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Morning Consult
National Tracking Poll #170806
August 10-14, 2017

Crosstabulation Results

Methodology:

This poll was conducted from August 10-14, 2017, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1: Do you prefer to communicate with others using text, voice, or video?

Demographic	Text		Voice		Video		Don't Know / No Opinion		Total N
Adults	50%	(1107)	37%	(812)	4%	(95)	8%	(187)	2201
Gender: Male	38%	(398)	45%	(481)	6%	(68)	11%	(112)	1059
Gender: Female	62%	(709)	29%	(330)	2%	(27)	7%	(75)	1142
Age: 18-29	61%	(301)	20%	(101)	7%	(35)	12%	(59)	495
Age: 30-44	62%	(335)	27%	(145)	5%	(27)	6%	(34)	541
Age: 45-54	54%	(238)	34%	(150)	3%	(12)	9%	(38)	438
Age: 55-64	40%	(131)	52%	(171)	3%	(9)	6%	(19)	330
Age: 65+	26%	(103)	62%	(246)	3%	(12)	9%	(37)	398
PID: Dem (no lean)	50%	(356)	37%	(262)	4%	(30)	8%	(57)	705
PID: Ind (no lean)	53%	(421)	32%	(260)	4%	(31)	11%	(88)	800
PID: Rep (no lean)	47%	(330)	42%	(290)	5%	(34)	6%	(43)	697
PID/Gender: Dem Men	38%	(118)	46%	(142)	7%	(23)	9%	(28)	311
PID/Gender: Dem Women	60%	(238)	31%	(120)	2%	(7)	7%	(28)	393
PID/Gender: Ind Men	39%	(148)	41%	(155)	6%	(21)	14%	(51)	374
PID/Gender: Ind Women	64%	(273)	25%	(105)	2%	(10)	9%	(37)	425
PID/Gender: Rep Men	35%	(132)	49%	(185)	7%	(24)	9%	(33)	374
PID/Gender: Rep Women	61%	(198)	33%	(105)	3%	(10)	3%	(10)	323
Tea Party: Supporter	53%	(301)	36%	(208)	6%	(35)	5%	(29)	572
Tea Party: Not Supporter	50%	(804)	37%	(597)	4%	(60)	10%	(157)	1619
Ideo: Liberal (1-3)	51%	(366)	35%	(254)	6%	(44)	8%	(58)	722
Ideo: Moderate (4)	52%	(236)	39%	(177)	2%	(10)	7%	(30)	454
Ideo: Conservative (5-7)	49%	(354)	42%	(301)	4%	(29)	5%	(39)	723
Educ: < College	49%	(772)	36%	(564)	5%	(75)	10%	(155)	1567
Educ: Bachelors degree	55%	(229)	38%	(160)	2%	(9)	4%	(17)	416
Educ: Post-grad	49%	(106)	40%	(87)	5%	(10)	7%	(14)	219
Income: Under 50k	50%	(653)	36%	(471)	5%	(67)	10%	(126)	1316
Income: 50k-100k	51%	(328)	38%	(248)	4%	(23)	7%	(46)	644
Income: 100k+	53%	(127)	38%	(93)	2%	(6)	6%	(16)	241

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Table BRD1: Do you prefer to communicate with others using text, voice, or video?

Demographic	Text		Voice		Video		Don't Know / No Opinion		Total N
Adults	50%	(1107)	37%	(812)	4%	(95)	8%	(187)	2201
Ethnicity: White	52%	(904)	38%	(665)	3%	(53)	7%	(128)	1750
Ethnicity: Hispanic	45%	(149)	33%	(108)	10%	(33)	12%	(39)	329
Ethnicity: Afr. Am.	41%	(109)	36%	(97)	11%	(28)	13%	(34)	269
Ethnicity: Other	52%	(94)	27%	(49)	8%	(14)	13%	(24)	182
Relig: Protestant	47%	(231)	42%	(208)	5%	(26)	6%	(31)	495
Relig: Roman Catholic	47%	(218)	42%	(198)	5%	(25)	6%	(28)	468
Relig: Ath./Agn./None	52%	(354)	30%	(206)	3%	(22)	14%	(94)	675
Relig: Something Else	52%	(162)	36%	(113)	4%	(14)	8%	(24)	313
Relig: Evangelical	53%	(312)	36%	(215)	6%	(33)	5%	(30)	590
Relig: Non-Evang. Catholics	45%	(279)	44%	(276)	4%	(27)	6%	(38)	620
Relig: All Christian	49%	(592)	41%	(491)	5%	(60)	6%	(68)	1210
Relig: All Non-Christian	52%	(515)	32%	(319)	4%	(35)	12%	(118)	988
Community: Urban	49%	(253)	34%	(175)	6%	(32)	12%	(60)	521
Community: Suburban	49%	(513)	40%	(414)	4%	(42)	7%	(77)	1046
Community: Rural	54%	(340)	35%	(223)	3%	(22)	8%	(50)	635
Employ: Private Sector	59%	(405)	33%	(229)	3%	(23)	5%	(35)	692
Employ: Government	57%	(100)	31%	(55)	5%	(9)	7%	(12)	176
Employ: Self-Employed	43%	(78)	42%	(74)	8%	(15)	7%	(13)	179
Employ: Homemaker	69%	(132)	20%	(39)	5%	(9)	6%	(12)	192
Employ: Student	61%	(60)	29%	(29)	4%	(4)	6%	(6)	99
Employ: Retired	29%	(143)	57%	(285)	3%	(16)	11%	(52)	496
Employ: Unemployed	55%	(104)	29%	(54)	5%	(10)	10%	(20)	188
Employ: Other	47%	(85)	26%	(46)	6%	(10)	21%	(38)	178
Military HH: Yes	40%	(175)	43%	(188)	8%	(34)	9%	(41)	437
Military HH: No	53%	(932)	35%	(624)	3%	(61)	8%	(146)	1764
RD/WT: Right Direction	45%	(386)	40%	(341)	6%	(53)	9%	(75)	856
RD/WT: Wrong Track	54%	(721)	35%	(470)	3%	(42)	8%	(112)	1345

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Table BRD1: Do you prefer to communicate with others using text, voice, or video?

Demographic	Text		Voice		Video		Don't Know / No Opinion		Total N
Adults	50%	(1107)	37%	(812)	4%	(95)	8%	(187)	2201
Strongly Approve	43%	(201)	41%	(193)	6%	(29)	10%	(48)	471
Somewhat Approve	49%	(235)	41%	(194)	5%	(25)	5%	(24)	479
Somewhat Disapprove	53%	(158)	36%	(109)	5%	(14)	6%	(20)	301
Strongly Disapprove	55%	(448)	36%	(290)	3%	(23)	7%	(55)	816
Dont Know / No Opinion	48%	(65)	19%	(26)	3%	(3)	30%	(41)	135
#1 Issue: Economy	55%	(304)	37%	(204)	2%	(12)	6%	(34)	554
#1 Issue: Security	47%	(198)	40%	(167)	6%	(26)	7%	(31)	422
#1 Issue: Health Care	52%	(239)	37%	(171)	5%	(22)	5%	(25)	457
#1 Issue: Medicare / Social Security	33%	(107)	50%	(162)	4%	(15)	13%	(41)	325
#1 Issue: Women's Issues	64%	(81)	18%	(23)	6%	(8)	11%	(13)	125
#1 Issue: Education	65%	(92)	21%	(30)	4%	(5)	11%	(15)	143
#1 Issue: Energy	54%	(46)	31%	(26)	8%	(7)	6%	(5)	85
#1 Issue: Other	44%	(40)	31%	(28)	—	(0)	24%	(22)	90
2016 Vote: Democrat Hillary Clinton	48%	(337)	40%	(282)	4%	(29)	7%	(47)	696
2016 Vote: Republican Donald Trump	47%	(357)	42%	(318)	3%	(24)	8%	(58)	757
2016 Vote: Someone else	50%	(93)	37%	(69)	4%	(7)	9%	(16)	185
2012 Vote: Barack Obama	45%	(360)	42%	(335)	5%	(44)	7%	(57)	795
2012 Vote: Mitt Romney	45%	(266)	46%	(275)	3%	(18)	6%	(36)	594
2012 Vote: Other	48%	(44)	39%	(36)	3%	(3)	9%	(9)	92
2012 Vote: Didn't Vote	61%	(436)	23%	(164)	4%	(31)	12%	(85)	717
4-Region: Northeast	45%	(182)	38%	(154)	7%	(26)	10%	(39)	402
4-Region: Midwest	50%	(238)	38%	(179)	2%	(12)	9%	(45)	474
4-Region: South	52%	(422)	36%	(290)	4%	(33)	9%	(70)	815
4-Region: West	52%	(265)	37%	(188)	5%	(25)	7%	(34)	511

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

Table BRD2_4: How recently have you used each the following applications to communicate with others?
Text messages (SMS)

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	63% (1393)	16% (362)	5% (116)	2% (46)	2% (42)	11% (241)	2201
Gender: Male	50% (527)	22% (229)	8% (89)	3% (28)	3% (29)	15% (156)	1059
Gender: Female	76% (867)	12% (133)	2% (27)	2% (18)	1% (13)	7% (85)	1142
Age: 18-29	74% (365)	10% (48)	5% (27)	2% (11)	2% (12)	6% (32)	495
Age: 30-44	78% (421)	10% (54)	3% (17)	1% (5)	1% (7)	7% (36)	541
Age: 45-54	68% (299)	16% (71)	3% (11)	1% (6)	2% (11)	9% (39)	438
Age: 55-64	59% (196)	21% (70)	6% (21)	2% (6)	2% (5)	10% (32)	330
Age: 65+	28% (113)	30% (117)	10% (40)	4% (17)	2% (8)	26% (103)	398
PID: Dem (no lean)	64% (452)	16% (110)	6% (40)	2% (13)	2% (14)	10% (74)	705
PID: Ind (no lean)	65% (516)	14% (116)	6% (47)	2% (15)	2% (15)	11% (91)	800
PID: Rep (no lean)	61% (425)	19% (135)	4% (29)	3% (18)	2% (13)	11% (76)	697
PID/Gender: Dem Men	50% (154)	22% (70)	9% (28)	2% (6)	3% (9)	14% (45)	311
PID/Gender: Dem Women	76% (298)	10% (41)	3% (12)	2% (8)	1% (6)	7% (29)	393
PID/Gender: Ind Men	50% (189)	20% (75)	10% (37)	3% (10)	3% (10)	14% (53)	374
PID/Gender: Ind Women	77% (327)	10% (41)	2% (9)	1% (5)	1% (5)	9% (38)	425
PID/Gender: Rep Men	49% (184)	23% (85)	6% (24)	3% (13)	3% (10)	16% (58)	374
PID/Gender: Rep Women	75% (242)	16% (51)	2% (5)	2% (5)	1% (2)	6% (18)	323
Tea Party: Supporter	62% (356)	17% (99)	6% (33)	3% (15)	2% (12)	10% (57)	572
Tea Party: Not Supporter	64% (1033)	16% (258)	5% (83)	2% (30)	2% (30)	11% (183)	1619
Ideo: Liberal (1-3)	66% (480)	16% (117)	5% (37)	2% (11)	1% (7)	10% (69)	722
Ideo: Moderate (4)	61% (279)	18% (81)	6% (28)	2% (8)	3% (12)	10% (47)	454
Ideo: Conservative (5-7)	60% (434)	18% (133)	6% (41)	3% (20)	2% (13)	11% (81)	723
Educ: < College	62% (976)	16% (245)	6% (89)	2% (35)	2% (35)	12% (186)	1567
Educ: Bachelors degree	65% (271)	20% (82)	5% (19)	2% (7)	1% (4)	8% (33)	416
Educ: Post-grad	67% (146)	16% (34)	4% (8)	2% (4)	1% (3)	10% (22)	219

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Table BRD2_4: How recently have you used each the following applications to communicate with others?
Text messages (SMS)

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	63% (1393)	16% (362)	5% (116)	2% (46)	2% (42)	11% (241)	2201
Income: Under 50k	59% (777)	16% (213)	6% (80)	3% (34)	3% (34)	14% (178)	1316
Income: 50k-100k	68% (435)	18% (114)	5% (30)	2% (10)	1% (5)	8% (50)	644
Income: 100k+	75% (182)	14% (34)	3% (6)	1% (2)	2% (4)	5% (13)	241
Ethnicity: White	64% (1119)	17% (290)	4% (78)	2% (40)	2% (28)	11% (196)	1750
Ethnicity: Hispanic	69% (227)	15% (51)	8% (25)	2% (5)	1% (3)	6% (19)	329
Ethnicity: Afr. Am.	58% (157)	14% (37)	10% (26)	1% (2)	4% (11)	13% (36)	269
Ethnicity: Other	65% (118)	19% (35)	7% (12)	2% (4)	2% (3)	5% (10)	182
Relig: Protestant	58% (289)	18% (89)	6% (30)	2% (11)	2% (12)	13% (63)	495
Relig: Roman Catholic	60% (281)	20% (96)	6% (30)	2% (11)	1% (5)	10% (46)	468
Relig: Ath./Agn./None	67% (449)	13% (88)	4% (30)	2% (14)	2% (17)	11% (77)	675
Relig: Something Else	65% (205)	18% (55)	5% (16)	2% (6)	2% (7)	8% (25)	313
Relig: Evangelical	64% (379)	15% (88)	5% (29)	2% (12)	2% (13)	12% (69)	590
Relig: Non-Evang. Catholics	58% (360)	21% (129)	7% (41)	2% (14)	1% (6)	11% (69)	620
Relig: All Christian	61% (739)	18% (217)	6% (70)	2% (27)	2% (19)	11% (139)	1210
Relig: All Non-Christian	66% (654)	14% (143)	5% (46)	2% (19)	2% (24)	10% (102)	988
Community: Urban	64% (332)	16% (85)	5% (27)	1% (7)	2% (12)	11% (58)	521
Community: Suburban	64% (672)	16% (169)	5% (57)	3% (29)	2% (16)	10% (102)	1046
Community: Rural	61% (390)	17% (107)	5% (32)	2% (10)	2% (14)	13% (81)	635
Employ: Private Sector	75% (522)	15% (104)	3% (22)	1% (9)	1% (6)	4% (28)	692
Employ: Government	69% (121)	17% (30)	6% (10)	2% (3)	3% (5)	4% (7)	176
Employ: Self-Employed	59% (106)	16% (28)	8% (14)	3% (6)	1% (1)	13% (24)	179
Employ: Homemaker	76% (145)	9% (18)	4% (7)	1% (2)	2% (4)	8% (16)	192
Employ: Student	76% (75)	12% (12)	3% (3)	2% (2)	2% (2)	4% (4)	99
Employ: Retired	38% (187)	24% (118)	9% (42)	4% (20)	2% (12)	23% (116)	496
Employ: Unemployed	68% (127)	15% (28)	4% (7)	— (0)	4% (7)	10% (18)	188
Employ: Other	61% (109)	13% (24)	6% (10)	2% (4)	2% (4)	16% (28)	178
Military HH: Yes	51% (223)	20% (87)	9% (40)	3% (14)	3% (12)	14% (62)	437
Military HH: No	66% (1171)	16% (274)	4% (76)	2% (32)	2% (31)	10% (179)	1764

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Table BRD2_4: How recently have you used each the following applications to communicate with others?
Text messages (SMS)

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	63% (1393)	16% (362)	5% (116)	2% (46)	2% (42)	11% (241)	2201
RD/WT: Right Direction	60% (510)	16% (140)	7% (56)	2% (20)	2% (14)	14% (117)	856
RD/WT: Wrong Track	66% (884)	16% (222)	4% (61)	2% (26)	2% (29)	9% (125)	1345
Strongly Approve	58% (274)	17% (82)	4% (21)	4% (20)	2% (8)	14% (67)	471
Somewhat Approve	64% (308)	17% (82)	7% (35)	1% (4)	3% (12)	8% (38)	479
Somewhat Disapprove	61% (184)	18% (55)	6% (17)	3% (8)	2% (6)	10% (31)	301
Strongly Disapprove	66% (538)	16% (131)	5% (39)	1% (12)	2% (15)	10% (81)	816
Dont Know / No Opinion	66% (90)	9% (12)	3% (4)	2% (3)	1% (2)	18% (25)	135
#1 Issue: Economy	69% (381)	15% (85)	4% (21)	2% (13)	3% (17)	7% (39)	554
#1 Issue: Security	61% (255)	20% (85)	3% (12)	3% (13)	1% (3)	13% (54)	422
#1 Issue: Health Care	67% (308)	15% (67)	7% (34)	2% (8)	2% (9)	7% (32)	457
#1 Issue: Medicare / Social Security	45% (145)	21% (70)	7% (23)	2% (6)	3% (11)	22% (71)	325
#1 Issue: Women's Issues	81% (101)	8% (10)	3% (3)	1% (1)	— (0)	7% (9)	125
#1 Issue: Education	70% (100)	11% (16)	8% (11)	— (1)	— (1)	11% (15)	143
#1 Issue: Energy	62% (53)	23% (19)	9% (7)	3% (2)	— (0)	4% (3)	85
#1 Issue: Other	56% (50)	12% (11)	6% (5)	4% (3)	3% (3)	20% (18)	90
2016 Vote: Democrat Hillary Clinton	63% (436)	17% (119)	6% (44)	2% (12)	2% (11)	11% (74)	696
2016 Vote: Republican Donald Trump	60% (454)	17% (132)	5% (40)	2% (19)	2% (12)	13% (100)	757
2016 Vote: Someone else	68% (126)	16% (30)	4% (7)	3% (5)	2% (3)	7% (13)	185
2012 Vote: Barack Obama	63% (499)	18% (144)	6% (46)	1% (11)	2% (13)	10% (82)	795
2012 Vote: Mitt Romney	58% (344)	19% (112)	5% (30)	2% (15)	2% (14)	14% (81)	594
2012 Vote: Other	64% (59)	15% (14)	5% (5)	4% (4)	— (0)	12% (11)	92
2012 Vote: Didn't Vote	68% (491)	13% (90)	5% (36)	2% (17)	2% (15)	9% (67)	717
4-Region: Northeast	61% (246)	17% (67)	5% (19)	3% (12)	3% (11)	12% (46)	402
4-Region: Midwest	62% (292)	15% (73)	5% (26)	3% (12)	1% (5)	14% (66)	474
4-Region: South	64% (523)	15% (125)	5% (37)	2% (13)	2% (17)	12% (99)	815
4-Region: West	65% (333)	19% (96)	7% (35)	2% (9)	2% (9)	6% (30)	511

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

Table BRD2_5: How recently have you used each the following applications to communicate with others?
 Facebook Messenger

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	35% (779)	22% (480)	11% (239)	7% (149)	3% (65)	22% (489)	2201
Gender: Male	29% (305)	20% (214)	11% (112)	7% (78)	4% (40)	29% (312)	1059
Gender: Female	42% (475)	23% (266)	11% (126)	6% (71)	2% (26)	16% (177)	1142
Age: 18-29	47% (234)	20% (99)	10% (50)	7% (33)	3% (16)	13% (62)	495
Age: 30-44	41% (223)	25% (136)	12% (64)	6% (31)	4% (19)	12% (67)	541
Age: 45-54	39% (169)	24% (105)	10% (45)	7% (30)	3% (13)	17% (75)	438
Age: 55-64	26% (85)	21% (71)	14% (45)	7% (22)	3% (11)	30% (98)	330
Age: 65+	17% (68)	18% (70)	9% (34)	8% (33)	2% (7)	47% (186)	398
PID: Dem (no lean)	35% (246)	23% (161)	10% (68)	7% (51)	2% (17)	23% (160)	705
PID: Ind (no lean)	37% (292)	20% (160)	10% (78)	6% (51)	4% (30)	24% (189)	800
PID: Rep (no lean)	35% (241)	23% (159)	13% (93)	7% (47)	3% (18)	20% (140)	697
PID/Gender: Dem Men	31% (97)	22% (69)	10% (30)	8% (26)	3% (8)	26% (81)	311
PID/Gender: Dem Women	38% (150)	23% (92)	10% (39)	6% (25)	2% (9)	20% (79)	393
PID/Gender: Ind Men	30% (111)	18% (68)	9% (34)	6% (22)	5% (18)	32% (121)	374
PID/Gender: Ind Women	43% (181)	22% (92)	10% (44)	7% (29)	3% (11)	16% (68)	425
PID/Gender: Rep Men	26% (97)	20% (76)	13% (49)	8% (30)	4% (13)	29% (109)	374
PID/Gender: Rep Women	45% (144)	25% (82)	14% (44)	5% (17)	2% (5)	9% (31)	323
Tea Party: Supporter	39% (225)	22% (126)	12% (66)	7% (42)	3% (16)	17% (97)	572
Tea Party: Not Supporter	34% (550)	22% (353)	11% (172)	6% (104)	3% (48)	24% (391)	1619
Ideo: Liberal (1-3)	41% (296)	24% (171)	10% (71)	6% (41)	2% (17)	17% (126)	722
Ideo: Moderate (4)	30% (138)	24% (109)	12% (53)	7% (30)	5% (22)	23% (102)	454
Ideo: Conservative (5-7)	31% (221)	21% (153)	12% (85)	8% (55)	2% (17)	27% (192)	723
Educ: < College	39% (603)	21% (328)	10% (155)	7% (107)	3% (44)	21% (330)	1567
Educ: Bachelors degree	29% (120)	22% (93)	13% (53)	7% (29)	4% (15)	25% (105)	416
Educ: Post-grad	26% (56)	27% (59)	14% (30)	6% (13)	3% (6)	25% (55)	219

Continued on next page

Table BRD2_5: How recently have you used each the following applications to communicate with others?
Facebook Messenger

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	35% (779)	22% (480)	11% (239)	7% (149)	3% (65)	22% (489)	2201
Income: Under 50k	39% (513)	20% (264)	10% (132)	7% (95)	2% (30)	21% (282)	1316
Income: 50k-100k	31% (200)	25% (160)	11% (73)	7% (43)	4% (24)	22% (145)	644
Income: 100k+	28% (67)	23% (56)	14% (34)	5% (11)	5% (11)	26% (62)	241
Ethnicity: White	35% (618)	22% (393)	11% (186)	6% (110)	3% (49)	23% (394)	1750
Ethnicity: Hispanic	46% (153)	19% (61)	12% (39)	8% (25)	2% (6)	14% (45)	329
Ethnicity: Afr. Am.	36% (96)	19% (52)	11% (30)	9% (24)	4% (11)	21% (56)	269
Ethnicity: Other	35% (65)	19% (35)	12% (22)	8% (15)	4% (6)	21% (39)	182
Relig: Protestant	32% (156)	23% (115)	12% (57)	7% (35)	2% (12)	24% (120)	495
Relig: Roman Catholic	31% (144)	20% (95)	11% (49)	7% (34)	3% (15)	28% (130)	468
Relig: Ath./Agn./None	39% (262)	21% (145)	9% (61)	7% (47)	2% (17)	21% (143)	675
Relig: Something Else	32% (101)	25% (77)	13% (42)	6% (20)	3% (10)	20% (63)	313
Relig: Evangelical	39% (231)	23% (133)	11% (66)	8% (44)	3% (19)	16% (97)	590
Relig: Non-Evang. Catholics	30% (184)	20% (124)	11% (69)	6% (38)	3% (20)	30% (184)	620
Relig: All Christian	34% (415)	21% (257)	11% (135)	7% (82)	3% (39)	23% (281)	1210
Relig: All Non-Christian	37% (363)	23% (222)	10% (103)	7% (67)	3% (27)	21% (206)	988
Community: Urban	36% (189)	22% (116)	10% (52)	8% (41)	4% (20)	20% (104)	521
Community: Suburban	31% (321)	22% (228)	12% (129)	6% (68)	3% (31)	26% (269)	1046
Community: Rural	42% (269)	21% (136)	9% (58)	6% (41)	2% (15)	18% (116)	635
Employ: Private Sector	39% (267)	24% (169)	10% (67)	6% (43)	3% (19)	18% (127)	692
Employ: Government	32% (56)	26% (46)	15% (26)	8% (15)	4% (7)	14% (25)	176
Employ: Self-Employed	38% (68)	20% (37)	15% (27)	8% (14)	5% (9)	14% (25)	179
Employ: Homemaker	45% (86)	21% (41)	8% (15)	8% (15)	5% (9)	13% (26)	192
Employ: Student	43% (42)	25% (25)	10% (10)	7% (7)	3% (3)	12% (12)	99
Employ: Retired	22% (108)	18% (91)	11% (53)	7% (33)	1% (6)	41% (205)	496
Employ: Unemployed	44% (83)	21% (38)	8% (16)	5% (9)	3% (5)	20% (37)	188
Employ: Other	38% (68)	18% (32)	14% (25)	8% (14)	4% (7)	18% (31)	178
Military HH: Yes	35% (155)	17% (76)	10% (45)	8% (33)	3% (13)	27% (116)	437
Military HH: No	35% (624)	23% (404)	11% (194)	7% (117)	3% (53)	21% (372)	1764

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Table BRD2_5: How recently have you used each the following applications to communicate with others?
Facebook Messenger

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	35% (779)	22% (480)	11% (239)	7% (149)	3% (65)	22% (489)	2201
RD/WT: Right Direction	38% (329)	20% (169)	11% (95)	7% (62)	1% (12)	22% (189)	856
RD/WT: Wrong Track	33% (450)	23% (310)	11% (143)	7% (88)	4% (54)	22% (300)	1345
Strongly Approve	39% (182)	20% (94)	11% (53)	8% (36)	3% (12)	20% (93)	471
Somewhat Approve	35% (167)	25% (119)	11% (51)	6% (30)	2% (10)	21% (102)	479
Somewhat Disapprove	27% (83)	17% (53)	17% (51)	7% (21)	5% (15)	26% (78)	301
Strongly Disapprove	36% (290)	24% (195)	9% (70)	7% (55)	3% (22)	23% (184)	816
Dont Know / No Opinion	42% (57)	15% (20)	10% (14)	5% (7)	5% (6)	23% (31)	135
#1 Issue: Economy	35% (193)	24% (133)	11% (61)	6% (36)	2% (13)	21% (118)	554
#1 Issue: Security	34% (144)	25% (105)	11% (45)	6% (26)	3% (14)	21% (88)	422
#1 Issue: Health Care	35% (160)	20% (90)	13% (59)	9% (40)	2% (11)	21% (96)	457
#1 Issue: Medicare / Social Security	31% (102)	18% (60)	10% (33)	5% (16)	4% (13)	31% (102)	325
#1 Issue: Women's Issues	47% (59)	21% (26)	9% (11)	6% (8)	2% (2)	16% (19)	125
#1 Issue: Education	36% (52)	26% (38)	9% (13)	6% (9)	7% (10)	15% (22)	143
#1 Issue: Energy	39% (33)	18% (15)	6% (5)	16% (14)	3% (2)	19% (16)	85
#1 Issue: Other	40% (36)	15% (13)	14% (12)	1% (1)	1% (1)	30% (27)	90
2016 Vote: Democrat Hillary Clinton	33% (229)	21% (149)	11% (77)	8% (58)	3% (23)	23% (160)	696
2016 Vote: Republican Donald Trump	32% (239)	24% (183)	12% (92)	5% (36)	2% (17)	25% (190)	757
2016 Vote: Someone else	35% (64)	17% (32)	11% (20)	7% (14)	5% (9)	25% (46)	185
2012 Vote: Barack Obama	34% (268)	22% (178)	10% (80)	8% (63)	3% (26)	23% (180)	795
2012 Vote: Mitt Romney	29% (174)	24% (142)	12% (71)	7% (40)	2% (13)	26% (154)	594
2012 Vote: Other	29% (27)	22% (20)	11% (10)	7% (6)	6% (6)	25% (23)	92
2012 Vote: Didn't Vote	43% (310)	19% (140)	11% (77)	6% (40)	3% (20)	18% (130)	717
4-Region: Northeast	31% (123)	25% (100)	13% (51)	4% (16)	4% (17)	24% (96)	402
4-Region: Midwest	33% (156)	23% (109)	11% (51)	6% (27)	4% (19)	24% (112)	474
4-Region: South	40% (324)	20% (167)	11% (91)	7% (54)	2% (20)	19% (158)	815
4-Region: West	35% (177)	20% (104)	9% (46)	10% (51)	2% (9)	24% (123)	511

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

Table BRD2_6: How recently have you used each the following applications to communicate with others?

WhatsApp

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	7% (147)	4% (97)	4% (92)	4% (92)	5% (115)	75% (1659)	2201
Gender: Male	8% (88)	7% (70)	5% (50)	4% (42)	4% (47)	72% (764)	1059
Gender: Female	5% (59)	2% (27)	4% (42)	4% (50)	6% (68)	78% (895)	1142
Age: 18-29	12% (60)	9% (44)	6% (29)	6% (31)	10% (48)	57% (283)	495
Age: 30-44	10% (52)	5% (25)	6% (31)	5% (27)	6% (30)	69% (375)	541
Age: 45-54	4% (16)	5% (22)	3% (11)	3% (12)	6% (27)	80% (349)	438
Age: 55-64	3% (10)	1% (2)	4% (15)	5% (15)	3% (10)	84% (279)	330
Age: 65+	2% (8)	1% (4)	1% (5)	2% (7)	— (0)	94% (372)	398
PID: Dem (no lean)	8% (53)	5% (34)	6% (44)	5% (35)	5% (37)	71% (501)	705
PID: Ind (no lean)	6% (47)	5% (37)	3% (22)	4% (33)	6% (47)	77% (614)	800
PID: Rep (no lean)	7% (47)	4% (26)	4% (26)	3% (24)	4% (31)	78% (544)	697
PID/Gender: Dem Men	10% (32)	8% (24)	7% (21)	4% (13)	4% (12)	68% (210)	311
PID/Gender: Dem Women	5% (21)	3% (10)	6% (24)	5% (22)	6% (25)	74% (291)	393
PID/Gender: Ind Men	6% (21)	7% (26)	4% (15)	4% (16)	7% (26)	72% (270)	374
PID/Gender: Ind Women	6% (25)	3% (11)	1% (6)	4% (17)	5% (22)	81% (344)	425
PID/Gender: Rep Men	9% (35)	5% (20)	4% (14)	3% (13)	3% (9)	76% (284)	374
PID/Gender: Rep Women	4% (12)	2% (6)	4% (12)	3% (11)	7% (21)	81% (260)	323
Tea Party: Supporter	11% (61)	6% (33)	5% (31)	4% (24)	5% (26)	69% (397)	572
Tea Party: Not Supporter	5% (86)	4% (64)	4% (61)	4% (68)	5% (88)	77% (1252)	1619
Ideo: Liberal (1-3)	12% (86)	6% (45)	6% (41)	6% (42)	7% (47)	64% (461)	722
Ideo: Moderate (4)	4% (20)	6% (29)	6% (29)	3% (14)	6% (27)	74% (334)	454
Ideo: Conservative (5-7)	4% (26)	2% (15)	3% (19)	4% (30)	3% (24)	84% (608)	723
Educ: < College	7% (106)	4% (63)	4% (59)	4% (63)	5% (78)	76% (1198)	1567
Educ: Bachelors degree	5% (21)	5% (20)	6% (27)	5% (20)	6% (24)	73% (303)	416
Educ: Post-grad	9% (19)	7% (14)	3% (6)	4% (9)	6% (12)	72% (157)	219

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Table BRD2_6: How recently have you used each the following applications to communicate with others?
 WhatsApp

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	7% (147)	4% (97)	4% (92)	4% (92)	5% (115)	75% (1659)	2201
Income: Under 50k	7% (90)	4% (48)	4% (52)	4% (56)	5% (68)	76% (1002)	1316
Income: 50k-100k	5% (29)	6% (39)	5% (29)	5% (29)	5% (34)	75% (484)	644
Income: 100k+	12% (28)	4% (10)	4% (10)	3% (7)	6% (13)	72% (173)	241
Ethnicity: White	5% (95)	3% (58)	3% (54)	4% (64)	5% (83)	80% (1396)	1750
Ethnicity: Hispanic	17% (57)	8% (28)	6% (19)	4% (13)	10% (35)	54% (178)	329
Ethnicity: Afr. Am.	9% (24)	11% (29)	8% (22)	6% (17)	7% (18)	59% (159)	269
Ethnicity: Other	15% (28)	6% (10)	8% (15)	6% (11)	8% (14)	57% (103)	182
Relig: Protestant	5% (24)	3% (15)	3% (15)	4% (20)	3% (16)	82% (406)	495
Relig: Roman Catholic	10% (47)	5% (23)	4% (17)	5% (24)	4% (18)	72% (339)	468
Relig: Ath./Agn./None	5% (34)	4% (26)	4% (24)	4% (24)	8% (56)	76% (510)	675
Relig: Something Else	9% (29)	6% (19)	5% (16)	3% (10)	7% (21)	70% (218)	313
Relig: Evangelical	6% (36)	5% (27)	6% (34)	4% (26)	3% (15)	77% (452)	590
Relig: Non-Evang. Catholics	8% (47)	4% (25)	3% (18)	5% (31)	4% (22)	77% (476)	620
Relig: All Christian	7% (84)	4% (52)	4% (51)	5% (57)	3% (38)	77% (928)	1210
Relig: All Non-Christian	6% (63)	5% (45)	4% (40)	3% (34)	8% (77)	74% (728)	988
Community: Urban	9% (48)	6% (32)	5% (28)	4% (23)	7% (37)	68% (354)	521
Community: Suburban	6% (65)	5% (51)	4% (39)	4% (43)	5% (49)	76% (799)	1046
Community: Rural	5% (34)	2% (14)	4% (25)	4% (26)	4% (28)	80% (507)	635
Employ: Private Sector	8% (57)	6% (40)	5% (34)	5% (35)	6% (40)	70% (486)	692
Employ: Government	9% (16)	7% (13)	5% (9)	5% (9)	7% (12)	66% (117)	176
Employ: Self-Employed	13% (23)	7% (12)	9% (17)	8% (15)	5% (10)	58% (103)	179
Employ: Homemaker	5% (10)	6% (11)	4% (8)	4% (7)	9% (17)	73% (140)	192
Employ: Student	12% (12)	7% (7)	5% (5)	8% (8)	9% (9)	59% (59)	99
Employ: Retired	2% (10)	1% (5)	2% (9)	2% (10)	1% (6)	92% (456)	496
Employ: Unemployed	5% (9)	1% (1)	3% (5)	3% (5)	7% (13)	82% (154)	188
Employ: Other	6% (11)	4% (8)	2% (4)	2% (3)	4% (7)	81% (144)	178
Military HH: Yes	7% (29)	5% (24)	6% (27)	5% (20)	5% (20)	73% (318)	437
Military HH: No	7% (118)	4% (73)	4% (64)	4% (72)	5% (94)	76% (1341)	1764

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Table BRD2_6: How recently have you used each the following applications to communicate with others?

WhatsApp

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	7% (147)	4% (97)	4% (92)	4% (92)	5% (115)	75% (1659)	2201
RD/WT: Right Direction	9% (76)	4% (35)	4% (35)	3% (29)	4% (36)	75% (646)	856
RD/WT: Wrong Track	5% (71)	5% (62)	4% (57)	5% (63)	6% (79)	75% (1013)	1345
Strongly Approve	8% (36)	4% (19)	3% (15)	3% (14)	3% (13)	79% (374)	471
Somewhat Approve	8% (38)	5% (26)	4% (18)	4% (19)	5% (23)	74% (355)	479
Somewhat Disapprove	8% (23)	3% (9)	7% (21)	5% (15)	6% (17)	72% (216)	301
Strongly Disapprove	5% (40)	5% (39)	4% (35)	5% (41)	7% (56)	74% (605)	816
Dont Know / No Opinion	8% (10)	4% (5)	3% (3)	1% (2)	4% (6)	80% (109)	135
#1 Issue: Economy	8% (45)	4% (23)	4% (23)	4% (21)	6% (33)	74% (410)	554
#1 Issue: Security	7% (29)	5% (22)	5% (20)	4% (15)	4% (16)	76% (320)	422
#1 Issue: Health Care	6% (28)	4% (19)	5% (21)	5% (21)	6% (26)	75% (341)	457
#1 Issue: Medicare / Social Security	5% (15)	2% (7)	3% (9)	2% (7)	4% (14)	84% (273)	325
#1 Issue: Women's Issues	7% (8)	6% (7)	2% (3)	8% (9)	6% (7)	72% (90)	125
#1 Issue: Education	8% (11)	5% (7)	8% (12)	6% (9)	7% (10)	66% (94)	143
#1 Issue: Energy	6% (5)	13% (11)	4% (4)	5% (5)	6% (5)	66% (56)	85
#1 Issue: Other	5% (5)	1% (1)	1% (1)	7% (6)	4% (4)	83% (74)	90
2016 Vote: Democrat Hillary Clinton	7% (48)	5% (35)	6% (42)	6% (40)	5% (32)	72% (499)	696
2016 Vote: Republican Donald Trump	6% (42)	3% (26)	3% (26)	3% (22)	4% (27)	81% (614)	757
2016 Vote: Someone else	4% (7)	2% (4)	2% (4)	4% (7)	8% (15)	80% (147)	185
2012 Vote: Barack Obama	8% (63)	4% (35)	5% (42)	5% (39)	5% (36)	73% (581)	795
2012 Vote: Mitt Romney	4% (23)	3% (17)	4% (25)	4% (25)	4% (23)	81% (482)	594
2012 Vote: Other	2% (2)	4% (4)	2% (2)	2% (2)	6% (6)	84% (77)	92
2012 Vote: Didn't Vote	8% (60)	6% (42)	3% (23)	4% (27)	7% (49)	72% (517)	717
4-Region: Northeast	8% (33)	5% (20)	3% (12)	5% (19)	6% (23)	74% (295)	402
4-Region: Midwest	4% (20)	4% (19)	3% (16)	3% (15)	3% (16)	82% (388)	474
4-Region: South	6% (49)	4% (34)	5% (38)	5% (42)	5% (42)	75% (609)	815
4-Region: West	9% (45)	5% (24)	5% (25)	3% (17)	7% (34)	72% (366)	511

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

Table BRD2_7: How recently have you used each the following applications to communicate with others?
Twitter Direct Messages

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (134)	6% (143)	6% (127)	5% (113)	7% (151)	70% (1533)	2201
Gender: Male	8% (85)	8% (85)	6% (67)	6% (65)	6% (66)	65% (691)	1059
Gender: Female	4% (48)	5% (58)	5% (60)	4% (48)	7% (85)	74% (842)	1142
Age: 18-29	12% (59)	9% (44)	9% (45)	9% (46)	10% (50)	51% (251)	495
Age: 30-44	7% (39)	9% (47)	7% (38)	6% (31)	7% (36)	65% (349)	541
Age: 45-54	4% (16)	6% (26)	6% (28)	5% (21)	7% (30)	72% (317)	438
Age: 55-64	2% (6)	4% (15)	4% (12)	3% (10)	7% (24)	80% (264)	330
Age: 65+	3% (13)	3% (11)	1% (5)	1% (5)	3% (11)	89% (352)	398
PID: Dem (no lean)	6% (39)	8% (55)	7% (50)	6% (43)	8% (53)	66% (464)	705
PID: Ind (no lean)	6% (49)	6% (49)	4% (35)	5% (41)	8% (66)	70% (561)	800
PID: Rep (no lean)	7% (46)	6% (40)	6% (42)	4% (29)	5% (32)	73% (508)	697
PID/Gender: Dem Men	8% (24)	12% (36)	8% (26)	7% (22)	6% (18)	59% (185)	311
PID/Gender: Dem Women	4% (15)	5% (19)	6% (24)	6% (22)	9% (35)	71% (279)	393
PID/Gender: Ind Men	7% (25)	8% (30)	4% (16)	7% (27)	9% (33)	65% (243)	374
PID/Gender: Ind Women	6% (23)	4% (19)	4% (18)	3% (14)	8% (33)	75% (318)	425
PID/Gender: Rep Men	9% (36)	5% (19)	7% (25)	4% (16)	4% (15)	70% (263)	374
PID/Gender: Rep Women	3% (10)	6% (21)	5% (17)	4% (13)	5% (17)	76% (245)	323
Tea Party: Supporter	13% (72)	10% (58)	9% (51)	3% (19)	5% (27)	60% (344)	572
Tea Party: Not Supporter	4% (61)	5% (85)	5% (76)	6% (93)	8% (124)	73% (1179)	1619
Ideo: Liberal (1-3)	10% (75)	11% (80)	9% (64)	8% (54)	6% (45)	56% (404)	722
Ideo: Moderate (4)	4% (19)	4% (17)	4% (19)	4% (20)	10% (46)	73% (332)	454
Ideo: Conservative (5-7)	5% (34)	4% (29)	4% (30)	4% (32)	5% (39)	77% (560)	723
Educ: < College	6% (98)	6% (101)	6% (94)	5% (82)	6% (102)	70% (1090)	1567
Educ: Bachelors degree	5% (21)	6% (24)	6% (23)	5% (22)	9% (38)	69% (288)	416
Educ: Post-grad	7% (15)	8% (18)	5% (10)	4% (8)	5% (12)	71% (155)	219

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Table BRD2_7: How recently have you used each the following applications to communicate with others?
Twitter Direct Messages

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (134)	6% (143)	6% (127)	5% (113)	7% (151)	70% (1533)	2201
Income: Under 50k	7% (93)	7% (87)	7% (88)	5% (68)	6% (83)	68% (896)	1316
Income: 50k-100k	4% (28)	7% (43)	4% (26)	6% (35)	8% (49)	72% (463)	644
Income: 100k+	5% (13)	6% (13)	6% (13)	4% (9)	8% (19)	72% (174)	241
Ethnicity: White	5% (81)	5% (90)	5% (81)	5% (88)	6% (107)	74% (1303)	1750
Ethnicity: Hispanic	15% (48)	9% (30)	10% (32)	7% (22)	7% (25)	52% (173)	329
Ethnicity: Afr. Am.	11% (29)	13% (36)	8% (23)	6% (16)	12% (32)	50% (134)	269
Ethnicity: Other	13% (23)	10% (18)	13% (24)	5% (9)	6% (12)	53% (96)	182
Relig: Protestant	6% (31)	6% (29)	5% (24)	4% (18)	5% (23)	75% (371)	495
Relig: Roman Catholic	6% (28)	5% (26)	6% (29)	6% (28)	6% (29)	70% (328)	468
Relig: Ath./Agn./None	4% (30)	7% (49)	4% (29)	6% (43)	8% (57)	69% (468)	675
Relig: Something Else	9% (29)	8% (25)	9% (28)	5% (15)	7% (21)	63% (196)	313
Relig: Evangelical	8% (47)	6% (37)	7% (40)	5% (28)	5% (30)	69% (409)	590
Relig: Non-Evang. Catholics	4% (27)	5% (33)	5% (31)	4% (27)	7% (44)	74% (459)	620
Relig: All Christian	6% (74)	6% (69)	6% (70)	5% (55)	6% (73)	72% (868)	1210
Relig: All Non-Christian	6% (59)	7% (74)	6% (57)	6% (58)	8% (78)	67% (663)	988
Community: Urban	8% (40)	9% (45)	7% (36)	4% (20)	9% (48)	64% (332)	521
Community: Suburban	5% (52)	6% (64)	6% (61)	6% (61)	6% (63)	71% (744)	1046
Community: Rural	6% (41)	5% (34)	5% (30)	5% (31)	6% (41)	72% (457)	635
Employ: Private Sector	6% (45)	8% (53)	6% (44)	5% (34)	8% (58)	66% (458)	692
Employ: Government	7% (12)	9% (16)	9% (16)	8% (15)	6% (11)	61% (107)	176
Employ: Self-Employed	9% (17)	11% (19)	7% (13)	15% (27)	4% (7)	54% (97)	179
Employ: Homemaker	5% (10)	5% (10)	6% (11)	2% (4)	11% (21)	71% (136)	192
Employ: Student	17% (17)	8% (8)	4% (4)	11% (11)	7% (7)	53% (53)	99
Employ: Retired	3% (16)	4% (19)	3% (15)	1% (7)	3% (15)	85% (424)	496
Employ: Unemployed	6% (12)	4% (7)	7% (12)	4% (7)	8% (15)	72% (134)	188
Employ: Other	3% (5)	7% (12)	6% (10)	5% (8)	10% (18)	70% (125)	178
Military HH: Yes	8% (37)	10% (42)	5% (22)	4% (18)	6% (24)	67% (294)	437
Military HH: No	5% (96)	6% (101)	6% (105)	5% (95)	7% (127)	70% (1239)	1764

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Table BRD2_7: How recently have you used each the following applications to communicate with others?
Twitter Direct Messages

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (134)	6% (143)	6% (127)	5% (113)	7% (151)	70% (1533)	2201
RD/WT: Right Direction	9% (78)	6% (51)	5% (43)	5% (45)	4% (36)	70% (602)	856
RD/WT: Wrong Track	4% (55)	7% (92)	6% (84)	5% (68)	9% (115)	69% (932)	1345
Strongly Approve	9% (42)	5% (23)	6% (30)	5% (22)	3% (16)	72% (337)	471
Somewhat Approve	6% (29)	6% (31)	5% (24)	5% (22)	7% (35)	71% (338)	479
Somewhat Disapprove	5% (16)	4% (13)	6% (18)	4% (12)	9% (28)	71% (214)	301
Strongly Disapprove	5% (40)	8% (69)	6% (49)	6% (53)	8% (61)	67% (543)	816
Dont Know / No Opinion	4% (6)	6% (8)	4% (6)	3% (4)	8% (10)	75% (101)	135
#1 Issue: Economy	5% (26)	6% (31)	6% (33)	4% (21)	6% (36)	74% (409)	554
#1 Issue: Security	6% (24)	8% (34)	4% (18)	6% (24)	6% (24)	70% (297)	422
#1 Issue: Health Care	7% (30)	9% (40)	6% (27)	7% (30)	6% (29)	66% (300)	457
#1 Issue: Medicare / Social Security	5% (15)	4% (13)	6% (21)	3% (8)	6% (18)	77% (249)	325
#1 Issue: Women's Issues	14% (17)	9% (11)	6% (7)	8% (10)	9% (11)	55% (69)	125
#1 Issue: Education	6% (9)	5% (8)	8% (11)	7% (10)	11% (16)	63% (90)	143
#1 Issue: Energy	11% (9)	4% (4)	5% (4)	7% (6)	10% (9)	63% (54)	85
#1 Issue: Other	4% (3)	3% (2)	8% (7)	4% (4)	9% (8)	72% (65)	90
2016 Vote: Democrat Hillary Clinton	6% (43)	9% (62)	7% (48)	6% (41)	7% (51)	65% (451)	696
2016 Vote: Republican Donald Trump	6% (47)	5% (35)	5% (41)	4% (27)	5% (38)	75% (569)	757
2016 Vote: Someone else	1% (3)	7% (12)	4% (7)	4% (8)	13% (24)	71% (132)	185
2012 Vote: Barack Obama	6% (49)	8% (65)	5% (39)	5% (38)	7% (59)	69% (546)	795
2012 Vote: Mitt Romney	5% (32)	4% (25)	7% (39)	5% (27)	5% (28)	75% (444)	594
2012 Vote: Other	— (0)	7% (6)	3% (3)	4% (4)	12% (11)	75% (69)	92
2012 Vote: Didn't Vote	7% (52)	7% (48)	7% (47)	6% (44)	7% (54)	66% (473)	717
4-Region: Northeast	6% (26)	7% (28)	5% (21)	6% (25)	7% (27)	68% (274)	402
4-Region: Midwest	3% (16)	6% (30)	6% (28)	5% (25)	6% (28)	73% (346)	474
4-Region: South	7% (60)	6% (51)	6% (50)	4% (34)	8% (63)	68% (557)	815
4-Region: West	6% (31)	7% (34)	6% (28)	6% (28)	6% (33)	70% (356)	511

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

Table BRD2_8: How recently have you used each the following applications to communicate with others?
Instagram Direct Messages

