



MORNING CONSULT

Morning Consult
National Tracking Poll #170911
September 14-17, 2017

Crosstabulation Results

Methodology:

This poll was conducted from September 14-17, 2017, among a national sample of 2203 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.



Table Index

1	Table BRD13: <i>How concerned are you about identity theft?</i>	4
2	Table BRD14: <i>Have you ever checked your credit report?</i>	7
3	Table BRD15: <i>Do you believe that you have ever been the victim of a data breach?</i>	10
4	Table BRD16: <i>And, do you believe that have ever been a victim of identity theft (i.e. someone opening a bank account or credit card in your name, without your knowledge)?</i>	13
5	Table BRD17_4: <i>Do you have a favorable or unfavorable view of each of the following? Equifax, the credit reporting agency</i>	16
6	Table BRD17_5: <i>Do you have a favorable or unfavorable view of each of the following? Experian, the credit reporting agency</i>	19
7	Table BRD17_6: <i>Do you have a favorable or unfavorable view of each of the following? TransUnion, the credit reporting agency</i>	22
8	Table BRD17_7: <i>Do you have a favorable or unfavorable view of each of the following? Credit reporting agencies, generally</i>	25
9	Table BRD18_4: <i>How much do you trust each of the following organizations or companies to keep your personal information secure and private? Equifax, the credit reporting agency</i>	28
10	Table BRD18_5: <i>How much do you trust each of the following organizations or companies to keep your personal information secure and private? Experian, the credit reporting agency</i>	31
11	Table BRD18_6: <i>How much do you trust each of the following organizations or companies to keep your personal information secure and private? TransUnion, the credit reporting agency</i>	34
12	Table BRD18_7: <i>How much do you trust each of the following organizations or companies to keep your personal information secure and private? Credit reporting agencies, generally</i>	37
13	Table BRD19: <i>How much have you seen, read, or heard about the cyberattack on the consumer credit reporting agency Equifax, which compromised Social Security numbers, drivers license numbers, and other sensitive information for 143 million American consumers?</i>	40
14	Table BRD20: <i>Are you aware of how to check to see if you were affected by the Equifax data breach?</i>	43
15	Table BRD21: <i>Do you know if your personal information was compromised by the cyberattack on the consumer credit reporting agency Equifax?</i>	46
16	Table BRD22: <i>Have you signed up for free credit monitoring, currently being offered by Equifax in response to the data breach?</i>	49
17	Table BRD23_4: <i>How much more or less likely are you to do each of the following as a result of the Equifax data breach? Open a new credit card</i>	52
18	Table BRD23_5: <i>How much more or less likely are you to do each of the following as a result of the Equifax data breach? Check your credit report</i>	55

19	Table BRD23_6: <i>How much more or less likely are you to do each of the following as a result of the Equifax data breach? Place a security freeze on your credit</i>	58
20	Table BRD24: <i>How much do you support additional laws and regulations that would protect against data breaches similar to that of the Equifax data breach?</i>	61
21	Table BRD25: <i>If you were to learn that your personal information was compromised as a result of the Equifax data breach, how likely would you to take part in any class-action lawsuit against Equifax? . . .</i>	64
22	Summary Statistics of Survey Respondent Demographics	67

Crosstabulation Results by Respondent Demographics

Table BRD13: *How concerned are you about identity theft?*

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't Know / No Opinion	Total N
Adults	45% (988)	31% (682)	12% (258)	5% (100)	8% (176)	2203
Gender: Male	43% (454)	30% (321)	13% (137)	6% (59)	8% (89)	1060
Gender: Female	47% (533)	32% (361)	11% (121)	4% (41)	8% (87)	1143
Age: 18-29	34% (165)	28% (137)	17% (81)	6% (32)	15% (71)	486
Age: 30-44	43% (238)	30% (163)	12% (67)	6% (32)	9% (51)	551
Age: 45-54	48% (194)	30% (122)	11% (46)	3% (11)	7% (30)	403
Age: 55-64	52% (190)	33% (119)	10% (35)	4% (15)	2% (7)	366
Age: 65+	51% (201)	35% (140)	7% (29)	3% (10)	4% (18)	398
PID: Dem (no lean)	48% (347)	31% (225)	9% (67)	6% (42)	5% (36)	716
PID: Ind (no lean)	42% (353)	27% (232)	14% (120)	4% (35)	13% (106)	846
PID: Rep (no lean)	45% (287)	35% (225)	11% (72)	3% (22)	5% (34)	640
PID/Gender: Dem Men	48% (154)	28% (89)	10% (33)	7% (24)	6% (20)	319
PID/Gender: Dem Women	49% (193)	34% (136)	8% (34)	5% (19)	4% (16)	397
PID/Gender: Ind Men	40% (166)	28% (115)	14% (58)	5% (21)	12% (51)	411
PID/Gender: Ind Women	43% (188)	27% (117)	14% (61)	3% (14)	13% (55)	435
PID/Gender: Rep Men	41% (135)	36% (117)	14% (46)	4% (14)	5% (18)	330
PID/Gender: Rep Women	49% (153)	35% (107)	8% (26)	3% (8)	5% (17)	310
Tea Party: Supporter	46% (259)	32% (181)	15% (83)	3% (16)	5% (28)	567
Tea Party: Not Supporter	45% (727)	30% (495)	11% (175)	5% (82)	9% (146)	1625
Ideo: Liberal (1-3)	45% (345)	30% (230)	13% (102)	5% (37)	6% (48)	761
Ideo: Moderate (4)	44% (197)	36% (162)	11% (49)	4% (18)	4% (20)	446
Ideo: Conservative (5-7)	46% (319)	34% (240)	12% (86)	3% (20)	5% (32)	697
Educ: < College	44% (697)	29% (461)	12% (184)	5% (76)	10% (150)	1568
Educ: Bachelors degree	44% (184)	34% (143)	13% (53)	4% (17)	4% (19)	416
Educ: Post-grad	49% (106)	35% (78)	10% (21)	3% (7)	3% (7)	219
Income: Under 50k	46% (619)	28% (369)	12% (166)	5% (63)	9% (121)	1337
Income: 50k-100k	42% (269)	36% (231)	11% (69)	5% (29)	7% (42)	640
Income: 100k+	44% (100)	36% (82)	10% (23)	3% (7)	6% (14)	226

Continued on next page

Table BRD13: How concerned are you about identity theft?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't Know / No Opinion	Total N
Adults	45% (988)	31% (682)	12% (258)	5% (100)	8% (176)	2203
Ethnicity: White	44% (762)	33% (573)	12% (217)	4% (67)	8% (133)	1752
Ethnicity: Hispanic	51% (167)	20% (65)	12% (41)	7% (22)	10% (35)	330
Ethnicity: Afr. Am.	53% (143)	27% (73)	9% (24)	6% (17)	4% (12)	269
Ethnicity: Other	45% (82)	20% (36)	9% (17)	9% (16)	18% (32)	182
Relig: Protestant	47% (238)	38% (194)	10% (53)	2% (11)	2% (11)	506
Relig: Roman Catholic	52% (249)	27% (129)	9% (44)	4% (21)	8% (37)	479
Relig: Ath./Agn./None	36% (218)	28% (168)	14% (85)	8% (51)	13% (81)	603
Relig: Something Else	44% (167)	34% (130)	9% (36)	3% (12)	10% (38)	383
Relig: Evangelical	49% (285)	31% (184)	13% (78)	2% (11)	4% (26)	585
Relig: Non-Evang. Catholics	50% (317)	32% (199)	9% (59)	4% (24)	5% (32)	630
Relig: All Christian	50% (602)	32% (383)	11% (137)	3% (35)	5% (58)	1215
Relig: All Non-Christian	39% (385)	30% (298)	12% (121)	6% (63)	12% (118)	986
Community: Urban	47% (291)	28% (171)	10% (64)	5% (32)	9% (56)	614
Community: Suburban	46% (424)	32% (294)	12% (107)	4% (38)	7% (64)	927
Community: Rural	41% (272)	33% (216)	13% (87)	4% (30)	9% (57)	662
Employ: Private Sector	45% (309)	32% (218)	13% (89)	6% (41)	5% (35)	692
Employ: Government	43% (63)	35% (50)	14% (20)	5% (7)	4% (6)	145
Employ: Self-Employed	44% (78)	36% (63)	11% (20)	3% (6)	6% (10)	177
Employ: Homemaker	43% (84)	31% (62)	15% (30)	1% (2)	10% (20)	197
Employ: Student	35% (39)	27% (30)	18% (20)	6% (7)	14% (16)	111
Employ: Retired	53% (232)	33% (143)	9% (38)	2% (11)	3% (14)	438
Employ: Unemployed	40% (96)	28% (68)	12% (28)	6% (15)	14% (33)	241
Employ: Other	43% (87)	24% (48)	6% (13)	6% (11)	21% (43)	202
Military HH: Yes	50% (200)	28% (110)	13% (50)	5% (19)	4% (18)	397
Military HH: No	44% (788)	32% (571)	12% (208)	4% (80)	9% (158)	1806
RD/WT: Right Direction	46% (349)	32% (242)	12% (95)	4% (31)	6% (50)	767
RD/WT: Wrong Track	44% (638)	31% (440)	11% (163)	5% (68)	9% (127)	1436

Continued on next page

Table BRD13: How concerned are you about identity theft?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't Know / No Opinion	Total N
Adults	45% (988)	31% (682)	12% (258)	5% (100)	8% (176)	2203
Strongly Approve	49% (216)	28% (125)	11% (50)	4% (20)	7% (30)	440
Somewhat Approve	39% (191)	38% (184)	14% (68)	3% (16)	7% (32)	490
Somewhat Disapprove	39% (116)	30% (91)	17% (51)	4% (13)	9% (27)	297
Strongly Disapprove	49% (410)	30% (252)	9% (78)	5% (44)	5% (45)	830
Dont Know / No Opinion	38% (55)	21% (30)	8% (12)	5% (7)	29% (42)	146
#1 Issue: Economy	44% (259)	33% (196)	12% (72)	4% (22)	7% (43)	593
#1 Issue: Security	45% (186)	30% (124)	13% (54)	5% (21)	7% (28)	413
#1 Issue: Health Care	50% (245)	29% (143)	10% (50)	3% (16)	7% (36)	489
#1 Issue: Medicare / Social Security	54% (144)	28% (75)	9% (24)	4% (10)	6% (16)	268
#1 Issue: Women's Issues	27% (27)	43% (43)	15% (15)	6% (6)	10% (10)	101
#1 Issue: Education	43% (60)	24% (33)	14% (20)	9% (12)	10% (14)	140
#1 Issue: Energy	38% (40)	33% (35)	17% (18)	7% (7)	5% (5)	106
#1 Issue: Other	28% (27)	34% (32)	7% (6)	5% (5)	26% (25)	95
2016 Vote: Democrat Hillary Clinton	47% (334)	33% (234)	11% (78)	6% (41)	4% (29)	716
2016 Vote: Republican Donald Trump	48% (367)	33% (253)	10% (79)	3% (26)	5% (34)	759
2016 Vote: Someone else	42% (77)	28% (52)	17% (30)	3% (5)	10% (19)	184
2012 Vote: Barack Obama	47% (412)	33% (289)	11% (96)	5% (44)	4% (36)	878
2012 Vote: Mitt Romney	47% (243)	37% (193)	10% (52)	2% (11)	4% (20)	518
2012 Vote: Other	43% (44)	32% (33)	9% (9)	6% (6)	9% (9)	102
2012 Vote: Didn't Vote	41% (288)	24% (166)	14% (101)	5% (38)	16% (111)	704
4-Region: Northeast	48% (193)	29% (117)	11% (42)	5% (22)	7% (28)	402
4-Region: Midwest	38% (181)	37% (174)	12% (55)	5% (24)	8% (40)	474
4-Region: South	45% (364)	31% (250)	11% (94)	5% (40)	8% (68)	815
4-Region: West	49% (249)	28% (141)	13% (67)	3% (14)	8% (40)	512
Smartphone Users	45% (863)	31% (601)	12% (237)	5% (89)	6% (120)	1909
iOS Users	47% (321)	30% (208)	13% (92)	5% (31)	5% (37)	689
Android Users	45% (516)	32% (367)	12% (136)	5% (54)	7% (81)	1154
Have Heard of New Release	47% (872)	32% (594)	12% (233)	4% (80)	5% (84)	1864
Have Not Heard of New Release	34% (116)	26% (87)	7% (25)	6% (20)	27% (92)	339

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

Table BRD14: Have you ever checked your credit report?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	78% (1728)	15% (325)	7% (150)	2203
Gender: Male	76% (810)	16% (166)	8% (84)	1060
Gender: Female	80% (918)	14% (159)	6% (66)	1143
Age: 18-29	54% (264)	29% (138)	17% (83)	486
Age: 30-44	81% (444)	13% (74)	6% (33)	551
Age: 45-54	86% (348)	9% (37)	4% (18)	403
Age: 55-64	88% (323)	9% (33)	2% (9)	366
Age: 65+	87% (347)	11% (43)	2% (8)	398
PID: Dem (no lean)	81% (578)	15% (105)	5% (33)	716
PID: Ind (no lean)	77% (648)	13% (110)	10% (89)	846
PID: Rep (no lean)	78% (502)	17% (110)	4% (29)	640
PID/Gender: Dem Men	77% (245)	16% (51)	7% (24)	319
PID/Gender: Dem Women	84% (333)	14% (55)	2% (9)	397
PID/Gender: Ind Men	76% (311)	14% (56)	11% (44)	411
PID/Gender: Ind Women	77% (337)	12% (54)	10% (44)	435
PID/Gender: Rep Men	77% (254)	18% (60)	5% (16)	330
PID/Gender: Rep Women	80% (248)	16% (50)	4% (12)	310
Tea Party: Supporter	79% (451)	16% (90)	5% (26)	567
Tea Party: Not Supporter	78% (1272)	14% (229)	8% (124)	1625
Ideo: Liberal (1-3)	76% (579)	17% (130)	7% (52)	761
Ideo: Moderate (4)	81% (363)	15% (65)	4% (18)	446
Ideo: Conservative (5-7)	84% (583)	12% (85)	4% (29)	697
Educ: < College	75% (1174)	17% (266)	8% (129)	1568
Educ: Bachelors degree	85% (353)	11% (47)	4% (16)	416
Educ: Post-grad	92% (201)	6% (13)	3% (6)	219
Income: Under 50k	74% (989)	18% (238)	8% (111)	1337
Income: 50k-100k	86% (549)	10% (64)	4% (28)	640
Income: 100k+	84% (190)	10% (24)	5% (12)	226
Ethnicity: White	81% (1411)	14% (248)	5% (93)	1752
Ethnicity: Hispanic	65% (215)	24% (78)	11% (37)	330

Continued on next page

Table BRD14: *Have you ever checked your credit report?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	78%	(1728)	15%	(325)	7%	(150)	2203
Ethnicity: Afr. Am.	78%	(211)	15%	(41)	6%	(17)	269
Ethnicity: Other	58%	(106)	20%	(36)	22%	(40)	182
Relig: Protestant	86%	(434)	12%	(61)	2%	(11)	506
Relig: Roman Catholic	79%	(378)	15%	(72)	6%	(28)	479
Relig: Ath./Agn./None	71%	(430)	18%	(111)	10%	(62)	603
Relig: Something Else	78%	(299)	13%	(50)	9%	(34)	383
Relig: Evangelical	82%	(480)	14%	(79)	4%	(26)	585
Relig: Non-Evang. Catholics	82%	(517)	14%	(85)	4%	(28)	630
Relig: All Christian	82%	(997)	14%	(164)	4%	(54)	1215
Relig: All Non-Christian	74%	(729)	16%	(161)	10%	(96)	986
Community: Urban	76%	(464)	17%	(103)	8%	(47)	614
Community: Suburban	81%	(755)	13%	(119)	6%	(53)	927
Community: Rural	77%	(508)	16%	(103)	8%	(50)	662
Employ: Private Sector	87%	(600)	11%	(77)	2%	(16)	692
Employ: Government	81%	(117)	17%	(25)	2%	(2)	145
Employ: Self-Employed	79%	(141)	18%	(32)	3%	(5)	177
Employ: Homemaker	73%	(144)	17%	(33)	11%	(21)	197
Employ: Student	47%	(52)	34%	(37)	19%	(21)	111
Employ: Retired	87%	(382)	11%	(47)	2%	(9)	438
Employ: Unemployed	66%	(160)	21%	(51)	12%	(30)	241
Employ: Other	66%	(132)	11%	(23)	23%	(47)	202
Military HH: Yes	86%	(342)	10%	(41)	3%	(14)	397
Military HH: No	77%	(1386)	16%	(284)	8%	(136)	1806
RD/WT: Right Direction	76%	(583)	18%	(135)	6%	(49)	767
RD/WT: Wrong Track	80%	(1145)	13%	(190)	7%	(101)	1436
Strongly Approve	82%	(361)	13%	(57)	5%	(22)	440
Somewhat Approve	77%	(377)	16%	(77)	7%	(36)	490
Somewhat Disapprove	74%	(219)	19%	(57)	7%	(21)	297
Strongly Disapprove	82%	(682)	13%	(109)	5%	(39)	830
Dont Know / No Opinion	60%	(88)	18%	(26)	22%	(32)	146

Continued on next page

Table BRD14: *Have you ever checked your credit report?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	78%	(1728)	15%	(325)	7%	(150)	2203
#1 Issue: Economy	84%	(496)	12%	(69)	5%	(28)	593
#1 Issue: Security	80%	(330)	14%	(59)	6%	(25)	413
#1 Issue: Health Care	81%	(393)	14%	(67)	6%	(28)	489
#1 Issue: Medicare / Social Security	84%	(225)	12%	(33)	4%	(10)	268
#1 Issue: Women's Issues	52%	(53)	38%	(38)	10%	(10)	101
#1 Issue: Education	64%	(90)	20%	(28)	16%	(22)	140
#1 Issue: Energy	73%	(78)	22%	(23)	4%	(5)	106
#1 Issue: Other	67%	(64)	8%	(8)	24%	(23)	95
2016 Vote: Democrat Hillary Clinton	84%	(602)	12%	(87)	4%	(26)	716
2016 Vote: Republican Donald Trump	83%	(630)	13%	(102)	4%	(28)	759
2016 Vote: Someone else	78%	(143)	13%	(24)	9%	(16)	184
2012 Vote: Barack Obama	85%	(745)	13%	(113)	2%	(20)	878
2012 Vote: Mitt Romney	86%	(448)	11%	(56)	3%	(14)	518
2012 Vote: Other	84%	(86)	7%	(7)	9%	(10)	102
2012 Vote: Didn't Vote	64%	(449)	21%	(149)	15%	(106)	704
4-Region: Northeast	84%	(336)	11%	(46)	5%	(20)	402
4-Region: Midwest	78%	(369)	15%	(70)	7%	(35)	474
4-Region: South	77%	(628)	16%	(127)	8%	(61)	815
4-Region: West	77%	(395)	16%	(83)	7%	(33)	512
Smartphone Users	79%	(1518)	15%	(286)	5%	(105)	1909
iOS Users	80%	(549)	15%	(104)	5%	(36)	689
Android Users	80%	(925)	14%	(165)	5%	(63)	1154
Have Heard of New Release	82%	(1522)	14%	(267)	4%	(75)	1864
Have Not Heard of New Release	61%	(206)	17%	(58)	22%	(75)	339

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

Table BRD15: Do you believe that you have ever been the victim of a data breach?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	33% (721)	50% (1104)	17% (377)	2203
Gender: Male	34% (357)	50% (525)	17% (178)	1060
Gender: Female	32% (364)	51% (579)	17% (199)	1143
Age: 18-29	22% (107)	60% (291)	18% (88)	486
Age: 30-44	36% (196)	49% (270)	15% (85)	551
Age: 45-54	37% (150)	45% (182)	17% (70)	403
Age: 55-64	42% (153)	42% (155)	16% (58)	366
Age: 65+	29% (115)	52% (206)	19% (77)	398
PID: Dem (no lean)	35% (248)	50% (360)	15% (108)	716
PID: Ind (no lean)	32% (273)	48% (404)	20% (170)	846
PID: Rep (no lean)	31% (201)	53% (341)	15% (99)	640
PID/Gender: Dem Men	34% (107)	50% (159)	17% (53)	319
PID/Gender: Dem Women	36% (141)	50% (200)	14% (55)	397
PID/Gender: Ind Men	35% (142)	47% (191)	19% (77)	411
PID/Gender: Ind Women	30% (131)	49% (212)	21% (92)	435
PID/Gender: Rep Men	33% (108)	53% (175)	14% (48)	330
PID/Gender: Rep Women	30% (93)	54% (166)	17% (51)	310
Tea Party: Supporter	36% (205)	52% (293)	12% (68)	567
Tea Party: Not Supporter	32% (514)	50% (807)	19% (303)	1625
Ideo: Liberal (1-3)	36% (272)	50% (383)	14% (106)	761
Ideo: Moderate (4)	35% (155)	50% (224)	15% (67)	446
Ideo: Conservative (5-7)	34% (236)	51% (359)	15% (102)	697
Educ: < College	29% (462)	52% (818)	18% (288)	1568
Educ: Bachelors degree	38% (159)	48% (199)	14% (58)	416
Educ: Post-grad	46% (101)	40% (87)	14% (31)	219
Income: Under 50k	28% (373)	53% (707)	19% (257)	1337
Income: 50k-100k	38% (243)	47% (303)	15% (94)	640
Income: 100k+	47% (105)	42% (94)	12% (26)	226
Ethnicity: White	33% (583)	50% (885)	16% (285)	1752
Ethnicity: Hispanic	29% (97)	50% (164)	21% (69)	330

Continued on next page

Table BRD15: Do you believe that you have ever been the victim of a data breach?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	33%	(721)	50%	(1104)	17%	(377)	2203
Ethnicity: Afr. Am.	30%	(82)	53%	(144)	16%	(43)	269
Ethnicity: Other	31%	(57)	42%	(76)	27%	(49)	182
Relig: Protestant	37%	(187)	49%	(249)	14%	(70)	506
Relig: Roman Catholic	33%	(158)	49%	(237)	17%	(84)	479
Relig: Ath./Agn./None	31%	(188)	52%	(315)	17%	(100)	603
Relig: Something Else	33%	(127)	48%	(184)	19%	(72)	383
Relig: Evangelical	33%	(192)	50%	(290)	18%	(104)	585
Relig: Non-Evang. Catholics	34%	(214)	50%	(316)	16%	(101)	630
Relig: All Christian	33%	(405)	50%	(606)	17%	(205)	1215
Relig: All Non-Christian	32%	(315)	51%	(499)	17%	(172)	986
Community: Urban	33%	(203)	48%	(294)	19%	(117)	614
Community: Suburban	34%	(313)	51%	(470)	16%	(144)	927
Community: Rural	31%	(205)	51%	(340)	18%	(117)	662
Employ: Private Sector	39%	(268)	49%	(341)	12%	(83)	692
Employ: Government	35%	(51)	55%	(80)	9%	(13)	145
Employ: Self-Employed	34%	(61)	55%	(97)	11%	(19)	177
Employ: Homemaker	31%	(60)	45%	(89)	24%	(48)	197
Employ: Student	19%	(21)	58%	(64)	23%	(26)	111
Employ: Retired	35%	(153)	49%	(214)	16%	(70)	438
Employ: Unemployed	24%	(59)	55%	(134)	20%	(49)	241
Employ: Other	24%	(48)	42%	(85)	34%	(68)	202
Military HH: Yes	41%	(164)	48%	(190)	11%	(43)	397
Military HH: No	31%	(558)	51%	(914)	19%	(335)	1806
RD/WT: Right Direction	31%	(242)	53%	(405)	16%	(120)	767
RD/WT: Wrong Track	33%	(480)	49%	(699)	18%	(257)	1436
Strongly Approve	33%	(147)	52%	(231)	14%	(63)	440
Somewhat Approve	31%	(153)	53%	(261)	16%	(77)	490
Somewhat Disapprove	31%	(94)	52%	(156)	16%	(48)	297
Strongly Disapprove	36%	(297)	48%	(400)	16%	(133)	830
Dont Know / No Opinion	22%	(31)	40%	(58)	39%	(57)	146

