



MORNING CONSULT

Morning Consult
National Tracking Poll #170606
June 20-21, 2017

Crosstabulation Results

Methodology:

This poll was conducted from June 20-21, 2017, among a national sample of 2177 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1: *Have you ever used an online retailer for at home grocery delivery?*

Demographic	Yes	No	Total N
Adults	22% (485)	78% (1692)	2177
Gender: Male	27% (282)	73% (766)	1048
Gender: Female	18% (203)	82% (926)	1129
Age: 18-29	30% (141)	70% (334)	475
Age: 30-44	29% (158)	71% (390)	549
Age: 45-54	19% (72)	81% (311)	382
Age: 55-64	17% (64)	83% (313)	377
Age: 65+	13% (50)	87% (343)	393
PID: Dem (no lean)	24% (185)	76% (571)	755
PID: Ind (no lean)	18% (130)	82% (612)	742
PID: Rep (no lean)	25% (170)	75% (509)	680
PID/Gender: Dem Men	29% (101)	71% (249)	349
PID/Gender: Dem Women	21% (84)	79% (322)	406
PID/Gender: Ind Men	24% (82)	76% (261)	343
PID/Gender: Ind Women	12% (48)	88% (351)	399
PID/Gender: Rep Men	28% (99)	72% (256)	355
PID/Gender: Rep Women	22% (71)	78% (253)	324
Tea Party: Supporter	31% (184)	69% (417)	600
Tea Party: Not Supporter	19% (299)	81% (1266)	1565
Ideo: Liberal (1-3)	32% (232)	68% (496)	728
Ideo: Moderate (4)	21% (115)	79% (426)	542
Ideo: Conservative (5-7)	18% (117)	82% (551)	668
Educ: < College	20% (306)	80% (1244)	1549
Educ: Bachelors degree	25% (102)	75% (309)	411
Educ: Post-grad	36% (77)	64% (140)	216
Income: Under 50k	19% (235)	81% (1011)	1245
Income: 50k-100k	26% (173)	74% (502)	675
Income: 100k+	30% (77)	70% (180)	257
Ethnicity: White	21% (363)	79% (1368)	1731

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Table BRD1: *Have you ever used an online retailer for at home grocery delivery?*

Demographic	Yes	No	Total N
Adults	22% (485)	78% (1692)	2177
Ethnicity: Hispanic	37% (120)	63% (205)	326
Ethnicity: Afr. Am.	26% (69)	74% (197)	266
Ethnicity: Other	30% (53)	70% (127)	180
Relig: Protestant	19% (99)	81% (416)	515
Relig: Roman Catholic	33% (157)	67% (323)	480
Relig: Ath./Agn./None	19% (116)	81% (489)	605
Relig: Something Else	22% (72)	78% (258)	330
Relig: Evangelical	23% (139)	77% (467)	606
Relig: Non-Evang. Catholics	25% (157)	75% (475)	632
Relig: All Christian	24% (296)	76% (942)	1238
Relig: All Non-Christian	20% (188)	80% (746)	935
Community: Urban	30% (173)	70% (408)	581
Community: Suburban	20% (193)	80% (795)	988
Community: Rural	20% (119)	80% (489)	608
Employ: Private Sector	29% (196)	71% (478)	674
Employ: Government	35% (54)	65% (102)	155
Employ: Self-Employed	29% (51)	71% (123)	173
Employ: Homemaker	18% (35)	82% (160)	195
Employ: Student	28% (29)	72% (75)	104
Employ: Retired	16% (79)	84% (404)	483
Employ: Unemployed	10% (22)	90% (191)	213
Employ: Other	11% (20)	89% (158)	179
Military HH: Yes	26% (99)	74% (283)	382
Military HH: No	21% (386)	79% (1409)	1795
RD/WT: Right Direction	26% (223)	74% (639)	861
RD/WT: Wrong Track	20% (262)	80% (1053)	1316
Strongly Approve	26% (119)	74% (345)	465
Somewhat Approve	22% (109)	78% (388)	497
Somewhat Disapprove	23% (66)	77% (218)	284
Strongly Disapprove	22% (175)	78% (625)	801
Dont Know / No Opinion	12% (15)	88% (116)	131

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Table BRD1: Have you ever used an online retailer for at home grocery delivery?

Demographic	Yes	No	Total N
Adults	22% (485)	78% (1692)	2177
#1 Issue: Economy	20% (121)	80% (474)	595
#1 Issue: Security	20% (82)	80% (333)	415
#1 Issue: Health Care	18% (85)	82% (392)	477
#1 Issue: Medicare / Social Security	21% (57)	79% (213)	270
#1 Issue: Women's Issues	31% (30)	69% (67)	97
#1 Issue: Education	43% (62)	57% (82)	144
#1 Issue: Energy	38% (36)	62% (58)	94
#1 Issue: Other	14% (12)	86% (73)	85
2016 Vote: Democrat Hillary Clinton	27% (211)	73% (565)	775
2016 Vote: Republican Donald Trump	22% (165)	78% (571)	736
2016 Vote: Someone else	26% (43)	74% (122)	165
2012 Vote: Barack Obama	25% (220)	75% (658)	878
2012 Vote: Mitt Romney	20% (116)	80% (452)	567
2012 Vote: Other	21% (18)	79% (67)	85
2012 Vote: Didn't Vote	20% (130)	80% (514)	644
4-Region: Northeast	25% (100)	75% (297)	397
4-Region: Midwest	14% (68)	86% (401)	469
4-Region: South	21% (173)	79% (633)	806
4-Region: West	29% (145)	71% (360)	506

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

Table BRD2_4NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.

AmazonFresh

Demographic	Selected		Not Selected		Total N
Adults	42%	(202)	58%	(283)	485
Gender: Male	49%	(138)	51%	(143)	282
Gender: Female	31%	(64)	69%	(140)	203
Age: 18-29	49%	(69)	51%	(72)	141
Age: 30-44	53%	(84)	47%	(74)	158
Age: 45-54	29%	(21)	71%	(51)	72
Age: 55-64	34%	(22)	66%	(42)	64
Age: 65+	13%	(7)	87%	(43)	50
PID: Dem (no lean)	51%	(94)	49%	(91)	185
PID: Ind (no lean)	36%	(46)	64%	(84)	130
PID: Rep (no lean)	37%	(62)	63%	(108)	170
PID/Gender: Dem Men	59%	(59)	41%	(42)	101
PID/Gender: Dem Women	41%	(35)	59%	(49)	84
PID/Gender: Ind Men	37%	(31)	63%	(51)	82
PID/Gender: Rep Men	49%	(49)	51%	(50)	99
PID/Gender: Rep Women	19%	(13)	81%	(58)	71
Tea Party: Supporter	49%	(90)	51%	(94)	184
Tea Party: Not Supporter	37%	(111)	63%	(188)	299
Ideo: Liberal (1-3)	49%	(113)	51%	(119)	232
Ideo: Moderate (4)	42%	(48)	58%	(67)	115
Ideo: Conservative (5-7)	32%	(38)	68%	(79)	117
Educ: < College	36%	(109)	64%	(197)	306
Educ: Bachelors degree	49%	(50)	51%	(52)	102
Educ: Post-grad	56%	(43)	44%	(33)	77
Income: Under 50k	34%	(80)	66%	(155)	235
Income: 50k-100k	47%	(82)	53%	(91)	173
Income: 100k+	53%	(41)	47%	(37)	77
Ethnicity: White	42%	(154)	58%	(209)	363
Ethnicity: Hispanic	52%	(62)	48%	(58)	120

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Table BRD2_4NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.

AmazonFresh

Demographic	Selected		Not Selected		Total N
Adults	42%	(202)	58%	(283)	485
Ethnicity: Afr. Am.	35%	(24)	65%	(44)	69
Ethnicity: Other	45%	(24)	55%	(29)	53
Relig: Protestant	35%	(35)	65%	(64)	99
Relig: Roman Catholic	45%	(70)	55%	(87)	157
Relig: Ath./Agn./None	44%	(51)	56%	(65)	116
Relig: Something Else	27%	(19)	73%	(53)	72
Relig: Evangelical	53%	(74)	47%	(65)	139
Relig: Non-Evang. Catholics	37%	(57)	63%	(100)	157
Relig: All Christian	44%	(131)	56%	(165)	296
Relig: All Non-Christian	38%	(71)	62%	(117)	188
Community: Urban	60%	(104)	40%	(69)	173
Community: Suburban	34%	(66)	66%	(127)	193
Community: Rural	27%	(32)	73%	(87)	119
Employ: Private Sector	51%	(99)	49%	(96)	196
Employ: Government	44%	(23)	56%	(30)	54
Employ: Self-Employed	39%	(20)	61%	(31)	51
Employ: Retired	21%	(17)	79%	(63)	79
Military HH: Yes	34%	(34)	66%	(65)	99
Military HH: No	44%	(168)	56%	(218)	386
RD/WT: Right Direction	47%	(104)	53%	(119)	223
RD/WT: Wrong Track	37%	(98)	63%	(164)	262
Strongly Approve	39%	(47)	61%	(73)	119
Somewhat Approve	42%	(46)	58%	(63)	109
Somewhat Disapprove	51%	(34)	49%	(32)	66
Strongly Disapprove	39%	(69)	61%	(106)	175
#1 Issue: Economy	43%	(52)	57%	(69)	121
#1 Issue: Security	41%	(34)	59%	(48)	82
#1 Issue: Health Care	43%	(36)	57%	(49)	85
#1 Issue: Medicare / Social Security	25%	(14)	75%	(43)	57
#1 Issue: Education	40%	(25)	60%	(37)	62

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Table BRD2_4NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 AmazonFresh

Demographic	Selected		Not Selected		Total N
Adults	42%	(202)	58%	(283)	485
2016 Vote: Democrat Hillary Clinton	43%	(91)	57%	(120)	211
2016 Vote: Republican Donald Trump	44%	(73)	56%	(92)	165
2012 Vote: Barack Obama	47%	(104)	53%	(117)	220
2012 Vote: Mitt Romney	42%	(48)	58%	(68)	116
2012 Vote: Didn't Vote	34%	(45)	66%	(85)	130
4-Region: Northeast	35%	(35)	65%	(65)	100
4-Region: Midwest	34%	(23)	66%	(45)	68
4-Region: South	40%	(69)	60%	(103)	173
4-Region: West	52%	(75)	48%	(70)	145

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

Table BRD2_5NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.

Peapod

Demographic	Selected		Not Selected		Total N
Adults	12%	(57)	88%	(428)	485
Gender: Male	13%	(36)	87%	(245)	282
Gender: Female	10%	(21)	90%	(182)	203
Age: 18-29	16%	(23)	84%	(119)	141
Age: 30-44	8%	(12)	92%	(146)	158
Age: 45-54	13%	(10)	87%	(62)	72
Age: 55-64	19%	(12)	81%	(52)	64
Age: 65+	2%	(1)	98%	(49)	50
PID: Dem (no lean)	11%	(19)	89%	(165)	185
PID: Ind (no lean)	12%	(15)	88%	(115)	130
PID: Rep (no lean)	13%	(23)	87%	(147)	170
PID/Gender: Dem Men	14%	(14)	86%	(86)	101
PID/Gender: Dem Women	6%	(5)	94%	(79)	84
PID/Gender: Ind Men	9%	(7)	91%	(75)	82
PID/Gender: Rep Men	15%	(15)	85%	(84)	99
PID/Gender: Rep Women	11%	(8)	89%	(64)	71
Tea Party: Supporter	15%	(28)	85%	(155)	184
Tea Party: Not Supporter	9%	(28)	91%	(271)	299
Ideo: Liberal (1-3)	12%	(28)	88%	(203)	232
Ideo: Moderate (4)	11%	(13)	89%	(102)	115
Ideo: Conservative (5-7)	12%	(14)	88%	(103)	117
Educ: < College	9%	(29)	91%	(277)	306
Educ: Bachelors degree	16%	(17)	84%	(85)	102
Educ: Post-grad	15%	(12)	85%	(65)	77
Income: Under 50k	10%	(23)	90%	(211)	235
Income: 50k-100k	12%	(21)	88%	(152)	173
Income: 100k+	17%	(13)	83%	(64)	77
Ethnicity: White	11%	(40)	89%	(323)	363
Ethnicity: Hispanic	15%	(18)	85%	(103)	120

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Table BRD2_5NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 Peapod

Demographic	Selected		Not Selected		Total N
Adults	12%	(57)	88%	(428)	485
Ethnicity: Afr. Am.	16%	(11)	84%	(58)	69
Ethnicity: Other	13%	(7)	87%	(46)	53
Relig: Protestant	13%	(13)	87%	(86)	99
Relig: Roman Catholic	14%	(22)	86%	(135)	157
Relig: Ath./Agn./None	7%	(8)	93%	(108)	116
Relig: Something Else	15%	(11)	85%	(61)	72
Relig: Evangelical	14%	(20)	86%	(120)	139
Relig: Non-Evang. Catholics	12%	(18)	88%	(139)	157
Relig: All Christian	13%	(38)	87%	(258)	296
Relig: All Non-Christian	10%	(19)	90%	(169)	188
Community: Urban	11%	(18)	89%	(155)	173
Community: Suburban	14%	(26)	86%	(167)	193
Community: Rural	11%	(13)	89%	(106)	119
Employ: Private Sector	13%	(25)	87%	(170)	196
Employ: Government	13%	(7)	87%	(47)	54
Employ: Self-Employed	14%	(7)	86%	(44)	51
Employ: Retired	10%	(8)	90%	(71)	79
Military HH: Yes	19%	(19)	81%	(80)	99
Military HH: No	10%	(39)	90%	(347)	386
RD/WT: Right Direction	16%	(35)	84%	(187)	223
RD/WT: Wrong Track	8%	(22)	92%	(240)	262
Strongly Approve	17%	(21)	83%	(99)	119
Somewhat Approve	10%	(10)	90%	(99)	109
Somewhat Disapprove	14%	(9)	86%	(56)	66
Strongly Disapprove	8%	(15)	92%	(161)	175
#1 Issue: Economy	11%	(13)	89%	(108)	121
#1 Issue: Security	11%	(9)	89%	(73)	82
#1 Issue: Health Care	13%	(11)	87%	(74)	85
#1 Issue: Medicare / Social Security	15%	(8)	85%	(49)	57
#1 Issue: Education	13%	(8)	87%	(54)	62

Continued on next page

Table BRD2_5NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
Peapod

Demographic	Selected		Not Selected		Total N
Adults	12%	(57)	88%	(428)	485
2016 Vote: Democrat Hillary Clinton	11%	(24)	89%	(187)	211
2016 Vote: Republican Donald Trump	14%	(23)	86%	(142)	165
2012 Vote: Barack Obama	14%	(30)	86%	(190)	220
2012 Vote: Mitt Romney	11%	(12)	89%	(103)	116
2012 Vote: Didn't Vote	11%	(14)	89%	(116)	130
4-Region: Northeast	22%	(22)	78%	(77)	100
4-Region: Midwest	8%	(6)	92%	(62)	68
4-Region: South	12%	(22)	88%	(151)	173
4-Region: West	6%	(8)	94%	(137)	145

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

Table BRD2_6NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 FreshDirect

Demographic	Selected		Not Selected		Total N
Adults	16%	(79)	84%	(406)	485
Gender: Male	21%	(60)	79%	(222)	282
Gender: Female	9%	(19)	91%	(184)	203
Age: 18-29	11%	(16)	89%	(126)	141
Age: 30-44	23%	(37)	77%	(121)	158
Age: 45-54	12%	(8)	88%	(63)	72
Age: 55-64	21%	(13)	79%	(51)	64
Age: 65+	10%	(5)	90%	(45)	50
PID: Dem (no lean)	22%	(40)	78%	(144)	185
PID: Ind (no lean)	12%	(16)	88%	(114)	130
PID: Rep (no lean)	13%	(23)	87%	(148)	170
PID/Gender: Dem Men	29%	(30)	71%	(71)	101
PID/Gender: Dem Women	13%	(11)	87%	(73)	84
PID/Gender: Ind Men	17%	(14)	83%	(68)	82
PID/Gender: Rep Men	16%	(16)	84%	(83)	99
PID/Gender: Rep Women	9%	(6)	91%	(65)	71
Tea Party: Supporter	22%	(41)	78%	(143)	184
Tea Party: Not Supporter	13%	(38)	87%	(261)	299
Ideo: Liberal (1-3)	19%	(44)	81%	(188)	232
Ideo: Moderate (4)	16%	(19)	84%	(97)	115
Ideo: Conservative (5-7)	12%	(15)	88%	(103)	117
Educ: < College	16%	(49)	84%	(257)	306
Educ: Bachelors degree	14%	(15)	86%	(88)	102
Educ: Post-grad	20%	(16)	80%	(61)	77
Income: Under 50k	14%	(32)	86%	(202)	235
Income: 50k-100k	18%	(31)	82%	(142)	173
Income: 100k+	20%	(16)	80%	(62)	77
Ethnicity: White	16%	(56)	84%	(307)	363
Ethnicity: Hispanic	22%	(27)	78%	(94)	120

Continued on next page

Table BRD2_6NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.

FreshDirect

Demographic	Selected		Not Selected		Total N
Adults	16%	(79)	84%	(406)	485
Ethnicity: Afr. Am.	17%	(11)	83%	(57)	69
Ethnicity: Other	21%	(11)	79%	(42)	53
Relig: Protestant	11%	(11)	89%	(88)	99
Relig: Roman Catholic	19%	(29)	81%	(128)	157
Relig: Ath./Agn./None	14%	(16)	86%	(100)	116
Relig: Something Else	21%	(15)	79%	(57)	72
Relig: Evangelical	14%	(20)	86%	(119)	139
Relig: Non-Evang. Catholics	18%	(28)	82%	(129)	157
Relig: All Christian	16%	(47)	84%	(249)	296
Relig: All Non-Christian	17%	(32)	83%	(157)	188
Community: Urban	27%	(47)	73%	(126)	173
Community: Suburban	12%	(24)	88%	(169)	193
Community: Rural	7%	(8)	93%	(111)	119
Employ: Private Sector	22%	(42)	78%	(153)	196
Employ: Government	11%	(6)	89%	(48)	54
Employ: Self-Employed	18%	(9)	82%	(41)	51
Employ: Retired	12%	(9)	88%	(70)	79
Military HH: Yes	13%	(13)	87%	(86)	99
Military HH: No	17%	(66)	83%	(320)	386
RD/WT: Right Direction	18%	(41)	82%	(182)	223
RD/WT: Wrong Track	14%	(38)	86%	(225)	262
Strongly Approve	22%	(26)	78%	(93)	119
Somewhat Approve	12%	(13)	88%	(96)	109
Somewhat Disapprove	14%	(9)	86%	(57)	66
Strongly Disapprove	16%	(29)	84%	(147)	175
#1 Issue: Economy	17%	(21)	83%	(100)	121
#1 Issue: Security	8%	(7)	92%	(75)	82
#1 Issue: Health Care	17%	(14)	83%	(71)	85
#1 Issue: Medicare / Social Security	24%	(13)	76%	(44)	57
#1 Issue: Education	9%	(5)	91%	(57)	62

Continued on next page

Table BRD2_6NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 FreshDirect

Demographic	Selected		Not Selected		Total N
Adults	16%	(79)	84%	(406)	485
2016 Vote: Democrat Hillary Clinton	21%	(45)	79%	(166)	211
2016 Vote: Republican Donald Trump	16%	(26)	84%	(139)	165
2012 Vote: Barack Obama	24%	(52)	76%	(169)	220
2012 Vote: Mitt Romney	10%	(11)	90%	(104)	116
2012 Vote: Didn't Vote	12%	(16)	88%	(114)	130
4-Region: Northeast	22%	(22)	78%	(77)	100
4-Region: Midwest	5%	(3)	95%	(64)	68
4-Region: South	14%	(24)	86%	(149)	173
4-Region: West	20%	(30)	80%	(116)	145

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

Table BRD2_7NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
Netgrocer

Demographic	Selected		Not Selected		Total N
Adults	9%	(43)	91%	(442)	485
Gender: Male	10%	(29)	90%	(252)	282
Gender: Female	7%	(14)	93%	(190)	203
Age: 18-29	5%	(7)	95%	(134)	141
Age: 30-44	14%	(22)	86%	(136)	158
Age: 45-54	15%	(11)	85%	(61)	72
Age: 55-64	4%	(2)	96%	(61)	64
Age: 65+	2%	(1)	98%	(49)	50
PID: Dem (no lean)	5%	(9)	95%	(175)	185
PID: Ind (no lean)	7%	(9)	93%	(121)	130
PID: Rep (no lean)	15%	(25)	85%	(145)	170
PID/Gender: Dem Men	5%	(5)	95%	(95)	101
PID/Gender: Dem Women	5%	(4)	95%	(80)	84
PID/Gender: Ind Men	8%	(6)	92%	(76)	82
PID/Gender: Rep Men	18%	(18)	82%	(81)	99
PID/Gender: Rep Women	10%	(7)	90%	(64)	71
Tea Party: Supporter	15%	(27)	85%	(157)	184
Tea Party: Not Supporter	5%	(16)	95%	(283)	299
Ideo: Liberal (1-3)	13%	(30)	87%	(202)	232
Ideo: Moderate (4)	8%	(10)	92%	(105)	115
Ideo: Conservative (5-7)	3%	(3)	97%	(114)	117
Educ: < College	8%	(24)	92%	(282)	306
Educ: Bachelors degree	12%	(12)	88%	(90)	102
Educ: Post-grad	9%	(7)	91%	(70)	77
Income: Under 50k	7%	(16)	93%	(219)	235
Income: 50k-100k	12%	(21)	88%	(152)	173
Income: 100k+	8%	(6)	92%	(71)	77
Ethnicity: White	8%	(27)	92%	(336)	363
Ethnicity: Hispanic	14%	(17)	86%	(103)	120

Continued on next page

Table BRD2_7NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 Netgrocer

Demographic	Selected		Not Selected		Total N
Adults	9%	(43)	91%	(442)	485
Ethnicity: Afr. Am.	13%	(9)	87%	(59)	69
Ethnicity: Other	13%	(7)	87%	(47)	53
Relig: Protestant	8%	(8)	92%	(91)	99
Relig: Roman Catholic	13%	(21)	87%	(136)	157
Relig: Ath./Agn./None	2%	(2)	98%	(114)	116
Relig: Something Else	13%	(9)	87%	(63)	72
Relig: Evangelical	15%	(21)	85%	(118)	139
Relig: Non-Evang. Catholics	6%	(10)	94%	(147)	157
Relig: All Christian	11%	(31)	89%	(265)	296
Relig: All Non-Christian	6%	(12)	94%	(176)	188
Community: Urban	13%	(23)	87%	(151)	173
Community: Suburban	5%	(11)	95%	(182)	193
Community: Rural	8%	(10)	92%	(109)	119
Employ: Private Sector	9%	(17)	91%	(179)	196
Employ: Government	12%	(7)	88%	(47)	54
Employ: Self-Employed	20%	(10)	80%	(41)	51
Employ: Retired	5%	(4)	95%	(75)	79
Military HH: Yes	16%	(16)	84%	(84)	99
Military HH: No	7%	(28)	93%	(358)	386
RD/WT: Right Direction	13%	(30)	87%	(193)	223
RD/WT: Wrong Track	5%	(13)	95%	(249)	262
Strongly Approve	16%	(19)	84%	(100)	119
Somewhat Approve	8%	(9)	92%	(100)	109
Somewhat Disapprove	9%	(6)	91%	(60)	66
Strongly Disapprove	5%	(9)	95%	(166)	175
#1 Issue: Economy	12%	(15)	88%	(106)	121
#1 Issue: Security	3%	(2)	97%	(80)	82
#1 Issue: Health Care	8%	(6)	92%	(78)	85
#1 Issue: Medicare / Social Security	9%	(5)	91%	(52)	57
#1 Issue: Education	16%	(10)	84%	(52)	62

Continued on next page

Table BRD2_7NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
Netgrocer

Demographic	Selected		Not Selected		Total N
Adults	9%	(43)	91%	(442)	485
2016 Vote: Democrat Hillary Clinton	10%	(21)	90%	(190)	211
2016 Vote: Republican Donald Trump	9%	(15)	91%	(150)	165
2012 Vote: Barack Obama	11%	(24)	89%	(197)	220
2012 Vote: Mitt Romney	6%	(7)	94%	(108)	116
2012 Vote: Didn't Vote	8%	(10)	92%	(120)	130
4-Region: Northeast	9%	(9)	91%	(90)	100
4-Region: Midwest	4%	(2)	96%	(65)	68
4-Region: South	8%	(14)	92%	(159)	173
4-Region: West	12%	(18)	88%	(127)	145

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

Table BRD2_8NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 Instacart

Demographic	Selected		Not Selected		Total N
Adults	12%	(58)	88%	(427)	485
Gender: Male	15%	(41)	85%	(240)	282
Gender: Female	8%	(17)	92%	(187)	203
Age: 18-29	11%	(15)	89%	(126)	141
Age: 30-44	15%	(24)	85%	(134)	158
Age: 45-54	7%	(5)	93%	(67)	72
Age: 55-64	17%	(11)	83%	(53)	64
Age: 65+	6%	(3)	94%	(47)	50
PID: Dem (no lean)	17%	(31)	83%	(154)	185
PID: Ind (no lean)	6%	(8)	94%	(122)	130
PID: Rep (no lean)	11%	(19)	89%	(151)	170
PID/Gender: Dem Men	20%	(20)	80%	(80)	101
PID/Gender: Dem Women	12%	(10)	88%	(74)	84
PID/Gender: Ind Men	7%	(6)	93%	(76)	82
PID/Gender: Rep Men	15%	(15)	85%	(84)	99
PID/Gender: Rep Women	6%	(4)	94%	(67)	71
Tea Party: Supporter	16%	(29)	84%	(155)	184
Tea Party: Not Supporter	10%	(29)	90%	(270)	299
Ideo: Liberal (1-3)	17%	(40)	83%	(192)	232
Ideo: Moderate (4)	9%	(11)	91%	(105)	115
Ideo: Conservative (5-7)	7%	(8)	93%	(109)	117
Educ: < College	11%	(35)	89%	(271)	306
Educ: Bachelors degree	12%	(12)	88%	(90)	102
Educ: Post-grad	14%	(10)	86%	(66)	77
Income: Under 50k	11%	(26)	89%	(209)	235
Income: 50k-100k	13%	(23)	87%	(151)	173
Income: 100k+	13%	(10)	87%	(68)	77
Ethnicity: White	12%	(42)	88%	(321)	363
Ethnicity: Hispanic	15%	(19)	85%	(102)	120

Continued on next page

Table BRD2_8NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.

Instacart

Demographic	Selected		Not Selected		Total N
Adults	12%	(58)	88%	(427)	485
Ethnicity: Afr. Am.	7%	(5)	93%	(64)	69
Ethnicity: Other	22%	(11)	78%	(42)	53
Relig: Protestant	12%	(12)	88%	(88)	99
Relig: Roman Catholic	12%	(18)	88%	(139)	157
Relig: Ath./Agn./None	10%	(12)	90%	(105)	116
Relig: Something Else	12%	(9)	88%	(63)	72
Relig: Evangelical	15%	(21)	85%	(119)	139
Relig: Non-Evang. Catholics	11%	(17)	89%	(140)	157
Relig: All Christian	13%	(38)	87%	(258)	296
Relig: All Non-Christian	11%	(20)	89%	(168)	188
Community: Urban	21%	(36)	79%	(137)	173
Community: Suburban	9%	(17)	91%	(176)	193
Community: Rural	5%	(6)	95%	(113)	119
Employ: Private Sector	15%	(30)	85%	(166)	196
Employ: Government	13%	(7)	87%	(47)	54
Employ: Self-Employed	12%	(6)	88%	(44)	51
Employ: Retired	10%	(8)	90%	(71)	79
Military HH: Yes	10%	(9)	90%	(90)	99
Military HH: No	13%	(49)	87%	(337)	386
RD/WT: Right Direction	12%	(26)	88%	(196)	223
RD/WT: Wrong Track	12%	(32)	88%	(231)	262
Strongly Approve	12%	(14)	88%	(105)	119
Somewhat Approve	7%	(8)	93%	(101)	109
Somewhat Disapprove	14%	(9)	86%	(56)	66
Strongly Disapprove	15%	(27)	85%	(149)	175
#1 Issue: Economy	12%	(14)	88%	(107)	121
#1 Issue: Security	5%	(4)	95%	(78)	82
#1 Issue: Health Care	8%	(7)	92%	(78)	85
#1 Issue: Medicare / Social Security	15%	(8)	85%	(49)	57
#1 Issue: Education	12%	(7)	88%	(55)	62

Continued on next page

Table BRD2_8NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 Instacart

Demographic	Selected		Not Selected		Total N
Adults	12%	(58)	88%	(427)	485
2016 Vote: Democrat Hillary Clinton	16%	(33)	84%	(177)	211
2016 Vote: Republican Donald Trump	11%	(18)	89%	(147)	165
2012 Vote: Barack Obama	17%	(37)	83%	(183)	220
2012 Vote: Mitt Romney	6%	(7)	94%	(109)	116
2012 Vote: Didn't Vote	9%	(12)	91%	(118)	130
4-Region: Northeast	7%	(7)	93%	(93)	100
4-Region: Midwest	10%	(7)	90%	(61)	68
4-Region: South	13%	(23)	87%	(150)	173
4-Region: West	15%	(22)	85%	(123)	145

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

Table BRD2_9NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
Other

Demographic	Selected		Not Selected		Total N
Adults	28%	(135)	72%	(350)	485
Gender: Male	21%	(60)	79%	(222)	282
Gender: Female	37%	(75)	63%	(128)	203
Age: 18-29	22%	(31)	78%	(110)	141
Age: 30-44	18%	(28)	82%	(130)	158
Age: 45-54	29%	(21)	71%	(51)	72
Age: 55-64	36%	(23)	64%	(41)	64
Age: 65+	64%	(32)	36%	(18)	50
PID: Dem (no lean)	25%	(47)	75%	(138)	185
PID: Ind (no lean)	32%	(41)	68%	(89)	130
PID: Rep (no lean)	27%	(47)	73%	(124)	170
PID/Gender: Dem Men	22%	(22)	78%	(79)	101
PID/Gender: Dem Women	30%	(25)	70%	(59)	84
PID/Gender: Ind Men	29%	(24)	71%	(58)	82
PID/Gender: Rep Men	14%	(14)	86%	(85)	99
PID/Gender: Rep Women	46%	(33)	54%	(39)	71
Tea Party: Supporter	21%	(39)	79%	(144)	184
Tea Party: Not Supporter	32%	(95)	68%	(204)	299
Ideo: Liberal (1-3)	22%	(51)	78%	(181)	232
Ideo: Moderate (4)	32%	(37)	68%	(79)	115
Ideo: Conservative (5-7)	36%	(42)	64%	(76)	117
Educ: < College	28%	(85)	72%	(221)	306
Educ: Bachelors degree	32%	(33)	68%	(70)	102
Educ: Post-grad	23%	(17)	77%	(59)	77
Income: Under 50k	29%	(69)	71%	(166)	235
Income: 50k-100k	28%	(49)	72%	(124)	173
Income: 100k+	22%	(17)	78%	(60)	77
Ethnicity: White	31%	(111)	69%	(252)	363
Ethnicity: Hispanic	9%	(11)	91%	(109)	120

Continued on next page

Table BRD2_9NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 Other

Demographic	Selected		Not Selected		Total N
Adults	28%	(135)	72%	(350)	485
Ethnicity: Afr. Am.	22%	(15)	78%	(54)	69
Ethnicity: Other	17%	(9)	83%	(44)	53
Relig: Protestant	44%	(44)	56%	(55)	99
Relig: Roman Catholic	24%	(38)	76%	(119)	157
Relig: Ath./Agn./None	29%	(34)	71%	(82)	116
Relig: Something Else	18%	(13)	82%	(59)	72
Relig: Evangelical	21%	(29)	79%	(111)	139
Relig: Non-Evang. Catholics	38%	(60)	62%	(97)	157
Relig: All Christian	30%	(88)	70%	(208)	296
Relig: All Non-Christian	25%	(47)	75%	(141)	188
Community: Urban	21%	(37)	79%	(136)	173
Community: Suburban	28%	(55)	72%	(138)	193
Community: Rural	36%	(43)	64%	(75)	119
Employ: Private Sector	24%	(47)	76%	(149)	196
Employ: Government	19%	(10)	81%	(44)	54
Employ: Self-Employed	25%	(12)	75%	(38)	51
Employ: Retired	48%	(38)	52%	(41)	79
Military HH: Yes	28%	(27)	72%	(72)	99
Military HH: No	28%	(108)	72%	(278)	386
RD/WT: Right Direction	23%	(50)	77%	(172)	223
RD/WT: Wrong Track	32%	(85)	68%	(178)	262
Strongly Approve	23%	(28)	77%	(91)	119
Somewhat Approve	24%	(27)	76%	(83)	109
Somewhat Disapprove	35%	(23)	65%	(43)	66
Strongly Disapprove	31%	(55)	69%	(120)	175
#1 Issue: Economy	23%	(28)	77%	(93)	121
#1 Issue: Security	37%	(31)	63%	(51)	82
#1 Issue: Health Care	27%	(23)	73%	(62)	85
#1 Issue: Medicare / Social Security	40%	(23)	60%	(34)	57
#1 Issue: Education	16%	(10)	84%	(52)	62

Continued on next page

Table BRD2_9NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.

Other

Demographic	Selected		Not Selected		Total N
Adults	28%	(135)	72%	(350)	485
2016 Vote: Democrat Hillary Clinton	26%	(55)	74%	(155)	211
2016 Vote: Republican Donald Trump	34%	(56)	66%	(109)	165
2012 Vote: Barack Obama	29%	(64)	71%	(157)	220
2012 Vote: Mitt Romney	41%	(48)	59%	(68)	116
2012 Vote: Didn't Vote	15%	(20)	85%	(110)	130
4-Region: Northeast	26%	(26)	74%	(74)	100
4-Region: Midwest	42%	(28)	58%	(39)	68
4-Region: South	24%	(41)	76%	(132)	173
4-Region: West	27%	(40)	73%	(105)	145

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

Table BRD2_10NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 Dont Know

Demographic	Selected		Not Selected		Total N
Adults	13%	(64)	87%	(421)	485
Gender: Male	13%	(37)	87%	(245)	282
Gender: Female	13%	(27)	87%	(176)	203
Age: 18-29	15%	(22)	85%	(120)	141
Age: 30-44	15%	(24)	85%	(134)	158
Age: 45-54	7%	(5)	93%	(67)	72
Age: 55-64	12%	(8)	88%	(56)	64
Age: 65+	10%	(5)	90%	(45)	50
PID: Dem (no lean)	9%	(16)	91%	(168)	185
PID: Ind (no lean)	21%	(28)	79%	(102)	130
PID: Rep (no lean)	12%	(20)	88%	(151)	170
PID/Gender: Dem Men	7%	(7)	93%	(94)	101
PID/Gender: Dem Women	11%	(9)	89%	(75)	84
PID/Gender: Ind Men	23%	(19)	77%	(64)	82
PID/Gender: Rep Men	11%	(11)	89%	(88)	99
PID/Gender: Rep Women	12%	(9)	88%	(63)	71
Tea Party: Supporter	7%	(12)	93%	(172)	184
Tea Party: Not Supporter	17%	(51)	83%	(248)	299
Ideo: Liberal (1-3)	12%	(28)	88%	(204)	232
Ideo: Moderate (4)	13%	(14)	87%	(101)	115
Ideo: Conservative (5-7)	13%	(15)	87%	(103)	117
Educ: < College	17%	(53)	83%	(253)	306
Educ: Bachelors degree	7%	(7)	93%	(96)	102
Educ: Post-grad	5%	(4)	95%	(73)	77
Income: Under 50k	19%	(45)	81%	(189)	235
Income: 50k-100k	6%	(10)	94%	(163)	173
Income: 100k+	10%	(8)	90%	(69)	77
Ethnicity: White	13%	(46)	87%	(317)	363
Ethnicity: Hispanic	15%	(18)	85%	(103)	120

Continued on next page

Table BRD2_10NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
Dont Know

Demographic	Selected		Not Selected		Total N
Adults	13%	(64)	87%	(421)	485
Ethnicity: Afr. Am.	13%	(9)	87%	(60)	69
Ethnicity: Other	17%	(9)	83%	(44)	53
Relig: Protestant	12%	(12)	88%	(87)	99
Relig: Roman Catholic	8%	(13)	92%	(144)	157
Relig: Ath./Agn./None	14%	(16)	86%	(100)	116
Relig: Something Else	22%	(16)	78%	(56)	72
Relig: Evangelical	8%	(12)	92%	(127)	139
Relig: Non-Evang. Catholics	13%	(20)	87%	(137)	157
Relig: All Christian	11%	(32)	89%	(264)	296
Relig: All Non-Christian	17%	(32)	83%	(156)	188
Community: Urban	10%	(17)	90%	(156)	173
Community: Suburban	14%	(27)	86%	(166)	193
Community: Rural	17%	(20)	83%	(99)	119
Employ: Private Sector	10%	(20)	90%	(176)	196
Employ: Government	8%	(4)	92%	(50)	54
Employ: Self-Employed	9%	(4)	91%	(46)	51
Employ: Retired	16%	(13)	84%	(67)	79
Military HH: Yes	12%	(12)	88%	(87)	99
Military HH: No	13%	(52)	87%	(334)	386
RD/WT: Right Direction	7%	(17)	93%	(206)	223
RD/WT: Wrong Track	18%	(47)	82%	(215)	262
Strongly Approve	9%	(10)	91%	(109)	119
Somewhat Approve	18%	(19)	82%	(90)	109
Somewhat Disapprove	5%	(3)	95%	(63)	66
Strongly Disapprove	14%	(25)	86%	(150)	175
#1 Issue: Economy	11%	(13)	89%	(108)	121
#1 Issue: Security	12%	(10)	88%	(72)	82
#1 Issue: Health Care	15%	(13)	85%	(72)	85
#1 Issue: Medicare / Social Security	14%	(8)	86%	(50)	57
#1 Issue: Education	17%	(11)	83%	(51)	62

Continued on next page

Table BRD2_10NET: Which of the following online retailers have you used for at home grocery delivery? Please select all that apply.
 Dont Know

Demographic	Selected		Not Selected		Total N
Adults	13%	(64)	87%	(421)	485
2016 Vote: Democrat Hillary Clinton	7%	(15)	93%	(195)	211
2016 Vote: Republican Donald Trump	10%	(17)	90%	(148)	165
2012 Vote: Barack Obama	6%	(12)	94%	(208)	220
2012 Vote: Mitt Romney	10%	(11)	90%	(104)	116
2012 Vote: Didn't Vote	26%	(34)	74%	(96)	130
4-Region: Northeast	9%	(9)	91%	(91)	100
4-Region: Midwest	13%	(9)	87%	(59)	68
4-Region: South	16%	(28)	84%	(145)	173
4-Region: West	12%	(18)	88%	(127)	145

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

Table BRD3_4: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Canned goods

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	28% (607)	28% (607)	13% (289)	27% (584)	4% (90)	2177
Gender: Male	28% (295)	28% (288)	13% (134)	27% (284)	4% (46)	1048
Gender: Female	28% (312)	28% (318)	14% (155)	27% (300)	4% (44)	1129
Age: 18-29	33% (157)	29% (138)	14% (68)	18% (86)	6% (26)	475
Age: 30-44	33% (179)	29% (159)	13% (71)	20% (109)	6% (31)	549
Age: 45-54	28% (106)	31% (117)	14% (55)	23% (86)	5% (18)	382
Age: 55-64	26% (97)	22% (83)	13% (48)	36% (137)	3% (13)	377
Age: 65+	17% (68)	28% (109)	12% (47)	42% (166)	1% (3)	393
PID: Dem (no lean)	30% (224)	29% (218)	11% (84)	27% (201)	4% (28)	755
PID: Ind (no lean)	24% (176)	28% (209)	16% (121)	27% (200)	5% (35)	742
PID: Rep (no lean)	30% (207)	26% (180)	12% (83)	27% (183)	4% (27)	680
PID/Gender: Dem Men	29% (103)	30% (105)	10% (36)	26% (91)	4% (14)	349
PID/Gender: Dem Women	30% (122)	28% (112)	12% (48)	27% (110)	3% (14)	406
PID/Gender: Ind Men	24% (82)	27% (91)	15% (52)	28% (98)	6% (21)	343
PID/Gender: Ind Women	24% (95)	30% (118)	17% (70)	26% (103)	3% (14)	399
PID/Gender: Rep Men	31% (111)	26% (92)	13% (46)	27% (95)	3% (11)	355
PID/Gender: Rep Women	29% (95)	27% (88)	11% (37)	27% (87)	5% (17)	324
Tea Party: Supporter	34% (205)	28% (171)	13% (79)	22% (130)	3% (15)	600
Tea Party: Not Supporter	25% (397)	28% (434)	13% (209)	29% (453)	5% (73)	1565
Ideo: Liberal (1-3)	32% (233)	27% (199)	15% (106)	22% (161)	4% (28)	728
Ideo: Moderate (4)	31% (167)	29% (159)	12% (66)	26% (140)	2% (11)	542
Ideo: Conservative (5-7)	24% (160)	29% (195)	12% (82)	31% (205)	4% (25)	668
Educ: < College	27% (424)	27% (416)	13% (200)	28% (438)	5% (72)	1549
Educ: Bachelors degree	28% (117)	31% (125)	14% (56)	24% (98)	4% (15)	411
Educ: Post-grad	31% (67)	30% (65)	15% (32)	22% (48)	2% (4)	216
Income: Under 50k	27% (338)	26% (327)	12% (154)	30% (368)	5% (58)	1245
Income: 50k-100k	29% (193)	31% (207)	13% (90)	24% (164)	3% (21)	675
Income: 100k+	30% (77)	28% (73)	17% (44)	20% (52)	5% (12)	257

Continued on next page

Table BRD3_4: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?*Canned goods*

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	28% (607)	28% (607)	13% (289)	27% (584)	4% (90)	2177
Ethnicity: White	26% (452)	28% (493)	13% (227)	29% (496)	4% (65)	1731
Ethnicity: Hispanic	36% (118)	31% (100)	11% (37)	16% (52)	6% (18)	326
Ethnicity: Afr. Am.	34% (91)	29% (77)	11% (29)	21% (55)	5% (13)	266
Ethnicity: Other	36% (65)	21% (37)	18% (33)	18% (33)	7% (12)	180
Relig: Protestant	25% (126)	29% (149)	14% (70)	30% (155)	3% (14)	515
Relig: Roman Catholic	34% (165)	27% (130)	11% (53)	25% (119)	3% (13)	480
Relig: Ath./Agn./None	23% (140)	27% (165)	14% (85)	31% (186)	5% (29)	605
Relig: Something Else	27% (89)	28% (93)	16% (52)	22% (73)	7% (22)	330
Relig: Evangelical	33% (201)	29% (177)	12% (71)	22% (134)	4% (23)	606
Relig: Non-Evang. Catholics	28% (176)	27% (170)	13% (80)	30% (191)	3% (16)	632
Relig: All Christian	30% (377)	28% (347)	12% (151)	26% (325)	3% (39)	1238
Relig: All Non-Christian	24% (229)	28% (258)	15% (137)	28% (259)	5% (51)	935
Community: Urban	28% (164)	30% (175)	12% (71)	25% (144)	5% (28)	581
Community: Suburban	27% (264)	28% (276)	14% (134)	28% (275)	4% (39)	988
Community: Rural	30% (180)	26% (156)	14% (84)	27% (165)	4% (24)	608
Employ: Private Sector	30% (203)	30% (202)	15% (99)	22% (150)	3% (20)	674
Employ: Government	33% (51)	30% (47)	14% (21)	19% (29)	4% (7)	155
Employ: Self-Employed	32% (56)	28% (49)	12% (21)	22% (38)	5% (9)	173
Employ: Homemaker	33% (65)	25% (49)	16% (31)	19% (38)	6% (12)	195
Employ: Student	29% (31)	38% (39)	8% (8)	22% (23)	4% (4)	104
Employ: Retired	23% (111)	26% (127)	11% (53)	38% (184)	2% (8)	483
Employ: Unemployed	23% (49)	23% (50)	13% (28)	32% (68)	8% (18)	213
Employ: Other	23% (41)	24% (43)	15% (27)	31% (55)	7% (12)	179
Military HH: Yes	31% (119)	25% (97)	13% (49)	28% (107)	3% (11)	382
Military HH: No	27% (488)	28% (510)	13% (240)	27% (477)	4% (80)	1795
RD/WT: Right Direction	30% (256)	27% (235)	13% (111)	27% (231)	3% (29)	861
RD/WT: Wrong Track	27% (351)	28% (372)	14% (178)	27% (353)	5% (62)	1316

Continued on next page

Table BRD3_4: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Canned goods

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	28% (607)	28% (607)	13% (289)	27% (584)	4% (90)	2177
Strongly Approve	30% (138)	26% (123)	10% (47)	30% (141)	4% (17)	465
Somewhat Approve	25% (124)	30% (149)	17% (87)	25% (122)	3% (16)	497
Somewhat Disapprove	31% (88)	29% (82)	13% (37)	23% (65)	4% (11)	284
Strongly Disapprove	29% (233)	28% (223)	14% (109)	26% (211)	3% (25)	801
Dont Know / No Opinion	19% (24)	23% (30)	7% (9)	34% (45)	17% (22)	131
#1 Issue: Economy	25% (151)	30% (178)	16% (95)	25% (150)	4% (21)	595
#1 Issue: Security	26% (107)	27% (111)	12% (52)	31% (127)	4% (18)	415
#1 Issue: Health Care	29% (140)	24% (117)	13% (63)	28% (132)	5% (24)	477
#1 Issue: Medicare / Social Security	28% (75)	29% (79)	8% (23)	32% (86)	2% (6)	270
#1 Issue: Women's Issues	39% (38)	30% (29)	11% (10)	18% (17)	3% (3)	97
#1 Issue: Education	34% (49)	32% (46)	9% (13)	21% (30)	4% (6)	144
#1 Issue: Energy	35% (33)	30% (29)	15% (14)	18% (17)	2% (2)	94
#1 Issue: Other	16% (14)	22% (18)	21% (18)	29% (25)	11% (10)	85
2016 Vote: Democrat Hillary Clinton	32% (245)	27% (211)	13% (101)	26% (198)	3% (20)	775
2016 Vote: Republican Donald Trump	26% (192)	28% (206)	14% (106)	28% (209)	3% (24)	736
2016 Vote: Someone else	25% (42)	28% (46)	14% (22)	32% (53)	1% (2)	165
2012 Vote: Barack Obama	29% (258)	28% (245)	13% (115)	27% (241)	2% (19)	878
2012 Vote: Mitt Romney	23% (131)	29% (163)	15% (84)	30% (169)	4% (21)	567
2012 Vote: Other	24% (20)	39% (33)	8% (7)	27% (23)	2% (2)	85
2012 Vote: Didn't Vote	31% (197)	25% (164)	13% (83)	24% (152)	8% (48)	644
4-Region: Northeast	24% (95)	25% (101)	15% (59)	31% (122)	5% (20)	397
4-Region: Midwest	24% (112)	27% (128)	16% (73)	30% (141)	3% (15)	469
4-Region: South	30% (239)	30% (244)	12% (95)	25% (198)	4% (30)	806
4-Region: West	32% (160)	27% (134)	12% (62)	24% (122)	5% (26)	506

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

Table BRD3_5: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Toiletries (e.g. paper towels, deodorant, toothpaste, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	35% (753)	29% (639)	11% (245)	21% (463)	4% (77)	2177
Gender: Male	30% (316)	31% (324)	13% (134)	22% (236)	4% (38)	1048
Gender: Female	39% (437)	28% (315)	10% (111)	20% (228)	3% (39)	1129
Age: 18-29	40% (189)	28% (135)	13% (62)	14% (67)	5% (22)	475
Age: 30-44	43% (238)	29% (158)	10% (54)	13% (73)	5% (25)	549
Age: 45-54	35% (133)	33% (126)	11% (41)	18% (70)	3% (13)	382
Age: 55-64	31% (116)	26% (98)	11% (43)	29% (110)	3% (11)	377
Age: 65+	20% (78)	31% (123)	11% (45)	36% (143)	1% (5)	393
PID: Dem (no lean)	36% (273)	30% (223)	10% (75)	21% (156)	4% (28)	755
PID: Ind (no lean)	32% (236)	29% (219)	12% (86)	23% (170)	4% (31)	742
PID: Rep (no lean)	36% (243)	29% (197)	12% (84)	20% (137)	3% (18)	680
PID/Gender: Dem Men	29% (102)	33% (115)	12% (43)	21% (72)	5% (16)	349
PID/Gender: Dem Women	42% (171)	27% (108)	8% (31)	21% (84)	3% (11)	406
PID/Gender: Ind Men	30% (102)	28% (96)	13% (45)	25% (85)	4% (15)	343
PID/Gender: Ind Women	34% (134)	31% (123)	10% (41)	21% (85)	4% (16)	399
PID/Gender: Rep Men	31% (112)	32% (113)	13% (46)	22% (78)	2% (7)	355
PID/Gender: Rep Women	41% (132)	26% (84)	12% (38)	18% (59)	4% (11)	324
Tea Party: Supporter	41% (248)	28% (167)	14% (82)	15% (93)	2% (11)	600
Tea Party: Not Supporter	32% (501)	30% (469)	10% (162)	24% (370)	4% (64)	1565
Ideo: Liberal (1-3)	41% (298)	28% (203)	12% (86)	16% (118)	3% (22)	728
Ideo: Moderate (4)	36% (198)	31% (167)	10% (57)	20% (110)	2% (10)	542
Ideo: Conservative (5-7)	29% (194)	31% (207)	12% (82)	25% (164)	3% (21)	668
Educ: < College	34% (524)	29% (442)	10% (162)	23% (361)	4% (61)	1549
Educ: Bachelors degree	36% (147)	30% (125)	14% (58)	17% (68)	3% (12)	411
Educ: Post-grad	38% (82)	33% (72)	11% (25)	16% (34)	2% (4)	216
Income: Under 50k	34% (422)	27% (339)	11% (131)	24% (300)	4% (53)	1245
Income: 50k-100k	34% (230)	34% (228)	12% (79)	18% (123)	2% (15)	675
Income: 100k+	39% (101)	28% (73)	13% (34)	16% (40)	3% (9)	257

Continued on next page

Table BRD3_5: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Toiletries (e.g. paper towels, deodorant, toothpaste, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	35% (753)	29% (639)	11% (245)	21% (463)	4% (77)	2177
Ethnicity: White	32% (552)	30% (524)	11% (198)	23% (402)	3% (56)	1731
Ethnicity: Hispanic	46% (151)	26% (85)	11% (36)	11% (36)	5% (17)	326
Ethnicity: Afr. Am.	45% (121)	25% (67)	11% (29)	14% (38)	4% (11)	266
Ethnicity: Other	45% (80)	27% (48)	10% (18)	13% (23)	6% (11)	180
Relig: Protestant	31% (157)	33% (172)	11% (57)	23% (117)	2% (12)	515
Relig: Roman Catholic	40% (192)	28% (132)	11% (53)	19% (91)	3% (12)	480
Relig: Ath./Agn./None	30% (184)	28% (172)	11% (69)	25% (152)	5% (27)	605
Relig: Something Else	36% (119)	28% (94)	12% (40)	19% (62)	5% (16)	330
Relig: Evangelical	39% (238)	31% (187)	10% (62)	16% (100)	3% (20)	606
Relig: Non-Evang. Catholics	33% (211)	29% (185)	11% (72)	24% (149)	2% (14)	632
Relig: All Christian	36% (449)	30% (372)	11% (135)	20% (249)	3% (34)	1238
Relig: All Non-Christian	32% (302)	28% (266)	12% (109)	23% (214)	5% (43)	935
Community: Urban	36% (209)	29% (169)	11% (66)	19% (109)	5% (28)	581
Community: Suburban	36% (353)	28% (274)	12% (120)	21% (211)	3% (29)	988
Community: Rural	31% (190)	32% (195)	10% (59)	23% (143)	3% (21)	608
Employ: Private Sector	39% (261)	30% (202)	13% (84)	16% (108)	3% (18)	674
Employ: Government	43% (66)	28% (43)	10% (16)	15% (24)	4% (7)	155
Employ: Self-Employed	38% (66)	31% (53)	12% (21)	17% (29)	2% (4)	173
Employ: Homemaker	42% (82)	28% (55)	10% (19)	17% (33)	3% (7)	195
Employ: Student	30% (32)	36% (37)	13% (13)	16% (16)	5% (5)	104
Employ: Retired	26% (127)	29% (142)	10% (50)	32% (155)	2% (9)	483
Employ: Unemployed	25% (53)	28% (59)	13% (28)	26% (56)	8% (16)	213
Employ: Other	37% (66)	26% (46)	7% (13)	24% (42)	7% (12)	179
Military HH: Yes	35% (135)	29% (110)	12% (47)	22% (83)	2% (8)	382
Military HH: No	34% (618)	29% (529)	11% (198)	21% (380)	4% (70)	1795
RD/WT: Right Direction	36% (306)	27% (233)	12% (103)	22% (191)	3% (28)	861
RD/WT: Wrong Track	34% (447)	31% (406)	11% (142)	21% (272)	4% (49)	1316

Continued on next page

Table BRD3_5: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Toiletries (e.g. paper towels, deodorant, toothpaste, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	35% (753)	29% (639)	11% (245)	21% (463)	4% (77)	2177
Strongly Approve	37% (173)	27% (124)	10% (47)	23% (109)	3% (12)	465
Somewhat Approve	31% (153)	31% (152)	15% (73)	20% (101)	4% (18)	497
Somewhat Disapprove	37% (105)	31% (88)	9% (27)	19% (54)	3% (10)	284
Strongly Disapprove	37% (294)	31% (248)	11% (85)	20% (157)	2% (17)	801
Dont Know / No Opinion	22% (29)	21% (27)	9% (12)	33% (43)	15% (20)	131
#1 Issue: Economy	35% (210)	30% (176)	14% (81)	19% (111)	3% (16)	595
#1 Issue: Security	32% (134)	30% (127)	10% (42)	25% (103)	2% (10)	415
#1 Issue: Health Care	35% (167)	27% (127)	10% (47)	24% (113)	5% (22)	477
#1 Issue: Medicare / Social Security	32% (86)	32% (87)	8% (22)	26% (70)	2% (5)	270
#1 Issue: Women's Issues	42% (40)	34% (33)	9% (9)	10% (10)	4% (4)	97
#1 Issue: Education	43% (62)	27% (39)	12% (17)	14% (20)	4% (6)	144
#1 Issue: Energy	32% (30)	36% (34)	17% (16)	11% (11)	4% (4)	94
#1 Issue: Other	28% (24)	19% (16)	12% (11)	29% (25)	11% (10)	85
2016 Vote: Democrat Hillary Clinton	39% (301)	30% (229)	10% (77)	19% (150)	2% (18)	775
2016 Vote: Republican Donald Trump	31% (231)	30% (222)	12% (91)	23% (172)	3% (19)	736
2016 Vote: Someone else	31% (51)	28% (46)	15% (25)	24% (40)	2% (4)	165
2012 Vote: Barack Obama	37% (329)	29% (253)	11% (93)	21% (183)	2% (20)	878
2012 Vote: Mitt Romney	28% (159)	32% (180)	13% (74)	25% (141)	2% (13)	567
2012 Vote: Other	37% (31)	30% (25)	9% (8)	21% (18)	3% (3)	85
2012 Vote: Didn't Vote	36% (234)	28% (178)	11% (70)	19% (121)	6% (41)	644
4-Region: Northeast	34% (134)	27% (107)	10% (40)	24% (96)	5% (20)	397
4-Region: Midwest	30% (140)	29% (137)	14% (65)	24% (112)	3% (14)	469
4-Region: South	37% (295)	31% (249)	10% (81)	19% (157)	3% (25)	806
4-Region: West	36% (184)	29% (146)	12% (59)	20% (99)	4% (18)	506

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

Table BRD3_6: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Fresh fruits and vegetables

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	16% (345)	17% (378)	21% (458)	42% (914)	4% (83)	2177
Gender: Male	16% (170)	19% (201)	19% (204)	41% (429)	4% (44)	1048
Gender: Female	15% (174)	16% (178)	22% (254)	43% (485)	3% (39)	1129
Age: 18-29	20% (96)	21% (102)	25% (119)	29% (137)	4% (21)	475
Age: 30-44	23% (124)	18% (100)	21% (117)	32% (174)	6% (34)	549
Age: 45-54	16% (62)	16% (63)	21% (82)	42% (162)	4% (14)	382
Age: 55-64	10% (36)	18% (70)	18% (68)	51% (192)	3% (12)	377
Age: 65+	7% (27)	11% (44)	18% (72)	63% (249)	1% (2)	393
PID: Dem (no lean)	18% (135)	18% (135)	20% (154)	40% (304)	4% (27)	755
PID: Ind (no lean)	13% (98)	16% (117)	22% (162)	45% (332)	4% (33)	742
PID: Rep (no lean)	16% (112)	19% (126)	21% (141)	41% (277)	3% (23)	680
PID/Gender: Dem Men	20% (69)	20% (71)	20% (72)	36% (126)	3% (12)	349
PID/Gender: Dem Women	16% (66)	16% (64)	20% (83)	44% (179)	4% (14)	406
PID/Gender: Ind Men	12% (40)	19% (65)	17% (59)	47% (161)	6% (19)	343
PID/Gender: Ind Women	14% (57)	13% (53)	26% (104)	43% (171)	4% (14)	399
PID/Gender: Rep Men	17% (61)	18% (65)	21% (74)	40% (143)	4% (13)	355
PID/Gender: Rep Women	16% (51)	19% (61)	21% (67)	42% (135)	3% (10)	324
Tea Party: Supporter	25% (150)	20% (120)	20% (122)	32% (194)	2% (13)	600
Tea Party: Not Supporter	12% (190)	16% (257)	21% (333)	46% (718)	4% (68)	1565
Ideo: Liberal (1-3)	22% (161)	19% (142)	20% (147)	35% (257)	3% (21)	728
Ideo: Moderate (4)	16% (88)	18% (95)	22% (122)	42% (225)	2% (11)	542
Ideo: Conservative (5-7)	11% (71)	16% (109)	21% (137)	49% (325)	4% (26)	668
Educ: < College	17% (256)	17% (267)	20% (306)	42% (657)	4% (64)	1549
Educ: Bachelors degree	12% (50)	19% (77)	25% (104)	40% (164)	4% (16)	411
Educ: Post-grad	18% (38)	16% (34)	22% (48)	43% (93)	1% (3)	216
Income: Under 50k	16% (205)	17% (211)	20% (246)	42% (529)	4% (55)	1245
Income: 50k-100k	15% (102)	20% (132)	22% (145)	41% (279)	2% (17)	675
Income: 100k+	15% (38)	14% (35)	26% (67)	41% (106)	5% (12)	257

Continued on next page

Table BRD3_6: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Fresh fruits and vegetables

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	16% (345)	17% (378)	21% (458)	42% (914)	4% (83)	2177
Ethnicity: White	14% (237)	17% (296)	21% (360)	45% (776)	4% (62)	1731
Ethnicity: Hispanic	30% (98)	20% (65)	19% (62)	26% (84)	5% (16)	326
Ethnicity: Afr. Am.	24% (64)	19% (51)	22% (58)	32% (85)	3% (9)	266
Ethnicity: Other	25% (44)	18% (32)	22% (39)	29% (53)	7% (12)	180
Relig: Protestant	13% (67)	13% (68)	23% (119)	49% (251)	2% (11)	515
Relig: Roman Catholic	21% (102)	21% (99)	19% (93)	36% (173)	3% (13)	480
Relig: Ath./Agn./None	14% (86)	14% (86)	22% (135)	45% (270)	5% (28)	605
Relig: Something Else	14% (47)	22% (73)	18% (59)	40% (133)	5% (17)	330
Relig: Evangelical	21% (126)	19% (112)	21% (126)	36% (218)	4% (25)	606
Relig: Non-Evang. Catholics	14% (86)	17% (106)	21% (135)	46% (292)	2% (13)	632
Relig: All Christian	17% (211)	18% (219)	21% (261)	41% (510)	3% (38)	1238
Relig: All Non-Christian	14% (133)	17% (160)	21% (194)	43% (402)	5% (45)	935
Community: Urban	23% (131)	17% (101)	19% (111)	37% (213)	4% (26)	581
Community: Suburban	14% (138)	18% (177)	21% (204)	44% (436)	3% (32)	988
Community: Rural	12% (75)	17% (100)	23% (142)	44% (265)	4% (25)	608
Employ: Private Sector	15% (101)	21% (143)	24% (164)	36% (245)	3% (21)	674
Employ: Government	23% (36)	15% (23)	19% (30)	39% (61)	4% (6)	155
Employ: Self-Employed	23% (40)	23% (40)	15% (27)	36% (62)	3% (5)	173
Employ: Homemaker	15% (30)	16% (32)	26% (51)	39% (75)	4% (7)	195
Employ: Student	28% (29)	18% (19)	21% (22)	28% (30)	5% (5)	104
Employ: Retired	10% (49)	13% (62)	17% (84)	58% (282)	1% (5)	483
Employ: Unemployed	13% (28)	18% (39)	19% (41)	42% (90)	7% (15)	213
Employ: Other	17% (31)	12% (21)	22% (39)	39% (69)	10% (18)	179
Military HH: Yes	20% (75)	16% (61)	22% (84)	41% (156)	2% (6)	382
Military HH: No	15% (270)	18% (317)	21% (373)	42% (757)	4% (77)	1795
RD/WT: Right Direction	19% (167)	19% (162)	19% (165)	39% (335)	4% (32)	861
RD/WT: Wrong Track	13% (177)	16% (216)	22% (293)	44% (579)	4% (51)	1316

Continued on next page

Table BRD3_6: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Fresh fruits and vegetables

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	16% (345)	17% (378)	21% (458)	42% (914)	4% (83)	2177
Strongly Approve	20% (94)	17% (79)	19% (86)	41% (192)	3% (14)	465
Somewhat Approve	13% (65)	21% (105)	21% (106)	41% (202)	4% (20)	497
Somewhat Disapprove	14% (39)	20% (58)	25% (70)	38% (107)	3% (9)	284
Strongly Disapprove	16% (130)	15% (121)	22% (174)	44% (355)	3% (22)	801
Dont Know / No Opinion	12% (16)	12% (16)	16% (22)	45% (58)	14% (19)	131
#1 Issue: Economy	14% (84)	17% (104)	24% (141)	41% (247)	3% (19)	595
#1 Issue: Security	14% (60)	17% (72)	20% (84)	44% (184)	4% (15)	415
#1 Issue: Health Care	16% (75)	18% (84)	19% (89)	43% (206)	5% (22)	477
#1 Issue: Medicare / Social Security	16% (44)	12% (32)	20% (55)	49% (133)	3% (7)	270
#1 Issue: Women's Issues	28% (27)	18% (17)	25% (24)	26% (25)	3% (3)	97
#1 Issue: Education	20% (29)	23% (33)	21% (30)	30% (43)	6% (9)	144
#1 Issue: Energy	19% (18)	26% (25)	21% (20)	32% (31)	1% (1)	94
#1 Issue: Other	8% (7)	13% (11)	16% (13)	53% (45)	10% (8)	85
2016 Vote: Democrat Hillary Clinton	19% (150)	18% (136)	20% (153)	41% (320)	2% (16)	775
2016 Vote: Republican Donald Trump	13% (98)	18% (132)	21% (154)	45% (329)	3% (23)	736
2016 Vote: Someone else	14% (23)	13% (22)	24% (40)	46% (76)	3% (4)	165
2012 Vote: Barack Obama	19% (164)	17% (147)	21% (184)	42% (364)	2% (18)	878
2012 Vote: Mitt Romney	11% (62)	16% (93)	21% (121)	48% (273)	3% (18)	567
2012 Vote: Other	12% (10)	21% (18)	15% (13)	49% (42)	3% (2)	85
2012 Vote: Didn't Vote	17% (109)	18% (119)	22% (139)	36% (234)	7% (44)	644
4-Region: Northeast	10% (40)	19% (74)	20% (80)	47% (185)	4% (17)	397
4-Region: Midwest	12% (58)	14% (67)	23% (108)	46% (215)	4% (20)	469
4-Region: South	18% (143)	18% (145)	22% (176)	39% (317)	3% (25)	806
4-Region: West	20% (103)	18% (92)	19% (94)	39% (197)	4% (20)	506

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

Table BRD3_7: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Fresh meat

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (316)	13% (292)	21% (453)	47% (1033)	4% (82)	2177
Gender: Male	16% (164)	15% (154)	21% (222)	44% (464)	4% (44)	1048
Gender: Female	14% (152)	12% (138)	21% (232)	50% (569)	3% (38)	1129
Age: 18-29	20% (95)	16% (76)	23% (112)	36% (171)	5% (22)	475
Age: 30-44	20% (112)	17% (92)	20% (111)	38% (208)	5% (26)	549
Age: 45-54	14% (55)	12% (47)	25% (96)	45% (171)	4% (14)	382
Age: 55-64	8% (32)	13% (50)	16% (61)	58% (218)	4% (17)	377
Age: 65+	6% (23)	7% (28)	19% (74)	67% (265)	1% (4)	393
PID: Dem (no lean)	16% (121)	12% (93)	22% (163)	46% (348)	4% (30)	755
PID: Ind (no lean)	12% (87)	13% (100)	22% (164)	48% (357)	5% (35)	742
PID: Rep (no lean)	16% (109)	15% (100)	19% (126)	48% (327)	3% (18)	680
PID/Gender: Dem Men	18% (63)	16% (55)	21% (75)	41% (143)	4% (14)	349
PID/Gender: Dem Women	14% (58)	9% (38)	22% (88)	51% (205)	4% (16)	406
PID/Gender: Ind Men	11% (37)	13% (46)	22% (76)	48% (165)	6% (19)	343
PID/Gender: Ind Women	12% (50)	13% (53)	22% (88)	48% (192)	4% (15)	399
PID/Gender: Rep Men	18% (64)	15% (53)	20% (71)	44% (156)	3% (11)	355
PID/Gender: Rep Women	14% (45)	14% (47)	17% (55)	53% (171)	2% (6)	324
Tea Party: Supporter	26% (159)	16% (98)	18% (108)	37% (221)	2% (14)	600
Tea Party: Not Supporter	10% (155)	12% (193)	22% (341)	52% (810)	4% (66)	1565
Ideo: Liberal (1-3)	20% (148)	17% (121)	20% (147)	40% (293)	3% (20)	728
Ideo: Moderate (4)	14% (73)	14% (74)	22% (122)	48% (260)	2% (12)	542
Ideo: Conservative (5-7)	11% (74)	10% (66)	22% (145)	54% (360)	4% (24)	668
Educ: < College	16% (241)	13% (200)	19% (293)	49% (753)	4% (62)	1549
Educ: Bachelors degree	11% (44)	14% (56)	27% (111)	44% (183)	4% (17)	411
Educ: Post-grad	14% (31)	17% (36)	23% (49)	45% (96)	2% (4)	216
Income: Under 50k	15% (191)	12% (153)	19% (236)	49% (611)	4% (55)	1245
Income: 50k-100k	14% (97)	16% (110)	21% (142)	46% (307)	3% (19)	675
Income: 100k+	11% (29)	11% (29)	30% (76)	44% (114)	4% (9)	257

Continued on next page

Table BRD3_7: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Fresh meat

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	15%	(316)	13%	(292)	21%	(453)	47%	(1033)	4%	(82)	2177
Ethnicity: White	13%	(220)	13%	(221)	21%	(365)	50%	(868)	3%	(58)	1731
Ethnicity: Hispanic	29%	(96)	18%	(59)	19%	(62)	30%	(97)	4%	(12)	326
Ethnicity: Afr. Am.	23%	(60)	16%	(43)	20%	(53)	37%	(98)	4%	(12)	266
Ethnicity: Other	20%	(36)	16%	(29)	20%	(36)	37%	(66)	7%	(13)	180
Relig: Protestant	10%	(53)	12%	(61)	22%	(111)	54%	(278)	2%	(12)	515
Relig: Roman Catholic	21%	(101)	16%	(74)	20%	(94)	40%	(194)	3%	(16)	480
Relig: Ath./Agn./None	12%	(75)	12%	(72)	21%	(129)	50%	(301)	5%	(27)	605
Relig: Something Else	15%	(49)	16%	(51)	21%	(69)	45%	(147)	4%	(14)	330
Relig: Evangelical	20%	(122)	14%	(87)	20%	(119)	42%	(255)	4%	(24)	606
Relig: Non-Evang. Catholics	11%	(70)	13%	(82)	21%	(135)	52%	(328)	3%	(17)	632
Relig: All Christian	15%	(192)	14%	(169)	21%	(254)	47%	(583)	3%	(41)	1238
Relig: All Non-Christian	13%	(124)	13%	(124)	21%	(197)	48%	(449)	4%	(41)	935
Community: Urban	19%	(112)	18%	(104)	17%	(97)	42%	(246)	4%	(22)	581
Community: Suburban	14%	(139)	12%	(121)	22%	(212)	49%	(483)	3%	(33)	988
Community: Rural	11%	(65)	11%	(68)	24%	(144)	50%	(304)	4%	(27)	608
Employ: Private Sector	15%	(99)	17%	(116)	24%	(164)	41%	(274)	3%	(21)	674
Employ: Government	20%	(30)	15%	(23)	20%	(31)	41%	(64)	4%	(7)	155
Employ: Self-Employed	20%	(34)	19%	(34)	20%	(34)	38%	(66)	3%	(5)	173
Employ: Homemaker	14%	(26)	14%	(28)	29%	(57)	41%	(80)	2%	(4)	195
Employ: Student	25%	(26)	10%	(10)	18%	(19)	44%	(46)	3%	(4)	104
Employ: Retired	9%	(46)	7%	(35)	19%	(91)	63%	(304)	2%	(8)	483
Employ: Unemployed	13%	(27)	12%	(25)	14%	(30)	55%	(116)	7%	(15)	213
Employ: Other	16%	(28)	12%	(21)	16%	(28)	46%	(82)	11%	(19)	179
Military HH: Yes	18%	(69)	12%	(45)	21%	(80)	47%	(180)	2%	(7)	382
Military HH: No	14%	(247)	14%	(247)	21%	(373)	47%	(853)	4%	(75)	1795
RD/WT: Right Direction	19%	(167)	15%	(128)	18%	(159)	44%	(380)	3%	(27)	861
RD/WT: Wrong Track	11%	(149)	12%	(164)	22%	(294)	50%	(652)	4%	(55)	1316

Continued on next page

Table BRD3_7: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Fresh meat

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	15%	(316)	13%	(292)	21%	(453)	47%	(1033)	4%	(82)	2177
Strongly Approve	18%	(85)	13%	(61)	19%	(88)	47%	(218)	3%	(12)	465
Somewhat Approve	14%	(71)	15%	(74)	21%	(105)	47%	(232)	3%	(15)	497
Somewhat Disapprove	14%	(38)	17%	(48)	23%	(66)	43%	(122)	3%	(9)	284
Strongly Disapprove	14%	(110)	12%	(95)	21%	(168)	50%	(400)	3%	(28)	801
Dont Know / No Opinion	9%	(12)	11%	(14)	20%	(26)	46%	(60)	14%	(19)	131
#1 Issue: Economy	11%	(68)	13%	(78)	25%	(151)	46%	(276)	4%	(21)	595
#1 Issue: Security	15%	(62)	13%	(54)	20%	(84)	49%	(203)	3%	(12)	415
#1 Issue: Health Care	15%	(71)	12%	(59)	20%	(96)	48%	(229)	5%	(22)	477
#1 Issue: Medicare / Social Security	14%	(38)	11%	(30)	17%	(46)	55%	(148)	3%	(8)	270
#1 Issue: Women's Issues	25%	(24)	18%	(17)	19%	(19)	36%	(35)	3%	(3)	97
#1 Issue: Education	23%	(34)	13%	(19)	19%	(27)	39%	(56)	6%	(8)	144
#1 Issue: Energy	17%	(16)	28%	(26)	17%	(16)	37%	(35)	2%	(1)	94
#1 Issue: Other	4%	(3)	11%	(9)	16%	(14)	60%	(50)	9%	(8)	85
2016 Vote: Democrat Hillary Clinton	17%	(128)	13%	(98)	21%	(163)	47%	(365)	3%	(21)	775
2016 Vote: Republican Donald Trump	13%	(97)	13%	(96)	21%	(155)	50%	(367)	3%	(21)	736
2016 Vote: Someone else	12%	(21)	12%	(20)	20%	(33)	53%	(88)	2%	(3)	165
2012 Vote: Barack Obama	16%	(142)	14%	(121)	20%	(175)	47%	(415)	3%	(25)	878
2012 Vote: Mitt Romney	10%	(57)	11%	(64)	22%	(124)	54%	(307)	3%	(15)	567
2012 Vote: Other	11%	(10)	14%	(12)	21%	(18)	50%	(43)	4%	(3)	85
2012 Vote: Didn't Vote	17%	(107)	15%	(94)	21%	(138)	41%	(267)	6%	(38)	644
4-Region: Northeast	10%	(40)	12%	(47)	22%	(85)	52%	(207)	4%	(18)	397
4-Region: Midwest	11%	(53)	12%	(55)	24%	(112)	49%	(231)	4%	(18)	469
4-Region: South	16%	(131)	15%	(119)	20%	(158)	46%	(371)	3%	(26)	806
4-Region: West	18%	(91)	14%	(72)	19%	(98)	44%	(224)	4%	(21)	506

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

Table BRD3_8: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Frozen goods

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (406)	20% (432)	19% (409)	39% (844)	4% (85)	2177
Gender: Male	20% (208)	20% (212)	18% (187)	38% (394)	4% (47)	1048
Gender: Female	18% (198)	19% (220)	20% (222)	40% (450)	3% (38)	1129
Age: 18-29	25% (120)	22% (103)	21% (98)	28% (132)	5% (22)	475
Age: 30-44	26% (142)	22% (123)	16% (88)	31% (170)	5% (26)	549
Age: 45-54	17% (65)	22% (85)	23% (87)	34% (129)	4% (17)	382
Age: 55-64	13% (49)	16% (59)	17% (65)	50% (189)	4% (15)	377
Age: 65+	8% (30)	16% (62)	18% (71)	57% (224)	1% (5)	393
PID: Dem (no lean)	21% (159)	19% (144)	18% (139)	37% (281)	4% (32)	755
PID: Ind (no lean)	16% (116)	20% (146)	19% (143)	41% (305)	4% (32)	742
PID: Rep (no lean)	19% (130)	21% (143)	19% (127)	38% (259)	3% (21)	680
PID/Gender: Dem Men	23% (80)	19% (67)	18% (64)	35% (124)	4% (15)	349
PID/Gender: Dem Women	19% (79)	19% (77)	19% (75)	39% (157)	4% (18)	406
PID/Gender: Ind Men	15% (52)	19% (66)	19% (65)	41% (142)	5% (19)	343
PID/Gender: Ind Women	16% (65)	20% (80)	20% (78)	41% (163)	3% (13)	399
PID/Gender: Rep Men	21% (76)	22% (79)	16% (58)	36% (128)	4% (14)	355
PID/Gender: Rep Women	17% (54)	20% (63)	21% (68)	40% (131)	2% (7)	324
Tea Party: Supporter	29% (176)	20% (123)	17% (99)	32% (191)	2% (12)	600
Tea Party: Not Supporter	14% (226)	20% (308)	20% (307)	42% (653)	5% (72)	1565
Ideo: Liberal (1-3)	25% (184)	21% (154)	19% (139)	31% (225)	3% (25)	728
Ideo: Moderate (4)	20% (111)	19% (104)	20% (107)	39% (209)	2% (11)	542
Ideo: Conservative (5-7)	12% (80)	20% (132)	19% (129)	45% (301)	4% (26)	668
Educ: < College	19% (298)	19% (296)	17% (263)	41% (629)	4% (64)	1549
Educ: Bachelors degree	15% (63)	21% (88)	24% (98)	35% (144)	4% (18)	411
Educ: Post-grad	20% (44)	23% (49)	22% (48)	33% (72)	2% (4)	216
Income: Under 50k	19% (235)	19% (238)	18% (219)	40% (503)	4% (51)	1245
Income: 50k-100k	19% (127)	21% (140)	19% (131)	38% (255)	3% (22)	675
Income: 100k+	17% (44)	21% (54)	23% (59)	34% (87)	5% (13)	257

Continued on next page

Table BRD3_8: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Frozen goods

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	19%	(406)	20%	(432)	19%	(409)	39%	(844)	4%	(85)	2177
Ethnicity: White	17%	(288)	19%	(331)	19%	(335)	41%	(716)	4%	(62)	1731
Ethnicity: Hispanic	34%	(111)	21%	(69)	13%	(44)	27%	(88)	4%	(14)	326
Ethnicity: Afr. Am.	27%	(72)	23%	(62)	19%	(51)	26%	(70)	4%	(11)	266
Ethnicity: Other	25%	(46)	22%	(39)	13%	(23)	33%	(59)	7%	(13)	180
Relig: Protestant	15%	(76)	19%	(99)	21%	(110)	42%	(217)	3%	(13)	515
Relig: Roman Catholic	27%	(128)	20%	(97)	17%	(83)	33%	(157)	3%	(16)	480
Relig: Ath./Agn./None	16%	(95)	18%	(109)	19%	(115)	43%	(259)	4%	(27)	605
Relig: Something Else	19%	(63)	22%	(71)	19%	(64)	34%	(112)	6%	(19)	330
Relig: Evangelical	23%	(138)	22%	(133)	16%	(96)	36%	(219)	3%	(21)	606
Relig: Non-Evang. Catholics	17%	(109)	19%	(117)	21%	(133)	40%	(253)	3%	(19)	632
Relig: All Christian	20%	(247)	20%	(250)	18%	(228)	38%	(472)	3%	(40)	1238
Relig: All Non-Christian	17%	(158)	19%	(180)	19%	(179)	40%	(371)	5%	(45)	935
Community: Urban	24%	(141)	19%	(113)	18%	(106)	34%	(197)	4%	(24)	581
Community: Suburban	17%	(167)	21%	(205)	19%	(183)	40%	(393)	4%	(39)	988
Community: Rural	16%	(97)	19%	(114)	20%	(120)	42%	(254)	4%	(22)	608
Employ: Private Sector	20%	(134)	22%	(149)	20%	(134)	35%	(233)	4%	(25)	674
Employ: Government	22%	(35)	27%	(42)	15%	(23)	31%	(48)	5%	(8)	155
Employ: Self-Employed	26%	(46)	21%	(36)	19%	(33)	31%	(54)	3%	(5)	173
Employ: Homemaker	18%	(35)	22%	(43)	24%	(46)	33%	(65)	3%	(6)	195
Employ: Student	29%	(30)	14%	(15)	16%	(16)	38%	(39)	3%	(4)	104
Employ: Retired	13%	(63)	16%	(76)	18%	(86)	52%	(249)	2%	(10)	483
Employ: Unemployed	14%	(31)	17%	(36)	20%	(43)	42%	(89)	6%	(14)	213
Employ: Other	19%	(33)	20%	(36)	16%	(28)	38%	(67)	8%	(14)	179
Military HH: Yes	25%	(94)	17%	(63)	17%	(65)	40%	(151)	2%	(9)	382
Military HH: No	17%	(312)	21%	(369)	19%	(345)	39%	(693)	4%	(76)	1795
RD/WT: Right Direction	22%	(192)	21%	(179)	16%	(137)	37%	(322)	4%	(31)	861
RD/WT: Wrong Track	16%	(214)	19%	(253)	21%	(272)	40%	(523)	4%	(54)	1316

