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Morning Consult
National Tracking Poll #170517
May 30-31, 2017

Crosstabulation Results

Methodology:

This poll was conducted from May 30-31, 2017, among a national sample of 2201 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 P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	41%	(912)	59%	(1289)	2201
Gender: Male	45%	(477)	55%	(583)	1060
Gender: Female	38%	(435)	62%	(707)	1141
Age: 18-29	41%	(194)	59%	(282)	476
Age: 30-44	44%	(248)	56%	(311)	559
Age: 45-54	39%	(148)	61%	(229)	377
Age: 55-64	38%	(148)	62%	(242)	391
Age: 65+	44%	(173)	56%	(225)	398
PID: Dem (no lean)	22%	(176)	78%	(609)	786
PID: Ind (no lean)	35%	(253)	65%	(467)	720
PID: Rep (no lean)	69%	(482)	31%	(212)	695
PID/Gender: Dem Men	27%	(99)	73%	(268)	367
PID/Gender: Dem Women	18%	(77)	82%	(342)	419
PID/Gender: Ind Men	36%	(118)	64%	(212)	330
PID/Gender: Ind Women	35%	(135)	65%	(256)	390
PID/Gender: Rep Men	72%	(260)	28%	(103)	363
PID/Gender: Rep Women	67%	(223)	33%	(109)	332
Tea Party: Supporter	67%	(384)	33%	(189)	572
Tea Party: Not Supporter	32%	(522)	68%	(1097)	1619
Ideo: Liberal (1-3)	30%	(210)	70%	(485)	695
Ideo: Moderate (4)	33%	(184)	67%	(367)	551
Ideo: Conservative (5-7)	62%	(446)	38%	(272)	718
Educ: < College	42%	(651)	58%	(916)	1567
Educ: Bachelors degree	41%	(171)	59%	(244)	416
Educ: Post-grad	41%	(90)	59%	(129)	219
Income: Under 50k	40%	(531)	60%	(798)	1329
Income: 50k-100k	43%	(284)	57%	(370)	654
Income: 100k+	45%	(97)	55%	(121)	218

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	41%	(912)	59%	(1289)	2201
Ethnicity: White	45%	(779)	55%	(971)	1750
Ethnicity: Hispanic	39%	(129)	61%	(200)	329
Ethnicity: Afr. Am.	29%	(79)	71%	(190)	269
Ethnicity: Other	29%	(53)	71%	(129)	182
Relig: Protestant	51%	(242)	49%	(233)	475
Relig: Roman Catholic	48%	(247)	52%	(266)	513
Relig: Ath./Agn./None	32%	(197)	68%	(416)	613
Relig: Something Else	33%	(116)	67%	(234)	351
Relig: Jewish	23%	(14)	77%	(46)	60
Relig: Evangelical	53%	(320)	47%	(280)	600
Relig: Non-Evang. Catholics	44%	(278)	56%	(357)	636
Relig: All Christian	48%	(599)	52%	(637)	1235
Relig: All Non-Christian	33%	(313)	67%	(650)	964
Community: Urban	44%	(280)	56%	(359)	638
Community: Suburban	37%	(369)	63%	(630)	999
Community: Rural	47%	(263)	53%	(301)	564
Employ: Private Sector	43%	(289)	57%	(379)	668
Employ: Government	38%	(47)	62%	(77)	124
Employ: Self-Employed	46%	(92)	54%	(106)	198
Employ: Homemaker	48%	(107)	52%	(116)	223
Employ: Student	40%	(42)	60%	(62)	104
Employ: Retired	43%	(207)	57%	(273)	479
Employ: Unemployed	32%	(68)	68%	(145)	214
Employ: Other	32%	(61)	68%	(131)	192
Job Type: White-collar	42%	(300)	58%	(423)	723
Job Type: Blue-collar	45%	(438)	55%	(541)	980
Job Type: Don't Know	35%	(173)	65%	(325)	498
Military HH: Yes	50%	(208)	50%	(211)	419
Military HH: No	40%	(704)	60%	(1078)	1782
RD/WT: Right Direction	100%	(912)	—	(0)	912
RD/WT: Wrong Track	—	(0)	100%	(1289)	1289

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	41%	(912)	59%	(1289)	2201
Strongly Approve	85%	(399)	15%	(71)	470
Somewhat Approve	70%	(347)	30%	(148)	496
Somewhat Disapprove	22%	(62)	78%	(221)	283
Strongly Disapprove	7%	(56)	93%	(758)	815
Don't Know / No Opinion	34%	(47)	66%	(90)	137
#1 Issue: Economy	45%	(259)	55%	(313)	572
#1 Issue: Security	60%	(269)	40%	(176)	445
#1 Issue: Health Care	27%	(108)	73%	(296)	403
#1 Issue: Medicare / Social Security	32%	(112)	68%	(238)	350
#1 Issue: Women's Issues	42%	(50)	58%	(70)	121
#1 Issue: Education	46%	(69)	54%	(83)	152
#1 Issue: Energy	22%	(20)	78%	(72)	92
#1 Issue: Other	38%	(24)	62%	(41)	65
2016 Vote: Democrat Hillary Clinton	16%	(122)	84%	(632)	754
2016 Vote: Republican Donald Trump	75%	(586)	25%	(200)	785
2016 Vote: Someone else	21%	(32)	79%	(123)	154
2012 Vote: Barack Obama	24%	(214)	76%	(678)	892
2012 Vote: Mitt Romney	68%	(387)	32%	(178)	565
2012 Vote: Other	47%	(36)	53%	(41)	77
2012 Vote: Didn't Vote	41%	(275)	59%	(391)	666
4-Region: Northeast	38%	(153)	62%	(249)	402
4-Region: Midwest	40%	(191)	60%	(282)	474
4-Region: South	47%	(383)	53%	(432)	815
4-Region: West	36%	(184)	64%	(327)	511

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

Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Adults	21%	(470)	23%	(496)	13%	(283)	37%	(815)	6%	(137)	2201
Gender: Male	24%	(250)	23%	(239)	12%	(127)	37%	(388)	5%	(56)	1060
Gender: Female	19%	(220)	23%	(257)	14%	(156)	37%	(427)	7%	(82)	1141
Age: 18-29	12%	(58)	22%	(104)	13%	(64)	43%	(205)	9%	(45)	476
Age: 30-44	22%	(122)	26%	(143)	13%	(72)	33%	(186)	6%	(35)	559
Age: 45-54	24%	(90)	21%	(81)	14%	(54)	34%	(130)	6%	(22)	377
Age: 55-64	23%	(88)	20%	(79)	16%	(62)	37%	(143)	5%	(19)	391
Age: 65+	28%	(111)	22%	(89)	8%	(32)	38%	(151)	4%	(15)	398
PID: Dem (no lean)	8%	(66)	11%	(84)	14%	(113)	63%	(496)	4%	(28)	786
PID: Ind (no lean)	13%	(94)	23%	(166)	15%	(108)	36%	(262)	13%	(91)	720
PID: Rep (no lean)	45%	(311)	35%	(245)	9%	(63)	8%	(57)	3%	(19)	695
PID/Gender: Dem Men	9%	(32)	14%	(50)	15%	(55)	59%	(215)	4%	(14)	367
PID/Gender: Dem Women	8%	(33)	8%	(34)	14%	(57)	67%	(280)	3%	(14)	419
PID/Gender: Ind Men	15%	(48)	23%	(76)	12%	(38)	40%	(131)	11%	(36)	330
PID/Gender: Ind Women	12%	(45)	23%	(90)	18%	(70)	33%	(130)	14%	(54)	390
PID/Gender: Rep Men	47%	(170)	31%	(113)	9%	(34)	11%	(41)	2%	(6)	363
PID/Gender: Rep Women	42%	(141)	40%	(133)	9%	(29)	5%	(16)	4%	(13)	332
Tea Party: Supporter	41%	(236)	30%	(172)	9%	(51)	16%	(92)	4%	(21)	572
Tea Party: Not Supporter	14%	(234)	20%	(321)	14%	(228)	44%	(720)	7%	(115)	1619
Ideo: Liberal (1-3)	13%	(87)	13%	(91)	10%	(72)	60%	(417)	4%	(28)	695
Ideo: Moderate (4)	12%	(68)	24%	(134)	19%	(107)	37%	(205)	7%	(37)	551
Ideo: Conservative (5-7)	40%	(286)	33%	(234)	10%	(74)	15%	(109)	2%	(15)	718
Educ: < College	21%	(331)	23%	(355)	13%	(208)	35%	(555)	7%	(116)	1567
Educ: Bachelors degree	24%	(99)	22%	(91)	12%	(50)	39%	(161)	4%	(15)	416
Educ: Post-grad	18%	(40)	22%	(49)	11%	(25)	45%	(99)	3%	(6)	219
Income: Under 50k	20%	(261)	23%	(300)	13%	(170)	37%	(497)	8%	(102)	1329
Income: 50k-100k	24%	(155)	24%	(154)	13%	(85)	36%	(234)	4%	(27)	654
Income: 100k+	25%	(54)	19%	(42)	13%	(28)	39%	(84)	4%	(9)	218
Ethnicity: White	24%	(415)	25%	(440)	13%	(227)	32%	(567)	6%	(101)	1750
Ethnicity: Hispanic	15%	(51)	20%	(65)	15%	(48)	43%	(141)	7%	(24)	329

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Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Adults	21%	(470)	23%	(496)	13%	(283)	37%	(815)	6%	(137)	2201
Ethnicity: Afr. Am.	13%	(35)	9%	(23)	12%	(32)	57%	(154)	10%	(26)	269
Ethnicity: Other	11%	(20)	18%	(33)	14%	(25)	52%	(94)	6%	(11)	182
Relig: Protestant	28%	(133)	29%	(137)	12%	(56)	27%	(126)	5%	(22)	475
Relig: Roman Catholic	25%	(126)	22%	(115)	14%	(74)	34%	(173)	5%	(25)	513
Relig: Ath./Agn./None	13%	(81)	19%	(117)	12%	(75)	48%	(294)	7%	(46)	613
Relig: Something Else	17%	(58)	20%	(71)	12%	(40)	43%	(150)	9%	(31)	351
Relig: Jewish	13%	(8)	11%	(7)	13%	(8)	60%	(36)	3%	(2)	60
Relig: Evangelical	31%	(186)	26%	(159)	13%	(76)	25%	(150)	5%	(29)	600
Relig: Non-Evang. Catholics	23%	(145)	23%	(149)	14%	(89)	35%	(221)	5%	(32)	636
Relig: All Christian	27%	(331)	25%	(308)	13%	(166)	30%	(370)	5%	(61)	1235
Relig: All Non-Christian	14%	(139)	19%	(188)	12%	(116)	46%	(444)	8%	(77)	964
Community: Urban	21%	(135)	18%	(114)	12%	(79)	41%	(263)	7%	(47)	638
Community: Suburban	19%	(192)	24%	(242)	13%	(131)	38%	(385)	5%	(50)	999
Community: Rural	25%	(143)	25%	(140)	13%	(73)	30%	(167)	7%	(41)	564
Employ: Private Sector	20%	(136)	26%	(175)	15%	(100)	36%	(239)	3%	(18)	668
Employ: Government	20%	(24)	13%	(16)	14%	(17)	47%	(58)	8%	(9)	124
Employ: Self-Employed	25%	(50)	23%	(46)	10%	(21)	36%	(72)	5%	(10)	198
Employ: Homemaker	23%	(52)	30%	(67)	10%	(23)	29%	(66)	7%	(15)	223
Employ: Student	11%	(11)	23%	(24)	7%	(7)	49%	(51)	9%	(10)	104
Employ: Retired	27%	(130)	21%	(99)	10%	(48)	38%	(181)	4%	(21)	479
Employ: Unemployed	14%	(30)	18%	(39)	17%	(37)	37%	(80)	13%	(27)	214
Employ: Other	18%	(35)	16%	(30)	16%	(30)	35%	(68)	14%	(28)	192
Job Type: White-collar	23%	(163)	22%	(158)	13%	(94)	39%	(285)	3%	(23)	723
Job Type: Blue-collar	24%	(233)	25%	(249)	12%	(120)	34%	(335)	4%	(44)	980
Job Type: Don't Know	15%	(74)	18%	(89)	14%	(70)	39%	(195)	14%	(70)	498
Military HH: Yes	28%	(116)	19%	(81)	13%	(54)	35%	(148)	5%	(19)	419
Military HH: No	20%	(354)	23%	(414)	13%	(229)	37%	(667)	7%	(118)	1782
RD/WT: Right Direction	44%	(399)	38%	(347)	7%	(62)	6%	(56)	5%	(47)	912
RD/WT: Wrong Track	5%	(71)	12%	(148)	17%	(221)	59%	(758)	7%	(90)	1289

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Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Adults	21%	(470)	23%	(496)	13%	(283)	37%	(815)	6%	(137)	2201
Strongly Approve	100%	(470)	—	(0)	—	(0)	—	(0)	—	(0)	470
Somewhat Approve	—	(0)	100%	(496)	—	(0)	—	(0)	—	(0)	496
Somewhat Disapprove	—	(0)	—	(0)	100%	(283)	—	(0)	—	(0)	283
Strongly Disapprove	—	(0)	—	(0)	—	(0)	100%	(815)	—	(0)	815
Don't Know / No Opinion	—	(0)	—	(0)	—	(0)	—	(0)	100%	(137)	137
#1 Issue: Economy	26%	(147)	28%	(161)	12%	(70)	27%	(157)	7%	(38)	572
#1 Issue: Security	38%	(169)	27%	(118)	10%	(43)	22%	(97)	4%	(17)	445
#1 Issue: Health Care	13%	(54)	17%	(67)	14%	(57)	52%	(209)	4%	(17)	403
#1 Issue: Medicare / Social Security	14%	(48)	23%	(81)	14%	(48)	42%	(147)	8%	(27)	350
#1 Issue: Women's Issues	8%	(10)	17%	(21)	14%	(17)	55%	(67)	5%	(6)	121
#1 Issue: Education	14%	(21)	16%	(25)	18%	(27)	37%	(57)	15%	(23)	152
#1 Issue: Energy	12%	(11)	11%	(10)	13%	(12)	62%	(57)	3%	(3)	92
#1 Issue: Other	18%	(11)	20%	(13)	17%	(11)	37%	(24)	9%	(6)	65
2016 Vote: Democrat Hillary Clinton	4%	(28)	7%	(53)	15%	(110)	72%	(541)	3%	(23)	754
2016 Vote: Republican Donald Trump	48%	(375)	38%	(300)	8%	(63)	4%	(28)	3%	(20)	785
2016 Vote: Someone else	4%	(7)	18%	(28)	23%	(35)	45%	(69)	10%	(16)	154
2012 Vote: Barack Obama	9%	(82)	14%	(124)	14%	(121)	61%	(540)	3%	(25)	892
2012 Vote: Mitt Romney	47%	(264)	35%	(195)	9%	(51)	7%	(39)	3%	(16)	565
2012 Vote: Other	20%	(15)	35%	(27)	15%	(11)	20%	(16)	10%	(8)	77
2012 Vote: Didn't Vote	16%	(108)	22%	(149)	15%	(101)	33%	(219)	13%	(88)	666
4-Region: Northeast	20%	(82)	22%	(88)	17%	(68)	35%	(141)	6%	(23)	402
4-Region: Midwest	18%	(84)	21%	(100)	12%	(56)	43%	(204)	6%	(30)	474
4-Region: South	25%	(206)	22%	(182)	13%	(103)	32%	(265)	7%	(58)	815
4-Region: West	19%	(98)	25%	(125)	11%	(56)	40%	(205)	5%	(26)	511

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

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	26% (572)	20% (445)	18% (403)	16% (350)	5% (121)	7% (152)	4% (92)	3% (65)	2201
Gender: Male	28% (294)	19% (206)	17% (177)	17% (182)	3% (27)	7% (79)	6% (69)	2% (26)	1060
Gender: Female	24% (278)	21% (240)	20% (227)	15% (168)	8% (94)	6% (73)	2% (23)	3% (39)	1141
Age: 18-29	31% (146)	14% (65)	12% (59)	3% (14)	14% (66)	15% (71)	9% (42)	2% (12)	476
Age: 30-44	31% (173)	20% (114)	20% (110)	5% (29)	6% (32)	11% (60)	5% (27)	3% (14)	559
Age: 45-54	31% (118)	21% (78)	25% (93)	10% (39)	3% (11)	3% (13)	3% (11)	4% (15)	377
Age: 55-64	18% (71)	23% (92)	27% (106)	25% (99)	2% (8)	1% (4)	1% (5)	2% (7)	391
Age: 65+	16% (64)	24% (96)	9% (35)	43% (170)	1% (3)	1% (4)	2% (8)	5% (18)	398
PID: Dem (no lean)	20% (154)	12% (97)	25% (197)	19% (146)	8% (63)	8% (66)	5% (40)	3% (23)	786
PID: Ind (no lean)	29% (210)	17% (125)	17% (119)	16% (114)	5% (37)	8% (55)	5% (35)	4% (25)	720
PID: Rep (no lean)	30% (208)	32% (223)	13% (88)	13% (90)	3% (21)	5% (31)	2% (17)	2% (17)	695
PID/Gender: Dem Men	21% (79)	13% (46)	25% (90)	20% (74)	4% (14)	8% (29)	8% (28)	2% (7)	367
PID/Gender: Dem Women	18% (76)	12% (51)	25% (107)	17% (73)	12% (49)	9% (36)	3% (12)	4% (16)	419
PID/Gender: Ind Men	31% (101)	15% (51)	13% (43)	18% (59)	1% (3)	10% (31)	8% (28)	4% (14)	330
PID/Gender: Ind Women	28% (109)	19% (74)	19% (76)	14% (55)	9% (34)	6% (24)	2% (7)	3% (12)	390
PID/Gender: Rep Men	32% (114)	30% (109)	12% (44)	14% (50)	3% (9)	5% (18)	3% (13)	2% (6)	363
PID/Gender: Rep Women	28% (94)	34% (114)	13% (44)	12% (40)	3% (12)	4% (13)	1% (4)	3% (11)	332
Tea Party: Supporter	29% (168)	30% (170)	11% (61)	10% (59)	7% (42)	7% (40)	3% (19)	2% (13)	572
Tea Party: Not Supporter	25% (400)	17% (275)	21% (340)	18% (290)	5% (78)	7% (109)	5% (73)	3% (52)	1619
Ideo: Liberal (1-3)	23% (157)	13% (90)	23% (157)	13% (93)	10% (72)	10% (68)	6% (42)	2% (16)	695
Ideo: Moderate (4)	26% (142)	18% (99)	21% (113)	17% (93)	3% (15)	7% (37)	7% (37)	3% (15)	551
Ideo: Conservative (5-7)	28% (201)	31% (226)	13% (95)	16% (115)	3% (25)	4% (30)	1% (10)	3% (18)	718
Educ: < College	24% (380)	21% (325)	18% (280)	18% (279)	5% (86)	7% (104)	4% (65)	3% (48)	1567
Educ: Bachelors degree	33% (138)	19% (78)	20% (84)	10% (40)	5% (22)	7% (30)	3% (12)	3% (12)	416
Educ: Post-grad	25% (55)	19% (42)	18% (39)	14% (32)	6% (13)	8% (18)	7% (15)	2% (5)	219
Income: Under 50k	24% (321)	20% (259)	19% (247)	19% (247)	5% (68)	7% (96)	3% (44)	3% (46)	1329
Income: 50k-100k	28% (182)	22% (142)	17% (114)	13% (85)	6% (39)	6% (42)	6% (37)	2% (13)	654
Income: 100k+	31% (69)	20% (44)	19% (42)	9% (19)	6% (13)	6% (14)	5% (11)	3% (6)	218

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	26% (572)	20% (445)	18% (403)	16% (350)	5% (121)	7% (152)	4% (92)	3% (65)	2201
Ethnicity: White	26% (449)	22% (381)	18% (310)	17% (303)	5% (80)	6% (100)	4% (76)	3% (51)	1750
Ethnicity: Hispanic	28% (92)	16% (54)	16% (51)	9% (30)	11% (35)	13% (43)	5% (17)	2% (7)	329
Ethnicity: Afr. Am.	27% (74)	11% (30)	26% (71)	10% (28)	8% (21)	11% (30)	4% (10)	2% (5)	269
Ethnicity: Other	27% (50)	19% (34)	12% (22)	10% (19)	11% (20)	12% (22)	3% (6)	5% (9)	182
Relig: Protestant	25% (118)	26% (125)	16% (77)	22% (103)	3% (13)	4% (21)	2% (7)	2% (11)	475
Relig: Roman Catholic	27% (136)	24% (124)	16% (83)	17% (90)	5% (26)	5% (28)	4% (19)	2% (8)	513
Relig: Ath./Agn./None	26% (161)	13% (82)	20% (122)	14% (84)	8% (51)	9% (57)	6% (35)	3% (21)	613
Relig: Something Else	21% (75)	21% (75)	22% (78)	14% (48)	6% (21)	7% (24)	5% (17)	4% (13)	351
Relig: Jewish	20% (12)	16% (9)	25% (15)	21% (13)	7% (4)	1% (1)	7% (4)	3% (2)	60
Relig: Evangelical	29% (173)	22% (129)	14% (82)	17% (105)	5% (29)	6% (38)	4% (22)	4% (22)	600
Relig: Non-Evang. Catholics	26% (163)	25% (160)	19% (119)	18% (114)	3% (20)	5% (32)	3% (19)	2% (10)	636
Relig: All Christian	27% (336)	23% (289)	16% (201)	18% (218)	4% (49)	6% (70)	3% (41)	3% (31)	1235
Relig: All Non-Christian	24% (236)	16% (157)	21% (200)	14% (132)	7% (72)	8% (81)	5% (52)	4% (34)	964
Community: Urban	27% (172)	17% (107)	19% (122)	13% (84)	8% (52)	8% (50)	5% (29)	3% (22)	638
Community: Suburban	26% (260)	21% (210)	19% (189)	16% (165)	4% (38)	6% (63)	5% (49)	2% (25)	999
Community: Rural	25% (140)	23% (129)	16% (92)	18% (101)	5% (30)	7% (39)	2% (14)	3% (18)	564
Employ: Private Sector	32% (216)	21% (139)	21% (139)	8% (54)	5% (33)	7% (44)	5% (34)	1% (10)	668
Employ: Government	25% (31)	27% (34)	11% (14)	6% (8)	10% (12)	15% (18)	4% (4)	2% (3)	124
Employ: Self-Employed	36% (70)	14% (28)	16% (32)	12% (23)	5% (10)	7% (14)	7% (14)	3% (6)	198
Employ: Homemaker	25% (55)	22% (49)	22% (49)	7% (16)	10% (22)	8% (17)	2% (5)	4% (8)	223
Employ: Student	30% (31)	12% (13)	14% (15)	3% (3)	8% (8)	22% (22)	6% (6)	5% (6)	104
Employ: Retired	14% (68)	25% (121)	14% (66)	40% (189)	1% (5)	1% (5)	2% (10)	3% (14)	479
Employ: Unemployed	28% (60)	15% (32)	23% (48)	12% (26)	7% (16)	8% (17)	3% (7)	4% (8)	214
Employ: Other	21% (41)	16% (30)	21% (40)	16% (31)	7% (14)	7% (14)	6% (12)	5% (10)	192
Job Type: White-collar	26% (191)	20% (146)	19% (140)	16% (116)	6% (42)	6% (44)	4% (32)	2% (13)	723
Job Type: Blue-collar	26% (252)	22% (216)	19% (188)	16% (154)	4% (40)	7% (65)	4% (39)	3% (26)	980
Job Type: Don't Know	26% (129)	17% (83)	15% (76)	16% (81)	8% (39)	9% (44)	4% (20)	5% (26)	498
Military HH: Yes	21% (86)	24% (99)	16% (66)	20% (84)	6% (25)	6% (25)	4% (16)	4% (18)	419
Military HH: No	27% (486)	19% (346)	19% (338)	15% (267)	5% (96)	7% (127)	4% (76)	3% (47)	1782

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	26% (572)	20% (445)	18% (403)	16% (350)	5% (121)	7% (152)	4% (92)	3% (65)	2201
RD/WT: Right Direction	28% (259)	29% (269)	12% (108)	12% (112)	6% (50)	8% (69)	2% (20)	3% (24)	912
RD/WT: Wrong Track	24% (313)	14% (176)	23% (296)	18% (238)	5% (70)	6% (83)	6% (72)	3% (41)	1289
Strongly Approve	31% (147)	36% (169)	11% (54)	10% (48)	2% (10)	4% (21)	2% (11)	2% (11)	470
Somewhat Approve	32% (161)	24% (118)	13% (67)	16% (81)	4% (21)	5% (25)	2% (10)	3% (13)	496
Somewhat Disapprove	25% (70)	15% (43)	20% (57)	17% (48)	6% (17)	9% (27)	4% (12)	4% (11)	283
Strongly Disapprove	19% (157)	12% (97)	26% (209)	18% (147)	8% (67)	7% (57)	7% (57)	3% (24)	815
Don't Know / No Opinion	28% (38)	12% (17)	12% (17)	20% (27)	5% (6)	17% (23)	2% (3)	4% (6)	137
#1 Issue: Economy	100% (572)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	572
#1 Issue: Security	— (0)	100% (445)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	445
#1 Issue: Health Care	— (0)	— (0)	100% (403)	— (0)	— (0)	— (0)	— (0)	— (0)	403
#1 Issue: Medicare / Social Security	— (0)	— (0)	— (0)	100% (350)	— (0)	— (0)	— (0)	— (0)	350
#1 Issue: Women's Issues	— (0)	— (0)	— (0)	— (0)	100% (121)	— (0)	— (0)	— (0)	121
#1 Issue: Education	— (0)	— (0)	— (0)	— (0)	— (0)	100% (152)	— (0)	— (0)	152
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (92)	— (0)	92
#1 Issue: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (65)	65
2016 Vote: Democrat Hillary Clinton	20% (152)	11% (84)	26% (193)	19% (146)	8% (60)	7% (57)	6% (44)	2% (19)	754
2016 Vote: Republican Donald Trump	29% (227)	33% (255)	13% (101)	15% (116)	2% (13)	5% (42)	2% (16)	2% (16)	785
2016 Vote: Someone else	34% (53)	16% (24)	20% (30)	15% (24)	4% (6)	3% (5)	5% (8)	3% (5)	154
2012 Vote: Barack Obama	21% (186)	15% (136)	24% (215)	20% (175)	6% (51)	7% (60)	5% (49)	2% (21)	892
2012 Vote: Mitt Romney	31% (176)	34% (191)	11% (62)	16% (91)	2% (10)	2% (14)	2% (12)	2% (11)	565
2012 Vote: Other	32% (25)	23% (18)	15% (12)	12% (9)	6% (4)	1% (1)	3% (2)	9% (7)	77
2012 Vote: Didn't Vote	28% (185)	15% (101)	17% (115)	11% (75)	8% (56)	12% (78)	4% (29)	4% (27)	666
4-Region: Northeast	27% (107)	22% (87)	17% (67)	16% (66)	5% (21)	6% (23)	4% (17)	3% (14)	402
4-Region: Midwest	27% (127)	18% (85)	19% (92)	20% (94)	5% (22)	5% (26)	3% (16)	2% (12)	474
4-Region: South	25% (203)	20% (162)	18% (151)	15% (121)	6% (47)	9% (69)	4% (33)	4% (30)	815
4-Region: West	26% (135)	22% (111)	18% (94)	14% (70)	6% (31)	7% (33)	5% (26)	2% (10)	511

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

Table BRD1_1: How credible are each of the following?
CNN

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (588)	33% (730)	13% (294)	16% (361)	9% (194)	2% (35)	2201
Gender: Male	27% (285)	32% (337)	15% (159)	19% (201)	6% (60)	2% (17)	1060
Gender: Female	26% (302)	34% (393)	12% (136)	14% (159)	12% (134)	2% (17)	1141
Age: 18-29	27% (126)	30% (142)	17% (81)	13% (64)	9% (44)	4% (18)	476
Age: 30-44	32% (179)	35% (196)	11% (60)	13% (72)	8% (42)	2% (9)	559
Age: 45-54	26% (97)	36% (137)	9% (34)	15% (56)	13% (48)	2% (6)	377
Age: 55-64	24% (93)	35% (137)	15% (58)	19% (75)	7% (27)	— (0)	391
Age: 65+	23% (92)	30% (119)	15% (61)	23% (93)	8% (33)	— (1)	398
PID: Dem (no lean)	37% (292)	39% (310)	9% (68)	5% (36)	8% (67)	2% (13)	786
PID: Ind (no lean)	23% (164)	33% (238)	15% (106)	15% (110)	13% (92)	2% (11)	720
PID: Rep (no lean)	19% (132)	26% (181)	17% (121)	31% (214)	5% (36)	2% (11)	695
PID/Gender: Dem Men	39% (142)	40% (148)	9% (35)	5% (19)	5% (17)	2% (7)	367
PID/Gender: Dem Women	36% (149)	39% (163)	8% (33)	4% (18)	12% (49)	2% (6)	419
PID/Gender: Ind Men	24% (79)	30% (100)	16% (53)	18% (59)	10% (33)	2% (6)	330
PID/Gender: Ind Women	22% (85)	35% (138)	14% (53)	13% (51)	15% (59)	1% (4)	390
PID/Gender: Rep Men	18% (64)	25% (89)	20% (71)	34% (123)	3% (11)	1% (4)	363
PID/Gender: Rep Women	20% (68)	28% (92)	15% (49)	27% (91)	8% (25)	2% (7)	332
Tea Party: Supporter	27% (155)	27% (152)	14% (83)	25% (144)	6% (32)	1% (6)	572
Tea Party: Not Supporter	27% (430)	35% (574)	13% (211)	13% (214)	10% (162)	2% (28)	1619
Ideo: Liberal (1-3)	38% (266)	39% (270)	11% (75)	5% (33)	5% (34)	2% (17)	695
Ideo: Moderate (4)	25% (139)	39% (217)	13% (73)	10% (55)	11% (58)	2% (10)	551
Ideo: Conservative (5-7)	16% (118)	24% (176)	18% (128)	35% (251)	6% (45)	— (1)	718
Educ: < College	26% (401)	31% (490)	13% (210)	17% (262)	11% (173)	2% (30)	1567
Educ: Bachelors degree	29% (119)	37% (154)	13% (55)	16% (68)	4% (17)	1% (3)	416
Educ: Post-grad	31% (68)	39% (86)	13% (29)	14% (31)	2% (4)	1% (1)	219
Income: Under 50k	26% (350)	31% (418)	12% (165)	16% (210)	12% (156)	2% (31)	1329
Income: 50k-100k	28% (186)	35% (226)	15% (100)	17% (112)	4% (28)	— (2)	654
Income: 100k+	24% (52)	40% (87)	13% (29)	18% (39)	5% (10)	1% (1)	218

Continued on next page

Table BRD1_1: How credible are each of the following?

CNN

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (588)	33% (730)	13% (294)	16% (361)	9% (194)	2% (35)	2201
Ethnicity: White	24% (422)	34% (597)	14% (244)	18% (321)	8% (142)	1% (25)	1750
Ethnicity: Hispanic	31% (102)	40% (131)	11% (37)	10% (33)	6% (18)	2% (8)	329
Ethnicity: Afr. Am.	39% (106)	27% (71)	10% (28)	8% (22)	13% (36)	2% (5)	269
Ethnicity: Other	33% (60)	34% (62)	12% (22)	10% (18)	9% (16)	3% (5)	182
Relig: Protestant	24% (112)	29% (136)	18% (85)	23% (108)	7% (33)	— (1)	475
Relig: Roman Catholic	30% (155)	38% (195)	11% (58)	16% (81)	4% (23)	— (1)	513
Relig: Ath./Agn./None	26% (159)	34% (210)	13% (80)	12% (76)	12% (76)	2% (13)	613
Relig: Something Else	28% (97)	35% (122)	11% (37)	12% (44)	11% (37)	4% (13)	351
Relig: Jewish	28% (17)	42% (25)	13% (8)	10% (6)	4% (2)	3% (2)	60
Relig: Evangelical	28% (165)	30% (180)	13% (78)	21% (127)	7% (42)	1% (7)	600
Relig: Non-Evang. Catholics	26% (167)	34% (216)	15% (98)	18% (114)	6% (40)	— (1)	636
Relig: All Christian	27% (332)	32% (396)	14% (177)	20% (241)	7% (82)	1% (8)	1235
Relig: All Non-Christian	27% (256)	34% (332)	12% (117)	12% (119)	12% (112)	3% (27)	964
Community: Urban	31% (195)	32% (206)	12% (79)	12% (76)	11% (71)	2% (12)	638
Community: Suburban	26% (257)	36% (356)	14% (137)	18% (178)	6% (58)	1% (14)	999
Community: Rural	24% (136)	30% (168)	14% (78)	19% (107)	12% (65)	2% (8)	564
Employ: Private Sector	30% (199)	37% (244)	15% (103)	13% (88)	4% (30)	1% (4)	668
Employ: Government	27% (34)	35% (43)	13% (16)	15% (18)	10% (12)	— (0)	124
Employ: Self-Employed	23% (46)	38% (75)	14% (28)	20% (40)	4% (8)	1% (1)	198
Employ: Homemaker	23% (51)	28% (62)	12% (26)	18% (39)	18% (39)	2% (5)	223
Employ: Student	24% (25)	29% (30)	12% (13)	21% (22)	10% (10)	4% (4)	104
Employ: Retired	25% (118)	30% (143)	14% (67)	23% (110)	8% (39)	— (2)	479
Employ: Unemployed	25% (53)	34% (73)	11% (24)	12% (25)	15% (31)	3% (7)	214
Employ: Other	32% (62)	31% (59)	9% (17)	10% (19)	13% (25)	5% (10)	192
Job Type: White-collar	31% (222)	37% (265)	13% (95)	15% (108)	4% (27)	1% (6)	723
Job Type: Blue-collar	25% (241)	34% (332)	15% (145)	19% (188)	7% (66)	1% (9)	980
Job Type: Don't Know	25% (125)	27% (133)	11% (54)	13% (64)	20% (101)	4% (20)	498
Military HH: Yes	26% (110)	32% (134)	14% (59)	20% (84)	6% (27)	1% (5)	419
Military HH: No	27% (478)	33% (596)	13% (235)	16% (277)	9% (167)	2% (29)	1782

Continued on next page

Table BRD1_1: How credible are each of the following?

CNN

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (588)	33% (730)	13% (294)	16% (361)	9% (194)	2% (35)	2201
RD/WT: Right Direction	24% (215)	26% (241)	16% (148)	25% (229)	7% (68)	1% (11)	912
RD/WT: Wrong Track	29% (373)	38% (489)	11% (146)	10% (132)	10% (126)	2% (24)	1289
Strongly Approve	19% (91)	21% (100)	13% (62)	39% (185)	6% (31)	— (2)	470
Somewhat Approve	20% (99)	32% (160)	20% (99)	19% (96)	7% (35)	2% (8)	496
Somewhat Disapprove	27% (76)	42% (120)	15% (44)	9% (26)	6% (17)	— (0)	283
Strongly Disapprove	36% (296)	39% (320)	9% (77)	6% (46)	7% (59)	2% (16)	815
Don't Know / No Opinion	19% (26)	22% (30)	9% (12)	6% (8)	38% (52)	7% (9)	137
#1 Issue: Economy	23% (132)	37% (209)	13% (73)	18% (103)	9% (51)	1% (4)	572
#1 Issue: Security	23% (103)	26% (114)	15% (65)	30% (132)	6% (27)	1% (4)	445
#1 Issue: Health Care	31% (124)	36% (144)	14% (56)	11% (43)	8% (32)	1% (4)	403
#1 Issue: Medicare / Social Security	32% (112)	32% (113)	11% (40)	12% (41)	12% (42)	1% (2)	350
#1 Issue: Women's Issues	34% (40)	33% (39)	14% (16)	8% (9)	10% (11)	3% (3)	121
#1 Issue: Education	27% (40)	30% (46)	19% (29)	9% (13)	11% (16)	5% (7)	152
#1 Issue: Energy	25% (23)	48% (44)	12% (11)	6% (6)	2% (2)	7% (6)	92
#1 Issue: Other	19% (12)	32% (21)	5% (3)	20% (13)	18% (12)	6% (4)	65
2016 Vote: Democrat Hillary Clinton	40% (300)	42% (314)	8% (61)	2% (17)	7% (53)	1% (10)	754
2016 Vote: Republican Donald Trump	17% (133)	25% (200)	17% (133)	33% (260)	7% (53)	1% (6)	785
2016 Vote: Someone else	20% (31)	38% (59)	18% (28)	17% (27)	6% (9)	— (1)	154
2012 Vote: Barack Obama	36% (325)	41% (369)	10% (88)	5% (44)	7% (59)	1% (7)	892
2012 Vote: Mitt Romney	14% (82)	26% (147)	16% (92)	36% (202)	7% (40)	— (2)	565
2012 Vote: Other	13% (10)	26% (20)	20% (15)	27% (21)	12% (9)	3% (3)	77
2012 Vote: Didn't Vote	26% (170)	29% (195)	15% (99)	14% (93)	13% (86)	3% (22)	666
4-Region: Northeast	27% (109)	32% (130)	13% (54)	16% (63)	11% (43)	1% (2)	402
4-Region: Midwest	29% (137)	34% (162)	12% (58)	16% (75)	8% (36)	1% (7)	474
4-Region: South	26% (209)	29% (238)	16% (134)	18% (146)	9% (77)	1% (12)	815
4-Region: West	26% (133)	39% (200)	9% (48)	15% (77)	8% (39)	3% (14)	511

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

Table BRD1_2: How credible are each of the following?

Fox News

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (557)	31% (690)	15% (328)	18% (403)	9% (196)	1% (27)	2201
Gender: Male	26% (276)	32% (335)	14% (144)	21% (221)	7% (70)	1% (14)	1060
Gender: Female	25% (281)	31% (355)	16% (185)	16% (181)	11% (126)	1% (13)	1141
Age: 18-29	25% (117)	26% (122)	18% (85)	20% (96)	8% (40)	3% (16)	476
Age: 30-44	30% (170)	31% (174)	12% (65)	18% (102)	7% (41)	1% (6)	559
Age: 45-54	24% (89)	37% (141)	10% (39)	16% (60)	12% (44)	1% (4)	377
Age: 55-64	25% (96)	33% (129)	14% (56)	18% (70)	10% (39)	— (0)	391
Age: 65+	21% (84)	31% (125)	21% (83)	19% (74)	8% (31)	— (1)	398
PID: Dem (no lean)	21% (167)	28% (221)	15% (116)	26% (205)	8% (65)	1% (12)	786
PID: Ind (no lean)	23% (164)	27% (196)	17% (124)	19% (139)	12% (89)	1% (9)	720
PID: Rep (no lean)	33% (226)	39% (273)	13% (88)	8% (58)	6% (42)	1% (7)	695
PID/Gender: Dem Men	24% (87)	29% (106)	10% (38)	31% (112)	5% (19)	1% (4)	367
PID/Gender: Dem Women	19% (79)	28% (116)	19% (78)	22% (93)	11% (46)	2% (7)	419
PID/Gender: Ind Men	21% (69)	23% (77)	19% (63)	24% (79)	11% (36)	2% (6)	330
PID/Gender: Ind Women	24% (95)	31% (119)	15% (60)	15% (60)	13% (52)	1% (3)	390
PID/Gender: Rep Men	33% (120)	42% (153)	12% (42)	8% (30)	4% (15)	1% (4)	363
PID/Gender: Rep Women	32% (107)	36% (120)	14% (46)	8% (28)	8% (27)	1% (3)	332
Tea Party: Supporter	40% (229)	35% (203)	11% (65)	7% (38)	6% (34)	1% (3)	572
Tea Party: Not Supporter	20% (327)	30% (483)	16% (262)	22% (361)	10% (161)	1% (24)	1619
Ideo: Liberal (1-3)	25% (175)	22% (151)	16% (111)	31% (218)	5% (31)	1% (9)	695
Ideo: Moderate (4)	19% (107)	34% (188)	17% (92)	17% (94)	11% (62)	2% (8)	551
Ideo: Conservative (5-7)	31% (223)	38% (275)	14% (104)	9% (64)	7% (48)	1% (4)	718
Educ: < College	27% (423)	31% (488)	13% (201)	16% (258)	11% (174)	1% (23)	1567
Educ: Bachelors degree	22% (89)	33% (136)	19% (80)	21% (88)	4% (18)	1% (3)	416
Educ: Post-grad	20% (45)	30% (66)	21% (47)	26% (56)	2% (4)	1% (1)	219
Income: Under 50k	27% (363)	29% (392)	13% (171)	17% (231)	11% (149)	2% (22)	1329
Income: 50k-100k	23% (152)	35% (228)	18% (118)	18% (118)	5% (33)	1% (4)	654
Income: 100k+	19% (41)	32% (70)	18% (39)	24% (53)	6% (13)	1% (1)	218

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Table BRD1_2: How credible are each of the following?

Fox News

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (557)	31% (690)	15% (328)	18% (403)	9% (196)	1% (27)	2201
Ethnicity: White	24% (428)	33% (580)	16% (273)	18% (313)	8% (138)	1% (19)	1750
Ethnicity: Hispanic	29% (97)	33% (109)	12% (39)	17% (56)	8% (26)	1% (2)	329
Ethnicity: Afr. Am.	27% (73)	22% (58)	13% (36)	19% (51)	16% (43)	3% (7)	269
Ethnicity: Other	31% (56)	29% (52)	11% (20)	21% (38)	8% (14)	1% (1)	182
Relig: Protestant	24% (115)	36% (170)	19% (90)	13% (62)	8% (37)	— (1)	475
Relig: Roman Catholic	31% (160)	37% (191)	13% (65)	14% (70)	4% (22)	1% (5)	513
Relig: Ath./Agn./None	19% (119)	26% (157)	14% (88)	28% (169)	11% (66)	2% (13)	613
Relig: Something Else	22% (79)	26% (93)	16% (56)	22% (78)	11% (39)	2% (7)	351
Relig: Jewish	13% (8)	30% (18)	22% (13)	25% (15)	8% (5)	2% (1)	60
Relig: Evangelical	35% (211)	35% (211)	13% (79)	8% (47)	8% (49)	— (2)	600
Relig: Non-Evang. Catholics	23% (147)	36% (228)	16% (105)	17% (109)	7% (41)	1% (5)	636
Relig: All Christian	29% (359)	35% (438)	15% (184)	13% (156)	7% (91)	1% (7)	1235
Relig: All Non-Christian	21% (198)	26% (250)	15% (144)	26% (247)	11% (105)	2% (20)	964
Community: Urban	29% (185)	31% (195)	13% (86)	15% (96)	10% (66)	2% (11)	638
Community: Suburban	22% (224)	32% (323)	16% (163)	21% (214)	7% (66)	1% (8)	999
Community: Rural	26% (148)	31% (172)	14% (80)	16% (93)	11% (63)	1% (8)	564
Employ: Private Sector	25% (165)	35% (235)	13% (87)	21% (139)	5% (36)	1% (5)	668
Employ: Government	30% (37)	26% (33)	18% (22)	18% (22)	7% (8)	1% (2)	124
Employ: Self-Employed	25% (50)	25% (49)	20% (39)	25% (50)	4% (7)	1% (1)	198
Employ: Homemaker	28% (62)	30% (67)	15% (34)	11% (25)	14% (32)	2% (4)	223
Employ: Student	21% (21)	24% (24)	18% (18)	23% (24)	11% (12)	3% (4)	104
Employ: Retired	23% (108)	32% (156)	18% (86)	18% (88)	9% (41)	— (1)	479
Employ: Unemployed	25% (53)	32% (69)	11% (24)	13% (27)	16% (34)	3% (7)	214
Employ: Other	31% (60)	30% (58)	9% (18)	14% (27)	13% (25)	2% (4)	192
Job Type: White-collar	25% (180)	31% (226)	19% (136)	20% (148)	4% (28)	1% (5)	723
Job Type: Blue-collar	25% (245)	34% (335)	13% (132)	19% (187)	8% (75)	1% (7)	980
Job Type: Don't Know	26% (132)	26% (129)	12% (61)	14% (68)	19% (92)	3% (16)	498
Military HH: Yes	25% (104)	33% (136)	16% (67)	19% (78)	8% (32)	— (1)	419
Military HH: No	25% (453)	31% (554)	15% (261)	18% (325)	9% (163)	1% (26)	1782

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Table BRD1_2: How credible are each of the following?

Fox News

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	25% (557)	31% (690)	15% (328)	18% (403)	9% (196)	1% (27)	2201
RD/WT: Right Direction	36% (330)	36% (330)	12% (108)	7% (66)	8% (69)	1% (9)	912
RD/WT: Wrong Track	18% (227)	28% (360)	17% (221)	26% (336)	10% (127)	1% (18)	1289
Strongly Approve	46% (218)	30% (140)	8% (37)	9% (42)	6% (30)	1% (2)	470
Somewhat Approve	23% (114)	43% (213)	19% (93)	8% (37)	6% (32)	1% (7)	496
Somewhat Disapprove	20% (56)	44% (125)	17% (49)	12% (34)	7% (20)	— (1)	283
Strongly Disapprove	18% (149)	21% (175)	17% (139)	34% (280)	8% (62)	1% (9)	815
Don't Know / No Opinion	14% (20)	27% (37)	8% (10)	7% (9)	38% (52)	6% (9)	137
#1 Issue: Economy	26% (150)	38% (220)	12% (69)	15% (86)	8% (45)	— (3)	572
#1 Issue: Security	33% (146)	35% (157)	13% (59)	11% (48)	7% (33)	— (2)	445
#1 Issue: Health Care	22% (89)	27% (109)	18% (71)	22% (90)	9% (36)	2% (7)	403
#1 Issue: Medicare / Social Security	24% (85)	29% (101)	17% (60)	18% (63)	12% (42)	— (0)	350
#1 Issue: Women's Issues	22% (26)	23% (28)	19% (23)	25% (30)	9% (11)	2% (2)	121
#1 Issue: Education	21% (32)	21% (33)	17% (25)	26% (39)	11% (17)	3% (5)	152
#1 Issue: Energy	22% (20)	25% (23)	18% (17)	32% (29)	1% (1)	3% (2)	92
#1 Issue: Other	12% (8)	31% (20)	7% (5)	26% (17)	17% (11)	8% (5)	65
2016 Vote: Democrat Hillary Clinton	21% (160)	26% (193)	15% (109)	30% (225)	8% (59)	1% (8)	754
2016 Vote: Republican Donald Trump	32% (249)	37% (294)	14% (114)	8% (67)	7% (58)	1% (4)	785
2016 Vote: Someone else	18% (28)	27% (41)	27% (41)	24% (37)	4% (7)	— (0)	154
2012 Vote: Barack Obama	22% (198)	27% (242)	16% (139)	27% (241)	8% (70)	— (4)	892
2012 Vote: Mitt Romney	30% (169)	39% (223)	13% (75)	10% (59)	7% (38)	— (1)	565
2012 Vote: Other	19% (14)	30% (23)	19% (15)	17% (13)	12% (9)	3% (3)	77
2012 Vote: Didn't Vote	26% (175)	30% (203)	15% (99)	13% (90)	12% (79)	3% (20)	666
4-Region: Northeast	25% (102)	33% (131)	13% (51)	19% (78)	9% (36)	1% (4)	402
4-Region: Midwest	25% (119)	33% (156)	15% (69)	19% (91)	6% (30)	2% (8)	474
4-Region: South	26% (214)	28% (230)	15% (126)	17% (141)	12% (96)	1% (8)	815
4-Region: West	24% (122)	34% (174)	16% (82)	18% (93)	7% (33)	1% (7)	511

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

Table BRD1_3: How credible are each of the following?
MSNBC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	22% (487)	34% (750)	13% (297)	15% (336)	12% (267)	3% (64)	2201
Gender: Male	23% (239)	34% (362)	16% (165)	19% (201)	7% (76)	2% (17)	1060
Gender: Female	22% (249)	34% (388)	12% (132)	12% (136)	17% (191)	4% (46)	1141
Age: 18-29	19% (90)	34% (161)	17% (79)	10% (45)	14% (67)	7% (33)	476
Age: 30-44	26% (146)	35% (193)	15% (84)	11% (63)	10% (58)	2% (14)	559
Age: 45-54	25% (93)	35% (133)	10% (37)	15% (58)	14% (52)	1% (5)	377
Age: 55-64	20% (77)	38% (148)	10% (40)	21% (83)	10% (38)	1% (5)	391
Age: 65+	20% (81)	29% (114)	14% (56)	22% (87)	13% (53)	2% (7)	398
PID: Dem (no lean)	32% (248)	38% (297)	12% (91)	4% (33)	12% (93)	3% (24)	786
PID: Ind (no lean)	19% (135)	35% (250)	14% (98)	14% (103)	16% (114)	3% (20)	720
PID: Rep (no lean)	15% (105)	29% (202)	15% (107)	29% (201)	9% (59)	3% (20)	695
PID/Gender: Dem Men	34% (123)	39% (144)	15% (55)	5% (17)	5% (19)	2% (8)	367
PID/Gender: Dem Women	30% (125)	36% (153)	9% (36)	4% (16)	18% (74)	4% (16)	419
PID/Gender: Ind Men	20% (65)	35% (116)	15% (49)	17% (58)	12% (41)	1% (2)	330
PID/Gender: Ind Women	18% (69)	34% (135)	13% (50)	12% (45)	19% (74)	5% (18)	390
PID/Gender: Rep Men	14% (51)	28% (102)	17% (61)	35% (126)	4% (16)	2% (7)	363
PID/Gender: Rep Women	16% (55)	30% (101)	14% (47)	22% (75)	13% (43)	4% (13)	332
Tea Party: Supporter	23% (130)	29% (163)	14% (81)	25% (140)	8% (43)	2% (14)	572
Tea Party: Not Supporter	22% (356)	36% (578)	13% (216)	12% (195)	14% (224)	3% (50)	1619
Ideo: Liberal (1-3)	34% (234)	39% (270)	11% (79)	6% (42)	8% (54)	2% (16)	695
Ideo: Moderate (4)	21% (116)	39% (213)	13% (73)	9% (50)	14% (76)	4% (23)	551
Ideo: Conservative (5-7)	13% (93)	28% (200)	17% (120)	32% (228)	10% (70)	1% (6)	718
Educ: < College	22% (349)	32% (504)	12% (188)	16% (248)	14% (223)	4% (55)	1567
Educ: Bachelors degree	21% (88)	40% (167)	16% (68)	13% (56)	8% (33)	1% (6)	416
Educ: Post-grad	23% (51)	36% (79)	19% (41)	15% (33)	5% (11)	1% (3)	219
Income: Under 50k	22% (297)	31% (415)	13% (167)	15% (199)	15% (195)	4% (55)	1329
Income: 50k-100k	22% (142)	38% (249)	16% (102)	15% (99)	8% (54)	1% (8)	654
Income: 100k+	22% (48)	39% (85)	13% (28)	18% (38)	8% (17)	1% (1)	218

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Table BRD1_3: How credible are each of the following?

MSNBC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	22% (487)	34% (750)	13% (297)	15% (336)	12% (267)	3% (64)	2201
Ethnicity: White	21% (362)	35% (611)	14% (241)	16% (286)	12% (205)	3% (45)	1750
Ethnicity: Hispanic	28% (92)	35% (115)	12% (39)	9% (30)	10% (33)	6% (20)	329
Ethnicity: Afr. Am.	29% (78)	30% (81)	13% (34)	9% (24)	15% (41)	4% (10)	269
Ethnicity: Other	26% (47)	31% (57)	12% (22)	14% (26)	11% (20)	5% (10)	182
Relig: Protestant	18% (85)	31% (145)	15% (73)	24% (114)	11% (54)	1% (3)	475
Relig: Roman Catholic	27% (140)	37% (189)	13% (68)	14% (71)	7% (35)	2% (11)	513
Relig: Ath./Agn./None	21% (129)	39% (238)	13% (78)	10% (61)	15% (89)	3% (18)	613
Relig: Something Else	23% (82)	31% (109)	13% (45)	13% (47)	15% (52)	4% (15)	351
Relig: Jewish	27% (16)	34% (20)	13% (8)	11% (7)	13% (8)	2% (1)	60
Relig: Evangelical	23% (138)	29% (171)	13% (80)	20% (122)	11% (66)	4% (22)	600
Relig: Non-Evang. Catholics	22% (138)	36% (229)	15% (94)	17% (106)	9% (59)	1% (8)	636
Relig: All Christian	22% (276)	32% (401)	14% (174)	18% (228)	10% (125)	2% (30)	1235
Relig: All Non-Christian	22% (211)	36% (347)	13% (123)	11% (108)	15% (141)	3% (33)	964
Community: Urban	25% (160)	35% (223)	12% (77)	11% (73)	14% (87)	3% (19)	638
Community: Suburban	21% (212)	35% (347)	15% (145)	17% (171)	10% (99)	2% (25)	999
Community: Rural	21% (116)	32% (179)	13% (75)	16% (93)	14% (81)	4% (20)	564
Employ: Private Sector	25% (167)	38% (252)	16% (107)	13% (85)	7% (50)	1% (7)	668
Employ: Government	23% (28)	39% (48)	14% (18)	13% (16)	11% (14)	— (1)	124
Employ: Self-Employed	19% (37)	36% (72)	21% (42)	15% (31)	6% (11)	3% (6)	198
Employ: Homemaker	20% (44)	29% (65)	10% (22)	13% (28)	21% (46)	8% (17)	223
Employ: Student	14% (14)	33% (34)	14% (14)	12% (12)	17% (18)	10% (11)	104
Employ: Retired	20% (98)	33% (156)	10% (48)	25% (122)	11% (51)	1% (6)	479
Employ: Unemployed	22% (47)	29% (62)	12% (26)	13% (28)	19% (41)	5% (10)	214
Employ: Other	27% (52)	31% (60)	11% (21)	8% (16)	19% (36)	3% (6)	192
Job Type: White-collar	27% (196)	36% (259)	13% (96)	16% (112)	7% (48)	2% (11)	723
Job Type: Blue-collar	20% (195)	36% (348)	15% (145)	18% (172)	10% (101)	2% (19)	980
Job Type: Don't Know	19% (96)	29% (143)	11% (55)	10% (51)	24% (118)	7% (34)	498
Military HH: Yes	23% (98)	31% (129)	15% (63)	19% (81)	10% (42)	1% (6)	419
Military HH: No	22% (390)	35% (621)	13% (233)	14% (256)	13% (224)	3% (58)	1782

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Table BRD1_3: How credible are each of the following?

MSNBC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	22% (487)	34% (750)	13% (297)	15% (336)	12% (267)	3% (64)	2201
RD/WT: Right Direction	19% (170)	30% (272)	14% (132)	24% (215)	11% (98)	3% (25)	912
RD/WT: Wrong Track	25% (317)	37% (478)	13% (165)	9% (121)	13% (169)	3% (39)	1289
Strongly Approve	19% (89)	23% (108)	12% (56)	36% (170)	9% (43)	1% (3)	470
Somewhat Approve	12% (61)	37% (183)	19% (93)	17% (87)	10% (52)	4% (19)	496
Somewhat Disapprove	18% (52)	44% (124)	17% (48)	9% (27)	11% (30)	1% (2)	283
Strongly Disapprove	32% (263)	37% (299)	11% (94)	5% (43)	11% (88)	3% (28)	815
Don't Know / No Opinion	16% (22)	26% (36)	4% (6)	7% (9)	39% (54)	8% (11)	137
#1 Issue: Economy	18% (103)	38% (215)	15% (87)	16% (90)	10% (60)	3% (17)	572
#1 Issue: Security	18% (81)	28% (124)	14% (63)	29% (129)	10% (43)	1% (5)	445
#1 Issue: Health Care	28% (111)	37% (150)	10% (42)	11% (46)	10% (41)	3% (12)	403
#1 Issue: Medicare / Social Security	24% (85)	35% (124)	11% (38)	11% (39)	16% (55)	3% (9)	350
#1 Issue: Women's Issues	24% (29)	36% (43)	15% (18)	5% (6)	17% (20)	3% (4)	121
#1 Issue: Education	27% (42)	24% (36)	19% (29)	9% (13)	16% (24)	6% (9)	152
#1 Issue: Energy	30% (28)	38% (35)	16% (15)	5% (5)	7% (7)	3% (2)	92
#1 Issue: Other	11% (7)	36% (23)	7% (4)	11% (7)	26% (17)	9% (6)	65
2016 Vote: Democrat Hillary Clinton	33% (250)	41% (310)	12% (90)	2% (18)	10% (74)	2% (13)	754
2016 Vote: Republican Donald Trump	15% (115)	27% (212)	15% (115)	31% (245)	11% (85)	2% (14)	785
2016 Vote: Someone else	16% (25)	38% (58)	19% (29)	17% (26)	9% (14)	1% (1)	154
2012 Vote: Barack Obama	30% (269)	41% (365)	12% (111)	6% (50)	10% (85)	1% (12)	892
2012 Vote: Mitt Romney	13% (73)	28% (156)	16% (91)	34% (190)	9% (53)	— (2)	565
2012 Vote: Other	10% (8)	24% (19)	20% (15)	26% (20)	16% (12)	4% (3)	77
2012 Vote: Didn't Vote	20% (136)	32% (210)	12% (80)	11% (76)	18% (117)	7% (47)	666
4-Region: Northeast	23% (93)	35% (142)	14% (55)	13% (53)	14% (55)	1% (4)	402
4-Region: Midwest	23% (108)	39% (185)	11% (54)	14% (66)	10% (46)	3% (15)	474
4-Region: South	21% (169)	32% (264)	13% (107)	17% (141)	13% (110)	3% (23)	815
4-Region: West	23% (118)	31% (158)	16% (81)	15% (75)	11% (56)	4% (22)	511

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

Table BRD1_4: How credible are each of the following?

ABC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (591)	40% (872)	13% (283)	10% (217)	10% (217)	1% (21)	2201
Gender: Male	26% (279)	40% (422)	14% (144)	12% (123)	8% (80)	1% (12)	1060
Gender: Female	27% (312)	39% (449)	12% (140)	8% (94)	12% (137)	1% (9)	1141
Age: 18-29	25% (120)	35% (167)	15% (71)	8% (37)	16% (74)	1% (7)	476
Age: 30-44	33% (185)	40% (224)	11% (63)	7% (40)	7% (39)	2% (8)	559
Age: 45-54	26% (97)	43% (163)	9% (35)	8% (30)	13% (48)	1% (5)	377
Age: 55-64	26% (100)	40% (155)	14% (53)	14% (53)	7% (29)	— (0)	391
Age: 65+	22% (89)	41% (163)	15% (61)	14% (56)	7% (27)	— (1)	398
PID: Dem (no lean)	38% (299)	42% (328)	9% (68)	3% (25)	8% (61)	1% (5)	786
PID: Ind (no lean)	23% (166)	40% (287)	13% (95)	10% (73)	13% (95)	1% (6)	720
PID: Rep (no lean)	18% (126)	37% (257)	17% (120)	17% (119)	9% (62)	2% (11)	695
PID/Gender: Dem Men	40% (147)	42% (155)	8% (31)	3% (13)	5% (17)	1% (4)	367
PID/Gender: Dem Women	36% (152)	41% (173)	9% (37)	3% (13)	10% (43)	— (1)	419
PID/Gender: Ind Men	21% (70)	40% (132)	14% (45)	12% (40)	12% (41)	— (1)	330
PID/Gender: Ind Women	24% (95)	40% (155)	13% (50)	8% (32)	14% (53)	1% (5)	390
PID/Gender: Rep Men	17% (62)	37% (136)	18% (67)	19% (70)	6% (22)	2% (7)	363
PID/Gender: Rep Women	19% (64)	37% (122)	16% (53)	15% (49)	12% (40)	1% (4)	332
Tea Party: Supporter	27% (154)	33% (188)	16% (92)	16% (91)	8% (45)	1% (3)	572
Tea Party: Not Supporter	27% (436)	42% (675)	12% (191)	8% (126)	11% (172)	1% (18)	1619
Ideo: Liberal (1-3)	38% (262)	42% (290)	8% (57)	5% (32)	7% (48)	1% (5)	695
Ideo: Moderate (4)	26% (143)	44% (242)	11% (62)	6% (35)	11% (59)	2% (9)	551
Ideo: Conservative (5-7)	16% (112)	37% (264)	20% (145)	19% (135)	8% (61)	— (1)	718
Educ: < College	27% (422)	37% (584)	12% (189)	11% (166)	12% (190)	1% (16)	1567
Educ: Bachelors degree	26% (109)	45% (187)	15% (61)	8% (33)	5% (22)	1% (3)	416
Educ: Post-grad	27% (60)	46% (100)	15% (33)	8% (18)	2% (5)	1% (2)	219
Income: Under 50k	28% (374)	37% (488)	12% (160)	10% (128)	12% (164)	1% (15)	1329
Income: 50k-100k	25% (165)	44% (287)	14% (93)	10% (66)	6% (39)	1% (4)	654
Income: 100k+	24% (52)	44% (97)	14% (30)	11% (23)	7% (15)	1% (1)	218

Continued on next page

Table BRD1_4: How credible are each of the following?

ABC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (591)	40% (872)	13% (283)	10% (217)	10% (217)	1% (21)	2201
Ethnicity: White	25% (431)	40% (708)	15% (254)	10% (180)	9% (161)	1% (17)	1750
Ethnicity: Hispanic	32% (104)	40% (132)	11% (36)	7% (23)	10% (32)	1% (2)	329
Ethnicity: Afr. Am.	37% (99)	34% (90)	7% (20)	7% (20)	14% (37)	1% (3)	269
Ethnicity: Other	34% (61)	40% (73)	5% (9)	9% (17)	11% (20)	1% (1)	182
Relig: Protestant	22% (106)	39% (186)	18% (84)	13% (61)	8% (36)	— (1)	475
Relig: Roman Catholic	31% (157)	43% (223)	12% (61)	8% (42)	5% (27)	1% (4)	513
Relig: Ath./Agn./None	27% (165)	40% (245)	11% (68)	8% (50)	12% (75)	2% (10)	613
Relig: Something Else	28% (97)	35% (122)	13% (46)	9% (32)	14% (51)	1% (3)	351
Relig: Jewish	32% (19)	33% (20)	14% (8)	10% (6)	10% (6)	1% (1)	60
Relig: Evangelical	26% (158)	39% (235)	12% (74)	13% (79)	8% (50)	1% (4)	600
Relig: Non-Evang. Catholics	27% (171)	42% (268)	15% (95)	9% (56)	7% (42)	1% (4)	636
Relig: All Christian	27% (329)	41% (503)	14% (169)	11% (135)	7% (92)	1% (7)	1235
Relig: All Non-Christian	27% (262)	38% (367)	12% (114)	9% (82)	13% (125)	1% (14)	964
Community: Urban	32% (206)	37% (237)	10% (65)	8% (51)	11% (73)	1% (6)	638
Community: Suburban	24% (244)	42% (422)	14% (137)	11% (105)	8% (85)	1% (6)	999
Community: Rural	25% (140)	38% (212)	14% (82)	11% (61)	11% (59)	2% (9)	564
Employ: Private Sector	29% (194)	42% (278)	13% (89)	8% (51)	7% (47)	1% (7)	668
Employ: Government	24% (30)	49% (60)	15% (19)	5% (6)	7% (9)	— (1)	124
Employ: Self-Employed	26% (51)	40% (80)	15% (29)	14% (27)	6% (11)	— (1)	198
Employ: Homemaker	22% (49)	34% (76)	16% (36)	7% (17)	18% (39)	3% (6)	223
Employ: Student	20% (20)	37% (38)	12% (13)	11% (11)	19% (20)	1% (1)	104
Employ: Retired	24% (113)	41% (196)	14% (65)	15% (73)	7% (32)	— (1)	479
Employ: Unemployed	29% (62)	35% (75)	8% (18)	11% (24)	15% (32)	1% (3)	214
Employ: Other	37% (71)	35% (68)	7% (14)	5% (9)	14% (27)	1% (3)	192
Job Type: White-collar	30% (219)	43% (313)	13% (92)	9% (64)	4% (31)	1% (4)	723
Job Type: Blue-collar	23% (229)	41% (402)	14% (142)	12% (116)	9% (85)	1% (5)	980
Job Type: Don't Know	29% (143)	31% (157)	10% (49)	7% (37)	20% (100)	2% (12)	498
Military HH: Yes	27% (112)	40% (169)	14% (57)	11% (46)	8% (34)	— (1)	419
Military HH: No	27% (479)	39% (703)	13% (226)	10% (171)	10% (183)	1% (20)	1782

Continued on next page

Table BRD1_4: How credible are each of the following?