Continued on next page

Table BRD15: Do you believe that you have ever been the victim of a data breach?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	33%	(721)	50%	(1104)	17%	(377)	2203
#1 Issue: Economy	34%	(200)	51%	(302)	15%	(90)	593
#1 Issue: Security	33%	(136)	50%	(206)	17%	(71)	413
#1 Issue: Health Care	32%	(156)	52%	(254)	16%	(79)	489
#1 Issue: Medicare / Social Security	32%	(86)	46%	(123)	22%	(59)	268
#1 Issue: Women's Issues	28%	(28)	64%	(64)	8%	(8)	101
#1 Issue: Education	30%	(42)	48%	(67)	21%	(30)	140
#1 Issue: Energy	36%	(38)	57%	(60)	7%	(8)	106
#1 Issue: Other	36%	(35)	29%	(28)	34%	(33)	95
2016 Vote: Democrat Hillary Clinton	37%	(266)	50%	(354)	13%	(96)	716
2016 Vote: Republican Donald Trump	36%	(271)	50%	(383)	14%	(106)	759
2016 Vote: Someone else	34%	(63)	42%	(76)	24%	(44)	184
2012 Vote: Barack Obama	37%	(324)	48%	(425)	15%	(128)	878
2012 Vote: Mitt Romney	37%	(192)	48%	(250)	15%	(76)	518
2012 Vote: Other	46%	(47)	34%	(35)	19%	(20)	102
2012 Vote: Didn't Vote	22%	(157)	56%	(394)	22%	(153)	704
4-Region: Northeast	32%	(129)	51%	(206)	17%	(67)	402
4-Region: Midwest	35%	(168)	49%	(232)	16%	(74)	474
4-Region: South	29%	(240)	52%	(426)	18%	(150)	815
4-Region: West	36%	(185)	47%	(240)	17%	(86)	512
Smartphone Users	35%	(659)	51%	(968)	15%	(282)	1909
iOS Users	35%	(244)	53%	(363)	12%	(82)	689
Android Users	34%	(391)	50%	(574)	16%	(189)	1154
Have Heard of New Release	35%	(661)	52%	(961)	13%	(242)	1864
Have Not Heard of New Release	18%	(60)	42%	(144)	40%	(136)	339

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

Table BRD16: *And, do you believe that have ever been a victim of identity theft (i.e. someone opening a bank account or credit card in your name, without your knowledge)?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	24%	(528)	62%	(1365)	14%	(311)	2203
Gender: Male	25%	(270)	60%	(638)	14%	(153)	1060
Gender: Female	23%	(258)	64%	(727)	14%	(158)	1143
Age: 18-29	18%	(88)	67%	(325)	15%	(73)	486
Age: 30-44	27%	(147)	59%	(327)	14%	(77)	551
Age: 45-54	29%	(115)	55%	(223)	16%	(65)	403
Age: 55-64	28%	(102)	62%	(226)	10%	(38)	366
Age: 65+	19%	(76)	66%	(264)	15%	(59)	398
PID: Dem (no lean)	24%	(170)	64%	(461)	12%	(86)	716
PID: Ind (no lean)	24%	(205)	58%	(494)	17%	(147)	846
PID: Rep (no lean)	24%	(153)	64%	(410)	12%	(78)	640
PID/Gender: Dem Men	27%	(87)	60%	(192)	13%	(40)	319
PID/Gender: Dem Women	21%	(83)	68%	(268)	11%	(45)	397
PID/Gender: Ind Men	26%	(107)	56%	(231)	18%	(73)	411
PID/Gender: Ind Women	22%	(98)	61%	(263)	17%	(74)	435
PID/Gender: Rep Men	23%	(76)	65%	(215)	12%	(39)	330
PID/Gender: Rep Women	25%	(77)	63%	(195)	12%	(39)	310
Tea Party: Supporter	27%	(155)	62%	(351)	11%	(61)	567
Tea Party: Not Supporter	23%	(372)	62%	(1009)	15%	(244)	1625
Ideo: Liberal (1-3)	27%	(203)	62%	(473)	11%	(85)	761
Ideo: Moderate (4)	25%	(111)	64%	(288)	11%	(47)	446
Ideo: Conservative (5-7)	22%	(152)	65%	(452)	13%	(94)	697
Educ: < College	24%	(371)	61%	(964)	15%	(233)	1568
Educ: Bachelors degree	23%	(98)	63%	(261)	14%	(58)	416
Educ: Post-grad	27%	(59)	64%	(140)	9%	(20)	219
Income: Under 50k	23%	(312)	61%	(814)	16%	(211)	1337
Income: 50k-100k	26%	(168)	63%	(401)	11%	(71)	640
Income: 100k+	21%	(48)	66%	(149)	13%	(29)	226

Continued on next page

Table BRD16: *And, do you believe that have ever been a victim of identity theft (i.e. someone opening a bank account or credit card in your name, without your knowledge)?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	24%	(528)	62%	(1365)	14%	(311)	2203
Ethnicity: White	23%	(401)	64%	(1124)	13%	(227)	1752
Ethnicity: Hispanic	28%	(92)	52%	(172)	20%	(65)	330
Ethnicity: Afr. Am.	31%	(84)	56%	(151)	13%	(34)	269
Ethnicity: Other	24%	(43)	49%	(90)	27%	(50)	182
Relig: Protestant	22%	(113)	68%	(344)	10%	(49)	506
Relig: Roman Catholic	25%	(118)	62%	(294)	14%	(66)	479
Relig: Ath./Agn./None	22%	(134)	63%	(382)	15%	(88)	603
Relig: Something Else	26%	(100)	55%	(211)	19%	(71)	383
Relig: Evangelical	28%	(162)	59%	(343)	14%	(80)	585
Relig: Non-Evang. Catholics	21%	(132)	68%	(427)	11%	(72)	630
Relig: All Christian	24%	(294)	63%	(770)	12%	(152)	1215
Relig: All Non-Christian	24%	(234)	60%	(593)	16%	(159)	986
Community: Urban	26%	(158)	57%	(352)	17%	(104)	614
Community: Suburban	23%	(213)	64%	(591)	13%	(124)	927
Community: Rural	24%	(157)	64%	(421)	13%	(83)	662
Employ: Private Sector	26%	(182)	65%	(447)	9%	(64)	692
Employ: Government	36%	(53)	57%	(83)	6%	(9)	145
Employ: Self-Employed	25%	(45)	65%	(116)	9%	(17)	177
Employ: Homemaker	22%	(43)	59%	(115)	20%	(39)	197
Employ: Student	16%	(17)	66%	(73)	18%	(21)	111
Employ: Retired	21%	(91)	66%	(287)	14%	(60)	438
Employ: Unemployed	20%	(49)	64%	(155)	16%	(38)	241
Employ: Other	24%	(48)	44%	(89)	32%	(65)	202
Military HH: Yes	30%	(121)	58%	(232)	11%	(44)	397
Military HH: No	23%	(407)	63%	(1133)	15%	(267)	1806
RD/WT: Right Direction	25%	(195)	61%	(469)	13%	(103)	767
RD/WT: Wrong Track	23%	(332)	62%	(896)	14%	(208)	1436

Continued on next page

Table BRD16: *And, do you believe that have ever been a victim of identity theft (i.e. someone opening a bank account or credit card in your name, without your knowledge)?*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	24% (528)	62% (1365)	14% (311)	2203
Strongly Approve	26% (114)	61% (266)	14% (60)	440
Somewhat Approve	25% (121)	64% (315)	11% (54)	490
Somewhat Disapprove	22% (66)	64% (191)	14% (41)	297
Strongly Disapprove	24% (198)	63% (522)	13% (110)	830
Dont Know / No Opinion	20% (30)	48% (70)	32% (46)	146
#1 Issue: Economy	24% (141)	66% (389)	10% (62)	593
#1 Issue: Security	23% (94)	63% (258)	15% (61)	413
#1 Issue: Health Care	22% (107)	64% (311)	14% (70)	489
#1 Issue: Medicare / Social Security	29% (78)	54% (144)	17% (46)	268
#1 Issue: Women's Issues	19% (19)	71% (72)	10% (10)	101
#1 Issue: Education	26% (36)	59% (82)	16% (22)	140
#1 Issue: Energy	29% (31)	62% (66)	9% (9)	106
#1 Issue: Other	23% (22)	44% (42)	32% (31)	95
2016 Vote: Democrat Hillary Clinton	25% (180)	64% (460)	11% (76)	716
2016 Vote: Republican Donald Trump	26% (197)	62% (472)	12% (91)	759
2016 Vote: Someone else	24% (43)	55% (102)	21% (39)	184
2012 Vote: Barack Obama	27% (237)	62% (543)	11% (98)	878
2012 Vote: Mitt Romney	23% (121)	64% (332)	13% (65)	518
2012 Vote: Other	27% (28)	51% (52)	21% (22)	102
2012 Vote: Didn't Vote	20% (142)	62% (436)	18% (126)	704
4-Region: Northeast	24% (98)	63% (255)	12% (50)	402
4-Region: Midwest	26% (122)	62% (294)	12% (58)	474
4-Region: South	22% (183)	62% (504)	16% (129)	815
4-Region: West	25% (125)	61% (312)	14% (74)	512
Smartphone Users	25% (476)	63% (1202)	12% (231)	1909
iOS Users	23% (158)	66% (453)	11% (78)	689
Android Users	26% (295)	62% (716)	12% (143)	1154
Have Heard of New Release	25% (474)	64% (1187)	11% (203)	1864
Have Not Heard of New Release	16% (54)	52% (177)	32% (108)	339

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

Table BRD17_4: Do you have a favorable or unfavorable view of each of the following?
Equifax, the credit reporting agency

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	11% (251)	23% (496)	18% (394)	24% (536)	17% (370)	7% (157)	2203
Gender: Male	12% (131)	22% (238)	20% (216)	23% (242)	14% (150)	8% (83)	1060
Gender: Female	10% (120)	23% (258)	15% (177)	26% (294)	19% (219)	6% (74)	1143
Age: 18-29	13% (63)	22% (107)	14% (67)	13% (62)	20% (97)	18% (90)	486
Age: 30-44	13% (74)	25% (140)	15% (85)	23% (125)	17% (94)	6% (33)	551
Age: 45-54	9% (35)	22% (88)	22% (88)	29% (117)	15% (59)	4% (16)	403
Age: 55-64	7% (27)	23% (85)	19% (68)	35% (128)	14% (50)	2% (7)	366
Age: 65+	13% (52)	19% (75)	22% (86)	26% (104)	18% (70)	3% (11)	398
PID: Dem (no lean)	14% (101)	23% (161)	17% (123)	27% (190)	14% (101)	6% (40)	716
PID: Ind (no lean)	9% (76)	19% (159)	20% (167)	23% (195)	20% (170)	10% (80)	846
PID: Rep (no lean)	12% (74)	27% (176)	16% (104)	24% (151)	15% (99)	6% (37)	640
PID/Gender: Dem Men	14% (45)	24% (76)	20% (63)	25% (79)	10% (33)	7% (23)	319
PID/Gender: Dem Women	14% (56)	21% (85)	15% (60)	28% (111)	17% (68)	4% (17)	397
PID/Gender: Ind Men	10% (41)	17% (70)	23% (97)	22% (92)	18% (74)	9% (38)	411
PID/Gender: Ind Women	8% (35)	20% (89)	16% (70)	24% (104)	22% (95)	10% (43)	435
PID/Gender: Rep Men	13% (44)	28% (91)	17% (57)	22% (72)	13% (43)	7% (22)	330
PID/Gender: Rep Women	10% (30)	27% (84)	15% (47)	26% (79)	18% (56)	5% (14)	310
Tea Party: Supporter	16% (93)	28% (160)	15% (84)	19% (107)	16% (92)	5% (31)	567
Tea Party: Not Supporter	10% (156)	20% (331)	19% (309)	26% (427)	17% (278)	8% (124)	1625
Ideo: Liberal (1-3)	15% (117)	22% (171)	17% (128)	25% (194)	14% (103)	6% (48)	761
Ideo: Moderate (4)	7% (33)	24% (106)	21% (94)	28% (124)	16% (70)	4% (19)	446
Ideo: Conservative (5-7)	10% (68)	24% (167)	20% (142)	26% (178)	15% (106)	5% (36)	697
Educ: < College	12% (195)	23% (364)	16% (247)	22% (338)	19% (293)	8% (131)	1568
Educ: Bachelors degree	8% (33)	22% (90)	22% (90)	30% (127)	14% (57)	5% (21)	416
Educ: Post-grad	11% (23)	19% (42)	26% (57)	33% (72)	9% (20)	2% (5)	219
Income: Under 50k	12% (167)	22% (301)	15% (207)	22% (291)	19% (251)	9% (121)	1337
Income: 50k-100k	10% (66)	23% (150)	21% (136)	27% (171)	14% (92)	4% (25)	640
Income: 100k+	8% (18)	20% (45)	22% (51)	33% (75)	12% (26)	5% (11)	226

Continued on next page

Table BRD17_4: Do you have a favorable or unfavorable view of each of the following?
 Equifax, the credit reporting agency

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	11% (251)	23% (496)	18% (394)	24% (536)	17% (370)	7% (157)	2203
Ethnicity: White	11% (188)	23% (396)	19% (324)	25% (439)	17% (300)	6% (104)	1752
Ethnicity: Hispanic	17% (55)	22% (72)	16% (53)	20% (66)	13% (44)	12% (41)	330
Ethnicity: Afr. Am.	12% (33)	23% (61)	18% (49)	23% (61)	18% (49)	6% (16)	269
Ethnicity: Other	16% (29)	21% (39)	11% (20)	20% (36)	12% (21)	20% (37)	182
Relig: Protestant	9% (48)	24% (119)	19% (95)	30% (152)	15% (76)	3% (16)	506
Relig: Roman Catholic	13% (62)	24% (114)	17% (82)	24% (115)	16% (77)	6% (28)	479
Relig: Ath./Agn./None	12% (71)	17% (104)	18% (108)	23% (138)	19% (113)	12% (70)	603
Relig: Something Else	8% (32)	24% (91)	19% (73)	24% (92)	16% (60)	9% (35)	383
Relig: Evangelical	15% (87)	25% (148)	15% (89)	23% (135)	18% (104)	4% (21)	585
Relig: Non-Evang. Catholics	10% (60)	24% (153)	19% (123)	27% (171)	15% (93)	5% (31)	630
Relig: All Christian	12% (148)	25% (301)	17% (212)	25% (306)	16% (197)	4% (52)	1215
Relig: All Non-Christian	10% (103)	20% (194)	18% (181)	23% (231)	18% (173)	11% (104)	986
Community: Urban	13% (78)	23% (139)	19% (114)	21% (129)	17% (107)	8% (47)	614
Community: Suburban	12% (107)	22% (209)	17% (156)	28% (260)	15% (135)	7% (61)	927
Community: Rural	10% (66)	22% (148)	19% (123)	22% (147)	19% (129)	7% (49)	662
Employ: Private Sector	15% (101)	23% (160)	21% (143)	24% (165)	15% (103)	3% (20)	692
Employ: Government	13% (19)	32% (46)	18% (27)	22% (32)	12% (18)	2% (3)	145
Employ: Self-Employed	10% (18)	23% (41)	20% (36)	31% (54)	11% (20)	5% (8)	177
Employ: Homemaker	11% (21)	24% (47)	14% (29)	23% (46)	15% (29)	13% (26)	197
Employ: Student	5% (5)	23% (25)	13% (14)	10% (12)	24% (27)	25% (28)	111
Employ: Retired	10% (42)	21% (90)	20% (86)	31% (134)	16% (71)	3% (14)	438
Employ: Unemployed	11% (25)	21% (51)	15% (36)	22% (54)	22% (54)	9% (21)	241
Employ: Other	10% (20)	17% (34)	11% (22)	20% (40)	24% (48)	18% (37)	202
Military HH: Yes	13% (50)	22% (87)	19% (75)	25% (99)	19% (76)	3% (10)	397
Military HH: No	11% (201)	23% (409)	18% (319)	24% (437)	16% (294)	8% (147)	1806
RD/WT: Right Direction	15% (117)	27% (206)	17% (130)	20% (150)	15% (114)	6% (49)	767
RD/WT: Wrong Track	9% (133)	20% (290)	18% (264)	27% (386)	18% (256)	7% (108)	1436

Continued on next page

**Table BRD17_4: Do you have a favorable or unfavorable view of each of the following?
Equifax, the credit reporting agency**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	11% (251)	23% (496)	18% (394)	24% (536)	17% (370)	7% (157)	2203
Strongly Approve	17% (73)	26% (113)	14% (63)	24% (105)	16% (69)	4% (18)	440
Somewhat Approve	11% (53)	29% (144)	19% (91)	19% (95)	15% (71)	7% (36)	490
Somewhat Disapprove	8% (23)	26% (77)	22% (66)	22% (65)	14% (42)	8% (24)	297
Strongly Disapprove	11% (91)	17% (140)	19% (156)	31% (257)	16% (133)	7% (54)	830
Dont Know / No Opinion	7% (10)	16% (23)	12% (17)	11% (16)	38% (56)	16% (24)	146
#1 Issue: Economy	11% (65)	25% (145)	18% (106)	23% (137)	16% (95)	7% (43)	593
#1 Issue: Security	11% (46)	26% (109)	16% (66)	24% (99)	15% (62)	7% (31)	413
#1 Issue: Health Care	11% (54)	21% (103)	19% (91)	27% (133)	15% (76)	6% (31)	489
#1 Issue: Medicare / Social Security	12% (31)	19% (52)	20% (53)	24% (63)	23% (63)	2% (6)	268
#1 Issue: Women's Issues	17% (17)	13% (13)	18% (18)	25% (25)	15% (15)	13% (13)	101
#1 Issue: Education	6% (9)	28% (39)	18% (25)	15% (20)	23% (32)	10% (15)	140
#1 Issue: Energy	17% (18)	24% (26)	18% (19)	23% (25)	13% (13)	4% (5)	106
#1 Issue: Other	11% (10)	10% (9)	16% (16)	34% (32)	14% (13)	15% (14)	95
2016 Vote: Democrat Hillary Clinton	14% (100)	20% (146)	18% (131)	30% (217)	14% (102)	3% (20)	716
2016 Vote: Republican Donald Trump	10% (79)	27% (204)	18% (140)	25% (187)	15% (111)	5% (37)	759
2016 Vote: Someone else	5% (10)	25% (46)	22% (41)	21% (38)	20% (36)	7% (13)	184
2012 Vote: Barack Obama	14% (123)	21% (187)	21% (182)	28% (242)	13% (118)	3% (27)	878
2012 Vote: Mitt Romney	10% (49)	25% (130)	19% (98)	28% (148)	15% (77)	3% (16)	518
2012 Vote: Other	7% (7)	21% (21)	17% (18)	24% (25)	27% (27)	3% (3)	102
2012 Vote: Didn't Vote	10% (70)	22% (158)	14% (97)	17% (122)	21% (146)	16% (111)	704
4-Region: Northeast	14% (56)	26% (102)	16% (64)	22% (86)	14% (58)	9% (34)	402
4-Region: Midwest	10% (48)	21% (101)	21% (99)	26% (125)	15% (70)	7% (31)	474
4-Region: South	10% (81)	26% (213)	17% (139)	21% (174)	19% (152)	7% (56)	815
4-Region: West	13% (65)	16% (80)	18% (92)	29% (150)	17% (89)	7% (35)	512
Smartphone Users	12% (225)	23% (443)	18% (352)	25% (479)	16% (297)	6% (113)	1909
iOS Users	13% (91)	23% (160)	18% (126)	24% (168)	14% (100)	6% (44)	689
Android Users	10% (115)	23% (264)	19% (222)	26% (295)	17% (191)	6% (67)	1154
Have Heard of New Release	12% (229)	23% (436)	19% (353)	26% (480)	15% (278)	5% (88)	1864
Have Not Heard of New Release	6% (22)	18% (60)	12% (41)	16% (56)	27% (92)	20% (69)	339

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

**Table BRD17_5: Do you have a favorable or unfavorable view of each of the following?
 Experian, the credit reporting agency**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	13% (280)	29% (643)	16% (351)	12% (273)	21% (467)	9% (190)	2203
Gender: Male	13% (142)	30% (320)	18% (191)	13% (138)	17% (181)	8% (88)	1060
Gender: Female	12% (138)	28% (322)	14% (160)	12% (135)	25% (286)	9% (101)	1143
Age: 18-29	13% (64)	24% (118)	11% (53)	7% (35)	23% (113)	21% (101)	486
Age: 30-44	15% (80)	30% (164)	14% (75)	13% (72)	21% (116)	8% (43)	551
Age: 45-54	11% (43)	27% (110)	22% (90)	15% (59)	21% (84)	4% (17)	403
Age: 55-64	9% (33)	36% (131)	18% (66)	15% (55)	19% (71)	3% (10)	366
Age: 65+	15% (60)	30% (119)	17% (66)	13% (52)	21% (82)	5% (19)	398
PID: Dem (no lean)	16% (115)	30% (212)	16% (114)	13% (90)	20% (140)	6% (45)	716
PID: Ind (no lean)	9% (78)	26% (222)	17% (141)	13% (109)	23% (195)	12% (101)	846
PID: Rep (no lean)	13% (86)	33% (208)	15% (97)	12% (74)	21% (132)	7% (43)	640
PID/Gender: Dem Men	18% (56)	29% (92)	17% (53)	15% (47)	14% (45)	8% (25)	319
PID/Gender: Dem Women	15% (59)	30% (120)	15% (61)	11% (43)	24% (95)	5% (20)	397
PID/Gender: Ind Men	9% (38)	28% (113)	20% (81)	12% (50)	20% (84)	11% (45)	411
PID/Gender: Ind Women	9% (41)	25% (109)	14% (59)	14% (59)	26% (111)	13% (56)	435
PID/Gender: Rep Men	15% (48)	35% (115)	17% (56)	12% (41)	16% (52)	5% (18)	330
PID/Gender: Rep Women	12% (38)	30% (93)	13% (41)	11% (33)	26% (80)	8% (25)	310
Tea Party: Supporter	17% (97)	32% (179)	15% (83)	11% (62)	19% (105)	7% (41)	567
Tea Party: Not Supporter	11% (180)	28% (457)	16% (268)	13% (211)	22% (361)	9% (147)	1625
Ideo: Liberal (1-3)	18% (136)	27% (204)	17% (131)	12% (90)	18% (140)	8% (61)	761
Ideo: Moderate (4)	8% (37)	33% (145)	18% (79)	13% (56)	22% (99)	7% (29)	446
Ideo: Conservative (5-7)	11% (74)	34% (235)	16% (112)	13% (94)	19% (134)	7% (47)	697
Educ: < College	13% (208)	28% (446)	15% (228)	11% (178)	23% (353)	10% (156)	1568
Educ: Bachelors degree	10% (41)	30% (124)	19% (81)	16% (65)	19% (77)	7% (28)	416
Educ: Post-grad	14% (31)	33% (73)	20% (43)	13% (29)	17% (37)	3% (6)	219
Income: Under 50k	13% (177)	27% (367)	14% (189)	12% (158)	22% (296)	11% (149)	1337
Income: 50k-100k	11% (74)	33% (211)	17% (108)	14% (90)	21% (131)	4% (25)	640
Income: 100k+	13% (29)	28% (64)	24% (54)	11% (24)	17% (39)	7% (15)	226

Continued on next page

**Table BRD17_5: Do you have a favorable or unfavorable view of each of the following?
Experian, the credit reporting agency**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	13% (280)	29% (643)	16% (351)	12% (273)	21% (467)	9% (190)	2203
Ethnicity: White	12% (210)	30% (526)	16% (286)	12% (211)	22% (388)	7% (131)	1752
Ethnicity: Hispanic	15% (48)	31% (104)	14% (46)	9% (30)	19% (62)	12% (39)	330
Ethnicity: Afr. Am.	15% (41)	28% (75)	15% (41)	14% (39)	19% (51)	8% (21)	269
Ethnicity: Other	16% (28)	23% (41)	13% (24)	12% (23)	16% (28)	20% (37)	182
Relig: Protestant	11% (56)	33% (169)	17% (85)	12% (63)	22% (109)	5% (23)	506
Relig: Roman Catholic	14% (69)	29% (137)	15% (74)	13% (62)	21% (100)	8% (37)	479
Relig: Ath./Agn./None	13% (77)	23% (137)	17% (104)	12% (71)	23% (137)	13% (76)	603
Relig: Something Else	12% (46)	30% (116)	16% (59)	13% (50)	19% (74)	10% (37)	383
Relig: Evangelical	14% (80)	32% (186)	13% (79)	14% (79)	21% (123)	7% (38)	585
Relig: Non-Evang. Catholics	12% (77)	32% (202)	17% (109)	11% (71)	21% (134)	6% (38)	630
Relig: All Christian	13% (156)	32% (388)	15% (187)	12% (150)	21% (256)	6% (76)	1215
Relig: All Non-Christian	13% (123)	26% (253)	17% (164)	12% (121)	21% (211)	11% (113)	986
Community: Urban	15% (92)	28% (172)	17% (101)	12% (76)	20% (122)	8% (51)	614
Community: Suburban	11% (104)	31% (290)	16% (147)	12% (114)	21% (193)	9% (80)	927
Community: Rural	13% (84)	27% (180)	16% (103)	12% (83)	23% (152)	9% (59)	662
Employ: Private Sector	16% (112)	30% (206)	18% (124)	13% (92)	18% (128)	4% (31)	692
Employ: Government	19% (28)	36% (52)	10% (14)	12% (18)	20% (28)	3% (5)	145
Employ: Self-Employed	12% (21)	32% (57)	20% (35)	16% (29)	14% (25)	6% (11)	177
Employ: Homemaker	9% (18)	38% (74)	12% (23)	7% (14)	19% (38)	15% (30)	197
Employ: Student	7% (7)	23% (25)	6% (7)	8% (9)	31% (35)	25% (28)	111
Employ: Retired	12% (55)	30% (130)	19% (84)	14% (63)	20% (88)	4% (17)	438
Employ: Unemployed	9% (23)	24% (59)	15% (37)	11% (27)	28% (69)	11% (27)	241
Employ: Other	8% (16)	20% (40)	14% (28)	10% (21)	28% (57)	21% (41)	202
Military HH: Yes	14% (57)	29% (114)	20% (79)	12% (46)	22% (87)	4% (14)	397
Military HH: No	12% (223)	29% (529)	15% (272)	13% (227)	21% (380)	10% (176)	1806
RD/WT: Right Direction	18% (134)	33% (249)	13% (103)	12% (88)	17% (134)	8% (58)	767
RD/WT: Wrong Track	10% (146)	27% (393)	17% (249)	13% (184)	23% (333)	9% (131)	1436