Continued on next page

Table BRD3_8: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Frozen goods

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	19% (406)	20% (432)	19% (409)	39% (844)	4% (85)	2177
Strongly Approve	23% (107)	18% (85)	15% (68)	40% (188)	4% (16)	465
Somewhat Approve	16% (79)	23% (112)	21% (105)	38% (188)	3% (13)	497
Somewhat Disapprove	17% (49)	20% (57)	23% (65)	36% (102)	4% (10)	284
Strongly Disapprove	19% (156)	19% (153)	19% (156)	39% (309)	3% (26)	801
Dont Know / No Opinion	11% (14)	19% (24)	12% (16)	43% (57)	15% (19)	131
#1 Issue: Economy	15% (90)	20% (121)	22% (132)	39% (231)	3% (21)	595
#1 Issue: Security	21% (88)	17% (71)	18% (74)	40% (168)	3% (14)	415
#1 Issue: Health Care	17% (80)	23% (108)	17% (81)	39% (187)	4% (20)	477
#1 Issue: Medicare / Social Security	18% (50)	16% (43)	19% (51)	44% (120)	3% (7)	270
#1 Issue: Women's Issues	32% (31)	28% (27)	14% (14)	23% (22)	3% (3)	97
#1 Issue: Education	26% (38)	20% (29)	18% (25)	29% (42)	6% (9)	144
#1 Issue: Energy	25% (23)	20% (19)	17% (16)	36% (34)	2% (1)	94
#1 Issue: Other	7% (6)	17% (14)	18% (15)	47% (40)	11% (10)	85
2016 Vote: Democrat Hillary Clinton	22% (172)	19% (150)	19% (148)	37% (285)	3% (21)	775
2016 Vote: Republican Donald Trump	16% (119)	20% (146)	19% (137)	42% (310)	3% (25)	736
2016 Vote: Someone else	18% (30)	19% (31)	18% (29)	43% (71)	2% (4)	165
2012 Vote: Barack Obama	20% (176)	20% (172)	20% (176)	38% (330)	3% (24)	878
2012 Vote: Mitt Romney	15% (86)	19% (107)	19% (108)	44% (252)	3% (15)	567
2012 Vote: Other	13% (11)	25% (21)	16% (13)	45% (38)	2% (1)	85
2012 Vote: Didn't Vote	21% (134)	20% (131)	17% (110)	35% (224)	7% (45)	644
4-Region: Northeast	15% (61)	16% (65)	20% (79)	42% (166)	7% (26)	397
4-Region: Midwest	17% (77)	18% (84)	24% (113)	38% (177)	4% (17)	469
4-Region: South	19% (155)	22% (180)	16% (131)	39% (313)	3% (26)	806
4-Region: West	22% (112)	20% (103)	17% (86)	37% (188)	3% (17)	506

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

Table BRD3_9: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Dairy products (e.g. milk, eggs, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (328)	15% (330)	20% (439)	46% (997)	4% (83)	2177
Gender: Male	16% (171)	16% (167)	21% (216)	43% (448)	4% (47)	1048
Gender: Female	14% (156)	14% (163)	20% (223)	49% (550)	3% (36)	1129
Age: 18-29	18% (86)	21% (101)	20% (96)	36% (171)	5% (22)	475
Age: 30-44	22% (120)	18% (100)	20% (110)	34% (188)	5% (30)	549
Age: 45-54	16% (61)	13% (50)	22% (84)	45% (171)	4% (16)	382
Age: 55-64	9% (35)	13% (47)	19% (73)	55% (209)	4% (13)	377
Age: 65+	6% (25)	8% (32)	19% (76)	66% (258)	1% (2)	393
PID: Dem (no lean)	19% (140)	14% (107)	19% (143)	44% (334)	4% (31)	755
PID: Ind (no lean)	11% (80)	16% (118)	22% (163)	47% (348)	5% (34)	742
PID: Rep (no lean)	16% (108)	15% (105)	20% (134)	46% (315)	3% (18)	680
PID/Gender: Dem Men	20% (69)	17% (60)	22% (76)	37% (128)	5% (16)	349
PID/Gender: Dem Women	18% (71)	12% (47)	16% (66)	51% (207)	4% (14)	406
PID/Gender: Ind Men	10% (33)	17% (59)	20% (69)	48% (163)	6% (19)	343
PID/Gender: Ind Women	12% (47)	15% (59)	24% (94)	46% (184)	4% (15)	399
PID/Gender: Rep Men	20% (70)	13% (48)	20% (70)	44% (157)	3% (11)	355
PID/Gender: Rep Women	12% (38)	18% (57)	20% (63)	49% (159)	2% (6)	324
Tea Party: Supporter	26% (154)	16% (97)	19% (115)	37% (220)	2% (14)	600
Tea Party: Not Supporter	11% (170)	15% (229)	21% (322)	50% (777)	4% (67)	1565
Ideo: Liberal (1-3)	21% (153)	17% (125)	20% (147)	38% (279)	3% (23)	728
Ideo: Moderate (4)	17% (90)	15% (79)	20% (107)	47% (253)	2% (12)	542
Ideo: Conservative (5-7)	10% (68)	12% (83)	22% (146)	52% (348)	4% (24)	668
Educ: < College	16% (246)	15% (226)	19% (295)	46% (720)	4% (63)	1549
Educ: Bachelors degree	11% (44)	17% (71)	23% (96)	45% (184)	4% (16)	411
Educ: Post-grad	18% (38)	15% (33)	22% (48)	43% (93)	2% (4)	216
Income: Under 50k	15% (187)	15% (191)	19% (243)	46% (574)	4% (51)	1245
Income: 50k-100k	16% (109)	15% (104)	20% (134)	46% (307)	3% (20)	675
Income: 100k+	12% (32)	14% (35)	24% (62)	45% (116)	5% (12)	257

Continued on next page

Table BRD3_9: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Dairy products (e.g. milk, eggs, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (328)	15% (330)	20% (439)	46% (997)	4% (83)	2177
Ethnicity: White	13% (221)	14% (248)	21% (361)	49% (844)	3% (58)	1731
Ethnicity: Hispanic	31% (101)	21% (67)	16% (52)	29% (93)	4% (12)	326
Ethnicity: Afr. Am.	26% (68)	19% (49)	19% (50)	33% (88)	4% (10)	266
Ethnicity: Other	21% (39)	18% (33)	16% (29)	36% (65)	8% (15)	180
Relig: Protestant	10% (53)	12% (64)	23% (118)	52% (266)	3% (14)	515
Relig: Roman Catholic	24% (113)	18% (84)	17% (84)	38% (185)	3% (14)	480
Relig: Ath./Agn./None	13% (76)	13% (78)	21% (130)	48% (292)	5% (29)	605
Relig: Something Else	13% (44)	19% (63)	17% (57)	45% (150)	5% (16)	330
Relig: Evangelical	20% (121)	16% (98)	20% (121)	41% (246)	3% (21)	606
Relig: Non-Evang. Catholics	14% (86)	14% (90)	21% (130)	49% (309)	3% (17)	632
Relig: All Christian	17% (207)	15% (188)	20% (250)	45% (555)	3% (38)	1238
Relig: All Non-Christian	13% (120)	15% (142)	20% (186)	47% (442)	5% (45)	935
Community: Urban	22% (125)	17% (101)	18% (107)	39% (224)	4% (24)	581
Community: Suburban	13% (133)	14% (140)	20% (199)	48% (478)	4% (38)	988
Community: Rural	11% (70)	15% (89)	22% (133)	49% (295)	3% (21)	608
Employ: Private Sector	16% (108)	16% (107)	25% (166)	40% (271)	3% (23)	674
Employ: Government	18% (28)	19% (30)	19% (29)	40% (62)	4% (6)	155
Employ: Self-Employed	24% (41)	20% (35)	20% (34)	34% (59)	3% (4)	173
Employ: Homemaker	13% (25)	19% (38)	18% (35)	48% (93)	2% (5)	195
Employ: Student	22% (23)	11% (11)	20% (21)	41% (43)	5% (5)	104
Employ: Retired	10% (50)	9% (42)	19% (93)	60% (290)	2% (7)	483
Employ: Unemployed	14% (30)	16% (35)	15% (32)	46% (98)	9% (18)	213
Employ: Other	13% (23)	18% (33)	16% (29)	45% (80)	8% (14)	179
Military HH: Yes	21% (79)	13% (51)	19% (71)	45% (171)	2% (9)	382
Military HH: No	14% (248)	16% (279)	20% (368)	46% (826)	4% (74)	1795
RD/WT: Right Direction	19% (160)	17% (145)	19% (161)	42% (365)	4% (32)	861
RD/WT: Wrong Track	13% (168)	14% (185)	21% (279)	48% (633)	4% (51)	1316

Continued on next page

Table BRD3_9: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Dairy products (e.g. milk, eggs, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	15% (328)	15% (330)	20% (439)	46% (997)	4% (83)	2177
Strongly Approve	18% (86)	15% (68)	18% (84)	46% (214)	3% (13)	465
Somewhat Approve	12% (60)	17% (86)	21% (105)	46% (230)	3% (15)	497
Somewhat Disapprove	14% (40)	19% (54)	23% (64)	41% (115)	4% (11)	284
Strongly Disapprove	16% (128)	13% (105)	20% (162)	47% (379)	3% (26)	801
Dont Know / No Opinion	10% (13)	13% (16)	18% (24)	46% (60)	13% (18)	131
#1 Issue: Economy	14% (85)	16% (93)	20% (117)	47% (279)	4% (21)	595
#1 Issue: Security	14% (58)	12% (48)	22% (92)	49% (205)	3% (12)	415
#1 Issue: Health Care	14% (69)	19% (91)	18% (84)	45% (213)	4% (19)	477
#1 Issue: Medicare / Social Security	15% (40)	12% (31)	19% (50)	52% (141)	3% (8)	270
#1 Issue: Women's Issues	18% (18)	20% (20)	27% (26)	30% (29)	4% (4)	97
#1 Issue: Education	20% (29)	17% (25)	22% (32)	35% (51)	6% (8)	144
#1 Issue: Energy	26% (24)	15% (14)	22% (21)	35% (33)	3% (3)	94
#1 Issue: Other	6% (5)	9% (8)	19% (16)	56% (47)	9% (8)	85
2016 Vote: Democrat Hillary Clinton	19% (148)	15% (116)	19% (146)	44% (339)	3% (26)	775
2016 Vote: Republican Donald Trump	13% (97)	14% (106)	21% (152)	49% (359)	3% (23)	736
2016 Vote: Someone else	14% (22)	14% (24)	20% (34)	50% (83)	2% (3)	165
2012 Vote: Barack Obama	19% (166)	15% (129)	20% (173)	44% (390)	2% (19)	878
2012 Vote: Mitt Romney	10% (54)	15% (83)	21% (120)	52% (293)	3% (17)	567
2012 Vote: Other	8% (7)	19% (16)	17% (14)	53% (45)	3% (3)	85
2012 Vote: Didn't Vote	15% (100)	16% (101)	20% (130)	42% (270)	7% (44)	644
4-Region: Northeast	10% (41)	14% (55)	19% (73)	52% (207)	5% (21)	397
4-Region: Midwest	10% (46)	14% (66)	24% (114)	48% (226)	3% (16)	469
4-Region: South	17% (138)	16% (129)	20% (161)	44% (354)	3% (24)	806
4-Region: West	21% (104)	16% (80)	18% (90)	41% (210)	4% (22)	506

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

Table BRD3_10: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Bread

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	18% (386)	20% (436)	19% (416)	39% (860)	4% (79)	2177
Gender: Male	18% (191)	21% (216)	19% (201)	38% (401)	4% (39)	1048
Gender: Female	17% (195)	20% (220)	19% (215)	41% (459)	4% (40)	1129
Age: 18-29	21% (102)	26% (122)	20% (94)	28% (132)	5% (26)	475
Age: 30-44	24% (132)	21% (114)	18% (100)	32% (176)	5% (27)	549
Age: 45-54	18% (69)	19% (73)	22% (84)	37% (143)	4% (14)	382
Age: 55-64	12% (47)	17% (65)	19% (71)	49% (184)	3% (10)	377
Age: 65+	9% (36)	16% (62)	17% (67)	57% (225)	1% (3)	393
PID: Dem (no lean)	20% (149)	21% (156)	17% (130)	39% (294)	3% (26)	755
PID: Ind (no lean)	15% (108)	19% (140)	21% (153)	41% (308)	4% (33)	742
PID: Rep (no lean)	19% (129)	21% (140)	20% (133)	38% (258)	3% (20)	680
PID/Gender: Dem Men	20% (71)	21% (72)	20% (71)	35% (123)	3% (11)	349
PID/Gender: Dem Women	19% (78)	21% (84)	14% (58)	42% (171)	4% (15)	406
PID/Gender: Ind Men	13% (45)	22% (74)	18% (63)	42% (145)	5% (17)	343
PID/Gender: Ind Women	16% (62)	17% (66)	23% (90)	41% (163)	4% (17)	399
PID/Gender: Rep Men	21% (75)	19% (69)	19% (67)	37% (133)	3% (11)	355
PID/Gender: Rep Women	17% (54)	22% (70)	20% (66)	39% (125)	3% (8)	324
Tea Party: Supporter	27% (164)	22% (131)	19% (112)	30% (178)	3% (15)	600
Tea Party: Not Supporter	14% (219)	19% (303)	19% (301)	43% (681)	4% (62)	1565
Ideo: Liberal (1-3)	24% (172)	23% (167)	18% (132)	32% (234)	3% (22)	728
Ideo: Moderate (4)	20% (107)	18% (98)	21% (111)	39% (213)	2% (13)	542
Ideo: Conservative (5-7)	13% (84)	19% (127)	20% (135)	45% (300)	3% (22)	668
Educ: < College	19% (291)	19% (297)	18% (273)	41% (632)	4% (57)	1549
Educ: Bachelors degree	13% (55)	23% (93)	24% (100)	36% (147)	4% (17)	411
Educ: Post-grad	18% (40)	21% (46)	20% (44)	37% (81)	2% (5)	216
Income: Under 50k	18% (221)	20% (255)	17% (213)	41% (510)	4% (46)	1245
Income: 50k-100k	18% (119)	20% (135)	21% (140)	38% (258)	3% (22)	675
Income: 100k+	18% (46)	18% (46)	24% (62)	36% (92)	4% (11)	257

Continued on next page

Table BRD3_10: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
 Bread

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	18% (386)	20% (436)	19% (416)	39% (860)	4% (79)	2177
Ethnicity: White	16% (269)	19% (335)	20% (344)	42% (728)	3% (56)	1731
Ethnicity: Hispanic	32% (105)	23% (76)	13% (42)	28% (91)	4% (12)	326
Ethnicity: Afr. Am.	29% (76)	20% (54)	18% (48)	29% (78)	4% (11)	266
Ethnicity: Other	23% (41)	26% (47)	14% (24)	30% (55)	7% (13)	180
Relig: Protestant	13% (67)	21% (109)	21% (106)	42% (219)	3% (14)	515
Relig: Roman Catholic	25% (121)	22% (105)	15% (73)	35% (166)	3% (16)	480
Relig: Ath./Agn./None	14% (86)	17% (105)	20% (119)	44% (268)	4% (27)	605
Relig: Something Else	19% (62)	20% (66)	20% (65)	37% (123)	4% (13)	330
Relig: Evangelical	22% (133)	22% (134)	19% (114)	34% (204)	4% (22)	606
Relig: Non-Evang. Catholics	17% (105)	21% (131)	18% (115)	42% (264)	3% (17)	632
Relig: All Christian	19% (237)	21% (265)	18% (229)	38% (468)	3% (39)	1238
Relig: All Non-Christian	16% (149)	18% (171)	20% (185)	42% (390)	4% (40)	935
Community: Urban	22% (130)	21% (121)	18% (104)	35% (205)	4% (22)	581
Community: Suburban	17% (165)	19% (191)	19% (189)	41% (405)	4% (38)	988
Community: Rural	15% (92)	20% (124)	20% (122)	41% (250)	3% (19)	608
Employ: Private Sector	16% (111)	22% (150)	23% (157)	35% (234)	3% (22)	674
Employ: Government	23% (36)	24% (37)	20% (31)	28% (44)	5% (7)	155
Employ: Self-Employed	30% (51)	20% (35)	21% (36)	27% (48)	2% (4)	173
Employ: Homemaker	17% (32)	20% (39)	20% (38)	41% (80)	3% (5)	195
Employ: Student	27% (28)	22% (23)	12% (13)	35% (36)	4% (4)	104
Employ: Retired	13% (63)	16% (78)	17% (83)	52% (252)	2% (8)	483
Employ: Unemployed	15% (33)	18% (38)	17% (36)	43% (91)	7% (15)	213
Employ: Other	18% (32)	21% (37)	13% (23)	41% (74)	7% (13)	179
Military HH: Yes	20% (78)	21% (81)	17% (67)	38% (146)	3% (10)	382
Military HH: No	17% (308)	20% (355)	19% (349)	40% (714)	4% (69)	1795
RD/WT: Right Direction	21% (184)	20% (172)	18% (154)	37% (322)	3% (29)	861
RD/WT: Wrong Track	15% (202)	20% (263)	20% (262)	41% (538)	4% (50)	1316

Continued on next page

Table BRD3_10: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Bread

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	18% (386)	20% (436)	19% (416)	39% (860)	4% (79)	2177
Strongly Approve	22% (104)	17% (81)	18% (82)	39% (183)	3% (15)	465
Somewhat Approve	15% (75)	22% (108)	22% (111)	38% (191)	3% (13)	497
Somewhat Disapprove	17% (48)	23% (66)	21% (60)	35% (101)	3% (9)	284
Strongly Disapprove	18% (147)	20% (158)	18% (144)	41% (328)	3% (22)	801
Dont Know / No Opinion	9% (12)	17% (22)	15% (19)	43% (57)	15% (20)	131
#1 Issue: Economy	15% (91)	20% (121)	21% (123)	39% (235)	4% (25)	595
#1 Issue: Security	18% (74)	19% (81)	18% (73)	42% (176)	3% (12)	415
#1 Issue: Health Care	20% (97)	18% (87)	19% (89)	39% (188)	3% (16)	477
#1 Issue: Medicare / Social Security	19% (50)	16% (42)	19% (52)	45% (121)	2% (4)	270
#1 Issue: Women's Issues	18% (17)	32% (31)	19% (18)	27% (26)	4% (4)	97
#1 Issue: Education	22% (32)	26% (38)	15% (21)	32% (45)	5% (8)	144
#1 Issue: Energy	19% (18)	26% (25)	22% (21)	30% (29)	2% (2)	94
#1 Issue: Other	7% (6)	15% (13)	21% (18)	48% (40)	9% (8)	85
2016 Vote: Democrat Hillary Clinton	21% (164)	19% (150)	19% (145)	39% (300)	2% (16)	775
2016 Vote: Republican Donald Trump	16% (118)	19% (142)	20% (148)	41% (304)	3% (24)	736
2016 Vote: Someone else	14% (23)	26% (43)	19% (32)	38% (63)	3% (4)	165
2012 Vote: Barack Obama	20% (173)	19% (169)	19% (165)	40% (348)	3% (24)	878
2012 Vote: Mitt Romney	14% (79)	19% (107)	20% (114)	44% (251)	3% (16)	567
2012 Vote: Other	16% (14)	22% (19)	20% (17)	41% (35)	1% (1)	85
2012 Vote: Didn't Vote	19% (121)	22% (141)	18% (118)	35% (226)	6% (39)	644
4-Region: Northeast	13% (50)	20% (80)	17% (66)	45% (181)	5% (20)	397
4-Region: Midwest	14% (64)	18% (85)	25% (117)	40% (187)	3% (16)	469
4-Region: South	20% (160)	20% (160)	18% (142)	39% (316)	3% (28)	806
4-Region: West	22% (111)	22% (112)	18% (91)	35% (176)	3% (15)	506

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

Table BRD3_11: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Alcohol

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	18% (396)	19% (421)	15% (334)	41% (899)	6% (128)	2177
Gender: Male	19% (202)	22% (226)	16% (168)	37% (393)	6% (60)	1048
Gender: Female	17% (194)	17% (196)	15% (166)	45% (506)	6% (68)	1129
Age: 18-29	22% (103)	23% (110)	16% (75)	34% (160)	6% (28)	475
Age: 30-44	24% (130)	23% (127)	16% (89)	29% (161)	8% (42)	549
Age: 45-54	19% (74)	21% (80)	14% (54)	39% (151)	6% (23)	382
Age: 55-64	16% (59)	16% (59)	16% (59)	48% (182)	5% (18)	377
Age: 65+	8% (30)	11% (45)	14% (57)	62% (245)	4% (17)	393
PID: Dem (no lean)	21% (160)	20% (148)	15% (117)	37% (276)	7% (55)	755
PID: Ind (no lean)	14% (107)	19% (141)	16% (117)	46% (339)	5% (39)	742
PID: Rep (no lean)	19% (129)	20% (133)	15% (100)	42% (284)	5% (33)	680
PID/Gender: Dem Men	23% (79)	20% (70)	17% (60)	33% (116)	7% (24)	349
PID/Gender: Dem Women	20% (81)	19% (78)	14% (57)	39% (159)	8% (31)	406
PID/Gender: Ind Men	14% (47)	21% (73)	17% (58)	43% (147)	5% (19)	343
PID/Gender: Ind Women	15% (60)	17% (68)	15% (58)	48% (192)	5% (20)	399
PID/Gender: Rep Men	22% (77)	23% (83)	14% (49)	36% (130)	5% (17)	355
PID/Gender: Rep Women	16% (53)	15% (50)	16% (51)	48% (154)	5% (17)	324
Tea Party: Supporter	26% (158)	18% (109)	17% (99)	35% (212)	4% (22)	600
Tea Party: Not Supporter	15% (237)	20% (311)	15% (230)	44% (684)	7% (103)	1565
Ideo: Liberal (1-3)	25% (183)	21% (154)	16% (120)	33% (241)	4% (31)	728
Ideo: Moderate (4)	20% (106)	19% (105)	16% (86)	39% (213)	6% (32)	542
Ideo: Conservative (5-7)	12% (82)	19% (129)	15% (97)	48% (323)	5% (36)	668
Educ: < College	17% (264)	17% (270)	15% (225)	45% (691)	6% (100)	1549
Educ: Bachelors degree	20% (80)	25% (101)	18% (72)	33% (136)	5% (22)	411
Educ: Post-grad	24% (52)	23% (50)	17% (36)	33% (72)	3% (6)	216
Income: Under 50k	17% (207)	16% (202)	15% (188)	45% (566)	7% (83)	1245
Income: 50k-100k	19% (130)	24% (163)	15% (102)	37% (247)	5% (32)	675
Income: 100k+	23% (58)	22% (56)	17% (44)	33% (86)	5% (13)	257

Continued on next page

Table BRD3_11: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?

Alcohol

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	18%	(396)	19%	(421)	15%	(334)	41%	(899)	6%	(128)	2177
Ethnicity: White	16%	(279)	19%	(322)	16%	(284)	44%	(756)	5%	(91)	1731
Ethnicity: Hispanic	27%	(89)	23%	(75)	15%	(50)	28%	(91)	6%	(21)	326
Ethnicity: Afr. Am.	25%	(65)	27%	(71)	13%	(33)	30%	(79)	7%	(17)	266
Ethnicity: Other	29%	(52)	16%	(28)	9%	(17)	36%	(64)	10%	(19)	180
Relig: Protestant	12%	(63)	18%	(95)	16%	(81)	48%	(250)	5%	(27)	515
Relig: Roman Catholic	30%	(145)	21%	(101)	13%	(63)	32%	(153)	4%	(17)	480
Relig: Ath./Agn./None	16%	(95)	20%	(123)	13%	(81)	44%	(264)	7%	(42)	605
Relig: Something Else	13%	(44)	20%	(68)	21%	(70)	39%	(129)	6%	(19)	330
Relig: Evangelical	22%	(132)	15%	(93)	14%	(88)	41%	(249)	7%	(44)	606
Relig: Non-Evang. Catholics	20%	(124)	22%	(137)	15%	(93)	41%	(256)	3%	(21)	632
Relig: All Christian	21%	(256)	19%	(230)	15%	(181)	41%	(506)	5%	(65)	1238
Relig: All Non-Christian	15%	(139)	20%	(190)	16%	(151)	42%	(393)	7%	(62)	935
Community: Urban	24%	(141)	22%	(129)	16%	(92)	33%	(194)	5%	(26)	581
Community: Suburban	16%	(159)	19%	(189)	16%	(154)	44%	(430)	6%	(55)	988
Community: Rural	16%	(96)	17%	(103)	14%	(88)	45%	(275)	8%	(46)	608
Employ: Private Sector	21%	(140)	25%	(171)	17%	(115)	32%	(218)	4%	(30)	674
Employ: Government	26%	(41)	25%	(38)	14%	(22)	30%	(46)	5%	(8)	155
Employ: Self-Employed	24%	(41)	19%	(32)	19%	(34)	35%	(60)	4%	(6)	173
Employ: Homemaker	22%	(44)	22%	(43)	18%	(35)	32%	(63)	6%	(12)	195
Employ: Student	12%	(13)	18%	(19)	10%	(11)	52%	(54)	7%	(8)	104
Employ: Retired	10%	(48)	14%	(68)	13%	(64)	58%	(279)	5%	(24)	483
Employ: Unemployed	16%	(34)	14%	(29)	11%	(23)	49%	(104)	11%	(23)	213
Employ: Other	20%	(35)	12%	(21)	17%	(31)	41%	(74)	10%	(17)	179
Military HH: Yes	24%	(93)	14%	(55)	16%	(61)	41%	(155)	5%	(19)	382
Military HH: No	17%	(303)	20%	(366)	15%	(273)	41%	(744)	6%	(109)	1795
RD/WT: Right Direction	22%	(187)	19%	(161)	15%	(129)	40%	(342)	5%	(41)	861
RD/WT: Wrong Track	16%	(209)	20%	(260)	16%	(204)	42%	(557)	7%	(86)	1316

Continued on next page

Table BRD3_11: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?*Alcohol*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	18%	(396)	19%	(421)	15%	(334)	41%	(899)	6%	(128)	2177
Strongly Approve	21%	(98)	15%	(72)	15%	(68)	46%	(212)	3%	(15)	465
Somewhat Approve	16%	(79)	21%	(103)	18%	(90)	40%	(199)	6%	(28)	497
Somewhat Disapprove	18%	(52)	16%	(46)	19%	(54)	43%	(123)	3%	(9)	284
Strongly Disapprove	19%	(155)	23%	(183)	14%	(110)	38%	(302)	6%	(50)	801
Dont Know / No Opinion	10%	(13)	13%	(17)	9%	(12)	48%	(63)	19%	(25)	131
#1 Issue: Economy	17%	(103)	20%	(118)	18%	(104)	40%	(237)	6%	(34)	595
#1 Issue: Security	17%	(71)	19%	(77)	15%	(61)	46%	(191)	4%	(15)	415
#1 Issue: Health Care	19%	(88)	21%	(101)	14%	(68)	41%	(194)	5%	(25)	477
#1 Issue: Medicare / Social Security	17%	(46)	15%	(42)	15%	(39)	47%	(126)	7%	(18)	270
#1 Issue: Women's Issues	25%	(24)	27%	(26)	12%	(12)	27%	(26)	9%	(9)	97
#1 Issue: Education	21%	(31)	21%	(30)	12%	(17)	38%	(55)	8%	(11)	144
#1 Issue: Energy	27%	(26)	17%	(16)	23%	(22)	27%	(25)	6%	(6)	94
#1 Issue: Other	9%	(7)	13%	(11)	12%	(10)	54%	(46)	12%	(10)	85
2016 Vote: Democrat Hillary Clinton	23%	(181)	20%	(156)	16%	(123)	35%	(270)	6%	(45)	775
2016 Vote: Republican Donald Trump	15%	(112)	19%	(142)	16%	(118)	45%	(331)	4%	(33)	736
2016 Vote: Someone else	14%	(24)	17%	(29)	13%	(22)	49%	(82)	6%	(10)	165
2012 Vote: Barack Obama	22%	(190)	21%	(188)	15%	(131)	37%	(324)	5%	(45)	878
2012 Vote: Mitt Romney	13%	(71)	17%	(99)	16%	(89)	49%	(278)	5%	(30)	567
2012 Vote: Other	11%	(9)	24%	(21)	18%	(16)	43%	(37)	3%	(3)	85
2012 Vote: Didn't Vote	19%	(126)	18%	(113)	15%	(97)	40%	(259)	8%	(49)	644
4-Region: Northeast	19%	(75)	20%	(81)	12%	(49)	42%	(165)	7%	(27)	397
4-Region: Midwest	15%	(69)	16%	(76)	17%	(81)	45%	(211)	7%	(31)	469
4-Region: South	19%	(156)	20%	(161)	15%	(124)	40%	(322)	5%	(44)	806
4-Region: West	19%	(96)	20%	(103)	16%	(80)	40%	(201)	5%	(26)	506

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

Table BRD3_12: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Cleaning supplies (e.g. dish soap, bleach, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	33% (717)	31% (679)	10% (225)	22% (482)	3% (74)	2177
Gender: Male	29% (309)	32% (338)	12% (127)	22% (235)	4% (38)	1048
Gender: Female	36% (407)	30% (341)	9% (98)	22% (247)	3% (35)	1129
Age: 18-29	37% (177)	32% (154)	11% (54)	15% (69)	5% (22)	475
Age: 30-44	42% (230)	29% (162)	10% (53)	15% (81)	4% (23)	549
Age: 45-54	32% (122)	35% (134)	10% (38)	19% (73)	4% (15)	382
Age: 55-64	28% (104)	29% (111)	10% (39)	30% (113)	3% (10)	377
Age: 65+	21% (83)	30% (118)	11% (42)	37% (147)	1% (4)	393
PID: Dem (no lean)	34% (256)	31% (234)	10% (74)	22% (164)	4% (26)	755
PID: Ind (no lean)	30% (226)	31% (231)	11% (82)	23% (173)	4% (31)	742
PID: Rep (no lean)	34% (234)	31% (214)	10% (70)	21% (146)	2% (16)	680
PID/Gender: Dem Men	31% (107)	33% (115)	12% (42)	21% (72)	4% (14)	349
PID/Gender: Dem Women	37% (149)	30% (120)	8% (33)	23% (92)	3% (12)	406
PID/Gender: Ind Men	27% (92)	32% (110)	12% (42)	24% (83)	4% (15)	343
PID/Gender: Ind Women	34% (134)	30% (121)	10% (39)	22% (89)	4% (16)	399
PID/Gender: Rep Men	31% (110)	32% (113)	12% (44)	23% (80)	2% (9)	355
PID/Gender: Rep Women	38% (124)	31% (101)	8% (26)	20% (66)	2% (8)	324
Tea Party: Supporter	40% (239)	30% (182)	11% (65)	17% (101)	2% (13)	600
Tea Party: Not Supporter	30% (473)	32% (494)	10% (159)	24% (381)	4% (59)	1565
Ideo: Liberal (1-3)	39% (281)	30% (221)	12% (84)	17% (125)	2% (16)	728
Ideo: Moderate (4)	33% (179)	33% (176)	10% (55)	22% (119)	2% (13)	542
Ideo: Conservative (5-7)	29% (192)	33% (220)	10% (66)	26% (171)	3% (19)	668
Educ: < College	32% (496)	31% (476)	9% (143)	24% (376)	4% (59)	1549
Educ: Bachelors degree	34% (140)	32% (131)	14% (56)	18% (73)	3% (11)	411
Educ: Post-grad	37% (80)	33% (72)	12% (26)	15% (33)	2% (4)	216
Income: Under 50k	31% (390)	30% (376)	10% (120)	25% (309)	4% (50)	1245
Income: 50k-100k	34% (232)	34% (228)	11% (73)	19% (130)	2% (12)	675
Income: 100k+	37% (95)	29% (74)	13% (33)	17% (43)	5% (12)	257

Continued on next page

Table BRD3_12: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Cleaning supplies (e.g. dish soap, bleach, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	33% (717)	31% (679)	10% (225)	22% (482)	3% (74)	2177
Ethnicity: White	30% (528)	32% (557)	10% (172)	24% (420)	3% (54)	1731
Ethnicity: Hispanic	43% (141)	31% (102)	8% (28)	13% (43)	4% (12)	326
Ethnicity: Afr. Am.	43% (115)	26% (69)	13% (35)	14% (38)	3% (9)	266
Ethnicity: Other	41% (73)	30% (53)	10% (18)	13% (24)	6% (11)	180
Relig: Protestant	30% (156)	33% (171)	10% (50)	25% (128)	2% (11)	515
Relig: Roman Catholic	40% (191)	28% (134)	11% (54)	19% (90)	2% (11)	480
Relig: Ath./Agn./None	28% (168)	32% (194)	9% (55)	27% (163)	4% (26)	605
Relig: Something Else	29% (96)	35% (116)	13% (41)	19% (62)	4% (14)	330
Relig: Evangelical	40% (240)	30% (184)	9% (57)	17% (104)	3% (21)	606
Relig: Non-Evang. Catholics	33% (211)	29% (183)	11% (71)	24% (154)	2% (13)	632
Relig: All Christian	36% (451)	30% (368)	10% (128)	21% (257)	3% (34)	1238
Relig: All Non-Christian	28% (264)	33% (310)	10% (97)	24% (225)	4% (40)	935
Community: Urban	34% (195)	32% (187)	11% (64)	20% (115)	3% (20)	581
Community: Suburban	33% (331)	30% (299)	10% (103)	23% (224)	3% (31)	988
Community: Rural	31% (191)	32% (193)	10% (58)	24% (143)	4% (23)	608
Employ: Private Sector	37% (247)	32% (214)	12% (79)	17% (117)	3% (17)	674
Employ: Government	39% (60)	26% (41)	16% (24)	15% (24)	4% (7)	155
Employ: Self-Employed	38% (66)	28% (48)	12% (20)	20% (35)	3% (5)	173
Employ: Homemaker	39% (76)	33% (64)	8% (15)	18% (35)	2% (4)	195
Employ: Student	26% (27)	41% (43)	11% (12)	17% (17)	5% (5)	104
Employ: Retired	26% (126)	30% (146)	9% (42)	33% (161)	2% (8)	483
Employ: Unemployed	27% (57)	32% (67)	8% (17)	27% (57)	7% (14)	213
Employ: Other	32% (57)	32% (57)	9% (16)	20% (36)	7% (12)	179
Military HH: Yes	34% (131)	30% (113)	11% (43)	23% (88)	2% (7)	382
Military HH: No	33% (586)	32% (566)	10% (183)	22% (394)	4% (66)	1795
RD/WT: Right Direction	34% (294)	29% (253)	10% (88)	24% (203)	3% (24)	861
RD/WT: Wrong Track	32% (423)	32% (426)	10% (137)	21% (280)	4% (50)	1316

Continued on next page

Table BRD3_12: How likely would you be to purchase the following grocery items from an online retailer for at home delivery?
Cleaning supplies (e.g. dish soap, bleach, etc.)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	33% (717)	31% (679)	10% (225)	22% (482)	3% (74)	2177
Strongly Approve	36% (168)	31% (142)	7% (31)	24% (111)	3% (12)	465
Somewhat Approve	28% (138)	34% (167)	15% (73)	22% (107)	2% (11)	497
Somewhat Disapprove	38% (108)	28% (80)	13% (36)	18% (50)	3% (10)	284
Strongly Disapprove	34% (275)	33% (262)	9% (71)	21% (171)	3% (21)	801
Dont Know / No Opinion	21% (27)	22% (28)	11% (14)	32% (42)	15% (20)	131
#1 Issue: Economy	35% (206)	30% (178)	12% (70)	21% (123)	3% (17)	595
#1 Issue: Security	31% (129)	32% (135)	9% (37)	25% (103)	3% (12)	415
#1 Issue: Health Care	34% (160)	30% (143)	9% (45)	24% (114)	3% (16)	477
#1 Issue: Medicare / Social Security	31% (85)	32% (86)	8% (21)	26% (70)	3% (7)	270
#1 Issue: Women's Issues	38% (37)	37% (36)	7% (7)	13% (13)	4% (4)	97
#1 Issue: Education	35% (51)	34% (49)	13% (18)	14% (20)	4% (6)	144
#1 Issue: Energy	33% (31)	36% (34)	16% (15)	14% (13)	2% (2)	94
#1 Issue: Other	22% (19)	22% (18)	14% (12)	31% (26)	11% (10)	85
2016 Vote: Democrat Hillary Clinton	37% (285)	30% (234)	10% (78)	20% (158)	3% (20)	775
2016 Vote: Republican Donald Trump	30% (220)	32% (234)	11% (82)	25% (181)	3% (20)	736
2016 Vote: Someone else	27% (45)	31% (52)	16% (26)	24% (40)	1% (2)	165
2012 Vote: Barack Obama	36% (313)	30% (263)	11% (94)	22% (191)	2% (16)	878
2012 Vote: Mitt Romney	28% (157)	32% (179)	12% (67)	26% (148)	3% (17)	567
2012 Vote: Other	30% (25)	40% (34)	8% (7)	22% (19)	1% (1)	85
2012 Vote: Didn't Vote	34% (220)	31% (202)	9% (57)	19% (125)	6% (41)	644
4-Region: Northeast	31% (124)	29% (116)	11% (42)	25% (97)	4% (17)	397
4-Region: Midwest	29% (135)	31% (145)	12% (58)	24% (114)	3% (16)	469
4-Region: South	36% (287)	33% (265)	8% (65)	20% (162)	3% (26)	806
4-Region: West	34% (171)	30% (153)	12% (59)	21% (108)	3% (15)	506

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

Table BRD4: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$5 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	27%	(211)	31%	(239)	17%	(132)	20%	(154)	6%	(43)	780
Gender: Male	24%	(96)	27%	(106)	18%	(72)	24%	(94)	6%	(25)	393
Gender: Female	30%	(115)	34%	(133)	15%	(60)	16%	(60)	5%	(18)	387
Age: 18-29	25%	(41)	40%	(66)	23%	(38)	7%	(11)	5%	(8)	163
Age: 30-44	41%	(80)	32%	(62)	10%	(18)	12%	(23)	6%	(11)	194
Age: 45-54	30%	(42)	32%	(44)	16%	(23)	17%	(24)	5%	(7)	139
Age: 55-64	22%	(28)	25%	(33)	14%	(19)	34%	(44)	5%	(7)	131
Age: 65+	13%	(20)	23%	(35)	23%	(35)	35%	(53)	7%	(11)	154
PID: Dem (no lean)	27%	(74)	32%	(87)	17%	(45)	19%	(52)	6%	(16)	274
PID: Ind (no lean)	24%	(63)	31%	(80)	19%	(49)	19%	(50)	7%	(18)	260
PID: Rep (no lean)	30%	(74)	29%	(72)	15%	(38)	21%	(52)	4%	(9)	246
PID/Gender: Dem Men	27%	(35)	25%	(33)	19%	(25)	23%	(31)	6%	(7)	132
PID/Gender: Dem Women	27%	(38)	38%	(53)	14%	(20)	15%	(21)	6%	(8)	142
PID/Gender: Ind Men	15%	(19)	28%	(35)	22%	(28)	26%	(33)	10%	(12)	127
PID/Gender: Ind Women	33%	(45)	34%	(45)	16%	(21)	12%	(16)	4%	(6)	133
PID/Gender: Rep Men	31%	(42)	28%	(38)	14%	(19)	22%	(30)	4%	(5)	134
PID/Gender: Rep Women	29%	(32)	31%	(34)	16%	(18)	20%	(22)	4%	(4)	111
Tea Party: Supporter	41%	(86)	28%	(58)	16%	(33)	13%	(28)	2%	(4)	209
Tea Party: Not Supporter	22%	(125)	32%	(181)	17%	(99)	22%	(126)	7%	(39)	569
Ideo: Liberal (1-3)	33%	(92)	30%	(83)	19%	(51)	14%	(39)	4%	(11)	276
Ideo: Moderate (4)	27%	(48)	33%	(58)	15%	(25)	20%	(36)	4%	(7)	174
Ideo: Conservative (5-7)	26%	(63)	30%	(74)	17%	(41)	22%	(54)	5%	(13)	244
Educ: < College	27%	(150)	28%	(155)	18%	(101)	20%	(109)	6%	(34)	548
Educ: Bachelors degree	25%	(38)	38%	(59)	11%	(17)	20%	(31)	6%	(9)	153
Educ: Post-grad	29%	(23)	33%	(26)	19%	(15)	18%	(14)	1%	(1)	79

Continued on next page

Table BRD4: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$5 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	27%	(211)	31%	(239)	17%	(132)	20%	(154)	6%	(43)	780
Income: Under 50k	27%	(119)	30%	(134)	16%	(72)	19%	(86)	7%	(31)	441
Income: 50k-100k	29%	(70)	31%	(75)	19%	(45)	18%	(44)	3%	(7)	240
Income: 100k+	23%	(23)	30%	(30)	16%	(15)	25%	(25)	6%	(6)	100
Ethnicity: White	25%	(154)	31%	(194)	17%	(107)	22%	(138)	5%	(33)	625
Ethnicity: Hispanic	39%	(53)	32%	(43)	16%	(21)	11%	(14)	3%	(3)	134
Ethnicity: Afr. Am.	36%	(34)	33%	(31)	14%	(13)	11%	(10)	6%	(6)	95
Ethnicity: Other	39%	(23)	24%	(14)	19%	(11)	10%	(6)	8%	(5)	60
Relig: Protestant	29%	(56)	26%	(50)	17%	(32)	22%	(43)	6%	(11)	192
Relig: Roman Catholic	33%	(59)	34%	(59)	12%	(20)	17%	(30)	5%	(8)	175
Relig: Ath./Agn./None	23%	(45)	29%	(56)	19%	(37)	22%	(44)	7%	(13)	194
Relig: Something Else	21%	(27)	34%	(44)	23%	(29)	19%	(25)	4%	(5)	130
Relig: Evangelical	36%	(82)	32%	(72)	11%	(26)	16%	(37)	4%	(10)	227
Relig: Non-Evang. Catholics	25%	(57)	29%	(66)	18%	(40)	22%	(49)	7%	(15)	227
Relig: All Christian	31%	(139)	30%	(139)	14%	(66)	19%	(86)	5%	(25)	455
Relig: All Non-Christian	22%	(71)	31%	(100)	20%	(66)	21%	(68)	6%	(18)	324
Community: Urban	35%	(70)	31%	(62)	15%	(29)	13%	(26)	6%	(12)	200
Community: Suburban	20%	(75)	33%	(122)	18%	(67)	23%	(83)	6%	(22)	369
Community: Rural	32%	(67)	26%	(55)	17%	(36)	21%	(45)	4%	(9)	211
Employ: Private Sector	30%	(70)	39%	(90)	14%	(32)	15%	(35)	2%	(5)	231
Employ: Government	35%	(21)	28%	(17)	12%	(7)	21%	(13)	4%	(2)	61
Employ: Self-Employed	31%	(18)	30%	(18)	23%	(13)	13%	(8)	3%	(2)	58
Employ: Homemaker	29%	(24)	32%	(27)	22%	(18)	12%	(10)	5%	(4)	83
Employ: Retired	18%	(34)	21%	(39)	21%	(38)	31%	(58)	9%	(16)	185
Employ: Unemployed	23%	(18)	27%	(22)	17%	(14)	21%	(17)	12%	(9)	80
Employ: Other	33%	(18)	29%	(15)	8%	(4)	24%	(13)	5%	(3)	53
Military HH: Yes	32%	(49)	29%	(44)	15%	(23)	15%	(23)	8%	(12)	151
Military HH: No	26%	(162)	31%	(195)	17%	(109)	21%	(131)	5%	(31)	629
RD/WT: Right Direction	28%	(89)	30%	(93)	16%	(49)	19%	(60)	7%	(22)	313
RD/WT: Wrong Track	26%	(122)	31%	(146)	18%	(83)	20%	(94)	5%	(22)	467

Continued on next page

Table BRD4: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$5 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	27%	(211)	31%	(239)	17%	(132)	20%	(154)	6%	(43)	780
Strongly Approve	32%	(56)	28%	(49)	15%	(25)	22%	(38)	3%	(4)	172
Somewhat Approve	23%	(41)	31%	(54)	19%	(33)	21%	(36)	6%	(11)	177
Somewhat Disapprove	25%	(25)	37%	(37)	19%	(19)	16%	(16)	2%	(2)	99
Strongly Disapprove	30%	(85)	31%	(87)	17%	(48)	19%	(53)	4%	(11)	283
#1 Issue: Economy	30%	(59)	29%	(57)	16%	(32)	19%	(37)	7%	(14)	199
#1 Issue: Security	29%	(44)	26%	(40)	17%	(26)	20%	(30)	7%	(10)	150
#1 Issue: Health Care	26%	(43)	35%	(58)	16%	(28)	22%	(37)	2%	(3)	169
#1 Issue: Medicare / Social Security	24%	(25)	19%	(20)	22%	(23)	27%	(28)	7%	(7)	103
#1 Issue: Education	30%	(19)	35%	(22)	17%	(11)	13%	(8)	5%	(3)	64
2016 Vote: Democrat Hillary Clinton	30%	(88)	33%	(96)	16%	(48)	17%	(49)	4%	(12)	293
2016 Vote: Republican Donald Trump	26%	(64)	27%	(68)	16%	(41)	24%	(60)	7%	(17)	250
2016 Vote: Someone else	19%	(10)	33%	(18)	16%	(8)	28%	(15)	5%	(3)	53
2012 Vote: Barack Obama	28%	(87)	31%	(95)	16%	(51)	19%	(58)	5%	(16)	306
2012 Vote: Mitt Romney	25%	(53)	28%	(59)	18%	(37)	25%	(54)	4%	(9)	211
2012 Vote: Didn't Vote	27%	(65)	34%	(81)	17%	(40)	16%	(37)	7%	(16)	239
4-Region: Northeast	22%	(34)	33%	(52)	19%	(30)	22%	(35)	4%	(5)	156
4-Region: Midwest	17%	(26)	26%	(40)	19%	(29)	28%	(43)	10%	(15)	153
4-Region: South	34%	(98)	29%	(83)	13%	(38)	18%	(52)	5%	(15)	285
4-Region: West	29%	(54)	35%	(64)	19%	(35)	13%	(24)	4%	(8)	186

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

Table BRD5: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$10 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	19%	(127)	32%	(209)	22%	(148)	23%	(153)	4%	(25)	661
Gender: Male	20%	(60)	30%	(90)	24%	(72)	23%	(69)	4%	(13)	305
Gender: Female	19%	(67)	33%	(119)	21%	(76)	23%	(83)	3%	(11)	357
Age: 18-29	26%	(38)	41%	(59)	16%	(23)	12%	(17)	5%	(7)	143
Age: 30-44	22%	(38)	39%	(66)	19%	(33)	15%	(26)	5%	(8)	171
Age: 45-54	20%	(26)	30%	(38)	16%	(21)	28%	(37)	5%	(7)	128
Age: 55-64	17%	(20)	25%	(29)	31%	(36)	26%	(29)	1%	(2)	115
Age: 65+	6%	(6)	17%	(17)	34%	(36)	42%	(44)	1%	(1)	104
PID: Dem (no lean)	22%	(50)	30%	(68)	20%	(44)	23%	(52)	5%	(11)	225
PID: Ind (no lean)	15%	(34)	34%	(79)	23%	(53)	24%	(56)	3%	(7)	229
PID: Rep (no lean)	21%	(43)	30%	(62)	25%	(51)	21%	(45)	3%	(7)	207
PID/Gender: Dem Men	22%	(19)	31%	(27)	19%	(17)	25%	(22)	3%	(3)	88
PID/Gender: Dem Women	22%	(31)	30%	(41)	20%	(27)	22%	(30)	6%	(8)	138
PID/Gender: Ind Men	15%	(16)	33%	(34)	24%	(25)	23%	(24)	5%	(5)	105
PID/Gender: Ind Women	15%	(18)	36%	(44)	22%	(27)	26%	(32)	2%	(2)	123
PID/Gender: Rep Men	22%	(25)	26%	(29)	27%	(30)	21%	(23)	5%	(5)	112
PID/Gender: Rep Women	19%	(18)	35%	(34)	22%	(21)	22%	(21)	1%	(1)	96
Tea Party: Supporter	29%	(55)	31%	(59)	21%	(39)	19%	(36)	—	(1)	190
Tea Party: Not Supporter	15%	(71)	32%	(149)	23%	(108)	25%	(116)	5%	(23)	468
Ideo: Liberal (1-3)	29%	(66)	32%	(71)	19%	(42)	17%	(38)	4%	(8)	225
Ideo: Moderate (4)	16%	(26)	31%	(50)	25%	(41)	25%	(40)	2%	(4)	160
Ideo: Conservative (5-7)	13%	(26)	32%	(63)	27%	(54)	26%	(52)	2%	(4)	199
Educ: < College	21%	(97)	32%	(147)	23%	(106)	21%	(99)	4%	(18)	466
Educ: Bachelors degree	15%	(18)	35%	(44)	21%	(26)	27%	(33)	3%	(3)	124
Educ: Post-grad	17%	(12)	26%	(18)	23%	(17)	29%	(21)	4%	(3)	71

Continued on next page

Table BRD5: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$10 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	19%	(127)	32%	(209)	22%	(148)	23%	(153)	4%	(25)	661
Income: Under 50k	20%	(73)	31%	(111)	21%	(78)	24%	(87)	4%	(14)	363
Income: 50k-100k	18%	(39)	34%	(74)	27%	(59)	19%	(41)	3%	(7)	221
Income: 100k+	19%	(15)	31%	(24)	15%	(11)	31%	(24)	4%	(3)	77
Ethnicity: White	18%	(95)	31%	(161)	24%	(122)	24%	(124)	3%	(18)	520
Ethnicity: Hispanic	36%	(32)	33%	(29)	11%	(10)	13%	(12)	6%	(5)	87
Ethnicity: Afr. Am.	19%	(16)	37%	(30)	21%	(17)	19%	(15)	4%	(3)	82
Ethnicity: Other	27%	(16)	30%	(18)	15%	(9)	22%	(13)	6%	(4)	59
Relig: Protestant	19%	(29)	26%	(41)	29%	(45)	25%	(39)	2%	(2)	156
Relig: Roman Catholic	28%	(37)	31%	(42)	17%	(23)	22%	(29)	2%	(3)	135
Relig: Ath./Agn./None	16%	(31)	33%	(65)	22%	(43)	23%	(46)	6%	(12)	197
Relig: Something Else	13%	(12)	34%	(29)	22%	(19)	27%	(24)	4%	(4)	87
Relig: Evangelical	27%	(56)	33%	(69)	22%	(45)	17%	(36)	2%	(3)	210
Relig: Non-Evang. Catholics	17%	(28)	28%	(46)	24%	(40)	28%	(47)	3%	(5)	166
Relig: All Christian	22%	(84)	31%	(115)	23%	(86)	22%	(83)	2%	(8)	376
Relig: All Non-Christian	15%	(42)	33%	(94)	22%	(62)	24%	(69)	6%	(16)	284
Community: Urban	24%	(40)	32%	(54)	22%	(37)	21%	(35)	2%	(3)	168
Community: Suburban	17%	(52)	32%	(98)	22%	(67)	24%	(74)	5%	(15)	306
Community: Rural	19%	(35)	31%	(58)	24%	(45)	23%	(44)	3%	(6)	187
Employ: Private Sector	19%	(39)	38%	(81)	20%	(42)	21%	(44)	3%	(6)	213
Employ: Self-Employed	31%	(16)	30%	(16)	17%	(9)	14%	(7)	9%	(5)	53
Employ: Retired	13%	(17)	17%	(22)	35%	(45)	34%	(44)	2%	(2)	130
Employ: Unemployed	22%	(16)	33%	(23)	15%	(11)	29%	(20)	1%	(1)	70
Employ: Other	17%	(12)	37%	(26)	17%	(12)	18%	(13)	10%	(7)	71
Military HH: Yes	26%	(31)	28%	(33)	24%	(29)	21%	(25)	1%	(1)	119
Military HH: No	18%	(96)	33%	(176)	22%	(119)	23%	(127)	4%	(23)	542
RD/WT: Right Direction	21%	(56)	34%	(89)	22%	(57)	21%	(54)	3%	(7)	262
RD/WT: Wrong Track	18%	(71)	30%	(120)	23%	(91)	25%	(98)	4%	(18)	399

Continued on next page

Table BRD5: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$10 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	19%	(127)	32%	(209)	22%	(148)	23%	(153)	4%	(25)	661
Strongly Approve	19%	(28)	29%	(43)	26%	(38)	24%	(34)	2%	(3)	145
Somewhat Approve	14%	(21)	38%	(57)	24%	(37)	21%	(31)	3%	(4)	150
Somewhat Disapprove	25%	(26)	36%	(37)	22%	(23)	16%	(16)	1%	(1)	103
Strongly Disapprove	19%	(43)	30%	(68)	20%	(46)	25%	(58)	6%	(14)	229
#1 Issue: Economy	14%	(26)	44%	(84)	22%	(43)	16%	(31)	3%	(7)	190
#1 Issue: Security	19%	(24)	23%	(30)	24%	(31)	29%	(37)	4%	(5)	127
#1 Issue: Health Care	19%	(27)	27%	(39)	27%	(38)	24%	(34)	3%	(4)	141
#1 Issue: Medicare / Social Security	27%	(22)	19%	(16)	21%	(17)	32%	(26)	1%	(1)	81
2016 Vote: Democrat Hillary Clinton	23%	(51)	31%	(68)	20%	(45)	22%	(50)	4%	(8)	221
2016 Vote: Republican Donald Trump	15%	(34)	32%	(75)	28%	(65)	24%	(56)	1%	(3)	234
2016 Vote: Someone else	28%	(14)	29%	(15)	21%	(11)	17%	(9)	4%	(2)	50
2012 Vote: Barack Obama	23%	(60)	33%	(85)	18%	(48)	23%	(59)	2%	(6)	258
2012 Vote: Mitt Romney	13%	(22)	29%	(49)	29%	(49)	27%	(47)	2%	(3)	170
2012 Vote: Didn't Vote	20%	(41)	32%	(64)	22%	(45)	19%	(38)	7%	(14)	203
4-Region: Northeast	17%	(18)	33%	(35)	24%	(25)	22%	(23)	4%	(5)	106
4-Region: Midwest	15%	(21)	32%	(47)	21%	(30)	25%	(36)	7%	(11)	145
4-Region: South	21%	(55)	32%	(85)	25%	(66)	20%	(52)	2%	(6)	264
4-Region: West	22%	(32)	29%	(43)	19%	(28)	28%	(41)	2%	(3)	147

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

Table BRD6: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$20 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(100)	18%	(130)	22%	(162)	41%	(302)	6%	(42)	736
Gender: Male	14%	(50)	21%	(75)	21%	(75)	39%	(136)	4%	(14)	350
Gender: Female	13%	(50)	14%	(55)	23%	(87)	43%	(166)	7%	(28)	386
Age: 18-29	20%	(34)	23%	(40)	28%	(47)	19%	(31)	10%	(17)	170
Age: 30-44	23%	(42)	21%	(39)	22%	(40)	27%	(50)	7%	(13)	183
Age: 45-54	6%	(7)	21%	(24)	23%	(26)	46%	(53)	5%	(5)	116
Age: 55-64	11%	(14)	10%	(13)	25%	(32)	51%	(67)	4%	(5)	131
Age: 65+	2%	(3)	11%	(14)	12%	(17)	73%	(100)	1%	(2)	136
PID: Dem (no lean)	13%	(33)	19%	(48)	20%	(51)	44%	(112)	5%	(12)	256
PID: Ind (no lean)	7%	(19)	19%	(48)	25%	(63)	39%	(98)	10%	(24)	253
PID: Rep (no lean)	21%	(48)	15%	(34)	21%	(47)	41%	(92)	3%	(6)	227
PID/Gender: Dem Men	15%	(20)	24%	(31)	21%	(27)	37%	(48)	3%	(4)	129
PID/Gender: Dem Women	11%	(14)	14%	(17)	19%	(24)	50%	(64)	6%	(8)	127
PID/Gender: Ind Men	6%	(7)	26%	(29)	22%	(25)	39%	(43)	7%	(7)	111
PID/Gender: Ind Women	8%	(12)	14%	(19)	27%	(39)	39%	(55)	12%	(17)	142
PID/Gender: Rep Men	22%	(24)	14%	(15)	21%	(23)	41%	(45)	2%	(3)	109
PID/Gender: Rep Women	21%	(24)	16%	(19)	21%	(24)	40%	(47)	3%	(3)	117
Tea Party: Supporter	25%	(50)	19%	(39)	21%	(41)	30%	(61)	5%	(10)	201
Tea Party: Not Supporter	9%	(49)	17%	(88)	23%	(121)	45%	(239)	6%	(31)	529
Ideo: Liberal (1-3)	21%	(49)	19%	(44)	23%	(51)	34%	(77)	3%	(6)	227
Ideo: Moderate (4)	11%	(23)	16%	(33)	25%	(53)	43%	(89)	5%	(10)	208
Ideo: Conservative (5-7)	11%	(25)	18%	(40)	19%	(43)	47%	(105)	5%	(11)	225
Educ: < College	15%	(78)	19%	(99)	22%	(115)	39%	(210)	6%	(33)	535
Educ: Bachelors degree	9%	(11)	16%	(22)	23%	(31)	47%	(63)	6%	(7)	134
Educ: Post-grad	16%	(10)	14%	(9)	24%	(16)	44%	(29)	3%	(2)	67

Continued on next page

Table BRD6: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$20 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	14%	(100)	18%	(130)	22%	(162)	41%	(302)	6%	(42)	736
Income: Under 50k	13%	(56)	19%	(84)	20%	(88)	41%	(183)	7%	(32)	442
Income: 50k-100k	16%	(33)	14%	(30)	27%	(58)	40%	(85)	3%	(7)	214
Income: 100k+	13%	(10)	20%	(16)	20%	(16)	43%	(34)	4%	(3)	80
Ethnicity: White	11%	(64)	16%	(95)	22%	(131)	45%	(264)	6%	(32)	586
Ethnicity: Hispanic	25%	(27)	24%	(25)	28%	(29)	16%	(16)	6%	(7)	104
Ethnicity: Afr. Am.	22%	(19)	28%	(25)	22%	(20)	23%	(21)	4%	(4)	88
Ethnicity: Other	27%	(17)	17%	(10)	18%	(11)	28%	(17)	10%	(6)	61
Relig: Protestant	11%	(18)	9%	(16)	20%	(33)	55%	(92)	4%	(7)	167
Relig: Roman Catholic	17%	(30)	23%	(40)	25%	(42)	32%	(54)	3%	(5)	170
Relig: Ath./Agn./None	8%	(17)	20%	(43)	24%	(52)	41%	(87)	7%	(15)	214
Relig: Something Else	16%	(18)	15%	(17)	18%	(20)	40%	(45)	10%	(12)	112
Relig: Evangelical	20%	(34)	18%	(31)	14%	(24)	43%	(72)	5%	(8)	169
Relig: Non-Evang. Catholics	13%	(31)	16%	(39)	27%	(65)	41%	(97)	3%	(7)	239
Relig: All Christian	16%	(65)	17%	(70)	22%	(89)	41%	(169)	4%	(15)	408
Relig: All Non-Christian	11%	(35)	18%	(60)	22%	(72)	41%	(133)	8%	(27)	327
Community: Urban	15%	(31)	23%	(49)	20%	(43)	37%	(79)	6%	(12)	214
Community: Suburban	12%	(39)	14%	(44)	22%	(68)	47%	(146)	5%	(16)	313
Community: Rural	14%	(30)	18%	(37)	24%	(51)	37%	(77)	7%	(14)	209
Employ: Private Sector	16%	(37)	19%	(45)	24%	(56)	36%	(83)	4%	(9)	230
Employ: Government	20%	(12)	24%	(14)	17%	(10)	36%	(21)	3%	(2)	58
Employ: Self-Employed	16%	(10)	32%	(20)	17%	(11)	31%	(20)	4%	(2)	63
Employ: Homemaker	29%	(19)	15%	(10)	24%	(16)	26%	(18)	6%	(4)	67
Employ: Retired	4%	(6)	11%	(19)	16%	(27)	66%	(111)	3%	(4)	168
Employ: Unemployed	7%	(4)	19%	(12)	29%	(19)	38%	(24)	7%	(4)	63
Employ: Other	17%	(9)	11%	(6)	19%	(10)	27%	(15)	27%	(15)	56
Military HH: Yes	20%	(22)	17%	(18)	16%	(18)	46%	(52)	1%	(1)	111
Military HH: No	12%	(78)	18%	(111)	23%	(144)	40%	(250)	7%	(41)	624
RD/WT: Right Direction	19%	(54)	17%	(48)	20%	(58)	38%	(107)	6%	(19)	286
RD/WT: Wrong Track	10%	(46)	18%	(82)	23%	(104)	43%	(194)	5%	(23)	450

Continued on next page

Table BRD6: *Imagine a local grocery store is considering testing a delivery service that would allow customers to receive deliveries of groceries to their house. The delivery service allows customers to select from any of the goods in the grocery store, delivery is guaranteed within 4 hours of the order being placed, and the service charges a \$20 delivery fee. How likely would you be to use this service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	14%	(100)	18%	(130)	22%	(162)	41%	(302)	6%	(42)	736
Strongly Approve	25%	(37)	13%	(20)	19%	(28)	39%	(58)	3%	(4)	147
Somewhat Approve	14%	(24)	18%	(30)	21%	(36)	42%	(71)	5%	(9)	170
Somewhat Disapprove	7%	(6)	26%	(21)	20%	(16)	38%	(31)	9%	(7)	81
Strongly Disapprove	10%	(30)	15%	(44)	26%	(76)	46%	(133)	2%	(6)	288
#1 Issue: Economy	10%	(21)	22%	(46)	26%	(53)	37%	(76)	5%	(10)	206
#1 Issue: Security	16%	(23)	15%	(20)	23%	(32)	42%	(58)	5%	(6)	139
#1 Issue: Health Care	11%	(19)	20%	(34)	21%	(35)	44%	(74)	3%	(6)	167
#1 Issue: Medicare / Social Security	10%	(8)	10%	(9)	14%	(12)	63%	(55)	3%	(2)	86
2016 Vote: Democrat Hillary Clinton	13%	(34)	18%	(46)	20%	(53)	45%	(118)	4%	(9)	261
2016 Vote: Republican Donald Trump	17%	(44)	15%	(37)	21%	(53)	43%	(108)	4%	(11)	253
2016 Vote: Someone else	6%	(4)	21%	(13)	19%	(12)	42%	(26)	11%	(7)	62
2012 Vote: Barack Obama	14%	(44)	18%	(56)	19%	(61)	45%	(142)	3%	(11)	314
2012 Vote: Mitt Romney	10%	(19)	14%	(26)	20%	(37)	52%	(97)	3%	(6)	186
2012 Vote: Didn't Vote	17%	(35)	18%	(36)	29%	(58)	26%	(52)	10%	(20)	202
4-Region: Northeast	8%	(10)	18%	(24)	18%	(24)	48%	(65)	9%	(13)	135
4-Region: Midwest	14%	(23)	14%	(24)	19%	(33)	45%	(77)	7%	(13)	170
4-Region: South	15%	(39)	21%	(53)	27%	(68)	35%	(90)	2%	(6)	257
4-Region: West	16%	(27)	17%	(29)	21%	(36)	41%	(71)	6%	(10)	173

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

Table BRD7: *When thinking about choosing an at home grocery delivery service, other than the price, what would be the most important thing you would consider in choosing a service?*

Demographic	Quality of the food/products	Speed of the delivery	Types of brands offered	Variety of items offered	Which company runs the service	Don't Know / No Opinion	Total N
Adults	49% (1068)	11% (248)	6% (136)	14% (302)	7% (148)	13% (276)	2177
Gender: Male	46% (480)	13% (135)	6% (68)	14% (144)	9% (94)	12% (127)	1048
Gender: Female	52% (588)	10% (113)	6% (68)	14% (157)	5% (54)	13% (149)	1129
Age: 18-29	43% (205)	17% (79)	10% (46)	13% (61)	9% (41)	9% (43)	475
Age: 30-44	46% (251)	11% (62)	6% (30)	20% (109)	7% (39)	10% (57)	549
Age: 45-54	52% (197)	9% (34)	7% (28)	14% (54)	6% (24)	12% (45)	382
Age: 55-64	55% (209)	10% (39)	4% (16)	11% (40)	6% (23)	13% (50)	377
Age: 65+	52% (205)	9% (34)	4% (15)	10% (37)	5% (21)	21% (81)	393
PID: Dem (no lean)	50% (374)	9% (68)	6% (49)	13% (102)	7% (53)	15% (110)	755
PID: Ind (no lean)	51% (382)	12% (86)	6% (47)	12% (87)	6% (44)	13% (97)	742
PID: Rep (no lean)	46% (312)	14% (94)	6% (40)	17% (113)	7% (51)	10% (70)	680
PID/Gender: Dem Men	49% (172)	8% (30)	7% (23)	14% (47)	9% (30)	13% (46)	349
PID/Gender: Dem Women	50% (202)	9% (39)	6% (25)	13% (54)	6% (23)	16% (63)	406
PID/Gender: Ind Men	45% (155)	13% (44)	7% (24)	13% (45)	9% (31)	13% (44)	343
PID/Gender: Ind Women	57% (227)	10% (41)	6% (23)	10% (42)	3% (13)	13% (53)	399
PID/Gender: Rep Men	43% (153)	17% (61)	6% (21)	15% (52)	9% (33)	10% (37)	355
PID/Gender: Rep Women	49% (159)	10% (33)	6% (19)	19% (61)	6% (18)	10% (33)	324
Tea Party: Supporter	44% (267)	16% (97)	8% (48)	16% (97)	8% (50)	7% (42)	600
Tea Party: Not Supporter	51% (797)	10% (151)	6% (87)	13% (204)	6% (95)	15% (231)	1565
Ideo: Liberal (1-3)	48% (347)	13% (95)	8% (59)	14% (104)	8% (55)	9% (68)	728
Ideo: Moderate (4)	52% (280)	9% (50)	6% (32)	13% (72)	7% (39)	13% (69)	542
Ideo: Conservative (5-7)	50% (336)	12% (80)	4% (28)	15% (100)	6% (42)	12% (81)	668
Educ: < College	47% (725)	13% (195)	6% (98)	13% (205)	7% (104)	14% (222)	1549
Educ: Bachelors degree	53% (220)	8% (32)	6% (25)	16% (66)	7% (31)	9% (38)	411
Educ: Post-grad	57% (123)	10% (21)	6% (13)	14% (31)	6% (13)	7% (16)	216

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Table BRD7: When thinking about choosing an at home grocery delivery service, other than the price, what would be the most important thing you would consider in choosing a service?

Demographic	Quality of the food/products	Speed of the delivery	Types of brands offered	Variety of items offered	Which company runs the service	Don't Know / No Opinion	Total N
Adults	49% (1068)	11% (248)	6% (136)	14% (302)	7% (148)	13% (276)	2177
Income: Under 50k	47% (588)	13% (160)	6% (71)	12% (147)	7% (88)	15% (192)	1245
Income: 50k-100k	50% (337)	10% (66)	7% (47)	18% (123)	7% (45)	8% (55)	675
Income: 100k+	56% (143)	8% (21)	7% (18)	12% (31)	6% (14)	11% (29)	257
Ethnicity: White	50% (868)	11% (194)	6% (97)	14% (244)	6% (111)	13% (217)	1731
Ethnicity: Hispanic	41% (133)	17% (54)	11% (34)	16% (51)	9% (29)	7% (23)	326
Ethnicity: Afr. Am.	47% (125)	10% (28)	9% (23)	9% (25)	9% (23)	16% (43)	266
Ethnicity: Other	42% (75)	14% (26)	9% (15)	18% (33)	8% (14)	9% (16)	180
Relig: Protestant	52% (266)	9% (49)	5% (27)	15% (78)	5% (26)	13% (69)	515
Relig: Roman Catholic	50% (239)	13% (62)	9% (43)	10% (49)	9% (42)	9% (45)	480
Relig: Ath./Agn./None	47% (287)	10% (60)	5% (31)	16% (99)	5% (33)	16% (95)	605
Relig: Something Else	45% (149)	12% (39)	8% (26)	15% (50)	9% (28)	12% (38)	330
Relig: Evangelical	48% (288)	15% (93)	6% (35)	12% (76)	8% (49)	11% (66)	606
Relig: Non-Evang. Catholics	54% (341)	9% (56)	7% (44)	12% (76)	6% (38)	12% (77)	632
Relig: All Christian	51% (629)	12% (149)	6% (79)	12% (151)	7% (87)	12% (143)	1238
Relig: All Non-Christian	47% (436)	11% (98)	6% (57)	16% (150)	7% (61)	14% (133)	935
Community: Urban	46% (269)	12% (72)	6% (36)	16% (94)	9% (53)	10% (57)	581
Community: Suburban	49% (483)	10% (104)	6% (59)	14% (141)	6% (62)	14% (139)	988
Community: Rural	52% (316)	12% (72)	7% (41)	11% (66)	5% (32)	13% (80)	608
Employ: Private Sector	47% (319)	13% (91)	6% (42)	16% (108)	8% (53)	9% (61)	674
Employ: Government	44% (68)	13% (20)	11% (17)	18% (28)	7% (10)	7% (11)	155
Employ: Self-Employed	36% (63)	13% (23)	13% (23)	18% (31)	10% (18)	10% (17)	173
Employ: Homemaker	53% (103)	10% (19)	6% (11)	15% (30)	7% (13)	10% (20)	195
Employ: Student	52% (54)	17% (17)	6% (7)	11% (12)	8% (8)	6% (6)	104
Employ: Retired	56% (272)	8% (38)	4% (19)	9% (45)	5% (22)	18% (86)	483
Employ: Unemployed	47% (99)	11% (23)	5% (11)	14% (30)	7% (15)	16% (34)	213
Employ: Other	50% (90)	9% (16)	4% (7)	9% (17)	5% (8)	23% (41)	179
Military HH: Yes	48% (184)	14% (52)	7% (25)	11% (43)	8% (29)	13% (49)	382
Military HH: No	49% (884)	11% (196)	6% (111)	14% (259)	7% (119)	13% (227)	1795

Continued on next page

Table BRD7: When thinking about choosing an at home grocery delivery service, other than the price, what would be the most important thing you would consider in choosing a service?

Demographic	Quality of the food/products	Speed of the delivery	Types of brands offered	Variety of items offered	Which company runs the service	Don't Know / No Opinion	Total N
Adults	49% (1068)	11% (248)	6% (136)	14% (302)	7% (148)	13% (276)	2177
RD/WT: Right Direction	45% (386)	15% (131)	8% (68)	14% (121)	7% (62)	11% (95)	861
RD/WT: Wrong Track	52% (682)	9% (117)	5% (68)	14% (180)	7% (86)	14% (182)	1316
Strongly Approve	41% (192)	15% (69)	7% (33)	19% (87)	6% (26)	12% (58)	465
Somewhat Approve	53% (261)	13% (66)	7% (33)	11% (53)	8% (38)	9% (46)	497
Somewhat Disapprove	47% (133)	14% (39)	7% (21)	15% (43)	7% (20)	10% (28)	284
Strongly Disapprove	54% (432)	8% (63)	5% (41)	13% (106)	7% (54)	13% (105)	801
Dont Know / No Opinion	38% (50)	8% (11)	6% (7)	10% (13)	8% (10)	30% (40)	131
#1 Issue: Economy	50% (299)	10% (61)	6% (33)	15% (90)	7% (40)	12% (72)	595
#1 Issue: Security	51% (210)	14% (58)	6% (25)	12% (50)	5% (21)	12% (52)	415
#1 Issue: Health Care	46% (218)	10% (48)	5% (24)	17% (81)	9% (41)	14% (65)	477
#1 Issue: Medicare / Social Security	56% (150)	8% (21)	8% (21)	11% (29)	5% (12)	13% (36)	270
#1 Issue: Women's Issues	52% (50)	13% (13)	7% (7)	12% (12)	9% (9)	6% (6)	97
#1 Issue: Education	39% (56)	21% (30)	9% (13)	9% (13)	11% (16)	11% (16)	144
#1 Issue: Energy	48% (45)	13% (12)	5% (4)	17% (16)	7% (6)	11% (10)	94
#1 Issue: Other	48% (40)	5% (4)	9% (7)	13% (11)	3% (3)	22% (19)	85
2016 Vote: Democrat Hillary Clinton	52% (404)	8% (60)	6% (46)	15% (114)	7% (56)	12% (95)	775
2016 Vote: Republican Donald Trump	47% (346)	15% (112)	5% (38)	14% (104)	7% (53)	11% (83)	736
2016 Vote: Someone else	53% (88)	9% (14)	6% (10)	11% (19)	6% (9)	15% (25)	165
2012 Vote: Barack Obama	51% (445)	10% (88)	6% (50)	13% (118)	7% (59)	13% (117)	878
2012 Vote: Mitt Romney	49% (278)	14% (77)	5% (30)	14% (79)	6% (35)	12% (70)	567
2012 Vote: Other	56% (48)	8% (7)	13% (11)	5% (4)	7% (6)	11% (9)	85
2012 Vote: Didn't Vote	46% (296)	12% (76)	7% (46)	16% (100)	7% (48)	12% (80)	644
4-Region: Northeast	53% (210)	8% (33)	5% (20)	15% (58)	7% (28)	12% (48)	397
4-Region: Midwest	50% (236)	10% (46)	6% (26)	13% (60)	6% (27)	16% (73)	469
4-Region: South	48% (388)	11% (88)	8% (65)	13% (102)	7% (58)	13% (104)	806
4-Region: West	46% (234)	16% (80)	5% (24)	16% (81)	7% (36)	10% (50)	506

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

Table BRD8: *How much have you seen, heard, or read about Amazons proposed acquisition of Whole Foods?*

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	19%	(408)	39%	(859)	21%	(462)	21%	(448)	2177
Gender: Male	23%	(244)	42%	(438)	18%	(193)	16%	(173)	1048
Gender: Female	15%	(164)	37%	(421)	24%	(269)	24%	(275)	1129
Age: 18-29	18%	(87)	36%	(171)	22%	(103)	24%	(115)	475
Age: 30-44	24%	(134)	37%	(201)	19%	(106)	20%	(108)	549
Age: 45-54	18%	(69)	37%	(140)	24%	(92)	21%	(81)	382
Age: 55-64	16%	(60)	45%	(169)	18%	(69)	21%	(79)	377
Age: 65+	15%	(58)	45%	(178)	23%	(92)	17%	(66)	393
PID: Dem (no lean)	22%	(163)	41%	(309)	19%	(142)	19%	(142)	755
PID: Ind (no lean)	14%	(106)	39%	(286)	23%	(173)	24%	(177)	742
PID: Rep (no lean)	20%	(139)	39%	(264)	22%	(148)	19%	(129)	680
PID/Gender: Dem Men	25%	(88)	43%	(149)	17%	(59)	15%	(53)	349
PID/Gender: Dem Women	18%	(74)	39%	(160)	20%	(83)	22%	(89)	406
PID/Gender: Ind Men	19%	(64)	44%	(149)	21%	(71)	17%	(59)	343
PID/Gender: Ind Women	11%	(42)	34%	(137)	26%	(102)	30%	(118)	399
PID/Gender: Rep Men	26%	(91)	39%	(140)	18%	(63)	17%	(61)	355
PID/Gender: Rep Women	15%	(48)	38%	(124)	26%	(84)	21%	(68)	324
Tea Party: Supporter	28%	(166)	40%	(238)	17%	(102)	16%	(95)	600
Tea Party: Not Supporter	15%	(240)	39%	(618)	23%	(356)	22%	(351)	1565
Ideo: Liberal (1-3)	26%	(190)	43%	(312)	17%	(125)	14%	(101)	728
Ideo: Moderate (4)	16%	(85)	43%	(234)	21%	(114)	20%	(109)	542
Ideo: Conservative (5-7)	17%	(112)	39%	(263)	23%	(155)	21%	(139)	668
Educ: < College	16%	(243)	35%	(544)	24%	(369)	25%	(394)	1549
Educ: Bachelors degree	24%	(98)	52%	(214)	16%	(64)	8%	(35)	411
Educ: Post-grad	31%	(67)	47%	(101)	13%	(29)	9%	(20)	216
Income: Under 50k	15%	(192)	37%	(459)	24%	(293)	24%	(301)	1245
Income: 50k-100k	21%	(144)	43%	(287)	19%	(130)	17%	(114)	675
Income: 100k+	28%	(71)	44%	(113)	16%	(40)	13%	(33)	257
Ethnicity: White	18%	(304)	41%	(714)	21%	(362)	20%	(351)	1731
Ethnicity: Hispanic	27%	(87)	40%	(132)	18%	(59)	15%	(48)	326
Ethnicity: Afr. Am.	23%	(60)	31%	(82)	24%	(64)	23%	(60)	266

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Table BRD8: How much have you seen, heard, or read about Amazons proposed acquisition of Whole Foods?