ABC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (591)	40% (872)	13% (283)	10% (217)	10% (217)	1% (21)	2201
RD/WT: Right Direction	25% (224)	34% (313)	15% (140)	16% (143)	9% (83)	1% (9)	912
RD/WT: Wrong Track	28% (367)	43% (559)	11% (143)	6% (74)	10% (134)	1% (12)	1289
Strongly Approve	22% (105)	27% (127)	16% (73)	26% (120)	8% (38)	1% (6)	470
Somewhat Approve	20% (99)	42% (206)	20% (101)	8% (41)	8% (41)	1% (7)	496
Somewhat Disapprove	25% (71)	50% (140)	14% (38)	5% (14)	7% (20)	— (0)	283
Strongly Disapprove	36% (291)	44% (355)	8% (63)	5% (37)	8% (62)	1% (6)	815
Don't Know / No Opinion	18% (25)	31% (43)	5% (7)	4% (5)	41% (56)	1% (2)	137
#1 Issue: Economy	25% (141)	42% (243)	14% (82)	10% (57)	8% (45)	1% (5)	572
#1 Issue: Security	21% (96)	34% (150)	17% (77)	19% (84)	8% (36)	— (2)	445
#1 Issue: Health Care	30% (122)	41% (166)	12% (47)	7% (29)	9% (35)	1% (5)	403
#1 Issue: Medicare / Social Security	30% (106)	43% (149)	10% (35)	7% (24)	10% (35)	— (0)	350
#1 Issue: Women's Issues	32% (39)	34% (41)	13% (16)	5% (7)	14% (17)	— (1)	121
#1 Issue: Education	31% (47)	37% (57)	11% (17)	4% (6)	16% (24)	1% (1)	152
#1 Issue: Energy	32% (29)	47% (43)	6% (5)	3% (3)	10% (9)	3% (2)	92
#1 Issue: Other	17% (11)	35% (22)	6% (4)	12% (8)	24% (15)	7% (5)	65
2016 Vote: Democrat Hillary Clinton	38% (288)	46% (346)	7% (50)	2% (13)	7% (52)	1% (5)	754
2016 Vote: Republican Donald Trump	18% (139)	33% (263)	20% (153)	19% (152)	9% (71)	1% (7)	785
2016 Vote: Someone else	20% (31)	50% (77)	18% (27)	8% (12)	4% (7)	— (0)	154
2012 Vote: Barack Obama	36% (320)	46% (409)	7% (62)	4% (35)	7% (64)	— (2)	892
2012 Vote: Mitt Romney	14% (81)	36% (205)	21% (119)	20% (115)	7% (41)	1% (3)	565
2012 Vote: Other	8% (6)	35% (27)	24% (18)	17% (13)	13% (10)	4% (3)	77
2012 Vote: Didn't Vote	27% (183)	35% (230)	13% (84)	8% (54)	15% (102)	2% (13)	666
4-Region: Northeast	26% (106)	40% (160)	13% (51)	9% (37)	12% (47)	— (1)	402
4-Region: Midwest	31% (145)	43% (204)	10% (48)	9% (42)	6% (29)	1% (6)	474
4-Region: South	26% (210)	37% (301)	13% (105)	12% (95)	12% (95)	1% (8)	815
4-Region: West	25% (130)	40% (207)	16% (79)	8% (43)	9% (46)	1% (6)	511

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

Table BRD1_5: How credible are each of the following?
CBS

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	26% (581)	39% (865)	13% (278)	11% (233)	10% (221)	1% (22)	2201
Gender: Male	26% (277)	38% (402)	15% (157)	13% (134)	8% (80)	1% (10)	1060
Gender: Female	27% (304)	41% (463)	11% (121)	9% (99)	12% (141)	1% (13)	1141
Age: 18-29	23% (109)	35% (169)	16% (78)	9% (44)	14% (65)	2% (10)	476
Age: 30-44	31% (174)	39% (220)	11% (62)	8% (44)	9% (51)	1% (7)	559
Age: 45-54	25% (96)	43% (163)	10% (37)	9% (33)	12% (45)	1% (4)	377
Age: 55-64	25% (98)	41% (160)	12% (47)	13% (52)	8% (33)	— (0)	391
Age: 65+	26% (104)	39% (153)	13% (53)	15% (59)	7% (27)	— (1)	398
PID: Dem (no lean)	36% (279)	43% (341)	9% (74)	3% (27)	7% (59)	1% (7)	786
PID: Ind (no lean)	23% (168)	39% (281)	12% (89)	10% (75)	14% (100)	1% (8)	720
PID: Rep (no lean)	19% (134)	35% (243)	17% (115)	19% (132)	9% (63)	1% (8)	695
PID/Gender: Dem Men	35% (129)	43% (157)	11% (40)	5% (18)	5% (18)	1% (5)	367
PID/Gender: Dem Women	36% (150)	44% (184)	8% (33)	2% (9)	10% (40)	— (2)	419
PID/Gender: Ind Men	23% (77)	38% (124)	14% (47)	12% (39)	12% (40)	1% (2)	330
PID/Gender: Ind Women	23% (91)	40% (156)	11% (42)	9% (36)	15% (60)	1% (6)	390
PID/Gender: Rep Men	19% (70)	33% (120)	19% (70)	21% (77)	6% (22)	1% (3)	363
PID/Gender: Rep Women	19% (64)	37% (123)	14% (45)	17% (55)	12% (41)	1% (5)	332
Tea Party: Supporter	25% (144)	32% (183)	17% (99)	17% (99)	7% (41)	1% (6)	572
Tea Party: Not Supporter	27% (436)	42% (676)	11% (176)	8% (134)	11% (180)	1% (17)	1619
Ideo: Liberal (1-3)	38% (265)	40% (276)	9% (63)	5% (35)	7% (51)	1% (6)	695
Ideo: Moderate (4)	24% (134)	48% (263)	9% (52)	6% (31)	12% (64)	1% (7)	551
Ideo: Conservative (5-7)	16% (118)	35% (248)	20% (144)	20% (146)	8% (58)	— (3)	718
Educ: < College	26% (405)	37% (580)	13% (198)	11% (176)	12% (192)	1% (17)	1567
Educ: Bachelors degree	27% (111)	45% (188)	12% (50)	9% (38)	6% (26)	1% (3)	416
Educ: Post-grad	30% (66)	45% (98)	14% (30)	9% (20)	1% (3)	1% (3)	219
Income: Under 50k	27% (353)	37% (490)	12% (157)	11% (142)	13% (172)	1% (15)	1329
Income: 50k-100k	26% (170)	43% (283)	14% (93)	10% (67)	5% (35)	1% (5)	654
Income: 100k+	27% (58)	42% (92)	12% (27)	11% (24)	7% (15)	1% (1)	218

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Table BRD1_5: How credible are each of the following?

CBS

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	26% (581)	39% (865)	13% (278)	11% (233)	10% (221)	1% (22)	2201
Ethnicity: White	25% (433)	40% (699)	14% (238)	11% (201)	9% (163)	1% (17)	1750
Ethnicity: Hispanic	31% (101)	35% (116)	14% (46)	8% (26)	12% (38)	1% (2)	329
Ethnicity: Afr. Am.	33% (90)	38% (101)	8% (21)	7% (18)	14% (37)	1% (3)	269
Ethnicity: Other	32% (58)	35% (64)	11% (20)	8% (15)	12% (22)	1% (3)	182
Relig: Protestant	23% (111)	40% (188)	15% (72)	14% (68)	7% (35)	— (1)	475
Relig: Roman Catholic	30% (153)	40% (207)	12% (61)	12% (62)	5% (28)	— (2)	513
Relig: Ath./Agn./None	25% (155)	41% (249)	11% (68)	8% (46)	14% (85)	2% (11)	613
Relig: Something Else	30% (105)	35% (121)	14% (50)	8% (27)	12% (41)	2% (6)	351
Relig: Jewish	33% (20)	33% (20)	16% (9)	9% (6)	8% (5)	1% (1)	60
Relig: Evangelical	26% (157)	39% (233)	12% (70)	14% (82)	9% (54)	1% (3)	600
Relig: Non-Evang. Catholics	26% (164)	41% (260)	14% (89)	12% (78)	7% (43)	— (2)	636
Relig: All Christian	26% (321)	40% (493)	13% (159)	13% (160)	8% (96)	— (6)	1235
Relig: All Non-Christian	27% (260)	38% (370)	12% (119)	8% (73)	13% (125)	2% (17)	964
Community: Urban	29% (184)	38% (243)	11% (71)	8% (54)	12% (79)	1% (7)	638
Community: Suburban	26% (258)	41% (411)	13% (133)	11% (110)	8% (80)	1% (9)	999
Community: Rural	25% (139)	37% (211)	13% (75)	12% (69)	11% (62)	1% (6)	564
Employ: Private Sector	29% (193)	43% (286)	13% (84)	8% (54)	7% (48)	1% (4)	668
Employ: Government	20% (25)	47% (59)	13% (16)	10% (12)	9% (11)	1% (1)	124
Employ: Self-Employed	21% (42)	40% (80)	18% (36)	14% (28)	6% (12)	1% (1)	198
Employ: Homemaker	23% (50)	32% (71)	12% (27)	12% (26)	19% (43)	2% (6)	223
Employ: Student	20% (21)	34% (35)	17% (18)	11% (12)	16% (17)	1% (1)	104
Employ: Retired	26% (123)	40% (190)	12% (59)	15% (73)	7% (34)	— (1)	479
Employ: Unemployed	27% (57)	35% (75)	13% (28)	9% (19)	14% (31)	2% (3)	214
Employ: Other	37% (71)	36% (70)	6% (12)	5% (10)	13% (25)	2% (5)	192
Job Type: White-collar	32% (229)	42% (306)	10% (71)	11% (77)	5% (36)	— (3)	723
Job Type: Blue-collar	23% (229)	41% (404)	15% (149)	12% (120)	7% (73)	— (4)	980
Job Type: Don't Know	25% (123)	31% (155)	12% (58)	7% (36)	22% (112)	3% (15)	498
Military HH: Yes	28% (115)	38% (157)	14% (57)	14% (59)	7% (29)	— (1)	419
Military HH: No	26% (466)	40% (708)	12% (221)	10% (174)	11% (192)	1% (22)	1782

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Table BRD1_5: How credible are each of the following?

CBS

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	26% (581)	39% (865)	13% (278)	11% (233)	10% (221)	1% (22)	2201
RD/WT: Right Direction	24% (216)	34% (306)	15% (135)	17% (156)	10% (89)	1% (9)	912
RD/WT: Wrong Track	28% (365)	43% (559)	11% (143)	6% (77)	10% (133)	1% (13)	1289
Strongly Approve	22% (106)	27% (128)	14% (66)	27% (127)	9% (41)	1% (2)	470
Somewhat Approve	19% (92)	41% (205)	19% (96)	10% (49)	9% (45)	2% (9)	496
Somewhat Disapprove	25% (70)	48% (137)	14% (39)	5% (14)	8% (22)	— (0)	283
Strongly Disapprove	36% (290)	43% (353)	8% (68)	4% (36)	7% (59)	1% (9)	815
Don't Know / No Opinion	17% (24)	31% (42)	6% (8)	5% (7)	39% (54)	2% (2)	137
#1 Issue: Economy	22% (127)	42% (241)	14% (81)	11% (61)	10% (59)	1% (3)	572
#1 Issue: Security	20% (91)	33% (148)	17% (75)	20% (90)	9% (40)	— (2)	445
#1 Issue: Health Care	29% (119)	44% (177)	9% (37)	8% (33)	8% (34)	1% (4)	403
#1 Issue: Medicare / Social Security	34% (120)	39% (137)	10% (36)	6% (20)	11% (38)	— (0)	350
#1 Issue: Women's Issues	32% (38)	36% (43)	12% (14)	6% (8)	12% (14)	3% (4)	121
#1 Issue: Education	30% (46)	36% (55)	15% (23)	6% (10)	11% (17)	2% (2)	152
#1 Issue: Energy	34% (31)	45% (42)	7% (6)	4% (4)	8% (7)	3% (2)	92
#1 Issue: Other	16% (10)	34% (22)	9% (6)	13% (8)	20% (13)	8% (5)	65
2016 Vote: Democrat Hillary Clinton	37% (281)	46% (349)	7% (54)	3% (24)	6% (43)	— (3)	754
2016 Vote: Republican Donald Trump	18% (145)	32% (252)	18% (141)	21% (162)	10% (79)	1% (6)	785
2016 Vote: Someone else	18% (28)	48% (74)	16% (25)	10% (16)	7% (10)	— (0)	154
2012 Vote: Barack Obama	35% (310)	47% (421)	8% (68)	4% (36)	6% (54)	— (2)	892
2012 Vote: Mitt Romney	15% (82)	36% (205)	19% (105)	22% (126)	8% (46)	— (1)	565
2012 Vote: Other	15% (12)	25% (19)	23% (18)	22% (17)	12% (9)	3% (3)	77
2012 Vote: Didn't Vote	27% (177)	33% (219)	13% (87)	8% (54)	17% (112)	3% (17)	666
4-Region: Northeast	25% (101)	41% (165)	13% (52)	9% (36)	11% (44)	1% (3)	402
4-Region: Midwest	28% (133)	45% (211)	10% (46)	10% (49)	6% (30)	1% (5)	474
4-Region: South	26% (215)	36% (296)	13% (108)	12% (95)	12% (94)	1% (7)	815
4-Region: West	26% (133)	38% (193)	14% (71)	10% (54)	10% (53)	1% (7)	511

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

Table BRD1_6: How credible are each of the following?

NBC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	28% (624)	38% (827)	12% (274)	11% (239)	10% (210)	1% (28)	2201
Gender: Male	28% (301)	36% (385)	14% (149)	13% (136)	7% (76)	1% (12)	1060
Gender: Female	28% (323)	39% (441)	11% (125)	9% (103)	12% (134)	1% (16)	1141
Age: 18-29	28% (134)	32% (152)	17% (80)	8% (37)	13% (61)	3% (12)	476
Age: 30-44	32% (180)	40% (222)	11% (64)	8% (44)	8% (43)	1% (8)	559
Age: 45-54	28% (107)	39% (148)	9% (35)	10% (38)	12% (46)	1% (4)	377
Age: 55-64	27% (104)	39% (152)	11% (45)	14% (55)	8% (32)	1% (3)	391
Age: 65+	25% (100)	38% (152)	13% (51)	17% (66)	7% (28)	— (1)	398
PID: Dem (no lean)	38% (296)	42% (328)	8% (64)	3% (25)	8% (61)	2% (13)	786
PID: Ind (no lean)	26% (185)	36% (260)	13% (95)	11% (77)	13% (95)	1% (7)	720
PID: Rep (no lean)	21% (144)	34% (238)	17% (115)	20% (136)	8% (54)	1% (8)	695
PID/Gender: Dem Men	39% (143)	42% (155)	9% (34)	3% (11)	4% (16)	2% (8)	367
PID/Gender: Dem Women	36% (153)	41% (173)	7% (30)	3% (14)	11% (44)	1% (5)	419
PID/Gender: Ind Men	25% (82)	35% (115)	14% (46)	14% (46)	12% (38)	1% (3)	330
PID/Gender: Ind Women	26% (103)	37% (146)	13% (49)	8% (31)	15% (57)	1% (5)	390
PID/Gender: Rep Men	21% (76)	32% (115)	19% (69)	22% (79)	6% (22)	1% (2)	363
PID/Gender: Rep Women	20% (68)	37% (123)	14% (46)	17% (57)	10% (32)	2% (6)	332
Tea Party: Supporter	29% (168)	30% (171)	14% (81)	19% (110)	7% (38)	1% (4)	572
Tea Party: Not Supporter	28% (452)	40% (650)	12% (192)	8% (129)	11% (172)	1% (24)	1619
Ideo: Liberal (1-3)	42% (289)	39% (270)	9% (63)	4% (26)	6% (40)	1% (7)	695
Ideo: Moderate (4)	25% (138)	45% (246)	10% (57)	6% (35)	12% (66)	2% (10)	551
Ideo: Conservative (5-7)	18% (128)	32% (231)	19% (134)	23% (166)	8% (56)	1% (4)	718
Educ: < College	29% (454)	35% (544)	12% (188)	11% (176)	12% (182)	1% (23)	1567
Educ: Bachelors degree	25% (104)	46% (189)	14% (57)	9% (38)	6% (23)	1% (4)	416
Educ: Post-grad	31% (67)	43% (93)	13% (29)	11% (24)	2% (4)	1% (1)	219
Income: Under 50k	29% (388)	34% (455)	12% (156)	11% (141)	12% (164)	2% (24)	1329
Income: 50k-100k	27% (177)	42% (278)	14% (91)	11% (73)	5% (33)	— (3)	654
Income: 100k+	27% (59)	43% (94)	12% (26)	11% (25)	6% (13)	1% (1)	218

Continued on next page

Table BRD1_6: How credible are each of the following?

NBC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	28% (624)	38% (827)	12% (274)	11% (239)	10% (210)	1% (28)	2201
Ethnicity: White	27% (465)	39% (674)	13% (227)	12% (211)	9% (152)	1% (21)	1750
Ethnicity: Hispanic	34% (113)	36% (119)	13% (42)	5% (16)	10% (33)	2% (6)	329
Ethnicity: Afr. Am.	36% (97)	32% (86)	10% (26)	6% (15)	15% (40)	1% (4)	269
Ethnicity: Other	34% (62)	36% (66)	11% (20)	7% (13)	10% (18)	1% (3)	182
Relig: Protestant	22% (107)	39% (186)	17% (80)	14% (67)	7% (34)	— (1)	475
Relig: Roman Catholic	34% (174)	39% (201)	11% (55)	11% (54)	5% (27)	— (2)	513
Relig: Ath./Agn./None	28% (173)	39% (236)	10% (62)	9% (53)	12% (73)	3% (16)	613
Relig: Something Else	29% (102)	35% (124)	13% (47)	9% (31)	12% (44)	1% (3)	351
Relig: Jewish	31% (18)	37% (22)	12% (7)	9% (6)	10% (6)	1% (1)	60
Relig: Evangelical	29% (175)	34% (207)	13% (78)	14% (85)	8% (49)	1% (7)	600
Relig: Non-Evang. Catholics	28% (175)	41% (258)	14% (87)	11% (70)	7% (44)	— (2)	636
Relig: All Christian	28% (350)	38% (464)	13% (165)	13% (155)	8% (93)	1% (8)	1235
Relig: All Non-Christian	28% (274)	37% (360)	11% (109)	9% (84)	12% (116)	2% (20)	964
Community: Urban	34% (215)	34% (215)	11% (68)	8% (52)	12% (79)	1% (9)	638
Community: Suburban	26% (262)	41% (409)	14% (137)	11% (108)	7% (72)	1% (11)	999
Community: Rural	26% (147)	36% (202)	12% (69)	14% (79)	10% (58)	1% (8)	564
Employ: Private Sector	29% (195)	42% (279)	14% (92)	8% (56)	6% (43)	— (2)	668
Employ: Government	31% (38)	40% (49)	17% (21)	5% (6)	7% (9)	— (1)	124
Employ: Self-Employed	24% (48)	36% (71)	17% (34)	18% (35)	5% (9)	1% (1)	198
Employ: Homemaker	22% (50)	32% (72)	17% (37)	8% (18)	18% (41)	2% (5)	223
Employ: Student	20% (20)	34% (36)	12% (13)	12% (13)	17% (17)	5% (5)	104
Employ: Retired	26% (126)	39% (185)	10% (49)	17% (83)	7% (34)	— (1)	479
Employ: Unemployed	33% (70)	32% (68)	7% (15)	9% (19)	17% (36)	2% (5)	214
Employ: Other	40% (77)	34% (66)	7% (13)	4% (8)	10% (20)	4% (8)	192
Job Type: White-collar	31% (227)	42% (304)	13% (91)	10% (70)	3% (25)	1% (5)	723
Job Type: Blue-collar	26% (254)	37% (366)	14% (136)	14% (133)	8% (83)	1% (8)	980
Job Type: Don't Know	29% (143)	31% (156)	9% (47)	7% (36)	20% (101)	3% (15)	498
Military HH: Yes	28% (117)	38% (158)	12% (51)	15% (62)	7% (29)	— (2)	419
Military HH: No	28% (507)	38% (668)	13% (223)	10% (176)	10% (181)	1% (26)	1782

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Table BRD1_6: How credible are each of the following?
NBC

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	28% (624)	38% (827)	12% (274)	11% (239)	10% (210)	1% (28)	2201
RD/WT: Right Direction	26% (241)	31% (286)	14% (131)	18% (160)	9% (82)	1% (11)	912
RD/WT: Wrong Track	30% (383)	42% (540)	11% (142)	6% (79)	10% (128)	1% (17)	1289
Strongly Approve	24% (114)	25% (116)	13% (60)	29% (137)	9% (42)	— (2)	470
Somewhat Approve	21% (107)	40% (196)	20% (99)	9% (47)	8% (41)	1% (5)	496
Somewhat Disapprove	23% (66)	51% (145)	13% (37)	5% (14)	6% (17)	1% (3)	283
Strongly Disapprove	38% (312)	41% (333)	8% (66)	5% (37)	7% (59)	1% (8)	815
Don't Know / No Opinion	19% (26)	26% (35)	9% (12)	3% (4)	36% (50)	7% (10)	137
#1 Issue: Economy	23% (132)	42% (238)	13% (74)	12% (71)	9% (52)	1% (4)	572
#1 Issue: Security	23% (102)	31% (139)	17% (76)	20% (91)	7% (32)	1% (5)	445
#1 Issue: Health Care	30% (123)	41% (166)	12% (48)	6% (25)	9% (38)	1% (4)	403
#1 Issue: Medicare / Social Security	35% (122)	39% (135)	8% (29)	7% (26)	10% (36)	1% (3)	350
#1 Issue: Women's Issues	38% (46)	33% (40)	11% (13)	6% (7)	11% (14)	— (1)	121
#1 Issue: Education	34% (52)	34% (52)	14% (22)	2% (3)	13% (19)	3% (4)	152
#1 Issue: Energy	41% (38)	40% (37)	8% (7)	4% (4)	5% (4)	3% (2)	92
#1 Issue: Other	15% (10)	28% (18)	8% (5)	19% (12)	21% (14)	8% (5)	65
2016 Vote: Democrat Hillary Clinton	40% (299)	43% (327)	7% (53)	2% (19)	7% (50)	1% (6)	754
2016 Vote: Republican Donald Trump	20% (156)	31% (246)	17% (132)	23% (177)	9% (69)	1% (5)	785
2016 Vote: Someone else	22% (35)	44% (67)	18% (27)	10% (15)	5% (8)	1% (2)	154
2012 Vote: Barack Obama	37% (332)	44% (394)	8% (75)	4% (34)	6% (53)	1% (5)	892
2012 Vote: Mitt Romney	16% (89)	34% (192)	18% (102)	25% (138)	7% (42)	— (2)	565
2012 Vote: Other	9% (7)	31% (24)	23% (18)	21% (16)	12% (9)	3% (3)	77
2012 Vote: Didn't Vote	29% (195)	33% (217)	12% (79)	7% (50)	16% (106)	3% (19)	666
4-Region: Northeast	28% (113)	38% (152)	12% (50)	10% (39)	11% (45)	1% (3)	402
4-Region: Midwest	31% (146)	40% (191)	11% (54)	9% (44)	7% (32)	1% (7)	474
4-Region: South	29% (233)	33% (272)	14% (110)	13% (106)	11% (86)	1% (8)	815
4-Region: West	26% (133)	41% (211)	12% (60)	10% (50)	9% (47)	2% (10)	511

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

Table BRD1_7: How credible are each of the following?
The New York Times

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	28% (625)	33% (719)	13% (277)	12% (274)	12% (274)	1% (31)	2201
Gender: Male	28% (298)	33% (353)	14% (149)	15% (162)	8% (82)	2% (16)	1060
Gender: Female	29% (327)	32% (366)	11% (128)	10% (113)	17% (192)	1% (15)	1141
Age: 18-29	31% (149)	31% (148)	13% (61)	8% (40)	13% (63)	3% (15)	476
Age: 30-44	34% (188)	34% (192)	12% (66)	9% (53)	9% (53)	1% (8)	559
Age: 45-54	27% (102)	35% (132)	10% (38)	10% (37)	17% (64)	1% (5)	377
Age: 55-64	27% (106)	33% (128)	13% (49)	16% (64)	11% (43)	— (1)	391
Age: 65+	20% (80)	30% (120)	16% (63)	20% (81)	13% (51)	1% (2)	398
PID: Dem (no lean)	40% (316)	37% (293)	8% (62)	2% (18)	11% (88)	1% (9)	786
PID: Ind (no lean)	26% (188)	32% (232)	12% (87)	12% (86)	16% (114)	2% (13)	720
PID: Rep (no lean)	17% (121)	28% (194)	18% (129)	25% (170)	10% (71)	1% (10)	695
PID/Gender: Dem Men	44% (161)	40% (146)	8% (29)	2% (9)	5% (19)	1% (4)	367
PID/Gender: Dem Women	37% (156)	35% (148)	8% (33)	2% (9)	16% (69)	1% (5)	419
PID/Gender: Ind Men	24% (80)	34% (111)	13% (44)	15% (48)	12% (41)	2% (5)	330
PID/Gender: Ind Women	28% (108)	31% (121)	11% (43)	10% (38)	19% (74)	2% (7)	390
PID/Gender: Rep Men	16% (57)	26% (96)	21% (76)	29% (105)	6% (22)	2% (7)	363
PID/Gender: Rep Women	19% (64)	29% (98)	16% (52)	20% (66)	15% (49)	1% (3)	332
Tea Party: Supporter	28% (160)	28% (157)	14% (83)	21% (118)	8% (47)	1% (8)	572
Tea Party: Not Supporter	29% (463)	34% (558)	12% (194)	9% (153)	14% (227)	1% (24)	1619
Ideo: Liberal (1-3)	47% (328)	36% (249)	6% (42)	4% (26)	6% (44)	1% (7)	695
Ideo: Moderate (4)	25% (140)	37% (202)	13% (74)	8% (42)	15% (80)	2% (12)	551
Ideo: Conservative (5-7)	14% (101)	28% (199)	20% (143)	27% (192)	11% (78)	1% (5)	718
Educ: < College	26% (412)	31% (480)	13% (210)	12% (195)	16% (243)	2% (26)	1567
Educ: Bachelors degree	31% (129)	39% (160)	12% (51)	11% (47)	6% (26)	1% (3)	416
Educ: Post-grad	39% (85)	36% (78)	7% (16)	15% (32)	2% (5)	1% (3)	219
Income: Under 50k	27% (361)	31% (416)	12% (155)	12% (164)	16% (209)	2% (24)	1329
Income: 50k-100k	30% (198)	34% (220)	15% (101)	12% (78)	8% (52)	1% (6)	654
Income: 100k+	31% (67)	38% (83)	10% (21)	15% (32)	6% (13)	1% (2)	218

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Table BRD1_7: How credible are each of the following?
The New York Times

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	28% (625)	33% (719)	13% (277)	12% (274)	12% (274)	1% (31)	2201
Ethnicity: White	26% (460)	33% (577)	13% (235)	14% (246)	12% (209)	1% (24)	1750
Ethnicity: Hispanic	38% (124)	33% (109)	12% (39)	6% (19)	11% (36)	1% (2)	329
Ethnicity: Afr. Am.	36% (96)	31% (84)	11% (30)	3% (9)	17% (45)	2% (6)	269
Ethnicity: Other	38% (70)	32% (58)	7% (13)	10% (19)	11% (20)	1% (2)	182
Relig: Protestant	22% (106)	30% (140)	18% (86)	20% (94)	10% (47)	— (2)	475
Relig: Roman Catholic	35% (181)	33% (168)	12% (61)	11% (59)	7% (37)	1% (7)	513
Relig: Ath./Agn./None	29% (180)	35% (215)	10% (62)	9% (54)	14% (88)	2% (14)	613
Relig: Something Else	29% (103)	32% (112)	11% (38)	9% (33)	17% (59)	1% (5)	351
Relig: Jewish	33% (20)	35% (21)	7% (4)	14% (8)	9% (6)	2% (1)	60
Relig: Evangelical	25% (152)	31% (189)	15% (87)	16% (96)	12% (69)	1% (6)	600
Relig: Non-Evang. Catholics	30% (190)	32% (202)	14% (90)	14% (90)	9% (57)	1% (6)	636
Relig: All Christian	28% (342)	32% (390)	14% (177)	15% (187)	10% (126)	1% (12)	1235
Relig: All Non-Christian	29% (283)	34% (327)	10% (100)	9% (88)	15% (147)	2% (19)	964
Community: Urban	36% (231)	32% (203)	10% (62)	9% (56)	12% (80)	1% (7)	638
Community: Suburban	26% (259)	34% (339)	15% (146)	14% (138)	11% (108)	1% (9)	999
Community: Rural	24% (135)	31% (177)	12% (70)	14% (80)	15% (86)	3% (15)	564
Employ: Private Sector	32% (212)	37% (249)	13% (85)	9% (62)	8% (52)	1% (8)	668
Employ: Government	34% (42)	33% (41)	16% (20)	7% (9)	9% (11)	1% (2)	124
Employ: Self-Employed	26% (51)	39% (76)	14% (28)	15% (29)	6% (11)	1% (2)	198
Employ: Homemaker	20% (44)	29% (65)	12% (27)	10% (22)	26% (57)	3% (6)	223
Employ: Student	32% (33)	25% (26)	14% (15)	14% (14)	12% (12)	3% (4)	104
Employ: Retired	25% (119)	30% (144)	13% (63)	21% (100)	11% (53)	— (1)	479
Employ: Unemployed	29% (61)	28% (60)	11% (23)	11% (24)	20% (42)	2% (4)	214
Employ: Other	33% (63)	30% (57)	9% (17)	7% (14)	18% (35)	3% (6)	192
Job Type: White-collar	34% (248)	37% (265)	11% (79)	12% (87)	6% (41)	— (4)	723
Job Type: Blue-collar	25% (245)	33% (321)	15% (151)	14% (142)	12% (115)	1% (7)	980
Job Type: Don't Know	27% (133)	27% (134)	10% (48)	9% (45)	24% (118)	4% (21)	498
Military HH: Yes	25% (104)	34% (143)	15% (62)	15% (63)	10% (43)	1% (3)	419
Military HH: No	29% (521)	32% (576)	12% (215)	12% (211)	13% (231)	2% (28)	1782

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Table BRD1_7: How credible are each of the following?
The New York Times

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	28% (625)	33% (719)	13% (277)	12% (274)	12% (274)	1% (31)	2201
RD/WT: Right Direction	22% (205)	28% (255)	17% (153)	20% (183)	11% (102)	1% (14)	912
RD/WT: Wrong Track	33% (420)	36% (464)	10% (124)	7% (91)	13% (172)	1% (18)	1289
Strongly Approve	19% (89)	22% (102)	16% (73)	31% (148)	11% (52)	1% (5)	470
Somewhat Approve	18% (88)	36% (180)	20% (99)	13% (65)	11% (54)	2% (9)	496
Somewhat Disapprove	25% (70)	43% (122)	12% (34)	7% (19)	13% (36)	1% (3)	283
Strongly Disapprove	43% (351)	35% (283)	8% (64)	4% (32)	10% (78)	1% (7)	815
Don't Know / No Opinion	19% (27)	23% (32)	5% (7)	7% (10)	39% (54)	6% (8)	137
#1 Issue: Economy	25% (146)	37% (214)	14% (77)	13% (75)	9% (53)	1% (7)	572
#1 Issue: Security	23% (103)	24% (106)	16% (71)	26% (116)	10% (45)	1% (4)	445
#1 Issue: Health Care	32% (130)	37% (150)	10% (42)	6% (25)	12% (49)	2% (8)	403
#1 Issue: Medicare / Social Security	26% (90)	34% (120)	14% (48)	8% (29)	18% (62)	— (2)	350
#1 Issue: Women's Issues	44% (53)	30% (36)	6% (7)	5% (6)	15% (18)	— (1)	121
#1 Issue: Education	33% (50)	31% (47)	8% (13)	8% (11)	19% (29)	1% (2)	152
#1 Issue: Energy	39% (36)	37% (34)	15% (14)	2% (2)	4% (3)	3% (2)	92
#1 Issue: Other	25% (16)	21% (14)	9% (6)	14% (9)	22% (14)	8% (5)	65
2016 Vote: Democrat Hillary Clinton	44% (330)	39% (291)	6% (46)	1% (10)	9% (71)	1% (6)	754
2016 Vote: Republican Donald Trump	16% (126)	27% (208)	18% (144)	26% (204)	12% (94)	1% (10)	785
2016 Vote: Someone else	19% (29)	45% (69)	17% (26)	12% (19)	7% (12)	— (1)	154
2012 Vote: Barack Obama	40% (354)	39% (344)	8% (68)	3% (31)	10% (92)	— (4)	892
2012 Vote: Mitt Romney	14% (78)	26% (145)	21% (118)	30% (168)	9% (51)	1% (5)	565
2012 Vote: Other	12% (9)	32% (24)	17% (13)	20% (15)	17% (13)	3% (3)	77
2012 Vote: Didn't Vote	28% (184)	31% (206)	12% (78)	9% (59)	18% (118)	3% (21)	666
4-Region: Northeast	29% (115)	34% (138)	10% (42)	12% (50)	13% (54)	1% (3)	402
4-Region: Midwest	29% (136)	36% (168)	12% (56)	12% (57)	10% (49)	1% (6)	474
4-Region: South	25% (204)	31% (249)	16% (126)	14% (114)	13% (109)	1% (12)	815
4-Region: West	33% (171)	32% (163)	10% (53)	10% (53)	12% (61)	2% (9)	511

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

Table BRD1_8: How credible are each of the following?
The Wall Street Journal

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (596)	38% (835)	11% (244)	9% (201)	13% (293)	1% (32)	2201
Gender: Male	27% (289)	40% (424)	12% (128)	10% (104)	9% (97)	2% (18)	1060
Gender: Female	27% (306)	36% (411)	10% (116)	9% (97)	17% (196)	1% (15)	1141
Age: 18-29	24% (113)	33% (155)	14% (68)	12% (59)	14% (69)	3% (13)	476
Age: 30-44	33% (182)	37% (208)	10% (56)	7% (39)	12% (65)	2% (10)	559
Age: 45-54	26% (97)	41% (156)	10% (39)	6% (23)	14% (53)	2% (9)	377
Age: 55-64	29% (115)	38% (148)	10% (37)	11% (42)	12% (49)	— (0)	391
Age: 65+	22% (89)	42% (168)	11% (44)	10% (38)	15% (58)	— (1)	398
PID: Dem (no lean)	36% (280)	39% (310)	9% (73)	3% (26)	11% (87)	1% (9)	786
PID: Ind (no lean)	25% (180)	36% (261)	11% (81)	9% (68)	16% (117)	2% (14)	720
PID: Rep (no lean)	20% (136)	38% (264)	13% (90)	15% (107)	13% (88)	1% (9)	695
PID/Gender: Dem Men	37% (136)	41% (152)	10% (37)	4% (13)	5% (20)	2% (8)	367
PID/Gender: Dem Women	34% (143)	38% (158)	8% (36)	3% (13)	16% (67)	— (1)	419
PID/Gender: Ind Men	24% (81)	37% (122)	14% (47)	9% (31)	14% (45)	1% (4)	330
PID/Gender: Ind Women	25% (99)	35% (138)	9% (34)	10% (37)	18% (72)	3% (10)	390
PID/Gender: Rep Men	20% (73)	41% (149)	12% (43)	17% (60)	9% (31)	2% (6)	363
PID/Gender: Rep Women	19% (64)	34% (114)	14% (47)	14% (47)	17% (57)	1% (3)	332
Tea Party: Supporter	29% (166)	34% (195)	13% (74)	13% (75)	9% (54)	1% (8)	572
Tea Party: Not Supporter	26% (424)	39% (638)	10% (167)	8% (127)	15% (238)	2% (25)	1619
Ideo: Liberal (1-3)	39% (271)	39% (272)	7% (48)	6% (45)	7% (47)	2% (13)	695
Ideo: Moderate (4)	26% (145)	40% (222)	12% (65)	5% (29)	15% (81)	2% (8)	551
Ideo: Conservative (5-7)	17% (121)	39% (279)	15% (109)	16% (115)	13% (91)	1% (4)	718
Educ: < College	24% (376)	35% (553)	12% (186)	10% (164)	17% (261)	2% (25)	1567
Educ: Bachelors degree	34% (141)	43% (179)	9% (39)	6% (26)	6% (26)	1% (4)	416
Educ: Post-grad	36% (79)	47% (102)	8% (18)	5% (12)	2% (5)	1% (3)	219
Income: Under 50k	26% (340)	36% (478)	11% (141)	10% (127)	16% (216)	2% (26)	1329
Income: 50k-100k	28% (184)	40% (260)	13% (84)	9% (60)	9% (62)	1% (5)	654
Income: 100k+	33% (71)	44% (97)	9% (20)	7% (14)	7% (15)	1% (1)	218

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Table BRD1_8: How credible are each of the following?
The Wall Street Journal

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (596)	38% (835)	11% (244)	9% (201)	13% (293)	1% (32)	2201
Ethnicity: White	26% (455)	40% (691)	11% (200)	9% (160)	13% (223)	1% (21)	1750
Ethnicity: Hispanic	30% (98)	41% (136)	10% (34)	8% (25)	11% (35)	1% (2)	329
Ethnicity: Afr. Am.	31% (83)	30% (81)	12% (32)	7% (19)	17% (46)	3% (8)	269
Ethnicity: Other	32% (58)	34% (62)	7% (12)	13% (23)	13% (23)	2% (3)	182
Relig: Protestant	23% (110)	41% (195)	13% (62)	12% (58)	10% (48)	— (2)	475
Relig: Roman Catholic	31% (159)	44% (226)	9% (46)	7% (37)	8% (41)	1% (4)	513
Relig: Ath./Agn./None	26% (162)	37% (229)	8% (51)	10% (62)	15% (90)	3% (19)	613
Relig: Something Else	30% (104)	32% (113)	11% (40)	7% (23)	18% (64)	2% (6)	351
Relig: Jewish	31% (19)	42% (25)	7% (4)	7% (4)	10% (6)	4% (2)	60
Relig: Evangelical	26% (156)	36% (216)	15% (87)	10% (62)	12% (74)	1% (4)	600
Relig: Non-Evang. Catholics	27% (171)	44% (277)	10% (66)	8% (54)	10% (64)	— (3)	636
Relig: All Christian	26% (327)	40% (493)	12% (153)	9% (116)	11% (138)	1% (7)	1235
Relig: All Non-Christian	28% (266)	35% (342)	9% (91)	9% (85)	16% (154)	3% (25)	964
Community: Urban	32% (202)	36% (227)	8% (51)	8% (53)	15% (98)	1% (7)	638
Community: Suburban	27% (266)	39% (390)	13% (128)	9% (90)	11% (113)	1% (12)	999
Community: Rural	23% (128)	39% (218)	11% (65)	10% (58)	14% (81)	2% (13)	564
Employ: Private Sector	32% (213)	41% (271)	11% (72)	7% (45)	9% (61)	1% (7)	668
Employ: Government	25% (31)	49% (60)	8% (10)	7% (9)	10% (12)	1% (2)	124
Employ: Self-Employed	23% (46)	45% (89)	13% (26)	14% (28)	3% (7)	1% (2)	198
Employ: Homemaker	18% (40)	33% (74)	10% (22)	8% (18)	26% (59)	4% (9)	223
Employ: Student	31% (32)	23% (23)	20% (21)	11% (12)	14% (15)	1% (1)	104
Employ: Retired	25% (118)	40% (194)	10% (49)	12% (56)	13% (61)	— (1)	479
Employ: Unemployed	30% (64)	27% (59)	10% (21)	11% (23)	20% (43)	1% (3)	214
Employ: Other	27% (53)	34% (65)	12% (22)	5% (9)	18% (35)	4% (7)	192
Job Type: White-collar	34% (248)	43% (311)	9% (68)	7% (50)	6% (40)	1% (7)	723
Job Type: Blue-collar	23% (230)	39% (380)	13% (125)	11% (112)	13% (127)	1% (7)	980
Job Type: Don't Know	24% (118)	29% (144)	10% (52)	8% (39)	25% (126)	4% (18)	498
Military HH: Yes	23% (97)	40% (169)	12% (48)	11% (47)	12% (49)	2% (8)	419
Military HH: No	28% (499)	37% (665)	11% (196)	9% (154)	14% (243)	1% (25)	1782

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Table BRD1_8: How credible are each of the following?
The Wall Street Journal

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	27% (596)	38% (835)	11% (244)	9% (201)	13% (293)	1% (32)	2201
RD/WT: Right Direction	23% (214)	35% (317)	14% (127)	12% (114)	14% (125)	2% (15)	912
RD/WT: Wrong Track	30% (382)	40% (518)	9% (117)	7% (88)	13% (167)	1% (17)	1289
Strongly Approve	22% (105)	30% (142)	15% (68)	19% (87)	13% (62)	1% (5)	470
Somewhat Approve	20% (98)	43% (211)	15% (72)	8% (41)	12% (61)	2% (12)	496
Somewhat Disapprove	26% (74)	46% (130)	13% (36)	7% (19)	8% (24)	— (1)	283
Strongly Disapprove	36% (293)	40% (322)	8% (63)	5% (43)	10% (85)	1% (8)	815
Don't Know / No Opinion	19% (26)	21% (29)	4% (5)	9% (12)	43% (60)	4% (6)	137
#1 Issue: Economy	26% (149)	43% (247)	10% (59)	7% (38)	13% (73)	1% (7)	572
#1 Issue: Security	23% (104)	33% (148)	12% (53)	18% (80)	12% (55)	1% (6)	445
#1 Issue: Health Care	30% (122)	40% (160)	9% (38)	7% (28)	13% (51)	1% (5)	403
#1 Issue: Medicare / Social Security	26% (92)	41% (145)	10% (34)	6% (21)	16% (57)	— (1)	350
#1 Issue: Women's Issues	32% (39)	38% (45)	6% (8)	9% (11)	12% (14)	3% (4)	121
#1 Issue: Education	31% (46)	30% (46)	15% (23)	8% (13)	15% (22)	1% (2)	152
#1 Issue: Energy	35% (32)	29% (27)	23% (21)	4% (4)	6% (6)	3% (2)	92
#1 Issue: Other	17% (11)	26% (17)	12% (8)	12% (8)	24% (16)	8% (5)	65
2016 Vote: Democrat Hillary Clinton	38% (287)	40% (305)	8% (57)	4% (26)	9% (71)	1% (8)	754
2016 Vote: Republican Donald Trump	20% (154)	36% (285)	14% (112)	15% (116)	14% (111)	1% (7)	785
2016 Vote: Someone else	15% (23)	55% (85)	13% (20)	9% (14)	6% (9)	1% (2)	154
2012 Vote: Barack Obama	34% (306)	42% (373)	9% (84)	4% (35)	10% (88)	1% (7)	892
2012 Vote: Mitt Romney	19% (107)	40% (226)	13% (72)	16% (89)	12% (68)	— (2)	565
2012 Vote: Other	18% (14)	38% (30)	15% (12)	10% (8)	13% (10)	6% (5)	77
2012 Vote: Didn't Vote	25% (168)	31% (207)	11% (76)	10% (70)	19% (127)	3% (18)	666
4-Region: Northeast	27% (107)	39% (157)	10% (38)	9% (36)	14% (58)	1% (5)	402
4-Region: Midwest	28% (131)	39% (185)	11% (53)	10% (46)	11% (51)	1% (7)	474
4-Region: South	25% (203)	36% (292)	13% (104)	11% (86)	15% (119)	1% (11)	815
4-Region: West	30% (155)	39% (200)	10% (49)	6% (33)	13% (64)	2% (10)	511

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

Table BRD1_9: How credible are each of the following?
National Public Radio (NPR)

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (506)	29% (645)	12% (271)	8% (171)	16% (351)	12% (257)	2201
Gender: Male	26% (277)	32% (334)	13% (141)	10% (101)	12% (130)	7% (76)	1060
Gender: Female	20% (229)	27% (310)	11% (130)	6% (70)	19% (221)	16% (181)	1141
Age: 18-29	20% (93)	29% (140)	13% (62)	8% (36)	16% (76)	14% (68)	476
Age: 30-44	27% (150)	31% (172)	11% (62)	6% (35)	14% (76)	11% (64)	559
Age: 45-54	24% (92)	31% (115)	9% (34)	6% (21)	18% (68)	12% (46)	377
Age: 55-64	22% (87)	30% (117)	12% (48)	10% (39)	15% (60)	10% (40)	391
Age: 65+	21% (84)	25% (100)	16% (64)	10% (40)	18% (71)	10% (39)	398
PID: Dem (no lean)	30% (239)	30% (239)	10% (79)	4% (33)	15% (118)	10% (77)	786
PID: Ind (no lean)	21% (148)	28% (203)	12% (85)	7% (48)	18% (132)	15% (104)	720
PID: Rep (no lean)	17% (118)	29% (203)	15% (107)	13% (91)	15% (101)	11% (75)	695
PID/Gender: Dem Men	34% (125)	33% (122)	10% (38)	6% (21)	9% (32)	8% (28)	367
PID/Gender: Dem Women	27% (114)	28% (117)	10% (41)	3% (11)	21% (87)	12% (49)	419
PID/Gender: Ind Men	26% (86)	32% (105)	11% (37)	8% (27)	16% (52)	7% (22)	330
PID/Gender: Ind Women	16% (62)	25% (97)	12% (48)	5% (21)	21% (80)	21% (82)	390
PID/Gender: Rep Men	18% (65)	29% (107)	18% (66)	15% (53)	13% (47)	7% (25)	363
PID/Gender: Rep Women	16% (53)	29% (96)	12% (41)	11% (38)	16% (54)	15% (50)	332
Tea Party: Supporter	20% (113)	32% (181)	15% (84)	13% (72)	13% (72)	9% (50)	572
Tea Party: Not Supporter	24% (391)	29% (462)	11% (183)	6% (100)	17% (277)	13% (206)	1619
Ideo: Liberal (1-3)	40% (281)	30% (208)	9% (66)	4% (27)	10% (68)	6% (45)	695
Ideo: Moderate (4)	21% (114)	30% (166)	12% (68)	5% (26)	19% (102)	14% (75)	551
Ideo: Conservative (5-7)	12% (88)	31% (222)	17% (122)	14% (104)	17% (124)	8% (58)	718
Educ: < College	18% (281)	28% (435)	13% (196)	8% (133)	19% (293)	15% (228)	1567
Educ: Bachelors degree	30% (126)	35% (145)	12% (49)	6% (23)	12% (49)	6% (24)	416
Educ: Post-grad	45% (99)	30% (65)	12% (25)	7% (16)	4% (9)	2% (5)	219
Income: Under 50k	20% (271)	26% (347)	12% (164)	8% (106)	19% (250)	14% (191)	1329
Income: 50k-100k	26% (170)	35% (227)	13% (86)	7% (44)	12% (76)	8% (51)	654
Income: 100k+	30% (65)	32% (71)	10% (21)	10% (22)	11% (25)	7% (15)	218

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Table BRD1_9: How credible are each of the following?
National Public Radio (NPR)

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (506)	29% (645)	12% (271)	8% (171)	16% (351)	12% (257)	2201
Ethnicity: White	23% (400)	30% (517)	12% (216)	8% (145)	16% (281)	11% (192)	1750
Ethnicity: Hispanic	26% (85)	36% (120)	9% (29)	5% (18)	12% (38)	12% (39)	329
Ethnicity: Afr. Am.	23% (61)	27% (72)	13% (34)	4% (11)	17% (44)	17% (46)	269
Ethnicity: Other	25% (45)	31% (56)	12% (21)	9% (16)	14% (26)	10% (19)	182
Relig: Protestant	20% (95)	31% (146)	16% (75)	10% (48)	17% (79)	7% (33)	475
Relig: Roman Catholic	26% (136)	30% (153)	13% (66)	7% (37)	13% (69)	10% (52)	513
Relig: Ath./Agn./None	23% (141)	29% (177)	11% (65)	6% (40)	18% (113)	12% (76)	613
Relig: Something Else	25% (89)	29% (102)	11% (37)	9% (31)	14% (48)	12% (42)	351
Relig: Jewish	39% (23)	31% (18)	12% (7)	5% (3)	11% (7)	3% (2)	60
Relig: Evangelical	21% (124)	30% (181)	13% (80)	8% (49)	14% (84)	14% (81)	600
Relig: Non-Evang. Catholics	24% (152)	29% (184)	14% (88)	8% (51)	16% (104)	9% (57)	636
Relig: All Christian	22% (275)	30% (365)	14% (168)	8% (100)	15% (188)	11% (139)	1235
Relig: All Non-Christian	24% (230)	29% (280)	11% (103)	7% (71)	17% (162)	12% (118)	964
Community: Urban	31% (195)	27% (172)	9% (56)	7% (42)	16% (105)	11% (68)	638
Community: Suburban	21% (211)	31% (309)	14% (136)	7% (75)	16% (158)	11% (110)	999
Community: Rural	18% (100)	29% (164)	14% (79)	10% (55)	16% (89)	14% (78)	564
Employ: Private Sector	28% (184)	35% (230)	11% (76)	7% (49)	12% (83)	7% (45)	668
Employ: Government	25% (31)	31% (39)	17% (21)	8% (10)	14% (17)	5% (6)	124
Employ: Self-Employed	21% (42)	38% (75)	16% (31)	8% (16)	11% (21)	7% (13)	198
Employ: Homemaker	13% (29)	23% (51)	12% (27)	6% (13)	22% (49)	24% (54)	223
Employ: Student	24% (25)	29% (30)	12% (12)	4% (4)	13% (14)	18% (19)	104
Employ: Retired	22% (107)	25% (121)	13% (63)	11% (51)	18% (87)	10% (50)	479
Employ: Unemployed	20% (42)	26% (56)	11% (23)	9% (19)	21% (44)	14% (30)	214
Employ: Other	24% (46)	22% (43)	9% (17)	5% (9)	19% (36)	21% (41)	192
Job Type: White-collar	34% (244)	29% (212)	13% (96)	8% (60)	10% (69)	6% (42)	723
Job Type: Blue-collar	19% (186)	33% (319)	12% (122)	8% (82)	16% (162)	11% (109)	980
Job Type: Don't Know	15% (76)	23% (113)	10% (52)	6% (30)	24% (120)	21% (106)	498
Military HH: Yes	24% (101)	28% (116)	15% (61)	10% (42)	15% (63)	9% (36)	419
Military HH: No	23% (405)	30% (528)	12% (210)	7% (130)	16% (289)	12% (221)	1782

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**Table BRD1_9: How credible are each of the following?
National Public Radio (NPR)**

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	23% (506)	29% (645)	12% (271)	8% (171)	16% (351)	12% (257)	2201
RD/WT: Right Direction	17% (154)	29% (261)	14% (131)	12% (110)	16% (148)	12% (108)	912
RD/WT: Wrong Track	27% (352)	30% (384)	11% (140)	5% (61)	16% (203)	12% (149)	1289
Strongly Approve	20% (94)	23% (107)	14% (64)	17% (80)	14% (66)	13% (59)	470
Somewhat Approve	12% (61)	36% (181)	16% (78)	7% (35)	17% (86)	11% (54)	496
Somewhat Disapprove	16% (44)	33% (94)	16% (46)	8% (22)	16% (45)	11% (32)	283
Strongly Disapprove	36% (291)	29% (238)	9% (74)	3% (26)	13% (105)	10% (80)	815
Don't Know / No Opinion	12% (16)	18% (25)	6% (9)	6% (8)	36% (49)	23% (32)	137
#1 Issue: Economy	18% (105)	35% (200)	12% (66)	8% (45)	17% (97)	10% (59)	572
#1 Issue: Security	16% (72)	27% (122)	14% (61)	15% (66)	17% (76)	11% (48)	445
#1 Issue: Health Care	31% (125)	24% (99)	10% (41)	6% (25)	15% (62)	13% (52)	403
#1 Issue: Medicare / Social Security	21% (74)	31% (110)	13% (46)	4% (12)	18% (63)	13% (45)	350
#1 Issue: Women's Issues	29% (36)	25% (30)	19% (23)	7% (9)	11% (14)	8% (9)	121
#1 Issue: Education	28% (43)	24% (37)	14% (22)	6% (9)	16% (24)	12% (18)	152
#1 Issue: Energy	46% (42)	35% (32)	5% (5)	1% (1)	5% (4)	9% (8)	92
#1 Issue: Other	15% (9)	22% (15)	10% (7)	7% (5)	18% (12)	28% (18)	65
2016 Vote: Democrat Hillary Clinton	38% (284)	30% (229)	9% (65)	3% (21)	12% (88)	9% (68)	754
2016 Vote: Republican Donald Trump	16% (125)	27% (215)	16% (122)	14% (110)	18% (141)	9% (72)	785
2016 Vote: Someone else	19% (30)	45% (70)	12% (19)	8% (13)	10% (15)	5% (8)	154
2012 Vote: Barack Obama	34% (299)	32% (281)	9% (79)	4% (35)	14% (123)	8% (74)	892
2012 Vote: Mitt Romney	17% (97)	29% (164)	16% (89)	15% (85)	16% (93)	7% (37)	565
2012 Vote: Other	15% (11)	27% (21)	23% (18)	14% (11)	12% (9)	9% (7)	77
2012 Vote: Didn't Vote	15% (98)	27% (178)	13% (84)	6% (40)	19% (127)	21% (139)	666
4-Region: Northeast	20% (79)	34% (136)	12% (48)	5% (20)	19% (74)	11% (44)	402
4-Region: Midwest	27% (127)	29% (136)	11% (51)	9% (43)	12% (58)	13% (60)	474
4-Region: South	19% (155)	29% (238)	13% (108)	9% (76)	17% (135)	13% (103)	815
4-Region: West	29% (146)	26% (134)	13% (65)	6% (33)	16% (84)	10% (50)	511

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

Table BRD1_10: How credible are each of the following?
Huffington Post

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	16% (347)	31% (689)	17% (370)	13% (284)	16% (349)	7% (163)	2201
Gender: Male	17% (179)	32% (338)	19% (201)	15% (162)	13% (136)	4% (44)	1060
Gender: Female	15% (168)	31% (351)	15% (169)	11% (122)	19% (213)	10% (119)	1141
Age: 18-29	18% (84)	33% (156)	17% (82)	14% (67)	13% (60)	6% (27)	476
Age: 30-44	19% (105)	31% (175)	19% (108)	11% (64)	12% (68)	7% (39)	559
Age: 45-54	15% (55)	32% (121)	13% (48)	11% (41)	20% (77)	9% (35)	377
Age: 55-64	13% (53)	33% (130)	16% (61)	13% (50)	18% (70)	7% (28)	391
Age: 65+	13% (50)	27% (107)	18% (71)	16% (63)	18% (73)	9% (34)	398
PID: Dem (no lean)	24% (191)	35% (276)	14% (107)	6% (45)	15% (116)	7% (51)	786
PID: Ind (no lean)	12% (83)	32% (234)	17% (120)	12% (83)	19% (136)	9% (63)	720
PID: Rep (no lean)	10% (72)	26% (180)	21% (143)	22% (156)	14% (96)	7% (48)	695
PID/Gender: Dem Men	27% (100)	36% (134)	15% (56)	7% (25)	10% (35)	5% (17)	367
PID/Gender: Dem Women	22% (91)	34% (142)	12% (51)	5% (20)	19% (81)	8% (34)	419
PID/Gender: Ind Men	13% (44)	31% (103)	17% (57)	16% (52)	19% (61)	4% (13)	330
PID/Gender: Ind Women	10% (40)	34% (131)	16% (63)	8% (32)	19% (75)	13% (50)	390
PID/Gender: Rep Men	10% (35)	28% (101)	24% (87)	24% (85)	11% (39)	4% (14)	363
PID/Gender: Rep Women	11% (37)	24% (78)	17% (56)	21% (70)	17% (56)	10% (34)	332
Tea Party: Supporter	19% (106)	26% (151)	18% (105)	21% (119)	11% (61)	5% (30)	572
Tea Party: Not Supporter	15% (238)	33% (536)	16% (261)	10% (166)	18% (285)	8% (132)	1619
Ideo: Liberal (1-3)	27% (187)	38% (266)	14% (99)	7% (49)	9% (65)	4% (29)	695
Ideo: Moderate (4)	14% (75)	35% (194)	18% (98)	8% (42)	18% (99)	8% (42)	551
Ideo: Conservative (5-7)	9% (64)	24% (172)	20% (146)	25% (176)	17% (121)	5% (39)	718
Educ: < College	14% (222)	29% (462)	15% (242)	13% (205)	18% (286)	10% (150)	1567
Educ: Bachelors degree	18% (76)	35% (147)	21% (86)	12% (50)	12% (49)	2% (8)	416
Educ: Post-grad	22% (49)	37% (80)	19% (42)	13% (29)	6% (14)	2% (5)	219
Income: Under 50k	15% (196)	30% (400)	15% (201)	12% (161)	18% (237)	10% (134)	1329
Income: 50k-100k	18% (120)	33% (218)	18% (117)	13% (88)	13% (87)	4% (24)	654
Income: 100k+	14% (31)	33% (71)	24% (52)	16% (36)	11% (25)	2% (4)	218

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Table BRD1_10: How credible are each of the following?
Huffington Post

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	16% (347)	31% (689)	17% (370)	13% (284)	16% (349)	7% (163)	2201
Ethnicity: White	14% (247)	31% (544)	18% (311)	14% (241)	16% (281)	7% (127)	1750
Ethnicity: Hispanic	24% (77)	40% (131)	17% (56)	9% (29)	8% (27)	3% (8)	329
Ethnicity: Afr. Am.	21% (58)	29% (79)	14% (36)	9% (23)	17% (46)	10% (27)	269
Ethnicity: Other	23% (42)	37% (67)	13% (23)	11% (20)	12% (22)	5% (8)	182
Relig: Protestant	11% (52)	31% (146)	19% (90)	19% (91)	15% (71)	5% (26)	475
Relig: Roman Catholic	21% (109)	32% (165)	18% (91)	11% (59)	13% (65)	5% (24)	513
Relig: Ath./Agn./None	15% (94)	33% (205)	16% (99)	11% (65)	17% (105)	7% (46)	613
Relig: Something Else	17% (59)	32% (112)	15% (52)	10% (36)	18% (64)	8% (27)	351
Relig: Jewish	18% (11)	24% (15)	22% (13)	12% (7)	20% (12)	5% (3)	60
Relig: Evangelical	16% (95)	27% (164)	17% (103)	16% (95)	13% (76)	11% (67)	600
Relig: Non-Evang. Catholics	15% (98)	33% (208)	18% (117)	14% (88)	16% (102)	4% (23)	636
Relig: All Christian	16% (193)	30% (372)	18% (219)	15% (183)	14% (177)	7% (90)	1235
Relig: All Non-Christian	16% (153)	33% (317)	16% (151)	10% (101)	18% (169)	8% (72)	964
Community: Urban	21% (136)	32% (205)	15% (95)	9% (57)	16% (104)	6% (41)	638
Community: Suburban	14% (137)	33% (328)	18% (185)	14% (144)	15% (147)	6% (58)	999
Community: Rural	13% (74)	28% (156)	16% (90)	15% (83)	17% (97)	11% (63)	564
Employ: Private Sector	20% (136)	35% (235)	18% (121)	11% (76)	11% (76)	4% (24)	668
Employ: Government	21% (26)	31% (38)	17% (22)	12% (15)	13% (16)	6% (7)	124
Employ: Self-Employed	18% (36)	38% (76)	16% (31)	19% (39)	7% (14)	2% (4)	198
Employ: Homemaker	10% (21)	23% (52)	17% (39)	12% (26)	24% (53)	14% (31)	223
Employ: Student	12% (12)	35% (36)	17% (17)	16% (17)	14% (14)	7% (7)	104
Employ: Retired	12% (56)	31% (147)	16% (77)	16% (76)	18% (86)	8% (37)	479
Employ: Unemployed	12% (26)	30% (63)	14% (31)	12% (25)	19% (41)	13% (28)	214
Employ: Other	18% (34)	22% (42)	17% (33)	5% (9)	25% (48)	13% (25)	192
Job Type: White-collar	20% (145)	35% (250)	17% (126)	13% (96)	11% (77)	4% (30)	723
Job Type: Blue-collar	14% (139)	31% (308)	18% (176)	14% (140)	16% (158)	6% (59)	980
Job Type: Don't Know	13% (63)	26% (132)	14% (68)	10% (48)	23% (114)	15% (74)	498
Military HH: Yes	17% (70)	34% (143)	18% (73)	14% (59)	14% (59)	3% (14)	419
Military HH: No	15% (276)	31% (546)	17% (297)	13% (225)	16% (290)	8% (148)	1782

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Table BRD1_10: How credible are each of the following?
 Huffington Post

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	16% (347)	31% (689)	17% (370)	13% (284)	16% (349)	7% (163)	2201
RD/WT: Right Direction	15% (139)	27% (246)	18% (166)	19% (170)	13% (119)	8% (71)	912
RD/WT: Wrong Track	16% (207)	34% (443)	16% (204)	9% (114)	18% (230)	7% (92)	1289
Strongly Approve	15% (73)	19% (90)	17% (81)	27% (125)	14% (64)	8% (36)	470
Somewhat Approve	11% (57)	30% (149)	25% (122)	14% (71)	14% (69)	6% (28)	496
Somewhat Disapprove	10% (27)	43% (121)	15% (42)	9% (26)	16% (46)	7% (21)	283
Strongly Disapprove	22% (178)	37% (300)	14% (118)	6% (53)	14% (117)	6% (49)	815
Don't Know / No Opinion	8% (12)	21% (29)	5% (7)	7% (9)	39% (53)	20% (28)	137
#1 Issue: Economy	13% (74)	35% (198)	18% (106)	14% (78)	15% (84)	6% (33)	572
#1 Issue: Security	15% (66)	25% (113)	15% (66)	22% (99)	15% (68)	7% (33)	445
#1 Issue: Health Care	18% (74)	33% (132)	17% (68)	9% (36)	15% (62)	8% (31)	403
#1 Issue: Medicare / Social Security	16% (55)	30% (106)	16% (56)	8% (29)	20% (70)	10% (34)	350
#1 Issue: Women's Issues	18% (21)	39% (47)	15% (18)	12% (14)	16% (19)	1% (1)	121
#1 Issue: Education	18% (27)	28% (43)	23% (34)	10% (15)	12% (18)	10% (15)	152
#1 Issue: Energy	27% (25)	35% (32)	17% (16)	4% (4)	13% (12)	3% (3)	92
#1 Issue: Other	8% (5)	27% (18)	10% (7)	13% (8)	23% (15)	19% (12)	65
2016 Vote: Democrat Hillary Clinton	24% (184)	38% (289)	13% (100)	5% (35)	14% (107)	5% (40)	754
2016 Vote: Republican Donald Trump	11% (86)	25% (193)	20% (161)	23% (182)	15% (121)	5% (42)	785
2016 Vote: Someone else	9% (13)	39% (60)	25% (38)	14% (22)	10% (15)	4% (6)	154
2012 Vote: Barack Obama	22% (198)	37% (326)	15% (136)	6% (56)	15% (134)	5% (42)	892
2012 Vote: Mitt Romney	9% (51)	26% (148)	21% (116)	25% (141)	14% (81)	5% (27)	565
2012 Vote: Other	6% (5)	27% (21)	25% (19)	22% (17)	12% (9)	8% (6)	77
2012 Vote: Didn't Vote	14% (92)	29% (193)	15% (99)	11% (70)	19% (124)	13% (87)	666
4-Region: Northeast	12% (50)	32% (128)	16% (64)	13% (53)	20% (79)	7% (27)	402
4-Region: Midwest	14% (68)	35% (165)	16% (74)	13% (62)	14% (67)	8% (39)	474
4-Region: South	16% (128)	28% (232)	18% (146)	13% (107)	16% (127)	9% (75)	815
4-Region: West	20% (101)	32% (164)	17% (86)	12% (62)	15% (76)	4% (22)	511

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

Table BRD1_11: How credible are each of the following?
Breitbart

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (177)	16% (346)	12% (255)	16% (357)	12% (265)	36% (802)	2201
Gender: Male	11% (117)	18% (193)	15% (155)	20% (214)	11% (120)	25% (261)	1060
Gender: Female	5% (61)	13% (153)	9% (100)	12% (142)	13% (145)	47% (540)	1141
Age: 18-29	15% (70)	17% (82)	12% (57)	12% (59)	11% (52)	33% (156)	476
Age: 30-44	12% (68)	20% (110)	11% (60)	14% (79)	12% (68)	31% (174)	559
Age: 45-54	4% (14)	15% (58)	8% (31)	15% (57)	14% (52)	44% (167)	377
Age: 55-64	4% (17)	14% (55)	15% (58)	17% (68)	10% (40)	39% (153)	391
Age: 65+	2% (8)	10% (41)	13% (50)	24% (94)	13% (53)	38% (151)	398
PID: Dem (no lean)	8% (61)	14% (109)	10% (80)	22% (175)	10% (78)	36% (282)	786
PID: Ind (no lean)	5% (38)	13% (94)	13% (91)	16% (116)	14% (99)	39% (282)	720
PID: Rep (no lean)	11% (78)	20% (142)	12% (84)	9% (66)	13% (87)	34% (237)	695
PID/Gender: Dem Men	12% (45)	15% (55)	12% (45)	26% (95)	8% (30)	26% (97)	367
PID/Gender: Dem Women	4% (17)	13% (54)	8% (34)	19% (79)	12% (49)	44% (186)	419
PID/Gender: Ind Men	7% (23)	16% (52)	16% (53)	23% (77)	14% (45)	24% (79)	330
PID/Gender: Ind Women	4% (14)	11% (42)	10% (38)	10% (39)	14% (55)	52% (203)	390
PID/Gender: Rep Men	13% (49)	23% (85)	16% (56)	12% (42)	13% (45)	24% (85)	363
PID/Gender: Rep Women	9% (30)	17% (57)	8% (28)	7% (24)	13% (42)	46% (152)	332
Tea Party: Supporter	19% (108)	27% (153)	10% (57)	8% (46)	8% (47)	28% (161)	572
Tea Party: Not Supporter	4% (67)	12% (190)	12% (198)	19% (309)	13% (217)	39% (638)	1619
Ideo: Liberal (1-3)	14% (95)	15% (107)	10% (73)	27% (186)	8% (58)	25% (176)	695
Ideo: Moderate (4)	4% (23)	13% (71)	11% (62)	13% (74)	14% (77)	44% (244)	551
Ideo: Conservative (5-7)	8% (56)	21% (149)	14% (100)	12% (85)	14% (99)	32% (230)	718
Educ: < College	7% (115)	15% (230)	12% (186)	12% (192)	13% (206)	41% (638)	1567
Educ: Bachelors degree	9% (39)	19% (79)	10% (41)	23% (98)	9% (38)	29% (121)	416
Educ: Post-grad	11% (23)	17% (37)	13% (28)	31% (67)	10% (21)	19% (42)	219
Income: Under 50k	7% (94)	14% (185)	11% (148)	13% (178)	13% (172)	42% (552)	1329
Income: 50k-100k	9% (62)	19% (122)	12% (80)	19% (121)	10% (68)	31% (202)	654
Income: 100k+	10% (22)	18% (39)	12% (27)	26% (58)	11% (25)	22% (48)	218

Continued on next page

Table BRD1_11: How credible are each of the following?