Continued on next page

**Table BRD17_5: Do you have a favorable or unfavorable view of each of the following?
Experian, the credit reporting agency**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	13% (280)	29% (643)	16% (351)	12% (273)	21% (467)	9% (190)	2203
Strongly Approve	19% (83)	32% (140)	11% (48)	15% (65)	18% (79)	6% (25)	440
Somewhat Approve	12% (57)	35% (171)	18% (87)	9% (42)	20% (96)	8% (37)	490
Somewhat Disapprove	9% (27)	33% (97)	21% (63)	8% (24)	18% (53)	11% (34)	297
Strongly Disapprove	12% (101)	26% (213)	17% (140)	15% (127)	22% (184)	8% (64)	830
Dont Know / No Opinion	8% (12)	15% (22)	9% (13)	9% (14)	38% (55)	21% (30)	146
#1 Issue: Economy	13% (78)	32% (193)	16% (93)	11% (65)	20% (117)	8% (48)	593
#1 Issue: Security	12% (51)	37% (153)	12% (48)	12% (50)	20% (81)	7% (30)	413
#1 Issue: Health Care	12% (59)	26% (125)	19% (94)	14% (68)	21% (100)	9% (42)	489
#1 Issue: Medicare / Social Security	12% (33)	29% (77)	19% (51)	11% (30)	25% (67)	4% (10)	268
#1 Issue: Women's Issues	14% (14)	28% (28)	16% (16)	7% (7)	21% (21)	14% (15)	101
#1 Issue: Education	12% (17)	22% (31)	12% (17)	16% (22)	26% (36)	11% (16)	140
#1 Issue: Energy	19% (20)	20% (21)	17% (18)	11% (11)	23% (25)	10% (11)	106
#1 Issue: Other	9% (8)	16% (15)	16% (15)	19% (18)	21% (20)	19% (18)	95
2016 Vote: Democrat Hillary Clinton	15% (107)	28% (204)	18% (131)	15% (104)	20% (143)	4% (27)	716
2016 Vote: Republican Donald Trump	12% (90)	34% (259)	16% (120)	12% (94)	19% (145)	7% (50)	759
2016 Vote: Someone else	8% (16)	29% (54)	17% (32)	13% (24)	21% (38)	11% (21)	184
2012 Vote: Barack Obama	16% (138)	30% (264)	18% (162)	13% (118)	18% (155)	5% (41)	878
2012 Vote: Mitt Romney	12% (61)	33% (173)	17% (87)	14% (72)	20% (102)	5% (24)	518
2012 Vote: Other	5% (6)	32% (33)	12% (13)	14% (15)	27% (27)	8% (8)	102
2012 Vote: Didn't Vote	11% (75)	25% (173)	13% (90)	10% (68)	26% (182)	17% (116)	704
4-Region: Northeast	16% (66)	31% (125)	16% (63)	10% (38)	20% (81)	7% (30)	402
4-Region: Midwest	11% (52)	31% (146)	15% (69)	12% (58)	22% (102)	10% (47)	474
4-Region: South	12% (96)	31% (249)	16% (133)	12% (102)	20% (164)	9% (72)	815
4-Region: West	13% (67)	24% (123)	17% (87)	15% (74)	24% (121)	8% (40)	512
Smartphone Users	13% (255)	30% (568)	16% (308)	13% (251)	20% (386)	7% (142)	1909
iOS Users	15% (100)	28% (190)	17% (117)	11% (79)	22% (149)	8% (54)	689
Android Users	12% (134)	31% (359)	15% (178)	14% (167)	20% (230)	7% (86)	1154
Have Heard of New Release	14% (255)	31% (579)	17% (316)	12% (229)	20% (374)	6% (111)	1864
Have Not Heard of New Release	7% (25)	19% (64)	10% (35)	13% (44)	28% (94)	23% (78)	339

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

Table BRD17_6: Do you have a favorable or unfavorable view of each of the following?
TransUnion, the credit reporting agency

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (256)	32% (698)	15% (339)	9% (206)	20% (451)	11% (253)	2203
Gender: Male	12% (129)	32% (343)	19% (198)	10% (106)	17% (179)	10% (105)	1060
Gender: Female	11% (127)	31% (355)	12% (141)	9% (100)	24% (272)	13% (148)	1143
Age: 18-29	12% (60)	25% (122)	12% (59)	7% (35)	20% (98)	23% (112)	486
Age: 30-44	13% (72)	32% (177)	15% (81)	9% (49)	22% (120)	9% (51)	551
Age: 45-54	9% (35)	31% (125)	20% (79)	13% (52)	22% (90)	6% (22)	403
Age: 55-64	8% (30)	38% (140)	16% (60)	11% (42)	19% (71)	6% (22)	366
Age: 65+	15% (59)	34% (134)	15% (59)	7% (29)	18% (72)	11% (45)	398
PID: Dem (no lean)	14% (100)	33% (239)	15% (110)	10% (69)	18% (130)	10% (69)	716
PID: Ind (no lean)	9% (76)	26% (223)	17% (142)	10% (87)	24% (201)	14% (117)	846
PID: Rep (no lean)	12% (80)	37% (236)	14% (87)	8% (51)	19% (120)	10% (66)	640
PID/Gender: Dem Men	15% (47)	33% (106)	17% (55)	12% (40)	14% (45)	8% (27)	319
PID/Gender: Dem Women	13% (52)	34% (134)	14% (55)	7% (29)	21% (85)	11% (42)	397
PID/Gender: Ind Men	9% (38)	26% (108)	21% (86)	10% (39)	21% (88)	12% (51)	411
PID/Gender: Ind Women	9% (38)	26% (114)	13% (56)	11% (47)	26% (113)	15% (66)	435
PID/Gender: Rep Men	13% (44)	39% (129)	17% (57)	8% (27)	14% (46)	8% (27)	330
PID/Gender: Rep Women	12% (36)	34% (107)	10% (30)	8% (24)	24% (74)	13% (39)	310
Tea Party: Supporter	16% (91)	35% (199)	15% (85)	7% (42)	18% (99)	9% (51)	567
Tea Party: Not Supporter	10% (163)	30% (492)	16% (254)	10% (165)	22% (351)	12% (200)	1625
Ideo: Liberal (1-3)	15% (113)	31% (237)	17% (130)	9% (69)	18% (140)	10% (72)	761
Ideo: Moderate (4)	8% (36)	36% (159)	17% (74)	9% (42)	21% (95)	9% (39)	446
Ideo: Conservative (5-7)	11% (80)	34% (239)	16% (109)	10% (67)	19% (133)	10% (70)	697
Educ: < College	12% (190)	31% (479)	14% (226)	9% (139)	22% (338)	12% (195)	1568
Educ: Bachelors degree	10% (40)	32% (133)	18% (73)	11% (46)	19% (78)	11% (47)	416
Educ: Post-grad	12% (26)	39% (86)	18% (39)	10% (22)	16% (34)	5% (11)	219
Income: Under 50k	12% (161)	29% (389)	14% (188)	10% (130)	22% (291)	13% (178)	1337
Income: 50k-100k	11% (71)	36% (230)	16% (103)	9% (60)	19% (120)	9% (57)	640
Income: 100k+	10% (23)	35% (79)	21% (48)	7% (17)	18% (41)	8% (18)	226

Continued on next page

Table BRD17_6: Do you have a favorable or unfavorable view of each of the following?
 TransUnion, the credit reporting agency

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (256)	32% (698)	15% (339)	9% (206)	20% (451)	11% (253)	2203
Ethnicity: White	11% (193)	32% (564)	16% (277)	9% (159)	21% (363)	11% (196)	1752
Ethnicity: Hispanic	14% (46)	30% (98)	14% (48)	8% (25)	19% (63)	15% (49)	330
Ethnicity: Afr. Am.	13% (34)	31% (83)	15% (41)	13% (34)	20% (53)	9% (23)	269
Ethnicity: Other	16% (29)	28% (51)	12% (21)	7% (13)	19% (34)	18% (34)	182
Relig: Protestant	10% (51)	37% (186)	15% (75)	10% (49)	19% (95)	10% (49)	506
Relig: Roman Catholic	13% (63)	33% (157)	17% (79)	8% (37)	19% (91)	11% (51)	479
Relig: Ath./Agn./None	13% (76)	23% (137)	18% (110)	9% (56)	23% (138)	14% (86)	603
Relig: Something Else	11% (42)	32% (122)	13% (51)	12% (47)	20% (76)	11% (44)	383
Relig: Evangelical	12% (69)	37% (215)	12% (68)	10% (60)	19% (111)	11% (62)	585
Relig: Non-Evang. Catholics	11% (68)	35% (223)	17% (109)	7% (43)	20% (126)	10% (62)	630
Relig: All Christian	11% (138)	36% (438)	15% (177)	8% (103)	19% (237)	10% (123)	1215
Relig: All Non-Christian	12% (118)	26% (259)	16% (161)	11% (104)	22% (214)	13% (129)	986
Community: Urban	13% (79)	31% (190)	16% (97)	10% (64)	17% (106)	13% (78)	614
Community: Suburban	11% (100)	34% (315)	14% (130)	9% (87)	22% (200)	10% (97)	927
Community: Rural	12% (77)	29% (194)	17% (112)	8% (56)	22% (145)	12% (79)	662
Employ: Private Sector	14% (96)	34% (235)	18% (127)	8% (56)	20% (137)	6% (41)	692
Employ: Government	15% (21)	41% (59)	11% (16)	10% (14)	17% (25)	6% (9)	145
Employ: Self-Employed	11% (20)	32% (57)	22% (39)	14% (25)	11% (20)	9% (17)	177
Employ: Homemaker	10% (21)	34% (67)	10% (19)	6% (12)	24% (47)	16% (32)	197
Employ: Student	6% (6)	28% (31)	7% (7)	9% (9)	21% (24)	30% (33)	111
Employ: Retired	12% (53)	32% (140)	18% (78)	10% (42)	19% (82)	10% (44)	438
Employ: Unemployed	10% (24)	26% (62)	12% (30)	11% (26)	29% (69)	13% (31)	241
Employ: Other	8% (16)	23% (47)	11% (22)	11% (23)	24% (48)	23% (46)	202
Military HH: Yes	15% (59)	28% (113)	19% (76)	10% (39)	22% (88)	5% (21)	397
Military HH: No	11% (197)	32% (585)	15% (262)	9% (167)	20% (363)	13% (231)	1806
RD/WT: Right Direction	16% (124)	36% (273)	13% (101)	8% (59)	18% (138)	9% (70)	767
RD/WT: Wrong Track	9% (131)	30% (425)	17% (238)	10% (147)	22% (313)	13% (182)	1436

Continued on next page

Table BRD17_6: Do you have a favorable or unfavorable view of each of the following?
TransUnion, the credit reporting agency

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (256)	32% (698)	15% (339)	9% (206)	20% (451)	11% (253)	2203
Strongly Approve	19% (85)	32% (143)	13% (55)	10% (42)	19% (82)	8% (33)	440
Somewhat Approve	11% (52)	37% (182)	18% (87)	6% (29)	16% (80)	12% (61)	490
Somewhat Disapprove	8% (23)	35% (104)	19% (55)	6% (19)	18% (53)	15% (43)	297
Strongly Disapprove	10% (85)	29% (242)	16% (136)	12% (99)	22% (180)	11% (88)	830
Dont Know / No Opinion	7% (10)	19% (28)	4% (6)	12% (18)	39% (56)	19% (27)	146
#1 Issue: Economy	12% (71)	36% (212)	14% (84)	10% (59)	20% (116)	9% (51)	593
#1 Issue: Security	9% (38)	36% (150)	15% (63)	8% (34)	19% (80)	12% (49)	413
#1 Issue: Health Care	11% (55)	31% (152)	15% (72)	10% (48)	23% (111)	10% (50)	489
#1 Issue: Medicare / Social Security	12% (33)	32% (86)	16% (43)	8% (22)	20% (52)	12% (32)	268
#1 Issue: Women's Issues	13% (13)	24% (24)	16% (16)	9% (9)	15% (15)	23% (23)	101
#1 Issue: Education	7% (10)	30% (42)	16% (22)	10% (14)	23% (32)	14% (20)	140
#1 Issue: Energy	23% (24)	17% (18)	22% (23)	8% (8)	21% (22)	9% (10)	106
#1 Issue: Other	12% (11)	15% (14)	17% (16)	14% (14)	24% (22)	19% (18)	95
2016 Vote: Democrat Hillary Clinton	13% (94)	32% (230)	17% (119)	11% (79)	19% (137)	8% (57)	716
2016 Vote: Republican Donald Trump	12% (89)	37% (281)	16% (119)	8% (64)	18% (134)	9% (72)	759
2016 Vote: Someone else	8% (14)	31% (57)	19% (34)	8% (15)	22% (41)	12% (22)	184
2012 Vote: Barack Obama	14% (121)	33% (291)	18% (154)	10% (87)	19% (164)	7% (61)	878
2012 Vote: Mitt Romney	11% (57)	37% (191)	15% (80)	10% (50)	19% (97)	8% (44)	518
2012 Vote: Other	5% (5)	33% (33)	19% (20)	8% (8)	26% (26)	9% (9)	102
2012 Vote: Didn't Vote	10% (71)	26% (183)	12% (85)	9% (61)	23% (164)	20% (139)	704
4-Region: Northeast	14% (57)	34% (136)	16% (64)	7% (27)	19% (77)	11% (42)	402
4-Region: Midwest	11% (51)	32% (153)	18% (85)	8% (40)	18% (87)	12% (59)	474
4-Region: South	12% (98)	33% (267)	14% (113)	10% (80)	21% (168)	11% (90)	815
4-Region: West	10% (51)	28% (142)	15% (78)	12% (60)	23% (120)	12% (61)	512
Smartphone Users	12% (233)	32% (619)	16% (307)	10% (186)	20% (375)	10% (189)	1909
iOS Users	13% (90)	33% (229)	15% (103)	9% (63)	19% (134)	10% (71)	689
Android Users	10% (119)	33% (376)	16% (190)	10% (120)	20% (235)	10% (114)	1154
Have Heard of New Release	13% (237)	34% (628)	16% (306)	9% (174)	19% (355)	9% (164)	1864
Have Not Heard of New Release	5% (18)	21% (71)	10% (33)	10% (32)	28% (96)	26% (89)	339

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

Table BRD17_7: Do you have a favorable or unfavorable view of each of the following?
 Credit reporting agencies, generally

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (257)	31% (676)	21% (458)	12% (264)	18% (407)	6% (142)	2203
Gender: Male	14% (145)	29% (306)	23% (249)	12% (127)	16% (168)	6% (65)	1060
Gender: Female	10% (111)	32% (370)	18% (209)	12% (137)	21% (239)	7% (77)	1143
Age: 18-29	13% (65)	27% (130)	17% (81)	7% (35)	19% (94)	17% (81)	486
Age: 30-44	14% (78)	32% (177)	18% (102)	12% (68)	17% (96)	5% (29)	551
Age: 45-54	9% (37)	27% (110)	25% (99)	15% (60)	22% (87)	2% (9)	403
Age: 55-64	9% (33)	33% (119)	24% (89)	15% (53)	17% (63)	2% (8)	366
Age: 65+	11% (43)	35% (140)	22% (86)	12% (47)	17% (67)	4% (15)	398
PID: Dem (no lean)	13% (97)	32% (231)	21% (152)	12% (88)	15% (105)	6% (43)	716
PID: Ind (no lean)	9% (78)	26% (218)	21% (176)	13% (109)	22% (190)	9% (73)	846
PID: Rep (no lean)	13% (81)	36% (227)	20% (129)	10% (66)	17% (111)	4% (25)	640
PID/Gender: Dem Men	17% (53)	28% (88)	24% (76)	14% (43)	12% (37)	7% (23)	319
PID/Gender: Dem Women	11% (44)	36% (143)	19% (76)	11% (45)	17% (69)	5% (21)	397
PID/Gender: Ind Men	11% (46)	24% (99)	25% (102)	12% (51)	20% (81)	8% (32)	411
PID/Gender: Ind Women	7% (32)	27% (119)	17% (74)	13% (58)	25% (110)	10% (42)	435
PID/Gender: Rep Men	14% (46)	36% (119)	21% (71)	10% (33)	15% (51)	3% (11)	330
PID/Gender: Rep Women	11% (35)	35% (108)	19% (58)	11% (34)	20% (61)	5% (14)	310
Tea Party: Supporter	17% (98)	32% (180)	20% (111)	12% (68)	14% (81)	5% (28)	567
Tea Party: Not Supporter	10% (158)	30% (490)	21% (345)	12% (196)	20% (325)	7% (112)	1625
Ideo: Liberal (1-3)	16% (125)	30% (230)	23% (176)	11% (81)	14% (103)	6% (46)	761
Ideo: Moderate (4)	9% (40)	33% (148)	22% (100)	12% (54)	20% (88)	3% (15)	446
Ideo: Conservative (5-7)	9% (62)	35% (242)	21% (148)	14% (95)	17% (121)	4% (28)	697
Educ: < College	12% (191)	29% (457)	19% (303)	11% (171)	21% (326)	8% (120)	1568
Educ: Bachelors degree	10% (41)	34% (143)	23% (96)	15% (64)	13% (53)	4% (18)	416
Educ: Post-grad	11% (24)	35% (76)	27% (59)	13% (29)	13% (27)	1% (3)	219
Income: Under 50k	12% (164)	27% (365)	19% (256)	12% (164)	21% (277)	8% (110)	1337
Income: 50k-100k	10% (67)	37% (237)	22% (140)	12% (75)	16% (101)	3% (20)	640
Income: 100k+	11% (25)	33% (74)	27% (61)	11% (25)	13% (29)	5% (11)	226

Continued on next page

**Table BRD17_7: Do you have a favorable or unfavorable view of each of the following?
Credit reporting agencies, generally**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (257)	31% (676)	21% (458)	12% (264)	18% (407)	6% (142)	2203
Ethnicity: White	11% (193)	32% (555)	21% (373)	12% (210)	19% (326)	5% (95)	1752
Ethnicity: Hispanic	15% (49)	29% (97)	17% (57)	9% (30)	18% (60)	11% (37)	330
Ethnicity: Afr. Am.	14% (38)	26% (70)	19% (51)	15% (40)	20% (54)	6% (16)	269
Ethnicity: Other	14% (26)	28% (51)	18% (34)	8% (15)	14% (26)	17% (31)	182
Relig: Protestant	10% (52)	38% (190)	20% (100)	12% (63)	18% (89)	2% (13)	506
Relig: Roman Catholic	13% (62)	33% (160)	18% (88)	13% (64)	16% (76)	6% (27)	479
Relig: Ath./Agn./None	13% (77)	22% (131)	26% (155)	10% (60)	20% (123)	9% (57)	603
Relig: Something Else	10% (39)	30% (114)	19% (74)	14% (54)	19% (72)	8% (30)	383
Relig: Evangelical	13% (76)	35% (207)	17% (99)	12% (70)	18% (106)	5% (27)	585
Relig: Non-Evang. Catholics	10% (65)	36% (224)	21% (130)	12% (78)	17% (106)	4% (27)	630
Relig: All Christian	12% (140)	35% (431)	19% (229)	12% (148)	17% (211)	5% (55)	1215
Relig: All Non-Christian	12% (116)	25% (245)	23% (229)	12% (114)	20% (195)	9% (87)	986
Community: Urban	14% (89)	28% (170)	19% (118)	12% (75)	18% (110)	8% (51)	614
Community: Suburban	11% (98)	32% (301)	22% (200)	11% (106)	18% (168)	6% (54)	927
Community: Rural	11% (70)	31% (205)	21% (139)	12% (83)	19% (128)	6% (37)	662
Employ: Private Sector	15% (101)	33% (228)	22% (152)	11% (77)	16% (112)	3% (21)	692
Employ: Government	17% (25)	37% (53)	20% (30)	12% (18)	11% (16)	2% (3)	145
Employ: Self-Employed	9% (16)	34% (60)	20% (35)	18% (31)	15% (26)	5% (9)	177
Employ: Homemaker	10% (20)	34% (67)	18% (36)	10% (19)	16% (32)	12% (23)	197
Employ: Student	9% (10)	25% (28)	16% (17)	6% (7)	22% (24)	22% (24)	111
Employ: Retired	9% (41)	33% (142)	25% (109)	14% (60)	17% (76)	2% (10)	438
Employ: Unemployed	12% (28)	26% (63)	17% (40)	12% (30)	24% (58)	9% (22)	241
Employ: Other	7% (15)	17% (35)	19% (39)	11% (22)	31% (62)	14% (29)	202
Military HH: Yes	12% (48)	31% (123)	23% (91)	13% (54)	19% (74)	2% (7)	397
Military HH: No	12% (208)	31% (553)	20% (366)	12% (211)	18% (333)	7% (134)	1806
RD/WT: Right Direction	17% (130)	33% (257)	17% (128)	10% (79)	17% (132)	5% (41)	767
RD/WT: Wrong Track	9% (127)	29% (419)	23% (329)	13% (185)	19% (275)	7% (101)	1436

Continued on next page

**Table BRD17_7: Do you have a favorable or unfavorable view of each of the following?
Credit reporting agencies, generally**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (257)	31% (676)	21% (458)	12% (264)	18% (407)	6% (142)	2203
Strongly Approve	18% (79)	31% (138)	18% (80)	12% (54)	16% (69)	5% (20)	440
Somewhat Approve	13% (63)	34% (169)	22% (106)	9% (44)	18% (89)	4% (19)	490
Somewhat Disapprove	9% (26)	35% (104)	21% (62)	10% (30)	16% (48)	9% (28)	297
Strongly Disapprove	9% (78)	29% (241)	24% (197)	14% (115)	18% (145)	6% (53)	830
Dont Know / No Opinion	7% (10)	17% (25)	9% (13)	14% (20)	38% (56)	15% (22)	146
#1 Issue: Economy	12% (68)	35% (205)	22% (130)	12% (70)	15% (92)	5% (29)	593
#1 Issue: Security	9% (38)	33% (138)	17% (70)	12% (50)	22% (92)	6% (24)	413
#1 Issue: Health Care	13% (61)	29% (142)	22% (106)	11% (56)	19% (93)	6% (30)	489
#1 Issue: Medicare / Social Security	13% (34)	30% (81)	21% (57)	13% (35)	20% (54)	3% (7)	268
#1 Issue: Women's Issues	13% (13)	29% (29)	16% (16)	11% (12)	14% (14)	17% (17)	101
#1 Issue: Education	9% (12)	26% (36)	24% (34)	10% (13)	21% (29)	11% (16)	140
#1 Issue: Energy	19% (20)	23% (25)	28% (29)	11% (12)	15% (15)	4% (4)	106
#1 Issue: Other	11% (10)	22% (20)	16% (15)	18% (17)	19% (18)	15% (14)	95
2016 Vote: Democrat Hillary Clinton	13% (90)	31% (222)	24% (169)	13% (96)	16% (116)	3% (23)	716
2016 Vote: Republican Donald Trump	12% (89)	34% (260)	22% (167)	12% (91)	17% (125)	4% (27)	759
2016 Vote: Someone else	7% (13)	36% (65)	22% (41)	10% (19)	17% (31)	7% (14)	184
2012 Vote: Barack Obama	14% (122)	32% (279)	24% (208)	12% (109)	15% (133)	3% (27)	878
2012 Vote: Mitt Romney	10% (52)	37% (191)	24% (123)	13% (65)	15% (77)	2% (10)	518
2012 Vote: Other	7% (7)	31% (31)	14% (14)	17% (17)	27% (28)	5% (5)	102
2012 Vote: Didn't Vote	11% (74)	25% (176)	16% (113)	10% (72)	24% (169)	14% (100)	704
4-Region: Northeast	12% (49)	36% (146)	19% (76)	10% (39)	17% (68)	6% (24)	402
4-Region: Midwest	12% (56)	30% (141)	25% (117)	11% (54)	18% (84)	5% (22)	474
4-Region: South	11% (88)	32% (259)	19% (157)	12% (100)	18% (150)	8% (61)	815
4-Region: West	12% (63)	25% (130)	21% (108)	14% (71)	20% (105)	7% (34)	512
Smartphone Users	12% (233)	31% (598)	22% (421)	12% (238)	16% (315)	6% (105)	1909
iOS Users	15% (105)	32% (219)	20% (140)	11% (78)	16% (111)	5% (37)	689
Android Users	10% (111)	31% (361)	23% (268)	13% (151)	17% (197)	6% (65)	1154
Have Heard of New Release	12% (231)	33% (612)	22% (415)	12% (229)	16% (300)	4% (76)	1864
Have Not Heard of New Release	7% (25)	19% (64)	12% (42)	10% (35)	32% (107)	19% (65)	339