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	9% (208)	9% (195)	8% (169)	5% (118)	3% (76)	65% (1435)	2201
Gender: Male	8% (89)	9% (96)	7% (77)	5% (57)	3% (34)	67% (707)	1059
Gender: Female	10% (119)	9% (99)	8% (92)	5% (61)	4% (43)	64% (728)	1142
Age: 18-29	24% (120)	13% (64)	13% (65)	8% (40)	6% (32)	35% (173)	495
Age: 30-44	11% (59)	12% (67)	10% (54)	6% (32)	4% (19)	57% (310)	541
Age: 45-54	4% (17)	8% (36)	6% (26)	4% (18)	3% (14)	75% (327)	438
Age: 55-64	1% (4)	4% (14)	4% (13)	5% (18)	2% (8)	83% (273)	330
Age: 65+	2% (8)	3% (13)	3% (11)	3% (10)	1% (4)	88% (352)	398
PID: Dem (no lean)	10% (71)	11% (78)	9% (61)	6% (42)	2% (16)	62% (435)	705
PID: Ind (no lean)	11% (85)	8% (65)	8% (60)	4% (34)	4% (33)	65% (523)	800
PID: Rep (no lean)	8% (53)	7% (52)	7% (47)	6% (41)	4% (27)	68% (477)	697
PID/Gender: Dem Men	9% (29)	11% (35)	9% (29)	6% (20)	1% (4)	62% (194)	311
PID/Gender: Dem Women	11% (42)	11% (43)	8% (33)	6% (23)	3% (12)	61% (242)	393
PID/Gender: Ind Men	8% (32)	10% (36)	6% (24)	5% (19)	5% (17)	66% (246)	374
PID/Gender: Ind Women	12% (53)	7% (29)	9% (37)	4% (15)	4% (15)	65% (276)	425
PID/Gender: Rep Men	8% (28)	7% (24)	6% (24)	5% (18)	3% (12)	71% (267)	374
PID/Gender: Rep Women	8% (24)	8% (27)	7% (23)	7% (23)	5% (15)	65% (210)	323
Tea Party: Supporter	14% (80)	11% (66)	8% (46)	6% (34)	4% (21)	57% (326)	572
Tea Party: Not Supporter	8% (128)	8% (129)	8% (123)	5% (84)	3% (55)	68% (1099)	1619
Ideo: Liberal (1-3)	16% (112)	13% (97)	9% (65)	7% (50)	3% (20)	52% (378)	722
Ideo: Moderate (4)	6% (29)	9% (39)	9% (39)	5% (24)	4% (16)	68% (307)	454
Ideo: Conservative (5-7)	5% (33)	5% (38)	6% (45)	4% (30)	4% (30)	76% (547)	723
Educ: < College	11% (165)	9% (140)	7% (111)	5% (76)	4% (56)	65% (1019)	1567
Educ: Bachelors degree	7% (30)	7% (31)	9% (37)	7% (29)	4% (16)	66% (273)	416
Educ: Post-grad	6% (14)	11% (24)	10% (21)	6% (13)	2% (4)	65% (142)	219

Continued on next page

Table BRD2_8: How recently have you used each the following applications to communicate with others?
 Instagram Direct Messages

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	9% (208)	9% (195)	8% (169)	5% (118)	3% (76)	65% (1435)	2201
Income: Under 50k	10% (137)	10% (127)	7% (96)	5% (70)	4% (51)	63% (835)	1316
Income: 50k-100k	8% (50)	9% (57)	7% (48)	5% (33)	3% (17)	68% (438)	644
Income: 100k+	9% (21)	4% (11)	10% (25)	6% (14)	3% (8)	67% (162)	241
Ethnicity: White	8% (142)	7% (127)	7% (123)	5% (85)	4% (62)	69% (1212)	1750
Ethnicity: Hispanic	22% (74)	13% (44)	7% (23)	6% (20)	6% (21)	45% (148)	329
Ethnicity: Afr. Am.	15% (41)	16% (42)	10% (26)	8% (20)	3% (7)	49% (132)	269
Ethnicity: Other	14% (25)	15% (27)	11% (20)	7% (12)	4% (7)	50% (91)	182
Relig: Protestant	5% (26)	6% (30)	6% (28)	6% (31)	2% (10)	75% (371)	495
Relig: Roman Catholic	10% (47)	8% (36)	8% (36)	5% (24)	3% (16)	66% (310)	468
Relig: Ath./Agn./None	10% (65)	10% (65)	9% (59)	5% (34)	4% (29)	63% (423)	675
Relig: Something Else	15% (48)	12% (39)	8% (24)	4% (14)	3% (11)	57% (177)	313
Relig: Evangelical	8% (45)	9% (51)	6% (36)	7% (41)	3% (20)	67% (398)	590
Relig: Non-Evang. Catholics	8% (48)	7% (41)	8% (50)	5% (29)	3% (17)	70% (436)	620
Relig: All Christian	8% (94)	8% (92)	7% (85)	6% (70)	3% (37)	69% (833)	1210
Relig: All Non-Christian	11% (114)	10% (103)	8% (83)	5% (48)	4% (40)	61% (600)	988
Community: Urban	14% (72)	9% (45)	8% (40)	6% (33)	4% (20)	60% (312)	521
Community: Suburban	8% (87)	9% (96)	8% (79)	5% (48)	3% (35)	67% (701)	1046
Community: Rural	8% (50)	8% (54)	8% (50)	6% (37)	3% (22)	66% (422)	635
Employ: Private Sector	11% (75)	9% (64)	10% (69)	5% (37)	3% (22)	61% (425)	692
Employ: Government	9% (16)	11% (19)	10% (18)	8% (15)	3% (6)	58% (102)	176
Employ: Self-Employed	12% (22)	20% (36)	9% (16)	7% (12)	3% (6)	49% (88)	179
Employ: Homemaker	11% (22)	10% (18)	7% (14)	4% (8)	7% (14)	60% (116)	192
Employ: Student	30% (30)	18% (18)	11% (11)	5% (5)	4% (4)	32% (32)	99
Employ: Retired	2% (11)	3% (12)	4% (19)	3% (13)	2% (9)	87% (432)	496
Employ: Unemployed	10% (18)	9% (16)	8% (14)	6% (12)	4% (7)	64% (121)	188
Employ: Other	8% (15)	7% (12)	5% (9)	9% (15)	4% (7)	67% (120)	178
Military HH: Yes	11% (49)	9% (39)	9% (38)	6% (28)	3% (11)	62% (272)	437
Military HH: No	9% (159)	9% (156)	7% (131)	5% (90)	4% (65)	66% (1162)	1764

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Table BRD2_8: How recently have you used each the following applications to communicate with others?
Instagram Direct Messages

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	9% (208)	9% (195)	8% (169)	5% (118)	3% (76)	65% (1435)	2201
RD/WT: Right Direction	10% (85)	8% (73)	7% (62)	5% (40)	3% (29)	66% (566)	856
RD/WT: Wrong Track	9% (123)	9% (122)	8% (107)	6% (78)	3% (47)	65% (869)	1345
Strongly Approve	10% (46)	6% (27)	5% (22)	6% (30)	3% (16)	70% (331)	471
Somewhat Approve	11% (53)	8% (39)	10% (50)	4% (20)	3% (13)	64% (304)	479
Somewhat Disapprove	7% (21)	10% (30)	5% (15)	6% (18)	3% (9)	69% (208)	301
Strongly Disapprove	8% (67)	11% (89)	10% (78)	6% (46)	4% (31)	62% (505)	816
Dont Know / No Opinion	15% (21)	8% (10)	3% (4)	3% (5)	6% (8)	65% (87)	135
#1 Issue: Economy	9% (52)	7% (40)	8% (42)	5% (26)	3% (16)	68% (378)	554
#1 Issue: Security	9% (37)	9% (36)	7% (31)	7% (29)	4% (16)	65% (272)	422
#1 Issue: Health Care	10% (46)	11% (52)	7% (33)	5% (25)	4% (16)	62% (284)	457
#1 Issue: Medicare / Social Security	2% (7)	4% (14)	5% (15)	4% (13)	3% (10)	82% (266)	325
#1 Issue: Women's Issues	17% (21)	15% (19)	13% (16)	8% (10)	5% (6)	42% (52)	125
#1 Issue: Education	19% (27)	10% (15)	11% (16)	4% (6)	3% (4)	53% (76)	143
#1 Issue: Energy	10% (9)	17% (15)	12% (11)	10% (8)	2% (2)	48% (41)	85
#1 Issue: Other	10% (9)	5% (4)	5% (5)	2% (2)	6% (5)	73% (66)	90
2016 Vote: Democrat Hillary Clinton	10% (69)	11% (75)	8% (54)	5% (36)	3% (23)	63% (441)	696
2016 Vote: Republican Donald Trump	6% (48)	6% (43)	6% (47)	5% (40)	2% (19)	74% (560)	757
2016 Vote: Someone else	5% (9)	8% (15)	8% (16)	7% (13)	5% (9)	67% (124)	185
2012 Vote: Barack Obama	10% (79)	8% (62)	7% (59)	6% (46)	3% (26)	66% (524)	795
2012 Vote: Mitt Romney	6% (33)	6% (38)	6% (33)	4% (25)	2% (15)	76% (450)	594
2012 Vote: Other	3% (2)	6% (5)	5% (5)	7% (7)	7% (7)	72% (66)	92
2012 Vote: Didn't Vote	13% (94)	12% (89)	10% (72)	6% (40)	4% (30)	55% (393)	717
4-Region: Northeast	9% (36)	11% (42)	8% (32)	7% (28)	5% (18)	61% (246)	402
4-Region: Midwest	6% (30)	6% (27)	8% (37)	5% (23)	3% (13)	73% (345)	474
4-Region: South	10% (84)	9% (73)	8% (62)	5% (42)	4% (32)	64% (521)	815
4-Region: West	11% (59)	10% (53)	7% (38)	5% (25)	3% (14)	63% (323)	511

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

Table BRD2_9: How recently have you used each the following applications to communicate with others?

FaceTime

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	12% (256)	13% (275)	10% (216)	9% (205)	9% (191)	48% (1058)	2201
Gender: Male	11% (112)	12% (129)	9% (99)	8% (88)	7% (77)	52% (555)	1059
Gender: Female	13% (144)	13% (147)	10% (118)	10% (116)	10% (114)	44% (503)	1142
Age: 18-29	22% (111)	18% (89)	11% (57)	11% (56)	9% (43)	28% (139)	495
Age: 30-44	13% (70)	17% (90)	12% (65)	10% (53)	8% (43)	41% (220)	541
Age: 45-54	6% (27)	11% (47)	10% (45)	10% (45)	10% (42)	53% (231)	438
Age: 55-64	8% (25)	9% (30)	7% (24)	7% (23)	10% (31)	60% (197)	330
Age: 65+	6% (23)	5% (18)	6% (25)	7% (28)	8% (32)	68% (270)	398
PID: Dem (no lean)	14% (97)	14% (100)	11% (75)	8% (59)	7% (49)	46% (324)	705
PID: Ind (no lean)	12% (94)	9% (76)	7% (54)	10% (83)	11% (91)	50% (403)	800
PID: Rep (no lean)	9% (65)	14% (99)	13% (88)	9% (64)	7% (51)	47% (330)	697
PID/Gender: Dem Men	12% (39)	15% (46)	10% (30)	7% (22)	5% (15)	51% (160)	311
PID/Gender: Dem Women	15% (58)	14% (55)	12% (45)	9% (37)	9% (34)	42% (165)	393
PID/Gender: Ind Men	11% (41)	9% (36)	8% (29)	10% (36)	11% (41)	51% (193)	374
PID/Gender: Ind Women	12% (53)	9% (40)	6% (25)	11% (47)	12% (50)	50% (211)	425
PID/Gender: Rep Men	9% (32)	13% (47)	11% (40)	8% (31)	6% (21)	54% (202)	374
PID/Gender: Rep Women	10% (33)	16% (52)	15% (47)	10% (33)	9% (31)	40% (128)	323
Tea Party: Supporter	16% (93)	15% (85)	10% (54)	9% (54)	7% (38)	43% (247)	572
Tea Party: Not Supporter	10% (160)	12% (190)	10% (162)	9% (148)	9% (151)	50% (808)	1619
Ideo: Liberal (1-3)	17% (121)	15% (105)	11% (83)	10% (71)	7% (53)	40% (290)	722
Ideo: Moderate (4)	12% (54)	13% (60)	11% (51)	10% (46)	8% (36)	45% (206)	454
Ideo: Conservative (5-7)	6% (44)	12% (87)	9% (63)	9% (67)	9% (62)	55% (399)	723
Educ: < College	12% (184)	11% (178)	9% (136)	9% (136)	8% (128)	51% (804)	1567
Educ: Bachelors degree	11% (47)	14% (59)	13% (56)	10% (40)	11% (47)	40% (167)	416
Educ: Post-grad	11% (25)	17% (38)	11% (24)	13% (29)	7% (16)	40% (87)	219

Continued on next page

Table BRD2_9: How recently have you used each the following applications to communicate with others?

FaceTime

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	12% (256)	13% (275)	10% (216)	9% (205)	9% (191)	48% (1058)	2201
Income: Under 50k	12% (154)	10% (135)	8% (109)	8% (110)	8% (101)	54% (707)	1316
Income: 50k-100k	11% (72)	15% (97)	12% (76)	9% (58)	11% (71)	42% (269)	644
Income: 100k+	13% (30)	18% (43)	13% (31)	15% (37)	8% (19)	34% (82)	241
Ethnicity: White	10% (167)	12% (204)	10% (170)	9% (165)	9% (157)	51% (887)	1750
Ethnicity: Hispanic	24% (79)	15% (51)	10% (34)	9% (31)	9% (31)	31% (103)	329
Ethnicity: Afr. Am.	20% (53)	17% (45)	10% (27)	8% (21)	6% (16)	40% (107)	269
Ethnicity: Other	19% (35)	14% (26)	11% (20)	10% (19)	10% (18)	35% (64)	182
Relig: Protestant	8% (40)	12% (59)	10% (49)	10% (50)	7% (36)	53% (260)	495
Relig: Roman Catholic	14% (68)	14% (65)	9% (42)	10% (49)	9% (42)	43% (203)	468
Relig: Ath./Agn./None	12% (79)	11% (71)	8% (55)	9% (60)	11% (71)	50% (339)	675
Relig: Something Else	11% (33)	16% (49)	13% (42)	8% (24)	9% (28)	44% (137)	313
Relig: Evangelical	12% (69)	13% (77)	11% (68)	8% (50)	8% (45)	48% (282)	590
Relig: Non-Evang. Catholics	12% (73)	13% (78)	8% (52)	11% (71)	8% (47)	48% (299)	620
Relig: All Christian	12% (143)	13% (155)	10% (119)	10% (121)	8% (92)	48% (581)	1210
Relig: All Non-Christian	11% (113)	12% (121)	10% (96)	9% (84)	10% (99)	48% (475)	988
Community: Urban	15% (76)	13% (70)	9% (48)	9% (49)	8% (44)	45% (235)	521
Community: Suburban	11% (110)	14% (148)	11% (114)	10% (105)	9% (93)	45% (476)	1046
Community: Rural	11% (69)	9% (57)	9% (55)	8% (51)	9% (55)	55% (347)	635
Employ: Private Sector	13% (87)	15% (104)	12% (82)	11% (73)	8% (58)	42% (289)	692
Employ: Government	11% (19)	25% (44)	11% (20)	15% (26)	8% (14)	30% (54)	176
Employ: Self-Employed	19% (33)	18% (32)	14% (25)	8% (15)	5% (8)	37% (66)	179
Employ: Homemaker	14% (27)	11% (21)	12% (23)	6% (11)	15% (29)	42% (81)	192
Employ: Student	20% (20)	23% (23)	7% (7)	9% (9)	9% (9)	32% (32)	99
Employ: Retired	7% (34)	5% (23)	6% (29)	5% (27)	9% (45)	68% (338)	496
Employ: Unemployed	8% (15)	6% (11)	9% (18)	12% (22)	10% (19)	55% (104)	188
Employ: Other	11% (20)	10% (18)	7% (13)	13% (22)	6% (10)	53% (94)	178
Military HH: Yes	11% (50)	14% (63)	9% (40)	9% (37)	9% (40)	47% (207)	437
Military HH: No	12% (206)	12% (212)	10% (176)	9% (167)	9% (152)	48% (850)	1764

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Table BRD2_9: How recently have you used each the following applications to communicate with others?
FaceTime

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	12% (256)	13% (275)	10% (216)	9% (205)	9% (191)	48% (1058)	2201
RD/WT: Right Direction	13% (113)	12% (105)	11% (91)	9% (81)	7% (60)	48% (406)	856
RD/WT: Wrong Track	11% (143)	13% (171)	9% (125)	9% (124)	10% (132)	48% (651)	1345
Strongly Approve	12% (57)	12% (58)	8% (36)	9% (41)	6% (29)	53% (251)	471
Somewhat Approve	11% (55)	16% (76)	13% (63)	9% (45)	9% (43)	41% (197)	479
Somewhat Disapprove	12% (35)	12% (35)	7% (20)	11% (33)	7% (21)	52% (157)	301
Strongly Disapprove	12% (96)	12% (98)	10% (82)	9% (73)	10% (81)	47% (387)	816
Dont Know / No Opinion	10% (13)	6% (8)	12% (16)	10% (14)	13% (17)	49% (66)	135
#1 Issue: Economy	12% (68)	13% (71)	10% (57)	9% (49)	8% (45)	48% (264)	554
#1 Issue: Security	10% (40)	16% (66)	8% (34)	9% (37)	11% (45)	47% (200)	422
#1 Issue: Health Care	13% (59)	13% (61)	14% (62)	12% (53)	8% (39)	40% (185)	457
#1 Issue: Medicare / Social Security	7% (24)	6% (20)	6% (19)	6% (20)	7% (23)	67% (219)	325
#1 Issue: Women's Issues	16% (20)	10% (12)	13% (16)	9% (11)	12% (15)	41% (51)	125
#1 Issue: Education	19% (27)	20% (29)	9% (13)	12% (17)	4% (6)	36% (52)	143
#1 Issue: Energy	18% (15)	13% (11)	6% (5)	12% (10)	10% (9)	41% (35)	85
#1 Issue: Other	4% (3)	6% (5)	11% (10)	9% (8)	11% (10)	59% (53)	90
2016 Vote: Democrat Hillary Clinton	12% (83)	14% (96)	10% (69)	9% (61)	10% (68)	46% (320)	696
2016 Vote: Republican Donald Trump	9% (71)	13% (97)	10% (73)	9% (68)	7% (52)	52% (396)	757
2016 Vote: Someone else	10% (19)	12% (22)	9% (16)	12% (22)	11% (20)	46% (85)	185
2012 Vote: Barack Obama	14% (108)	11% (90)	9% (75)	8% (67)	9% (69)	48% (385)	795
2012 Vote: Mitt Romney	8% (45)	13% (76)	11% (67)	11% (65)	9% (51)	49% (291)	594
2012 Vote: Other	10% (9)	10% (9)	3% (2)	8% (7)	9% (9)	61% (56)	92
2012 Vote: Didn't Vote	13% (94)	14% (101)	10% (72)	9% (66)	9% (62)	45% (324)	717
4-Region: Northeast	13% (50)	15% (59)	12% (48)	12% (49)	9% (35)	40% (161)	402
4-Region: Midwest	10% (48)	12% (58)	8% (38)	9% (40)	7% (35)	54% (255)	474
4-Region: South	11% (89)	12% (101)	10% (85)	9% (74)	8% (69)	49% (396)	815
4-Region: West	13% (68)	11% (57)	9% (46)	8% (41)	10% (53)	48% (245)	511

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

Table BRD2_10: How recently have you used each the following applications to communicate with others?
Google Hangouts

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (130)	5% (118)	5% (117)	6% (132)	7% (150)	71% (1553)	2201
Gender: Male	8% (87)	7% (73)	7% (71)	7% (74)	5% (58)	66% (696)	1059
Gender: Female	4% (43)	4% (45)	4% (46)	5% (58)	8% (93)	75% (857)	1142
Age: 18-29	12% (58)	8% (38)	7% (36)	8% (40)	10% (47)	56% (275)	495
Age: 30-44	7% (40)	7% (40)	8% (41)	7% (37)	10% (52)	61% (330)	541
Age: 45-54	3% (13)	6% (25)	4% (18)	8% (34)	7% (32)	72% (315)	438
Age: 55-64	3% (11)	1% (3)	4% (14)	4% (15)	3% (10)	84% (277)	330
Age: 65+	2% (7)	3% (12)	2% (7)	2% (6)	2% (9)	90% (356)	398
PID: Dem (no lean)	7% (48)	6% (42)	6% (44)	7% (47)	8% (56)	67% (469)	705
PID: Ind (no lean)	5% (40)	5% (40)	5% (38)	5% (44)	7% (57)	73% (581)	800
PID: Rep (no lean)	6% (43)	5% (36)	5% (35)	6% (42)	5% (37)	72% (504)	697
PID/Gender: Dem Men	9% (29)	6% (18)	9% (28)	8% (26)	7% (21)	61% (188)	311
PID/Gender: Dem Women	5% (18)	6% (23)	4% (16)	5% (20)	9% (36)	71% (280)	393
PID/Gender: Ind Men	7% (25)	8% (31)	6% (24)	5% (20)	7% (25)	67% (249)	374
PID/Gender: Ind Women	3% (15)	2% (9)	3% (14)	5% (23)	8% (32)	78% (332)	425
PID/Gender: Rep Men	9% (33)	6% (24)	5% (19)	7% (28)	3% (12)	69% (259)	374
PID/Gender: Rep Women	3% (10)	4% (12)	5% (16)	4% (14)	8% (25)	76% (245)	323
Tea Party: Supporter	9% (51)	9% (50)	6% (33)	7% (40)	6% (36)	63% (362)	572
Tea Party: Not Supporter	5% (79)	4% (68)	5% (84)	6% (92)	7% (115)	73% (1181)	1619
Ideo: Liberal (1-3)	10% (76)	8% (60)	7% (48)	8% (59)	9% (63)	58% (416)	722
Ideo: Moderate (4)	4% (16)	4% (18)	7% (31)	6% (25)	7% (32)	73% (330)	454
Ideo: Conservative (5-7)	4% (26)	4% (31)	3% (24)	5% (33)	5% (34)	80% (575)	723
Educ: < College	6% (97)	5% (77)	5% (83)	6% (101)	6% (96)	71% (1112)	1567
Educ: Bachelors degree	4% (17)	6% (27)	5% (22)	5% (20)	9% (37)	70% (292)	416
Educ: Post-grad	7% (16)	7% (14)	5% (12)	5% (10)	8% (17)	68% (150)	219

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Table BRD2_10: How recently have you used each the following applications to communicate with others?
 Google Hangouts

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (130)	5% (118)	5% (117)	6% (132)	7% (150)	71% (1553)	2201
Income: Under 50k	6% (85)	5% (65)	6% (79)	7% (90)	7% (94)	69% (902)	1316
Income: 50k-100k	5% (31)	6% (39)	5% (31)	4% (24)	7% (46)	74% (474)	644
Income: 100k+	6% (14)	6% (14)	3% (8)	7% (18)	4% (10)	74% (177)	241
Ethnicity: White	4% (73)	4% (75)	4% (75)	5% (94)	7% (121)	75% (1312)	1750
Ethnicity: Hispanic	14% (46)	9% (31)	7% (25)	9% (31)	10% (31)	51% (166)	329
Ethnicity: Afr. Am.	11% (29)	11% (31)	8% (21)	10% (26)	7% (18)	53% (143)	269
Ethnicity: Other	15% (27)	6% (12)	11% (21)	6% (12)	7% (12)	54% (98)	182
Relig: Protestant	3% (17)	4% (18)	5% (26)	6% (30)	6% (28)	76% (377)	495
Relig: Roman Catholic	6% (27)	8% (38)	6% (26)	4% (21)	6% (30)	70% (327)	468
Relig: Ath./Agn./None	6% (40)	4% (28)	4% (30)	6% (39)	7% (49)	72% (489)	675
Relig: Something Else	11% (34)	5% (17)	7% (21)	5% (17)	6% (18)	66% (205)	313
Relig: Evangelical	4% (26)	6% (38)	6% (36)	9% (51)	7% (43)	67% (396)	590
Relig: Non-Evang. Catholics	5% (29)	6% (35)	5% (30)	4% (25)	6% (40)	74% (461)	620
Relig: All Christian	5% (56)	6% (74)	5% (66)	6% (76)	7% (82)	71% (857)	1210
Relig: All Non-Christian	8% (74)	4% (44)	5% (51)	6% (56)	7% (68)	70% (695)	988
Community: Urban	7% (35)	5% (25)	9% (48)	6% (33)	8% (42)	65% (338)	521
Community: Suburban	5% (54)	6% (60)	5% (51)	6% (64)	5% (53)	73% (763)	1046
Community: Rural	6% (41)	5% (32)	3% (18)	5% (35)	9% (55)	71% (453)	635
Employ: Private Sector	7% (49)	7% (48)	5% (37)	4% (27)	7% (49)	70% (482)	692
Employ: Government	11% (20)	5% (9)	6% (11)	12% (21)	9% (16)	56% (99)	176
Employ: Self-Employed	6% (11)	10% (17)	9% (16)	11% (19)	13% (23)	52% (93)	179
Employ: Homemaker	5% (10)	7% (13)	5% (9)	6% (12)	10% (19)	67% (129)	192
Employ: Student	7% (7)	5% (5)	4% (4)	13% (13)	11% (11)	59% (59)	99
Employ: Retired	3% (13)	1% (7)	3% (16)	4% (18)	2% (10)	87% (433)	496
Employ: Unemployed	3% (6)	6% (11)	7% (14)	6% (10)	6% (12)	72% (135)	188
Employ: Other	8% (13)	4% (8)	6% (10)	6% (12)	7% (12)	69% (123)	178
Military HH: Yes	8% (34)	6% (25)	5% (21)	8% (36)	6% (25)	68% (297)	437
Military HH: No	5% (96)	5% (93)	5% (96)	5% (96)	7% (125)	71% (1257)	1764

Continued on next page

Table BRD2_10: How recently have you used each the following applications to communicate with others?
Google Hangouts

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (130)	5% (118)	5% (117)	6% (132)	7% (150)	71% (1553)	2201
RD/WT: Right Direction	7% (62)	6% (51)	5% (46)	6% (55)	5% (41)	70% (600)	856
RD/WT: Wrong Track	5% (69)	5% (66)	5% (71)	6% (77)	8% (110)	71% (953)	1345
Strongly Approve	6% (28)	5% (22)	4% (18)	7% (34)	5% (25)	73% (343)	471
Somewhat Approve	8% (37)	6% (30)	7% (34)	6% (29)	4% (21)	68% (327)	479
Somewhat Disapprove	5% (14)	6% (17)	7% (20)	6% (17)	9% (27)	69% (207)	301
Strongly Disapprove	5% (42)	5% (44)	5% (38)	6% (49)	8% (63)	71% (581)	816
Dont Know / No Opinion	7% (10)	3% (4)	5% (7)	3% (4)	11% (14)	71% (96)	135
#1 Issue: Economy	5% (30)	4% (23)	5% (30)	5% (29)	7% (37)	73% (406)	554
#1 Issue: Security	4% (16)	7% (27)	5% (21)	7% (29)	6% (27)	72% (302)	422
#1 Issue: Health Care	7% (34)	8% (35)	7% (31)	7% (31)	6% (28)	65% (297)	457
#1 Issue: Medicare / Social Security	5% (17)	2% (6)	5% (15)	5% (16)	3% (10)	80% (260)	325
#1 Issue: Women's Issues	10% (12)	7% (9)	4% (6)	7% (9)	8% (10)	64% (79)	125
#1 Issue: Education	10% (14)	7% (10)	8% (11)	6% (9)	11% (15)	59% (84)	143
#1 Issue: Energy	9% (8)	5% (5)	3% (2)	6% (5)	18% (15)	58% (50)	85
#1 Issue: Other	1% (1)	3% (2)	1% (1)	4% (4)	8% (7)	84% (75)	90
2016 Vote: Democrat Hillary Clinton	7% (47)	7% (47)	5% (36)	7% (47)	8% (57)	66% (461)	696
2016 Vote: Republican Donald Trump	5% (38)	4% (33)	4% (30)	6% (42)	5% (35)	76% (579)	757
2016 Vote: Someone else	5% (8)	4% (8)	10% (18)	5% (10)	9% (16)	68% (125)	185
2012 Vote: Barack Obama	7% (55)	7% (53)	6% (48)	5% (43)	7% (58)	68% (538)	795
2012 Vote: Mitt Romney	4% (21)	4% (24)	4% (26)	5% (28)	6% (34)	78% (462)	594
2012 Vote: Other	3% (3)	6% (6)	6% (6)	9% (8)	3% (3)	72% (66)	92
2012 Vote: Didn't Vote	7% (51)	5% (35)	5% (37)	7% (53)	8% (56)	68% (486)	717
4-Region: Northeast	8% (30)	6% (25)	6% (24)	4% (16)	6% (23)	71% (285)	402
4-Region: Midwest	4% (20)	5% (24)	3% (15)	7% (32)	8% (36)	73% (347)	474
4-Region: South	6% (46)	5% (42)	5% (43)	6% (49)	7% (61)	71% (575)	815
4-Region: West	6% (33)	5% (27)	7% (36)	7% (36)	6% (31)	68% (347)	511

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

Table BRD2_11: How recently have you used each the following applications to communicate with others?
 Skype

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (138)	7% (154)	7% (162)	12% (256)	21% (461)	47% (1030)	2201
Gender: Male	8% (82)	9% (96)	9% (92)	11% (112)	17% (180)	47% (498)	1059
Gender: Female	5% (57)	5% (58)	6% (71)	13% (144)	25% (281)	47% (532)	1142
Age: 18-29	14% (69)	8% (41)	10% (48)	16% (79)	27% (135)	25% (122)	495
Age: 30-44	8% (44)	8% (45)	9% (46)	12% (63)	21% (115)	42% (228)	541
Age: 45-54	4% (18)	8% (35)	6% (28)	11% (50)	20% (88)	50% (218)	438
Age: 55-64	2% (7)	5% (18)	6% (19)	11% (37)	18% (60)	58% (191)	330
Age: 65+	— (1)	4% (15)	5% (21)	7% (27)	16% (63)	68% (271)	398
PID: Dem (no lean)	7% (48)	8% (58)	7% (51)	12% (82)	22% (154)	44% (311)	705
PID: Ind (no lean)	5% (44)	5% (43)	7% (57)	11% (87)	23% (181)	48% (387)	800
PID: Rep (no lean)	7% (46)	8% (53)	8% (54)	12% (87)	18% (126)	48% (332)	697
PID/Gender: Dem Men	10% (32)	11% (35)	8% (25)	11% (33)	15% (46)	45% (140)	311
PID/Gender: Dem Women	4% (16)	6% (22)	7% (27)	12% (49)	27% (108)	43% (171)	393
PID/Gender: Ind Men	6% (22)	8% (29)	9% (32)	10% (36)	20% (76)	48% (179)	374
PID/Gender: Ind Women	5% (22)	3% (13)	6% (25)	12% (51)	25% (105)	49% (208)	425
PID/Gender: Rep Men	7% (28)	8% (31)	9% (35)	12% (43)	15% (58)	48% (179)	374
PID/Gender: Rep Women	6% (18)	7% (22)	6% (19)	14% (44)	21% (68)	47% (152)	323
Tea Party: Supporter	11% (65)	9% (49)	9% (49)	12% (67)	18% (102)	42% (241)	572
Tea Party: Not Supporter	5% (73)	6% (105)	7% (113)	12% (189)	22% (353)	49% (786)	1619
Ideo: Liberal (1-3)	12% (87)	10% (72)	8% (61)	14% (103)	20% (148)	35% (251)	722
Ideo: Moderate (4)	4% (16)	8% (38)	7% (33)	12% (53)	20% (89)	50% (225)	454
Ideo: Conservative (5-7)	3% (25)	5% (37)	7% (54)	11% (78)	21% (150)	52% (378)	723
Educ: < College	6% (95)	6% (94)	7% (105)	11% (169)	20% (313)	50% (790)	1567
Educ: Bachelors degree	6% (25)	9% (39)	10% (42)	13% (54)	22% (93)	39% (163)	416
Educ: Post-grad	8% (18)	10% (21)	7% (15)	15% (33)	25% (54)	35% (77)	219

Continued on next page

Table BRD2_11: How recently have you used each the following applications to communicate with others?
Skype

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (138)	7% (154)	7% (162)	12% (256)	21% (461)	47% (1030)	2201
Income: Under 50k	7% (86)	5% (67)	6% (82)	11% (141)	20% (266)	51% (674)	1316
Income: 50k-100k	6% (38)	8% (52)	10% (62)	13% (87)	21% (135)	42% (270)	644
Income: 100k+	6% (14)	14% (34)	8% (19)	12% (29)	25% (59)	35% (85)	241
Ethnicity: White	5% (94)	6% (111)	7% (126)	12% (211)	21% (375)	48% (834)	1750
Ethnicity: Hispanic	13% (41)	13% (42)	9% (29)	10% (34)	20% (65)	36% (118)	329
Ethnicity: Afr. Am.	8% (21)	9% (25)	8% (21)	9% (24)	20% (54)	46% (124)	269
Ethnicity: Other	13% (23)	9% (17)	9% (16)	12% (21)	17% (32)	40% (72)	182
Relig: Protestant	4% (21)	6% (28)	8% (37)	13% (65)	21% (105)	48% (240)	495
Relig: Roman Catholic	8% (36)	10% (48)	8% (37)	11% (52)	19% (89)	44% (206)	468
Relig: Ath./Agn./None	6% (39)	4% (27)	6% (43)	12% (80)	22% (150)	50% (335)	675
Relig: Something Else	8% (26)	12% (38)	9% (27)	10% (32)	20% (63)	41% (127)	313
Relig: Evangelical	6% (36)	6% (35)	8% (47)	12% (73)	20% (119)	48% (281)	590
Relig: Non-Evang. Catholics	6% (37)	9% (53)	7% (45)	11% (70)	21% (129)	46% (287)	620
Relig: All Christian	6% (73)	7% (88)	8% (92)	12% (143)	20% (247)	47% (568)	1210
Relig: All Non-Christian	7% (65)	7% (66)	7% (70)	11% (112)	22% (213)	47% (462)	988
Community: Urban	9% (46)	8% (39)	8% (40)	10% (52)	21% (110)	45% (234)	521
Community: Suburban	6% (61)	8% (82)	9% (95)	12% (128)	20% (207)	45% (473)	1046
Community: Rural	5% (32)	5% (32)	4% (27)	12% (76)	23% (144)	51% (323)	635
Employ: Private Sector	9% (63)	8% (55)	10% (68)	12% (86)	22% (149)	39% (272)	692
Employ: Government	9% (15)	9% (16)	9% (16)	15% (27)	21% (36)	38% (67)	176
Employ: Self-Employed	9% (17)	14% (24)	7% (13)	11% (20)	17% (30)	43% (77)	179
Employ: Homemaker	4% (8)	6% (12)	5% (10)	16% (31)	33% (64)	35% (67)	192
Employ: Student	13% (13)	9% (9)	9% (9)	15% (15)	31% (31)	23% (22)	99
Employ: Retired	1% (7)	4% (20)	5% (25)	7% (36)	15% (73)	68% (335)	496
Employ: Unemployed	3% (6)	3% (6)	7% (13)	11% (21)	23% (43)	53% (99)	188
Employ: Other	5% (9)	7% (13)	5% (9)	12% (22)	19% (34)	51% (91)	178
Military HH: Yes	6% (27)	7% (33)	8% (34)	13% (56)	19% (84)	46% (203)	437
Military HH: No	6% (111)	7% (121)	7% (128)	11% (200)	21% (376)	47% (827)	1764

Continued on next page

Table BRD2_11: How recently have you used each the following applications to communicate with others?
Skype

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	6% (138)	7% (154)	7% (162)	12% (256)	21% (461)	47% (1030)	2201
RD/WT: Right Direction	8% (67)	8% (66)	6% (54)	12% (102)	16% (138)	50% (428)	856
RD/WT: Wrong Track	5% (71)	6% (87)	8% (108)	11% (155)	24% (323)	45% (602)	1345
Strongly Approve	7% (35)	6% (27)	6% (27)	12% (56)	18% (83)	52% (243)	471
Somewhat Approve	6% (29)	9% (44)	8% (37)	12% (58)	18% (88)	47% (223)	479
Somewhat Disapprove	4% (13)	7% (21)	9% (26)	9% (28)	24% (71)	47% (142)	301
Strongly Disapprove	6% (50)	7% (60)	8% (66)	12% (101)	23% (187)	43% (352)	816
Dont Know / No Opinion	9% (12)	1% (2)	4% (6)	10% (13)	24% (32)	52% (70)	135
#1 Issue: Economy	7% (40)	6% (32)	6% (33)	10% (58)	22% (120)	49% (271)	554
#1 Issue: Security	5% (19)	8% (34)	9% (37)	13% (55)	17% (73)	48% (204)	422
#1 Issue: Health Care	4% (18)	8% (36)	8% (36)	14% (65)	21% (95)	45% (207)	457
#1 Issue: Medicare / Social Security	6% (19)	6% (20)	7% (21)	6% (20)	18% (59)	57% (186)	325
#1 Issue: Women's Issues	10% (13)	9% (12)	5% (7)	17% (21)	25% (31)	33% (41)	125
#1 Issue: Education	13% (19)	7% (10)	9% (13)	11% (15)	24% (35)	36% (51)	143
#1 Issue: Energy	10% (9)	9% (7)	7% (6)	17% (14)	24% (20)	34% (29)	85
#1 Issue: Other	1% (1)	3% (2)	12% (10)	8% (8)	30% (27)	47% (42)	90
2016 Vote: Democrat Hillary Clinton	8% (53)	8% (59)	8% (57)	11% (80)	19% (135)	45% (313)	696
2016 Vote: Republican Donald Trump	5% (39)	6% (48)	8% (62)	11% (84)	17% (131)	52% (393)	757
2016 Vote: Someone else	4% (8)	8% (14)	8% (14)	17% (31)	26% (48)	38% (70)	185
2012 Vote: Barack Obama	7% (54)	9% (72)	8% (63)	12% (94)	20% (160)	44% (351)	795
2012 Vote: Mitt Romney	4% (24)	7% (44)	7% (42)	12% (71)	18% (107)	52% (307)	594
2012 Vote: Other	2% (2)	5% (4)	6% (6)	11% (10)	22% (20)	53% (49)	92
2012 Vote: Didn't Vote	8% (58)	5% (33)	7% (51)	11% (79)	24% (173)	45% (323)	717
4-Region: Northeast	6% (25)	10% (39)	8% (31)	11% (44)	18% (74)	47% (188)	402
4-Region: Midwest	6% (28)	5% (26)	7% (33)	13% (64)	21% (102)	47% (222)	474
4-Region: South	6% (51)	6% (47)	8% (62)	12% (97)	22% (178)	47% (380)	815
4-Region: West	7% (34)	8% (42)	7% (37)	10% (51)	21% (107)	47% (240)	511

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

Table BRD2_12: How recently have you used each the following applications to communicate with others?
Kik

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	5% (112)	4% (80)	3% (77)	4% (88)	7% (162)	76% (1682)	2201
Gender: Male	8% (81)	5% (55)	5% (49)	4% (47)	6% (68)	72% (760)	1059
Gender: Female	3% (32)	2% (25)	2% (28)	4% (41)	8% (94)	81% (922)	1142
Age: 18-29	11% (56)	8% (41)	9% (43)	10% (50)	14% (71)	47% (234)	495
Age: 30-44	6% (32)	5% (26)	4% (20)	5% (25)	10% (55)	71% (384)	541
Age: 45-54	3% (15)	2% (11)	2% (7)	2% (8)	6% (26)	85% (370)	438
Age: 55-64	1% (4)	— (2)	1% (3)	1% (4)	3% (9)	93% (308)	330
Age: 65+	1% (6)	— (1)	1% (3)	— (1)	— (0)	97% (387)	398
PID: Dem (no lean)	4% (30)	3% (20)	3% (24)	6% (40)	8% (58)	76% (533)	705
PID: Ind (no lean)	4% (34)	4% (34)	4% (29)	4% (31)	8% (66)	76% (605)	800
PID: Rep (no lean)	7% (48)	4% (26)	3% (24)	3% (18)	6% (39)	78% (543)	697
PID/Gender: Dem Men	7% (23)	4% (12)	5% (15)	7% (22)	6% (20)	70% (219)	311
PID/Gender: Dem Women	2% (7)	2% (7)	2% (9)	4% (17)	10% (38)	80% (314)	393
PID/Gender: Ind Men	5% (20)	6% (24)	4% (17)	5% (19)	8% (30)	71% (265)	374
PID/Gender: Ind Women	3% (15)	2% (10)	3% (12)	3% (12)	8% (36)	80% (340)	425
PID/Gender: Rep Men	10% (37)	5% (18)	5% (18)	2% (6)	5% (18)	74% (276)	374
PID/Gender: Rep Women	3% (10)	2% (7)	2% (6)	4% (12)	6% (20)	83% (267)	323
Tea Party: Supporter	12% (67)	6% (33)	6% (35)	4% (22)	6% (36)	66% (380)	572
Tea Party: Not Supporter	3% (45)	3% (47)	3% (42)	4% (67)	8% (126)	80% (1292)	1619
Ideo: Liberal (1-3)	11% (76)	5% (38)	5% (36)	6% (42)	8% (55)	66% (475)	722
Ideo: Moderate (4)	2% (9)	3% (11)	3% (14)	4% (20)	9% (39)	79% (360)	454
Ideo: Conservative (5-7)	3% (24)	3% (20)	2% (12)	2% (13)	5% (33)	86% (619)	723
Educ: < College	6% (88)	4% (63)	4% (58)	4% (68)	9% (134)	74% (1154)	1567
Educ: Bachelors degree	4% (17)	2% (9)	3% (14)	4% (15)	4% (19)	82% (342)	416
Educ: Post-grad	3% (7)	3% (7)	2% (4)	2% (4)	4% (10)	85% (186)	219

Continued on next page

Table BRD2_12: How recently have you used each the following applications to communicate with others?
 Kik

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	5% (112)	4% (80)	3% (77)	4% (88)	7% (162)	76% (1682)	2201
Income: Under 50k	6% (74)	4% (49)	5% (59)	5% (63)	9% (114)	73% (956)	1316
Income: 50k-100k	4% (24)	4% (27)	2% (16)	3% (16)	6% (39)	81% (521)	644
Income: 100k+	6% (14)	1% (3)	— (1)	4% (9)	4% (9)	85% (204)	241
Ethnicity: White	4% (68)	3% (48)	3% (54)	3% (54)	7% (115)	81% (1411)	1750
Ethnicity: Hispanic	16% (52)	7% (23)	5% (18)	8% (26)	11% (36)	53% (174)	329
Ethnicity: Afr. Am.	9% (25)	6% (16)	6% (17)	8% (21)	10% (26)	61% (164)	269
Ethnicity: Other	11% (20)	9% (16)	3% (5)	7% (13)	11% (21)	59% (107)	182
Relig: Protestant	3% (13)	3% (13)	2% (9)	3% (12)	3% (15)	87% (433)	495
Relig: Roman Catholic	6% (26)	4% (17)	4% (19)	4% (20)	5% (23)	78% (364)	468
Relig: Ath./Agn./None	4% (25)	5% (33)	4% (26)	4% (28)	10% (65)	74% (497)	675
Relig: Something Else	11% (33)	3% (10)	5% (15)	6% (17)	11% (34)	65% (203)	313
Relig: Evangelical	5% (30)	3% (17)	3% (19)	3% (18)	7% (41)	79% (465)	590
Relig: Non-Evang. Catholics	4% (23)	3% (19)	3% (16)	4% (25)	4% (23)	83% (514)	620
Relig: All Christian	4% (54)	3% (36)	3% (36)	4% (43)	5% (63)	81% (979)	1210
Relig: All Non-Christian	6% (59)	4% (43)	4% (41)	5% (45)	10% (99)	71% (700)	988
Community: Urban	6% (34)	5% (27)	5% (24)	5% (24)	10% (50)	70% (362)	521
Community: Suburban	5% (49)	3% (36)	3% (31)	3% (31)	6% (63)	80% (836)	1046
Community: Rural	5% (30)	3% (17)	3% (21)	5% (33)	8% (49)	76% (484)	635
Employ: Private Sector	5% (37)	4% (29)	3% (23)	5% (33)	8% (54)	74% (515)	692
Employ: Government	10% (18)	5% (8)	5% (10)	5% (9)	8% (13)	67% (117)	176
Employ: Self-Employed	10% (18)	7% (13)	8% (14)	8% (14)	6% (12)	61% (109)	179
Employ: Homemaker	5% (10)	2% (5)	3% (6)	3% (6)	11% (22)	75% (144)	192
Employ: Student	13% (13)	7% (7)	8% (8)	11% (11)	18% (18)	44% (44)	99
Employ: Retired	1% (7)	— (1)	1% (5)	1% (3)	1% (5)	96% (475)	496
Employ: Unemployed	3% (5)	5% (10)	2% (4)	1% (2)	13% (24)	77% (144)	188
Employ: Other	3% (6)	3% (6)	5% (8)	6% (10)	8% (14)	75% (134)	178
Military HH: Yes	9% (40)	3% (14)	4% (19)	1% (5)	6% (28)	76% (331)	437
Military HH: No	4% (72)	4% (66)	3% (58)	5% (83)	8% (134)	77% (1351)	1764

Continued on next page

Table BRD2_12: How recently have you used each the following applications to communicate with others?