Breitbart

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (177)	16% (346)	12% (255)	16% (357)	12% (265)	36% (802)	2201
Ethnicity: White	8% (132)	15% (265)	12% (202)	17% (289)	12% (213)	37% (648)	1750
Ethnicity: Hispanic	15% (50)	23% (75)	11% (36)	11% (37)	11% (36)	29% (96)	329
Ethnicity: Afr. Am.	9% (24)	18% (48)	10% (28)	14% (38)	12% (33)	36% (97)	269
Ethnicity: Other	11% (21)	18% (33)	13% (24)	16% (29)	10% (19)	31% (56)	182
Relig: Protestant	6% (29)	17% (81)	14% (68)	19% (90)	13% (62)	31% (146)	475
Relig: Roman Catholic	12% (64)	21% (109)	12% (60)	12% (62)	9% (47)	34% (172)	513
Relig: Ath./Agn./None	7% (42)	14% (83)	9% (53)	21% (131)	13% (78)	37% (226)	613
Relig: Something Else	6% (22)	12% (44)	12% (41)	17% (60)	15% (52)	38% (132)	351
Relig: Jewish	2% (1)	11% (7)	10% (6)	38% (23)	11% (7)	28% (17)	60
Relig: Evangelical	13% (76)	18% (105)	12% (71)	10% (59)	11% (65)	37% (224)	600
Relig: Non-Evang. Catholics	6% (37)	18% (113)	14% (90)	17% (108)	11% (70)	34% (216)	636
Relig: All Christian	9% (113)	18% (219)	13% (161)	13% (166)	11% (136)	36% (441)	1235
Relig: All Non-Christian	7% (64)	13% (127)	10% (94)	20% (190)	13% (129)	37% (359)	964
Community: Urban	14% (90)	19% (122)	10% (66)	14% (89)	11% (72)	31% (199)	638
Community: Suburban	5% (54)	15% (155)	12% (117)	19% (190)	11% (113)	37% (370)	999
Community: Rural	6% (33)	12% (69)	13% (72)	14% (77)	14% (80)	41% (232)	564
Employ: Private Sector	10% (69)	19% (125)	12% (79)	17% (112)	10% (66)	32% (217)	668
Employ: Government	14% (17)	25% (31)	15% (18)	13% (16)	8% (9)	25% (31)	124
Employ: Self-Employed	13% (25)	18% (36)	15% (29)	20% (39)	11% (22)	23% (46)	198
Employ: Homemaker	4% (9)	10% (22)	8% (18)	8% (18)	17% (39)	52% (116)	223
Employ: Student	7% (8)	21% (22)	8% (8)	16% (17)	14% (14)	34% (35)	104
Employ: Retired	3% (14)	12% (59)	14% (67)	22% (105)	12% (59)	37% (176)	479
Employ: Unemployed	7% (14)	15% (31)	9% (19)	14% (31)	14% (30)	41% (88)	214
Employ: Other	11% (20)	10% (19)	8% (16)	10% (19)	14% (26)	48% (91)	192
Job Type: White-collar	11% (76)	18% (132)	13% (94)	24% (170)	9% (62)	26% (188)	723
Job Type: Blue-collar	7% (72)	16% (155)	11% (111)	14% (134)	12% (118)	40% (390)	980
Job Type: Don't Know	6% (28)	12% (59)	10% (50)	11% (53)	17% (85)	45% (223)	498
Military HH: Yes	12% (50)	16% (69)	14% (59)	17% (73)	11% (45)	29% (123)	419
Military HH: No	7% (127)	16% (277)	11% (196)	16% (284)	12% (220)	38% (678)	1782

Continued on next page

Table BRD1_11: How credible are each of the following?

Breitbart

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	8% (177)	16% (346)	12% (255)	16% (357)	12% (265)	36% (802)	2201
RD/WT: Right Direction	14% (125)	20% (183)	12% (108)	8% (75)	13% (121)	33% (299)	912
RD/WT: Wrong Track	4% (52)	13% (163)	11% (147)	22% (282)	11% (144)	39% (502)	1289
Strongly Approve	19% (88)	22% (101)	9% (41)	11% (50)	12% (54)	29% (135)	470
Somewhat Approve	6% (27)	20% (99)	17% (84)	7% (34)	15% (74)	36% (177)	496
Somewhat Disapprove	5% (15)	17% (47)	13% (38)	10% (28)	10% (28)	45% (127)	283
Strongly Disapprove	5% (42)	10% (83)	10% (84)	30% (240)	9% (74)	36% (291)	815
Don't Know / No Opinion	3% (5)	11% (15)	5% (7)	3% (4)	25% (34)	52% (72)	137
#1 Issue: Economy	9% (54)	19% (109)	12% (66)	13% (75)	13% (73)	34% (195)	572
#1 Issue: Security	9% (41)	18% (78)	13% (58)	10% (45)	13% (60)	37% (163)	445
#1 Issue: Health Care	5% (18)	11% (45)	10% (41)	23% (94)	11% (43)	40% (163)	403
#1 Issue: Medicare / Social Security	4% (14)	13% (45)	12% (42)	17% (58)	12% (42)	42% (148)	350
#1 Issue: Women's Issues	11% (14)	24% (28)	13% (15)	20% (25)	6% (7)	26% (32)	121
#1 Issue: Education	14% (21)	16% (24)	8% (11)	13% (20)	16% (24)	34% (52)	152
#1 Issue: Energy	15% (14)	11% (10)	15% (14)	31% (29)	5% (5)	22% (21)	92
#1 Issue: Other	2% (1)	8% (5)	11% (7)	16% (11)	18% (12)	44% (29)	65
2016 Vote: Democrat Hillary Clinton	7% (51)	14% (105)	9% (68)	27% (207)	10% (73)	33% (251)	754
2016 Vote: Republican Donald Trump	12% (92)	20% (159)	12% (98)	9% (73)	13% (104)	33% (259)	785
2016 Vote: Someone else	3% (5)	14% (22)	22% (34)	20% (32)	12% (18)	28% (44)	154
2012 Vote: Barack Obama	7% (66)	14% (121)	11% (97)	23% (204)	10% (86)	36% (318)	892
2012 Vote: Mitt Romney	9% (53)	22% (123)	13% (73)	13% (72)	13% (72)	30% (172)	565
2012 Vote: Other	1% (1)	16% (12)	19% (15)	14% (11)	19% (14)	31% (24)	77
2012 Vote: Didn't Vote	8% (57)	13% (88)	11% (70)	11% (71)	14% (93)	43% (288)	666
4-Region: Northeast	6% (24)	17% (68)	12% (50)	14% (57)	15% (59)	36% (143)	402
4-Region: Midwest	5% (26)	14% (69)	11% (52)	18% (84)	10% (45)	42% (199)	474
4-Region: South	10% (78)	16% (129)	11% (94)	14% (118)	13% (108)	35% (288)	815
4-Region: West	10% (50)	16% (80)	12% (60)	19% (98)	10% (53)	34% (172)	511

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

Table BRD2_1: How much do you trust each of the following?
CNN

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(575)	33%	(722)	15%	(322)	18%	(397)	8%	(185)	2201
Gender: Male	26%	(272)	33%	(351)	15%	(156)	21%	(223)	5%	(58)	1060
Gender: Female	27%	(304)	33%	(371)	15%	(166)	15%	(174)	11%	(127)	1141
Age: 18-29	27%	(126)	30%	(143)	18%	(86)	18%	(85)	7%	(35)	476
Age: 30-44	29%	(165)	35%	(196)	14%	(80)	14%	(78)	7%	(41)	559
Age: 45-54	28%	(105)	33%	(125)	11%	(40)	16%	(59)	13%	(48)	377
Age: 55-64	25%	(96)	33%	(130)	13%	(52)	20%	(80)	8%	(33)	391
Age: 65+	21%	(83)	32%	(128)	16%	(64)	24%	(94)	7%	(28)	398
PID: Dem (no lean)	35%	(279)	41%	(319)	10%	(80)	6%	(45)	8%	(64)	786
PID: Ind (no lean)	22%	(159)	33%	(235)	16%	(115)	19%	(136)	10%	(76)	720
PID: Rep (no lean)	20%	(138)	24%	(169)	18%	(127)	31%	(217)	6%	(45)	695
PID/Gender: Dem Men	36%	(132)	43%	(159)	10%	(37)	5%	(19)	5%	(20)	367
PID/Gender: Dem Women	35%	(147)	38%	(159)	10%	(43)	6%	(25)	11%	(44)	419
PID/Gender: Ind Men	22%	(72)	30%	(101)	16%	(52)	24%	(79)	8%	(26)	330
PID/Gender: Ind Women	22%	(87)	34%	(134)	16%	(63)	15%	(57)	13%	(50)	390
PID/Gender: Rep Men	19%	(68)	25%	(91)	19%	(67)	34%	(125)	3%	(12)	363
PID/Gender: Rep Women	21%	(70)	23%	(78)	18%	(60)	28%	(92)	10%	(33)	332
Tea Party: Supporter	28%	(160)	25%	(142)	15%	(88)	27%	(157)	4%	(25)	572
Tea Party: Not Supporter	26%	(414)	35%	(571)	14%	(234)	15%	(239)	10%	(160)	1619
Ideo: Liberal (1-3)	39%	(270)	40%	(280)	9%	(63)	6%	(43)	6%	(38)	695
Ideo: Moderate (4)	24%	(131)	36%	(201)	15%	(85)	14%	(77)	10%	(57)	551
Ideo: Conservative (5-7)	17%	(120)	23%	(163)	20%	(147)	35%	(248)	6%	(40)	718
Educ: < College	25%	(397)	31%	(491)	14%	(222)	19%	(295)	10%	(161)	1567
Educ: Bachelors degree	27%	(112)	35%	(146)	17%	(70)	17%	(69)	4%	(18)	416
Educ: Post-grad	30%	(66)	39%	(84)	14%	(30)	15%	(33)	3%	(6)	219
Income: Under 50k	25%	(337)	31%	(415)	15%	(196)	18%	(234)	11%	(147)	1329
Income: 50k-100k	28%	(183)	34%	(223)	15%	(99)	18%	(120)	4%	(29)	654
Income: 100k+	25%	(55)	39%	(84)	13%	(27)	19%	(42)	4%	(9)	218

Continued on next page

Table BRD2_1: How much do you trust each of the following?

CNN

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(575)	33%	(722)	15%	(322)	18%	(397)	8%	(185)	2201
Ethnicity: White	24%	(422)	34%	(592)	15%	(268)	19%	(332)	8%	(136)	1750
Ethnicity: Hispanic	37%	(123)	31%	(102)	12%	(41)	12%	(39)	7%	(23)	329
Ethnicity: Afr. Am.	31%	(84)	29%	(79)	11%	(31)	14%	(37)	14%	(37)	269
Ethnicity: Other	38%	(69)	28%	(51)	13%	(23)	15%	(28)	6%	(11)	182
Relig: Protestant	23%	(109)	28%	(135)	17%	(82)	26%	(121)	6%	(27)	475
Relig: Roman Catholic	32%	(164)	35%	(178)	11%	(58)	17%	(88)	5%	(26)	513
Relig: Ath./Agn./None	22%	(135)	36%	(223)	16%	(99)	14%	(87)	11%	(69)	613
Relig: Something Else	31%	(110)	30%	(106)	15%	(52)	15%	(52)	9%	(31)	351
Relig: Jewish	29%	(17)	42%	(25)	12%	(7)	12%	(7)	5%	(3)	60
Relig: Evangelical	29%	(171)	28%	(169)	13%	(81)	22%	(132)	8%	(47)	600
Relig: Non-Evang. Catholics	25%	(160)	35%	(221)	14%	(91)	20%	(126)	6%	(38)	636
Relig: All Christian	27%	(331)	32%	(390)	14%	(171)	21%	(258)	7%	(85)	1235
Relig: All Non-Christian	25%	(244)	34%	(330)	16%	(151)	14%	(139)	10%	(100)	964
Community: Urban	32%	(202)	34%	(214)	12%	(74)	13%	(83)	10%	(65)	638
Community: Suburban	25%	(247)	34%	(342)	16%	(155)	20%	(200)	6%	(56)	999
Community: Rural	22%	(127)	29%	(166)	17%	(93)	20%	(114)	11%	(64)	564
Employ: Private Sector	28%	(189)	36%	(240)	15%	(99)	15%	(102)	6%	(37)	668
Employ: Government	32%	(40)	31%	(38)	16%	(19)	13%	(17)	8%	(10)	124
Employ: Self-Employed	22%	(44)	34%	(68)	16%	(31)	22%	(45)	5%	(10)	198
Employ: Homemaker	22%	(50)	28%	(63)	17%	(37)	20%	(43)	13%	(29)	223
Employ: Student	28%	(29)	29%	(30)	10%	(11)	24%	(25)	9%	(9)	104
Employ: Retired	23%	(111)	32%	(155)	15%	(70)	24%	(116)	6%	(29)	479
Employ: Unemployed	22%	(48)	32%	(69)	15%	(33)	15%	(33)	15%	(32)	214
Employ: Other	34%	(65)	30%	(58)	11%	(21)	9%	(18)	16%	(30)	192
Job Type: White-collar	30%	(219)	37%	(268)	15%	(106)	14%	(103)	4%	(26)	723
Job Type: Blue-collar	24%	(233)	33%	(321)	15%	(143)	22%	(216)	7%	(66)	980
Job Type: Don't Know	25%	(123)	26%	(132)	15%	(73)	16%	(78)	19%	(93)	498
Military HH: Yes	26%	(109)	33%	(136)	15%	(63)	22%	(91)	5%	(19)	419
Military HH: No	26%	(466)	33%	(586)	15%	(259)	17%	(306)	9%	(165)	1782

Continued on next page

Table BRD2_1: How much do you trust each of the following?
CNN

Demographic	A Lot	Some	Not Much	Not At All	Don't Know / No Opinion	Total N
Adults	26% (575)	33% (722)	15% (322)	18% (397)	8% (185)	2201
RD/WT: Right Direction	24% (219)	26% (235)	15% (141)	27% (245)	8% (72)	912
RD/WT: Wrong Track	28% (356)	38% (486)	14% (182)	12% (152)	9% (113)	1289
Strongly Approve	24% (113)	17% (82)	13% (63)	40% (190)	5% (21)	470
Somewhat Approve	19% (92)	33% (161)	22% (107)	19% (96)	8% (39)	496
Somewhat Disapprove	24% (67)	48% (136)	17% (49)	7% (19)	4% (12)	283
Strongly Disapprove	35% (285)	38% (310)	11% (86)	9% (76)	7% (57)	815
Don't Know / No Opinion	13% (19)	24% (33)	12% (16)	11% (15)	40% (55)	137
#1 Issue: Economy	23% (129)	34% (193)	16% (94)	21% (119)	6% (37)	572
#1 Issue: Security	21% (95)	25% (112)	15% (66)	32% (141)	7% (32)	445
#1 Issue: Health Care	29% (118)	37% (148)	16% (63)	11% (43)	8% (32)	403
#1 Issue: Medicare / Social Security	31% (109)	33% (114)	13% (47)	13% (44)	10% (36)	350
#1 Issue: Women's Issues	31% (37)	40% (48)	8% (9)	10% (12)	12% (14)	121
#1 Issue: Education	27% (41)	33% (50)	19% (29)	10% (15)	11% (17)	152
#1 Issue: Energy	35% (33)	41% (38)	9% (8)	8% (7)	7% (6)	92
#1 Issue: Other	21% (14)	29% (19)	8% (5)	26% (17)	17% (11)	65
2016 Vote: Democrat Hillary Clinton	38% (287)	43% (326)	8% (63)	3% (25)	7% (53)	754
2016 Vote: Republican Donald Trump	19% (147)	23% (177)	19% (150)	33% (257)	7% (54)	785
2016 Vote: Someone else	14% (22)	36% (56)	25% (38)	19% (30)	6% (9)	154
2012 Vote: Barack Obama	35% (313)	42% (372)	10% (86)	7% (59)	7% (63)	892
2012 Vote: Mitt Romney	15% (85)	24% (134)	19% (109)	36% (205)	6% (32)	565
2012 Vote: Other	9% (7)	31% (24)	18% (14)	29% (22)	13% (10)	77
2012 Vote: Didn't Vote	25% (170)	29% (192)	17% (113)	17% (111)	12% (79)	666
4-Region: Northeast	23% (94)	36% (146)	13% (51)	18% (74)	9% (37)	402
4-Region: Midwest	29% (138)	33% (155)	15% (72)	18% (84)	5% (24)	474
4-Region: South	24% (194)	31% (251)	15% (125)	20% (164)	10% (80)	815
4-Region: West	29% (148)	33% (170)	15% (74)	15% (75)	9% (44)	511

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

Table BRD2_2: How much do you trust each of the following?
Fox News

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	24%	(528)	32%	(699)	17%	(368)	20%	(443)	7%	(163)	2201
Gender: Male	25%	(268)	30%	(315)	17%	(182)	23%	(242)	5%	(53)	1060
Gender: Female	23%	(260)	34%	(383)	16%	(187)	18%	(201)	10%	(110)	1141
Age: 18-29	22%	(104)	30%	(143)	21%	(101)	20%	(96)	7%	(31)	476
Age: 30-44	28%	(154)	30%	(169)	16%	(89)	20%	(110)	7%	(38)	559
Age: 45-54	25%	(96)	32%	(122)	11%	(43)	19%	(70)	12%	(45)	377
Age: 55-64	24%	(93)	33%	(130)	17%	(67)	19%	(74)	7%	(26)	391
Age: 65+	20%	(81)	34%	(134)	17%	(68)	23%	(93)	6%	(22)	398
PID: Dem (no lean)	21%	(165)	27%	(216)	17%	(131)	28%	(217)	7%	(57)	786
PID: Ind (no lean)	20%	(144)	29%	(212)	19%	(137)	23%	(166)	8%	(61)	720
PID: Rep (no lean)	32%	(219)	39%	(271)	14%	(100)	9%	(61)	6%	(45)	695
PID/Gender: Dem Men	22%	(79)	27%	(98)	17%	(62)	31%	(112)	4%	(15)	367
PID/Gender: Dem Women	20%	(86)	28%	(118)	16%	(69)	25%	(104)	10%	(42)	419
PID/Gender: Ind Men	20%	(67)	23%	(77)	19%	(62)	30%	(100)	7%	(24)	330
PID/Gender: Ind Women	20%	(77)	35%	(135)	19%	(75)	17%	(66)	10%	(37)	390
PID/Gender: Rep Men	34%	(122)	39%	(140)	16%	(57)	8%	(29)	4%	(14)	363
PID/Gender: Rep Women	29%	(97)	39%	(131)	13%	(42)	9%	(31)	9%	(31)	332
Tea Party: Supporter	40%	(227)	36%	(205)	14%	(79)	7%	(39)	4%	(23)	572
Tea Party: Not Supporter	18%	(297)	30%	(492)	18%	(290)	25%	(401)	9%	(139)	1619
Ideo: Liberal (1-3)	22%	(154)	25%	(171)	16%	(114)	33%	(228)	4%	(27)	695
Ideo: Moderate (4)	18%	(101)	34%	(185)	19%	(104)	21%	(114)	8%	(46)	551
Ideo: Conservative (5-7)	31%	(226)	37%	(265)	16%	(115)	10%	(75)	5%	(38)	718
Educ: < College	25%	(395)	33%	(513)	15%	(233)	18%	(286)	9%	(140)	1567
Educ: Bachelors degree	21%	(88)	31%	(128)	20%	(85)	23%	(97)	4%	(17)	416
Educ: Post-grad	20%	(44)	26%	(57)	23%	(51)	28%	(60)	3%	(6)	219
Income: Under 50k	25%	(333)	30%	(405)	16%	(214)	19%	(251)	9%	(126)	1329
Income: 50k-100k	23%	(150)	35%	(227)	18%	(119)	20%	(130)	4%	(28)	654
Income: 100k+	21%	(45)	31%	(66)	17%	(36)	28%	(62)	4%	(9)	218

Continued on next page

Table BRD2_2: How much do you trust each of the following?
 Fox News

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	24%	(528)	32%	(699)	17%	(368)	20%	(443)	7%	(163)	2201
Ethnicity: White	24%	(415)	33%	(571)	17%	(304)	20%	(345)	7%	(116)	1750
Ethnicity: Hispanic	28%	(92)	33%	(107)	17%	(58)	15%	(49)	7%	(23)	329
Ethnicity: Afr. Am.	24%	(65)	27%	(74)	13%	(36)	23%	(61)	12%	(32)	269
Ethnicity: Other	26%	(48)	30%	(54)	16%	(29)	20%	(37)	8%	(14)	182
Relig: Protestant	25%	(117)	34%	(163)	18%	(84)	18%	(85)	5%	(25)	475
Relig: Roman Catholic	31%	(158)	35%	(178)	15%	(77)	14%	(74)	5%	(27)	513
Relig: Ath./Agn./None	18%	(109)	27%	(168)	16%	(101)	29%	(175)	10%	(60)	613
Relig: Something Else	20%	(69)	30%	(104)	21%	(73)	23%	(79)	7%	(26)	351
Relig: Jewish	8%	(5)	38%	(23)	21%	(12)	29%	(18)	4%	(2)	60
Relig: Evangelical	32%	(191)	38%	(228)	14%	(82)	10%	(61)	6%	(37)	600
Relig: Non-Evang. Catholics	25%	(159)	31%	(197)	18%	(112)	20%	(128)	6%	(39)	636
Relig: All Christian	28%	(350)	34%	(425)	16%	(195)	15%	(189)	6%	(77)	1235
Relig: All Non-Christian	18%	(178)	28%	(272)	18%	(174)	26%	(254)	9%	(86)	964
Community: Urban	27%	(171)	33%	(209)	14%	(90)	16%	(103)	10%	(64)	638
Community: Suburban	23%	(225)	30%	(297)	19%	(193)	24%	(237)	5%	(48)	999
Community: Rural	23%	(131)	34%	(193)	15%	(85)	18%	(103)	9%	(51)	564
Employ: Private Sector	25%	(167)	33%	(219)	16%	(110)	21%	(141)	5%	(31)	668
Employ: Government	21%	(26)	37%	(46)	17%	(21)	19%	(23)	7%	(8)	124
Employ: Self-Employed	20%	(40)	30%	(60)	22%	(43)	25%	(50)	2%	(5)	198
Employ: Homemaker	25%	(55)	34%	(77)	15%	(34)	14%	(32)	11%	(25)	223
Employ: Student	20%	(21)	26%	(27)	16%	(16)	24%	(25)	13%	(14)	104
Employ: Retired	23%	(111)	32%	(154)	17%	(84)	22%	(104)	6%	(27)	479
Employ: Unemployed	27%	(57)	26%	(56)	17%	(36)	18%	(38)	12%	(27)	214
Employ: Other	27%	(51)	31%	(60)	13%	(25)	15%	(29)	14%	(27)	192
Job Type: White-collar	24%	(171)	32%	(231)	18%	(132)	23%	(168)	3%	(22)	723
Job Type: Blue-collar	24%	(239)	33%	(323)	16%	(155)	21%	(204)	6%	(58)	980
Job Type: Don't Know	24%	(117)	29%	(145)	16%	(82)	14%	(71)	17%	(83)	498
Military HH: Yes	23%	(98)	36%	(152)	16%	(66)	21%	(89)	3%	(13)	419
Military HH: No	24%	(430)	31%	(547)	17%	(302)	20%	(354)	8%	(150)	1782

Continued on next page

Table BRD2_2: How much do you trust each of the following?

Fox News

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	24%	(528)	32%	(699)	17%	(368)	20%	(443)	7%	(163)	2201
RD/WT: Right Direction	35%	(317)	37%	(342)	13%	(120)	7%	(68)	7%	(66)	912
RD/WT: Wrong Track	16%	(211)	28%	(357)	19%	(249)	29%	(376)	8%	(97)	1289
Strongly Approve	44%	(209)	33%	(153)	9%	(42)	10%	(46)	4%	(20)	470
Somewhat Approve	25%	(124)	40%	(199)	20%	(102)	7%	(35)	7%	(36)	496
Somewhat Disapprove	19%	(54)	43%	(123)	22%	(61)	13%	(37)	3%	(9)	283
Strongly Disapprove	16%	(130)	22%	(182)	18%	(146)	38%	(312)	6%	(45)	815
Don't Know / No Opinion	8%	(11)	30%	(41)	13%	(18)	10%	(14)	39%	(53)	137
#1 Issue: Economy	25%	(141)	35%	(201)	16%	(92)	19%	(107)	5%	(30)	572
#1 Issue: Security	31%	(139)	35%	(158)	16%	(71)	11%	(51)	6%	(27)	445
#1 Issue: Health Care	21%	(83)	27%	(107)	20%	(79)	25%	(100)	9%	(35)	403
#1 Issue: Medicare / Social Security	21%	(72)	31%	(110)	17%	(58)	22%	(78)	9%	(32)	350
#1 Issue: Women's Issues	19%	(23)	37%	(44)	13%	(16)	23%	(27)	8%	(9)	121
#1 Issue: Education	22%	(33)	28%	(42)	20%	(31)	21%	(32)	9%	(14)	152
#1 Issue: Energy	27%	(25)	20%	(18)	13%	(12)	35%	(32)	5%	(5)	92
#1 Issue: Other	17%	(11)	27%	(17)	15%	(10)	26%	(17)	16%	(10)	65
2016 Vote: Democrat Hillary Clinton	19%	(147)	25%	(192)	17%	(130)	32%	(241)	6%	(44)	754
2016 Vote: Republican Donald Trump	31%	(243)	38%	(299)	15%	(118)	10%	(75)	6%	(51)	785
2016 Vote: Someone else	14%	(21)	27%	(41)	29%	(45)	26%	(40)	4%	(7)	154
2012 Vote: Barack Obama	22%	(198)	26%	(231)	17%	(153)	29%	(262)	5%	(48)	892
2012 Vote: Mitt Romney	30%	(167)	38%	(213)	15%	(86)	12%	(67)	6%	(32)	565
2012 Vote: Other	17%	(14)	28%	(22)	19%	(15)	21%	(16)	15%	(11)	77
2012 Vote: Didn't Vote	22%	(149)	35%	(232)	17%	(115)	15%	(98)	11%	(71)	666
4-Region: Northeast	25%	(100)	31%	(123)	14%	(58)	21%	(86)	9%	(35)	402
4-Region: Midwest	26%	(122)	30%	(142)	17%	(83)	20%	(97)	6%	(30)	474
4-Region: South	24%	(192)	33%	(266)	16%	(132)	20%	(161)	8%	(63)	815
4-Region: West	22%	(114)	33%	(167)	19%	(96)	19%	(99)	7%	(36)	511

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

Table BRD2_3: How much do you trust each of the following?
 MSNBC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	21%	(459)	34%	(747)	18%	(388)	16%	(356)	11%	(251)	2201
Gender: Male	20%	(216)	35%	(366)	18%	(190)	20%	(214)	7%	(73)	1060
Gender: Female	21%	(243)	33%	(380)	17%	(197)	12%	(142)	16%	(178)	1141
Age: 18-29	19%	(93)	31%	(147)	24%	(115)	12%	(55)	14%	(66)	476
Age: 30-44	24%	(135)	37%	(209)	18%	(98)	13%	(72)	8%	(46)	559
Age: 45-54	23%	(85)	36%	(134)	15%	(55)	15%	(56)	13%	(47)	377
Age: 55-64	21%	(81)	33%	(130)	14%	(57)	20%	(77)	12%	(46)	391
Age: 65+	17%	(66)	32%	(126)	16%	(63)	24%	(97)	11%	(45)	398
PID: Dem (no lean)	30%	(232)	40%	(316)	13%	(104)	4%	(34)	13%	(100)	786
PID: Ind (no lean)	16%	(119)	34%	(243)	20%	(141)	18%	(128)	12%	(89)	720
PID: Rep (no lean)	16%	(108)	27%	(188)	21%	(143)	28%	(194)	9%	(62)	695
PID/Gender: Dem Men	29%	(107)	46%	(167)	13%	(48)	6%	(21)	7%	(24)	367
PID/Gender: Dem Women	30%	(126)	35%	(148)	13%	(55)	3%	(14)	18%	(76)	419
PID/Gender: Ind Men	16%	(53)	33%	(109)	20%	(66)	22%	(73)	9%	(29)	330
PID/Gender: Ind Women	17%	(66)	34%	(135)	19%	(75)	14%	(56)	15%	(59)	390
PID/Gender: Rep Men	16%	(56)	25%	(90)	21%	(76)	33%	(121)	5%	(19)	363
PID/Gender: Rep Women	16%	(52)	29%	(98)	20%	(67)	22%	(73)	13%	(43)	332
Tea Party: Supporter	23%	(133)	28%	(163)	18%	(100)	25%	(145)	6%	(32)	572
Tea Party: Not Supporter	20%	(326)	36%	(577)	18%	(286)	13%	(210)	14%	(219)	1619
Ideo: Liberal (1-3)	32%	(220)	41%	(282)	14%	(98)	6%	(39)	8%	(57)	695
Ideo: Moderate (4)	17%	(96)	39%	(217)	18%	(101)	12%	(65)	13%	(72)	551
Ideo: Conservative (5-7)	14%	(103)	24%	(173)	21%	(153)	32%	(233)	8%	(56)	718
Educ: < College	21%	(331)	32%	(496)	17%	(263)	17%	(263)	14%	(213)	1567
Educ: Bachelors degree	19%	(79)	40%	(167)	20%	(84)	14%	(58)	7%	(28)	416
Educ: Post-grad	23%	(50)	38%	(84)	19%	(41)	16%	(35)	5%	(10)	219
Income: Under 50k	21%	(282)	30%	(405)	18%	(241)	15%	(204)	15%	(197)	1329
Income: 50k-100k	22%	(142)	38%	(250)	17%	(113)	16%	(106)	7%	(43)	654
Income: 100k+	16%	(35)	42%	(92)	15%	(34)	21%	(46)	5%	(11)	218

Continued on next page

Table BRD2_3: How much do you trust each of the following?

MSNBC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	21%	(459)	34%	(747)	18%	(388)	16%	(356)	11%	(251)	2201
Ethnicity: White	19%	(336)	35%	(619)	17%	(294)	18%	(314)	11%	(187)	1750
Ethnicity: Hispanic	28%	(91)	31%	(102)	20%	(67)	11%	(35)	11%	(35)	329
Ethnicity: Afr. Am.	26%	(70)	30%	(82)	17%	(45)	9%	(25)	17%	(46)	269
Ethnicity: Other	29%	(53)	25%	(46)	26%	(48)	10%	(18)	10%	(18)	182
Relig: Protestant	16%	(78)	31%	(149)	20%	(97)	23%	(111)	8%	(40)	475
Relig: Roman Catholic	29%	(149)	35%	(180)	14%	(74)	14%	(74)	7%	(36)	513
Relig: Ath./Agn./None	18%	(110)	37%	(229)	18%	(109)	13%	(83)	13%	(82)	613
Relig: Something Else	22%	(76)	32%	(112)	18%	(65)	13%	(47)	14%	(51)	351
Relig: Jewish	26%	(15)	32%	(19)	15%	(9)	13%	(8)	14%	(8)	60
Relig: Evangelical	20%	(121)	31%	(183)	18%	(108)	20%	(120)	11%	(67)	600
Relig: Non-Evang. Catholics	24%	(152)	35%	(221)	17%	(106)	17%	(107)	8%	(51)	636
Relig: All Christian	22%	(273)	33%	(404)	17%	(214)	18%	(227)	10%	(118)	1235
Relig: All Non-Christian	19%	(186)	35%	(341)	18%	(174)	13%	(130)	14%	(133)	964
Community: Urban	25%	(160)	34%	(217)	15%	(94)	13%	(85)	13%	(83)	638
Community: Suburban	20%	(196)	34%	(342)	19%	(193)	18%	(177)	9%	(91)	999
Community: Rural	18%	(104)	33%	(188)	18%	(100)	17%	(95)	14%	(77)	564
Employ: Private Sector	22%	(145)	39%	(259)	20%	(136)	12%	(83)	7%	(45)	668
Employ: Government	30%	(37)	34%	(42)	20%	(25)	9%	(11)	7%	(8)	124
Employ: Self-Employed	19%	(37)	31%	(61)	25%	(49)	19%	(38)	6%	(12)	198
Employ: Homemaker	18%	(41)	30%	(66)	18%	(40)	17%	(37)	17%	(38)	223
Employ: Student	17%	(18)	30%	(31)	17%	(18)	12%	(12)	23%	(24)	104
Employ: Retired	18%	(87)	34%	(164)	12%	(60)	26%	(122)	10%	(46)	479
Employ: Unemployed	19%	(40)	26%	(55)	18%	(38)	19%	(40)	18%	(39)	214
Employ: Other	28%	(55)	35%	(66)	11%	(21)	6%	(12)	20%	(38)	192
Job Type: White-collar	25%	(181)	39%	(281)	16%	(115)	15%	(110)	5%	(35)	723
Job Type: Blue-collar	19%	(190)	34%	(331)	18%	(181)	19%	(184)	10%	(95)	980
Job Type: Don't Know	18%	(88)	27%	(135)	18%	(92)	13%	(62)	24%	(121)	498
Military HH: Yes	23%	(95)	29%	(123)	20%	(84)	19%	(81)	8%	(35)	419
Military HH: No	20%	(365)	35%	(623)	17%	(304)	15%	(275)	12%	(216)	1782

Continued on next page

Table BRD2_3: How much do you trust each of the following?
MSNBC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	21%	(459)	34%	(747)	18%	(388)	16%	(356)	11%	(251)	2201
RD/WT: Right Direction	20%	(178)	29%	(262)	17%	(159)	25%	(224)	10%	(88)	912
RD/WT: Wrong Track	22%	(281)	38%	(485)	18%	(229)	10%	(132)	13%	(163)	1289
Strongly Approve	21%	(98)	20%	(96)	15%	(71)	38%	(176)	6%	(28)	470
Somewhat Approve	14%	(69)	35%	(175)	23%	(115)	17%	(86)	10%	(50)	496
Somewhat Disapprove	18%	(50)	44%	(126)	22%	(62)	9%	(24)	8%	(22)	283
Strongly Disapprove	28%	(230)	38%	(313)	15%	(125)	7%	(54)	11%	(93)	815
Don't Know / No Opinion	9%	(12)	27%	(37)	11%	(15)	12%	(16)	42%	(58)	137
#1 Issue: Economy	15%	(87)	36%	(209)	21%	(120)	19%	(109)	8%	(47)	572
#1 Issue: Security	18%	(82)	27%	(119)	16%	(73)	29%	(130)	9%	(42)	445
#1 Issue: Health Care	25%	(102)	37%	(148)	17%	(69)	11%	(44)	10%	(41)	403
#1 Issue: Medicare / Social Security	23%	(80)	34%	(118)	15%	(54)	13%	(44)	16%	(55)	350
#1 Issue: Women's Issues	32%	(38)	31%	(37)	18%	(22)	3%	(4)	17%	(20)	121
#1 Issue: Education	21%	(32)	33%	(51)	27%	(40)	3%	(5)	15%	(23)	152
#1 Issue: Energy	29%	(27)	50%	(46)	4%	(4)	6%	(6)	11%	(10)	92
#1 Issue: Other	16%	(10)	30%	(20)	10%	(6)	23%	(15)	21%	(14)	65
2016 Vote: Democrat Hillary Clinton	31%	(237)	44%	(331)	12%	(90)	2%	(16)	11%	(81)	754
2016 Vote: Republican Donald Trump	15%	(117)	26%	(200)	20%	(156)	32%	(248)	8%	(64)	785
2016 Vote: Someone else	10%	(15)	35%	(55)	30%	(46)	20%	(30)	5%	(8)	154
2012 Vote: Barack Obama	29%	(258)	42%	(376)	15%	(130)	5%	(42)	10%	(86)	892
2012 Vote: Mitt Romney	11%	(62)	28%	(159)	20%	(112)	34%	(193)	7%	(38)	565
2012 Vote: Other	11%	(8)	26%	(20)	21%	(16)	27%	(21)	15%	(12)	77
2012 Vote: Didn't Vote	20%	(130)	29%	(191)	19%	(129)	15%	(100)	17%	(115)	666
4-Region: Northeast	19%	(78)	37%	(150)	15%	(62)	16%	(66)	11%	(46)	402
4-Region: Midwest	25%	(118)	34%	(162)	16%	(78)	15%	(69)	10%	(47)	474
4-Region: South	18%	(150)	33%	(271)	18%	(146)	19%	(151)	12%	(96)	815
4-Region: West	22%	(114)	32%	(163)	20%	(102)	14%	(70)	12%	(62)	511

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

Table BRD2_4: How much do you trust each of the following?
ABC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(576)	38%	(832)	17%	(365)	11%	(240)	9%	(188)	2201
Gender: Male	26%	(272)	37%	(392)	18%	(192)	14%	(143)	6%	(60)	1060
Gender: Female	27%	(304)	39%	(440)	15%	(173)	8%	(97)	11%	(127)	1141
Age: 18-29	26%	(126)	31%	(150)	20%	(95)	11%	(51)	11%	(54)	476
Age: 30-44	28%	(157)	40%	(221)	16%	(91)	8%	(45)	8%	(46)	559
Age: 45-54	27%	(101)	40%	(150)	12%	(46)	9%	(36)	12%	(44)	377
Age: 55-64	26%	(103)	38%	(149)	16%	(64)	13%	(49)	6%	(25)	391
Age: 65+	22%	(89)	41%	(163)	17%	(68)	15%	(59)	5%	(19)	398
PID: Dem (no lean)	36%	(280)	42%	(331)	11%	(84)	3%	(27)	8%	(64)	786
PID: Ind (no lean)	23%	(167)	36%	(258)	18%	(130)	13%	(93)	10%	(71)	720
PID: Rep (no lean)	19%	(129)	35%	(243)	22%	(151)	17%	(120)	8%	(52)	695
PID/Gender: Dem Men	39%	(141)	41%	(149)	13%	(47)	4%	(13)	4%	(17)	367
PID/Gender: Dem Women	33%	(139)	43%	(182)	9%	(37)	3%	(13)	11%	(48)	419
PID/Gender: Ind Men	21%	(68)	35%	(117)	18%	(60)	18%	(59)	8%	(26)	330
PID/Gender: Ind Women	25%	(99)	36%	(141)	18%	(70)	9%	(34)	12%	(45)	390
PID/Gender: Rep Men	17%	(63)	35%	(126)	23%	(85)	20%	(71)	5%	(18)	363
PID/Gender: Rep Women	20%	(66)	35%	(117)	20%	(66)	15%	(49)	10%	(34)	332
Tea Party: Supporter	28%	(159)	30%	(171)	21%	(119)	18%	(101)	4%	(22)	572
Tea Party: Not Supporter	26%	(413)	41%	(658)	15%	(244)	9%	(139)	10%	(165)	1619
Ideo: Liberal (1-3)	36%	(249)	42%	(295)	12%	(82)	4%	(25)	6%	(45)	695
Ideo: Moderate (4)	26%	(144)	40%	(222)	15%	(83)	9%	(51)	9%	(51)	551
Ideo: Conservative (5-7)	18%	(126)	32%	(233)	24%	(169)	21%	(149)	6%	(41)	718
Educ: < College	27%	(419)	36%	(558)	15%	(239)	12%	(187)	10%	(163)	1567
Educ: Bachelors degree	23%	(95)	44%	(181)	21%	(86)	8%	(34)	5%	(20)	416
Educ: Post-grad	28%	(62)	42%	(93)	18%	(40)	9%	(19)	2%	(5)	219
Income: Under 50k	27%	(359)	35%	(471)	16%	(218)	10%	(139)	11%	(142)	1329
Income: 50k-100k	25%	(166)	40%	(265)	17%	(110)	12%	(78)	5%	(35)	654
Income: 100k+	23%	(50)	44%	(96)	17%	(37)	11%	(24)	5%	(10)	218

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Table BRD2_4: How much do you trust each of the following?
 ABC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(576)	38%	(832)	17%	(365)	11%	(240)	9%	(188)	2201
Ethnicity: White	25%	(434)	38%	(673)	18%	(313)	11%	(196)	8%	(134)	1750
Ethnicity: Hispanic	32%	(107)	34%	(114)	19%	(62)	7%	(22)	8%	(26)	329
Ethnicity: Afr. Am.	31%	(82)	35%	(94)	10%	(27)	10%	(28)	14%	(38)	269
Ethnicity: Other	33%	(59)	36%	(65)	14%	(26)	9%	(16)	8%	(15)	182
Relig: Protestant	23%	(109)	37%	(176)	21%	(99)	14%	(65)	6%	(27)	475
Relig: Roman Catholic	30%	(155)	41%	(209)	14%	(72)	10%	(50)	5%	(27)	513
Relig: Ath./Agn./None	25%	(151)	38%	(230)	17%	(104)	10%	(58)	11%	(69)	613
Relig: Something Else	28%	(97)	37%	(130)	17%	(61)	9%	(31)	9%	(32)	351
Relig: Jewish	29%	(18)	36%	(22)	22%	(13)	6%	(4)	7%	(4)	60
Relig: Evangelical	27%	(160)	34%	(207)	17%	(104)	13%	(81)	8%	(48)	600
Relig: Non-Evang. Catholics	26%	(167)	41%	(263)	15%	(96)	11%	(70)	6%	(39)	636
Relig: All Christian	27%	(328)	38%	(470)	16%	(200)	12%	(150)	7%	(87)	1235
Relig: All Non-Christian	26%	(248)	37%	(360)	17%	(165)	9%	(90)	10%	(100)	964
Community: Urban	31%	(201)	37%	(234)	12%	(77)	9%	(55)	11%	(73)	638
Community: Suburban	24%	(244)	39%	(387)	19%	(194)	12%	(116)	6%	(58)	999
Community: Rural	23%	(132)	37%	(211)	17%	(95)	12%	(69)	10%	(57)	564
Employ: Private Sector	27%	(179)	41%	(274)	18%	(119)	8%	(56)	6%	(39)	668
Employ: Government	24%	(30)	40%	(50)	22%	(27)	5%	(6)	8%	(10)	124
Employ: Self-Employed	21%	(42)	37%	(74)	19%	(38)	16%	(32)	6%	(12)	198
Employ: Homemaker	22%	(50)	34%	(76)	18%	(41)	12%	(27)	13%	(29)	223
Employ: Student	27%	(27)	31%	(32)	13%	(13)	12%	(12)	18%	(18)	104
Employ: Retired	26%	(123)	39%	(186)	15%	(74)	16%	(76)	4%	(20)	479
Employ: Unemployed	28%	(59)	31%	(65)	16%	(35)	10%	(21)	16%	(34)	214
Employ: Other	34%	(66)	39%	(74)	9%	(18)	5%	(9)	13%	(25)	192
Job Type: White-collar	30%	(215)	43%	(308)	15%	(109)	9%	(62)	4%	(29)	723
Job Type: Blue-collar	23%	(224)	38%	(372)	18%	(181)	14%	(135)	7%	(68)	980
Job Type: Don't Know	28%	(137)	30%	(152)	15%	(75)	9%	(43)	18%	(91)	498
Military HH: Yes	25%	(103)	41%	(174)	18%	(74)	12%	(51)	4%	(16)	419
Military HH: No	27%	(473)	37%	(659)	16%	(291)	11%	(189)	10%	(171)	1782

Continued on next page

Table BRD2_4: How much do you trust each of the following?

ABC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(576)	38%	(832)	17%	(365)	11%	(240)	9%	(188)	2201
RD/WT: Right Direction	26%	(235)	31%	(279)	18%	(166)	17%	(154)	9%	(78)	912
RD/WT: Wrong Track	26%	(341)	43%	(553)	15%	(199)	7%	(86)	9%	(110)	1289
Strongly Approve	24%	(112)	25%	(117)	20%	(93)	26%	(122)	5%	(26)	470
Somewhat Approve	22%	(111)	38%	(190)	21%	(106)	10%	(49)	8%	(40)	496
Somewhat Disapprove	26%	(73)	46%	(131)	19%	(55)	5%	(13)	4%	(11)	283
Strongly Disapprove	32%	(258)	43%	(352)	12%	(100)	6%	(47)	7%	(58)	815
Don't Know / No Opinion	16%	(23)	31%	(42)	8%	(11)	7%	(9)	38%	(52)	137
#1 Issue: Economy	23%	(131)	40%	(228)	18%	(103)	13%	(75)	6%	(34)	572
#1 Issue: Security	20%	(90)	34%	(150)	20%	(87)	19%	(87)	7%	(32)	445
#1 Issue: Health Care	29%	(117)	40%	(162)	15%	(60)	6%	(26)	10%	(39)	403
#1 Issue: Medicare / Social Security	32%	(112)	39%	(138)	13%	(47)	8%	(28)	7%	(25)	350
#1 Issue: Women's Issues	25%	(30)	40%	(48)	14%	(17)	6%	(7)	15%	(19)	121
#1 Issue: Education	31%	(47)	35%	(53)	20%	(30)	2%	(4)	12%	(19)	152
#1 Issue: Energy	41%	(38)	32%	(29)	15%	(14)	5%	(5)	6%	(6)	92
#1 Issue: Other	15%	(10)	37%	(24)	12%	(8)	13%	(9)	23%	(15)	65
2016 Vote: Democrat Hillary Clinton	35%	(267)	47%	(353)	9%	(67)	2%	(15)	7%	(52)	754
2016 Vote: Republican Donald Trump	19%	(146)	32%	(248)	23%	(180)	20%	(158)	7%	(54)	785
2016 Vote: Someone else	21%	(33)	38%	(59)	25%	(39)	10%	(15)	5%	(8)	154
2012 Vote: Barack Obama	33%	(298)	46%	(413)	10%	(85)	4%	(39)	6%	(57)	892
2012 Vote: Mitt Romney	16%	(90)	33%	(186)	24%	(136)	22%	(124)	5%	(29)	565
2012 Vote: Other	11%	(8)	31%	(24)	24%	(19)	18%	(14)	16%	(13)	77
2012 Vote: Didn't Vote	27%	(179)	32%	(210)	19%	(125)	9%	(63)	13%	(89)	666
4-Region: Northeast	23%	(93)	41%	(164)	16%	(64)	11%	(45)	9%	(36)	402
4-Region: Midwest	31%	(148)	39%	(186)	14%	(64)	10%	(50)	5%	(26)	474
4-Region: South	24%	(196)	35%	(288)	19%	(151)	13%	(102)	10%	(77)	815
4-Region: West	27%	(138)	38%	(194)	17%	(86)	9%	(43)	10%	(49)	511

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

Table BRD2_5: How much do you trust each of the following?
CBS

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(569)	39%	(849)	16%	(345)	12%	(253)	8%	(185)	2201
Gender: Male	25%	(266)	38%	(405)	18%	(194)	13%	(142)	5%	(52)	1060
Gender: Female	27%	(303)	39%	(444)	13%	(150)	10%	(111)	12%	(133)	1141
Age: 18-29	23%	(111)	32%	(153)	22%	(107)	11%	(52)	11%	(53)	476
Age: 30-44	29%	(161)	41%	(228)	15%	(83)	8%	(47)	7%	(41)	559
Age: 45-54	28%	(104)	40%	(150)	10%	(38)	11%	(40)	12%	(44)	377
Age: 55-64	24%	(95)	41%	(161)	14%	(55)	13%	(52)	7%	(26)	391
Age: 65+	24%	(97)	39%	(157)	15%	(61)	16%	(62)	5%	(20)	398
PID: Dem (no lean)	35%	(276)	44%	(343)	10%	(80)	3%	(24)	8%	(62)	786
PID: Ind (no lean)	22%	(160)	37%	(270)	16%	(117)	14%	(99)	10%	(75)	720
PID: Rep (no lean)	19%	(134)	34%	(236)	21%	(147)	19%	(130)	7%	(47)	695
PID/Gender: Dem Men	34%	(125)	46%	(168)	11%	(41)	4%	(16)	5%	(17)	367
PID/Gender: Dem Women	36%	(151)	42%	(175)	9%	(39)	2%	(8)	11%	(45)	419
PID/Gender: Ind Men	22%	(74)	36%	(118)	19%	(62)	16%	(54)	7%	(21)	330
PID/Gender: Ind Women	22%	(86)	39%	(151)	14%	(55)	12%	(45)	14%	(54)	390
PID/Gender: Rep Men	19%	(67)	33%	(118)	25%	(91)	20%	(73)	4%	(14)	363
PID/Gender: Rep Women	20%	(67)	35%	(118)	17%	(56)	17%	(58)	10%	(34)	332
Tea Party: Supporter	26%	(148)	32%	(185)	19%	(110)	19%	(108)	4%	(21)	572
Tea Party: Not Supporter	26%	(418)	41%	(657)	14%	(234)	9%	(146)	10%	(163)	1619
Ideo: Liberal (1-3)	37%	(254)	43%	(297)	10%	(67)	5%	(33)	6%	(44)	695
Ideo: Moderate (4)	24%	(132)	44%	(243)	14%	(75)	9%	(47)	10%	(54)	551
Ideo: Conservative (5-7)	17%	(122)	32%	(228)	24%	(176)	22%	(157)	5%	(35)	718
Educ: < College	26%	(404)	37%	(578)	14%	(226)	13%	(196)	10%	(163)	1567
Educ: Bachelors degree	23%	(97)	43%	(180)	20%	(83)	9%	(38)	4%	(17)	416
Educ: Post-grad	31%	(68)	42%	(92)	16%	(36)	8%	(19)	2%	(5)	219
Income: Under 50k	26%	(343)	36%	(484)	15%	(203)	11%	(149)	11%	(150)	1329
Income: 50k-100k	26%	(172)	41%	(271)	16%	(104)	12%	(78)	4%	(28)	654
Income: 100k+	25%	(54)	43%	(93)	17%	(37)	12%	(27)	3%	(6)	218

Continued on next page

Table BRD2_5: How much do you trust each of the following?

CBS

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(569)	39%	(849)	16%	(345)	12%	(253)	8%	(185)	2201
Ethnicity: White	25%	(431)	40%	(694)	17%	(289)	12%	(208)	7%	(128)	1750
Ethnicity: Hispanic	35%	(116)	35%	(117)	13%	(44)	8%	(27)	8%	(25)	329
Ethnicity: Afr. Am.	31%	(82)	32%	(86)	14%	(37)	10%	(26)	14%	(38)	269
Ethnicity: Other	31%	(56)	38%	(69)	10%	(19)	10%	(19)	11%	(19)	182
Relig: Protestant	23%	(110)	37%	(175)	20%	(95)	15%	(72)	5%	(24)	475
Relig: Roman Catholic	31%	(158)	43%	(220)	11%	(58)	9%	(49)	5%	(28)	513
Relig: Ath./Agn./None	24%	(145)	39%	(239)	15%	(91)	11%	(68)	11%	(70)	613
Relig: Something Else	28%	(97)	36%	(125)	17%	(61)	10%	(34)	9%	(32)	351
Relig: Jewish	36%	(22)	33%	(20)	18%	(11)	8%	(5)	6%	(3)	60
Relig: Evangelical	27%	(160)	36%	(215)	17%	(99)	14%	(81)	7%	(44)	600
Relig: Non-Evang. Catholics	26%	(166)	42%	(268)	15%	(94)	11%	(70)	6%	(38)	636
Relig: All Christian	26%	(326)	39%	(483)	16%	(193)	12%	(151)	7%	(82)	1235
Relig: All Non-Christian	25%	(243)	38%	(364)	16%	(152)	11%	(102)	11%	(103)	964
Community: Urban	32%	(204)	38%	(243)	10%	(63)	10%	(61)	11%	(67)	638
Community: Suburban	25%	(251)	38%	(377)	18%	(184)	13%	(126)	6%	(61)	999
Community: Rural	20%	(114)	41%	(229)	17%	(98)	12%	(66)	10%	(57)	564
Employ: Private Sector	27%	(183)	40%	(267)	18%	(119)	10%	(64)	5%	(34)	668
Employ: Government	24%	(30)	47%	(59)	16%	(20)	4%	(4)	9%	(11)	124
Employ: Self-Employed	24%	(47)	35%	(69)	19%	(38)	17%	(34)	5%	(10)	198
Employ: Homemaker	21%	(47)	35%	(79)	17%	(38)	14%	(31)	12%	(27)	223
Employ: Student	23%	(24)	36%	(38)	14%	(14)	10%	(11)	17%	(17)	104
Employ: Retired	25%	(121)	40%	(191)	13%	(63)	16%	(79)	5%	(25)	479
Employ: Unemployed	24%	(51)	33%	(71)	17%	(37)	10%	(21)	16%	(34)	214
Employ: Other	34%	(66)	39%	(75)	8%	(16)	5%	(10)	14%	(26)	192
Job Type: White-collar	31%	(221)	43%	(309)	14%	(100)	10%	(70)	3%	(24)	723
Job Type: Blue-collar	23%	(230)	38%	(375)	18%	(176)	14%	(137)	6%	(63)	980
Job Type: Don't Know	24%	(119)	33%	(165)	14%	(68)	10%	(47)	20%	(99)	498
Military HH: Yes	26%	(108)	39%	(165)	18%	(75)	13%	(53)	4%	(17)	419
Military HH: No	26%	(461)	38%	(684)	15%	(269)	11%	(200)	9%	(168)	1782

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Table BRD2_5: How much do you trust each of the following?
CBS

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(569)	39%	(849)	16%	(345)	12%	(253)	8%	(185)	2201
RD/WT: Right Direction	24%	(221)	33%	(304)	17%	(156)	17%	(158)	8%	(73)	912
RD/WT: Wrong Track	27%	(348)	42%	(545)	15%	(188)	7%	(96)	9%	(112)	1289
Strongly Approve	24%	(112)	25%	(118)	18%	(86)	27%	(128)	5%	(26)	470
Somewhat Approve	20%	(98)	40%	(198)	22%	(110)	11%	(54)	7%	(36)	496
Somewhat Disapprove	24%	(69)	48%	(137)	18%	(51)	5%	(15)	4%	(11)	283
Strongly Disapprove	33%	(270)	44%	(358)	10%	(84)	6%	(46)	7%	(57)	815
Don't Know / No Opinion	15%	(21)	28%	(38)	10%	(13)	7%	(10)	40%	(55)	137
#1 Issue: Economy	23%	(131)	40%	(230)	19%	(107)	12%	(70)	6%	(35)	572
#1 Issue: Security	20%	(89)	33%	(147)	20%	(87)	21%	(92)	7%	(31)	445
#1 Issue: Health Care	29%	(116)	42%	(168)	12%	(48)	9%	(36)	9%	(36)	403
#1 Issue: Medicare / Social Security	32%	(112)	39%	(136)	12%	(42)	8%	(29)	9%	(32)	350
#1 Issue: Women's Issues	25%	(30)	44%	(54)	11%	(14)	6%	(7)	13%	(16)	121
#1 Issue: Education	29%	(44)	38%	(58)	18%	(27)	3%	(5)	12%	(18)	152
#1 Issue: Energy	39%	(36)	39%	(36)	13%	(12)	6%	(6)	3%	(3)	92
#1 Issue: Other	18%	(12)	33%	(21)	13%	(8)	15%	(10)	21%	(14)	65
2016 Vote: Democrat Hillary Clinton	36%	(273)	47%	(356)	8%	(58)	2%	(16)	7%	(51)	754
2016 Vote: Republican Donald Trump	19%	(146)	32%	(253)	21%	(166)	22%	(169)	6%	(51)	785
2016 Vote: Someone else	14%	(22)	42%	(65)	25%	(38)	12%	(19)	6%	(10)	154
2012 Vote: Barack Obama	34%	(305)	47%	(416)	9%	(79)	4%	(39)	6%	(54)	892
2012 Vote: Mitt Romney	16%	(88)	33%	(189)	24%	(137)	22%	(126)	4%	(25)	565
2012 Vote: Other	10%	(8)	28%	(22)	22%	(17)	22%	(17)	17%	(13)	77
2012 Vote: Didn't Vote	25%	(168)	33%	(222)	17%	(111)	11%	(72)	14%	(92)	666
4-Region: Northeast	25%	(101)	40%	(161)	13%	(50)	13%	(52)	9%	(37)	402
4-Region: Midwest	30%	(144)	40%	(189)	13%	(63)	11%	(50)	6%	(27)	474
4-Region: South	24%	(195)	36%	(296)	17%	(140)	13%	(108)	9%	(76)	815
4-Region: West	25%	(129)	40%	(202)	18%	(91)	8%	(42)	9%	(46)	511

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

Table BRD2_6: How much do you trust each of the following?