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	19%	(408)	39%	(859)	21%	(462)	21%	(448)	2177
Ethnicity: Other	24%	(43)	35%	(64)	20%	(36)	20%	(37)	180
Relig: Protestant	17%	(88)	41%	(211)	24%	(126)	18%	(90)	515
Relig: Roman Catholic	27%	(130)	42%	(201)	17%	(83)	14%	(67)	480
Relig: Ath./Agn./None	16%	(96)	40%	(241)	20%	(124)	24%	(144)	605
Relig: Something Else	19%	(64)	39%	(127)	22%	(72)	20%	(66)	330
Relig: Evangelical	20%	(118)	35%	(212)	23%	(137)	23%	(139)	606
Relig: Non-Evang. Catholics	20%	(129)	44%	(278)	20%	(128)	15%	(98)	632
Relig: All Christian	20%	(247)	40%	(489)	21%	(265)	19%	(237)	1238
Relig: All Non-Christian	17%	(160)	39%	(368)	21%	(196)	23%	(211)	935
Community: Urban	26%	(151)	39%	(226)	16%	(94)	19%	(110)	581
Community: Suburban	18%	(182)	42%	(417)	21%	(207)	18%	(182)	988
Community: Rural	12%	(74)	36%	(216)	26%	(161)	26%	(156)	608
Employ: Private Sector	22%	(152)	43%	(287)	18%	(123)	17%	(113)	674
Employ: Government	30%	(47)	40%	(63)	16%	(25)	14%	(21)	155
Employ: Self-Employed	25%	(43)	41%	(71)	16%	(27)	18%	(32)	173
Employ: Homemaker	14%	(28)	36%	(71)	27%	(53)	23%	(44)	195
Employ: Student	9%	(9)	43%	(45)	23%	(24)	26%	(27)	104
Employ: Retired	15%	(73)	46%	(220)	22%	(106)	17%	(84)	483
Employ: Unemployed	16%	(34)	30%	(64)	26%	(55)	28%	(59)	213
Employ: Other	12%	(22)	21%	(38)	28%	(51)	38%	(68)	179
Military HH: Yes	25%	(94)	40%	(154)	24%	(91)	11%	(43)	382
Military HH: No	17%	(313)	39%	(706)	21%	(371)	23%	(405)	1795
RD/WT: Right Direction	23%	(201)	37%	(315)	21%	(180)	19%	(166)	861
RD/WT: Wrong Track	16%	(207)	41%	(545)	21%	(282)	21%	(282)	1316
Strongly Approve	27%	(125)	33%	(151)	22%	(101)	19%	(87)	465
Somewhat Approve	14%	(68)	43%	(213)	21%	(106)	22%	(110)	497
Somewhat Disapprove	15%	(43)	44%	(125)	23%	(66)	18%	(50)	284
Strongly Disapprove	20%	(158)	43%	(345)	19%	(149)	19%	(149)	801
Dont Know / No Opinion	10%	(13)	19%	(25)	30%	(40)	41%	(53)	131

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Table BRD8: How much have you seen, heard, or read about Amazons proposed acquisition of Whole Foods?

Demographic	A lot		Some		Not much		Nothing		Total N
Adults	19%	(408)	39%	(859)	21%	(462)	21%	(448)	2177
#1 Issue: Economy	17%	(99)	42%	(250)	21%	(127)	20%	(119)	595
#1 Issue: Security	17%	(70)	38%	(160)	25%	(104)	20%	(82)	415
#1 Issue: Health Care	21%	(99)	39%	(186)	20%	(97)	20%	(94)	477
#1 Issue: Medicare / Social Security	18%	(50)	40%	(107)	22%	(60)	20%	(54)	270
#1 Issue: Women's Issues	22%	(21)	39%	(38)	11%	(10)	28%	(27)	97
#1 Issue: Education	28%	(40)	31%	(45)	22%	(31)	20%	(28)	144
#1 Issue: Energy	21%	(20)	47%	(45)	15%	(14)	16%	(16)	94
#1 Issue: Other	11%	(9)	35%	(29)	22%	(19)	32%	(27)	85
2016 Vote: Democrat Hillary Clinton	23%	(182)	44%	(338)	18%	(137)	15%	(118)	775
2016 Vote: Republican Donald Trump	19%	(141)	40%	(293)	23%	(167)	18%	(135)	736
2016 Vote: Someone else	15%	(26)	48%	(80)	19%	(32)	17%	(28)	165
2012 Vote: Barack Obama	23%	(201)	42%	(373)	19%	(166)	16%	(138)	878
2012 Vote: Mitt Romney	18%	(104)	43%	(243)	21%	(119)	18%	(101)	567
2012 Vote: Other	12%	(11)	44%	(37)	16%	(14)	27%	(23)	85
2012 Vote: Didn't Vote	14%	(92)	32%	(205)	25%	(163)	29%	(185)	644
4-Region: Northeast	18%	(73)	43%	(170)	20%	(80)	19%	(75)	397
4-Region: Midwest	12%	(58)	37%	(174)	26%	(120)	25%	(116)	469
4-Region: South	19%	(157)	37%	(298)	21%	(168)	23%	(182)	806
4-Region: West	24%	(119)	43%	(217)	19%	(94)	15%	(75)	506

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

Table BRD9: Does Amazon's acquisition of Whole Foods make you more favorable or less favorable toward Amazon?

Demographic	Much More Favorable	Somewhat More Favorable	Somewhat Less Favorable	Much Less Favorable	Don't Know / No Opinion	Total N
Adults	15% (321)	30% (643)	9% (204)	4% (91)	42% (918)	2177
Gender: Male	18% (187)	31% (330)	10% (106)	5% (50)	36% (374)	1048
Gender: Female	12% (134)	28% (313)	9% (98)	4% (41)	48% (544)	1129
Age: 18-29	21% (101)	33% (156)	11% (50)	4% (19)	31% (149)	475
Age: 30-44	19% (102)	34% (184)	10% (54)	3% (16)	35% (192)	549
Age: 45-54	14% (54)	28% (107)	7% (26)	5% (18)	46% (177)	382
Age: 55-64	11% (43)	29% (110)	8% (31)	5% (20)	46% (174)	377
Age: 65+	5% (21)	22% (85)	11% (43)	4% (18)	58% (227)	393
PID: Dem (no lean)	16% (123)	31% (231)	9% (67)	4% (31)	40% (303)	755
PID: Ind (no lean)	10% (74)	31% (227)	11% (82)	4% (31)	44% (329)	742
PID: Rep (no lean)	18% (125)	27% (185)	8% (55)	4% (30)	42% (286)	680
PID/Gender: Dem Men	19% (67)	37% (130)	10% (35)	3% (11)	30% (106)	349
PID/Gender: Dem Women	14% (56)	25% (101)	8% (32)	5% (19)	49% (197)	406
PID/Gender: Ind Men	11% (36)	31% (105)	12% (42)	6% (19)	41% (141)	343
PID/Gender: Ind Women	9% (37)	31% (122)	10% (40)	3% (11)	47% (188)	399
PID/Gender: Rep Men	24% (84)	27% (95)	8% (30)	5% (20)	36% (127)	355
PID/Gender: Rep Women	13% (41)	28% (90)	8% (25)	3% (10)	49% (158)	324
Tea Party: Supporter	25% (150)	31% (187)	9% (55)	3% (19)	31% (189)	600
Tea Party: Not Supporter	11% (170)	29% (452)	9% (148)	5% (71)	46% (724)	1565
Ideo: Liberal (1-3)	22% (158)	34% (246)	11% (78)	3% (24)	30% (222)	728
Ideo: Moderate (4)	13% (71)	29% (158)	10% (54)	4% (19)	44% (240)	542
Ideo: Conservative (5-7)	12% (78)	28% (189)	8% (55)	6% (39)	46% (307)	668
Educ: < College	14% (214)	27% (420)	9% (135)	4% (68)	46% (713)	1549
Educ: Bachelors degree	16% (65)	34% (141)	11% (46)	3% (14)	35% (145)	411
Educ: Post-grad	20% (42)	38% (82)	10% (22)	4% (9)	28% (61)	216
Income: Under 50k	14% (176)	26% (321)	9% (111)	5% (64)	46% (573)	1245
Income: 50k-100k	15% (104)	33% (222)	11% (73)	3% (20)	38% (255)	675
Income: 100k+	16% (41)	39% (100)	7% (19)	3% (7)	35% (90)	257
Ethnicity: White	13% (233)	29% (502)	9% (161)	4% (70)	44% (765)	1731
Ethnicity: Hispanic	24% (78)	38% (125)	10% (31)	3% (9)	25% (83)	326

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Table BRD9: Does Amazons acquisition of Whole Foods make you more favorable or less favorable toward Amazon?

Demographic	Much More Favorable		Somewhat More Favorable		Somewhat Less Favorable		Much Less Favorable		Don't Know / No Opinion		Total N
Adults	15%	(321)	30%	(643)	9%	(204)	4%	(91)	42%	(918)	2177
Ethnicity: Afr. Am.	23%	(60)	29%	(76)	9%	(25)	4%	(12)	35%	(93)	266
Ethnicity: Other	16%	(29)	36%	(65)	10%	(17)	5%	(9)	33%	(60)	180
Relig: Protestant	14%	(71)	28%	(146)	7%	(35)	3%	(14)	48%	(249)	515
Relig: Roman Catholic	21%	(101)	32%	(152)	11%	(53)	4%	(21)	32%	(154)	480
Relig: Ath./Agn./None	12%	(74)	28%	(170)	9%	(55)	4%	(27)	46%	(280)	605
Relig: Something Else	13%	(43)	31%	(102)	12%	(38)	5%	(16)	40%	(131)	330
Relig: Evangelical	19%	(113)	30%	(182)	8%	(51)	3%	(20)	39%	(239)	606
Relig: Non-Evang. Catholics	14%	(90)	30%	(189)	9%	(59)	4%	(27)	42%	(266)	632
Relig: All Christian	16%	(204)	30%	(372)	9%	(110)	4%	(47)	41%	(506)	1238
Relig: All Non-Christian	12%	(116)	29%	(271)	10%	(93)	5%	(43)	44%	(411)	935
Community: Urban	20%	(116)	32%	(186)	9%	(55)	4%	(21)	35%	(204)	581
Community: Suburban	12%	(122)	32%	(320)	10%	(101)	4%	(42)	41%	(404)	988
Community: Rural	14%	(83)	23%	(137)	8%	(48)	5%	(28)	51%	(310)	608
Employ: Private Sector	18%	(120)	34%	(229)	7%	(50)	4%	(27)	37%	(248)	674
Employ: Government	22%	(34)	30%	(47)	8%	(12)	4%	(6)	36%	(57)	155
Employ: Self-Employed	19%	(33)	33%	(58)	16%	(27)	5%	(9)	27%	(47)	173
Employ: Homemaker	16%	(32)	29%	(57)	7%	(14)	1%	(2)	46%	(89)	195
Employ: Student	16%	(17)	35%	(37)	14%	(14)	3%	(3)	32%	(33)	104
Employ: Retired	8%	(37)	24%	(114)	11%	(52)	4%	(20)	54%	(260)	483
Employ: Unemployed	13%	(27)	27%	(57)	12%	(25)	6%	(13)	43%	(91)	213
Employ: Other	12%	(22)	25%	(45)	5%	(8)	6%	(10)	52%	(93)	179
Military HH: Yes	21%	(82)	27%	(104)	8%	(32)	4%	(16)	39%	(148)	382
Military HH: No	13%	(240)	30%	(539)	10%	(171)	4%	(75)	43%	(770)	1795
RD/WT: Right Direction	20%	(168)	29%	(252)	10%	(84)	4%	(32)	38%	(325)	861
RD/WT: Wrong Track	12%	(153)	30%	(391)	9%	(119)	4%	(59)	45%	(593)	1316
Strongly Approve	23%	(105)	23%	(108)	9%	(43)	6%	(30)	38%	(178)	465
Somewhat Approve	11%	(53)	31%	(153)	11%	(54)	3%	(14)	45%	(224)	497
Somewhat Disapprove	12%	(33)	40%	(113)	9%	(25)	3%	(9)	36%	(102)	284
Strongly Disapprove	15%	(117)	31%	(245)	10%	(77)	4%	(32)	41%	(331)	801
Dont Know / No Opinion	10%	(12)	19%	(24)	3%	(4)	5%	(6)	64%	(84)	131

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Table BRD9: Does Amazons acquisition of Whole Foods make you more favorable or less favorable toward Amazon?

Demographic	Much More Favorable		Somewhat More Favorable		Somewhat Less Favorable		Much Less Favorable		Don't Know / No Opinion		Total N
Adults	15%	(321)	30%	(643)	9%	(204)	4%	(91)	42%	(918)	2177
#1 Issue: Economy	13%	(75)	34%	(201)	9%	(56)	3%	(19)	41%	(245)	595
#1 Issue: Security	15%	(61)	28%	(118)	10%	(40)	6%	(24)	42%	(173)	415
#1 Issue: Health Care	15%	(69)	25%	(122)	11%	(50)	4%	(21)	45%	(214)	477
#1 Issue: Medicare / Social Security	14%	(38)	24%	(65)	10%	(26)	5%	(14)	47%	(126)	270
#1 Issue: Women's Issues	28%	(27)	29%	(28)	4%	(4)	2%	(2)	37%	(36)	97
#1 Issue: Education	22%	(32)	36%	(51)	7%	(10)	4%	(6)	31%	(44)	144
#1 Issue: Energy	15%	(15)	42%	(40)	10%	(10)	1%	(1)	31%	(29)	94
#1 Issue: Other	4%	(4)	22%	(19)	9%	(7)	5%	(4)	60%	(51)	85
2016 Vote: Democrat Hillary Clinton	17%	(135)	33%	(253)	10%	(79)	3%	(24)	37%	(283)	775
2016 Vote: Republican Donald Trump	15%	(112)	27%	(199)	9%	(64)	4%	(33)	45%	(328)	736
2016 Vote: Someone else	9%	(14)	35%	(57)	10%	(16)	6%	(9)	42%	(69)	165
2012 Vote: Barack Obama	16%	(141)	32%	(285)	9%	(79)	4%	(32)	39%	(342)	878
2012 Vote: Mitt Romney	12%	(66)	30%	(170)	7%	(42)	5%	(26)	46%	(263)	567
2012 Vote: Other	12%	(10)	24%	(20)	13%	(11)	5%	(4)	47%	(40)	85
2012 Vote: Didn't Vote	16%	(104)	26%	(167)	11%	(72)	5%	(29)	42%	(272)	644
4-Region: Northeast	13%	(53)	31%	(122)	10%	(38)	5%	(18)	42%	(167)	397
4-Region: Midwest	9%	(42)	26%	(120)	10%	(47)	4%	(20)	51%	(240)	469
4-Region: South	18%	(143)	28%	(229)	8%	(68)	4%	(32)	41%	(333)	806
4-Region: West	17%	(84)	34%	(172)	10%	(51)	4%	(21)	35%	(178)	506

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

Table BRD10: Does Amazons acquisition of Whole Foods make you more favorable or less favorable toward Whole Foods?

Demographic	Much More Favorable	Somewhat More Favorable	Somewhat Less Favorable	Much Less Favorable	Don't Know / No Opinion	Total N
Adults	13% (290)	26% (570)	12% (268)	5% (111)	43% (938)	2177
Gender: Male	16% (172)	28% (291)	12% (124)	5% (57)	38% (403)	1048
Gender: Female	10% (117)	25% (279)	13% (144)	5% (54)	47% (534)	1129
Age: 18-29	19% (90)	31% (146)	13% (61)	6% (27)	32% (151)	475
Age: 30-44	19% (105)	29% (160)	12% (63)	4% (20)	37% (201)	549
Age: 45-54	11% (43)	27% (104)	11% (40)	5% (21)	46% (175)	382
Age: 55-64	10% (36)	25% (93)	12% (45)	6% (24)	47% (178)	377
Age: 65+	4% (16)	17% (67)	15% (58)	5% (19)	59% (233)	393
PID: Dem (no lean)	14% (108)	26% (200)	15% (117)	3% (25)	40% (306)	755
PID: Ind (no lean)	9% (70)	26% (192)	12% (89)	7% (50)	46% (341)	742
PID: Rep (no lean)	16% (111)	26% (179)	9% (62)	5% (36)	43% (291)	680
PID/Gender: Dem Men	17% (60)	31% (108)	15% (52)	2% (8)	35% (121)	349
PID/Gender: Dem Women	12% (48)	23% (92)	16% (64)	4% (18)	45% (184)	406
PID/Gender: Ind Men	12% (40)	25% (86)	11% (38)	8% (29)	44% (149)	343
PID/Gender: Ind Women	8% (30)	26% (106)	13% (51)	5% (21)	48% (191)	399
PID/Gender: Rep Men	20% (72)	27% (97)	9% (34)	6% (20)	37% (133)	355
PID/Gender: Rep Women	12% (39)	25% (82)	9% (28)	5% (16)	49% (159)	324
Tea Party: Supporter	22% (134)	29% (171)	13% (75)	4% (27)	32% (193)	600
Tea Party: Not Supporter	10% (154)	25% (395)	12% (192)	5% (83)	47% (741)	1565
Ideo: Liberal (1-3)	19% (138)	31% (222)	15% (107)	4% (31)	32% (229)	728
Ideo: Moderate (4)	13% (68)	28% (149)	12% (67)	4% (24)	43% (235)	542
Ideo: Conservative (5-7)	11% (76)	23% (152)	11% (74)	6% (43)	48% (322)	668
Educ: < College	12% (191)	24% (378)	11% (177)	5% (80)	47% (723)	1549
Educ: Bachelors degree	14% (59)	31% (127)	13% (54)	5% (21)	37% (150)	411
Educ: Post-grad	18% (39)	30% (66)	17% (37)	5% (10)	30% (64)	216
Income: Under 50k	12% (154)	23% (290)	12% (144)	5% (68)	47% (590)	1245
Income: 50k-100k	14% (96)	30% (203)	13% (90)	4% (28)	38% (257)	675
Income: 100k+	16% (40)	30% (78)	13% (33)	6% (15)	35% (91)	257
Ethnicity: White	13% (217)	25% (439)	12% (210)	5% (88)	45% (778)	1731
Ethnicity: Hispanic	19% (63)	32% (106)	17% (55)	3% (11)	28% (91)	326

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Table BRD10: Does Amazons acquisition of Whole Foods make you more favorable or less favorable toward Whole Foods?

Demographic	Much More Favorable		Somewhat More Favorable		Somewhat Less Favorable		Much Less Favorable		Don't Know / No Opinion		Total N
Adults	13%	(290)	26%	(570)	12%	(268)	5%	(111)	43%	(938)	2177
Ethnicity: Afr. Am.	18%	(47)	31%	(82)	12%	(31)	5%	(13)	35%	(94)	266
Ethnicity: Other	15%	(27)	27%	(49)	15%	(27)	6%	(11)	37%	(66)	180
Relig: Protestant	12%	(63)	22%	(115)	11%	(56)	5%	(23)	50%	(258)	515
Relig: Roman Catholic	21%	(100)	26%	(124)	12%	(59)	5%	(26)	36%	(171)	480
Relig: Ath./Agn./None	9%	(57)	29%	(176)	12%	(73)	4%	(25)	45%	(274)	605
Relig: Something Else	12%	(41)	28%	(92)	15%	(50)	7%	(24)	37%	(123)	330
Relig: Evangelical	17%	(105)	27%	(161)	10%	(61)	4%	(27)	42%	(252)	606
Relig: Non-Evang. Catholics	14%	(85)	22%	(141)	13%	(83)	6%	(35)	45%	(288)	632
Relig: All Christian	15%	(191)	24%	(302)	12%	(144)	5%	(62)	44%	(540)	1238
Relig: All Non-Christian	10%	(98)	29%	(268)	13%	(123)	5%	(49)	42%	(397)	935
Community: Urban	19%	(111)	28%	(163)	12%	(68)	4%	(26)	37%	(214)	581
Community: Suburban	11%	(108)	27%	(266)	15%	(143)	6%	(57)	42%	(413)	988
Community: Rural	12%	(71)	23%	(141)	9%	(57)	5%	(28)	51%	(310)	608
Employ: Private Sector	16%	(108)	30%	(205)	12%	(78)	5%	(33)	37%	(252)	674
Employ: Government	19%	(30)	28%	(43)	13%	(20)	4%	(6)	36%	(57)	155
Employ: Self-Employed	17%	(29)	33%	(57)	15%	(26)	7%	(12)	29%	(50)	173
Employ: Homemaker	16%	(31)	29%	(56)	8%	(15)	6%	(11)	42%	(82)	195
Employ: Student	16%	(17)	29%	(30)	21%	(22)	2%	(2)	32%	(33)	104
Employ: Retired	7%	(33)	18%	(86)	14%	(69)	6%	(27)	56%	(269)	483
Employ: Unemployed	12%	(26)	25%	(53)	12%	(25)	7%	(15)	44%	(94)	213
Employ: Other	9%	(17)	22%	(40)	7%	(13)	4%	(7)	57%	(101)	179
Military HH: Yes	18%	(70)	21%	(82)	11%	(44)	4%	(16)	45%	(171)	382
Military HH: No	12%	(220)	27%	(489)	12%	(224)	5%	(96)	43%	(767)	1795
RD/WT: Right Direction	18%	(158)	26%	(228)	11%	(93)	6%	(50)	39%	(332)	861
RD/WT: Wrong Track	10%	(132)	26%	(342)	13%	(175)	5%	(61)	46%	(605)	1316
Strongly Approve	21%	(96)	22%	(103)	9%	(43)	8%	(37)	40%	(185)	465
Somewhat Approve	10%	(47)	29%	(146)	12%	(58)	4%	(21)	45%	(224)	497
Somewhat Disapprove	11%	(31)	31%	(88)	16%	(46)	3%	(9)	39%	(110)	284
Strongly Disapprove	14%	(108)	26%	(209)	14%	(114)	5%	(38)	41%	(332)	801
Dont Know / No Opinion	5%	(7)	19%	(25)	5%	(7)	5%	(6)	66%	(86)	131

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Table BRD10: Does Amazons acquisition of Whole Foods make you more favorable or less favorable toward Whole Foods?

Demographic	Much More Favorable	Somewhat More Favorable	Somewhat Less Favorable	Much Less Favorable	Don't Know / No Opinion	Total N
Adults	13% (290)	26% (570)	12% (268)	5% (111)	43% (938)	2177
#1 Issue: Economy	11% (66)	31% (182)	12% (69)	6% (33)	41% (245)	595
#1 Issue: Security	13% (55)	24% (101)	12% (50)	6% (26)	44% (184)	415
#1 Issue: Health Care	13% (62)	25% (119)	12% (55)	5% (22)	46% (220)	477
#1 Issue: Medicare / Social Security	11% (30)	21% (56)	16% (44)	6% (16)	46% (124)	270
#1 Issue: Women's Issues	26% (25)	27% (26)	9% (9)	2% (2)	36% (35)	97
#1 Issue: Education	22% (31)	32% (46)	7% (10)	5% (7)	34% (49)	144
#1 Issue: Energy	19% (18)	30% (28)	19% (18)	3% (3)	29% (27)	94
#1 Issue: Other	3% (2)	15% (12)	15% (12)	3% (2)	65% (55)	85
2016 Vote: Democrat Hillary Clinton	16% (123)	28% (217)	15% (117)	4% (30)	37% (288)	775
2016 Vote: Republican Donald Trump	13% (99)	25% (187)	10% (75)	6% (43)	45% (332)	736
2016 Vote: Someone else	10% (17)	28% (47)	9% (15)	7% (12)	45% (74)	165
2012 Vote: Barack Obama	15% (133)	28% (243)	13% (117)	4% (38)	39% (346)	878
2012 Vote: Mitt Romney	11% (65)	26% (146)	10% (57)	6% (32)	47% (267)	567
2012 Vote: Other	10% (8)	22% (19)	13% (11)	5% (4)	50% (42)	85
2012 Vote: Didn't Vote	13% (84)	25% (161)	13% (82)	6% (36)	44% (282)	644
4-Region: Northeast	12% (47)	26% (104)	11% (42)	6% (25)	45% (179)	397
4-Region: Midwest	8% (39)	25% (115)	12% (54)	5% (22)	51% (238)	469
4-Region: South	15% (124)	27% (216)	11% (91)	4% (33)	42% (341)	806
4-Region: West	16% (79)	27% (135)	16% (80)	6% (32)	36% (180)	506

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

Table BRD11: Does Amazons acquisition of Whole Foods make you more or less likely to become an Amazon Prime member?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	9%	(121)	19%	(257)	9%	(122)	10%	(135)	53%	(712)	1347
Gender: Male	8%	(52)	21%	(131)	8%	(53)	11%	(67)	52%	(329)	631
Gender: Female	10%	(70)	18%	(126)	10%	(69)	10%	(69)	53%	(383)	717
Age: 18-29	15%	(43)	24%	(67)	12%	(32)	8%	(22)	41%	(117)	282
Age: 30-44	13%	(39)	28%	(87)	6%	(17)	9%	(28)	44%	(135)	306
Age: 45-54	9%	(22)	17%	(43)	6%	(16)	9%	(21)	59%	(146)	248
Age: 55-64	5%	(11)	18%	(42)	9%	(22)	10%	(24)	58%	(135)	233
Age: 65+	3%	(7)	7%	(19)	12%	(35)	14%	(40)	64%	(178)	278
PID: Dem (no lean)	11%	(50)	19%	(85)	9%	(40)	10%	(43)	52%	(232)	449
PID: Ind (no lean)	7%	(35)	21%	(101)	8%	(39)	9%	(46)	55%	(268)	489
PID: Rep (no lean)	9%	(36)	18%	(72)	11%	(43)	11%	(46)	52%	(212)	409
PID/Gender: Dem Men	8%	(16)	24%	(48)	6%	(13)	10%	(19)	52%	(102)	197
PID/Gender: Dem Women	14%	(34)	15%	(38)	11%	(27)	9%	(23)	52%	(130)	252
PID/Gender: Ind Men	6%	(12)	19%	(42)	9%	(20)	12%	(25)	55%	(119)	219
PID/Gender: Ind Women	8%	(23)	22%	(59)	7%	(19)	8%	(21)	55%	(149)	271
PID/Gender: Rep Men	11%	(24)	19%	(41)	10%	(21)	10%	(22)	50%	(107)	215
PID/Gender: Rep Women	6%	(13)	16%	(30)	12%	(23)	13%	(24)	54%	(104)	194
Tea Party: Supporter	16%	(59)	23%	(82)	11%	(41)	8%	(30)	41%	(149)	361
Tea Party: Not Supporter	6%	(62)	17%	(171)	8%	(81)	11%	(105)	57%	(559)	979
Ideo: Liberal (1-3)	16%	(64)	23%	(93)	11%	(45)	10%	(39)	40%	(164)	406
Ideo: Moderate (4)	9%	(31)	16%	(53)	10%	(33)	9%	(31)	56%	(186)	334
Ideo: Conservative (5-7)	4%	(16)	18%	(78)	8%	(34)	13%	(55)	57%	(246)	429
Educ: < College	9%	(92)	20%	(206)	9%	(94)	10%	(104)	52%	(537)	1033
Educ: Bachelors degree	9%	(19)	16%	(35)	9%	(19)	11%	(23)	56%	(122)	219
Educ: Post-grad	11%	(11)	18%	(17)	9%	(8)	8%	(8)	55%	(52)	96
Income: Under 50k	9%	(81)	19%	(164)	8%	(71)	10%	(82)	54%	(462)	860
Income: 50k-100k	9%	(33)	19%	(70)	13%	(47)	10%	(37)	49%	(183)	370
Income: 100k+	6%	(7)	20%	(23)	4%	(4)	14%	(17)	57%	(66)	117
Ethnicity: White	7%	(79)	17%	(179)	9%	(97)	10%	(105)	56%	(596)	1055
Ethnicity: Hispanic	17%	(33)	30%	(58)	15%	(29)	6%	(11)	31%	(60)	191

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Table BRD11: Does Amazons acquisition of Whole Foods make you more or less likely to become an Amazon Prime member?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	9%	(121)	19%	(257)	9%	(122)	10%	(135)	53%	(712)	1347
Ethnicity: Afr. Am.	14%	(26)	31%	(57)	9%	(16)	7%	(13)	39%	(72)	185
Ethnicity: Other	15%	(17)	20%	(21)	8%	(9)	16%	(18)	41%	(44)	108
Relig: Protestant	6%	(18)	14%	(43)	8%	(24)	9%	(28)	63%	(192)	306
Relig: Roman Catholic	14%	(41)	21%	(61)	11%	(33)	12%	(35)	42%	(124)	294
Relig: Ath./Agn./None	8%	(28)	17%	(64)	7%	(26)	9%	(34)	59%	(220)	372
Relig: Something Else	12%	(25)	21%	(46)	10%	(22)	10%	(23)	47%	(103)	218
Relig: Evangelical	12%	(45)	23%	(84)	9%	(34)	9%	(33)	46%	(167)	363
Relig: Non-Evang. Catholics	6%	(23)	16%	(64)	10%	(40)	12%	(46)	56%	(220)	392
Relig: All Christian	9%	(67)	20%	(147)	10%	(74)	10%	(79)	51%	(387)	754
Relig: All Non-Christian	9%	(53)	19%	(110)	8%	(48)	10%	(56)	55%	(323)	591
Community: Urban	13%	(47)	21%	(72)	10%	(35)	10%	(34)	46%	(162)	350
Community: Suburban	8%	(48)	18%	(109)	11%	(65)	11%	(68)	52%	(317)	606
Community: Rural	7%	(27)	20%	(76)	6%	(22)	9%	(34)	59%	(233)	392
Employ: Private Sector	10%	(34)	21%	(76)	9%	(30)	9%	(33)	51%	(182)	355
Employ: Government	14%	(10)	19%	(15)	11%	(8)	6%	(5)	51%	(39)	77
Employ: Self-Employed	13%	(16)	24%	(28)	16%	(19)	10%	(12)	36%	(42)	117
Employ: Homemaker	12%	(15)	25%	(32)	5%	(6)	5%	(7)	53%	(68)	128
Employ: Student	8%	(4)	37%	(20)	10%	(5)	9%	(5)	36%	(19)	53
Employ: Retired	4%	(13)	11%	(36)	11%	(35)	14%	(47)	61%	(206)	337
Employ: Unemployed	13%	(20)	19%	(30)	7%	(11)	9%	(14)	52%	(82)	156
Employ: Other	7%	(9)	18%	(23)	5%	(6)	10%	(13)	59%	(73)	124
Military HH: Yes	11%	(26)	17%	(40)	9%	(22)	14%	(33)	49%	(116)	238
Military HH: No	9%	(95)	20%	(218)	9%	(100)	9%	(102)	54%	(595)	1110
RD/WT: Right Direction	12%	(63)	18%	(97)	9%	(50)	11%	(58)	49%	(261)	528
RD/WT: Wrong Track	7%	(58)	20%	(161)	9%	(72)	9%	(77)	55%	(451)	819
Strongly Approve	13%	(38)	14%	(39)	11%	(32)	14%	(41)	48%	(137)	288
Somewhat Approve	4%	(12)	22%	(66)	9%	(28)	9%	(29)	56%	(169)	304
Somewhat Disapprove	6%	(9)	23%	(38)	11%	(19)	10%	(17)	50%	(84)	167
Strongly Disapprove	11%	(56)	21%	(101)	8%	(40)	9%	(42)	51%	(252)	491
Dont Know / No Opinion	7%	(7)	13%	(13)	3%	(3)	6%	(6)	71%	(70)	98

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Table BRD11: Does Amazons acquisition of Whole Foods make you more or less likely to become an Amazon Prime member?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	9%	(121)	19%	(257)	9%	(122)	10%	(135)	53%	(712)	1347
#1 Issue: Economy	8%	(30)	21%	(78)	8%	(30)	11%	(40)	51%	(186)	364
#1 Issue: Security	7%	(17)	19%	(50)	9%	(23)	11%	(29)	55%	(146)	265
#1 Issue: Health Care	9%	(26)	20%	(58)	11%	(34)	10%	(29)	51%	(150)	297
#1 Issue: Medicare / Social Security	9%	(15)	14%	(25)	8%	(15)	15%	(27)	53%	(94)	175
#1 Issue: Women's Issues	16%	(9)	16%	(9)	12%	(7)	2%	(1)	54%	(31)	57
#1 Issue: Education	19%	(17)	22%	(20)	5%	(5)	2%	(2)	51%	(46)	90
#1 Issue: Other	11%	(5)	10%	(5)	8%	(4)	12%	(6)	59%	(29)	50
2016 Vote: Democrat Hillary Clinton	12%	(56)	21%	(95)	8%	(38)	8%	(36)	50%	(226)	450
2016 Vote: Republican Donald Trump	5%	(23)	15%	(66)	10%	(46)	12%	(54)	57%	(252)	442
2016 Vote: Someone else	10%	(11)	14%	(14)	8%	(9)	10%	(11)	58%	(60)	104
2012 Vote: Barack Obama	10%	(55)	21%	(110)	8%	(44)	9%	(47)	51%	(270)	526
2012 Vote: Mitt Romney	5%	(16)	15%	(53)	11%	(40)	12%	(42)	57%	(200)	352
2012 Vote: Didn't Vote	11%	(46)	21%	(89)	8%	(33)	10%	(43)	50%	(209)	420
4-Region: Northeast	7%	(18)	11%	(26)	9%	(22)	12%	(30)	61%	(148)	244
4-Region: Midwest	7%	(23)	16%	(51)	9%	(29)	10%	(30)	58%	(184)	317
4-Region: South	11%	(55)	22%	(111)	9%	(44)	9%	(48)	49%	(251)	509
4-Region: West	9%	(25)	25%	(69)	10%	(26)	10%	(27)	47%	(130)	277

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

Table BRD12: Which is closer to your point of view: there is too much political correctness in the United States today, or there is too much prejudice in the United States today?

Demographic	Too much political correctness		Too much prejudice		Don't Know / No Opinion		Total N
Adults	42%	(922)	43%	(945)	14%	(310)	2177
Gender: Male	52%	(541)	37%	(388)	11%	(119)	1048
Gender: Female	34%	(380)	49%	(557)	17%	(191)	1129
Age: 18-29	35%	(168)	45%	(212)	20%	(96)	475
Age: 30-44	41%	(224)	42%	(231)	17%	(94)	549
Age: 45-54	42%	(161)	43%	(164)	15%	(58)	382
Age: 55-64	50%	(188)	41%	(154)	9%	(35)	377
Age: 65+	46%	(182)	47%	(184)	7%	(28)	393
PID: Dem (no lean)	28%	(209)	57%	(434)	15%	(112)	755
PID: Ind (no lean)	43%	(320)	39%	(287)	18%	(136)	742
PID: Rep (no lean)	58%	(392)	33%	(225)	9%	(63)	680
PID/Gender: Dem Men	39%	(137)	50%	(173)	11%	(39)	349
PID/Gender: Dem Women	18%	(72)	64%	(261)	18%	(72)	406
PID/Gender: Ind Men	52%	(178)	34%	(117)	14%	(49)	343
PID/Gender: Ind Women	36%	(142)	43%	(170)	22%	(87)	399
PID/Gender: Rep Men	64%	(227)	28%	(98)	9%	(30)	355
PID/Gender: Rep Women	51%	(166)	39%	(127)	10%	(32)	324
Tea Party: Supporter	55%	(331)	36%	(215)	9%	(54)	600
Tea Party: Not Supporter	37%	(585)	47%	(728)	16%	(252)	1565
Ideo: Liberal (1-3)	29%	(209)	59%	(431)	12%	(87)	728
Ideo: Moderate (4)	41%	(222)	45%	(242)	14%	(77)	542
Ideo: Conservative (5-7)	65%	(435)	28%	(188)	7%	(44)	668
Educ: < College	41%	(638)	42%	(651)	17%	(261)	1549
Educ: Bachelors degree	46%	(191)	44%	(182)	9%	(38)	411
Educ: Post-grad	43%	(92)	52%	(113)	5%	(12)	216
Income: Under 50k	40%	(494)	42%	(525)	18%	(226)	1245
Income: 50k-100k	46%	(307)	46%	(308)	9%	(60)	675
Income: 100k+	47%	(120)	44%	(113)	9%	(24)	257

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Table BRD12: Which is closer to your point of view: there is too much political correctness in the United States today, or there is too much prejudice in the United States today?

Demographic	Too much political correctness		Too much prejudice		Don't Know / No Opinion		Total N
Adults	42%	(922)	43%	(945)	14%	(310)	2177
Ethnicity: White	46%	(799)	41%	(714)	13%	(218)	1731
Ethnicity: Hispanic	40%	(132)	42%	(138)	17%	(57)	326
Ethnicity: Afr. Am.	21%	(55)	56%	(149)	23%	(62)	266
Ethnicity: Other	37%	(67)	46%	(83)	17%	(30)	180
Relig: Protestant	53%	(271)	39%	(202)	8%	(42)	515
Relig: Roman Catholic	46%	(221)	44%	(210)	10%	(49)	480
Relig: Ath./Agn./None	38%	(230)	43%	(258)	19%	(116)	605
Relig: Something Else	32%	(106)	49%	(162)	19%	(62)	330
Relig: Evangelical	48%	(292)	40%	(242)	12%	(72)	606
Relig: Non-Evang. Catholics	46%	(292)	44%	(281)	9%	(59)	632
Relig: All Christian	47%	(585)	42%	(523)	11%	(131)	1238
Relig: All Non-Christian	36%	(336)	45%	(420)	19%	(179)	935
Community: Urban	41%	(240)	42%	(242)	17%	(100)	581
Community: Suburban	43%	(420)	45%	(445)	12%	(123)	988
Community: Rural	43%	(262)	42%	(258)	14%	(88)	608
Employ: Private Sector	48%	(323)	41%	(274)	11%	(77)	674
Employ: Government	42%	(66)	45%	(71)	12%	(19)	155
Employ: Self-Employed	42%	(72)	47%	(81)	11%	(20)	173
Employ: Homemaker	40%	(77)	43%	(85)	17%	(33)	195
Employ: Student	34%	(35)	47%	(49)	19%	(20)	104
Employ: Retired	47%	(225)	46%	(220)	8%	(38)	483
Employ: Unemployed	32%	(67)	46%	(97)	23%	(48)	213
Employ: Other	31%	(56)	38%	(68)	31%	(55)	179
Military HH: Yes	48%	(182)	43%	(166)	9%	(34)	382
Military HH: No	41%	(739)	43%	(779)	15%	(276)	1795
RD/WT: Right Direction	58%	(499)	30%	(255)	12%	(107)	861
RD/WT: Wrong Track	32%	(423)	52%	(690)	15%	(203)	1316

Continued on next page

Table BRD12: Which is closer to your point of view: there is too much political correctness in the United States today, or there is too much prejudice in the United States today?

Demographic	Too much political correctness		Too much prejudice		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	42%	(922)	43%	(945)	14%	(310)	2177
Strongly Approve	60%	(279)	31%	(143)	9%	(43)	465
Somewhat Approve	60%	(297)	29%	(144)	11%	(57)	497
Somewhat Disapprove	47%	(134)	38%	(107)	15%	(42)	284
Strongly Disapprove	23%	(187)	64%	(515)	12%	(99)	801
Dont Know / No Opinion	19%	(25)	28%	(37)	53%	(69)	131
#1 Issue: Economy	49%	(289)	36%	(214)	15%	(91)	595
#1 Issue: Security	52%	(217)	35%	(146)	13%	(52)	415
#1 Issue: Health Care	36%	(174)	49%	(235)	14%	(68)	477
#1 Issue: Medicare / Social Security	44%	(120)	48%	(129)	8%	(21)	270
#1 Issue: Women's Issues	21%	(21)	57%	(55)	21%	(21)	97
#1 Issue: Education	35%	(51)	48%	(70)	16%	(24)	144
#1 Issue: Energy	29%	(27)	63%	(59)	8%	(8)	94
#1 Issue: Other	27%	(23)	43%	(36)	30%	(25)	85
2016 Vote: Democrat Hillary Clinton	28%	(216)	60%	(466)	12%	(93)	775
2016 Vote: Republican Donald Trump	65%	(477)	27%	(202)	8%	(57)	736
2016 Vote: Someone else	44%	(73)	41%	(67)	15%	(25)	165
2012 Vote: Barack Obama	29%	(258)	59%	(514)	12%	(106)	878
2012 Vote: Mitt Romney	67%	(382)	26%	(146)	7%	(40)	567
2012 Vote: Other	59%	(50)	33%	(28)	8%	(7)	85
2012 Vote: Didn't Vote	36%	(230)	40%	(258)	24%	(157)	644
4-Region: Northeast	44%	(174)	44%	(174)	12%	(49)	397
4-Region: Midwest	42%	(198)	43%	(200)	15%	(71)	469
4-Region: South	41%	(329)	44%	(351)	16%	(126)	806
4-Region: West	44%	(221)	44%	(220)	13%	(65)	506

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

Table BRD13_4: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*
Corporations

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	33%	(717)	29%	(637)	19%	(413)	19%	(410)	2177
Gender: Male	36%	(379)	34%	(353)	17%	(180)	13%	(136)	1048
Gender: Female	30%	(337)	25%	(285)	21%	(233)	24%	(274)	1129
Age: 18-29	30%	(145)	30%	(141)	26%	(124)	14%	(66)	475
Age: 30-44	36%	(198)	28%	(154)	17%	(94)	19%	(103)	549
Age: 45-54	33%	(127)	27%	(105)	19%	(71)	21%	(80)	382
Age: 55-64	33%	(125)	29%	(108)	21%	(79)	17%	(65)	377
Age: 65+	31%	(122)	33%	(130)	12%	(45)	24%	(96)	393
PID: Dem (no lean)	22%	(168)	30%	(224)	28%	(211)	20%	(153)	755
PID: Ind (no lean)	33%	(246)	29%	(213)	17%	(126)	21%	(158)	742
PID: Rep (no lean)	45%	(303)	30%	(201)	11%	(76)	15%	(99)	680
PID/Gender: Dem Men	25%	(86)	31%	(108)	30%	(106)	14%	(49)	349
PID/Gender: Dem Women	20%	(82)	29%	(116)	26%	(105)	26%	(104)	406
PID/Gender: Ind Men	37%	(128)	36%	(124)	13%	(44)	14%	(48)	343
PID/Gender: Ind Women	30%	(118)	22%	(89)	21%	(82)	28%	(110)	399
PID/Gender: Rep Men	46%	(165)	34%	(121)	8%	(30)	11%	(40)	355
PID/Gender: Rep Women	43%	(138)	25%	(80)	14%	(46)	18%	(60)	324
Tea Party: Supporter	42%	(251)	30%	(182)	17%	(104)	11%	(63)	600
Tea Party: Not Supporter	29%	(461)	29%	(454)	20%	(308)	22%	(342)	1565
Ideo: Liberal (1-3)	25%	(183)	33%	(238)	28%	(202)	14%	(105)	728
Ideo: Moderate (4)	35%	(190)	29%	(158)	17%	(90)	19%	(104)	542
Ideo: Conservative (5-7)	45%	(299)	30%	(202)	11%	(73)	14%	(94)	668
Educ: < College	32%	(492)	27%	(415)	20%	(304)	22%	(338)	1549
Educ: Bachelors degree	38%	(157)	33%	(136)	16%	(67)	12%	(51)	411
Educ: Post-grad	31%	(68)	40%	(86)	19%	(42)	10%	(21)	216

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Table BRD13_4: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

Corporations

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	33%	(717)	29%	(637)	19%	(413)	19%	(410)	2177
Income: Under 50k	30%	(374)	26%	(326)	21%	(264)	23%	(281)	1245
Income: 50k-100k	37%	(249)	32%	(215)	17%	(112)	15%	(99)	675
Income: 100k+	36%	(93)	38%	(96)	14%	(37)	12%	(30)	257
Ethnicity: White	35%	(614)	29%	(505)	17%	(286)	19%	(326)	1731
Ethnicity: Hispanic	30%	(97)	28%	(91)	29%	(95)	13%	(43)	326
Ethnicity: Afr. Am.	20%	(52)	32%	(85)	29%	(76)	20%	(53)	266
Ethnicity: Other	28%	(51)	27%	(48)	28%	(51)	17%	(31)	180
Relig: Protestant	37%	(193)	32%	(167)	13%	(66)	17%	(89)	515
Relig: Roman Catholic	36%	(173)	32%	(155)	18%	(88)	13%	(65)	480
Relig: Ath./Agn./None	30%	(180)	26%	(158)	22%	(134)	22%	(134)	605
Relig: Something Else	30%	(100)	27%	(89)	22%	(74)	20%	(66)	330
Relig: Evangelical	35%	(210)	31%	(188)	17%	(101)	18%	(107)	606
Relig: Non-Evang. Catholics	36%	(225)	32%	(200)	17%	(105)	16%	(102)	632
Relig: All Christian	35%	(435)	31%	(388)	17%	(206)	17%	(210)	1238
Relig: All Non-Christian	30%	(280)	26%	(247)	22%	(208)	21%	(200)	935
Community: Urban	29%	(166)	32%	(187)	24%	(137)	16%	(91)	581
Community: Suburban	36%	(355)	29%	(282)	16%	(158)	20%	(193)	988
Community: Rural	32%	(196)	28%	(169)	19%	(118)	21%	(125)	608
Employ: Private Sector	39%	(262)	30%	(205)	19%	(125)	12%	(83)	674
Employ: Government	32%	(50)	42%	(66)	16%	(25)	10%	(15)	155
Employ: Self-Employed	35%	(61)	23%	(40)	24%	(41)	18%	(31)	173
Employ: Homemaker	33%	(64)	21%	(41)	20%	(39)	26%	(51)	195
Employ: Student	27%	(28)	34%	(35)	25%	(26)	14%	(15)	104
Employ: Retired	30%	(147)	32%	(156)	14%	(70)	23%	(111)	483
Employ: Unemployed	29%	(62)	23%	(49)	25%	(54)	22%	(48)	213
Employ: Other	24%	(43)	26%	(47)	19%	(33)	32%	(56)	179
Military HH: Yes	38%	(144)	33%	(126)	16%	(60)	14%	(53)	382
Military HH: No	32%	(573)	28%	(511)	20%	(353)	20%	(357)	1795

Continued on next page

Table BRD13_4: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?
Corporations

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	33%	(717)	29%	(637)	19%	(413)	19%	(410)	2177
RD/WT: Right Direction	41%	(354)	33%	(286)	10%	(86)	16%	(135)	861
RD/WT: Wrong Track	28%	(363)	27%	(351)	25%	(327)	21%	(275)	1316
Strongly Approve	45%	(210)	31%	(143)	9%	(44)	15%	(67)	465
Somewhat Approve	42%	(210)	30%	(149)	13%	(66)	14%	(72)	497
Somewhat Disapprove	35%	(100)	29%	(82)	19%	(54)	17%	(48)	284
Strongly Disapprove	21%	(170)	31%	(246)	30%	(238)	18%	(147)	801
Dont Know / No Opinion	21%	(27)	13%	(17)	8%	(11)	58%	(75)	131
#1 Issue: Economy	37%	(219)	26%	(153)	18%	(107)	19%	(116)	595
#1 Issue: Security	41%	(170)	28%	(118)	13%	(54)	18%	(73)	415
#1 Issue: Health Care	26%	(126)	35%	(165)	19%	(93)	19%	(92)	477
#1 Issue: Medicare / Social Security	27%	(74)	35%	(95)	18%	(49)	20%	(53)	270
#1 Issue: Women's Issues	32%	(31)	23%	(23)	25%	(24)	19%	(19)	97
#1 Issue: Education	32%	(46)	30%	(43)	26%	(37)	13%	(18)	144
#1 Issue: Energy	30%	(28)	26%	(25)	34%	(32)	10%	(10)	94
#1 Issue: Other	28%	(23)	19%	(16)	20%	(17)	34%	(29)	85
2016 Vote: Democrat Hillary Clinton	24%	(187)	30%	(231)	27%	(210)	19%	(147)	775
2016 Vote: Republican Donald Trump	45%	(330)	31%	(231)	10%	(71)	14%	(104)	736
2016 Vote: Someone else	34%	(57)	28%	(46)	16%	(27)	22%	(36)	165
2012 Vote: Barack Obama	27%	(241)	30%	(263)	24%	(211)	19%	(163)	878
2012 Vote: Mitt Romney	45%	(253)	33%	(185)	8%	(45)	15%	(84)	567
2012 Vote: Other	41%	(35)	21%	(18)	11%	(9)	27%	(23)	85
2012 Vote: Didn't Vote	29%	(186)	26%	(170)	23%	(148)	22%	(140)	644
4-Region: Northeast	32%	(125)	31%	(125)	18%	(70)	19%	(77)	397
4-Region: Midwest	35%	(164)	29%	(134)	17%	(79)	20%	(92)	469
4-Region: South	33%	(267)	28%	(230)	19%	(156)	19%	(153)	806
4-Region: West	32%	(160)	29%	(149)	22%	(109)	17%	(87)	506

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

Table BRD13_5: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*

Mainstream media

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	41%	(896)	27%	(585)	19%	(418)	13%	(278)	2177
Gender: Male	48%	(498)	27%	(288)	17%	(173)	8%	(89)	1048
Gender: Female	35%	(398)	26%	(297)	22%	(245)	17%	(190)	1129
Age: 18-29	34%	(163)	27%	(130)	27%	(127)	12%	(55)	475
Age: 30-44	41%	(227)	29%	(157)	15%	(84)	15%	(81)	549
Age: 45-54	41%	(157)	24%	(93)	18%	(71)	16%	(62)	382
Age: 55-64	46%	(172)	26%	(99)	20%	(74)	9%	(32)	377
Age: 65+	45%	(177)	27%	(107)	16%	(62)	12%	(48)	393
PID: Dem (no lean)	27%	(200)	39%	(296)	20%	(152)	14%	(107)	755
PID: Ind (no lean)	44%	(323)	25%	(186)	16%	(122)	15%	(111)	742
PID: Rep (no lean)	55%	(372)	15%	(103)	21%	(144)	9%	(60)	680
PID/Gender: Dem Men	32%	(112)	43%	(150)	16%	(57)	8%	(29)	349
PID/Gender: Dem Women	22%	(88)	36%	(146)	23%	(95)	19%	(78)	406
PID/Gender: Ind Men	53%	(181)	23%	(80)	13%	(46)	10%	(36)	343
PID/Gender: Ind Women	36%	(142)	26%	(106)	19%	(76)	19%	(75)	399
PID/Gender: Rep Men	58%	(205)	16%	(57)	20%	(70)	7%	(24)	355
PID/Gender: Rep Women	52%	(167)	14%	(46)	23%	(74)	11%	(36)	324
Tea Party: Supporter	50%	(301)	21%	(126)	23%	(138)	6%	(35)	600
Tea Party: Not Supporter	38%	(588)	29%	(457)	18%	(279)	15%	(240)	1565
Ideo: Liberal (1-3)	28%	(206)	41%	(297)	22%	(157)	9%	(67)	728
Ideo: Moderate (4)	40%	(214)	30%	(163)	18%	(97)	12%	(67)	542
Ideo: Conservative (5-7)	63%	(421)	12%	(81)	18%	(121)	7%	(45)	668
Educ: < College	40%	(615)	24%	(374)	21%	(327)	15%	(233)	1549
Educ: Bachelors degree	47%	(191)	30%	(123)	15%	(60)	9%	(37)	411
Educ: Post-grad	41%	(89)	41%	(88)	14%	(31)	4%	(8)	216

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Table BRD13_5: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

Mainstream media

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	41%	(896)	27%	(585)	19%	(418)	13%	(278)	2177
Income: Under 50k	37%	(462)	26%	(327)	21%	(257)	16%	(200)	1245
Income: 50k-100k	47%	(316)	26%	(175)	18%	(124)	9%	(60)	675
Income: 100k+	46%	(118)	32%	(83)	15%	(37)	7%	(19)	257
Ethnicity: White	44%	(768)	26%	(450)	18%	(307)	12%	(206)	1731
Ethnicity: Hispanic	40%	(129)	31%	(101)	18%	(59)	11%	(37)	326
Ethnicity: Afr. Am.	27%	(71)	31%	(82)	25%	(68)	17%	(45)	266
Ethnicity: Other	31%	(56)	29%	(53)	24%	(44)	15%	(27)	180
Relig: Protestant	50%	(259)	25%	(127)	16%	(84)	9%	(45)	515
Relig: Roman Catholic	44%	(213)	28%	(136)	19%	(89)	9%	(42)	480
Relig: Ath./Agn./None	38%	(233)	30%	(184)	15%	(92)	16%	(97)	605
Relig: Something Else	34%	(112)	26%	(86)	24%	(81)	15%	(51)	330
Relig: Evangelical	44%	(266)	23%	(138)	22%	(131)	12%	(72)	606
Relig: Non-Evang. Catholics	45%	(282)	28%	(176)	18%	(115)	9%	(59)	632
Relig: All Christian	44%	(548)	25%	(314)	20%	(246)	11%	(130)	1238
Relig: All Non-Christian	37%	(345)	29%	(270)	18%	(172)	16%	(147)	935
Community: Urban	39%	(229)	31%	(178)	19%	(108)	11%	(67)	581
Community: Suburban	43%	(422)	27%	(269)	18%	(174)	12%	(123)	988
Community: Rural	40%	(245)	23%	(137)	23%	(137)	15%	(88)	608
Employ: Private Sector	47%	(316)	27%	(179)	17%	(117)	9%	(62)	674
Employ: Government	41%	(63)	37%	(58)	17%	(26)	5%	(8)	155
Employ: Self-Employed	41%	(71)	24%	(41)	25%	(43)	11%	(19)	173
Employ: Homemaker	40%	(78)	24%	(47)	18%	(35)	18%	(35)	195
Employ: Student	38%	(39)	29%	(30)	25%	(26)	9%	(9)	104
Employ: Retired	45%	(220)	30%	(143)	15%	(73)	10%	(47)	483
Employ: Unemployed	29%	(62)	26%	(56)	24%	(51)	20%	(44)	213
Employ: Other	27%	(48)	17%	(30)	26%	(47)	30%	(54)	179
Military HH: Yes	51%	(193)	25%	(96)	18%	(69)	6%	(24)	382
Military HH: No	39%	(703)	27%	(489)	19%	(349)	14%	(254)	1795

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Table BRD13_5: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

Mainstream media

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	41%	(896)	27%	(585)	19%	(418)	13%	(278)	2177
RD/WT: Right Direction	54%	(463)	20%	(175)	17%	(143)	9%	(81)	861
RD/WT: Wrong Track	33%	(433)	31%	(410)	21%	(275)	15%	(198)	1316
Strongly Approve	58%	(268)	17%	(77)	17%	(77)	9%	(41)	465
Somewhat Approve	51%	(252)	19%	(96)	22%	(109)	8%	(40)	497
Somewhat Disapprove	46%	(130)	22%	(61)	22%	(62)	11%	(30)	284
Strongly Disapprove	27%	(215)	42%	(336)	19%	(149)	13%	(100)	801
Dont Know / No Opinion	23%	(31)	11%	(14)	15%	(20)	50%	(66)	131
#1 Issue: Economy	48%	(286)	23%	(134)	16%	(95)	13%	(79)	595
#1 Issue: Security	48%	(201)	21%	(86)	18%	(76)	13%	(52)	415
#1 Issue: Health Care	35%	(169)	33%	(156)	19%	(89)	13%	(64)	477
#1 Issue: Medicare / Social Security	38%	(102)	28%	(75)	22%	(61)	12%	(32)	270
#1 Issue: Women's Issues	32%	(31)	33%	(32)	20%	(19)	15%	(15)	97
#1 Issue: Education	38%	(54)	29%	(42)	28%	(40)	6%	(8)	144
#1 Issue: Energy	25%	(24)	40%	(38)	27%	(25)	8%	(8)	94
#1 Issue: Other	34%	(29)	27%	(22)	16%	(13)	24%	(20)	85
2016 Vote: Democrat Hillary Clinton	29%	(221)	41%	(319)	18%	(136)	13%	(99)	775
2016 Vote: Republican Donald Trump	60%	(438)	14%	(100)	19%	(142)	8%	(55)	736
2016 Vote: Someone else	42%	(70)	21%	(34)	21%	(35)	16%	(26)	165
2012 Vote: Barack Obama	32%	(279)	39%	(343)	17%	(152)	12%	(104)	878
2012 Vote: Mitt Romney	64%	(361)	11%	(60)	18%	(103)	8%	(44)	567
2012 Vote: Other	55%	(47)	11%	(10)	17%	(14)	17%	(15)	85
2012 Vote: Didn't Vote	32%	(209)	27%	(172)	23%	(149)	18%	(115)	644
4-Region: Northeast	41%	(164)	28%	(113)	20%	(78)	11%	(42)	397
4-Region: Midwest	40%	(186)	26%	(120)	20%	(93)	15%	(69)	469
4-Region: South	40%	(324)	27%	(217)	19%	(154)	14%	(110)	806
4-Region: West	44%	(221)	27%	(135)	18%	(93)	11%	(57)	506

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

Table BRD13_6: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*
Television

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	38%	(819)	33%	(712)	17%	(364)	13%	(282)	2177
Gender: Male	44%	(462)	33%	(345)	14%	(151)	9%	(90)	1048
Gender: Female	32%	(357)	33%	(367)	19%	(213)	17%	(192)	1129
Age: 18-29	32%	(153)	34%	(160)	23%	(109)	11%	(55)	475
Age: 30-44	38%	(206)	32%	(173)	15%	(84)	15%	(85)	549
Age: 45-54	36%	(137)	34%	(128)	14%	(53)	17%	(64)	382
Age: 55-64	43%	(163)	33%	(124)	15%	(55)	9%	(35)	377
Age: 65+	40%	(159)	32%	(126)	16%	(64)	11%	(44)	393
PID: Dem (no lean)	25%	(187)	44%	(334)	18%	(137)	13%	(98)	755
PID: Ind (no lean)	41%	(303)	28%	(210)	14%	(105)	17%	(124)	742
PID: Rep (no lean)	48%	(329)	25%	(168)	18%	(122)	9%	(60)	680
PID/Gender: Dem Men	32%	(111)	44%	(154)	16%	(54)	8%	(29)	349
PID/Gender: Dem Women	19%	(75)	44%	(180)	20%	(83)	17%	(68)	406
PID/Gender: Ind Men	46%	(158)	30%	(102)	12%	(41)	12%	(42)	343
PID/Gender: Ind Women	36%	(144)	27%	(107)	16%	(64)	21%	(83)	399
PID/Gender: Rep Men	54%	(192)	25%	(89)	16%	(56)	5%	(19)	355
PID/Gender: Rep Women	42%	(137)	25%	(80)	20%	(66)	13%	(41)	324
Tea Party: Supporter	45%	(269)	30%	(181)	18%	(108)	7%	(43)	600
Tea Party: Not Supporter	35%	(545)	34%	(528)	16%	(256)	15%	(236)	1565
Ideo: Liberal (1-3)	28%	(206)	43%	(315)	18%	(134)	10%	(73)	728
Ideo: Moderate (4)	35%	(192)	36%	(195)	17%	(94)	11%	(61)	542
Ideo: Conservative (5-7)	54%	(360)	23%	(151)	15%	(101)	8%	(56)	668
Educ: < College	37%	(570)	30%	(465)	18%	(279)	15%	(236)	1549
Educ: Bachelors degree	40%	(165)	38%	(157)	13%	(53)	9%	(37)	411
Educ: Post-grad	39%	(84)	42%	(90)	15%	(32)	5%	(10)	216

Continued on next page

Table BRD13_6: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

Television

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	38%	(819)	33%	(712)	17%	(364)	13%	(282)	2177
Income: Under 50k	34%	(429)	32%	(404)	17%	(213)	16%	(200)	1245
Income: 50k-100k	43%	(287)	31%	(212)	17%	(116)	9%	(60)	675
Income: 100k+	40%	(103)	38%	(97)	14%	(35)	9%	(23)	257
Ethnicity: White	40%	(693)	31%	(543)	16%	(276)	13%	(219)	1731
Ethnicity: Hispanic	37%	(121)	35%	(115)	15%	(49)	13%	(41)	326
Ethnicity: Afr. Am.	28%	(75)	38%	(101)	19%	(51)	15%	(39)	266
Ethnicity: Other	28%	(51)	38%	(68)	21%	(37)	14%	(24)	180
Relig: Protestant	44%	(228)	31%	(157)	15%	(75)	11%	(55)	515
Relig: Roman Catholic	40%	(191)	34%	(166)	19%	(90)	7%	(34)	480
Relig: Ath./Agn./None	34%	(204)	37%	(226)	12%	(73)	17%	(102)	605
Relig: Something Else	35%	(116)	28%	(92)	21%	(69)	16%	(52)	330
Relig: Evangelical	42%	(256)	27%	(164)	19%	(115)	12%	(71)	606
Relig: Non-Evang. Catholics	38%	(243)	36%	(226)	17%	(107)	9%	(56)	632
Relig: All Christian	40%	(499)	32%	(391)	18%	(222)	10%	(127)	1238
Relig: All Non-Christian	34%	(320)	34%	(318)	15%	(142)	17%	(154)	935
Community: Urban	36%	(207)	34%	(200)	17%	(97)	13%	(77)	581
Community: Suburban	38%	(375)	33%	(331)	16%	(158)	13%	(124)	988
Community: Rural	39%	(236)	30%	(181)	18%	(109)	13%	(82)	608
Employ: Private Sector	40%	(270)	32%	(213)	17%	(116)	11%	(75)	674
Employ: Government	38%	(60)	42%	(65)	13%	(20)	7%	(11)	155
Employ: Self-Employed	34%	(59)	33%	(58)	21%	(36)	11%	(20)	173
Employ: Homemaker	39%	(76)	27%	(52)	15%	(28)	20%	(38)	195
Employ: Student	35%	(37)	37%	(38)	18%	(18)	10%	(11)	104
Employ: Retired	41%	(200)	35%	(168)	14%	(69)	10%	(46)	483
Employ: Unemployed	31%	(67)	35%	(74)	16%	(34)	18%	(38)	213
Employ: Other	27%	(49)	24%	(44)	24%	(43)	24%	(44)	179
Military HH: Yes	47%	(181)	29%	(112)	17%	(67)	6%	(22)	382
Military HH: No	35%	(637)	33%	(600)	17%	(298)	14%	(260)	1795

Continued on next page

Table BRD13_6: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?
Television

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	38%	(819)	33%	(712)	17%	(364)	13%	(282)	2177
RD/WT: Right Direction	48%	(417)	27%	(231)	15%	(126)	10%	(88)	861
RD/WT: Wrong Track	30%	(401)	37%	(481)	18%	(238)	15%	(195)	1316
Strongly Approve	54%	(249)	24%	(109)	15%	(69)	8%	(36)	465
Somewhat Approve	46%	(227)	27%	(136)	17%	(84)	10%	(49)	497
Somewhat Disapprove	39%	(110)	34%	(96)	19%	(54)	8%	(24)	284
Strongly Disapprove	25%	(201)	43%	(347)	18%	(143)	14%	(110)	801
Dont Know / No Opinion	24%	(31)	18%	(23)	10%	(14)	48%	(63)	131
#1 Issue: Economy	42%	(251)	31%	(185)	13%	(78)	14%	(82)	595
#1 Issue: Security	47%	(196)	25%	(104)	15%	(63)	13%	(52)	415
#1 Issue: Health Care	31%	(150)	40%	(190)	16%	(77)	13%	(60)	477
#1 Issue: Medicare / Social Security	36%	(98)	35%	(95)	19%	(51)	10%	(26)	270
#1 Issue: Women's Issues	33%	(32)	37%	(35)	14%	(13)	16%	(16)	97
#1 Issue: Education	31%	(45)	31%	(45)	29%	(43)	8%	(12)	144
#1 Issue: Energy	25%	(24)	38%	(36)	25%	(24)	12%	(11)	94
#1 Issue: Other	27%	(23)	26%	(22)	20%	(17)	27%	(23)	85
2016 Vote: Democrat Hillary Clinton	25%	(194)	45%	(351)	17%	(132)	13%	(98)	775
2016 Vote: Republican Donald Trump	53%	(390)	23%	(168)	16%	(115)	9%	(64)	736
2016 Vote: Someone else	38%	(63)	31%	(51)	19%	(32)	12%	(20)	165
2012 Vote: Barack Obama	28%	(250)	44%	(387)	16%	(141)	11%	(100)	878
2012 Vote: Mitt Romney	56%	(318)	20%	(112)	16%	(90)	8%	(47)	567
2012 Vote: Other	46%	(40)	23%	(20)	11%	(9)	19%	(16)	85
2012 Vote: Didn't Vote	33%	(210)	30%	(193)	19%	(123)	18%	(119)	644
4-Region: Northeast	37%	(145)	36%	(142)	15%	(59)	13%	(51)	397
4-Region: Midwest	38%	(177)	30%	(139)	18%	(84)	15%	(70)	469
4-Region: South	37%	(299)	33%	(262)	18%	(143)	13%	(101)	806
4-Region: West	39%	(197)	34%	(170)	16%	(79)	12%	(60)	506

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

Table BRD13_7: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*
 Congress

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	37%	(799)	20%	(436)	28%	(606)	15%	(336)	2177
Gender: Male	42%	(445)	22%	(228)	25%	(258)	11%	(117)	1048
Gender: Female	31%	(354)	18%	(209)	31%	(348)	19%	(218)	1129
Age: 18-29	31%	(148)	26%	(125)	27%	(126)	16%	(76)	475
Age: 30-44	36%	(200)	22%	(119)	25%	(135)	17%	(95)	549
Age: 45-54	37%	(141)	19%	(72)	25%	(96)	19%	(74)	382
Age: 55-64	41%	(154)	17%	(65)	32%	(122)	10%	(37)	377
Age: 65+	40%	(156)	14%	(56)	32%	(127)	14%	(54)	393
PID: Dem (no lean)	22%	(169)	24%	(180)	39%	(294)	15%	(112)	755
PID: Ind (no lean)	39%	(291)	17%	(125)	25%	(186)	19%	(141)	742
PID: Rep (no lean)	50%	(339)	19%	(131)	19%	(126)	12%	(82)	680
PID/Gender: Dem Men	25%	(87)	27%	(94)	37%	(131)	11%	(37)	349
PID/Gender: Dem Women	20%	(82)	21%	(86)	40%	(163)	19%	(76)	406
PID/Gender: Ind Men	46%	(158)	19%	(65)	22%	(77)	13%	(44)	343
PID/Gender: Ind Women	33%	(133)	15%	(60)	27%	(109)	24%	(97)	399
PID/Gender: Rep Men	56%	(200)	19%	(69)	14%	(51)	10%	(37)	355
PID/Gender: Rep Women	43%	(140)	19%	(63)	23%	(76)	14%	(46)	324
Tea Party: Supporter	49%	(296)	22%	(134)	21%	(128)	7%	(43)	600
Tea Party: Not Supporter	32%	(498)	19%	(302)	31%	(478)	18%	(288)	1565
Ideo: Liberal (1-3)	24%	(178)	25%	(180)	39%	(287)	11%	(83)	728
Ideo: Moderate (4)	37%	(199)	21%	(112)	28%	(153)	14%	(78)	542
Ideo: Conservative (5-7)	56%	(371)	17%	(114)	17%	(113)	11%	(71)	668
Educ: < College	36%	(564)	19%	(293)	27%	(422)	17%	(270)	1549
Educ: Bachelors degree	39%	(162)	21%	(88)	27%	(109)	13%	(52)	411
Educ: Post-grad	34%	(73)	26%	(55)	34%	(75)	6%	(14)	216

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Table BRD13_7: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?
Congress

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	37%	(799)	20%	(436)	28%	(606)	15%	(336)	2177
Income: Under 50k	34%	(425)	19%	(240)	29%	(361)	18%	(220)	1245
Income: 50k-100k	39%	(265)	21%	(140)	27%	(180)	13%	(90)	675
Income: 100k+	42%	(109)	22%	(56)	26%	(66)	10%	(26)	257
Ethnicity: White	40%	(695)	19%	(321)	26%	(458)	15%	(258)	1731
Ethnicity: Hispanic	31%	(101)	27%	(89)	26%	(84)	16%	(51)	326
Ethnicity: Afr. Am.	20%	(53)	27%	(71)	36%	(96)	17%	(45)	266
Ethnicity: Other	29%	(51)	25%	(44)	29%	(53)	18%	(32)	180
Relig: Protestant	43%	(220)	20%	(105)	24%	(124)	13%	(66)	515
Relig: Roman Catholic	38%	(181)	25%	(119)	28%	(133)	10%	(46)	480
Relig: Ath./Agn./None	33%	(201)	18%	(112)	29%	(175)	19%	(117)	605
Relig: Something Else	35%	(115)	17%	(57)	29%	(97)	18%	(60)	330
Relig: Evangelical	40%	(245)	21%	(130)	24%	(144)	14%	(88)	606
Relig: Non-Evang. Catholics	37%	(236)	22%	(137)	30%	(189)	11%	(70)	632
Relig: All Christian	39%	(481)	22%	(267)	27%	(333)	13%	(157)	1238
Relig: All Non-Christian	34%	(317)	18%	(169)	29%	(272)	19%	(177)	935
Community: Urban	34%	(197)	23%	(135)	28%	(163)	15%	(86)	581
Community: Suburban	37%	(368)	20%	(194)	27%	(269)	16%	(156)	988
Community: Rural	38%	(234)	18%	(107)	29%	(174)	15%	(93)	608
Employ: Private Sector	43%	(290)	21%	(141)	25%	(167)	11%	(76)	674
Employ: Government	35%	(54)	29%	(44)	26%	(40)	11%	(17)	155
Employ: Self-Employed	35%	(61)	20%	(34)	31%	(53)	14%	(25)	173
Employ: Homemaker	33%	(65)	18%	(36)	25%	(49)	24%	(46)	195
Employ: Student	22%	(23)	35%	(36)	28%	(29)	16%	(16)	104
Employ: Retired	37%	(180)	17%	(84)	34%	(165)	11%	(54)	483
Employ: Unemployed	32%	(68)	18%	(38)	26%	(56)	23%	(50)	213
Employ: Other	32%	(58)	12%	(22)	27%	(48)	28%	(51)	179
Military HH: Yes	46%	(175)	18%	(69)	27%	(103)	9%	(35)	382
Military HH: No	35%	(624)	20%	(367)	28%	(503)	17%	(301)	1795

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Table BRD13_7: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

Congress

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	37%	(799)	20%	(436)	28%	(606)	15%	(336)	2177
RD/WT: Right Direction	50%	(427)	26%	(220)	13%	(108)	12%	(106)	861
RD/WT: Wrong Track	28%	(372)	16%	(217)	38%	(498)	17%	(229)	1316
Strongly Approve	52%	(243)	23%	(105)	16%	(74)	9%	(42)	465
Somewhat Approve	51%	(251)	19%	(95)	17%	(86)	13%	(64)	497
Somewhat Disapprove	41%	(116)	20%	(57)	24%	(68)	15%	(43)	284
Strongly Disapprove	20%	(162)	21%	(164)	45%	(363)	14%	(111)	801
Dont Know / No Opinion	21%	(28)	11%	(15)	11%	(14)	57%	(74)	131
#1 Issue: Economy	42%	(248)	19%	(113)	22%	(129)	18%	(105)	595
#1 Issue: Security	45%	(189)	20%	(83)	20%	(84)	14%	(59)	415
#1 Issue: Health Care	32%	(153)	21%	(100)	32%	(154)	15%	(70)	477
#1 Issue: Medicare / Social Security	29%	(79)	20%	(55)	38%	(103)	13%	(34)	270
#1 Issue: Women's Issues	32%	(31)	23%	(22)	32%	(31)	14%	(13)	97
#1 Issue: Education	33%	(47)	22%	(32)	32%	(46)	13%	(19)	144
#1 Issue: Energy	28%	(26)	22%	(21)	39%	(36)	11%	(11)	94
#1 Issue: Other	30%	(25)	13%	(11)	29%	(24)	28%	(24)	85
2016 Vote: Democrat Hillary Clinton	24%	(183)	22%	(174)	40%	(311)	14%	(108)	775
2016 Vote: Republican Donald Trump	54%	(401)	20%	(145)	16%	(118)	10%	(73)	736
2016 Vote: Someone else	36%	(59)	17%	(28)	25%	(42)	22%	(37)	165
2012 Vote: Barack Obama	28%	(247)	22%	(194)	36%	(316)	14%	(121)	878
2012 Vote: Mitt Romney	54%	(308)	18%	(104)	17%	(96)	10%	(59)	567
2012 Vote: Other	51%	(43)	10%	(8)	19%	(16)	21%	(18)	85
2012 Vote: Didn't Vote	31%	(199)	20%	(130)	28%	(177)	21%	(138)	644
4-Region: Northeast	34%	(135)	23%	(90)	28%	(113)	15%	(59)	397
4-Region: Midwest	38%	(176)	15%	(70)	30%	(143)	17%	(79)	469
4-Region: South	40%	(319)	20%	(157)	26%	(206)	15%	(123)	806
4-Region: West	33%	(168)	23%	(119)	29%	(144)	15%	(74)	506

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

Table BRD13_8: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*
President Trump

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	11%	(243)	31%	(683)	45%	(986)	12%	(266)	2177
Gender: Male	13%	(138)	36%	(373)	42%	(443)	9%	(94)	1048
Gender: Female	9%	(105)	27%	(309)	48%	(543)	15%	(172)	1129
Age: 18-29	18%	(85)	23%	(110)	49%	(234)	10%	(46)	475
Age: 30-44	11%	(62)	32%	(174)	41%	(227)	16%	(85)	549
Age: 45-54	10%	(39)	33%	(126)	41%	(157)	16%	(61)	382
Age: 55-64	9%	(35)	37%	(140)	46%	(173)	8%	(30)	377
Age: 65+	6%	(22)	34%	(133)	49%	(194)	11%	(44)	393
PID: Dem (no lean)	10%	(74)	11%	(83)	67%	(504)	12%	(94)	755
PID: Ind (no lean)	11%	(79)	29%	(212)	45%	(336)	16%	(115)	742
PID: Rep (no lean)	13%	(90)	57%	(387)	21%	(145)	8%	(56)	680
PID/Gender: Dem Men	11%	(40)	15%	(54)	64%	(222)	9%	(33)	349
PID/Gender: Dem Women	8%	(34)	7%	(29)	69%	(282)	15%	(61)	406
PID/Gender: Ind Men	11%	(37)	35%	(120)	42%	(145)	12%	(41)	343
PID/Gender: Ind Women	10%	(42)	23%	(91)	48%	(191)	19%	(74)	399
PID/Gender: Rep Men	17%	(61)	56%	(199)	21%	(75)	6%	(20)	355
PID/Gender: Rep Women	9%	(29)	58%	(189)	22%	(70)	11%	(36)	324
Tea Party: Supporter	17%	(101)	51%	(309)	25%	(152)	6%	(38)	600
Tea Party: Not Supporter	9%	(139)	24%	(372)	53%	(832)	14%	(223)	1565
Ideo: Liberal (1-3)	12%	(87)	18%	(132)	62%	(450)	8%	(59)	728
Ideo: Moderate (4)	13%	(72)	24%	(130)	51%	(276)	12%	(64)	542
Ideo: Conservative (5-7)	11%	(71)	57%	(378)	25%	(165)	8%	(53)	668
Educ: < College	12%	(187)	33%	(506)	41%	(634)	14%	(222)	1549
Educ: Bachelors degree	8%	(33)	30%	(122)	55%	(225)	7%	(31)	411
Educ: Post-grad	10%	(23)	25%	(55)	59%	(127)	6%	(13)	216

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Table BRD13_8: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

President Trump

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	11%	(243)	31%	(683)	45%	(986)	12%	(266)	2177
Income: Under 50k	12%	(150)	28%	(354)	44%	(553)	15%	(188)	1245
Income: 50k-100k	12%	(80)	36%	(241)	44%	(296)	8%	(57)	675
Income: 100k+	5%	(13)	34%	(87)	53%	(136)	8%	(20)	257
Ethnicity: White	11%	(189)	35%	(606)	43%	(737)	12%	(200)	1731
Ethnicity: Hispanic	19%	(63)	21%	(69)	48%	(155)	12%	(38)	326
Ethnicity: Afr. Am.	13%	(33)	14%	(36)	57%	(151)	17%	(45)	266
Ethnicity: Other	12%	(21)	22%	(40)	54%	(98)	12%	(21)	180
Relig: Protestant	6%	(30)	43%	(222)	40%	(205)	11%	(58)	515
Relig: Roman Catholic	16%	(77)	33%	(158)	44%	(212)	7%	(32)	480
Relig: Ath./Agn./None	12%	(73)	23%	(142)	49%	(298)	15%	(92)	605
Relig: Something Else	10%	(33)	24%	(78)	52%	(171)	14%	(47)	330
Relig: Evangelical	13%	(76)	41%	(248)	34%	(209)	12%	(74)	606
Relig: Non-Evang. Catholics	10%	(60)	34%	(215)	48%	(305)	8%	(52)	632
Relig: All Christian	11%	(136)	37%	(463)	41%	(514)	10%	(126)	1238
Relig: All Non-Christian	11%	(107)	24%	(220)	50%	(469)	15%	(139)	935
Community: Urban	15%	(84)	26%	(154)	47%	(276)	12%	(67)	581
Community: Suburban	10%	(97)	31%	(305)	48%	(473)	11%	(113)	988
Community: Rural	10%	(62)	37%	(224)	39%	(237)	14%	(86)	608
Employ: Private Sector	13%	(90)	33%	(225)	44%	(294)	10%	(65)	674
Employ: Government	8%	(13)	39%	(61)	47%	(73)	6%	(9)	155
Employ: Self-Employed	16%	(28)	28%	(49)	40%	(70)	15%	(26)	173
Employ: Homemaker	12%	(23)	29%	(57)	39%	(75)	20%	(40)	195
Employ: Student	13%	(14)	15%	(16)	62%	(65)	9%	(10)	104
Employ: Retired	5%	(26)	35%	(171)	51%	(246)	8%	(41)	483
Employ: Unemployed	14%	(29)	29%	(62)	40%	(84)	18%	(37)	213
Employ: Other	12%	(21)	24%	(42)	44%	(79)	21%	(37)	179
Military HH: Yes	14%	(55)	39%	(150)	38%	(146)	8%	(32)	382
Military HH: No	10%	(188)	30%	(533)	47%	(840)	13%	(234)	1795