Kik

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	5% (112)	4% (80)	3% (77)	4% (88)	7% (162)	76% (1682)	2201
RD/WT: Right Direction	8% (73)	4% (37)	3% (29)	3% (29)	6% (48)	75% (640)	856
RD/WT: Wrong Track	3% (40)	3% (43)	4% (48)	4% (59)	8% (114)	77% (1042)	1345
Strongly Approve	7% (32)	5% (22)	3% (15)	3% (12)	7% (33)	76% (356)	471
Somewhat Approve	7% (31)	4% (19)	4% (19)	4% (20)	6% (27)	76% (363)	479
Somewhat Disapprove	3% (8)	4% (13)	5% (15)	4% (13)	6% (18)	78% (233)	301
Strongly Disapprove	4% (32)	2% (18)	2% (20)	5% (39)	8% (67)	78% (638)	816
Dont Know / No Opinion	7% (9)	5% (7)	5% (7)	3% (4)	12% (16)	67% (91)	135
#1 Issue: Economy	5% (28)	3% (15)	4% (23)	4% (24)	8% (45)	76% (421)	554
#1 Issue: Security	4% (17)	3% (14)	5% (19)	3% (14)	7% (30)	78% (328)	422
#1 Issue: Health Care	4% (17)	3% (16)	4% (19)	5% (22)	7% (30)	77% (352)	457
#1 Issue: Medicare / Social Security	5% (17)	2% (7)	1% (4)	1% (2)	5% (16)	86% (278)	325
#1 Issue: Women's Issues	10% (13)	5% (7)	1% (1)	7% (8)	12% (15)	65% (81)	125
#1 Issue: Education	7% (10)	7% (11)	5% (7)	5% (7)	9% (13)	67% (96)	143
#1 Issue: Energy	12% (11)	7% (6)	2% (1)	9% (8)	6% (5)	63% (54)	85
#1 Issue: Other	— (0)	6% (5)	2% (1)	4% (4)	9% (8)	79% (71)	90
2016 Vote: Democrat Hillary Clinton	5% (36)	2% (14)	4% (30)	4% (31)	7% (50)	77% (536)	696
2016 Vote: Republican Donald Trump	6% (43)	4% (27)	2% (19)	1% (11)	4% (31)	83% (626)	757
2016 Vote: Someone else	6% (11)	2% (4)	4% (8)	4% (7)	5% (9)	79% (146)	185
2012 Vote: Barack Obama	5% (39)	2% (16)	3% (25)	5% (36)	6% (50)	79% (630)	795
2012 Vote: Mitt Romney	4% (26)	3% (16)	2% (13)	1% (8)	4% (24)	85% (507)	594
2012 Vote: Other	9% (8)	1% (1)	4% (4)	2% (2)	4% (4)	80% (74)	92
2012 Vote: Didn't Vote	5% (39)	6% (46)	5% (35)	6% (43)	12% (85)	65% (469)	717
4-Region: Northeast	6% (23)	4% (18)	4% (15)	5% (21)	6% (24)	75% (300)	402
4-Region: Midwest	3% (12)	3% (16)	3% (16)	3% (14)	6% (29)	82% (387)	474
4-Region: South	5% (40)	3% (23)	4% (30)	4% (33)	8% (68)	76% (620)	815
4-Region: West	7% (37)	4% (22)	3% (16)	4% (19)	8% (42)	73% (375)	511

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

Table BRD2_13: How recently have you used each the following applications to communicate with others?
Snapchat

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	16% (353)	7% (165)	6% (129)	5% (118)	4% (98)	61% (1337)	2201
Gender: Male	13% (137)	7% (74)	7% (70)	5% (58)	4% (43)	64% (679)	1059
Gender: Female	19% (217)	8% (91)	5% (60)	5% (60)	5% (56)	58% (658)	1142
Age: 18-29	43% (214)	12% (61)	9% (45)	8% (38)	5% (25)	23% (112)	495
Age: 30-44	18% (100)	10% (53)	7% (37)	7% (36)	7% (39)	51% (275)	541
Age: 45-54	5% (20)	8% (37)	7% (31)	6% (28)	4% (17)	70% (305)	438
Age: 55-64	3% (10)	2% (7)	4% (14)	4% (14)	3% (11)	83% (274)	330
Age: 65+	2% (9)	2% (7)	1% (3)	1% (2)	2% (6)	93% (370)	398
PID: Dem (no lean)	17% (117)	8% (59)	7% (48)	6% (40)	3% (23)	59% (417)	705
PID: Ind (no lean)	18% (141)	6% (51)	6% (46)	5% (43)	6% (47)	59% (472)	800
PID: Rep (no lean)	14% (95)	8% (55)	5% (36)	5% (35)	4% (29)	64% (447)	697
PID/Gender: Dem Men	15% (47)	8% (26)	7% (23)	6% (20)	2% (8)	61% (189)	311
PID/Gender: Dem Women	18% (70)	8% (33)	6% (25)	5% (20)	4% (15)	58% (229)	393
PID/Gender: Ind Men	13% (47)	4% (15)	7% (28)	6% (23)	6% (24)	64% (238)	374
PID/Gender: Ind Women	22% (94)	8% (36)	4% (19)	5% (20)	5% (23)	55% (234)	425
PID/Gender: Rep Men	11% (43)	9% (32)	5% (20)	4% (16)	3% (11)	67% (252)	374
PID/Gender: Rep Women	16% (53)	7% (23)	5% (16)	6% (19)	5% (17)	60% (195)	323
Tea Party: Supporter	23% (129)	10% (56)	6% (37)	6% (35)	3% (17)	52% (298)	572
Tea Party: Not Supporter	14% (224)	7% (109)	6% (93)	5% (82)	5% (81)	64% (1030)	1619
Ideo: Liberal (1-3)	22% (157)	11% (79)	8% (56)	7% (51)	5% (37)	47% (342)	722
Ideo: Moderate (4)	12% (56)	6% (27)	5% (24)	6% (26)	5% (23)	66% (298)	454
Ideo: Conservative (5-7)	11% (79)	5% (38)	5% (39)	3% (25)	4% (28)	71% (514)	723
Educ: < College	17% (270)	7% (113)	6% (91)	6% (93)	4% (61)	60% (937)	1567
Educ: Bachelors degree	14% (58)	8% (35)	6% (24)	4% (16)	6% (26)	62% (257)	416
Educ: Post-grad	12% (25)	8% (17)	6% (14)	4% (9)	5% (11)	65% (142)	219

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Table BRD2_13: How recently have you used each the following applications to communicate with others?
Snapchat

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	16% (353)	7% (165)	6% (129)	5% (118)	4% (98)	61% (1337)	2201
Income: Under 50k	17% (227)	6% (80)	6% (75)	6% (79)	4% (58)	61% (797)	1316
Income: 50k-100k	15% (98)	10% (64)	5% (35)	4% (26)	4% (28)	61% (393)	644
Income: 100k+	12% (29)	9% (21)	8% (19)	5% (13)	5% (12)	61% (148)	241
Ethnicity: White	15% (258)	7% (126)	5% (88)	5% (87)	5% (82)	63% (1110)	1750
Ethnicity: Hispanic	32% (104)	10% (34)	7% (24)	6% (21)	5% (16)	40% (131)	329
Ethnicity: Afr. Am.	19% (52)	8% (20)	9% (25)	6% (17)	4% (11)	53% (143)	269
Ethnicity: Other	24% (43)	10% (19)	9% (16)	8% (15)	3% (5)	46% (84)	182
Relig: Protestant	9% (44)	5% (26)	5% (27)	4% (21)	5% (25)	71% (353)	495
Relig: Roman Catholic	15% (70)	8% (38)	6% (29)	6% (29)	3% (15)	61% (287)	468
Relig: Ath./Agn./None	20% (136)	8% (57)	3% (23)	4% (28)	5% (33)	59% (399)	675
Relig: Something Else	20% (63)	7% (22)	10% (32)	9% (27)	3% (10)	51% (159)	313
Relig: Evangelical	13% (78)	7% (40)	7% (38)	6% (36)	5% (31)	62% (367)	590
Relig: Non-Evang. Catholics	12% (76)	7% (46)	6% (36)	4% (27)	4% (25)	66% (410)	620
Relig: All Christian	13% (154)	7% (86)	6% (74)	5% (63)	5% (56)	64% (777)	1210
Relig: All Non-Christian	20% (199)	8% (79)	6% (55)	6% (55)	4% (42)	56% (557)	988
Community: Urban	18% (96)	8% (39)	7% (37)	5% (24)	4% (23)	58% (302)	521
Community: Suburban	15% (155)	7% (78)	6% (65)	6% (59)	4% (45)	62% (644)	1046
Community: Rural	16% (103)	7% (47)	4% (28)	5% (35)	5% (31)	62% (391)	635
Employ: Private Sector	18% (125)	11% (75)	7% (46)	5% (36)	4% (30)	55% (380)	692
Employ: Government	18% (32)	8% (14)	11% (19)	10% (17)	4% (8)	49% (85)	176
Employ: Self-Employed	14% (25)	9% (17)	10% (18)	12% (22)	5% (8)	50% (89)	179
Employ: Homemaker	21% (41)	10% (19)	6% (12)	3% (7)	7% (13)	52% (100)	192
Employ: Student	58% (58)	9% (9)	6% (6)	4% (4)	7% (7)	16% (16)	99
Employ: Retired	2% (9)	2% (10)	2% (10)	2% (10)	2% (10)	90% (448)	496
Employ: Unemployed	19% (37)	6% (11)	4% (8)	6% (11)	7% (13)	57% (108)	188
Employ: Other	16% (28)	6% (10)	5% (9)	7% (12)	6% (10)	61% (110)	178
Military HH: Yes	15% (66)	7% (30)	8% (36)	6% (25)	3% (15)	61% (266)	437
Military HH: No	16% (287)	8% (135)	5% (94)	5% (93)	5% (84)	61% (1071)	1764

Continued on next page

Table BRD2_13: How recently have you used each the following applications to communicate with others?
Snapchat

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	16% (353)	7% (165)	6% (129)	5% (118)	4% (98)	61% (1337)	2201
RD/WT: Right Direction	17% (143)	8% (67)	5% (43)	6% (48)	4% (36)	61% (519)	856
RD/WT: Wrong Track	16% (210)	7% (98)	6% (86)	5% (71)	5% (63)	61% (818)	1345
Strongly Approve	17% (82)	5% (23)	4% (18)	5% (26)	4% (19)	65% (304)	471
Somewhat Approve	15% (70)	10% (48)	6% (30)	5% (24)	6% (27)	58% (279)	479
Somewhat Disapprove	12% (37)	7% (21)	7% (21)	7% (21)	5% (14)	63% (188)	301
Strongly Disapprove	17% (137)	8% (64)	7% (53)	5% (38)	4% (33)	60% (490)	816
Dont Know / No Opinion	20% (27)	7% (9)	5% (7)	7% (9)	4% (6)	56% (76)	135
#1 Issue: Economy	15% (85)	6% (36)	7% (38)	6% (32)	5% (27)	61% (337)	554
#1 Issue: Security	15% (64)	8% (34)	5% (19)	4% (17)	5% (21)	63% (266)	422
#1 Issue: Health Care	17% (77)	10% (45)	6% (26)	7% (33)	4% (19)	56% (256)	457
#1 Issue: Medicare / Social Security	5% (18)	2% (5)	4% (14)	4% (12)	3% (9)	82% (267)	325
#1 Issue: Women's Issues	33% (41)	13% (16)	6% (7)	4% (6)	7% (9)	37% (46)	125
#1 Issue: Education	25% (35)	13% (18)	8% (11)	5% (7)	5% (7)	45% (65)	143
#1 Issue: Energy	22% (19)	8% (7)	6% (5)	9% (7)	4% (4)	51% (44)	85
#1 Issue: Other	16% (15)	4% (4)	9% (8)	5% (5)	3% (3)	62% (56)	90
2016 Vote: Democrat Hillary Clinton	17% (115)	7% (52)	6% (44)	5% (32)	3% (23)	62% (430)	696
2016 Vote: Republican Donald Trump	11% (84)	7% (52)	5% (38)	5% (36)	4% (30)	68% (517)	757
2016 Vote: Someone else	18% (33)	4% (8)	5% (10)	6% (12)	6% (11)	60% (112)	185
2012 Vote: Barack Obama	12% (99)	8% (60)	7% (52)	5% (38)	3% (25)	65% (521)	795
2012 Vote: Mitt Romney	9% (54)	7% (41)	5% (32)	4% (24)	5% (28)	70% (416)	594
2012 Vote: Other	15% (14)	5% (5)	3% (3)	3% (3)	8% (7)	66% (60)	92
2012 Vote: Didn't Vote	26% (186)	8% (60)	6% (42)	7% (53)	5% (38)	47% (338)	717
4-Region: Northeast	13% (52)	10% (38)	6% (22)	6% (26)	5% (21)	60% (241)	402
4-Region: Midwest	15% (72)	8% (38)	6% (30)	7% (31)	3% (14)	61% (289)	474
4-Region: South	18% (148)	6% (48)	5% (42)	5% (39)	6% (45)	60% (491)	815
4-Region: West	16% (80)	8% (41)	7% (35)	4% (22)	4% (18)	62% (316)	511

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

Table BRD2_14: How recently have you used each the following applications to communicate with others?
WeChat

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	3% (74)	3% (72)	3% (62)	2% (53)	2% (52)	86% (1887)	2201
Gender: Male	5% (51)	5% (51)	4% (44)	3% (27)	3% (35)	80% (851)	1059
Gender: Female	2% (22)	2% (22)	2% (18)	2% (26)	1% (17)	91% (1036)	1142
Age: 18-29	8% (42)	6% (32)	5% (26)	3% (17)	3% (16)	73% (362)	495
Age: 30-44	3% (17)	4% (20)	3% (14)	4% (22)	3% (15)	84% (453)	541
Age: 45-54	2% (11)	2% (10)	2% (10)	2% (7)	2% (11)	89% (389)	438
Age: 55-64	1% (3)	1% (5)	2% (6)	1% (5)	2% (8)	92% (304)	330
Age: 65+	— (1)	1% (5)	2% (7)	1% (3)	1% (3)	95% (380)	398
PID: Dem (no lean)	3% (19)	3% (22)	4% (26)	3% (25)	3% (21)	84% (593)	705
PID: Ind (no lean)	4% (29)	2% (18)	2% (18)	2% (12)	2% (20)	88% (703)	800
PID: Rep (no lean)	4% (25)	5% (33)	3% (19)	2% (16)	2% (11)	85% (592)	697
PID/Gender: Dem Men	5% (15)	6% (18)	5% (17)	4% (12)	4% (14)	76% (235)	311
PID/Gender: Dem Women	1% (4)	1% (4)	2% (9)	3% (12)	2% (7)	91% (357)	393
PID/Gender: Ind Men	5% (18)	3% (10)	4% (14)	2% (6)	3% (13)	84% (314)	374
PID/Gender: Ind Women	3% (11)	2% (8)	1% (4)	1% (6)	2% (7)	91% (389)	425
PID/Gender: Rep Men	5% (18)	6% (23)	4% (13)	2% (8)	2% (9)	81% (302)	374
PID/Gender: Rep Women	2% (7)	3% (10)	2% (6)	2% (8)	1% (2)	90% (290)	323
Tea Party: Supporter	6% (36)	6% (37)	4% (20)	4% (20)	3% (19)	77% (440)	572
Tea Party: Not Supporter	2% (37)	2% (36)	3% (42)	2% (33)	2% (33)	89% (1437)	1619
Ideo: Liberal (1-3)	7% (52)	6% (40)	6% (40)	3% (25)	3% (23)	75% (541)	722
Ideo: Moderate (4)	1% (5)	3% (16)	2% (7)	3% (13)	3% (12)	88% (401)	454
Ideo: Conservative (5-7)	2% (11)	2% (13)	1% (11)	2% (15)	2% (13)	91% (661)	723
Educ: < College	4% (55)	3% (54)	3% (45)	3% (40)	2% (32)	86% (1340)	1567
Educ: Bachelors degree	2% (10)	2% (9)	4% (15)	2% (7)	4% (15)	87% (360)	416
Educ: Post-grad	4% (9)	4% (10)	1% (2)	3% (6)	2% (5)	86% (187)	219

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Table BRD2_14: How recently have you used each the following applications to communicate with others?
 WeChat

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	3% (74)	3% (72)	3% (62)	2% (53)	2% (52)	86% (1887)	2201
Income: Under 50k	4% (51)	3% (42)	3% (40)	3% (37)	2% (29)	85% (1116)	1316
Income: 50k-100k	2% (16)	4% (23)	3% (18)	2% (10)	3% (21)	86% (555)	644
Income: 100k+	3% (7)	3% (8)	2% (4)	2% (5)	1% (2)	90% (216)	241
Ethnicity: White	2% (36)	2% (40)	2% (40)	2% (30)	2% (41)	89% (1564)	1750
Ethnicity: Hispanic	9% (28)	8% (26)	6% (20)	4% (14)	4% (13)	70% (229)	329
Ethnicity: Afr. Am.	8% (21)	8% (22)	5% (13)	4% (9)	3% (9)	73% (195)	269
Ethnicity: Other	9% (17)	6% (11)	5% (10)	7% (13)	1% (3)	71% (129)	182
Relig: Protestant	2% (9)	3% (16)	2% (8)	2% (7)	2% (8)	90% (447)	495
Relig: Roman Catholic	5% (23)	4% (16)	3% (13)	2% (10)	3% (15)	83% (391)	468
Relig: Ath./Agn./None	3% (20)	3% (17)	3% (19)	2% (10)	2% (15)	88% (593)	675
Relig: Something Else	4% (14)	5% (15)	5% (15)	5% (14)	2% (6)	79% (248)	313
Relig: Evangelical	3% (20)	4% (22)	2% (14)	3% (20)	3% (17)	84% (497)	590
Relig: Non-Evang. Catholics	3% (19)	3% (17)	2% (14)	1% (9)	2% (15)	88% (546)	620
Relig: All Christian	3% (40)	3% (40)	2% (28)	2% (29)	3% (31)	86% (1044)	1210
Relig: All Non-Christian	3% (33)	3% (33)	4% (35)	2% (24)	2% (21)	85% (842)	988
Community: Urban	6% (29)	4% (21)	4% (20)	3% (13)	3% (18)	80% (419)	521
Community: Suburban	3% (28)	4% (37)	3% (26)	2% (18)	2% (24)	87% (912)	1046
Community: Rural	3% (17)	2% (14)	3% (16)	3% (22)	2% (11)	88% (556)	635
Employ: Private Sector	4% (30)	3% (21)	3% (22)	2% (17)	2% (17)	84% (585)	692
Employ: Government	7% (12)	8% (15)	4% (7)	3% (5)	2% (4)	76% (133)	176
Employ: Self-Employed	7% (13)	7% (12)	6% (10)	6% (12)	4% (7)	69% (124)	179
Employ: Homemaker	1% (2)	3% (6)	2% (4)	2% (4)	4% (7)	87% (168)	192
Employ: Student	5% (5)	4% (4)	— (0)	6% (6)	4% (4)	81% (81)	99
Employ: Retired	— (1)	2% (9)	1% (5)	2% (8)	2% (8)	94% (465)	496
Employ: Unemployed	2% (4)	2% (3)	2% (4)	— (0)	2% (3)	93% (174)	188
Employ: Other	3% (6)	1% (2)	5% (9)	1% (1)	2% (3)	88% (157)	178
Military HH: Yes	6% (24)	6% (26)	3% (11)	3% (12)	2% (8)	81% (356)	437
Military HH: No	3% (49)	3% (47)	3% (51)	2% (41)	2% (44)	87% (1531)	1764

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Table BRD2_14: How recently have you used each the following applications to communicate with others?

WeChat

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	3% (74)	3% (72)	3% (62)	2% (53)	2% (52)	86% (1887)	2201
RD/WT: Right Direction	5% (43)	5% (40)	3% (28)	2% (16)	2% (14)	84% (715)	856
RD/WT: Wrong Track	2% (31)	2% (33)	3% (34)	3% (37)	3% (38)	87% (1173)	1345
Strongly Approve	4% (20)	3% (16)	2% (11)	1% (6)	3% (12)	86% (406)	471
Somewhat Approve	4% (19)	6% (30)	3% (15)	2% (10)	2% (7)	83% (398)	479
Somewhat Disapprove	3% (9)	2% (7)	5% (15)	3% (9)	3% (8)	84% (253)	301
Strongly Disapprove	2% (20)	2% (18)	2% (20)	3% (24)	2% (20)	87% (713)	816
Dont Know / No Opinion	4% (6)	1% (2)	1% (2)	2% (3)	4% (5)	87% (117)	135
#1 Issue: Economy	4% (22)	3% (16)	2% (9)	2% (11)	2% (10)	88% (487)	554
#1 Issue: Security	3% (12)	4% (19)	2% (8)	2% (9)	3% (11)	86% (362)	422
#1 Issue: Health Care	2% (11)	3% (15)	4% (17)	3% (14)	2% (11)	85% (390)	457
#1 Issue: Medicare / Social Security	3% (8)	3% (9)	3% (11)	2% (6)	2% (8)	87% (283)	325
#1 Issue: Women's Issues	3% (4)	5% (7)	4% (5)	1% (2)	4% (5)	82% (102)	125
#1 Issue: Education	6% (8)	3% (4)	5% (8)	3% (4)	4% (6)	79% (113)	143
#1 Issue: Energy	9% (8)	2% (2)	4% (4)	7% (6)	2% (2)	76% (64)	85
#1 Issue: Other	— (0)	1% (1)	— (0)	2% (2)	— (0)	98% (88)	90
2016 Vote: Democrat Hillary Clinton	3% (24)	3% (24)	3% (22)	2% (16)	3% (24)	84% (586)	696
2016 Vote: Republican Donald Trump	3% (22)	3% (25)	2% (14)	1% (11)	2% (14)	89% (671)	757
2016 Vote: Someone else	1% (2)	1% (3)	4% (8)	2% (4)	2% (4)	89% (165)	185
2012 Vote: Barack Obama	3% (23)	3% (28)	3% (26)	2% (19)	3% (27)	85% (673)	795
2012 Vote: Mitt Romney	2% (11)	3% (19)	2% (10)	2% (13)	2% (11)	89% (531)	594
2012 Vote: Other	1% (1)	— (0)	4% (4)	1% (1)	2% (1)	92% (84)	92
2012 Vote: Didn't Vote	5% (38)	4% (26)	3% (22)	3% (20)	2% (13)	83% (598)	717
4-Region: Northeast	4% (17)	4% (14)	3% (12)	2% (9)	3% (11)	84% (339)	402
4-Region: Midwest	3% (14)	2% (11)	3% (12)	3% (15)	1% (7)	88% (415)	474
4-Region: South	3% (27)	3% (25)	3% (22)	2% (17)	3% (26)	86% (697)	815
4-Region: West	3% (16)	4% (22)	3% (16)	2% (12)	2% (9)	86% (437)	511

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

Table BRD2_15: How recently have you used each the following applications to communicate with others?
 Telegram

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	3% (70)	3% (63)	2% (53)	3% (55)	6% (124)	83% (1836)	2201
Gender: Male	5% (49)	4% (47)	3% (37)	3% (37)	8% (83)	76% (807)	1059
Gender: Female	2% (22)	1% (15)	1% (16)	2% (19)	4% (40)	90% (1030)	1142
Age: 18-29	7% (36)	6% (31)	4% (21)	5% (23)	3% (17)	74% (367)	495
Age: 30-44	4% (23)	2% (13)	3% (16)	3% (18)	5% (25)	83% (447)	541
Age: 45-54	1% (6)	3% (12)	2% (9)	1% (3)	4% (17)	89% (390)	438
Age: 55-64	1% (2)	1% (2)	2% (5)	3% (10)	8% (27)	86% (283)	330
Age: 65+	1% (2)	1% (5)	— (2)	— (2)	9% (37)	88% (349)	398
PID: Dem (no lean)	2% (17)	4% (25)	3% (20)	3% (18)	7% (47)	82% (577)	705
PID: Ind (no lean)	4% (30)	2% (16)	1% (9)	3% (23)	5% (39)	85% (683)	800
PID: Rep (no lean)	3% (23)	3% (21)	3% (24)	2% (14)	5% (38)	83% (576)	697
PID/Gender: Dem Men	4% (12)	6% (19)	5% (14)	3% (10)	10% (31)	72% (225)	311
PID/Gender: Dem Women	1% (5)	2% (6)	1% (6)	2% (8)	4% (16)	90% (352)	393
PID/Gender: Ind Men	5% (20)	4% (14)	2% (7)	4% (15)	6% (24)	79% (294)	374
PID/Gender: Ind Women	2% (10)	1% (2)	— (2)	2% (8)	3% (15)	91% (389)	425
PID/Gender: Rep Men	4% (17)	4% (15)	4% (15)	3% (12)	8% (29)	77% (287)	374
PID/Gender: Rep Women	2% (6)	2% (7)	3% (9)	1% (3)	3% (10)	89% (289)	323
Tea Party: Supporter	7% (43)	6% (34)	4% (21)	3% (14)	6% (36)	74% (424)	572
Tea Party: Not Supporter	2% (27)	2% (29)	2% (32)	3% (41)	5% (88)	87% (1402)	1619
Ideo: Liberal (1-3)	7% (53)	6% (41)	4% (30)	3% (22)	5% (38)	75% (538)	722
Ideo: Moderate (4)	1% (3)	3% (14)	2% (9)	2% (10)	8% (37)	84% (379)	454
Ideo: Conservative (5-7)	1% (9)	1% (5)	2% (13)	2% (17)	6% (42)	88% (638)	723
Educ: < College	3% (53)	3% (45)	2% (35)	3% (46)	6% (89)	83% (1298)	1567
Educ: Bachelors degree	2% (7)	3% (11)	3% (12)	2% (8)	6% (24)	85% (354)	416
Educ: Post-grad	4% (10)	3% (7)	3% (6)	1% (1)	5% (10)	85% (185)	219

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Table BRD2_15: How recently have you used each the following applications to communicate with others?
Telegram

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	3% (70)	3% (63)	2% (53)	3% (55)	6% (124)	83% (1836)	2201
Income: Under 50k	4% (46)	3% (35)	3% (36)	3% (41)	6% (74)	82% (1085)	1316
Income: 50k-100k	3% (18)	3% (21)	2% (15)	2% (11)	6% (38)	84% (541)	644
Income: 100k+	2% (5)	3% (7)	1% (3)	1% (3)	5% (12)	87% (211)	241
Ethnicity: White	2% (32)	2% (38)	2% (29)	2% (35)	6% (101)	87% (1515)	1750
Ethnicity: Hispanic	6% (21)	7% (22)	6% (20)	4% (12)	8% (26)	69% (229)	329
Ethnicity: Afr. Am.	9% (25)	6% (16)	5% (12)	5% (14)	5% (13)	70% (188)	269
Ethnicity: Other	7% (13)	5% (8)	6% (11)	4% (7)	5% (9)	73% (133)	182
Relig: Protestant	2% (9)	2% (10)	3% (13)	1% (7)	6% (31)	86% (427)	495
Relig: Roman Catholic	4% (17)	4% (17)	2% (7)	3% (15)	7% (31)	82% (382)	468
Relig: Ath./Agn./None	2% (15)	2% (17)	2% (11)	2% (16)	5% (31)	87% (584)	675
Relig: Something Else	5% (17)	5% (15)	5% (15)	2% (7)	7% (21)	76% (239)	313
Relig: Evangelical	4% (21)	3% (19)	3% (16)	3% (20)	4% (26)	83% (488)	590
Relig: Non-Evang. Catholics	3% (17)	2% (12)	2% (11)	2% (12)	7% (45)	84% (523)	620
Relig: All Christian	3% (38)	3% (32)	2% (27)	3% (32)	6% (72)	84% (1011)	1210
Relig: All Non-Christian	3% (32)	3% (31)	3% (26)	2% (24)	5% (52)	83% (823)	988
Community: Urban	5% (24)	4% (19)	4% (21)	2% (11)	7% (35)	79% (411)	521
Community: Suburban	3% (27)	3% (30)	2% (22)	2% (23)	5% (51)	85% (892)	1046
Community: Rural	3% (20)	2% (13)	2% (10)	3% (22)	6% (37)	84% (533)	635
Employ: Private Sector	4% (26)	3% (20)	3% (23)	2% (14)	6% (40)	82% (569)	692
Employ: Government	6% (10)	7% (12)	4% (7)	3% (6)	3% (5)	78% (138)	176
Employ: Self-Employed	7% (13)	3% (6)	5% (9)	7% (12)	5% (8)	73% (132)	179
Employ: Homemaker	2% (3)	3% (5)	2% (5)	5% (9)	4% (8)	84% (162)	192
Employ: Student	7% (6)	6% (6)	— (0)	— (0)	2% (2)	86% (85)	99
Employ: Retired	— (1)	1% (6)	1% (4)	1% (6)	9% (43)	88% (437)	496
Employ: Unemployed	2% (3)	2% (4)	1% (2)	2% (4)	4% (8)	89% (166)	188
Employ: Other	4% (7)	2% (4)	2% (4)	3% (5)	6% (10)	83% (147)	178
Military HH: Yes	4% (17)	5% (21)	4% (16)	3% (13)	8% (35)	77% (335)	437
Military HH: No	3% (53)	2% (42)	2% (37)	2% (42)	5% (88)	85% (1501)	1764

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Table BRD2_15: How recently have you used each the following applications to communicate with others?
Telegram

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	3% (70)	3% (63)	2% (53)	3% (55)	6% (124)	83% (1836)	2201
RD/WT: Right Direction	4% (31)	4% (34)	4% (32)	3% (28)	5% (41)	81% (690)	856
RD/WT: Wrong Track	3% (39)	2% (29)	2% (21)	2% (28)	6% (82)	85% (1146)	1345
Strongly Approve	4% (18)	3% (15)	2% (9)	2% (8)	6% (27)	83% (393)	471
Somewhat Approve	4% (18)	4% (17)	4% (20)	4% (19)	4% (18)	81% (387)	479
Somewhat Disapprove	3% (10)	2% (5)	3% (8)	3% (8)	7% (21)	83% (249)	301
Strongly Disapprove	3% (20)	3% (20)	1% (12)	2% (20)	6% (49)	85% (694)	816
Dont Know / No Opinion	2% (3)	4% (5)	3% (4)	— (0)	7% (9)	84% (113)	135
#1 Issue: Economy	3% (15)	1% (8)	3% (16)	2% (12)	7% (39)	84% (464)	554
#1 Issue: Security	3% (13)	3% (14)	2% (7)	2% (7)	4% (19)	86% (362)	422
#1 Issue: Health Care	3% (12)	4% (17)	3% (12)	4% (18)	4% (16)	83% (381)	457
#1 Issue: Medicare / Social Security	2% (6)	4% (12)	1% (4)	2% (8)	7% (24)	83% (270)	325
#1 Issue: Women's Issues	5% (7)	2% (2)	5% (6)	— (1)	— (0)	88% (110)	125
#1 Issue: Education	8% (11)	3% (4)	5% (7)	3% (5)	6% (9)	75% (108)	143
#1 Issue: Energy	6% (5)	5% (4)	1% (1)	4% (3)	14% (12)	70% (60)	85
#1 Issue: Other	— (0)	1% (1)	— (0)	2% (2)	5% (5)	92% (82)	90
2016 Vote: Democrat Hillary Clinton	3% (20)	4% (27)	2% (17)	2% (12)	8% (56)	81% (565)	696
2016 Vote: Republican Donald Trump	3% (23)	2% (15)	3% (20)	1% (9)	5% (35)	86% (655)	757
2016 Vote: Someone else	2% (4)	2% (3)	1% (2)	2% (4)	8% (14)	85% (158)	185
2012 Vote: Barack Obama	3% (27)	3% (26)	2% (14)	3% (21)	8% (62)	81% (645)	795
2012 Vote: Mitt Romney	1% (9)	2% (10)	3% (16)	1% (8)	6% (38)	86% (512)	594
2012 Vote: Other	3% (2)	— (0)	2% (2)	3% (3)	3% (2)	89% (82)	92
2012 Vote: Didn't Vote	4% (31)	4% (27)	3% (20)	3% (23)	3% (19)	83% (597)	717
4-Region: Northeast	4% (17)	6% (22)	2% (7)	1% (5)	6% (24)	81% (326)	402
4-Region: Midwest	2% (10)	3% (14)	3% (12)	3% (14)	5% (23)	85% (401)	474
4-Region: South	3% (24)	2% (17)	3% (22)	2% (19)	5% (37)	85% (695)	815
4-Region: West	4% (19)	2% (10)	2% (11)	3% (18)	8% (39)	81% (414)	511

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

Table BRD2_16: How recently have you used each the following applications to communicate with others?
GroupMe

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	4% (98)	5% (102)	3% (63)	3% (60)	3% (58)	83% (1820)	2201
Gender: Male	6% (67)	6% (62)	3% (32)	3% (33)	3% (31)	79% (835)	1059
Gender: Female	3% (31)	4% (40)	3% (32)	2% (28)	2% (27)	86% (985)	1142
Age: 18-29	10% (48)	10% (50)	6% (29)	5% (27)	3% (17)	65% (324)	495
Age: 30-44	5% (25)	5% (27)	4% (23)	3% (14)	3% (19)	80% (433)	541
Age: 45-54	3% (14)	4% (18)	1% (6)	2% (11)	3% (12)	86% (377)	438
Age: 55-64	1% (3)	2% (7)	1% (4)	1% (5)	2% (7)	93% (306)	330
Age: 65+	2% (8)	— (1)	— (1)	1% (3)	1% (4)	96% (381)	398
PID: Dem (no lean)	4% (27)	5% (33)	5% (32)	3% (24)	4% (25)	80% (563)	705
PID: Ind (no lean)	4% (33)	4% (32)	1% (11)	2% (17)	3% (20)	86% (685)	800
PID: Rep (no lean)	5% (37)	5% (37)	3% (20)	3% (19)	2% (12)	82% (572)	697
PID/Gender: Dem Men	6% (18)	6% (18)	5% (16)	4% (12)	3% (10)	76% (238)	311
PID/Gender: Dem Women	2% (9)	4% (15)	4% (16)	3% (13)	4% (15)	83% (325)	393
PID/Gender: Ind Men	6% (22)	5% (20)	2% (8)	3% (10)	4% (15)	80% (299)	374
PID/Gender: Ind Women	3% (11)	3% (12)	1% (4)	2% (7)	1% (5)	91% (387)	425
PID/Gender: Rep Men	7% (26)	6% (23)	2% (8)	3% (11)	2% (7)	80% (299)	374
PID/Gender: Rep Women	3% (11)	4% (14)	4% (12)	3% (8)	2% (6)	84% (273)	323
Tea Party: Supporter	9% (53)	9% (51)	3% (19)	3% (20)	2% (14)	72% (414)	572
Tea Party: Not Supporter	3% (44)	3% (51)	3% (44)	2% (40)	3% (44)	86% (1395)	1619
Ideo: Liberal (1-3)	9% (67)	7% (51)	5% (37)	3% (25)	4% (26)	72% (516)	722
Ideo: Moderate (4)	2% (10)	6% (27)	2% (10)	2% (9)	3% (14)	84% (383)	454
Ideo: Conservative (5-7)	2% (17)	3% (20)	2% (13)	3% (21)	1% (10)	89% (642)	723
Educ: < College	5% (74)	5% (72)	3% (46)	3% (45)	3% (39)	82% (1290)	1567
Educ: Bachelors degree	4% (16)	4% (19)	3% (13)	2% (9)	3% (11)	83% (347)	416
Educ: Post-grad	4% (8)	5% (11)	2% (4)	3% (6)	3% (7)	83% (182)	219

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Table BRD2_16: How recently have you used each the following applications to communicate with others?
 GroupMe

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	4% (98)	5% (102)	3% (63)	3% (60)	3% (58)	83% (1820)	2201
Income: Under 50k	5% (64)	5% (62)	2% (33)	3% (38)	2% (31)	83% (1088)	1316
Income: 50k-100k	3% (19)	5% (30)	4% (26)	2% (14)	3% (20)	83% (535)	644
Income: 100k+	6% (14)	4% (10)	2% (5)	3% (8)	3% (7)	82% (198)	241
Ethnicity: White	3% (44)	4% (70)	2% (33)	2% (39)	2% (40)	87% (1525)	1750
Ethnicity: Hispanic	13% (44)	10% (32)	4% (13)	2% (5)	3% (8)	69% (227)	329
Ethnicity: Afr. Am.	11% (30)	7% (20)	8% (21)	5% (12)	5% (14)	64% (171)	269
Ethnicity: Other	13% (24)	7% (12)	5% (9)	5% (9)	2% (4)	68% (124)	182
Relig: Protestant	4% (22)	4% (21)	1% (7)	3% (15)	2% (11)	85% (420)	495
Relig: Roman Catholic	5% (25)	4% (17)	3% (14)	3% (13)	3% (15)	82% (384)	468
Relig: Ath./Agn./None	4% (24)	4% (29)	3% (19)	3% (17)	3% (19)	84% (566)	675
Relig: Something Else	7% (21)	7% (21)	4% (11)	3% (11)	2% (6)	78% (243)	313
Relig: Evangelical	6% (34)	5% (28)	3% (21)	2% (15)	3% (17)	81% (476)	590
Relig: Non-Evang. Catholics	3% (19)	4% (24)	2% (13)	3% (17)	2% (15)	86% (532)	620
Relig: All Christian	4% (53)	4% (52)	3% (33)	3% (32)	3% (33)	83% (1008)	1210
Relig: All Non-Christian	5% (45)	5% (50)	3% (30)	3% (28)	3% (25)	82% (810)	988
Community: Urban	6% (32)	5% (27)	3% (15)	3% (13)	5% (24)	79% (411)	521
Community: Suburban	4% (45)	5% (53)	3% (29)	3% (30)	2% (17)	83% (871)	1046
Community: Rural	3% (21)	4% (23)	3% (20)	3% (17)	3% (17)	85% (537)	635
Employ: Private Sector	5% (33)	6% (44)	3% (23)	3% (23)	3% (18)	80% (551)	692
Employ: Government	7% (13)	9% (16)	3% (5)	4% (7)	3% (5)	73% (129)	176
Employ: Self-Employed	8% (15)	9% (15)	9% (15)	2% (4)	2% (3)	71% (127)	179
Employ: Homemaker	3% (5)	5% (9)	3% (5)	4% (8)	4% (7)	82% (157)	192
Employ: Student	13% (13)	2% (2)	5% (5)	8% (8)	5% (5)	66% (66)	99
Employ: Retired	2% (8)	1% (5)	— (1)	— (1)	1% (7)	96% (474)	496
Employ: Unemployed	2% (4)	1% (1)	2% (4)	— (1)	3% (5)	92% (172)	188
Employ: Other	4% (6)	5% (9)	3% (5)	4% (8)	4% (6)	81% (144)	178
Military HH: Yes	7% (29)	4% (18)	4% (17)	2% (11)	2% (9)	81% (354)	437
Military HH: No	4% (68)	5% (84)	3% (47)	3% (49)	3% (49)	83% (1466)	1764

Continued on next page

Table BRD2_16: How recently have you used each the following applications to communicate with others?

GroupMe

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	4% (98)	5% (102)	3% (63)	3% (60)	3% (58)	83% (1820)	2201
RD/WT: Right Direction	7% (56)	6% (51)	3% (23)	3% (22)	2% (17)	80% (687)	856
RD/WT: Wrong Track	3% (42)	4% (51)	3% (40)	3% (38)	3% (40)	84% (1133)	1345
Strongly Approve	6% (26)	4% (19)	2% (11)	2% (10)	1% (7)	85% (398)	471
Somewhat Approve	6% (27)	7% (35)	2% (10)	3% (14)	2% (10)	80% (383)	479
Somewhat Disapprove	3% (10)	5% (14)	6% (17)	4% (13)	4% (11)	78% (235)	301
Strongly Disapprove	4% (29)	3% (28)	3% (23)	3% (22)	3% (26)	84% (687)	816
Dont Know / No Opinion	4% (5)	4% (6)	2% (2)	— (1)	3% (4)	87% (117)	135
#1 Issue: Economy	4% (20)	5% (26)	3% (18)	2% (14)	2% (13)	84% (465)	554
#1 Issue: Security	4% (16)	5% (20)	3% (12)	2% (8)	3% (11)	84% (355)	422
#1 Issue: Health Care	4% (19)	5% (22)	3% (14)	4% (16)	3% (15)	81% (370)	457
#1 Issue: Medicare / Social Security	6% (20)	2% (8)	1% (4)	2% (6)	2% (8)	86% (279)	325
#1 Issue: Women's Issues	6% (7)	8% (10)	1% (1)	4% (5)	5% (6)	77% (97)	125
#1 Issue: Education	6% (9)	9% (13)	7% (10)	4% (6)	2% (3)	72% (103)	143
#1 Issue: Energy	8% (7)	4% (4)	3% (3)	7% (6)	1% (1)	77% (65)	85
#1 Issue: Other	1% (1)	1% (1)	3% (2)	1% (1)	1% (1)	95% (85)	90
2016 Vote: Democrat Hillary Clinton	5% (33)	4% (31)	4% (27)	2% (16)	4% (31)	80% (558)	696
2016 Vote: Republican Donald Trump	4% (31)	4% (28)	3% (20)	2% (14)	1% (11)	86% (652)	757
2016 Vote: Someone else	6% (10)	4% (8)	2% (4)	3% (5)	2% (4)	83% (154)	185
2012 Vote: Barack Obama	5% (37)	4% (31)	3% (28)	2% (19)	3% (26)	82% (655)	795
2012 Vote: Mitt Romney	3% (19)	4% (25)	2% (9)	2% (12)	2% (10)	87% (519)	594
2012 Vote: Other	1% (1)	4% (4)	1% (1)	3% (2)	2% (2)	88% (81)	92
2012 Vote: Didn't Vote	6% (41)	6% (42)	3% (25)	4% (26)	3% (20)	78% (563)	717
4-Region: Northeast	6% (25)	4% (17)	3% (10)	3% (11)	4% (17)	80% (321)	402
4-Region: Midwest	3% (14)	3% (15)	3% (16)	3% (13)	2% (9)	86% (407)	474
4-Region: South	5% (37)	5% (44)	3% (25)	3% (23)	2% (19)	82% (666)	815
4-Region: West	4% (21)	5% (26)	2% (12)	3% (13)	2% (13)	83% (426)	511

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

Table BRD2_17: How recently have you used each the following applications to communicate with others?

Slack

Demographic	Today		Within the previous week		Within the previous month		Within the previous year		More than a year ago		I have never used this application		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(73)	4%	(82)	3%	(59)	2%	(44)	2%	(42)	86%	(1902)	2201
Gender: Male	5%	(51)	6%	(61)	4%	(38)	2%	(22)	3%	(27)	81%	(860)	1059
Gender: Female	2%	(22)	2%	(21)	2%	(20)	2%	(21)	1%	(16)	91%	(1041)	1142
Age: 18-29	8%	(39)	8%	(37)	6%	(31)	2%	(10)	2%	(9)	74%	(368)	495
Age: 30-44	3%	(17)	5%	(27)	4%	(22)	3%	(18)	3%	(14)	82%	(442)	541
Age: 45-54	2%	(9)	3%	(13)	1%	(4)	2%	(9)	2%	(10)	90%	(394)	438
Age: 55-64	1%	(3)	1%	(4)	—	(0)	1%	(4)	2%	(7)	95%	(312)	330
Age: 65+	1%	(5)	—	(1)	—	(2)	1%	(2)	1%	(2)	97%	(385)	398
PID: Dem (no lean)	3%	(21)	3%	(24)	3%	(19)	2%	(17)	2%	(16)	86%	(608)	705
PID: Ind (no lean)	3%	(26)	3%	(25)	3%	(23)	2%	(18)	1%	(10)	87%	(697)	800
PID: Rep (no lean)	4%	(25)	5%	(33)	2%	(17)	1%	(8)	2%	(16)	86%	(597)	697
PID/Gender: Dem Men	5%	(17)	7%	(21)	4%	(13)	2%	(7)	2%	(6)	79%	(247)	311
PID/Gender: Dem Women	1%	(4)	1%	(4)	1%	(5)	3%	(10)	2%	(9)	92%	(361)	393
PID/Gender: Ind Men	4%	(16)	5%	(18)	4%	(14)	3%	(10)	2%	(8)	82%	(309)	374
PID/Gender: Ind Women	2%	(10)	2%	(7)	2%	(9)	2%	(9)	1%	(2)	91%	(389)	425
PID/Gender: Rep Men	5%	(18)	6%	(23)	3%	(11)	2%	(6)	3%	(12)	81%	(304)	374
PID/Gender: Rep Women	2%	(7)	3%	(10)	2%	(6)	1%	(3)	1%	(4)	91%	(292)	323
Tea Party: Supporter	7%	(42)	7%	(41)	3%	(19)	3%	(17)	2%	(12)	77%	(440)	572
Tea Party: Not Supporter	2%	(31)	3%	(41)	2%	(39)	2%	(27)	2%	(30)	90%	(1451)	1619
Ideo: Liberal (1-3)	8%	(56)	7%	(48)	5%	(38)	2%	(16)	2%	(18)	76%	(547)	722
Ideo: Moderate (4)	1%	(5)	3%	(14)	1%	(6)	2%	(10)	1%	(6)	91%	(413)	454
Ideo: Conservative (5-7)	1%	(10)	2%	(16)	2%	(12)	1%	(10)	2%	(13)	91%	(661)	723
Educ: < College	4%	(57)	4%	(59)	3%	(42)	2%	(31)	2%	(30)	86%	(1348)	1567
Educ: Bachelors degree	2%	(9)	3%	(12)	4%	(16)	1%	(5)	2%	(10)	87%	(364)	416
Educ: Post-grad	3%	(8)	5%	(11)	—	(1)	4%	(8)	1%	(2)	87%	(190)	219

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Table BRD2_17: How recently have you used each the following applications to communicate with others?

Slack

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	3% (73)	4% (82)	3% (59)	2% (44)	2% (42)	86% (1902)	2201
Income: Under 50k	3% (46)	4% (47)	3% (42)	2% (29)	2% (27)	86% (1125)	1316
Income: 50k-100k	2% (14)	4% (29)	2% (11)	2% (10)	2% (13)	88% (567)	644
Income: 100k+	6% (13)	3% (6)	2% (5)	2% (5)	1% (3)	87% (209)	241
Ethnicity: White	2% (36)	3% (48)	2% (38)	2% (31)	2% (30)	90% (1567)	1750
Ethnicity: Hispanic	9% (31)	8% (26)	6% (21)	3% (10)	2% (8)	71% (233)	329
Ethnicity: Afr. Am.	7% (18)	7% (18)	4% (12)	2% (5)	3% (9)	77% (207)	269
Ethnicity: Other	11% (20)	9% (16)	5% (9)	4% (8)	2% (3)	70% (127)	182
Relig: Protestant	2% (10)	3% (15)	2% (8)	1% (6)	2% (8)	90% (448)	495
Relig: Roman Catholic	3% (13)	3% (15)	4% (19)	2% (8)	3% (14)	85% (399)	468
Relig: Ath./Agn./None	4% (28)	3% (17)	2% (16)	2% (15)	1% (10)	87% (589)	675
Relig: Something Else	6% (17)	6% (19)	4% (11)	3% (8)	2% (5)	81% (253)	313
Relig: Evangelical	3% (17)	5% (27)	3% (17)	2% (12)	2% (10)	86% (508)	590
Relig: Non-Evang. Catholics	2% (11)	3% (19)	2% (15)	1% (8)	3% (18)	89% (550)	620
Relig: All Christian	2% (28)	4% (46)	3% (31)	2% (21)	2% (27)	87% (1058)	1210
Relig: All Non-Christian	5% (45)	4% (36)	3% (27)	2% (23)	2% (15)	85% (841)	988
Community: Urban	3% (16)	5% (27)	3% (18)	3% (13)	3% (16)	83% (431)	521
Community: Suburban	3% (32)	4% (42)	2% (23)	2% (19)	2% (18)	87% (911)	1046
Community: Rural	4% (24)	2% (13)	3% (18)	2% (11)	1% (8)	88% (560)	635
Employ: Private Sector	5% (32)	3% (22)	3% (20)	2% (14)	2% (16)	85% (587)	692
Employ: Government	6% (11)	8% (14)	4% (8)	5% (9)	1% (2)	75% (132)	176
Employ: Self-Employed	5% (9)	11% (19)	7% (12)	3% (5)	1% (2)	73% (131)	179
Employ: Homemaker	2% (3)	2% (5)	3% (6)	3% (5)	2% (3)	88% (170)	192
Employ: Student	2% (2)	5% (5)	6% (5)	2% (2)	4% (4)	82% (81)	99
Employ: Retired	1% (7)	— (2)	— (2)	1% (3)	1% (5)	96% (478)	496
Employ: Unemployed	2% (3)	1% (2)	2% (4)	1% (2)	2% (4)	92% (174)	188
Employ: Other	3% (6)	7% (13)	— (1)	2% (4)	3% (6)	84% (149)	178
Military HH: Yes	5% (21)	5% (21)	3% (13)	3% (11)	2% (8)	83% (364)	437
Military HH: No	3% (52)	3% (61)	3% (45)	2% (32)	2% (35)	87% (1538)	1764

Continued on next page

Table BRD2_17: How recently have you used each the following applications to communicate with others?
Slack

Demographic	Today	Within the previous week	Within the previous month	Within the previous year	More than a year ago	I have never used this application	Total N
Adults	3% (73)	4% (82)	3% (59)	2% (44)	2% (42)	86% (1902)	2201
RD/WT: Right Direction	5% (46)	6% (48)	2% (19)	2% (18)	2% (16)	83% (708)	856
RD/WT: Wrong Track	2% (27)	3% (34)	3% (40)	2% (26)	2% (26)	89% (1194)	1345
Strongly Approve	5% (22)	4% (20)	1% (6)	1% (6)	2% (9)	86% (407)	471
Somewhat Approve	4% (21)	6% (26)	3% (15)	2% (10)	2% (10)	83% (398)	479
Somewhat Disapprove	2% (6)	1% (3)	5% (14)	3% (9)	1% (4)	88% (265)	301
Strongly Disapprove	3% (21)	3% (25)	3% (22)	2% (16)	2% (18)	88% (715)	816
Dont Know / No Opinion	2% (3)	6% (8)	2% (2)	3% (4)	1% (1)	86% (117)	135
#1 Issue: Economy	4% (21)	3% (14)	3% (17)	1% (8)	2% (10)	88% (485)	554
#1 Issue: Security	2% (8)	5% (20)	2% (7)	3% (12)	2% (7)	87% (367)	422
#1 Issue: Health Care	3% (14)	3% (14)	4% (19)	2% (11)	2% (10)	85% (389)	457
#1 Issue: Medicare / Social Security	4% (12)	4% (12)	1% (4)	— (1)	2% (5)	89% (291)	325
#1 Issue: Women's Issues	5% (7)	3% (4)	1% (2)	3% (4)	2% (3)	85% (106)	125
#1 Issue: Education	5% (8)	6% (9)	4% (6)	4% (6)	2% (3)	77% (111)	143
#1 Issue: Energy	5% (4)	10% (9)	3% (3)	2% (1)	2% (2)	78% (66)	85
#1 Issue: Other	— (0)	— (0)	1% (1)	— (0)	2% (2)	96% (86)	90
2016 Vote: Democrat Hillary Clinton	4% (28)	2% (16)	3% (24)	2% (14)	2% (17)	86% (597)	696
2016 Vote: Republican Donald Trump	3% (21)	4% (32)	1% (11)	1% (8)	2% (12)	89% (672)	757
2016 Vote: Someone else	2% (3)	2% (4)	1% (2)	6% (11)	2% (3)	87% (162)	185
2012 Vote: Barack Obama	4% (35)	3% (22)	2% (15)	2% (17)	2% (18)	87% (688)	795
2012 Vote: Mitt Romney	2% (12)	3% (19)	2% (11)	2% (10)	2% (10)	90% (533)	594
2012 Vote: Other	1% (0)	2% (2)	— (0)	3% (2)	— (0)	94% (87)	92
2012 Vote: Didn't Vote	4% (26)	5% (39)	5% (33)	2% (14)	2% (14)	83% (592)	717
4-Region: Northeast	6% (23)	3% (13)	1% (5)	3% (11)	2% (10)	84% (339)	402
4-Region: Midwest	2% (10)	4% (18)	2% (8)	2% (8)	2% (11)	88% (418)	474
4-Region: South	3% (21)	3% (29)	3% (24)	2% (15)	2% (15)	87% (710)	815
4-Region: West	4% (18)	4% (22)	4% (21)	2% (9)	1% (6)	85% (435)	511

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

Table BRD3: And, what is your most preferred application to communicate with others?