NBC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	27%	(589)	37%	(817)	15%	(337)	13%	(279)	8%	(180)	2201
Gender: Male	26%	(273)	36%	(384)	18%	(191)	15%	(160)	5%	(52)	1060
Gender: Female	28%	(315)	38%	(434)	13%	(146)	10%	(119)	11%	(128)	1141
Age: 18-29	25%	(121)	31%	(146)	21%	(99)	13%	(62)	10%	(48)	476
Age: 30-44	30%	(170)	39%	(218)	14%	(78)	9%	(52)	7%	(41)	559
Age: 45-54	26%	(98)	40%	(151)	12%	(46)	10%	(38)	12%	(44)	377
Age: 55-64	27%	(104)	37%	(145)	15%	(59)	14%	(56)	7%	(26)	391
Age: 65+	24%	(95)	40%	(158)	14%	(55)	18%	(70)	5%	(20)	398
PID: Dem (no lean)	37%	(293)	41%	(321)	10%	(75)	4%	(31)	8%	(66)	786
PID: Ind (no lean)	23%	(165)	36%	(259)	17%	(119)	15%	(110)	9%	(67)	720
PID: Rep (no lean)	19%	(131)	34%	(237)	21%	(143)	20%	(137)	7%	(47)	695
PID/Gender: Dem Men	39%	(142)	40%	(145)	11%	(41)	6%	(21)	5%	(18)	367
PID/Gender: Dem Women	36%	(151)	42%	(176)	8%	(34)	2%	(10)	12%	(48)	419
PID/Gender: Ind Men	21%	(70)	35%	(117)	19%	(62)	18%	(60)	6%	(21)	330
PID/Gender: Ind Women	24%	(95)	37%	(143)	15%	(57)	13%	(50)	12%	(46)	390
PID/Gender: Rep Men	17%	(62)	34%	(122)	24%	(88)	22%	(79)	4%	(13)	363
PID/Gender: Rep Women	21%	(69)	35%	(115)	17%	(55)	18%	(58)	10%	(34)	332
Tea Party: Supporter	28%	(159)	31%	(175)	18%	(104)	19%	(109)	4%	(25)	572
Tea Party: Not Supporter	26%	(428)	39%	(636)	14%	(233)	10%	(168)	9%	(154)	1619
Ideo: Liberal (1-3)	40%	(277)	39%	(270)	11%	(78)	5%	(33)	5%	(37)	695
Ideo: Moderate (4)	23%	(129)	45%	(249)	13%	(72)	10%	(53)	9%	(48)	551
Ideo: Conservative (5-7)	18%	(126)	31%	(220)	23%	(162)	24%	(172)	5%	(37)	718
Educ: < College	27%	(422)	35%	(552)	14%	(224)	14%	(212)	10%	(156)	1567
Educ: Bachelors degree	23%	(97)	43%	(179)	18%	(75)	11%	(44)	5%	(20)	416
Educ: Post-grad	32%	(69)	39%	(86)	17%	(37)	10%	(23)	2%	(4)	219
Income: Under 50k	27%	(353)	35%	(468)	15%	(205)	12%	(163)	11%	(140)	1329
Income: 50k-100k	28%	(182)	39%	(257)	15%	(96)	13%	(87)	5%	(32)	654
Income: 100k+	25%	(54)	42%	(92)	16%	(35)	13%	(29)	3%	(7)	218

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Table BRD2_6: How much do you trust each of the following?
NBC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	27%	(589)	37%	(817)	15%	(337)	13%	(279)	8%	(180)	2201
Ethnicity: White	26%	(456)	38%	(659)	16%	(280)	13%	(231)	7%	(124)	1750
Ethnicity: Hispanic	35%	(116)	32%	(104)	16%	(54)	8%	(26)	9%	(29)	329
Ethnicity: Afr. Am.	30%	(81)	35%	(95)	10%	(27)	10%	(26)	15%	(39)	269
Ethnicity: Other	28%	(51)	35%	(64)	16%	(29)	12%	(21)	9%	(17)	182
Relig: Protestant	23%	(108)	37%	(174)	19%	(92)	16%	(75)	6%	(27)	475
Relig: Roman Catholic	32%	(164)	39%	(199)	14%	(74)	10%	(54)	4%	(22)	513
Relig: Ath./Agn./None	25%	(150)	39%	(239)	14%	(86)	13%	(77)	10%	(60)	613
Relig: Something Else	27%	(95)	36%	(125)	17%	(58)	11%	(39)	9%	(33)	351
Relig: Jewish	33%	(20)	36%	(22)	15%	(9)	10%	(6)	6%	(3)	60
Relig: Evangelical	28%	(170)	34%	(202)	15%	(88)	14%	(86)	9%	(54)	600
Relig: Non-Evang. Catholics	27%	(173)	39%	(249)	17%	(105)	12%	(77)	5%	(32)	636
Relig: All Christian	28%	(343)	37%	(451)	16%	(193)	13%	(163)	7%	(86)	1235
Relig: All Non-Christian	25%	(246)	38%	(364)	15%	(144)	12%	(116)	10%	(94)	964
Community: Urban	31%	(199)	38%	(241)	10%	(66)	10%	(65)	11%	(67)	638
Community: Suburban	26%	(257)	37%	(365)	18%	(178)	14%	(136)	6%	(63)	999
Community: Rural	23%	(132)	38%	(211)	17%	(93)	14%	(78)	9%	(49)	564
Employ: Private Sector	28%	(185)	40%	(268)	17%	(112)	10%	(69)	5%	(33)	668
Employ: Government	28%	(35)	37%	(45)	19%	(23)	9%	(11)	8%	(10)	124
Employ: Self-Employed	23%	(46)	39%	(77)	17%	(33)	16%	(33)	5%	(9)	198
Employ: Homemaker	22%	(48)	32%	(71)	15%	(34)	16%	(35)	15%	(34)	223
Employ: Student	22%	(22)	34%	(35)	19%	(20)	11%	(12)	14%	(15)	104
Employ: Retired	25%	(119)	39%	(186)	13%	(62)	18%	(88)	5%	(24)	479
Employ: Unemployed	28%	(60)	32%	(69)	16%	(34)	10%	(22)	14%	(30)	214
Employ: Other	38%	(73)	34%	(66)	10%	(19)	4%	(8)	13%	(25)	192
Job Type: White-collar	30%	(216)	41%	(300)	14%	(104)	11%	(82)	3%	(22)	723
Job Type: Blue-collar	24%	(239)	38%	(371)	16%	(159)	15%	(143)	7%	(68)	980
Job Type: Don't Know	27%	(134)	29%	(147)	15%	(73)	11%	(54)	18%	(90)	498
Military HH: Yes	27%	(112)	37%	(155)	18%	(75)	15%	(63)	4%	(15)	419
Military HH: No	27%	(477)	37%	(663)	15%	(262)	12%	(216)	9%	(165)	1782

Continued on next page

Table BRD2_6: How much do you trust each of the following?

NBC

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	27%	(589)	37%	(817)	15%	(337)	13%	(279)	8%	(180)	2201
RD/WT: Right Direction	24%	(221)	32%	(296)	17%	(156)	18%	(168)	8%	(71)	912
RD/WT: Wrong Track	29%	(368)	40%	(521)	14%	(181)	9%	(110)	8%	(109)	1289
Strongly Approve	24%	(115)	25%	(120)	17%	(78)	28%	(132)	5%	(25)	470
Somewhat Approve	20%	(97)	40%	(200)	20%	(101)	12%	(60)	8%	(38)	496
Somewhat Disapprove	25%	(71)	45%	(128)	18%	(51)	7%	(20)	5%	(13)	283
Strongly Disapprove	35%	(287)	41%	(332)	11%	(92)	6%	(52)	6%	(51)	815
Don't Know / No Opinion	13%	(18)	27%	(37)	11%	(15)	11%	(15)	38%	(53)	137
#1 Issue: Economy	22%	(125)	42%	(239)	16%	(94)	15%	(84)	5%	(30)	572
#1 Issue: Security	22%	(98)	28%	(123)	22%	(97)	21%	(93)	8%	(36)	445
#1 Issue: Health Care	27%	(109)	43%	(175)	13%	(51)	9%	(34)	8%	(34)	403
#1 Issue: Medicare / Social Security	35%	(123)	37%	(128)	11%	(40)	8%	(30)	9%	(30)	350
#1 Issue: Women's Issues	35%	(42)	38%	(45)	9%	(11)	7%	(9)	12%	(14)	121
#1 Issue: Education	32%	(48)	30%	(45)	18%	(28)	8%	(12)	13%	(19)	152
#1 Issue: Energy	36%	(33)	40%	(37)	9%	(9)	8%	(8)	6%	(5)	92
#1 Issue: Other	15%	(10)	39%	(25)	13%	(9)	16%	(11)	17%	(11)	65
2016 Vote: Democrat Hillary Clinton	36%	(274)	46%	(344)	9%	(65)	2%	(18)	7%	(53)	754
2016 Vote: Republican Donald Trump	19%	(149)	31%	(244)	21%	(162)	23%	(182)	6%	(48)	785
2016 Vote: Someone else	17%	(27)	40%	(62)	23%	(35)	15%	(23)	5%	(8)	154
2012 Vote: Barack Obama	34%	(307)	45%	(403)	9%	(82)	5%	(42)	7%	(59)	892
2012 Vote: Mitt Romney	16%	(89)	34%	(191)	21%	(118)	25%	(139)	5%	(28)	565
2012 Vote: Other	12%	(9)	29%	(22)	21%	(16)	23%	(18)	15%	(12)	77
2012 Vote: Didn't Vote	27%	(183)	30%	(200)	18%	(121)	12%	(79)	12%	(81)	666
4-Region: Northeast	27%	(110)	39%	(155)	12%	(49)	13%	(53)	9%	(35)	402
4-Region: Midwest	30%	(142)	40%	(189)	14%	(67)	11%	(50)	5%	(25)	474
4-Region: South	25%	(203)	34%	(280)	18%	(144)	15%	(119)	8%	(69)	815
4-Region: West	26%	(133)	38%	(194)	15%	(77)	11%	(56)	10%	(51)	511

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

Table BRD2_7: How much do you trust each of the following?
The New York Times

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(563)	32%	(699)	16%	(347)	16%	(345)	11%	(247)	2201
Gender: Male	26%	(271)	32%	(337)	17%	(179)	19%	(200)	7%	(73)	1060
Gender: Female	26%	(292)	32%	(362)	15%	(168)	13%	(146)	15%	(174)	1141
Age: 18-29	29%	(140)	30%	(141)	17%	(81)	13%	(62)	11%	(52)	476
Age: 30-44	30%	(165)	36%	(199)	13%	(71)	14%	(76)	9%	(49)	559
Age: 45-54	25%	(94)	33%	(125)	15%	(57)	12%	(45)	15%	(56)	377
Age: 55-64	21%	(83)	34%	(131)	15%	(60)	19%	(75)	11%	(41)	391
Age: 65+	20%	(81)	26%	(103)	19%	(77)	22%	(88)	12%	(49)	398
PID: Dem (no lean)	35%	(272)	40%	(311)	10%	(78)	5%	(37)	11%	(88)	786
PID: Ind (no lean)	24%	(173)	30%	(213)	16%	(119)	17%	(123)	13%	(92)	720
PID: Rep (no lean)	17%	(118)	25%	(175)	22%	(150)	27%	(185)	10%	(67)	695
PID/Gender: Dem Men	36%	(132)	43%	(157)	10%	(36)	5%	(19)	6%	(24)	367
PID/Gender: Dem Women	33%	(140)	37%	(154)	10%	(42)	4%	(18)	15%	(64)	419
PID/Gender: Ind Men	25%	(82)	29%	(95)	18%	(58)	19%	(64)	9%	(31)	330
PID/Gender: Ind Women	24%	(92)	30%	(118)	16%	(61)	15%	(59)	16%	(61)	390
PID/Gender: Rep Men	16%	(57)	23%	(85)	23%	(85)	32%	(116)	5%	(19)	363
PID/Gender: Rep Women	18%	(60)	27%	(90)	19%	(65)	21%	(69)	14%	(48)	332
Tea Party: Supporter	27%	(157)	26%	(148)	18%	(101)	23%	(132)	6%	(35)	572
Tea Party: Not Supporter	25%	(401)	34%	(550)	15%	(243)	13%	(213)	13%	(212)	1619
Ideo: Liberal (1-3)	43%	(299)	36%	(251)	8%	(57)	6%	(43)	7%	(45)	695
Ideo: Moderate (4)	23%	(129)	37%	(202)	17%	(93)	11%	(62)	12%	(64)	551
Ideo: Conservative (5-7)	12%	(85)	25%	(183)	23%	(166)	30%	(217)	9%	(67)	718
Educ: < College	23%	(362)	30%	(472)	16%	(257)	17%	(260)	14%	(216)	1567
Educ: Bachelors degree	28%	(115)	38%	(158)	15%	(63)	13%	(56)	6%	(25)	416
Educ: Post-grad	40%	(87)	32%	(70)	12%	(26)	14%	(30)	3%	(6)	219
Income: Under 50k	24%	(314)	31%	(416)	16%	(209)	15%	(199)	14%	(192)	1329
Income: 50k-100k	29%	(192)	30%	(196)	18%	(115)	16%	(105)	7%	(45)	654
Income: 100k+	26%	(58)	40%	(87)	10%	(22)	19%	(41)	4%	(9)	218

Continued on next page

Table BRD2_7: How much do you trust each of the following?
The New York Times

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion	Total N	
Adults	26%	(563)	32%	(699)	16%	(347)	16%	(345)	11%	(247)	2201
Ethnicity: White	24%	(427)	32%	(554)	17%	(292)	17%	(299)	10%	(179)	1750
Ethnicity: Hispanic	37%	(121)	31%	(103)	12%	(41)	9%	(30)	10%	(34)	329
Ethnicity: Afr. Am.	26%	(69)	34%	(92)	15%	(39)	10%	(26)	16%	(42)	269
Ethnicity: Other	37%	(67)	29%	(53)	9%	(16)	11%	(21)	14%	(26)	182
Relig: Protestant	20%	(97)	30%	(141)	20%	(97)	21%	(100)	8%	(40)	475
Relig: Roman Catholic	32%	(166)	32%	(165)	16%	(81)	12%	(61)	8%	(40)	513
Relig: Ath./Agn./None	26%	(157)	32%	(194)	14%	(85)	15%	(90)	14%	(88)	613
Relig: Something Else	25%	(88)	37%	(129)	11%	(38)	16%	(55)	11%	(40)	351
Relig: Jewish	33%	(20)	40%	(24)	10%	(6)	14%	(8)	4%	(2)	60
Relig: Evangelical	26%	(154)	29%	(174)	18%	(106)	17%	(103)	10%	(62)	600
Relig: Non-Evang. Catholics	25%	(162)	32%	(202)	18%	(117)	15%	(97)	9%	(57)	636
Relig: All Christian	26%	(316)	30%	(377)	18%	(223)	16%	(200)	10%	(119)	1235
Relig: All Non-Christian	25%	(245)	33%	(323)	13%	(123)	15%	(145)	13%	(128)	964
Community: Urban	35%	(222)	29%	(188)	13%	(83)	12%	(75)	11%	(70)	638
Community: Suburban	23%	(231)	34%	(339)	17%	(174)	16%	(164)	9%	(90)	999
Community: Rural	19%	(110)	31%	(173)	16%	(89)	19%	(106)	15%	(86)	564
Employ: Private Sector	30%	(197)	36%	(242)	14%	(96)	13%	(86)	7%	(45)	668
Employ: Government	28%	(34)	35%	(43)	15%	(18)	12%	(15)	11%	(14)	124
Employ: Self-Employed	27%	(53)	35%	(70)	13%	(25)	21%	(41)	5%	(9)	198
Employ: Homemaker	16%	(35)	27%	(60)	18%	(40)	20%	(46)	19%	(42)	223
Employ: Student	32%	(33)	30%	(31)	13%	(14)	10%	(10)	15%	(16)	104
Employ: Retired	21%	(101)	28%	(132)	18%	(86)	22%	(107)	11%	(53)	479
Employ: Unemployed	24%	(51)	29%	(62)	17%	(37)	13%	(27)	17%	(37)	214
Employ: Other	31%	(59)	31%	(59)	15%	(30)	7%	(13)	16%	(32)	192
Job Type: White-collar	32%	(233)	35%	(253)	13%	(94)	14%	(103)	6%	(40)	723
Job Type: Blue-collar	22%	(218)	33%	(321)	17%	(168)	18%	(179)	10%	(94)	980
Job Type: Don't Know	22%	(111)	25%	(125)	17%	(85)	13%	(63)	23%	(113)	498
Military HH: Yes	24%	(102)	32%	(134)	18%	(76)	18%	(73)	8%	(34)	419
Military HH: No	26%	(461)	32%	(565)	15%	(271)	15%	(272)	12%	(213)	1782

Continued on next page

Table BRD2_7: How much do you trust each of the following?
The New York Times

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	26%	(563)	32%	(699)	16%	(347)	16%	(345)	11%	(247)	2201
RD/WT: Right Direction	20%	(187)	27%	(250)	18%	(164)	24%	(214)	11%	(97)	912
RD/WT: Wrong Track	29%	(377)	35%	(449)	14%	(183)	10%	(131)	12%	(149)	1289
Strongly Approve	19%	(91)	20%	(92)	19%	(89)	35%	(164)	7%	(34)	470
Somewhat Approve	16%	(81)	33%	(165)	23%	(113)	18%	(87)	10%	(50)	496
Somewhat Disapprove	24%	(68)	40%	(114)	19%	(54)	7%	(21)	9%	(27)	283
Strongly Disapprove	38%	(308)	35%	(289)	10%	(80)	7%	(58)	10%	(80)	815
Don't Know / No Opinion	11%	(15)	29%	(39)	8%	(11)	12%	(16)	41%	(56)	137
#1 Issue: Economy	22%	(127)	35%	(201)	17%	(98)	18%	(101)	8%	(44)	572
#1 Issue: Security	18%	(82)	23%	(105)	18%	(81)	29%	(128)	11%	(50)	445
#1 Issue: Health Care	28%	(113)	39%	(156)	14%	(55)	9%	(36)	11%	(43)	403
#1 Issue: Medicare / Social Security	26%	(90)	30%	(107)	17%	(59)	11%	(38)	16%	(58)	350
#1 Issue: Women's Issues	42%	(50)	30%	(36)	9%	(11)	8%	(9)	11%	(14)	121
#1 Issue: Education	33%	(50)	29%	(45)	17%	(26)	6%	(9)	15%	(22)	152
#1 Issue: Energy	42%	(39)	34%	(31)	10%	(9)	10%	(9)	4%	(4)	92
#1 Issue: Other	18%	(12)	29%	(19)	10%	(6)	23%	(15)	19%	(12)	65
2016 Vote: Democrat Hillary Clinton	39%	(292)	41%	(310)	8%	(61)	2%	(18)	10%	(74)	754
2016 Vote: Republican Donald Trump	17%	(131)	23%	(183)	21%	(166)	29%	(228)	10%	(77)	785
2016 Vote: Someone else	15%	(23)	36%	(56)	22%	(34)	19%	(29)	8%	(12)	154
2012 Vote: Barack Obama	34%	(304)	41%	(365)	10%	(91)	6%	(51)	9%	(82)	892
2012 Vote: Mitt Romney	15%	(83)	24%	(134)	21%	(117)	32%	(179)	9%	(53)	565
2012 Vote: Other	6%	(5)	25%	(19)	25%	(19)	28%	(22)	17%	(13)	77
2012 Vote: Didn't Vote	26%	(172)	27%	(182)	18%	(120)	14%	(94)	15%	(99)	666
4-Region: Northeast	26%	(106)	34%	(135)	15%	(58)	14%	(58)	11%	(44)	402
4-Region: Midwest	24%	(113)	36%	(171)	15%	(70)	15%	(71)	10%	(49)	474
4-Region: South	24%	(193)	29%	(237)	17%	(139)	18%	(144)	12%	(101)	815
4-Region: West	29%	(150)	31%	(156)	16%	(79)	14%	(72)	10%	(53)	511

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

Table BRD2_8: How much do you trust each of the following?
The Wall Street Journal

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	24%	(529)	35%	(774)	16%	(349)	12%	(264)	13%	(285)	2201
Gender: Male	24%	(254)	36%	(385)	18%	(195)	14%	(145)	8%	(81)	1060
Gender: Female	24%	(276)	34%	(390)	13%	(154)	10%	(119)	18%	(203)	1141
Age: 18-29	22%	(105)	32%	(150)	19%	(90)	13%	(62)	14%	(69)	476
Age: 30-44	29%	(162)	34%	(192)	15%	(81)	10%	(59)	12%	(66)	559
Age: 45-54	23%	(89)	37%	(141)	14%	(52)	10%	(36)	16%	(60)	377
Age: 55-64	24%	(92)	36%	(142)	17%	(65)	13%	(50)	11%	(41)	391
Age: 65+	20%	(81)	38%	(150)	15%	(60)	14%	(58)	12%	(49)	398
PID: Dem (no lean)	30%	(238)	37%	(289)	14%	(113)	5%	(42)	13%	(103)	786
PID: Ind (no lean)	22%	(159)	35%	(250)	16%	(112)	14%	(98)	14%	(101)	720
PID: Rep (no lean)	19%	(132)	34%	(236)	18%	(123)	18%	(124)	12%	(80)	695
PID/Gender: Dem Men	31%	(112)	37%	(138)	18%	(64)	6%	(23)	8%	(30)	367
PID/Gender: Dem Women	30%	(126)	36%	(151)	12%	(49)	5%	(19)	18%	(74)	419
PID/Gender: Ind Men	21%	(70)	36%	(119)	18%	(59)	15%	(50)	9%	(31)	330
PID/Gender: Ind Women	23%	(88)	34%	(131)	14%	(53)	12%	(47)	18%	(70)	390
PID/Gender: Rep Men	20%	(71)	35%	(128)	20%	(72)	20%	(71)	6%	(21)	363
PID/Gender: Rep Women	18%	(61)	32%	(108)	15%	(51)	16%	(52)	18%	(59)	332
Tea Party: Supporter	29%	(168)	33%	(187)	16%	(92)	16%	(89)	6%	(35)	572
Tea Party: Not Supporter	22%	(357)	36%	(585)	16%	(254)	11%	(173)	15%	(249)	1619
Ideo: Liberal (1-3)	35%	(241)	38%	(261)	13%	(90)	7%	(47)	8%	(55)	695
Ideo: Moderate (4)	23%	(125)	36%	(201)	16%	(89)	10%	(55)	15%	(81)	551
Ideo: Conservative (5-7)	16%	(118)	35%	(251)	19%	(134)	20%	(145)	10%	(69)	718
Educ: < College	21%	(324)	33%	(515)	16%	(256)	14%	(220)	16%	(251)	1567
Educ: Bachelors degree	30%	(124)	40%	(167)	17%	(69)	7%	(29)	6%	(26)	416
Educ: Post-grad	37%	(81)	42%	(92)	11%	(24)	7%	(15)	3%	(7)	219
Income: Under 50k	22%	(295)	32%	(425)	17%	(226)	12%	(163)	17%	(221)	1329
Income: 50k-100k	27%	(175)	38%	(251)	16%	(102)	12%	(77)	8%	(50)	654
Income: 100k+	27%	(60)	45%	(99)	10%	(21)	11%	(24)	6%	(14)	218

Continued on next page

Table BRD2_8: How much do you trust each of the following?
The Wall Street Journal

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	24%	(529)	35%	(774)	16%	(349)	12%	(264)	13%	(285)	2201
Ethnicity: White	24%	(417)	36%	(631)	16%	(284)	12%	(210)	12%	(207)	1750
Ethnicity: Hispanic	32%	(104)	34%	(111)	15%	(48)	9%	(31)	11%	(35)	329
Ethnicity: Afr. Am.	23%	(62)	32%	(86)	16%	(42)	11%	(30)	18%	(49)	269
Ethnicity: Other	28%	(50)	31%	(57)	13%	(23)	13%	(23)	16%	(29)	182
Relig: Protestant	21%	(99)	38%	(179)	18%	(85)	14%	(66)	10%	(45)	475
Relig: Roman Catholic	30%	(156)	40%	(206)	15%	(76)	7%	(38)	7%	(37)	513
Relig: Ath./Agn./None	22%	(133)	33%	(199)	14%	(84)	14%	(87)	18%	(110)	613
Relig: Something Else	26%	(91)	34%	(120)	17%	(59)	10%	(33)	14%	(48)	351
Relig: Jewish	31%	(19)	44%	(27)	13%	(8)	7%	(4)	4%	(2)	60
Relig: Evangelical	24%	(146)	33%	(198)	16%	(93)	15%	(89)	12%	(74)	600
Relig: Non-Evang. Catholics	25%	(157)	41%	(258)	18%	(113)	9%	(54)	8%	(53)	636
Relig: All Christian	25%	(303)	37%	(455)	17%	(206)	12%	(144)	10%	(127)	1235
Relig: All Non-Christian	23%	(224)	33%	(319)	15%	(143)	12%	(120)	16%	(157)	964
Community: Urban	29%	(185)	33%	(211)	14%	(89)	10%	(64)	14%	(88)	638
Community: Suburban	23%	(231)	38%	(378)	16%	(157)	13%	(129)	10%	(104)	999
Community: Rural	20%	(113)	33%	(185)	18%	(102)	13%	(71)	16%	(92)	564
Employ: Private Sector	29%	(194)	39%	(263)	15%	(103)	9%	(58)	7%	(50)	668
Employ: Government	28%	(35)	29%	(36)	26%	(32)	6%	(7)	11%	(14)	124
Employ: Self-Employed	22%	(44)	37%	(74)	20%	(39)	14%	(28)	7%	(13)	198
Employ: Homemaker	16%	(36)	29%	(64)	13%	(30)	15%	(34)	27%	(59)	223
Employ: Student	18%	(18)	36%	(38)	11%	(11)	17%	(17)	19%	(19)	104
Employ: Retired	22%	(104)	36%	(173)	14%	(69)	15%	(73)	12%	(59)	479
Employ: Unemployed	23%	(49)	29%	(62)	18%	(38)	13%	(27)	17%	(36)	214
Employ: Other	25%	(48)	33%	(64)	14%	(27)	10%	(19)	18%	(34)	192
Job Type: White-collar	32%	(231)	41%	(299)	13%	(95)	8%	(61)	5%	(37)	723
Job Type: Blue-collar	21%	(206)	36%	(350)	18%	(172)	14%	(141)	11%	(111)	980
Job Type: Don't Know	19%	(93)	25%	(125)	16%	(82)	12%	(61)	27%	(137)	498
Military HH: Yes	23%	(96)	36%	(153)	19%	(78)	13%	(54)	9%	(38)	419
Military HH: No	24%	(433)	35%	(622)	15%	(271)	12%	(210)	14%	(246)	1782

Continued on next page

Table BRD2_8: How much do you trust each of the following?
The Wall Street Journal

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	24%	(529)	35%	(774)	16%	(349)	12%	(264)	13%	(285)	2201
RD/WT: Right Direction	22%	(196)	33%	(302)	17%	(159)	16%	(142)	12%	(113)	912
RD/WT: Wrong Track	26%	(333)	37%	(473)	15%	(190)	9%	(122)	13%	(172)	1289
Strongly Approve	22%	(102)	28%	(132)	17%	(80)	24%	(113)	9%	(42)	470
Somewhat Approve	18%	(88)	41%	(202)	20%	(98)	11%	(54)	11%	(54)	496
Somewhat Disapprove	23%	(64)	40%	(114)	20%	(55)	7%	(19)	11%	(32)	283
Strongly Disapprove	32%	(257)	36%	(296)	12%	(100)	8%	(67)	12%	(95)	815
Don't Know / No Opinion	13%	(18)	23%	(31)	11%	(15)	8%	(12)	45%	(62)	137
#1 Issue: Economy	22%	(127)	41%	(235)	16%	(92)	11%	(64)	9%	(53)	572
#1 Issue: Security	18%	(81)	30%	(133)	20%	(90)	19%	(84)	13%	(58)	445
#1 Issue: Health Care	27%	(110)	37%	(149)	14%	(55)	11%	(45)	11%	(45)	403
#1 Issue: Medicare / Social Security	25%	(87)	34%	(120)	14%	(48)	10%	(35)	17%	(60)	350
#1 Issue: Women's Issues	33%	(39)	31%	(37)	11%	(14)	9%	(10)	17%	(20)	121
#1 Issue: Education	31%	(47)	25%	(38)	21%	(32)	5%	(7)	18%	(27)	152
#1 Issue: Energy	32%	(30)	44%	(41)	10%	(9)	8%	(8)	5%	(5)	92
#1 Issue: Other	12%	(8)	31%	(20)	14%	(9)	18%	(12)	25%	(16)	65
2016 Vote: Democrat Hillary Clinton	33%	(246)	40%	(305)	12%	(89)	5%	(35)	11%	(79)	754
2016 Vote: Republican Donald Trump	19%	(149)	33%	(261)	17%	(137)	20%	(156)	10%	(82)	785
2016 Vote: Someone else	17%	(26)	38%	(58)	23%	(36)	12%	(19)	10%	(15)	154
2012 Vote: Barack Obama	30%	(272)	40%	(359)	13%	(119)	6%	(51)	10%	(91)	892
2012 Vote: Mitt Romney	18%	(100)	35%	(201)	18%	(101)	20%	(112)	9%	(52)	565
2012 Vote: Other	20%	(15)	28%	(22)	18%	(14)	14%	(11)	21%	(16)	77
2012 Vote: Didn't Vote	21%	(143)	29%	(193)	17%	(115)	13%	(89)	19%	(126)	666
4-Region: Northeast	24%	(98)	36%	(144)	15%	(61)	13%	(53)	12%	(47)	402
4-Region: Midwest	24%	(114)	38%	(181)	14%	(68)	11%	(52)	12%	(58)	474
4-Region: South	22%	(178)	34%	(274)	17%	(139)	13%	(107)	14%	(116)	815
4-Region: West	27%	(139)	34%	(176)	16%	(81)	10%	(52)	13%	(64)	511

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

Table BRD2_9: How much do you trust each of the following?
National Public Radio (NPR)

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	21%	(468)	30%	(663)	16%	(351)	10%	(227)	22%	(492)	2201
Gender: Male	25%	(267)	31%	(332)	17%	(183)	11%	(121)	15%	(156)	1060
Gender: Female	18%	(200)	29%	(331)	15%	(168)	9%	(106)	29%	(336)	1141
Age: 18-29	21%	(101)	29%	(136)	18%	(87)	11%	(51)	21%	(101)	476
Age: 30-44	24%	(135)	33%	(186)	14%	(77)	11%	(59)	18%	(101)	559
Age: 45-54	19%	(72)	32%	(121)	12%	(45)	10%	(38)	27%	(101)	377
Age: 55-64	21%	(82)	27%	(107)	17%	(67)	10%	(38)	25%	(96)	391
Age: 65+	20%	(78)	28%	(113)	19%	(74)	10%	(41)	23%	(93)	398
PID: Dem (no lean)	29%	(226)	32%	(249)	13%	(103)	5%	(40)	21%	(168)	786
PID: Ind (no lean)	18%	(129)	30%	(216)	15%	(109)	11%	(81)	26%	(186)	720
PID: Rep (no lean)	16%	(113)	28%	(198)	20%	(139)	15%	(106)	20%	(139)	695
PID/Gender: Dem Men	34%	(125)	32%	(116)	14%	(52)	5%	(18)	15%	(56)	367
PID/Gender: Dem Women	24%	(101)	32%	(133)	12%	(51)	5%	(22)	27%	(112)	419
PID/Gender: Ind Men	23%	(77)	32%	(106)	17%	(55)	12%	(40)	16%	(52)	330
PID/Gender: Ind Women	13%	(52)	28%	(111)	14%	(54)	11%	(41)	34%	(134)	390
PID/Gender: Rep Men	18%	(66)	30%	(110)	21%	(76)	17%	(63)	13%	(48)	363
PID/Gender: Rep Women	14%	(48)	27%	(88)	19%	(63)	13%	(43)	27%	(90)	332
Tea Party: Supporter	21%	(119)	31%	(177)	18%	(101)	16%	(90)	15%	(86)	572
Tea Party: Not Supporter	21%	(345)	30%	(483)	15%	(250)	8%	(137)	25%	(403)	1619
Ideo: Liberal (1-3)	38%	(264)	32%	(224)	11%	(76)	5%	(35)	14%	(95)	695
Ideo: Moderate (4)	18%	(101)	31%	(170)	18%	(101)	8%	(43)	25%	(136)	551
Ideo: Conservative (5-7)	12%	(85)	31%	(219)	21%	(148)	18%	(129)	19%	(136)	718
Educ: < College	16%	(249)	29%	(458)	16%	(252)	11%	(178)	27%	(429)	1567
Educ: Bachelors degree	29%	(119)	34%	(141)	18%	(73)	7%	(31)	12%	(51)	416
Educ: Post-grad	46%	(100)	29%	(64)	11%	(25)	8%	(18)	6%	(12)	219
Income: Under 50k	17%	(230)	29%	(390)	16%	(211)	10%	(134)	27%	(364)	1329
Income: 50k-100k	26%	(173)	31%	(202)	17%	(110)	10%	(64)	16%	(106)	654
Income: 100k+	30%	(65)	33%	(71)	14%	(31)	13%	(29)	10%	(23)	218

Continued on next page

Table BRD2_9: How much do you trust each of the following?
National Public Radio (NPR)

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion	Total N	
Adults	21%	(468)	30%	(663)	16%	(351)	10%	(227)	22%	(492)	2201
Ethnicity: White	21%	(368)	31%	(545)	15%	(271)	11%	(188)	22%	(379)	1750
Ethnicity: Hispanic	25%	(81)	36%	(118)	15%	(49)	7%	(23)	18%	(58)	329
Ethnicity: Afr. Am.	23%	(63)	24%	(63)	17%	(45)	8%	(22)	28%	(76)	269
Ethnicity: Other	21%	(38)	30%	(54)	19%	(35)	10%	(18)	20%	(37)	182
Relig: Protestant	18%	(87)	30%	(143)	19%	(92)	12%	(59)	20%	(95)	475
Relig: Roman Catholic	23%	(118)	35%	(177)	17%	(86)	8%	(43)	17%	(88)	513
Relig: Ath./Agn./None	22%	(137)	28%	(173)	14%	(83)	11%	(67)	25%	(153)	613
Relig: Something Else	24%	(84)	29%	(101)	16%	(55)	10%	(34)	22%	(76)	351
Relig: Jewish	37%	(22)	30%	(18)	6%	(4)	7%	(4)	20%	(12)	60
Relig: Evangelical	19%	(115)	30%	(178)	18%	(108)	10%	(61)	23%	(137)	600
Relig: Non-Evang. Catholics	21%	(132)	33%	(210)	16%	(104)	10%	(65)	20%	(124)	636
Relig: All Christian	20%	(247)	31%	(389)	17%	(212)	10%	(126)	21%	(261)	1235
Relig: All Non-Christian	23%	(221)	28%	(274)	14%	(138)	10%	(101)	24%	(229)	964
Community: Urban	28%	(179)	29%	(182)	14%	(90)	7%	(47)	22%	(141)	638
Community: Suburban	20%	(200)	32%	(315)	16%	(163)	11%	(109)	21%	(213)	999
Community: Rural	16%	(89)	30%	(166)	17%	(98)	13%	(71)	25%	(138)	564
Employ: Private Sector	27%	(179)	36%	(240)	16%	(104)	9%	(58)	13%	(87)	668
Employ: Government	22%	(27)	33%	(41)	16%	(20)	14%	(17)	15%	(19)	124
Employ: Self-Employed	29%	(57)	26%	(52)	19%	(38)	12%	(24)	14%	(27)	198
Employ: Homemaker	11%	(24)	23%	(52)	17%	(38)	13%	(30)	35%	(78)	223
Employ: Student	21%	(21)	31%	(32)	14%	(15)	5%	(5)	29%	(30)	104
Employ: Retired	18%	(88)	27%	(131)	17%	(82)	11%	(54)	26%	(125)	479
Employ: Unemployed	17%	(35)	29%	(62)	18%	(39)	11%	(23)	25%	(54)	214
Employ: Other	19%	(36)	27%	(53)	8%	(15)	8%	(16)	38%	(73)	192
Job Type: White-collar	32%	(230)	31%	(225)	15%	(112)	10%	(71)	12%	(86)	723
Job Type: Blue-collar	18%	(175)	32%	(318)	16%	(160)	12%	(116)	21%	(210)	980
Job Type: Don't Know	13%	(63)	24%	(120)	16%	(79)	8%	(40)	39%	(196)	498
Military HH: Yes	22%	(93)	31%	(130)	18%	(75)	11%	(47)	18%	(75)	419
Military HH: No	21%	(375)	30%	(533)	15%	(276)	10%	(180)	23%	(418)	1782

Continued on next page

Table BRD2_9: How much do you trust each of the following?
National Public Radio (NPR)

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	21%	(468)	30%	(663)	16%	(351)	10%	(227)	22%	(492)	2201
RD/WT: Right Direction	18%	(163)	28%	(259)	18%	(160)	14%	(130)	22%	(199)	912
RD/WT: Wrong Track	24%	(305)	31%	(404)	15%	(191)	8%	(97)	23%	(293)	1289
Strongly Approve	18%	(86)	24%	(115)	17%	(82)	19%	(91)	20%	(95)	470
Somewhat Approve	14%	(70)	35%	(172)	20%	(98)	11%	(54)	21%	(102)	496
Somewhat Disapprove	15%	(41)	38%	(108)	22%	(61)	5%	(13)	21%	(60)	283
Strongly Disapprove	32%	(261)	30%	(240)	11%	(93)	7%	(57)	20%	(163)	815
Don't Know / No Opinion	7%	(10)	20%	(28)	12%	(16)	9%	(12)	52%	(71)	137
#1 Issue: Economy	17%	(98)	34%	(195)	17%	(98)	12%	(66)	20%	(114)	572
#1 Issue: Security	14%	(64)	28%	(126)	17%	(76)	18%	(81)	22%	(99)	445
#1 Issue: Health Care	26%	(106)	29%	(119)	13%	(54)	6%	(23)	25%	(101)	403
#1 Issue: Medicare / Social Security	20%	(72)	30%	(104)	17%	(61)	5%	(18)	27%	(95)	350
#1 Issue: Women's Issues	30%	(37)	29%	(35)	13%	(16)	12%	(14)	16%	(19)	121
#1 Issue: Education	30%	(45)	22%	(34)	19%	(29)	6%	(9)	23%	(35)	152
#1 Issue: Energy	43%	(40)	29%	(27)	9%	(9)	8%	(7)	10%	(9)	92
#1 Issue: Other	10%	(7)	35%	(23)	12%	(8)	13%	(8)	30%	(19)	65
2016 Vote: Democrat Hillary Clinton	34%	(256)	32%	(240)	11%	(84)	5%	(37)	18%	(137)	754
2016 Vote: Republican Donald Trump	15%	(119)	28%	(220)	20%	(161)	16%	(127)	20%	(158)	785
2016 Vote: Someone else	17%	(27)	44%	(67)	16%	(24)	9%	(14)	15%	(23)	154
2012 Vote: Barack Obama	32%	(283)	33%	(294)	12%	(103)	5%	(44)	19%	(168)	892
2012 Vote: Mitt Romney	15%	(87)	31%	(173)	19%	(106)	18%	(99)	18%	(99)	565
2012 Vote: Other	13%	(10)	32%	(24)	21%	(16)	16%	(13)	19%	(14)	77
2012 Vote: Didn't Vote	13%	(88)	26%	(171)	19%	(125)	11%	(71)	32%	(211)	666
4-Region: Northeast	19%	(77)	31%	(125)	17%	(67)	9%	(37)	24%	(95)	402
4-Region: Midwest	25%	(118)	29%	(137)	14%	(67)	11%	(51)	21%	(101)	474
4-Region: South	18%	(149)	30%	(242)	16%	(134)	12%	(97)	24%	(192)	815
4-Region: West	24%	(124)	31%	(158)	16%	(82)	8%	(42)	21%	(105)	511

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

Table BRD2_10: How much do you trust each of the following?
Huffington Post

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	14%	(319)	31%	(680)	18%	(402)	16%	(344)	21%	(456)	2201
Gender: Male	16%	(167)	32%	(337)	21%	(221)	18%	(196)	13%	(139)	1060
Gender: Female	13%	(152)	30%	(344)	16%	(181)	13%	(148)	28%	(317)	1141
Age: 18-29	17%	(80)	30%	(143)	23%	(111)	16%	(77)	14%	(64)	476
Age: 30-44	19%	(104)	33%	(184)	16%	(91)	15%	(84)	17%	(96)	559
Age: 45-54	13%	(49)	34%	(127)	14%	(51)	14%	(51)	26%	(98)	377
Age: 55-64	9%	(36)	32%	(126)	20%	(79)	15%	(59)	23%	(91)	391
Age: 65+	12%	(48)	25%	(99)	18%	(71)	18%	(73)	27%	(106)	398
PID: Dem (no lean)	22%	(169)	36%	(284)	16%	(128)	6%	(51)	20%	(154)	786
PID: Ind (no lean)	11%	(77)	30%	(215)	17%	(126)	18%	(130)	24%	(173)	720
PID: Rep (no lean)	11%	(73)	26%	(181)	21%	(148)	23%	(163)	19%	(129)	695
PID/Gender: Dem Men	24%	(86)	37%	(136)	20%	(72)	8%	(28)	12%	(45)	367
PID/Gender: Dem Women	20%	(83)	35%	(148)	13%	(56)	5%	(23)	26%	(109)	419
PID/Gender: Ind Men	13%	(44)	30%	(100)	19%	(63)	21%	(69)	17%	(55)	330
PID/Gender: Ind Women	8%	(33)	30%	(116)	16%	(63)	16%	(61)	30%	(118)	390
PID/Gender: Rep Men	10%	(37)	28%	(101)	24%	(87)	27%	(99)	11%	(38)	363
PID/Gender: Rep Women	11%	(36)	24%	(80)	19%	(62)	19%	(64)	27%	(90)	332
Tea Party: Supporter	17%	(100)	30%	(173)	19%	(108)	22%	(126)	12%	(67)	572
Tea Party: Not Supporter	13%	(217)	31%	(503)	18%	(294)	13%	(218)	24%	(386)	1619
Ideo: Liberal (1-3)	25%	(172)	40%	(279)	16%	(110)	8%	(53)	12%	(81)	695
Ideo: Moderate (4)	13%	(69)	32%	(174)	21%	(115)	12%	(66)	23%	(127)	551
Ideo: Conservative (5-7)	8%	(60)	24%	(175)	21%	(151)	28%	(198)	19%	(134)	718
Educ: < College	13%	(211)	28%	(440)	17%	(269)	16%	(254)	25%	(392)	1567
Educ: Bachelors degree	15%	(60)	38%	(159)	22%	(92)	14%	(58)	11%	(47)	416
Educ: Post-grad	22%	(47)	37%	(81)	19%	(42)	15%	(32)	8%	(17)	219
Income: Under 50k	14%	(180)	28%	(369)	18%	(238)	15%	(195)	26%	(347)	1329
Income: 50k-100k	17%	(111)	35%	(231)	17%	(114)	16%	(107)	14%	(92)	654
Income: 100k+	13%	(28)	37%	(80)	23%	(50)	19%	(42)	8%	(18)	218

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Table BRD2_10: How much do you trust each of the following?
 Huffington Post

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	14%	(319)	31%	(680)	18%	(402)	16%	(344)	21%	(456)	2201
Ethnicity: White	13%	(232)	31%	(550)	19%	(327)	16%	(275)	21%	(366)	1750
Ethnicity: Hispanic	23%	(77)	35%	(115)	18%	(59)	14%	(45)	10%	(33)	329
Ethnicity: Afr. Am.	18%	(47)	28%	(76)	18%	(49)	14%	(36)	22%	(60)	269
Ethnicity: Other	22%	(39)	29%	(53)	15%	(26)	18%	(32)	17%	(30)	182
Relig: Protestant	11%	(54)	31%	(148)	18%	(87)	21%	(101)	18%	(85)	475
Relig: Roman Catholic	19%	(96)	32%	(166)	19%	(97)	14%	(71)	16%	(83)	513
Relig: Ath./Agn./None	14%	(87)	33%	(201)	18%	(111)	14%	(84)	21%	(130)	613
Relig: Something Else	15%	(51)	29%	(101)	19%	(67)	14%	(49)	23%	(82)	351
Relig: Jewish	15%	(9)	30%	(18)	20%	(12)	16%	(10)	18%	(11)	60
Relig: Evangelical	16%	(95)	27%	(162)	17%	(103)	17%	(103)	23%	(137)	600
Relig: Non-Evang. Catholics	13%	(85)	34%	(216)	19%	(121)	17%	(107)	17%	(105)	636
Relig: All Christian	15%	(180)	31%	(378)	18%	(224)	17%	(211)	20%	(242)	1235
Relig: All Non-Christian	14%	(139)	31%	(302)	18%	(178)	14%	(133)	22%	(212)	964
Community: Urban	21%	(134)	31%	(199)	15%	(97)	13%	(84)	19%	(123)	638
Community: Suburban	13%	(126)	33%	(330)	20%	(201)	17%	(166)	18%	(176)	999
Community: Rural	10%	(59)	27%	(151)	18%	(104)	17%	(94)	28%	(156)	564
Employ: Private Sector	20%	(131)	36%	(238)	18%	(120)	14%	(92)	13%	(88)	668
Employ: Government	21%	(27)	31%	(38)	20%	(25)	17%	(21)	11%	(14)	124
Employ: Self-Employed	17%	(33)	31%	(61)	24%	(47)	21%	(42)	8%	(16)	198
Employ: Homemaker	8%	(18)	27%	(59)	12%	(27)	18%	(39)	36%	(80)	223
Employ: Student	15%	(15)	28%	(29)	21%	(22)	17%	(17)	19%	(20)	104
Employ: Retired	10%	(48)	29%	(139)	19%	(91)	18%	(84)	24%	(117)	479
Employ: Unemployed	10%	(22)	28%	(60)	22%	(47)	16%	(35)	24%	(50)	214
Employ: Other	13%	(26)	29%	(56)	13%	(25)	7%	(13)	37%	(72)	192
Job Type: White-collar	17%	(122)	37%	(268)	18%	(132)	15%	(109)	13%	(92)	723
Job Type: Blue-collar	14%	(139)	31%	(300)	19%	(182)	17%	(171)	19%	(187)	980
Job Type: Don't Know	11%	(57)	23%	(113)	18%	(88)	13%	(64)	35%	(177)	498
Military HH: Yes	17%	(69)	31%	(129)	17%	(70)	19%	(80)	17%	(71)	419
Military HH: No	14%	(250)	31%	(551)	19%	(332)	15%	(264)	22%	(385)	1782

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Table BRD2_10: How much do you trust each of the following?
Huffington Post

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	14%	(319)	31%	(680)	18%	(402)	16%	(344)	21%	(456)	2201
RD/WT: Right Direction	15%	(137)	26%	(237)	20%	(178)	21%	(190)	19%	(169)	912
RD/WT: Wrong Track	14%	(182)	34%	(444)	17%	(224)	12%	(153)	22%	(287)	1289
Strongly Approve	14%	(68)	22%	(105)	16%	(73)	31%	(146)	17%	(78)	470
Somewhat Approve	11%	(55)	31%	(152)	25%	(122)	16%	(79)	18%	(87)	496
Somewhat Disapprove	10%	(29)	36%	(102)	22%	(62)	8%	(23)	24%	(67)	283
Strongly Disapprove	20%	(160)	36%	(297)	16%	(127)	10%	(80)	18%	(151)	815
Don't Know / No Opinion	5%	(7)	18%	(25)	13%	(17)	11%	(16)	53%	(72)	137
#1 Issue: Economy	11%	(61)	35%	(200)	20%	(114)	19%	(110)	15%	(87)	572
#1 Issue: Security	12%	(54)	25%	(113)	18%	(80)	24%	(108)	20%	(91)	445
#1 Issue: Health Care	16%	(63)	32%	(128)	19%	(77)	11%	(46)	22%	(89)	403
#1 Issue: Medicare / Social Security	14%	(50)	27%	(94)	19%	(67)	10%	(33)	30%	(107)	350
#1 Issue: Women's Issues	21%	(25)	32%	(39)	21%	(25)	8%	(10)	18%	(21)	121
#1 Issue: Education	21%	(32)	31%	(47)	16%	(24)	9%	(13)	24%	(36)	152
#1 Issue: Energy	29%	(27)	46%	(42)	7%	(7)	9%	(9)	8%	(8)	92
#1 Issue: Other	11%	(7)	27%	(17)	13%	(8)	21%	(14)	28%	(18)	65
2016 Vote: Democrat Hillary Clinton	20%	(154)	38%	(289)	16%	(123)	6%	(46)	19%	(141)	754
2016 Vote: Republican Donald Trump	11%	(89)	27%	(209)	20%	(154)	25%	(197)	17%	(136)	785
2016 Vote: Someone else	10%	(15)	33%	(51)	23%	(36)	19%	(29)	16%	(24)	154
2012 Vote: Barack Obama	20%	(178)	38%	(338)	16%	(144)	7%	(66)	19%	(167)	892
2012 Vote: Mitt Romney	10%	(59)	25%	(143)	19%	(106)	28%	(157)	18%	(101)	565
2012 Vote: Other	4%	(3)	21%	(16)	26%	(20)	25%	(19)	24%	(19)	77
2012 Vote: Didn't Vote	12%	(78)	27%	(183)	20%	(132)	15%	(102)	25%	(170)	666
4-Region: Northeast	11%	(45)	34%	(139)	17%	(67)	15%	(59)	23%	(92)	402
4-Region: Midwest	14%	(67)	31%	(148)	18%	(87)	15%	(69)	22%	(103)	474
4-Region: South	15%	(126)	27%	(220)	18%	(150)	17%	(141)	22%	(178)	815
4-Region: West	16%	(81)	34%	(175)	19%	(97)	15%	(75)	16%	(83)	511

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

Table BRD2_11: How much do you trust each of the following?
 Breitbart

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	8%	(165)	16%	(351)	15%	(322)	20%	(436)	42%	(926)	2201
Gender: Male	10%	(108)	19%	(201)	17%	(184)	25%	(263)	29%	(304)	1060
Gender: Female	5%	(57)	13%	(150)	12%	(138)	15%	(174)	55%	(623)	1141
Age: 18-29	10%	(49)	17%	(83)	20%	(95)	19%	(90)	33%	(158)	476
Age: 30-44	11%	(62)	21%	(120)	13%	(71)	18%	(103)	36%	(203)	559
Age: 45-54	5%	(19)	16%	(61)	10%	(36)	16%	(59)	53%	(202)	377
Age: 55-64	5%	(19)	14%	(55)	15%	(60)	22%	(86)	43%	(169)	391
Age: 65+	4%	(15)	8%	(33)	15%	(59)	25%	(98)	49%	(194)	398
PID: Dem (no lean)	7%	(52)	16%	(129)	12%	(94)	25%	(193)	41%	(319)	786
PID: Ind (no lean)	5%	(36)	13%	(91)	16%	(112)	21%	(149)	46%	(331)	720
PID: Rep (no lean)	11%	(78)	19%	(131)	17%	(116)	14%	(94)	40%	(276)	695
PID/Gender: Dem Men	9%	(34)	19%	(70)	14%	(50)	29%	(107)	29%	(106)	367
PID/Gender: Dem Women	4%	(18)	14%	(58)	10%	(44)	20%	(86)	51%	(213)	419
PID/Gender: Ind Men	8%	(26)	16%	(51)	18%	(61)	28%	(93)	30%	(99)	330
PID/Gender: Ind Women	3%	(10)	10%	(40)	13%	(51)	14%	(56)	60%	(233)	390
PID/Gender: Rep Men	13%	(49)	22%	(80)	20%	(73)	17%	(62)	27%	(99)	363
PID/Gender: Rep Women	9%	(29)	16%	(52)	13%	(43)	10%	(32)	53%	(177)	332
Tea Party: Supporter	17%	(95)	26%	(149)	16%	(93)	12%	(66)	29%	(168)	572
Tea Party: Not Supporter	4%	(68)	12%	(199)	14%	(227)	23%	(369)	47%	(755)	1619
Ideo: Liberal (1-3)	11%	(74)	19%	(134)	13%	(91)	30%	(210)	27%	(186)	695
Ideo: Moderate (4)	5%	(26)	12%	(65)	15%	(83)	19%	(107)	49%	(269)	551
Ideo: Conservative (5-7)	8%	(60)	18%	(132)	17%	(124)	14%	(101)	42%	(300)	718
Educ: < College	7%	(107)	15%	(240)	14%	(221)	17%	(263)	47%	(735)	1567
Educ: Bachelors degree	7%	(29)	19%	(79)	16%	(68)	25%	(104)	33%	(136)	416
Educ: Post-grad	13%	(29)	15%	(32)	15%	(33)	32%	(70)	25%	(55)	219
Income: Under 50k	7%	(91)	15%	(194)	14%	(187)	17%	(221)	48%	(636)	1329
Income: 50k-100k	9%	(56)	18%	(120)	16%	(103)	22%	(145)	35%	(230)	654
Income: 100k+	8%	(18)	17%	(37)	15%	(32)	32%	(70)	28%	(61)	218

Continued on next page

Table BRD2_11: How much do you trust each of the following?

Breitbart

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	8%	(165)	16%	(351)	15%	(322)	20%	(436)	42%	(926)	2201
Ethnicity: White	7%	(127)	15%	(269)	14%	(248)	20%	(350)	43%	(756)	1750
Ethnicity: Hispanic	13%	(43)	24%	(80)	16%	(53)	15%	(50)	31%	(103)	329
Ethnicity: Afr. Am.	8%	(22)	17%	(46)	17%	(45)	16%	(44)	41%	(111)	269
Ethnicity: Other	9%	(16)	20%	(36)	16%	(29)	23%	(41)	33%	(59)	182
Relig: Protestant	6%	(29)	14%	(67)	16%	(78)	22%	(106)	41%	(195)	475
Relig: Roman Catholic	11%	(57)	22%	(113)	17%	(86)	14%	(74)	36%	(184)	513
Relig: Ath./Agn./None	7%	(42)	13%	(77)	13%	(78)	26%	(157)	42%	(259)	613
Relig: Something Else	6%	(21)	17%	(60)	13%	(47)	21%	(74)	42%	(149)	351
Relig: Jewish	2%	(1)	12%	(7)	11%	(7)	44%	(27)	30%	(18)	60
Relig: Evangelical	11%	(67)	17%	(104)	16%	(99)	12%	(72)	43%	(258)	600
Relig: Non-Evang. Catholics	6%	(35)	17%	(110)	15%	(98)	21%	(134)	41%	(258)	636
Relig: All Christian	8%	(102)	17%	(214)	16%	(197)	17%	(206)	42%	(516)	1235
Relig: All Non-Christian	7%	(63)	14%	(137)	13%	(125)	24%	(231)	42%	(408)	964
Community: Urban	13%	(82)	18%	(117)	15%	(95)	17%	(111)	37%	(234)	638
Community: Suburban	5%	(54)	16%	(158)	15%	(152)	23%	(230)	41%	(405)	999
Community: Rural	5%	(29)	14%	(77)	13%	(75)	17%	(96)	51%	(287)	564
Employ: Private Sector	10%	(65)	18%	(120)	16%	(107)	20%	(137)	36%	(239)	668
Employ: Government	8%	(10)	25%	(31)	18%	(23)	17%	(22)	31%	(38)	124
Employ: Self-Employed	9%	(18)	15%	(30)	20%	(40)	26%	(51)	30%	(58)	198
Employ: Homemaker	6%	(14)	12%	(27)	9%	(20)	14%	(30)	59%	(131)	223
Employ: Student	6%	(6)	23%	(23)	14%	(14)	19%	(20)	38%	(40)	104
Employ: Retired	5%	(23)	11%	(54)	15%	(70)	24%	(116)	45%	(217)	479
Employ: Unemployed	7%	(14)	19%	(40)	14%	(31)	17%	(36)	43%	(93)	214
Employ: Other	8%	(16)	13%	(25)	9%	(17)	12%	(24)	57%	(110)	192
Job Type: White-collar	10%	(69)	18%	(129)	16%	(113)	28%	(200)	29%	(212)	723
Job Type: Blue-collar	7%	(67)	16%	(160)	16%	(156)	17%	(168)	44%	(429)	980
Job Type: Don't Know	6%	(30)	12%	(62)	11%	(53)	14%	(69)	57%	(285)	498
Military HH: Yes	12%	(48)	18%	(74)	16%	(68)	21%	(87)	34%	(142)	419
Military HH: No	7%	(117)	16%	(277)	14%	(254)	20%	(349)	44%	(784)	1782

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Table BRD2_11: How much do you trust each of the following?
Breitbart

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	8%	(165)	16%	(351)	15%	(322)	20%	(436)	42%	(926)	2201
RD/WT: Right Direction	13%	(118)	19%	(175)	17%	(157)	11%	(101)	40%	(362)	912
RD/WT: Wrong Track	4%	(48)	14%	(177)	13%	(165)	26%	(335)	44%	(565)	1289
Strongly Approve	19%	(90)	20%	(94)	12%	(55)	15%	(71)	34%	(160)	470
Somewhat Approve	4%	(20)	21%	(106)	22%	(108)	9%	(46)	44%	(216)	496
Somewhat Disapprove	4%	(10)	14%	(39)	22%	(62)	12%	(33)	49%	(139)	283
Strongly Disapprove	5%	(43)	12%	(94)	10%	(86)	34%	(274)	39%	(317)	815
Don't Know / No Opinion	2%	(2)	13%	(18)	9%	(12)	8%	(11)	68%	(94)	137
#1 Issue: Economy	7%	(40)	20%	(113)	16%	(93)	19%	(107)	38%	(220)	572
#1 Issue: Security	10%	(43)	19%	(86)	15%	(68)	14%	(62)	42%	(187)	445
#1 Issue: Health Care	5%	(19)	12%	(49)	12%	(50)	24%	(98)	46%	(188)	403
#1 Issue: Medicare / Social Security	6%	(20)	8%	(27)	17%	(59)	20%	(69)	50%	(175)	350
#1 Issue: Women's Issues	9%	(11)	20%	(25)	14%	(17)	20%	(25)	36%	(44)	121
#1 Issue: Education	11%	(17)	20%	(30)	13%	(20)	17%	(26)	39%	(59)	152
#1 Issue: Energy	18%	(16)	12%	(11)	12%	(11)	37%	(34)	22%	(20)	92
#1 Issue: Other	—	(0)	16%	(10)	8%	(5)	23%	(15)	53%	(34)	65
2016 Vote: Democrat Hillary Clinton	7%	(50)	15%	(111)	12%	(88)	30%	(223)	37%	(282)	754
2016 Vote: Republican Donald Trump	11%	(83)	20%	(155)	16%	(129)	12%	(97)	41%	(321)	785
2016 Vote: Someone else	2%	(2)	14%	(22)	20%	(31)	26%	(41)	38%	(59)	154
2012 Vote: Barack Obama	7%	(63)	14%	(126)	13%	(112)	26%	(234)	40%	(357)	892
2012 Vote: Mitt Romney	10%	(57)	19%	(110)	15%	(85)	17%	(94)	39%	(219)	565
2012 Vote: Other	2%	(2)	18%	(14)	18%	(14)	15%	(12)	46%	(36)	77
2012 Vote: Didn't Vote	7%	(44)	15%	(100)	17%	(111)	14%	(96)	47%	(314)	666
4-Region: Northeast	7%	(27)	15%	(60)	14%	(56)	19%	(78)	45%	(180)	402
4-Region: Midwest	8%	(39)	16%	(74)	11%	(52)	21%	(97)	44%	(211)	474
4-Region: South	7%	(58)	16%	(127)	16%	(132)	19%	(153)	42%	(344)	815
4-Region: West	8%	(41)	18%	(90)	16%	(82)	21%	(108)	37%	(191)	511

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

Table BRD3_1: How often do you use each of the following?
Facebook

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	53% (1173)	17% (364)	9% (189)	4% (94)	5% (104)	13% (278)	2201
Gender: Male	48% (511)	18% (192)	9% (100)	5% (51)	5% (52)	14% (153)	1060
Gender: Female	58% (662)	15% (172)	8% (89)	4% (42)	4% (51)	11% (125)	1141
Age: 18-29	57% (270)	16% (76)	8% (37)	4% (18)	5% (25)	10% (50)	476
Age: 30-44	63% (352)	16% (88)	7% (39)	3% (19)	4% (22)	7% (40)	559
Age: 45-54	58% (220)	15% (56)	9% (35)	5% (19)	2% (8)	10% (39)	377
Age: 55-64	47% (183)	16% (63)	10% (41)	4% (14)	6% (23)	17% (67)	391
Age: 65+	37% (148)	20% (81)	9% (37)	6% (24)	6% (26)	21% (82)	398
PID: Dem (no lean)	53% (418)	18% (141)	8% (63)	4% (32)	4% (34)	12% (98)	786
PID: Ind (no lean)	51% (364)	14% (102)	10% (69)	5% (34)	6% (42)	15% (109)	720
PID: Rep (no lean)	56% (391)	17% (120)	8% (57)	4% (28)	4% (28)	10% (71)	695
PID/Gender: Dem Men	49% (181)	19% (71)	8% (31)	5% (19)	5% (19)	13% (46)	367
PID/Gender: Dem Women	57% (237)	17% (70)	8% (32)	3% (13)	4% (15)	12% (52)	419
PID/Gender: Ind Men	43% (142)	16% (54)	11% (38)	4% (14)	6% (19)	19% (63)	330
PID/Gender: Ind Women	57% (222)	12% (48)	8% (31)	5% (20)	6% (23)	12% (46)	390
PID/Gender: Rep Men	52% (188)	18% (67)	9% (31)	5% (19)	4% (15)	12% (44)	363
PID/Gender: Rep Women	61% (203)	16% (54)	8% (26)	3% (9)	4% (14)	8% (27)	332
Tea Party: Supporter	56% (322)	19% (110)	7% (37)	5% (27)	3% (17)	10% (59)	572
Tea Party: Not Supporter	52% (846)	16% (253)	9% (149)	4% (67)	5% (86)	13% (217)	1619
Ideo: Liberal (1-3)	55% (385)	17% (119)	9% (61)	4% (29)	4% (27)	11% (73)	695
Ideo: Moderate (4)	50% (273)	19% (105)	7% (36)	5% (26)	6% (34)	14% (76)	551
Ideo: Conservative (5-7)	53% (378)	16% (117)	10% (73)	4% (29)	5% (35)	12% (85)	718
Educ: < College	56% (872)	15% (232)	8% (123)	4% (63)	5% (72)	13% (204)	1567
Educ: Bachelors degree	49% (203)	19% (77)	11% (48)	5% (20)	5% (23)	11% (45)	416
Educ: Post-grad	45% (98)	25% (54)	9% (19)	5% (10)	4% (9)	13% (29)	219

Continued on next page

Table BRD3_1: How often do you use each of the following?**Facebook**

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	53% (1173)	17% (364)	9% (189)	4% (94)	5% (104)	13% (278)	2201
Income: Under 50k	55% (727)	15% (205)	9% (120)	4% (50)	5% (63)	12% (165)	1329
Income: 50k-100k	52% (339)	18% (118)	8% (54)	5% (36)	5% (31)	12% (76)	654
Income: 100k+	49% (107)	19% (41)	7% (16)	4% (8)	4% (9)	17% (38)	218
Ethnicity: White	53% (920)	18% (310)	8% (141)	4% (75)	5% (80)	13% (225)	1750
Ethnicity: Hispanic	60% (197)	19% (62)	7% (23)	3% (10)	3% (11)	8% (26)	329
Ethnicity: Afr. Am.	55% (147)	13% (35)	10% (26)	5% (14)	6% (16)	12% (31)	269
Ethnicity: Other	58% (106)	10% (18)	12% (22)	3% (6)	5% (8)	12% (22)	182
Relig: Protestant	54% (257)	16% (78)	10% (47)	4% (17)	4% (20)	12% (56)	475
Relig: Roman Catholic	53% (274)	19% (96)	6% (33)	5% (23)	3% (18)	14% (70)	513
Relig: Ath./Agn./None	51% (313)	16% (100)	9% (54)	4% (26)	6% (37)	14% (84)	613
Relig: Something Else	54% (188)	16% (56)	9% (33)	6% (21)	4% (14)	11% (39)	351
Relig: Jewish	39% (23)	23% (14)	14% (8)	7% (4)	7% (4)	10% (6)	60
Relig: Evangelical	58% (348)	17% (103)	8% (50)	2% (13)	5% (27)	10% (58)	600
Relig: Non-Evang. Catholics	51% (324)	17% (105)	8% (52)	5% (35)	4% (26)	15% (95)	636
Relig: All Christian	54% (672)	17% (208)	8% (101)	4% (48)	4% (53)	12% (152)	1235
Relig: All Non-Christian	52% (501)	16% (155)	9% (87)	5% (46)	5% (50)	13% (124)	964
Community: Urban	54% (342)	15% (95)	9% (56)	5% (34)	5% (32)	13% (81)	638
Community: Suburban	51% (506)	19% (194)	9% (87)	4% (41)	4% (40)	13% (130)	999
Community: Rural	58% (325)	13% (75)	8% (46)	3% (19)	6% (31)	12% (67)	564
Employ: Private Sector	58% (385)	18% (120)	9% (59)	3% (18)	3% (21)	10% (65)	668
Employ: Government	59% (73)	17% (21)	5% (7)	2% (3)	5% (7)	11% (13)	124
Employ: Self-Employed	48% (95)	18% (36)	12% (24)	7% (14)	5% (11)	9% (19)	198
Employ: Homemaker	67% (148)	9% (20)	6% (14)	4% (10)	6% (14)	8% (17)	223
Employ: Student	48% (49)	19% (20)	8% (8)	3% (3)	6% (6)	17% (18)	104
Employ: Retired	42% (203)	20% (96)	10% (46)	5% (23)	5% (23)	19% (89)	479
Employ: Unemployed	54% (116)	12% (25)	9% (20)	6% (12)	9% (18)	10% (22)	214
Employ: Other	54% (103)	14% (27)	6% (11)	6% (11)	2% (4)	18% (35)	192

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Table BRD3_1: How often do you use each of the following?