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

Table BRD18_4: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Equifax, the credit reporting agency

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (264)	21% (473)	22% (474)	25% (552)	13% (292)	7% (148)	2203
Gender: Male	13% (134)	22% (235)	22% (231)	25% (263)	12% (125)	7% (71)	1060
Gender: Female	11% (130)	21% (238)	21% (243)	25% (289)	15% (167)	7% (76)	1143
Age: 18-29	16% (79)	19% (94)	13% (63)	15% (73)	19% (93)	17% (84)	486
Age: 30-44	14% (79)	24% (134)	19% (104)	23% (125)	14% (76)	6% (33)	551
Age: 45-54	8% (31)	20% (79)	26% (104)	31% (125)	13% (52)	3% (12)	403
Age: 55-64	7% (24)	24% (88)	26% (93)	34% (125)	8% (28)	2% (8)	366
Age: 65+	13% (51)	20% (78)	28% (110)	26% (105)	11% (44)	3% (11)	398
PID: Dem (no lean)	12% (86)	24% (175)	22% (158)	26% (184)	10% (70)	6% (43)	716
PID: Ind (no lean)	10% (86)	18% (152)	21% (182)	25% (214)	17% (144)	8% (68)	846
PID: Rep (no lean)	14% (92)	23% (145)	21% (134)	24% (154)	12% (78)	6% (36)	640
PID/Gender: Dem Men	12% (39)	26% (84)	22% (71)	22% (71)	10% (32)	7% (23)	319
PID/Gender: Dem Women	12% (47)	23% (91)	22% (87)	28% (113)	10% (39)	5% (20)	397
PID/Gender: Ind Men	11% (44)	17% (71)	24% (99)	26% (109)	15% (60)	7% (28)	411
PID/Gender: Ind Women	10% (42)	19% (81)	19% (83)	24% (105)	19% (84)	9% (41)	435
PID/Gender: Rep Men	16% (51)	24% (80)	19% (62)	25% (83)	10% (33)	6% (21)	330
PID/Gender: Rep Women	13% (41)	21% (65)	23% (73)	23% (72)	14% (45)	5% (15)	310
Tea Party: Supporter	18% (102)	25% (139)	21% (119)	21% (118)	10% (59)	5% (30)	567
Tea Party: Not Supporter	10% (161)	20% (329)	22% (354)	27% (432)	14% (233)	7% (115)	1625
Ideo: Liberal (1-3)	15% (110)	21% (159)	20% (156)	27% (209)	11% (85)	5% (41)	761
Ideo: Moderate (4)	10% (45)	22% (100)	26% (116)	26% (116)	11% (49)	4% (20)	446
Ideo: Conservative (5-7)	11% (74)	23% (161)	23% (159)	27% (188)	12% (81)	5% (35)	697
Educ: < College	13% (207)	21% (327)	20% (308)	23% (359)	15% (243)	8% (123)	1568
Educ: Bachelors degree	9% (38)	23% (94)	25% (105)	30% (123)	9% (36)	5% (20)	416
Educ: Post-grad	8% (18)	24% (52)	28% (61)	32% (70)	6% (14)	2% (4)	219
Income: Under 50k	13% (175)	21% (276)	21% (284)	22% (294)	14% (192)	9% (116)	1337
Income: 50k-100k	11% (70)	23% (150)	21% (133)	30% (189)	12% (77)	3% (21)	640
Income: 100k+	8% (18)	21% (48)	25% (57)	30% (68)	10% (23)	5% (11)	226

Continued on next page

Table BRD18_4: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Equifax, the credit reporting agency

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (264)	21% (473)	22% (474)	25% (552)	13% (292)	7% (148)	2203
Ethnicity: White	11% (192)	22% (384)	22% (383)	26% (455)	14% (242)	6% (97)	1752
Ethnicity: Hispanic	18% (58)	24% (80)	14% (47)	22% (73)	12% (38)	10% (33)	330
Ethnicity: Afr. Am.	14% (38)	22% (60)	24% (63)	22% (60)	11% (29)	7% (18)	269
Ethnicity: Other	18% (34)	16% (29)	15% (28)	21% (38)	12% (22)	18% (32)	182
Relig: Protestant	12% (59)	22% (111)	23% (115)	29% (146)	11% (55)	4% (20)	506
Relig: Roman Catholic	12% (56)	23% (111)	21% (99)	28% (132)	12% (55)	5% (25)	479
Relig: Ath./Agn./None	13% (77)	19% (114)	21% (125)	22% (132)	15% (91)	11% (64)	603
Relig: Something Else	10% (40)	22% (84)	22% (83)	25% (95)	14% (54)	7% (28)	383
Relig: Evangelical	16% (93)	21% (123)	22% (127)	23% (137)	13% (74)	5% (31)	585
Relig: Non-Evang. Catholics	9% (55)	24% (153)	22% (137)	30% (187)	12% (73)	4% (25)	630
Relig: All Christian	12% (147)	23% (276)	22% (264)	27% (324)	12% (148)	5% (56)	1215
Relig: All Non-Christian	12% (117)	20% (197)	21% (208)	23% (227)	15% (145)	9% (91)	986
Community: Urban	14% (84)	21% (129)	22% (136)	23% (140)	13% (78)	8% (48)	614
Community: Suburban	11% (99)	22% (206)	20% (183)	29% (273)	12% (109)	6% (57)	927
Community: Rural	12% (81)	21% (138)	23% (155)	21% (139)	16% (105)	6% (43)	662
Employ: Private Sector	13% (93)	21% (148)	24% (163)	26% (178)	13% (92)	3% (18)	692
Employ: Government	14% (21)	31% (45)	23% (33)	19% (27)	9% (13)	3% (5)	145
Employ: Self-Employed	8% (15)	29% (52)	17% (31)	33% (58)	8% (14)	5% (8)	177
Employ: Homemaker	16% (32)	18% (35)	18% (36)	26% (51)	9% (19)	12% (25)	197
Employ: Student	10% (11)	20% (23)	11% (12)	10% (11)	25% (28)	24% (26)	111
Employ: Retired	10% (44)	19% (85)	29% (127)	29% (127)	11% (47)	2% (8)	438
Employ: Unemployed	14% (34)	21% (51)	13% (32)	24% (58)	18% (44)	9% (23)	241
Employ: Other	7% (15)	17% (34)	20% (40)	21% (42)	18% (35)	17% (35)	202
Military HH: Yes	14% (57)	23% (93)	20% (80)	25% (101)	14% (54)	3% (12)	397
Military HH: No	11% (207)	21% (380)	22% (394)	25% (451)	13% (239)	8% (136)	1806
RD/WT: Right Direction	17% (129)	25% (194)	21% (160)	19% (146)	13% (96)	6% (42)	767
RD/WT: Wrong Track	9% (135)	19% (279)	22% (314)	28% (406)	14% (196)	7% (105)	1436

Continued on next page

Table BRD18_4: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Equifax, the credit reporting agency

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (264)	21% (473)	22% (474)	25% (552)	13% (292)	7% (148)	2203
Strongly Approve	17% (74)	23% (102)	21% (90)	24% (105)	12% (53)	4% (16)	440
Somewhat Approve	13% (66)	24% (117)	23% (113)	21% (105)	12% (59)	6% (31)	490
Somewhat Disapprove	9% (26)	25% (74)	22% (66)	22% (64)	13% (39)	9% (28)	297
Strongly Disapprove	10% (84)	19% (161)	23% (188)	31% (255)	11% (94)	6% (48)	830
Dont Know / No Opinion	10% (14)	14% (20)	11% (17)	16% (23)	32% (47)	17% (25)	146
#1 Issue: Economy	12% (70)	25% (147)	22% (130)	24% (142)	12% (69)	6% (35)	593
#1 Issue: Security	11% (47)	25% (101)	21% (88)	23% (95)	14% (60)	5% (22)	413
#1 Issue: Health Care	11% (52)	17% (83)	24% (118)	28% (138)	13% (62)	7% (35)	489
#1 Issue: Medicare / Social Security	12% (31)	24% (63)	24% (66)	25% (68)	11% (29)	4% (11)	268
#1 Issue: Women's Issues	10% (10)	17% (17)	17% (17)	27% (27)	18% (18)	12% (12)	101
#1 Issue: Education	16% (23)	21% (29)	14% (20)	17% (24)	20% (27)	12% (16)	140
#1 Issue: Energy	22% (24)	19% (20)	16% (17)	28% (29)	12% (12)	4% (4)	106
#1 Issue: Other	8% (7)	13% (12)	20% (19)	31% (29)	16% (15)	12% (12)	95
2016 Vote: Democrat Hillary Clinton	11% (81)	22% (159)	23% (165)	30% (213)	10% (74)	3% (24)	716
2016 Vote: Republican Donald Trump	13% (96)	22% (170)	24% (185)	24% (184)	12% (91)	4% (33)	759
2016 Vote: Someone else	7% (12)	26% (47)	23% (43)	27% (50)	11% (20)	6% (11)	184
2012 Vote: Barack Obama	13% (111)	23% (204)	24% (207)	28% (249)	9% (80)	3% (28)	878
2012 Vote: Mitt Romney	10% (53)	24% (124)	25% (130)	27% (141)	12% (60)	2% (9)	518
2012 Vote: Other	7% (7)	17% (17)	31% (31)	25% (26)	15% (15)	5% (5)	102
2012 Vote: Didn't Vote	13% (93)	18% (127)	15% (106)	19% (136)	19% (136)	15% (105)	704
4-Region: Northeast	11% (44)	26% (106)	23% (93)	21% (84)	12% (48)	6% (26)	402
4-Region: Midwest	12% (59)	19% (90)	22% (105)	29% (136)	12% (59)	6% (26)	474
4-Region: South	12% (98)	22% (178)	21% (171)	23% (191)	15% (125)	7% (53)	815
4-Region: West	12% (63)	19% (99)	21% (105)	28% (141)	12% (61)	8% (42)	512
Smartphone Users	12% (236)	22% (429)	21% (406)	26% (499)	12% (233)	6% (107)	1909
iOS Users	14% (99)	22% (153)	20% (137)	26% (176)	12% (83)	6% (41)	689
Android Users	10% (120)	23% (261)	22% (259)	26% (306)	12% (144)	6% (64)	1154
Have Heard of New Release	13% (241)	23% (421)	23% (425)	26% (486)	11% (203)	5% (89)	1864
Have Not Heard of New Release	7% (23)	15% (52)	15% (50)	20% (66)	26% (89)	17% (59)	339

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

**Table BRD18_5: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Experian, the credit reporting agency**

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (267)	27% (593)	22% (488)	16% (357)	15% (321)	8% (177)	2203
Gender: Male	12% (132)	27% (290)	24% (252)	16% (169)	12% (131)	8% (87)	1060
Gender: Female	12% (135)	26% (303)	21% (236)	16% (188)	17% (190)	8% (90)	1143
Age: 18-29	14% (69)	21% (100)	14% (70)	10% (50)	17% (85)	23% (111)	486
Age: 30-44	15% (84)	27% (150)	20% (109)	15% (81)	17% (95)	6% (33)	551
Age: 45-54	9% (35)	26% (104)	27% (108)	21% (86)	14% (58)	3% (12)	403
Age: 55-64	7% (26)	33% (122)	29% (105)	19% (69)	10% (36)	2% (8)	366
Age: 65+	14% (54)	29% (117)	24% (96)	18% (72)	12% (47)	3% (13)	398
PID: Dem (no lean)	12% (89)	29% (211)	22% (160)	17% (119)	12% (88)	7% (50)	716
PID: Ind (no lean)	10% (83)	23% (195)	23% (191)	17% (147)	17% (147)	10% (85)	846
PID: Rep (no lean)	15% (96)	29% (186)	21% (137)	14% (92)	13% (86)	7% (42)	640
PID/Gender: Dem Men	13% (40)	30% (95)	23% (73)	17% (54)	10% (33)	8% (26)	319
PID/Gender: Dem Women	12% (49)	29% (116)	22% (87)	16% (65)	14% (55)	6% (24)	397
PID/Gender: Ind Men	10% (40)	23% (95)	25% (105)	17% (71)	15% (62)	9% (39)	411
PID/Gender: Ind Women	10% (43)	23% (100)	20% (87)	17% (75)	19% (85)	10% (46)	435
PID/Gender: Rep Men	16% (53)	30% (100)	23% (74)	13% (44)	11% (36)	7% (22)	330
PID/Gender: Rep Women	14% (43)	28% (86)	20% (62)	15% (48)	16% (50)	6% (20)	310
Tea Party: Supporter	19% (107)	28% (161)	22% (127)	13% (73)	11% (64)	6% (35)	567
Tea Party: Not Supporter	10% (160)	26% (425)	22% (360)	17% (284)	16% (256)	9% (140)	1625
Ideo: Liberal (1-3)	15% (115)	27% (207)	20% (152)	17% (133)	13% (98)	8% (57)	761
Ideo: Moderate (4)	10% (43)	30% (133)	27% (120)	16% (72)	13% (56)	5% (23)	446
Ideo: Conservative (5-7)	11% (80)	29% (205)	25% (171)	16% (109)	13% (92)	6% (40)	697
Educ: < College	13% (201)	25% (396)	20% (317)	16% (254)	16% (254)	9% (147)	1568
Educ: Bachelors degree	10% (41)	30% (124)	27% (112)	17% (69)	11% (47)	6% (25)	416
Educ: Post-grad	12% (26)	33% (73)	27% (59)	16% (35)	9% (20)	2% (5)	219
Income: Under 50k	13% (171)	25% (334)	22% (288)	15% (204)	15% (206)	10% (133)	1337
Income: 50k-100k	11% (71)	30% (195)	23% (145)	18% (115)	13% (84)	5% (31)	640
Income: 100k+	11% (26)	28% (64)	24% (54)	17% (39)	13% (30)	6% (13)	226

Continued on next page

Table BRD18_5: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Experian, the credit reporting agency

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (267)	27% (593)	22% (488)	16% (357)	15% (321)	8% (177)	2203
Ethnicity: White	11% (198)	28% (490)	22% (389)	16% (285)	15% (264)	7% (125)	1752
Ethnicity: Hispanic	12% (41)	27% (90)	17% (56)	17% (55)	15% (50)	11% (38)	330
Ethnicity: Afr. Am.	14% (39)	24% (66)	25% (67)	16% (43)	14% (36)	6% (17)	269
Ethnicity: Other	17% (30)	20% (37)	17% (31)	16% (29)	11% (20)	19% (35)	182
Relig: Protestant	14% (68)	31% (156)	22% (114)	16% (81)	12% (60)	6% (28)	506
Relig: Roman Catholic	11% (53)	31% (147)	20% (98)	18% (87)	14% (68)	5% (25)	479
Relig: Ath./Agn./None	11% (68)	22% (130)	23% (141)	14% (86)	17% (100)	13% (77)	603
Relig: Something Else	12% (45)	26% (98)	21% (82)	18% (69)	14% (55)	9% (35)	383
Relig: Evangelical	15% (88)	26% (152)	23% (136)	16% (96)	13% (79)	6% (34)	585
Relig: Non-Evang. Catholics	11% (67)	34% (212)	20% (128)	17% (105)	14% (87)	5% (31)	630
Relig: All Christian	13% (154)	30% (364)	22% (264)	17% (201)	14% (166)	5% (65)	1215
Relig: All Non-Christian	11% (113)	23% (228)	23% (223)	16% (155)	16% (155)	11% (112)	986
Community: Urban	13% (81)	24% (150)	24% (145)	15% (95)	15% (90)	9% (53)	614
Community: Suburban	11% (103)	29% (272)	21% (194)	18% (169)	14% (125)	7% (63)	927
Community: Rural	13% (83)	26% (171)	22% (148)	14% (93)	16% (105)	9% (61)	662
Employ: Private Sector	14% (99)	29% (198)	22% (154)	16% (112)	15% (102)	4% (26)	692
Employ: Government	13% (19)	31% (45)	26% (38)	12% (17)	13% (18)	5% (8)	145
Employ: Self-Employed	11% (20)	30% (54)	27% (48)	17% (31)	8% (15)	6% (10)	177
Employ: Homemaker	17% (33)	25% (49)	18% (36)	15% (29)	11% (22)	14% (28)	197
Employ: Student	6% (6)	21% (23)	12% (14)	11% (12)	23% (26)	27% (30)	111
Employ: Retired	10% (43)	29% (127)	26% (115)	20% (87)	12% (53)	3% (13)	438
Employ: Unemployed	11% (27)	23% (57)	19% (46)	17% (40)	18% (44)	12% (28)	241
Employ: Other	10% (20)	20% (40)	18% (37)	15% (30)	20% (41)	17% (34)	202
Military HH: Yes	15% (59)	28% (111)	22% (85)	18% (73)	14% (57)	3% (11)	397
Military HH: No	12% (209)	27% (482)	22% (402)	16% (284)	15% (264)	9% (166)	1806
RD/WT: Right Direction	16% (122)	29% (226)	22% (168)	13% (96)	13% (96)	8% (58)	767
RD/WT: Wrong Track	10% (145)	26% (367)	22% (319)	18% (261)	16% (225)	8% (119)	1436

Continued on next page

**Table BRD18_5: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Experian, the credit reporting agency**

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	12% (267)	27% (593)	22% (488)	16% (357)	15% (321)	8% (177)	2203
Strongly Approve	16% (72)	27% (117)	23% (99)	17% (75)	13% (57)	5% (20)	440
Somewhat Approve	15% (74)	29% (144)	23% (112)	13% (61)	11% (56)	9% (43)	490
Somewhat Disapprove	7% (21)	32% (95)	23% (69)	11% (33)	17% (49)	10% (30)	297
Strongly Disapprove	11% (88)	25% (210)	23% (195)	20% (167)	13% (111)	7% (59)	830
Dont Know / No Opinion	9% (13)	18% (25)	9% (13)	15% (21)	33% (48)	17% (25)	146
#1 Issue: Economy	14% (81)	30% (175)	22% (132)	14% (83)	13% (77)	7% (44)	593
#1 Issue: Security	13% (53)	32% (130)	23% (94)	12% (49)	15% (61)	6% (26)	413
#1 Issue: Health Care	12% (57)	23% (114)	24% (117)	19% (94)	15% (75)	6% (31)	489
#1 Issue: Medicare / Social Security	10% (26)	30% (80)	23% (61)	21% (56)	13% (36)	4% (10)	268
#1 Issue: Women's Issues	12% (12)	17% (17)	24% (24)	13% (13)	16% (17)	18% (18)	101
#1 Issue: Education	9% (13)	22% (31)	20% (28)	13% (19)	18% (25)	17% (24)	140
#1 Issue: Energy	18% (19)	25% (26)	18% (19)	16% (17)	15% (15)	9% (10)	106
#1 Issue: Other	7% (7)	19% (18)	14% (13)	29% (27)	16% (15)	15% (15)	95
2016 Vote: Democrat Hillary Clinton	11% (82)	29% (211)	22% (161)	19% (135)	13% (94)	5% (32)	716
2016 Vote: Republican Donald Trump	13% (97)	29% (222)	25% (188)	15% (117)	12% (94)	6% (42)	759
2016 Vote: Someone else	8% (14)	26% (48)	26% (47)	19% (35)	14% (27)	7% (12)	184
2012 Vote: Barack Obama	14% (119)	30% (263)	23% (204)	18% (159)	11% (100)	4% (34)	878
2012 Vote: Mitt Romney	12% (60)	31% (159)	27% (140)	16% (80)	12% (62)	3% (17)	518
2012 Vote: Other	6% (7)	22% (23)	30% (31)	19% (19)	19% (19)	3% (4)	102
2012 Vote: Didn't Vote	12% (82)	21% (147)	16% (113)	14% (99)	20% (139)	17% (123)	704
4-Region: Northeast	12% (48)	32% (127)	25% (100)	12% (47)	13% (51)	7% (29)	402
4-Region: Midwest	12% (58)	27% (128)	22% (103)	20% (93)	12% (55)	8% (36)	474
4-Region: South	12% (101)	25% (207)	21% (174)	15% (125)	17% (135)	9% (73)	815
4-Region: West	12% (60)	25% (130)	22% (110)	18% (93)	16% (80)	8% (39)	512
Smartphone Users	13% (240)	27% (522)	23% (437)	17% (315)	14% (260)	7% (135)	1909
iOS Users	14% (99)	26% (179)	23% (159)	14% (99)	16% (108)	7% (45)	689
Android Users	11% (123)	28% (327)	23% (261)	18% (209)	13% (149)	7% (85)	1154
Have Heard of New Release	13% (248)	28% (531)	24% (440)	16% (296)	13% (235)	6% (114)	1864
Have Not Heard of New Release	6% (20)	18% (62)	14% (48)	18% (62)	25% (86)	18% (63)	339

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

Table BRD18_6: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
TransUnion, the credit reporting agency

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	13% (287)	27% (605)	21% (464)	14% (307)	15% (322)	10% (218)	2203
Gender: Male	13% (142)	28% (297)	23% (245)	15% (154)	14% (145)	7% (77)	1060
Gender: Female	13% (145)	27% (308)	19% (219)	13% (152)	16% (177)	12% (141)	1143
Age: 18-29	18% (86)	19% (94)	13% (64)	9% (44)	19% (94)	21% (104)	486
Age: 30-44	13% (74)	30% (163)	19% (104)	13% (72)	16% (90)	9% (48)	551
Age: 45-54	10% (39)	27% (108)	27% (107)	19% (76)	14% (55)	5% (19)	403
Age: 55-64	9% (34)	31% (114)	29% (106)	16% (58)	9% (34)	5% (19)	366
Age: 65+	13% (54)	32% (127)	21% (83)	14% (56)	12% (50)	7% (29)	398
PID: Dem (no lean)	13% (96)	30% (213)	22% (159)	14% (100)	12% (86)	9% (62)	716
PID: Ind (no lean)	10% (81)	25% (212)	21% (177)	16% (133)	17% (143)	12% (101)	846
PID: Rep (no lean)	17% (111)	28% (179)	20% (128)	12% (74)	15% (93)	9% (55)	640
PID/Gender: Dem Men	14% (46)	28% (89)	24% (77)	15% (49)	11% (36)	7% (23)	319
PID/Gender: Dem Women	13% (50)	31% (125)	21% (82)	13% (51)	13% (50)	10% (39)	397
PID/Gender: Ind Men	8% (33)	27% (113)	24% (98)	16% (65)	17% (68)	8% (34)	411
PID/Gender: Ind Women	11% (47)	23% (100)	18% (79)	16% (68)	17% (75)	15% (67)	435
PID/Gender: Rep Men	19% (63)	29% (96)	21% (70)	12% (40)	12% (41)	6% (21)	330
PID/Gender: Rep Women	15% (48)	27% (84)	19% (58)	11% (34)	17% (53)	11% (34)	310
Tea Party: Supporter	21% (119)	28% (157)	20% (111)	13% (76)	11% (63)	7% (40)	567
Tea Party: Not Supporter	10% (166)	27% (443)	22% (352)	14% (231)	16% (257)	11% (176)	1625
Ideo: Liberal (1-3)	16% (123)	28% (214)	21% (157)	13% (102)	12% (94)	9% (70)	761
Ideo: Moderate (4)	10% (45)	28% (127)	28% (123)	15% (65)	13% (56)	7% (30)	446
Ideo: Conservative (5-7)	12% (84)	29% (205)	21% (146)	15% (104)	15% (103)	8% (54)	697
Educ: < College	13% (211)	27% (427)	19% (291)	14% (212)	16% (257)	11% (170)	1568
Educ: Bachelors degree	12% (49)	26% (110)	26% (108)	16% (66)	11% (46)	9% (38)	416
Educ: Post-grad	12% (27)	31% (68)	30% (65)	13% (29)	8% (19)	5% (10)	219
Income: Under 50k	13% (178)	26% (351)	20% (265)	13% (177)	16% (208)	12% (158)	1337
Income: 50k-100k	12% (79)	29% (188)	23% (147)	15% (98)	14% (88)	6% (41)	640
Income: 100k+	13% (30)	29% (66)	23% (52)	14% (32)	12% (27)	8% (19)	226

Continued on next page

Table BRD18_6: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 TransUnion, the credit reporting agency