Demographic	Text messages (SMS)	Facebook Messenger	WhatsApp	Twitter Direct Messages	Instagram Direct Messages	FaceTime	Google Hangouts	Skype	Kik	Snapchat	WeChat	Telegram
Adults	63% (1380)	15% (338)	2% (46)	— (8)	1% (15)	2% (43)	1% (17)	2% (34)	1% (16)	2% (34)	— (5)	— (2)
Gender: Male	53% (563)	16% (171)	2% (25)	1% (7)	1% (12)	2% (25)	1% (15)	2% (21)	1% (12)	2% (25)	— (4)	— (1)
Gender: Female	72% (817)	15% (166)	2% (21)	— (0)	— (3)	2% (18)	— (2)	1% (13)	— (5)	1% (9)	— (1)	— (2)
Age: 18-29	60% (295)	18% (88)	2% (11)	1% (3)	2% (9)	1% (6)	1% (3)	1% (6)	3% (14)	5% (24)	— (0)	— (1)
Age: 30-44	71% (381)	12% (65)	4% (24)	1% (3)	1% (3)	2% (12)	1% (7)	1% (6)	— (2)	1% (7)	— (2)	— (1)
Age: 45-54	68% (296)	18% (78)	1% (6)	— (1)	1% (3)	1% (5)	— (2)	2% (10)	— (0)	— (0)	— (2)	— (0)
Age: 55-64	64% (213)	12% (41)	2% (5)	— (0)	— (0)	2% (8)	1% (2)	2% (7)	— (0)	— (0)	— (1)	— (0)
Age: 65+	49% (194)	17% (66)	— (0)	— (0)	— (0)	3% (11)	1% (3)	1% (4)	— (0)	1% (2)	— (1)	— (0)
PID: Dem (no lean)	62% (437)	14% (101)	3% (19)	— (2)	1% (6)	3% (19)	1% (4)	3% (18)	— (2)	1% (9)	— (1)	— (1)
PID: Ind (no lean)	62% (498)	16% (127)	2% (19)	— (4)	1% (5)	1% (9)	1% (10)	1% (5)	1% (11)	2% (15)	— (1)	— (0)
PID: Rep (no lean)	64% (445)	16% (110)	1% (8)	— (2)	1% (4)	2% (15)	— (2)	1% (10)	— (3)	1% (10)	— (3)	— (1)
PID/Gender: Dem Men	49% (153)	19% (59)	4% (13)	1% (2)	1% (3)	3% (9)	1% (4)	3% (10)	— (1)	3% (8)	— (1)	— (0)
PID/Gender: Dem Women	72% (283)	11% (41)	1% (5)	— (0)	1% (3)	3% (10)	— (0)	2% (8)	— (1)	— (1)	— (0)	— (1)
PID/Gender: Ind Men	52% (195)	17% (63)	2% (7)	1% (4)	1% (5)	2% (7)	2% (9)	1% (3)	2% (8)	2% (8)	— (0)	— (0)
PID/Gender: Ind Women	71% (304)	15% (64)	3% (12)	— (0)	— (0)	— (2)	— (1)	1% (2)	1% (3)	2% (7)	— (1)	— (0)
PID/Gender: Rep Men	57% (215)	13% (49)	1% (5)	— (1)	1% (4)	2% (9)	1% (2)	2% (8)	1% (3)	2% (8)	1% (3)	— (1)
PID/Gender: Rep Women	71% (230)	19% (61)	1% (4)	— (0)	— (0)	2% (6)	— (0)	1% (2)	— (1)	1% (2)	— (0)	— (0)
Tea Party: Supporter	61% (347)	18% (101)	3% (15)	1% (4)	1% (5)	2% (13)	— (1)	2% (9)	— (2)	2% (14)	— (2)	— (0)
Tea Party: Not Supporter	63% (1025)	15% (235)	2% (32)	— (4)	1% (10)	2% (30)	1% (16)	2% (25)	1% (15)	1% (20)	— (3)	— (2)
Ideo: Liberal (1-3)	60% (431)	18% (133)	3% (20)	1% (5)	1% (9)	1% (7)	— (2)	2% (13)	1% (10)	2% (14)	— (3)	— (0)
Ideo: Moderate (4)	66% (300)	12% (55)	3% (14)	— (1)	1% (3)	3% (13)	1% (4)	1% (6)	— (1)	1% (6)	— (2)	— (0)
Ideo: Conservative (5-7)	64% (463)	15% (107)	1% (8)	— (0)	— (0)	2% (17)	1% (6)	1% (10)	1% (6)	1% (7)	— (0)	— (2)
Educ: < College	60% (937)	18% (279)	2% (25)	— (6)	1% (10)	2% (29)	1% (13)	2% (27)	1% (14)	2% (26)	— (2)	— (1)
Educ: Bachelors degree	72% (298)	10% (41)	3% (11)	— (1)	1% (4)	2% (8)	— (0)	1% (4)	— (0)	1% (5)	— (1)	— (1)
Educ: Post-grad	66% (144)	8% (17)	5% (10)	— (1)	1% (1)	3% (7)	2% (4)	2% (3)	1% (3)	1% (3)	1% (2)	— (0)
Income: Under 50k	58% (761)	20% (258)	1% (18)	— (5)	1% (9)	2% (26)	1% (10)	1% (20)	1% (12)	2% (24)	— (1)	— (1)
Income: 50k-100k	69% (444)	9% (60)	3% (21)	— (2)	1% (6)	2% (12)	— (2)	2% (12)	1% (4)	1% (4)	— (2)	— (0)
Income: 100k+	72% (174)	8% (20)	3% (7)	— (1)	— (0)	2% (5)	2% (4)	1% (2)	— (1)	2% (6)	— (1)	— (1)
Ethnicity: White	66% (1148)	14% (252)	2% (35)	— (6)	— (6)	2% (28)	— (6)	2% (29)	1% (12)	1% (15)	— (2)	— (1)
Ethnicity: Hispanic	56% (183)	24% (79)	3% (10)	1% (2)	1% (2)	2% (5)	1% (4)	3% (9)	2% (7)	5% (17)	— (0)	— (0)
Ethnicity: Afr. Am.	50% (135)	19% (50)	2% (5)	— (0)	3% (9)	5% (14)	2% (5)	1% (3)	— (1)	3% (8)	— (0)	— (0)
Ethnicity: Other	53% (96)	19% (35)	4% (7)	1% (2)	— (1)	1% (2)	3% (6)	1% (2)	1% (3)	6% (11)	1% (3)	1% (2)
Relig: Protestant	66% (328)	14% (71)	1% (7)	— (0)	— (1)	2% (10)	— (2)	2% (8)	— (1)	1% (3)	— (1)	— (0)
Relig: Roman Catholic	61% (288)	14% (67)	3% (15)	— (2)	— (2)	3% (13)	— (0)	3% (13)	1% (4)	2% (11)	— (1)	— (0)
Relig: Ath./Agn./None	61% (414)	16% (111)	2% (12)	— (1)	1% (3)	1% (7)	1% (9)	1% (7)	— (1)	1% (10)	— (3)	— (1)
Relig: Something Else	65% (204)	11% (35)	2% (7)	— (1)	2% (6)	3% (10)	1% (2)	1% (4)	2% (6)	2% (7)	— (0)	— (0)
Relig: Evangelical	61% (362)	18% (109)	3% (15)	1% (3)	1% (4)	2% (13)	1% (5)	1% (8)	1% (6)	1% (5)	— (0)	— (1)
Relig: Non-Evang. Catholics	64% (398)	13% (83)	2% (12)	— (2)	— (2)	2% (14)	— (0)	2% (14)	— (3)	2% (12)	— (1)	— (0)
Relig: All Christian	63% (760)	16% (192)	2% (27)	— (5)	— (6)	2% (27)	— (5)	2% (22)	1% (9)	1% (16)	— (1)	— (1)
Relig: All Non-Christian	63% (618)	15% (146)	2% (19)	— (3)	1% (10)	2% (17)	1% (11)	1% (11)	1% (8)	2% (17)	— (3)	— (1)

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Table BRD3: And, what is your most preferred application to communicate with others?

Demographic	Text mes- sages (SMS)	Facebook Mes- senger	WhatsApp	Twitter Direct Mes- sages	Instagram Direct Mes- sages	FaceTime	Google Hang- outs	Skype	Kik	Snapchat	WeChat	Telegram
Adults	63% (1380)	15% (338)	2% (46)	— (8)	1% (15)	2% (43)	1% (17)	2% (34)	1% (16)	2% (34)	— (5)	— (2)
Community: Urban	59% (308)	14% (75)	4% (23)	— (2)	2% (8)	2% (13)	— (1)	2% (8)	2% (9)	2% (9)	1% (3)	— (0)
Community: Suburban	67% (700)	12% (121)	2% (19)	— (5)	1% (6)	2% (18)	1% (11)	2% (17)	— (4)	1% (16)	— (2)	— (0)
Community: Rural	59% (372)	22% (142)	1% (5)	— (1)	— (1)	2% (12)	1% (4)	1% (8)	1% (3)	1% (9)	— (0)	— (2)
Employ: Private Sector	72% (498)	12% (83)	3% (22)	— (2)	1% (7)	2% (15)	1% (4)	1% (4)	— (3)	1% (8)	1% (3)	— (1)
Employ: Government	65% (115)	15% (26)	3% (6)	1% (2)	1% (1)	3% (5)	1% (2)	2% (3)	1% (1)	1% (1)	— (0)	— (0)
Employ: Self-Employed	56% (100)	20% (36)	4% (6)	— (0)	1% (3)	2% (3)	2% (3)	1% (2)	1% (2)	4% (7)	— (0)	1% (1)
Employ: Homemaker	74% (141)	13% (25)	3% (7)	1% (2)	— (0)	2% (4)	— (0)	1% (3)	— (0)	1% (2)	— (0)	— (0)
Employ: Student	48% (48)	16% (16)	3% (3)	2% (2)	3% (3)	1% (1)	— (0)	4% (4)	10% (10)	8% (8)	— (0)	— (0)
Employ: Retired	52% (256)	17% (85)	— (0)	— (0)	— (0)	2% (12)	— (1)	3% (15)	— (0)	— (0)	— (1)	— (0)
Employ: Unemployed	64% (120)	20% (37)	1% (2)	— (0)	— (1)	1% (3)	1% (2)	1% (3)	— (0)	2% (3)	— (0)	— (0)
Employ: Other	57% (102)	16% (29)	1% (1)	— (0)	— (1)	— (1)	2% (4)	— (1)	— (0)	3% (4)	— (0)	— (0)
Military HH: Yes	54% (236)	18% (80)	2% (7)	— (2)	1% (4)	3% (14)	1% (5)	2% (10)	1% (3)	1% (3)	— (1)	— (0)
Military HH: No	65% (1143)	15% (258)	2% (40)	— (6)	1% (11)	2% (29)	1% (11)	1% (24)	1% (13)	2% (30)	— (3)	— (2)
RD/WT: Right Direction	61% (520)	18% (153)	2% (18)	— (0)	1% (6)	2% (19)	1% (6)	1% (9)	1% (5)	1% (10)	— (2)	— (2)
RD/WT: Wrong Track	64% (859)	14% (184)	2% (28)	1% (8)	1% (9)	2% (25)	1% (11)	2% (25)	1% (11)	2% (24)	— (3)	— (0)
Strongly Approve	62% (291)	16% (74)	2% (11)	— (1)	1% (3)	3% (12)	1% (3)	2% (9)	— (1)	1% (6)	— (0)	— (2)
Somewhat Approve	63% (300)	19% (89)	2% (11)	— (0)	1% (4)	1% (6)	1% (7)	1% (7)	1% (3)	1% (4)	— (2)	— (0)
Somewhat Disapprove	63% (189)	12% (36)	3% (9)	— (1)	1% (2)	1% (4)	— (1)	1% (4)	1% (3)	2% (6)	— (1)	— (0)
Strongly Disapprove	65% (530)	14% (112)	2% (13)	1% (5)	1% (4)	2% (20)	— (4)	2% (15)	1% (7)	2% (15)	— (2)	— (0)
Dont Know / No Opinion	52% (70)	20% (27)	2% (2)	— (0)	1% (2)	— (1)	1% (1)	— (0)	2% (3)	2% (2)	— (0)	— (0)
#1 Issue: Economy	67% (374)	13% (74)	2% (14)	— (0)	— (2)	2% (12)	1% (5)	1% (4)	— (2)	2% (9)	— (2)	— (1)
#1 Issue: Security	62% (260)	15% (62)	3% (14)	— (1)	1% (3)	1% (6)	1% (4)	2% (10)	1% (5)	2% (10)	— (0)	— (0)
#1 Issue: Health Care	67% (306)	14% (63)	2% (9)	— (0)	1% (4)	4% (18)	1% (4)	2% (8)	— (0)	1% (6)	— (0)	— (1)
#1 Issue: Medicare / Social Security	50% (164)	21% (67)	1% (5)	1% (3)	— (0)	1% (2)	— (2)	3% (9)	1% (2)	1% (3)	— (1)	— (0)
#1 Issue: Women's Issues	71% (89)	17% (22)	1% (1)	— (0)	1% (1)	— (1)	— (1)	— (0)	2% (2)	2% (3)	1% (1)	— (0)
#1 Issue: Education	65% (92)	11% (16)	3% (4)	1% (1)	2% (2)	1% (1)	— (0)	1% (1)	3% (4)	2% (3)	— (1)	— (0)
#1 Issue: Energy	60% (51)	23% (20)	— (0)	— (0)	2% (1)	4% (4)	— (0)	2% (2)	1% (1)	— (0)	— (0)	— (0)
#1 Issue: Other	49% (44)	16% (14)	1% (1)	2% (2)	2% (2)	— (0)	2% (2)	— (0)	— (0)	— (0)	— (0)	— (0)
2016 Vote: Democrat Hillary Clinton	61% (423)	15% (103)	2% (16)	— (3)	1% (4)	3% (18)	— (3)	3% (18)	1% (5)	2% (16)	— (2)	— (0)
2016 Vote: Republican Donald Trump	64% (484)	15% (112)	1% (11)	— (1)	1% (5)	2% (15)	— (4)	1% (11)	— (2)	1% (6)	— (3)	— (0)
2016 Vote: Someone else	66% (122)	13% (24)	2% (3)	— (1)	2% (3)	2% (3)	1% (2)	2% (3)	— (0)	— (0)	— (0)	— (0)
2012 Vote: Barack Obama	63% (503)	14% (110)	2% (18)	— (2)	1% (6)	2% (18)	1% (7)	3% (20)	— (2)	1% (11)	— (1)	— (0)
2012 Vote: Mitt Romney	64% (381)	15% (90)	1% (6)	— (1)	— (0)	2% (11)	— (2)	1% (7)	— (1)	1% (5)	— (2)	— (0)
2012 Vote: Other	62% (57)	14% (13)	1% (1)	— (0)	— (0)	2% (2)	1% (1)	— (0)	1% (1)	— (0)	— (0)	— (0)
2012 Vote: Didn't Vote	61% (439)	17% (125)	3% (22)	1% (5)	1% (8)	2% (12)	1% (5)	1% (6)	2% (13)	2% (17)	— (2)	— (2)
4-Region: Northeast	61% (246)	15% (61)	2% (8)	— (1)	1% (5)	4% (16)	— (2)	2% (7)	— (2)	1% (2)	— (1)	— (1)
4-Region: Midwest	61% (290)	17% (79)	1% (7)	— (2)	— (1)	1% (6)	1% (4)	1% (5)	1% (3)	2% (8)	— (1)	— (0)
4-Region: South	62% (505)	16% (129)	2% (20)	— (4)	1% (9)	2% (13)	1% (5)	2% (14)	1% (6)	2% (15)	— (0)	— (1)
4-Region: West	66% (339)	14% (69)	2% (12)	— (2)	— (0)	2% (9)	1% (6)	1% (7)	1% (6)	2% (8)	1% (3)	— (0)

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

Table BRD4: As you may have heard, YouTube recently announced a new feature allowing for in-app direct messaging and video sharing. How likely are you to use this feature in the future?

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	14% (304)	21% (458)	21% (464)	28% (625)	16% (351)	2201
Gender: Male	16% (164)	23% (244)	18% (196)	27% (288)	16% (168)	1059
Gender: Female	12% (139)	19% (215)	23% (268)	30% (337)	16% (183)	1142
Age: 18-29	24% (117)	23% (116)	19% (94)	17% (84)	17% (85)	495
Age: 30-44	17% (92)	27% (148)	22% (118)	23% (124)	11% (59)	541
Age: 45-54	12% (53)	24% (104)	24% (105)	24% (107)	16% (69)	438
Age: 55-64	8% (25)	18% (59)	18% (61)	36% (118)	21% (68)	330
Age: 65+	4% (17)	8% (32)	22% (86)	48% (193)	18% (71)	398
PID: Dem (no lean)	15% (109)	24% (166)	20% (138)	28% (200)	13% (91)	705
PID: Ind (no lean)	14% (109)	18% (140)	22% (175)	27% (218)	20% (158)	800
PID: Rep (no lean)	12% (86)	22% (152)	22% (150)	30% (207)	15% (103)	697
PID/Gender: Dem Men	20% (61)	27% (83)	16% (51)	26% (80)	11% (36)	311
PID/Gender: Dem Women	12% (47)	21% (83)	22% (88)	30% (120)	14% (55)	393
PID/Gender: Ind Men	15% (56)	21% (77)	19% (72)	26% (97)	19% (72)	374
PID/Gender: Ind Women	12% (52)	15% (63)	24% (103)	28% (120)	20% (86)	425
PID/Gender: Rep Men	13% (47)	22% (83)	20% (73)	29% (110)	16% (61)	374
PID/Gender: Rep Women	12% (39)	21% (68)	24% (77)	30% (97)	13% (42)	323
Tea Party: Supporter	20% (116)	24% (137)	19% (111)	25% (141)	12% (66)	572
Tea Party: Not Supporter	12% (186)	20% (319)	22% (350)	30% (481)	17% (283)	1619
Ideo: Liberal (1-3)	20% (146)	23% (168)	21% (152)	24% (174)	11% (82)	722
Ideo: Moderate (4)	11% (48)	21% (95)	22% (102)	30% (136)	16% (73)	454
Ideo: Conservative (5-7)	10% (73)	20% (144)	22% (161)	33% (242)	14% (103)	723
Educ: < College	15% (238)	22% (350)	20% (311)	26% (413)	16% (254)	1567
Educ: Bachelors degree	10% (41)	17% (72)	24% (100)	32% (133)	17% (70)	416
Educ: Post-grad	11% (24)	16% (36)	24% (52)	36% (79)	13% (28)	219
Income: Under 50k	15% (202)	22% (291)	19% (253)	27% (352)	17% (218)	1316
Income: 50k-100k	11% (71)	20% (126)	24% (154)	31% (200)	14% (93)	644
Income: 100k+	12% (30)	17% (41)	24% (58)	30% (73)	16% (40)	241

Continued on next page

Table BRD4: As you may have heard, YouTube recently announced a new feature allowing for in-app direct messaging and video sharing. How likely are you to use this feature in the future?

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(304)	21%	(458)	21%	(464)	28%	(625)	16%	(351)	2201
Ethnicity: White	11%	(194)	19%	(336)	22%	(386)	31%	(551)	16%	(283)	1750
Ethnicity: Hispanic	26%	(86)	26%	(86)	16%	(52)	14%	(47)	18%	(59)	329
Ethnicity: Afr. Am.	26%	(71)	27%	(72)	16%	(42)	16%	(43)	15%	(40)	269
Ethnicity: Other	21%	(39)	27%	(49)	20%	(36)	17%	(31)	15%	(27)	182
Relig: Protestant	12%	(58)	20%	(97)	23%	(114)	32%	(156)	14%	(70)	495
Relig: Roman Catholic	14%	(63)	18%	(84)	24%	(113)	31%	(144)	14%	(63)	468
Relig: Ath./Agn./None	12%	(83)	19%	(131)	19%	(129)	28%	(192)	21%	(141)	675
Relig: Something Else	12%	(39)	27%	(83)	18%	(57)	26%	(81)	17%	(53)	313
Relig: Evangelical	19%	(112)	22%	(132)	23%	(136)	23%	(136)	13%	(76)	590
Relig: Non-Evang. Catholics	11%	(70)	18%	(113)	23%	(142)	35%	(216)	13%	(80)	620
Relig: All Christian	15%	(182)	20%	(245)	23%	(277)	29%	(351)	13%	(156)	1210
Relig: All Non-Christian	12%	(122)	22%	(214)	19%	(186)	28%	(273)	20%	(194)	988
Community: Urban	15%	(80)	25%	(129)	19%	(100)	23%	(122)	17%	(90)	521
Community: Suburban	13%	(136)	18%	(188)	23%	(245)	30%	(314)	16%	(162)	1046
Community: Rural	14%	(88)	22%	(141)	19%	(118)	30%	(188)	16%	(99)	635
Employ: Private Sector	15%	(105)	22%	(155)	23%	(159)	27%	(186)	12%	(86)	692
Employ: Government	15%	(27)	25%	(44)	24%	(42)	24%	(41)	12%	(21)	176
Employ: Self-Employed	25%	(46)	22%	(40)	23%	(41)	11%	(21)	18%	(33)	179
Employ: Homemaker	13%	(25)	26%	(50)	20%	(38)	27%	(51)	15%	(28)	192
Employ: Student	19%	(19)	30%	(30)	19%	(19)	22%	(22)	9%	(9)	99
Employ: Retired	7%	(36)	12%	(59)	20%	(98)	45%	(221)	16%	(82)	496
Employ: Unemployed	11%	(20)	23%	(43)	19%	(35)	21%	(40)	27%	(50)	188
Employ: Other	14%	(26)	21%	(37)	18%	(32)	24%	(42)	23%	(41)	178
Military HH: Yes	16%	(70)	20%	(87)	21%	(92)	29%	(126)	14%	(63)	437
Military HH: No	13%	(234)	21%	(372)	21%	(372)	28%	(498)	16%	(288)	1764
RD/WT: Right Direction	18%	(155)	19%	(165)	20%	(173)	27%	(227)	16%	(136)	856
RD/WT: Wrong Track	11%	(149)	22%	(293)	22%	(291)	30%	(397)	16%	(215)	1345

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Table BRD4: As you may have heard, YouTube recently announced a new feature allowing for in-app direct messaging and video sharing. How likely are you to use this feature in the future?

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
Adults	14%	(304)	21%	(458)	21%	(464)	28%	(625)	16%	(351)	2201
Strongly Approve	20%	(95)	16%	(74)	18%	(84)	26%	(124)	20%	(94)	471
Somewhat Approve	12%	(57)	25%	(122)	26%	(123)	26%	(126)	11%	(50)	479
Somewhat Disapprove	13%	(40)	26%	(80)	25%	(75)	25%	(74)	11%	(32)	301
Strongly Disapprove	11%	(93)	20%	(161)	21%	(172)	34%	(274)	14%	(116)	816
Dont Know / No Opinion	13%	(18)	16%	(22)	8%	(10)	20%	(27)	43%	(58)	135
#1 Issue: Economy	13%	(74)	23%	(129)	22%	(122)	29%	(159)	13%	(70)	554
#1 Issue: Security	17%	(70)	19%	(80)	21%	(88)	25%	(107)	18%	(76)	422
#1 Issue: Health Care	15%	(68)	24%	(108)	23%	(106)	26%	(117)	13%	(59)	457
#1 Issue: Medicare / Social Security	11%	(34)	15%	(50)	20%	(64)	37%	(121)	17%	(56)	325
#1 Issue: Women's Issues	11%	(14)	26%	(32)	20%	(25)	24%	(30)	18%	(23)	125
#1 Issue: Education	20%	(28)	22%	(31)	17%	(25)	26%	(38)	15%	(21)	143
#1 Issue: Energy	11%	(10)	15%	(13)	28%	(24)	23%	(20)	22%	(19)	85
#1 Issue: Other	7%	(6)	16%	(15)	11%	(10)	36%	(32)	30%	(27)	90
2016 Vote: Democrat Hillary Clinton	16%	(114)	22%	(152)	20%	(139)	29%	(204)	13%	(88)	696
2016 Vote: Republican Donald Trump	12%	(89)	18%	(139)	23%	(175)	30%	(227)	17%	(128)	757
2016 Vote: Someone else	7%	(13)	19%	(35)	19%	(36)	40%	(75)	15%	(27)	185
2012 Vote: Barack Obama	16%	(123)	22%	(176)	19%	(148)	30%	(241)	13%	(107)	795
2012 Vote: Mitt Romney	10%	(61)	19%	(111)	23%	(137)	32%	(189)	16%	(96)	594
2012 Vote: Other	4%	(4)	15%	(13)	24%	(22)	42%	(39)	14%	(13)	92
2012 Vote: Didn't Vote	16%	(115)	22%	(158)	22%	(156)	21%	(153)	19%	(135)	717
4-Region: Northeast	12%	(48)	17%	(69)	23%	(92)	31%	(124)	17%	(68)	402
4-Region: Midwest	12%	(57)	21%	(101)	18%	(83)	32%	(154)	17%	(79)	474
4-Region: South	15%	(124)	21%	(169)	23%	(189)	26%	(213)	15%	(119)	815
4-Region: West	15%	(74)	23%	(119)	20%	(100)	26%	(133)	17%	(85)	511

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

Table BRD5: *Would your use of the YouTube direct messaging feature replace another messaging application, or would you use it in addition to all of the messaging application you currently use?*

Demographic	Replace at least one other messaging application		Be used in addition to other messaging applications		Don't Know / No Opinion		Total N
Adults	17%	(132)	63%	(478)	20%	(152)	762
Gender: Male	23%	(93)	58%	(238)	19%	(77)	408
Gender: Female	11%	(39)	68%	(240)	21%	(75)	354
Age: 18-29	22%	(51)	63%	(146)	15%	(36)	232
Age: 30-44	21%	(50)	58%	(138)	22%	(52)	240
Age: 45-54	13%	(21)	60%	(95)	27%	(42)	157
Age: 55-64	9%	(7)	73%	(62)	18%	(15)	84
PID: Dem (no lean)	14%	(38)	68%	(188)	18%	(50)	275
PID: Ind (no lean)	16%	(41)	61%	(153)	22%	(55)	249
PID: Rep (no lean)	23%	(53)	58%	(138)	20%	(47)	238
PID/Gender: Dem Men	21%	(31)	64%	(92)	15%	(21)	145
PID/Gender: Dem Women	5%	(7)	73%	(95)	22%	(29)	131
PID/Gender: Ind Men	21%	(29)	53%	(71)	26%	(34)	133
PID/Gender: Ind Women	10%	(12)	71%	(82)	18%	(21)	116
PID/Gender: Rep Men	26%	(34)	58%	(75)	16%	(21)	130
PID/Gender: Rep Women	18%	(20)	58%	(62)	24%	(25)	108
Tea Party: Supporter	24%	(60)	62%	(157)	14%	(37)	254
Tea Party: Not Supporter	14%	(72)	64%	(321)	22%	(112)	505
Ideo: Liberal (1-3)	21%	(65)	65%	(205)	14%	(45)	315
Ideo: Moderate (4)	16%	(22)	66%	(95)	18%	(26)	143
Ideo: Conservative (5-7)	15%	(33)	63%	(138)	21%	(46)	217
Educ: < College	17%	(98)	62%	(363)	22%	(128)	589
Educ: Bachelors degree	19%	(21)	67%	(76)	14%	(16)	113
Educ: Post-grad	21%	(13)	65%	(39)	14%	(9)	60
Income: Under 50k	19%	(93)	60%	(295)	21%	(105)	494
Income: 50k-100k	13%	(26)	67%	(132)	20%	(40)	198
Income: 100k+	17%	(12)	73%	(51)	10%	(7)	71

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Table BRD5: *Would your use of the YouTube direct messaging feature replace another messaging application, or would you use it in addition to all of the messaging application you currently use?*

Demographic	Replace at least one other messaging application		Be used in addition to other messaging applications		Don't Know / No Opinion		Total N
Adults	17%	(132)	63%	(478)	20%	(152)	762
Ethnicity: White	14%	(74)	66%	(350)	20%	(107)	530
Ethnicity: Hispanic	28%	(48)	53%	(91)	19%	(33)	172
Ethnicity: Afr. Am.	26%	(37)	56%	(80)	19%	(27)	143
Ethnicity: Other	24%	(21)	55%	(49)	21%	(18)	89
Relig: Protestant	18%	(27)	63%	(98)	19%	(30)	155
Relig: Roman Catholic	21%	(31)	67%	(99)	12%	(17)	147
Relig: Ath./Agn./None	14%	(29)	60%	(128)	26%	(56)	213
Relig: Something Else	18%	(21)	59%	(72)	23%	(28)	122
Relig: Evangelical	19%	(47)	64%	(155)	17%	(42)	244
Relig: Non-Evang. Catholics	19%	(34)	67%	(122)	14%	(26)	183
Relig: All Christian	19%	(81)	65%	(277)	16%	(68)	426
Relig: All Non-Christian	15%	(50)	60%	(201)	25%	(84)	335
Community: Urban	20%	(42)	55%	(115)	25%	(52)	209
Community: Suburban	16%	(50)	69%	(223)	16%	(50)	324
Community: Rural	17%	(39)	61%	(140)	22%	(50)	229
Employ: Private Sector	20%	(51)	60%	(158)	20%	(52)	261
Employ: Government	20%	(14)	66%	(47)	14%	(10)	71
Employ: Self-Employed	27%	(23)	66%	(56)	7%	(6)	85
Employ: Homemaker	14%	(11)	57%	(43)	28%	(21)	74
Employ: Retired	12%	(12)	68%	(65)	19%	(19)	96
Employ: Unemployed	12%	(8)	64%	(40)	24%	(15)	63
Employ: Other	9%	(6)	55%	(35)	36%	(23)	63
Military HH: Yes	19%	(29)	67%	(105)	15%	(23)	156
Military HH: No	17%	(103)	62%	(374)	21%	(129)	606
RD/WT: Right Direction	21%	(66)	62%	(198)	17%	(56)	320
RD/WT: Wrong Track	15%	(65)	63%	(281)	22%	(96)	442

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Table BRD5: Would your use of the YouTube direct messaging feature replace another messaging application, or would you use it in addition to all of the messaging application you currently use?

Demographic	Replace at least one other messaging application		Be used in addition to other messaging applications		Don't Know / No Opinion		Total N
Adults	17%	(132)	63%	(478)	20%	(152)	762
Strongly Approve	23%	(38)	61%	(104)	16%	(27)	169
Somewhat Approve	17%	(30)	62%	(110)	22%	(39)	179
Somewhat Disapprove	16%	(19)	60%	(72)	24%	(28)	120
Strongly Disapprove	15%	(38)	68%	(172)	17%	(44)	254
#1 Issue: Economy	14%	(29)	68%	(137)	18%	(37)	203
#1 Issue: Security	18%	(27)	66%	(99)	16%	(25)	150
#1 Issue: Health Care	15%	(26)	62%	(108)	23%	(41)	175
#1 Issue: Medicare / Social Security	17%	(14)	53%	(45)	30%	(25)	85
#1 Issue: Education	26%	(16)	56%	(33)	18%	(11)	59
2016 Vote: Democrat Hillary Clinton	16%	(41)	65%	(174)	19%	(51)	266
2016 Vote: Republican Donald Trump	20%	(46)	58%	(133)	21%	(48)	228
2012 Vote: Barack Obama	15%	(45)	66%	(197)	19%	(57)	300
2012 Vote: Mitt Romney	19%	(33)	64%	(109)	17%	(30)	172
2012 Vote: Didn't Vote	18%	(50)	60%	(163)	22%	(60)	273
4-Region: Northeast	20%	(23)	61%	(72)	19%	(22)	118
4-Region: Midwest	12%	(19)	64%	(102)	24%	(37)	158
4-Region: South	20%	(57)	62%	(182)	18%	(54)	293
4-Region: West	17%	(32)	63%	(122)	20%	(38)	193

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

Table BRD6: Do you prefer to use messaging applications that are intended solely for messaging (i.e. SMS text messages), or built into applications with other features (i.e. Instagram)?

Demographic	Prefer messaging specific applications	Prefer applications with other features that include messaging functions	Don't Know / No Opinion	Total N
Adults	49% (1089)	20% (450)	30% (662)	2201
Gender: Male	48% (508)	20% (208)	32% (343)	1059
Gender: Female	51% (581)	21% (242)	28% (319)	1142
Age: 18-29	46% (227)	29% (145)	25% (123)	495
Age: 30-44	51% (274)	28% (149)	22% (118)	541
Age: 45-54	56% (245)	17% (73)	27% (120)	438
Age: 55-64	51% (168)	13% (43)	36% (119)	330
Age: 65+	44% (175)	10% (40)	46% (183)	398
PID: Dem (no lean)	49% (342)	20% (139)	32% (223)	705
PID: Ind (no lean)	48% (387)	19% (154)	32% (259)	800
PID: Rep (no lean)	52% (360)	23% (157)	26% (180)	697
PID/Gender: Dem Men	48% (150)	20% (62)	32% (99)	311
PID/Gender: Dem Women	49% (192)	20% (77)	32% (124)	393
PID/Gender: Ind Men	45% (168)	20% (75)	35% (131)	374
PID/Gender: Ind Women	51% (218)	19% (79)	30% (127)	425
PID/Gender: Rep Men	51% (190)	19% (71)	30% (113)	374
PID/Gender: Rep Women	53% (170)	27% (86)	21% (67)	323
Tea Party: Supporter	49% (282)	27% (155)	24% (135)	572
Tea Party: Not Supporter	50% (801)	18% (295)	32% (522)	1619
Ideo: Liberal (1-3)	51% (370)	24% (174)	25% (178)	722
Ideo: Moderate (4)	48% (220)	18% (82)	33% (151)	454
Ideo: Conservative (5-7)	55% (398)	20% (141)	25% (184)	723
Educ: < College	46% (713)	21% (332)	33% (522)	1567
Educ: Bachelors degree	60% (251)	18% (74)	22% (91)	416
Educ: Post-grad	57% (125)	20% (45)	22% (49)	219

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Table BRD6: Do you prefer to use messaging applications that are intended solely for messaging (i.e. SMS text messages), or built into applications with other features (i.e. Instagram)?

Demographic	Prefer messaging specific applications	Prefer applications with other features that include messaging functions	Don't Know / No Opinion	Total N
Adults	49% (1089)	20% (450)	30% (662)	2201
Income: Under 50k	46% (599)	22% (290)	32% (426)	1316
Income: 50k-100k	54% (346)	17% (110)	29% (187)	644
Income: 100k+	60% (144)	20% (49)	20% (48)	241
Ethnicity: White	51% (901)	18% (323)	30% (527)	1750
Ethnicity: Hispanic	46% (152)	32% (105)	22% (72)	329
Ethnicity: Afr. Am.	42% (112)	28% (75)	30% (81)	269
Ethnicity: Other	41% (76)	29% (53)	30% (54)	182
Relig: Protestant	50% (246)	22% (107)	29% (142)	495
Relig: Roman Catholic	55% (258)	16% (77)	29% (134)	468
Relig: Ath./Agn./None	45% (302)	19% (131)	36% (242)	675
Relig: Something Else	50% (157)	23% (73)	26% (82)	313
Relig: Evangelical	49% (288)	25% (149)	26% (153)	590
Relig: Non-Evang. Catholics	55% (340)	16% (96)	30% (184)	620
Relig: All Christian	52% (628)	20% (246)	28% (336)	1210
Relig: All Non-Christian	46% (459)	21% (204)	33% (325)	988
Community: Urban	49% (254)	21% (109)	30% (158)	521
Community: Suburban	49% (516)	20% (205)	31% (325)	1046
Community: Rural	50% (320)	21% (136)	28% (179)	635
Employ: Private Sector	56% (390)	22% (153)	21% (148)	692
Employ: Government	53% (93)	27% (48)	20% (35)	176
Employ: Self-Employed	48% (85)	32% (57)	21% (37)	179
Employ: Homemaker	48% (92)	25% (47)	27% (52)	192
Employ: Student	49% (49)	29% (29)	22% (22)	99
Employ: Retired	47% (232)	10% (50)	43% (214)	496
Employ: Unemployed	41% (78)	17% (32)	42% (78)	188
Employ: Other	39% (69)	20% (35)	42% (74)	178
Military HH: Yes	44% (192)	23% (99)	34% (147)	437
Military HH: No	51% (897)	20% (352)	29% (515)	1764

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Table BRD6: Do you prefer to use messaging applications that are intended solely for messaging (i.e. SMS text messages), or built into applications with other features (i.e. Instagram)?

Demographic	Prefer messaging specific applications	Prefer applications with other features that include messaging functions	Don't Know / No Opinion	Total N
Adults	49% (1089)	20% (450)	30% (662)	2201
RD/WT: Right Direction	46% (393)	24% (201)	31% (261)	856
RD/WT: Wrong Track	52% (696)	19% (249)	30% (400)	1345
Strongly Approve	44% (207)	26% (123)	30% (141)	471
Somewhat Approve	51% (246)	22% (105)	27% (127)	479
Somewhat Disapprove	52% (157)	19% (56)	29% (88)	301
Strongly Disapprove	53% (431)	17% (143)	30% (242)	816
Dont Know / No Opinion	36% (48)	17% (24)	47% (63)	135
#1 Issue: Economy	52% (286)	20% (111)	28% (158)	554
#1 Issue: Security	49% (205)	25% (106)	26% (111)	422
#1 Issue: Health Care	50% (228)	22% (101)	28% (128)	457
#1 Issue: Medicare / Social Security	44% (144)	13% (44)	42% (137)	325
#1 Issue: Women's Issues	55% (68)	20% (25)	26% (32)	125
#1 Issue: Education	54% (77)	24% (34)	23% (32)	143
#1 Issue: Energy	53% (46)	22% (19)	25% (21)	85
#1 Issue: Other	40% (36)	12% (11)	48% (43)	90
2016 Vote: Democrat Hillary Clinton	52% (359)	17% (122)	31% (216)	696
2016 Vote: Republican Donald Trump	50% (377)	21% (157)	30% (224)	757
2016 Vote: Someone else	51% (94)	22% (41)	27% (50)	185
2012 Vote: Barack Obama	51% (402)	19% (154)	30% (240)	795
2012 Vote: Mitt Romney	53% (315)	20% (118)	27% (162)	594
2012 Vote: Other	54% (49)	15% (14)	31% (29)	92
2012 Vote: Didn't Vote	45% (323)	23% (165)	32% (230)	717
4-Region: Northeast	46% (185)	18% (72)	36% (145)	402
4-Region: Midwest	52% (245)	18% (86)	30% (143)	474
4-Region: South	48% (392)	23% (190)	29% (233)	815
4-Region: West	52% (268)	20% (102)	28% (141)	511

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

Table BRD7: Do you currently subscribe to a cable or satellite television service?

Demographic	Yes	No	Total N
Adults	71% (1556)	29% (645)	2201
Gender: Male	72% (761)	28% (299)	1059
Gender: Female	70% (796)	30% (346)	1142
Age: 18-29	51% (254)	49% (240)	495
Age: 30-44	70% (378)	30% (162)	541
Age: 45-54	74% (324)	26% (114)	438
Age: 55-64	78% (256)	22% (74)	330
Age: 65+	86% (343)	14% (54)	398
PID: Dem (no lean)	73% (516)	27% (189)	705
PID: Ind (no lean)	65% (518)	35% (282)	800
PID: Rep (no lean)	75% (523)	25% (174)	697
PID/Gender: Dem Men	76% (235)	24% (76)	311
PID/Gender: Dem Women	71% (281)	29% (113)	393
PID/Gender: Ind Men	65% (245)	35% (130)	374
PID/Gender: Ind Women	64% (273)	36% (152)	425
PID/Gender: Rep Men	75% (281)	25% (93)	374
PID/Gender: Rep Women	75% (242)	25% (81)	323
Tea Party: Supporter	76% (435)	24% (138)	572
Tea Party: Not Supporter	69% (1113)	31% (506)	1619
Ideo: Liberal (1-3)	70% (504)	30% (218)	722
Ideo: Moderate (4)	73% (331)	27% (122)	454
Ideo: Conservative (5-7)	73% (528)	27% (195)	723
Educ: < College	70% (1090)	30% (477)	1567
Educ: Bachelors degree	74% (309)	26% (107)	416
Educ: Post-grad	72% (158)	28% (61)	219
Income: Under 50k	65% (853)	35% (463)	1316
Income: 50k-100k	79% (509)	21% (135)	644
Income: 100k+	81% (195)	19% (47)	241
Ethnicity: White	73% (1270)	27% (480)	1750
Ethnicity: Hispanic	64% (212)	36% (117)	329
Ethnicity: Afr. Am.	69% (184)	31% (84)	269

Continued on next page

Table BRD7: Do you currently subscribe to a cable or satellite television service?

Demographic	Yes	No	Total N
Adults	71% (1556)	29% (645)	2201
Ethnicity: Other	56% (102)	44% (80)	182
Relig: Protestant	75% (371)	25% (125)	495
Relig: Roman Catholic	83% (387)	17% (82)	468
Relig: Ath./Agn./None	61% (408)	39% (267)	675
Relig: Something Else	68% (213)	32% (100)	313
Relig: Evangelical	73% (433)	27% (158)	590
Relig: Non-Evang. Catholics	81% (499)	19% (121)	620
Relig: All Christian	77% (932)	23% (278)	1210
Relig: All Non-Christian	63% (622)	37% (366)	988
Community: Urban	64% (332)	36% (189)	521
Community: Suburban	75% (782)	25% (263)	1046
Community: Rural	70% (442)	30% (192)	635
Employ: Private Sector	75% (518)	25% (174)	692
Employ: Government	67% (117)	33% (58)	176
Employ: Self-Employed	62% (111)	38% (68)	179
Employ: Homemaker	61% (117)	39% (75)	192
Employ: Student	49% (49)	51% (51)	99
Employ: Retired	86% (425)	14% (71)	496
Employ: Unemployed	57% (107)	43% (80)	188
Employ: Other	63% (112)	37% (66)	178
Military HH: Yes	77% (337)	23% (100)	437
Military HH: No	69% (1219)	31% (544)	1764
RD/WT: Right Direction	74% (629)	26% (226)	856
RD/WT: Wrong Track	69% (927)	31% (418)	1345
Strongly Approve	77% (363)	23% (108)	471
Somewhat Approve	76% (363)	24% (116)	479
Somewhat Disapprove	70% (210)	30% (91)	301
Strongly Disapprove	68% (556)	32% (259)	816
Dont Know / No Opinion	47% (64)	53% (71)	135

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Table BRD7: Do you currently subscribe to a cable or satellite television service?