Facebook

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	53% (1173)	17% (364)	9% (189)	4% (94)	5% (104)	13% (278)	2201
Job Type: White-collar	50% (358)	21% (151)	9% (65)	5% (33)	4% (30)	12% (85)	723
Job Type: Blue-collar	56% (546)	17% (164)	8% (76)	4% (38)	4% (40)	12% (116)	980
Job Type: Don't Know	54% (269)	10% (49)	10% (48)	5% (23)	7% (33)	15% (77)	498
Military HH: Yes	49% (204)	17% (71)	11% (48)	5% (20)	6% (27)	12% (49)	419
Military HH: No	54% (969)	16% (292)	8% (141)	4% (74)	4% (77)	13% (229)	1782
RD/WT: Right Direction	54% (497)	16% (149)	9% (85)	4% (38)	3% (32)	12% (111)	912
RD/WT: Wrong Track	52% (676)	17% (214)	8% (103)	4% (56)	6% (72)	13% (167)	1289
Strongly Approve	56% (262)	16% (76)	8% (37)	6% (28)	4% (18)	10% (49)	470
Somewhat Approve	56% (276)	17% (84)	10% (49)	3% (13)	4% (20)	11% (53)	496
Somewhat Disapprove	60% (169)	16% (46)	7% (20)	5% (13)	3% (9)	9% (25)	283
Strongly Disapprove	50% (409)	18% (145)	9% (69)	4% (32)	5% (42)	14% (117)	815
Don't Know / No Opinion	42% (57)	9% (12)	10% (13)	5% (7)	10% (14)	24% (34)	137
#1 Issue: Economy	53% (303)	14% (78)	10% (55)	5% (27)	5% (29)	14% (80)	572
#1 Issue: Security	56% (248)	16% (73)	9% (41)	4% (17)	4% (17)	11% (51)	445
#1 Issue: Health Care	55% (221)	18% (74)	7% (28)	5% (20)	4% (14)	11% (46)	403
#1 Issue: Medicare / Social Security	49% (173)	16% (57)	9% (30)	3% (11)	5% (17)	18% (62)	350
#1 Issue: Women's Issues	56% (68)	18% (21)	8% (10)	3% (4)	8% (10)	6% (8)	121
#1 Issue: Education	57% (87)	18% (27)	7% (10)	6% (9)	4% (6)	9% (13)	152
#1 Issue: Energy	48% (45)	24% (22)	9% (8)	5% (4)	5% (4)	10% (9)	92
#1 Issue: Other	46% (30)	18% (12)	11% (7)	3% (2)	9% (6)	14% (9)	65
2016 Vote: Democrat Hillary Clinton	52% (393)	19% (141)	9% (66)	4% (34)	4% (28)	12% (94)	754
2016 Vote: Republican Donald Trump	54% (420)	16% (125)	9% (73)	4% (35)	4% (30)	13% (104)	785
2016 Vote: Someone else	56% (87)	15% (23)	9% (14)	2% (3)	8% (12)	11% (16)	154
2012 Vote: Barack Obama	53% (474)	19% (167)	9% (76)	4% (36)	3% (31)	12% (108)	892
2012 Vote: Mitt Romney	52% (293)	17% (95)	8% (47)	4% (24)	6% (31)	13% (74)	565
2012 Vote: Other	47% (36)	20% (16)	11% (9)	2% (2)	5% (3)	15% (11)	77
2012 Vote: Didn't Vote	55% (369)	13% (85)	9% (57)	5% (32)	6% (38)	13% (84)	666

Continued on next page

Table BRD3_1: How often do you use each of the following?

Facebook

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	53% (1173)	17% (364)	9% (189)	4% (94)	5% (104)	13% (278)	2201
4-Region: Northeast	52% (209)	17% (68)	7% (30)	4% (17)	4% (16)	15% (61)	402
4-Region: Midwest	54% (256)	17% (81)	7% (35)	5% (24)	5% (22)	12% (55)	474
4-Region: South	56% (456)	16% (132)	9% (75)	4% (33)	4% (30)	11% (89)	815
4-Region: West	49% (252)	16% (82)	9% (48)	4% (20)	7% (36)	14% (73)	511

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

Table BRD3_2: How often do you use each of the following?
Twitter

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	15% (322)	10% (217)	7% (161)	5% (118)	10% (223)	53% (1160)	2201
Gender: Male	19% (201)	12% (122)	8% (80)	6% (67)	8% (84)	48% (506)	1060
Gender: Female	11% (121)	8% (95)	7% (81)	4% (50)	12% (139)	57% (655)	1141
Age: 18-29	26% (126)	12% (55)	11% (51)	8% (39)	10% (45)	33% (159)	476
Age: 30-44	20% (114)	15% (85)	9% (49)	5% (29)	10% (56)	40% (226)	559
Age: 45-54	12% (46)	9% (32)	6% (23)	5% (19)	14% (52)	54% (205)	377
Age: 55-64	6% (25)	6% (25)	6% (24)	3% (10)	11% (44)	67% (263)	391
Age: 65+	3% (12)	5% (19)	4% (14)	5% (21)	6% (25)	77% (307)	398
PID: Dem (no lean)	17% (135)	11% (87)	8% (61)	6% (45)	10% (78)	48% (380)	786
PID: Ind (no lean)	11% (77)	9% (62)	7% (48)	4% (27)	12% (85)	58% (421)	720
PID: Rep (no lean)	16% (110)	10% (68)	7% (52)	7% (46)	9% (60)	52% (360)	695
PID/Gender: Dem Men	23% (84)	13% (47)	7% (25)	7% (25)	7% (26)	44% (160)	367
PID/Gender: Dem Women	12% (51)	10% (40)	9% (37)	5% (20)	12% (52)	52% (220)	419
PID/Gender: Ind Men	15% (50)	9% (29)	8% (25)	4% (15)	11% (35)	53% (176)	330
PID/Gender: Ind Women	7% (27)	9% (34)	6% (23)	3% (12)	13% (50)	63% (245)	390
PID/Gender: Rep Men	18% (67)	13% (46)	8% (30)	8% (27)	6% (23)	47% (170)	363
PID/Gender: Rep Women	13% (43)	6% (22)	7% (22)	5% (18)	11% (37)	57% (190)	332
Tea Party: Supporter	22% (128)	13% (75)	9% (51)	6% (32)	9% (53)	41% (233)	572
Tea Party: Not Supporter	12% (189)	9% (139)	7% (110)	5% (86)	10% (170)	57% (925)	1619
Ideo: Liberal (1-3)	23% (160)	12% (87)	8% (54)	7% (46)	9% (63)	41% (286)	695
Ideo: Moderate (4)	10% (54)	11% (58)	8% (43)	4% (22)	11% (58)	57% (316)	551
Ideo: Conservative (5-7)	13% (91)	9% (62)	8% (56)	7% (47)	10% (74)	54% (388)	718
Educ: < College	13% (208)	9% (138)	7% (111)	5% (81)	10% (155)	56% (874)	1567
Educ: Bachelors degree	19% (78)	12% (50)	7% (31)	6% (23)	11% (48)	45% (186)	416
Educ: Post-grad	16% (36)	13% (29)	9% (19)	6% (14)	9% (21)	46% (100)	219

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Table BRD3_2: How often do you use each of the following?
Twitter

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	15% (322)	10% (217)	7% (161)	5% (118)	10% (223)	53% (1160)	2201
Income: Under 50k	14% (185)	9% (118)	7% (92)	5% (64)	10% (132)	56% (738)	1329
Income: 50k-100k	15% (97)	12% (78)	8% (50)	7% (43)	10% (65)	49% (321)	654
Income: 100k+	19% (40)	9% (20)	9% (19)	5% (11)	12% (26)	47% (102)	218
Ethnicity: White	13% (234)	10% (173)	7% (114)	5% (89)	10% (181)	55% (959)	1750
Ethnicity: Hispanic	25% (83)	14% (47)	7% (24)	7% (23)	8% (27)	38% (124)	329
Ethnicity: Afr. Am.	20% (54)	11% (30)	9% (24)	7% (19)	9% (24)	44% (118)	269
Ethnicity: Other	19% (35)	8% (14)	13% (23)	5% (10)	10% (17)	46% (83)	182
Relig: Protestant	11% (51)	7% (31)	8% (36)	5% (24)	10% (49)	60% (284)	475
Relig: Roman Catholic	20% (104)	11% (59)	7% (37)	7% (36)	7% (35)	47% (243)	513
Relig: Ath./Agn./None	13% (82)	13% (77)	7% (44)	5% (32)	10% (59)	52% (319)	613
Relig: Something Else	15% (54)	8% (26)	7% (26)	5% (16)	14% (49)	51% (178)	351
Relig: Jewish	8% (5)	11% (6)	10% (6)	10% (6)	11% (7)	50% (30)	60
Relig: Evangelical	16% (97)	11% (65)	8% (50)	5% (28)	10% (57)	50% (303)	600
Relig: Non-Evang. Catholics	14% (89)	8% (48)	6% (41)	7% (42)	9% (57)	56% (358)	636
Relig: All Christian	15% (186)	9% (113)	7% (91)	6% (70)	9% (115)	53% (661)	1235
Relig: All Non-Christian	14% (136)	11% (104)	7% (70)	5% (48)	11% (108)	52% (498)	964
Community: Urban	21% (132)	13% (80)	7% (47)	6% (36)	9% (59)	45% (284)	638
Community: Suburban	14% (139)	9% (88)	8% (85)	6% (55)	10% (98)	54% (535)	999
Community: Rural	9% (52)	9% (49)	5% (29)	5% (26)	12% (66)	61% (341)	564
Employ: Private Sector	19% (127)	14% (93)	9% (60)	6% (37)	10% (66)	43% (285)	668
Employ: Government	20% (25)	9% (12)	9% (11)	10% (13)	14% (18)	37% (46)	124
Employ: Self-Employed	25% (49)	13% (27)	8% (16)	6% (12)	9% (18)	38% (76)	198
Employ: Homemaker	12% (26)	7% (16)	4% (10)	3% (7)	15% (33)	59% (131)	223
Employ: Student	20% (21)	14% (15)	8% (8)	12% (12)	8% (8)	38% (39)	104
Employ: Retired	4% (19)	5% (25)	5% (23)	4% (18)	7% (34)	75% (360)	479
Employ: Unemployed	16% (34)	8% (17)	9% (20)	7% (16)	11% (24)	48% (102)	214
Employ: Other	12% (23)	7% (13)	6% (11)	1% (3)	11% (21)	63% (121)	192

Continued on next page

Table BRD3_2: How often do you use each of the following?

Twitter

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	15% (322)	10% (217)	7% (161)	5% (118)	10% (223)	53% (1160)	2201
Job Type: White-collar	18% (131)	11% (82)	7% (52)	5% (37)	9% (68)	49% (353)	723
Job Type: Blue-collar	13% (129)	10% (101)	9% (88)	6% (57)	8% (81)	53% (523)	980
Job Type: Don't Know	12% (62)	7% (34)	4% (21)	5% (24)	15% (73)	57% (284)	498
Military HH: Yes	14% (59)	11% (46)	7% (31)	6% (24)	8% (34)	54% (224)	419
Military HH: No	15% (263)	10% (171)	7% (130)	5% (93)	11% (189)	53% (936)	1782
RD/WT: Right Direction	16% (142)	14% (125)	8% (71)	6% (51)	8% (74)	49% (449)	912
RD/WT: Wrong Track	14% (180)	7% (92)	7% (90)	5% (67)	12% (149)	55% (711)	1289
Strongly Approve	21% (98)	13% (60)	6% (30)	5% (24)	6% (30)	49% (228)	470
Somewhat Approve	9% (45)	11% (57)	8% (41)	6% (29)	11% (54)	55% (271)	496
Somewhat Disapprove	14% (38)	9% (25)	9% (24)	7% (19)	13% (36)	50% (141)	283
Strongly Disapprove	16% (133)	8% (69)	7% (60)	5% (44)	10% (84)	52% (425)	815
Don't Know / No Opinion	6% (8)	5% (6)	5% (7)	2% (3)	14% (19)	69% (95)	137
#1 Issue: Economy	16% (91)	10% (57)	8% (45)	5% (26)	9% (50)	53% (303)	572
#1 Issue: Security	13% (59)	9% (41)	9% (38)	4% (17)	11% (49)	54% (241)	445
#1 Issue: Health Care	14% (58)	8% (30)	8% (31)	5% (20)	11% (43)	55% (221)	403
#1 Issue: Medicare / Social Security	9% (31)	9% (30)	4% (16)	4% (15)	8% (28)	65% (229)	350
#1 Issue: Women's Issues	19% (23)	12% (15)	8% (10)	10% (12)	13% (15)	38% (46)	121
#1 Issue: Education	21% (32)	14% (22)	9% (14)	9% (14)	11% (16)	36% (54)	152
#1 Issue: Energy	27% (24)	16% (14)	6% (6)	9% (8)	8% (8)	34% (31)	92
#1 Issue: Other	6% (4)	11% (7)	4% (3)	5% (3)	21% (13)	53% (35)	65
2016 Vote: Democrat Hillary Clinton	17% (126)	11% (80)	8% (60)	6% (47)	11% (81)	48% (360)	754
2016 Vote: Republican Donald Trump	14% (113)	10% (76)	7% (56)	6% (45)	8% (63)	55% (432)	785
2016 Vote: Someone else	12% (19)	12% (18)	7% (10)	5% (8)	11% (17)	53% (82)	154
2012 Vote: Barack Obama	16% (143)	11% (98)	8% (72)	5% (42)	10% (89)	50% (448)	892
2012 Vote: Mitt Romney	13% (71)	8% (47)	6% (37)	6% (33)	8% (45)	59% (332)	565
2012 Vote: Other	5% (4)	11% (9)	7% (5)	8% (6)	16% (12)	54% (42)	77
2012 Vote: Didn't Vote	16% (104)	10% (64)	7% (47)	6% (37)	11% (76)	51% (338)	666

Continued on next page

Table BRD3_2: How often do you use each of the following?

Twitter

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	15% (322)	10% (217)	7% (161)	5% (118)	10% (223)	53% (1160)	2201
4-Region: Northeast	13% (52)	10% (38)	6% (25)	6% (26)	11% (46)	54% (215)	402
4-Region: Midwest	16% (74)	10% (50)	6% (29)	4% (21)	9% (42)	54% (258)	474
4-Region: South	14% (111)	11% (87)	9% (74)	5% (43)	10% (83)	51% (416)	815
4-Region: West	17% (85)	8% (42)	7% (33)	6% (29)	10% (51)	53% (271)	511

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

Table BRD3_3: How often do you use each of the following?
Snapchat

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	15% (324)	8% (186)	5% (116)	4% (81)	5% (120)	62% (1374)	2201
Gender: Male	15% (160)	11% (112)	5% (50)	4% (42)	5% (53)	61% (643)	1060
Gender: Female	14% (164)	7% (74)	6% (66)	3% (38)	6% (67)	64% (732)	1141
Age: 18-29	43% (205)	20% (93)	7% (35)	5% (22)	4% (19)	21% (101)	476
Age: 30-44	17% (94)	13% (74)	8% (46)	6% (35)	8% (43)	48% (268)	559
Age: 45-54	5% (18)	2% (9)	7% (28)	2% (9)	9% (35)	74% (279)	377
Age: 55-64	1% (5)	2% (9)	1% (4)	3% (12)	3% (12)	89% (348)	391
Age: 65+	1% (2)	— (1)	1% (3)	1% (3)	3% (10)	95% (378)	398
PID: Dem (no lean)	17% (134)	9% (70)	5% (41)	5% (41)	5% (39)	59% (462)	786
PID: Ind (no lean)	13% (92)	8% (55)	6% (42)	2% (14)	6% (46)	65% (472)	720
PID: Rep (no lean)	14% (98)	9% (61)	5% (33)	4% (26)	5% (35)	63% (441)	695
PID/Gender: Dem Men	19% (69)	11% (42)	5% (18)	6% (22)	5% (19)	54% (197)	367
PID/Gender: Dem Women	15% (65)	7% (28)	5% (23)	4% (19)	5% (20)	63% (265)	419
PID/Gender: Ind Men	12% (40)	8% (28)	4% (12)	2% (6)	5% (16)	69% (228)	330
PID/Gender: Ind Women	13% (52)	7% (27)	8% (29)	2% (8)	8% (30)	62% (244)	390
PID/Gender: Rep Men	14% (51)	11% (42)	5% (19)	4% (14)	5% (19)	60% (218)	363
PID/Gender: Rep Women	14% (47)	6% (19)	4% (14)	4% (12)	5% (16)	67% (223)	332
Tea Party: Supporter	20% (115)	14% (78)	6% (35)	6% (32)	5% (30)	49% (282)	572
Tea Party: Not Supporter	13% (205)	7% (107)	5% (79)	3% (49)	6% (90)	67% (1089)	1619
Ideo: Liberal (1-3)	23% (162)	12% (82)	6% (43)	5% (36)	4% (27)	50% (345)	695
Ideo: Moderate (4)	11% (58)	10% (54)	5% (27)	2% (14)	7% (37)	66% (362)	551
Ideo: Conservative (5-7)	11% (75)	6% (46)	5% (38)	3% (23)	5% (38)	69% (498)	718
Educ: < College	14% (220)	8% (118)	5% (81)	4% (59)	5% (85)	64% (1003)	1567
Educ: Bachelors degree	18% (73)	11% (44)	5% (20)	3% (12)	6% (25)	58% (241)	416
Educ: Post-grad	14% (31)	11% (23)	7% (14)	4% (9)	5% (10)	60% (131)	219

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Table BRD3_3: How often do you use each of the following?**Snapshot**

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	15% (324)	8% (186)	5% (116)	4% (81)	5% (120)	62% (1374)	2201
Income: Under 50k	14% (181)	7% (98)	5% (67)	4% (53)	5% (65)	65% (866)	1329
Income: 50k-100k	17% (112)	10% (62)	6% (42)	3% (21)	6% (40)	58% (376)	654
Income: 100k+	15% (32)	12% (26)	3% (7)	3% (6)	7% (14)	61% (132)	218
Ethnicity: White	13% (220)	8% (137)	5% (84)	3% (59)	6% (101)	66% (1150)	1750
Ethnicity: Hispanic	32% (104)	22% (72)	5% (17)	3% (10)	7% (21)	32% (105)	329
Ethnicity: Afr. Am.	20% (53)	9% (25)	7% (19)	6% (15)	5% (13)	53% (143)	269
Ethnicity: Other	28% (52)	13% (24)	7% (13)	3% (6)	3% (6)	45% (81)	182
Relig: Protestant	9% (44)	3% (15)	4% (20)	3% (13)	6% (27)	75% (355)	475
Relig: Roman Catholic	19% (97)	11% (54)	7% (36)	4% (23)	5% (23)	55% (281)	513
Relig: Ath./Agn./None	17% (105)	9% (58)	5% (31)	4% (23)	5% (30)	60% (367)	613
Relig: Something Else	15% (52)	11% (40)	5% (16)	4% (15)	4% (16)	60% (212)	351
Relig: Jewish	11% (7)	3% (2)	11% (6)	2% (1)	5% (3)	69% (41)	60
Relig: Evangelical	14% (87)	8% (50)	6% (34)	4% (26)	6% (36)	61% (368)	600
Relig: Non-Evang. Catholics	13% (81)	6% (38)	6% (35)	3% (17)	6% (38)	67% (426)	636
Relig: All Christian	14% (168)	7% (88)	6% (69)	3% (43)	6% (74)	64% (794)	1235
Relig: All Non-Christian	16% (157)	10% (98)	5% (47)	4% (38)	5% (46)	60% (579)	964
Community: Urban	21% (131)	13% (81)	5% (31)	4% (28)	4% (26)	54% (342)	638
Community: Suburban	13% (133)	8% (77)	6% (56)	3% (34)	6% (63)	64% (636)	999
Community: Rural	11% (60)	5% (28)	5% (30)	3% (19)	5% (31)	70% (396)	564
Employ: Private Sector	20% (133)	12% (83)	8% (53)	4% (26)	6% (41)	50% (333)	668
Employ: Government	22% (27)	17% (20)	9% (11)	6% (7)	3% (4)	43% (53)	124
Employ: Self-Employed	14% (27)	18% (36)	4% (7)	4% (8)	5% (10)	55% (109)	198
Employ: Homemaker	14% (31)	5% (11)	4% (10)	4% (9)	11% (25)	62% (137)	223
Employ: Student	47% (48)	7% (7)	8% (8)	10% (10)	3% (3)	25% (26)	104
Employ: Retired	1% (4)	— (2)	1% (5)	1% (7)	3% (16)	93% (446)	479
Employ: Unemployed	17% (36)	6% (13)	7% (15)	4% (8)	3% (7)	63% (135)	214
Employ: Other	10% (18)	7% (13)	3% (6)	3% (6)	7% (14)	70% (134)	192

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Table BRD3_3: How often do you use each of the following?

Snapshot

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	15% (324)	8% (186)	5% (116)	4% (81)	5% (120)	62% (1374)	2201
Job Type: White-collar	13% (97)	10% (74)	5% (35)	3% (25)	6% (41)	62% (451)	723
Job Type: Blue-collar	13% (124)	8% (79)	5% (52)	4% (42)	6% (55)	64% (627)	980
Job Type: Don't Know	21% (104)	6% (32)	6% (28)	3% (14)	5% (24)	59% (296)	498
Military HH: Yes	17% (70)	7% (30)	4% (17)	3% (14)	5% (23)	63% (264)	419
Military HH: No	14% (254)	9% (156)	6% (99)	4% (66)	5% (97)	62% (1110)	1782
RD/WT: Right Direction	16% (148)	11% (102)	6% (52)	4% (41)	5% (41)	58% (528)	912
RD/WT: Wrong Track	14% (177)	6% (84)	5% (65)	3% (40)	6% (78)	66% (846)	1289
Strongly Approve	15% (68)	10% (45)	4% (21)	4% (17)	4% (18)	64% (300)	470
Somewhat Approve	13% (64)	11% (53)	5% (27)	4% (19)	7% (37)	60% (296)	496
Somewhat Disapprove	15% (42)	8% (24)	9% (24)	4% (11)	8% (22)	57% (161)	283
Strongly Disapprove	16% (132)	7% (57)	5% (41)	3% (27)	5% (37)	64% (521)	815
Don't Know / No Opinion	13% (18)	5% (7)	3% (4)	5% (7)	4% (6)	70% (96)	137
#1 Issue: Economy	17% (99)	9% (50)	5% (27)	3% (18)	8% (45)	58% (333)	572
#1 Issue: Security	13% (57)	7% (33)	6% (28)	4% (17)	3% (14)	67% (296)	445
#1 Issue: Health Care	11% (45)	8% (30)	5% (21)	4% (14)	6% (23)	67% (270)	403
#1 Issue: Medicare / Social Security	6% (20)	3% (12)	2% (6)	3% (11)	4% (13)	82% (289)	350
#1 Issue: Women's Issues	30% (36)	12% (14)	11% (13)	7% (8)	3% (3)	39% (47)	121
#1 Issue: Education	27% (42)	15% (22)	11% (17)	6% (9)	8% (12)	33% (50)	152
#1 Issue: Energy	23% (21)	20% (18)	3% (3)	3% (3)	8% (7)	43% (40)	92
#1 Issue: Other	7% (4)	9% (6)	2% (1)	1% (1)	4% (3)	77% (50)	65
2016 Vote: Democrat Hillary Clinton	16% (120)	9% (69)	5% (36)	4% (28)	6% (44)	61% (457)	754
2016 Vote: Republican Donald Trump	10% (79)	9% (72)	5% (39)	3% (26)	5% (40)	67% (529)	785
2016 Vote: Someone else	10% (15)	8% (13)	7% (11)	5% (8)	7% (10)	62% (96)	154
2012 Vote: Barack Obama	14% (122)	8% (69)	5% (45)	4% (33)	6% (49)	64% (574)	892
2012 Vote: Mitt Romney	8% (43)	7% (39)	4% (23)	4% (22)	4% (25)	73% (413)	565
2012 Vote: Other	5% (4)	6% (5)	7% (6)	1% (1)	15% (11)	66% (51)	77
2012 Vote: Didn't Vote	23% (155)	11% (73)	6% (43)	4% (25)	5% (33)	51% (336)	666

Continued on next page

Table BRD3_3: How often do you use each of the following?*Snapchat*

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	15% (324)	8% (186)	5% (116)	4% (81)	5% (120)	62% (1374)	2201
4-Region: Northeast	13% (54)	6% (26)	5% (18)	3% (13)	4% (18)	68% (273)	402
4-Region: Midwest	16% (78)	8% (36)	5% (21)	4% (20)	5% (25)	62% (293)	474
4-Region: South	15% (120)	10% (78)	5% (44)	4% (36)	5% (43)	61% (493)	815
4-Region: West	14% (73)	9% (46)	6% (32)	2% (12)	7% (35)	61% (314)	511

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

Table BRD3_4: How often do you use each of the following?
Instagram

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	20% (435)	9% (195)	6% (143)	5% (101)	7% (165)	53% (1162)	2201
Gender: Male	21% (221)	9% (100)	6% (68)	5% (48)	6% (60)	53% (563)	1060
Gender: Female	19% (214)	8% (95)	7% (74)	5% (53)	9% (105)	53% (599)	1141
Age: 18-29	45% (213)	16% (74)	9% (42)	4% (21)	6% (27)	21% (99)	476
Age: 30-44	27% (154)	13% (75)	9% (51)	7% (37)	8% (44)	35% (198)	559
Age: 45-54	11% (40)	6% (22)	7% (26)	5% (21)	12% (44)	60% (225)	377
Age: 55-64	5% (19)	4% (15)	5% (18)	3% (10)	8% (30)	76% (299)	391
Age: 65+	2% (9)	2% (9)	1% (6)	3% (13)	5% (19)	86% (341)	398
PID: Dem (no lean)	23% (184)	10% (76)	7% (56)	5% (42)	7% (51)	48% (377)	786
PID: Ind (no lean)	16% (115)	7% (47)	6% (44)	4% (29)	9% (67)	58% (417)	720
PID: Rep (no lean)	19% (135)	10% (72)	6% (43)	4% (30)	7% (46)	53% (369)	695
PID/Gender: Dem Men	25% (93)	10% (38)	8% (31)	5% (18)	5% (19)	46% (167)	367
PID/Gender: Dem Women	22% (91)	9% (37)	6% (25)	6% (24)	8% (32)	50% (210)	419
PID/Gender: Ind Men	15% (48)	6% (18)	5% (17)	4% (14)	6% (19)	65% (213)	330
PID/Gender: Ind Women	17% (67)	7% (29)	7% (28)	4% (15)	12% (48)	52% (204)	390
PID/Gender: Rep Men	22% (79)	12% (43)	6% (21)	4% (16)	6% (21)	50% (183)	363
PID/Gender: Rep Women	17% (56)	9% (29)	7% (22)	4% (14)	8% (25)	56% (186)	332
Tea Party: Supporter	28% (159)	13% (75)	7% (41)	5% (29)	7% (38)	40% (231)	572
Tea Party: Not Supporter	17% (271)	7% (120)	6% (102)	4% (70)	8% (127)	57% (929)	1619
Ideo: Liberal (1-3)	30% (208)	12% (80)	8% (56)	5% (37)	6% (45)	39% (270)	695
Ideo: Moderate (4)	15% (83)	9% (48)	5% (28)	4% (20)	8% (45)	59% (327)	551
Ideo: Conservative (5-7)	14% (98)	8% (56)	7% (50)	6% (40)	8% (55)	58% (419)	718
Educ: < College	19% (295)	8% (127)	6% (97)	4% (70)	8% (118)	55% (860)	1567
Educ: Bachelors degree	24% (98)	9% (38)	7% (29)	5% (23)	8% (33)	47% (195)	416
Educ: Post-grad	19% (42)	14% (30)	7% (16)	4% (9)	6% (14)	49% (107)	219

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Table BRD3_4: How often do you use each of the following?
Instagram

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	20% (435)	9% (195)	6% (143)	5% (101)	7% (165)	53% (1162)	2201
Income: Under 50k	18% (239)	8% (113)	7% (89)	4% (59)	7% (93)	55% (736)	1329
Income: 50k-100k	22% (146)	10% (64)	6% (38)	5% (32)	9% (62)	48% (312)	654
Income: 100k+	23% (49)	8% (18)	7% (16)	5% (10)	5% (11)	52% (114)	218
Ethnicity: White	17% (294)	8% (147)	6% (100)	5% (83)	8% (134)	57% (991)	1750
Ethnicity: Hispanic	42% (137)	15% (51)	6% (20)	4% (14)	8% (26)	25% (82)	329
Ethnicity: Afr. Am.	28% (75)	8% (22)	8% (22)	5% (13)	9% (23)	42% (113)	269
Ethnicity: Other	36% (65)	15% (27)	11% (20)	3% (5)	4% (8)	32% (58)	182
Relig: Protestant	13% (60)	6% (28)	4% (21)	5% (23)	7% (34)	65% (310)	475
Relig: Roman Catholic	25% (126)	10% (50)	6% (30)	4% (23)	7% (37)	48% (247)	513
Relig: Ath./Agn./None	23% (142)	8% (50)	6% (39)	5% (34)	7% (46)	49% (302)	613
Relig: Something Else	17% (61)	14% (50)	10% (34)	4% (13)	8% (29)	47% (164)	351
Relig: Jewish	13% (8)	8% (5)	12% (7)	2% (1)	8% (5)	57% (34)	60
Relig: Evangelical	21% (127)	8% (51)	7% (42)	4% (23)	6% (36)	53% (321)	600
Relig: Non-Evang. Catholics	16% (104)	7% (44)	4% (28)	5% (32)	8% (54)	59% (373)	636
Relig: All Christian	19% (231)	8% (95)	6% (70)	4% (55)	7% (90)	56% (694)	1235
Relig: All Non-Christian	21% (203)	10% (100)	8% (73)	5% (46)	8% (75)	48% (466)	964
Community: Urban	30% (189)	11% (68)	5% (34)	4% (25)	5% (34)	45% (288)	638
Community: Suburban	18% (180)	8% (81)	7% (71)	5% (47)	8% (78)	54% (543)	999
Community: Rural	12% (66)	8% (46)	7% (38)	5% (30)	9% (53)	59% (331)	564
Employ: Private Sector	27% (180)	11% (71)	8% (53)	6% (41)	8% (51)	41% (273)	668
Employ: Government	24% (30)	20% (25)	7% (9)	3% (4)	10% (12)	35% (44)	124
Employ: Self-Employed	22% (44)	10% (20)	11% (21)	4% (8)	7% (14)	46% (91)	198
Employ: Homemaker	17% (37)	10% (23)	5% (11)	4% (8)	10% (23)	54% (120)	223
Employ: Student	47% (48)	10% (11)	10% (10)	6% (6)	2% (2)	26% (27)	104
Employ: Retired	3% (14)	3% (14)	3% (13)	3% (13)	6% (29)	83% (397)	479
Employ: Unemployed	21% (44)	9% (19)	9% (19)	7% (16)	7% (16)	47% (100)	214
Employ: Other	19% (37)	7% (13)	4% (7)	3% (6)	9% (18)	58% (111)	192

Continued on next page

Table BRD3_4: How often do you use each of the following?

Instagram

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	20% (435)	9% (195)	6% (143)	5% (101)	7% (165)	53% (1162)	2201
Job Type: White-collar	20% (143)	9% (66)	7% (53)	4% (29)	8% (61)	51% (372)	723
Job Type: Blue-collar	17% (168)	10% (95)	6% (64)	5% (50)	6% (63)	55% (541)	980
Job Type: Don't Know	25% (124)	7% (34)	5% (27)	5% (23)	8% (41)	50% (249)	498
Military HH: Yes	18% (76)	7% (29)	5% (22)	5% (21)	6% (26)	59% (246)	419
Military HH: No	20% (359)	9% (166)	7% (121)	5% (81)	8% (139)	51% (916)	1782
RD/WT: Right Direction	21% (195)	10% (95)	7% (59)	4% (39)	6% (56)	51% (467)	912
RD/WT: Wrong Track	19% (239)	8% (100)	6% (84)	5% (63)	8% (109)	54% (695)	1289
Strongly Approve	21% (97)	8% (38)	4% (19)	5% (25)	6% (26)	56% (264)	470
Somewhat Approve	17% (84)	13% (62)	6% (30)	4% (18)	9% (42)	52% (259)	496
Somewhat Disapprove	19% (53)	7% (21)	9% (27)	6% (17)	9% (25)	50% (141)	283
Strongly Disapprove	23% (187)	8% (65)	7% (55)	5% (38)	7% (57)	51% (412)	815
Don't Know / No Opinion	10% (14)	7% (10)	8% (11)	3% (4)	10% (13)	62% (85)	137
#1 Issue: Economy	22% (125)	10% (57)	6% (36)	4% (21)	8% (43)	51% (290)	572
#1 Issue: Security	17% (74)	9% (40)	8% (37)	4% (20)	7% (33)	54% (241)	445
#1 Issue: Health Care	16% (66)	8% (33)	5% (20)	6% (24)	10% (39)	55% (221)	403
#1 Issue: Medicare / Social Security	10% (37)	5% (17)	4% (15)	3% (10)	6% (20)	72% (252)	350
#1 Issue: Women's Issues	39% (47)	11% (13)	9% (11)	6% (8)	5% (7)	28% (34)	121
#1 Issue: Education	34% (51)	12% (18)	8% (12)	8% (12)	7% (11)	31% (47)	152
#1 Issue: Energy	29% (27)	13% (12)	10% (9)	7% (6)	8% (7)	34% (31)	92
#1 Issue: Other	11% (7)	6% (4)	4% (3)	2% (1)	7% (4)	70% (46)	65
2016 Vote: Democrat Hillary Clinton	22% (166)	8% (62)	8% (58)	5% (39)	7% (55)	50% (374)	754
2016 Vote: Republican Donald Trump	17% (134)	8% (66)	6% (46)	4% (31)	7% (54)	58% (455)	785
2016 Vote: Someone else	12% (19)	13% (20)	5% (8)	10% (15)	11% (17)	49% (76)	154
2012 Vote: Barack Obama	19% (172)	10% (93)	7% (61)	5% (43)	6% (57)	52% (467)	892
2012 Vote: Mitt Romney	12% (70)	7% (42)	5% (27)	5% (26)	7% (40)	64% (360)	565
2012 Vote: Other	4% (3)	11% (8)	6% (5)	4% (3)	17% (13)	58% (45)	77
2012 Vote: Didn't Vote	29% (190)	8% (52)	7% (49)	4% (29)	8% (55)	44% (291)	666

Continued on next page

Table BRD3_4: How often do you use each of the following?*Instagram*

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	I don't not have an account or do not use	Total N
Adults	20% (435)	9% (195)	6% (143)	5% (101)	7% (165)	53% (1162)	2201
4-Region: Northeast	17% (70)	9% (38)	5% (21)	5% (18)	6% (23)	58% (231)	402
4-Region: Midwest	20% (95)	8% (38)	5% (22)	5% (22)	8% (37)	55% (260)	474
4-Region: South	20% (159)	10% (78)	8% (63)	4% (35)	8% (63)	51% (417)	815
4-Region: West	22% (110)	8% (41)	7% (38)	5% (27)	8% (41)	50% (255)	511

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

Table BRD4_1: How often do you watch televisions shows or video content from each of the following?
NBC News

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	20% (430)	23% (512)	12% (253)	7% (155)	20% (447)	18% (388)	2185
Gender: Male	22% (234)	26% (275)	13% (136)	7% (71)	18% (191)	14% (143)	1050
Gender: Female	17% (197)	21% (236)	10% (117)	7% (85)	22% (255)	22% (245)	1135
Age: 18-29	13% (62)	22% (106)	11% (52)	8% (38)	24% (112)	22% (102)	472
Age: 30-44	20% (112)	24% (136)	11% (64)	9% (48)	22% (121)	13% (75)	554
Age: 45-54	17% (65)	22% (84)	13% (50)	8% (29)	16% (59)	24% (89)	375
Age: 55-64	24% (92)	24% (94)	11% (43)	6% (23)	18% (72)	17% (65)	388
Age: 65+	25% (100)	23% (93)	11% (44)	5% (18)	21% (84)	15% (58)	396
PID: Dem (no lean)	26% (200)	30% (231)	11% (83)	7% (58)	14% (111)	13% (98)	781
PID: Ind (no lean)	15% (109)	20% (142)	11% (82)	8% (59)	25% (178)	21% (148)	718
PID: Rep (no lean)	18% (121)	20% (139)	13% (88)	6% (39)	23% (158)	21% (142)	686
PID/Gender: Dem Men	29% (106)	35% (127)	9% (34)	7% (25)	12% (43)	9% (31)	366
PID/Gender: Dem Women	23% (94)	25% (104)	12% (49)	8% (33)	16% (68)	16% (67)	415
PID/Gender: Ind Men	18% (58)	22% (71)	15% (48)	7% (22)	25% (82)	14% (48)	330
PID/Gender: Ind Women	13% (51)	18% (70)	9% (34)	9% (36)	25% (96)	26% (101)	388
PID/Gender: Rep Men	20% (69)	22% (77)	15% (54)	7% (23)	19% (67)	18% (64)	354
PID/Gender: Rep Women	16% (52)	19% (62)	10% (34)	5% (16)	28% (91)	23% (78)	332
Tea Party: Supporter	21% (120)	24% (138)	13% (70)	5% (28)	18% (102)	19% (104)	562
Tea Party: Not Supporter	19% (308)	23% (369)	11% (181)	8% (127)	21% (344)	18% (284)	1613
Ideo: Liberal (1-3)	25% (171)	29% (197)	10% (72)	8% (57)	16% (108)	12% (84)	688
Ideo: Moderate (4)	16% (86)	26% (145)	14% (77)	6% (33)	20% (110)	18% (97)	548
Ideo: Conservative (5-7)	19% (133)	19% (135)	12% (88)	7% (52)	25% (181)	17% (122)	712
Educ: < College	19% (289)	24% (366)	11% (175)	7% (105)	20% (304)	20% (315)	1554
Educ: Bachelors degree	21% (85)	23% (96)	10% (43)	8% (32)	25% (102)	13% (54)	413
Educ: Post-grad	26% (57)	23% (49)	16% (35)	8% (18)	19% (41)	8% (18)	218

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Table BRD4_1: How often do you watch televisions shows or video content from each of the following?

NBC News

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	20% (430)	23% (512)	12% (253)	7% (155)	20% (447)	18% (388)	2185
Income: Under 50k	19% (246)	22% (289)	11% (139)	6% (85)	20% (257)	23% (303)	1319
Income: 50k-100k	22% (140)	25% (162)	14% (90)	8% (53)	22% (140)	10% (65)	651
Income: 100k+	21% (44)	28% (60)	11% (24)	8% (18)	23% (49)	9% (19)	216
Ethnicity: White	20% (346)	22% (385)	12% (202)	7% (121)	21% (374)	18% (312)	1739
Ethnicity: Hispanic	17% (57)	32% (105)	8% (26)	6% (20)	17% (55)	20% (65)	327
Ethnicity: Afr. Am.	22% (59)	25% (66)	12% (32)	10% (26)	14% (37)	17% (46)	265
Ethnicity: Other	14% (26)	34% (61)	11% (20)	5% (9)	20% (36)	16% (29)	181
Relig: Protestant	20% (93)	25% (120)	11% (51)	6% (27)	21% (99)	17% (82)	472
Relig: Roman Catholic	25% (127)	29% (146)	12% (61)	5% (25)	17% (88)	12% (62)	509
Relig: Ath./Agn./None	15% (94)	21% (131)	13% (82)	9% (53)	21% (131)	20% (121)	611
Relig: Something Else	19% (66)	21% (73)	10% (36)	9% (31)	24% (84)	17% (59)	349
Relig: Jewish	31% (18)	14% (8)	11% (6)	11% (6)	24% (14)	9% (6)	59
Relig: Evangelical	22% (132)	22% (128)	10% (58)	6% (37)	19% (115)	21% (124)	593
Relig: Non-Evang. Catholics	22% (137)	29% (180)	12% (78)	6% (35)	19% (117)	13% (84)	630
Relig: All Christian	22% (268)	25% (308)	11% (136)	6% (72)	19% (232)	17% (208)	1223
Relig: All Non-Christian	17% (160)	21% (203)	12% (117)	9% (84)	22% (215)	19% (180)	960
Community: Urban	22% (140)	25% (155)	10% (64)	8% (51)	18% (115)	17% (107)	631
Community: Suburban	20% (197)	23% (228)	11% (113)	7% (69)	22% (215)	17% (172)	994
Community: Rural	17% (94)	23% (129)	14% (77)	6% (36)	21% (116)	20% (109)	560
Employ: Private Sector	20% (132)	28% (184)	13% (85)	7% (49)	20% (131)	12% (79)	660
Employ: Government	22% (27)	36% (45)	15% (19)	6% (7)	9% (11)	13% (16)	124
Employ: Self-Employed	17% (33)	25% (49)	13% (26)	9% (18)	27% (52)	9% (17)	195
Employ: Homemaker	13% (29)	15% (32)	14% (32)	8% (18)	22% (49)	28% (63)	222
Employ: Student	6% (7)	12% (12)	9% (10)	12% (12)	34% (35)	26% (27)	103
Employ: Retired	26% (123)	21% (99)	12% (58)	6% (26)	20% (95)	16% (75)	476
Employ: Unemployed	18% (39)	19% (41)	5% (10)	8% (17)	23% (48)	28% (59)	214
Employ: Other	22% (41)	26% (50)	7% (13)	5% (10)	13% (26)	27% (52)	192

Continued on next page

Table BRD4_1: How often do you watch televisions shows or video content from each of the following?

NBC News

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	20% (430)	23% (512)	12% (253)	7% (155)	20% (447)	18% (388)	2185
Job Type: White-collar	24% (173)	26% (189)	11% (82)	7% (54)	21% (153)	9% (67)	718
Job Type: Blue-collar	19% (183)	22% (216)	14% (135)	6% (60)	22% (214)	17% (163)	970
Job Type: Don't Know	15% (74)	22% (107)	7% (36)	8% (42)	16% (80)	32% (158)	497
Military HH: Yes	22% (92)	30% (123)	12% (48)	7% (28)	17% (70)	13% (54)	415
Military HH: No	19% (338)	22% (388)	12% (205)	7% (128)	21% (376)	19% (334)	1770
RD/WT: Right Direction	18% (166)	23% (205)	12% (110)	5% (48)	22% (194)	20% (178)	901
RD/WT: Wrong Track	21% (264)	24% (307)	11% (143)	8% (108)	20% (252)	16% (210)	1284
Strongly Approve	19% (90)	17% (78)	13% (60)	5% (24)	26% (121)	20% (91)	464
Somewhat Approve	16% (79)	26% (129)	10% (52)	6% (30)	21% (102)	20% (99)	491
Somewhat Disapprove	18% (51)	31% (87)	13% (38)	10% (27)	16% (46)	12% (33)	282
Strongly Disapprove	25% (199)	25% (199)	12% (93)	8% (65)	19% (155)	12% (100)	811
Don't Know / No Opinion	9% (12)	14% (19)	8% (10)	7% (9)	16% (22)	47% (64)	137
#1 Issue: Economy	15% (87)	24% (136)	11% (65)	8% (46)	25% (143)	16% (89)	567
#1 Issue: Security	19% (86)	21% (95)	12% (52)	6% (25)	24% (105)	18% (81)	444
#1 Issue: Health Care	21% (84)	22% (90)	11% (46)	7% (28)	20% (79)	19% (77)	403
#1 Issue: Medicare / Social Security	29% (101)	27% (94)	9% (33)	4% (15)	12% (42)	18% (63)	348
#1 Issue: Women's Issues	19% (23)	25% (30)	13% (16)	13% (16)	14% (16)	16% (19)	121
#1 Issue: Education	13% (20)	27% (40)	13% (19)	9% (13)	20% (30)	18% (27)	148
#1 Issue: Energy	27% (25)	19% (17)	16% (15)	10% (9)	18% (17)	10% (9)	91
#1 Issue: Other	8% (5)	14% (9)	12% (8)	5% (3)	25% (16)	36% (23)	64
2016 Vote: Democrat Hillary Clinton	26% (198)	29% (221)	12% (92)	7% (54)	14% (104)	11% (83)	750
2016 Vote: Republican Donald Trump	18% (137)	20% (156)	12% (92)	6% (46)	25% (193)	20% (151)	776
2016 Vote: Someone else	18% (27)	22% (33)	13% (20)	11% (17)	21% (33)	16% (24)	153
2012 Vote: Barack Obama	27% (241)	29% (255)	12% (109)	7% (62)	13% (113)	12% (106)	886
2012 Vote: Mitt Romney	16% (89)	20% (111)	13% (74)	6% (33)	26% (146)	19% (108)	561
2012 Vote: Other	11% (9)	25% (19)	8% (6)	10% (7)	27% (21)	20% (15)	77
2012 Vote: Didn't Vote	14% (91)	19% (126)	10% (63)	8% (54)	25% (167)	24% (159)	660

Continued on next page

Table BRD4_1: How often do you watch television shows or video content from each of the following?

NBC News

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	20% (430)	23% (512)	12% (253)	7% (155)	20% (447)	18% (388)	2185
4-Region: Northeast	19% (76)	25% (101)	10% (39)	9% (37)	19% (77)	17% (69)	399
4-Region: Midwest	21% (100)	25% (117)	12% (56)	5% (23)	22% (106)	14% (68)	470
4-Region: South	19% (154)	22% (174)	13% (103)	7% (55)	20% (162)	20% (158)	805
4-Region: West	20% (100)	23% (119)	11% (56)	8% (41)	20% (103)	18% (93)	511

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

**Table BRD4_2: How often do you watch televisions shows or video content from each of the following?
ABC**

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	25% (547)	25% (542)	16% (350)	6% (136)	16% (340)	13% (275)	2191
Gender: Male	25% (264)	26% (274)	18% (189)	7% (72)	14% (147)	10% (109)	1055
Gender: Female	25% (283)	24% (268)	14% (161)	6% (64)	17% (194)	15% (166)	1136
Age: 18-29	19% (91)	21% (101)	17% (80)	8% (37)	17% (79)	18% (87)	474
Age: 30-44	25% (137)	26% (147)	15% (82)	8% (43)	17% (97)	9% (52)	559
Age: 45-54	21% (80)	26% (99)	18% (67)	7% (26)	13% (48)	15% (57)	377
Age: 55-64	28% (109)	28% (109)	16% (62)	4% (15)	14% (53)	10% (39)	387
Age: 65+	33% (131)	22% (87)	15% (61)	4% (15)	16% (62)	10% (39)	394
PID: Dem (no lean)	34% (263)	27% (209)	14% (108)	6% (49)	11% (83)	9% (69)	781
PID: Ind (no lean)	18% (130)	23% (167)	18% (127)	7% (53)	17% (125)	16% (116)	718
PID: Rep (no lean)	22% (154)	24% (166)	17% (115)	5% (34)	19% (132)	13% (90)	691
PID/Gender: Dem Men	35% (128)	30% (110)	13% (46)	7% (26)	8% (31)	7% (24)	366
PID/Gender: Dem Women	33% (136)	24% (100)	15% (61)	5% (22)	13% (52)	11% (44)	415
PID/Gender: Ind Men	18% (59)	22% (72)	23% (75)	8% (25)	17% (56)	13% (44)	330
PID/Gender: Ind Women	18% (71)	24% (95)	14% (53)	7% (28)	18% (69)	19% (72)	389
PID/Gender: Rep Men	22% (78)	26% (93)	19% (68)	6% (20)	17% (59)	11% (41)	360
PID/Gender: Rep Women	23% (76)	22% (73)	14% (47)	4% (13)	22% (72)	15% (49)	332
Tea Party: Supporter	28% (159)	25% (141)	16% (93)	6% (31)	14% (79)	12% (66)	569
Tea Party: Not Supporter	24% (383)	25% (400)	16% (255)	6% (104)	16% (262)	13% (209)	1612
Ideo: Liberal (1-3)	28% (195)	27% (187)	16% (108)	7% (46)	13% (88)	9% (65)	690
Ideo: Moderate (4)	27% (148)	26% (141)	16% (86)	6% (36)	13% (70)	12% (68)	550
Ideo: Conservative (5-7)	22% (158)	22% (160)	19% (134)	6% (42)	20% (142)	11% (80)	715
Educ: < College	26% (403)	23% (366)	16% (247)	6% (96)	15% (233)	14% (217)	1562
Educ: Bachelors degree	21% (88)	29% (118)	16% (67)	6% (25)	18% (73)	11% (44)	414
Educ: Post-grad	26% (56)	27% (58)	17% (37)	7% (14)	16% (35)	6% (14)	215

Continued on next page

Table BRD4_2: How often do you watch televisions shows or video content from each of the following?
ABC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	25% (547)	25% (542)	16% (350)	6% (136)	16% (340)	13% (275)	2191
Income: Under 50k	25% (332)	23% (304)	14% (188)	7% (89)	15% (198)	16% (210)	1322
Income: 50k-100k	26% (167)	25% (166)	20% (129)	5% (33)	16% (107)	8% (50)	652
Income: 100k+	22% (48)	33% (72)	16% (34)	6% (14)	16% (35)	7% (15)	217
Ethnicity: White	25% (433)	24% (426)	16% (277)	6% (102)	17% (288)	12% (214)	1741
Ethnicity: Hispanic	25% (84)	27% (89)	16% (53)	7% (22)	9% (30)	15% (51)	329
Ethnicity: Afr. Am.	28% (75)	21% (56)	18% (49)	7% (18)	12% (31)	14% (39)	269
Ethnicity: Other	22% (39)	33% (60)	13% (24)	8% (15)	12% (21)	12% (22)	181
Relig: Protestant	26% (120)	28% (132)	15% (73)	4% (20)	17% (82)	10% (45)	471
Relig: Roman Catholic	31% (161)	26% (131)	17% (88)	6% (32)	11% (57)	9% (45)	513
Relig: Ath./Agn./None	21% (128)	23% (139)	19% (118)	7% (40)	16% (96)	15% (89)	610
Relig: Something Else	23% (80)	26% (91)	9% (33)	8% (28)	20% (70)	14% (48)	349
Relig: Jewish	29% (17)	25% (15)	14% (8)	8% (5)	18% (10)	6% (3)	59
Relig: Evangelical	28% (167)	22% (132)	15% (90)	5% (29)	16% (97)	14% (81)	597
Relig: Non-Evang. Catholics	27% (171)	28% (180)	17% (110)	6% (39)	12% (78)	9% (57)	633
Relig: All Christian	27% (338)	25% (312)	16% (200)	5% (67)	14% (175)	11% (138)	1230
Relig: All Non-Christian	22% (207)	24% (230)	16% (151)	7% (68)	17% (166)	14% (136)	959
Community: Urban	26% (165)	25% (158)	15% (98)	7% (41)	14% (89)	13% (84)	635
Community: Suburban	25% (243)	26% (256)	16% (163)	7% (65)	15% (150)	12% (116)	993
Community: Rural	25% (139)	23% (129)	16% (90)	5% (30)	18% (102)	13% (74)	563
Employ: Private Sector	25% (166)	27% (183)	17% (111)	6% (39)	16% (106)	9% (60)	666
Employ: Government	29% (35)	22% (28)	19% (24)	14% (17)	7% (8)	9% (11)	124
Employ: Self-Employed	19% (37)	27% (54)	22% (43)	9% (18)	16% (31)	7% (15)	197
Employ: Homemaker	20% (45)	24% (54)	11% (25)	9% (21)	15% (33)	20% (45)	223
Employ: Student	9% (10)	22% (23)	18% (18)	6% (7)	25% (26)	19% (20)	103
Employ: Retired	33% (154)	24% (113)	16% (77)	3% (16)	16% (75)	8% (38)	473
Employ: Unemployed	25% (54)	18% (39)	11% (24)	5% (10)	19% (40)	22% (47)	214
Employ: Other	24% (46)	26% (50)	14% (28)	4% (8)	11% (21)	21% (39)	192

Continued on next page

Table BRD4_2: How often do you watch televisions shows or video content from each of the following?

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	25% (547)	25% (542)	16% (350)	6% (136)	16% (340)	13% (275)	2191
Job Type: White-collar	27% (194)	29% (207)	18% (128)	6% (40)	14% (99)	7% (48)	718
Job Type: Blue-collar	25% (241)	24% (230)	17% (168)	6% (58)	17% (164)	12% (116)	978
Job Type: Don't Know	23% (112)	21% (104)	11% (54)	8% (38)	15% (77)	22% (111)	495
Military HH: Yes	26% (108)	27% (112)	18% (76)	7% (29)	12% (50)	10% (43)	417
Military HH: No	25% (439)	24% (430)	15% (275)	6% (107)	16% (290)	13% (232)	1773
RD/WT: Right Direction	23% (208)	23% (209)	18% (160)	5% (44)	18% (160)	14% (128)	909
RD/WT: Wrong Track	26% (339)	26% (333)	15% (191)	7% (92)	14% (181)	11% (147)	1282
Strongly Approve	25% (115)	19% (88)	17% (81)	5% (24)	20% (93)	14% (68)	469
Somewhat Approve	21% (103)	30% (146)	15% (73)	5% (26)	17% (85)	12% (62)	495
Somewhat Disapprove	22% (61)	33% (92)	23% (65)	8% (23)	10% (28)	5% (14)	282
Strongly Disapprove	30% (241)	25% (200)	14% (114)	7% (59)	14% (114)	10% (80)	809
Don't Know / No Opinion	20% (26)	12% (16)	14% (19)	2% (3)	15% (21)	38% (51)	136
#1 Issue: Economy	20% (114)	26% (148)	16% (92)	7% (38)	19% (105)	12% (70)	567
#1 Issue: Security	22% (100)	22% (98)	17% (78)	9% (38)	17% (77)	12% (54)	445
#1 Issue: Health Care	25% (101)	27% (109)	14% (56)	4% (15)	17% (67)	13% (54)	402
#1 Issue: Medicare / Social Security	37% (129)	28% (98)	14% (49)	2% (6)	10% (34)	9% (33)	349
#1 Issue: Women's Issues	26% (31)	20% (24)	18% (22)	13% (15)	10% (12)	13% (16)	121
#1 Issue: Education	22% (33)	20% (31)	23% (35)	6% (9)	11% (17)	18% (27)	151
#1 Issue: Energy	35% (32)	19% (18)	13% (12)	12% (11)	14% (13)	7% (6)	92
#1 Issue: Other	10% (6)	26% (16)	11% (7)	6% (4)	23% (14)	24% (15)	63
2016 Vote: Democrat Hillary Clinton	33% (248)	29% (220)	14% (103)	7% (52)	9% (64)	8% (61)	749
2016 Vote: Republican Donald Trump	22% (172)	22% (173)	19% (146)	6% (46)	19% (148)	13% (100)	785
2016 Vote: Someone else	21% (32)	23% (35)	19% (30)	7% (10)	22% (34)	9% (13)	154
2012 Vote: Barack Obama	33% (295)	27% (244)	16% (143)	6% (54)	10% (87)	7% (64)	888
2012 Vote: Mitt Romney	21% (118)	24% (137)	17% (98)	7% (39)	20% (111)	11% (62)	565
2012 Vote: Other	10% (8)	30% (23)	13% (10)	6% (5)	24% (18)	18% (14)	77
2012 Vote: Didn't Vote	19% (125)	21% (139)	15% (99)	6% (38)	19% (124)	21% (136)	661

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Table BRD4_2: How often do you watch television shows or video content from each of the following?

ABC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	25% (547)	25% (542)	16% (350)	6% (136)	16% (340)	13% (275)	2191
4-Region: Northeast	25% (101)	26% (105)	15% (61)	7% (29)	13% (52)	13% (50)	399
4-Region: Midwest	26% (120)	26% (121)	16% (77)	5% (23)	18% (86)	10% (45)	471
4-Region: South	24% (196)	25% (200)	15% (124)	6% (46)	16% (131)	14% (113)	810
4-Region: West	26% (130)	23% (116)	17% (89)	7% (37)	14% (72)	13% (66)	511

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

Table BRD4_3: How often do you watch televisions shows or video content from each of the following?
CBS

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	24% (522)	25% (553)	14% (297)	9% (192)	16% (347)	13% (280)	2191
Gender: Male	25% (259)	27% (286)	15% (158)	9% (93)	14% (145)	11% (114)	1055
Gender: Female	23% (263)	23% (267)	12% (139)	9% (99)	18% (202)	15% (166)	1136
Age: 18-29	16% (74)	18% (87)	12% (59)	14% (66)	19% (90)	21% (97)	474
Age: 30-44	22% (124)	29% (162)	14% (76)	9% (49)	16% (92)	10% (55)	558
Age: 45-54	23% (85)	27% (101)	16% (59)	9% (35)	14% (51)	12% (44)	376
Age: 55-64	27% (105)	27% (105)	13% (50)	8% (32)	14% (56)	11% (42)	389
Age: 65+	34% (134)	25% (97)	14% (54)	2% (9)	15% (58)	11% (42)	394
PID: Dem (no lean)	31% (245)	27% (214)	12% (94)	8% (65)	11% (84)	10% (81)	783
PID: Ind (no lean)	18% (128)	22% (157)	15% (104)	12% (83)	18% (132)	16% (114)	717
PID: Rep (no lean)	22% (150)	26% (183)	14% (98)	6% (44)	19% (131)	12% (85)	691
PID/Gender: Dem Men	34% (125)	31% (114)	11% (39)	8% (29)	8% (29)	9% (32)	367
PID/Gender: Dem Women	29% (119)	24% (100)	13% (55)	9% (36)	13% (56)	12% (49)	416
PID/Gender: Ind Men	17% (57)	25% (81)	18% (60)	11% (37)	16% (54)	12% (40)	329
PID/Gender: Ind Women	18% (71)	20% (76)	11% (44)	12% (46)	20% (78)	19% (73)	388
PID/Gender: Rep Men	22% (77)	26% (92)	16% (58)	8% (27)	17% (63)	12% (42)	359
PID/Gender: Rep Women	22% (73)	27% (91)	12% (40)	5% (17)	21% (68)	13% (43)	331
Tea Party: Supporter	26% (147)	24% (136)	14% (82)	8% (44)	15% (86)	12% (70)	566
Tea Party: Not Supporter	23% (370)	26% (416)	13% (213)	9% (147)	16% (260)	13% (210)	1615
Ideo: Liberal (1-3)	27% (185)	26% (183)	15% (100)	9% (62)	13% (90)	10% (70)	691
Ideo: Moderate (4)	24% (134)	27% (151)	14% (78)	7% (41)	13% (71)	14% (76)	550
Ideo: Conservative (5-7)	21% (151)	23% (166)	15% (105)	9% (67)	21% (147)	11% (79)	715
Educ: < College	24% (369)	24% (378)	12% (188)	10% (152)	16% (245)	14% (223)	1557
Educ: Bachelors degree	23% (94)	26% (109)	19% (78)	7% (27)	16% (66)	10% (41)	416
Educ: Post-grad	27% (60)	30% (66)	14% (31)	6% (12)	16% (35)	7% (15)	218

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Table BRD4_3: How often do you watch televisions shows or video content from each of the following?

