% (207)	4% (33)	2% (19)	38% (310)	10% (78)	818
4-Region: West	19% (99)	18% (92)	4% (22)	2% (11)	46% (237)	10% (52)	513

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

Table BRD5: How likely are you to purchase Dove products?

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	36% (799)	35% (777)	10% (218)	10% (216)	9% (199)	2209
Gender: Male	31% (326)	35% (367)	11% (114)	13% (139)	11% (117)	1063
Gender: Female	41% (472)	36% (410)	9% (105)	7% (77)	7% (81)	1146
Age: 18-29	44% (216)	36% (176)	7% (35)	5% (23)	9% (45)	495
Age: 30-44	42% (230)	37% (202)	7% (40)	8% (41)	6% (32)	544
Age: 45-54	43% (174)	29% (116)	8% (33)	9% (36)	11% (42)	402
Age: 55-64	27% (100)	35% (128)	13% (49)	12% (43)	13% (49)	369
Age: 65+	20% (79)	39% (155)	15% (61)	18% (72)	8% (31)	399
PID: Dem (no lean)	45% (323)	33% (237)	9% (65)	7% (53)	6% (46)	724
PID: Ind (no lean)	34% (294)	36% (304)	9% (76)	11% (93)	10% (88)	855
PID: Rep (no lean)	29% (181)	38% (236)	12% (78)	11% (70)	10% (64)	630
PID/Gender: Dem Men	40% (127)	32% (102)	10% (31)	10% (33)	8% (27)	320
PID/Gender: Dem Women	48% (196)	33% (135)	8% (34)	5% (20)	5% (19)	404
PID/Gender: Ind Men	29% (116)	35% (142)	10% (41)	14% (58)	12% (48)	404
PID/Gender: Ind Women	40% (179)	36% (162)	8% (35)	8% (35)	9% (40)	451
PID/Gender: Rep Men	25% (84)	36% (123)	12% (42)	14% (49)	13% (43)	339
PID/Gender: Rep Women	34% (98)	39% (114)	12% (36)	7% (21)	8% (22)	290
Tea Party: Supporter	43% (256)	34% (201)	8% (50)	9% (53)	6% (33)	591
Tea Party: Not Supporter	34% (539)	35% (566)	11% (169)	10% (164)	10% (166)	1604
Ideo: Liberal (1-3)	43% (302)	35% (250)	10% (69)	8% (53)	4% (31)	705
Ideo: Moderate (4)	33% (149)	37% (167)	8% (37)	11% (49)	12% (54)	456
Ideo: Conservative (5-7)	29% (205)	36% (249)	13% (88)	13% (93)	9% (61)	697
Educ: < College	37% (588)	35% (551)	9% (143)	9% (140)	10% (150)	1572
Educ: Bachelors degree	35% (146)	35% (146)	10% (42)	12% (51)	8% (32)	417
Educ: Post-grad	29% (64)	36% (80)	15% (34)	11% (25)	8% (17)	219
Income: Under 50k	38% (516)	35% (470)	9% (125)	9% (117)	9% (129)	1357
Income: 50k-100k	33% (205)	36% (223)	11% (71)	12% (72)	8% (47)	618
Income: 100k+	33% (78)	36% (84)	10% (23)	12% (27)	10% (23)	234
Ethnicity: White	33% (583)	36% (630)	11% (186)	11% (197)	9% (162)	1757
Ethnicity: Hispanic	45% (149)	37% (124)	7% (22)	4% (12)	7% (24)	331

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Table BRD5: How likely are you to purchase Dove products?

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	36% (799)	35% (777)	10% (218)	10% (216)	9% (199)	2209
Ethnicity: Afr. Am.	52% (141)	31% (84)	5% (14)	5% (13)	6% (17)	270
Ethnicity: Other	41% (75)	34% (63)	10% (19)	4% (7)	10% (19)	183
Relig: Protestant	32% (157)	36% (180)	11% (56)	13% (63)	8% (38)	494
Relig: Roman Catholic	39% (184)	34% (160)	12% (58)	8% (36)	7% (33)	470
Relig: Ath./Agn./None	34% (204)	32% (196)	9% (56)	12% (70)	14% (82)	608
Relig: Something Else	36% (129)	37% (134)	9% (33)	10% (37)	8% (30)	362
Relig: Jewish	25% (14)	35% (19)	8% (5)	12% (7)	19% (10)	55
Relig: Evangelical	44% (275)	35% (218)	9% (56)	7% (42)	5% (34)	626
Relig: Non-Evang. Catholics	31% (191)	37% (230)	12% (74)	11% (67)	9% (52)	613
Relig: All Christian	38% (466)	36% (448)	10% (130)	9% (109)	7% (87)	1239
Relig: All Non-Christian	34% (333)	34% (329)	9% (88)	11% (108)	12% (112)	970
Community: Urban	41% (242)	33% (195)	7% (44)	9% (54)	10% (62)	597
Community: Suburban	32% (314)	36% (348)	12% (118)	11% (108)	9% (89)	976
Community: Rural	38% (243)	37% (235)	9% (57)	9% (54)	7% (47)	636
Employ: Private Sector	39% (260)	37% (251)	8% (53)	9% (59)	7% (49)	672
Employ: Government	46% (67)	28% (41)	8% (12)	11% (15)	7% (10)	145
Employ: Self-Employed	33% (57)	36% (62)	16% (28)	8% (13)	7% (12)	173
Employ: Homemaker	37% (69)	40% (74)	9% (18)	6% (12)	8% (15)	188
Employ: Student	39% (43)	37% (42)	9% (10)	6% (6)	10% (11)	111
Employ: Retired	23% (109)	38% (177)	13% (60)	15% (71)	10% (48)	465
Employ: Unemployed	42% (107)	30% (76)	10% (25)	8% (20)	10% (24)	253
Employ: Other	42% (86)	26% (54)	7% (13)	10% (21)	15% (29)	203
Job Type: White-collar	33% (229)	36% (247)	12% (83)	12% (82)	8% (56)	697
Job Type: Blue-collar	37% (348)	36% (338)	10% (96)	10% (94)	7% (69)	944
Job Type: Don't Know	39% (222)	34% (192)	7% (40)	7% (40)	13% (74)	568
Military HH: Yes	38% (160)	34% (142)	8% (36)	11% (46)	9% (38)	421
Military HH: No	36% (639)	36% (635)	10% (183)	10% (170)	9% (161)	1788
2016 Vote: Clinton	41% (283)	33% (228)	10% (68)	10% (66)	6% (40)	685
2016 Vote: Trump	30% (210)	36% (256)	11% (80)	13% (89)	10% (70)	706
2016 Vote: Someone else	29% (57)	36% (70)	15% (30)	11% (21)	8% (16)	193

Continued on next page

Table BRD5: How likely are you to purchase Dove products?

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	36% (799)	35% (777)	10% (218)	10% (216)	9% (199)	2209
2012 Vote: Barack Obama	41% (326)	34% (272)	9% (69)	10% (76)	7% (54)	797
2012 Vote: Mitt Romney	25% (134)	36% (197)	15% (82)	14% (79)	10% (52)	544
2012 Vote: Other	33% (28)	30% (26)	7% (6)	16% (14)	14% (12)	87
2012 Vote: Didn't Vote	40% (309)	36% (281)	8% (61)	6% (46)	10% (80)	777
4-Region: Northeast	38% (153)	30% (120)	10% (42)	11% (43)	11% (45)	403
4-Region: Midwest	33% (159)	35% (164)	12% (59)	11% (51)	9% (43)	475
4-Region: South	39% (317)	37% (301)	8% (64)	8% (69)	8% (66)	818
4-Region: West	33% (170)	37% (191)	11% (54)	10% (54)	9% (44)	513

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

Table BRD6: Which of the following Dove body wash bottles would you be most likely to purchase?

Demographic	1	2	3	4	5	6	7	None	Don't Know / No Opinion	Total N
Adults	30%(661)	10%(220)	6%(138)	16%(352)	6%(142)	5%(119)	4%(93)	11%(240)	11%(242)	2209
Gender: Male	27%(285)	11%(114)	6%(67)	14%(147)	6%(66)	5%(53)	4%(41)	15%(161)	12%(129)	1063
Gender: Female	33%(376)	9%(106)	6%(71)	18%(205)	7%(76)	6%(67)	5%(52)	7%(79)	10%(113)	1146
Age: 18-29	37%(181)	12%(57)	7%(35)	17%(86)	6%(29)	5%(26)	4%(22)	5%(23)	7%(36)	495
Age: 30-44	32%(176)	9%(51)	8%(45)	18%(98)	7%(40)	6%(35)	6%(35)	6%(30)	6%(34)	544
Age: 45-54	29%(117)	12%(47)	8%(31)	15%(59)	6%(26)	3%(13)	5%(19)	8%(33)	14%(57)	402
Age: 55-64	25%(93)	9%(35)	4%(15)	13%(48)	7%(26)	6%(22)	3%(10)	16%(60)	16%(61)	369
Age: 65+	24%(94)	7%(30)	3%(12)	15%(62)	5%(22)	6%(24)	2%(7)	23%(93)	14%(55)	399
PID: Dem (no lean)	31%(228)	9%(66)	7%(49)	17%(122)	8%(60)	5%(34)	5%(39)	9%(64)	9%(63)	724
PID: Ind (no lean)	31%(265)	9%(77)	7%(57)	16%(136)	5%(45)	6%(55)	3%(28)	11%(94)	11%(98)	855
PID: Rep (no lean)	27%(168)	12%(76)	5%(33)	15%(94)	6%(37)	5%(31)	4%(26)	13%(82)	13%(82)	630
PID/Gender: Dem Men	29%(92)	11%(36)	8%(27)	14%(45)	9%(27)	3%(10)	4%(13)	12%(37)	10%(32)	320
PID/Gender: Dem Women	34%(136)	8%(31)	5%(21)	19%(77)	8%(32)	6%(24)	6%(26)	7%(26)	8%(30)	404
PID/Gender: Ind Men	29%(118)	8%(33)	6%(22)	14%(58)	5%(19)	6%(25)	3%(11)	17%(67)	12%(50)	404
PID/Gender: Ind Women	32%(146)	10%(44)	8%(34)	17%(78)	6%(26)	7%(29)	4%(17)	6%(28)	11%(47)	451
PID/Gender: Rep Men	22%(75)	13%(45)	5%(18)	13%(44)	6%(20)	5%(17)	5%(18)	17%(57)	14%(47)	339
PID/Gender: Rep Women	32%(94)	11%(32)	5%(15)	17%(50)	6%(17)	5%(13)	3%(9)	9%(25)	12%(35)	290
Tea Party: Supporter	26%(156)	9%(54)	8%(50)	18%(105)	7%(43)	6%(37)	6%(36)	10%(58)	9%(53)	591
Tea Party: Not Supporter	31%(499)	10%(166)	5%(88)	15%(243)	6%(96)	5%(83)	4%(57)	11%(182)	12%(189)	1604
Ideo: Liberal (1-3)	28%(200)	13%(91)	9%(66)	16%(115)	8%(55)	5%(37)	5%(37)	8%(57)	7%(46)	705
Ideo: Moderate (4)	31%(140)	7%(31)	5%(22)	17%(76)	7%(32)	7%(30)	3%(13)	12%(54)	13%(59)	456
Ideo: Conservative (5-7)	29%(204)	10%(73)	4%(30)	15%(101)	6%(41)	5%(32)	4%(29)	15%(108)	11%(78)	697
Educ: < College	30%(470)	10%(160)	7%(114)	16%(254)	6%(97)	6%(87)	3%(51)	10%(161)	11%(178)	1572
Educ: Bachelors degree	31%(128)	10%(40)	4%(16)	16%(66)	6%(26)	5%(19)	6%(27)	12%(52)	10%(43)	417
Educ: Post-grad	29%(63)	9%(20)	3%(8)	15%(32)	9%(19)	6%(13)	7%(16)	12%(27)	10%(21)	219
Income: Under 50k	31%(415)	10%(134)	8%(102)	16%(216)	5%(71)	5%(70)	4%(53)	10%(134)	12%(162)	1357
Income: 50k-100k	29%(178)	10%(64)	4%(27)	17%(105)	9%(54)	6%(36)	4%(22)	13%(78)	9%(53)	618
Income: 100k+	29%(69)	9%(22)	4%(9)	14%(32)	7%(17)	6%(13)	8%(18)	12%(27)	12%(27)	234

Continued on next page

Table BRD6: Which of the following Dove body wash bottles would you be most likely to purchase?

Demographic	1	2	3	4	5	6	7	None	Don't Know / No Opinion	Total N
Adults	30% (661)	10% (220)	6% (138)	16% (352)	6% (142)	5% (119)	4% (93)	11% (240)	11% (242)	2209
Ethnicity: White	29% (512)	10% (175)	6% (104)	16% (284)	6% (107)	5% (88)	4% (65)	12% (211)	12% (209)	1757
Ethnicity: Hispanic	31% (102)	10% (32)	9% (29)	17% (55)	7% (24)	8% (26)	8% (26)	4% (13)	7% (24)	331
Ethnicity: Afr. Am.	33% (90)	11% (31)	8% (22)	15% (40)	8% (21)	7% (18)	6% (16)	6% (16)	6% (16)	270
Ethnicity: Other	33% (60)	7% (14)	6% (11)	15% (28)	8% (14)	7% (13)	6% (12)	7% (13)	9% (17)	183
Relig: Protestant	29% (143)	10% (50)	6% (31)	15% (75)	7% (34)	5% (26)	3% (13)	13% (66)	11% (56)	494
Relig: Roman Catholic	29% (136)	11% (52)	5% (23)	16% (75)	7% (34)	6% (30)	7% (34)	9% (43)	9% (44)	470
Relig: Ath./Agn./None	29% (175)	9% (55)	6% (34)	15% (91)	7% (41)	5% (33)	4% (23)	12% (73)	14% (85)	608
Relig: Something Else	30% (109)	8% (29)	8% (28)	17% (63)	6% (20)	6% (22)	3% (12)	11% (41)	10% (38)	362
Relig: Jewish	20% (11)	9% (5)	3% (2)	20% (11)	4% (2)	7% (4)	2% (1)	21% (12)	13% (7)	55
Relig: Evangelical	33% (205)	11% (68)	8% (50)	14% (90)	6% (36)	5% (34)	6% (38)	8% (52)	9% (53)	626
Relig: Non-Evang. Catholics	28% (173)	11% (68)	4% (27)	18% (109)	7% (45)	5% (30)	3% (20)	12% (74)	11% (67)	613
Relig: All Christian	31% (378)	11% (135)	6% (77)	16% (199)	7% (81)	5% (64)	5% (59)	10% (126)	10% (120)	1239
Relig: All Non-Christian	29% (284)	9% (85)	6% (61)	16% (153)	6% (61)	6% (55)	4% (35)	12% (114)	13% (122)	970
Community: Urban	32% (191)	9% (52)	6% (37)	15% (87)	8% (47)	7% (40)	6% (36)	9% (56)	8% (50)	597
Community: Suburban	28% (274)	11% (104)	6% (59)	17% (164)	6% (58)	5% (44)	4% (34)	13% (123)	12% (115)	976
Community: Rural	31% (196)	10% (64)	7% (42)	16% (101)	6% (37)	6% (35)	4% (23)	10% (61)	12% (77)	636
Employ: Private Sector	29% (193)	10% (70)	5% (36)	20% (136)	7% (50)	6% (43)	5% (37)	8% (51)	8% (55)	672
Employ: Government	31% (45)	12% (17)	12% (17)	12% (17)	5% (7)	6% (8)	6% (9)	5% (7)	12% (18)	145
Employ: Self-Employed	26% (44)	15% (26)	8% (14)	16% (27)	7% (12)	5% (8)	5% (8)	11% (18)	9% (16)	173
Employ: Homemaker	34% (65)	11% (21)	9% (17)	18% (33)	9% (17)	3% (6)	2% (3)	3% (6)	10% (19)	188
Employ: Student	35% (39)	7% (8)	6% (7)	17% (18)	9% (10)	6% (7)	4% (4)	7% (8)	9% (10)	111
Employ: Retired	26% (119)	8% (35)	4% (19)	14% (65)	4% (18)	6% (26)	3% (13)	23% (105)	14% (64)	465
Employ: Unemployed	36% (90)	12% (30)	7% (18)	11% (27)	5% (12)	4% (9)	3% (7)	9% (23)	14% (35)	253
Employ: Other	33% (67)	6% (11)	5% (10)	14% (29)	7% (15)	6% (12)	6% (12)	10% (21)	13% (27)	203
Job Type: White-collar	28% (196)	9% (64)	5% (32)	17% (117)	9% (61)	6% (42)	5% (34)	12% (85)	9% (66)	697
Job Type: Blue-collar	30% (280)	11% (100)	6% (59)	16% (149)	7% (62)	5% (47)	4% (42)	11% (107)	10% (97)	944
Job Type: Don't Know	33% (186)	10% (56)	8% (47)	15% (86)	3% (19)	5% (30)	3% (18)	8% (47)	14% (79)	568
Military HH: Yes	30% (125)	7% (31)	8% (34)	13% (53)	6% (26)	8% (34)	4% (16)	12% (52)	12% (50)	421
Military HH: No	30% (536)	11% (189)	6% (105)	17% (299)	6% (116)	5% (85)	4% (77)	11% (188)	11% (193)	1788

Continued on next page

Table BRD6: Which of the following Dove body wash bottles would you be most likely to purchase?