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	13% (287)	27% (605)	21% (464)	14% (307)	15% (322)	10% (218)	2203
Ethnicity: White	13% (227)	28% (488)	21% (367)	14% (239)	15% (263)	10% (169)	1752
Ethnicity: Hispanic	16% (52)	28% (93)	17% (58)	12% (38)	12% (40)	15% (49)	330
Ethnicity: Afr. Am.	12% (31)	28% (75)	23% (62)	17% (46)	15% (40)	5% (15)	269
Ethnicity: Other	16% (30)	23% (42)	19% (35)	12% (22)	11% (20)	19% (34)	182
Relig: Protestant	13% (67)	29% (147)	23% (119)	14% (69)	12% (60)	9% (44)	506
Relig: Roman Catholic	14% (66)	30% (143)	20% (97)	14% (67)	14% (67)	8% (39)	479
Relig: Ath./Agn./None	12% (72)	23% (140)	23% (136)	13% (78)	16% (95)	14% (83)	603
Relig: Something Else	12% (48)	28% (108)	17% (65)	17% (65)	16% (61)	9% (36)	383
Relig: Evangelical	17% (102)	26% (149)	21% (122)	14% (82)	14% (80)	8% (50)	585
Relig: Non-Evang. Catholics	10% (66)	33% (207)	22% (139)	13% (82)	14% (87)	8% (49)	630
Relig: All Christian	14% (168)	29% (356)	21% (261)	14% (164)	14% (167)	8% (99)	1215
Relig: All Non-Christian	12% (119)	25% (249)	20% (201)	14% (143)	16% (155)	12% (119)	986
Community: Urban	16% (96)	25% (157)	21% (128)	14% (86)	14% (84)	10% (64)	614
Community: Suburban	12% (108)	29% (271)	21% (193)	15% (141)	14% (126)	9% (87)	927
Community: Rural	13% (83)	27% (177)	22% (143)	12% (79)	17% (112)	10% (66)	662
Employ: Private Sector	16% (108)	29% (202)	24% (165)	13% (87)	14% (99)	4% (30)	692
Employ: Government	16% (23)	33% (47)	18% (26)	13% (19)	12% (17)	8% (12)	145
Employ: Self-Employed	9% (16)	34% (60)	23% (40)	20% (35)	8% (14)	7% (12)	177
Employ: Homemaker	17% (33)	27% (53)	15% (30)	10% (20)	13% (26)	18% (35)	197
Employ: Student	8% (9)	21% (23)	13% (15)	9% (9)	24% (27)	25% (27)	111
Employ: Retired	10% (45)	30% (130)	26% (112)	16% (68)	12% (53)	7% (29)	438
Employ: Unemployed	12% (29)	24% (57)	15% (36)	16% (38)	20% (47)	14% (34)	241
Employ: Other	12% (24)	16% (32)	20% (40)	15% (30)	19% (38)	19% (38)	202
Military HH: Yes	18% (71)	27% (109)	20% (79)	15% (61)	15% (60)	4% (17)	397
Military HH: No	12% (216)	27% (496)	21% (385)	14% (246)	14% (262)	11% (201)	1806
RD/WT: Right Direction	19% (142)	31% (235)	19% (144)	11% (85)	13% (97)	8% (64)	767
RD/WT: Wrong Track	10% (145)	26% (370)	22% (320)	15% (222)	16% (225)	11% (154)	1436

Continued on next page

Table BRD18_6: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
TransUnion, the credit reporting agency

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	13% (287)	27% (605)	21% (464)	14% (307)	15% (322)	10% (218)	2203
Strongly Approve	20% (86)	26% (114)	19% (85)	15% (66)	14% (63)	6% (26)	440
Somewhat Approve	14% (70)	32% (158)	22% (106)	10% (48)	13% (65)	9% (43)	490
Somewhat Disapprove	8% (24)	34% (100)	22% (66)	10% (29)	14% (42)	12% (37)	297
Strongly Disapprove	11% (95)	24% (202)	24% (196)	17% (144)	13% (110)	10% (82)	830
Dont Know / No Opinion	9% (12)	21% (31)	8% (12)	13% (19)	29% (42)	21% (30)	146
#1 Issue: Economy	14% (82)	31% (186)	21% (126)	12% (71)	14% (85)	7% (43)	593
#1 Issue: Security	14% (58)	30% (122)	22% (89)	12% (49)	16% (66)	7% (30)	413
#1 Issue: Health Care	13% (63)	24% (117)	23% (115)	15% (73)	15% (73)	10% (49)	489
#1 Issue: Medicare / Social Security	12% (31)	32% (85)	22% (59)	16% (43)	11% (28)	8% (23)	268
#1 Issue: Women's Issues	13% (13)	24% (24)	14% (14)	13% (13)	14% (14)	22% (22)	101
#1 Issue: Education	9% (12)	22% (31)	18% (25)	17% (24)	19% (26)	15% (22)	140
#1 Issue: Energy	21% (22)	19% (20)	19% (20)	15% (16)	16% (17)	11% (11)	106
#1 Issue: Other	7% (7)	22% (21)	17% (16)	21% (20)	13% (13)	20% (19)	95
2016 Vote: Democrat Hillary Clinton	13% (90)	30% (215)	23% (163)	15% (110)	13% (92)	7% (47)	716
2016 Vote: Republican Donald Trump	15% (114)	29% (219)	23% (176)	13% (100)	13% (96)	7% (54)	759
2016 Vote: Someone else	8% (15)	26% (48)	26% (47)	19% (34)	15% (27)	7% (13)	184
2012 Vote: Barack Obama	13% (114)	30% (265)	24% (214)	15% (133)	11% (98)	6% (54)	878
2012 Vote: Mitt Romney	15% (77)	30% (155)	23% (119)	14% (74)	13% (67)	5% (27)	518
2012 Vote: Other	5% (5)	23% (23)	30% (31)	19% (20)	15% (15)	8% (8)	102
2012 Vote: Didn't Vote	13% (91)	23% (162)	14% (100)	11% (81)	20% (142)	18% (128)	704
4-Region: Northeast	13% (52)	29% (118)	25% (102)	10% (40)	14% (58)	8% (32)	402
4-Region: Midwest	14% (69)	25% (118)	22% (102)	17% (80)	13% (60)	10% (45)	474
4-Region: South	13% (106)	28% (228)	19% (154)	14% (114)	15% (125)	11% (87)	815
4-Region: West	12% (60)	28% (141)	21% (105)	14% (73)	15% (79)	10% (53)	512
Smartphone Users	13% (257)	28% (543)	21% (405)	14% (275)	14% (261)	9% (169)	1909
iOS Users	16% (111)	26% (180)	21% (146)	13% (87)	14% (99)	10% (66)	689
Android Users	11% (132)	30% (342)	21% (245)	16% (180)	14% (159)	8% (96)	1154
Have Heard of New Release	14% (257)	30% (553)	22% (415)	14% (256)	12% (232)	8% (150)	1864
Have Not Heard of New Release	9% (30)	15% (53)	14% (48)	15% (51)	26% (90)	20% (67)	339

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

**Table BRD18_7: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Credit reporting agencies, generally**

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	11% (232)	29% (649)	25% (553)	15% (328)	14% (311)	6% (131)	2203
Gender: Male	12% (131)	29% (307)	26% (276)	14% (150)	13% (133)	6% (63)	1060
Gender: Female	9% (101)	30% (342)	24% (276)	16% (178)	16% (178)	6% (68)	1143
Age: 18-29	14% (67)	23% (112)	19% (91)	9% (42)	20% (95)	16% (79)	486
Age: 30-44	14% (77)	31% (173)	21% (115)	13% (74)	15% (84)	5% (27)	551
Age: 45-54	8% (31)	27% (109)	28% (113)	22% (87)	13% (52)	3% (11)	403
Age: 55-64	6% (22)	34% (125)	33% (119)	17% (62)	9% (31)	2% (7)	366
Age: 65+	9% (35)	33% (130)	29% (114)	16% (63)	12% (48)	2% (8)	398
PID: Dem (no lean)	11% (81)	30% (217)	27% (191)	15% (105)	12% (87)	5% (36)	716
PID: Ind (no lean)	8% (67)	27% (224)	23% (198)	17% (140)	18% (150)	8% (68)	846
PID: Rep (no lean)	13% (83)	32% (208)	26% (164)	13% (83)	12% (74)	4% (28)	640
PID/Gender: Dem Men	12% (40)	29% (92)	27% (85)	14% (45)	13% (40)	6% (18)	319
PID/Gender: Dem Women	11% (42)	31% (125)	27% (106)	15% (60)	12% (46)	5% (18)	397
PID/Gender: Ind Men	9% (37)	28% (114)	25% (104)	15% (61)	16% (65)	7% (30)	411
PID/Gender: Ind Women	7% (30)	25% (110)	21% (93)	18% (79)	19% (84)	9% (38)	435
PID/Gender: Rep Men	17% (54)	31% (101)	26% (87)	14% (45)	8% (27)	5% (16)	330
PID/Gender: Rep Women	9% (29)	34% (107)	25% (77)	12% (38)	15% (47)	4% (12)	310
Tea Party: Supporter	17% (98)	31% (178)	23% (132)	13% (72)	11% (62)	4% (25)	567
Tea Party: Not Supporter	8% (133)	29% (464)	26% (420)	16% (256)	15% (248)	6% (104)	1625
Ideo: Liberal (1-3)	13% (101)	31% (233)	24% (180)	16% (120)	12% (90)	5% (37)	761
Ideo: Moderate (4)	8% (37)	32% (141)	31% (139)	14% (64)	11% (47)	4% (17)	446
Ideo: Conservative (5-7)	10% (68)	31% (217)	27% (188)	16% (108)	13% (91)	4% (26)	697
Educ: < College	10% (160)	29% (448)	23% (365)	14% (222)	17% (260)	7% (113)	1568
Educ: Bachelors degree	11% (45)	32% (133)	28% (117)	18% (73)	8% (35)	3% (13)	416
Educ: Post-grad	13% (27)	31% (68)	32% (70)	15% (33)	7% (16)	2% (5)	219
Income: Under 50k	10% (136)	28% (380)	25% (328)	14% (185)	15% (206)	8% (101)	1337
Income: 50k-100k	11% (69)	31% (201)	25% (158)	17% (111)	13% (81)	3% (20)	640
Income: 100k+	12% (26)	30% (67)	30% (67)	14% (32)	10% (24)	5% (10)	226

Continued on next page

**Table BRD18_7: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Credit reporting agencies, generally**

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	11% (232)	29% (649)	25% (553)	15% (328)	14% (311)	6% (131)	2203
Ethnicity: White	10% (170)	30% (522)	26% (462)	15% (260)	14% (251)	5% (88)	1752
Ethnicity: Hispanic	15% (49)	26% (86)	20% (68)	11% (36)	17% (56)	11% (35)	330
Ethnicity: Afr. Am.	15% (41)	28% (75)	22% (60)	16% (44)	14% (38)	4% (12)	269
Ethnicity: Other	12% (21)	29% (52)	17% (31)	13% (24)	12% (22)	18% (32)	182
Relig: Protestant	10% (50)	35% (177)	28% (141)	14% (69)	12% (62)	2% (9)	506
Relig: Roman Catholic	10% (46)	31% (150)	25% (121)	16% (78)	12% (59)	5% (25)	479
Relig: Ath./Agn./None	10% (63)	25% (152)	25% (149)	13% (79)	17% (103)	9% (57)	603
Relig: Something Else	11% (42)	26% (99)	22% (85)	19% (74)	14% (55)	7% (28)	383
Relig: Evangelical	14% (81)	30% (176)	26% (153)	14% (80)	12% (71)	4% (23)	585
Relig: Non-Evang. Catholics	7% (46)	35% (221)	26% (164)	15% (94)	13% (83)	4% (22)	630
Relig: All Christian	10% (126)	33% (398)	26% (317)	14% (174)	13% (154)	4% (46)	1215
Relig: All Non-Christian	11% (105)	25% (251)	24% (234)	15% (153)	16% (157)	9% (85)	986
Community: Urban	14% (86)	27% (164)	25% (155)	13% (79)	14% (87)	7% (43)	614
Community: Suburban	10% (90)	30% (281)	25% (230)	17% (156)	14% (127)	5% (45)	927
Community: Rural	9% (56)	31% (204)	25% (168)	14% (93)	15% (97)	7% (43)	662
Employ: Private Sector	13% (87)	32% (222)	25% (173)	14% (98)	14% (97)	2% (15)	692
Employ: Government	16% (23)	33% (47)	28% (40)	14% (20)	8% (12)	2% (3)	145
Employ: Self-Employed	9% (15)	27% (47)	29% (51)	20% (36)	11% (20)	4% (7)	177
Employ: Homemaker	13% (26)	32% (63)	22% (44)	13% (25)	8% (17)	12% (23)	197
Employ: Student	11% (12)	23% (26)	12% (14)	6% (6)	25% (28)	22% (24)	111
Employ: Retired	7% (30)	30% (132)	31% (137)	18% (80)	12% (53)	1% (4)	438
Employ: Unemployed	10% (25)	28% (67)	22% (52)	14% (35)	17% (41)	9% (22)	241
Employ: Other	7% (13)	22% (45)	20% (41)	14% (27)	21% (43)	16% (33)	202
Military HH: Yes	13% (51)	28% (110)	29% (114)	15% (59)	14% (54)	3% (10)	397
Military HH: No	10% (181)	30% (539)	24% (439)	15% (269)	14% (257)	7% (121)	1806
RD/WT: Right Direction	14% (109)	32% (243)	25% (188)	12% (92)	13% (98)	5% (36)	767
RD/WT: Wrong Track	9% (123)	28% (405)	25% (364)	16% (236)	15% (212)	7% (95)	1436

Continued on next page

**Table BRD18_7: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Credit reporting agencies, generally**

Demographic	A lot	Some	Not much	Not at all	Heard Of, No Opinion	Never Heard Of	Total N
Adults	11% (232)	29% (649)	25% (553)	15% (328)	14% (311)	6% (131)	2203
Strongly Approve	16% (70)	31% (134)	24% (108)	14% (62)	11% (51)	4% (16)	440
Somewhat Approve	11% (52)	33% (160)	27% (133)	12% (59)	13% (66)	4% (21)	490
Somewhat Disapprove	9% (26)	33% (97)	23% (69)	12% (37)	15% (44)	8% (24)	297
Strongly Disapprove	8% (70)	28% (235)	27% (223)	18% (152)	13% (105)	6% (46)	830
Dont Know / No Opinion	10% (15)	15% (22)	13% (19)	13% (19)	32% (46)	17% (25)	146
#1 Issue: Economy	11% (63)	34% (203)	25% (148)	14% (80)	12% (74)	4% (26)	593
#1 Issue: Security	12% (48)	30% (123)	24% (101)	13% (54)	16% (64)	5% (23)	413
#1 Issue: Health Care	10% (51)	27% (132)	27% (132)	15% (76)	14% (71)	6% (28)	489
#1 Issue: Medicare / Social Security	9% (24)	30% (80)	28% (76)	17% (45)	13% (36)	2% (6)	268
#1 Issue: Women's Issues	10% (10)	23% (23)	21% (21)	15% (16)	16% (16)	14% (14)	101
#1 Issue: Education	7% (10)	29% (40)	27% (37)	11% (16)	14% (20)	11% (16)	140
#1 Issue: Energy	18% (19)	24% (26)	21% (22)	20% (21)	13% (14)	4% (4)	106
#1 Issue: Other	7% (7)	22% (21)	16% (16)	22% (21)	17% (16)	16% (15)	95
2016 Vote: Democrat Hillary Clinton	10% (71)	31% (225)	27% (192)	17% (119)	13% (90)	3% (19)	716
2016 Vote: Republican Donald Trump	11% (86)	31% (234)	28% (209)	15% (113)	12% (92)	3% (25)	759
2016 Vote: Someone else	6% (10)	30% (55)	26% (48)	19% (35)	13% (24)	6% (10)	184
2012 Vote: Barack Obama	12% (106)	32% (283)	27% (238)	16% (144)	10% (88)	2% (19)	878
2012 Vote: Mitt Romney	10% (54)	31% (162)	32% (164)	15% (77)	10% (52)	2% (9)	518
2012 Vote: Other	5% (5)	23% (23)	32% (33)	20% (20)	15% (16)	5% (5)	102
2012 Vote: Didn't Vote	10% (67)	26% (180)	17% (118)	12% (87)	22% (155)	14% (98)	704
4-Region: Northeast	10% (38)	31% (123)	30% (120)	12% (46)	12% (50)	6% (24)	402
4-Region: Midwest	10% (48)	31% (149)	25% (120)	17% (82)	12% (57)	4% (18)	474
4-Region: South	11% (92)	29% (235)	23% (187)	15% (119)	16% (130)	6% (53)	815
4-Region: West	10% (53)	28% (142)	24% (125)	16% (81)	14% (74)	7% (37)	512
Smartphone Users	11% (214)	30% (569)	26% (490)	15% (294)	13% (249)	5% (93)	1909
iOS Users	13% (90)	31% (212)	24% (163)	14% (95)	14% (97)	5% (32)	689
Android Users	9% (109)	29% (338)	26% (306)	17% (193)	13% (149)	5% (58)	1154
Have Heard of New Release	11% (212)	31% (586)	26% (488)	15% (279)	12% (228)	4% (71)	1864
Have Not Heard of New Release	6% (20)	18% (62)	19% (64)	14% (49)	25% (83)	18% (60)	339

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

Table BRD19: How much have you seen, read, or heard about the cyberattack on the consumer credit reporting agency Equifax, which compromised Social Security numbers, drivers license numbers, and other sensitive information for 143 million American consumers?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(567)	39%	(861)	16%	(359)	19%	(416)	2203
Gender: Male	25%	(270)	40%	(424)	17%	(180)	18%	(187)	1060
Gender: Female	26%	(297)	38%	(437)	16%	(179)	20%	(229)	1143
Age: 18-29	14%	(69)	32%	(156)	22%	(106)	32%	(154)	486
Age: 30-44	24%	(133)	38%	(207)	17%	(95)	21%	(115)	551
Age: 45-54	24%	(98)	44%	(177)	15%	(61)	17%	(67)	403
Age: 55-64	33%	(120)	45%	(163)	13%	(46)	10%	(37)	366
Age: 65+	37%	(146)	40%	(158)	13%	(51)	11%	(43)	398
PID: Dem (no lean)	31%	(224)	39%	(278)	15%	(106)	15%	(109)	716
PID: Ind (no lean)	22%	(184)	39%	(331)	15%	(131)	24%	(200)	846
PID: Rep (no lean)	25%	(159)	39%	(252)	19%	(122)	17%	(107)	640
PID/Gender: Dem Men	27%	(87)	40%	(129)	16%	(50)	17%	(54)	319
PID/Gender: Dem Women	34%	(137)	38%	(150)	14%	(55)	14%	(55)	397
PID/Gender: Ind Men	24%	(97)	40%	(164)	16%	(66)	21%	(85)	411
PID/Gender: Ind Women	20%	(88)	38%	(167)	15%	(65)	27%	(115)	435
PID/Gender: Rep Men	26%	(86)	40%	(131)	19%	(64)	15%	(48)	330
PID/Gender: Rep Women	24%	(73)	39%	(121)	19%	(58)	19%	(58)	310
Tea Party: Supporter	29%	(167)	38%	(213)	19%	(106)	14%	(80)	567
Tea Party: Not Supporter	24%	(395)	40%	(644)	16%	(253)	21%	(334)	1625
Ideo: Liberal (1-3)	34%	(257)	38%	(286)	13%	(101)	15%	(116)	761
Ideo: Moderate (4)	24%	(107)	48%	(215)	14%	(64)	14%	(61)	446
Ideo: Conservative (5-7)	25%	(172)	40%	(278)	19%	(136)	16%	(111)	697
Educ: < College	23%	(359)	36%	(567)	18%	(290)	22%	(352)	1568
Educ: Bachelors degree	29%	(121)	46%	(193)	12%	(51)	12%	(51)	416
Educ: Post-grad	40%	(87)	46%	(101)	8%	(18)	6%	(12)	219
Income: Under 50k	23%	(302)	36%	(484)	17%	(232)	24%	(318)	1337
Income: 50k-100k	30%	(189)	44%	(283)	14%	(92)	12%	(76)	640
Income: 100k+	34%	(76)	41%	(93)	15%	(35)	10%	(22)	226
Ethnicity: White	26%	(448)	40%	(704)	17%	(292)	18%	(308)	1752

Continued on next page

Table BRD19: How much have you seen, read, or heard about the cyberattack on the consumer credit reporting agency Equifax, which compromised Social Security numbers, drivers license numbers, and other sensitive information for 143 million American consumers?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(567)	39%	(861)	16%	(359)	19%	(416)	2203
Ethnicity: Hispanic	28%	(93)	36%	(118)	12%	(40)	24%	(79)	330
Ethnicity: Afr. Am.	29%	(77)	35%	(95)	17%	(45)	19%	(52)	269
Ethnicity: Other	23%	(42)	34%	(62)	12%	(23)	30%	(55)	182
Relig: Protestant	30%	(153)	41%	(206)	15%	(78)	14%	(69)	506
Relig: Roman Catholic	30%	(145)	42%	(202)	12%	(57)	16%	(75)	479
Relig: Ath./Agn./None	22%	(131)	36%	(217)	17%	(102)	25%	(152)	603
Relig: Something Else	24%	(91)	38%	(147)	20%	(75)	18%	(70)	383
Relig: Evangelical	28%	(164)	38%	(222)	17%	(97)	17%	(102)	585
Relig: Non-Evang. Catholics	29%	(180)	43%	(274)	13%	(85)	14%	(91)	630
Relig: All Christian	28%	(344)	41%	(496)	15%	(182)	16%	(193)	1215
Relig: All Non-Christian	23%	(222)	37%	(365)	18%	(177)	22%	(222)	986
Community: Urban	26%	(163)	37%	(228)	18%	(112)	18%	(111)	614
Community: Suburban	28%	(258)	40%	(372)	15%	(136)	17%	(161)	927
Community: Rural	22%	(147)	39%	(260)	17%	(111)	22%	(143)	662
Employ: Private Sector	28%	(197)	43%	(299)	17%	(116)	12%	(81)	692
Employ: Government	35%	(50)	45%	(65)	10%	(15)	10%	(14)	145
Employ: Self-Employed	22%	(39)	45%	(79)	17%	(29)	17%	(30)	177
Employ: Homemaker	19%	(37)	33%	(65)	21%	(41)	27%	(54)	197
Employ: Student	12%	(13)	35%	(39)	14%	(15)	39%	(44)	111
Employ: Retired	35%	(154)	40%	(174)	14%	(61)	11%	(49)	438
Employ: Unemployed	20%	(48)	32%	(77)	17%	(40)	31%	(76)	241
Employ: Other	14%	(29)	31%	(62)	21%	(42)	34%	(68)	202
Military HH: Yes	31%	(122)	41%	(161)	16%	(62)	13%	(52)	397
Military HH: No	25%	(445)	39%	(700)	16%	(297)	20%	(364)	1806
RD/WT: Right Direction	26%	(202)	39%	(296)	18%	(138)	17%	(132)	767
RD/WT: Wrong Track	25%	(366)	39%	(565)	15%	(221)	20%	(284)	1436
Strongly Approve	32%	(140)	39%	(170)	15%	(64)	15%	(66)	440
Somewhat Approve	20%	(100)	40%	(195)	21%	(104)	19%	(92)	490
Somewhat Disapprove	19%	(57)	42%	(125)	21%	(62)	18%	(54)	297
Strongly Disapprove	30%	(252)	40%	(335)	13%	(109)	16%	(134)	830
Dont Know / No Opinion	13%	(19)	25%	(36)	14%	(20)	48%	(70)	146

Continued on next page

Table BRD19: How much have you seen, read, or heard about the cyberattack on the consumer credit reporting agency Equifax, which compromised Social Security numbers, drivers license numbers, and other sensitive information for 143 million American consumers?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	26%	(567)	39%	(861)	16%	(359)	19%	(416)	2203
#1 Issue: Economy	25%	(149)	41%	(245)	17%	(103)	16%	(96)	593
#1 Issue: Security	26%	(108)	37%	(152)	19%	(76)	18%	(76)	413
#1 Issue: Health Care	28%	(134)	38%	(186)	16%	(76)	19%	(92)	489
#1 Issue: Medicare / Social Security	33%	(90)	39%	(106)	12%	(31)	15%	(41)	268
#1 Issue: Women's Issues	15%	(15)	42%	(42)	16%	(17)	27%	(28)	101
#1 Issue: Education	16%	(22)	37%	(52)	21%	(30)	25%	(35)	140
#1 Issue: Energy	29%	(31)	46%	(49)	10%	(10)	15%	(16)	106
#1 Issue: Other	19%	(18)	30%	(29)	16%	(15)	34%	(33)	95
2016 Vote: Democrat Hillary Clinton	33%	(237)	42%	(304)	13%	(91)	12%	(85)	716
2016 Vote: Republican Donald Trump	27%	(208)	40%	(306)	17%	(129)	15%	(116)	759
2016 Vote: Someone else	27%	(50)	37%	(68)	19%	(34)	17%	(32)	184
2012 Vote: Barack Obama	34%	(302)	41%	(356)	13%	(116)	12%	(104)	878
2012 Vote: Mitt Romney	27%	(140)	44%	(229)	16%	(82)	13%	(67)	518
2012 Vote: Other	25%	(26)	41%	(42)	19%	(20)	15%	(15)	102
2012 Vote: Didn't Vote	14%	(99)	33%	(234)	20%	(141)	33%	(230)	704
4-Region: Northeast	28%	(114)	41%	(163)	15%	(61)	16%	(64)	402
4-Region: Midwest	25%	(117)	41%	(194)	18%	(88)	16%	(76)	474
4-Region: South	23%	(187)	37%	(303)	17%	(135)	23%	(190)	815
4-Region: West	29%	(149)	39%	(201)	15%	(76)	17%	(86)	512
Smartphone Users	27%	(508)	40%	(773)	16%	(312)	17%	(316)	1909
iOS Users	29%	(201)	38%	(263)	18%	(125)	15%	(101)	689
Android Users	25%	(285)	42%	(487)	15%	(176)	18%	(205)	1154
Have Heard of New Release	28%	(529)	42%	(785)	16%	(299)	13%	(250)	1864
Have Not Heard of New Release	11%	(38)	22%	(75)	18%	(60)	49%	(166)	339

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

Table BRD20: Are you aware of how to check to see if you were affected by the Equifax data breach?