CBS

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	24% (522)	25% (553)	14% (297)	9% (192)	16% (347)	13% (280)	2191
Income: Under 50k	24% (317)	23% (302)	11% (147)	10% (136)	16% (206)	16% (213)	1322
Income: 50k-100k	23% (150)	28% (180)	18% (117)	6% (42)	17% (110)	8% (52)	652
Income: 100k+	25% (54)	33% (71)	15% (33)	6% (13)	14% (31)	7% (14)	217
Ethnicity: White	25% (429)	25% (440)	13% (226)	8% (138)	17% (300)	12% (208)	1741
Ethnicity: Hispanic	19% (64)	29% (94)	16% (52)	11% (36)	11% (35)	15% (49)	329
Ethnicity: Afr. Am.	24% (65)	22% (58)	17% (46)	11% (30)	9% (25)	17% (44)	268
Ethnicity: Other	16% (28)	30% (55)	14% (26)	13% (24)	12% (22)	15% (27)	182
Relig: Protestant	26% (123)	28% (132)	14% (65)	5% (22)	17% (82)	10% (49)	473
Relig: Roman Catholic	28% (143)	27% (141)	15% (78)	10% (49)	12% (61)	8% (40)	512
Relig: Ath./Agn./None	18% (111)	26% (158)	14% (83)	10% (63)	15% (94)	17% (101)	610
Relig: Something Else	28% (97)	17% (61)	12% (43)	10% (34)	20% (68)	13% (46)	349
Relig: Jewish	33% (20)	15% (9)	16% (9)	13% (8)	21% (12)	2% (1)	59
Relig: Evangelical	27% (163)	24% (144)	12% (74)	7% (41)	16% (95)	13% (78)	596
Relig: Non-Evang. Catholics	24% (150)	30% (190)	15% (97)	8% (53)	14% (89)	9% (55)	634
Relig: All Christian	25% (313)	27% (334)	14% (171)	8% (94)	15% (185)	11% (133)	1230
Relig: All Non-Christian	22% (207)	23% (219)	13% (126)	10% (98)	17% (162)	15% (146)	959
Community: Urban	26% (168)	25% (159)	12% (78)	10% (63)	13% (85)	13% (84)	636
Community: Suburban	22% (217)	27% (267)	15% (150)	8% (75)	17% (172)	11% (111)	992
Community: Rural	25% (138)	23% (127)	12% (69)	10% (54)	16% (91)	15% (84)	563
Employ: Private Sector	21% (141)	30% (200)	17% (111)	7% (48)	15% (102)	10% (64)	664
Employ: Government	23% (29)	23% (29)	20% (25)	13% (17)	10% (13)	10% (12)	124
Employ: Self-Employed	25% (49)	23% (46)	17% (33)	14% (27)	14% (29)	7% (13)	198
Employ: Homemaker	20% (44)	24% (53)	10% (22)	8% (17)	20% (44)	19% (41)	221
Employ: Student	6% (6)	13% (14)	12% (12)	19% (19)	30% (31)	20% (21)	104
Employ: Retired	33% (156)	26% (124)	12% (57)	5% (22)	14% (68)	10% (46)	474
Employ: Unemployed	23% (49)	18% (38)	8% (18)	12% (26)	18% (38)	21% (45)	214
Employ: Other	25% (48)	25% (49)	10% (20)	8% (15)	12% (23)	19% (37)	192

Continued on next page

Table BRD4_3: How often do you watch televisions shows or video content from each of the following?

CBS

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	24% (522)	25% (553)	14% (297)	9% (192)	16% (347)	13% (280)	2191
Job Type: White-collar	27% (196)	29% (208)	16% (112)	8% (55)	14% (101)	7% (49)	720
Job Type: Blue-collar	24% (230)	25% (240)	15% (144)	9% (83)	18% (173)	11% (106)	975
Job Type: Don't Know	20% (97)	21% (106)	8% (41)	11% (54)	15% (73)	25% (125)	496
Military HH: Yes	28% (119)	27% (112)	16% (65)	9% (36)	10% (41)	10% (43)	417
Military HH: No	23% (404)	25% (441)	13% (232)	9% (155)	17% (306)	13% (237)	1774
RD/WT: Right Direction	22% (204)	25% (226)	13% (118)	8% (70)	18% (162)	14% (128)	908
RD/WT: Wrong Track	25% (318)	25% (327)	14% (180)	10% (122)	14% (185)	12% (152)	1283
Strongly Approve	25% (115)	22% (103)	11% (53)	7% (34)	21% (98)	14% (64)	468
Somewhat Approve	19% (94)	30% (147)	14% (71)	9% (44)	15% (76)	13% (62)	493
Somewhat Disapprove	22% (63)	32% (91)	16% (45)	13% (37)	10% (29)	7% (18)	283
Strongly Disapprove	28% (229)	24% (196)	15% (118)	9% (73)	14% (112)	10% (84)	811
Don't Know / No Opinion	16% (22)	12% (16)	7% (10)	3% (5)	23% (32)	38% (52)	136
#1 Issue: Economy	20% (113)	26% (146)	14% (82)	9% (53)	18% (101)	13% (72)	567
#1 Issue: Security	22% (97)	24% (106)	16% (70)	8% (34)	18% (79)	13% (58)	444
#1 Issue: Health Care	26% (105)	25% (100)	13% (53)	8% (32)	16% (62)	13% (50)	402
#1 Issue: Medicare / Social Security	34% (118)	32% (112)	9% (30)	6% (21)	9% (33)	10% (36)	350
#1 Issue: Women's Issues	19% (23)	22% (26)	15% (19)	17% (21)	12% (15)	14% (16)	121
#1 Issue: Education	24% (37)	17% (26)	16% (25)	9% (13)	19% (29)	14% (22)	152
#1 Issue: Energy	29% (27)	19% (17)	16% (15)	11% (10)	16% (14)	10% (9)	92
#1 Issue: Other	5% (3)	30% (19)	8% (5)	11% (7)	20% (13)	26% (16)	64
2016 Vote: Democrat Hillary Clinton	30% (227)	29% (218)	14% (105)	8% (62)	10% (76)	8% (64)	752
2016 Vote: Republican Donald Trump	23% (182)	24% (188)	14% (109)	9% (67)	18% (142)	12% (94)	782
2016 Vote: Someone else	14% (21)	23% (36)	17% (26)	14% (22)	19% (29)	13% (20)	154
2012 Vote: Barack Obama	32% (280)	28% (248)	16% (144)	7% (61)	9% (84)	8% (71)	888
2012 Vote: Mitt Romney	20% (114)	27% (151)	14% (79)	9% (50)	19% (105)	11% (64)	563
2012 Vote: Other	14% (11)	22% (17)	13% (10)	9% (7)	24% (19)	17% (13)	77
2012 Vote: Didn't Vote	18% (117)	21% (136)	10% (64)	11% (74)	21% (139)	20% (131)	661

Continued on next page

Table BRD4_3: How often do you watch televisions shows or video content from each of the following?

CBS

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	24% (522)	25% (553)	14% (297)	9% (192)	16% (347)	13% (280)	2191
4-Region: Northeast	21% (85)	27% (109)	13% (52)	9% (38)	14% (57)	15% (59)	400
4-Region: Midwest	26% (121)	26% (122)	12% (57)	8% (38)	18% (86)	10% (47)	470
4-Region: South	24% (194)	24% (198)	13% (104)	9% (71)	16% (131)	14% (113)	811
4-Region: West	24% (122)	24% (124)	17% (84)	9% (44)	14% (73)	12% (61)	509

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

Table BRD4_4: How often do you watch televisions shows or video content from each of the following?
The BBC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	8% (173)	11% (250)	12% (261)	7% (150)	23% (512)	39% (845)	2192
Gender: Male	10% (102)	15% (155)	14% (152)	8% (88)	24% (252)	29% (307)	1055
Gender: Female	6% (71)	8% (96)	10% (110)	6% (63)	23% (260)	47% (538)	1137
Age: 18-29	9% (40)	18% (84)	14% (65)	8% (37)	19% (90)	33% (155)	471
Age: 30-44	14% (78)	13% (74)	13% (73)	8% (45)	23% (129)	29% (160)	558
Age: 45-54	4% (16)	11% (42)	14% (52)	5% (19)	21% (78)	45% (169)	376
Age: 55-64	6% (23)	6% (24)	9% (37)	6% (25)	27% (106)	45% (177)	391
Age: 65+	4% (16)	7% (26)	9% (35)	6% (24)	28% (110)	47% (185)	396
PID: Dem (no lean)	10% (77)	13% (106)	11% (89)	8% (61)	22% (172)	36% (278)	782
PID: Ind (no lean)	4% (31)	10% (74)	12% (88)	7% (48)	25% (177)	42% (302)	719
PID: Rep (no lean)	9% (65)	10% (71)	12% (85)	6% (42)	24% (164)	38% (265)	691
PID/Gender: Dem Men	14% (52)	17% (61)	14% (51)	10% (35)	21% (76)	25% (91)	366
PID/Gender: Dem Women	6% (25)	11% (45)	9% (38)	6% (26)	23% (96)	45% (187)	416
PID/Gender: Ind Men	4% (14)	14% (46)	15% (49)	9% (31)	28% (93)	29% (97)	330
PID/Gender: Ind Women	4% (17)	7% (27)	10% (38)	4% (17)	22% (84)	53% (205)	389
PID/Gender: Rep Men	10% (36)	13% (48)	14% (51)	6% (22)	23% (83)	33% (119)	359
PID/Gender: Rep Women	9% (29)	7% (23)	10% (34)	6% (20)	24% (80)	44% (146)	332
Tea Party: Supporter	16% (88)	14% (81)	14% (77)	6% (36)	18% (101)	33% (185)	567
Tea Party: Not Supporter	5% (84)	10% (164)	11% (185)	7% (113)	25% (411)	41% (657)	1614
Ideo: Liberal (1-3)	15% (100)	18% (124)	13% (87)	8% (55)	19% (132)	28% (191)	690
Ideo: Moderate (4)	5% (27)	9% (52)	12% (67)	6% (34)	23% (127)	44% (241)	548
Ideo: Conservative (5-7)	5% (38)	9% (63)	12% (87)	7% (47)	29% (207)	38% (274)	717
Educ: < College	5% (85)	10% (159)	11% (171)	6% (97)	23% (354)	44% (694)	1560
Educ: Bachelors degree	12% (51)	13% (54)	15% (62)	9% (35)	25% (104)	26% (108)	414
Educ: Post-grad	17% (37)	17% (37)	13% (28)	8% (18)	25% (55)	20% (43)	218

Continued on next page

Table BRD4_4: How often do you watch televisions shows or video content from each of the following?
 The BBC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	8% (173)	11% (250)	12% (261)	7% (150)	23% (512)	39% (845)	2192
Income: Under 50k	6% (77)	11% (143)	10% (134)	6% (83)	21% (274)	46% (608)	1320
Income: 50k-100k	10% (68)	12% (76)	16% (104)	8% (51)	25% (163)	29% (192)	654
Income: 100k+	13% (28)	14% (31)	11% (23)	7% (16)	34% (75)	21% (45)	218
Ethnicity: White	8% (135)	11% (184)	12% (206)	6% (113)	25% (431)	39% (676)	1745
Ethnicity: Hispanic	16% (54)	18% (60)	14% (47)	6% (20)	14% (46)	31% (101)	328
Ethnicity: Afr. Am.	9% (24)	11% (31)	10% (27)	9% (25)	17% (46)	43% (113)	267
Ethnicity: Other	8% (14)	20% (36)	16% (28)	7% (12)	19% (35)	31% (55)	180
Relig: Protestant	7% (33)	8% (37)	11% (51)	6% (29)	28% (131)	41% (194)	475
Relig: Roman Catholic	13% (65)	15% (76)	13% (68)	9% (45)	17% (85)	34% (174)	512
Relig: Ath./Agn./None	6% (34)	12% (73)	14% (83)	6% (36)	26% (156)	37% (227)	609
Relig: Something Else	8% (26)	12% (41)	11% (37)	7% (25)	27% (94)	36% (124)	348
Relig: Jewish	6% (4)	10% (6)	7% (4)	9% (5)	38% (22)	29% (17)	59
Relig: Evangelical	11% (65)	11% (63)	9% (55)	7% (40)	19% (114)	44% (262)	598
Relig: Non-Evang. Catholics	8% (48)	11% (72)	14% (87)	8% (49)	23% (148)	36% (230)	635
Relig: All Christian	9% (113)	11% (136)	11% (142)	7% (89)	21% (262)	40% (492)	1233
Relig: All Non-Christian	6% (60)	12% (115)	13% (120)	6% (61)	26% (250)	37% (351)	957
Community: Urban	15% (96)	15% (95)	12% (79)	6% (36)	18% (116)	33% (213)	635
Community: Suburban	5% (48)	11% (109)	12% (121)	8% (83)	26% (255)	38% (383)	998
Community: Rural	5% (29)	8% (47)	11% (61)	6% (31)	25% (141)	45% (250)	559
Employ: Private Sector	13% (84)	14% (91)	16% (104)	6% (38)	24% (160)	28% (186)	664
Employ: Government	5% (6)	17% (21)	20% (25)	7% (9)	14% (17)	37% (46)	124
Employ: Self-Employed	9% (19)	19% (37)	17% (33)	12% (23)	26% (51)	18% (35)	198
Employ: Homemaker	5% (10)	9% (21)	8% (17)	6% (14)	20% (46)	52% (116)	223
Employ: Student	6% (7)	11% (12)	10% (10)	12% (12)	23% (24)	37% (38)	102
Employ: Retired	3% (16)	7% (34)	8% (40)	6% (31)	30% (142)	45% (215)	478
Employ: Unemployed	8% (17)	8% (17)	7% (14)	6% (14)	20% (43)	51% (109)	214
Employ: Other	8% (15)	9% (18)	10% (19)	5% (9)	16% (30)	53% (100)	190

Continued on next page

Table BRD4_4: How often do you watch televisions shows or video content from each of the following?
The BBC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	8% (173)	11% (250)	12% (261)	7% (150)	23% (512)	39% (845)	2192
Job Type: White-collar	12% (86)	14% (100)	15% (106)	8% (58)	25% (181)	27% (192)	722
Job Type: Blue-collar	6% (54)	11% (111)	13% (123)	6% (56)	26% (255)	39% (376)	975
Job Type: Don't Know	7% (34)	8% (39)	7% (33)	7% (36)	15% (76)	56% (277)	495
Military HH: Yes	9% (38)	15% (62)	15% (64)	9% (37)	20% (85)	31% (130)	416
Military HH: No	8% (136)	11% (188)	11% (198)	6% (113)	24% (427)	40% (715)	1776
RD/WT: Right Direction	10% (95)	11% (104)	13% (116)	6% (58)	21% (187)	38% (346)	906
RD/WT: Wrong Track	6% (78)	11% (146)	11% (145)	7% (92)	25% (325)	39% (499)	1286
Strongly Approve	13% (61)	11% (53)	9% (40)	5% (25)	22% (101)	40% (188)	468
Somewhat Approve	5% (27)	11% (55)	15% (72)	6% (30)	26% (128)	37% (181)	493
Somewhat Disapprove	4% (13)	14% (40)	12% (35)	9% (27)	23% (64)	37% (106)	283
Strongly Disapprove	8% (67)	12% (99)	13% (108)	8% (64)	25% (200)	34% (272)	810
Don't Know / No Opinion	4% (5)	2% (3)	5% (6)	4% (6)	14% (19)	72% (98)	137
#1 Issue: Economy	9% (49)	12% (66)	12% (70)	5% (31)	24% (137)	38% (215)	568
#1 Issue: Security	6% (28)	10% (45)	13% (57)	5% (24)	26% (118)	39% (173)	445
#1 Issue: Health Care	7% (28)	9% (36)	10% (41)	7% (29)	26% (104)	41% (165)	403
#1 Issue: Medicare / Social Security	8% (28)	9% (30)	8% (27)	8% (29)	21% (72)	47% (165)	350
#1 Issue: Women's Issues	9% (11)	17% (20)	20% (24)	4% (4)	21% (25)	30% (36)	121
#1 Issue: Education	11% (17)	15% (22)	14% (20)	11% (16)	16% (23)	34% (50)	149
#1 Issue: Energy	12% (11)	25% (23)	19% (18)	12% (11)	21% (19)	12% (11)	92
#1 Issue: Other	2% (1)	12% (7)	7% (5)	10% (7)	22% (14)	46% (29)	63
2016 Vote: Democrat Hillary Clinton	9% (69)	16% (118)	13% (101)	8% (62)	22% (162)	32% (238)	751
2016 Vote: Republican Donald Trump	8% (64)	10% (80)	11% (85)	6% (51)	25% (198)	39% (306)	783
2016 Vote: Someone else	5% (8)	10% (15)	16% (25)	6% (10)	27% (42)	35% (54)	153
2012 Vote: Barack Obama	10% (86)	15% (131)	13% (111)	8% (75)	21% (184)	34% (301)	889
2012 Vote: Mitt Romney	6% (34)	9% (51)	12% (70)	4% (24)	31% (174)	38% (212)	564
2012 Vote: Other	5% (4)	9% (7)	9% (7)	8% (6)	27% (21)	42% (33)	77
2012 Vote: Didn't Vote	7% (49)	9% (61)	11% (73)	7% (44)	20% (133)	45% (300)	660

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Table BRD4_4: How often do you watch televisions shows or video content from each of the following?*The BBC*

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	8% (173)	11% (250)	12% (261)	7% (150)	23% (512)	39% (845)	2192
4-Region: Northeast	6% (26)	12% (47)	12% (49)	8% (32)	23% (91)	39% (153)	398
4-Region: Midwest	7% (32)	10% (47)	13% (61)	6% (27)	27% (128)	38% (179)	474
4-Region: South	9% (71)	11% (93)	12% (96)	6% (51)	20% (164)	41% (335)	809
4-Region: West	9% (44)	12% (63)	11% (56)	8% (40)	25% (130)	35% (177)	511

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

**Table BRD4_5: How often do you watch televisions shows or video content from each of the following?
ESPN**

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	15% (339)	17% (383)	11% (242)	6% (137)	22% (489)	27% (603)	2192
Gender: Male	24% (257)	23% (240)	13% (135)	6% (66)	17% (178)	17% (180)	1056
Gender: Female	7% (83)	13% (143)	9% (107)	6% (70)	27% (310)	37% (422)	1136
Age: 18-29	19% (91)	21% (97)	12% (58)	7% (32)	19% (92)	22% (103)	474
Age: 30-44	22% (121)	19% (105)	11% (60)	6% (32)	21% (119)	22% (121)	558
Age: 45-54	13% (50)	16% (59)	10% (36)	6% (21)	22% (83)	34% (128)	377
Age: 55-64	9% (36)	16% (61)	13% (52)	8% (30)	24% (95)	30% (116)	391
Age: 65+	11% (42)	15% (61)	9% (36)	5% (21)	25% (98)	34% (135)	393
PID: Dem (no lean)	18% (143)	19% (152)	12% (95)	6% (49)	20% (155)	24% (188)	781
PID: Ind (no lean)	11% (82)	14% (100)	11% (83)	7% (48)	25% (182)	31% (225)	719
PID: Rep (no lean)	17% (114)	19% (131)	9% (65)	6% (40)	22% (151)	27% (190)	691
PID/Gender: Dem Men	30% (109)	23% (84)	13% (47)	5% (18)	14% (53)	15% (55)	366
PID/Gender: Dem Women	8% (34)	16% (68)	11% (47)	7% (31)	25% (103)	32% (133)	415
PID/Gender: Ind Men	19% (63)	21% (70)	16% (51)	8% (25)	20% (67)	16% (53)	329
PID/Gender: Ind Women	5% (19)	8% (30)	8% (32)	6% (22)	29% (115)	44% (172)	390
PID/Gender: Rep Men	23% (84)	24% (86)	10% (37)	6% (23)	16% (58)	20% (73)	361
PID/Gender: Rep Women	9% (30)	14% (45)	8% (28)	5% (17)	28% (93)	35% (117)	330
Tea Party: Supporter	21% (118)	23% (131)	10% (56)	5% (30)	17% (98)	24% (134)	567
Tea Party: Not Supporter	14% (218)	15% (249)	11% (184)	6% (105)	24% (390)	29% (468)	1615
Ideo: Liberal (1-3)	20% (140)	18% (127)	13% (90)	6% (41)	21% (146)	21% (146)	690
Ideo: Moderate (4)	15% (84)	18% (100)	12% (64)	6% (33)	19% (104)	30% (166)	550
Ideo: Conservative (5-7)	14% (97)	20% (141)	9% (63)	8% (58)	24% (173)	26% (183)	715
Educ: < College	14% (225)	16% (250)	11% (165)	6% (97)	22% (337)	31% (486)	1561
Educ: Bachelors degree	17% (72)	19% (80)	13% (55)	7% (27)	24% (99)	19% (80)	414
Educ: Post-grad	19% (42)	24% (53)	10% (21)	6% (13)	24% (53)	17% (36)	218

Continued on next page

Table BRD4_5: How often do you watch televisions shows or video content from each of the following?
ESPN

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	15% (339)	17% (383)	11% (242)	6% (137)	22% (489)	27% (603)	2192
Income: Under 50k	14% (189)	15% (198)	9% (120)	7% (94)	21% (275)	34% (445)	1321
Income: 50k-100k	16% (105)	22% (144)	15% (97)	5% (31)	24% (155)	18% (120)	654
Income: 100k+	21% (45)	19% (41)	11% (24)	5% (12)	27% (58)	17% (37)	217
Ethnicity: White	15% (257)	17% (298)	10% (180)	6% (105)	24% (417)	28% (487)	1743
Ethnicity: Hispanic	21% (69)	22% (72)	14% (45)	4% (12)	15% (48)	25% (83)	329
Ethnicity: Afr. Am.	21% (57)	17% (45)	13% (36)	8% (21)	16% (44)	24% (64)	267
Ethnicity: Other	14% (26)	22% (39)	14% (26)	6% (11)	15% (28)	28% (52)	182
Relig: Protestant	13% (63)	17% (81)	11% (50)	6% (31)	24% (112)	29% (136)	473
Relig: Roman Catholic	23% (118)	21% (106)	12% (62)	5% (23)	18% (93)	21% (110)	512
Relig: Ath./Agn./None	12% (73)	18% (109)	12% (75)	7% (44)	22% (135)	29% (176)	611
Relig: Something Else	13% (45)	16% (57)	7% (26)	8% (27)	29% (100)	27% (93)	348
Relig: Jewish	13% (8)	14% (8)	12% (7)	7% (4)	28% (16)	27% (16)	59
Relig: Evangelical	19% (114)	18% (109)	10% (57)	4% (25)	19% (112)	30% (180)	597
Relig: Non-Evang. Catholics	17% (108)	17% (105)	13% (84)	6% (40)	22% (142)	24% (154)	633
Relig: All Christian	18% (222)	17% (215)	11% (141)	5% (65)	21% (254)	27% (334)	1230
Relig: All Non-Christian	12% (118)	17% (166)	11% (101)	7% (71)	24% (235)	28% (269)	960
Community: Urban	19% (119)	21% (131)	12% (77)	5% (34)	18% (117)	25% (158)	637
Community: Suburban	15% (145)	17% (170)	11% (114)	6% (60)	24% (240)	27% (264)	993
Community: Rural	13% (75)	14% (81)	9% (51)	7% (42)	23% (132)	32% (181)	562
Employ: Private Sector	19% (129)	21% (140)	11% (74)	7% (47)	22% (145)	20% (130)	665
Employ: Government	24% (30)	23% (28)	15% (19)	6% (8)	15% (18)	17% (21)	124
Employ: Self-Employed	21% (41)	20% (40)	16% (32)	6% (12)	22% (43)	15% (30)	198
Employ: Homemaker	9% (20)	12% (27)	5% (12)	6% (13)	25% (55)	43% (96)	223
Employ: Student	11% (11)	18% (19)	15% (15)	9% (9)	25% (26)	23% (23)	104
Employ: Retired	11% (51)	16% (75)	11% (51)	6% (27)	25% (120)	32% (151)	474
Employ: Unemployed	16% (33)	15% (33)	8% (17)	6% (13)	20% (42)	35% (75)	214
Employ: Other	13% (24)	11% (21)	12% (22)	4% (8)	20% (39)	40% (76)	191

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Table BRD4_5: How often do you watch televisions shows or video content from each of the following?

ESPN

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	15% (339)	17% (383)	11% (242)	6% (137)	22% (489)	27% (603)	2192
Job Type: White-collar	18% (131)	21% (150)	12% (84)	7% (49)	23% (163)	20% (143)	720
Job Type: Blue-collar	16% (157)	18% (176)	12% (119)	6% (59)	23% (221)	25% (243)	975
Job Type: Don't Know	10% (52)	11% (57)	8% (39)	6% (30)	21% (104)	43% (216)	497
Military HH: Yes	18% (76)	23% (95)	10% (42)	7% (29)	18% (75)	24% (101)	417
Military HH: No	15% (264)	16% (288)	11% (200)	6% (108)	23% (414)	28% (501)	1775
RD/WT: Right Direction	19% (171)	19% (177)	9% (79)	7% (60)	19% (173)	27% (248)	908
RD/WT: Wrong Track	13% (168)	16% (206)	13% (163)	6% (76)	25% (315)	28% (355)	1284
Strongly Approve	20% (96)	14% (68)	7% (31)	7% (33)	23% (108)	28% (132)	469
Somewhat Approve	13% (63)	23% (116)	12% (57)	6% (32)	18% (89)	28% (138)	495
Somewhat Disapprove	12% (35)	24% (69)	13% (38)	8% (21)	21% (59)	22% (62)	283
Strongly Disapprove	17% (136)	14% (117)	13% (106)	5% (41)	26% (209)	25% (200)	809
Don't Know / No Opinion	7% (10)	10% (14)	7% (10)	7% (9)	17% (23)	52% (71)	137
#1 Issue: Economy	15% (87)	20% (114)	13% (77)	5% (28)	23% (133)	23% (130)	569
#1 Issue: Security	14% (60)	17% (77)	10% (47)	6% (26)	24% (108)	29% (128)	445
#1 Issue: Health Care	15% (59)	16% (66)	11% (43)	7% (30)	21% (86)	29% (118)	401
#1 Issue: Medicare / Social Security	13% (44)	17% (58)	9% (31)	4% (13)	24% (83)	34% (120)	349
#1 Issue: Women's Issues	20% (24)	15% (18)	13% (16)	8% (9)	19% (23)	26% (31)	121
#1 Issue: Education	19% (29)	24% (36)	7% (11)	15% (23)	13% (20)	22% (33)	152
#1 Issue: Energy	35% (32)	11% (10)	16% (14)	5% (4)	20% (18)	14% (13)	92
#1 Issue: Other	5% (3)	7% (5)	6% (4)	7% (4)	27% (17)	48% (31)	64
2016 Vote: Democrat Hillary Clinton	20% (149)	20% (147)	13% (100)	6% (44)	21% (154)	21% (156)	750
2016 Vote: Republican Donald Trump	14% (111)	20% (156)	10% (78)	7% (53)	21% (164)	28% (221)	783
2016 Vote: Someone else	11% (16)	14% (22)	15% (23)	8% (12)	24% (36)	28% (43)	154
2012 Vote: Barack Obama	19% (173)	18% (164)	12% (111)	6% (51)	20% (180)	24% (210)	889
2012 Vote: Mitt Romney	13% (73)	19% (108)	12% (65)	7% (40)	22% (125)	27% (152)	562
2012 Vote: Other	8% (6)	22% (17)	1% (1)	3% (2)	24% (18)	42% (32)	77
2012 Vote: Didn't Vote	13% (87)	14% (93)	10% (65)	7% (44)	25% (165)	31% (209)	663

Continued on next page

Table BRD4_5: How often do you watch televisions shows or video content from each of the following?

ESPN

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	15% (339)	17% (383)	11% (242)	6% (137)	22% (489)	27% (603)	2192
4-Region: Northeast	14% (57)	16% (65)	12% (48)	7% (26)	22% (86)	29% (116)	399
4-Region: Midwest	15% (69)	18% (87)	10% (46)	7% (34)	26% (124)	24% (112)	472
4-Region: South	17% (138)	17% (139)	11% (88)	6% (46)	21% (171)	28% (229)	811
4-Region: West	15% (74)	18% (92)	12% (59)	6% (30)	21% (108)	29% (146)	509

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

Table BRD4_6: How often do you watch televisions shows or video content from each of the following?
Vice News

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	6% (126)	8% (165)	6% (132)	5% (106)	15% (331)	61% (1330)	2190
Gender: Male	8% (83)	11% (111)	7% (76)	6% (64)	15% (154)	54% (564)	1052
Gender: Female	4% (43)	5% (54)	5% (57)	4% (42)	16% (177)	67% (766)	1138
Age: 18-29	8% (39)	16% (76)	9% (42)	9% (44)	18% (85)	40% (188)	473
Age: 30-44	11% (61)	11% (60)	9% (48)	6% (33)	18% (101)	45% (253)	558
Age: 45-54	3% (13)	4% (14)	5% (19)	3% (11)	11% (40)	74% (279)	375
Age: 55-64	2% (7)	2% (9)	4% (14)	4% (16)	17% (67)	71% (277)	390
Age: 65+	2% (6)	2% (7)	2% (9)	1% (3)	10% (37)	84% (332)	395
PID: Dem (no lean)	7% (57)	10% (79)	7% (53)	7% (54)	14% (110)	55% (427)	780
PID: Ind (no lean)	3% (20)	5% (34)	6% (43)	5% (32)	17% (121)	65% (468)	719
PID: Rep (no lean)	7% (49)	8% (53)	5% (36)	3% (20)	14% (99)	63% (434)	690
PID/Gender: Dem Men	10% (36)	15% (56)	9% (32)	8% (30)	12% (44)	46% (166)	363
PID/Gender: Dem Women	5% (21)	6% (23)	5% (21)	6% (24)	16% (66)	63% (261)	417
PID/Gender: Ind Men	4% (14)	8% (28)	7% (22)	5% (18)	18% (60)	57% (186)	329
PID/Gender: Ind Women	1% (6)	2% (6)	5% (21)	4% (14)	16% (61)	72% (282)	390
PID/Gender: Rep Men	9% (33)	8% (28)	6% (21)	4% (16)	14% (50)	59% (211)	359
PID/Gender: Rep Women	5% (16)	7% (25)	4% (15)	1% (4)	15% (49)	67% (223)	331
Tea Party: Supporter	12% (69)	12% (69)	8% (45)	3% (18)	12% (70)	52% (293)	564
Tea Party: Not Supporter	3% (53)	6% (96)	5% (88)	5% (86)	16% (260)	64% (1034)	1616
Ideo: Liberal (1-3)	10% (72)	13% (89)	8% (56)	7% (46)	13% (91)	49% (333)	687
Ideo: Moderate (4)	2% (12)	6% (35)	7% (40)	3% (19)	14% (78)	67% (367)	550
Ideo: Conservative (5-7)	4% (32)	5% (38)	4% (30)	5% (36)	19% (134)	62% (446)	716
Educ: < College	4% (66)	7% (107)	6% (89)	5% (80)	15% (228)	63% (985)	1556
Educ: Bachelors degree	9% (36)	9% (38)	7% (28)	3% (14)	15% (64)	57% (235)	415
Educ: Post-grad	11% (24)	9% (20)	7% (15)	5% (12)	18% (39)	50% (109)	219

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Table BRD4_6: How often do you watch televisions shows or video content from each of the following?
Vice News

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	6% (126)	8% (165)	6% (132)	5% (106)	15% (331)	61% (1330)	2190
Income: Under 50k	4% (52)	7% (94)	5% (65)	5% (66)	14% (188)	65% (854)	1319
Income: 50k-100k	8% (50)	8% (53)	9% (59)	5% (32)	16% (103)	55% (356)	653
Income: 100k+	11% (24)	8% (18)	4% (9)	4% (8)	18% (40)	55% (119)	218
Ethnicity: White	5% (87)	6% (111)	5% (91)	4% (77)	16% (274)	63% (1103)	1743
Ethnicity: Hispanic	13% (42)	21% (70)	7% (24)	6% (21)	13% (43)	40% (131)	329
Ethnicity: Afr. Am.	7% (19)	8% (22)	10% (25)	6% (17)	13% (33)	56% (148)	265
Ethnicity: Other	11% (20)	17% (32)	9% (16)	7% (12)	13% (24)	44% (79)	182
Relig: Protestant	3% (14)	4% (21)	4% (18)	3% (16)	16% (78)	69% (328)	475
Relig: Roman Catholic	10% (50)	12% (63)	6% (31)	4% (21)	12% (59)	56% (287)	512
Relig: Ath./Agn./None	6% (35)	7% (43)	8% (50)	6% (36)	17% (103)	56% (342)	610
Relig: Something Else	4% (15)	8% (27)	5% (17)	6% (21)	16% (55)	61% (212)	347
Relig: Jewish	5% (3)	3% (2)	5% (3)	8% (5)	17% (10)	62% (36)	59
Relig: Evangelical	9% (51)	8% (48)	6% (37)	4% (24)	14% (85)	59% (352)	596
Relig: Non-Evang. Catholics	4% (25)	8% (48)	4% (28)	4% (25)	14% (87)	66% (421)	635
Relig: All Christian	6% (76)	8% (95)	5% (65)	4% (49)	14% (173)	63% (773)	1231
Relig: All Non-Christian	5% (50)	7% (70)	7% (68)	6% (57)	17% (158)	58% (554)	957
Community: Urban	12% (78)	12% (74)	7% (46)	6% (38)	12% (74)	51% (327)	635
Community: Suburban	3% (33)	7% (65)	5% (53)	4% (40)	18% (174)	63% (627)	993
Community: Rural	3% (15)	5% (26)	6% (34)	5% (28)	15% (83)	67% (376)	562
Employ: Private Sector	9% (61)	10% (66)	8% (51)	4% (29)	16% (109)	52% (348)	664
Employ: Government	7% (9)	13% (17)	7% (9)	12% (15)	13% (17)	47% (58)	124
Employ: Self-Employed	8% (17)	12% (24)	12% (23)	7% (15)	13% (25)	48% (94)	197
Employ: Homemaker	4% (9)	6% (13)	6% (14)	4% (9)	14% (32)	66% (146)	223
Employ: Student	4% (4)	8% (8)	3% (3)	10% (10)	28% (29)	48% (49)	104
Employ: Retired	1% (2)	2% (9)	3% (14)	2% (9)	13% (62)	79% (377)	475
Employ: Unemployed	7% (16)	6% (13)	4% (8)	7% (16)	16% (34)	59% (127)	214
Employ: Other	4% (8)	8% (16)	5% (10)	1% (3)	12% (23)	69% (131)	190

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Table BRD4_6: How often do you watch televisions shows or video content from each of the following?

Vice News

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	6% (126)	8% (165)	6% (132)	5% (106)	15% (331)	61% (1330)	2190
Job Type: White-collar	8% (56)	8% (61)	8% (58)	4% (32)	16% (113)	56% (402)	721
Job Type: Blue-collar	5% (50)	8% (73)	5% (50)	4% (40)	17% (163)	61% (598)	974
Job Type: Don't Know	4% (21)	6% (31)	5% (24)	7% (34)	11% (55)	67% (330)	495
Military HH: Yes	8% (32)	10% (43)	5% (20)	5% (21)	13% (56)	59% (244)	415
Military HH: No	5% (94)	7% (122)	6% (112)	5% (85)	15% (275)	61% (1086)	1775
RD/WT: Right Direction	9% (81)	10% (90)	6% (56)	5% (42)	13% (122)	57% (516)	907
RD/WT: Wrong Track	3% (45)	6% (75)	6% (76)	5% (64)	16% (209)	63% (814)	1282
Strongly Approve	11% (51)	8% (39)	3% (12)	3% (16)	16% (76)	59% (273)	467
Somewhat Approve	3% (16)	9% (46)	8% (37)	3% (16)	13% (66)	64% (315)	496
Somewhat Disapprove	4% (11)	7% (20)	6% (17)	8% (24)	17% (49)	57% (162)	283
Strongly Disapprove	5% (42)	7% (57)	7% (60)	6% (47)	16% (127)	59% (476)	809
Don't Know / No Opinion	5% (6)	2% (3)	5% (6)	2% (3)	10% (13)	76% (103)	135
#1 Issue: Economy	5% (26)	8% (43)	5% (31)	4% (22)	17% (95)	62% (353)	570
#1 Issue: Security	3% (14)	7% (30)	6% (28)	3% (14)	15% (68)	65% (289)	444
#1 Issue: Health Care	6% (25)	5% (22)	5% (20)	4% (16)	18% (71)	62% (250)	403
#1 Issue: Medicare / Social Security	6% (21)	3% (10)	4% (12)	4% (14)	12% (40)	72% (248)	347
#1 Issue: Women's Issues	11% (14)	14% (17)	13% (16)	8% (10)	11% (13)	43% (51)	121
#1 Issue: Education	10% (15)	14% (21)	4% (6)	13% (20)	16% (24)	43% (64)	150
#1 Issue: Energy	8% (7)	23% (20)	17% (16)	9% (8)	12% (11)	31% (28)	91
#1 Issue: Other	5% (3)	2% (2)	5% (3)	4% (3)	12% (8)	71% (45)	64
2016 Vote: Democrat Hillary Clinton	6% (48)	10% (78)	8% (57)	6% (44)	14% (108)	55% (412)	748
2016 Vote: Republican Donald Trump	6% (47)	6% (46)	5% (40)	3% (26)	15% (116)	65% (507)	783
2016 Vote: Someone else	— (1)	3% (5)	10% (15)	8% (12)	21% (33)	57% (88)	154
2012 Vote: Barack Obama	7% (60)	10% (86)	7% (66)	5% (48)	13% (116)	58% (509)	884
2012 Vote: Mitt Romney	4% (25)	5% (30)	4% (21)	2% (12)	17% (93)	68% (384)	564
2012 Vote: Other	2% (2)	3% (2)	4% (3)	4% (3)	16% (13)	70% (54)	77
2012 Vote: Didn't Vote	6% (40)	7% (46)	6% (43)	7% (43)	16% (108)	58% (383)	664

Continued on next page

Table BRD4_6: How often do you watch televisions shows or video content from each of the following?

Vice News

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	6% (126)	8% (165)	6% (132)	5% (106)	15% (331)	61% (1330)	2190
4-Region: Northeast	5% (18)	8% (31)	5% (22)	5% (21)	13% (52)	64% (255)	400
4-Region: Midwest	6% (30)	7% (31)	5% (24)	2% (12)	19% (90)	61% (286)	472
4-Region: South	6% (45)	9% (70)	6% (46)	5% (40)	14% (114)	61% (493)	807
4-Region: West	6% (33)	6% (33)	8% (41)	6% (33)	15% (75)	58% (295)	510

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

**Table BRD4_7: How often do you watch televisions shows or video content from each of the following?
Discovery Channel**

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	13% (282)	21% (469)	14% (301)	9% (192)	23% (494)	21% (451)	2189
Gender: Male	17% (179)	23% (240)	16% (163)	9% (95)	19% (201)	17% (174)	1052
Gender: Female	9% (103)	20% (229)	12% (138)	8% (96)	26% (293)	24% (277)	1137
Age: 18-29	16% (77)	17% (78)	15% (72)	9% (44)	24% (115)	18% (86)	472
Age: 30-44	17% (96)	25% (140)	15% (81)	7% (37)	21% (118)	15% (85)	557
Age: 45-54	11% (40)	23% (86)	11% (42)	10% (38)	20% (74)	26% (97)	377
Age: 55-64	10% (40)	24% (92)	12% (47)	8% (32)	23% (89)	23% (88)	388
Age: 65+	7% (29)	18% (72)	15% (59)	10% (40)	25% (98)	24% (95)	393
PID: Dem (no lean)	14% (112)	22% (170)	13% (104)	8% (63)	23% (181)	19% (151)	780
PID: Ind (no lean)	9% (63)	20% (142)	14% (103)	9% (67)	24% (170)	24% (172)	717
PID: Rep (no lean)	15% (107)	23% (156)	14% (94)	9% (62)	21% (143)	19% (128)	691
PID/Gender: Dem Men	20% (72)	24% (88)	15% (53)	9% (32)	17% (63)	15% (55)	363
PID/Gender: Dem Women	9% (40)	20% (83)	12% (51)	7% (31)	28% (117)	23% (96)	417
PID/Gender: Ind Men	12% (40)	20% (67)	16% (53)	10% (33)	22% (72)	19% (63)	328
PID/Gender: Ind Women	6% (24)	19% (75)	13% (50)	9% (34)	25% (98)	28% (109)	389
PID/Gender: Rep Men	19% (67)	24% (85)	16% (57)	8% (30)	18% (65)	15% (56)	360
PID/Gender: Rep Women	12% (40)	22% (71)	11% (37)	10% (32)	24% (78)	22% (73)	331
Tea Party: Supporter	23% (132)	24% (137)	15% (85)	5% (30)	15% (85)	18% (100)	568
Tea Party: Not Supporter	9% (145)	20% (330)	13% (214)	10% (161)	25% (408)	22% (352)	1611
Ideo: Liberal (1-3)	15% (106)	23% (158)	14% (94)	10% (67)	22% (153)	16% (112)	690
Ideo: Moderate (4)	12% (64)	20% (111)	14% (78)	9% (52)	21% (117)	23% (128)	549
Ideo: Conservative (5-7)	12% (84)	22% (155)	16% (112)	9% (65)	25% (176)	17% (120)	713
Educ: < College	13% (206)	21% (331)	13% (202)	9% (144)	21% (323)	23% (352)	1557
Educ: Bachelors degree	11% (48)	21% (87)	17% (70)	8% (32)	26% (107)	17% (71)	414
Educ: Post-grad	13% (28)	24% (51)	14% (30)	7% (16)	29% (64)	13% (28)	217

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Table BRD4_7: How often do you watch televisions shows or video content from each of the following?
 Discovery Channel

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	13% (282)	21% (469)	14% (301)	9% (192)	23% (494)	21% (451)	2189
Income: Under 50k	13% (168)	20% (270)	11% (151)	8% (112)	22% (288)	25% (331)	1320
Income: 50k-100k	13% (85)	24% (160)	17% (111)	10% (64)	22% (142)	14% (92)	653
Income: 100k+	13% (28)	18% (39)	18% (39)	7% (16)	30% (64)	13% (29)	215
Ethnicity: White	13% (219)	22% (376)	14% (247)	9% (149)	23% (407)	20% (344)	1742
Ethnicity: Hispanic	17% (55)	26% (85)	14% (46)	10% (33)	14% (47)	19% (64)	329
Ethnicity: Afr. Am.	12% (31)	22% (59)	12% (32)	8% (22)	18% (49)	27% (73)	267
Ethnicity: Other	18% (32)	19% (33)	12% (22)	12% (21)	21% (38)	19% (34)	179
Relig: Protestant	13% (59)	19% (91)	15% (69)	8% (39)	23% (107)	23% (107)	471
Relig: Roman Catholic	16% (82)	25% (130)	17% (89)	8% (43)	16% (81)	17% (86)	510
Relig: Ath./Agn./None	10% (62)	22% (132)	13% (80)	8% (48)	27% (163)	21% (127)	611
Relig: Something Else	14% (47)	20% (69)	11% (40)	11% (38)	26% (89)	19% (66)	348
Relig: Jewish	11% (6)	15% (9)	7% (4)	15% (9)	39% (23)	13% (8)	59
Relig: Evangelical	17% (100)	21% (122)	12% (73)	8% (48)	19% (113)	23% (139)	596
Relig: Non-Evang. Catholics	11% (71)	23% (146)	17% (108)	9% (58)	20% (129)	19% (119)	631
Relig: All Christian	14% (171)	22% (268)	15% (181)	9% (106)	20% (242)	21% (258)	1227
Relig: All Non-Christian	11% (109)	21% (200)	13% (120)	9% (85)	26% (252)	20% (193)	960
Community: Urban	17% (108)	22% (138)	13% (81)	7% (46)	20% (127)	21% (134)	635
Community: Suburban	11% (105)	19% (193)	15% (150)	10% (95)	25% (246)	21% (204)	994
Community: Rural	12% (69)	25% (137)	13% (71)	9% (51)	21% (120)	20% (112)	560
Employ: Private Sector	15% (97)	23% (152)	17% (112)	8% (56)	22% (148)	15% (100)	664
Employ: Government	12% (15)	24% (30)	25% (31)	11% (13)	11% (14)	17% (20)	123
Employ: Self-Employed	18% (35)	21% (42)	11% (22)	12% (24)	25% (49)	12% (24)	197
Employ: Homemaker	12% (27)	22% (49)	13% (29)	7% (16)	23% (51)	22% (50)	223
Employ: Student	5% (5)	17% (17)	15% (15)	11% (11)	28% (29)	24% (25)	104
Employ: Retired	10% (49)	20% (96)	12% (55)	9% (43)	25% (119)	24% (113)	474
Employ: Unemployed	14% (29)	21% (44)	8% (18)	7% (15)	20% (43)	30% (65)	214
Employ: Other	13% (24)	21% (39)	10% (18)	7% (14)	21% (40)	29% (55)	190

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**Table BRD4_7: How often do you watch televisions shows or video content from each of the following?
Discovery Channel**

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	13% (282)	21% (469)	14% (301)	9% (192)	23% (494)	21% (451)	2189
Job Type: White-collar	15% (108)	19% (136)	16% (113)	8% (60)	27% (197)	14% (104)	719
Job Type: Blue-collar	12% (118)	24% (238)	14% (138)	10% (99)	20% (200)	19% (185)	976
Job Type: Don't Know	11% (56)	19% (94)	10% (51)	7% (33)	20% (97)	33% (162)	494
Military HH: Yes	15% (62)	26% (109)	16% (65)	9% (37)	19% (80)	15% (62)	415
Military HH: No	12% (220)	20% (359)	13% (237)	9% (154)	23% (414)	22% (389)	1773
RD/WT: Right Direction	18% (161)	24% (216)	14% (127)	7% (65)	18% (166)	19% (174)	910
RD/WT: Wrong Track	9% (121)	20% (252)	14% (174)	10% (127)	26% (328)	22% (277)	1279
Strongly Approve	21% (100)	23% (110)	10% (48)	8% (37)	18% (86)	19% (87)	468
Somewhat Approve	12% (59)	22% (107)	18% (88)	9% (46)	21% (102)	19% (94)	496
Somewhat Disapprove	9% (27)	27% (76)	19% (54)	9% (26)	21% (61)	14% (39)	283
Strongly Disapprove	11% (87)	21% (166)	12% (98)	9% (76)	26% (211)	21% (169)	806
Don't Know / No Opinion	7% (10)	7% (9)	10% (13)	5% (7)	25% (35)	46% (63)	137
#1 Issue: Economy	14% (81)	24% (135)	14% (78)	7% (42)	23% (133)	17% (99)	567
#1 Issue: Security	12% (55)	21% (93)	14% (61)	10% (42)	21% (94)	22% (97)	443
#1 Issue: Health Care	11% (46)	22% (90)	11% (46)	10% (39)	26% (104)	19% (77)	402
#1 Issue: Medicare / Social Security	12% (42)	19% (66)	14% (48)	7% (25)	21% (73)	27% (95)	349
#1 Issue: Women's Issues	11% (13)	22% (26)	20% (24)	8% (9)	20% (24)	21% (25)	121
#1 Issue: Education	15% (22)	20% (30)	19% (28)	10% (15)	16% (24)	22% (33)	152
#1 Issue: Energy	23% (21)	24% (22)	9% (8)	13% (12)	24% (22)	7% (6)	91
#1 Issue: Other	4% (3)	12% (8)	13% (8)	11% (7)	31% (20)	29% (19)	64
2016 Vote: Democrat Hillary Clinton	12% (91)	23% (172)	13% (99)	10% (72)	24% (180)	18% (136)	750
2016 Vote: Republican Donald Trump	14% (113)	22% (175)	15% (116)	9% (70)	21% (163)	19% (145)	782
2016 Vote: Someone else	8% (12)	21% (32)	21% (33)	10% (16)	23% (35)	17% (26)	153
2012 Vote: Barack Obama	13% (115)	24% (212)	14% (124)	8% (73)	22% (199)	19% (165)	889
2012 Vote: Mitt Romney	14% (77)	22% (123)	14% (81)	10% (59)	23% (127)	17% (96)	561
2012 Vote: Other	15% (12)	13% (10)	19% (15)	2% (1)	20% (16)	31% (24)	77
2012 Vote: Didn't Vote	12% (79)	19% (124)	12% (82)	9% (58)	23% (152)	25% (166)	660

Continued on next page

Table BRD4_7: How often do you watch televisions shows or video content from each of the following?
 Discovery Channel

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	13% (282)	21% (469)	14% (301)	9% (192)	23% (494)	21% (451)	2189
4-Region: Northeast	13% (53)	18% (72)	14% (57)	13% (52)	19% (76)	23% (90)	400
4-Region: Midwest	14% (67)	22% (104)	14% (64)	5% (26)	26% (121)	19% (91)	473
4-Region: South	13% (104)	22% (181)	13% (108)	8% (64)	23% (187)	20% (164)	809
4-Region: West	11% (58)	22% (112)	14% (73)	10% (51)	22% (109)	21% (105)	508

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

Table BRD4_8: How often do you watch televisions shows or video content from each of the following?
NBC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	24% (516)	25% (545)	15% (318)	7% (150)	16% (340)	15% (321)	2192
Gender: Male	26% (274)	26% (273)	16% (171)	8% (80)	13% (134)	11% (119)	1052
Gender: Female	21% (242)	24% (272)	13% (147)	6% (70)	18% (206)	18% (202)	1140
Age: 18-29	15% (73)	20% (95)	14% (69)	10% (48)	20% (94)	20% (97)	474
Age: 30-44	23% (131)	26% (145)	15% (84)	7% (38)	17% (95)	11% (64)	558
Age: 45-54	19% (74)	30% (113)	17% (65)	8% (29)	10% (38)	16% (59)	377
Age: 55-64	31% (121)	25% (96)	13% (49)	5% (18)	13% (51)	13% (52)	387
Age: 65+	30% (118)	24% (97)	13% (52)	4% (17)	16% (63)	12% (49)	395
PID: Dem (no lean)	30% (238)	30% (232)	12% (91)	6% (45)	12% (92)	11% (85)	783
PID: Ind (no lean)	19% (133)	21% (151)	16% (112)	8% (57)	18% (128)	19% (136)	718
PID: Rep (no lean)	21% (145)	23% (162)	17% (115)	7% (48)	17% (120)	15% (101)	692
PID/Gender: Dem Men	36% (133)	30% (111)	11% (39)	7% (24)	9% (33)	7% (26)	366
PID/Gender: Dem Women	25% (105)	29% (120)	13% (53)	5% (21)	14% (59)	14% (59)	417
PID/Gender: Ind Men	21% (68)	24% (77)	19% (63)	8% (25)	16% (51)	13% (42)	327
PID/Gender: Ind Women	17% (65)	19% (74)	12% (49)	8% (32)	20% (77)	24% (94)	390
PID/Gender: Rep Men	20% (73)	24% (85)	19% (70)	9% (31)	14% (50)	14% (52)	359
PID/Gender: Rep Women	22% (72)	23% (78)	14% (45)	5% (17)	21% (70)	15% (49)	332
Tea Party: Supporter	25% (143)	26% (146)	15% (85)	5% (30)	16% (91)	13% (73)	568
Tea Party: Not Supporter	23% (368)	25% (397)	14% (231)	7% (120)	15% (250)	15% (248)	1614
Ideo: Liberal (1-3)	27% (185)	28% (193)	15% (100)	7% (50)	13% (89)	10% (71)	689
Ideo: Moderate (4)	21% (118)	27% (148)	16% (90)	7% (36)	12% (67)	17% (91)	550
Ideo: Conservative (5-7)	23% (164)	22% (155)	14% (103)	8% (59)	20% (144)	13% (92)	716
Educ: < College	23% (363)	23% (364)	14% (226)	7% (108)	15% (240)	17% (259)	1559
Educ: Bachelors degree	23% (96)	26% (109)	16% (66)	8% (31)	16% (68)	11% (45)	414
Educ: Post-grad	27% (58)	33% (72)	12% (26)	5% (12)	15% (33)	8% (17)	218

Continued on next page

Table BRD4_8: How often do you watch televisions shows or video content from each of the following?
NBC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	24% (516)	25% (545)	15% (318)	7% (150)	16% (340)	15% (321)	2192
Income: Under 50k	23% (298)	23% (302)	12% (159)	8% (101)	16% (209)	19% (254)	1323
Income: 50k-100k	24% (158)	27% (179)	20% (127)	5% (36)	15% (101)	8% (51)	651
Income: 100k+	27% (60)	30% (65)	15% (32)	6% (14)	14% (31)	8% (17)	218
Ethnicity: White	24% (419)	25% (427)	14% (250)	6% (110)	16% (286)	14% (250)	1743
Ethnicity: Hispanic	21% (70)	28% (93)	16% (51)	8% (26)	10% (32)	17% (56)	328
Ethnicity: Afr. Am.	23% (61)	25% (68)	14% (39)	9% (23)	12% (32)	17% (46)	267
Ethnicity: Other	20% (36)	28% (51)	16% (29)	10% (17)	12% (23)	14% (26)	182
Relig: Protestant	26% (125)	25% (119)	14% (66)	6% (28)	17% (79)	12% (56)	474
Relig: Roman Catholic	29% (149)	28% (143)	15% (76)	7% (37)	11% (59)	9% (48)	512
Relig: Ath./Agn./None	19% (113)	24% (147)	16% (95)	8% (47)	16% (95)	18% (112)	609
Relig: Something Else	21% (74)	24% (84)	13% (45)	7% (24)	20% (70)	15% (52)	349
Relig: Jewish	29% (17)	20% (12)	17% (10)	5% (3)	22% (13)	6% (4)	59
Relig: Evangelical	27% (159)	22% (132)	14% (85)	6% (36)	15% (92)	16% (94)	597
Relig: Non-Evang. Catholics	26% (168)	29% (182)	15% (93)	7% (43)	13% (84)	10% (64)	634
Relig: All Christian	27% (326)	25% (314)	14% (179)	6% (79)	14% (176)	13% (158)	1231
Relig: All Non-Christian	20% (188)	24% (232)	15% (140)	7% (71)	17% (165)	17% (163)	958
Community: Urban	26% (166)	24% (155)	13% (84)	7% (45)	15% (92)	14% (92)	635
Community: Suburban	22% (221)	27% (272)	14% (144)	7% (67)	16% (155)	14% (138)	996
Community: Rural	23% (129)	21% (118)	16% (91)	7% (38)	17% (93)	16% (92)	561
Employ: Private Sector	24% (156)	29% (190)	17% (113)	6% (43)	15% (100)	9% (61)	663
Employ: Government	20% (24)	36% (45)	14% (17)	8% (9)	11% (14)	11% (14)	124
Employ: Self-Employed	18% (36)	27% (53)	17% (34)	14% (28)	14% (27)	10% (20)	198
Employ: Homemaker	18% (39)	25% (55)	12% (27)	7% (15)	16% (36)	23% (51)	223
Employ: Student	7% (7)	14% (15)	15% (15)	9% (9)	33% (34)	22% (23)	104
Employ: Retired	32% (150)	22% (105)	13% (62)	5% (24)	15% (72)	13% (63)	476
Employ: Unemployed	23% (49)	18% (39)	9% (18)	8% (18)	18% (38)	24% (51)	214
Employ: Other	28% (54)	23% (43)	16% (31)	2% (5)	10% (20)	20% (38)	192

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Table BRD4_8: How often do you watch televisions shows or video content from each of the following?

NBC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	24% (516)	25% (545)	15% (318)	7% (150)	16% (340)	15% (321)	2192
Job Type: White-collar	28% (199)	28% (199)	14% (104)	8% (60)	14% (101)	8% (58)	720
Job Type: Blue-collar	24% (229)	24% (237)	16% (157)	6% (62)	17% (166)	13% (123)	974
Job Type: Don't Know	18% (88)	22% (110)	12% (58)	6% (29)	15% (73)	28% (140)	498
Military HH: Yes	29% (121)	25% (106)	14% (59)	7% (30)	13% (55)	11% (46)	417
Military HH: No	22% (395)	25% (440)	15% (259)	7% (120)	16% (286)	16% (275)	1775
RD/WT: Right Direction	22% (201)	23% (208)	15% (138)	7% (60)	18% (161)	15% (140)	908
RD/WT: Wrong Track	25% (315)	26% (338)	14% (180)	7% (90)	14% (179)	14% (181)	1284
Strongly Approve	25% (117)	21% (97)	15% (68)	6% (27)	19% (90)	15% (71)	470
Somewhat Approve	17% (84)	29% (141)	15% (75)	8% (39)	17% (86)	13% (66)	492
Somewhat Disapprove	23% (65)	32% (89)	17% (47)	10% (29)	11% (31)	8% (21)	282
Strongly Disapprove	29% (235)	25% (199)	14% (114)	6% (49)	14% (116)	12% (97)	810
Don't Know / No Opinion	11% (15)	15% (20)	10% (13)	5% (6)	13% (18)	47% (65)	137
#1 Issue: Economy	20% (114)	25% (145)	14% (80)	7% (39)	19% (110)	15% (84)	570
#1 Issue: Security	20% (91)	23% (103)	17% (75)	7% (32)	18% (82)	14% (62)	444
#1 Issue: Health Care	24% (96)	25% (99)	14% (54)	7% (28)	15% (62)	16% (63)	402
#1 Issue: Medicare / Social Security	36% (126)	29% (102)	10% (36)	4% (15)	8% (28)	12% (42)	349
#1 Issue: Women's Issues	24% (29)	23% (28)	18% (21)	9% (11)	11% (14)	14% (17)	120
#1 Issue: Education	19% (29)	20% (30)	17% (25)	11% (16)	16% (23)	18% (27)	151
#1 Issue: Energy	28% (26)	26% (24)	20% (18)	4% (4)	14% (13)	8% (7)	92
#1 Issue: Other	8% (5)	25% (16)	14% (9)	8% (5)	15% (9)	30% (19)	64
2016 Vote: Democrat Hillary Clinton	32% (239)	29% (221)	13% (100)	7% (50)	9% (66)	10% (75)	750
2016 Vote: Republican Donald Trump	21% (166)	23% (178)	16% (122)	7% (58)	19% (145)	15% (114)	782
2016 Vote: Someone else	20% (30)	25% (39)	19% (30)	8% (12)	18% (27)	10% (16)	154
2012 Vote: Barack Obama	33% (291)	28% (252)	16% (140)	5% (44)	9% (82)	9% (81)	890
2012 Vote: Mitt Romney	19% (109)	25% (143)	17% (95)	8% (47)	17% (97)	13% (72)	564
2012 Vote: Other	17% (13)	23% (18)	12% (9)	5% (4)	25% (19)	17% (13)	77
2012 Vote: Didn't Vote	15% (102)	20% (133)	11% (74)	8% (55)	22% (142)	24% (155)	660

Continued on next page

Table BRD4_8: How often do you watch televisions shows or video content from each of the following?

NBC

Demographic	About once a day	A few times a week	About once a week	About once every other week	About once a month or less often	Don't Know / No Opinion	Total N
Adults	24% (516)	25% (545)	15% (318)	7% (150)	16% (340)	15% (321)	2192
4-Region: Northeast	22% (86)	27% (106)	15% (61)	8% (32)	12% (49)	16% (65)	399
4-Region: Midwest	28% (132)	26% (122)	11% (54)	6% (26)	18% (83)	12% (56)	474
4-Region: South	22% (174)	25% (202)	14% (110)	8% (62)	16% (130)	16% (130)	809
4-Region: West	24% (124)	23% (116)	18% (92)	6% (30)	15% (78)	14% (71)	510

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

Table BRD4a: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch this type of content?

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	11% (238)	19% (421)	17% (381)	36% (790)	17% (371)	2201
Gender: Male	14% (148)	18% (195)	19% (198)	34% (358)	15% (160)	1060
Gender: Female	8% (90)	20% (226)	16% (183)	38% (432)	18% (211)	1141
Age: 18-29	22% (103)	32% (153)	18% (88)	15% (71)	13% (62)	476
Age: 30-44	17% (97)	25% (141)	18% (98)	28% (155)	12% (69)	559
Age: 45-54	7% (26)	17% (64)	16% (61)	38% (145)	22% (82)	377
Age: 55-64	1% (6)	11% (43)	18% (72)	47% (183)	22% (88)	391
Age: 65+	2% (7)	5% (21)	15% (61)	60% (237)	18% (72)	398
PID: Dem (no lean)	15% (118)	22% (173)	14% (107)	34% (266)	15% (121)	786
PID: Ind (no lean)	7% (52)	15% (110)	20% (145)	37% (268)	20% (145)	720
PID: Rep (no lean)	10% (68)	20% (137)	19% (129)	37% (256)	15% (105)	695
PID/Gender: Dem Men	21% (76)	21% (77)	15% (56)	31% (113)	13% (46)	367
PID/Gender: Dem Women	10% (42)	23% (97)	12% (52)	37% (153)	18% (75)	419
PID/Gender: Ind Men	9% (29)	15% (49)	21% (68)	36% (118)	20% (66)	330
PID/Gender: Ind Women	6% (23)	16% (61)	20% (77)	39% (150)	20% (79)	390
PID/Gender: Rep Men	12% (44)	19% (69)	20% (74)	35% (128)	13% (48)	363
PID/Gender: Rep Women	7% (25)	20% (68)	16% (54)	39% (128)	17% (57)	332
Tea Party: Supporter	21% (122)	24% (136)	14% (82)	28% (162)	12% (71)	572
Tea Party: Not Supporter	7% (113)	18% (284)	18% (297)	39% (626)	18% (299)	1619
Ideo: Liberal (1-3)	19% (134)	23% (163)	16% (110)	29% (199)	13% (89)	695
Ideo: Moderate (4)	7% (40)	20% (109)	20% (111)	35% (192)	18% (98)	551
Ideo: Conservative (5-7)	7% (50)	17% (123)	17% (124)	46% (327)	13% (94)	718
Educ: < College	10% (156)	19% (297)	17% (260)	35% (553)	19% (300)	1567
Educ: Bachelors degree	12% (51)	21% (86)	18% (76)	37% (154)	12% (49)	416
Educ: Post-grad	14% (31)	18% (38)	20% (44)	38% (83)	10% (22)	219
Income: Under 50k	9% (121)	19% (258)	16% (210)	36% (477)	20% (263)	1329
Income: 50k-100k	13% (84)	19% (127)	21% (135)	34% (220)	13% (88)	654
Income: 100k+	15% (33)	17% (36)	16% (36)	43% (93)	9% (20)	218

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Table BRD4a: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch this type of content?