Demographic	1	2	3	4	5	6	7	None	Don't Know / No Opinion	Total N
Adults	30% (661)	10% (220)	6% (138)	16% (352)	6% (142)	5% (119)	4% (93)	11% (240)	11% (242)	2209
2016 Vote: Clinton	30% (205)	9% (63)	6% (41)	17% (115)	9% (62)	5% (35)	6% (41)	11% (77)	7% (46)	685
2016 Vote: Trump	26% (183)	11% (76)	6% (42)	14% (99)	5% (39)	6% (39)	4% (30)	15% (104)	13% (95)	706
2016 Vote: Someone else	25% (48)	12% (23)	5% (10)	20% (40)	7% (13)	3% (6)	3% (5)	10% (20)	14% (28)	193
2012 Vote: Barack Obama	29% (233)	10% (76)	8% (62)	16% (130)	8% (63)	5% (44)	5% (41)	10% (82)	8% (66)	797
2012 Vote: Mitt Romney	25% (136)	10% (57)	4% (19)	15% (81)	5% (29)	6% (33)	4% (19)	18% (97)	13% (72)	544
2012 Vote: Other	32% (28)	11% (9)	7% (6)	13% (12)	4% (3)	2% (2)	1% (1)	13% (12)	16% (14)	87
2012 Vote: Didn't Vote	34% (264)	10% (78)	7% (51)	17% (130)	6% (47)	5% (41)	4% (30)	6% (48)	11% (88)	777
4-Region: Northeast	32% (130)	8% (33)	4% (16)	15% (60)	5% (21)	4% (15)	5% (19)	12% (50)	15% (59)	403
4-Region: Midwest	30% (143)	13% (62)	4% (21)	15% (70)	7% (31)	7% (32)	5% (22)	11% (54)	8% (39)	475
4-Region: South	32% (258)	10% (81)	7% (56)	17% (138)	6% (48)	5% (40)	4% (33)	9% (76)	11% (86)	818
4-Region: West	25% (130)	8% (44)	9% (45)	16% (84)	8% (42)	6% (32)	4% (19)	12% (60)	11% (58)	513

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

Table BRD7_1: Please indicate if you have a favorable or unfavorable view of each of the following Spirit Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	7% (165)	16% (364)	13% (289)	14% (301)	32% (697)	18% (393)	2209
Gender: Male	9% (96)	18% (188)	16% (171)	15% (163)	27% (284)	15% (163)	1063
Gender: Female	6% (70)	15% (176)	10% (118)	12% (139)	36% (413)	20% (230)	1146
Age: 18-29	9% (42)	16% (78)	10% (51)	11% (54)	31% (153)	23% (116)	495
Age: 30-44	15% (80)	16% (87)	12% (65)	10% (55)	28% (154)	19% (103)	544
Age: 45-54	5% (20)	20% (78)	12% (49)	13% (52)	33% (131)	18% (71)	402
Age: 55-64	5% (18)	14% (53)	18% (67)	15% (55)	34% (125)	14% (52)	369
Age: 65+	1% (6)	17% (67)	14% (57)	21% (85)	33% (134)	13% (51)	399
PID: Dem (no lean)	10% (76)	17% (123)	15% (106)	15% (106)	29% (209)	14% (103)	724
PID: Ind (no lean)	6% (48)	14% (124)	11% (92)	13% (113)	36% (307)	20% (171)	855
PID: Rep (no lean)	7% (41)	19% (117)	14% (90)	13% (82)	29% (181)	19% (119)	630
PID/Gender: Dem Men	14% (45)	19% (61)	17% (56)	15% (48)	22% (70)	13% (41)	320
PID/Gender: Dem Women	8% (31)	15% (62)	13% (51)	14% (58)	34% (139)	15% (62)	404
PID/Gender: Ind Men	7% (27)	16% (66)	13% (54)	17% (68)	31% (124)	16% (65)	404
PID/Gender: Ind Women	5% (22)	13% (57)	9% (38)	10% (45)	41% (183)	23% (106)	451
PID/Gender: Rep Men	7% (24)	18% (60)	18% (61)	14% (47)	26% (90)	17% (57)	339
PID/Gender: Rep Women	6% (17)	19% (56)	10% (29)	12% (35)	31% (91)	21% (62)	290
Tea Party: Supporter	15% (92)	19% (111)	14% (80)	11% (67)	26% (156)	15% (86)	591
Tea Party: Not Supporter	5% (73)	16% (250)	13% (208)	15% (233)	33% (535)	19% (305)	1604
Ideo: Liberal (1-3)	14% (98)	19% (131)	15% (106)	15% (107)	25% (176)	12% (87)	705
Ideo: Moderate (4)	4% (18)	16% (71)	14% (66)	15% (67)	33% (150)	19% (84)	456
Ideo: Conservative (5-7)	5% (34)	18% (127)	14% (97)	14% (100)	33% (228)	16% (111)	697
Educ: < College	6% (97)	16% (255)	12% (181)	11% (174)	33% (521)	22% (344)	1572
Educ: Bachelors degree	11% (45)	18% (74)	16% (66)	19% (80)	29% (119)	8% (34)	417
Educ: Post-grad	11% (23)	16% (35)	19% (42)	22% (48)	26% (57)	7% (15)	219
Income: Under 50k	7% (94)	16% (219)	12% (157)	11% (147)	32% (439)	22% (301)	1357
Income: 50k-100k	8% (46)	17% (105)	13% (80)	17% (108)	32% (199)	13% (80)	618
Income: 100k+	11% (25)	17% (40)	22% (52)	20% (47)	25% (58)	5% (12)	234

Continued on next page

Table BRD7_1: Please indicate if you have a favorable or unfavorable view of each of the following
Spirit Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	7% (165)	16% (364)	13% (289)	14% (301)	32% (697)	18% (393)	2209
Ethnicity: White	7% (118)	16% (286)	13% (226)	14% (250)	32% (565)	18% (312)	1757
Ethnicity: Hispanic	17% (57)	20% (67)	13% (43)	9% (31)	24% (79)	16% (53)	331
Ethnicity: Afr. Am.	12% (33)	16% (44)	17% (45)	14% (38)	26% (70)	15% (40)	270
Ethnicity: Other	8% (14)	18% (33)	10% (18)	7% (13)	34% (62)	23% (41)	183
Relig: Protestant	5% (25)	18% (90)	16% (81)	15% (75)	30% (149)	15% (75)	494
Relig: Roman Catholic	11% (53)	22% (103)	16% (76)	14% (65)	25% (119)	11% (54)	470
Relig: Ath./Agn./None	6% (40)	13% (77)	12% (75)	14% (85)	34% (208)	20% (124)	608
Relig: Something Else	7% (24)	15% (54)	9% (32)	15% (54)	35% (127)	20% (72)	362
Relig: Jewish	1% (0)	11% (6)	11% (6)	32% (18)	33% (18)	12% (7)	55
Relig: Evangelical	12% (73)	19% (117)	11% (71)	9% (58)	29% (181)	20% (126)	626
Relig: Non-Evang. Catholics	5% (29)	19% (116)	18% (111)	17% (104)	30% (182)	12% (71)	613
Relig: All Christian	8% (102)	19% (233)	15% (183)	13% (162)	29% (363)	16% (196)	1239
Relig: All Non-Christian	7% (63)	14% (131)	11% (106)	14% (139)	34% (334)	20% (196)	970
Community: Urban	11% (65)	16% (96)	14% (86)	12% (72)	30% (179)	17% (99)	597
Community: Suburban	5% (53)	17% (167)	13% (132)	15% (144)	34% (332)	15% (148)	976
Community: Rural	7% (47)	16% (100)	11% (71)	13% (85)	29% (187)	23% (146)	636
Employ: Private Sector	10% (69)	21% (140)	14% (91)	11% (77)	30% (199)	14% (95)	672
Employ: Government	16% (24)	15% (21)	14% (20)	15% (21)	33% (47)	8% (12)	145
Employ: Self-Employed	10% (18)	21% (37)	9% (16)	20% (35)	24% (41)	15% (27)	173
Employ: Homemaker	5% (10)	13% (24)	11% (20)	11% (21)	39% (74)	21% (38)	188
Employ: Student	2% (2)	14% (16)	13% (15)	12% (13)	31% (35)	27% (30)	111
Employ: Retired	3% (15)	17% (79)	16% (77)	18% (83)	32% (149)	13% (61)	465
Employ: Unemployed	7% (19)	11% (28)	12% (30)	9% (23)	29% (73)	31% (80)	253
Employ: Other	4% (7)	9% (19)	10% (19)	14% (28)	39% (79)	25% (50)	203
Job Type: White-collar	9% (63)	19% (135)	16% (114)	19% (134)	28% (195)	8% (56)	697
Job Type: Blue-collar	7% (68)	17% (159)	13% (127)	12% (112)	32% (305)	18% (173)	944
Job Type: Don't Know	6% (35)	12% (70)	8% (48)	10% (55)	35% (197)	29% (164)	568
Military HH: Yes	15% (62)	16% (69)	11% (47)	18% (75)	27% (113)	13% (56)	421
Military HH: No	6% (104)	16% (295)	13% (241)	13% (227)	33% (584)	19% (337)	1788

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Table BRD7_1: Please indicate if you have a favorable or unfavorable view of each of the following Spirit Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	7% (165)	16% (364)	13% (289)	14% (301)	32% (697)	18% (393)	2209
2016 Vote: Clinton	10% (68)	19% (128)	15% (101)	18% (124)	28% (192)	11% (72)	685
2016 Vote: Trump	7% (48)	18% (130)	15% (106)	13% (94)	31% (218)	16% (110)	706
2016 Vote: Someone else	3% (6)	14% (26)	14% (26)	14% (26)	38% (73)	18% (35)	193
2012 Vote: Barack Obama	10% (83)	18% (144)	14% (111)	18% (140)	27% (219)	13% (100)	797
2012 Vote: Mitt Romney	5% (28)	16% (88)	17% (91)	15% (80)	34% (184)	13% (72)	544
2012 Vote: Other	5% (4)	12% (10)	9% (8)	23% (20)	29% (25)	23% (20)	87
2012 Vote: Didn't Vote	6% (49)	16% (122)	10% (78)	8% (61)	34% (268)	26% (199)	777
4-Region: Northeast	7% (28)	15% (59)	12% (48)	17% (68)	37% (150)	12% (50)	403
4-Region: Midwest	8% (36)	19% (90)	17% (82)	11% (52)	29% (136)	17% (80)	475
4-Region: South	7% (54)	18% (145)	11% (92)	12% (98)	33% (269)	19% (159)	818
4-Region: West	9% (48)	14% (70)	13% (66)	16% (83)	28% (142)	20% (104)	513

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

Table BRD7_2: Please indicate if you have a favorable or unfavorable view of each of the following
Frontier Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (186)	20% (449)	10% (227)	7% (147)	36% (790)	19% (411)	2209
Gender: Male	10% (104)	23% (247)	12% (132)	7% (77)	33% (346)	15% (157)	1063
Gender: Female	7% (82)	18% (201)	8% (95)	6% (70)	39% (444)	22% (254)	1146
Age: 18-29	8% (38)	18% (89)	7% (35)	6% (30)	34% (169)	27% (133)	495
Age: 30-44	15% (79)	19% (104)	10% (55)	6% (30)	28% (151)	23% (124)	544
Age: 45-54	7% (28)	21% (83)	10% (41)	8% (32)	36% (146)	18% (72)	402
Age: 55-64	5% (20)	23% (84)	14% (52)	7% (28)	39% (145)	11% (42)	369
Age: 65+	5% (21)	22% (88)	11% (44)	7% (27)	45% (179)	10% (40)	399
PID: Dem (no lean)	10% (75)	21% (153)	11% (78)	7% (48)	35% (254)	16% (116)	724
PID: Ind (no lean)	6% (52)	18% (158)	10% (87)	7% (60)	36% (304)	23% (195)	855
PID: Rep (no lean)	9% (59)	22% (138)	10% (61)	6% (39)	37% (232)	16% (100)	630
PID/Gender: Dem Men	13% (41)	25% (79)	11% (36)	7% (22)	30% (97)	14% (45)	320
PID/Gender: Dem Women	8% (34)	18% (74)	10% (42)	7% (26)	39% (157)	18% (71)	404
PID/Gender: Ind Men	7% (27)	23% (94)	14% (56)	8% (34)	31% (127)	17% (67)	404
PID/Gender: Ind Women	6% (25)	14% (65)	7% (31)	6% (26)	39% (176)	28% (128)	451
PID/Gender: Rep Men	11% (36)	22% (75)	12% (40)	7% (22)	36% (122)	13% (44)	339
PID/Gender: Rep Women	8% (23)	22% (63)	8% (22)	6% (17)	38% (110)	19% (56)	290
Tea Party: Supporter	16% (96)	23% (135)	11% (63)	6% (33)	32% (186)	13% (79)	591
Tea Party: Not Supporter	6% (89)	19% (313)	10% (162)	7% (113)	37% (595)	21% (331)	1604
Ideo: Liberal (1-3)	14% (96)	22% (155)	12% (87)	9% (64)	28% (198)	15% (106)	705
Ideo: Moderate (4)	6% (26)	19% (85)	12% (55)	6% (29)	38% (175)	19% (86)	456
Ideo: Conservative (5-7)	7% (49)	24% (170)	11% (73)	5% (38)	39% (274)	13% (93)	697
Educ: < College	7% (114)	18% (290)	9% (140)	6% (93)	37% (583)	22% (353)	1572
Educ: Bachelors degree	10% (42)	26% (108)	12% (51)	7% (31)	34% (142)	10% (42)	417
Educ: Post-grad	14% (30)	23% (51)	16% (36)	10% (23)	30% (65)	7% (16)	219
Income: Under 50k	8% (110)	19% (252)	10% (129)	6% (83)	36% (489)	22% (294)	1357
Income: 50k-100k	8% (51)	22% (138)	10% (63)	7% (44)	38% (233)	15% (90)	618
Income: 100k+	11% (25)	25% (59)	15% (35)	9% (20)	29% (68)	11% (27)	234