Demographic	Yes	No	Total N
Adults	71% (1556)	29% (645)	2201
#1 Issue: Economy	70% (391)	30% (164)	554
#1 Issue: Security	75% (314)	25% (107)	422
#1 Issue: Health Care	77% (351)	23% (105)	457
#1 Issue: Medicare / Social Security	80% (259)	20% (66)	325
#1 Issue: Women's Issues	47% (59)	53% (66)	125
#1 Issue: Education	59% (84)	41% (59)	143
#1 Issue: Energy	60% (51)	40% (34)	85
#1 Issue: Other	52% (47)	48% (43)	90
2016 Vote: Democrat Hillary Clinton	75% (524)	25% (173)	696
2016 Vote: Republican Donald Trump	77% (583)	23% (174)	757
2016 Vote: Someone else	69% (128)	31% (58)	185
2012 Vote: Barack Obama	75% (598)	25% (197)	795
2012 Vote: Mitt Romney	79% (470)	21% (124)	594
2012 Vote: Other	68% (63)	32% (29)	92
2012 Vote: Didn't Vote	59% (425)	41% (292)	717
4-Region: Northeast	77% (309)	23% (92)	402
4-Region: Midwest	64% (302)	36% (171)	474
4-Region: South	74% (604)	26% (210)	815
4-Region: West	67% (341)	33% (171)	511

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

Table BRD8_4NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Netflix

Demographic	Selected		Not Selected		Total N
Adults	52%	(1148)	48%	(1053)	2201
Gender: Male	44%	(471)	56%	(588)	1059
Gender: Female	59%	(677)	41%	(465)	1142
Age: 18-29	67%	(332)	33%	(163)	495
Age: 30-44	62%	(338)	38%	(203)	541
Age: 45-54	53%	(232)	47%	(205)	438
Age: 55-64	39%	(129)	61%	(201)	330
Age: 65+	29%	(117)	71%	(281)	398
PID: Dem (no lean)	53%	(377)	47%	(328)	705
PID: Ind (no lean)	54%	(433)	46%	(367)	800
PID: Rep (no lean)	49%	(339)	51%	(358)	697
PID/Gender: Dem Men	44%	(138)	56%	(173)	311
PID/Gender: Dem Women	61%	(238)	39%	(155)	393
PID/Gender: Ind Men	47%	(175)	53%	(199)	374
PID/Gender: Ind Women	61%	(258)	39%	(168)	425
PID/Gender: Rep Men	42%	(157)	58%	(217)	374
PID/Gender: Rep Women	56%	(181)	44%	(142)	323
Tea Party: Supporter	54%	(307)	46%	(266)	572
Tea Party: Not Supporter	52%	(838)	48%	(781)	1619
Ideo: Liberal (1-3)	58%	(419)	42%	(304)	722
Ideo: Moderate (4)	51%	(233)	49%	(220)	454
Ideo: Conservative (5-7)	49%	(352)	51%	(370)	723
Educ: < College	50%	(779)	50%	(787)	1567
Educ: Bachelors degree	59%	(245)	41%	(171)	416
Educ: Post-grad	57%	(124)	43%	(95)	219
Income: Under 50k	47%	(615)	53%	(701)	1316
Income: 50k-100k	58%	(373)	42%	(271)	644
Income: 100k+	66%	(160)	34%	(81)	241
Ethnicity: White	53%	(930)	47%	(821)	1750
Ethnicity: Hispanic	57%	(187)	43%	(143)	329
Ethnicity: Afr. Am.	46%	(124)	54%	(144)	269

Continued on next page

Table BRD8_4NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Netflix

Demographic	Selected		Not Selected		Total N
Adults	52%	(1148)	48%	(1053)	2201
Ethnicity: Other	52%	(94)	48%	(88)	182
Relig: Protestant	47%	(232)	53%	(264)	495
Relig: Roman Catholic	55%	(256)	45%	(212)	468
Relig: Ath./Agn./None	54%	(363)	46%	(312)	675
Relig: Something Else	55%	(173)	45%	(140)	313
Relig: Evangelical	46%	(273)	54%	(318)	590
Relig: Non-Evang. Catholics	54%	(338)	46%	(282)	620
Relig: All Christian	50%	(611)	50%	(600)	1210
Relig: All Non-Christian	54%	(536)	46%	(452)	988
Community: Urban	52%	(271)	48%	(250)	521
Community: Suburban	55%	(580)	45%	(466)	1046
Community: Rural	47%	(297)	53%	(338)	635
Employ: Private Sector	61%	(425)	39%	(267)	692
Employ: Government	55%	(97)	45%	(79)	176
Employ: Self-Employed	49%	(88)	51%	(91)	179
Employ: Homemaker	69%	(132)	31%	(60)	192
Employ: Student	79%	(78)	21%	(21)	99
Employ: Retired	32%	(159)	68%	(337)	496
Employ: Unemployed	46%	(86)	54%	(102)	188
Employ: Other	47%	(83)	53%	(95)	178
Military HH: Yes	50%	(217)	50%	(220)	437
Military HH: No	53%	(931)	47%	(833)	1764
RD/WT: Right Direction	47%	(405)	53%	(451)	856
RD/WT: Wrong Track	55%	(743)	45%	(602)	1345
Strongly Approve	42%	(200)	58%	(271)	471
Somewhat Approve	53%	(255)	47%	(223)	479
Somewhat Disapprove	53%	(158)	47%	(143)	301
Strongly Disapprove	58%	(469)	42%	(346)	816
Dont Know / No Opinion	48%	(66)	52%	(70)	135

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Table BRD8_4NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Netflix

Demographic	Selected		Not Selected		Total N
Adults	52%	(1148)	48%	(1053)	2201
#1 Issue: Economy	57%	(316)	43%	(239)	554
#1 Issue: Security	51%	(216)	49%	(205)	422
#1 Issue: Health Care	56%	(254)	44%	(203)	457
#1 Issue: Medicare / Social Security	27%	(88)	73%	(237)	325
#1 Issue: Women's Issues	58%	(72)	42%	(53)	125
#1 Issue: Education	72%	(102)	28%	(41)	143
#1 Issue: Energy	68%	(58)	32%	(27)	85
#1 Issue: Other	46%	(42)	54%	(48)	90
2016 Vote: Democrat Hillary Clinton	54%	(379)	46%	(318)	696
2016 Vote: Republican Donald Trump	46%	(348)	54%	(409)	757
2016 Vote: Someone else	57%	(106)	43%	(79)	185
2012 Vote: Barack Obama	54%	(427)	46%	(368)	795
2012 Vote: Mitt Romney	48%	(284)	52%	(311)	594
2012 Vote: Other	47%	(43)	53%	(49)	92
2012 Vote: Didn't Vote	55%	(394)	45%	(323)	717
4-Region: Northeast	54%	(216)	46%	(186)	402
4-Region: Midwest	48%	(227)	52%	(246)	474
4-Region: South	50%	(408)	50%	(407)	815
4-Region: West	58%	(297)	42%	(214)	511

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

Table BRD8_5NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Hulu with Live TV

Demographic	Selected		Not Selected		Total N
Adults	5%	(118)	95%	(2083)	2201
Gender: Male	5%	(54)	95%	(1006)	1059
Gender: Female	6%	(64)	94%	(1077)	1142
Age: 18-29	7%	(37)	93%	(458)	495
Age: 30-44	8%	(45)	92%	(496)	541
Age: 45-54	4%	(18)	96%	(419)	438
Age: 55-64	5%	(18)	95%	(313)	330
Age: 65+	—	(1)	100%	(397)	398
PID: Dem (no lean)	6%	(39)	94%	(665)	705
PID: Ind (no lean)	5%	(36)	95%	(763)	800
PID: Rep (no lean)	6%	(43)	94%	(654)	697
PID/Gender: Dem Men	5%	(15)	95%	(296)	311
PID/Gender: Dem Women	6%	(24)	94%	(369)	393
PID/Gender: Ind Men	5%	(18)	95%	(356)	374
PID/Gender: Ind Women	4%	(18)	96%	(407)	425
PID/Gender: Rep Men	5%	(20)	95%	(354)	374
PID/Gender: Rep Women	7%	(22)	93%	(300)	323
Tea Party: Supporter	9%	(49)	91%	(523)	572
Tea Party: Not Supporter	4%	(69)	96%	(1550)	1619
Ideo: Liberal (1-3)	7%	(51)	93%	(672)	722
Ideo: Moderate (4)	5%	(25)	95%	(429)	454
Ideo: Conservative (5-7)	4%	(32)	96%	(690)	723
Educ: < College	5%	(79)	95%	(1488)	1567
Educ: Bachelors degree	6%	(25)	94%	(390)	416
Educ: Post-grad	7%	(14)	93%	(204)	219
Income: Under 50k	5%	(63)	95%	(1253)	1316
Income: 50k-100k	6%	(41)	94%	(603)	644
Income: 100k+	6%	(15)	94%	(227)	241
Ethnicity: White	5%	(79)	95%	(1671)	1750

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Table BRD8_5NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Hulu with Live TV

Demographic	Selected		Not Selected		Total N
Adults	5%	(118)	95%	(2083)	2201
Ethnicity: Hispanic	7%	(24)	93%	(305)	329
Ethnicity: Afr. Am.	9%	(25)	91%	(244)	269
Ethnicity: Other	8%	(14)	92%	(167)	182
Relig: Protestant	5%	(23)	95%	(473)	495
Relig: Roman Catholic	6%	(26)	94%	(443)	468
Relig: Ath./Agn./None	5%	(32)	95%	(644)	675
Relig: Something Else	6%	(20)	94%	(293)	313
Relig: Evangelical	6%	(37)	94%	(554)	590
Relig: Non-Evang. Catholics	5%	(30)	95%	(590)	620
Relig: All Christian	5%	(66)	95%	(1144)	1210
Relig: All Non-Christian	5%	(52)	95%	(936)	988
Community: Urban	7%	(37)	93%	(484)	521
Community: Suburban	5%	(57)	95%	(989)	1046
Community: Rural	4%	(25)	96%	(610)	635
Employ: Private Sector	8%	(52)	92%	(640)	692
Employ: Government	9%	(15)	91%	(161)	176
Employ: Self-Employed	5%	(10)	95%	(170)	179
Employ: Homemaker	5%	(9)	95%	(183)	192
Employ: Student	6%	(6)	94%	(93)	99
Employ: Retired	2%	(10)	98%	(486)	496
Employ: Unemployed	4%	(7)	96%	(180)	188
Employ: Other	5%	(9)	95%	(170)	178
Military HH: Yes	7%	(31)	93%	(407)	437
Military HH: No	5%	(88)	95%	(1676)	1764
RD/WT: Right Direction	5%	(47)	95%	(809)	856
RD/WT: Wrong Track	5%	(72)	95%	(1274)	1345
Strongly Approve	7%	(31)	93%	(440)	471
Somewhat Approve	6%	(30)	94%	(448)	479
Somewhat Disapprove	5%	(14)	95%	(287)	301
Strongly Disapprove	5%	(40)	95%	(775)	816
Dont Know / No Opinion	2%	(3)	98%	(132)	135

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Table BRD8_5NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Hulu with Live TV

Demographic	Selected		Not Selected		Total N
Adults	5%	(118)	95%	(2083)	2201
#1 Issue: Economy	4%	(24)	96%	(530)	554
#1 Issue: Security	5%	(22)	95%	(399)	422
#1 Issue: Health Care	7%	(30)	93%	(427)	457
#1 Issue: Medicare / Social Security	4%	(12)	96%	(312)	325
#1 Issue: Women's Issues	8%	(10)	92%	(114)	125
#1 Issue: Education	9%	(13)	91%	(130)	143
#1 Issue: Energy	2%	(2)	98%	(84)	85
#1 Issue: Other	4%	(4)	96%	(86)	90
2016 Vote: Democrat Hillary Clinton	5%	(36)	95%	(660)	696
2016 Vote: Republican Donald Trump	7%	(50)	93%	(707)	757
2016 Vote: Someone else	4%	(7)	96%	(178)	185
2012 Vote: Barack Obama	7%	(53)	93%	(742)	795
2012 Vote: Mitt Romney	5%	(28)	95%	(566)	594
2012 Vote: Other	4%	(4)	96%	(88)	92
2012 Vote: Didn't Vote	5%	(33)	95%	(684)	717
4-Region: Northeast	7%	(26)	93%	(375)	402
4-Region: Midwest	4%	(20)	96%	(453)	474
4-Region: South	5%	(40)	95%	(774)	815
4-Region: West	6%	(32)	94%	(479)	511

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

Table BRD8_6NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Hulu without Live TV

Demographic	Selected		Not Selected		Total N
Adults	13%	(286)	87%	(1915)	2201
Gender: Male	12%	(123)	88%	(936)	1059
Gender: Female	14%	(162)	86%	(979)	1142
Age: 18-29	23%	(112)	77%	(383)	495
Age: 30-44	16%	(85)	84%	(456)	541
Age: 45-54	13%	(55)	87%	(383)	438
Age: 55-64	6%	(19)	94%	(312)	330
Age: 65+	4%	(15)	96%	(382)	398
PID: Dem (no lean)	13%	(90)	87%	(615)	705
PID: Ind (no lean)	14%	(113)	86%	(686)	800
PID: Rep (no lean)	12%	(83)	88%	(614)	697
PID/Gender: Dem Men	10%	(30)	90%	(281)	311
PID/Gender: Dem Women	15%	(60)	85%	(333)	393
PID/Gender: Ind Men	14%	(52)	86%	(323)	374
PID/Gender: Ind Women	14%	(61)	86%	(364)	425
PID/Gender: Rep Men	11%	(42)	89%	(332)	374
PID/Gender: Rep Women	13%	(41)	87%	(282)	323
Tea Party: Supporter	14%	(80)	86%	(492)	572
Tea Party: Not Supporter	12%	(202)	88%	(1417)	1619
Ideo: Liberal (1-3)	17%	(125)	83%	(597)	722
Ideo: Moderate (4)	12%	(55)	88%	(398)	454
Ideo: Conservative (5-7)	10%	(74)	90%	(649)	723
Educ: < College	12%	(193)	88%	(1373)	1567
Educ: Bachelors degree	14%	(57)	86%	(359)	416
Educ: Post-grad	16%	(35)	84%	(183)	219
Income: Under 50k	13%	(166)	87%	(1150)	1316
Income: 50k-100k	14%	(92)	86%	(552)	644
Income: 100k+	11%	(28)	89%	(214)	241
Ethnicity: White	13%	(231)	87%	(1519)	1750

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Table BRD8_6NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Hulu without Live TV

Demographic	Selected	Not Selected	Total N
Adults	13% (286)	87% (1915)	2201
Ethnicity: Hispanic	19% (64)	81% (266)	329
Ethnicity: Afr. Am.	12% (32)	88% (237)	269
Ethnicity: Other	13% (23)	87% (159)	182
Relig: Protestant	12% (59)	88% (437)	495
Relig: Roman Catholic	12% (54)	88% (415)	468
Relig: Ath./Agn./None	14% (93)	86% (582)	675
Relig: Something Else	16% (51)	84% (262)	313
Relig: Evangelical	11% (67)	89% (523)	590
Relig: Non-Evang. Catholics	12% (74)	88% (546)	620
Relig: All Christian	12% (141)	88% (1070)	1210
Relig: All Non-Christian	15% (145)	85% (843)	988
Community: Urban	13% (66)	87% (455)	521
Community: Suburban	14% (144)	86% (902)	1046
Community: Rural	12% (76)	88% (559)	635
Employ: Private Sector	16% (113)	84% (580)	692
Employ: Government	16% (28)	84% (148)	176
Employ: Self-Employed	15% (27)	85% (153)	179
Employ: Homemaker	21% (40)	79% (152)	192
Employ: Student	17% (17)	83% (82)	99
Employ: Retired	5% (27)	95% (469)	496
Employ: Unemployed	9% (17)	91% (171)	188
Employ: Other	10% (18)	90% (161)	178
Military HH: Yes	13% (59)	87% (379)	437
Military HH: No	13% (227)	87% (1537)	1764
RD/WT: Right Direction	12% (101)	88% (754)	856
RD/WT: Wrong Track	14% (184)	86% (1161)	1345
Strongly Approve	10% (48)	90% (422)	471
Somewhat Approve	15% (74)	85% (405)	479
Somewhat Disapprove	8% (25)	92% (275)	301
Strongly Disapprove	16% (129)	84% (687)	816
Dont Know / No Opinion	7% (9)	93% (126)	135

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Table BRD8_6NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Hulu without Live TV

Demographic	Selected		Not Selected		Total N
Adults	13%	(286)	87%	(1915)	2201
#1 Issue: Economy	15%	(84)	85%	(470)	554
#1 Issue: Security	9%	(39)	91%	(383)	422
#1 Issue: Health Care	16%	(75)	84%	(382)	457
#1 Issue: Medicare / Social Security	6%	(19)	94%	(306)	325
#1 Issue: Women's Issues	21%	(27)	79%	(98)	125
#1 Issue: Education	13%	(18)	87%	(125)	143
#1 Issue: Energy	17%	(14)	83%	(71)	85
#1 Issue: Other	10%	(9)	90%	(80)	90
2016 Vote: Democrat Hillary Clinton	14%	(100)	86%	(597)	696
2016 Vote: Republican Donald Trump	11%	(83)	89%	(674)	757
2016 Vote: Someone else	14%	(26)	86%	(159)	185
2012 Vote: Barack Obama	13%	(104)	87%	(691)	795
2012 Vote: Mitt Romney	11%	(67)	89%	(527)	594
2012 Vote: Other	12%	(11)	88%	(81)	92
2012 Vote: Didn't Vote	14%	(103)	86%	(614)	717
4-Region: Northeast	11%	(45)	89%	(356)	402
4-Region: Midwest	13%	(61)	87%	(412)	474
4-Region: South	12%	(95)	88%	(720)	815
4-Region: West	16%	(84)	84%	(427)	511

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

Table BRD8_7NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - FXNow

Demographic	Selected		Not Selected		Total N
Adults	4%	(96)	96%	(2105)	2201
Gender: Male	5%	(57)	95%	(1003)	1059
Gender: Female	3%	(40)	97%	(1102)	1142
Age: 18-29	5%	(27)	95%	(468)	495
Age: 30-44	4%	(24)	96%	(517)	541
Age: 45-54	4%	(20)	96%	(418)	438
Age: 55-64	3%	(11)	97%	(320)	330
Age: 65+	4%	(15)	96%	(383)	398
PID: Dem (no lean)	4%	(32)	96%	(673)	705
PID: Ind (no lean)	4%	(35)	96%	(765)	800
PID: Rep (no lean)	4%	(30)	96%	(667)	697
PID/Gender: Dem Men	6%	(19)	94%	(292)	311
PID/Gender: Dem Women	3%	(12)	97%	(381)	393
PID/Gender: Ind Men	5%	(19)	95%	(355)	374
PID/Gender: Ind Women	4%	(16)	96%	(409)	425
PID/Gender: Rep Men	5%	(19)	95%	(355)	374
PID/Gender: Rep Women	4%	(11)	96%	(311)	323
Tea Party: Supporter	6%	(34)	94%	(539)	572
Tea Party: Not Supporter	4%	(63)	96%	(1556)	1619
Ideo: Liberal (1-3)	5%	(34)	95%	(688)	722
Ideo: Moderate (4)	6%	(27)	94%	(427)	454
Ideo: Conservative (5-7)	3%	(20)	97%	(703)	723
Educ: < College	5%	(76)	95%	(1491)	1567
Educ: Bachelors degree	3%	(13)	97%	(403)	416
Educ: Post-grad	4%	(8)	96%	(211)	219
Income: Under 50k	5%	(62)	95%	(1254)	1316
Income: 50k-100k	4%	(25)	96%	(619)	644
Income: 100k+	4%	(10)	96%	(231)	241
Ethnicity: White	4%	(64)	96%	(1686)	1750
Ethnicity: Hispanic	6%	(20)	94%	(309)	329
Ethnicity: Afr. Am.	10%	(26)	90%	(242)	269

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Table BRD8_7NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - FXNow

Demographic	Selected		Not Selected		Total N
Adults	4%	(96)	96%	(2105)	2201
Ethnicity: Other	3%	(6)	97%	(176)	182
Relig: Protestant	4%	(20)	96%	(475)	495
Relig: Roman Catholic	6%	(26)	94%	(443)	468
Relig: Ath./Agn./None	4%	(27)	96%	(649)	675
Relig: Something Else	3%	(9)	97%	(303)	313
Relig: Evangelical	6%	(34)	94%	(557)	590
Relig: Non-Evang. Catholics	4%	(27)	96%	(593)	620
Relig: All Christian	5%	(61)	95%	(1150)	1210
Relig: All Non-Christian	4%	(36)	96%	(952)	988
Community: Urban	4%	(20)	96%	(501)	521
Community: Suburban	5%	(54)	95%	(991)	1046
Community: Rural	4%	(22)	96%	(612)	635
Employ: Private Sector	5%	(37)	95%	(656)	692
Employ: Government	7%	(12)	93%	(164)	176
Employ: Self-Employed	5%	(8)	95%	(171)	179
Employ: Homemaker	3%	(6)	97%	(186)	192
Employ: Student	2%	(2)	98%	(98)	99
Employ: Retired	3%	(16)	97%	(480)	496
Employ: Unemployed	1%	(3)	99%	(185)	188
Employ: Other	7%	(13)	93%	(165)	178
Military HH: Yes	7%	(31)	93%	(406)	437
Military HH: No	4%	(65)	96%	(1698)	1764
RD/WT: Right Direction	4%	(37)	96%	(819)	856
RD/WT: Wrong Track	4%	(60)	96%	(1286)	1345
Strongly Approve	4%	(19)	96%	(452)	471
Somewhat Approve	4%	(20)	96%	(459)	479
Somewhat Disapprove	6%	(18)	94%	(283)	301
Strongly Disapprove	4%	(36)	96%	(779)	816
Dont Know / No Opinion	3%	(4)	97%	(132)	135

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Table BRD8_7NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - FXNow

Demographic	Selected		Not Selected		Total N
Adults	4%	(96)	96%	(2105)	2201
#1 Issue: Economy	6%	(33)	94%	(522)	554
#1 Issue: Security	2%	(10)	98%	(412)	422
#1 Issue: Health Care	6%	(27)	94%	(430)	457
#1 Issue: Medicare / Social Security	5%	(16)	95%	(309)	325
#1 Issue: Women's Issues	2%	(3)	98%	(122)	125
#1 Issue: Education	3%	(5)	97%	(138)	143
#1 Issue: Energy	4%	(3)	96%	(82)	85
#1 Issue: Other	1%	(1)	99%	(89)	90
2016 Vote: Democrat Hillary Clinton	6%	(39)	94%	(658)	696
2016 Vote: Republican Donald Trump	4%	(32)	96%	(725)	757
2016 Vote: Someone else	2%	(3)	98%	(182)	185
2012 Vote: Barack Obama	5%	(42)	95%	(753)	795
2012 Vote: Mitt Romney	5%	(28)	95%	(567)	594
2012 Vote: Other	1%	(1)	99%	(91)	92
2012 Vote: Didn't Vote	4%	(26)	96%	(691)	717
4-Region: Northeast	6%	(23)	94%	(378)	402
4-Region: Midwest	3%	(14)	97%	(460)	474
4-Region: South	5%	(41)	95%	(774)	815
4-Region: West	4%	(19)	96%	(493)	511

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

Table BRD8_8NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Amazon Prime Video

Demographic	Selected		Not Selected		Total N
Adults	26%	(566)	74%	(1635)	2201
Gender: Male	21%	(219)	79%	(840)	1059
Gender: Female	30%	(347)	70%	(795)	1142
Age: 18-29	28%	(141)	72%	(354)	495
Age: 30-44	31%	(169)	69%	(372)	541
Age: 45-54	26%	(115)	74%	(322)	438
Age: 55-64	21%	(68)	79%	(262)	330
Age: 65+	18%	(73)	82%	(325)	398
PID: Dem (no lean)	27%	(188)	73%	(516)	705
PID: Ind (no lean)	25%	(201)	75%	(599)	800
PID: Rep (no lean)	25%	(177)	75%	(520)	697
PID/Gender: Dem Men	23%	(73)	77%	(238)	311
PID/Gender: Dem Women	29%	(115)	71%	(278)	393
PID/Gender: Ind Men	21%	(79)	79%	(295)	374
PID/Gender: Ind Women	29%	(122)	71%	(303)	425
PID/Gender: Rep Men	18%	(67)	82%	(307)	374
PID/Gender: Rep Women	34%	(110)	66%	(213)	323
Tea Party: Supporter	29%	(164)	71%	(408)	572
Tea Party: Not Supporter	25%	(401)	75%	(1218)	1619
Ideo: Liberal (1-3)	29%	(211)	71%	(511)	722
Ideo: Moderate (4)	27%	(123)	73%	(330)	454
Ideo: Conservative (5-7)	25%	(183)	75%	(540)	723
Educ: < College	20%	(321)	80%	(1246)	1567
Educ: Bachelors degree	36%	(149)	64%	(267)	416
Educ: Post-grad	44%	(96)	56%	(123)	219
Income: Under 50k	18%	(234)	82%	(1082)	1316
Income: 50k-100k	33%	(213)	67%	(431)	644
Income: 100k+	49%	(119)	51%	(122)	241
Ethnicity: White	27%	(478)	73%	(1272)	1750

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Table BRD8_8NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Amazon Prime Video

Demographic	Selected		Not Selected		Total N
Adults	26%	(566)	74%	(1635)	2201
Ethnicity: Hispanic	26%	(84)	74%	(245)	329
Ethnicity: Afr. Am.	17%	(46)	83%	(223)	269
Ethnicity: Other	23%	(42)	77%	(140)	182
Relig: Protestant	29%	(145)	71%	(350)	495
Relig: Roman Catholic	27%	(128)	73%	(340)	468
Relig: Ath./Agn./None	24%	(163)	76%	(512)	675
Relig: Something Else	28%	(89)	72%	(224)	313
Relig: Evangelical	22%	(130)	78%	(461)	590
Relig: Non-Evang. Catholics	29%	(183)	71%	(437)	620
Relig: All Christian	26%	(313)	74%	(898)	1210
Relig: All Non-Christian	26%	(252)	74%	(736)	988
Community: Urban	22%	(115)	78%	(405)	521
Community: Suburban	29%	(308)	71%	(738)	1046
Community: Rural	22%	(142)	78%	(492)	635
Employ: Private Sector	34%	(233)	66%	(460)	692
Employ: Government	32%	(56)	68%	(120)	176
Employ: Self-Employed	22%	(40)	78%	(139)	179
Employ: Homemaker	32%	(61)	68%	(130)	192
Employ: Student	30%	(29)	70%	(70)	99
Employ: Retired	20%	(97)	80%	(399)	496
Employ: Unemployed	9%	(17)	91%	(171)	188
Employ: Other	18%	(32)	82%	(146)	178
Military HH: Yes	28%	(122)	72%	(315)	437
Military HH: No	25%	(444)	75%	(1320)	1764
RD/WT: Right Direction	21%	(183)	79%	(672)	856
RD/WT: Wrong Track	28%	(383)	72%	(963)	1345
Strongly Approve	20%	(95)	80%	(376)	471
Somewhat Approve	25%	(122)	75%	(357)	479
Somewhat Disapprove	26%	(78)	74%	(223)	301
Strongly Disapprove	31%	(255)	69%	(560)	816
Dont Know / No Opinion	12%	(16)	88%	(120)	135

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Table BRD8_8NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Amazon Prime Video

Demographic	Selected		Not Selected		Total N
Adults	26%	(566)	74%	(1635)	2201
#1 Issue: Economy	28%	(153)	72%	(402)	554
#1 Issue: Security	24%	(100)	76%	(322)	422
#1 Issue: Health Care	27%	(121)	73%	(335)	457
#1 Issue: Medicare / Social Security	14%	(46)	86%	(279)	325
#1 Issue: Women's Issues	34%	(43)	66%	(82)	125
#1 Issue: Education	33%	(47)	67%	(96)	143
#1 Issue: Energy	34%	(29)	66%	(56)	85
#1 Issue: Other	29%	(26)	71%	(64)	90
2016 Vote: Democrat Hillary Clinton	30%	(211)	70%	(486)	696
2016 Vote: Republican Donald Trump	24%	(183)	76%	(574)	757
2016 Vote: Someone else	35%	(64)	65%	(121)	185
2012 Vote: Barack Obama	29%	(230)	71%	(566)	795
2012 Vote: Mitt Romney	28%	(164)	72%	(431)	594
2012 Vote: Other	24%	(22)	76%	(70)	92
2012 Vote: Didn't Vote	21%	(150)	79%	(568)	717
4-Region: Northeast	28%	(112)	72%	(290)	402
4-Region: Midwest	25%	(117)	75%	(357)	474
4-Region: South	24%	(192)	76%	(623)	815
4-Region: West	28%	(146)	72%	(366)	511

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

Table BRD8_9NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - HBO Now

Demographic	Selected		Not Selected		Total N
Adults	11%	(239)	89%	(1962)	2201
Gender: Male	12%	(123)	88%	(936)	1059
Gender: Female	10%	(116)	90%	(1026)	1142
Age: 18-29	14%	(68)	86%	(427)	495
Age: 30-44	14%	(78)	86%	(463)	541
Age: 45-54	11%	(47)	89%	(390)	438
Age: 55-64	8%	(26)	92%	(304)	330
Age: 65+	5%	(20)	95%	(378)	398
PID: Dem (no lean)	11%	(79)	89%	(626)	705
PID: Ind (no lean)	11%	(89)	89%	(711)	800
PID: Rep (no lean)	10%	(72)	90%	(625)	697
PID/Gender: Dem Men	12%	(38)	88%	(273)	311
PID/Gender: Dem Women	10%	(41)	90%	(353)	393
PID/Gender: Ind Men	12%	(45)	88%	(329)	374
PID/Gender: Ind Women	10%	(43)	90%	(382)	425
PID/Gender: Rep Men	11%	(40)	89%	(334)	374
PID/Gender: Rep Women	10%	(32)	90%	(291)	323
Tea Party: Supporter	12%	(71)	88%	(501)	572
Tea Party: Not Supporter	10%	(168)	90%	(1451)	1619
Ideo: Liberal (1-3)	14%	(101)	86%	(621)	722
Ideo: Moderate (4)	13%	(60)	87%	(394)	454
Ideo: Conservative (5-7)	8%	(55)	92%	(668)	723
Educ: < College	10%	(157)	90%	(1410)	1567
Educ: Bachelors degree	12%	(50)	88%	(365)	416
Educ: Post-grad	15%	(32)	85%	(187)	219
Income: Under 50k	9%	(121)	91%	(1195)	1316
Income: 50k-100k	13%	(84)	87%	(560)	644
Income: 100k+	14%	(35)	86%	(207)	241
Ethnicity: White	10%	(181)	90%	(1569)	1750

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Table BRD8_9NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - HBO Now

Demographic	Selected		Not Selected		Total N
Adults	11%	(239)	89%	(1962)	2201
Ethnicity: Hispanic	18%	(58)	82%	(271)	329
Ethnicity: Afr. Am.	14%	(37)	86%	(231)	269
Ethnicity: Other	11%	(21)	89%	(161)	182
Relig: Protestant	9%	(43)	91%	(453)	495
Relig: Roman Catholic	13%	(63)	87%	(406)	468
Relig: Ath./Agn./None	10%	(68)	90%	(607)	675
Relig: Something Else	12%	(38)	88%	(275)	313
Relig: Evangelical	9%	(54)	91%	(537)	590
Relig: Non-Evang. Catholics	13%	(79)	87%	(541)	620
Relig: All Christian	11%	(133)	89%	(1077)	1210
Relig: All Non-Christian	11%	(106)	89%	(882)	988
Community: Urban	13%	(66)	87%	(455)	521
Community: Suburban	13%	(132)	87%	(913)	1046
Community: Rural	6%	(41)	94%	(594)	635
Employ: Private Sector	14%	(95)	86%	(597)	692
Employ: Government	16%	(27)	84%	(149)	176
Employ: Self-Employed	14%	(26)	86%	(154)	179
Employ: Homemaker	7%	(13)	93%	(179)	192
Employ: Student	12%	(12)	88%	(88)	99
Employ: Retired	7%	(36)	93%	(460)	496
Employ: Unemployed	7%	(14)	93%	(174)	188
Employ: Other	9%	(17)	91%	(162)	178
Military HH: Yes	13%	(59)	87%	(379)	437
Military HH: No	10%	(180)	90%	(1583)	1764
RD/WT: Right Direction	11%	(97)	89%	(759)	856
RD/WT: Wrong Track	11%	(142)	89%	(1203)	1345
Strongly Approve	11%	(50)	89%	(421)	471
Somewhat Approve	13%	(63)	87%	(416)	479
Somewhat Disapprove	8%	(25)	92%	(276)	301
Strongly Disapprove	11%	(87)	89%	(729)	816
Dont Know / No Opinion	11%	(15)	89%	(120)	135

Continued on next page

Table BRD8_9NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - HBO Now

Demographic	Selected		Not Selected		Total N
Adults	11%	(239)	89%	(1962)	2201
#1 Issue: Economy	11%	(63)	89%	(492)	554
#1 Issue: Security	11%	(48)	89%	(374)	422
#1 Issue: Health Care	13%	(60)	87%	(397)	457
#1 Issue: Medicare / Social Security	5%	(17)	95%	(307)	325
#1 Issue: Women's Issues	10%	(13)	90%	(112)	125
#1 Issue: Education	13%	(19)	87%	(124)	143
#1 Issue: Energy	16%	(14)	84%	(72)	85
#1 Issue: Other	6%	(5)	94%	(84)	90
2016 Vote: Democrat Hillary Clinton	11%	(80)	89%	(616)	696
2016 Vote: Republican Donald Trump	10%	(76)	90%	(681)	757
2016 Vote: Someone else	10%	(19)	90%	(167)	185
2012 Vote: Barack Obama	11%	(90)	89%	(706)	795
2012 Vote: Mitt Romney	10%	(60)	90%	(535)	594
2012 Vote: Other	6%	(6)	94%	(86)	92
2012 Vote: Didn't Vote	12%	(84)	88%	(633)	717
4-Region: Northeast	12%	(48)	88%	(353)	402
4-Region: Midwest	8%	(37)	92%	(437)	474
4-Region: South	10%	(81)	90%	(734)	815
4-Region: West	14%	(73)	86%	(438)	511

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

Table BRD8_10NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - HBO Go

Demographic	Selected		Not Selected		Total N
Adults	11%	(247)	89%	(1954)	2201
Gender: Male	12%	(125)	88%	(934)	1059
Gender: Female	11%	(122)	89%	(1020)	1142
Age: 18-29	16%	(77)	84%	(418)	495
Age: 30-44	16%	(84)	84%	(456)	541
Age: 45-54	9%	(39)	91%	(399)	438
Age: 55-64	8%	(26)	92%	(305)	330
Age: 65+	5%	(21)	95%	(377)	398
PID: Dem (no lean)	13%	(90)	87%	(615)	705
PID: Ind (no lean)	12%	(92)	88%	(707)	800
PID: Rep (no lean)	9%	(65)	91%	(632)	697
PID/Gender: Dem Men	12%	(38)	88%	(274)	311
PID/Gender: Dem Women	13%	(52)	87%	(341)	393
PID/Gender: Ind Men	12%	(45)	88%	(329)	374
PID/Gender: Ind Women	11%	(47)	89%	(378)	425
PID/Gender: Rep Men	11%	(43)	89%	(331)	374
PID/Gender: Rep Women	7%	(22)	93%	(301)	323
Tea Party: Supporter	13%	(72)	87%	(501)	572
Tea Party: Not Supporter	11%	(175)	89%	(1443)	1619
Ideo: Liberal (1-3)	16%	(117)	84%	(605)	722
Ideo: Moderate (4)	12%	(54)	88%	(399)	454
Ideo: Conservative (5-7)	7%	(53)	93%	(670)	723
Educ: < College	10%	(151)	90%	(1415)	1567
Educ: Bachelors degree	16%	(65)	84%	(351)	416
Educ: Post-grad	14%	(31)	86%	(188)	219
Income: Under 50k	8%	(111)	92%	(1205)	1316
Income: 50k-100k	13%	(87)	87%	(557)	644
Income: 100k+	21%	(50)	79%	(191)	241
Ethnicity: White	11%	(190)	89%	(1560)	1750

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Table BRD8_10NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - HBO Go

Demographic	Selected		Not Selected		Total N
Adults	11%	(247)	89%	(1954)	2201
Ethnicity: Hispanic	19%	(61)	81%	(268)	329
Ethnicity: Afr. Am.	13%	(35)	87%	(233)	269
Ethnicity: Other	12%	(22)	88%	(160)	182
Relig: Protestant	8%	(40)	92%	(456)	495
Relig: Roman Catholic	13%	(61)	87%	(407)	468
Relig: Ath./Agn./None	13%	(88)	87%	(587)	675
Relig: Something Else	11%	(35)	89%	(278)	313
Relig: Evangelical	8%	(49)	92%	(541)	590
Relig: Non-Evang. Catholics	12%	(76)	88%	(544)	620
Relig: All Christian	10%	(125)	90%	(1086)	1210
Relig: All Non-Christian	12%	(122)	88%	(866)	988
Community: Urban	11%	(59)	89%	(462)	521
Community: Suburban	13%	(138)	87%	(907)	1046
Community: Rural	8%	(50)	92%	(585)	635
Employ: Private Sector	15%	(106)	85%	(586)	692
Employ: Government	15%	(27)	85%	(149)	176
Employ: Self-Employed	11%	(20)	89%	(159)	179
Employ: Homemaker	9%	(18)	91%	(174)	192
Employ: Student	13%	(13)	87%	(87)	99
Employ: Retired	6%	(29)	94%	(467)	496
Employ: Unemployed	10%	(19)	90%	(169)	188
Employ: Other	9%	(16)	91%	(163)	178
Military HH: Yes	14%	(59)	86%	(378)	437
Military HH: No	11%	(188)	89%	(1576)	1764
RD/WT: Right Direction	10%	(90)	90%	(766)	856
RD/WT: Wrong Track	12%	(158)	88%	(1188)	1345
Strongly Approve	9%	(41)	91%	(430)	471
Somewhat Approve	11%	(51)	89%	(427)	479
Somewhat Disapprove	12%	(35)	88%	(266)	301
Strongly Disapprove	13%	(110)	87%	(706)	816
Dont Know / No Opinion	8%	(11)	92%	(125)	135

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Table BRD8_10NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - HBO Go

Demographic	Selected		Not Selected		Total N
Adults	11%	(247)	89%	(1954)	2201
#1 Issue: Economy	13%	(74)	87%	(480)	554
#1 Issue: Security	13%	(56)	87%	(366)	422
#1 Issue: Health Care	12%	(54)	88%	(403)	457
#1 Issue: Medicare / Social Security	5%	(15)	95%	(310)	325
#1 Issue: Women's Issues	10%	(13)	90%	(112)	125
#1 Issue: Education	11%	(15)	89%	(128)	143
#1 Issue: Energy	18%	(15)	82%	(70)	85
#1 Issue: Other	5%	(4)	95%	(86)	90
2016 Vote: Democrat Hillary Clinton	14%	(101)	86%	(596)	696
2016 Vote: Republican Donald Trump	9%	(68)	91%	(689)	757
2016 Vote: Someone else	10%	(18)	90%	(167)	185
2012 Vote: Barack Obama	13%	(104)	87%	(692)	795
2012 Vote: Mitt Romney	9%	(56)	91%	(539)	594
2012 Vote: Other	4%	(4)	96%	(88)	92
2012 Vote: Didn't Vote	12%	(83)	88%	(634)	717
4-Region: Northeast	13%	(54)	87%	(348)	402
4-Region: Midwest	9%	(43)	91%	(430)	474
4-Region: South	10%	(84)	90%	(731)	815
4-Region: West	13%	(66)	87%	(445)	511

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

Table BRD8_11NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - CBS All Access

Demographic	Selected		Not Selected		Total N
Adults	5%	(108)	95%	(2093)	2201
Gender: Male	5%	(50)	95%	(1009)	1059
Gender: Female	5%	(58)	95%	(1084)	1142
Age: 18-29	3%	(16)	97%	(478)	495
Age: 30-44	5%	(28)	95%	(513)	541
Age: 45-54	5%	(21)	95%	(416)	438
Age: 55-64	6%	(18)	94%	(312)	330
Age: 65+	6%	(24)	94%	(373)	398
PID: Dem (no lean)	6%	(41)	94%	(664)	705
PID: Ind (no lean)	4%	(35)	96%	(764)	800
PID: Rep (no lean)	5%	(32)	95%	(665)	697
PID/Gender: Dem Men	6%	(18)	94%	(293)	311
PID/Gender: Dem Women	6%	(23)	94%	(371)	393
PID/Gender: Ind Men	3%	(13)	97%	(361)	374
PID/Gender: Ind Women	5%	(22)	95%	(403)	425
PID/Gender: Rep Men	5%	(19)	95%	(355)	374
PID/Gender: Rep Women	4%	(13)	96%	(310)	323
Tea Party: Supporter	6%	(36)	94%	(537)	572
Tea Party: Not Supporter	4%	(73)	96%	(1546)	1619
Ideo: Liberal (1-3)	5%	(36)	95%	(686)	722
Ideo: Moderate (4)	6%	(27)	94%	(427)	454
Ideo: Conservative (5-7)	4%	(30)	96%	(693)	723
Educ: < College	5%	(85)	95%	(1482)	1567
Educ: Bachelors degree	4%	(15)	96%	(401)	416
Educ: Post-grad	4%	(8)	96%	(210)	219
Income: Under 50k	5%	(71)	95%	(1245)	1316
Income: 50k-100k	5%	(32)	95%	(612)	644
Income: 100k+	2%	(5)	98%	(236)	241
Ethnicity: White	4%	(77)	96%	(1673)	1750

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Table BRD8_11NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - CBS All Access

Demographic	Selected		Not Selected		Total N
Adults	5%	(108)	95%	(2093)	2201
Ethnicity: Hispanic	5%	(16)	95%	(313)	329
Ethnicity: Afr. Am.	8%	(21)	92%	(247)	269
Ethnicity: Other	5%	(10)	95%	(172)	182
Relig: Protestant	6%	(29)	94%	(467)	495
Relig: Roman Catholic	5%	(24)	95%	(444)	468
Relig: Ath./Agn./None	3%	(23)	97%	(652)	675
Relig: Something Else	7%	(21)	93%	(292)	313
Relig: Evangelical	6%	(35)	94%	(556)	590
Relig: Non-Evang. Catholics	5%	(30)	95%	(590)	620
Relig: All Christian	5%	(64)	95%	(1146)	1210
Relig: All Non-Christian	4%	(44)	96%	(944)	988
Community: Urban	7%	(37)	93%	(484)	521
Community: Suburban	4%	(42)	96%	(1004)	1046
Community: Rural	5%	(29)	95%	(605)	635
Employ: Private Sector	4%	(29)	96%	(663)	692
Employ: Government	6%	(11)	94%	(165)	176
Employ: Self-Employed	5%	(9)	95%	(171)	179
Employ: Homemaker	4%	(7)	96%	(185)	192
Employ: Student	3%	(3)	97%	(96)	99
Employ: Retired	5%	(27)	95%	(469)	496
Employ: Unemployed	1%	(2)	99%	(186)	188
Employ: Other	11%	(20)	89%	(159)	178
Military HH: Yes	6%	(28)	94%	(410)	437
Military HH: No	5%	(81)	95%	(1683)	1764
RD/WT: Right Direction	4%	(36)	96%	(819)	856
RD/WT: Wrong Track	5%	(72)	95%	(1274)	1345
Strongly Approve	4%	(19)	96%	(452)	471
Somewhat Approve	6%	(27)	94%	(452)	479
Somewhat Disapprove	5%	(16)	95%	(285)	301
Strongly Disapprove	5%	(40)	95%	(776)	816
Dont Know / No Opinion	5%	(7)	95%	(128)	135

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Table BRD8_11NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - CBS All Access

Demographic	Selected		Not Selected		Total N
Adults	5%	(108)	95%	(2093)	2201
#1 Issue: Economy	5%	(26)	95%	(529)	554
#1 Issue: Security	4%	(17)	96%	(405)	422
#1 Issue: Health Care	7%	(31)	93%	(426)	457
#1 Issue: Medicare / Social Security	5%	(17)	95%	(308)	325
#1 Issue: Women's Issues	4%	(5)	96%	(120)	125
#1 Issue: Education	5%	(7)	95%	(136)	143
#1 Issue: Energy	3%	(3)	97%	(83)	85
#1 Issue: Other	4%	(4)	96%	(86)	90
2016 Vote: Democrat Hillary Clinton	6%	(40)	94%	(656)	696
2016 Vote: Republican Donald Trump	4%	(33)	96%	(724)	757
2016 Vote: Someone else	3%	(5)	97%	(180)	185
2012 Vote: Barack Obama	6%	(50)	94%	(746)	795
2012 Vote: Mitt Romney	5%	(31)	95%	(563)	594
2012 Vote: Other	5%	(4)	95%	(88)	92
2012 Vote: Didn't Vote	3%	(23)	97%	(694)	717
4-Region: Northeast	7%	(29)	93%	(372)	402
4-Region: Midwest	5%	(24)	95%	(449)	474
4-Region: South	4%	(33)	96%	(782)	815
4-Region: West	4%	(22)	96%	(489)	511

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

Table BRD8_12NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - PlayStation Vue

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2137)	2201
Gender: Male	4%	(45)	96%	(1015)	1059
Gender: Female	2%	(19)	98%	(1122)	1142
Age: 18-29	6%	(31)	94%	(463)	495
Age: 30-44	4%	(20)	96%	(520)	541
Age: 45-54	2%	(8)	98%	(429)	438
Age: 55-64	1%	(4)	99%	(327)	330
Age: 65+	—	(0)	100%	(398)	398
PID: Dem (no lean)	2%	(14)	98%	(690)	705
PID: Ind (no lean)	3%	(27)	97%	(772)	800
PID: Rep (no lean)	3%	(22)	97%	(675)	697
PID/Gender: Dem Men	4%	(11)	96%	(300)	311
PID/Gender: Dem Women	1%	(3)	99%	(390)	393
PID/Gender: Ind Men	5%	(19)	95%	(355)	374
PID/Gender: Ind Women	2%	(8)	98%	(417)	425
PID/Gender: Rep Men	4%	(14)	96%	(360)	374
PID/Gender: Rep Women	2%	(8)	98%	(315)	323
Tea Party: Supporter	5%	(28)	95%	(545)	572
Tea Party: Not Supporter	2%	(36)	98%	(1583)	1619
Ideo: Liberal (1-3)	5%	(34)	95%	(688)	722
Ideo: Moderate (4)	2%	(8)	98%	(446)	454
Ideo: Conservative (5-7)	2%	(14)	98%	(709)	723
Educ: < College	3%	(52)	97%	(1515)	1567
Educ: Bachelors degree	2%	(6)	98%	(409)	416
Educ: Post-grad	3%	(6)	97%	(213)	219
Income: Under 50k	3%	(41)	97%	(1275)	1316
Income: 50k-100k	2%	(12)	98%	(631)	644
Income: 100k+	4%	(10)	96%	(231)	241
Ethnicity: White	2%	(42)	98%	(1708)	1750

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Table BRD8_12NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - PlayStation Vue

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2137)	2201
Ethnicity: Hispanic	7%	(23)	93%	(307)	329
Ethnicity: Afr. Am.	4%	(10)	96%	(259)	269
Ethnicity: Other	7%	(12)	93%	(170)	182
Relig: Protestant	2%	(11)	98%	(484)	495
Relig: Roman Catholic	4%	(18)	96%	(451)	468
Relig: Ath./Agn./None	3%	(20)	97%	(655)	675
Relig: Something Else	2%	(7)	98%	(306)	313
Relig: Evangelical	2%	(14)	98%	(576)	590
Relig: Non-Evang. Catholics	4%	(22)	96%	(598)	620
Relig: All Christian	3%	(36)	97%	(1174)	1210
Relig: All Non-Christian	3%	(27)	97%	(961)	988
Community: Urban	3%	(18)	97%	(503)	521
Community: Suburban	2%	(25)	98%	(1021)	1046
Community: Rural	3%	(21)	97%	(614)	635
Employ: Private Sector	2%	(15)	98%	(678)	692
Employ: Government	2%	(4)	98%	(172)	176
Employ: Self-Employed	10%	(17)	90%	(162)	179
Employ: Homemaker	3%	(6)	97%	(186)	192
Employ: Student	7%	(7)	93%	(92)	99
Employ: Retired	1%	(3)	99%	(493)	496
Employ: Unemployed	3%	(6)	97%	(182)	188
Employ: Other	3%	(5)	97%	(174)	178
Military HH: Yes	4%	(17)	96%	(420)	437
Military HH: No	3%	(47)	97%	(1717)	1764
RD/WT: Right Direction	4%	(32)	96%	(823)	856
RD/WT: Wrong Track	2%	(31)	98%	(1314)	1345
Strongly Approve	5%	(22)	95%	(449)	471
Somewhat Approve	2%	(10)	98%	(469)	479
Somewhat Disapprove	4%	(11)	96%	(290)	301
Strongly Disapprove	2%	(19)	98%	(796)	816
Dont Know / No Opinion	1%	(1)	99%	(134)	135

Continued on next page

Table BRD8_12NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - PlayStation Vue

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2137)	2201
#1 Issue: Economy	3%	(15)	97%	(540)	554
#1 Issue: Security	4%	(16)	96%	(406)	422
#1 Issue: Health Care	2%	(8)	98%	(448)	457
#1 Issue: Medicare / Social Security	3%	(9)	97%	(316)	325
#1 Issue: Women's Issues	1%	(1)	99%	(124)	125
#1 Issue: Education	5%	(8)	95%	(135)	143
#1 Issue: Energy	6%	(5)	94%	(80)	85
#1 Issue: Other	3%	(3)	97%	(87)	90
2016 Vote: Democrat Hillary Clinton	3%	(21)	97%	(675)	696
2016 Vote: Republican Donald Trump	2%	(18)	98%	(739)	757
2016 Vote: Someone else	2%	(5)	98%	(181)	185
2012 Vote: Barack Obama	2%	(20)	98%	(776)	795
2012 Vote: Mitt Romney	3%	(15)	97%	(579)	594
2012 Vote: Other	3%	(2)	97%	(90)	92
2012 Vote: Didn't Vote	4%	(26)	96%	(691)	717
4-Region: Northeast	3%	(11)	97%	(390)	402
4-Region: Midwest	2%	(9)	98%	(464)	474
4-Region: South	3%	(21)	97%	(794)	815
4-Region: West	4%	(22)	96%	(489)	511