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	11% (238)	19% (421)	17% (381)	36% (790)	17% (371)	2201
Ethnicity: White	10% (169)	18% (307)	17% (304)	39% (691)	16% (279)	1750
Ethnicity: Hispanic	24% (78)	26% (86)	20% (65)	15% (50)	15% (50)	329
Ethnicity: Afr. Am.	13% (34)	28% (76)	13% (34)	23% (62)	23% (63)	269
Ethnicity: Other	19% (35)	21% (38)	23% (43)	20% (37)	16% (29)	182
Relig: Protestant	9% (41)	15% (70)	18% (88)	46% (221)	12% (55)	475
Relig: Roman Catholic	16% (84)	20% (102)	15% (79)	30% (155)	18% (94)	513
Relig: Ath./Agn./None	10% (64)	18% (109)	19% (119)	35% (213)	17% (107)	613
Relig: Something Else	8% (30)	23% (82)	16% (57)	36% (126)	16% (56)	351
Relig: Jewish	6% (4)	14% (9)	20% (12)	47% (28)	13% (8)	60
Relig: Evangelical	16% (96)	19% (116)	15% (92)	33% (200)	16% (95)	600
Relig: Non-Evang. Catholics	8% (48)	18% (114)	18% (113)	39% (248)	18% (113)	636
Relig: All Christian	12% (144)	19% (230)	17% (205)	36% (449)	17% (207)	1235
Relig: All Non-Christian	10% (94)	20% (191)	18% (176)	35% (339)	17% (164)	964
Community: Urban	19% (119)	18% (116)	14% (90)	31% (199)	18% (114)	638
Community: Suburban	8% (80)	20% (204)	19% (193)	37% (372)	15% (150)	999
Community: Rural	7% (40)	18% (101)	17% (98)	39% (219)	19% (107)	564
Employ: Private Sector	15% (101)	26% (175)	17% (113)	31% (206)	11% (73)	668
Employ: Government	25% (31)	24% (29)	13% (16)	23% (29)	16% (20)	124
Employ: Self-Employed	16% (31)	22% (44)	23% (45)	30% (59)	10% (20)	198
Employ: Homemaker	9% (20)	17% (37)	16% (35)	36% (80)	23% (51)	223
Employ: Student	12% (13)	33% (34)	25% (26)	15% (16)	14% (15)	104
Employ: Retired	1% (7)	8% (37)	17% (80)	57% (271)	17% (84)	479
Employ: Unemployed	12% (25)	15% (33)	17% (37)	31% (67)	24% (52)	214
Employ: Other	6% (11)	17% (32)	15% (29)	33% (63)	29% (56)	192
Job Type: White-collar	14% (101)	19% (134)	18% (134)	39% (283)	10% (72)	723
Job Type: Blue-collar	9% (90)	19% (190)	18% (181)	39% (381)	14% (137)	980
Job Type: Don't Know	10% (47)	19% (96)	13% (66)	25% (126)	33% (163)	498
Military HH: Yes	13% (55)	20% (83)	15% (64)	35% (148)	16% (67)	419
Military HH: No	10% (183)	19% (338)	18% (317)	36% (642)	17% (304)	1782

Continued on next page

Table BRD4a: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch this type of content?

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	11% (238)	19% (421)	17% (381)	36% (790)	17% (371)	2201
RD/WT: Right Direction	16% (149)	20% (178)	16% (150)	32% (288)	16% (147)	912
RD/WT: Wrong Track	7% (90)	19% (243)	18% (231)	39% (502)	17% (224)	1289
Strongly Approve	17% (82)	11% (54)	16% (76)	40% (189)	15% (69)	470
Somewhat Approve	9% (47)	27% (133)	19% (93)	32% (158)	13% (65)	496
Somewhat Disapprove	7% (20)	28% (78)	18% (50)	36% (101)	12% (34)	283
Strongly Disapprove	10% (78)	18% (149)	18% (144)	37% (304)	17% (140)	815
Don't Know / No Opinion	8% (12)	5% (7)	13% (18)	27% (37)	46% (64)	137
#1 Issue: Economy	12% (70)	18% (104)	17% (97)	32% (186)	20% (115)	572
#1 Issue: Security	8% (35)	18% (78)	17% (75)	45% (201)	13% (56)	445
#1 Issue: Health Care	7% (27)	21% (83)	21% (86)	34% (138)	17% (69)	403
#1 Issue: Medicare / Social Security	7% (26)	13% (44)	14% (48)	46% (161)	20% (71)	350
#1 Issue: Women's Issues	27% (33)	31% (37)	16% (19)	19% (23)	7% (9)	121
#1 Issue: Education	19% (28)	26% (39)	20% (30)	22% (33)	14% (22)	152
#1 Issue: Energy	18% (16)	34% (31)	23% (21)	20% (18)	5% (5)	92
#1 Issue: Other	4% (2)	7% (4)	7% (5)	45% (29)	37% (24)	65
2016 Vote: Democrat Hillary Clinton	13% (98)	21% (157)	15% (111)	36% (272)	15% (116)	754
2016 Vote: Republican Donald Trump	11% (86)	16% (123)	19% (150)	40% (313)	14% (113)	785
2016 Vote: Someone else	3% (5)	23% (35)	16% (25)	40% (61)	18% (28)	154
2012 Vote: Barack Obama	12% (106)	21% (184)	15% (137)	36% (318)	17% (147)	892
2012 Vote: Mitt Romney	8% (43)	15% (82)	19% (106)	46% (259)	13% (75)	565
2012 Vote: Other	1% (1)	14% (11)	25% (20)	42% (32)	18% (14)	77
2012 Vote: Didn't Vote	13% (89)	22% (143)	18% (118)	27% (181)	20% (135)	666
4-Region: Northeast	10% (41)	17% (69)	17% (66)	37% (148)	19% (77)	402
4-Region: Midwest	10% (46)	17% (80)	18% (84)	41% (194)	14% (69)	474
4-Region: South	11% (90)	21% (173)	17% (137)	32% (264)	18% (150)	815
4-Region: West	12% (61)	19% (98)	18% (92)	36% (184)	15% (75)	511

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

Table BRD5_1: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
NBC News

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (287)	20% (431)	17% (374)	35% (775)	15% (334)	2201
Gender: Male	15% (164)	20% (211)	19% (200)	33% (351)	13% (134)	1060
Gender: Female	11% (123)	19% (220)	15% (174)	37% (424)	17% (200)	1141
Age: 18-29	21% (99)	20% (96)	22% (104)	24% (113)	13% (64)	476
Age: 30-44	16% (91)	27% (149)	15% (83)	29% (165)	13% (71)	559
Age: 45-54	12% (45)	21% (79)	14% (53)	33% (123)	21% (78)	377
Age: 55-64	8% (30)	17% (67)	17% (67)	42% (162)	16% (64)	391
Age: 65+	5% (22)	10% (40)	17% (66)	53% (213)	14% (57)	398
PID: Dem (no lean)	17% (130)	25% (193)	16% (130)	28% (223)	14% (110)	786
PID: Ind (no lean)	10% (73)	16% (117)	17% (122)	38% (274)	19% (134)	720
PID: Rep (no lean)	12% (84)	17% (121)	18% (122)	40% (279)	13% (89)	695
PID/Gender: Dem Men	22% (80)	25% (91)	18% (66)	26% (97)	9% (33)	367
PID/Gender: Dem Women	12% (50)	24% (103)	15% (63)	30% (126)	18% (77)	419
PID/Gender: Ind Men	10% (34)	17% (56)	19% (62)	35% (117)	19% (61)	330
PID/Gender: Ind Women	10% (39)	16% (61)	16% (61)	40% (157)	19% (73)	390
PID/Gender: Rep Men	14% (49)	18% (65)	20% (72)	38% (138)	11% (40)	363
PID/Gender: Rep Women	10% (35)	17% (56)	15% (50)	43% (142)	15% (49)	332
Tea Party: Supporter	21% (122)	22% (129)	15% (84)	30% (173)	11% (65)	572
Tea Party: Not Supporter	10% (162)	18% (299)	18% (290)	37% (601)	17% (267)	1619
Ideo: Liberal (1-3)	19% (131)	27% (184)	19% (129)	25% (175)	11% (76)	695
Ideo: Moderate (4)	12% (67)	21% (117)	16% (86)	34% (186)	17% (94)	551
Ideo: Conservative (5-7)	10% (69)	15% (110)	17% (118)	47% (339)	11% (81)	718
Educ: < College	13% (208)	18% (284)	17% (261)	34% (540)	17% (273)	1567
Educ: Bachelors degree	13% (54)	23% (96)	17% (70)	37% (154)	10% (42)	416
Educ: Post-grad	11% (25)	23% (51)	19% (42)	37% (82)	8% (19)	219

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Table BRD5_1: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

NBC News

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (287)	20% (431)	17% (374)	35% (775)	15% (334)	2201
Income: Under 50k	13% (171)	17% (229)	17% (223)	35% (466)	18% (240)	1329
Income: 50k-100k	14% (91)	23% (153)	19% (121)	33% (219)	11% (71)	654
Income: 100k+	11% (25)	23% (50)	14% (30)	42% (91)	10% (23)	218
Ethnicity: White	12% (202)	19% (328)	17% (301)	38% (661)	15% (258)	1750
Ethnicity: Hispanic	27% (89)	24% (78)	15% (48)	20% (66)	15% (49)	329
Ethnicity: Afr. Am.	16% (43)	25% (67)	16% (42)	25% (67)	18% (49)	269
Ethnicity: Other	23% (42)	19% (35)	17% (31)	26% (47)	15% (27)	182
Relig: Protestant	9% (40)	17% (82)	18% (85)	43% (205)	13% (61)	475
Relig: Roman Catholic	20% (100)	23% (118)	15% (77)	29% (147)	14% (70)	513
Relig: Ath./Agn./None	13% (77)	17% (102)	16% (99)	38% (232)	17% (103)	613
Relig: Something Else	9% (32)	26% (90)	18% (62)	30% (106)	17% (61)	351
Relig: Jewish	10% (6)	19% (12)	11% (7)	45% (27)	15% (9)	60
Relig: Evangelical	17% (103)	18% (106)	17% (101)	35% (211)	13% (79)	600
Relig: Non-Evang. Catholics	12% (75)	21% (130)	18% (112)	36% (227)	14% (91)	636
Relig: All Christian	14% (177)	19% (237)	17% (213)	35% (438)	14% (170)	1235
Relig: All Non-Christian	11% (110)	20% (192)	17% (161)	35% (337)	17% (164)	964
Community: Urban	19% (122)	20% (127)	15% (94)	31% (195)	16% (101)	638
Community: Suburban	10% (100)	20% (203)	18% (184)	38% (379)	13% (132)	999
Community: Rural	12% (65)	18% (101)	17% (96)	36% (201)	18% (100)	564
Employ: Private Sector	17% (115)	25% (165)	15% (101)	32% (211)	11% (74)	668
Employ: Government	18% (22)	26% (32)	21% (26)	23% (28)	13% (16)	124
Employ: Self-Employed	14% (28)	25% (49)	21% (42)	32% (63)	8% (16)	198
Employ: Homemaker	10% (23)	16% (35)	18% (40)	34% (76)	22% (49)	223
Employ: Student	14% (15)	17% (17)	24% (24)	26% (27)	20% (20)	104
Employ: Retired	6% (30)	13% (61)	16% (78)	52% (247)	13% (63)	479
Employ: Unemployed	15% (31)	18% (38)	14% (31)	32% (68)	21% (45)	214
Employ: Other	12% (22)	18% (34)	16% (31)	28% (54)	26% (50)	192

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Table BRD5_1: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

NBC News

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (287)	20% (431)	17% (374)	35% (775)	15% (334)	2201
Job Type: White-collar	15% (106)	23% (164)	17% (125)	37% (269)	8% (59)	723
Job Type: Blue-collar	11% (108)	18% (181)	19% (187)	38% (373)	13% (131)	980
Job Type: Don't Know	15% (73)	17% (86)	12% (61)	27% (133)	29% (144)	498
Military HH: Yes	17% (71)	16% (67)	19% (78)	33% (137)	16% (66)	419
Military HH: No	12% (216)	20% (364)	17% (296)	36% (638)	15% (268)	1782
RD/WT: Right Direction	17% (154)	18% (168)	16% (147)	35% (319)	14% (125)	912
RD/WT: Wrong Track	10% (133)	20% (263)	18% (227)	35% (457)	16% (209)	1289
Strongly Approve	17% (81)	12% (55)	17% (79)	43% (201)	11% (54)	470
Somewhat Approve	12% (57)	22% (109)	17% (82)	35% (174)	15% (73)	496
Somewhat Disapprove	10% (28)	31% (86)	19% (54)	30% (86)	10% (29)	283
Strongly Disapprove	13% (109)	21% (167)	18% (144)	34% (279)	14% (115)	815
Don't Know / No Opinion	8% (11)	10% (14)	10% (14)	26% (36)	45% (62)	137
#1 Issue: Economy	12% (67)	20% (113)	18% (106)	34% (195)	16% (91)	572
#1 Issue: Security	10% (44)	18% (82)	17% (77)	41% (181)	14% (61)	445
#1 Issue: Health Care	11% (46)	24% (96)	17% (69)	34% (137)	14% (55)	403
#1 Issue: Medicare / Social Security	14% (49)	14% (49)	13% (45)	41% (144)	18% (64)	350
#1 Issue: Women's Issues	24% (29)	21% (26)	17% (20)	29% (34)	9% (11)	121
#1 Issue: Education	14% (22)	26% (39)	22% (34)	23% (34)	15% (23)	152
#1 Issue: Energy	29% (27)	20% (18)	15% (14)	25% (23)	11% (10)	92
#1 Issue: Other	4% (2)	13% (9)	14% (9)	42% (27)	28% (18)	65
2016 Vote: Democrat Hillary Clinton	16% (119)	26% (197)	16% (122)	29% (216)	13% (100)	754
2016 Vote: Republican Donald Trump	14% (107)	15% (117)	16% (124)	43% (340)	12% (98)	785
2016 Vote: Someone else	4% (6)	19% (29)	20% (32)	40% (62)	16% (25)	154
2012 Vote: Barack Obama	15% (135)	25% (226)	15% (135)	30% (268)	14% (129)	892
2012 Vote: Mitt Romney	10% (56)	13% (76)	18% (101)	47% (265)	12% (67)	565
2012 Vote: Other	4% (3)	17% (13)	20% (15)	43% (33)	17% (13)	77
2012 Vote: Didn't Vote	14% (93)	17% (116)	18% (123)	31% (210)	19% (125)	666

Continued on next page

Table BRD5_1: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

NBC News

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (287)	20% (431)	17% (374)	35% (775)	15% (334)	2201
4-Region: Northeast	12% (47)	21% (84)	15% (60)	36% (143)	17% (67)	402
4-Region: Midwest	13% (60)	16% (76)	17% (79)	42% (199)	13% (59)	474
4-Region: South	13% (109)	22% (178)	17% (139)	31% (254)	17% (135)	815
4-Region: West	14% (71)	18% (93)	19% (97)	35% (179)	14% (72)	511

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

Table BRD5_2: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

ABC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	14% (305)	21% (471)	16% (357)	33% (735)	15% (333)	2201
Gender: Male	16% (168)	21% (223)	18% (192)	33% (345)	12% (131)	1060
Gender: Female	12% (137)	22% (248)	14% (165)	34% (390)	18% (202)	1141
Age: 18-29	21% (99)	28% (133)	17% (82)	19% (92)	15% (69)	476
Age: 30-44	19% (106)	25% (139)	16% (89)	28% (155)	13% (70)	559
Age: 45-54	13% (50)	19% (73)	13% (49)	34% (128)	21% (78)	377
Age: 55-64	8% (31)	20% (79)	17% (67)	39% (152)	16% (62)	391
Age: 65+	5% (19)	12% (47)	17% (69)	52% (208)	14% (55)	398
PID: Dem (no lean)	19% (148)	26% (204)	14% (107)	28% (223)	13% (104)	786
PID: Ind (no lean)	9% (67)	18% (131)	19% (136)	35% (251)	19% (136)	720
PID: Rep (no lean)	13% (89)	20% (137)	16% (114)	38% (261)	14% (94)	695
PID/Gender: Dem Men	22% (80)	27% (98)	16% (58)	27% (101)	8% (31)	367
PID/Gender: Dem Women	16% (68)	25% (106)	12% (50)	29% (122)	17% (73)	419
PID/Gender: Ind Men	10% (34)	19% (62)	20% (65)	34% (112)	17% (57)	330
PID/Gender: Ind Women	8% (33)	18% (69)	18% (71)	36% (139)	20% (78)	390
PID/Gender: Rep Men	15% (54)	18% (64)	19% (69)	37% (133)	12% (43)	363
PID/Gender: Rep Women	11% (36)	22% (73)	13% (45)	39% (128)	15% (51)	332
Tea Party: Supporter	21% (122)	24% (139)	13% (77)	29% (165)	12% (69)	572
Tea Party: Not Supporter	11% (177)	20% (330)	17% (278)	35% (570)	16% (263)	1619
Ideo: Liberal (1-3)	19% (133)	27% (190)	17% (120)	26% (177)	11% (75)	695
Ideo: Moderate (4)	13% (72)	22% (123)	16% (89)	32% (175)	17% (92)	551
Ideo: Conservative (5-7)	11% (77)	17% (124)	16% (116)	44% (314)	12% (86)	718
Educ: < College	14% (226)	20% (319)	15% (238)	32% (508)	18% (276)	1567
Educ: Bachelors degree	12% (52)	25% (104)	17% (72)	36% (150)	9% (38)	416
Educ: Post-grad	13% (28)	22% (48)	21% (47)	35% (77)	9% (19)	219

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Table BRD5_2: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

ABC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	14% (305)	21% (471)	16% (357)	33% (735)	15% (333)	2201
Income: Under 50k	14% (191)	20% (260)	15% (204)	33% (436)	18% (238)	1329
Income: 50k-100k	14% (91)	25% (163)	18% (116)	33% (213)	11% (70)	654
Income: 100k+	11% (23)	22% (47)	17% (37)	39% (85)	12% (25)	218
Ethnicity: White	12% (214)	21% (361)	16% (282)	36% (630)	15% (264)	1750
Ethnicity: Hispanic	21% (69)	27% (88)	18% (58)	19% (64)	15% (51)	329
Ethnicity: Afr. Am.	22% (60)	25% (68)	14% (37)	23% (61)	16% (42)	269
Ethnicity: Other	17% (30)	23% (42)	21% (39)	24% (44)	15% (27)	182
Relig: Protestant	10% (49)	19% (91)	16% (75)	42% (199)	13% (60)	475
Relig: Roman Catholic	17% (89)	26% (132)	15% (75)	29% (149)	14% (70)	513
Relig: Ath./Agn./None	14% (83)	17% (107)	19% (113)	33% (202)	18% (107)	613
Relig: Something Else	12% (42)	23% (81)	17% (59)	30% (104)	18% (64)	351
Relig: Jewish	9% (5)	15% (9)	18% (11)	44% (26)	14% (9)	60
Relig: Evangelical	19% (114)	21% (128)	14% (82)	33% (200)	13% (76)	600
Relig: Non-Evang. Catholics	10% (64)	24% (155)	16% (102)	36% (228)	14% (86)	636
Relig: All Christian	14% (178)	23% (283)	15% (184)	35% (429)	13% (162)	1235
Relig: All Non-Christian	13% (125)	19% (188)	18% (173)	32% (306)	18% (172)	964
Community: Urban	19% (122)	24% (154)	14% (89)	27% (174)	15% (98)	638
Community: Suburban	12% (118)	21% (207)	18% (182)	36% (360)	13% (133)	999
Community: Rural	12% (65)	19% (110)	15% (86)	36% (201)	18% (102)	564
Employ: Private Sector	18% (121)	25% (170)	16% (104)	30% (198)	11% (74)	668
Employ: Government	19% (23)	30% (37)	17% (21)	21% (26)	13% (16)	124
Employ: Self-Employed	12% (24)	25% (50)	23% (45)	29% (57)	12% (23)	198
Employ: Homemaker	14% (31)	19% (43)	15% (33)	30% (67)	22% (48)	223
Employ: Student	12% (13)	21% (22)	22% (23)	24% (25)	20% (21)	104
Employ: Retired	6% (30)	14% (67)	16% (78)	51% (243)	13% (63)	479
Employ: Unemployed	16% (35)	19% (40)	12% (26)	31% (67)	21% (46)	214
Employ: Other	14% (27)	22% (42)	14% (27)	28% (53)	22% (42)	192

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Table BRD5_2: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

ABC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	14% (305)	21% (471)	16% (357)	33% (735)	15% (333)	2201
Job Type: White-collar	14% (103)	24% (172)	18% (130)	35% (255)	9% (63)	723
Job Type: Blue-collar	12% (117)	22% (211)	16% (155)	37% (365)	14% (132)	980
Job Type: Don't Know	17% (85)	18% (88)	15% (73)	23% (115)	28% (138)	498
Military HH: Yes	14% (59)	21% (89)	20% (83)	30% (124)	15% (63)	419
Military HH: No	14% (245)	21% (382)	15% (274)	34% (611)	15% (271)	1782
RD/WT: Right Direction	17% (153)	22% (197)	16% (143)	32% (292)	14% (127)	912
RD/WT: Wrong Track	12% (152)	21% (274)	17% (214)	34% (443)	16% (206)	1289
Strongly Approve	18% (84)	16% (73)	16% (74)	40% (188)	11% (51)	470
Somewhat Approve	11% (57)	26% (129)	14% (72)	32% (158)	16% (80)	496
Somewhat Disapprove	11% (31)	29% (82)	19% (53)	32% (91)	9% (26)	283
Strongly Disapprove	15% (118)	21% (167)	18% (144)	33% (270)	14% (115)	815
Don't Know / No Opinion	11% (14)	14% (19)	11% (15)	21% (29)	44% (60)	137
#1 Issue: Economy	11% (61)	22% (127)	18% (105)	32% (182)	17% (97)	572
#1 Issue: Security	11% (49)	19% (85)	15% (66)	42% (186)	13% (59)	445
#1 Issue: Health Care	15% (62)	22% (91)	15% (59)	33% (133)	15% (59)	403
#1 Issue: Medicare / Social Security	13% (45)	18% (62)	15% (53)	39% (135)	16% (56)	350
#1 Issue: Women's Issues	23% (28)	25% (30)	20% (25)	20% (24)	11% (13)	121
#1 Issue: Education	20% (31)	31% (47)	20% (31)	16% (24)	13% (20)	152
#1 Issue: Energy	28% (26)	22% (21)	10% (9)	26% (24)	13% (12)	92
#1 Issue: Other	6% (4)	14% (9)	14% (9)	39% (25)	28% (18)	65
2016 Vote: Democrat Hillary Clinton	15% (117)	27% (202)	17% (128)	28% (213)	13% (94)	754
2016 Vote: Republican Donald Trump	13% (104)	19% (148)	15% (116)	40% (315)	13% (102)	785
2016 Vote: Someone else	8% (13)	18% (28)	19% (29)	41% (63)	14% (21)	154
2012 Vote: Barack Obama	17% (148)	25% (227)	14% (128)	30% (266)	14% (123)	892
2012 Vote: Mitt Romney	9% (53)	17% (98)	16% (91)	45% (257)	12% (66)	565
2012 Vote: Other	2% (2)	19% (14)	21% (16)	41% (32)	17% (13)	77
2012 Vote: Didn't Vote	15% (102)	20% (131)	18% (122)	27% (180)	20% (131)	666

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Table BRD5_2: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

ABC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	14% (305)	21% (471)	16% (357)	33% (735)	15% (333)	2201
4-Region: Northeast	14% (56)	18% (72)	15% (59)	37% (150)	16% (65)	402
4-Region: Midwest	13% (62)	19% (89)	17% (79)	38% (179)	14% (64)	474
4-Region: South	13% (106)	26% (211)	15% (121)	30% (246)	16% (131)	815
4-Region: West	16% (80)	19% (99)	19% (98)	31% (160)	14% (74)	511

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

Table BRD5_3: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

CBS

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (286)	22% (495)	17% (372)	33% (728)	15% (320)	2201
Gender: Male	15% (159)	23% (242)	19% (202)	31% (327)	12% (130)	1060
Gender: Female	11% (127)	22% (253)	15% (170)	35% (401)	17% (191)	1141
Age: 18-29	18% (86)	26% (125)	25% (118)	18% (83)	13% (63)	476
Age: 30-44	17% (94)	28% (156)	15% (86)	29% (160)	11% (64)	559
Age: 45-54	14% (53)	20% (76)	12% (45)	33% (125)	21% (78)	377
Age: 55-64	8% (32)	22% (86)	14% (54)	41% (160)	15% (58)	391
Age: 65+	5% (21)	13% (52)	17% (69)	50% (200)	14% (56)	398
PID: Dem (no lean)	17% (131)	27% (211)	16% (125)	27% (214)	13% (105)	786
PID: Ind (no lean)	10% (69)	18% (128)	19% (138)	35% (253)	18% (132)	720
PID: Rep (no lean)	12% (86)	22% (156)	16% (109)	37% (261)	12% (83)	695
PID/Gender: Dem Men	21% (76)	28% (102)	18% (65)	25% (93)	9% (31)	367
PID/Gender: Dem Women	13% (56)	26% (109)	14% (60)	29% (121)	17% (73)	419
PID/Gender: Ind Men	12% (38)	16% (54)	22% (73)	33% (108)	18% (58)	330
PID/Gender: Ind Women	8% (31)	19% (74)	17% (66)	37% (145)	19% (74)	390
PID/Gender: Rep Men	12% (45)	24% (86)	18% (64)	35% (126)	11% (41)	363
PID/Gender: Rep Women	12% (41)	21% (70)	13% (44)	40% (134)	13% (43)	332
Tea Party: Supporter	19% (107)	27% (157)	14% (81)	29% (166)	11% (61)	572
Tea Party: Not Supporter	11% (176)	21% (335)	18% (289)	35% (562)	16% (258)	1619
Ideo: Liberal (1-3)	18% (128)	28% (197)	18% (128)	24% (167)	11% (75)	695
Ideo: Moderate (4)	13% (69)	23% (128)	16% (89)	32% (176)	16% (89)	551
Ideo: Conservative (5-7)	10% (72)	19% (135)	16% (116)	44% (318)	11% (77)	718
Educ: < College	13% (203)	22% (348)	16% (248)	32% (506)	17% (261)	1567
Educ: Bachelors degree	12% (51)	24% (99)	19% (79)	35% (147)	10% (40)	416
Educ: Post-grad	15% (32)	22% (48)	21% (45)	34% (75)	9% (19)	219

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Table BRD5_3: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

CBS

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (286)	22% (495)	17% (372)	33% (728)	15% (320)	2201
Income: Under 50k	13% (179)	20% (271)	16% (213)	33% (438)	17% (228)	1329
Income: 50k-100k	13% (82)	26% (172)	19% (125)	32% (208)	10% (66)	654
Income: 100k+	11% (24)	24% (52)	15% (34)	38% (83)	12% (26)	218
Ethnicity: White	11% (199)	22% (389)	16% (284)	36% (627)	14% (252)	1750
Ethnicity: Hispanic	17% (54)	32% (105)	20% (66)	18% (61)	13% (43)	329
Ethnicity: Afr. Am.	21% (57)	25% (67)	14% (38)	22% (60)	17% (46)	269
Ethnicity: Other	17% (30)	21% (39)	27% (50)	23% (41)	12% (22)	182
Relig: Protestant	11% (54)	18% (87)	16% (77)	42% (197)	13% (60)	475
Relig: Roman Catholic	15% (79)	29% (146)	15% (75)	29% (147)	13% (66)	513
Relig: Ath./Agn./None	12% (74)	20% (122)	18% (112)	35% (212)	15% (93)	613
Relig: Something Else	13% (45)	22% (77)	19% (66)	27% (96)	19% (67)	351
Relig: Jewish	9% (6)	20% (12)	14% (8)	41% (25)	15% (9)	60
Relig: Evangelical	18% (106)	23% (138)	15% (88)	32% (192)	12% (75)	600
Relig: Non-Evang. Catholics	9% (59)	25% (157)	17% (106)	36% (228)	14% (86)	636
Relig: All Christian	13% (165)	24% (295)	16% (194)	34% (420)	13% (161)	1235
Relig: All Non-Christian	12% (119)	21% (200)	18% (178)	32% (308)	17% (159)	964
Community: Urban	19% (124)	23% (147)	15% (93)	28% (180)	15% (94)	638
Community: Suburban	10% (96)	23% (228)	20% (196)	36% (357)	12% (123)	999
Community: Rural	12% (66)	21% (121)	15% (82)	34% (191)	18% (103)	564
Employ: Private Sector	17% (111)	27% (178)	16% (107)	30% (200)	11% (71)	668
Employ: Government	17% (21)	31% (38)	18% (22)	22% (27)	13% (16)	124
Employ: Self-Employed	15% (29)	26% (52)	22% (43)	28% (55)	9% (19)	198
Employ: Homemaker	11% (24)	22% (48)	16% (36)	31% (69)	20% (45)	223
Employ: Student	10% (11)	21% (21)	26% (27)	23% (24)	19% (20)	104
Employ: Retired	8% (37)	14% (69)	16% (76)	49% (236)	13% (61)	479
Employ: Unemployed	15% (31)	19% (41)	16% (33)	29% (61)	22% (47)	214
Employ: Other	11% (22)	24% (47)	14% (27)	29% (56)	21% (41)	192

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Table BRD5_3: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

CBS

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (286)	22% (495)	17% (372)	33% (728)	15% (320)	2201
Job Type: White-collar	14% (103)	24% (176)	17% (125)	35% (256)	9% (62)	723
Job Type: Blue-collar	11% (112)	22% (213)	18% (173)	37% (358)	13% (123)	980
Job Type: Don't Know	14% (71)	21% (106)	15% (73)	23% (113)	27% (135)	498
Military HH: Yes	17% (71)	19% (80)	18% (74)	31% (130)	15% (63)	419
Military HH: No	12% (215)	23% (415)	17% (298)	34% (598)	14% (257)	1782
RD/WT: Right Direction	16% (145)	24% (215)	15% (135)	33% (299)	13% (117)	912
RD/WT: Wrong Track	11% (141)	22% (280)	18% (236)	33% (429)	16% (203)	1289
Strongly Approve	18% (84)	17% (82)	13% (61)	41% (195)	10% (48)	470
Somewhat Approve	10% (47)	27% (133)	18% (89)	32% (157)	14% (70)	496
Somewhat Disapprove	8% (24)	33% (94)	19% (53)	29% (82)	11% (31)	283
Strongly Disapprove	14% (117)	21% (174)	19% (155)	32% (259)	13% (109)	815
Don't Know / No Opinion	11% (15)	9% (12)	11% (14)	25% (35)	45% (61)	137
#1 Issue: Economy	11% (62)	23% (134)	18% (105)	32% (183)	16% (89)	572
#1 Issue: Security	9% (40)	22% (97)	16% (72)	41% (183)	12% (54)	445
#1 Issue: Health Care	15% (60)	25% (100)	14% (55)	33% (134)	14% (55)	403
#1 Issue: Medicare / Social Security	14% (49)	17% (60)	14% (50)	38% (132)	17% (59)	350
#1 Issue: Women's Issues	18% (21)	28% (34)	23% (28)	21% (25)	11% (13)	121
#1 Issue: Education	19% (29)	28% (43)	20% (30)	18% (27)	15% (22)	152
#1 Issue: Energy	24% (22)	20% (18)	25% (23)	20% (18)	11% (10)	92
#1 Issue: Other	4% (3)	14% (9)	13% (8)	41% (27)	28% (18)	65
2016 Vote: Democrat Hillary Clinton	15% (111)	28% (211)	17% (131)	28% (209)	12% (93)	754
2016 Vote: Republican Donald Trump	14% (109)	18% (145)	16% (122)	40% (316)	12% (93)	785
2016 Vote: Someone else	5% (8)	18% (28)	22% (34)	41% (63)	14% (22)	154
2012 Vote: Barack Obama	14% (129)	27% (241)	16% (140)	30% (264)	13% (118)	892
2012 Vote: Mitt Romney	10% (55)	19% (109)	15% (86)	45% (256)	10% (59)	565
2012 Vote: Other	6% (5)	13% (10)	22% (17)	41% (32)	17% (13)	77
2012 Vote: Didn't Vote	15% (97)	20% (135)	19% (129)	26% (176)	19% (130)	666

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Table BRD5_3: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

CBS

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (286)	22% (495)	17% (372)	33% (728)	15% (320)	2201
4-Region: Northeast	13% (52)	21% (83)	15% (62)	35% (142)	16% (63)	402
4-Region: Midwest	12% (59)	20% (97)	16% (76)	39% (185)	12% (58)	474
4-Region: South	12% (100)	27% (223)	15% (123)	29% (239)	16% (129)	815
4-Region: West	15% (76)	18% (92)	22% (110)	32% (162)	14% (71)	511

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

Table BRD5_4: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
 The BBC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	10% (214)	17% (370)	17% (380)	38% (827)	19% (410)	2201
Gender: Male	11% (113)	21% (222)	20% (209)	35% (367)	14% (148)	1060
Gender: Female	9% (101)	13% (148)	15% (171)	40% (460)	23% (262)	1141
Age: 18-29	18% (86)	22% (107)	22% (106)	22% (105)	15% (72)	476
Age: 30-44	13% (74)	23% (131)	15% (84)	34% (188)	15% (82)	559
Age: 45-54	8% (30)	15% (55)	15% (56)	35% (134)	27% (102)	377
Age: 55-64	4% (15)	13% (49)	20% (79)	43% (166)	21% (81)	391
Age: 65+	2% (9)	7% (29)	14% (54)	59% (234)	18% (71)	398
PID: Dem (no lean)	13% (100)	19% (152)	18% (140)	34% (264)	17% (130)	786
PID: Ind (no lean)	7% (48)	14% (101)	17% (121)	40% (285)	23% (165)	720
PID: Rep (no lean)	10% (66)	17% (117)	17% (119)	40% (278)	16% (114)	695
PID/Gender: Dem Men	14% (51)	25% (92)	20% (75)	31% (114)	10% (35)	367
PID/Gender: Dem Women	12% (49)	14% (60)	15% (65)	36% (150)	23% (95)	419
PID/Gender: Ind Men	8% (25)	17% (55)	18% (60)	37% (121)	21% (68)	330
PID/Gender: Ind Women	6% (22)	12% (46)	16% (61)	42% (164)	25% (97)	390
PID/Gender: Rep Men	10% (37)	21% (75)	21% (74)	36% (132)	12% (45)	363
PID/Gender: Rep Women	9% (29)	13% (43)	14% (45)	44% (146)	21% (69)	332
Tea Party: Supporter	17% (100)	22% (125)	14% (80)	32% (182)	15% (85)	572
Tea Party: Not Supporter	7% (112)	15% (239)	18% (299)	40% (645)	20% (324)	1619
Ideo: Liberal (1-3)	18% (124)	23% (162)	19% (133)	27% (189)	12% (87)	695
Ideo: Moderate (4)	7% (38)	14% (78)	17% (94)	39% (217)	22% (123)	551
Ideo: Conservative (5-7)	6% (42)	17% (119)	16% (117)	47% (338)	14% (102)	718
Educ: < College	9% (135)	15% (234)	18% (282)	36% (571)	22% (344)	1567
Educ: Bachelors degree	11% (46)	23% (95)	15% (62)	40% (167)	11% (46)	416
Educ: Post-grad	15% (33)	19% (41)	16% (36)	40% (88)	9% (20)	219

Continued on next page

Table BRD5_4: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
The BBC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	10% (214)	17% (370)	17% (380)	38% (827)	19% (410)	2201
Income: Under 50k	9% (121)	15% (198)	16% (217)	37% (494)	23% (299)	1329
Income: 50k-100k	10% (64)	21% (139)	20% (129)	36% (238)	13% (84)	654
Income: 100k+	13% (29)	15% (32)	16% (34)	44% (96)	12% (26)	218
Ethnicity: White	8% (144)	16% (289)	17% (297)	40% (702)	18% (319)	1750
Ethnicity: Hispanic	20% (64)	29% (94)	16% (51)	22% (72)	14% (47)	329
Ethnicity: Afr. Am.	15% (39)	16% (43)	17% (45)	29% (79)	24% (63)	269
Ethnicity: Other	17% (31)	21% (39)	21% (39)	25% (46)	15% (28)	182
Relig: Protestant	8% (36)	11% (50)	19% (91)	47% (221)	16% (77)	475
Relig: Roman Catholic	14% (73)	23% (118)	13% (68)	32% (166)	17% (88)	513
Relig: Ath./Agn./None	8% (50)	17% (102)	17% (102)	40% (242)	19% (116)	613
Relig: Something Else	10% (35)	18% (64)	18% (63)	33% (115)	21% (73)	351
Relig: Jewish	5% (3)	18% (11)	19% (11)	41% (25)	17% (10)	60
Relig: Evangelical	13% (75)	15% (91)	19% (116)	35% (209)	18% (108)	600
Relig: Non-Evang. Catholics	9% (54)	17% (110)	15% (98)	41% (261)	18% (112)	636
Relig: All Christian	10% (129)	16% (201)	17% (215)	38% (470)	18% (220)	1235
Relig: All Non-Christian	9% (85)	17% (167)	17% (166)	37% (357)	20% (189)	964
Community: Urban	17% (109)	18% (113)	17% (107)	31% (197)	18% (112)	638
Community: Suburban	6% (65)	19% (188)	17% (172)	41% (409)	16% (165)	999
Community: Rural	7% (40)	12% (69)	18% (101)	39% (221)	24% (133)	564
Employ: Private Sector	12% (80)	24% (161)	17% (114)	34% (224)	13% (89)	668
Employ: Government	14% (17)	28% (34)	15% (19)	26% (33)	17% (21)	124
Employ: Self-Employed	15% (29)	24% (47)	21% (41)	30% (59)	11% (21)	198
Employ: Homemaker	9% (20)	13% (29)	12% (27)	39% (86)	27% (60)	223
Employ: Student	16% (16)	17% (17)	25% (26)	21% (22)	21% (22)	104
Employ: Retired	2% (10)	9% (43)	17% (82)	55% (264)	17% (80)	479
Employ: Unemployed	12% (25)	13% (27)	21% (44)	30% (63)	25% (54)	214
Employ: Other	8% (16)	6% (11)	14% (27)	39% (75)	32% (62)	192

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Table BRD5_4: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
The BBC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	10% (214)	17% (370)	17% (380)	38% (827)	19% (410)	2201
Job Type: White-collar	11% (80)	19% (141)	19% (135)	38% (278)	12% (89)	723
Job Type: Blue-collar	8% (82)	17% (165)	18% (178)	41% (399)	16% (156)	980
Job Type: Don't Know	10% (51)	13% (65)	14% (68)	30% (150)	33% (164)	498
Military HH: Yes	12% (51)	17% (73)	19% (80)	33% (136)	19% (78)	419
Military HH: No	9% (163)	17% (297)	17% (300)	39% (691)	19% (332)	1782
RD/WT: Right Direction	13% (119)	19% (169)	17% (151)	34% (313)	17% (159)	912
RD/WT: Wrong Track	7% (95)	16% (202)	18% (229)	40% (513)	19% (250)	1289
Strongly Approve	15% (72)	14% (68)	14% (64)	42% (196)	15% (70)	470
Somewhat Approve	7% (33)	20% (97)	19% (94)	36% (177)	19% (94)	496
Somewhat Disapprove	7% (19)	21% (61)	22% (62)	35% (99)	15% (42)	283
Strongly Disapprove	10% (84)	17% (136)	18% (146)	39% (317)	16% (133)	815
Don't Know / No Opinion	4% (5)	6% (9)	10% (14)	28% (38)	52% (71)	137
#1 Issue: Economy	8% (47)	19% (110)	18% (102)	35% (198)	20% (116)	572
#1 Issue: Security	7% (30)	17% (76)	14% (61)	45% (202)	17% (76)	445
#1 Issue: Health Care	10% (40)	15% (61)	19% (78)	37% (150)	18% (74)	403
#1 Issue: Medicare / Social Security	7% (25)	11% (40)	17% (60)	45% (159)	19% (68)	350
#1 Issue: Women's Issues	23% (28)	13% (16)	25% (30)	24% (29)	16% (19)	121
#1 Issue: Education	14% (22)	23% (35)	18% (28)	27% (41)	18% (27)	152
#1 Issue: Energy	22% (20)	26% (24)	15% (14)	24% (22)	13% (12)	92
#1 Issue: Other	4% (2)	16% (10)	12% (8)	41% (27)	28% (18)	65
2016 Vote: Democrat Hillary Clinton	12% (87)	20% (153)	18% (137)	34% (258)	16% (119)	754
2016 Vote: Republican Donald Trump	10% (77)	15% (122)	15% (121)	43% (340)	16% (126)	785
2016 Vote: Someone else	2% (3)	15% (24)	21% (32)	46% (71)	16% (24)	154
2012 Vote: Barack Obama	12% (104)	18% (165)	17% (148)	35% (317)	18% (159)	892
2012 Vote: Mitt Romney	7% (38)	15% (84)	15% (86)	49% (275)	14% (81)	565
2012 Vote: Other	6% (4)	14% (11)	18% (14)	45% (35)	17% (14)	77
2012 Vote: Didn't Vote	10% (67)	17% (110)	20% (132)	30% (200)	23% (155)	666

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Table BRD5_4: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
The BBC

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	10%	(214)	17%	(370)	17%	(380)	38%	(827)	19%	(410)	2201
4-Region: Northeast	8%	(31)	18%	(73)	16%	(63)	38%	(154)	20%	(80)	402
4-Region: Midwest	9%	(42)	13%	(62)	16%	(76)	47%	(221)	15%	(72)	474
4-Region: South	11%	(86)	19%	(155)	17%	(136)	33%	(267)	21%	(171)	815
4-Region: West	11%	(54)	16%	(81)	20%	(104)	36%	(185)	17%	(86)	511

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

Table BRD5_5: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

ESPN

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (281)	18% (390)	15% (333)	39% (850)	16% (347)	2201
Gender: Male	18% (190)	20% (217)	16% (171)	33% (347)	13% (134)	1060
Gender: Female	8% (91)	15% (173)	14% (162)	44% (503)	19% (213)	1141
Age: 18-29	20% (96)	23% (108)	18% (85)	25% (120)	14% (68)	476
Age: 30-44	19% (106)	22% (125)	14% (80)	32% (178)	12% (70)	559
Age: 45-54	12% (46)	16% (60)	13% (49)	35% (133)	24% (90)	377
Age: 55-64	5% (21)	16% (62)	17% (67)	46% (178)	16% (63)	391
Age: 65+	3% (13)	9% (35)	13% (53)	61% (241)	14% (56)	398
PID: Dem (no lean)	16% (126)	19% (148)	16% (123)	35% (276)	14% (114)	786
PID: Ind (no lean)	8% (56)	18% (130)	15% (106)	41% (294)	19% (133)	720
PID: Rep (no lean)	14% (99)	16% (112)	15% (104)	40% (280)	14% (100)	695
PID/Gender: Dem Men	23% (84)	21% (76)	17% (61)	31% (114)	9% (32)	367
PID/Gender: Dem Women	10% (42)	17% (71)	15% (62)	39% (162)	20% (82)	419
PID/Gender: Ind Men	12% (40)	22% (73)	15% (51)	31% (103)	19% (63)	330
PID/Gender: Ind Women	4% (17)	14% (57)	14% (56)	49% (191)	18% (70)	390
PID/Gender: Rep Men	18% (67)	19% (67)	16% (59)	36% (130)	11% (39)	363
PID/Gender: Rep Women	10% (32)	14% (45)	13% (45)	45% (150)	18% (61)	332
Tea Party: Supporter	20% (114)	23% (129)	13% (72)	31% (178)	14% (79)	572
Tea Party: Not Supporter	10% (166)	16% (253)	16% (261)	41% (671)	16% (267)	1619
Ideo: Liberal (1-3)	17% (119)	21% (146)	18% (124)	32% (223)	12% (84)	695
Ideo: Moderate (4)	11% (61)	21% (117)	14% (78)	37% (204)	16% (90)	551
Ideo: Conservative (5-7)	12% (90)	15% (108)	14% (98)	47% (336)	12% (87)	718
Educ: < College	12% (190)	17% (268)	14% (224)	38% (595)	18% (289)	1567
Educ: Bachelors degree	14% (59)	19% (80)	18% (74)	39% (163)	9% (39)	416
Educ: Post-grad	14% (32)	19% (42)	16% (35)	42% (92)	9% (19)	219

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Table BRD5_5: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
ESPN

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (281)	18% (390)	15% (333)	39% (850)	16% (347)	2201
Income: Under 50k	13% (169)	15% (201)	15% (193)	39% (514)	19% (251)	1329
Income: 50k-100k	13% (83)	24% (155)	15% (101)	37% (244)	11% (71)	654
Income: 100k+	13% (29)	15% (34)	18% (39)	42% (92)	11% (25)	218
Ethnicity: White	11% (198)	17% (299)	15% (268)	41% (711)	16% (273)	1750
Ethnicity: Hispanic	21% (68)	25% (82)	14% (46)	25% (84)	15% (49)	329
Ethnicity: Afr. Am.	19% (52)	19% (50)	14% (37)	29% (79)	19% (51)	269
Ethnicity: Other	17% (31)	22% (41)	15% (28)	33% (60)	12% (23)	182
Relig: Protestant	9% (43)	15% (71)	15% (70)	47% (223)	14% (69)	475
Relig: Roman Catholic	19% (98)	19% (100)	13% (66)	34% (175)	15% (75)	513
Relig: Ath./Agn./None	11% (64)	17% (103)	16% (96)	41% (250)	16% (100)	613
Relig: Something Else	13% (44)	17% (61)	18% (61)	35% (122)	18% (62)	351
Relig: Jewish	12% (7)	9% (5)	17% (10)	48% (29)	14% (9)	60
Relig: Evangelical	18% (106)	20% (119)	13% (79)	35% (208)	15% (88)	600
Relig: Non-Evang. Catholics	11% (67)	17% (105)	15% (97)	42% (269)	15% (97)	636
Relig: All Christian	14% (173)	18% (224)	14% (176)	39% (478)	15% (185)	1235
Relig: All Non-Christian	11% (109)	17% (164)	16% (157)	39% (372)	17% (162)	964
Community: Urban	19% (119)	19% (119)	13% (85)	33% (213)	16% (104)	638
Community: Suburban	10% (100)	19% (190)	17% (173)	40% (397)	14% (139)	999
Community: Rural	11% (63)	14% (81)	13% (76)	43% (241)	18% (104)	564
Employ: Private Sector	18% (123)	23% (156)	14% (95)	33% (218)	11% (75)	668
Employ: Government	19% (24)	23% (29)	15% (19)	29% (36)	14% (17)	124
Employ: Self-Employed	14% (28)	20% (39)	24% (48)	34% (67)	8% (16)	198
Employ: Homemaker	10% (22)	12% (26)	15% (34)	38% (85)	25% (56)	223
Employ: Student	18% (19)	20% (21)	15% (16)	27% (28)	19% (20)	104
Employ: Retired	5% (23)	10% (50)	15% (72)	57% (272)	13% (63)	479
Employ: Unemployed	11% (23)	17% (35)	12% (26)	36% (78)	24% (52)	214
Employ: Other	11% (20)	18% (34)	12% (24)	34% (66)	25% (48)	192

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Table BRD5_5: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

ESPN

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	13% (281)	18% (390)	15% (333)	39% (850)	16% (347)	2201
Job Type: White-collar	15% (110)	17% (125)	18% (130)	40% (288)	10% (70)	723
Job Type: Blue-collar	13% (124)	19% (184)	15% (152)	40% (391)	13% (130)	980
Job Type: Don't Know	9% (47)	16% (81)	10% (51)	34% (172)	29% (147)	498
Military HH: Yes	17% (73)	15% (62)	18% (75)	35% (148)	15% (61)	419
Military HH: No	12% (208)	18% (328)	15% (259)	39% (702)	16% (286)	1782
RD/WT: Right Direction	17% (156)	19% (169)	14% (129)	36% (324)	15% (132)	912
RD/WT: Wrong Track	10% (125)	17% (220)	16% (204)	41% (525)	17% (214)	1289
Strongly Approve	19% (87)	15% (71)	13% (60)	42% (196)	12% (55)	470
Somewhat Approve	13% (62)	20% (97)	16% (77)	35% (175)	17% (85)	496
Somewhat Disapprove	8% (22)	30% (86)	15% (41)	37% (104)	10% (29)	283
Strongly Disapprove	12% (101)	15% (119)	18% (143)	41% (336)	14% (116)	815
Don't Know / No Opinion	6% (9)	12% (16)	8% (11)	28% (39)	46% (63)	137
#1 Issue: Economy	12% (69)	22% (123)	13% (76)	36% (204)	17% (100)	572
#1 Issue: Security	12% (54)	15% (66)	15% (66)	45% (202)	13% (57)	445
#1 Issue: Health Care	11% (45)	18% (71)	19% (75)	39% (159)	13% (54)	403
#1 Issue: Medicare / Social Security	10% (35)	12% (41)	13% (45)	47% (166)	18% (64)	350
#1 Issue: Women's Issues	17% (20)	21% (26)	18% (21)	26% (32)	18% (22)	121
#1 Issue: Education	15% (23)	25% (38)	20% (31)	24% (36)	16% (24)	152
#1 Issue: Energy	36% (33)	16% (15)	14% (13)	24% (23)	10% (9)	92
#1 Issue: Other	3% (2)	15% (10)	11% (7)	44% (29)	27% (18)	65
2016 Vote: Democrat Hillary Clinton	15% (116)	19% (142)	17% (129)	36% (270)	13% (99)	754
2016 Vote: Republican Donald Trump	13% (100)	18% (140)	13% (105)	43% (336)	13% (104)	785
2016 Vote: Someone else	8% (13)	15% (24)	15% (23)	48% (74)	14% (21)	154
2012 Vote: Barack Obama	16% (139)	18% (162)	15% (135)	36% (325)	15% (130)	892
2012 Vote: Mitt Romney	10% (57)	16% (92)	14% (81)	47% (264)	13% (71)	565
2012 Vote: Other	10% (8)	10% (8)	17% (13)	46% (36)	17% (13)	77
2012 Vote: Didn't Vote	12% (78)	19% (127)	16% (104)	34% (225)	20% (132)	666

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Table BRD5_5: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
ESPN

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	13%	(281)	18%	(390)	15%	(333)	39%	(850)	16%	(347)	2201
4-Region: Northeast	12%	(48)	17%	(68)	13%	(53)	42%	(167)	16%	(65)	402
4-Region: Midwest	13%	(59)	16%	(74)	16%	(74)	43%	(202)	14%	(65)	474
4-Region: South	14%	(114)	18%	(148)	16%	(128)	35%	(284)	17%	(140)	815
4-Region: West	12%	(60)	19%	(99)	15%	(78)	38%	(196)	15%	(77)	511

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

Table BRD5_6: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
Vice News

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(191)	12%	(256)	16%	(349)	41%	(897)	23%	(509)	2201
Gender: Male	12%	(126)	13%	(136)	18%	(191)	39%	(415)	18%	(192)	1060
Gender: Female	6%	(66)	10%	(120)	14%	(157)	42%	(482)	28%	(317)	1141
Age: 18-29	18%	(84)	22%	(103)	18%	(86)	26%	(125)	16%	(77)	476
Age: 30-44	13%	(72)	17%	(96)	16%	(92)	35%	(194)	19%	(105)	559
Age: 45-54	6%	(24)	6%	(21)	14%	(53)	38%	(145)	36%	(134)	377
Age: 55-64	2%	(8)	5%	(19)	19%	(74)	47%	(185)	27%	(104)	391
Age: 65+	1%	(3)	4%	(16)	11%	(43)	62%	(248)	22%	(88)	398
PID: Dem (no lean)	12%	(94)	14%	(109)	16%	(126)	38%	(296)	21%	(161)	786
PID: Ind (no lean)	5%	(33)	9%	(67)	17%	(121)	41%	(292)	29%	(206)	720
PID: Rep (no lean)	9%	(64)	11%	(80)	15%	(101)	44%	(308)	20%	(141)	695
PID/Gender: Dem Men	17%	(61)	16%	(60)	19%	(69)	36%	(131)	12%	(45)	367
PID/Gender: Dem Women	8%	(33)	12%	(48)	13%	(57)	39%	(165)	28%	(116)	419
PID/Gender: Ind Men	7%	(22)	10%	(33)	18%	(60)	39%	(129)	26%	(86)	330
PID/Gender: Ind Women	3%	(11)	9%	(34)	16%	(62)	42%	(163)	31%	(120)	390
PID/Gender: Rep Men	12%	(42)	12%	(43)	17%	(62)	43%	(155)	17%	(60)	363
PID/Gender: Rep Women	7%	(22)	11%	(37)	12%	(39)	46%	(154)	24%	(81)	332
Tea Party: Supporter	18%	(102)	17%	(98)	13%	(73)	31%	(176)	21%	(123)	572
Tea Party: Not Supporter	5%	(87)	10%	(157)	17%	(272)	44%	(718)	24%	(385)	1619
Ideo: Liberal (1-3)	16%	(111)	15%	(106)	18%	(128)	33%	(227)	18%	(123)	695
Ideo: Moderate (4)	6%	(31)	13%	(73)	15%	(81)	42%	(234)	24%	(131)	551
Ideo: Conservative (5-7)	6%	(42)	9%	(66)	15%	(107)	50%	(358)	20%	(145)	718
Educ: < College	8%	(122)	11%	(172)	16%	(248)	39%	(618)	26%	(406)	1567
Educ: Bachelors degree	10%	(43)	13%	(55)	15%	(64)	44%	(184)	17%	(70)	416
Educ: Post-grad	12%	(26)	13%	(29)	17%	(36)	43%	(95)	15%	(32)	219

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Table BRD5_6: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
Vice News

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	9% (191)	12% (256)	16% (349)	41% (897)	23% (509)	2201
Income: Under 50k	8% (109)	10% (139)	15% (195)	40% (531)	27% (355)	1329
Income: 50k-100k	9% (60)	15% (99)	18% (116)	41% (266)	17% (112)	654
Income: 100k+	10% (22)	8% (18)	17% (37)	46% (100)	19% (41)	218
Ethnicity: White	7% (122)	11% (195)	16% (277)	43% (757)	23% (400)	1750
Ethnicity: Hispanic	19% (62)	20% (66)	14% (46)	30% (98)	18% (58)	329
Ethnicity: Afr. Am.	15% (40)	13% (35)	15% (39)	29% (78)	28% (76)	269
Ethnicity: Other	16% (30)	14% (25)	18% (33)	34% (62)	18% (33)	182
Relig: Protestant	6% (29)	6% (28)	17% (80)	50% (236)	21% (102)	475
Relig: Roman Catholic	12% (61)	15% (77)	15% (77)	36% (187)	22% (113)	513
Relig: Ath./Agn./None	9% (55)	13% (77)	15% (93)	40% (246)	23% (141)	613
Relig: Something Else	8% (28)	13% (47)	15% (52)	39% (137)	25% (86)	351
Relig: Jewish	4% (2)	10% (6)	14% (9)	52% (31)	20% (12)	60
Relig: Evangelical	12% (73)	11% (65)	17% (102)	38% (227)	22% (133)	600
Relig: Non-Evang. Catholics	5% (35)	10% (66)	16% (102)	45% (284)	23% (149)	636
Relig: All Christian	9% (108)	11% (131)	16% (204)	41% (511)	23% (281)	1235
Relig: All Non-Christian	9% (83)	13% (124)	15% (145)	40% (383)	24% (227)	964
Community: Urban	16% (105)	17% (106)	13% (83)	35% (220)	19% (124)	638
Community: Suburban	6% (59)	11% (109)	16% (162)	45% (445)	22% (224)	999
Community: Rural	5% (27)	7% (40)	18% (104)	41% (231)	29% (161)	564
Employ: Private Sector	12% (78)	16% (104)	18% (121)	36% (237)	19% (128)	668
Employ: Government	18% (23)	13% (16)	20% (24)	30% (37)	20% (24)	124
Employ: Self-Employed	12% (24)	19% (37)	19% (37)	38% (75)	13% (26)	198
Employ: Homemaker	7% (16)	11% (23)	12% (27)	39% (86)	32% (70)	223
Employ: Student	11% (12)	18% (19)	16% (17)	32% (33)	22% (23)	104
Employ: Retired	1% (4)	3% (15)	14% (69)	59% (283)	23% (108)	479
Employ: Unemployed	13% (29)	11% (23)	14% (29)	35% (75)	27% (58)	214
Employ: Other	4% (7)	10% (19)	12% (24)	37% (70)	37% (72)	192

Continued on next page

Table BRD5_6: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
 Vice News

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	9%	(191)	12%	(256)	16%	(349)	41%	(897)	23%	(509)	2201
Job Type: White-collar	11%	(76)	11%	(82)	18%	(130)	43%	(314)	17%	(121)	723
Job Type: Blue-collar	8%	(77)	11%	(110)	17%	(164)	43%	(417)	22%	(212)	980
Job Type: Don't Know	8%	(38)	13%	(64)	11%	(55)	33%	(165)	35%	(176)	498
Military HH: Yes	11%	(46)	12%	(49)	17%	(70)	39%	(165)	21%	(89)	419
Military HH: No	8%	(145)	12%	(207)	16%	(278)	41%	(732)	24%	(420)	1782
RD/WT: Right Direction	14%	(125)	12%	(112)	15%	(141)	38%	(343)	21%	(191)	912
RD/WT: Wrong Track	5%	(66)	11%	(144)	16%	(208)	43%	(554)	25%	(318)	1289
Strongly Approve	15%	(71)	9%	(41)	13%	(61)	44%	(205)	20%	(92)	470
Somewhat Approve	7%	(33)	12%	(61)	19%	(93)	38%	(188)	24%	(121)	496
Somewhat Disapprove	4%	(10)	18%	(50)	20%	(58)	36%	(103)	22%	(63)	283
Strongly Disapprove	8%	(69)	11%	(92)	15%	(125)	44%	(360)	21%	(169)	815
Don't Know / No Opinion	5%	(7)	9%	(13)	9%	(13)	30%	(41)	46%	(63)	137
#1 Issue: Economy	8%	(43)	12%	(70)	18%	(104)	37%	(209)	25%	(145)	572
#1 Issue: Security	6%	(27)	9%	(42)	12%	(51)	50%	(223)	23%	(101)	445
#1 Issue: Health Care	8%	(33)	11%	(44)	18%	(72)	41%	(165)	22%	(90)	403
#1 Issue: Medicare / Social Security	5%	(18)	7%	(23)	14%	(48)	49%	(171)	26%	(91)	350
#1 Issue: Women's Issues	17%	(21)	25%	(30)	16%	(19)	26%	(32)	16%	(19)	121
#1 Issue: Education	20%	(30)	14%	(21)	18%	(27)	31%	(47)	18%	(27)	152
#1 Issue: Energy	17%	(16)	21%	(19)	24%	(22)	21%	(19)	16%	(15)	92
#1 Issue: Other	4%	(3)	10%	(7)	9%	(6)	47%	(30)	31%	(20)	65
2016 Vote: Democrat Hillary Clinton	10%	(74)	14%	(106)	17%	(129)	38%	(290)	21%	(156)	754
2016 Vote: Republican Donald Trump	10%	(79)	10%	(76)	13%	(104)	46%	(364)	21%	(162)	785
2016 Vote: Someone else	1%	(2)	9%	(13)	21%	(32)	48%	(74)	22%	(34)	154
2012 Vote: Barack Obama	10%	(86)	12%	(106)	16%	(140)	41%	(362)	22%	(199)	892
2012 Vote: Mitt Romney	7%	(38)	8%	(45)	15%	(83)	50%	(283)	21%	(117)	565
2012 Vote: Other	1%	(1)	5%	(4)	21%	(16)	46%	(35)	28%	(22)	77
2012 Vote: Didn't Vote	10%	(66)	15%	(101)	17%	(110)	33%	(217)	26%	(171)	666

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Table BRD5_6: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
Vice News

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	9%	(191)	12%	(256)	16%	(349)	41%	(897)	23%	(509)	2201
4-Region: Northeast	6%	(23)	13%	(51)	13%	(53)	41%	(163)	28%	(111)	402
4-Region: Midwest	9%	(44)	10%	(49)	15%	(71)	46%	(220)	19%	(89)	474
4-Region: South	9%	(70)	13%	(106)	17%	(135)	35%	(288)	26%	(215)	815
4-Region: West	10%	(54)	10%	(50)	17%	(88)	44%	(225)	18%	(94)	511

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

Table BRD5_7: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
 Discovery Channel

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	15% (332)	22% (492)	15% (334)	32% (700)	16% (343)	2201
Gender: Male	18% (192)	23% (247)	18% (192)	28% (293)	13% (135)	1060
Gender: Female	12% (140)	21% (245)	12% (142)	36% (407)	18% (208)	1141
Age: 18-29	23% (110)	28% (135)	18% (85)	17% (83)	13% (63)	476
Age: 30-44	20% (112)	27% (152)	13% (73)	26% (145)	14% (76)	559
Age: 45-54	13% (47)	22% (85)	12% (46)	31% (118)	22% (82)	377
Age: 55-64	10% (40)	18% (69)	18% (71)	38% (149)	16% (62)	391
Age: 65+	6% (23)	13% (51)	15% (59)	52% (205)	15% (60)	398
PID: Dem (no lean)	17% (134)	23% (181)	15% (120)	30% (237)	14% (114)	786
PID: Ind (no lean)	11% (80)	21% (148)	16% (112)	34% (243)	19% (137)	720
PID: Rep (no lean)	17% (118)	23% (163)	15% (102)	32% (221)	13% (92)	695
PID/Gender: Dem Men	20% (74)	26% (94)	20% (73)	26% (95)	9% (31)	367
PID/Gender: Dem Women	14% (60)	21% (87)	11% (47)	34% (142)	20% (82)	419
PID/Gender: Ind Men	13% (44)	21% (69)	17% (56)	30% (98)	19% (63)	330
PID/Gender: Ind Women	9% (36)	20% (79)	14% (56)	37% (145)	19% (74)	390
PID/Gender: Rep Men	21% (75)	23% (84)	17% (63)	28% (100)	11% (41)	363
PID/Gender: Rep Women	13% (43)	24% (79)	12% (39)	36% (120)	15% (51)	332
Tea Party: Supporter	23% (134)	27% (155)	13% (72)	24% (136)	13% (75)	572
Tea Party: Not Supporter	12% (194)	21% (334)	16% (259)	35% (564)	17% (267)	1619
Ideo: Liberal (1-3)	20% (142)	26% (183)	18% (125)	24% (170)	11% (76)	695
Ideo: Moderate (4)	13% (72)	23% (125)	15% (85)	32% (175)	17% (93)	551
Ideo: Conservative (5-7)	13% (91)	20% (146)	15% (110)	39% (283)	12% (89)	718
Educ: < College	15% (238)	22% (351)	14% (217)	30% (477)	18% (284)	1567
Educ: Bachelors degree	13% (56)	24% (99)	19% (79)	34% (143)	9% (39)	416
Educ: Post-grad	18% (39)	19% (42)	17% (37)	37% (81)	9% (20)	219

Continued on next page

Table BRD5_7: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
Discovery Channel