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Table BRD7_2: Please indicate if you have a favorable or unfavorable view of each of the following
Frontier Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (186)	20% (449)	10% (227)	7% (147)	36% (790)	19% (411)	2209
Ethnicity: White	8% (135)	20% (360)	11% (190)	7% (115)	37% (642)	18% (315)	1757
Ethnicity: Hispanic	15% (48)	25% (83)	10% (35)	5% (16)	27% (89)	18% (60)	331
Ethnicity: Afr. Am.	12% (33)	21% (57)	8% (22)	7% (19)	30% (80)	22% (59)	270
Ethnicity: Other	10% (18)	17% (32)	8% (15)	7% (13)	37% (68)	20% (36)	183
Relig: Protestant	8% (39)	24% (120)	11% (55)	6% (30)	38% (189)	13% (63)	494
Relig: Roman Catholic	12% (55)	26% (122)	15% (73)	5% (24)	29% (137)	13% (60)	470
Relig: Ath./Agn./None	6% (37)	16% (98)	8% (49)	9% (56)	36% (221)	24% (147)	608
Relig: Something Else	7% (27)	17% (62)	9% (32)	8% (29)	38% (138)	20% (74)	362
Relig: Jewish	4% (2)	18% (10)	12% (6)	12% (6)	42% (23)	13% (7)	55
Relig: Evangelical	13% (83)	23% (141)	9% (58)	4% (25)	34% (211)	17% (108)	626
Relig: Non-Evang. Catholics	6% (39)	24% (147)	14% (88)	6% (37)	36% (219)	13% (83)	613
Relig: All Christian	10% (122)	23% (288)	12% (146)	5% (61)	35% (430)	15% (191)	1239
Relig: All Non-Christian	7% (64)	17% (160)	8% (81)	9% (85)	37% (360)	23% (220)	970
Community: Urban	12% (70)	21% (126)	12% (72)	4% (26)	32% (193)	18% (110)	597
Community: Suburban	7% (69)	19% (190)	11% (106)	7% (69)	38% (370)	18% (172)	976
Community: Rural	7% (47)	21% (133)	8% (49)	8% (52)	36% (226)	20% (129)	636
Employ: Private Sector	11% (76)	25% (169)	10% (67)	5% (36)	31% (211)	17% (113)	672
Employ: Government	14% (21)	17% (24)	14% (20)	7% (11)	37% (53)	11% (16)	145
Employ: Self-Employed	10% (18)	23% (39)	13% (22)	8% (13)	28% (49)	18% (32)	173
Employ: Homemaker	4% (8)	14% (27)	11% (21)	8% (15)	40% (76)	22% (42)	188
Employ: Student	9% (9)	18% (20)	7% (8)	3% (4)	35% (39)	29% (32)	111
Employ: Retired	5% (25)	21% (98)	11% (52)	8% (39)	43% (201)	11% (50)	465
Employ: Unemployed	8% (21)	11% (28)	7% (18)	7% (18)	36% (91)	31% (77)	253
Employ: Other	3% (6)	22% (44)	10% (20)	6% (12)	35% (71)	24% (49)	203
Job Type: White-collar	11% (76)	24% (164)	14% (95)	10% (69)	32% (225)	10% (68)	697
Job Type: Blue-collar	8% (78)	21% (201)	9% (86)	5% (49)	37% (354)	19% (176)	944
Job Type: Don't Know	6% (31)	15% (84)	8% (46)	5% (28)	37% (211)	29% (167)	568
Military HH: Yes	15% (62)	22% (94)	10% (43)	8% (34)	30% (126)	15% (61)	421
Military HH: No	7% (124)	20% (354)	10% (183)	6% (113)	37% (664)	20% (350)	1788

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Table BRD7_2: Please indicate if you have a favorable or unfavorable view of each of the following
Frontier Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (186)	20% (449)	10% (227)	7% (147)	36% (790)	19% (411)	2209
2016 Vote: Clinton	9% (63)	22% (149)	12% (80)	9% (62)	35% (240)	13% (92)	685
2016 Vote: Trump	10% (69)	23% (164)	11% (76)	5% (34)	39% (272)	13% (91)	706
2016 Vote: Someone else	4% (7)	17% (33)	12% (23)	8% (15)	38% (74)	22% (42)	193
2012 Vote: Barack Obama	10% (78)	23% (183)	10% (80)	8% (63)	35% (281)	14% (113)	797
2012 Vote: Mitt Romney	8% (42)	23% (126)	14% (74)	6% (31)	39% (211)	11% (60)	544
2012 Vote: Other	5% (5)	14% (12)	8% (7)	8% (7)	41% (36)	24% (21)	87
2012 Vote: Didn't Vote	8% (59)	16% (127)	8% (65)	6% (47)	34% (262)	28% (217)	777
4-Region: Northeast	8% (32)	12% (49)	11% (44)	6% (23)	40% (161)	23% (93)	403
4-Region: Midwest	9% (42)	26% (122)	10% (48)	5% (25)	34% (164)	16% (74)	475
4-Region: South	7% (60)	19% (156)	9% (70)	7% (54)	37% (301)	21% (175)	818
4-Region: West	10% (51)	24% (121)	12% (64)	9% (45)	32% (164)	13% (68)	513

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

Table BRD7_3: Please indicate if you have a favorable or unfavorable view of each of the following Southwest Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (553)	33% (733)	9% (196)	5% (109)	25% (546)	3% (72)	2209
Gender: Male	26% (274)	36% (381)	10% (106)	6% (61)	20% (216)	2% (26)	1063
Gender: Female	24% (280)	31% (352)	8% (90)	4% (48)	29% (330)	4% (46)	1146
Age: 18-29	20% (97)	29% (143)	8% (41)	7% (34)	27% (132)	10% (47)	495
Age: 30-44	28% (154)	32% (176)	7% (39)	5% (25)	25% (137)	2% (12)	544
Age: 45-54	23% (92)	34% (135)	10% (42)	4% (16)	27% (108)	2% (9)	402
Age: 55-64	22% (81)	39% (144)	12% (43)	3% (12)	23% (86)	1% (3)	369
Age: 65+	32% (129)	34% (135)	8% (31)	5% (21)	21% (82)	— (2)	399
PID: Dem (no lean)	29% (207)	34% (250)	8% (59)	5% (37)	21% (156)	2% (16)	724
PID: Ind (no lean)	18% (158)	32% (273)	9% (81)	5% (46)	30% (257)	5% (41)	855
PID: Rep (no lean)	30% (189)	33% (210)	9% (57)	4% (26)	21% (134)	2% (15)	630
PID/Gender: Dem Men	31% (100)	33% (106)	10% (30)	5% (15)	18% (59)	3% (10)	320
PID/Gender: Dem Women	26% (107)	36% (144)	7% (28)	5% (22)	24% (97)	2% (7)	404
PID/Gender: Ind Men	19% (78)	37% (151)	10% (41)	8% (32)	23% (91)	3% (10)	404
PID/Gender: Ind Women	18% (80)	27% (122)	9% (39)	3% (14)	37% (165)	7% (31)	451
PID/Gender: Rep Men	28% (96)	37% (124)	10% (34)	4% (13)	19% (66)	2% (6)	339
PID/Gender: Rep Women	32% (93)	30% (86)	8% (23)	4% (12)	23% (68)	3% (8)	290
Tea Party: Supporter	33% (196)	33% (195)	7% (41)	4% (26)	21% (125)	2% (9)	591
Tea Party: Not Supporter	22% (353)	33% (536)	10% (155)	5% (80)	26% (416)	4% (63)	1604
Ideo: Liberal (1-3)	30% (209)	35% (244)	11% (75)	6% (39)	17% (122)	2% (16)	705
Ideo: Moderate (4)	24% (109)	36% (162)	9% (41)	5% (21)	24% (109)	3% (12)	456
Ideo: Conservative (5-7)	27% (188)	37% (256)	8% (56)	3% (23)	23% (163)	1% (10)	697
Educ: < College	22% (349)	31% (483)	9% (143)	5% (81)	29% (450)	4% (65)	1572
Educ: Bachelors degree	30% (126)	39% (164)	9% (36)	4% (17)	17% (71)	1% (4)	417
Educ: Post-grad	36% (78)	39% (85)	8% (17)	5% (11)	11% (25)	1% (3)	219
Income: Under 50k	22% (296)	30% (404)	10% (133)	6% (82)	28% (385)	4% (57)	1357
Income: 50k-100k	29% (178)	37% (232)	7% (44)	3% (20)	21% (133)	2% (12)	618
Income: 100k+	34% (80)	42% (97)	8% (19)	3% (7)	12% (28)	1% (3)	234

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Table BRD7_3: Please indicate if you have a favorable or unfavorable view of each of the following
Southwest Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (553)	33% (733)	9% (196)	5% (109)	25% (546)	3% (72)	2209
Ethnicity: White	25% (443)	34% (590)	9% (157)	5% (83)	25% (433)	3% (50)	1757
Ethnicity: Hispanic	28% (94)	34% (112)	10% (33)	4% (13)	17% (56)	7% (23)	331
Ethnicity: Afr. Am.	27% (73)	32% (86)	9% (25)	7% (18)	23% (62)	2% (6)	270
Ethnicity: Other	20% (37)	31% (57)	8% (14)	4% (8)	28% (51)	9% (16)	183
Relig: Protestant	29% (144)	40% (195)	8% (39)	4% (20)	19% (92)	1% (4)	494
Relig: Roman Catholic	30% (139)	35% (163)	12% (55)	4% (19)	18% (85)	2% (9)	470
Relig: Ath./Agn./None	20% (119)	29% (179)	8% (49)	6% (38)	31% (187)	6% (35)	608
Relig: Something Else	25% (89)	33% (120)	8% (27)	5% (20)	26% (96)	3% (11)	362
Relig: Jewish	23% (13)	44% (24)	— (0)	3% (2)	25% (14)	4% (2)	55
Relig: Evangelical	28% (178)	34% (211)	8% (49)	4% (26)	23% (146)	3% (16)	626
Relig: Non-Evang. Catholics	27% (167)	36% (224)	11% (70)	4% (25)	19% (117)	2% (10)	613
Relig: All Christian	28% (346)	35% (434)	10% (119)	4% (51)	21% (263)	2% (26)	1239
Relig: All Non-Christian	21% (208)	31% (298)	8% (77)	6% (58)	29% (283)	5% (46)	970
Community: Urban	25% (150)	34% (200)	8% (46)	5% (33)	24% (144)	4% (23)	597
Community: Suburban	28% (271)	34% (329)	9% (86)	4% (41)	23% (223)	3% (26)	976
Community: Rural	21% (132)	32% (204)	10% (64)	6% (35)	28% (179)	4% (23)	636
Employ: Private Sector	26% (178)	41% (273)	8% (51)	4% (27)	20% (132)	2% (11)	672
Employ: Government	30% (43)	34% (50)	7% (10)	3% (5)	23% (33)	3% (4)	145
Employ: Self-Employed	33% (56)	33% (56)	12% (21)	3% (5)	18% (30)	3% (4)	173
Employ: Homemaker	23% (44)	23% (43)	8% (15)	5% (9)	37% (70)	4% (7)	188
Employ: Student	23% (25)	27% (30)	7% (8)	3% (3)	28% (32)	13% (14)	111
Employ: Retired	26% (121)	36% (167)	10% (45)	6% (28)	22% (100)	1% (3)	465
Employ: Unemployed	17% (43)	26% (66)	11% (27)	9% (22)	31% (78)	6% (16)	253
Employ: Other	21% (43)	24% (48)	9% (19)	5% (10)	35% (71)	6% (12)	203
Job Type: White-collar	32% (220)	40% (281)	8% (57)	4% (26)	15% (102)	2% (10)	697
Job Type: Blue-collar	24% (227)	34% (321)	9% (83)	5% (48)	26% (245)	2% (20)	944
Job Type: Don't Know	19% (107)	23% (131)	10% (55)	6% (35)	35% (199)	7% (42)	568
Military HH: Yes	34% (143)	34% (145)	7% (27)	7% (29)	17% (73)	1% (4)	421
Military HH: No	23% (410)	33% (588)	9% (168)	4% (80)	26% (473)	4% (68)	1788

Continued on next page

Table BRD7_3: Please indicate if you have a favorable or unfavorable view of each of the following Southwest Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (553)	33% (733)	9% (196)	5% (109)	25% (546)	3% (72)	2209
2016 Vote: Clinton	30% (205)	37% (250)	9% (60)	5% (33)	19% (128)	1% (9)	685
2016 Vote: Trump	29% (202)	34% (243)	9% (64)	4% (29)	22% (156)	2% (13)	706
2016 Vote: Someone else	19% (37)	35% (68)	10% (19)	5% (10)	28% (54)	3% (6)	193
2012 Vote: Barack Obama	30% (237)	36% (285)	9% (69)	4% (35)	20% (161)	1% (10)	797
2012 Vote: Mitt Romney	28% (153)	38% (208)	9% (49)	4% (23)	20% (106)	1% (4)	544
2012 Vote: Other	16% (14)	32% (28)	8% (7)	6% (5)	35% (30)	3% (2)	87
2012 Vote: Didn't Vote	19% (148)	27% (210)	9% (70)	6% (45)	32% (248)	7% (55)	777
4-Region: Northeast	21% (86)	26% (106)	11% (43)	7% (28)	31% (126)	4% (15)	403
4-Region: Midwest	23% (109)	38% (182)	8% (36)	4% (20)	24% (115)	3% (14)	475
4-Region: South	24% (200)	32% (262)	8% (67)	5% (40)	27% (217)	4% (30)	818
4-Region: West	31% (158)	36% (183)	10% (50)	4% (22)	17% (87)	3% (14)	513