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

Table BRD8_13NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Showtime

Demographic	Selected		Not Selected		Total N
Adults	11%	(244)	89%	(1957)	2201
Gender: Male	12%	(122)	88%	(937)	1059
Gender: Female	11%	(121)	89%	(1020)	1142
Age: 18-29	8%	(39)	92%	(456)	495
Age: 30-44	13%	(68)	87%	(472)	541
Age: 45-54	12%	(51)	88%	(387)	438
Age: 55-64	15%	(49)	85%	(282)	330
Age: 65+	9%	(37)	91%	(360)	398
PID: Dem (no lean)	13%	(95)	87%	(609)	705
PID: Ind (no lean)	10%	(80)	90%	(719)	800
PID: Rep (no lean)	10%	(68)	90%	(629)	697
PID/Gender: Dem Men	16%	(51)	84%	(260)	311
PID/Gender: Dem Women	11%	(44)	89%	(349)	393
PID/Gender: Ind Men	10%	(37)	90%	(337)	374
PID/Gender: Ind Women	10%	(43)	90%	(382)	425
PID/Gender: Rep Men	9%	(34)	91%	(340)	374
PID/Gender: Rep Women	11%	(34)	89%	(289)	323
Tea Party: Supporter	10%	(59)	90%	(514)	572
Tea Party: Not Supporter	11%	(185)	89%	(1434)	1619
Ideo: Liberal (1-3)	12%	(85)	88%	(637)	722
Ideo: Moderate (4)	14%	(64)	86%	(389)	454
Ideo: Conservative (5-7)	9%	(68)	91%	(655)	723
Educ: < College	11%	(165)	89%	(1401)	1567
Educ: Bachelors degree	11%	(45)	89%	(371)	416
Educ: Post-grad	15%	(33)	85%	(186)	219
Income: Under 50k	9%	(120)	91%	(1196)	1316
Income: 50k-100k	14%	(90)	86%	(554)	644
Income: 100k+	14%	(34)	86%	(207)	241
Ethnicity: White	10%	(177)	90%	(1573)	1750
Ethnicity: Hispanic	12%	(40)	88%	(289)	329
Ethnicity: Afr. Am.	18%	(47)	82%	(221)	269

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Table BRD8_13NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Showtime

Demographic	Selected		Not Selected		Total N
Adults	11%	(244)	89%	(1957)	2201
Ethnicity: Other	10%	(19)	90%	(163)	182
Relig: Protestant	10%	(52)	90%	(444)	495
Relig: Roman Catholic	12%	(58)	88%	(410)	468
Relig: Ath./Agn./None	8%	(57)	92%	(618)	675
Relig: Something Else	15%	(47)	85%	(266)	313
Relig: Evangelical	10%	(61)	90%	(529)	590
Relig: Non-Evang. Catholics	13%	(79)	87%	(541)	620
Relig: All Christian	12%	(140)	88%	(1071)	1210
Relig: All Non-Christian	11%	(104)	89%	(884)	988
Community: Urban	12%	(60)	88%	(461)	521
Community: Suburban	11%	(120)	89%	(926)	1046
Community: Rural	10%	(64)	90%	(571)	635
Employ: Private Sector	14%	(97)	86%	(595)	692
Employ: Government	13%	(23)	87%	(153)	176
Employ: Self-Employed	12%	(21)	88%	(158)	179
Employ: Homemaker	9%	(17)	91%	(175)	192
Employ: Student	8%	(8)	92%	(92)	99
Employ: Retired	10%	(51)	90%	(445)	496
Employ: Unemployed	6%	(12)	94%	(176)	188
Employ: Other	8%	(15)	92%	(164)	178
Military HH: Yes	14%	(60)	86%	(377)	437
Military HH: No	10%	(184)	90%	(1580)	1764
RD/WT: Right Direction	10%	(84)	90%	(772)	856
RD/WT: Wrong Track	12%	(160)	88%	(1185)	1345
Strongly Approve	8%	(38)	92%	(433)	471
Somewhat Approve	12%	(58)	88%	(421)	479
Somewhat Disapprove	11%	(34)	89%	(267)	301
Strongly Disapprove	13%	(102)	87%	(713)	816
Dont Know / No Opinion	9%	(12)	91%	(123)	135

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Table BRD8_13NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Showtime

Demographic	Selected		Not Selected		Total N
Adults	11%	(244)	89%	(1957)	2201
#1 Issue: Economy	14%	(76)	86%	(478)	554
#1 Issue: Security	10%	(42)	90%	(379)	422
#1 Issue: Health Care	12%	(57)	88%	(400)	457
#1 Issue: Medicare / Social Security	9%	(29)	91%	(296)	325
#1 Issue: Women's Issues	11%	(14)	89%	(111)	125
#1 Issue: Education	10%	(14)	90%	(129)	143
#1 Issue: Energy	11%	(10)	89%	(76)	85
#1 Issue: Other	2%	(2)	98%	(88)	90
2016 Vote: Democrat Hillary Clinton	14%	(96)	86%	(600)	696
2016 Vote: Republican Donald Trump	10%	(76)	90%	(681)	757
2016 Vote: Someone else	12%	(21)	88%	(164)	185
2012 Vote: Barack Obama	14%	(112)	86%	(684)	795
2012 Vote: Mitt Romney	10%	(62)	90%	(532)	594
2012 Vote: Other	9%	(8)	91%	(84)	92
2012 Vote: Didn't Vote	9%	(62)	91%	(656)	717
4-Region: Northeast	13%	(52)	87%	(350)	402
4-Region: Midwest	10%	(47)	90%	(427)	474
4-Region: South	11%	(88)	89%	(727)	815
4-Region: West	11%	(57)	89%	(454)	511

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

Table BRD8_14NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Sling TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(69)	97%	(2132)	2201
Gender: Male	3%	(36)	97%	(1023)	1059
Gender: Female	3%	(33)	97%	(1109)	1142
Age: 18-29	3%	(17)	97%	(478)	495
Age: 30-44	3%	(16)	97%	(525)	541
Age: 45-54	3%	(14)	97%	(424)	438
Age: 55-64	4%	(12)	96%	(319)	330
Age: 65+	3%	(11)	97%	(387)	398
PID: Dem (no lean)	4%	(31)	96%	(673)	705
PID: Ind (no lean)	2%	(17)	98%	(782)	800
PID: Rep (no lean)	3%	(20)	97%	(677)	697
PID/Gender: Dem Men	5%	(17)	95%	(294)	311
PID/Gender: Dem Women	4%	(14)	96%	(379)	393
PID/Gender: Ind Men	2%	(9)	98%	(366)	374
PID/Gender: Ind Women	2%	(9)	98%	(417)	425
PID/Gender: Rep Men	3%	(11)	97%	(363)	374
PID/Gender: Rep Women	3%	(10)	97%	(313)	323
Tea Party: Supporter	4%	(21)	96%	(551)	572
Tea Party: Not Supporter	3%	(47)	97%	(1571)	1619
Ideo: Liberal (1-3)	4%	(30)	96%	(692)	722
Ideo: Moderate (4)	3%	(15)	97%	(438)	454
Ideo: Conservative (5-7)	3%	(20)	97%	(703)	723
Educ: < College	3%	(50)	97%	(1517)	1567
Educ: Bachelors degree	2%	(10)	98%	(405)	416
Educ: Post-grad	4%	(9)	96%	(210)	219
Income: Under 50k	3%	(42)	97%	(1274)	1316
Income: 50k-100k	3%	(16)	97%	(628)	644
Income: 100k+	5%	(11)	95%	(230)	241
Ethnicity: White	3%	(48)	97%	(1703)	1750

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Table BRD8_14NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Sling TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(69)	97%	(2132)	2201
Ethnicity: Hispanic	4%	(12)	96%	(318)	329
Ethnicity: Afr. Am.	5%	(15)	95%	(254)	269
Ethnicity: Other	3%	(6)	97%	(176)	182
Relig: Protestant	4%	(22)	96%	(474)	495
Relig: Roman Catholic	2%	(7)	98%	(461)	468
Relig: Ath./Agn./None	2%	(14)	98%	(661)	675
Relig: Something Else	6%	(19)	94%	(294)	313
Relig: Evangelical	4%	(21)	96%	(570)	590
Relig: Non-Evang. Catholics	2%	(15)	98%	(605)	620
Relig: All Christian	3%	(36)	97%	(1174)	1210
Relig: All Non-Christian	3%	(32)	97%	(956)	988
Community: Urban	3%	(15)	97%	(506)	521
Community: Suburban	3%	(35)	97%	(1011)	1046
Community: Rural	3%	(19)	97%	(615)	635
Employ: Private Sector	4%	(26)	96%	(666)	692
Employ: Government	3%	(5)	97%	(171)	176
Employ: Self-Employed	5%	(8)	95%	(171)	179
Employ: Homemaker	3%	(6)	97%	(186)	192
Employ: Student	2%	(2)	98%	(98)	99
Employ: Retired	3%	(16)	97%	(480)	496
Employ: Unemployed	1%	(2)	99%	(185)	188
Employ: Other	2%	(3)	98%	(175)	178
Military HH: Yes	5%	(21)	95%	(416)	437
Military HH: No	3%	(47)	97%	(1716)	1764
RD/WT: Right Direction	4%	(35)	96%	(821)	856
RD/WT: Wrong Track	3%	(34)	97%	(1311)	1345
Strongly Approve	3%	(13)	97%	(458)	471
Somewhat Approve	5%	(22)	95%	(457)	479
Somewhat Disapprove	2%	(6)	98%	(294)	301
Strongly Disapprove	3%	(26)	97%	(790)	816
Dont Know / No Opinion	1%	(2)	99%	(134)	135

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Table BRD8_14NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Sling TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(69)	97%	(2132)	2201
#1 Issue: Economy	3%	(15)	97%	(540)	554
#1 Issue: Security	3%	(13)	97%	(409)	422
#1 Issue: Health Care	6%	(27)	94%	(430)	457
#1 Issue: Medicare / Social Security	1%	(4)	99%	(321)	325
#1 Issue: Women's Issues	3%	(3)	97%	(122)	125
#1 Issue: Education	2%	(3)	98%	(140)	143
#1 Issue: Energy	2%	(2)	98%	(83)	85
#1 Issue: Other	2%	(2)	98%	(88)	90
2016 Vote: Democrat Hillary Clinton	4%	(27)	96%	(669)	696
2016 Vote: Republican Donald Trump	3%	(19)	97%	(738)	757
2016 Vote: Someone else	4%	(7)	96%	(179)	185
2012 Vote: Barack Obama	5%	(37)	95%	(758)	795
2012 Vote: Mitt Romney	2%	(15)	98%	(580)	594
2012 Vote: Other	2%	(1)	98%	(91)	92
2012 Vote: Didn't Vote	2%	(15)	98%	(702)	717
4-Region: Northeast	3%	(13)	97%	(388)	402
4-Region: Midwest	3%	(14)	97%	(459)	474
4-Region: South	3%	(28)	97%	(786)	815
4-Region: West	2%	(13)	98%	(499)	511

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

Table BRD8_15NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Starz

Demographic	Selected		Not Selected		Total N
Adults	12%	(261)	88%	(1940)	2201
Gender: Male	12%	(132)	88%	(927)	1059
Gender: Female	11%	(129)	89%	(1013)	1142
Age: 18-29	13%	(63)	87%	(432)	495
Age: 30-44	13%	(69)	87%	(472)	541
Age: 45-54	12%	(53)	88%	(385)	438
Age: 55-64	13%	(45)	87%	(286)	330
Age: 65+	8%	(32)	92%	(366)	398
PID: Dem (no lean)	13%	(93)	87%	(612)	705
PID: Ind (no lean)	11%	(86)	89%	(713)	800
PID: Rep (no lean)	12%	(82)	88%	(615)	697
PID/Gender: Dem Men	16%	(50)	84%	(261)	311
PID/Gender: Dem Women	11%	(42)	89%	(351)	393
PID/Gender: Ind Men	11%	(42)	89%	(332)	374
PID/Gender: Ind Women	10%	(44)	90%	(381)	425
PID/Gender: Rep Men	11%	(40)	89%	(334)	374
PID/Gender: Rep Women	13%	(42)	87%	(280)	323
Tea Party: Supporter	13%	(74)	87%	(499)	572
Tea Party: Not Supporter	12%	(187)	88%	(1431)	1619
Ideo: Liberal (1-3)	13%	(96)	87%	(626)	722
Ideo: Moderate (4)	14%	(65)	86%	(389)	454
Ideo: Conservative (5-7)	10%	(75)	90%	(648)	723
Educ: < College	12%	(182)	88%	(1384)	1567
Educ: Bachelors degree	12%	(51)	88%	(365)	416
Educ: Post-grad	13%	(28)	87%	(190)	219
Income: Under 50k	11%	(140)	89%	(1176)	1316
Income: 50k-100k	14%	(87)	86%	(557)	644
Income: 100k+	14%	(35)	86%	(207)	241
Ethnicity: White	11%	(191)	89%	(1560)	1750
Ethnicity: Hispanic	17%	(56)	83%	(273)	329
Ethnicity: Afr. Am.	20%	(53)	80%	(216)	269

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Table BRD8_15NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Starz

Demographic	Selected		Not Selected		Total N
Adults	12%	(261)	88%	(1940)	2201
Ethnicity: Other	10%	(17)	90%	(165)	182
Relig: Protestant	10%	(50)	90%	(445)	495
Relig: Roman Catholic	14%	(68)	86%	(401)	468
Relig: Ath./Agn./None	10%	(69)	90%	(606)	675
Relig: Something Else	14%	(44)	86%	(269)	313
Relig: Evangelical	11%	(64)	89%	(527)	590
Relig: Non-Evang. Catholics	14%	(84)	86%	(536)	620
Relig: All Christian	12%	(148)	88%	(1062)	1210
Relig: All Non-Christian	11%	(113)	89%	(875)	988
Community: Urban	11%	(56)	89%	(465)	521
Community: Suburban	13%	(141)	87%	(905)	1046
Community: Rural	10%	(64)	90%	(571)	635
Employ: Private Sector	14%	(97)	86%	(595)	692
Employ: Government	17%	(30)	83%	(146)	176
Employ: Self-Employed	16%	(28)	84%	(151)	179
Employ: Homemaker	9%	(18)	91%	(174)	192
Employ: Student	8%	(8)	92%	(91)	99
Employ: Retired	9%	(46)	91%	(450)	496
Employ: Unemployed	11%	(21)	89%	(167)	188
Employ: Other	7%	(13)	93%	(165)	178
Military HH: Yes	16%	(71)	84%	(367)	437
Military HH: No	11%	(190)	89%	(1573)	1764
RD/WT: Right Direction	13%	(115)	87%	(741)	856
RD/WT: Wrong Track	11%	(146)	89%	(1199)	1345
Strongly Approve	11%	(51)	89%	(420)	471
Somewhat Approve	14%	(65)	86%	(413)	479
Somewhat Disapprove	11%	(34)	89%	(266)	301
Strongly Disapprove	12%	(99)	88%	(716)	816
Dont Know / No Opinion	9%	(12)	91%	(123)	135

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Table BRD8_15NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - Starz

Demographic	Selected		Not Selected		Total N
Adults	12%	(261)	88%	(1940)	2201
#1 Issue: Economy	15%	(82)	85%	(472)	554
#1 Issue: Security	13%	(53)	87%	(368)	422
#1 Issue: Health Care	13%	(58)	87%	(399)	457
#1 Issue: Medicare / Social Security	10%	(33)	90%	(292)	325
#1 Issue: Women's Issues	8%	(10)	92%	(115)	125
#1 Issue: Education	10%	(14)	90%	(129)	143
#1 Issue: Energy	10%	(8)	90%	(77)	85
#1 Issue: Other	2%	(2)	98%	(88)	90
2016 Vote: Democrat Hillary Clinton	13%	(91)	87%	(606)	696
2016 Vote: Republican Donald Trump	11%	(81)	89%	(676)	757
2016 Vote: Someone else	11%	(20)	89%	(165)	185
2012 Vote: Barack Obama	13%	(101)	87%	(695)	795
2012 Vote: Mitt Romney	11%	(67)	89%	(527)	594
2012 Vote: Other	9%	(8)	91%	(84)	92
2012 Vote: Didn't Vote	12%	(85)	88%	(632)	717
4-Region: Northeast	12%	(48)	88%	(354)	402
4-Region: Midwest	13%	(60)	87%	(414)	474
4-Region: South	12%	(101)	88%	(714)	815
4-Region: West	10%	(53)	90%	(459)	511

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

Table BRD8_16NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	15%	(322)	85%	(1879)	2201
Gender: Male	16%	(168)	84%	(892)	1059
Gender: Female	14%	(154)	86%	(987)	1142
Age: 18-29	23%	(113)	77%	(381)	495
Age: 30-44	19%	(103)	81%	(437)	541
Age: 45-54	12%	(51)	88%	(386)	438
Age: 55-64	11%	(36)	89%	(295)	330
Age: 65+	5%	(18)	95%	(379)	398
PID: Dem (no lean)	14%	(98)	86%	(606)	705
PID: Ind (no lean)	14%	(115)	86%	(685)	800
PID: Rep (no lean)	16%	(108)	84%	(588)	697
PID/Gender: Dem Men	17%	(52)	83%	(259)	311
PID/Gender: Dem Women	12%	(46)	88%	(347)	393
PID/Gender: Ind Men	14%	(52)	86%	(322)	374
PID/Gender: Ind Women	15%	(63)	85%	(362)	425
PID/Gender: Rep Men	17%	(63)	83%	(311)	374
PID/Gender: Rep Women	14%	(45)	86%	(278)	323
Tea Party: Supporter	21%	(121)	79%	(451)	572
Tea Party: Not Supporter	12%	(199)	88%	(1420)	1619
Ideo: Liberal (1-3)	19%	(140)	81%	(582)	722
Ideo: Moderate (4)	13%	(60)	87%	(393)	454
Ideo: Conservative (5-7)	12%	(85)	88%	(638)	723
Educ: < College	17%	(259)	83%	(1308)	1567
Educ: Bachelors degree	8%	(34)	92%	(382)	416
Educ: Post-grad	13%	(29)	87%	(190)	219
Income: Under 50k	16%	(211)	84%	(1105)	1316
Income: 50k-100k	12%	(78)	88%	(566)	644
Income: 100k+	14%	(33)	86%	(208)	241
Ethnicity: White	12%	(215)	88%	(1535)	1750

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Table BRD8_16NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	15%	(322)	85%	(1879)	2201
Ethnicity: Hispanic	26%	(85)	74%	(245)	329
Ethnicity: Afr. Am.	27%	(73)	73%	(195)	269
Ethnicity: Other	18%	(34)	82%	(148)	182
Relig: Protestant	13%	(62)	87%	(433)	495
Relig: Roman Catholic	15%	(68)	85%	(400)	468
Relig: Ath./Agn./None	13%	(90)	87%	(585)	675
Relig: Something Else	14%	(45)	86%	(268)	313
Relig: Evangelical	17%	(101)	83%	(490)	590
Relig: Non-Evang. Catholics	14%	(86)	86%	(534)	620
Relig: All Christian	15%	(186)	85%	(1024)	1210
Relig: All Non-Christian	14%	(135)	86%	(853)	988
Community: Urban	14%	(74)	86%	(447)	521
Community: Suburban	15%	(155)	85%	(891)	1046
Community: Rural	15%	(93)	85%	(542)	635
Employ: Private Sector	16%	(111)	84%	(581)	692
Employ: Government	18%	(31)	82%	(145)	176
Employ: Self-Employed	24%	(43)	76%	(136)	179
Employ: Homemaker	15%	(29)	85%	(163)	192
Employ: Student	13%	(13)	87%	(86)	99
Employ: Retired	7%	(33)	93%	(463)	496
Employ: Unemployed	14%	(27)	86%	(161)	188
Employ: Other	19%	(35)	81%	(144)	178
Military HH: Yes	15%	(67)	85%	(370)	437
Military HH: No	14%	(254)	86%	(1509)	1764
RD/WT: Right Direction	16%	(136)	84%	(719)	856
RD/WT: Wrong Track	14%	(186)	86%	(1160)	1345
Strongly Approve	19%	(89)	81%	(382)	471
Somewhat Approve	15%	(73)	85%	(405)	479
Somewhat Disapprove	18%	(53)	82%	(247)	301
Strongly Disapprove	12%	(96)	88%	(719)	816
Dont Know / No Opinion	8%	(10)	92%	(125)	135

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Table BRD8_16NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	15%	(322)	85%	(1879)	2201
#1 Issue: Economy	17%	(93)	83%	(462)	554
#1 Issue: Security	16%	(69)	84%	(352)	422
#1 Issue: Health Care	15%	(67)	85%	(390)	457
#1 Issue: Medicare / Social Security	13%	(41)	87%	(284)	325
#1 Issue: Women's Issues	11%	(14)	89%	(111)	125
#1 Issue: Education	14%	(19)	86%	(124)	143
#1 Issue: Energy	14%	(12)	86%	(73)	85
#1 Issue: Other	8%	(8)	92%	(82)	90
2016 Vote: Democrat Hillary Clinton	16%	(108)	84%	(588)	696
2016 Vote: Republican Donald Trump	13%	(101)	87%	(656)	757
2016 Vote: Someone else	8%	(15)	92%	(170)	185
2012 Vote: Barack Obama	15%	(116)	85%	(679)	795
2012 Vote: Mitt Romney	11%	(68)	89%	(526)	594
2012 Vote: Other	11%	(10)	89%	(82)	92
2012 Vote: Didn't Vote	18%	(127)	82%	(590)	717
4-Region: Northeast	13%	(51)	87%	(350)	402
4-Region: Midwest	12%	(59)	88%	(415)	474
4-Region: South	16%	(131)	84%	(684)	815
4-Region: West	16%	(81)	84%	(430)	511

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

Table BRD8_17NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - MLB.tv

Demographic	Selected		Not Selected		Total N
Adults	3%	(76)	97%	(2125)	2201
Gender: Male	5%	(55)	95%	(1005)	1059
Gender: Female	2%	(21)	98%	(1120)	1142
Age: 18-29	3%	(16)	97%	(479)	495
Age: 30-44	4%	(19)	96%	(521)	541
Age: 45-54	4%	(17)	96%	(420)	438
Age: 55-64	5%	(16)	95%	(314)	330
Age: 65+	2%	(8)	98%	(390)	398
PID: Dem (no lean)	3%	(22)	97%	(683)	705
PID: Ind (no lean)	3%	(26)	97%	(774)	800
PID: Rep (no lean)	4%	(28)	96%	(669)	697
PID/Gender: Dem Men	5%	(15)	95%	(296)	311
PID/Gender: Dem Women	2%	(6)	98%	(387)	393
PID/Gender: Ind Men	4%	(17)	96%	(358)	374
PID/Gender: Ind Women	2%	(9)	98%	(416)	425
PID/Gender: Rep Men	6%	(23)	94%	(352)	374
PID/Gender: Rep Women	2%	(6)	98%	(317)	323
Tea Party: Supporter	4%	(22)	96%	(551)	572
Tea Party: Not Supporter	3%	(54)	97%	(1564)	1619
Ideo: Liberal (1-3)	5%	(39)	95%	(683)	722
Ideo: Moderate (4)	3%	(12)	97%	(441)	454
Ideo: Conservative (5-7)	3%	(22)	97%	(701)	723
Educ: < College	3%	(43)	97%	(1524)	1567
Educ: Bachelors degree	5%	(20)	95%	(396)	416
Educ: Post-grad	6%	(13)	94%	(205)	219
Income: Under 50k	3%	(34)	97%	(1282)	1316
Income: 50k-100k	4%	(27)	96%	(617)	644
Income: 100k+	6%	(15)	94%	(226)	241
Ethnicity: White	4%	(64)	96%	(1687)	1750
Ethnicity: Hispanic	6%	(20)	94%	(309)	329
Ethnicity: Afr. Am.	4%	(11)	96%	(258)	269

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Table BRD8_17NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - MLB.tv

Demographic	Selected		Not Selected		Total N
Adults	3%	(76)	97%	(2125)	2201
Ethnicity: Other	1%	(2)	99%	(180)	182
Relig: Protestant	4%	(19)	96%	(476)	495
Relig: Roman Catholic	5%	(21)	95%	(447)	468
Relig: Ath./Agn./None	3%	(21)	97%	(654)	675
Relig: Something Else	2%	(7)	98%	(305)	313
Relig: Evangelical	3%	(17)	97%	(573)	590
Relig: Non-Evang. Catholics	5%	(30)	95%	(590)	620
Relig: All Christian	4%	(48)	96%	(1163)	1210
Relig: All Non-Christian	3%	(28)	97%	(960)	988
Community: Urban	4%	(22)	96%	(499)	521
Community: Suburban	4%	(38)	96%	(1008)	1046
Community: Rural	3%	(16)	97%	(618)	635
Employ: Private Sector	4%	(28)	96%	(665)	692
Employ: Government	4%	(7)	96%	(169)	176
Employ: Self-Employed	4%	(8)	96%	(171)	179
Employ: Homemaker	4%	(8)	96%	(184)	192
Employ: Student	2%	(2)	98%	(98)	99
Employ: Retired	4%	(19)	96%	(477)	496
Employ: Unemployed	1%	(2)	99%	(185)	188
Employ: Other	2%	(3)	98%	(176)	178
Military HH: Yes	4%	(18)	96%	(419)	437
Military HH: No	3%	(57)	97%	(1706)	1764
RD/WT: Right Direction	3%	(27)	97%	(829)	856
RD/WT: Wrong Track	4%	(49)	96%	(1296)	1345
Strongly Approve	2%	(11)	98%	(460)	471
Somewhat Approve	4%	(21)	96%	(457)	479
Somewhat Disapprove	5%	(14)	95%	(286)	301
Strongly Disapprove	4%	(30)	96%	(786)	816
Dont Know / No Opinion	—	(0)	100%	(135)	135

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Table BRD8_17NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - MLB.tv

Demographic	Selected		Not Selected		Total N
Adults	3%	(76)	97%	(2125)	2201
#1 Issue: Economy	3%	(17)	97%	(538)	554
#1 Issue: Security	4%	(16)	96%	(406)	422
#1 Issue: Health Care	4%	(16)	96%	(441)	457
#1 Issue: Medicare / Social Security	4%	(12)	96%	(312)	325
#1 Issue: Women's Issues	1%	(1)	99%	(124)	125
#1 Issue: Education	6%	(9)	94%	(134)	143
#1 Issue: Energy	5%	(4)	95%	(81)	85
#1 Issue: Other	1%	(1)	99%	(89)	90
2016 Vote: Democrat Hillary Clinton	4%	(26)	96%	(670)	696
2016 Vote: Republican Donald Trump	3%	(24)	97%	(733)	757
2016 Vote: Someone else	4%	(7)	96%	(179)	185
2012 Vote: Barack Obama	4%	(35)	96%	(761)	795
2012 Vote: Mitt Romney	4%	(23)	96%	(571)	594
2012 Vote: Other	1%	(1)	99%	(91)	92
2012 Vote: Didn't Vote	2%	(17)	98%	(701)	717
4-Region: Northeast	3%	(11)	97%	(390)	402
4-Region: Midwest	4%	(19)	96%	(455)	474
4-Region: South	3%	(23)	97%	(792)	815
4-Region: West	5%	(23)	95%	(488)	511

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

Table BRD8_18NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - NFL Game Pass

Demographic	Selected		Not Selected		Total N
Adults	6%	(125)	94%	(2076)	2201
Gender: Male	7%	(71)	93%	(988)	1059
Gender: Female	5%	(54)	95%	(1087)	1142
Age: 18-29	9%	(45)	91%	(450)	495
Age: 30-44	4%	(21)	96%	(520)	541
Age: 45-54	7%	(29)	93%	(409)	438
Age: 55-64	6%	(20)	94%	(311)	330
Age: 65+	3%	(11)	97%	(387)	398
PID: Dem (no lean)	4%	(30)	96%	(674)	705
PID: Ind (no lean)	4%	(36)	96%	(764)	800
PID: Rep (no lean)	8%	(59)	92%	(638)	697
PID/Gender: Dem Men	6%	(19)	94%	(292)	311
PID/Gender: Dem Women	3%	(11)	97%	(382)	393
PID/Gender: Ind Men	4%	(14)	96%	(360)	374
PID/Gender: Ind Women	5%	(21)	95%	(404)	425
PID/Gender: Rep Men	10%	(37)	90%	(337)	374
PID/Gender: Rep Women	7%	(22)	93%	(301)	323
Tea Party: Supporter	9%	(49)	91%	(523)	572
Tea Party: Not Supporter	5%	(77)	95%	(1542)	1619
Ideo: Liberal (1-3)	7%	(49)	93%	(673)	722
Ideo: Moderate (4)	6%	(25)	94%	(428)	454
Ideo: Conservative (5-7)	6%	(42)	94%	(681)	723
Educ: < College	6%	(95)	94%	(1471)	1567
Educ: Bachelors degree	4%	(18)	96%	(398)	416
Educ: Post-grad	6%	(12)	94%	(206)	219
Income: Under 50k	5%	(70)	95%	(1246)	1316
Income: 50k-100k	6%	(37)	94%	(607)	644
Income: 100k+	8%	(18)	92%	(223)	241
Ethnicity: White	5%	(92)	95%	(1659)	1750

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Table BRD8_18NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - NFL Game Pass

Demographic	Selected		Not Selected		Total N
Adults	6%	(125)	94%	(2076)	2201
Ethnicity: Hispanic	13%	(41)	87%	(288)	329
Ethnicity: Afr. Am.	8%	(22)	92%	(247)	269
Ethnicity: Other	7%	(12)	93%	(170)	182
Relig: Protestant	6%	(28)	94%	(468)	495
Relig: Roman Catholic	9%	(41)	91%	(428)	468
Relig: Ath./Agn./None	4%	(30)	96%	(645)	675
Relig: Something Else	4%	(13)	96%	(300)	313
Relig: Evangelical	6%	(35)	94%	(555)	590
Relig: Non-Evang. Catholics	8%	(48)	92%	(572)	620
Relig: All Christian	7%	(83)	93%	(1127)	1210
Relig: All Non-Christian	4%	(42)	96%	(946)	988
Community: Urban	5%	(25)	95%	(496)	521
Community: Suburban	6%	(64)	94%	(981)	1046
Community: Rural	6%	(36)	94%	(599)	635
Employ: Private Sector	5%	(37)	95%	(655)	692
Employ: Government	8%	(14)	92%	(162)	176
Employ: Self-Employed	12%	(22)	88%	(157)	179
Employ: Homemaker	6%	(12)	94%	(179)	192
Employ: Student	5%	(5)	95%	(95)	99
Employ: Retired	5%	(22)	95%	(474)	496
Employ: Unemployed	4%	(8)	96%	(180)	188
Employ: Other	3%	(5)	97%	(174)	178
Military HH: Yes	9%	(41)	91%	(396)	437
Military HH: No	5%	(84)	95%	(1679)	1764
RD/WT: Right Direction	7%	(60)	93%	(796)	856
RD/WT: Wrong Track	5%	(66)	95%	(1279)	1345
Strongly Approve	7%	(35)	93%	(436)	471
Somewhat Approve	7%	(34)	93%	(445)	479
Somewhat Disapprove	6%	(19)	94%	(282)	301
Strongly Disapprove	4%	(35)	96%	(780)	816
Dont Know / No Opinion	2%	(3)	98%	(132)	135

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Table BRD8_18NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - NFL Game Pass

Demographic	Selected		Not Selected		Total N
Adults	6%	(125)	94%	(2076)	2201
#1 Issue: Economy	6%	(31)	94%	(523)	554
#1 Issue: Security	7%	(31)	93%	(390)	422
#1 Issue: Health Care	5%	(21)	95%	(436)	457
#1 Issue: Medicare / Social Security	5%	(18)	95%	(307)	325
#1 Issue: Women's Issues	4%	(4)	96%	(121)	125
#1 Issue: Education	9%	(12)	91%	(131)	143
#1 Issue: Energy	1%	(1)	99%	(85)	85
#1 Issue: Other	7%	(6)	93%	(83)	90
2016 Vote: Democrat Hillary Clinton	4%	(28)	96%	(668)	696
2016 Vote: Republican Donald Trump	7%	(52)	93%	(705)	757
2016 Vote: Someone else	5%	(9)	95%	(176)	185
2012 Vote: Barack Obama	5%	(41)	95%	(755)	795
2012 Vote: Mitt Romney	6%	(36)	94%	(558)	594
2012 Vote: Other	3%	(3)	97%	(89)	92
2012 Vote: Didn't Vote	6%	(46)	94%	(671)	717
4-Region: Northeast	5%	(20)	95%	(382)	402
4-Region: Midwest	4%	(20)	96%	(453)	474
4-Region: South	7%	(55)	93%	(760)	815
4-Region: West	6%	(31)	94%	(480)	511

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

Table BRD8_19NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	30%	(661)	70%	(1540)	2201
Gender: Male	32%	(344)	68%	(715)	1059
Gender: Female	28%	(317)	72%	(824)	1142
Age: 18-29	17%	(83)	83%	(412)	495
Age: 30-44	20%	(108)	80%	(433)	541
Age: 45-54	30%	(131)	70%	(307)	438
Age: 55-64	41%	(136)	59%	(194)	330
Age: 65+	51%	(204)	49%	(194)	398
PID: Dem (no lean)	29%	(202)	71%	(503)	705
PID: Ind (no lean)	31%	(246)	69%	(554)	800
PID: Rep (no lean)	31%	(214)	69%	(483)	697
PID/Gender: Dem Men	32%	(98)	68%	(213)	311
PID/Gender: Dem Women	26%	(103)	74%	(290)	393
PID/Gender: Ind Men	33%	(122)	67%	(252)	374
PID/Gender: Ind Women	29%	(124)	71%	(302)	425
PID/Gender: Rep Men	33%	(124)	67%	(250)	374
PID/Gender: Rep Women	28%	(90)	72%	(233)	323
Tea Party: Supporter	25%	(144)	75%	(429)	572
Tea Party: Not Supporter	32%	(512)	68%	(1106)	1619
Ideo: Liberal (1-3)	22%	(162)	78%	(560)	722
Ideo: Moderate (4)	27%	(124)	73%	(329)	454
Ideo: Conservative (5-7)	35%	(251)	65%	(472)	723
Educ: < College	33%	(517)	67%	(1050)	1567
Educ: Bachelors degree	22%	(93)	78%	(322)	416
Educ: Post-grad	23%	(51)	77%	(168)	219
Income: Under 50k	35%	(458)	65%	(858)	1316
Income: 50k-100k	25%	(158)	75%	(486)	644
Income: 100k+	19%	(45)	81%	(196)	241
Ethnicity: White	31%	(543)	69%	(1208)	1750

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Table BRD8_19NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	30%	(661)	70%	(1540)	2201
Ethnicity: Hispanic	24%	(79)	76%	(251)	329
Ethnicity: Afr. Am.	27%	(73)	73%	(195)	269
Ethnicity: Other	25%	(45)	75%	(137)	182
Relig: Protestant	34%	(167)	66%	(328)	495
Relig: Roman Catholic	27%	(126)	73%	(343)	468
Relig: Ath./Agn./None	32%	(217)	68%	(458)	675
Relig: Something Else	23%	(73)	77%	(240)	313
Relig: Evangelical	32%	(191)	68%	(400)	590
Relig: Non-Evang. Catholics	29%	(179)	71%	(442)	620
Relig: All Christian	30%	(369)	70%	(841)	1210
Relig: All Non-Christian	29%	(290)	71%	(698)	988
Community: Urban	29%	(153)	71%	(368)	521
Community: Suburban	27%	(284)	73%	(761)	1046
Community: Rural	35%	(223)	65%	(411)	635
Employ: Private Sector	20%	(141)	80%	(551)	692
Employ: Government	20%	(36)	80%	(140)	176
Employ: Self-Employed	28%	(50)	72%	(129)	179
Employ: Homemaker	22%	(43)	78%	(149)	192
Employ: Student	10%	(10)	90%	(89)	99
Employ: Retired	48%	(239)	52%	(257)	496
Employ: Unemployed	41%	(78)	59%	(110)	188
Employ: Other	36%	(64)	64%	(114)	178
Military HH: Yes	30%	(133)	70%	(305)	437
Military HH: No	30%	(528)	70%	(1235)	1764
RD/WT: Right Direction	32%	(277)	68%	(578)	856
RD/WT: Wrong Track	29%	(384)	71%	(961)	1345
Strongly Approve	38%	(177)	62%	(294)	471
Somewhat Approve	27%	(129)	73%	(350)	479
Somewhat Disapprove	29%	(88)	71%	(213)	301
Strongly Disapprove	27%	(217)	73%	(599)	816
Dont Know / No Opinion	37%	(50)	63%	(85)	135

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Table BRD8_19NET: Which of the following streaming services do you currently subscribe to, or have access to? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	30%	(661)	70%	(1540)	2201
#1 Issue: Economy	27%	(150)	73%	(405)	554
#1 Issue: Security	32%	(135)	68%	(287)	422
#1 Issue: Health Care	26%	(121)	74%	(336)	457
#1 Issue: Medicare / Social Security	47%	(153)	53%	(172)	325
#1 Issue: Women's Issues	27%	(34)	73%	(91)	125
#1 Issue: Education	17%	(25)	83%	(118)	143
#1 Issue: Energy	14%	(12)	86%	(73)	85
#1 Issue: Other	35%	(31)	65%	(59)	90
2016 Vote: Democrat Hillary Clinton	26%	(183)	74%	(513)	696
2016 Vote: Republican Donald Trump	34%	(261)	66%	(496)	757
2016 Vote: Someone else	28%	(51)	72%	(134)	185
2012 Vote: Barack Obama	28%	(221)	72%	(575)	795
2012 Vote: Mitt Romney	34%	(202)	66%	(393)	594
2012 Vote: Other	38%	(35)	62%	(57)	92
2012 Vote: Didn't Vote	28%	(201)	72%	(516)	717
4-Region: Northeast	27%	(109)	73%	(293)	402
4-Region: Midwest	32%	(150)	68%	(324)	474
4-Region: South	32%	(257)	68%	(558)	815
4-Region: West	28%	(146)	72%	(366)	511

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

Table BRD9: *How many streaming services are you currently a paid subscriber to?*

Demographic											Total N
	1 streaming service	2 streaming services	3 streaming services	4 streaming services	5+ streaming services	I currently do not subscribe to any streaming services					
Adults	26% (581)	20% (440)	8% (186)	3% (65)	2% (44)	40% (884)		2201			
Gender: Male	26% (279)	18% (189)	8% (83)	3% (35)	2% (24)	42% (450)		1059			
Gender: Female	26% (302)	22% (251)	9% (104)	3% (30)	2% (20)	38% (434)		1142			
Age: 18-29	28% (140)	26% (129)	13% (67)	5% (23)	4% (21)	23% (115)		495			
Age: 30-44	28% (153)	27% (145)	10% (56)	4% (21)	3% (15)	28% (150)		541			
Age: 45-54	31% (137)	20% (86)	8% (35)	2% (9)	1% (6)	37% (164)		438			
Age: 55-64	24% (80)	14% (47)	6% (19)	1% (4)	— (0)	55% (182)		330			
Age: 65+	18% (72)	8% (32)	2% (10)	2% (10)	1% (2)	68% (272)		398			
PID: Dem (no lean)	27% (188)	20% (140)	9% (67)	3% (22)	1% (9)	40% (278)		705			
PID: Ind (no lean)	27% (218)	20% (157)	9% (69)	2% (19)	2% (18)	40% (318)		800			
PID: Rep (no lean)	25% (175)	21% (143)	7% (50)	4% (24)	2% (17)	41% (287)		697			
PID/Gender: Dem Men	27% (84)	17% (52)	8% (25)	4% (12)	2% (5)	43% (133)		311			
PID/Gender: Dem Women	26% (104)	22% (88)	11% (42)	3% (10)	1% (4)	37% (146)		393			
PID/Gender: Ind Men	28% (106)	19% (70)	8% (32)	3% (11)	2% (6)	40% (149)		374			
PID/Gender: Ind Women	26% (112)	20% (87)	9% (38)	2% (7)	3% (12)	40% (169)		425			
PID/Gender: Rep Men	24% (89)	18% (67)	7% (26)	3% (11)	3% (13)	45% (168)		374			
PID/Gender: Rep Women	27% (86)	24% (77)	7% (24)	4% (13)	1% (4)	37% (119)		323			
Tea Party: Supporter	28% (158)	20% (116)	11% (65)	4% (25)	3% (18)	33% (191)		572			
Tea Party: Not Supporter	26% (419)	20% (323)	7% (119)	3% (41)	2% (26)	43% (690)		1619			
Ideo: Liberal (1-3)	26% (191)	24% (174)	11% (82)	4% (30)	3% (21)	31% (224)		722			
Ideo: Moderate (4)	26% (120)	21% (95)	8% (35)	2% (9)	3% (12)	40% (182)		454			
Ideo: Conservative (5-7)	27% (193)	17% (125)	7% (53)	3% (20)	1% (7)	45% (325)		723			
Educ: < College	26% (413)	18% (275)	8% (123)	3% (41)	2% (30)	44% (683)		1567			
Educ: Bachelors degree	28% (117)	27% (111)	8% (35)	4% (16)	2% (9)	31% (128)		416			
Educ: Post-grad	23% (50)	25% (54)	13% (29)	4% (8)	2% (5)	33% (72)		219			

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Table BRD9: How many streaming services are you currently a paid subscriber to?

Demographic											Total N
	1 streaming service	2 streaming services	3 streaming services	4 streaming services	5+ streaming services	I currently do not subscribe to any streaming services					
Adults	26% (581)	20% (440)	8% (186)	3% (65)	2% (44)	40% (884)					2201
Income: Under 50k	28% (364)	17% (220)	7% (89)	2% (30)	2% (20)	45% (593)					1316
Income: 50k-100k	24% (155)	24% (157)	10% (65)	4% (25)	3% (16)	35% (226)					644
Income: 100k+	26% (62)	26% (64)	13% (32)	5% (11)	3% (8)	27% (65)					241
Ethnicity: White	25% (446)	20% (355)	9% (151)	3% (47)	2% (30)	41% (722)					1750
Ethnicity: Hispanic	23% (77)	26% (85)	9% (30)	4% (13)	5% (16)	33% (108)					329
Ethnicity: Afr. Am.	30% (80)	18% (48)	8% (22)	5% (13)	4% (10)	36% (96)					269
Ethnicity: Other	30% (55)	20% (37)	7% (14)	3% (5)	2% (5)	36% (66)					182
Relig: Protestant	24% (119)	21% (105)	9% (45)	3% (14)	1% (7)	42% (206)					495
Relig: Roman Catholic	24% (113)	22% (104)	7% (34)	2% (10)	1% (7)	43% (201)					468
Relig: Ath./Agn./None	29% (195)	18% (125)	8% (51)	3% (18)	3% (17)	40% (268)					675
Relig: Something Else	27% (85)	23% (71)	11% (33)	5% (15)	2% (7)	32% (102)					313
Relig: Evangelical	26% (155)	19% (113)	7% (43)	3% (19)	2% (10)	42% (250)					590
Relig: Non-Evang. Catholics	24% (146)	21% (131)	9% (59)	2% (13)	2% (10)	42% (262)					620
Relig: All Christian	25% (301)	20% (244)	8% (102)	3% (32)	2% (20)	42% (512)					1210
Relig: All Non-Christian	28% (280)	20% (195)	9% (84)	3% (33)	3% (25)	37% (370)					988
Community: Urban	29% (149)	17% (90)	10% (52)	3% (15)	3% (17)	38% (198)					521
Community: Suburban	26% (272)	22% (226)	8% (84)	3% (36)	2% (23)	39% (405)					1046
Community: Rural	25% (160)	20% (124)	8% (50)	2% (15)	1% (5)	44% (281)					635
Employ: Private Sector	31% (213)	25% (170)	11% (77)	3% (21)	2% (13)	29% (198)					692
Employ: Government	28% (49)	30% (52)	7% (12)	5% (8)	4% (7)	27% (47)					176
Employ: Self-Employed	24% (44)	21% (38)	10% (18)	3% (6)	6% (11)	35% (62)					179
Employ: Homemaker	26% (50)	26% (50)	15% (28)	3% (5)	1% (3)	29% (56)					192
Employ: Student	40% (40)	26% (26)	12% (12)	3% (3)	— (0)	18% (18)					99
Employ: Retired	21% (105)	9% (45)	3% (17)	3% (13)	— (2)	63% (314)					496
Employ: Unemployed	21% (39)	18% (33)	3% (5)	3% (5)	2% (4)	54% (102)					188
Employ: Other	23% (41)	14% (25)	9% (17)	2% (4)	3% (5)	49% (87)					178

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Table BRD9: How many streaming services are you currently a paid subscriber to?

Demographic	1 streaming service		2 streaming services		3 streaming services		4 streaming services		5+ streaming services		I currently do not subscribe to any streaming services	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	26%	(581)	20%	(440)	8%	(186)	3%	(65)	2%	(44)	40%	(884)	2201
Military HH: Yes	21%	(92)	20%	(87)	9%	(41)	6%	(26)	3%	(13)	41%	(178)	437
Military HH: No	28%	(489)	20%	(353)	8%	(145)	2%	(39)	2%	(31)	40%	(706)	1764
RD/WT: Right Direction	27%	(232)	18%	(156)	7%	(62)	4%	(36)	2%	(20)	41%	(349)	856
RD/WT: Wrong Track	26%	(349)	21%	(284)	9%	(124)	2%	(29)	2%	(24)	40%	(535)	1345
Strongly Approve	26%	(120)	16%	(75)	7%	(33)	3%	(13)	2%	(11)	46%	(218)	471
Somewhat Approve	25%	(117)	22%	(106)	8%	(39)	5%	(23)	2%	(10)	38%	(183)	479
Somewhat Disapprove	27%	(80)	19%	(58)	10%	(30)	3%	(8)	2%	(6)	39%	(118)	301
Strongly Disapprove	28%	(224)	22%	(176)	10%	(79)	2%	(15)	2%	(13)	38%	(307)	816
Dont Know / No Opinion	29%	(39)	19%	(25)	3%	(4)	4%	(5)	3%	(4)	43%	(58)	135
#1 Issue: Economy	27%	(148)	21%	(118)	8%	(46)	2%	(13)	2%	(10)	40%	(220)	554
#1 Issue: Security	26%	(109)	19%	(81)	9%	(38)	3%	(12)	3%	(13)	40%	(169)	422
#1 Issue: Health Care	28%	(127)	20%	(90)	11%	(50)	3%	(12)	3%	(12)	36%	(166)	457
#1 Issue: Medicare / Social Security	20%	(65)	14%	(45)	3%	(10)	3%	(9)	—	(1)	60%	(195)	325
#1 Issue: Women's Issues	23%	(29)	23%	(29)	13%	(16)	9%	(12)	1%	(1)	31%	(38)	125
#1 Issue: Education	34%	(49)	22%	(31)	12%	(17)	4%	(5)	2%	(3)	26%	(37)	143
#1 Issue: Energy	37%	(32)	27%	(23)	6%	(5)	3%	(3)	6%	(5)	21%	(18)	85
#1 Issue: Other	25%	(23)	27%	(24)	4%	(3)	1%	(1)	—	(0)	44%	(39)	90
2016 Vote: Democrat Hillary Clinton	26%	(184)	19%	(135)	10%	(71)	3%	(23)	3%	(18)	38%	(266)	696
2016 Vote: Republican Donald Trump	25%	(190)	20%	(149)	7%	(52)	3%	(20)	2%	(15)	44%	(332)	757
2016 Vote: Someone else	21%	(40)	28%	(53)	11%	(21)	3%	(5)	2%	(4)	34%	(63)	185
2012 Vote: Barack Obama	26%	(210)	20%	(160)	10%	(78)	3%	(26)	2%	(14)	39%	(307)	795
2012 Vote: Mitt Romney	23%	(134)	20%	(121)	8%	(45)	2%	(13)	2%	(15)	45%	(267)	594
2012 Vote: Other	23%	(21)	17%	(16)	10%	(9)	3%	(3)	2%	(1)	46%	(42)	92
2012 Vote: Didn't Vote	30%	(216)	20%	(144)	8%	(54)	3%	(24)	2%	(14)	37%	(266)	717

Continued on next page

Table BRD9: How many streaming services are you currently a paid subscriber to?