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	15% (332)	22% (492)	15% (334)	32% (700)	16% (343)	2201
Income: Under 50k	15% (203)	21% (273)	14% (190)	32% (422)	18% (242)	1329
Income: 50k-100k	15% (97)	28% (182)	17% (108)	30% (194)	11% (73)	654
Income: 100k+	15% (32)	17% (38)	17% (36)	39% (85)	13% (28)	218
Ethnicity: White	14% (244)	22% (382)	16% (272)	33% (585)	15% (267)	1750
Ethnicity: Hispanic	22% (72)	34% (112)	15% (50)	16% (53)	13% (43)	329
Ethnicity: Afr. Am.	18% (49)	24% (66)	10% (28)	28% (75)	19% (51)	269
Ethnicity: Other	21% (39)	24% (44)	19% (34)	22% (41)	13% (25)	182
Relig: Protestant	11% (51)	19% (91)	16% (77)	40% (189)	14% (66)	475
Relig: Roman Catholic	20% (103)	25% (126)	14% (72)	28% (143)	14% (70)	513
Relig: Ath./Agn./None	14% (83)	21% (126)	18% (108)	32% (193)	17% (103)	613
Relig: Something Else	15% (52)	22% (76)	16% (55)	28% (99)	20% (68)	351
Relig: Jewish	15% (9)	11% (7)	14% (8)	44% (26)	16% (10)	60
Relig: Evangelical	19% (114)	26% (155)	11% (65)	32% (189)	13% (78)	600
Relig: Non-Evang. Catholics	13% (84)	21% (134)	17% (107)	34% (218)	15% (94)	636
Relig: All Christian	16% (197)	23% (288)	14% (171)	33% (407)	14% (171)	1235
Relig: All Non-Christian	14% (135)	21% (202)	17% (163)	30% (293)	18% (171)	964
Community: Urban	19% (121)	24% (150)	13% (84)	29% (183)	16% (99)	638
Community: Suburban	13% (133)	23% (232)	16% (156)	34% (341)	14% (138)	999
Community: Rural	14% (78)	19% (109)	17% (94)	31% (176)	19% (106)	564
Employ: Private Sector	17% (114)	27% (183)	16% (105)	28% (187)	12% (79)	668
Employ: Government	23% (28)	24% (30)	18% (22)	22% (28)	13% (16)	124
Employ: Self-Employed	20% (40)	24% (47)	22% (44)	25% (49)	9% (18)	198
Employ: Homemaker	17% (37)	21% (47)	10% (22)	30% (66)	22% (50)	223
Employ: Student	16% (17)	24% (25)	21% (22)	18% (19)	20% (21)	104
Employ: Retired	7% (32)	16% (76)	14% (68)	50% (237)	14% (66)	479
Employ: Unemployed	18% (38)	19% (40)	12% (25)	30% (63)	22% (48)	214
Employ: Other	14% (27)	22% (43)	14% (26)	26% (50)	24% (46)	192

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Table BRD5_7: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
Discovery Channel

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	15% (332)	22% (492)	15% (334)	32% (700)	16% (343)	2201
Job Type: White-collar	15% (112)	22% (156)	19% (135)	34% (246)	10% (74)	723
Job Type: Blue-collar	15% (142)	23% (228)	15% (149)	34% (330)	13% (131)	980
Job Type: Don't Know	16% (78)	22% (108)	10% (51)	25% (123)	28% (138)	498
Military HH: Yes	16% (68)	22% (94)	17% (69)	30% (126)	15% (61)	419
Military HH: No	15% (264)	22% (398)	15% (265)	32% (574)	16% (282)	1782
RD/WT: Right Direction	20% (179)	24% (215)	15% (139)	28% (254)	14% (126)	912
RD/WT: Wrong Track	12% (153)	21% (277)	15% (195)	35% (446)	17% (217)	1289
Strongly Approve	24% (112)	19% (91)	13% (59)	33% (155)	11% (53)	470
Somewhat Approve	12% (58)	28% (140)	17% (85)	28% (140)	15% (72)	496
Somewhat Disapprove	11% (32)	29% (81)	18% (50)	32% (91)	10% (29)	283
Strongly Disapprove	14% (118)	20% (165)	16% (131)	34% (280)	15% (121)	815
Don't Know / No Opinion	9% (12)	11% (15)	7% (9)	25% (35)	48% (66)	137
#1 Issue: Economy	14% (79)	27% (152)	14% (80)	29% (164)	17% (97)	572
#1 Issue: Security	14% (61)	20% (91)	16% (70)	36% (160)	14% (64)	445
#1 Issue: Health Care	15% (61)	24% (97)	12% (49)	34% (137)	15% (59)	403
#1 Issue: Medicare / Social Security	11% (39)	16% (55)	17% (59)	38% (135)	18% (62)	350
#1 Issue: Women's Issues	23% (27)	26% (31)	15% (18)	28% (34)	9% (10)	121
#1 Issue: Education	21% (31)	22% (33)	25% (38)	17% (25)	16% (25)	152
#1 Issue: Energy	30% (28)	28% (25)	12% (11)	20% (19)	10% (9)	92
#1 Issue: Other	7% (5)	12% (8)	14% (9)	41% (27)	26% (17)	65
2016 Vote: Democrat Hillary Clinton	16% (124)	24% (178)	16% (118)	31% (233)	13% (101)	754
2016 Vote: Republican Donald Trump	15% (120)	22% (176)	15% (117)	34% (268)	13% (104)	785
2016 Vote: Someone else	9% (14)	18% (28)	23% (35)	35% (54)	15% (24)	154
2012 Vote: Barack Obama	15% (134)	25% (222)	14% (128)	31% (275)	15% (133)	892
2012 Vote: Mitt Romney	13% (74)	20% (114)	17% (94)	39% (218)	12% (66)	565
2012 Vote: Other	11% (9)	22% (17)	12% (9)	37% (28)	18% (14)	77
2012 Vote: Didn't Vote	17% (115)	21% (138)	15% (103)	27% (179)	20% (130)	666

Continued on next page

Table BRD5_7: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
Discovery Channel

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	15%	(332)	22%	(492)	15%	(334)	32%	(700)	16%	(343)	2201
4-Region: Northeast	13%	(53)	19%	(78)	16%	(62)	35%	(141)	17%	(67)	402
4-Region: Midwest	15%	(71)	21%	(100)	15%	(70)	35%	(165)	14%	(68)	474
4-Region: South	16%	(130)	24%	(199)	14%	(110)	30%	(240)	17%	(135)	815
4-Region: West	15%	(77)	23%	(115)	18%	(91)	30%	(153)	14%	(74)	511

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

Table BRD5_8: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

NBC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	12% (274)	22% (483)	17% (366)	35% (762)	14% (316)	2201
Gender: Male	14% (145)	24% (251)	18% (194)	32% (344)	12% (125)	1060
Gender: Female	11% (129)	20% (232)	15% (171)	37% (419)	17% (191)	1141
Age: 18-29	18% (87)	25% (121)	24% (115)	20% (95)	12% (58)	476
Age: 30-44	17% (96)	27% (153)	14% (78)	30% (169)	11% (64)	559
Age: 45-54	10% (39)	24% (89)	10% (39)	34% (130)	21% (80)	377
Age: 55-64	8% (32)	19% (76)	17% (65)	41% (160)	15% (58)	391
Age: 65+	5% (21)	11% (45)	17% (68)	52% (209)	14% (56)	398
PID: Dem (no lean)	17% (136)	27% (210)	15% (119)	28% (218)	13% (102)	786
PID: Ind (no lean)	9% (65)	18% (130)	17% (124)	38% (271)	18% (131)	720
PID: Rep (no lean)	11% (73)	21% (143)	18% (122)	39% (274)	12% (83)	695
PID/Gender: Dem Men	21% (79)	29% (105)	16% (59)	26% (94)	8% (29)	367
PID/Gender: Dem Women	14% (57)	25% (105)	14% (60)	30% (124)	17% (73)	419
PID/Gender: Ind Men	10% (31)	20% (66)	18% (60)	35% (115)	17% (57)	330
PID/Gender: Ind Women	9% (34)	16% (64)	16% (64)	40% (155)	19% (73)	390
PID/Gender: Rep Men	10% (35)	22% (80)	21% (75)	37% (134)	10% (38)	363
PID/Gender: Rep Women	11% (38)	19% (63)	14% (47)	42% (140)	14% (45)	332
Tea Party: Supporter	19% (108)	26% (151)	14% (82)	30% (170)	11% (60)	572
Tea Party: Not Supporter	10% (161)	20% (328)	18% (283)	37% (592)	16% (254)	1619
Ideo: Liberal (1-3)	18% (124)	28% (196)	19% (131)	25% (173)	10% (72)	695
Ideo: Moderate (4)	10% (58)	23% (128)	16% (89)	34% (186)	16% (90)	551
Ideo: Conservative (5-7)	10% (72)	18% (132)	16% (111)	46% (329)	10% (73)	718
Educ: < College	13% (201)	21% (327)	16% (251)	34% (527)	17% (260)	1567
Educ: Bachelors degree	11% (48)	26% (107)	16% (67)	38% (157)	9% (37)	416
Educ: Post-grad	11% (25)	22% (49)	22% (48)	36% (78)	8% (19)	219

Continued on next page

Table BRD5_8: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

NBC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	12% (274)	22% (483)	17% (366)	35% (762)	14% (316)	2201
Income: Under 50k	13% (177)	19% (252)	17% (224)	34% (450)	17% (226)	1329
Income: 50k-100k	11% (74)	27% (180)	17% (109)	34% (223)	10% (68)	654
Income: 100k+	10% (22)	24% (52)	15% (33)	41% (90)	10% (22)	218
Ethnicity: White	11% (192)	22% (380)	16% (288)	37% (645)	14% (245)	1750
Ethnicity: Hispanic	20% (65)	28% (94)	18% (59)	21% (70)	13% (41)	329
Ethnicity: Afr. Am.	19% (51)	23% (61)	16% (43)	25% (66)	18% (47)	269
Ethnicity: Other	17% (31)	23% (42)	19% (34)	28% (51)	13% (24)	182
Relig: Protestant	11% (51)	17% (82)	16% (78)	43% (206)	12% (58)	475
Relig: Roman Catholic	15% (79)	27% (139)	15% (78)	29% (151)	13% (66)	513
Relig: Ath./Agn./None	12% (76)	18% (111)	18% (111)	36% (218)	16% (96)	613
Relig: Something Else	9% (32)	28% (98)	16% (57)	29% (102)	17% (61)	351
Relig: Jewish	10% (6)	21% (12)	13% (8)	41% (25)	14% (9)	60
Relig: Evangelical	17% (100)	20% (120)	16% (95)	35% (211)	12% (73)	600
Relig: Non-Evang. Catholics	10% (63)	24% (154)	16% (103)	36% (230)	13% (85)	636
Relig: All Christian	13% (163)	22% (274)	16% (198)	36% (442)	13% (158)	1235
Relig: All Non-Christian	11% (109)	22% (209)	17% (167)	33% (321)	16% (158)	964
Community: Urban	17% (111)	23% (146)	15% (98)	30% (189)	15% (94)	638
Community: Suburban	10% (101)	23% (233)	18% (179)	37% (369)	12% (116)	999
Community: Rural	11% (61)	18% (104)	16% (88)	36% (205)	19% (106)	564
Employ: Private Sector	17% (113)	27% (182)	15% (100)	30% (203)	10% (69)	668
Employ: Government	20% (24)	27% (33)	20% (24)	21% (27)	13% (16)	124
Employ: Self-Employed	11% (23)	25% (50)	25% (49)	30% (60)	8% (16)	198
Employ: Homemaker	11% (24)	17% (38)	14% (32)	37% (82)	20% (46)	223
Employ: Student	14% (14)	23% (24)	20% (20)	24% (25)	20% (21)	104
Employ: Retired	6% (27)	13% (64)	16% (78)	52% (250)	13% (61)	479
Employ: Unemployed	13% (27)	21% (45)	16% (34)	29% (62)	22% (46)	214
Employ: Other	11% (21)	24% (47)	14% (27)	28% (54)	22% (43)	192

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Table BRD5_8: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?

NBC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	12% (274)	22% (483)	17% (366)	35% (762)	14% (316)	2201
Job Type: White-collar	12% (89)	25% (183)	18% (130)	36% (260)	8% (61)	723
Job Type: Blue-collar	12% (114)	21% (202)	18% (172)	38% (368)	13% (124)	980
Job Type: Don't Know	14% (70)	20% (99)	13% (64)	27% (134)	26% (131)	498
Military HH: Yes	15% (62)	21% (86)	19% (80)	31% (128)	15% (63)	419
Military HH: No	12% (212)	22% (397)	16% (286)	36% (634)	14% (253)	1782
RD/WT: Right Direction	15% (138)	22% (203)	16% (144)	34% (309)	13% (118)	912
RD/WT: Wrong Track	11% (136)	22% (280)	17% (222)	35% (454)	15% (198)	1289
Strongly Approve	16% (76)	15% (69)	16% (76)	43% (200)	10% (49)	470
Somewhat Approve	10% (49)	28% (139)	15% (75)	34% (167)	13% (66)	496
Somewhat Disapprove	9% (25)	30% (86)	21% (59)	30% (85)	10% (29)	283
Strongly Disapprove	14% (111)	22% (179)	18% (144)	34% (273)	13% (108)	815
Don't Know / No Opinion	10% (14)	8% (10)	9% (12)	27% (37)	46% (64)	137
#1 Issue: Economy	10% (57)	24% (135)	17% (98)	34% (192)	16% (91)	572
#1 Issue: Security	10% (47)	19% (86)	15% (68)	43% (190)	13% (56)	445
#1 Issue: Health Care	13% (54)	23% (92)	17% (68)	33% (134)	14% (56)	403
#1 Issue: Medicare / Social Security	13% (44)	18% (64)	14% (48)	40% (139)	16% (55)	350
#1 Issue: Women's Issues	25% (30)	21% (25)	21% (25)	25% (31)	8% (10)	121
#1 Issue: Education	16% (25)	28% (43)	20% (30)	23% (35)	13% (19)	152
#1 Issue: Energy	17% (16)	31% (28)	22% (20)	18% (17)	12% (11)	92
#1 Issue: Other	5% (3)	16% (10)	13% (8)	39% (25)	28% (18)	65
2016 Vote: Democrat Hillary Clinton	15% (115)	29% (216)	15% (114)	29% (216)	12% (94)	754
2016 Vote: Republican Donald Trump	12% (91)	19% (146)	16% (128)	42% (329)	12% (91)	785
2016 Vote: Someone else	3% (5)	20% (30)	23% (35)	41% (63)	14% (21)	154
2012 Vote: Barack Obama	14% (128)	27% (239)	16% (139)	30% (268)	13% (119)	892
2012 Vote: Mitt Romney	9% (50)	18% (100)	16% (91)	47% (267)	10% (58)	565
2012 Vote: Other	3% (2)	18% (14)	21% (16)	41% (32)	17% (13)	77
2012 Vote: Didn't Vote	14% (94)	20% (130)	18% (120)	29% (196)	19% (126)	666

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Table BRD5_8: As you may know, Snapchat and several partners are planning on creating short, custom shows for the social media platform. How likely are you to watch a short video or show on Snapchat from each of the following?
NBC

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	12% (274)	22% (483)	17% (366)	35% (762)	14% (316)	2201
4-Region: Northeast	12% (47)	21% (85)	15% (60)	37% (147)	15% (62)	402
4-Region: Midwest	13% (62)	18% (86)	16% (76)	41% (193)	12% (56)	474
4-Region: South	13% (104)	24% (192)	17% (141)	31% (251)	16% (127)	815
4-Region: West	12% (61)	23% (120)	17% (88)	33% (171)	14% (71)	511

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

Table BRD6: How much have you seen, read or heard recently about Target settling a lawsuit over the exposure of credit and debit card data of customers who shopped at Target stores?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(232)	32%	(695)	27%	(588)	31%	(686)	2201
Gender: Male	13%	(133)	35%	(372)	25%	(270)	27%	(284)	1060
Gender: Female	9%	(99)	28%	(323)	28%	(318)	35%	(402)	1141
Age: 18-29	16%	(76)	30%	(141)	25%	(117)	30%	(142)	476
Age: 30-44	16%	(91)	33%	(182)	25%	(139)	26%	(147)	559
Age: 45-54	8%	(30)	35%	(131)	26%	(98)	31%	(118)	377
Age: 55-64	6%	(23)	32%	(124)	27%	(104)	36%	(140)	391
Age: 65+	3%	(12)	29%	(117)	33%	(130)	35%	(139)	398
PID: Dem (no lean)	12%	(96)	33%	(261)	27%	(213)	27%	(215)	786
PID: Ind (no lean)	7%	(49)	30%	(220)	26%	(184)	37%	(267)	720
PID: Rep (no lean)	13%	(87)	31%	(214)	27%	(190)	29%	(204)	695
PID/Gender: Dem Men	14%	(50)	39%	(144)	25%	(91)	22%	(82)	367
PID/Gender: Dem Women	11%	(46)	28%	(117)	29%	(122)	32%	(133)	419
PID/Gender: Ind Men	8%	(28)	33%	(109)	25%	(82)	34%	(111)	330
PID/Gender: Ind Women	5%	(21)	28%	(110)	26%	(103)	40%	(156)	390
PID/Gender: Rep Men	15%	(56)	33%	(119)	27%	(97)	25%	(91)	363
PID/Gender: Rep Women	10%	(32)	29%	(95)	28%	(93)	34%	(113)	332
Tea Party: Supporter	21%	(122)	33%	(189)	24%	(135)	22%	(126)	572
Tea Party: Not Supporter	7%	(105)	31%	(503)	28%	(452)	34%	(558)	1619
Ideo: Liberal (1-3)	18%	(123)	36%	(251)	25%	(170)	22%	(150)	695
Ideo: Moderate (4)	8%	(41)	29%	(161)	26%	(145)	37%	(204)	551
Ideo: Conservative (5-7)	8%	(54)	35%	(250)	30%	(217)	27%	(196)	718
Educ: < College	9%	(137)	29%	(452)	27%	(426)	35%	(551)	1567
Educ: Bachelors degree	14%	(57)	35%	(145)	29%	(120)	23%	(94)	416
Educ: Post-grad	17%	(38)	45%	(98)	19%	(42)	18%	(40)	219
Income: Under 50k	8%	(107)	30%	(404)	26%	(351)	35%	(466)	1329
Income: 50k-100k	14%	(95)	33%	(218)	27%	(177)	25%	(164)	654
Income: 100k+	14%	(30)	33%	(72)	27%	(60)	26%	(56)	218
Ethnicity: White	10%	(166)	31%	(549)	28%	(482)	32%	(553)	1750

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Table BRD6: How much have you seen, read or heard recently about Target settling a lawsuit over the exposure of credit and debit card data of customers who shopped at Target stores?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(232)	32%	(695)	27%	(588)	31%	(686)	2201
Ethnicity: Hispanic	20%	(67)	36%	(118)	21%	(69)	23%	(76)	329
Ethnicity: Afr. Am.	12%	(33)	31%	(82)	24%	(65)	33%	(88)	269
Ethnicity: Other	18%	(32)	35%	(64)	22%	(41)	25%	(45)	182
Relig: Protestant	9%	(41)	33%	(155)	29%	(137)	30%	(142)	475
Relig: Roman Catholic	17%	(89)	35%	(178)	25%	(127)	23%	(120)	513
Relig: Ath./Agn./None	9%	(52)	29%	(177)	28%	(170)	35%	(214)	613
Relig: Something Else	9%	(30)	35%	(122)	26%	(90)	31%	(109)	351
Relig: Jewish	7%	(4)	42%	(25)	28%	(17)	23%	(14)	60
Relig: Evangelical	15%	(90)	29%	(175)	25%	(149)	31%	(186)	600
Relig: Non-Evang. Catholics	9%	(60)	35%	(221)	28%	(179)	28%	(176)	636
Relig: All Christian	12%	(149)	32%	(396)	27%	(329)	29%	(362)	1235
Relig: All Non-Christian	9%	(83)	31%	(299)	27%	(259)	33%	(322)	964
Community: Urban	18%	(114)	31%	(197)	25%	(158)	26%	(169)	638
Community: Suburban	8%	(77)	33%	(329)	27%	(275)	32%	(318)	999
Community: Rural	7%	(41)	30%	(169)	27%	(155)	35%	(199)	564
Employ: Private Sector	16%	(104)	34%	(226)	27%	(182)	23%	(156)	668
Employ: Government	19%	(24)	44%	(55)	19%	(24)	17%	(22)	124
Employ: Self-Employed	13%	(26)	37%	(74)	25%	(49)	25%	(49)	198
Employ: Homemaker	9%	(20)	21%	(47)	28%	(62)	43%	(95)	223
Employ: Student	7%	(7)	33%	(34)	25%	(26)	35%	(36)	104
Employ: Retired	3%	(15)	28%	(133)	32%	(153)	37%	(178)	479
Employ: Unemployed	11%	(23)	32%	(68)	23%	(49)	34%	(73)	214
Employ: Other	7%	(14)	30%	(58)	22%	(43)	40%	(77)	192
Job Type: White-collar	14%	(102)	37%	(269)	25%	(179)	24%	(172)	723
Job Type: Blue-collar	9%	(93)	32%	(317)	28%	(277)	30%	(293)	980
Job Type: Don't Know	7%	(37)	22%	(108)	26%	(132)	44%	(221)	498
Military HH: Yes	13%	(55)	33%	(139)	27%	(115)	26%	(110)	419
Military HH: No	10%	(177)	31%	(556)	27%	(473)	32%	(576)	1782
RD/WT: Right Direction	15%	(138)	31%	(284)	23%	(214)	30%	(276)	912
RD/WT: Wrong Track	7%	(94)	32%	(411)	29%	(374)	32%	(410)	1289

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Table BRD6: How much have you seen, read or heard recently about Target settling a lawsuit over the exposure of credit and debit card data of customers who shopped at Target stores?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(232)	32%	(695)	27%	(588)	31%	(686)	2201
Strongly Approve	20%	(93)	26%	(122)	26%	(124)	28%	(132)	470
Somewhat Approve	9%	(43)	37%	(184)	25%	(123)	30%	(146)	496
Somewhat Disapprove	5%	(15)	37%	(105)	30%	(85)	28%	(79)	283
Strongly Disapprove	9%	(74)	32%	(262)	29%	(234)	30%	(245)	815
Don't Know / No Opinion	6%	(9)	16%	(22)	17%	(23)	61%	(84)	137
#1 Issue: Economy	12%	(67)	31%	(176)	28%	(161)	29%	(168)	572
#1 Issue: Security	10%	(42)	32%	(141)	25%	(112)	34%	(149)	445
#1 Issue: Health Care	6%	(25)	33%	(131)	32%	(131)	29%	(116)	403
#1 Issue: Medicare / Social Security	9%	(30)	32%	(112)	23%	(82)	36%	(126)	350
#1 Issue: Women's Issues	19%	(23)	31%	(37)	26%	(31)	25%	(30)	121
#1 Issue: Education	18%	(27)	32%	(49)	23%	(35)	27%	(41)	152
#1 Issue: Energy	14%	(13)	35%	(32)	25%	(23)	26%	(24)	92
#1 Issue: Other	9%	(6)	24%	(16)	19%	(13)	48%	(31)	65
2016 Vote: Democrat Hillary Clinton	12%	(91)	36%	(275)	26%	(195)	26%	(193)	754
2016 Vote: Republican Donald Trump	12%	(90)	31%	(242)	28%	(223)	29%	(231)	785
2016 Vote: Someone else	7%	(10)	35%	(55)	32%	(49)	26%	(41)	154
2012 Vote: Barack Obama	12%	(104)	36%	(321)	26%	(234)	26%	(234)	892
2012 Vote: Mitt Romney	11%	(61)	32%	(179)	29%	(162)	29%	(164)	565
2012 Vote: Other	6%	(5)	30%	(23)	27%	(21)	37%	(29)	77
2012 Vote: Didn't Vote	9%	(63)	26%	(172)	26%	(171)	39%	(260)	666
4-Region: Northeast	8%	(34)	34%	(137)	27%	(109)	30%	(122)	402
4-Region: Midwest	10%	(49)	31%	(146)	29%	(137)	30%	(143)	474
4-Region: South	11%	(86)	31%	(250)	26%	(210)	33%	(269)	815
4-Region: West	12%	(63)	32%	(162)	26%	(133)	30%	(153)	511

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

Table BRD7: As you may know, Target recently settled a lawsuit for \$18.5 million after the exposure of credit and debit card data of customers who shopped at Target stores, impacting 30 million customers. Data for an additional 70 million customers was also exposed. As part of the settlement, Target will strengthen its digital security and will have independent assessments of how it handles customer data. Knowing this, do you think Target has paid too much, paid too little, or paid about the right amount to settle this lawsuit?

Demographic	Paid too much		Paid too little		Paid about the right amount		Don't Know / No Opinion		Total N
Adults	11%	(232)	26%	(583)	30%	(662)	33%	(725)	2201
Gender: Male	13%	(136)	32%	(344)	27%	(288)	27%	(291)	1060
Gender: Female	8%	(96)	21%	(238)	33%	(374)	38%	(434)	1141
Age: 18-29	18%	(85)	32%	(152)	24%	(113)	26%	(126)	476
Age: 30-44	12%	(68)	29%	(160)	31%	(172)	28%	(159)	559
Age: 45-54	7%	(25)	22%	(84)	35%	(133)	36%	(135)	377
Age: 55-64	5%	(19)	27%	(106)	33%	(131)	34%	(135)	391
Age: 65+	9%	(34)	20%	(80)	28%	(113)	43%	(170)	398
PID: Dem (no lean)	11%	(87)	26%	(204)	33%	(259)	30%	(236)	786
PID: Ind (no lean)	6%	(45)	28%	(203)	27%	(196)	38%	(276)	720
PID: Rep (no lean)	14%	(99)	25%	(176)	30%	(208)	31%	(213)	695
PID/Gender: Dem Men	14%	(53)	33%	(121)	28%	(102)	25%	(92)	367
PID/Gender: Dem Women	8%	(35)	20%	(83)	37%	(156)	34%	(144)	419
PID/Gender: Ind Men	8%	(27)	36%	(118)	25%	(81)	32%	(104)	330
PID/Gender: Ind Women	5%	(19)	22%	(85)	29%	(114)	44%	(172)	390
PID/Gender: Rep Men	16%	(57)	29%	(106)	29%	(105)	26%	(95)	363
PID/Gender: Rep Women	13%	(42)	21%	(70)	31%	(103)	35%	(117)	332
Tea Party: Supporter	20%	(117)	27%	(156)	28%	(161)	24%	(138)	572
Tea Party: Not Supporter	7%	(111)	26%	(424)	31%	(499)	36%	(585)	1619
Ideo: Liberal (1-3)	15%	(102)	31%	(215)	30%	(211)	24%	(167)	695
Ideo: Moderate (4)	8%	(44)	25%	(139)	32%	(179)	34%	(190)	551
Ideo: Conservative (5-7)	10%	(71)	26%	(190)	30%	(218)	33%	(239)	718
Educ: < College	10%	(151)	26%	(400)	29%	(454)	36%	(561)	1567
Educ: Bachelors degree	11%	(46)	29%	(119)	33%	(137)	27%	(114)	416
Educ: Post-grad	16%	(34)	29%	(64)	32%	(71)	23%	(49)	219

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Table BRD7: As you may know, Target recently settled a lawsuit for \$18.5 million after the exposure of credit and debit card data of customers who shopped at Target stores, impacting 30 million customers. Data for an additional 70 million customers was also exposed. As part of the settlement, Target will strengthen its digital security and will have independent assessments of how it handles customer data. Knowing this, do you think Target has paid too much, paid too little, or paid about the right amount to settle this lawsuit?

Demographic	Paid too much		Paid too little		Paid about the right amount		Don't Know / No Opinion		Total N
Adults	11%	(232)	26%	(583)	30%	(662)	33%	(725)	2201
Income: Under 50k	9%	(122)	26%	(340)	29%	(380)	37%	(487)	1329
Income: 50k-100k	12%	(81)	29%	(187)	31%	(203)	28%	(183)	654
Income: 100k+	13%	(29)	26%	(56)	36%	(79)	25%	(55)	218
Ethnicity: White	10%	(176)	26%	(456)	30%	(525)	34%	(593)	1750
Ethnicity: Hispanic	20%	(65)	30%	(100)	28%	(93)	22%	(71)	329
Ethnicity: Afr. Am.	10%	(27)	28%	(74)	32%	(87)	30%	(81)	269
Ethnicity: Other	16%	(29)	29%	(53)	27%	(50)	28%	(51)	182
Relig: Protestant	13%	(59)	25%	(119)	31%	(149)	31%	(148)	475
Relig: Roman Catholic	14%	(73)	30%	(154)	29%	(151)	27%	(136)	513
Relig: Ath./Agn./None	9%	(54)	26%	(160)	29%	(179)	36%	(220)	613
Relig: Something Else	7%	(23)	26%	(90)	30%	(105)	38%	(132)	351
Relig: Jewish	5%	(3)	28%	(17)	36%	(22)	30%	(18)	60
Relig: Evangelical	16%	(96)	24%	(145)	29%	(177)	30%	(182)	600
Relig: Non-Evang. Catholics	9%	(60)	29%	(185)	32%	(200)	30%	(191)	636
Relig: All Christian	13%	(155)	27%	(330)	31%	(377)	30%	(373)	1235
Relig: All Non-Christian	8%	(77)	26%	(251)	30%	(285)	36%	(352)	964
Community: Urban	15%	(93)	27%	(175)	28%	(180)	30%	(191)	638
Community: Suburban	9%	(86)	29%	(286)	30%	(301)	33%	(326)	999
Community: Rural	9%	(53)	22%	(122)	32%	(181)	37%	(208)	564
Employ: Private Sector	15%	(103)	30%	(200)	32%	(211)	23%	(155)	668
Employ: Government	14%	(18)	28%	(35)	39%	(48)	19%	(24)	124
Employ: Self-Employed	19%	(38)	27%	(54)	23%	(46)	31%	(60)	198
Employ: Homemaker	5%	(11)	25%	(55)	23%	(51)	48%	(106)	223
Employ: Student	9%	(10)	31%	(32)	22%	(23)	37%	(39)	104
Employ: Retired	5%	(25)	23%	(110)	32%	(153)	40%	(190)	479
Employ: Unemployed	8%	(17)	26%	(55)	32%	(67)	34%	(73)	214
Employ: Other	6%	(11)	22%	(41)	33%	(63)	40%	(76)	192

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Table BRD7: As you may know, Target recently settled a lawsuit for \$18.5 million after the exposure of credit and debit card data of customers who shopped at Target stores, impacting 30 million customers. Data for an additional 70 million customers was also exposed. As part of the settlement, Target will strengthen its digital security and will have independent assessments of how it handles customer data. Knowing this, do you think Target has paid too much, paid too little, or paid about the right amount to settle this lawsuit?

Demographic	Paid too much		Paid too little		Paid about the right amount		Don't Know / No Opinion		Total N
Adults	11%	(232)	26%	(583)	30%	(662)	33%	(725)	2201
Job Type: White-collar	15%	(111)	26%	(190)	34%	(244)	25%	(178)	723
Job Type: Blue-collar	9%	(88)	28%	(278)	32%	(310)	31%	(304)	980
Job Type: Don't Know	7%	(33)	23%	(114)	22%	(107)	49%	(243)	498
Military HH: Yes	16%	(66)	28%	(117)	28%	(115)	29%	(120)	419
Military HH: No	9%	(166)	26%	(465)	31%	(546)	34%	(605)	1782
RD/WT: Right Direction	16%	(147)	26%	(234)	28%	(257)	30%	(274)	912
RD/WT: Wrong Track	7%	(85)	27%	(349)	31%	(404)	35%	(451)	1289
Strongly Approve	18%	(86)	26%	(124)	26%	(121)	30%	(139)	470
Somewhat Approve	10%	(47)	24%	(121)	34%	(171)	32%	(156)	496
Somewhat Disapprove	9%	(26)	30%	(86)	32%	(92)	28%	(79)	283
Strongly Disapprove	8%	(65)	29%	(235)	31%	(255)	32%	(260)	815
Don't Know / No Opinion	5%	(7)	12%	(16)	17%	(23)	66%	(91)	137
#1 Issue: Economy	11%	(65)	27%	(153)	31%	(177)	31%	(178)	572
#1 Issue: Security	9%	(40)	30%	(132)	30%	(132)	32%	(143)	445
#1 Issue: Health Care	9%	(37)	26%	(104)	33%	(132)	32%	(131)	403
#1 Issue: Medicare / Social Security	7%	(25)	20%	(71)	30%	(104)	43%	(150)	350
#1 Issue: Women's Issues	21%	(25)	29%	(34)	26%	(32)	24%	(29)	121
#1 Issue: Education	15%	(23)	28%	(43)	33%	(50)	23%	(36)	152
#1 Issue: Energy	16%	(15)	32%	(30)	22%	(20)	30%	(27)	92
#1 Issue: Other	4%	(3)	25%	(16)	23%	(15)	48%	(31)	65
2016 Vote: Democrat Hillary Clinton	11%	(80)	26%	(200)	34%	(255)	29%	(220)	754
2016 Vote: Republican Donald Trump	13%	(102)	26%	(201)	29%	(225)	33%	(257)	785
2016 Vote: Someone else	7%	(11)	27%	(42)	32%	(50)	33%	(51)	154
2012 Vote: Barack Obama	12%	(105)	27%	(240)	32%	(283)	30%	(264)	892
2012 Vote: Mitt Romney	10%	(59)	25%	(141)	32%	(181)	33%	(184)	565
2012 Vote: Other	4%	(3)	23%	(17)	24%	(19)	49%	(38)	77
2012 Vote: Didn't Vote	10%	(65)	28%	(184)	27%	(178)	36%	(239)	666

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Table BRD7: As you may know, Target recently settled a lawsuit for \$18.5 million after the exposure of credit and debit card data of customers who shopped at Target stores, impacting 30 million customers. Data for an additional 70 million customers was also exposed. As part of the settlement, Target will strengthen its digital security and will have independent assessments of how it handles customer data. Knowing this, do you think Target has paid too much, paid too little, or paid about the right amount to settle this lawsuit?

Demographic	Paid too much		Paid too little		Paid about the right amount		Don't Know / No Opinion		Total N
Adults	11%	(232)	26%	(583)	30%	(662)	33%	(725)	2201
4-Region: Northeast	8%	(32)	25%	(100)	33%	(133)	34%	(137)	402
4-Region: Midwest	9%	(41)	29%	(139)	31%	(149)	30%	(144)	474
4-Region: South	11%	(88)	24%	(200)	28%	(231)	36%	(296)	815
4-Region: West	14%	(71)	28%	(144)	29%	(148)	29%	(148)	511

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

Table BRD8: Do you think the amount of Target's settlement was appropriate or inappropriate?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion		Total N
Adults	41%	(906)	22%	(493)	36%	(802)	2201
Gender: Male	42%	(441)	28%	(299)	30%	(319)	1060
Gender: Female	41%	(465)	17%	(194)	42%	(483)	1141
Age: 18-29	44%	(211)	27%	(130)	28%	(135)	476
Age: 30-44	46%	(259)	22%	(122)	32%	(178)	559
Age: 45-54	41%	(155)	17%	(64)	42%	(158)	377
Age: 55-64	37%	(143)	24%	(94)	39%	(154)	391
Age: 65+	35%	(138)	21%	(82)	45%	(177)	398
PID: Dem (no lean)	46%	(363)	21%	(166)	33%	(256)	786
PID: Ind (no lean)	35%	(249)	22%	(160)	43%	(311)	720
PID: Rep (no lean)	42%	(294)	24%	(167)	34%	(234)	695
PID/Gender: Dem Men	46%	(170)	27%	(99)	27%	(98)	367
PID/Gender: Dem Women	46%	(194)	16%	(67)	38%	(158)	419
PID/Gender: Ind Men	35%	(115)	28%	(93)	37%	(122)	330
PID/Gender: Ind Women	34%	(134)	17%	(67)	49%	(190)	390
PID/Gender: Rep Men	43%	(156)	29%	(107)	27%	(100)	363
PID/Gender: Rep Women	41%	(137)	18%	(60)	41%	(135)	332
Tea Party: Supporter	49%	(281)	22%	(123)	29%	(168)	572
Tea Party: Not Supporter	38%	(620)	23%	(366)	39%	(633)	1619
Ideo: Liberal (1-3)	47%	(325)	25%	(174)	28%	(196)	695
Ideo: Moderate (4)	41%	(225)	22%	(123)	37%	(203)	551
Ideo: Conservative (5-7)	42%	(302)	22%	(161)	36%	(255)	718
Educ: < College	39%	(611)	21%	(333)	40%	(622)	1567
Educ: Bachelors degree	46%	(190)	24%	(100)	30%	(126)	416
Educ: Post-grad	48%	(105)	28%	(60)	25%	(54)	219
Income: Under 50k	39%	(516)	21%	(278)	40%	(535)	1329
Income: 50k-100k	44%	(287)	25%	(162)	31%	(205)	654
Income: 100k+	48%	(104)	24%	(53)	28%	(61)	218
Ethnicity: White	41%	(723)	22%	(382)	37%	(645)	1750
Ethnicity: Hispanic	46%	(152)	28%	(93)	26%	(84)	329

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Table BRD8: Do you think the amount of Target's settlement was appropriate or inappropriate?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion	Total N
Adults	41%	(906)	22%	(493)	36% (802)	2201
Ethnicity: Afr. Am.	46%	(124)	21%	(57)	33% (87)	269
Ethnicity: Other	33%	(60)	29%	(53)	38% (69)	182
Relig: Protestant	42%	(199)	23%	(108)	35% (168)	475
Relig: Roman Catholic	45%	(231)	25%	(126)	30% (156)	513
Relig: Ath./Agn./None	38%	(233)	23%	(140)	39% (240)	613
Relig: Something Else	42%	(147)	19%	(66)	39% (138)	351
Relig: Jewish	44%	(27)	20%	(12)	35% (21)	60
Relig: Evangelical	43%	(256)	23%	(135)	35% (208)	600
Relig: Non-Evang. Catholics	43%	(270)	24%	(150)	34% (215)	636
Relig: All Christian	43%	(527)	23%	(285)	34% (423)	1235
Relig: All Non-Christian	39%	(380)	21%	(205)	39% (379)	964
Community: Urban	42%	(270)	23%	(147)	35% (221)	638
Community: Suburban	41%	(413)	24%	(241)	35% (345)	999
Community: Rural	40%	(223)	19%	(105)	42% (236)	564
Employ: Private Sector	47%	(313)	27%	(178)	26% (177)	668
Employ: Government	54%	(67)	24%	(29)	23% (28)	124
Employ: Self-Employed	42%	(83)	26%	(52)	32% (63)	198
Employ: Homemaker	32%	(72)	13%	(29)	54% (121)	223
Employ: Student	42%	(43)	20%	(21)	38% (40)	104
Employ: Retired	36%	(173)	21%	(102)	43% (205)	479
Employ: Unemployed	40%	(85)	21%	(45)	39% (83)	214
Employ: Other	36%	(69)	19%	(37)	45% (86)	192
Job Type: White-collar	47%	(338)	23%	(168)	30% (217)	723
Job Type: Blue-collar	43%	(424)	23%	(229)	33% (326)	980
Job Type: Don't Know	29%	(145)	19%	(96)	52% (258)	498
Military HH: Yes	42%	(177)	26%	(108)	32% (134)	419
Military HH: No	41%	(730)	22%	(385)	37% (668)	1782
RD/WT: Right Direction	45%	(415)	20%	(185)	34% (312)	912
RD/WT: Wrong Track	38%	(492)	24%	(308)	38% (490)	1289

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Table BRD8: Do you think the amount of Target's settlement was appropriate or inappropriate?

Demographic	Appropriate		Inappropriate		Don't Know / No Opinion	Total N
Adults	41%	(906)	22%	(493)	36% (802)	2201
Strongly Approve	44%	(207)	23%	(109)	33% (154)	470
Somewhat Approve	46%	(230)	18%	(91)	35% (174)	496
Somewhat Disapprove	39%	(111)	28%	(78)	33% (94)	283
Strongly Disapprove	40%	(329)	25%	(205)	35% (281)	815
Don't Know / No Opinion	22%	(31)	7%	(9)	71% (97)	137
#1 Issue: Economy	44%	(252)	22%	(127)	34% (193)	572
#1 Issue: Security	42%	(186)	24%	(109)	34% (151)	445
#1 Issue: Health Care	37%	(150)	23%	(92)	40% (162)	403
#1 Issue: Medicare / Social Security	36%	(128)	17%	(61)	46% (162)	350
#1 Issue: Women's Issues	45%	(54)	24%	(29)	31% (38)	121
#1 Issue: Education	47%	(72)	27%	(41)	26% (39)	152
#1 Issue: Energy	51%	(47)	25%	(23)	25% (23)	92
#1 Issue: Other	28%	(18)	20%	(13)	52% (34)	65
2016 Vote: Democrat Hillary Clinton	47%	(354)	21%	(158)	32% (242)	754
2016 Vote: Republican Donald Trump	43%	(335)	21%	(167)	36% (284)	785
2016 Vote: Someone else	42%	(65)	22%	(33)	36% (56)	154
2012 Vote: Barack Obama	45%	(401)	23%	(203)	32% (288)	892
2012 Vote: Mitt Romney	41%	(233)	22%	(123)	37% (209)	565
2012 Vote: Other	35%	(27)	13%	(10)	52% (40)	77
2012 Vote: Didn't Vote	37%	(246)	23%	(156)	40% (264)	666
4-Region: Northeast	40%	(160)	23%	(91)	37% (150)	402
4-Region: Midwest	42%	(199)	22%	(105)	36% (170)	474
4-Region: South	41%	(334)	20%	(162)	39% (318)	815
4-Region: West	42%	(213)	26%	(135)	32% (163)	511

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

Table BRD9: Do you think Target is doing too much, too little or about the right amount when it comes to keeping their customer's personal data secure?

Demographic	Too much		Too little		About the right amount		Don't Know / No Opinion		Total N
Adults	7%	(163)	35%	(765)	28%	(616)	30%	(657)	2201
Gender: Male	10%	(104)	41%	(430)	26%	(273)	24%	(253)	1060
Gender: Female	5%	(59)	29%	(335)	30%	(343)	35%	(405)	1141
Age: 18-29	14%	(66)	40%	(188)	21%	(101)	25%	(121)	476
Age: 30-44	10%	(59)	36%	(203)	29%	(164)	24%	(134)	559
Age: 45-54	6%	(22)	29%	(109)	33%	(124)	32%	(122)	377
Age: 55-64	2%	(6)	33%	(131)	31%	(121)	34%	(133)	391
Age: 65+	2%	(9)	34%	(134)	27%	(107)	37%	(148)	398
PID: Dem (no lean)	8%	(67)	34%	(266)	32%	(251)	26%	(202)	786
PID: Ind (no lean)	6%	(43)	33%	(235)	24%	(176)	37%	(267)	720
PID: Rep (no lean)	8%	(53)	38%	(265)	27%	(189)	27%	(189)	695
PID/Gender: Dem Men	13%	(47)	40%	(148)	26%	(96)	21%	(77)	367
PID/Gender: Dem Women	5%	(20)	28%	(118)	37%	(155)	30%	(126)	419
PID/Gender: Ind Men	9%	(28)	38%	(124)	24%	(79)	30%	(99)	330
PID/Gender: Ind Women	4%	(15)	28%	(111)	25%	(97)	43%	(168)	390
PID/Gender: Rep Men	8%	(29)	44%	(158)	27%	(98)	21%	(77)	363
PID/Gender: Rep Women	7%	(24)	32%	(106)	27%	(91)	33%	(111)	332
Tea Party: Supporter	14%	(80)	40%	(231)	25%	(141)	21%	(121)	572
Tea Party: Not Supporter	5%	(77)	33%	(530)	29%	(476)	33%	(536)	1619
Ideo: Liberal (1-3)	13%	(89)	36%	(249)	29%	(205)	22%	(153)	695
Ideo: Moderate (4)	5%	(27)	33%	(182)	28%	(156)	34%	(186)	551
Ideo: Conservative (5-7)	6%	(40)	39%	(280)	29%	(206)	27%	(191)	718
Educ: < College	7%	(114)	33%	(521)	26%	(409)	33%	(523)	1567
Educ: Bachelors degree	6%	(27)	39%	(161)	32%	(135)	23%	(94)	416
Educ: Post-grad	10%	(22)	38%	(82)	33%	(73)	19%	(41)	219
Income: Under 50k	7%	(93)	34%	(456)	25%	(338)	33%	(443)	1329
Income: 50k-100k	8%	(50)	36%	(234)	31%	(201)	26%	(169)	654
Income: 100k+	9%	(20)	34%	(75)	36%	(77)	21%	(45)	218

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Table BRD9: Do you think Target is doing too much, too little or about the right amount when it comes to keeping their customer's personal data secure?

Demographic	Too much		Too little		About the right amount		Don't Know / No Opinion		Total N
Adults	7%	(163)	35%	(765)	28%	(616)	30%	(657)	2201
Ethnicity: White	6%	(106)	36%	(625)	29%	(501)	30%	(519)	1750
Ethnicity: Hispanic	13%	(41)	41%	(135)	25%	(84)	21%	(69)	329
Ethnicity: Afr. Am.	11%	(30)	30%	(81)	27%	(73)	32%	(85)	269
Ethnicity: Other	15%	(27)	32%	(59)	24%	(43)	29%	(53)	182
Relig: Protestant	5%	(26)	34%	(164)	32%	(153)	28%	(132)	475
Relig: Roman Catholic	9%	(47)	40%	(203)	28%	(145)	23%	(118)	513
Relig: Ath./Agn./None	7%	(43)	30%	(185)	29%	(177)	34%	(208)	613
Relig: Something Else	8%	(29)	35%	(122)	27%	(93)	30%	(107)	351
Relig: Jewish	5%	(3)	46%	(28)	31%	(18)	17%	(10)	60
Relig: Evangelical	9%	(57)	38%	(228)	24%	(141)	29%	(174)	600
Relig: Non-Evang. Catholics	5%	(34)	36%	(228)	32%	(204)	27%	(169)	636
Relig: All Christian	7%	(91)	37%	(456)	28%	(346)	28%	(343)	1235
Relig: All Non-Christian	7%	(72)	32%	(307)	28%	(270)	33%	(314)	964
Community: Urban	12%	(79)	30%	(193)	29%	(188)	28%	(178)	638
Community: Suburban	6%	(55)	39%	(387)	28%	(281)	28%	(277)	999
Community: Rural	5%	(28)	33%	(185)	26%	(147)	36%	(203)	564
Employ: Private Sector	9%	(59)	40%	(266)	30%	(199)	22%	(144)	668
Employ: Government	12%	(15)	33%	(41)	34%	(43)	21%	(25)	124
Employ: Self-Employed	14%	(28)	36%	(72)	28%	(56)	21%	(42)	198
Employ: Homemaker	4%	(8)	32%	(72)	21%	(46)	43%	(96)	223
Employ: Student	9%	(10)	32%	(33)	28%	(29)	31%	(32)	104
Employ: Retired	1%	(6)	35%	(166)	30%	(142)	35%	(166)	479
Employ: Unemployed	10%	(21)	31%	(66)	26%	(57)	33%	(70)	214
Employ: Other	8%	(15)	26%	(50)	24%	(45)	43%	(82)	192
Job Type: White-collar	8%	(55)	38%	(277)	32%	(233)	22%	(158)	723
Job Type: Blue-collar	8%	(81)	35%	(345)	29%	(287)	27%	(266)	980
Job Type: Don't Know	5%	(26)	29%	(142)	19%	(96)	47%	(233)	498
Military HH: Yes	9%	(36)	38%	(161)	27%	(113)	26%	(109)	419
Military HH: No	7%	(127)	34%	(604)	28%	(503)	31%	(549)	1782

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Table BRD9: Do you think Target is doing too much, too little or about the right amount when it comes to keeping their customer's personal data secure?

Demographic	Too much		Too little		About the right amount		Don't Know / No Opinion		Total N
Adults	7%	(163)	35%	(765)	28%	(616)	30%	(657)	2201
RD/WT: Right Direction	11%	(99)	34%	(313)	26%	(234)	29%	(266)	912
RD/WT: Wrong Track	5%	(64)	35%	(452)	30%	(382)	30%	(392)	1289
Strongly Approve	10%	(47)	40%	(187)	25%	(117)	25%	(119)	470
Somewhat Approve	8%	(42)	34%	(166)	30%	(147)	28%	(141)	496
Somewhat Disapprove	7%	(19)	35%	(101)	29%	(82)	29%	(82)	283
Strongly Disapprove	6%	(52)	36%	(293)	30%	(244)	28%	(226)	815
Don't Know / No Opinion	2%	(3)	13%	(18)	19%	(26)	65%	(90)	137
#1 Issue: Economy	6%	(34)	37%	(212)	30%	(170)	27%	(157)	572
#1 Issue: Security	4%	(19)	42%	(187)	27%	(121)	27%	(118)	445
#1 Issue: Health Care	6%	(25)	33%	(133)	31%	(124)	30%	(120)	403
#1 Issue: Medicare / Social Security	6%	(21)	30%	(104)	24%	(83)	41%	(143)	350
#1 Issue: Women's Issues	20%	(24)	25%	(30)	33%	(40)	22%	(27)	121
#1 Issue: Education	16%	(25)	30%	(46)	30%	(45)	24%	(36)	152
#1 Issue: Energy	15%	(14)	41%	(38)	20%	(19)	23%	(22)	92
#1 Issue: Other	1%	(1)	24%	(16)	22%	(14)	53%	(34)	65
2016 Vote: Democrat Hillary Clinton	8%	(60)	34%	(256)	33%	(252)	25%	(187)	754
2016 Vote: Republican Donald Trump	7%	(58)	38%	(299)	26%	(204)	29%	(224)	785
2016 Vote: Someone else	4%	(7)	35%	(53)	32%	(49)	29%	(45)	154
2012 Vote: Barack Obama	9%	(76)	35%	(313)	31%	(278)	25%	(225)	892
2012 Vote: Mitt Romney	4%	(25)	37%	(207)	31%	(176)	28%	(156)	565
2012 Vote: Other	2%	(2)	32%	(24)	17%	(13)	49%	(38)	77
2012 Vote: Didn't Vote	9%	(60)	33%	(220)	22%	(148)	36%	(238)	666
4-Region: Northeast	5%	(21)	32%	(130)	32%	(127)	31%	(124)	402
4-Region: Midwest	6%	(27)	36%	(172)	30%	(144)	28%	(132)	474
4-Region: South	7%	(60)	37%	(299)	23%	(184)	33%	(272)	815
4-Region: West	11%	(55)	32%	(165)	32%	(161)	25%	(130)	511

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

Table BRD10: Does knowing this make you more or less likely to shop at Target in the next 6 months, 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% (174)	10% (227)	13% (289)	13% (294)	39% (866)	16% (352)	2201
Gender: Male	10% (104)	12% (125)	16% (167)	14% (151)	36% (378)	13% (134)	1060
Gender: Female	6% (70)	9% (102)	11% (122)	13% (143)	43% (488)	19% (217)	1141
Age: 18-29	13% (63)	15% (73)	15% (73)	12% (56)	28% (133)	16% (78)	476
Age: 30-44	14% (76)	12% (69)	14% (78)	13% (74)	31% (174)	16% (89)	559
Age: 45-54	4% (17)	10% (37)	12% (44)	10% (39)	42% (159)	22% (81)	377
Age: 55-64	3% (11)	7% (26)	13% (50)	15% (59)	51% (199)	11% (45)	391
Age: 65+	2% (7)	5% (21)	11% (44)	16% (64)	51% (201)	15% (59)	398
PID: Dem (no lean)	9% (74)	13% (103)	12% (98)	10% (80)	41% (326)	13% (104)	786
PID: Ind (no lean)	5% (36)	7% (53)	13% (93)	15% (107)	39% (282)	21% (149)	720
PID: Rep (no lean)	9% (64)	10% (71)	14% (97)	15% (107)	37% (258)	14% (99)	695
PID/Gender: Dem Men	12% (46)	18% (66)	14% (52)	10% (38)	36% (132)	9% (33)	367
PID/Gender: Dem Women	7% (29)	9% (37)	11% (46)	10% (42)	46% (194)	17% (71)	419
PID/Gender: Ind Men	7% (23)	7% (24)	17% (55)	17% (57)	34% (112)	18% (59)	330
PID/Gender: Ind Women	3% (12)	7% (29)	10% (38)	13% (50)	44% (170)	23% (90)	390
PID/Gender: Rep Men	10% (35)	10% (36)	16% (59)	15% (56)	37% (134)	12% (42)	363
PID/Gender: Rep Women	9% (29)	11% (35)	11% (38)	15% (51)	37% (123)	17% (56)	332
Tea Party: Supporter	19% (107)	16% (90)	14% (79)	14% (77)	25% (145)	13% (74)	572
Tea Party: Not Supporter	4% (66)	8% (134)	13% (208)	13% (213)	44% (720)	17% (277)	1619
Ideo: Liberal (1-3)	14% (100)	16% (111)	13% (92)	11% (79)	33% (231)	12% (82)	695
Ideo: Moderate (4)	3% (17)	10% (54)	12% (67)	13% (73)	44% (240)	18% (100)	551
Ideo: Conservative (5-7)	7% (47)	8% (54)	15% (109)	16% (113)	44% (314)	11% (81)	718
Educ: < College	7% (106)	10% (160)	13% (199)	14% (226)	37% (582)	19% (294)	1567
Educ: Bachelors degree	10% (42)	10% (42)	15% (62)	11% (45)	44% (182)	10% (42)	416
Educ: Post-grad	12% (26)	11% (24)	13% (28)	10% (22)	47% (102)	7% (16)	219
Income: Under 50k	5% (71)	11% (144)	12% (165)	15% (204)	37% (489)	19% (256)	1329
Income: 50k-100k	13% (85)	10% (65)	14% (94)	11% (70)	40% (265)	11% (75)	654
Income: 100k+	8% (18)	8% (17)	13% (29)	9% (20)	52% (113)	10% (21)	218
Ethnicity: White	7% (127)	9% (162)	13% (235)	13% (232)	42% (731)	15% (263)	1750

Continued on next page

Table BRD10: Does knowing this make you more or less likely to shop at Target in the next 6 months, 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% (174)	10% (227)	13% (289)	13% (294)	39% (866)	16% (352)	2201
Ethnicity: Hispanic	16% (54)	17% (55)	13% (44)	11% (38)	29% (97)	13% (42)	329
Ethnicity: Afr. Am.	10% (28)	13% (36)	10% (28)	13% (35)	31% (84)	21% (57)	269
Ethnicity: Other	11% (19)	16% (28)	14% (25)	15% (27)	28% (51)	17% (32)	182
Relig: Protestant	7% (33)	9% (41)	13% (60)	13% (63)	46% (221)	12% (59)	475
Relig: Roman Catholic	12% (64)	15% (78)	12% (64)	11% (57)	39% (201)	10% (49)	513
Relig: Ath./Agn./None	6% (35)	9% (52)	13% (77)	13% (81)	40% (245)	20% (123)	613
Relig: Something Else	7% (26)	11% (39)	14% (48)	14% (50)	37% (128)	17% (59)	351
Relig: Jewish	7% (4)	8% (5)	21% (13)	11% (7)	49% (29)	5% (3)	60
Relig: Evangelical	13% (75)	10% (60)	13% (77)	14% (85)	33% (199)	17% (104)	600
Relig: Non-Evang. Catholics	6% (38)	12% (76)	14% (86)	12% (75)	46% (294)	10% (67)	636
Relig: All Christian	9% (113)	11% (135)	13% (163)	13% (160)	40% (493)	14% (170)	1235
Relig: All Non-Christian	6% (61)	9% (91)	13% (125)	14% (132)	39% (373)	19% (181)	964
Community: Urban	16% (100)	13% (84)	12% (78)	9% (58)	32% (206)	18% (112)	638
Community: Suburban	5% (49)	9% (95)	15% (145)	15% (146)	44% (441)	12% (123)	999
Community: Rural	4% (25)	8% (47)	12% (65)	16% (90)	39% (219)	21% (117)	564
Employ: Private Sector	13% (86)	12% (79)	15% (101)	12% (77)	38% (253)	11% (71)	668
Employ: Government	20% (24)	20% (24)	13% (16)	5% (7)	35% (43)	8% (10)	124
Employ: Self-Employed	10% (19)	13% (26)	14% (27)	17% (35)	35% (70)	11% (22)	198
Employ: Homemaker	5% (11)	5% (12)	8% (18)	13% (29)	38% (84)	31% (69)	223
Employ: Student	5% (6)	10% (11)	17% (18)	11% (11)	30% (31)	26% (27)	104
Employ: Retired	1% (5)	6% (28)	11% (54)	16% (78)	51% (246)	14% (68)	479
Employ: Unemployed	8% (17)	11% (24)	14% (30)	16% (35)	33% (70)	18% (39)	214
Employ: Other	4% (7)	12% (23)	12% (24)	12% (22)	36% (70)	24% (46)	192
Job Type: White-collar	11% (83)	11% (77)	14% (98)	13% (92)	43% (310)	9% (63)	723
Job Type: Blue-collar	7% (65)	10% (99)	14% (135)	15% (148)	40% (389)	15% (143)	980
Job Type: Don't Know	5% (26)	10% (50)	11% (56)	11% (54)	33% (166)	29% (146)	498
Military HH: Yes	11% (44)	11% (45)	13% (54)	15% (62)	37% (157)	14% (57)	419
Military HH: No	7% (130)	10% (182)	13% (235)	13% (232)	40% (709)	17% (295)	1782
RD/WT: Right Direction	14% (126)	12% (113)	12% (108)	13% (117)	32% (294)	17% (153)	912
RD/WT: Wrong Track	4% (48)	9% (114)	14% (181)	14% (177)	44% (572)	15% (198)	1289

Continued on next page

Table BRD10: Does knowing this make you more or less likely to shop at Target in the next 6 months, 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% (174)	10% (227)	13% (289)	13% (294)	39% (866)	16% (352)	2201
Strongly Approve	17% (78)	10% (47)	8% (39)	17% (80)	35% (163)	14% (64)	470
Somewhat Approve	7% (33)	14% (70)	16% (78)	12% (60)	37% (184)	14% (70)	496
Somewhat Disapprove	4% (10)	8% (24)	21% (60)	13% (36)	40% (113)	14% (41)	283
Strongly Disapprove	6% (49)	9% (77)	13% (105)	14% (113)	45% (366)	13% (105)	815
Don't Know / No Opinion	3% (4)	7% (10)	5% (6)	4% (5)	29% (40)	52% (72)	137
#1 Issue: Economy	7% (39)	10% (55)	18% (102)	13% (73)	39% (223)	14% (80)	572
#1 Issue: Security	7% (33)	8% (38)	13% (56)	19% (85)	38% (169)	15% (65)	445
#1 Issue: Health Care	4% (15)	11% (45)	9% (36)	12% (47)	48% (194)	16% (66)	403
#1 Issue: Medicare / Social Security	7% (24)	9% (31)	10% (35)	13% (47)	43% (151)	18% (64)	350
#1 Issue: Women's Issues	23% (28)	16% (19)	13% (16)	6% (7)	28% (33)	15% (18)	121
#1 Issue: Education	13% (19)	16% (25)	14% (21)	10% (16)	28% (42)	19% (29)	152
#1 Issue: Energy	18% (16)	12% (11)	19% (18)	10% (9)	30% (28)	10% (10)	92
#1 Issue: Other	1% (1)	4% (3)	7% (4)	16% (10)	41% (26)	31% (20)	65
2016 Vote: Democrat Hillary Clinton	7% (55)	13% (96)	14% (106)	11% (83)	43% (325)	12% (88)	754
2016 Vote: Republican Donald Trump	10% (77)	9% (68)	13% (101)	15% (121)	40% (311)	14% (108)	785
2016 Vote: Someone else	5% (7)	10% (15)	12% (19)	13% (20)	46% (71)	14% (22)	154
2012 Vote: Barack Obama	8% (72)	12% (107)	13% (116)	12% (109)	43% (381)	12% (107)	892
2012 Vote: Mitt Romney	7% (38)	8% (45)	13% (71)	15% (86)	45% (252)	13% (73)	565
2012 Vote: Other	3% (2)	4% (3)	9% (7)	16% (12)	45% (35)	22% (17)	77
2012 Vote: Didn't Vote	9% (62)	11% (71)	14% (93)	13% (87)	30% (198)	23% (155)	666
4-Region: Northeast	7% (29)	10% (40)	14% (56)	12% (49)	41% (165)	16% (63)	402
4-Region: Midwest	7% (35)	8% (40)	14% (64)	13% (60)	46% (217)	12% (58)	474
4-Region: South	8% (66)	12% (94)	13% (103)	15% (121)	34% (275)	19% (156)	815
4-Region: West	9% (44)	10% (53)	13% (66)	13% (64)	41% (209)	15% (75)	511

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	476	22%
	Age: 30-44	559	25%
	Age: 45-54	377	17%
	Age: 55-64	391	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	786	36%
	PID: Ind (no lean)	720	33%
	PID: Rep (no lean)	695	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	367	17%
	PID/Gender: Dem Women	419	19%
	PID/Gender: Ind Men	330	15%
	PID/Gender: Ind Women	390	18%
	PID/Gender: Rep Men	363	16%
	PID/Gender: Rep Women	332	15%
	N	2201	
xdemTea	Tea Party: Supporter	572	26%
	Tea Party: Not Supporter	1619	74%
	N	2191	
xdemIdeo3	Ideo: Liberal (1-3)	695	32%
	Ideo: Moderate (4)	551	25%
	Ideo: Conservative (5-7)	718	33%
	N	1964	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1329	60%
	Income: 50k-100k	654	30%
	Income: 100k+	218	10%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	475	22%
	Relig: Roman Catholic	513	23%
	Relig: Ath./Agn./None	613	28%
	Relig: Something Else	351	16%
	N	1952	
xreligion1	Relig: Jewish	60	3%
xreligion2	Relig: Evangelical	600	27%
	Relig: Non-Evang. Catholics	636	29%
	N	1235	
xreligion3	Relig: All Christian	1235	56%
	Relig: All Non-Christian	964	44%
	N	2199	
xdemUsr	Community: Urban	638	29%
	Community: Suburban	999	45%
	Community: Rural	564	26%
	N	2201	
xdemEmploy	Employ: Private Sector	668	30%
	Employ: Government	124	6%
	Employ: Self-Employed	198	9%
	Employ: Homemaker	223	10%
	Employ: Student	104	5%
	Employ: Retired	479	22%
	Employ: Unemployed	214	10%
	Employ: Other	192	9%
	N	2201	
xdemJobStatus	Job Type: White-collar	723	33%
	Job Type: Blue-collar	980	45%
	Job Type: Don't Know	498	23%
	N	2201	
xdemMilHH1	Military HH: Yes	419	19%
	Military HH: No	1782	81%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	912	41%
	RD/WT: Wrong Track	1289	59%
	N	2201	
Q172	Strongly Approve	470	21%
	Somewhat Approve	496	23%
	Somewhat Disapprove	283	13%
	Strongly Disapprove	815	37%
	Don't Know / No Opinion	137	6%
	N	2201	
xnr3	#1 Issue: Economy	572	26%
	#1 Issue: Security	445	20%
	#1 Issue: Health Care	403	18%
	#1 Issue: Medicare / Social Security	350	16%
	#1 Issue: Women's Issues	121	5%
	#1 Issue: Education	152	7%
	#1 Issue: Energy	92	4%
	#1 Issue: Other	65	3%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	754	34%
	2016 Vote: Republican Donald Trump	785	36%
	2016 Vote: Someone else	154	7%
	N	1694	
xsubVote12O	2012 Vote: Barack Obama	892	41%
	2012 Vote: Mitt Romney	565	26%
	2012 Vote: Other	77	4%
	2012 Vote: Didn't Vote	666	30%
	N	2200	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