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

Table BRD7_4: Please indicate if you have a favorable or unfavorable view of each of the following
Delta Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (382)	31% (675)	15% (321)	10% (218)	25% (543)	3% (70)	2209
Gender: Male	20% (208)	33% (348)	16% (165)	9% (99)	20% (211)	3% (31)	1063
Gender: Female	15% (174)	28% (326)	14% (156)	10% (119)	29% (333)	3% (38)	1146
Age: 18-29	18% (88)	27% (132)	12% (61)	8% (39)	28% (138)	7% (37)	495
Age: 30-44	25% (134)	27% (145)	12% (67)	8% (43)	25% (138)	3% (17)	544
Age: 45-54	13% (53)	34% (138)	13% (51)	12% (47)	27% (107)	1% (5)	402
Age: 55-64	14% (52)	31% (115)	18% (66)	11% (40)	24% (87)	2% (8)	369
Age: 65+	14% (56)	36% (144)	19% (76)	12% (47)	18% (73)	1% (3)	399
PID: Dem (no lean)	19% (137)	31% (222)	15% (106)	10% (70)	23% (165)	3% (24)	724
PID: Ind (no lean)	14% (119)	29% (246)	15% (126)	10% (86)	28% (241)	4% (37)	855
PID: Rep (no lean)	20% (126)	33% (207)	14% (89)	10% (62)	22% (137)	1% (9)	630
PID/Gender: Dem Men	22% (69)	31% (100)	16% (50)	9% (27)	19% (60)	4% (14)	320
PID/Gender: Dem Women	17% (68)	30% (121)	14% (56)	10% (42)	26% (106)	3% (10)	404
PID/Gender: Ind Men	13% (54)	33% (132)	19% (75)	11% (45)	20% (82)	4% (16)	404
PID/Gender: Ind Women	14% (64)	25% (115)	11% (51)	9% (41)	35% (159)	5% (21)	451
PID/Gender: Rep Men	25% (85)	34% (116)	12% (40)	8% (27)	20% (69)	— (1)	339
PID/Gender: Rep Women	14% (41)	31% (90)	17% (49)	12% (35)	23% (68)	2% (7)	290
Tea Party: Supporter	26% (151)	30% (176)	14% (80)	10% (57)	19% (115)	2% (12)	591
Tea Party: Not Supporter	14% (223)	31% (497)	15% (241)	10% (160)	26% (425)	4% (58)	1604
Ideo: Liberal (1-3)	23% (159)	30% (214)	17% (121)	12% (83)	17% (117)	2% (11)	705
Ideo: Moderate (4)	16% (73)	32% (145)	14% (66)	9% (43)	25% (114)	3% (15)	456
Ideo: Conservative (5-7)	16% (112)	36% (250)	16% (109)	9% (63)	22% (154)	1% (9)	697
Educ: < College	17% (269)	27% (418)	14% (216)	10% (161)	28% (447)	4% (61)	1572
Educ: Bachelors degree	16% (66)	40% (168)	16% (68)	10% (41)	16% (68)	1% (6)	417
Educ: Post-grad	21% (47)	40% (88)	17% (37)	7% (16)	13% (28)	1% (3)	219
Income: Under 50k	17% (237)	26% (355)	13% (181)	10% (141)	28% (385)	4% (57)	1357
Income: 50k-100k	15% (96)	36% (221)	16% (101)	10% (60)	21% (131)	1% (9)	618
Income: 100k+	21% (49)	42% (98)	17% (40)	7% (16)	12% (27)	1% (3)	234

Continued on next page

Table BRD7_4: Please indicate if you have a favorable or unfavorable view of each of the following
Delta Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (382)	31% (675)	15% (321)	10% (218)	25% (543)	3% (70)	2209
Ethnicity: White	16% (284)	31% (549)	15% (271)	10% (171)	25% (433)	3% (49)	1757
Ethnicity: Hispanic	25% (82)	31% (103)	10% (32)	6% (20)	21% (70)	7% (24)	331
Ethnicity: Afr. Am.	24% (63)	29% (79)	12% (32)	10% (28)	22% (59)	3% (8)	270
Ethnicity: Other	19% (34)	26% (47)	10% (18)	10% (19)	28% (51)	7% (13)	183
Relig: Protestant	17% (86)	39% (191)	13% (63)	13% (64)	17% (85)	1% (6)	494
Relig: Roman Catholic	19% (88)	32% (150)	21% (97)	7% (35)	19% (87)	3% (13)	470
Relig: Ath./Agn./None	14% (86)	27% (162)	12% (71)	10% (62)	32% (197)	5% (30)	608
Relig: Something Else	20% (71)	30% (109)	14% (51)	8% (30)	25% (91)	2% (9)	362
Relig: Jewish	17% (9)	41% (23)	20% (11)	3% (1)	17% (9)	3% (1)	55
Relig: Evangelical	21% (129)	31% (193)	13% (84)	9% (56)	23% (144)	3% (18)	626
Relig: Non-Evang. Catholics	16% (95)	34% (210)	19% (115)	11% (69)	18% (111)	2% (13)	613
Relig: All Christian	18% (225)	33% (404)	16% (199)	10% (125)	21% (255)	2% (31)	1239
Relig: All Non-Christian	16% (158)	28% (271)	13% (122)	10% (92)	30% (288)	4% (39)	970
Community: Urban	22% (131)	28% (164)	14% (83)	8% (51)	25% (147)	3% (21)	597
Community: Suburban	15% (150)	34% (329)	16% (155)	9% (86)	24% (233)	2% (22)	976
Community: Rural	16% (101)	28% (181)	13% (83)	13% (81)	26% (163)	4% (27)	636
Employ: Private Sector	20% (133)	34% (230)	14% (95)	8% (55)	22% (146)	2% (12)	672
Employ: Government	22% (33)	32% (46)	15% (22)	11% (16)	18% (26)	2% (3)	145
Employ: Self-Employed	27% (47)	32% (55)	12% (20)	10% (18)	16% (28)	2% (4)	173
Employ: Homemaker	13% (24)	24% (45)	12% (22)	10% (19)	38% (71)	4% (7)	188
Employ: Student	15% (17)	30% (33)	17% (18)	5% (6)	26% (29)	7% (8)	111
Employ: Retired	13% (62)	34% (157)	21% (96)	12% (55)	20% (93)	1% (3)	465
Employ: Unemployed	18% (44)	23% (58)	10% (26)	8% (21)	32% (81)	9% (22)	253
Employ: Other	10% (21)	25% (52)	10% (21)	14% (28)	35% (70)	5% (11)	203
Job Type: White-collar	19% (135)	37% (260)	17% (119)	10% (67)	15% (105)	2% (11)	697
Job Type: Blue-collar	17% (160)	31% (291)	14% (135)	11% (100)	25% (239)	2% (18)	944
Job Type: Don't Know	15% (87)	22% (124)	12% (67)	9% (51)	35% (199)	7% (41)	568
Military HH: Yes	26% (109)	30% (126)	14% (60)	11% (46)	18% (75)	1% (5)	421
Military HH: No	15% (273)	31% (549)	15% (261)	10% (171)	26% (468)	4% (65)	1788

Continued on next page

Table BRD7_4: Please indicate if you have a favorable or unfavorable view of each of the following
Delta Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (382)	31% (675)	15% (321)	10% (218)	25% (543)	3% (70)	2209
2016 Vote: Clinton	20% (140)	32% (216)	17% (114)	10% (72)	18% (126)	3% (18)	685
2016 Vote: Trump	19% (134)	34% (238)	16% (112)	9% (61)	22% (153)	1% (8)	706
2016 Vote: Someone else	9% (18)	33% (63)	13% (25)	12% (23)	31% (60)	2% (4)	193
2012 Vote: Barack Obama	19% (152)	33% (262)	15% (120)	11% (87)	20% (160)	2% (17)	797
2012 Vote: Mitt Romney	17% (91)	37% (199)	17% (90)	10% (52)	20% (108)	1% (3)	544
2012 Vote: Other	8% (7)	25% (21)	18% (16)	9% (8)	36% (31)	4% (3)	87
2012 Vote: Didn't Vote	17% (130)	24% (190)	12% (95)	9% (71)	31% (244)	6% (47)	777
4-Region: Northeast	16% (65)	28% (113)	13% (52)	10% (42)	30% (121)	2% (9)	403
4-Region: Midwest	18% (88)	30% (145)	15% (73)	9% (44)	25% (117)	2% (9)	475
4-Region: South	18% (145)	31% (250)	14% (112)	9% (77)	25% (202)	4% (31)	818
4-Region: West	16% (84)	32% (166)	17% (85)	11% (54)	20% (103)	4% (20)	513

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

Table BRD7_5: Please indicate if you have a favorable or unfavorable view of each of the following
JetBlue

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	14% (316)	24% (534)	10% (224)	5% (115)	35% (774)	11% (246)	2209
Gender: Male	18% (187)	26% (276)	13% (135)	5% (58)	31% (325)	8% (81)	1063
Gender: Female	11% (129)	22% (258)	8% (89)	5% (57)	39% (448)	14% (165)	1146
Age: 18-29	15% (76)	19% (92)	7% (34)	5% (23)	33% (165)	21% (105)	495
Age: 30-44	21% (114)	23% (124)	10% (53)	4% (19)	30% (165)	13% (69)	544
Age: 45-54	11% (43)	28% (113)	9% (35)	7% (26)	38% (151)	8% (33)	402
Age: 55-64	9% (33)	24% (88)	17% (61)	4% (16)	40% (148)	6% (22)	369
Age: 65+	13% (51)	29% (116)	10% (40)	8% (31)	36% (145)	4% (16)	399
PID: Dem (no lean)	18% (129)	24% (173)	10% (75)	6% (44)	33% (242)	9% (62)	724
PID: Ind (no lean)	11% (93)	23% (193)	9% (78)	5% (42)	38% (328)	14% (123)	855
PID: Rep (no lean)	15% (95)	27% (168)	11% (72)	5% (30)	32% (204)	10% (62)	630
PID/Gender: Dem Men	21% (68)	25% (80)	13% (41)	6% (18)	29% (92)	6% (20)	320
PID/Gender: Dem Women	15% (61)	23% (93)	8% (34)	6% (26)	37% (150)	10% (41)	404
PID/Gender: Ind Men	16% (63)	26% (104)	11% (45)	6% (24)	32% (129)	10% (39)	404
PID/Gender: Ind Women	6% (29)	20% (89)	7% (32)	4% (17)	44% (199)	19% (84)	451
PID/Gender: Rep Men	16% (56)	27% (92)	14% (49)	5% (15)	31% (105)	6% (22)	339
PID/Gender: Rep Women	13% (39)	26% (76)	8% (23)	5% (14)	34% (99)	14% (40)	290
Tea Party: Supporter	21% (127)	28% (168)	11% (66)	4% (23)	27% (161)	8% (47)	591
Tea Party: Not Supporter	12% (188)	23% (364)	10% (159)	6% (92)	38% (602)	12% (199)	1604
Ideo: Liberal (1-3)	20% (144)	26% (185)	12% (86)	5% (38)	28% (196)	8% (56)	705
Ideo: Moderate (4)	11% (51)	27% (123)	9% (41)	4% (20)	40% (180)	9% (40)	456
Ideo: Conservative (5-7)	12% (87)	27% (188)	12% (81)	6% (41)	35% (242)	8% (58)	697
Educ: < College	13% (202)	22% (339)	9% (141)	5% (84)	37% (582)	14% (224)	1572
Educ: Bachelors degree	17% (73)	30% (123)	12% (51)	5% (20)	33% (137)	3% (13)	417
Educ: Post-grad	19% (42)	32% (71)	15% (32)	5% (11)	25% (55)	4% (9)	219
Income: Under 50k	12% (168)	23% (306)	9% (121)	6% (77)	36% (485)	15% (199)	1357
Income: 50k-100k	16% (101)	26% (161)	10% (63)	4% (27)	36% (222)	7% (43)	618
Income: 100k+	20% (47)	28% (67)	17% (40)	5% (11)	28% (66)	1% (3)	234

Continued on next page

Table BRD7_5: Please indicate if you have a favorable or unfavorable view of each of the following
JetBlue

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	14% (316)	24% (534)	10% (224)	5% (115)	35% (774)	11% (246)	2209
Ethnicity: White	14% (238)	24% (414)	10% (183)	5% (87)	36% (633)	11% (201)	1757
Ethnicity: Hispanic	26% (87)	21% (69)	11% (36)	3% (9)	25% (83)	14% (45)	331
Ethnicity: Afr. Am.	16% (43)	28% (74)	11% (30)	8% (20)	29% (79)	9% (24)	270
Ethnicity: Other	19% (35)	25% (45)	6% (11)	5% (8)	34% (62)	12% (21)	183
Relig: Protestant	13% (65)	28% (138)	12% (59)	5% (24)	36% (178)	6% (31)	494
Relig: Roman Catholic	19% (87)	28% (133)	14% (67)	5% (25)	27% (127)	7% (31)	470
Relig: Ath./Agn./None	13% (81)	19% (114)	7% (43)	7% (41)	39% (238)	15% (91)	608
Relig: Something Else	12% (44)	27% (96)	10% (36)	5% (17)	34% (124)	13% (46)	362
Relig: Jewish	24% (13)	32% (17)	7% (4)	3% (2)	25% (14)	9% (5)	55
Relig: Evangelical	17% (104)	26% (161)	10% (60)	4% (24)	32% (199)	12% (78)	626
Relig: Non-Evang. Catholics	14% (88)	27% (163)	14% (85)	6% (34)	35% (213)	5% (31)	613
Relig: All Christian	15% (191)	26% (324)	12% (145)	5% (58)	33% (412)	9% (109)	1239
Relig: All Non-Christian	13% (125)	22% (210)	8% (79)	6% (58)	37% (362)	14% (137)	970
Community: Urban	19% (115)	25% (148)	9% (54)	4% (22)	33% (195)	10% (62)	597
Community: Suburban	14% (133)	26% (251)	11% (108)	5% (48)	36% (347)	9% (89)	976
Community: Rural	11% (68)	21% (135)	10% (61)	7% (45)	37% (232)	15% (94)	636
Employ: Private Sector	16% (106)	28% (191)	11% (74)	3% (21)	33% (221)	9% (58)	672
Employ: Government	25% (37)	25% (36)	11% (16)	2% (3)	31% (45)	6% (8)	145
Employ: Self-Employed	20% (35)	28% (49)	11% (18)	7% (12)	28% (48)	7% (11)	173
Employ: Homemaker	11% (21)	18% (33)	6% (11)	4% (8)	45% (85)	16% (30)	188
Employ: Student	16% (18)	23% (26)	4% (4)	7% (8)	28% (31)	22% (24)	111
Employ: Retired	12% (57)	27% (126)	13% (59)	7% (33)	36% (169)	5% (21)	465
Employ: Unemployed	12% (30)	18% (46)	8% (19)	6% (14)	36% (92)	20% (52)	253
Employ: Other	6% (13)	14% (28)	11% (23)	7% (15)	41% (83)	20% (41)	203
Job Type: White-collar	15% (107)	32% (222)	13% (90)	5% (37)	30% (207)	5% (33)	697
Job Type: Blue-collar	14% (133)	24% (228)	10% (93)	5% (47)	37% (348)	10% (96)	944
Job Type: Don't Know	13% (76)	15% (84)	7% (41)	6% (31)	38% (218)	21% (117)	568
Military HH: Yes	21% (87)	24% (100)	11% (46)	6% (27)	30% (125)	8% (35)	421
Military HH: No	13% (229)	24% (434)	10% (178)	5% (88)	36% (648)	12% (211)	1788

Continued on next page

Table BRD7_5: Please indicate if you have a favorable or unfavorable view of each of the following
JetBlue