Continued on next page

Table BRD13_8: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?
President Trump

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	11%	(243)	31%	(683)	45%	(986)	12%	(266)	2177
RD/WT: Right Direction	14%	(120)	57%	(493)	19%	(161)	10%	(87)	861
RD/WT: Wrong Track	9%	(123)	14%	(189)	63%	(825)	14%	(178)	1316
Strongly Approve	14%	(66)	69%	(321)	12%	(56)	5%	(23)	465
Somewhat Approve	11%	(55)	55%	(275)	23%	(114)	11%	(53)	497
Somewhat Disapprove	15%	(43)	11%	(30)	63%	(178)	11%	(32)	284
Strongly Disapprove	8%	(66)	5%	(42)	76%	(612)	10%	(80)	801
Dont Know / No Opinion	10%	(13)	12%	(15)	19%	(25)	59%	(77)	131
#1 Issue: Economy	11%	(67)	35%	(206)	40%	(239)	14%	(82)	595
#1 Issue: Security	11%	(46)	48%	(201)	32%	(132)	9%	(36)	415
#1 Issue: Health Care	11%	(52)	25%	(121)	51%	(243)	13%	(60)	477
#1 Issue: Medicare / Social Security	7%	(18)	31%	(83)	51%	(138)	11%	(30)	270
#1 Issue: Women's Issues	10%	(9)	21%	(20)	54%	(52)	16%	(15)	97
#1 Issue: Education	23%	(34)	19%	(27)	48%	(69)	10%	(15)	144
#1 Issue: Energy	11%	(10)	9%	(8)	72%	(68)	8%	(8)	94
#1 Issue: Other	7%	(6)	18%	(15)	51%	(43)	24%	(20)	85
2016 Vote: Democrat Hillary Clinton	11%	(84)	10%	(79)	68%	(528)	11%	(85)	775
2016 Vote: Republican Donald Trump	11%	(83)	62%	(455)	18%	(135)	9%	(63)	736
2016 Vote: Someone else	9%	(14)	16%	(27)	58%	(95)	18%	(29)	165
2012 Vote: Barack Obama	11%	(98)	17%	(148)	62%	(541)	10%	(91)	878
2012 Vote: Mitt Romney	10%	(56)	61%	(345)	20%	(114)	9%	(53)	567
2012 Vote: Other	10%	(8)	34%	(29)	33%	(28)	23%	(20)	85
2012 Vote: Didn't Vote	13%	(81)	25%	(160)	47%	(302)	16%	(101)	644
4-Region: Northeast	11%	(43)	29%	(116)	49%	(195)	11%	(43)	397
4-Region: Midwest	9%	(40)	34%	(160)	44%	(208)	13%	(60)	469
4-Region: South	12%	(98)	32%	(256)	42%	(341)	14%	(111)	806
4-Region: West	12%	(62)	30%	(151)	48%	(242)	10%	(51)	506

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

Table BRD13_9: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*
 K-12 Schools

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	34%	(746)	34%	(735)	12%	(260)	20%	(435)	2177
Gender: Male	40%	(422)	35%	(365)	9%	(95)	16%	(166)	1048
Gender: Female	29%	(324)	33%	(370)	15%	(165)	24%	(270)	1129
Age: 18-29	32%	(153)	36%	(173)	17%	(80)	15%	(70)	475
Age: 30-44	34%	(188)	36%	(195)	11%	(59)	19%	(106)	549
Age: 45-54	36%	(136)	30%	(116)	12%	(45)	22%	(86)	382
Age: 55-64	39%	(146)	29%	(111)	12%	(46)	20%	(75)	377
Age: 65+	31%	(123)	35%	(139)	8%	(32)	25%	(98)	393
PID: Dem (no lean)	22%	(167)	43%	(323)	14%	(109)	21%	(156)	755
PID: Ind (no lean)	37%	(274)	30%	(223)	11%	(78)	22%	(167)	742
PID: Rep (no lean)	45%	(306)	28%	(188)	11%	(73)	17%	(113)	680
PID/Gender: Dem Men	29%	(103)	42%	(147)	11%	(39)	17%	(61)	349
PID/Gender: Dem Women	16%	(64)	43%	(176)	17%	(71)	23%	(95)	406
PID/Gender: Ind Men	42%	(146)	34%	(115)	8%	(26)	16%	(56)	343
PID/Gender: Ind Women	32%	(128)	27%	(108)	13%	(52)	28%	(111)	399
PID/Gender: Rep Men	49%	(174)	29%	(103)	8%	(30)	14%	(49)	355
PID/Gender: Rep Women	41%	(132)	26%	(86)	13%	(43)	20%	(64)	324
Tea Party: Supporter	45%	(273)	31%	(188)	13%	(76)	11%	(63)	600
Tea Party: Not Supporter	30%	(467)	35%	(545)	12%	(184)	24%	(369)	1565
Ideo: Liberal (1-3)	27%	(193)	41%	(302)	15%	(109)	17%	(124)	728
Ideo: Moderate (4)	32%	(176)	38%	(208)	12%	(64)	17%	(93)	542
Ideo: Conservative (5-7)	49%	(330)	25%	(168)	9%	(61)	16%	(108)	668
Educ: < College	32%	(503)	32%	(489)	13%	(202)	23%	(356)	1549
Educ: Bachelors degree	39%	(159)	38%	(156)	9%	(37)	15%	(60)	411
Educ: Post-grad	39%	(85)	42%	(90)	10%	(22)	9%	(20)	216

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Table BRD13_9: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

K-12 Schools

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	34%	(746)	34%	(735)	12%	(260)	20%	(435)	2177
Income: Under 50k	30%	(374)	32%	(393)	15%	(181)	24%	(296)	1245
Income: 50k-100k	41%	(275)	36%	(244)	8%	(56)	15%	(100)	675
Income: 100k+	38%	(97)	38%	(98)	9%	(23)	15%	(39)	257
Ethnicity: White	37%	(646)	31%	(544)	11%	(185)	21%	(356)	1731
Ethnicity: Hispanic	33%	(109)	38%	(124)	12%	(40)	16%	(53)	326
Ethnicity: Afr. Am.	21%	(57)	44%	(118)	17%	(45)	17%	(46)	266
Ethnicity: Other	24%	(44)	40%	(72)	17%	(31)	19%	(34)	180
Relig: Protestant	40%	(205)	34%	(177)	9%	(46)	17%	(87)	515
Relig: Roman Catholic	40%	(190)	33%	(159)	12%	(56)	16%	(76)	480
Relig: Ath./Agn./None	31%	(187)	33%	(201)	10%	(62)	26%	(156)	605
Relig: Something Else	26%	(87)	40%	(130)	15%	(50)	19%	(62)	330
Relig: Evangelical	40%	(242)	30%	(181)	13%	(79)	17%	(104)	606
Relig: Non-Evang. Catholics	36%	(229)	35%	(221)	11%	(69)	18%	(113)	632
Relig: All Christian	38%	(471)	32%	(402)	12%	(149)	18%	(217)	1238
Relig: All Non-Christian	29%	(274)	35%	(331)	12%	(112)	23%	(218)	935
Community: Urban	34%	(200)	33%	(193)	14%	(81)	18%	(107)	581
Community: Suburban	34%	(337)	36%	(352)	10%	(98)	20%	(201)	988
Community: Rural	35%	(210)	31%	(190)	13%	(81)	21%	(127)	608
Employ: Private Sector	41%	(278)	33%	(224)	11%	(75)	15%	(98)	674
Employ: Government	34%	(53)	47%	(73)	11%	(17)	8%	(12)	155
Employ: Self-Employed	33%	(58)	33%	(57)	15%	(26)	19%	(33)	173
Employ: Homemaker	32%	(62)	32%	(63)	13%	(25)	23%	(45)	195
Employ: Student	31%	(32)	44%	(46)	12%	(13)	13%	(13)	104
Employ: Retired	34%	(166)	35%	(167)	9%	(44)	22%	(106)	483
Employ: Unemployed	23%	(50)	28%	(59)	16%	(35)	32%	(69)	213
Employ: Other	27%	(48)	25%	(45)	15%	(27)	33%	(59)	179
Military HH: Yes	39%	(148)	35%	(132)	12%	(47)	15%	(55)	382
Military HH: No	33%	(599)	34%	(602)	12%	(214)	21%	(380)	1795

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Table BRD13_9: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

K-12 Schools

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	34%	(746)	34%	(735)	12%	(260)	20%	(435)	2177
RD/WT: Right Direction	44%	(377)	29%	(254)	10%	(87)	17%	(144)	861
RD/WT: Wrong Track	28%	(369)	37%	(481)	13%	(174)	22%	(292)	1316
Strongly Approve	48%	(221)	27%	(125)	10%	(47)	15%	(72)	465
Somewhat Approve	43%	(215)	28%	(139)	11%	(56)	18%	(87)	497
Somewhat Disapprove	32%	(90)	41%	(116)	13%	(36)	15%	(42)	284
Strongly Disapprove	25%	(198)	42%	(333)	13%	(106)	20%	(164)	801
Dont Know / No Opinion	17%	(22)	17%	(23)	11%	(15)	54%	(71)	131
#1 Issue: Economy	39%	(231)	31%	(184)	11%	(64)	20%	(116)	595
#1 Issue: Security	44%	(183)	25%	(102)	12%	(49)	20%	(81)	415
#1 Issue: Health Care	24%	(114)	43%	(205)	11%	(53)	22%	(104)	477
#1 Issue: Medicare / Social Security	33%	(89)	34%	(92)	11%	(29)	23%	(61)	270
#1 Issue: Women's Issues	28%	(27)	36%	(35)	17%	(16)	20%	(19)	97
#1 Issue: Education	35%	(51)	35%	(50)	22%	(32)	8%	(12)	144
#1 Issue: Energy	34%	(32)	44%	(41)	10%	(9)	12%	(11)	94
#1 Issue: Other	24%	(20)	29%	(25)	10%	(9)	37%	(31)	85
2016 Vote: Democrat Hillary Clinton	24%	(188)	43%	(334)	13%	(102)	20%	(151)	775
2016 Vote: Republican Donald Trump	48%	(357)	26%	(190)	10%	(73)	16%	(116)	736
2016 Vote: Someone else	40%	(66)	32%	(53)	6%	(10)	22%	(37)	165
2012 Vote: Barack Obama	26%	(230)	42%	(369)	12%	(106)	20%	(173)	878
2012 Vote: Mitt Romney	51%	(291)	26%	(148)	8%	(46)	14%	(82)	567
2012 Vote: Other	46%	(39)	17%	(14)	12%	(10)	26%	(22)	85
2012 Vote: Didn't Vote	29%	(185)	32%	(203)	15%	(99)	24%	(157)	644
4-Region: Northeast	35%	(141)	35%	(141)	12%	(46)	18%	(70)	397
4-Region: Midwest	35%	(162)	31%	(147)	12%	(58)	22%	(102)	469
4-Region: South	31%	(250)	35%	(279)	12%	(98)	22%	(179)	806
4-Region: West	38%	(193)	33%	(168)	12%	(59)	17%	(85)	506

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

Table BRD13_10: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*
Colleges / Universities

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	39%	(843)	30%	(662)	14%	(296)	17%	(376)	2177
Gender: Male	47%	(489)	32%	(332)	11%	(113)	11%	(113)	1048
Gender: Female	31%	(354)	29%	(330)	16%	(183)	23%	(263)	1129
Age: 18-29	33%	(157)	36%	(172)	19%	(91)	12%	(55)	475
Age: 30-44	39%	(213)	31%	(169)	13%	(71)	17%	(94)	549
Age: 45-54	39%	(149)	28%	(108)	10%	(38)	23%	(88)	382
Age: 55-64	42%	(157)	29%	(109)	14%	(53)	15%	(58)	377
Age: 65+	42%	(166)	26%	(103)	11%	(43)	21%	(81)	393
PID: Dem (no lean)	24%	(180)	42%	(319)	15%	(113)	19%	(144)	755
PID: Ind (no lean)	41%	(307)	26%	(191)	13%	(100)	20%	(145)	742
PID: Rep (no lean)	52%	(356)	22%	(152)	12%	(84)	13%	(88)	680
PID/Gender: Dem Men	31%	(109)	45%	(157)	12%	(42)	12%	(41)	349
PID/Gender: Dem Women	17%	(71)	40%	(161)	17%	(71)	25%	(103)	406
PID/Gender: Ind Men	51%	(176)	26%	(91)	10%	(35)	12%	(41)	343
PID/Gender: Ind Women	33%	(131)	25%	(100)	16%	(64)	26%	(104)	399
PID/Gender: Rep Men	57%	(204)	24%	(84)	10%	(36)	9%	(32)	355
PID/Gender: Rep Women	47%	(152)	21%	(68)	15%	(48)	17%	(56)	324
Tea Party: Supporter	47%	(284)	28%	(168)	15%	(89)	10%	(59)	600
Tea Party: Not Supporter	35%	(553)	31%	(492)	13%	(206)	20%	(313)	1565
Ideo: Liberal (1-3)	29%	(209)	41%	(300)	17%	(125)	13%	(94)	728
Ideo: Moderate (4)	37%	(201)	33%	(180)	12%	(67)	17%	(94)	542
Ideo: Conservative (5-7)	58%	(385)	21%	(138)	10%	(68)	12%	(77)	668
Educ: < College	36%	(564)	28%	(428)	15%	(239)	21%	(319)	1549
Educ: Bachelors degree	43%	(176)	37%	(151)	9%	(38)	11%	(46)	411
Educ: Post-grad	48%	(103)	38%	(83)	9%	(19)	5%	(12)	216

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Table BRD13_10: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

Colleges / Universities

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	39%	(843)	30%	(662)	14%	(296)	17%	(376)	2177
Income: Under 50k	34%	(426)	28%	(346)	16%	(199)	22%	(274)	1245
Income: 50k-100k	45%	(305)	33%	(225)	10%	(67)	11%	(77)	675
Income: 100k+	44%	(112)	35%	(91)	11%	(29)	10%	(25)	257
Ethnicity: White	42%	(730)	28%	(487)	12%	(211)	18%	(304)	1731
Ethnicity: Hispanic	36%	(118)	35%	(116)	16%	(53)	12%	(39)	326
Ethnicity: Afr. Am.	21%	(55)	41%	(109)	20%	(52)	18%	(49)	266
Ethnicity: Other	32%	(58)	36%	(65)	19%	(34)	13%	(24)	180
Relig: Protestant	47%	(244)	26%	(135)	11%	(58)	15%	(79)	515
Relig: Roman Catholic	41%	(198)	32%	(156)	16%	(76)	11%	(51)	480
Relig: Ath./Agn./None	36%	(217)	32%	(195)	12%	(70)	20%	(122)	605
Relig: Something Else	31%	(101)	33%	(107)	15%	(51)	22%	(71)	330
Relig: Evangelical	42%	(257)	26%	(160)	16%	(96)	15%	(93)	606
Relig: Non-Evang. Catholics	42%	(266)	31%	(197)	13%	(80)	14%	(90)	632
Relig: All Christian	42%	(524)	29%	(357)	14%	(175)	15%	(182)	1238
Relig: All Non-Christian	34%	(318)	32%	(302)	13%	(121)	21%	(193)	935
Community: Urban	36%	(207)	34%	(200)	15%	(90)	15%	(84)	581
Community: Suburban	38%	(379)	30%	(301)	12%	(123)	19%	(185)	988
Community: Rural	42%	(257)	26%	(161)	14%	(83)	18%	(107)	608
Employ: Private Sector	44%	(294)	32%	(216)	11%	(76)	13%	(88)	674
Employ: Government	42%	(65)	42%	(65)	10%	(15)	7%	(10)	155
Employ: Self-Employed	35%	(61)	30%	(53)	18%	(32)	16%	(28)	173
Employ: Homemaker	35%	(69)	28%	(55)	15%	(29)	21%	(42)	195
Employ: Student	37%	(39)	40%	(42)	14%	(15)	9%	(9)	104
Employ: Retired	42%	(202)	27%	(129)	13%	(65)	18%	(86)	483
Employ: Unemployed	30%	(64)	27%	(57)	16%	(33)	28%	(59)	213
Employ: Other	27%	(48)	25%	(45)	17%	(31)	30%	(54)	179
Military HH: Yes	50%	(190)	23%	(87)	15%	(57)	13%	(48)	382
Military HH: No	36%	(652)	32%	(574)	13%	(240)	18%	(329)	1795

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Table BRD13_10: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?
Colleges / Universities

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	39%	(843)	30%	(662)	14%	(296)	17%	(376)	2177
RD/WT: Right Direction	50%	(428)	25%	(217)	13%	(108)	13%	(109)	861
RD/WT: Wrong Track	31%	(414)	34%	(445)	14%	(189)	20%	(268)	1316
Strongly Approve	56%	(260)	22%	(102)	10%	(48)	12%	(55)	465
Somewhat Approve	49%	(243)	23%	(116)	15%	(72)	13%	(65)	497
Somewhat Disapprove	37%	(106)	34%	(96)	12%	(34)	17%	(47)	284
Strongly Disapprove	27%	(215)	40%	(321)	16%	(127)	17%	(137)	801
Dont Know / No Opinion	14%	(19)	20%	(26)	11%	(14)	55%	(72)	131
#1 Issue: Economy	47%	(278)	27%	(159)	11%	(65)	15%	(92)	595
#1 Issue: Security	47%	(196)	23%	(95)	13%	(52)	18%	(73)	415
#1 Issue: Health Care	30%	(144)	35%	(169)	14%	(68)	20%	(95)	477
#1 Issue: Medicare / Social Security	35%	(94)	32%	(86)	14%	(39)	19%	(52)	270
#1 Issue: Women's Issues	27%	(26)	34%	(32)	24%	(23)	15%	(15)	97
#1 Issue: Education	39%	(56)	32%	(47)	19%	(28)	9%	(14)	144
#1 Issue: Energy	28%	(26)	55%	(52)	10%	(9)	8%	(7)	94
#1 Issue: Other	26%	(22)	26%	(22)	14%	(12)	34%	(29)	85
2016 Vote: Democrat Hillary Clinton	24%	(189)	43%	(334)	14%	(110)	18%	(142)	775
2016 Vote: Republican Donald Trump	56%	(413)	21%	(152)	12%	(89)	11%	(83)	736
2016 Vote: Someone else	49%	(80)	23%	(38)	8%	(13)	21%	(34)	165
2012 Vote: Barack Obama	29%	(255)	40%	(347)	13%	(114)	18%	(162)	878
2012 Vote: Mitt Romney	59%	(335)	19%	(106)	11%	(64)	11%	(62)	567
2012 Vote: Other	52%	(45)	17%	(15)	10%	(8)	21%	(17)	85
2012 Vote: Didn't Vote	32%	(207)	30%	(193)	17%	(109)	21%	(135)	644
4-Region: Northeast	44%	(177)	26%	(104)	13%	(51)	16%	(65)	397
4-Region: Midwest	40%	(185)	28%	(130)	12%	(58)	20%	(95)	469
4-Region: South	36%	(290)	33%	(269)	14%	(109)	17%	(137)	806
4-Region: West	38%	(190)	31%	(159)	15%	(77)	16%	(80)	506

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

Table BRD13_11: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*

The entertainment industry

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	36%	(782)	34%	(733)	16%	(346)	14%	(316)	2177
Gender: Male	42%	(441)	35%	(369)	13%	(132)	10%	(105)	1048
Gender: Female	30%	(341)	32%	(364)	19%	(214)	19%	(210)	1129
Age: 18-29	30%	(141)	34%	(159)	22%	(105)	15%	(71)	475
Age: 30-44	35%	(193)	35%	(190)	15%	(81)	15%	(84)	549
Age: 45-54	37%	(140)	33%	(124)	14%	(53)	17%	(66)	382
Age: 55-64	41%	(153)	35%	(131)	14%	(54)	10%	(39)	377
Age: 65+	40%	(156)	32%	(128)	14%	(54)	14%	(56)	393
PID: Dem (no lean)	20%	(153)	47%	(358)	17%	(126)	16%	(118)	755
PID: Ind (no lean)	38%	(285)	31%	(227)	14%	(101)	17%	(129)	742
PID: Rep (no lean)	51%	(344)	22%	(147)	18%	(120)	10%	(68)	680
PID/Gender: Dem Men	26%	(92)	50%	(176)	13%	(46)	10%	(35)	349
PID/Gender: Dem Women	15%	(61)	45%	(182)	20%	(80)	21%	(83)	406
PID/Gender: Ind Men	44%	(153)	33%	(112)	10%	(35)	13%	(44)	343
PID/Gender: Ind Women	33%	(133)	29%	(116)	16%	(66)	21%	(85)	399
PID/Gender: Rep Men	55%	(196)	23%	(81)	15%	(52)	7%	(26)	355
PID/Gender: Rep Women	46%	(148)	20%	(66)	21%	(68)	13%	(42)	324
Tea Party: Supporter	45%	(272)	29%	(176)	18%	(110)	7%	(43)	600
Tea Party: Not Supporter	32%	(504)	35%	(555)	15%	(236)	17%	(271)	1565
Ideo: Liberal (1-3)	26%	(192)	47%	(339)	17%	(121)	10%	(75)	728
Ideo: Moderate (4)	34%	(182)	37%	(200)	15%	(81)	14%	(78)	542
Ideo: Conservative (5-7)	56%	(373)	19%	(129)	16%	(104)	9%	(61)	668
Educ: < College	34%	(526)	32%	(494)	17%	(262)	17%	(267)	1549
Educ: Bachelors degree	42%	(171)	37%	(152)	12%	(51)	9%	(37)	411
Educ: Post-grad	39%	(85)	40%	(86)	15%	(33)	6%	(12)	216

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Table BRD13_11: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

The entertainment industry

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	36%	(782)	34%	(733)	16%	(346)	14%	(316)	2177
Income: Under 50k	31%	(386)	34%	(427)	16%	(204)	18%	(229)	1245
Income: 50k-100k	43%	(292)	31%	(206)	16%	(110)	10%	(67)	675
Income: 100k+	41%	(104)	39%	(100)	13%	(33)	8%	(20)	257
Ethnicity: White	40%	(685)	32%	(556)	15%	(253)	14%	(238)	1731
Ethnicity: Hispanic	33%	(107)	36%	(116)	18%	(58)	14%	(45)	326
Ethnicity: Afr. Am.	21%	(55)	37%	(99)	23%	(60)	19%	(52)	266
Ethnicity: Other	24%	(43)	43%	(78)	18%	(33)	15%	(26)	180
Relig: Protestant	46%	(238)	28%	(145)	15%	(76)	11%	(56)	515
Relig: Roman Catholic	39%	(189)	37%	(179)	13%	(64)	10%	(48)	480
Relig: Ath./Agn./None	31%	(186)	36%	(220)	14%	(85)	19%	(115)	605
Relig: Something Else	31%	(102)	32%	(104)	19%	(63)	18%	(61)	330
Relig: Evangelical	41%	(246)	30%	(180)	18%	(108)	12%	(72)	606
Relig: Non-Evang. Catholics	39%	(248)	36%	(225)	14%	(91)	11%	(68)	632
Relig: All Christian	40%	(494)	33%	(405)	16%	(199)	11%	(140)	1238
Relig: All Non-Christian	31%	(288)	35%	(324)	16%	(147)	19%	(175)	935
Community: Urban	33%	(191)	37%	(216)	16%	(93)	14%	(82)	581
Community: Suburban	38%	(371)	34%	(333)	15%	(150)	13%	(133)	988
Community: Rural	36%	(220)	30%	(184)	17%	(104)	17%	(100)	608
Employ: Private Sector	39%	(264)	35%	(235)	15%	(104)	11%	(72)	674
Employ: Government	40%	(62)	42%	(66)	9%	(14)	9%	(14)	155
Employ: Self-Employed	35%	(60)	32%	(55)	18%	(31)	16%	(27)	173
Employ: Homemaker	33%	(64)	29%	(57)	19%	(37)	19%	(37)	195
Employ: Student	30%	(31)	33%	(35)	26%	(27)	11%	(11)	104
Employ: Retired	39%	(191)	36%	(173)	14%	(66)	11%	(54)	483
Employ: Unemployed	30%	(64)	30%	(64)	17%	(36)	23%	(49)	213
Employ: Other	26%	(46)	27%	(49)	18%	(32)	29%	(52)	179
Military HH: Yes	46%	(177)	32%	(123)	14%	(52)	8%	(31)	382
Military HH: No	34%	(605)	34%	(610)	16%	(295)	16%	(285)	1795

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Table BRD13_11: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

The entertainment industry

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	36%	(782)	34%	(733)	16%	(346)	14%	(316)	2177
RD/WT: Right Direction	48%	(415)	27%	(235)	14%	(122)	10%	(89)	861
RD/WT: Wrong Track	28%	(367)	38%	(498)	17%	(225)	17%	(226)	1316
Strongly Approve	55%	(257)	21%	(96)	16%	(74)	8%	(38)	465
Somewhat Approve	46%	(230)	26%	(130)	15%	(77)	12%	(61)	497
Somewhat Disapprove	36%	(101)	39%	(110)	15%	(44)	10%	(29)	284
Strongly Disapprove	21%	(166)	47%	(374)	17%	(136)	16%	(125)	801
Dont Know / No Opinion	22%	(29)	18%	(23)	13%	(17)	47%	(62)	131
#1 Issue: Economy	39%	(229)	34%	(201)	13%	(80)	14%	(85)	595
#1 Issue: Security	45%	(189)	25%	(105)	15%	(63)	14%	(59)	415
#1 Issue: Health Care	31%	(146)	37%	(178)	16%	(78)	15%	(74)	477
#1 Issue: Medicare / Social Security	32%	(88)	37%	(99)	16%	(44)	15%	(39)	270
#1 Issue: Women's Issues	27%	(26)	39%	(38)	18%	(17)	15%	(15)	97
#1 Issue: Education	36%	(51)	33%	(48)	21%	(30)	10%	(15)	144
#1 Issue: Energy	29%	(27)	42%	(39)	24%	(23)	6%	(6)	94
#1 Issue: Other	30%	(26)	29%	(24)	12%	(10)	28%	(24)	85
2016 Vote: Democrat Hillary Clinton	22%	(168)	49%	(382)	15%	(115)	14%	(110)	775
2016 Vote: Republican Donald Trump	56%	(413)	19%	(142)	16%	(118)	9%	(64)	736
2016 Vote: Someone else	35%	(58)	32%	(53)	14%	(23)	19%	(31)	165
2012 Vote: Barack Obama	25%	(221)	47%	(415)	14%	(123)	14%	(119)	878
2012 Vote: Mitt Romney	59%	(332)	18%	(100)	16%	(89)	8%	(46)	567
2012 Vote: Other	46%	(39)	17%	(15)	14%	(12)	22%	(19)	85
2012 Vote: Didn't Vote	29%	(189)	31%	(202)	19%	(121)	20%	(131)	644
4-Region: Northeast	36%	(142)	35%	(138)	15%	(61)	14%	(56)	397
4-Region: Midwest	36%	(171)	35%	(162)	14%	(66)	15%	(71)	469
4-Region: South	36%	(291)	31%	(252)	18%	(144)	15%	(119)	806
4-Region: West	36%	(180)	36%	(181)	15%	(76)	14%	(69)	506

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

Table BRD13_12: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*

Sports franchises

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	28%	(607)	35%	(757)	15%	(332)	22%	(481)	2177
Gender: Male	33%	(344)	40%	(420)	12%	(129)	15%	(154)	1048
Gender: Female	23%	(263)	30%	(337)	18%	(203)	29%	(326)	1129
Age: 18-29	24%	(113)	36%	(173)	21%	(101)	18%	(88)	475
Age: 30-44	31%	(168)	33%	(183)	14%	(77)	22%	(120)	549
Age: 45-54	27%	(103)	38%	(144)	13%	(48)	23%	(87)	382
Age: 55-64	32%	(122)	34%	(127)	14%	(54)	20%	(75)	377
Age: 65+	25%	(100)	33%	(130)	13%	(51)	28%	(111)	393
PID: Dem (no lean)	19%	(141)	40%	(302)	19%	(142)	23%	(170)	755
PID: Ind (no lean)	27%	(200)	32%	(236)	15%	(110)	26%	(196)	742
PID: Rep (no lean)	39%	(267)	32%	(219)	12%	(80)	17%	(114)	680
PID/Gender: Dem Men	23%	(81)	50%	(175)	13%	(44)	14%	(49)	349
PID/Gender: Dem Women	15%	(59)	31%	(127)	24%	(98)	30%	(122)	406
PID/Gender: Ind Men	31%	(107)	37%	(126)	13%	(43)	19%	(67)	343
PID/Gender: Ind Women	23%	(93)	28%	(110)	17%	(67)	32%	(129)	399
PID/Gender: Rep Men	44%	(156)	34%	(119)	12%	(42)	11%	(39)	355
PID/Gender: Rep Women	34%	(111)	31%	(100)	12%	(38)	23%	(75)	324
Tea Party: Supporter	37%	(220)	34%	(204)	17%	(99)	13%	(77)	600
Tea Party: Not Supporter	25%	(385)	35%	(549)	15%	(233)	25%	(399)	1565
Ideo: Liberal (1-3)	21%	(153)	40%	(289)	22%	(162)	17%	(124)	728
Ideo: Moderate (4)	27%	(146)	39%	(209)	13%	(69)	22%	(117)	542
Ideo: Conservative (5-7)	41%	(271)	31%	(207)	11%	(71)	18%	(118)	668
Educ: < College	27%	(419)	33%	(510)	16%	(244)	24%	(377)	1549
Educ: Bachelors degree	30%	(123)	39%	(162)	13%	(52)	18%	(75)	411
Educ: Post-grad	30%	(65)	39%	(85)	17%	(37)	14%	(29)	216

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Table BRD13_12: In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?

Sports franchises

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	28%	(607)	35%	(757)	15%	(332)	22%	(481)	2177
Income: Under 50k	26%	(318)	31%	(387)	17%	(207)	27%	(333)	1245
Income: 50k-100k	33%	(221)	38%	(256)	13%	(90)	16%	(108)	675
Income: 100k+	26%	(68)	45%	(115)	14%	(35)	15%	(39)	257
Ethnicity: White	30%	(514)	33%	(574)	15%	(258)	22%	(386)	1731
Ethnicity: Hispanic	28%	(91)	34%	(112)	20%	(64)	18%	(59)	326
Ethnicity: Afr. Am.	21%	(56)	43%	(114)	15%	(40)	21%	(56)	266
Ethnicity: Other	21%	(38)	38%	(69)	19%	(34)	22%	(39)	180
Relig: Protestant	32%	(166)	34%	(174)	13%	(66)	21%	(109)	515
Relig: Roman Catholic	32%	(153)	39%	(185)	14%	(69)	15%	(74)	480
Relig: Ath./Agn./None	24%	(145)	36%	(215)	14%	(87)	26%	(158)	605
Relig: Something Else	22%	(74)	35%	(117)	20%	(64)	23%	(75)	330
Relig: Evangelical	33%	(202)	30%	(182)	16%	(96)	21%	(126)	606
Relig: Non-Evang. Catholics	29%	(185)	38%	(242)	13%	(85)	19%	(120)	632
Relig: All Christian	31%	(387)	34%	(424)	15%	(181)	20%	(247)	1238
Relig: All Non-Christian	23%	(219)	36%	(332)	16%	(151)	25%	(232)	935
Community: Urban	28%	(163)	37%	(217)	17%	(100)	18%	(102)	581
Community: Suburban	27%	(269)	35%	(346)	14%	(141)	24%	(232)	988
Community: Rural	29%	(176)	32%	(194)	15%	(91)	24%	(146)	608
Employ: Private Sector	33%	(219)	38%	(258)	13%	(90)	16%	(107)	674
Employ: Government	27%	(42)	43%	(67)	17%	(26)	13%	(19)	155
Employ: Self-Employed	32%	(55)	27%	(47)	21%	(37)	20%	(35)	173
Employ: Homemaker	24%	(46)	36%	(70)	14%	(27)	27%	(52)	195
Employ: Student	29%	(30)	34%	(35)	21%	(22)	16%	(17)	104
Employ: Retired	28%	(133)	34%	(165)	14%	(69)	24%	(117)	483
Employ: Unemployed	24%	(51)	29%	(62)	15%	(32)	32%	(67)	213
Employ: Other	17%	(30)	29%	(53)	16%	(29)	37%	(67)	179
Military HH: Yes	36%	(138)	33%	(125)	12%	(48)	19%	(72)	382
Military HH: No	26%	(469)	35%	(633)	16%	(284)	23%	(409)	1795

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Table BRD13_12: *In general, do you think each of the following are currently too politically correct, not politically correct enough, or are they about right?*
Sports franchises

Demographic	Too politically correct		About right		Not politically correct enough		Don't Know / No Opinion		Total N
Adults	28%	(607)	35%	(757)	15%	(332)	22%	(481)	2177
RD/WT: Right Direction	36%	(310)	37%	(318)	10%	(85)	17%	(149)	861
RD/WT: Wrong Track	23%	(297)	33%	(439)	19%	(247)	25%	(332)	1316
Strongly Approve	44%	(206)	31%	(142)	10%	(46)	15%	(70)	465
Somewhat Approve	32%	(159)	36%	(180)	12%	(62)	19%	(96)	497
Somewhat Disapprove	28%	(80)	39%	(112)	14%	(40)	18%	(52)	284
Strongly Disapprove	18%	(140)	37%	(299)	22%	(175)	23%	(186)	801
Dont Know / No Opinion	16%	(21)	18%	(23)	7%	(10)	59%	(77)	131
#1 Issue: Economy	30%	(181)	35%	(209)	13%	(77)	22%	(129)	595
#1 Issue: Security	33%	(136)	34%	(140)	12%	(48)	22%	(91)	415
#1 Issue: Health Care	23%	(110)	38%	(179)	15%	(71)	24%	(116)	477
#1 Issue: Medicare / Social Security	28%	(75)	34%	(93)	16%	(42)	22%	(60)	270
#1 Issue: Women's Issues	21%	(20)	31%	(30)	31%	(30)	17%	(17)	97
#1 Issue: Education	29%	(42)	35%	(50)	21%	(30)	15%	(22)	144
#1 Issue: Energy	29%	(27)	35%	(33)	22%	(21)	15%	(14)	94
#1 Issue: Other	20%	(17)	28%	(24)	16%	(13)	37%	(31)	85
2016 Vote: Democrat Hillary Clinton	20%	(156)	40%	(311)	19%	(147)	21%	(160)	775
2016 Vote: Republican Donald Trump	39%	(289)	33%	(243)	11%	(81)	17%	(123)	736
2016 Vote: Someone else	28%	(46)	31%	(52)	15%	(25)	25%	(42)	165
2012 Vote: Barack Obama	23%	(202)	42%	(369)	15%	(133)	20%	(174)	878
2012 Vote: Mitt Romney	42%	(239)	30%	(167)	12%	(67)	17%	(94)	567
2012 Vote: Other	32%	(27)	30%	(25)	13%	(11)	26%	(22)	85
2012 Vote: Didn't Vote	22%	(139)	30%	(195)	19%	(121)	29%	(190)	644
4-Region: Northeast	26%	(105)	38%	(150)	15%	(60)	21%	(82)	397
4-Region: Midwest	27%	(128)	34%	(160)	14%	(67)	24%	(113)	469
4-Region: South	28%	(227)	32%	(257)	16%	(128)	24%	(193)	806
4-Region: West	29%	(146)	38%	(191)	15%	(76)	18%	(92)	506

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

Table BRD14: *In your opinion, has the country become more or less politically correct since the election of President Trump?*

Demographic	Much less politically correct	Somewhat less politically correct	About the same	Somewhat more politically correct	Much more politically correct	Don't Know / No Opinion	Total N
Adults	34% (734)	21% (454)	22% (479)	7% (150)	6% (138)	10% (223)	2177
Gender: Male	33% (342)	24% (253)	23% (242)	6% (68)	7% (76)	6% (68)	1048
Gender: Female	35% (392)	18% (201)	21% (237)	7% (82)	6% (62)	14% (155)	1129
Age: 18-29	33% (156)	21% (101)	19% (90)	8% (36)	7% (34)	12% (58)	475
Age: 30-44	32% (177)	21% (114)	24% (134)	7% (36)	6% (34)	10% (54)	549
Age: 45-54	34% (129)	18% (70)	22% (84)	7% (28)	5% (19)	14% (54)	382
Age: 55-64	35% (132)	20% (76)	23% (88)	7% (25)	8% (31)	7% (26)	377
Age: 65+	36% (140)	24% (93)	21% (84)	6% (25)	5% (21)	8% (32)	393
PID: Dem (no lean)	53% (402)	17% (126)	13% (99)	4% (34)	4% (28)	9% (66)	755
PID: Ind (no lean)	28% (208)	23% (173)	21% (159)	7% (52)	6% (42)	15% (108)	742
PID: Rep (no lean)	18% (123)	23% (155)	33% (221)	9% (63)	10% (68)	7% (49)	680
PID/Gender: Dem Men	53% (186)	19% (67)	15% (52)	4% (15)	3% (12)	5% (17)	349
PID/Gender: Dem Women	53% (217)	15% (59)	12% (47)	5% (18)	4% (16)	12% (49)	406
PID/Gender: Ind Men	26% (90)	26% (89)	25% (86)	7% (23)	6% (20)	10% (35)	343
PID/Gender: Ind Women	30% (118)	21% (84)	18% (72)	7% (30)	6% (22)	18% (73)	399
PID/Gender: Rep Men	19% (66)	27% (97)	29% (104)	8% (30)	12% (44)	4% (15)	355
PID/Gender: Rep Women	18% (57)	18% (58)	36% (118)	10% (34)	7% (24)	10% (33)	324
Tea Party: Supporter	26% (154)	26% (158)	25% (148)	8% (49)	11% (63)	5% (28)	600
Tea Party: Not Supporter	37% (578)	19% (296)	21% (326)	6% (99)	5% (74)	12% (193)	1565
Ideo: Liberal (1-3)	52% (377)	18% (134)	13% (97)	6% (46)	6% (42)	4% (31)	728
Ideo: Moderate (4)	34% (183)	21% (115)	23% (124)	8% (41)	6% (30)	9% (49)	542
Ideo: Conservative (5-7)	18% (117)	26% (175)	33% (222)	8% (51)	8% (54)	7% (49)	668
Educ: < College	32% (489)	20% (311)	23% (349)	7% (110)	7% (101)	12% (190)	1549
Educ: Bachelors degree	36% (147)	23% (93)	23% (93)	6% (24)	6% (26)	7% (29)	411
Educ: Post-grad	45% (98)	23% (51)	17% (37)	7% (16)	5% (11)	2% (4)	216
Income: Under 50k	33% (413)	19% (235)	21% (257)	7% (86)	7% (83)	14% (171)	1245
Income: 50k-100k	35% (236)	23% (154)	24% (159)	8% (56)	5% (34)	5% (36)	675
Income: 100k+	33% (84)	25% (65)	24% (62)	3% (8)	8% (21)	6% (17)	257

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Table BRD14: *In your opinion, has the country become more or less politically correct since the election of President Trump?*

Demographic	Much less politically correct	Somewhat less politically correct	About the same	Somewhat more politically correct	Much more politically correct	Don't Know / No Opinion	Total N
Adults	34% (734)	21% (454)	22% (479)	7% (150)	6% (138)	10% (223)	2177
Ethnicity: White	31% (534)	22% (377)	24% (408)	7% (124)	7% (115)	10% (172)	1731
Ethnicity: Hispanic	42% (136)	20% (64)	19% (60)	7% (23)	4% (12)	9% (31)	326
Ethnicity: Afr. Am.	47% (126)	17% (46)	16% (44)	5% (13)	4% (12)	10% (26)	266
Ethnicity: Other	41% (73)	17% (31)	15% (27)	7% (12)	6% (11)	14% (25)	180
Relig: Protestant	31% (161)	24% (121)	26% (131)	6% (31)	6% (31)	8% (39)	515
Relig: Roman Catholic	32% (151)	26% (125)	22% (107)	9% (43)	6% (31)	5% (23)	480
Relig: Ath./Agn./None	36% (218)	18% (106)	20% (119)	6% (34)	7% (42)	14% (85)	605
Relig: Something Else	38% (126)	18% (59)	20% (64)	6% (20)	5% (18)	13% (43)	330
Relig: Evangelical	28% (169)	21% (128)	28% (167)	8% (49)	7% (45)	8% (50)	606
Relig: Non-Evang. Catholics	35% (220)	25% (160)	20% (129)	7% (45)	5% (34)	7% (44)	632
Relig: All Christian	31% (389)	23% (288)	24% (296)	8% (94)	6% (79)	8% (94)	1238
Relig: All Non-Christian	37% (344)	18% (165)	20% (183)	6% (55)	6% (59)	14% (128)	935
Community: Urban	39% (230)	19% (110)	19% (112)	8% (47)	6% (34)	9% (50)	581
Community: Suburban	34% (333)	22% (221)	22% (218)	5% (54)	7% (66)	10% (97)	988
Community: Rural	28% (171)	20% (123)	25% (149)	8% (49)	6% (38)	13% (76)	608
Employ: Private Sector	32% (216)	23% (158)	25% (166)	6% (38)	7% (50)	7% (46)	674
Employ: Government	36% (56)	23% (36)	28% (44)	6% (9)	4% (6)	3% (5)	155
Employ: Self-Employed	36% (63)	22% (39)	19% (33)	7% (12)	6% (10)	9% (16)	173
Employ: Homemaker	31% (61)	15% (29)	24% (48)	11% (22)	5% (10)	13% (25)	195
Employ: Student	38% (40)	19% (19)	17% (18)	9% (10)	5% (5)	12% (12)	104
Employ: Retired	38% (182)	22% (105)	21% (102)	7% (33)	5% (24)	8% (36)	483
Employ: Unemployed	32% (67)	19% (41)	14% (30)	8% (18)	9% (19)	17% (37)	213
Employ: Other	27% (48)	15% (27)	21% (38)	5% (8)	7% (13)	25% (44)	179
Military HH: Yes	33% (126)	25% (95)	23% (87)	7% (28)	6% (24)	6% (22)	382
Military HH: No	34% (608)	20% (360)	22% (392)	7% (121)	6% (114)	11% (201)	1795
RD/WT: Right Direction	16% (135)	28% (240)	31% (265)	9% (78)	9% (75)	8% (68)	861
RD/WT: Wrong Track	45% (599)	16% (215)	16% (214)	5% (71)	5% (63)	12% (155)	1316

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Table BRD14: In your opinion, has the country become more or less politically correct since the election of President Trump?

Demographic	Much less politically correct	Somewhat less politically correct	About the same	Somewhat more politically correct	Much more politically correct	Don't Know / No Opinion	Total N
Adults	34% (734)	21% (454)	22% (479)	7% (150)	6% (138)	10% (223)	2177
Strongly Approve	20% (91)	23% (108)	28% (132)	10% (47)	12% (58)	6% (29)	465
Somewhat Approve	8% (41)	30% (149)	38% (190)	9% (47)	8% (40)	6% (30)	497
Somewhat Disapprove	30% (86)	28% (79)	21% (59)	7% (20)	4% (12)	10% (28)	284
Strongly Disapprove	63% (505)	14% (111)	9% (72)	4% (30)	3% (23)	7% (59)	801
Dont Know / No Opinion	9% (11)	6% (8)	19% (25)	4% (6)	3% (4)	59% (77)	131
#1 Issue: Economy	29% (174)	22% (129)	24% (141)	6% (38)	7% (42)	12% (70)	595
#1 Issue: Security	21% (86)	26% (110)	29% (121)	10% (40)	6% (26)	8% (32)	415
#1 Issue: Health Care	37% (177)	20% (96)	21% (99)	6% (30)	6% (29)	10% (47)	477
#1 Issue: Medicare / Social Security	39% (105)	19% (51)	21% (57)	7% (18)	7% (18)	8% (21)	270
#1 Issue: Women's Issues	43% (42)	19% (18)	17% (16)	7% (7)	6% (6)	8% (8)	97
#1 Issue: Education	44% (64)	23% (34)	11% (16)	8% (11)	2% (3)	11% (16)	144
#1 Issue: Energy	51% (48)	14% (13)	17% (16)	4% (3)	10% (9)	5% (5)	94
#1 Issue: Other	45% (38)	4% (4)	14% (12)	4% (3)	4% (4)	28% (24)	85
2016 Vote: Democrat Hillary Clinton	54% (422)	18% (141)	12% (97)	5% (35)	3% (24)	7% (58)	775
2016 Vote: Republican Donald Trump	15% (109)	28% (204)	32% (237)	8% (60)	10% (76)	7% (52)	736
2016 Vote: Someone else	35% (57)	20% (33)	21% (35)	8% (14)	1% (2)	15% (25)	165
2012 Vote: Barack Obama	50% (435)	18% (155)	15% (131)	5% (45)	5% (40)	8% (72)	878
2012 Vote: Mitt Romney	15% (84)	26% (150)	35% (201)	8% (48)	10% (56)	5% (28)	567
2012 Vote: Other	16% (13)	27% (23)	29% (25)	5% (4)	3% (3)	20% (17)	85
2012 Vote: Didn't Vote	31% (201)	19% (125)	19% (121)	8% (52)	6% (39)	16% (106)	644
4-Region: Northeast	35% (140)	24% (95)	21% (82)	6% (24)	5% (20)	9% (37)	397
4-Region: Midwest	30% (142)	22% (105)	23% (109)	7% (33)	7% (32)	10% (47)	469
4-Region: South	33% (267)	19% (156)	23% (185)	7% (57)	6% (50)	11% (92)	806
4-Region: West	37% (185)	20% (99)	20% (103)	7% (36)	7% (36)	9% (47)	506

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

Table BRD15: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	A companys advertisement is an endorsement of the content it is placed near.	Placement of a companys advertisement takes many factors into account and is not necessarily an endorsement of nearby content.	Don't Know / No Opinion	Total N
Adults	31% (677)	40% (878)	29% (622)	2177
Gender: Male	34% (352)	42% (445)	24% (251)	1048
Gender: Female	29% (324)	38% (433)	33% (371)	1129
Age: 18-29	28% (133)	43% (205)	29% (138)	475
Age: 30-44	34% (186)	41% (227)	25% (135)	549
Age: 45-54	28% (106)	42% (162)	30% (114)	382
Age: 55-64	35% (131)	36% (137)	29% (109)	377
Age: 65+	31% (121)	37% (146)	32% (126)	393
PID: Dem (no lean)	34% (255)	39% (297)	27% (202)	755
PID: Ind (no lean)	26% (191)	41% (308)	33% (243)	742
PID: Rep (no lean)	34% (230)	40% (273)	26% (177)	680
PID/Gender: Dem Men	36% (127)	41% (145)	22% (78)	349
PID/Gender: Dem Women	32% (129)	38% (152)	31% (125)	406
PID/Gender: Ind Men	28% (97)	45% (153)	27% (94)	343
PID/Gender: Ind Women	24% (95)	39% (155)	37% (149)	399
PID/Gender: Rep Men	36% (129)	41% (147)	22% (79)	355
PID/Gender: Rep Women	31% (101)	39% (126)	30% (97)	324
Tea Party: Supporter	35% (212)	43% (258)	22% (131)	600
Tea Party: Not Supporter	30% (463)	39% (617)	31% (485)	1565
Ideo: Liberal (1-3)	36% (264)	44% (318)	20% (145)	728
Ideo: Moderate (4)	32% (175)	43% (234)	25% (133)	542
Ideo: Conservative (5-7)	31% (207)	41% (276)	28% (184)	668
Educ: < College	30% (465)	37% (574)	33% (511)	1549
Educ: Bachelors degree	33% (135)	47% (193)	20% (83)	411
Educ: Post-grad	36% (77)	51% (111)	13% (28)	216

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Table BRD15: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	A companys advertisement is an endorsement of the content it is placed near.		Placement of a companys advertisement takes many factors into account and is not necessarily an endorsement of nearby content.		Don't Know / No Opinion		Total N
Adults	31%	(677)	40%	(878)	29%	(622)	2177
Income: Under 50k	27%	(342)	38%	(469)	35%	(434)	1245
Income: 50k-100k	36%	(244)	44%	(294)	20%	(136)	675
Income: 100k+	35%	(91)	45%	(115)	20%	(52)	257
Ethnicity: White	30%	(526)	41%	(710)	29%	(495)	1731
Ethnicity: Hispanic	35%	(113)	44%	(142)	22%	(71)	326
Ethnicity: Afr. Am.	32%	(85)	36%	(96)	32%	(84)	266
Ethnicity: Other	36%	(65)	40%	(72)	24%	(43)	180
Relig: Protestant	33%	(170)	41%	(212)	26%	(133)	515
Relig: Roman Catholic	36%	(174)	42%	(203)	21%	(103)	480
Relig: Ath./Agn./None	28%	(170)	39%	(233)	33%	(202)	605
Relig: Something Else	26%	(86)	46%	(151)	28%	(93)	330
Relig: Evangelical	36%	(216)	37%	(222)	28%	(169)	606
Relig: Non-Evang. Catholics	32%	(205)	43%	(270)	25%	(157)	632
Relig: All Christian	34%	(420)	40%	(492)	26%	(326)	1238
Relig: All Non-Christian	27%	(256)	41%	(383)	32%	(295)	935
Community: Urban	34%	(197)	42%	(243)	24%	(142)	581
Community: Suburban	30%	(301)	42%	(417)	27%	(270)	988
Community: Rural	29%	(179)	36%	(218)	35%	(211)	608
Employ: Private Sector	37%	(246)	42%	(282)	22%	(146)	674
Employ: Government	42%	(66)	44%	(69)	13%	(21)	155
Employ: Self-Employed	30%	(52)	50%	(87)	20%	(35)	173
Employ: Homemaker	26%	(51)	41%	(81)	32%	(63)	195
Employ: Student	25%	(26)	42%	(43)	33%	(35)	104
Employ: Retired	31%	(150)	39%	(187)	30%	(146)	483
Employ: Unemployed	24%	(51)	35%	(75)	41%	(87)	213
Employ: Other	19%	(35)	31%	(55)	50%	(90)	179

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Table BRD15: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	A companys advertisement is an endorsement of the content it is placed near.		Placement of a companys advertisement takes many factors into account and is not necessarily an endorsement of nearby content.		Don't Know / No Opinion	Total N	
Adults	31%	(677)	40%	(878)	29%	(622)	2177
Military HH: Yes	32%	(122)	45%	(171)	23%	(89)	382
Military HH: No	31%	(555)	39%	(707)	30%	(533)	1795
RD/WT: Right Direction	35%	(302)	40%	(349)	24%	(210)	861
RD/WT: Wrong Track	28%	(375)	40%	(529)	31%	(412)	1316
Strongly Approve	34%	(160)	39%	(180)	27%	(124)	465
Somewhat Approve	32%	(158)	42%	(210)	26%	(129)	497
Somewhat Disapprove	32%	(92)	44%	(125)	24%	(67)	284
Strongly Disapprove	31%	(249)	42%	(338)	27%	(214)	801
Dont Know / No Opinion	14%	(18)	19%	(25)	67%	(88)	131
#1 Issue: Economy	28%	(164)	42%	(250)	30%	(181)	595
#1 Issue: Security	34%	(141)	38%	(158)	28%	(117)	415
#1 Issue: Health Care	34%	(161)	40%	(192)	26%	(124)	477
#1 Issue: Medicare / Social Security	31%	(84)	38%	(101)	31%	(84)	270
#1 Issue: Women's Issues	31%	(30)	47%	(46)	22%	(21)	97
#1 Issue: Education	33%	(48)	39%	(57)	28%	(40)	144
#1 Issue: Energy	33%	(32)	49%	(46)	18%	(17)	94
#1 Issue: Other	20%	(17)	33%	(28)	47%	(39)	85
2016 Vote: Democrat Hillary Clinton	35%	(270)	43%	(332)	22%	(173)	775
2016 Vote: Republican Donald Trump	34%	(250)	41%	(301)	25%	(185)	736
2016 Vote: Someone else	28%	(46)	44%	(73)	28%	(47)	165
2012 Vote: Barack Obama	34%	(298)	42%	(366)	24%	(214)	878
2012 Vote: Mitt Romney	34%	(193)	41%	(233)	25%	(141)	567
2012 Vote: Other	33%	(28)	35%	(29)	33%	(28)	85
2012 Vote: Didn't Vote	24%	(156)	39%	(249)	37%	(239)	644

Continued on next page

Table BRD15: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	A companys advertisement is an endorsement of the content it is placed near.	Placement of a companys advertisement takes many factors into account and is not necessarily an endorsement of nearby content.	Don't Know / No Opinion	Total N
Adults	31% (677)	40% (878)	29% (622)	2177
4-Region: Northeast	32% (126)	40% (157)	29% (115)	397
4-Region: Midwest	31% (147)	38% (179)	31% (143)	469
4-Region: South	29% (236)	40% (319)	31% (250)	806
4-Region: West	33% (168)	44% (223)	23% (114)	506

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

Table BRD16_4: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Google

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	31% (683)	27% (594)	11% (229)	9% (191)	22% (480)	2177
Gender: Male	33% (344)	29% (301)	11% (112)	9% (96)	19% (195)	1048
Gender: Female	30% (339)	26% (293)	10% (117)	8% (95)	25% (285)	1129
Age: 18-29	38% (179)	27% (127)	12% (56)	10% (45)	14% (68)	475
Age: 30-44	34% (189)	27% (148)	11% (59)	9% (47)	19% (105)	549
Age: 45-54	30% (116)	27% (102)	10% (38)	8% (31)	25% (96)	382
Age: 55-64	32% (120)	24% (92)	10% (37)	8% (32)	25% (96)	377
Age: 65+	20% (79)	32% (124)	10% (39)	9% (36)	29% (115)	393
PID: Dem (no lean)	34% (256)	28% (214)	10% (79)	6% (45)	21% (161)	755
PID: Ind (no lean)	27% (200)	29% (216)	11% (85)	11% (80)	22% (162)	742
PID: Rep (no lean)	33% (227)	24% (164)	10% (66)	10% (67)	23% (156)	680
PID/Gender: Dem Men	37% (129)	29% (100)	11% (39)	6% (20)	18% (61)	349
PID/Gender: Dem Women	31% (127)	28% (114)	10% (40)	6% (25)	25% (100)	406
PID/Gender: Ind Men	27% (94)	32% (109)	12% (40)	12% (42)	17% (59)	343
PID/Gender: Ind Women	27% (106)	27% (106)	11% (45)	10% (38)	26% (103)	399
PID/Gender: Rep Men	34% (122)	26% (92)	10% (34)	10% (35)	21% (74)	355
PID/Gender: Rep Women	33% (106)	22% (72)	10% (32)	10% (32)	25% (82)	324
Tea Party: Supporter	37% (222)	27% (163)	10% (59)	10% (61)	16% (96)	600
Tea Party: Not Supporter	29% (457)	27% (430)	11% (170)	8% (129)	24% (379)	1565
Ideo: Liberal (1-3)	39% (284)	29% (215)	10% (70)	8% (61)	13% (98)	728
Ideo: Moderate (4)	32% (174)	30% (160)	11% (57)	7% (38)	21% (113)	542
Ideo: Conservative (5-7)	26% (174)	24% (164)	12% (82)	12% (77)	26% (170)	668
Educ: < College	31% (487)	26% (398)	10% (160)	9% (147)	23% (358)	1549
Educ: Bachelors degree	30% (123)	32% (130)	10% (39)	7% (29)	22% (90)	411
Educ: Post-grad	34% (73)	31% (66)	14% (30)	7% (15)	15% (32)	216

Continued on next page

Table BRD16_4: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Google

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	31% (683)	27% (594)	11% (229)	9% (191)	22% (480)	2177
Income: Under 50k	31% (385)	26% (321)	10% (129)	9% (108)	24% (302)	1245
Income: 50k-100k	31% (207)	30% (201)	11% (76)	9% (61)	19% (130)	675
Income: 100k+	35% (91)	28% (72)	9% (23)	9% (22)	19% (48)	257
Ethnicity: White	28% (484)	28% (485)	11% (189)	9% (162)	24% (411)	1731
Ethnicity: Hispanic	42% (136)	24% (78)	11% (36)	8% (26)	15% (50)	326
Ethnicity: Afr. Am.	45% (120)	26% (70)	8% (22)	6% (16)	14% (37)	266
Ethnicity: Other	43% (78)	22% (39)	11% (19)	7% (13)	17% (31)	180
Relig: Protestant	24% (123)	31% (161)	13% (66)	9% (48)	23% (116)	515
Relig: Roman Catholic	37% (179)	27% (130)	10% (48)	7% (31)	19% (92)	480
Relig: Ath./Agn./None	27% (165)	28% (172)	9% (56)	10% (60)	25% (153)	605
Relig: Something Else	37% (122)	24% (79)	10% (34)	9% (30)	20% (66)	330
Relig: Evangelical	37% (224)	25% (151)	12% (70)	8% (50)	18% (111)	606
Relig: Non-Evang. Catholics	27% (173)	30% (190)	11% (69)	8% (51)	24% (149)	632
Relig: All Christian	32% (397)	28% (341)	11% (140)	8% (101)	21% (260)	1238
Relig: All Non-Christian	31% (286)	27% (251)	10% (89)	10% (90)	23% (218)	935
Community: Urban	36% (210)	28% (163)	10% (56)	8% (47)	18% (106)	581
Community: Suburban	30% (294)	27% (271)	10% (103)	9% (92)	23% (227)	988
Community: Rural	29% (179)	26% (160)	12% (70)	9% (52)	24% (147)	608
Employ: Private Sector	34% (226)	29% (197)	11% (75)	6% (44)	20% (131)	674
Employ: Government	37% (58)	25% (39)	11% (17)	8% (13)	18% (28)	155
Employ: Self-Employed	38% (66)	29% (50)	7% (12)	11% (18)	16% (27)	173
Employ: Homemaker	35% (68)	19% (37)	7% (14)	12% (24)	27% (53)	195
Employ: Student	37% (39)	36% (37)	9% (9)	6% (6)	13% (13)	104
Employ: Retired	23% (109)	28% (138)	11% (53)	10% (47)	28% (136)	483
Employ: Unemployed	31% (67)	25% (54)	10% (22)	14% (29)	19% (41)	213
Employ: Other	28% (50)	24% (42)	15% (26)	6% (10)	28% (50)	179
Military HH: Yes	33% (125)	31% (117)	10% (39)	6% (25)	20% (76)	382
Military HH: No	31% (558)	27% (477)	11% (190)	9% (166)	22% (403)	1795

Continued on next page

Table BRD16_4: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Google

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	31% (683)	27% (594)	11% (229)	9% (191)	22% (480)	2177
RD/WT: Right Direction	34% (295)	25% (218)	10% (86)	12% (102)	19% (161)	861
RD/WT: Wrong Track	29% (388)	29% (376)	11% (144)	7% (89)	24% (319)	1316
Strongly Approve	38% (177)	19% (88)	10% (48)	13% (59)	20% (92)	465
Somewhat Approve	24% (120)	31% (154)	13% (63)	10% (48)	23% (112)	497
Somewhat Disapprove	32% (90)	29% (83)	10% (30)	8% (22)	21% (59)	284
Strongly Disapprove	34% (269)	31% (244)	10% (79)	7% (55)	19% (154)	801
Dont Know / No Opinion	21% (27)	19% (25)	8% (10)	5% (6)	48% (62)	131
#1 Issue: Economy	29% (171)	27% (162)	11% (65)	10% (62)	23% (135)	595
#1 Issue: Security	30% (125)	24% (100)	11% (46)	11% (45)	24% (99)	415
#1 Issue: Health Care	32% (152)	29% (138)	9% (44)	7% (33)	23% (110)	477
#1 Issue: Medicare / Social Security	28% (75)	26% (71)	11% (29)	10% (28)	25% (67)	270
#1 Issue: Women's Issues	37% (36)	32% (31)	9% (9)	8% (8)	14% (13)	97
#1 Issue: Education	41% (60)	31% (44)	10% (15)	6% (8)	12% (18)	144
#1 Issue: Energy	40% (38)	27% (26)	14% (13)	7% (7)	11% (10)	94
#1 Issue: Other	31% (26)	26% (22)	10% (9)	1% (1)	33% (28)	85
2016 Vote: Democrat Hillary Clinton	36% (275)	30% (234)	9% (73)	6% (46)	19% (147)	775
2016 Vote: Republican Donald Trump	29% (214)	25% (184)	11% (84)	12% (87)	23% (168)	736
2016 Vote: Someone else	23% (38)	32% (53)	11% (18)	10% (17)	24% (40)	165
2012 Vote: Barack Obama	36% (314)	28% (247)	9% (81)	7% (63)	20% (173)	878
2012 Vote: Mitt Romney	25% (143)	29% (164)	11% (63)	11% (64)	24% (133)	567
2012 Vote: Other	25% (22)	21% (18)	15% (13)	10% (9)	29% (25)	85
2012 Vote: Didn't Vote	32% (204)	26% (166)	11% (73)	9% (55)	23% (147)	644
4-Region: Northeast	30% (118)	25% (99)	12% (50)	11% (42)	22% (89)	397
4-Region: Midwest	27% (126)	31% (144)	10% (45)	8% (40)	24% (114)	469
4-Region: South	35% (279)	27% (217)	10% (81)	8% (61)	21% (168)	806
4-Region: West	32% (160)	27% (135)	11% (54)	10% (48)	21% (108)	506

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

Table BRD16_5: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
YouTube

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	29% (623)	26% (564)	11% (229)	9% (194)	26% (567)	2177
Gender: Male	31% (324)	28% (288)	11% (117)	9% (97)	21% (221)	1048
Gender: Female	26% (299)	24% (276)	10% (112)	9% (97)	31% (345)	1129
Age: 18-29	35% (166)	28% (134)	11% (53)	10% (47)	16% (75)	475
Age: 30-44	32% (173)	27% (147)	10% (57)	10% (54)	21% (117)	549
Age: 45-54	29% (109)	25% (95)	11% (41)	6% (24)	30% (113)	382
Age: 55-64	26% (100)	23% (88)	11% (41)	9% (34)	31% (116)	377
Age: 65+	19% (76)	25% (100)	9% (37)	9% (35)	37% (146)	393
PID: Dem (no lean)	31% (238)	26% (197)	10% (74)	8% (57)	25% (191)	755
PID: Ind (no lean)	25% (184)	28% (210)	12% (88)	10% (72)	25% (189)	742
PID: Rep (no lean)	30% (202)	23% (158)	10% (67)	10% (65)	28% (187)	680
PID/Gender: Dem Men	36% (127)	24% (82)	11% (38)	10% (33)	20% (69)	349
PID/Gender: Dem Women	27% (111)	28% (114)	9% (36)	6% (23)	30% (122)	406
PID/Gender: Ind Men	24% (81)	35% (121)	14% (47)	9% (30)	19% (64)	343
PID/Gender: Ind Women	26% (102)	22% (89)	10% (42)	10% (42)	31% (125)	399
PID/Gender: Rep Men	33% (116)	24% (85)	9% (33)	9% (33)	25% (89)	355
PID/Gender: Rep Women	27% (86)	22% (73)	11% (34)	10% (32)	30% (99)	324
Tea Party: Supporter	36% (214)	25% (151)	10% (57)	10% (61)	20% (117)	600
Tea Party: Not Supporter	26% (406)	26% (411)	11% (171)	8% (132)	28% (444)	1565
Ideo: Liberal (1-3)	38% (275)	27% (198)	10% (75)	9% (68)	15% (113)	728
Ideo: Moderate (4)	28% (151)	28% (152)	11% (58)	8% (41)	26% (140)	542
Ideo: Conservative (5-7)	22% (150)	24% (161)	13% (84)	11% (71)	30% (202)	668
Educ: < College	28% (438)	24% (372)	10% (155)	10% (154)	28% (430)	1549
Educ: Bachelors degree	30% (122)	31% (127)	10% (40)	6% (25)	24% (97)	411
Educ: Post-grad	29% (64)	30% (64)	15% (33)	7% (15)	18% (40)	216

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Table BRD16_5: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
YouTube

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	29% (623)	26% (564)	11% (229)	9% (194)	26% (567)	2177
Income: Under 50k	28% (347)	24% (300)	10% (124)	9% (118)	29% (356)	1245
Income: 50k-100k	29% (196)	28% (186)	12% (81)	8% (52)	24% (159)	675
Income: 100k+	31% (80)	30% (78)	9% (24)	9% (24)	20% (51)	257
Ethnicity: White	25% (430)	27% (464)	10% (178)	10% (167)	28% (492)	1731
Ethnicity: Hispanic	41% (132)	21% (70)	14% (45)	10% (32)	14% (47)	326
Ethnicity: Afr. Am.	44% (116)	24% (64)	11% (29)	5% (13)	17% (44)	266
Ethnicity: Other	43% (77)	20% (36)	12% (22)	8% (15)	17% (31)	180
Relig: Protestant	21% (109)	29% (147)	13% (68)	10% (51)	27% (140)	515
Relig: Roman Catholic	34% (164)	24% (117)	11% (53)	8% (36)	23% (109)	480
Relig: Ath./Agn./None	28% (167)	26% (157)	9% (53)	9% (55)	29% (173)	605
Relig: Something Else	30% (99)	26% (85)	9% (29)	11% (35)	25% (82)	330
Relig: Evangelical	34% (205)	24% (145)	13% (78)	8% (46)	22% (132)	606
Relig: Non-Evang. Catholics	24% (152)	28% (175)	11% (69)	9% (58)	28% (177)	632
Relig: All Christian	29% (358)	26% (321)	12% (147)	8% (104)	25% (309)	1238
Relig: All Non-Christian	28% (266)	26% (242)	9% (82)	10% (90)	27% (255)	935
Community: Urban	33% (194)	28% (165)	9% (50)	9% (53)	20% (119)	581
Community: Suburban	27% (266)	24% (239)	12% (119)	9% (90)	28% (274)	988
Community: Rural	27% (163)	26% (160)	10% (60)	8% (51)	29% (174)	608
Employ: Private Sector	31% (208)	28% (188)	12% (81)	7% (50)	22% (146)	674
Employ: Government	29% (46)	31% (48)	12% (18)	7% (11)	21% (33)	155
Employ: Self-Employed	38% (66)	25% (44)	9% (16)	11% (19)	17% (29)	173
Employ: Homemaker	27% (54)	20% (40)	8% (16)	12% (23)	32% (62)	195
Employ: Student	37% (39)	28% (29)	13% (14)	7% (7)	15% (16)	104
Employ: Retired	20% (95)	24% (118)	10% (47)	9% (46)	37% (177)	483
Employ: Unemployed	32% (67)	23% (49)	9% (20)	13% (27)	23% (49)	213
Employ: Other	27% (49)	27% (47)	9% (17)	6% (11)	31% (55)	179
Military HH: Yes	30% (115)	28% (109)	12% (45)	7% (27)	23% (88)	382
Military HH: No	28% (509)	25% (455)	10% (184)	9% (168)	27% (479)	1795

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Table BRD16_5: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
YouTube

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	29% (623)	26% (564)	11% (229)	9% (194)	26% (567)	2177
RD/WT: Right Direction	31% (264)	25% (219)	10% (89)	9% (80)	24% (209)	861
RD/WT: Wrong Track	27% (359)	26% (345)	11% (140)	9% (114)	27% (357)	1316
Strongly Approve	32% (147)	22% (100)	10% (44)	13% (58)	25% (115)	465
Somewhat Approve	21% (103)	30% (150)	14% (71)	8% (38)	27% (134)	497
Somewhat Disapprove	28% (80)	29% (82)	11% (32)	9% (24)	23% (65)	284
Strongly Disapprove	33% (267)	26% (208)	10% (77)	8% (68)	23% (181)	801
Dont Know / No Opinion	20% (27)	18% (23)	4% (5)	4% (6)	54% (71)	131
#1 Issue: Economy	27% (162)	27% (159)	12% (68)	10% (61)	24% (145)	595
#1 Issue: Security	24% (101)	27% (113)	10% (41)	9% (39)	29% (121)	415
#1 Issue: Health Care	27% (131)	27% (129)	10% (46)	8% (36)	28% (136)	477
#1 Issue: Medicare / Social Security	25% (67)	22% (59)	13% (34)	11% (30)	30% (81)	270
#1 Issue: Women's Issues	45% (43)	21% (20)	8% (7)	8% (7)	19% (19)	97
#1 Issue: Education	36% (52)	30% (43)	9% (13)	7% (11)	18% (25)	144
#1 Issue: Energy	45% (43)	23% (22)	12% (11)	8% (7)	13% (12)	94
#1 Issue: Other	29% (25)	23% (19)	10% (9)	4% (3)	34% (29)	85
2016 Vote: Democrat Hillary Clinton	34% (262)	27% (208)	10% (79)	7% (50)	23% (175)	775
2016 Vote: Republican Donald Trump	26% (191)	25% (185)	11% (80)	11% (78)	27% (202)	736
2016 Vote: Someone else	23% (38)	29% (48)	11% (19)	10% (17)	26% (44)	165
2012 Vote: Barack Obama	32% (284)	26% (226)	10% (88)	8% (68)	24% (212)	878
2012 Vote: Mitt Romney	22% (126)	27% (153)	12% (69)	10% (58)	29% (162)	567
2012 Vote: Other	25% (21)	21% (18)	13% (11)	11% (9)	30% (25)	85
2012 Vote: Didn't Vote	30% (192)	26% (166)	9% (61)	9% (59)	26% (167)	644
4-Region: Northeast	26% (105)	26% (102)	12% (46)	8% (31)	28% (113)	397
4-Region: Midwest	26% (124)	28% (132)	8% (37)	9% (42)	28% (134)	469
4-Region: South	31% (253)	25% (204)	10% (81)	9% (74)	24% (193)	806
4-Region: West	28% (142)	25% (126)	13% (64)	9% (47)	25% (127)	506

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

Table BRD16_6: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Facebook

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	28% (604)	25% (547)	14% (294)	10% (218)	24% (515)	2177
Gender: Male	28% (292)	26% (273)	14% (149)	11% (111)	21% (224)	1048
Gender: Female	28% (312)	24% (274)	13% (145)	9% (106)	26% (291)	1129
Age: 18-29	25% (120)	31% (148)	19% (89)	11% (51)	14% (68)	475
Age: 30-44	32% (174)	25% (137)	12% (68)	10% (52)	21% (117)	549
Age: 45-54	29% (112)	22% (83)	13% (51)	8% (31)	28% (107)	382
Age: 55-64	31% (116)	22% (82)	11% (41)	10% (37)	27% (102)	377
Age: 65+	21% (83)	25% (98)	11% (45)	12% (47)	31% (121)	393
PID: Dem (no lean)	31% (234)	27% (202)	13% (99)	6% (46)	23% (175)	755
PID: Ind (no lean)	21% (158)	26% (193)	17% (124)	13% (93)	24% (175)	742
PID: Rep (no lean)	31% (212)	22% (153)	11% (71)	12% (78)	24% (166)	680
PID/Gender: Dem Men	32% (113)	26% (90)	15% (53)	7% (26)	20% (68)	349
PID/Gender: Dem Women	30% (121)	28% (112)	11% (46)	5% (20)	26% (106)	406
PID/Gender: Ind Men	20% (68)	30% (103)	16% (56)	13% (45)	21% (72)	343
PID/Gender: Ind Women	23% (90)	23% (90)	17% (68)	12% (48)	26% (102)	399
PID/Gender: Rep Men	31% (111)	23% (80)	11% (40)	11% (41)	23% (83)	355
PID/Gender: Rep Women	31% (100)	22% (72)	10% (31)	12% (38)	26% (83)	324
Tea Party: Supporter	36% (216)	23% (141)	13% (76)	11% (65)	17% (103)	600
Tea Party: Not Supporter	25% (386)	26% (405)	14% (217)	10% (152)	26% (406)	1565
Ideo: Liberal (1-3)	35% (252)	29% (212)	13% (92)	9% (64)	15% (107)	728
Ideo: Moderate (4)	27% (146)	29% (154)	14% (74)	8% (45)	22% (122)	542
Ideo: Conservative (5-7)	25% (165)	21% (141)	15% (100)	13% (88)	26% (174)	668
Educ: < College	28% (433)	23% (349)	14% (214)	11% (170)	25% (382)	1549
Educ: Bachelors degree	26% (109)	32% (132)	11% (47)	7% (29)	23% (95)	411
Educ: Post-grad	28% (61)	30% (66)	15% (33)	9% (18)	17% (37)	216

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Table BRD16_6: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Facebook

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	28% (604)	25% (547)	14% (294)	10% (218)	24% (515)	2177
Income: Under 50k	28% (353)	23% (283)	12% (155)	11% (134)	26% (320)	1245
Income: 50k-100k	25% (170)	28% (192)	16% (109)	10% (65)	21% (140)	675
Income: 100k+	32% (81)	28% (72)	12% (30)	7% (18)	21% (55)	257
Ethnicity: White	25% (434)	25% (437)	13% (231)	11% (189)	25% (440)	1731
Ethnicity: Hispanic	34% (111)	25% (80)	15% (50)	9% (30)	17% (55)	326
Ethnicity: Afr. Am.	39% (104)	26% (68)	14% (38)	5% (13)	16% (43)	266
Ethnicity: Other	37% (66)	23% (41)	14% (25)	9% (16)	18% (32)	180
Relig: Protestant	24% (126)	26% (135)	15% (80)	10% (52)	24% (123)	515
Relig: Roman Catholic	34% (163)	25% (121)	14% (67)	7% (35)	20% (94)	480
Relig: Ath./Agn./None	23% (140)	27% (162)	11% (66)	11% (67)	28% (169)	605
Relig: Something Else	28% (92)	22% (72)	16% (53)	13% (41)	22% (72)	330
Relig: Evangelical	34% (205)	25% (149)	14% (85)	8% (50)	19% (117)	606
Relig: Non-Evang. Catholics	26% (166)	26% (162)	14% (90)	9% (59)	24% (155)	632
Relig: All Christian	30% (372)	25% (311)	14% (175)	9% (109)	22% (272)	1238
Relig: All Non-Christian	25% (232)	25% (234)	13% (119)	12% (109)	26% (241)	935
Community: Urban	34% (195)	26% (150)	13% (77)	8% (47)	19% (111)	581
Community: Suburban	25% (245)	26% (257)	13% (131)	11% (110)	25% (245)	988
Community: Rural	27% (163)	23% (140)	14% (86)	10% (61)	26% (158)	608
Employ: Private Sector	29% (194)	27% (184)	15% (100)	8% (52)	21% (144)	674
Employ: Government	34% (53)	29% (46)	13% (20)	5% (8)	18% (28)	155
Employ: Self-Employed	32% (55)	27% (46)	14% (24)	10% (17)	18% (32)	173
Employ: Homemaker	31% (61)	18% (35)	10% (20)	15% (30)	25% (49)	195
Employ: Student	31% (33)	27% (28)	19% (20)	7% (7)	16% (17)	104
Employ: Retired	22% (108)	25% (121)	11% (53)	12% (60)	29% (141)	483
Employ: Unemployed	26% (56)	19% (41)	17% (36)	14% (30)	24% (50)	213
Employ: Other	24% (43)	26% (46)	11% (20)	8% (15)	30% (54)	179
Military HH: Yes	31% (118)	28% (106)	12% (46)	8% (31)	21% (81)	382
Military HH: No	27% (485)	25% (441)	14% (248)	10% (187)	24% (434)	1795

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Table BRD16_6: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Facebook

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	28% (604)	25% (547)	14% (294)	10% (218)	24% (515)	2177
RD/WT: Right Direction	31% (270)	22% (188)	14% (122)	12% (102)	21% (180)	861
RD/WT: Wrong Track	25% (334)	27% (359)	13% (172)	9% (116)	25% (335)	1316
Strongly Approve	34% (159)	17% (77)	13% (61)	16% (74)	20% (93)	465
Somewhat Approve	21% (104)	29% (145)	17% (82)	9% (45)	24% (120)	497
Somewhat Disapprove	22% (63)	30% (84)	16% (46)	8% (23)	24% (68)	284
Strongly Disapprove	31% (251)	28% (224)	12% (97)	8% (67)	20% (162)	801
Dont Know / No Opinion	19% (25)	13% (17)	6% (8)	7% (9)	55% (71)	131
#1 Issue: Economy	26% (152)	25% (151)	13% (79)	11% (67)	25% (146)	595
#1 Issue: Security	23% (95)	27% (110)	16% (65)	11% (47)	24% (98)	415
#1 Issue: Health Care	31% (147)	23% (110)	12% (58)	8% (39)	26% (123)	477
#1 Issue: Medicare / Social Security	25% (68)	22% (59)	14% (38)	12% (33)	26% (72)	270
#1 Issue: Women's Issues	37% (36)	27% (26)	12% (12)	6% (6)	17% (17)	97
#1 Issue: Education	36% (52)	31% (45)	13% (18)	8% (11)	13% (18)	144
#1 Issue: Energy	41% (39)	26% (24)	14% (13)	9% (9)	10% (10)	94
#1 Issue: Other	18% (15)	25% (21)	12% (10)	7% (6)	37% (32)	85
2016 Vote: Democrat Hillary Clinton	33% (254)	27% (209)	12% (96)	7% (55)	21% (161)	775
2016 Vote: Republican Donald Trump	27% (197)	24% (176)	14% (101)	12% (87)	24% (176)	736
2016 Vote: Someone else	20% (33)	32% (52)	13% (21)	12% (19)	24% (40)	165
2012 Vote: Barack Obama	33% (285)	25% (222)	13% (110)	8% (73)	21% (188)	878
2012 Vote: Mitt Romney	23% (130)	25% (142)	14% (77)	12% (71)	26% (147)	567
2012 Vote: Other	24% (20)	21% (18)	13% (11)	13% (11)	30% (25)	85
2012 Vote: Didn't Vote	26% (167)	26% (165)	15% (96)	10% (63)	24% (153)	644
4-Region: Northeast	26% (103)	21% (85)	17% (67)	10% (40)	26% (101)	397
4-Region: Midwest	25% (116)	29% (138)	10% (47)	10% (48)	26% (120)	469
4-Region: South	31% (249)	23% (186)	14% (111)	10% (81)	22% (179)	806
4-Region: West	27% (136)	27% (138)	14% (69)	10% (48)	23% (114)	506

