



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170511  
May 18-22, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from May 18-22, 2017, among a national sample of 2148 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:** Which of the following comes closest to your view, even if none is exactly right?

Demographic	When shopping for a vehicle, I would prefer to buy new.		When shopping for a vehicle, I would prefer to buy used.		When shopping for a vehicle, I would prefer to lease new.		When shopping for a vehicle, I would prefer to lease used.		Don't Know / No Opinion		Total N
Adults	35%	(742)	38%	(821)	8%	(162)	6%	(118)	14%	(304)	2148
Gender: Male	36%	(373)	37%	(381)	8%	(85)	7%	(73)	12%	(122)	1034
Gender: Female	33%	(368)	40%	(440)	7%	(78)	4%	(46)	16%	(182)	1114
Age: 18-29	24%	(118)	34%	(170)	11%	(52)	10%	(52)	21%	(102)	494
Age: 30-44	31%	(162)	41%	(213)	7%	(39)	7%	(35)	13%	(67)	516
Age: 45-54	35%	(140)	43%	(173)	4%	(15)	5%	(19)	13%	(52)	399
Age: 55-64	38%	(132)	41%	(144)	7%	(26)	2%	(7)	12%	(41)	350
Age: 65+	49%	(189)	31%	(122)	8%	(31)	1%	(6)	11%	(42)	388
PID: Dem (no lean)	35%	(250)	35%	(245)	8%	(57)	7%	(46)	15%	(106)	705
PID: Ind (no lean)	30%	(239)	41%	(336)	7%	(56)	5%	(44)	17%	(135)	810
PID: Rep (no lean)	40%	(252)	38%	(241)	8%	(50)	4%	(28)	10%	(63)	634
PID/Gender: Dem Men	39%	(124)	33%	(104)	8%	(24)	8%	(25)	12%	(38)	315
PID/Gender: Dem Women	32%	(126)	36%	(141)	8%	(33)	6%	(22)	17%	(68)	389
PID/Gender: Ind Men	32%	(130)	41%	(162)	8%	(31)	7%	(29)	12%	(47)	400
PID/Gender: Ind Women	27%	(109)	42%	(174)	6%	(24)	4%	(15)	21%	(87)	410
PID/Gender: Rep Men	37%	(119)	36%	(115)	9%	(29)	6%	(19)	11%	(36)	319
PID/Gender: Rep Women	42%	(133)	40%	(125)	7%	(21)	3%	(9)	9%	(27)	315
Tea Party: Supporter	38%	(218)	38%	(220)	8%	(47)	9%	(51)	7%	(41)	577
Tea Party: Not Supporter	34%	(520)	38%	(595)	7%	(115)	4%	(67)	16%	(253)	1549
Ideo: Liberal (1-3)	33%	(232)	37%	(261)	10%	(71)	8%	(57)	11%	(77)	698
Ideo: Moderate (4)	36%	(158)	37%	(161)	8%	(37)	4%	(16)	16%	(70)	441
Ideo: Conservative (5-7)	39%	(271)	40%	(274)	7%	(46)	5%	(34)	9%	(62)	687
Educ: < College	30%	(455)	40%	(615)	7%	(112)	6%	(87)	17%	(261)	1529
Educ: Bachelors degree	46%	(187)	32%	(129)	9%	(36)	5%	(21)	8%	(32)	406
Educ: Post-grad	47%	(100)	36%	(77)	7%	(14)	5%	(10)	5%	(11)	213

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**Table BRD1:** Which of the following comes closest to your view, even if none is exactly right?

Demographic	When shopping for a vehicle, I would prefer to buy new.		When shopping for a vehicle, I would prefer to buy used.		When shopping for a vehicle, I would prefer to lease new.		When shopping for a vehicle, I would prefer to lease used.		Don't Know / No Opinion	Total N	
Adults	35%	(742)	38%	(821)	8%	(162)	6%	(118)	14%	(304)	2148
Income: Under 50k	28%	(365)	42%	(554)	6%	(85)	6%	(85)	18%	(233)	1322
Income: 50k-100k	43%	(255)	35%	(209)	8%	(51)	4%	(25)	10%	(59)	599
Income: 100k+	53%	(121)	26%	(58)	12%	(27)	4%	(8)	5%	(12)	227
Ethnicity: White	35%	(605)	40%	(686)	7%	(115)	5%	(77)	13%	(225)	1708
Ethnicity: Hispanic	28%	(91)	34%	(108)	10%	(33)	12%	(39)	16%	(51)	321
Ethnicity: Afr. Am.	34%	(90)	30%	(77)	9%	(23)	8%	(22)	19%	(50)	262
Ethnicity: Other	26%	(47)	33%	(58)	13%	(24)	11%	(19)	16%	(29)	178
Relig: Protestant	41%	(204)	40%	(200)	6%	(30)	5%	(23)	8%	(38)	495
Relig: Roman Catholic	43%	(196)	31%	(139)	7%	(31)	7%	(32)	12%	(53)	451
Relig: Ath./Agn./None	26%	(163)	41%	(255)	8%	(47)	5%	(32)	20%	(120)	617
Relig: Something Else	28%	(93)	37%	(123)	13%	(44)	5%	(18)	16%	(53)	331
Relig: Jewish	47%	(25)	22%	(12)	23%	(12)	1%	(1)	7%	(4)	54
Relig: Evangelical	37%	(225)	39%	(236)	6%	(36)	7%	(45)	10%	(63)	605
Relig: Non-Evang. Catholics	44%	(258)	35%	(206)	6%	(35)	4%	(24)	11%	(68)	590
Relig: All Christian	40%	(483)	37%	(442)	6%	(71)	6%	(69)	11%	(130)	1195
Relig: All Non-Christian	27%	(256)	40%	(377)	10%	(91)	5%	(50)	18%	(173)	948
Community: Urban	32%	(188)	35%	(209)	8%	(47)	5%	(30)	19%	(114)	589
Community: Suburban	40%	(370)	35%	(323)	10%	(89)	4%	(33)	12%	(114)	930
Community: Rural	29%	(183)	46%	(289)	4%	(26)	9%	(55)	12%	(76)	629
Employ: Private Sector	39%	(255)	37%	(238)	9%	(57)	7%	(43)	9%	(57)	651
Employ: Government	40%	(57)	38%	(54)	9%	(13)	5%	(7)	8%	(11)	143
Employ: Self-Employed	31%	(69)	41%	(91)	9%	(20)	9%	(20)	11%	(25)	224
Employ: Homemaker	25%	(43)	43%	(72)	7%	(12)	7%	(12)	18%	(30)	169
Employ: Student	20%	(23)	38%	(43)	7%	(8)	5%	(6)	29%	(33)	112
Employ: Retired	45%	(183)	35%	(143)	8%	(34)	2%	(6)	10%	(39)	406
Employ: Unemployed	23%	(55)	43%	(104)	2%	(6)	7%	(17)	25%	(60)	242
Employ: Other	28%	(57)	38%	(76)	6%	(12)	3%	(7)	24%	(49)	200

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**Table BRD1:** Which of the following comes closest to your view, even if none is exactly right?

Demographic	When shopping for a vehicle, I would prefer to buy new.		When shopping for a vehicle, I would prefer to buy used.		When shopping for a vehicle, I would prefer to lease new.		When shopping for a vehicle, I would prefer to lease used.		Don't Know / No Opinion	Total N	
Adults	35%	(742)	38%	(821)	8%	(162)	6%	(118)	14%	(304)	2148
Job Type: White-collar	44%	(291)	33%	(216)	11%	(72)	5%	(31)	8%	(54)	665
Job Type: Blue-collar	32%	(306)	45%	(428)	6%	(56)	6%	(57)	11%	(100)	946
Job Type: Don't Know	27%	(145)	33%	(177)	6%	(34)	6%	(30)	28%	(150)	536
Military HH: Yes	36%	(138)	39%	(151)	10%	(39)	7%	(28)	8%	(31)	387
Military HH: No	34%	(604)	38%	(670)	7%	(123)	5%	(90)	16%	(273)	1761
2016 Vote: Democrat Hillary Clinton	37%	(242)	37%	(242)	9%	(56)	6%	(42)	11%	(74)	655
2016 Vote: Republican Donald Trump	41%	(295)	40%	(287)	6%	(46)	4%	(30)	9%	(62)	720
2016 Vote: Someone else	34%	(62)	36%	(65)	6%	(10)	7%	(13)	18%	(32)	182
2012 Vote: Barack Obama	39%	(314)	37%	(299)	9%	(72)	5%	(42)	11%	(87)	814
2012 Vote: Mitt Romney	46%	(249)	36%	(192)	6%	(32)	5%	(26)	8%	(42)	541
2012 Vote: Other	27%	(26)	46%	(45)	7%	(7)	1%	(1)	19%	(18)	97
2012 Vote: Didn't Vote	22%	(152)	41%	(285)	7%	(51)	7%	(50)	23%	(157)	696
4-Region: Northeast	33%	(131)	32%	(125)	14%	(54)	6%	(22)	15%	(59)	392
4-Region: Midwest	33%	(150)	43%	(201)	4%	(18)	6%	(27)	14%	(66)	462
4-Region: South	37%	(291)	39%	(313)	6%	(45)	6%	(44)	13%	(103)	795
4-Region: West	34%	(170)	37%	(183)	9%	(45)	5%	(25)	15%	(76)	499

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

**Table BRD2: Have you purchased a vehicle in the last year?**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	25% (539)	70% (1493)	5% (115)	2148
Gender: Male	25% (259)	70% (724)	5% (50)	1034
Gender: Female	25% (280)	69% (769)	6% (65)	1114
Age: 18-29	29% (144)	60% (298)	11% (52)	494
Age: 30-44	31% (160)	64% (331)	5% (25)	516
Age: 45-54	29% (114)	68% (272)	3% (13)	399
Age: 55-64	18% (64)	77% (269)	5% (17)	350
Age: 65+	15% (57)	83% (322)	2% (9)	388
PID: Dem (no lean)	23% (164)	73% (512)	4% (28)	705
PID: Ind (no lean)	25% (201)	68% (550)	7% (58)	810
PID: Rep (no lean)	27% (174)	68% (430)	5% (29)	634
PID/Gender: Dem Men	22% (68)	75% (236)	4% (12)	315
PID/Gender: Dem Women	25% (96)	71% (276)	4% (17)	389
PID/Gender: Ind Men	24% (96)	70% (281)	6% (22)	400
PID/Gender: Ind Women	26% (105)	66% (269)	9% (35)	410
PID/Gender: Rep Men	30% (95)	65% (207)	5% (16)	319
PID/Gender: Rep Women	25% (79)	71% (223)	4% (13)	315
Tea Party: Supporter	36% (205)	63% (365)	1% (6)	577
Tea Party: Not Supporter	21% (332)	72% (1115)	7% (102)	1549
Ideo: Liberal (1-3)	29% (204)	65% (456)	5% (38)	698
Ideo: Moderate (4)	21% (95)	74% (327)	4% (19)	441
Ideo: Conservative (5-7)	26% (176)	71% (491)	3% (20)	687
Educ: < College	24% (369)	69% (1058)	7% (102)	1529
Educ: Bachelors degree	26% (104)	71% (290)	3% (12)	406
Educ: Post-grad	31% (66)	68% (145)	1% (2)	213
Income: Under 50k	23% (300)	71% (932)	7% (89)	1322
Income: 50k-100k	30% (177)	67% (401)	4% (21)	599
Income: 100k+	27% (62)	70% (160)	2% (5)	227
Ethnicity: White	25% (431)	70% (1194)	5% (83)	1708
Ethnicity: Hispanic	36% (114)	56% (180)	8% (27)	321

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**Table BRD2:** *Have you purchased a vehicle in the last year?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	25%	(539)	70%	(1493)	5%	(115)	2148
Ethnicity: Afr. Am.	25%	(64)	69%	(181)	6%	(16)	262
Ethnicity: Other	24%	(43)	66%	(118)	9%	(16)	178
Relig: Protestant	24%	(121)	73%	(362)	2%	(12)	495
Relig: Roman Catholic	29%	(132)	67%	(301)	4%	(18)	451
Relig: Ath./Agn./None	22%	(136)	71%	(440)	7%	(40)	617
Relig: Something Else	25%	(84)	67%	(221)	8%	(27)	331
Relig: Jewish	24%	(13)	64%	(34)	12%	(6)	54
Relig: Evangelical	30%	(182)	65%	(394)	5%	(29)	605
Relig: Non-Evang. Catholics	23%	(136)	74%	(435)	3%	(19)	590
Relig: All Christian	27%	(318)	69%	(829)	4%	(48)	1195
Relig: All Non-Christian	23%	(220)	70%	(661)	7%	(68)	948
Community: Urban	25%	(148)	67%	(394)	8%	(47)	589
Community: Suburban	24%	(224)	72%	(674)	3%	(32)	930
Community: Rural	27%	(168)	68%	(426)	6%	(36)	629
Employ: Private Sector	30%	(197)	66%	(428)	4%	(27)	651
Employ: Government	26%	(37)	72%	(103)	2%	(3)	143
Employ: Self-Employed	31%	(70)	64%	(143)	5%	(11)	224
Employ: Homemaker	25%	(42)	64%	(109)	11%	(19)	169
Employ: Student	19%	(22)	71%	(80)	9%	(10)	112
Employ: Retired	14%	(57)	84%	(340)	2%	(9)	406
Employ: Unemployed	25%	(60)	67%	(163)	8%	(19)	242
Employ: Other	27%	(55)	64%	(127)	9%	(17)	200
Job Type: White-collar	26%	(171)	71%	(472)	3%	(22)	665
Job Type: Blue-collar	26%	(246)	71%	(674)	3%	(27)	946
Job Type: Don't Know	23%	(122)	65%	(347)	13%	(67)	536
Military HH: Yes	30%	(116)	67%	(258)	4%	(14)	387
Military HH: No	24%	(423)	70%	(1236)	6%	(102)	1761
2016 Vote: Democrat Hillary Clinton	25%	(164)	72%	(473)	3%	(18)	655
2016 Vote: Republican Donald Trump	27%	(191)	70%	(505)	3%	(24)	720
2016 Vote: Someone else	24%	(44)	71%	(129)	5%	(9)	182

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**Table BRD2:** *Have you purchased a vehicle in the last year?*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults	25%	(539)	70%	(1493)	5%	(115)	2148
2012 Vote: Barack Obama	25%	(201)	73%	(590)	3%	(22)	814
2012 Vote: Mitt Romney	27%	(148)	70%	(380)	3%	(14)	541
2012 Vote: Other	21%	(21)	73%	(71)	6%	(6)	97
2012 Vote: Didn't Vote	24%	(170)	65%	(452)	11%	(74)	696
4-Region: Northeast	27%	(105)	68%	(268)	5%	(19)	392
4-Region: Midwest	24%	(110)	71%	(327)	5%	(25)	462
4-Region: South	26%	(211)	67%	(535)	6%	(50)	795
4-Region: West	23%	(114)	73%	(363)	4%	(22)	499

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

**Table BRD3\_4NET:** *And why havent you purchased a vehicle in the last year? Please check all that apply.*  
*Too expensive*

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1838)	2148
Gender: Male	13%	(136)	87%	(898)	1034
Gender: Female	16%	(174)	84%	(940)	1114
Age: 18-29	17%	(82)	83%	(413)	494
Age: 30-44	16%	(80)	84%	(435)	516
Age: 45-54	16%	(65)	84%	(335)	399
Age: 55-64	13%	(45)	87%	(305)	350
Age: 65+	10%	(38)	90%	(350)	388
PID: Dem (no lean)	16%	(115)	84%	(590)	705
PID: Ind (no lean)	16%	(131)	84%	(679)	810
PID: Rep (no lean)	10%	(65)	90%	(569)	634
PID/Gender: Dem Men	14%	(45)	86%	(270)	315
PID/Gender: Dem Women	18%	(69)	82%	(320)	389
PID/Gender: Ind Men	15%	(61)	85%	(339)	400
PID/Gender: Ind Women	17%	(69)	83%	(340)	410
PID/Gender: Rep Men	9%	(29)	91%	(290)	319
PID/Gender: Rep Women	11%	(36)	89%	(280)	315
Tea Party: Supporter	13%	(77)	87%	(500)	577
Tea Party: Not Supporter	15%	(233)	85%	(1316)	1549
Ideo: Liberal (1-3)	13%	(90)	87%	(608)	698
Ideo: Moderate (4)	19%	(85)	81%	(356)	441
Ideo: Conservative (5-7)	12%	(80)	88%	(607)	687
Educ: < College	15%	(232)	85%	(1297)	1529
Educ: Bachelors degree	14%	(56)	86%	(350)	406
Educ: Post-grad	10%	(22)	90%	(191)	213
Income: Under 50k	18%	(241)	82%	(1081)	1322
Income: 50k-100k	9%	(54)	91%	(545)	599
Income: 100k+	6%	(15)	94%	(212)	227
Ethnicity: White	13%	(218)	87%	(1490)	1708

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**Table BRD3\_4NET:** *And why havent you purchased a vehicle in the last year? Please check all that apply.*  
*Too expensive*

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1838)	2148
Ethnicity: Hispanic	14%	(45)	86%	(276)	321
Ethnicity: Afr. Am.	20%	(52)	80%	(210)	262
Ethnicity: Other	23%	(40)	77%	(137)	178
Relig: Protestant	14%	(68)	86%	(428)	495
Relig: Roman Catholic	10%	(46)	90%	(405)	451
Relig: Ath./Agn./None	17%	(102)	83%	(514)	617
Relig: Something Else	15%	(49)	85%	(283)	331
Relig: Jewish	9%	(5)	91%	(49)	54
Relig: Evangelical	13%	(79)	87%	(526)	605
Relig: Non-Evang. Catholics	14%	(80)	86%	(510)	590
Relig: All Christian	13%	(159)	87%	(1036)	1195
Relig: All Non-Christian	16%	(151)	84%	(797)	948
Community: Urban	16%	(95)	84%	(494)	589
Community: Suburban	14%	(134)	86%	(796)	930
Community: Rural	13%	(81)	87%	(548)	629
Employ: Private Sector	12%	(80)	88%	(572)	651
Employ: Government	12%	(17)	88%	(126)	143
Employ: Self-Employed	11%	(24)	89%	(200)	224
Employ: Homemaker	15%	(26)	85%	(144)	169
Employ: Student	19%	(21)	81%	(91)	112
Employ: Retired	13%	(52)	87%	(354)	406
Employ: Unemployed	24%	(57)	76%	(185)	242
Employ: Other	16%	(33)	84%	(167)	200
Job Type: White-collar	11%	(74)	89%	(592)	665
Job Type: Blue-collar	16%	(149)	84%	(798)	946
Job Type: Don't Know	16%	(88)	84%	(449)	536
Military HH: Yes	11%	(42)	89%	(346)	387
Military HH: No	15%	(268)	85%	(1492)	1761
2016 Vote: Democrat Hillary Clinton	16%	(102)	84%	(553)	655
2016 Vote: Republican Donald Trump	10%	(71)	90%	(648)	720
2016 Vote: Someone else	12%	(22)	88%	(160)	182

Continued on next page

**Table BRD3\_4NET:** And why havent you purchased a vehicle in the last year? Please check all that apply.

Too expensive

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1838)	2148
2012 Vote: Barack Obama	15%	(118)	85%	(696)	814
2012 Vote: Mitt Romney	11%	(61)	89%	(480)	541
2012 Vote: Other	13%	(12)	87%	(85)	97
2012 Vote: Didn't Vote	17%	(119)	83%	(577)	696
4-Region: Northeast	13%	(50)	87%	(342)	392
4-Region: Midwest	11%	(51)	89%	(411)	462
4-Region: South	15%	(118)	85%	(677)	795
4-Region: West	18%	(90)	82%	(408)	499

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

**Table BRD3\_5NET:** *And why havent you purchased a vehicle in the last year? Please check all that apply.*  
*Already have working vehicle*

Demographic	Selected		Not Selected		Total N
Adults	50%	(1070)	50%	(1078)	2148
Gender: Male	50%	(515)	50%	(519)	1034
Gender: Female	50%	(555)	50%	(559)	1114
Age: 18-29	34%	(168)	66%	(326)	494
Age: 30-44	44%	(225)	56%	(291)	516
Age: 45-54	50%	(198)	50%	(201)	399
Age: 55-64	60%	(209)	40%	(141)	350
Age: 65+	69%	(269)	31%	(119)	388
PID: Dem (no lean)	47%	(333)	53%	(372)	705
PID: Ind (no lean)	47%	(378)	53%	(431)	810
PID: Rep (no lean)	57%	(359)	43%	(275)	634
PID/Gender: Dem Men	51%	(160)	49%	(155)	315
PID/Gender: Dem Women	44%	(173)	56%	(216)	389
PID/Gender: Ind Men	47%	(188)	53%	(212)	400
PID/Gender: Ind Women	46%	(190)	54%	(220)	410
PID/Gender: Rep Men	52%	(166)	48%	(152)	319
PID/Gender: Rep Women	61%	(193)	39%	(123)	315
Tea Party: Supporter	45%	(260)	55%	(316)	577
Tea Party: Not Supporter	52%	(801)	48%	(748)	1549
Ideo: Liberal (1-3)	43%	(300)	57%	(397)	698
Ideo: Moderate (4)	51%	(223)	49%	(218)	441
Ideo: Conservative (5-7)	59%	(407)	41%	(280)	687
Educ: < College	47%	(715)	53%	(814)	1529
Educ: Bachelors degree	58%	(234)	42%	(171)	406
Educ: Post-grad	57%	(121)	43%	(92)	213
Income: Under 50k	44%	(583)	56%	(738)	1322
Income: 50k-100k	58%	(346)	42%	(253)	599
Income: 100k+	62%	(141)	38%	(86)	227
Ethnicity: White	54%	(925)	46%	(783)	1708

Continued on next page

**Table BRD3\_5NET: And why havent you purchased a vehicle in the last year? Please check all that apply.**  
Already have working vehicle