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	14% (316)	24% (534)	10% (224)	5% (115)	35% (774)	11% (246)	2209
2016 Vote: Clinton	19% (129)	27% (185)	11% (77)	5% (38)	33% (226)	4% (30)	685
2016 Vote: Trump	15% (109)	27% (191)	12% (83)	5% (33)	34% (239)	7% (51)	706
2016 Vote: Someone else	10% (19)	22% (43)	10% (19)	7% (13)	37% (72)	15% (28)	193
2012 Vote: Barack Obama	18% (144)	26% (208)	11% (84)	6% (50)	33% (265)	6% (46)	797
2012 Vote: Mitt Romney	13% (73)	30% (164)	12% (67)	4% (24)	34% (184)	6% (31)	544
2012 Vote: Other	10% (9)	13% (11)	11% (9)	4% (4)	42% (36)	20% (17)	87
2012 Vote: Didn't Vote	12% (90)	19% (148)	8% (63)	5% (37)	37% (288)	19% (151)	777
4-Region: Northeast	21% (85)	23% (92)	10% (40)	5% (21)	36% (144)	5% (20)	403
4-Region: Midwest	8% (36)	25% (117)	12% (57)	5% (24)	39% (185)	12% (56)	475
4-Region: South	14% (112)	22% (181)	9% (71)	5% (41)	37% (299)	14% (113)	818
4-Region: West	16% (82)	28% (144)	11% (56)	6% (28)	29% (146)	11% (56)	513

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

Table BRD7_6: Please indicate if you have a favorable or unfavorable view of each of the following
United Airlines

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard Of, No Opinion		Never Heard Of		Total N
Adults	14%	(311)	22%	(492)	17%	(366)	24%	(527)	21%	(461)	2%	(53)	2209
Gender: Male	17%	(176)	23%	(245)	18%	(194)	24%	(255)	16%	(171)	2%	(22)	1063
Gender: Female	12%	(135)	22%	(247)	15%	(171)	24%	(272)	25%	(290)	3%	(30)	1146
Age: 18-29	17%	(84)	19%	(95)	11%	(53)	25%	(124)	22%	(107)	6%	(31)	495
Age: 30-44	21%	(112)	22%	(121)	15%	(82)	18%	(98)	22%	(118)	2%	(13)	544
Age: 45-54	9%	(38)	24%	(98)	16%	(63)	25%	(100)	24%	(98)	1%	(4)	402
Age: 55-64	9%	(33)	25%	(91)	20%	(74)	24%	(89)	21%	(78)	1%	(4)	369
Age: 65+	11%	(43)	22%	(87)	23%	(93)	29%	(115)	15%	(59)	—	(2)	399
PID: Dem (no lean)	17%	(124)	22%	(159)	14%	(102)	28%	(200)	17%	(122)	2%	(17)	724
PID: Ind (no lean)	10%	(89)	19%	(164)	19%	(161)	22%	(191)	26%	(226)	3%	(25)	855
PID: Rep (no lean)	16%	(98)	27%	(170)	16%	(103)	22%	(136)	18%	(113)	2%	(11)	630
PID/Gender: Dem Men	20%	(65)	22%	(69)	16%	(51)	26%	(83)	13%	(40)	4%	(11)	320
PID/Gender: Dem Women	15%	(59)	22%	(89)	13%	(51)	29%	(118)	20%	(82)	1%	(6)	404
PID/Gender: Ind Men	13%	(51)	19%	(76)	22%	(89)	26%	(106)	19%	(75)	2%	(8)	404
PID/Gender: Ind Women	8%	(38)	20%	(88)	16%	(72)	19%	(85)	33%	(150)	4%	(17)	451
PID/Gender: Rep Men	17%	(59)	29%	(100)	16%	(54)	20%	(67)	16%	(55)	1%	(3)	339
PID/Gender: Rep Women	13%	(39)	24%	(70)	17%	(48)	24%	(69)	20%	(57)	3%	(7)	290
Tea Party: Supporter	22%	(132)	24%	(141)	15%	(91)	22%	(128)	16%	(95)	1%	(5)	591
Tea Party: Not Supporter	11%	(176)	22%	(349)	17%	(275)	25%	(395)	23%	(361)	3%	(48)	1604
Ideo: Liberal (1-3)	19%	(132)	23%	(160)	18%	(128)	28%	(196)	11%	(78)	2%	(12)	705
Ideo: Moderate (4)	13%	(59)	20%	(90)	20%	(90)	24%	(110)	21%	(96)	2%	(10)	456
Ideo: Conservative (5-7)	12%	(85)	27%	(186)	17%	(120)	23%	(163)	20%	(138)	1%	(5)	697
Educ: < College	14%	(223)	21%	(334)	14%	(226)	22%	(351)	25%	(390)	3%	(49)	1572
Educ: Bachelors degree	12%	(48)	25%	(106)	22%	(90)	28%	(118)	13%	(53)	—	(2)	417
Educ: Post-grad	18%	(40)	24%	(52)	23%	(50)	27%	(58)	8%	(17)	1%	(2)	219
Income: Under 50k	14%	(188)	21%	(282)	15%	(198)	23%	(315)	24%	(331)	3%	(44)	1357
Income: 50k-100k	15%	(90)	24%	(149)	19%	(117)	24%	(148)	17%	(108)	1%	(6)	618
Income: 100k+	14%	(33)	26%	(61)	22%	(51)	27%	(64)	9%	(22)	1%	(3)	234

Continued on next page

Table BRD7_6: Please indicate if you have a favorable or unfavorable view of each of the following
United Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	14% (311)	22% (492)	17% (366)	24% (527)	21% (461)	2% (53)	2209
Ethnicity: White	13% (221)	22% (381)	18% (317)	25% (434)	21% (367)	2% (36)	1757
Ethnicity: Hispanic	26% (85)	28% (91)	11% (37)	17% (57)	14% (45)	4% (15)	331
Ethnicity: Afr. Am.	25% (67)	24% (63)	10% (28)	21% (58)	18% (48)	2% (6)	270
Ethnicity: Other	13% (23)	26% (47)	11% (21)	19% (35)	25% (45)	6% (11)	183
Relig: Protestant	11% (54)	26% (128)	18% (91)	29% (146)	15% (72)	1% (3)	494
Relig: Roman Catholic	19% (91)	26% (123)	19% (90)	21% (99)	13% (63)	1% (5)	470
Relig: Ath./Agn./None	12% (74)	17% (101)	15% (91)	25% (149)	27% (163)	5% (30)	608
Relig: Something Else	15% (53)	21% (77)	17% (61)	22% (80)	24% (87)	1% (5)	362
Relig: Jewish	13% (7)	20% (11)	21% (11)	32% (18)	14% (8)	1% (0)	55
Relig: Evangelical	19% (120)	25% (154)	13% (79)	22% (135)	20% (126)	2% (13)	626
Relig: Non-Evang. Catholics	11% (65)	26% (161)	22% (135)	27% (163)	14% (85)	1% (5)	613
Relig: All Christian	15% (185)	25% (314)	17% (214)	24% (298)	17% (210)	1% (18)	1239
Relig: All Non-Christian	13% (126)	18% (178)	16% (152)	24% (229)	26% (250)	4% (35)	970
Community: Urban	20% (119)	19% (116)	15% (92)	22% (131)	20% (122)	3% (17)	597
Community: Suburban	12% (114)	24% (236)	18% (180)	25% (240)	19% (188)	2% (19)	976
Community: Rural	12% (78)	22% (140)	15% (93)	25% (156)	24% (151)	3% (16)	636
Employ: Private Sector	16% (107)	24% (162)	17% (116)	25% (167)	16% (109)	2% (11)	672
Employ: Government	17% (24)	23% (33)	18% (26)	22% (32)	18% (26)	3% (5)	145
Employ: Self-Employed	24% (42)	21% (36)	14% (25)	20% (35)	19% (33)	1% (3)	173
Employ: Homemaker	12% (22)	16% (30)	14% (27)	26% (48)	30% (57)	2% (4)	188
Employ: Student	15% (17)	19% (22)	8% (9)	35% (39)	18% (20)	4% (4)	111
Employ: Retired	10% (45)	22% (104)	23% (107)	28% (129)	17% (77)	1% (3)	465
Employ: Unemployed	13% (33)	22% (56)	11% (29)	18% (45)	30% (76)	6% (14)	253
Employ: Other	10% (21)	24% (49)	14% (28)	16% (32)	31% (63)	5% (9)	203
Job Type: White-collar	15% (107)	26% (179)	21% (149)	25% (173)	12% (83)	1% (5)	697
Job Type: Blue-collar	13% (123)	23% (215)	16% (152)	26% (249)	20% (188)	2% (17)	944
Job Type: Don't Know	14% (81)	17% (98)	11% (64)	19% (105)	33% (189)	5% (30)	568
Military HH: Yes	24% (102)	21% (90)	16% (67)	24% (103)	13% (57)	1% (3)	421
Military HH: No	12% (209)	22% (402)	17% (299)	24% (424)	23% (404)	3% (49)	1788

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Table BRD7_6: Please indicate if you have a favorable or unfavorable view of each of the following
United Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	14% (311)	22% (492)	17% (366)	24% (527)	21% (461)	2% (53)	2209
2016 Vote: Clinton	16% (109)	23% (157)	17% (116)	30% (208)	13% (87)	1% (9)	685
2016 Vote: Trump	13% (94)	24% (172)	20% (144)	21% (147)	20% (139)	1% (10)	706
2016 Vote: Someone else	8% (15)	20% (38)	20% (39)	27% (53)	24% (47)	1% (2)	193
2012 Vote: Barack Obama	16% (128)	23% (181)	17% (138)	27% (215)	15% (123)	1% (11)	797
2012 Vote: Mitt Romney	11% (60)	26% (140)	20% (111)	24% (129)	18% (98)	1% (5)	544
2012 Vote: Other	9% (8)	20% (17)	22% (19)	20% (17)	28% (24)	2% (2)	87
2012 Vote: Didn't Vote	15% (115)	20% (152)	12% (96)	21% (165)	28% (215)	4% (34)	777
4-Region: Northeast	11% (46)	20% (80)	16% (64)	25% (102)	25% (102)	2% (9)	403
4-Region: Midwest	12% (57)	22% (107)	19% (92)	22% (107)	21% (101)	2% (11)	475
4-Region: South	16% (128)	23% (188)	14% (116)	23% (188)	22% (176)	3% (21)	818
4-Region: West	16% (80)	23% (117)	18% (94)	25% (130)	16% (81)	2% (11)	513

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

Table BRD7_7: Please indicate if you have a favorable or unfavorable view of each of the following
American Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (383)	32% (716)	13% (287)	9% (188)	26% (582)	2% (54)	2209
Gender: Male	20% (209)	34% (362)	15% (155)	9% (91)	21% (226)	2% (19)	1063
Gender: Female	15% (173)	31% (355)	11% (131)	8% (96)	31% (355)	3% (35)	1146
Age: 18-29	17% (86)	28% (140)	10% (49)	8% (42)	29% (145)	7% (33)	495
Age: 30-44	25% (135)	30% (161)	11% (61)	7% (38)	26% (140)	2% (10)	544
Age: 45-54	14% (55)	34% (136)	13% (54)	9% (37)	29% (115)	1% (5)	402
Age: 55-64	12% (45)	37% (136)	17% (61)	10% (37)	24% (88)	1% (3)	369
Age: 65+	16% (63)	36% (143)	16% (62)	9% (35)	24% (94)	1% (3)	399
PID: Dem (no lean)	20% (145)	32% (235)	13% (97)	9% (66)	24% (171)	2% (11)	724
PID: Ind (no lean)	13% (110)	30% (258)	13% (109)	9% (76)	32% (272)	4% (30)	855
PID: Rep (no lean)	20% (128)	35% (223)	13% (81)	7% (46)	22% (139)	2% (13)	630
PID/Gender: Dem Men	23% (73)	33% (106)	16% (50)	8% (26)	19% (60)	2% (5)	320
PID/Gender: Dem Women	18% (72)	32% (129)	12% (47)	10% (40)	27% (111)	2% (6)	404
PID/Gender: Ind Men	14% (58)	34% (137)	16% (63)	10% (39)	24% (96)	2% (10)	404
PID/Gender: Ind Women	11% (51)	27% (121)	10% (46)	8% (36)	39% (176)	4% (20)	451
PID/Gender: Rep Men	23% (78)	35% (119)	12% (42)	8% (26)	21% (70)	1% (4)	339
PID/Gender: Rep Women	17% (50)	36% (104)	13% (39)	7% (20)	24% (68)	3% (8)	290
Tea Party: Supporter	28% (167)	33% (192)	11% (67)	7% (39)	20% (118)	1% (8)	591
Tea Party: Not Supporter	13% (212)	32% (520)	14% (219)	9% (148)	29% (458)	3% (46)	1604
Ideo: Liberal (1-3)	22% (153)	34% (241)	16% (109)	10% (68)	17% (121)	2% (13)	705
Ideo: Moderate (4)	16% (72)	33% (150)	14% (63)	9% (43)	26% (120)	2% (8)	456
Ideo: Conservative (5-7)	17% (122)	36% (252)	14% (95)	8% (55)	24% (166)	1% (7)	697
Educ: < College	17% (260)	30% (472)	12% (192)	8% (124)	30% (475)	3% (49)	1572
Educ: Bachelors degree	18% (76)	39% (161)	14% (58)	10% (41)	19% (78)	1% (3)	417
Educ: Post-grad	21% (46)	38% (83)	17% (36)	10% (23)	13% (28)	1% (2)	219
Income: Under 50k	17% (227)	28% (380)	13% (176)	8% (111)	31% (418)	3% (45)	1357
Income: 50k-100k	17% (107)	38% (235)	11% (69)	10% (59)	23% (141)	1% (6)	618
Income: 100k+	21% (49)	43% (101)	18% (41)	8% (18)	10% (22)	1% (3)	234