Demographic	1 streaming service	2 streaming services	3 streaming services	4 streaming services	5+ streaming services	I currently do not subscribe to any streaming services	Total N
Adults	26% (581)	20% (440)	8% (186)	3% (65)	2% (44)	40% (884)	2201
4-Region: Northeast	28% (111)	19% (78)	9% (35)	5% (19)	2% (7)	38% (152)	402
4-Region: Midwest	25% (121)	18% (83)	7% (35)	3% (13)	2% (9)	45% (213)	474
4-Region: South	26% (213)	20% (164)	9% (72)	2% (18)	2% (15)	41% (332)	815
4-Region: West	27% (136)	22% (115)	9% (45)	3% (15)	3% (13)	37% (188)	511

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

Table BRD10: *And, how much do you spend each month on streaming services? Please do not include the cost of any cable or satellite television service subscription.*

Demographic	I do not spend any money on streaming services	\$1 to \$10	\$11 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$51 to \$75	More than \$75	Don't Know / No Opinion	Total
Adults	37%(823)	15%(339)	18%(403)	8%(178)	5%(102)	3% (68)	2% (38)	3% (63)	8%(186)	220
Gender: Male	39%(410)	14%(150)	16%(168)	7% (79)	6% (60)	4% (44)	2% (20)	3% (33)	9% (97)	105
Gender: Female	36%(413)	17%(190)	21%(235)	9%(100)	4% (43)	2% (25)	2% (18)	3% (30)	8% (89)	114
Age: 18-29	26%(128)	17% (84)	21%(106)	11% (56)	7% (36)	5% (24)	2% (11)	3% (13)	7% (36)	49
Age: 30-44	27%(147)	15% (81)	24%(128)	11% (59)	6% (32)	5% (26)	3% (14)	4% (19)	6% (35)	54
Age: 45-54	33%(146)	18% (79)	22% (96)	8% (36)	5% (20)	2% (9)	1% (6)	2% (10)	8% (36)	43
Age: 55-64	51%(169)	15% (48)	11% (38)	6% (19)	2% (7)	3% (8)	— (2)	3% (9)	9% (30)	33
Age: 65+	59%(233)	12% (47)	9% (36)	2% (8)	2% (7)	— (1)	1% (6)	3% (11)	12% (49)	39
PID: Dem (no lean)	36% (251)	15%(103)	17%(123)	9% (64)	7% (51)	3% (22)	2% (15)	3% (18)	8% (57)	70
PID: Ind (no lean)	38%(303)	16%(130)	21%(164)	7% (53)	4% (29)	2% (19)	1% (11)	3% (27)	8% (64)	80
PID: Rep (no lean)	39%(268)	15%(106)	17% (116)	9% (62)	3% (22)	4% (28)	2% (12)	3% (18)	9% (65)	69
PID/Gender: Dem Men	38% (119)	10% (33)	14% (43)	8% (25)	10% (31)	5% (15)	2% (6)	3% (8)	10% (32)	31
PID/Gender: Dem Women	34% (132)	18% (71)	20% (80)	10% (39)	5% (20)	2% (7)	2% (9)	3% (10)	6% (25)	39
PID/Gender: Ind Men	37% (137)	16% (62)	20% (74)	6% (22)	5% (17)	2% (8)	2% (7)	4% (15)	9% (33)	37
PID/Gender: Ind Women	39%(167)	16% (68)	21% (90)	7% (30)	3% (12)	3% (11)	1% (4)	3% (12)	7% (31)	42
PID/Gender: Rep Men	41% (154)	15% (55)	14% (51)	8% (32)	3% (11)	6% (21)	2% (7)	3% (10)	9% (32)	37
PID/Gender: Rep Women	35% (115)	16% (51)	20% (65)	9% (30)	3% (11)	2% (6)	2% (5)	2% (8)	10% (33)	32
Tea Party: Supporter	34%(196)	15% (85)	17% (99)	10% (59)	6% (33)	5% (31)	3% (15)	3% (17)	7% (38)	57
Tea Party: Not Supporter	39%(625)	16%(251)	19%(301)	7%(120)	4% (70)	2% (37)	1% (23)	3% (46)	9%(147)	161
Ideo: Liberal (1-3)	29%(209)	15%(107)	20% (141)	10% (70)	8% (57)	4% (29)	3% (22)	4% (28)	8% (59)	72
Ideo: Moderate (4)	38% (173)	16% (74)	20% (90)	8% (35)	3% (14)	4% (19)	2% (8)	3% (13)	6% (27)	45
Ideo: Conservative (5-7)	41%(299)	16% (112)	18%(127)	8% (61)	3% (24)	3% (18)	1% (5)	2% (17)	8% (60)	72
Educ: < College	41%(635)	16%(243)	17%(262)	7% (111)	4% (67)	3% (46)	1% (22)	3% (41)	9%(139)	156
Educ: Bachelors degree	29% (122)	16% (65)	24% (99)	11% (44)	5% (20)	3% (13)	3% (10)	3% (11)	7% (31)	41
Educ: Post-grad	30% (66)	14% (31)	19% (42)	11% (24)	7% (15)	4% (9)	2% (5)	5% (11)	7% (16)	21

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Table BRD10: And, how much do you spend each month on streaming services? Please do not include the cost of any cable or satellite television service subscription.

Demographic	I do not spend any money on streaming services	\$1 to \$10	\$11 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$51 to \$75	More than \$75	Don't Know / No Opinion	Total
Adults	37%(823)	15%(339)	18%(403)	8%(178)	5%(102)	3%(68)	2%(38)	3%(63)	8%(186)	220
Income: Under 50k	43%(566)	17%(221)	15%(201)	7%(88)	4%(55)	2%(29)	2%(20)	2%(33)	8%(103)	131
Income: 50k-100k	31%(200)	14%(88)	23%(150)	9%(61)	5%(30)	4%(28)	2%(12)	4%(24)	8%(49)	64
Income: 100k+	24%(57)	13%(30)	21%(52)	12%(30)	7%(17)	4%(11)	2%(5)	3%(6)	14%(34)	24
Ethnicity: White	39%(677)	15%(270)	19%(328)	8%(142)	4%(68)	2%(42)	1%(24)	3%(50)	8%(148)	175
Ethnicity: Hispanic	30%(99)	16%(54)	17%(57)	8%(25)	9%(30)	4%(13)	1%(4)	4%(14)	10%(34)	32
Ethnicity: Afr. Am.	33%(90)	13%(34)	16%(43)	8%(21)	10%(26)	7%(18)	5%(12)	3%(8)	6%(16)	26
Ethnicity: Other	31%(57)	19%(35)	18%(32)	9%(16)	4%(7)	4%(7)	1%(2)	3%(5)	12%(22)	18
Relig: Protestant	39%(192)	13%(65)	19%(92)	9%(43)	6%(28)	3%(14)	1%(6)	3%(13)	9%(44)	49
Relig: Roman Catholic	40%(187)	15%(68)	19%(90)	8%(36)	4%(18)	3%(14)	2%(10)	3%(13)	7%(31)	46
Relig: Ath./Agn./None	36%(246)	18%(125)	17%(112)	7%(46)	4%(28)	3%(20)	2%(13)	3%(20)	10%(65)	67
Relig: Something Else	30%(94)	15%(48)	20%(62)	13%(40)	5%(16)	4%(11)	2%(5)	3%(9)	9%(30)	31
Relig: Evangelical	40%(237)	13%(75)	18%(106)	8%(47)	6%(33)	4%(21)	2%(12)	3%(15)	8%(46)	59
Relig: Non-Evang. Catholics	40%(246)	15%(92)	20%(122)	7%(46)	4%(26)	3%(16)	1%(8)	3%(19)	7%(45)	62
Relig: All Christian	40%(482)	14%(166)	19%(228)	8%(93)	5%(58)	3%(37)	2%(20)	3%(34)	8%(91)	121
Relig: All Non-Christian	34%(340)	17%(172)	18%(174)	9%(85)	4%(44)	3%(31)	2%(18)	3%(29)	10%(95)	98
Community: Urban	33%(171)	18%(92)	18%(92)	8%(44)	5%(29)	3%(16)	2%(12)	3%(16)	9%(49)	52
Community: Suburban	35%(370)	15%(153)	20%(207)	8%(82)	5%(48)	4%(37)	2%(18)	3%(30)	9%(99)	104
Community: Rural	44%(282)	15%(94)	16%(104)	8%(52)	4%(25)	2%(15)	1%(8)	3%(17)	6%(38)	63
Employ: Private Sector	28%(196)	18%(125)	24%(164)	10%(68)	6%(41)	4%(28)	3%(18)	2%(16)	5%(36)	69
Employ: Government	32%(56)	18%(32)	17%(30)	13%(24)	4%(7)	4%(7)	2%(3)	4%(7)	6%(10)	17
Employ: Self-Employed	31%(56)	10%(18)	22%(39)	9%(17)	7%(12)	7%(12)	4%(6)	1%(2)	9%(16)	17
Employ: Homemaker	30%(57)	19%(36)	22%(41)	16%(30)	5%(10)	2%(4)	1%(2)	2%(4)	4%(8)	19
Employ: Student	21%(21)	24%(23)	26%(26)	11%(11)	6%(6)	1%(1)	1%(1)	2%(2)	7%(7)	9
Employ: Retired	55%(271)	12%(57)	10%(49)	3%(13)	2%(12)	3%(13)	1%(3)	3%(16)	13%(62)	49
Employ: Unemployed	52%(97)	15%(28)	14%(27)	3%(5)	3%(5)	2%(3)	1%(2)	3%(6)	8%(16)	18
Employ: Other	38%(68)	11%(20)	15%(27)	6%(10)	5%(10)	— (1)	2%(3)	5%(10)	17%(31)	17

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Table BRD10: And, how much do you spend each month on streaming services? Please do not include the cost of any cable or satellite television service subscription.

Demographic	I do not spend any money on streaming services	\$1 to \$10	\$11 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$51 to \$75	More than \$75	Don't Know / No Opinion	Total
Adults	37%(823)	15%(339)	18%(403)	8%(178)	5%(102)	3%(68)	2%(38)	3%(63)	8%(186)	220
Military HH: Yes	38%(167)	14%(62)	15%(63)	9%(38)	5%(24)	4%(19)	1%(5)	4%(18)	10%(42)	43
Military HH: No	37%(656)	16%(277)	19%(339)	8%(141)	4%(79)	3%(50)	2%(33)	3%(45)	8%(144)	176
RD/WT: Right Direction	39%(331)	14%(124)	16%(135)	7%(58)	5%(40)	4%(38)	2%(17)	4%(33)	9%(79)	85
RD/WT: Wrong Track	37%(492)	16%(216)	20%(268)	9%(120)	5%(63)	2%(30)	2%(21)	2%(30)	8%(107)	134
Strongly Approve	41%(191)	14%(67)	14%(67)	7%(31)	3%(14)	4%(20)	2%(8)	4%(17)	12%(56)	47
Somewhat Approve	35%(169)	15%(73)	20%(95)	7%(36)	5%(23)	4%(18)	2%(9)	4%(21)	7%(35)	47
Somewhat Disapprove	40%(119)	15%(45)	18%(55)	9%(27)	6%(18)	2%(5)	2%(5)	3%(9)	5%(16)	30
Strongly Disapprove	36%(290)	16%(132)	20%(165)	9%(77)	5%(42)	3%(25)	2%(14)	2%(14)	7%(58)	81
Dont Know / No Opinion	39%(53)	16%(22)	16%(22)	5%(7)	4%(5)	—(1)	2%(2)	1%(1)	16%(21)	13
#1 Issue: Economy	39%(219)	14%(78)	21%(115)	9%(51)	4%(23)	3%(15)	1%(7)	3%(15)	6%(32)	55
#1 Issue: Security	37%(156)	17%(70)	13%(53)	9%(39)	5%(23)	5%(22)	2%(8)	4%(17)	8%(34)	42
#1 Issue: Health Care	32%(146)	16%(75)	21%(96)	9%(39)	6%(26)	4%(16)	2%(9)	2%(11)	8%(38)	45
#1 Issue: Medicare / Social Security	53%(173)	13%(41)	12%(39)	4%(11)	3%(11)	2%(7)	—(2)	3%(11)	10%(31)	32
#1 Issue: Women's Issues	25%(31)	12%(16)	28%(35)	7%(9)	6%(8)	2%(2)	4%(5)	3%(3)	13%(16)	12
#1 Issue: Education	29%(42)	20%(29)	19%(28)	8%(11)	6%(9)	3%(5)	3%(4)	2%(2)	9%(13)	14
#1 Issue: Energy	22%(19)	23%(20)	19%(16)	14%(12)	3%(2)	3%(3)	5%(4)	2%(2)	10%(9)	8
#1 Issue: Other	43%(38)	12%(11)	23%(21)	5%(4)	1%(1)	—(0)	—(0)	2%(2)	14%(12)	9
2016 Vote: Democrat Hillary Clinton	35%(245)	15%(108)	18%(125)	8%(58)	8%(57)	4%(26)	2%(15)	2%(15)	7%(46)	69
2016 Vote: Republican Donald Trump	40%(305)	15%(112)	17%(132)	8%(59)	3%(19)	3%(24)	2%(13)	4%(28)	9%(65)	75
2016 Vote: Someone else	31%(58)	12%(21)	24%(44)	9%(17)	3%(5)	2%(4)	4%(6)	3%(6)	12%(22)	18
2012 Vote: Barack Obama	36%(285)	15%(117)	19%(147)	8%(67)	7%(52)	4%(29)	2%(19)	3%(27)	7%(52)	79
2012 Vote: Mitt Romney	41%(243)	13%(80)	19%(113)	7%(44)	3%(15)	4%(21)	1%(9)	3%(15)	9%(55)	59
2012 Vote: Other	43%(39)	15%(13)	17%(16)	5%(5)	2%(2)	1%(1)	3%(2)	1%(1)	13%(12)	9
2012 Vote: Didn't Vote	35%(254)	18%(129)	18%(127)	9%(62)	5%(33)	2%(17)	1%(8)	3%(20)	9%(67)	71

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Table BRD10: *And, how much do you spend each month on streaming services? Please do not include the cost of any cable or satellite television service subscription.*

Demographic	I do not spend any money on streaming services	\$1 to \$10	\$11 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$51 to \$75	More than \$75	Don't Know / No Opinion	Total
Adults	37% (823)	15% (339)	18% (403)	8% (178)	5% (102)	3% (68)	2% (38)	3% (63)	8% (186)	220
4-Region: Northeast	32% (130)	15% (60)	19% (78)	9% (35)	6% (25)	3% (12)	1% (6)	4% (14)	10% (42)	40
4-Region: Midwest	41% (196)	15% (71)	18% (83)	8% (38)	4% (18)	2% (8)	2% (10)	3% (13)	8% (37)	47
4-Region: South	39% (314)	15% (124)	17% (139)	9% (71)	5% (40)	3% (23)	2% (17)	2% (20)	8% (67)	81
4-Region: West	36% (183)	16% (84)	20% (103)	7% (35)	4% (19)	5% (25)	1% (6)	3% (16)	8% (40)	51

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

Table BRD11: As you may have heard, Disney recently announced that in the future, they will remove their shows and movies from Netflix and instead house them on their own streaming service, which will be available for a fee. How likely are you to subscribe to Disney's new streaming service?

Demographic	Very likely	Somewhat likely	Not too likely	Not likely at all	Don't Know / No Opinion	Total N
Adults	10% (224)	13% (289)	18% (398)	47% (1034)	12% (255)	2201
Gender: Male	11% (122)	12% (127)	18% (190)	47% (503)	11% (118)	1059
Gender: Female	9% (102)	14% (162)	18% (208)	47% (532)	12% (137)	1142
Age: 18-29	17% (86)	19% (95)	16% (81)	32% (158)	15% (75)	495
Age: 30-44	16% (87)	17% (94)	19% (102)	36% (197)	11% (61)	541
Age: 45-54	5% (21)	13% (55)	22% (96)	48% (212)	12% (54)	438
Age: 55-64	5% (17)	8% (26)	20% (66)	54% (178)	13% (43)	330
Age: 65+	3% (13)	5% (20)	13% (53)	73% (289)	6% (22)	398
PID: Dem (no lean)	12% (87)	13% (88)	18% (129)	45% (319)	11% (81)	705
PID: Ind (no lean)	8% (67)	12% (97)	17% (139)	48% (383)	14% (113)	800
PID: Rep (no lean)	10% (70)	15% (104)	19% (130)	48% (331)	9% (61)	697
PID/Gender: Dem Men	18% (57)	9% (28)	17% (54)	43% (135)	12% (37)	311
PID/Gender: Dem Women	8% (30)	15% (61)	19% (75)	47% (184)	11% (44)	393
PID/Gender: Ind Men	7% (26)	12% (46)	18% (66)	51% (189)	12% (46)	374
PID/Gender: Ind Women	10% (41)	12% (50)	17% (73)	46% (194)	16% (67)	425
PID/Gender: Rep Men	10% (39)	14% (53)	19% (70)	48% (178)	9% (34)	374
PID/Gender: Rep Women	10% (31)	16% (51)	19% (60)	47% (153)	8% (27)	323
Tea Party: Supporter	19% (110)	18% (101)	14% (81)	42% (238)	7% (42)	572
Tea Party: Not Supporter	7% (114)	12% (188)	19% (315)	49% (790)	13% (211)	1619
Ideo: Liberal (1-3)	15% (110)	16% (114)	19% (136)	40% (290)	10% (72)	722
Ideo: Moderate (4)	9% (39)	12% (53)	21% (94)	47% (213)	12% (54)	454
Ideo: Conservative (5-7)	7% (50)	12% (90)	18% (132)	56% (408)	6% (44)	723
Educ: < College	11% (166)	14% (218)	18% (279)	44% (692)	13% (211)	1567
Educ: Bachelors degree	8% (35)	12% (50)	19% (78)	53% (221)	8% (33)	416
Educ: Post-grad	11% (24)	10% (22)	19% (41)	56% (122)	5% (11)	219
Income: Under 50k	11% (143)	13% (177)	17% (227)	45% (593)	13% (176)	1316
Income: 50k-100k	9% (60)	14% (88)	19% (119)	49% (316)	9% (60)	644
Income: 100k+	9% (21)	10% (24)	21% (52)	52% (125)	8% (19)	241

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Table BRD11: *As you may have heard, Disney recently announced that in the future, they will remove their shows and movies from Netflix and instead house them on their own streaming service, which will be available for a fee. How likely are you to subscribe to Disney's new streaming service?*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(224)	13%	(289)	18%	(398)	47%	(1034)	12%	(255)	2201
Ethnicity: White	8%	(148)	12%	(218)	17%	(305)	51%	(892)	11%	(187)	1750
Ethnicity: Hispanic	21%	(68)	19%	(63)	15%	(50)	30%	(100)	14%	(47)	329
Ethnicity: Afr. Am.	18%	(49)	14%	(38)	22%	(59)	29%	(79)	16%	(44)	269
Ethnicity: Other	15%	(26)	18%	(34)	19%	(34)	35%	(63)	13%	(24)	182
Relig: Protestant	8%	(42)	11%	(54)	19%	(93)	53%	(262)	9%	(44)	495
Relig: Roman Catholic	10%	(45)	13%	(61)	18%	(85)	50%	(233)	9%	(44)	468
Relig: Ath./Agn./None	8%	(53)	12%	(83)	17%	(114)	47%	(315)	16%	(111)	675
Relig: Something Else	12%	(39)	16%	(51)	18%	(56)	43%	(134)	10%	(32)	313
Relig: Evangelical	14%	(82)	15%	(86)	18%	(108)	45%	(263)	9%	(52)	590
Relig: Non-Evang. Catholics	8%	(51)	11%	(69)	19%	(119)	52%	(322)	9%	(59)	620
Relig: All Christian	11%	(133)	13%	(155)	19%	(227)	48%	(585)	9%	(111)	1210
Relig: All Non-Christian	9%	(92)	14%	(134)	17%	(170)	45%	(449)	14%	(143)	988
Community: Urban	10%	(54)	15%	(76)	18%	(93)	42%	(219)	15%	(79)	521
Community: Suburban	10%	(105)	11%	(120)	16%	(172)	52%	(540)	10%	(109)	1046
Community: Rural	10%	(65)	15%	(94)	21%	(133)	43%	(275)	11%	(67)	635
Employ: Private Sector	13%	(89)	14%	(100)	19%	(132)	46%	(318)	8%	(53)	692
Employ: Government	13%	(22)	26%	(46)	16%	(29)	38%	(66)	7%	(13)	176
Employ: Self-Employed	17%	(31)	14%	(26)	26%	(47)	35%	(62)	8%	(14)	179
Employ: Homemaker	16%	(31)	21%	(41)	13%	(24)	34%	(65)	16%	(30)	192
Employ: Student	7%	(7)	14%	(14)	23%	(23)	45%	(45)	10%	(10)	99
Employ: Retired	3%	(16)	5%	(26)	15%	(77)	65%	(322)	11%	(55)	496
Employ: Unemployed	8%	(16)	9%	(17)	17%	(31)	49%	(92)	17%	(32)	188
Employ: Other	6%	(11)	11%	(20)	20%	(36)	36%	(64)	27%	(48)	178
Military HH: Yes	12%	(51)	14%	(63)	17%	(72)	48%	(209)	10%	(43)	437
Military HH: No	10%	(173)	13%	(227)	18%	(326)	47%	(825)	12%	(213)	1764
RD/WT: Right Direction	13%	(109)	15%	(126)	16%	(135)	45%	(382)	12%	(103)	856
RD/WT: Wrong Track	9%	(115)	12%	(163)	20%	(263)	49%	(653)	11%	(152)	1345

Continued on next page

Table BRD11: As you may have heard, Disney recently announced that in the future, they will remove their shows and movies from Netflix and instead house them on their own streaming service, which will be available for a fee. How likely are you to subscribe to Disney's new streaming service?

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't Know / No Opinion		Total N
	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	
Adults	10%	(224)	13%	(289)	18%	(398)	47%	(1034)	12%	(255)	2201
Strongly Approve	14%	(67)	12%	(55)	12%	(58)	50%	(235)	12%	(55)	471
Somewhat Approve	9%	(45)	17%	(81)	21%	(101)	44%	(210)	8%	(40)	479
Somewhat Disapprove	10%	(31)	12%	(36)	28%	(84)	39%	(118)	10%	(31)	301
Strongly Disapprove	9%	(70)	12%	(101)	17%	(142)	52%	(423)	10%	(79)	816
Dont Know / No Opinion	8%	(10)	11%	(15)	9%	(13)	35%	(48)	36%	(49)	135
#1 Issue: Economy	10%	(54)	12%	(67)	21%	(116)	48%	(269)	9%	(49)	554
#1 Issue: Security	10%	(41)	13%	(56)	21%	(90)	46%	(193)	10%	(43)	422
#1 Issue: Health Care	10%	(48)	16%	(74)	18%	(84)	46%	(210)	9%	(42)	457
#1 Issue: Medicare / Social Security	9%	(30)	7%	(23)	11%	(34)	58%	(190)	15%	(48)	325
#1 Issue: Women's Issues	7%	(9)	21%	(26)	15%	(19)	36%	(46)	20%	(26)	125
#1 Issue: Education	17%	(24)	21%	(30)	18%	(26)	30%	(42)	14%	(20)	143
#1 Issue: Energy	21%	(18)	14%	(12)	17%	(14)	42%	(36)	6%	(5)	85
#1 Issue: Other	2%	(2)	1%	(1)	18%	(16)	55%	(49)	25%	(22)	90
2016 Vote: Democrat Hillary Clinton	12%	(84)	12%	(83)	18%	(124)	49%	(342)	9%	(63)	696
2016 Vote: Republican Donald Trump	9%	(69)	12%	(92)	17%	(129)	52%	(397)	9%	(70)	757
2016 Vote: Someone else	7%	(14)	14%	(26)	19%	(35)	48%	(89)	12%	(22)	185
2012 Vote: Barack Obama	11%	(87)	12%	(97)	20%	(157)	47%	(375)	10%	(79)	795
2012 Vote: Mitt Romney	7%	(41)	13%	(75)	17%	(100)	56%	(333)	8%	(47)	594
2012 Vote: Other	7%	(7)	8%	(7)	18%	(16)	59%	(54)	9%	(8)	92
2012 Vote: Didn't Vote	12%	(89)	15%	(111)	17%	(125)	38%	(270)	17%	(121)	717
4-Region: Northeast	8%	(33)	14%	(55)	18%	(73)	48%	(195)	11%	(46)	402
4-Region: Midwest	10%	(46)	12%	(54)	16%	(77)	50%	(237)	13%	(60)	474
4-Region: South	12%	(101)	13%	(105)	17%	(138)	46%	(375)	12%	(97)	815
4-Region: West	9%	(44)	15%	(75)	22%	(111)	45%	(228)	10%	(53)	511

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

Table BRD12: *And, would your subscription to Disney's streaming service replace another streaming service, or would you use it in addition to all the streaming services you currently use?*

Demographic	Replace at least one other streaming service	Be used in addition to other streaming service	Don't Know / No Opinion	Total N
Adults	28% (142)	57% (291)	16% (81)	513
Gender: Male	36% (89)	48% (121)	16% (39)	249
Gender: Female	20% (53)	64% (170)	16% (41)	265
Age: 18-29	34% (62)	58% (104)	8% (15)	181
Age: 30-44	28% (51)	59% (106)	13% (24)	181
Age: 45-54	25% (19)	58% (43)	18% (13)	76
PID: Dem (no lean)	18% (32)	67% (118)	14% (25)	175
PID: Ind (no lean)	28% (46)	55% (90)	18% (29)	164
PID: Rep (no lean)	37% (64)	48% (83)	16% (27)	174
PID/Gender: Dem Men	30% (25)	58% (49)	12% (10)	84
PID/Gender: Dem Women	8% (7)	76% (69)	16% (14)	91
PID/Gender: Ind Men	36% (26)	49% (35)	16% (12)	73
PID/Gender: Ind Women	22% (20)	59% (54)	19% (17)	91
PID/Gender: Rep Men	41% (38)	40% (36)	19% (18)	92
PID/Gender: Rep Women	32% (26)	57% (47)	12% (10)	83
Tea Party: Supporter	35% (74)	56% (117)	9% (19)	211
Tea Party: Not Supporter	22% (68)	57% (174)	20% (61)	303
Ideo: Liberal (1-3)	31% (68)	60% (134)	10% (22)	224
Ideo: Moderate (4)	21% (20)	61% (56)	18% (17)	92
Ideo: Conservative (5-7)	31% (43)	51% (71)	18% (25)	140
Educ: < College	26% (101)	55% (211)	19% (71)	384
Educ: Bachelors degree	31% (26)	60% (51)	9% (8)	84
Income: Under 50k	29% (92)	53% (171)	18% (57)	320
Income: 50k-100k	24% (36)	62% (92)	13% (19)	148
Ethnicity: White	26% (96)	56% (205)	18% (64)	366
Ethnicity: Hispanic	34% (45)	53% (69)	13% (17)	132
Ethnicity: Afr. Am.	29% (26)	62% (54)	9% (8)	87
Ethnicity: Other	33% (20)	53% (32)	14% (8)	60

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Table BRD12: *And, would your subscription to Disney's streaming service replace another streaming service, or would you use it in addition to all the streaming services you currently use?*

Demographic	Replace at least one other streaming service	Be used in addition to other streaming service	Don't Know / No Opinion	Total N
Adults	28% (142)	57% (291)	16% (81)	513
Relig: Protestant	33% (31)	50% (48)	17% (17)	96
Relig: Roman Catholic	32% (34)	56% (59)	12% (12)	106
Relig: Ath./Agn./None	20% (27)	58% (79)	22% (30)	136
Relig: Something Else	25% (23)	64% (58)	11% (10)	90
Relig: Evangelical	35% (58)	52% (87)	13% (22)	167
Relig: Non-Evang. Catholics	29% (34)	56% (67)	15% (19)	120
Relig: All Christian	32% (92)	54% (154)	14% (41)	287
Relig: All Non-Christian	22% (50)	60% (136)	18% (40)	226
Community: Urban	27% (34)	57% (74)	16% (21)	129
Community: Suburban	24% (54)	66% (147)	10% (23)	225
Community: Rural	34% (54)	44% (69)	23% (36)	159
Employ: Private Sector	30% (57)	59% (111)	11% (21)	189
Employ: Government	35% (24)	54% (37)	11% (8)	68
Employ: Self-Employed	30% (17)	59% (33)	11% (6)	57
Employ: Homemaker	28% (20)	58% (42)	14% (10)	73
Military HH: Yes	34% (38)	54% (62)	12% (14)	114
Military HH: No	26% (104)	57% (229)	17% (67)	400
RD/WT: Right Direction	31% (72)	51% (120)	18% (43)	236
RD/WT: Wrong Track	25% (70)	61% (171)	13% (37)	278
Strongly Approve	33% (40)	50% (61)	18% (22)	122
Somewhat Approve	30% (38)	52% (66)	18% (23)	127
Somewhat Disapprove	26% (18)	62% (42)	12% (8)	67
Strongly Disapprove	23% (40)	64% (109)	13% (23)	171
#1 Issue: Economy	24% (29)	65% (78)	11% (14)	121
#1 Issue: Security	28% (27)	48% (47)	23% (22)	96
#1 Issue: Health Care	26% (32)	56% (68)	18% (21)	122
#1 Issue: Medicare / Social Security	30% (16)	38% (20)	32% (17)	53
#1 Issue: Education	24% (13)	72% (39)	4% (2)	54
2016 Vote: Democrat Hillary Clinton	25% (42)	60% (100)	15% (25)	167
2016 Vote: Republican Donald Trump	30% (49)	53% (85)	17% (27)	161

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Table BRD12: *And, would your subscription to Disney's streaming service replace another streaming service, or would you use it in addition to all the streaming services you currently use?*

Demographic	Replace at least one other streaming service	Be used in addition to other streaming service	Don't Know / No Opinion	Total N
Adults	28% (142)	57% (291)	16% (81)	513
2012 Vote: Barack Obama	25% (47)	58% (106)	17% (31)	184
2012 Vote: Mitt Romney	31% (36)	54% (63)	15% (17)	115
2012 Vote: Didn't Vote	26% (52)	58% (116)	16% (32)	200
4-Region: Northeast	27% (24)	53% (47)	20% (17)	88
4-Region: Midwest	35% (35)	53% (54)	11% (11)	100
4-Region: South	24% (49)	59% (122)	17% (34)	206
4-Region: West	28% (33)	57% (68)	15% (18)	119

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

Table BRD13_4: How much do you agree or disagree with each of the following statements?
There are too many streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	27%	(597)	27%	(603)	13%	(295)	7%	(157)	25%	(550)	2201
Gender: Male	30%	(320)	27%	(291)	12%	(126)	7%	(70)	24%	(253)	1059
Gender: Female	24%	(276)	27%	(312)	15%	(169)	8%	(86)	26%	(298)	1142
Age: 18-29	31%	(152)	26%	(127)	16%	(79)	9%	(45)	19%	(92)	495
Age: 30-44	31%	(168)	30%	(160)	15%	(81)	9%	(47)	16%	(85)	541
Age: 45-54	27%	(120)	29%	(127)	14%	(60)	7%	(32)	22%	(97)	438
Age: 55-64	25%	(81)	28%	(91)	13%	(44)	6%	(21)	28%	(93)	330
Age: 65+	19%	(76)	25%	(98)	8%	(31)	3%	(11)	46%	(183)	398
PID: Dem (no lean)	28%	(199)	26%	(185)	14%	(96)	9%	(61)	23%	(164)	705
PID: Ind (no lean)	24%	(191)	28%	(220)	14%	(110)	7%	(55)	28%	(223)	800
PID: Rep (no lean)	30%	(207)	28%	(197)	13%	(88)	6%	(41)	23%	(163)	697
PID/Gender: Dem Men	32%	(99)	25%	(78)	13%	(41)	8%	(25)	22%	(68)	311
PID/Gender: Dem Women	25%	(100)	27%	(107)	14%	(55)	9%	(36)	24%	(96)	393
PID/Gender: Ind Men	27%	(101)	28%	(103)	13%	(47)	6%	(21)	27%	(101)	374
PID/Gender: Ind Women	21%	(89)	28%	(117)	15%	(63)	8%	(34)	29%	(122)	425
PID/Gender: Rep Men	32%	(120)	29%	(109)	10%	(37)	6%	(24)	22%	(84)	374
PID/Gender: Rep Women	27%	(87)	27%	(88)	16%	(51)	5%	(17)	25%	(80)	323
Tea Party: Supporter	34%	(192)	28%	(159)	11%	(63)	8%	(43)	20%	(116)	572
Tea Party: Not Supporter	25%	(404)	27%	(443)	14%	(232)	7%	(113)	26%	(427)	1619
Ideo: Liberal (1-3)	31%	(221)	26%	(185)	17%	(123)	9%	(62)	18%	(132)	722
Ideo: Moderate (4)	25%	(113)	29%	(133)	13%	(59)	6%	(27)	27%	(121)	454
Ideo: Conservative (5-7)	27%	(196)	30%	(219)	12%	(90)	8%	(55)	23%	(163)	723
Educ: < College	28%	(438)	26%	(412)	12%	(193)	7%	(110)	26%	(414)	1567
Educ: Bachelors degree	24%	(100)	31%	(131)	18%	(73)	7%	(28)	20%	(83)	416
Educ: Post-grad	27%	(58)	27%	(60)	13%	(29)	8%	(18)	25%	(54)	219
Income: Under 50k	26%	(348)	28%	(369)	12%	(157)	8%	(106)	25%	(335)	1316
Income: 50k-100k	28%	(183)	26%	(165)	15%	(94)	6%	(36)	26%	(165)	644
Income: 100k+	27%	(65)	28%	(68)	18%	(44)	6%	(15)	21%	(50)	241

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Table BRD13_4: How much do you agree or disagree with each of the following statements?
 There are too many streaming services

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	27% (597)	27% (603)	13% (295)	7% (157)	25% (550)	2201
Ethnicity: White	26% (453)	28% (494)	13% (230)	7% (122)	26% (451)	1750
Ethnicity: Hispanic	36% (120)	30% (100)	10% (34)	6% (19)	17% (57)	329
Ethnicity: Afr. Am.	30% (82)	18% (49)	18% (48)	8% (23)	25% (67)	269
Ethnicity: Other	34% (62)	33% (60)	9% (16)	6% (12)	17% (32)	182
Relig: Protestant	28% (140)	29% (142)	12% (60)	6% (30)	25% (123)	495
Relig: Roman Catholic	29% (138)	29% (134)	15% (69)	4% (17)	24% (111)	468
Relig: Ath./Agn./None	23% (157)	26% (175)	14% (92)	8% (55)	29% (197)	675
Relig: Something Else	27% (85)	27% (86)	15% (46)	9% (27)	22% (70)	313
Relig: Evangelical	28% (165)	30% (178)	11% (68)	8% (45)	23% (135)	590
Relig: Non-Evang. Catholics	31% (190)	26% (164)	14% (89)	5% (30)	24% (148)	620
Relig: All Christian	29% (355)	28% (342)	13% (157)	6% (75)	23% (283)	1210
Relig: All Non-Christian	24% (241)	26% (261)	14% (138)	8% (82)	27% (266)	988
Community: Urban	26% (137)	27% (143)	13% (66)	8% (43)	25% (131)	521
Community: Suburban	28% (290)	27% (286)	14% (150)	6% (64)	24% (256)	1046
Community: Rural	27% (170)	27% (174)	12% (78)	8% (49)	26% (163)	635
Employ: Private Sector	29% (204)	30% (207)	15% (106)	8% (59)	17% (117)	692
Employ: Government	29% (51)	24% (42)	15% (26)	9% (17)	23% (40)	176
Employ: Self-Employed	29% (51)	28% (50)	17% (30)	5% (8)	22% (40)	179
Employ: Homemaker	32% (62)	28% (55)	12% (22)	8% (16)	19% (37)	192
Employ: Student	28% (27)	37% (37)	19% (19)	8% (8)	8% (8)	99
Employ: Retired	23% (112)	25% (124)	9% (44)	6% (28)	38% (188)	496
Employ: Unemployed	26% (49)	24% (44)	13% (25)	7% (12)	30% (57)	188
Employ: Other	22% (40)	25% (45)	12% (22)	5% (10)	35% (63)	178
Military HH: Yes	30% (132)	26% (114)	12% (53)	5% (23)	26% (115)	437
Military HH: No	26% (464)	28% (489)	14% (241)	8% (133)	25% (435)	1764
RD/WT: Right Direction	28% (236)	28% (238)	12% (102)	6% (51)	27% (227)	856
RD/WT: Wrong Track	27% (360)	27% (365)	14% (192)	8% (105)	24% (323)	1345

Continued on next page

Table BRD13_4: How much do you agree or disagree with each of the following statements?
There are too many streaming services

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	27% (597)	27% (603)	13% (295)	7% (157)	25% (550)	2201
Strongly Approve	31% (146)	20% (93)	12% (55)	8% (36)	30% (142)	471
Somewhat Approve	25% (121)	37% (175)	12% (57)	5% (25)	21% (100)	479
Somewhat Disapprove	27% (80)	31% (92)	13% (38)	6% (17)	25% (74)	301
Strongly Disapprove	26% (213)	26% (216)	17% (135)	8% (69)	22% (182)	816
Dont Know / No Opinion	27% (36)	20% (27)	7% (9)	8% (11)	39% (52)	135
#1 Issue: Economy	28% (155)	28% (157)	13% (74)	9% (49)	21% (119)	554
#1 Issue: Security	24% (101)	30% (127)	15% (62)	6% (26)	25% (105)	422
#1 Issue: Health Care	27% (126)	30% (136)	13% (62)	5% (24)	24% (111)	457
#1 Issue: Medicare / Social Security	34% (109)	19% (62)	9% (28)	6% (18)	33% (108)	325
#1 Issue: Women's Issues	29% (37)	21% (26)	20% (26)	12% (15)	18% (22)	125
#1 Issue: Education	28% (40)	34% (49)	15% (22)	5% (6)	18% (25)	143
#1 Issue: Energy	20% (17)	29% (25)	14% (12)	12% (10)	25% (21)	85
#1 Issue: Other	13% (12)	24% (22)	10% (9)	9% (8)	43% (39)	90
2016 Vote: Democrat Hillary Clinton	30% (209)	25% (172)	16% (109)	7% (50)	22% (156)	696
2016 Vote: Republican Donald Trump	26% (197)	28% (209)	12% (91)	6% (48)	28% (212)	757
2016 Vote: Someone else	28% (53)	31% (58)	11% (21)	7% (13)	22% (41)	185
2012 Vote: Barack Obama	28% (224)	26% (208)	13% (103)	8% (66)	24% (194)	795
2012 Vote: Mitt Romney	27% (161)	28% (168)	14% (83)	5% (27)	26% (156)	594
2012 Vote: Other	27% (25)	30% (27)	12% (11)	5% (4)	27% (25)	92
2012 Vote: Didn't Vote	26% (187)	28% (200)	14% (98)	8% (59)	24% (174)	717
4-Region: Northeast	29% (115)	28% (113)	13% (54)	7% (27)	23% (91)	402
4-Region: Midwest	26% (123)	28% (133)	13% (59)	8% (40)	25% (119)	474
4-Region: South	27% (221)	26% (210)	15% (119)	6% (47)	27% (219)	815
4-Region: West	27% (138)	29% (146)	12% (62)	8% (43)	24% (121)	511

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

Table BRD13_5: How much do you agree or disagree with each of the following statements?
I pay too much for all of my streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	13%	(276)	19%	(418)	17%	(384)	16%	(358)	35%	(765)	2201
Gender: Male	14%	(151)	20%	(211)	16%	(170)	16%	(170)	34%	(358)	1059
Gender: Female	11%	(125)	18%	(208)	19%	(214)	16%	(188)	36%	(407)	1142
Age: 18-29	16%	(77)	26%	(127)	21%	(105)	14%	(69)	23%	(116)	495
Age: 30-44	15%	(84)	24%	(129)	21%	(114)	16%	(89)	23%	(126)	541
Age: 45-54	12%	(51)	20%	(87)	18%	(80)	17%	(76)	33%	(144)	438
Age: 55-64	10%	(33)	12%	(39)	16%	(52)	16%	(51)	47%	(156)	330
Age: 65+	8%	(32)	9%	(36)	8%	(33)	18%	(72)	56%	(224)	398
PID: Dem (no lean)	13%	(92)	17%	(123)	19%	(137)	17%	(117)	33%	(235)	705
PID: Ind (no lean)	12%	(99)	20%	(157)	17%	(133)	17%	(136)	34%	(274)	800
PID: Rep (no lean)	12%	(85)	20%	(138)	16%	(114)	15%	(105)	37%	(256)	697
PID/Gender: Dem Men	15%	(46)	18%	(57)	19%	(60)	15%	(47)	32%	(101)	311
PID/Gender: Dem Women	12%	(46)	17%	(66)	19%	(76)	18%	(70)	34%	(135)	393
PID/Gender: Ind Men	16%	(59)	18%	(69)	16%	(61)	17%	(65)	32%	(121)	374
PID/Gender: Ind Women	9%	(40)	21%	(88)	17%	(72)	17%	(71)	36%	(153)	425
PID/Gender: Rep Men	12%	(46)	23%	(85)	13%	(49)	16%	(58)	37%	(137)	374
PID/Gender: Rep Women	12%	(38)	16%	(53)	20%	(65)	15%	(47)	37%	(119)	323
Tea Party: Supporter	17%	(96)	23%	(131)	15%	(87)	14%	(82)	31%	(177)	572
Tea Party: Not Supporter	11%	(178)	18%	(285)	18%	(295)	17%	(276)	36%	(585)	1619
Ideo: Liberal (1-3)	15%	(109)	22%	(162)	22%	(156)	16%	(115)	25%	(181)	722
Ideo: Moderate (4)	13%	(57)	18%	(79)	17%	(77)	17%	(76)	36%	(164)	454
Ideo: Conservative (5-7)	11%	(82)	19%	(134)	16%	(116)	18%	(132)	36%	(259)	723
Educ: < College	13%	(203)	18%	(285)	15%	(241)	16%	(247)	38%	(590)	1567
Educ: Bachelors degree	12%	(48)	21%	(85)	23%	(94)	17%	(73)	28%	(116)	416
Educ: Post-grad	11%	(24)	22%	(48)	22%	(49)	18%	(38)	27%	(59)	219
Income: Under 50k	13%	(170)	17%	(230)	16%	(204)	16%	(215)	38%	(496)	1316
Income: 50k-100k	12%	(76)	21%	(134)	19%	(124)	16%	(103)	32%	(206)	644
Income: 100k+	13%	(30)	23%	(54)	23%	(55)	16%	(39)	26%	(63)	241

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**Table BRD13_5: How much do you agree or disagree with each of the following statements?
I pay too much for all of my streaming services**

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	13% (276)	19% (418)	17% (384)	16% (358)	35% (765)	2201
Ethnicity: White	11% (196)	19% (335)	17% (299)	16% (278)	37% (642)	1750
Ethnicity: Hispanic	23% (74)	27% (88)	17% (57)	11% (37)	22% (74)	329
Ethnicity: Afr. Am.	15% (40)	16% (42)	20% (53)	20% (54)	29% (79)	269
Ethnicity: Other	22% (39)	23% (42)	17% (31)	14% (26)	24% (44)	182
Relig: Protestant	13% (66)	16% (78)	19% (93)	16% (81)	36% (177)	495
Relig: Roman Catholic	13% (63)	24% (111)	16% (75)	15% (68)	32% (151)	468
Relig: Ath./Agn./None	10% (69)	18% (124)	18% (122)	16% (106)	38% (254)	675
Relig: Something Else	15% (47)	22% (69)	17% (52)	17% (55)	29% (90)	313
Relig: Evangelical	12% (74)	17% (100)	18% (104)	16% (96)	37% (218)	590
Relig: Non-Evang. Catholics	14% (86)	20% (125)	17% (106)	16% (100)	33% (202)	620
Relig: All Christian	13% (160)	19% (225)	17% (210)	16% (196)	35% (420)	1210
Relig: All Non-Christian	12% (116)	19% (193)	18% (174)	16% (161)	35% (344)	988
Community: Urban	14% (71)	22% (116)	19% (97)	15% (76)	31% (161)	521
Community: Suburban	12% (126)	19% (200)	18% (186)	16% (171)	35% (362)	1046
Community: Rural	12% (79)	16% (102)	16% (101)	17% (110)	38% (243)	635
Employ: Private Sector	14% (94)	27% (186)	21% (144)	15% (101)	24% (168)	692
Employ: Government	16% (28)	19% (33)	17% (30)	23% (40)	25% (44)	176
Employ: Self-Employed	14% (26)	21% (38)	22% (39)	19% (34)	24% (43)	179
Employ: Homemaker	11% (22)	20% (39)	22% (42)	16% (32)	30% (58)	192
Employ: Student	21% (21)	22% (22)	27% (27)	11% (11)	18% (18)	99
Employ: Retired	9% (46)	9% (46)	11% (53)	18% (88)	53% (263)	496
Employ: Unemployed	10% (18)	14% (26)	14% (27)	14% (26)	49% (92)	188
Employ: Other	12% (21)	16% (29)	13% (23)	15% (26)	44% (79)	178
Military HH: Yes	14% (63)	19% (85)	16% (71)	13% (55)	37% (164)	437
Military HH: No	12% (213)	19% (333)	18% (313)	17% (303)	34% (602)	1764
RD/WT: Right Direction	14% (116)	20% (173)	15% (126)	13% (114)	38% (326)	856
RD/WT: Wrong Track	12% (160)	18% (245)	19% (257)	18% (244)	33% (439)	1345

Continued on next page

**Table BRD13_5: How much do you agree or disagree with each of the following statements?
I pay too much for all of my streaming services**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	13%	(276)	19%	(418)	17%	(384)	16%	(358)	35%	(765)	2201
Strongly Approve	15%	(70)	16%	(74)	12%	(57)	15%	(70)	42%	(199)	471
Somewhat Approve	12%	(57)	24%	(113)	18%	(84)	14%	(69)	32%	(155)	479
Somewhat Disapprove	11%	(33)	17%	(53)	18%	(55)	22%	(67)	31%	(93)	301
Strongly Disapprove	12%	(100)	20%	(159)	22%	(179)	16%	(129)	30%	(248)	816
Dont Know / No Opinion	11%	(15)	14%	(19)	6%	(8)	16%	(22)	52%	(71)	135
#1 Issue: Economy	14%	(77)	18%	(98)	17%	(96)	19%	(104)	32%	(179)	554
#1 Issue: Security	10%	(43)	19%	(79)	18%	(76)	19%	(81)	34%	(142)	422
#1 Issue: Health Care	15%	(71)	21%	(97)	19%	(89)	12%	(57)	31%	(144)	457
#1 Issue: Medicare / Social Security	13%	(42)	13%	(42)	10%	(33)	13%	(43)	51%	(166)	325
#1 Issue: Women's Issues	13%	(16)	26%	(32)	21%	(26)	10%	(13)	30%	(38)	125
#1 Issue: Education	12%	(17)	24%	(34)	24%	(34)	18%	(25)	23%	(33)	143
#1 Issue: Energy	6%	(5)	29%	(25)	21%	(18)	21%	(18)	23%	(20)	85
#1 Issue: Other	6%	(6)	13%	(11)	14%	(12)	19%	(17)	49%	(44)	90
2016 Vote: Democrat Hillary Clinton	14%	(99)	20%	(140)	21%	(143)	15%	(104)	30%	(211)	696
2016 Vote: Republican Donald Trump	12%	(90)	18%	(139)	13%	(101)	17%	(131)	39%	(296)	757
2016 Vote: Someone else	12%	(23)	21%	(38)	25%	(46)	18%	(34)	24%	(45)	185
2012 Vote: Barack Obama	13%	(106)	20%	(162)	20%	(158)	16%	(126)	31%	(244)	795
2012 Vote: Mitt Romney	12%	(74)	17%	(101)	15%	(90)	17%	(102)	38%	(228)	594
2012 Vote: Other	6%	(6)	19%	(17)	15%	(14)	19%	(17)	41%	(38)	92
2012 Vote: Didn't Vote	13%	(90)	19%	(139)	17%	(122)	16%	(113)	35%	(254)	717
4-Region: Northeast	13%	(52)	21%	(85)	17%	(70)	13%	(54)	35%	(141)	402
4-Region: Midwest	13%	(61)	17%	(80)	17%	(82)	18%	(86)	35%	(165)	474
4-Region: South	12%	(97)	17%	(142)	16%	(134)	17%	(141)	37%	(301)	815
4-Region: West	13%	(66)	22%	(111)	19%	(98)	15%	(77)	31%	(159)	511