Demographic	Selected		Not Selected		Total N
Adults	50%	(1070)	50%	(1078)	2148
Ethnicity: Hispanic	32%	(102)	68%	(220)	321
Ethnicity: Afr. Am.	34%	(90)	66%	(172)	262
Ethnicity: Other	31%	(55)	69%	(123)	178
Relig: Protestant	60%	(296)	40%	(200)	495
Relig: Roman Catholic	52%	(233)	48%	(218)	451
Relig: Ath./Agn./None	45%	(278)	55%	(339)	617
Relig: Something Else	46%	(152)	54%	(179)	331
Relig: Jewish	48%	(26)	52%	(28)	54
Relig: Evangelical	49%	(294)	51%	(311)	605
Relig: Non-Evang. Catholics	58%	(343)	42%	(248)	590
Relig: All Christian	53%	(636)	47%	(559)	1195
Relig: All Non-Christian	45%	(431)	55%	(517)	948
Community: Urban	40%	(234)	60%	(355)	589
Community: Suburban	55%	(512)	45%	(418)	930
Community: Rural	52%	(324)	48%	(305)	629
Employ: Private Sector	53%	(344)	47%	(307)	651
Employ: Government	50%	(71)	50%	(72)	143
Employ: Self-Employed	47%	(105)	53%	(119)	224
Employ: Homemaker	41%	(70)	59%	(99)	169
Employ: Student	48%	(53)	52%	(59)	112
Employ: Retired	67%	(274)	33%	(133)	406
Employ: Unemployed	30%	(72)	70%	(169)	242
Employ: Other	40%	(80)	60%	(120)	200
Job Type: White-collar	58%	(387)	42%	(279)	665
Job Type: Blue-collar	52%	(489)	48%	(458)	946
Job Type: Don't Know	36%	(195)	64%	(342)	536
Military HH: Yes	54%	(208)	46%	(179)	387
Military HH: No	49%	(862)	51%	(899)	1761
2016 Vote: Democrat Hillary Clinton	49%	(322)	51%	(333)	655
2016 Vote: Republican Donald Trump	60%	(428)	40%	(291)	720
2016 Vote: Someone else	54%	(99)	46%	(83)	182

Continued on next page

**Table BRD3\_5NET:** *And why havent you purchased a vehicle in the last year? Please check all that apply.*  
*Already have working vehicle*

Demographic	Selected		Not Selected		Total N
Adults	50%	(1070)	50%	(1078)	2148
2012 Vote: Barack Obama	52%	(423)	48%	(391)	814
2012 Vote: Mitt Romney	61%	(329)	39%	(212)	541
2012 Vote: Other	54%	(53)	46%	(44)	97
2012 Vote: Didn't Vote	38%	(265)	62%	(430)	696
4-Region: Northeast	47%	(183)	53%	(209)	392
4-Region: Midwest	51%	(238)	49%	(224)	462
4-Region: South	50%	(394)	50%	(401)	795
4-Region: West	51%	(255)	49%	(243)	499

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

**Table BRD3\_6NET:** *And why havent you purchased a vehicle in the last year? Please check all that apply.*  
*Dont drive*

Demographic	Selected		Not Selected		Total N
Adults	8%	(179)	92%	(1969)	2148
Gender: Male	8%	(81)	92%	(953)	1034
Gender: Female	9%	(99)	91%	(1015)	1114
Age: 18-29	17%	(86)	83%	(409)	494
Age: 30-44	6%	(32)	94%	(484)	516
Age: 45-54	6%	(23)	94%	(377)	399
Age: 55-64	5%	(19)	95%	(331)	350
Age: 65+	5%	(20)	95%	(369)	388
PID: Dem (no lean)	11%	(76)	89%	(629)	705
PID: Ind (no lean)	11%	(87)	89%	(722)	810
PID: Rep (no lean)	3%	(16)	97%	(618)	634
PID/Gender: Dem Men	8%	(25)	92%	(291)	315
PID/Gender: Dem Women	13%	(51)	87%	(338)	389
PID/Gender: Ind Men	11%	(44)	89%	(356)	400
PID/Gender: Ind Women	10%	(43)	90%	(367)	410
PID/Gender: Rep Men	4%	(11)	96%	(307)	319
PID/Gender: Rep Women	1%	(5)	99%	(311)	315
Tea Party: Supporter	6%	(34)	94%	(543)	577
Tea Party: Not Supporter	9%	(142)	91%	(1407)	1549
Ideo: Liberal (1-3)	10%	(73)	90%	(625)	698
Ideo: Moderate (4)	10%	(42)	90%	(399)	441
Ideo: Conservative (5-7)	4%	(28)	96%	(659)	687
Educ: < College	11%	(161)	89%	(1368)	1529
Educ: Bachelors degree	4%	(15)	96%	(391)	406
Educ: Post-grad	2%	(4)	98%	(210)	213
Income: Under 50k	12%	(159)	88%	(1163)	1322
Income: 50k-100k	2%	(14)	98%	(586)	599
Income: 100k+	3%	(7)	97%	(220)	227
Ethnicity: White	7%	(120)	93%	(1589)	1708

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**Table BRD3\_6NET:** *And why havent you purchased a vehicle in the last year? Please check all that apply.*  
 Dont drive

Demographic	Selected		Not Selected		Total N
Adults	8%	(179)	92%	(1969)	2148
Ethnicity: Hispanic	14%	(46)	86%	(276)	321
Ethnicity: Afr. Am.	11%	(30)	89%	(232)	262
Ethnicity: Other	17%	(30)	83%	(148)	178
Relig: Protestant	4%	(22)	96%	(473)	495
Relig: Roman Catholic	7%	(32)	93%	(420)	451
Relig: Ath./Agn./None	13%	(79)	87%	(537)	617
Relig: Something Else	8%	(26)	92%	(305)	331
Relig: Jewish	4%	(2)	96%	(51)	54
Relig: Evangelical	5%	(32)	95%	(572)	605
Relig: Non-Evang. Catholics	7%	(41)	93%	(549)	590
Relig: All Christian	6%	(74)	94%	(1121)	1195
Relig: All Non-Christian	11%	(106)	89%	(842)	948
Community: Urban	11%	(68)	89%	(521)	589
Community: Suburban	8%	(73)	92%	(857)	930
Community: Rural	6%	(39)	94%	(590)	629
Employ: Private Sector	4%	(27)	96%	(624)	651
Employ: Government	6%	(9)	94%	(134)	143
Employ: Self-Employed	8%	(18)	92%	(206)	224
Employ: Homemaker	4%	(7)	96%	(162)	169
Employ: Student	15%	(17)	85%	(95)	112
Employ: Retired	7%	(28)	93%	(379)	406
Employ: Unemployed	20%	(49)	80%	(193)	242
Employ: Other	12%	(23)	88%	(176)	200
Job Type: White-collar	4%	(28)	96%	(637)	665
Job Type: Blue-collar	7%	(65)	93%	(881)	946
Job Type: Don't Know	16%	(86)	84%	(451)	536
Military HH: Yes	4%	(16)	96%	(371)	387
Military HH: No	9%	(163)	91%	(1598)	1761
2016 Vote: Democrat Hillary Clinton	10%	(66)	90%	(589)	655
2016 Vote: Republican Donald Trump	2%	(15)	98%	(705)	720
2016 Vote: Someone else	8%	(14)	92%	(168)	182

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**Table BRD3\_6NET:** And why havent you purchased a vehicle in the last year? Please check all that apply.

Dont drive

Demographic	Selected		Not Selected		Total N
Adults	8%	(179)	92%	(1969)	2148
2012 Vote: Barack Obama	8%	(64)	92%	(750)	814
2012 Vote: Mitt Romney	1%	(6)	99%	(536)	541
2012 Vote: Other	6%	(6)	94%	(92)	97
2012 Vote: Didn't Vote	15%	(104)	85%	(592)	696
4-Region: Northeast	10%	(41)	90%	(351)	392
4-Region: Midwest	9%	(42)	91%	(420)	462
4-Region: South	6%	(51)	94%	(744)	795
4-Region: West	9%	(46)	91%	(453)	499

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

**Table BRD3\_7NET:** *And why havent you purchased a vehicle in the last year? Please check all that apply.  
 Prefer another mode of transportation*

Demographic	Selected		Not Selected		Total N
Adults	4%	(78)	96%	(2070)	2148
Gender: Male	5%	(48)	95%	(986)	1034
Gender: Female	3%	(30)	97%	(1084)	1114
Age: 18-29	5%	(23)	95%	(471)	494
Age: 30-44	4%	(23)	96%	(493)	516
Age: 45-54	2%	(8)	98%	(391)	399
Age: 55-64	4%	(13)	96%	(338)	350
Age: 65+	3%	(10)	97%	(378)	388
PID: Dem (no lean)	5%	(34)	95%	(671)	705
PID: Ind (no lean)	4%	(30)	96%	(780)	810
PID: Rep (no lean)	2%	(14)	98%	(620)	634
PID/Gender: Dem Men	7%	(21)	93%	(294)	315
PID/Gender: Dem Women	3%	(13)	97%	(377)	389
PID/Gender: Ind Men	5%	(18)	95%	(382)	400
PID/Gender: Ind Women	3%	(12)	97%	(398)	410
PID/Gender: Rep Men	3%	(8)	97%	(310)	319
PID/Gender: Rep Women	2%	(6)	98%	(309)	315
Tea Party: Supporter	5%	(28)	95%	(549)	577
Tea Party: Not Supporter	3%	(49)	97%	(1500)	1549
Ideo: Liberal (1-3)	6%	(39)	94%	(659)	698
Ideo: Moderate (4)	4%	(17)	96%	(424)	441
Ideo: Conservative (5-7)	2%	(13)	98%	(674)	687
Educ: < College	4%	(63)	96%	(1466)	1529
Educ: Bachelors degree	2%	(9)	98%	(396)	406
Educ: Post-grad	3%	(5)	97%	(208)	213
Income: Under 50k	5%	(61)	95%	(1261)	1322
Income: 50k-100k	2%	(12)	98%	(587)	599
Income: 100k+	2%	(5)	98%	(222)	227
Ethnicity: White	3%	(45)	97%	(1664)	1708

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**Table BRD3\_7NET: And why havent you purchased a vehicle in the last year? Please check all that apply.**  
*Prefer another mode of transportation*

Demographic	Selected		Not Selected		Total N
Adults	4%	(78)	96%	(2070)	2148
Ethnicity: Hispanic	5%	(16)	95%	(306)	321
Ethnicity: Afr. Am.	8%	(22)	92%	(240)	262
Ethnicity: Other	6%	(11)	94%	(166)	178
Relig: Protestant	1%	(7)	99%	(488)	495
Relig: Roman Catholic	2%	(9)	98%	(442)	451
Relig: Ath./Agn./None	6%	(36)	94%	(581)	617
Relig: Something Else	5%	(18)	95%	(313)	331
Relig: Jewish	3%	(2)	97%	(52)	54
Relig: Evangelical	2%	(13)	98%	(591)	605
Relig: Non-Evang. Catholics	2%	(11)	98%	(579)	590
Relig: All Christian	2%	(24)	98%	(1170)	1195
Relig: All Non-Christian	6%	(54)	94%	(894)	948
Community: Urban	7%	(41)	93%	(548)	589
Community: Suburban	2%	(17)	98%	(913)	930
Community: Rural	3%	(20)	97%	(609)	629
Employ: Private Sector	2%	(13)	98%	(638)	651
Employ: Government	8%	(12)	92%	(131)	143
Employ: Self-Employed	4%	(8)	96%	(216)	224
Employ: Homemaker	7%	(12)	93%	(157)	169
Employ: Student	4%	(4)	96%	(108)	112
Employ: Retired	2%	(10)	98%	(396)	406
Employ: Unemployed	6%	(13)	94%	(228)	242
Employ: Other	3%	(5)	97%	(195)	200
Job Type: White-collar	3%	(23)	97%	(642)	665
Job Type: Blue-collar	3%	(28)	97%	(918)	946
Job Type: Don't Know	5%	(27)	95%	(509)	536
Military HH: Yes	2%	(8)	98%	(379)	387
Military HH: No	4%	(70)	96%	(1691)	1761
2016 Vote: Democrat Hillary Clinton	5%	(31)	95%	(625)	655
2016 Vote: Republican Donald Trump	2%	(17)	98%	(702)	720
2016 Vote: Someone else	4%	(8)	96%	(175)	182

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**Table BRD3\_7NET:** *And why havent you purchased a vehicle in the last year? Please check all that apply.*  
*Prefer another mode of transportation*

Demographic	Selected		Not Selected		Total N
Adults	4%	(78)	96%	(2070)	2148
2012 Vote: Barack Obama	4%	(34)	96%	(780)	814
2012 Vote: Mitt Romney	1%	(7)	99%	(535)	541
2012 Vote: Other	5%	(5)	95%	(92)	97
2012 Vote: Didn't Vote	5%	(32)	95%	(664)	696
4-Region: Northeast	5%	(21)	95%	(371)	392
4-Region: Midwest	4%	(17)	96%	(446)	462
4-Region: South	2%	(19)	98%	(776)	795
4-Region: West	4%	(21)	96%	(478)	499

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

**Table BRD4\_4NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
*Vehicle you had stopped working or broke down*

Demographic	Selected		Not Selected		Total N
Adults	9%	(200)	91%	(1948)	2148
Gender: Male	8%	(84)	92%	(950)	1034
Gender: Female	10%	(116)	90%	(998)	1114
Age: 18-29	11%	(55)	89%	(440)	494
Age: 30-44	13%	(67)	87%	(449)	516
Age: 45-54	10%	(39)	90%	(360)	399
Age: 55-64	5%	(18)	95%	(333)	350
Age: 65+	6%	(22)	94%	(367)	388
PID: Dem (no lean)	9%	(61)	91%	(644)	705
PID: Ind (no lean)	11%	(89)	89%	(721)	810
PID: Rep (no lean)	8%	(51)	92%	(583)	634
PID/Gender: Dem Men	8%	(24)	92%	(292)	315
PID/Gender: Dem Women	9%	(37)	91%	(352)	389
PID/Gender: Ind Men	9%	(37)	91%	(363)	400
PID/Gender: Ind Women	13%	(52)	87%	(357)	410
PID/Gender: Rep Men	7%	(24)	93%	(295)	319
PID/Gender: Rep Women	9%	(27)	91%	(288)	315
Tea Party: Supporter	11%	(63)	89%	(513)	577
Tea Party: Not Supporter	9%	(136)	91%	(1413)	1549
Ideo: Liberal (1-3)	9%	(64)	91%	(633)	698
Ideo: Moderate (4)	9%	(41)	91%	(400)	441
Ideo: Conservative (5-7)	9%	(61)	91%	(627)	687
Educ: < College	10%	(150)	90%	(1379)	1529
Educ: Bachelors degree	7%	(30)	93%	(376)	406
Educ: Post-grad	10%	(20)	90%	(193)	213
Income: Under 50k	10%	(133)	90%	(1189)	1322
Income: 50k-100k	10%	(60)	90%	(539)	599
Income: 100k+	3%	(7)	97%	(220)	227
Ethnicity: White	10%	(164)	90%	(1544)	1708

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**Table BRD4\_4NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
*Vehicle you had stopped working or broke down*

Demographic	Selected		Not Selected		Total N
Adults	9%	(200)	91%	(1948)	2148
Ethnicity: Hispanic	11%	(35)	89%	(286)	321
Ethnicity: Afr. Am.	8%	(21)	92%	(241)	262
Ethnicity: Other	8%	(15)	92%	(163)	178
Relig: Protestant	10%	(49)	90%	(446)	495
Relig: Roman Catholic	10%	(45)	90%	(406)	451
Relig: Ath./Agn./None	9%	(58)	91%	(559)	617
Relig: Something Else	8%	(27)	92%	(304)	331
Relig: Jewish	2%	(1)	98%	(53)	54
Relig: Evangelical	11%	(66)	89%	(539)	605
Relig: Non-Evang. Catholics	8%	(49)	92%	(542)	590
Relig: All Christian	10%	(114)	90%	(1080)	1195
Relig: All Non-Christian	9%	(85)	91%	(862)	948
Community: Urban	9%	(55)	91%	(534)	589
Community: Suburban	9%	(80)	91%	(850)	930
Community: Rural	10%	(65)	90%	(565)	629
Employ: Private Sector	10%	(63)	90%	(588)	651
Employ: Government	8%	(11)	92%	(132)	143
Employ: Self-Employed	11%	(24)	89%	(200)	224
Employ: Homemaker	9%	(15)	91%	(155)	169
Employ: Student	10%	(11)	90%	(101)	112
Employ: Retired	5%	(21)	95%	(386)	406
Employ: Unemployed	13%	(32)	87%	(210)	242
Employ: Other	12%	(24)	88%	(176)	200
Job Type: White-collar	8%	(52)	92%	(613)	665
Job Type: Blue-collar	10%	(92)	90%	(855)	946
Job Type: Don't Know	10%	(56)	90%	(480)	536
Military HH: Yes	9%	(36)	91%	(351)	387
Military HH: No	9%	(164)	91%	(1596)	1761
2016 Vote: Democrat Hillary Clinton	8%	(55)	92%	(600)	655
2016 Vote: Republican Donald Trump	9%	(61)	91%	(658)	720
2016 Vote: Someone else	12%	(22)	88%	(160)	182

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**Table BRD4\_4NET:** And why did you purchase a vehicle in the last year? Please check all that apply.  
Vehicle you had stopped working or broke down

Demographic	Selected		Not Selected		Total N
Adults	9%	(200)	91%	(1948)	2148
2012 Vote: Barack Obama	8%	(66)	92%	(748)	814
2012 Vote: Mitt Romney	10%	(52)	90%	(489)	541
2012 Vote: Other	8%	(7)	92%	(90)	97
2012 Vote: Didn't Vote	11%	(74)	89%	(621)	696
4-Region: Northeast	8%	(30)	92%	(361)	392
4-Region: Midwest	10%	(47)	90%	(415)	462
4-Region: South	10%	(82)	90%	(713)	795
4-Region: West	8%	(41)	92%	(458)	499

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



**Table BRD4\_5NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
*Added another driver to your family*

Demographic	Selected		Not Selected		Total N
Adults	3%	(71)	97%	(2077)	2148
Gender: Male	4%	(38)	96%	(996)	1034
Gender: Female	3%	(34)	97%	(1080)	1114
Age: 18-29	5%	(23)	95%	(471)	494
Age: 30-44	5%	(23)	95%	(492)	516
Age: 45-54	4%	(15)	96%	(384)	399
Age: 55-64	1%	(5)	99%	(345)	350
Age: 65+	1%	(4)	99%	(384)	388
PID: Dem (no lean)	3%	(18)	97%	(687)	705
PID: Ind (no lean)	3%	(25)	97%	(784)	810
PID: Rep (no lean)	4%	(28)	96%	(605)	634
PID/Gender: Dem Men	3%	(10)	97%	(305)	315
PID/Gender: Dem Women	2%	(8)	98%	(381)	389
PID/Gender: Ind Men	3%	(13)	97%	(387)	400
PID/Gender: Ind Women	3%	(12)	97%	(398)	410
PID/Gender: Rep Men	4%	(14)	96%	(305)	319
PID/Gender: Rep Women	5%	(14)	95%	(301)	315
Tea Party: Supporter	6%	(37)	94%	(539)	577
Tea Party: Not Supporter	2%	(33)	98%	(1516)	1549
Ideo: Liberal (1-3)	5%	(35)	95%	(663)	698
Ideo: Moderate (4)	2%	(9)	98%	(432)	441
Ideo: Conservative (5-7)	3%	(21)	97%	(667)	687
Educ: < College	3%	(48)	97%	(1481)	1529
Educ: Bachelors degree	3%	(14)	97%	(392)	406
Educ: Post-grad	4%	(9)	96%	(204)	213
Income: Under 50k	3%	(34)	97%	(1288)	1322
Income: 50k-100k	5%	(28)	95%	(571)	599
Income: 100k+	4%	(9)	96%	(218)	227
Ethnicity: White	3%	(57)	97%	(1651)	1708

Continued on next page

**Table BRD4\_5NET: And why did you purchase a vehicle in the last year? Please check all that apply.**  
*Added another driver to your family*

Demographic	Selected		Not Selected		Total N
Adults	3%	(71)	97%	(2077)	2148
Ethnicity: Hispanic	7%	(23)	93%	(298)	321
Ethnicity: Afr. Am.	3%	(9)	97%	(254)	262
Ethnicity: Other	3%	(6)	97%	(172)	178
Relig: Protestant	3%	(15)	97%	(481)	495
Relig: Roman Catholic	6%	(26)	94%	(425)	451
Relig: Ath./Agn./None	1%	(9)	99%	(608)	617
Relig: Something Else	4%	(13)	96%	(318)	331
Relig: Jewish	1%	(1)	99%	(53)	54
Relig: Evangelical	5%	(28)	95%	(576)	605
Relig: Non-Evang. Catholics	3%	(20)	97%	(571)	590
Relig: All Christian	4%	(48)	96%	(1147)	1195
Relig: All Non-Christian	2%	(22)	98%	(925)	948
Community: Urban	5%	(28)	95%	(561)	589
Community: Suburban	2%	(20)	98%	(910)	930
Community: Rural	4%	(24)	96%	(605)	629
Employ: Private Sector	5%	(32)	95%	(619)	651
Employ: Government	6%	(8)	94%	(135)	143
Employ: Self-Employed	5%	(10)	95%	(214)	224
Employ: Homemaker	2%	(4)	98%	(165)	169
Employ: Student	4%	(5)	96%	(107)	112
Employ: Retired	—	(2)	100%	(405)	406
Employ: Unemployed	2%	(5)	98%	(236)	242
Employ: Other	2%	(4)	98%	(195)	200
Job Type: White-collar	4%	(27)	96%	(638)	665
Job Type: Blue-collar	4%	(35)	96%	(912)	946
Job Type: Don't Know	2%	(9)	98%	(527)	536
Military HH: Yes	6%	(22)	94%	(366)	387
Military HH: No	3%	(50)	97%	(1711)	1761
2016 Vote: Democrat Hillary Clinton	3%	(20)	97%	(635)	655
2016 Vote: Republican Donald Trump	3%	(25)	97%	(695)	720
2016 Vote: Someone else	3%	(5)	97%	(177)	182

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**Table BRD4\_5NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
*Added another driver to your family*

Demographic	Selected		Not Selected		Total N
Adults	3%	(71)	97%	(2077)	2148
2012 Vote: Barack Obama	2%	(19)	98%	(795)	814
2012 Vote: Mitt Romney	4%	(22)	96%	(519)	541
2012 Vote: Other	1%	(0)	99%	(97)	97
2012 Vote: Didn't Vote	4%	(30)	96%	(665)	696
4-Region: Northeast	3%	(12)	97%	(380)	392
4-Region: Midwest	3%	(12)	97%	(450)	462
4-Region: South	4%	(32)	96%	(763)	795
4-Region: West	3%	(15)	97%	(483)	499