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

Table BRD16_7: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Fox News

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	27% (590)	21% (453)	12% (269)	14% (297)	26% (569)	2177
Gender: Male	29% (309)	20% (213)	13% (139)	16% (164)	21% (223)	1048
Gender: Female	25% (281)	21% (239)	12% (131)	12% (133)	31% (345)	1129
Age: 18-29	27% (126)	22% (106)	17% (80)	13% (62)	21% (101)	475
Age: 30-44	29% (160)	20% (109)	13% (70)	13% (70)	25% (140)	549
Age: 45-54	30% (114)	18% (69)	11% (44)	12% (47)	28% (109)	382
Age: 55-64	28% (107)	21% (78)	8% (31)	16% (60)	27% (101)	377
Age: 65+	21% (83)	23% (90)	11% (44)	15% (58)	30% (117)	393
PID: Dem (no lean)	28% (213)	21% (157)	11% (86)	13% (101)	26% (199)	755
PID: Ind (no lean)	22% (165)	19% (143)	15% (110)	15% (112)	29% (212)	742
PID: Rep (no lean)	31% (212)	23% (153)	11% (73)	12% (84)	23% (158)	680
PID/Gender: Dem Men	32% (113)	20% (70)	11% (40)	17% (59)	20% (68)	349
PID/Gender: Dem Women	25% (100)	21% (87)	11% (46)	10% (42)	32% (131)	406
PID/Gender: Ind Men	23% (79)	18% (62)	17% (59)	19% (64)	23% (80)	343
PID/Gender: Ind Women	22% (86)	20% (81)	13% (51)	12% (49)	33% (133)	399
PID/Gender: Rep Men	33% (117)	23% (82)	11% (40)	12% (42)	21% (75)	355
PID/Gender: Rep Women	29% (95)	22% (72)	10% (33)	13% (42)	25% (82)	324
Tea Party: Supporter	37% (221)	22% (135)	11% (68)	13% (76)	17% (100)	600
Tea Party: Not Supporter	23% (366)	20% (316)	13% (201)	14% (219)	30% (462)	1565
Ideo: Liberal (1-3)	34% (247)	20% (148)	13% (97)	14% (105)	18% (130)	728
Ideo: Moderate (4)	26% (140)	26% (139)	13% (70)	11% (61)	24% (131)	542
Ideo: Conservative (5-7)	26% (171)	20% (136)	12% (80)	16% (106)	26% (175)	668
Educ: < College	27% (416)	19% (295)	12% (191)	14% (220)	28% (427)	1549
Educ: Bachelors degree	26% (106)	26% (106)	12% (49)	11% (46)	25% (104)	411
Educ: Post-grad	31% (68)	24% (51)	13% (29)	14% (31)	17% (38)	216

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Table BRD16_7: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Fox News

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	27%	(590)	21%	(453)	12%	(269)	14%	(297)	26%	(569)	2177
Income: Under 50k	27%	(339)	19%	(231)	12%	(150)	13%	(162)	29%	(362)	1245
Income: 50k-100k	26%	(174)	24%	(164)	13%	(87)	14%	(98)	22%	(152)	675
Income: 100k+	30%	(76)	22%	(57)	12%	(32)	15%	(37)	21%	(55)	257
Ethnicity: White	25%	(436)	21%	(368)	12%	(205)	15%	(252)	27%	(470)	1731
Ethnicity: Hispanic	36%	(116)	20%	(64)	15%	(49)	11%	(37)	18%	(60)	326
Ethnicity: Afr. Am.	33%	(89)	20%	(54)	15%	(40)	9%	(25)	22%	(58)	266
Ethnicity: Other	36%	(65)	17%	(30)	13%	(24)	11%	(21)	22%	(40)	180
Relig: Protestant	24%	(124)	25%	(129)	12%	(63)	13%	(66)	26%	(133)	515
Relig: Roman Catholic	32%	(151)	21%	(103)	14%	(65)	12%	(59)	21%	(102)	480
Relig: Ath./Agn./None	25%	(151)	16%	(98)	11%	(66)	15%	(92)	33%	(199)	605
Relig: Something Else	25%	(81)	22%	(74)	14%	(46)	16%	(52)	23%	(77)	330
Relig: Evangelical	33%	(200)	22%	(136)	13%	(77)	11%	(68)	21%	(125)	606
Relig: Non-Evang. Catholics	25%	(158)	23%	(144)	13%	(81)	13%	(85)	26%	(165)	632
Relig: All Christian	29%	(358)	23%	(280)	13%	(158)	12%	(153)	23%	(290)	1238
Relig: All Non-Christian	25%	(232)	18%	(171)	12%	(111)	15%	(144)	30%	(276)	935
Community: Urban	29%	(171)	21%	(120)	12%	(69)	15%	(89)	23%	(132)	581
Community: Suburban	25%	(247)	21%	(203)	13%	(133)	14%	(139)	27%	(267)	988
Community: Rural	28%	(172)	21%	(130)	11%	(68)	11%	(70)	28%	(169)	608
Employ: Private Sector	28%	(186)	22%	(150)	15%	(99)	13%	(87)	23%	(152)	674
Employ: Government	31%	(48)	24%	(37)	14%	(21)	9%	(14)	23%	(35)	155
Employ: Self-Employed	36%	(62)	20%	(35)	9%	(16)	13%	(23)	22%	(38)	173
Employ: Homemaker	24%	(47)	17%	(34)	11%	(22)	15%	(30)	32%	(62)	195
Employ: Student	25%	(26)	21%	(22)	14%	(15)	15%	(15)	25%	(26)	104
Employ: Retired	24%	(115)	21%	(102)	11%	(55)	17%	(82)	27%	(130)	483
Employ: Unemployed	33%	(69)	19%	(40)	9%	(19)	14%	(29)	26%	(56)	213
Employ: Other	20%	(35)	19%	(35)	13%	(23)	10%	(17)	38%	(69)	179
Military HH: Yes	33%	(127)	20%	(78)	13%	(50)	13%	(49)	21%	(78)	382
Military HH: No	26%	(463)	21%	(375)	12%	(220)	14%	(248)	27%	(490)	1795

Continued on next page

Table BRD16_7: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Fox News

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	27%	(590)	21%	(453)	12%	(269)	14%	(297)	26%	(569)	2177
RD/WT: Right Direction	32%	(275)	21%	(182)	12%	(104)	12%	(106)	22%	(193)	861
RD/WT: Wrong Track	24%	(315)	21%	(270)	13%	(165)	14%	(191)	29%	(375)	1316
Strongly Approve	36%	(166)	17%	(78)	10%	(46)	18%	(84)	20%	(91)	465
Somewhat Approve	20%	(97)	29%	(142)	17%	(84)	10%	(51)	25%	(123)	497
Somewhat Disapprove	24%	(69)	22%	(62)	18%	(52)	11%	(30)	25%	(70)	284
Strongly Disapprove	29%	(233)	20%	(157)	10%	(84)	16%	(125)	25%	(202)	801
Dont Know / No Opinion	18%	(23)	10%	(14)	4%	(5)	5%	(6)	63%	(83)	131
#1 Issue: Economy	22%	(131)	21%	(125)	16%	(95)	13%	(80)	27%	(163)	595
#1 Issue: Security	27%	(111)	22%	(90)	13%	(53)	13%	(54)	26%	(107)	415
#1 Issue: Health Care	30%	(141)	20%	(96)	10%	(45)	12%	(58)	28%	(135)	477
#1 Issue: Medicare / Social Security	24%	(65)	21%	(56)	12%	(32)	16%	(43)	28%	(74)	270
#1 Issue: Women's Issues	38%	(37)	18%	(17)	8%	(8)	13%	(13)	23%	(22)	97
#1 Issue: Education	31%	(45)	21%	(31)	12%	(17)	16%	(22)	20%	(29)	144
#1 Issue: Energy	41%	(38)	20%	(19)	13%	(12)	13%	(12)	14%	(13)	94
#1 Issue: Other	25%	(22)	20%	(17)	8%	(7)	16%	(13)	30%	(26)	85
2016 Vote: Democrat Hillary Clinton	32%	(247)	19%	(149)	11%	(86)	14%	(108)	24%	(185)	775
2016 Vote: Republican Donald Trump	28%	(209)	22%	(161)	12%	(86)	14%	(101)	24%	(180)	736
2016 Vote: Someone else	20%	(34)	21%	(35)	18%	(30)	12%	(21)	28%	(46)	165
2012 Vote: Barack Obama	31%	(269)	20%	(173)	11%	(98)	15%	(129)	24%	(209)	878
2012 Vote: Mitt Romney	26%	(150)	24%	(136)	11%	(65)	15%	(82)	24%	(134)	567
2012 Vote: Other	20%	(17)	18%	(16)	14%	(12)	12%	(10)	36%	(30)	85
2012 Vote: Didn't Vote	24%	(153)	20%	(128)	15%	(95)	12%	(75)	30%	(194)	644
4-Region: Northeast	25%	(100)	20%	(81)	13%	(52)	15%	(58)	26%	(105)	397
4-Region: Midwest	24%	(114)	23%	(109)	10%	(47)	14%	(64)	29%	(134)	469
4-Region: South	30%	(241)	20%	(159)	14%	(110)	11%	(86)	26%	(211)	806
4-Region: West	27%	(135)	21%	(104)	12%	(60)	17%	(88)	23%	(118)	506

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

Table BRD16_8: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
Huffington Post

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	21% (450)	20% (439)	12% (272)	9% (205)	37% (811)	2177
Gender: Male	24% (247)	24% (249)	13% (134)	11% (117)	29% (302)	1048
Gender: Female	18% (203)	17% (191)	12% (138)	8% (88)	45% (510)	1129
Age: 18-29	19% (92)	23% (109)	18% (88)	9% (43)	30% (143)	475
Age: 30-44	22% (123)	21% (115)	12% (66)	10% (55)	35% (190)	549
Age: 45-54	22% (84)	19% (74)	10% (39)	8% (32)	40% (154)	382
Age: 55-64	22% (83)	18% (70)	11% (42)	10% (39)	38% (144)	377
Age: 65+	17% (68)	18% (72)	9% (37)	9% (37)	46% (181)	393
PID: Dem (no lean)	24% (180)	24% (179)	11% (81)	6% (45)	36% (270)	755
PID: Ind (no lean)	15% (110)	21% (153)	15% (109)	11% (78)	39% (292)	742
PID: Rep (no lean)	24% (160)	16% (107)	12% (82)	12% (82)	37% (249)	680
PID/Gender: Dem Men	27% (95)	27% (93)	12% (41)	8% (28)	26% (92)	349
PID/Gender: Dem Women	21% (85)	21% (85)	10% (40)	4% (17)	44% (178)	406
PID/Gender: Ind Men	16% (57)	25% (85)	15% (53)	12% (41)	32% (109)	343
PID/Gender: Ind Women	13% (53)	17% (68)	14% (57)	9% (37)	46% (183)	399
PID/Gender: Rep Men	27% (95)	20% (70)	11% (40)	13% (48)	29% (101)	355
PID/Gender: Rep Women	20% (65)	11% (37)	13% (41)	10% (34)	46% (148)	324
Tea Party: Supporter	28% (171)	20% (117)	13% (77)	12% (70)	27% (165)	600
Tea Party: Not Supporter	18% (276)	21% (321)	12% (194)	9% (134)	41% (640)	1565
Ideo: Liberal (1-3)	29% (212)	26% (190)	12% (88)	8% (56)	25% (181)	728
Ideo: Moderate (4)	20% (107)	22% (117)	15% (82)	8% (43)	36% (193)	542
Ideo: Conservative (5-7)	18% (118)	16% (105)	13% (89)	15% (98)	39% (259)	668
Educ: < College	20% (303)	17% (259)	13% (202)	10% (148)	41% (637)	1549
Educ: Bachelors degree	23% (93)	27% (110)	11% (47)	9% (38)	30% (125)	411
Educ: Post-grad	25% (54)	33% (70)	11% (23)	9% (19)	23% (50)	216

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Table BRD16_8: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
 Huffington Post

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	21% (450)	20% (439)	12% (272)	9% (205)	37% (811)	2177
Income: Under 50k	19% (237)	17% (212)	12% (154)	9% (112)	43% (530)	1245
Income: 50k-100k	21% (144)	25% (167)	13% (88)	10% (67)	31% (209)	675
Income: 100k+	27% (69)	23% (60)	11% (29)	10% (27)	28% (72)	257
Ethnicity: White	20% (342)	20% (344)	12% (210)	10% (173)	38% (663)	1731
Ethnicity: Hispanic	26% (85)	21% (69)	17% (54)	10% (34)	26% (84)	326
Ethnicity: Afr. Am.	23% (60)	26% (69)	13% (35)	4% (12)	34% (90)	266
Ethnicity: Other	27% (48)	15% (26)	15% (27)	12% (21)	32% (58)	180
Relig: Protestant	19% (97)	21% (109)	14% (73)	10% (51)	36% (186)	515
Relig: Roman Catholic	26% (123)	22% (104)	15% (70)	9% (42)	29% (141)	480
Relig: Ath./Agn./None	19% (113)	19% (116)	10% (61)	10% (60)	42% (255)	605
Relig: Something Else	20% (68)	20% (66)	14% (45)	10% (32)	36% (119)	330
Relig: Evangelical	25% (150)	18% (107)	14% (83)	9% (55)	35% (212)	606
Relig: Non-Evang. Catholics	19% (119)	24% (149)	13% (83)	9% (59)	35% (223)	632
Relig: All Christian	22% (268)	21% (256)	13% (166)	9% (114)	35% (435)	1238
Relig: All Non-Christian	19% (181)	19% (182)	11% (106)	10% (91)	40% (374)	935
Community: Urban	23% (131)	23% (134)	14% (80)	9% (53)	32% (184)	581
Community: Suburban	21% (203)	19% (186)	13% (124)	10% (94)	38% (380)	988
Community: Rural	19% (115)	20% (119)	11% (68)	9% (57)	41% (248)	608
Employ: Private Sector	23% (154)	24% (160)	15% (100)	9% (61)	30% (199)	674
Employ: Government	27% (42)	27% (41)	11% (18)	7% (11)	28% (44)	155
Employ: Self-Employed	27% (46)	24% (42)	9% (15)	11% (19)	30% (51)	173
Employ: Homemaker	18% (35)	14% (28)	14% (28)	8% (15)	46% (89)	195
Employ: Student	22% (23)	27% (29)	14% (15)	8% (8)	28% (30)	104
Employ: Retired	19% (94)	17% (83)	10% (49)	10% (47)	44% (211)	483
Employ: Unemployed	14% (29)	13% (29)	12% (25)	15% (32)	46% (98)	213
Employ: Other	15% (27)	16% (28)	13% (23)	7% (12)	50% (89)	179
Military HH: Yes	27% (104)	19% (73)	13% (48)	9% (34)	32% (123)	382
Military HH: No	19% (346)	20% (366)	12% (224)	10% (171)	38% (688)	1795

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Table BRD16_8: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
Huffington Post

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	21%	(450)	20%	(439)	12%	(272)	9%	(205)	37%	(811)	2177
RD/WT: Right Direction	22%	(191)	19%	(167)	13%	(113)	13%	(110)	33%	(280)	861
RD/WT: Wrong Track	20%	(258)	21%	(272)	12%	(159)	7%	(95)	40%	(531)	1316
Strongly Approve	25%	(118)	12%	(57)	14%	(65)	17%	(77)	32%	(148)	465
Somewhat Approve	16%	(82)	20%	(99)	16%	(80)	10%	(49)	38%	(187)	497
Somewhat Disapprove	20%	(56)	25%	(71)	11%	(33)	7%	(21)	37%	(104)	284
Strongly Disapprove	23%	(185)	25%	(202)	11%	(89)	7%	(53)	34%	(273)	801
Dont Know / No Opinion	8%	(10)	7%	(10)	5%	(6)	4%	(5)	76%	(100)	131
#1 Issue: Economy	18%	(107)	20%	(121)	13%	(78)	10%	(60)	38%	(229)	595
#1 Issue: Security	15%	(63)	18%	(75)	16%	(65)	11%	(46)	40%	(167)	415
#1 Issue: Health Care	21%	(99)	20%	(94)	10%	(49)	9%	(44)	40%	(190)	477
#1 Issue: Medicare / Social Security	21%	(57)	20%	(55)	12%	(31)	11%	(29)	36%	(99)	270
#1 Issue: Women's Issues	28%	(27)	20%	(19)	14%	(13)	5%	(5)	33%	(32)	97
#1 Issue: Education	29%	(42)	26%	(38)	8%	(11)	10%	(14)	27%	(40)	144
#1 Issue: Energy	38%	(36)	26%	(24)	12%	(11)	5%	(5)	19%	(18)	94
#1 Issue: Other	23%	(19)	15%	(13)	14%	(12)	3%	(3)	45%	(38)	85
2016 Vote: Democrat Hillary Clinton	25%	(193)	27%	(209)	11%	(87)	6%	(43)	31%	(243)	775
2016 Vote: Republican Donald Trump	21%	(152)	16%	(117)	14%	(103)	14%	(101)	36%	(264)	736
2016 Vote: Someone else	17%	(27)	22%	(36)	10%	(16)	14%	(23)	38%	(63)	165
2012 Vote: Barack Obama	24%	(215)	25%	(217)	11%	(94)	7%	(61)	33%	(292)	878
2012 Vote: Mitt Romney	18%	(100)	18%	(103)	14%	(80)	14%	(79)	36%	(205)	567
2012 Vote: Other	20%	(17)	18%	(15)	7%	(6)	13%	(11)	42%	(36)	85
2012 Vote: Didn't Vote	18%	(118)	16%	(104)	14%	(93)	8%	(53)	43%	(276)	644
4-Region: Northeast	20%	(81)	22%	(88)	13%	(53)	10%	(39)	34%	(137)	397
4-Region: Midwest	16%	(76)	20%	(95)	10%	(47)	11%	(51)	43%	(200)	469
4-Region: South	20%	(164)	21%	(169)	13%	(108)	7%	(60)	38%	(305)	806
4-Region: West	25%	(129)	17%	(87)	13%	(64)	11%	(56)	33%	(169)	506

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

Table BRD16_9: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Breitbart

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	17% (379)	13% (275)	9% (188)	11% (240)	50% (1095)	2177
Gender: Male	22% (227)	15% (154)	10% (108)	14% (143)	40% (415)	1048
Gender: Female	13% (151)	11% (121)	7% (80)	9% (97)	60% (680)	1129
Age: 18-29	15% (72)	15% (72)	11% (54)	12% (59)	46% (218)	475
Age: 30-44	18% (100)	14% (78)	12% (67)	10% (53)	46% (251)	549
Age: 45-54	20% (77)	12% (45)	5% (18)	11% (42)	52% (200)	382
Age: 55-64	19% (71)	9% (33)	6% (23)	12% (46)	54% (205)	377
Age: 65+	15% (58)	12% (47)	7% (26)	10% (40)	56% (221)	393
PID: Dem (no lean)	22% (166)	11% (86)	6% (49)	10% (74)	50% (380)	755
PID: Ind (no lean)	13% (96)	12% (87)	11% (83)	13% (95)	51% (382)	742
PID: Rep (no lean)	17% (117)	15% (101)	8% (57)	10% (71)	49% (333)	680
PID/Gender: Dem Men	27% (96)	13% (47)	9% (31)	13% (45)	38% (131)	349
PID/Gender: Dem Women	17% (70)	10% (40)	4% (18)	7% (29)	61% (249)	406
PID/Gender: Ind Men	16% (55)	12% (43)	12% (40)	18% (61)	42% (144)	343
PID/Gender: Ind Women	10% (41)	11% (44)	11% (42)	9% (34)	59% (237)	399
PID/Gender: Rep Men	22% (77)	18% (64)	10% (37)	11% (37)	39% (140)	355
PID/Gender: Rep Women	12% (40)	11% (37)	6% (20)	10% (34)	60% (193)	324
Tea Party: Supporter	24% (144)	15% (93)	9% (57)	10% (61)	41% (246)	600
Tea Party: Not Supporter	15% (235)	11% (180)	8% (131)	11% (177)	54% (842)	1565
Ideo: Liberal (1-3)	28% (200)	15% (110)	9% (66)	12% (86)	37% (266)	728
Ideo: Moderate (4)	13% (70)	12% (64)	11% (59)	10% (56)	54% (293)	542
Ideo: Conservative (5-7)	15% (99)	13% (87)	8% (56)	13% (85)	51% (340)	668
Educ: < College	16% (243)	12% (182)	8% (126)	10% (159)	54% (839)	1549
Educ: Bachelors degree	20% (82)	15% (63)	8% (34)	13% (52)	44% (181)	411
Educ: Post-grad	25% (53)	14% (31)	13% (29)	13% (29)	35% (75)	216

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Table BRD16_9: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
Breitbart

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	17% (379)	13% (275)	9% (188)	11% (240)	50% (1095)	2177
Income: Under 50k	16% (203)	12% (144)	8% (94)	9% (112)	56% (692)	1245
Income: 50k-100k	18% (120)	13% (91)	11% (71)	13% (88)	45% (305)	675
Income: 100k+	22% (55)	16% (41)	9% (23)	16% (40)	38% (97)	257
Ethnicity: White	16% (278)	13% (219)	8% (142)	11% (199)	52% (894)	1731
Ethnicity: Hispanic	27% (86)	16% (53)	14% (47)	6% (20)	37% (120)	326
Ethnicity: Afr. Am.	22% (57)	14% (37)	7% (19)	10% (26)	48% (126)	266
Ethnicity: Other	24% (43)	11% (19)	15% (27)	9% (16)	41% (74)	180
Relig: Protestant	15% (80)	15% (75)	10% (50)	11% (58)	49% (252)	515
Relig: Roman Catholic	21% (102)	15% (73)	9% (42)	10% (48)	45% (216)	480
Relig: Ath./Agn./None	18% (110)	10% (60)	7% (43)	11% (64)	54% (328)	605
Relig: Something Else	16% (54)	10% (34)	8% (25)	16% (54)	49% (162)	330
Relig: Evangelical	20% (122)	15% (89)	11% (67)	8% (50)	46% (278)	606
Relig: Non-Evang. Catholics	15% (93)	14% (91)	8% (52)	11% (72)	51% (323)	632
Relig: All Christian	17% (215)	15% (181)	10% (120)	10% (122)	49% (602)	1238
Relig: All Non-Christian	18% (164)	10% (94)	7% (69)	13% (118)	52% (490)	935
Community: Urban	19% (111)	14% (84)	10% (59)	11% (63)	46% (265)	581
Community: Suburban	17% (167)	12% (116)	9% (86)	11% (108)	52% (511)	988
Community: Rural	16% (100)	12% (75)	7% (44)	12% (70)	53% (319)	608
Employ: Private Sector	19% (125)	15% (99)	11% (73)	12% (83)	44% (294)	674
Employ: Government	24% (38)	18% (28)	8% (12)	11% (17)	39% (60)	155
Employ: Self-Employed	28% (48)	13% (23)	6% (11)	10% (18)	43% (74)	173
Employ: Homemaker	14% (27)	9% (18)	10% (19)	12% (23)	55% (108)	195
Employ: Student	13% (14)	16% (17)	11% (11)	10% (10)	50% (52)	104
Employ: Retired	16% (76)	10% (50)	7% (34)	11% (54)	56% (269)	483
Employ: Unemployed	15% (31)	10% (22)	10% (21)	10% (21)	55% (117)	213
Employ: Other	11% (19)	10% (18)	4% (8)	8% (14)	67% (120)	179
Military HH: Yes	23% (88)	15% (58)	9% (35)	9% (35)	43% (166)	382
Military HH: No	16% (290)	12% (217)	9% (154)	11% (205)	52% (929)	1795

Continued on next page

Table BRD16_9: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Breitbart

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	17% (379)	13% (275)	9% (188)	11% (240)	50% (1095)	2177
RD/WT: Right Direction	20% (169)	16% (139)	10% (88)	10% (86)	44% (378)	861
RD/WT: Wrong Track	16% (209)	10% (136)	8% (100)	12% (154)	54% (717)	1316
Strongly Approve	22% (104)	14% (66)	8% (37)	14% (65)	41% (192)	465
Somewhat Approve	12% (58)	15% (77)	12% (58)	9% (45)	52% (261)	497
Somewhat Disapprove	15% (42)	14% (39)	11% (31)	8% (22)	53% (150)	284
Strongly Disapprove	21% (170)	11% (86)	7% (58)	13% (104)	48% (383)	801
Dont Know / No Opinion	3% (5)	6% (7)	4% (5)	3% (4)	84% (110)	131
#1 Issue: Economy	16% (94)	12% (72)	10% (57)	10% (59)	53% (313)	595
#1 Issue: Security	13% (53)	15% (62)	8% (35)	11% (46)	53% (220)	415
#1 Issue: Health Care	20% (95)	10% (48)	7% (33)	12% (56)	51% (244)	477
#1 Issue: Medicare / Social Security	14% (37)	12% (31)	9% (25)	11% (29)	55% (148)	270
#1 Issue: Women's Issues	21% (21)	14% (14)	8% (7)	15% (15)	42% (40)	97
#1 Issue: Education	25% (36)	19% (27)	6% (9)	13% (19)	36% (52)	144
#1 Issue: Energy	30% (28)	14% (13)	11% (10)	10% (9)	36% (34)	94
#1 Issue: Other	17% (15)	8% (7)	13% (11)	10% (8)	51% (43)	85
2016 Vote: Democrat Hillary Clinton	25% (191)	13% (100)	8% (61)	11% (89)	43% (335)	775
2016 Vote: Republican Donald Trump	16% (120)	15% (108)	9% (69)	12% (86)	48% (353)	736
2016 Vote: Someone else	12% (21)	10% (16)	11% (18)	14% (22)	53% (88)	165
2012 Vote: Barack Obama	23% (198)	11% (95)	7% (65)	11% (99)	48% (420)	878
2012 Vote: Mitt Romney	14% (80)	16% (93)	9% (50)	12% (70)	48% (275)	567
2012 Vote: Other	19% (16)	9% (8)	8% (7)	12% (11)	51% (44)	85
2012 Vote: Didn't Vote	13% (84)	12% (79)	10% (67)	9% (61)	55% (354)	644
4-Region: Northeast	19% (77)	10% (39)	9% (35)	14% (54)	49% (193)	397
4-Region: Midwest	14% (67)	12% (57)	6% (27)	11% (51)	57% (266)	469
4-Region: South	18% (143)	14% (112)	9% (77)	8% (66)	51% (409)	806
4-Region: West	18% (91)	13% (68)	10% (50)	14% (70)	45% (227)	506

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

Table BRD16_10: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
Info Wars

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	16% (346)	13% (293)	10% (207)	10% (211)	51% (1120)	2177
Gender: Male	20% (206)	16% (168)	12% (127)	11% (117)	41% (431)	1048
Gender: Female	12% (140)	11% (126)	7% (80)	8% (94)	61% (689)	1129
Age: 18-29	16% (74)	18% (85)	14% (69)	11% (52)	41% (196)	475
Age: 30-44	18% (97)	16% (89)	11% (62)	10% (54)	45% (248)	549
Age: 45-54	21% (80)	12% (45)	6% (22)	9% (36)	52% (200)	382
Age: 55-64	15% (55)	10% (36)	5% (20)	10% (38)	60% (227)	377
Age: 65+	10% (40)	10% (39)	9% (34)	8% (31)	63% (250)	393
PID: Dem (no lean)	19% (146)	12% (93)	9% (67)	7% (54)	52% (395)	755
PID: Ind (no lean)	12% (87)	14% (104)	12% (89)	12% (91)	50% (370)	742
PID: Rep (no lean)	16% (112)	14% (96)	7% (51)	10% (66)	52% (354)	680
PID/Gender: Dem Men	24% (85)	14% (49)	12% (43)	10% (34)	40% (138)	349
PID/Gender: Dem Women	15% (61)	11% (44)	6% (24)	5% (20)	63% (257)	406
PID/Gender: Ind Men	14% (48)	16% (55)	14% (49)	14% (50)	41% (141)	343
PID/Gender: Ind Women	10% (39)	12% (49)	10% (40)	10% (41)	57% (229)	399
PID/Gender: Rep Men	20% (72)	18% (64)	10% (34)	9% (33)	43% (151)	355
PID/Gender: Rep Women	12% (40)	10% (32)	5% (16)	10% (33)	63% (203)	324
Tea Party: Supporter	23% (140)	16% (99)	10% (57)	9% (57)	41% (247)	600
Tea Party: Not Supporter	13% (205)	12% (193)	10% (150)	10% (154)	55% (865)	1565
Ideo: Liberal (1-3)	25% (183)	17% (124)	11% (78)	8% (61)	39% (282)	728
Ideo: Moderate (4)	12% (67)	13% (73)	10% (54)	10% (56)	54% (292)	542
Ideo: Conservative (5-7)	13% (86)	12% (80)	9% (61)	11% (76)	55% (364)	668
Educ: < College	15% (225)	12% (190)	10% (153)	10% (156)	53% (826)	1549
Educ: Bachelors degree	17% (71)	17% (69)	6% (26)	8% (35)	51% (210)	411
Educ: Post-grad	23% (50)	16% (34)	13% (27)	10% (21)	39% (84)	216

Continued on next page

Table BRD16_10: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?

Info Wars

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Adults	16% (346)	13% (293)	10% (207)	10% (211)	51% (1120)	2177
Income: Under 50k	15% (187)	12% (150)	9% (116)	9% (113)	55% (680)	1245
Income: 50k-100k	16% (111)	15% (104)	10% (67)	10% (68)	48% (324)	675
Income: 100k+	19% (48)	15% (39)	9% (24)	12% (30)	45% (115)	257
Ethnicity: White	15% (263)	13% (225)	9% (155)	10% (175)	53% (913)	1731
Ethnicity: Hispanic	23% (75)	16% (53)	15% (47)	10% (31)	37% (119)	326
Ethnicity: Afr. Am.	16% (42)	17% (46)	10% (28)	8% (21)	49% (129)	266
Ethnicity: Other	23% (41)	13% (23)	13% (24)	8% (15)	43% (77)	180
Relig: Protestant	13% (66)	13% (67)	10% (51)	10% (50)	55% (282)	515
Relig: Roman Catholic	20% (98)	15% (71)	13% (63)	8% (37)	44% (211)	480
Relig: Ath./Agn./None	16% (98)	12% (71)	8% (46)	10% (61)	54% (329)	605
Relig: Something Else	14% (46)	14% (45)	9% (30)	14% (46)	50% (163)	330
Relig: Evangelical	19% (114)	15% (89)	11% (65)	8% (48)	48% (290)	606
Relig: Non-Evang. Catholics	14% (88)	14% (87)	10% (66)	9% (56)	53% (334)	632
Relig: All Christian	16% (202)	14% (176)	11% (131)	8% (104)	50% (625)	1238
Relig: All Non-Christian	15% (144)	12% (116)	8% (76)	11% (107)	53% (492)	935
Community: Urban	20% (114)	16% (94)	10% (58)	10% (60)	44% (256)	581
Community: Suburban	14% (143)	12% (116)	9% (89)	10% (99)	55% (540)	988
Community: Rural	15% (89)	14% (83)	10% (60)	9% (52)	53% (323)	608
Employ: Private Sector	19% (127)	17% (112)	10% (69)	12% (81)	42% (286)	674
Employ: Government	21% (32)	16% (25)	13% (21)	10% (15)	40% (62)	155
Employ: Self-Employed	24% (42)	18% (31)	9% (16)	7% (13)	41% (72)	173
Employ: Homemaker	13% (26)	11% (21)	9% (17)	12% (23)	55% (108)	195
Employ: Student	15% (16)	11% (12)	11% (12)	9% (9)	54% (56)	104
Employ: Retired	11% (54)	9% (44)	9% (42)	9% (42)	62% (301)	483
Employ: Unemployed	15% (32)	11% (23)	10% (22)	9% (20)	54% (115)	213
Employ: Other	9% (17)	14% (25)	5% (8)	5% (9)	67% (120)	179
Military HH: Yes	22% (83)	15% (57)	9% (34)	8% (29)	47% (179)	382
Military HH: No	15% (263)	13% (236)	10% (173)	10% (182)	52% (941)	1795

Continued on next page

Table BRD16_10: Do you support or oppose advertisers pulling their ads from the following websites or networks if their ads are placed near content the advertisers disagree with?
Info Wars

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	16%	(346)	13%	(293)	10%	(207)	10%	(211)	51%	(1120)	2177
RD/WT: Right Direction	18%	(155)	16%	(139)	11%	(91)	11%	(94)	44%	(382)	861
RD/WT: Wrong Track	14%	(190)	12%	(154)	9%	(116)	9%	(117)	56%	(738)	1316
Strongly Approve	20%	(95)	14%	(64)	9%	(41)	13%	(62)	44%	(203)	465
Somewhat Approve	11%	(57)	15%	(75)	12%	(58)	11%	(52)	51%	(255)	497
Somewhat Disapprove	13%	(36)	16%	(45)	12%	(34)	7%	(19)	53%	(150)	284
Strongly Disapprove	19%	(154)	12%	(97)	9%	(70)	9%	(72)	51%	(408)	801
Dont Know / No Opinion	3%	(3)	9%	(12)	4%	(5)	5%	(6)	80%	(104)	131
#1 Issue: Economy	15%	(90)	12%	(73)	10%	(61)	9%	(55)	53%	(317)	595
#1 Issue: Security	11%	(48)	15%	(64)	11%	(45)	11%	(44)	52%	(215)	415
#1 Issue: Health Care	16%	(77)	14%	(66)	5%	(25)	9%	(43)	56%	(266)	477
#1 Issue: Medicare / Social Security	12%	(34)	10%	(26)	13%	(34)	10%	(28)	55%	(149)	270
#1 Issue: Women's Issues	25%	(24)	16%	(15)	4%	(4)	17%	(16)	38%	(37)	97
#1 Issue: Education	22%	(32)	15%	(22)	14%	(21)	10%	(14)	39%	(56)	144
#1 Issue: Energy	34%	(32)	17%	(16)	8%	(7)	8%	(7)	34%	(33)	94
#1 Issue: Other	12%	(10)	13%	(11)	12%	(10)	6%	(5)	57%	(48)	85
2016 Vote: Democrat Hillary Clinton	22%	(172)	14%	(108)	9%	(67)	7%	(57)	48%	(371)	775
2016 Vote: Republican Donald Trump	15%	(111)	14%	(104)	10%	(73)	11%	(85)	49%	(364)	736
2016 Vote: Someone else	12%	(19)	10%	(17)	10%	(16)	9%	(15)	59%	(98)	165
2012 Vote: Barack Obama	21%	(183)	12%	(104)	8%	(73)	8%	(73)	51%	(445)	878
2012 Vote: Mitt Romney	12%	(68)	16%	(92)	8%	(46)	12%	(66)	52%	(296)	567
2012 Vote: Other	14%	(12)	15%	(13)	12%	(10)	11%	(10)	48%	(41)	85
2012 Vote: Didn't Vote	13%	(83)	13%	(84)	12%	(78)	10%	(63)	52%	(336)	644
4-Region: Northeast	18%	(73)	10%	(39)	9%	(36)	10%	(41)	52%	(207)	397
4-Region: Midwest	14%	(63)	12%	(55)	7%	(33)	10%	(46)	58%	(271)	469
4-Region: South	16%	(132)	16%	(126)	9%	(74)	8%	(64)	51%	(410)	806
4-Region: West	15%	(77)	14%	(73)	13%	(63)	12%	(61)	46%	(231)	506

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

Table BRD17_4: 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	25% (554)	33% (718)	13% (284)	17% (372)	8% (184)	3% (66)	2177
Gender: Male	26% (274)	30% (315)	12% (130)	23% (244)	6% (61)	2% (25)	1048
Gender: Female	25% (280)	36% (403)	14% (154)	11% (128)	11% (123)	4% (40)	1129
Age: 18-29	22% (104)	34% (164)	12% (57)	18% (86)	8% (40)	5% (25)	475
Age: 30-44	31% (167)	31% (173)	10% (54)	14% (76)	9% (51)	5% (27)	549
Age: 45-54	28% (109)	30% (115)	14% (54)	14% (55)	11% (42)	2% (8)	382
Age: 55-64	27% (101)	30% (113)	17% (63)	18% (67)	8% (30)	1% (4)	377
Age: 65+	18% (72)	39% (153)	14% (57)	22% (88)	5% (21)	— (2)	393
PID: Dem (no lean)	37% (277)	40% (301)	8% (61)	5% (37)	8% (59)	3% (20)	755
PID: Ind (no lean)	20% (148)	32% (237)	14% (101)	18% (134)	12% (86)	5% (36)	742
PID: Rep (no lean)	19% (128)	26% (180)	18% (122)	30% (201)	6% (39)	1% (9)	680
PID/Gender: Dem Men	39% (135)	36% (127)	9% (31)	8% (28)	5% (18)	3% (11)	349
PID/Gender: Dem Women	35% (142)	43% (174)	7% (30)	2% (9)	10% (41)	2% (10)	406
PID/Gender: Ind Men	18% (63)	29% (100)	13% (43)	29% (99)	8% (28)	3% (11)	343
PID/Gender: Ind Women	21% (86)	34% (137)	15% (58)	9% (35)	15% (58)	6% (25)	399
PID/Gender: Rep Men	21% (76)	25% (88)	16% (56)	33% (117)	4% (15)	1% (4)	355
PID/Gender: Rep Women	16% (52)	28% (92)	20% (66)	26% (84)	7% (24)	2% (6)	324
Tea Party: Supporter	28% (171)	24% (143)	15% (92)	27% (164)	3% (20)	2% (10)	600
Tea Party: Not Supporter	24% (383)	36% (569)	12% (192)	13% (206)	10% (161)	3% (54)	1565
Ideo: Liberal (1-3)	36% (261)	41% (298)	10% (70)	6% (44)	6% (40)	2% (15)	728
Ideo: Moderate (4)	27% (148)	39% (212)	13% (72)	10% (55)	9% (47)	1% (8)	542
Ideo: Conservative (5-7)	15% (98)	22% (147)	19% (124)	37% (248)	6% (38)	2% (13)	668
Educ: < College	24% (373)	32% (496)	13% (202)	17% (266)	10% (156)	4% (56)	1549
Educ: Bachelors degree	27% (113)	36% (147)	12% (50)	17% (71)	5% (22)	2% (9)	411
Educ: Post-grad	31% (67)	35% (75)	15% (32)	16% (35)	3% (7)	— (1)	216
Income: Under 50k	27% (330)	32% (401)	13% (157)	15% (186)	10% (121)	4% (50)	1245
Income: 50k-100k	24% (162)	34% (231)	12% (80)	21% (143)	7% (48)	2% (11)	675
Income: 100k+	24% (61)	33% (86)	18% (47)	17% (43)	6% (15)	2% (4)	257

Continued on next page

Table BRD17_4: 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	25% (554)	33% (718)	13% (284)	17% (372)	8% (184)	3% (66)	2177
Ethnicity: White	22% (386)	33% (571)	15% (251)	18% (320)	9% (157)	3% (46)	1731
Ethnicity: Hispanic	34% (112)	27% (86)	9% (29)	17% (54)	8% (27)	5% (17)	326
Ethnicity: Afr. Am.	40% (107)	35% (93)	6% (16)	9% (24)	6% (16)	3% (9)	266
Ethnicity: Other	34% (60)	29% (53)	9% (17)	15% (27)	6% (11)	6% (11)	180
Relig: Protestant	17% (87)	32% (164)	20% (104)	24% (124)	6% (31)	1% (5)	515
Relig: Roman Catholic	34% (162)	29% (141)	11% (52)	17% (84)	7% (34)	2% (8)	480
Relig: Ath./Agn./None	22% (131)	36% (219)	11% (64)	14% (87)	12% (71)	6% (33)	605
Relig: Something Else	29% (96)	34% (114)	10% (32)	13% (43)	9% (29)	5% (16)	330
Relig: Evangelical	27% (164)	29% (179)	16% (96)	20% (124)	6% (38)	1% (6)	606
Relig: Non-Evang. Catholics	26% (162)	32% (203)	15% (92)	19% (118)	7% (46)	2% (10)	632
Relig: All Christian	26% (326)	31% (382)	15% (188)	20% (242)	7% (83)	1% (17)	1238
Relig: All Non-Christian	24% (228)	36% (333)	10% (96)	14% (130)	11% (100)	5% (49)	935
Community: Urban	31% (178)	32% (186)	11% (65)	16% (92)	7% (42)	3% (18)	581
Community: Suburban	24% (238)	34% (339)	14% (135)	17% (170)	8% (76)	3% (30)	988
Community: Rural	23% (138)	32% (193)	14% (84)	18% (110)	11% (66)	3% (17)	608
Employ: Private Sector	26% (176)	32% (216)	15% (100)	18% (121)	7% (48)	2% (14)	674
Employ: Government	24% (37)	39% (60)	11% (17)	16% (25)	7% (12)	2% (4)	155
Employ: Self-Employed	31% (54)	30% (53)	10% (17)	17% (29)	9% (16)	3% (5)	173
Employ: Homemaker	24% (47)	39% (76)	10% (20)	8% (15)	13% (26)	5% (9)	195
Employ: Student	22% (23)	36% (38)	13% (14)	21% (21)	6% (7)	2% (2)	104
Employ: Retired	23% (112)	35% (168)	15% (71)	21% (100)	6% (30)	1% (3)	483
Employ: Unemployed	27% (58)	28% (59)	12% (26)	14% (31)	11% (24)	7% (15)	213
Employ: Other	26% (47)	27% (48)	10% (19)	16% (29)	12% (22)	8% (14)	179
Military HH: Yes	29% (109)	30% (114)	15% (56)	21% (79)	6% (22)	1% (2)	382
Military HH: No	25% (444)	34% (604)	13% (228)	16% (293)	9% (162)	4% (63)	1795
RD/WT: Right Direction	21% (185)	24% (208)	17% (144)	28% (239)	8% (69)	2% (16)	861
RD/WT: Wrong Track	28% (369)	39% (510)	11% (140)	10% (133)	9% (115)	4% (49)	1316

Continued on next page

Table BRD17_4: 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	25% (554)	33% (718)	13% (284)	17% (372)	8% (184)	3% (66)	2177
Strongly Approve	20% (91)	17% (81)	16% (76)	40% (185)	6% (27)	1% (5)	465
Somewhat Approve	16% (82)	32% (158)	20% (101)	22% (107)	7% (34)	3% (15)	497
Somewhat Disapprove	25% (70)	45% (129)	10% (29)	12% (33)	6% (16)	2% (7)	284
Strongly Disapprove	36% (285)	39% (316)	9% (69)	5% (43)	8% (68)	3% (20)	801
Dont Know / No Opinion	20% (26)	26% (34)	7% (10)	3% (4)	29% (38)	14% (18)	131
#1 Issue: Economy	23% (136)	31% (183)	14% (82)	20% (119)	10% (60)	2% (14)	595
#1 Issue: Security	20% (84)	26% (107)	17% (71)	26% (106)	8% (34)	3% (13)	415
#1 Issue: Health Care	27% (130)	37% (174)	12% (58)	13% (62)	8% (37)	3% (15)	477
#1 Issue: Medicare / Social Security	29% (80)	35% (96)	10% (27)	16% (43)	8% (21)	1% (4)	270
#1 Issue: Women's Issues	32% (31)	38% (36)	15% (14)	9% (9)	4% (4)	3% (3)	97
#1 Issue: Education	24% (35)	41% (60)	13% (19)	9% (13)	8% (12)	5% (6)	144
#1 Issue: Energy	33% (31)	47% (45)	3% (3)	10% (9)	7% (6)	1% (1)	94
#1 Issue: Other	31% (27)	21% (18)	12% (10)	12% (10)	12% (10)	11% (10)	85
2016 Vote: Democrat Hillary Clinton	38% (291)	42% (324)	8% (63)	4% (34)	7% (53)	1% (10)	775
2016 Vote: Republican Donald Trump	16% (120)	24% (180)	19% (140)	33% (245)	6% (44)	1% (8)	736
2016 Vote: Someone else	12% (20)	46% (76)	10% (17)	19% (31)	11% (18)	2% (3)	165
2012 Vote: Barack Obama	36% (317)	41% (362)	9% (79)	7% (57)	6% (49)	2% (14)	878
2012 Vote: Mitt Romney	12% (69)	24% (134)	21% (119)	35% (201)	7% (39)	1% (5)	567
2012 Vote: Other	21% (18)	29% (24)	12% (10)	26% (22)	9% (7)	4% (3)	85
2012 Vote: Didn't Vote	23% (150)	31% (197)	12% (76)	14% (91)	14% (88)	7% (44)	644
4-Region: Northeast	25% (99)	33% (131)	12% (46)	19% (75)	9% (35)	3% (11)	397
4-Region: Midwest	21% (96)	33% (155)	14% (64)	19% (90)	10% (47)	3% (15)	469
4-Region: South	27% (218)	31% (251)	15% (120)	16% (128)	8% (68)	3% (20)	806
4-Region: West	28% (140)	36% (181)	10% (53)	16% (79)	7% (33)	4% (19)	506

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

Table BRD17_5: 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	23% (508)	30% (661)	16% (342)	20% (429)	8% (182)	2% (54)	2177
Gender: Male	23% (244)	30% (309)	17% (176)	22% (228)	6% (61)	3% (29)	1048
Gender: Female	23% (264)	31% (352)	15% (166)	18% (201)	11% (121)	2% (26)	1129
Age: 18-29	22% (103)	28% (133)	17% (79)	22% (103)	7% (35)	5% (22)	475
Age: 30-44	23% (127)	29% (161)	16% (90)	19% (103)	10% (54)	3% (14)	549
Age: 45-54	25% (97)	31% (119)	13% (52)	17% (66)	11% (41)	2% (8)	382
Age: 55-64	28% (105)	31% (117)	12% (47)	20% (75)	7% (26)	2% (7)	377
Age: 65+	19% (76)	33% (131)	19% (75)	21% (82)	7% (26)	1% (4)	393
PID: Dem (no lean)	18% (138)	25% (189)	18% (133)	28% (215)	9% (65)	2% (15)	755
PID: Ind (no lean)	19% (144)	28% (210)	18% (137)	19% (140)	11% (85)	4% (27)	742
PID: Rep (no lean)	33% (226)	39% (262)	11% (72)	11% (75)	5% (32)	2% (12)	680
PID/Gender: Dem Men	18% (64)	24% (83)	19% (67)	29% (102)	5% (19)	4% (14)	349
PID/Gender: Dem Women	18% (74)	26% (106)	16% (66)	28% (112)	11% (46)	— (1)	406
PID/Gender: Ind Men	17% (58)	29% (99)	21% (71)	23% (80)	8% (28)	2% (7)	343
PID/Gender: Ind Women	21% (86)	28% (111)	17% (66)	15% (60)	14% (57)	5% (19)	399
PID/Gender: Rep Men	34% (122)	36% (128)	11% (38)	13% (46)	4% (14)	2% (7)	355
PID/Gender: Rep Women	32% (104)	41% (135)	11% (34)	9% (29)	5% (18)	2% (5)	324
Tea Party: Supporter	38% (231)	36% (219)	10% (60)	10% (61)	3% (20)	2% (10)	600
Tea Party: Not Supporter	18% (277)	28% (437)	18% (282)	23% (367)	10% (159)	3% (43)	1565
Ideo: Liberal (1-3)	20% (149)	22% (157)	18% (132)	33% (242)	5% (36)	2% (13)	728
Ideo: Moderate (4)	21% (113)	34% (185)	17% (92)	19% (103)	8% (43)	1% (6)	542
Ideo: Conservative (5-7)	30% (199)	39% (262)	13% (88)	10% (64)	6% (38)	3% (17)	668
Educ: < College	26% (403)	31% (476)	13% (203)	18% (275)	10% (148)	3% (45)	1549
Educ: Bachelors degree	16% (67)	30% (122)	22% (90)	24% (97)	7% (27)	2% (8)	411
Educ: Post-grad	18% (39)	30% (64)	23% (49)	26% (57)	3% (7)	— (1)	216
Income: Under 50k	25% (310)	30% (368)	15% (182)	18% (225)	10% (120)	3% (39)	1245
Income: 50k-100k	22% (146)	31% (211)	16% (110)	22% (150)	7% (49)	1% (9)	675
Income: 100k+	20% (52)	32% (82)	20% (51)	21% (53)	5% (13)	2% (6)	257

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Table BRD17_5: 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	23% (508)	30% (661)	16% (342)	20% (429)	8% (182)	2% (54)	2177
Ethnicity: White	22% (386)	31% (539)	16% (280)	19% (331)	9% (152)	2% (43)	1731
Ethnicity: Hispanic	28% (93)	26% (85)	13% (43)	21% (68)	8% (26)	3% (11)	326
Ethnicity: Afr. Am.	31% (82)	27% (73)	14% (38)	20% (52)	7% (18)	1% (4)	266
Ethnicity: Other	22% (40)	27% (49)	14% (24)	26% (46)	7% (13)	4% (7)	180
Relig: Protestant	23% (117)	37% (189)	18% (93)	16% (80)	6% (29)	1% (7)	515
Relig: Roman Catholic	31% (148)	29% (138)	16% (75)	16% (76)	7% (34)	2% (8)	480
Relig: Ath./Agn./None	14% (86)	27% (165)	16% (100)	26% (157)	12% (73)	4% (25)	605
Relig: Something Else	22% (72)	26% (86)	14% (47)	26% (87)	8% (28)	3% (10)	330
Relig: Evangelical	34% (203)	35% (212)	13% (82)	11% (66)	6% (36)	1% (8)	606
Relig: Non-Evang. Catholics	23% (147)	31% (196)	18% (114)	19% (119)	7% (45)	2% (11)	632
Relig: All Christian	28% (350)	33% (408)	16% (195)	15% (185)	7% (81)	2% (19)	1238
Relig: All Non-Christian	17% (158)	27% (250)	16% (147)	26% (244)	11% (101)	4% (35)	935
Community: Urban	24% (141)	28% (163)	13% (77)	25% (143)	7% (43)	2% (13)	581
Community: Suburban	21% (209)	29% (291)	19% (187)	21% (203)	8% (76)	2% (22)	988
Community: Rural	26% (158)	34% (207)	13% (78)	14% (83)	10% (63)	3% (19)	608
Employ: Private Sector	21% (141)	34% (226)	15% (102)	21% (140)	7% (50)	2% (15)	674
Employ: Government	22% (34)	30% (46)	19% (30)	20% (30)	5% (7)	5% (8)	155
Employ: Self-Employed	32% (56)	27% (47)	12% (20)	19% (32)	10% (17)	— (1)	173
Employ: Homemaker	26% (52)	29% (57)	17% (32)	15% (29)	12% (24)	1% (1)	195
Employ: Student	21% (22)	23% (24)	22% (23)	25% (26)	8% (8)	1% (1)	104
Employ: Retired	22% (107)	34% (163)	17% (81)	20% (95)	7% (33)	1% (5)	483
Employ: Unemployed	22% (47)	25% (54)	17% (36)	21% (44)	9% (20)	6% (12)	213
Employ: Other	28% (51)	24% (43)	10% (17)	18% (33)	13% (23)	7% (12)	179
Military HH: Yes	30% (114)	32% (121)	18% (67)	15% (56)	5% (20)	1% (4)	382
Military HH: No	22% (395)	30% (540)	15% (275)	21% (373)	9% (162)	3% (50)	1795
RD/WT: Right Direction	32% (276)	38% (324)	11% (97)	10% (82)	8% (67)	2% (15)	861
RD/WT: Wrong Track	18% (233)	26% (338)	19% (245)	26% (347)	9% (115)	3% (39)	1316

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Table BRD17_5: 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	23% (508)	30% (661)	16% (342)	20% (429)	8% (182)	2% (54)	2177
Strongly Approve	40% (185)	33% (156)	10% (47)	11% (49)	4% (20)	2% (8)	465
Somewhat Approve	22% (111)	42% (210)	15% (73)	10% (51)	8% (42)	2% (9)	497
Somewhat Disapprove	16% (45)	38% (107)	22% (62)	15% (41)	7% (19)	3% (10)	284
Strongly Disapprove	17% (137)	20% (158)	18% (146)	35% (282)	8% (64)	2% (13)	801
Dont Know / No Opinion	23% (30)	23% (30)	11% (14)	4% (6)	29% (38)	10% (14)	131
#1 Issue: Economy	22% (128)	35% (207)	15% (87)	17% (100)	9% (52)	3% (20)	595
#1 Issue: Security	28% (116)	38% (157)	12% (52)	12% (49)	8% (35)	2% (7)	415
#1 Issue: Health Care	22% (105)	26% (126)	15% (72)	27% (127)	8% (37)	2% (10)	477
#1 Issue: Medicare / Social Security	22% (60)	33% (89)	17% (46)	17% (47)	10% (26)	1% (2)	270
#1 Issue: Women's Issues	27% (26)	20% (20)	14% (14)	30% (29)	5% (5)	3% (3)	97
#1 Issue: Education	24% (35)	21% (31)	24% (34)	21% (31)	6% (9)	3% (5)	144
#1 Issue: Energy	21% (20)	23% (21)	15% (14)	34% (32)	5% (5)	2% (2)	94
#1 Issue: Other	22% (18)	12% (10)	27% (23)	17% (14)	15% (13)	7% (6)	85
2016 Vote: Democrat Hillary Clinton	19% (148)	23% (181)	19% (146)	31% (238)	7% (53)	1% (10)	775
2016 Vote: Republican Donald Trump	30% (224)	40% (294)	11% (80)	10% (75)	7% (52)	2% (12)	736
2016 Vote: Someone else	12% (20)	30% (49)	28% (47)	20% (34)	7% (11)	3% (5)	165
2012 Vote: Barack Obama	19% (171)	26% (228)	19% (163)	29% (254)	6% (50)	1% (12)	878
2012 Vote: Mitt Romney	28% (162)	40% (229)	12% (71)	12% (65)	6% (32)	1% (8)	567
2012 Vote: Other	20% (17)	41% (35)	10% (9)	12% (11)	13% (11)	4% (3)	85
2012 Vote: Didn't Vote	25% (158)	26% (170)	15% (99)	15% (99)	14% (88)	5% (31)	644
4-Region: Northeast	22% (88)	27% (106)	19% (75)	20% (80)	9% (34)	4% (14)	397
4-Region: Midwest	20% (92)	31% (147)	16% (74)	21% (96)	11% (50)	2% (9)	469
4-Region: South	26% (210)	33% (263)	14% (114)	17% (134)	8% (65)	2% (19)	806
4-Region: West	23% (119)	29% (145)	16% (79)	23% (118)	6% (33)	2% (12)	506

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

Table BRD17_6: 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	21% (455)	31% (674)	14% (312)	15% (325)	13% (289)	6% (123)	2177
Gender: Male	21% (220)	29% (302)	18% (183)	19% (202)	9% (99)	4% (40)	1048
Gender: Female	21% (234)	33% (371)	11% (128)	11% (122)	17% (190)	7% (83)	1129
Age: 18-29	18% (88)	28% (133)	15% (73)	11% (54)	14% (68)	12% (58)	475
Age: 30-44	24% (132)	32% (177)	14% (74)	13% (72)	12% (64)	5% (30)	549
Age: 45-54	24% (92)	31% (118)	13% (48)	13% (49)	15% (57)	5% (18)	382
Age: 55-64	20% (74)	33% (123)	13% (49)	19% (71)	14% (52)	2% (8)	377
Age: 65+	17% (69)	31% (123)	17% (67)	20% (78)	12% (48)	2% (9)	393
PID: Dem (no lean)	29% (222)	38% (285)	12% (92)	3% (23)	12% (93)	5% (40)	755
PID: Ind (no lean)	15% (114)	29% (215)	16% (118)	15% (111)	16% (116)	9% (68)	742
PID: Rep (no lean)	18% (119)	25% (173)	15% (101)	28% (191)	12% (80)	2% (14)	680
PID/Gender: Dem Men	29% (102)	35% (122)	17% (60)	4% (15)	8% (29)	6% (22)	349
PID/Gender: Dem Women	30% (120)	40% (164)	8% (32)	2% (7)	16% (65)	4% (18)	406
PID/Gender: Ind Men	14% (47)	28% (97)	18% (63)	24% (82)	13% (43)	3% (11)	343
PID/Gender: Ind Women	17% (66)	29% (118)	14% (56)	7% (29)	18% (72)	14% (58)	399
PID/Gender: Rep Men	20% (71)	23% (83)	17% (61)	30% (105)	8% (27)	2% (7)	355
PID/Gender: Rep Women	15% (48)	28% (90)	12% (40)	27% (86)	16% (53)	2% (7)	324
Tea Party: Supporter	25% (149)	24% (145)	17% (100)	24% (143)	7% (42)	4% (21)	600
Tea Party: Not Supporter	19% (304)	33% (523)	14% (212)	12% (181)	16% (245)	6% (100)	1565
Ideo: Liberal (1-3)	30% (218)	39% (281)	14% (102)	5% (39)	8% (60)	4% (29)	728
Ideo: Moderate (4)	23% (125)	35% (190)	16% (85)	8% (44)	13% (72)	5% (27)	542
Ideo: Conservative (5-7)	11% (74)	23% (153)	16% (108)	34% (225)	12% (82)	4% (25)	668
Educ: < College	20% (307)	29% (447)	14% (222)	14% (222)	16% (244)	7% (108)	1549
Educ: Bachelors degree	24% (98)	35% (145)	15% (61)	16% (67)	7% (30)	3% (11)	411
Educ: Post-grad	23% (50)	38% (81)	13% (29)	17% (36)	7% (15)	2% (4)	216
Income: Under 50k	22% (270)	30% (367)	13% (168)	13% (162)	15% (191)	7% (88)	1245
Income: 50k-100k	21% (140)	31% (210)	16% (106)	18% (120)	11% (77)	3% (22)	675
Income: 100k+	17% (45)	37% (96)	15% (38)	17% (43)	9% (22)	5% (13)	257

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Table BRD17_6: 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	21% (455)	31% (674)	14% (312)	15% (325)	13% (289)	6% (123)	2177
Ethnicity: White	19% (326)	31% (535)	15% (257)	17% (291)	14% (247)	4% (77)	1731
Ethnicity: Hispanic	28% (91)	25% (82)	13% (43)	13% (42)	8% (25)	13% (43)	326
Ethnicity: Afr. Am.	32% (85)	33% (88)	10% (27)	6% (15)	11% (30)	7% (19)	266
Ethnicity: Other	24% (43)	28% (51)	15% (28)	11% (20)	7% (12)	15% (26)	180
Relig: Protestant	15% (75)	31% (159)	18% (95)	23% (116)	11% (57)	3% (13)	515
Relig: Roman Catholic	25% (122)	30% (145)	15% (72)	15% (71)	11% (55)	3% (17)	480
Relig: Ath./Agn./None	16% (99)	33% (199)	13% (79)	13% (76)	15% (93)	10% (59)	605
Relig: Something Else	28% (93)	30% (98)	12% (41)	11% (36)	13% (43)	6% (19)	330
Relig: Evangelical	23% (137)	28% (171)	16% (95)	18% (108)	12% (76)	3% (20)	606
Relig: Non-Evang. Catholics	20% (126)	32% (203)	15% (97)	17% (105)	12% (78)	4% (25)	632
Relig: All Christian	21% (262)	30% (374)	15% (192)	17% (213)	12% (153)	4% (45)	1238
Relig: All Non-Christian	21% (192)	32% (297)	13% (120)	12% (112)	15% (136)	8% (78)	935
Community: Urban	20% (119)	35% (202)	12% (73)	16% (93)	10% (57)	7% (38)	581
Community: Suburban	22% (216)	30% (296)	16% (155)	14% (138)	14% (133)	5% (49)	988
Community: Rural	20% (120)	29% (175)	14% (84)	15% (94)	16% (99)	6% (36)	608
Employ: Private Sector	17% (116)	35% (239)	15% (102)	16% (107)	13% (86)	4% (24)	674
Employ: Government	23% (36)	31% (48)	16% (25)	15% (24)	9% (14)	6% (9)	155
Employ: Self-Employed	29% (50)	31% (53)	14% (25)	11% (19)	13% (23)	2% (3)	173
Employ: Homemaker	22% (43)	31% (60)	11% (22)	12% (23)	18% (34)	6% (13)	195
Employ: Student	22% (23)	25% (26)	15% (16)	9% (10)	16% (17)	12% (12)	104
Employ: Retired	21% (102)	31% (149)	16% (78)	18% (86)	12% (58)	2% (10)	483
Employ: Unemployed	20% (43)	26% (56)	12% (26)	15% (32)	15% (32)	11% (24)	213
Employ: Other	23% (40)	23% (42)	10% (18)	13% (24)	14% (25)	16% (29)	179
Military HH: Yes	26% (99)	28% (108)	17% (66)	17% (64)	8% (32)	3% (13)	382
Military HH: No	20% (355)	32% (566)	14% (246)	15% (261)	14% (257)	6% (109)	1795
RD/WT: Right Direction	21% (177)	25% (215)	15% (131)	25% (214)	12% (105)	2% (20)	861
RD/WT: Wrong Track	21% (278)	35% (459)	14% (181)	8% (111)	14% (184)	8% (103)	1316

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Table BRD17_6: 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	21% (455)	31% (674)	14% (312)	15% (325)	13% (289)	6% (123)	2177
Strongly Approve	19% (87)	15% (71)	15% (67)	38% (176)	12% (55)	2% (8)	465
Somewhat Approve	14% (68)	34% (169)	19% (97)	18% (91)	11% (53)	4% (19)	497
Somewhat Disapprove	15% (43)	41% (118)	19% (55)	6% (18)	12% (34)	6% (17)	284
Strongly Disapprove	30% (237)	36% (288)	11% (84)	5% (37)	12% (98)	7% (56)	801
Dont Know / No Opinion	15% (20)	21% (28)	6% (8)	2% (3)	38% (50)	18% (23)	131
#1 Issue: Economy	16% (94)	32% (189)	16% (95)	18% (107)	12% (73)	6% (37)	595
#1 Issue: Security	15% (62)	28% (117)	15% (63)	24% (101)	13% (54)	5% (19)	415
#1 Issue: Health Care	25% (121)	32% (150)	11% (54)	13% (62)	14% (67)	5% (23)	477
#1 Issue: Medicare / Social Security	23% (62)	33% (90)	16% (44)	10% (28)	14% (38)	3% (8)	270
#1 Issue: Women's Issues	33% (32)	25% (24)	13% (12)	7% (6)	12% (11)	11% (11)	97
#1 Issue: Education	24% (35)	37% (53)	14% (20)	4% (6)	14% (20)	8% (11)	144
#1 Issue: Energy	30% (29)	34% (32)	15% (14)	7% (7)	12% (11)	2% (2)	94
#1 Issue: Other	24% (20)	22% (19)	12% (10)	10% (9)	18% (15)	14% (12)	85
2016 Vote: Democrat Hillary Clinton	31% (243)	40% (309)	12% (90)	3% (22)	11% (84)	3% (26)	775
2016 Vote: Republican Donald Trump	16% (117)	22% (164)	18% (129)	30% (222)	12% (85)	2% (18)	736
2016 Vote: Someone else	8% (13)	39% (64)	17% (28)	17% (28)	13% (21)	7% (12)	165
2012 Vote: Barack Obama	30% (266)	40% (348)	12% (102)	4% (39)	10% (90)	4% (33)	878
2012 Vote: Mitt Romney	11% (60)	24% (138)	19% (106)	34% (193)	11% (64)	1% (6)	567
2012 Vote: Other	13% (11)	31% (26)	12% (10)	26% (22)	13% (11)	6% (5)	85
2012 Vote: Didn't Vote	18% (117)	25% (162)	14% (92)	11% (70)	19% (125)	12% (78)	644
4-Region: Northeast	21% (82)	33% (130)	15% (60)	15% (59)	11% (46)	5% (20)	397
4-Region: Midwest	17% (80)	33% (154)	15% (71)	15% (69)	13% (63)	7% (32)	469
4-Region: South	23% (188)	30% (246)	13% (103)	15% (117)	13% (107)	6% (45)	806
4-Region: West	21% (104)	29% (144)	15% (78)	16% (80)	15% (74)	5% (26)	506

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

Table BRD17_7: 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	26% (570)	39% (842)	13% (286)	10% (228)	9% (188)	3% (62)	2177
Gender: Male	26% (270)	35% (368)	14% (150)	15% (155)	7% (74)	3% (31)	1048
Gender: Female	27% (300)	42% (474)	12% (136)	6% (73)	10% (114)	3% (32)	1129
Age: 18-29	27% (126)	34% (164)	14% (68)	8% (40)	11% (53)	5% (24)	475
Age: 30-44	27% (145)	40% (219)	11% (63)	9% (50)	10% (52)	3% (19)	549
Age: 45-54	28% (106)	41% (158)	10% (38)	9% (34)	10% (37)	2% (9)	382
Age: 55-64	28% (106)	35% (132)	16% (59)	13% (49)	7% (25)	2% (6)	377
Age: 65+	22% (87)	43% (170)	15% (58)	14% (54)	5% (21)	1% (3)	393
PID: Dem (no lean)	37% (281)	44% (329)	8% (59)	2% (19)	6% (48)	2% (19)	755
PID: Ind (no lean)	20% (148)	39% (292)	13% (99)	12% (86)	12% (89)	4% (29)	742
PID: Rep (no lean)	21% (141)	33% (221)	19% (128)	18% (123)	7% (51)	2% (15)	680
PID/Gender: Dem Men	38% (132)	40% (138)	11% (39)	3% (11)	5% (16)	4% (13)	349
PID/Gender: Dem Women	37% (150)	47% (191)	5% (20)	2% (8)	8% (32)	1% (6)	406
PID/Gender: Ind Men	17% (58)	36% (123)	15% (52)	19% (65)	10% (34)	3% (11)	343
PID/Gender: Ind Women	23% (90)	42% (168)	12% (48)	5% (20)	14% (55)	4% (18)	399
PID/Gender: Rep Men	23% (81)	30% (106)	17% (59)	22% (79)	7% (24)	2% (6)	355
PID/Gender: Rep Women	19% (61)	35% (115)	21% (68)	14% (45)	8% (27)	3% (8)	324
Tea Party: Supporter	29% (175)	29% (177)	18% (109)	17% (101)	4% (21)	3% (17)	600
Tea Party: Not Supporter	25% (395)	42% (660)	11% (176)	8% (125)	10% (164)	3% (45)	1565
Ideo: Liberal (1-3)	35% (253)	46% (333)	10% (70)	4% (27)	4% (32)	2% (12)	728
Ideo: Moderate (4)	29% (157)	43% (235)	12% (63)	6% (33)	8% (45)	2% (8)	542
Ideo: Conservative (5-7)	14% (97)	31% (209)	21% (139)	23% (154)	7% (49)	3% (20)	668
Educ: < College	27% (411)	37% (578)	14% (210)	9% (145)	10% (150)	4% (54)	1549
Educ: Bachelors degree	24% (100)	42% (174)	12% (50)	13% (54)	7% (28)	1% (6)	411
Educ: Post-grad	27% (59)	42% (90)	12% (26)	13% (29)	5% (10)	1% (2)	216
Income: Under 50k	28% (354)	38% (468)	11% (142)	9% (114)	10% (122)	4% (45)	1245
Income: 50k-100k	24% (160)	39% (260)	16% (107)	12% (83)	8% (56)	1% (9)	675
Income: 100k+	22% (57)	45% (115)	14% (37)	12% (31)	4% (10)	3% (8)	257

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Table BRD17_7: 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	26% (570)	39% (842)	13% (286)	10% (228)	9% (188)	3% (62)	2177
Ethnicity: White	23% (401)	40% (687)	14% (240)	11% (196)	9% (161)	3% (46)	1731
Ethnicity: Hispanic	32% (104)	32% (104)	12% (39)	9% (29)	10% (34)	5% (15)	326
Ethnicity: Afr. Am.	42% (111)	37% (98)	10% (26)	4% (10)	6% (15)	2% (5)	266
Ethnicity: Other	32% (58)	32% (57)	11% (21)	12% (21)	6% (12)	6% (11)	180
Relig: Protestant	20% (103)	38% (193)	20% (104)	13% (69)	7% (37)	2% (8)	515
Relig: Roman Catholic	29% (141)	40% (190)	11% (51)	10% (49)	8% (37)	3% (12)	480
Relig: Ath./Agn./None	22% (133)	42% (253)	12% (72)	9% (55)	11% (68)	4% (24)	605
Relig: Something Else	31% (103)	41% (136)	9% (30)	7% (24)	8% (25)	3% (11)	330
Relig: Evangelical	29% (173)	30% (184)	17% (106)	15% (89)	7% (43)	2% (13)	606
Relig: Non-Evang. Catholics	25% (160)	42% (267)	12% (78)	10% (61)	8% (52)	2% (15)	632
Relig: All Christian	27% (332)	36% (451)	15% (184)	12% (150)	8% (95)	2% (27)	1238
Relig: All Non-Christian	25% (237)	42% (389)	11% (102)	8% (78)	10% (94)	4% (35)	935
Community: Urban	30% (173)	38% (221)	12% (71)	10% (61)	7% (40)	3% (15)	581
Community: Suburban	26% (258)	39% (389)	14% (134)	9% (93)	9% (84)	3% (29)	988
Community: Rural	23% (139)	38% (232)	13% (81)	12% (74)	11% (64)	3% (18)	608
Employ: Private Sector	22% (151)	45% (300)	12% (79)	11% (71)	8% (57)	2% (17)	674
Employ: Government	28% (43)	35% (55)	16% (24)	12% (19)	5% (8)	4% (6)	155
Employ: Self-Employed	31% (53)	31% (53)	16% (29)	11% (18)	10% (18)	2% (3)	173
Employ: Homemaker	29% (57)	44% (85)	12% (23)	4% (8)	10% (20)	1% (3)	195
Employ: Student	22% (23)	39% (41)	19% (19)	5% (5)	14% (14)	1% (1)	104
Employ: Retired	24% (116)	40% (194)	15% (74)	14% (68)	5% (26)	1% (6)	483
Employ: Unemployed	33% (70)	29% (61)	10% (21)	12% (26)	10% (21)	6% (14)	213
Employ: Other	32% (58)	30% (53)	10% (18)	6% (11)	14% (25)	8% (14)	179
Military HH: Yes	29% (109)	33% (124)	18% (67)	13% (48)	7% (26)	2% (7)	382
Military HH: No	26% (461)	40% (718)	12% (218)	10% (179)	9% (162)	3% (56)	1795
RD/WT: Right Direction	22% (190)	33% (282)	18% (153)	17% (148)	8% (66)	2% (21)	861
RD/WT: Wrong Track	29% (380)	43% (560)	10% (133)	6% (80)	9% (122)	3% (41)	1316

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Table BRD17_7: 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	26% (570)	39% (842)	13% (286)	10% (228)	9% (188)	3% (62)	2177
Strongly Approve	21% (99)	25% (114)	20% (92)	26% (121)	6% (27)	3% (13)	465
Somewhat Approve	17% (84)	41% (205)	20% (100)	10% (52)	9% (44)	2% (12)	497
Somewhat Disapprove	27% (76)	44% (126)	14% (40)	5% (14)	7% (19)	3% (10)	284
Strongly Disapprove	35% (283)	45% (360)	6% (47)	5% (37)	7% (58)	2% (15)	801
Dont Know / No Opinion	22% (29)	28% (37)	6% (8)	3% (4)	31% (41)	9% (12)	131
#1 Issue: Economy	22% (130)	39% (229)	15% (91)	11% (65)	10% (61)	3% (19)	595
#1 Issue: Security	20% (83)	35% (147)	16% (68)	18% (76)	7% (31)	3% (11)	415
#1 Issue: Health Care	30% (144)	41% (195)	9% (42)	9% (43)	8% (40)	3% (13)	477
#1 Issue: Medicare / Social Security	32% (85)	40% (107)	11% (30)	9% (25)	8% (21)	1% (2)	270
#1 Issue: Women's Issues	33% (32)	41% (40)	11% (11)	3% (3)	6% (6)	6% (6)	97
#1 Issue: Education	24% (35)	49% (70)	14% (21)	1% (1)	8% (12)	3% (5)	144
#1 Issue: Energy	37% (35)	35% (33)	14% (13)	7% (6)	5% (4)	2% (1)	94
#1 Issue: Other	31% (26)	25% (21)	13% (11)	9% (8)	15% (13)	6% (5)	85
2016 Vote: Democrat Hillary Clinton	39% (303)	44% (343)	6% (47)	3% (23)	6% (46)	2% (13)	775
2016 Vote: Republican Donald Trump	17% (126)	33% (240)	21% (157)	20% (148)	7% (48)	2% (17)	736
2016 Vote: Someone else	15% (25)	47% (78)	14% (23)	11% (18)	11% (18)	2% (3)	165
2012 Vote: Barack Obama	37% (324)	46% (401)	7% (61)	4% (33)	5% (43)	2% (16)	878
2012 Vote: Mitt Romney	12% (69)	33% (184)	24% (134)	22% (123)	8% (45)	2% (12)	567
2012 Vote: Other	16% (14)	33% (28)	13% (11)	23% (19)	12% (10)	3% (2)	85
2012 Vote: Didn't Vote	25% (164)	35% (228)	12% (78)	8% (51)	14% (91)	5% (32)	644
4-Region: Northeast	24% (94)	37% (149)	14% (57)	12% (48)	8% (34)	4% (16)	397
4-Region: Midwest	25% (115)	39% (185)	14% (64)	10% (47)	10% (45)	3% (13)	469
4-Region: South	28% (222)	39% (311)	13% (106)	10% (79)	8% (65)	3% (22)	806
4-Region: West	28% (140)	39% (198)	12% (59)	11% (54)	9% (44)	2% (11)	506

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

Table BRD17_8: 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	25% (551)	39% (848)	13% (281)	11% (230)	9% (198)	3% (69)	2177
Gender: Male	26% (270)	35% (370)	15% (161)	14% (147)	7% (73)	3% (27)	1048
Gender: Female	25% (281)	42% (478)	11% (121)	7% (83)	11% (125)	4% (42)	1129
Age: 18-29	22% (107)	35% (167)	17% (82)	7% (35)	12% (55)	6% (29)	475
Age: 30-44	25% (139)	40% (219)	9% (51)	10% (57)	11% (60)	4% (23)	549
Age: 45-54	29% (111)	39% (150)	10% (39)	11% (40)	9% (33)	2% (9)	382
Age: 55-64	28% (104)	38% (142)	15% (56)	11% (40)	8% (30)	1% (5)	377
Age: 65+	23% (90)	43% (170)	13% (53)	15% (58)	5% (19)	1% (4)	393
PID: Dem (no lean)	36% (269)	44% (330)	8% (60)	3% (25)	7% (53)	2% (19)	755
PID: Ind (no lean)	20% (146)	39% (290)	13% (99)	10% (78)	13% (94)	5% (36)	742
PID: Rep (no lean)	20% (136)	34% (228)	18% (123)	19% (127)	8% (52)	2% (14)	680
PID/Gender: Dem Men	35% (124)	41% (142)	11% (38)	4% (15)	5% (17)	4% (13)	349
PID/Gender: Dem Women	36% (145)	46% (189)	5% (21)	2% (10)	9% (35)	1% (6)	406
PID/Gender: Ind Men	21% (71)	34% (117)	17% (57)	16% (56)	10% (34)	2% (9)	343
PID/Gender: Ind Women	19% (75)	43% (173)	10% (42)	5% (22)	15% (59)	7% (28)	399
PID/Gender: Rep Men	21% (75)	31% (112)	18% (65)	21% (76)	6% (22)	2% (6)	355
PID/Gender: Rep Women	19% (61)	36% (116)	18% (58)	16% (51)	9% (30)	3% (8)	324
Tea Party: Supporter	27% (163)	31% (186)	17% (103)	19% (113)	3% (21)	2% (14)	600
Tea Party: Not Supporter	25% (386)	42% (657)	11% (178)	7% (116)	11% (174)	3% (55)	1565
Ideo: Liberal (1-3)	34% (246)	45% (326)	9% (66)	4% (32)	6% (46)	2% (13)	728
Ideo: Moderate (4)	29% (157)	44% (238)	10% (56)	6% (33)	8% (44)	3% (14)	542
Ideo: Conservative (5-7)	14% (93)	32% (214)	21% (140)	23% (155)	7% (47)	3% (18)	668
Educ: < College	25% (395)	38% (585)	13% (197)	10% (152)	10% (162)	4% (60)	1549
Educ: Bachelors degree	23% (94)	44% (179)	14% (57)	11% (46)	6% (26)	2% (9)	411
Educ: Post-grad	29% (62)	39% (84)	13% (27)	14% (31)	5% (11)	— (1)	216
Income: Under 50k	27% (340)	38% (475)	11% (136)	10% (121)	10% (123)	4% (49)	1245
Income: 50k-100k	23% (152)	39% (265)	16% (108)	11% (76)	9% (63)	2% (11)	675
Income: 100k+	23% (58)	42% (108)	14% (37)	13% (33)	5% (12)	4% (9)	257