Demographic	Yes	No	Total N
Adults	45% (988)	55% (1215)	2203
Gender: Male	46% (487)	54% (573)	1060
Gender: Female	44% (501)	56% (642)	1143
Age: 18-29	34% (164)	66% (321)	486
Age: 30-44	49% (269)	51% (281)	551
Age: 45-54	45% (182)	55% (221)	403
Age: 55-64	49% (179)	51% (187)	366
Age: 65+	48% (193)	52% (205)	398
PID: Dem (no lean)	51% (365)	49% (351)	716
PID: Ind (no lean)	40% (339)	60% (508)	846
PID: Rep (no lean)	44% (284)	56% (356)	640
PID/Gender: Dem Men	50% (160)	50% (159)	319
PID/Gender: Dem Women	52% (205)	48% (192)	397
PID/Gender: Ind Men	40% (165)	60% (246)	411
PID/Gender: Ind Women	40% (173)	60% (262)	435
PID/Gender: Rep Men	49% (161)	51% (168)	330
PID/Gender: Rep Women	39% (122)	61% (188)	310
Tea Party: Supporter	49% (280)	51% (287)	567
Tea Party: Not Supporter	43% (703)	57% (922)	1625
Ideo: Liberal (1-3)	52% (399)	48% (362)	761
Ideo: Moderate (4)	47% (209)	53% (237)	446
Ideo: Conservative (5-7)	44% (307)	56% (390)	697
Educ: < College	40% (631)	60% (937)	1568
Educ: Bachelors degree	54% (224)	46% (192)	416
Educ: Post-grad	61% (133)	39% (86)	219
Income: Under 50k	39% (520)	61% (817)	1337
Income: 50k-100k	53% (338)	47% (302)	640
Income: 100k+	57% (130)	43% (96)	226
Ethnicity: White	45% (786)	55% (966)	1752
Ethnicity: Hispanic	47% (153)	53% (176)	330
Ethnicity: Afr. Am.	47% (127)	53% (142)	269

Continued on next page

Table BRD20: Are you aware of how to check to see if you were affected by the Equifax data breach?

Demographic	Yes	No	Total N
Adults	45% (988)	55% (1215)	2203
Ethnicity: Other	41% (75)	59% (107)	182
Relig: Protestant	47% (236)	53% (271)	506
Relig: Roman Catholic	46% (219)	54% (260)	479
Relig: Ath./Agn./None	46% (276)	54% (327)	603
Relig: Something Else	44% (167)	56% (216)	383
Relig: Evangelical	44% (260)	56% (325)	585
Relig: Non-Evang. Catholics	45% (284)	55% (346)	630
Relig: All Christian	45% (544)	55% (671)	1215
Relig: All Non-Christian	45% (443)	55% (543)	986
Community: Urban	44% (273)	56% (341)	614
Community: Suburban	50% (463)	50% (464)	927
Community: Rural	38% (252)	62% (409)	662
Employ: Private Sector	55% (382)	45% (310)	692
Employ: Government	56% (81)	44% (63)	145
Employ: Self-Employed	40% (72)	60% (106)	177
Employ: Homemaker	47% (92)	53% (105)	197
Employ: Student	28% (31)	72% (80)	111
Employ: Retired	46% (203)	54% (235)	438
Employ: Unemployed	34% (81)	66% (160)	241
Employ: Other	23% (46)	77% (156)	202
Military HH: Yes	53% (211)	47% (186)	397
Military HH: No	43% (777)	57% (1030)	1806
RD/WT: Right Direction	42% (319)	58% (448)	767
RD/WT: Wrong Track	47% (669)	53% (767)	1436
Strongly Approve	44% (194)	56% (246)	440
Somewhat Approve	43% (210)	57% (280)	490
Somewhat Disapprove	42% (126)	58% (171)	297
Strongly Disapprove	51% (426)	49% (404)	830
Dont Know / No Opinion	22% (31)	78% (114)	146

Continued on next page

Table BRD20: Are you aware of how to check to see if you were affected by the Equifax data breach?

Demographic	Yes	No	Total N
Adults	45% (988)	55% (1215)	2203
#1 Issue: Economy	47% (278)	53% (314)	593
#1 Issue: Security	43% (176)	57% (236)	413
#1 Issue: Health Care	47% (231)	53% (257)	489
#1 Issue: Medicare / Social Security	43% (115)	57% (153)	268
#1 Issue: Women's Issues	43% (43)	57% (58)	101
#1 Issue: Education	37% (52)	63% (88)	140
#1 Issue: Energy	55% (58)	45% (47)	106
#1 Issue: Other	36% (34)	64% (61)	95
2016 Vote: Democrat Hillary Clinton	55% (392)	45% (324)	716
2016 Vote: Republican Donald Trump	47% (355)	53% (404)	759
2016 Vote: Someone else	52% (95)	48% (89)	184
2012 Vote: Barack Obama	53% (464)	47% (414)	878
2012 Vote: Mitt Romney	47% (246)	53% (272)	518
2012 Vote: Other	52% (53)	48% (49)	102
2012 Vote: Didn't Vote	32% (224)	68% (480)	704
4-Region: Northeast	48% (192)	52% (210)	402
4-Region: Midwest	45% (211)	55% (263)	474
4-Region: South	41% (333)	59% (482)	815
4-Region: West	49% (252)	51% (260)	512
Smartphone Users	47% (889)	53% (1020)	1909
iOS Users	48% (331)	52% (358)	689
Android Users	45% (520)	55% (634)	1154
Have Heard of New Release	48% (899)	52% (965)	1864
Have Not Heard of New Release	26% (89)	74% (250)	339

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

Table BRD21: Do you know if your personal information was compromised by the cyberattack on the consumer credit reporting agency Equifax?

Demographic	Yes, my personal information was compromised		No, my personal information was not compromised		I dont know if my personal information was compromised		Total N
Adults	13%	(282)	29%	(635)	58%	(1286)	2203
Gender: Male	14%	(150)	31%	(328)	55%	(582)	1060
Gender: Female	12%	(132)	27%	(307)	62%	(704)	1143
Age: 18-29	13%	(62)	39%	(190)	48%	(234)	486
Age: 30-44	17%	(94)	32%	(178)	51%	(279)	551
Age: 45-54	13%	(53)	20%	(80)	67%	(270)	403
Age: 55-64	10%	(38)	23%	(83)	67%	(245)	366
Age: 65+	9%	(36)	26%	(104)	65%	(258)	398
PID: Dem (no lean)	14%	(99)	33%	(233)	54%	(384)	716
PID: Ind (no lean)	11%	(97)	26%	(223)	62%	(527)	846
PID: Rep (no lean)	14%	(87)	28%	(179)	59%	(375)	640
PID/Gender: Dem Men	17%	(54)	35%	(112)	48%	(154)	319
PID/Gender: Dem Women	11%	(45)	31%	(121)	58%	(230)	397
PID/Gender: Ind Men	10%	(42)	28%	(115)	62%	(254)	411
PID/Gender: Ind Women	12%	(54)	25%	(108)	63%	(273)	435
PID/Gender: Rep Men	17%	(55)	31%	(101)	53%	(174)	330
PID/Gender: Rep Women	10%	(32)	25%	(78)	65%	(200)	310
Tea Party: Supporter	18%	(100)	31%	(177)	51%	(290)	567
Tea Party: Not Supporter	11%	(181)	28%	(457)	61%	(988)	1625
Ideo: Liberal (1-3)	19%	(141)	33%	(247)	49%	(373)	761
Ideo: Moderate (4)	11%	(48)	30%	(134)	59%	(264)	446
Ideo: Conservative (5-7)	11%	(79)	27%	(190)	61%	(428)	697
Educ: < College	11%	(176)	30%	(470)	59%	(922)	1568
Educ: Bachelors degree	15%	(64)	27%	(113)	58%	(240)	416
Educ: Post-grad	19%	(42)	24%	(53)	57%	(124)	219
Income: Under 50k	11%	(141)	31%	(411)	59%	(785)	1337
Income: 50k-100k	16%	(102)	25%	(159)	59%	(379)	640
Income: 100k+	17%	(39)	29%	(65)	54%	(122)	226
Ethnicity: White	13%	(223)	27%	(476)	60%	(1053)	1752

Continued on next page

Table BRD21: Do you know if your personal information was compromised by the cyberattack on the consumer credit reporting agency Equifax?

Demographic	Yes, my personal information was compromised		No, my personal information was not compromised		I dont know if my personal information was compromised		Total N
Adults	13%	(282)	29%	(635)	58%	(1286)	2203
Ethnicity: Hispanic	18%	(60)	32%	(105)	50%	(165)	330
Ethnicity: Afr. Am.	14%	(38)	37%	(99)	49%	(132)	269
Ethnicity: Other	12%	(21)	33%	(61)	55%	(101)	182
Relig: Protestant	13%	(64)	26%	(129)	62%	(313)	506
Relig: Roman Catholic	14%	(68)	30%	(145)	55%	(265)	479
Relig: Ath./Agn./None	13%	(79)	29%	(176)	58%	(349)	603
Relig: Something Else	13%	(50)	30%	(113)	57%	(220)	383
Relig: Evangelical	13%	(77)	30%	(177)	57%	(331)	585
Relig: Non-Evang. Catholics	12%	(77)	27%	(169)	61%	(384)	630
Relig: All Christian	13%	(153)	28%	(346)	59%	(716)	1215
Relig: All Non-Christian	13%	(129)	29%	(289)	58%	(568)	986
Community: Urban	16%	(98)	28%	(174)	56%	(342)	614
Community: Suburban	12%	(112)	30%	(280)	58%	(535)	927
Community: Rural	11%	(72)	27%	(181)	62%	(409)	662
Employ: Private Sector	16%	(109)	31%	(214)	53%	(370)	692
Employ: Government	25%	(36)	33%	(47)	43%	(62)	145
Employ: Self-Employed	13%	(23)	32%	(56)	55%	(98)	177
Employ: Homemaker	16%	(32)	30%	(58)	54%	(107)	197
Employ: Student	8%	(8)	37%	(41)	55%	(61)	111
Employ: Retired	9%	(41)	25%	(108)	66%	(288)	438
Employ: Unemployed	9%	(23)	30%	(73)	60%	(146)	241
Employ: Other	5%	(11)	18%	(37)	76%	(153)	202
Military HH: Yes	18%	(72)	27%	(106)	55%	(219)	397
Military HH: No	12%	(210)	29%	(529)	59%	(1067)	1806
RD/WT: Right Direction	14%	(110)	30%	(233)	55%	(424)	767
RD/WT: Wrong Track	12%	(173)	28%	(402)	60%	(862)	1436

Continued on next page

Table BRD21: Do you know if your personal information was compromised by the cyberattack on the consumer credit reporting agency Equifax?

Demographic	Yes, my personal information was compromised		No, my personal information was not compromised		I dont know if my personal information was compromised		Total N
Adults	13%	(282)	29%	(635)	58%	(1286)	2203
Strongly Approve	15%	(68)	29%	(127)	56%	(245)	440
Somewhat Approve	13%	(62)	30%	(147)	57%	(282)	490
Somewhat Disapprove	12%	(37)	28%	(82)	60%	(178)	297
Strongly Disapprove	13%	(106)	31%	(253)	57%	(471)	830
Dont Know / No Opinion	7%	(10)	17%	(25)	75%	(110)	146
#1 Issue: Economy	12%	(69)	31%	(182)	58%	(342)	593
#1 Issue: Security	15%	(61)	27%	(109)	59%	(243)	413
#1 Issue: Health Care	10%	(50)	30%	(144)	60%	(294)	489
#1 Issue: Medicare / Social Security	12%	(32)	22%	(59)	66%	(177)	268
#1 Issue: Women's Issues	25%	(26)	38%	(38)	37%	(37)	101
#1 Issue: Education	15%	(21)	30%	(42)	55%	(76)	140
#1 Issue: Energy	17%	(18)	38%	(41)	45%	(47)	106
#1 Issue: Other	7%	(6)	21%	(20)	73%	(69)	95
2016 Vote: Democrat Hillary Clinton	14%	(100)	33%	(233)	53%	(382)	716
2016 Vote: Republican Donald Trump	14%	(104)	28%	(209)	59%	(447)	759
2016 Vote: Someone else	11%	(20)	21%	(39)	68%	(124)	184
2012 Vote: Barack Obama	14%	(120)	30%	(266)	56%	(492)	878
2012 Vote: Mitt Romney	15%	(76)	24%	(125)	61%	(318)	518
2012 Vote: Other	10%	(10)	25%	(26)	65%	(66)	102
2012 Vote: Didn't Vote	11%	(75)	31%	(219)	58%	(410)	704
4-Region: Northeast	14%	(57)	26%	(106)	59%	(239)	402
4-Region: Midwest	12%	(58)	28%	(130)	60%	(286)	474
4-Region: South	12%	(97)	31%	(253)	57%	(465)	815
4-Region: West	14%	(70)	28%	(145)	58%	(296)	512
Smartphone Users	13%	(252)	30%	(569)	57%	(1088)	1909
iOS Users	15%	(104)	33%	(224)	52%	(360)	689
Android Users	11%	(128)	28%	(322)	61%	(705)	1154
Have Heard of New Release	14%	(256)	30%	(554)	57%	(1054)	1864
Have Not Heard of New Release	8%	(26)	24%	(82)	68%	(231)	339

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

Table BRD22: Have you signed up for free credit monitoring, currently being offered by Equifax in response to the data breach?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	16% (353)	73% (1609)	11% (241)	2203
Gender: Male	19% (197)	71% (748)	11% (115)	1060
Gender: Female	14% (156)	75% (860)	11% (126)	1143
Age: 18-29	15% (72)	67% (323)	19% (90)	486
Age: 30-44	21% (118)	70% (386)	9% (47)	551
Age: 45-54	17% (67)	72% (290)	11% (46)	403
Age: 55-64	12% (46)	82% (301)	5% (19)	366
Age: 65+	13% (51)	77% (308)	10% (39)	398
PID: Dem (no lean)	19% (140)	72% (513)	9% (64)	716
PID: Ind (no lean)	14% (119)	72% (609)	14% (119)	846
PID: Rep (no lean)	15% (95)	76% (487)	9% (58)	640
PID/Gender: Dem Men	25% (80)	63% (201)	12% (38)	319
PID/Gender: Dem Women	15% (59)	79% (312)	6% (26)	397
PID/Gender: Ind Men	15% (62)	72% (294)	13% (55)	411
PID/Gender: Ind Women	13% (57)	72% (315)	15% (64)	435
PID/Gender: Rep Men	17% (55)	77% (253)	7% (22)	330
PID/Gender: Rep Women	13% (40)	75% (234)	12% (37)	310
Tea Party: Supporter	23% (128)	69% (392)	8% (47)	567
Tea Party: Not Supporter	14% (224)	74% (1209)	12% (193)	1625
Ideo: Liberal (1-3)	22% (167)	70% (534)	8% (60)	761
Ideo: Moderate (4)	16% (69)	77% (342)	8% (35)	446
Ideo: Conservative (5-7)	12% (81)	80% (554)	9% (61)	697
Educ: < College	16% (244)	72% (1133)	12% (191)	1568
Educ: Bachelors degree	14% (58)	76% (318)	10% (41)	416
Educ: Post-grad	23% (51)	72% (158)	5% (10)	219
Income: Under 50k	14% (188)	73% (973)	13% (176)	1337
Income: 50k-100k	19% (123)	73% (469)	8% (48)	640
Income: 100k+	19% (43)	73% (166)	8% (17)	226
Ethnicity: White	14% (250)	76% (1330)	10% (172)	1752
Ethnicity: Hispanic	23% (77)	60% (199)	16% (53)	330

Continued on next page

Table BRD22: Have you signed up for free credit monitoring, currently being offered by Equifax in response to the data breach?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(353)	73%	(1609)	11%	(241)	2203
Ethnicity: Afr. Am.	25%	(68)	66%	(178)	8%	(22)	269
Ethnicity: Other	19%	(35)	55%	(101)	26%	(47)	182
Relig: Protestant	13%	(64)	80%	(406)	7%	(36)	506
Relig: Roman Catholic	20%	(95)	69%	(331)	11%	(53)	479
Relig: Ath./Agn./None	15%	(92)	70%	(422)	15%	(89)	603
Relig: Something Else	19%	(73)	70%	(269)	11%	(41)	383
Relig: Evangelical	16%	(96)	76%	(446)	7%	(44)	585
Relig: Non-Evang. Catholics	15%	(93)	75%	(470)	11%	(68)	630
Relig: All Christian	15%	(188)	75%	(916)	9%	(111)	1215
Relig: All Non-Christian	17%	(165)	70%	(691)	13%	(130)	986
Community: Urban	19%	(119)	67%	(414)	13%	(80)	614
Community: Suburban	16%	(150)	74%	(685)	10%	(92)	927
Community: Rural	13%	(83)	77%	(509)	10%	(69)	662
Employ: Private Sector	20%	(139)	74%	(512)	6%	(41)	692
Employ: Government	25%	(37)	70%	(100)	5%	(8)	145
Employ: Self-Employed	15%	(27)	75%	(133)	10%	(17)	177
Employ: Homemaker	16%	(32)	68%	(134)	16%	(32)	197
Employ: Student	6%	(7)	70%	(78)	24%	(27)	111
Employ: Retired	12%	(54)	80%	(350)	8%	(33)	438
Employ: Unemployed	14%	(35)	70%	(168)	16%	(39)	241
Employ: Other	11%	(23)	66%	(134)	22%	(45)	202
Military HH: Yes	22%	(85)	72%	(286)	6%	(26)	397
Military HH: No	15%	(268)	73%	(1323)	12%	(216)	1806
RD/WT: Right Direction	18%	(137)	72%	(554)	10%	(76)	767
RD/WT: Wrong Track	15%	(216)	73%	(1055)	12%	(165)	1436
Strongly Approve	17%	(77)	72%	(318)	10%	(45)	440
Somewhat Approve	14%	(66)	77%	(377)	10%	(47)	490
Somewhat Disapprove	19%	(57)	68%	(203)	13%	(37)	297
Strongly Disapprove	17%	(139)	74%	(615)	9%	(75)	830
Dont Know / No Opinion	10%	(14)	65%	(94)	26%	(37)	146

Continued on next page

Table BRD22: Have you signed up for free credit monitoring, currently being offered by Equifax in response to the data breach?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(353)	73%	(1609)	11%	(241)	2203
#1 Issue: Economy	16%	(94)	76%	(449)	8%	(50)	593
#1 Issue: Security	16%	(68)	72%	(299)	11%	(46)	413
#1 Issue: Health Care	15%	(75)	73%	(356)	12%	(57)	489
#1 Issue: Medicare / Social Security	14%	(38)	75%	(200)	11%	(30)	268
#1 Issue: Women's Issues	17%	(17)	71%	(72)	12%	(12)	101
#1 Issue: Education	17%	(24)	66%	(93)	16%	(23)	140
#1 Issue: Energy	22%	(23)	73%	(77)	5%	(6)	106
#1 Issue: Other	14%	(13)	66%	(63)	20%	(19)	95
2016 Vote: Democrat Hillary Clinton	19%	(134)	74%	(531)	7%	(51)	716
2016 Vote: Republican Donald Trump	15%	(113)	76%	(579)	9%	(68)	759
2016 Vote: Someone else	16%	(30)	71%	(130)	13%	(24)	184
2012 Vote: Barack Obama	19%	(167)	73%	(643)	8%	(68)	878
2012 Vote: Mitt Romney	15%	(80)	77%	(397)	8%	(40)	518
2012 Vote: Other	16%	(17)	75%	(77)	9%	(9)	102
2012 Vote: Didn't Vote	13%	(89)	70%	(491)	18%	(124)	704
4-Region: Northeast	19%	(75)	70%	(283)	11%	(45)	402
4-Region: Midwest	16%	(75)	72%	(342)	12%	(57)	474
4-Region: South	15%	(122)	74%	(604)	11%	(90)	815
4-Region: West	16%	(82)	74%	(380)	10%	(50)	512
Smartphone Users	17%	(334)	73%	(1395)	9%	(180)	1909
iOS Users	20%	(137)	70%	(482)	10%	(69)	689
Android Users	15%	(178)	75%	(868)	9%	(107)	1154
Have Heard of New Release	17%	(320)	74%	(1383)	9%	(161)	1864
Have Not Heard of New Release	10%	(33)	66%	(225)	24%	(81)	339

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

Table BRD23_4: How much more or less likely are you to do each of the following as a result of the Equifax data breach?

Open a new credit card

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (167)	7% (154)	32% (706)	11% (251)	23% (499)	19% (426)	2203
Gender: Male	10% (101)	9% (92)	32% (340)	12% (123)	19% (202)	19% (203)	1060
Gender: Female	6% (66)	5% (61)	32% (366)	11% (128)	26% (298)	20% (223)	1143
Age: 18-29	12% (56)	10% (48)	27% (130)	10% (49)	14% (68)	28% (135)	486
Age: 30-44	10% (56)	9% (47)	30% (166)	11% (62)	19% (106)	21% (113)	551
Age: 45-54	4% (17)	7% (28)	35% (141)	11% (44)	26% (106)	17% (67)	403
Age: 55-64	4% (16)	5% (18)	34% (124)	14% (52)	28% (101)	15% (54)	366
Age: 65+	5% (22)	3% (13)	36% (145)	11% (43)	30% (119)	14% (57)	398
PID: Dem (no lean)	8% (57)	8% (60)	33% (235)	12% (88)	24% (171)	15% (105)	716
PID: Ind (no lean)	7% (58)	7% (59)	29% (247)	9% (80)	22% (184)	26% (218)	846
PID: Rep (no lean)	8% (52)	5% (34)	35% (224)	13% (83)	23% (144)	16% (103)	640
PID/Gender: Dem Men	10% (32)	10% (33)	28% (90)	11% (35)	24% (77)	17% (53)	319
PID/Gender: Dem Women	6% (25)	7% (27)	37% (145)	13% (53)	24% (94)	13% (52)	397
PID/Gender: Ind Men	9% (35)	9% (37)	31% (126)	10% (41)	18% (72)	24% (99)	411
PID/Gender: Ind Women	5% (23)	5% (22)	28% (122)	9% (38)	26% (112)	27% (119)	435
PID/Gender: Rep Men	10% (34)	7% (22)	38% (125)	14% (47)	16% (53)	15% (51)	330
PID/Gender: Rep Women	6% (18)	4% (12)	32% (99)	12% (37)	30% (92)	17% (53)	310
Tea Party: Supporter	13% (72)	9% (50)	33% (185)	12% (70)	21% (118)	13% (72)	567
Tea Party: Not Supporter	6% (94)	6% (100)	32% (520)	11% (180)	23% (380)	22% (351)	1625
Ideo: Liberal (1-3)	12% (92)	10% (74)	32% (245)	11% (86)	20% (149)	15% (115)	761
Ideo: Moderate (4)	6% (25)	8% (34)	36% (159)	11% (49)	24% (106)	16% (72)	446
Ideo: Conservative (5-7)	5% (33)	5% (34)	37% (257)	14% (96)	25% (172)	15% (105)	697
Educ: < College	8% (121)	7% (103)	29% (457)	11% (166)	24% (376)	22% (346)	1568
Educ: Bachelors degree	7% (28)	8% (35)	38% (157)	13% (55)	19% (78)	15% (63)	416
Educ: Post-grad	8% (18)	7% (16)	42% (93)	14% (30)	21% (45)	8% (17)	219
Income: Under 50k	8% (103)	7% (90)	28% (369)	11% (148)	24% (327)	22% (300)	1337
Income: 50k-100k	8% (49)	8% (49)	37% (238)	11% (73)	21% (138)	15% (93)	640
Income: 100k+	7% (16)	6% (14)	44% (100)	13% (29)	15% (35)	14% (32)	226

Continued on next page

Table BRD23_4: How much more or less likely are you to do each of the following as a result of the Equifax data breach?
 Open a new credit card