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

**Table BRD4\_6NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
*Offered attractive loan terms*

Demographic	Selected		Not Selected		Total N
Adults	3%	(54)	97%	(2094)	2148
Gender: Male	2%	(21)	98%	(1013)	1034
Gender: Female	3%	(33)	97%	(1081)	1114
Age: 18-29	4%	(18)	96%	(476)	494
Age: 30-44	5%	(24)	95%	(492)	516
Age: 45-54	2%	(8)	98%	(391)	399
Age: 55-64	1%	(3)	99%	(347)	350
Age: 65+	—	(1)	100%	(388)	388
PID: Dem (no lean)	3%	(19)	97%	(685)	705
PID: Ind (no lean)	2%	(14)	98%	(796)	810
PID: Rep (no lean)	3%	(21)	97%	(613)	634
PID/Gender: Dem Men	1%	(3)	99%	(313)	315
PID/Gender: Dem Women	4%	(16)	96%	(373)	389
PID/Gender: Ind Men	2%	(8)	98%	(392)	400
PID/Gender: Ind Women	1%	(6)	99%	(404)	410
PID/Gender: Rep Men	3%	(11)	97%	(308)	319
PID/Gender: Rep Women	3%	(10)	97%	(305)	315
Tea Party: Supporter	6%	(32)	94%	(544)	577
Tea Party: Not Supporter	1%	(22)	99%	(1527)	1549
Ideo: Liberal (1-3)	4%	(29)	96%	(668)	698
Ideo: Moderate (4)	2%	(8)	98%	(433)	441
Ideo: Conservative (5-7)	2%	(15)	98%	(672)	687
Educ: < College	2%	(34)	98%	(1494)	1529
Educ: Bachelors degree	3%	(10)	97%	(396)	406
Educ: Post-grad	4%	(9)	96%	(204)	213
Income: Under 50k	2%	(31)	98%	(1290)	1322
Income: 50k-100k	2%	(14)	98%	(586)	599
Income: 100k+	4%	(9)	96%	(218)	227
Ethnicity: White	2%	(39)	98%	(1669)	1708

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**Table BRD4\_6NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
*Offered attractive loan terms*

Demographic	Selected		Not Selected		Total N
Adults	3%	(54)	97%	(2094)	2148
Ethnicity: Hispanic	7%	(23)	93%	(299)	321
Ethnicity: Afr. Am.	4%	(10)	96%	(252)	262
Ethnicity: Other	3%	(5)	97%	(173)	178
Relig: Protestant	3%	(16)	97%	(480)	495
Relig: Roman Catholic	4%	(19)	96%	(432)	451
Relig: Ath./Agn./None	1%	(7)	99%	(609)	617
Relig: Something Else	2%	(8)	98%	(324)	331
Relig: Jewish	4%	(2)	96%	(51)	54
Relig: Evangelical	4%	(26)	96%	(579)	605
Relig: Non-Evang. Catholics	2%	(13)	98%	(577)	590
Relig: All Christian	3%	(39)	97%	(1156)	1195
Relig: All Non-Christian	2%	(15)	98%	(933)	948
Community: Urban	3%	(20)	97%	(568)	589
Community: Suburban	2%	(15)	98%	(916)	930
Community: Rural	3%	(19)	97%	(610)	629
Employ: Private Sector	3%	(18)	97%	(633)	651
Employ: Government	3%	(4)	97%	(139)	143
Employ: Self-Employed	6%	(14)	94%	(210)	224
Employ: Homemaker	4%	(7)	96%	(162)	169
Employ: Student	3%	(3)	97%	(109)	112
Employ: Retired	1%	(3)	99%	(404)	406
Employ: Unemployed	1%	(2)	99%	(240)	242
Employ: Other	1%	(3)	99%	(197)	200
Job Type: White-collar	3%	(19)	97%	(646)	665
Job Type: Blue-collar	3%	(24)	97%	(923)	946
Job Type: Don't Know	2%	(11)	98%	(525)	536
Military HH: Yes	4%	(15)	96%	(372)	387
Military HH: No	2%	(39)	98%	(1721)	1761
2016 Vote: Democrat Hillary Clinton	3%	(22)	97%	(633)	655
2016 Vote: Republican Donald Trump	4%	(26)	96%	(694)	720
2016 Vote: Someone else	1%	(2)	99%	(180)	182

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**Table BRD4\_6NET:** And why did you purchase a vehicle in the last year? Please check all that apply.

*Offered attractive loan terms*

Demographic	Selected		Not Selected		Total N
Adults	3%	(54)	97%	(2094)	2148
2012 Vote: Barack Obama	3%	(25)	97%	(789)	814
2012 Vote: Mitt Romney	3%	(15)	97%	(526)	541
2012 Vote: Other	1%	(1)	99%	(97)	97
2012 Vote: Didn't Vote	2%	(13)	98%	(682)	696
4-Region: Northeast	2%	(9)	98%	(383)	392
4-Region: Midwest	2%	(8)	98%	(455)	462
4-Region: South	3%	(21)	97%	(774)	795
4-Region: West	3%	(16)	97%	(482)	499

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

**Table BRD4\_7NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
*Offered a deal on the vehicle from the dealership*

Demographic	Selected		Not Selected		Total N
Adults	4%	(95)	96%	(2053)	2148
Gender: Male	5%	(50)	95%	(984)	1034
Gender: Female	4%	(45)	96%	(1069)	1114
Age: 18-29	5%	(22)	95%	(472)	494
Age: 30-44	6%	(32)	94%	(484)	516
Age: 45-54	4%	(18)	96%	(382)	399
Age: 55-64	3%	(12)	97%	(338)	350
Age: 65+	3%	(11)	97%	(377)	388
PID: Dem (no lean)	6%	(40)	94%	(664)	705
PID: Ind (no lean)	4%	(30)	96%	(780)	810
PID: Rep (no lean)	4%	(25)	96%	(609)	634
PID/Gender: Dem Men	5%	(16)	95%	(299)	315
PID/Gender: Dem Women	6%	(24)	94%	(365)	389
PID/Gender: Ind Men	5%	(19)	95%	(381)	400
PID/Gender: Ind Women	3%	(11)	97%	(399)	410
PID/Gender: Rep Men	5%	(14)	95%	(304)	319
PID/Gender: Rep Women	3%	(11)	97%	(305)	315
Tea Party: Supporter	7%	(39)	93%	(538)	577
Tea Party: Not Supporter	4%	(56)	96%	(1493)	1549
Ideo: Liberal (1-3)	7%	(51)	93%	(647)	698
Ideo: Moderate (4)	3%	(14)	97%	(427)	441
Ideo: Conservative (5-7)	4%	(29)	96%	(659)	687
Educ: < College	4%	(54)	96%	(1475)	1529
Educ: Bachelors degree	6%	(25)	94%	(380)	406
Educ: Post-grad	7%	(16)	93%	(198)	213
Income: Under 50k	4%	(58)	96%	(1264)	1322
Income: 50k-100k	4%	(27)	96%	(573)	599
Income: 100k+	5%	(10)	95%	(216)	227
Ethnicity: White	4%	(65)	96%	(1643)	1708

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**Table BRD4\_7NET:** And why did you purchase a vehicle in the last year? Please check all that apply.  
Offered a deal on the vehicle from the dealership

Demographic	Selected		Not Selected		Total N
Adults	4%	(95)	96%	(2053)	2148
Ethnicity: Hispanic	7%	(24)	93%	(297)	321
Ethnicity: Afr. Am.	8%	(20)	92%	(242)	262
Ethnicity: Other	6%	(10)	94%	(168)	178
Relig: Protestant	5%	(24)	95%	(471)	495
Relig: Roman Catholic	5%	(25)	95%	(427)	451
Relig: Ath./Agn./None	3%	(17)	97%	(600)	617
Relig: Something Else	5%	(17)	95%	(314)	331
Relig: Jewish	6%	(3)	94%	(50)	54
Relig: Evangelical	6%	(34)	94%	(571)	605
Relig: Non-Evang. Catholics	5%	(27)	95%	(563)	590
Relig: All Christian	5%	(61)	95%	(1134)	1195
Relig: All Non-Christian	4%	(34)	96%	(914)	948
Community: Urban	5%	(27)	95%	(562)	589
Community: Suburban	4%	(39)	96%	(891)	930
Community: Rural	5%	(29)	95%	(600)	629
Employ: Private Sector	6%	(37)	94%	(615)	651
Employ: Government	5%	(7)	95%	(136)	143
Employ: Self-Employed	8%	(18)	92%	(206)	224
Employ: Homemaker	5%	(9)	95%	(161)	169
Employ: Student	1%	(2)	99%	(111)	112
Employ: Retired	3%	(12)	97%	(395)	406
Employ: Unemployed	2%	(4)	98%	(238)	242
Employ: Other	4%	(7)	96%	(192)	200
Job Type: White-collar	5%	(34)	95%	(631)	665
Job Type: Blue-collar	5%	(45)	95%	(901)	946
Job Type: Don't Know	3%	(16)	97%	(520)	536
Military HH: Yes	6%	(22)	94%	(366)	387
Military HH: No	4%	(74)	96%	(1687)	1761
2016 Vote: Democrat Hillary Clinton	6%	(42)	94%	(614)	655
2016 Vote: Republican Donald Trump	4%	(29)	96%	(690)	720
2016 Vote: Someone else	4%	(7)	96%	(175)	182

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**Table BRD4\_7NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
*Offered a deal on the vehicle from the dealership*

Demographic	Selected		Not Selected		Total N
Adults	4%	(95)	96%	(2053)	2148
2012 Vote: Barack Obama	6%	(51)	94%	(763)	814
2012 Vote: Mitt Romney	4%	(24)	96%	(517)	541
2012 Vote: Other	1%	(1)	99%	(97)	97
2012 Vote: Didn't Vote	3%	(20)	97%	(676)	696
4-Region: Northeast	6%	(22)	94%	(370)	392
4-Region: Midwest	4%	(17)	96%	(445)	462
4-Region: South	4%	(29)	96%	(766)	795
4-Region: West	5%	(27)	95%	(472)	499

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

**Table BRD4\_8NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*

*Wanted to upgrade from the vehicle you were driving*

Demographic	Selected		Not Selected		Total N
Adults	10%	(224)	90%	(1924)	2148
Gender: Male	11%	(113)	89%	(921)	1034
Gender: Female	10%	(111)	90%	(1003)	1114
Age: 18-29	12%	(59)	88%	(435)	494
Age: 30-44	12%	(64)	88%	(452)	516
Age: 45-54	12%	(48)	88%	(351)	399
Age: 55-64	8%	(29)	92%	(321)	350
Age: 65+	6%	(23)	94%	(365)	388
PID: Dem (no lean)	10%	(72)	90%	(632)	705
PID: Ind (no lean)	10%	(77)	90%	(733)	810
PID: Rep (no lean)	12%	(74)	88%	(559)	634
PID/Gender: Dem Men	10%	(32)	90%	(284)	315
PID/Gender: Dem Women	10%	(41)	90%	(349)	389
PID/Gender: Ind Men	9%	(36)	91%	(364)	400
PID/Gender: Ind Women	10%	(41)	90%	(369)	410
PID/Gender: Rep Men	14%	(45)	86%	(274)	319
PID/Gender: Rep Women	9%	(30)	91%	(286)	315
Tea Party: Supporter	15%	(88)	85%	(488)	577
Tea Party: Not Supporter	9%	(135)	91%	(1414)	1549
Ideo: Liberal (1-3)	12%	(83)	88%	(615)	698
Ideo: Moderate (4)	9%	(40)	91%	(401)	441
Ideo: Conservative (5-7)	11%	(78)	89%	(609)	687
Educ: < College	10%	(149)	90%	(1380)	1529
Educ: Bachelors degree	12%	(49)	88%	(357)	406
Educ: Post-grad	12%	(26)	88%	(188)	213
Income: Under 50k	8%	(102)	92%	(1220)	1322
Income: 50k-100k	14%	(84)	86%	(515)	599
Income: 100k+	17%	(37)	83%	(189)	227
Ethnicity: White	11%	(186)	89%	(1522)	1708

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**Table BRD4\_8NET:** *And why did you purchase a vehicle in the last year? Please check all that apply.*  
 Wanted to upgrade from the vehicle you were driving

Demographic	Selected	Not Selected	Total N
Adults	10% (224)	90% (1924)	2148
Ethnicity: Hispanic	14% (45)	86% (276)	321
Ethnicity: Afr. Am.	10% (27)	90% (236)	262
Ethnicity: Other	6% (11)	94% (167)	178
Relig: Protestant	9% (47)	91% (449)	495
Relig: Roman Catholic	11% (49)	89% (403)	451
Relig: Ath./Agn./None	9% (57)	91% (560)	617
Relig: Something Else	12% (41)	88% (290)	331
Relig: Jewish	19% (10)	81% (43)	54
Relig: Evangelical	13% (76)	87% (528)	605
Relig: Non-Evang. Catholics	8% (48)	92% (542)	590
Relig: All Christian	10% (125)	90% (1070)	1195
Relig: All Non-Christian	10% (98)	90% (850)	948
Community: Urban	9% (51)	91% (537)	589
Community: Suburban	12% (109)	88% (821)	930
Community: Rural	10% (63)	90% (566)	629
Employ: Private Sector	15% (95)	85% (557)	651
Employ: Government	12% (18)	88% (125)	143
Employ: Self-Employed	11% (25)	89% (199)	224
Employ: Homemaker	10% (17)	90% (153)	169
Employ: Student	7% (8)	93% (104)	112
Employ: Retired	6% (26)	94% (381)	406
Employ: Unemployed	7% (18)	93% (224)	242
Employ: Other	9% (18)	91% (182)	200
Job Type: White-collar	13% (86)	87% (579)	665
Job Type: Blue-collar	10% (94)	90% (852)	946
Job Type: Don't Know	8% (44)	92% (493)	536
Military HH: Yes	12% (47)	88% (340)	387
Military HH: No	10% (176)	90% (1585)	1761
2016 Vote: Democrat Hillary Clinton	9% (62)	91% (594)	655
2016 Vote: Republican Donald Trump	12% (85)	88% (635)	720
2016 Vote: Someone else	10% (18)	90% (165)	182

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**Table BRD4\_8NET:** And why did you purchase a vehicle in the last year? Please check all that apply.

Wanted to upgrade from the vehicle you were driving

Demographic	Selected		Not Selected		Total N
Adults	10%	(224)	90%	(1924)	2148
2012 Vote: Barack Obama	11%	(86)	89%	(728)	814
2012 Vote: Mitt Romney	13%	(68)	87%	(473)	541
2012 Vote: Other	11%	(10)	89%	(87)	97
2012 Vote: Didn't Vote	8%	(59)	92%	(637)	696
4-Region: Northeast	11%	(42)	89%	(350)	392
4-Region: Midwest	10%	(45)	90%	(417)	462
4-Region: South	11%	(88)	89%	(707)	795
4-Region: West	10%	(48)	90%	(451)	499

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

**Table BRD5: Do you plan to purchase a vehicle in the next year?**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	24% (512)	59% (1272)	17% (364)	2148
Gender: Male	27% (284)	57% (592)	15% (159)	1034
Gender: Female	20% (228)	61% (680)	18% (206)	1114
Age: 18-29	30% (147)	48% (237)	22% (111)	494
Age: 30-44	30% (155)	54% (276)	16% (85)	516
Age: 45-54	25% (99)	59% (234)	17% (66)	399
Age: 55-64	15% (53)	68% (238)	17% (60)	350
Age: 65+	15% (58)	74% (287)	11% (43)	388
PID: Dem (no lean)	26% (185)	58% (406)	16% (113)	705
PID: Ind (no lean)	21% (174)	59% (478)	20% (158)	810
PID: Rep (no lean)	24% (153)	61% (388)	15% (93)	634
PID/Gender: Dem Men	29% (93)	55% (172)	16% (50)	315
PID/Gender: Dem Women	24% (92)	60% (234)	16% (63)	389
PID/Gender: Ind Men	26% (105)	58% (231)	16% (63)	400
PID/Gender: Ind Women	17% (69)	60% (246)	23% (95)	410
PID/Gender: Rep Men	27% (86)	59% (188)	14% (45)	319
PID/Gender: Rep Women	21% (67)	64% (200)	15% (48)	315
Tea Party: Supporter	34% (199)	52% (301)	13% (76)	577
Tea Party: Not Supporter	20% (311)	61% (953)	18% (285)	1549
Ideo: Liberal (1-3)	30% (210)	55% (387)	14% (101)	698
Ideo: Moderate (4)	24% (106)	59% (259)	17% (76)	441
Ideo: Conservative (5-7)	21% (142)	65% (447)	14% (98)	687
Educ: < College	22% (338)	59% (909)	18% (281)	1529
Educ: Bachelors degree	27% (109)	59% (239)	14% (58)	406
Educ: Post-grad	30% (64)	58% (124)	12% (26)	213
Income: Under 50k	23% (303)	58% (765)	19% (253)	1322
Income: 50k-100k	23% (138)	63% (377)	14% (84)	599
Income: 100k+	31% (70)	57% (129)	12% (28)	227
Ethnicity: White	22% (370)	62% (1061)	16% (278)	1708
Ethnicity: Hispanic	36% (117)	44% (143)	19% (62)	321

Continued on next page

**Table BRD5: Do you plan to purchase a vehicle in the next year?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	24%	(512)	59%	(1272)	17%	(364)	2148
Ethnicity: Afr. Am.	34%	(89)	49%	(130)	17%	(44)	262
Ethnicity: Other	30%	(53)	46%	(81)	24%	(43)	178
Relig: Protestant	21%	(105)	68%	(335)	11%	(55)	495
Relig: Roman Catholic	26%	(117)	59%	(267)	15%	(68)	451
Relig: Ath./Agn./None	22%	(136)	58%	(360)	20%	(121)	617
Relig: Something Else	27%	(90)	52%	(171)	21%	(70)	331
Relig: Jewish	26%	(14)	44%	(23)	30%	(16)	54
Relig: Evangelical	28%	(167)	57%	(347)	15%	(91)	605
Relig: Non-Evang. Catholics	20%	(118)	66%	(392)	14%	(80)	590
Relig: All Christian	24%	(285)	62%	(739)	14%	(171)	1195
Relig: All Non-Christian	24%	(226)	56%	(531)	20%	(191)	948
Community: Urban	24%	(143)	57%	(334)	19%	(111)	589
Community: Suburban	23%	(216)	61%	(572)	15%	(142)	930
Community: Rural	24%	(152)	58%	(366)	18%	(111)	629
Employ: Private Sector	27%	(178)	60%	(393)	12%	(80)	651
Employ: Government	25%	(36)	59%	(84)	16%	(23)	143
Employ: Self-Employed	35%	(79)	50%	(111)	15%	(34)	224
Employ: Homemaker	27%	(46)	50%	(84)	23%	(39)	169
Employ: Student	22%	(24)	53%	(59)	26%	(29)	112
Employ: Retired	15%	(60)	73%	(296)	12%	(50)	406
Employ: Unemployed	18%	(44)	56%	(135)	26%	(63)	242
Employ: Other	22%	(44)	55%	(109)	23%	(46)	200
Job Type: White-collar	29%	(192)	57%	(379)	14%	(95)	665
Job Type: Blue-collar	22%	(208)	64%	(608)	14%	(131)	946
Job Type: Don't Know	21%	(112)	53%	(285)	26%	(139)	536
Military HH: Yes	30%	(117)	55%	(213)	15%	(57)	387
Military HH: No	22%	(394)	60%	(1059)	17%	(308)	1761
2016 Vote: Democrat Hillary Clinton	27%	(176)	59%	(386)	14%	(93)	655
2016 Vote: Republican Donald Trump	21%	(151)	65%	(468)	14%	(101)	720
2016 Vote: Someone else	18%	(33)	65%	(118)	17%	(31)	182

Continued on next page

**Table BRD5:** *Do you plan to purchase a vehicle in the next year?*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults	24%	(512)	59%	(1272)	17%	(364)	2148
2012 Vote: Barack Obama	25%	(203)	60%	(492)	15%	(119)	814
2012 Vote: Mitt Romney	22%	(121)	63%	(341)	15%	(79)	541
2012 Vote: Other	13%	(13)	67%	(65)	20%	(19)	97
2012 Vote: Didn't Vote	25%	(175)	54%	(374)	21%	(147)	696
4-Region: Northeast	20%	(78)	66%	(257)	14%	(56)	392
4-Region: Midwest	21%	(98)	63%	(289)	16%	(75)	462
4-Region: South	24%	(190)	57%	(453)	19%	(152)	795
4-Region: West	29%	(145)	55%	(272)	16%	(82)	499

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

**Table BRD6\_1: When purchasing a vehicle, how important are each of the following?**  
Price

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	78% (1672)	13% (288)	2% (47)	1% (21)	6% (120)	2148
Gender: Male	73% (755)	18% (186)	3% (28)	1% (10)	5% (54)	1034
Gender: Female	82% (916)	9% (102)	2% (18)	1% (10)	6% (67)	1114
Age: 18-29	70% (345)	14% (68)	5% (25)	2% (10)	10% (48)	494
Age: 30-44	78% (404)	13% (65)	1% (7)	2% (9)	6% (32)	516
Age: 45-54	81% (324)	14% (55)	1% (5)	— (1)	3% (14)	399
Age: 55-64	81% (285)	11% (37)	2% (8)	— (1)	5% (19)	350
Age: 65+	81% (314)	17% (64)	— (2)	— (0)	2% (9)	388
PID: Dem (no lean)	78% (547)	13% (95)	2% (16)	1% (9)	5% (37)	705
PID: Ind (no lean)	77% (627)	12% (95)	3% (22)	1% (8)	7% (58)	810
PID: Rep (no lean)	79% (498)	15% (98)	1% (9)	1% (3)	4% (25)	634
PID/Gender: Dem Men	70% (222)	20% (63)	3% (9)	1% (2)	6% (18)	315
PID/Gender: Dem Women	84% (325)	8% (31)	2% (7)	2% (7)	5% (19)	389
PID/Gender: Ind Men	75% (298)	15% (61)	4% (16)	1% (5)	5% (20)	400
PID/Gender: Ind Women	80% (328)	8% (34)	1% (6)	1% (4)	9% (38)	410
PID/Gender: Rep Men	74% (235)	19% (61)	1% (3)	1% (3)	5% (16)	319
PID/Gender: Rep Women	83% (263)	12% (37)	2% (6)	— (0)	3% (10)	315
Tea Party: Supporter	79% (458)	16% (94)	2% (11)	1% (4)	2% (10)	577
Tea Party: Not Supporter	78% (1202)	12% (193)	2% (36)	1% (13)	7% (106)	1549
Ideo: Liberal (1-3)	77% (535)	13% (93)	4% (28)	1% (9)	5% (33)	698
Ideo: Moderate (4)	80% (353)	14% (60)	1% (6)	1% (5)	4% (17)	441
Ideo: Conservative (5-7)	79% (541)	16% (112)	2% (12)	1% (4)	3% (19)	687
Educ: < College	78% (1196)	12% (176)	2% (36)	1% (14)	7% (107)	1529
Educ: Bachelors degree	78% (315)	17% (67)	2% (8)	1% (4)	3% (11)	406
Educ: Post-grad	75% (160)	21% (45)	2% (4)	1% (3)	1% (2)	213
Income: Under 50k	79% (1041)	10% (138)	3% (35)	1% (10)	7% (98)	1322
Income: 50k-100k	79% (473)	16% (97)	1% (4)	1% (8)	3% (18)	599
Income: 100k+	70% (158)	23% (53)	3% (8)	2% (4)	2% (4)	227