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Table BRD7_7: Please indicate if you have a favorable or unfavorable view of each of the following American Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (383)	32% (716)	13% (287)	9% (188)	26% (582)	2% (54)	2209
Ethnicity: White	16% (283)	33% (583)	14% (249)	8% (142)	26% (459)	2% (41)	1757
Ethnicity: Hispanic	28% (94)	33% (110)	8% (27)	6% (18)	22% (72)	3% (9)	331
Ethnicity: Afr. Am.	26% (71)	29% (80)	8% (22)	10% (26)	23% (63)	3% (8)	270
Ethnicity: Other	16% (29)	29% (53)	9% (16)	11% (20)	32% (59)	3% (6)	183
Relig: Protestant	15% (77)	40% (198)	14% (70)	10% (50)	19% (96)	1% (3)	494
Relig: Roman Catholic	24% (113)	36% (168)	15% (72)	6% (27)	18% (86)	1% (3)	470
Relig: Ath./Agn./None	12% (70)	28% (171)	12% (71)	10% (60)	34% (208)	5% (28)	608
Relig: Something Else	19% (69)	29% (104)	14% (49)	9% (31)	28% (100)	3% (9)	362
Relig: Jewish	22% (12)	30% (16)	16% (9)	7% (4)	24% (13)	3% (1)	55
Relig: Evangelical	24% (152)	31% (194)	10% (60)	8% (48)	25% (158)	2% (13)	626
Relig: Non-Evang. Catholics	15% (92)	40% (246)	17% (106)	8% (48)	19% (115)	1% (4)	613
Relig: All Christian	20% (244)	36% (441)	13% (166)	8% (97)	22% (274)	1% (17)	1239
Relig: All Non-Christian	14% (139)	28% (275)	12% (121)	9% (91)	32% (308)	4% (37)	970
Community: Urban	25% (148)	27% (158)	13% (80)	8% (47)	25% (147)	3% (17)	597
Community: Suburban	15% (149)	35% (344)	15% (145)	8% (73)	25% (246)	2% (18)	976
Community: Rural	13% (86)	34% (214)	10% (62)	11% (68)	30% (188)	3% (19)	636
Employ: Private Sector	22% (146)	35% (238)	12% (83)	8% (56)	21% (142)	1% (7)	672
Employ: Government	16% (23)	34% (49)	17% (24)	10% (15)	19% (28)	4% (6)	145
Employ: Self-Employed	26% (45)	30% (51)	16% (28)	9% (16)	17% (30)	1% (3)	173
Employ: Homemaker	13% (25)	28% (53)	10% (19)	7% (13)	38% (71)	4% (7)	188
Employ: Student	21% (23)	32% (36)	8% (9)	7% (8)	26% (29)	7% (7)	111
Employ: Retired	14% (64)	36% (167)	16% (73)	9% (41)	25% (116)	1% (4)	465
Employ: Unemployed	15% (37)	26% (65)	14% (35)	9% (22)	33% (84)	4% (10)	253
Employ: Other	10% (20)	28% (57)	8% (17)	9% (18)	41% (83)	4% (9)	203
Job Type: White-collar	19% (134)	39% (271)	16% (115)	8% (54)	17% (115)	1% (8)	697
Job Type: Blue-collar	17% (159)	32% (303)	13% (126)	9% (88)	26% (244)	3% (24)	944
Job Type: Don't Know	16% (90)	25% (143)	8% (46)	8% (46)	39% (222)	4% (22)	568
Military HH: Yes	25% (105)	32% (136)	12% (51)	10% (42)	20% (86)	— (1)	421
Military HH: No	16% (278)	32% (580)	13% (236)	8% (146)	28% (495)	3% (53)	1788

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Table BRD7_7: Please indicate if you have a favorable or unfavorable view of each of the following American Airlines

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	17% (383)	32% (716)	13% (287)	9% (188)	26% (582)	2% (54)	2209
2016 Vote: Clinton	20% (140)	36% (243)	14% (96)	10% (65)	20% (134)	1% (7)	685
2016 Vote: Trump	19% (133)	36% (253)	14% (98)	7% (51)	23% (160)	2% (12)	706
2016 Vote: Someone else	7% (14)	28% (54)	17% (33)	11% (20)	34% (66)	3% (5)	193
2012 Vote: Barack Obama	19% (151)	35% (277)	13% (106)	10% (80)	22% (174)	1% (9)	797
2012 Vote: Mitt Romney	16% (88)	38% (205)	16% (86)	8% (46)	21% (113)	1% (6)	544
2012 Vote: Other	7% (6)	28% (24)	13% (11)	11% (9)	39% (34)	3% (2)	87
2012 Vote: Didn't Vote	17% (135)	27% (209)	11% (84)	7% (51)	34% (261)	5% (36)	777
4-Region: Northeast	15% (61)	30% (120)	13% (51)	10% (42)	29% (119)	3% (11)	403
4-Region: Midwest	13% (60)	34% (163)	14% (68)	10% (45)	27% (130)	2% (9)	475
4-Region: South	19% (156)	33% (274)	11% (86)	8% (64)	26% (213)	3% (24)	818
4-Region: West	21% (105)	31% (160)	16% (82)	7% (37)	23% (120)	2% (9)	513

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

Table BRD8: Which of the following would make you most angry?

Demographic	An airline canceling your flight due to mechanical issues with the airplane.		An airline canceling your flight due to weather.		An airline canceling your flight due to airline workers going on strike.		An airline canceling your flight due to the flight being under booked.		Don't Know / No Opinion		Total N
Adults	5%	(104)	3%	(73)	18%	(388)	58%	(1276)	17%	(367)	2209
Gender: Male	5%	(58)	4%	(38)	18%	(194)	56%	(597)	17%	(176)	1063
Gender: Female	4%	(46)	3%	(36)	17%	(194)	59%	(679)	17%	(191)	1146
Age: 18-29	8%	(37)	5%	(25)	20%	(99)	52%	(259)	15%	(74)	495
Age: 30-44	5%	(28)	7%	(37)	18%	(97)	54%	(295)	16%	(88)	544
Age: 45-54	4%	(16)	2%	(9)	18%	(71)	56%	(224)	20%	(82)	402
Age: 55-64	4%	(14)	1%	(3)	14%	(53)	62%	(228)	19%	(71)	369
Age: 65+	2%	(8)	—	(0)	17%	(69)	68%	(270)	13%	(52)	399
PID: Dem (no lean)	6%	(45)	4%	(31)	17%	(125)	58%	(417)	15%	(107)	724
PID: Ind (no lean)	3%	(28)	2%	(19)	15%	(127)	59%	(506)	20%	(174)	855
PID: Rep (no lean)	5%	(31)	4%	(23)	22%	(136)	56%	(353)	14%	(87)	630
PID/Gender: Dem Men	7%	(22)	6%	(18)	19%	(60)	54%	(172)	15%	(49)	320
PID/Gender: Dem Women	6%	(23)	3%	(13)	16%	(65)	61%	(245)	14%	(58)	404
PID/Gender: Ind Men	4%	(14)	2%	(9)	15%	(60)	59%	(239)	20%	(82)	404
PID/Gender: Ind Women	3%	(14)	2%	(11)	15%	(67)	59%	(267)	20%	(91)	451
PID/Gender: Rep Men	7%	(22)	3%	(11)	22%	(74)	55%	(187)	13%	(45)	339
PID/Gender: Rep Women	3%	(9)	4%	(12)	21%	(61)	57%	(166)	15%	(42)	290
Tea Party: Supporter	5%	(30)	6%	(35)	21%	(125)	58%	(344)	10%	(57)	591
Tea Party: Not Supporter	4%	(72)	2%	(38)	16%	(263)	58%	(923)	19%	(308)	1604
Ideo: Liberal (1-3)	7%	(51)	7%	(48)	17%	(123)	59%	(416)	10%	(67)	705
Ideo: Moderate (4)	3%	(14)	1%	(5)	17%	(79)	63%	(286)	16%	(72)	456
Ideo: Conservative (5-7)	4%	(27)	1%	(10)	18%	(129)	60%	(416)	16%	(115)	697
Educ: < College	5%	(74)	3%	(47)	18%	(277)	55%	(860)	20%	(314)	1572
Educ: Bachelors degree	4%	(15)	4%	(18)	18%	(73)	65%	(271)	9%	(39)	417
Educ: Post-grad	7%	(15)	4%	(8)	17%	(38)	66%	(145)	6%	(14)	219

Continued on next page

Table BRD8: Which of the following would make you most angry?

Demographic	An airline canceling your flight due to mechanical issues with the airplane.		An airline canceling your flight due to weather.		An airline canceling your flight due to airline workers going on strike.		An airline canceling your flight due to the flight being under booked.		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(104)	3%	(73)	18%	(388)	58%	(1276)	17%	(367)	2209
Income: Under 50k	5%	(68)	4%	(52)	17%	(230)	53%	(722)	21%	(285)	1357
Income: 50k-100k	4%	(26)	2%	(11)	20%	(122)	64%	(396)	10%	(63)	618
Income: 100k+	4%	(11)	5%	(11)	15%	(36)	67%	(158)	8%	(19)	234
Ethnicity: White	4%	(73)	3%	(51)	17%	(305)	60%	(1058)	15%	(270)	1757
Ethnicity: Hispanic	10%	(32)	9%	(29)	15%	(51)	51%	(168)	15%	(50)	331
Ethnicity: Afr. Am.	7%	(20)	5%	(14)	20%	(53)	46%	(124)	22%	(59)	270
Ethnicity: Other	6%	(11)	5%	(9)	16%	(30)	51%	(94)	21%	(39)	183
Relig: Protestant	4%	(19)	2%	(8)	18%	(87)	65%	(323)	12%	(57)	494
Relig: Roman Catholic	6%	(28)	6%	(29)	20%	(92)	58%	(273)	10%	(48)	470
Relig: Ath./Agn./None	4%	(22)	2%	(13)	15%	(90)	55%	(336)	24%	(147)	608
Relig: Something Else	6%	(21)	4%	(13)	18%	(64)	56%	(202)	17%	(61)	362
Relig: Jewish	6%	(3)	1%	(1)	13%	(7)	64%	(35)	16%	(9)	55
Relig: Evangelical	6%	(37)	5%	(30)	21%	(131)	52%	(328)	16%	(99)	626
Relig: Non-Evang. Catholics	4%	(24)	3%	(16)	17%	(102)	67%	(410)	10%	(60)	613
Relig: All Christian	5%	(61)	4%	(47)	19%	(234)	60%	(738)	13%	(159)	1239
Relig: All Non-Christian	4%	(43)	3%	(27)	16%	(154)	55%	(538)	22%	(209)	970
Community: Urban	4%	(24)	5%	(32)	19%	(113)	53%	(319)	18%	(109)	597
Community: Suburban	5%	(50)	2%	(20)	16%	(154)	63%	(619)	14%	(134)	976
Community: Rural	5%	(31)	3%	(21)	19%	(120)	53%	(339)	20%	(125)	636
Employ: Private Sector	5%	(31)	4%	(27)	19%	(130)	61%	(407)	11%	(77)	672
Employ: Government	5%	(7)	10%	(15)	15%	(21)	63%	(91)	7%	(11)	145
Employ: Self-Employed	5%	(9)	5%	(8)	17%	(30)	59%	(101)	14%	(24)	173
Employ: Homemaker	5%	(9)	3%	(5)	18%	(34)	54%	(102)	20%	(38)	188
Employ: Student	9%	(10)	5%	(6)	22%	(24)	55%	(61)	9%	(10)	111
Employ: Retired	3%	(14)	—	(1)	16%	(75)	63%	(293)	18%	(82)	465
Employ: Unemployed	5%	(13)	4%	(11)	17%	(42)	49%	(124)	24%	(62)	253
Employ: Other	5%	(10)	1%	(1)	15%	(31)	48%	(96)	32%	(65)	203

Continued on next page

Table BRD8: Which of the following would make you most angry?

Demographic	An airline canceling your flight due to mechanical issues with the airplane.		An airline canceling your flight due to weather.		An airline canceling your flight due to airline workers going on strike.		An airline canceling your flight due to the flight being under booked.		Don't Know / No Opinion		Total N
Adults	5%	(104)	3%	(73)	18%	(388)	58%	(1276)	17%	(367)	2209
Job Type: White-collar	5%	(38)	4%	(26)	18%	(129)	64%	(443)	9%	(61)	697
Job Type: Blue-collar	3%	(29)	3%	(28)	19%	(180)	60%	(563)	15%	(143)	944
Job Type: Don't Know	6%	(37)	3%	(19)	14%	(79)	48%	(270)	29%	(163)	568
Military HH: Yes	5%	(22)	5%	(20)	21%	(89)	57%	(239)	12%	(51)	421
Military HH: No	5%	(82)	3%	(54)	17%	(298)	58%	(1037)	18%	(316)	1788
2016 Vote: Clinton	6%	(42)	5%	(31)	17%	(114)	60%	(410)	13%	(88)	685
2016 Vote: Trump	4%	(28)	2%	(15)	21%	(149)	59%	(417)	14%	(97)	706
2016 Vote: Someone else	2%	(4)	3%	(6)	12%	(24)	67%	(130)	15%	(30)	193
2012 Vote: Barack Obama	6%	(48)	4%	(28)	18%	(142)	60%	(481)	12%	(98)	797
2012 Vote: Mitt Romney	3%	(14)	2%	(10)	19%	(101)	64%	(346)	13%	(73)	544
2012 Vote: Other	1%	(0)	—	(0)	18%	(16)	59%	(51)	23%	(20)	87
2012 Vote: Didn't Vote	5%	(42)	4%	(33)	17%	(129)	51%	(397)	23%	(176)	777
4-Region: Northeast	3%	(13)	3%	(12)	17%	(70)	55%	(223)	21%	(84)	403
4-Region: Midwest	4%	(17)	3%	(16)	18%	(87)	60%	(286)	15%	(69)	475
4-Region: South	5%	(41)	3%	(21)	18%	(151)	57%	(467)	17%	(138)	818
4-Region: West	6%	(33)	5%	(25)	16%	(80)	58%	(300)	15%	(76)	513

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 Spirit Airlines canceling flights?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(283)	21%	(474)	21%	(466)	45%	(986)	2209
Gender: Male	14%	(153)	25%	(270)	20%	(212)	40%	(429)	1063
Gender: Female	11%	(130)	18%	(205)	22%	(253)	49%	(557)	1146
Age: 18-29	12%	(58)	15%	(76)	23%	(115)	49%	(245)	495
Age: 30-44	20%	(112)	17%	(92)	20%	(111)	42%	(229)	544
Age: 45-54	11%	(43)	21%	(83)	21%	(86)	47%	(190)	402
Age: 55-64	8%	(31)	25%	(91)	18%	(67)	49%	(180)	369
Age: 65+	10%	(39)	33%	(132)	22%	(86)	36%	(143)	399
PID: Dem (no lean)	17%	(124)	22%	(162)	19%	(139)	41%	(300)	724
PID: Ind (no lean)	10%	(82)	19%	(166)	25%	(213)	46%	(393)	855
PID: Rep (no lean)	12%	(77)	23%	(146)	18%	(114)	47%	(293)	630
PID/Gender: Dem Men	20%	(63)	25%	(79)	19%	(60)	37%	(117)	320
PID/Gender: Dem Women	15%	(61)	20%	(82)	19%	(79)	45%	(183)	404
PID/Gender: Ind Men	10%	(41)	26%	(105)	23%	(91)	41%	(167)	404
PID/Gender: Ind Women	9%	(41)	14%	(61)	27%	(122)	50%	(227)	451
PID/Gender: Rep Men	14%	(49)	25%	(85)	18%	(61)	43%	(145)	339
PID/Gender: Rep Women	10%	(28)	21%	(61)	18%	(53)	51%	(148)	290
Tea Party: Supporter	21%	(122)	22%	(131)	19%	(114)	38%	(225)	591
Tea Party: Not Supporter	10%	(157)	21%	(340)	22%	(352)	47%	(755)	1604
Ideo: Liberal (1-3)	20%	(140)	23%	(160)	22%	(153)	36%	(252)	705
Ideo: Moderate (4)	12%	(53)	24%	(112)	23%	(107)	40%	(184)	456
Ideo: Conservative (5-7)	9%	(63)	24%	(171)	20%	(141)	46%	(322)	697
Educ: < College	10%	(163)	18%	(285)	22%	(338)	50%	(786)	1572
Educ: Bachelors degree	20%	(84)	28%	(115)	20%	(83)	32%	(135)	417
Educ: Post-grad	16%	(36)	34%	(74)	20%	(44)	30%	(65)	219
Income: Under 50k	11%	(149)	18%	(243)	22%	(304)	49%	(662)	1357
Income: 50k-100k	15%	(90)	25%	(155)	20%	(122)	41%	(251)	618
Income: 100k+	19%	(44)	33%	(77)	17%	(40)	31%	(73)	234
Ethnicity: White	12%	(205)	22%	(392)	21%	(361)	45%	(798)	1757
Ethnicity: Hispanic	25%	(84)	20%	(65)	20%	(67)	35%	(114)	331
Ethnicity: Afr. Am.	21%	(55)	20%	(53)	21%	(56)	39%	(106)	270