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (167)	7% (154)	32% (706)	11% (251)	23% (499)	19% (426)	2203
Ethnicity: White	7% (118)	6% (106)	35% (607)	12% (209)	21% (374)	19% (338)	1752
Ethnicity: Hispanic	12% (40)	12% (40)	25% (81)	9% (29)	18% (60)	24% (79)	330
Ethnicity: Afr. Am.	12% (33)	8% (22)	23% (63)	9% (25)	34% (92)	13% (35)	269
Ethnicity: Other	9% (16)	14% (25)	20% (36)	9% (17)	18% (34)	30% (54)	182
Relig: Protestant	6% (30)	3% (17)	38% (194)	13% (64)	25% (126)	15% (75)	506
Relig: Roman Catholic	9% (41)	7% (34)	32% (153)	11% (55)	23% (112)	18% (84)	479
Relig: Ath./Agn./None	7% (42)	8% (49)	31% (186)	12% (71)	18% (111)	24% (144)	603
Relig: Something Else	9% (33)	9% (36)	31% (118)	11% (40)	21% (79)	20% (76)	383
Relig: Evangelical	11% (62)	6% (35)	31% (181)	10% (61)	26% (149)	17% (97)	585
Relig: Non-Evang. Catholics	5% (30)	5% (34)	35% (220)	12% (78)	25% (159)	17% (109)	630
Relig: All Christian	8% (93)	6% (69)	33% (401)	11% (139)	25% (309)	17% (206)	1215
Relig: All Non-Christian	8% (75)	9% (85)	31% (305)	11% (111)	19% (191)	22% (220)	986
Community: Urban	11% (67)	9% (53)	29% (175)	10% (61)	23% (141)	19% (116)	614
Community: Suburban	6% (55)	6% (57)	36% (331)	12% (115)	22% (206)	18% (163)	927
Community: Rural	7% (45)	7% (43)	30% (200)	11% (74)	23% (152)	22% (147)	662
Employ: Private Sector	10% (68)	8% (53)	33% (226)	15% (102)	20% (140)	15% (104)	692
Employ: Government	16% (24)	10% (14)	33% (48)	13% (18)	18% (26)	10% (14)	145
Employ: Self-Employed	7% (13)	7% (13)	38% (68)	13% (24)	19% (34)	15% (26)	177
Employ: Homemaker	4% (8)	5% (10)	38% (75)	6% (12)	27% (52)	20% (39)	197
Employ: Student	11% (13)	11% (13)	24% (27)	9% (10)	8% (9)	36% (40)	111
Employ: Retired	4% (16)	4% (18)	33% (145)	10% (44)	34% (149)	15% (65)	438
Employ: Unemployed	7% (16)	8% (20)	28% (67)	11% (26)	22% (52)	25% (59)	241
Employ: Other	5% (10)	6% (11)	25% (50)	8% (16)	18% (36)	39% (78)	202
Military HH: Yes	9% (35)	8% (30)	32% (128)	10% (38)	24% (97)	17% (69)	397
Military HH: No	7% (132)	7% (124)	32% (578)	12% (213)	22% (402)	20% (357)	1806
RD/WT: Right Direction	11% (83)	8% (63)	32% (248)	12% (91)	19% (148)	18% (134)	767
RD/WT: Wrong Track	6% (84)	6% (91)	32% (458)	11% (160)	24% (352)	20% (292)	1436

Continued on next page

Table BRD23_4: How much more or less likely are you to do each of the following as a result of the Equifax data breach?
Open a new credit card

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (167)	7% (154)	32% (706)	11% (251)	23% (499)	19% (426)	2203
Strongly Approve	12% (54)	6% (26)	31% (135)	11% (50)	23% (99)	17% (76)	440
Somewhat Approve	6% (31)	8% (39)	36% (178)	12% (58)	18% (89)	20% (96)	490
Somewhat Disapprove	5% (15)	8% (24)	33% (97)	17% (51)	19% (57)	18% (53)	297
Strongly Disapprove	7% (62)	6% (54)	32% (267)	10% (85)	27% (224)	17% (138)	830
Dont Know / No Opinion	3% (5)	8% (12)	20% (29)	4% (6)	21% (31)	43% (63)	146
#1 Issue: Economy	7% (44)	5% (32)	33% (197)	12% (69)	23% (139)	19% (112)	593
#1 Issue: Security	6% (26)	9% (36)	34% (139)	12% (50)	20% (83)	19% (78)	413
#1 Issue: Health Care	6% (28)	7% (35)	34% (166)	12% (60)	23% (114)	18% (86)	489
#1 Issue: Medicare / Social Security	7% (19)	7% (18)	27% (73)	11% (30)	30% (82)	17% (46)	268
#1 Issue: Women's Issues	13% (13)	13% (13)	31% (31)	8% (8)	17% (17)	18% (19)	101
#1 Issue: Education	12% (17)	5% (7)	23% (32)	11% (15)	25% (35)	24% (33)	140
#1 Issue: Energy	11% (12)	11% (12)	34% (36)	9% (10)	17% (18)	17% (18)	106
#1 Issue: Other	9% (8)	1% (1)	32% (31)	8% (8)	13% (12)	37% (35)	95
2016 Vote: Democrat Hillary Clinton	9% (62)	9% (61)	33% (238)	12% (83)	25% (182)	13% (90)	716
2016 Vote: Republican Donald Trump	8% (60)	6% (46)	35% (268)	13% (96)	21% (161)	17% (128)	759
2016 Vote: Someone else	5% (10)	7% (12)	33% (61)	14% (25)	24% (44)	17% (32)	184
2012 Vote: Barack Obama	9% (80)	7% (65)	34% (303)	12% (105)	25% (220)	12% (105)	878
2012 Vote: Mitt Romney	6% (30)	6% (29)	36% (185)	15% (76)	24% (123)	14% (75)	518
2012 Vote: Other	8% (8)	5% (5)	35% (35)	5% (6)	24% (24)	23% (23)	102
2012 Vote: Didn't Vote	7% (49)	8% (55)	26% (182)	9% (64)	19% (131)	32% (222)	704
4-Region: Northeast	7% (29)	9% (35)	34% (138)	10% (39)	23% (91)	17% (69)	402
4-Region: Midwest	7% (34)	6% (27)	35% (167)	13% (64)	22% (104)	16% (77)	474
4-Region: South	7% (57)	6% (47)	31% (255)	12% (94)	22% (181)	22% (182)	815
4-Region: West	9% (46)	9% (45)	29% (146)	11% (54)	24% (122)	19% (98)	512
Smartphone Users	8% (156)	8% (146)	32% (619)	12% (231)	22% (423)	18% (334)	1909
iOS Users	10% (72)	9% (63)	33% (227)	12% (80)	20% (136)	16% (111)	689
Android Users	6% (69)	6% (68)	33% (381)	12% (143)	24% (277)	19% (215)	1154
Have Heard of New Release	8% (151)	7% (137)	34% (628)	12% (229)	23% (430)	15% (287)	1864
Have Not Heard of New Release	5% (16)	5% (16)	23% (78)	6% (22)	20% (69)	41% (139)	339

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

Table BRD23_5: How much more or less likely are you to do each of the following as a result of the Equifax data breach?
 Check your credit report

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	31% (675)	24% (537)	19% (423)	4% (85)	6% (128)	16% (354)	2203
Gender: Male	30% (316)	24% (258)	19% (205)	4% (39)	7% (76)	16% (167)	1060
Gender: Female	31% (359)	24% (280)	19% (218)	4% (46)	5% (52)	16% (188)	1143
Age: 18-29	22% (108)	22% (108)	16% (76)	8% (39)	6% (28)	26% (128)	486
Age: 30-44	30% (164)	24% (134)	20% (110)	3% (14)	6% (33)	17% (94)	551
Age: 45-54	31% (123)	23% (92)	21% (83)	4% (15)	8% (30)	15% (60)	403
Age: 55-64	33% (122)	26% (96)	22% (81)	3% (11)	6% (23)	9% (32)	366
Age: 65+	40% (157)	27% (107)	18% (74)	2% (6)	3% (14)	10% (40)	398
PID: Dem (no lean)	33% (234)	25% (179)	19% (134)	5% (38)	7% (53)	11% (78)	716
PID: Ind (no lean)	29% (242)	21% (181)	19% (158)	4% (32)	6% (48)	22% (186)	846
PID: Rep (no lean)	31% (199)	28% (177)	20% (131)	2% (15)	4% (27)	14% (91)	640
PID/Gender: Dem Men	33% (105)	21% (66)	18% (58)	5% (16)	10% (33)	13% (42)	319
PID/Gender: Dem Women	32% (129)	29% (114)	19% (76)	6% (22)	5% (20)	9% (36)	397
PID/Gender: Ind Men	27% (111)	24% (98)	17% (68)	4% (18)	8% (32)	20% (84)	411
PID/Gender: Ind Women	30% (130)	19% (83)	21% (90)	3% (14)	4% (16)	23% (102)	435
PID/Gender: Rep Men	30% (99)	28% (94)	24% (79)	2% (5)	4% (12)	12% (41)	330
PID/Gender: Rep Women	32% (100)	27% (83)	17% (52)	3% (10)	5% (15)	16% (50)	310
Tea Party: Supporter	33% (186)	26% (146)	20% (113)	5% (26)	6% (34)	11% (62)	567
Tea Party: Not Supporter	30% (484)	24% (388)	19% (310)	4% (59)	6% (93)	18% (291)	1625
Ideo: Liberal (1-3)	32% (246)	26% (199)	18% (137)	5% (37)	6% (46)	13% (97)	761
Ideo: Moderate (4)	34% (151)	23% (103)	21% (95)	5% (23)	6% (27)	10% (47)	446
Ideo: Conservative (5-7)	32% (220)	27% (189)	22% (155)	2% (15)	6% (41)	11% (78)	697
Educ: < College	28% (445)	23% (360)	19% (301)	4% (63)	7% (104)	19% (296)	1568
Educ: Bachelors degree	33% (135)	28% (118)	20% (85)	4% (16)	3% (14)	11% (47)	416
Educ: Post-grad	43% (95)	27% (59)	17% (37)	3% (6)	5% (10)	5% (12)	219
Income: Under 50k	27% (366)	23% (305)	19% (255)	4% (59)	7% (97)	19% (255)	1337
Income: 50k-100k	36% (232)	26% (169)	19% (124)	3% (19)	4% (24)	11% (72)	640
Income: 100k+	34% (77)	28% (63)	20% (45)	3% (7)	3% (7)	12% (27)	226

Continued on next page

Table BRD23_5: How much more or less likely are you to do each of the following as a result of the Equifax data breach?
Check your credit report

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	31% (675)	24% (537)	19% (423)	4% (85)	6% (128)	16% (354)	2203
Ethnicity: White	31% (540)	26% (449)	20% (358)	3% (58)	5% (80)	15% (268)	1752
Ethnicity: Hispanic	27% (90)	24% (79)	15% (48)	5% (17)	7% (24)	22% (72)	330
Ethnicity: Afr. Am.	32% (86)	22% (59)	16% (44)	5% (14)	13% (35)	12% (32)	269
Ethnicity: Other	27% (50)	17% (30)	12% (21)	7% (13)	8% (14)	30% (54)	182
Relig: Protestant	32% (162)	28% (140)	21% (106)	3% (15)	4% (19)	13% (65)	506
Relig: Roman Catholic	34% (161)	25% (121)	18% (85)	5% (22)	6% (30)	12% (59)	479
Relig: Ath./Agn./None	27% (162)	23% (138)	20% (122)	4% (26)	5% (28)	21% (127)	603
Relig: Something Else	28% (109)	25% (97)	20% (75)	4% (13)	6% (24)	17% (64)	383
Relig: Evangelical	35% (203)	20% (116)	20% (115)	3% (20)	8% (48)	14% (83)	585
Relig: Non-Evang. Catholics	32% (200)	30% (187)	18% (110)	4% (25)	4% (28)	13% (80)	630
Relig: All Christian	33% (403)	25% (303)	19% (226)	4% (45)	6% (76)	13% (163)	1215
Relig: All Non-Christian	27% (271)	24% (235)	20% (197)	4% (39)	5% (52)	19% (192)	986
Community: Urban	31% (192)	26% (159)	18% (109)	4% (23)	5% (33)	16% (97)	614
Community: Suburban	30% (281)	28% (259)	18% (165)	3% (30)	6% (59)	14% (133)	927
Community: Rural	30% (201)	18% (119)	23% (150)	5% (31)	5% (36)	19% (125)	662
Employ: Private Sector	35% (239)	27% (187)	18% (128)	3% (22)	6% (44)	10% (72)	692
Employ: Government	34% (50)	27% (39)	20% (29)	5% (7)	6% (8)	8% (12)	145
Employ: Self-Employed	29% (51)	28% (50)	20% (36)	7% (13)	5% (8)	11% (20)	177
Employ: Homemaker	31% (61)	17% (34)	26% (50)	6% (11)	3% (7)	17% (34)	197
Employ: Student	24% (27)	23% (25)	12% (13)	5% (6)	3% (3)	34% (37)	111
Employ: Retired	35% (155)	28% (125)	17% (76)	3% (12)	5% (20)	11% (49)	438
Employ: Unemployed	23% (55)	20% (48)	21% (51)	4% (9)	11% (26)	21% (52)	241
Employ: Other	19% (38)	14% (29)	19% (39)	3% (5)	6% (11)	39% (79)	202
Military HH: Yes	35% (141)	26% (103)	17% (69)	3% (13)	4% (18)	14% (54)	397
Military HH: No	30% (534)	24% (434)	20% (355)	4% (72)	6% (110)	17% (301)	1806
RD/WT: Right Direction	32% (245)	25% (191)	20% (155)	4% (29)	5% (39)	14% (109)	767
RD/WT: Wrong Track	30% (430)	24% (347)	19% (269)	4% (56)	6% (90)	17% (246)	1436

Continued on next page

**Table BRD23_5: How much more or less likely are you to do each of the following as a result of the Equifax data breach?
Check your credit report**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	31% (675)	24% (537)	19% (423)	4% (85)	6% (128)	16% (354)	2203
Strongly Approve	38% (168)	22% (96)	20% (87)	3% (11)	5% (21)	13% (57)	440
Somewhat Approve	26% (130)	26% (130)	23% (114)	3% (17)	4% (22)	16% (78)	490
Somewhat Disapprove	26% (77)	33% (97)	14% (41)	6% (18)	7% (21)	15% (45)	297
Strongly Disapprove	34% (280)	23% (194)	19% (160)	4% (32)	6% (54)	13% (110)	830
Dont Know / No Opinion	15% (21)	14% (21)	14% (21)	5% (7)	8% (11)	44% (64)	146
#1 Issue: Economy	32% (192)	24% (144)	21% (122)	3% (17)	7% (40)	13% (77)	593
#1 Issue: Security	30% (123)	29% (120)	18% (74)	3% (12)	3% (13)	17% (71)	413
#1 Issue: Health Care	32% (158)	25% (123)	18% (90)	5% (24)	6% (31)	13% (63)	489
#1 Issue: Medicare / Social Security	35% (93)	21% (56)	19% (51)	4% (10)	7% (20)	14% (38)	268
#1 Issue: Women's Issues	22% (23)	27% (27)	21% (21)	7% (8)	4% (4)	18% (18)	101
#1 Issue: Education	21% (29)	19% (26)	22% (30)	5% (8)	5% (7)	28% (40)	140
#1 Issue: Energy	33% (34)	26% (27)	16% (17)	5% (5)	5% (5)	15% (16)	106
#1 Issue: Other	23% (22)	14% (13)	20% (19)	2% (2)	9% (9)	32% (31)	95
2016 Vote: Democrat Hillary Clinton	36% (259)	24% (170)	20% (144)	5% (33)	5% (37)	10% (71)	716
2016 Vote: Republican Donald Trump	33% (249)	26% (197)	21% (156)	3% (22)	4% (34)	13% (102)	759
2016 Vote: Someone else	32% (59)	26% (47)	17% (31)	4% (8)	7% (12)	15% (27)	184
2012 Vote: Barack Obama	37% (323)	25% (218)	19% (171)	4% (36)	6% (50)	9% (79)	878
2012 Vote: Mitt Romney	33% (170)	29% (148)	22% (114)	2% (10)	5% (23)	10% (54)	518
2012 Vote: Other	31% (31)	27% (28)	17% (17)	4% (4)	4% (4)	18% (19)	102
2012 Vote: Didn't Vote	21% (150)	20% (143)	17% (121)	5% (36)	7% (51)	29% (203)	704
4-Region: Northeast	38% (154)	23% (93)	19% (78)	2% (8)	5% (22)	12% (48)	402
4-Region: Midwest	29% (136)	26% (122)	17% (83)	5% (23)	8% (37)	15% (73)	474
4-Region: South	28% (225)	24% (194)	21% (172)	4% (31)	5% (43)	19% (152)	815
4-Region: West	31% (160)	25% (129)	18% (91)	5% (23)	5% (26)	16% (82)	512
Smartphone Users	32% (607)	25% (476)	19% (365)	4% (79)	6% (110)	14% (272)	1909
iOS Users	35% (241)	23% (157)	19% (132)	5% (32)	5% (33)	14% (94)	689
Android Users	29% (339)	26% (300)	20% (226)	4% (44)	6% (73)	15% (171)	1154
Have Heard of New Release	33% (620)	26% (478)	19% (363)	4% (80)	5% (99)	12% (225)	1864
Have Not Heard of New Release	16% (55)	18% (60)	18% (61)	1% (5)	9% (29)	38% (129)	339

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

Table BRD23_6: How much more or less likely are you to do each of the following as a result of the Equifax data breach?
Place a security freeze on your credit

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	16% (344)	20% (432)	29% (645)	5% (110)	8% (183)	22% (489)	2203
Gender: Male	16% (173)	21% (221)	28% (301)	6% (59)	9% (91)	20% (216)	1060
Gender: Female	15% (172)	18% (211)	30% (344)	4% (51)	8% (92)	24% (273)	1143
Age: 18-29	16% (79)	21% (104)	19% (92)	5% (23)	10% (46)	29% (142)	486
Age: 30-44	16% (86)	24% (132)	25% (138)	5% (28)	9% (47)	22% (119)	551
Age: 45-54	12% (50)	17% (70)	33% (132)	6% (25)	9% (38)	22% (89)	403
Age: 55-64	17% (62)	16% (60)	35% (129)	7% (24)	8% (31)	16% (60)	366
Age: 65+	17% (67)	17% (66)	39% (154)	2% (10)	5% (22)	20% (79)	398
PID: Dem (no lean)	17% (118)	24% (174)	27% (196)	5% (36)	11% (76)	16% (116)	716
PID: Ind (no lean)	14% (119)	17% (147)	28% (238)	5% (45)	7% (55)	29% (241)	846
PID: Rep (no lean)	17% (107)	17% (111)	33% (210)	4% (28)	8% (52)	21% (131)	640
PID/Gender: Dem Men	16% (51)	26% (84)	23% (73)	6% (19)	12% (38)	17% (55)	319
PID/Gender: Dem Women	17% (68)	23% (89)	31% (123)	4% (17)	10% (38)	15% (61)	397
PID/Gender: Ind Men	16% (68)	19% (78)	28% (115)	6% (23)	7% (28)	24% (99)	411
PID/Gender: Ind Women	12% (51)	16% (69)	28% (124)	5% (22)	6% (28)	33% (142)	435
PID/Gender: Rep Men	16% (54)	18% (58)	34% (113)	5% (17)	8% (26)	19% (61)	330
PID/Gender: Rep Women	17% (53)	17% (53)	31% (97)	4% (11)	8% (26)	23% (70)	310
Tea Party: Supporter	20% (115)	21% (118)	30% (171)	6% (33)	8% (43)	15% (87)	567
Tea Party: Not Supporter	14% (228)	19% (310)	29% (471)	5% (77)	9% (140)	25% (399)	1625
Ideo: Liberal (1-3)	19% (148)	24% (181)	27% (203)	5% (37)	8% (59)	17% (133)	761
Ideo: Moderate (4)	16% (71)	21% (93)	31% (140)	6% (29)	7% (30)	19% (83)	446
Ideo: Conservative (5-7)	15% (103)	18% (127)	36% (248)	5% (34)	9% (61)	18% (124)	697
Educ: < College	15% (236)	17% (272)	28% (436)	6% (87)	9% (141)	25% (395)	1568
Educ: Bachelors degree	16% (66)	23% (95)	33% (139)	4% (17)	7% (30)	17% (69)	416
Educ: Post-grad	19% (42)	30% (65)	32% (70)	3% (6)	5% (12)	11% (25)	219
Income: Under 50k	14% (191)	19% (252)	27% (360)	6% (76)	9% (115)	26% (343)	1337
Income: 50k-100k	18% (113)	20% (131)	32% (206)	4% (24)	9% (56)	17% (111)	640
Income: 100k+	18% (40)	22% (49)	35% (79)	5% (10)	6% (13)	15% (35)	226

Continued on next page

Table BRD23_6: How much more or less likely are you to do each of the following as a result of the Equifax data breach?
 Place a security freeze on your credit

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	16% (344)	20% (432)	29% (645)	5% (110)	8% (183)	22% (489)	2203
Ethnicity: White	14% (249)	19% (340)	32% (558)	5% (87)	7% (122)	23% (397)	1752
Ethnicity: Hispanic	16% (53)	24% (78)	20% (67)	5% (16)	11% (37)	24% (78)	330
Ethnicity: Afr. Am.	22% (59)	21% (57)	20% (55)	6% (16)	16% (44)	14% (37)	269
Ethnicity: Other	20% (36)	19% (34)	18% (32)	4% (7)	10% (17)	30% (55)	182
Relig: Protestant	15% (75)	20% (101)	34% (174)	5% (23)	5% (27)	21% (106)	506
Relig: Roman Catholic	18% (88)	20% (95)	29% (136)	6% (27)	10% (46)	18% (86)	479
Relig: Ath./Agn./None	15% (89)	17% (100)	29% (172)	5% (29)	8% (49)	27% (164)	603
Relig: Something Else	14% (55)	25% (97)	26% (98)	5% (20)	8% (32)	21% (80)	383
Relig: Evangelical	19% (109)	18% (105)	32% (188)	4% (24)	9% (52)	18% (108)	585
Relig: Non-Evang. Catholics	15% (92)	20% (129)	30% (186)	6% (36)	8% (50)	22% (137)	630
Relig: All Christian	16% (200)	19% (234)	31% (374)	5% (60)	8% (102)	20% (245)	1215
Relig: All Non-Christian	15% (144)	20% (197)	27% (270)	5% (49)	8% (82)	25% (244)	986
Community: Urban	18% (113)	21% (127)	25% (155)	6% (36)	9% (54)	21% (129)	614
Community: Suburban	16% (151)	19% (180)	32% (297)	4% (39)	8% (75)	20% (185)	927
Community: Rural	12% (81)	19% (125)	29% (193)	5% (35)	8% (54)	26% (174)	662
Employ: Private Sector	17% (117)	22% (155)	31% (216)	5% (33)	8% (53)	17% (118)	692
Employ: Government	21% (30)	29% (42)	25% (37)	3% (4)	11% (16)	11% (16)	145
Employ: Self-Employed	18% (31)	22% (39)	31% (54)	6% (11)	9% (15)	15% (27)	177
Employ: Homemaker	14% (28)	21% (42)	26% (52)	5% (10)	10% (19)	23% (45)	197
Employ: Student	15% (17)	20% (23)	17% (19)	4% (4)	3% (4)	40% (44)	111
Employ: Retired	17% (72)	14% (62)	35% (155)	5% (24)	8% (33)	21% (91)	438
Employ: Unemployed	13% (31)	17% (40)	29% (69)	4% (11)	10% (24)	27% (66)	241
Employ: Other	9% (17)	14% (29)	21% (43)	7% (13)	9% (18)	40% (82)	202
Military HH: Yes	20% (81)	17% (69)	31% (125)	4% (15)	6% (25)	21% (82)	397
Military HH: No	15% (264)	20% (363)	29% (521)	5% (95)	9% (158)	22% (406)	1806
RD/WT: Right Direction	16% (123)	19% (147)	31% (239)	5% (42)	7% (53)	21% (163)	767
RD/WT: Wrong Track	15% (221)	20% (285)	28% (406)	5% (68)	9% (130)	23% (326)	1436

Continued on next page

Table BRD23_6: How much more or less likely are you to do each of the following as a result of the Equifax data breach?