Continued on next page



**Table BRD6\_1:** When purchasing a vehicle, how important are each of the following?

## Price

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	78% (1672)	13% (288)	2% (47)	1% (21)	6% (120)	2148
Ethnicity: White	79% (1348)	13% (230)	2% (35)	1% (12)	5% (83)	1708
Ethnicity: Hispanic	69% (220)	19% (62)	5% (15)	3% (8)	5% (16)	321
Ethnicity: Afr. Am.	74% (193)	14% (37)	2% (5)	2% (6)	8% (22)	262
Ethnicity: Other	74% (131)	12% (21)	4% (7)	2% (3)	9% (15)	178
Relig: Protestant	82% (407)	13% (65)	1% (6)	1% (4)	3% (14)	495
Relig: Roman Catholic	76% (345)	19% (84)	1% (7)	— (1)	3% (15)	451
Relig: Ath./Agn./None	78% (478)	11% (69)	2% (15)	1% (7)	8% (48)	617
Relig: Something Else	74% (244)	14% (46)	4% (12)	2% (6)	7% (24)	331
Relig: Jewish	67% (36)	19% (10)	— (0)	7% (3)	7% (4)	54
Relig: Evangelical	80% (486)	11% (65)	2% (14)	1% (7)	5% (33)	605
Relig: Non-Evang. Catholics	78% (460)	18% (106)	1% (6)	— (1)	3% (16)	590
Relig: All Christian	79% (946)	14% (171)	2% (20)	1% (9)	4% (49)	1195
Relig: All Non-Christian	76% (722)	12% (115)	3% (27)	1% (12)	8% (72)	948
Community: Urban	75% (439)	14% (83)	1% (9)	2% (10)	8% (48)	589
Community: Suburban	79% (734)	13% (124)	2% (23)	1% (7)	4% (42)	930
Community: Rural	79% (498)	13% (81)	2% (15)	1% (4)	5% (31)	629
Employ: Private Sector	77% (505)	15% (101)	3% (16)	1% (6)	4% (24)	651
Employ: Government	74% (106)	18% (26)	7% (11)	— (0)	1% (1)	143
Employ: Self-Employed	76% (171)	14% (32)	3% (7)	2% (5)	4% (10)	224
Employ: Homemaker	75% (127)	13% (23)	3% (5)	— (0)	9% (15)	169
Employ: Student	79% (89)	12% (14)	1% (1)	— (0)	8% (9)	112
Employ: Retired	82% (332)	16% (63)	1% (2)	— (0)	2% (9)	406
Employ: Unemployed	79% (190)	7% (17)	1% (3)	3% (7)	10% (25)	242
Employ: Other	76% (153)	7% (13)	1% (2)	2% (3)	14% (28)	200
Job Type: White-collar	74% (493)	19% (124)	3% (22)	1% (9)	3% (17)	665
Job Type: Blue-collar	83% (789)	12% (114)	1% (14)	— (4)	3% (25)	946
Job Type: Don't Know	73% (389)	9% (50)	2% (11)	2% (9)	14% (78)	536
Military HH: Yes	81% (313)	14% (53)	2% (8)	— (1)	3% (12)	387
Military HH: No	77% (1359)	13% (235)	2% (39)	1% (20)	6% (109)	1761

Continued on next page

**Table BRD6\_1:** When purchasing a vehicle, how important are each of the following?

Price

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	78% (1672)	13% (288)	2% (47)	1% (21)	6% (120)	2148
2016 Vote: Democrat Hillary Clinton	78% (509)	14% (90)	3% (18)	2% (11)	4% (27)	655
2016 Vote: Republican Donald Trump	82% (587)	15% (105)	1% (10)	— (2)	2% (16)	720
2016 Vote: Someone else	75% (138)	15% (28)	1% (2)	— (0)	8% (15)	182
2012 Vote: Barack Obama	78% (631)	15% (120)	3% (22)	1% (6)	4% (35)	814
2012 Vote: Mitt Romney	80% (434)	16% (87)	1% (8)	— (2)	2% (10)	541
2012 Vote: Other	77% (75)	14% (14)	1% (1)	— (0)	7% (7)	97
2012 Vote: Didn't Vote	76% (531)	10% (67)	2% (16)	2% (13)	10% (69)	696
4-Region: Northeast	75% (294)	16% (62)	2% (7)	— (2)	7% (27)	392
4-Region: Midwest	76% (352)	13% (62)	3% (14)	1% (3)	7% (31)	462
4-Region: South	78% (624)	13% (105)	2% (16)	1% (7)	5% (43)	795
4-Region: West	81% (402)	12% (59)	2% (9)	2% (9)	4% (20)	499

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

**Table BRD6\_2:** When purchasing a vehicle, how important are each of the following?

Brand

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	31% (675)	35% (751)	20% (421)	7% (160)	7% (141)	2148
Gender: Male	33% (343)	33% (337)	20% (209)	8% (82)	6% (63)	1034
Gender: Female	30% (331)	37% (414)	19% (211)	7% (78)	7% (79)	1114
Age: 18-29	24% (120)	31% (155)	20% (99)	13% (66)	11% (54)	494
Age: 30-44	35% (181)	32% (166)	17% (87)	9% (44)	7% (38)	516
Age: 45-54	32% (128)	42% (166)	17% (69)	5% (19)	4% (18)	399
Age: 55-64	30% (105)	37% (130)	22% (76)	5% (18)	6% (21)	350
Age: 65+	36% (141)	35% (134)	23% (89)	3% (13)	3% (11)	388
PID: Dem (no lean)	34% (242)	34% (241)	19% (133)	6% (44)	6% (46)	705
PID: Ind (no lean)	27% (215)	32% (260)	23% (185)	10% (81)	8% (68)	810
PID: Rep (no lean)	34% (218)	40% (251)	16% (103)	5% (35)	4% (27)	634
PID/Gender: Dem Men	34% (107)	32% (101)	21% (65)	7% (21)	7% (21)	315
PID/Gender: Dem Women	35% (134)	36% (139)	17% (68)	6% (23)	6% (25)	389
PID/Gender: Ind Men	28% (112)	30% (121)	24% (97)	11% (44)	6% (25)	400
PID/Gender: Ind Women	25% (103)	34% (138)	21% (88)	9% (37)	11% (43)	410
PID/Gender: Rep Men	39% (124)	36% (114)	15% (47)	5% (17)	5% (17)	319
PID/Gender: Rep Women	30% (94)	43% (137)	18% (56)	6% (18)	3% (11)	315
Tea Party: Supporter	39% (225)	33% (191)	20% (117)	6% (35)	2% (10)	577
Tea Party: Not Supporter	29% (447)	36% (556)	19% (296)	8% (125)	8% (125)	1549
Ideo: Liberal (1-3)	36% (251)	35% (245)	15% (106)	8% (53)	6% (43)	698
Ideo: Moderate (4)	28% (122)	37% (161)	22% (99)	8% (37)	5% (22)	441
Ideo: Conservative (5-7)	32% (219)	39% (266)	20% (137)	6% (43)	3% (23)	687
Educ: < College	30% (466)	34% (512)	20% (301)	8% (123)	8% (127)	1529
Educ: Bachelors degree	31% (124)	39% (157)	21% (86)	7% (28)	3% (11)	406
Educ: Post-grad	40% (85)	39% (83)	16% (33)	4% (9)	2% (4)	213
Income: Under 50k	29% (383)	32% (429)	21% (275)	9% (125)	8% (111)	1322
Income: 50k-100k	34% (203)	39% (233)	18% (108)	5% (29)	4% (26)	599
Income: 100k+	39% (89)	40% (90)	17% (38)	3% (6)	2% (5)	227

Continued on next page

**Table BRD6\_2:** When purchasing a vehicle, how important are each of the following?

Brand

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	31% (675)	35% (751)	20% (421)	7% (160)	7% (141)	2148
Ethnicity: White	30% (517)	37% (625)	20% (338)	7% (127)	6% (102)	1708
Ethnicity: Hispanic	32% (102)	36% (115)	15% (48)	11% (35)	7% (21)	321
Ethnicity: Afr. Am.	38% (98)	26% (68)	21% (54)	6% (15)	10% (26)	262
Ethnicity: Other	33% (59)	33% (58)	16% (29)	10% (18)	8% (13)	178
Relig: Protestant	30% (148)	39% (192)	23% (115)	5% (25)	3% (15)	495
Relig: Roman Catholic	39% (176)	36% (163)	16% (73)	5% (23)	4% (16)	451
Relig: Ath./Agn./None	29% (176)	31% (191)	21% (129)	11% (66)	9% (55)	617
Relig: Something Else	31% (104)	33% (110)	18% (59)	9% (30)	9% (28)	331
Relig: Jewish	34% (18)	36% (19)	9% (5)	8% (4)	13% (7)	54
Relig: Evangelical	34% (208)	37% (223)	17% (104)	6% (34)	6% (35)	605
Relig: Non-Evang. Catholics	31% (184)	38% (225)	22% (128)	5% (30)	4% (23)	590
Relig: All Christian	33% (392)	38% (448)	19% (232)	5% (64)	5% (58)	1195
Relig: All Non-Christian	30% (280)	32% (301)	20% (189)	10% (96)	9% (83)	948
Community: Urban	34% (198)	32% (186)	18% (105)	8% (46)	9% (53)	589
Community: Suburban	30% (276)	37% (341)	21% (195)	7% (65)	6% (53)	930
Community: Rural	32% (201)	36% (224)	19% (121)	8% (48)	6% (35)	629
Employ: Private Sector	33% (215)	38% (249)	18% (120)	6% (42)	4% (25)	651
Employ: Government	31% (44)	35% (50)	26% (37)	6% (8)	3% (4)	143
Employ: Self-Employed	35% (79)	37% (82)	18% (41)	5% (11)	5% (11)	224
Employ: Homemaker	37% (63)	30% (52)	19% (32)	3% (6)	10% (17)	169
Employ: Student	28% (31)	23% (26)	19% (21)	17% (20)	13% (14)	112
Employ: Retired	34% (140)	40% (161)	21% (84)	3% (11)	3% (11)	406
Employ: Unemployed	23% (56)	29% (70)	22% (54)	14% (34)	12% (28)	242
Employ: Other	23% (47)	31% (61)	16% (32)	14% (29)	15% (31)	200
Job Type: White-collar	37% (246)	37% (249)	16% (106)	6% (38)	4% (25)	665
Job Type: Blue-collar	32% (304)	36% (342)	21% (197)	7% (71)	3% (33)	946
Job Type: Don't Know	23% (125)	30% (160)	22% (117)	9% (51)	16% (84)	536
Military HH: Yes	33% (129)	35% (134)	20% (76)	9% (34)	4% (14)	387
Military HH: No	31% (546)	35% (617)	20% (345)	7% (126)	7% (128)	1761

Continued on next page

**Table BRD6\_2:** When purchasing a vehicle, how important are each of the following?

Brand

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	31% (675)	35% (751)	20% (421)	7% (160)	7% (141)	2148
2016 Vote: Democrat Hillary Clinton	37% (241)	35% (230)	16% (104)	7% (45)	5% (35)	655
2016 Vote: Republican Donald Trump	36% (258)	36% (260)	21% (153)	4% (29)	3% (19)	720
2016 Vote: Someone else	19% (36)	37% (68)	24% (43)	10% (18)	9% (17)	182
2012 Vote: Barack Obama	35% (288)	34% (278)	19% (159)	6% (48)	5% (41)	814
2012 Vote: Mitt Romney	35% (187)	39% (209)	20% (111)	4% (20)	2% (13)	541
2012 Vote: Other	26% (25)	41% (40)	17% (17)	6% (6)	9% (9)	97
2012 Vote: Didn't Vote	25% (174)	32% (224)	19% (135)	12% (86)	11% (78)	696
4-Region: Northeast	33% (129)	36% (140)	18% (69)	6% (25)	7% (29)	392
4-Region: Midwest	31% (145)	34% (156)	18% (82)	9% (44)	8% (35)	462
4-Region: South	32% (253)	35% (278)	21% (167)	6% (46)	6% (51)	795
4-Region: West	30% (148)	35% (177)	21% (103)	9% (45)	5% (27)	499

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

**Table BRD6\_3:** When purchasing a vehicle, how important are each of the following?

*Fuel efficiency*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	62%	(1332)	26%	(555)	4%	(92)	2%	(40)	6%	(130)	2148
Gender: Male	56%	(576)	31%	(315)	6%	(62)	2%	(24)	5%	(56)	1034
Gender: Female	68%	(756)	22%	(240)	3%	(29)	1%	(16)	7%	(73)	1114
Age: 18-29	60%	(296)	21%	(104)	5%	(25)	4%	(18)	10%	(51)	494
Age: 30-44	61%	(314)	26%	(133)	4%	(22)	3%	(15)	6%	(32)	516
Age: 45-54	63%	(252)	28%	(110)	4%	(14)	1%	(4)	5%	(18)	399
Age: 55-64	62%	(219)	27%	(95)	4%	(15)	—	(2)	6%	(20)	350
Age: 65+	65%	(251)	29%	(112)	4%	(15)	—	(1)	2%	(9)	388
PID: Dem (no lean)	66%	(464)	23%	(163)	4%	(26)	2%	(11)	6%	(40)	705
PID: Ind (no lean)	61%	(493)	24%	(197)	5%	(36)	3%	(23)	7%	(60)	810
PID: Rep (no lean)	59%	(375)	31%	(195)	5%	(29)	1%	(5)	5%	(29)	634
PID/Gender: Dem Men	60%	(189)	29%	(91)	4%	(14)	1%	(3)	6%	(18)	315
PID/Gender: Dem Women	71%	(275)	19%	(73)	3%	(12)	2%	(8)	6%	(22)	389
PID/Gender: Ind Men	57%	(227)	28%	(111)	7%	(26)	4%	(17)	5%	(18)	400
PID/Gender: Ind Women	65%	(266)	21%	(86)	2%	(10)	2%	(6)	10%	(42)	410
PID/Gender: Rep Men	50%	(160)	36%	(114)	7%	(22)	1%	(3)	6%	(20)	319
PID/Gender: Rep Women	68%	(216)	26%	(81)	2%	(7)	1%	(2)	3%	(10)	315
Tea Party: Supporter	61%	(349)	31%	(178)	5%	(31)	1%	(9)	2%	(10)	577
Tea Party: Not Supporter	63%	(975)	24%	(371)	4%	(60)	2%	(28)	7%	(115)	1549
Ideo: Liberal (1-3)	62%	(431)	26%	(179)	6%	(40)	2%	(12)	5%	(36)	698
Ideo: Moderate (4)	68%	(299)	24%	(106)	2%	(8)	2%	(10)	4%	(18)	441
Ideo: Conservative (5-7)	58%	(402)	31%	(210)	6%	(41)	2%	(15)	3%	(20)	687
Educ: < College	63%	(968)	23%	(349)	4%	(63)	2%	(32)	8%	(116)	1529
Educ: Bachelors degree	59%	(238)	33%	(135)	4%	(16)	1%	(6)	3%	(11)	406
Educ: Post-grad	59%	(125)	34%	(72)	6%	(12)	1%	(2)	1%	(2)	213
Income: Under 50k	65%	(861)	21%	(278)	4%	(55)	2%	(21)	8%	(107)	1322
Income: 50k-100k	60%	(362)	31%	(189)	3%	(19)	2%	(13)	3%	(17)	599
Income: 100k+	48%	(108)	39%	(89)	8%	(18)	3%	(6)	2%	(5)	227

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**Table BRD6\_3:** When purchasing a vehicle, how important are each of the following?*Fuel efficiency*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	62% (1332)	26% (555)	4% (92)	2% (40)	6% (130)	2148
Ethnicity: White	61% (1035)	29% (488)	4% (68)	2% (28)	5% (89)	1708
Ethnicity: Hispanic	61% (196)	23% (75)	6% (18)	4% (14)	5% (18)	321
Ethnicity: Afr. Am.	70% (184)	13% (34)	5% (12)	2% (5)	10% (28)	262
Ethnicity: Other	64% (113)	18% (33)	7% (12)	4% (7)	7% (13)	178
Relig: Protestant	59% (292)	32% (161)	4% (22)	1% (6)	3% (14)	495
Relig: Roman Catholic	65% (294)	28% (126)	3% (16)	1% (4)	3% (12)	451
Relig: Ath./Agn./None	60% (370)	25% (156)	4% (26)	2% (13)	8% (52)	617
Relig: Something Else	59% (196)	24% (78)	5% (18)	4% (13)	8% (25)	331
Relig: Jewish	60% (32)	21% (11)	8% (4)	3% (2)	8% (4)	54
Relig: Evangelical	66% (400)	22% (130)	5% (30)	2% (9)	6% (35)	605
Relig: Non-Evang. Catholics	62% (363)	32% (188)	3% (18)	1% (5)	3% (17)	590
Relig: All Christian	64% (763)	27% (318)	4% (48)	1% (14)	4% (52)	1195
Relig: All Non-Christian	60% (566)	25% (235)	5% (44)	3% (26)	8% (78)	948
Community: Urban	66% (387)	19% (112)	4% (25)	2% (12)	9% (53)	589
Community: Suburban	59% (547)	31% (284)	4% (38)	2% (14)	5% (47)	930
Community: Rural	63% (398)	25% (159)	5% (29)	2% (14)	5% (30)	629
Employ: Private Sector	60% (389)	29% (191)	5% (33)	2% (11)	4% (27)	651
Employ: Government	62% (88)	27% (39)	5% (7)	3% (4)	3% (5)	143
Employ: Self-Employed	60% (135)	27% (60)	5% (12)	3% (7)	4% (10)	224
Employ: Homemaker	64% (108)	21% (36)	5% (9)	— (1)	9% (15)	169
Employ: Student	67% (75)	23% (25)	2% (2)	1% (1)	8% (9)	112
Employ: Retired	63% (258)	29% (116)	5% (21)	— (2)	2% (10)	406
Employ: Unemployed	65% (157)	18% (44)	— (1)	5% (12)	11% (27)	242
Employ: Other	61% (122)	21% (43)	3% (6)	1% (2)	13% (26)	200
Job Type: White-collar	56% (375)	34% (226)	5% (31)	2% (12)	3% (21)	665
Job Type: Blue-collar	66% (623)	25% (241)	5% (43)	1% (11)	3% (28)	946
Job Type: Don't Know	62% (333)	17% (89)	3% (17)	3% (17)	15% (81)	536
Military HH: Yes	61% (235)	30% (117)	4% (17)	2% (8)	3% (10)	387
Military HH: No	62% (1097)	25% (439)	4% (75)	2% (31)	7% (120)	1761

Continued on next page

**Table BRD6\_3:** When purchasing a vehicle, how important are each of the following?

*Fuel efficiency*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	62% (1332)	26% (555)	4% (92)	2% (40)	6% (130)	2148
2016 Vote: Democrat Hillary Clinton	64% (422)	24% (157)	4% (28)	2% (13)	5% (36)	655
2016 Vote: Republican Donald Trump	61% (435)	32% (227)	5% (34)	1% (6)	2% (16)	720
2016 Vote: Someone else	57% (103)	31% (56)	2% (4)	2% (4)	9% (16)	182
2012 Vote: Barack Obama	63% (511)	28% (228)	4% (30)	1% (10)	4% (36)	814
2012 Vote: Mitt Romney	59% (320)	32% (173)	5% (26)	1% (6)	3% (15)	541
2012 Vote: Other	55% (53)	32% (31)	5% (5)	1% (1)	7% (7)	97
2012 Vote: Didn't Vote	64% (447)	18% (123)	4% (30)	3% (23)	10% (72)	696
4-Region: Northeast	61% (240)	26% (103)	4% (17)	2% (7)	6% (25)	392
4-Region: Midwest	59% (275)	28% (130)	4% (18)	2% (10)	6% (30)	462
4-Region: South	63% (502)	24% (189)	5% (41)	1% (12)	6% (51)	795
4-Region: West	63% (315)	27% (133)	3% (16)	2% (12)	5% (23)	499

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



**Table BRD6\_4:** When purchasing a vehicle, how important are each of the following?  
Safety features

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	64% (1382)	23% (485)	5% (113)	2% (37)	6% (130)	2148
Gender: Male	56% (584)	28% (286)	8% (80)	3% (28)	5% (57)	1034
Gender: Female	72% (798)	18% (200)	3% (34)	1% (9)	7% (74)	1114
Age: 18-29	55% (274)	22% (108)	8% (38)	5% (26)	10% (48)	494
Age: 30-44	62% (321)	25% (128)	5% (26)	1% (6)	7% (34)	516
Age: 45-54	63% (253)	25% (101)	7% (26)	— (1)	4% (18)	399
Age: 55-64	67% (234)	24% (86)	2% (8)	1% (4)	5% (19)	350
Age: 65+	77% (300)	16% (62)	4% (15)	— (0)	3% (11)	388
PID: Dem (no lean)	67% (475)	21% (146)	4% (26)	2% (16)	6% (42)	705
PID: Ind (no lean)	61% (493)	23% (187)	7% (54)	2% (14)	8% (62)	810
PID: Rep (no lean)	65% (414)	24% (152)	5% (34)	1% (7)	4% (27)	634
PID/Gender: Dem Men	59% (187)	26% (82)	5% (17)	3% (9)	6% (20)	315
PID/Gender: Dem Women	74% (288)	17% (65)	2% (9)	2% (7)	5% (21)	389
PID/Gender: Ind Men	52% (207)	30% (119)	10% (42)	3% (14)	5% (19)	400
PID/Gender: Ind Women	70% (286)	17% (68)	3% (12)	— (1)	10% (43)	410
PID/Gender: Rep Men	60% (190)	27% (85)	7% (21)	2% (5)	5% (17)	319
PID/Gender: Rep Women	71% (224)	21% (67)	4% (13)	1% (2)	3% (10)	315
Tea Party: Supporter	64% (369)	27% (156)	6% (32)	2% (10)	2% (10)	577
Tea Party: Not Supporter	65% (1006)	21% (325)	5% (78)	2% (23)	7% (116)	1549
Ideo: Liberal (1-3)	63% (436)	25% (172)	5% (37)	3% (18)	5% (35)	698
Ideo: Moderate (4)	70% (308)	20% (87)	5% (22)	1% (7)	4% (17)	441
Ideo: Conservative (5-7)	63% (436)	25% (172)	7% (48)	1% (6)	4% (25)	687
Educ: < College	63% (971)	21% (322)	6% (86)	2% (33)	8% (117)	1529
Educ: Bachelors degree	63% (257)	29% (116)	5% (19)	1% (3)	3% (11)	406
Educ: Post-grad	72% (154)	22% (47)	4% (8)	1% (1)	1% (3)	213
Income: Under 50k	63% (833)	22% (294)	5% (69)	2% (22)	8% (104)	1322
Income: 50k-100k	67% (399)	22% (132)	6% (34)	2% (12)	4% (22)	599
Income: 100k+	66% (150)	26% (59)	5% (10)	1% (2)	2% (5)	227