Continued on next page

Table BRD9: How much have you seen, read, or heard about Spirit Airlines canceling flights?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(283)	21%	(474)	21%	(466)	45%	(986)	2209
Ethnicity: Other	12%	(22)	16%	(29)	26%	(48)	45%	(83)	183
Relig: Protestant	11%	(55)	27%	(134)	19%	(93)	43%	(213)	494
Relig: Roman Catholic	19%	(91)	25%	(117)	22%	(105)	33%	(157)	470
Relig: Ath./Agn./None	11%	(69)	19%	(113)	21%	(129)	49%	(297)	608
Relig: Something Else	13%	(47)	19%	(70)	21%	(75)	47%	(170)	362
Relig: Jewish	19%	(10)	21%	(11)	23%	(13)	38%	(21)	55
Relig: Evangelical	14%	(90)	19%	(116)	19%	(116)	49%	(304)	626
Relig: Non-Evang. Catholics	12%	(76)	29%	(176)	24%	(145)	35%	(215)	613
Relig: All Christian	13%	(166)	24%	(292)	21%	(261)	42%	(519)	1239
Relig: All Non-Christian	12%	(116)	19%	(182)	21%	(204)	48%	(467)	970
Community: Urban	18%	(105)	21%	(124)	18%	(105)	44%	(263)	597
Community: Suburban	13%	(123)	23%	(223)	22%	(220)	42%	(410)	976
Community: Rural	9%	(54)	20%	(128)	22%	(141)	49%	(313)	636
Employ: Private Sector	17%	(112)	22%	(147)	20%	(136)	41%	(278)	672
Employ: Government	19%	(28)	31%	(45)	23%	(34)	26%	(38)	145
Employ: Self-Employed	15%	(26)	15%	(26)	31%	(53)	39%	(67)	173
Employ: Homemaker	13%	(24)	17%	(32)	19%	(36)	51%	(96)	188
Employ: Student	9%	(10)	15%	(17)	17%	(19)	59%	(65)	111
Employ: Retired	9%	(42)	31%	(144)	21%	(99)	39%	(180)	465
Employ: Unemployed	11%	(28)	15%	(39)	17%	(44)	56%	(142)	253
Employ: Other	6%	(13)	12%	(24)	22%	(45)	60%	(121)	203
Job Type: White-collar	18%	(128)	27%	(185)	22%	(152)	33%	(231)	697
Job Type: Blue-collar	12%	(114)	24%	(222)	20%	(185)	45%	(423)	944
Job Type: Don't Know	7%	(40)	12%	(68)	23%	(128)	58%	(332)	568
Military HH: Yes	17%	(71)	26%	(109)	20%	(85)	37%	(156)	421
Military HH: No	12%	(211)	20%	(365)	21%	(381)	46%	(831)	1788
2016 Vote: Clinton	17%	(116)	27%	(187)	21%	(146)	34%	(236)	685
2016 Vote: Trump	12%	(88)	23%	(166)	19%	(136)	45%	(317)	706
2016 Vote: Someone else	9%	(17)	24%	(46)	25%	(48)	43%	(83)	193

Continued on next page

Table BRD9: *How much have you seen, read, or heard about Spirit Airlines canceling flights?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(283)	21%	(474)	21%	(466)	45%	(986)	2209
2012 Vote: Barack Obama	18%	(141)	26%	(205)	20%	(160)	37%	(291)	797
2012 Vote: Mitt Romney	11%	(62)	27%	(146)	18%	(99)	43%	(237)	544
2012 Vote: Other	9%	(8)	18%	(16)	22%	(19)	51%	(44)	87
2012 Vote: Didn't Vote	9%	(69)	14%	(106)	24%	(188)	53%	(414)	777
4-Region: Northeast	16%	(64)	24%	(97)	22%	(89)	38%	(154)	403
4-Region: Midwest	13%	(60)	22%	(104)	19%	(92)	46%	(219)	475
4-Region: South	11%	(89)	22%	(183)	20%	(167)	46%	(378)	818
4-Region: West	14%	(69)	18%	(91)	23%	(117)	46%	(236)	513

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

Table BRD10: *As you may know, Spirit Airlines is part of an ongoing labor dispute with the Air Line Pilots Association International. Pilots are currently negotiating with the airline for better contracts. Due to these negotiations, Spirit had to cancel about 300 flights over the past week. Knowing this, who do you think is to blame for the canceled flights?*

Demographic	Spirit Airlines		The Pilots		Don't Know / No Opinion		Total N
Adults	41%	(915)	20%	(445)	38%	(849)	2209
Gender: Male	40%	(430)	25%	(263)	35%	(371)	1063
Gender: Female	42%	(485)	16%	(182)	42%	(478)	1146
Age: 18-29	46%	(225)	14%	(70)	40%	(199)	495
Age: 30-44	47%	(257)	22%	(118)	31%	(170)	544
Age: 45-54	40%	(161)	14%	(56)	46%	(185)	402
Age: 55-64	40%	(149)	18%	(67)	41%	(153)	369
Age: 65+	31%	(124)	33%	(134)	36%	(142)	399
PID: Dem (no lean)	48%	(345)	17%	(126)	35%	(253)	724
PID: Ind (no lean)	41%	(348)	16%	(139)	43%	(368)	855
PID: Rep (no lean)	35%	(222)	28%	(179)	36%	(229)	630
PID/Gender: Dem Men	49%	(157)	21%	(67)	30%	(96)	320
PID/Gender: Dem Women	47%	(189)	15%	(59)	39%	(157)	404
PID/Gender: Ind Men	40%	(161)	21%	(86)	39%	(157)	404
PID/Gender: Ind Women	41%	(187)	12%	(54)	47%	(210)	451
PID/Gender: Rep Men	33%	(112)	32%	(110)	35%	(117)	339
PID/Gender: Rep Women	38%	(110)	24%	(69)	38%	(111)	290
Tea Party: Supporter	40%	(235)	27%	(161)	33%	(195)	591
Tea Party: Not Supporter	42%	(677)	17%	(276)	41%	(651)	1604
Ideo: Liberal (1-3)	50%	(353)	18%	(129)	32%	(224)	705
Ideo: Moderate (4)	44%	(201)	20%	(92)	36%	(162)	456
Ideo: Conservative (5-7)	36%	(254)	26%	(184)	37%	(259)	697
Educ: < College	41%	(638)	18%	(281)	42%	(654)	1572
Educ: Bachelors degree	44%	(185)	24%	(101)	32%	(131)	417
Educ: Post-grad	42%	(93)	29%	(63)	29%	(64)	219

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Table BRD10: As you may know, Spirit Airlines is part of an ongoing labor dispute with the Air Line Pilots Association International. Pilots are currently negotiating with the airline for better contracts. Due to these negotiations, Spirit had to cancel about 300 flights over the past week. Knowing this, who do you think is to blame for the canceled flights?

Demographic	Spirit Airlines		The Pilots		Don't Know / No Opinion		Total N
Adults	41%	(915)	20%	(445)	38%	(849)	2209
Income: Under 50k	40%	(537)	18%	(242)	43%	(577)	1357
Income: 50k-100k	44%	(270)	23%	(144)	33%	(204)	618
Income: 100k+	46%	(108)	25%	(59)	29%	(67)	234
Ethnicity: White	40%	(701)	22%	(382)	38%	(673)	1757
Ethnicity: Hispanic	50%	(166)	21%	(68)	29%	(96)	331
Ethnicity: Afr. Am.	49%	(132)	14%	(37)	37%	(100)	270
Ethnicity: Other	45%	(81)	14%	(25)	42%	(76)	183
Relig: Protestant	35%	(173)	30%	(147)	35%	(175)	494
Relig: Roman Catholic	46%	(216)	26%	(122)	28%	(133)	470
Relig: Ath./Agn./None	42%	(254)	13%	(80)	45%	(274)	608
Relig: Something Else	41%	(149)	17%	(62)	42%	(152)	362
Relig: Jewish	39%	(22)	22%	(12)	38%	(21)	55
Relig: Evangelical	40%	(250)	23%	(141)	37%	(234)	626
Relig: Non-Evang. Catholics	43%	(263)	26%	(161)	31%	(189)	613
Relig: All Christian	41%	(513)	24%	(302)	34%	(424)	1239
Relig: All Non-Christian	41%	(402)	15%	(142)	44%	(426)	970
Community: Urban	43%	(258)	21%	(128)	35%	(211)	597
Community: Suburban	43%	(422)	20%	(196)	37%	(358)	976
Community: Rural	37%	(234)	19%	(121)	44%	(280)	636
Employ: Private Sector	44%	(297)	23%	(154)	33%	(221)	672
Employ: Government	50%	(73)	26%	(38)	24%	(34)	145
Employ: Self-Employed	47%	(82)	15%	(26)	38%	(65)	173
Employ: Homemaker	47%	(89)	11%	(21)	42%	(78)	188
Employ: Student	42%	(47)	18%	(20)	40%	(44)	111
Employ: Retired	34%	(160)	29%	(137)	36%	(169)	465
Employ: Unemployed	36%	(92)	15%	(37)	49%	(123)	253
Employ: Other	38%	(77)	6%	(12)	56%	(114)	203

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Table BRD10: *As you may know, Spirit Airlines is part of an ongoing labor dispute with the Air Line Pilots Association International. Pilots are currently negotiating with the airline for better contracts. Due to these negotiations, Spirit had to cancel about 300 flights over the past week. Knowing this, who do you think is to blame for the canceled flights?*

Demographic	Spirit Airlines		The Pilots		Don't Know / No Opinion		Total N
Adults	41%	(915)	20%	(445)	38%	(849)	2209
Job Type: White-collar	42%	(295)	27%	(185)	31%	(217)	697
Job Type: Blue-collar	45%	(427)	21%	(201)	34%	(316)	944
Job Type: Don't Know	34%	(193)	10%	(60)	56%	(315)	568
Military HH: Yes	38%	(160)	28%	(120)	33%	(141)	421
Military HH: No	42%	(754)	18%	(325)	40%	(708)	1788
2016 Vote: Clinton	50%	(341)	18%	(125)	32%	(219)	685
2016 Vote: Trump	33%	(235)	30%	(214)	36%	(257)	706
2016 Vote: Someone else	42%	(81)	16%	(31)	42%	(81)	193
2012 Vote: Barack Obama	49%	(390)	19%	(150)	32%	(258)	797
2012 Vote: Mitt Romney	33%	(179)	32%	(174)	35%	(191)	544
2012 Vote: Other	42%	(37)	11%	(10)	47%	(41)	87
2012 Vote: Didn't Vote	39%	(306)	14%	(111)	46%	(360)	777
4-Region: Northeast	40%	(160)	22%	(90)	38%	(153)	403
4-Region: Midwest	44%	(211)	20%	(96)	35%	(168)	475
4-Region: South	42%	(340)	20%	(163)	39%	(315)	818
4-Region: West	40%	(203)	19%	(96)	42%	(214)	513

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

Table BRD11: Does knowing this give you a more or less favorable view of Spirit Airlines, 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	5% (109)	5% (104)	19% (416)	22% (479)	27% (593)	23% (508)	2209
Gender: Male	7% (78)	6% (68)	19% (206)	20% (216)	27% (291)	19% (203)	1063
Gender: Female	3% (31)	3% (36)	18% (210)	23% (263)	26% (301)	27% (305)	1146
Age: 18-29	3% (13)	8% (39)	18% (89)	22% (110)	19% (94)	30% (149)	495
Age: 30-44	14% (79)	7% (36)	16% (89)	21% (116)	22% (120)	19% (105)	544
Age: 45-54	2% (9)	3% (13)	18% (74)	20% (79)	29% (117)	27% (110)	402
Age: 55-64	1% (5)	3% (11)	25% (93)	21% (78)	29% (106)	20% (76)	369
Age: 65+	1% (3)	1% (5)	18% (71)	24% (96)	39% (157)	17% (68)	399
PID: Dem (no lean)	8% (56)	6% (43)	18% (133)	23% (169)	24% (170)	21% (154)	724
PID: Ind (no lean)	2% (21)	4% (36)	18% (156)	21% (180)	28% (242)	26% (220)	855
PID: Rep (no lean)	5% (31)	4% (25)	20% (128)	21% (130)	29% (180)	21% (135)	630
PID/Gender: Dem Men	12% (38)	10% (31)	20% (65)	21% (66)	22% (70)	16% (51)	320
PID/Gender: Dem Women	5% (19)	3% (12)	17% (68)	25% (103)	25% (100)	25% (103)	404
PID/Gender: Ind Men	4% (15)	6% (23)	18% (72)	21% (86)	31% (124)	21% (83)	404
PID/Gender: Ind Women	1% (6)	3% (13)	18% (83)	21% (94)	26% (118)	30% (137)	451
PID/Gender: Rep Men	8% (26)	4% (15)	20% (69)	19% (64)	29% (97)	20% (69)	339
PID/Gender: Rep Women	2% (6)	4% (10)	20% (59)	23% (66)	29% (83)	23% (66)	290
Tea Party: Supporter	16% (93)	7% (42)	18% (104)	17% (99)	24% (145)	19% (110)	591
Tea Party: Not Supporter	1% (14)	4% (61)	19% (309)	24% (379)	28% (448)	25% (393)	1604
Ideo: Liberal (1-3)	11% (78)	7% (47)	20% (144)	23% (163)	21% (150)	18% (124)	705
Ideo: Moderate (4)	1% (7)	5% (21)	20% (91)	23% (104)	32% (145)	20% (89)	456
Ideo: Conservative (5-7)	3% (22)	4% (26)	21% (149)	21% (147)	32% (225)	18% (127)	697
Educ: < College	3% (48)	5% (71)	18% (279)	22% (339)	26% (413)	27% (422)	1572
Educ: Bachelors degree	10% (43)	5% (20)	22% (90)	22% (92)	27% (114)	14% (58)	417
Educ: Post-grad	8% (18)	6% (13)	21% (47)	22% (48)	30% (66)	13% (28)	219
Income: Under 50k	4% (55)	5% (67)	17% (234)	21% (288)	25% (339)	28% (373)	1357
Income: 50k-100k	5% (31)	4% (23)	21% (129)	22% (136)	32% (196)	17% (104)	618
Income: 100k+	10% (23)	6% (14)	23% (53)	23% (55)	25% (58)	13% (31)	234
Ethnicity: White	5% (81)	4% (66)	20% (352)	22% (380)	28% (483)	22% (394)	1757