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Table BRD17_8: 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	25% (551)	39% (848)	13% (281)	11% (230)	9% (198)	3% (69)	2177
Ethnicity: White	23% (394)	39% (678)	14% (237)	11% (198)	10% (173)	3% (51)	1731
Ethnicity: Hispanic	27% (88)	34% (111)	13% (43)	12% (39)	8% (25)	6% (20)	326
Ethnicity: Afr. Am.	39% (105)	40% (106)	8% (21)	5% (14)	5% (14)	2% (6)	266
Ethnicity: Other	29% (52)	36% (64)	13% (23)	10% (17)	7% (12)	6% (12)	180
Relig: Protestant	22% (111)	38% (197)	19% (97)	14% (72)	6% (33)	1% (5)	515
Relig: Roman Catholic	29% (141)	39% (186)	13% (60)	9% (45)	8% (38)	2% (10)	480
Relig: Ath./Agn./None	21% (129)	42% (255)	10% (63)	9% (56)	12% (74)	5% (29)	605
Relig: Something Else	29% (95)	40% (131)	9% (29)	9% (29)	10% (32)	4% (14)	330
Relig: Evangelical	28% (170)	33% (197)	17% (100)	13% (81)	7% (45)	2% (14)	606
Relig: Non-Evang. Catholics	25% (156)	42% (263)	14% (89)	10% (64)	7% (47)	2% (12)	632
Relig: All Christian	26% (326)	37% (460)	15% (190)	12% (145)	7% (92)	2% (26)	1238
Relig: All Non-Christian	24% (224)	41% (385)	10% (92)	9% (85)	11% (106)	5% (43)	935
Community: Urban	27% (159)	39% (224)	12% (72)	12% (67)	7% (41)	3% (19)	581
Community: Suburban	25% (245)	41% (401)	14% (134)	10% (98)	8% (81)	3% (30)	988
Community: Rural	24% (147)	37% (223)	13% (76)	11% (65)	13% (77)	3% (20)	608
Employ: Private Sector	20% (138)	42% (286)	15% (98)	11% (72)	9% (63)	3% (18)	674
Employ: Government	27% (41)	38% (59)	16% (24)	10% (16)	6% (9)	4% (6)	155
Employ: Self-Employed	35% (61)	34% (59)	11% (19)	10% (18)	9% (16)	— (1)	173
Employ: Homemaker	30% (58)	41% (80)	8% (16)	7% (13)	13% (25)	2% (4)	195
Employ: Student	24% (25)	35% (37)	18% (18)	7% (8)	11% (11)	5% (5)	104
Employ: Retired	24% (117)	42% (204)	13% (64)	14% (67)	5% (25)	1% (6)	483
Employ: Unemployed	27% (58)	31% (66)	14% (31)	9% (19)	11% (24)	7% (15)	213
Employ: Other	29% (53)	32% (57)	7% (12)	9% (17)	14% (25)	8% (14)	179
Military HH: Yes	28% (107)	36% (138)	16% (63)	12% (47)	6% (22)	1% (4)	382
Military HH: No	25% (443)	40% (710)	12% (219)	10% (182)	10% (176)	4% (65)	1795
RD/WT: Right Direction	23% (194)	32% (279)	17% (147)	17% (149)	8% (73)	2% (20)	861
RD/WT: Wrong Track	27% (356)	43% (569)	10% (135)	6% (81)	10% (125)	4% (49)	1316

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Table BRD17_8: 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	25% (551)	39% (848)	13% (281)	11% (230)	9% (198)	3% (69)	2177
Strongly Approve	23% (107)	24% (113)	20% (92)	26% (121)	5% (24)	2% (8)	465
Somewhat Approve	15% (77)	43% (215)	18% (88)	11% (56)	9% (47)	3% (14)	497
Somewhat Disapprove	24% (68)	48% (136)	12% (33)	7% (19)	6% (17)	4% (11)	284
Strongly Disapprove	34% (272)	44% (351)	7% (57)	4% (32)	9% (68)	3% (21)	801
Dont Know / No Opinion	21% (28)	25% (33)	9% (11)	2% (3)	32% (41)	12% (15)	131
#1 Issue: Economy	21% (127)	38% (229)	15% (88)	11% (67)	11% (66)	3% (17)	595
#1 Issue: Security	21% (85)	35% (146)	17% (71)	17% (70)	7% (30)	3% (13)	415
#1 Issue: Health Care	28% (131)	41% (196)	7% (35)	9% (44)	11% (52)	4% (18)	477
#1 Issue: Medicare / Social Security	32% (85)	44% (119)	10% (28)	7% (18)	7% (18)	1% (1)	270
#1 Issue: Women's Issues	35% (34)	39% (38)	11% (10)	5% (5)	6% (5)	5% (4)	97
#1 Issue: Education	25% (36)	40% (58)	19% (27)	3% (5)	10% (14)	3% (5)	144
#1 Issue: Energy	26% (25)	47% (44)	10% (9)	9% (8)	5% (5)	3% (3)	94
#1 Issue: Other	31% (26)	22% (18)	15% (13)	14% (12)	9% (8)	9% (7)	85
2016 Vote: Democrat Hillary Clinton	38% (293)	46% (354)	6% (47)	2% (18)	7% (51)	2% (12)	775
2016 Vote: Republican Donald Trump	16% (120)	34% (251)	21% (152)	20% (149)	7% (53)	2% (11)	736
2016 Vote: Someone else	13% (21)	45% (75)	16% (26)	10% (16)	14% (23)	3% (4)	165
2012 Vote: Barack Obama	36% (320)	45% (397)	7% (62)	4% (36)	5% (48)	2% (16)	878
2012 Vote: Mitt Romney	12% (68)	35% (197)	22% (122)	23% (128)	7% (42)	2% (9)	567
2012 Vote: Other	14% (12)	35% (30)	14% (12)	22% (19)	12% (10)	3% (3)	85
2012 Vote: Didn't Vote	23% (150)	35% (225)	13% (85)	7% (47)	15% (98)	6% (41)	644
4-Region: Northeast	24% (94)	38% (152)	12% (49)	13% (52)	7% (28)	6% (22)	397
4-Region: Midwest	25% (115)	40% (185)	14% (64)	10% (47)	10% (46)	2% (11)	469
4-Region: South	27% (214)	39% (314)	13% (103)	10% (80)	9% (71)	3% (24)	806
4-Region: West	25% (128)	39% (196)	13% (65)	10% (50)	11% (53)	2% (13)	506

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

Table BRD17_9: 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	25% (539)	38% (835)	14% (295)	11% (239)	8% (184)	4% (85)	2177
Gender: Male	25% (264)	35% (365)	16% (167)	15% (155)	6% (65)	3% (32)	1048
Gender: Female	24% (275)	42% (470)	11% (128)	7% (84)	11% (119)	5% (53)	1129
Age: 18-29	20% (94)	36% (173)	18% (84)	8% (38)	11% (51)	7% (34)	475
Age: 30-44	24% (133)	41% (226)	10% (58)	10% (54)	9% (48)	6% (31)	549
Age: 45-54	31% (118)	36% (137)	11% (41)	10% (37)	9% (36)	3% (13)	382
Age: 55-64	29% (109)	37% (139)	13% (48)	13% (48)	8% (29)	1% (4)	377
Age: 65+	21% (85)	41% (161)	16% (64)	16% (62)	5% (19)	1% (2)	393
PID: Dem (no lean)	37% (276)	45% (336)	8% (60)	1% (10)	6% (45)	4% (27)	755
PID: Ind (no lean)	18% (133)	38% (283)	15% (110)	12% (88)	12% (88)	5% (40)	742
PID: Rep (no lean)	19% (130)	32% (216)	18% (125)	21% (141)	7% (51)	3% (17)	680
PID/Gender: Dem Men	37% (131)	42% (148)	9% (33)	2% (7)	5% (16)	4% (15)	349
PID/Gender: Dem Women	36% (146)	46% (189)	7% (27)	1% (4)	7% (29)	3% (12)	406
PID/Gender: Ind Men	16% (54)	34% (118)	19% (65)	20% (68)	8% (29)	3% (9)	343
PID/Gender: Ind Women	20% (79)	41% (165)	11% (45)	5% (20)	15% (59)	8% (32)	399
PID/Gender: Rep Men	22% (79)	28% (99)	19% (69)	23% (81)	6% (20)	2% (8)	355
PID/Gender: Rep Women	16% (51)	36% (117)	17% (56)	19% (60)	10% (31)	3% (9)	324
Tea Party: Supporter	26% (159)	30% (180)	18% (106)	19% (113)	5% (30)	2% (12)	600
Tea Party: Not Supporter	24% (380)	41% (648)	12% (189)	8% (125)	10% (151)	5% (73)	1565
Ideo: Liberal (1-3)	34% (245)	46% (334)	9% (68)	4% (29)	4% (29)	3% (23)	728
Ideo: Moderate (4)	29% (155)	43% (232)	12% (63)	6% (30)	9% (49)	2% (12)	542
Ideo: Conservative (5-7)	13% (90)	30% (199)	22% (145)	26% (173)	7% (49)	2% (13)	668
Educ: < College	24% (373)	38% (582)	13% (206)	10% (156)	10% (155)	5% (77)	1549
Educ: Bachelors degree	25% (104)	41% (168)	14% (60)	13% (54)	5% (20)	2% (6)	411
Educ: Post-grad	28% (62)	40% (86)	13% (29)	14% (29)	4% (9)	1% (2)	216
Income: Under 50k	26% (328)	38% (473)	12% (144)	10% (120)	10% (121)	5% (59)	1245
Income: 50k-100k	23% (153)	38% (256)	17% (111)	13% (87)	8% (51)	2% (16)	675
Income: 100k+	23% (58)	41% (105)	15% (40)	12% (32)	5% (12)	4% (10)	257

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Table BRD17_9: 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	25% (539)	38% (835)	14% (295)	11% (239)	8% (184)	4% (85)	2177
Ethnicity: White	23% (391)	38% (662)	15% (254)	12% (207)	9% (161)	3% (56)	1731
Ethnicity: Hispanic	27% (89)	34% (111)	14% (47)	9% (29)	6% (18)	10% (32)	326
Ethnicity: Afr. Am.	39% (103)	38% (102)	7% (17)	6% (16)	6% (15)	5% (12)	266
Ethnicity: Other	25% (45)	39% (71)	13% (23)	9% (16)	5% (8)	9% (16)	180
Relig: Protestant	20% (105)	36% (188)	20% (105)	16% (84)	5% (27)	1% (7)	515
Relig: Roman Catholic	30% (145)	38% (182)	13% (62)	11% (52)	6% (31)	2% (10)	480
Relig: Ath./Agn./None	20% (120)	40% (244)	12% (74)	9% (57)	13% (76)	6% (34)	605
Relig: Something Else	30% (97)	41% (135)	9% (29)	7% (22)	9% (29)	5% (18)	330
Relig: Evangelical	27% (164)	32% (194)	16% (98)	15% (92)	6% (38)	3% (20)	606
Relig: Non-Evang. Catholics	25% (157)	41% (259)	15% (94)	11% (69)	6% (41)	2% (12)	632
Relig: All Christian	26% (322)	37% (453)	16% (193)	13% (160)	6% (78)	3% (32)	1238
Relig: All Non-Christian	23% (217)	41% (379)	11% (102)	8% (79)	11% (105)	6% (52)	935
Community: Urban	27% (159)	38% (223)	11% (65)	11% (66)	8% (45)	4% (23)	581
Community: Suburban	24% (240)	40% (400)	15% (146)	10% (100)	6% (63)	4% (39)	988
Community: Rural	23% (140)	35% (212)	14% (83)	12% (73)	13% (76)	4% (23)	608
Employ: Private Sector	21% (142)	42% (283)	15% (99)	12% (82)	8% (53)	2% (15)	674
Employ: Government	26% (40)	35% (55)	15% (24)	13% (20)	4% (6)	7% (11)	155
Employ: Self-Employed	31% (55)	34% (59)	15% (26)	11% (18)	9% (16)	— (1)	173
Employ: Homemaker	26% (52)	39% (76)	11% (21)	5% (9)	13% (24)	7% (13)	195
Employ: Student	21% (22)	40% (42)	12% (13)	5% (5)	16% (17)	6% (6)	104
Employ: Retired	25% (120)	39% (190)	15% (73)	15% (72)	5% (24)	1% (5)	483
Employ: Unemployed	26% (56)	34% (71)	11% (24)	10% (21)	11% (23)	8% (18)	213
Employ: Other	29% (53)	34% (61)	9% (16)	7% (12)	12% (22)	9% (17)	179
Military HH: Yes	25% (96)	36% (138)	17% (64)	15% (58)	6% (23)	1% (4)	382
Military HH: No	25% (443)	39% (697)	13% (231)	10% (181)	9% (161)	5% (81)	1795
RD/WT: Right Direction	21% (183)	31% (269)	17% (148)	19% (167)	8% (71)	3% (24)	861
RD/WT: Wrong Track	27% (356)	43% (566)	11% (147)	5% (72)	9% (113)	5% (61)	1316

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Table BRD17_9: 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	25% (539)	38% (835)	14% (295)	11% (239)	8% (184)	4% (85)	2177
Strongly Approve	20% (94)	23% (107)	20% (93)	30% (138)	5% (25)	2% (8)	465
Somewhat Approve	16% (78)	43% (211)	18% (92)	12% (57)	9% (43)	3% (15)	497
Somewhat Disapprove	22% (63)	49% (139)	14% (41)	4% (11)	7% (19)	4% (11)	284
Strongly Disapprove	35% (280)	42% (340)	8% (61)	4% (31)	8% (60)	4% (28)	801
Dont Know / No Opinion	18% (23)	29% (38)	7% (9)	1% (1)	28% (37)	17% (22)	131
#1 Issue: Economy	20% (120)	39% (229)	16% (94)	13% (74)	9% (54)	4% (23)	595
#1 Issue: Security	19% (78)	34% (141)	18% (75)	18% (74)	8% (32)	4% (15)	415
#1 Issue: Health Care	28% (132)	40% (189)	8% (40)	10% (48)	10% (46)	5% (22)	477
#1 Issue: Medicare / Social Security	33% (90)	39% (106)	11% (31)	8% (22)	7% (19)	1% (2)	270
#1 Issue: Women's Issues	36% (35)	32% (31)	16% (16)	5% (5)	6% (6)	4% (3)	97
#1 Issue: Education	26% (37)	44% (63)	12% (18)	3% (4)	10% (14)	6% (8)	144
#1 Issue: Energy	27% (25)	53% (50)	9% (9)	5% (5)	4% (4)	2% (2)	94
#1 Issue: Other	26% (22)	30% (26)	14% (12)	8% (6)	11% (9)	11% (9)	85
2016 Vote: Democrat Hillary Clinton	37% (287)	45% (345)	8% (62)	2% (18)	6% (45)	2% (17)	775
2016 Vote: Republican Donald Trump	17% (124)	32% (239)	20% (144)	23% (170)	7% (49)	1% (10)	736
2016 Vote: Someone else	15% (24)	47% (77)	16% (26)	11% (18)	10% (17)	2% (4)	165
2012 Vote: Barack Obama	36% (314)	45% (397)	9% (75)	4% (36)	4% (39)	2% (16)	878
2012 Vote: Mitt Romney	13% (74)	32% (180)	21% (120)	25% (143)	8% (44)	1% (6)	567
2012 Vote: Other	16% (14)	32% (28)	18% (16)	20% (17)	10% (9)	3% (3)	85
2012 Vote: Didn't Vote	21% (136)	36% (230)	13% (84)	7% (42)	14% (92)	9% (60)	644
4-Region: Northeast	25% (98)	37% (147)	14% (55)	12% (49)	8% (32)	4% (16)	397
4-Region: Midwest	24% (112)	39% (182)	12% (55)	12% (56)	10% (46)	4% (17)	469
4-Region: South	25% (203)	38% (309)	14% (113)	10% (84)	8% (65)	4% (32)	806
4-Region: West	25% (126)	39% (197)	14% (72)	10% (50)	8% (41)	4% (20)	506

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

Table BRD17_10: 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% (606)	32% (696)	11% (235)	13% (277)	13% (276)	4% (87)	2177
Gender: Male	29% (303)	30% (316)	12% (129)	17% (173)	9% (98)	3% (29)	1048
Gender: Female	27% (304)	34% (380)	9% (106)	9% (104)	16% (178)	5% (57)	1129
Age: 18-29	28% (134)	32% (152)	10% (49)	10% (47)	12% (57)	8% (36)	475
Age: 30-44	33% (180)	32% (173)	8% (45)	10% (56)	13% (69)	5% (25)	549
Age: 45-54	28% (108)	32% (121)	12% (45)	10% (39)	15% (57)	4% (14)	382
Age: 55-64	26% (100)	33% (125)	11% (42)	16% (58)	12% (46)	2% (6)	377
Age: 65+	21% (84)	32% (125)	14% (55)	19% (77)	12% (47)	1% (6)	393
PID: Dem (no lean)	42% (316)	37% (278)	5% (34)	2% (17)	11% (83)	3% (26)	755
PID: Ind (no lean)	21% (157)	32% (240)	13% (95)	13% (99)	15% (111)	5% (41)	742
PID: Rep (no lean)	20% (133)	26% (178)	16% (106)	24% (161)	12% (82)	3% (20)	680
PID/Gender: Dem Men	45% (156)	35% (123)	6% (22)	4% (14)	6% (21)	4% (13)	349
PID/Gender: Dem Women	39% (160)	38% (155)	3% (12)	1% (3)	15% (63)	3% (13)	406
PID/Gender: Ind Men	19% (65)	30% (102)	15% (51)	21% (73)	12% (42)	3% (10)	343
PID/Gender: Ind Women	23% (92)	35% (138)	11% (44)	6% (25)	17% (68)	8% (30)	399
PID/Gender: Rep Men	23% (82)	26% (91)	16% (56)	24% (85)	10% (35)	2% (6)	355
PID/Gender: Rep Women	16% (52)	27% (87)	15% (50)	23% (75)	14% (47)	4% (14)	324
Tea Party: Supporter	27% (164)	27% (161)	13% (77)	22% (134)	8% (45)	3% (18)	600
Tea Party: Not Supporter	28% (441)	34% (529)	10% (158)	9% (142)	15% (229)	4% (67)	1565
Ideo: Liberal (1-3)	41% (302)	36% (263)	6% (47)	4% (29)	9% (64)	3% (24)	728
Ideo: Moderate (4)	32% (172)	37% (200)	10% (55)	7% (38)	12% (63)	3% (14)	542
Ideo: Conservative (5-7)	12% (77)	27% (182)	18% (122)	29% (194)	11% (73)	3% (19)	668
Educ: < College	25% (384)	32% (488)	10% (161)	13% (199)	15% (237)	5% (79)	1549
Educ: Bachelors degree	32% (132)	34% (141)	13% (53)	12% (47)	8% (32)	1% (6)	411
Educ: Post-grad	41% (89)	31% (67)	10% (21)	14% (30)	3% (7)	1% (2)	216
Income: Under 50k	28% (344)	31% (383)	10% (130)	11% (137)	15% (183)	5% (68)	1245
Income: 50k-100k	27% (184)	34% (228)	11% (73)	15% (104)	11% (74)	2% (12)	675
Income: 100k+	31% (79)	33% (84)	13% (32)	14% (36)	7% (19)	3% (7)	257

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Table BRD17_10: 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% (606)	32% (696)	11% (235)	13% (277)	13% (276)	4% (87)	2177
Ethnicity: White	25% (427)	32% (551)	12% (208)	14% (247)	14% (238)	3% (60)	1731
Ethnicity: Hispanic	39% (126)	27% (89)	5% (18)	14% (44)	8% (25)	8% (25)	326
Ethnicity: Afr. Am.	42% (112)	33% (89)	7% (17)	4% (9)	10% (27)	4% (12)	266
Ethnicity: Other	38% (68)	31% (56)	6% (10)	11% (20)	6% (11)	8% (15)	180
Relig: Protestant	21% (109)	32% (163)	14% (70)	21% (107)	11% (57)	2% (9)	515
Relig: Roman Catholic	36% (174)	27% (132)	11% (55)	11% (51)	12% (57)	3% (12)	480
Relig: Ath./Agn./None	24% (146)	36% (216)	10% (61)	10% (60)	15% (90)	5% (32)	605
Relig: Something Else	33% (109)	31% (103)	8% (28)	11% (37)	10% (33)	6% (20)	330
Relig: Evangelical	26% (161)	30% (181)	13% (78)	15% (94)	12% (72)	3% (21)	606
Relig: Non-Evang. Catholics	30% (190)	30% (193)	11% (69)	14% (86)	13% (80)	2% (14)	632
Relig: All Christian	28% (350)	30% (374)	12% (147)	15% (180)	12% (152)	3% (36)	1238
Relig: All Non-Christian	27% (255)	34% (319)	9% (89)	10% (97)	13% (123)	5% (51)	935
Community: Urban	33% (190)	32% (188)	10% (57)	12% (69)	9% (53)	4% (24)	581
Community: Suburban	27% (269)	33% (328)	12% (117)	12% (117)	12% (116)	4% (41)	988
Community: Rural	24% (147)	30% (180)	10% (61)	15% (91)	18% (107)	4% (21)	608
Employ: Private Sector	27% (183)	36% (243)	11% (73)	14% (93)	10% (70)	2% (12)	674
Employ: Government	32% (50)	30% (47)	11% (16)	12% (19)	11% (17)	4% (6)	155
Employ: Self-Employed	38% (67)	21% (37)	16% (27)	9% (16)	11% (20)	4% (7)	173
Employ: Homemaker	29% (56)	36% (70)	8% (16)	6% (12)	17% (33)	5% (9)	195
Employ: Student	33% (34)	33% (35)	7% (7)	7% (8)	15% (16)	5% (5)	104
Employ: Retired	23% (113)	32% (155)	12% (59)	18% (88)	12% (59)	2% (8)	483
Employ: Unemployed	24% (51)	29% (61)	10% (22)	13% (28)	16% (33)	8% (16)	213
Employ: Other	29% (51)	27% (47)	8% (14)	8% (14)	16% (29)	13% (24)	179
Military HH: Yes	30% (114)	29% (112)	14% (55)	15% (59)	9% (36)	2% (7)	382
Military HH: No	27% (492)	33% (584)	10% (181)	12% (218)	13% (241)	4% (79)	1795
RD/WT: Right Direction	23% (196)	26% (221)	15% (129)	22% (188)	12% (103)	3% (25)	861
RD/WT: Wrong Track	31% (411)	36% (475)	8% (107)	7% (89)	13% (173)	5% (62)	1316

Continued on next page

Table BRD17_10: 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% (606)	32% (696)	11% (235)	13% (277)	13% (276)	4% (87)	2177
Strongly Approve	21% (99)	19% (89)	13% (60)	34% (156)	10% (48)	3% (13)	465
Somewhat Approve	13% (67)	34% (170)	22% (107)	14% (71)	13% (65)	3% (17)	497
Somewhat Disapprove	28% (80)	42% (118)	9% (26)	7% (19)	10% (28)	5% (13)	284
Strongly Disapprove	42% (338)	36% (286)	5% (38)	3% (26)	11% (89)	3% (23)	801
Dont Know / No Opinion	18% (23)	24% (31)	3% (4)	4% (5)	35% (46)	16% (21)	131
#1 Issue: Economy	23% (138)	33% (195)	14% (80)	13% (80)	13% (79)	4% (22)	595
#1 Issue: Security	22% (92)	26% (110)	13% (56)	21% (86)	14% (58)	4% (15)	415
#1 Issue: Health Care	31% (149)	34% (161)	7% (35)	10% (46)	13% (62)	5% (24)	477
#1 Issue: Medicare / Social Security	29% (79)	34% (91)	11% (29)	13% (34)	12% (34)	1% (3)	270
#1 Issue: Women's Issues	37% (36)	37% (35)	4% (4)	11% (11)	6% (6)	5% (5)	97
#1 Issue: Education	35% (50)	35% (51)	7% (10)	6% (9)	12% (17)	5% (7)	144
#1 Issue: Energy	36% (34)	37% (35)	11% (11)	3% (3)	12% (11)	1% (1)	94
#1 Issue: Other	34% (29)	21% (18)	12% (10)	10% (9)	12% (11)	10% (9)	85
2016 Vote: Democrat Hillary Clinton	45% (346)	38% (295)	4% (30)	2% (18)	9% (68)	2% (17)	775
2016 Vote: Republican Donald Trump	15% (113)	27% (196)	18% (134)	27% (199)	10% (75)	3% (20)	736
2016 Vote: Someone else	20% (33)	40% (66)	12% (20)	10% (16)	15% (24)	4% (6)	165
2012 Vote: Barack Obama	41% (361)	38% (336)	6% (49)	4% (31)	9% (80)	2% (22)	878
2012 Vote: Mitt Romney	11% (62)	27% (151)	18% (104)	31% (174)	11% (61)	3% (15)	567
2012 Vote: Other	19% (16)	20% (17)	13% (11)	23% (19)	21% (18)	4% (3)	85
2012 Vote: Didn't Vote	26% (167)	30% (192)	11% (71)	8% (52)	18% (116)	7% (46)	644
4-Region: Northeast	30% (119)	33% (130)	10% (40)	12% (49)	10% (40)	5% (18)	397
4-Region: Midwest	24% (113)	31% (145)	12% (55)	14% (64)	15% (72)	4% (18)	469
4-Region: South	27% (215)	32% (256)	11% (86)	13% (104)	14% (112)	4% (33)	806
4-Region: West	31% (158)	32% (164)	11% (54)	12% (60)	10% (52)	3% (17)	506

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

Table BRD17_11: 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% (582)	36% (781)	11% (237)	8% (171)	14% (305)	5% (100)	2177
Gender: Male	29% (305)	37% (383)	12% (126)	9% (97)	10% (104)	3% (33)	1048
Gender: Female	25% (278)	35% (398)	10% (111)	7% (74)	18% (201)	6% (67)	1129
Age: 18-29	24% (113)	30% (144)	13% (62)	11% (50)	11% (54)	11% (52)	475
Age: 30-44	28% (156)	37% (203)	9% (47)	8% (45)	14% (79)	3% (19)	549
Age: 45-54	34% (129)	34% (129)	9% (36)	4% (17)	14% (55)	4% (16)	382
Age: 55-64	26% (97)	38% (141)	10% (38)	10% (36)	14% (55)	3% (10)	377
Age: 65+	22% (88)	41% (163)	14% (54)	6% (23)	16% (63)	1% (3)	393
PID: Dem (no lean)	36% (272)	37% (281)	8% (58)	3% (22)	12% (94)	4% (29)	755
PID: Ind (no lean)	21% (158)	36% (270)	11% (83)	8% (57)	17% (125)	7% (50)	742
PID: Rep (no lean)	22% (152)	34% (231)	14% (97)	14% (93)	13% (86)	3% (21)	680
PID/Gender: Dem Men	38% (132)	35% (121)	11% (39)	4% (12)	9% (31)	4% (14)	349
PID/Gender: Dem Women	34% (140)	39% (160)	5% (19)	2% (9)	16% (63)	4% (15)	406
PID/Gender: Ind Men	21% (73)	41% (140)	11% (39)	11% (38)	12% (40)	4% (14)	343
PID/Gender: Ind Women	21% (85)	33% (130)	11% (44)	5% (19)	21% (85)	9% (36)	399
PID/Gender: Rep Men	28% (99)	34% (122)	14% (49)	13% (47)	9% (33)	1% (5)	355
PID/Gender: Rep Women	16% (53)	33% (108)	15% (48)	14% (46)	16% (53)	5% (16)	324
Tea Party: Supporter	29% (175)	36% (214)	15% (88)	10% (60)	8% (50)	2% (13)	600
Tea Party: Not Supporter	26% (407)	36% (561)	9% (149)	7% (110)	16% (253)	5% (85)	1565
Ideo: Liberal (1-3)	35% (258)	40% (294)	8% (58)	5% (37)	7% (54)	4% (26)	728
Ideo: Moderate (4)	30% (161)	36% (194)	11% (57)	6% (30)	15% (82)	3% (18)	542
Ideo: Conservative (5-7)	17% (115)	37% (249)	16% (104)	13% (90)	14% (91)	3% (19)	668
Educ: < College	24% (372)	34% (527)	11% (172)	8% (125)	17% (262)	6% (91)	1549
Educ: Bachelors degree	30% (123)	42% (172)	11% (45)	8% (33)	7% (31)	2% (7)	411
Educ: Post-grad	40% (87)	38% (81)	9% (20)	6% (13)	6% (13)	1% (2)	216
Income: Under 50k	26% (318)	33% (414)	11% (136)	8% (99)	16% (195)	7% (82)	1245
Income: 50k-100k	26% (174)	41% (275)	12% (78)	8% (55)	12% (79)	2% (14)	675
Income: 100k+	35% (90)	36% (92)	9% (23)	7% (17)	12% (31)	1% (4)	257

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Table BRD17_11: 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% (582)	36% (781)	11% (237)	8% (171)	14% (305)	5% (100)	2177
Ethnicity: White	25% (435)	37% (640)	11% (196)	8% (135)	15% (262)	4% (62)	1731
Ethnicity: Hispanic	31% (101)	29% (93)	12% (38)	13% (42)	8% (25)	8% (27)	326
Ethnicity: Afr. Am.	36% (95)	32% (85)	7% (18)	6% (15)	12% (32)	8% (21)	266
Ethnicity: Other	29% (52)	31% (56)	13% (23)	12% (21)	6% (11)	9% (17)	180
Relig: Protestant	23% (119)	36% (183)	16% (82)	9% (49)	15% (76)	1% (7)	515
Relig: Roman Catholic	32% (154)	38% (183)	10% (47)	7% (32)	11% (52)	2% (11)	480
Relig: Ath./Agn./None	24% (143)	37% (222)	8% (46)	8% (49)	16% (98)	8% (47)	605
Relig: Something Else	30% (100)	35% (117)	10% (34)	7% (24)	10% (32)	7% (22)	330
Relig: Evangelical	26% (157)	32% (195)	15% (91)	9% (54)	15% (94)	2% (15)	606
Relig: Non-Evang. Catholics	29% (182)	39% (245)	10% (65)	7% (44)	13% (80)	2% (15)	632
Relig: All Christian	27% (339)	36% (440)	13% (156)	8% (99)	14% (174)	2% (30)	1238
Relig: All Non-Christian	26% (243)	36% (338)	9% (81)	8% (73)	14% (131)	7% (69)	935
Community: Urban	29% (170)	36% (209)	11% (65)	8% (49)	11% (63)	4% (24)	581
Community: Suburban	28% (273)	38% (375)	10% (99)	6% (61)	14% (140)	4% (40)	988
Community: Rural	23% (138)	32% (197)	12% (72)	10% (62)	17% (103)	6% (36)	608
Employ: Private Sector	27% (181)	40% (271)	10% (66)	8% (57)	12% (82)	2% (17)	674
Employ: Government	32% (50)	37% (57)	13% (20)	8% (12)	9% (14)	2% (3)	155
Employ: Self-Employed	34% (59)	28% (49)	14% (25)	7% (12)	12% (20)	4% (8)	173
Employ: Homemaker	26% (50)	38% (74)	9% (17)	8% (15)	18% (35)	2% (4)	195
Employ: Student	27% (28)	29% (30)	12% (13)	9% (9)	12% (12)	11% (12)	104
Employ: Retired	25% (122)	40% (192)	12% (58)	6% (28)	15% (75)	2% (9)	483
Employ: Unemployed	23% (49)	27% (57)	9% (19)	11% (23)	18% (38)	13% (27)	213
Employ: Other	24% (43)	28% (50)	11% (20)	8% (14)	16% (29)	12% (22)	179
Military HH: Yes	29% (111)	39% (149)	11% (43)	7% (25)	11% (42)	3% (11)	382
Military HH: No	26% (471)	35% (633)	11% (194)	8% (146)	15% (263)	5% (89)	1795
RD/WT: Right Direction	23% (200)	32% (277)	15% (127)	13% (109)	14% (121)	3% (26)	861
RD/WT: Wrong Track	29% (382)	38% (504)	8% (110)	5% (62)	14% (184)	6% (74)	1316

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Table BRD17_11: 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% (582)	36% (781)	11% (237)	8% (171)	14% (305)	5% (100)	2177
Strongly Approve	24% (110)	31% (144)	15% (70)	16% (74)	12% (56)	2% (11)	465
Somewhat Approve	16% (79)	41% (206)	15% (76)	10% (49)	15% (77)	2% (12)	497
Somewhat Disapprove	26% (75)	37% (104)	11% (31)	7% (20)	13% (36)	6% (17)	284
Strongly Disapprove	36% (292)	37% (299)	7% (55)	3% (22)	12% (97)	4% (36)	801
Dont Know / No Opinion	21% (27)	21% (28)	4% (6)	5% (6)	30% (39)	19% (24)	131
#1 Issue: Economy	25% (147)	37% (218)	10% (61)	9% (55)	14% (85)	5% (29)	595
#1 Issue: Security	23% (96)	34% (142)	13% (55)	9% (37)	15% (63)	5% (23)	415
#1 Issue: Health Care	30% (142)	37% (175)	9% (44)	8% (36)	13% (63)	3% (16)	477
#1 Issue: Medicare / Social Security	26% (71)	40% (109)	8% (21)	7% (18)	18% (48)	1% (3)	270
#1 Issue: Women's Issues	34% (33)	30% (29)	16% (15)	6% (6)	8% (7)	7% (7)	97
#1 Issue: Education	28% (41)	34% (50)	12% (17)	6% (9)	11% (15)	8% (12)	144
#1 Issue: Energy	32% (30)	40% (37)	12% (11)	3% (3)	12% (11)	1% (1)	94
#1 Issue: Other	25% (21)	25% (21)	16% (14)	8% (6)	14% (12)	12% (10)	85
2016 Vote: Democrat Hillary Clinton	39% (301)	38% (295)	7% (53)	3% (22)	10% (81)	3% (23)	775
2016 Vote: Republican Donald Trump	18% (135)	37% (273)	16% (119)	13% (93)	14% (101)	2% (15)	736
2016 Vote: Someone else	22% (36)	43% (71)	12% (20)	5% (9)	13% (22)	5% (8)	165
2012 Vote: Barack Obama	37% (322)	39% (347)	7% (63)	4% (34)	10% (87)	3% (25)	878
2012 Vote: Mitt Romney	15% (87)	39% (224)	16% (93)	12% (71)	14% (82)	2% (12)	567
2012 Vote: Other	23% (19)	31% (26)	10% (8)	13% (11)	20% (17)	4% (3)	85
2012 Vote: Didn't Vote	24% (154)	29% (184)	11% (73)	9% (56)	18% (118)	9% (60)	644
4-Region: Northeast	26% (105)	38% (151)	10% (40)	8% (32)	13% (51)	5% (19)	397
4-Region: Midwest	25% (119)	35% (163)	9% (44)	9% (41)	17% (80)	5% (22)	469
4-Region: South	27% (219)	35% (280)	11% (92)	7% (55)	15% (120)	5% (39)	806
4-Region: West	27% (139)	37% (188)	12% (60)	9% (44)	11% (54)	4% (21)	506

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

Table BRD17_12: 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% (511)	26% (564)	10% (224)	8% (165)	17% (361)	16% (352)	2177
Gender: Male	28% (296)	27% (283)	12% (128)	10% (106)	12% (130)	10% (105)	1048
Gender: Female	19% (215)	25% (281)	9% (96)	5% (59)	20% (231)	22% (247)	1129
Age: 18-29	21% (99)	25% (121)	10% (47)	6% (28)	17% (79)	21% (101)	475
Age: 30-44	26% (141)	26% (142)	11% (61)	7% (38)	14% (77)	16% (90)	549
Age: 45-54	25% (95)	27% (102)	8% (30)	7% (27)	16% (63)	17% (66)	382
Age: 55-64	22% (84)	29% (109)	12% (46)	10% (38)	16% (62)	10% (39)	377
Age: 65+	23% (92)	23% (90)	11% (41)	9% (34)	20% (80)	14% (56)	393
PID: Dem (no lean)	32% (240)	27% (207)	8% (60)	2% (17)	13% (101)	17% (131)	755
PID: Ind (no lean)	21% (155)	24% (179)	10% (76)	6% (48)	19% (143)	19% (142)	742
PID: Rep (no lean)	17% (116)	26% (178)	13% (89)	15% (100)	17% (117)	12% (79)	680
PID/Gender: Dem Men	39% (135)	27% (93)	11% (39)	4% (13)	9% (30)	11% (39)	349
PID/Gender: Dem Women	26% (105)	28% (115)	5% (21)	1% (3)	17% (71)	23% (92)	406
PID/Gender: Ind Men	24% (82)	27% (93)	13% (46)	10% (33)	16% (53)	11% (37)	343
PID/Gender: Ind Women	18% (73)	22% (86)	8% (30)	4% (15)	23% (90)	26% (105)	399
PID/Gender: Rep Men	22% (79)	27% (98)	12% (44)	17% (59)	13% (46)	8% (29)	355
PID/Gender: Rep Women	11% (37)	25% (81)	14% (45)	13% (41)	22% (70)	15% (50)	324
Tea Party: Supporter	25% (150)	26% (156)	13% (78)	14% (83)	12% (73)	10% (60)	600
Tea Party: Not Supporter	23% (360)	26% (404)	9% (145)	5% (82)	18% (284)	19% (291)	1565
Ideo: Liberal (1-3)	39% (281)	28% (207)	8% (59)	3% (18)	11% (77)	12% (85)	728
Ideo: Moderate (4)	22% (120)	28% (152)	10% (55)	4% (24)	20% (110)	15% (82)	542
Ideo: Conservative (5-7)	13% (87)	26% (174)	14% (95)	17% (115)	16% (109)	13% (86)	668
Educ: < College	19% (293)	24% (367)	11% (164)	7% (113)	19% (293)	21% (320)	1549
Educ: Bachelors degree	31% (129)	33% (137)	9% (38)	7% (30)	13% (52)	6% (26)	411
Educ: Post-grad	41% (90)	28% (60)	10% (22)	10% (23)	7% (16)	3% (6)	216
Income: Under 50k	21% (266)	25% (307)	9% (111)	6% (79)	18% (230)	20% (253)	1245
Income: 50k-100k	25% (167)	27% (179)	13% (88)	9% (61)	16% (107)	11% (73)	675
Income: 100k+	31% (78)	31% (78)	10% (26)	10% (25)	10% (24)	10% (25)	257

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Table BRD17_12: 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% (511)	26% (564)	10% (224)	8% (165)	17% (361)	16% (352)	2177
Ethnicity: White	23% (400)	25% (440)	11% (195)	8% (140)	17% (302)	15% (255)	1731
Ethnicity: Hispanic	30% (99)	21% (68)	10% (32)	9% (30)	9% (30)	21% (67)	326
Ethnicity: Afr. Am.	26% (68)	24% (63)	6% (16)	6% (15)	17% (45)	23% (60)	266
Ethnicity: Other	24% (43)	34% (61)	8% (14)	6% (11)	8% (14)	20% (37)	180
Relig: Protestant	21% (108)	26% (134)	13% (67)	12% (60)	17% (89)	11% (57)	515
Relig: Roman Catholic	28% (137)	23% (113)	13% (60)	8% (41)	16% (79)	11% (51)	480
Relig: Ath./Agn./None	23% (142)	26% (155)	7% (42)	6% (34)	16% (97)	23% (136)	605
Relig: Something Else	25% (81)	27% (89)	10% (33)	5% (17)	17% (56)	17% (55)	330
Relig: Evangelical	22% (132)	27% (161)	13% (77)	8% (51)	16% (97)	15% (89)	606
Relig: Non-Evang. Catholics	25% (157)	25% (159)	11% (73)	10% (64)	17% (110)	11% (70)	632
Relig: All Christian	23% (289)	26% (320)	12% (150)	9% (115)	17% (206)	13% (159)	1238
Relig: All Non-Christian	24% (223)	26% (244)	8% (75)	5% (50)	16% (153)	20% (191)	935
Community: Urban	26% (154)	27% (154)	14% (80)	6% (36)	12% (71)	15% (86)	581
Community: Suburban	23% (230)	26% (259)	10% (99)	8% (83)	17% (172)	15% (145)	988
Community: Rural	21% (128)	25% (151)	7% (45)	8% (46)	19% (117)	20% (121)	608
Employ: Private Sector	27% (182)	28% (190)	12% (82)	8% (56)	13% (89)	11% (76)	674
Employ: Government	34% (52)	28% (43)	11% (17)	7% (11)	12% (19)	9% (14)	155
Employ: Self-Employed	33% (57)	24% (42)	13% (22)	9% (15)	12% (21)	9% (16)	173
Employ: Homemaker	20% (38)	27% (53)	6% (13)	3% (6)	21% (41)	23% (44)	195
Employ: Student	19% (20)	21% (22)	12% (13)	5% (5)	19% (20)	23% (24)	104
Employ: Retired	23% (109)	24% (115)	10% (47)	9% (44)	21% (100)	14% (67)	483
Employ: Unemployed	13% (28)	26% (56)	8% (17)	8% (18)	19% (40)	25% (54)	213
Employ: Other	14% (25)	24% (43)	8% (14)	5% (9)	18% (31)	31% (56)	179
Military HH: Yes	28% (108)	27% (103)	11% (43)	8% (31)	14% (55)	11% (42)	382
Military HH: No	22% (403)	26% (461)	10% (182)	7% (134)	17% (306)	17% (310)	1795
RD/WT: Right Direction	20% (169)	25% (213)	13% (116)	13% (115)	16% (138)	13% (110)	861
RD/WT: Wrong Track	26% (342)	27% (351)	8% (108)	4% (50)	17% (223)	18% (241)	1316

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**Table BRD17_12: 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% (511)	26% (564)	10% (224)	8% (165)	17% (361)	16% (352)	2177
Strongly Approve	19% (87)	21% (97)	16% (75)	18% (86)	17% (77)	9% (43)	465
Somewhat Approve	14% (70)	31% (152)	13% (66)	9% (46)	18% (92)	14% (72)	497
Somewhat Disapprove	20% (58)	33% (93)	10% (30)	4% (12)	13% (37)	19% (55)	284
Strongly Disapprove	35% (278)	26% (205)	6% (49)	2% (19)	15% (119)	16% (130)	801
Dont Know / No Opinion	14% (19)	13% (17)	4% (5)	2% (2)	27% (36)	39% (52)	131
#1 Issue: Economy	21% (124)	25% (150)	12% (71)	7% (42)	18% (109)	16% (98)	595
#1 Issue: Security	17% (69)	24% (99)	13% (55)	12% (50)	18% (75)	16% (67)	415
#1 Issue: Health Care	25% (118)	30% (143)	7% (34)	7% (34)	16% (76)	15% (72)	477
#1 Issue: Medicare / Social Security	25% (67)	25% (67)	9% (26)	6% (16)	19% (53)	15% (41)	270
#1 Issue: Women's Issues	34% (33)	22% (22)	6% (6)	7% (7)	7% (7)	23% (22)	97
#1 Issue: Education	29% (42)	27% (39)	10% (15)	4% (6)	12% (17)	17% (25)	144
#1 Issue: Energy	40% (38)	28% (27)	10% (10)	3% (3)	11% (10)	7% (7)	94
#1 Issue: Other	23% (20)	20% (17)	9% (8)	8% (7)	15% (13)	23% (20)	85
2016 Vote: Democrat Hillary Clinton	38% (296)	27% (212)	8% (59)	2% (18)	12% (95)	12% (95)	775
2016 Vote: Republican Donald Trump	15% (109)	28% (208)	15% (109)	15% (110)	17% (122)	11% (79)	736
2016 Vote: Someone else	18% (30)	34% (57)	11% (18)	6% (10)	16% (26)	14% (24)	165
2012 Vote: Barack Obama	34% (299)	29% (258)	8% (71)	3% (25)	11% (97)	15% (129)	878
2012 Vote: Mitt Romney	13% (71)	27% (151)	16% (90)	17% (97)	18% (101)	10% (57)	567
2012 Vote: Other	24% (21)	23% (19)	9% (8)	15% (13)	16% (14)	12% (10)	85
2012 Vote: Didn't Vote	19% (120)	21% (136)	9% (55)	5% (30)	23% (148)	24% (156)	644
4-Region: Northeast	22% (88)	29% (114)	10% (40)	6% (25)	15% (58)	18% (72)	397
4-Region: Midwest	21% (96)	25% (118)	9% (43)	9% (40)	18% (86)	18% (85)	469
4-Region: South	23% (189)	24% (196)	10% (79)	7% (58)	19% (150)	16% (133)	806
4-Region: West	27% (138)	27% (135)	12% (62)	8% (41)	13% (67)	12% (62)	506

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

Table BRD17_13: 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	17% (365)	28% (617)	13% (278)	13% (284)	18% (390)	11% (243)	2177
Gender: Male	20% (206)	28% (289)	15% (158)	16% (172)	13% (139)	8% (83)	1048
Gender: Female	14% (159)	29% (328)	11% (120)	10% (112)	22% (251)	14% (160)	1129
Age: 18-29	18% (84)	33% (158)	14% (67)	10% (48)	12% (55)	13% (64)	475
Age: 30-44	19% (104)	30% (164)	13% (69)	13% (74)	15% (82)	10% (56)	549
Age: 45-54	16% (63)	28% (108)	11% (43)	11% (42)	21% (82)	12% (45)	382
Age: 55-64	16% (58)	25% (96)	14% (54)	16% (61)	20% (74)	9% (34)	377
Age: 65+	14% (56)	23% (92)	11% (45)	15% (60)	25% (97)	11% (44)	393
PID: Dem (no lean)	24% (184)	33% (246)	11% (84)	6% (42)	16% (123)	10% (75)	755
PID: Ind (no lean)	11% (82)	29% (215)	13% (97)	13% (93)	20% (150)	14% (105)	742
PID: Rep (no lean)	15% (99)	23% (156)	14% (96)	22% (149)	17% (117)	9% (63)	680
PID/Gender: Dem Men	30% (105)	31% (109)	15% (51)	6% (21)	10% (36)	8% (27)	349
PID/Gender: Dem Women	19% (79)	34% (138)	8% (33)	5% (21)	21% (87)	12% (48)	406
PID/Gender: Ind Men	11% (39)	29% (98)	16% (54)	19% (65)	16% (56)	9% (30)	343
PID/Gender: Ind Women	11% (43)	29% (116)	11% (43)	7% (28)	24% (94)	19% (74)	399
PID/Gender: Rep Men	17% (62)	23% (82)	15% (53)	24% (86)	13% (47)	7% (26)	355
PID/Gender: Rep Women	11% (37)	23% (74)	13% (43)	19% (63)	22% (70)	11% (37)	324
Tea Party: Supporter	21% (127)	23% (141)	15% (91)	20% (118)	10% (63)	10% (62)	600
Tea Party: Not Supporter	15% (237)	30% (471)	12% (187)	11% (166)	21% (324)	11% (180)	1565
Ideo: Liberal (1-3)	26% (191)	38% (278)	12% (88)	6% (40)	11% (80)	7% (51)	728
Ideo: Moderate (4)	19% (101)	29% (160)	15% (80)	8% (42)	21% (113)	8% (45)	542
Ideo: Conservative (5-7)	9% (57)	21% (142)	15% (99)	29% (191)	18% (123)	8% (56)	668
Educ: < College	16% (241)	25% (387)	12% (186)	13% (199)	20% (316)	14% (221)	1549
Educ: Bachelors degree	18% (75)	37% (153)	15% (63)	13% (54)	13% (52)	4% (15)	411
Educ: Post-grad	23% (50)	36% (78)	13% (28)	15% (32)	10% (22)	3% (7)	216
Income: Under 50k	16% (199)	26% (326)	12% (144)	12% (143)	19% (240)	16% (193)	1245
Income: 50k-100k	19% (125)	30% (202)	14% (95)	15% (104)	17% (112)	6% (38)	675
Income: 100k+	16% (41)	35% (90)	15% (39)	15% (38)	15% (38)	4% (11)	257

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Table BRD17_13: 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	17% (365)	28% (617)	13% (278)	13% (284)	18% (390)	11% (243)	2177
Ethnicity: White	15% (267)	27% (462)	14% (236)	14% (251)	20% (338)	10% (178)	1731
Ethnicity: Hispanic	23% (75)	31% (101)	9% (30)	14% (47)	7% (22)	15% (50)	326
Ethnicity: Afr. Am.	26% (69)	32% (85)	7% (19)	7% (19)	12% (32)	15% (41)	266
Ethnicity: Other	16% (29)	39% (70)	13% (23)	8% (14)	11% (19)	13% (24)	180
Relig: Protestant	13% (65)	27% (141)	15% (78)	17% (85)	21% (107)	7% (39)	515
Relig: Roman Catholic	25% (119)	24% (116)	15% (74)	14% (67)	16% (77)	6% (27)	480
Relig: Ath./Agn./None	12% (75)	32% (196)	12% (75)	12% (70)	18% (108)	13% (80)	605
Relig: Something Else	20% (67)	32% (107)	10% (32)	9% (31)	16% (52)	13% (42)	330
Relig: Evangelical	19% (113)	23% (142)	12% (73)	15% (92)	17% (106)	13% (81)	606
Relig: Non-Evang. Catholics	17% (110)	27% (171)	16% (99)	15% (92)	19% (122)	6% (39)	632
Relig: All Christian	18% (223)	25% (312)	14% (171)	15% (184)	18% (227)	10% (120)	1238
Relig: All Non-Christian	15% (142)	32% (303)	11% (107)	11% (100)	17% (161)	13% (122)	935
Community: Urban	20% (117)	34% (195)	12% (71)	11% (64)	12% (71)	11% (64)	581
Community: Suburban	17% (167)	28% (278)	13% (128)	13% (132)	18% (182)	10% (100)	988
Community: Rural	13% (81)	24% (144)	13% (79)	15% (89)	22% (136)	13% (78)	608
Employ: Private Sector	16% (105)	33% (223)	14% (97)	14% (94)	16% (106)	7% (50)	674
Employ: Government	23% (36)	29% (45)	13% (20)	16% (25)	12% (18)	6% (10)	155
Employ: Self-Employed	28% (48)	24% (42)	15% (26)	10% (17)	16% (28)	7% (13)	173
Employ: Homemaker	14% (27)	29% (56)	14% (26)	10% (20)	19% (38)	14% (27)	195
Employ: Student	21% (22)	31% (33)	9% (10)	13% (13)	13% (14)	12% (12)	104
Employ: Retired	15% (74)	24% (118)	13% (63)	15% (70)	23% (113)	9% (45)	483
Employ: Unemployed	14% (30)	24% (51)	9% (19)	14% (29)	18% (38)	21% (46)	213
Employ: Other	12% (22)	27% (49)	10% (19)	9% (16)	19% (34)	23% (40)	179
Military HH: Yes	21% (80)	22% (85)	14% (52)	15% (56)	18% (70)	10% (38)	382
Military HH: No	16% (286)	30% (532)	13% (226)	13% (228)	18% (319)	11% (204)	1795
RD/WT: Right Direction	16% (141)	23% (195)	15% (133)	20% (172)	18% (151)	8% (69)	861
RD/WT: Wrong Track	17% (224)	32% (422)	11% (145)	9% (113)	18% (238)	13% (173)	1316

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Table BRD17_13: 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	17% (365)	28% (617)	13% (278)	13% (284)	18% (390)	11% (243)	2177
Strongly Approve	16% (75)	17% (81)	13% (62)	28% (132)	17% (78)	8% (37)	465
Somewhat Approve	10% (49)	26% (129)	20% (99)	15% (74)	21% (102)	9% (45)	497
Somewhat Disapprove	15% (43)	34% (98)	12% (34)	7% (20)	19% (53)	13% (36)	284
Strongly Disapprove	23% (181)	36% (292)	10% (77)	6% (51)	15% (121)	10% (80)	801
Dont Know / No Opinion	13% (18)	14% (18)	5% (6)	6% (8)	27% (35)	35% (45)	131
#1 Issue: Economy	13% (79)	29% (173)	14% (81)	15% (88)	18% (107)	11% (67)	595
#1 Issue: Security	12% (49)	23% (98)	13% (54)	21% (86)	18% (76)	13% (54)	415
#1 Issue: Health Care	19% (90)	28% (136)	11% (55)	11% (52)	19% (89)	12% (56)	477
#1 Issue: Medicare / Social Security	18% (49)	29% (78)	13% (36)	10% (26)	22% (59)	8% (23)	270
#1 Issue: Women's Issues	24% (23)	32% (31)	10% (10)	11% (10)	15% (15)	8% (8)	97
#1 Issue: Education	25% (36)	36% (51)	13% (18)	6% (9)	12% (17)	9% (13)	144
#1 Issue: Energy	28% (26)	34% (32)	14% (13)	4% (4)	12% (11)	8% (8)	94
#1 Issue: Other	15% (13)	22% (19)	13% (11)	13% (11)	19% (16)	18% (15)	85
2016 Vote: Democrat Hillary Clinton	26% (199)	36% (279)	12% (93)	5% (38)	13% (101)	8% (66)	775
2016 Vote: Republican Donald Trump	11% (84)	21% (157)	16% (119)	23% (172)	21% (153)	7% (51)	736
2016 Vote: Someone else	13% (22)	34% (56)	16% (26)	11% (19)	16% (27)	9% (15)	165
2012 Vote: Barack Obama	25% (222)	35% (304)	12% (101)	6% (50)	14% (120)	9% (81)	878
2012 Vote: Mitt Romney	10% (55)	21% (118)	15% (86)	27% (150)	22% (122)	6% (36)	567
2012 Vote: Other	9% (7)	27% (23)	12% (10)	25% (21)	16% (14)	11% (9)	85
2012 Vote: Didn't Vote	13% (81)	27% (172)	12% (80)	10% (62)	21% (133)	18% (116)	644
4-Region: Northeast	15% (61)	30% (120)	13% (50)	14% (54)	15% (61)	13% (51)	397
4-Region: Midwest	13% (62)	26% (124)	15% (71)	12% (55)	23% (106)	11% (52)	469
4-Region: South	16% (132)	29% (237)	12% (94)	13% (102)	18% (147)	12% (94)	806
4-Region: West	22% (111)	27% (137)	12% (63)	15% (74)	15% (76)	9% (46)	506

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

Table BRD17_14: 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% (183)	12% (272)	10% (214)	17% (365)	16% (339)	37% (804)	2177
Gender: Male	13% (133)	15% (157)	12% (121)	21% (220)	13% (134)	27% (283)	1048
Gender: Female	4% (50)	10% (115)	8% (93)	13% (145)	18% (206)	46% (521)	1129
Age: 18-29	11% (51)	12% (59)	12% (57)	14% (65)	14% (67)	37% (176)	475
Age: 30-44	10% (53)	14% (79)	11% (61)	19% (103)	15% (82)	31% (170)	549
Age: 45-54	10% (37)	12% (46)	7% (27)	15% (58)	16% (59)	41% (155)	382
Age: 55-64	6% (24)	12% (46)	9% (34)	18% (66)	17% (63)	38% (144)	377
Age: 65+	5% (19)	10% (41)	9% (36)	18% (72)	17% (67)	40% (159)	393
PID: Dem (no lean)	8% (62)	10% (77)	10% (73)	23% (177)	11% (83)	38% (283)	755
PID: Ind (no lean)	5% (41)	11% (84)	10% (75)	16% (120)	18% (133)	39% (290)	742
PID: Rep (no lean)	12% (80)	16% (111)	10% (66)	10% (68)	18% (123)	34% (231)	680
PID/Gender: Dem Men	13% (46)	12% (43)	12% (43)	29% (102)	8% (27)	25% (88)	349
PID/Gender: Dem Women	4% (16)	8% (34)	7% (30)	19% (75)	14% (56)	48% (195)	406
PID/Gender: Ind Men	8% (27)	13% (45)	11% (39)	21% (72)	17% (57)	30% (103)	343
PID/Gender: Ind Women	4% (14)	10% (39)	9% (36)	12% (48)	19% (76)	47% (186)	399
PID/Gender: Rep Men	17% (60)	19% (69)	11% (39)	13% (47)	14% (49)	26% (92)	355
PID/Gender: Rep Women	6% (20)	13% (42)	8% (27)	7% (22)	23% (74)	43% (139)	324
Tea Party: Supporter	20% (123)	21% (126)	11% (64)	7% (40)	13% (79)	28% (169)	600
Tea Party: Not Supporter	4% (59)	9% (142)	10% (150)	21% (324)	17% (260)	40% (630)	1565
Ideo: Liberal (1-3)	13% (95)	12% (90)	10% (74)	27% (196)	12% (89)	25% (184)	728
Ideo: Moderate (4)	5% (25)	10% (54)	11% (61)	17% (91)	15% (80)	43% (231)	542
Ideo: Conservative (5-7)	8% (57)	18% (121)	10% (64)	10% (70)	18% (119)	36% (237)	668
Educ: < College	9% (136)	12% (186)	9% (135)	12% (191)	16% (255)	42% (647)	1549
Educ: Bachelors degree	6% (23)	14% (56)	12% (49)	25% (104)	16% (64)	28% (115)	411
Educ: Post-grad	11% (24)	14% (30)	14% (30)	32% (70)	9% (20)	19% (42)	216
Income: Under 50k	8% (105)	11% (143)	10% (121)	14% (169)	15% (191)	41% (515)	1245
Income: 50k-100k	8% (54)	14% (92)	10% (65)	19% (126)	18% (123)	32% (216)	675
Income: 100k+	9% (24)	14% (37)	11% (28)	27% (70)	10% (26)	28% (72)	257

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Table BRD17_14: 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% (183)	12% (272)	10% (214)	17% (365)	16% (339)	37% (804)	2177
Ethnicity: White	7% (123)	12% (214)	9% (161)	17% (298)	16% (276)	38% (659)	1731
Ethnicity: Hispanic	21% (67)	13% (43)	12% (39)	19% (62)	11% (36)	24% (78)	326
Ethnicity: Afr. Am.	15% (39)	13% (35)	11% (29)	12% (31)	16% (42)	34% (90)	266
Ethnicity: Other	12% (21)	13% (23)	13% (24)	20% (36)	12% (22)	30% (55)	180
Relig: Protestant	7% (37)	13% (67)	13% (66)	17% (86)	16% (82)	34% (176)	515
Relig: Roman Catholic	14% (69)	14% (66)	9% (44)	15% (74)	18% (87)	29% (141)	480
Relig: Ath./Agn./None	5% (29)	8% (51)	9% (55)	22% (133)	14% (84)	42% (253)	605
Relig: Something Else	9% (29)	13% (44)	9% (30)	18% (59)	13% (44)	37% (123)	330
Relig: Evangelical	13% (77)	18% (110)	12% (71)	8% (50)	17% (102)	32% (196)	606
Relig: Non-Evang. Catholics	8% (47)	11% (67)	9% (58)	19% (123)	17% (108)	36% (229)	632
Relig: All Christian	10% (125)	14% (177)	10% (128)	14% (173)	17% (210)	34% (425)	1238
Relig: All Non-Christian	6% (58)	10% (95)	9% (85)	21% (192)	14% (128)	40% (377)	935
Community: Urban	12% (70)	15% (89)	10% (60)	18% (104)	13% (73)	32% (185)	581
Community: Suburban	6% (56)	12% (116)	11% (106)	17% (172)	16% (162)	38% (376)	988
Community: Rural	9% (56)	11% (67)	8% (48)	15% (89)	17% (105)	40% (243)	608
Employ: Private Sector	9% (61)	14% (97)	11% (77)	19% (130)	15% (98)	31% (210)	674
Employ: Government	14% (22)	15% (24)	12% (18)	19% (30)	15% (23)	25% (39)	155
Employ: Self-Employed	18% (31)	17% (30)	12% (21)	10% (17)	17% (29)	26% (45)	173
Employ: Homemaker	5% (11)	11% (21)	8% (16)	11% (21)	21% (40)	45% (87)	195
Employ: Student	6% (6)	7% (7)	10% (10)	24% (25)	11% (11)	43% (45)	104
Employ: Retired	6% (29)	10% (51)	9% (43)	18% (88)	17% (82)	39% (191)	483
Employ: Unemployed	6% (12)	11% (24)	8% (17)	17% (35)	16% (34)	42% (90)	213
Employ: Other	6% (11)	11% (19)	6% (11)	10% (19)	12% (22)	54% (97)	179
Military HH: Yes	15% (56)	14% (53)	8% (31)	13% (51)	18% (70)	31% (120)	382
Military HH: No	7% (127)	12% (219)	10% (182)	17% (314)	15% (270)	38% (683)	1795
RD/WT: Right Direction	15% (127)	18% (155)	11% (94)	9% (78)	17% (150)	30% (257)	861
RD/WT: Wrong Track	4% (55)	9% (117)	9% (120)	22% (287)	14% (189)	42% (547)	1316

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Table BRD17_14: 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% (183)	12% (272)	10% (214)	17% (365)	16% (339)	37% (804)	2177
Strongly Approve	18% (85)	19% (90)	10% (46)	9% (40)	20% (94)	24% (111)	465
Somewhat Approve	8% (42)	15% (77)	10% (51)	10% (50)	16% (80)	40% (198)	497
Somewhat Disapprove	3% (8)	11% (30)	18% (51)	10% (29)	15% (42)	44% (124)	284
Strongly Disapprove	5% (42)	9% (71)	8% (61)	30% (243)	12% (97)	36% (286)	801
Dont Know / No Opinion	5% (6)	3% (4)	4% (6)	3% (3)	20% (27)	65% (85)	131
#1 Issue: Economy	6% (34)	14% (85)	11% (64)	14% (84)	18% (104)	38% (223)	595
#1 Issue: Security	11% (48)	16% (65)	9% (36)	11% (47)	18% (75)	35% (145)	415
#1 Issue: Health Care	6% (28)	10% (49)	9% (45)	22% (107)	13% (60)	39% (188)	477
#1 Issue: Medicare / Social Security	9% (23)	9% (24)	8% (23)	16% (44)	19% (51)	39% (106)	270
#1 Issue: Women's Issues	12% (11)	10% (10)	6% (6)	22% (21)	19% (18)	31% (30)	97
#1 Issue: Education	16% (23)	15% (22)	13% (19)	17% (25)	8% (12)	30% (43)	144
#1 Issue: Energy	14% (14)	15% (14)	6% (6)	22% (21)	10% (10)	32% (31)	94
#1 Issue: Other	3% (2)	5% (4)	18% (15)	19% (16)	10% (9)	45% (38)	85
2016 Vote: Democrat Hillary Clinton	10% (74)	10% (76)	11% (82)	29% (221)	10% (78)	32% (245)	775
2016 Vote: Republican Donald Trump	12% (87)	19% (141)	10% (70)	9% (65)	19% (142)	31% (232)	736
2016 Vote: Someone else	1% (1)	7% (12)	14% (24)	17% (28)	17% (28)	44% (72)	165
2012 Vote: Barack Obama	8% (71)	10% (89)	10% (88)	26% (226)	11% (94)	35% (311)	878
2012 Vote: Mitt Romney	9% (51)	18% (100)	12% (66)	9% (50)	21% (119)	32% (181)	567
2012 Vote: Other	6% (5)	12% (11)	9% (8)	16% (14)	21% (17)	36% (30)	85
2012 Vote: Didn't Vote	9% (55)	11% (72)	8% (53)	12% (75)	17% (109)	43% (280)	644
4-Region: Northeast	7% (29)	12% (48)	9% (38)	18% (73)	13% (52)	40% (157)	397
4-Region: Midwest	4% (21)	9% (40)	8% (40)	17% (82)	17% (80)	44% (206)	469
4-Region: South	10% (79)	15% (118)	9% (76)	14% (117)	17% (134)	35% (282)	806
4-Region: West	11% (54)	13% (66)	12% (61)	19% (94)	15% (74)	31% (158)	506

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

Table BRD17_15: How credible are each of the following?
InfoWars

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	7% (148)	12% (266)	10% (217)	13% (292)	16% (341)	42% (912)	2177
Gender: Male	9% (94)	15% (156)	12% (130)	17% (179)	14% (146)	33% (343)	1048
Gender: Female	5% (55)	10% (110)	8% (87)	10% (113)	17% (196)	50% (569)	1129
Age: 18-29	10% (47)	17% (82)	12% (59)	14% (65)	12% (56)	35% (166)	475
Age: 30-44	9% (50)	18% (96)	11% (60)	15% (83)	16% (88)	31% (171)	549
Age: 45-54	9% (33)	11% (42)	10% (37)	12% (45)	15% (57)	44% (168)	382
Age: 55-64	4% (14)	8% (29)	8% (31)	14% (53)	18% (68)	48% (182)	377
Age: 65+	1% (4)	4% (18)	8% (30)	11% (45)	18% (72)	57% (225)	393
PID: Dem (no lean)	6% (48)	13% (95)	10% (72)	15% (116)	13% (98)	43% (325)	755
PID: Ind (no lean)	5% (37)	11% (81)	10% (72)	15% (108)	18% (135)	42% (309)	742
PID: Rep (no lean)	9% (63)	13% (90)	11% (72)	10% (68)	16% (108)	41% (278)	680
PID/Gender: Dem Men	9% (30)	15% (54)	14% (49)	19% (66)	11% (38)	32% (113)	349
PID/Gender: Dem Women	4% (18)	10% (42)	6% (24)	12% (50)	15% (60)	52% (213)	406
PID/Gender: Ind Men	5% (18)	12% (42)	10% (36)	22% (76)	16% (56)	34% (116)	343
PID/Gender: Ind Women	5% (19)	10% (39)	9% (36)	8% (32)	20% (80)	48% (192)	399
PID/Gender: Rep Men	13% (46)	17% (61)	13% (46)	10% (37)	15% (52)	32% (114)	355
PID/Gender: Rep Women	5% (17)	9% (29)	8% (27)	10% (31)	17% (56)	51% (164)	324
Tea Party: Supporter	16% (97)	19% (113)	12% (72)	9% (53)	12% (73)	32% (193)	600
Tea Party: Not Supporter	3% (51)	10% (149)	9% (145)	15% (238)	17% (268)	46% (714)	1565
Ideo: Liberal (1-3)	12% (84)	16% (113)	11% (78)	19% (136)	13% (97)	30% (219)	728
Ideo: Moderate (4)	5% (29)	11% (58)	9% (51)	12% (67)	17% (90)	46% (247)	542
Ideo: Conservative (5-7)	5% (30)	11% (77)	11% (73)	12% (83)	16% (106)	45% (300)	668
Educ: < College	7% (112)	12% (182)	10% (147)	11% (173)	17% (260)	44% (675)	1549
Educ: Bachelors degree	4% (17)	14% (58)	10% (42)	18% (73)	14% (57)	40% (164)	411
Educ: Post-grad	9% (19)	12% (26)	13% (27)	22% (47)	11% (24)	34% (73)	216
Income: Under 50k	8% (95)	12% (147)	9% (109)	11% (142)	16% (203)	44% (550)	1245
Income: 50k-100k	6% (39)	13% (85)	11% (75)	16% (107)	16% (106)	39% (262)	675
Income: 100k+	6% (14)	13% (34)	13% (33)	17% (43)	13% (33)	39% (100)	257

Continued on next page

Table BRD17_15: How credible are each of the following?
Info Wars

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	7% (148)	12% (266)	10% (217)	13% (292)	16% (341)	42% (912)	2177
Ethnicity: White	5% (92)	11% (185)	10% (177)	14% (239)	16% (280)	44% (759)	1731
Ethnicity: Hispanic	16% (52)	20% (66)	10% (32)	16% (53)	10% (31)	28% (91)	326
Ethnicity: Afr. Am.	12% (32)	19% (51)	9% (24)	11% (30)	14% (37)	35% (92)	266
Ethnicity: Other	14% (25)	17% (30)	9% (16)	13% (24)	13% (24)	34% (61)	180
Relig: Protestant	4% (21)	9% (46)	12% (62)	10% (51)	19% (99)	46% (236)	515
Relig: Roman Catholic	13% (60)	14% (66)	10% (49)	14% (68)	14% (66)	36% (171)	480
Relig: Ath./Agn./None	4% (25)	10% (59)	9% (55)	18% (106)	14% (85)	46% (276)	605
Relig: Something Else	8% (26)	14% (47)	9% (31)	15% (50)	15% (49)	39% (127)	330
Relig: Evangelical	11% (69)	16% (100)	10% (61)	9% (53)	17% (104)	36% (219)	606
Relig: Non-Evang. Catholics	5% (28)	10% (60)	11% (70)	13% (83)	16% (103)	46% (288)	632
Relig: All Christian	8% (98)	13% (160)	11% (131)	11% (136)	17% (207)	41% (507)	1238
Relig: All Non-Christian	5% (50)	11% (105)	9% (86)	17% (157)	14% (133)	43% (403)	935
Community: Urban	10% (59)	19% (108)	9% (53)	13% (77)	13% (76)	36% (208)	581
Community: Suburban	5% (51)	10% (98)	10% (100)	14% (142)	16% (154)	45% (442)	988
Community: Rural	6% (38)	10% (60)	11% (64)	12% (73)	18% (111)	43% (262)	608
Employ: Private Sector	8% (51)	16% (107)	10% (64)	16% (108)	13% (87)	38% (257)	674
Employ: Government	13% (20)	13% (20)	17% (26)	15% (23)	15% (24)	27% (42)	155
Employ: Self-Employed	16% (27)	15% (27)	16% (27)	9% (16)	16% (27)	28% (49)	173
Employ: Homemaker	8% (15)	11% (21)	10% (19)	10% (20)	18% (36)	43% (84)	195
Employ: Student	8% (8)	7% (7)	14% (14)	17% (18)	13% (13)	41% (43)	104
Employ: Retired	2% (12)	5% (24)	7% (35)	13% (61)	20% (97)	53% (255)	483
Employ: Unemployed	4% (8)	17% (37)	10% (21)	14% (29)	17% (37)	38% (80)	213
Employ: Other	4% (7)	13% (24)	5% (9)	9% (17)	12% (21)	57% (102)	179
Military HH: Yes	12% (45)	14% (52)	10% (40)	9% (33)	22% (83)	34% (129)	382
Military HH: No	6% (103)	12% (215)	10% (177)	14% (259)	14% (258)	44% (783)	1795
RD/WT: Right Direction	12% (101)	14% (123)	12% (105)	11% (96)	16% (135)	35% (301)	861
RD/WT: Wrong Track	4% (47)	11% (144)	8% (112)	15% (196)	16% (206)	46% (611)	1316

Continued on next page

Table BRD17_15: How credible are each of the following?