Continued on next page

**Table BRD6\_4:** When purchasing a vehicle, how important are each of the following?  
Safety features

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	64% (1382)	23% (485)	5% (113)	2% (37)	6% (130)	2148
Ethnicity: White	63% (1075)	25% (427)	5% (89)	1% (23)	6% (94)	1708
Ethnicity: Hispanic	62% (198)	22% (71)	7% (22)	4% (14)	5% (16)	321
Ethnicity: Afr. Am.	72% (190)	12% (31)	4% (10)	3% (7)	10% (25)	262
Ethnicity: Other	66% (117)	16% (28)	8% (14)	4% (8)	6% (11)	178
Relig: Protestant	67% (332)	24% (120)	5% (25)	1% (5)	3% (14)	495
Relig: Roman Catholic	70% (315)	21% (93)	6% (26)	— (2)	3% (14)	451
Relig: Ath./Agn./None	58% (355)	24% (145)	7% (45)	3% (19)	8% (52)	617
Relig: Something Else	62% (205)	26% (86)	3% (11)	1% (5)	7% (25)	331
Relig: Jewish	67% (36)	19% (10)	1% (1)	4% (2)	10% (5)	54
Relig: Evangelical	68% (413)	19% (116)	5% (30)	2% (12)	6% (35)	605
Relig: Non-Evang. Catholics	69% (405)	23% (137)	5% (27)	— (1)	3% (20)	590
Relig: All Christian	68% (817)	21% (253)	5% (57)	1% (13)	5% (54)	1195
Relig: All Non-Christian	59% (560)	24% (231)	6% (56)	3% (24)	8% (76)	948
Community: Urban	66% (386)	19% (114)	5% (29)	1% (8)	9% (51)	589
Community: Suburban	65% (606)	24% (221)	5% (42)	2% (15)	5% (46)	930
Community: Rural	62% (390)	24% (150)	7% (41)	2% (14)	5% (34)	629
Employ: Private Sector	59% (384)	30% (194)	6% (37)	1% (10)	4% (27)	651
Employ: Government	66% (94)	22% (31)	6% (9)	4% (5)	3% (4)	143
Employ: Self-Employed	63% (140)	23% (52)	8% (18)	1% (3)	5% (10)	224
Employ: Homemaker	70% (118)	16% (27)	3% (6)	2% (4)	9% (15)	169
Employ: Student	59% (66)	25% (28)	9% (10)	— (0)	8% (9)	112
Employ: Retired	76% (308)	17% (70)	3% (13)	1% (3)	3% (11)	406
Employ: Unemployed	63% (151)	18% (44)	5% (12)	3% (7)	11% (28)	242
Employ: Other	60% (120)	20% (40)	5% (9)	3% (5)	13% (26)	200
Job Type: White-collar	67% (442)	25% (164)	4% (30)	1% (8)	3% (21)	665
Job Type: Blue-collar	64% (608)	25% (238)	6% (57)	1% (11)	3% (33)	946
Job Type: Don't Know	62% (332)	15% (83)	5% (27)	3% (18)	14% (77)	536
Military HH: Yes	65% (254)	22% (87)	7% (28)	2% (8)	3% (10)	387
Military HH: No	64% (1128)	23% (399)	5% (85)	2% (29)	7% (120)	1761

Continued on next page

**Table BRD6\_4:** When purchasing a vehicle, how important are each of the following?  
 Safety features

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	64% (1382)	23% (485)	5% (113)	2% (37)	6% (130)	2148
2016 Vote: Democrat Hillary Clinton	68% (443)	21% (140)	3% (19)	3% (19)	5% (35)	655
2016 Vote: Republican Donald Trump	66% (472)	25% (182)	7% (49)	— (1)	2% (16)	720
2016 Vote: Someone else	59% (108)	24% (43)	8% (14)	1% (2)	8% (15)	182
2012 Vote: Barack Obama	67% (545)	23% (190)	4% (29)	2% (13)	5% (37)	814
2012 Vote: Mitt Romney	66% (359)	24% (132)	6% (35)	— (1)	3% (14)	541
2012 Vote: Other	54% (52)	31% (30)	7% (7)	1% (1)	8% (7)	97
2012 Vote: Didn't Vote	61% (425)	19% (134)	6% (43)	3% (22)	10% (72)	696
4-Region: Northeast	66% (259)	17% (68)	9% (35)	1% (4)	7% (26)	392
4-Region: Midwest	60% (278)	25% (117)	5% (25)	2% (9)	7% (33)	462
4-Region: South	67% (532)	22% (177)	3% (26)	1% (11)	6% (49)	795
4-Region: West	63% (314)	25% (124)	5% (26)	2% (12)	5% (23)	499

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

**Table BRD7: When purchasing a vehicle, which of the following is most important to you?**

Demographic	Price		Brand		Fuel efficiency		Safety features		Don't Know / No Opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%		(N)
Adults	47%	(1018)	10%	(218)	15%	(326)	20%	(432)	7%	(154)	2148
Gender: Male	48%	(500)	14%	(145)	14%	(146)	17%	(175)	7%	(67)	1034
Gender: Female	47%	(518)	7%	(73)	16%	(180)	23%	(257)	8%	(86)	1114
Age: 18-29	42%	(206)	10%	(50)	17%	(84)	20%	(99)	11%	(55)	494
Age: 30-44	43%	(223)	12%	(61)	18%	(93)	20%	(104)	7%	(35)	516
Age: 45-54	54%	(214)	11%	(44)	13%	(50)	19%	(74)	4%	(17)	399
Age: 55-64	51%	(180)	8%	(26)	15%	(54)	19%	(65)	7%	(25)	350
Age: 65+	50%	(196)	9%	(36)	12%	(46)	23%	(90)	5%	(21)	388
PID: Dem (no lean)	50%	(354)	10%	(69)	13%	(95)	20%	(138)	7%	(49)	705
PID: Ind (no lean)	45%	(363)	9%	(76)	17%	(135)	20%	(162)	9%	(73)	810
PID: Rep (no lean)	47%	(300)	12%	(74)	15%	(96)	21%	(132)	5%	(31)	634
PID/Gender: Dem Men	50%	(157)	13%	(41)	14%	(46)	16%	(49)	7%	(23)	315
PID/Gender: Dem Women	51%	(197)	7%	(28)	13%	(49)	23%	(88)	7%	(26)	389
PID/Gender: Ind Men	47%	(189)	14%	(55)	15%	(59)	17%	(70)	7%	(27)	400
PID/Gender: Ind Women	43%	(174)	5%	(20)	19%	(76)	22%	(92)	11%	(47)	410
PID/Gender: Rep Men	48%	(154)	16%	(50)	13%	(42)	18%	(56)	6%	(18)	319
PID/Gender: Rep Women	46%	(147)	8%	(24)	17%	(55)	24%	(76)	4%	(13)	315
Tea Party: Supporter	46%	(264)	14%	(78)	16%	(95)	21%	(119)	4%	(21)	577
Tea Party: Not Supporter	48%	(745)	9%	(139)	15%	(228)	20%	(311)	8%	(126)	1549
Ideo: Liberal (1-3)	43%	(303)	13%	(91)	16%	(110)	22%	(150)	6%	(43)	698
Ideo: Moderate (4)	49%	(218)	8%	(35)	15%	(67)	22%	(98)	5%	(23)	441
Ideo: Conservative (5-7)	52%	(358)	11%	(75)	14%	(99)	18%	(124)	5%	(32)	687
Educ: < College	47%	(725)	9%	(137)	15%	(235)	20%	(300)	9%	(132)	1529
Educ: Bachelors degree	48%	(196)	12%	(48)	16%	(64)	21%	(83)	3%	(14)	406
Educ: Post-grad	45%	(97)	15%	(33)	13%	(28)	23%	(49)	4%	(8)	213
Income: Under 50k	48%	(629)	8%	(106)	16%	(213)	20%	(259)	9%	(115)	1322
Income: 50k-100k	49%	(294)	10%	(61)	15%	(91)	21%	(127)	4%	(27)	599
Income: 100k+	42%	(95)	23%	(51)	10%	(23)	20%	(46)	5%	(12)	227
Ethnicity: White	49%	(833)	10%	(173)	16%	(273)	18%	(310)	7%	(119)	1708
Ethnicity: Hispanic	35%	(113)	16%	(51)	18%	(57)	24%	(78)	7%	(24)	321

Continued on next page

**Table BRD7:** When purchasing a vehicle, which of the following is most important to you?

Demographic	Price		Brand		Fuel efficiency		Safety features		Don't Know / No Opinion	Total N	
Adults	47%	(1018)	10%	(218)	15%	(326)	20%	(432)	7%	(154)	2148
Ethnicity: Afr. Am.	48%	(126)	9%	(23)	10%	(27)	25%	(65)	8%	(21)	262
Ethnicity: Other	33%	(59)	12%	(22)	15%	(26)	32%	(56)	8%	(14)	178
Relig: Protestant	54%	(265)	7%	(36)	15%	(77)	19%	(94)	5%	(24)	495
Relig: Roman Catholic	45%	(204)	11%	(49)	14%	(63)	24%	(108)	6%	(26)	451
Relig: Ath./Agn./None	47%	(290)	10%	(63)	15%	(95)	17%	(108)	10%	(62)	617
Relig: Something Else	43%	(142)	14%	(47)	14%	(48)	21%	(70)	7%	(24)	331
Relig: Jewish	46%	(25)	18%	(10)	8%	(4)	19%	(10)	9%	(5)	54
Relig: Evangelical	47%	(286)	9%	(56)	16%	(97)	22%	(134)	5%	(32)	605
Relig: Non-Evang. Catholics	50%	(297)	9%	(50)	15%	(87)	20%	(119)	6%	(37)	590
Relig: All Christian	49%	(583)	9%	(106)	15%	(183)	21%	(253)	6%	(69)	1195
Relig: All Non-Christian	46%	(432)	12%	(110)	15%	(143)	19%	(178)	9%	(85)	948
Community: Urban	46%	(273)	10%	(56)	14%	(83)	21%	(123)	9%	(54)	589
Community: Suburban	48%	(450)	11%	(102)	15%	(137)	20%	(187)	6%	(54)	930
Community: Rural	47%	(295)	10%	(60)	17%	(107)	19%	(122)	7%	(45)	629
Employ: Private Sector	48%	(312)	13%	(87)	15%	(99)	19%	(123)	5%	(30)	651
Employ: Government	45%	(64)	13%	(18)	14%	(21)	23%	(33)	5%	(7)	143
Employ: Self-Employed	49%	(111)	15%	(34)	17%	(37)	14%	(32)	5%	(11)	224
Employ: Homemaker	43%	(73)	7%	(11)	14%	(24)	26%	(44)	10%	(18)	169
Employ: Student	51%	(57)	5%	(6)	17%	(19)	17%	(19)	10%	(11)	112
Employ: Retired	49%	(199)	8%	(33)	14%	(57)	24%	(98)	5%	(20)	406
Employ: Unemployed	45%	(108)	5%	(11)	16%	(39)	21%	(50)	14%	(34)	242
Employ: Other	47%	(94)	9%	(17)	15%	(30)	17%	(34)	12%	(25)	200
Job Type: White-collar	46%	(309)	14%	(93)	13%	(87)	22%	(145)	5%	(31)	665
Job Type: Blue-collar	53%	(499)	9%	(88)	15%	(143)	19%	(180)	4%	(36)	946
Job Type: Don't Know	39%	(210)	7%	(37)	18%	(96)	20%	(106)	16%	(87)	536
Military HH: Yes	48%	(188)	12%	(45)	15%	(57)	21%	(83)	4%	(15)	387
Military HH: No	47%	(830)	10%	(173)	15%	(269)	20%	(349)	8%	(139)	1761
2016 Vote: Democrat Hillary Clinton	50%	(329)	9%	(60)	14%	(94)	20%	(133)	6%	(40)	655
2016 Vote: Republican Donald Trump	51%	(364)	12%	(86)	15%	(108)	18%	(133)	4%	(29)	720
2016 Vote: Someone else	44%	(80)	5%	(9)	15%	(28)	26%	(47)	10%	(18)	182

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**Table BRD7:** When purchasing a vehicle, which of the following is most important to you?

Demographic	Price		Brand		Fuel efficiency		Safety features		Don't Know / No Opinion	Total N	
Adults	47%	(1018)	10%	(218)	15%	(326)	20%	(432)	7%	(154)	2148
2012 Vote: Barack Obama	50%	(403)	11%	(90)	16%	(130)	18%	(146)	5%	(44)	814
2012 Vote: Mitt Romney	50%	(273)	12%	(64)	12%	(63)	22%	(117)	4%	(24)	541
2012 Vote: Other	51%	(49)	5%	(5)	21%	(20)	14%	(14)	9%	(9)	97
2012 Vote: Didn't Vote	42%	(293)	8%	(59)	16%	(112)	22%	(155)	11%	(77)	696
4-Region: Northeast	48%	(189)	12%	(46)	13%	(49)	20%	(77)	8%	(30)	392
4-Region: Midwest	48%	(221)	9%	(40)	16%	(76)	19%	(86)	9%	(40)	462
4-Region: South	49%	(393)	11%	(84)	14%	(111)	20%	(155)	6%	(51)	795
4-Region: West	43%	(215)	10%	(48)	18%	(90)	23%	(114)	7%	(33)	499

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

**Table BRD8\_1:** When shopping for a vehicle, do you do any of the following?  
 Test drive multiple vehicles

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	66% (1414)	24% (512)	10% (222)	2148
Gender: Male	64% (661)	27% (283)	9% (90)	1034
Gender: Female	68% (753)	21% (229)	12% (132)	1114
Age: 18-29	61% (301)	22% (108)	17% (85)	494
Age: 30-44	70% (361)	21% (107)	9% (48)	516
Age: 45-54	67% (268)	25% (99)	8% (32)	399
Age: 55-64	62% (218)	29% (103)	8% (29)	350
Age: 65+	68% (266)	24% (95)	7% (28)	388
PID: Dem (no lean)	63% (446)	25% (178)	11% (81)	705
PID: Ind (no lean)	64% (521)	23% (187)	12% (101)	810
PID: Rep (no lean)	70% (446)	23% (147)	6% (40)	634
PID/Gender: Dem Men	63% (199)	28% (87)	9% (29)	315
PID/Gender: Dem Women	63% (247)	23% (90)	13% (52)	389
PID/Gender: Ind Men	63% (251)	27% (108)	10% (41)	400
PID/Gender: Ind Women	66% (271)	19% (80)	14% (59)	410
PID/Gender: Rep Men	66% (211)	28% (88)	6% (20)	319
PID/Gender: Rep Women	75% (236)	19% (59)	7% (21)	315
Tea Party: Supporter	72% (415)	23% (130)	5% (32)	577
Tea Party: Not Supporter	64% (990)	24% (379)	12% (181)	1549
Ideo: Liberal (1-3)	66% (462)	25% (175)	9% (61)	698
Ideo: Moderate (4)	72% (318)	18% (78)	10% (44)	441
Ideo: Conservative (5-7)	66% (454)	28% (192)	6% (42)	687
Educ: < College	63% (962)	25% (376)	12% (190)	1529
Educ: Bachelors degree	75% (303)	19% (79)	6% (24)	406
Educ: Post-grad	69% (148)	27% (57)	4% (8)	213
Income: Under 50k	63% (836)	23% (307)	13% (178)	1322
Income: 50k-100k	70% (418)	24% (146)	6% (36)	599
Income: 100k+	71% (160)	26% (59)	3% (8)	227

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**Table BRD8\_1:** When shopping for a vehicle, do you do any of the following?  
Test drive multiple vehicles

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	66% (1414)	24% (512)	10% (222)	2148
Ethnicity: White	67% (1140)	24% (403)	10% (164)	1708
Ethnicity: Hispanic	66% (212)	22% (72)	12% (37)	321
Ethnicity: Afr. Am.	66% (173)	23% (61)	11% (28)	262
Ethnicity: Other	56% (100)	27% (48)	17% (30)	178
Relig: Protestant	72% (356)	24% (117)	5% (23)	495
Relig: Roman Catholic	69% (309)	23% (102)	9% (39)	451
Relig: Ath./Agn./None	62% (382)	24% (149)	14% (86)	617
Relig: Something Else	65% (216)	23% (75)	12% (40)	331
Relig: Jewish	61% (33)	25% (13)	14% (8)	54
Relig: Evangelical	69% (414)	24% (142)	8% (48)	605
Relig: Non-Evang. Catholics	68% (399)	25% (146)	8% (45)	590
Relig: All Christian	68% (813)	24% (288)	8% (94)	1195
Relig: All Non-Christian	63% (598)	24% (224)	13% (126)	948
Community: Urban	63% (371)	23% (133)	14% (84)	589
Community: Suburban	67% (623)	23% (217)	10% (90)	930
Community: Rural	67% (420)	26% (162)	8% (48)	629
Employ: Private Sector	68% (440)	25% (163)	7% (48)	651
Employ: Government	69% (99)	24% (34)	7% (11)	143
Employ: Self-Employed	67% (151)	27% (60)	6% (13)	224
Employ: Homemaker	63% (107)	21% (36)	16% (27)	169
Employ: Student	63% (71)	19% (21)	18% (20)	112
Employ: Retired	68% (278)	25% (101)	7% (28)	406
Employ: Unemployed	62% (151)	21% (50)	17% (41)	242
Employ: Other	59% (118)	24% (47)	17% (34)	200
Job Type: White-collar	71% (475)	24% (157)	5% (33)	665
Job Type: Blue-collar	67% (638)	26% (242)	7% (67)	946
Job Type: Don't Know	56% (302)	21% (113)	23% (122)	536
Military HH: Yes	69% (266)	27% (103)	5% (18)	387
Military HH: No	65% (1148)	23% (409)	12% (204)	1761

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**Table BRD8\_1:** When shopping for a vehicle, do you do any of the following?  
 Test drive multiple vehicles

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	66% (1414)	24% (512)	10% (222)	2148
2016 Vote: Democrat Hillary Clinton	64% (422)	25% (167)	10% (67)	655
2016 Vote: Republican Donald Trump	70% (503)	25% (178)	5% (38)	720
2016 Vote: Someone else	70% (128)	18% (33)	12% (21)	182
2012 Vote: Barack Obama	67% (543)	26% (212)	7% (59)	814
2012 Vote: Mitt Romney	70% (379)	24% (129)	6% (33)	541
2012 Vote: Other	68% (67)	20% (19)	12% (12)	97
2012 Vote: Didn't Vote	61% (425)	22% (153)	17% (118)	696
4-Region: Northeast	55% (217)	32% (125)	13% (51)	392
4-Region: Midwest	68% (313)	23% (105)	10% (44)	462
4-Region: South	69% (552)	20% (163)	10% (80)	795
4-Region: West	67% (332)	24% (119)	9% (47)	499

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

**Table BRD8\_2:** When shopping for a vehicle, do you do any of the following?  
Get price quotes from several dealerships

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	68%	(1453)	21%	(454)	11%	(241)	2148
Gender: Male	68%	(703)	23%	(236)	9%	(95)	1034
Gender: Female	67%	(750)	20%	(218)	13%	(146)	1114
Age: 18-29	62%	(306)	20%	(100)	18%	(88)	494
Age: 30-44	71%	(365)	19%	(97)	11%	(54)	516
Age: 45-54	69%	(275)	21%	(84)	10%	(40)	399
Age: 55-64	64%	(225)	26%	(91)	10%	(34)	350
Age: 65+	72%	(281)	21%	(83)	6%	(24)	388
PID: Dem (no lean)	66%	(466)	21%	(145)	13%	(94)	705
PID: Ind (no lean)	67%	(539)	21%	(169)	13%	(102)	810
PID: Rep (no lean)	71%	(448)	22%	(140)	7%	(45)	634
PID/Gender: Dem Men	65%	(206)	25%	(79)	10%	(31)	315
PID/Gender: Dem Women	67%	(260)	17%	(66)	16%	(63)	389
PID/Gender: Ind Men	69%	(276)	22%	(87)	9%	(37)	400
PID/Gender: Ind Women	64%	(263)	20%	(82)	16%	(65)	410
PID/Gender: Rep Men	69%	(221)	22%	(70)	9%	(27)	319
PID/Gender: Rep Women	72%	(227)	22%	(70)	6%	(18)	315
Tea Party: Supporter	77%	(444)	18%	(101)	5%	(31)	577
Tea Party: Not Supporter	65%	(999)	23%	(351)	13%	(199)	1549
Ideo: Liberal (1-3)	68%	(474)	21%	(144)	11%	(79)	698
Ideo: Moderate (4)	71%	(314)	19%	(84)	10%	(43)	441
Ideo: Conservative (5-7)	71%	(489)	23%	(156)	6%	(42)	687
Educ: < College	65%	(992)	22%	(332)	13%	(204)	1529
Educ: Bachelors degree	74%	(302)	19%	(76)	7%	(28)	406
Educ: Post-grad	74%	(159)	21%	(46)	4%	(9)	213
Income: Under 50k	65%	(855)	21%	(278)	14%	(189)	1322
Income: 50k-100k	72%	(433)	21%	(123)	7%	(43)	599
Income: 100k+	73%	(165)	23%	(52)	4%	(10)	227