Place a security freeze on your credit

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	16% (344)	20% (432)	29% (645)	5% (110)	8% (183)	22% (489)	2203
Strongly Approve	20% (88)	15% (66)	34% (148)	5% (20)	5% (23)	21% (94)	440
Somewhat Approve	12% (59)	20% (98)	34% (168)	5% (24)	8% (38)	21% (103)	490
Somewhat Disapprove	12% (35)	24% (72)	24% (72)	6% (19)	11% (31)	23% (67)	297
Strongly Disapprove	18% (149)	22% (180)	27% (227)	5% (43)	9% (76)	19% (154)	830
Dont Know / No Opinion	9% (13)	10% (15)	20% (29)	3% (4)	10% (15)	48% (70)	146
#1 Issue: Economy	16% (92)	18% (106)	31% (186)	5% (31)	10% (58)	20% (120)	593
#1 Issue: Security	15% (60)	20% (83)	32% (131)	3% (13)	7% (30)	23% (95)	413
#1 Issue: Health Care	16% (80)	21% (104)	29% (143)	6% (27)	9% (44)	19% (91)	489
#1 Issue: Medicare / Social Security	20% (54)	17% (45)	28% (76)	6% (15)	5% (14)	23% (63)	268
#1 Issue: Women's Issues	16% (16)	26% (26)	23% (23)	8% (8)	4% (4)	24% (24)	101
#1 Issue: Education	7% (9)	24% (33)	16% (23)	6% (9)	17% (24)	30% (42)	140
#1 Issue: Energy	20% (21)	22% (23)	32% (34)	3% (3)	4% (4)	20% (21)	106
#1 Issue: Other	12% (12)	13% (12)	30% (29)	3% (3)	5% (5)	35% (34)	95
2016 Vote: Democrat Hillary Clinton	19% (135)	22% (159)	30% (215)	5% (38)	9% (62)	15% (107)	716
2016 Vote: Republican Donald Trump	16% (120)	18% (137)	36% (272)	4% (34)	6% (46)	20% (151)	759
2016 Vote: Someone else	20% (36)	16% (29)	28% (51)	5% (10)	9% (16)	23% (41)	184
2012 Vote: Barack Obama	19% (167)	22% (193)	32% (281)	4% (38)	8% (67)	15% (132)	878
2012 Vote: Mitt Romney	14% (72)	18% (91)	36% (185)	5% (24)	8% (43)	20% (103)	518
2012 Vote: Other	21% (21)	18% (18)	30% (30)	5% (5)	5% (5)	21% (22)	102
2012 Vote: Didn't Vote	12% (84)	18% (128)	21% (148)	6% (42)	10% (68)	33% (233)	704
4-Region: Northeast	15% (59)	19% (77)	30% (122)	4% (17)	9% (36)	22% (90)	402
4-Region: Midwest	18% (86)	19% (92)	30% (143)	6% (31)	7% (33)	19% (89)	474
4-Region: South	13% (107)	21% (170)	29% (233)	5% (37)	8% (67)	25% (201)	815
4-Region: West	18% (93)	18% (92)	29% (147)	5% (24)	9% (47)	21% (109)	512
Smartphone Users	16% (312)	21% (402)	29% (559)	5% (99)	8% (156)	20% (381)	1909
iOS Users	19% (130)	23% (158)	28% (190)	4% (28)	8% (53)	19% (129)	689
Android Users	14% (162)	20% (229)	31% (356)	6% (66)	8% (96)	21% (243)	1154
Have Heard of New Release	17% (313)	21% (398)	30% (563)	5% (94)	8% (156)	18% (339)	1864
Have Not Heard of New Release	9% (31)	10% (34)	24% (82)	5% (15)	8% (27)	44% (150)	339

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

Table BRD24: How much do you support additional laws and regulations that would protect against data breaches similar to that of the Equifax data breach?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	51%	(1113)	23%	(506)	5%	(103)	3%	(59)	19%	(422)	2203
Gender: Male	47%	(502)	25%	(261)	6%	(66)	3%	(33)	19%	(199)	1060
Gender: Female	53%	(611)	21%	(245)	3%	(37)	2%	(26)	20%	(224)	1143
Age: 18-29	33%	(159)	22%	(104)	8%	(39)	5%	(26)	32%	(157)	486
Age: 30-44	47%	(257)	22%	(120)	6%	(32)	2%	(12)	24%	(130)	551
Age: 45-54	54%	(216)	24%	(97)	4%	(18)	2%	(9)	16%	(63)	403
Age: 55-64	64%	(232)	23%	(85)	3%	(12)	1%	(5)	8%	(31)	366
Age: 65+	62%	(248)	25%	(99)	—	(1)	2%	(7)	11%	(42)	398
PID: Dem (no lean)	56%	(399)	21%	(150)	5%	(34)	4%	(26)	15%	(107)	716
PID: Ind (no lean)	46%	(388)	24%	(201)	4%	(38)	2%	(16)	24%	(203)	846
PID: Rep (no lean)	51%	(326)	24%	(154)	5%	(30)	3%	(18)	18%	(112)	640
PID/Gender: Dem Men	49%	(157)	22%	(71)	7%	(21)	5%	(15)	18%	(56)	319
PID/Gender: Dem Women	61%	(242)	20%	(79)	3%	(13)	3%	(11)	13%	(51)	397
PID/Gender: Ind Men	47%	(193)	24%	(99)	6%	(26)	2%	(7)	21%	(87)	411
PID/Gender: Ind Women	45%	(195)	24%	(102)	3%	(12)	2%	(9)	27%	(116)	435
PID/Gender: Rep Men	46%	(153)	28%	(92)	6%	(19)	3%	(11)	17%	(55)	330
PID/Gender: Rep Women	56%	(173)	20%	(63)	4%	(12)	2%	(6)	18%	(57)	310
Tea Party: Supporter	50%	(283)	25%	(139)	6%	(36)	3%	(19)	16%	(90)	567
Tea Party: Not Supporter	51%	(826)	22%	(363)	4%	(65)	2%	(40)	20%	(331)	1625
Ideo: Liberal (1-3)	52%	(395)	24%	(179)	5%	(41)	4%	(32)	15%	(114)	761
Ideo: Moderate (4)	57%	(252)	25%	(114)	4%	(17)	1%	(3)	13%	(60)	446
Ideo: Conservative (5-7)	52%	(363)	26%	(179)	5%	(34)	2%	(17)	15%	(105)	697
Educ: < College	49%	(765)	21%	(331)	5%	(75)	3%	(51)	22%	(346)	1568
Educ: Bachelors degree	52%	(217)	27%	(112)	5%	(20)	1%	(5)	15%	(62)	416
Educ: Post-grad	60%	(131)	29%	(63)	4%	(8)	1%	(3)	6%	(14)	219
Income: Under 50k	48%	(645)	22%	(295)	5%	(60)	3%	(45)	22%	(292)	1337
Income: 50k-100k	54%	(343)	25%	(163)	5%	(29)	2%	(10)	15%	(94)	640
Income: 100k+	55%	(125)	21%	(48)	6%	(13)	2%	(4)	16%	(36)	226

Continued on next page

Table BRD24: How much do you support additional laws and regulations that would protect against data breaches similar to that of the Equifax data breach?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	51%	(1113)	23%	(506)	5%	(103)	3%	(59)	19%	(422)	2203
Ethnicity: White	52%	(914)	24%	(413)	4%	(70)	2%	(33)	18%	(322)	1752
Ethnicity: Hispanic	40%	(134)	22%	(71)	6%	(20)	7%	(22)	25%	(83)	330
Ethnicity: Afr. Am.	48%	(129)	22%	(60)	7%	(18)	4%	(11)	19%	(51)	269
Ethnicity: Other	39%	(70)	18%	(33)	8%	(14)	8%	(15)	27%	(50)	182
Relig: Protestant	59%	(299)	26%	(130)	3%	(17)	2%	(9)	10%	(52)	506
Relig: Roman Catholic	51%	(243)	22%	(107)	6%	(30)	3%	(14)	18%	(85)	479
Relig: Ath./Agn./None	44%	(267)	23%	(141)	4%	(24)	3%	(19)	25%	(152)	603
Relig: Something Else	48%	(183)	22%	(85)	6%	(24)	3%	(13)	20%	(78)	383
Relig: Evangelical	54%	(317)	22%	(128)	4%	(25)	2%	(13)	17%	(102)	585
Relig: Non-Evang. Catholics	55%	(344)	24%	(152)	5%	(30)	2%	(14)	14%	(90)	630
Relig: All Christian	54%	(661)	23%	(280)	5%	(55)	2%	(27)	16%	(193)	1215
Relig: All Non-Christian	46%	(450)	23%	(225)	5%	(48)	3%	(32)	23%	(230)	986
Community: Urban	49%	(300)	23%	(141)	4%	(27)	2%	(12)	22%	(134)	614
Community: Suburban	52%	(480)	23%	(212)	5%	(51)	3%	(27)	17%	(157)	927
Community: Rural	50%	(333)	23%	(153)	4%	(25)	3%	(20)	20%	(132)	662
Employ: Private Sector	53%	(370)	23%	(160)	4%	(27)	3%	(24)	16%	(112)	692
Employ: Government	43%	(62)	31%	(45)	11%	(15)	3%	(4)	12%	(18)	145
Employ: Self-Employed	46%	(81)	26%	(45)	7%	(13)	4%	(7)	17%	(31)	177
Employ: Homemaker	49%	(97)	24%	(47)	6%	(12)	1%	(1)	21%	(41)	197
Employ: Student	37%	(41)	15%	(17)	9%	(10)	4%	(4)	36%	(40)	111
Employ: Retired	62%	(272)	24%	(105)	2%	(7)	2%	(9)	10%	(45)	438
Employ: Unemployed	47%	(114)	21%	(50)	4%	(10)	2%	(6)	25%	(61)	241
Employ: Other	38%	(76)	18%	(37)	5%	(9)	2%	(4)	37%	(76)	202
Military HH: Yes	55%	(219)	23%	(91)	6%	(22)	2%	(8)	14%	(56)	397
Military HH: No	49%	(893)	23%	(414)	4%	(81)	3%	(52)	20%	(366)	1806
RD/WT: Right Direction	50%	(382)	24%	(185)	6%	(45)	3%	(21)	17%	(134)	767
RD/WT: Wrong Track	51%	(731)	22%	(321)	4%	(58)	3%	(38)	20%	(289)	1436

Continued on next page

Table BRD24: How much do you support additional laws and regulations that would protect against data breaches similar to that of the Equifax data breach?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	51%	(1113)	23%	(506)	5%	(103)	3%	(59)	19%	(422)	2203
Strongly Approve	58%	(253)	21%	(93)	3%	(12)	3%	(13)	15%	(68)	440
Somewhat Approve	43%	(210)	29%	(141)	9%	(42)	2%	(11)	17%	(85)	490
Somewhat Disapprove	51%	(151)	25%	(74)	5%	(14)	1%	(4)	18%	(54)	297
Strongly Disapprove	56%	(463)	21%	(174)	3%	(27)	3%	(26)	17%	(140)	830
Dont Know / No Opinion	24%	(34)	17%	(24)	5%	(7)	3%	(5)	52%	(75)	146
#1 Issue: Economy	49%	(289)	27%	(158)	5%	(30)	3%	(17)	17%	(99)	593
#1 Issue: Security	49%	(200)	26%	(106)	4%	(18)	3%	(11)	19%	(77)	413
#1 Issue: Health Care	58%	(282)	18%	(90)	4%	(22)	2%	(11)	17%	(85)	489
#1 Issue: Medicare / Social Security	62%	(166)	21%	(57)	2%	(5)	2%	(6)	13%	(34)	268
#1 Issue: Women's Issues	34%	(34)	33%	(33)	5%	(5)	1%	(1)	28%	(28)	101
#1 Issue: Education	32%	(45)	19%	(26)	10%	(14)	7%	(9)	33%	(46)	140
#1 Issue: Energy	54%	(57)	23%	(25)	5%	(5)	3%	(3)	15%	(16)	106
#1 Issue: Other	42%	(40)	11%	(11)	4%	(4)	1%	(1)	41%	(39)	95
2016 Vote: Democrat Hillary Clinton	60%	(429)	21%	(151)	4%	(30)	2%	(16)	13%	(90)	716
2016 Vote: Republican Donald Trump	52%	(395)	26%	(196)	4%	(30)	3%	(21)	15%	(117)	759
2016 Vote: Someone else	45%	(82)	32%	(58)	5%	(9)	3%	(5)	16%	(30)	184
2012 Vote: Barack Obama	60%	(527)	22%	(197)	3%	(29)	3%	(24)	11%	(101)	878
2012 Vote: Mitt Romney	52%	(271)	28%	(145)	4%	(23)	2%	(10)	13%	(69)	518
2012 Vote: Other	41%	(42)	31%	(31)	4%	(4)	3%	(3)	22%	(23)	102
2012 Vote: Didn't Vote	39%	(272)	19%	(133)	7%	(48)	3%	(22)	33%	(229)	704
4-Region: Northeast	57%	(229)	23%	(93)	4%	(16)	2%	(6)	14%	(58)	402
4-Region: Midwest	49%	(233)	23%	(111)	6%	(27)	2%	(10)	20%	(93)	474
4-Region: South	47%	(381)	24%	(194)	4%	(31)	3%	(21)	23%	(188)	815
4-Region: West	53%	(269)	21%	(108)	6%	(29)	4%	(22)	16%	(83)	512
Smartphone Users	51%	(982)	23%	(447)	5%	(98)	2%	(45)	18%	(337)	1909
iOS Users	50%	(346)	25%	(174)	5%	(37)	3%	(21)	16%	(111)	689
Android Users	53%	(613)	22%	(255)	4%	(51)	2%	(20)	19%	(214)	1154
Have Heard of New Release	54%	(999)	24%	(452)	5%	(91)	3%	(52)	14%	(269)	1864
Have Not Heard of New Release	33%	(113)	16%	(54)	3%	(12)	2%	(7)	45%	(153)	339

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

Table BRD25: *If you were to learn that your personal information was compromised as a result of the Equifax data breach, how likely would you to take part in any class-action lawsuit against Equifax?*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	44% (967)	25% (544)	9% (195)	4% (80)	19% (416)	2203
Gender: Male	43% (458)	25% (268)	9% (96)	4% (46)	18% (193)	1060
Gender: Female	45% (509)	24% (276)	9% (99)	3% (34)	20% (224)	1143
Age: 18-29	29% (142)	25% (121)	13% (62)	5% (25)	28% (136)	486
Age: 30-44	39% (217)	27% (148)	11% (60)	4% (21)	19% (105)	551
Age: 45-54	47% (191)	24% (97)	7% (29)	3% (13)	18% (74)	403
Age: 55-64	57% (210)	23% (83)	6% (23)	2% (7)	12% (42)	366
Age: 65+	52% (208)	24% (97)	5% (21)	3% (14)	15% (59)	398
PID: Dem (no lean)	46% (329)	26% (184)	8% (61)	3% (20)	17% (122)	716
PID: Ind (no lean)	42% (353)	23% (199)	7% (60)	4% (35)	24% (199)	846
PID: Rep (no lean)	45% (285)	25% (161)	12% (74)	4% (25)	15% (95)	640
PID/Gender: Dem Men	45% (143)	24% (78)	10% (31)	4% (13)	17% (54)	319
PID/Gender: Dem Women	47% (185)	27% (106)	8% (30)	2% (7)	17% (68)	397
PID/Gender: Ind Men	40% (166)	26% (107)	7% (27)	5% (19)	22% (92)	411
PID/Gender: Ind Women	43% (187)	21% (92)	8% (33)	4% (16)	25% (108)	435
PID/Gender: Rep Men	45% (148)	25% (83)	11% (38)	4% (14)	14% (47)	330
PID/Gender: Rep Women	44% (137)	25% (78)	12% (36)	4% (11)	15% (48)	310
Tea Party: Supporter	44% (251)	28% (158)	12% (66)	3% (19)	13% (74)	567
Tea Party: Not Supporter	44% (712)	23% (382)	8% (129)	4% (61)	21% (340)	1625
Ideo: Liberal (1-3)	45% (339)	26% (200)	11% (83)	4% (29)	15% (111)	761
Ideo: Moderate (4)	47% (210)	23% (102)	9% (39)	4% (19)	17% (76)	446
Ideo: Conservative (5-7)	46% (318)	28% (193)	9% (63)	4% (26)	14% (97)	697
Educ: < College	43% (680)	22% (345)	9% (145)	4% (63)	21% (335)	1568
Educ: Bachelors degree	42% (176)	32% (134)	8% (33)	3% (11)	15% (61)	416
Educ: Post-grad	51% (111)	30% (65)	8% (17)	2% (5)	9% (20)	219
Income: Under 50k	44% (585)	22% (289)	9% (127)	4% (53)	21% (284)	1337
Income: 50k-100k	44% (279)	31% (199)	7% (43)	3% (20)	16% (99)	640
Income: 100k+	46% (103)	25% (57)	11% (26)	3% (7)	15% (33)	226

Continued on next page

Table BRD25: *If you were to learn that your personal information was compromised as a result of the Equifax data breach, how likely would you to take part in any class-action lawsuit against Equifax?*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	44% (967)	25% (544)	9% (195)	4% (80)	19% (416)	2203
Ethnicity: White	44% (778)	26% (447)	8% (143)	3% (59)	19% (324)	1752
Ethnicity: Hispanic	40% (131)	22% (73)	10% (33)	4% (15)	23% (77)	330
Ethnicity: Afr. Am.	44% (119)	23% (62)	13% (34)	4% (10)	16% (44)	269
Ethnicity: Other	38% (70)	19% (35)	10% (18)	6% (11)	26% (48)	182
Relig: Protestant	47% (238)	31% (157)	7% (38)	3% (18)	11% (56)	506
Relig: Roman Catholic	44% (212)	23% (110)	9% (44)	4% (18)	20% (94)	479
Relig: Ath./Agn./None	39% (237)	23% (139)	10% (58)	4% (22)	24% (146)	603
Relig: Something Else	44% (169)	23% (89)	9% (35)	5% (18)	19% (73)	383
Relig: Evangelical	47% (278)	26% (150)	9% (52)	3% (20)	15% (85)	585
Relig: Non-Evang. Catholics	45% (283)	26% (165)	8% (51)	3% (20)	18% (112)	630
Relig: All Christian	46% (560)	26% (315)	8% (102)	3% (41)	16% (197)	1215
Relig: All Non-Christian	41% (406)	23% (228)	9% (93)	4% (40)	22% (220)	986
Community: Urban	45% (278)	21% (129)	11% (66)	3% (20)	20% (121)	614
Community: Suburban	43% (398)	27% (250)	9% (83)	4% (38)	17% (159)	927
Community: Rural	44% (291)	25% (165)	7% (46)	3% (23)	21% (136)	662
Employ: Private Sector	44% (307)	29% (199)	9% (62)	3% (23)	15% (101)	692
Employ: Government	42% (61)	26% (38)	13% (19)	5% (7)	14% (20)	145
Employ: Self-Employed	48% (85)	25% (44)	11% (20)	4% (6)	13% (23)	177
Employ: Homemaker	41% (80)	26% (51)	10% (20)	4% (9)	19% (37)	197
Employ: Student	24% (27)	26% (29)	9% (10)	4% (4)	38% (42)	111
Employ: Retired	52% (227)	24% (104)	7% (29)	3% (15)	14% (63)	438
Employ: Unemployed	43% (105)	19% (45)	11% (27)	2% (4)	25% (61)	241
Employ: Other	38% (76)	17% (35)	4% (9)	6% (12)	35% (71)	202
Military HH: Yes	53% (209)	22% (88)	9% (34)	2% (9)	14% (56)	397
Military HH: No	42% (758)	25% (456)	9% (161)	4% (71)	20% (360)	1806
RD/WT: Right Direction	47% (360)	24% (185)	9% (68)	3% (27)	17% (127)	767
RD/WT: Wrong Track	42% (607)	25% (359)	9% (127)	4% (53)	20% (289)	1436

Continued on next page

Table BRD25: *If you were to learn that your personal information was compromised as a result of the Equifax data breach, how likely would you to take part in any class-action lawsuit against Equifax?*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	44% (967)	25% (544)	9% (195)	4% (80)	19% (416)	2203
Strongly Approve	54% (238)	21% (94)	7% (30)	4% (19)	13% (59)	440
Somewhat Approve	36% (178)	32% (156)	12% (60)	4% (21)	15% (75)	490
Somewhat Disapprove	37% (111)	28% (83)	10% (28)	3% (10)	22% (66)	297
Strongly Disapprove	49% (405)	22% (186)	8% (65)	3% (26)	18% (147)	830
Dont Know / No Opinion	24% (35)	17% (25)	7% (11)	3% (4)	48% (70)	146
#1 Issue: Economy	43% (253)	25% (148)	9% (56)	4% (23)	19% (114)	593
#1 Issue: Security	43% (179)	28% (114)	8% (33)	5% (19)	16% (68)	413
#1 Issue: Health Care	48% (234)	22% (105)	10% (49)	3% (16)	17% (85)	489
#1 Issue: Medicare / Social Security	55% (147)	22% (59)	5% (13)	3% (8)	16% (42)	268
#1 Issue: Women's Issues	32% (33)	37% (37)	10% (10)	3% (3)	17% (17)	101
#1 Issue: Education	28% (39)	22% (30)	16% (22)	5% (7)	30% (41)	140
#1 Issue: Energy	43% (46)	30% (32)	10% (11)	3% (4)	12% (13)	106
#1 Issue: Other	39% (37)	20% (19)	1% (1)	1% (1)	39% (37)	95
2016 Vote: Democrat Hillary Clinton	48% (347)	26% (185)	8% (54)	2% (16)	16% (114)	716
2016 Vote: Republican Donald Trump	47% (361)	26% (195)	9% (68)	4% (29)	14% (106)	759
2016 Vote: Someone else	44% (81)	22% (41)	11% (21)	4% (7)	19% (35)	184
2012 Vote: Barack Obama	48% (424)	27% (233)	8% (67)	3% (25)	15% (129)	878
2012 Vote: Mitt Romney	48% (248)	26% (132)	10% (51)	4% (22)	12% (65)	518
2012 Vote: Other	41% (42)	26% (26)	9% (10)	3% (4)	21% (21)	102
2012 Vote: Didn't Vote	36% (253)	22% (153)	10% (67)	4% (30)	29% (202)	704
4-Region: Northeast	52% (211)	23% (91)	7% (27)	3% (14)	15% (59)	402
4-Region: Midwest	40% (191)	30% (143)	8% (38)	5% (24)	16% (78)	474
4-Region: South	39% (321)	25% (201)	10% (80)	3% (22)	23% (192)	815
4-Region: West	48% (244)	21% (109)	10% (50)	4% (21)	17% (88)	512
Smartphone Users	45% (861)	26% (497)	9% (175)	3% (65)	16% (311)	1909
iOS Users	44% (301)	28% (192)	10% (66)	4% (31)	14% (99)	689
Android Users	47% (537)	25% (288)	9% (98)	2% (27)	18% (204)	1154
Have Heard of New Release	46% (866)	27% (495)	9% (170)	4% (68)	14% (266)	1864
Have Not Heard of New Release	30% (101)	15% (49)	7% (25)	4% (12)	44% (151)	339

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	2203	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1143	52%
	N	2203	
age5	Age: 18-29	486	22%
	Age: 30-44	551	25%
	Age: 45-54	403	18%
	Age: 55-64	366	17%
	Age: 65+	398	18%
	N	2203	
xpid3	PID: Dem (no lean)	716	33%
	PID: Ind (no lean)	846	38%
	PID: Rep (no lean)	640	29%
	N	2203	
xpidGender	PID/Gender: Dem Men	319	15%
	PID/Gender: Dem Women	397	18%
	PID/Gender: Ind Men	411	19%
	PID/Gender: Ind Women	435	20%
	PID/Gender: Rep Men	330	15%
	PID/Gender: Rep Women	310	14%
	N	2203	
xdemTea	Tea Party: Supporter	567	26%
	Tea Party: Not Supporter	1625	74%
	N	2192	
xdemIdeo3	Ideo: Liberal (1-3)	761	35%
	Ideo: Moderate (4)	446	20%
	Ideo: Conservative (5-7)	697	32%
	N	1904	
xeduc3	Educ: < College	1568	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2203	
xdemInc3	Income: Under 50k	1337	61%
	Income: 50k-100k	640	29%
	Income: 100k+	226	10%
	N	2203	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1752	80%
xdemHispBin	Ethnicity: Hispanic	330	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	506	23%
	Relig: Roman Catholic	479	22%
	Relig: Ath./Agn./None	603	27%
	Relig: Something Else	383	17%
	N	1971	
xreligion1	Relig: Jewish	37	2%
xreligion2	Relig: Evangelical	585	27%
	Relig: Non-Evang. Catholics	630	29%
	N	1215	
xreligion3	Relig: All Christian	1215	55%
	Relig: All Non-Christian	986	45%
	N	2201	
xdemUsr	Community: Urban	614	28%
	Community: Suburban	927	42%
	Community: Rural	662	30%
	N	2203	
xdemEmploy	Employ: Private Sector	692	31%
	Employ: Government	145	7%
	Employ: Self-Employed	177	8%
	Employ: Homemaker	197	9%
	Employ: Student	111	5%
	Employ: Retired	438	20%
	Employ: Unemployed	241	11%
	Employ: Other	202	9%
	N	2203	
xdemMilHH1	Military HH: Yes	397	18%
	Military HH: No	1806	82%
	N	2203	
xnr1	RD/WT: Right Direction	767	35%
	RD/WT: Wrong Track	1436	65%
	N	2203	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	440	20%
	Somewhat Approve	490	22%
	Somewhat Disapprove	297	13%
	Strongly Disapprove	830	38%
	Dont Know / No Opinion	146	7%
	N	2203	
xnr3	#1 Issue: Economy	593	27%
	#1 Issue: Security	413	19%
	#1 Issue: Health Care	489	22%
	#1 Issue: Medicare / Social Security	268	12%
	#1 Issue: Women's Issues	101	5%
	#1 Issue: Education	140	6%
	#1 Issue: Energy	106	5%
	#1 Issue: Other	95	4%
	N	2203	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	716	33%
	2016 Vote: Republican Donald Trump	759	34%
	2016 Vote: Someone else	184	8%
	N	1659	
xsubVote12O	2012 Vote: Barack Obama	878	40%
	2012 Vote: Mitt Romney	518	24%
	2012 Vote: Other	102	5%
	2012 Vote: Didn't Vote	704	32%
	N	2202	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	512	23%
	N	2203	
demSM1	Smartphone Users	1909	87%
demSM2	iOS Users	689	31%
	Android Users	1154	52%
	N	1843	
demSM3	Have Heard of New Release	1864	85%
	Have Not Heard of New Release	339	15%
	N	2203	

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