Info Wars

Demographic	Very credible	Somewhat credible	Not too credible	Not at all credible	Heard Of, No Opinion	Never Heard Of	Total N
Adults	7% (148)	12% (266)	10% (217)	13% (292)	16% (341)	42% (912)	2177
Strongly Approve	14% (66)	14% (66)	11% (49)	12% (55)	15% (71)	34% (157)	465
Somewhat Approve	5% (26)	14% (71)	12% (60)	11% (57)	16% (80)	41% (203)	497
Somewhat Disapprove	3% (9)	14% (40)	13% (36)	10% (27)	13% (37)	47% (134)	284
Strongly Disapprove	5% (40)	11% (85)	8% (64)	19% (151)	15% (124)	42% (336)	801
Dont Know / No Opinion	5% (6)	3% (4)	6% (7)	2% (2)	23% (30)	62% (82)	131
#1 Issue: Economy	4% (24)	15% (87)	10% (61)	12% (73)	18% (106)	41% (244)	595
#1 Issue: Security	7% (28)	13% (53)	10% (43)	11% (47)	14% (60)	44% (183)	415
#1 Issue: Health Care	6% (27)	11% (51)	9% (42)	17% (79)	15% (73)	43% (204)	477
#1 Issue: Medicare / Social Security	7% (18)	8% (21)	9% (25)	11% (29)	18% (49)	47% (127)	270
#1 Issue: Women's Issues	13% (12)	12% (12)	13% (12)	14% (13)	16% (16)	32% (31)	97
#1 Issue: Education	14% (21)	16% (22)	11% (16)	16% (23)	8% (12)	35% (50)	144
#1 Issue: Energy	12% (12)	17% (16)	9% (8)	17% (16)	12% (12)	32% (31)	94
#1 Issue: Other	8% (6)	2% (2)	10% (9)	14% (12)	17% (14)	49% (42)	85
2016 Vote: Democrat Hillary Clinton	9% (69)	13% (104)	9% (70)	17% (133)	13% (104)	38% (295)	775
2016 Vote: Republican Donald Trump	7% (55)	13% (98)	11% (81)	10% (75)	16% (118)	42% (309)	736
2016 Vote: Someone else	2% (3)	6% (10)	12% (20)	18% (30)	15% (24)	47% (78)	165
2012 Vote: Barack Obama	8% (69)	13% (113)	9% (82)	16% (143)	13% (116)	40% (355)	878
2012 Vote: Mitt Romney	4% (25)	11% (65)	12% (68)	12% (67)	17% (99)	43% (242)	567
2012 Vote: Other	5% (4)	8% (7)	7% (6)	20% (17)	15% (13)	45% (39)	85
2012 Vote: Didn't Vote	8% (50)	13% (81)	9% (61)	10% (66)	18% (114)	42% (273)	644
4-Region: Northeast	6% (24)	10% (40)	7% (27)	15% (60)	14% (57)	48% (190)	397
4-Region: Midwest	4% (17)	10% (48)	9% (44)	12% (57)	18% (84)	47% (218)	469
4-Region: South	8% (67)	13% (105)	10% (83)	11% (92)	16% (129)	41% (330)	806
4-Region: West	8% (39)	15% (75)	12% (63)	16% (83)	14% (72)	34% (174)	506

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

Table BRD18_4: 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	25%	(552)	32%	(696)	16%	(355)	18%	(395)	8%	(179)	2177
Gender: Male	25%	(262)	30%	(311)	16%	(167)	23%	(245)	6%	(63)	1048
Gender: Female	26%	(290)	34%	(385)	17%	(189)	13%	(150)	10%	(116)	1129
Age: 18-29	23%	(108)	30%	(144)	19%	(89)	19%	(89)	9%	(45)	475
Age: 30-44	29%	(160)	33%	(179)	14%	(74)	15%	(82)	10%	(54)	549
Age: 45-54	29%	(111)	30%	(114)	18%	(70)	15%	(56)	8%	(32)	382
Age: 55-64	24%	(90)	31%	(117)	16%	(61)	22%	(84)	7%	(25)	377
Age: 65+	21%	(82)	36%	(142)	16%	(62)	22%	(85)	6%	(23)	393
PID: Dem (no lean)	37%	(280)	38%	(289)	12%	(88)	6%	(47)	7%	(51)	755
PID: Ind (no lean)	19%	(140)	32%	(236)	17%	(127)	21%	(153)	12%	(86)	742
PID: Rep (no lean)	19%	(132)	25%	(170)	21%	(141)	29%	(194)	6%	(42)	680
PID/Gender: Dem Men	37%	(129)	38%	(131)	12%	(41)	8%	(30)	5%	(18)	349
PID/Gender: Dem Women	37%	(151)	39%	(158)	12%	(47)	4%	(17)	8%	(32)	406
PID/Gender: Ind Men	18%	(61)	29%	(100)	15%	(53)	30%	(103)	7%	(26)	343
PID/Gender: Ind Women	20%	(79)	34%	(136)	19%	(74)	13%	(50)	15%	(60)	399
PID/Gender: Rep Men	20%	(72)	22%	(80)	21%	(73)	31%	(112)	5%	(19)	355
PID/Gender: Rep Women	19%	(60)	28%	(91)	21%	(68)	25%	(82)	7%	(23)	324
Tea Party: Supporter	30%	(179)	22%	(129)	20%	(118)	26%	(156)	3%	(19)	600
Tea Party: Not Supporter	24%	(372)	36%	(559)	15%	(238)	15%	(238)	10%	(159)	1565
Ideo: Liberal (1-3)	35%	(258)	39%	(282)	13%	(96)	7%	(54)	5%	(38)	728
Ideo: Moderate (4)	28%	(151)	38%	(206)	15%	(83)	13%	(69)	6%	(32)	542
Ideo: Conservative (5-7)	14%	(92)	22%	(149)	23%	(152)	36%	(243)	5%	(31)	668
Educ: < College	24%	(379)	31%	(473)	16%	(253)	19%	(293)	10%	(151)	1549
Educ: Bachelors degree	27%	(112)	34%	(139)	16%	(67)	17%	(69)	6%	(24)	411
Educ: Post-grad	28%	(61)	39%	(84)	16%	(35)	15%	(32)	2%	(4)	216
Income: Under 50k	26%	(322)	31%	(389)	15%	(188)	18%	(222)	10%	(125)	1245
Income: 50k-100k	26%	(173)	32%	(215)	17%	(114)	19%	(131)	6%	(41)	675
Income: 100k+	22%	(57)	36%	(92)	21%	(53)	17%	(42)	5%	(13)	257

Continued on next page

Table BRD18_4: 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	25%	(552)	32%	(696)	16%	(355)	18%	(395)	8%	(179)	2177
Ethnicity: White	23%	(400)	32%	(558)	17%	(295)	19%	(337)	8%	(141)	1731
Ethnicity: Hispanic	32%	(103)	24%	(80)	18%	(59)	16%	(52)	10%	(32)	326
Ethnicity: Afr. Am.	38%	(100)	32%	(84)	12%	(32)	11%	(29)	8%	(22)	266
Ethnicity: Other	29%	(52)	30%	(55)	16%	(28)	16%	(29)	9%	(16)	180
Relig: Protestant	20%	(100)	30%	(156)	21%	(107)	25%	(129)	4%	(23)	515
Relig: Roman Catholic	34%	(161)	32%	(152)	15%	(71)	16%	(76)	4%	(20)	480
Relig: Ath./Agn./None	20%	(124)	34%	(205)	15%	(93)	16%	(97)	14%	(87)	605
Relig: Something Else	30%	(99)	33%	(109)	16%	(52)	13%	(42)	8%	(27)	330
Relig: Evangelical	27%	(165)	27%	(164)	16%	(97)	24%	(148)	5%	(32)	606
Relig: Non-Evang. Catholics	26%	(164)	34%	(215)	18%	(112)	17%	(108)	5%	(32)	632
Relig: All Christian	27%	(330)	31%	(380)	17%	(209)	21%	(256)	5%	(64)	1238
Relig: All Non-Christian	24%	(223)	34%	(314)	16%	(145)	15%	(139)	12%	(114)	935
Community: Urban	32%	(187)	26%	(153)	19%	(110)	16%	(91)	7%	(40)	581
Community: Suburban	22%	(217)	36%	(353)	15%	(150)	18%	(182)	9%	(86)	988
Community: Rural	24%	(148)	31%	(190)	16%	(95)	20%	(122)	9%	(53)	608
Employ: Private Sector	26%	(178)	32%	(212)	19%	(126)	17%	(115)	6%	(42)	674
Employ: Government	24%	(37)	33%	(51)	16%	(24)	19%	(30)	8%	(13)	155
Employ: Self-Employed	34%	(59)	26%	(46)	16%	(27)	16%	(28)	8%	(14)	173
Employ: Homemaker	30%	(59)	35%	(68)	14%	(27)	10%	(20)	11%	(21)	195
Employ: Student	16%	(17)	37%	(39)	16%	(17)	24%	(26)	6%	(6)	104
Employ: Retired	23%	(113)	35%	(169)	14%	(66)	23%	(111)	5%	(25)	483
Employ: Unemployed	25%	(52)	26%	(56)	15%	(31)	21%	(44)	14%	(29)	213
Employ: Other	21%	(37)	31%	(55)	20%	(36)	12%	(22)	16%	(28)	179
Military HH: Yes	30%	(116)	25%	(97)	15%	(59)	24%	(93)	4%	(17)	382
Military HH: No	24%	(436)	33%	(599)	17%	(296)	17%	(302)	9%	(162)	1795
RD/WT: Right Direction	22%	(187)	24%	(211)	20%	(171)	27%	(234)	7%	(59)	861
RD/WT: Wrong Track	28%	(365)	37%	(485)	14%	(185)	12%	(161)	9%	(120)	1316

Continued on next page

Table BRD18_4: 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	25%	(552)	32%	(696)	16%	(355)	18%	(395)	8%	(179)	2177
Strongly Approve	20%	(95)	16%	(74)	19%	(90)	39%	(183)	5%	(23)	465
Somewhat Approve	17%	(84)	34%	(167)	21%	(104)	22%	(111)	6%	(31)	497
Somewhat Disapprove	23%	(65)	40%	(114)	20%	(56)	11%	(31)	6%	(18)	284
Strongly Disapprove	36%	(287)	38%	(303)	12%	(92)	8%	(61)	7%	(57)	801
Dont Know / No Opinion	16%	(22)	29%	(38)	10%	(12)	7%	(9)	38%	(50)	131
#1 Issue: Economy	23%	(136)	31%	(183)	19%	(111)	21%	(124)	7%	(41)	595
#1 Issue: Security	19%	(80)	27%	(114)	18%	(77)	27%	(111)	8%	(34)	415
#1 Issue: Health Care	28%	(135)	33%	(156)	15%	(69)	15%	(72)	9%	(44)	477
#1 Issue: Medicare / Social Security	27%	(73)	39%	(105)	11%	(29)	15%	(41)	8%	(22)	270
#1 Issue: Women's Issues	33%	(32)	29%	(28)	14%	(14)	13%	(13)	10%	(10)	97
#1 Issue: Education	29%	(41)	34%	(49)	21%	(30)	11%	(16)	5%	(8)	144
#1 Issue: Energy	33%	(31)	41%	(39)	13%	(12)	8%	(8)	5%	(4)	94
#1 Issue: Other	27%	(22)	26%	(22)	15%	(13)	12%	(10)	19%	(16)	85
2016 Vote: Democrat Hillary Clinton	38%	(294)	39%	(301)	11%	(89)	6%	(49)	5%	(42)	775
2016 Vote: Republican Donald Trump	17%	(125)	24%	(178)	21%	(152)	33%	(240)	6%	(41)	736
2016 Vote: Someone else	13%	(21)	43%	(71)	19%	(31)	16%	(26)	10%	(16)	165
2012 Vote: Barack Obama	35%	(311)	40%	(347)	12%	(106)	7%	(65)	6%	(49)	878
2012 Vote: Mitt Romney	12%	(70)	25%	(142)	24%	(133)	34%	(193)	5%	(29)	567
2012 Vote: Other	21%	(18)	24%	(21)	14%	(12)	34%	(29)	7%	(6)	85
2012 Vote: Didn't Vote	24%	(152)	29%	(187)	16%	(104)	17%	(107)	15%	(94)	644
4-Region: Northeast	26%	(105)	30%	(119)	15%	(59)	20%	(79)	9%	(36)	397
4-Region: Midwest	22%	(104)	35%	(163)	13%	(60)	20%	(94)	10%	(48)	469
4-Region: South	26%	(213)	32%	(256)	18%	(141)	17%	(140)	7%	(55)	806
4-Region: West	26%	(131)	31%	(158)	19%	(95)	16%	(81)	8%	(40)	506

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

Table BRD18_5: 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	23%	(499)	31%	(685)	17%	(381)	21%	(447)	8%	(166)	2177
Gender: Male	23%	(238)	30%	(319)	18%	(191)	23%	(242)	5%	(57)	1048
Gender: Female	23%	(261)	32%	(366)	17%	(189)	18%	(205)	10%	(109)	1129
Age: 18-29	23%	(108)	27%	(129)	20%	(94)	22%	(104)	8%	(40)	475
Age: 30-44	23%	(125)	33%	(183)	15%	(85)	18%	(101)	10%	(55)	549
Age: 45-54	24%	(90)	34%	(129)	15%	(55)	21%	(81)	7%	(26)	382
Age: 55-64	26%	(99)	30%	(114)	16%	(59)	22%	(82)	6%	(23)	377
Age: 65+	20%	(77)	33%	(130)	22%	(87)	20%	(78)	5%	(21)	393
PID: Dem (no lean)	18%	(135)	26%	(196)	20%	(148)	31%	(232)	6%	(44)	755
PID: Ind (no lean)	21%	(155)	28%	(208)	20%	(147)	20%	(149)	11%	(84)	742
PID: Rep (no lean)	31%	(209)	41%	(281)	13%	(86)	10%	(65)	6%	(38)	680
PID/Gender: Dem Men	18%	(61)	24%	(84)	20%	(70)	34%	(117)	5%	(17)	349
PID/Gender: Dem Women	18%	(74)	28%	(112)	19%	(78)	28%	(115)	7%	(27)	406
PID/Gender: Ind Men	18%	(61)	27%	(94)	21%	(74)	26%	(88)	8%	(26)	343
PID/Gender: Ind Women	24%	(95)	28%	(113)	18%	(73)	15%	(61)	14%	(57)	399
PID/Gender: Rep Men	33%	(116)	39%	(140)	14%	(48)	10%	(37)	4%	(14)	355
PID/Gender: Rep Women	29%	(93)	43%	(141)	12%	(38)	9%	(28)	8%	(24)	324
Tea Party: Supporter	40%	(239)	38%	(225)	12%	(73)	8%	(45)	3%	(18)	600
Tea Party: Not Supporter	17%	(261)	29%	(453)	20%	(305)	26%	(400)	9%	(147)	1565
Ideo: Liberal (1-3)	18%	(133)	23%	(171)	20%	(148)	34%	(246)	4%	(30)	728
Ideo: Moderate (4)	23%	(123)	31%	(171)	21%	(112)	20%	(106)	6%	(30)	542
Ideo: Conservative (5-7)	29%	(196)	43%	(287)	13%	(89)	9%	(63)	5%	(33)	668
Educ: < College	26%	(403)	32%	(489)	16%	(249)	18%	(272)	9%	(137)	1549
Educ: Bachelors degree	15%	(61)	31%	(127)	21%	(87)	27%	(111)	6%	(26)	411
Educ: Post-grad	17%	(36)	32%	(68)	21%	(45)	29%	(64)	2%	(3)	216
Income: Under 50k	24%	(304)	31%	(382)	18%	(219)	18%	(226)	9%	(114)	1245
Income: 50k-100k	22%	(151)	32%	(219)	17%	(116)	22%	(151)	6%	(38)	675
Income: 100k+	17%	(45)	33%	(84)	18%	(46)	27%	(69)	5%	(13)	257

Continued on next page

Table BRD18_5: 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	23%	(499)	31%	(685)	17%	(381)	21%	(447)	8%	(166)	2177
Ethnicity: White	22%	(380)	32%	(560)	18%	(305)	21%	(360)	7%	(127)	1731
Ethnicity: Hispanic	29%	(94)	28%	(91)	16%	(51)	19%	(61)	9%	(29)	326
Ethnicity: Afr. Am.	28%	(74)	32%	(85)	17%	(46)	16%	(43)	7%	(18)	266
Ethnicity: Other	25%	(46)	22%	(40)	17%	(30)	24%	(44)	11%	(21)	180
Relig: Protestant	22%	(111)	38%	(197)	19%	(95)	17%	(87)	5%	(24)	515
Relig: Roman Catholic	30%	(146)	31%	(149)	19%	(92)	15%	(73)	4%	(20)	480
Relig: Ath./Agn./None	14%	(84)	28%	(167)	16%	(100)	29%	(177)	13%	(77)	605
Relig: Something Else	25%	(81)	25%	(84)	18%	(60)	22%	(74)	9%	(31)	330
Relig: Evangelical	30%	(185)	37%	(224)	16%	(96)	13%	(77)	4%	(25)	606
Relig: Non-Evang. Catholics	24%	(150)	33%	(206)	20%	(125)	19%	(119)	5%	(33)	632
Relig: All Christian	27%	(335)	35%	(430)	18%	(221)	16%	(196)	5%	(57)	1238
Relig: All Non-Christian	18%	(165)	27%	(251)	17%	(160)	27%	(251)	12%	(108)	935
Community: Urban	23%	(133)	28%	(164)	19%	(112)	23%	(133)	7%	(39)	581
Community: Suburban	21%	(210)	31%	(305)	18%	(180)	22%	(219)	8%	(74)	988
Community: Rural	26%	(156)	36%	(216)	15%	(89)	16%	(95)	9%	(52)	608
Employ: Private Sector	21%	(139)	34%	(228)	17%	(115)	22%	(145)	7%	(48)	674
Employ: Government	21%	(33)	32%	(49)	15%	(24)	27%	(42)	5%	(8)	155
Employ: Self-Employed	31%	(54)	30%	(52)	16%	(28)	16%	(28)	6%	(11)	173
Employ: Homemaker	26%	(50)	28%	(55)	17%	(34)	18%	(36)	10%	(20)	195
Employ: Student	20%	(20)	23%	(24)	25%	(26)	26%	(27)	7%	(8)	104
Employ: Retired	22%	(106)	35%	(168)	19%	(93)	19%	(94)	5%	(22)	483
Employ: Unemployed	25%	(52)	27%	(58)	17%	(36)	21%	(44)	11%	(23)	213
Employ: Other	25%	(45)	29%	(52)	14%	(25)	17%	(30)	15%	(27)	179
Military HH: Yes	31%	(118)	34%	(129)	15%	(59)	15%	(59)	4%	(17)	382
Military HH: No	21%	(381)	31%	(556)	18%	(322)	22%	(387)	8%	(149)	1795
RD/WT: Right Direction	33%	(286)	40%	(343)	12%	(105)	8%	(71)	6%	(56)	861
RD/WT: Wrong Track	16%	(213)	26%	(342)	21%	(276)	29%	(376)	8%	(110)	1316

Continued on next page

Table BRD18_5: 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	23%	(499)	31%	(685)	17%	(381)	21%	(447)	8%	(166)	2177
Strongly Approve	40%	(187)	35%	(164)	10%	(47)	10%	(47)	4%	(21)	465
Somewhat Approve	22%	(109)	46%	(228)	18%	(87)	8%	(39)	7%	(34)	497
Somewhat Disapprove	19%	(55)	34%	(97)	24%	(69)	16%	(44)	6%	(17)	284
Strongly Disapprove	16%	(126)	20%	(159)	21%	(166)	38%	(305)	6%	(45)	801
Dont Know / No Opinion	18%	(23)	27%	(36)	9%	(12)	9%	(12)	37%	(49)	131
#1 Issue: Economy	22%	(133)	35%	(210)	17%	(103)	19%	(111)	6%	(38)	595
#1 Issue: Security	30%	(123)	38%	(159)	16%	(64)	10%	(40)	7%	(29)	415
#1 Issue: Health Care	20%	(96)	28%	(132)	16%	(76)	28%	(131)	9%	(41)	477
#1 Issue: Medicare / Social Security	21%	(57)	35%	(94)	19%	(53)	18%	(49)	6%	(17)	270
#1 Issue: Women's Issues	23%	(22)	23%	(22)	16%	(16)	29%	(28)	9%	(9)	97
#1 Issue: Education	24%	(34)	28%	(41)	17%	(25)	24%	(35)	7%	(10)	144
#1 Issue: Energy	19%	(18)	18%	(17)	26%	(24)	32%	(30)	5%	(5)	94
#1 Issue: Other	19%	(16)	13%	(11)	24%	(21)	25%	(21)	19%	(16)	85
2016 Vote: Democrat Hillary Clinton	19%	(145)	22%	(169)	22%	(170)	33%	(256)	5%	(35)	775
2016 Vote: Republican Donald Trump	31%	(226)	41%	(304)	13%	(98)	9%	(65)	6%	(43)	736
2016 Vote: Someone else	10%	(16)	32%	(53)	25%	(42)	25%	(42)	8%	(13)	165
2012 Vote: Barack Obama	19%	(167)	26%	(226)	20%	(174)	31%	(272)	5%	(40)	878
2012 Vote: Mitt Romney	28%	(158)	42%	(239)	16%	(88)	10%	(55)	5%	(27)	567
2012 Vote: Other	21%	(18)	42%	(36)	13%	(11)	15%	(13)	9%	(8)	85
2012 Vote: Didn't Vote	24%	(157)	28%	(183)	17%	(108)	17%	(107)	14%	(90)	644
4-Region: Northeast	21%	(82)	29%	(114)	21%	(83)	22%	(88)	8%	(30)	397
4-Region: Midwest	20%	(95)	36%	(167)	14%	(65)	22%	(104)	8%	(37)	469
4-Region: South	26%	(208)	31%	(253)	18%	(144)	17%	(138)	8%	(63)	806
4-Region: West	23%	(115)	30%	(150)	18%	(89)	23%	(116)	7%	(35)	506

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

Table BRD18_6: 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	19%	(407)	34%	(745)	17%	(364)	17%	(363)	14%	(297)	2177
Gender: Male	19%	(203)	33%	(341)	18%	(192)	21%	(215)	9%	(97)	1048
Gender: Female	18%	(204)	36%	(404)	15%	(172)	13%	(149)	18%	(200)	1129
Age: 18-29	13%	(63)	34%	(162)	18%	(86)	15%	(70)	20%	(95)	475
Age: 30-44	20%	(112)	36%	(197)	17%	(92)	13%	(74)	13%	(74)	549
Age: 45-54	23%	(87)	33%	(128)	16%	(59)	16%	(60)	13%	(49)	382
Age: 55-64	22%	(82)	32%	(121)	15%	(58)	21%	(78)	10%	(38)	377
Age: 65+	16%	(64)	35%	(137)	18%	(69)	21%	(82)	10%	(41)	393
PID: Dem (no lean)	29%	(218)	41%	(310)	14%	(106)	6%	(46)	10%	(76)	755
PID: Ind (no lean)	12%	(90)	32%	(239)	18%	(135)	18%	(133)	20%	(145)	742
PID: Rep (no lean)	15%	(100)	29%	(196)	18%	(124)	27%	(184)	11%	(76)	680
PID/Gender: Dem Men	28%	(97)	42%	(148)	15%	(52)	8%	(28)	7%	(24)	349
PID/Gender: Dem Women	30%	(120)	40%	(162)	13%	(53)	5%	(19)	13%	(51)	406
PID/Gender: Ind Men	12%	(42)	29%	(100)	21%	(73)	25%	(86)	12%	(42)	343
PID/Gender: Ind Women	12%	(48)	35%	(139)	16%	(62)	12%	(47)	26%	(103)	399
PID/Gender: Rep Men	18%	(64)	26%	(93)	19%	(67)	28%	(101)	9%	(31)	355
PID/Gender: Rep Women	11%	(36)	32%	(103)	17%	(56)	26%	(83)	14%	(46)	324
Tea Party: Supporter	22%	(133)	30%	(179)	16%	(97)	25%	(153)	6%	(38)	600
Tea Party: Not Supporter	17%	(274)	36%	(559)	17%	(267)	13%	(209)	16%	(256)	1565
Ideo: Liberal (1-3)	27%	(198)	42%	(302)	16%	(117)	6%	(47)	9%	(63)	728
Ideo: Moderate (4)	20%	(110)	41%	(224)	17%	(95)	10%	(55)	11%	(57)	542
Ideo: Conservative (5-7)	10%	(67)	25%	(170)	19%	(130)	36%	(238)	9%	(63)	668
Educ: < College	17%	(267)	33%	(516)	16%	(246)	17%	(264)	17%	(257)	1549
Educ: Bachelors degree	21%	(87)	36%	(146)	20%	(83)	15%	(63)	8%	(32)	411
Educ: Post-grad	25%	(53)	39%	(83)	16%	(35)	17%	(36)	4%	(8)	216
Income: Under 50k	18%	(227)	34%	(428)	15%	(186)	16%	(200)	16%	(203)	1245
Income: 50k-100k	21%	(139)	32%	(219)	19%	(126)	17%	(118)	11%	(73)	675
Income: 100k+	16%	(40)	38%	(98)	20%	(52)	18%	(45)	8%	(21)	257

Continued on next page

Table BRD18_6: 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	19%	(407)	34%	(745)	17%	(364)	17%	(363)	14%	(297)	2177
Ethnicity: White	17%	(303)	35%	(604)	16%	(281)	19%	(321)	13%	(224)	1731
Ethnicity: Hispanic	19%	(63)	36%	(116)	15%	(48)	13%	(43)	17%	(56)	326
Ethnicity: Afr. Am.	26%	(69)	31%	(82)	20%	(53)	9%	(25)	14%	(37)	266
Ethnicity: Other	20%	(36)	33%	(60)	17%	(31)	10%	(18)	20%	(36)	180
Relig: Protestant	14%	(74)	34%	(174)	19%	(100)	24%	(124)	8%	(43)	515
Relig: Roman Catholic	25%	(118)	35%	(169)	16%	(78)	16%	(75)	9%	(41)	480
Relig: Ath./Agn./None	15%	(91)	34%	(206)	16%	(94)	15%	(89)	21%	(126)	605
Relig: Something Else	23%	(74)	33%	(110)	17%	(56)	11%	(38)	16%	(51)	330
Relig: Evangelical	19%	(115)	33%	(201)	17%	(102)	21%	(128)	10%	(60)	606
Relig: Non-Evang. Catholics	20%	(127)	36%	(225)	18%	(112)	17%	(109)	9%	(59)	632
Relig: All Christian	20%	(242)	34%	(427)	17%	(213)	19%	(237)	10%	(119)	1238
Relig: All Non-Christian	18%	(165)	34%	(316)	16%	(150)	14%	(126)	19%	(177)	935
Community: Urban	22%	(126)	35%	(202)	18%	(103)	15%	(87)	11%	(64)	581
Community: Suburban	18%	(177)	34%	(336)	18%	(182)	17%	(163)	13%	(129)	988
Community: Rural	17%	(104)	34%	(207)	13%	(79)	19%	(113)	17%	(104)	608
Employ: Private Sector	18%	(119)	37%	(248)	20%	(136)	16%	(106)	10%	(66)	674
Employ: Government	19%	(30)	34%	(53)	19%	(29)	20%	(31)	8%	(13)	155
Employ: Self-Employed	23%	(40)	35%	(60)	17%	(30)	13%	(22)	12%	(21)	173
Employ: Homemaker	18%	(35)	36%	(71)	11%	(21)	15%	(30)	20%	(39)	195
Employ: Student	13%	(14)	32%	(34)	18%	(19)	14%	(14)	23%	(24)	104
Employ: Retired	22%	(105)	34%	(163)	16%	(75)	21%	(101)	8%	(39)	483
Employ: Unemployed	15%	(31)	32%	(69)	11%	(24)	19%	(41)	23%	(48)	213
Employ: Other	19%	(34)	27%	(48)	17%	(31)	11%	(20)	26%	(47)	179
Military HH: Yes	24%	(91)	31%	(117)	13%	(51)	21%	(79)	12%	(44)	382
Military HH: No	18%	(316)	35%	(628)	17%	(313)	16%	(284)	14%	(253)	1795
RD/WT: Right Direction	16%	(135)	29%	(249)	17%	(149)	26%	(225)	12%	(103)	861
RD/WT: Wrong Track	21%	(273)	38%	(496)	16%	(215)	10%	(138)	15%	(194)	1316

Continued on next page

Table BRD18_6: 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	19%	(407)	34%	(745)	17%	(364)	17%	(363)	14%	(297)	2177
Strongly Approve	14%	(65)	23%	(106)	16%	(73)	38%	(176)	9%	(44)	465
Somewhat Approve	13%	(63)	37%	(182)	22%	(108)	18%	(89)	11%	(56)	497
Somewhat Disapprove	14%	(39)	40%	(113)	21%	(60)	10%	(27)	15%	(44)	284
Strongly Disapprove	28%	(224)	39%	(311)	13%	(108)	8%	(63)	12%	(95)	801
Dont Know / No Opinion	12%	(16)	26%	(34)	11%	(15)	6%	(7)	45%	(58)	131
#1 Issue: Economy	14%	(83)	34%	(204)	21%	(122)	19%	(113)	12%	(72)	595
#1 Issue: Security	13%	(55)	31%	(129)	17%	(70)	25%	(105)	14%	(56)	415
#1 Issue: Health Care	23%	(109)	36%	(172)	13%	(62)	13%	(64)	15%	(71)	477
#1 Issue: Medicare / Social Security	22%	(60)	37%	(101)	15%	(41)	15%	(39)	11%	(30)	270
#1 Issue: Women's Issues	28%	(27)	25%	(24)	18%	(18)	11%	(10)	18%	(17)	97
#1 Issue: Education	22%	(32)	38%	(55)	17%	(24)	10%	(15)	12%	(17)	144
#1 Issue: Energy	25%	(24)	41%	(39)	15%	(14)	8%	(8)	11%	(10)	94
#1 Issue: Other	21%	(18)	25%	(21)	16%	(14)	11%	(10)	27%	(23)	85
2016 Vote: Democrat Hillary Clinton	31%	(237)	42%	(326)	14%	(105)	6%	(47)	8%	(61)	775
2016 Vote: Republican Donald Trump	12%	(89)	26%	(194)	21%	(153)	31%	(226)	10%	(74)	736
2016 Vote: Someone else	7%	(11)	41%	(68)	24%	(39)	14%	(23)	15%	(24)	165
2012 Vote: Barack Obama	29%	(250)	42%	(366)	15%	(134)	7%	(59)	8%	(69)	878
2012 Vote: Mitt Romney	9%	(51)	28%	(157)	21%	(120)	34%	(195)	8%	(45)	567
2012 Vote: Other	11%	(9)	31%	(26)	13%	(11)	28%	(24)	18%	(15)	85
2012 Vote: Didn't Vote	15%	(96)	30%	(196)	15%	(99)	13%	(86)	26%	(167)	644
4-Region: Northeast	19%	(75)	33%	(131)	18%	(72)	17%	(67)	13%	(52)	397
4-Region: Midwest	17%	(78)	35%	(166)	16%	(76)	16%	(73)	16%	(76)	469
4-Region: South	21%	(167)	34%	(277)	15%	(123)	18%	(142)	12%	(97)	806
4-Region: West	17%	(88)	34%	(171)	19%	(94)	16%	(82)	14%	(72)	506

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

Table BRD18_7: 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	25%	(546)	40%	(872)	15%	(333)	12%	(255)	8%	(170)	2177
Gender: Male	26%	(274)	36%	(372)	17%	(175)	15%	(159)	7%	(68)	1048
Gender: Female	24%	(272)	44%	(500)	14%	(158)	9%	(96)	9%	(102)	1129
Age: 18-29	23%	(107)	38%	(179)	17%	(81)	11%	(53)	12%	(55)	475
Age: 30-44	26%	(140)	41%	(226)	14%	(79)	10%	(56)	9%	(47)	549
Age: 45-54	30%	(113)	38%	(146)	15%	(56)	11%	(41)	7%	(26)	382
Age: 55-64	27%	(100)	38%	(143)	15%	(56)	15%	(55)	6%	(23)	377
Age: 65+	22%	(85)	45%	(178)	16%	(61)	13%	(50)	5%	(19)	393
PID: Dem (no lean)	36%	(273)	44%	(335)	11%	(81)	4%	(27)	5%	(40)	755
PID: Ind (no lean)	18%	(137)	41%	(302)	16%	(119)	13%	(99)	12%	(86)	742
PID: Rep (no lean)	20%	(137)	35%	(236)	20%	(133)	19%	(129)	7%	(45)	680
PID/Gender: Dem Men	38%	(133)	40%	(141)	12%	(43)	5%	(18)	4%	(13)	349
PID/Gender: Dem Women	34%	(139)	48%	(193)	9%	(38)	2%	(9)	6%	(26)	406
PID/Gender: Ind Men	17%	(60)	36%	(123)	16%	(56)	20%	(70)	10%	(35)	343
PID/Gender: Ind Women	19%	(77)	45%	(179)	16%	(63)	7%	(29)	13%	(51)	399
PID/Gender: Rep Men	23%	(81)	30%	(108)	21%	(76)	20%	(71)	6%	(20)	355
PID/Gender: Rep Women	17%	(56)	39%	(128)	17%	(57)	18%	(58)	8%	(25)	324
Tea Party: Supporter	29%	(172)	30%	(179)	21%	(123)	18%	(106)	3%	(20)	600
Tea Party: Not Supporter	24%	(373)	44%	(686)	13%	(209)	9%	(148)	10%	(150)	1565
Ideo: Liberal (1-3)	35%	(258)	43%	(312)	12%	(88)	5%	(33)	5%	(36)	728
Ideo: Moderate (4)	26%	(143)	47%	(257)	11%	(61)	9%	(48)	6%	(32)	542
Ideo: Conservative (5-7)	12%	(83)	35%	(231)	24%	(162)	23%	(153)	6%	(38)	668
Educ: < College	25%	(390)	39%	(606)	15%	(234)	11%	(177)	9%	(142)	1549
Educ: Bachelors degree	23%	(93)	43%	(178)	16%	(65)	12%	(51)	6%	(23)	411
Educ: Post-grad	29%	(62)	41%	(88)	16%	(34)	12%	(27)	2%	(5)	216
Income: Under 50k	26%	(324)	39%	(488)	14%	(178)	11%	(141)	9%	(114)	1245
Income: 50k-100k	24%	(162)	41%	(276)	17%	(114)	12%	(80)	6%	(43)	675
Income: 100k+	23%	(60)	42%	(108)	16%	(41)	13%	(34)	5%	(13)	257

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Table BRD18_7: 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	25%	(546)	40%	(872)	15%	(333)	12%	(255)	8%	(170)	2177
Ethnicity: White	23%	(398)	41%	(704)	16%	(275)	13%	(220)	8%	(134)	1731
Ethnicity: Hispanic	31%	(102)	35%	(113)	16%	(52)	9%	(28)	9%	(30)	326
Ethnicity: Afr. Am.	37%	(98)	37%	(97)	14%	(38)	6%	(17)	6%	(16)	266
Ethnicity: Other	28%	(51)	39%	(71)	11%	(20)	10%	(18)	12%	(21)	180
Relig: Protestant	21%	(106)	42%	(215)	18%	(93)	15%	(76)	5%	(25)	515
Relig: Roman Catholic	28%	(133)	42%	(200)	14%	(68)	11%	(52)	6%	(27)	480
Relig: Ath./Agn./None	20%	(124)	43%	(259)	14%	(85)	10%	(63)	12%	(75)	605
Relig: Something Else	31%	(103)	37%	(122)	15%	(49)	10%	(31)	7%	(24)	330
Relig: Evangelical	29%	(173)	34%	(206)	17%	(105)	15%	(93)	5%	(30)	606
Relig: Non-Evang. Catholics	23%	(146)	45%	(281)	15%	(94)	11%	(68)	7%	(42)	632
Relig: All Christian	26%	(320)	39%	(487)	16%	(199)	13%	(161)	6%	(71)	1238
Relig: All Non-Christian	24%	(226)	41%	(381)	14%	(134)	10%	(94)	11%	(99)	935
Community: Urban	29%	(169)	38%	(221)	16%	(93)	11%	(64)	6%	(35)	581
Community: Suburban	23%	(232)	42%	(411)	16%	(154)	12%	(117)	8%	(74)	988
Community: Rural	24%	(145)	40%	(240)	14%	(87)	12%	(74)	10%	(61)	608
Employ: Private Sector	22%	(150)	42%	(283)	16%	(108)	12%	(84)	7%	(49)	674
Employ: Government	26%	(40)	34%	(54)	20%	(31)	14%	(22)	5%	(8)	155
Employ: Self-Employed	31%	(54)	35%	(60)	18%	(32)	7%	(13)	8%	(14)	173
Employ: Homemaker	30%	(58)	42%	(82)	16%	(31)	6%	(11)	7%	(13)	195
Employ: Student	19%	(20)	48%	(50)	15%	(15)	8%	(8)	11%	(12)	104
Employ: Retired	23%	(113)	43%	(210)	15%	(71)	14%	(69)	4%	(20)	483
Employ: Unemployed	28%	(60)	33%	(70)	11%	(24)	16%	(33)	12%	(26)	213
Employ: Other	28%	(51)	36%	(64)	11%	(20)	9%	(16)	16%	(28)	179
Military HH: Yes	28%	(108)	35%	(134)	19%	(73)	12%	(46)	5%	(21)	382
Military HH: No	24%	(438)	41%	(738)	14%	(260)	12%	(209)	8%	(150)	1795
RD/WT: Right Direction	22%	(186)	33%	(284)	19%	(165)	19%	(163)	7%	(63)	861
RD/WT: Wrong Track	27%	(360)	45%	(588)	13%	(168)	7%	(92)	8%	(107)	1316

Continued on next page

Table BRD18_7: 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	25%	(546)	40%	(872)	15%	(333)	12%	(255)	8%	(170)	2177
Strongly Approve	20%	(93)	26%	(119)	22%	(103)	27%	(127)	5%	(23)	465
Somewhat Approve	19%	(96)	42%	(211)	18%	(87)	13%	(65)	8%	(38)	497
Somewhat Disapprove	20%	(56)	52%	(146)	18%	(52)	5%	(14)	6%	(16)	284
Strongly Disapprove	34%	(275)	44%	(351)	10%	(79)	5%	(42)	7%	(54)	801
Dont Know / No Opinion	20%	(26)	34%	(45)	9%	(12)	6%	(8)	30%	(40)	131
#1 Issue: Economy	20%	(118)	42%	(248)	18%	(108)	13%	(80)	7%	(42)	595
#1 Issue: Security	20%	(83)	37%	(156)	18%	(76)	18%	(75)	6%	(26)	415
#1 Issue: Health Care	31%	(146)	39%	(186)	11%	(54)	9%	(45)	10%	(46)	477
#1 Issue: Medicare / Social Security	30%	(81)	44%	(119)	11%	(30)	9%	(23)	6%	(16)	270
#1 Issue: Women's Issues	28%	(27)	35%	(34)	11%	(10)	10%	(10)	15%	(15)	97
#1 Issue: Education	26%	(37)	47%	(68)	19%	(28)	4%	(6)	4%	(6)	144
#1 Issue: Energy	35%	(33)	39%	(37)	15%	(14)	6%	(6)	5%	(5)	94
#1 Issue: Other	25%	(21)	29%	(25)	16%	(14)	13%	(11)	17%	(15)	85
2016 Vote: Democrat Hillary Clinton	38%	(294)	45%	(346)	9%	(73)	3%	(27)	5%	(35)	775
2016 Vote: Republican Donald Trump	17%	(124)	34%	(248)	22%	(164)	21%	(157)	6%	(43)	736
2016 Vote: Someone else	16%	(26)	45%	(74)	16%	(27)	10%	(17)	13%	(21)	165
2012 Vote: Barack Obama	36%	(312)	45%	(393)	10%	(89)	5%	(44)	5%	(40)	878
2012 Vote: Mitt Romney	12%	(69)	35%	(200)	24%	(134)	23%	(133)	6%	(31)	567
2012 Vote: Other	15%	(13)	36%	(30)	16%	(13)	21%	(18)	13%	(11)	85
2012 Vote: Didn't Vote	23%	(151)	39%	(249)	15%	(96)	9%	(60)	14%	(88)	644
4-Region: Northeast	24%	(95)	42%	(165)	13%	(50)	14%	(57)	8%	(30)	397
4-Region: Midwest	24%	(111)	41%	(193)	14%	(68)	12%	(55)	9%	(42)	469
4-Region: South	27%	(217)	38%	(302)	17%	(134)	12%	(97)	7%	(56)	806
4-Region: West	24%	(123)	42%	(212)	16%	(81)	9%	(47)	8%	(42)	506

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

Table BRD18_8: 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	24%	(525)	40%	(881)	15%	(332)	11%	(239)	9%	(200)	2177
Gender: Male	24%	(256)	37%	(388)	17%	(181)	14%	(149)	7%	(74)	1048
Gender: Female	24%	(269)	44%	(493)	13%	(151)	8%	(90)	11%	(126)	1129
Age: 18-29	22%	(103)	37%	(178)	17%	(82)	10%	(49)	13%	(64)	475
Age: 30-44	23%	(125)	41%	(226)	14%	(79)	10%	(53)	12%	(65)	549
Age: 45-54	27%	(102)	40%	(155)	16%	(60)	10%	(40)	7%	(26)	382
Age: 55-64	27%	(103)	39%	(149)	14%	(52)	13%	(48)	7%	(25)	377
Age: 65+	23%	(91)	44%	(174)	15%	(59)	13%	(50)	5%	(21)	393
PID: Dem (no lean)	35%	(264)	46%	(350)	9%	(67)	3%	(26)	6%	(48)	755
PID: Ind (no lean)	18%	(132)	40%	(298)	17%	(123)	12%	(92)	13%	(98)	742
PID: Rep (no lean)	19%	(129)	34%	(233)	21%	(142)	18%	(122)	8%	(54)	680
PID/Gender: Dem Men	35%	(123)	43%	(152)	12%	(43)	5%	(16)	4%	(15)	349
PID/Gender: Dem Women	35%	(141)	49%	(198)	6%	(24)	2%	(9)	8%	(33)	406
PID/Gender: Ind Men	18%	(63)	35%	(122)	17%	(59)	19%	(64)	10%	(35)	343
PID/Gender: Ind Women	17%	(69)	44%	(176)	16%	(64)	7%	(28)	16%	(63)	399
PID/Gender: Rep Men	19%	(69)	32%	(114)	22%	(79)	19%	(69)	7%	(24)	355
PID/Gender: Rep Women	18%	(60)	36%	(118)	19%	(63)	16%	(53)	9%	(30)	324
Tea Party: Supporter	27%	(160)	32%	(190)	20%	(122)	17%	(100)	5%	(29)	600
Tea Party: Not Supporter	23%	(363)	44%	(685)	13%	(208)	9%	(138)	11%	(171)	1565
Ideo: Liberal (1-3)	34%	(250)	46%	(332)	11%	(79)	4%	(27)	6%	(40)	728
Ideo: Moderate (4)	27%	(144)	46%	(247)	14%	(74)	7%	(39)	7%	(38)	542
Ideo: Conservative (5-7)	12%	(78)	35%	(234)	23%	(157)	23%	(154)	7%	(44)	668
Educ: < College	24%	(367)	40%	(617)	15%	(232)	11%	(164)	11%	(170)	1549
Educ: Bachelors degree	23%	(93)	43%	(179)	16%	(66)	12%	(48)	6%	(25)	411
Educ: Post-grad	30%	(65)	39%	(85)	15%	(33)	13%	(28)	2%	(5)	216
Income: Under 50k	26%	(326)	39%	(487)	14%	(174)	11%	(131)	10%	(127)	1245
Income: 50k-100k	22%	(146)	42%	(286)	17%	(114)	11%	(75)	8%	(54)	675
Income: 100k+	21%	(53)	42%	(108)	17%	(44)	13%	(33)	7%	(19)	257

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Table BRD18_8: 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	24%	(525)	40%	(881)	15%	(332)	11%	(239)	9%	(200)	2177
Ethnicity: White	22%	(374)	41%	(713)	16%	(276)	12%	(214)	9%	(154)	1731
Ethnicity: Hispanic	26%	(86)	39%	(129)	14%	(45)	8%	(27)	12%	(40)	326
Ethnicity: Afr. Am.	38%	(101)	36%	(97)	12%	(31)	5%	(12)	9%	(25)	266
Ethnicity: Other	27%	(49)	39%	(71)	13%	(24)	7%	(13)	12%	(22)	180
Relig: Protestant	22%	(111)	39%	(202)	20%	(102)	14%	(71)	6%	(30)	515
Relig: Roman Catholic	28%	(135)	43%	(208)	13%	(62)	11%	(51)	5%	(25)	480
Relig: Ath./Agn./None	19%	(116)	43%	(258)	13%	(80)	10%	(61)	15%	(91)	605
Relig: Something Else	30%	(98)	40%	(131)	14%	(47)	7%	(23)	9%	(31)	330
Relig: Evangelical	26%	(160)	34%	(207)	18%	(109)	15%	(93)	6%	(38)	606
Relig: Non-Evang. Catholics	24%	(151)	45%	(283)	15%	(94)	10%	(64)	6%	(41)	632
Relig: All Christian	25%	(311)	40%	(489)	16%	(204)	13%	(156)	6%	(79)	1238
Relig: All Non-Christian	23%	(214)	42%	(388)	14%	(127)	9%	(83)	13%	(122)	935
Community: Urban	27%	(157)	40%	(235)	15%	(86)	10%	(60)	8%	(44)	581
Community: Suburban	23%	(230)	41%	(407)	15%	(152)	11%	(108)	9%	(90)	988
Community: Rural	23%	(138)	39%	(239)	15%	(93)	12%	(71)	11%	(67)	608
Employ: Private Sector	20%	(135)	44%	(300)	17%	(114)	11%	(76)	7%	(49)	674
Employ: Government	26%	(41)	36%	(56)	18%	(29)	12%	(18)	8%	(12)	155
Employ: Self-Employed	33%	(58)	32%	(55)	16%	(27)	10%	(17)	10%	(17)	173
Employ: Homemaker	25%	(48)	43%	(84)	12%	(23)	7%	(13)	14%	(27)	195
Employ: Student	19%	(19)	46%	(48)	11%	(11)	10%	(11)	14%	(15)	104
Employ: Retired	26%	(125)	43%	(206)	14%	(66)	13%	(64)	5%	(23)	483
Employ: Unemployed	27%	(56)	31%	(66)	16%	(34)	13%	(27)	14%	(29)	213
Employ: Other	24%	(43)	37%	(67)	16%	(28)	7%	(13)	16%	(29)	179
Military HH: Yes	30%	(114)	37%	(140)	16%	(63)	12%	(45)	6%	(21)	382
Military HH: No	23%	(411)	41%	(741)	15%	(269)	11%	(195)	10%	(179)	1795
RD/WT: Right Direction	21%	(181)	33%	(282)	20%	(176)	18%	(154)	8%	(69)	861
RD/WT: Wrong Track	26%	(344)	46%	(599)	12%	(155)	7%	(86)	10%	(132)	1316

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Table BRD18_8: 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	24%	(525)	40%	(881)	15%	(332)	11%	(239)	9%	(200)	2177
Strongly Approve	20%	(94)	25%	(116)	22%	(103)	27%	(123)	6%	(28)	465
Somewhat Approve	15%	(74)	44%	(217)	21%	(103)	12%	(59)	9%	(43)	497
Somewhat Disapprove	23%	(66)	49%	(139)	18%	(50)	5%	(14)	5%	(15)	284
Strongly Disapprove	33%	(265)	46%	(371)	8%	(63)	4%	(35)	8%	(67)	801
Dont Know / No Opinion	20%	(26)	29%	(37)	9%	(12)	6%	(8)	36%	(47)	131
#1 Issue: Economy	21%	(127)	38%	(225)	20%	(118)	12%	(70)	9%	(55)	595
#1 Issue: Security	17%	(72)	39%	(160)	19%	(79)	18%	(73)	7%	(31)	415
#1 Issue: Health Care	29%	(136)	40%	(192)	10%	(49)	9%	(43)	12%	(56)	477
#1 Issue: Medicare / Social Security	29%	(77)	46%	(125)	11%	(29)	8%	(22)	6%	(17)	270
#1 Issue: Women's Issues	27%	(26)	36%	(35)	17%	(17)	6%	(5)	14%	(14)	97
#1 Issue: Education	25%	(36)	48%	(69)	13%	(18)	8%	(11)	7%	(11)	144
#1 Issue: Energy	28%	(26)	51%	(48)	12%	(11)	4%	(4)	5%	(5)	94
#1 Issue: Other	29%	(24)	31%	(26)	13%	(11)	12%	(11)	15%	(13)	85
2016 Vote: Democrat Hillary Clinton	37%	(287)	46%	(354)	7%	(56)	4%	(29)	6%	(49)	775
2016 Vote: Republican Donald Trump	15%	(113)	34%	(248)	24%	(178)	20%	(150)	7%	(48)	736
2016 Vote: Someone else	14%	(24)	47%	(78)	18%	(29)	11%	(19)	10%	(16)	165
2012 Vote: Barack Obama	36%	(314)	45%	(393)	9%	(82)	5%	(41)	5%	(47)	878
2012 Vote: Mitt Romney	10%	(56)	37%	(212)	24%	(137)	23%	(128)	6%	(34)	567
2012 Vote: Other	17%	(14)	35%	(30)	14%	(12)	21%	(18)	13%	(11)	85
2012 Vote: Didn't Vote	22%	(139)	38%	(246)	15%	(99)	8%	(52)	17%	(108)	644
4-Region: Northeast	22%	(88)	44%	(173)	14%	(55)	12%	(49)	8%	(33)	397
4-Region: Midwest	24%	(115)	39%	(184)	14%	(67)	10%	(48)	12%	(56)	469
4-Region: South	25%	(198)	39%	(316)	16%	(133)	11%	(91)	8%	(67)	806
4-Region: West	25%	(124)	41%	(208)	15%	(77)	10%	(52)	9%	(45)	506

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

Table BRD18_9: 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	24%	(519)	40%	(880)	15%	(316)	12%	(264)	9%	(198)	2177
Gender: Male	25%	(258)	37%	(389)	16%	(167)	16%	(164)	7%	(70)	1048
Gender: Female	23%	(261)	43%	(491)	13%	(148)	9%	(100)	11%	(128)	1129
Age: 18-29	20%	(97)	36%	(173)	17%	(83)	12%	(56)	14%	(67)	475
Age: 30-44	24%	(130)	42%	(231)	14%	(79)	9%	(47)	11%	(62)	549
Age: 45-54	28%	(106)	40%	(154)	14%	(54)	11%	(44)	6%	(24)	382
Age: 55-64	28%	(106)	39%	(148)	12%	(47)	14%	(54)	6%	(21)	377
Age: 65+	20%	(79)	44%	(173)	14%	(54)	16%	(63)	6%	(24)	393
PID: Dem (no lean)	34%	(257)	48%	(362)	9%	(66)	4%	(28)	6%	(42)	755
PID: Ind (no lean)	18%	(131)	38%	(285)	16%	(118)	14%	(104)	14%	(104)	742
PID: Rep (no lean)	19%	(131)	34%	(233)	19%	(132)	19%	(132)	8%	(52)	680
PID/Gender: Dem Men	34%	(118)	47%	(164)	10%	(34)	5%	(17)	4%	(16)	349
PID/Gender: Dem Women	34%	(139)	49%	(198)	8%	(32)	3%	(11)	6%	(26)	406
PID/Gender: Ind Men	17%	(60)	34%	(118)	17%	(58)	21%	(74)	10%	(34)	343
PID/Gender: Ind Women	18%	(71)	42%	(167)	15%	(60)	8%	(31)	18%	(70)	399
PID/Gender: Rep Men	22%	(80)	30%	(107)	21%	(75)	21%	(73)	6%	(21)	355
PID/Gender: Rep Women	16%	(52)	39%	(126)	17%	(57)	18%	(59)	10%	(32)	324
Tea Party: Supporter	28%	(170)	29%	(177)	19%	(112)	19%	(116)	4%	(26)	600
Tea Party: Not Supporter	22%	(348)	44%	(697)	13%	(203)	9%	(147)	11%	(172)	1565
Ideo: Liberal (1-3)	34%	(250)	44%	(322)	11%	(82)	5%	(33)	6%	(40)	728
Ideo: Moderate (4)	26%	(141)	47%	(253)	13%	(71)	7%	(40)	7%	(36)	542
Ideo: Conservative (5-7)	12%	(78)	35%	(236)	21%	(142)	26%	(173)	6%	(39)	668
Educ: < College	24%	(370)	39%	(607)	15%	(226)	12%	(181)	11%	(166)	1549
Educ: Bachelors degree	22%	(89)	45%	(184)	14%	(58)	13%	(55)	6%	(25)	411
Educ: Post-grad	28%	(61)	41%	(89)	15%	(32)	13%	(28)	3%	(7)	216
Income: Under 50k	25%	(306)	40%	(498)	13%	(160)	12%	(147)	11%	(133)	1245
Income: 50k-100k	24%	(159)	39%	(264)	18%	(119)	12%	(81)	8%	(52)	675
Income: 100k+	21%	(54)	46%	(118)	14%	(36)	14%	(37)	5%	(13)	257

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Table BRD18_9: 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	24%	(519)	40%	(880)	15%	(316)	12%	(264)	9%	(198)	2177
Ethnicity: White	22%	(378)	41%	(702)	15%	(259)	13%	(234)	9%	(158)	1731
Ethnicity: Hispanic	24%	(79)	38%	(125)	16%	(51)	10%	(33)	12%	(39)	326
Ethnicity: Afr. Am.	35%	(93)	44%	(116)	10%	(26)	4%	(11)	7%	(19)	266
Ethnicity: Other	26%	(47)	35%	(62)	17%	(30)	11%	(19)	12%	(21)	180
Relig: Protestant	20%	(104)	40%	(207)	18%	(94)	16%	(83)	5%	(27)	515
Relig: Roman Catholic	28%	(133)	42%	(202)	14%	(69)	11%	(52)	5%	(24)	480
Relig: Ath./Agn./None	19%	(115)	42%	(255)	13%	(79)	11%	(65)	15%	(91)	605
Relig: Something Else	29%	(96)	40%	(133)	12%	(40)	9%	(29)	10%	(32)	330
Relig: Evangelical	26%	(160)	35%	(214)	15%	(94)	17%	(102)	6%	(37)	606
Relig: Non-Evang. Catholics	23%	(148)	43%	(275)	16%	(103)	11%	(68)	6%	(37)	632
Relig: All Christian	25%	(308)	39%	(488)	16%	(197)	14%	(170)	6%	(75)	1238
Relig: All Non-Christian	23%	(211)	42%	(388)	13%	(119)	10%	(94)	13%	(123)	935
Community: Urban	26%	(152)	39%	(228)	15%	(90)	11%	(64)	8%	(47)	581
Community: Suburban	23%	(226)	42%	(418)	14%	(136)	13%	(124)	9%	(84)	988
Community: Rural	23%	(141)	38%	(233)	15%	(90)	13%	(76)	11%	(67)	608
Employ: Private Sector	21%	(140)	43%	(293)	16%	(105)	13%	(86)	8%	(51)	674
Employ: Government	27%	(43)	38%	(58)	17%	(26)	13%	(20)	5%	(8)	155
Employ: Self-Employed	30%	(53)	35%	(60)	18%	(31)	9%	(15)	8%	(13)	173
Employ: Homemaker	24%	(47)	43%	(83)	14%	(28)	7%	(13)	12%	(23)	195
Employ: Student	17%	(17)	39%	(40)	15%	(16)	12%	(13)	17%	(17)	104
Employ: Retired	24%	(117)	43%	(206)	13%	(61)	16%	(75)	5%	(24)	483
Employ: Unemployed	27%	(58)	34%	(71)	11%	(23)	12%	(27)	16%	(34)	213
Employ: Other	25%	(45)	38%	(67)	14%	(25)	8%	(15)	16%	(28)	179
Military HH: Yes	29%	(110)	35%	(132)	17%	(63)	14%	(53)	6%	(23)	382
Military HH: No	23%	(409)	42%	(747)	14%	(252)	12%	(211)	10%	(175)	1795
RD/WT: Right Direction	20%	(174)	34%	(290)	19%	(165)	18%	(158)	9%	(74)	861
RD/WT: Wrong Track	26%	(346)	45%	(590)	11%	(151)	8%	(106)	9%	(124)	1316

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Table BRD18_9: 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	24%	(519)	40%	(880)	15%	(316)	12%	(264)	9%	(198)	2177
Strongly Approve	20%	(93)	25%	(116)	20%	(95)	29%	(133)	6%	(28)	465
Somewhat Approve	17%	(87)	43%	(215)	18%	(90)	13%	(63)	9%	(43)	497
Somewhat Disapprove	20%	(58)	50%	(142)	18%	(51)	6%	(16)	6%	(16)	284
Strongly Disapprove	33%	(263)	45%	(362)	9%	(70)	6%	(46)	7%	(59)	801
Dont Know / No Opinion	14%	(18)	34%	(45)	7%	(9)	5%	(7)	40%	(52)	131
#1 Issue: Economy	20%	(118)	40%	(241)	18%	(107)	14%	(81)	8%	(48)	595
#1 Issue: Security	17%	(69)	38%	(159)	18%	(76)	19%	(78)	8%	(34)	415
#1 Issue: Health Care	29%	(137)	40%	(189)	11%	(51)	10%	(49)	11%	(51)	477
#1 Issue: Medicare / Social Security	27%	(74)	47%	(127)	9%	(24)	10%	(27)	7%	(19)	270
#1 Issue: Women's Issues	29%	(28)	35%	(34)	15%	(15)	7%	(6)	14%	(14)	97
#1 Issue: Education	27%	(39)	45%	(65)	14%	(20)	6%	(9)	8%	(11)	144
#1 Issue: Energy	37%	(35)	41%	(39)	12%	(11)	5%	(4)	5%	(5)	94
#1 Issue: Other	22%	(19)	31%	(26)	15%	(12)	12%	(11)	20%	(17)	85
2016 Vote: Democrat Hillary Clinton	35%	(275)	48%	(370)	8%	(61)	4%	(33)	5%	(37)	775
2016 Vote: Republican Donald Trump	17%	(122)	33%	(243)	22%	(162)	22%	(163)	6%	(47)	736
2016 Vote: Someone else	14%	(23)	46%	(76)	16%	(26)	13%	(22)	11%	(19)	165
2012 Vote: Barack Obama	34%	(296)	48%	(418)	9%	(79)	5%	(47)	4%	(39)	878
2012 Vote: Mitt Romney	11%	(64)	35%	(200)	22%	(126)	25%	(144)	6%	(34)	567
2012 Vote: Other	14%	(12)	36%	(31)	18%	(16)	20%	(17)	12%	(10)	85
2012 Vote: Didn't Vote	23%	(147)	36%	(231)	15%	(95)	9%	(56)	18%	(116)	644
4-Region: Northeast	22%	(89)	40%	(159)	17%	(67)	12%	(47)	9%	(35)	397
4-Region: Midwest	25%	(116)	40%	(186)	12%	(55)	13%	(62)	11%	(49)	469
4-Region: South	24%	(193)	40%	(325)	15%	(121)	13%	(101)	8%	(66)	806
4-Region: West	24%	(121)	42%	(210)	14%	(73)	11%	(54)	9%	(48)	506

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

Table BRD18_10: 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	24%	(524)	34%	(734)	13%	(282)	15%	(332)	14%	(304)	2177
Gender: Male	26%	(275)	30%	(316)	15%	(157)	19%	(200)	10%	(101)	1048
Gender: Female	22%	(249)	37%	(419)	11%	(125)	12%	(132)	18%	(203)	1129
Age: 18-29	25%	(118)	36%	(172)	14%	(65)	12%	(55)	14%	(64)	475
Age: 30-44	26%	(145)	36%	(196)	12%	(66)	11%	(62)	15%	(80)	549
Age: 45-54	25%	(97)	30%	(115)	14%	(52)	14%	(55)	17%	(64)	382
Age: 55-64	23%	(87)	32%	(120)	12%	(45)	20%	(76)	13%	(49)	377
Age: 65+	20%	(77)	34%	(132)	14%	(53)	21%	(84)	12%	(47)	393
PID: Dem (no lean)	38%	(286)	39%	(292)	6%	(49)	6%	(42)	11%	(85)	755
PID: Ind (no lean)	17%	(124)	33%	(244)	15%	(112)	16%	(119)	19%	(143)	742
PID: Rep (no lean)	17%	(114)	29%	(198)	18%	(122)	25%	(171)	11%	(76)	680
PID/Gender: Dem Men	40%	(140)	36%	(127)	9%	(32)	8%	(26)	7%	(24)	349
PID/Gender: Dem Women	36%	(146)	41%	(165)	4%	(16)	4%	(16)	15%	(62)	406
PID/Gender: Ind Men	17%	(57)	28%	(98)	16%	(54)	25%	(85)	14%	(49)	343
PID/Gender: Ind Women	17%	(67)	37%	(147)	14%	(58)	9%	(34)	23%	(93)	399
PID/Gender: Rep Men	22%	(78)	26%	(91)	20%	(70)	25%	(89)	8%	(28)	355
PID/Gender: Rep Women	11%	(36)	33%	(107)	16%	(51)	25%	(82)	15%	(48)	324
Tea Party: Supporter	24%	(145)	29%	(177)	15%	(91)	25%	(150)	6%	(38)	600
Tea Party: Not Supporter	24%	(378)	35%	(550)	12%	(191)	12%	(180)	17%	(266)	1565
Ideo: Liberal (1-3)	39%	(282)	39%	(283)	8%	(57)	6%	(47)	8%	(59)	728
Ideo: Moderate (4)	27%	(149)	37%	(199)	15%	(84)	9%	(48)	11%	(62)	542
Ideo: Conservative (5-7)	9%	(58)	29%	(194)	20%	(131)	32%	(215)	10%	(69)	668
Educ: < College	21%	(321)	33%	(514)	14%	(210)	15%	(240)	17%	(265)	1549
Educ: Bachelors degree	27%	(113)	38%	(157)	12%	(49)	14%	(59)	8%	(32)	411
Educ: Post-grad	42%	(90)	29%	(63)	11%	(23)	15%	(33)	3%	(7)	216
Income: Under 50k	22%	(279)	34%	(425)	12%	(152)	15%	(185)	16%	(205)	1245
Income: 50k-100k	25%	(170)	33%	(225)	15%	(99)	15%	(104)	11%	(76)	675
Income: 100k+	29%	(75)	33%	(84)	12%	(32)	17%	(43)	9%	(23)	257

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Table BRD18_10: 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	24%	(524)	34%	(734)	13%	(282)	15%	(332)	14%	(304)	2177
Ethnicity: White	21%	(371)	33%	(578)	14%	(239)	17%	(293)	14%	(250)	1731
Ethnicity: Hispanic	32%	(103)	35%	(113)	9%	(30)	12%	(38)	13%	(42)	326
Ethnicity: Afr. Am.	35%	(92)	38%	(102)	9%	(25)	7%	(18)	11%	(29)	266
Ethnicity: Other	34%	(61)	30%	(55)	10%	(18)	11%	(20)	14%	(26)	180
Relig: Protestant	17%	(88)	34%	(174)	16%	(83)	22%	(111)	11%	(59)	515
Relig: Roman Catholic	31%	(149)	33%	(159)	10%	(50)	15%	(70)	11%	(52)	480
Relig: Ath./Agn./None	21%	(128)	34%	(207)	13%	(78)	13%	(77)	19%	(116)	605
Relig: Something Else	32%	(107)	33%	(108)	12%	(39)	11%	(37)	12%	(39)	330
Relig: Evangelical	21%	(129)	34%	(206)	15%	(91)	19%	(115)	11%	(67)	606
Relig: Non-Evang. Catholics	25%	(161)	33%	(212)	12%	(74)	16%	(104)	13%	(82)	632
Relig: All Christian	23%	(289)	34%	(417)	13%	(165)	18%	(218)	12%	(148)	1238
Relig: All Non-Christian	25%	(234)	34%	(315)	13%	(117)	12%	(114)	17%	(155)	935
Community: Urban	29%	(169)	34%	(197)	12%	(69)	14%	(83)	11%	(64)	581
Community: Suburban	25%	(244)	33%	(325)	13%	(126)	15%	(149)	15%	(144)	988
Community: Rural	18%	(111)	35%	(213)	14%	(87)	16%	(100)	16%	(96)	608
Employ: Private Sector	24%	(161)	35%	(237)	14%	(96)	16%	(105)	11%	(75)	674
Employ: Government	30%	(47)	35%	(54)	14%	(22)	13%	(20)	9%	(13)	155
Employ: Self-Employed	34%	(59)	29%	(50)	14%	(25)	14%	(23)	9%	(16)	173
Employ: Homemaker	22%	(42)	37%	(73)	11%	(21)	9%	(17)	21%	(41)	195
Employ: Student	27%	(28)	38%	(40)	11%	(12)	8%	(9)	16%	(16)	104
Employ: Retired	22%	(108)	33%	(161)	12%	(60)	21%	(100)	11%	(55)	483
Employ: Unemployed	22%	(46)	28%	(59)	11%	(24)	17%	(35)	23%	(48)	213
Employ: Other	18%	(33)	34%	(61)	12%	(22)	13%	(24)	22%	(39)	179
Military HH: Yes	26%	(99)	31%	(119)	14%	(53)	19%	(74)	10%	(38)	382
Military HH: No	24%	(425)	34%	(616)	13%	(229)	14%	(258)	15%	(266)	1795
RD/WT: Right Direction	19%	(160)	29%	(246)	17%	(148)	22%	(193)	13%	(115)	861
RD/WT: Wrong Track	28%	(364)	37%	(488)	10%	(135)	11%	(139)	14%	(190)	1316

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Table BRD18_10: 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	24%	(524)	34%	(734)	13%	(282)	15%	(332)	14%	(304)	2177
Strongly Approve	17%	(80)	23%	(106)	16%	(77)	35%	(161)	9%	(41)	465
Somewhat Approve	13%	(63)	34%	(171)	19%	(97)	18%	(89)	16%	(78)	497
Somewhat Disapprove	20%	(57)	41%	(117)	18%	(52)	10%	(28)	10%	(29)	284
Strongly Disapprove	38%	(308)	37%	(300)	6%	(49)	6%	(47)	12%	(97)	801
Dont Know / No Opinion	12%	(16)	32%	(41)	6%	(8)	6%	(7)	45%	(59)	131
#1 Issue: Economy	18%	(110)	37%	(217)	14%	(81)	16%	(98)	15%	(89)	595
#1 Issue: Security	18%	(73)	29%	(119)	17%	(69)	23%	(96)	14%	(58)	415
#1 Issue: Health Care	29%	(137)	33%	(159)	11%	(53)	12%	(58)	15%	(70)	477
#1 Issue: Medicare / Social Security	23%	(62)	39%	(104)	10%	(28)	15%	(41)	13%	(35)	270
#1 Issue: Women's Issues	32%	(31)	33%	(32)	12%	(12)	7%	(6)	16%	(16)	97
#1 Issue: Education	34%	(49)	37%	(54)	10%	(15)	11%	(16)	8%	(11)	144
#1 Issue: Energy	40%	(38)	30%	(28)	14%	(13)	6%	(6)	10%	(9)	94
#1 Issue: Other	28%	(24)	25%	(22)	14%	(11)	13%	(11)	19%	(16)	85
2016 Vote: Democrat Hillary Clinton	39%	(305)	39%	(302)	8%	(59)	5%	(37)	9%	(72)	775
2016 Vote: Republican Donald Trump	13%	(94)	26%	(193)	20%	(150)	30%	(220)	11%	(79)	736
2016 Vote: Someone else	18%	(30)	40%	(65)	15%	(25)	14%	(23)	13%	(22)	165
2012 Vote: Barack Obama	37%	(323)	38%	(334)	8%	(71)	6%	(56)	11%	(95)	878
2012 Vote: Mitt Romney	8%	(46)	28%	(160)	21%	(119)	33%	(185)	10%	(58)	567
2012 Vote: Other	13%	(11)	32%	(27)	14%	(12)	30%	(25)	12%	(10)	85
2012 Vote: Didn't Vote	22%	(144)	33%	(213)	12%	(80)	10%	(66)	22%	(141)	644
4-Region: Northeast	28%	(110)	32%	(129)	12%	(48)	16%	(62)	12%	(49)	397
4-Region: Midwest	20%	(95)	32%	(149)	14%	(64)	16%	(76)	18%	(85)	469
4-Region: South	22%	(179)	35%	(280)	14%	(109)	15%	(120)	14%	(116)	806
4-Region: West	28%	(139)	35%	(177)	12%	(61)	15%	(74)	11%	(54)	506

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

Table BRD18_11: 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	23%	(501)	37%	(800)	14%	(299)	11%	(234)	16%	(344)	2177
Gender: Male	26%	(271)	36%	(381)	15%	(153)	13%	(139)	10%	(103)	1048
Gender: Female	20%	(230)	37%	(419)	13%	(145)	8%	(95)	21%	(241)	1129
Age: 18-29	17%	(83)	36%	(170)	18%	(84)	11%	(53)	18%	(85)	475
Age: 30-44	24%	(130)	37%	(201)	14%	(78)	10%	(56)	15%	(84)	549
Age: 45-54	28%	(108)	33%	(125)	13%	(48)	10%	(39)	16%	(61)	382
Age: 55-64	25%	(93)	37%	(140)	10%	(36)	12%	(46)	16%	(62)	377
Age: 65+	22%	(86)	42%	(164)	13%	(52)	10%	(39)	13%	(52)	393
PID: Dem (no lean)	33%	(247)	39%	(292)	11%	(81)	5%	(38)	13%	(97)	755
PID: Ind (no lean)	15%	(113)	36%	(264)	16%	(119)	12%	(87)	22%	(160)	742
PID: Rep (no lean)	21%	(141)	36%	(243)	15%	(99)	16%	(109)	13%	(87)	680
PID/Gender: Dem Men	35%	(123)	38%	(133)	13%	(45)	7%	(25)	7%	(23)	349
PID/Gender: Dem Women	31%	(125)	39%	(160)	9%	(36)	3%	(12)	18%	(74)	406
PID/Gender: Ind Men	16%	(54)	37%	(127)	16%	(56)	17%	(57)	14%	(49)	343
PID/Gender: Ind Women	15%	(59)	34%	(137)	16%	(62)	7%	(30)	28%	(111)	399
PID/Gender: Rep Men	27%	(95)	34%	(121)	15%	(52)	16%	(57)	9%	(31)	355
PID/Gender: Rep Women	14%	(47)	38%	(122)	15%	(47)	16%	(52)	17%	(56)	324
Tea Party: Supporter	25%	(152)	37%	(223)	15%	(90)	14%	(85)	8%	(51)	600
Tea Party: Not Supporter	22%	(348)	36%	(570)	13%	(209)	9%	(148)	19%	(291)	1565
Ideo: Liberal (1-3)	31%	(225)	38%	(274)	14%	(99)	7%	(51)	11%	(78)	728
Ideo: Moderate (4)	27%	(147)	39%	(210)	13%	(70)	7%	(35)	15%	(80)	542
Ideo: Conservative (5-7)	15%	(98)	39%	(262)	17%	(110)	18%	(123)	11%	(74)	668
Educ: < College	20%	(302)	35%	(540)	15%	(230)	11%	(176)	19%	(300)	1549
Educ: Bachelors degree	28%	(116)	41%	(168)	12%	(50)	10%	(41)	9%	(36)	411
Educ: Post-grad	38%	(82)	42%	(92)	8%	(18)	8%	(16)	3%	(7)	216
Income: Under 50k	20%	(255)	34%	(426)	15%	(186)	11%	(137)	19%	(241)	1245
Income: 50k-100k	24%	(163)	41%	(279)	14%	(92)	9%	(64)	11%	(77)	675
Income: 100k+	33%	(84)	37%	(94)	8%	(21)	13%	(33)	10%	(25)	257

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Table BRD18_11: 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	23%	(501)	37%	(800)	14%	(299)	11%	(234)	16%	(344)	2177
Ethnicity: White	22%	(373)	38%	(656)	13%	(232)	11%	(196)	16%	(275)	1731
Ethnicity: Hispanic	27%	(88)	32%	(104)	16%	(52)	11%	(35)	14%	(46)	326
Ethnicity: Afr. Am.	31%	(82)	34%	(91)	13%	(34)	6%	(16)	16%	(43)	266
Ethnicity: Other	26%	(47)	29%	(53)	18%	(32)	12%	(22)	15%	(26)	180
Relig: Protestant	20%	(104)	41%	(212)	12%	(63)	13%	(69)	13%	(68)	515
Relig: Roman Catholic	32%	(154)	37%	(177)	13%	(61)	8%	(39)	10%	(49)	480
Relig: Ath./Agn./None	18%	(108)	32%	(192)	16%	(97)	12%	(70)	23%	(138)	605
Relig: Something Else	25%	(83)	40%	(132)	15%	(49)	8%	(27)	12%	(38)	330
Relig: Evangelical	21%	(127)	38%	(233)	13%	(80)	13%	(80)	14%	(87)	606
Relig: Non-Evang. Catholics	29%	(181)	38%	(241)	12%	(73)	9%	(58)	12%	(79)	632
Relig: All Christian	25%	(309)	38%	(474)	12%	(153)	11%	(138)	13%	(166)	1238
Relig: All Non-Christian	20%	(192)	35%	(324)	16%	(146)	10%	(96)	19%	(177)	935
Community: Urban	27%	(158)	34%	(198)	15%	(86)	11%	(62)	13%	(77)	581
Community: Suburban	23%	(227)	39%	(389)	12%	(116)	10%	(97)	16%	(159)	988
Community: Rural	19%	(117)	35%	(213)	16%	(96)	12%	(74)	18%	(108)	608
Employ: Private Sector	24%	(162)	40%	(267)	14%	(94)	11%	(76)	11%	(75)	674
Employ: Government	31%	(49)	38%	(59)	8%	(13)	13%	(20)	10%	(15)	155
Employ: Self-Employed	31%	(54)	32%	(55)	19%	(33)	9%	(16)	9%	(15)	173
Employ: Homemaker	19%	(38)	40%	(79)	12%	(23)	5%	(9)	24%	(46)	195
Employ: Student	17%	(18)	34%	(35)	19%	(20)	6%	(6)	24%	(26)	104
Employ: Retired	24%	(115)	41%	(200)	12%	(56)	11%	(53)	12%	(59)	483
Employ: Unemployed	16%	(34)	28%	(59)	15%	(32)	14%	(31)	27%	(57)	213
Employ: Other	18%	(32)	25%	(45)	16%	(29)	12%	(22)	29%	(51)	179
Military HH: Yes	27%	(102)	37%	(142)	14%	(55)	10%	(40)	11%	(43)	382
Military HH: No	22%	(399)	37%	(658)	14%	(244)	11%	(194)	17%	(300)	1795
RD/WT: Right Direction	19%	(165)	37%	(315)	16%	(141)	14%	(117)	14%	(123)	861
RD/WT: Wrong Track	26%	(336)	37%	(485)	12%	(158)	9%	(116)	17%	(221)	1316

Continued on next page

Table BRD18_11: 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	23%	(501)	37%	(800)	14%	(299)	11%	(234)	16%	(344)	2177
Strongly Approve	23%	(106)	31%	(143)	15%	(72)	20%	(94)	11%	(49)	465
Somewhat Approve	13%	(67)	41%	(203)	18%	(89)	12%	(61)	16%	(78)	497
Somewhat Disapprove	22%	(62)	40%	(113)	17%	(47)	8%	(22)	14%	(41)	284
Strongly Disapprove	31%	(252)	39%	(310)	10%	(80)	6%	(51)	13%	(108)	801
Dont Know / No Opinion	11%	(15)	24%	(31)	9%	(11)	4%	(6)	52%	(68)	131
#1 Issue: Economy	22%	(133)	35%	(209)	15%	(87)	12%	(69)	16%	(97)	595
#1 Issue: Security	18%	(75)	36%	(148)	14%	(56)	15%	(62)	18%	(75)	415
#1 Issue: Health Care	26%	(125)	37%	(176)	12%	(57)	9%	(45)	15%	(73)	477
#1 Issue: Medicare / Social Security	23%	(62)	42%	(112)	10%	(27)	11%	(29)	14%	(39)	270
#1 Issue: Women's Issues	24%	(23)	35%	(34)	14%	(14)	6%	(6)	21%	(20)	97
#1 Issue: Education	29%	(41)	40%	(58)	19%	(27)	4%	(5)	9%	(13)	144
#1 Issue: Energy	30%	(29)	39%	(37)	13%	(13)	10%	(9)	8%	(7)	94
#1 Issue: Other	17%	(14)	30%	(25)	22%	(18)	10%	(8)	22%	(19)	85
2016 Vote: Democrat Hillary Clinton	34%	(266)	39%	(306)	10%	(80)	5%	(37)	11%	(86)	775
2016 Vote: Republican Donald Trump	16%	(121)	37%	(276)	16%	(116)	17%	(128)	13%	(95)	736
2016 Vote: Someone else	21%	(34)	37%	(60)	18%	(30)	9%	(14)	16%	(26)	165
2012 Vote: Barack Obama	33%	(289)	40%	(352)	11%	(93)	6%	(51)	11%	(93)	878
2012 Vote: Mitt Romney	16%	(91)	38%	(213)	15%	(87)	18%	(104)	13%	(72)	567
2012 Vote: Other	13%	(11)	35%	(30)	22%	(19)	15%	(12)	15%	(13)	85
2012 Vote: Didn't Vote	17%	(110)	32%	(205)	15%	(99)	10%	(65)	26%	(165)	644
4-Region: Northeast	21%	(85)	36%	(143)	15%	(60)	11%	(45)	16%	(64)	397
4-Region: Midwest	22%	(102)	38%	(177)	11%	(50)	11%	(50)	19%	(90)	469
4-Region: South	23%	(185)	36%	(292)	14%	(112)	11%	(90)	16%	(127)	806
4-Region: West	26%	(129)	37%	(188)	15%	(77)	10%	(50)	12%	(62)	506

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

Table BRD18_12: 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%	(456)	28%	(605)	15%	(321)	10%	(219)	26%	(576)	2177
Gender: Male	25%	(266)	29%	(304)	17%	(174)	12%	(127)	17%	(178)	1048
Gender: Female	17%	(190)	27%	(302)	13%	(147)	8%	(92)	35%	(398)	1129
Age: 18-29	17%	(82)	25%	(118)	17%	(82)	11%	(53)	29%	(140)	475
Age: 30-44	23%	(126)	29%	(159)	14%	(77)	9%	(51)	25%	(136)	549
Age: 45-54	24%	(91)	26%	(98)	13%	(51)	10%	(37)	28%	(106)	382
Age: 55-64	20%	(76)	31%	(117)	14%	(54)	11%	(40)	24%	(90)	377
Age: 65+	21%	(81)	29%	(114)	14%	(57)	9%	(37)	27%	(104)	393
PID: Dem (no lean)	30%	(230)	28%	(215)	11%	(84)	5%	(37)	25%	(190)	755
PID: Ind (no lean)	17%	(125)	27%	(198)	14%	(104)	11%	(82)	31%	(233)	742
PID: Rep (no lean)	15%	(102)	28%	(192)	20%	(133)	15%	(99)	23%	(154)	680
PID/Gender: Dem Men	37%	(128)	31%	(108)	14%	(47)	6%	(21)	13%	(45)	349
PID/Gender: Dem Women	25%	(102)	26%	(107)	9%	(36)	4%	(16)	36%	(145)	406
PID/Gender: Ind Men	20%	(69)	28%	(95)	17%	(57)	15%	(51)	21%	(73)	343
PID/Gender: Ind Women	14%	(56)	26%	(104)	12%	(48)	8%	(31)	40%	(160)	399
PID/Gender: Rep Men	19%	(69)	28%	(101)	20%	(70)	15%	(55)	17%	(61)	355
PID/Gender: Rep Women	10%	(32)	28%	(91)	19%	(63)	14%	(45)	29%	(93)	324
Tea Party: Supporter	21%	(125)	31%	(186)	19%	(115)	12%	(74)	17%	(99)	600
Tea Party: Not Supporter	21%	(329)	26%	(413)	13%	(205)	9%	(143)	30%	(476)	1565
Ideo: Liberal (1-3)	35%	(252)	30%	(222)	12%	(84)	5%	(33)	19%	(137)	728
Ideo: Moderate (4)	22%	(122)	28%	(153)	16%	(89)	7%	(38)	26%	(140)	542
Ideo: Conservative (5-7)	10%	(70)	29%	(192)	19%	(129)	19%	(125)	23%	(151)	668
Educ: < College	16%	(246)	26%	(408)	15%	(236)	11%	(163)	32%	(496)	1549
Educ: Bachelors degree	29%	(120)	32%	(131)	14%	(58)	9%	(37)	16%	(65)	411
Educ: Post-grad	41%	(89)	31%	(66)	12%	(27)	8%	(18)	7%	(16)	216
Income: Under 50k	18%	(221)	27%	(331)	15%	(192)	9%	(113)	31%	(388)	1245
Income: 50k-100k	25%	(166)	28%	(191)	15%	(98)	11%	(74)	22%	(146)	675
Income: 100k+	27%	(68)	32%	(83)	12%	(31)	12%	(31)	17%	(43)	257

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**Table BRD18_12: 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%	(456)	28%	(605)	15%	(321)	10%	(219)	26%	(576)	2177
Ethnicity: White	21%	(363)	28%	(492)	15%	(254)	11%	(184)	25%	(438)	1731
Ethnicity: Hispanic	26%	(85)	26%	(85)	15%	(49)	9%	(30)	24%	(77)	326
Ethnicity: Afr. Am.	17%	(46)	21%	(55)	19%	(49)	8%	(21)	35%	(94)	266
Ethnicity: Other	26%	(47)	32%	(58)	10%	(17)	7%	(13)	25%	(44)	180
Relig: Protestant	19%	(97)	28%	(146)	18%	(90)	12%	(63)	23%	(119)	515
Relig: Roman Catholic	23%	(108)	33%	(158)	15%	(74)	10%	(46)	20%	(94)	480
Relig: Ath./Agn./None	21%	(129)	24%	(148)	13%	(77)	9%	(56)	32%	(194)	605
Relig: Something Else	26%	(84)	25%	(81)	15%	(49)	9%	(29)	26%	(86)	330
Relig: Evangelical	19%	(113)	28%	(171)	16%	(97)	12%	(73)	25%	(152)	606
Relig: Non-Evang. Catholics	20%	(129)	32%	(203)	15%	(97)	10%	(61)	22%	(142)	632
Relig: All Christian	20%	(242)	30%	(375)	16%	(194)	11%	(134)	24%	(294)	1238
Relig: All Non-Christian	23%	(214)	25%	(229)	14%	(127)	9%	(85)	30%	(281)	935
Community: Urban	23%	(137)	29%	(167)	17%	(98)	8%	(48)	23%	(131)	581
Community: Suburban	21%	(209)	28%	(275)	13%	(131)	11%	(110)	27%	(263)	988
Community: Rural	18%	(110)	27%	(163)	15%	(91)	10%	(60)	30%	(182)	608
Employ: Private Sector	24%	(164)	31%	(209)	15%	(104)	10%	(69)	19%	(128)	674
Employ: Government	31%	(48)	31%	(48)	12%	(19)	11%	(17)	15%	(23)	155
Employ: Self-Employed	28%	(49)	25%	(44)	21%	(37)	9%	(16)	16%	(27)	173
Employ: Homemaker	15%	(30)	29%	(57)	13%	(25)	4%	(8)	39%	(75)	195
Employ: Student	25%	(26)	18%	(19)	9%	(9)	10%	(10)	39%	(40)	104
Employ: Retired	22%	(106)	27%	(132)	13%	(64)	11%	(53)	27%	(128)	483
Employ: Unemployed	8%	(18)	24%	(52)	15%	(33)	14%	(30)	38%	(81)	213
Employ: Other	9%	(16)	25%	(45)	17%	(31)	8%	(14)	41%	(72)	179
Military HH: Yes	25%	(96)	26%	(101)	15%	(56)	11%	(43)	23%	(87)	382
Military HH: No	20%	(360)	28%	(504)	15%	(265)	10%	(176)	27%	(490)	1795
RD/WT: Right Direction	17%	(143)	27%	(231)	18%	(156)	14%	(122)	24%	(210)	861
RD/WT: Wrong Track	24%	(313)	28%	(374)	12%	(164)	7%	(97)	28%	(367)	1316

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**Table BRD18_12: 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%	(456)	28%	(605)	15%	(321)	10%	(219)	26%	(576)	2177
Strongly Approve	18%	(83)	23%	(106)	19%	(90)	19%	(89)	21%	(96)	465
Somewhat Approve	11%	(56)	33%	(166)	19%	(94)	11%	(55)	25%	(126)	497
Somewhat Disapprove	19%	(55)	32%	(90)	17%	(49)	8%	(21)	24%	(69)	284
Strongly Disapprove	31%	(249)	28%	(223)	10%	(80)	6%	(45)	25%	(204)	801
Dont Know / No Opinion	10%	(13)	16%	(21)	5%	(6)	6%	(8)	63%	(83)	131
#1 Issue: Economy	17%	(100)	30%	(176)	16%	(98)	11%	(66)	26%	(155)	595
#1 Issue: Security	14%	(59)	25%	(106)	16%	(66)	14%	(57)	31%	(128)	415
#1 Issue: Health Care	24%	(114)	28%	(132)	14%	(66)	9%	(43)	26%	(122)	477
#1 Issue: Medicare / Social Security	18%	(49)	33%	(90)	14%	(39)	8%	(21)	27%	(72)	270
#1 Issue: Women's Issues	26%	(25)	22%	(21)	12%	(11)	11%	(11)	29%	(28)	97
#1 Issue: Education	35%	(50)	27%	(39)	14%	(20)	7%	(10)	18%	(26)	144
#1 Issue: Energy	44%	(42)	29%	(27)	12%	(11)	2%	(2)	14%	(13)	94
#1 Issue: Other	20%	(17)	19%	(16)	12%	(10)	10%	(9)	39%	(33)	85
2016 Vote: Democrat Hillary Clinton	34%	(266)	30%	(231)	11%	(86)	5%	(41)	20%	(152)	775
2016 Vote: Republican Donald Trump	13%	(97)	29%	(214)	20%	(150)	16%	(117)	21%	(158)	736
2016 Vote: Someone else	19%	(31)	33%	(55)	16%	(27)	8%	(13)	24%	(39)	165
2012 Vote: Barack Obama	31%	(273)	30%	(265)	11%	(94)	6%	(52)	22%	(193)	878
2012 Vote: Mitt Romney	11%	(60)	31%	(175)	21%	(121)	17%	(97)	20%	(113)	567
2012 Vote: Other	23%	(20)	24%	(20)	13%	(11)	16%	(14)	23%	(20)	85
2012 Vote: Didn't Vote	16%	(102)	22%	(145)	14%	(93)	9%	(55)	39%	(249)	644
4-Region: Northeast	21%	(83)	30%	(118)	14%	(55)	8%	(33)	27%	(109)	397
4-Region: Midwest	19%	(89)	25%	(119)	15%	(71)	11%	(53)	29%	(136)	469
4-Region: South	19%	(156)	27%	(215)	15%	(119)	10%	(81)	29%	(235)	806
4-Region: West	25%	(128)	30%	(153)	15%	(75)	10%	(52)	19%	(97)	506