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**Table BRD8\_2:** *When shopping for a vehicle, do you do any of the following?  
 Get price quotes from several dealerships*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	68% (1453)	21% (454)	11% (241)	2148
Ethnicity: White	69% (1174)	21% (357)	10% (177)	1708
Ethnicity: Hispanic	75% (241)	13% (41)	12% (39)	321
Ethnicity: Afr. Am.	67% (175)	20% (52)	14% (35)	262
Ethnicity: Other	59% (104)	26% (45)	16% (28)	178
Relig: Protestant	75% (371)	20% (97)	6% (28)	495
Relig: Roman Catholic	73% (330)	19% (85)	8% (36)	451
Relig: Ath./Agn./None	61% (375)	23% (141)	16% (101)	617
Relig: Something Else	63% (210)	24% (78)	13% (43)	331
Relig: Jewish	65% (35)	23% (12)	12% (7)	54
Relig: Evangelical	74% (447)	18% (106)	9% (52)	605
Relig: Non-Evang. Catholics	71% (419)	22% (127)	7% (43)	590
Relig: All Christian	72% (866)	20% (233)	8% (95)	1195
Relig: All Non-Christian	62% (585)	23% (219)	15% (144)	948
Community: Urban	65% (382)	20% (115)	15% (91)	589
Community: Suburban	68% (636)	21% (198)	10% (96)	930
Community: Rural	69% (435)	22% (141)	9% (54)	629
Employ: Private Sector	71% (463)	21% (139)	8% (50)	651
Employ: Government	69% (99)	25% (36)	6% (9)	143
Employ: Self-Employed	70% (157)	23% (52)	7% (16)	224
Employ: Homemaker	65% (110)	21% (36)	14% (23)	169
Employ: Student	64% (72)	12% (13)	24% (27)	112
Employ: Retired	72% (292)	21% (85)	7% (29)	406
Employ: Unemployed	60% (146)	21% (51)	18% (45)	242
Employ: Other	57% (114)	22% (43)	21% (42)	200
Job Type: White-collar	71% (475)	22% (146)	7% (44)	665
Job Type: Blue-collar	71% (673)	21% (203)	7% (70)	946
Job Type: Don't Know	57% (305)	20% (105)	24% (126)	536
Military HH: Yes	70% (271)	25% (95)	6% (21)	387
Military HH: No	67% (1182)	20% (359)	12% (220)	1761

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**Table BRD8\_2:** When shopping for a vehicle, do you do any of the following?  
Get price quotes from several dealerships

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	68% (1453)	21% (454)	11% (241)	2148
2016 Vote: Democrat Hillary Clinton	66% (430)	23% (149)	12% (76)	655
2016 Vote: Republican Donald Trump	74% (532)	21% (151)	5% (37)	720
2016 Vote: Someone else	71% (130)	16% (30)	13% (23)	182
2012 Vote: Barack Obama	69% (562)	22% (183)	9% (69)	814
2012 Vote: Mitt Romney	72% (392)	22% (118)	6% (31)	541
2012 Vote: Other	75% (73)	13% (12)	13% (12)	97
2012 Vote: Didn't Vote	61% (426)	20% (141)	19% (129)	696
4-Region: Northeast	63% (247)	25% (97)	12% (48)	392
4-Region: Midwest	67% (310)	23% (105)	10% (48)	462
4-Region: South	72% (571)	18% (141)	10% (83)	795
4-Region: West	65% (325)	22% (111)	13% (63)	499

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

**Table BRD8\_3:** When shopping for a vehicle, do you do any of the following?  
 Compare vehicles on the Internet

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	71%	(1515)	20%	(436)	9%	(198)	2148
Gender: Male	70%	(725)	22%	(228)	8%	(81)	1034
Gender: Female	71%	(790)	19%	(207)	10%	(116)	1114
Age: 18-29	68%	(336)	18%	(87)	15%	(72)	494
Age: 30-44	75%	(388)	16%	(83)	9%	(45)	516
Age: 45-54	74%	(297)	18%	(71)	8%	(31)	399
Age: 55-64	67%	(234)	25%	(89)	8%	(28)	350
Age: 65+	67%	(261)	27%	(105)	6%	(22)	388
PID: Dem (no lean)	70%	(495)	20%	(139)	10%	(70)	705
PID: Ind (no lean)	69%	(555)	20%	(162)	11%	(92)	810
PID: Rep (no lean)	73%	(464)	21%	(134)	6%	(35)	634
PID/Gender: Dem Men	70%	(220)	23%	(73)	7%	(23)	315
PID/Gender: Dem Women	71%	(275)	17%	(67)	12%	(47)	389
PID/Gender: Ind Men	68%	(271)	22%	(89)	10%	(40)	400
PID/Gender: Ind Women	69%	(284)	18%	(73)	13%	(52)	410
PID/Gender: Rep Men	73%	(234)	21%	(67)	6%	(18)	319
PID/Gender: Rep Women	73%	(231)	21%	(68)	5%	(17)	315
Tea Party: Supporter	78%	(448)	18%	(104)	4%	(25)	577
Tea Party: Not Supporter	68%	(1055)	21%	(330)	11%	(164)	1549
Ideo: Liberal (1-3)	75%	(525)	18%	(126)	7%	(47)	698
Ideo: Moderate (4)	70%	(309)	21%	(92)	9%	(40)	441
Ideo: Conservative (5-7)	74%	(511)	20%	(136)	6%	(40)	687
Educ: < College	66%	(1015)	22%	(342)	11%	(171)	1529
Educ: Bachelors degree	80%	(326)	15%	(59)	5%	(21)	406
Educ: Post-grad	81%	(174)	16%	(34)	3%	(6)	213
Income: Under 50k	65%	(858)	23%	(302)	12%	(162)	1322
Income: 50k-100k	78%	(468)	17%	(103)	5%	(28)	599
Income: 100k+	83%	(189)	13%	(30)	3%	(8)	227

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**Table BRD8\_3:** When shopping for a vehicle, do you do any of the following?  
Compare vehicles on the Internet

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	71% (1515)	20% (436)	9% (198)	2148
Ethnicity: White	72% (1236)	19% (327)	9% (146)	1708
Ethnicity: Hispanic	74% (238)	16% (50)	10% (33)	321
Ethnicity: Afr. Am.	61% (160)	29% (76)	10% (26)	262
Ethnicity: Other	67% (119)	19% (33)	14% (25)	178
Relig: Protestant	72% (359)	24% (117)	4% (20)	495
Relig: Roman Catholic	77% (346)	16% (74)	7% (32)	451
Relig: Ath./Agn./None	66% (410)	20% (126)	13% (80)	617
Relig: Something Else	74% (246)	14% (48)	11% (37)	331
Relig: Jewish	71% (38)	18% (10)	12% (6)	54
Relig: Evangelical	68% (413)	25% (150)	7% (41)	605
Relig: Non-Evang. Catholics	75% (442)	19% (111)	6% (37)	590
Relig: All Christian	72% (855)	22% (261)	7% (78)	1195
Relig: All Non-Christian	69% (656)	18% (174)	12% (118)	948
Community: Urban	66% (386)	21% (124)	13% (79)	589
Community: Suburban	76% (705)	16% (152)	8% (73)	930
Community: Rural	67% (424)	25% (160)	7% (46)	629
Employ: Private Sector	79% (517)	14% (93)	6% (41)	651
Employ: Government	73% (104)	19% (28)	8% (11)	143
Employ: Self-Employed	74% (165)	19% (43)	7% (16)	224
Employ: Homemaker	70% (119)	17% (29)	13% (21)	169
Employ: Student	72% (80)	14% (16)	14% (16)	112
Employ: Retired	65% (264)	30% (120)	5% (22)	406
Employ: Unemployed	61% (148)	23% (56)	16% (38)	242
Employ: Other	59% (117)	25% (51)	16% (32)	200
Job Type: White-collar	79% (523)	17% (114)	4% (29)	665
Job Type: Blue-collar	73% (689)	21% (203)	6% (55)	946
Job Type: Don't Know	57% (303)	22% (119)	21% (114)	536
Military HH: Yes	71% (274)	25% (96)	4% (17)	387
Military HH: No	70% (1240)	19% (339)	10% (181)	1761

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**Table BRD8\_3:** When shopping for a vehicle, do you do any of the following?  
 Compare vehicles on the Internet

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	71% (1515)	20% (436)	9% (198)	2148
2016 Vote: Democrat Hillary Clinton	72% (469)	19% (124)	10% (62)	655
2016 Vote: Republican Donald Trump	75% (543)	21% (150)	4% (28)	720
2016 Vote: Someone else	78% (142)	12% (21)	11% (19)	182
2012 Vote: Barack Obama	75% (609)	18% (145)	7% (60)	814
2012 Vote: Mitt Romney	74% (401)	22% (116)	4% (24)	541
2012 Vote: Other	69% (67)	20% (19)	11% (11)	97
2012 Vote: Didn't Vote	63% (438)	22% (155)	15% (103)	696
4-Region: Northeast	67% (261)	23% (89)	11% (42)	392
4-Region: Midwest	69% (319)	23% (104)	8% (39)	462
4-Region: South	71% (562)	20% (162)	9% (71)	795
4-Region: West	75% (372)	16% (81)	9% (46)	499

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

**Table BRD8\_4:** When shopping for a vehicle, do you do any of the following?  
Ask friends or family for recommendations

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	56% (1193)	35% (747)	10% (208)	2148
Gender: Male	51% (528)	40% (419)	8% (87)	1034
Gender: Female	60% (665)	29% (328)	11% (121)	1114
Age: 18-29	66% (326)	20% (100)	14% (68)	494
Age: 30-44	62% (321)	28% (146)	10% (50)	516
Age: 45-54	54% (217)	37% (149)	8% (33)	399
Age: 55-64	46% (162)	46% (160)	8% (28)	350
Age: 65+	43% (166)	50% (193)	7% (29)	388
PID: Dem (no lean)	59% (415)	31% (220)	10% (69)	705
PID: Ind (no lean)	52% (419)	35% (287)	13% (103)	810
PID: Rep (no lean)	57% (358)	38% (239)	6% (36)	634
PID/Gender: Dem Men	52% (163)	41% (129)	7% (23)	315
PID/Gender: Dem Women	65% (252)	23% (91)	12% (46)	389
PID/Gender: Ind Men	48% (193)	41% (164)	11% (43)	400
PID/Gender: Ind Women	55% (226)	30% (123)	15% (60)	410
PID/Gender: Rep Men	54% (172)	39% (126)	7% (21)	319
PID/Gender: Rep Women	59% (187)	36% (114)	5% (15)	315
Tea Party: Supporter	63% (364)	32% (184)	5% (28)	577
Tea Party: Not Supporter	53% (821)	36% (558)	11% (171)	1549
Ideo: Liberal (1-3)	62% (435)	29% (205)	8% (57)	698
Ideo: Moderate (4)	56% (245)	34% (150)	10% (46)	441
Ideo: Conservative (5-7)	51% (352)	43% (298)	5% (37)	687
Educ: < College	53% (812)	35% (532)	12% (185)	1529
Educ: Bachelors degree	60% (244)	35% (144)	4% (18)	406
Educ: Post-grad	64% (137)	33% (71)	3% (5)	213
Income: Under 50k	56% (740)	31% (413)	13% (168)	1322
Income: 50k-100k	55% (329)	40% (240)	5% (30)	599
Income: 100k+	54% (123)	41% (94)	4% (9)	227

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**Table BRD8\_4:** When shopping for a vehicle, do you do any of the following?  
Ask friends or family for recommendations

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	56%	(1193)	35%	(747)	10%	(208)	2148
Ethnicity: White	55%	(936)	36%	(617)	9%	(155)	1708
Ethnicity: Hispanic	62%	(201)	28%	(89)	10%	(32)	321
Ethnicity: Afr. Am.	60%	(158)	28%	(73)	12%	(31)	262
Ethnicity: Other	56%	(99)	32%	(57)	12%	(22)	178
Relig: Protestant	56%	(279)	39%	(192)	5%	(24)	495
Relig: Roman Catholic	54%	(246)	38%	(170)	8%	(35)	451
Relig: Ath./Agn./None	54%	(332)	33%	(204)	13%	(81)	617
Relig: Something Else	58%	(193)	30%	(100)	12%	(38)	331
Relig: Jewish	58%	(31)	32%	(17)	10%	(5)	54
Relig: Evangelical	59%	(359)	34%	(203)	7%	(43)	605
Relig: Non-Evang. Catholics	52%	(307)	40%	(239)	8%	(45)	590
Relig: All Christian	56%	(666)	37%	(442)	7%	(88)	1195
Relig: All Non-Christian	55%	(526)	32%	(303)	13%	(119)	948
Community: Urban	59%	(345)	29%	(168)	13%	(76)	589
Community: Suburban	55%	(508)	37%	(341)	9%	(81)	930
Community: Rural	54%	(341)	38%	(237)	8%	(51)	629
Employ: Private Sector	60%	(388)	34%	(222)	6%	(41)	651
Employ: Government	65%	(93)	28%	(40)	7%	(10)	143
Employ: Self-Employed	50%	(113)	42%	(94)	8%	(18)	224
Employ: Homemaker	55%	(93)	33%	(56)	13%	(21)	169
Employ: Student	72%	(81)	13%	(15)	15%	(16)	112
Employ: Retired	46%	(185)	47%	(191)	7%	(30)	406
Employ: Unemployed	55%	(132)	29%	(69)	17%	(40)	242
Employ: Other	54%	(107)	30%	(60)	16%	(32)	200
Job Type: White-collar	59%	(393)	36%	(238)	5%	(34)	665
Job Type: Blue-collar	56%	(532)	37%	(355)	6%	(60)	946
Job Type: Don't Know	50%	(269)	29%	(154)	21%	(114)	536
Military HH: Yes	51%	(197)	44%	(171)	5%	(19)	387
Military HH: No	57%	(996)	33%	(576)	11%	(189)	1761

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**Table BRD8\_4:** When shopping for a vehicle, do you do any of the following?  
Ask friends or family for recommendations

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	56% (1193)	35% (747)	10% (208)	2148
2016 Vote: Democrat Hillary Clinton	55% (362)	34% (226)	10% (67)	655
2016 Vote: Republican Donald Trump	55% (392)	41% (293)	5% (34)	720
2016 Vote: Someone else	58% (106)	32% (58)	10% (18)	182
2012 Vote: Barack Obama	56% (458)	36% (292)	8% (65)	814
2012 Vote: Mitt Romney	54% (291)	41% (223)	5% (27)	541
2012 Vote: Other	45% (43)	42% (41)	13% (13)	97
2012 Vote: Didn't Vote	58% (401)	27% (191)	15% (104)	696
4-Region: Northeast	46% (180)	43% (168)	11% (44)	392
4-Region: Midwest	55% (252)	36% (167)	9% (43)	462
4-Region: South	57% (451)	34% (266)	10% (77)	795
4-Region: West	62% (309)	29% (145)	9% (45)	499

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

**Table BRD9:** Do you have security software installed on your computer?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	68% (1458)	19% (408)	13% (282)	2148
Gender: Male	69% (711)	20% (205)	11% (118)	1034
Gender: Female	67% (748)	18% (202)	15% (164)	1114
Age: 18-29	52% (258)	28% (137)	20% (100)	494
Age: 30-44	65% (336)	22% (113)	13% (67)	516
Age: 45-54	71% (282)	17% (66)	13% (51)	399
Age: 55-64	75% (262)	15% (53)	10% (36)	350
Age: 65+	83% (321)	10% (38)	7% (29)	388
PID: Dem (no lean)	65% (458)	24% (167)	11% (79)	705
PID: Ind (no lean)	65% (526)	18% (142)	17% (141)	810
PID: Rep (no lean)	75% (474)	15% (98)	10% (62)	634
PID/Gender: Dem Men	64% (202)	27% (84)	9% (30)	315
PID/Gender: Dem Women	66% (256)	21% (84)	13% (49)	389
PID/Gender: Ind Men	67% (267)	19% (77)	14% (56)	400
PID/Gender: Ind Women	63% (260)	16% (65)	21% (85)	410
PID/Gender: Rep Men	76% (242)	14% (44)	10% (32)	319
PID/Gender: Rep Women	73% (232)	17% (54)	9% (30)	315
Tea Party: Supporter	76% (436)	16% (94)	8% (47)	577
Tea Party: Not Supporter	66% (1015)	20% (306)	15% (228)	1549
Ideo: Liberal (1-3)	69% (483)	21% (148)	10% (67)	698
Ideo: Moderate (4)	69% (303)	19% (83)	12% (55)	441
Ideo: Conservative (5-7)	76% (525)	15% (100)	9% (63)	687
Educ: < College	65% (990)	20% (304)	15% (235)	1529
Educ: Bachelors degree	74% (301)	17% (67)	9% (37)	406
Educ: Post-grad	79% (168)	17% (36)	5% (10)	213
Income: Under 50k	62% (822)	21% (277)	17% (223)	1322
Income: 50k-100k	75% (451)	17% (103)	7% (45)	599
Income: 100k+	81% (184)	12% (28)	6% (14)	227
Ethnicity: White	71% (1207)	17% (296)	12% (206)	1708
Ethnicity: Hispanic	58% (186)	26% (83)	16% (52)	321

Continued on next page

**Table BRD9:** Do you have security software installed on your computer?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	68%	(1458)	19%	(408)	13%	(282)	2148
Ethnicity: Afr. Am.	57%	(149)	29%	(75)	15%	(39)	262
Ethnicity: Other	58%	(103)	21%	(37)	21%	(38)	178
Relig: Protestant	77%	(381)	15%	(72)	9%	(43)	495
Relig: Roman Catholic	72%	(324)	19%	(85)	10%	(43)	451
Relig: Ath./Agn./None	64%	(397)	20%	(121)	16%	(98)	617
Relig: Something Else	64%	(211)	21%	(69)	16%	(52)	331
Relig: Jewish	70%	(37)	16%	(8)	14%	(8)	54
Relig: Evangelical	66%	(401)	20%	(122)	13%	(81)	605
Relig: Non-Evang. Catholics	76%	(447)	16%	(92)	9%	(51)	590
Relig: All Christian	71%	(848)	18%	(215)	11%	(132)	1195
Relig: All Non-Christian	64%	(608)	20%	(190)	16%	(150)	948
Community: Urban	63%	(372)	23%	(134)	14%	(83)	589
Community: Suburban	71%	(665)	17%	(162)	11%	(103)	930
Community: Rural	67%	(422)	18%	(111)	15%	(96)	629
Employ: Private Sector	73%	(473)	19%	(125)	8%	(54)	651
Employ: Government	65%	(93)	23%	(33)	12%	(17)	143
Employ: Self-Employed	68%	(153)	16%	(37)	15%	(35)	224
Employ: Homemaker	67%	(113)	15%	(26)	18%	(31)	169
Employ: Student	61%	(68)	25%	(28)	15%	(16)	112
Employ: Retired	81%	(330)	10%	(41)	9%	(35)	406
Employ: Unemployed	50%	(121)	32%	(78)	17%	(42)	242
Employ: Other	54%	(108)	20%	(40)	26%	(52)	200
Job Type: White-collar	79%	(524)	15%	(100)	6%	(42)	665
Job Type: Blue-collar	70%	(665)	19%	(182)	10%	(99)	946
Job Type: Don't Know	50%	(270)	23%	(126)	26%	(141)	536
Military HH: Yes	75%	(292)	17%	(64)	8%	(31)	387
Military HH: No	66%	(1167)	19%	(343)	14%	(251)	1761
2016 Vote: Democrat Hillary Clinton	72%	(469)	18%	(118)	10%	(68)	655
2016 Vote: Republican Donald Trump	77%	(557)	15%	(108)	8%	(55)	720
2016 Vote: Someone else	68%	(124)	16%	(29)	16%	(29)	182

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**Table BRD9:** *Do you have security software installed on your computer?*

<b>Demographic</b>	<b>Yes</b>	<b>No</b>	<b>Don't Know / No Opinion</b>	<b>Total N</b>
Adults	68% (1458)	19% (408)	13% (282)	2148
2012 Vote: Barack Obama	71% (581)	18% (145)	11% (89)	814
2012 Vote: Mitt Romney	82% (442)	12% (64)	7% (35)	541
2012 Vote: Other	71% (70)	13% (13)	15% (15)	97
2012 Vote: Didn't Vote	53% (366)	27% (185)	21% (144)	696
4-Region: Northeast	72% (283)	13% (50)	15% (59)	392
4-Region: Midwest	69% (318)	20% (91)	12% (54)	462
4-Region: South	64% (511)	22% (171)	14% (113)	795
4-Region: West	70% (347)	19% (95)	11% (57)	499

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

**Table BRD10: How often do you allow your computer to update?**

Demographic	As soon as an update becomes available	The day an update becomes available	The week an update becomes available	A few weeks after the update becomes available		Longer	Don't Know / No Opinion	Total N
Adults	54% (1153)	15% (313)	9% (204)	5% (100)	3% (62)	15% (316)	2148	
Gender: Male	53% (548)	18% (188)	10% (107)	4% (43)	2% (25)	12% (122)	1034	
Gender: Female	54% (606)	11% (125)	9% (96)	5% (57)	3% (37)	17% (193)	1114	
Age: 18-29	48% (237)	14% (72)	9% (44)	7% (32)	4% (21)	18% (89)	494	
Age: 30-44	50% (260)	17% (88)	9% (46)	5% (24)	3% (14)	16% (83)	516	
Age: 45-54	56% (224)	13% (50)	11% (42)	4% (16)	4% (14)	13% (53)	399	
Age: 55-64	57% (199)	12% (42)	10% (35)	5% (18)	2% (6)	15% (51)	350	
Age: 65+	60% (234)	16% (61)	9% (37)	2% (10)	2% (7)	10% (40)	388	
PID: Dem (no lean)	57% (404)	13% (91)	9% (64)	5% (37)	2% (15)	13% (94)	705	
PID: Ind (no lean)	50% (404)	15% (122)	9% (75)	4% (36)	4% (34)	17% (139)	810	
PID: Rep (no lean)	54% (345)	16% (101)	10% (65)	4% (28)	2% (13)	13% (83)	634	
PID/Gender: Dem Men	55% (175)	19% (59)	10% (32)	3% (9)	2% (6)	11% (34)	315	
PID/Gender: Dem Women	59% (229)	8% (31)	8% (32)	7% (27)	2% (9)	15% (60)	389	
PID/Gender: Ind Men	49% (195)	19% (74)	10% (42)	5% (21)	3% (13)	14% (55)	400	
PID/Gender: Ind Women	51% (210)	12% (48)	8% (33)	4% (15)	5% (21)	20% (84)	410	
PID/Gender: Rep Men	56% (178)	17% (55)	11% (34)	4% (13)	2% (6)	10% (33)	319	
PID/Gender: Rep Women	53% (167)	15% (46)	10% (31)	5% (15)	2% (7)	16% (50)	315	
Tea Party: Supporter	58% (332)	19% (107)	9% (54)	4% (23)	2% (11)	9% (50)	577	
Tea Party: Not Supporter	53% (815)	13% (203)	10% (147)	5% (76)	3% (50)	17% (258)	1549	
Ideo: Liberal (1-3)	56% (390)	14% (95)	10% (67)	6% (42)	4% (31)	11% (74)	698	
Ideo: Moderate (4)	57% (250)	17% (77)	8% (36)	4% (19)	1% (6)	12% (53)	441	
Ideo: Conservative (5-7)	54% (368)	16% (108)	12% (80)	4% (31)	3% (18)	12% (83)	687	
Educ: < College	53% (814)	15% (223)	8% (126)	4% (66)	3% (39)	17% (260)	1529	
Educ: Bachelors degree	54% (217)	15% (62)	12% (48)	6% (24)	4% (16)	9% (38)	406	
Educ: Post-grad	57% (121)	13% (27)	14% (29)	5% (10)	3% (7)	9% (18)	213	