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

Table BRD13_6: How much do you agree or disagree with each of the following statements?
I wish all of the shows I wanted to watch were on one streaming service

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	43% (952)	21% (465)	5% (101)	6% (128)	25% (555)	2201
Gender: Male	38% (403)	23% (243)	6% (59)	7% (74)	26% (280)	1059
Gender: Female	48% (549)	19% (223)	4% (41)	5% (54)	24% (275)	1142
Age: 18-29	52% (256)	21% (104)	6% (30)	4% (19)	17% (85)	495
Age: 30-44	54% (293)	24% (131)	4% (23)	3% (16)	14% (78)	541
Age: 45-54	47% (207)	20% (89)	5% (22)	6% (25)	21% (94)	438
Age: 55-64	34% (113)	21% (68)	4% (15)	8% (26)	33% (109)	330
Age: 65+	21% (83)	19% (74)	3% (11)	10% (41)	48% (189)	398
PID: Dem (no lean)	44% (308)	21% (148)	5% (34)	6% (42)	24% (172)	705
PID: Ind (no lean)	46% (364)	21% (166)	4% (32)	6% (48)	24% (190)	800
PID: Rep (no lean)	40% (280)	22% (151)	5% (34)	5% (38)	28% (194)	697
PID/Gender: Dem Men	38% (117)	25% (77)	6% (18)	8% (25)	24% (74)	311
PID/Gender: Dem Women	49% (191)	18% (72)	4% (16)	4% (16)	25% (98)	393
PID/Gender: Ind Men	41% (152)	23% (86)	5% (20)	6% (22)	25% (94)	374
PID/Gender: Ind Women	50% (212)	19% (80)	3% (12)	6% (26)	23% (96)	425
PID/Gender: Rep Men	36% (134)	21% (80)	6% (21)	7% (26)	30% (112)	374
PID/Gender: Rep Women	45% (145)	22% (71)	4% (14)	4% (12)	25% (81)	323
Tea Party: Supporter	46% (262)	23% (129)	5% (30)	6% (37)	20% (115)	572
Tea Party: Not Supporter	42% (686)	21% (336)	4% (71)	6% (91)	27% (434)	1619
Ideo: Liberal (1-3)	47% (341)	25% (180)	4% (30)	6% (40)	18% (131)	722
Ideo: Moderate (4)	41% (188)	22% (100)	6% (25)	4% (20)	26% (120)	454
Ideo: Conservative (5-7)	42% (305)	21% (150)	4% (32)	8% (57)	25% (179)	723
Educ: < College	41% (640)	20% (314)	5% (78)	6% (95)	28% (439)	1567
Educ: Bachelors degree	51% (211)	23% (97)	3% (12)	5% (21)	18% (75)	416
Educ: Post-grad	46% (102)	24% (53)	5% (11)	6% (12)	19% (41)	219
Income: Under 50k	40% (533)	21% (275)	5% (65)	7% (90)	27% (354)	1316
Income: 50k-100k	46% (293)	22% (143)	4% (23)	4% (26)	25% (158)	644
Income: 100k+	52% (126)	20% (48)	5% (13)	5% (12)	18% (42)	241

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Table BRD13_6: How much do you agree or disagree with each of the following statements?
I wish all of the shows I wanted to watch were on one streaming service

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	43% (952)	21% (465)	5% (101)	6% (128)	25% (555)	2201
Ethnicity: White	44% (773)	21% (361)	4% (68)	6% (99)	26% (450)	1750
Ethnicity: Hispanic	46% (152)	26% (86)	7% (23)	4% (12)	17% (57)	329
Ethnicity: Afr. Am.	38% (101)	21% (55)	7% (19)	8% (21)	27% (72)	269
Ethnicity: Other	43% (78)	27% (49)	7% (14)	5% (8)	18% (33)	182
Relig: Protestant	45% (221)	20% (100)	4% (19)	7% (33)	25% (123)	495
Relig: Roman Catholic	41% (194)	24% (113)	5% (23)	7% (31)	23% (108)	468
Relig: Ath./Agn./None	42% (281)	20% (134)	4% (30)	4% (30)	30% (201)	675
Relig: Something Else	46% (144)	21% (65)	6% (18)	4% (13)	23% (72)	313
Relig: Evangelical	43% (254)	22% (131)	5% (29)	6% (38)	23% (137)	590
Relig: Non-Evang. Catholics	44% (273)	22% (134)	4% (24)	7% (46)	23% (143)	620
Relig: All Christian	44% (527)	22% (265)	4% (53)	7% (84)	23% (280)	1210
Relig: All Non-Christian	43% (425)	20% (199)	5% (48)	4% (44)	28% (273)	988
Community: Urban	40% (207)	23% (121)	5% (28)	6% (30)	26% (136)	521
Community: Suburban	46% (477)	21% (219)	4% (45)	5% (53)	24% (252)	1046
Community: Rural	42% (268)	20% (125)	4% (28)	7% (46)	26% (167)	635
Employ: Private Sector	51% (355)	23% (161)	4% (30)	3% (22)	18% (125)	692
Employ: Government	51% (89)	24% (42)	5% (9)	9% (15)	11% (20)	176
Employ: Self-Employed	42% (74)	25% (45)	7% (13)	6% (10)	20% (36)	179
Employ: Homemaker	55% (106)	21% (40)	2% (5)	4% (8)	17% (33)	192
Employ: Student	60% (60)	19% (18)	6% (6)	3% (3)	12% (12)	99
Employ: Retired	27% (132)	18% (89)	3% (14)	10% (49)	42% (211)	496
Employ: Unemployed	38% (71)	18% (34)	6% (11)	6% (10)	33% (61)	188
Employ: Other	36% (65)	20% (35)	7% (12)	5% (9)	32% (57)	178
Military HH: Yes	42% (183)	19% (84)	4% (17)	8% (33)	27% (120)	437
Military HH: No	44% (769)	22% (381)	5% (84)	5% (95)	25% (435)	1764
RD/WT: Right Direction	39% (334)	23% (193)	4% (34)	6% (49)	29% (246)	856
RD/WT: Wrong Track	46% (618)	20% (272)	5% (66)	6% (80)	23% (309)	1345

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Table BRD13_6: How much do you agree or disagree with each of the following statements?
I wish all of the shows I wanted to watch were on one streaming service

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	43% (952)	21% (465)	5% (101)	6% (128)	25% (555)	2201
Strongly Approve	40% (188)	18% (85)	5% (22)	6% (28)	31% (148)	471
Somewhat Approve	43% (206)	24% (114)	4% (20)	6% (29)	23% (110)	479
Somewhat Disapprove	41% (122)	23% (70)	8% (24)	4% (13)	24% (71)	301
Strongly Disapprove	49% (397)	20% (167)	4% (31)	6% (51)	21% (170)	816
Dont Know / No Opinion	28% (38)	22% (30)	3% (4)	5% (7)	41% (56)	135
#1 Issue: Economy	48% (269)	20% (109)	3% (15)	6% (34)	23% (128)	554
#1 Issue: Security	38% (160)	21% (90)	7% (30)	7% (30)	27% (112)	422
#1 Issue: Health Care	47% (215)	26% (118)	5% (21)	5% (21)	18% (83)	457
#1 Issue: Medicare / Social Security	32% (103)	20% (64)	4% (12)	10% (34)	35% (113)	325
#1 Issue: Women's Issues	48% (60)	23% (29)	2% (3)	2% (2)	25% (31)	125
#1 Issue: Education	49% (69)	24% (35)	7% (9)	2% (2)	19% (27)	143
#1 Issue: Energy	49% (42)	12% (10)	9% (8)	3% (2)	27% (23)	85
#1 Issue: Other	38% (34)	12% (11)	3% (3)	4% (4)	43% (39)	90
2016 Vote: Democrat Hillary Clinton	48% (331)	22% (154)	4% (30)	5% (38)	21% (143)	696
2016 Vote: Republican Donald Trump	39% (298)	20% (153)	4% (27)	6% (48)	30% (230)	757
2016 Vote: Someone else	48% (88)	21% (38)	6% (10)	6% (10)	21% (38)	185
2012 Vote: Barack Obama	43% (341)	24% (187)	5% (38)	6% (51)	22% (179)	795
2012 Vote: Mitt Romney	43% (256)	19% (115)	3% (15)	6% (37)	29% (171)	594
2012 Vote: Other	43% (39)	21% (19)	4% (4)	8% (7)	25% (23)	92
2012 Vote: Didn't Vote	44% (316)	20% (143)	6% (44)	5% (33)	25% (181)	717
4-Region: Northeast	43% (173)	22% (87)	5% (19)	5% (20)	25% (102)	402
4-Region: Midwest	41% (196)	23% (107)	4% (19)	8% (40)	24% (112)	474
4-Region: South	44% (360)	18% (147)	5% (42)	6% (47)	27% (219)	815
4-Region: West	44% (222)	24% (124)	4% (22)	4% (21)	24% (122)	511

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

Table BRD13_7: How much do you agree or disagree with each of the following statements?
Streaming providers produce quality movies and shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	25%	(544)	33%	(736)	8%	(185)	4%	(93)	29%	(643)	2201
Gender: Male	25%	(263)	31%	(333)	11%	(112)	4%	(40)	29%	(311)	1059
Gender: Female	25%	(282)	35%	(403)	6%	(73)	5%	(53)	29%	(331)	1142
Age: 18-29	33%	(164)	33%	(163)	9%	(44)	5%	(26)	20%	(97)	495
Age: 30-44	28%	(153)	42%	(227)	9%	(47)	3%	(16)	18%	(98)	541
Age: 45-54	27%	(119)	33%	(142)	10%	(45)	4%	(19)	26%	(113)	438
Age: 55-64	19%	(64)	35%	(116)	6%	(21)	4%	(13)	35%	(116)	330
Age: 65+	11%	(45)	22%	(88)	7%	(28)	5%	(18)	55%	(219)	398
PID: Dem (no lean)	29%	(201)	34%	(240)	5%	(38)	4%	(26)	28%	(199)	705
PID: Ind (no lean)	25%	(196)	31%	(249)	10%	(81)	5%	(37)	30%	(236)	800
PID: Rep (no lean)	21%	(147)	35%	(247)	9%	(66)	4%	(30)	30%	(207)	697
PID/Gender: Dem Men	32%	(100)	31%	(96)	7%	(22)	3%	(10)	27%	(83)	311
PID/Gender: Dem Women	26%	(102)	36%	(143)	4%	(17)	4%	(16)	29%	(116)	393
PID/Gender: Ind Men	24%	(89)	30%	(111)	15%	(55)	4%	(14)	28%	(105)	374
PID/Gender: Ind Women	25%	(108)	32%	(138)	6%	(26)	5%	(22)	31%	(132)	425
PID/Gender: Rep Men	20%	(74)	34%	(126)	9%	(35)	4%	(15)	33%	(123)	374
PID/Gender: Rep Women	22%	(72)	38%	(122)	10%	(31)	4%	(14)	26%	(84)	323
Tea Party: Supporter	28%	(160)	34%	(197)	10%	(57)	6%	(34)	22%	(124)	572
Tea Party: Not Supporter	24%	(381)	33%	(539)	8%	(128)	4%	(58)	32%	(512)	1619
Ideo: Liberal (1-3)	36%	(263)	33%	(235)	8%	(56)	4%	(28)	19%	(140)	722
Ideo: Moderate (4)	20%	(91)	34%	(156)	11%	(51)	5%	(24)	29%	(131)	454
Ideo: Conservative (5-7)	19%	(140)	37%	(265)	8%	(60)	5%	(35)	31%	(223)	723
Educ: < College	24%	(376)	31%	(480)	9%	(135)	4%	(69)	32%	(506)	1567
Educ: Bachelors degree	27%	(112)	39%	(164)	9%	(36)	3%	(12)	22%	(92)	416
Educ: Post-grad	26%	(56)	42%	(92)	6%	(13)	6%	(12)	20%	(45)	219
Income: Under 50k	24%	(312)	32%	(422)	8%	(111)	5%	(68)	31%	(402)	1316
Income: 50k-100k	24%	(155)	35%	(227)	8%	(49)	3%	(20)	30%	(193)	644
Income: 100k+	32%	(78)	36%	(87)	10%	(25)	2%	(4)	20%	(48)	241

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Table BRD13_7: How much do you agree or disagree with each of the following statements?
Streaming providers produce quality movies and shows

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	25% (544)	33% (736)	8% (185)	4% (93)	29% (643)	2201
Ethnicity: White	24% (424)	34% (588)	8% (136)	4% (73)	30% (529)	1750
Ethnicity: Hispanic	32% (105)	30% (99)	12% (38)	7% (22)	20% (65)	329
Ethnicity: Afr. Am.	25% (68)	33% (88)	10% (26)	5% (12)	28% (75)	269
Ethnicity: Other	29% (52)	34% (61)	13% (23)	4% (7)	21% (38)	182
Relig: Protestant	23% (114)	36% (180)	8% (40)	4% (22)	28% (140)	495
Relig: Roman Catholic	24% (114)	34% (160)	10% (45)	4% (17)	28% (131)	468
Relig: Ath./Agn./None	26% (174)	31% (209)	7% (45)	4% (27)	33% (221)	675
Relig: Something Else	28% (86)	35% (108)	10% (31)	4% (13)	24% (74)	313
Relig: Evangelical	22% (132)	34% (203)	9% (53)	5% (29)	29% (174)	590
Relig: Non-Evang. Catholics	25% (152)	35% (215)	9% (56)	4% (24)	28% (173)	620
Relig: All Christian	23% (284)	35% (418)	9% (109)	4% (53)	29% (346)	1210
Relig: All Non-Christian	26% (260)	32% (317)	8% (77)	4% (40)	30% (295)	988
Community: Urban	24% (127)	36% (187)	7% (35)	2% (11)	31% (161)	521
Community: Suburban	27% (287)	32% (339)	10% (101)	4% (42)	26% (277)	1046
Community: Rural	21% (131)	33% (210)	8% (49)	6% (40)	32% (205)	635
Employ: Private Sector	27% (189)	40% (274)	11% (74)	2% (17)	20% (138)	692
Employ: Government	26% (45)	41% (72)	8% (13)	8% (14)	17% (31)	176
Employ: Self-Employed	32% (57)	28% (51)	10% (19)	3% (4)	27% (48)	179
Employ: Homemaker	26% (50)	41% (78)	9% (18)	4% (7)	20% (38)	192
Employ: Student	32% (32)	36% (35)	11% (11)	7% (7)	14% (14)	99
Employ: Retired	17% (84)	24% (118)	6% (27)	6% (29)	48% (238)	496
Employ: Unemployed	27% (50)	29% (54)	4% (8)	4% (7)	36% (68)	188
Employ: Other	20% (36)	30% (53)	8% (14)	3% (6)	38% (68)	178
Military HH: Yes	27% (118)	29% (125)	9% (39)	6% (28)	29% (128)	437
Military HH: No	24% (426)	35% (611)	8% (146)	4% (65)	29% (515)	1764
RD/WT: Right Direction	22% (190)	33% (282)	8% (68)	4% (36)	33% (280)	856
RD/WT: Wrong Track	26% (354)	34% (454)	9% (117)	4% (57)	27% (363)	1345

Continued on next page

Table BRD13_7: How much do you agree or disagree with each of the following statements?
Streaming providers produce quality movies and shows

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	25% (544)	33% (736)	8% (185)	4% (93)	29% (643)	2201
Strongly Approve	24% (113)	28% (133)	7% (32)	5% (22)	36% (170)	471
Somewhat Approve	21% (101)	40% (192)	10% (49)	3% (16)	25% (120)	479
Somewhat Disapprove	24% (71)	36% (108)	9% (26)	4% (11)	28% (85)	301
Strongly Disapprove	29% (235)	33% (267)	9% (71)	4% (37)	25% (206)	816
Dont Know / No Opinion	18% (24)	26% (35)	6% (8)	6% (7)	45% (61)	135
#1 Issue: Economy	27% (147)	35% (195)	7% (41)	5% (26)	26% (146)	554
#1 Issue: Security	21% (90)	33% (141)	10% (43)	4% (18)	31% (129)	422
#1 Issue: Health Care	29% (131)	36% (163)	7% (31)	3% (14)	26% (117)	457
#1 Issue: Medicare / Social Security	19% (62)	25% (80)	9% (29)	7% (22)	40% (131)	325
#1 Issue: Women's Issues	36% (45)	25% (31)	7% (8)	7% (9)	25% (32)	125
#1 Issue: Education	22% (31)	43% (62)	12% (17)	2% (3)	21% (30)	143
#1 Issue: Energy	26% (22)	39% (34)	14% (12)	— (0)	20% (17)	85
#1 Issue: Other	18% (16)	34% (30)	3% (3)	1% (1)	44% (40)	90
2016 Vote: Democrat Hillary Clinton	31% (214)	33% (227)	9% (60)	5% (32)	23% (163)	696
2016 Vote: Republican Donald Trump	21% (156)	34% (259)	7% (52)	5% (36)	33% (254)	757
2016 Vote: Someone else	28% (51)	35% (65)	9% (17)	3% (6)	25% (46)	185
2012 Vote: Barack Obama	27% (213)	33% (262)	8% (65)	5% (36)	28% (219)	795
2012 Vote: Mitt Romney	22% (133)	34% (202)	8% (50)	4% (22)	32% (188)	594
2012 Vote: Other	20% (19)	32% (30)	9% (9)	4% (3)	34% (32)	92
2012 Vote: Didn't Vote	25% (180)	34% (241)	9% (61)	4% (32)	28% (204)	717
4-Region: Northeast	26% (103)	34% (137)	9% (36)	3% (12)	28% (114)	402
4-Region: Midwest	21% (101)	36% (170)	7% (33)	5% (24)	31% (146)	474
4-Region: South	23% (190)	31% (255)	9% (75)	4% (36)	32% (259)	815
4-Region: West	29% (150)	34% (175)	8% (41)	4% (21)	24% (124)	511

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

Table BRD13_8: How much do you agree or disagree with each of the following statements?
I subscribe to too many streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	10%	(215)	12%	(271)	17%	(364)	33%	(722)	29%	(628)	2201
Gender: Male	12%	(124)	14%	(149)	14%	(152)	31%	(331)	29%	(303)	1059
Gender: Female	8%	(91)	11%	(122)	19%	(212)	34%	(391)	28%	(325)	1142
Age: 18-29	17%	(86)	17%	(84)	20%	(98)	22%	(110)	24%	(117)	495
Age: 30-44	13%	(68)	18%	(97)	20%	(106)	30%	(162)	20%	(107)	541
Age: 45-54	8%	(36)	12%	(54)	15%	(66)	39%	(169)	26%	(113)	438
Age: 55-64	5%	(18)	4%	(15)	17%	(55)	37%	(122)	37%	(121)	330
Age: 65+	2%	(7)	5%	(22)	10%	(40)	40%	(160)	43%	(170)	398
PID: Dem (no lean)	10%	(70)	11%	(76)	19%	(136)	32%	(226)	28%	(197)	705
PID: Ind (no lean)	9%	(73)	13%	(103)	17%	(132)	33%	(268)	28%	(224)	800
PID: Rep (no lean)	10%	(72)	13%	(93)	14%	(96)	33%	(228)	30%	(207)	697
PID/Gender: Dem Men	14%	(43)	13%	(39)	17%	(54)	29%	(91)	27%	(84)	311
PID/Gender: Dem Women	7%	(28)	9%	(37)	21%	(82)	34%	(134)	29%	(112)	393
PID/Gender: Ind Men	10%	(37)	15%	(55)	15%	(58)	32%	(120)	28%	(105)	374
PID/Gender: Ind Women	8%	(36)	11%	(48)	17%	(74)	35%	(148)	28%	(119)	425
PID/Gender: Rep Men	12%	(45)	15%	(55)	11%	(41)	32%	(119)	31%	(114)	374
PID/Gender: Rep Women	9%	(28)	12%	(38)	17%	(56)	34%	(109)	29%	(93)	323
Tea Party: Supporter	15%	(86)	17%	(98)	15%	(87)	28%	(162)	24%	(139)	572
Tea Party: Not Supporter	8%	(129)	11%	(171)	17%	(277)	34%	(555)	30%	(486)	1619
Ideo: Liberal (1-3)	15%	(109)	15%	(107)	20%	(146)	30%	(218)	20%	(142)	722
Ideo: Moderate (4)	6%	(28)	13%	(57)	18%	(80)	31%	(142)	32%	(146)	454
Ideo: Conservative (5-7)	7%	(53)	12%	(83)	15%	(111)	39%	(282)	27%	(194)	723
Educ: < College	11%	(167)	11%	(179)	15%	(237)	31%	(484)	32%	(500)	1567
Educ: Bachelors degree	7%	(31)	15%	(61)	21%	(86)	37%	(153)	21%	(85)	416
Educ: Post-grad	8%	(17)	15%	(32)	19%	(42)	39%	(85)	19%	(42)	219
Income: Under 50k	10%	(136)	11%	(138)	15%	(196)	33%	(433)	31%	(412)	1316
Income: 50k-100k	8%	(49)	16%	(101)	19%	(120)	32%	(205)	26%	(169)	644
Income: 100k+	12%	(30)	13%	(32)	20%	(49)	35%	(84)	19%	(46)	241

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Table BRD13_8: How much do you agree or disagree with each of the following statements?
I subscribe to too many streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	10%	(215)	12%	(271)	17%	(364)	33%	(722)	29%	(628)	2201
Ethnicity: White	8%	(135)	12%	(206)	17%	(305)	33%	(583)	30%	(523)	1750
Ethnicity: Hispanic	22%	(73)	16%	(52)	20%	(66)	21%	(70)	21%	(69)	329
Ethnicity: Afr. Am.	17%	(46)	13%	(35)	10%	(28)	36%	(96)	24%	(64)	269
Ethnicity: Other	19%	(35)	17%	(31)	18%	(32)	24%	(43)	23%	(41)	182
Relig: Protestant	10%	(48)	9%	(44)	16%	(81)	37%	(181)	29%	(141)	495
Relig: Roman Catholic	10%	(45)	15%	(72)	18%	(82)	30%	(142)	27%	(127)	468
Relig: Ath./Agn./None	10%	(65)	9%	(59)	18%	(121)	31%	(211)	32%	(219)	675
Relig: Something Else	10%	(32)	19%	(61)	16%	(50)	32%	(101)	22%	(70)	313
Relig: Evangelical	10%	(61)	12%	(74)	14%	(84)	35%	(204)	28%	(168)	590
Relig: Non-Evang. Catholics	9%	(58)	13%	(78)	18%	(109)	33%	(206)	27%	(169)	620
Relig: All Christian	10%	(119)	13%	(151)	16%	(193)	34%	(410)	28%	(337)	1210
Relig: All Non-Christian	10%	(96)	12%	(120)	17%	(171)	32%	(311)	29%	(289)	988
Community: Urban	10%	(52)	14%	(75)	16%	(85)	31%	(162)	28%	(146)	521
Community: Suburban	11%	(111)	12%	(120)	18%	(186)	33%	(343)	27%	(285)	1046
Community: Rural	8%	(52)	12%	(76)	15%	(93)	34%	(217)	31%	(197)	635
Employ: Private Sector	13%	(89)	15%	(107)	19%	(132)	31%	(212)	22%	(152)	692
Employ: Government	9%	(16)	16%	(28)	18%	(32)	36%	(63)	20%	(35)	176
Employ: Self-Employed	12%	(22)	16%	(29)	17%	(31)	32%	(58)	22%	(40)	179
Employ: Homemaker	13%	(25)	17%	(32)	16%	(30)	30%	(57)	25%	(47)	192
Employ: Student	10%	(10)	15%	(15)	34%	(34)	27%	(27)	14%	(13)	99
Employ: Retired	4%	(18)	5%	(24)	12%	(62)	39%	(195)	40%	(197)	496
Employ: Unemployed	10%	(18)	8%	(14)	9%	(17)	32%	(60)	42%	(78)	188
Employ: Other	10%	(18)	12%	(21)	14%	(26)	28%	(50)	36%	(64)	178
Military HH: Yes	12%	(54)	14%	(60)	13%	(56)	32%	(140)	29%	(128)	437
Military HH: No	9%	(162)	12%	(211)	17%	(308)	33%	(582)	28%	(500)	1764
RD/WT: Right Direction	13%	(110)	13%	(114)	13%	(115)	29%	(251)	31%	(266)	856
RD/WT: Wrong Track	8%	(105)	12%	(158)	19%	(249)	35%	(471)	27%	(362)	1345

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Table BRD13_8: How much do you agree or disagree with each of the following statements?
I subscribe to too many streaming services

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	10%	(215)	12%	(271)	17%	(364)	33%	(722)	29%	(628)	2201
Strongly Approve	14%	(66)	11%	(50)	10%	(49)	32%	(150)	33%	(156)	471
Somewhat Approve	10%	(47)	16%	(79)	17%	(80)	29%	(139)	28%	(135)	479
Somewhat Disapprove	8%	(26)	15%	(45)	14%	(43)	37%	(112)	25%	(75)	301
Strongly Disapprove	9%	(72)	11%	(89)	21%	(174)	35%	(283)	24%	(197)	816
Dont Know / No Opinion	3%	(5)	7%	(10)	13%	(18)	28%	(38)	48%	(65)	135
#1 Issue: Economy	10%	(55)	13%	(75)	17%	(93)	34%	(188)	26%	(144)	554
#1 Issue: Security	8%	(35)	14%	(59)	16%	(68)	34%	(142)	28%	(117)	422
#1 Issue: Health Care	13%	(59)	11%	(48)	17%	(76)	36%	(163)	24%	(111)	457
#1 Issue: Medicare / Social Security	8%	(25)	8%	(25)	12%	(39)	31%	(100)	42%	(136)	325
#1 Issue: Women's Issues	13%	(16)	13%	(16)	24%	(31)	24%	(30)	25%	(31)	125
#1 Issue: Education	12%	(17)	20%	(28)	17%	(25)	28%	(40)	23%	(33)	143
#1 Issue: Energy	6%	(5)	19%	(16)	22%	(18)	33%	(28)	20%	(17)	85
#1 Issue: Other	3%	(3)	4%	(4)	16%	(14)	34%	(31)	42%	(38)	90
2016 Vote: Democrat Hillary Clinton	11%	(77)	12%	(82)	20%	(142)	34%	(237)	23%	(159)	696
2016 Vote: Republican Donald Trump	9%	(66)	12%	(91)	13%	(99)	36%	(269)	31%	(232)	757
2016 Vote: Someone else	6%	(12)	17%	(31)	22%	(40)	32%	(60)	23%	(43)	185
2012 Vote: Barack Obama	10%	(78)	12%	(95)	19%	(149)	35%	(276)	25%	(198)	795
2012 Vote: Mitt Romney	9%	(53)	12%	(72)	14%	(84)	35%	(207)	30%	(177)	594
2012 Vote: Other	4%	(4)	15%	(14)	10%	(9)	42%	(39)	28%	(26)	92
2012 Vote: Didn't Vote	11%	(80)	13%	(91)	17%	(121)	28%	(200)	31%	(225)	717
4-Region: Northeast	8%	(34)	14%	(56)	21%	(84)	30%	(121)	27%	(107)	402
4-Region: Midwest	7%	(35)	11%	(52)	16%	(74)	36%	(170)	30%	(143)	474
4-Region: South	10%	(84)	11%	(91)	14%	(113)	35%	(283)	30%	(242)	815
4-Region: West	12%	(62)	14%	(72)	18%	(93)	29%	(148)	27%	(136)	511

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

Table BRD13_9: How much do you agree or disagree with each of the following statements?
Streaming services make it easy to watch the shows and movies I want

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	30% (654)	29% (645)	7% (148)	6% (139)	28% (615)	2201
Gender: Male	28% (295)	28% (296)	8% (85)	7% (79)	29% (305)	1059
Gender: Female	31% (359)	31% (349)	6% (64)	5% (60)	27% (310)	1142
Age: 18-29	38% (188)	28% (137)	9% (44)	6% (30)	19% (96)	495
Age: 30-44	40% (214)	33% (177)	7% (38)	4% (20)	17% (91)	541
Age: 45-54	33% (144)	32% (139)	6% (25)	5% (24)	24% (106)	438
Age: 55-64	19% (63)	30% (99)	6% (21)	9% (29)	36% (119)	330
Age: 65+	12% (46)	23% (93)	5% (20)	9% (36)	51% (203)	398
PID: Dem (no lean)	33% (230)	28% (198)	5% (38)	6% (44)	28% (195)	705
PID: Ind (no lean)	28% (224)	29% (232)	9% (70)	6% (50)	28% (223)	800
PID: Rep (no lean)	29% (199)	31% (216)	6% (40)	6% (45)	28% (197)	697
PID/Gender: Dem Men	34% (105)	26% (82)	5% (15)	7% (21)	28% (88)	311
PID/Gender: Dem Women	32% (125)	29% (116)	6% (23)	6% (22)	27% (107)	393
PID/Gender: Ind Men	25% (92)	27% (100)	13% (47)	8% (31)	28% (104)	374
PID/Gender: Ind Women	31% (132)	31% (132)	6% (23)	4% (19)	28% (119)	425
PID/Gender: Rep Men	26% (98)	31% (114)	6% (23)	7% (26)	30% (113)	374
PID/Gender: Rep Women	31% (102)	31% (101)	5% (17)	6% (19)	26% (84)	323
Tea Party: Supporter	35% (198)	31% (180)	6% (34)	6% (36)	22% (124)	572
Tea Party: Not Supporter	28% (453)	29% (465)	7% (114)	6% (102)	30% (484)	1619
Ideo: Liberal (1-3)	37% (270)	31% (224)	7% (52)	5% (34)	20% (143)	722
Ideo: Moderate (4)	25% (114)	33% (148)	6% (26)	9% (42)	27% (122)	454
Ideo: Conservative (5-7)	28% (200)	30% (214)	6% (42)	8% (56)	29% (210)	723
Educ: < College	28% (445)	28% (435)	7% (109)	6% (100)	31% (478)	1567
Educ: Bachelors degree	34% (142)	33% (137)	6% (25)	5% (21)	22% (91)	416
Educ: Post-grad	30% (66)	33% (73)	7% (14)	8% (18)	21% (46)	219
Income: Under 50k	27% (357)	28% (373)	7% (90)	8% (102)	30% (394)	1316
Income: 50k-100k	32% (207)	29% (189)	7% (44)	4% (27)	27% (177)	644
Income: 100k+	37% (89)	34% (83)	6% (15)	4% (10)	18% (44)	241

Continued on next page

Table BRD13_9: How much do you agree or disagree with each of the following statements?
Streaming services make it easy to watch the shows and movies I want

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	30% (654)	29% (645)	7% (148)	6% (139)	28% (615)	2201
Ethnicity: White	29% (513)	30% (520)	6% (112)	6% (100)	29% (505)	1750
Ethnicity: Hispanic	36% (117)	27% (90)	10% (33)	5% (17)	22% (71)	329
Ethnicity: Afr. Am.	26% (70)	32% (86)	6% (15)	10% (27)	26% (71)	269
Ethnicity: Other	39% (70)	21% (39)	12% (21)	7% (13)	21% (39)	182
Relig: Protestant	30% (150)	30% (146)	5% (26)	7% (36)	28% (138)	495
Relig: Roman Catholic	28% (129)	31% (145)	6% (29)	8% (36)	28% (129)	468
Relig: Ath./Agn./None	29% (196)	27% (182)	8% (53)	5% (31)	32% (213)	675
Relig: Something Else	35% (109)	30% (93)	9% (29)	5% (16)	21% (66)	313
Relig: Evangelical	27% (158)	34% (200)	5% (29)	8% (46)	27% (158)	590
Relig: Non-Evang. Catholics	31% (190)	27% (169)	6% (37)	7% (46)	28% (176)	620
Relig: All Christian	29% (349)	30% (369)	5% (66)	8% (92)	28% (334)	1210
Relig: All Non-Christian	31% (305)	28% (275)	8% (82)	5% (47)	28% (279)	988
Community: Urban	33% (170)	27% (139)	6% (33)	5% (28)	29% (150)	521
Community: Suburban	30% (313)	31% (327)	6% (68)	6% (63)	26% (275)	1046
Community: Rural	27% (170)	28% (180)	7% (47)	8% (48)	30% (189)	635
Employ: Private Sector	34% (238)	36% (246)	6% (43)	5% (33)	19% (132)	692
Employ: Government	39% (68)	28% (49)	8% (14)	11% (20)	14% (25)	176
Employ: Self-Employed	33% (58)	28% (50)	12% (22)	4% (8)	23% (41)	179
Employ: Homemaker	40% (76)	32% (62)	5% (10)	5% (9)	18% (35)	192
Employ: Student	44% (44)	28% (27)	8% (8)	7% (7)	14% (14)	99
Employ: Retired	16% (80)	23% (115)	6% (28)	8% (42)	47% (232)	496
Employ: Unemployed	24% (44)	27% (51)	8% (15)	5% (9)	36% (68)	188
Employ: Other	25% (45)	25% (44)	5% (9)	6% (12)	38% (68)	178
Military HH: Yes	30% (133)	26% (115)	5% (23)	7% (33)	31% (134)	437
Military HH: No	30% (521)	30% (530)	7% (125)	6% (106)	27% (481)	1764
RD/WT: Right Direction	27% (232)	30% (255)	6% (52)	6% (50)	31% (265)	856
RD/WT: Wrong Track	31% (421)	29% (390)	7% (96)	7% (89)	26% (350)	1345

Continued on next page

Table BRD13_9: How much do you agree or disagree with each of the following statements?
Streaming services make it easy to watch the shows and movies I want

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	30% (654)	29% (645)	7% (148)	6% (139)	28% (615)	2201
Strongly Approve	29% (138)	26% (123)	5% (21)	8% (38)	32% (150)	471
Somewhat Approve	28% (136)	33% (159)	8% (36)	6% (30)	25% (118)	479
Somewhat Disapprove	26% (77)	33% (99)	7% (21)	8% (24)	26% (79)	301
Strongly Disapprove	34% (279)	28% (229)	7% (56)	5% (41)	26% (210)	816
Dont Know / No Opinion	16% (22)	25% (34)	11% (14)	5% (6)	43% (58)	135
#1 Issue: Economy	32% (176)	31% (170)	6% (31)	7% (36)	25% (141)	554
#1 Issue: Security	30% (126)	31% (131)	7% (29)	7% (29)	25% (107)	422
#1 Issue: Health Care	30% (137)	33% (152)	8% (37)	6% (28)	22% (102)	457
#1 Issue: Medicare / Social Security	21% (68)	21% (69)	5% (15)	9% (28)	45% (145)	325
#1 Issue: Women's Issues	40% (50)	26% (33)	8% (10)	2% (3)	24% (30)	125
#1 Issue: Education	35% (50)	30% (43)	12% (17)	4% (6)	19% (27)	143
#1 Issue: Energy	33% (28)	34% (29)	5% (4)	7% (6)	22% (19)	85
#1 Issue: Other	21% (19)	21% (19)	5% (5)	4% (4)	49% (44)	90
2016 Vote: Democrat Hillary Clinton	33% (232)	29% (203)	6% (43)	7% (51)	24% (167)	696
2016 Vote: Republican Donald Trump	28% (212)	29% (216)	5% (40)	7% (54)	31% (235)	757
2016 Vote: Someone else	33% (62)	28% (52)	11% (21)	4% (7)	23% (44)	185
2012 Vote: Barack Obama	31% (249)	30% (237)	6% (48)	7% (58)	25% (202)	795
2012 Vote: Mitt Romney	29% (171)	30% (176)	5% (30)	7% (43)	29% (174)	594
2012 Vote: Other	28% (26)	24% (22)	11% (10)	4% (4)	33% (30)	92
2012 Vote: Didn't Vote	29% (207)	29% (209)	8% (59)	5% (34)	29% (207)	717
4-Region: Northeast	27% (107)	34% (137)	7% (28)	6% (25)	26% (105)	402
4-Region: Midwest	29% (135)	30% (141)	5% (26)	8% (37)	29% (136)	474
4-Region: South	28% (230)	30% (242)	6% (53)	6% (45)	30% (245)	815
4-Region: West	36% (182)	25% (126)	8% (42)	6% (32)	25% (129)	511

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

Table BRD13_10: How much do you agree or disagree with each of the following statements?
I am willing to subscribe to a streaming service in order to watch a particular show

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	18%	(389)	26%	(576)	14%	(316)	19%	(429)	22%	(490)	2201
Gender: Male	18%	(186)	25%	(269)	15%	(162)	19%	(206)	22%	(237)	1059
Gender: Female	18%	(204)	27%	(307)	14%	(155)	20%	(223)	22%	(254)	1142
Age: 18-29	26%	(129)	29%	(143)	13%	(65)	10%	(51)	21%	(106)	495
Age: 30-44	23%	(123)	32%	(175)	17%	(90)	14%	(75)	14%	(78)	541
Age: 45-54	17%	(74)	31%	(135)	12%	(53)	20%	(89)	20%	(87)	438
Age: 55-64	12%	(40)	21%	(70)	14%	(48)	27%	(88)	25%	(84)	330
Age: 65+	6%	(23)	13%	(53)	15%	(60)	32%	(126)	34%	(136)	398
PID: Dem (no lean)	20%	(138)	27%	(192)	13%	(94)	18%	(129)	22%	(152)	705
PID: Ind (no lean)	15%	(119)	26%	(205)	16%	(124)	21%	(171)	23%	(181)	800
PID: Rep (no lean)	19%	(132)	26%	(180)	14%	(98)	19%	(129)	23%	(158)	697
PID/Gender: Dem Men	20%	(62)	29%	(91)	15%	(46)	15%	(46)	21%	(66)	311
PID/Gender: Dem Women	19%	(76)	25%	(100)	12%	(48)	21%	(82)	22%	(86)	393
PID/Gender: Ind Men	16%	(60)	22%	(84)	17%	(62)	24%	(89)	21%	(79)	374
PID/Gender: Ind Women	14%	(59)	28%	(121)	15%	(62)	19%	(81)	24%	(102)	425
PID/Gender: Rep Men	17%	(64)	25%	(94)	14%	(53)	19%	(71)	25%	(92)	374
PID/Gender: Rep Women	21%	(68)	27%	(86)	14%	(45)	18%	(59)	20%	(66)	323
Tea Party: Supporter	23%	(131)	29%	(167)	13%	(73)	17%	(98)	18%	(103)	572
Tea Party: Not Supporter	16%	(258)	25%	(406)	15%	(244)	20%	(328)	24%	(382)	1619
Ideo: Liberal (1-3)	25%	(177)	32%	(230)	15%	(106)	13%	(95)	16%	(114)	722
Ideo: Moderate (4)	16%	(74)	21%	(98)	15%	(68)	23%	(104)	24%	(110)	454
Ideo: Conservative (5-7)	14%	(100)	27%	(197)	15%	(110)	24%	(177)	19%	(139)	723
Educ: < College	19%	(292)	24%	(372)	12%	(195)	20%	(308)	25%	(399)	1567
Educ: Bachelors degree	16%	(65)	32%	(131)	20%	(85)	19%	(78)	14%	(57)	416
Educ: Post-grad	15%	(32)	33%	(73)	17%	(37)	20%	(43)	16%	(34)	219
Income: Under 50k	18%	(235)	23%	(309)	13%	(174)	21%	(270)	25%	(328)	1316
Income: 50k-100k	17%	(107)	28%	(180)	16%	(104)	19%	(121)	20%	(132)	644
Income: 100k+	20%	(47)	36%	(87)	16%	(38)	15%	(37)	13%	(31)	241

Continued on next page

Table BRD13_10: How much do you agree or disagree with each of the following statements?
 I am willing to subscribe to a streaming service in order to watch a particular show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	18% (389)	26% (576)	14% (316)	19% (429)	22% (490)	2201
Ethnicity: White	17% (293)	25% (439)	15% (267)	21% (361)	22% (391)	1750
Ethnicity: Hispanic	26% (86)	25% (83)	12% (41)	16% (53)	20% (67)	329
Ethnicity: Afr. Am.	21% (58)	33% (88)	10% (26)	15% (40)	21% (57)	269
Ethnicity: Other	21% (38)	27% (49)	13% (23)	16% (28)	24% (43)	182
Relig: Protestant	15% (76)	28% (141)	14% (68)	22% (109)	21% (102)	495
Relig: Roman Catholic	18% (84)	26% (120)	17% (79)	21% (99)	18% (87)	468
Relig: Ath./Agn./None	17% (111)	22% (148)	15% (101)	18% (119)	29% (195)	675
Relig: Something Else	22% (67)	30% (94)	13% (40)	17% (52)	19% (60)	313
Relig: Evangelical	18% (104)	30% (175)	13% (77)	20% (116)	20% (118)	590
Relig: Non-Evang. Catholics	17% (106)	26% (160)	16% (98)	23% (140)	19% (116)	620
Relig: All Christian	17% (210)	28% (335)	14% (175)	21% (256)	19% (234)	1210
Relig: All Non-Christian	18% (179)	24% (242)	14% (141)	17% (172)	26% (255)	988
Community: Urban	18% (93)	26% (138)	15% (79)	15% (79)	25% (132)	521
Community: Suburban	17% (181)	27% (282)	15% (161)	21% (217)	20% (205)	1046
Community: Rural	18% (116)	25% (156)	12% (77)	21% (133)	24% (153)	635
Employ: Private Sector	23% (158)	33% (225)	15% (102)	15% (103)	15% (104)	692
Employ: Government	23% (40)	31% (55)	17% (30)	16% (27)	14% (24)	176
Employ: Self-Employed	20% (37)	34% (61)	19% (34)	11% (20)	15% (27)	179
Employ: Homemaker	20% (38)	27% (52)	9% (18)	20% (37)	24% (47)	192
Employ: Student	23% (22)	31% (31)	16% (16)	14% (14)	16% (16)	99
Employ: Retired	10% (51)	14% (69)	14% (69)	31% (151)	31% (156)	496
Employ: Unemployed	11% (21)	23% (43)	16% (31)	17% (31)	33% (62)	188
Employ: Other	12% (22)	23% (41)	9% (17)	25% (45)	30% (54)	178
Military HH: Yes	17% (74)	26% (112)	14% (63)	20% (85)	23% (103)	437
Military HH: No	18% (315)	26% (464)	14% (253)	19% (344)	22% (388)	1764
RD/WT: Right Direction	21% (176)	24% (202)	13% (113)	18% (152)	25% (213)	856
RD/WT: Wrong Track	16% (213)	28% (374)	15% (204)	21% (277)	21% (278)	1345

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Table BRD13_10: How much do you agree or disagree with each of the following statements?
I am willing to subscribe to a streaming service in order to watch a particular show

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	18% (389)	26% (576)	14% (316)	19% (429)	22% (490)	2201
Strongly Approve	19% (91)	21% (100)	12% (54)	21% (99)	27% (126)	471
Somewhat Approve	18% (84)	31% (146)	15% (73)	18% (88)	18% (87)	479
Somewhat Disapprove	15% (45)	31% (92)	13% (40)	22% (66)	19% (59)	301
Strongly Disapprove	19% (156)	26% (214)	16% (129)	19% (154)	20% (162)	816
Dont Know / No Opinion	10% (14)	18% (24)	15% (20)	16% (21)	42% (57)	135
#1 Issue: Economy	21% (116)	27% (151)	14% (78)	18% (102)	19% (108)	554
#1 Issue: Security	16% (69)	26% (111)	16% (68)	20% (86)	21% (87)	422
#1 Issue: Health Care	20% (90)	28% (130)	14% (65)	21% (97)	17% (75)	457
#1 Issue: Medicare / Social Security	12% (38)	16% (53)	13% (41)	27% (88)	32% (105)	325
#1 Issue: Women's Issues	22% (27)	29% (36)	16% (20)	8% (10)	25% (31)	125
#1 Issue: Education	18% (26)	32% (45)	18% (26)	13% (19)	18% (26)	143
#1 Issue: Energy	21% (18)	35% (30)	13% (11)	9% (8)	21% (18)	85
#1 Issue: Other	6% (5)	23% (20)	6% (6)	21% (18)	45% (40)	90
2016 Vote: Democrat Hillary Clinton	18% (126)	29% (199)	15% (108)	21% (145)	17% (119)	696
2016 Vote: Republican Donald Trump	16% (120)	26% (199)	12% (92)	22% (168)	24% (179)	757
2016 Vote: Someone else	16% (29)	25% (46)	20% (37)	20% (37)	20% (36)	185
2012 Vote: Barack Obama	18% (147)	28% (223)	14% (114)	20% (160)	19% (151)	795
2012 Vote: Mitt Romney	15% (92)	25% (151)	15% (87)	23% (138)	21% (127)	594
2012 Vote: Other	7% (7)	21% (20)	22% (21)	25% (23)	24% (22)	92
2012 Vote: Didn't Vote	20% (144)	25% (183)	13% (95)	15% (108)	26% (188)	717
4-Region: Northeast	16% (66)	29% (117)	14% (56)	19% (76)	22% (87)	402
4-Region: Midwest	17% (79)	25% (116)	14% (68)	24% (113)	21% (98)	474
4-Region: South	18% (144)	25% (203)	14% (112)	19% (158)	24% (197)	815
4-Region: West	20% (100)	27% (140)	16% (82)	16% (81)	21% (108)	511

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1059	48%
	Gender: Female	1142	52%
	N	2201	
age5	Age: 18-29	495	22%
	Age: 30-44	541	25%
	Age: 45-54	438	20%
	Age: 55-64	330	15%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	705	32%
	PID: Ind (no lean)	800	36%
	PID: Rep (no lean)	697	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	311	14%
	PID/Gender: Dem Women	393	18%
	PID/Gender: Ind Men	374	17%
	PID/Gender: Ind Women	425	19%
	PID/Gender: Rep Men	374	17%
	PID/Gender: Rep Women	323	15%
	N	2201	
xdemTea	Tea Party: Supporter	572	26%
	Tea Party: Not Supporter	1619	74%
	N	2191	
xdemIdeo3	Ideo: Liberal (1-3)	722	33%
	Ideo: Moderate (4)	454	21%
	Ideo: Conservative (5-7)	723	33%
	N	1899	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1316	60%
	Income: 50k-100k	644	29%
	Income: 100k+	241	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	495	23%
	Relig: Roman Catholic	468	21%
	Relig: Ath./Agn./None	675	31%
	Relig: Something Else	313	14%
	N	1952	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	590	27%
	Relig: Non-Evang. Catholics	620	28%
	N	1210	
xreligion3	Relig: All Christian	1210	55%
	Relig: All Non-Christian	988	45%
	N	2198	
xdemUsr	Community: Urban	521	24%
	Community: Suburban	1046	48%
	Community: Rural	635	29%
	N	2201	
xdemEmploy	Employ: Private Sector	692	31%
	Employ: Government	176	8%
	Employ: Self-Employed	179	8%
	Employ: Homemaker	192	9%
	Employ: Student	99	5%
	Employ: Retired	496	23%
	Employ: Unemployed	188	9%
	Employ: Other	178	8%
	N	2201	
xdemMilHH1	Military HH: Yes	437	20%
	Military HH: No	1764	80%
	N	2201	
xnr1	RD/WT: Right Direction	856	39%
	RD/WT: Wrong Track	1345	61%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	471	21%
	Somewhat Approve	479	22%
	Somewhat Disapprove	301	14%
	Strongly Disapprove	816	37%
	Dont Know / No Opinion	135	6%
	N	2201	
xnr3	#1 Issue: Economy	554	25%
	#1 Issue: Security	422	19%
	#1 Issue: Health Care	457	21%
	#1 Issue: Medicare / Social Security	325	15%
	#1 Issue: Women's Issues	125	6%
	#1 Issue: Education	143	6%
	#1 Issue: Energy	85	4%
	#1 Issue: Other	90	4%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	696	32%
	2016 Vote: Republican Donald Trump	757	34%
	2016 Vote: Someone else	185	8%
	N	1639	
xsubVote12O	2012 Vote: Barack Obama	795	36%
	2012 Vote: Mitt Romney	594	27%
	2012 Vote: Other	92	4%
	2012 Vote: Didn't Vote	717	33%
	N	2199	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