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

Table BRD18_13: 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%	(294)	29%	(637)	16%	(342)	15%	(325)	27%	(579)	2177
Gender: Male	16%	(163)	29%	(302)	19%	(203)	18%	(191)	18%	(189)	1048
Gender: Female	12%	(131)	30%	(334)	12%	(139)	12%	(134)	35%	(390)	1129
Age: 18-29	13%	(64)	32%	(152)	16%	(77)	14%	(68)	24%	(115)	475
Age: 30-44	17%	(93)	32%	(178)	16%	(86)	13%	(72)	22%	(121)	549
Age: 45-54	14%	(53)	26%	(99)	14%	(55)	15%	(58)	30%	(116)	382
Age: 55-64	13%	(48)	27%	(101)	18%	(69)	16%	(62)	26%	(97)	377
Age: 65+	9%	(36)	27%	(107)	14%	(55)	17%	(66)	33%	(130)	393
PID: Dem (no lean)	21%	(156)	37%	(282)	14%	(106)	4%	(34)	23%	(177)	755
PID: Ind (no lean)	8%	(62)	25%	(185)	17%	(124)	17%	(125)	33%	(246)	742
PID: Rep (no lean)	11%	(77)	25%	(169)	16%	(112)	24%	(166)	23%	(156)	680
PID/Gender: Dem Men	22%	(76)	39%	(136)	20%	(69)	5%	(16)	15%	(52)	349
PID/Gender: Dem Women	19%	(79)	36%	(146)	9%	(37)	4%	(18)	31%	(126)	406
PID/Gender: Ind Men	9%	(30)	23%	(81)	20%	(68)	26%	(88)	22%	(77)	343
PID/Gender: Ind Women	8%	(32)	26%	(104)	14%	(56)	9%	(37)	42%	(169)	399
PID/Gender: Rep Men	16%	(57)	24%	(86)	19%	(66)	24%	(87)	17%	(60)	355
PID/Gender: Rep Women	6%	(20)	26%	(84)	14%	(46)	25%	(80)	29%	(96)	324
Tea Party: Supporter	17%	(104)	26%	(157)	17%	(100)	22%	(134)	18%	(106)	600
Tea Party: Not Supporter	12%	(189)	30%	(475)	15%	(242)	12%	(191)	30%	(469)	1565
Ideo: Liberal (1-3)	22%	(157)	40%	(289)	15%	(107)	7%	(49)	17%	(126)	728
Ideo: Moderate (4)	16%	(87)	31%	(168)	17%	(92)	11%	(60)	25%	(135)	542
Ideo: Conservative (5-7)	6%	(39)	23%	(151)	20%	(130)	29%	(196)	23%	(152)	668
Educ: < College	12%	(190)	26%	(408)	14%	(219)	15%	(236)	32%	(497)	1549
Educ: Bachelors degree	14%	(58)	37%	(152)	20%	(81)	14%	(59)	15%	(62)	411
Educ: Post-grad	22%	(47)	35%	(76)	19%	(42)	14%	(31)	10%	(21)	216
Income: Under 50k	13%	(165)	26%	(328)	14%	(173)	14%	(171)	33%	(408)	1245
Income: 50k-100k	15%	(98)	33%	(222)	17%	(112)	16%	(110)	20%	(133)	675
Income: 100k+	12%	(31)	34%	(87)	22%	(57)	17%	(44)	15%	(38)	257

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Table BRD18_13: 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%	(294)	29%	(637)	16%	(342)	15%	(325)	27%	(579)	2177
Ethnicity: White	12%	(214)	28%	(482)	17%	(289)	16%	(283)	27%	(464)	1731
Ethnicity: Hispanic	19%	(62)	36%	(118)	15%	(49)	10%	(33)	20%	(64)	326
Ethnicity: Afr. Am.	19%	(51)	33%	(88)	11%	(30)	8%	(21)	29%	(77)	266
Ethnicity: Other	16%	(30)	37%	(67)	13%	(23)	12%	(21)	22%	(39)	180
Relig: Protestant	9%	(44)	31%	(160)	17%	(88)	19%	(98)	24%	(125)	515
Relig: Roman Catholic	20%	(94)	30%	(146)	16%	(76)	15%	(73)	19%	(91)	480
Relig: Ath./Agn./None	11%	(67)	29%	(177)	17%	(106)	11%	(69)	31%	(186)	605
Relig: Something Else	17%	(56)	30%	(98)	14%	(47)	14%	(45)	25%	(84)	330
Relig: Evangelical	15%	(93)	26%	(156)	14%	(82)	19%	(112)	27%	(163)	606
Relig: Non-Evang. Catholics	12%	(78)	32%	(204)	17%	(107)	16%	(99)	23%	(144)	632
Relig: All Christian	14%	(171)	29%	(360)	15%	(189)	17%	(211)	25%	(307)	1238
Relig: All Non-Christian	13%	(123)	29%	(276)	16%	(152)	12%	(114)	29%	(270)	935
Community: Urban	17%	(99)	33%	(191)	16%	(91)	13%	(75)	21%	(125)	581
Community: Suburban	14%	(134)	30%	(292)	15%	(153)	16%	(153)	26%	(255)	988
Community: Rural	10%	(61)	25%	(153)	16%	(97)	16%	(96)	33%	(200)	608
Employ: Private Sector	15%	(103)	32%	(213)	18%	(123)	16%	(108)	19%	(127)	674
Employ: Government	15%	(23)	36%	(57)	19%	(29)	17%	(26)	13%	(21)	155
Employ: Self-Employed	21%	(37)	34%	(59)	15%	(25)	14%	(25)	15%	(27)	173
Employ: Homemaker	12%	(24)	29%	(56)	13%	(25)	9%	(18)	37%	(71)	195
Employ: Student	15%	(15)	33%	(34)	18%	(19)	7%	(7)	28%	(29)	104
Employ: Retired	11%	(51)	27%	(128)	16%	(75)	17%	(84)	30%	(145)	483
Employ: Unemployed	11%	(24)	21%	(45)	11%	(23)	16%	(33)	41%	(88)	213
Employ: Other	9%	(17)	25%	(44)	13%	(22)	13%	(24)	40%	(72)	179
Military HH: Yes	19%	(72)	24%	(93)	14%	(53)	17%	(66)	26%	(99)	382
Military HH: No	12%	(223)	30%	(543)	16%	(289)	14%	(259)	27%	(481)	1795
RD/WT: Right Direction	13%	(115)	23%	(201)	17%	(147)	22%	(187)	25%	(212)	861
RD/WT: Wrong Track	14%	(180)	33%	(436)	15%	(195)	11%	(138)	28%	(367)	1316

Continued on next page

Table BRD18_13: 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%	(294)	29%	(637)	16%	(342)	15%	(325)	27%	(579)	2177
Strongly Approve	14%	(65)	20%	(93)	15%	(71)	31%	(143)	20%	(92)	465
Somewhat Approve	8%	(42)	24%	(121)	21%	(106)	19%	(94)	27%	(135)	497
Somewhat Disapprove	13%	(37)	31%	(89)	18%	(52)	8%	(23)	29%	(83)	284
Strongly Disapprove	18%	(141)	39%	(311)	13%	(105)	7%	(57)	23%	(187)	801
Dont Know / No Opinion	8%	(10)	17%	(22)	6%	(8)	6%	(8)	63%	(83)	131
#1 Issue: Economy	10%	(58)	30%	(176)	18%	(107)	15%	(89)	28%	(164)	595
#1 Issue: Security	10%	(41)	24%	(101)	14%	(58)	25%	(102)	27%	(113)	415
#1 Issue: Health Care	17%	(81)	28%	(133)	15%	(71)	12%	(57)	28%	(134)	477
#1 Issue: Medicare / Social Security	11%	(30)	35%	(93)	14%	(38)	12%	(32)	28%	(77)	270
#1 Issue: Women's Issues	17%	(17)	35%	(34)	12%	(11)	11%	(11)	25%	(24)	97
#1 Issue: Education	28%	(40)	29%	(42)	17%	(25)	10%	(14)	16%	(23)	144
#1 Issue: Energy	19%	(18)	38%	(36)	23%	(22)	7%	(6)	13%	(13)	94
#1 Issue: Other	11%	(9)	25%	(21)	11%	(10)	16%	(13)	37%	(32)	85
2016 Vote: Democrat Hillary Clinton	21%	(159)	39%	(305)	15%	(119)	5%	(38)	20%	(153)	775
2016 Vote: Republican Donald Trump	9%	(64)	22%	(164)	18%	(136)	27%	(198)	24%	(175)	736
2016 Vote: Someone else	10%	(17)	23%	(38)	22%	(36)	16%	(26)	29%	(48)	165
2012 Vote: Barack Obama	20%	(178)	36%	(316)	16%	(139)	7%	(58)	21%	(187)	878
2012 Vote: Mitt Romney	7%	(38)	23%	(129)	18%	(102)	29%	(165)	23%	(133)	567
2012 Vote: Other	4%	(3)	27%	(23)	14%	(12)	27%	(23)	28%	(24)	85
2012 Vote: Didn't Vote	11%	(74)	26%	(168)	14%	(89)	12%	(78)	36%	(235)	644
4-Region: Northeast	12%	(49)	28%	(112)	16%	(64)	16%	(62)	27%	(108)	397
4-Region: Midwest	11%	(49)	28%	(133)	15%	(70)	14%	(68)	32%	(149)	469
4-Region: South	15%	(118)	29%	(235)	14%	(116)	15%	(118)	27%	(219)	806
4-Region: West	15%	(77)	31%	(157)	18%	(92)	15%	(77)	20%	(103)	506

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

Table BRD18_14: 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	7%	(142)	14%	(313)	11%	(249)	21%	(461)	47%	(1013)	2177
Gender: Male	9%	(92)	19%	(202)	12%	(127)	26%	(277)	33%	(351)	1048
Gender: Female	4%	(50)	10%	(111)	11%	(122)	16%	(184)	59%	(662)	1129
Age: 18-29	8%	(36)	20%	(93)	12%	(56)	17%	(83)	44%	(208)	475
Age: 30-44	8%	(43)	16%	(88)	15%	(80)	21%	(117)	40%	(220)	549
Age: 45-54	7%	(28)	14%	(53)	10%	(38)	19%	(74)	50%	(190)	382
Age: 55-64	6%	(24)	11%	(42)	9%	(36)	26%	(99)	46%	(175)	377
Age: 65+	3%	(11)	9%	(37)	10%	(39)	22%	(88)	56%	(219)	393
PID: Dem (no lean)	5%	(40)	14%	(107)	8%	(64)	29%	(216)	44%	(329)	755
PID: Ind (no lean)	4%	(31)	11%	(85)	13%	(96)	22%	(162)	50%	(367)	742
PID: Rep (no lean)	10%	(71)	18%	(121)	13%	(89)	12%	(83)	47%	(316)	680
PID/Gender: Dem Men	8%	(27)	21%	(72)	9%	(32)	35%	(122)	28%	(96)	349
PID/Gender: Dem Women	3%	(13)	8%	(34)	8%	(32)	23%	(94)	57%	(232)	406
PID/Gender: Ind Men	5%	(18)	14%	(49)	11%	(39)	30%	(105)	39%	(132)	343
PID/Gender: Ind Women	3%	(13)	9%	(36)	14%	(57)	14%	(57)	59%	(235)	399
PID/Gender: Rep Men	13%	(47)	23%	(81)	16%	(56)	14%	(50)	34%	(122)	355
PID/Gender: Rep Women	7%	(24)	12%	(40)	10%	(33)	10%	(33)	60%	(194)	324
Tea Party: Supporter	17%	(102)	25%	(151)	14%	(81)	9%	(56)	35%	(210)	600
Tea Party: Not Supporter	3%	(40)	10%	(158)	11%	(167)	26%	(404)	51%	(797)	1565
Ideo: Liberal (1-3)	8%	(60)	17%	(124)	12%	(88)	30%	(218)	33%	(237)	728
Ideo: Moderate (4)	5%	(29)	9%	(48)	13%	(70)	23%	(125)	50%	(269)	542
Ideo: Conservative (5-7)	7%	(48)	19%	(130)	12%	(80)	15%	(97)	47%	(313)	668
Educ: < College	6%	(99)	14%	(215)	11%	(177)	17%	(268)	51%	(791)	1549
Educ: Bachelors degree	6%	(26)	14%	(57)	12%	(48)	28%	(116)	40%	(164)	411
Educ: Post-grad	8%	(16)	19%	(41)	11%	(24)	36%	(77)	27%	(58)	216
Income: Under 50k	6%	(75)	14%	(171)	11%	(138)	19%	(232)	50%	(629)	1245
Income: 50k-100k	7%	(49)	14%	(94)	13%	(85)	22%	(146)	45%	(301)	675
Income: 100k+	7%	(18)	18%	(47)	10%	(26)	32%	(83)	32%	(83)	257

Continued on next page

Table BRD18_14: 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	7%	(142)	14%	(313)	11%	(249)	21%	(461)	47%	(1013)	2177
Ethnicity: White	6%	(105)	14%	(237)	11%	(188)	22%	(375)	48%	(827)	1731
Ethnicity: Hispanic	15%	(49)	19%	(61)	15%	(50)	17%	(56)	34%	(109)	326
Ethnicity: Afr. Am.	9%	(25)	16%	(42)	14%	(37)	16%	(43)	45%	(119)	266
Ethnicity: Other	7%	(12)	19%	(34)	13%	(24)	24%	(43)	37%	(67)	180
Relig: Protestant	6%	(31)	14%	(71)	12%	(64)	20%	(103)	48%	(246)	515
Relig: Roman Catholic	13%	(61)	18%	(85)	11%	(51)	20%	(97)	39%	(185)	480
Relig: Ath./Agn./None	3%	(21)	9%	(55)	12%	(70)	26%	(160)	49%	(299)	605
Relig: Something Else	5%	(16)	18%	(59)	11%	(37)	22%	(71)	45%	(147)	330
Relig: Evangelical	11%	(68)	18%	(111)	13%	(80)	13%	(80)	44%	(267)	606
Relig: Non-Evang. Catholics	6%	(37)	14%	(88)	10%	(61)	24%	(150)	47%	(296)	632
Relig: All Christian	8%	(105)	16%	(199)	11%	(141)	19%	(230)	45%	(563)	1238
Relig: All Non-Christian	4%	(37)	12%	(114)	11%	(107)	25%	(230)	48%	(446)	935
Community: Urban	8%	(48)	18%	(105)	13%	(76)	22%	(129)	38%	(222)	581
Community: Suburban	5%	(45)	14%	(140)	11%	(106)	23%	(225)	48%	(472)	988
Community: Rural	8%	(48)	11%	(68)	11%	(66)	18%	(107)	52%	(318)	608
Employ: Private Sector	7%	(50)	18%	(120)	14%	(94)	22%	(146)	39%	(264)	674
Employ: Government	10%	(15)	21%	(32)	9%	(14)	28%	(43)	33%	(51)	155
Employ: Self-Employed	19%	(33)	17%	(30)	13%	(22)	16%	(27)	35%	(60)	173
Employ: Homemaker	3%	(6)	12%	(23)	10%	(19)	18%	(35)	57%	(112)	195
Employ: Student	4%	(4)	12%	(12)	12%	(12)	22%	(23)	51%	(53)	104
Employ: Retired	4%	(21)	10%	(48)	10%	(50)	22%	(108)	53%	(256)	483
Employ: Unemployed	4%	(8)	11%	(24)	10%	(21)	22%	(48)	52%	(111)	213
Employ: Other	2%	(3)	13%	(22)	9%	(17)	17%	(31)	59%	(106)	179
Military HH: Yes	14%	(54)	12%	(46)	12%	(47)	15%	(59)	46%	(176)	382
Military HH: No	5%	(88)	15%	(267)	11%	(202)	22%	(402)	47%	(837)	1795
RD/WT: Right Direction	12%	(100)	21%	(182)	15%	(125)	10%	(89)	42%	(364)	861
RD/WT: Wrong Track	3%	(41)	10%	(131)	9%	(123)	28%	(371)	49%	(648)	1316

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Table BRD18_14: 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	7%	(142)	14%	(313)	11%	(249)	21%	(461)	47%	(1013)	2177
Strongly Approve	14%	(66)	23%	(107)	13%	(61)	13%	(62)	36%	(169)	465
Somewhat Approve	5%	(27)	18%	(91)	13%	(65)	13%	(64)	50%	(250)	497
Somewhat Disapprove	4%	(11)	12%	(34)	16%	(46)	17%	(48)	51%	(144)	284
Strongly Disapprove	4%	(35)	9%	(71)	9%	(71)	35%	(279)	43%	(345)	801
Dont Know / No Opinion	2%	(3)	6%	(8)	4%	(5)	7%	(9)	81%	(106)	131
#1 Issue: Economy	5%	(31)	16%	(93)	12%	(72)	20%	(119)	47%	(280)	595
#1 Issue: Security	9%	(36)	19%	(79)	13%	(53)	13%	(54)	47%	(194)	415
#1 Issue: Health Care	4%	(20)	10%	(48)	10%	(49)	29%	(137)	47%	(223)	477
#1 Issue: Medicare / Social Security	5%	(14)	9%	(25)	12%	(33)	20%	(55)	53%	(144)	270
#1 Issue: Women's Issues	12%	(12)	15%	(14)	9%	(9)	19%	(18)	45%	(43)	97
#1 Issue: Education	14%	(20)	21%	(30)	9%	(13)	27%	(39)	30%	(43)	144
#1 Issue: Energy	9%	(9)	17%	(17)	12%	(11)	19%	(18)	42%	(40)	94
#1 Issue: Other	1%	(1)	10%	(8)	9%	(8)	25%	(22)	54%	(46)	85
2016 Vote: Democrat Hillary Clinton	7%	(53)	13%	(100)	10%	(77)	33%	(253)	38%	(292)	775
2016 Vote: Republican Donald Trump	10%	(74)	20%	(147)	15%	(109)	12%	(85)	44%	(321)	736
2016 Vote: Someone else	1%	(2)	11%	(18)	9%	(16)	23%	(38)	55%	(91)	165
2012 Vote: Barack Obama	6%	(53)	13%	(113)	10%	(86)	29%	(253)	43%	(374)	878
2012 Vote: Mitt Romney	9%	(52)	18%	(102)	15%	(87)	13%	(73)	44%	(252)	567
2012 Vote: Other	2%	(2)	19%	(16)	9%	(8)	23%	(19)	47%	(40)	85
2012 Vote: Didn't Vote	5%	(35)	13%	(82)	11%	(68)	18%	(115)	53%	(345)	644
4-Region: Northeast	6%	(23)	13%	(53)	9%	(37)	26%	(103)	45%	(181)	397
4-Region: Midwest	4%	(16)	10%	(46)	12%	(57)	20%	(94)	55%	(256)	469
4-Region: South	8%	(67)	15%	(125)	12%	(98)	17%	(140)	47%	(376)	806
4-Region: West	7%	(36)	18%	(89)	11%	(57)	25%	(124)	40%	(200)	506

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

Table BRD18_15: How much do you trust each of the following?
Info Wars

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	7%	(142)	13%	(274)	11%	(245)	18%	(386)	52%	(1131)	2177
Gender: Male	10%	(102)	15%	(153)	14%	(146)	21%	(222)	40%	(424)	1048
Gender: Female	3%	(39)	11%	(120)	9%	(99)	15%	(164)	63%	(706)	1129
Age: 18-29	10%	(47)	16%	(78)	14%	(66)	18%	(86)	42%	(199)	475
Age: 30-44	9%	(49)	17%	(94)	13%	(70)	20%	(109)	41%	(227)	549
Age: 45-54	9%	(34)	11%	(41)	10%	(39)	17%	(65)	53%	(203)	382
Age: 55-64	2%	(9)	11%	(43)	9%	(34)	18%	(69)	59%	(222)	377
Age: 65+	1%	(3)	4%	(18)	9%	(35)	15%	(57)	71%	(280)	393
PID: Dem (no lean)	7%	(54)	13%	(99)	10%	(72)	18%	(138)	52%	(393)	755
PID: Ind (no lean)	3%	(21)	11%	(80)	13%	(93)	19%	(145)	54%	(403)	742
PID: Rep (no lean)	10%	(66)	14%	(95)	12%	(80)	15%	(104)	49%	(335)	680
PID/Gender: Dem Men	12%	(41)	15%	(54)	13%	(44)	21%	(74)	39%	(137)	349
PID/Gender: Dem Women	3%	(12)	11%	(45)	7%	(28)	16%	(64)	63%	(256)	406
PID/Gender: Ind Men	3%	(11)	12%	(41)	15%	(52)	27%	(94)	42%	(145)	343
PID/Gender: Ind Women	3%	(10)	10%	(39)	10%	(41)	13%	(51)	65%	(258)	399
PID/Gender: Rep Men	14%	(50)	17%	(59)	14%	(50)	15%	(54)	40%	(143)	355
PID/Gender: Rep Women	5%	(17)	11%	(36)	9%	(30)	15%	(49)	59%	(192)	324
Tea Party: Supporter	17%	(103)	18%	(110)	13%	(79)	14%	(82)	38%	(226)	600
Tea Party: Not Supporter	2%	(38)	10%	(161)	11%	(166)	19%	(302)	57%	(900)	1565
Ideo: Liberal (1-3)	11%	(83)	16%	(116)	12%	(87)	20%	(143)	41%	(299)	728
Ideo: Moderate (4)	5%	(28)	10%	(56)	13%	(69)	18%	(96)	54%	(292)	542
Ideo: Conservative (5-7)	5%	(30)	12%	(83)	11%	(76)	18%	(120)	54%	(359)	668
Educ: < College	7%	(108)	12%	(193)	11%	(172)	15%	(238)	54%	(838)	1549
Educ: Bachelors degree	4%	(18)	14%	(56)	10%	(41)	23%	(96)	49%	(201)	411
Educ: Post-grad	7%	(16)	11%	(25)	15%	(33)	24%	(52)	42%	(91)	216
Income: Under 50k	6%	(75)	12%	(155)	10%	(128)	17%	(209)	54%	(678)	1245
Income: 50k-100k	8%	(54)	12%	(81)	13%	(89)	18%	(120)	49%	(331)	675
Income: 100k+	5%	(12)	15%	(38)	11%	(28)	22%	(57)	47%	(121)	257

Continued on next page

Table BRD18_15: How much do you trust each of the following?
Info Wars

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	7%	(142)	13%	(274)	11%	(245)	18%	(386)	52%	(1131)	2177
Ethnicity: White	5%	(89)	11%	(197)	11%	(190)	18%	(320)	54%	(935)	1731
Ethnicity: Hispanic	18%	(58)	20%	(64)	11%	(35)	17%	(54)	35%	(115)	326
Ethnicity: Afr. Am.	13%	(34)	15%	(41)	15%	(40)	12%	(31)	45%	(120)	266
Ethnicity: Other	10%	(18)	20%	(35)	8%	(15)	20%	(35)	42%	(76)	180
Relig: Protestant	4%	(22)	8%	(44)	12%	(64)	16%	(81)	59%	(304)	515
Relig: Roman Catholic	12%	(57)	16%	(78)	11%	(52)	17%	(80)	44%	(212)	480
Relig: Ath./Agn./None	4%	(25)	10%	(57)	11%	(65)	24%	(146)	51%	(311)	605
Relig: Something Else	8%	(26)	15%	(49)	12%	(39)	14%	(46)	52%	(170)	330
Relig: Evangelical	11%	(66)	17%	(102)	12%	(73)	13%	(80)	47%	(286)	606
Relig: Non-Evang. Catholics	4%	(25)	10%	(65)	11%	(69)	18%	(114)	57%	(360)	632
Relig: All Christian	7%	(91)	13%	(167)	11%	(141)	16%	(194)	52%	(646)	1238
Relig: All Non-Christian	5%	(51)	11%	(106)	11%	(104)	21%	(192)	52%	(481)	935
Community: Urban	10%	(59)	17%	(101)	12%	(72)	15%	(88)	45%	(260)	581
Community: Suburban	5%	(49)	10%	(103)	10%	(99)	20%	(195)	55%	(541)	988
Community: Rural	5%	(33)	11%	(69)	12%	(74)	17%	(103)	54%	(329)	608
Employ: Private Sector	8%	(56)	14%	(96)	14%	(93)	19%	(126)	45%	(302)	674
Employ: Government	12%	(19)	18%	(28)	15%	(23)	19%	(30)	36%	(56)	155
Employ: Self-Employed	19%	(32)	17%	(29)	14%	(23)	15%	(27)	36%	(62)	173
Employ: Homemaker	5%	(11)	14%	(27)	10%	(20)	17%	(33)	54%	(104)	195
Employ: Student	5%	(5)	13%	(14)	9%	(9)	25%	(26)	48%	(50)	104
Employ: Retired	2%	(10)	6%	(28)	9%	(44)	16%	(78)	67%	(322)	483
Employ: Unemployed	3%	(5)	15%	(31)	9%	(19)	21%	(44)	53%	(113)	213
Employ: Other	2%	(3)	12%	(21)	7%	(12)	12%	(22)	68%	(121)	179
Military HH: Yes	13%	(49)	13%	(48)	11%	(41)	15%	(56)	49%	(188)	382
Military HH: No	5%	(92)	13%	(226)	11%	(204)	18%	(330)	53%	(943)	1795
RD/WT: Right Direction	11%	(98)	15%	(130)	13%	(113)	16%	(137)	44%	(383)	861
RD/WT: Wrong Track	3%	(44)	11%	(144)	10%	(132)	19%	(249)	57%	(747)	1316

Continued on next page

Table BRD18_15: How much do you trust each of the following?

Info Wars

Demographic	A Lot		Some		Not Much		Not At All		Don't Know / No Opinion		Total N
Adults	7%	(142)	13%	(274)	11%	(245)	18%	(386)	52%	(1131)	2177
Strongly Approve	14%	(65)	16%	(76)	12%	(54)	18%	(85)	40%	(186)	465
Somewhat Approve	5%	(23)	15%	(73)	15%	(72)	14%	(71)	52%	(259)	497
Somewhat Disapprove	4%	(13)	10%	(29)	18%	(50)	12%	(34)	56%	(158)	284
Strongly Disapprove	5%	(38)	11%	(89)	8%	(63)	24%	(190)	52%	(420)	801
Dont Know / No Opinion	2%	(3)	5%	(7)	5%	(6)	5%	(6)	83%	(108)	131
#1 Issue: Economy	6%	(34)	13%	(80)	13%	(76)	18%	(108)	50%	(297)	595
#1 Issue: Security	6%	(24)	14%	(58)	15%	(64)	15%	(64)	49%	(206)	415
#1 Issue: Health Care	5%	(26)	9%	(45)	9%	(41)	22%	(104)	55%	(261)	477
#1 Issue: Medicare / Social Security	4%	(12)	11%	(30)	11%	(28)	11%	(30)	63%	(169)	270
#1 Issue: Women's Issues	12%	(12)	8%	(8)	10%	(9)	27%	(26)	44%	(42)	97
#1 Issue: Education	15%	(22)	17%	(24)	11%	(16)	16%	(23)	41%	(59)	144
#1 Issue: Energy	11%	(11)	24%	(23)	4%	(4)	18%	(17)	42%	(40)	94
#1 Issue: Other	1%	(1)	7%	(6)	9%	(8)	16%	(14)	67%	(56)	85
2016 Vote: Democrat Hillary Clinton	9%	(68)	13%	(100)	11%	(82)	21%	(159)	47%	(366)	775
2016 Vote: Republican Donald Trump	7%	(49)	15%	(109)	13%	(98)	16%	(115)	50%	(366)	736
2016 Vote: Someone else	2%	(4)	7%	(12)	11%	(18)	22%	(36)	58%	(96)	165
2012 Vote: Barack Obama	7%	(66)	13%	(118)	10%	(87)	20%	(176)	49%	(431)	878
2012 Vote: Mitt Romney	6%	(31)	12%	(70)	13%	(73)	17%	(98)	52%	(296)	567
2012 Vote: Other	4%	(3)	11%	(9)	10%	(9)	21%	(18)	54%	(46)	85
2012 Vote: Didn't Vote	6%	(41)	12%	(77)	12%	(76)	15%	(94)	55%	(355)	644
4-Region: Northeast	6%	(23)	11%	(45)	8%	(31)	21%	(84)	54%	(215)	397
4-Region: Midwest	3%	(15)	11%	(50)	11%	(51)	17%	(82)	58%	(271)	469
4-Region: South	8%	(64)	13%	(106)	13%	(102)	15%	(124)	51%	(409)	806
4-Region: West	8%	(39)	14%	(73)	12%	(61)	19%	(97)	47%	(236)	506

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

Table BRD19: Are you planning on traveling outside of your current state of residence for the Fourth of July?

Demographic	Yes		No		Not sure yet		Total N
Adults	12%	(257)	77%	(1669)	12%	(251)	2177
Gender: Male	14%	(148)	76%	(793)	10%	(107)	1048
Gender: Female	10%	(109)	78%	(876)	13%	(144)	1129
Age: 18-29	17%	(80)	70%	(335)	13%	(61)	475
Age: 30-44	16%	(86)	73%	(398)	12%	(65)	549
Age: 45-54	12%	(46)	74%	(284)	14%	(52)	382
Age: 55-64	7%	(26)	83%	(312)	10%	(39)	377
Age: 65+	5%	(18)	87%	(340)	9%	(35)	393
PID: Dem (no lean)	13%	(97)	74%	(557)	13%	(101)	755
PID: Ind (no lean)	9%	(68)	79%	(586)	12%	(88)	742
PID: Rep (no lean)	13%	(91)	77%	(526)	9%	(63)	680
PID/Gender: Dem Men	15%	(54)	73%	(255)	12%	(41)	349
PID/Gender: Dem Women	11%	(44)	74%	(302)	15%	(60)	406
PID/Gender: Ind Men	10%	(34)	77%	(266)	13%	(43)	343
PID/Gender: Ind Women	9%	(34)	80%	(321)	11%	(44)	399
PID/Gender: Rep Men	17%	(60)	77%	(272)	7%	(23)	355
PID/Gender: Rep Women	10%	(31)	78%	(254)	12%	(39)	324
Tea Party: Supporter	20%	(121)	68%	(411)	12%	(69)	600
Tea Party: Not Supporter	9%	(135)	80%	(1251)	11%	(179)	1565
Ideo: Liberal (1-3)	19%	(136)	70%	(512)	11%	(80)	728
Ideo: Moderate (4)	9%	(47)	79%	(426)	13%	(69)	542
Ideo: Conservative (5-7)	9%	(59)	82%	(549)	9%	(59)	668
Educ: < College	10%	(159)	77%	(1196)	13%	(194)	1549
Educ: Bachelors degree	14%	(57)	77%	(318)	9%	(37)	411
Educ: Post-grad	19%	(41)	72%	(155)	9%	(20)	216
Income: Under 50k	9%	(118)	77%	(962)	13%	(165)	1245
Income: 50k-100k	16%	(105)	76%	(511)	9%	(58)	675
Income: 100k+	13%	(33)	76%	(196)	11%	(28)	257
Ethnicity: White	10%	(174)	80%	(1378)	10%	(179)	1731
Ethnicity: Hispanic	22%	(73)	63%	(206)	14%	(46)	326
Ethnicity: Afr. Am.	20%	(54)	62%	(166)	17%	(46)	266

Continued on next page

Table BRD19: Are you planning on traveling outside of your current state of residence for the Fourth of July?

Demographic	Yes		No		Not sure yet		Total N
Adults	12%	(257)	77%	(1669)	12%	(251)	2177
Ethnicity: Other	16%	(29)	69%	(125)	15%	(27)	180
Relig: Protestant	10%	(50)	83%	(426)	8%	(39)	515
Relig: Roman Catholic	19%	(92)	69%	(329)	12%	(60)	480
Relig: Ath./Agn./None	7%	(41)	81%	(492)	12%	(72)	605
Relig: Something Else	16%	(52)	74%	(244)	10%	(34)	330
Relig: Evangelical	15%	(93)	72%	(438)	13%	(76)	606
Relig: Non-Evang. Catholics	11%	(70)	78%	(493)	11%	(69)	632
Relig: All Christian	13%	(163)	75%	(930)	12%	(145)	1238
Relig: All Non-Christian	10%	(93)	79%	(736)	11%	(105)	935
Community: Urban	16%	(93)	70%	(409)	14%	(79)	581
Community: Suburban	10%	(99)	79%	(785)	11%	(104)	988
Community: Rural	11%	(65)	78%	(475)	11%	(68)	608
Employ: Private Sector	15%	(98)	75%	(505)	11%	(71)	674
Employ: Government	17%	(27)	70%	(109)	13%	(20)	155
Employ: Self-Employed	25%	(44)	63%	(110)	11%	(20)	173
Employ: Homemaker	11%	(22)	77%	(150)	12%	(23)	195
Employ: Student	14%	(14)	78%	(82)	8%	(8)	104
Employ: Retired	5%	(24)	86%	(414)	9%	(45)	483
Employ: Unemployed	7%	(15)	80%	(170)	13%	(28)	213
Employ: Other	7%	(13)	72%	(129)	21%	(37)	179
Military HH: Yes	19%	(72)	72%	(274)	9%	(36)	382
Military HH: No	10%	(185)	78%	(1395)	12%	(215)	1795
RD/WT: Right Direction	15%	(132)	74%	(641)	10%	(88)	861
RD/WT: Wrong Track	9%	(124)	78%	(1028)	12%	(163)	1316
Strongly Approve	15%	(68)	76%	(355)	9%	(41)	465
Somewhat Approve	10%	(50)	79%	(393)	11%	(54)	497
Somewhat Disapprove	10%	(28)	78%	(220)	12%	(35)	284
Strongly Disapprove	13%	(101)	76%	(605)	12%	(95)	801
Dont Know / No Opinion	7%	(9)	73%	(96)	20%	(26)	131

Continued on next page

Table BRD19: Are you planning on traveling outside of your current state of residence for the Fourth of July?

Demographic	Yes		No		Not sure yet		Total N
Adults	12%	(257)	77%	(1669)	12%	(251)	2177
#1 Issue: Economy	10%	(58)	80%	(477)	10%	(60)	595
#1 Issue: Security	11%	(47)	77%	(320)	12%	(49)	415
#1 Issue: Health Care	12%	(58)	77%	(365)	11%	(53)	477
#1 Issue: Medicare / Social Security	9%	(24)	82%	(221)	9%	(25)	270
#1 Issue: Women's Issues	17%	(17)	64%	(61)	19%	(19)	97
#1 Issue: Education	21%	(30)	69%	(100)	10%	(15)	144
#1 Issue: Energy	18%	(17)	68%	(65)	14%	(13)	94
#1 Issue: Other	8%	(7)	71%	(60)	21%	(18)	85
2016 Vote: Democrat Hillary Clinton	16%	(124)	70%	(542)	14%	(109)	775
2016 Vote: Republican Donald Trump	12%	(85)	81%	(597)	7%	(54)	736
2016 Vote: Someone else	8%	(13)	82%	(136)	10%	(17)	165
2012 Vote: Barack Obama	13%	(114)	75%	(658)	12%	(106)	878
2012 Vote: Mitt Romney	10%	(59)	80%	(456)	9%	(52)	567
2012 Vote: Other	6%	(5)	81%	(69)	13%	(11)	85
2012 Vote: Didn't Vote	12%	(78)	75%	(484)	13%	(82)	644
4-Region: Northeast	13%	(53)	74%	(296)	12%	(48)	397
4-Region: Midwest	9%	(43)	80%	(374)	11%	(52)	469
4-Region: South	12%	(100)	76%	(612)	12%	(94)	806
4-Region: West	12%	(60)	77%	(387)	12%	(58)	506

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

Table BRD20: And, how do you plan on traveling?

Demographic	Driving		Fling domestically	Flying inter- national	Going on a cruise	Other	Don't Know		Total N
	Driving less than 5 hours	more than 5 hours					/ No Opinion		
Adults	35% (176)	22% (110)	11% (53)	8% (40)	7% (34)	1% (8)	17% (87)	508	
Gender: Male	31% (80)	24% (61)	13% (34)	12% (31)	7% (17)	2% (5)	11% (28)	255	
Gender: Female	38% (96)	20% (50)	8% (20)	4% (9)	7% (17)	1% (3)	23% (59)	253	
Age: 18-29	34% (48)	18% (25)	7% (10)	12% (17)	10% (14)	2% (2)	18% (25)	141	
Age: 30-44	37% (55)	14% (22)	14% (21)	8% (11)	7% (10)	2% (2)	19% (28)	151	
Age: 45-54	28% (27)	27% (27)	10% (9)	8% (8)	8% (8)	1% (1)	19% (18)	98	
Age: 55-64	38% (25)	36% (24)	9% (6)	4% (3)	— (0)	1% (1)	11% (7)	65	
Age: 65+	39% (21)	25% (13)	13% (7)	2% (1)	3% (2)	2% (1)	15% (8)	53	
PID: Dem (no lean)	36% (72)	21% (42)	9% (17)	7% (13)	8% (17)	2% (4)	17% (33)	198	
PID: Ind (no lean)	37% (58)	24% (37)	9% (13)	5% (8)	5% (8)	2% (4)	18% (28)	156	
PID: Rep (no lean)	30% (46)	20% (31)	15% (23)	12% (19)	6% (9)	— (0)	17% (26)	154	
PID/Gender: Dem Men	30% (28)	26% (24)	12% (11)	11% (10)	3% (3)	2% (2)	17% (16)	94	
PID/Gender: Dem Women	42% (44)	17% (18)	6% (6)	3% (3)	13% (13)	2% (2)	16% (17)	104	
PID/Gender: Ind Men	34% (26)	26% (20)	11% (9)	8% (6)	8% (6)	4% (3)	10% (7)	78	
PID/Gender: Ind Women	40% (32)	22% (17)	6% (5)	3% (2)	2% (2)	1% (1)	26% (20)	78	
PID/Gender: Rep Men	31% (26)	20% (17)	17% (14)	18% (15)	9% (8)	— (0)	5% (4)	83	
PID/Gender: Rep Women	28% (20)	21% (15)	12% (8)	5% (4)	3% (2)	— (0)	31% (22)	71	
Tea Party: Supporter	29% (56)	25% (47)	12% (22)	16% (30)	7% (14)	1% (2)	10% (18)	190	
Tea Party: Not Supporter	38% (119)	20% (63)	10% (31)	3% (10)	6% (20)	2% (5)	21% (66)	314	
Ideo: Liberal (1-3)	32% (70)	21% (45)	12% (26)	12% (27)	9% (20)	1% (3)	12% (25)	216	
Ideo: Moderate (4)	37% (43)	26% (30)	9% (10)	5% (6)	6% (7)	2% (3)	15% (17)	116	
Ideo: Conservative (5-7)	37% (44)	20% (24)	14% (17)	5% (6)	2% (3)	1% (2)	19% (23)	119	
Educ: < College	35% (124)	22% (77)	5% (18)	7% (25)	8% (29)	1% (4)	22% (77)	353	
Educ: Bachelors degree	34% (32)	18% (17)	28% (26)	10% (9)	1% (1)	3% (3)	7% (6)	94	
Educ: Post-grad	33% (20)	26% (16)	16% (10)	9% (6)	6% (4)	2% (1)	7% (4)	61	
Income: Under 50k	37% (105)	20% (58)	6% (16)	8% (22)	7% (20)	1% (3)	22% (61)	284	
Income: 50k-100k	34% (56)	24% (39)	15% (24)	9% (15)	8% (12)	1% (2)	10% (16)	164	
Income: 100k+	25% (15)	23% (14)	22% (14)	6% (4)	3% (2)	5% (3)	16% (10)	61	
Ethnicity: White	37% (130)	22% (78)	11% (40)	6% (20)	5% (19)	2% (6)	17% (59)	353	

Continued on next page

Table BRD20: And, how do you plan on traveling?

Demographic	Driving		Fling domestically	Flying inter- national	Going on a cruise	Other	Don't Know / No Opinion		Total N
	Driving less than 5 hours	more than 5 hours							
Adults	35% (176)	22% (110)	11% (53)	8% (40)	7% (34)	1% (8)	17% (87)	508	
Ethnicity: Hispanic	26% (31)	18% (21)	13% (15)	13% (15)	9% (11)	— (0)	22% (26)	119	
Ethnicity: Afr. Am.	31% (30)	25% (25)	6% (6)	13% (13)	8% (8)	1% (1)	16% (16)	100	
Ethnicity: Other	27% (15)	12% (7)	13% (7)	12% (7)	12% (7)	1% (1)	22% (12)	55	
Relig: Protestant	39% (35)	33% (29)	11% (10)	4% (3)	1% (1)	— (0)	13% (12)	89	
Relig: Roman Catholic	36% (54)	20% (31)	15% (22)	8% (12)	9% (13)	1% (1)	11% (17)	151	
Relig: Ath./Agn./None	38% (43)	15% (17)	5% (6)	9% (10)	3% (3)	2% (2)	28% (32)	113	
Relig: Something Else	32% (28)	20% (17)	11% (9)	11% (9)	11% (10)	2% (2)	13% (11)	86	
Relig: Evangelical	29% (49)	29% (49)	10% (16)	10% (16)	9% (14)	1% (2)	13% (23)	169	
Relig: Non-Evang. Catholics	40% (56)	20% (28)	15% (21)	3% (4)	5% (7)	1% (1)	15% (21)	139	
Relig: All Christian	34% (105)	25% (77)	12% (38)	7% (21)	7% (21)	1% (3)	14% (44)	308	
Relig: All Non-Christian	36% (71)	17% (34)	8% (15)	10% (19)	6% (13)	2% (4)	21% (42)	198	
Community: Urban	26% (44)	24% (42)	10% (18)	13% (23)	9% (15)	2% (4)	16% (27)	172	
Community: Suburban	34% (69)	24% (49)	14% (29)	5% (10)	5% (9)	1% (2)	18% (36)	203	
Community: Rural	47% (62)	15% (20)	5% (7)	6% (8)	7% (9)	1% (2)	19% (25)	133	
Employ: Private Sector	36% (61)	19% (31)	17% (29)	6% (11)	6% (9)	3% (5)	13% (23)	169	
Employ: Self-Employed	35% (22)	23% (15)	10% (7)	14% (9)	10% (6)	— (0)	8% (5)	64	
Employ: Retired	37% (25)	27% (19)	11% (7)	3% (2)	6% (4)	1% (1)	15% (10)	69	
Employ: Other	25% (12)	9% (4)	9% (5)	8% (4)	9% (4)	3% (1)	38% (19)	50	
Military HH: Yes	27% (30)	31% (33)	11% (12)	14% (15)	9% (9)	1% (1)	8% (8)	108	
Military HH: No	37% (146)	19% (77)	10% (42)	6% (25)	6% (25)	2% (7)	20% (79)	400	
RD/WT: Right Direction	33% (73)	21% (46)	13% (28)	11% (25)	6% (12)	1% (3)	15% (33)	220	
RD/WT: Wrong Track	36% (103)	22% (64)	9% (26)	5% (15)	7% (21)	2% (5)	19% (54)	288	
Strongly Approve	30% (32)	25% (28)	11% (13)	15% (16)	5% (6)	2% (2)	13% (14)	110	
Somewhat Approve	41% (43)	26% (27)	8% (8)	7% (7)	3% (3)	3% (3)	12% (12)	104	
Somewhat Disapprove	28% (18)	20% (13)	26% (16)	5% (3)	7% (5)	1% (1)	13% (8)	64	
Strongly Disapprove	36% (71)	20% (40)	8% (16)	7% (13)	9% (19)	1% (2)	18% (35)	196	
#1 Issue: Economy	31% (37)	22% (26)	15% (17)	6% (7)	6% (7)	1% (1)	21% (25)	118	
#1 Issue: Security	35% (34)	22% (21)	12% (11)	14% (13)	3% (3)	3% (3)	11% (10)	95	
#1 Issue: Health Care	44% (49)	18% (20)	6% (7)	8% (9)	5% (6)	1% (2)	17% (19)	111	

Continued on next page

Table BRD20: And, how do you plan on traveling?

Demographic	Driving		Fling domestically	Flying inter- national	Going on a cruise	Other	Don't Know / No Opinion		Total N
	Driving less than 5 hours	more than 5 hours							
Adults	35% (176)	22% (110)	11% (53)	8% (40)	7% (34)	1% (8)	17% (87)	508	
2016 Vote: Democrat Hillary Clinton	36% (83)	24% (55)	9% (22)	7% (16)	10% (22)	1% (3)	14% (33)	233	
2016 Vote: Republican Donald Trump	35% (49)	21% (30)	15% (21)	11% (16)	6% (8)	2% (3)	9% (12)	139	
2012 Vote: Barack Obama	35% (78)	24% (52)	10% (23)	7% (15)	9% (21)	1% (3)	13% (29)	220	
2012 Vote: Mitt Romney	39% (44)	17% (19)	15% (16)	10% (12)	4% (5)	3% (3)	12% (13)	111	
2012 Vote: Didn't Vote	32% (51)	21% (34)	8% (13)	8% (13)	5% (8)	1% (2)	24% (39)	161	
4-Region: Northeast	36% (36)	21% (21)	9% (9)	8% (8)	5% (5)	3% (3)	19% (19)	101	
4-Region: Midwest	34% (33)	21% (20)	8% (7)	5% (5)	9% (8)	2% (2)	21% (20)	95	
4-Region: South	39% (77)	19% (37)	10% (19)	8% (15)	8% (15)	1% (1)	16% (30)	194	
4-Region: West	26% (30)	28% (33)	16% (18)	10% (12)	5% (6)	1% (2)	15% (18)	118	

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

Table BRDDEM1_4NET: Are you a currently a member of any of the following services? Please select all that apply.

Amazon Prime

Demographic	Selected		Not Selected		Total N
Adults	38%	(830)	62%	(1347)	2177
Gender: Male	40%	(417)	60%	(631)	1048
Gender: Female	37%	(412)	63%	(717)	1129
Age: 18-29	41%	(194)	59%	(282)	475
Age: 30-44	44%	(242)	56%	(306)	549
Age: 45-54	35%	(135)	65%	(248)	382
Age: 55-64	38%	(144)	62%	(233)	377
Age: 65+	29%	(115)	71%	(278)	393
PID: Dem (no lean)	41%	(306)	59%	(449)	755
PID: Ind (no lean)	34%	(253)	66%	(489)	742
PID: Rep (no lean)	40%	(271)	60%	(409)	680
PID/Gender: Dem Men	44%	(152)	56%	(197)	349
PID/Gender: Dem Women	38%	(154)	62%	(252)	406
PID/Gender: Ind Men	36%	(125)	64%	(219)	343
PID/Gender: Ind Women	32%	(128)	68%	(271)	399
PID/Gender: Rep Men	39%	(140)	61%	(215)	355
PID/Gender: Rep Women	40%	(130)	60%	(194)	324
Tea Party: Supporter	40%	(240)	60%	(361)	600
Tea Party: Not Supporter	37%	(587)	63%	(979)	1565
Ideo: Liberal (1-3)	44%	(322)	56%	(406)	728
Ideo: Moderate (4)	38%	(208)	62%	(334)	542
Ideo: Conservative (5-7)	36%	(239)	64%	(429)	668
Educ: < College	33%	(516)	67%	(1033)	1549
Educ: Bachelors degree	47%	(193)	53%	(219)	411
Educ: Post-grad	56%	(121)	44%	(96)	216
Income: Under 50k	31%	(385)	69%	(860)	1245
Income: 50k-100k	45%	(304)	55%	(370)	675
Income: 100k+	55%	(140)	45%	(117)	257
Ethnicity: White	39%	(677)	61%	(1055)	1731

Continued on next page

Table BRDDEM1_4NET: Are you a currently a member of any of the following services? Please select all that apply.

Amazon Prime

Demographic	Selected		Not Selected		Total N
Adults	38%	(830)	62%	(1347)	2177
Ethnicity: Hispanic	42%	(135)	58%	(191)	326
Ethnicity: Afr. Am.	31%	(81)	69%	(185)	266
Ethnicity: Other	40%	(72)	60%	(108)	180
Relig: Protestant	41%	(209)	59%	(306)	515
Relig: Roman Catholic	39%	(187)	61%	(294)	480
Relig: Ath./Agn./None	38%	(233)	62%	(372)	605
Relig: Something Else	34%	(111)	66%	(218)	330
Relig: Evangelical	40%	(244)	60%	(363)	606
Relig: Non-Evang. Catholics	38%	(240)	62%	(392)	632
Relig: All Christian	39%	(484)	61%	(754)	1238
Relig: All Non-Christian	37%	(344)	63%	(591)	935
Community: Urban	40%	(232)	60%	(350)	581
Community: Suburban	39%	(382)	61%	(606)	988
Community: Rural	35%	(216)	65%	(392)	608
Employ: Private Sector	47%	(319)	53%	(355)	674
Employ: Government	50%	(78)	50%	(77)	155
Employ: Self-Employed	32%	(56)	68%	(117)	173
Employ: Homemaker	34%	(67)	66%	(128)	195
Employ: Student	49%	(52)	51%	(53)	104
Employ: Retired	30%	(146)	70%	(337)	483
Employ: Unemployed	27%	(57)	73%	(156)	213
Employ: Other	31%	(55)	69%	(124)	179
Military HH: Yes	38%	(144)	62%	(238)	382
Military HH: No	38%	(685)	62%	(1110)	1795
RD/WT: Right Direction	39%	(333)	61%	(528)	861
RD/WT: Wrong Track	38%	(497)	62%	(819)	1316
Strongly Approve	38%	(177)	62%	(288)	465
Somewhat Approve	39%	(194)	61%	(304)	497
Somewhat Disapprove	41%	(117)	59%	(167)	284
Strongly Disapprove	39%	(310)	61%	(491)	801
Dont Know / No Opinion	25%	(32)	75%	(98)	131

Continued on next page

Table BRDDEM1_4NET: Are you a currently a member of any of the following services? Please select all that apply.

Amazon Prime

Demographic	Selected		Not Selected		Total N
Adults	38%	(830)	62%	(1347)	2177
#1 Issue: Economy	39%	(231)	61%	(364)	595
#1 Issue: Security	36%	(151)	64%	(265)	415
#1 Issue: Health Care	38%	(179)	62%	(297)	477
#1 Issue: Medicare / Social Security	35%	(95)	65%	(175)	270
#1 Issue: Women's Issues	41%	(40)	59%	(57)	97
#1 Issue: Education	37%	(54)	63%	(90)	144
#1 Issue: Energy	48%	(46)	52%	(49)	94
#1 Issue: Other	41%	(35)	59%	(50)	85
2016 Vote: Democrat Hillary Clinton	42%	(325)	58%	(450)	775
2016 Vote: Republican Donald Trump	40%	(295)	60%	(442)	736
2016 Vote: Someone else	37%	(61)	63%	(104)	165
2012 Vote: Barack Obama	40%	(352)	60%	(526)	878
2012 Vote: Mitt Romney	38%	(216)	62%	(352)	567
2012 Vote: Other	43%	(37)	57%	(48)	85
2012 Vote: Didn't Vote	35%	(224)	65%	(420)	644
4-Region: Northeast	39%	(153)	61%	(244)	397
4-Region: Midwest	32%	(151)	68%	(317)	469
4-Region: South	37%	(297)	63%	(509)	806
4-Region: West	45%	(228)	55%	(277)	506

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

Table BRDDEM1_5NET: Are you a currently a member of any of the following services? Please select all that apply.
Spotify

Demographic	Selected		Not Selected		Total N
Adults	18%	(398)	82%	(1779)	2177
Gender: Male	20%	(207)	80%	(841)	1048
Gender: Female	17%	(191)	83%	(938)	1129
Age: 18-29	37%	(177)	63%	(299)	475
Age: 30-44	23%	(124)	77%	(425)	549
Age: 45-54	14%	(54)	86%	(328)	382
Age: 55-64	8%	(29)	92%	(348)	377
Age: 65+	4%	(14)	96%	(380)	393
PID: Dem (no lean)	22%	(170)	78%	(586)	755
PID: Ind (no lean)	17%	(128)	83%	(614)	742
PID: Rep (no lean)	15%	(100)	85%	(579)	680
PID/Gender: Dem Men	24%	(84)	76%	(266)	349
PID/Gender: Dem Women	21%	(86)	79%	(320)	406
PID/Gender: Ind Men	17%	(58)	83%	(286)	343
PID/Gender: Ind Women	18%	(70)	82%	(328)	399
PID/Gender: Rep Men	18%	(65)	82%	(290)	355
PID/Gender: Rep Women	11%	(35)	89%	(289)	324
Tea Party: Supporter	22%	(132)	78%	(468)	600
Tea Party: Not Supporter	17%	(263)	83%	(1302)	1565
Ideo: Liberal (1-3)	22%	(160)	78%	(568)	728
Ideo: Moderate (4)	21%	(114)	79%	(427)	542
Ideo: Conservative (5-7)	14%	(94)	86%	(574)	668
Educ: < College	18%	(283)	82%	(1266)	1549
Educ: Bachelors degree	18%	(76)	82%	(335)	411
Educ: Post-grad	18%	(39)	82%	(177)	216
Income: Under 50k	18%	(228)	82%	(1017)	1245
Income: 50k-100k	18%	(124)	82%	(551)	675
Income: 100k+	18%	(45)	82%	(212)	257
Ethnicity: White	17%	(288)	83%	(1443)	1731

Continued on next page

Table BRDDEM1_5NET: Are you a currently a member of any of the following services? Please select all that apply.
 Spotify

Demographic	Selected		Not Selected		Total N
Adults	18%	(398)	82%	(1779)	2177
Ethnicity: Hispanic	31%	(102)	69%	(223)	326
Ethnicity: Afr. Am.	22%	(58)	78%	(207)	266
Ethnicity: Other	29%	(51)	71%	(129)	180
Relig: Protestant	13%	(67)	87%	(448)	515
Relig: Roman Catholic	19%	(94)	81%	(387)	480
Relig: Ath./Agn./None	20%	(122)	80%	(483)	605
Relig: Something Else	18%	(59)	82%	(271)	330
Relig: Evangelical	20%	(119)	80%	(487)	606
Relig: Non-Evang. Catholics	15%	(98)	85%	(534)	632
Relig: All Christian	18%	(217)	82%	(1022)	1238
Relig: All Non-Christian	19%	(180)	81%	(754)	935
Community: Urban	26%	(149)	74%	(432)	581
Community: Suburban	17%	(163)	83%	(825)	988
Community: Rural	14%	(85)	86%	(522)	608
Employ: Private Sector	23%	(152)	77%	(522)	674
Employ: Government	22%	(34)	78%	(122)	155
Employ: Self-Employed	24%	(41)	76%	(132)	173
Employ: Homemaker	16%	(31)	84%	(164)	195
Employ: Student	48%	(50)	52%	(54)	104
Employ: Retired	5%	(26)	95%	(457)	483
Employ: Unemployed	13%	(28)	87%	(185)	213
Employ: Other	20%	(36)	80%	(143)	179
Military HH: Yes	12%	(48)	88%	(334)	382
Military HH: No	20%	(350)	80%	(1445)	1795
RD/WT: Right Direction	17%	(149)	83%	(712)	861
RD/WT: Wrong Track	19%	(249)	81%	(1067)	1316
Strongly Approve	14%	(63)	86%	(401)	465
Somewhat Approve	17%	(85)	83%	(412)	497
Somewhat Disapprove	28%	(79)	72%	(205)	284
Strongly Disapprove	18%	(147)	82%	(654)	801
Dont Know / No Opinion	18%	(23)	82%	(108)	131

Continued on next page

Table BRDDEM1_5NET: Are you a currently a member of any of the following services? Please select all that apply.

Spotify

Demographic	Selected		Not Selected		Total N
Adults	18%	(398)	82%	(1779)	2177
#1 Issue: Economy	19%	(114)	81%	(481)	595
#1 Issue: Security	18%	(77)	82%	(339)	415
#1 Issue: Health Care	16%	(75)	84%	(402)	477
#1 Issue: Medicare / Social Security	11%	(30)	89%	(240)	270
#1 Issue: Women's Issues	22%	(21)	78%	(76)	97
#1 Issue: Education	29%	(42)	71%	(103)	144
#1 Issue: Energy	29%	(27)	71%	(67)	94
#1 Issue: Other	15%	(13)	85%	(72)	85
2016 Vote: Democrat Hillary Clinton	20%	(152)	80%	(623)	775
2016 Vote: Republican Donald Trump	14%	(104)	86%	(632)	736
2016 Vote: Someone else	22%	(36)	78%	(129)	165
2012 Vote: Barack Obama	17%	(146)	83%	(732)	878
2012 Vote: Mitt Romney	12%	(71)	88%	(496)	567
2012 Vote: Other	12%	(10)	88%	(75)	85
2012 Vote: Didn't Vote	27%	(171)	73%	(473)	644
4-Region: Northeast	14%	(55)	86%	(343)	397
4-Region: Midwest	15%	(70)	85%	(398)	469
4-Region: South	21%	(169)	79%	(636)	806
4-Region: West	21%	(104)	79%	(402)	506

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

Table BRDDEM1_6NET: Are you a currently a member of any of the following services? Please select all that apply.

Apple Music

Demographic	Selected		Not Selected		Total N
Adults	13%	(279)	87%	(1898)	2177
Gender: Male	13%	(133)	87%	(914)	1048
Gender: Female	13%	(146)	87%	(983)	1129
Age: 18-29	22%	(106)	78%	(369)	475
Age: 30-44	18%	(100)	82%	(449)	549
Age: 45-54	9%	(35)	91%	(348)	382
Age: 55-64	6%	(24)	94%	(353)	377
Age: 65+	4%	(15)	96%	(379)	393
PID: Dem (no lean)	15%	(116)	85%	(639)	755
PID: Ind (no lean)	11%	(79)	89%	(664)	742
PID: Rep (no lean)	12%	(84)	88%	(595)	680
PID/Gender: Dem Men	16%	(54)	84%	(295)	349
PID/Gender: Dem Women	15%	(62)	85%	(344)	406
PID/Gender: Ind Men	10%	(33)	90%	(310)	343
PID/Gender: Ind Women	11%	(45)	89%	(354)	399
PID/Gender: Rep Men	13%	(46)	87%	(310)	355
PID/Gender: Rep Women	12%	(38)	88%	(286)	324
Tea Party: Supporter	18%	(108)	82%	(493)	600
Tea Party: Not Supporter	11%	(172)	89%	(1394)	1565
Ideo: Liberal (1-3)	18%	(132)	82%	(596)	728
Ideo: Moderate (4)	13%	(70)	87%	(472)	542
Ideo: Conservative (5-7)	9%	(62)	91%	(605)	668
Educ: < College	13%	(195)	87%	(1355)	1549
Educ: Bachelors degree	11%	(47)	89%	(364)	411
Educ: Post-grad	17%	(37)	83%	(179)	216
Income: Under 50k	12%	(145)	88%	(1100)	1245
Income: 50k-100k	14%	(94)	86%	(581)	675
Income: 100k+	16%	(40)	84%	(217)	257
Ethnicity: White	11%	(195)	89%	(1536)	1731

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Table BRDDEM1_6NET: Are you a currently a member of any of the following services? Please select all that apply.
Apple Music

Demographic	Selected		Not Selected		Total N
Adults	13%	(279)	87%	(1898)	2177
Ethnicity: Hispanic	19%	(63)	81%	(263)	326
Ethnicity: Afr. Am.	19%	(49)	81%	(216)	266
Ethnicity: Other	19%	(35)	81%	(145)	180
Relig: Protestant	9%	(49)	91%	(466)	515
Relig: Roman Catholic	16%	(77)	84%	(403)	480
Relig: Ath./Agn./None	12%	(74)	88%	(531)	605
Relig: Something Else	13%	(43)	87%	(287)	330
Relig: Evangelical	14%	(85)	86%	(521)	606
Relig: Non-Evang. Catholics	12%	(78)	88%	(554)	632
Relig: All Christian	13%	(163)	87%	(1076)	1238
Relig: All Non-Christian	12%	(117)	88%	(818)	935
Community: Urban	17%	(97)	83%	(484)	581
Community: Suburban	12%	(119)	88%	(869)	988
Community: Rural	10%	(64)	90%	(544)	608
Employ: Private Sector	15%	(101)	85%	(573)	674
Employ: Government	16%	(24)	84%	(131)	155
Employ: Self-Employed	15%	(27)	85%	(147)	173
Employ: Homemaker	13%	(26)	87%	(169)	195
Employ: Student	27%	(28)	73%	(76)	104
Employ: Retired	6%	(31)	94%	(452)	483
Employ: Unemployed	10%	(21)	90%	(192)	213
Employ: Other	12%	(22)	88%	(157)	179
Military HH: Yes	12%	(46)	88%	(336)	382
Military HH: No	13%	(233)	87%	(1561)	1795
RD/WT: Right Direction	13%	(112)	87%	(749)	861
RD/WT: Wrong Track	13%	(167)	87%	(1149)	1316
Strongly Approve	13%	(61)	87%	(403)	465
Somewhat Approve	11%	(52)	89%	(445)	497
Somewhat Disapprove	17%	(48)	83%	(235)	284
Strongly Disapprove	13%	(107)	87%	(694)	801
Dont Know / No Opinion	8%	(11)	92%	(120)	131

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Table BRDDEM1_6NET: Are you a currently a member of any of the following services? Please select all that apply.
 Apple Music

Demographic	Selected		Not Selected		Total N
Adults	13%	(279)	87%	(1898)	2177
#1 Issue: Economy	14%	(81)	86%	(514)	595
#1 Issue: Security	14%	(59)	86%	(357)	415
#1 Issue: Health Care	9%	(44)	91%	(432)	477
#1 Issue: Medicare / Social Security	9%	(25)	91%	(246)	270
#1 Issue: Women's Issues	15%	(14)	85%	(82)	97
#1 Issue: Education	25%	(36)	75%	(109)	144
#1 Issue: Energy	11%	(10)	89%	(84)	94
#1 Issue: Other	12%	(11)	88%	(74)	85
2016 Vote: Democrat Hillary Clinton	15%	(120)	85%	(655)	775
2016 Vote: Republican Donald Trump	11%	(82)	89%	(654)	736
2016 Vote: Someone else	11%	(17)	89%	(148)	165
2012 Vote: Barack Obama	14%	(121)	86%	(757)	878
2012 Vote: Mitt Romney	11%	(61)	89%	(506)	567
2012 Vote: Other	8%	(7)	92%	(79)	85
2012 Vote: Didn't Vote	14%	(90)	86%	(554)	644
4-Region: Northeast	12%	(47)	88%	(351)	397
4-Region: Midwest	9%	(43)	91%	(426)	469
4-Region: South	14%	(117)	86%	(689)	806
4-Region: West	15%	(73)	85%	(432)	506

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

Table BRDDEM1_7NET: Are you a currently a member of any of the following services? Please select all that apply.
Pandora Premium

Demographic	Selected		Not Selected		Total N
Adults	13%	(286)	87%	(1891)	2177
Gender: Male	12%	(129)	88%	(919)	1048
Gender: Female	14%	(157)	86%	(972)	1129
Age: 18-29	21%	(98)	79%	(377)	475
Age: 30-44	16%	(88)	84%	(461)	549
Age: 45-54	16%	(61)	84%	(321)	382
Age: 55-64	6%	(23)	94%	(354)	377
Age: 65+	4%	(16)	96%	(377)	393
PID: Dem (no lean)	14%	(104)	86%	(651)	755
PID: Ind (no lean)	11%	(85)	89%	(657)	742
PID: Rep (no lean)	14%	(97)	86%	(583)	680
PID/Gender: Dem Men	15%	(51)	85%	(298)	349
PID/Gender: Dem Women	13%	(53)	87%	(353)	406
PID/Gender: Ind Men	9%	(29)	91%	(314)	343
PID/Gender: Ind Women	14%	(56)	86%	(343)	399
PID/Gender: Rep Men	14%	(49)	86%	(306)	355
PID/Gender: Rep Women	15%	(48)	85%	(276)	324
Tea Party: Supporter	19%	(114)	81%	(487)	600
Tea Party: Not Supporter	11%	(171)	89%	(1395)	1565
Ideo: Liberal (1-3)	19%	(136)	81%	(592)	728
Ideo: Moderate (4)	11%	(57)	89%	(484)	542
Ideo: Conservative (5-7)	9%	(62)	91%	(606)	668
Educ: < College	15%	(227)	85%	(1323)	1549
Educ: Bachelors degree	9%	(35)	91%	(376)	411
Educ: Post-grad	11%	(24)	89%	(192)	216
Income: Under 50k	14%	(174)	86%	(1071)	1245
Income: 50k-100k	12%	(82)	88%	(593)	675
Income: 100k+	12%	(30)	88%	(227)	257
Ethnicity: White	11%	(190)	89%	(1541)	1731

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Table BRDDEM1_7NET: Are you a currently a member of any of the following services? Please select all that apply.

Pandora Premium

Demographic	Selected		Not Selected		Total N
Adults	13%	(286)	87%	(1891)	2177
Ethnicity: Hispanic	20%	(64)	80%	(262)	326
Ethnicity: Afr. Am.	24%	(63)	76%	(202)	266
Ethnicity: Other	18%	(32)	82%	(148)	180
Relig: Protestant	9%	(47)	91%	(468)	515
Relig: Roman Catholic	14%	(68)	86%	(412)	480
Relig: Ath./Agn./None	11%	(66)	89%	(539)	605
Relig: Something Else	18%	(59)	82%	(271)	330
Relig: Evangelical	16%	(95)	84%	(511)	606
Relig: Non-Evang. Catholics	10%	(65)	90%	(567)	632
Relig: All Christian	13%	(161)	87%	(1078)	1238
Relig: All Non-Christian	13%	(125)	87%	(809)	935
Community: Urban	16%	(91)	84%	(491)	581
Community: Suburban	13%	(124)	87%	(864)	988
Community: Rural	12%	(71)	88%	(537)	608
Employ: Private Sector	14%	(97)	86%	(577)	674
Employ: Government	17%	(26)	83%	(130)	155
Employ: Self-Employed	16%	(28)	84%	(145)	173
Employ: Homemaker	19%	(37)	81%	(158)	195
Employ: Student	15%	(16)	85%	(89)	104
Employ: Retired	6%	(29)	94%	(454)	483
Employ: Unemployed	9%	(19)	91%	(194)	213
Employ: Other	19%	(34)	81%	(145)	179
Military HH: Yes	12%	(47)	88%	(336)	382
Military HH: No	13%	(239)	87%	(1555)	1795
RD/WT: Right Direction	15%	(125)	85%	(736)	861
RD/WT: Wrong Track	12%	(161)	88%	(1155)	1316
Strongly Approve	13%	(63)	87%	(402)	465
Somewhat Approve	14%	(67)	86%	(430)	497
Somewhat Disapprove	11%	(31)	89%	(253)	284
Strongly Disapprove	13%	(108)	87%	(693)	801
Dont Know / No Opinion	13%	(18)	87%	(113)	131

Continued on next page

Table BRDDEM1_7NET: Are you a currently a member of any of the following services? Please select all that apply.

Pandora Premium

Demographic	Selected		Not Selected		Total N
Adults	13%	(286)	87%	(1891)	2177
#1 Issue: Economy	13%	(74)	87%	(520)	595
#1 Issue: Security	11%	(48)	89%	(368)	415
#1 Issue: Health Care	13%	(62)	87%	(415)	477
#1 Issue: Medicare / Social Security	9%	(23)	91%	(247)	270
#1 Issue: Women's Issues	22%	(21)	78%	(76)	97
#1 Issue: Education	23%	(34)	77%	(110)	144
#1 Issue: Energy	19%	(18)	81%	(76)	94
#1 Issue: Other	7%	(6)	93%	(79)	85
2016 Vote: Democrat Hillary Clinton	14%	(106)	86%	(669)	775
2016 Vote: Republican Donald Trump	12%	(90)	88%	(646)	736
2016 Vote: Someone else	10%	(17)	90%	(149)	165
2012 Vote: Barack Obama	14%	(119)	86%	(759)	878
2012 Vote: Mitt Romney	10%	(55)	90%	(513)	567
2012 Vote: Other	6%	(5)	94%	(80)	85
2012 Vote: Didn't Vote	17%	(107)	83%	(537)	644
4-Region: Northeast	11%	(44)	89%	(353)	397
4-Region: Midwest	11%	(52)	89%	(417)	469
4-Region: South	14%	(111)	86%	(694)	806
4-Region: West	16%	(79)	84%	(427)	506

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

Table BRDDEM1_8NET: Are you a currently a member of any of the following services? Please select all that apply.

Netflix

Demographic	Selected		Not Selected		Total N
Adults	53%	(1147)	47%	(1030)	2177
Gender: Male	53%	(557)	47%	(491)	1048
Gender: Female	52%	(590)	48%	(539)	1129
Age: 18-29	77%	(364)	23%	(111)	475
Age: 30-44	66%	(361)	34%	(187)	549
Age: 45-54	46%	(178)	54%	(205)	382
Age: 55-64	37%	(141)	63%	(236)	377
Age: 65+	26%	(103)	74%	(290)	393
PID: Dem (no lean)	55%	(412)	45%	(343)	755
PID: Ind (no lean)	54%	(404)	46%	(338)	742
PID: Rep (no lean)	49%	(330)	51%	(350)	680
PID/Gender: Dem Men	56%	(196)	44%	(153)	349
PID/Gender: Dem Women	53%	(216)	47%	(190)	406
PID/Gender: Ind Men	55%	(190)	45%	(153)	343
PID/Gender: Ind Women	54%	(214)	46%	(185)	399
PID/Gender: Rep Men	48%	(170)	52%	(185)	355
PID/Gender: Rep Women	49%	(159)	51%	(165)	324
Tea Party: Supporter	54%	(324)	46%	(277)	600
Tea Party: Not Supporter	52%	(815)	48%	(751)	1565
Ideo: Liberal (1-3)	58%	(422)	42%	(306)	728
Ideo: Moderate (4)	51%	(278)	49%	(264)	542
Ideo: Conservative (5-7)	47%	(316)	53%	(352)	668
Educ: < College	51%	(784)	49%	(766)	1549
Educ: Bachelors degree	58%	(238)	42%	(173)	411
Educ: Post-grad	57%	(124)	43%	(92)	216
Income: Under 50k	48%	(602)	52%	(643)	1245
Income: 50k-100k	58%	(391)	42%	(284)	675
Income: 100k+	60%	(153)	40%	(104)	257
Ethnicity: White	51%	(882)	49%	(849)	1731

Continued on next page

Table BRDDEM1_8NET: Are you a currently a member of any of the following services? Please select all that apply.

Netflix

Demographic	Selected		Not Selected		Total N
Adults	53%	(1147)	47%	(1030)	2177
Ethnicity: Hispanic	68%	(221)	32%	(105)	326
Ethnicity: Afr. Am.	57%	(152)	43%	(114)	266
Ethnicity: Other	63%	(113)	37%	(67)	180
Relig: Protestant	43%	(223)	57%	(292)	515
Relig: Roman Catholic	53%	(254)	47%	(226)	480
Relig: Ath./Agn./None	58%	(351)	42%	(254)	605
Relig: Something Else	59%	(194)	41%	(136)	330
Relig: Evangelical	48%	(293)	52%	(314)	606
Relig: Non-Evang. Catholics	49%	(308)	51%	(324)	632
Relig: All Christian	49%	(601)	51%	(637)	1238
Relig: All Non-Christian	58%	(545)	42%	(390)	935
Community: Urban	57%	(329)	43%	(252)	581
Community: Suburban	53%	(527)	47%	(461)	988
Community: Rural	48%	(291)	52%	(317)	608
Employ: Private Sector	65%	(435)	35%	(239)	674
Employ: Government	59%	(92)	41%	(63)	155
Employ: Self-Employed	55%	(96)	45%	(77)	173
Employ: Homemaker	56%	(109)	44%	(86)	195
Employ: Student	82%	(85)	18%	(19)	104
Employ: Retired	28%	(137)	72%	(346)	483
Employ: Unemployed	48%	(102)	52%	(110)	213
Employ: Other	50%	(89)	50%	(90)	179
Military HH: Yes	43%	(163)	57%	(219)	382
Military HH: No	55%	(984)	45%	(811)	1795
RD/WT: Right Direction	50%	(428)	50%	(433)	861
RD/WT: Wrong Track	55%	(718)	45%	(597)	1316
Strongly Approve	47%	(217)	53%	(248)	465
Somewhat Approve	48%	(241)	52%	(257)	497
Somewhat Disapprove	58%	(166)	42%	(118)	284
Strongly Disapprove	56%	(450)	44%	(351)	801
Dont Know / No Opinion	57%	(74)	43%	(57)	131

Continued on next page

Table BRDDEM1_8NET: Are you a currently a member of any of the following services? Please select all that apply.

Netflix

Demographic	Selected		Not Selected		Total N
Adults	53%	(1147)	47%	(1030)	2177
#1 Issue: Economy	59%	(349)	41%	(246)	595
#1 Issue: Security	48%	(200)	52%	(216)	415
#1 Issue: Health Care	52%	(246)	48%	(231)	477
#1 Issue: Medicare / Social Security	33%	(90)	67%	(180)	270
#1 Issue: Women's Issues	65%	(63)	35%	(34)	97
#1 Issue: Education	65%	(94)	35%	(50)	144
#1 Issue: Energy	65%	(61)	35%	(33)	94
#1 Issue: Other	52%	(44)	48%	(40)	85
2016 Vote: Democrat Hillary Clinton	54%	(422)	46%	(353)	775
2016 Vote: Republican Donald Trump	46%	(336)	54%	(400)	736
2016 Vote: Someone else	57%	(94)	43%	(72)	165
2012 Vote: Barack Obama	51%	(447)	49%	(431)	878
2012 Vote: Mitt Romney	46%	(259)	54%	(308)	567
2012 Vote: Other	55%	(47)	45%	(38)	85
2012 Vote: Didn't Vote	61%	(394)	39%	(251)	644
4-Region: Northeast	49%	(194)	51%	(203)	397
4-Region: Midwest	48%	(227)	52%	(241)	469
4-Region: South	52%	(417)	48%	(389)	806
4-Region: West	61%	(308)	39%	(197)	506

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	2177	100%
xdemGender	Gender: Male	1048	48%
	Gender: Female	1129	52%
	N	2177	
age5	Age: 18-29	475	22%
	Age: 30-44	549	25%
	Age: 45-54	382	18%
	Age: 55-64	377	17%
	Age: 65+	393	18%
	N	2177	
xpid3	PID: Dem (no lean)	755	35%
	PID: Ind (no lean)	742	34%
	PID: Rep (no lean)	680	31%
	N	2177	
xpidGender	PID/Gender: Dem Men	349	16%
	PID/Gender: Dem Women	406	19%
	PID/Gender: Ind Men	343	16%
	PID/Gender: Ind Women	399	18%
	PID/Gender: Rep Men	355	16%
	PID/Gender: Rep Women	324	15%
	N	2177	
xdemTea	Tea Party: Supporter	600	28%
	Tea Party: Not Supporter	1565	72%
	N	2166	
xdemIdeo3	Ideo: Liberal (1-3)	728	33%
	Ideo: Moderate (4)	542	25%
	Ideo: Conservative (5-7)	668	31%
	N	1937	
xeduc3	Educ: < College	1549	71%
	Educ: Bachelors degree	411	19%
	Educ: Post-grad	216	10%
	N	2177	
xdemInc3	Income: Under 50k	1245	57%
	Income: 50k-100k	675	31%
	Income: 100k+	257	12%
	N	2177	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1731	80%
xdemHispBin	Ethnicity: Hispanic	326	15%
demBlackBin	Ethnicity: Afr. Am.	266	12%
demRaceOther	Ethnicity: Other	180	8%
xrelNet	Relig: Protestant	515	24%
	Relig: Roman Catholic	480	22%
	Relig: Ath./Agn./None	605	28%
	Relig: Something Else	330	15%
	N	1930	
xreligion1	Relig: Jewish	46	2%
xreligion2	Relig: Evangelical	606	28%
	Relig: Non-Evang. Catholics	632	29%
	N	1238	
xreligion3	Relig: All Christian	1238	57%
	Relig: All Non-Christian	935	43%
	N	2173	
xdemUsr	Community: Urban	581	27%
	Community: Suburban	988	45%
	Community: Rural	608	28%
	N	2177	
xdemEmploy	Employ: Private Sector	674	31%
	Employ: Government	155	7%
	Employ: Self-Employed	173	8%
	Employ: Homemaker	195	9%
	Employ: Student	104	5%
	Employ: Retired	483	22%
	Employ: Unemployed	213	10%
	Employ: Other	179	8%
	N	2177	
xdemMilHH1	Military HH: Yes	382	18%
	Military HH: No	1795	82%
	N	2177	
xnr1	RD/WT: Right Direction	861	40%
	RD/WT: Wrong Track	1316	60%
	N	2177	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	465	21%
	Somewhat Approve	497	23%
	Somewhat Disapprove	284	13%
	Strongly Disapprove	801	37%
	Dont Know / No Opinion	131	6%
	N	2177	
xnr3	#1 Issue: Economy	595	27%
	#1 Issue: Security	415	19%
	#1 Issue: Health Care	477	22%
	#1 Issue: Medicare / Social Security	270	12%
	#1 Issue: Women's Issues	97	4%
	#1 Issue: Education	144	7%
	#1 Issue: Energy	94	4%
	#1 Issue: Other	85	4%
	N	2177	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	775	36%
	2016 Vote: Republican Donald Trump	736	34%
	2016 Vote: Someone else	165	8%
	N	1677	
xsubVote12O	2012 Vote: Barack Obama	878	40%
	2012 Vote: Mitt Romney	567	26%
	2012 Vote: Other	85	4%
	2012 Vote: Didn't Vote	644	30%
	N	2175	
xreg4	4-Region: Northeast	397	18%
	4-Region: Midwest	469	22%
	4-Region: South	806	37%
	4-Region: West	506	23%
	N	2177	

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