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**Table BRD10: How often do you allow your computer to update?**

Demographic	As soon as an update becomes available	The day an update becomes available	The week an update becomes available	A few weeks after the update becomes available		Longer	Don't Know / No Opinion	Total N
Adults	54% (1153)	15% (313)	9% (204)	5%	(100)	3% (62)	15% (316)	2148
Income: Under 50k	54% (718)	14% (184)	8% (103)	3%	(42)	2% (31)	18% (244)	1322
Income: 50k-100k	52% (309)	17% (100)	12% (69)	8%	(46)	4% (23)	8% (51)	599
Income: 100k+	55% (126)	13% (29)	14% (32)	5%	(12)	4% (8)	9% (21)	227
Ethnicity: White	54% (927)	14% (246)	10% (167)	5%	(80)	3% (48)	14% (241)	1708
Ethnicity: Hispanic	51% (163)	17% (55)	8% (27)	6%	(20)	5% (16)	13% (41)	321
Ethnicity: Afr. Am.	56% (148)	14% (37)	7% (20)	3%	(8)	2% (5)	17% (44)	262
Ethnicity: Other	44% (78)	17% (30)	10% (18)	7%	(12)	5% (9)	17% (31)	178
Relig: Protestant	56% (280)	15% (74)	11% (52)	6%	(29)	2% (11)	10% (50)	495
Relig: Roman Catholic	52% (235)	18% (83)	10% (47)	5%	(21)	3% (14)	11% (52)	451
Relig: Ath./Agn./None	54% (332)	12% (73)	7% (46)	4%	(25)	4% (23)	19% (117)	617
Relig: Something Else	51% (167)	15% (50)	11% (37)	5%	(17)	3% (10)	15% (50)	331
Relig: Jewish	41% (22)	19% (10)	14% (8)	9%	(5)	5% (3)	11% (6)	54
Relig: Evangelical	55% (331)	16% (95)	10% (61)	4%	(25)	2% (9)	14% (84)	605
Relig: Non-Evang. Catholics	54% (321)	16% (96)	10% (60)	5%	(32)	3% (20)	10% (61)	590
Relig: All Christian	55% (652)	16% (190)	10% (120)	5%	(57)	2% (29)	12% (146)	1195
Relig: All Non-Christian	53% (499)	13% (123)	9% (83)	4%	(43)	3% (33)	18% (167)	948
Community: Urban	55% (323)	13% (74)	9% (53)	5%	(27)	3% (17)	16% (95)	589
Community: Suburban	53% (495)	15% (143)	11% (103)	6%	(56)	3% (29)	11% (104)	930
Community: Rural	53% (336)	15% (96)	8% (48)	3%	(17)	3% (16)	18% (116)	629
Employ: Private Sector	53% (347)	16% (106)	11% (69)	6%	(36)	4% (26)	10% (67)	651
Employ: Government	52% (74)	13% (19)	13% (18)	5%	(7)	5% (7)	12% (18)	143
Employ: Self-Employed	54% (122)	21% (47)	6% (14)	4%	(10)	1% (3)	13% (29)	224
Employ: Homemaker	54% (91)	15% (26)	6% (11)	3%	(4)	3% (5)	20% (33)	169
Employ: Student	49% (55)	14% (16)	11% (13)	10%	(12)	3% (4)	12% (13)	112
Employ: Retired	64% (260)	13% (53)	10% (41)	2%	(7)	2% (6)	9% (38)	406
Employ: Unemployed	46% (111)	9% (22)	11% (26)	7%	(16)	2% (5)	25% (61)	242
Employ: Other	46% (92)	12% (25)	6% (11)	4%	(8)	3% (6)	29% (57)	200

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**Table BRD10: How often do you allow your computer to update?**

Demographic	As soon as an update becomes available	The day an update becomes available	The week an update becomes available	A few weeks after the update becomes available	Longer	Don't Know / No Opinion	Total N
Adults	54% (1153)	15% (313)	9% (204)	5% (100)	3% (62)	15% (316)	2148
Job Type: White-collar	58% (384)	15% (100)	12% (77)	6% (37)	3% (18)	7% (49)	665
Job Type: Blue-collar	55% (519)	16% (147)	10% (93)	4% (37)	3% (27)	13% (123)	946
Job Type: Don't Know	47% (250)	12% (66)	6% (34)	5% (26)	3% (17)	27% (144)	536
Military HH: Yes	59% (227)	16% (61)	9% (35)	5% (18)	2% (9)	10% (37)	387
Military HH: No	53% (926)	14% (252)	10% (169)	5% (82)	3% (53)	16% (279)	1761
2016 Vote: Democrat Hillary Clinton	54% (351)	15% (98)	10% (63)	6% (37)	4% (25)	13% (82)	655
2016 Vote: Republican Donald Trump	58% (418)	15% (108)	10% (70)	4% (32)	2% (13)	11% (78)	720
2016 Vote: Someone else	55% (100)	16% (29)	9% (16)	4% (6)	1% (3)	16% (29)	182
2012 Vote: Barack Obama	55% (449)	16% (129)	9% (77)	4% (35)	4% (32)	11% (92)	814
2012 Vote: Mitt Romney	58% (315)	14% (77)	11% (62)	5% (26)	2% (9)	10% (53)	541
2012 Vote: Other	55% (53)	13% (13)	8% (8)	6% (6)	3% (3)	14% (14)	97
2012 Vote: Didn't Vote	48% (336)	14% (94)	8% (58)	5% (32)	3% (18)	23% (157)	696
4-Region: Northeast	54% (211)	18% (69)	9% (35)	4% (16)	3% (11)	13% (50)	392
4-Region: Midwest	52% (242)	13% (60)	12% (57)	4% (18)	4% (18)	15% (67)	462
4-Region: South	54% (430)	15% (118)	7% (59)	4% (34)	3% (28)	16% (126)	795
4-Region: West	54% (270)	13% (66)	11% (53)	6% (31)	1% (6)	15% (72)	499

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



**Table BRD11: How many unique passwords do you use to protect your accounts? (e.g. Email, Facebook, Twitter, online banking, etc.)**

Demographic	1	2	3	4	5	More than 5	Don't Know	Total N
							/ No Opinion	
Adults	10% (208)	10% (219)	15% (330)	10% (208)	5% (118)	36% (763)	14% (302)	2148
Gender: Male	11% (118)	10% (108)	14% (143)	11% (115)	6% (58)	35% (361)	13% (131)	1034
Gender: Female	8% (90)	10% (111)	17% (187)	8% (93)	5% (61)	36% (402)	15% (170)	1114
Age: 18-29	12% (59)	10% (47)	18% (89)	13% (66)	8% (37)	26% (126)	14% (70)	494
Age: 30-44	12% (64)	13% (65)	17% (90)	9% (46)	5% (26)	30% (155)	13% (70)	516
Age: 45-54	6% (26)	11% (42)	15% (59)	8% (33)	5% (22)	39% (157)	15% (61)	399
Age: 55-64	11% (37)	8% (28)	13% (45)	10% (34)	3% (11)	40% (141)	16% (55)	350
Age: 65+	6% (23)	9% (35)	12% (48)	7% (29)	6% (22)	48% (185)	12% (46)	388
PID: Dem (no lean)	12% (87)	11% (74)	14% (99)	11% (81)	7% (50)	32% (225)	13% (89)	705
PID: Ind (no lean)	9% (74)	10% (82)	13% (109)	9% (72)	6% (49)	38% (306)	15% (119)	810
PID: Rep (no lean)	8% (48)	10% (62)	19% (122)	9% (56)	3% (20)	37% (232)	15% (94)	634
PID/Gender: Dem Men	16% (51)	12% (37)	12% (37)	14% (43)	8% (25)	28% (89)	10% (32)	315
PID/Gender: Dem Women	9% (36)	10% (37)	16% (62)	10% (37)	6% (24)	35% (136)	15% (57)	389
PID/Gender: Ind Men	11% (43)	10% (40)	12% (48)	11% (45)	6% (24)	39% (155)	12% (46)	400
PID/Gender: Ind Women	8% (31)	10% (43)	15% (61)	7% (27)	6% (25)	37% (151)	18% (72)	410
PID/Gender: Rep Men	8% (25)	10% (32)	18% (58)	8% (27)	3% (8)	37% (117)	16% (53)	319
PID/Gender: Rep Women	7% (23)	10% (31)	20% (64)	9% (29)	4% (12)	36% (115)	13% (41)	315
Tea Party: Supporter	9% (52)	11% (66)	17% (96)	11% (61)	6% (34)	38% (217)	9% (51)	577
Tea Party: Not Supporter	10% (153)	10% (151)	15% (231)	9% (146)	5% (84)	35% (543)	16% (242)	1549
Ideo: Liberal (1-3)	13% (90)	12% (83)	17% (116)	12% (84)	7% (46)	30% (211)	10% (67)	698
Ideo: Moderate (4)	8% (36)	12% (53)	13% (58)	7% (33)	7% (33)	40% (176)	12% (51)	441
Ideo: Conservative (5-7)	6% (42)	8% (54)	15% (105)	9% (63)	4% (25)	42% (290)	16% (107)	687
Educ: < College	11% (171)	11% (169)	16% (249)	9% (131)	5% (80)	32% (485)	16% (245)	1529
Educ: Bachelors degree	6% (22)	8% (31)	13% (54)	13% (54)	6% (25)	43% (174)	11% (46)	406
Educ: Post-grad	7% (15)	9% (19)	13% (27)	11% (23)	6% (13)	49% (105)	5% (11)	213
Income: Under 50k	12% (160)	11% (142)	15% (203)	9% (124)	6% (78)	31% (416)	15% (199)	1322
Income: 50k-100k	7% (41)	9% (57)	16% (96)	10% (58)	5% (29)	39% (236)	14% (83)	599
Income: 100k+	3% (8)	9% (20)	14% (31)	12% (27)	5% (11)	49% (111)	9% (20)	227
Ethnicity: White	8% (131)	9% (153)	15% (258)	10% (167)	6% (95)	38% (648)	15% (256)	1708

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**Table BRD11: How many unique passwords do you use to protect your accounts? (e.g. Email, Facebook, Twitter, online banking, etc.)**

Demographic	1	2	3	4	5	More than 5	Don't Know	Total N
							/ No Opinion	
Adults	10% (208)	10% (219)	15% (330)	10% (208)	5% (118)	36% (763)	14% (302)	2148
Ethnicity: Hispanic	16% (50)	11% (36)	14% (44)	13% (40)	7% (21)	27% (87)	13% (43)	321
Ethnicity: Afr. Am.	22% (58)	15% (40)	18% (48)	8% (21)	5% (12)	22% (58)	10% (25)	262
Ethnicity: Other	11% (20)	14% (25)	14% (24)	11% (20)	6% (10)	32% (58)	12% (21)	178
Relig: Protestant	10% (51)	9% (44)	16% (80)	8% (40)	4% (18)	42% (206)	11% (56)	495
Relig: Roman Catholic	9% (40)	10% (46)	15% (67)	10% (44)	7% (31)	37% (166)	13% (58)	451
Relig: Ath./Agn./None	10% (62)	8% (52)	15% (92)	9% (54)	7% (41)	33% (206)	18% (110)	617
Relig: Something Else	11% (35)	10% (33)	14% (48)	14% (48)	4% (12)	33% (110)	14% (45)	331
Relig: Jewish	5% (3)	8% (4)	8% (4)	30% (16)	2% (1)	35% (19)	13% (7)	54
Relig: Evangelical	10% (60)	13% (80)	19% (113)	9% (53)	5% (28)	34% (207)	11% (64)	605
Relig: Non-Evang. Catholics	9% (51)	9% (53)	13% (77)	9% (52)	6% (36)	40% (238)	14% (82)	590
Relig: All Christian	9% (112)	11% (133)	16% (190)	9% (106)	5% (64)	37% (445)	12% (146)	1195
Relig: All Non-Christian	10% (97)	9% (84)	15% (140)	11% (102)	6% (54)	33% (316)	16% (155)	948
Community: Urban	12% (73)	13% (74)	12% (70)	10% (56)	5% (29)	34% (199)	15% (87)	589
Community: Suburban	9% (82)	10% (93)	17% (155)	10% (91)	6% (56)	36% (335)	13% (119)	930
Community: Rural	8% (53)	8% (53)	17% (106)	10% (61)	5% (33)	36% (229)	15% (95)	629
Employ: Private Sector	8% (50)	11% (69)	18% (119)	11% (69)	5% (32)	36% (234)	12% (77)	651
Employ: Government	6% (9)	11% (16)	13% (19)	15% (22)	7% (10)	36% (52)	11% (16)	143
Employ: Self-Employed	16% (36)	9% (21)	17% (39)	9% (21)	5% (12)	33% (73)	10% (23)	224
Employ: Homemaker	12% (20)	8% (14)	16% (27)	5% (9)	5% (8)	31% (52)	23% (40)	169
Employ: Student	5% (6)	12% (13)	13% (15)	19% (21)	6% (6)	34% (38)	11% (13)	112
Employ: Retired	7% (30)	9% (36)	12% (50)	8% (32)	6% (23)	45% (185)	12% (50)	406
Employ: Unemployed	18% (43)	14% (33)	15% (35)	7% (17)	7% (16)	24% (58)	17% (40)	242
Employ: Other	8% (16)	9% (18)	13% (25)	8% (16)	5% (11)	35% (71)	22% (43)	200
Job Type: White-collar	6% (39)	10% (64)	15% (97)	12% (79)	5% (34)	43% (287)	10% (65)	665
Job Type: Blue-collar	11% (102)	12% (111)	16% (153)	9% (87)	5% (50)	35% (334)	12% (110)	946
Job Type: Don't Know	13% (68)	8% (43)	15% (80)	8% (41)	6% (34)	27% (143)	24% (126)	536
Military HH: Yes	12% (45)	9% (34)	19% (72)	8% (32)	6% (22)	36% (139)	11% (44)	387
Military HH: No	9% (164)	10% (184)	15% (258)	10% (176)	5% (96)	35% (625)	15% (258)	1761

Continued on next page

**Table BRD11:** How many unique passwords do you use to protect your accounts? (e.g. Email, Facebook, Twitter, online banking, etc.)

Demographic	1	2	3	4	5	More than 5	Don't Know / No Opinion	Total N
Adults	10% (208)	10% (219)	15% (330)	10% (208)	5% (118)	36% (763)	14% (302)	2148
2016 Vote: Democrat Hillary Clinton	13% (83)	10% (67)	14% (92)	10% (63)	7% (43)	36% (237)	11% (70)	655
2016 Vote: Republican Donald Trump	5% (37)	10% (71)	17% (125)	8% (59)	5% (35)	43% (311)	11% (83)	720
2016 Vote: Someone else	8% (15)	8% (14)	9% (16)	10% (18)	6% (10)	42% (76)	17% (32)	182
2012 Vote: Barack Obama	11% (90)	11% (89)	15% (124)	9% (74)	5% (44)	37% (305)	11% (89)	814
2012 Vote: Mitt Romney	6% (33)	9% (48)	16% (85)	9% (46)	4% (21)	45% (243)	12% (65)	541
2012 Vote: Other	7% (7)	12% (12)	10% (10)	3% (3)	6% (6)	42% (41)	19% (18)	97
2012 Vote: Didn't Vote	11% (79)	10% (71)	16% (111)	12% (85)	7% (47)	25% (175)	18% (129)	696
4-Region: Northeast	7% (26)	10% (38)	15% (58)	8% (33)	7% (27)	35% (139)	18% (72)	392
4-Region: Midwest	8% (35)	9% (41)	13% (62)	10% (44)	6% (26)	40% (186)	14% (67)	462
4-Region: South	13% (100)	10% (82)	17% (133)	11% (85)	4% (33)	33% (261)	13% (102)	795
4-Region: West	10% (48)	12% (58)	16% (78)	9% (46)	6% (31)	35% (177)	12% (61)	499

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

**Table BRD12:** How much have you seen, read, or heard about the worldwide cyber attack that affected computers running Microsoft operating systems?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(597)	40%	(850)	18%	(378)	15%	(323)	2148
Gender: Male	31%	(317)	43%	(443)	15%	(155)	11%	(119)	1034
Gender: Female	25%	(279)	37%	(407)	20%	(223)	18%	(205)	1114
Age: 18-29	22%	(111)	29%	(143)	21%	(106)	27%	(134)	494
Age: 30-44	32%	(163)	34%	(176)	18%	(91)	17%	(86)	516
Age: 45-54	32%	(126)	39%	(156)	18%	(71)	11%	(46)	399
Age: 55-64	23%	(81)	51%	(178)	17%	(60)	9%	(32)	350
Age: 65+	30%	(116)	51%	(196)	13%	(50)	7%	(26)	388
PID: Dem (no lean)	31%	(218)	39%	(277)	18%	(125)	12%	(85)	705
PID: Ind (no lean)	24%	(192)	38%	(307)	18%	(143)	21%	(168)	810
PID: Rep (no lean)	30%	(187)	42%	(266)	17%	(110)	11%	(71)	634
PID/Gender: Dem Men	33%	(105)	43%	(134)	15%	(47)	9%	(29)	315
PID/Gender: Dem Women	29%	(112)	37%	(143)	20%	(78)	14%	(56)	389
PID/Gender: Ind Men	26%	(104)	43%	(172)	15%	(61)	16%	(63)	400
PID/Gender: Ind Women	21%	(88)	33%	(134)	20%	(82)	26%	(105)	410
PID/Gender: Rep Men	34%	(108)	43%	(136)	15%	(47)	9%	(27)	319
PID/Gender: Rep Women	25%	(79)	41%	(129)	20%	(64)	14%	(43)	315
Tea Party: Supporter	34%	(196)	41%	(239)	15%	(87)	10%	(56)	577
Tea Party: Not Supporter	26%	(399)	39%	(605)	18%	(285)	17%	(260)	1549
Ideo: Liberal (1-3)	35%	(248)	37%	(256)	17%	(120)	11%	(74)	698
Ideo: Moderate (4)	25%	(111)	45%	(197)	18%	(78)	13%	(56)	441
Ideo: Conservative (5-7)	26%	(179)	46%	(315)	16%	(113)	12%	(81)	687
Educ: < College	25%	(382)	37%	(570)	19%	(295)	18%	(281)	1529
Educ: Bachelors degree	34%	(138)	44%	(180)	14%	(59)	7%	(29)	406
Educ: Post-grad	36%	(76)	47%	(100)	12%	(25)	6%	(13)	213
Income: Under 50k	27%	(356)	36%	(480)	19%	(254)	18%	(231)	1322
Income: 50k-100k	28%	(165)	45%	(269)	16%	(94)	12%	(71)	599
Income: 100k+	33%	(75)	44%	(101)	13%	(30)	9%	(21)	227
Ethnicity: White	27%	(464)	41%	(698)	17%	(298)	15%	(248)	1708

Continued on next page

**Table BRD12:** How much have you seen, read, or heard about the worldwide cyber attack that affected computers running Microsoft operating systems?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	28%	(597)	40%	(850)	18%	(378)	15%	(323)	2148
Ethnicity: Hispanic	33%	(106)	33%	(106)	15%	(48)	19%	(61)	321
Ethnicity: Afr. Am.	34%	(90)	33%	(86)	18%	(47)	15%	(40)	262
Ethnicity: Other	24%	(43)	37%	(66)	19%	(33)	20%	(35)	178
Relig: Protestant	28%	(137)	47%	(235)	15%	(76)	10%	(48)	495
Relig: Roman Catholic	31%	(138)	41%	(187)	18%	(83)	10%	(43)	451
Relig: Ath./Agn./None	26%	(161)	34%	(213)	20%	(121)	20%	(122)	617
Relig: Something Else	27%	(89)	37%	(122)	17%	(56)	19%	(64)	331
Relig: Jewish	28%	(15)	44%	(24)	8%	(4)	20%	(11)	54
Relig: Evangelical	31%	(190)	41%	(245)	16%	(96)	12%	(73)	605
Relig: Non-Evang. Catholics	26%	(155)	45%	(268)	18%	(104)	11%	(63)	590
Relig: All Christian	29%	(345)	43%	(513)	17%	(200)	11%	(136)	1195
Relig: All Non-Christian	26%	(251)	35%	(335)	19%	(177)	20%	(186)	948
Community: Urban	28%	(165)	38%	(222)	19%	(110)	16%	(92)	589
Community: Suburban	28%	(260)	42%	(387)	17%	(157)	14%	(126)	930
Community: Rural	27%	(172)	38%	(241)	18%	(111)	17%	(105)	629
Employ: Private Sector	31%	(203)	41%	(269)	16%	(103)	12%	(77)	651
Employ: Government	27%	(38)	43%	(61)	17%	(24)	14%	(20)	143
Employ: Self-Employed	33%	(75)	39%	(87)	17%	(38)	11%	(24)	224
Employ: Homemaker	22%	(37)	37%	(62)	22%	(37)	20%	(34)	169
Employ: Student	28%	(31)	29%	(33)	16%	(18)	27%	(30)	112
Employ: Retired	28%	(113)	48%	(196)	17%	(68)	7%	(29)	406
Employ: Unemployed	23%	(55)	32%	(77)	21%	(51)	24%	(59)	242
Employ: Other	22%	(44)	32%	(65)	20%	(40)	26%	(51)	200
Job Type: White-collar	35%	(234)	44%	(290)	13%	(89)	8%	(53)	665
Job Type: Blue-collar	27%	(258)	43%	(405)	18%	(168)	12%	(116)	946
Job Type: Don't Know	20%	(105)	29%	(155)	23%	(121)	29%	(155)	536
Military HH: Yes	35%	(134)	38%	(146)	19%	(73)	9%	(35)	387
Military HH: No	26%	(463)	40%	(705)	17%	(305)	16%	(288)	1761
2016 Vote: Democrat Hillary Clinton	33%	(214)	41%	(271)	15%	(98)	11%	(72)	655
2016 Vote: Republican Donald Trump	28%	(204)	44%	(320)	16%	(113)	12%	(83)	720
2016 Vote: Someone else	35%	(64)	38%	(70)	15%	(27)	12%	(22)	182