Continued on next page

Table BRD11: Does knowing this give you a more or less favorable view of Spirit Airlines, 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	5% (109)	5% (104)	19% (416)	22% (479)	27% (593)	23% (508)	2209
Ethnicity: Hispanic	16% (54)	10% (32)	13% (43)	26% (86)	16% (53)	19% (64)	331
Ethnicity: Afr. Am.	7% (18)	8% (21)	14% (38)	21% (56)	27% (72)	23% (63)	270
Ethnicity: Other	5% (10)	9% (16)	14% (25)	23% (43)	20% (37)	28% (51)	183
Relig: Protestant	5% (23)	3% (17)	22% (106)	22% (108)	31% (151)	18% (88)	494
Relig: Roman Catholic	10% (48)	7% (35)	23% (109)	23% (107)	20% (93)	17% (79)	470
Relig: Ath./Agn./None	2% (13)	3% (21)	16% (98)	19% (116)	28% (167)	32% (192)	608
Relig: Something Else	5% (17)	6% (22)	16% (56)	23% (83)	27% (99)	23% (85)	362
Relig: Jewish	2% (1)	2% (1)	20% (11)	20% (11)	34% (18)	23% (13)	55
Relig: Evangelical	10% (61)	5% (32)	19% (119)	21% (130)	26% (161)	20% (123)	626
Relig: Non-Evang. Catholics	3% (19)	5% (29)	23% (143)	24% (149)	27% (165)	18% (108)	613
Relig: All Christian	6% (79)	5% (61)	21% (262)	23% (279)	26% (326)	19% (231)	1239
Relig: All Non-Christian	3% (30)	4% (43)	16% (154)	21% (200)	27% (266)	29% (277)	970
Community: Urban	9% (52)	6% (37)	19% (113)	19% (114)	25% (150)	22% (132)	597
Community: Suburban	3% (28)	4% (37)	19% (188)	26% (250)	26% (259)	22% (215)	976
Community: Rural	5% (30)	5% (30)	18% (115)	18% (115)	29% (183)	25% (162)	636
Employ: Private Sector	9% (60)	6% (42)	20% (132)	22% (149)	26% (178)	17% (111)	672
Employ: Government	8% (11)	11% (16)	22% (31)	24% (34)	19% (28)	17% (24)	145
Employ: Self-Employed	7% (11)	7% (12)	20% (34)	22% (38)	26% (45)	19% (33)	173
Employ: Homemaker	3% (6)	2% (4)	22% (41)	21% (40)	27% (50)	25% (47)	188
Employ: Student	2% (2)	4% (4)	21% (24)	24% (27)	19% (21)	30% (33)	111
Employ: Retired	1% (5)	1% (6)	19% (87)	24% (109)	35% (164)	20% (94)	465
Employ: Unemployed	4% (10)	4% (9)	14% (36)	20% (51)	23% (59)	34% (87)	253
Employ: Other	2% (4)	5% (11)	15% (31)	15% (30)	24% (48)	39% (79)	203
Job Type: White-collar	8% (59)	6% (40)	20% (136)	24% (171)	27% (189)	15% (102)	697
Job Type: Blue-collar	5% (47)	5% (44)	20% (193)	23% (219)	29% (274)	18% (166)	944
Job Type: Don't Know	— (2)	4% (20)	15% (87)	16% (89)	23% (130)	42% (240)	568
Military HH: Yes	11% (45)	5% (20)	16% (68)	22% (91)	28% (118)	19% (79)	421
Military HH: No	4% (64)	5% (85)	19% (348)	22% (387)	27% (474)	24% (430)	1788

Continued on next page

Table BRD11: Does knowing this give you a more or less favorable view of Spirit Airlines, 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	5% (109)	5% (104)	19% (416)	22% (479)	27% (593)	23% (508)	2209
2016 Vote: Clinton	6% (43)	6% (42)	21% (144)	25% (172)	24% (162)	18% (123)	685
2016 Vote: Trump	6% (41)	4% (25)	20% (142)	20% (139)	31% (222)	19% (137)	706
2016 Vote: Someone else	1% (2)	6% (12)	19% (37)	21% (41)	33% (64)	19% (37)	193
2012 Vote: Barack Obama	6% (51)	7% (57)	20% (159)	24% (194)	25% (196)	18% (140)	797
2012 Vote: Mitt Romney	5% (25)	2% (13)	21% (116)	21% (112)	34% (185)	17% (93)	544
2012 Vote: Other	1% (1)	3% (3)	12% (11)	21% (18)	39% (34)	24% (21)	87
2012 Vote: Didn't Vote	4% (30)	4% (32)	17% (131)	20% (153)	23% (177)	33% (255)	777
4-Region: Northeast	4% (16)	6% (22)	14% (56)	24% (97)	27% (111)	25% (100)	403
4-Region: Midwest	6% (27)	3% (16)	22% (105)	18% (86)	31% (149)	19% (92)	475
4-Region: South	4% (34)	5% (42)	18% (149)	23% (186)	26% (212)	24% (195)	818
4-Region: West	6% (32)	5% (24)	21% (106)	21% (109)	24% (121)	24% (121)	513

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

Table BRD12: How much have you seen, read or heard recently about the phishing email sent last week to Google Sheets users?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(183)	16%	(345)	17%	(369)	59%	(1312)	2209
Gender: Male	10%	(109)	19%	(198)	17%	(182)	54%	(575)	1063
Gender: Female	6%	(74)	13%	(147)	16%	(187)	64%	(737)	1146
Age: 18-29	10%	(50)	17%	(86)	18%	(91)	54%	(268)	495
Age: 30-44	17%	(91)	18%	(99)	17%	(93)	48%	(262)	544
Age: 45-54	5%	(18)	17%	(69)	17%	(69)	61%	(245)	402
Age: 55-64	4%	(15)	14%	(52)	14%	(50)	68%	(252)	369
Age: 65+	2%	(8)	10%	(39)	17%	(67)	71%	(284)	399
PID: Dem (no lean)	12%	(85)	15%	(111)	19%	(140)	54%	(389)	724
PID: Ind (no lean)	6%	(48)	16%	(135)	16%	(137)	62%	(534)	855
PID: Rep (no lean)	8%	(50)	16%	(99)	15%	(92)	62%	(388)	630
PID/Gender: Dem Men	14%	(44)	20%	(63)	21%	(66)	46%	(147)	320
PID/Gender: Dem Women	10%	(41)	12%	(47)	18%	(74)	60%	(242)	404
PID/Gender: Ind Men	8%	(31)	20%	(80)	17%	(67)	56%	(226)	404
PID/Gender: Ind Women	4%	(17)	12%	(56)	16%	(71)	68%	(308)	451
PID/Gender: Rep Men	10%	(33)	16%	(55)	15%	(49)	59%	(201)	339
PID/Gender: Rep Women	6%	(16)	15%	(44)	15%	(43)	64%	(187)	290
Tea Party: Supporter	17%	(103)	18%	(107)	14%	(85)	50%	(296)	591
Tea Party: Not Supporter	5%	(79)	15%	(236)	17%	(278)	63%	(1011)	1604
Ideo: Liberal (1-3)	15%	(102)	21%	(147)	20%	(144)	44%	(312)	705
Ideo: Moderate (4)	6%	(29)	14%	(66)	17%	(80)	62%	(281)	456
Ideo: Conservative (5-7)	6%	(44)	14%	(100)	15%	(103)	65%	(449)	697
Educ: < College	5%	(85)	14%	(219)	17%	(271)	63%	(997)	1572
Educ: Bachelors degree	15%	(64)	19%	(78)	14%	(60)	52%	(216)	417
Educ: Post-grad	15%	(34)	22%	(48)	18%	(39)	45%	(98)	219
Income: Under 50k	6%	(84)	14%	(184)	18%	(241)	62%	(848)	1357
Income: 50k-100k	10%	(61)	19%	(118)	15%	(93)	56%	(346)	618
Income: 100k+	16%	(38)	18%	(43)	15%	(35)	51%	(118)	234
Ethnicity: White	8%	(139)	15%	(270)	16%	(277)	61%	(1071)	1757
Ethnicity: Hispanic	16%	(53)	23%	(77)	19%	(63)	42%	(138)	331
Ethnicity: Afr. Am.	12%	(32)	17%	(45)	19%	(51)	52%	(141)	270

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Table BRD12: How much have you seen, read or heard recently about the phishing email sent last week to Google Sheets users?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(183)	16%	(345)	17%	(369)	59%	(1312)	2209
Ethnicity: Other	6%	(11)	17%	(31)	23%	(41)	54%	(99)	183
Relig: Protestant	7%	(33)	15%	(72)	17%	(85)	62%	(305)	494
Relig: Roman Catholic	15%	(70)	18%	(85)	15%	(71)	52%	(244)	470
Relig: Ath./Agn./None	6%	(35)	15%	(91)	17%	(103)	62%	(379)	608
Relig: Something Else	8%	(29)	17%	(62)	16%	(59)	59%	(212)	362
Relig: Jewish	10%	(6)	10%	(5)	20%	(11)	59%	(33)	55
Relig: Evangelical	14%	(86)	14%	(88)	16%	(101)	56%	(351)	626
Relig: Non-Evang. Catholics	5%	(34)	17%	(104)	17%	(106)	60%	(370)	613
Relig: All Christian	10%	(119)	15%	(192)	17%	(207)	58%	(721)	1239
Relig: All Non-Christian	7%	(63)	16%	(153)	17%	(163)	61%	(591)	970
Community: Urban	13%	(76)	17%	(100)	17%	(101)	54%	(321)	597
Community: Suburban	8%	(74)	15%	(151)	17%	(166)	60%	(585)	976
Community: Rural	5%	(33)	15%	(95)	16%	(102)	64%	(406)	636
Employ: Private Sector	13%	(90)	19%	(127)	18%	(121)	50%	(334)	672
Employ: Government	17%	(24)	26%	(37)	17%	(25)	41%	(59)	145
Employ: Self-Employed	10%	(17)	19%	(33)	18%	(32)	53%	(91)	173
Employ: Homemaker	6%	(12)	15%	(28)	16%	(31)	62%	(117)	188
Employ: Student	4%	(5)	20%	(22)	18%	(20)	58%	(65)	111
Employ: Retired	3%	(13)	10%	(45)	16%	(75)	71%	(332)	465
Employ: Unemployed	6%	(15)	11%	(28)	15%	(39)	68%	(171)	253
Employ: Other	3%	(7)	12%	(25)	14%	(28)	71%	(143)	203
Job Type: White-collar	13%	(94)	20%	(138)	17%	(115)	50%	(350)	697
Job Type: Blue-collar	8%	(73)	17%	(159)	17%	(159)	59%	(553)	944
Job Type: Don't Know	3%	(16)	8%	(48)	17%	(96)	72%	(409)	568
Military HH: Yes	12%	(50)	16%	(68)	19%	(78)	53%	(225)	421
Military HH: No	7%	(132)	16%	(277)	16%	(291)	61%	(1087)	1788
2016 Vote: Clinton	11%	(75)	17%	(115)	20%	(139)	52%	(356)	685
2016 Vote: Trump	8%	(60)	16%	(111)	15%	(108)	61%	(427)	706
2016 Vote: Someone else	7%	(13)	22%	(43)	15%	(28)	56%	(109)	193

Continued on next page

Table BRD12: *How much have you seen, read or heard recently about the phishing email sent last week to Google Sheets users?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(183)	16%	(345)	17%	(369)	59%	(1312)	2209
2012 Vote: Barack Obama	11%	(88)	17%	(137)	18%	(145)	54%	(427)	797
2012 Vote: Mitt Romney	8%	(41)	15%	(81)	17%	(90)	61%	(332)	544
2012 Vote: Other	5%	(5)	15%	(13)	18%	(16)	61%	(53)	87
2012 Vote: Didn't Vote	6%	(47)	15%	(114)	15%	(119)	64%	(497)	777
4-Region: Northeast	10%	(39)	15%	(60)	14%	(57)	61%	(247)	403
4-Region: Midwest	10%	(48)	16%	(78)	17%	(79)	57%	(271)	475
4-Region: South	6%	(52)	14%	(118)	19%	(152)	61%	(495)	818
4-Region: West	8%	(42)	18%	(90)	16%	(81)	58%	(300)	513

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	2209	100%
xdemGender	Gender: Male	1063	48%
	Gender: Female	1146	52%
	N	2209	
age5	Age: 18-29	495	22%
	Age: 30-44	544	25%
	Age: 45-54	402	18%
	Age: 55-64	369	17%
	Age: 65+	399	18%
	N	2209	
xpid3	PID: Dem (no lean)	724	33%
	PID: Ind (no lean)	855	39%
	PID: Rep (no lean)	630	29%
	N	2209	
xpidGender	PID/Gender: Dem Men	320	14%
	PID/Gender: Dem Women	404	18%
	PID/Gender: Ind Men	404	18%
	PID/Gender: Ind Women	451	20%
	PID/Gender: Rep Men	339	15%
	PID/Gender: Rep Women	290	13%
	N	2209	
xdemTea	Tea Party: Supporter	591	27%
	Tea Party: Not Supporter	1604	73%
	N	2195	
xdemIdeo3	Ideo: Liberal (1-3)	705	32%
	Ideo: Moderate (4)	456	21%
	Ideo: Conservative (5-7)	697	32%
	N	1858	
xeduc3	Educ: < College	1572	71%
	Educ: Bachelors degree	417	19%
	Educ: Post-grad	219	10%
	N	2209	
xdemInc3	Income: Under 50k	1357	61%
	Income: 50k-100k	618	28%
	Income: 100k+	234	11%
	N	2209	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1757	80%
xdemHispBin	Ethnicity: Hispanic	331	15%
demBlackBin	Ethnicity: Afr. Am.	270	12%
demRaceOther	Ethnicity: Other	183	8%
xrelNet	Relig: Protestant	494	22%
	Relig: Roman Catholic	470	21%
	Relig: Ath./Agn./None	608	28%
	Relig: Something Else	362	16%
	N	1935	
xreligion1	Relig: Jewish	55	2%
xreligion2	Relig: Evangelical	626	28%
	Relig: Non-Evang. Catholics	613	28%
	N	1239	
xreligion3	Relig: All Christian	1239	56%
	Relig: All Non-Christian	970	44%
	N	2209	
xdemUsr	Community: Urban	597	27%
	Community: Suburban	976	44%
	Community: Rural	636	29%
	N	2209	
xdemEmploy	Employ: Private Sector	672	30%
	Employ: Government	145	7%
	Employ: Self-Employed	173	8%
	Employ: Homemaker	188	8%
	Employ: Student	111	5%
	Employ: Retired	465	21%
	Employ: Unemployed	253	11%
	Employ: Other	203	9%
	N	2209	
xdemJobStatus	Job Type: White-collar	697	32%
	Job Type: Blue-collar	944	43%
	Job Type: Don't Know	568	26%
	N	2209	
xdemMilHH1	Military HH: Yes	421	19%
	Military HH: No	1788	81%
	N	2209	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Clinton	685	31%
	2016 Vote: Trump	706	32%
	2016 Vote: Someone else	193	9%
	N	1585	
xsubVote12O	2012 Vote: Barack Obama	797	36%
	2012 Vote: Mitt Romney	544	25%
	2012 Vote: Other	87	4%
	2012 Vote: Didn't Vote	777	35%
	N	2205	
xreg4	4-Region: Northeast	403	18%
	4-Region: Midwest	475	22%
	4-Region: South	818	37%
	4-Region: West	513	23%
	N	2209	

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