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**Table BRD12:** *How much have you seen, read, or heard about the worldwide cyber attack that affected computers running Microsoft operating systems?*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>Nothing at all</b>		<b>Total N</b>
Adults	28%	(597)	40%	(850)	18%	(378)	15%	(323)	2148
2012 Vote: Barack Obama	34%	(275)	40%	(328)	17%	(137)	9%	(75)	814
2012 Vote: Mitt Romney	28%	(150)	48%	(258)	15%	(79)	10%	(54)	541
2012 Vote: Other	36%	(35)	34%	(33)	16%	(15)	14%	(14)	97
2012 Vote: Didn't Vote	20%	(136)	33%	(232)	21%	(147)	26%	(180)	696
4-Region: Northeast	26%	(104)	38%	(149)	17%	(66)	19%	(73)	392
4-Region: Midwest	27%	(123)	38%	(176)	21%	(95)	15%	(68)	462
4-Region: South	29%	(228)	43%	(338)	15%	(118)	14%	(111)	795
4-Region: West	28%	(141)	38%	(187)	20%	(99)	14%	(72)	499

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

**Table BRD13:** As you may know, Microsoft recently encountered a series of cyber attacks where hackers using ransomware software were able to take control of over 200,000 computers running an outdated version of the Windows operating system. Knowing this, how concerned are you about using Microsoft hardware products in the future?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't Know / No Opinion		Total N
Adults	24%	(519)	33%	(710)	22%	(477)	8%	(171)	13%	(272)	2148
Gender: Male	23%	(240)	34%	(356)	25%	(254)	8%	(87)	9%	(96)	1034
Gender: Female	25%	(279)	32%	(353)	20%	(223)	7%	(83)	16%	(176)	1114
Age: 18-29	22%	(107)	26%	(128)	25%	(122)	8%	(38)	20%	(99)	494
Age: 30-44	30%	(153)	30%	(152)	20%	(103)	7%	(36)	14%	(72)	516
Age: 45-54	26%	(103)	35%	(141)	17%	(67)	10%	(39)	12%	(49)	399
Age: 55-64	22%	(76)	37%	(130)	25%	(87)	7%	(26)	9%	(32)	350
Age: 65+	21%	(80)	41%	(158)	25%	(97)	8%	(33)	5%	(20)	388
PID: Dem (no lean)	30%	(215)	33%	(235)	21%	(146)	6%	(40)	10%	(68)	705
PID: Ind (no lean)	18%	(149)	32%	(258)	23%	(189)	9%	(76)	17%	(139)	810
PID: Rep (no lean)	25%	(155)	34%	(217)	22%	(142)	9%	(55)	10%	(65)	634
PID/Gender: Dem Men	29%	(92)	36%	(114)	21%	(67)	6%	(20)	7%	(23)	315
PID/Gender: Dem Women	31%	(122)	31%	(120)	21%	(80)	5%	(21)	12%	(46)	389
PID/Gender: Ind Men	18%	(70)	33%	(134)	26%	(105)	11%	(43)	12%	(48)	400
PID/Gender: Ind Women	19%	(78)	30%	(124)	20%	(84)	8%	(33)	22%	(90)	410
PID/Gender: Rep Men	24%	(77)	34%	(108)	26%	(83)	8%	(25)	8%	(25)	319
PID/Gender: Rep Women	25%	(78)	34%	(109)	19%	(59)	9%	(30)	13%	(40)	315
Tea Party: Supporter	31%	(176)	34%	(198)	21%	(124)	7%	(40)	7%	(38)	577
Tea Party: Not Supporter	22%	(341)	33%	(507)	22%	(349)	8%	(129)	14%	(224)	1549
Ideo: Liberal (1-3)	30%	(208)	33%	(229)	22%	(154)	6%	(45)	9%	(62)	698
Ideo: Moderate (4)	25%	(112)	32%	(140)	23%	(99)	9%	(38)	12%	(52)	441
Ideo: Conservative (5-7)	20%	(135)	39%	(268)	25%	(172)	10%	(66)	7%	(47)	687
Educ: < College	24%	(367)	30%	(460)	22%	(337)	8%	(125)	16%	(240)	1529
Educ: Bachelors degree	23%	(95)	40%	(161)	23%	(93)	8%	(31)	6%	(26)	406
Educ: Post-grad	27%	(57)	42%	(89)	22%	(47)	7%	(15)	3%	(6)	213

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**Table BRD13:** As you may know, Microsoft recently encountered a series of cyber attacks where hackers using ransomware software were able to take control of over 200,000 computers running an outdated version of the Windows operating system. Knowing this, how concerned are you about using Microsoft hardware products in the future?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't Know / No Opinion	Total N
Adults	24% (519)	33% (710)	22% (477)	8% (171)	13% (272)	2148
Income: Under 50k	23% (308)	30% (397)	23% (308)	8% (109)	15% (200)	1322
Income: 50k-100k	27% (163)	37% (219)	20% (120)	7% (43)	9% (54)	599
Income: 100k+	21% (48)	41% (93)	22% (49)	8% (19)	8% (18)	227
Ethnicity: White	22% (374)	35% (592)	23% (397)	9% (145)	12% (199)	1708
Ethnicity: Hispanic	29% (93)	29% (92)	21% (66)	6% (19)	16% (51)	321
Ethnicity: Afr. Am.	37% (96)	25% (65)	18% (48)	6% (17)	14% (36)	262
Ethnicity: Other	27% (48)	30% (52)	18% (32)	5% (8)	21% (37)	178
Relig: Protestant	22% (109)	38% (187)	26% (126)	8% (39)	7% (33)	495
Relig: Roman Catholic	31% (138)	40% (179)	18% (82)	5% (22)	7% (30)	451
Relig: Ath./Agn./None	19% (119)	27% (167)	26% (158)	8% (50)	20% (122)	617
Relig: Something Else	23% (76)	33% (110)	20% (66)	11% (37)	13% (42)	331
Relig: Jewish	18% (10)	31% (17)	28% (15)	4% (2)	18% (10)	54
Relig: Evangelical	29% (176)	33% (202)	20% (122)	8% (46)	10% (58)	605
Relig: Non-Evang. Catholics	25% (147)	39% (229)	22% (130)	6% (37)	8% (48)	590
Relig: All Christian	27% (323)	36% (431)	21% (252)	7% (83)	9% (106)	1195
Relig: All Non-Christian	21% (195)	29% (278)	24% (224)	9% (87)	17% (165)	948
Community: Urban	28% (164)	30% (178)	19% (114)	7% (42)	15% (89)	589
Community: Suburban	21% (191)	35% (329)	24% (223)	8% (79)	12% (108)	930
Community: Rural	26% (164)	32% (202)	22% (139)	8% (50)	12% (75)	629
Employ: Private Sector	25% (163)	35% (229)	22% (145)	9% (60)	8% (55)	651
Employ: Government	23% (33)	33% (47)	27% (39)	7% (10)	10% (14)	143
Employ: Self-Employed	24% (53)	35% (78)	26% (59)	7% (17)	8% (18)	224
Employ: Homemaker	25% (42)	23% (38)	19% (31)	10% (17)	24% (40)	169
Employ: Student	29% (32)	27% (30)	25% (29)	4% (5)	15% (17)	112
Employ: Retired	21% (85)	38% (155)	28% (114)	8% (31)	5% (22)	406
Employ: Unemployed	27% (65)	28% (69)	15% (36)	7% (16)	23% (55)	242
Employ: Other	23% (45)	32% (63)	12% (23)	8% (16)	26% (51)	200

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**Table BRD13:** As you may know, Microsoft recently encountered a series of cyber attacks where hackers using ransomware software were able to take control of over 200,000 computers running an outdated version of the Windows operating system. Knowing this, how concerned are you about using Microsoft hardware products in the future?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't Know / No Opinion		Total N
Adults	24%	(519)	33%	(710)	22%	(477)	8%	(171)	13%	(272)	2148
Job Type: White-collar	28%	(186)	36%	(239)	22%	(148)	7%	(49)	6%	(42)	665
Job Type: Blue-collar	23%	(217)	34%	(322)	25%	(241)	9%	(85)	9%	(81)	946
Job Type: Don't Know	22%	(116)	28%	(149)	16%	(87)	7%	(36)	28%	(149)	536
Military HH: Yes	28%	(110)	28%	(109)	25%	(96)	9%	(35)	10%	(38)	387
Military HH: No	23%	(409)	34%	(601)	22%	(381)	8%	(136)	13%	(235)	1761
2016 Vote: Democrat Hillary Clinton	31%	(202)	34%	(221)	21%	(139)	6%	(37)	9%	(57)	655
2016 Vote: Republican Donald Trump	22%	(159)	36%	(258)	22%	(158)	11%	(79)	9%	(65)	720
2016 Vote: Someone else	18%	(33)	39%	(72)	23%	(43)	4%	(7)	15%	(27)	182
2012 Vote: Barack Obama	29%	(234)	35%	(288)	21%	(171)	7%	(61)	7%	(60)	814
2012 Vote: Mitt Romney	22%	(118)	39%	(209)	24%	(130)	8%	(42)	8%	(43)	541
2012 Vote: Other	16%	(15)	36%	(35)	26%	(25)	11%	(11)	11%	(11)	97
2012 Vote: Didn't Vote	22%	(152)	26%	(178)	22%	(150)	8%	(57)	23%	(159)	696
4-Region: Northeast	23%	(91)	33%	(130)	20%	(80)	8%	(33)	15%	(58)	392
4-Region: Midwest	24%	(113)	32%	(147)	24%	(110)	7%	(32)	13%	(60)	462
4-Region: South	25%	(197)	34%	(268)	21%	(170)	8%	(67)	12%	(93)	795
4-Region: West	24%	(117)	33%	(165)	23%	(116)	8%	(39)	12%	(62)	499

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

**Table BRD14:** Does this make you more or less likely to purchase Microsoft products in the future, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (175)	11% (234)	16% (343)	9% (184)	39% (845)	17% (366)	2148
Gender: Male	10% (101)	14% (143)	15% (155)	9% (92)	40% (413)	13% (131)	1034
Gender: Female	7% (74)	8% (92)	17% (188)	8% (92)	39% (433)	21% (235)	1114
Age: 18-29	9% (44)	11% (52)	17% (86)	12% (60)	31% (154)	20% (98)	494
Age: 30-44	13% (68)	13% (69)	16% (83)	10% (50)	31% (160)	16% (85)	516
Age: 45-54	7% (30)	9% (37)	15% (60)	7% (29)	42% (168)	19% (75)	399
Age: 55-64	5% (17)	9% (32)	15% (51)	4% (15)	51% (180)	16% (55)	350
Age: 65+	4% (16)	11% (44)	16% (62)	8% (30)	47% (183)	14% (52)	388
PID: Dem (no lean)	10% (73)	14% (98)	16% (116)	10% (67)	36% (253)	14% (98)	705
PID: Ind (no lean)	5% (39)	8% (69)	15% (123)	10% (78)	41% (330)	21% (171)	810
PID: Rep (no lean)	10% (63)	11% (68)	16% (104)	6% (40)	41% (262)	15% (97)	634
PID/Gender: Dem Men	11% (34)	17% (52)	15% (46)	10% (33)	36% (112)	12% (39)	315
PID/Gender: Dem Women	10% (39)	12% (45)	18% (70)	9% (34)	36% (141)	15% (59)	389
PID/Gender: Ind Men	6% (23)	12% (48)	16% (64)	11% (43)	43% (173)	12% (49)	400
PID/Gender: Ind Women	4% (16)	5% (21)	14% (59)	8% (34)	38% (157)	30% (122)	410
PID/Gender: Rep Men	14% (44)	13% (42)	14% (45)	5% (16)	40% (127)	14% (44)	319
PID/Gender: Rep Women	6% (19)	8% (26)	19% (59)	8% (24)	43% (135)	17% (53)	315
Tea Party: Supporter	16% (94)	14% (80)	17% (97)	6% (33)	37% (215)	10% (58)	577
Tea Party: Not Supporter	5% (82)	10% (152)	16% (241)	10% (150)	40% (626)	19% (297)	1549
Ideo: Liberal (1-3)	14% (95)	13% (92)	17% (117)	9% (62)	36% (248)	12% (84)	698
Ideo: Moderate (4)	6% (28)	11% (46)	18% (79)	9% (39)	41% (183)	15% (66)	441
Ideo: Conservative (5-7)	5% (38)	11% (78)	16% (109)	7% (47)	47% (326)	13% (88)	687
Educ: < College	8% (124)	11% (161)	16% (237)	9% (140)	37% (561)	20% (307)	1529
Educ: Bachelors degree	8% (32)	10% (40)	17% (71)	7% (30)	45% (184)	12% (48)	406
Educ: Post-grad	9% (20)	15% (33)	16% (35)	7% (15)	47% (100)	5% (11)	213
Income: Under 50k	8% (110)	11% (140)	16% (218)	9% (119)	36% (479)	19% (257)	1322
Income: 50k-100k	8% (50)	12% (71)	15% (88)	8% (47)	43% (255)	15% (88)	599
Income: 100k+	7% (15)	10% (24)	16% (37)	8% (18)	49% (112)	10% (22)	227
Ethnicity: White	7% (122)	10% (168)	15% (257)	8% (136)	43% (739)	17% (286)	1708

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**Table BRD14:** Does this make you more or less likely to purchase Microsoft products in the future, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (175)	11% (234)	16% (343)	9% (184)	39% (845)	17% (366)	2148
Ethnicity: Hispanic	18% (57)	17% (54)	16% (52)	10% (32)	24% (76)	16% (51)	321
Ethnicity: Afr. Am.	14% (35)	17% (44)	19% (50)	11% (30)	22% (58)	17% (45)	262
Ethnicity: Other	10% (18)	13% (23)	20% (35)	10% (19)	27% (49)	19% (34)	178
Relig: Protestant	6% (31)	11% (52)	13% (63)	6% (32)	50% (245)	15% (72)	495
Relig: Roman Catholic	13% (61)	14% (64)	19% (86)	7% (31)	34% (154)	12% (56)	451
Relig: Ath./Agn./None	5% (32)	8% (50)	16% (98)	10% (62)	39% (240)	22% (135)	617
Relig: Something Else	8% (27)	14% (46)	14% (46)	10% (34)	37% (124)	17% (55)	331
Relig: Jewish	10% (5)	14% (8)	9% (5)	9% (5)	45% (24)	12% (7)	54
Relig: Evangelical	12% (71)	12% (74)	17% (103)	7% (45)	37% (224)	14% (87)	605
Relig: Non-Evang. Catholics	8% (45)	11% (64)	16% (95)	7% (42)	43% (256)	15% (88)	590
Relig: All Christian	10% (117)	12% (138)	17% (198)	7% (87)	40% (480)	15% (175)	1195
Relig: All Non-Christian	6% (59)	10% (96)	15% (144)	10% (96)	38% (363)	20% (189)	948
Community: Urban	12% (69)	13% (76)	16% (97)	9% (55)	30% (176)	20% (116)	589
Community: Suburban	6% (53)	10% (97)	15% (138)	8% (71)	46% (430)	15% (141)	930
Community: Rural	8% (53)	10% (61)	17% (108)	9% (58)	38% (240)	17% (109)	629
Employ: Private Sector	12% (75)	14% (89)	15% (98)	6% (41)	42% (273)	12% (76)	651
Employ: Government	6% (9)	16% (22)	21% (30)	10% (14)	39% (56)	9% (12)	143
Employ: Self-Employed	11% (25)	15% (34)	16% (37)	9% (19)	37% (83)	12% (26)	224
Employ: Homemaker	11% (18)	6% (10)	13% (22)	7% (12)	38% (64)	26% (44)	169
Employ: Student	7% (8)	13% (14)	12% (13)	12% (14)	39% (44)	17% (19)	112
Employ: Retired	5% (19)	7% (30)	14% (58)	8% (32)	50% (204)	16% (63)	406
Employ: Unemployed	5% (13)	8% (19)	16% (40)	14% (33)	27% (66)	29% (70)	242
Employ: Other	4% (9)	8% (16)	23% (45)	10% (20)	28% (55)	28% (56)	200
Job Type: White-collar	11% (73)	13% (86)	16% (105)	8% (54)	42% (282)	10% (66)	665
Job Type: Blue-collar	7% (62)	10% (91)	18% (166)	9% (81)	43% (409)	14% (137)	946
Job Type: Don't Know	7% (40)	11% (58)	13% (72)	9% (49)	29% (154)	30% (163)	536
Military HH: Yes	13% (50)	11% (42)	13% (49)	8% (32)	45% (174)	10% (40)	387
Military HH: No	7% (125)	11% (192)	17% (294)	9% (152)	38% (672)	19% (326)	1761

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**Table BRD14:** Does this make you more or less likely to purchase Microsoft products in the future, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference either way	Don't Know / No Opinion	Total N
Adults	8% (175)	11% (234)	16% (343)	9% (184)	39% (845)	17% (366)	2148
2016 Vote: Democrat Hillary Clinton	11% (72)	13% (88)	17% (112)	7% (49)	38% (249)	13% (85)	655
2016 Vote: Republican Donald Trump	9% (62)	11% (79)	16% (112)	6% (46)	45% (323)	14% (99)	720
2016 Vote: Someone else	4% (7)	10% (18)	14% (25)	13% (23)	43% (79)	17% (30)	182
2012 Vote: Barack Obama	10% (81)	14% (115)	17% (136)	7% (54)	39% (318)	13% (109)	814
2012 Vote: Mitt Romney	7% (38)	10% (55)	16% (85)	6% (35)	47% (254)	14% (73)	541
2012 Vote: Other	7% (7)	7% (7)	13% (12)	7% (6)	49% (48)	18% (17)	97
2012 Vote: Didn't Vote	7% (49)	8% (57)	16% (109)	13% (89)	32% (225)	24% (167)	696
4-Region: Northeast	6% (23)	8% (33)	16% (62)	9% (36)	41% (160)	20% (77)	392
4-Region: Midwest	9% (44)	11% (49)	16% (73)	8% (36)	40% (186)	16% (75)	462
4-Region: South	9% (68)	12% (97)	16% (127)	9% (70)	37% (297)	17% (137)	795
4-Region: West	8% (41)	11% (56)	16% (81)	9% (42)	41% (202)	15% (77)	499

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2148	100%
xdemGender	Gender: Male	1034	48%
	Gender: Female	1114	52%
	N	2148	
age5	Age: 18-29	494	23%
	Age: 30-44	516	24%
	Age: 45-54	399	19%
	Age: 55-64	350	16%
	Age: 65+	388	18%
	N	2148	
xpid3	PID: Dem (no lean)	705	33%
	PID: Ind (no lean)	810	38%
	PID: Rep (no lean)	634	30%
	N	2148	
xpidGender	PID/Gender: Dem Men	315	15%
	PID/Gender: Dem Women	389	18%
	PID/Gender: Ind Men	400	19%
	PID/Gender: Ind Women	410	19%
	PID/Gender: Rep Men	319	15%
	PID/Gender: Rep Women	315	15%
	N	2148	
xdemTea	Tea Party: Supporter	577	27%
	Tea Party: Not Supporter	1549	72%
	N	2126	
xdemIdeo3	Ideo: Liberal (1-3)	698	32%
	Ideo: Moderate (4)	441	21%
	Ideo: Conservative (5-7)	687	32%
	N	1826	
xeduc3	Educ: < College	1529	71%
	Educ: Bachelors degree	406	19%
	Educ: Post-grad	213	10%
	N	2148	
xdemInc3	Income: Under 50k	1322	62%
	Income: 50k-100k	599	28%
	Income: 100k+	227	11%
	N	2148	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1708	80%
xdemHispBin	Ethnicity: Hispanic	321	15%
demBlackBin	Ethnicity: Afr. Am.	262	12%
demRaceOther	Ethnicity: Other	178	8%
xrelNet	Relig: Protestant	495	23%
	Relig: Roman Catholic	451	21%
	Relig: Ath./Agn./None	617	29%
	Relig: Something Else	331	15%
	N	1895	
xreligion1	Relig: Jewish	54	2%
xreligion2	Relig: Evangelical	605	28%
	Relig: Non-Evang. Catholics	590	27%
	N	1195	
xreligion3	Relig: All Christian	1195	56%
	Relig: All Non-Christian	948	44%
	N	2143	
xdemUsr	Community: Urban	589	27%
	Community: Suburban	930	43%
	Community: Rural	629	29%
	N	2148	
xdemEmploy	Employ: Private Sector	651	30%
	Employ: Government	143	7%
	Employ: Self-Employed	224	10%
	Employ: Homemaker	169	8%
	Employ: Student	112	5%
	Employ: Retired	406	19%
	Employ: Unemployed	242	11%
	Employ: Other	200	9%
	N	2148	
xdemJobStatus	Job Type: White-collar	665	31%
	Job Type: Blue-collar	946	44%
	Job Type: Don't Know	536	25%
	N	2148	
xdemMilHH1	Military HH: Yes	387	18%
	Military HH: No	1761	82%
	N	2148	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	655	31%
	2016 Vote: Republican Donald Trump	720	34%
	2016 Vote: Someone else	182	8%
	N	1557	
xsubVote12O	2012 Vote: Barack Obama	814	38%
	2012 Vote: Mitt Romney	541	25%
	2012 Vote: Other	97	5%
	2012 Vote: Didn't Vote	696	32%
	N	2148	
xreg4	4-Region: Northeast	392	18%
	4-Region: Midwest	462	22%
	4-Region: South	795	37%
	4-Region: West	499	23%
	N	2148	

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

